



Advertising intelligence built for action.

High-performing ad teams don't need another disconnected AI tool. They need intelligence that works where they work.

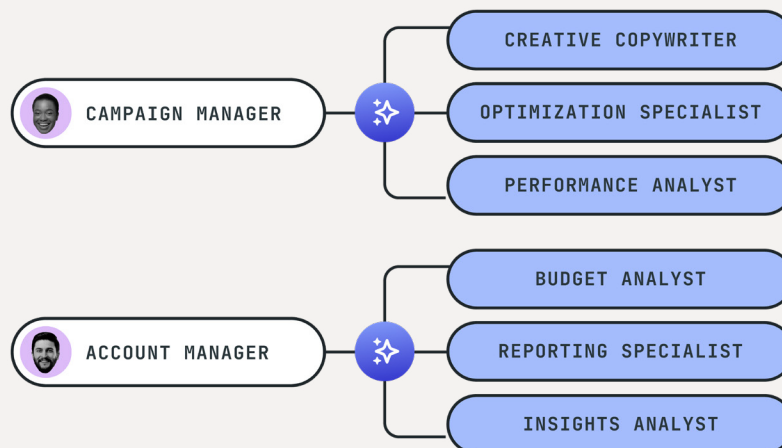
Muse is natively embedded in Fluency's operating system—a secure, contextual AI that acts directly within your campaigns, data, and workflows. The result: AI that powers every stage of campaign management without extra tabs, risky plug-ins, or lost context.



Multiply expertise across every role—without adding headcount.

Muse is designed for modern advertising teams managing complex, multi-account, multi-channel portfolios. Acting as a true extension of your team, it expands capacity—analyzing performance, surfacing opportunities, and powering execution faster than ever.

50% increase in analyst efficiency*



Powering your most critical workflows.

CREATE

Generate ad-ready content in seconds.

On-brand copy, headlines, creative, and keyword sets—tailored to your brand voice, campaign goals, and publisher best practices.

ANALYZE

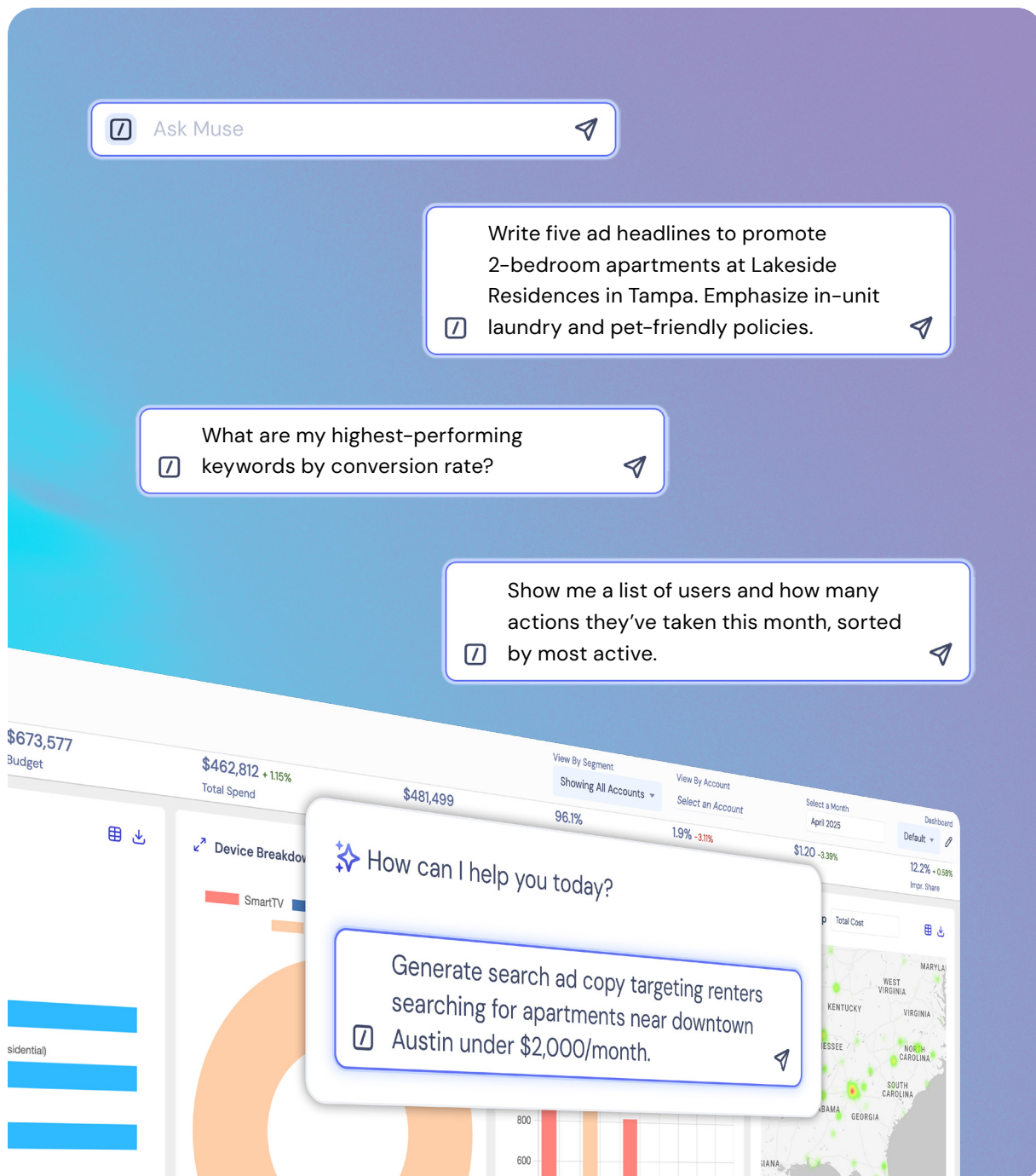
Performance insights that cut through the noise.

