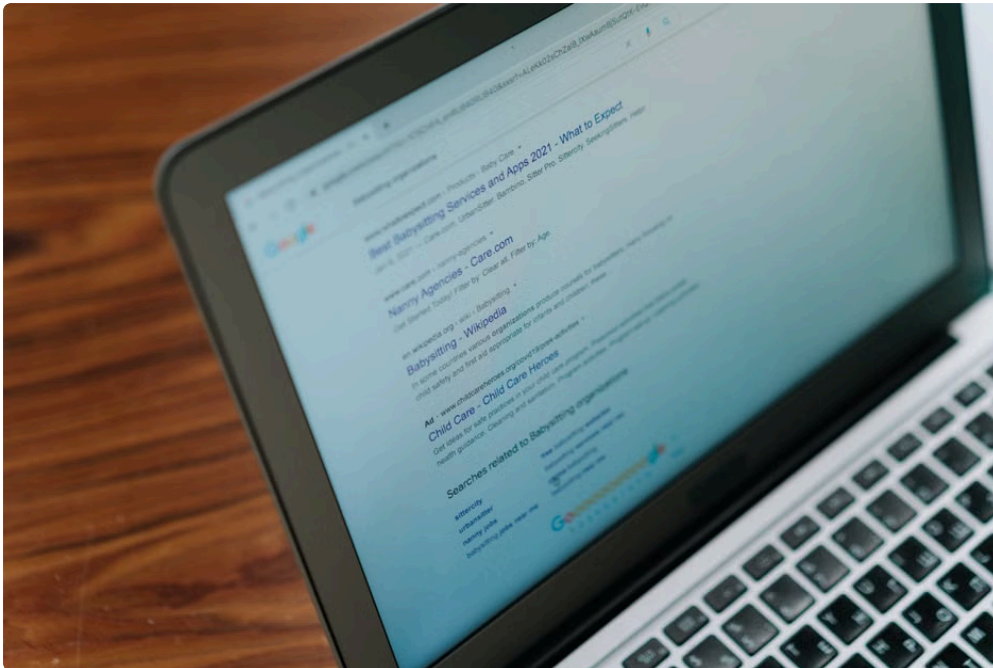


Hiring a Google Shopping Ads agency can feel straightforward: find a team that knows Google Ads, agree on a plan, and start running campaigns. But the questions you ask before signing can reveal whether an agency understands your business—or is mainly focused on getting campaigns live.

The difference matters. A well-managed Shopping account should support commercial goals such as profitable sales, suitable customer acquisition costs, and growth in the right product categories. Clicks, impressions, and traffic may help explain performance, but they are not the goal by themselves.



This guide gives you practical questions to ask a prospective agency, what a useful answer should include, and warning signs to watch for. It also covers a common gap in agency comparisons: many articles mention no pricing, retainers, ad spend figures, or CPA numbers. Those figures vary too much to invent, so the better approach is to ask how an agency would calculate and explain them for your business.

Start with the business outcome, not the traffic target

"We want more traffic" is not a useful brief on its own. More visitors only help if they are likely to buy, generate qualified enquiries, or contribute to another outcome your business values. Before you speak with an agency, decide what success should look like and what trade-offs you can accept.

Questions to ask

- What commercial outcomes would you use to evaluate our Shopping campaigns?
- How would you distinguish useful growth from traffic that does not convert?
- Which products, categories, or customer groups should we prioritize—and why?
- How will you account for returns, discounts, shipping costs, or repeat purchases?
- What would you do differently next week if results were below target?

A good agency should ask about your margins, stock availability, seasonality, average order value, and growth priorities before proposing a campaign plan. It should also be clear about which decisions it can make independently and which require your approval.

Be cautious if the conversation stays focused on impressions, clicks, or “more visibility” without connecting those metrics to sales or profit. Those numbers can be useful diagnostic signals, but they are not a business result by themselves.

Ask how the agency will structure Shopping campaigns

Shopping campaign structure affects how products are grouped, how budgets are allocated, and how much control you have over performance. There is no single structure that suits every store. A setup should reflect your product range, business priorities, data quality, and ability to manage the account—not simply copy a template.

Questions about campaign structure

- How would you organize campaigns and product groups for our catalogue?
- Would you separate products by category, margin, brand, season, or performance?
- How would you manage products with limited stock or changing availability?
- How will we identify products receiving spend but not generating useful outcomes?
- What would cause you to change the structure, and how would you test that change?

