



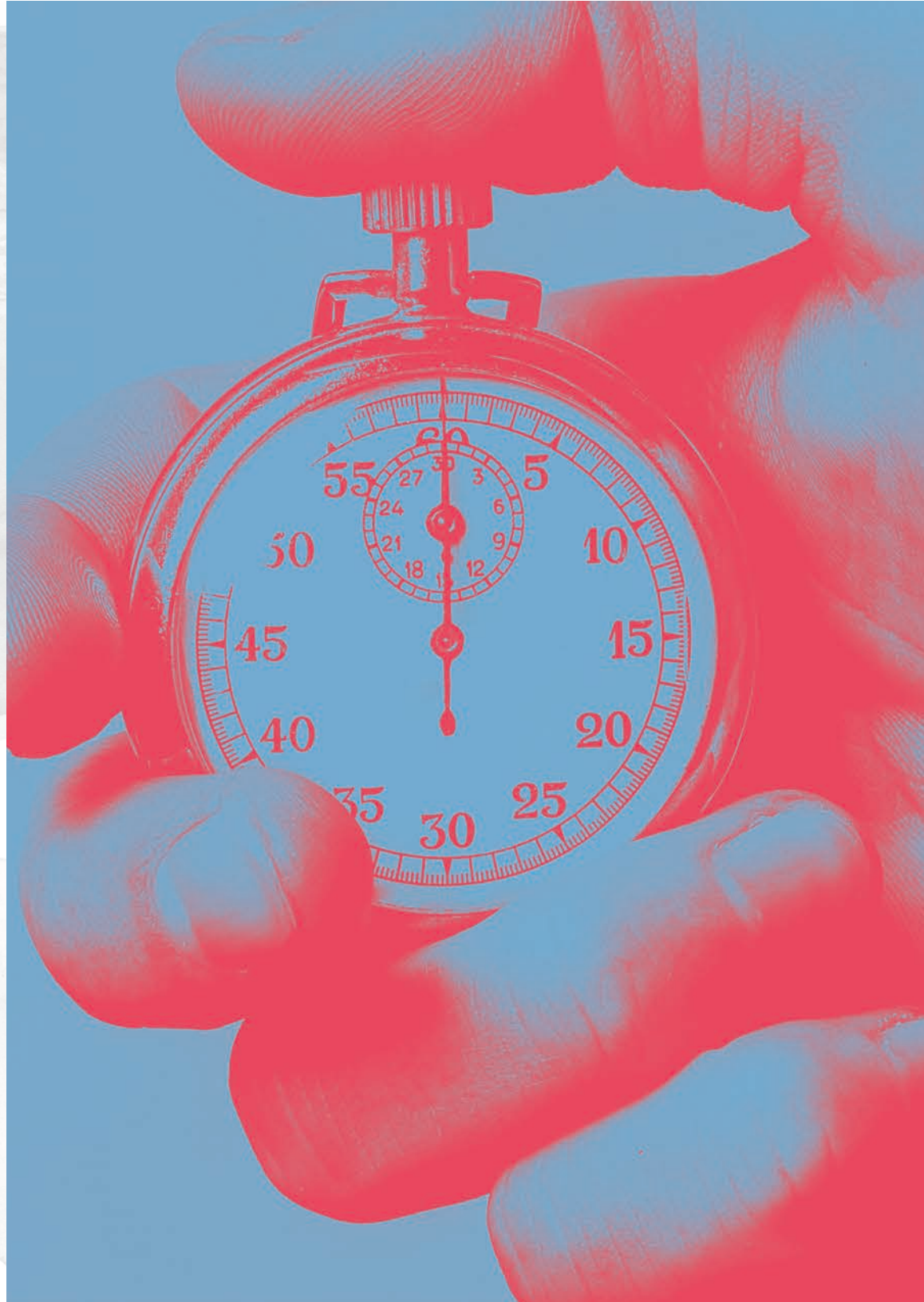
FLUENCY

It's All in the Numbers

**Saving your advertising team's time
with Fluency**

Campaign management for digital advertising is often a labor-intensive and costly process.

But with Fluency's platform—powered by Robotic Process Automation (RPA)—you can pace your budgets easily, replicate campaign tactics smoothly across multiple channels, and drastically transform your team's capacity.



It's about time: Advertising Activity Averages

Check out the times it takes an ad strategist to complete a variety of campaign-related tasks—and how much of that time Fluency can give them back.

Without Fluency

With Fluency



Daily and Weekly Budget Management

Fluency automates budget pacing with no over or underspending. With our automated platform and dashboard, you have ad account (budget, campaign) information and optimization insights in one place.

8

Hours a week
per person

1.5

Hours a week
per person



Insertion Orders

You can automatically copy campaigns and move information across channels. RPA makes strategic, automatic adjustments based on custom configurations.

8

Hours a week
per person

1-2

Hours a week
per person

Without Fluency

With Fluency



Facebook Ads At Scale

Fluency is the right choice for streamlined Facebook ads management. "It's smooth sailing with the Fluency platform — something that stood out in our evaluation of other solutions", said Innocean.

5

Days a month per person

1

Day a month per person



Specials Management

With Fluency's RPA, you automate specials management and campaign adjustments. You can copy new formats and automatically apply them to thousands of ads with the click of a button.

5

Days a month per person

1

Day a month per person



Local Advertising Customization

You can automatically copy campaigns and move information across channels. RPA makes strategic, automatic adjustments based on custom configurations.

3-5

Days a month per person

1

Day a month per person

Our Customers' Campaign Management Savings



11

Days a month
per person, saved

50%

Of digital specialists'
time regained

“
Without Fluency, we would have needed [to pay and manage] at least a 10-person team to sustain the same level of sophistication and velocity that we strive for.
”

Cassie Allinger
Wedgewood Weddings & Events

INNOCEAN

90%

Reduction in weekly
campaign hours

48.5%

Drop in cost per
acquisition, YoY

“
With the help of Fluency's automation and strategic insights, we had the highest volume of traffic driven in the network ever, and leads are up 168% YoY.
”

Caroline Villarroe
Innocean



Fluency helps customers turn unique social media advertising challenges into big opportunities, and it's not just for major advertising agencies or bespoke local advertising. **What could smarter advertising automation do for you?**

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