



Designing an AI Plan for Ad Operations

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What to use, where and how

Today's speaker



Eric Mayhew
President & CPO, Fluency

Beyond the Chatbot: LLM Landscape to Agentic Action

The LLM landscape: predominant models & differentiators



OpenAI
(ChatGPT)

Benchmark
reasoning,
multi-modality
pioneer



Anthropic
(Claude)

Human tone,
massive
context
window



Google
(Gemini)

Native multi-
modality,
ecosystem
integration



Meta
(Llama)

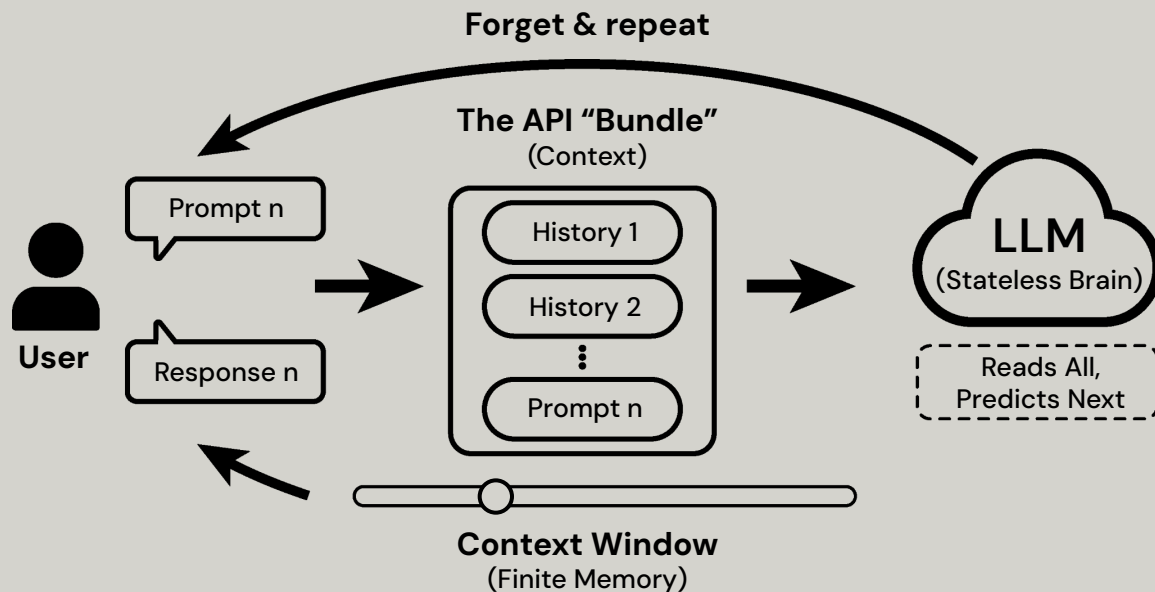
Open-source
champion,
on-premise
control



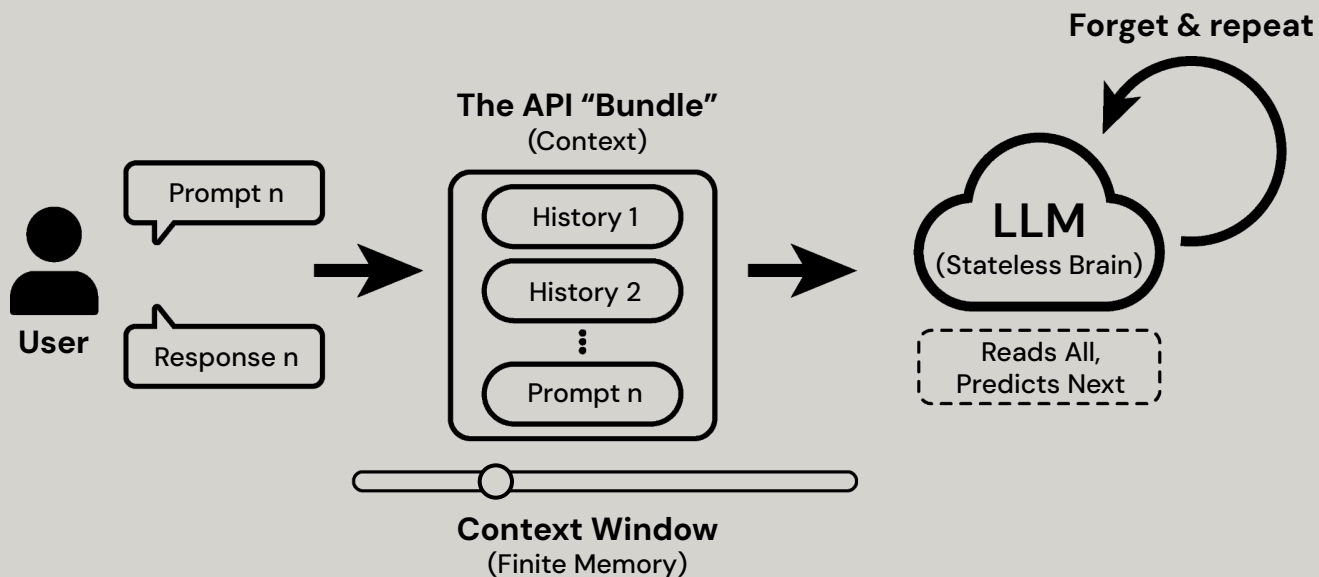
xAI
(Grok)

