

INNOVATING TO IMPACT

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REWIND SERIES / DREAMFORCE REWIND 2026

AGENTIC EVERYWHERE

4 KEY THEMES EMERGING FROM THE
SALESFORCE CONFERENCE



INTRODUCTION

Dreamforce 2026, the latest edition of Salesforce's annual conference, took place from September 15th to 17th 2026 in San Francisco, California. Last year, the event focused on introducing the notion of the 'agentic enterprise' – offering a glimpse of how the rise of AI agents would underpin the next wave of industry transformation.

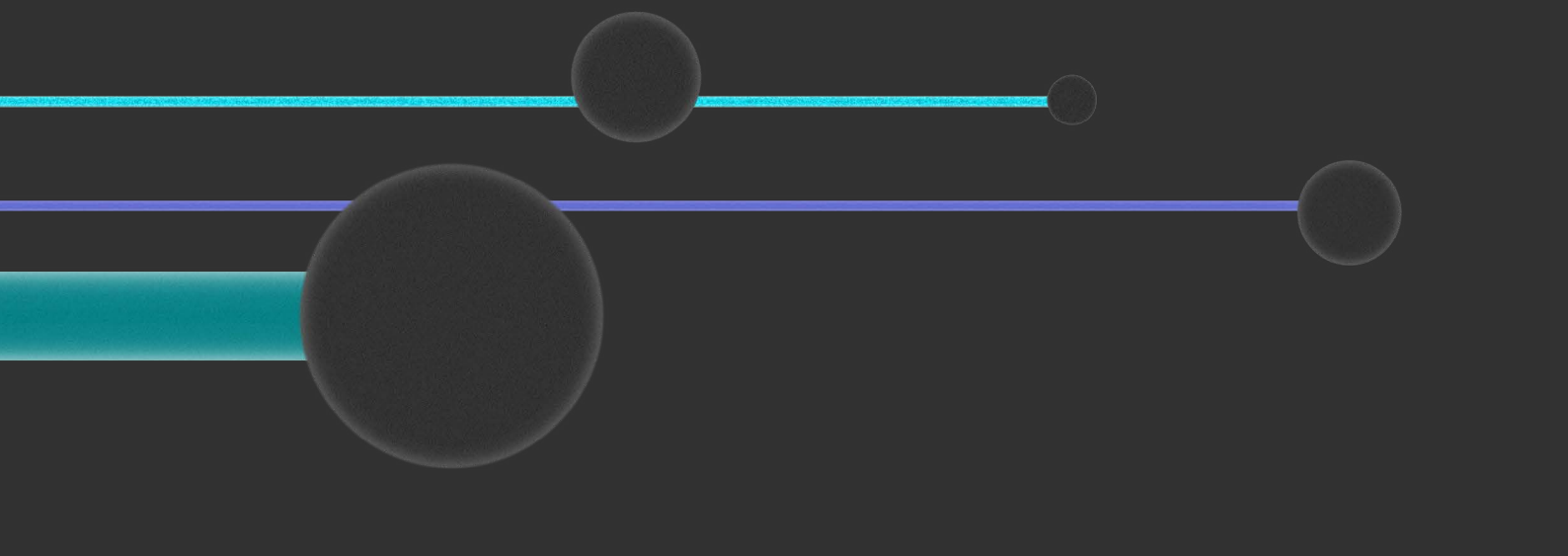
This year's conference doubled down on this notion, with AI agents now being more consistently developed and deployed within different areas of the business. Furthermore, the paradigm shift that Salesforce outlined this year sees agents not only adding velocity to planning and executions in a specific channel or business function, depending on the module or system in which they are deployed, but rather acting as the distribution layer that allows organizations to fundamentally architect how each functions contributes to growth, from any entry point they choose to engage from.

In the industry, we have been using for years the expression 'commerce everywhere' to signify the ambition that any customer facing touchpoint could become shoppable. Dreamforce 2026 reflected a new ambition: 'agentic everywhere' – the idea that any aspect of how a business is run (whether it's a customer facing one or not) can both benefit from an agent-initiated workflow or, in turn, initiate a workflow that optimizes how the overall enterprise architecture consumes the learnings and the wins that are generated within that particular part of the business.

In the 'commerce everywhere' world, headless architectures were being piloted to ensure that back-end operations wouldn't slow down the front-end's ability to capture revenue. In the 'agentic everywhere' world, the deployment of AI agents in a headless architecture promises that every corner of the enterprise can contribute to unlocking growth, whether by offering data, insights, and capabilities that ultimately result in engagement and revenue, or by removing some of the complexity that traditionally hindered how different parts of the organization come together.

Salesforce's Main Keynote made it clear that Sales Cloud, Service Cloud, Marketing Cloud, and other enterprise applications are not disappearing. Instead, AI agents are becoming the connective layer that works across them. Rather than employees navigating multiple systems and workflows, agents will increasingly orchestrate work across departments, surfacing insights and executing tasks regardless of where the underlying data or process resides. This represents a shift from siloed applications to connected outcomes.

Without further ado, let's see how the Salesforce ecosystem and some of the world's most prominent business are embracing this new ambition.



INTRODUCTION

OUR THEMES

01 BREAKING
ENTERPRISE SILOS
IN AN AGENT-FIRST
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02 MARKETING
MAKING
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03 EXPANDING THE
APERTURE FOR
GROWTH

04 TURNING SERVICE
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TRANSFORMATION



THEME 01

BREAKING ENTERPRISE SILOS IN AN AGENT-FIRST WORLD

Dreamforce 2026 revealed what happens when you stop asking people to work inside your CRM and start asking your CRM to work anywhere they already are. It's the difference between a product that users tolerate and a capability that reshapes how work gets done.

The conference's three core themes – Alforce's headless architecture, Agentforce's proof of ROI, and the underlying data-first strategy – all point to the same shift: enterprise buyers aren't choosing between AI vendors anymore. They're choosing between organizations that can move at the speed of business and those that can't. That speed isn't reckless. It's precision. It's how you deliver meaningful value in weeks instead of quarters – if you know how to architect for it.

This fundamentally changes how growth partners can unlock value for enterprise organizations: the work isn't about bolting AI onto legacy systems. It's about partnering with the business to become the architects of speed itself.

