THE MARTECH SUMMIT | LONDON

B2B MARKETING

Orchestrating Performance

From Execution to Strategic Orchestration in the Era of Agentic Marketing



NICOL BATRA

Key Account Manager
Ibexa



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The campaign Journey today

From Idea to impact – with roadblocks along the way

01 **Creation**
Campaign production

Campaign Production

02 **Delivery**
Get your campaign in front of the right audience

Audience Management

03 **Conversion**
Turn engagement into action

Data enrichment

04 **Enrichment**
Learn and improve with better data

Retargeting

05 **Optimization**
Refine, Retarget, and maximize impact

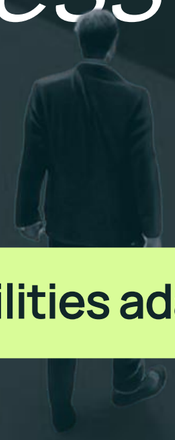
Channel management

2

Enterprise complexity is hindering consumer AI

Orchestration in business is complex

Decision-making
collaboration
business context



Need for orchestration capabilities adapted to the company's context

The role of the marketer is changing

Before:

create emails
segment translate
build pages analyze

→

Today :

define the objective,
manage the agents,
arbitrate, validate,
optimize

The agents execute. You decide.

PROUDLY INTRODUCING

The *Agentic Marketer*

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Let agentic AI handle the tasks that slow you down, so you can focus on what matters



- Build campaign landing page
- Create campaign assets
- Localize content for 7 markets
- Update product information
- Personalize customer journeys
- Publish across all channels
- Sync marketing and sales
- Track campaign performance
- Generate qualified leads
- Adapt content for every market
- Stay GDPR compliant

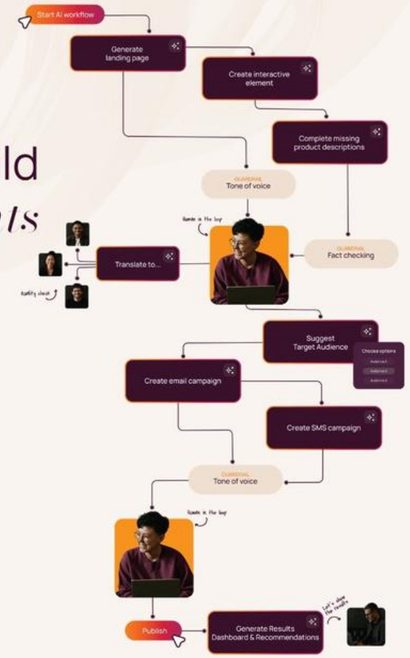
- ☑ Build customer trust
- ☑ Make the right decision
- ☑ Think bigger
- ☑ Stay human

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Choose or build *your own agents*

Ready-to-use or custom, your agents work together across the full marketing workflow.

Sign up now



Get time back

Stay in control

Drive measurable results

INTRODUCING

The new Ibexa Agentic Marketing Platform



To be useful, an agent must understand your customers, your content, your products, and your campaigns.



Think. Act. Deliver.

Ibexa Agents perceive, understand, decide and act using the right knowledge and tools.

Instructions & knowledge

The Agent's memory and context.

- Guidelines & goals
- Company knowledge
- Documents & data
- Past experiences

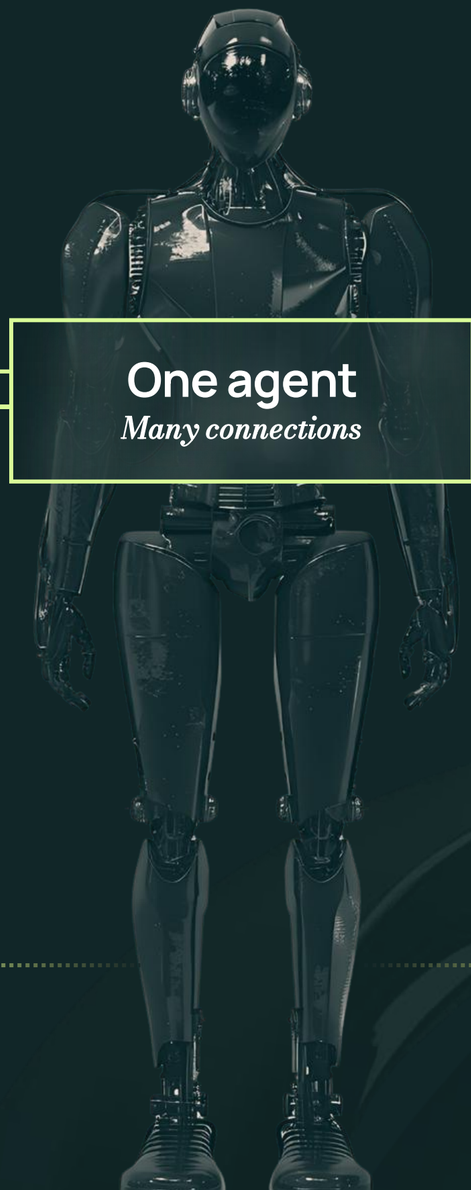
Arms = MCP

Model Context Protocol

The arms that interact with tools and systems.
Connect, integrate, execute.

Tools & Systems

APIs, apps, data sources, connectors



One agent
Many connections

Head/Brain = LLM

The reasoning engine.Understands language, plans, and makes decisions.

Skills

What the Agent is good at.

- Content creation
- Data analysis
- Personalization
- Decision making

Legs = MCP

Model Context Protocol

The legs to take action in the real world.
Move, trigger, orchestrate

Actions & Outcomes

Workflows, Campaigns, Transactions, Experiences

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Orchestration Tour 2026

Agents connected to your ecosystem

Agents access your data and act within your tools.



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Orchestration Tour 2024

What will make the difference

Your brand › Your content › Your products › Your customers
› Your campaigns

Your professional expertise



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Questions?