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**How to Write  
Better PPC RFPs:  
17 Questions to  
Ask Your Agency**

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Running a paid search agency, we get to see a fair amount of PPC RFPs, some better than others.

So what makes a good RFP that will allow you to work out which agencies are great at sales and which ones can really deliver on your project?



### **How big is your agency?**

When it comes to the size of the agency and their average client size there are two main considerations:

A larger agency with more staff might be seen as a safe pair of hands - however you're likely to work with a less experienced account manager unless you've got a considerable media budget.

On the other end of the scale, a smaller agency might be seen to be more risky, but you're more likely to work with the owners or other senior staff with a lot of experience.



### **What is your average client size?**

Asking about the average client size will allow you to work out where you will sit in the agency's pecking order.

If the agency has an average client size of £1m and you spend £100k, the chances are you're not going to get as much attention as an account spending £5m that might be in the agency's top 10 accounts.

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### **What is your focus as an agency?**

Generally speaking most agencies are good at a single service, and then additional services might be outsourced or handled by a small team.

Here it's key to ask what percentage of staff are dedicated to paid search and look for an agency that focuses in this area to get the best results. Generally speaking you'll be in the best hands at either a specialist paid search agency or a search agency (offering SEO and PPC) with a larger paid search team within it.

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### **Who will be on my accounts team?**

Understanding who is within your accounts team, and what their background is, is key. There are several questions that you might want to ask here to dig deeper:

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### **Where did they work before and what did they work on?**

There is a saying that past performance is an indicator of future performance, which generally holds true in the paid search arena.

Working with an accounts team that have previous experience in your sector will likely be a safer pair of hands.

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### **What was their role when working on those accounts?**

It's fairly common for agencies to list that their employees previously worked on huge brands.

When really they were just an account executive doing background admin, not the account director running the strategy and managing the client relationship.

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### **Can we meet the accounts team for a chemistry session?**

Meeting your prospective team as part of your pitch process is important to ensure that there is a good culture fit with your own team.

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### **What is the structure of the accounts team?**

Who does what? How much of each person's time will we get?

Most agencies use a model with an account director at the top, an account manager and a number of account executives and grads.

You don't want to find that you've got two incredibly overworked account directors and account managers, with 10 grads that are learning on the job with your account.

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### **What is your employee retention rate?**

You may end up working with an accounts team that is changing every couple of months, causing disruption to your account, strategy, and relationship..

You should look to work with an agency with a very low account manager / director churn rate.

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### **Will you outsource any of the work?**

It's not unusual to have some freelancers working for large agencies but an agency that outsources account management is probably one to avoid.

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### **What experience does your agency have in the same sector? Can we speak to similar clients for a reference?**

It is a good idea to ask your agency what percentage of their clients are in the same market yourself.

An agency that has experience in the same industry will understand the competitive marketplace and its challenges, and save you time training them up.

It is always worth asking if you can speak to similar clients within the same sector for a reference to get a feel for what it is like working with the agency.

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### **Who owns the commercial relationship with Google?**

We still run into FTSE 100 accounts where the media agency owns both the data and the commercial relationship with the platform (Google, Bing, Yandex etc).

It's fundamental for media buying transparency that you own the commercial relationship with the platform so you can see exactly how much you have spent and can account for every pound spent.

You should also look to negotiate your own credit terms with Google and other platforms and provided that you have a good credit and payment history you should be able to negotiate good terms.

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### **Who owns the data generated from the campaigns?**

Ensuring that you also own all of the data within your account that has been generated from campaign activity is important and you should ensure that this is a term within your contracts.

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### What paid search technology do you subscribe to?

In a small 10,000 keyword paid search account there are around 38 billion different potential bidding combinations in a single day. That's a lot of data and it's only going to grow as Google adds more features, making automation ever more important - for example, through using Google Ads scripts.

A large agency may also subscribe to software like DoubleClick Manager, Marin, Adobe Media Optimiser for bid management and then other platforms for different requirements.

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### What proprietary technology do you have?

The top flight PPC agencies are likely to have access to their own proprietary technology that works on Google's API to automate tasks like account builds, expansions and bidding.

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### Do you use any open source technology like Google Ads Scripts?

Good agencies should be utilising the hundreds of open source Google Ads [scripts](#) out there, like Google's TV bidding scheduler that allows you to increase brand bids when your TV ads are running.

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### Do you have your own in-house capability to build bespoke technology?

Best-in-class agencies will have their own in-house technology departments that can build technology around clients requirements.



# Get in Touch

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Clicteq is a hybrid performance marketing agency and marketing technology partner. We use a unique blend of data, automation and creativity to drive remarkable growth for our clients across paid search and paid social channels.

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