



The Complete Guide to Data-Powered Advertising

How to structure, streamline and scale
your advertising data for maximum impact



Contents

Introduction	03
Chapter 1	04
What is data readiness?	
Chapter 2	09
Why data readiness matters for ROI	
Chapter 3	13
The key types of advertising data	
Chapter 4	24
How to prepare your data for scalable advertising operations	
Chapter 5	38
See it in action: what data-powered advertising looks like	
Chapter 6	43
Paving the way for scalable, data-powered advertising	

Introduction

Advertising agencies and in-house teams are heavily investing in automation and AI-powered tools, driven by their potential to drive efficiency and performance.

However, automation and AI are only as effective as the data feeding them. Top organizations understand this and invest accordingly. They leverage data as part of their overall strategic value proposition and structure it so that it can power these technologies.

This guide will show you how to do both, giving you organizational clarity and actionable steps to achieve data readiness for your digital advertising operations. It includes:

- An overview of data readiness and why it's imperative for automation and AI
- The types of advertising data that power advertising strategies
- Practical frameworks and examples for how to organize advertising data
- Step-by-step recommendations for properly preparing advertising data for AI and automation
- Success stories from advertisers who have walked the path you're on—including the results they've achieved

By the end, you'll have the knowledge and tools to build a structured data foundation that ensures you make the most of your AdOps tech investments.

Let's get started →

CHAPTER 1

What is data readiness?

What is data readiness?

Data readiness means your data is prepared to be usable within automation and AI systems. This means it must meet the following criteria: structured, accessible, consistent, and compliant. Data readiness also means your **data is aligned with your advertising strategies** and can be easily deployed within those strategies using tools like automation. Let's take a look at what these terms mean:

Structured data

When data is structured, it is organized in a predefined, easily searchable format that can be read and understood by both humans and machines to make errorless decisions.

Everything is entered into a single field and sometimes:

Client record 1:

Search: \$100
Display: \$200
Social: \$50

Client record 2:

Search: \$300
Display: \$200
Media: \$50

Please put \$100 in Branded Search

Client record 3:

Optimize budgets however you like!

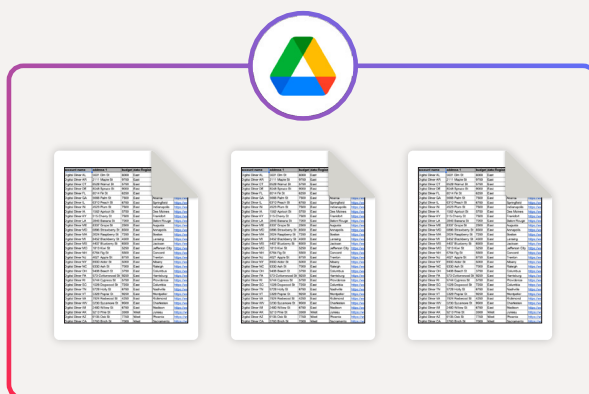
Google Search: \$100
Display: \$200
MGM: \$50
FB: \$100

→

Account Name	Address 1	Budget	Date Range
Digital Client AB	1001 Elm St	\$500	East
Digital Client AB	2111 Maple St	\$150	East
Digital Client AC	1000 Walnut St	\$150	East
Digital Client AC	2000 Spruce St	\$500	East
Digital Client AD	1014 F St	\$200	East
Digital Client AE	1000 Pine St	\$200	East
Digital Client AF	1010 Peach St	\$150	East
Digital Client AG	1010 Plum St	\$150	East
Digital Client AH	1000 Apricot St	\$150	East
Digital Client AI	1010 Cherry St	\$150	East
Digital Client AJ	1000 Banana St	\$150	East
Digital Client AK	1000 Grape St	\$150	East
Digital Client AL	1000 Strawberry St	\$150	East
Digital Client AM	1010 Raspberry St	\$150	East
Digital Client AN	1000 Blackberry St	\$150	East
Digital Client AO	1000 Blueberry St	\$150	East
Digital Client AP	1010 Rose St	\$150	East
Digital Client AQ	1010 Elm St	\$150	East
Digital Client AR	1010 Apple St	\$150	East
Digital Client AS	1000 Oak St	\$150	East
Digital Client AT	1000 Ash St	\$150	East
Digital Client AU	1000 Birch St	\$150	East
Digital Client AV	1010 Chestnut St	\$150	East
Digital Client AW	1010 Cypress St	\$150	East
Digital Client AX	1010 Hickory St	\$150	East
Digital Client AY	1000 Poplar St	\$150	East
Digital Client AZ	1010 Redwood St	\$150	East
Digital Client BA	1000 Sycamore St	\$150	East
Digital Client BB	1000 Willow St	\$150	East
Digital Client BC	1010 Pine St	\$150	West
Digital Client BD	1010 Oak St	\$150	West
Digital Client BE	1000 Birch St	\$150	West

Accessible data

Accessible data exists in both a format and a location for access by other systems. Data in a private storage space may not be available for outside tools to utilize.



