

Why Spend History Matters In PPC

By Retry

Submitted: October 2, 2025
Updated: October 2, 2025

Spend history is like a credit score for your ad account. The more consistent and clean the past activity, the more trust the platform gives you. That's why advertisers often [buy Google Ads accounts](#) from AccsAds, since these accounts already carry histories that boost campaign credibility. With this background, ads are less likely to be flagged and more likely to win auctions.

Provided by Fanart Central.

<http://www.fanart-central.net/stories/user/Retry/61338/Why-Spend-History-Matters-In-PPC>

Chapter 0 - Why Spend History Matters In PPC 2

0 - Why Spend History Matters In PPC

Spend history is like a credit score for your ad account. The more consistent and clean the past activity, the more trust the platform gives you. That's why advertisers often [buy Google Ads accounts](#) from AccsAds, since these accounts already carry histories that boost campaign credibility. With this background, ads are less likely to be flagged and more likely to win auctions. This improves delivery speed and overall performance. On the other hand, accounts with no spend history often get stuck in endless reviews or struggle to build traction. Having an account with history means smoother approvals, higher trust, and stronger results. It's one of the most valuable hidden assets in PPC success.