



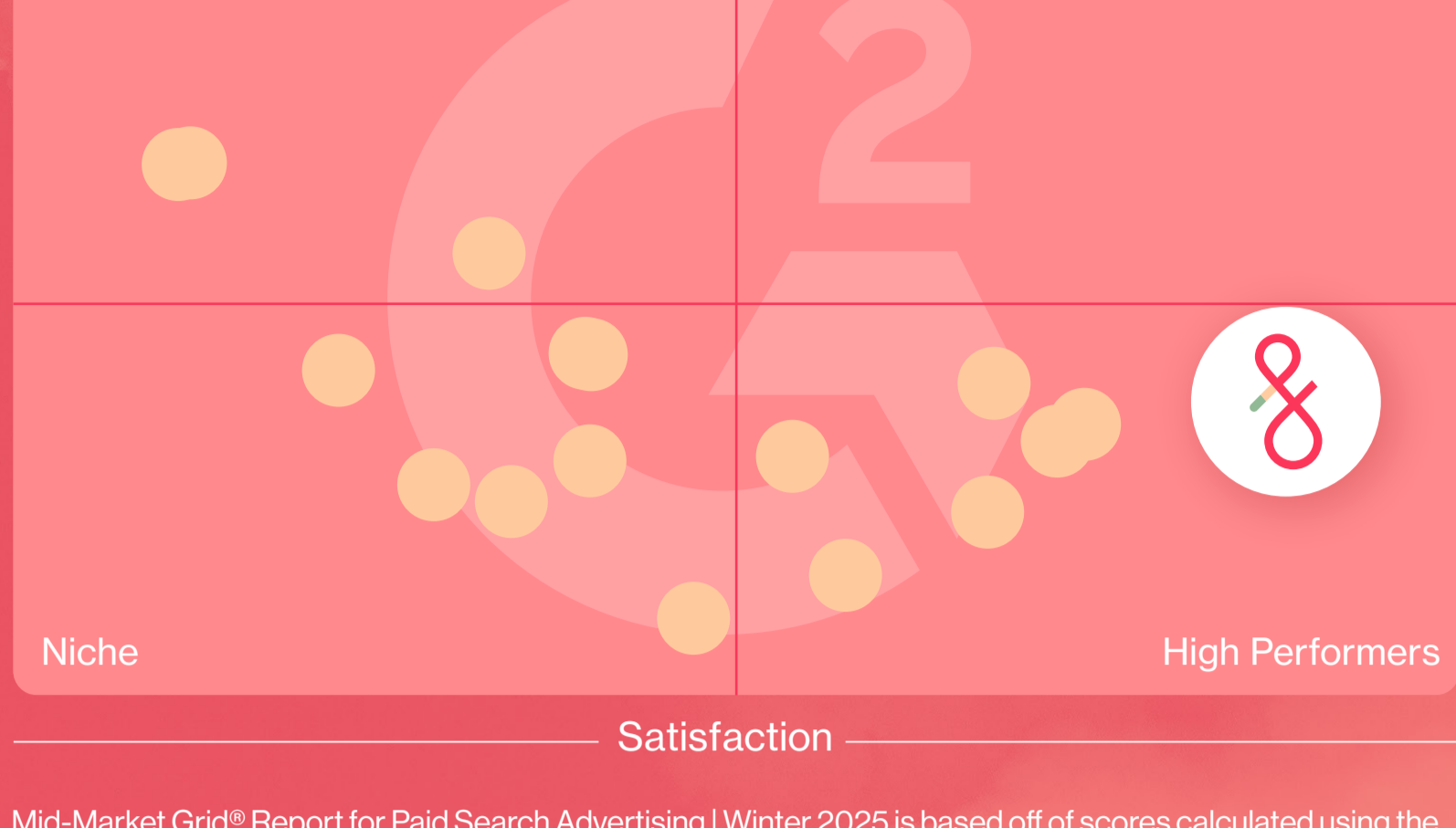
Top-ranked and trusted by advertisers with complex data and workflows

