



PegaWorld

JUNE 7-9 | LAS VEGAS

[PEGAWORLD.COM](https://pegaworld.com)



PegaWorld

JUNE 7-9 | LAS VEGAS

Cross Industry Use Cases for Hyper-personalization

Disclaimer: Characters used in this presentation are fictional and are not intended to cause any offence

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Today's Characters



Explorer Ed



Brainy Jo

GOLDEN TICKET

FOR A TRIP TO

PEGAWORLD

A TRULY
MAGICAL
ADVENTURE
AWAITS!

A TRULY
MAGICAL
ADVENTURE
AWAITS!

EVENT: PEGAWORLD 2026
DATES: JUNE 7-9, 2026
LOCATION: LAS VEGAS
ADMIT: ONE PERSON

JUNE 7-9, 2026

ADMISSION TO ALL SESSIONS & EVENTS

A TRULY MAGICAL ADVENTURE AWAITS!

This ticket is for promotional purposes and holds no monetary value. Conditions apply.

ADMIT: ONE PERSON

TICKET NO: PW2026-0001
VALID ONLY FOR PEGAWORLD 2026





FIND YOUR FLIGHT

Round Trip One Way Multi-City

From:

To:

Departing:

Returning:

Passengers:

1 Adult



SEARCH FLIGHTS

HOT DESTINATIONS & DEALS

VEGAS CALLING!

Fly to LAS VEGAS
from \$169* (one way).

LAS

BOOK NOW!



CARIBBEAN BLISS!

Direct flights to Montego
Bay from \$229*.



EXPLORE TOKYO!

Experience Japan
from \$499*.

U+ Rewards

U+ Fly is a homonant comoso your meneom
meenom hundered dativiion That axiis.

Featured Routes

U+ Fly is a homonant comoso your meneom
meenom hundered dativiion That axiis.



Search Summary

Flight Search Results: London Heathrow (LHR)
to Las Vegas (LAS)


Depart: Sat, Jun 6, 2026 | Return: Wed, Jun 10, 2026
1 Adult

 [Edit Search](#)

Stops 

Times 

Airlines 

Sort by: Price 

Direct, Early

LHR

Airport

U+Fly

10h 30m

Direct

13:45

Airport



Direct

Economy

from **£745**

SELECT

Direct, Late

15:30

Airport

U+Fly

10h 30m

Direct

19:00

Airport



Direct

Economy

from **£720**

Premium Econ \$1120

SELECT

One-stop

09:00

Airport

U+Fly

15h 30m

1 Stop

17:30

Airport



1 Stop

Economy

from **£680**

Premium Econ \$1120

SELECT

CURRENT OFFERS

VEGAS CALLING!

Fly to LAS VEGAS
from \$169+ (one way)

BOOK NOW

U+Fly

LAS



CARIBBEAN BLISS!

Direct flights to Montego Bay

LAS



EXPLORE TOKYO!

Experience Japan \$496+



Your Selection: Review and Book.

SELECTED FLIGHT

Mon, Jun 1, 2026, Direct, Late
 (LHR) 15:30 → (LAS) 19:00, 10h 30m.
 U+ Fly Economy, £720

£720



Passenger Details (Adult 1)

First Name	Last Name	
<input type="text" value="Ed"/>	<input type="text" value="Hennessy"/>	
Date of Birth	Gender	Nationality
<input type="text" value="Feb 14, 1970"/>	<input type="text" value="Male"/> ▼	<input type="text" value="British"/> ▼

Contact Information

<input type="text" value="ed.hennessy@pega.com"/>	<input type="text" value="07810 569824"/>
---	---

Optional Extras

- Add Checked Bags per bag +£40
- Select Seats +£20

Search Summary

Flight Search Results:
 London Heathrow (LHR) to Las Vegas (LAS)
 Depart: Sat, Jun 6, 2026 | Return: Wed, Jun 10, 2026

1 Adult

[Edit Search](#)

Booking Summary

Base Fare (1 Adult):	£720.00
Taxes & Fees:	£90.00

Total Price: £810.00

[Complete Booking and Pay](#)

- I agree with the [Terms and Conditions](#)
- I agree to the [jewel of a log ss payment](#)

CURRENT OFFERS

VEGAS CALLING!



Fly to LAS VEGAS
 from £33
 (one way)



CARIBBEAN BLISS!



Direct flights to
 Montego Bay

EXPLORE TOKYO!





YOUR LAS VEGAS TRIP AWAITS, ED! SECURE YOUR BOOKING AND EXCLUSIVE EXTRAS.

DEAR ED,

We noticed you recently reached for a flight to Las Vegas on us. The excitement and bright lights of Vegas are closer than ever! We've saved selection, and it's all our best price.



