The AI-amplified Marketing Suite

For marketers and brand builders, trying to do it all - engaging brand experiences, enhancing marketing efficiency, accelerating effectiveness for business growth - there's an AI-amplified way.

Introducing the holistic suite of AI-amplified services, solutions, and platforms designed to help you balance and orchestrate all your marketing needs.

63% OF MARKETING LEADERS PLAN TO INVEST IN GENERATIVE AI IN THE NEXT 24 MONTHS*

Strategy

Deliver massive business impact through well-architected and transformative marketing strategies. Infosys Aster's strategic capabilities deliver insights and focus that drive brand, audience, go-to-market and experience success with precision, inspiration, and confidence.

- Brand strategy
- Campaign strategy
- Human experience strategy

Brand & Creative Services

Create opportunities by designing immersive brand experiences driven by behavioral and AI insights. Infosys Aster delivers the platforms and experiences that people love, where they can purchase, play, and explore.

- Experience design
- Immersive experiences
- Future-proof marketing

Digital Experience

Bridge the physical-digital divide. Infosys Aster creates engaging cross-channel experiences driven by hyper-personalization to meet the most exacting demand for marketing outcomes.

- Digitized human experiences
- Interactive experiences
- Digital experience factory

Digital Commerce

Enable smart and nimble commerce solutions with AI and machine learning. Infosys Aster gives consumers engaging ways to discover and search, select, buy — and seek instant gratification.

- Fast commerce
- Big commerce
- Smart commerce

MarTech

Automate, optimize, and grow marketing outcomes. Infosys Aster helps build world-class brands and robust demand-gen with the complete range of always-on content, hyper-personalization, campaign automation, and more.

- Channels & advertising
- Content, campaigns & experience
- Marketing management

Performance Marketing

Confidently be accountable for greater return on marketing investments. Infosys Aster drives it all – from more effective campaigns to more satisfied customers; from more profitable promotions, to greater stakeholder outcomes.

- Uncover hidden gems with advanced analytics
- Reach the right audience with the right content
- Craft a seamless customer journey

Marketing Operations

Rewire your marketing for speed, collaboration, and customer focus. Infosys Aster offers tailored solutions to drive operational excellence and facilitate business growth with strategic alignment.

- Business-oriented marketing solutions
- Scalability
- Data security

Ready for stickier engaging experiences, more efficiency, and unparalleled growth? So are we.

Talk to us. We'll show you how working with Infosys Aster can help you amplify your marketing with AI.

* Gartner® Press Release, Gartner Survey Finds 63% of Marketing Leaders Plan to Invest in Generative AI in the Next 24 Months, August 23, 2023.
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