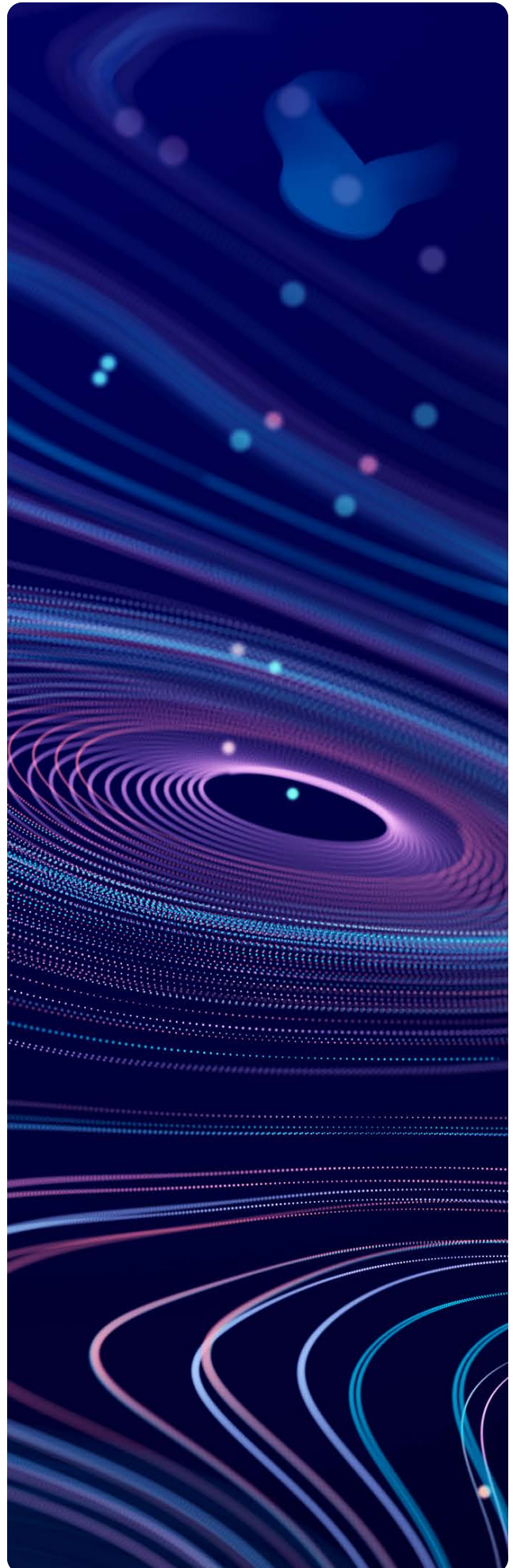
AGENT-LED DISTRIBUTION IS A MUST-HAVE

Marc Benioff opened Dreamforce 2026 with Alforce, a new interface layer that puts Salesforce data, workflows, and permissions directly inside Claude, Slack, and other AI tools – letting employees ask questions, update records, and trigger workflows without ever opening Salesforce's UI. This wasn't a cosmetic upgrade. It's a fundamental architectural shift: breaking free from the assumption that Salesforce users live in Salesforce.

Benioff positioned this directly against Microsoft's approach, calling it the answer to the "Fantasyland" problem – unreliable AI that lacks a trusted data layer to ground decisions in actual business context. The message was unambiguous: distribution through agents isn't nice-to-have. It's how enterprises actually operate now.

Alongside Alforce, Salesforce announced Koa, a CRM reasoning model built on NVIDIA Nemotron 3 Super using synthetic CRM datasets, running inference inside Salesforce's trust boundary. Salesforce in Claude moved into beta for all customers, with analytics via Tableau and specialized skills for service, marketing, commerce, and industries coming soon.

The strategic move here isn't about technology leapfrog. It's organizational. Silos dissolve when agents can traverse them natively. That's the competitive moat.

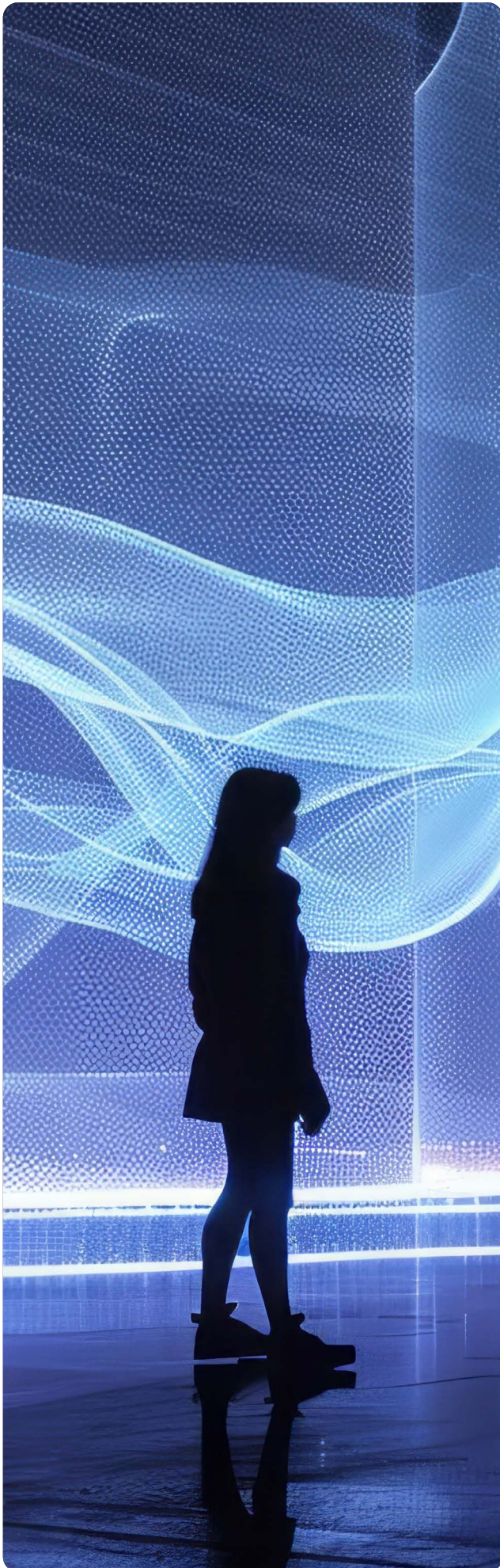


A SHIFT AWAY FROM PRODUCT TO TANGIBLE USE CASE

For the first time in Dreamforce's history, the main keynote wasn't a product showcase. It was a seven-agent lineup: Casey, Piper, Hunter, Carter, Paige, Marshall, and Fin - each built for a specific business function.

This marks a profound strategic evolution. Salesforce revolutionized enterprise software by positioning itself as the "no software" SaaS provider - removing implementation complexity through click-no-code interfaces that empowered business users to configure and deploy without waiting on developer resources. Two decades later, they're making a similar move: from "no software" to "no interface." Agents work where employees already are - in Slack, Claude, email - eliminating the assumption that users must log into Salesforce to get value.

