KANA FOR CPG

Kana for Consumer Packaged Goods

Agentic marketing for the decisions that category and brand teams make every week

THE CHALLENGE

The challenge for CPG marketing teams

CPG brands are the only players in their own category who have to buy information about that category back from someone else, weeks after it stopped being true. The retailer owns the transaction. The syndicated provider owns the read. The brand owns the P&L and the risk, and learns how the quarter went from a report describing a quarter that has already closed.

- **Retail media is fragmenting faster than measurement can follow.** Brands work with an average of six retail media networks and expect eleven by the end of 2026, yet only 15 percent of retail media advertisers report strong confidence in their measurement. More than half point to limited analytics and resources as the barrier to measuring incrementality.
- **Discovery now rewards the best answer, not the biggest brand.** NIQ projects that agentic shoppers could drive $190 billion to $385 billion in US ecommerce spending by 2030, and nearly half of agentic search results draw on creator ecosystems rather than brand-owned properties.
- **The category read arrives after the decision window closes.** Syndicated data does what it was designed to do, on a drop schedule. The buyer meeting, the markdown call, and the promotional commitment do not wait for the drop.
- **Adoption is outrunning integration.** 70 percent of CPG marketing leaders expect generative AI to make marketing faster, but only 13 percent say it is in widespread use or fully integrated into workflows. Only 9 percent of marketers use AI for revenue generation rather than productivity.

The cost shows up as media committed to networks no one can grade, buyer meetings defended with last month's export, and a brand that an AI assistant no longer recommends.

THE SOLUTION

An agentic marketing operating layer built to learn

Kana is an agentic marketing operating layer built to learn, so a CPG marketer's judgment and decisions compound instead of getting rebuilt from scratch every time. It is not another dashboard and not a chatbot. Kana agents pursue a goal, plan the steps, act across your systems, evaluate what happened, and adapt, all inside the policies you set. Kana sits on top of the stack you already run. It connects by API to your warehouse, CRM, marketing automation platform, and retail media networks (including Databricks, Salesforce, and Marketo) with zero-copy access, no data migration, and no rip-and-replace. Kana works alongside your syndicated data provider rather than replacing it, and helps you get more return on the martech and adtech investments you have already made.

HOW IT WORKS

Applications on a shared knowledge graph

Kana deploys a set of CPG applications on a shared knowledge graph that maps your category hierarchy, trade calendar, retailer relationships, pack architecture, and promotional economics. Each application starts with on-demand answers, progresses to always-on monitoring, and expands toward outcome-driven autonomy only as governance and confidence build. For CPG companies, the common progression of agentic application deployment is as follows:

Kana Marketing Intelligence: see what your ad spend actually sold

Unifies campaign and CRM data into one view you can query in plain language, turning the performance conversation from a negotiation between platform-reported numbers into an evidence-backed answer. This is the connection that makes every application and use case that comes after it more accurate.

Kana Category Intelligence: catch the trend before it hits POS

Researches category questions across hundreds of curated public sources, cross-referencing analyst reports, trade press, and search trend data, and answers in seconds with citations and dates attached. Syndicated data tells you what sold. Category Intelligence tells you what is moving. Category managers walk into the buyer meeting with this week's signals, and the weekly category pack assembles itself as a byproduct.

Kana Audience Builder: run the brief you actually wrote

Turns a plain-language brief into a live, activated segment without SQL or an engineering ticket, and keeps every segment traceable back to the brief that requested it, so targeting does not drift through a dozen small translations. For new SKUs and markets with no first-party data yet, synthetic audiences built from public signals provide a defensible starting point on day one.

Kana Omni-Channel Media Planner: stop optimizing with last year's channel mix

Models saturation curves from your own campaign history rather than industry benchmarks, and lets you plan at minus 20 percent, baseline, and plus 20 percent. You can see which channels have hit diminishing returns before you commit the money, not after.

HOW IT WORKS — CONTINUED

Enterprise grade, by design

- **Integration that writes as well as reads:** agents update records, trigger workflows, and create tasks across your warehouse, CRM, marketing automation platform, and retail media networks.
- **Governance enforced before the action:** role-based permissions, data-level visibility aligned to human permissions, and audit inheritance, so retailer-confidential and shopper-level data stays compliant and survives a retailer's audit.
- **A complete audit trail:** every decision, input, rejected alternative, and failure recorded immutably and searchably, so a category read can go into a buyer meeting without being rebuilt in Excel first.
- **Continuous evaluation:** accuracy, tool use, compliance, and cost monitored against production, so a model validated in a quiet month still holds up in peak season.
- **Bounded risk and determinism:** output grounded in verified sources and consistent across calls, with human review for high-stakes decisions.

From connection to value

Connection typically takes days to weeks and is handled by Kana's solutions team, with Forward Deployed Engineers working inside your environment through onboarding. Most CPG teams see value inside 30 days by connecting their top three to five data sources, configuring Marketing Intelligence first, then layering in Category Intelligence and Audience Builder once those connections are stable.

HOW YOU BENEFIT

Decisions made while they still change the outcome

Kana collapses the translation layer between a category manager's judgment and the systems that execute on it, so decisions are made while they still change the outcome. For marketing and commercial leaders, that means one number for what spend actually sold and a current view of the category in every buyer meeting. For technology leaders, the knowledge graph becomes a durable data asset that compounds in value, governed by your policies and maintained by Kana.

- Answer what your media actually sold, across a growing retail media footprint, with one number
- See category movement between syndicated drops, with cited and dated evidence
- Activate audiences that stay true to the brief, in minutes rather than days
- Shift budget away from channels that have hit diminishing returns before you commit it
- Build a first-party audience starting point for new SKUs and markets
- Get more value from your existing martech, adtech, and syndicated data investments, with no migration
- Scale analysis and execution without scaling headcount

WHY KANA?

Why Kana builds with you

CPG marketing leaders have historically been offered two options: build, which is expensive and brittle and never finishes, or buy, which fits generically and then costs time, money, and resources to integrate. Your category hierarchy is not your competitor's, and neither are your trade terms. Kana represents a third way, which we call Build-With: a complete application shaped to your workflow, configured to your data, governed by your policies, and tuned to your tolerances, **with the precision of a custom build at the scale and speed of enterprise SaaS.**

Here are a few more ways in which we're proud to be unique:

- → **Agentic AI Built by MarTech Architects:** Our founding team has spent decades at the intersection of AdTech and MarTech.
- → **Data Governance and AI Policy Management:** Centralized data governance and policy enforcement provides a layer of trust and satisfies AI security audits. Your data remains your asset.
- → **Speed to Action:** We deploy into your existing stack and move you from raw data to revenue-generating insight in minutes.
- → **No Assembly Required:** No agent studios or toolkits to maintain. We carry the technical tax of model updates, platform changes, and regulatory shifts so your team does not have to.
- → **Future-Proof Architecture:** As your business changes, the agentic layer evolves with it, and every interaction makes it smarter about your business.

Ready to begin your agentic marketing era?

Book a 30-minute demo on your own data.

www.kana.ai



Sources: Kana, Understanding AI Agents for Marketing; Skai, The 2026 State of Retail Media Fragmentation, February 2026; NIQ, Agentic Commerce and AI in CPG, March 2026; Boston Consulting Group, The AI-Forward CPG Marketing Organization, February 2026; Epsilon, 2026 benchmark study: Marketing's AI inflection point, August 2026.