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The Executive's Playbook for Scalable Advertising Operations

How top agencies are achieving efficiency, profitability, and client growth

Executive summary

Welcome to the executive's playbook for scalable advertising operations.

This guide is built on survey data from advertising executives whose teams use Fluency to run their AdOps—real metrics, not speculation.

The data reveals where automation and AI deliver the most value and how long it takes to see results in key AdOps workflows. Use this playbook to chart a successful path for your team, guiding your strategy toward scalable growth.

Key insights include:

Efficiency gains

Automation reduces manual work by 39%, giving teams back the equivalent of five months of work annually.

Cost savings

Within three months, 48% of teams manage more accounts without hiring, and 40% reduce tool sprawl within one year.

Scalability

Scale starts with standardization. 71% of executives stated that they standardized AdOps processes across regions after using automation for six months.

Client retention

Automation enhances client service, with 50% of teams reporting more time for client strategy within six months.

Innovation capacity

Automating repetitive processes with technology frees teams to do the work they do best, with 64% of teams reporting more time for strategic planning.

94%

of executives report that automation improved campaigns and launches

94%

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Introduction

The data behind automated AdOps success

Digital advertising has become exponentially more complex in the last few years. Manual processes can no longer keep pace with the demands of multi-channel campaign management and the need for increasingly personalized experiences.

In the midst of this rising tide of complexity, executives must improve operational efficiency, improve margins, deliver performance and client outcomes, adapt to constant change, and structure their teams to thrive in the age of AI.

Solving these challenges through more traditional routes (like adding headcount or tacking on single-point solutions) has only compounded scalability challenges. This is why advertisers are increasingly turning to comprehensive automation and AI solutions to help them scale.

This guide covers:

A practical, step-by-step roadmap for success, including a "first year" plan highlighting reported ROI after three, six, and 12 months.

Actionable steps to prepare for AI-powered automation, such as identifying strategic patterns and proper data preparation.

KPIs and success metrics to measure how operational efficiencies impact performance.

Insights from advertising executives on overcoming common barriers and maximizing the effectiveness of AI-powered automation.

Real-world case studies showcasing how top advertisers deliver multi-faceted results by scaling their data-powered strategies.

CHAPTER 1

Understanding the five barriers to scalable ops

Clear these five operational roadblocks to realign for scale

CHAPTER 1

Understanding the five barriers to scalable ops

Recognizing the need to scale is one thing; achieving it is quite another. Scalable operations start by aligning your tech, data, and campaign management processes so they work together.

The five common operational challenges impeding scalability are:

Poorly structured data

Fragmented systems and point solutions

Lack of automation infrastructure

Ineffective resource allocation

Single points of failure

Advertisers are stretched thin

According to a recent Agency Benchmark Report, the average ad team relies on 3–5 tools to manage core AdOps workflows. **It's no wonder 93% of executives cite scaling operational capacity as their top priority.**

This is why more than half (56%) of the surveyed executives turned to automation to ease resource constraints and inefficiencies.

However, AI and automation don't enable scale just because you implement them. You will need a centralized, unified dataset and a shift in human-done work to get the most out of these technologies.

Poorly structured data

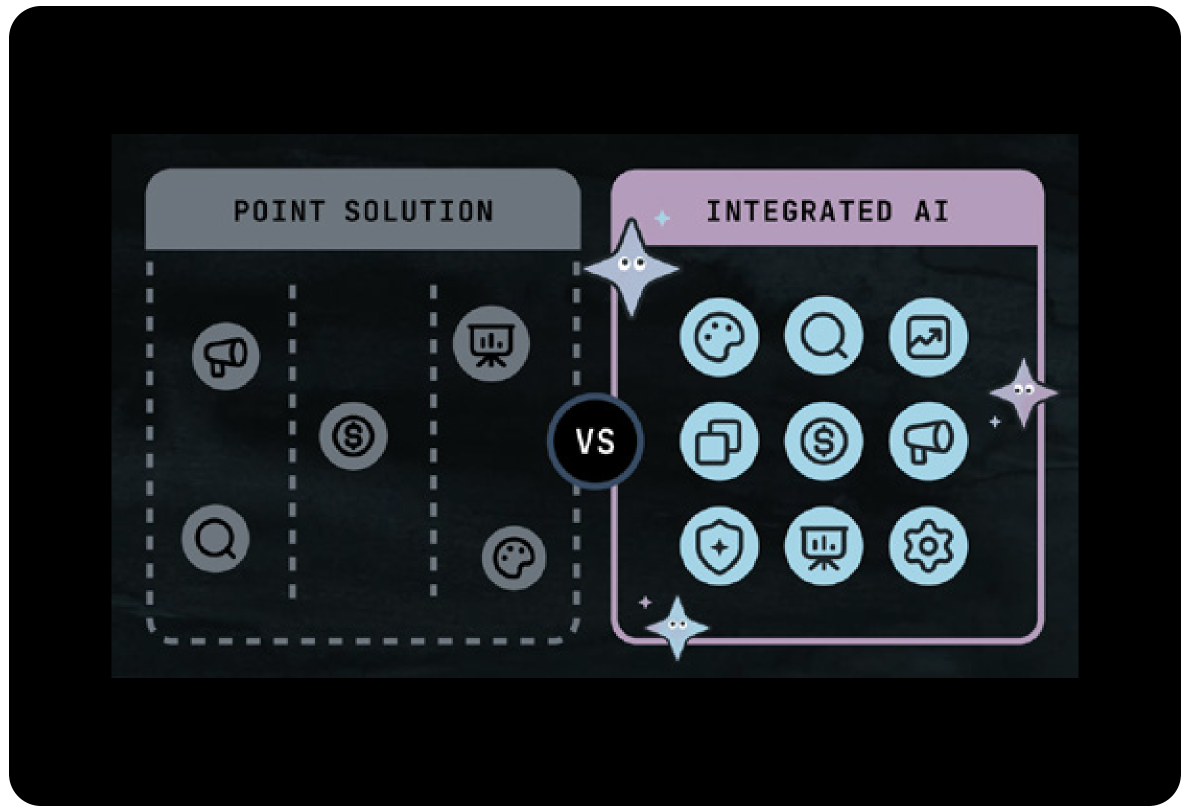
This is the single biggest barrier to scalable AdOps. Dirty, unstructured data makes it impossible for automation and AI to work effectively. Data that isn't properly prepared means that:

- Data lives in different tools or systems that don't talk to each other
- Data is dirty: it contains errors, duplicates, or out-of-date values
- Data is formatted inconsistently across tools

Download our complete guide to advertising data readiness ➔

Fragmented ecosystems and point solutions

It's an old adage for scalable technology: disconnected tools and platforms create inefficiencies. Having too many point solutions (especially when they don't talk to each other) can increase complexity instead of reducing it.



Integration is critical: your tools and data must work and talk together to scale.

Lack of automated infrastructure

Effective automation means addressing more than one or two channels. Dabbling with a few automated features here and there means missing out on the bigger picture that can truly transform how your team works.

