

In-Thread

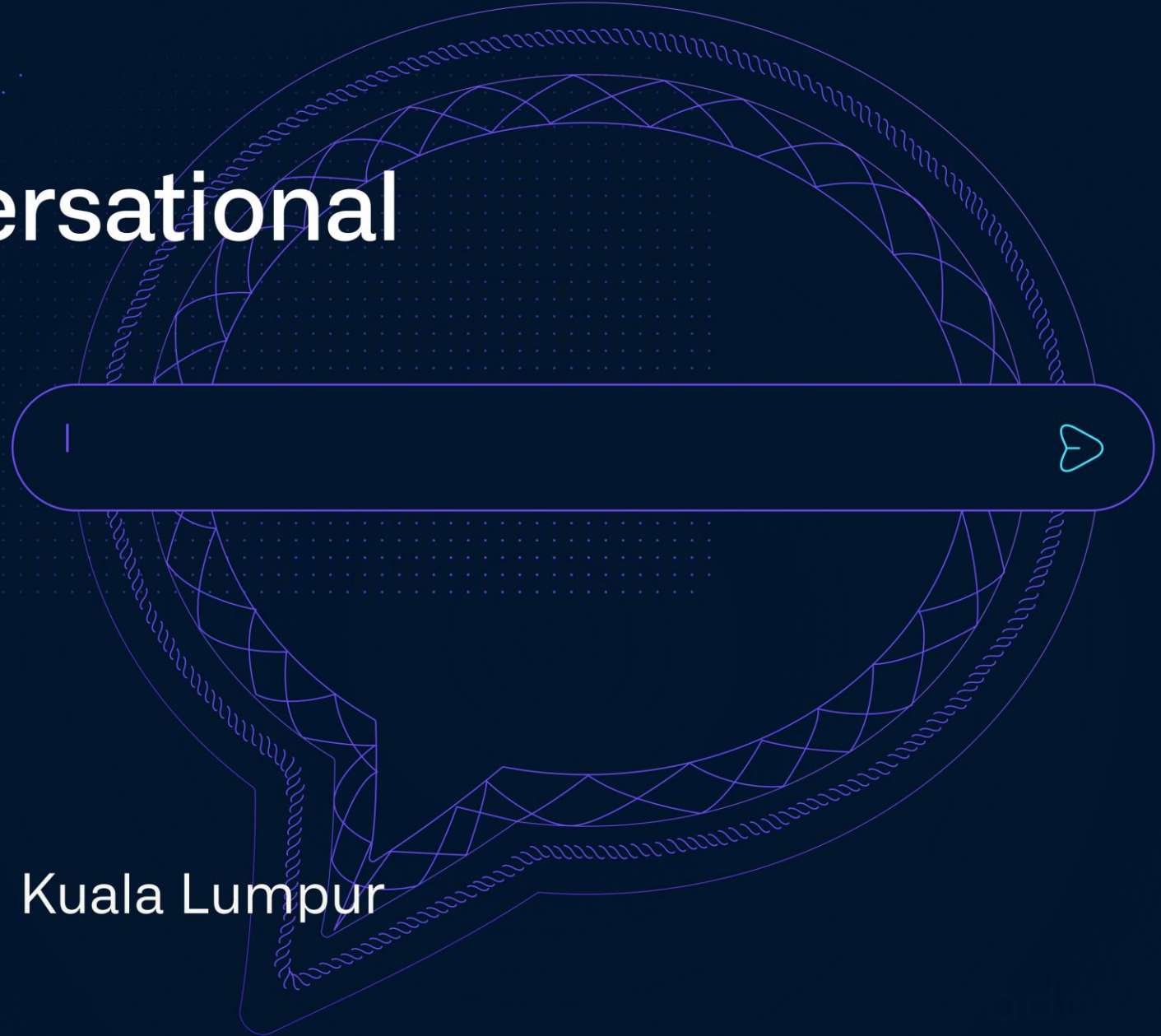
The Largest Conversational AI Summit in SEA

By ADA • Meta

10 September 2026

10am - 3pm

PARKROYAL COLLECTION Kuala Lumpur



ada Agenda

InThread 2026

The Largest
Conversational AI
Summit in SEA

TIME	SESSION	SPEAKER	COMPANY
10:00–10:30	Arrival and Coffee Networking		
10:30–10:45	Welcome and Introduction	Klara	ada
10:45–11:00	The Era of Intelligent Growth	Srini	ada
11:00–11:30	How Messaging is Becoming Agentic	Hubert	ada
11:30–11:50	Introduction to Meta Business AI	Jey	 Meta
11:40–12:10	Fireside: Finance Built to Scale	Mark	
12:10–13:30	Networking Lunch and Demo Experience		
13:30–13:50	Product: Intelligent Journey Orchestrator	Ramesh	ada
13:50–14:20	Fireside: Transitioning a Legacy Business to Agentic	Freddy	
14:20–14:50	Fireside: The Conversational Travel Experience	Ravi	
14:50–15:00	Closing	Hubert	

We are
The Data & AI
Experience
Company

We operate across the world partnering with 1,500 leading enterprise clients

34

Markets Globally

1,500+

Enterprise Clients

• Our offices



our Shareholders



SoftBank



Sumitomo Corporation



MITSUI & CO.

Powering client outcomes with specialized industry depth

Retail



Food & Beverage / QSR



Consumer Goods



Financial Services



Healthcare



Telecommunications & Super Apps



Automotive



Through a **portfolio of interconnected solutions**, built on AI-ready Data Foundation

Identity

Verify real users with carrier-grade signals & multichannel verification delivered through a single API

Authentication

KYC

Personalization

Unify customer intelligence and orchestrate journeys across channels, for personal experiences at enterprise scale

Customer Data Platform

Omnichannel Marketing

Digital Experience Personalization

Conversational AI

Commerce

Intelligent end-to-end commerce experiences powered by data and AI, executed by always-on operations

Marketplace & Social Commerce

Commerce Data Platform

Conversational Commerce

Supply Chain

Forecast demand, plan supply, and collaborate with suppliers on one AI platform

Demand Forecasting

Supply Planning

Vendor Collaboration

Data & AI Foundation

Unify and govern data so AI runs reliably, building a scalable foundation for activation, analytics, and automation

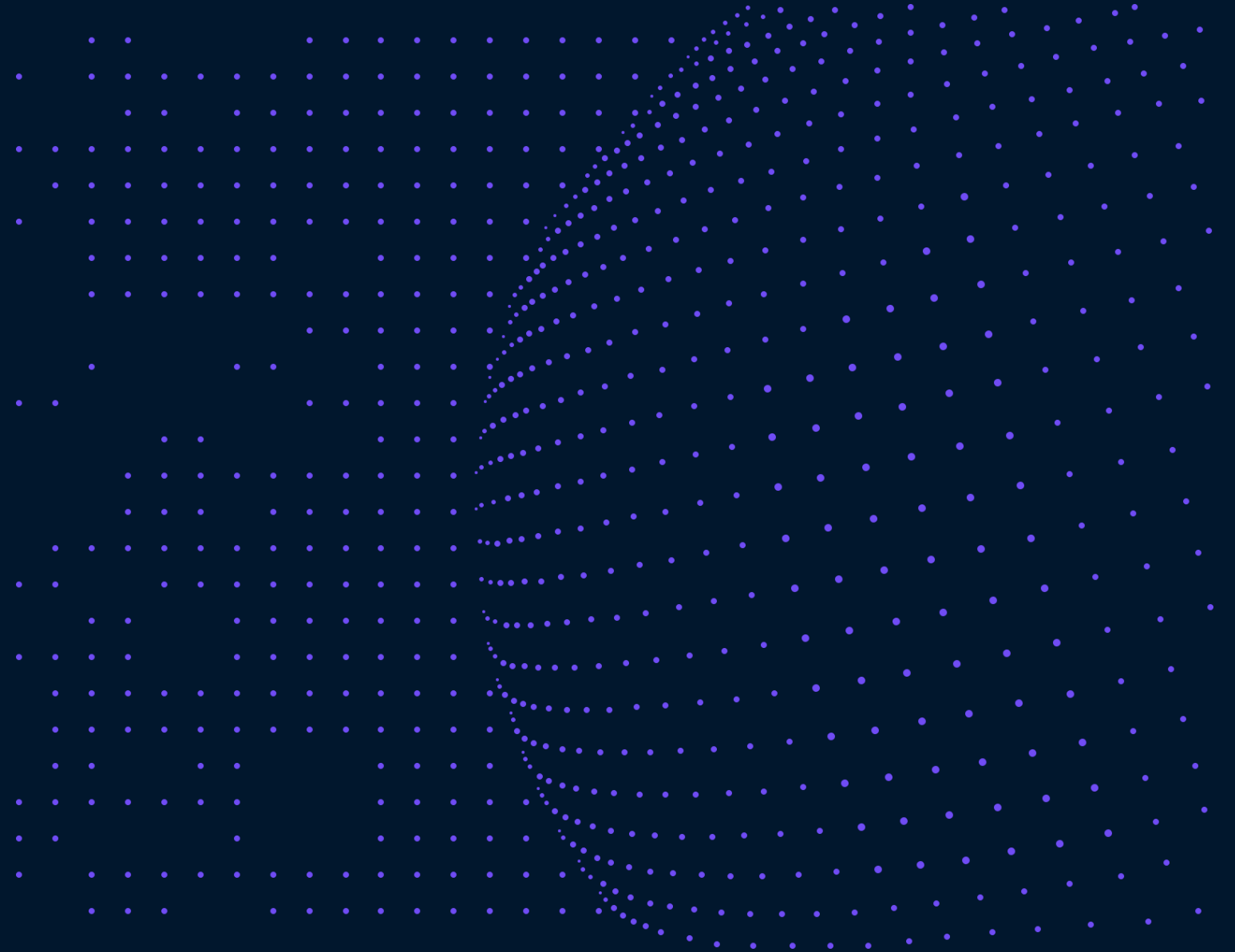
Build:
Data Foundation

Prepare:
Data for AI

Activate:
Agentic AI & Analytics

Our Mission

We're
building the
world's most
intelligent
growth
platform.



ada

02.

