

AGENTIC MARKETING

THE FUTURE OF MARKETING IS AGENTIC.

Agentic marketing transforms traditional, human-only marketing workflows into adaptive, intelligent systems to increase efficiency and effectiveness. Applications range from developing hyper-personalized campaigns and generating creative content to automating media planning and delivering data-driven marketing intelligence.



COMMON CHALLENGES



Increased customer choice and expectations

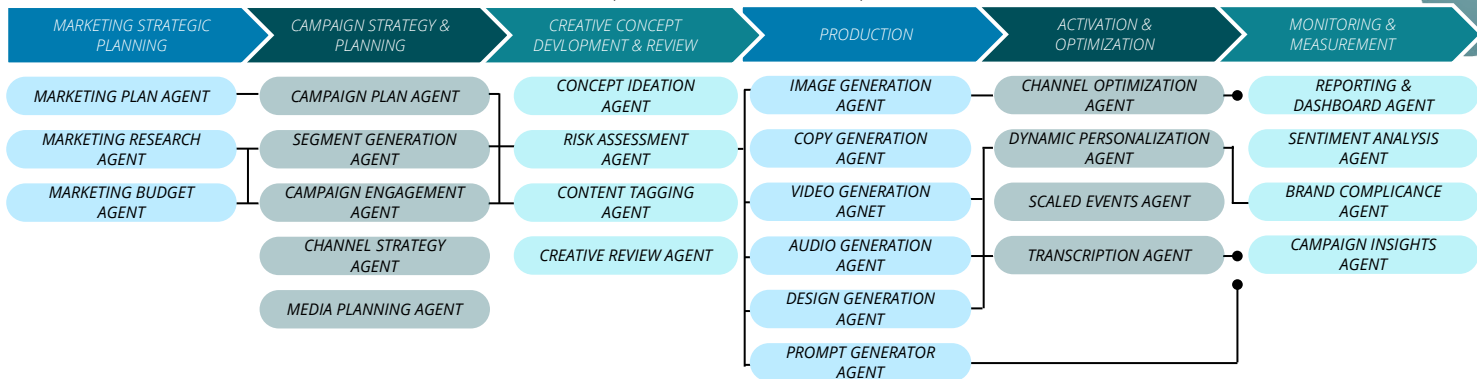


Margin pressure and slow decisions



Scaling risks and manual growth constraints

POWER SMARTER MARKETING WITH AI AGENTS, PERSONALIZATION, AND AUTOMATED CONTENT GENERATION.



Agentic marketing can help AI-driven agents **support multistep consumer** workflows end-to-end



AI can elevate the customer experience by adding **contextualization** and **intelligence**



Context-aware agents can **improve decisions**, from personalized campaigns to media planning



Accurate insights into campaign results to drive closed-loop feedback to **increase effectiveness**

19%

19% of purchases influenced by AI recommendations¹

31%

Up to 31% higher conversion rates²

24/7

Demand sensing

Sources: 1. [Salesforce](#); 2. [Adobe](#)

DELOITTE'S ENGAGEMENT MODEL



AGENTIC MARKETING CORE CAPABILITIES



Real-time operations

Systems operate across channels in seconds, not days. Boosts efficiency and performance, requires strong risk/compliance guardrails.



AI-drive execution

AI takes on execution, testing, and optimization. Marketers focus on direction, reshaping teams and success metrics.



Algorithm-shaped decisions

Customer choices are AI-influenced earlier in the journey. Marketing must influence both people and platforms.

DELOITTE OFFERS CAPABILITIES, SOLUTIONS, AND A HOLISTIC FRAMEWORK

Deloitte integrates deep industry insight, a holistic strategy, and a demonstrated transformation framework to deliver powerful marketing AI solutions.

Deloitte Digital Content Studio

Engage with your consumers at every step of their journey with **efficiency and agility** through our **comprehensive suite of services**. The Deloitte Digital Content Studio is designed to **help your brand connect with its audience across the entire content maturity curve**.

Agentic Toolkit for Omnichannel Marketing (ATOM)

Execute specific marketing tasks by **integrating Deloitte's proprietary agents** directly into your workflows. ATOM enables **dynamic multi-agent workflows for automated brief generation, prompt enhancement, and insightful data analysis**.

CreativEdge

Maximize campaign efficiency and impact through **AI-driven personalization, creative excellence, and data-driven processes**. Deloitte's CreativEdge solution delivers **dynamic, multi-lingual, and channel-ready assets at scale**, enabling seamless multi-channel distribution and performance measurement.

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