



Keynote Presentation

Marketing Innovation

MarTech for the Intelligence Economy



**ASHISH
DESHPANDE**

CX Evangelist
HCLSoftware

HCLSoftware

MarTech for the Intelligence Economy

Ashish Deshpande
CX Evangelist





**We are inundated with irrelevant and distracting messages.
Engagement and trust levels are plummeting.
This will get exponentially worse in the AI enabled future!**



70%

Of consumers have unsubscribed from at least 3 brands in the past 3 months due to excessive email messaging.

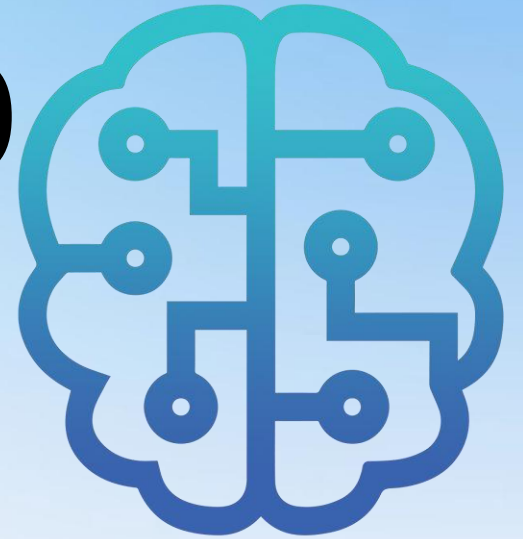
The 2025 Optimove Insights Consumer Marketing Fatigue Report



58%

Of respondents appreciate AI-driven marketing for its ability to tailor messages to their needs.