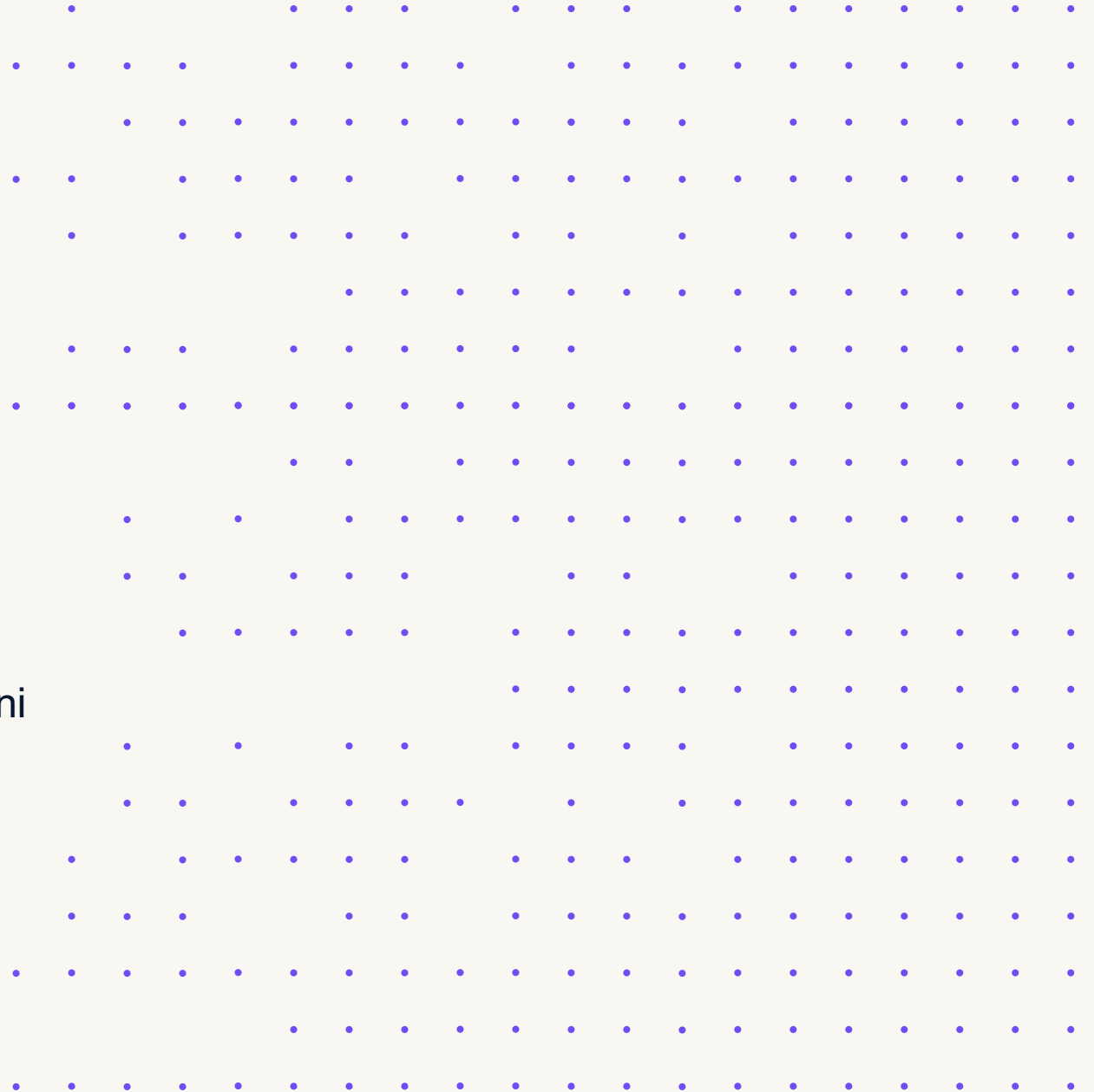
The Era of Intelligent Growth



Srinivas Gattamneni

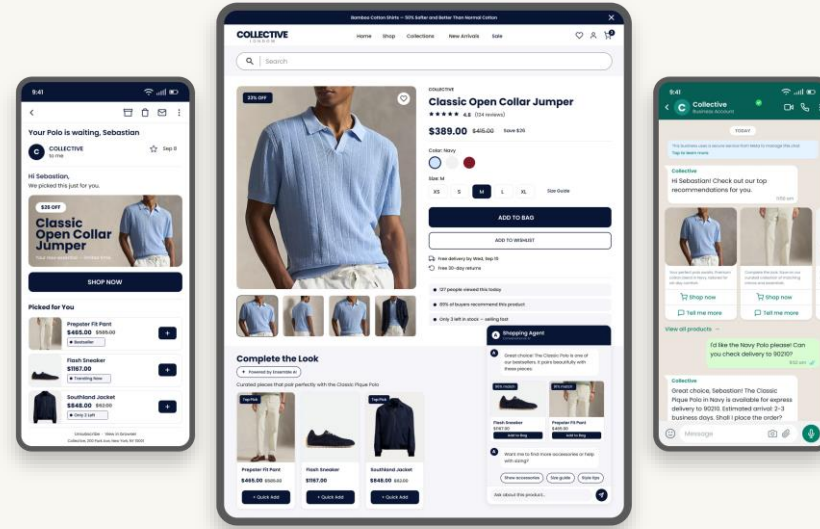
CEO

ada



We are in an era of Intelligent Growth

Growth is won at touch point



Generate Demand

Touchpoints are not just about converting demand, they generate it

Unified intelligence

Where consumer, product, supply chain and availability feed every touch point

Self-generating experiences

The interface composes itself around the conversation and experience, not pre-built

Conversations feel human

Efficient GenAI, low latency integration that feels like a person, not a machine

We build Data & AI Experiences that create intelligent touch points

ADA's Data Platforms

Consumer Data

Customer Data Platform

Identity, behavior, consent

Product Data

Recommend, Merchandising AI

Catalogue, content, price

Supply Chain Data

Order Right, Vendor Link

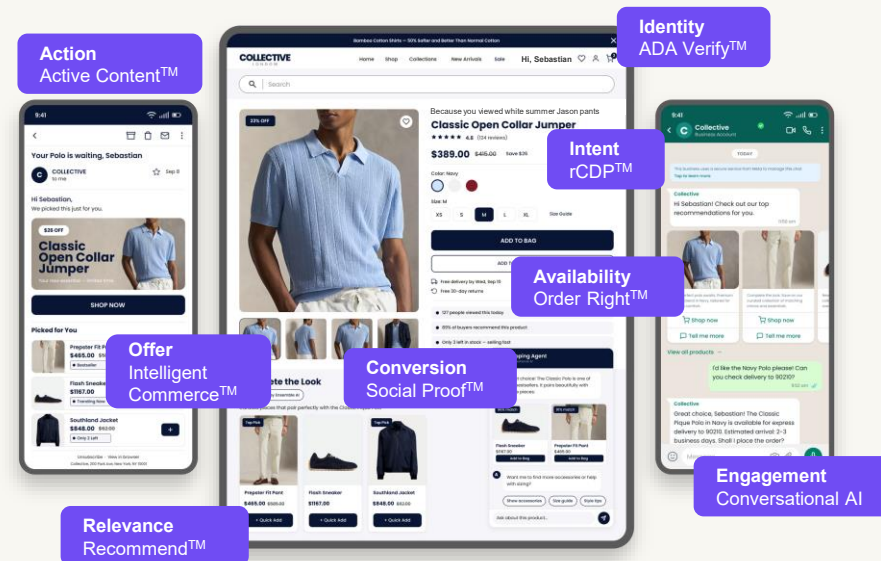
Inventory, forecast, supplier

Commerce Data

Intelligent Commerce Platform

Cart, orders, offers, channel

Customer Touchpoints



ADA's AI Agents

Customer Intelligence

→ Sentiment Intelligence, Churn Propensity...

Trust

→ Fraud detection, Returns abuse, Identity & Verification, Credit Risk...

Supply Chain and Retail Operations

→ Inventory planning, Replenishment, Demand-supply Balancing, Next Best Action...

Revenue Growth

→ Pricing, GMV optimization, Bundling, Vouchers, Offer Recommendation, Customer Attrition Risk...

Grocery Assistant

01 / Memory

Remembers the routine

Reminds customers only when they miss their usual order.

