

# Fluency Product Packages

Choose the plan that's right for your team:

		Foundations (READ ONLY)	Pro	Ultimate
<b>Account Management</b>				
<b>Comprehensive channel integration</b>	Directly integrate with Google, Meta, Amazon, Microsoft, Pinterest, Basis Technologies, and The Trade Desk.	✓	✓	✓
<b>Bulk campaign management</b>	Scale updates across your portfolio to stay ahead of market changes.	—	✓	✓
<b>Flexible data ingestion</b>	Easily configure account-level and global-level data sources.	—	✓	✓
<b>Keyword management</b>	Bulk edit, apply recommendations, and manage negative keywords across campaigns to refine targeting and reduce wasted spend.	—	✓	✓
<b>Cross-channel management</b>	Centralize accounts, campaigns, locations, channels, and creatives.	—	✓	✓
<b>Campaign settings replicator</b>	Scale campaign settings across accounts to ensure consistency.	—	✓	✓
<b>Automate timely specials and short-term offers</b>	Schedule and automate temporary ad copy changes, including automatic reversion after a set period, with the industry-unique "Broadcast" feature.	—	✓	✓
<b>Customizable performance bounds</b>	Set custom performance thresholds by metric and vertical to automatically flag accounts that fall outside defined ranges for further review.	—	✓	✓
<b>Reporting and Insights</b>				
<b>Notifications and alerts</b>	24/7 portfolio monitoring and real-time alerts help you prioritize critical account issues. Resolve discrepancies and apply recommendations instantly in one UI.	✓	✓	✓
<b>Centralized report dashboard</b>	Comprehensive dashboard view of portfolio performance and account-level metrics.	✓	✓	✓
<b>Data Explorer</b>	Answer every question about how your campaigns are performing with comprehensive, customizable portfolio-wide insights and full integration with your other reporting tools..	✓	✓	✓
<b>Report designer</b>	Easily configure real-time, actionable reports across publishers based on your unique strategy.	✓	✓	✓
<b>Campaign analyzer</b>	Identify and resolve issues like budget constraints, underperformance, or targeting errors directly within the platform.	✓	✓	✓
<b>Peer Insights</b>	Benchmark performance against industry peers and optimize key metrics using actionable recommendations.	✓	✓	✓
<b>Account performance management</b>	Analyze performance trends over time, reviewing the impact of changes.	✓	✓	✓

		Foundations (READ ONLY)	Pro	Ultimate
<b>Reporting and Insights (continued)</b>				
<b>Change history</b>	View detailed logs of all actions across accounts with advanced search and filtering options.	✓	✓	✓
<b>Analyst portfolio health</b>	Track your team's performance KPIs and portfolio health.	—	✓	✓
<b>Budget Management</b>				
<b>Overspend protection</b>	Optimize spend across your portfolio, based on channel or portfolio-wide requirements. Pause spend when exhausted.	—	✓	✓
<b>Underspend mitigation</b>	Ensure every dollar is spent effectively.	—	✓	✓
<b>Flexible pacing</b>	Customize pacing strategies to ensure budgets are managed strategically each month.	—	✓	✓
<b>Customizable budgeting</b>	Automate reallocations, budget rollovers, and generate client-facing proposals.	—	✓	✓
<b>Automation with Blueprints</b>				
<b>Automated account and campaign creation</b>	Automate the creation and launch of new accounts and campaigns, enabling a 90% faster time-to-market.	—	—	✓
<b>Data-powered advertising</b>	Synchronize your ad campaigns with real-time updates from your data sources using Blueprints tags, ensuring that messaging, targeting, and budgets adapt instantly to changing conditions.	—	—	✓
<b>Compliance and brand safety controls</b>	Leverage pre-configured rules and governance frameworks to ensure all campaigns comply with brand, industry, and legal guidelines.	—	—	✓
<b>Valid when conditions</b>	Set specific parameters to control the enablement of ads or components based on predefined conditions, ensuring ads reach the right audiences at the right time.	—	—	✓
<b>Scaled quality control</b>	Gain real-time insights into ongoing and completed launches, enabling effortless quality assurance and troubleshooting across publishers.	—	—	✓
<b>Scaled trials and optimization</b>	Experiment with different strategies using Blueprints A/B testing. Optimize campaigns efficiently by identifying top-performing variations and implementing improvements at scale.	—	—	✓
<b>Inherit from</b>	Seamlessly migrate settings and configurations from existing campaigns to new Blueprints campaigns, ensuring consistency and avoiding duplication while phasing out old campaigns.	—	—	✓
<b>Blueprints performance metrics</b>	Monitor and analyze performance across Blueprints with detailed 30-day insights.	—	—	✓