

Google Best Practice Funding â€“ going, going gone!

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Updated view on the end of BPF from iCrossing's head of paid search Tom Jones -

http://connect.icrossing.co.uk/google-bpf-fallout_1287

In 2008 growth kickers go and as of January 1st 2009, Google Best Practice Funding is completely gone and in Spannerworks's view about time too!

I've been having conversations with Dara Nasr (agency manager at Google) over the last few months, about a great many subjects, not least Best Practice Funding (BPF). When Google introduced the scheme as a replacement for straight forward agency commission, they had high hopes for it. They had recently launched the [Google AdWords Professional](#) (GAP) training and hoped that by setting minimum criteria of GAP qualified staff, spend levels and growth incentives it would encourage the industry to train, grow the search channel and generally improve their services and use a broad range of Google products.

It has however, been fraught with difficulties including:

- * media planner/buyers back loading campaign spend, breaking the spirit of the scheme in order to sneakily obtain the growth incentives,
- * search agencies using their best staff to retake the GAP exams on behalf of others in order to remain qualified or simply to brag,
- * lazy media planners not really taking search seriously and fully rebating the BPF to clients, simply to hide poor performance,
- * small agencies just about competing by using the rebate to maintain profit instead of creating and charging for added value.

Spannerworks welcomes the removal because we have diverse marketing programmes that make use of Social Media, Display, Paid Search, Natural Search, Usability, Web Development and more.

A strategic, value adding, global agency like Spannerworks doesn't work with major brands like Coca Cola, Abbey, COSMOS, Sears, Travelocity, Hilton and more by being lazy. It's hard work, joined-up thinking and powerful, integrated campaigns for us with amazing technology and service.

So even though Google has reduced the qualifying spend levels for 2008, which means there'll be a little more rebate next year and although we have benefited from top tier rebates from Google for years now, we say thanks Google for helping create a level playing field that allows great service to shine.

It is the right thing to do, so Google folk, ride out the undoubted media storm, complaints, accusations of money making ? you have our whole-hearted support. Hey, if Google went further and opened up by sharing data, research, search volumes, that'd be a truly level playing field and really quite something!