02 / Journey

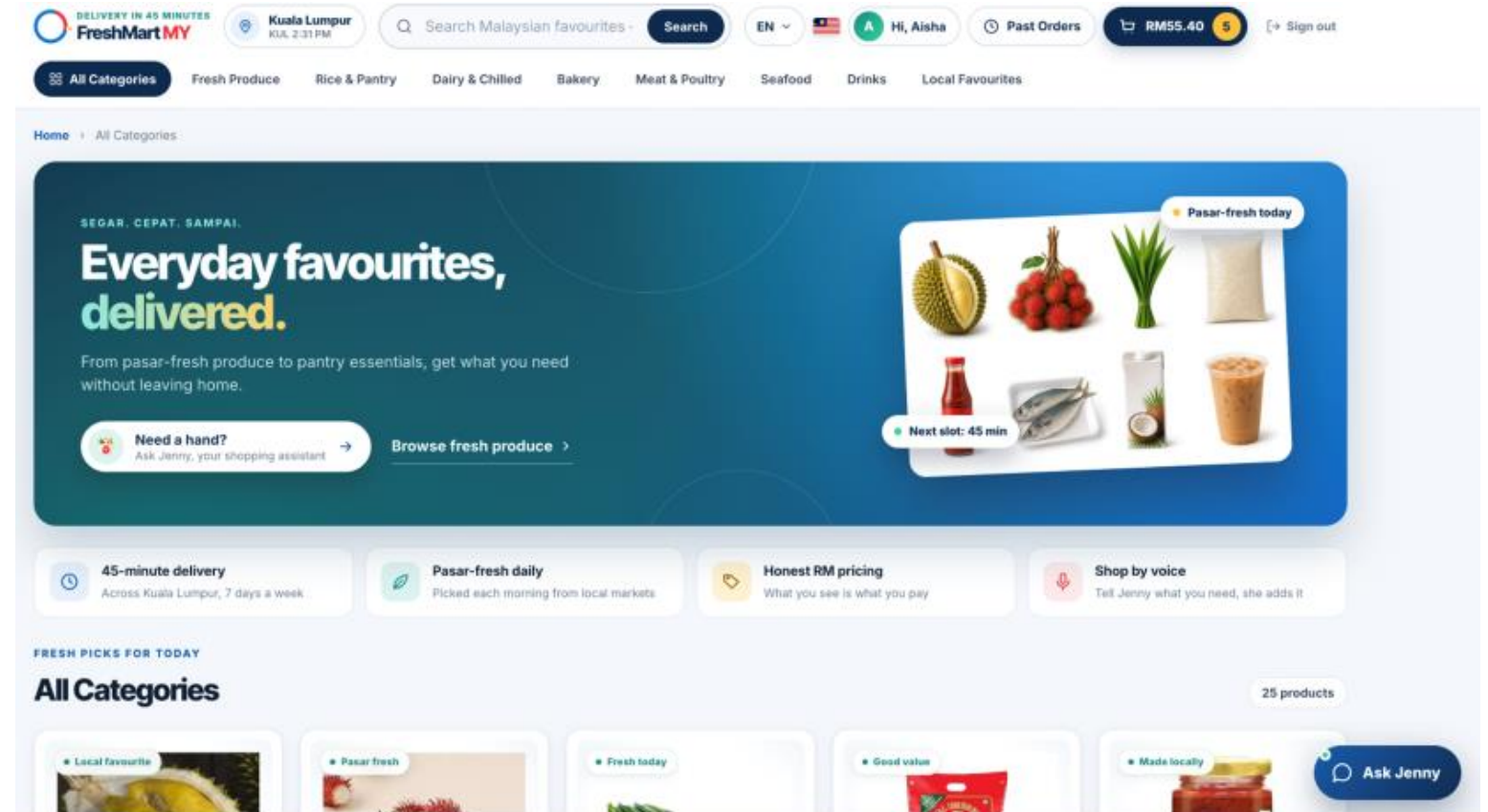
Carries the data forward

Cart carries from WhatsApp to web without re-login or rebuilt.

03 / Preferences

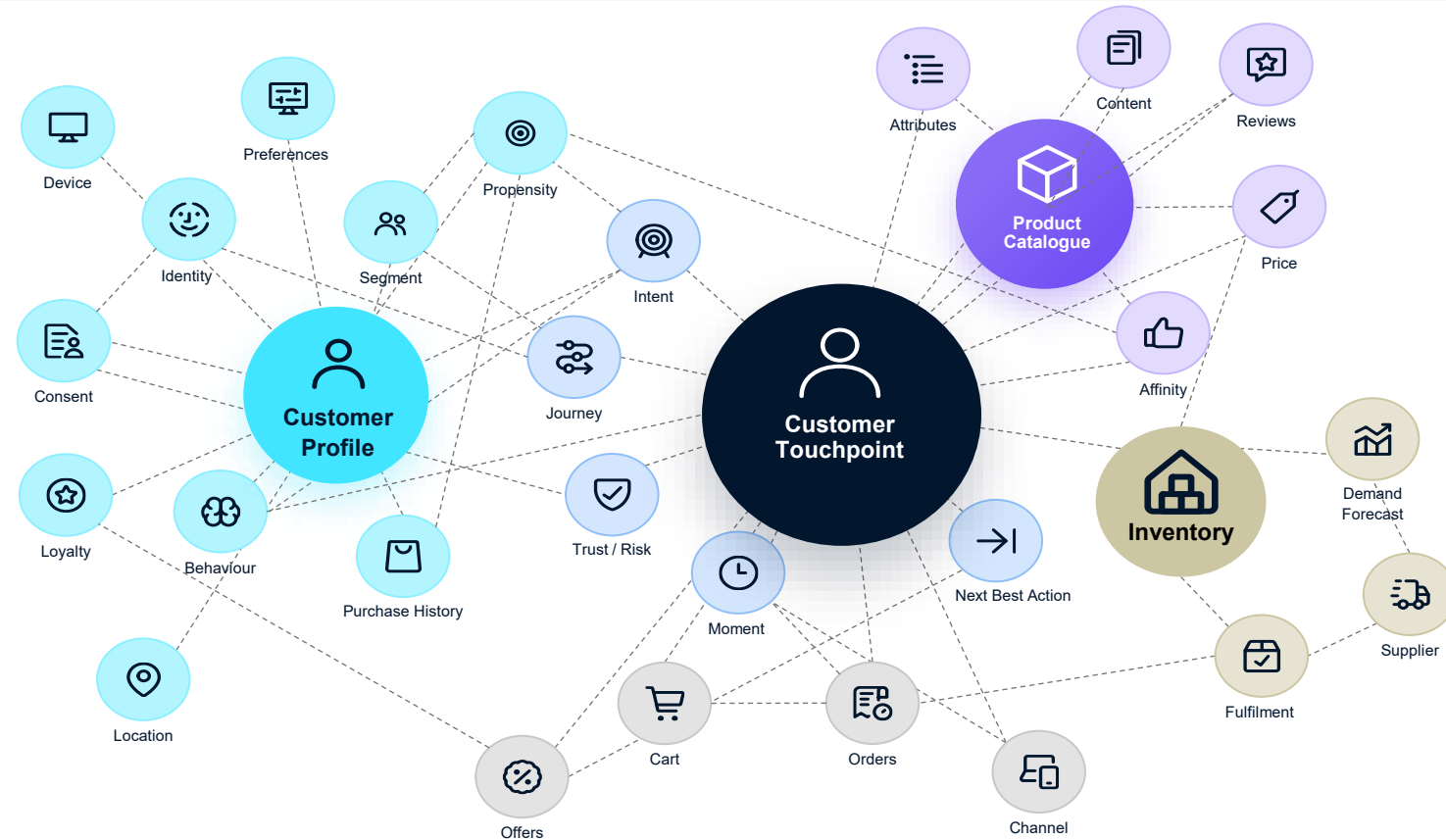
Knows the basket

Swaps and pairing reflects previous purchases.



Intelligent touch points through unified data

Consumer, product, supply chain and commerce data **feed each interaction**



250Mn Customer Profiles built on trillions of data points

150+ Proprietary AI models, trained on 20 yrs of vertical data

30Bn Algorithmic decisions daily

1.2Bn Customer events processed, daily

We unlock intelligent growth for our clients

Revenue Growth =

Demand

Traffic Generation

Omnichannel Campaign
Audience Manager
Autonomous Marketing
Active Content

Demand Capture

rCDP / CDP
Customer Intelligence
Authentication KYC

Conversion

Personalization

Recommend™
Find™ search
Discover™ PLPs
Ensemble AI
Social Proof Optimize

Guided Selling

Active Content
Conversational AI
Shopping Agent

Price

Price & Offer Decisioning

Merchandising AI
Intelligent Commerce

Cross-channel

Customer Intelligence
Omnichannel Commerce

Availability

Inventory & Assortment

Order Right
Demand Forecasting
Merchandising AI
Supply Planning

Supplier & Marketplace

Vendor Link
Marketplace
Social Commerce

Data and AI Foundation

03.

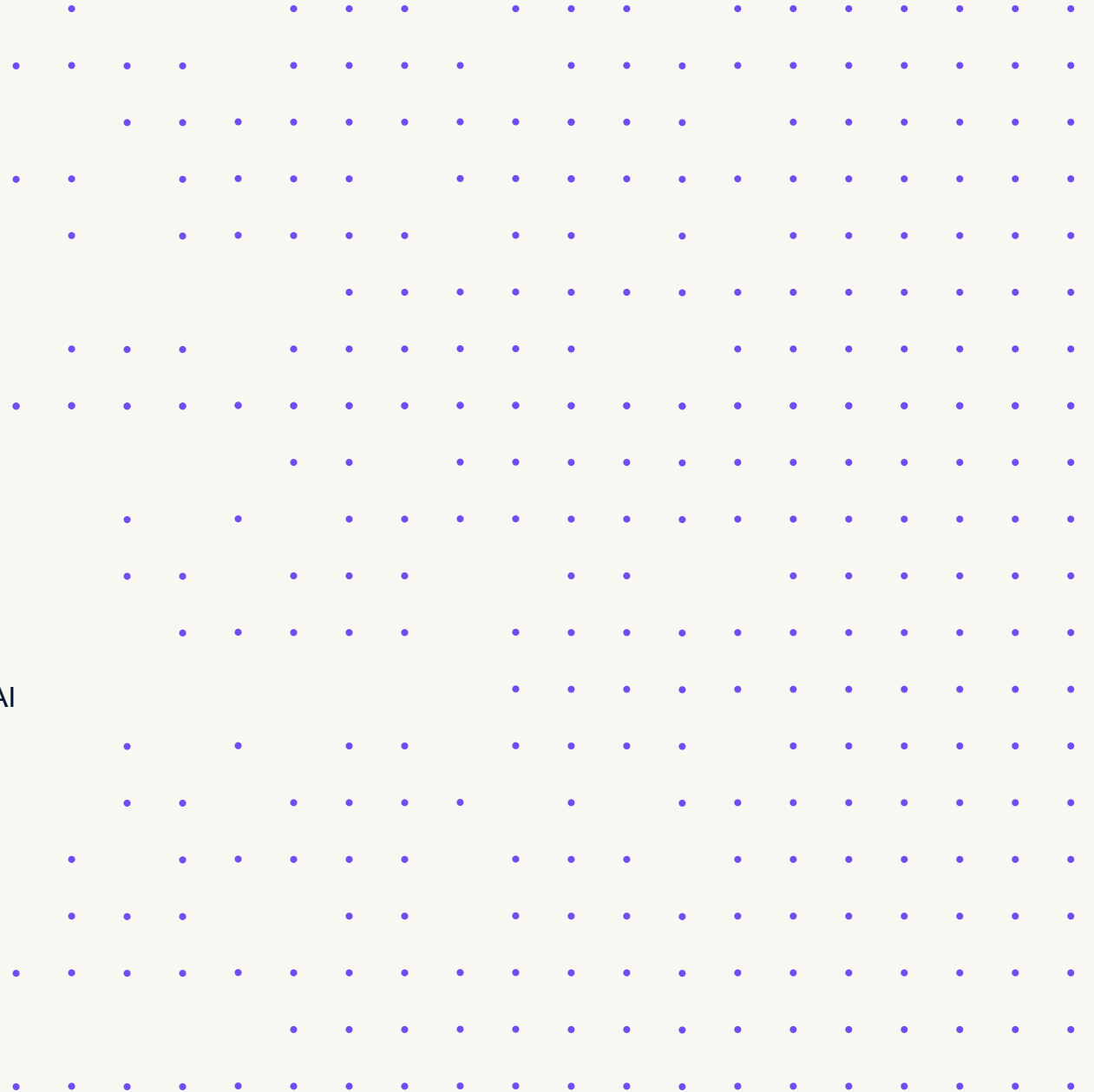
How Messaging is Becoming **Agentic**



Hubert Marchand

Head of Growth, Conversational AI

ada



We deliver Identity and Conversational AI globally

Backed by a platform operating in 150+ countries, with 99.99% uptime and support for 120+ languages.



