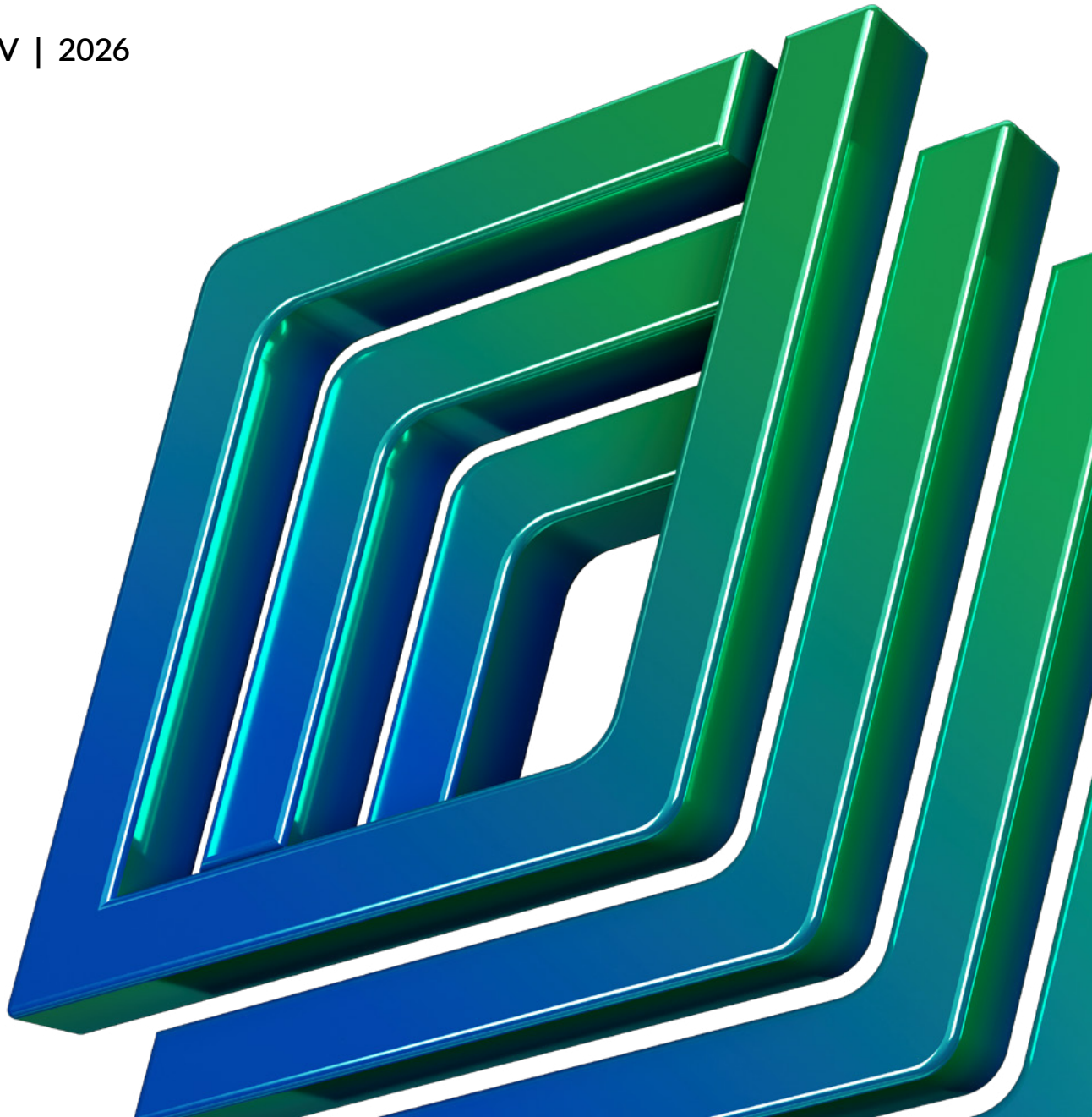


Marketing Has an Operational Problem, Not a Data Problem

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The New Operating Model: Autonomous Execution with Human Authority

Today's marketing strategy is too complex to execute manually at the speed customers expect. Thousands of simultaneous audience segments. Real-time decisions across every channel. A cadence no human team can match. Autonomous execution is not just a preference. It is an operational requirement.

