

CHECKLIST: TRANSFERRING A GOOGLE ADS ACCOUNT

Switch managers without losing ads, conversions or history

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Work through this list before you cancel your agency or give a new manager access. Every point was checked against Google's help pages on 27 September 2026.

1. MAP OUT WHO MANAGES WHAT

- ☐ You are an admin in Google Ads (Admin, Access and security), together with at least one other admin. With only one admin, you can lose access to your tags if that person drops out ^[1].
- ☐ You know which manager account is linked (Managers sub-page) ^[2] and whether it owns your account ^[3].
- ☐ You know who pays: Billing, Settings, the payer details section ^[4].
- ☐ Your admins use an email address on your company's domain. Google is testing with some advertisers that sensitive actions can no longer be carried out with an address such as @gmail.com ^[5].

2. CHECK WHAT BELONGS TO THE OLD AGENCY

- ☐ Your conversions are measured with actions in your own account, not in the agency's manager account ^[6]. Such a tag no longer records conversions for new clicks after unlinking ^[7].
- ☐ Your remarketing lists are yours or are being rebuilt. Lists from the agency's manager account are no longer populated after unlinking ^[7].
- ☐ If monthly invoicing runs through the agency, you transfer it first. Otherwise your ads stop when you unlink ^[7].
- ☐ You have an export from Google Ads Editor: CSV, with images in a ZIP file ^[8].
- ☐ You have access to your website or CMS, with your landing pages and forms.

3. THE TOOLS AROUND YOUR ADS

- ☐ **GA4:** you are an administrator at account or property level, and you know who imports conversions into Google Ads.

- ☐ **Tag Manager:** at least two active administrators, as Google recommends ^[9], and you know which conversion tags are running.
 - ☐ **Merchant Center:** you are an admin. Only admins can add people, and with standard access you cannot link a Google Ads account ^[10].
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4. GIVE YOUR NEW MANAGER THE RIGHT ACCESS

- ☐ Read-only for an audit, standard for whoever adjusts campaigns, admin for your own people and for whoever takes over management completely ^[11].
 - ☐ Temporary access gets an expiry date; admins receive an email 7 days and 1 day beforehand ^[12].
 - ☐ More than three admins? Then sensitive actions, such as adding a user, and link requests need approval from another admin. Allow a few extra days ^[13].
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5. THE SWITCH

SITUATION A: YOU ARE ADMIN AND PAY YOURSELF

- ☐ The old agency has been unlinked via Managers, "Remove access", after checking the consequences Google shows beforehand ^[2].
 - ☐ The new agency's link request, based on your customer ID ^[14], has been accepted by an admin ^[11]. Unlinking first is necessary: an account has only one direct manager ^[2].
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SITUATION B: THE AGENCY PAYS GOOGLE

- ☐ The previous agency started "Change who pays", with the new agency's manager account ID and a transfer date. The new agency approved it within 7 days ^[15].
 - ☐ Google approved the transfer (within 48 hours if there are no questions). The account was then unlinked manually and linked to the new manager account within 7 days; without that step your ads stop ^[16].
 - ☐ The invoices for the transition month match the transfer date ^[15].
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SITUATION C: THE AGENCY IS THE OWNER, YOU ARE NOT ADMIN

- ☐ You asked in writing for admin access; an owner can invite admins ^[3]. After that you continue as in situation A or B. If the agency refuses, you ask for an export ^[8] and start a new account in your own name.
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6. AFTER THE SWITCH

- ☐ The old agency's access has been removed or has expired ^[12].
 - ☐ New conversions are coming into your own conversion actions.
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- ☐ The switch falls outside your peak season: a changed bid strategy learns again, usually for 1 to 2 conversion cycles ^[17].
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THREE QUESTIONS FOR YOUR NEW MANAGER

1. Do you work in my account, or in a new account in your manager account?
 2. What will you change in the first 30 days, and what will you deliberately leave alone?
 3. How do I cancel, and what do I take with me when I do?
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SOURCES

1. Manage access to your Google Ads account [Google Ads Help]
<https://support.google.com/google-ads/answer/6372672?hl=en>
2. Manager Accounts: Unlink accounts from your manager account [Google Ads Help]
<https://support.google.com/google-ads/answer/7456531?hl=en>
3. Manager Accounts (MCC): About ownership of client accounts [Google Ads Help]
<https://support.google.com/google-ads/answer/7456532?hl=en>
4. About the new Billing Settings page [Google Ads Help]
<https://support.google.com/google-ads/answer/12997651?hl=en>
5. About email domain requirements for performing sensitive actions in Google Ads [Google Ads Help]
<https://support.google.com/google-ads/answer/17423445?hl=en>
6. About cross-account conversion tracking [Google Ads Help]
<https://support.google.com/google-ads/answer/3030657?hl=en>
7. About unlinking accounts from your manager account [Google Ads Help]
<https://support.google.com/google-ads/answer/7458428?hl=en>
8. Export account data to a spreadsheet (CSV) [Google Ads Editor Help]
<https://support.google.com/google-ads/editor/answer/38657?hl=en>
9. Managing users and permissions [Tag Manager Help]
<https://support.google.com/tagmanager/answer/6107011?hl=en>
10. Manage people and access levels in Merchant Center [Google Merchant Center Help]
<https://support.google.com/merchants/answer/12160472?hl=en>
11. About access levels in your Google Ads account [Google Ads Help]
<https://support.google.com/google-ads/answer/9978556?hl=en>
12. About expiring access to your Google Ads account [Google Ads Help]
<https://support.google.com/google-ads/answer/13871155?hl=en>
13. About Multi-party approval for Google Ads [Google Ads Help]
<https://support.google.com/google-ads/answer/16891189?hl=en>
14. Manager Accounts (MCC): About Google Ads manager accounts [Google Ads Help]
<https://support.google.com/google-ads/answer/6139186?hl=en>
15. Transfer your client account to another agency [Google Ads Help]
<https://support.google.com/google-ads/answer/13812597?hl=en>
16. Transfer an existing client account to your agency [Google Ads Help]
<https://support.google.com/google-ads/answer/14200924?hl=en>
17. Duration of the learning period for campaigns and what affects it [Google Ads Help]
<https://support.google.com/google-ads/answer/13020501?hl=en>

Rather have us take a look? Request the free Google Ads audit:
izoard.be/en/services/google-ads-agency/free-audit/