3Bn+

Authentications powered by
ADA engines annually

500M+

Conversations on WhatsApp

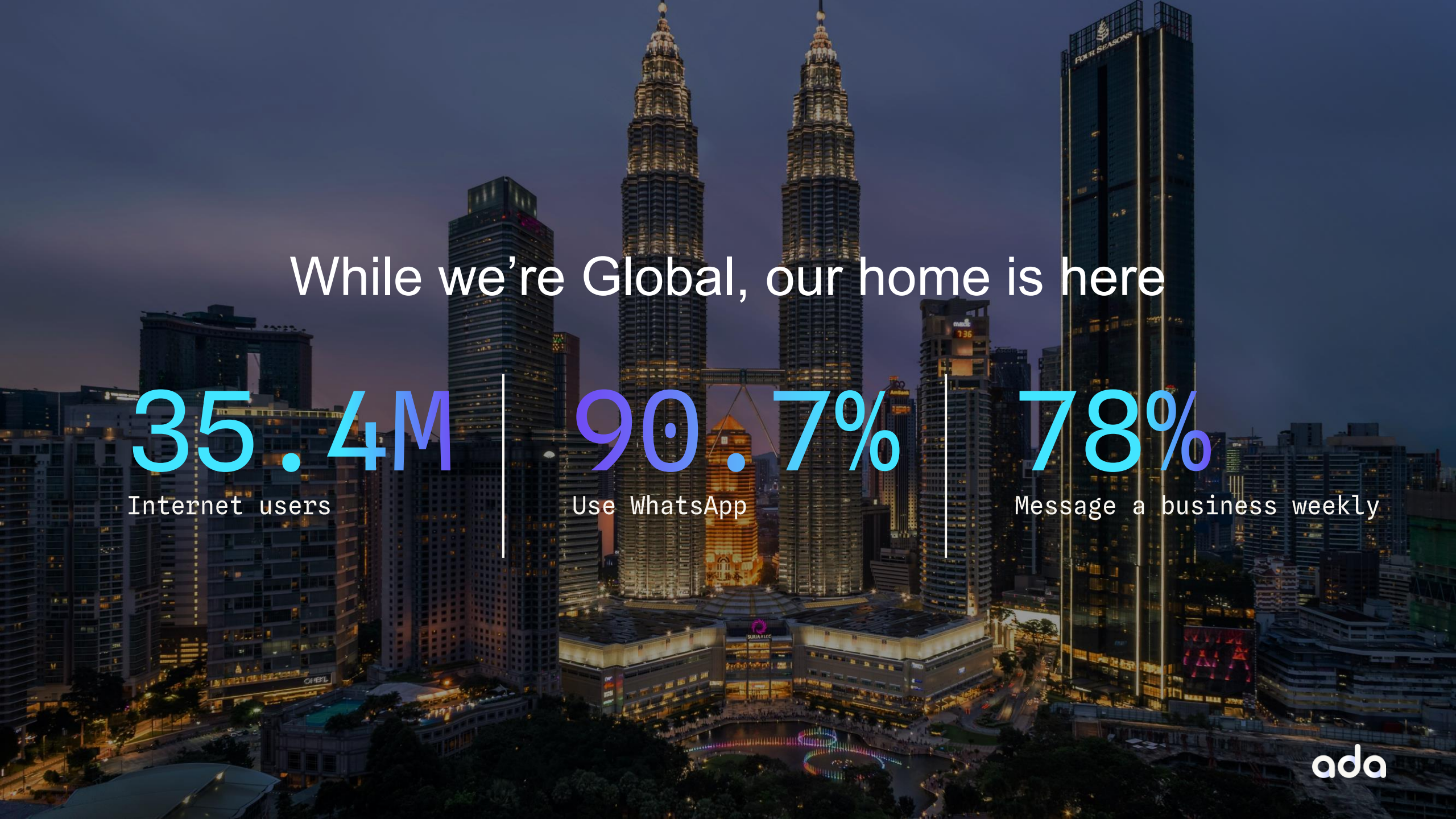
250+

Conversational Customers

99,99%

Platform uptime

 **Meta**
Business Partner



While we're Global, our home is here

35.4M

Internet users

90.7%

Use WhatsApp

78%

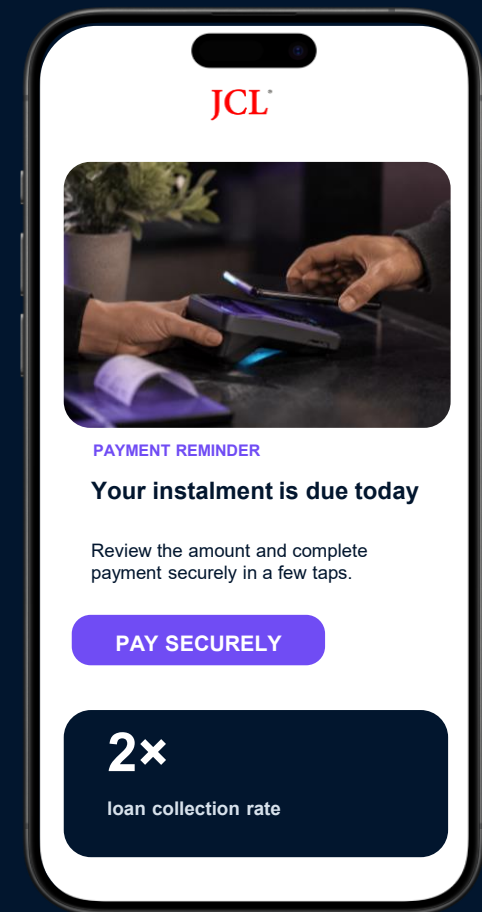
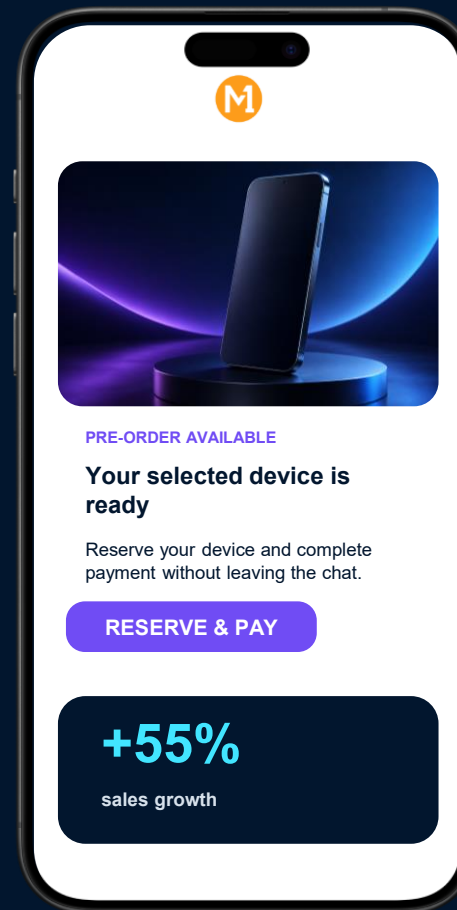
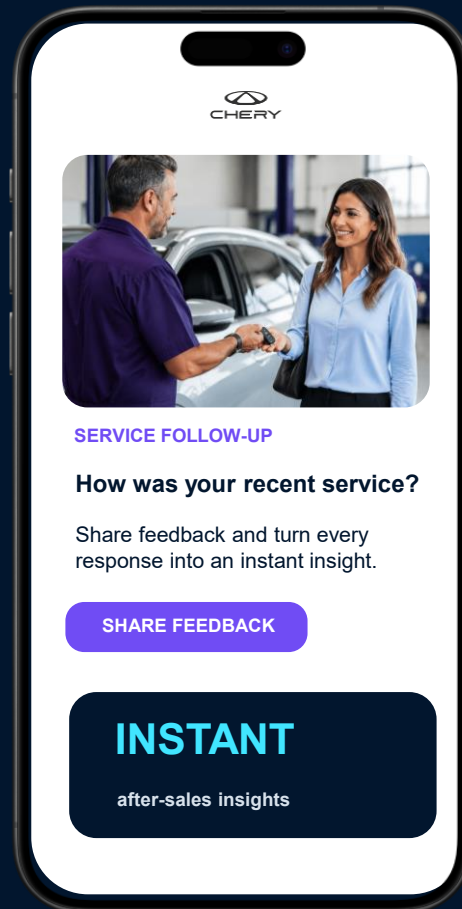
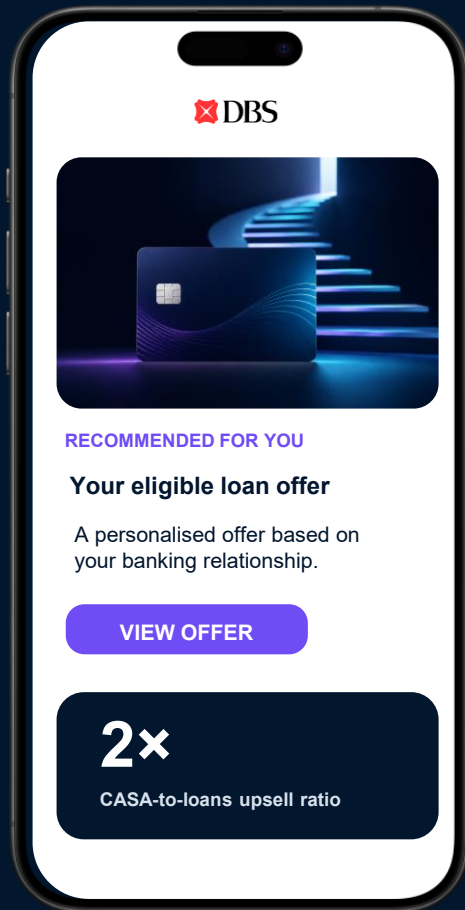
Message a business weekly