Automation must be applied broadly across all repeatable workflows to drive true transformational impact. You need the right systems talking to each other, logical workflows, and teams who understand how to harness automation's full range of capabilities. Without laying this groundwork first, most advertising teams find themselves stuck.

See the top use cases for AI and automation in AdOps

Misaligned resource allocation

How effective can your team really be pulling data from five systems for monthly client reports? Burdening top performers with routine tasks, fragmented workflows, and manual data aggregation impedes the strategic work that drives real growth.

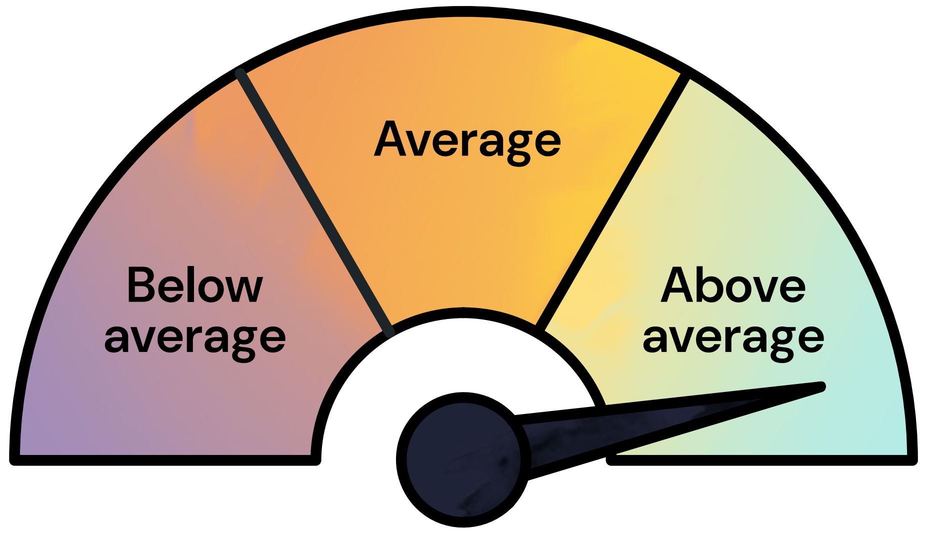
The legacy approach of hiring more bodies or outsourcing tasks only multiplies the problem, especially as you scale. Knowing when to use tech and when to use people is key to long-term, sustained profitability.

True efficiency comes when you align your people to the highest-value activities, supported by unified systems that eliminate redundant processes.

Single points of failure

Relying on a few key employees or outdated Word docs to run strategic campaigns is a dangerous gamble. Losing those individuals can make it impossible to maintain business continuity.

Codifying this knowledge within your tech stack ensures your best strategies and processes stay with the company and don't walk out the door with your top employees.



Curious how your AdOps compare to industry benchmarks? Take our 30-second assessment

CHAPTER 2

Getting started: laying a foundation for growth

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Best practices and pre-tech strategies from top advertising executives

CHAPTER 2

Getting started: laying a foundation for growth

Preparing your organization for scalable advertising operations requires laying a strong foundation before vetting the right tools. Successful agencies start by evaluating how teams operate, which results in a higher ROI from tech investments.

The three prerequisite steps for scalable AdOps are:

Evaluate current workflows for gaps and bottlenecks

Properly prepare data

Identify patterns in their ad strategies

Evaluate current workflows for gaps and bottlenecks

Conduct a process audit of your current ad operations before making workflow changes or bringing in new tools. A process audit helps you evaluate your current tools, protocols, and workflows to see what's working and what's not.

It also helps you investigate your current AdOps with a fresh lens and determine how to move forward. An audit can reveal where work gets stuck, duplicative tasks, processes where manual effort creates risk, and key cross-team or tool gaps that hurt speed and scale.

Some key questions to ask while conducting a workflow audit →

Workflow efficiency

- [x] Which workflows take the most time?
- [x] Which processes consistently slow down campaign launches, reporting, or budgeting tasks?
- [x] Are there duplicate handoffs (between people or tools) that create unnecessary delays?
- [x] Are steps repeated in launch, reporting, or campaign management workflows?

Execution risks

- [x] Where are there high-risk manual processes (e.g., copy-pasting) that introduce errors?
- [x] Are integrations between platforms seamless, or are there "swivel-chair" workflows requiring manual exports/imports?
- [x] How often do workflows rely on custom workarounds instead of standardized connections?

Strategic and business need alignment

- [x] Where are there gaps between data leaving one tool and being used in another?
- [x] Are there delays between when data is generated and when it's usable by teams (e.g., reporting or optimization lags)?
- [x] Are reporting workflows aligned with business needs (real-time vs. weekly vs. quarterly)?

Properly prepare advertising data

Data readiness means data is clean, structured, accessible, consistent, and compliant. In short, your data is prepared to use within automation and AI systems.

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

How well (or poorly) you prepare your data will define how technology can perform for your teams. It's a common misconception that AI and automation can "fix" bad data. The truth is that these tools can't function correctly when source data is fragmented or inconsistent, which negatively impacts both efficiency and results.

For most agencies, data readiness isn't just an early step to scalability: it's also one of the hardest. Many agencies find that preparing their data for automation gives them the push they need to clean and organize their data—a task they've often put off because it seemed too daunting.

With the right guidance, data readiness can be manageable and incredibly successful for scale. Preparing data properly will save you time, errors, and work down the road. A good partner will help you through this process.

Need help getting started?

Download our "Data Readiness for Digital Advertising" guide.

It provides actionable steps to achieve data readiness (including which file formats to use for different types of advertising data) and examples for success.

Read the full story →

Identify patterns in your ad strategies

Finding patterns in your advertising execution helps you move away from time-consuming, one-off workflows. That's because building and launching automated workflows at scale is easier when you find patterns in processes and client strategies.

Start with your strategy, which can be defined as your set of rules and structure that determines how campaigns will be launched.

It is a complete and repeatable recipe for campaign launches: structure, targeting, naming, budgets, creative, and the data that feeds them. If these rules are clear and consistent, they can be automated for scalable advertising operations.

If you don't have playbooks for campaign launches or can't find patterns, your strategies may lack standardization.

This will make them harder to scale, even with automation. Documenting workflow playbooks or decision trees is a great first step to identifying strategic patterns.

Here are good places to look for patterns in your campaign launches:

Campaign structure

Number and type of campaigns; grouping method; ad group/ad set

Naming conventions

Standardized formats for campaigns, ad sets, and ads with placeholders for variables

Targeting rules

Audience lists; geo targeting; demographics/interests

Budget rules

Allocation method; pacing strategy; how budgets tie to feeds

Creative assignments

Which assets go with which audiences; rules for rotation

Data feeds and automation rules

Sources for budgets, inventory, and audience data—and how they trigger builds

How to uncover your AdOps patterns and strategies

Ask yourself these questions if you're having trouble identifying patterns in your AdOps →

Do we have a standardized campaign structure, or is each one built from scratch?

Across accounts, industries, or locations, do we usually use the same targeting or ad formats?

If I asked the team to describe our campaign strategy, would everyone give a similar answer?

