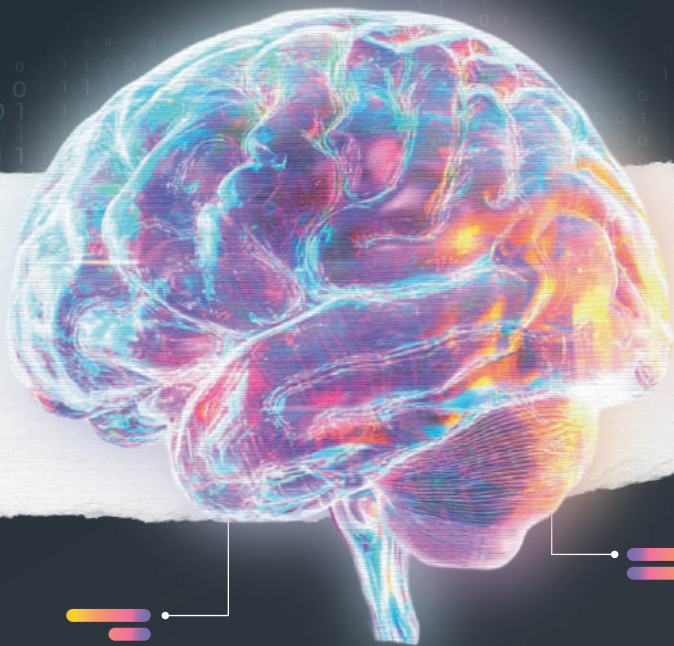moengage >< ARTEFACT

**MIND THE AI GAP**

# What Consumers Expect from Brands by 2030

Survey Insights from 1,000+ European Consumers

# Navigation *(Click to navigate)*

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# At-a-glance summary.

We surveyed over 1,000 European consumers, aged 16 to 65 and representing diverse backgrounds, to understand their expectations and concerns regarding AI-driven customer experiences. This whitepaper highlights potential disconnects between business strategies and consumer expectations for AI in customer engagement and offers strategies businesses can use to bridge the gap.

## 5 Customer Engagement Imperatives

The whitepaper outlines five non-negotiable strategies for businesses to master by 2030: Sentiment-Driven Personalization, Omnichannel Consistency, Proactive Customer Anticipation,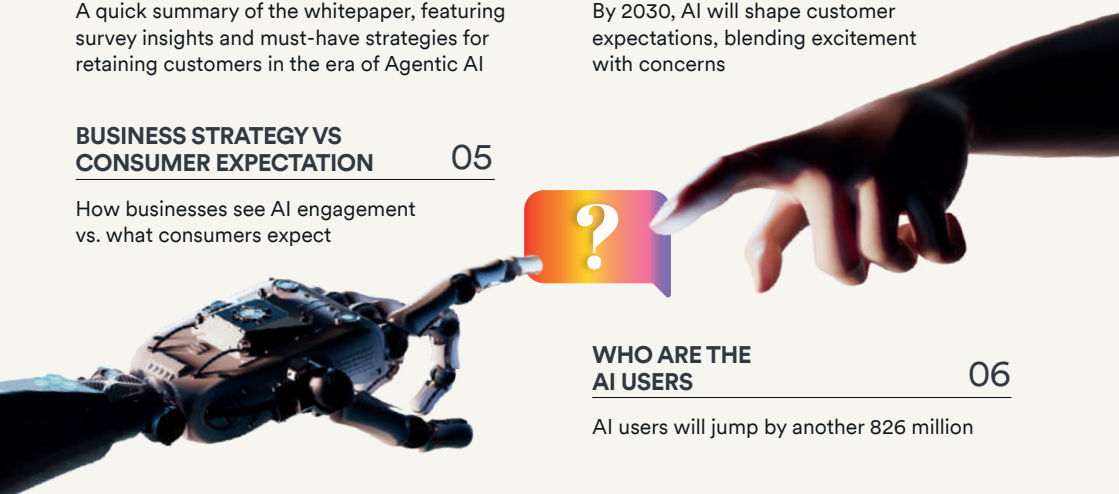 AI-Driven Personalization, and Ethical AI & Transparency. These strategies are crucial for bridging the AI gap between consumer expectations vs achieving business KPIs.

## Customers Still Have Skepticism About AI

A significant portion (16%-34%) of respondents chose "None of these" across several questions, reflecting a lack of alignment between AI advancements and customer expectations. This signals the need for businesses to educate consumers on AI benefits and deliver consistent results to overcome skepticism.

## Transparency is Critical for Loyalty

Across multiple questions, lack of transparency in AI interactions is a recurring concern (37% cited it as a loyalty issue), highlighting the need for businesses to be upfront about how they use AI to build trust with customers.

## Real-World Success Stories

The whitepaper provides case studies demonstrating how AI-powered customer engagement platforms can drive significant results like improved customer lifetime value by using AI-generated insights to personalize user engagement and re-engage lapsed users.

