



Keynote Presentation | [The Future of MarTech]

AI, Automation, and CDPs in South East Asia



lemnisk™

ANKUSH AGARWAL

Director of Sales
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The Intelligent Core

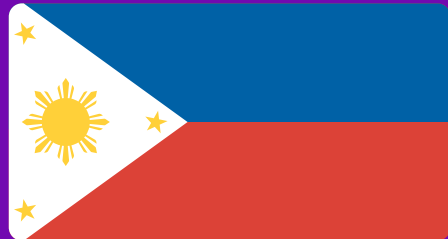
How a CDP Powers the AI Era



Ankush Agarwal

Director of Sales , Lemnisk

Philippines : The **Attention Economy**



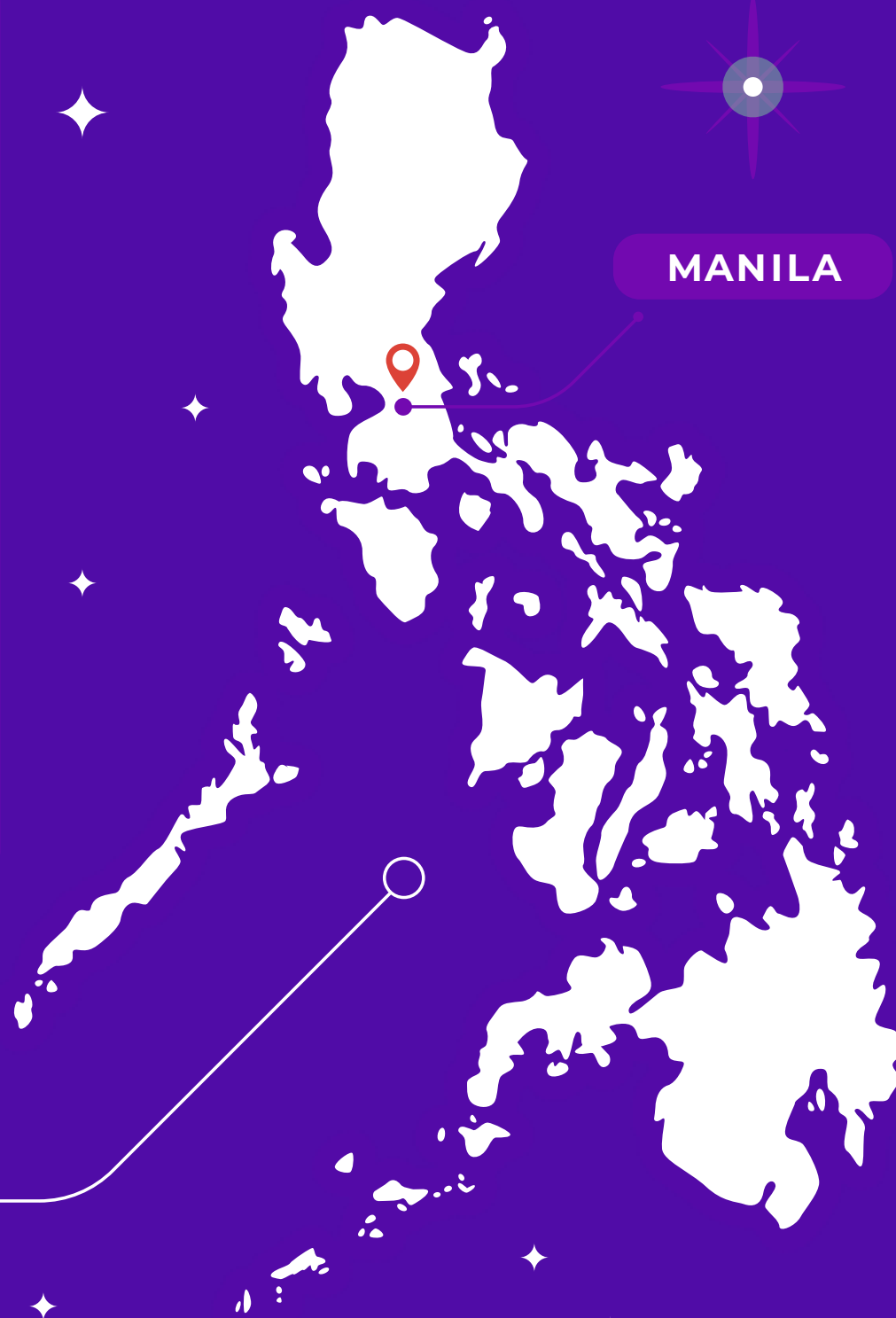
Time Online 8 hours 52 minutes/day,



Social Media #1 in influencer followership



Digital Finance 91.3% adoption.



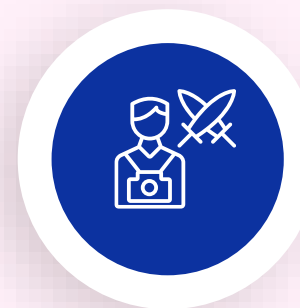
World's Most Online Nation

9 hours online daily



Fierce Attention Economy

Brands compete with every influencer, social trend, and digital distraction.



Personalization is Survival

To win, brands must cut through the noise with hyper-relevant, personalized experiences.



The Two-Front War Every Business Leader is Fighting



The Performance Mandate

In today's economy, every dollar must deliver. The market demands fast, measurable ROI to win "Attention War"



The Compliance Mandate

Data Privacy Act (RA 10173) means data protection is no longer optional; it's mandated.



