



Provided by [Sean Hecking Consulting](#)

PPC Agency Questionnaire

Experience

How long have you been in business?

What experience do you have working with companies similar to ours? (please include relevant Case Studies)

Which paid media channels are your primary areas of expertise? (Google Ads, Meta, Bing Ads, Display, Video, etc.) Do you have any other core services?

What certifications or platform partnerships does your agency maintain?

Strategy

How do you approach audience targeting, segmentation, and customer acquisition?

How do you balance brand awareness, consideration, and conversion objectives?

How do you approach media planning, budget allocation, and channel optimization?

Execution

How do you manage campaign setup, launch, monitoring, and ongoing optimization?

How frequently do you review campaign performance and make optimizations?

Technology

Which platforms and tools do you use for campaign management, analytics, and reporting? (Google Analytics, Google Tag Manager, other, etc)

How do you manage tracking, conversion measurement, tags, and data quality?

Team

What industries and types of clients do you typically service?

Who will work on our account, and what are their roles and levels of experience?

How frequently will we meet, and how will we communicate? (Zooms, phone, in-person)

What is your typical onboarding timeline? (month 1, month 2, etc)

Fees

How is your agency compensated? (Retainer, % of spend, or other structure)

Are there any additional costs? (Software fees, creative fees, etc)

Performance & Measurement

How do you establish performance benchmarks and realistic targets?

How do you define and measure campaign success?

Which KPIs do you typically recommend for awareness, traffic, leads, and sales?