The shift from "tools your team uses" to "agents that work for your team" is fundamental. These pre-built agents come pre-configured for their role, reducing time-to-value from quarters to days. Data 360, Sales, Service, and Marketing Cloud remain the data and workflow engine. But the agents are the face of the platform now.





THEME 01

ROI'S JOURNEY FROM ENTERPRISE NORTH STAR TO TANGIBLE EXECUTION PLAYBOOK

The Agentforce keynote, titled "From Fast Start to Real ROI," shifted the narrative from vision to proof. EVP Mark Wakelin opened with a deceptively simple equation: ROI comes from revenue growth or cost reduction – nothing else matters, and execution speed determines the winner. That framework isn't new. What's new is how fast the execution cycle has become.

Rather than major product reveals, Salesforce spent the keynote showing real customers using Agentforce, demonstrating existing and recently announced capabilities, and proving businesses can get measurable value from AI agents. The demos weren't theater. They were benchmarks: Siemens shared a two-agent deployment inside Sales Cloud with measurable business outcomes.

Salesforce's agentic ROI playbook structures this in three steps: choose a use case and deploy fast, personalize and extend across the enterprise, then observe and optimize in real time. Over 30,000 customers are already in production on Agentforce, with users voting it the #1 agentic platform on G2 this year.

The takeaway for businesses: you don't look for growth partners to simply deliver capability anymore. You look for partners who can deliver velocity – fundamentally change the speed at which you unlock value without accumulating technical debt.

WHAT BRANDS CAN DO:

Data is the connective tissue that breaks enterprise silos.

Salesforce repeatedly emphasized that an agent-first enterprise can only be as intelligent as the data that connects it. The message was clear: disconnected data creates at best disconnected intelligence and at worst faulty decision making. Organizations that seek guidance from experts to unify customer, operational, and business data will unlock more accurate AI-driven decisions and greater value from their AI investments.

Trust remains the foundation for enterprise-wide AI adoption.

As organizations connect more systems, data, and decision-making through AI, trust becomes even more important. Discussions around AI governance, safety, and security highlighted that breaking down silos cannot come at the expense of accountability. The consensus was that organizations will only realize the full promise of agentic AI if governance scales alongside capability.

The future enterprise is organized around collaboration between humans, agents, and data.

A recurring theme was that AI is not simply about automation. It's about creating a common operating model where humans and agents work from the same information and context. Platforms like AI Force provide greater transparency and visibility into specialized agent activity, enabling organizations to coordinate decisions and actions across functions that have historically operated independently.

The winners will be the companies that make complexity invisible.

As agentic AI becomes more widely adopted, competitive advantage will increasingly accrue to organizations that remove operational friction and make collaboration easier across teams, platforms, and partners. The value of AI will not simply come from automation, but from its ability to connect previously disconnected people, processes, and data to create better experiences and stronger business outcomes.



THEME 02

MARKETING MAKING MEASURABLE IMPACT

Dreamforce this year marked a turning point. Salesforce didn't announce AI features. They announced agent infrastructure, Alforce as the interface layer, Headless Toolkit as the plumbing that lets agents operate reliably across any platform or interface.

The implication is stark: agents aren't coming to marketing. They're already here, and the organizations winning are the ones building measurement frameworks first, then deploying agents into them.

Three themes dominated the floor. First: growth models are inverting. Instead of building interfaces around fixed workflows, teams are building composable, intelligent interfaces that adapt to how agents (and people) actually work. Second: multi-cloud, multi-interface orchestration is no longer optional. Agents operate across Slack, Claude, Salesforce, and beyond. Your data and governance need

to move with them. Third: trust in AI scales through transparency and measurable outcomes, not through feature density.

The HLS panel we moderated reinforced this. Pharma leaders investing in AI aren't hiring agencies to run agents. They're hiring partners to help them align strategy, governance, and measurement before agents touch their data.

That's the 2026 reality. Measurement defines impact. Infrastructure enables it.

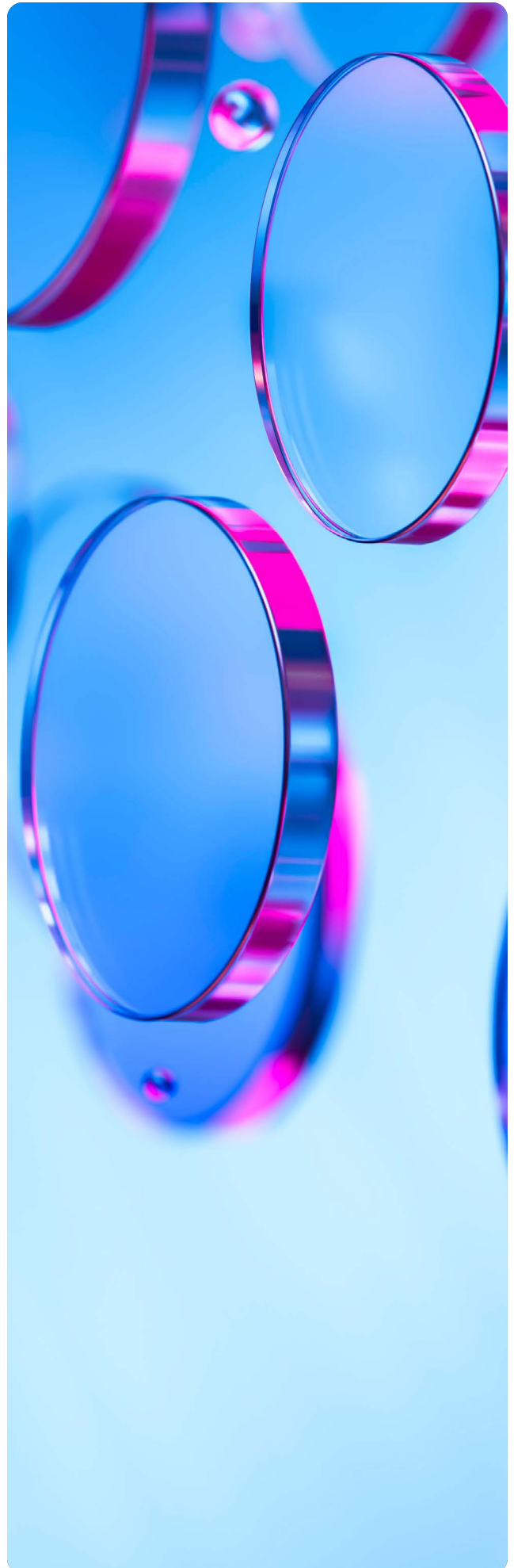
A NEW MODEL FOR GROWTH

The marketing keynote reframed what "AI-powered marketing" actually means. It's not about running AI-generated ads. It's about building marketing infrastructure where agents handle execution and optimization while humans own strategy and measurement.