The 2025 Optimove Insights Consumer Marketing Fatigue Report

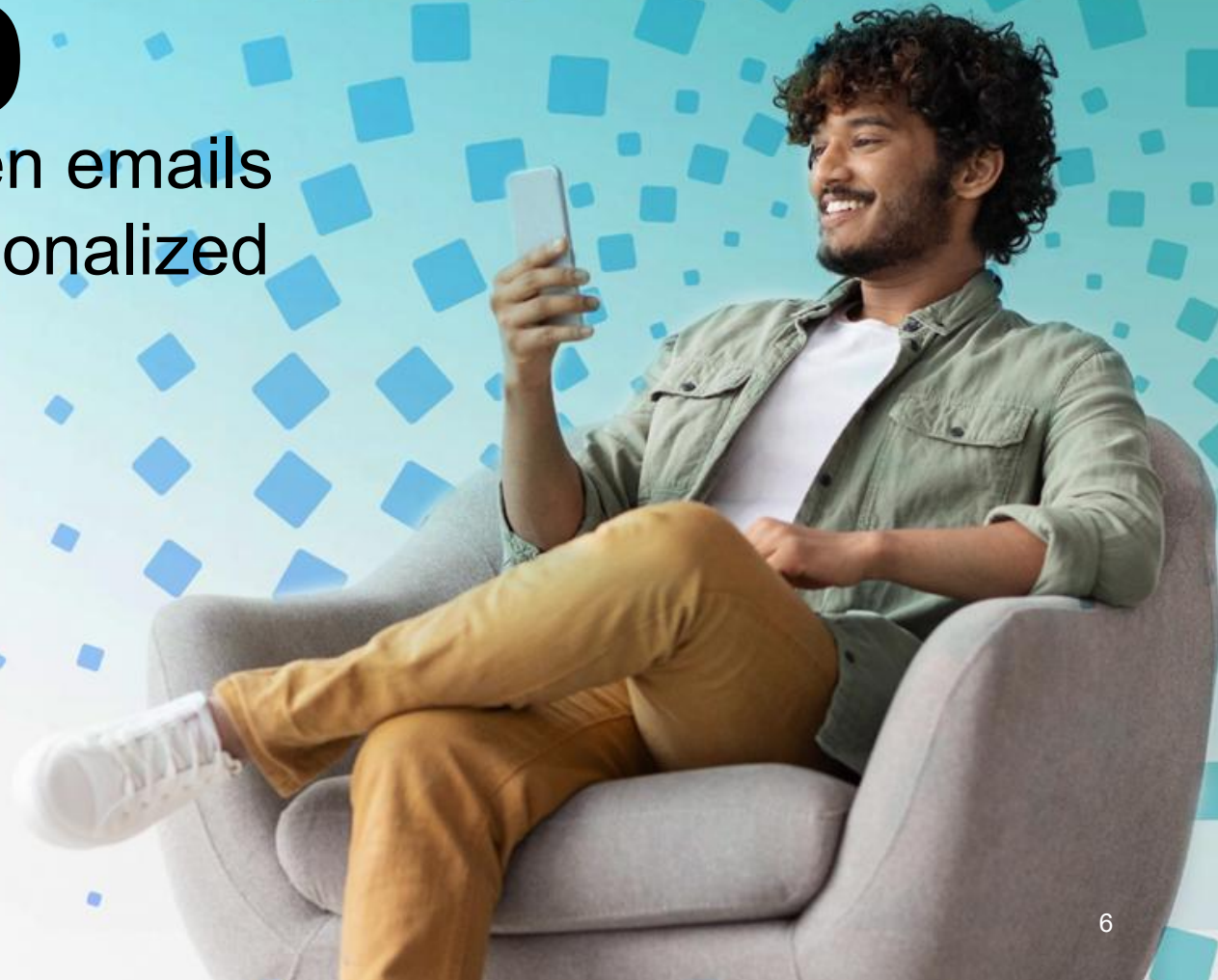




47%

Of consumers open emails only if they're personalized to their needs.

The 2025 Optimove Insights Consumer Marketing Fatigue Report



A tale of two economies

There are two distinct types of digital economies that exist in communities worldwide.



