



Connecting the dots in consumer marketing

How unified knowledge helps teams navigate complexity and move with intent

glean

Executive summary

Consumer marketing teams are operating in a period defined by rising expectations and growing complexity. Acquisition costs continue to increase. Competition is intensifying. Markets shift quickly. At the same time, consumers want experiences that feel seamless, personal, and consistent across every touchpoint. Many marketing organizations are still working through fragmented systems, scattered data, and inconsistent measurement practices, which slows down their ability to respond.

These challenges touch every sector, from CPG and retail to travel and consumer banking. Despite large investments in research, technology, and analytics, insights often sit in disconnected tools or in formats that are difficult to access in the moment they're needed. The result is a widening gap between what companies know about their customers and what teams can act on during critical decision points.¹

AI is helping organizations narrow that gap. It brings information together, reduces the manual effort that slows down execution, and makes it easier to surface meaningful insights. Early adopters are already seeing these benefits through faster analysis, better spend decisions, and more efficient content and campaign workflows.

Glean supports this shift with a secure Work AI platform that connects to more than 110 enterprise systems. Marketing teams can use it to find the knowledge, assets, and insights stored across their tools without needing to switch systems or rely on specialists. This gives marketers a way to improve omnichannel consistency, shorten cycle times, react more quickly to changing conditions, and protect brand integrity. Glean can also retrieve, summarize, and ground information in clear citations, helping teams build on existing work instead of recreating it.

Organizations that strengthen how they access and apply their knowledge are better positioned to make smarter decisions, operate more efficiently, and deliver stronger results in a fast-moving marketplace.

Acquisition costs continue to increase. Competition is intensifying. Markets shift quickly.

¹ HubSpot, [The 2025 State of Marketing & Trends Report: Data from 1700+ Global Marketers](#)

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How fragmented data holds marketing teams back

Where fragmentation shows up for consumer marketers

“About eight in ten consumer marketing executives say their loyalty and marketing technologies are siloed.”

Consumer marketing teams work across some of the most complex ecosystems in the enterprise. Insights are distributed across CRMs, loyalty systems, market research platforms, analytics tools, and team-specific repositories. Creative assets live in multiple locations. Findings from one campaign do not always carry forward to the next. Even well-resourced organizations still face challenges accessing and applying the information they already have².

These issues appear across every major sector. CPG companies work to align product, shopper, and point-of-sale data. Retailers coordinate online and in-store promotions. Travel companies respond to shifts in demand across regions. Banks design personalization strategies that must meet strict compliance requirements. Across these categories, teams often experience the same underlying friction: fragmented knowledge that slows down decisions.

Lack of a unified customer view

Marketing leaders have long aimed for a unified customer profile. In practice, information is still distributed across CRM systems, loyalty programs, campaign tools, and research repositories. Many teams maintain their own environments. This makes sharing more difficult and leads to gaps in understanding. About eight in ten consumer marketing executives say their loyalty and marketing technologies are siloed, and a similar number say that data silos limit transformation³.

These issues surface in daily work. A retailer may see e-commerce activity in one system and in-store activity in another. A bank may track marketing engagement separately from customer service interactions. When insights, signals, and competitive intelligence live across multiple locations, teams have a harder time spotting patterns or acting on what is resonating. AI can help by making this information easier to locate and use so marketers have a more complete view of customer behavior.

Fragmented customer experiences

Consumers move between channels without adjusting expectations. Marketing organizations often manage these channels in separate systems, which leads to inconsistencies. Nearly seven in ten consumers expect consistent interactions across touchpoints⁴, while about half of marketers say scaling content production⁵ across channels remains a challenge.

These gaps appear in common scenarios. A CPG team may create in-store creative that does not translate well to digital or social. A travel team working across multiple booking and loyalty systems may find it difficult to align messages across websites, mobile apps, and communications. When assets and insights are spread out, customers experience inconsistencies that can erode trust. AI can help teams locate approved content quickly and generate variations aligned to each format, which reduces production strain.

² HubSpot, [The 2025 State of Marketing & Trends Report: Data from 1700+ Global Marketers](#)

³ Forrester, [B2C Marketing Predictions](#)

⁴ Salesforce, [State of the Connected Customer](#)

⁵ Content Marketing Institute, [B2C Marketers Treat Content Marketing as a Project; That's a Mistake](#)

“Companies that invest strategically in marketing technology and analytics see an average 18% greater sales lift.”

Difficulty measuring impact

Marketing teams face continued pressure to show impact. Costs rise, budgets stay constrained, and leaders expect clear results. Research shows that companies that invest strategically in marketing technology and analytics see an average 18% greater sales lift from marketing and 7% greater revenue growth overall⁶.

Fragmentation makes that level of clarity difficult. Travel teams must reconcile shifting rates and seasonal demand. Banking teams handle reporting requirements that require precise data. When information lives across multiple systems, understanding what drives performance becomes harder. AI can help by bringing dashboards, analyses, and commentary into a single view so leaders can interpret results more quickly and adjust strategy when needed.

