THE MARTECH SUMMIT | LONDON

PLENARY

AI for Marketing

The Context Gap: Lessons from a Year of Building AI for Marketers



KASHISH GUPTA
CEO, **Hightouch**

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Lessons from a Year of Building AI for Marketers

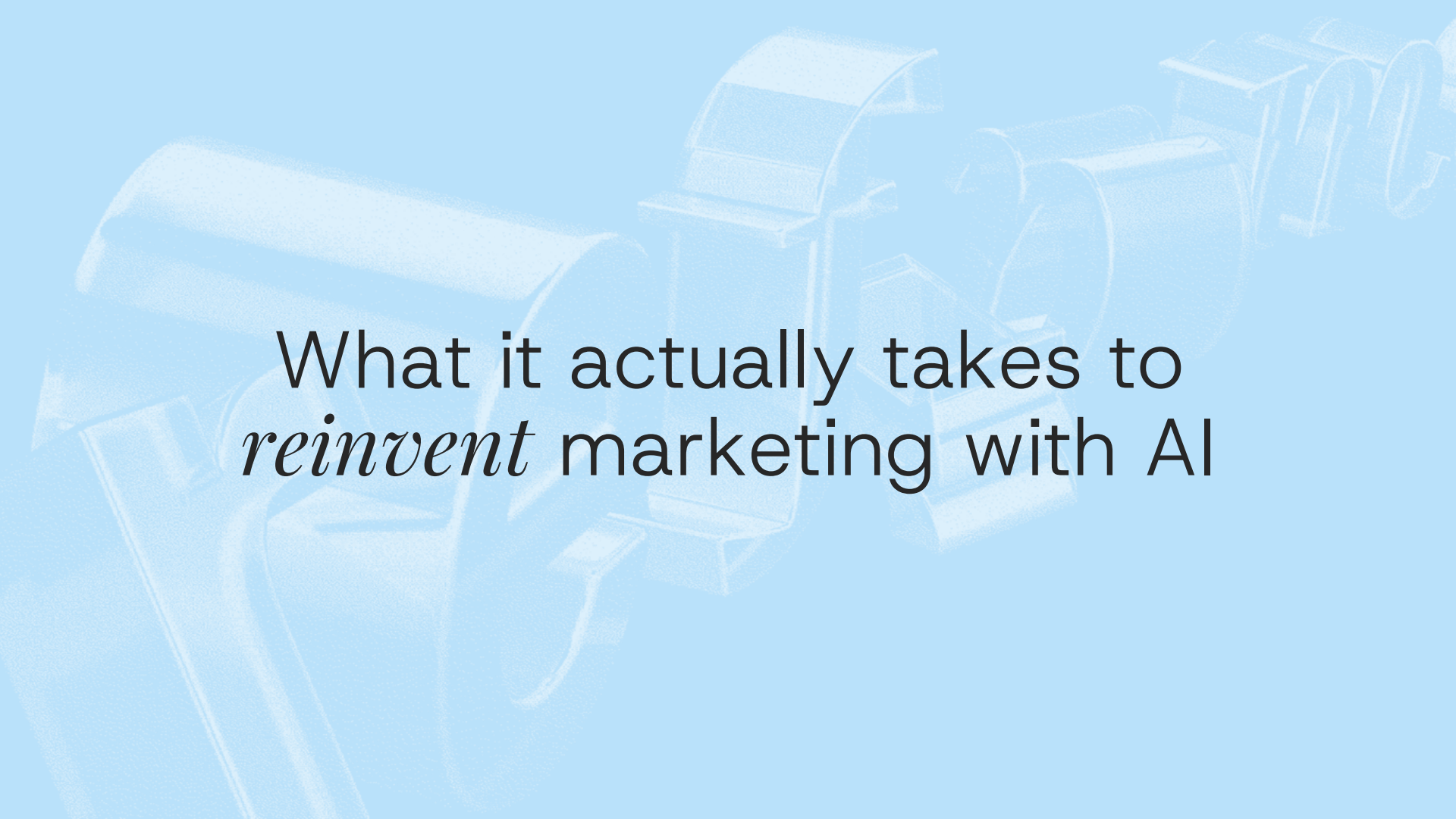
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Hi!



I'm
Kashish Gupta

Co-CEO & Cofounder
Hightouch



What it actually takes to *reinvent* marketing with AI

What is the *biggest problem in marketing* today?