The Leadership Dilemma

Leaders must deliver results while managing rising regulatory complexity

The Root Cause : A Shattered View of the Customer



DATA SILOS



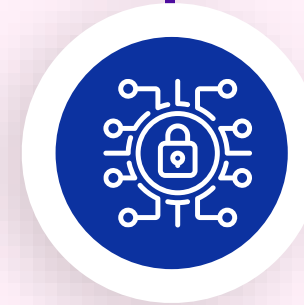
POOR DATA QUALITY



LACK OF REAL TIME DATA SETS



POOR DATA GOVERNANCE



SECURITY & PRIVACY GAPS & LIMITATIONS

What's Missing ?

The Missing Link

Another MarTech silo, or the central, system connecting all others.

Bridge to Performance

Bridges your data chaos directly to performance goals.



Real-Time, Unified View

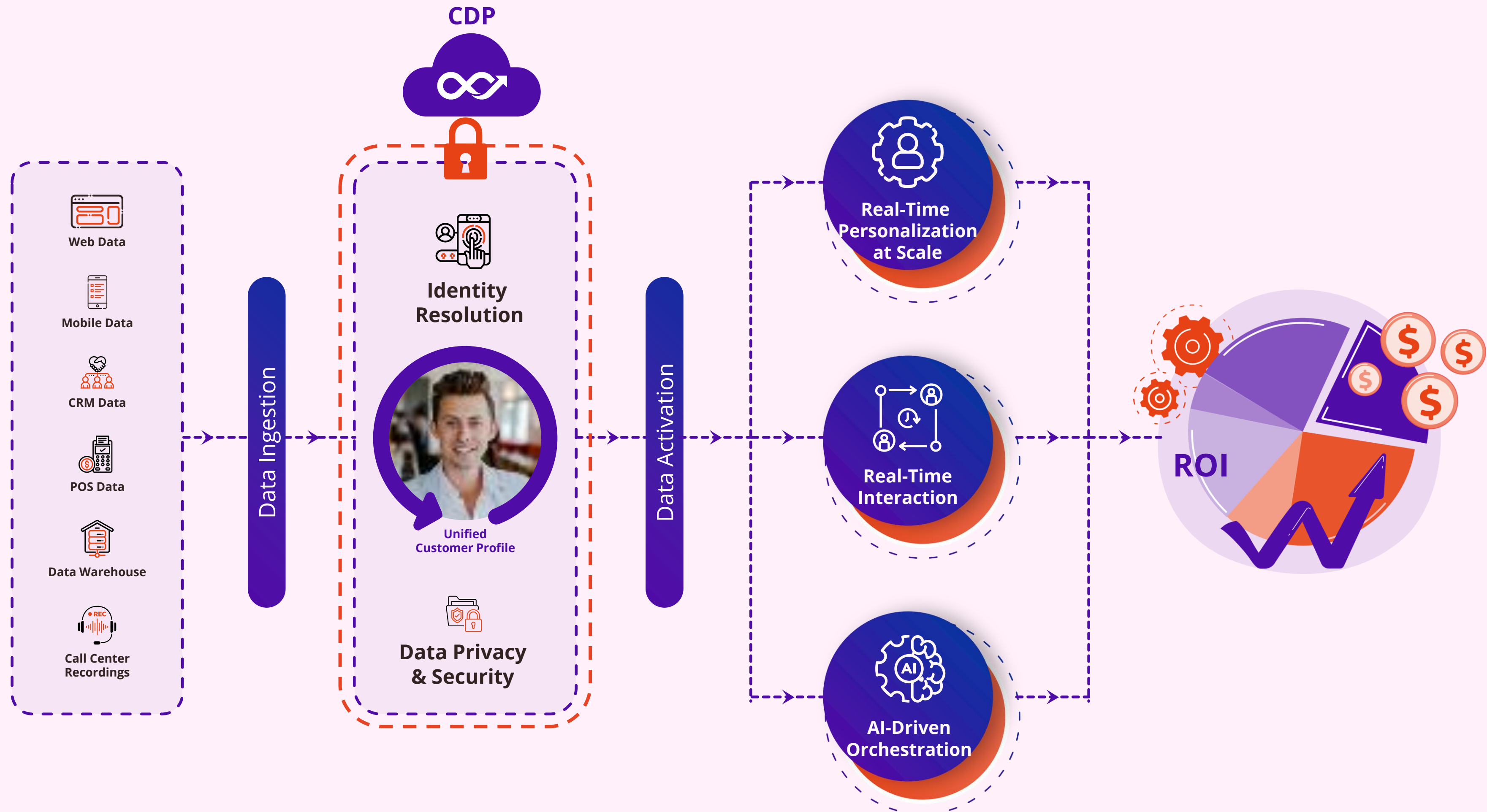
Unifies fragmented data into a single, living, real-time customer profile.

A Foundation of Trust

Built for new regulations, respecting PII and Data Privacy Act by design.

