



The Digital Advertising Operating System

—
Unlock success with
enterprise-level ad automation
and management.



Welcome to your gateway to growth.

At Fluency, we believe great technology can unlock the human and business potential within the digital advertising world.

That's why we've engineered a comprehensive digital advertising operating system for agencies and brands that manage complex media portfolios. Powered by groundbreaking robotic process automation engineered specifically for digital advertising, it combines all the core capabilities you and your teams need to achieve transformative scale, performance, and operational efficiency.

Unlike traditional "ad tech" tools that address isolated aspects of digital advertising operations, Fluency integrates with your existing tech stack holistically, streamlining your operational workflows and performance insights.

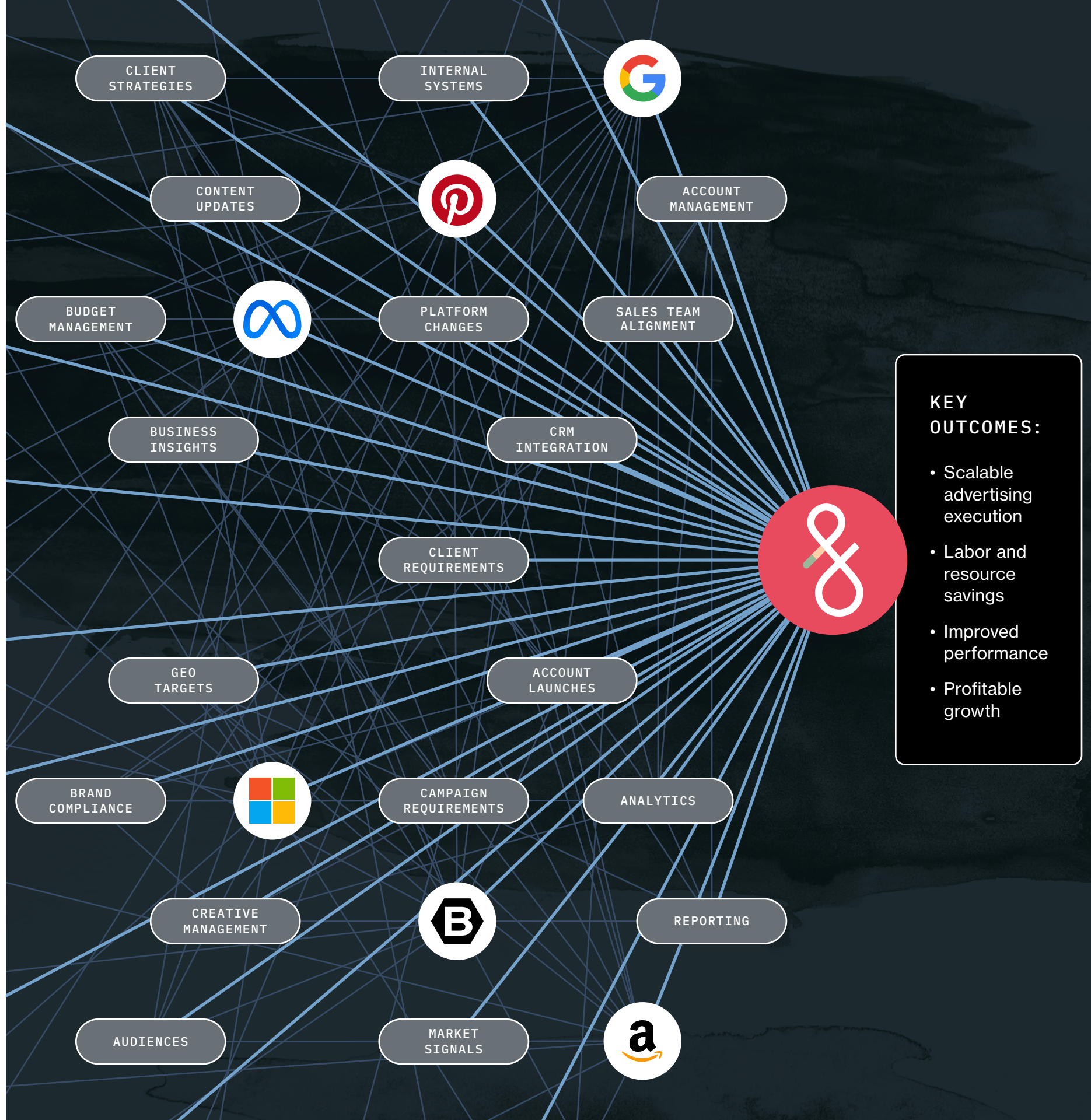
The result empowers your teams to drive better digital advertising strategy, enables you to scale more profitably, and delivers the competitive advantage that you need to succeed in the ever-changing, increasingly complex digital advertising landscape.