Consistent data

Consistent data refers to data's uniformity, accuracy, and reliability across multiple systems or databases. Data consistency ensures that data is accurate and up-to-date everywhere it lives or is accessed.

This ensures that data-based decisions use accurate and timely data, reducing errors and ensuring accurate outputs.



Squat's Gym – San Diego

San Diego, California | (619) 555-5555

Compliant data

When data is compliant, it adheres to legal requirements, regulations, and security or data privacy standards.

Compliance includes how data is collected, stored, processed, and shared. The goal is to protect sensitive data and mitigate security risks by building robust data policies and procedures.



How do I know if my data is ready?

Your data is ready when:



It is centralized and accessible to both humans and integrated technologies



All naming conventions and taxonomies are consistent, no matter where the data lives



You can easily update and audit your data sets

When these different aspects of data preparation are complete, your data is considered “ready” for use with technologies like AI, automation, and machine learning.

It’s important to emphasize that **data readiness is a platform-agnostic requirement** regardless of what vendors or tools you use. Any automation solution will require data to be structured, accessible, consistent, and compliant to guarantee valid outputs and results.

What's at risk when data is dirty

Without these careful data preparations, you risk:



Generating inaccurate AI outputs and hallucinations for recommendations, analyses, and performance reports



Ineffective automation workflows, as automation requires clean and consistent inputs



Increased manual intervention to correct errors caused by poor data



Delays in decision-making caused by unreliable or incomplete data



Missed opportunities for personalization, segmentation, or predictive insights



Higher operational costs caused by inefficiencies and rework

CHAPTER 2

Why data readiness matters for ROI

Why data readiness matters for ROI

Data readiness is more than just a technical requirement for automation. How well (or poorly) you prepare your data will define how these technologies perform for your teams.

Automated systems simply can't function correctly when data is fragmented or noisy. The impact can harm your team's efficiency and clients' results. Budget pacing algorithms can misallocate spend, targeting parameters may drift off-course, and bidding strategies might optimize toward the wrong signals.

The same goes for AI, which requires accurate and legible data to do its best work. Messy data can cause AI to chase false signals that lead to less-than-stellar insights.

Powerful technology can't fix bad data

It's a common misconception that tools like AI and automation can "fix" bad data. The reality is that data readiness is a prerequisite for these advanced technologies to function correctly, not an optional step.

You can have the most powerful AI model in the world—but if the data fed into that algorithm is dirty or inaccurate, it will only be able to deliver inaccurate results. Just like a junk food diet won't result in a well-functioning body, these tools function best when they're fed with clean, high-quality data.

Poor data management impacts manual workflows, too

Even if you rely on manual processes, prepared data is likely already slowing down your AdOps.

Digital advertising operations, in their current state, are inherently siloed. Every platform, channel, and touchpoint operates independently, making it impossible for your team to build a holistic multichannel strategy.

Traditional advertising workflows compound these issues. Add in manual campaign management tasks, like copy-pasting hundreds of headlines from a Google Doc or keying in budgets manually, and it's clear that poor data management already impacts your team's productivity.



Manual data entry is time-consuming and creates potential points of failure. With Fluency, we input all our information into a single area and push it out to different sources.

We can QA in one spot, not five, which has allowed us to scale. It also gives our team time to work on things that really drive our business forward in a big way.

--

TAREN KING,
SENIOR PRODUCT MANAGER AT INTUIT SMB MEDIALABS

Advertising intelligence starts with data readiness

Structured and properly prepared data can help you improve core AdOps workflows and eliminate errors. Centralizing campaign information, standardizing taxonomies, and ensuring data quality lay a durable foundation for tech-forward advertising intelligence.

More importantly, though, data readiness enables you to put strategic decisions at the core of your advertising strategy instead of focusing on technical execution.

For example, when data drives your advertising strategy and execution:

- CRM customer data can flow seamlessly to ad servers
- Point-of-sale inventory updates can trigger campaign adjustments across channels
- Publisher APIs can maintain unified performance tracking across channels

In short, removing data silos makes data actionable everywhere at once—even more so with automation working behind the scenes.

Properly prepared data can be used by automation and AI to help deliver:

- Faster campaign launches
- Improved targeting and personalization
- Enhanced reporting and measurement
- Reduced manual intervention and errors

This is a fundamental shift in how many advertising teams operate today. However, it's a pivotal shift that must take place if your organization is going to rise to the competitive demands of digital advertising.