Strategic patterns: decision-making choices

Client verticals

This is often the easiest pattern to recognize. Most agencies have documented campaign tactics for building campaigns in specific verticals, like real estate or automotive.

Audience and targeting segments

Look for shared audience traits across campaigns. Do you repeatedly use the same “right people” across unrelated clients? Those shared traits could help you scale audience targeting strategies.

Messaging frameworks

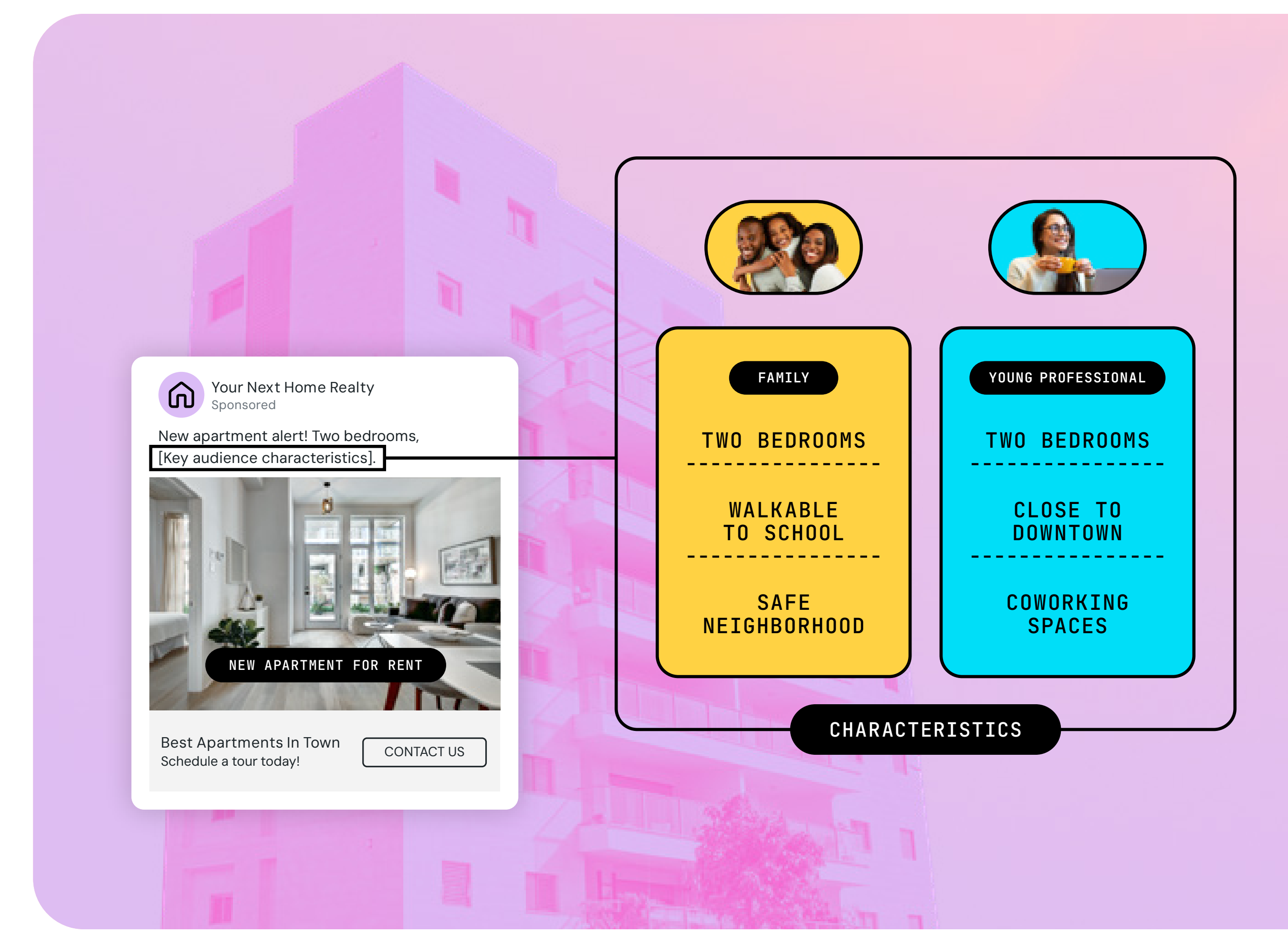
Consider patterns or replication in your ad copy. Is it value-driven, urgency-driven, or product-feature-driven? These all indicate strategic patterns.

What your clients sell

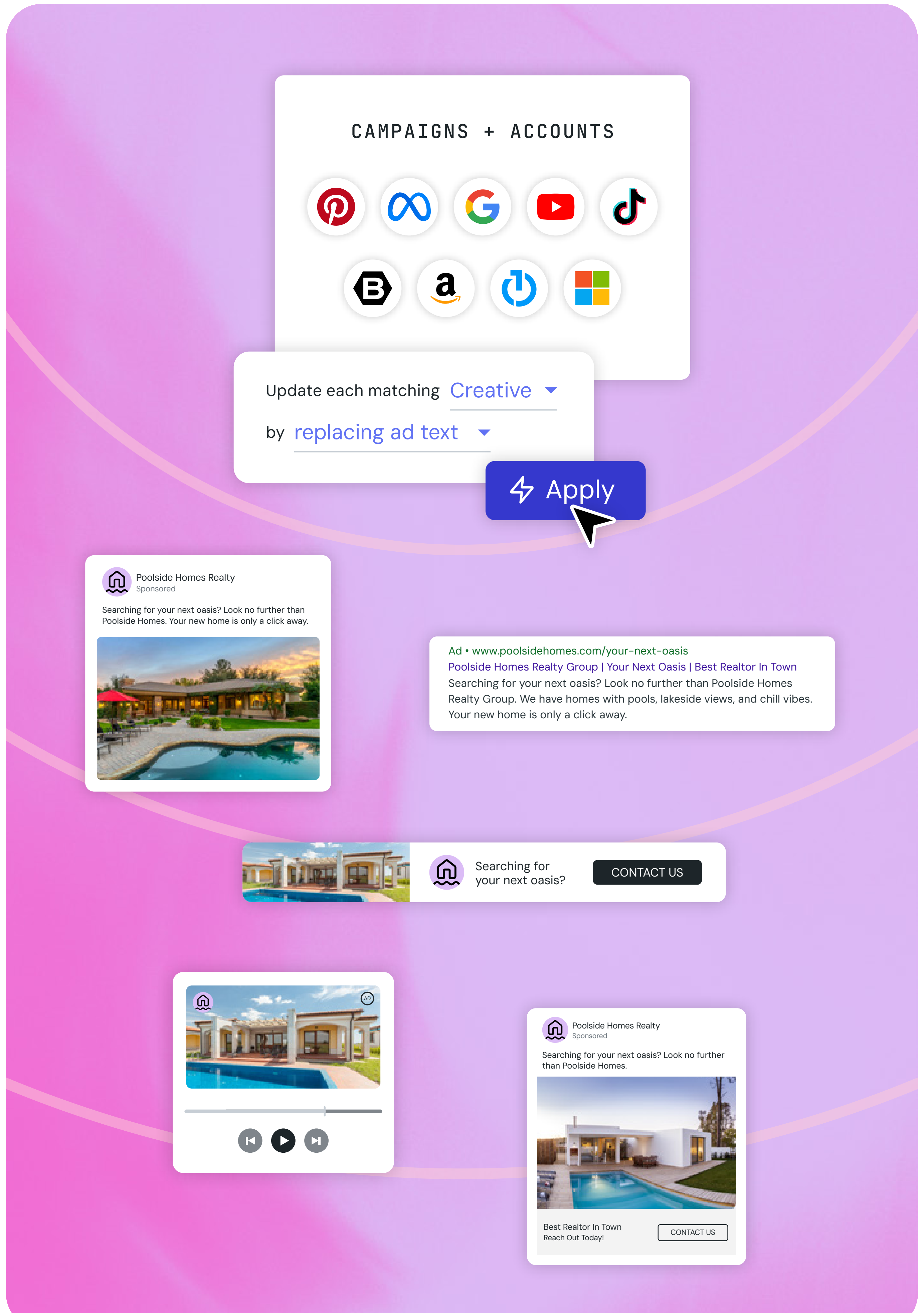
An HVAC customer and a cleaning service customer may not look similar at first glance, but they both offer services to localized audiences. This is a sign that their campaign structures could be templatized.

