

Automation in Action

—
Transformational Time Savings
in the Digital Advertising Environment



Time is the Key to Agency Success

Your clients aren't paying you to get bogged down in tedious, repetitive tasks, they're paying you to be strategic and forward-thinking. But the reality is that no matter how important tasks like onboarding and setting up new accounts, building and managing campaigns ads, monitoring email and chat, and conducting performance reviews are, they take up the bulk of any agency's monthly workload, leaving precious little bandwidth for big-picture work.

This business-as-usual agency model is a company killer—and we have proof.

Using Fluency's Robotic Process Automation for Advertising (RPA4A), our clients have seen massive time savings as a result of automating critical workflows, and they've shared the data—along with the benefits—with us.

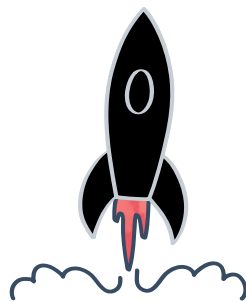
Let's dig in.

— Critical Workflows in the Digital Advertising Ecosystem: If you can measure them, automation can maximize them.

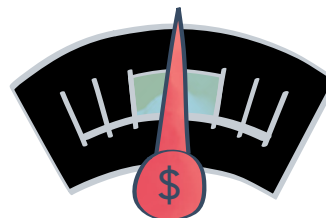
-- A Deep Dataset

1. The following data was gathered from a wide variety of verticals and agency sizes.
2. Workflows that were measured span the lifecycle of a client's campaigns, including one-time events, day-to-day actions, and ad hoc/unpredictable/variable functions.
3. The averages themselves are so exceptionally high that most any agency can expect to see substantive change from utilizing RPA4A.

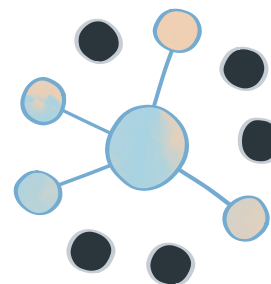
--- Three Key Workflows



— Account Launches



-- Budget Management



--- Account Optimization



Account Launches

The Challenge

The sheer amount of data advertisers can power their campaigns with will often overwhelm even the biggest teams, and there's no point where this volume of information can create a bigger bottleneck than at the account launch. It's during this early yet critical stage that analysts and engineers are working together with clients to manually import massive amounts of data – often from multiple sources. How much time were launches taking? On average, 32 hours per client – with one agency (working in the data-intensive automotive retail category) spending upwards of 80 hours per account.



By focusing on macro strategy and execution, it allows us to evolve into a much more advanced advertising company. We're able to really sit down as a team and talk through each layer of our execution, test new ideas, and scale them out. We couldn't do that if we were managing campaigns the old, non-Fluency way.

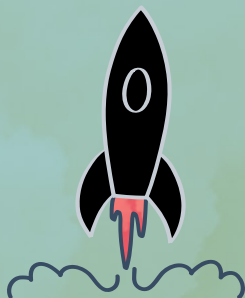


Alex Motevosian, Sr. Director, Digital at ChangeUp

The Results

▼ **90%**
**less time spent on
account launches**

Prior to adopting Fluency, the agencies surveyed were spending a massive amount of time on easily automatable tasks like data ingestion. Now, **account launches are down to an average of 3.25 hours**, and in the case of one group serving the demanding and dynamic needs of the multi-family housing industry, it's far lower than that: under 1 hour to launch a new account.



The Solution

By automating the process of data ingestion, Fluency's RPA4A helps dramatically tip the scales for your team and your clients. Analysts can go from spending weeks trying to import and organize massive data catalogs

(like inventories for car dealers,) to having an easily customizable feed at their fingertips, in a fraction of the time it would've taken previously.



Budget Management

The Challenge

Managing client ad spend is a cornerstone of most agencies' monthly campaign workloads, but keeping up with underspend, overspend, and pacing is error prone, tedious, and ultimately, unsustainable – to say nothing of the sheer amount of time it requires. How much time? Almost 30 hours per month per account, on average. And not unlike the data ingestion issues related to account launches, if you're serving an inventory-driven industry like automotive retail or real estate, the time taken up by budget management can skyrocket to 100+ hours, dominating most of your analysts' time.