CHAPTER 3

The key types of advertising data

The key types of advertising data

Digital advertising operates on a continuous cycle of data flowing in and out of systems, with every data type serving distinct but interconnected purposes.

Understanding these data types and how to structure them properly forms the foundation of any successful automation strategy.

There are two main types of data: input data and output data.



Data inputs

Data inputs are the ingredients that make up your digital advertising campaigns. It's all the data fed into different tools that create your ads.

- Campaign setup data (budgets, keywords)
- Creative assets (ad copy, headlines, images)
- Contextual signal data (weather, time of day)
- Product data (product URLs, stock availability, pricing)
- Strategic documentation (your strategic playbooks, business logic, campaign tiers)
- Audience (CRM entries, contextual data)



Data outputs

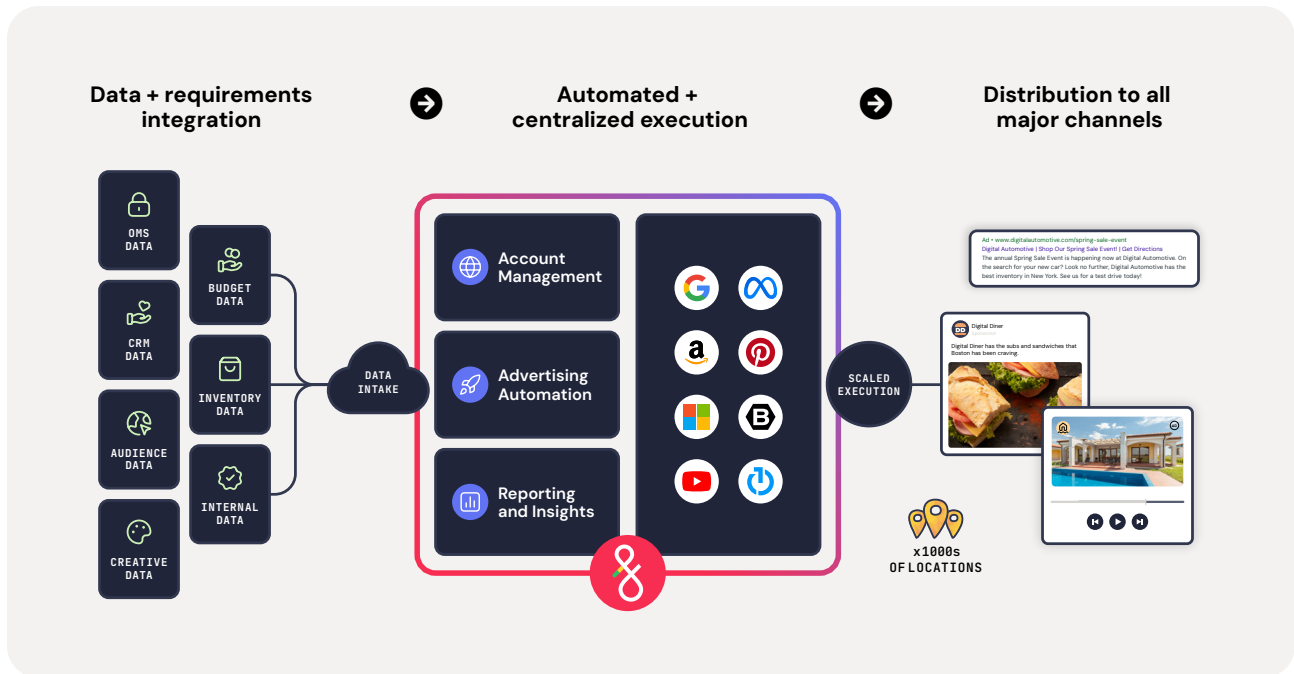
Data outputs are the byproducts and results of these data inputs. It includes both the actual ads and advertising campaign structures created and served across publishers.

Data outputs also include the measurable signals and audience interactions that flow back into the system, informing you about what's working and what's not.

- Performance and reporting data (impressions, clicks, attribution)
- Campaigns and ads are generated for every publisher (physical ads displayed within advertising platforms)

Putting it all together: data inputs and outputs

Effectively organizing data inputs and capturing meaningful outputs gives you a solid foundation for AI and automation tools to deliver maximum value. Let's take an in-depth look at these data types, including examples and ideal structured formats for each.



Campaign setup data

This data defines how a campaign is structured: how much to spend, where and when to run the ads, and what success looks like. Essentially, these are your core campaign parameters: budgets, flight dates, keywords, KPIs, etc.

How it's used:

When properly structured, AI can use campaign setup data to make strategic decisions around campaign optimizations. Automation uses this data to enforce rules or guidelines and to manage budget pacing.