Delivering the best customer experience

Understanding customers better

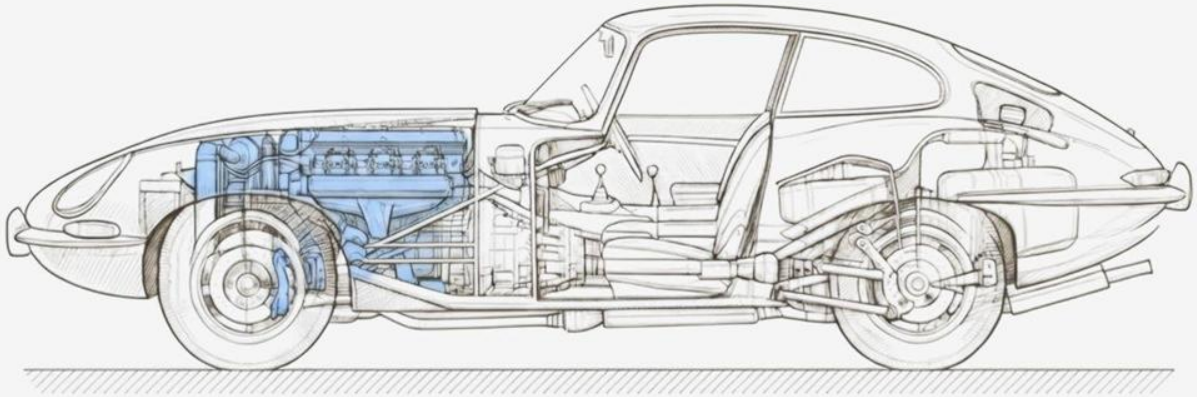
Using AI effectively

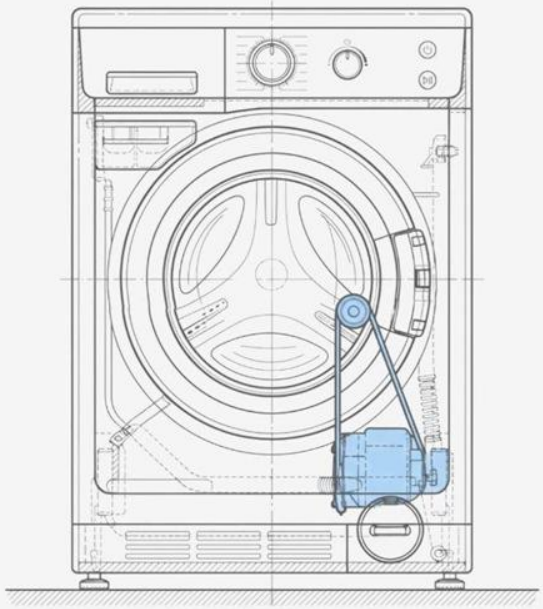
So much goes into a *single campaign*

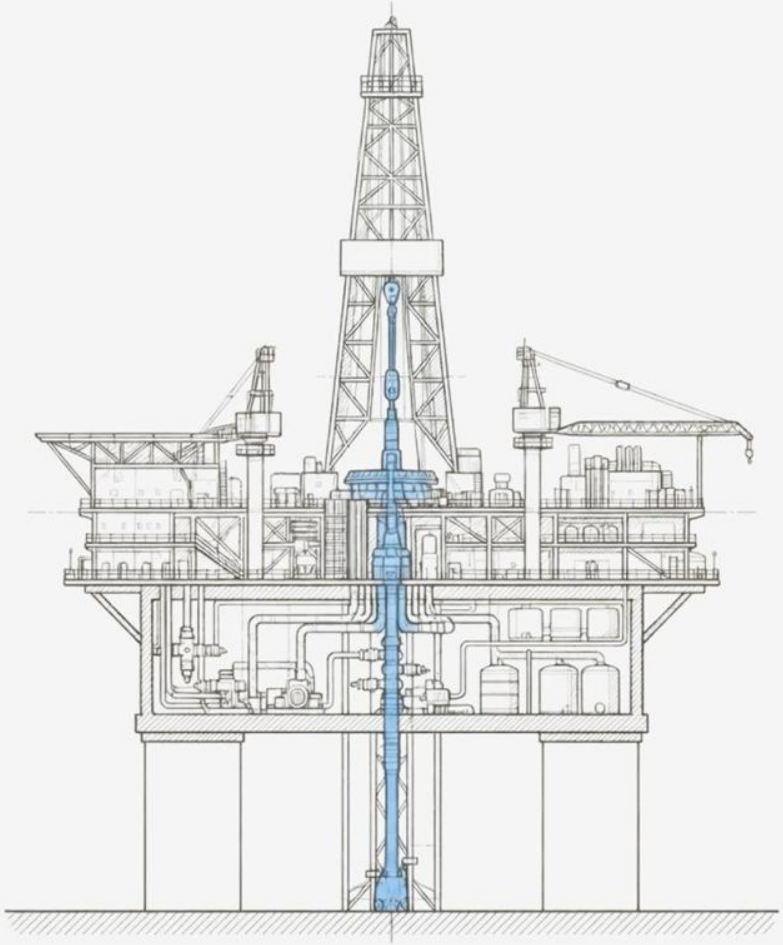
- Customer data
- Company data
- Actionable insights
- Creative
- Connected tools
- People and skill sets