Lifecycle stage campaigns

If you consistently apply the same tactics for nurture journeys or retargeting loops, there’s likely an opportunity to templatize your campaign setup.



Execution patterns: repeatable workflow and operational steps



Campaign and account launches

Are certain campaign types built in similar ways? Is the onboarding process similar for new clients or clients in the same vertical? Define these launch steps to make pattern-identifying easier.

Reporting

If reports are standardized across clients (e.g., key metrics are reported the same way) or if reports are sent at predictable intervals, there's a good chance you can automate these tasks.

Budget pacing

Are client budgets typically spent the same way? Whether budget is split evenly over a month, allocated to spend more at the start or end of a month, or only during weekends, defined pacing strategies can be executed with automation.

Quality assurance

Codifying your pre-launch QA checklist—URL and image checks, matching localized copy to the right audience, etc.—can lay a strong foundation for templatization.

CHAPTER 3

Your 12-month automation roadmap

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How to achieve scale and sustain it over time

CHAPTER 3

Your 12-month automation roadmap

This is the pivotal moment where your groundwork transforms into growth. With your foundation set, you can shift focus from quick wins to strategic scaling and sustain success for your advertising operations.

Here's what top agencies achieve in:

3 months: Foundational quick wins in efficiency and speed

6 months: Stronger strategies for high-impact initiatives

One year: Scaling sustained growth and profitability

Your 12-month automation roadmap

Here's what top ad teams achieved with AI-powered automation in just one year

3 months

Improved efficiency and speed

- Eliminate operational bottlenecks
- More proactive work
- Fewer errors, credits, and overhead costs

6 months

Enhanced strategy and scalability

- Focus on personalized client service
- Standardized bulk campaign management
- Channel mix expansion

1 year

Sustainable growth

- Execute multichannel strategies at scale
- Maximize accounts managed per strategist
- Evolve business strategy

3 months

Foundational quick wins in efficiency and speed

Right from the get-go, automation can eliminate key bottlenecks across budgeting, reporting, and account management. Our data shows that ad teams quickly reclaim hours from manual AdOps tasks, giving them breathing room to work more proactively and strategically.

As they achieve operational stability, teams also report fewer errors and more predictable performance — all contributing to a more manageable work rhythm.

81% improved operational scalability

76% of teams reduced manual processes

Self-reported data from advertising executives after using Fluency for three months.

3 months

Best practices

Automate manual tasks for key workflows

Start with one workflow, such as budgeting, reporting, or account setup/management. Handing these time-consuming tasks to automation results in immediate time savings and error reductions.

Consolidate ad spend into one system

Bringing all ad spend management into one platform means you can use automated budget pacing strategies to ensure precise spend and governance across channels and campaigns, portfolio-wide.

Centralize cross-channel reporting

Consolidating publisher data into one platform gives teams better oversight and reporting efficiency.

Focus on core accounts

Free up time, reduce waste, and drive better results for your most important accounts.

3 months

Key outcomes

81%
achieved faster account setup and campaign launches

67%
reduced over/underspend
67%

> A Digital Advertising Operating System allows for the ease of management in one place.
>
> --
> EXECUTIVE SURVEY RESPONSE

6 months

Stronger strategies for high-impact initiatives

Six months after implementing automation, teams transition from addressing bottlenecks to driving better outcomes. As teams gain capacity, they can take on initiatives geared toward growth and personalized client service.

Many of our surveyed agencies also report diversifying ad channels and better campaign performance after scaling AdOps processes with automation.

90% launched campaigns faster

71% implemented standardized processes across teams

Self-reported data from advertising executives and teams after using Fluency for six months.

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6 months

Best practices

Bring in real-time insights

Feeding multichannel data into a centralized system makes it easier to inform budget changes and optimize campaigns based on real-time signals.

Streamline new client onboarding

Modify onboarding procedures to align with automation strategies. For example, ask new clients to submit information via a standardized form to simplify data activation and accelerate setup.

Expand automation's scope

Once you get a few quick wins, you can apply automated strategies to new verticals, channels, or clients. Start with low-effort tests to reduce risk and understand opportunities.

Standardize and unify workflows

Create consistent, repeatable processes to ensure high-quality execution across all accounts. Centralizing operational processes helps maintain speed, quality, and control as you scale.

6 months

Key outcomes

50%

of teams manage more accounts with the same staff

50%

of teams focus more on client strategy

50%

> With automation, the team can handle more accounts at the individual level and scale client growth for the organization.
>
> --
>
> EXECUTIVE SURVEY RESPONSE

1 year

Scaling sustained growth and profitability

Early operational victories create a ripple effect: what starts as time saved here and there adds up to measurable financial impact. Executives find that ad teams can improve profit margins (more accounts, same workforce) while still maintaining high standards in execution and performance.

Most importantly, teams start working together as a cohesive unit to pull off multichannel strategies at scale, consistently delivering value that clients can see month after month.

84%

of agency executives report that automation improved revenue growth

8 mos

average time to positive ROI

Self-reported data from advertising executives and teams after using Fluency for one year.

1 year

Best practices

Unify teams for multichannel strategies

Train teams to work across platforms and adopt data-driven approaches. Client-focused teams (vs. channel-focused teams) deliver stronger cross-channel strategies and better results.

Maximize accounts managed per employee

Optimized workflows mean each employee can effectively manage more accounts. This enables your company to scale revenue without adding headcount.

Incorporate AI into daily workflows

Using AI that accesses multichannel data results in more proactive work, improved insights, and innovation, making it a powerful addition to your team's work.

Launch new services and channels

With automation handling more executional work, you can expand into new channels and services with minimal effort and risk.

