BCG

Executive Perspectives

The Future of Marketing in the Age of Agentic AI

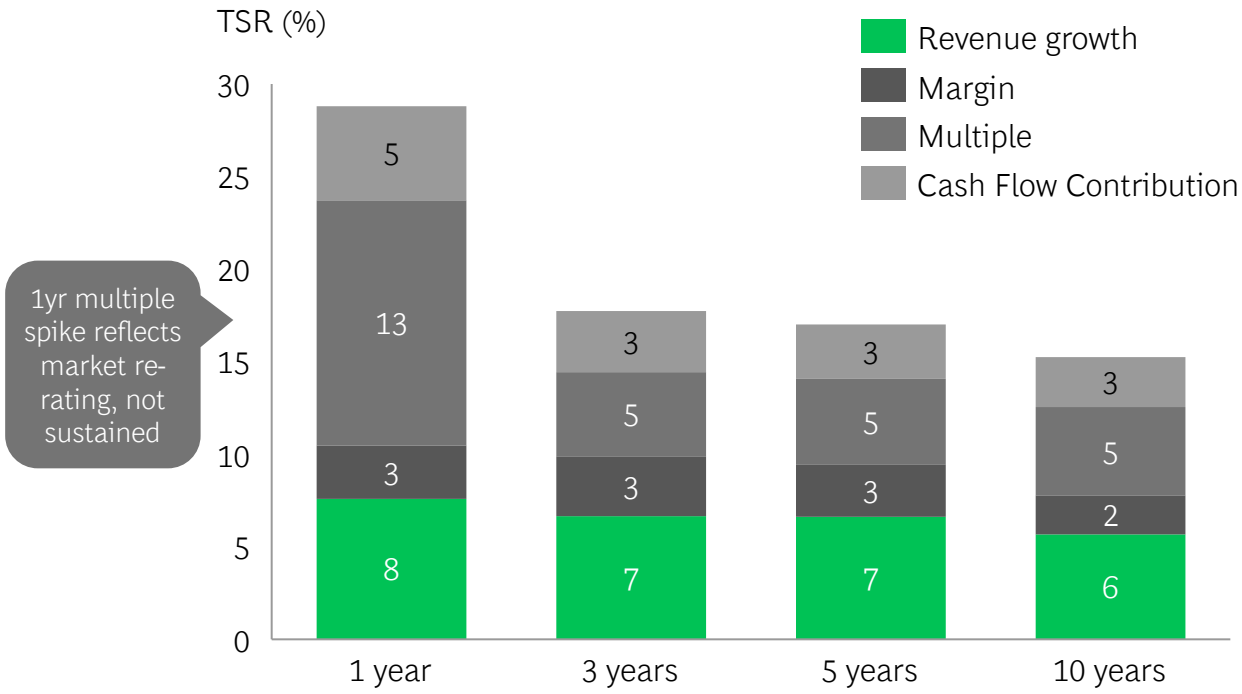
Marketing

September 2026

Agentic marketing is an imperative for growth in the age of AI

Growth is the only consistently durable driver of value creation…

Sources of TSR for top-quartile performers (S&P Global 1200, 2005-2025)[1]



1. S&P Global 1200 excluding financial companies; analysis uses net income margin and P/E
Source: S&P Capital IQ; BCG ValueScience® Center

…and agentic marketing is a fundamentally new way to drive growth that is already helping agentic native brands scale in months instead of years

3x

Delivers 3x ROI by encoding how your best marketers do the work into every campaign and marketing action

10x

Enables 10x speed by automating manual, repeatable work while preserving human judgment where it matters

+20%

Unlocks +20% productivity that can be used to self-fund the required upskilling and tech investments

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Agentic marketers carefully curate which decisions agents own and which stay human

They encode their company context, brand guardrails and marketers' tacit knowledge in a robust Enterprise IQ layer – their source of competitive advantage in translating strategic clarity into applied AI

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The time for an agentic marketing transformation is now

Trends

Trust is shifting – consumers now trust AI as much as brands and influencers, but heavy-handed AI use erodes it fast

Shape of discovery & influence is changing – LLMs are disrupting customer journeys from discovery to purchase, LLM traffic up ~150%

The Creator Economy is growing ~4x faster than total media ad spend – TikTok Shop $64B global GMB in 2025 up 94% YOY

AI content is homogenizing, every brand leveraging the same models produces average output & consumers are noticing

Agentic attackers are reaching $100M ARR faster, with smaller teams than ever, and legacy brands are moving just as fast

Implications for Brands

Build an “insight to action” engine that earns trust at the speed of culture

Optimize content and data for AI-driven discovery to capture share of LLM referrals; share gains for first-movers

Build creator partnerships and AI-assisted pipelines to scale authentic content efficiently

Set your North Star, then build the Enterprise IQ layer that gives your agents your context and brand voice

Adopt new playbooks now, winning in this complexity is impossible without AI to support and accelerate your people

Source: Similarweb; IAB, 2025 Creator Economy Ad Spend & Strategy Report

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Case for change | There are new economics of marketing in the age of AI

Revenue lift



- **10x campaign speed** enables dynamic optimization → 3x ROI
- **10x content** allows tailoring messages to each audience
- Agentic brands build to first **$100m ARR in months, not years**

Working media spend



- Overall media budgets under pressure with **traditional search ROIs declining and customer journeys fragmenting**
- **Brands need to market to agents** as well as humans (AEO/GEO)
- Winning influencers is critical given **rise of Creator Economy**

Non-working media cost



- Agent-enabled teams unlock **+20% productivity**
- Modern content supply chain = **10x content at same cost** (e.g. $0.40→0.04 for social, enabling hyper-personalization)
- Align agency incentive models to unlock efficiency, ROI

Investments



- **Invest in agentic stack**, including **Enterprise IQ layer**
- Move from monolithic to **composable martech platforms**
- **Co-invest with tech partners** for AI build & adoption

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Case for change | These are the six actions to win in the future of marketing

01  Elevate the marketing transformation on the CEO agenda – agentic marketing can boost growth, not just save costs, but needs strong sponsorship across CMO, CTO, CHRO, Chief Data Officer

02  Own the Enterprise IQ layer – your competitive advantage in the age of AI, codifying how your best marketers do the work in your unique brand context

03  Double down on brand authenticity– build an operating system to move at the speed of culture in a world of creators and influencers while staying true to your brand

04  Grow internal talent – agentic talent cannot be hired at scale, organize rapid innovation teams and redesign workflows and teams to embed agents and upskill your top talent

05  Curate the right partner ecosystem, don't just outsource AI – realign incentives to drive productivity, access elite agency talent, co-invest with tech partners to build agentic stack

06  Invest in marketing science to measure the ROI – capitalizing on the new economics of marketing requires a clear scorecard and modern measurement capabilities

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Case for Change | Established brands are already launching fully agentic, autonomous campaigns, not just testing them

Companies publicly discussing autonomous campaigns

NBCUniversal

"NBCUniversal is proud to introduce agentic AI into the future of media buying…this is just the beginning of how technology and premium content will transform the advertising industry."