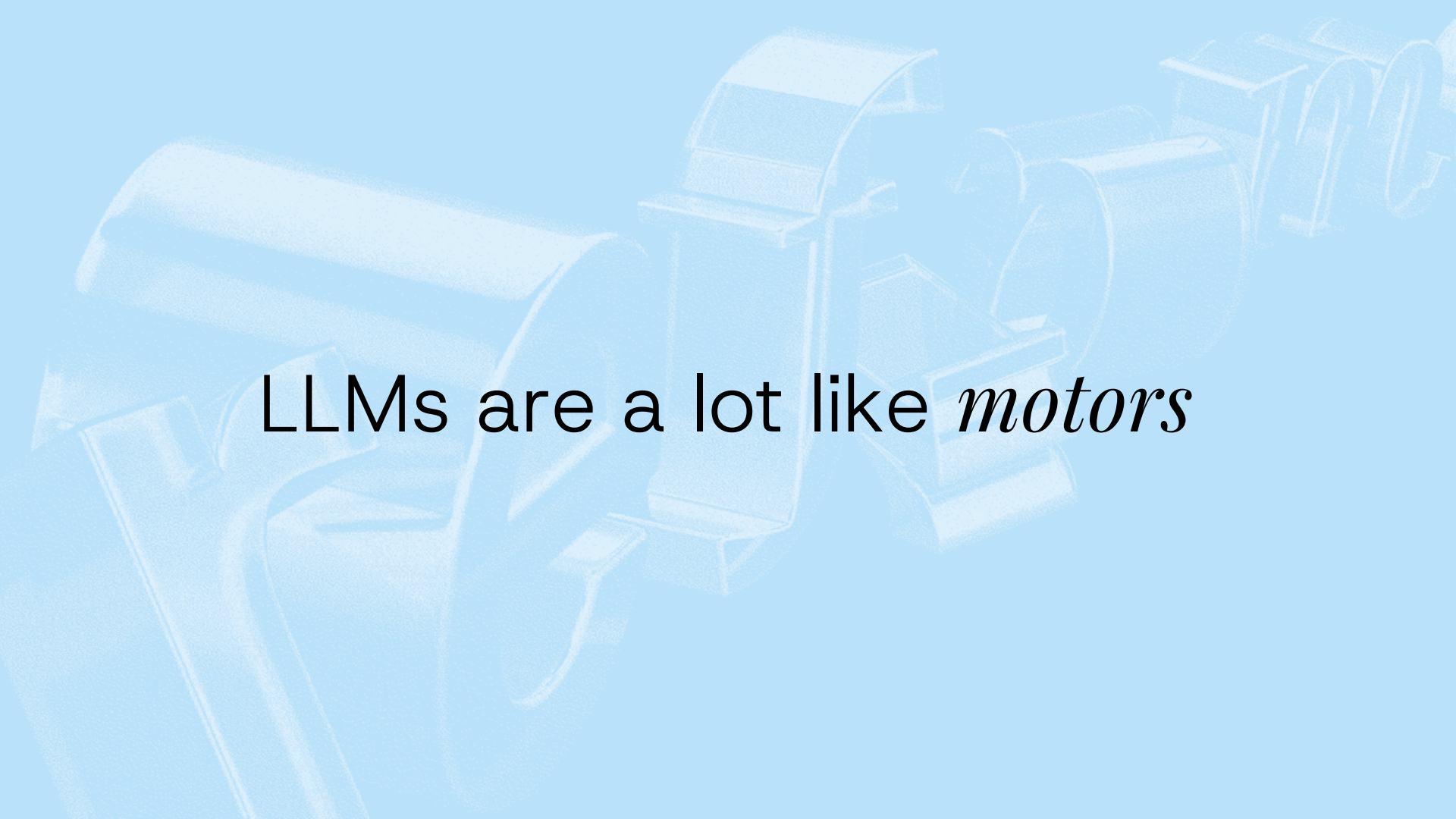


So...how do you actually apply AI to your marketing *today*?





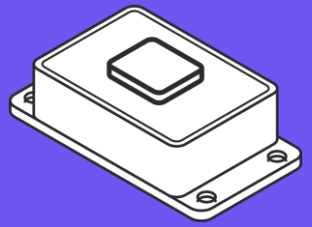



LLMs are a lot like *motors*

To do marketing, LLMs needs a marketing harness

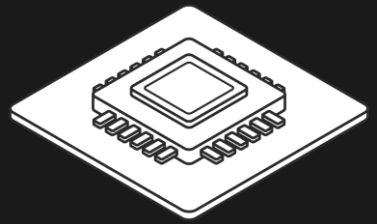
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Marketing harness



=

Powerful model



+

- Brand and approved assets
- Business context and goals
- Workflows and approvals
- Tools and integrations
- Guardrails and rules
- Memory and learning

The harness needs to do *four things*

1. Work the way you work
2. Understand your business
3. Access your tools
4. Follow your guardrails

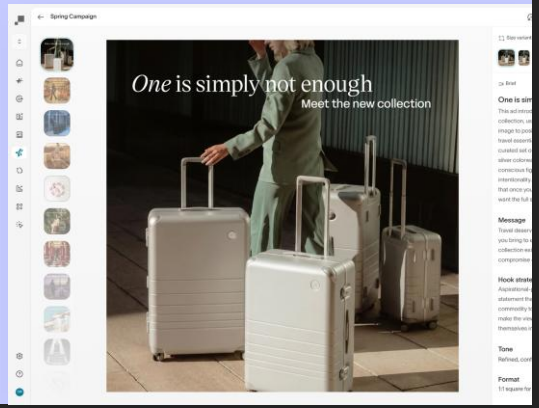

Hightouch is your
agentic marketing platform

The Hightouch agentic marketing platform

A complete system of context, tools, skills, models, and interfaces to help your team successfully adopt AI for marketing work.

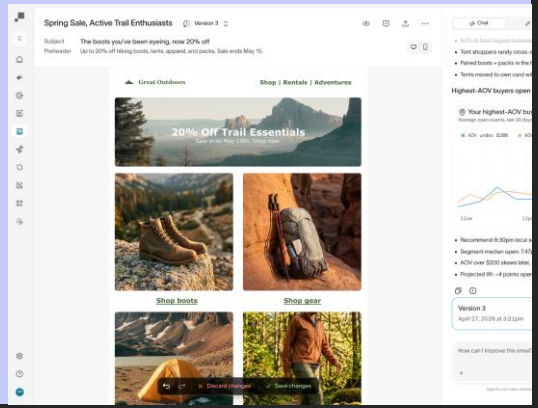
Ad Studio

AI–native workflow for performance marketing



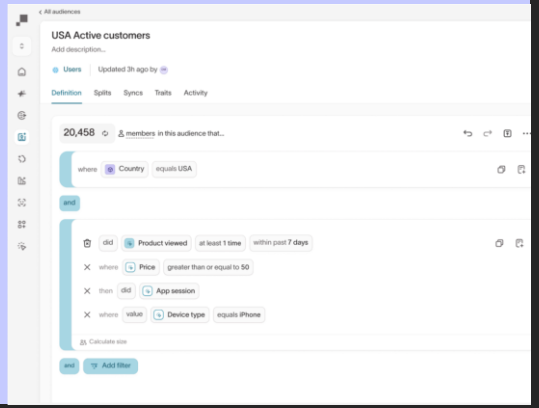
Lifecycle Studio

AI–native workflow for CRM marketing



Agentic and Composable CDP

AI–native workflow for marketing insights and audience building



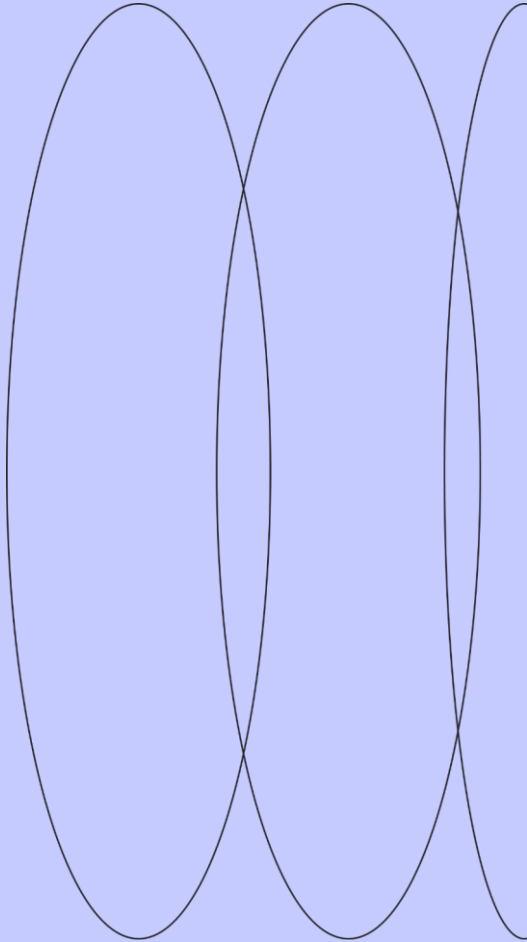
Our platform brings *three new capabilities* to every marketing use case

Proactive intelligence

AI-supported campaign execution

Unlimited on-brand creative

The power of *proactive intelligence*



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Welcome back, Tejas

Here are a few suggestions based on activity in your workspace

What do you want to do today?