The Attention Economy

The Currency:
Transactions & Eyeballs

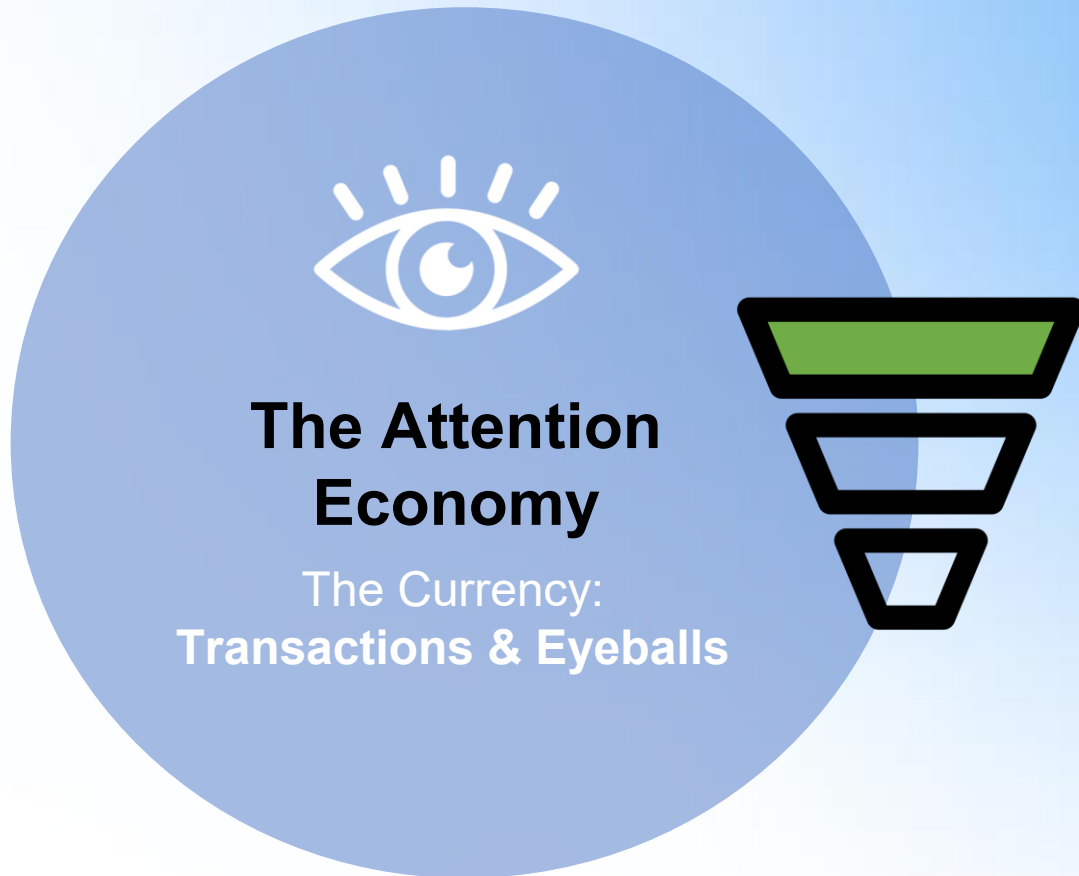


The Trust Economy

The Currency:
Lifetime Value & Loyalty

The Attention Economy

The Attention Economy's currency is Transactions and Eyeballs and it has become unmanageable.



Fill the top of the funnel

- **Customers #1 complaint** is about the industry is **interruption**, trumping **privacy & security** concerns.
- **U.S. digital media spend** is estimated at around **\$269 billion**, the ease of **content creation** via **generative** will only make the challenge worse.
- **U.S. ad spend** is **\$940 per person**. The **U.S.** is **#1** in **ad spend**, resulting in **7X** the **global** average.

The Trust Economy

The Trust Economy's currency is Customer Lifetime Value and Loyalty, we need to maintain their confidence.

Generate memorable transactions

- **Customers** who are **emotionally connected** to **brands** have a **306% higher lifetime value**
- **Reliability** fosters **trust**. Customers are **3.8 times** more likely to **spend more** on a brand they consider **reliable**.
- **Brands** that have **earned trust** and high **customer loyalty** have a **Net Promoter Score 3 times higher** than their competitors.



The Trust Economy

The Currency:
CLV & Loyalty

The emergence of the Intelligence Economy



Context is the currency of the Intelligence Economy

It's about using context to make the funnel more effective

- **Globally AI** in marketing has **grown** from a **\$12 Billion USD** business to a **\$36 Billion** business in the **last 2 years**
- Focused on **aggregating, activating** and **understanding** the full **customer context**
- **The Intelligence economy** is about **doing better** not just **doing more**





