

# Google AdWords Advertising

## How it works

You'll start by creating a **Google Account** (see our Quick Setup Guide). Once you've created your Google Account, you will need to sign into Google AdWords and supply Matrix with your **customer ID**. Matrix will request access into your **Google AdWords Account**, so that we can advertise on your behalf through Google.

You'll be able to monitor the performance of your campaign through your account, or alternatively you can request a summary report from Matrix.

## How will I be billed?

Through your Google AdWords Account, you'll need to set up a **Payment Method** (see our Quick Setup Guide). Google will use your Payment Method to bill your **Cost-Per-Click/Budget Usage** at the end of each month.

Matrix will invoice you separately you for the advert creation and maintenance on a **£90 per ad/per month basis**.