

C3 Generative Marketing

Empowering Marketing Teams with Intelligent Automation and Customer Insights



Build a Better Customer Journey



Personalize Campaigns to Increase Customer Engagement



Drive Higher ROI On Your Marketing Dollars



Everyday Work Done Faster



Seamless Integration Across Your Tech Stack

Marketing teams today navigate a complex, fast-changing landscape. A key challenge is fragmented data across platforms—CRMs, social media, analytics, and support tools—making it hard to build a unified customer view. This fragmentation hinders personalization and slows campaign execution due to manual planning, content creation, and analysis. The result: lower engagement, inefficient budgets, and missed revenue.

C3 Generative Marketing addresses these issues by putting the customer at the center of every interaction. Built on an Agentic Platform, it uses enterprise data and intelligent agents to reason, act, and deliver real-time insights. The platform unifies billions of data points from diverse sources, integrating structured and unstructured data with embedded Retrieval-Augmented Generation (RAG).

With C3 Generative Marketing, marketers can run personalized, omni-channel campaigns, track performance, boost engagement, and refine strategies to maximize ROI—leading to faster decisions, deeper customer connections, and higher conversions.

Feature Summary

- **Real-Time Insights:** Analyze data across the entire customer journey, providing marketing teams with actionable insights that inform strategy and improve customer conversion.
- **Reason across complex data:** Ingest billions of rows of data (both structured and unstructured) to create a comprehensive prospect and customer view.
- **Conversational AI Interface:** Interact with data using natural language to quickly surface insights and answer complex business questions.
- **10,000+ Tool Integrations via MCP:** Instantly connect to over 10,000 apps—including Slack, Salesforce, HubSpot, Marketo, Google Sheets, Zendesk, and more—to ingest data, trigger campaigns, and execute actions across your entire marketing stack.
- **Agentic Workflow Enabled:** Seamlessly integrate insights into marketing workflows to drive faster execution and measurable outcomes.
- **Proven KPIs and Analytics:** See full-funnel visibility with conversion-focused dashboards, enabling you to adapt your campaign strategy in real time.

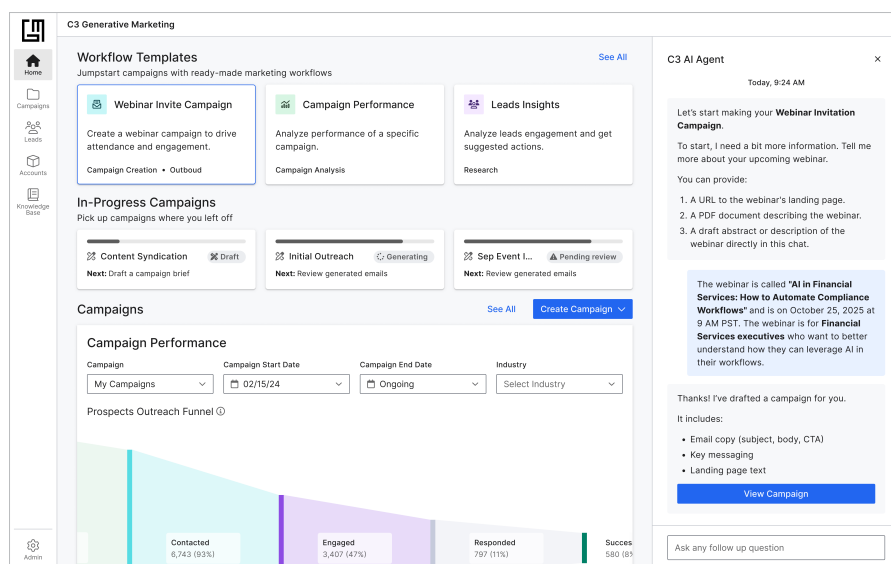


Figure 1. C3 Generative Marketing offers a customizable dashboard enabling you to orchestrate and manage campaigns, leverage agentic workflows, and take action across platforms such as your CRM from one centralized place.