Insight

Deep Customer
Knowledge



Engagement

Contextual
Customer Journeys



Experience

Memorable
Experiences

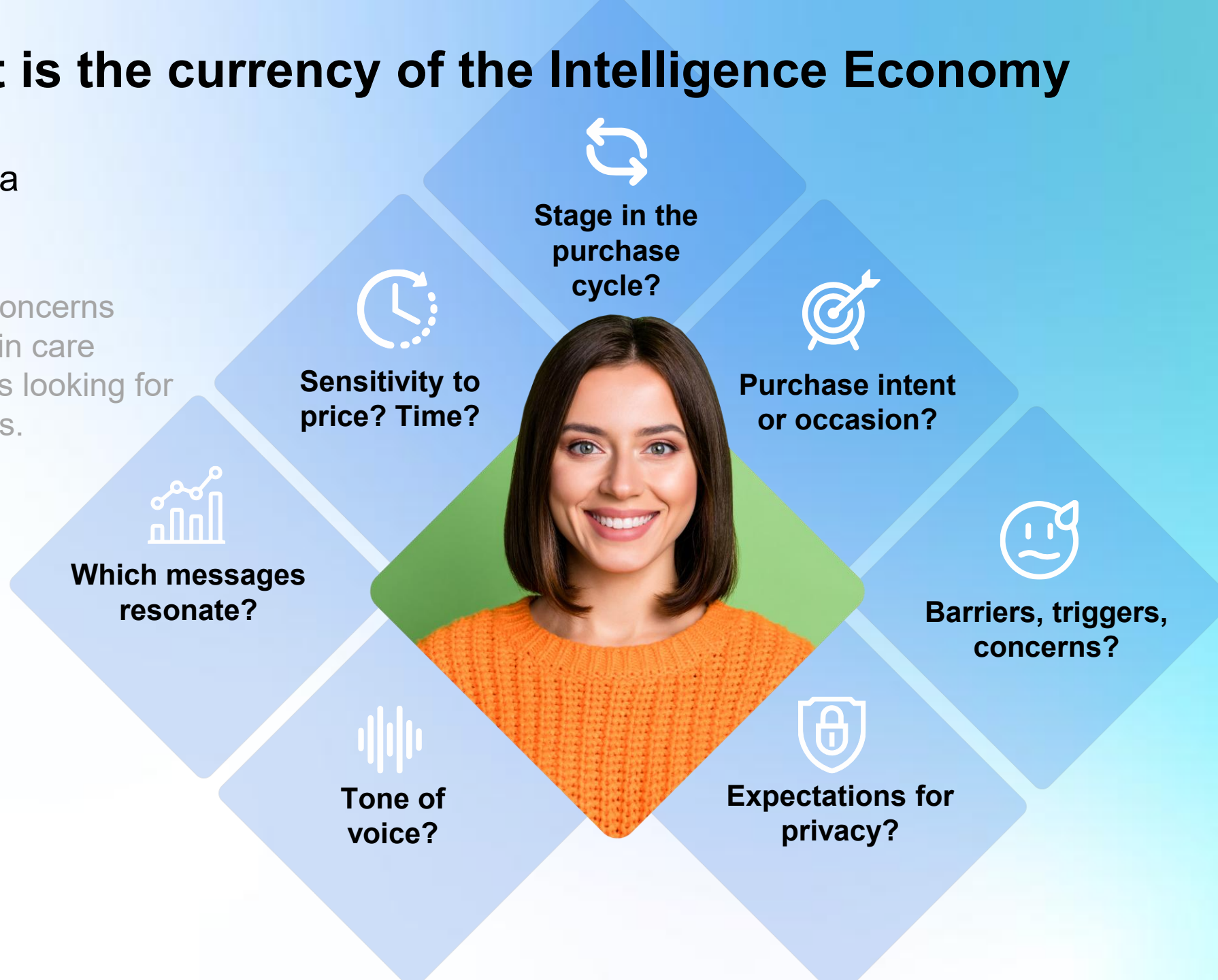


**THE
INTELLIGENCE
ECONOMY**

Context is the currency of the Intelligence Economy

User: Emma
Age: 24

Emma has concerns about her skin care regime and is looking for new solutions.