The Intelligent Core

Customer Data Platform: Bridging Data, AI & Marketing Success

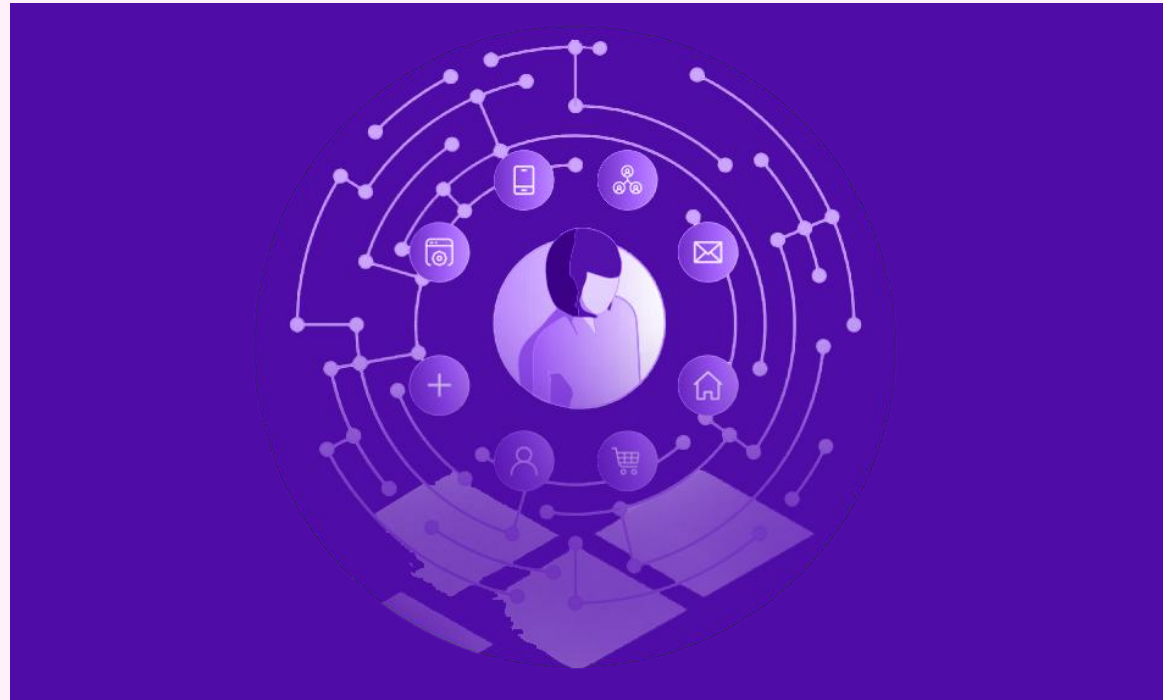


AI Evolution: Why This Core is Essential for the AI Era



Each wave, from Predictive to Generative to the future of Agentic AI, is more powerful than the last, but all share one non-negotiable requirement: clean, unified, real-time data.

What a **modern** CDP should look like ?



Entity-Level Identity Resolution

Unify customer intelligence across all business lines for precise engagement.



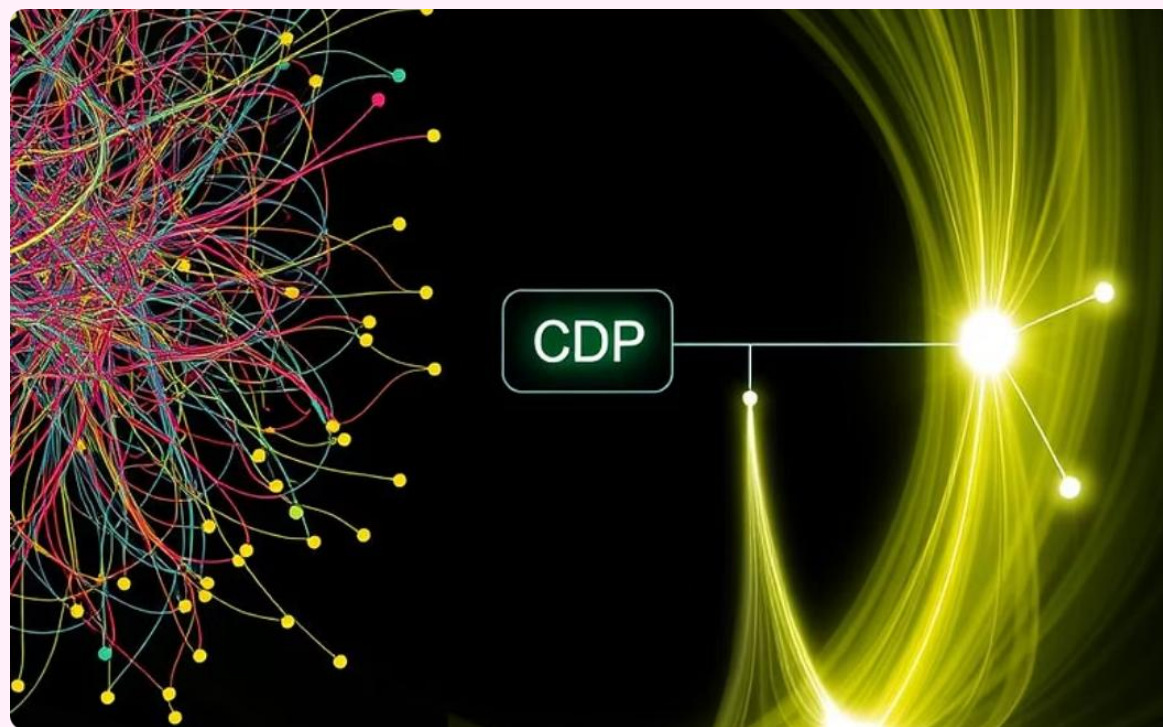
Real-Time Predictive Scoring

Act on intent by scoring audiences based on purchase likelihood or churn risk.



Voice-to-CDP Integration

Transcribe contact center recordings and extract sentiment for rich personalization.