Salesforce outlined three imperatives. First: shape what AI says about your brand. Tools like Palmata ensure your brand shows up accurately in answer engines and AI models a completely new surface to control. Second: build campaigns that improve themselves. Agentic workflows (Campaign Agent, Campaign Assembly, Agentic Content, Campaign Prioritization) let agents adjust bids, timing, and messaging in real time based on performance signals. Third: turn buying signals into pipeline instantly. Account Discovery Agent spots intent and triggers immediate actions.

The new Marketing Cloud operates on four elements: Context (unified customer data), Content (modular, AI-ready assets), Campaigns (dynamic, self-optimizing workflows), and Conversations (two-way dialogue at scale). Formula 1's fan engagement model illustrated how this works in practice, agents handling millions of interactions, humans setting strategy and measurement frameworks.

The through-line: marketing's job isn't execution anymore. It's infrastructure. Build the right foundation, and agents handle the work. Measurement defines what agents optimize for.



MEDIA BECOMES A CONNECTED ECOSYSTEM

The most compelling media vision, outlined in the Media Keynote: 'Grow Audience Engagement & Revenue with AI' that took place on the afternoon of Tuesday the 15th, centered on eliminating the disconnects that have historically existed between buyers, sellers, audiences, data, and measurement. Demonstrations from Live Nation showcased how rich, connected datasets can power highly personalized experiences down to the venue level, while Salesforce's roadmap pointed toward greater interoperability across the media ecosystem.

Announcements around RFP automation and Seller Agents illustrated how agentic AI can streamline some of the industry's most manual and time-consuming processes. By shifting transactional work to agents, media organizations can redirect time and talent toward relationship building, strategic planning, and creative problem solving. The result is a less fragmented and more collaborative marketplace.

One of the most significant implications of the Media Cloud vision is the ability to connect buyer and seller Data 360 environments around a shared understanding of the customer. This creates new opportunities for planning, activation, and measurement to operate against a more unified view of the consumer, reducing data fragmentation and enabling a form of outcome-based decision-making that hasn't previously existed in this part of the media supply chain.

WHEN CONTENT ADAPTS TO INTENT

Traditional marketing separates content by stage: awareness content, consideration content, decision content. Agents change that. With Salesforce's acquisition of Contentful, marketing teams can now structure content as modular, reusable assets that agents orchestrate in real-time based on context and intent - not predetermined funnel position.

Contentful's headless architecture means content exists independently from channel and interface. A single asset can serve awareness, consideration, and decision simultaneously depending on who's asking and what they need. Agents access the content repository, assess buyer signals, and deploy the right piece to the right context instantly.

Making this real is Merkle Arc. Developed by dentsu's Merkle, Arc is the operating layer that bridges Salesforce Commerce, Contentful, and Agentforce - the missing infrastructure piece that lets agents orchestrate personalized content experiences at scale. Arc normalizes how marketing data, product information, and content flow together, so agents can assemble and deliver experiences without manual coordination between systems. The outcome: brands build experiences up to 4x faster, with 30% lower total cost of ownership. Contentful provides the modular assets. Arc provides the orchestration. Agents handle the delivery.

WHAT BRANDS CAN DO:

Audit your brand perception in AI.

Run an analysis to see how answer engines and LLMs cite your brand.

Inventory your content for AI readiness.

Agents need modular, structured content. If your content is locked in PDFs and dense web copy, agents can't work with it. Brands need a content audit and remapping strategy.

Define what agents should optimize for.

Before deploying Campaign Agent or Account Discovery Agent, brands need measurement frameworks. What does "good" look like? Revenue impact? Pipeline velocity? Intent signals? If you don't define it, agents will optimize for the wrong thing.

Map real-time intent signals to actions.

Account Discovery Agent only works if you know what to do when intent appears. Brands need workflow mapping: intent signal → trigger → action sequence.



THEME 03

EXPANDING THE APERTURE FOR GROWTH

While arguably all of Dreamforce 2026 revolved around how businesses now have more opportunities to generate growth in most aspects of their operations through the deployment of AI-enabled technology.

However, a series of sessions focused specifically on capabilities and operations built from the ground up to expand the aperture for growth for either B2C or B2B organizations, either by generating more demand, facilitating conversions, or reducing cost of ownership.

SIMPLIFYING OMNICHANNEL RETAIL IN THE AGE OF AI-LED DISCOVERY

The Commerce Keynote focused on common challenges that Salesforce clients had pointed out to over the course of the last couple of years and unveiled new capabilities Salesforce is rolling out to help organizations modernize their omnichannel commerce infrastructure. At a time when most shoppers are often discovering what to buy on AI channels – Salesforce is estimating they are growing 200% YOY as the first stop on the shopper's journey – how can brands meet the expectations set by this new mode of interaction we are all getting accustomed to? And how can what happens in the physical retail experience get more easily connected to what happens in now often AI-enabled, digital channels?

Salesforce is focusing on modernizing how brands can interact with shoppers on their owned digital properties, how can they show up more consistently on third-party channels where their audiences frequently run into them, and how they can improve how discoverable they are altogether. The first use-case is addressed by Carter, its shopper agent capability that allows businesses like Crocs solve the problems shoppers are looking to address – whether it's personalizing a shoe or a bag or handle a return – through a single conversational interface. On the other hand, Commerce Connect is what Salesforce is introducing to allow companies to syndicate their full product catalogue in Google, ChatGPT, and TikTok – the environments where audience are often discovering what to buy. Lastly, Salesforce's Agentic Commerce Search is now also being made available for deployment in other commerce suites, such as Shopify or Adobe/Magento.

The session also focused on the evergreen challenge of the disconnect that exists between physical retail and the online world. According to Salesforce, 80% of retailers say that unifying commerce across these two dimensions is critical, but only 15% claim they have achieved this. To facilitate this process, Salesforce is introducing Modern Point of Sale, providing to sales associates customer, order, and inventory data in real time so it is all available at their fingertips to maximize their ability to deliver a white glove, connected retail experience. A Store Associate Agent is also being deployed to reduce store associates training times from days to minutes and give associates the ability to use natural language to get a comprehensive answer to their in-store customers, elevating them as product experts.

USING AI AGENTS TO GROW AND MANAGE PIPELINE

On the CRM side, Salesforce is introducing two agents to help (primarily B2B) organizations deal with their pipeline woes. 'Piper' is the agent dedicated to help managing inbound pipeline – carrying out initial qualification steps and setting appointments on behalf of reps. On the other hand, 'Hunter' is the agent dedicated to helping organizations build pipeline through outbound efforts more effectively, by helping them not target the wrong prospects and not wasting productivity with generic outreach.

