

Brochure

BlueVerse M.A.X.

Outcreating Marketing Execution with Agentic AI



When Modern Buyers No Longer Follow the Funnel

Today's buyers no longer move through a predictable purchase journey. They discover brands across dozens of digital touchpoints, revisit earlier stages, and increasingly rely on AI-assisted experiences before making decisions. Traditional campaign models struggle to keep pace with this dynamic behavior, leaving marketing teams with fragmented customer insights, slower execution, and missed revenue opportunities.

BlueVerse M.A.X. (Marketing Assist for eXecution) helps organizations **Outcreate linear** marketing through agentic marketing execution. By combining AI agents with human expertise, Salesforce Marketing Cloud, and real-time customer intelligence, M.A.X. transforms signals into personalized actions that continuously optimize engagement, improve campaign performance, and accelerate business growth.

Why Traditional Marketing Falls Short

Modern marketing organizations face growing complexity across customer journeys.



Nonlinear Buyer Behavior

Customers move across more than 27 touchpoints, skipping stages and re-entering journeys before making purchase decisions.



Disconnected Customer Intelligence

Fragmented data limits visibility into customer intent and high-value engagement opportunities.



Slow Campaign Execution

Manual planning and segmentation delay launches and reduce marketing agility.



Limited Optimization

Campaign performance is often measured after execution instead of being optimized continuously.

Our Solution

Agentic Marketing that Senses, Decides, Acts, and Optimizes Automatically

BlueVerse M.A.X. is an agentic marketing solution that automatically converts customer signals into insights, insights into journeys, and journeys into continuous optimization.

Built on Salesforce Marketing Cloud, M.A.X. combines AI agents with human expertise to automate decision-making, personalize engagement, and continuously improve marketing performance.

How M.A.X. Works

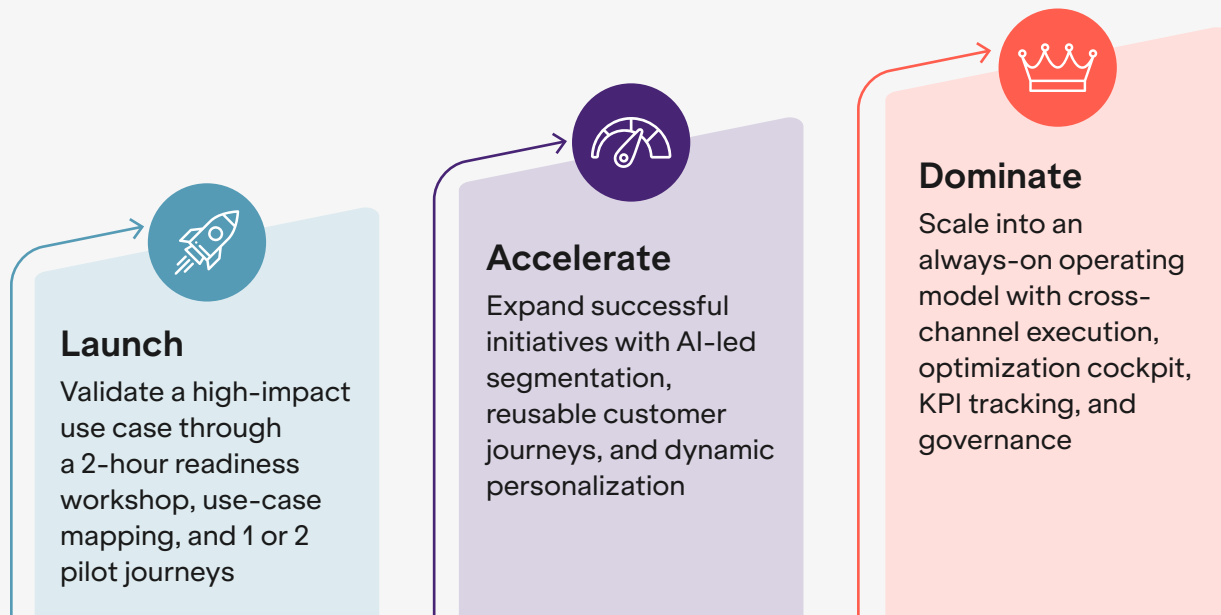
The Sense–Decide–Act–Optimize Framework

Stage		What It Does	Business Impact
 Sense	→	Unifies 50+ data sources into a real-time Customer 360	Marketing stack sees AI-assisted buyer journeys it was previously blind to
 Decide	→	AI agents optimize promotions, segments, and targeting in real time	Eliminates 5-day campaign launch delays and generic segmentation
 Act	→	Executes hyper-personalized, 1:1 multi-channel journeys, 24/7	Delivers always-on engagement without headcount expansion
 Optimize	→	Prescriptive intelligence auto-triggers win-back journeys and closed-loop growth	Predicts churn 4–6 weeks early making reactive decisions become proactive