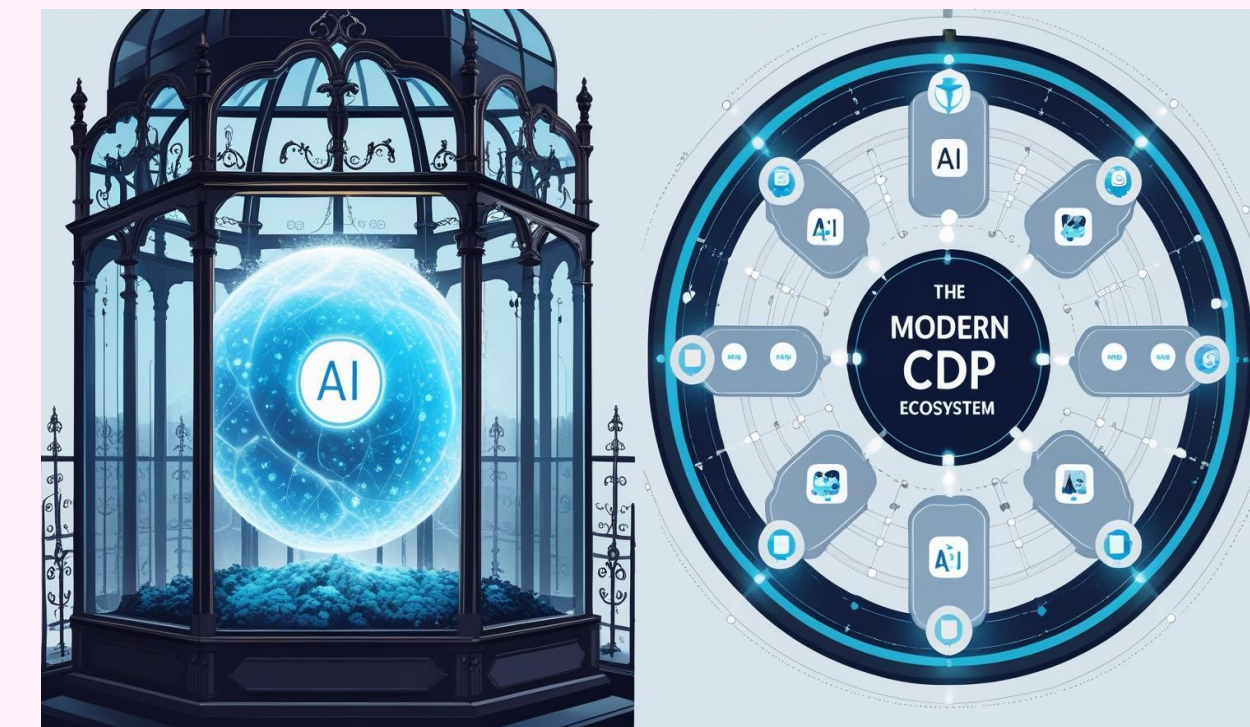
Model Context Protocol (MCP) Compliance

Ensure secure data flow between AI models to power real-time intelligent decisions.



Flexible Deployment Architecture

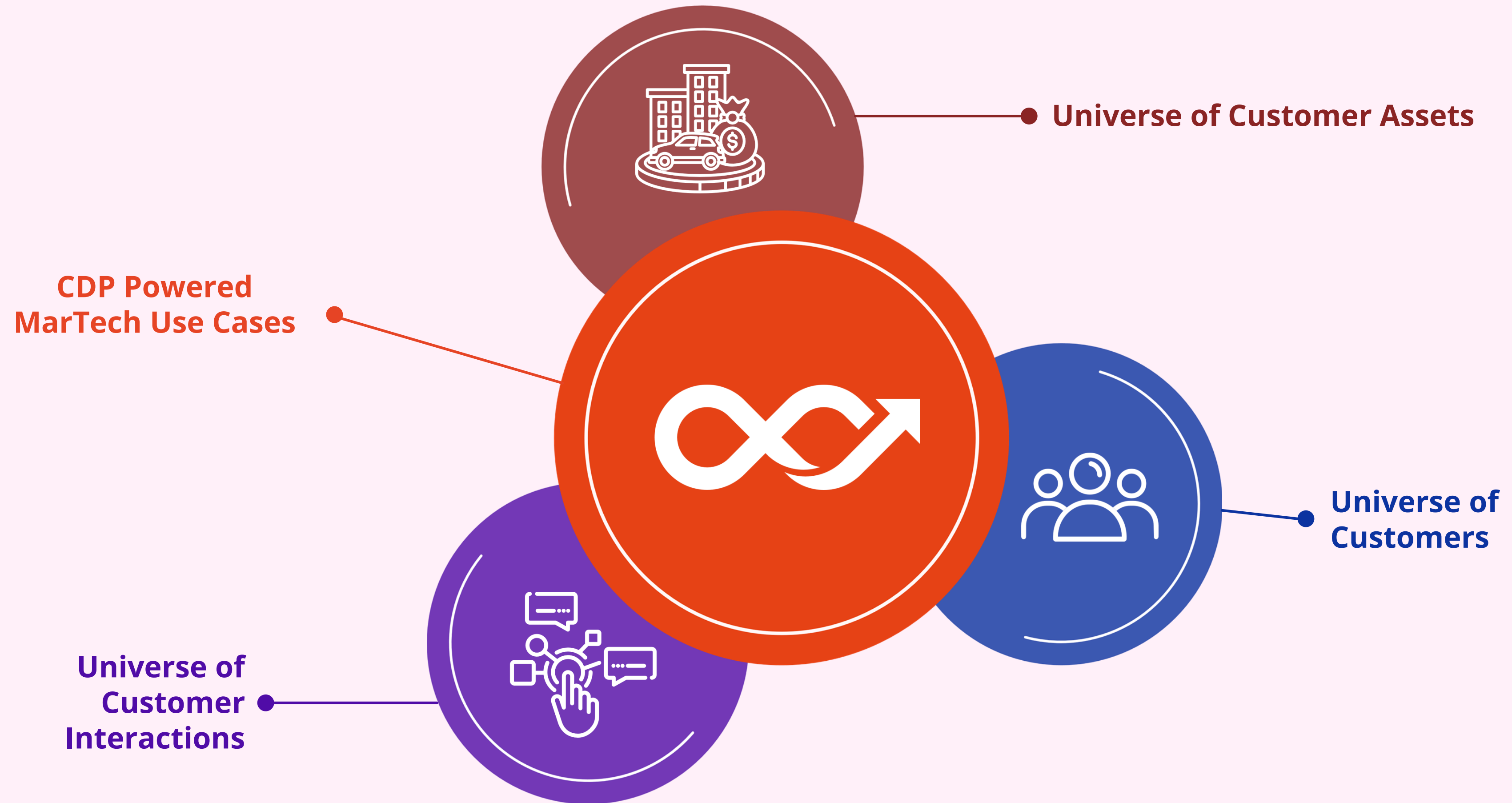
On-Prem, Private Cloud or SaaS, Zero Copy