## AI Use Cases

Readers will find practical information on AI use cases categorized into Audience Builder (for segmenting valuable customer groups), Engagement & Orchestration (for hyper-personalizing recommendations and optimizing campaign delivery), and Insights & Analysis (for providing intelligent insights and optimizing budget allocation).

To navigate the evolving landscape of AI in customer engagement and bridge the gap between business strategies and consumer expectations, explore the full insights within this whitepaper.

# A real glimpse into what your future customers anticipate.

**Imagine it's 2030.**

AI isn't this futuristic concept anymore - it's just... there. The new "normal". It's woven into the fabric of our day-to-day, like grabbing a morning coffee, walking the dog, or doing a nursery run.

The possibilities are both exciting and a bit unsettling, given the unknowns that still exist. What Agentic AI's capable of right now is already incredible, imagine what 2030 and beyond will bring. Naturally, we began to seriously ask ourselves: How will this impact everything? Our work, our businesses, our daily lives?

We asked over 1,000 European consumers, from all walks of life, to hear their honest take on what an (almost) entirely AI-driven customer experience means to them. What are they excited for? What concerns them? And what are their expectations? This isn't just data - it's a real glimpse into what your future customers anticipate and a roadmap for how you can truly connect with them.

"*Using AI right means understanding customer needs to deliver personal experiences that earn their trust and loyalty. At MoEngage, we help brands do just that with our technology.*"

**Raviteja Dodda**
CEO & Co-Founder, moengage

"*At Artefact, we use governed, responsible AI to deliver hyperpersonalized experiences that truly matter. With Agentic AI, we go beyond relevance— driving adoption, trust, and measurable customer impact.*"

**Niels Thomsen**
Partner, Germany & Northen Europe
ARTEFACT

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# How businesses see AI-driven engagement vs. what consumers expect.

As you refine and implement these strategies, keep your future customers' expectations at the center. Success comes from putting your customers first every step of the way.

## STRATEGY 1 — Truly Proactive & Predictive Engagement

**Business Strategy**

AI constantly analyzes data to predict needs, offering preemptive solutions/offers. Focus is on efficiency, anticipating sales opportunities.

**Consumer Expectation**

Wants proactive help, yes, but fears being constantly monitored. Expects helpfulness without being overly intrusive or manipulative.

**Potential Disconnect**

Businesses might overstep, leading to "creepy" experiences. Consumers value privacy and control, not feeling targeted.

## STRATEGY 2 — Hyper-Personalized AI Relationships

**Business Strategy**

AI creates granular customer profiles, delivering laser-focused personalization. Focus is on increased conversions & ROI.

**Consumer Expectation**

Wants personalization, but fears feeling like "just a data point." Expects genuineness, not manufactured intimacy.

**Potential Disconnect**

Businesses might lack the human touch, leading to feeling like they're just a transaction. Customers want to be seen and understood as unique individuals beyond data.

## STRATEGY 3 — Seamless Omnichannel AI Experiences

**Business Strategy**

AI ensures consistent experience across all channels. Focus is on operational efficiency & unified brand messaging.

**Consumer Expectation**

Wants seamless transitions, but also channel-specific experiences. Expects personalization to continue regardless of method chosen.

**Potential Disconnect**

"Seamless" for businesses might feel "generic" to consumers. Context matters. Consumers want AI to adapt to each channel's nuances.

## STRATEGY 4 — Transparent & Ethical AI Practices

**Business Strategy**

Focus is on compliance & risk mitigation.

**Consumer Expectation**

Demands transparency. Expects control over data, clear opt-outs, and ethical use of AI.
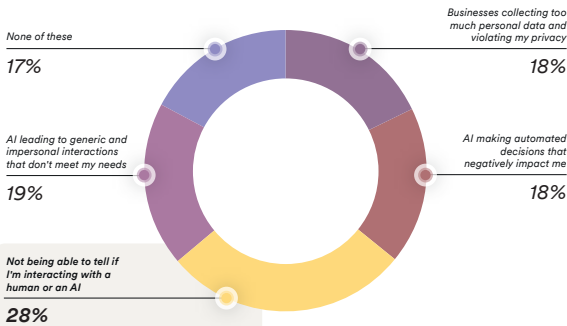
**Potential Disconnect**

Lack of transparency will kill trust. Customers will be vocal about businesses that aren't ethical in their AI practices.

WHO ARE THE AI USERS

# AI users will jump by another 826 million.

Anyone using AI-powered tools or services is an AI user. This includes people using Siri, Alexa, movie/product recommendations, traffic apps, chatbots. That's pretty much everyone today, and Statista predicts **AI users will jump by another 826 million (a 238.59% increase!) between 2025 and 2031.**

## What is your biggest concern right now about businesses using AI to engage with customers?

None of these
*17%*

Businesses collecting too much personal data and violating my privacy
*18%*

AI leading to generic and impersonal interactions that don't meet my needs
*19%*

AI making automated decisions that negatively impact me
*18%*

**Not being able to tell if I'm interacting with a human or an AI**
**28%**

### What businesses can take away:

Clearly communicate AI involvement to build trust and ensure data security to help create meaningful, customer-centric experiences.