Human oversight must be implemented into AI architecture by design, not added as an afterthought. AI agents must act autonomously within guardrails as the marketing team defines budget thresholds, brand rules, audience constraints, and approval flows. When a decision falls outside them, it surfaces for human review before it executes. The authority stays with the marketing team. Complexity is handled by the agents.

The CDP is Not the Answer

Uniphore is a 2026 Gartner Magic Quadrant Leader for Customer Data Platforms. We earned that recognition by doing something the market had not done before: building the first truly composable CDP architecture. Warehouse agnostic, compute agnostic, and zero-copy. Your data stays where it lives, in your environment, on your infrastructure, under your control. No lock-in. No migration. No single vendor controlling your data estate. Composable won the CDP market because marketers should never be forced to choose a data platform to get a marketing platform. **We are now taking that principle further.**

The CDP was built to solve a data problem: how to unify customer data across systems, govern it, and activate it. That problem is now solved.

What the CDP never solved is the intelligence problem. Segmentation, activation, prediction, and measurement were always in intelligence operations, handed to marketers as data tasks. The question was never where to store the customer's record. It was "what will this specific customer do next?" or "how do I reach them before my competitor does?" Marketing forecasts remain structurally wrong every quarter, not because data is bad, but because models built on segment averages predict a fictional average customer. Price sensitivity, channel preference, timing, and messaging triggers all vary at the individual level. A segment of ten thousand people does not respond as one.

The answer does not live in a data lake. Data lakes record what happened. Intelligence predicts what will happen. Data belongs in the data layer. Prediction belongs in the agentic layer. Uniphore Marketing AI is built for the latter.

The same conviction that made the composable CDP possible now extends to the intelligence layer. Marketers should not be tied to one data lake. They should not have to rent their intelligence from a single proprietary model or pay a premium every time a token is processed. Uniphore Marketing AI runs on open-weight SLMs, fine-tuned on your data, owned by your organization, and deployable in any environment: cloud, on-premises, or hybrid.

The choice you have over your data infrastructure, you now have over your AI infrastructure. Composable data architecture married to sovereign, composable intelligence. No lock-in at the data layer. No lock-in at the model layer. No compromise on the depth of intelligence either produces.

Uniphore won the CDP market by giving marketers freedom over their data. We are winning the intelligence era by giving them freedom over their AI, their models, and how they choose to run them.

The Digital Twin: A Predictive Model for Every Individual

A customer profile is not enough. It describes who someone is. It cannot predict what they will do next, mimic how they will respond to a specific message, or learn from every interaction. Uniphore Marketing AI gives marketing the power to do all three: learn each customer's behavior from their actual signals, mimic how they think and respond, and predict the outcome of every marketing decision against that individual before a dollar is spent. Not for a segment. For each person.

We build a digital twin for every individual: a continuously updated predictive model of how each person thinks, responds, and decides, not how their segment behaves on average. It learns from every click, every non-response, every purchase, every service call, and it gets sharper with every cycle.

Frontier large language models could theoretically model individual customer behavior, but the token cost of running a frontier LLM against millions of individual customers at the depth required to predict behavior is prohibitive at any scale. The economics do not work.

Small language models solve this. Uniphore's unique approach creates a customizable SLM per customer, fine-tuned on that individual's own data: their interaction history, campaign responses, purchase patterns, and service signals. That SLM

is the customer's digital twin. Not a metaphor. A literal language model of that person, trained on how they specifically behave, updated continuously as their behavior evolves. Because each SLM carries that customer context as learned weights rather than live context window tokens, it runs at a fraction of frontier model cost. One language model per customer. That is what makes creating a digital twin possible at an enterprise scale.

As each SLM fine-tunes on more signals, the digital twin sharpens predicting how that person will respond to a specific message, which journey path they will take; what will convert them in this cycle rather than the last. A customer in the system for twelve months is understood at a depth no newcomer profile can match.

What Uniphore Delivers That No CDP Can

Pre-Campaign Simulation: Predict Revenue Before You Spend

Uniphore simulates your entire marketing function: before anything launches. The full picture of expected performance, modelled against each customer's digital twin. No other platform makes this claim because no other platform has the architecture to deliver it.