Open AI & Model Interoperability

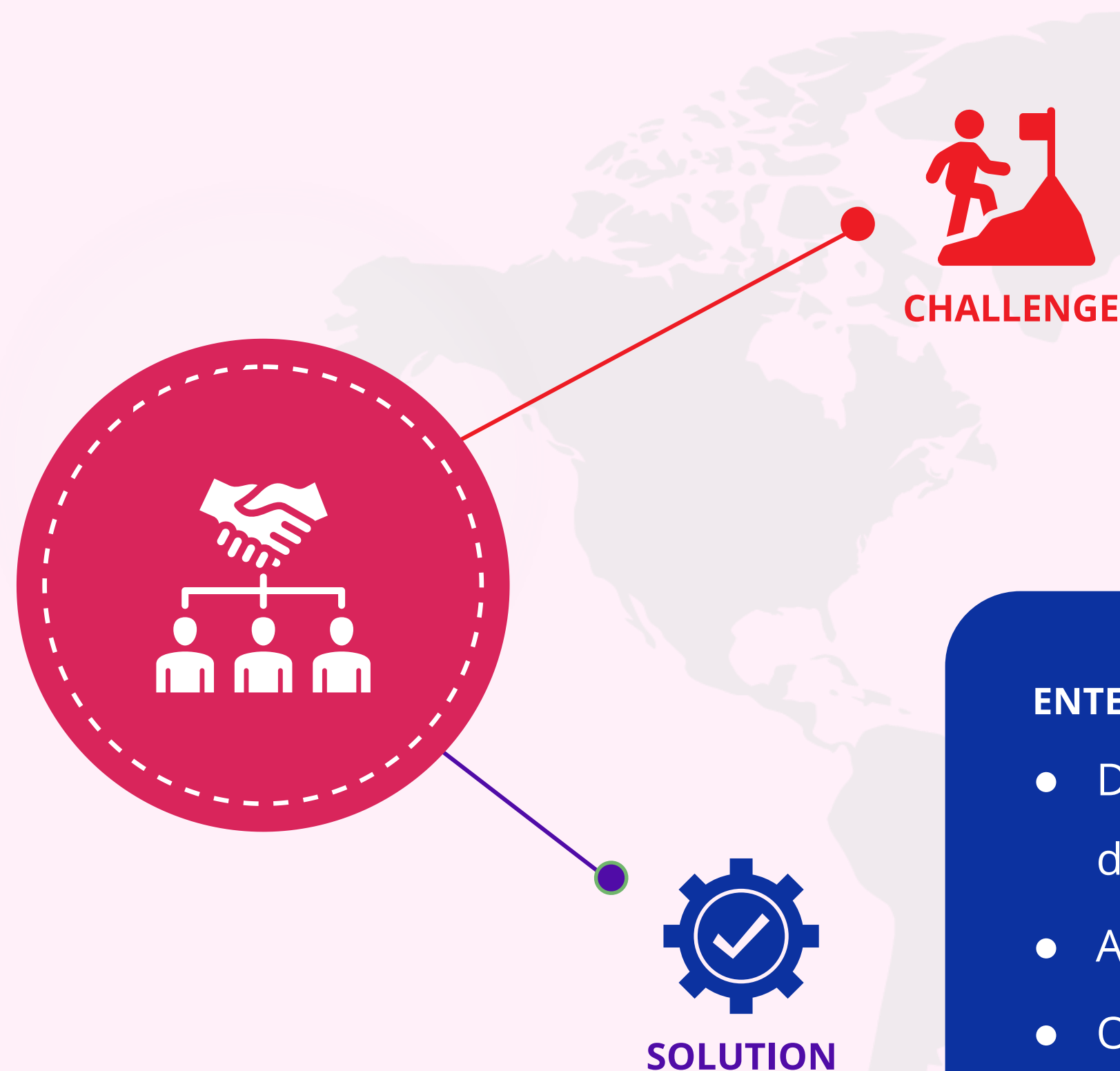
A modern CDP must democratize AI, connect to any AI model - your data, your rules, your choice of AI.