The approach they followed in building Hunter – discussed in the 'The Future of Selling Is an Automated CRM' session is quite interesting: Hunter is proactive in that it guides sales reps to their next best move as opposed to only reacting to their inputs; it does not base its behavior on generic sales best practices but actually on the practices that have historically worked best within the specific organization in which it deployed (effectively mirroring a company's best sales rep's 'instincts'); it does not only work with data that lives within the CRM, but also with data sources commonly used by outbound sales reps and business development reps (e.g., Zoominfo, Demandbase, etc.) without the need for dedicated contracts or integrations.

Beyond B2B sales, these principles denote an interesting approach to revenue optimization: build AI capabilities on specificity vs generic inputs, introduce velocity without adding operational complexity.

A NEW MODEL FOR DRIVING COMPOUND GROWTH

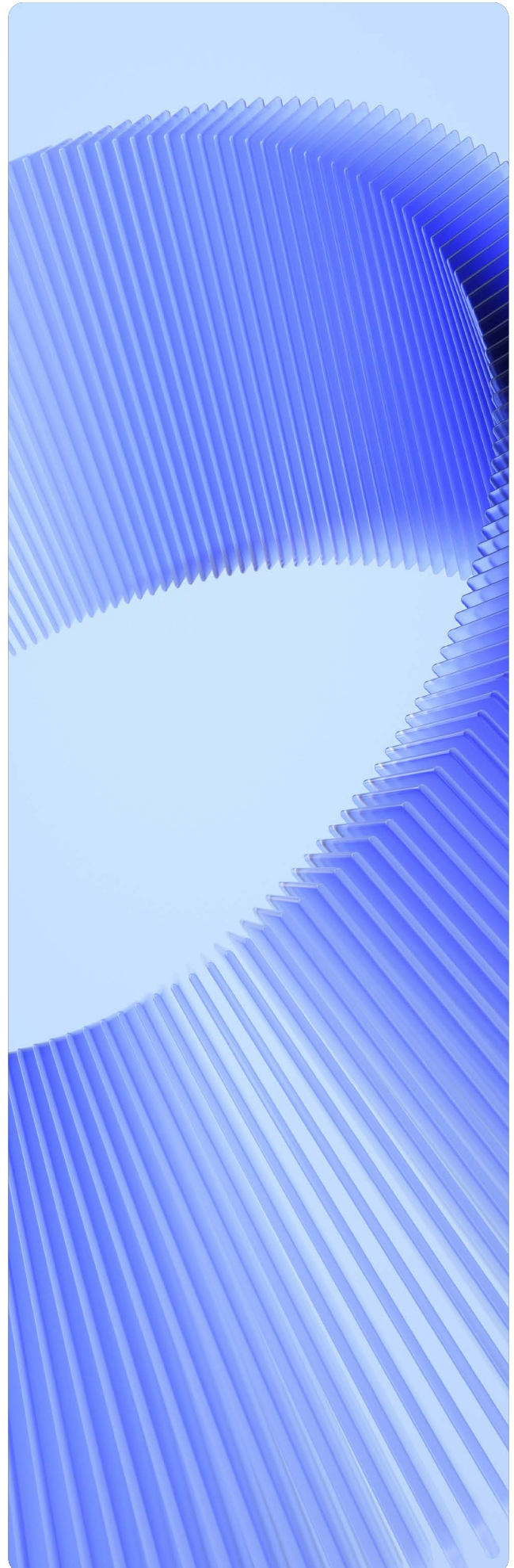
While the Commerce Keynote and CRM sessions discussed expanding the aperture for growth by focusing on new capabilities being rolled out to generate and capture more demand, the Wednesday, September 16th morning session titled 'The Growth Paradox – More Revenue, Lower Cost' looked at growth optimization through the lens of an alternative operating model.

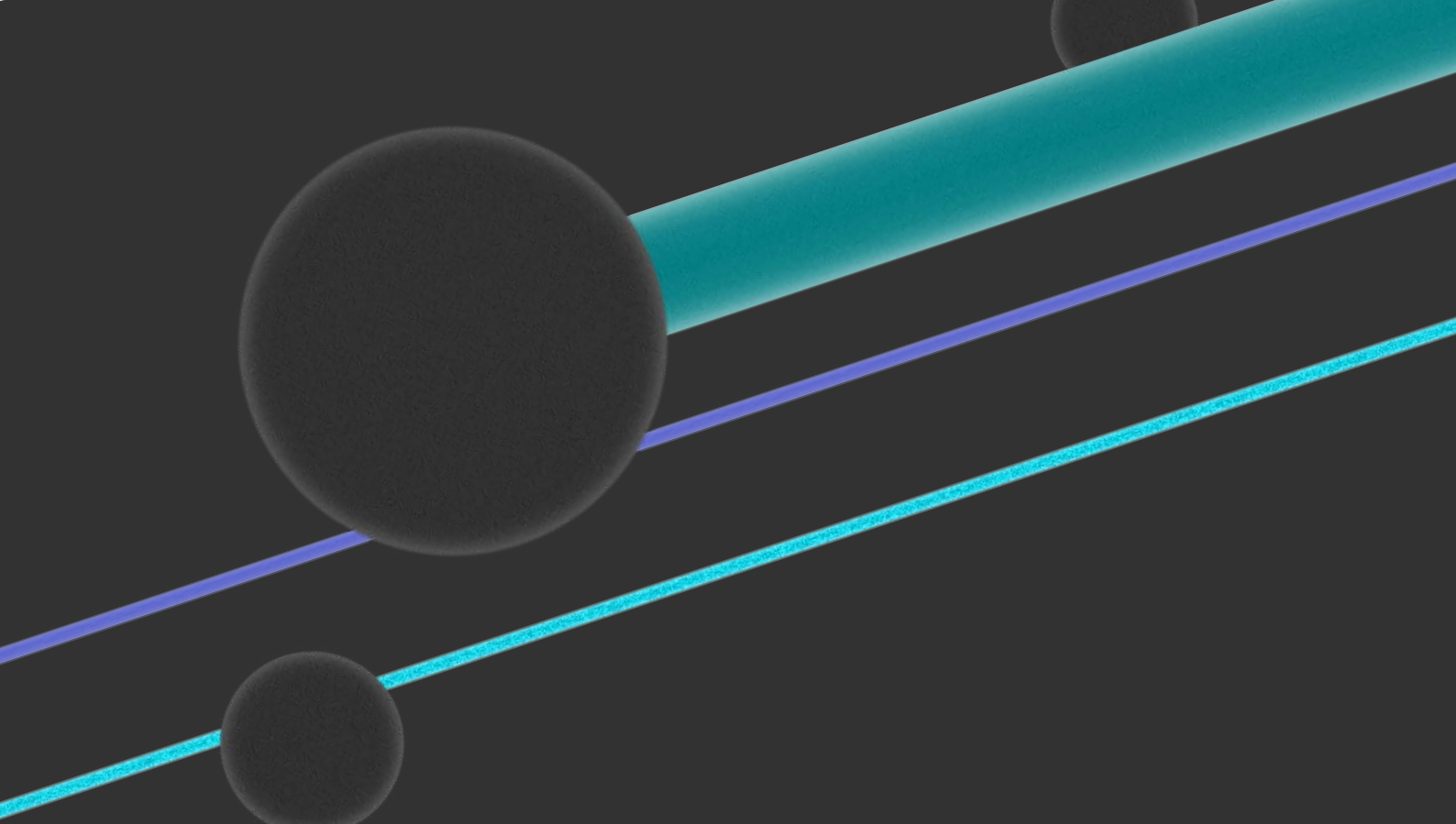
The session featured United Parks & Resorts (UPR) – a multi-brand theme park and entertainment company that owns properties like SeaWorld and Sesame Place. After the pandemic UPR experienced record growth but, anticipating the spike would not be sustained due to macro-economic factors, it looked for a solution to achieve growth by reducing its operating costs and making its marketing more effective.