This is also where CMOs test hypotheses before they become budget lines. Do we shift our spending from email to paid social? Lead with price instead of product? Target renewals two weeks earlier? Each question runs against every customer's digital twin in seconds. The system returns a predicted outcome, not an opinion. The marketer decides. The simulation shows the consequences before the money moves.

Each campaign runs against a live predictive model of every person in the audience, not a segment average, not a historical conversion rate, predicting exactly how they will respond to this outreach, at this moment, with this message.

The output is not a directional estimate. It is a predicted revenue outcome: conversions, drop-off rates, and cost at every node of the customer journey, aggregated across every individual customer model in the audience. A CMO walks into the budget review and says: the model predicts this campaign will

generate \$X in revenue against \$Y in spend, and here is exactly where it will succeed and where it will fall short. That is not hope. That is a simulation.

Because the digital twins powering the simulation are continuously retrained on actual outcomes, forecast accuracy improves every cycle. The first simulation is an informed prediction. After five cycles it is close to a reliable forecast. After twenty, the gap between simulated and actual closes to where the forecast is the plan, not an estimate attached to it.

No other platform offers this. Agentic CDPs run continuous loops that optimize after launch. They do not simulate before commitment. Predicting campaign revenue at the individual customer level, before spending a dollar, is unique to Uniphore Marketing AI.

(continued)

What Uniphore Delivers That No CDP Can

Your Context, Lower Cost, Higher Accuracy with Customizable Domain Small Language Models (SLMs)

Most enterprise AI runs generic models trained on generic data, billed per query, and shared across millions of users. Uniphore runs SLMs fine-tuned on your own customers, campaign history, and outcomes. These are your models. They carry your domain knowledge as learned weights rather than context window tokens, which means lower cost, lower latency, and accuracy that improves every cycle.

SLMs can be fine-tuned on any data: product usage, support transcripts, sales outcomes, renewal signals, competitive patterns. Every source that reveals how a customer thinks sharpens their model. There is no ceiling on what the intelligence layer can learn. Marketing is no longer bound by what a broad audience will tolerate on average. It is bound only by what each person will respond to best.

Because SLMs run fast and cheaply, marketers can explore multiple scenarios before committing a plan. Change the audience. Shift the channel mix. Test an alternative message. Each scenario runs against each customer's digital twin of your actual audience in seconds. The marketer drives the strategy. The system pressure tests in real time. Every simulation shows its inner workings: which segments drove the predicted conversion rate, where the journey drops off, and what to change. Every guardrail, budget threshold, and brand rule is set by the marketing team and enforced automatically. Marketers retain authority. The system handles the analysis.

Continuous Evaluation

Every agent's decision is tested against goals, budgets, and brand guidelines before and after launch. Predicted outcomes are compared against actuals at every node. Forecast accuracy tightens automatically. Agents stay on brand and on budget without manual oversight. The result is the kind of predicted-versus-actual accountability that builds CFO confidence, earned through a live feedback loop, not assembled from a post-campaign dashboard.

Every guardrail is defined and adjustable by the marketing team. At any point, a marketer can inspect what an agent decides, override it, and update the rules for the next decision.

The Marketing AI Flywheel: A Self-Learning System

Most marketing platforms are built around the campaign or program. There's a brief, a launch date, an end date, and a retrospective. Intelligence is rarely applied before it launches, if at all. The campaign ends. Learning stops. Next quarter, the team starts over.

Uniphore Marketing AI is not built around the campaign. It is built around the customer. Marketing becomes an always-on continuous, autonomous motion that targets each person when they are most likely to respond, with the message most likely to convert them, without waiting for a campaign brief

to authorize it. The boundaries that used to constrain marketing, the quarterly plan, the fixed audience, the scheduled send, are replaced by a system that acts on each customer's signals in real time, learns from every response, and never resets. Marketing is no longer a series of programs. It is a permanent operating motion that runs itself.

It simulates outcomes before budget is committed. It executes with live customer intelligence. It learns automatically from every result. The flywheel does not reset. It compounds.