ada

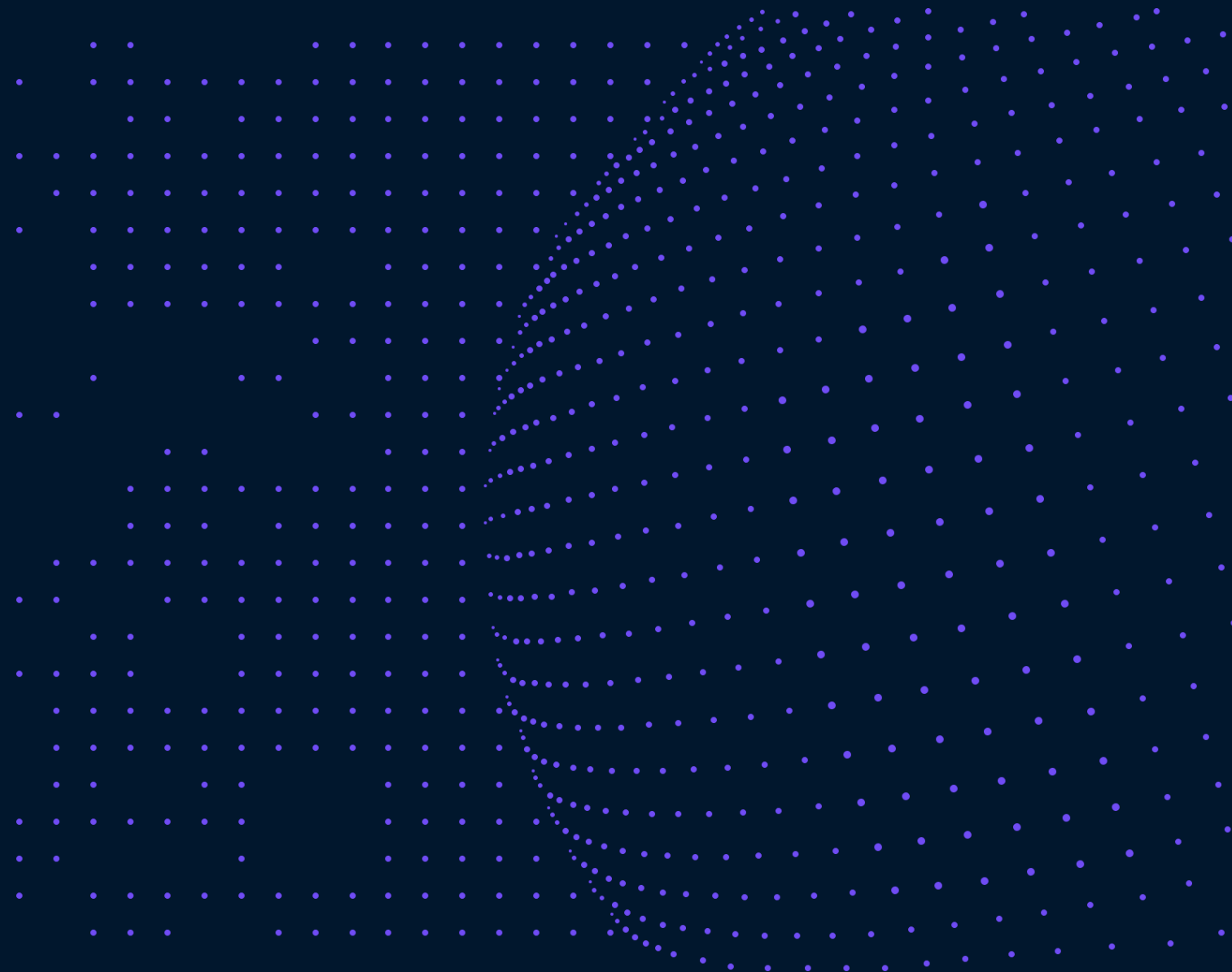
Our focus is less on channels and
more on business outcomes

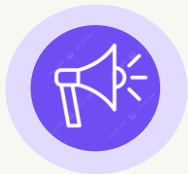


Outcomes as our main mission



But what's
next?





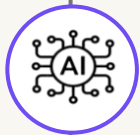
Broadcast



Segmented
Campaigns



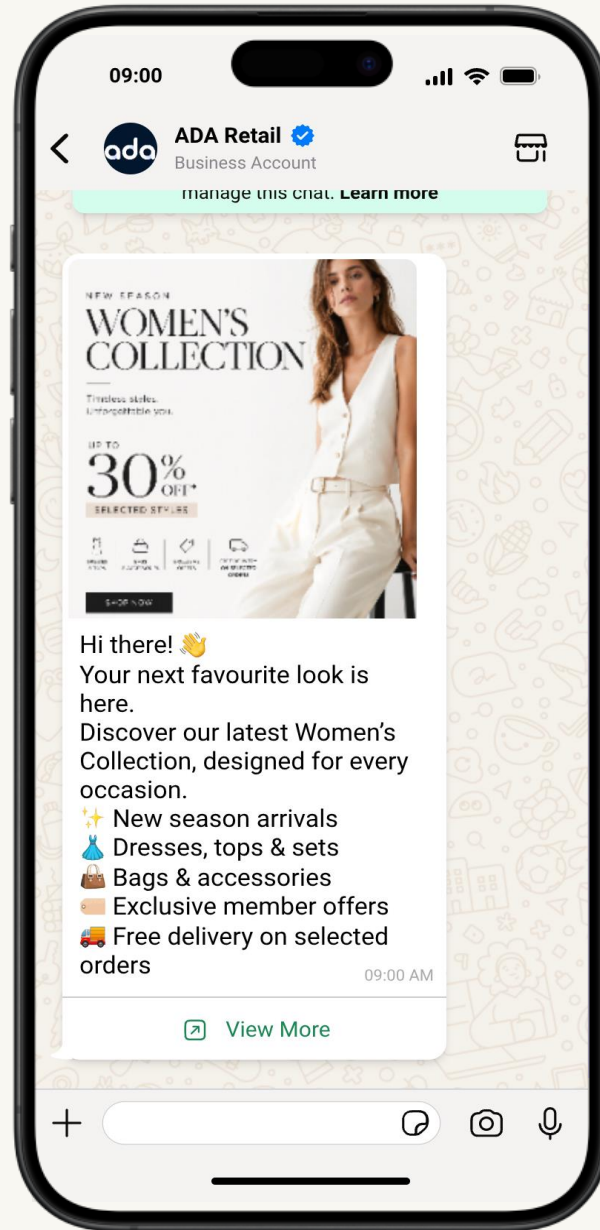
Personalized
Conversations



AI-assisted
conversations



Agentic
Conversations



STAGE 01

Broadcast Messages

Mass push notifications

Same message, every customer

No segmentation. No personalization. One broadcast, entire list.

You talk, customers receive

It's one-way by design. No reply built in, no conversation.

Volume > Relevance

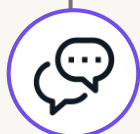
High reach, low context. Nobody's version adjusts to where they are or what they need.



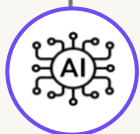
Broadcast



Segmented Campaigns



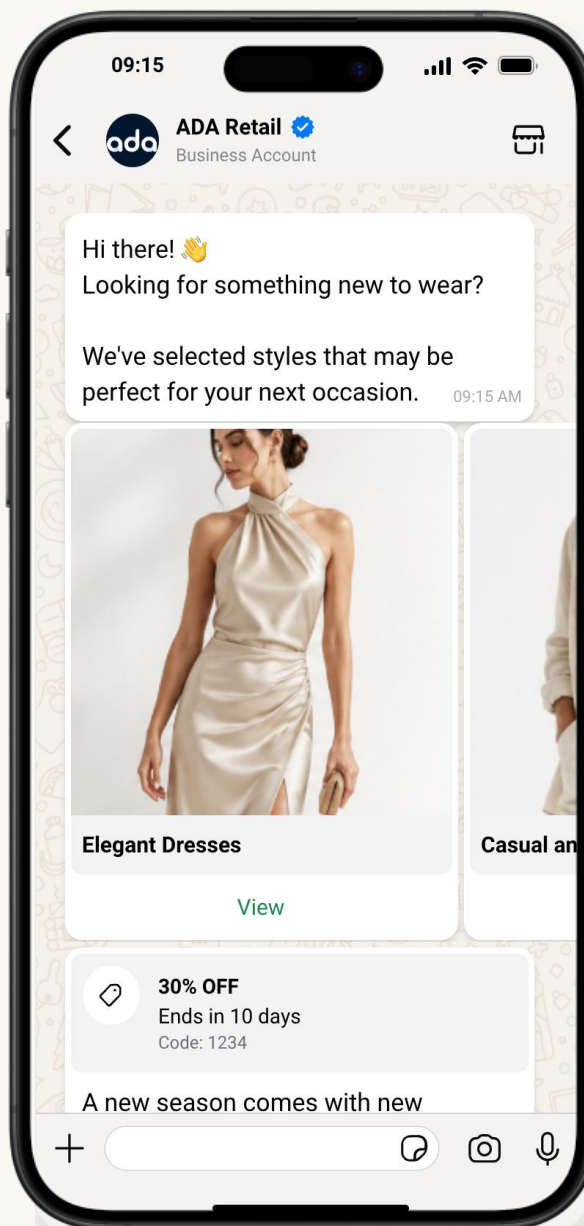
Personalized Conversations



AI-assisted conversations



Agentic Conversations



STAGE 02

Segmented Campaigns

Right segment, still one-way

Behaviour-triggered messages

Sent based on what a customer does, not who they are

Rules-based timing

A customer action starts the send. The words stay fixed in advance.

Audience Tiers

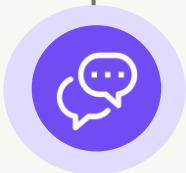
Customers grouped into segments, but each person gets a script written for the group.



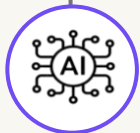
Broadcast



Segmented
Campaigns



**Personalized
Conversations**



AI-assisted
conversations



Agentic
Conversations



STAGE 03

Personalized Conversations

Two-way, contextual conversations

Two-way threads

Customers engage in conversation, not just receive.

Context carried forward

Messaging history and customer data inform every reply.

Channel Aware

Conversations happen on WhatsApp, where customers already are.