Element	Format	Example
 Budgets	CSV; Excel doc	\$5,000 monthly spend per channel, per account
 Targeting	JSON; UI configs	Demographic, geo, device, behavioral
 Flight dates	Time stamps; ISO format	2025-08-01 to 2025-09-15
 KPIs	Spreadsheets; APIs	ROAS > 400%, \$25 CPL cap
 Keywords Automation helps manage budgets more effectively by eliminating errors, overspend, and risk.	CSV; XML; tags	"Apartments in Boston," "motorcycles near me"

Creative assets

This data is delivered to audiences, including all ad copy (headlines, descriptions, CTAs, etc.) and different media types (images, videos, HTML5 files, etc.). In most cases, visual assets live in a Digital Asset Management (DAM) tool, a storage area like Google Drive, or on a website.

How it's used:

AI, like PMax, can use this data to assemble, test, and optimize different creative variations in real time. Automation uses structured creative metadata identifiers (like “headline_1” or “cta_button”) to understand how and where to use assets when creating ads en masse. Tags act as instructions for automation workflows to correctly assemble, match, and deploy the right creative combinations at scale.

Type	Format	Example
 Creative assets	JPG, PNG, MP4	Image or video ad
 Metadata	CSV, JSON, XML	Headline, CTA, description, URL

Contextual signal data

This real-time or dynamic data comes from external sources, like local weather feeds or the time of day. These signals influence decisions about when to run an ad (e.g., time of day), where to show it (e.g., which channel), and how to adapt its messaging (e.g., changing the ad copy based on current weather conditions).

How it's used:

If you can make a flow chart for the decisions you make based on signal data, you can codify these decisions into automated workflows. Automation systems can take in signal data and apply if/then logic to activate rules-based decisions set by human teams when the right conditions arise. For example, IF temperature < 40°F in a specific region THEN serve “cold weather” creative set across Meta and Google. Over time, AI can learn to predict which signals will drive specific results, enabling it to provide optimization recommendations.

Type	Format	Example
 Weather	JSON; API	When snow is forecasted, trigger ads for snow tires
 Time-based	Timestamps, triggers	Promote breakfast items in the morning, dinner items in the evening
 Events	Calendar RSS feed; numeric	Run ads around key events, like home baseball games

Product/inventory data

This data includes the products or services offered in an ad: product names, prices, images, availability, and links. It is often pulled from real-time product feeds. Some data, like product images, may overlap with the other input data types listed here.

How it's used:

Automation can dynamically build, launch, and manage campaigns populated by product SKUs with little manual work when data is properly prepared. This is particularly valuable for retail brands, catalog-based advertisers (e.g., real estate or automotive), and multilocation businesses where inventory varies by location. Automation can also turn campaigns on or off based on inventory signal data, such as price changes.

Type	Format	Example
 Product name	Text (CSV, XML, JSON)	"Men's Waterproof Hiking Boots"
 Price	Numeric/Text	\$129.99
 Stock availability	Boolean or Text	In stock / out of stock
 Product URL	URL	https://brand.com/product/1234
 Image URL	URL; JPG	Link to product image used in the ad
 SKU/ID	Alphanumeric	SKU-987654
 Discount/Promo	Numeric/Text	"20% off" or "Clearance"

Strategic documentation and rules

These human-defined logic and planning documents shape how campaigns operate and ensure compliance. This data can include regulatory requirements, campaign tiers, and brand guidelines. These rules keep ads “on track” by minimizing non-compliant AI outputs and reinforcing requirements.

How it's used:

Identifying repeatable patterns, such as common campaign structures or recurring client needs, means you can anchor automated workflows to specific business goals. Breaking down your strategy into clearly defined, actionable steps allows automation systems to precisely replicate your team's workflows. This approach is essential for unlocking automation's full potential and achieving meaningful operational improvements. This data also guides AI when generating on-brand outputs.

Type	Format	Example
 Campaign Tiers	Excel, PDF	Tier 1 = Always-on; Tier 3 = Promo-only
 Business Logic	Internal docs, dashboards	“Exclude brand terms from prospecting”
 Strategy Docs	Slides, confluence pages	Channel mix plans, funnel stages

Audience and identity data

This data is used to build and segment audiences for campaigns or ad sets. It can include anonymized data or personal identifiers from your CRM.

How it's used:

Just like with traditional campaign management, audience data is used by AI and automation to inform targeting, suppression, personalization, and retargeting. Advanced AI tools can use audience data to match messages to users, optimize reach, and manage serving frequency.

Type	Format	Example
 1st-party data	CSV, JSON	CRM, email lists, site visitor cookies
 2nd-party data	Data share files	Publisher or partner segments
 3rd-party data	Platform-integrated	Demographics/ interests from data brokers or publishers
 Contextual/Behavioral	Platform-native	Interest in “used cars” based on site visits

Performance and reporting data

This is any outcome data for your campaigns: how ads performed, what they cost, and how they contributed to goals. This data defines what went well and what didn't.

