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What does the loss of BPF mean for clients?



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The dropping of Google's Best-Practice Funding payment model marks the end of agency discounts from the media owner, which accounts for a huge percentage of digital ad spend. Agencies have 15 months to plan how they want to proceed. But what does this mean for clients?

Two constants will remain: clients need to advertise on Google and someone needs to manage their programmes. As search agencies lose this revenue stream, they'll need to get it elsewhere, by charging clients management fees. These will result in higher expectations from clients to see the services they're paying for.

Unless clients want to bring pay-per-click (PPC) management in-house, which has its own associated costs, they only have one commercial option: to employ the skills of those who are already managing search activity on their behalf – PPC affiliates.