Transforming complexity into opportunity.

Digital advertising has created profound opportunities to engage with today's connected consumers. But the complex and costly process of executing integrated campaigns has created a crisis of capacity within the digital advertising industry.

Forced to build digital campaigns through manual data entry, and to juggle separate platforms and channels, today's advertising teams are forced into execution tradeoffs. Strategies can often be limited by capacity constraints and operational limitations instead of client objectives. Performance suffers from lack of centralized management and execution. And all this occurs amidst a backdrop of constant industry change in which new advertising technologies, formats, and requirements require immediate technical support that costs your business time and resources.

Fluency's solution helps you meet these challenges and drive transformational scalability. We enable the resource savings and process efficiencies that transform complexity into precision execution and scalable success



- KEY OUTCOMES:**
- Scalable advertising execution
 - Labor and resource savings
 - Improved performance
 - Profitable growth

OUR STORY

Solutions engineered by—and for— uncompromising advertisers.

Fluency was founded in 2017 by adtech entrepreneurs and leaders with over 20+ years of experience scaling category-leading agencies and designing solutions for multi-location advertisers.

Having worked side by side with advertising strategists and operational leaders, and witnessing firsthand the challenges of implementing and executing multi-location advertising at scale, the team set about building a transformational solution that could make life easier for the teams tasked with driving advertising performance while driving profitable growth for the organizations they served.

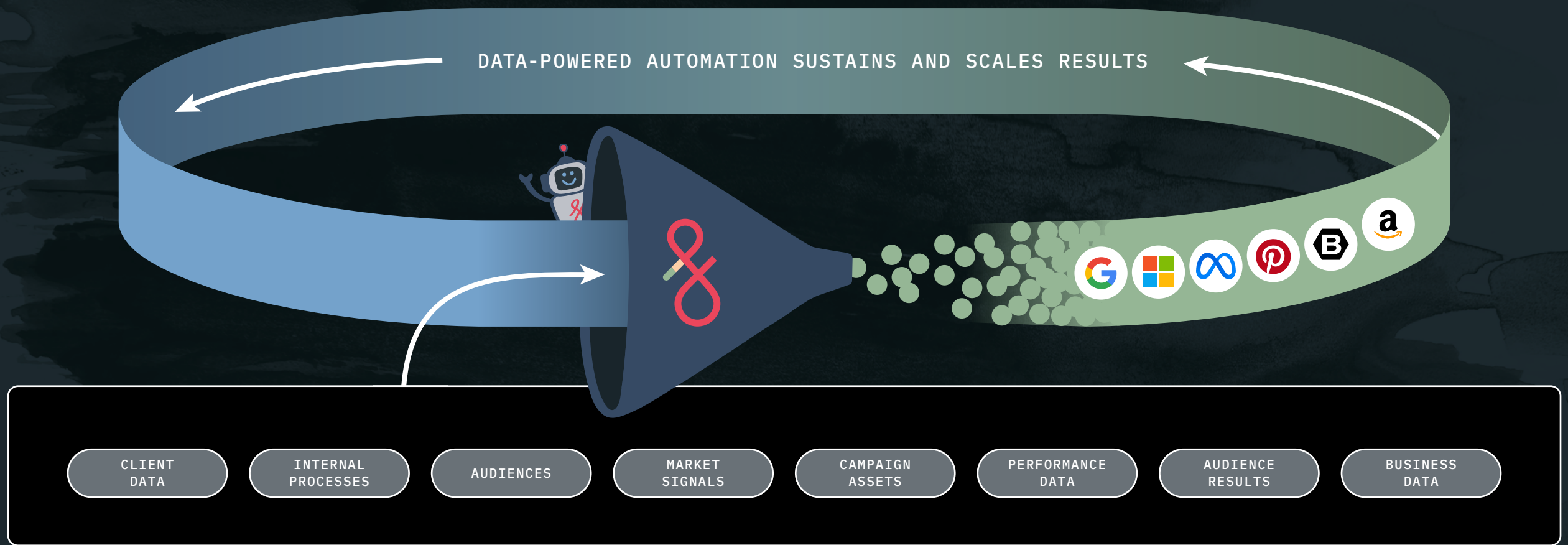


“

We learned from experience that you can't hire your way to scale in digital advertising. And you can't manage advertising successfully without integrated tools and data. So we said to ourselves, let's build the solution that we would want to have as agency owners.”

--

ERIC MAYHEW, FOUNDER, CPO



Automation that unlocks the potential within your teams and organization.

