



# 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)

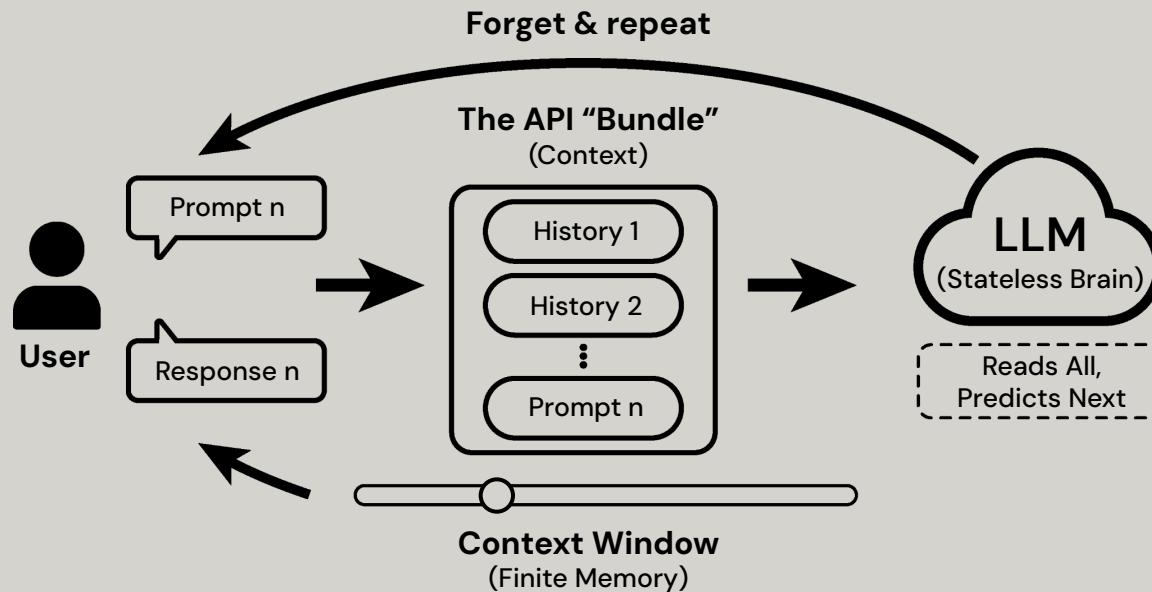
Open-source  
champion,  
on-premise  
control



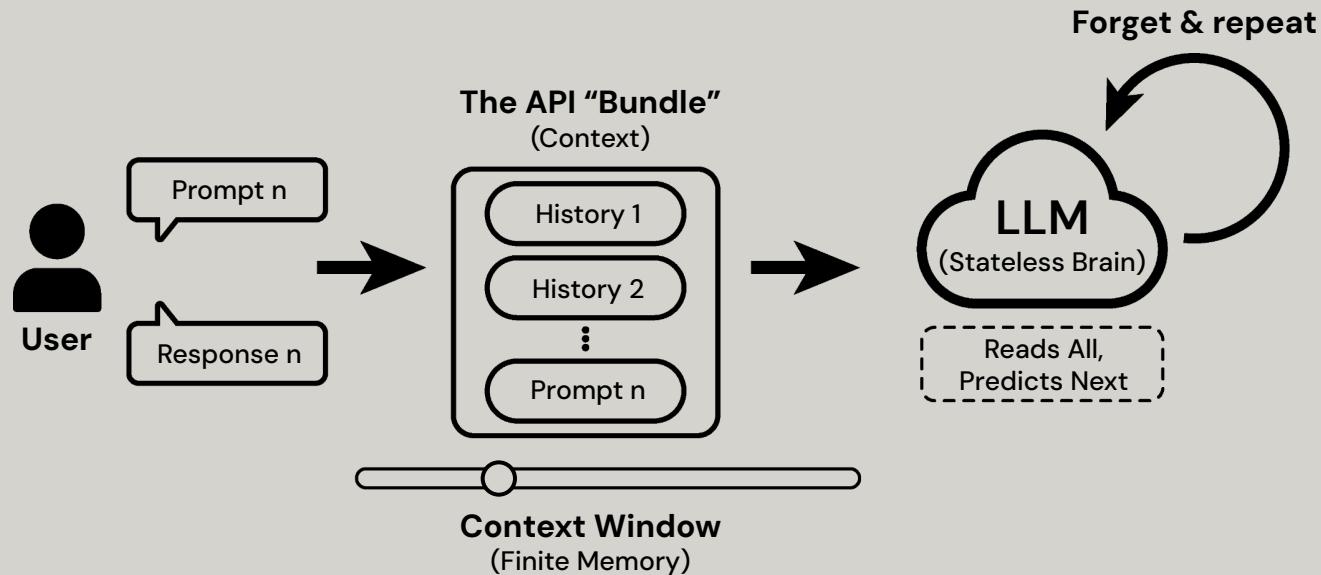
## xAI (Grok)

