LOOP HORIZON

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From CDP To CEAL

The Agentic Future Of Marketing Technology

Why the Customer Engagement Agent Layer (CEAL) will replace the interfaces marketers have spent a decade learning, and what to buy, build and train for now.

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In brief

The CEAL is coming. This paper sets out the key concepts, what does it solve, what the impact will be, and how to prepare.

The customer data platform promised marketers one view of the customer and one place to act on it, across every channel. Most enterprises got the first half. Over the next three to five years, it will be the agents that will deliver the second half - and in doing so they will replace the CDP, CEP and CXP interfaces marketers have spent a decade learning.

I call this layer the **CEAL: the Customer Engagement Agent Layer**. It sits between a brand's own data and every channel, and marketers direct the planning & activation in conversation. It fills-in the gaps in the customer journey the CDP left open.

I'm not the only one seeing it. Satya Nadella, Salesforce, Hightouch, Scott Brinker and Gartner have each described a piece of the same shift. The CEAL encompasses the whole of it.

- **The architecture is converging** on the data warehouse, then a context layer, then an integration layer built on MCP, then straight onto the agentic layer.
- **Brands will compete on what they own:** the quality of their data, their context layer, the identity and consent modelling they build in-house, as well as their machine learning models.
- **Marketers will talk to agents** to plan and build campaigns, journeys and content. The UI eventually fades away for every marketing platform.
- **This solves adoption.** You no longer train people on a new interface each time you buy a new platform; you train them to plan, to brief and to interrogate what comes back. Procurement, decoupling and migration all get easier.
- **Tools you buy for 2027 will still be with you in 2028 and 2029.** Buy them with MCP built-in and agentic capability ready now.

THE NUMBERS BEHIND IT

0.79%
Growth of the MarTech landscape in 2026 - 1,488 products added, 1,367 removed

1.3%
Organic CDP employment growth, against 7.8% for warehouse-native vendors

950+
MCP servers in Claude's connector directory alone

23.3%
MarTech leaders running AI agents in full production, though 90.3% use them somewhere

18%
Marketing leaders who have already cut roles because of automation

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Key concepts & outlook: the CEAL is coming

For a decade, the CDP promised marketers what they had always wanted: a seamless experience that could activate across all channels and plan every journey from one place. It never quite got there. Because the CDP still dealt with a UI, it had to take on an extensive amount of integration complexity across a diverse set of tools - and marketers still had to learn new interfaces, again and again. Adoption, not just data, became the constraint.

In 2026 the ground moved under that model with Composable becoming the norm. Customer data settled in the warehouse. Every major engagement platform opened itself to outside AI agents through an open standard, the Model Context Protocol (MCP). And the largest suite vendor in the market said the quiet part out loud.

Salesforce launched AIforce at Dreamforce in September under the line "AI replaces the UI"; its own Marketing Cloud team now argues that "the work should not require the interface".

My expectation is that over the next three to five years, marketers will be talking to agents - planning & building campaigns, journeys, content - and the UI will disappear, not for one platform but for all of them. Agents will activate the campaigns, and you will talk to them.

The signals are already there. Satya Nadella said in December 2024 that business applications would "collapse" in the agent era, as their logic moves into AI agents. Hightouch and Databricks both launched an "agentic CDP" within days of each other in June 2026, coming from opposite ends of the stack. Scott Brinker argues the stack is reorganising around "Golden Context" delivered as a service. And Gartner has named AI context platforms a top strategic trend for 2027, while predicting that 60% of brands will use agentic AI for one-to-one interactions by 2028 - what it calls the end of channel-based marketing. Put side by side, the direction is becoming self-evident.

