# AI streamlines agency operations by eliminating manual processes and boosting creativity



# How AI is Transforming Agency Operations: Beyond the Hype

At the forefront of marketing discussions is a trend towards enhanced personalization and omnichannel storytelling. However, a fundamental obstacle persists: the backend processes that underpin these sophisticated strategies are often inefficient, burdening teams with manual tasks and outdated technology. This reality, colloquially referred to as "swivel chair processes," involves transferring data between systems and maintaining spreadsheets, which can stifle creativity and productivity within agencies.

As highlighted by Andy MacLeay, Vice President of Channels and Engagement at Fluency, intelligent automation is emerging as the true enabler of modern marketing. He argues that it can bridge the gap between strategic ambitions and operational capabilities. Fluency aims to streamline these back-office tasks and allow agencies to focus on higher-value activities, ultimately leading to smarter, more effective marketing outcomes.

The complexity of managing numerous campaigns, especially for global brands that seek local relevance, is escalating. The challenge is compounded by the increasing expectations for performance and compliance, which necessitate agile and responsive marketing operations. Fluency's platform offers solutions such as AI-generated ad copy and campaign orchestration, freeing teams from time-consuming manual processes. “We’re really looking at it again in an operational sense,” MacLeay comments, underscoring a shift towards treating AI not merely as a trendy tool, but as a vital component that enhances operational efficiency.

This shift is echoed across the advertising landscape. The Brandtech Group, for instance, has recently attracted significant investment, raising $115 million to bolster its AI-driven capabilities. Founded by former Havas CEO David Jones, the group envisions using AI technologies like machine-generated content to speed up campaign creation while also addressing cost efficiency. However, the acceleration of AI adoption in advertising has elicited concerns regarding potential job losses in the industry. Yet, Jones remains optimistic, suggesting that AI can actually enrich the marketing ecosystem and lead to better overall results.

Generative AI is another game-changer, already accounted for approximately 45% of global advertising efforts and projected to grow even further. Major players, including WPP, are forging partnerships with AI technology leaders to harness generative capabilities for creating unique marketing materials. This technological evolution not only enhances creative outputs but could also reinforce the essential role of agencies in maintaining compliance and accountability amidst the rapid changes.

Alongside these changes, companies like Adobe are rolling out AI agents designed to enhance user experiences on websites. These tools offer personalised recommendations based on user behaviour, streamlining customer interactions and improving overall engagement. This adaptability is crucial in today’s digital marketing landscape, where firms must pivot rapidly to meet ever-changing consumer expectations.

Moreover, Fluency’s own innovations, such as its Muse AI, provide instantaneous insights and trends, facilitating quicker and more informed decision-making. The platform's capacity to analyse vast amounts of campaign data eliminates the tedious back-and-forth typical of routine reporting. This shift allows for continuous testing and optimisation, ultimately empowering agencies to focus on strategic growth rather than operational minutiae.

As AI continues to permeate the advertising space, digital agencies can expect both challenges and opportunities. The necessity for agility and efficiency in operations is more pronounced than ever, and those who harness AI effectively stand to differentiate themselves in an increasingly competitive market. Embracing these technologies can not only streamline processes but also enhance creativity and strategic depth in marketing campaigns.

In conclusion, the future of agency operations lies in a judicious blend of technology and human insight. The effective integration of AI into marketing practices promises not just improved efficiency, but also the potential for delivering richer, more engaging consumer experiences without overwhelming internal teams. The pivotal question will be how swiftly and effectively agencies can adapt to this rapidly evolving landscape.

## Reference Map:

* Paragraph 1 – [[1]](https://www.thedrum.com/news/2025/05/08/how-ai-will-help-eliminate-the-swivel-chair-processes-agencies), [[6]](https://theprocesshacker.com/blog/ai-automation-in-digital-agencies/)
* Paragraph 2 – [[1]](https://www.thedrum.com/news/2025/05/08/how-ai-will-help-eliminate-the-swivel-chair-processes-agencies), [[3]](https://www.axios.com/2023/05/30/generative-ai-comes-for-advertising)
* Paragraph 3 – [[2]](https://www.ft.com/content/4c7bee10-51d3-489b-873a-765157af8aac), [[3]](https://www.axios.com/2023/05/30/generative-ai-comes-for-advertising)
* Paragraph 4 – [[4]](https://www.reuters.com/technology/artificial-intelligence/adobe-rolls-out-ai-agents-online-marketing-tools-2025-03-18/), [[3]](https://www.axios.com/2023/05/30/generative-ai-comes-for-advertising)
* Paragraph 5 – [[5]](https://www.fluency.inc/blog/embracing-ai-in-digital-advertising-operations-with-fluencys-muse-ai), [[6]](https://theprocesshacker.com/blog/ai-automation-in-digital-agencies/)
* Paragraph 6 – [[5]](https://www.fluency.inc/blog/embracing-ai-in-digital-advertising-operations-with-fluencys-muse-ai), [[7]](https://www.fluency.inc/)
* Paragraph 7 – [[1]](https://www.thedrum.com/news/2025/05/08/how-ai-will-help-eliminate-the-swivel-chair-processes-agencies), [[2]](https://www.ft.com/content/4c7bee10-51d3-489b-873a-765157af8aac)

