

The Future of Agentic Marketing Operations

Marketing doesn't need more tools. It needs better outcomes.

Agentic AI turns every decision into measurable business impact — while keeping marketers in control.



THE MARKETING SHIFT

This isn't a leap. It's a progression.

1

Coordination

Manual juggling of campaigns, channels, approvals.

2

Orchestration

AI determines next-best-action in real time.

3

Agentic execution

Agents execute across systems while humans steer strategy.

WHAT AGENTIC MARKETING ACTUALLY DOES

Agents execute tactics, humans drive strategy

Agents Handle

- Cross-system execution
- Performance optimization
- Creative versioning

Teams Achieve

- Revenue lift
- Reduced time to market
- Strategic focus



✦ Humans with machines — not humans vs. machines.

What leading brands are seeing

60%

of brands will apply agentic AI to core 1:1 marketing operations by 2028.

Gartner, Mainstream Marketing Predicts

25%

increase in business-user efficiency by year three.

Forrester TEI, Pega Customer Decision Hub (2025)

50%+

reduction in manual execution and time-to-market.

Pega customer case studies across financial services, healthcare, insurance, and more

HOW PEGA FITS

The foundation for explainable, scalable agentic marketing

Trusted decisioning and governance — built to scale agentic execution across marketing.

Pega Customer Decision Hub



Powers real-time, 1:1 engagement at scale



Delivers explainable AI with enterprise governance



Drives measurable business outcomes



CDH makes 1:1 engagement real. Agents accelerate it.

Want the full picture?

Explore how agentic marketing works — without the hype.

Download the ebook

