Note: This training is an excerpt from Ad Academy™

Please visit our website for comprehensive training on how to create accounts and maximize Campaign ROI

# Google Ads Tutorial:

Billing Information & Funding Method

Overview

- Billing can be the trickiest part of the account creation process.
- One mistake can cause a ton of issues..
- Google Ads has a very reactive suspicious payment detection system.
- It's important to understand exactly what Google Ads is trying to detect and prevent.
- The system is attempting to prevent the loss from unpaid bills.
- They have another system to prevent non-compliant advertisements.
- They are trying to prevent spammers who sign up for an account to run traffic and not pay the bill.
- This is usually done with a card that indicated Google Ads doesn't get paid
  - Doesn't have sufficient funds
  - Stolen and the owner will chargeback
  - Either way Google Ads doesn't get paid
- It's important to make this distinction because it removes some affiliate paranoia and allows you to focus on what matters and what doesn't.
- Let's go over how to properly fund your accounts. Lets first go over the information in the "Payments Profile" of the Google Ads account.
- We will be working with a business Google Ads account, not an individual.
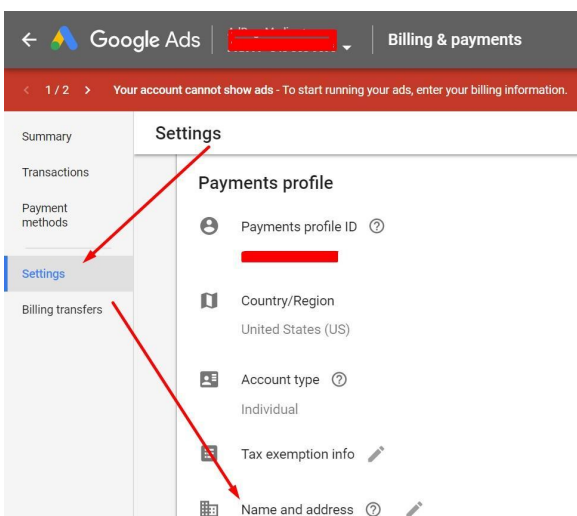
Section 1 - Billing Name and Address

The billing name and address will be entered in payments profile which is in the settings of the Google Ads account. Go to Tools -> Billing & Payments

http://prntscr.com/nmwh6
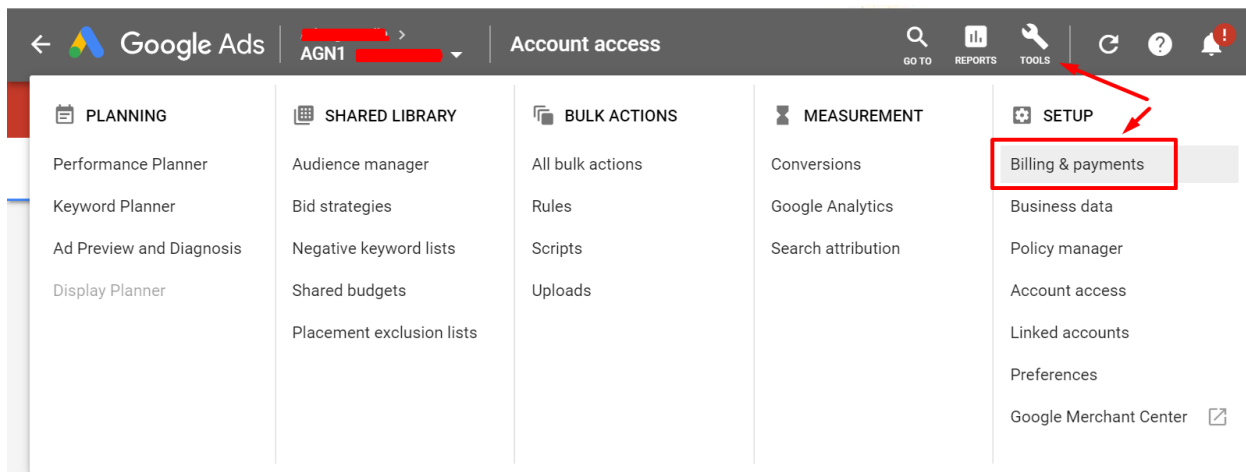
Then Settings -> Name and Address

http://prntscr.com/nmwips

Name and Address Requirements

Requirement 1 - Create Real Address

In the address field this must be a real address that auto populates when you type it in. Once you start typing in the address Google's database will suggest addresses, you must use an address that they suggest because that means it's an address they can verify exists.