YOUR SAVED SELECTION

London Heathrow (LHR) to Las Vegas (LAS)

Dates: Sat, Jun 6, 2026 | Return: Wed, Jun 10, 2026

Depart: 15:30 → (LAS) 19:00 (Direct)

1 Adult

Total Price: £310.00

COMPLETE YOUR BOOKING WITHIN 24 HOURS to ensure, complete your booking within 24 hours, and mill secure these popular discounted extras for your flight:



EXTRA COMFORT SEAT (LEG ROOM)

+ £25.00 (discounted)



PREMIUM LOUNGE ACCESS

+ £35.00 (discounted)



GOURMET INFLIGHT MEAL PACKAGE

+ £15.00 (discounted)

COMPLETE BOOKING NOW

Click above to resume your booking and lock in these deals before they are gone!



YOUR LAS VEGAS TRIP AWAITS, ED! SECURE YOUR BOOKING AND EXCLUSIVE EXTRAS.

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+ £35.00 (discounted)



GOURMET INFLIGHT MEAL PACKAGE

+ £15.00 (discounted)

COMPLETE BOOKING NOW

Click above to resume your booking and lock in these deals before they are gone!



London Heathrow (LHR) → Las Vegas (LAS) | Flight: UF123

Date: Sat, Jun 6, 2026

Time: 15:30 - 17:50

Seat: 12A

Class: Economy

Booking Confirmation and Itinerary

Passenger:

Ed Hennessy



PACING YOUR PLAY: A DEEPER LOOK AT SAFE GAMBLING



1. Establish a Play Fund

Decide on a strict amount of 'fun money' before entering the casino. Consider this money spent and never try to win it back.

- Set and forget it
- Leave credit/ATM cards at home
- No chasing losses



2. Understand the House Edge

Recognise that casinos have a built-in advantage on all games. Focus on entertainment, not profit.

- Learn the game rules first
- Understand simple betting strategies
- Avoid complex and high-risk wagers



3. Check Your State of Mind

Gamble only for fun when you are in a clear frame of mind. Avoid play when tired, stressed, or under the influence.

- Entertainment, not coping mechanism
- Limit alcohol consumption
- Listen to your intuition



4. Know Where to Get Help

Help is available if gambling is no longer fun or starts to cause harm. You don't have to face it alone.

- Talk to someone you trust
- Contact support services
- Help is a sign of strength



HELP IS AVAILABLE

If gambling stops being fun, or starts causing harm, support is available. Visit begambleaware.org for confidential help and support.

GET HELP NOW

Enhance your journey



Priority Boarding

Be among the first to board

+£15.00

Add



Travel Insurance

Comprehensive coverage

+£20.00

Add



Add more weight

+£40.00

Book

London Heathrow (LHR), Terminal 5
Harry Reid Intl. Airport

Lounge Access

Relax before your flight

+£35.00

Add





Pre-flight notifications



Pre-flight ancillary services




Day of travel upgrades



Day of travel logistics

planet hollywood

ACQUIRE 

ENGAGE 

TRIP 

ANCILLARY 

SERVICE 

LOYALTY 


CO BRAND 





ACQUIRE 

ENGAGE 

TRIP 

ANCILLARY 

SERVICE 

LOYALTY 

CO BRAND 



10:09

U+ Comms

10:09

Hi Ed, welcome to the US

It looks like you don't have a roaming data plan active — data charges can add up quickly without one.

No worries — we've given you **4 hours of free data on us** so you can browse and choose the right plan.

View plans now and stay in control of your costs.

