



Integrity Growth Partners Funds Fluency \$40M Series A

Client News

December 16, 2025

Gunderson Dettmer represented client Integrity Growth Partners (IGP) as the investor in the \$40 million Series A financing of Fluency, the digital advertising operating system for scaling paid media operations.

Fluency centralizes all major aspects of digital advertising execution and management into a single solution. Controlled and governed within its closed-walled system, Fluency's growing agentic AI capabilities will act as digital workforce multipliers for clients, autonomously overseeing key workflows across its Digital Advertising OS.

The company will use the new investment from IGP to enhance its automation and agentic AI capabilities, as well as accelerate new integrations with publisher and technology partners.

In the [announcement of the transaction](#), IGP Managing Partner and Co-Founder Ryan Anderson said, "Fluency's OS has achieved something that other companies have only attempted. Rather than taking a 'swiss army knife' approach to bringing together common functionality into a single platform, they've elegantly woven together entire multi-step processes to streamline operations that have simply become untenable. We're proud to back a company that has already scaled organically on the merit of its technology and deep industry expertise, and look forward to amplifying their journey to leading the industry forward."

The Gunderson deal team was led by Zach Crowe and included Taylor Sarkaria and Taylor DiChello.

Companies

Integrity Growth Partners

Fluency

Related People



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