### Requirement 2 - Match Zip Code

This address must also be as close to your card's zip code as possible. Ideally, the same zip. Your card zip and business zip can be different, and the account can still run, but the further it is, the more problems you will encounter. Do your best to make them the same or very close.
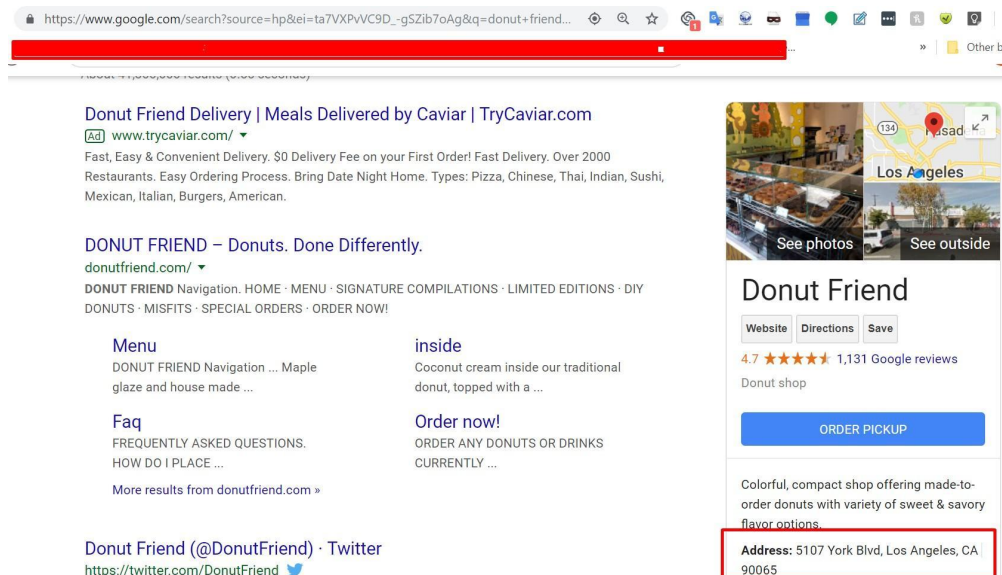
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Requirement 3 - Match Google Maps

The business name and address should match what shows in google maps. If you were to type the business name in google maps, it would show the address of the business you just entered.

http://prntscr.com/nn9w63
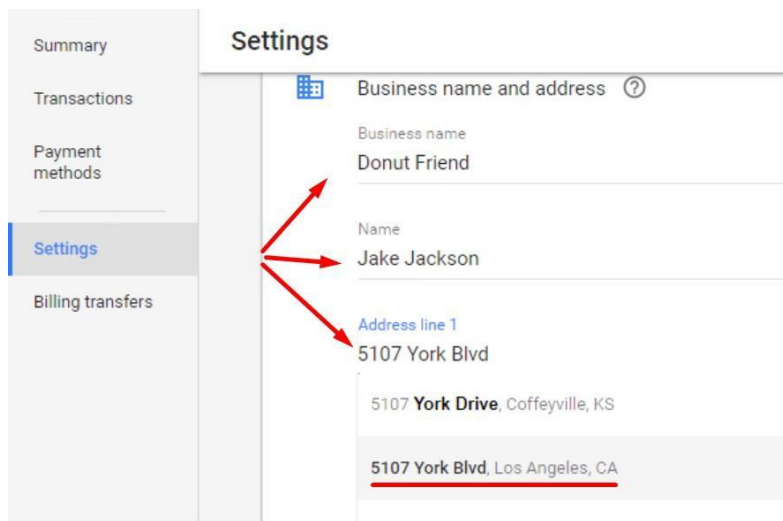
And if I go to Google, it matches:

http://prntscr.com/nmwps

Requirement 4 - Small Business Website

The business address you chose needs to have a small business website that you can use to submit as your first "clean" campaign in the account to successfully open and clean spend. You will submit this 3rd party URL in your first campaign that you create.

In this example, I would submit an ad for http://donutfriend.com/ and google will read that as a match. In their system they can now detect
A) it's a real address
B) a real business
C) all at the same address

Requirement 5 - Match Name to Gmail / Google Account

The only section left is the name of the registered person. You can put any name here, but the name you put here will match the name you added to the gmail/google account, and it will be the cardholder name for the card.

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Section 2 - Payment Methods

Next is the payment methods section and the details of the funding method. When adding a card, you are asked to enter the cardholder name, card number, CVV, Expiration, and Zip Code.

Payment methods >

Add payment method ✕

Add credit or debit card

Card number

\#

MM   / YY   CVC

Cardholder name

Cardholder name is a required field

🇺🇸 United States (US)

ZIP code

ZIP code is required

http://prntscr.com/nmwu99

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Payment Method Requirements

Requirement 1 - Cardholder Name

Cardholder name we just discussed, this be the same name in the payment profile and gmail/google account. If you want to take this a step further, you can google the address you're using and see if any data shows up on who the owner is. Also, you can do a business directory search to see who the owner is and use that name. This is optional though.

Requirement 2 - Billing Details

Card number, expiration, CVC, and zip need to be the numbers attached to the cards. You cannot put in random numbers, when the card is run through the gateway there needs to be a match.

This can be misleading, as you can create an account with the wrong zip, and get a successful charge or two, but once you increase the budget and spend higher amounts you will get flagged.

Requirement 3 - Card Zip

The zip of the card needs to as close as possible to the IP used to create the account. There can be some distance but the less the better. The ultimate setup is billing address, card zip, and IP all in the same city. The further the distance the bigger the red flag and risk of phone re verification. If you can't have all 3 in the same location try and have at least IP & card zip the same, then business/person address a little further away.