How CDPs will empower the **Future** of Marketing



Lemnisk CDP in Action

AIA Accelerates Digital Transformation Using Lemnisk CDP



OBJECTIVES:

- Acquire online behavioural data & integrate it with first-party offline data
- Convert more visitors into actual leads

ENTER LEMNISK CUSTOMER DATA PLATFORM

- Deterministically stitched 1st party customer data (offline) and web data (online)
- AIA existing customers tagged using identity resolution
- Offline-online micro-segments created using rich insights from the CDP
- Website drop-offs (existing customers) brought back via 1:1 hyper-personalization

AIA Philippines Outcomes After Just One Year



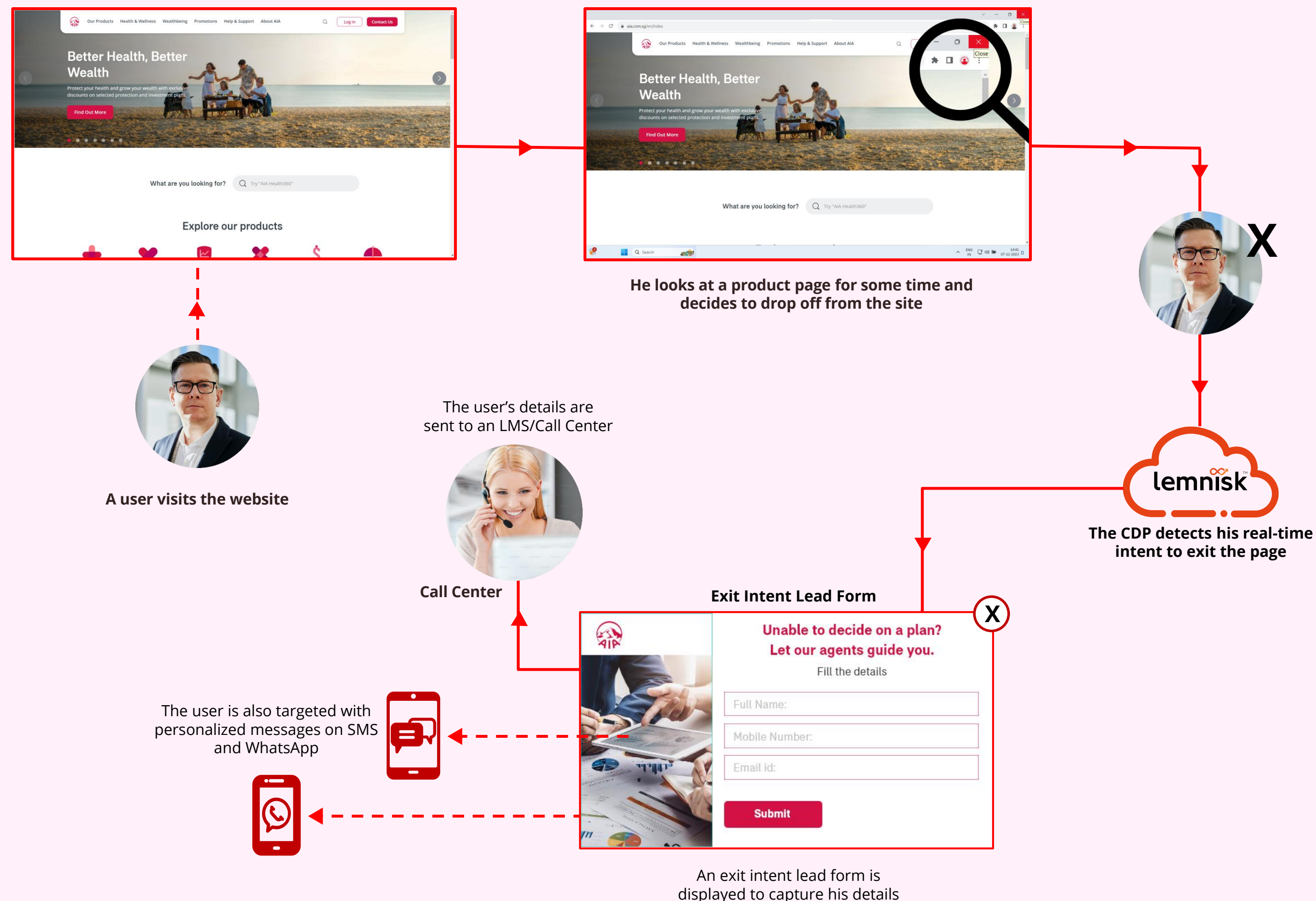
	OBJECTIVES	FROM BASELINE	TO ACTUAL WITH CDP	UPLIFT
A	Increase Lead Generation Rate	1.1% baseline 30% of leads are returning visitors	1.3% lead generated via retargeting and off-site/on-site personalization 48% of leads are returning visitors	+20% ↑ uplift from baseline with an upside of 10% MoM improvement
B	Improve Lead Conversion Rate	2-3% leads converted vs. leads downloaded	9% Lemnisk leads converted over downloads vs 6% for non-Lemnisk leads	+50% ↑ better conversion rate
C	Profile Enrichment	No profile tagging and matching on aia.com.ph	Tagged 2.2M CDP profiles 743k - existing customers (offline) 1.4M - anonymous online visitors	64% of total tagged are online profiles

Objective: Target repeat website visitors based on their product intent.

