



ROBOTIC PROCESS AUTOMATION FOR ADVERTISING:

A Checklist for Success

Deploying your marketing and messaging campaigns across multiple channels takes work. Without an automated solution, your team faces countless hours of switching between multiple publishing tools and platforms in a mind-numbing and time-consuming cycle that's prone to errors.

Operating this way doesn't lend itself well to optimal cross-channel management. It can also negatively impact your business strategy: when you've got an endless amount of campaign data to manage, the burden on your team – and your unoptimized margins – drags down operations and ROI. To eliminate these issues, you need campaign control and customization, and Robotic Process Automation for Advertising (RPA4A) is the best way to achieve them.



Control your strategy rather than conforming it

Your customers' online experiences aren't siloed by platform, so your approach to reaching them shouldn't be, either.

So when it's time to select your next ad tech solution, you'll no doubt be looking at automated tools that intelligently enhance your strategies while giving you maximum platform flexibility.

Yet, not all of these automation options are created equal. Most provide only a degree of automated campaign management – while taking critical control out of your hands, forcing your tactics to conform to limits that you didn't set.

These rigid systems compromise processes as well as results, and fall far short of delivering the best industry-specific strategies. When vetting these systems, you'll find yourself wondering: are there more trade-offs than benefits?

Thankfully, Robotic Processing Automation (RPA) is here to help.

RPA-powered advertising platforms provide full customization together with the ability to automate 80-100% of the repetitive process-oriented workload, delivering a lot more in the way of results with a lot less logistical friction.

This checklist details the four major categories of control and customization features that you should look for in an RPA for Advertising platform:

- ✓ **Customization**
- ✓ **Time Savings and Increased Productivity**
- ✓ **Budget Reallocation and Pacing**
- ✓ **Scalable Systems**



Customization

Your strategy should be enabled and enhanced by your publishing tools, not limited by them.

The best RPA-powered tools let you customize your specific processes and patterns. Look for these customization features in any solution you're considering:

SYSTEM-WIDE AUTOMATION ACROSS CHANNELS



Focus on creating and monitoring your strategy rather than inputting and manipulating data sets.



Manage your cross-channel initiatives strategically without barriers.

CUSTOMIZABLE MODELS BUILT DIRECTLY INTO THE PLATFORM



Seek out partners who create and customize platform models for you based on what has been proven to work.



Save months of time and money that would have been spent on costly model builds.

Why can't the rest of your accounts be as good as your best account? With Fluency RPA4A, they can. We can turn the frameworks and strategies used in achieving successful end results into something that your entire business portfolio can roll out at the push of a button. You can instantly meet consumers where they're at – whether that's in local markets or wide-spread regions.



Time savings and increased productivity

RPA4A minimizes effort while maximizing results.

RPA4A can be a force multiplier for your advertising team, as long as the platform includes efficiency-enhancing benefits:

ADJUSTABLE PERFORMANCE GOALS AND PARAMETERS



Stay informed on the best course of action to meet your budget goals.

STREAMLINED, REDUCED, OR COMPLETELY ELIMINATED LABOR



Free up teams to strategize with new formats like collaborative and localized advertising.



Easily and accurately expand consumer reach, tweak messaging, and prioritize crafting an exceptional narrative.

AUTOMATED, CROSS-FUNCTIONAL PROCESSES



Focus on strategy rather than time consuming, cross-channel tasks.

Move on from manual budget monitoring and adjustments by partnering with Fluency. Gain multi-channel insights from one consolidated dashboard.



Budget reallocation and pacing

RPA4A notifies you of budget errors – and makes automatic adjustments.

With siloed publishing tools, you don't have a clear view of clients' budgets across channels. Look for the following transparency-enabling features in any RPA solution you're considering:

AUTOMATIC CROSS-CHANNEL PACING



Deploy PPC tools and optimizations that spend your dollars more efficiently across channels like Facebook and Google.



Analyze & allocate budgets through a long-term lens without daily intervention.

SYSTEM-WIDE ALERTING AND REALLOCATION



Gain insights into opportunities for optimized spending.



Stay ahead of any account errors that might occur with better alerts.

FULL VISIBILITY INTO CROSS-ACCOUNT AD SPEND



Avoid over or underspending. Optimize your margins for maximum ROI.

When it comes to RPA4A's data control capabilities, it's not set it and forget it – it's create, aggregate, and manipulate.

Gain the ability to run an effective, profitable business while still providing best-in-class service. With ad budgets and strategies better managed in an advertising platform, your organization can streamline manual labor on ad accounts.



Scalable systems

RPA powered marketing makes advertising businesses smarter and move faster.

With RPA for advertising, teams can manage advertising account data in one sheet. Look for the following in your solution:

SYSTEM INTEGRATION THAT ACCESSES ORIGINAL-FORMAT DATA



Save hundreds of hours for your business that would have been spent making manual adjustments.

ACCOUNT DATA MERGES WITH RPA



Eliminate the need to manually update monthly offers, apply new audiences to campaigns, and wrestle with budgets.

SIMPLE-YET-POWERFUL LOCAL ADVERTISING CAPABILITIES



Optimize spending strategy and customized, local advertising approaches with the click of a button. Easily replace geographic information and target audiences in a fraction of the time.

Rolling out campaign changes can sometimes take months. But Fluency's RPA4A provides the opportunity for you to test new features on segmented percentages of their accounts instantly; after gathering data and insights, you can deploy changes at scale with the press of a button.



You deserve a platform that checks all the boxes

Customization. Time Savings and Increased Productivity. Budget Reallocation and Pacing. Scalable Systems. When you're reviewing your advertising platform options, are they built to deliver those four important control and customization-focused features?

If not, ask yourself what kind of compromise you, your team, and your company's marketing strategy are being asked to make. Is that compromise in service of a better process? A better result? Or neither?

Fluency's RPA for Advertising platform is built to support your strategies, providing a deep list of benefits across the entire control and customization spectrum.

We look forward to answering any questions you have about how we can help you communicate your marketing messages without compromise.

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