

Fluency Ultimate

Save time, improve performance, and scale faster with comprehensive automation and AI.

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

The screenshot displays the Fluency Ultimate interface for a 'Digital Diner Demo Blueprint'. At the top, a summary bar shows key metrics: Avg. Spend (\$490), CPL (\$326.92), CPC (\$3.31), CTR (3.2%), Spend (\$28,423), Impr. (278,070), Clicks (8,880), Conv. (90), and Conv. % (1.0%). Below this, a table lists partner performance with columns for Partner, Average Optimization Score, Approved Budget, and Applied Budget. Three partners are listed, all marked as 'Eligible'.

Partner	Average Optimization Score	Approved Budget	Applied Budget
Google, Facebook, Amazon, Bing	94.49%	\$342,030	\$342,478
Google, TikTok	93.83%	\$583,621	\$583,621
Google, Facebook	95.62%	\$408,096	\$419,344

Additional interface elements include a 'How can I help you today?' chat box with a suggestion to 'Identify underperforming locations in the Northeast' and a 'Digital Diner Sponsored' ad featuring a sandwich.

**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.

On average, partners experience:

Proven, transformational labor savings.

90%

time savings
on account
launches

97%

time savings
on budget
management
and pacing

71%

time savings
on campaign
optimization

Increased profitability.

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 details, and campaign requirements directly with leading ad platforms.



Effortless account management

Manage your walled garden media and programmatic advertising in one centralized platform with push-button simplicity.



Comprehensive budget management

Automate pacing across locations to eliminate overspending and underspending while maintaining 99%+ budget accuracy.



Data-powered advertising

Run your entire advertising program directly from your data sources. Campaigns update automatically across every channel.



24/7 monitoring with proactive notifications & alerts

Get real-time alerts on campaign issues across your portfolio and resolve them instantly—before they impact performance.



Automated cross-channel reporting

See all your performance data in one place, create dynamic dashboards, and deliver reports to stakeholders automatically.



Scaled account launches

Launch complete ad programs up to 90% faster with automated account and campaign creation.



Scaled compliance & Q/A across campaigns

Pre-built rule sets and governance ensures your campaigns adhere to strict brand and legal guidelines.

Not just another tool — your comprehensive operating system.

Fluency replaces disconnected tools with a unified solution that streamlines every step of your digital advertising workflows.

Account Management

Comprehensive channel integration	Directly integrate with Google, Meta, Amazon, Microsoft, Pinterest, Basis Technologies, and The Trade Desk.
Flexible data ingestion	Easily configure account-level and global-level data sources.
Cross-channel management	Centralize accounts, campaigns, locations, channels, and creatives.
Bulk campaign management	Scale updates across your portfolio to stay ahead of market changes.
Keyword management	Bulk edit, apply recommendations, and manage negative keywords across campaigns to refine targeting and reduce wasted spend.
Campaign settings replicator	Scale campaign settings across accounts to ensure consistency.
Automate timely specials and short-term offers	Schedule and automate temporary ad copy changes, including automatic reversion after a set period, with the industry-unique "Broadcast" feature.

Budget Management

Overspend protection	Optimize spend across your portfolio, based on channel or portfolio-wide requirements. Pause spend when exhausted.
Underspend mitigation	Ensure every dollar is spent effectively.
Flexible pacing	Customize pacing strategies to ensure budgets are managed strategically each month.
Customizable budgeting	Automate reallocations, budget rollovers, and generate client-facing proposals.