Drafts 2

Create a new...

All | Customer analysis | Lifecycle | Ads

Explore all ideas

New angle: Competitors are targeting job-switchers with 401(k) rollover bonuses

Trending now: Own the 'calm won't last' talk with stress-test content

Untapped audience: GenZ is opening Roth IRAs earlier than prior generations

Generate a new report

Build with agent

Get updated on weekly campaign performance, dive deep into your data to surface new insights, or start each morning with marketing opportunities uncovered just for you.

Ready to see it in action?



Recent ads

Create an ad



Recent campaigns

Create a campaign

Chat sessions

- Audience creation request
- Loyalty audience
- 2 chats running in background

Activity

- SS 26 Onboarding new account owners
  Campaign created by Roger Beck
  12:51pm
- Recent credit openers
  Audience updated by Kiko Durango
  1d ago
- First-Time Parent → Meta
  Sync created by Michaela Ritter
  4d ago

“When I think about where we need to go, it’s not just a monitoring solution with an agentic flow. It’s a recommendations engine.”

Publicly traded enterprise B2B customer

Discovering one segment was really seven micro-segments

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Before

170,000 first-time buyers, no second purchase

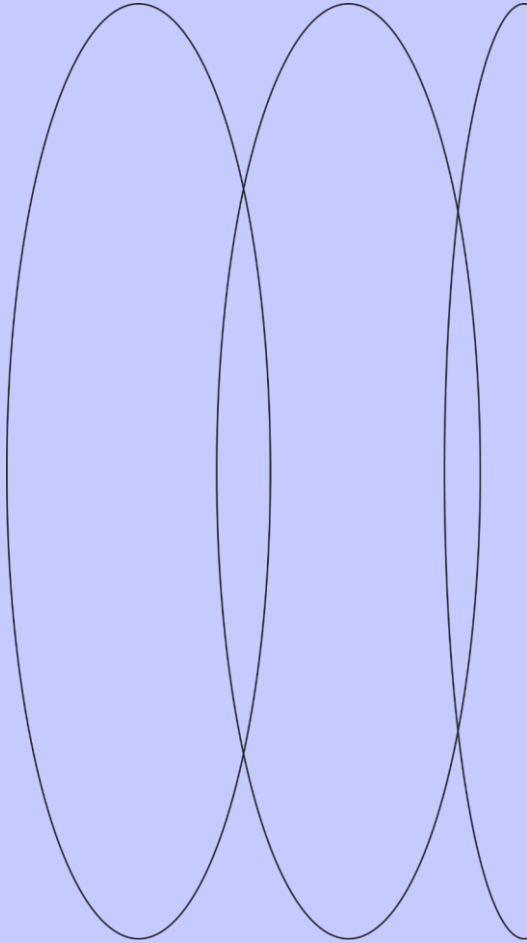
Same 6-week email flow

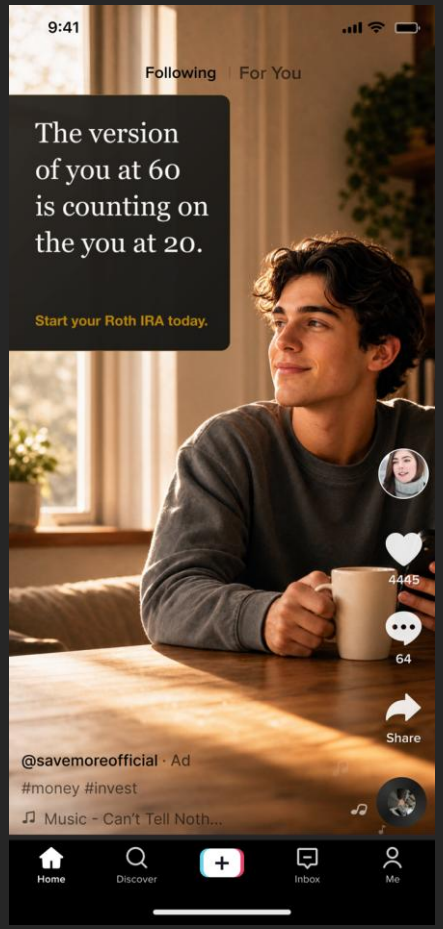
After

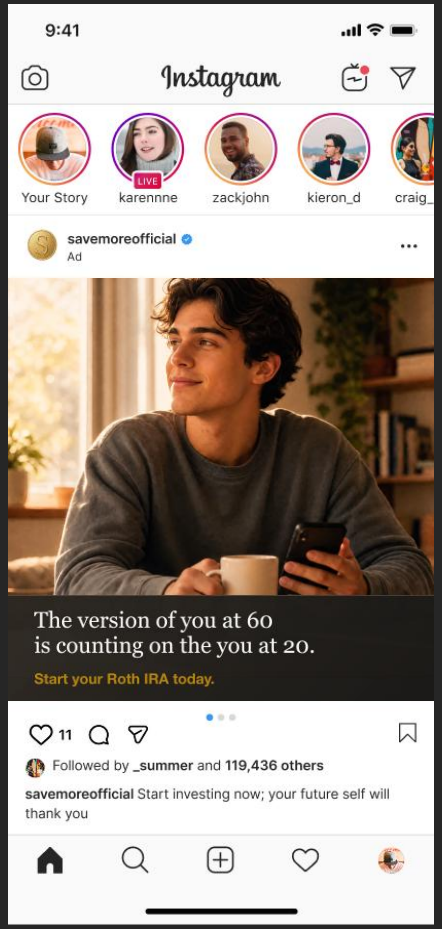
Visibility into 7 micro-cohorts

Recurring ability to target customers, who ranged from $7 to $67 in purchase value