1 year

Executive testimonials

> Fluency gives us the ability to scale, launch new clients, and make campaign changes with ease.
>
> --
>
> EXECUTIVE SURVEY RESPONSE

> A Digital Advertising Operating System is incredibly powerful! It allows us to optimize at scale
>
> --
>
> EXECUTIVE SURVEY RESPONSE

CHAPTER 4

From manual tasks to scalable operations

The six key indicators of modern AdOps success

CHAPTER 4

From manual tasks to scalable operations

Evolving from manual ad operations to scalable systems requires a fundamental shift in how you measure success and calculate ROI. Tracking the impact of advancements like AI and automation requires leaders to focus on a wider set of metrics than typical performance KPIs. Top advertisers evaluate everything from team efficiency to profitability and client relationships.

Here are six indicators you can use to evaluate automation's impact on AdOps scalability:

1. Labor savings

2. Profitability and resource optimization

3. Client lifetime value

4. Strategic focus and team enablement

5. Agility and speed-to-market

6. Future-ready growth and innovation

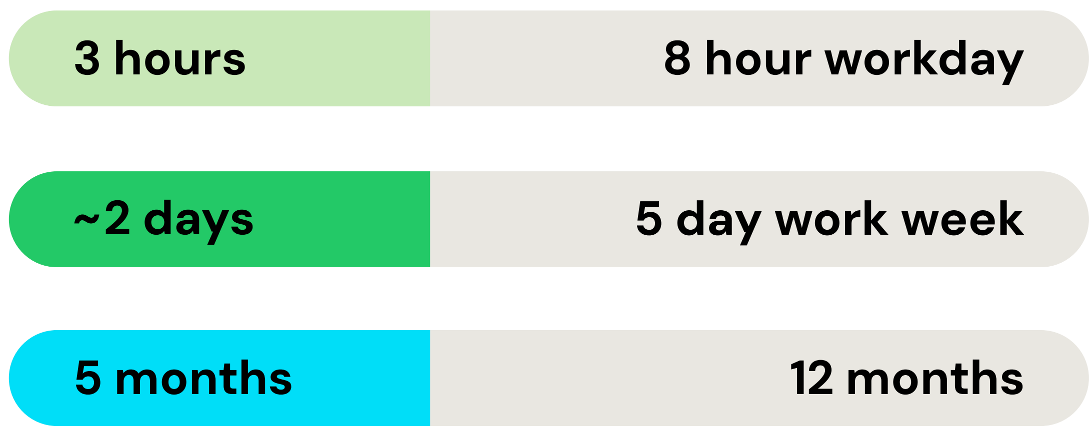
1. Labor savings

When it comes to operational scale, one thing is abundantly clear: less manual work is foundational for sustainable and long-term profitability. Reducing execution burdens means ad teams can put that time towards more high-value efforts that move the needle on business growth.

Automation gives people back **39% of their work week** by reducing the time to perform core AdOps tasks.

That's 3 hours back in every workday...

...or 5 months of work every year!



"Automation gives us more consistent launch and campaign structure."

"Automation reduces manual efforts to allow for more strategic oversight."

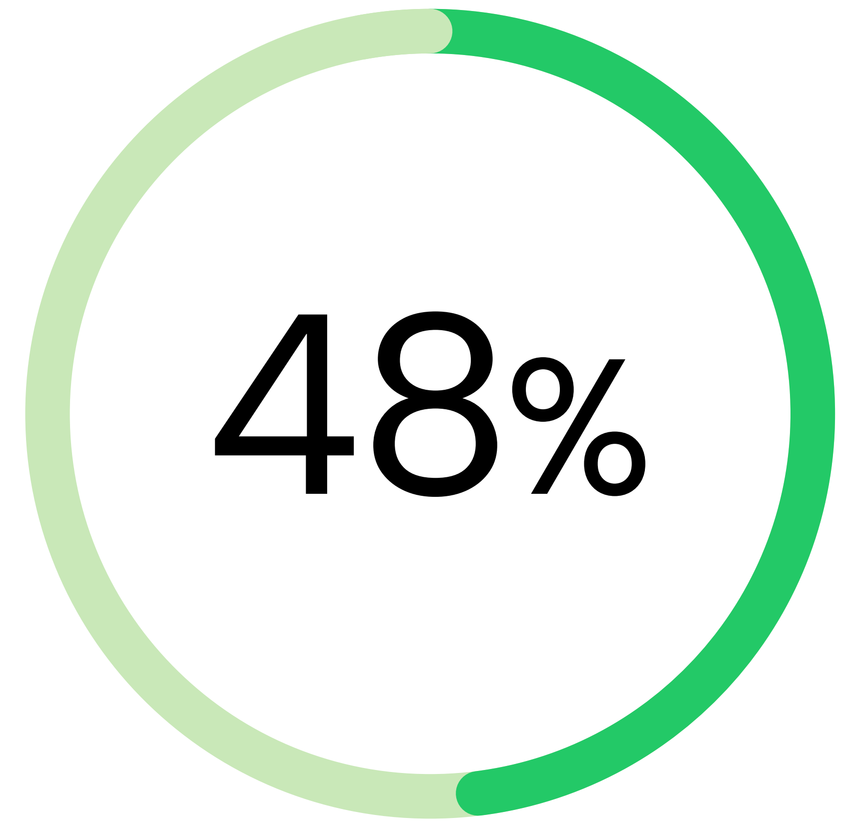
94% of advertising execs reported that **automation was impactful** in helping improve campaigns and account launches.

33% of those execs rated automation's impact on these workflows as "**transformative.**"

2. Profitability and resource optimization

When operational costs drop, margins improve. Automation can help you achieve operational cost efficiency by reducing overhead, eliminating or mitigating redundant tool costs, and preventing operational risks like client credits and make-goods.

Tracking operational overhead costs helps you spot opportunities to improve profit margins and reallocate valuable human resources to initiatives that drive greater business impact.



After 3 months with automation, 48% of respondents stated that the same team could manage more accounts.

> Fluency improves the ability to deliver services without additional costs or increased mistakes.

> Automation reduced the need to constantly hire to keep up with new account setups.

After a year with automation, 39.5% of advertisers reported using fewer tools than before automation.

3. Client lifetime value

Improving client service is an operational priority for 69% of our surveyed ad executives over the next one to two years. Automation helps teams spend less time on repetitive tasks, allowing them to focus on delivering great service and anticipating client needs.

Shifting teams from operational firefighting to building strategic partnerships creates sustainable growth that compounds over time, improving client retention and reducing churn.

50%

After 6 months, 50% of advertisers report having more capacity for client strategy and/or services

69%

of executives are prioritizing client service in the next 1-2 years

"Automation has allowed us to focus on quality, performance, and client satisfaction."

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4. Strategic focus and team enablement

Automation can handle mundane, repetitive tasks so teams are freed to focus on advanced campaign analysis, creative strategy development, client relationships, and performance optimization—the strategic tasks that move the growth needle.

57%

of execs say automation has enabled teams to focus more on advanced campaign analysis

25%

improved campaign performance in only six months

> Automating the management of our lower-spend clients means we can invest more time in creative strategies for our higher spend accounts.