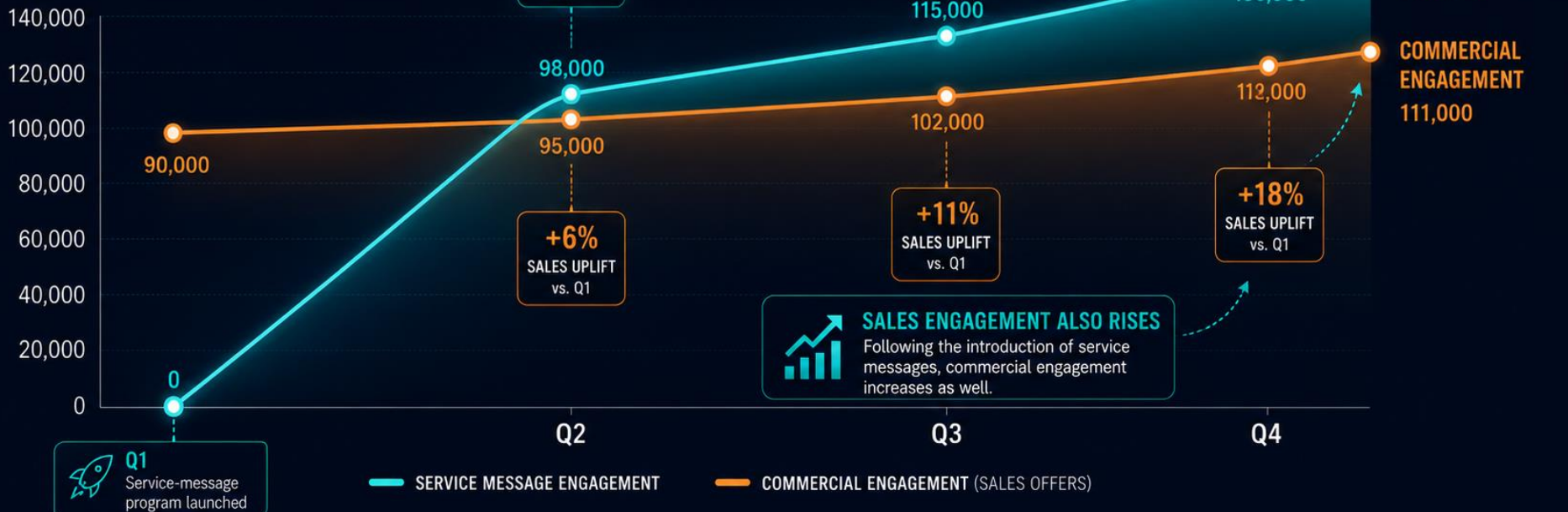
LAUNCH APP

SERVICE MESSAGES DRIVE SALES ENGAGEMENT UPLIFT

Service-oriented interactions increase overall engagement and lift downstream sales (commercial) engagement.

ENGAGEMENT VOLUME

(Number of Engaged Users)



Uplift % represents engagement lift of Service Message Engagement vs. Commercial Engagement (baseline) for each period.



U+ Comms



Roaming Options

RECOMMENDED OPTION for your trip!

US Short-Trip Bundle



5 DAY BUNDLE

UP TO 10GB OF DATA

COST: £15

Ideal for short US visits. Keep connected with ample data for maps, messaging, and web browsing.

Data allowances and details apply.

ACTIVATE NOW



U+ U+ Comms

Welcome! Here are some tips for your trip in the US:

1. Use hotel Wi-Fi wherever possible to save your data.
2. Enable 'Wi-Fi Calling' on your device for calls and texts.
3. Turn on 'Low Data Mode' (Settings > Cellular) to reduce background usage.
4. Remember to check local network options.

Enjoy your travel!

9:41

5G 50



U+ Comms

5m ago



U+ Comms

**Hi Ed, you have 1,250
loyalty points!**




Use them to pick up a free
coffee at Starbucks within the
MGM Grand. Tap to redeem!

Redeem Points



5m ago



ACQUIRE 	ONBOARD 	NURTURE 	GROW 	SERVICE 	RETAIN 	RESILIENCE 
Availability, FWA Prospecting	Auto-Pay Enrollment	Content Discovery	Bundle with Core Services	Call Deflection	Cross-sell	Auto-Pay Enrollment
Bundling	Cross-sell	Critical Communications	Bundling Additional Products / Services	Digitization of Interactions	Manage Retention Investments	Collections
Optimized Marketing Spend	Digitization of Interactions	Environmental, Social, Governance	Conversion / Quote Funnel Optimization	Mandatory & Regulatory	Pre-emptive Retention	Government Subsidized Services
Partner Acquisition	Product / Service Activation	Gamification	Cross-sell	Natural Disaster Prep & Response	Proactive Device Upgrade	Payment Arrangements
Proactive Device Recommendation	Self-Install Messaging	Major Event Communications	Re-targeting	Proactive Rate Plan Recommendation	Proactive Network Troubleshooting	Pre-Collections (incl early warnings)
Referral Acquisition	Trade-In Messaging	Network Enhancement Communications	Streaming Services	Proactive Service Recommendations	Proactive Rate Plan Recommendation	Proactive Lower Cost Offerings
Re-targeting	Up-sell	New Product Communications	Target Upgrade Offers		Proactive Retention	Proactive Self-Serve Payment Arrangements
Targeting Net New Customers	Zero Party Data Gathering	Proactive Risk Mitigation	Third Party Services		Reactive Retention	
Targeting Prioritized Service		Product / Service Help & Guidance	Up-sell		Upgrade	
Win Back		Rewards & Loyalty	Value Add Services		Up-sell	

ACQUIRE 	ONBOARD 	NURTURE 	GROW 	SERVICE 	RETAIN 	RESILIENCE 
Availability, FWA Prospecting	Auto-Pay Enrollment	Content Discovery	Bundle with Core Services	Call Deflection	Cross-sell	Auto-Pay Enrollment
Bundling	Cross-sell	Critical Communications	Bundling Additional Products / Services	Digitization of Interactions	Manage Retention Investments	Collections
Optimized Marketing Spend	Digitization of Interactions	Environmental, Social, Governance	Conversion / Quote Funnel Optimization	Mandatory & Regulatory	Pre-emptive Retention	Government Subsidized Services
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Re-targeting	Up-sell	New Product Communications	Target Upgrade Offers		Proactive Retention	Proactive Self-Serve Payment Arrangements
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Targeting Prioritized Service		Product / Service Help & Guidance	Up-sell		Upgrade	
Win Back		Rewards & Loyalty	Value Add Services		Up-sell	



U+ U+ Bank

Ed, just checking in

We've noticed a **£1,000** withdrawal in Vegas that may be out of the ordinary.