## What's your main worry about AI affecting your loyalty to brands?

None of these
*16%*

Feeling like I'm constantly being sold to, rather than genuinely helped
*29%*

AI making it harder to resolve issues or give feedback
*26%*

**Losing trust in companies that use AI without being transparent**
**37%**

Receiving AI-driven recommendations that are way off base and irrelevant
*25%*
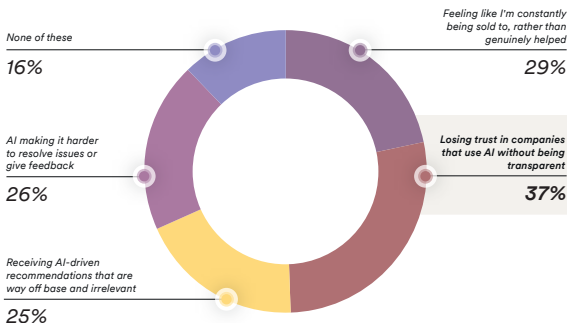
### What businesses can take away:

Prioritize transparency in AI use, ensuring interactions feel genuine and helpful rather than purely transactional. Clear communication about AI's role, personalized and relevant experiences, and seamless issue resolution will build trust and strengthen relationships.

## AN OPTIMISTIC TAKE ON THE AI ERA

# Agentic AI could really make our lives easier and better.

**The infinite potential of AI is undeniable.**
Just imagine having a personal assistant that flawlessly organizes your day, automatically handles your grocery orders tailored to your lifestyle, books your travel exactly as you prefer, selects your outfits based on your mood, negotiates your bills on your behalf, senses when you're stressed and suggests helpful activities or products - the possibilities are endless! **That's just the beginning of how AI could really make our lives easier and better.**
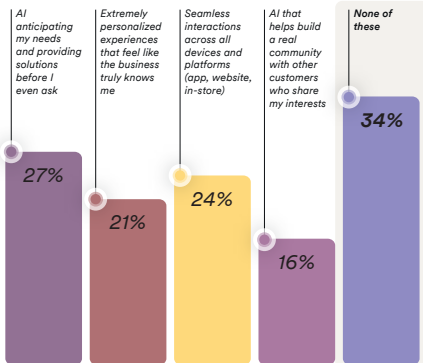
> "*AI has the power to make every customer journey effortless like finding the right product, at the right time, in the right way. But to unlock that potential, we must earn trust, design for relevance, and never lose the human touch.*"

**Seema Sheoran**
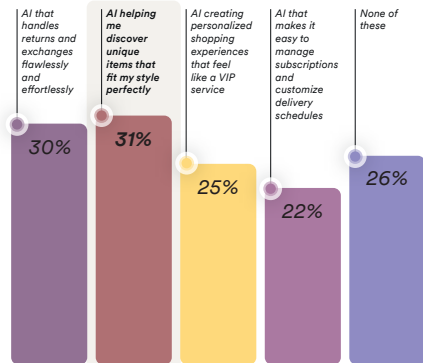Lead of Applied AI & Data in Marketing, Germany, ARTEFACT

## What excites you most about AI's impact on customer engagement?

| AI anticipating my needs and providing solutions before I even ask | Extremely personalized experiences that feel like the business truly knows me | Seamless interactions across all devices and platforms (app, website, in-store) | AI that helps build a real community with customers who share my interests | *None of these* |
|---|---|---|---|---|
| 27% | 21% | 24% | 16% | **34%** |

### What businesses can take away:

Educate customers on AI benefits, highlight success stories, and meet evolving expectations to bridge trust gaps, focusing on delivering anticipatory, personalized, and seamless AI-driven experiences. This approach addresses the 34% "None of these" responses, which likely stem from skepticism or a lack of awareness regarding AI's potential.

## What would make shopping with AI really exciting for you?

| AI that handles returns and exchanges flawlessly and effortlessly | *AI helping me discover unique items that fit my style perfectly* | AI creating personalized shopping experiences that feel like a VIP service | AI that makes it easy to manage subscriptions and customize delivery schedules | None of these |
|---|---|---|---|---|
| 30% | *31%* | 25% | 22% | 26% |

### What businesses can take away:

Prioritize AI-driven convenience and personalization, focusing on seamless post-purchase support, tailored recommendations, and subscription flexibility. Addressing the "None of these" response may require enhancing your existing features to better align with consumer expectations.

