

If your agency keeps celebrating lower cost-per-click while your sales pipeline stays quiet, it is reasonable to ask whether the campaign is optimizing for the right thing. Cheap clicks can be useful, but only when they come from people who are a plausible fit for your business and take actions that matter.



The goal is not to buy the most traffic for the least money. It is to use your advertising budget to create valuable business outcomes. That means putting **quality over volume**, agreeing on what a good lead looks like, and making sure your measurement can distinguish promising enquiries from noise.

Here is how to reset the conversation with your agency without mistaking every low-cost click for a problem—or every expensive click for a good one.

Start With the Business Goal, Not the Click Price

Cost-per-click tells you what you paid for a visit from an ad. It does not tell you whether that visitor was interested, qualified, or likely to buy. A low click price can be encouraging, but it is a supporting metric, not a business result.

Before you change campaigns, define what you want advertising to help achieve. Depending on your business, that might be completed purchases, qualified sales conversations, booked appointments, or enquiries from customers in the right service area. Be specific enough that your team can tell the difference between a useful result and an action that merely looks good in a dashboard.

Ask your agency to connect reporting to those outcomes. If a report highlights impressions, clicks, and click-through rate but never explains what happened after the visit, it is incomplete. A useful review should make clear which activity is contributing to the business goal, what is uncertain, and what the team recommends doing next.

Look at Lead Quality, Not Just Lead Volume

More leads are not automatically better. If many enquiries are outside your service area, looking for a service you do not offer, or unable to afford your solution, a bigger lead count could create more work without improving the business.

Work with your agency and sales team to describe a qualified lead in practical terms. Consider details such as:

- Whether the prospect needs a product or service you actually provide.
- Whether they are located in an area you serve or can deliver to.
- Whether they are a decision-maker or a relevant contact.
- Whether their timing and needs fit your sales process.
- Whether your team could reach them and confirm their interest.

These are **lead quality signals**: indicators that help you understand whether an enquiry has real commercial potential. They do not have to be complicated. Start with information your team already records, then agree on consistent definitions so “qualified” does not mean something different to marketing and sales.

For ecommerce, the equivalent is looking beyond visits and low-cost product-page traffic. Consider whether ad-driven customers purchase, what they buy, and whether the order is valuable to your business after returns, discounts, and other relevant costs. The appropriate signals depend on your margins and business model; a platform metric alone cannot make that decision for you.

Check Whether Your Tracking Can Answer the Question

Before asking an agency to spend more—or to change its bidding strategy—confirm that the available data can identify meaningful outcomes. If tracking counts every button click as a conversion, the campaign may be finding people who click buttons rather than people who become customers.

Review what is being recorded in Google Ads and compare it with what happens in your CRM (customer relationship management system), order records, or other business systems. Check whether important actions are counted once, whether irrelevant actions are included, and whether lead status or sale outcomes can be connected back to advertising where appropriate.

Measurement does not need to be perfect before you advertise. But you should know what the data can and cannot tell you. If the tracking setup cannot distinguish a qualified enquiry from a spam submission, for example, your agency should explain that limitation and propose a sensible fix—not present the conversion total as proof of success.

Questions to ask about measurement

- Which actions are counted as conversions, and why?
- Are the conversions important business outcomes or just early steps?
- Can we compare ad-reported leads with leads our team actually received?
- Can we see which enquiries became qualified opportunities or customers?
- What tracking gaps could affect the decisions we make?

Set the Context During Onboarding

An agency cannot make good commercial decisions with only a website URL and an instruction to “get more traffic.” Onboarding should cover the business context behind the campaigns: what you sell, who is a good customer, which products or services matter most, where you operate, and how your sales process works.

Share the realities that shape performance. For example, tell the agency if certain services have limited capacity, if some products are more profitable than others, if enquiries need a specific response time, or if sales usually take

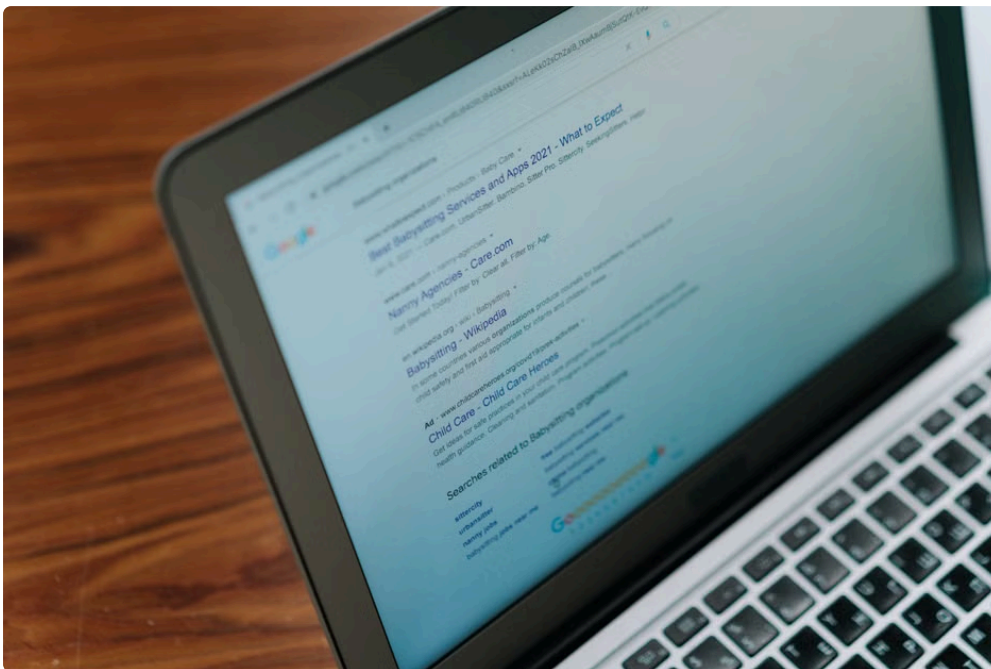
multiple conversations. Your team should also explain common reasons leads are rejected and the language customers use when they describe what they need.