Fluency has been, and continues to be, one of the most collaborative partnerships we have. They truly listen to our feedback and actively work to solve pain points. Working in the Fluency platform on search budgeting/pacing has given some of our campaign managers upwards of 20% of their time back—this is a game changer!



Andy Shepherd, Vice President, Operations at 2060 Digital

The Results

▼ **97%**
**less time spent
on monthly budget
management**

Budget management – especially pacing – requires constant attention; for most analysts this means daily work calculating and implementing changes to keep the budget on track. Our Pacing, Optimization, and Spend Protection features virtually eliminate the time associated with budgeting, dropping it to an average of **under an hour per month, per account.**



The Solution

Of all the areas of digital advertising Fluency's RPA4A touches, no function benefits more from its time-saving abilities than Budgeting. In addition to automating single- and cross-channel optimization and over-and

under-spend protection, RPA4A minimizes the maximal effort demanded by budget pacing – a task that analysts dread but were previously helpless to escape.



Account Optimization

The Challenge

Account changes take many forms. Some are put in place for the short-term, while some might be more or less permanent. Many fall neatly within a planned or predictable cadence, yet others arrive without notice – and need immediate attention. But no matter what the type, manually implementing changes takes time – a monthly average of 10 hours per account – with one of our clients noting that they were taking up to 24 hours a month to make changes for certain campaign types.



Clients have told us that automating processes brings structure to previously unruly, unpredictable tasks – and nowhere is the benefit of this more apparent than in monthly changes and updates, where RPA4A creates order, enables scale, and opens up time for more impactful, strategic work.

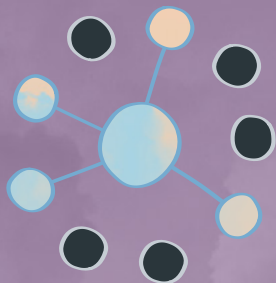


Tomy Szczypiorski, VP Clients Services at Fluency

The Results

▼ **71%**
**less time spent on
monthly changes**

Imagine only taking **3 hours per account** to make changes. On average, that's what agencies now spend – per account – every month after using the suite of campaign management features found in Fluency's Toolbox. If your teams are managing a variety of portfolios, this reduction (7 hours per account,) translates into multiple days' worth of time gained back over the course of one month.



The Solution

Given the variety – and volume – of potential changes, our clients leveraged multiple tools to knock hours off their monthly workloads. Bulk Manage allows for changes needed across an entire portfolio, such as compliance or manufacturer specials. For short-term messaging adjustments,

Broadcast offers a quick and easy way to process unique requests. Last but not least, Settings Replicator gave analysts the ability to instantly transfer settings from one campaign over into another without having to manually re-enter information like location settings.



Automation Creates Transformational Time Savings

— To learn about the real-world results that Fluency's RPA4A platform delivers, we surveyed a cross-section of agencies across the spectrum of sizes, industries, and business models, and regardless of whether you look at the results as a whole — or any metric on its own — the story is clear: automation rewards those who implement it with a substantive and transformational amount of time savings. If you're a small shop, freeing up capacity is a force multiplier, enabling and energizing your team — while giving them room to breathe. If you're a large agency with hundreds — or even thousands — of accounts, the savings compound to levels that can alter how you operate at scale.

Among the ways in which our agencies chose to spend their newfound time savings, they noted many examples which should resonate, no matter what kind of business you're running:

- Prospecting
- Deeper strategic management
- Account optimization (bidding, creatives, Optiscore)
- Monitoring email and chat
- Conducting performance reviews

Your Invitation to Take Back Control

— Although every digital ad agency faces its own unique challenges, having enough time — to do what you both need AND want to do — is a problem that unites them all together. While our survey looked at three key areas (Account Launches, Budget Management, and Monthly Changes,) to gauge automation's effect on an agency's time, there are many other business process and workflow challenges that RPA4A can help solve, too.

"Our platform is an invitation to take control back, to decide what you want to do with your time." Notes Tomy Szczypiorski, Fluency's Business Development Director, "But it's also an invitation to change the paradigm of what clients can expect from your agency, and that can help you build and retain your customer base well into the foreseeable future."

We look forward to hearing from you about your own agency's challenges, and discussing how Fluency can help solve them quickly, sustainably, and transformationally, today.

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