Solution: Users' behaviour can be captured across the website for different products and they can be targeted accordingly

KPI: 50% increase in online conversions

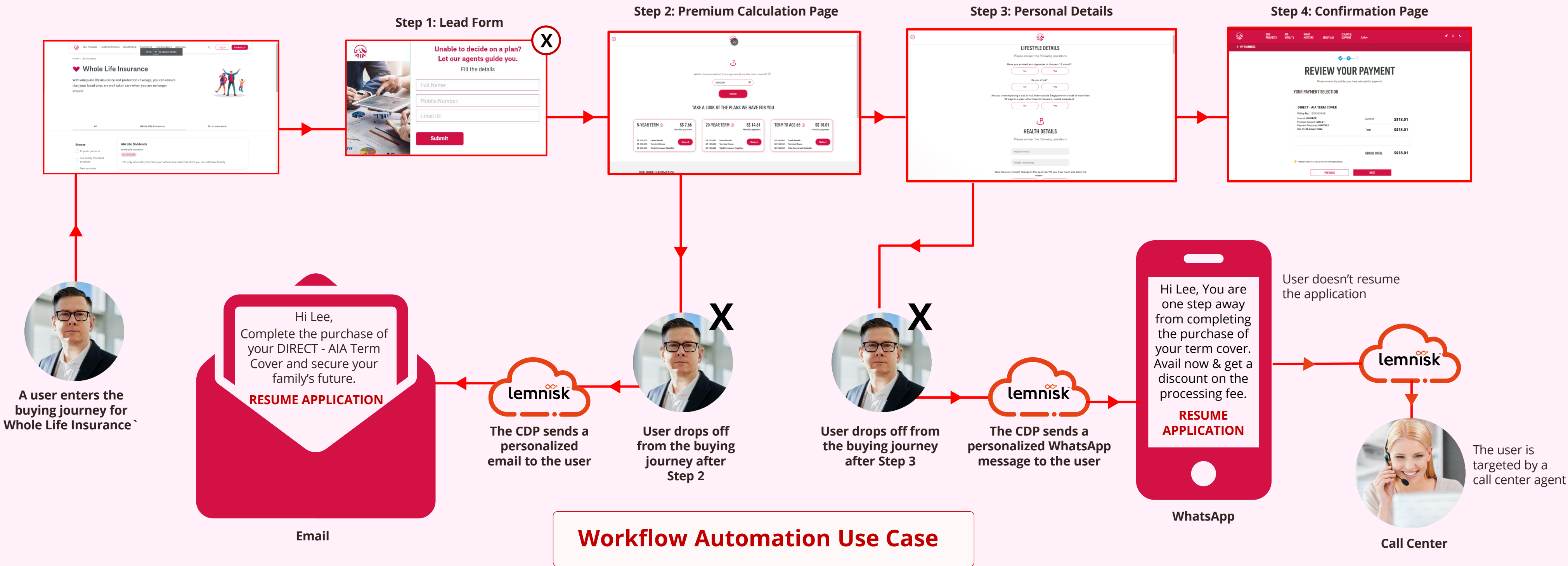
CDP Use Case



Objective: Nurture the user journey for digital leads to drive conversions.

Solution: Orchestrate the entire nurturing for digital leads using Journey Builder, website engagements, & digital channels.

KPI: 2X increase in lead-to-conversion ratio.



Transactional Push Notifications





Challenges

Fragmented data across sources limited personalization and engagement.

Limited cross-channel communication reduced upsell opportunities.



Solutions

Integrated 9 systems (CRM, Genesys, Mismar) for multi-channel messaging

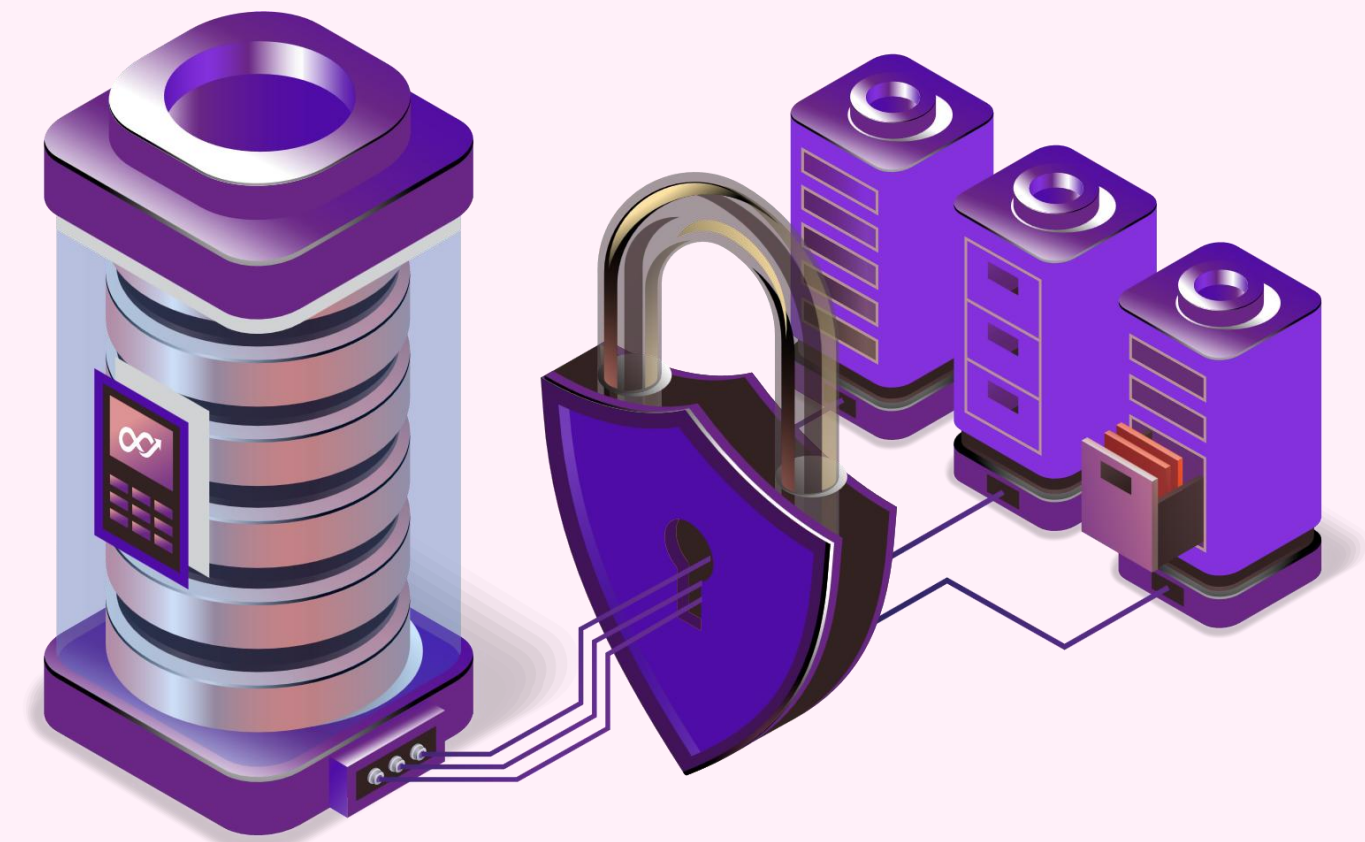
Used real-time Kafka triggers for dynamic cross-sell campaigns