Broadcast



Segmented
Campaigns



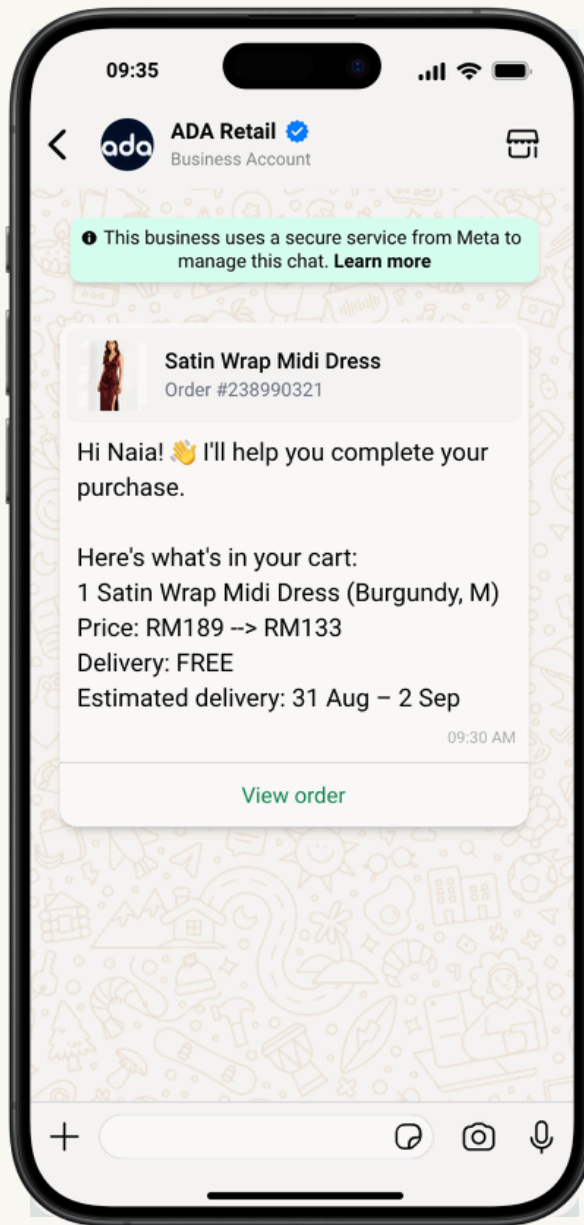
Personalized
Conversations



AI-assisted
conversations



Agentic
Conversations



STAGE 04

AI-Assisted Conversations

Human agents, AI co-pilot

Gen-AI drives the conversation

Suggests responses and next steps in real time.

Flags escalation automatically

Complex or sensitive cases route to a human, fast.

Predicts next best action

Recommends what to do next based on context, not guesswork.



Broadcast



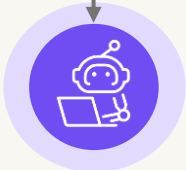
Segmented
Campaigns



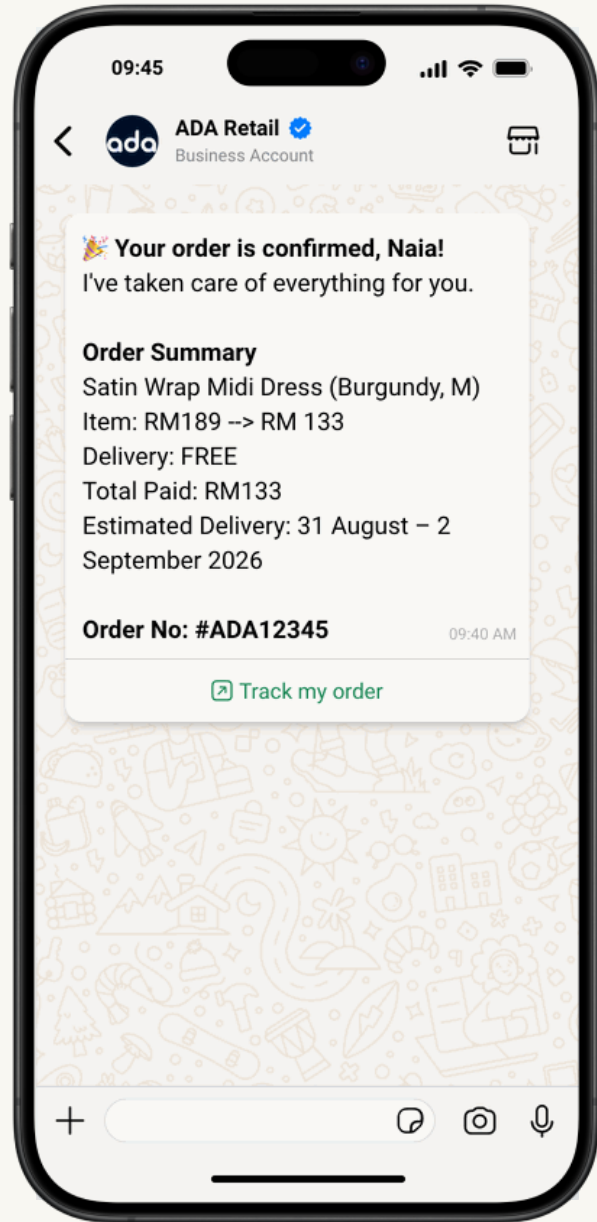
Personalized
Conversations



AI-assisted
conversations



**Agentic
Conversations**



STAGE 05

Agentic Conversations

Autonomous AI runs the journey

End-to-End Journeys

AI handles onboarding, upsell, renewals, and resolution without handoffs.

Autonomous Execution

Conversations happen on WhatsApp, where customers already are.

Humans for edge cases only

People step in when the situation genuinely needs judgment.

Outcomes Agent for Lead Gen and Purchase

01 / Right for the recipient

Eligibility + Affinity

Offers reach customers whose spending shows a clear fit.

02 / Value

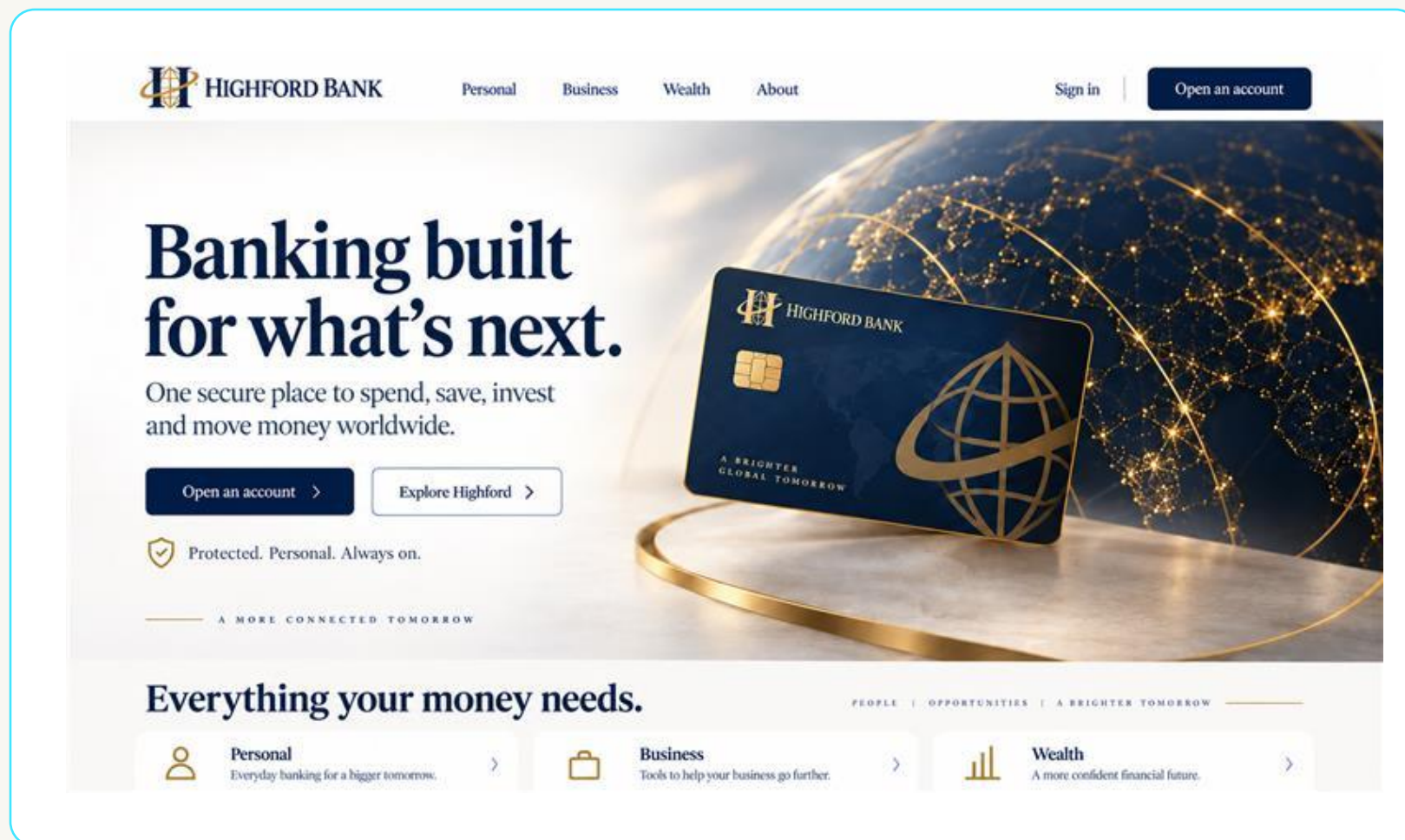
Benefits in Real Time

The upgrade shows the real difference from the customer's current tier.

03 / Pricing

Prices it for real

Fares and offers reflect the customer's actual dates, spend and discounts.