AI-supported
campaign execution




9:41
Following
For You
The version of you at 60 is counting on the you at 20.
Start your Roth IRA today.
4445
64
Share
@savemoreofficial · Ad
#money #invest
Music - Can't Tell Noth...
Home
Discover
Inbox
Me


9:41
Instagram
Your Story
karennne
zackjohn
kieron_d
craig_
savemoreofficial
Ad
The version of you at 60 is counting on the you at 20.
Start your Roth IRA today.
11
Followed by _summer and 119,436 others
savemoreofficial Start investing now; your future self will thank you


9:41
financial planning
1 Filters
Sort by
Date posted
Live
savemoreofficial
Ad
Start investing now; your future self will thank you
The version of you at 60 is counting on the you at 20.
Start your Roth IRA today.
Home
Friends
Watch
Profile
Notifications
Menu

Solving user-specific journeys at scale

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Before

9 “journeys” but all the same content and cadence

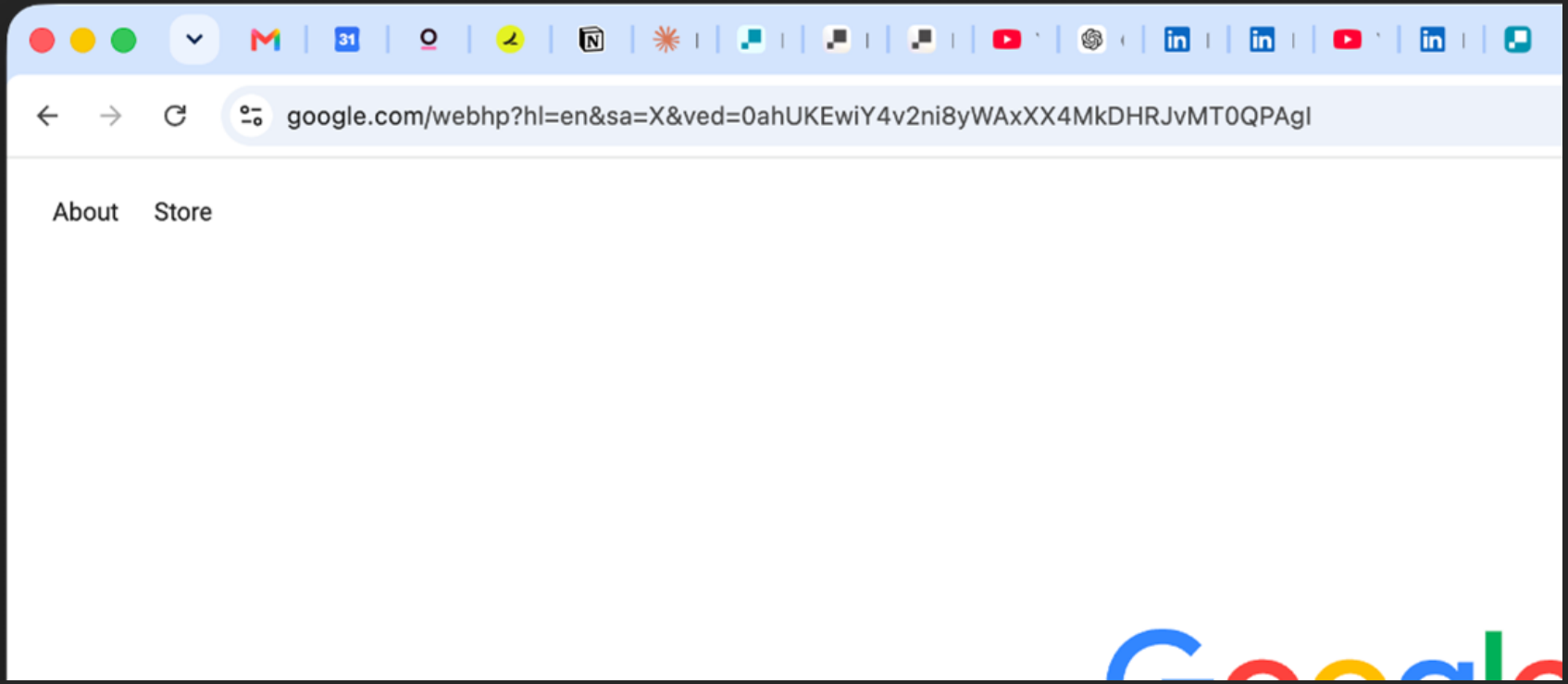
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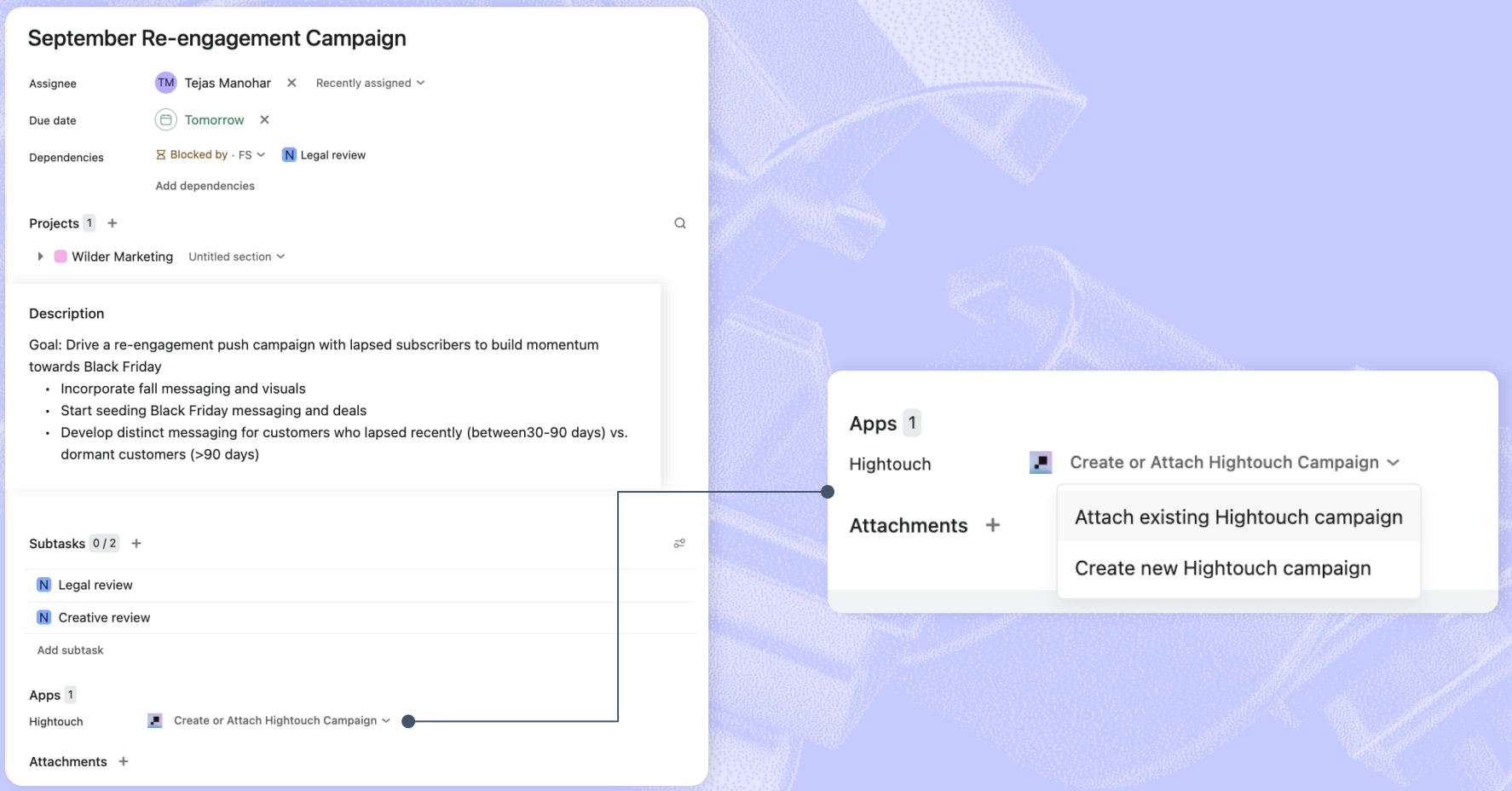
1 identical email, sent twice

