



# Unlocking the power of multichannel advertising at scale.

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Key trends and opportunities for today's ad ops leaders.



# The digital advertising landscape is experiencing robust growth.

[Projections from Dentsu](#) indicate an overall digital ad spend increase of 6.5% year-over-year. In particular, Programmatic channels, currently making up over 70% of digital advertising expenditure, are also forecasted to sustain double-digit growth rates.

At the same time, the channel landscape is becoming more intricate and multi-layered. Google is set to further prioritize and reward goal-oriented advertising strategies, emphasizing goal-based bidding and the integration of rich-media formats. Simultaneously, Meta is doubling down on its investment in artificial intelligence to enhance ad targeting capabilities. Amazon is also rapidly expanding its Demand-Side Platform (DSP), along with its capabilities to cater to non-endemic advertisers, reflecting the company's ambition to be a formidable player in the digital ad space.

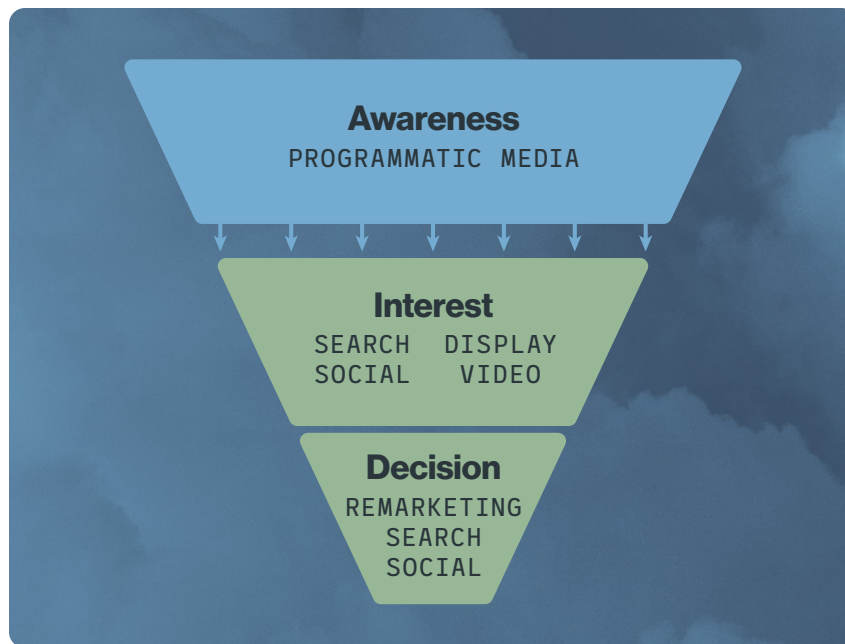
As we navigate this dynamic environment, understanding the interplay between various digital ad platforms and the technology that fuels them is crucial for advertisers to stay ahead.

## This guide will help you:

- 1. Understand key trends in the advertising landscape:** Explore the evolution of the advertising landscape in 2024, emphasizing new endemic channels and the rise of innovative ad formats that are reshaping how we connect with audiences.
- 2. Evaluate your automation strategy:** Uncover the latest best practices for leveraging ad automation effectively. Learn how to prepare your organization to adopt these tools for maximum efficiency.
- 3. Shape your AI approach:** Understand where AI can be safely integrated into your advertising strategy to yield scalable results while minimizing risk to your business.
- 4. Achieve multi-channel success:** Analyze proven case studies that demonstrate how to implement a multichannel strategy effectively at scale.
- 5. Maximize brand safety:** Learn the emerging risks accompanying compliance and brand safety in digital advertising and how to mitigate them in your strategy.

## The landscape for shaping customer experiences and journeys is more dynamic than ever.

Adoption of “full-funnel”, multi-channel advertising strategies is critical in the ongoing evolution of the digital advertising landscape. By integrating demand generation with programmatic channels, agencies gain the opportunity for sustained relevance and the potential to engage audiences at all stages of the marketing funnel.