The #1 category leader in advertising operations



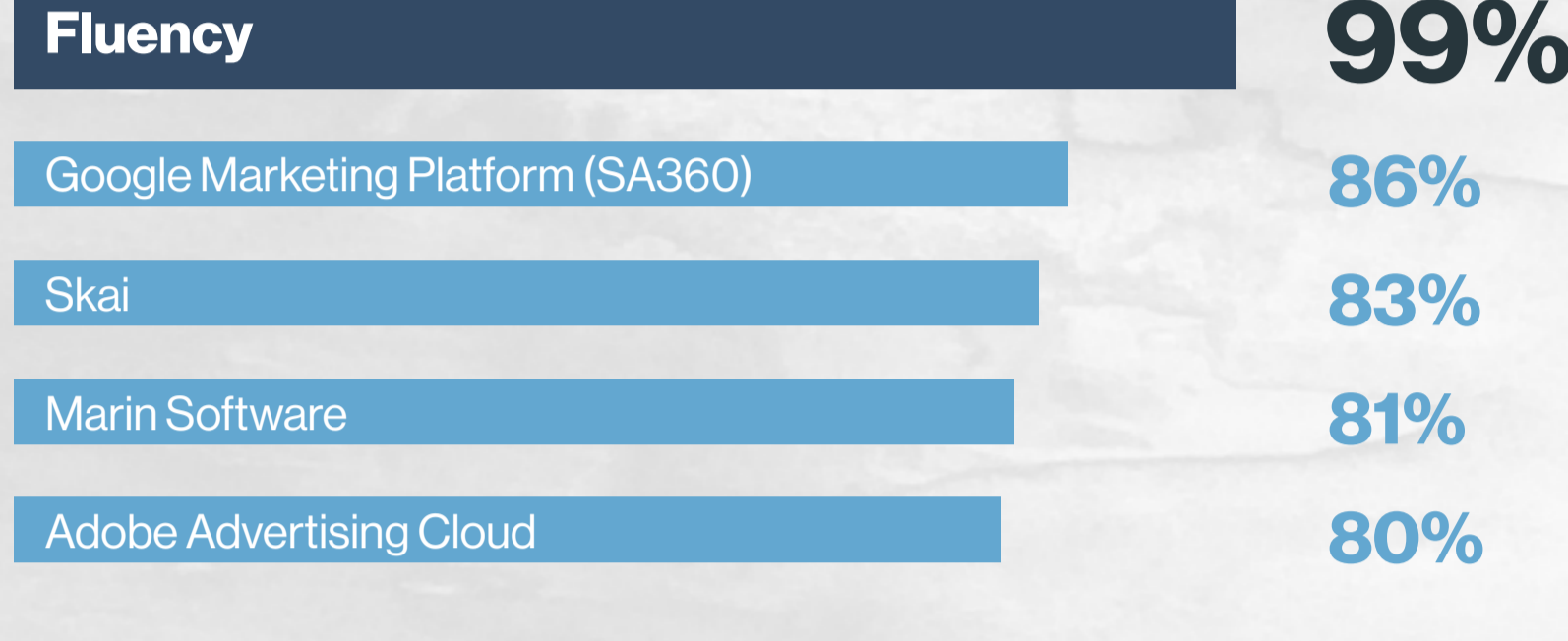
>> SCHEDULE A DEMO <<

Mid-Market Grid® Report for Paid Search Advertising | Winter 2025



Mid-Market Grid® Report for Paid Search Advertising | Winter 2025 is based off of scores calculated using the G2 Grid® algorithms from reviews collected by November 19, 2024.