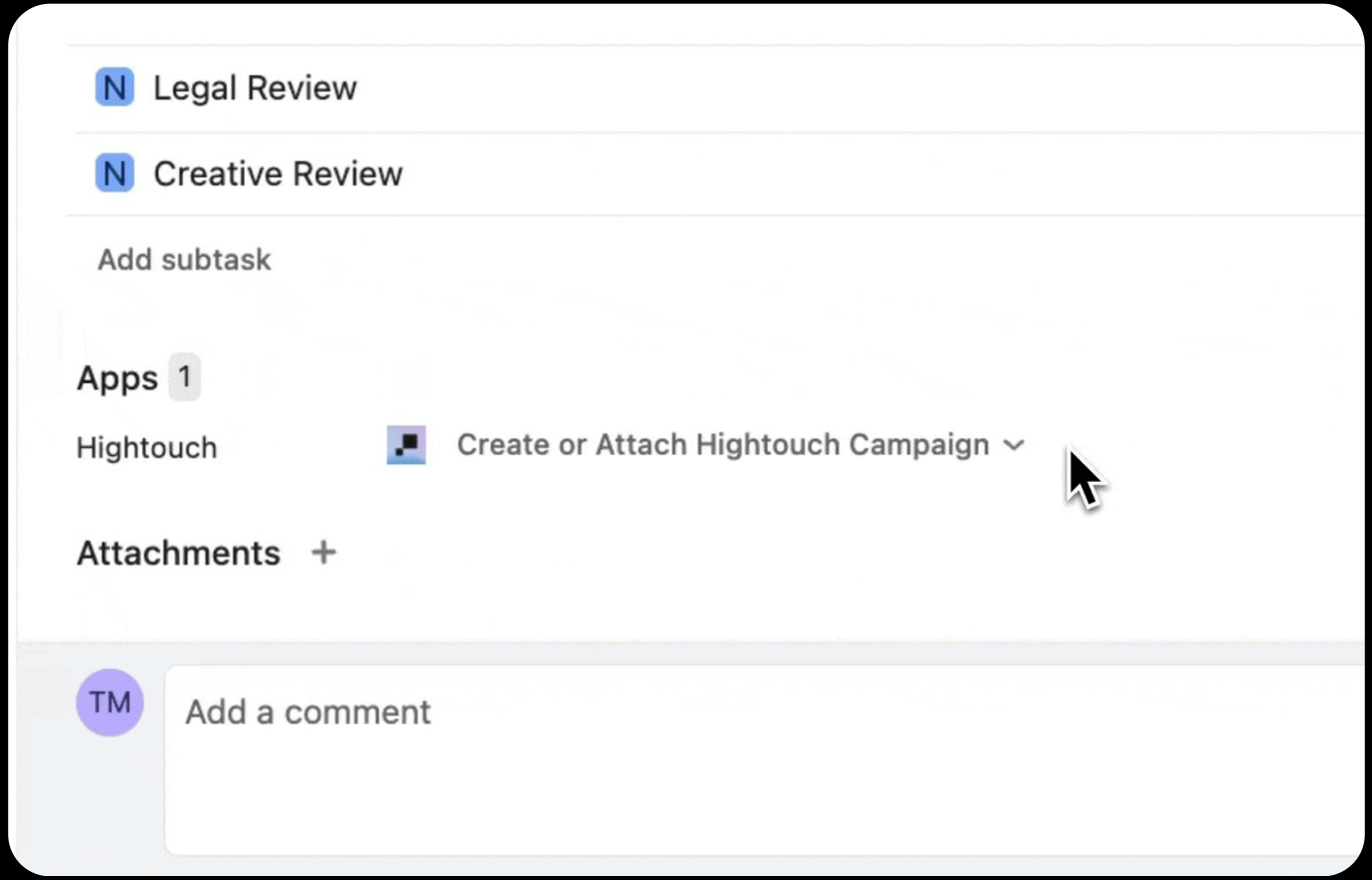
After

481K members with proper winback journey

Custom to the cancellation and reasons given

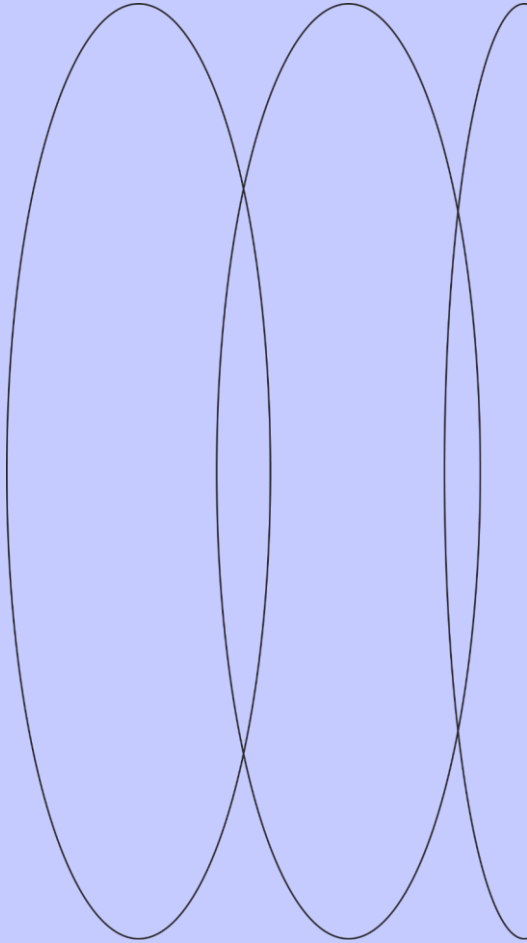

google.com/webhp?hl=en&sa=X&ved=0ahUKEwiY4v2ni8yWAxXX4MkDHRJvMT0QPAgI
About
Store


September Re-engagement Campaign
Assignee
TM
Tejas Manohar
Recently assigned
Due date
Tomorrow
Dependencies
Blocked by · FS
Legal review
Add dependencies
Projects 1
Wilder Marketing
Untitled section
Description
Goal: Drive a re-engagement push campaign with lapsed subscribers to build momentum towards Black Friday
Incorporate fall messaging and visuals
Start seeding Black Friday messaging and deals
Develop distinct messaging for customers who lapsed recently (between30-90 days) vs. dormant customers (>90 days)
Subtasks 0 / 2
Legal review
Creative review
Add subtask
Apps 1
Hightouch
Create or Attach Hightouch Campaign
Attachments
Apps 1