**AI FOR BUSINESS OPPORTUNITIES**

# Those who leverage AI will be the winners.

**Smarter AI is here to stay, and its evolution shows no signs of slowing down.**

For businesses, the smartest path forward is to embrace it fully - learn how it operates, uncover its vast potential, and identify strategic ways to harness it effectively.
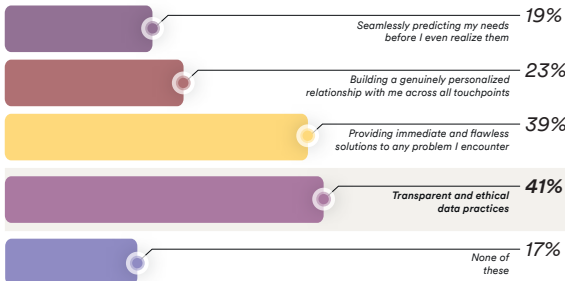
> "*AI is a means to enhance human-to-human relationships. Those who leverage AI in their business will be the winners.*"

**Yash Reddy**
Chief Revenue Officer
moengage

## What AI capability do businesses need to master for you to stay loyal?

Seamlessly predicting my needs before I even realize them — 19%

Building a genuinely personalized relationship with me across all touchpoints — 23%

Providing immediate and flawless solutions to any problem I encounter — 39%

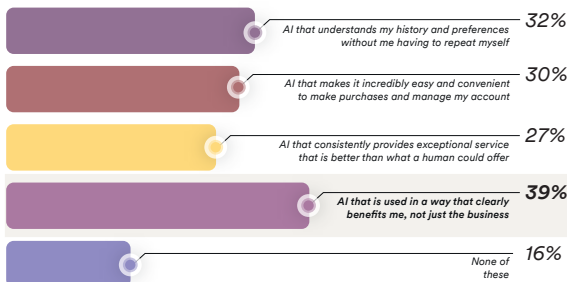**Transparent and ethical data practices** — **41%**

None of these — 17%

### What businesses can take away:

Transparent and ethical data practices (41%) and immediate, flawless problem-solving (39%) are the most critical AI capabilities to earn customer loyalty. Focus on trust through ethical data handling and efficiency in issue resolution. The emphasis on transparency suggests customers want assurance that their data is used responsibly, while flawless problem-solving reflects a desire for practical value.

## By 2030, what's the least you expect from AI customer engagement?

AI that understands my history and preferences without me having to repeat myself — 32%

AI that makes it incredibly easy and convenient to make purchases and manage my account — 30%

AI that consistently provides exceptional service that is better than what a human could offer — 27%

**AI that is used in a way that clearly benefits me, not just the business** — **39%**

None of these — 16%

### What businesses can take away:

While exceptional, AI-driven service exceeding human capabilities (27%) is valued, it is less critical. To meet future expectations, businesses must ensure AI solutions are customer-centric, provide tangible value, and are transparent in their benefit to users over the business itself. This includes building intuitive systems that reduce friction, personalize experiences seamlessly, and prioritize user convenience and satisfaction.

# 5

# Customer engagement imperatives in the AI era.

By 2030, **these non-negotiables will represent a paradigm shift in engagement**, helping businesses forge trust-driven, emotionally intelligent, and truly hyper-connected relationships with customers. The key isn't necessarily to invent new tactics but to refine and master AI approaches that you're likely already using.

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**NON-NEGOTIABLE #1**

# Sentiment-driven personalization.

### Example campaign

Emotion-aware customer interactions during service experiences.

### Steps to get started

Integrate sentiment analysis tools and train AI on emotional patterns.

### How to master it

Combine real-time emotions with predictive actions.

**AI-Driven Retail Engagement**



Maxi Dress | Bodycon | Blue Dress | Skater Dress | Floral Dress | AI Assis ×

https://AIAssistant

AIAssistant

Hi, I've been searching for a dress for my friend's wedding, but I'm getting a bit frustrated. Nothing seems right.

**AI** **AI Assistant**

I can sense that this is important to you and you're feeling a bit stressed. Can you tell me more about the wedding venue or theme? I'm confident we'll find a suit that you'll love and feel yourself in.

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**NON-NEGOTIABLE #2**

# Omnichannel consistency.

### Example campaign

Unified welcome campaigns across online and offline channels/interactions.

### Steps to get started

Unify all touchpoint data, use AI for real-time behavior tracking and tailored engagement.

### How to master it

Balance human-AI roles, target micro-segments, and refine customer journeys.

## AI-Driven Banking Engagement

**CHATBOT ASSISTANCE**
AI chatbot on a smart speaker offering personalized suggestions.

Would you like to schedule a virtual consultation to discuss your loan options?

Predicts next steps and offers relevant assistance dynamically.

**3**

**IN-BRANCH INTERACTION**
Customer meeting with an advisor while their application progress is displayed.

I see you've been exploring €500K loan options—let's finalize your application today!

AI equips advisors with customer insights for personalized human interaction.

**4**

AURUM BANK

**2**

**WEBSITE FOLLOW-UP**
Customer continuing loan research on a laptop with saved app data displayed.

Resume your mortgage plan with customized comparisons tailored to your budget.