Please let us know if this was you:

Yes, all good

No, this wasn't me

U+Bank

Account Security

Confirmation Successful!

Ed, thanks for confirming the £1,000 withdrawal in Las Vegas.

Your transaction is authorized.
Your account remains secure.



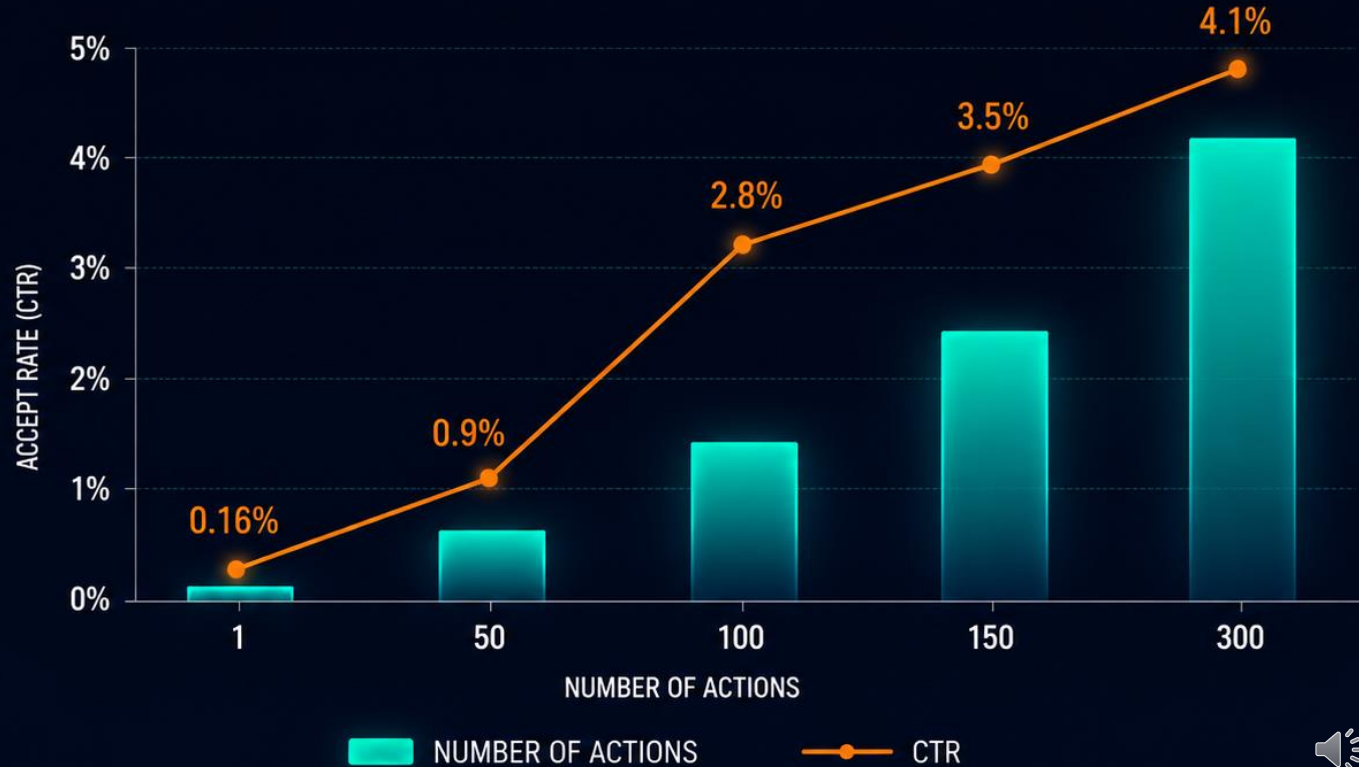
Tips for keeping your money safe whilst abroad:

- Notify us of travel dates in the app
- Use ATMs inside established bank branches
- Keep your card in sight during transactions
- Check your account activity regularly
- Be aware of currency conversion fees

THE EFFECT OF ACTION OPTIONALITY AT THE POINT OF ARBITRATION ON ACCEPT RATES

MORE ACTIONS EQUALS

1. More Offer Options
2. Higher Relevance/Conversion
3. Revenue & NPS Growth





U+ Bank



OVERDRAFT WARNING

Hi Ed,

You are getting very close to your overdraft.

To avoid potential charges and fees, please review your account balance.

TIPS TO AVOID OVERDRAFT FEES:

- **Transfer funds** from another account.
- **Set up low balance alerts** in the app.
- **Review upcoming payments** and direct debits.
- **Adjust your spending** temporarily.

9:41



U+ Bank

Account Summary: Daily Spending

Current Balance:


£5.02

Today

12:05 PM - Starbucks - £3.50

11:30 AM - Casino Gift Shop - £8.90

10:15 AM - Hotel Breakfast - £15.20

 Low on funds? It might be worth transferring some balance from another account to avoid potential fees.

