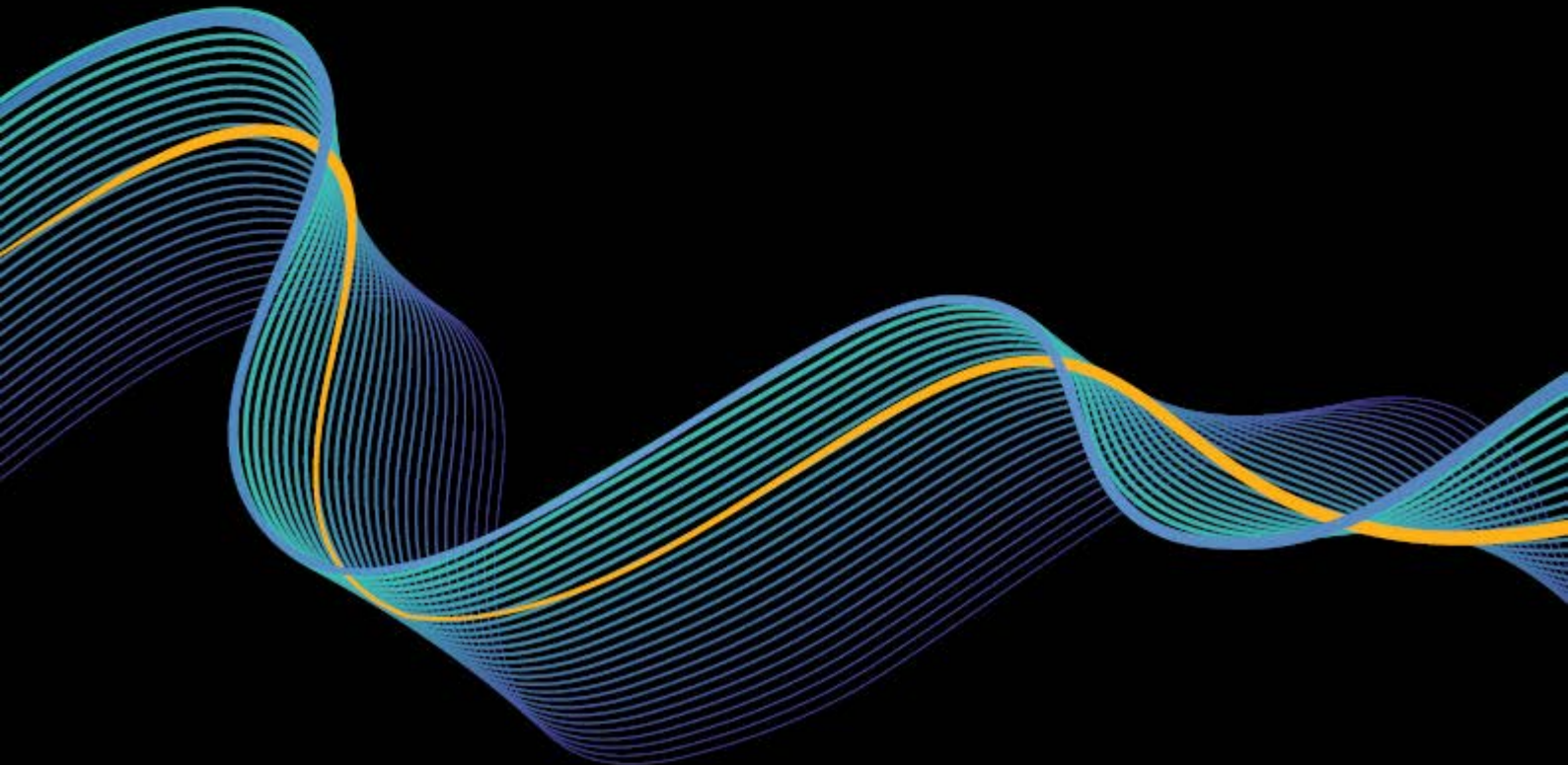


# AI-driven precision marketing engine

Predict. Personalise. Optimise.  
Reimagine marketing with TwinX™

Imagine a world where every marketing decision is validated before you spend a single dollar. Where you can test thousands of what-if scenarios, forecast outcomes with hedge fund-level precision, and orchestrate campaigns that guarantee measurable impact.

TwinX makes that possible — shifting marketing from reactive campaigns to decision intelligence-driven orchestration, where every decision is validated, every experiment scales, and every investment delivers measurable impact.



# Why choose TwinX?

Powered by TCS' 50 plus years of technology innovation and enterprise transformation, TwinX brings unmatched scale and depth to precision marketing and customer AI. It's more than analytics—it's adaptive, predictive, and continuously optimising.

- **Adaptive marketing AI:** Learns, adapts, and evolves with every signal so decisions remain relevant.
- **Beyond analytics:** Models what's next—shaping future outcomes, not just reporting the past.
- **Continuous experimentation:** De-risk every decision by running thousands of what-if simulations.
- **Seamless activation:** Connects with your MarTech, CRM, and enterprise data to trigger next-best actions automatically.
- **Smart recommendations:** Provides AI-driven insights on the right customer, offer, channel, and timing to maximise marketing impact.

The result? Faster decisions, smarter investments, and higher ROI.

# TwinX core capabilities



## **Model market dynamics**

Predict and respond to real-world market changes, from competitive shifts to economic trends.



## **Understand customer value**

Unlock deep insights into customer behavior with willingness-to-pay modeling, allowing for hyper-personalised messaging and optimised pricing.



## **Risk-free experimentation**

Test thousands of marketing scenarios in a controlled, simulated environment before committing to real spending.



## **Continuous ROI optimisation**

Harness real-time data to fine-tune targeting, creative, and spend allocation.

# Solving the CMO's hardest challenges

- **Scale vs. sophistication:** Achieve hyper-personalisation across millions of variations.
- **Data fragmentation:** Build a unified customer view across complex systems.
- **Compliance complexity:** Accelerate innovation while meeting global regulatory demands.
- **Measurement gaps:** Deliver true closed-loop measurement and ROI accountability.
- **Limited experimentation:** Replace proxy-based decisions with real-time, AI-powered simulations.

## Proven impact

**5X** higher conversions

Boost conversions by 5x through precision marketing and real-time personalisation.

**2X** revenue growth

Drive 2x revenue with targeted offers and optimised cross-sell/upsell.

**30%** improvement in win back rates

Increase retention by 30% with tailored win back strategies.



# Opportunities unlocked



**Churn & win back:** Predict and prevent churn, improving retention by **40%**.



**Cross-sell & upsell:** Personalise customer journeys to increase long-term value and revenue.



**Minimise life time value (LTV):** Optimise marketing spend in real-time to maximise ROI.



**Spend allocation:** Drive **2x revenue** by recommending the right products to the right customers at the right time.

## Explore every **what-if** before you invest



### **Audience simulation**

Discover how segments respond across channels and offers.



### **Budget optimisation**

Simulate spend shifts to maximise ROI.



### **Promotion forecasting**

Identify the ideal offer mix for conversion.



### **Channel mix planning**

Optimise spend across email, push, SMS, and in-store.

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**TwinX: Precision marketing, reimagined** Make every decision smarter, every campaign more impactful, and every dollar deliver measurable growth.

## About Tata Consultancy Services (TCS)

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 590,000 employees in 55 countries and 202 service delivery centers across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment.

TCS generated consolidated revenues of over US \$30 billion in the fiscal year ended March 31, 2025. For more information, visit [www.tcs.com](http://www.tcs.com).