Mark Marshall, Chairman, Global Advertising and Partnerships, Consumer Electronics Show, 01/06/26

Disney

"We're orchestrating multiple models working together in a single agentic workflow…there's a model driving the script, creating the storyboards, driving the audio and the music and then generating the video…"

Tony Donohoe, EVP, Ads Platform, Consumer Electronics Show, 01/07/26

Warner Brothers

"We're embarking on the next frontier of advertising where convergence brings linear and digital together on a single platform… with agentic, AI-native decisioning"

Dr. Nage Sethu, SVP, Technology, 06/18/26

Example E2E agentic flow for intelligent campaign activation, at scale

	Opportunity Scanner	Brief Builder	Segment Builder	Template Builder	Campaign Activation	Measurement and Feedback
	Identifies action, duration, segment, and estimated impact	Details pre-populated with link to Oppty. Scanner	Pre-select target segments and make rapid adjustments	Creates and scores templates for easy coordination	Integrates existing tools for multi-channel efforts	Tracks and reports performance for future campaigns
TYPES OF AGENTS (NOT EXHAUSTIVE)	• Insights agent • Opportunity identifier • Segment selector • Duration estimator • Impact estimator • Event detector • Product recommender	• Brief generator • Copy generator • Campaign scheduler • Collaboration orchestrator • Budget & channel planner	• Market chessboard agent • Segment selector • Persona generator • Lookalike targeter	• Template scoring agent • QC agents • Copy generator • Image generator • Translation agents	• Audience creation and segmentation agent • Influencer shortlisting and collaboration • Compliance checker • Global orchestration	• Impact agent • Incrementality and attribution agent • Performance benchmark agent • Improvement/ rec. agent • Post campaign analysis

• Campaign co-pilot to ask questions in natural language and assist with campaign build / strategy

Results are linked to opportunity scanner for continuous iteration and improvements

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The Playbook | Winning the future of marketing involves six capability areas where applied AI does the work

Brand

Clear articulation of brand strategy and positioning for consumer relevance, with implications for brand guardrails

Insights

Democratized insights powered by understanding & sensing trends

Innovation

Dramatically faster and higher quality concepting & innovation

Content

Modern content supply chain built for greater volume & effectiveness

Activation & Experience

Personalized experience across LLMs, owned, paid & earned channels + Loyalty

Measurement & Resource Allocation

Omnichannel measurement, internally owned, enabling end-to-end optimization on budgeting and spend decisions

All built on an agentic operating system

People & Partner Ecosystem

World-class marketer talent & agency/influencer/tech partner operating model

Data & Tech

Proprietary data and flexible, agentic tech stack powered by an owned Enterprise IQ layer

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Brand | Brand matters more than ever in the AI era – sameness is the real threat

What separates winners

- Know your customer and what drives their choices better than a generic model
- Own a brand position that's genuinely differentiated
- Move at the speed of culture, using AI to act on moments instantly
- Encode your point of view into every agent, so you can scale with AI
- Protect trust across everything AI touches

Cutting $1 today on branding costs $1.92 to win back[1]

Unilever/Vaseline Originals: From viral hacks to a product line[2]

For decades, grassroots creators drove massive Vaseline sales with DIY beauty hacks. Unilever found a way to turn that into social gold via joint product launch & campaign.

The Strategy

AI mined 3.5 million consumer-generated product 'hacks' that had gone viral on social media AND fit with brand vision, identifying the original creators as partners to develop new products tailored to their needs

The Innovation

Vaseline leveraged a new understanding of customer needs **to expand into new applications and packaging** while **partnering on new product launches** and marketing with the original 'hack' creators

The Results

Went live in March 2026: **one product sold every two seconds**, new products **outsold standard Vaseline by +466%**, and **new viral hacks grew +24%**. At Cannes Lions, Vaseline won 20 Lions across five campaigns

1. BCG, "Building Lasting Brand Equity in the Age of AI," December 2025
2. Unilever, "How Vaseline turned verified hacks into new products and partnerships," July 2026

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Brand | Winning brands move at the speed of culture, without losing trust

SKIMS[1]: From weekly drops to trust at scale

SKIMS runs weekly drops, moves fast enough to sell-out its NikeSKIMS collaboration shoes within an hour of launch[2], and maintains a consistent brand identity while firing across all channels.

Paid media

Declares the brand anthem

E.g., NBA / WNBA official underwear partner

Celebrities

Endorses the brand anchors

E.g., Hailey Bieber, Kylie Jenner front the Everyday Cotton campaign

Influencers/Creators

Brings brand to life in culture

E.g., Micro/nano creator network; native GRWM and haul content

Every channel fires at once, not in sequence, turning a cultural moment into a live campaign in days, not months

User-generated content

Catalyzes the customer base

E.g., #SkimsHaul organic unboxing content across social platforms

Owned platforms

Reinforces brand narrative

E.g., Skims.com;
SKIMS Rewards app-gated loyalty drops

Affiliates

Motivates consumer to purchase

E.g., Invite-only affiliate program; tiered 8-12% commission

1. BCG analysis of public brand activity July 2026 — illustrative, not exhaustive
2. Sole Retriever, "Kim K Pay Day: The NikeSKIMS Rift Sold Out in Under an Hour," January 2026

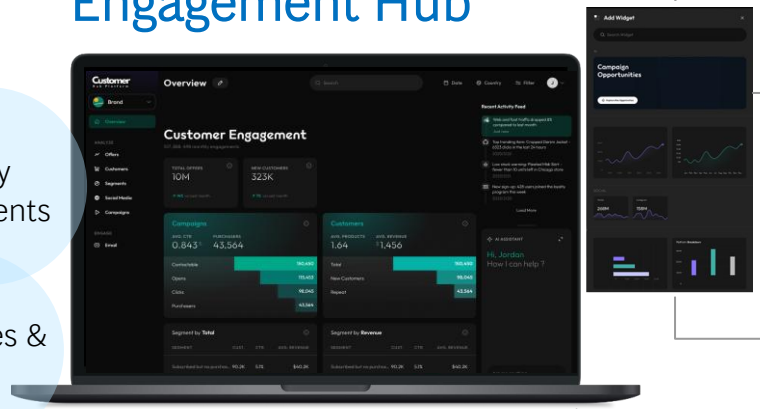
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Insights | Democratized insights let marketers act in real time

Example: An entertainment company went from static reporting to a proactive, real-time engine to unify insights, alert marketers to trends and activate at scale