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## Bibliography

1. <https://www.thedrum.com/news/2025/05/08/how-ai-will-help-eliminate-the-swivel-chair-processes-agencies> - Please view link - unable to able to access data
2. <https://www.ft.com/content/4c7bee10-51d3-489b-873a-765157af8aac> - The Brandtech Group, an AI advertising start-up, has been valued at $4 billion after raising $115 million from new investors, including Fimalac and NendoLabs. This new investment will help the company disrupt the traditional advertising industry by leveraging AI to create marketing campaigns. Founded in 2015 by former Havas CEO David Jones, the group aims to make marketing services faster, cheaper, and more efficient with technology like machine-generated content and generative AI. However, the adoption of AI in advertising raises concerns about job losses in the industry. Despite these concerns, Jones believes AI will benefit the marketing world significantly. The new funds will be used for scaling and further investments. The Brandtech Group’s generative AI platform, Pencil, enhances ad performance, reduces costs, and speeds up the creation process. The company also plans to integrate AI tools into its influencer businesses and target advertising more precisely on a mass scale. Additionally, The Brandtech Group has invested in tech companies like Niantic and Pinterest.
3. <https://www.axios.com/2023/05/30/generative-ai-comes-for-advertising> - Generative AI is revolutionizing the advertising industry by transforming its creative side. Historically, advertising agencies have adapted and grown with technological advancements, and this trend continues today. Recently, WPP, the world's largest advertising holding group, announced a partnership with NVIDIA, a leading AI company, to leverage the capabilities of generative AI in advertising. AI-enabled marketing already constitutes 45% of global advertising and is set to increase further as agencies develop unique images and videos using AI prompts rather than relying on stock libraries. The ability to manage new technologies may reinforce the role of creative agencies, provided they adapt quickly. Agencies will also play crucial roles in compliance, accountability, and measurement. While the future is uncertain, experts believe that generative AI could have neutral to positive outcomes for traditional creative agencies if wise decisions are made.
4. <https://www.reuters.com/technology/artificial-intelligence/adobe-rolls-out-ai-agents-online-marketing-tools-2025-03-18/> - Adobe has announced the rollout of artificial intelligence (AI) agents designed to aid brands in navigating consumer interactions on their websites. Known primarily for consumer applications such as Photoshop, Adobe also offers business-to-business marketing tools that contributed significantly to its $21.5 billion sales in the latest fiscal year. These AI agents allow brands to tailor marketing efforts based on user activity, with the ability to differentiate between varying profiles, such as users coming through TikTok ads versus search results. The tools help websites manage chatbots more effectively and personalized suggestions, enhancing user interaction and decision-making. Additionally, these tools enable marketing professionals to set goals for website improvements, with the AI agents recommending and implementing changes. This development aims to expedite processes that previously required extensive time and resources.
5. <https://www.fluency.inc/blog/embracing-ai-in-digital-advertising-operations-with-fluencys-muse-ai> - Fluency hosts all your cross-channel digital advertising performance data in one place, enabling convenient access to comprehensive metrics. While invaluable, this integrated view still requires deep analysis to extract actionable insights. Muse AI revolutionizes this process by delivering instant insights, trends, anomalies, and wins with just a click, empowering faster, more informed decision-making. This allows continuous iteration, testing and optimization of campaigns without the time-consuming process of combing through data manually to identify trends, patterns, and opportunities. Imagine you need a summary of the last 30 days' campaign performance for an upcoming client meeting. Muse AI quickly analyzes cross-channel performance data and succinctly summarizes key wins and opportunities. This analysis can tailor to your needs, ranging from improving a campaign’s conversion rates to budget recommendations for an account, or identifying anomalies across an entire portfolio. Another frequent scenario in digital agencies involves account transitions. When you inherit a new account, Muse AI enables you to grasp its history in seconds, eliminating the need to switch context between tables, tabs, and spreadsheets.
6. <https://theprocesshacker.com/blog/ai-automation-in-digital-agencies/> - AI is transforming digital marketing agencies by automating tasks such as content creation, data analysis, and client communication. In content creation, AI analyzes past data to suggest relevant content ideas, enabling faster and more efficient production. For data analysis, AI processes vast amounts of information to extract actionable insights, allowing agencies to build strategies based on deeper insights and adapt them more rapidly as market conditions change. In client communication, AI tools automate reporting systems, handle routine client inquiries, and assist in project management, improving efficiency and responsiveness. By leveraging AI, agencies can enhance their operations and deliver more effective marketing strategies.
7. <https://www.fluency.inc/> - Fluency is a digital advertising operating system that streamlines campaign management and optimization. It offers features such as insight-driven notifications, comprehensive reporting tools, and an open API for flexible data integration. Fluency's platform enables agencies to automate repetitive tasks, allowing strategists to focus more on strategic initiatives. The reporting tools provide accurate and thorough reporting, facilitating continuous campaign improvement. The open API allows for transparent and flexible data integration, enabling agencies to update numerous ad accounts based on customized business data. Fluency's solutions aim to enhance operational efficiency and effectiveness in digital marketing.