The ideas alluding to CEAL sit among a growing body of thinking that points the same way:

Who	What they've said	How the CEAL relates
Satya Nadella, Microsoft	Business applications will "collapse" in the agent era (December 2024)	The general case; the CEAL is the marketing-specific shape of it
Salesforce	"AI replaces the UI"; "headless marketing" through Headless 360	Same direction, inside one vendor's estate; the CEAL spans vendors
Hightouch; Databricks	The "agentic CDP" (June 2026), from opposite ends	Renames the CDP; the CEAL says the CDP's interface goes and its data role moves into the warehouse and context layer
Scott Brinker, chiefmartec	"Golden Context" and "context-as-a-service"; a stack that is stratifying, not consolidating	Matches the CEAL's context layer
Gartner	AI context platforms; 60% of brands using agentic AI for one-to-one interactions by 2028, which it frames as the end of channel-based marketing	Analyst support for both the context layer and the agentic layer

The CEAL concept brings it all together & names the capability. It's independent of any vendor: the agents that sit above every platform, operate them on the marketer's behalf, and make the platforms' own interfaces optional.

The Customer Engagement Agent Layer (CEAL):

- **An orchestration agent** takes the marketer's brief and plans the work. It renders the journeys back for the Marketer to check & feedback.
- **Segmentation agents** connect directly to data warehouse to build audience segments and access attributes required for personalisation, as well as identity and consent for activation
- **Activation agents** carry the instructions out across the email, app, SMS, paid media and web platforms.
- **Content agents** connect into DAM and creative tools to produce dynamic content.
- **Measurement agents** report back to the marketer, and write the results back to the warehouse.

The CEAL finally closes the gaps in the customer journey where intent got lost between data, decisioning, channels and content. It gives marketers what the CDP fundamentally failed to provide. With this, CDP, CEP, CXP platforms as we know them fade away. The CEAL becomes the new acronym to rule them all.

02

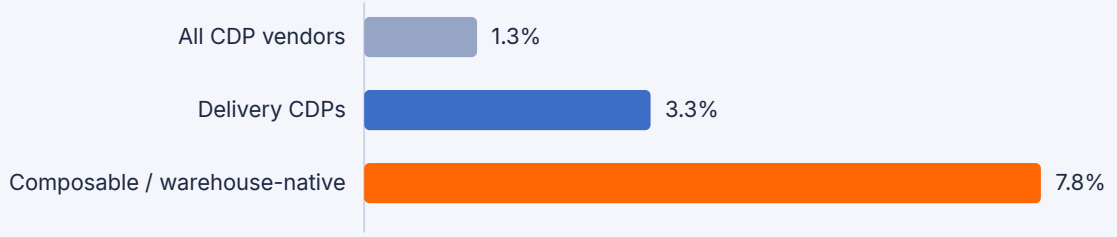
Why CDP as a platform is becoming obsolete

Peak MarTech: lots of churn, no net growth. The 2026 marketing technology landscape counted 15,505 products, up just 121 - the flattest year in its 15-year history. Underneath that flat line, 1,488 products arrived and 1,367 left. Nearly 80% of the exits had 50 employees or fewer. Many new entrants, and yet so many exits: the market is churning and consolidating, not growing.

The CDP has stopped growing. The CDP Institute tracks $2.9bn of CDP revenue across 216 vendors. In its latest update, organic employment across the industry grew just 1.3%, while composable, warehouse-native vendors grew 7.8%. The forecasts are slowing too: MarketsandMarkets cut its CDP growth forecast from 30.7% a year to 13.8% between its 2025 and 2026 editions, and the CDP Institute reports that funding for newer vendors has stayed scarce, with new vendor entries falling from 19 to 5 between its January and July 2025 updates. The CDP also appears to be losing its place at the centre of the stack: in State of Martech survey data, the share of B2C and mixed respondents naming it as the core of their stack fell from 26.9% to 17.4% between 2024 and 2025. The sample is small, but the direction is clear: its capability is moving into the warehouse below and the engagement layer above. The money is following that capability into warehouses, context layers and engagement platforms, not into the CDP as a destination.

