

# Market Explorer Access Guide for agencies

## Access Instructions

**Two people** per agency allowed. Access restricted to **Google accounts** (gmail or gSuite). To apply, please complete:

- **Main POC:** [Agency access form](#)
- **Other POC:** [Individual access form](#)

Access is reviewed **weekly** - please allow 5 working days after completing the forms

## Links

<https://ads.google.com/marketexplorer>

[Quick start guide](#)

## Important Notes

**ONLY GOOGLE ACCOUNTS** can be allowed access to Market Explorer. Please ensure you provide a valid **gmail or gSuite** email when completing your access form. Non-Google emails cannot be granted access.

**Main POC needs to complete the agency form only.** No need to complete the individual access form

**Users should not share logins** and we ask every individual to request access

**Access is reviewed weekly.** Please allow at least 5 working days

Issues with access?

- Did you allow 5 working days?
- Did you complete the form correctly?
- Have you submitted a valid gmail or gSuite email address in the access form?
- If all above ok and still facing issues, please get in touch with your Google manager/specialist