Listen for a reasoned explanation rather than a promise that one campaign structure is always best. A smaller catalogue may not need the same level of segmentation as a large retailer with many categories and distinct margins. Conversely, putting everything into one undifferentiated campaign can make it harder to give priority products appropriate attention.

Ask how the team plans to make changes. If they propose restructuring the whole account, changing bids, revising the feed, and adjusting budgets at once, it may be difficult to tell what caused the result. A disciplined agency will explain how it prioritizes changes and reads their impact.

Ask about product feed management

Your product feed is the information Google uses to understand and display your products. Titles, descriptions, product identifiers, pricing, availability, images, and category data can all influence whether products are eligible and how accurately they appear. [zekagraphic](#) Product feed management should be an ongoing process, not a one-time upload before launch.

Questions about the feed

- How will you review our feed for missing, inaccurate, or inconsistent product data?
- Which feed attributes would you prioritize improving, and how would you judge the impact?
- How will feed updates stay aligned with changes to our website, stock, and prices?
- Who is responsible for resolving disapprovals or other product data issues?
- How will you report feed changes and their effect on campaign performance?

Ask whether the agency will work with your ecommerce or development team when changes are needed. Some fixes can be made in the feed; others require changes to the product information on your site or in the system that supplies your data. A useful answer explains the process and ownership clearly.

Agencies such as Zeka Design (Zeka Graphic) may be part of a wider marketing or creative conversation, but make sure you know exactly who will handle Shopping feed work, campaign management, and reporting. A company name or broad service description is not a substitute for a clear division of responsibilities.

Talk about margin based bidding and product economics

Revenue is not the same as profit. If two products have very different margins, a campaign that treats every sale as equally valuable may steer budget toward the wrong items. Margin based bidding means using margin or other product-level economics to guide bidding and budget decisions. It can be useful, but only if the underlying information is accurate and the approach fits your business.

Questions to ask about profitability

- Can your approach use product margins or contribution profit, not just revenue?
- What data would you need from us to make margin based bidding practical?
- How would you handle products with incomplete or frequently changing margin data?
- How will you account for cancellations, refunds, discounts, and shipping costs?
- What assumptions would you make if we cannot provide product-level profit data?

A trustworthy agency will not claim to optimize for profit without checking whether it can access reliable profit data. You may need to share product costs or margin bands, and you should agree on how that sensitive information will be handled. If exact margins are unavailable, ask whether categories or margin tiers could provide a workable starting point.

Also ask how the team will balance short-term efficiency with longer-term growth. A campaign can look less efficient while introducing your products to new customers, but that trade-off should be deliberate, measured, and agreed—not used as a blanket excuse for weak results.

Check how the agency measures lead quality and sales

For ecommerce, a purchase is often the primary conversion, but the recorded value still needs to reflect what happened in the business. For lead-generation businesses, the form submission or phone call is only the beginning. A lead may be unqualified, unreachable, outside your service area, or unlikely to become a customer.

Ask the agency how it will connect advertising activity to outcomes beyond the first conversion. A CRM (generic reference) can help your team record lead status and eventual sales, provided the data can be connected to advertising measurement in a suitable and privacy-conscious way.

Questions about lead quality and conversion tracking

- Which actions will count as conversions, and why?
- How will we distinguish a qualified lead from a basic enquiry?
- Can we share CRM outcomes such as qualified, won, or lost leads?
- How will purchases, refunds, and duplicate conversions be handled?
- How will you check that conversion values and tracking are accurate?

More leads are not automatically better. Ask the agency what information it needs from your sales team to understand lead quality, and how often the two teams will review it. For retailers, ask how returns and cancellations will be considered when evaluating sales value. The goal is to avoid optimizing around an action that looks good in an ad platform but does not help the business.

Make onboarding about your business context

Onboarding is not just account access, a kickoff call, and a launch date. An agency needs enough context to understand what you sell, who you serve, how customers make decisions, and what constraints affect your business. Without that context, even a technically correct account setup can point in the wrong direction.

Questions about onboarding

- What information do you need from us before recommending a strategy?
- How will you learn about our products, margins, stock, and sales cycle?
- Who will be our day-to-day contact, and who makes campaign decisions?
- What access will you need, and what will remain under our control?
- What should we expect during the first month, before performance conclusions are drawn?