Warehouse-native vendors are growing nearly six times faster than CDPs overall

Organic employment growth, CDP vendors, July to December 2025



Source: CDP Institute & Customer Data Alliance, CDP Industry Update, January 2026 (released 11 February 2026)

MarTech budgets are shrinking as a share of spend. MarTech took 19.4% of marketing budgets in 2026, a five-year low, down from 26.6% in 2021, while 15.3% now goes to AI (Gartner CMO Spend Survey, 401 CMOs).

The UI was the bottleneck. Stacks kept growing: a 2026 UK study combining a survey of 2,400 marketers with an audit of 240 client stacks found an average of 121 tools, with only 34.1% actively used in a given month, and Gartner puts MarTech utilisation at 49%. Braze's 2026 survey of 2,200 marketing executives found nearly half lack the tools to orchestrate across channels, even as 60% use AI to personalise within them. Every new platform brought another interface to learn, another set of power users to protect, and another integration to maintain. And the CDP was one more interface in itself.

The problem the CDP set out to solve didn't go away, but it looks like the agents, along with the data warehouse will solve it properly. The concept & the capability of a CDP is still the holly grail, the single vendor UI is not.

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How marketing activation will take shape

Where marketing goes next is a fully composable, zero-copy, data warehouse-centric ecosystem with an agent interface on top: the architecture is moving to the warehouse, then a context layer, then an integration layer, then straight onto the agentic layer. In technical terms: the data warehouse, then into MCP.



The CEAL reference architecture · six layers, results written back to the warehouse

The warehouse as system of record. Customer data, identity resolution and model training sit in Databricks, Snowflake or BigQuery, and tools read the data where it lives instead of copying it. Zero-copy is now the norm: Salesforce extended Data 360 zero-copy to AWS and BigQuery; Snowflake added zero-copy integrations with SAP and Salesforce, with Workday in private preview.

Real-time serving: the piece the warehouse still has to solve. An in-session decision needs data in milliseconds. Today most enterprises run a hybrid: the warehouse for batch data and models, and a real-time data store or cache - typically Redis or DynamoDB, or a CDP's own real-time profile store - fed by events coming through the web and channel integrations layer. Real Story Group describes this as "hybrid composable". The warehouse vendors are now beginning to address the gap themselves:

Option	What it claims	Status
Databricks Lakehouse//RT	Under 100ms at 12,000 queries a second, directly on lakehouse tables	Beta since June 2026; vendor figures
Databricks Lakebase and LTAP	Transactions and analytics on one copy of the data	Rolling out; parts in preview
Snowflake Hybrid Tables	Lookups in double-digit milliseconds	Available; a separate cache may still be needed where every millisecond counts
A cache such as Redis	Sub-millisecond reads	Mature; must be kept in step with the warehouse

The context layer. Agents need a governed, low-latency view of the customer: profile, consent, propensities and recent interactions. Therefore data growth, quality & enrichment remains a top priority for the AI-readiness.

Gartner made "AI context platforms" a top trend for 2027, predicting that organisations prioritising semantics in AI-ready data will raise agent accuracy by up to 80% and cut costs by up to 60%. Salesforce is repositioning Data 360 as a governed context service with nearly 200 APIs open to agents; Tealium launched a Context API with a managed MCP server.

The integration layer. MCP is becoming the common connector between agents and platforms. Claude's directory alone lists 950+ MCP servers, and the protocol is now governed by the Linux Foundation's Agentic AI Foundation, so no single vendor owns it.

The agentic layer - CEAL. Marketers will either select agentic platforms where they simply talk and brief - most likely an orchestration agent that briefs a set of activation agents - or build their own. Content creation will connect as another agent, producing dynamic content from the DAM and creative tools. The work will then be measured and reported back. The individual blocks are already shipping: Braze's Operator now builds whole journeys from a plain-language brief; Salesforce's multi-agent orchestration is generally available; and Salesforce positions Contentful as the content layer behind its headless marketing.

What brands will compete on. If agents become the interface, advantage moves to what only you own: the quality of your data, your context layer, the identity and consent modelling you build in-house, and your machine learning models. Then: how many agents you connect with, and how well.