A unique approach to automation stands at the core of Fluency's solutions. The first platform engineered from the ground up with robotic process automation for advertising (RPA4A), we "ingest" your existing campaign requirements, tools and data feeds, and connect them directly to ad publishers and channels. This process transforms static

processes that were once performed entirely through manual data entry into a dynamic and scalable workflow. The result drives exponential time savings, reduces risk across your business by minimizing errors and ensuring consistency, and allows you and your teams to oversee and control for your unique business requirements and guidelines.

Instead of reacting to issues and managing countless assets and data sets, your teams are able to do what they do best: partnering with clients, assessing and improving overall strategy, and delivering on your unique value proposition.

The features and benefits you need to launch, manage, and optimize custom, local campaigns across all major channels.

Hyper-efficient ad management

You and your teams need to launch and optimize increasingly sophisticated multichannel campaigns, under increasing time pressure. Fluency enables automated ad management while empowering your teams.

Effortless budgeting and pacing

Credits, overspend and underspend can cripple your business and jeopardize your client retention. Fluency eliminates this issue with transformational ease.

Custom campaigns at enterprise scale

Manual campaign development forces teams to make tradeoffs that can limit performance. Fluency transforms data entry into data-powered campaigns, creating the capacity to deliver the right ad to the right audience, every time.

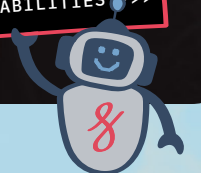
Unified reporting and insights

Growing your account base means growing the volume of insights and reports you need to develop. With Fluency you get standardized metrics across publishers—a single “pane of truth” into your performance, available in real-time and optimally configured for in-depth analysis and easy syndication to your stakeholders.

Accelerated productivity and performance with integrated AI

AI can accelerate content and creative execution, but it can also expose you to risk unless it's governed and scaled. Fluency enables you to leverage AI successfully by amplifying and extending your output while ensuring brand safety, control, and compliance.

SEE OUR SOLUTIONS & CAPABILITIES >>>



Comprehensive capabilities to drive scalable success.

YOUR KEY ADVERTISING WORKFLOWS

Ad execution and management

Empower your teams to accomplish more in every critical daily advertising workflow.

Content and creative management

Build and optimize limitless campaign creatives; and experience the speed and ease of AI while controlling for compliance and your unique requirements.

Reporting and analytics

View all your multichannel KPIs in one place, and automate the production and delivery of your reports.

Process automation

Dynamically integrate your ad data, processes, and campaign strategy to drive limitless scale.

Operational integration

Align all your teams around a single system.

Your value proposition, team, and needs are unique. That's why we've engineered Fluency to be a comprehensive and configurable platform that wraps around your business to support any strategy, at any scale. Fluency can be live in days and configured for any size organization. And our comprehensive range of products, key features, and integrations covers all the key workflows and channels you and your teams need.

OUR SOLUTIONS AND CAPABILITIES

Scaled launches

Launch and create campaigns / accounts faster.

Budgeting and pacing

Eliminate overspend / underspend and pace to your KPIs.

Bulk changes and management

Optimize and update accounts, budgets, campaigns, ad groups, keywords, and ads, instantly.

Notifications and alerts

Find and address critical issues, effortlessly.

Ad builder

Centralize and manage your campaign assets.

AI-powered content with Muse*

Accelerate content development with purpose-built AI.

Broadcast

Schedule and syndicate ad content adjustments across channels, automatically.

Portfolio analysis with Data Explorer

Analyze your entire portfolio and instantly explore your data: from high-level KPIs to granular metrics.

Campaign and peer insights

Understand how your advertising is performing relative to key benchmarks.

Automated report creation with Fuse*

Automate performance reporting across channels in PowerPoint and Excel.

AI-powered insights with Muse*

Use AI to analyze campaign insights at scale.

Blueprints

Scale custom, local campaigns based on your dynamically-integrated data and automatically apply recommendations.

Reporting automation

Automatically generate and deliver performance reports.

Compliance and brand safety automation

Ensure your complete ad program is governed by all your strategic requirements.

Performance bounds

Set specific success boundaries to easily access portfolio health.

Internal sales and account management support

Create sales assets and proposals based on unified data; Analyze your overall strategist portfolio health and share instant account analysis across teams.

Bi-Directional API and data support

Unify your infrastructure and adapt instantly to change.

Agency-client alignment with CoLab*

Streamline client communication, change requests, onboarding, and performance reviews.

Fluency integrates search, social, and programmatic media



Training and support tailored to your needs



Award-winning partnership that scales alongside you.

Technology is complex and ever-changing, and your company can't afford to be kept waiting for updates and support. The Fluency platform is backed by world-class support from dedicated teams who will get you up and running within days, empower every layer of your team, and drive lasting growth by fusing our technology with your operations and strategies to maximize your long-term potential.



