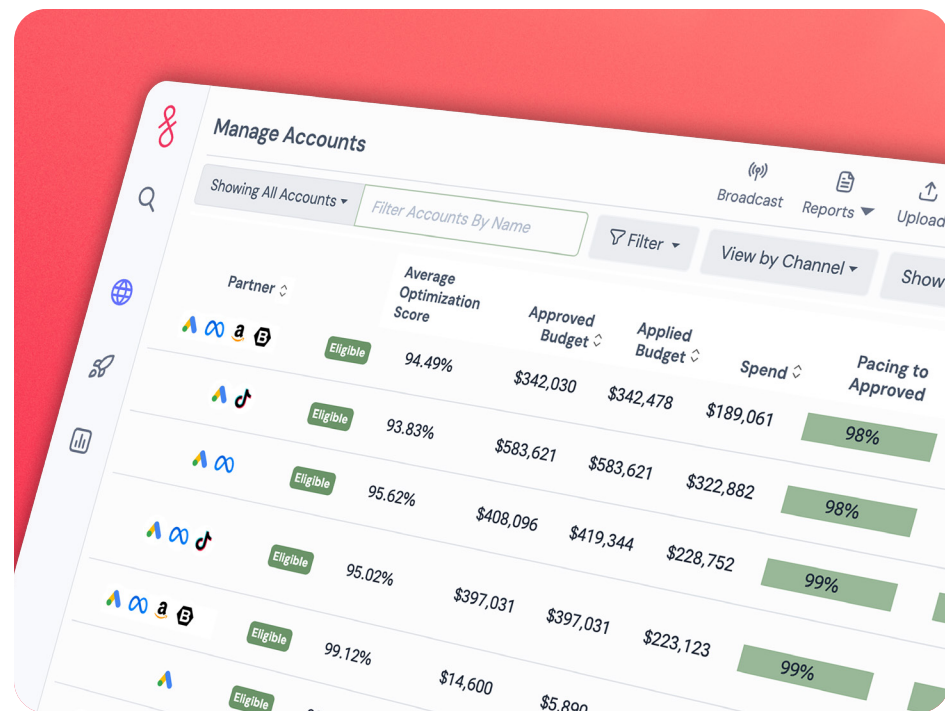


# Fluency Pro

Save 90% more time on ad execution and management with the automation solution built for high-growth agencies.

--

You need results and scalability, not complexity. The **Fluency Pro solution** frees teams from repetitive tasks and bottlenecks so you can deliver more strategic value.



The screenshot displays the 'Manage Accounts' interface of the Fluency Pro solution. It features a table with columns for Partner, Average Optimization Score, Approved Budget, Applied Budget, Spend, and Pacing to Approved. The table lists several accounts with their respective metrics and 'Eligible' status. The interface also includes search and filter options at the top.

Partner	Average Optimization Score	Approved Budget	Applied Budget	Spend	Pacing to Approved
Eligible	94.49%	\$342,030	\$342,478	\$189,061	98%
Eligible	93.83%	\$583,621	\$583,621	\$322,882	98%
Eligible	95.62%	\$408,096	\$419,344	\$228,752	99%
Eligible	95.02%	\$397,031	\$397,031	\$223,123	99%
Eligible	99.12%	\$14,600	\$5,890		

## One central OS. Unlimited scalability and performance.

Fluency connects data, processes, and advertising channels into one platform that uses secure AI and automation to scale your operations.

### Typical partners experience:

Proven, transformational labor savings.

Increased profitability.

90%

time savings  
on report  
creation

97%

time savings  
on budget  
management  
and pacing

71%

time savings  
on campaign  
optimization

3x

more accounts  
managed per  
strategist

# Transformational efficiency across the AdOps workflow.



## All your data and channels, all in one place

Connect your data, account information, and requirements directly with leading ad channels and publishers.



## Effortless account management

Manage all your search, social and programmatic advertising with push-button simplicity.