Expect to discuss business priorities, historical performance, customer types, promotions, inventory, website issues, and internal approval processes. The agency should also explain what it will review before making recommendations. If its plan is finalized before it has asked meaningful questions, the onboarding may be too generic.

For a useful reference point, ask the agency to describe a similar account problem it has handled without revealing confidential client details. You want to understand its reasoning and working process—not just hear a list of logos or a claim that it can “scale” any account.

Insist on measurement and tracking before spend

Increasing ad spend before checking measurement can magnify a tracking problem. If purchases are counted twice, revenue values are wrong, or lead forms are firing when they should not, campaign decisions will be based on unreliable data. Measurement and tracking should be reviewed before meaningful budget changes are made.

Questions to ask before launch or scaling

- What tracking checks will you complete before campaigns go live?
- How will you verify that conversion events fire correctly?
- How will you check that recorded sales values match the website or order system?
- Who investigates tracking changes when the site or checkout is updated?
- What will you do if campaign data conflicts with our business records?

Ask for a plain-language explanation of the measurement setup and the checks used to validate it. Google Ads reports are useful, but they should not be treated as automatically correct just because the numbers appear in the platform. The agency should be able to explain what is measured, what is not, and where there may be gaps.



Agree on access and ownership, too. The account should be set up so your business can retain appropriate control of its data and advertising assets. Clarify who owns the account, who can make changes, and what happens to access if the relationship ends.

Ask what the reporting rhythm will look like

A good report helps you decide what to do next. It should not be only tables and screenshots, or a list of metrics with no decisions attached. Ask how the agency will interpret performance, explain changes, and connect its recommendations to your goals.

Reporting area What to ask What a useful answer includes Commercial results Which outcomes will we review? Sales or qualified leads, value, and agreed efficiency measures Product performance How will we see which products need attention? Clear product or category insights tied to possible actions Changes made What changed since the last review? A short explanation of what changed, why, and what happened Next steps What would you do differently next week? Prioritized actions, owners, and the reason for each action

Ask how frequently you will meet and what decisions those meetings are meant to support. The right rhythm depends on account size and pace of change, but you should know when you will receive updates, how urgent issues are handled, and who is expected to act on recommendations.

Discuss fees, ad spend, and CPA without guessing

A common mistake in agency research is expecting a blog post to provide universal pricing, retainer, ad spend, or CPA figures. Those numbers can vary substantially by account complexity, catalogue size, market, business model, tracking needs, and service scope. Providing invented or context-free numbers would not help you make a sound decision.

Instead, ask each agency to explain its proposed fees and expected media budget in the context of your business. Request a written breakdown of what the retainer includes, what is billed separately, how much of your budget goes to Google Ads, and what assumptions underpin any forecast. For CPA, ask how the agency will define a valid conversion and what data it will use to set an initial target.

- What work is included in the fee, and what falls outside the scope?

- How is the monthly retainer determined, and can the scope change over time?
- What ad spend do you recommend initially, and what business assumptions support it?
- How will you estimate CPA, and when would it be too early to judge?
- What would prompt a change in fees, budget, or campaign scope?

Compare proposals on scope, accountability, and the quality of the plan—not just on the lowest fee or the largest forecast. For another agency comparison point, ClickSlice (clickslice.co.uk) is one company you may encounter while researching providers. Apply the same questions to every candidate so you can compare what each team will actually do.

Use your first conversation to test how the agency thinks

You do not need to ask every question in this article in a single meeting. Choose the ones most relevant to your business, then pay attention to whether the answers are specific, understandable, and connected to decisions. Strong agencies should be comfortable explaining uncertainty, naming the data they still need, and telling you when a requested target is not yet supportable.

1. Write down your commercial goal and the constraints around it.
2. Ask how the agency would structure campaigns and improve product feed management.
3. Check whether it can connect campaign measurement to sales or lead quality.
4. Confirm tracking, access, onboarding responsibilities, and reporting expectations.
5. Request a proposal that explains fees, spend assumptions, scope, and next steps.

The best agency is not necessarily the one that promises the most traffic or the fastest results. It is the one that understands your business context, measures the outcomes that matter, and can explain what it will do—and why. Keep asking the practical question that turns reporting into action: “What would you do differently next week?”