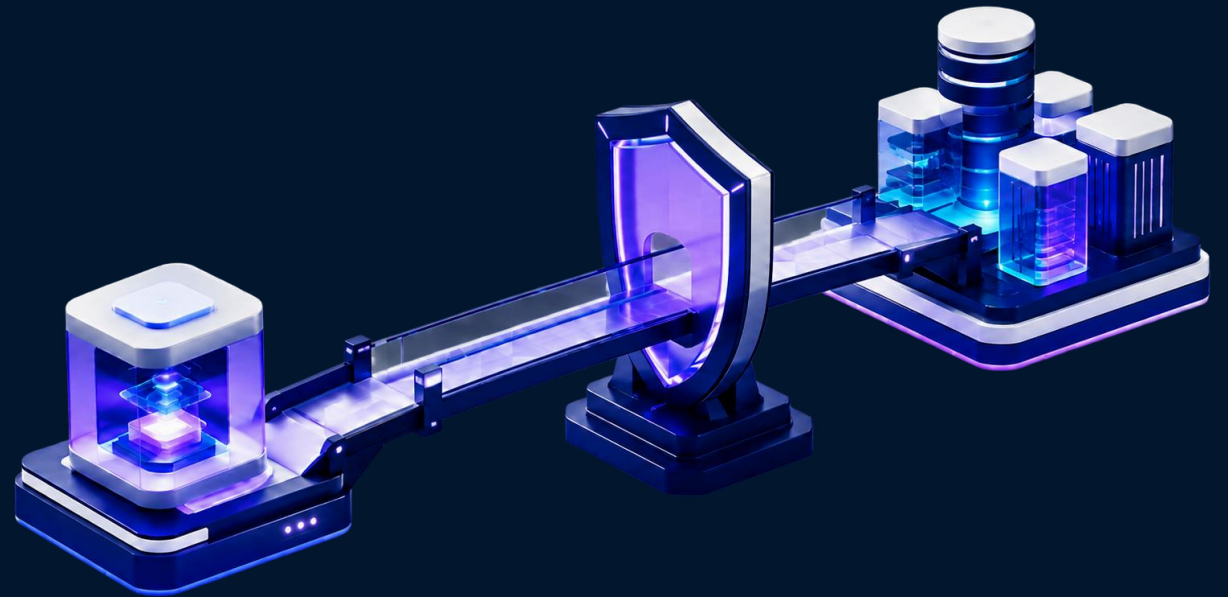
Are we ready for this
agentic wave?

Brands are looking beyond AI. They're looking for Agentic AI

72%

of enterprises plan to
deploy AI agents from
trusted technology
providers in 2026

KPMG, 2026



The industry is already all-in

Adobe AI Forum | Los Angeles
Discover new insights and what's next for
marketing and AI.
August 10, 2026
W Hollywood
6250 Hollywood Blvd
Los Angeles, CA
Join us at Adobe AI Forum to get a firsthand look at how
Adobe leads you toward AI experimentation to real
business impact.
[Get to know](#)

Experience Adobe AI in action.
Get hands-on with the latest Adobe AI innovations, hear from Adobe leaders in an executive keynote, and gain insights
from our partners and customers alongside peers shaping what's next.



**The platform for
conversations in the
AI era**

The Twilio platform empowers humans and AI agents to
work together, coordinate across channels, and pick up
every customer conversation where the last one left off.

[Start for free](#) [Explore what's possible](#)

[Free trial](#) [No credit card required](#) [Flexible pricing](#)

**The Agentic Customer
Engagement Platform**

Built for marketing & product teams that don't just want to run campaigns, but
to win outcomes. Agents handle workflows for your team and decisioning for
every customer, learning and improving with every interaction.

[LET'S TALK](#)

An agent for every marketing job

**The AI suite for revenue-driving
conversations**

Never miss a sale, leave an inquiry unanswered, or lose a deal to a slow reply — across every chat, email, and call, with AI agents
your human teams will actually thank you for.

[Start for Free](#)

[Lead generation](#) [Sales conversion](#) [Customer support](#)

**Rewrite the rules of
customer engagement
with AI**

From cross-channel messaging and journey orchestration to AI-
powered decisioning and optimization, Braze is a customer
engagement platform that empowers brands to be Absolutely
Engaging.™

[Contact Sales](#) [Start a Free Trial](#)

Agentforce

What AI Was Meant to Be

The live launch event on salesforce

**The communications
infrastructure the
AI era runs on**

Enterprise-grade messaging, voice, and email with delivery, routing, compliance, and fraud prevention built in
from day one. A single infrastructure for all — APIs for builders, ready-made applications for teams.

[Talk to an expert](#) [Try for free](#)

There are just a few problems

In 2027

40%

of agentic AI projects will be cancelled due
to cost or unclear value

McKinsey, 2025

There are just a few problems

80%

of businesses aren't seeing a tangible
impact on enterprise-level EBIT from their
use of AI

McKinsey, 2025



What makes us so
confident?

It's the infrastructure that determines if Conversations can drive outcomes



Providing Brands the end to end infra to reach commercial endpoints, supported by in-market solutioning

Shopping Assistant: Abandoned Cart Recovery

01 / Discovery

Finds the right pieces

Recommendations reflect what she viewed, her size and her style.

02 / Styling

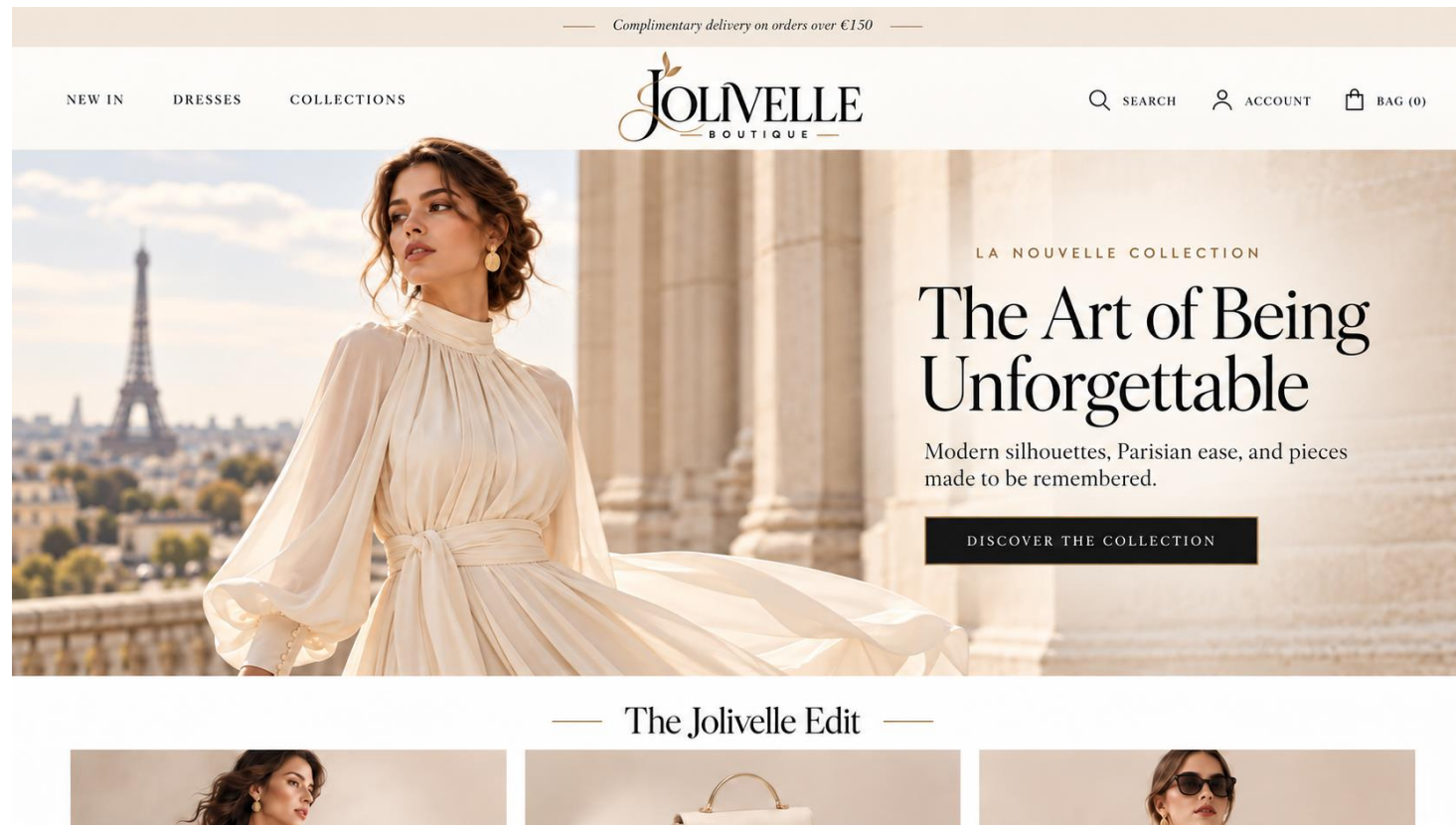
Builds the look around her choice

Checks live-stock when she asks for a different colour, then adds pieces that complete the look.

03 / Conversion

Keeps the sale moving

When price becomes a concern, offers instalments and a discount code valid for 10 days.



Client Fireside: Finance Built to Scale

MODERATOR



Hubert Marchand

Head of Growth, Conversational AI

PANELIST



Mark Lai

Marketing Technology, Lead



Networking Lunch and Demo Experience

06.