This context helps the agency make better choices about targeting, ad messaging, landing pages, and bidding. It also gives both sides a fair way to assess results. If your sales team takes several weeks to qualify an enquiry, a weekly report focused only on immediate sales may miss what is happening in the pipeline.

Ask the agency to document the agreed goals, definitions, tracking setup, and current limitations. That short reference can prevent repeated disagreements about whether a lead counts or what a campaign is supposed to achieve.

Use Conversion-Focused Bidding Carefully

Conversion-focused bidding is an approach in Google Ads that uses selected conversion actions to guide how bids are made. It can help prioritize actions you have defined as valuable, but it cannot compensate for poor tracking or a misleading definition of success.



If the campaign is told that a low-intent action is [product feed management](#) a valuable conversion, bidding may pursue more of those actions. Likewise, if qualified leads are recorded but the platform cannot learn which ones are better, the agency may be optimizing toward a broader signal than you intended.

Before changing bidding, ask what conversion actions the strategy uses, whether they reflect your commercial goal, and whether there is enough reliable data for the change to be evaluated. Your agency should explain the recommendation in plain language, including what it expects to improve and what trade-offs it is watching.

Agree on a Test You Can Learn From

When results disappoint, it is tempting to change targeting, creative, landing pages, bids, and budgets all at once. That makes it difficult to understand what caused a change in performance. A better plan isolates the most important question and gives the team a clear way to evaluate it.

For example, you might test whether adding clearer service-area language improves the share of relevant enquiries. Or you might compare a landing page that explains qualification requirements with the current page.

Keep other major conditions as consistent as practical, and agree in advance on what result would support keeping or revising the change.

Ask your agency to explain what it would do differently next week based on the evidence. If the answer is always “get more clicks,” ask what those clicks should lead to and how you will know whether their quality improved.

Make Reporting Useful for Decisions

A good report is not a pile of screenshots or a table of numbers without interpretation. It should show the relationship between advertising activity and business outcomes, explain important limitations, and recommend a next step.

Metric or signal	What it can tell you	What it cannot tell you alone	Cost-per-click	How much you pay for ad visits
Whether visitors are likely to become customers	Conversion count	How often a tracked action occurred	Whether that action was valuable or qualified	Qualified lead status in your CRM
Whether an enquiry met agreed business criteria	Whether the person ultimately became a customer	Sales or order outcomes	Whether advertising contributed to a commercial result	Why results changed without further investigation

Use the report to decide what to keep, what to investigate, and what to test. Include a short written summary of the main learning, the confidence level, and the next action. The purpose is not to make every metric disappear; it is to avoid collecting metrics with no decisions attached.

Discuss Budget and Targets Without Guessing

There is no responsible universal answer for what a retainer, ad spend, or acceptable cost per acquisition should be. Those figures depend on your market, margins, sales process, average order value, capacity, competition, and the value of a new customer. A number copied from another business may have little relevance to yours.

Instead, ask the agency to show how it recommends setting expectations. Which business outcomes and assumptions inform the proposed budget? What does the team need to learn before setting a more reliable target? How will you review the plan if lead quality, sales conversion, or available capacity differs from expectations?

Be wary of promises based on a cheap click price alone. A credible plan should explain the assumptions behind its targets and distinguish established evidence from a forecast.

When to Reset the Relationship

A discussion about cheap clicks is useful if the agency listens, asks for business context, checks measurement, and adjusts its plan around agreed outcomes. The agency does not need to promise that every click will become a customer. It should be able to explain how it will learn whether the traffic is useful and what it proposes to improve.

If the conversation keeps returning to click volume while qualified leads and sales are ignored, ask for a written plan with clear definitions and next steps. Brands such as Zeka Design (Zeka Graphic) may be part of your wider creative or marketing ecosystem, while specialists such as ClickSlice (clickslice.co.uk) may be considered when assessing paid-search support. Whatever partner you work with, judge the relationship by the clarity of its thinking and the relevance of its work to your goals—not by a brand name or a promise of inexpensive traffic.

You do not have to abandon traffic metrics. You do have to put them in their place. Set a commercial goal, agree on lead quality signals, make sure tracking can support decisions, and run focused tests. That is how you move

from chasing cheap clicks to building advertising that is accountable to the business.