Meeting these goals was dependent on unifying data from disparate channels to achieve customer ID resolution, discarding redundant technologies and leveraging AI to streamline marketing and customer care operations.

UPR turned to Salesforce and Merkle, who agreed to an Outsourced Service Provider (OSP) model where Merkle essentially operates the Salesforce ecosystem on behalf of the client, optimizing the marketing and customer service workflows and delivering innovations introduced in the ecosystem at rapid pace. This type of engagement, which Salesforce makes available only through very few trusted growth partners like Merkle, allowed the various stakeholders at UPR – not only Marketing, but also IT, Finance, Customer Care – to rally around business goals such as 1 million dollars cost savings in six months and an eight figure growth opportunity on the horizon for 2027, as opposed to Marketing goals only.

On the other hand, Marketing is reaping the benefits of having Merkle deal with the technical aspects of running the ecosystem and can focus on strategy and creative instead, and on improving the guest experience (for instance, no longer blasting audiences with duplicative messages).





THEME 03

WHAT BRANDS CAN DO:

Deliver experiences on par with the experiences where you are being discovered.

As the ways in which customers get to your owned digital or physical properties evolve (e.g., influencers, AI searches, etc.), the customer experiences delivered on those properties need to evolve in parallel. Analyze where the traffic is coming from and perform a gap analysis: are there interactions or workflows audiences are being exposed to at the source that they are missing when they get on your premises?

Get AI learning on what works for you, not for everyone. from

Pointing AI at generic best practices can result in generic and underwhelming experiences, for your customers as well as your employees. Train models on proprietary data and the operating principles that have historically generated value for your business through distinction and specificity.

Focus Marketing's efforts on what it's good at.

If your Marketing team is built around strategy and creativity, don't waste its ability to be efficient by pointing it at 'foreign languages' like software and system architecture. Look for growth partners and business models that can take ownership of the complexities that are not worth you handling directly.



THEME 04

TURNING SERVICE INTO BUSINESS TRANSFORMATION

Service was Agentforce's first win. In mature organizations, 20% of inbound inquiries now resolve without human intervention. But the real shift isn't about fewer conversations - it's about having more relevant ones. Winners have stopped asking "how do we reduce headcount?" and started asking "how do we transform what we do?" This year, Salesforce launched Casey, a new agent built on Service Cloud to handle customer care at scale. Its power comes from three capabilities:

- **Setup Speed and Agility** – Casey lets organizations start fast and improve continuously. This has become table stake in a market that changes by the week. Pre-built templates and the Agent Optimizer turn internal repositories (contracts, policies, past interactions) into live assets that fuel better conversations.
- **Making data agent-discoverable at every layer** – Clear, current data feeds both external and internal agents. Product catalogs optimize for LLM discovery while orchestrated internal systems (ERP, CRM, PIM, CDP) give customer-facing agents the unified context they need.
- **From Cost Center to Revenue Driver** – The real transformation isn't cost avoidance. It's turning a cost function into a growth lever. UPR and Anton Paar, both showcased at Dreamforce, proved this works by combining workflow automation with agentic solutions like Agentforce.

DRIVE OUTCOMES AT EVERY CUSTOMER TOUCHPOINT

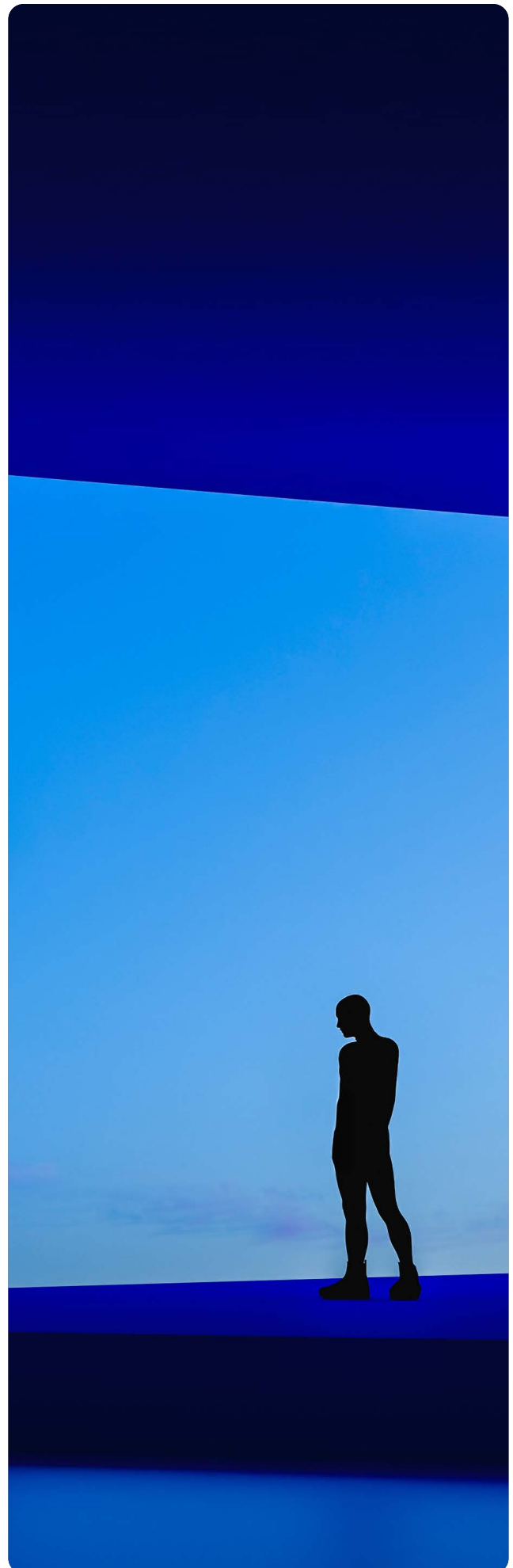
The Service keynote at Dreamforce this year focused on "Agentic Outcomes for Every Touchpoint," positioning service as one of the fastest-proving grounds for AI value. Rather than distant promises, organizations are already seeing tangible results.