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What it means for the industry

Everyone is converging on the same prize. Suites are buying the pieces they lack: Salesforce agreed to acquire Braze for about $5.66bn in October, after Informatica and Contentful. Data platforms are building marketing applications: Databricks launched CustomerLake, an agentic CDP inside the lakehouse. Composable vendors are expanding into delivery: Hightouch now sends the messages too, and argues enterprises no longer need an engagement platform "in the traditional sense". Each is reaching for the layer where decisions about customers are made and executed.

Agents will meet agents. The more conversational AI there is - chatbots talking to chatbots, advertising to each other, booking from one another - the more of marketing will happen between machines. Gartner predicts 90% of B2B buying will be AI-agent intermediated by 2028. Consumer agents already place calls and orders on people's behalf. Yet while 63% of marketers are already publishing AI-optimised content, only 14% are measuring their AI inclusion rate or agent-referred conversions. Brands will need to stay valuable to humans and discoverable by machines at the same time.

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What it means for MarTech platforms

The CDP, the CEP and the CXP disappear as destinations. Their capabilities don't vanish - data and identity move down into the warehouse and context layer; activation, content and measurement are operated by agents - but nobody needs to log into them to get the work done.

Every major platform is already going headless. In the space of a few months in 2026:

- **Braze** launched Operator Connect, letting marketers analyse, plan and build campaigns from Claude, ChatGPT or Copilot, with every action running under the marketer's own Braze permissions.

- **Salesforce** now pitches headless marketing for Marketing Cloud, extending it across Marketing Cloud Next, Personalization and Loyalty through Headless 360.
- **Tealium's** Configuration MCP lets agents create and modify audiences, attributes and activation workflows.
- **Bloomreach's** Loomi Connect exposes more than 180 tools to outside agents; over 200 agents were built on it during early access.
- **Adobe** rebranded Experience Cloud as CX Enterprise, built around agents.

Who moves first. The most cutting-edge software providers will go straight to agents, and so will the most innovative companies - the lean, brand-new ones with nothing to unwind. Hybrid companies with a legacy stack, including today's MarTech vendors, will add agentic layers on top of their existing UI. So for a while you will be buying a UI and adding an agent. Then, as adoption grows, buyers will start preferring and shopping for the agent instead - its flow, its conversational ability, how well it understands a brief - rather than the interface.

The UI fades, but the results still need rendering. UX and UI become less important because you'll see and use them less and less, until you simply interact with an agent and it plays the results back to you. That playback becomes an important feature in its own right. Salesforce is already building for it with a Headless Experience Layer that renders interactive widgets inside whichever agent you're working in. Some marketers, especially in highly regulated industries, will still want to see what the agent produced in full. Smaller businesses may be happy to chat, with lighter review, guardrails and audit trails; enterprises will still need them. One credible option is to write everything back into the warehouse and render it in your own visualisation tools rather than in the agent.

Brands will build their own. It's credible that the most innovative companies will build their own agentic activation and plug it into existing activation platforms, DAM and content creation tools. The shift has started: the share of B2B teams naming a custom-built or "other" platform as the centre of their stack rose from 2% to 10% between 2024 and 2025. A brand could credibly compete in marketing by building its own agent.

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What it means for you

Your architecture

Your competitive edge moves to the foundation you own: data quality and data modelling, the context layer you give your agents, identity and consent modelling, and your machine learning models - then how many agents you connect with, and how you connect with them. If you're still dealing with a legacy data warehouse & data clean ups, that's a high degree of change to tackle in the next 1-2 years. But if you know where this is headed, you can plan the route rather than react to it.

Your procurement

Procurement, in part, becomes easier. When the interface is a conversation, you're no longer buying a screen your team has to relearn; you're buying capability. If your brand content and activation platforms are fed in through MCP, and you control the context in your own warehouse, you're effectively shopping for algorithmic capability: how well an agent understands a brief, decides and learns. That means far fewer requirements, and it becomes much easier to plug one agent in and unplug another.