Adopt at Your Own Pace

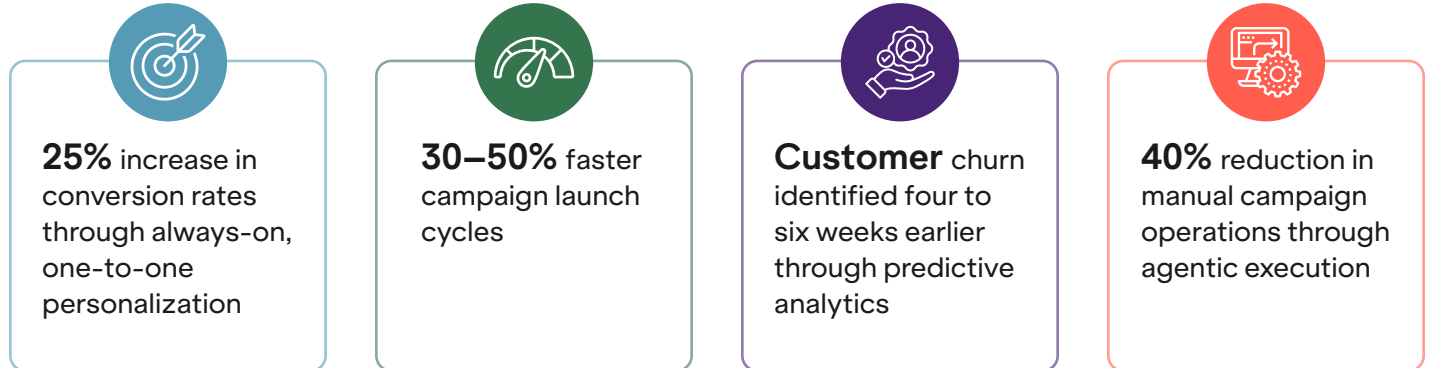
BlueVerse M.A.X. is designed as a modular offering that allows CMOs to start with a high-value marketing use case, prove measurable impact, and scale into an always-on agentic marketing execution model.

Three Pathways to Growth



Outcreate Marketing Performance

BlueVerse M.A.X. helps organizations modernize marketing execution through AI-driven decision-making and continuous optimization.



Enterprise-grade Foundations

M.A.X. combines Salesforce Data Cloud, Marketing Cloud, Agentforce, Einstein, and Tableau with LTM's execution expertise, journey templates, activation patterns, and industry playbooks. Delivered through an Outcome Services Platform (OSP), it provides the people, processes, and technology needed to accelerate adoption and continuously optimize marketing performance.

Why LTM

As a Business Creativity partner, LTM brings together marketing strategists, Salesforce specialists, Data Cloud experts, AI practitioners, and campaign operations teams to help organizations operationalize agentic marketing with confidence. Through our Outcome Services Platform (OSP) model, we combine human expertise with intelligent systems to simplify execution, accelerate adoption, and create lasting business value.

Ready to Start?

Begin with a 2-hour
Agentic Marketing
Readiness Workshop.

We'll deliver:

- ✓ Readiness scorecard
- ✓ Use-case map
- ✓ OSP-fitment assessment
- ✓ Launch roadmap

Contact us: Aditya.Dubey@ltm.com

LTM Interactive

Your Partner for Agentic Marketing Execution

LTM — a Larsen & Toubro Group Company — is an AI-centric global technology services company and the Business Creativity partner to the world's largest enterprises.

We bring human insights and intelligent systems together to help clients create greater value at the intersection of technology and domain expertise. Our capabilities span integrated operations, transformation, and business AI — enabling new ways of working, new productivity paradigms, and new roads to value. Together with over 87,000 employees across 40 countries and our global network of partners, LTM owns outcomes for our clients, helping them not just outperform the market, but Outcreate it.