Real-time data
Stream (X),
"edgier"
persona

The LLM conversation is stateless

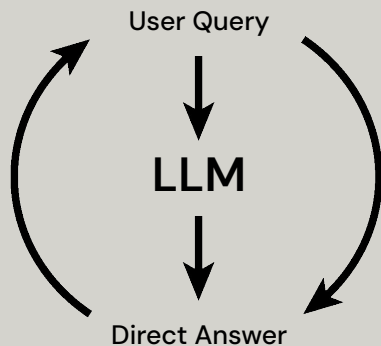


Anatomy of a turn & the context window

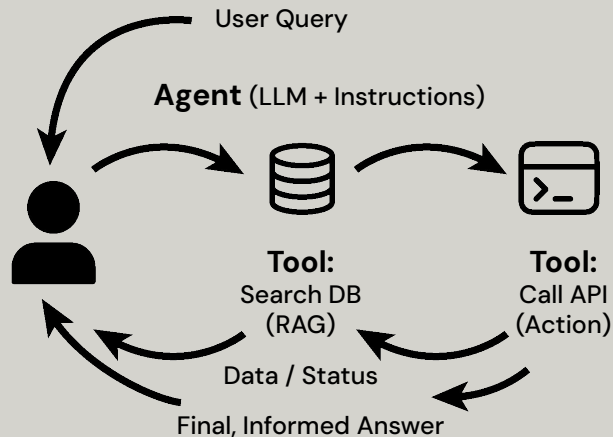


Agents vs. conversations: the power of tools

Reactive Conversation



Proactive Agent (Software Loop)



Surrounding software enables context and action

Why do we need AI and automation?

Client management & media planning



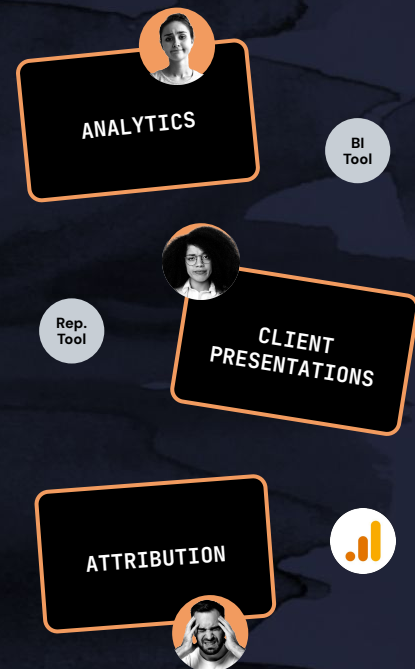
Data integration & campaign activation



Management & optimization



Analysis & reporting



In advertising, AI and automation need to work together

AI



Perform specific tasks:

- Creative variety
- Human response
- Rapid, detailed analysis

Automation



Scale and distribute AI's work:

- Infinite, error-free repeatability
- Controlled scalability
- Strict adherence to rules/compliance