Every AI platform claims to learn. The question is whether it learns automatically, at a depth that changes what comes next. Other platforms improve when humans act on their reports. Uniphore improves because the system acts on its own outcomes. A

reporting loop takes weeks. A learning loop requires none of that. The system closes the gap between predicted and actual, retrains the models, and applies the improvement to the next decision without anyone scheduling a meeting.

Sovereign AI: Your Models, Your Data, Your Control

With Uniphore Marketing AI, you own your intelligence. The models that power your marketing are trained on your data, owned by your organization, and never shared. Your customer data—every signal, every interaction, every behavioral pattern that powers your customer’s digital twin—is yours. Uniphore does not store it, use it, or benefit from it.

This is not a contractual commitment. It is an architectural one.

Data never moves to a shared inference environment. Models are trained and retrained within your own governed infrastructure. Every guardrail, every compliance policy, and every data handling rule is enforced at the platform level, not as a configuration option, but as a property of the architecture itself. For organizations operating under GDPR, HIPAA, or sector-specific data residency requirements, this is not a feature to evaluate. It is the foundation that makes enterprise adoption possible.

The Model Layer is open and model-agnostic, routing tasks to the best available model per use case, whether a frontier LLM for creative reasoning, a classical ML model for churn prediction, or a fine-tuned SLM for campaign simulation. If a better model becomes available, it can be adopted without rebuilding workflows and without changing how your data is governed.

Customer Impact



“Marketing AI gives our teams a practical way to turn customer intelligence into measurable action. Instead of spending time stitching together data and audiences, our marketers can focus on delivering more relevant customer experiences and better business outcomes.”

— VP of Marketing, KPMG



“Marketing AI provides the intelligence layer we’ve been missing. It helps us activate customer data faster, personalize engagement at scale, and gives our teams confidence that every campaign starts with the best available customer insight.”

— Senior Director, Global Marketing, Dell Technologies



“Marketing AI puts customer intelligence directly into the hands of marketers. Our teams can build audiences, launch campaigns, and personalize engagement without relying on engineering for every change.”

— Director, Marketing Operations, Autodesk

Marketing Has Gone Autonomous. The CMO Now Steers Intelligence.

Marketing is no longer a function you simply manage. It is an operating system you set in motion. Agents plan, simulate, execute, and learn, across every campaign, every channel, every customer, without waiting for a brief, review cycle, or a quarterly planning meeting. The CMO role is different, going from execution to steering intelligence.

That shift is made possible by two capabilities no previous platform has offered together.

Simulate broad

Before a dollar is committed, Uniphore simulates the entire marketing function against each customer's digital twin. Not one campaign in isolation. The full picture of how your marketing will perform, modelled at the individual level, before anything launches. Change the audience, shift the channel mix, and test an alternative hypothesis. The system returns predicted revenue outcomes, not opinions.

The CMO walks into the budget review with a simulation-backed forecast, not an estimate built on instinct.

Simulate deep

Each simulation runs against a digital twin of every individual in the audience. A literal language model of that person, fine-tuned on their actual behavior. Not a segment average. Not a persona. The person. That precision is what makes forecast accuracy compound over time: as digital twins retrain on actual outcomes, the gap between predicted and actual closes. After twenty cycles, the forecast is the plan.

The CDP promised marketers a better view of their customers. It delivered a better record. Uniphore delivers what the CDP never could: the ability to predict what each customer will do, simulate the outcome before you spend, and run marketing as a permanent autonomous operation, with agents executing and humans steering.

The Intelligence Layer is Where Marketing is Won

The agentic CDP provides data, not prediction.

Intelligence predicts. Uniphore Marketing AI is the first platform built on that conviction. One language model per customer. Simulation before you spend. A system that gets more accurate every time it runs.

The CDP era gave marketing better data. The intelligence era gives marketing the ability to predict and win with it.

See Marketing AI in Action



About Uniphore

Uniphore is the Business AI company. Our sovereign, composable, and secure AI platform connects enterprise data, fine-tunes AI models and deploys agentic AI across the enterprise. We empower every worker to boost productivity and help businesses grow faster, operate smarter and reduce costs. Trusted by more than 2,000 businesses globally, and recognized on the Deloitte Fast 500, Uniphore delivers on the promise of AI as a transformative force for business. Learn more about Uniphore's Business AI Cloud and enterprise AI solutions at www.uniphore.com.