Muse surfaces real-time trends, KPI shifts, and anomalies—delivering instant clarity, context, and confidence to act.

OPTIMIZE

Sharper strategy, smarter workflows.

Identify inefficiencies and missed opportunities across campaigns and operations. Refine what's underperforming and scale what works.



Trusted, secure, and tailored to your business.

Muse is trusted by top-performing digital advertisers to accelerate productivity, improve performance, and reclaim time for strategy.

Your data stays private, your strategies stay protected, and your AI stays aligned with your business—always.



Built for multi-account, high-volume digital advertisers



Embedded where the work happens—no extra tabs



Personalized AI responses based on your performance data



Complete control and enterprise-grade security



Secure, closed-walled AI architecture with no data egress

Partner	Average Optimization Score	Approved Budget	Applied Budget
Google	94.49%	\$342,030	\$342,478
Facebook	93.83%	\$683,621	\$583,621
Twitter	95.62%	\$408,096	\$419,344
LinkedIn	95.02%	\$397,031	\$397,031
YouTube	99.12%	\$14,600	\$5,890
Instagram	93.41%	\$319,317	\$320,955
Pinterest	94.42%	\$351,798	\$351,798
Snapchat	95.76%	\$384,401	\$385,105
Skype	94.49%	\$384,369	\$383,451
WhatsApp	94.37%	\$507,533	\$498,146
Telegram	96.32%	\$208,000	\$272,300



Fluency's Muse AI has been a game-changer for our team. By combining its capabilities with our deep understanding of the client, we've been able to drive meaningful performance enhancements and deliver actionable insights.

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JEREMY WILLIAMS,
DIGITAL MEDIA STRATEGIST AT STRATEGIC AMERICA*



With Muse AI, our team can quickly generate unique and compelling ad copy for new campaigns, get analysis on campaign performance, and real-time optimization recommendations, all while never having to bounce from one tool to another. What puts Fluency ahead is how they implement AI tools that are integrated into existing workflows, understand the context of what you're working on without user intervention, and are continuously honed and refined to add powerful leaps forward in productivity.

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DOUG MCARTHUR,
SENIOR DIGITAL ADVERTISING STRATEGIST AT sMEDIA

Pricing

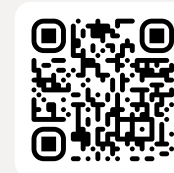
Muse grows with you. As AI helps you do more, you have the freedom to scale usage when you need it.

Starting at

\$500/mo

*Expand easily with additional
usage blocks in \$500 increments.*

Ready to Meet Your Muse? Connect with us.



fluency.inc/schedule-demo
info@fluency.inc