Key Benefits

- Campaign Creation:** Launch multi-channel campaigns with tailored messaging, A/B testing, and competitive differentiation.
- Optimized Media Budget:** Analyze campaign performance against benchmarks and optimize spend to maximize ROI.
- Identify Qualified Leads:** Identify high-converting leads, understand their interests, and pass qualified prospects to sales.
- Customer Insights:** Discover which products resonate most with different segments and adapt strategies accordingly.
- Operational Efficiency:** Automate repetitive tasks such as content generation, performance tracking, and reporting.

Feature Summary (cont.)

- Ecosystem & Model Agnostic:** Integrates seamlessly across your existing tools and platforms—CRM, MAP, data lakes, CMS—and supports multiple LLMs (e.g. OpenAI, Anthropic, Mistral) to optimize for performance, cost, and control.
- Security and Compliance:** Provide enterprise-class data security, granular access controls, and state-of-the-art LLM guardrails

Agentic Workflows

Workflows	Description
Campaign Creation	Design and launch (e.g. post on social media, send an email, create the landing page) personalized, multi-channel campaigns with audience-specific content.
A/B Testing	Test different messages and creatives to identify the most effective combinations.
Budget Optimization	Monitor campaign ROI and reallocate spend to top-performing channels.
Campaign Performance	Understand campaign performance compared to benchmarks.
Prioritize and Segment Leads	Analyze engagement data to identify and prioritize high-quality leads.
Product Resonance Analysis	Determine which products are driving interest and conversions across segments.
Customer Journey Mapping	Visualize and optimize the full customer journey across touchpoints.
Content Generation	Automatically generate emails, landing pages, and social content tailored to audience segments.
Marketing Performance Dashboards	Track KPIs in real time to inform strategy and improve conversion rates.
GEO Audit	Audit webpages and get recommendations on how to optimize the webpage for gen ai search.
Social Media Sentiment Analysis	Search social media for positive or negative sentiment analysis with recommendations on how to address it.

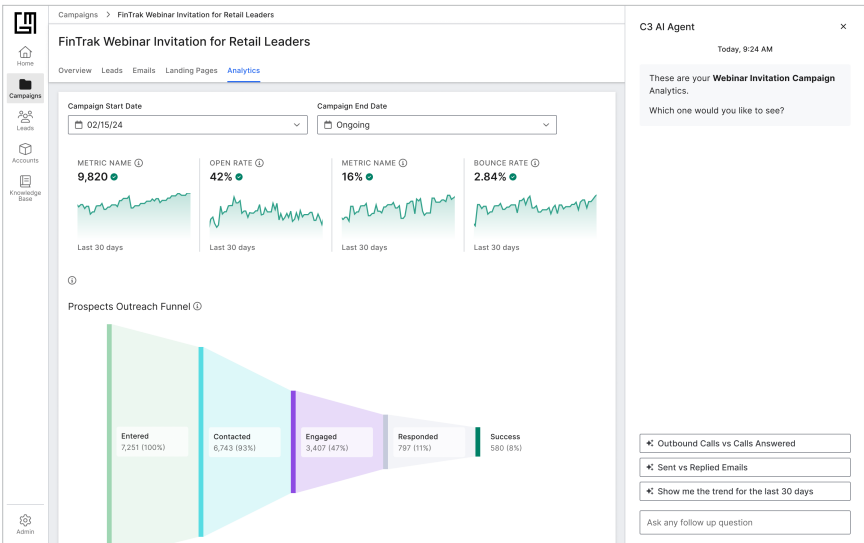


Figure 2. C3 Generative Marketing enables you to get a clear view of your outreach performance with a visual funnel that tracks each stage—from sends to replies to meetings booked. Dive into key insights like top-performing messages, CTR, open rates, and click-through performance to continuously optimize your strategy.

Ready to Deploy Today Visit C3.ai/get-started