Hightouch
Create or Attach Hightouch Campaign
Attachments
Attach existing Hightouch campaign
Create new Hightouch campaign


Legal Review
Creative Review
Add subtask
Apps 1
Hightouch
Create or Attach Hightouch Campaign
Attachments
TM
Add a comment

Our advice: Find your most *repetitive tasks.*

The power of
on-brand creative




W 43 St
ONE WAY
ONE WAY
AT&T
TOURO
TOURO
WORK ZONE


W 43 St
ONE WAY
ONE WAY
AT&T
TOURO
TOURO
WORK ZONE

Creative needs *scale and quality*

71%

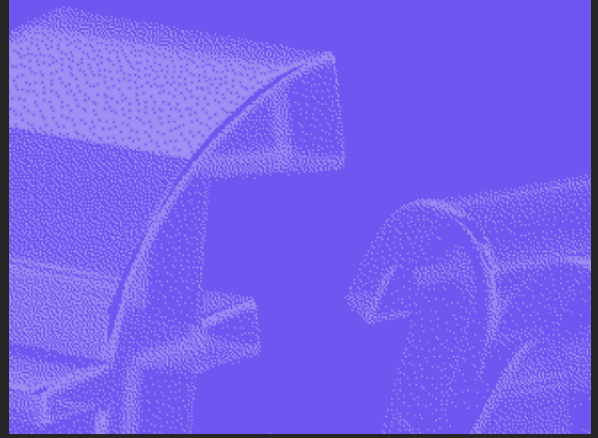
of consumers expect personalization. And it lifts revenue 10–15%.

(Mckinsey; BCG)

56%

of all auction outcomes can be attributed to creative.

(Meta)



On-brand context, *built in*

Connect your tools, and the context layer builds itself

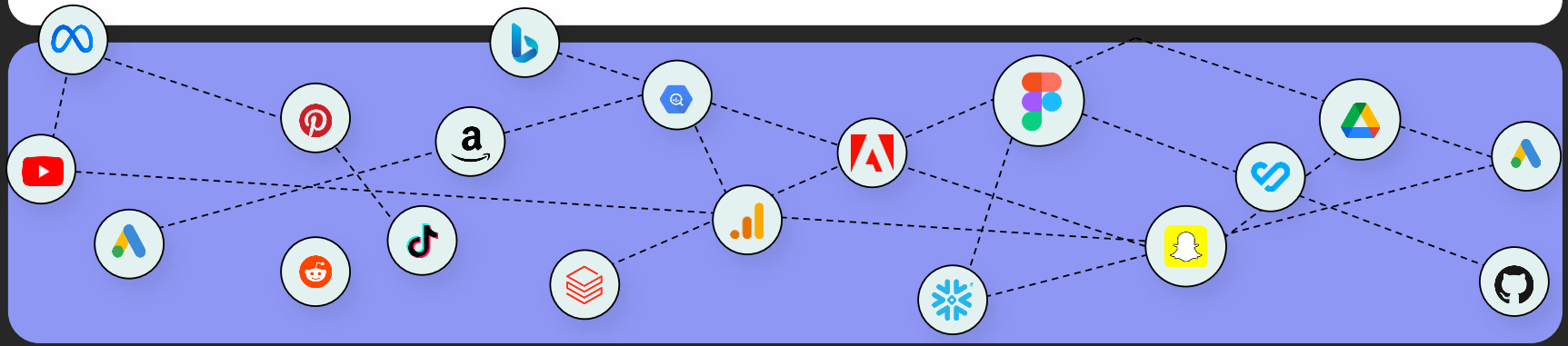
Enriched data

- Creative tags and metadata
- Platform creative trends
- Market signals and news

