

A BRIEF GUIDE FOR ADVERTISERS AND AGENCIES

Did your business overpay for Google Search ads?

The federal Search ruling provides a starting point. An individual claim still depends on your account history, governing terms and evidence.

What the court found

In August 2024, a federal court found that Google unlawfully maintained monopolies in general search and general search text advertising. The opinion examined Search text ad pricing power. It did not award a refund or calculate damages for every advertiser.

Who should ask for a review?

A business with Google Search ad spend under U.S. terms may ask for an assessment. You need not be advertising now or have spent every year since 2016. Agency-managed, inactive and multiple accounts may matter; our team reviews which legal entity may bring a claim.

Which spend goes into the illustration?

Use an approximate total for Google Search ads across the relevant years since August 2016. Shopping, YouTube, Display and Performance Max may be in the same account and must be separated for an accurate calculation. The website's spend x 30% figure is an illustrative claim estimate before fees - not a damages opinion, our fee or a promised recovery.

What happens next?

Request an assessment with your name and email. Approximate Search spend and years are useful for the conversation. If you decide to proceed after reviewing engagement terms, our team will identify records needed, such as invoices, billing and campaign-level spend reports, account IDs and agency agreements.

Why review promptly?

Potential claims can be affected by filing deadlines and account terms. A contact request does not file a claim or preserve a deadline. Our team can explain the current procedural position for your situation.

Request an assessment: silverarbitration.com/google-case-claims. Fixed contingency fee. No out of pocket expense. No fees if there is no recovery.

Source: [U.S. Department of Justice, Search case docket and opinion](#). General information, not legal advice. No recovery is guaranteed. Prepared September 22, 2026.