HCL Unica+

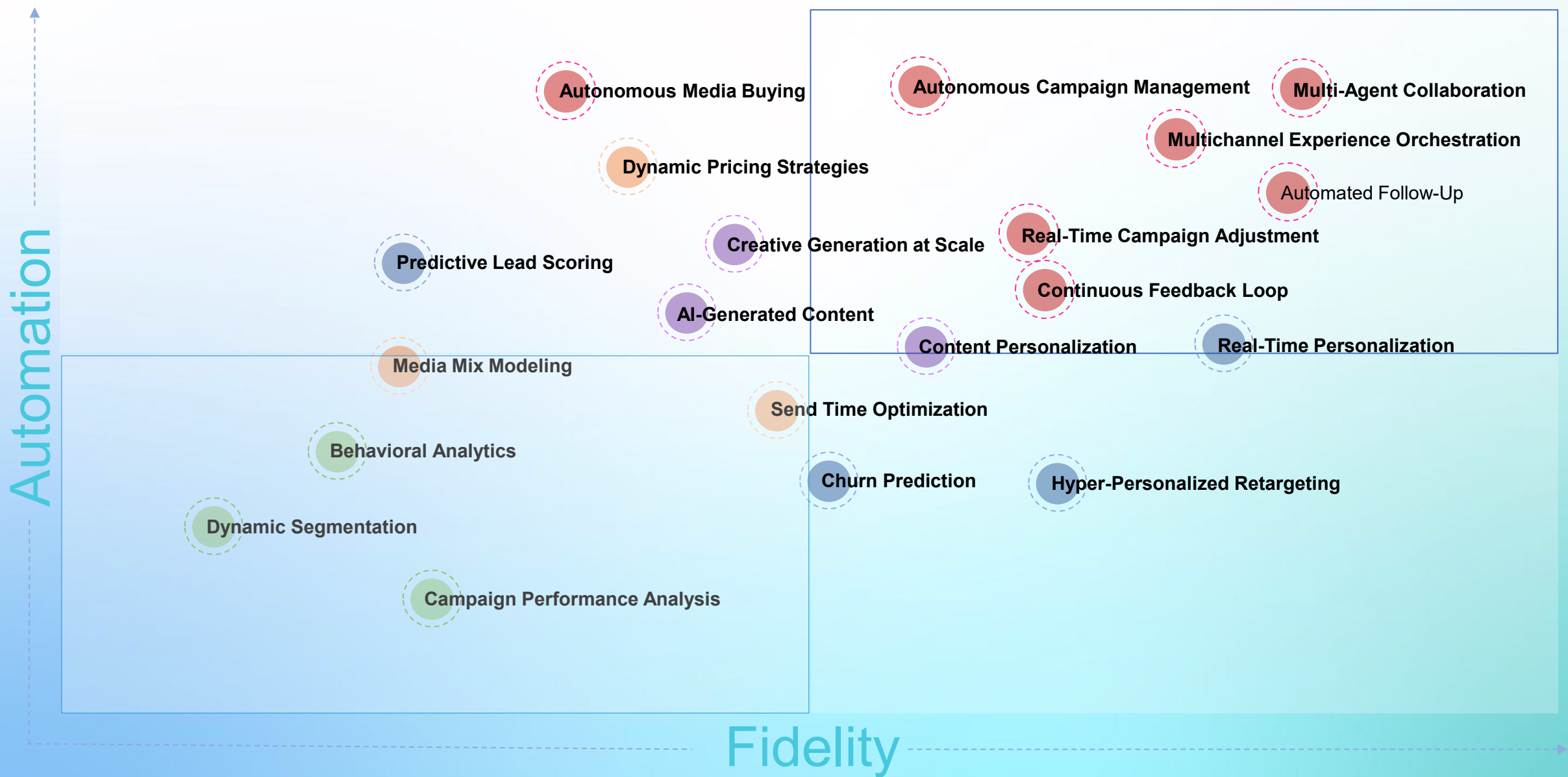
MarTech for the Intelligence Economy

- + AI-First
- + Data-Driven
- + Hyper-personalized

HCLSoftware

AI-first, data-driven, hyper-personalized

AI Trajectory For the Intelligence Economy



Glimpses what this might look like

Journeys >

Bank Account Activation journey_te...



Design

History

More Actions ▾

Exit

Add/Edit Goal

Save

Publish

Palette



Milestones

Form Drop Off

Re-target Co...

Mobile Notifi...

Notification ...

Application ...

Activation do...

First Transact...

Start
1 DD, 1 ES

Form Drop Off?

