

AI-POWERED
MARKETING.
HUMAN-CENTRIC
RESULTS.



Infosys
aster



Accelerate growth, deliver hyper-personalized experiences, and maximize ROI with Infosys Aster, the AI-amplified marketing suite.

Market Reality

Global content marketing industry to reach \$2T by 2032. ¹

60% of enterprises believe automation platforms are the most valuable foundation for managing AI-driven processes. ²

AI market reaching up to \$990 Bn by 2027. ³

The Pain Points We Solve

Marketing today is faster, louder, and more fragmented than ever. Infosys Aster, the AI-amplified marketing suite tackles the core blockers that slow teams down:



Content overload with no scalable way to personalize



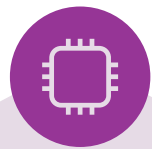
Pressure to prove ROI without clear attribution



Fragmented customer journeys across channels



Data trapped in silos, limiting real-time insights



Constant tech, privacy and AI evolution

Content-to-Campaign Orchestration Suite Overview

Three Forces. One Seamless System.

The Factory builds. **The Voice** activates. **The Pulse** elevates.

Together, they create a living, intelligent marketing engine that scales creativity, personalizes every experience, and continuously optimizes for impact.



The Factory Builds

The Content Supply Chain – From Craft to Scale

Your content journey begins in The Factory, where ideas are transformed into high quality, ready to deploy assets at remarkable speed.

Using generative production, concepts quickly take shape. With auto-localization and adaptation, every asset becomes culturally and linguistically relevant for each market. A smart DAM ensures instant discoverability, while automated compliance and IP checks safeguard accuracy and brand integrity.

This engine turns creative craft into scalable, repeatable excellence—without compromising quality.



The Orchestrator Activates

Campaign Activation – From Broad to Bespoke

Next, your content connects seamlessly across customer journeys. Here, agentic journey orchestration coordinates messages, channels, timing to engage each customer in the right moment and context.

Hyper-personalization elevates every interaction, ensuring each experience feels intentional and relevant. Trigger-based activation responds in real time to customer signals, and dynamic content optimization adapts messaging as behaviors evolve.

With The Orchestration, campaigns move from isolated executions to intelligent, synchronized engagement, shifting marketing from broadcasting messages to orchestrating meaningful connections.



The Pulse Elevates

Measurement and Optimization – From Reporting to Steering

Finally, The Pulse keeps your entire ecosystem learning and improving.

With closed loop attribution, every action ties directly to measurable impact. Predictive spending optimization reveals where your next marketing dollar delivers the greatest return. Creative performance analysis identifies what works and why. And explainable AI insights help teams make confident, data-driven decisions.

The Pulse doesn't just measure, it guides your marketing forward.

Results and Proof

- A fashion brand gained up to 80% increase in brand followers
- A wireless network operator benefitted from 50%+ increase in personalized ad opt-ins
- An athletic apparel and footwear company could increase its average order value by over 50%

The Infosys Aster Advantage

- Agentic AI Orchestration
- Human-in-the-loop for ethical marketing
- Integration across content, campaigns, analytics

Ready to Amplify Your Marketing?

Let Infosys Aster show you how to orchestrate next-level campaigns with AI.

Connect with us on our website - [Infosys Aster - The AI-amplified Marketing Suite](#)

References

- 01 Content marketing Market (2022 - 2032) by Allied Market Research
- 02 Leaders Pivot to Agentic - Forrester report commissioned by Automation Anywhere
- 03 Tech Report 2024 by Bain

For more information, contact askus@infosys.com



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