Decoupling and exit get easier for the same reason. Set up correctly, the agent you switch off takes nothing with it, because the data, the context and the history stay with you. Commercially, expect consumption pricing to prevail - 56% of CMOs have already shifted more MarTech spend that way - so build cost caps and usage reporting into contracts from day one. Contracts matter more than ever: after the Salesforce-Braze

announcement, Braze customers were advised to check change-of-control terms, data export rights and whether the composable commitment is in the order form rather than only in the press release.

Your total cost of ownership

Today a CDP comes with a second bill: the development team to integrate and maintain it, the training and adoption programme to get marketers using it, and the certifications to keep specialists current. In the CEAL model much of that falls away. You have already invested in your data warehouse; add an MCP and context layer, and what you buy on top is the agent layer. There is less UI to build and maintain, less training, fewer specialist certifications and simpler integration.

Over time expect the agent layer to cost less to own than a CDP, even on consumption pricing, and to be far more intuitive to operate. When you build the business case, count all of it: not only licences, but the delivery teams, training, adoption programmes and certifications you no longer need.

Your adoption and training

Marketers struggled with CDP adoption because every platform meant a new UI to learn. With agents in place, the marketers move much more smoothly from one platform to the next. You don't need to train somebody on an interface; you need to train them to prompt, brief, investigate & analyse. Rendering the data back matters, and so does the ability to interrogate it - but learning the UI no longer does. The work now is to upskill marketers and start moving them there.

Your people, and how work will change

The skills shift towards people who can write prompts and briefs, read the outputs back, and think strategically. Work becomes more about planning - writing the brief that gives an agent the best possible view - and less about execution.

That creates a dilemma. There will be fewer junior roles, yet more need for experienced marketers who can interrogate data and apply critical thinking. We're already seeing the same squeeze in engineering and data science, where quality and control demand experienced people who can read the code and understand what an agent is putting in. Expect that to become true for marketers over the next three to five years. Data literacy becomes essential. You won't need to write the code, but understanding what the code behind an agent looks like will be valuable, because audit trails and troubleshooting depend on it. Expect new roles to emerge for people who would have filled those junior seats, as agentic work takes hold. Marketers already in work who get ahead of this trend now will be the ones best placed.

THE EVIDENCE ON ROLES

18% of marketing leaders have already eliminated roles because of automation; 16% have created new ones and nearly a third have redesigned roles (Gartner, 1,303 leaders)

2030 when Gartner expects most high-performing marketing teams to be able to eliminate the traditional bottom rungs of the ladder

1 in 3 companies hiring fewer entry-level marketers (Content Marketing Institute)

66.5% of marketers report an AI skills gap in their team (Marketing Week, 2,350 respondents)

16% relative decline in employment for 22-25-year-olds in the most AI-exposed occupations, while roles AI complements held steady (Stanford Digital Economy Lab)

> "AI offers CMOs an opportunity to rethink entry-level marketing, not eliminate it." - Kristina LaRocca-Cerrone, VP Analyst, Gartner

Your discoverability

As agents increasingly search, compare and buy on people's behalf, the marketers who still want to communicate valuable messages to humans - and still drive purchases - will need to make sure their brand and information are discoverable through chatbots. That is a different skill set again, and one most teams haven't built yet.

Your governance

The technologies that provide transparency and an audit trail - for example, by writing every agent action back into the data warehouse - are likely to be the ones enterprises in regulated industries will pick. The leading platforms are already moving in that direction: Braze runs agent actions under each user's own permissions, keeps send approval in its UI for now, and logs every automated QA check for audit.

The risk is real: Gartner predicts that by 2028, 25% of enterprise security breaches will trace back to AI agent abuse.

Monitoring, guardrails & governance will need to step up. Machine-to-machine driven complexity, will have a direct impact on cost & consumption - ability to detect, control & intercept will become key.

We have already seen that when one AI talks to another, there's a potential for an exponential growth in complexity and detail that a human wouldn't consider.