Yes

Welcome

Wait 5d

is Activated

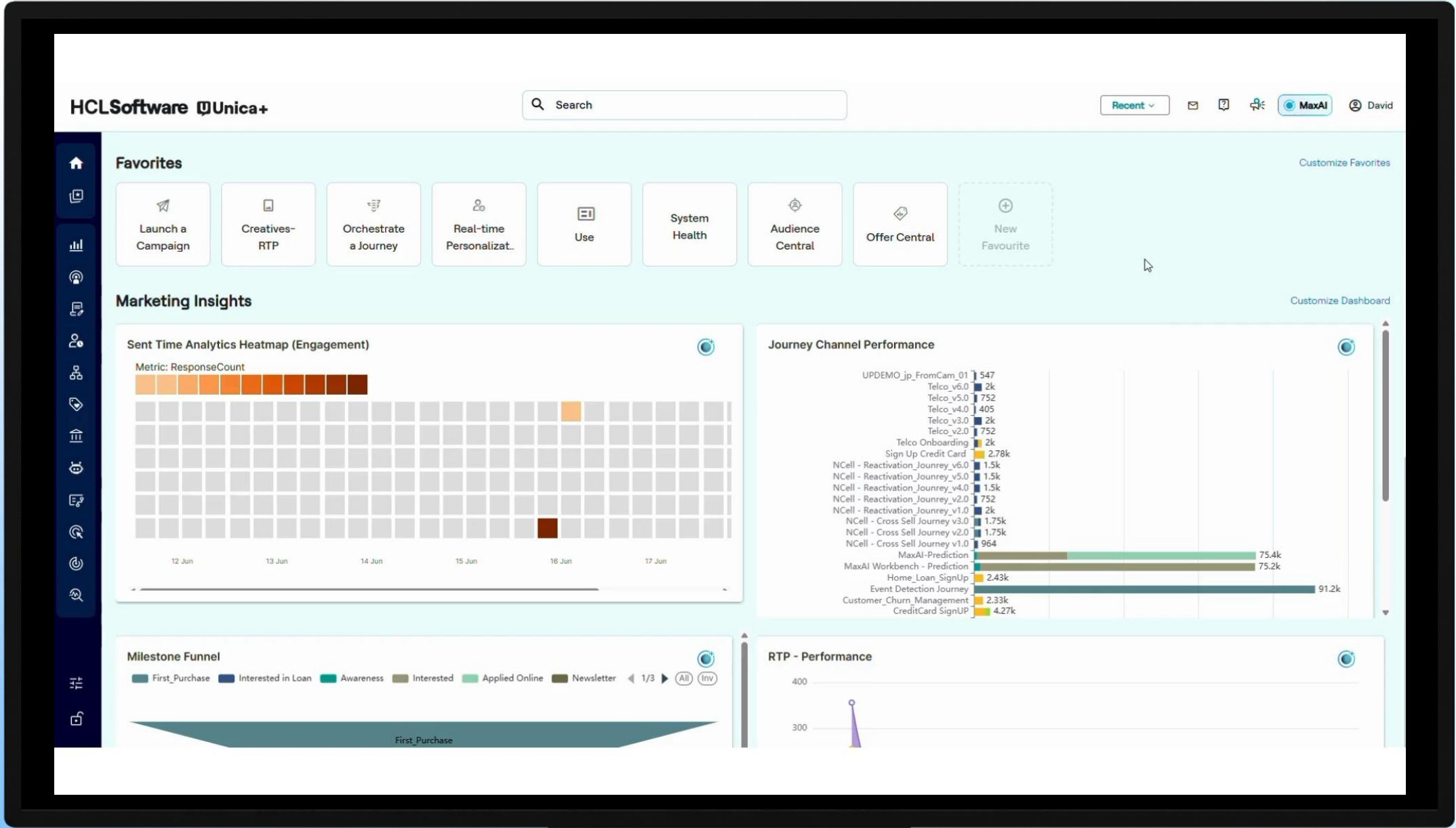
No

Notification Reminde...