## Comprehensive budget management

Never overspend or underspend again while achieving 99% pacing accuracy.



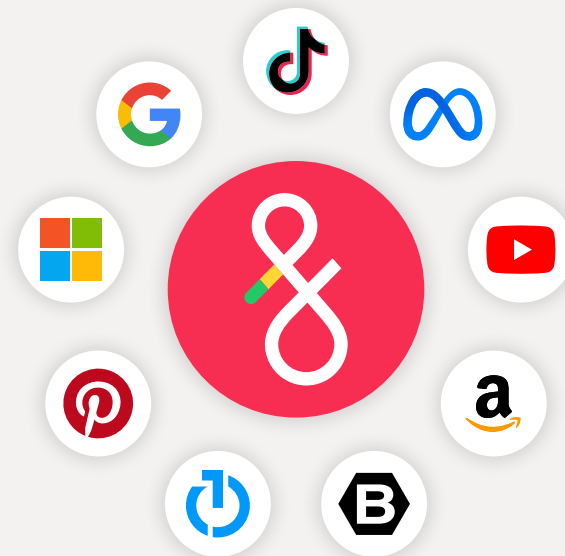
## 24/7 monitoring with proactive notifications and alerts

Address issues across your portfolio—before they cost your business.



## Automated reporting

See all your performance data in one place and deliver reports to stakeholders automatically.



# Comprehensive features and benefits—all in one solution.

Fluency isn't just another single point tool; it's an end-to-end solution that scales your advertising execution workflows.

## Account Management

<b>Comprehensive channel integration</b>	Directly integrate with Google, Meta, Amazon, Microsoft, Pinterest, Basis Technologies, and The Trade Desk.
<b>Flexible data ingestion</b>	Easily configure account-level and global-level data sources.
<b>Cross-channel management</b>	Centralize accounts, campaigns, locations, channels, and creatives.
<b>Bulk campaign management</b>	Scale updates across your portfolio to stay ahead of market changes.
<b>Keyword management</b>	Bulk edit, apply recommendations, and manage negative keywords across campaigns to refine targeting and reduce wasted spend.
<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.

## Budget Management

<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.

## Reporting & Insights

<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>Analyst portfolio health</b>	Track your team's performance KPIs and portfolio health.
<b>Account performance management</b>	Analyze performance trends over time, reviewing the impact of changes.
<b>Change history</b>	View detailed logs of all actions across accounts with advanced search and filtering options.

# Need more scalability?

You can upgrade from Pro to other packages to unlock these additional capabilities:

Automation with Blueprints	
<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.

AI with Muse	
<b>AI-Powered content creation</b>	Generate high-quality keyword and ad copy suggestions tailored to your brand's tone and compliance requirements.
<b>Data analysis and portfolio insights</b>	Identify actionable trends and anomalies across campaigns with AI-powered insights to inform smarter advertising strategies.
<b>Dynamic AI-enhanced reporting</b>	Create narrated, visually engaging reports at scale with AI voiceovers, delivering clear and impactful storytelling to stakeholders and clients.

# Trusted by top agencies and multi-location brands.

Fluency's OS is backed by professional advertisers ready to support you at every step, from implementation, to guided training, to on-demand support and long-term partnership.



Ranked **#1 for support**  
and **best relationship** on G2.

  
**\$2 Billion+**  
in Spend Managed Annually



Automation has made budget pacing way more efficient than I would have ever expected it to be. Fluency helps reduce underspend to marginal numbers and reduces overspend to zero.

--

JARED DRAHONOVSKY, GROUP MEDIA MANAGER AT JOHNSON GROUP



We saw a 30% improvement in performance within the first month of just switching over to notification-based management.

--

CURT FEATHER, FOUNDER AT FIVE MILE MARKETING

## Let's get started

Ready to scale smarter, perform better, and grow more profitably? **Connect and see why advertisers have moved billions of digital ad dollars to the Fluency OS.**



[fluency.inc/schedule-demo](https://fluency.inc/schedule-demo)