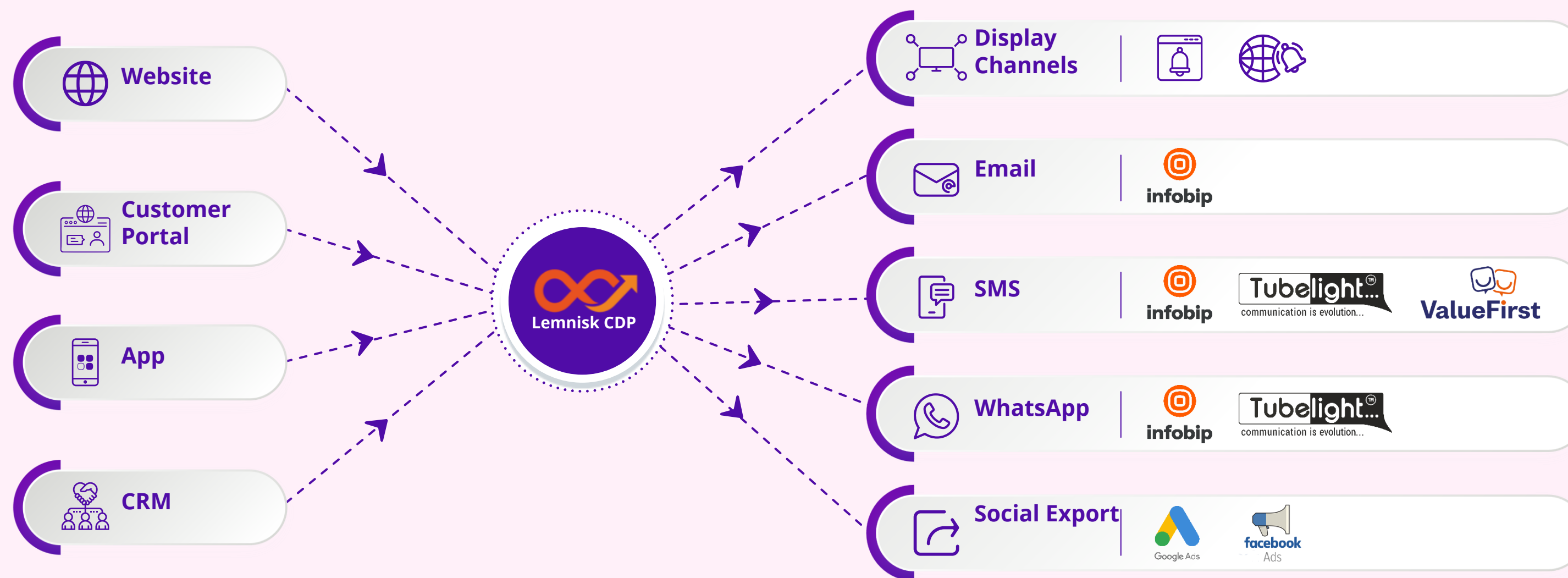
Benefits

18% increase in visit-to-lead conversions via intent-based personalisation.

Improved experience , 7% MoM increase in product leads from inactive users using targeted campaigns



Case Study: End to End Automation



Impact in FY24

10%
Increase on MoM leads

4%
Lead to Conversion Rate

\$60K saved
by automating and optimizing
renewal campaigns



Hero Product Broadcast
Lead Form pop-up on Exit Intent
Product Intent based nudges



Pre-Renewal Drip Campaign
Lapsed Policy Drip Campaign



Rider Upsells
Multi Year Renewals Nudge
Life Stage Based Crosssell



New Policy Onboarding
App Install Nudges
Marketing Campaigns Support
Regulatory Updates

Visit the Lemnisk Booth

To get a sneak peek at Lemnisk
and how we are bringing all of
this live,
visit **Booth 2**