The keynote's core message: autonomous agents aren't a future play, they're delivering measurable outcomes across customer interactions today. The number of activated agents has nearly tripled this fiscal year, while agent creation time has dropped 53%, signaling rapid enterprise adoption and accelerating deployment timelines.

For service leaders, the main takeaway is this is the moment to move beyond pilots. AI shows results quickly in service, from intelligent case classification and prioritization through to resolution assistance and self-service automation. The competitive advantage isn't in having agents but in deploying them at scale across every customer touchpoint.

Organizations that embed agentic intelligence throughout their service operations, contact centers, field teams, and IT support alike, are already reshaping customer expectations and operational economics.

Human oversight remains essential, but the question is no longer if agents can drive service outcomes. It's how quickly you deploy them.



MAKING DATA AGENT-DISCOVERABLE AT EVERY LAYER

Large enterprises face a two-front data problem. Externally, B2B brands are losing discoverability in the LLM era. Product catalogs stuffed with descriptions don't cut it - agents (and buyers using them) need the full context: compatibility, installation, warranty, integration requirements. The brands winning here treat their product data as dynamic, always-on assets optimized for AI discovery.

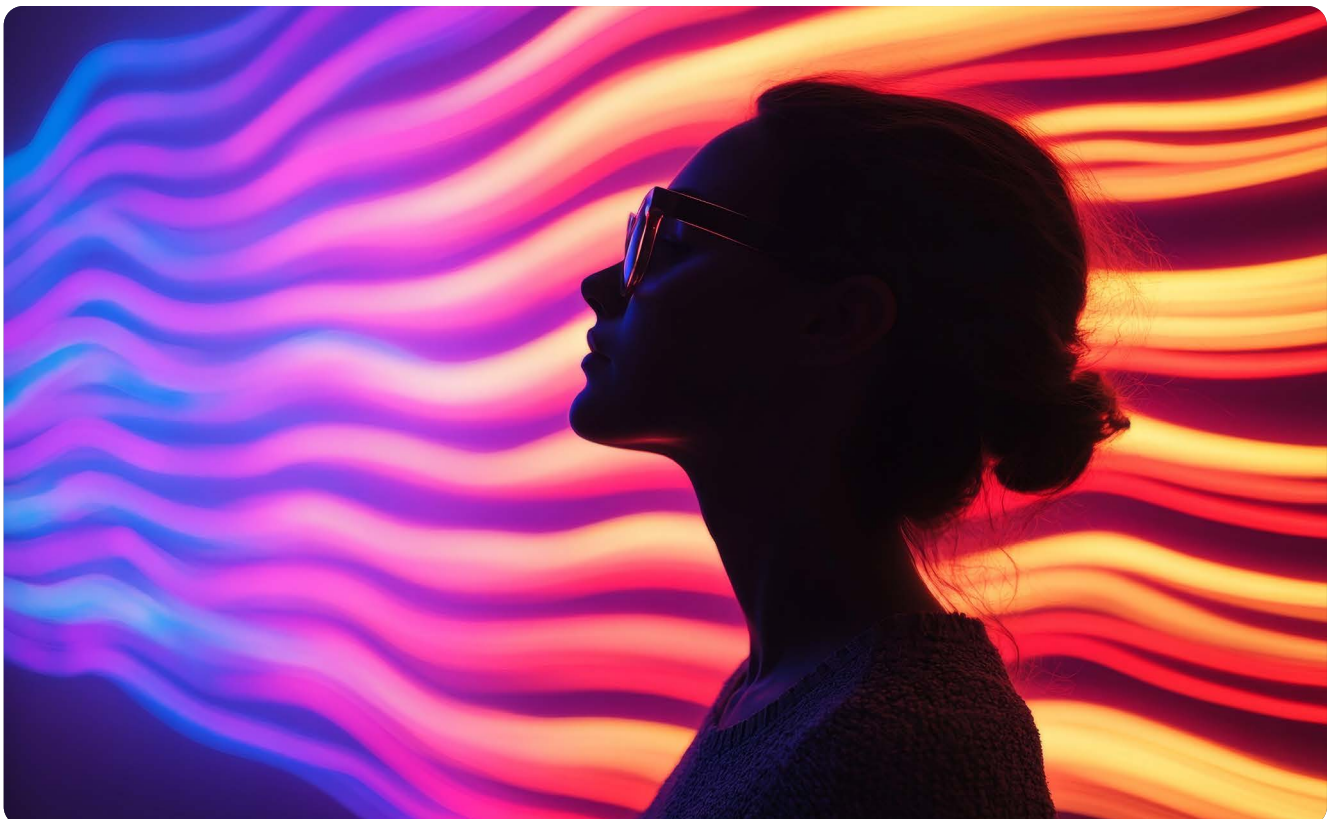
Internally, the problem is fragmentation. Critical business context lives scattered across systems - ERP, CRM, PIM, CDP - and stitching agents together across silos doesn't scale. MuleSoft and Informatica bridge that gap: MuleSoft unlocks data through APIs while Informatica ensures it's clean, governed, and trustworthy. This unified context powers both customer-facing agents like Casey and back-office orchestration with Marshall, enabling meaningful conversations at every layer.