Moving at the speed of change

Consumer behavior evolves quickly. Trends rise and fade in short cycles. Fragmented data makes these shifts harder to see early. Teams may identify patterns, build campaigns, and move through approvals only to find that the moment has passed.

Resource constraints add to the challenge. 57% of B2C marketers say they struggle to create content that appeals to different audiences, and limited resources are a primary reason⁷. When organizations unify information and streamline workflows, research shows they can achieve 30% productivity gains and move five to ten times faster⁸. These gains matter most in industries like retail and travel, where timing often determines performance. AI helps by surfacing signals across platforms and offering concepts early enough for marketers to act on them.

Inefficiency and wasted effort

Day-to-day productivity depends on how quickly teams can find information. 31% of senior marketers say they continue to struggle connecting data from different sources, which prevents teams from moving efficiently⁹. Traditional AI tools often require complex prompts, and that added friction slows work even further.

Friction often appears in several predictable ways:

- Difficulty finding past campaign insights
- Dependence on analysts for basic queries
- Time lost recreating work that exists elsewhere
- Slower handoffs and duplicated effort across teams

When organizations make their institutional knowledge easier to search and access, teams rely less on recreating or guessing and more on building from what is already known. This helps campaigns become more iterative, decisions more informed, and opportunities easier to capture.

“When organizations make their institutional knowledge easier to search and access, teams rely less on recreating or guessing.”

⁶ Deloitte, [2025 Marketing Investment Trends | Deloitte Digital](#)

⁷ Content Marketing Institute, [B2C Marketers Treat Content Marketing as a Project; That's a Mistake](#)

⁸ McKinsey, [The Impact of Agility on Organizational Performance](#)

⁹ NIQ, [NIQ Releases 2025 CMO Outlook Report](#)

How Glean supports consumer marketing

Glean's permissions-aware Work AI platform gives marketing teams a practical way to turn fragmented information into intelligence they can use every day. By bringing data, assets, and institutional knowledge into one place, Glean helps organizations move with more clarity, deliver more consistent experiences, and understand impact with greater confidence. It works alongside existing CDPs, attribution models, and BI environments, making it easier for teams to get full value from the systems they already rely on.

Turn fragmented data into actionable intelligence

Marketing work depends on being able to surface the right insight at the right moment. Glean connects to the systems where that information already lives and makes it searchable in ways that feel intuitive. Teams can ask questions in plain language and quickly reach the dashboards, commentary, and historical context they need.

To support this, Glean retrieves information from connected systems using real-time permissions and brings it together with clear citations. The platform works across structured data, such as data warehouses, CDPs, and CRM tools, as well as unstructured sources, including Nielsen reports, Circana analyses, survey results, and social sentiment. This gives marketers a complete, grounded view of the information available across the organization.

The following sub-capabilities give teams a stronger foundation for insight-driven work.

Unified access across structured and unstructured data

Marketing information often lives across many tools, and each system provides only part of the picture. With Glean, teams can bring these pieces together seamlessly. A marketer can ask: "How is our city campaign in Milwaukee performing?" and receive dashboards, summaries, and related analysis in one place, without needing to write SQL or navigate multiple platforms.

This approach helps teams understand performance with greater clarity, especially in environments where data is spread across operational systems, loyalty programs, customer engagement tools, and research platforms. By grounding responses in citations, Glean also helps establish shared confidence in the information surfaced.

Sector-specific insights

Each sector brings its own data models and industry rhythms. Glean helps marketers work through this complexity with context-rich insights that reflect the systems used across the organization.

- A **CPG team** can combine retail point-of-sale results, market research studies, and sentiment trends to evaluate a new product launch.
- A **travel company** can connect booking behavior, loyalty engagement, and regional demand forecasts to identify opportunities across destinations.
- A **banking organization** can bring together CRM activity, marketing performance data, and loyalty signals to understand which programs help drive account openings or product adoption.

By unifying information from these environments, teams gain a more reliable foundation for creative development, budget allocation, and strategy refinement.

Automated analysis through AI agents

Recurring analyses – weekly performance summaries, budget recommendations, or ROI updates – take significant time when handled manually. Glean makes this work easier through AI agents that teams can schedule to run at regular intervals.

These agents pull from existing dashboards and systems to produce grounded summaries that reflect the latest data and follow established governance rules. Retail and travel companies with dynamic pricing cycles can quickly understand what is contributing to incremental revenue. CPG and financial services teams can compare the relative ROI of brand, media, or loyalty investments with less manual effort.

By automating routine analysis, teams gain more time for creative and strategic planning while maintaining a consistent view of performance.

Deliver consistent omnichannel experiences at scale

Brand consistency depends on being able to find, adapt, and reuse approved assets easily. Glean helps teams maintain that consistency by bringing brand guidelines, templates, creative files, and compliance documentation into one searchable environment.

