

Intelligent Marketing Solutions for Retail

Flyer



In today's competitive retail landscape, inefficient marketing processes can stifle growth and damage brand reputation. Many retailers struggle with high costs, disjointed data, and fragmented systems that lead to ineffective messaging and lost revenue. Generic communications often end up in spam folders, while inconsistent branding across channels confuses customers. Slow responses to social media inquiries and inconsistent product descriptions further erode trust and loyalty.

Unlock your potential with Hexaware's Intelligent Marketing Solutions for Retail. Our GenAI-powered solution is designed to address these challenges head-on. With four dynamic modules—Marketing Data Foundation, AudienceMatch AI, Content Hub, and Social Media Command Center—you can achieve smarter targeting, gain deeper insights, and enhance brand representation.

Our intelligent marketing solutions for retail encompass the entire marketing lifecycle, from data acquisition to campaign execution. With the support of our Specialist Marketing Operations teams, we deliver campaign expertise through a global, scalable, and cost-effective model.

Marketing Data Foundation

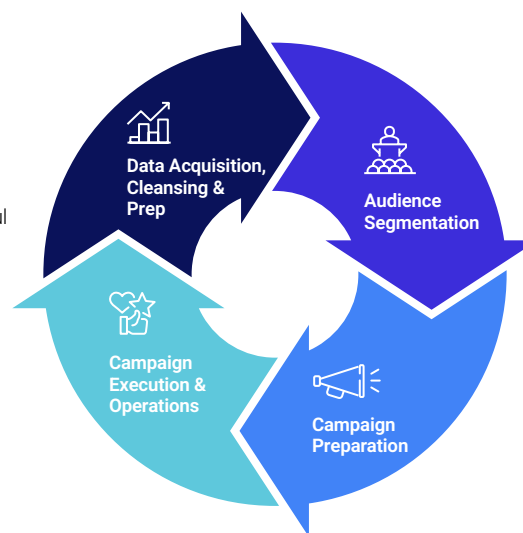
Create a unified marketing data foundation with our MDF module

Seamlessly integrate first-party retail data from in-store, e-commerce, loyalty programs, and customer interactions into a single source of truth. This ensures consistent, actionable insights for smarter marketing, merchandising, and customer engagement. Effortlessly unify and structure your data to enhance activation and elevate customer experiences with impactful strategies. Build your foundation for success!

Social Media Command Center

Revolutionize your social media strategy with our Social Media Command Center

Respond to comments within two hours and urgent issues in under 10 minutes. Protect your brand with a troll database and engage brand advocates through loyalty incentives. Unified dashboards provide real-time insights and ROI analysis to enhance your marketing effectiveness.



Specialist Marketing Operations Teams

AudienceMatch AI

Optimize your audience definition & targeting with AudienceMatch AI

This automated machine-learning suite streamlines customer segmentation, reduces analysis time, and empowers businesses to execute targeted marketing strategies effortlessly. Generate deeper insights and export addressable audiences with ease, all while delivering personalized retail content optimized for the right customers. Transform your marketing approach with minimal effort!

Content Hub

Streamline your content management with Content Hub, a GenAI-powered platform

Effortlessly create, manage, and scale multimedia content while ensuring brand compliance. Utilize prompt-based creation and hyper-personalized messaging to engage target audiences. Fully customizable, it empowers businesses to optimize content strategy efficiency & drive ROI across all functions.

Our Unique Value Proposition

HEXAWARE



Comprehensive Solutions

Suite: A proven suite of solutions and services designed to enhance campaign effectiveness, boost engagement, and enable real-time impact monitoring across all social channels.



Flexible Customization:

Tailor your selection of solutions based on your marketing investment and maturity, choosing individual components instead of a bundled package for optimal alignment with your needs.



Empower & Scale Your

Team: Let your marketing team focus on brand building and strategy while we manage campaign execution in your preferred tools, complete with full performance tracking and monitoring for valuable product and brand feedback.



GenAI Advantage:

Leverage the power of GenAI to streamline campaign planning, creation, execution, and monitoring, enabling marketers to interact seamlessly with solutions and interpret insights in a business-focused manner.



Key Solution Deliverables

- Unified view of customers
- Unified view of campaign performance and campaign governance
- Automated campaign email generator
- Audience profiling and activation
- Paid ad and media impact measurements
- Campaign performance monitoring
- Social media monitoring
- Globally scalable marketing operations teams



Business Benefits

- 10-30% reduction in marketing TCO
- 10-20% lift in social media engagement
- 3-5x faster time-to-market
- 100% campaign consistency
- 5-20% lift in campaign reach
- 10-25% higher traffic
- 2-10% increase in marketing returns

Success Stories



Achieved a 40% reduction in infrastructure costs and a 20% improvement in audience matching for a Formula One leader.



Enabled a 4x increase in content creation and publishing speed for a leading micro-financier in Australia.



Delivered 95% accuracy and a 5x improvement in content quality for a premium global concierge service.



Helped a global visa processing agent reduce case resolution times to just 2 hours for effective brand protection.

Transform your marketing strategy today and build meaningful connections with your customers. Don't let inefficiencies hold you back—partner with Hexaware and elevate your retail marketing to new heights!

Ready to get started? Watch the [Intelligent Marketing for Retail video](#) to discover more.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose; to create smiles through great people and technology. With offices across the world, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com

© 2025 Hexaware Technologies Limited. All rights reserved