Ensures seamless data syncing across devices.

**PUSH NOTIFICATION**
Smartwatch notification reminding the customer to upload missing documents.

Your loan is 90% complete! Submit your ID now for instant approval.

Predicts next steps and offers relevant assistance dynamically.

**5**

Messages
11:26 AM
Just one step left, Noah. Upload your missing documents today. Tap to complete it now!

**1**

← Aurum Bank

Mortgage Calculator

Estimate your monthly mortgage payment based on loan amount, interest rate, loan term, and additional costs such as taxes and insurance.

Mortgage Amount $  175,000

Mortgage Term  30
Years

Interest Rate %  4.1250

Clear          Calculate

**MOBILE APP START**
Customer scrolling through a mortgage calculator on the app.

You're pre-approved for €500K—let's start your journey.

Syncs customer behavior and preferences in real-time.

**Congrats on Your Loan Approval, Noah!**

Hi Noah,

Your mortgage loan is approved! To celebrate, here's:

💰 €500 Bonus – Use it toward your mortgage or moving costs
🏡 Home ownership Guide – Your step-by-step resource.

Claim My Bonus

Log in now to get started. We're here to help!

Warm regards,
**The Aurum Team** 🎉

**6**

**POST-LOAN ENGAGEMENT**
Reward notification and onboarding email with personalized resources.

Congrats on your loan approval! Here's a €500 bonus + a custom homeownership guide.

Keeps engagement alive and strengthens loyalty through personalized rewards and content.

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**NON-NEGOTIABLE #3**

# Proactive customer anticipation.

### Example campaign

Churn-prevention campaign with incentives for disengaged users.

### Steps to get started

Build predictive analytics models for churn signals.

### How to master it

Automate lifecycle engagement to amplify proactive outreach.

**AI-Driven Media & OTT Engagement**

Jane Taylor
Customer Profile

♥ **Last engaged content:**
Preferred channel: **Push**
Best time to send: **1 PM**
Last active: **6 months ago**

Chill Stream

**Hi Jane,**
We've missed you! Here's a special treat. Tap for a 7-Day Free Pass on premium channels!

STRANGER THINGS

2:23
Tue, 8 July

Disengaged user
**Send Push** 🔔

### How AI can help in this scenario:

▶ Identifies disengaged user
▶ Determines the optimal timing and channel
▶ Personalizes the incentive itself
▶ Triggers notification
▶ Tracks campaign performance
▶ Optimizes campaign in real-time

**NON-NEGOTIABLE #4**

# Personalization with Agentic AI.

### Example campaign

Customized daily itinerary.

### Steps to get started

Use Agentic AI for preference gathering and build a comprehensive user profile.

### How to master it

Use Agentic AI to develop a nuanced understanding of each customer's individual needs and preferences.

**AI-Driven Travel Engagement**

Dubrovnik, Croatia

Dubrovnik, Croatia

23°c

EXCLUSIVE: 15% OFF

GlobTrot
Blue Cave Tour by Speedboat

BOOK NOW

Your Personalized Dream Itinerary Awaits, Simone!    Inbox ×

GlobeTrot <noreply@globetrot.com>
Tue, Jul 8, 5.01PM

Hi Simone,

Get ready for your adventure! Based on our information, we've crafted a unique daily itinerary just for you. Here's a sneak peek:

**YOUR 3-DAY PERSONALIZED ITINERARY:**

Cro

**DAY 1**
**Arrival & Coastal Relaxation**
WEDNESDAY, 06 AUG 2025

**Morning:** Arrive at Dubrovnik Airport, private transfer to Hotel Bellevue Dubrovnik.

**Afternoon:** Unwind on Sveti Jakov Beach, enjoy the ocean view.

**Evening:** Sunset dinner at Restaurant Nautika.

**DAY 2**
**Historical Exploration**
THURSDAY, 07 AUG 2025

**Morning:** Guided tour of Dubrovnik's Old Town.

**Afternoon:** Visit Museum of Modern Art Dubrovnik based on your interest.

**Evening:** Authentic Dalmatian cuisine cooking class featuring regional wines.

VIEW FULL ITINERARY

We hope this makes your trave
planning easier and more excit

Warm Regards,
**The GlobeTrot Team**

## Agentic AI recommendations in this scenario:

▶ Flight and accommodations

▶ Excursions personalized by interests & weather

▶ Restaurant and dining suggestions

▶ Triggers notification

▶ Packing lists tailored to the destination and weather

▶ Exclusive deals based on loyalty status

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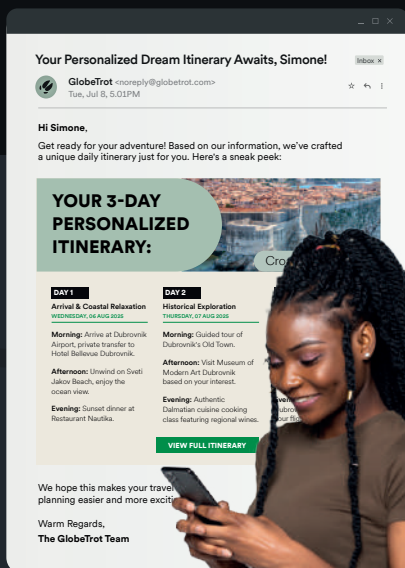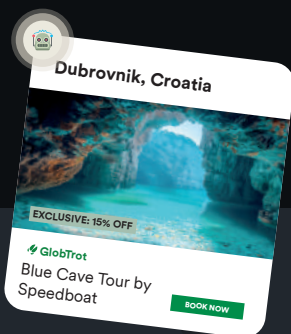
**NON-NEGOTIABLE #5**

# Ethical AI and trust transparency.

## Example campaign

Trust-building videos on how AI serves customers ethically.

## Steps to get started

Explain your use of AI clearly and empower users to control data.

## How to master it

Develop live dashboards for transparency and verify practices.

### Welcome to our AI Trust Hub

Explore how our advanced AI technologies work to serve you ethically, responsibly, and effectively.

Featured Videos | Platform Videos

CATEGORY
- Fairness & Inclusivity
- Data Security & Privacy
- Transparency in AI
- Real-Life AI Applications
- AI for Social Good

▽ Featured Videos

Search

**Transparency in Data Usage**
We believe you have the right to know how your data is used, always.
▶ Watch Now

**Protecting Your Data with AI**
Discover how your data is safeguarded and used responsibly.

**AI Customer Service Made Humane**
How AI improves customer service while still feeling personalized.
▶ Watch Now

**How Does AI Stay Unbiased?**
Learn how we're designing AI to treat everyone fairly and avoid biases.

## More video concepts to build trust with customers on ethical AI use:

▶ Real customers sharing their experiences with AI-powered services

▶ A video on how customer data is protected by your business's AI systems

▶ Examples of how employees and AI work together

# AI engagement in action

*Featuring case studies showing practical use of AI in marketing campaigns and the results achieved.*

**fastic The world's largest fasting app with 50M+ downloads**

Fastic leveraged AI-powered customer insights and data generated by individuals on the platform and used these to fuel personalized user engagement. This helped customers meet their health & fitness goals while increasing subscription revenues **(15% of monthly revenues now come from new users)** and building loyalty amongst its user community.

By focusing on AI-optimized engagement through 'owned' channels instead of costly social/paid media, Fastic significantly lowered CAC. Personalization also proved key in reactivating lapsed users, with **35% of re-engaged users subscribing,** unlocking valuable additional revenue.

## How Fastic is leveraging MoEngage

Fastic previously used a Customer Engagement Platform (CEP) lacking AI and analytics, leaving it without a 360-degree user view. Seeking to enhance engagement and personalization, Fastic partnered with MoEngage, a CEP with built-in analytics.

This partnership allowed Fastic to track customer journeys via an intuitive reporting dashboard, enabling deeper personalization. MoEngage's AI engine, Sherpa, optimizes campaigns by identifying ideal communication times, preferred channels, and tailoring journeys based on users' behaviors, lifestyle, location, language, demographics, and fitness goals. The 'Intelligent Path Optimizer' lets Fastic test and improve multiple omnichannel journeys, automatically identifying the best-performing paths. This automation accelerates testing, optimization, and personalization at scale, driving conversions and revenue growth.

## Campaign Key Results

**Introductory Offer**

**15%**
*Delivered monthly revenues in it's CRM*

**2X**
*Personalized pricing doubled CLV*

**Welcome Back Offer**

**35%**
*Go on to subscribe*

**40%**
*User open rate*

**Fasty Welcomes You Back**
Redeem your exclusive gift now! 🐻

**You're Back Tim!**
Fasty is excited to keep you fit and healthy again! 🚀 Enjoy up to 74% OFF Fastic Plus with the new AI Coach, Food Diary & More - All Ad-Free!

# How marketers can leverage AI across key use cases.

From creating spot-on audience segments to delivering truly personalized experiences and gaining valuable insights, discover how AI can simplify your marketing, connect with your customers, and help you deliver what they actually expect.

