

# About the Google Partners program and its benefits

Google Partners is a marketing program for advertising agencies or third parties that manage Google Ads accounts on behalf of other brands or businesses. The program offers three tiers of participation – Members, Partners, and Premier Partners – each with its own comprehensive set of benefits.

As you join the program and work to meet the [Partner and Premier Partner requirements](#), your company will receive access to a range of benefits including special events, training, and industry research – which empower you to grow and drive success for advertisers using Google Ads.

## Learn more about the benefits

We've evolved the Google Partners program based on industry changes and partners' feedback. As a result, we've aligned our program benefits to meet your business objectives in three key areas.



### Education & Insights

Enhance your product knowledge and stay on top of industry trends.



### Access & Support

Get technical support and access to product resources to bolster client success.



### Recognition & Rewards

Showcase your expertise and get rewarded for your achievements.

	Member	Partner	Premier Partner
<b>Education &amp; Insights</b>			
Product education & certifications	●	●	●
Consumer insights reports		●	●
Product betas			●
<b>Access &amp; Support</b>			
Account & technical support	●	●	●
Advanced Google Ads support			●
Executive experiences <b>(Invitation only)</b>			●
Dedicated account support <b>(Invitation only)</b>			●
<b>Recognition &amp; Rewards</b>			
Competitions & rewards	●	●	●
Promotional offers		●	●
Partner badge		●	●
Directory		●	●
Premier Partner awards			●

We're excited to offer Premier Partners a wide range of exclusive, high-value benefits to demonstrate their deep partnership with Google. In order to access the benefits, Premier Partners must be among the top 3% of partners in their country and meet the Partner requirements. Benefits include:

- **Product betas:** Receive ongoing access to the most current betas through quarterly reports covering our latest products and solutions.
- **Advanced Google Ads support:** Access 24-hour advanced ads support to help you quickly and efficiently resolve your clients' issues.
- **Executive experiences:** Attend invite-only industry events, such as roundtable discussions with Google leaders, sessions with other Premier Partners, and opportunities to hear from industry thought leaders.
- **Premier Partner Awards:** The annual Premier Partner awards celebrate excellence in digital marketing and showcase Premier Partners who helped clients find success with Google Ads.
- **Premier Partner badge:** Signal to clients and the industry that you're recognized as a leading Google Ads expert within your country with a distinctive Premier Partner badge.
- **Promotional offers:** Give your new clients' advertising budgets an even bigger boost with Google Ads credits.

For additional information on Google Partners, please visit the [Google Ads Help Center](#).