Engagement Hub



Alerts: Users receive automated and pre-configured alerts to notify them of changes in performance (e.g. spike in key microsegment/geo post launch)

Opportunity scanner: Identifies potential actions based on real-time metrics performance and prior learnings

Execution: Activate recommended opportunities (e.g., campaign launch) across owned & paid media channels

Automated measurement: Closed loop attribution across campaigns, used to inform future strategy & recommendations

Powered by insights agents,
with multiple verifiable data sources for each type of data, ranked based on trust and reliability

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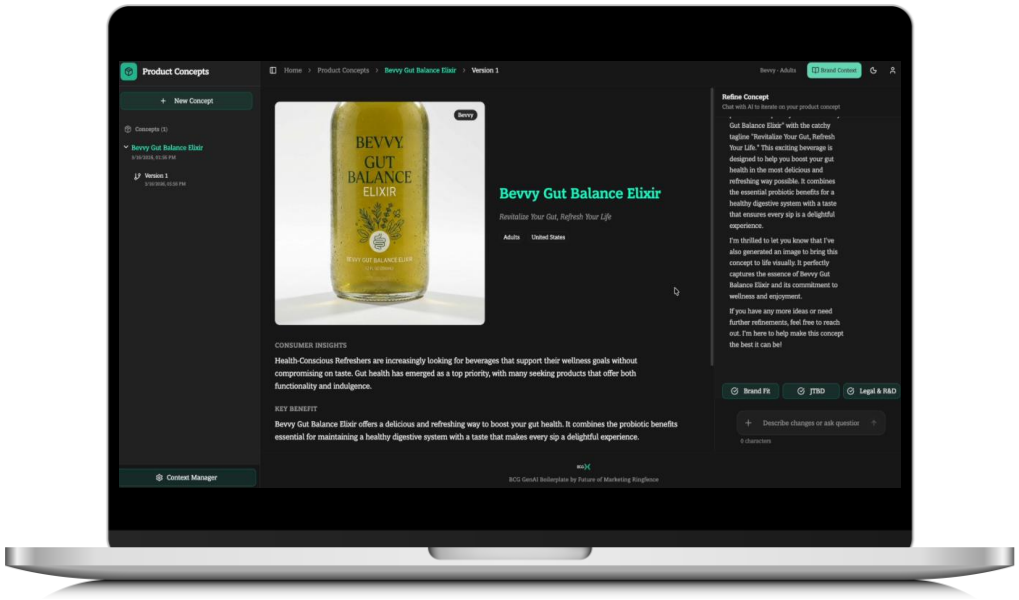
Innovation | CPG brands are accelerating product concept creation from months to weeks

Capitalized on existing strength in **insights identification and agile development**

Combined over **35 sources of internal and external data** for more rapid iteration and launches

Improved the average concept and **eliminated the long tail of low-performing concepts**

For a large CPG company, the Insights Copilot **guides every step of the product innovation process** from insights to concepting



- Market trend and insight generation
- Demand space assessments
- New product concept ideation
- Synthetic panel testing and refinement
- Consumer survey drafting
- Product design generation

Impact

10x

Faster concept creation

100%

brand fit

2x

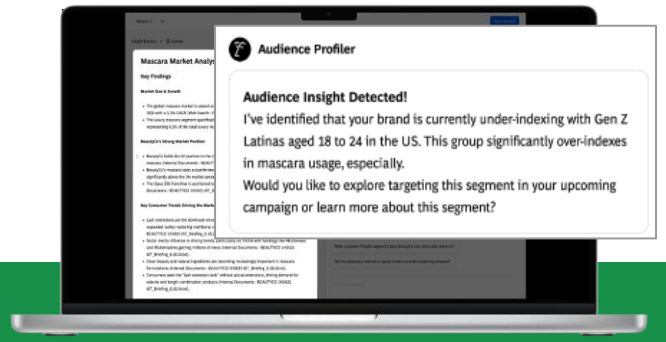
more breakthrough innovations, with lower lead-time & cost

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Content | A leading beauty company transformed its campaign brief into the foundation of a modern content supply chain

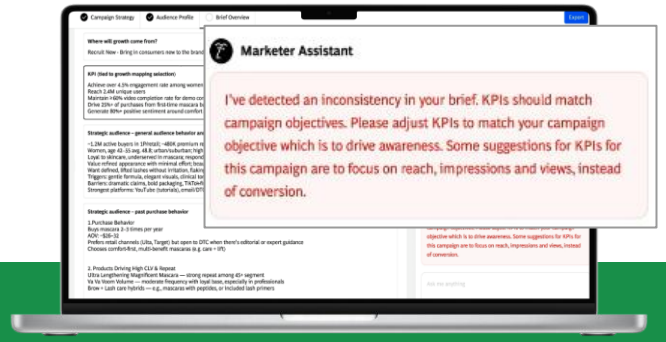
Briefing agent

Briefs auto-populated by 30+ internal & external data sources, saving time & delivering richer insights…



Quality control agent

…while marketers are challenged to think more deeply & creatively to raise output quality



Enterprise IQ fed via multiple data sources, codifying brand-specific marketing context and best practices, ways of working

Brand Strategy & Objectives	Consumer Behavior & Motives	Priority Audience Segments	Retailer Strategy	Product Features
Competitive Landscape	Market Trends	Brand Identity	Responsible AI Guidelines	…and Others

Typical impact

10-15%

ROI increase via campaigns with improved resonance

3x

speed of campaign cycles, allowing for faster time to market

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Content | A media company reimagined AI in every part of the content pipeline to scale output 1,000x

GenAI-powered content at scale

WHO?

Leading media company

CONTEXT

- Media company produced ~195k assets annually with **~80k hours spent on manual and non-creative tasks.**
- Existing operating model and processes were **too manual and fragmented to meet today's demands** for speed and channel- and segment-specific variants.
- Aimed to unlock cost savings and accelerate **E2E content creation at scale** through a GenAI-powered Marketing Amplifier.

