



Agentic Marketing Transformation enabled by Salesforce



Reimagine how marketing operates using AI agents to help orchestrate strategy, execution, and enhancements in one unified experience.

Marketing is at an inflection point.

- AI is reshaping how marketing operates
- Organizations are shifting from manual campaigns to intelligent orchestration
- Agentic marketing enables real-time execution, enhancements, and personalization

The future of marketing has arrived



79%

executives say their companies are already adopting AI agents in some capacity¹



73%

executives believe AI agents will deliver a significant competitive advantage within the next year¹



PwC's Agentic Marketing Approach

To solve these challenges, PwC has built an agentic marketing console—a Salesforce-native platform that unifies campaign performance, AI-enabled segmentation, and ROI planning in one place.

It connects data, AI, and execution to deliver real-time insights and recommend what to launch next—while automating campaign planning, orchestration, and enhancement.

The result: faster campaigns, smarter decisions, and greater marketing impact.

Agent-Driven Marketing Console



Unified Orchestration
Coordinate strategy, campaigns, and analytics in a unified system



AI-Driven Execution
Automate workflows with specialized marketing agents



Human-in-the-Loop
Maintain control with governance, approvals, and oversight

¹ [PwC's AI Agent Survey](#)

Our Agentic Solution

01

Brief creation agent
Auto-generates campaign strategies and plans

02

Segmentation agent
Enables intelligent, dynamic audience targeting

03

Performance agent
Delivers real-time insights and continuous enhancements

Measurable impact across marketing performance

2-3x faster

Campaign launch cycles

15-30%

Improvement in marketing ROI

20-30%

Efficiency gain in content and campaign execution

Real-time

Enhancements across journeys and channels

How PwC Delivers Value

PwC helps organizations transform marketing into an intelligent, AI-enabled business engine—combining strategy, technology, and deep industry expertise.

- Holistic transformation from vision to execution
- Deep expertise across Salesforce and AI ecosystems
- Proven frameworks for Responsible AI and adoption
- Focus on measurable business outcomes and ROI

How You Can Get Started

Path to diagnostic phase



Vision Sprint: Igniting the Agentic Marketing Journey

Kickstart alignment and inspiration through immersive demos, stakeholder collaboration, and marketing use case exploration.



Business Case and Operations Model: Vision into Value

Align on priorities, process changes and quantify the value of Agentforce Marketing.



Execution Plan and POC: Scale with Impact

Translate vision into execution through a scalable roadmap and operating model. Let's build something together

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