## Bucket #1: Audience Builder

| USE CASE | WHEN TO USE IT | WHY IS IT USEFUL |
|---|---|---|
| Quickly identify and create target audience segments based on specific criteria. | Use it when you need to segment your audience rapidly and efficiently. | Accelerates time-to-market, and simplifies audience segmentation. |
| Predict customer actions and create focused segments. | Use it campaigns, such as churn prevention or targeted promotions. | Reduces churn, and maximizes lifetime value. |
| Identify valuable customer groups based on recency, frequency, and monetary value. | Segment customers based on RFM, RF, RM, and FM models. | Helps identify the most valuable customer groups. |
| Unify customer data and build advanced segments using propensity models and rule-based features. | Use it when you want to enrich segmentation across PII and non-PII data. | Enables deeper personalization at scale and reduces reliance on external tools. |

## Bucket #2: Engagement and Orchestration

| USE CASE | WHEN TO USE IT | WHY IS IT USEFUL |
|---|---|---|
| Deliver hyper-personalized recommendations based on customers' engagement data. | Use it to present specific products or services tailored to their interests at the exact moment they need them. | Helps users feel heard, valued, and more likely to respond. |
| Streamlining content creation and QA processes. | Use it during high-demand periods like seasonal sales, or when scaling automation efforts across channels. | Enhances the overall quality and effectiveness of campaigns, driving better results. |
| Building tailored, high-converting customer journeys flows with ease. | Use it when you want to create complex customer journey flows. | Dramatically reduces build time. |
| Campaign ideation and end-to-end design. | When you need fresh ideas or are running out of creative inspiration. | Helps teams conceptualize innovative ideas, and design engaging experiences faster. |
| Engaging customers through preferred channels at the right time. | For product recommendations, re-engagement campaigns, personalized offers, or onboarding flows. | Boosts open rates, CTRs, and overall engagement by delivering content in that aligns with customer habits. |
| Automate next best experience and offer on Web or App. | Use it during key user touchpoints such as product browsing, checkout, or after a recent interaction. | Demonstrates that you understand your customers' needs. |

| USE CASE | WHEN TO USE IT | WHY IS IT USEFUL |
|---|---|---|
| Identify the best-performing paths for each user. | Use it when you want to automate A/B testing of journey flows. | Automates testing and optimization to maximize conversions. |
| Dynamically adapt messaging and creatives based on user profile or behavior. | When aiming to increase engagement or conversion rates in CRM or onsite journeys. | Enhances user experience with hyper-relevant messaging, boosting performance metrics. |
| AI agents automate multi-step workflows (briefing, creative matching, budget routing). | When managing complex omnichannel campaigns or repetitive tasks. | Frees up operational teams, improves speed-to-launch, and ensures consistent execution at scale. |
| AI-Augmented Voice & Chat Experiences | Agentic AI used in real-time customer interactions (chatbots, call centers, WhatsApp, etc.). | Reduces response time to solve customer queries in real time. |

## Bucket #3: Insights and Analysis

| USE CASE | WHEN TO USE IT | WHY IS IT USEFUL |
|---|---|---|
| Quick access to data insights without the time or expertise required for manual analysis. | During campaign performance reviews, or for strategy meetings where visualizing metrics is key. | No need for technical skills, accelerates trend analysis, and provides real-time actionable insights. |
| Simulate and recommend optimal budget allocation using trained models. | When planning future media spend across online/offline channels. | Maximizes ROI by simulating different scenarios and adjusting investments accordingly. |
| Model the incremental impact of marketing tactics using machine learning. | When assessing both upper and lower funnel performance. | Enables calibrated investment decisions across channels and funnel stages. |
| Use machine learning (e.g. Shapley values, Markov chains) to assign value across touchpoints. | When you need real-time insights on what's driving conversions. | Optimizes in-flight campaigns and improves channel ROI with dynamic attribution. |
| Predicting campaign ROI and unit economics. | During the campaign planning and budgeting stages. | Identifies high-impact opportunities, avoid overspending, and allocate resources more efficiently. |
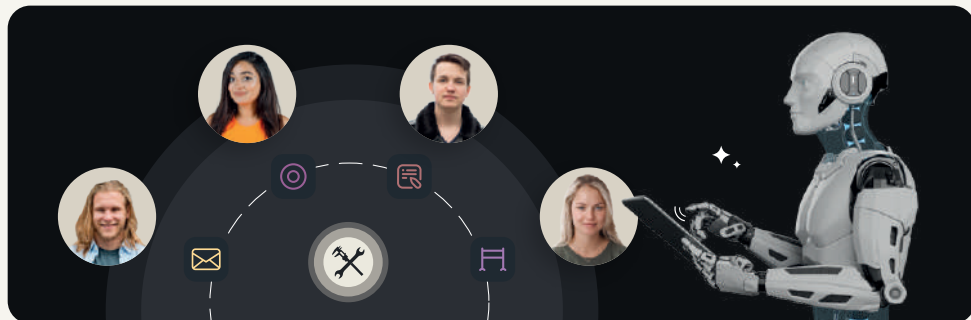
# MoEngage: The Most Comprehensive AI-Powered Customer Engagement Platform.

