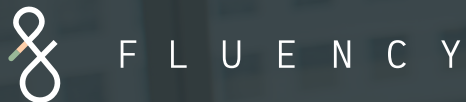
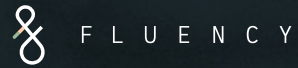


ULTIMATE GUIDE

# How an RPA Powered Ad Platform Saves Your Team Time and Money





## Robotic Processing Automation: Saving Advertisers Time and Money

Without thinking too hard, where does your advertising business spend the bulk of your time and money? There are no wrong answers, but chances are the root of your time and cost concerns account task management. Your account management team can spend precious hours on manual tasks like campaign adjustments and budget oversight – and can feel like they’re never able to get ahead to plan better strategies.

Luckily Robotic Processing Automation (RPA) is hungry for your team’s menial tasks. It’s here to revolutionize ad account management; RPA for advertising automates repetitive actions and generates strategic insights so your team – and your clients – get the most out of every campaign.

**Read on for a map of all the places where an RPA-powered ad platform plugs into your process. It’s the key to transforming time and money management for more nimble and strategic advertising.**



# TIME

Ultimately, time is money. In advertising, time is precious because the needs of audiences can change as frequently as the weather. More time for the team means that people can spend more time having meaningful conversations with clients to strategize to keep account performance humming and spend growing.

**With RPA for Advertising, time can be strategically reinvested and your businesses' ROI is revolutionized as a result.**

Time Issue	What the Issue Looks Like	What a Worse Solution Looks Like	How an RPA Solution Saves Time (aka \$)
You struggle to update hundreds of ad accounts in real-time.	Valuable hours spent on manually offer updates, campaign changes, and budget adjustments.	High-churn hires and paying for software that doesn't solve the necessary evil of a 1-1 account to strategist ratio.	Single strategist on multiple accounts via RPA, with real-time adjustments made to scale.
Your team is burnt out.	Labor-intensive tasks lead to dissatisfaction within your SEM team.	Expensive team churn without a solution that breaks the cycle.	Menial tasks are eliminated. Humans have time to be creative and strategic – and are fulfilled and retained as a result.
Your account emergencies take over your life.	Account budget crises pile up with no long-term wins.	Attention placed on the short term rather than customer retention	Automation flags account issues and strategic insights for better management – and long term strategy.

**80%**

**RPA advertising platforms can eliminate nearly 80% of the menial work in a regular account strategist's day.**



# MAXIMIZING

It all comes down to maximizing funds. Better advertising means channeling your — or your clients' — funds in the most strategic way to capture shifting audiences and opportunities as they come.

## YOUR CLIENTS' MONEY

Money Issue	What It Can Look Like	What a Worse Solution Looks Like	How an RPA Solution Saves Money
You don't have a clear view across clients' budgets.	Lack of visibility may lead to over or underspending – and dissatisfied clients.	Manual budget monitoring and adjustments.	Multiple account access insights by one strategist via automatic notifications. RPA flags and adjusts budget errors – and notes room for improvement.
Your clients demand state-of-the-art strategy.	Account volume leads to unnoticed opportunity for strategic spending or realignment.	Overhiring to get multiple pairs of eyes on every account.	Tactics like A/B testing are deployed at scale. Strategists run with RPA-generated recommendations to craft strong, creative strategies for clients.

**43%**

**In 2019, 43% of respondents said they didn't have the right tools for A/B testing. Offering this type of strategic service to clients can be an attractive value proposition.**

# YOUR MONEY

When it comes to your business strategy, RPA for Advertising eliminates much of the burden on humans to help you reinvest in teams and maximize outcomes for your business and clients.

Money Issue	What It Can Look Like	What a Worse Solution Looks Like	How an RPA Solution Saves Money
You pay for headcount without ROI.	Unfulfilling tasks fuel churn without tapping into teams' creative potential.	An unchanged hiring cycle.	Menial task elimination means less churn and more budget for strategic hires.
You lack competitive market strategy or agility.	A lack of time or technology to make updates to accounts and anticipate audience needs.	Focusing on short- term needs.	Pivot and market smarter through automation.
Your want to boost business referrals.	Sub-optimal management leading to a lack of results for clients and referrals.	Relying on "good enough" tactics and technology for lukewarm performance.	Automatically minimized errors and strategic investments to grow client satisfaction and customer bases.

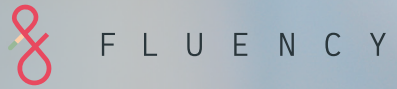
# 50%

**Key stat: RPA can help some advertisers reduce headcount by 50% and increase book of business by 200%.**

# How to Start Saving with RPA

Here's a look at the numbers – how could RPA features jumpstart your savings?

TYPICAL MANAGED AD ACCOUNT		WITH FLUENCY
0.5	TOUCHES PER DAY	150
15	TOUCHES PER MONTH	4,500
180	TOUCHES PER YEAR	54,000
8-10 h	ACCOUNT LAUNCH	10 s
87-93%	DELIVERY RATE	99.8%
\$\$, \$\$\$	OVERSPEND CREDITS	\$0
-----	COST PER CLICK	-42%
-----	CLICK THRU RATE	+195%



As the first and only RPA tool for advertising designed to automate account management, Fluency is here to help. No matter the industry, no matter the strategy, Fluency works with both agencies and in-house teams to achieve more, faster. **Get in touch with our experts today.**

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