Client management
& media planning



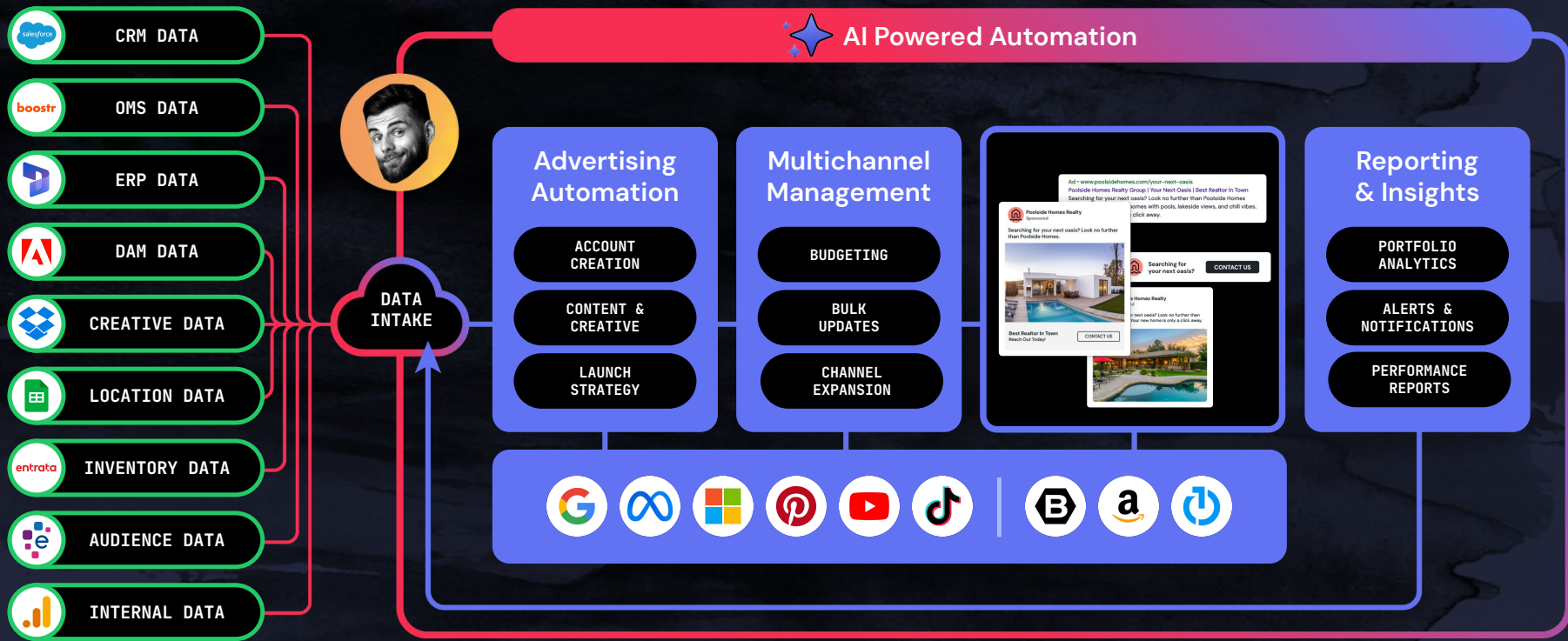
Data integration
& campaign activation



Management
& optimization



Analysis
& reporting



Fragmentation

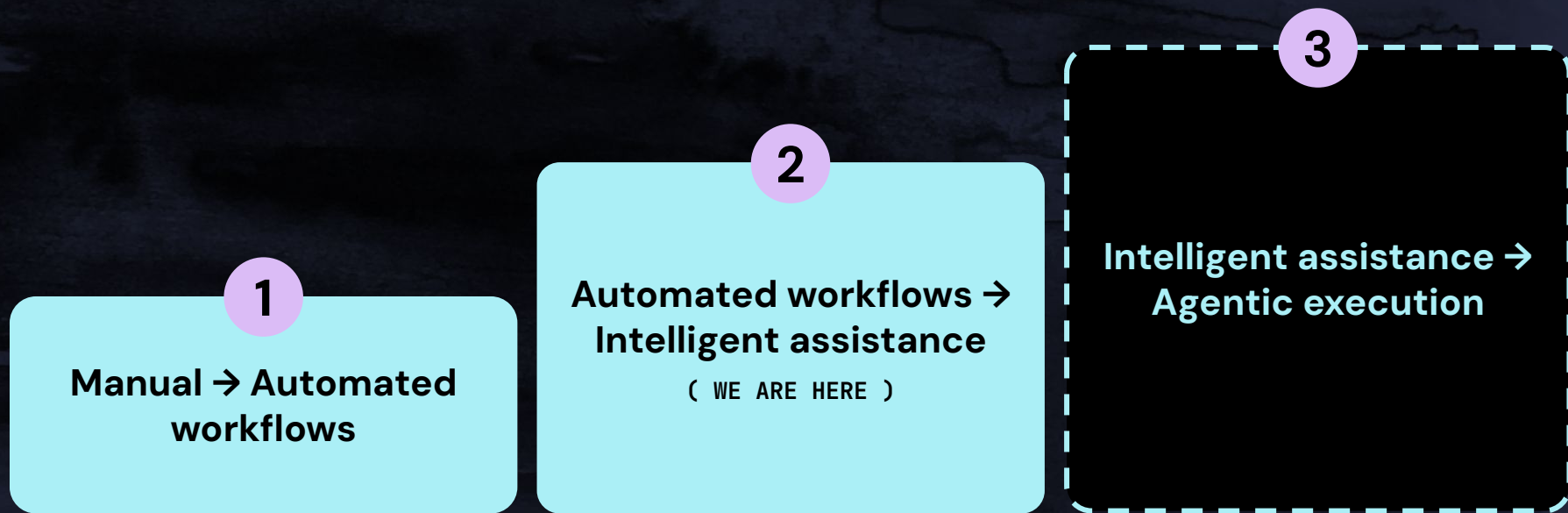
AI-powered automation



AI

Automation

AdOps has transformed. AI is the next layer.



