



WORKSHEET

Quote quality briefing sheet

Best Logistics Google Ads Agencies: 11 Compared on Lead Quality (2026)

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Fill this in once and give every agency the same copy, so the proposals can be compared and the agency knows which enquiries count.

EXHIBIT 1

Field	What to write	Your answer
Sellable service	The service this campaign sells and you can price this week, such as ADR tanker or LTL groupage	
Lanes	Lanes you can quote now, and lanes you cannot cover	
Equipment and capacity	Trailer types and weekly loads open to new customers	
Commercial audience	Who sends the RFQ: shipper procurement, a forwarder or a 3PL, their sector and a typical volume	
Exclusions	Searches to keep out, such as driver jobs, load boards, tracking and removals, taken from your own search terms report, plus cargo you will not quote	
Qualified RFQ definition	What makes an enquiry worth a same day reply: cargo, lane, dates, volume and a business sender	
Media budget and fee	Monthly ad spend paid to Google and the agency's fee, written as two numbers	

Field	What to write	Your answer
Account access	Whose Google Ads account and billing, who holds admin access, and who keeps it after the contract	
Feedback from sales	Who marks each enquiry qualified, quoted, booked or lost, how often, and how that reaches the agency	
Capacity rule	When a full lane pauses, and where its budget goes	

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