How it's used:

This data feeds back into AI models, optimization logic, and your strategic changes. With access to both real-time and historical performance data, AI can diagnose real-time issues, evaluate ROI, and inform future decisions.

Metric	Format	Example
 Impressions/Clicks	CSV, JSON, Dashboards	100,000 impressions, 2,000 clicks
 Conversions/Revenue	Transaction logs	250 signups, \$12,000 revenue
 Attribution	Logs, platform exports	Multi-touch model credit for conversions
 Diagnostics	Log files, platform reports	Tag firing errors, ad disapprovals

Tech infrastructure and platform connectors

Tech infrastructure refers to platform-level data and tools that connect systems, enable tracking, and power campaign automation. It includes tags, pixels, tracking templates, and unique IDs used to move data between platforms, match audiences, and attribute outcomes. This data type doesn't drive ad content: it ensures everything functions correctly behind the scenes so that systems can "talk" to each other.

How it's used:

This data helps AI learn from multichannel performance and enables automation to react to user actions by properly attributing and matching user data across platforms. This is imperative for multichannel coordination and holistic performance tracking. With this "connective tissue" data, you can build automated workflows that activate the right strategies based on key events: pause a campaign, trigger a new campaign, or modify targeting.

Element	Format	Example
 Conversion pixel	JavaScript snippet / Image pixel	<code><script>fbq('track', 'Purchase')</script></code>
 Audience ID	Alphanumeric	<code>aud-4589123</code>
 UTM tags / tracking parameters	URL parameters	<code>utm_source=google&utm_medium=cpc&utm_campaign=fall_sale</code>
 Event triggers	JSON, Platform Logic	<code>{event: "signup", value: "trial"}</code>
 API keys / platform connectors	Token or Key	OAuth credentials, REST API keys

CHAPTER 4

How to prepare your data for scalable advertising operations

How to prepare your data for scalable advertising operations

The structure for scalable, data-powered advertising can be built in stages: understanding your data sources, ensuring your data is clean and structured, and making sure it's usable for automated workflows.

This section breaks the process down into six steps:

1 Data collection

2 Data cleaning

3 Data structuring

4 Data enrichment

5 Data compliance

6 Data uploading and integration

1 Data collection

GOAL

Capture all relevant advertising data from reliable sources and ensure it's consistently available.

HOW TO DO IT

The first step is identifying where all your data lives. Yes, this means all the input data types listed in the previous section.

Start by mapping out your campaign creation workflow and highlighting what data is used at each step. Not sure where certain pieces of data live? This is the time to find out!

Common locations include:

- Your CRM (e.g., HubSpot, Salesforce)
- Product/inventory systems (e.g., PIM, eComm platforms)
- Web analytics (e.g., GA4)
- Budget sources (e.g., spreadsheets)
- Ad publishers (e.g., Meta, Google Ads, DSPs)

Once you know where data lives, document how it is accessed. Can it be exported into a CSV or accessed via an API? Do you need to schedule exports or can they be automated? Make a note of each data source's accessibility options so you can have answers ready for third-party vendors.

All of your research can be used to establish a data inventory spreadsheet. Think of this as your company's advertising data source of truth. This documented data map should define where each data source lives, how it's accessed, and who manages it.

1 Data collection (continued)

Your data map should list:

- **Data source:** The name of the source (e.g., Salesforce, Google Sheets, internal CRM, Email).
- **Data type:** The category of data (e.g., audience data, creative asset, product data, location data).
- **Owner:** The individual or team responsible for managing this data.
- **Access method:** The method by which Fluency can access the data (e.g., API, scheduled export, manual upload).
- **Format:** The format in which the data is stored (e.g., CSV, JSON, XML).
- **Key fields:** The specific data points or fields that will be used in the Blueprint.
- **Update frequency:** How often the data is refreshed (e.g., daily, monthly, real-time).

WHY IT MATTERS

Data collection is the first step for a good reason: knowing where your data lives and how you access it can save you time, energy, and money. Simply put, if you can't get a key data source into a vendor's required format, they're not a good fit for your needs.

It's also a great way to understand your biggest efficiency improvement opportunities. For example, if you currently copy-paste budgets from client emails, you might require clients to submit monthly budgets via a form that populates a templated Excel spreadsheet. Capturing client data in a structured and formatted way results in easy uploading or activation.

Common mistake:

Collecting incomplete data across tools.

How to avoid it:

Set clear "source of truth" rules for data fields, like user IDs or budgets. Ideally, use automated data pulls via APIs or automated workflows instead of manual data exports.

