

I'm not a bot



After your company joins the Google Partners program, your company can build a deeper partnership by becoming a Google Partner. Becoming a Google Partner means that your company is recognized for maximizing campaign success for your clients, driving client growth by maintaining clients campaigns, and demonstrating Google Ads skills and expertise with certifications. As a Google Partner, your company will get access to a wider range of benefits, including the ability to showcase the Google Partners badge on your website and marketing materials. This article describes the requirements to become a Partner or Premier Partner. Learn more about how to check your Google Partner status

How to become a Google Partner There are 3 requirement categories: Performance, Spend, and Certifications. The Google Partner requirements are checked on a daily basis. The requirement categories and thresholds for each category are described in the table below. Performance The performance requirement helps ensure that you can effectively set up and optimally run Google Ads campaigns to achieve the greatest results for your clients, Your Google Partners registered Ads manager account needs to have a minimum optimization score of 70% yours in control, with the ability to apply or dismiss recommendations based on your assessment and your clients' goals. Learn more about optimization score Spend Your Google Partners registered Ads manager account needs to maintain a 90-day ad spend of \$10,000 USD across managed accounts. Certification Your Google Partners registered Ads manager account needs to have a minimum of 50% of your account strategists certified in Google Ads (capped at 100 users), with at least one certification in each product area with campaign spend of \$500 USD or more in 90 days (for example Search, Display, Video, Shopping, or Apps). Account strategists are employees of your company who manage Google Ads campaigns on behalf of your clients. To ensure certifications are correctly counted, link your Skillshop account to your Google Ads account. You can inform us of how many users in your company are account strategists and should be certified based on their day-to-day work by going to the Company details page from your Partners program tab and selecting from the drop-down menu. Learn more about making your certifications count toward the Certifications requirement How to become a Premier Partner Companies need to meet the Partner requirements and be in the top 3% of participating companies within a given country (determined annually) to become a Premier Partner*. The factors that determine the top 3% performers include, but are not limited to: Existing client growth: Ability of partners to grow their existing clients, measured by year-over-year ads spend growth and ads spend among existing Google Ads clients. New client growth: Ability of partners to acquire new clients, measured by year-over-year ads spend growth and ads spend among existing first-time Google Ads clients. Client retention: Demonstrated ability to sustain client business, measured by the percentage of clients with active Google Ads spend who are managed by the partner and are retained year-over-year. Product diversification: Demonstrated investment in product mix beyond Search, measured by the percentage of non-Search spend in YouTube, Display & Video 360, Display, Apps, and Shopping each calendar year. Annual ads spend: Investment in Google Ads or Google Marketing Platform, measured by spend across managed accounts each calendar year *Evaluation of Premier Partner eligibility is relative to how other companies are performing in a given country. Evaluation is approximate, may vary by country, and is completed on an annual basis. Premier Partner status may not be available in all countries. As a reseller, you can use the Partner Sales Console to resell Google Workspace products to your customers. Use this quick start guide to get familiar with using the console to add customers, manage accounts, create orders, and perform other key tasks for reselling. Sign in to the Partner Sales Console The Partner Sales Console is available on Chrome, Firefox, Safari, and Microsoft Edge (Chromium-based). Main features of the Partner Sales Console At the side of the console, click Customers, Billing, or Settings to perform the following tasks. Customers Search, sort, and filter customers Add and manage customers Place orders Accept a customer transfer For details, go to Manage customers (later, on this page). Billing View your billing accounts Add a new billing account Change payment methods Request a new Google Workspace billing account For details, go to Set up billing (later, on this page). Settings Find your account ID (Reseller Public Identifier) Customize your support information for customers Accept terms of services and agreements Manage access to the Partner Sales Console For details, go to View settings (later, on this page). Manage customers Customer management task What you need to know... View customers You can search, filter, and sort your customers. For details, go to Search and view customers. Create a new customer To add a new customer, click Create customer. You can create a customer account without immediately placing an order. For details, go to Add a Google Workspace customer. Update customer account information Because customer updates aren't automatically synced to your Partner Sales Console, remind customers to notify you when they change their domain name, administrator, contact information, or address. For details, go to Manage customers' account and domain information. Order & manage subscriptions Click a subscription to view and change payment plans, licenses, renewal settings, and status. To see the list of Google Workspace subscriptions and add-ons, click the customer New service Buy Google offer. Accept a customer transfer A customer might want to transfer some of their Google Workspace subscriptions to you. To accept a transfer, first add the customer to your account and generate a token. For details, go to Transfer a customer's subscriptions to your reseller account. Set up billing Billing task What you need to know... Manage customers' billing accounts You manage all of your customers' billing accounts for Google Workspace and Google Cloud from the Billing page in your Partner Sales Console. This page lists all the billing accounts set up in your Partner Sales Console and their associated currency. For details, go to Manage billing accounts. Request a new Google Workspace billing account If you want to sell Google Workspace services in a new currency, you can request a new reseller billing account for that currency, and add it to your Partner Sales Console. For details, go to Request a new Google Workspace billing account. View settings

Future partner marathi meaning. Retail partner meaning in marathi. Designated partner meaning in marathi. Masti partner marathi meaning. My life partner marathi meaning. Gossip partner marathi meaning. Life partner marathi meaning. Secret partner marathi meaning. Sharing partner meaning in marathi. Caring partner marathi meaning. Bench partner marathi meaning. My partner marathi meaning. Sleeping partner meaning in marathi. Channel partner meaning in marathi. Crime partner marathi meaning.