Reporting & Insights

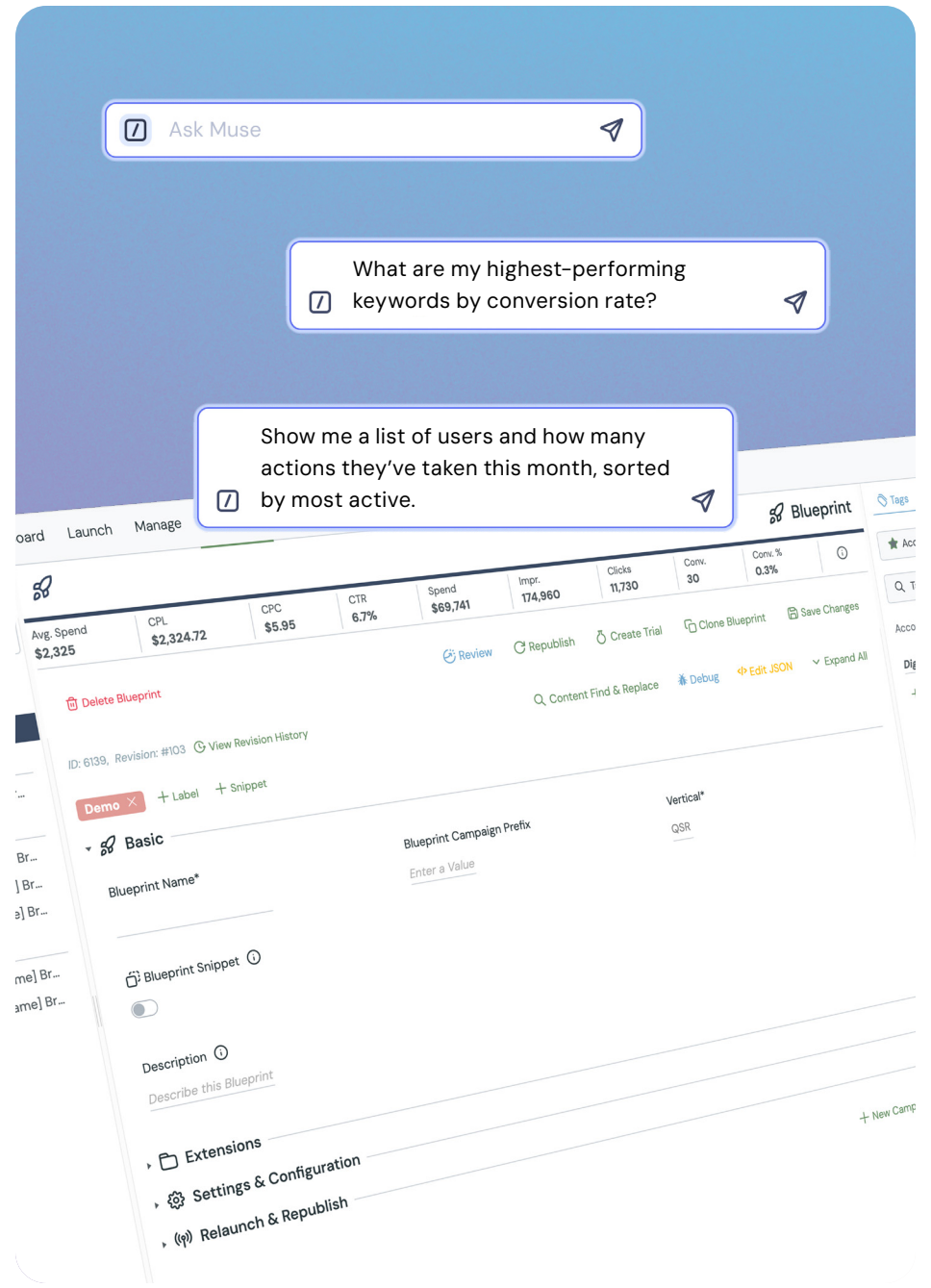
Notifications & alerts	24/7 portfolio monitoring and real-time alerts help you prioritize critical account issues. Resolve discrepancies and apply recommendations instantly in one UI.
Centralized report dashboard	Comprehensive dashboard view of portfolio performance and account-level metrics.
Data Explorer	Answer every question about how your campaigns are performing with comprehensive, customizable portfolio-wide insights and full integration with your other reporting tools.
Report designer	Easily configure real-time, actionable reports across publishers based on your unique strategy.
Campaign analyzer	Identify and resolve issues like budget constraints, underperformance, or targeting errors directly within the platform.
Peer Insights	Benchmark performance against industry peers and optimize key metrics using actionable recommendations.
Analyst portfolio health	Track your team's performance KPIs and portfolio health.
Account performance management	Analyze performance trends over time, reviewing the impact of changes.
Change history	View detailed logs of all actions across accounts with advanced search and filtering options.

Automation with Blueprints

Automated account & campaign creation	Automate the creation and launch of new accounts and campaigns, enabling a 90% faster time-to-market.
Data-powered advertising	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.
Compliance & brand safety controls	Leverage pre-configured rules and governance frameworks to ensure all campaigns comply with brand, industry, and legal guidelines.
Valid when conditions	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.
Scaled quality control	Gain real-time insights into ongoing and completed launches, enabling effortless quality assurance and troubleshooting across publishers.
Scaled trials & optimization	Experiment with different strategies using Blueprints A/B testing. Optimize campaigns efficiently by identifying top-performing variations and implementing improvements at scale.
Inherit from	Seamlessly migrate settings and configurations from existing campaigns to new Blueprints campaigns, ensuring consistency and avoiding duplication while phasing out old campaigns.
Blueprints performance metrics	Monitor and analyze performance across Blueprints with detailed 30-day insights.

AI with Muse

AI-Powered content creation	Generate high-quality keyword and ad copy suggestions tailored to your brand's tone and compliance requirements.
Data analysis and portfolio insights	Identify actionable trends and anomalies across campaigns with AI-powered insights to inform smarter advertising strategies.
Dynamic AI-enhanced reporting	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



Fluency allows us to develop strategies for an entire brand that can be rolled out to countless locations rapidly and seamlessly, saving us time (the most precious resource in an agency environment) to do the strategic work our clients need to succeed in a changing media environment.

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PAUL C., SENIOR MARKETING MANAGER AT cybermark.com



I manage a VERY complex advertising program. Fluency's Blueprints and automation make meeting strict program requirements no problem.

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KEVIN G., OEM PROGRAM MANAGER AT dealer.com

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