2 Data cleaning

GOAL

Ensure your advertising data is accurate, complete, and reliable.

HOW TO DO IT

Begin with a full sweep of raw data sources.

Use tools (like Excel, SQL, or Python) to:

- **Flag missing values:** Ensure all required fields have complete data.
- **Achieve consistency:** Are there any variations in how the same data is represented (e.g., “New York,” “NY,” “nyc”)? Standardizing these values is critical.
- **Format correctly:** Is the data in the correct format for its intended use (e.g., is a date field formatted as a date, not as a string)?
- **Map to input fields:** Does the data accurately map to the correct ad platform fields? For example, are your audience names correctly aligned with the audience lists on the platform?

Data cleaning is important before data is used in campaign activation, reports, or by AI or automation. Building automated validation checks or cleaning workflows that occur before data moves into campaign activation can help catch errors and save time.

Data cleaning requires regular maintenance to ensure things run smoothly upstream. Assigning a “data quality owner” to review data regularly and establish standardization rules can be helpful. If you’re working with multiple data sets, create a master “data dictionary” to define correct formats, value types, and field uses.

2 Data cleaning (continued)

WHY IT MATTERS

Clean data allows you to confidently automate, analyze, and activate campaigns without second-guessing. Dirty data leads to inaccurate results, especially when used by AI or automation tools that amplify flawed inputs. A mismatched naming convention might seem small, but it can break automation workflows or confuse AI.

Common mistake:

Rushing through data cleaning.

How to avoid it:

Take. Your. Time. The accuracy of your input data directly determines the quality of your AI and automation results.

3 Data structuring

GOAL

Format and organize data into consistent schemas for multiple platforms and tools.

HOW TO DO IT

Define a standard schema for your data, including naming conventions, expected field types, and required fields. For example, if you're building a schema for a CSV, it should include clear column names, standardized units, and a consistent hierarchy.

Map similar fields across systems. For example, campaign names for Meta and Google can use a shared `campaign_name` field.

Other examples of standardized advertising taxonomy for multiple tools include:

- Campaign naming conventions (e.g., `channel-objective-geo-date`)
- Audience labels (e.g., `retargeting_30d`, `prospect_lookalike_5%`)
- Metadata tagging for creative assets (`headline_1`, `cta_text`, `image_main`)

When designing your schema, collaborate with stakeholders from other departments to create a structure that works for all teams (even if they use the data differently).

These stakeholders can also help create a master data model or shared schema reference that illustrates how the data works across multiple systems.

Use file formats (CSV, JSON, or XML) that meet the needs of your tools/platforms. You can also create reusable templates or documentation for teams to follow when adding data into the system so no existing workflows are broken when data is added or updated.

3 Data structuring (continued)

WHY IT MATTERS

Why it matters: Automation relies on consistent data structures to function correctly. If your budget field is called `budget_total` in one system and `monthly_spend` in another (or worse, if the field format is inconsistent), integrations can fail or require complex custom logic to repair them.

Properly structuring your data ensures tech investments return high ROI, especially at scale.

Common mistake:

Letting each team (or tool) use its own naming convention.

How to avoid it:

Collaborate with other teams to create a shared, documented schema to align all teams and tools. Enforce naming standards and pre-built templates when uploading or ingesting new data.

4 Data enrichment

GOAL

Add relevant metadata or attributes to increase your data's value, context, and usability.

HOW TO DO IT

Identify where data enrichment adds the most value for your ad strategies. Metadata enrichment enables more granular targeting, filtering, or creative logic during campaign setup.

Some of the most common first-party data sets for enrichment include product feeds, audience files, or performance logs.

For example, if you have a product feed with only SKU and price, you can enrich it by adding:

- Product category or subcategory (e.g., Furniture → Sofas)
- Inventory availability (better yet: find a way to sync inventory values right into real-time databases)
- Seasonality or promotional eligibility (e.g., Back-to-School, Clearance)

Include external or third-party data sources you'd like to enrich (after verifying them for reliability and permission).

Depending on your ad strategies, you might include enrichment like:

- Weather data (to target based on real-time or forecasted weather conditions)
- Event data (to change messages based on local sports games or holidays)

Data enrichment is a lot of work: only enriching data when you have a clear use case or understand how it adds measurable value to your strategies.

4 Data enrichment (continued)

WHY IT MATTERS

Raw data is rarely “rich” enough to fuel sophisticated ad strategies or localization. Data enrichment adds your company’s unique contextual value to make data more powerful in targeting and optimization efforts.

Data enrichment examples include adding product categories to SKUs or location data to audience segments. By enriching your data, you (or tools like AI and automation) can make more informed decisions that improve campaign effectiveness.