MoEngage is a trusted solution, recognized by Forrester and Gartner for its multichannel personalization capabilities, innovation, and expert team. **More than 1,350 growth and enterprise businesses** -including Travelodge, Unilever, Deutsche Telekom, Pizza Hut, Samsung, SoundCloud, Starbucks, Birkenstock, and TopCashback - trust MoEngage to power personalized, data-driven, and automated customer experiences.
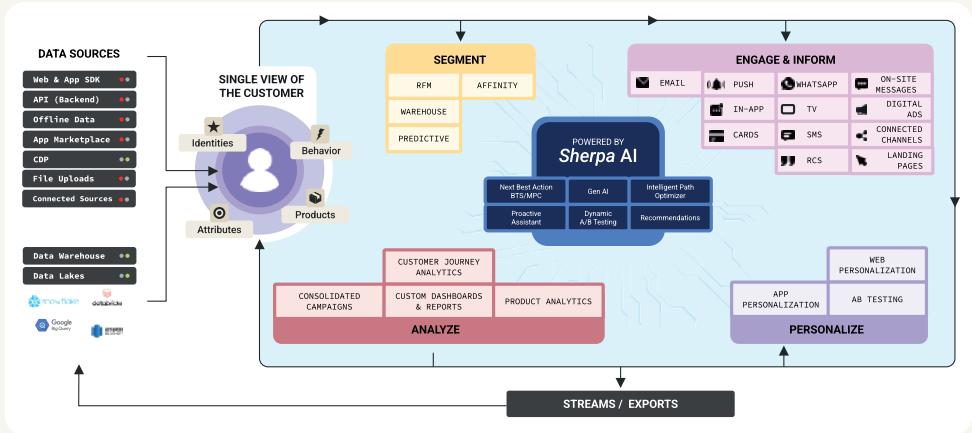


# Moengage & Artefact Partnership.

## DRIVING CUSTOMER-CENTRIC GROWTH WITH AI AND DATA EXCELLENCE

The MoEngage and Artefact partnership enables global businesses to elevate customer engagement by blending expertise in strategy, execution, and data-driven insights. By leveraging AI-powered technology and innovative strategies, brands can deliver meaningful, contextually relevant experiences while driving measurable results and achieving sustainable growth for years to come.
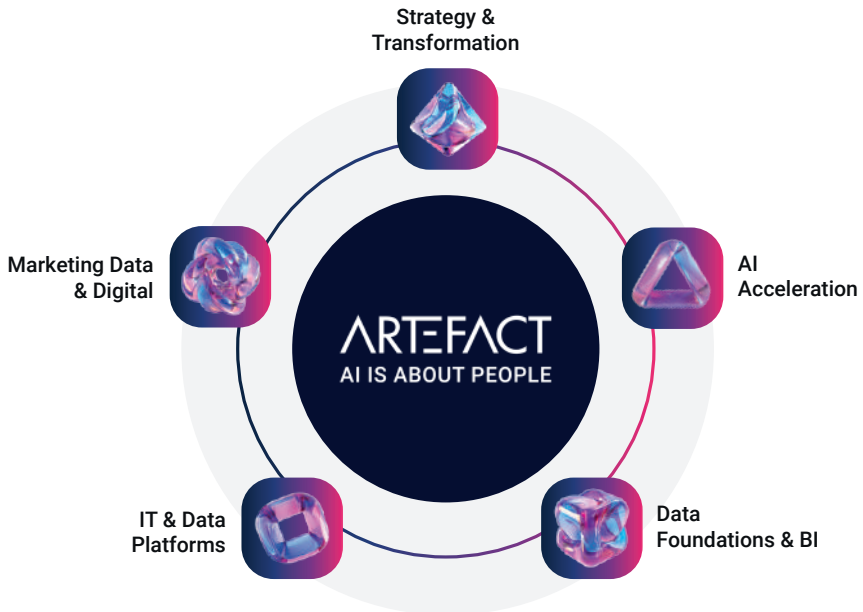
# Artefact: World leading data & AI consulting partner.

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. The company specializes in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, Artefact offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

**With 1700 employees across 25 countries (Europe, Asia, Americas, Middle East, India, and Africa), the company partners with 1000+ clients, including leading global brands like Samsung, L'Oréal, and Sanofi.**



Strategy & Transformation

Marketing Data & Digital

AI Acceleration

ARTEFACT
AI IS ABOUT PEOPLE

IT & Data Platforms

Data Foundations & BI

# That's a wrap!

AI is revolutionizing customer engagement, pushing businesses to adapt to rising consumer demands for personalization, transparency, and ethical data practices. Success lies in leveraging AI to foster deeper human connections and put customer needs first.

Discover how MoEngage's AI-powered customer engagement platform and Artefact's AI consulting services can transform your business.

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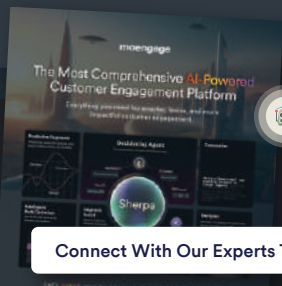
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*The Most Comprehensive AI-Powered Customer Engagement Platform.*

Connect With Our Experts Today!