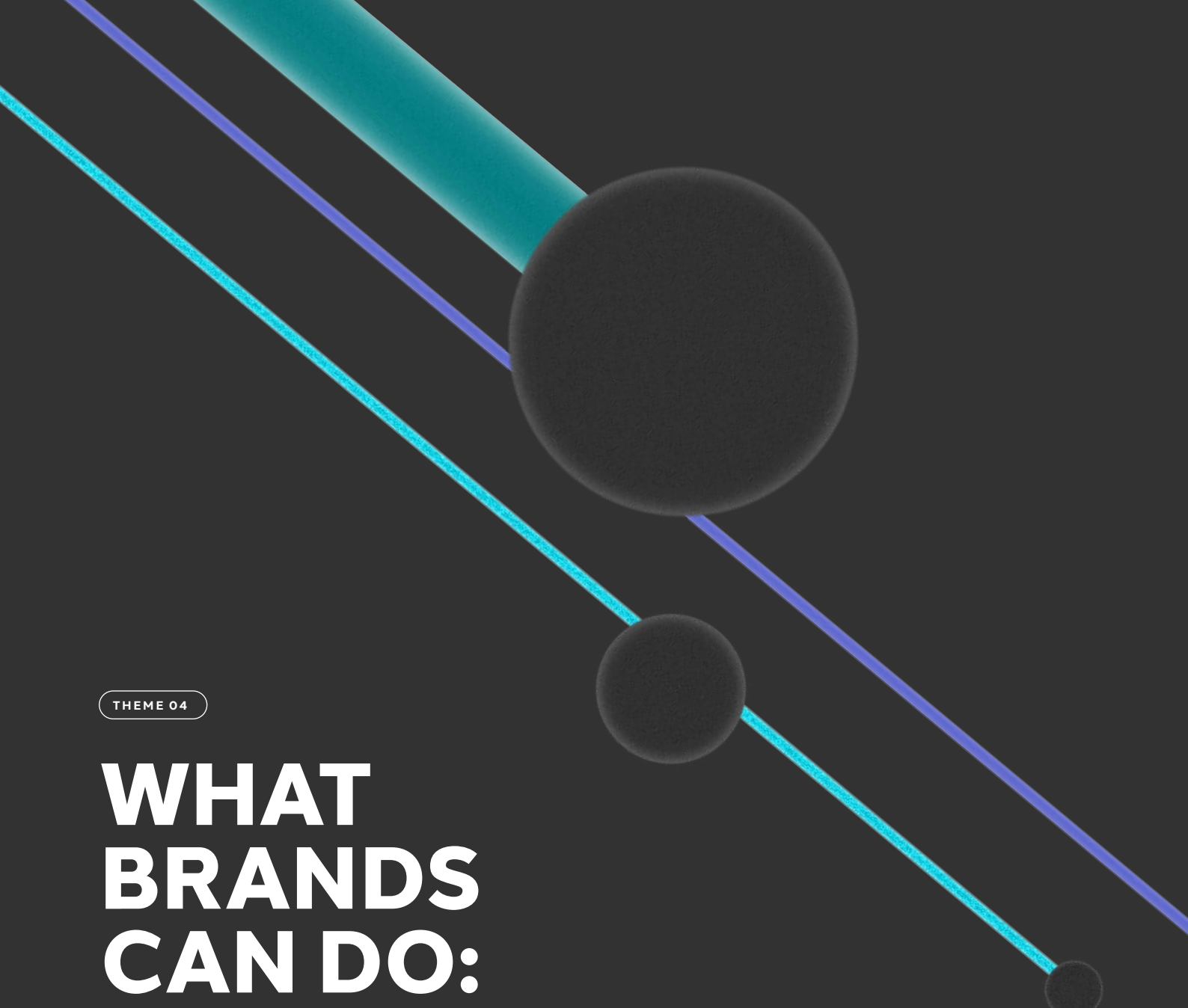
FROM COST CENTER TO REVENUE DRIVER

Early adopters were led to believe that the customer service transformation would lower TCO - and it did, to a certain extent. But true leaders saw a different opportunity: transforming their service organization into a growth engine. United Parks and Anton Paar are both proving this works.

United Parks transformed its call center into a multi-channel, agent-supported operation that handles volume swings consistently while freeing human agents to focus on upsell and cross-sell. Fewer people handling routine inquiries. More people selling.

Anton Paar took a different angle. For a precision instrument manufacturer, every sale is the start of a relationship. They used automation, change management and process redesign to ensure that relationship becomes a revenue stream - through support, loyalty and follow-on sales. Their team showed that service isn't just a cost, it is where healthy CRM practices and lasting relationships start.





THEME 04

WHAT BRANDS CAN DO:

Unify Your Internal Data First.

Before deploying service agents at scale, audit fragmented systems (ERP, CRM, PIM, CDP). Legacy data silos guarantee agent failures. Invest in integration infrastructure (MuleSoft) and governance (Informatica) so agents have trusted, unified context.

Embrace Speed and Agility.

The launch of Casey and new builders' solutions allow every brand to initiate progress within days instead of months. To succeed, embrace modern project management methodologies (i.e. forward deployed engineering) and start your pilot without waiting.

Refine your KPIs & Strategy.

committee to discuss how such initiative will drive additional value instead of merely cutting costs. Defining your success criteria will boost your deployment's success chances and facilitate the internal change management.

Expand your Ecosystem Horizon.

Don't limit your agent strategy to internal service use cases. Start optimizing for external agent discovery through GEO. Your product data, specs, and knowledge become assets that shape how LLMs and external agents represent your brand. Think beyond your internal processes to how you want every agent out there to discover and recommend you.

KEY TAKEAWAYS

01 BREAKING ENTERPRISE SILOS IN AN AGENT-FIRST WORLD

- Data is the connective tissue that breaks enterprise silos.
- Trust remains the foundation for enterprise-wide AI adoption.
- The future enterprise is organized around collaboration between humans, agents, and data.
- The winners will be the companies that make complexity invisible.

02 MARKETING MAKING MEASURABLE IMPACT

- Audit your brand perception in AI.
- Inventory your content for AI readiness.
- Define what agents should optimize for.
- Map real-time intent signals to actions.

03 EXPANDING THE APERTURE FOR GROWTH

- Deliver experiences on par with the experiences where you are being discovered.
- Get AI learning on what works for you, not for everyone.
- Focus Marketing's efforts on what it's good at.

04 TURNING SERVICE INTO BUSINESS TRANSFORMATION

- Unify Your Internal Data First
- Embrace Speed and Agility
- Refine your KPIs & Strategy
- Expand your Ecosystem Horizon

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ABOUT DENTSU

Dentsu is an integrated growth and transformation partner to the world's leading organizations. Founded in 1901 in Tokyo, Japan, and now present in over 145 countries and regions, it has a proven track record of nurturing and developing innovations, combining the talents of its global network of leadership brands to develop impactful and integrated growth solutions for clients. Dentsu delivers end-to-end experience transformation (EX) by integrating its services across Media, CXM and Creative, while its business transformation (BX) mindset pushes the boundaries of transformation and sustainable growth for brands, people and society.

Dentsu, innovating to impact.

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ABOUT MERKLE

For more than 35 years, the company has put people at the heart of its approach to digital business transformation. As the only integrated experience consultancy in the world with a heritage in data science and business performance, Merkle delivers holistic, end-to-end experiences that drive growth, engagement, and loyalty. Merkle's expertise has earned recognition as a "Leader" by top industry analyst firms, in categories such as digital transformation and commerce, experience design, engineering and technology integration, digital marketing, data science, CRM and loyalty, and customer data management. With more than 16,000 employees, Merkle operates in 30+ countries throughout the Americas, EMEA, and APAC.

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