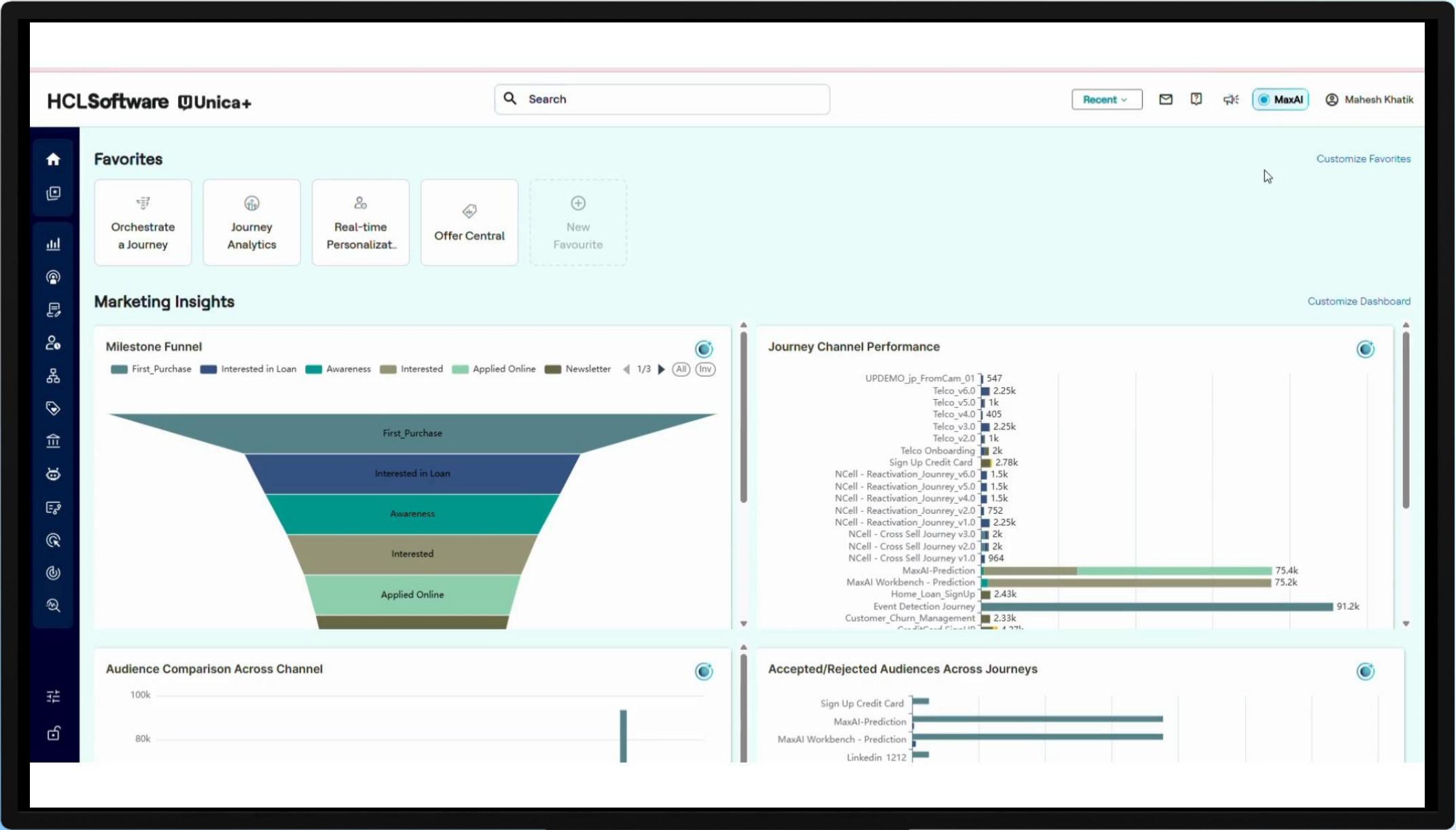
End

Zoom: 120%

HCL Unica+: Insights Agent



HCL Unica+: MaxAI Assistant



HCLSoftware

Fueling the Digital+ Economy

hcl-software.com