CALENDAR
INSIGHT
ACTION
CREATION
DEPLOY

	Asset Scanning	Concepting	Assembling	Reviewing
Pain Points	Finding relevant visuals is highly manual with ~8 hours of downloading and screening content	~15 hours per campaign are spent on ideating concepts to effectively promote shows	Executing ~195k assets annually is highly time-consuming with limited capacity for variations	Creative asset approval is slow with 30+ people providing conflicting feedback
GenAI Unlock	GenAI detects and surfaces best-fit scenes and visuals from existing content that match the brief	GenAI crafts multiple concepts and storyboards in seconds – tailored for every segment	GenAI creates/adapts on-brand atomic elements (i.e. image video, copy, audio) and executes final output with multiple variations	GenAI runs a review by checking final output against brand books, legal guidelines, and platform specifications

Impact

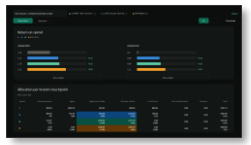
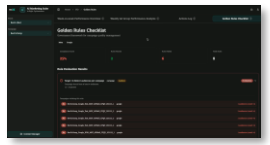
From	**195K** # of assets	**~210** FTE	**Increasing agency costs**
To	**195M** # of assets	**~45%** FTE reduction	**~60%** Annual cost savings

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Activation & Experience | CPG companies are tripling their omnichannel campaign performance with agents

Illustrative Example: E2E agentic Paid media activation at CPG company

Live Launch | End of Campaign

	Activation handoff intake	Omnichannel Spend Allocation	Define Audiences	Media Plan Definition	Campaign Set-up	In-flight Optimization	Post-Campaign Analysis
Pain Points	Orchestration outputs not activation-ready	Tedious, multi-stakeholder process	Fragmented definitions across channels	Reliant on agency recommendations	No review framework or golden rules	Reliant on agency recommendations	No insight retention
AI Agents	Brief & orchestration agent	Marketing spend allocator	Audience activator		Golden rule tracker	Campaign optimization agent	Post campaign analyzer
Example:	 *Centralizes execution inputs; incorporates business constraints*	 *Optimizes marketing spend based on mROI curves*	 *Translates consumer data into target audiences*		 *Enforces golden rules during setup and optimization*	 *Suggests optimizations based on proven efficiency drivers*	 *Analyzes media performance against pre-aligned KPIs*

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Activation & Experience | European company reduced time spent on campaign set-up & in-flight optimization by more than 50%

Personalizing campaigns drives meaningful complexity…

Requires sub-division and replication of set up at a deeper level

Example: 10 markets

10 markets
x 2 channels
= 20 orders

20 IOs x
5 creatives x
5 audiences x
3 device types
= 1,000+ line items on DV360

… leading to significant overhead to ensure excellent execution at scale

		…which can be offset via automation tools & GenAI	
~1-2 hours	Quality control per campaign at **launch**	**<1** hour	Automated via tools
~2 hours	Review execution per campaign, **per month**	**<1** hour	Automated via tools
~6 hours	Optimize campaigns per campaign, **per week**	**~2** hours	AI-generated analyses & recommendations; focus on review & approval

! GenAI & automation tools reduce investment requirements for advertisers to strengthen capabilities

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Activation & Experience | Today's Creator Economy requires a new approach to influencer activation

From	To
Agency-led influencer selection based on broad, inconsistent criteria	Influencers selected based on priority “tribes” and consumer insights
Briefing led by brands with limited consumer “hooks” fit-for-social	Briefs grounded in consumer insights and trends, w/ clear, consumer-relevant “hooks”
Limited/inconsistent measurement of influencer impact	Clearly defined, globally consistent KPIs and measurement methodology, linked to brand impact and efficiency
Limited or agency-led oversight of content; with few guardrails of best-practice content	“Golden rules” defined for content (e.g. hook in first 3 seconds) & influencer selection

Typical impact

2x+

positive consumer sentiment

2x+

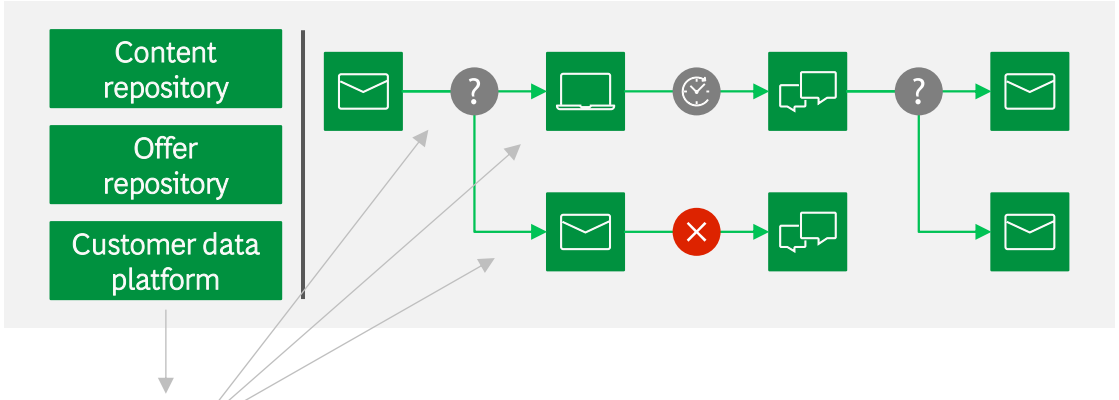
Efficiency in EMV / Spend

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Activation & Experience | Personalization is evolving from marketer- to agent-orchestrated journeys

Illustration

FROM
Manual campaign build, focused on DOING

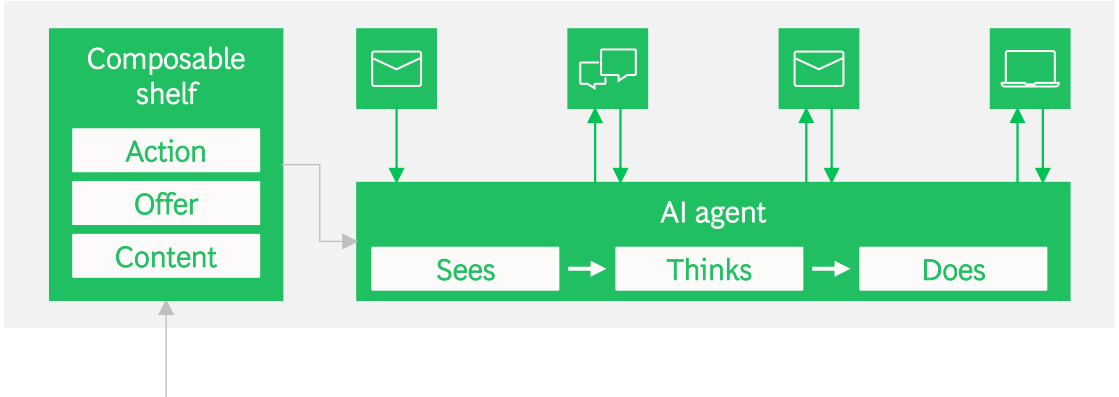




Marketer manually orchestrates each step of the journey

- Identifying the right message
- Finding the right offer
- Designing the right creative
- Building audience file
- Determining the decision logic

TO
Curating the experience, focused on STRATEGY





Marketer curates the composable shelf

- Defining actions the customers should take
- Setting offer guardrails & eligibility
- Generating creative variants with AI agent
- Setting objectives for the AI agent

AI agent decides next best action after each interaction utilizing composable shelf

