Google Ads Account Intake Document

1. Business Context

- What are the **primary business goals**? (e.g., sales, lead generation, subscriptions, calls, store visits)

- What is the **target audience**? (demographics, geographies, psychographics, intent)

- What are the **main offers/products/services** promoted?

- What is the **average order value (AOV)** or **customer lifetime value (CLV)**?

- Describe the **sales funnel or buyer journey** (top of funnel → conversion).

- Are there any **secondary goals**? (brand awareness, app installs, email signups, etc.)

- Key **USPs** (unique selling points) vs. competitors?

- Known **seasonality or demand cycles**?

---

2. Account Structure

- Current **campaign structure** (Search, Shopping, PMax, Display, YouTube, etc.).

- How are campaigns **segmented**? (by product type, country, audience, funnel stage, etc.)

- Are there **single-country or multi-country campaigns**?

- Ad group and keyword setup (match types, SKAGs vs. broad segmentation).

- Audience targeting used? (in-market, remarketing, custom intent, etc.)

- Use of **negative keywords**, brand vs. non-brand split?

- Labeling or naming conventions followed?

Follow-up if unclear:

- Are campaigns organized for simplicity (few campaigns) or granularity (many segmented campaigns)?

- Is there overlap between keywords/campaigns?

---

3. Performance History

- What is the **timeframe of available performance data**? (last 30/90/365 days)

- Average **ROAS/CPA/CPL** achieved historically?

- Key **conversion volume trends** (increasing, declining, seasonal dips)?

- Which campaigns historically performed best?

- Past **experiments or A/B tests** run (e.g., bidding strategies, creatives, landing pages)?

- Have there been **major changes** (account restructures, new site, tracking setup)?

Follow-up if incomplete:

- Any sudden performance shifts due to external factors? (e.g., supply chain, policy, algorithm changes)

---

4. Tracking & Attribution

- What **conversions are tracked**? (purchases, calls, form fills, offline imports, micro-conversions)

- How is conversion value tracked? (transaction value, fixed values, offline upload)

- Is **GA4 integrated** with Google Ads?

- Is **Enhanced Conversions** enabled?

- Is there **deduplication** across platforms (GA4 vs Ads vs CRM)?

- Current **attribution model**? (data-driven, last click, linear, etc.)

- Any **tracking gaps/issues** known?

---

5. Budget & Bidding

- What is the **monthly budget** (or daily pacing)?

- How are budgets allocated (by campaign, by geo, by product)?

- Which **bidding strategies** are being used? (Maximize Conversions, tROAS, tCPA, Manual CPC, etc.)

- What are the **return/profitability targets**? (ROAS, CPA, MER, Profit %)

- Is the budget **flexible** based on performance or capped?

- Are there **shared budgets** across campaigns?

---

6. Creative Assets

- What types of **ad formats** are currently running? (RSA, Shopping, Video, Display)

- Current **ad copy themes** and variations?

- Use of **ad extensions/assets**? (sitelinks, callouts, images, promotions)

- Landing page setup:

    - Dedicated landing pages vs. generic product/category pages?

    - Page speed, mobile-friendliness, conversion elements (CTAs, forms)?

- Visual creatives (images, videos) — availability & refresh cycle?

- Quality Score distribution — any keywords/ad groups underperforming?

---

7. Competitor & Market Insight

- Known **direct competitors** in auctions?

- Impression share & overlap metrics available?

- Market/industry **benchmarks** for CPA/ROAS?

- Key **competitor strategies** noticed (offers, creatives, placements)?

- Any **seasonality trends** in the niche?

---

8. Known Issues & Priorities

- What are the **biggest current pain points**? (e.g., high CPC, low conversion rate, poor tracking, wasted spend)

- What are the **top 3 priorities** for the next 90 days?

- Any **restrictions** (compliance, ad policies, legal terms)?

- What is the **desired outcome** from this audit/analysis? (quick wins, scaling strategy, new account build, etc.)