



Fluency Wins 'Marketing Automation Innovation Award' In 2026 MarTech Breakthrough Awards Program

9th Annual Program Honors the Marketing, Sales and AdTech Innovators Reshaping How Brands Engage, Convert and Grow

BURLINGTON, VT, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [Fluency](#), the Agentic Advertising Operating System (OS) for scaling paid media execution across major channels, today announced that it is the winner of the “Marketing Automation Innovation Award” in the 9th annual [MarTech Breakthrough](#) Awards program. This marks the second consecutive year Fluency has been recognized by MarTech Breakthrough, a leading market intelligence organization tracking innovation across the global marketing, sales and advertising technology industry.

Fluency serves as the operating system for advertising’s agentic era. The unified platform provides the orchestration and governance layer agencies and brands need to integrate systems, automate workflows and scale paid media execution across walled gardens and the open web. Fluency connects systems of record, campaign data, creative assets and publisher platforms into one governed infrastructure that enables teams to automate campaign creation, budget pacing, creative updates and reporting with precision at scale.

The platform’s deterministic automation engine reacts in real time to signals such as weather, inventory levels and market conditions. When a major advertiser needs to pivot strategy immediately and swap thousands of campaigns from one message to another, a single strategist can orchestrate the change through one central “Blueprint” and the change propagates across every channel automatically.

Additionally, Fluency’s integrated AI solution, Muse, adds an intelligence layer that helps teams analyze performance, surface trends, flag anomalies and generate actionable insights. Unlike AI systems that directly control live advertising execution, Fluency separates intelligence from execution by using AI to help teams identify opportunities and inform decisions while its deterministic infrastructure ensures actions are carried out within defined rules and governance boundaries. This approach enables agencies and brands to adopt AI confidently while maintaining control over their campaigns and spend.

“The promise of ad tech was to make operations smarter, but adding more platforms has mostly just added headache. True innovation—the kind we’ve spent the last eight years

building—simplifies the day-to-day by automating heavy operational workflows while keeping people firmly in charge of key decisions. This award is a fantastic recognition of our team's vision, and it proves how rapidly the market is embracing a future where agentic technology empowers human talent rather than overwhelming it," said Mike Lane, Co-Founder and CEO of Fluency.

For nearly a decade, the MarTech Breakthrough Awards have served as the definitive benchmark for innovation across the global marketing, sales and advertising technology industry. The program recognizes standout companies and solutions spanning the full MarTech stack, from marketing automation and customer experience to AdTech, SalesTech, RevOps, performance marketing, content marketing and beyond. The 2026 program drew thousands of nominations from more than 15 countries, reflecting the scale and pace of transformation reshaping the industry.

"Fluency provides groundbreaking efficiency and control. AI and automation are reshaping how marketers work by streamlining processes, improving targeting and personalization, and reducing overhead and labor costs. But with over 15,000 MarTech tools, advertisers are using more than they need to, drowning in fragmented work," said Steve Johansson, Managing Director at MarTech Breakthrough. "With Fluency, teams don't need another automation tool. Fluency's all-in-one operating system lets marketers evolve from execution operators to strategy owners - all in one connected, automated platform."

Fluency powers nearly \$3 billion in annual media spend and 250,000+ monthly campaigns for brands and agencies managing over 50,000 local businesses.

About Fluency

Fluency is the Agentic Advertising Operating System (OS) that enables agencies and in-house teams to put AI to work to automate paid media execution across every major channel. The platform centralizes campaign creation, budget management, reporting and compliance into a single system, so advertisers can scale their operations and reliably run campaigns with the same precision every time. With AI governance across every paid channel, including the walled gardens and the open web, Fluency manages nearly \$3 billion in annual ad spend. This includes more than 250,000 monthly campaigns for 150 agencies across more than 50,000 locations. The company raised a \$40 million Series A in 2025 and ranked No. 1,278 on the Inc. 5000 in 2025, its third consecutive year on the list. With a founding team that has worked in online advertising since 1998, Fluency holds certified partnerships with major ad publishers and was named a finalist for Technology Innovation in the 2024 Amazon Ads Partner Awards.

About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The

MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, performance marketing, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit [MarTechBreakthrough.com](https://www.marTechBreakthrough.com).

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Al Moore
Fluency
PR@fluency.inc

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