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

# The LLM conversation is stateless

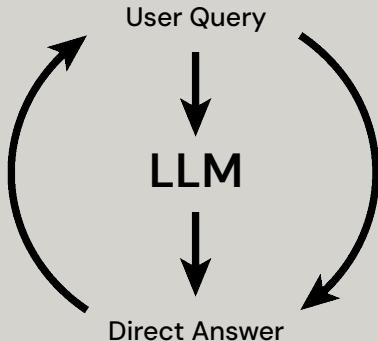


# Anatomy of a turn & the context window

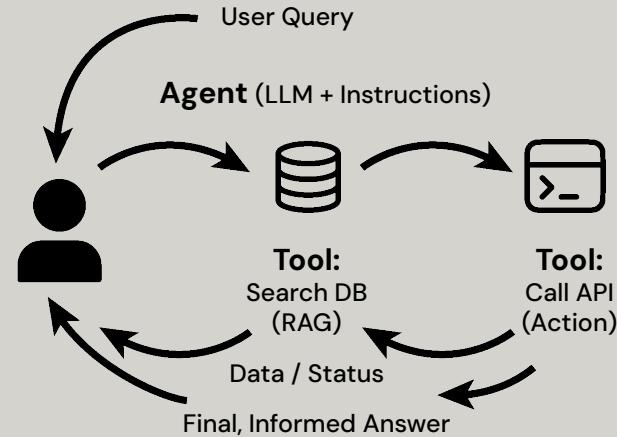


# Agents vs. conversations: the power of tools

## Reactive Conversation

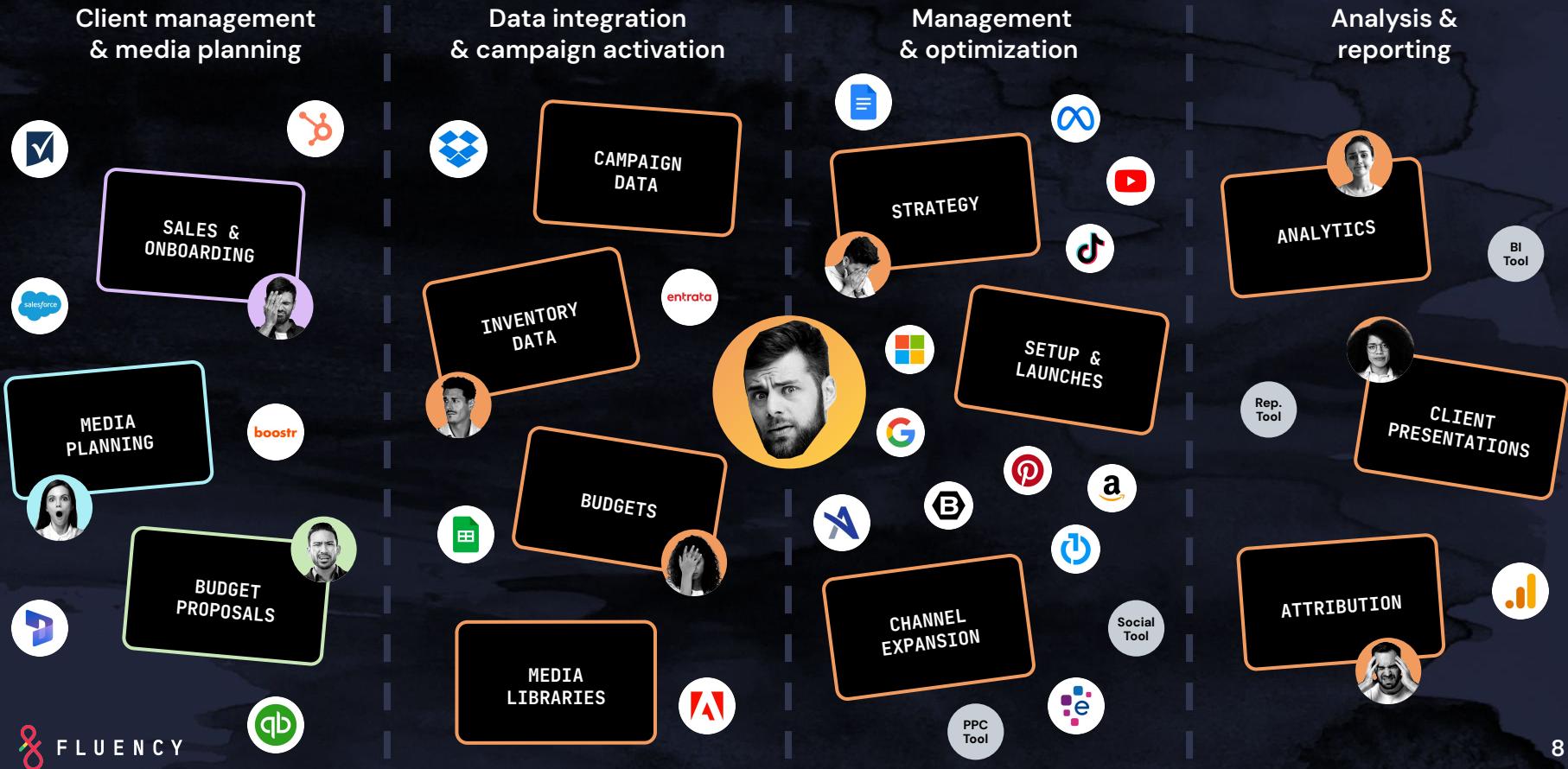


## Proactive Agent (Software Loop)



Surrounding software enables context and action