Organized context

- Full-funnel data
- Creative assets and templates
- Skills, guidelines, documentation

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Retire Before The Group Chat Draft

Layers

- Group
  - Group
    - does.
    - group chat
    - before the
    - Retire
  - layer z02 circular gold coin seal with...
  - generated
  - Background
  - Canvas



67%

Continue chat...

Position

Alignment

Position

X 183 Y 346

Rotation

0°

Layout

Resizing

Dimensions

W 944px H 213px

Appearance

Opacity 100% Border radius 0

Typography

Georgia

Normal (400) 212

Line height 99% Letter spacing 0.0px

Alignment

B I U X_2 X^2

Fill

#20272F 100%

Background

Border

How a major sports league rebuilt its *campaign workflow* with Hightouch

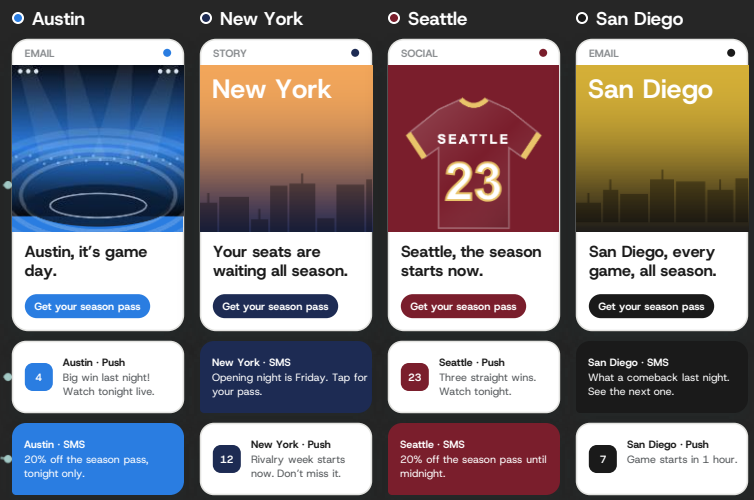
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Marketer input

Build this week's season-pass push for all 30 teams. Use each team's colors and last night's result, then launch across email, push, SMS and social.

What the agent does

1. Pulls each team's brand kit
2. Plans every email, push and text
3. Uses only approved DAM images
4. Checks last night's results for the copy



+26 more teams, every channel

6 weeks → 3 hours | 1 prompt → 30+ teams × every channel

"This is a game changer."
Senior CRM Growth Marketing Manager

Otrium used Hightouch to scale their paid media program

hightouch

70%

Reduction in time-to-execution — from 4 weeks to days

+13%

CTR lift from AI-generated ads outperforming existing creatives

10-15%

Lift in conversion rate from Hightouch-generated creatives

~10%

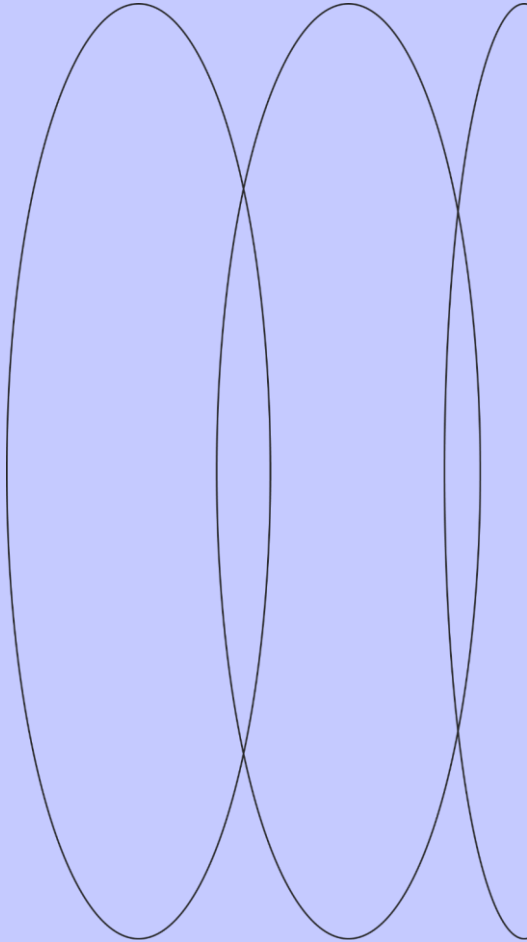
Improvement in ROAS across campaigns

“I feel like I’m energized with superpowers I didn’t have before. We can go big and test and iterate on certain hooks that we would never have thought of before.”

Phillip Sonneveldt, Head of Growth at Otrium

AI is ready for your brand

Put us to the test



Oh, and *one more thing...*

The complete solution to *win AI channels*

Win AI discovery

Win the citation

Monitor every channel

Grow your AI traffic

Execute like a team 10x your size

Scale your content workflows

Identify the next action

Let agents do the heavy lifting

Win the agent channel

Build agent-ready experiences

Gather their intents

Adapt to every standard

If you're interested, please let me know or seek us out.

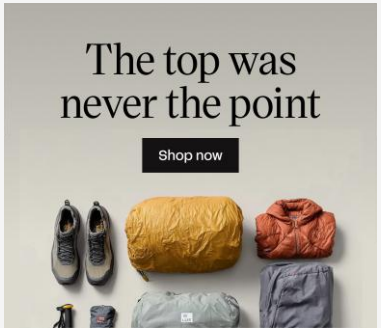






Every marketer should have *a marketing harness*





We’re still early

The people in this room will build *what's next*

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Thank you!