Marketers across industries see clear benefits:

- **Retailers** can locate the right creative for digital, mobile, and in-store placements and make regional adjustments without losing alignment with brand standards.
- **Travel teams** can coordinate messaging across websites, apps, loyalty programs, and communication channels so offers feel cohesive.
- **Banks and regulated institutions** can use Glean to search compliance requirements, find approved language, and generate draft messaging that adheres to regulatory expectations.

Strong AI adoption for marketing teams

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These workflows keep teams aligned on tone, format, and brand integrity. Marketers can also use Glean to generate creative briefs, summarize campaign results, or refine copy for specific formats. As Glean learns each person's writing style and channel requirements, it becomes a helpful partner for drafting, ideation, and iteration, grounded in approved materials rather than starting from scratch.

Improve productivity while maintaining enterprise-grade trust

Marketing teams manage large volumes of recurring work, from reporting to content adaptation to stakeholder communications. Glean helps reduce this load by automating parts of the process that take time away from strategy. Teams can rewrite briefs, condense long reports, or reformat content for various channels quickly, making it easier to move from insight to execution.

Trust remains essential for any marketing workflow, especially in regulated industries. Glean enforces real-time permissions, supports audit requirements, and integrates securely with existing systems. With **more than 110 pre-built connectors**, teams can deploy Glean without restructuring their core stack. Glean applies governance consistently across search, content generation, and agents, giving marketers confidence that all outputs respect access controls and internal policies.

When intelligence, content, and governance operate within one secure environment, marketing organizations gain a system that supports both speed and control. Assets become easier to apply, insights become easier to use, and teams gain the clarity they need to deliver meaningful results.

Strong AI outcomes begin with clear preparation. When teams establish the right foundation, adoption becomes smoother, trust grows across the organization, and leaders gain the clarity they need to guide meaningful change. Marketing groups often follow four steps when introducing AI into their workflows, each reinforcing a more intentional, confident approach.

Build the business case and roadmap

A strong foundation starts with understanding where AI can deliver meaningful impact.

- Review existing processes, systems, and workflows to **identify where time is lost** or decisions stall.
- Look across campaign execution, content operations, branding, analytics, and reporting to **understand where AI can ease friction** or accelerate progress.
- **Map opportunities to broader organizational goals** so marketing, finance, and cross-functional partners can align on value and urgency.
- Use these insights to **build a roadmap** that clarifies priorities, timelines, and the resources required for early wins.

This early alignment helps teams invest in the right use cases and build momentum with clear intent.

Pilot and measure

Focused, early pilots give teams space to experiment, learn, and build confidence.

- Start with **high-impact use cases** that can demonstrate quick value, such as campaign analytics or omnichannel asset management.
- Observe how **teams use AI** in daily work and note where they may need additional support or training.
- Capture **early wins and feedback** to build advocacy and illustrate progress.
- Use these insights to inform a **measured expansion plan** that introduces AI to new workflows at the right pace.

Pilots help leaders understand what adoption looks like in practice and provide a more grounded basis for scaling AI responsibly.

Agree upon and measure key metrics

Shared definitions of success help maintain alignment and momentum.

- Establish **common KPIs** before expanding AI efforts across teams.
- Focus on **marketing outcomes** that matter to the business, including customer acquisition cost, engagement signals, loyalty metrics, and team productivity.
- Ensure **alignment** with finance, operations, and executive leadership to maintain clarity across departments.
- Use these metrics to evaluate progress, communicate value, and guide future investments.

Clear measurement strengthens the business case and reinforces shared accountability.

Develop an integration strategy

Consistency and trust depend on strong integration and governance practices.

- **Connect** AI to the systems teams already use, including CRMs, marketing automation platforms, content hubs, and analytics tools.
- **Define** how permissions, governance rules, and data residency requirements will be managed.
- **Prioritize** a secure experience that feels intuitive for all users, regardless of technical background.
- **Integrate** these considerations into onboarding and change management plans to support long-term adoption.

A thoughtful integration strategy ensures that teams can work confidently with AI while maintaining the controls required to protect sensitive data and uphold enterprise standards.

A path toward confident, insight-driven marketing

Consumer marketing teams continue to work through rising expectations, tighter budgets, and more complex customer journeys. Data lives across many systems, channels evolve quickly, and teams are balancing the pressure to perform with the need to stay creative and strategic. These conditions shape how organizations plan, operate, and invest in the years ahead.

AI is becoming an important part of that work. As teams find ways to bring information together and reduce manual effort, they create more room for thoughtful strategy, better decision-making, and stronger customer experiences. Unified knowledge, greater visibility, and timely insight help organizations move with more clarity in an environment that changes often.

The organizations that will excel are the ones preparing now, aligning on priorities, creating the right foundation for adoption, and building confidence across teams. With clear goals, strong governance, and a commitment to accessible knowledge, marketing leaders can establish systems that support both creativity and operational rigor.

The future of consumer marketing will be shaped by teams that understand their data, move with intention, and create environments where people can work with more insight and less friction. These teams will be positioned to deliver the kind of consistent, relevant experiences that consumers expect and businesses rely on.

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