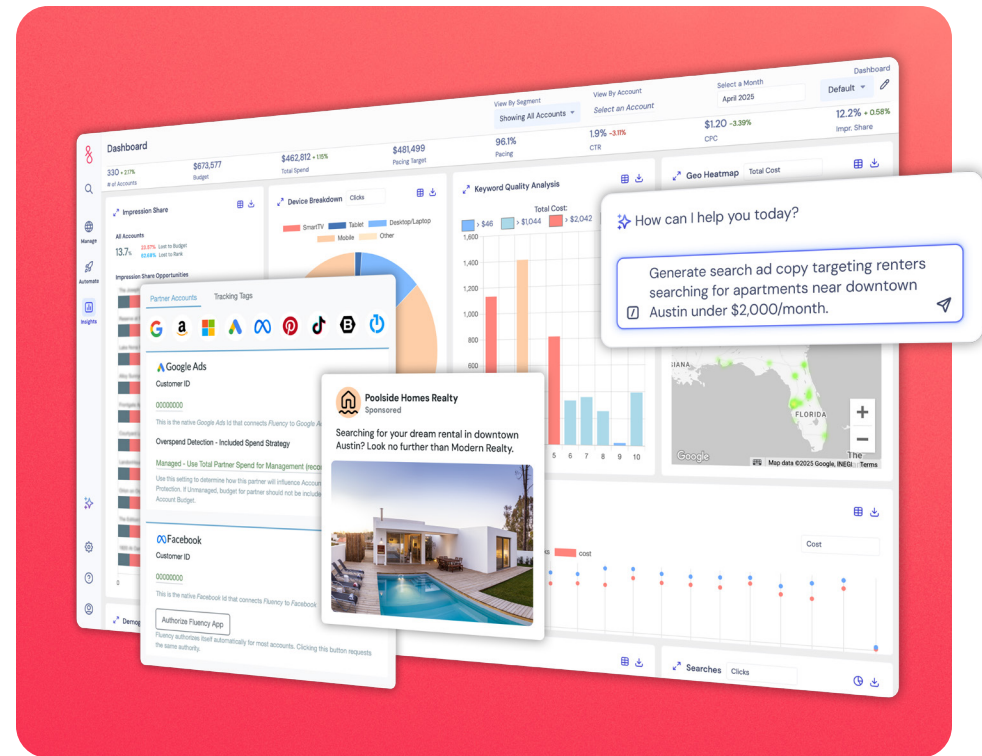


The Digital Advertising Operating System

Unlock limitless advertising capacity and performance at scale.

Operational bottlenecks threaten your performance and your profitability. Fluency delivers the premier digital advertising OS purpose-built for automated execution and management across both walled gardens and the open web. Launch, manage, and report on multichannel advertising with unprecedented control and efficiency.



Fluency partners experience:

De-risked ad programs:

- Reduced or eliminated human errors caused by repetitive tasks
- Reduced or eliminated budget waste
- Brand compliance and brand safety at scale

Transformational resource savings:

90%+
time savings on digital advertising execution

Improved performance:

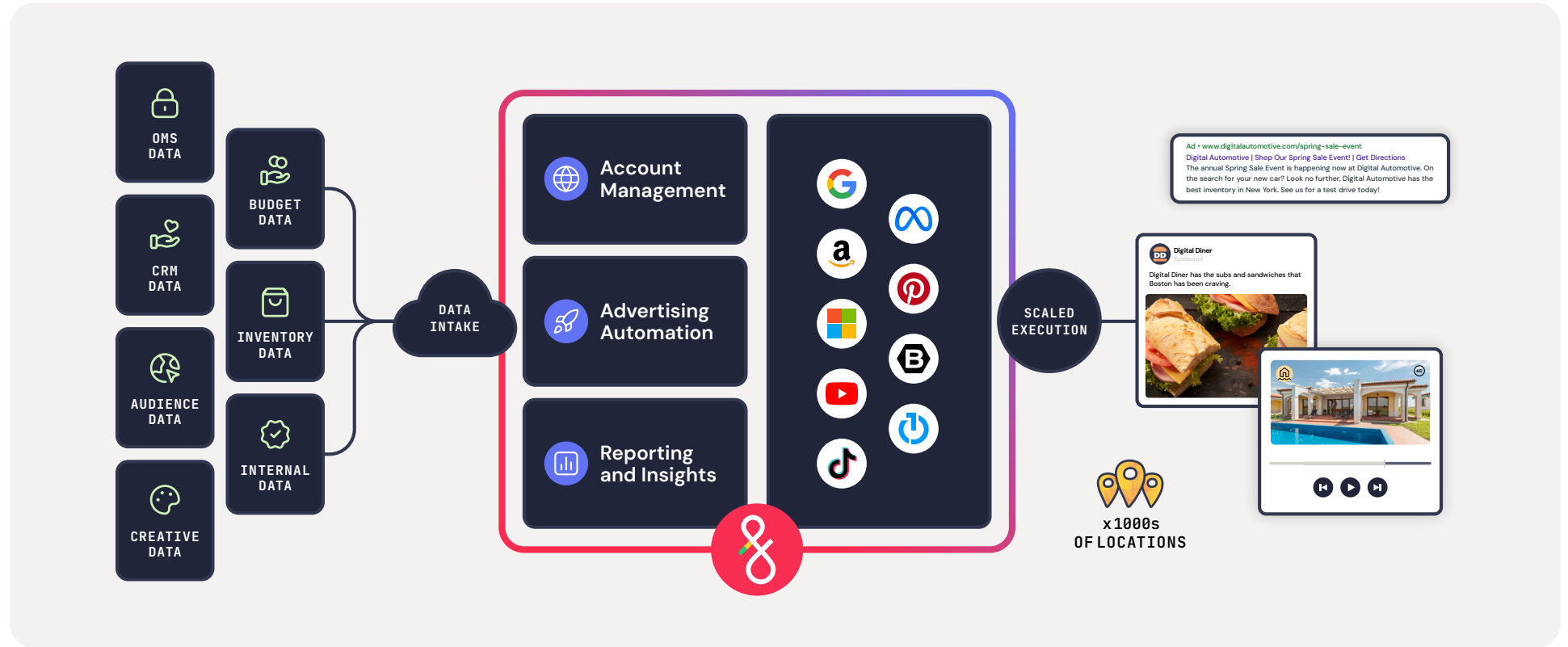
42%
average account growth

Increased efficiency:

3x
more accounts managed per strategist

An OS that connects and scales the entire workflow.

Connect your data, launch, manage, and optimize any size advertising portfolio—all in one place.



Connect your data and processes

Integrate all your key data sources into one central system, eliminating process gaps and silos.



Automate campaign launch, execution and management

Launch, manage, and optimize multichannel campaigns at scale with minimal manual input. Build and execute localized content and creatives while ensuring compliance.



Scale and optimize in real time

Fluency's data integration and our groundbreaking Blueprints solution allows you to run advertising directly from your data sources, for unlimited scale across channels and locations.

The capabilities you need to increase your competitive advantage.



Multichannel campaign management: search, social, display, and programmatic



24/7 monitoring and notifications: proactively address issues across your portfolio



Secure, integrated AI: Accelerate creative, analysis, and portfolio optimization



Content and creative management: execute updates in bulk



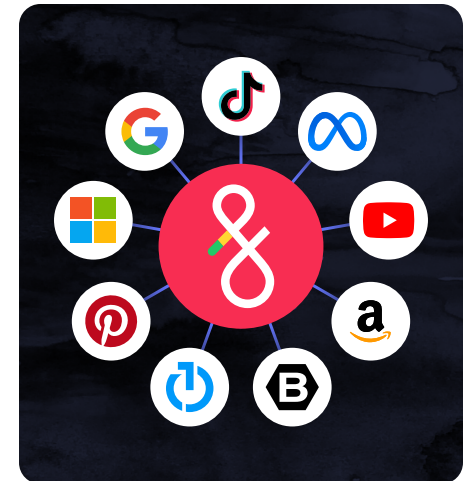
Reporting and insights: centralized performance data and automated reporting



Budget management: never overspend or underspend again



Dynamic, real-time campaign automation: Ads are powered directly by your live data. When data changes, ads update automatically



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 maximize efficiency without increasing employee headcount. Thanks to its capabilities, our agency operates effectively with just 5 Ad Operations staff instead of the 15 typically required.

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JARRETT E, CTO AT sMEDIA



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

--

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