Note: The card gateway can only read numbers. This is why the numbers need to match what is attached to the card, and why the name only needs to match what google would find in its database or a 3rd party.

Requirement 4 - Available Funds on The Funding Method

A Lack of funds on the card can cause issues. Google Ads will randomly attempt to preauthorize charges up to $150 USD before you spend that amount. If this preauthorization fails, you will get flagged.

Now that we understand the requirements, let's map this out into a simple process. You will find yourself one of 3 scenarios, below is a process for each.

Scenario 1 - You control the name and address on your cards
- Step 1 - Find a small business in google maps
- Step 2 - Attach that address to the crowne card (choose any name)
- Step 3 - Get an IP from that same location from address in step 1
- Step 4 - Open the account with that IP, address, funding method, and website URL

Scenario 2 - All your cards have the same name and address attached
- Step 1 - Find a small business in google maps that has the same zip as your card
- Step 2 - Get an IP from that same location from address in step 1
- Step 3 - Open the account with that IP, address, funding method, and website URL

Scenario 3 - The gmail account is real and has a real person's info attached
- Step 1 – Use the address of the real person attached to the gmail/google account
- Step 2 - Find a small business in google maps that has the same zip as the real person
- Step 3 - Attach the person's name and address from step 1 to the Crowne card
- Step 4 - Get an IP from that same location from address in step
- Step 5 - Open account with that IP, address (from step 1), funding method, and website URL

The Account Farming Module

Create your own sustainable ad account solution.

Use our resources, setup and warming strategy to create long lasting accounts that pass all compliance checkpoints. Topics covered:

- **Business Operations**

  Best practices on team setup, tools to stay organized, and useful industry insights.
  - Operating procedures
  - Employee / Team setup
  - Account management template

- **Account Resources**

  Finding resources for hosting accounts, proxy/IP setup and locating the right phone/sim solution.
  - Set up VPS
  - Set up IP / Proxy
  - Set up Phone / SIM

- **Account Setup**

  Create a browser profile, content and a clean site, and configure account and billing.
  - Set up Billing Profile
  - Set up Browser
  - Set up Email
  - Set up Domain
  - Create Clean Site
  - Create Clean Content

- **Clean Campaign**

  Carefully submit clean campaigns and funding methods and avoid suspicious payment bans.
  - Ad Account Setup
  - Cloaking Setup
  - Submit Clean Campaign
  - Funding Method & Suspicious Payment Ban Avoidance

The Traffic & Campaigns Module

Increase ROI with smarter, longer campaigns.

Use our ad submission methods, campaign strategies, and budget raising techniques.

- **Account Preparation & Budgets**

  Warming the account, configure for ad campaign, choose an appropriate budget raising strategy.
  - Account Warming
  - Account Prep
  - Pixel Configuration
  - Cloaker Settings
  - Budget Raising Strategy

- **Campaign Development**

  Writing and developing your ads using best practices, templates and expert strategies.
  - Ad Writing BP & Strategies
  - Search & Display Ad Prep & Examples
  - High ROI Campaign Template
  - Keywords & Placements

- **Campaign Launch**

  Submit campaign while minimizing checkpoints. Split test, evaluate, optimize performance.
  - Ad Submissions & Approval Tips & Tricks
  - Targeting Procedures
  - Campaign Evaluation
  - Campaign Optimization
  - Account Troubleshooting

- **Account Troubleshoot**

  Diagnose, appeal, or rescue your accounts. Avoid Suspicious Payment Method errors.
  - Troubleshoot Submissions
  - Survive Manual Review
  - Suspicious Payments
  - Appeal Procedures
  - Safe Account Transfers

The SuperAffiliate Masterclass

Farming and Traffic modules

Scale your affiliate business to the moon with both modules with a discount.

Topics covered:

- Farming Principles
- Team / Employees Setup
- Account Mgmt Template
- Resources - VPS
- Resources - IP and Proxy
- Resources - Phone / SIM
- Account Setup - Billing
- Account Setup - Browser
- Account Setup - Email
- Creating Clean Site
- Submit Clean Campaign
- Submit Funding Method
- Domain Registration
- Creating Content
- Cloaking Setup

- Suspicious Payment Bans
- Ad Account Setup
- New User Transfer
- Account Warming
- GA Account Prep
- Pixel Settings
- Budget Raising Strategy
- Search vs. GDN
- Google Ad Types
- Banner/Responsive Ex.
- Ad Writing Principles
- Affiliate Ad Strategies
- Submission Strategies P1
- Submission Strategies P2
- Submission Strategies P3

- More Text Ad Creation
- Text Ad Examples
- Campaigns - Targeting
- Campaigns - Settings
- Campaigns - Excl. Apps
- Campaigns - Targeting
- Keyword List - Skin Care
- High ROI Camp. Templ.
- Cloaker Settings
- Good Placement List
- Pre Optimization Phase
- Optimization Phase
- Suspicious Paymt Bans
- Rolling Back Accounts