

About the Google Partners program and its benefits

Google Partners is a marketing program for advertising agencies or third parties that manage Google Ads accounts on behalf of other brands or businesses. The program offers three tiers of participation – Members, Partners, and Premier Partners – each with its own comprehensive set of benefits.

As you join the program and work to meet the [Partner and Premier Partner requirements](#), your company will receive access to a range of benefits including special events, training, and industry research – which empower you to grow and drive success for advertisers using Google Ads.

Learn more about the benefits

We've evolved the Google Partners program based on industry changes and partners' feedback. As a result, we've aligned our program benefits to meet your business objectives in three key areas.



Education & Insights

Enhance your product knowledge and stay on top of industry trends.



Access & Support

Get technical support and access to product resources to bolster client success.



Recognition & Rewards

Showcase your expertise and get rewarded for your achievements.

	Member	Partner	Premier Partner
Education & Insights			
Product education & certifications	●	●	●
Consumer insights reports		●	●
Product betas			●
Access & Support			
Account & technical support	●	●	●
Advanced Google Ads support			●
Executive experiences (Invitation only)			●
Dedicated account support (Invitation only)			●
Recognition & Rewards			
Competitions & rewards	●	●	●
Promotional offers		●	●
Partner badge		●	●
Directory		●	●
Premier Partner awards			●

We're excited to offer Premier Partners a wide range of exclusive, high-value benefits to demonstrate their deep partnership with Google. In order to access the benefits, Premier Partners must be among the top 3% of partners in their country and meet the Partner requirements. Benefits include:

- **Product betas:** Receive ongoing access to the most current betas through quarterly reports covering our latest products and solutions.
- **Advanced Google Ads support:** Access 24-hour advanced ads support to help you quickly and efficiently resolve your clients' issues.
- **Executive experiences:** Attend invite-only industry events, such as roundtable discussions with Google leaders, sessions with other Premier Partners, and opportunities to hear from industry thought leaders.
- **Premier Partner Awards:** The annual Premier Partner awards celebrate excellence in digital marketing and showcase Premier Partners who helped clients find success with Google Ads.
- **Premier Partner badge:** Signal to clients and the industry that you're recognized as a leading Google Ads expert within your country with a distinctive Premier Partner badge.
- **Promotional offers:** Give your new clients' advertising budgets an even bigger boost with Google Ads credits.

For additional information on Google Partners, please visit the [Google Ads Help Center](#).