This approach can leverage new advancements in rich media ad formats and improved audience targeting, enabling a level of content and creative flexibility that helps advertisers better reach and engage consumers.

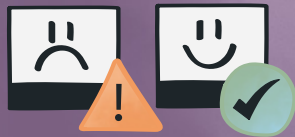
Transitioning into the realm of technological advancements, the dynamic between ad tech and the fusion of AI and automation ushers in a new era of strategic agility and innovation. AI can analyze vast amounts of data, predict outcomes, and accelerate content ideation and development, but must be governed effectively to prevent major business risks. Automation can support AI governance and perform tasks, such as managing various ad formats, without human intervention.

The adoption of these sophisticated tools not only magnifies the personalization of campaigns, especially in rich media landscapes, but also empowers agencies with actionable insights, steering data-driven choices. By adopting these cutting-edge tools within a well-orchestrated strategy, agencies can enhance their campaign effectiveness, creating a greater impact through tailored and tested advertising content.

[According to HubSpot's 2024 State of Marketing Report:](#) 77% of marketers acknowledge that generative AI assists them in crafting content that resonates on a more individual level. Likewise, 72% of those employing AI and automation have observed enhanced capabilities in tailoring experiences to each customer's preferences. Moreover, approximately 70% of marketers leveraging these innovations have noted improvements in the broader customer experience spectrum.

## To scale successfully, advertisers must evolve their operations to overcome a “crisis of capacity”.

The shifts and trends noted above present opportunities for innovative agencies to extend their reach across platforms, boosting consumer engagement. Embracing technology enhances efficiency and elevates service standards, enhancing customer experiences. This empowers your team to focus on strategic initiatives, optimize resources, and remain competitive in a shifting ad environment.



Brand safety and compliance is getting more complex



More formats = more creative management needs. AI can help but must be governed effectively.

## However, amid these overall trends, agencies today also face several challenges.

Advertisers have heightened expectations: the demand for integrated omnichannel strategies and intricate media purchases is escalating, alongside concerns about managing brand safety and compliance, as well as mitigating risks.

Agencies are still adapting their operations to effectively leverage AI. Some organizations, eager to embrace AI, may do so prematurely or ignore the need for human oversight, creating potential pitfalls.

Brand safety and compliance are increasingly important considerations as the overall digital ecosystem grows and media buys become more sophisticated.

Ad execution, management and reporting, already labor intensive without automation, will become prohibitively difficult to scale as rich media formats proliferate.

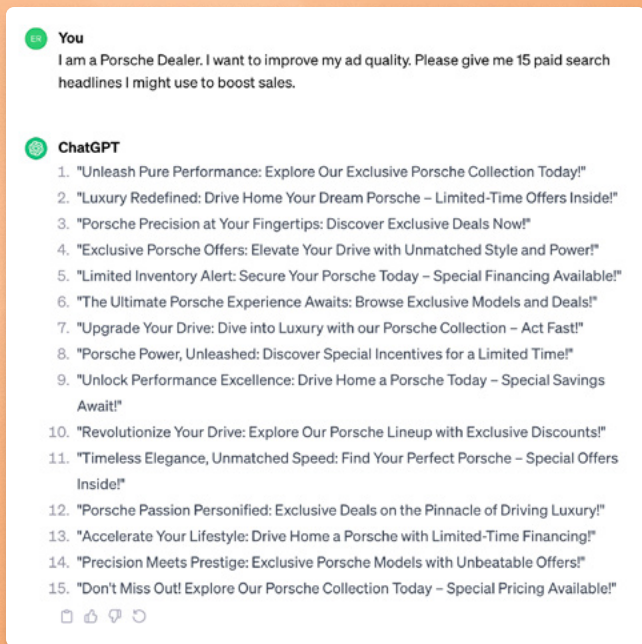
## The result?