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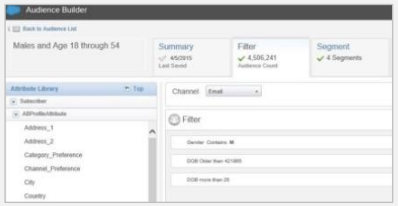
Activation & Experience | Big box retailers are evolving its personalized offer capability to scale from dozens of journeys to millions, tripling ROI

Journeys with manual setup
(Five years ago)

Evolution 1

Marketer orchestrated journey
Unit of decision = journey

Marketer creates audience



Marketer creates journeys for each audience



Dozens of journeys → 1x ROI

AI-optimized journey orchestration
(Until recently)

Evolution 2

Model optimized journey
Unit of decision = journey step

Marketer defines components, objectives, and guardrails

Creative	Offer
Objective	Guardrails

Contextual bandit chooses the best branch, offer, or message within the pre-built journey

Journey 1	Journey 2	Journey 3
Email ✓	Push ✗	SMS ✗
Email ✓	Email ✓	Push ✓
SMS ✗	SMS ✓	SMS ✓

Thousands of journeys → 2x ROI

Agentic Next Best Action
(Currently scaling)

Evolution 3

Agent-composed actions
Unit of decision = atomic action or micro journey

Marketer curates the shelf and agents compose the experience

Micro journey	Creative
Offer	GenAI creative and offers

Agents select and sequence atomic actions or pre-set micro journeys from the shelf based on context and objective

User 1		User 2
SMS	Meta	Microjourney
Push		
Push		Push
Push	MJ	Push

Millions of journeys → 3x ROI

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Measurement & Allocation | A unified scorecard to measure the full funnel and drive allocation

Challenges most CMOs face today…

The value of brand marketing is often undervalued and difficult to measure

50% of CMOs struggle to measure impact

There is limited tracking in place of utilization and performance of content

52% of core assets created by brands are never activated in markets

…the solution:

Holistic measurement scorecard, informed by insights, allocation & analytics

Consumer demand and journey
Path-to-purchase insights, portfolio strategy, jobs to be done

Allocation decision platform
Supporting real-time decision making across portfolio with forward looking optimizations & systematic value tracking

Harmonization & Integration layer
Connect and harmonize analytics asset outputs to validate usability via automated quality checks & reporting

Full funnel MMM	Brand analytics	Creative analytics	Media analytics	Price/ Promo
Covering all sales channels and marketing touchpoints	Providing equity tracking and drivers under-standing	Providing creative quality scoring insights	Providing execution quality scoring insights	Providing Price and promo Incrementality (often sits outside marketing function)

Tech and data foundations
Automatic data ingestion for trade, media, omni and financials, from solid data governance and taxonomy to make decisions based on recent inputs

Key principles

Use a clear, simple, aligned scorecard with top-level KPIs across markets and channels for a holistic view of investment impact

Lead **measurement capabilities in-house** for better view of drivers (some inputs may still rely on external providers)

Connect customer insights with performance to derive drivers of performance

Build **short- and long-term KPIs** across levers (e.g. both short- and long-term brand metrics)

Deploy latest technology including GenAI to get scale of insights and automate reporting

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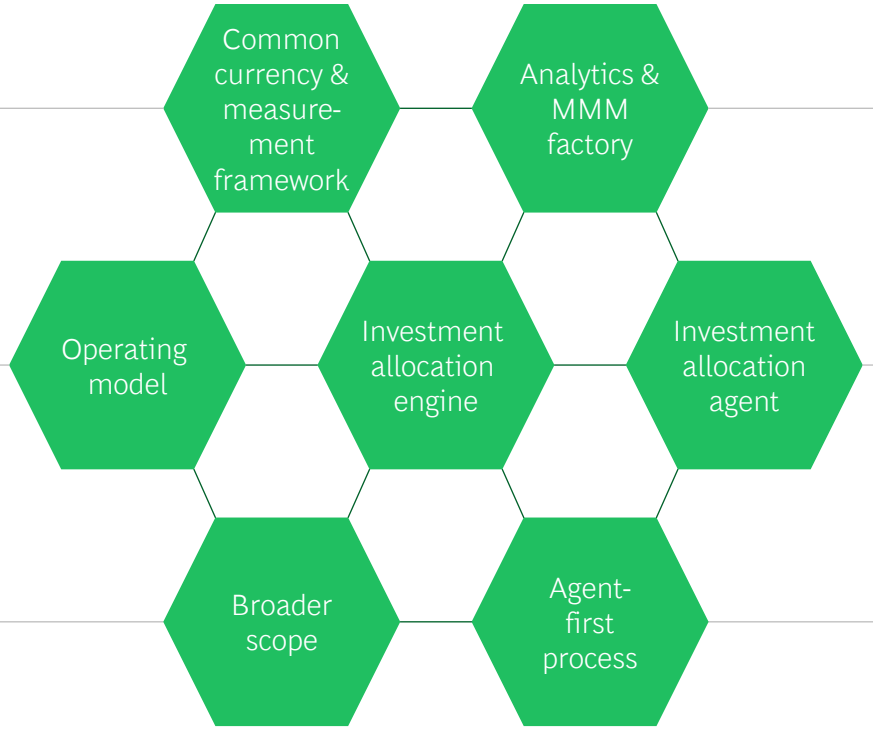
Measurement & Allocation | A major beauty brand optimized its investment allocation using an internal allocation agent

A major beauty brand replaced 20 years of backward-looking reporting with an agent-driven, investment allocation capability stack…

Unified taxonomy across all **touchpoints,** level-6 granularity, **consistent measurement**

Creation of **central CoE + local capabilities** (c. 50 FTEs)

Expanded 360 online + offline measurement, including search impact



Response curve guidelines built on a **strong data foundation** (~3k data products)

Simulation tool & optimizer takes into account forecasts, journeys, constraints, and target to produce recommendations

AI agent output anchors finance/marketing/GM discussions

… resulting in:

2-4%

Sales uplift

+15-25%

ROI improvement

"Last year, we spent over €13B, almost one-third of our sales, on A&P…our AI-powered internal tool to measure and improve the return on our investment, is yielding productivity increases of 10%-15%"

