

BUYER'S GUIDE

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

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Logistics Google Ads agencies spend your budget on clicks, and many people searching for trucking or logistics want a driver job, a load board, a tracking number or a moving van. The agency decides how much of that budget reaches shippers.

Each entry sets out what the agency says it does, what it charges where it publishes a fee, and what to ask before signing. Grux comes last, as a logistics software case rather than a freight one.

EXHIBIT 1

How the agencies compare

Agency	Paid search offer	Freight or software context	Named case source	Fee and media	Tracking it states	Ask before signing
Vektor Group	Search campaigns on lanes, equipment and urgent capacity	Road freight brokerage in Europe, our own	No published client case yet	Quoted per scope; you pay Google directly for media	Conversions counted as RFQs, qualified RFQs and booked loads	Which RFQs count as qualified, and who owns the account
Unbound Logistics	Campaigns by equipment, service and area; exclusions at launch	Flatbed, heavy haul, LTL, FTL, brokerage, 3PL	Three cases, clients unnamed	From \$495 a month, no minimum term; media billed to your own account	Clicks kept apart from connected calls and qualified opportunities	Client names; any work outside the US
Spiral	Research, keywords, landing pages, management	Brokers, carriers, 3PLs, warehousing, fulfilment	Four cases, clients unnamed	Not published	Google Ads reports, monthly call, video walkthrough	Account ownership; price
Outventure	Google, LinkedIn or Meta ads, one channel per package	Forwarders, 3PLs, carriers, customs brokers, logistics tech; also SaaS and manufacturing	Limco Logistics, an ocean freight search campaign	\$650 a month per channel plus ads budget	Quote requests and calls tracked before launch; CRM sync	Account ownership; which countries it advertises in
Logistix Marketing	Google, LinkedIn and Meta ads	US trucking, brokers, dispatch; also moving, trailer dealers	None on the PPC page	Not published	Performance tracking, no detail	Logistics examples; price; ownership

Agency	Paid search offer	Freight or software context	Named case source	Fee and media	Tracking it states	Ask before signing
Straight North	Search, social and shopping ads; setup, then monthly management	US agency across industries, with a logistics page	GoShip, a freight shipping marketplace (SEO and paid)	\$1,000 or 15% of monthly media, whichever is greater, plus a setup fee for new builds	Conversion tracking at setup; lead tracking in its own reporting tool	Account ownership; dates behind the GoShip results
Thrive	Google and Bing ads, landing pages, A/B tests, display and social	US agency across industries, with a trucking PPC page	Unnamed storage and fulfilment provider (SEO and PPC)	Not published; its proposal form says budgets exclude ad spend	Client portal with project status; conversion tracking not described	Who has run freight campaigns; account ownership
Blu Mint	Search, Display, Performance Max, Shopping, Demand Gen	Agency across industries, with a logistics page	None for logistics	20% of ad spend	Not stated	Logistics experience; reporting
Digilari	Google search, Performance Max, video and social ads	Australian agency across industries, with a logistics page	None for ads; its logistics page features an SEO project	Priced per ad channel; menu from \$1,980 plus onboarding; a media spend fee may apply	Tagging and tracking at onboarding; monthly reports	Currency and total monthly cost; a logistics ads example
95 Projects	Search ads by service, display, remarketing, landing pages	Search agency with a logistics and freight PPC page	None in logistics	Not published	Says it tracks from ad click to signed contract	Logistics clients; location; account ownership
Grux	Google and Bing search, retargeting	B2B SaaS only: a separate software case	Fretron, a logistics software firm	Per sales accepted lead, six months minimum	Live dashboards and weekly reports	How a sales accepted lead is defined

EXHIBIT 2

Where to start

Your situation	Where to look
I want Google Ads run by a team that also brokers road freight, beside SEO and email	Vektor (entry 1)
I run trucking or brokerage in the US and want a price before a call	Unbound Logistics (entry 2); Straight North (entry 6) also publishes its fee basis
I am a North American 3PL, warehouse or broker and want ads and SEO from one team	Spiral (entry 3)
I am a forwarder or customs broker and want LinkedIn ads too	Outventure (entry 4); Logistix Marketing (entry 5) also runs LinkedIn ads, for US trucking firms

Your situation	Where to look
I want a US agency working across industries that names a freight client	Straight North (entry 6); Thrive (entry 7) has a trucking PPC page and an unnamed fulfilment case
I want ads alongside SEO and AI search, with the fee basis stated	Blu Mint (entry 8)
I am a logistics firm in Australia or New Zealand	Digilari (entry 9)
I want PPC, SEO and AI search from one search agency and will check its freight record myself	95 Projects (entry 10)
I sell logistics software, not freight	Grux (entry 11), a separate software case

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Meridian Land Ventures LLC, trading as Vektor Group, Tallinn, Estonia