In some cases, it's a good thing, since detail that a human might miss will be picked up by AI. However, this may also result in an unnecessary detail driving exponential complexity, which was not in the original brief and does not deliver additional benefit. It gets surfaced and then processed and reprocessed multiple times over, with AI sometimes ending up in an infinite loop of complexity with little to show for it.

This drives several items that the business will need to address:

- **New monitoring and reporting** tools to identify and understand where this is happening.
- This includes **cost monitoring & measurement frameworks** - giving you the ability to identify when finite detail optimisation becomes redundant, since it no longer drives monetary impact or improves customer experience.
- The amount of information available will require establishing **reporting suites that will aggregate the data to keep the insights meaningful**, yet give the humans the ability to identify when content permutations go into the level of detail that is unnecessary.
- **Skillsets** will be required to read these signals and then effectively interject and optimise, ensuring those loops are avoided. With Gartner predicting that the most junior roles of the marketing organisations will be automated by 2030, data skillsets are worth consideration.
- **Universal prompting standards** will also become more important across your marketing teams, as well as content, messaging and marketing campaign **frameworks and guardrails**, to account for the AI tendencies.

Familiar territory:

1. Key balance to strike will likely be creating sufficient guardrails whilst not restricting the AI and this preventing effective optimisation. It's something we've seen in the early days of paid search algorithmic optimisation, which faced the same dilemma: allowing the machine to run away with optimisation in pursuit

of optimal business outcomes over time, versus keeping the acceptable guardrails in place that would protect the business spend, brand guidelines and the customer experience.

2. Similarly, the big data challenge is likely to come back again, and stronger this time round. Because whereas AI will be able to output all these permutations, the humans will need to process that data and take decisions on the back of it in a timely manner to course-correct if a marketing campaign complexity has ran away

07

How the curve moves, 2026 to 2031

Expect the move to fully agentic MarTech to play out over three to five years. Gartner's own horizons line up with this view: AI context platforms seen as a 2027 trend; by 2028 90% of B2B buying is expected to be agent-intermediated and 60% of brands will be using agentic AI for one-to-one interactions.

The UI fades in three waves over three to five years

Forecast: how much marketing work runs through agents, 2026 to 2031 (illustrative, not to scale)



Adoption curve · forecast, 2026 to 2031

Wave 1 · Bolt-on (now to 2027). Established platforms add agents on top of their existing interfaces; you buy the UI and add the agent. This is where the market is today. Agents are everywhere but mostly assisting: 90.3% of MarTech leaders say they use AI agents, but 80.6% use them in assist-only mode and only 23.3% run them in full production. Expect casualties along the way - Gartner expects over 40% of agentic AI projects to be cancelled by the end of 2027.

Wave 2 · Agent-preferred (2028 to 2029). As adoption grows, MarTech buyers will start choosing the agent - how well it understands a brief, how many systems it reaches, how transparently it reports back - rather than on the screens. The UI becomes a place you check, not a place you build in.

Wave 3 · Agent-native (2030 onwards). You will graduate to simply interact with agents that play results back to you. For most marketing work, the UI will become obsolete.

Not everyone will move at the same speed. Cutting-edge software providers and lean, brand-new entrants will go straight to agent-native. Hybrid companies with legacy stacks will travel through each wave. Enterprises in regulated industries will likely move last, and will keep fuller review, audit and write-back to the warehouse throughout.

08

If you're selecting MarTech platforms for 2027

This curve has a very practical consequence. If you're selecting Marketing tools now, you're likely buying the platforms that will be with you through 2028 and 2029. Think about tools with MCP built-in and agentic capability ready now - otherwise, by the time your contract comes up for renewal, you will likely be significantly behind the curve.