# Why do we need AI and automation?



# 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



### AI Powered Automation



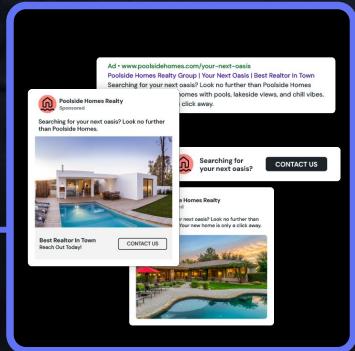
DATA  
INTAKE

#### Advertising Automation

- ACCOUNT CREATION
- CONTENT & CREATIVE
- LAUNCH STRATEGY

#### Multichannel Management

- BUDGETING
- BULK UPDATES
- CHANNEL EXPANSION



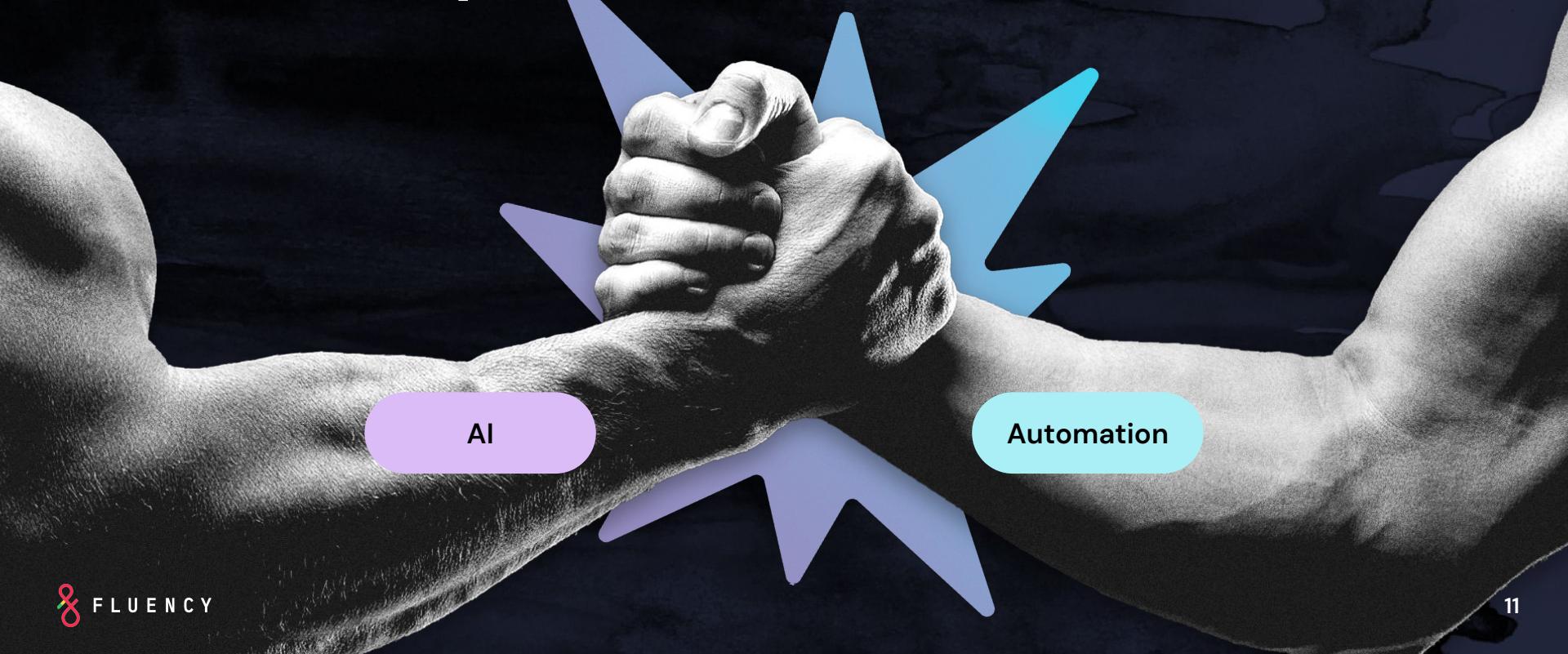
#### Reporting & Insights

- PORTFOLIO ANALYTICS
- ALERTS & NOTIFICATIONS
- PERFORMANCE REPORTS



# Fragmentation

# AI-powered automation



# AdOps has transformed. AI is the next layer.

1

