



Technology, Products, & Platforms

AI-driven Marketing Operations Solutions for Stronger Efficiency and ROI

Purpose-built for CMOs and Marketing Leaders in Tech, Gaming, and High Growth Digital Businesses



Tech and gaming CMOs operate in fast-moving, intensely competitive markets where brand visibility, customer engagement, and measurable ROI determine growth. Yet legacy processes, fragmented data, and complex martech ecosystems make achieving that growth increasingly difficult.

Hexaware helps marketing leaders replace disconnected marketing operations with AI-driven marketing operating models designed for speed, scale, and accountability. We support product marketing, growth marketing, and field marketing teams across both brand and content—turning marketing execution into a predictable, measurable growth engine.

Why CMOs Need a New Marketing Operating Model

- CMOs are increasingly measured on financial outcomes such as cost per lead, pipeline contribution, and revenue influence—where the distinction between MQLs and SQLs continues to narrow.
- Buyers form preferences early through digital channels and content, making marketing the primary driver of influence well before sales engagement begins.
- Siloed data, oversized martech stacks, and ongoing budget pressure, slow execution, and limit the real impact of AI and automation.
- Today's marketing leaders don't need more tools. They need marketing solutions for CMOs that provide orchestration, transparency, and AI-native execution—driven by a modern marketing operating model.

Hexaware's Advantage

Hexaware delivers end-to-end, AI-powered marketing Ops by combining advanced data intelligence, content automation, and global delivery scale. The result is faster execution, clearer insight, and shared accountability for outcomes.



Unified marketing operations across channels, regions, campaigns, and partners



Actionable, real-time intelligence with clear visibility into performance and ROI



High-velocity, AI-enabled content production without sacrificing brand integrity



Shared accountability focused on measurable efficiency and ROI improvement

How Hexaware Delivers AI-first Marketing Operations Transformation

Hexaware's AI-first approach removes traditional execution bottlenecks and accelerates performance across the full marketing value chain—from insight to execution to optimization.

What We Enable

- **Lean, AI-powered teams:** Small, high-impact teams supported by agentic AI in marketing deliver the output of traditional large-scale organizations.
- **Self-service intelligence:** A composable marketing data foundation enables marketers to access insights, predictions, and performance signals instantly—without IT bottlenecks.
- **Faster execution:** AI reduces content and campaign cycles from weeks to hours through intelligent automation and orchestration.
- **Lower martech costs:** Purpose-built AI capabilities drive martech stack optimization, eliminating redundancy while increasing utilization and flexibility.

Case Study 1

Since 2017, Hexaware has powered the global events ecosystem of a top tier hyperscaler, supporting:

- **250,000+** annual attendees
- **40** global events per year
- **85,000** attendees at a single flagship event

Case Study 2

Hexaware is also the chosen digital partner for a leading North American airline. By improving organic search performance and discoverability across European markets, our initiatives drove:

- Over **25%** growth in organic traffic
- A significant increase in direct website bookings

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 this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises 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 <https://www.hexaware.com>.

Our Core Capabilities

Hexaware delivers an integrated set of AI-driven capabilities that modernize the marketing operating model end-to-end—from visibility and insights to execution and optimization.

- 1 **Brand Visibility and Digital Presence:** Enhance discovery and relevance across AI-powered search and recommendation platforms using Generative Engine Optimization (GEO).
- 2 **Data Foundation and Intelligence:** Establish a resilient marketing data foundation that provides real-time customer insights, predictive modeling, and ROI optimization visibility.
- 3 **Hyper-personalization:** Move from static segmentation to real-time hyper-personalization, enabling 1:1 decisioning across journeys and channels.
- 4 **Content Supply Chain:** Scale creativity with an AI-powered content supply chain that delivers high-volume, high-quality content while maintaining brand integrity.
- 5 **Agentic AI and Automation:** Deploy autonomous, always-on agentic AI in marketing to execute, optimize, and scale campaigns across channels 24/7.

Let's Build the CMO Operating Model of the Future

Hexaware assists CMOs in modernizing their marketing operations with AI-driven efficiency, clear operational insights, and scalable business growth—transforming marketing functions into a growth engine. Reach out to us at marketing@hexaware.com.