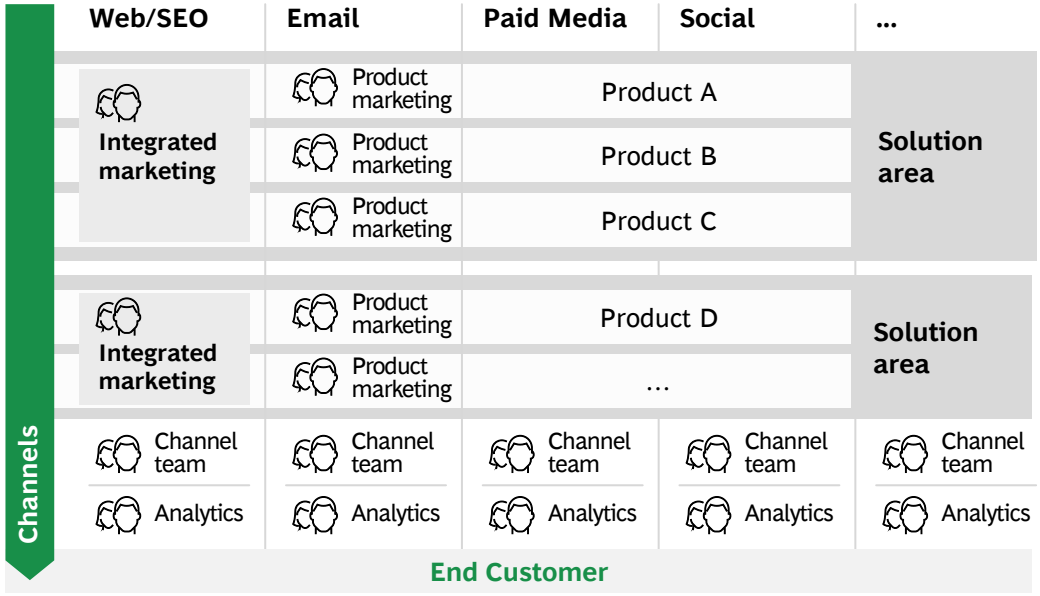
– CEO

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People & Partners | Future-forward organizations need full-stack marketers, not channel specialists

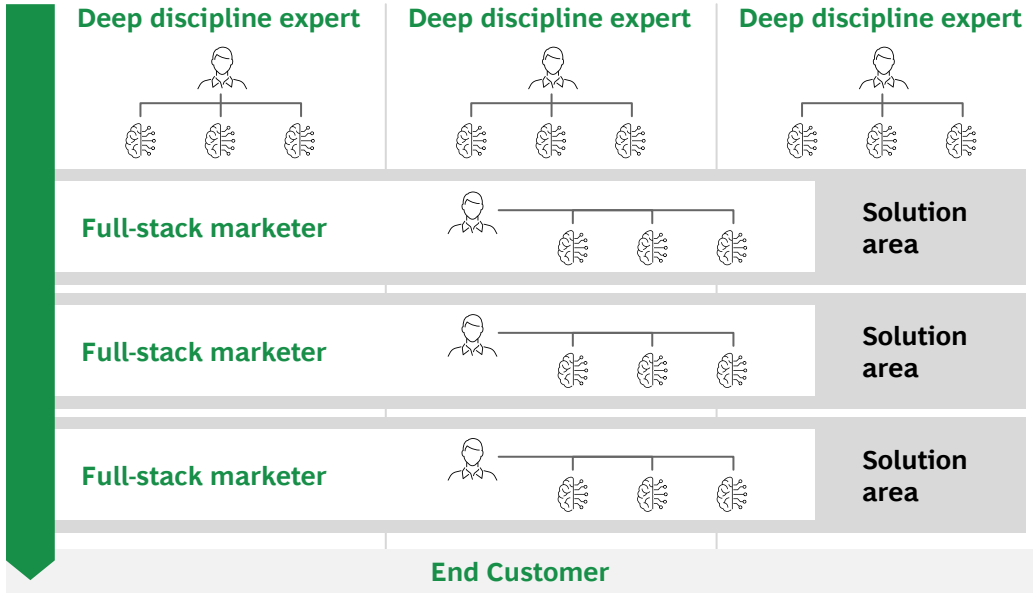
Typical current data-driven marketing org

Solution area and channel aligned roles with overlapping decision rights



Fully GenAI-enabled marketing org

Simplified matrix with fewer handoffs and clearer ownership



Key features

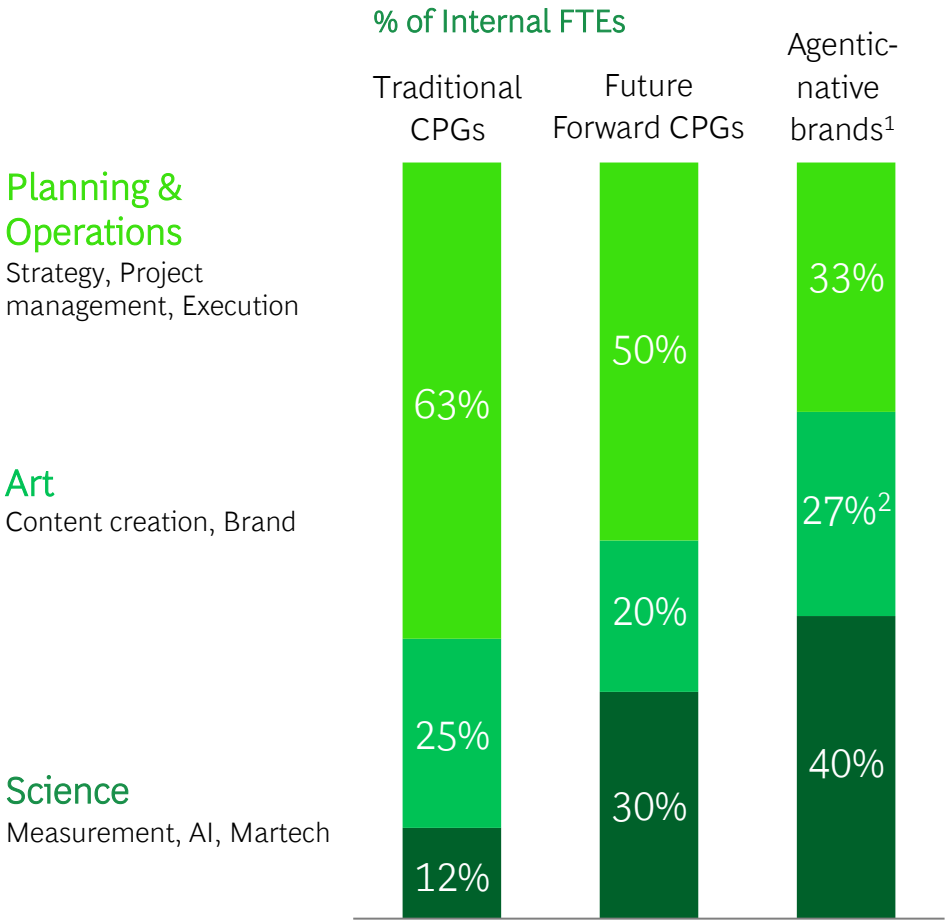
- Large, human-based teams with overlapping ownership of strategic decisions
- Multiple layers separate product owner from end customer
- Significant coordination overhead slows execution