Extreme pressure on advertising operations—forcing tradeoffs in quality, oversight, client success and strategy.



## Automation and “attended AI” can drive scalability and mitigate risk.

The rise of automation and AI has revolutionized how agencies operate – unlocking unprecedented capabilities across different media formats and streamlining labor-intensive workflows. This includes complex tasks like reporting and geo-targeting.



However, deploying these innovative technologies requires a carefully crafted strategy and robust safeguards to mitigate potential pitfalls. As the digital advertising landscape continues to evolve, the importance of maintaining brand integrity and regulatory compliance becomes increasingly critical. Without human oversight, AI algorithms could inadvertently violate established guidelines, resulting in reputational damage and legal challenges.

For example, within the automotive industry, Porsche imposes penalties on dealerships that use terms like 'deals' or 'discounts' in their advertising. The image shown at left illustrates how ChatGPT might produce multiple paid search titles incorporating terms that do not comply with the set guidelines.

Moving forward, it won't be enough for advertisers to solely experiment with generative AI; they should also assess how well it integrates with brand safety tools and automation.

By embracing AI technology with brand safety protocols and automation, advertisers can both navigate these challenges and scale their operations effectively. Automated solutions can monitor and uphold brand standards across various media platforms, ensuring uniformity in brand representation and reducing the risk of compliance breaches. This streamlined approach also frees up critical time and resources for businesses to both scale effectively and invest in essential functions.

## STRATEGIES AND USE CASES FOR SUCCESS

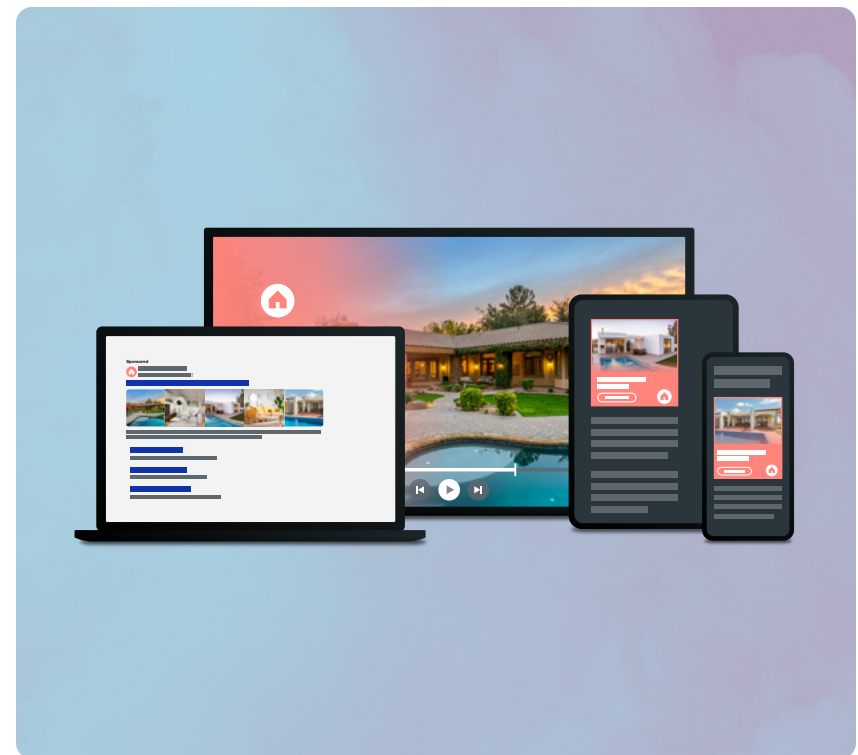
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### Strategy 1

## Leveraging automation & AI for strategic growth in the multifamily sector.

A compelling example of automation and AI in action has led to remarkable outcomes for a leading agency in the multifamily industry faced with two core challenges: a need to grow accounts without adding headcount and the need to improve ad relevance at scale. By leveraging automation, the agency now has the tools to streamline the execution of their large-scale, multichannel campaigns, ensure compliance and gain control over their dynamic inventories—all without needing to grow their staff. This allows their existing teams to dedicate more effort to high-level campaign strategy, an essential element in an intensely competitive market with evolving inventory needs.

