

Google Ads Management Fees — United Kingdom (£)

Structured management fees based on monthly ad spend levels.

Management Fee Breakdown (by Monthly Ad Spend)

Monthly Ad Spend (£)	Management Fee	Fee Type	Included Services
< £800	Flat £150–£250	Flat rate	Basic setup, 1–2 campaigns, monthly updates.
£800 – £4,000	15–20% of ad spend	% of spend	Ad testing, optimisation, tracking setup.
£4,001 – £8,000	12–15% of ad spend	% of spend	Strategy planning, A/B tests, remarketing.
£8,001 – £40,000	10–12% of ad spend	% of spend	Account manager, analytics, landing page advice.
£40,001 – £80,000	8–10% of ad spend	% of spend	Dashboards, scaling, audience targeting.
> £80,000	5–8% of ad spend	% of spend or retainer	Full service, strategy reviews, reporting.

Optional Services (Charged Separately)

Service	Typical Fee (£)
Campaign setup (one-time)	£200–£750
Landing page creation	£250–£650 per page
Tracking setup (GA4, Tag Manager, etc.)	£100–£400
Reporting dashboard	£40–£120 / month
Competitor analysis	£80–£250

Example Calculations

Ad Spend (£)	Fee %	Fee (£)	Total (£)
£1,000	20%	£200	£1,200
£4,000	15%	£600	£4,600
£8,000	12%	£960	£8,960
£40,000	10%	£4,000	£44,000
£100,000	6%	£6,000	£106,000

All fees are indicative and may vary depending on campaign scope and objectives.