



CAN YOU TRUST YOUR AGENCY?





THE **AGENCY TRUST** EVALUATION CHECKLIST

Feeling like you're not getting the "full picture" from your agency partner? Maybe it's time to re-evaluate your relationship.

This comprehensive framework helps you assess 7 critical areas of agency performance to find out if your agency partner is one you can trust.

For each category, rate your agency 1 to 4. Green lights give points, red lights take them away. At the end, tally your score and see their rating.

Let's break down what excellence looks like - and what should send you running.





THE **AGENCY TRUST** EVALUATION CHECKLIST

Data Ownership & Control

Who owns and controls your data?

Results & Transparency

How clear is their reporting?

Strategic Alignment

Do they think beyond conversion tactics?

Technical Excellence

How sophisticated is their setup?

Account Management

How's the relationship handled?

Platform Expertise

Do they know their stuff?

Measurement Framework

How do they measure success?





DATA OWNERSHIP & CONTROL



Green Lights

- Agency operates through client-owned ad accounts
- Clear documentation of access and permissions
- Established data transfer process
- Regular campaign data backups



Red Lights

- Agency owns the ad accounts
- Restricted access to raw data
- No clear data ownership documentation
- Resistance to sharing access





ADVERTISING PERFORMANCE TRANSPARENCY



Green Lights

- Uses third-party attribution tools
- Reports on business metrics
- Proactive disclosure of changes
- Clear platform vs. business metrics



Red Lights

- Relies solely on platform metrics
- Resistant to third-party validation
- Unclear reporting methodology
- Defensive about performance





STRATEGIC AND BRAND GOAL ALIGNMENT



Green Lights

- Balances full-funnel approach
- Data-backed recommendations
- Clear strategic roadmap
- Regular strategic reviews



Red Lights

- Bottom-funnel obsession
- Tactical execution without strategy
- Reactive rather than proactive
- No clear growth framework





TESTING AND ATTRIBUTION EXCELLENCE



Green Lights

- Server-side tracking implementation
- First-party data strategy
- Regular technical audits
- Clear testing methodology



Red Lights

- Basic pixel-only tracking
- No audience segmentation
- Lack of technical documentation
- No testing framework





CLIENT AD ACCOUNT MANAGEMENT



Green Lights

- Consistent team structure
- Clear escalation paths
- Regular strategy meetings
- Proactive communication



Red Lights

- High team turnover
- Reactive communication only
- Unclear strategy ownership
- Limited access to leaders





ADVERTISING PLATFORM EXPERTISE



Green Lights

- Platform partner certifications
- Platform-specific strategies
- Up-to-date with changes
- Advanced feature utilization



Red Lights

- Basic platform usage only
- Slow to adopt new features
- Limited certifications
- One-size-fits-all approach





TRANSPARENT MEASUREMENT FRAMEWORK



Green Lights

- Single source of truth established
- Clear attribution model
- Regular measurement evolution
- Business metric alignment



Red Lights





- Platform-favoring metrics
- Inconsistent measurement
- No clear attribution model
- Vanity metrics focus





THE **AGENCY TRUST** EVALUATION CHECKLIST

Score each category from 0-4 to see where your agency lands.

-  **23-28: Excellence in execution**
-  **18-22: Strong but needs optimization**
-  **12-17: Requires significant improvement**
-  **Below 12: Time to find a new agency!**

Remember: A strong agency relationship is built on trust, expertise, and aligned incentives.





THE **AGENCY TRUST** EVALUATION CHECKLIST

Bookmark this guide and use this framework to assess your current agency relationship or evaluate potential partners.

Want a deeper dive into any of these areas? We're happy to help.

Find out what excellence looks like in modern paid media management at **Acceler8Labs.com**

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