- Small and agile, human-based teams with clear ownership supported by AI-agents
- Product owners brought closer to end customer
- Reduced coordination overhead enables streamlined execution

Key: Large human teams | Lean human teams | AI agents

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People & Partners | AI removes the coordination tax, fundamentally reshaping the work



Key shifts shaping the future marketing org

AI removes the coordination tax from marketing
Coordination & execution compress with AI automation;
Talent shifts to high-value strategic roles

Channel specialists become omnichannel growth orchestrators
End-to-end ownership replaces channel-based specialization

Creative work shifts from production to direction
AI automates production while creative teams focus on concepting, stewardship, & creative judgment

Partner models become more specialized
Routine production and coordination shift in-house or to AI, while agencies increasingly focus on differentiated creativity, specialized expertise, and harder-to-build capabilities

Investment shifts toward centralized Marketing Science capabilities
Orgs invest more in centralized measurement, analytics, and activation capabilities as AI expands ability to measure, optimize and predict

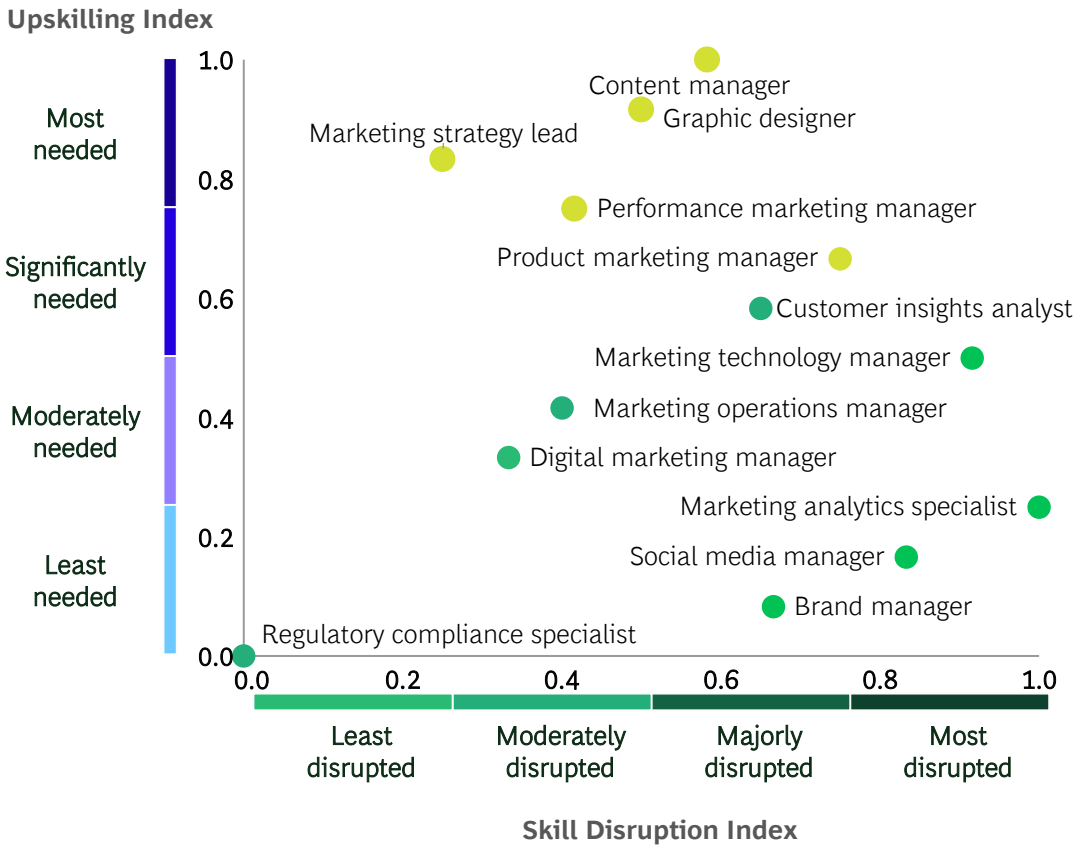
Tech becomes an active contributor to marketing delivery
Investment shifts toward AI capabilities as tech performs a growing share of marketing execution

1. Digitally native, consumer-centric attacker brands are built around direct consumer relationships and rapid test-and-learn cultures
2. Greater creative insourcing often reflects attacker business models (e.g., smaller scale)
Source: BCG benchmarking, expert interviews, LinkedIn analysis; BCG analysis.

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People & Partners | Majority of marketing roles require significant upskilling

Marketing roles by skill disruption and upskilling need



Source: BCG's GenAI Workforce Analytics Engine, Lightcast

Onboarding and building AI fluency requires both a mindset shift and structured upskilling across the organization

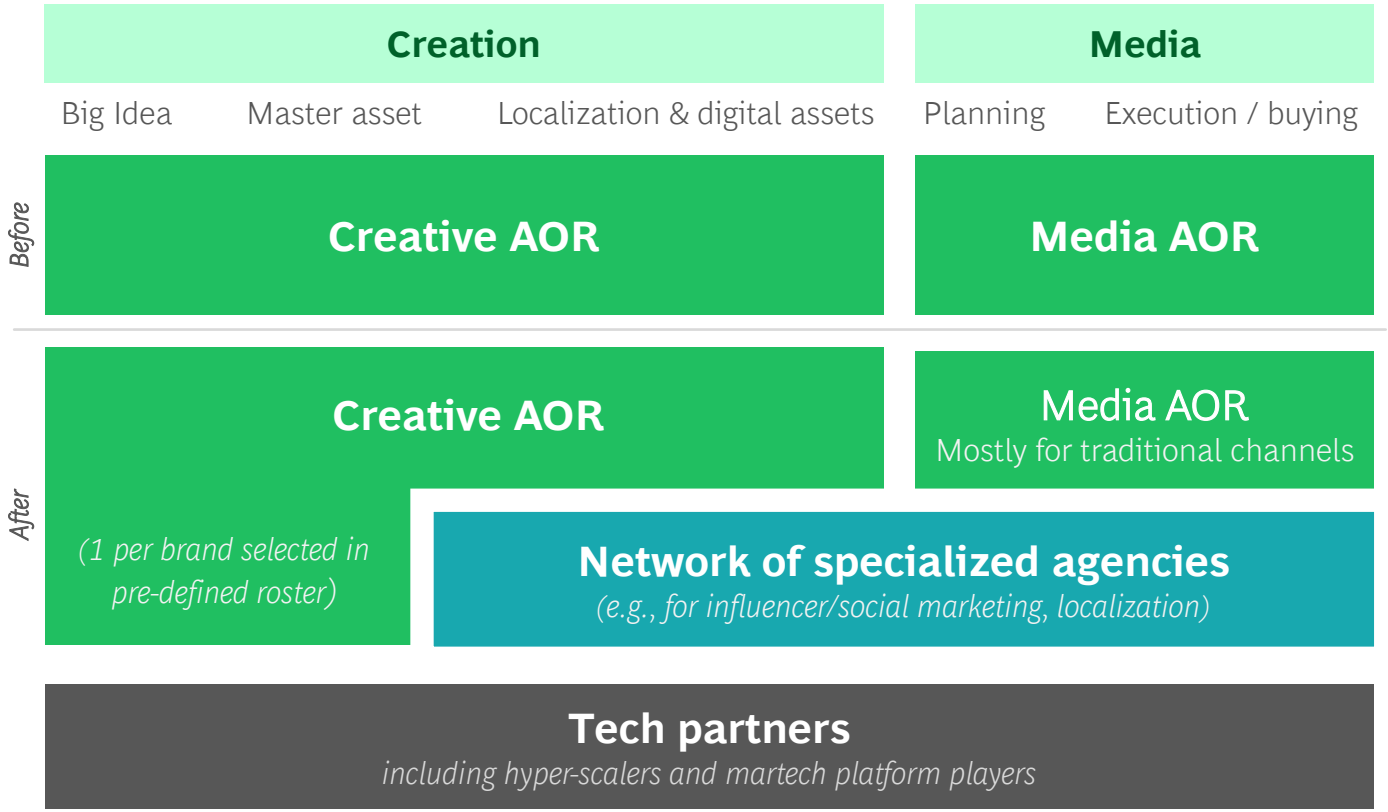
From:	To:
AI as an abstract, tech-only concept	Hands-on AI training tailored by role
Seeing AI as just a productivity tool	Using AI as a growth and value engine
Underestimating the people component	Recognizing people as the engine of transformation
Ad hoc, individual AI experimentation	Structured upskilling paths & certifications
Treating it as a one-time fix	Building a continuously evolving capability