> Automation leaves time for the team to focus on the things that matter — analyzing performance, defining our strategy, and client communication.

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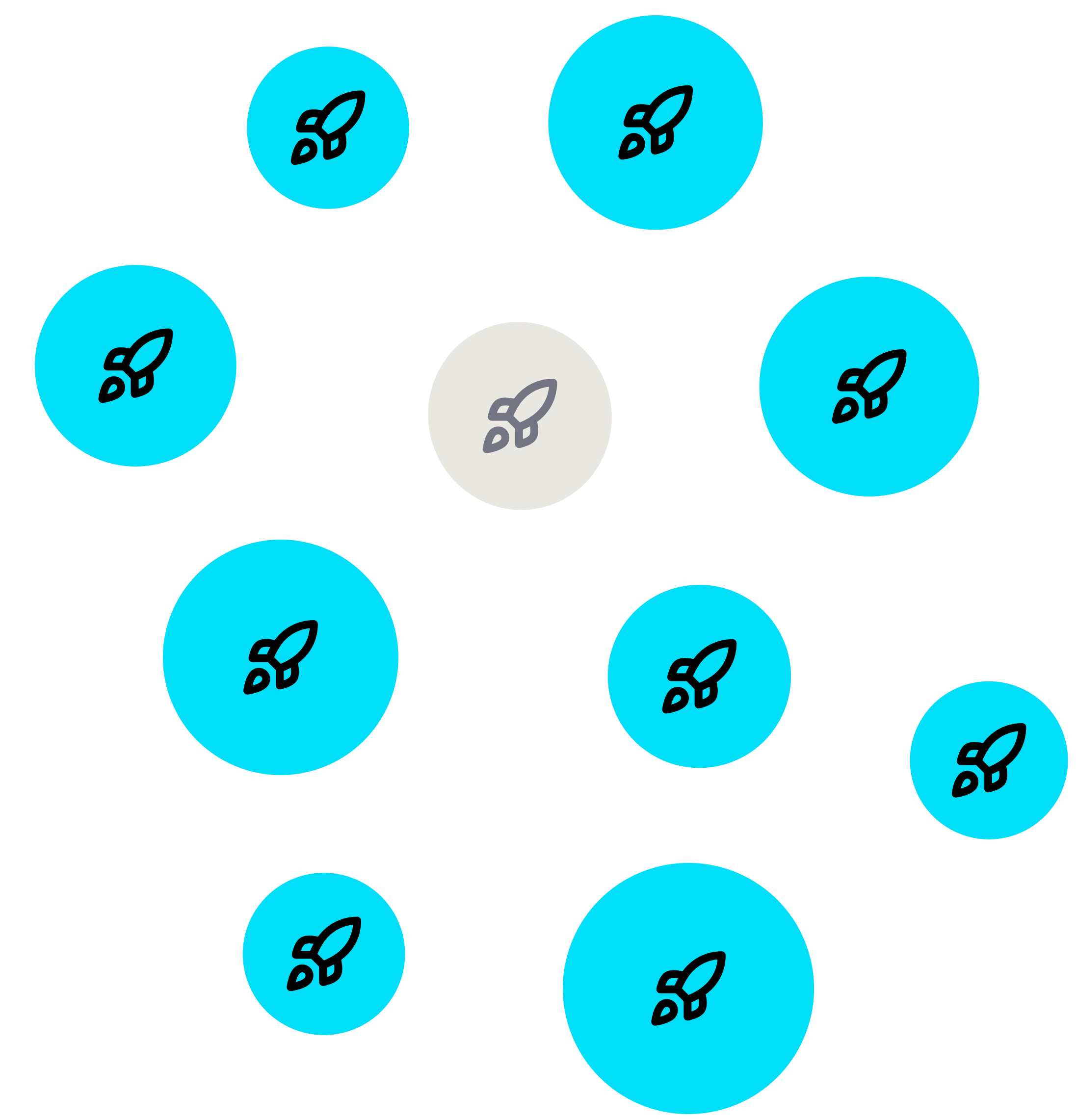
5. Agility and speed-to-market

Automation improves operational agility by dramatically accelerating campaign launches, reducing setup times, and enabling rapid responses to market opportunities.

Operational speed is the secret to seizing new opportunities and delivering consistent results without adding more work, all at scale. Calculating how quickly teams launch campaigns accounts for a wide range of operational improvements—process standardization, reduced manual work, and overall speed—in one clear, measurable data point.



By 6 months, 90% of executives reported faster account setup and campaign launches.

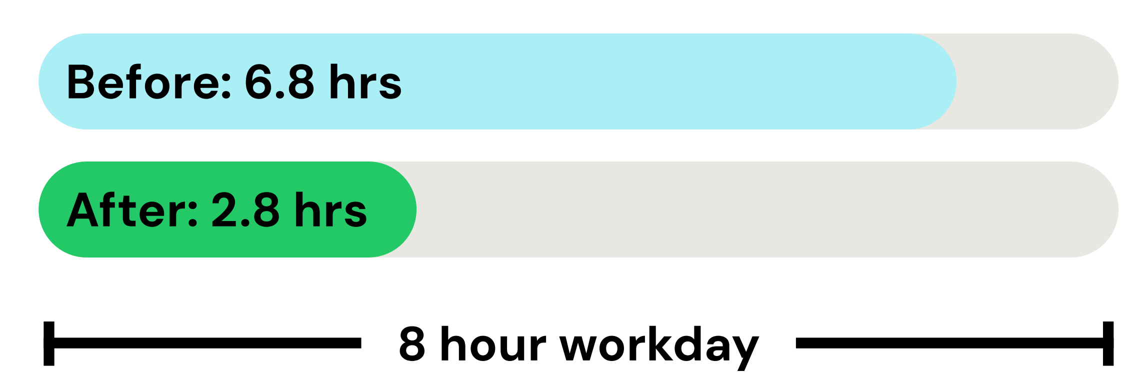
71%

were able to standardize processes after 6 months

71%

"The ability to standardize account management across all teams and platforms is so valuable."

