

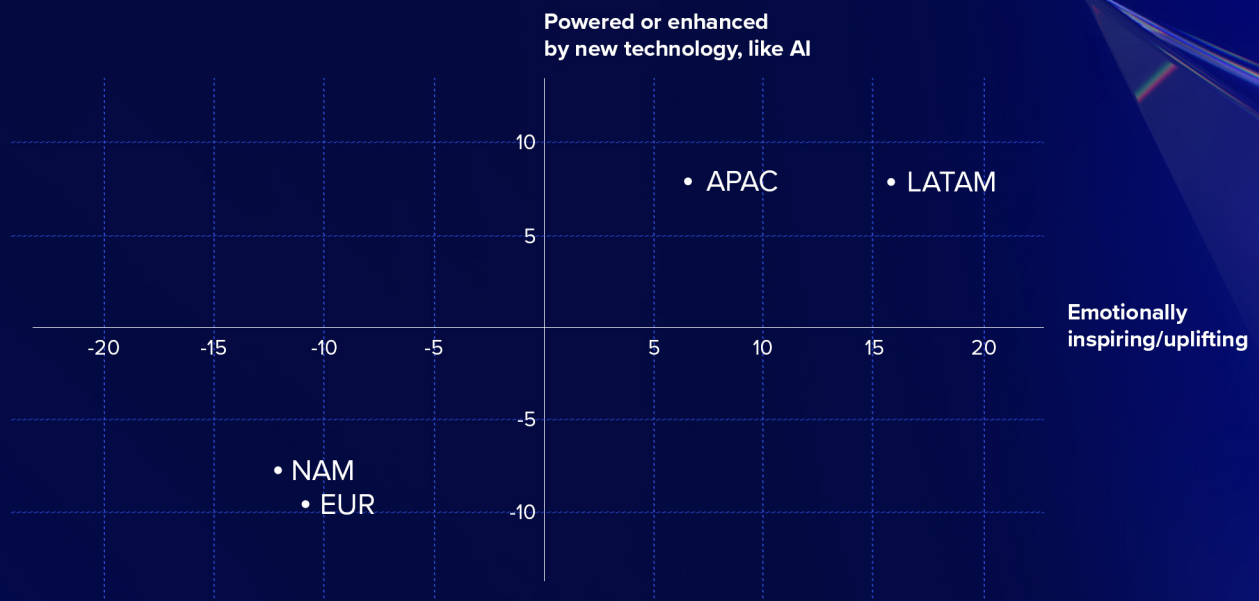
The Markets That Want It All

The global debate about AI versus human experience assumes a tradeoff that many consumers don't actually feel. **Our data shows that the markets most open to AI are the same ones that expect the most emotionally resonant experiences**, creating a strategic opportunity for brands that can successfully integrate both.

The Data: On a market level, emotional and AI appetite move together

When you shop, how important is it for the experience to be...?

% responding "extremely" or "very" important, compared to the overall sample



LATAM: Emotional experiences outpace the global average by 16 points, with AI-powered experiences landing 8 points above average.



APAC: AI-powered CX runs 8 points above average, with emotional experience dimensions ranking 7 points above average.



Europe: Emotionally inspiring experiences lag 12 points below average, while AI-powered CX interest dips 9 points below average.



NAM: Emotionally inspiring experiences drop 13 points below average, while interest in AI-powered experiences falls 7 points below average.

The Reframe: In LATAM and APAC, AI doesn't undermine the human experience; it amplifies it

Our analysis reveals that consumers aren't choosing between emotional experiences and AI-powered ones. They want both. Treating emotional resonance and AI-powered CX as separate strategic workstreams creates inefficiency and leaves high-potential markets underwhelmed on both dimensions.

The most emotionally resonant experiences share a common trait: the brand knew what the customer needed. In most markets, the AI behind that moment should stay invisible. **In LATAM and APAC, telling customers AI was involved can actually deepen the impact.** These consumers see AI as part of what makes an experience worth having, not a reason to be skeptical of it.

Adobe Experience Cloud brings this insight to life, enabling brands to design regional variations intentionally: serving transparent AI narratives where customers expect it while keeping technology invisible elsewhere. One unified platform delivers multiple regional stories.

Examples: What strategic emotion + AI in CX looks like

Consider a hotel concierge powered by AI that remembers every stay, every preference, and every request, greeting you with an itinerary already built around what it knows you love. In LATAM and APAC markets, telling the guest that an intelligent system made that possible can help make the experience feel premium.

For retailers, Merkle and Adobe have launched an agentic, emotionally resonant shopping experience built on Adobe Experience Cloud. Experience Concierge for Retail brings the magic of an in-store advisor to the online shopping experience, creating the perfect blend of emotion and AI. Learn more about this solution on the [Adobe Exchange](#).

Your Call to Action: Three questions to pressure-test your regional strategy

Brands operating in LATAM and APAC must treat emotional CX and AI as part of the same conversation. Examine your strategies to see if your organization is positioned to invest in both at once.



Are your LATAM and APAC AI deployments designed to be felt by the customer, or just to function behind the scenes? Is that happening deliberately or by default?



Where in the customer journey could making AI visible enhance the experience rather than undermine it?



Is your global CX framework flexible enough to let regional teams lean into AI as a feature where consumers expect it?

Your Next Steps: Get additional insights and support

▼ To see the full data behind these findings, including how emotional and AI appetite vary across audiences, read [The Invisible Advantage: Five CX Imperatives for AI That Earns Its Place](#).

▼ If you'd like to discuss what this means for your specific regional strategies, [schedule a conversation](#) with our global business transformation experts.

▼ Explore [our partnership page](#) to see what other customer experiences become possible when you combine the power of Merkle and Adobe.