MGM GRAND



9:41



U+ Bank

Account Summary: Daily Spending

Current Balance:

£20,134.28

Today

12:05 PM - Starbucks	- £3.50
11:30 AM - Casino Gift Shop	- £8.90
10:15 AM - Hotel Breakfast	- £15.20

Given your healthy balance, it might be worth exploring our range of savings accounts to grow your money

VIEW
OPTIONS

ACQUIRE 

1:1 Re-targeting

Cost Deflection / Reduction

Customer Referrals

Feedback

Lead Generation

Optimized Marketing Spend

Proactive 1:1 Targeting

Quote Funnel Optimization

Win Back

ONBOARD 

Brand Engagement

Cost Deflection / Reduction

Education & Financial Planning

Feedback

Product / Account / Service Activation

Product / Account Funding

Product / Service Help & Guidance

Rewards & Loyalty

NURTURE 

Brand Engagement - Relationship Deepening

Education & Financial Planning

Feedback

Financial Well-being

Product / Service Help & Guidance

Rewards & Loyalty

GROW 

Cross-sell

Increase Usage / Value

Quote Funnel Optimization

Rewards & Loyalty

Up-sell / Upgrade

SERVICE 

Call Deflection

Feedback

Fraud Alerts

Help Centre / FAQ

Mandatory & Regulatory Alerts

Proactive Service Recommendations

Service Alerts

RETAIN 

Brand Engagement

Cost Deflection / Reduction

Manage Retention Investments

Maximize Renewal Rate

Pre-collections (early warning) Alerts

Proactive Retention

Product Engagement

Reactive Retention

Rewards & Loyalty

Win Back

RESILIENCE 

Cost Deflection /Reduction

Financial Planning & Education

Fraud Prevention

Help Centre / FAQ

Pre-collections (early warning) Alerts

Proactive Alerts

ACQUIRE 

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ONBOARD 

Brand Engagement

Cost Deflection / Reduction

Education & Financial Planning

Feedback

Product / Account / Service Activation

Product / Account Funding

Product / Service Help & Guidance

Rewards & Loyalty

NURTURE 

Brand Engagement - Relationship Deepening

Education & Financial Planning

Feedback

Financial Well-being

Product / Service Help & Guidance

Rewards & Loyalty

GROW 

Cross-sell

Increase Usage / Value

Quote Funnel Optimization

Rewards & Loyalty

Up-sell / Upgrade

SERVICE 

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Proactive Retention

Product Engagement

Reactive Retention

Rewards & Loyalty

Win Back

RESILIENCE 

Cost Deflection /Reduction

Financial Planning & Education

Fraud Prevention

Help Centre / FAQ

Pre-collections (early warning) Alerts

Proactive Alerts





9:41

Incoming Call

U+ Health

UH



Decline



Accept

11:43 PM

U+ Health

3n ago



Based on your health profile, you may benefit from an inhaler during your trip to Las Vegas. Tap here to have a prescription sent to a nearby CVS.

Get Prescription

Integrating Real-Time Context

Incoming Data Triggers Constant Re-Decisioning (<200 ms)

