



# Keynote Presentation | **[CX + DX Intersection]** Bridging Customer Experience & Digital Experience with MarTech for Seamless, Personalised Engagements



MARIGOLD™

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# The Great Convergence: Engineering emotion in the age of algorithms

Bridging CX + DX with MarTech for seamless,  
personalised engagements

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# MARIGOLD™

Marigold is a leading cross-channel marketing platform, with solutions for email, SMS, loyalty, and personalisation, helping brands transform their relationships with customers.

As the trusted partner behind the world's most recognised brands, including Air New Zealand, Chipotle, Hiscox, KFC, Kraft Heinz, The Atlantic, and more-Marigold delivers relevant brand experiences that cut through the noise and drive real impact.

Marigold was born through a merger of industry-leading marketing platforms Cheetah Digital, Sailthru, Selligent, Liveclicker, Emma, and Campaign Monitor, and powers billions of customer interactions annually.



# What if your tech stack felt like your best employee?

82%

of consumers state quality of product and services is important in maintaining their loyalty

59%

of consumers feel companies have lost touch with the human element of customer experience

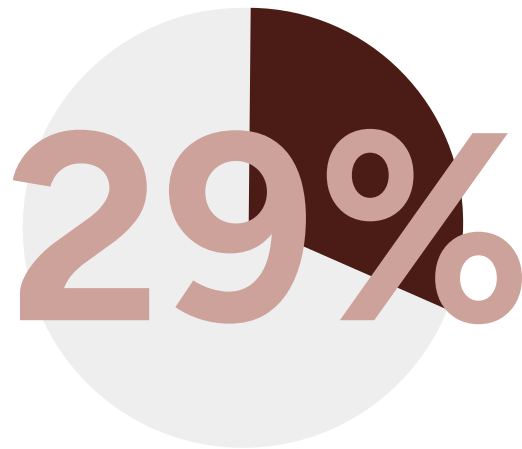
**“ It's not what we deliver,  
but how we make people feel.  
MarTech must scale empathy  
not just efficiency. ”**