For surveyed teams, automation reduces campaign build and launch time by an average of 59%

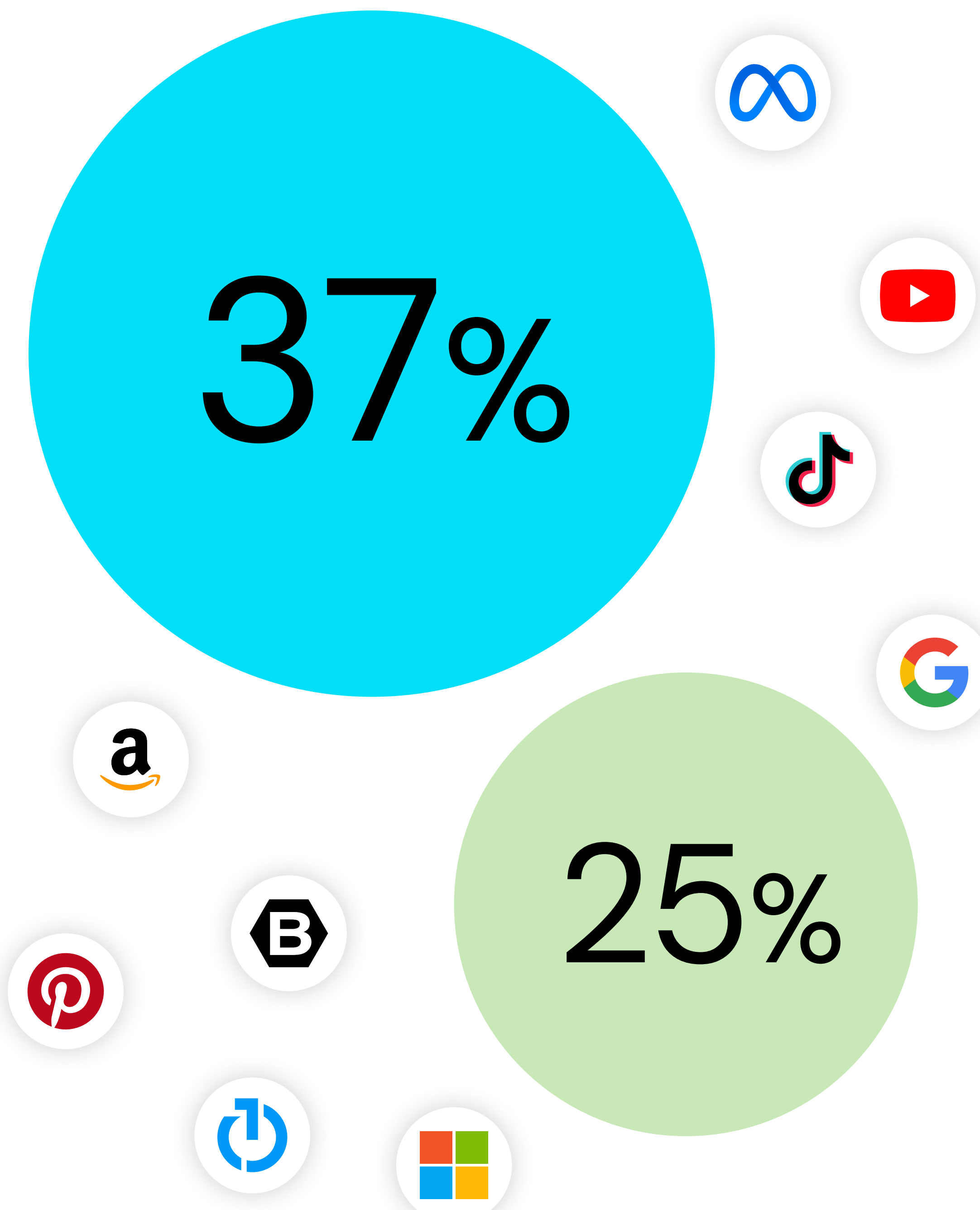


6. Future-ready growth and innovation

Every advertiser has its own "secret sauce" and unique goals, but they share one priority: 81% of executives we surveyed want to incorporate AI into AdOps workflows, topping the list of strategic objectives.

No matter your goals, getting time back to engage your team in strategic projects is a valuable and necessary investment. Automation opens up time for experimental initiatives—AI adoption, channel mix expansion, testing new channels—without operational drag.

37% of advertisers reported launching or testing new channels more easily after using automation for 6 months.



25% of advertisers reported that automation enabled changes or an expansion in their advertising channel mix.

> With the current complexity of digital advertising, maintaining current products while developing new ones is becoming more and more time-consuming.
>
> An operating system that carries its share of the weight is worth everything.

64%

have more time for strategic planning for growth

64%

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CHAPTER 5

Real-world success stories

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Hear from leading advertisers who turned scale into their competitive advantage

CHAPTER 5

Real-world success stories

While many teams understand the theory behind effective AdOps, few successfully implement the right organizational changes to transform how their teams operate.

Here are three advertisers who cracked the code:

CyberMark reduces campaign setup time by 80%

Innocean increases productivity by 10x without expanding headcount

Wedgewood Weddings and Events reduced monthly paid media operational costs by more than 50%

Scaling operations: CyberMark reduces campaign setup time by 80%

CyberMark is a leading digital marketing agency specializing in localized advertising for franchises and small-to-medium businesses. With campaigns spanning hundreds of locations across multi-location brands, the team relied heavily on time-consuming manual workflows. These processes directly limited their ability to scale their operations efficiently.

The company implemented Fluency to centralize and streamline its multi-location campaign operations. The CyberMark team codified their strategic playbooks into dynamic, automated workflows that enabled near-instant multi-location campaign launches. These operational improvements allowed CyberMark to scale campaigns efficiently while maintaining brand compliance and delivering better client results.

Read the full story →

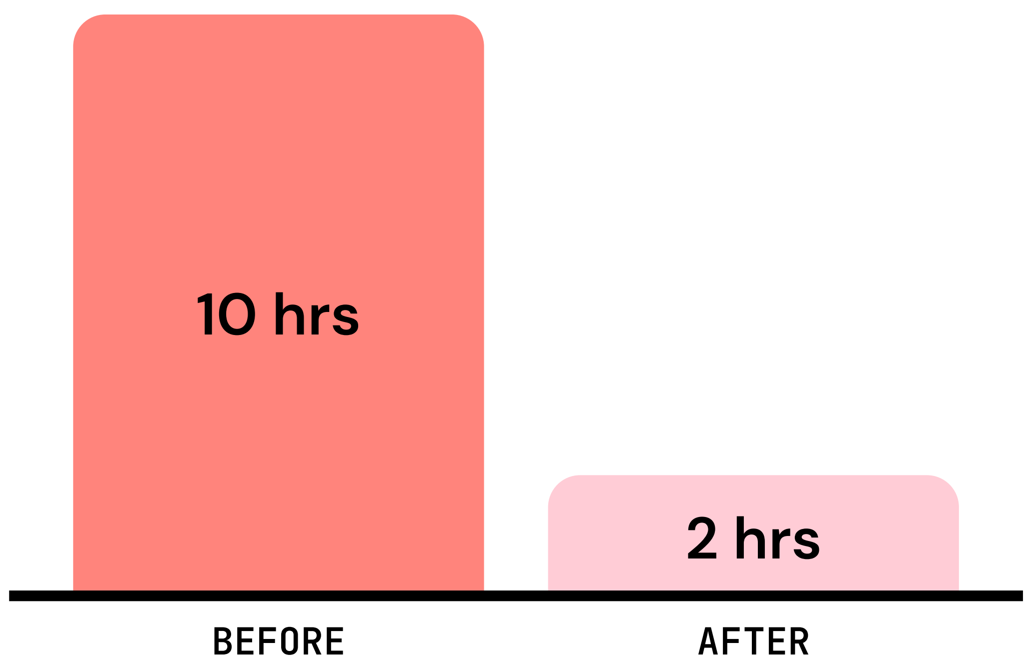
80% increase in YoY conversions for a key client

99% decrease in campaign errors for new launches

30% decrease in onboarding time for new franchise clients

> The small tasks can unexpectedly take up much of your day.
>
> What seems like a five-minute task can become complex, involving multiple tabs, follow-ups, and double-checking. But with Fluency, bringing these tasks together on a single platform has significantly streamlined our operations.
>
> --
>
> BRITTANY WEST, SENIOR DIRECTOR OF MARKETING SERVICES AT CYBERMARK

80% reduction in campaign setup time



INNOCEAN

Strategic gains: Innocean increases productivity by 10x without expanding headcount

Innocean is a global advertising agency operating in 19 countries, with its Tier-3 Automotive team in Canada managing search, social, display, and video campaigns for local dealerships and dealer groups. The team wanted to grow customer accounts without increasing staff and while maintaining high-touch service levels.