- Onboard
- Nurture Messages
- Retention
- Service Messages

Browsing History

Identifies Active Behaviors & Motivation

Streaming Events

Provide Purchase, Retention & Service Predictors

Outbound Click-Throughs

Reveal Treatment & Timing Propensities

Inbound Content Clicks

Reveals Categories of Interest or Evaluation

Active Agent Dialogs

Uncover Motivational & Emotional States

Rejection Rationales

Reveal Readiness Levels & Decision Drivers

Contiguous Interactions

Connect Previously Disparate Experiences

Conversion Events

Trigger Cross-Channel Context Shifts

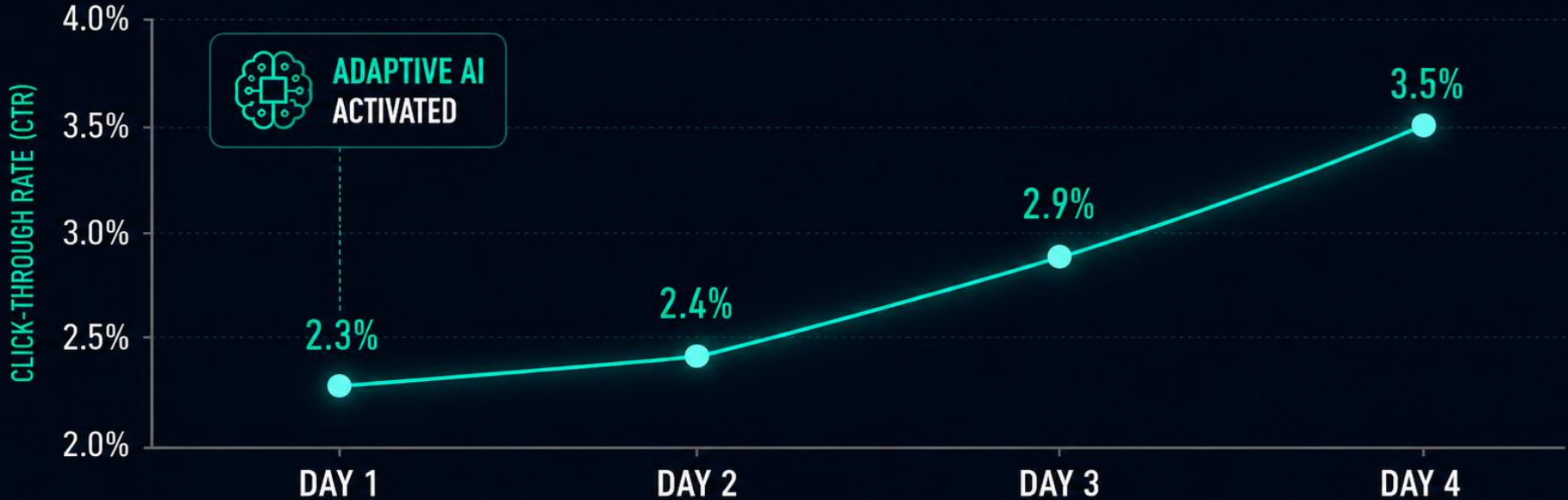


Next Best Action

Medication Adherence

THE EFFECT OF ADAPTIVE AI ON SALES ACTION CLICK-THROUGH RATE

+52% INCREASE
IN CTR IN 3 DAYS



IMPLICATION: Applying Adaptive AI rapidly improves engagement of sales actions.



U+ Health
To: Ed Hennessy

12:38 PM

Tips for Staying Healthy Abroad in a Hot Country

Hi Ed,

- Stay hydrated. Drink plenty of bottled water.
- Wear lightweight, loose-fitting clothing.
- Apply sunscreen (SPF 30+) regularly, especially during midday.
- Avoid strenuous activity during peak heat hours.
- Seek shade when outdoors and wear a wide-brimmed hat.
- Be mindful of food safety; choose cooked dishes and fruits you can peel.
- Carry a small personal first-aid kit.





ACQUIRE 

Competitive Targeting

Lead Generation & Scoring

Lifecycle Transition

Prospect Nurturing

Re-targeting

Targeting (Net New Members)

Win Back

ONBOARD 

Benefit & Plan Education

Digital Tool Adoption

Feedback & Sentiment

Financial Onboarding

Initial Health Actions

Member Activation

Pharmacy & Rx Transition

Rewards & Loyalty Introduction

Service Channel Guidance

Value Reinforcement

NURTURE 

Behavioral & Mental Health Support

Care Gap Mitigation

Chronic Condition Management

Episode of Care Management

Health Education & Coaching

Immunization Adherence

Medication Adherence & Optimization

Preventative Care & Wellness

Provider & Network Guidance

GROW 

Family Plan Expansion

Financial Product Integration

Lifecycle Transition & Retention

Pharmacy & Ancillary Service Growth

Plan Upgrade & Optimization

Supplemental Plan Cross-Sell

Value-Added Service Engagement

SERVICE 

Benefit & Network Alerts

Call & Contact Deflection

Claims & EOB Clarification

Payment & Premium Assistance

Proactive Issue Resolution

Proactive Status Updates

Provider & Network Navigation

Social & Community Support (SDoH)

RETAIN 

Attrition Risk Mitigation

Benefit Utilization & Education

Brand & Trust Engagement

Competitive Shopping Intervention

Loyalty & Tenure Recognition

Premium & Plan Change Management

Proactive Value Reinforcement

Win Back & Recovery Campaigns

RESILIENCE 

Caregiver Enablement & Support

Complex Care & Crisis Support

Coverage Continuity Support

Financial Guidance & Cost Navigation

Fraud Prevention & Security

Member Empowerment & Self-Service

Social Determinants of Health (SDoH) Support

Surprise Bill Prevention

ACQUIRE 

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RESILIENCE 

Caregiver Enablement & Support

Complex Care & Crisis Support

Coverage Continuity Support

Financial Guidance & Cost Navigation

Fraud Prevention & Security

Member Empowerment & Self-Service

Social Determinants of Health (SDoH) Support

Surprise Bill Prevention

**U+ Insurance**

To: E.Hennessy@gmail.com

8th June 2026

Dear Mr Hennessy,

We hope this message finds you well.

We are writing to inform you that your car insurance policy for your Porsche 911 is due for renewal shortly.

As a valued customer of U+ Insurance, we have worked hard to ensure your renewal premium remains as competitive as possible. While we continually strive to minimise any increases, we regret to inform you that, due to broader cost pressures, your annual premium will increase by £54 compared to last year.

Your updated policy will continue to provide comprehensive coverage, including protection for accidental damage, theft, and third-party liability, ensuring that you can enjoy your vehicle with confidence.

Full details of your renewal, including your updated premium and policy documents, are available via your customer account. Please review these carefully and confirm your renewal to ensure uninterrupted cover.

If you have any questions or would like to discuss your policy, our customer support team will be happy to assist you.