Plus, need to invest in new roles:
e.g., AEO/GEO, influencer marketing

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People & Partners | A large beauty company transformed its partner ecosystem to regain ownership of its tech stack and build agentic capabilities

WHAT – Agency ecosystem redesign



HOW – New engagement & control model

- Regained ownership of advertising tech stack & data to ensure portability
- Implemented new processes & way-of-working, enforced by internal experts (e.g., execution & performance reviews, optimization calls)
- Evolved contract structures:
  - More FTE-based models with bonus/malus mechanisms
  - Less traditional structures (% of media spend, asset-based or retainers)
- Coinvested with tech partners to move to new agentic tech stack: built Enterprise IQ layer, bought agents and martech tools

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People & Partners | Workflows need redesigning around where human judgment actually matters

Marketing workflows require redesign based on optimal human vs. agent involvement

Human judgment required

Workflows with high potential for templatization
(e.g. Email Marketing, Paid Search, Tagging & Metadata, Campaign Reporting)

These workflows require little human upskilling and are relatively less complex to deploy and maintain by agents.

Workflows with potential for templatization and require human involvement during key moments
(e.g. Personalized rules, Paid Social, Journey Orchestration, Content Repurposing)

These workflows involve acute moments of human judgment within a mostly templatized, agent-driven process.

Workflows with non-standard processes highly dependent on people to lead
(e.g. Live experiences, Sponsorships, Integrated Campaigns, Product Launches)

These workflows involve high levels of complex human decision-making but are becoming increasingly supported by specialized agents.

A growing number of specialized agents are being deployed to tackle increasingly complex tasks

Examples from BCG's proprietary Agentic Marketing suite

Trend product matching

Spots emerging trends and flags which products or designs should align with them.

Market & competitor intelligence

Benchmarks a brand against competitors using real-time market and retail panel data.

Synthetic panel and concept testing

Tests product and creative concepts on AI-simulated consumer panels before real-world research.

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Data & Tech | There are four layers in the new agentic stack



User interface & martech tools
Front door for every marketer and consumer interaction; flexible infrastructure that supports multiple applications (e.g., GenAI chatbot, campaign execution APIs) and scales to whatever tools and capabilities come next

Agentic layer
Coordinated specialized agents deliver modular services (e.g., insight generation, campaign orchestration) by assigning discrete tasks across agents with strong coordination

Enterprise IQ layer - the source of competitive advantage
Encodes marketers' tacit knowledge and enterprise context to transform general copilots into company-specific agents

Data layer
Unifies internal and external data and integrations to capture all relevant context

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Data & Tech | The Enterprise IQ layer only works if it's trustworthy and strong



Unconstrained Search

No guardrails to ensure AI agents search and reference the right materials



Generic Outputs

AI produces recommendations that must be reviewed and tailored to meet org standards



Low Confidence

Agents always require human checks and refinement, cannot operate autonomously

Direction and Governance

A routing and reasoning engine that directs every prompt and workflow to the right models, agents, and data

Tailored, Trusted Outputs

A centralized logic layer that enforces rules, policies, and constraints to produce the right contextualized answer

Trusted Partnership

Anchor to rules, reasoning and verified data, allowing management by exception. Agents behave like trusted employees

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Data & Tech | The Enterprise IQ layer guides how judgment gets encoded

Four inputs feed the Enterprise IQ layer

What things mean
KPIs to focus on, brand and company context

Used by every agent

Where data comes from
Data structures and governance, rules for what to prioritize when and recipes for how to answer key questions

Used by any agent needing data

How agents think
Driver trees explaining relationships between the data and sample answers to check answers against

Used by the agent's reasoning loop

What agents may do
Rules that set hard limits including brand guardrails, compliance requirements and all other hard limits

Used by activation agents

Illustrative example of an insight agent using the Enterprise IQ layer for a beverage company

User Ask

"Our iced coffee sales are declining, what's going on and what should we do?"

How Agent thinks step by step

1	2	3	4
Leverages brand context and live data	Determines root cause	Pulls the right numbers	Writes the business answer

The context provided at each step

Flags iced coffee decline among Gen Z	Surfaces key drivers behind decline	Scans real-time trends for what Gen Z wants	Recommends new beverage concepts
Enterprise DNA The agent knows latte is a core growth driver, not a side item **Sales fact** The agent's single source of truth on sales, so it connects the decline directly to the Gen Z segment	**Sales driver tree** Agent isolates whether the decline is fewer visits or lower iced coffee conversion **Segment recipe** Guides the agent to sources: Rewards data first, then social sentiment	**Trend panel** Full coverage of social and search data, so the agent spots rising drink trends **Retailer data overlay** Keeps only trends that fit target customers' flavor profile and the brand	**Brand guardrails** Agent considers brand voice, product rules, and margin rules **Format Response** Presents a shortlist of Gen Z-relevant beverage concepts with details fit for innovation brief

RESULT

Insight to beverage concepts, no extra prompting.
The marketer picks a direction, the next agent drafts the brief.

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