**Manual → Automated workflows**

2

**Automated workflows → Intelligent assistance**

( WE ARE HERE )

3

**Intelligent assistance → Agentic execution**

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

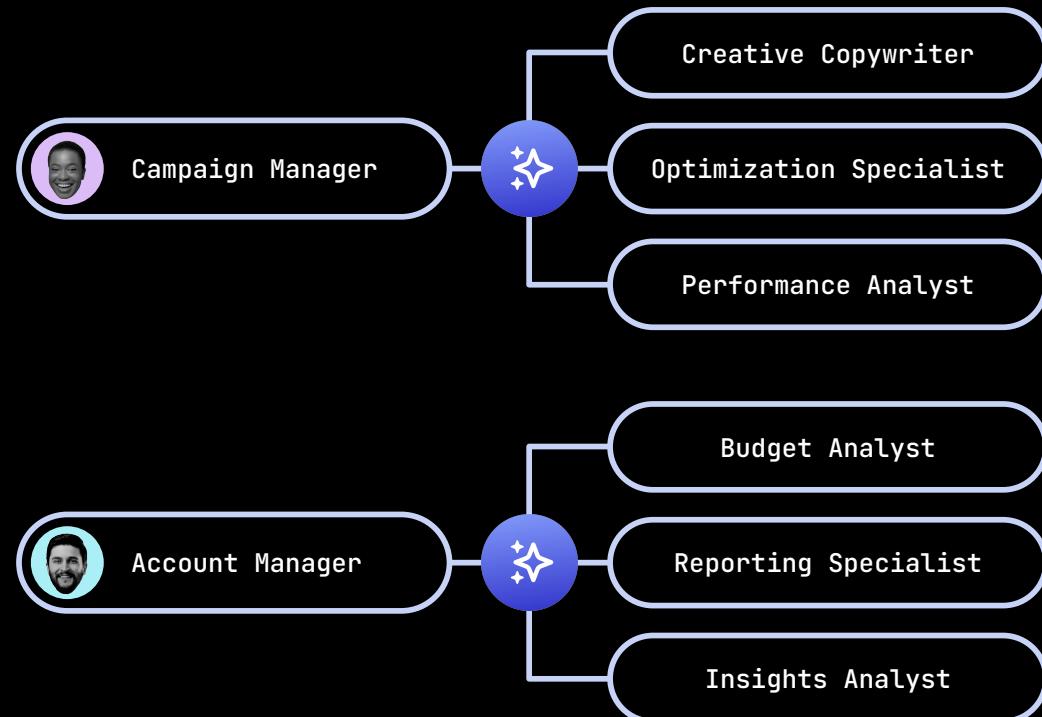
Works with your workflows, not around them

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

**August 2025  
Advertising Update**

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](http://www.fluency.inc/connect/eric-mayhew)