Thank you for choosing U+ Insurance. We appreciate your continued trust in us.

Yours sincerely,

Customer Renewals Team
U+ Insurance



WELCOME, **ED HENNESSY**

POLICY NO: UP51234567-B

REVIEW YOUR POLICY CANCELLATION REQUEST

We're sorry to see you go, Ed. Before you proceed, please understand the benefits you may be losing.



STILL WISH TO CANCEL?

YES, PROCEED TO CANCEL POLICY

WELCOME, **ED HENNESSY**

POLICY NO: UP51234567-B

REVIEW YOUR POLICY CANCELLATION REQUEST

We're sorry to see you go, Ed. Before you proceed, please understand the benefits you may be losing.



SPEAK WITH AN ADVISOR

 **CHAT NOW TO DISCUSS OPTIONS**

WELCOME, **ED HENNESSY**

POLICY NO: UP51234567-B

REVIEW YOUR POLICY CANCELLATION REQUEST

We're sorry to see you go, Ed. Before you proceed, please understand the benefits you may be losing.



SPEAK WITH AN ADVISOR

 **CHAT NOW TO DISCUSS OPTIONS**

LIVE ADVISOR CHAT (AGENT: SARAH) — ✕

SARAH (ADVISOR)
I see you're thinking about leaving. Any specific reason?

ED (YOU)
Yes. I'm changing my car so need to look at alternative options

SARAH (ADVISOR)
I can look at that for you now if that helps?

Type message here...



ACQUIRE



1:1 Re-targeting

Bundling

Optimized Marketing Spend

Quote Funnel Optimization

Referral Acquisition

Targeting Net New Customers

Win Back

NURTURE



Community, Social Media, Influencers

Critical Communications

Education

Environmental, Social, Governance communications

Gamification

Insurance Planning and Education

Major Event Communications

Pre-emptive Retention (e.g. major events)

Proactive Risk Mitigation

Tools & Calculators

GROW



1:1 Re-targeting

Bundling

Cross-sell

Up-sell

SERVICE



Call Deflection

Digitization of Interactions

Educate on Policy

Mandatory and Regulatory

Proactive Service Recommendations

RETAIN



Manage Retention Investments

Pre-emptive Retention

Proactive Retention

Reactive Retention

CLAIMS



Cross-sell to Balance Product Reserves

Digitization of Interactions

Educate on Policy

Mandatory and Regulatory

Meet Regulatory Requirements

Pre-emptive Retention

Reduce Fraudulent Claims

ACQUIRE



1:1 Re-targeting

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Community, Social Media, Influencers

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Insurance Planning and Education

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1:1 Re-targeting

Bundling

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SERVICE



Call Deflection

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RETAIN



Manage Retention Investments

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Proactive Retention

Reactive Retention

CLAIMS



Cross-sell to Balance Product Reserves

Digitization of Interactions

Educate on Policy

Mandatory and Regulatory

Meet Regulatory Requirements

Pre-emptive Retention

Reduce Fraudulent Claims



U+Fly



Ed, special leg room offer for your return flight!

As a Regular Flyer and valued U+ Rewards Member, we noticed you have an upcoming return flight (Place, e.g., Las Vegas) on . We are thrilled to recognize your loyalty by offering you an exclusive, special leg room for this flight.

Based on your frequent flights and previous comfort purchases, we are excited to offer you this upgrade to our Comfort Seats (extra leg room) today. Enjoy more space and relaxation!

YOUR UPGRADE OFFER: Return Leg UF 456

1. Comfort Seat with 6" more leg room.
2. Skip priority boarding.
3. Relies with a complimentary premium drink.

Normal Rate: £70 – Special Preferential Rate (Today Only): £45.

[APPLY OFFER & UPGRADE](#)

YOUR RETURN FLIGHT AMENITIES



REMINDER: LOUNGE ACCESS INCLUDED

For your return leg, you have complimentary access to the U+ Fly Premier Lounge.

Enjoy free dining, premium drinks, and a quiet workspace.

[View Lounge Directions](#)