Common mistake:

Adding enrichment without validating its accuracy or source reliability.

How to avoid it:

Only use enrichment sources that are trustworthy and documented. If automated enrichment is used, set fallback rules for when enrichment fails.

5 Data compliance

GOAL

Ensure all data usage adheres to applicable privacy laws, platform requirements, or brand standards.

HOW TO DO IT

Review how data is collected, stored, and used across all tools and systems. This is especially important for PII (personally identifiable information) data. Properly handling PII is critical for maintaining user privacy and complying with regulations like GDPR.

Common examples of PII in advertising include:

- Names
- Email addresses
- Phone numbers
- Home or IP addresses
- Device IDs
- Cookie IDs (depending on jurisdiction)
- Login credentials
- Any user ID tied to a real identity

Address any gaps in PII collection by creating well-defined consent protocols. For example:

- Track consent at the user level by storing consent timestamps and context
- Implement cookie/consent banners with audit trails
- Ensure your privacy policy is easily located and readily available on your website

Although not as crucial as regulatory requirements, documented brand standards can serve as quality controls for both human users and automated systems. In fact, many automation tools allow you to proactively embed custom rules, logic, and filters that help AI and automation generate safer, on-brand content.

Lastly, document your data usage and retention policies for recurring staff training. Regularly audit vendors to ensure their practices align with your standards, too.

5 Data compliance (continued)

WHY IT MATTERS

As advertisers, we are conditioned to make privacy a top-of-mind concern (both for consumers and clients). Tools like AI and automation amplify risk when fed personal or sensitive data.

Privacy law violations for regulations like GDPR, CCPA, or HIPAA can expose your company to legal and reputational consequences, ranging from costly penalties to loss of customer trust.

Common mistake:

Treating data compliance as a one-time task.

How to avoid it:

Compliance is an ongoing commitment. Build ongoing compliance checks into data workflows or designate a privacy officer to review data policies, AI outputs, and automation rules regularly.

6 Data uploading and integration

GOAL

Activate clean, structured data by mapping it into the right formats for automation tools.

HOW TO DO IT

Start by mapping your structured data fields to meet the specific integration requirements for the system you're using. Field mapping will look different depending on where you are using the data. For example, matching `product_id` to Meta's field will differ from matching to Google Ads. Platform templates (like those from Meta, Google Ads, or The Trade Desk) can guide your mappings for successful integration.

Automating recurring transfers with scheduling tools or ETL platforms can streamline this process, saving your team a lot of time and effort. Whenever possible, use APIs for faster, more reliable uploads to different systems. Talk with your vendor about what APIs exist for their tools and how you can map your data to work with them.

As with many of these steps, document your data upload process. This should include upload frequency, method (e.g., API vs. file upload), and what happens when data uploads fail. If possible, set up alerts or logs to notify you if an integration breaks.

Once integration is complete, confirm that all referenced tags, creative metadata, and audience segments align correctly with your automation rules or triggers. Testing is critical to ensure things are running as expected.

6 Data uploading and integration (continued)

WHY IT MATTERS

Data preparation pays off in this stage. Accurate data uploading ensures campaigns go live with the correct creative, targeting, and performance expectations.

“Templatizing” this process with reusable scripts, consistent folder structures, or scheduled automation workflows unlocks true operational scale.

Congratulations: you’re now ready for scalable advertising operations!

Common mistake:

Assuming that data uploading is automatic and error-free.

How to avoid it:

Always — always — run test uploads before launching new campaigns or automated workflows. Double-check field mappings, file formats, and naming conventions. Once live, monitor data integrations regularly and have a fallback plan for errors.

CHAPTER 5

See it in action: what data-powered advertising looks like

Once your data is structured, what can you do with it?

Your data is now ready to power your strategy—and scale.

Here's what leading advertisers have achieved using
a Digital Advertising Operating System (DAOS) like Fluency.

Check it out →

JOHNSON GROUP

Automate budget pacing for 2,000+ campaigns

Johnson Group is a full-funnel marketing and advertising firm specializing in franchise and national brand strategies. A key client account required the team to manually pace budgets for 1,600+ campaigns across multiple channels. The scale and scope of their budgeting workflows were increasingly difficult to manage with in-house tools.

Fluency's ability to integrate data from Google, Meta, and other major ad publishers into one holistic system helps the team quickly address pacing updates across multiple publishers from one place, en masse. The team also worked with Fluency to configure custom pacing automation to address the client's multi-location, multi-account, and multi-channel complexities.