To scale without adding overhead, organizations will need integrated, AI-powered systems, not plug-ins. **Build for AI operability.**

What generic AI tools can't do in AdOps

Powerful? Yes.
Purpose-built? No.

Three failure modes:

- ✗ **Lack of context:** no understanding of account performance, structure, or rules
- ✗ **Security & governance concerns:** data egress, no visibility into training
- ✗ **Not actionable:** cannot operate inside your campaigns or workflows

What's
possible
when AI is
paired with
automation



Key considerations

**“Why can’t it just
do this for me?”**



Solving the reality of AdOps:

1. High volume work across many accounts
2. The need for speed without sacrificing compliance
3. The need for insights that are actionable — not just more content

What to look for beyond off-the-shelf AI

Embedded and secure

No data egress
Enterprise governance built-in

Contextual by design

Understands accounts, KPIs, time ranges, anomalies, brand rules

Speaks in your voice, not the internet's

Operationally aware

Works with your workflows, not around them

Capable of scaling insights, not just generating text

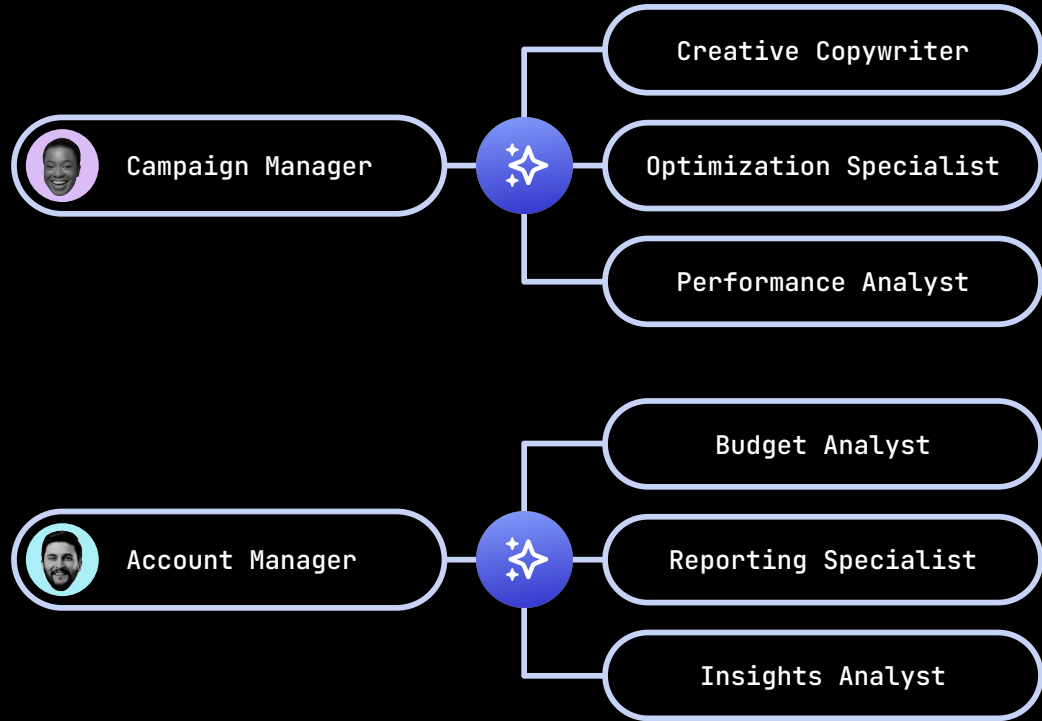
Scales your team

Acts like a reliable teammate

Removes repetitive, low-value work

Amplifies strategic focus and decision-making

Key use cases for AI agents in campaign execution



How the automotive industry leader is scaling with AI

Current use cases and outcomes

- Built new reporting agent
 - Built new collaboration agent
- Seeing 15–20% time savings compared to previous approach
- Drives consistency and speed with a large team and portfolio

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Dealer.com
by Cox Automotive

The Power of One | Cox Automotive

Key takeaways

1

Structure your data

You can only effectively leverage AI once your foundational data is organized

2

Plan for AI operability

A centralized, robust, and scalable AI framework that ensures true operability

3

Prioritize based on your goals

Focus your AI strategy where you can drive impact and minimize risk (e.g., reporting/analysis)



Thank you!

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Connect with me! (Eric)



www.fluency.inc/connect/eric-mayhew