A route through it, in three stages:

1. **Prepare for agents.** Invest in your data & your central data warehouse. Set up MCP connections, build a context delivery layer and a semantic layer, and tidy up roles and permissions - because agents will inherit them. Security will play a bigger role here as well as evidenced by the recent series of hacks.
2. **Provision AI-enabled tools.** Make MCP and agent capability a requirement in every RFP. Start agents read-only, then let them draft, then let them act with approval. Codify your QA rules and guardrails, and write agent actions back to the warehouse for an audit trail.
3. **Remove the UI where you credibly can.** Move to brief-to-launch through agents, with humans approving by exception, and retire the screens nobody opens. Ensure agents can provide visualisations where needed, and reporting & measurement are in place before you make the move.

What to ask every vendor before you sign:

- Does it have a native MCP server, and can outside agents both read from it and act in it?
- Do agent actions run under the user's own platform permissions?
- Is every agent action logged - and can that log be written back to our warehouse?
- Can we choose the model, and can it read our warehouse rather than demand a copy of our data?
- Are data export, change-of-control and "open" commitments written into the contract, not only the press release? Particularly important if you are anticipating any consolidation amongst your MarTech stack vendors.
- How is consumption pricing capped and reported, and what would a typical month cost at our volumes?
- If we switch the agent off, do our data, context and history stay with us?

09

Summary: where this is headed

The promise of a CDP as a platform isn't failing because the problem it set out to solve went away. It's becoming largely obsolete because the warehouse is solving the data and because agents will solve the integrated activation - without asking marketers to learn yet another interface.

What the future state looks like: a brand-owned foundation of data, identity, consent and models, exposed through a governed context layer and MCP, and operated by a Customer Engagement Agent Layer that marketers direct in conversation - briefing an orchestration agent that briefs activation, content and measurement agents, with every action written back for audit. The CDP, the CEP and the CXP survive as capabilities, not as platforms marketers go, and their interfaces become increasingly less important, then obsolete.

What could slow it down. The payoff isn't proven yet. Apollo's chief economist argued in October that AI has delivered "zero financial payoff" to S&P 500 companies outside the biggest tech firms. And 45% of MarTech leaders say vendor agents underdeliver. Real-time serving from the warehouse is still a challenge with many providers still encouraging brands to use batch. This is understandable with concerns over data quality, cost controls, lack of skillsets and resources required for oversight front & centre for 2026. And even the vendors leading the curve keep humans and screens in the loop for now.

None of that changes the direction - and MarTech may be exactly where AI starts to pay for itself. A brand that has already invested in its warehouse and MCP layer can buy the agent layer on top instead of a CDP, with less UI to build and maintain, less training and fewer specialist teams. Total cost of ownership decreases before you sum up any uplift in your results. What the obstacles decide is who arrives there first: the brands whose data, context and workflows are ready for agents.

Is this already playing out? The signals from 2026 say yes. We'll see how fast it develops - but the tools you buy now will live through it, so plan for it.

ABOUT

About the author



Kristina Kalpokaite is Head of MarTech at Loop Horizon. She has spent 16 years in marketing technology and paid media, on both the client and consultancy side. As Head of Acquisition and interim Head of CRM while client-side, she led the MarTech stack architecture and the selection & integration of the company's CDP and customer engagement platform.

At Loop Horizon she leads CDP and CEP selections for enterprise brands, builds data product teams, and works hands-on with several market-leading CDP, CEP & DWH vendors. Her focus is where customer data, MarTech and activation meet, and how AI agents will change that meeting point over the next five years.

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About Loop Horizon

Loop Horizon is a specialist consultancy of senior practitioners, almost all with client-side experience, who help brands get faster, bigger returns from their customer data. The firm connects technology, data and marketing so that customer data is activated into real commercial value, not just collected, stored or reported on. Clients are large organisations across sectors like retail, sports, consumer goods, entertainment, financial services, travel & hospitality, and telecoms & utilities.

Loop Horizon has been named one of FT1000 Europe's Fastest Growing Companies 2024 to 2027, and is ISO 27001 certified. It is headquartered in London, with specialist hubs in Leeds and Bangalore.

loophorizon.com

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