Running automated budget pacing through Fluency helps the team:

- Effectively manage precise budget allocation and pacing across different regions by implementing different pacing strategies for different campaigns
- Reduce the time spent on budget pacing tasks by 90% (from 12-15 hours per week to 5 hours a month)
- Dedicate more time to client strategy and communications instead of maintenance tasks



There are so many things that take two minutes, but when you multiply that by 400, that's your entire day. If you're working with 100 different locations, automation is a no-brainer. There are things that your time is better spent on.



JARED DRAHONOVSKY
GROUP MEDIA MANAGER
AT JOHNSON GROUP

90%

reduction in budget
pacing tasks

42%

decrease in average
Google CPL

[Read their story →](#)



Create and launch 1,100+ localized campaigns in minutes

Dealer.com, a Cox Automotive brand, is the top digital advertising agency in automotive, working with over 3,000 active advertisers. The company wanted to expand into Amazon Advertising but needed to avoid resource-intensive AdOps tasks. The team knew that by running campaigns from structured data feeds, they could automate workflows and integrate new channels without a huge lift.

The Dealer.com team worked with Fluency to integrate Amazon Sponsored Display into their existing multichannel automation workflows. Using their structured data, they rolled out the new channel for 1,100 automotive dealerships and reduced setup times from 30 minutes per account to just 5 minutes total.

By automating multi-channel campaign deployment and management, the team:

- Expanded their marketing mix to include Amazon Sponsored Display with minimal operational lift
- Can spend more time focused on fostering client relationships and strategic planning
- Utilizes 24/7 monitoring and real-time alerts to continuously identify multi-channel optimization improvements



We are now doubling our efforts to provide best-in-class consumer results — which only happens through automation and the ability to intake data at a rapid pace.



RIPLEY HARRISON
DIRECTOR OF ADVERTISING
INNOVATION AT DEALER.COM

90%

reduction in budget
pacing tasks

42%

decrease in average
Google CPL

[Read their story →](#)



Eliminate manual updates with dynamically updated campaigns

Union Street Media is a real estate website and marketing intelligence platform providing cutting-edge digital marketing services for real estate agents.

Their 60-person team manages real estate clients of all sizes, ranging from small mom-and-pop brokers to enterprise clients with over 500 agents and offices.

The team at Union Street Media uses Fluency to build, launch, and manage hyper-local real estate ad campaigns directly from data sources, including live MLS listings.

Connecting their live ads directly to MLS listing data enables Union Street Media to:

- Automatically turn ads off on every channel when a property sells
- Include detailed data like street addresses, the listing agent, and listing or sold prices
- Run ads for open houses as well as active or recently sold listings
- Confidently assure clients that ads always show recent data, as dynamic ad content automatically updates directly from MLS listings



Blueprints make it easy to reimagine our existing campaigns for new strategies with very little effort. We can easily tweak things or iterate on current parameters when we have a new idea. It's quick, it's simple, and it works.



NICOLE CRISBACHER
SENIOR MARKETING MANAGER
AT UNION STREET MEDIA

2.5x

increase in
strategist capacity

99.5%

decrease in
CPM vs. direct mail

[Read their story →](#)

CHAPTER 6

Paving the way for scalable, data-powered advertising

Paving the way for scalable, data-powered advertising

Data readiness is foundational for successful and scalable advertising operations. Without it, your company will struggle to make the most of data-reliant tools like AI and automation, no matter how sophisticated your tools or strategic your campaigns.

Throughout this guide, you've gained comprehensive knowledge across critical areas of data readiness:



Understanding data readiness fundamentals

What it means, how to assess it, and why it's critical for scalable AdOps



Practical data preparation steps

Collection, cleaning, structuring, enrichment, compliance, and integration



Recognizing the business impact

How data readiness directly correlates to automation and AI ROI



Real-world use cases

Concrete examples of how data-powered advertising delivers multi-faceted results to agencies and in-house enterprise teams



Identifying key advertising data types

From campaign setup and creative assets to performance data and platform connectors

Advertisers who work toward data readiness today will launch campaigns faster, target audiences more precisely, and optimize performance in real-time while their competitors struggle with fragmented, manual workflows that rely on siloed data.

A competitive, data-powered advantage is yours to claim. The path is laid out before you. All you have to do is take the first step.

What's next

No matter where you are in your data readiness journey, here are our top resources to help you move forward.

Put data into action with AI and automation

Download our “Ultimate Guide to AI and Automation in Digital Advertising” to learn how to integrate these tools into your AdOps once your data is ready.

[Read now →](#)

Advanced data-powered SEM strategies

Learn how to blend your data with automated workflows for powerful paid search strategies that scale.

[Read now →](#)

More success stories from data-powered advertisers

See how advertisers across a variety of industries are using their data, AI, and automation to drive success at scale.

[Read now →](#)

Get advice from our experts.

Chat with one of our AdOps experts to get a personalized consultation on your next steps.

Book a demo →

