

STANDARD OPERATING PROCEDURE · WW-015

Link a client Google Ads account to a manager account

Request access to a client's Google Ads account from your manager account, have the client approve it, and confirm the client keeps ownership and admin control.

GOOGLE ADS

VERSION 1.0	EFFECTIVE 5 October 2026
NEXT REVIEW 5 April 2027	TIME 20 minutes
DIFFICULTY Beginner	RELATED WW-014
AUDIENCE Agencies and freelancers managing Google Ads on behalf of clients	
TOOLS Google Ads · Google Ads manager account	

Purpose

Linking a client's Google Ads account to an agency manager account gives the agency's team access without sharing logins, and keeps ownership with the client. This procedure sends the link request, guides the client through accepting it, and confirms access levels are right. It is finished when the client's account appears in the manager account with the agreed access level and the client still holds admin access.

Scope

In scope

- Finding the client's customer ID
- Sending a link request from the manager account
- Client approval of the request
- Checking access levels and ownership

Out of scope

- Creating new Google Ads accounts
- Billing setup and payment profiles
- Unlinking or transferring accounts between agencies (follow Google's unlinking guidance)

Roles and responsibilities

Role	Responsibility
Paid media specialist	Sends the request and confirms access.
Client account admin	Approves the request and keeps admin access.
Account manager	Records access in the client file.

Prerequisites

- An agency Google Ads manager account with Admin access for the person sending the request.
- The client's 10-digit Google Ads customer ID, shown in the format `123-456-7890` at the top of their account.
- A client contact with Admin access to their Google Ads account.

Procedure

Send the link request

Request access from the manager account so the client never shares a login.

1. Sign in to the agency manager account, open **Accounts**, then **Sub-account settings** (or the accounts list), click the plus button and choose **Link existing account**.
2. Enter the client's customer ID and click **Send request**.

[!NOTE] A Google Ads account can be linked to only one manager account at a time at the same hierarchy level. If the client is already linked to another agency, they will need to unlink it first.

Client approves the request

Walk the client through accepting the link.

1. Ask the client to sign in to their Google Ads account, open **Admin**, then **Access and security**, and select the **Managers** tab.
2. They should see the pending request from the agency's manager account and click **Accept**.

[!IMPORTANT] The client must keep at least one Admin user of their own. Never ask a client to remove their own admin access or to transfer ownership to the agency.

Confirm access

Check the link worked and access is appropriate.

1. In the manager account, refresh **Accounts** and confirm the client account appears with an active link.
2. Open the client account through the manager account and confirm you can view campaigns and reports.
3. Confirm with the client that their own users still appear with Admin access under **Access and security**.

Record the link

Make access easy to audit later.

1. Record the client's customer ID, the link date and the client admin who approved it in the client file.
2. Add the account to the agency's account labels or naming convention so it is easy to find.

Quality checks

- ☐ The client account appears in the manager account with an active link.
- ☐ The client still has at least one Admin user of their own.
- ☐ No passwords or logins were shared.
- ☐ The link is recorded in the client file.

Troubleshooting

Symptom	Likely cause	Fix
Request fails to send	Customer ID mistyped, or account already linked to another manager	Check the ID with the client and ask them to remove the old link if appropriate.
Client can't see the request	Wrong account or insufficient access level	Confirm the customer ID and that the client user has Admin access.
Request expired	Requests expire if not accepted in time	Send a new request and agree a time with the client to accept it.

Records

- Record the customer ID, link date, approver and access level in the client file.

References

- [Link Google Ads accounts to your manager account \(Google Ads Help\)](#)
- [About Google Ads manager accounts \(Google Ads Help\)](#)
- [About access levels in your Google Ads account \(Google Ads Help\)](#)

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