U+ REWARDS: Your Benefits



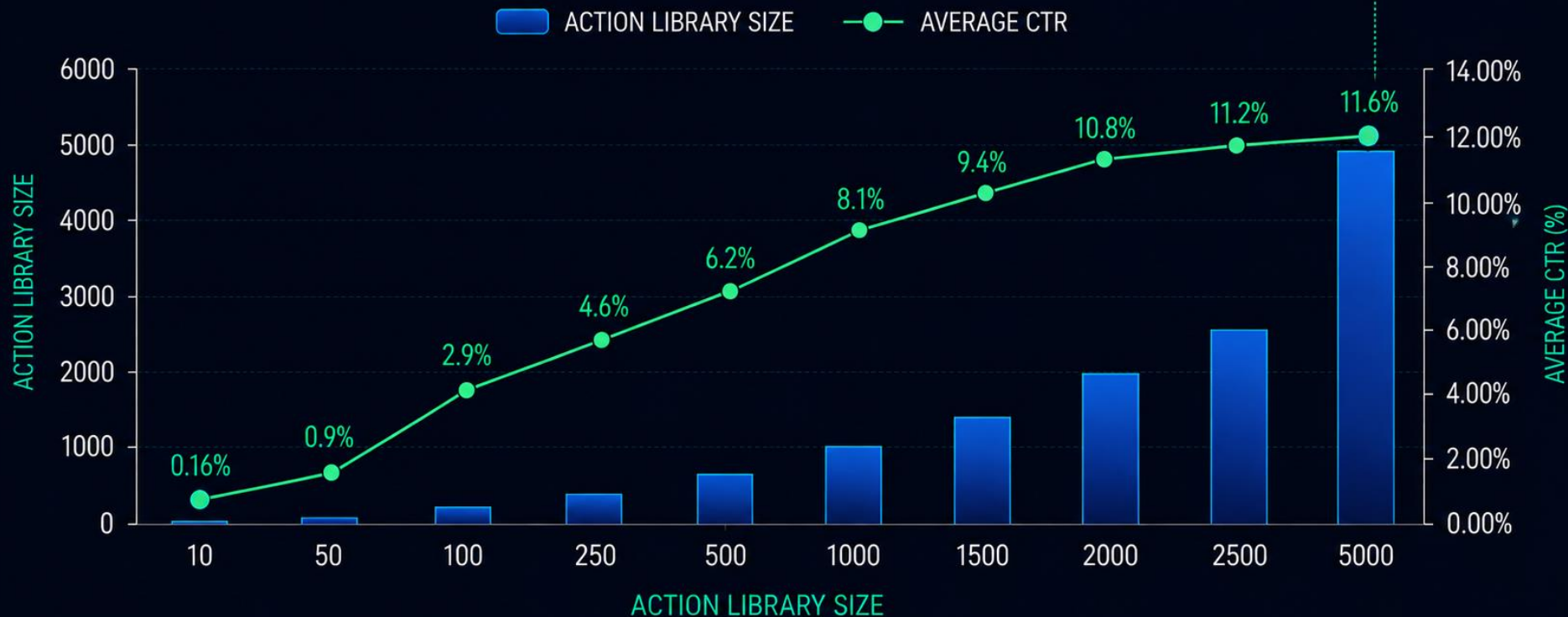
- ✓ Points on All Flights
- ✓ Free Checked Bag for Regular Flyers
- ★ Priority Check-in & Security

IMPACT OF ACTION LIBRARY SIZE ON ENGAGEMENT

More actions in Pega Customer Decision Hub lead to higher click-through rates for personalization.

POINT OF DIMINISHING RETURNS

CTR gains plateau as action library size continues to grow.





Volume

Critical volume to ensure optionality and increased relevance



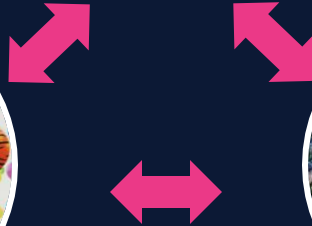
Variation

Variation in messaging for different customers, different context



Coverage

Coverage across the lifecycle to move the relationship forward



SUNDAY, JUNE 7

Training: Harnessing Pega CE Blueprint for Rapid Business Value

Welcome Reception



MONDAY, JUNE 8



Executive Connect Breakfast

KEYNOTE: Kerim Akgonul
Look Ma! No Hands!!



BREAKOUT SESSIONS

- Ethical AI in Action: Building Trust & Transparency
- Standard Chartered: AI-Driven Personalisation at Scale
- Use Cases Across the Industries
- Delivering 1:1 Engagement: CE Blueprint Transformation
- Wells Fargo: From Skeptic to Believer in Automated Decisioning
- RAPP: Clean Data + Smart Decisioning for Superior Conversions

Innovation Hub



TUESDAY, JUNE 9

KEYNOTE: 70M Customers, 6B Decisions, Zero Guesswork – Wells Fargo

KEYNOTE: Rob Walker & Don Schuerman
Under the Hood of Agentic AI



Pegapalooza Concert





25L B8





TAX OFFICE

From: TaxOffice.gov
Date: Friday, 12 June 2026, 11:32 AM
To: Ed Hennessy
Subject: IMPORTANT: Updated Tax Code Notification

Dear Mr Hennessy,

We are writing to inform you that your tax code has recently been updated following a change in your recorded marital status.

It is important that you review this information



MARRY ME
IN VEGAS

MARRY ME
IN VEGAS

LOVE IS ETERNAL



Ed's Journey Through Industries



*Booking
& Travel*

*Fraud &
Finance*

*Policy
Renewal*

*Public
Services*



Airlines



Telco

*Roaming
& Loyalty*



Banking



Healthcare

*Health
& Wellness*



Insurance



Airlines

*Return
Flight*



Gov't



Disclaimer: Characters used in this presentation are fictional and are not intended to cause any offence. Experiences are representative of what's possible, not the presenters

Talk to us about Use Cases that drive incremental value from CDH



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