# How often do you collaborate cross-functionally?

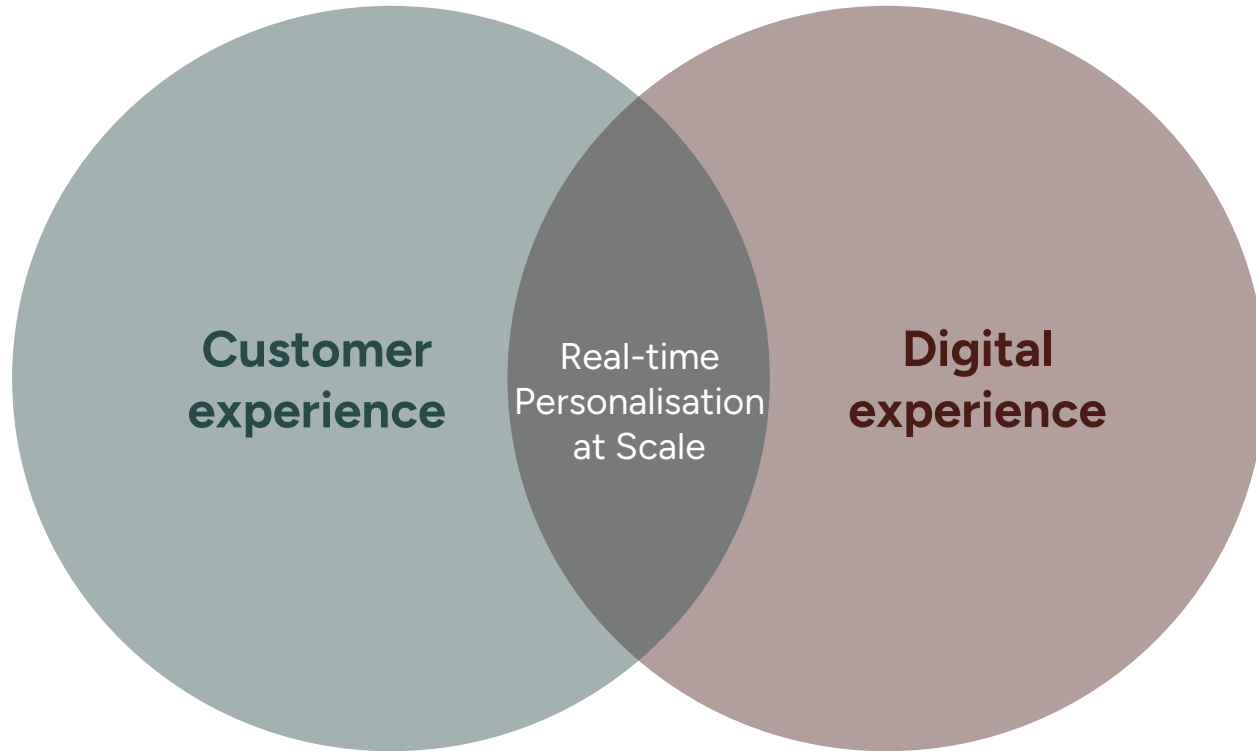
## The CX-DX divide is dead

**Customers don't see departments.  
They experience your brand as a whole.**



of companies align their Customer  
& Digital Experience teams

# The confluence of customer experience and digital interaction



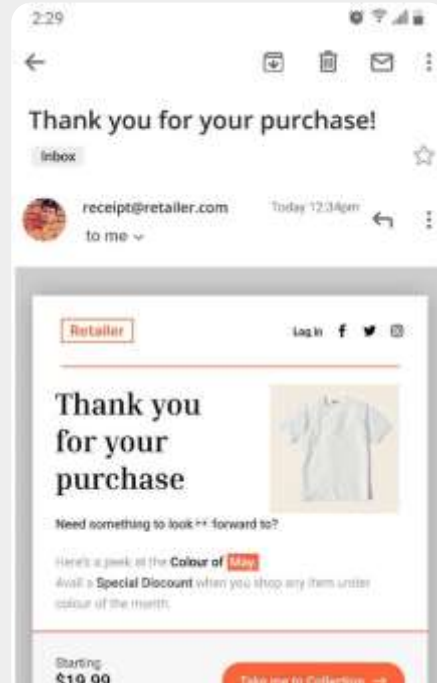


# Where customer experience meets the digital experience

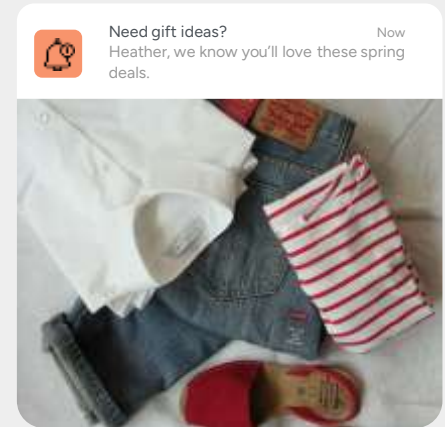
## In-Store Purchase



## Thank you email



## Push notification



# Beyond funnels: Marketing Technology as a tool for synthetic empathy

MarTech must scale moments of recognition by anticipating emotion, context and intent



A loyal airline customer, Jamie, had to cancel a long-awaited anniversary trip due to a family emergency.



The airline's system connected across booking, service, and behavioral data, flags this event.

2 weeks later, Jamie gets a message:

Jamie,

We know plans changed recently. When you're ready, let's help you plan something restorative with our compliments.



We have a trip credit, just for you.

[Claim Credit](#)



Need ideas for your next trip? We have personalised destinations.

[View Recommendations](#)

# Omnichannel myths

## Omnichannel isn't about being everywhere.

It's about being in the right emotional context at the right moment.



## Map moments of emotional truth

Identify where anxiety, anticipation, or delight naturally occur in your journey (e.g. waiting, returning, resolving), and invest in those.

## Build context-aware message triggers

Don't send the same message to every user. Use recent behaviour, channel history, and sentiment to inform timing and tone

## Design for memory not presence

Customers don't need you to be everywhere. They need to remember that you were there when it mattered. Focus on peak moments, not constant touchpoints.

# You can't optimise what they forget

## Traditional KPIs

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Traditional KPIs measure performance not perception.

## KPEs

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Are customers remembering the right moments?

What is your brand's emotional value over time?

How fast does emotion shift across the journey?

# What are you really building toward?

Are you designing systems that connect or systems that function?



## Tool-centric

Techstack > Strategy

Silos > Stories

Complexity > Clarity



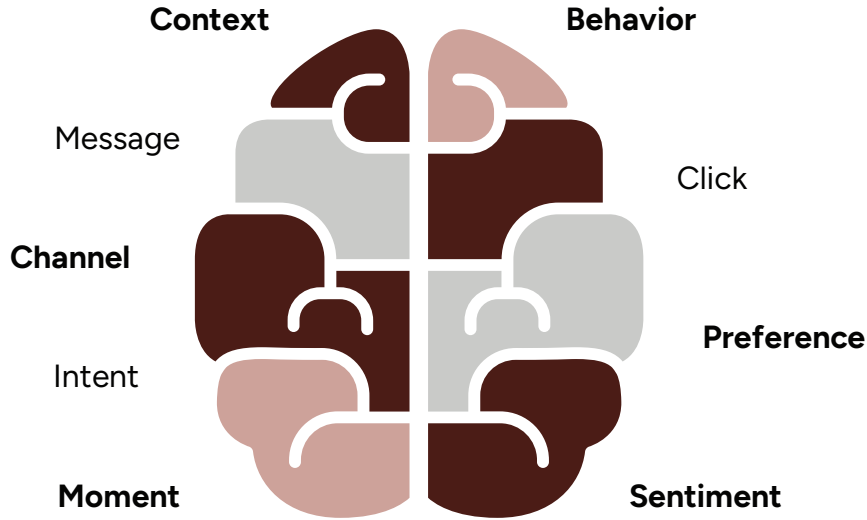
## Experience-centric

Outcomes > Outputs

Emotion > Interaction

Brand meaning > Brand messaging

# From campaigns to living experiences



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**Static journeys can't meet dynamic people**

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**Every interaction and signal should teach the system**

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**Stop launching campaigns, start designing systems that learn**

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**Build cross-functional Experience Teams:  
CX + DX + Product + Data**



**What will your next experience be built to learn?**

**Share one idea, belief, or feature that your Experience Operating System should deliver.**

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[meetmarigold.com](http://meetmarigold.com)

**Thank you!**

Visit us at booth #10 to learn more.