

Journey Orchestration & Agentic Activation

Offering Summary

As AI collapses the distance between insight and action, the winners won't be the brands running more campaigns—they'll be the ones **operating adaptive journeys in real time**.

We help organizations evolve how journeys are **designed, executed, and operated**, with **Adobe Journey Optimizer** as the orchestration and activation layer for owned experiences across email, push, SMS, in-app, and emerging conversational interfaces.

This is not campaign automation.

It's a shift to **agentic journey execution** that responds as fast as your customers do

Business Challenges

Despite investments in personalization and marketing automation, many organizations struggle to operate journeys at scale.

Campaign-Centric Execution

Journeys are built as static, linear flows and revisited infrequently, limiting responsiveness to real customer behavior.

Fragmented Operating Models

Ownership of journeys, decisioning, content, and execution is split across teams and partners, creating friction between design and activation.

Execution Bottlenecks

Marketers spend excessive time configuring rules and coordinating dependencies across tools, slowing speed to market.

Agentic Channels Outpacing Teams

AI assistants and conversational interfaces are emerging faster than existing operating models can support.

Disconnected Channel Orchestration

Owned channels are managed independently, resulting in inconsistent experiences and duplicated effort.

How Publicis Sapient helps you win

▶ Journey Operating Model Assessment & AJO Readiness

We assess your readiness to operate always-on, real-time journeys—covering ownership, decision rights, ways of working, agency roles, and preparedness for AI-assisted execution. The result is a clear journey operating model aligned to AJO.

▶ AJO Implementation & Acceleration

We implement Adobe Journey Optimizer with a focus on speed, usability, and adoption. Journey frameworks, event models, channel configurations, and integrations with Adobe Experience Platform (AEP), CDP, and content systems are delivered with minimal custom development to accelerate time to value.

▶ Agentic Journey Design & Execution

We enable AI-assisted journey execution, shifting marketers from manual configuration to guided, agent-supported workflows. This reduces operational overhead, accelerates experimentation, and enables adaptive journeys at scale.

▶ Journey and Campaign Automation

We streamline how journeys and campaigns are designed, validated and activated using intelligent orchestration.

▶ Measurement & Continuous Optimization




We connect AJO to analytics and feedback loops so journeys continuously improve. Real-time signals and journey-level visibility replace periodic redesigns with ongoing optimization.

▶ Preparing for Conversational & Agent-Mediated Channels

As customers increasingly engage through AI assistants and conversational interfaces, we extend journey orchestration beyond traditional channels—positioning AJO as part of a broader, agent-ready execution layer integrated with enterprise AI platforms.

How to Get Started

Here's how we turn AJO into a real-time journey engine—quickly, safely, and at enterprise scale.

-  **Journey & Operating Model Assessment**
Evaluate journey execution, tooling, and operational readiness.
-  **Strategic Roadmap & Value Focus**
Prioritize high-impact journeys aligned to business outcomes.
-  **AJO Implementation & Enablement**
Configure AJO, channels, and workflows for rapid adoption.
-  **Agentic Execution Patterns**
Introduce AI-assisted journey design and optimization.
-  **Continuous Optimization & Evolution**
Expand journeys as signals, channels, and expectations evolve.

Why Publicis Sapient

You need more than implementation—you need a partner who can align technology, teams, and operating models to run journeys at the speed AI now demands. We bring deep AJO expertise, proven journey-centric operating model design, and a product-driven approach that turns Adobe Journey Optimizer into your real-time decisioning and activation layer across owned and emerging channels.

Let's Connect

Ready to modernize journey execution and unlock agentic activation?

Let's explore how Publicis Sapient and Adobe can help you achieve measurable impact, fast.

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