Ease of Doing Business



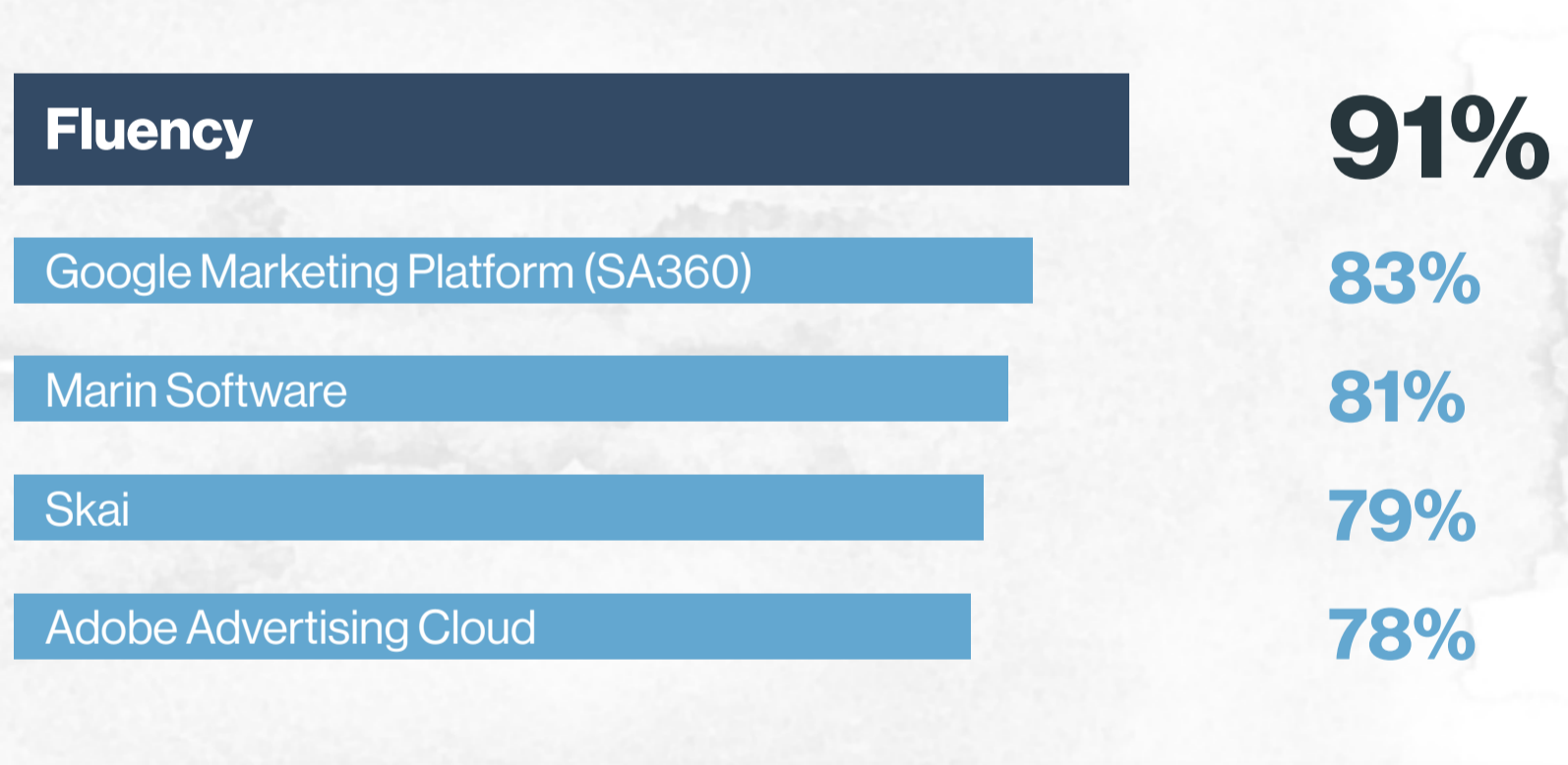
“
The team is passionate about building an infrastructure that suits your business’ objectives and delivers on its promises. I would recommend anyone looking to both move the needle on performance and create efficiencies in their multi-account paid media environment take a look at Fluency.
 ★★★★★
 G2 REVIEWER

Quality of Support



“
 The Fluency team is the best. I never expected to get the level of support we received. They have gone above and beyond our expectations. **And we saw a 30% improvement in performance within the first month of just switching over to notification-based management.**
 ★★★★★
 G2 REVIEWER

Ease of Admin



“
 Fluency automates or streamlines 90% of the ad operations needed to support a medium to large-scale paid media program. **The amount of thought and care that goes into the most time-consuming processes is astounding,** allowing our humans to focus on strategy, optimizations, and insights.
 ★★★★★
 G2 REVIEWER

#1 Rating in Mid-Market in core capabilities

“
 We are able to grow and test at scale. Having a partner who can work with us to expand our offerings and improve performance has been absolutely necessary. **New innovations and options are always being made available and we’re kept at the forefront of new opportunities.**
 ★★★★★
 G2 REVIEWER

- Fluency is honored to be rated:**
- ✓ **#1** in Budget Execution & Monitoring
 - ✓ **#1** in Ad Creation & Editing
 - ✓ **#1** in Workflow Capability

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Data was sourced from the Winter 2025 Mid-Market for Paid Search Advertising Grid® Report

G2 is the world's largest and most trusted software marketplace. More than 100 million people annually – including employees at all Fortune 500 companies – use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business – including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit www.g2.com and follow us on [LinkedIn](https://www.linkedin.com/company/g2).