

# Account Setup

- Adding Your Billing Information

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To avoid accounting complexities, we require that our customers pay for their ad spend to Google directly.

As part of our setup process, your marketing consultant will add the billing email you specify to the Google Ads account which will enable you to login and add your payment details to the account. This information is not visible to us.

We will operate within the budgets agreed by you at the start of the campaign. This is calculated on a daily basis by Google, essentially as  $\text{your budget} / 30.3 = \text{daily budget}$ . The daily budget can overspend by up to 50%, but the month as a whole will not go over your total budget.

When you have been added as a billing user, you'll receive an email like this:



## You have a pending invitation to access a Google Ads account

[redacted] has invited you to access the following Google Ads account.

Google Ads Account Name: [redacted]  
Google Ads Customer ID: [redacted]  
Access Level: **Billing**

The [access level](#) selected for you when the invitation was sent will determine what features you can view or edit.

To access this account, you will need to accept the invitation.

ACCEPT INVITATION

If you do not want to access this account, you may [decline the invitation](#).

Click the Accept Invitation button and you'll be taken to Google Ads:



## Hello and welcome to Google Ads!

You've been invited to access the Google Ads account for customer [redacted] with the following email address:

[redacted]

To maintain account security, the administrative users of this account will be able to see when and where you accessed the Google Ads account and the authentication method that was used for access.

To accept the invitation and sign in to Google Ads, click "Continue."

CONTINUE



Click Continue and then click Manage Payment Methods. Once at that screen, click "Add Payment Method" and you'll be able to add your company debit/credit card or account details for direct

debit payments. Please note: your company debit card will be approved fastest by Google.

Once you've done this, let your consultant know and they'll be able to keep an eye out for the account being confirmed so that we can start serving ads.