Fluency played a critical role in helping Innocean streamline campaign management to free up more time for strategic work. By automating repetitive tasks like budget pacing, cross-channel updates, and campaign creation, the Innocean team scaled their operations while dedicating focus to strategy and performance optimizations.

Read the full story →

85%
increase in conversion rates

50%
reduction in time spent on campaign management

10x
Increase in productivity without hiring additional staff

> A lot of customers are happy with the time spent servicing their accounts, the turnaround time for creative development, and the go-to-market timelines.
>
> From a qualitative perspective, happiness and sentiment are much better than when we were manually trying to pace and optimize account strategies.
>
> --
>
> CAROLINE VILLARROEL,
> GROUP DIGITAL MEDIA DIRECTOR
> AT INNOCEAN

WEDGEWOOD WEDDINGS

Financial impact: Wedgewood Weddings and Events reduced paid media operational costs by +50%

Wedgewood Weddings and Events is a leading provider of professional events with more than 75 venues across the United States. Managing multichannel campaigns for such a large, multi-location portfolio required significant time and resources—including 70% of their marketing budget for outsourced partnerships.

The company believed centralizing their AdOps could help them better manage their multi-location campaigns at scale. By integrating all budgets and campaigns into Fluency, the team could both manage their localized campaigns in-house and stop paying expensive agency fees to hit their goals. This resulted in a 50% decrease in their overall paid media operational costs, helping them achieve significant cost savings.

Read the full story →

50%
cut in monthly paid media operational costs

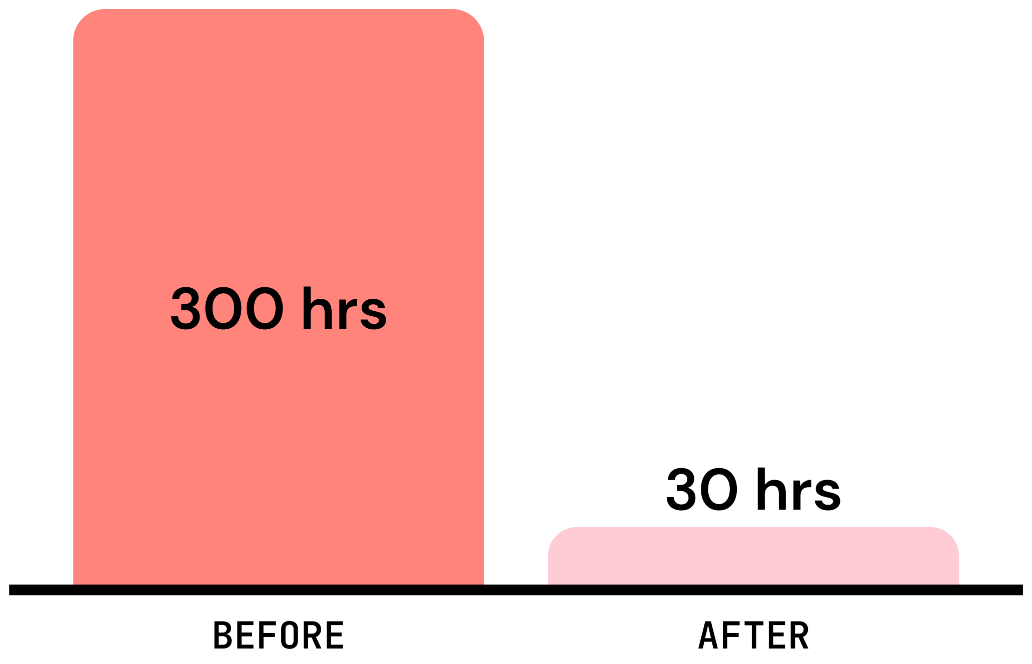
IMPROVED LEAD GENERATION

17%
increase in appointments per location

49%
reduction in cost-per-acquisition YoY during peak months

> Using Fluency to automate both our launch strategy and localized campaign reporting allowed us to grow really fast and move on to bigger and better things. We use it every day.
>
> --
>
> CASSIE ALLINGER, SENIOR DIRECTOR OF GROWTH MARKETING AT WEDGEWOOD WEDDINGS AND EVENTS

90%
reduction in overall time spent on campaign management per week



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CONCLUSION

The first steps to scalable growth and reduced risk

Here's a quick rundown of what we've covered in this guide:

When implemented effectively, automation and AI are so much more than tools. These technologies can act as transformative forces, reshaping how your advertising operations scale, innovate, and deliver value.

Tangible ROI within a few months

Automation delivers measurable improvements in efficiency, profitability, and scalability starting at 3 months post-implementation and expanding to fully radical within the first year.

Teams achieve their strategic potential

By reducing manual tasks, teams gain the capacity to focus on high-value, strategic initiatives that drive long-term success.

Cost savings translate to bottom-line growth

Integrating comprehensive automation workflows amplifies results, reduces operational costs, and drives sustained innovation.

The journey to scalable growth starts with evaluating your current processes, preparing your data, and aligning your team for success.

Whether you're just beginning to explore automation or ready to take the next step, the time to act is now.

Need more data-driven proof to build a case?
Download our Agency Benchmark Report for side-by-side comparisons of agencies before and after automation.

Read now →

Curious about specific AI and automation use cases in advertising?
Explore our AI & Automation Guide for best practices, identifying the right workflows to improve, and more.

Read now →

Preparing for implementation?
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About Fluency

Fluency is the only digital advertising operating system engineered for organizations that run complex digital media portfolios. The first solution to combine purpose-built Robotic Process Automation for Advertising with integrated AI, Fluency addresses critical advertising operations challenges by streamlining resource-intensive tasks associated with digital advertising content generation, execution, management, and optimization. The result is an easily scalable system that has helped category-leading agencies and brands achieve transformational time savings, operational efficiency, and profitability.

Fluency manages over $2.5b in annual ad spend and routinely ranks #1 for performance and client support on G2. For more information, please visit www.fluency.inc

About this report

This report is based on a survey of advertisers running Fluency across various industries. The survey explored where executives and ad teams believe automation and AI are driving the most significant impact on their AdOps processes.

The advertisers surveyed work with ad teams ranging from two to 100+ employees.

The Digital Advertising
Operating System