Guided implementation

A partnership with Fluency begins with guided implementation services that are tailored to your specific goals. From day one, we focus on delivering you value and efficiency in the platform while working toward your long-term automation goals.

On-demand training and resources

Fluency users have access to a comprehensive library of on-demand resources and tools. Learn how to expertly navigate the platform and stay informed about new features and functionality as soon as they're released.

Continuous support and partnership

As you grow with us, we provide a dedicated point of contact who will work alongside you, understanding the nuances of your business. This long-term partnership is designed to be an integral extension of your team.

The power to drive transformative outcomes.

A connected advertising operations system empowers teams to do their best work while streamlining execution and management. The result fuels benefits that extend across every layer of your organization.

Empower your teams:

- Improved productivity
- Reduced task and platform switching
- Improved capacity to strategize
- Ability to support and grow complex accounts

Streamline your operations:

- Virtually limitless scale, without adding headcount or overhead
- “De-risked” ad programs: reduced human errors caused by repetitive tasks and budget mismanagement
- Brand safety and compliance at scale
- Improved investment in differentiation
- Accelerated performance and margin improvement



– Save time and resources:

90%

time savings on account launches*

71%

time savings on campaign optimization*

97%

time savings on budget management and pacing*

90+%

time savings on report creation*

-- Unlock growth:

42%

overall account growth (avg.)**

36%

increase in spend per account (avg.)**

*FLUENCY COMPOSITE STUDY OF CUSTOMER OUTCOMES.

**INTERNAL STUDY OF CLIENTS RUNNING AT LEAST 30 ACCOUNTS ON FLUENCY AS OF 2024, FOR A MINIMUM OF 6 MONTHS.

Proven results for businesses like yours.



Fluency manages over **\$1 billion in ad spend** for agencies and brands of all sizes—from boutique agencies to category-leading enterprise organizations.

As their partner, we support millions of unique ad sets, deliver tens of thousands of unique campaigns monthly, and save thousands of hours in labor each month while minimizing or eliminating overspend, underspend and campaign errors.

These efficiency gains have brought our partners dramatically improved staff-to-account ratios, bolstered client retention, and expanded portfolios, leading to increased profitability. This success has also given us industry and client recognition.

“Fluency gives us the best of both worlds: the best technology and the ability to focus on our client-first approach.”

--
BEN GILBERT,
SENIOR DIRECTOR,
ADVERTISING INNOVATION,
DEALER.COM

“The level of support by the team at Fluency is world-class”

--
★★★★★
G2 REVIEW

“We’ve utilized our fair share of ad automation platforms in the past, but with Fluency, it feels like a true partnership rather than another tool.”

--
ELIJAH THAO, DIRECTOR OF
DIGITAL MARKETING, FORCE MARKETING

“We saw a 30% improvement in performance within the first month of just switching over to notification-based management.”

--
CURT FEATHER, FOUNDER,
FIVE MILE MARKETING

“Fluency automates or streamlines 90% of the ad operations needed to support a medium to large-scale paid media program. The amount of thought and care that goes into the most time-consuming processes is astounding, allowing our humans to focus on strategy, optimizations, and insights.”

--
★★★★★
G2 REVIEW

“The team is passionate about building an infrastructure that suits your business objectives and delivers on its promises.”

--
★★★★★
G2 REVIEW

“With this automation, we’re able to run our own advertising in house and at scale.”

--
ASHLEE SANDERS,
MANAGER OF DIGITAL STRATEGY,
BH MANAGEMENT

“Fluency has been fantastic about integrating with various complex systems that are part of my business in creative and valuable ways that allow us to quickly pivot our approaches based on ever-changing business needs.”

--
★★★★★
G2 REVIEW

“Fluency doesn’t just deliver an integrated platform. They deliver something more important: Time.”

--
ALEX MOTEVOSIAN, COO,
PROFICY DIGITAL

“Within 48 hours, we completely restructured our paid media campaigns using Fluency’s unique Blueprint functionality to reflect our adjusted budget and business needs. That type of restructure would have otherwise taken weeks to build, implement and QA properly.”

--
CASSIE ALLINGER, SENIOR DIGITAL
DIRECTOR, WEDGEWOOD WEDDINGS & EVENTS



Scalable advertising starts here.

Fluency is the leading provider of digital advertising automation, management, and operations solutions for organizations that run large digital media portfolios. The only solution that combines purpose-built Robotic Process Automation for Advertising with AI, Fluency eliminates repetitive and time-consuming tasks and enables precision execution. The result drives groundbreaking scalability, time savings, operational efficiency, and profitability. Connect with us today to learn more.

WWW.FLUENCY.INC