This leader in the multifamily sector is also employing AI to help parse and standardize vast amounts of data, which aids in generating automated reports. These reports are then expertly tailored to meet the individual needs and preferences of each client, showcasing a seamless blend of efficiency and personalization. Through the dual forces of automation and AI, the agency not only accelerates delivery times and ensures compliance, but also provides its strategists with tools to deliver bespoke insights, enhancing client satisfaction.



## STRATEGIES AND USE CASES FOR SUCCESS

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### Strategy 2

#### Using automated account creation and ads trafficking to save strategist time.

Dealer.com, a leading digital marketing provider in the automotive industry, faced unique challenges due to its scale and access to shopper data. With over 10,000 dealerships and 3,000 active advertisers, Dealer.com needed a solution that could effectively manage tailored, local campaigns and automate PPC and social management.

[Partnering with Fluency, Dealer.com implemented a groundbreaking solution featuring Fluency's 'Blueprints'](#) that allowed for mass deployment and refinement of campaigns with unique business logic. This streamlined the process, enabling swift execution within minutes instead of days. Dealer.com now benefits from automated management of their marketing efforts across multiple channels, including PPC, Facebook, and programmatic advertising.

Throughout the three-year partnership with Fluency, Dealer.com has significantly increased its ability to integrate proprietary Cox Automotive data on behalf of clients and execute campaigns at scale. This has resulted in unparalleled data integration, operational efficiency, and best-in-class outcomes for clients. Fluency has supported nearly 10,000 accounts and nearly 500,000 campaigns across various channels, resulting in potential time savings of over 208,332 hours compared to traditional methods.

In a recent collaboration, Dealer.com partnered with a top North American dealership group to deliver exceptional advertising during the spring selling period. By combining their multi-channel strategy with Fluency's platform, the campaign achieved remarkable results, including a 300% increase in click-through rate, a 2x increase in conversion rate, and a 20% lower cost-per-lead.

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

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BEN GILBERT, SENIOR DIRECTOR,  
ADVERTISING INNOVATION

## KEY TAKEAWAYS AND NEXT STEPS

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To summarize, the rise of multichannel marketing strategies has amplified the campaign complexity, exacting a significant toll on agencies as they juggle diverse media platforms.

### 1.

#### **Multichannel execution is increasingly complex, forcing agencies to adapt and make tradeoffs:**

It's crucial to periodically assess whether your teams have sufficient time to allocate toward strategizing versus being bogged down by manual, repetitive tasks. This can illuminate areas where processes might be streamlined or automated, freeing up valuable time for more strategic, high-impact activities that drive forward progress and innovation within the organization.

### 2.

#### **Coordinated multichannel execution requires unified data:**

The synchronization of multichannel strategies hinges on the backbone of unified data. By pinpointing where manual processes still persist, agencies can unlock the full potential of their data, facilitating enhanced activation and more strategic decisions.

### 3.

#### **AI accelerates creative execution, but must be governed by your business logic:**

AI is revolutionizing the pace and efficiency of creative execution. However, its deployment within an agency's ecosystem must adhere to a framework guided by established business logic to ensure automation and AI tools scale appropriately and align with business objectives.





**Looking to harness the power of automation and AI?  
Fluency is at the forefront of this shift.**

By leveraging both automation and AI, agencies won't just reclaim valuable time and enable scale; they will also maximize their core differentiator: their ideas, their people and their talent.

Here at Fluency, we're proud to be at the forefront of this shift.

By leveraging AI and automation, we've seen first-hand how advertisers can unlock unique opportunities for growth, efficiency, and success. We would love to walk you through the benefits today.

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