



ADSWERVE

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Invite Others to Access Search Ads 360



Search Ads 360 User Access

We encourage our clients to manage user access to their accounts and the purpose of this guide is to help you do just that. Requirements to get started are:

1. You must have an owned SA360 manager account. If on a shared manager account, please reach out to support@adswerve.com and we will configure access for you.
2. You must have Admin access to add other users. Please ensure you have at least “Admin without billing” access.
3. You will also need the email address for the user who needs access. This must either be a Google Account email address (e.g., user@gmail.com) or an email address that is linked to a Google Account. We recommend using your Corporate email and linking to a Google account.

After reviewing this guide, you should be able to create and manage new users in your account. We kindly ask that you do not edit or remove any Adswerve users.

We are still available to help you if needed! Just let us know by emailing your question to support@adswerve.com.



Linking to a Google Account

Note: This step only needs to be taken if the email address has not already been linked to a Google account

1. Navigate to the following URL:
<https://accounts.google.com/NewAccount>
2. Enter your First name, Last name (optional)
3. Enter your Basic information (Birthday, Gender,
4. If you have an email address you would like to use, simply select "[Use your existing email](#)" and enter your email address. Otherwise, fill out the required fields.
5. Enter Password
6. Accept Terms and Conditions to create your Google Account

The screenshot shows the Google account creation interface. At the top is the Google logo, followed by the heading 'Create a Google Account' and the instruction 'Enter your name'. There are two input fields: 'First name' and 'Last name (optional)'. A blue 'Next' button is positioned to the right of the 'Last name' field. At the bottom left, there is a language selector set to 'English (United States)'. At the bottom right, there are links for 'Help', 'Privacy', and 'Terms'.



Understanding User Access

User access is assigned to email addresses within Search Ads 360 at the Manager and Sub-manager account levels. If you have access at the Manager level, you have that same level of access to all Sub-manager accounts unless defined differently at the Sub-manager level.

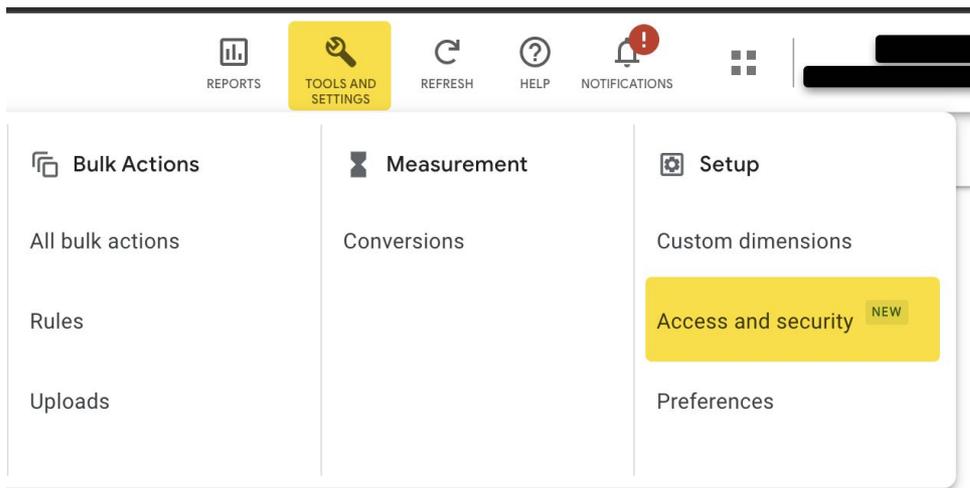
Below are the access levels which can be leveraged to add internal or external users (vendors/stakeholders):

- **Admin without billing** - Manage everything in an account including users, engines, reports, SA360 API access, and sub-manager accounts if access is defined at the manager account level. Everything except read/write billing access, which is managed internally by Adswerve/Google.
- **Standard without billing** - Admin without billing access minus the ability to add users.
- **Read only without billing** - View-only access to everything except reports, which can be created and edited.
- **Email only without billing** - View-only access to reporting. Commonly used for clients/stakeholders.



Adding a New User

1. From the manager or sub-manager account level, select *Tools and Settings* and then *Access and security*.
2. Click the blue plus sign and then enter in the user's email address.
3. Select the desired user access level.
4. Hit "Send invitation".





Signing In

The user will not receive an email notification of access, however the user may test their login by signing in directly to Search Ads 360 by using the link below:

<https://searchads.google.com/>

If any further assistance is required, please email us at support@adswerve.com.

Thank you!