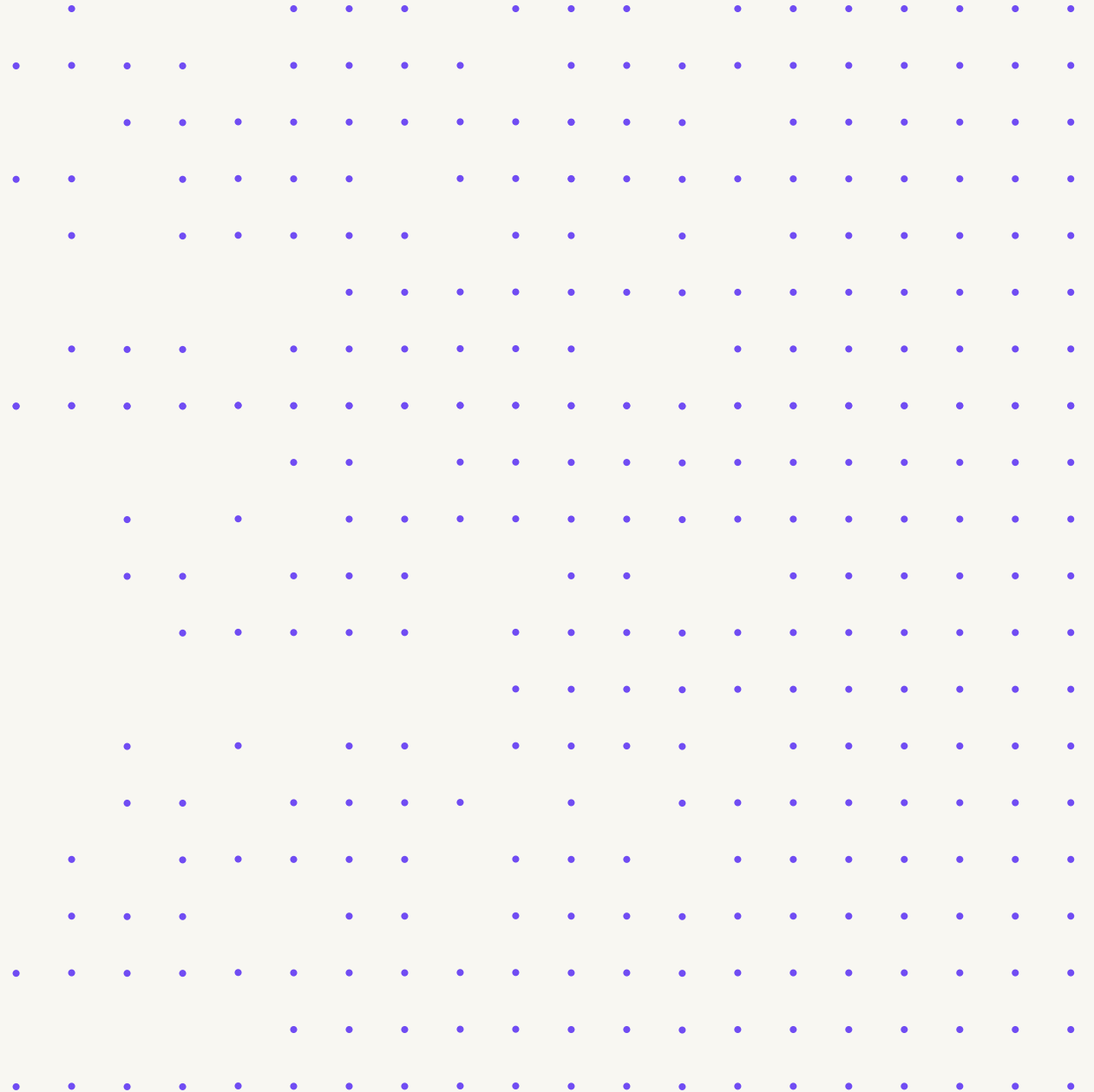
Product:

Intelligent Journey Orchestrator



Ramesh Kumareson

Regional Head, Conversational AI



Are we ready for Agentic Messaging?

The missing infrastructure

THE CURRENT JOURNEY



**Customer
Data**



Segments



Campaign



Message



**Customer
Response**

We already made conversations intelligent

CONVERSATIONAL AI STACK

01

CHANNELS

02

JOURNEY ORCHESTRATION

03

ENTERPRISE SYSTEMS

 **Meta**
Business Partner

Partner Level: Premier



EMAIL



MOBILE



WEB



AD



CONTACT
CENTER



AI AGENTIC BOT

We already made conversations intelligent

CONVERSATIONAL AI STACK

01

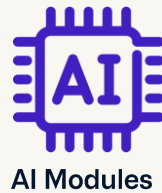
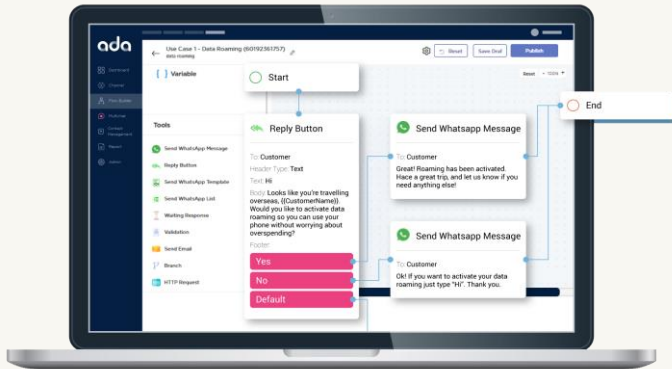
CHANNELS

02

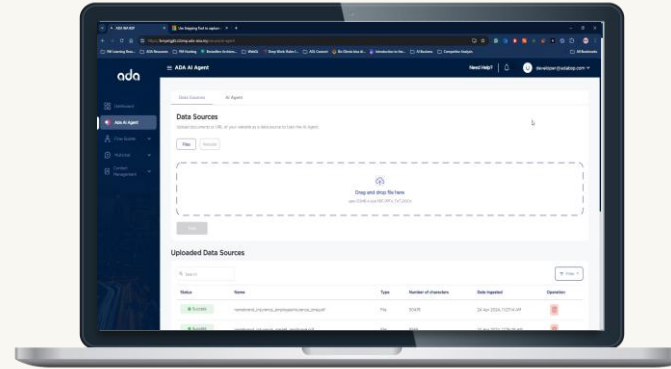
JOURNEY ORCHESTRATION

03

ENTERPRISE SYSTEMS



AI Modules



Unified Inbox Live Agent

We already made conversations intelligent

CONVERSATIONAL AI STACK

01

CHANNELS



Connectors

Connect with your existing customer data systems.

02

JOURNEY ORCHESTRATION

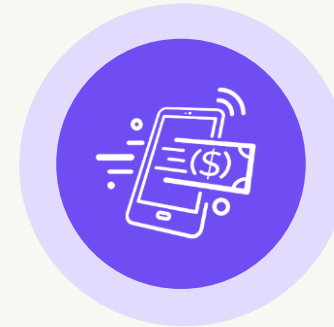


Commerce

Let customers discover products and transaction within the messaging interface.

03

ENTERPRISE SYSTEMS



Payments

Drive checkouts in thread with first- and third-party payment integrations.

We already made conversations intelligent

CONVERSATIONAL AI STACK

01

CHANNELS



Connectors

Connect with your existing customer data systems.

02

JOURNEY ORCHESTRATION

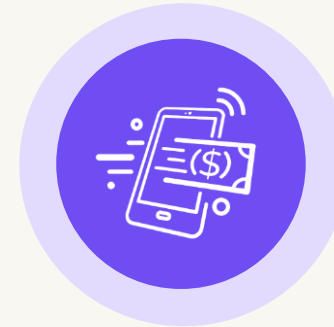


Commerce

Let customers discover products and transaction within the messaging interface.

03

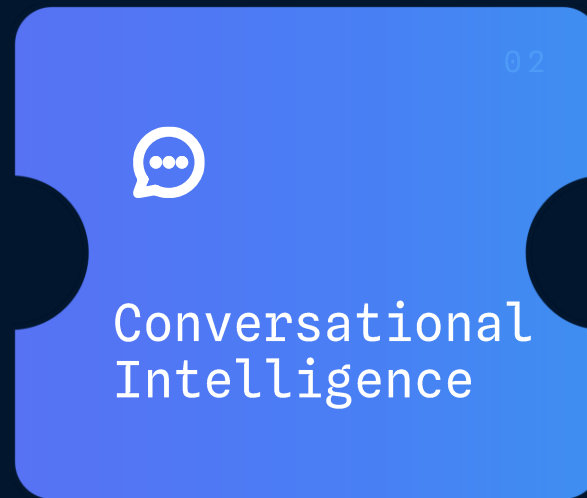
ENTERPRISE SYSTEMS



Payments

Drive checkouts in thread with first- and third-party payment integrations.

Reimagine customer experience through **three intelligent layers**



What we have
build to date on our
Conversational AI
platform

Conversational Intelligence

UNDERSTAND ME

.....
What am I asking?

.....
What is my intent?

.....
What am I trying to achieve?

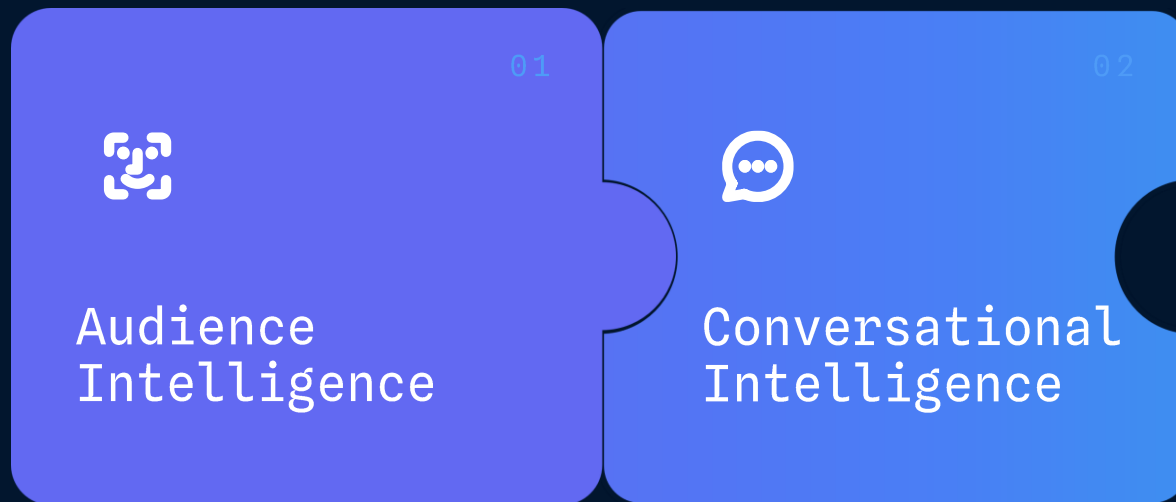
.....
What action should happen next?

INTELLIGENCE: intent • reasoning • AI agents • workflows

Audience Intelligence

Content Intelligence

Reimagine customer experience through three intelligent layers



Next Phase of Conversational AI Platform

Conversational Intelligence

Audience Intelligence

KNOW ME

Who am I? .

.....

What is my history?

.....

What might I need?

.....

Am I eligible?

.....

Is this the right moment?

SIGNALS: profile • behaviour • transactions • propensity

Content Intelligence

Audience Manager

LIVE SIGNALS

● BEHAVIORAL

● AFFINITY

● PREDICTIVE

.....

Rules + built-in AI segments + real-time decisioning

01 Real-Time, Omnichannel Personalization

Send segments to any channel or marketing platform for activation.

03 Optimize Segmentation in Real Time

Use 150+ self-learning algorithms to improve segmentation continuously.

02 Combine AI with Marketer Expertise

Create custom segments, use built-in AI segments, or combine both.

04 Power Analytics, Data Science, and BI

Access customer segments to improve reporting, analytics, and real-time decisions.

.....

ACTIONABLE AUDIENCES

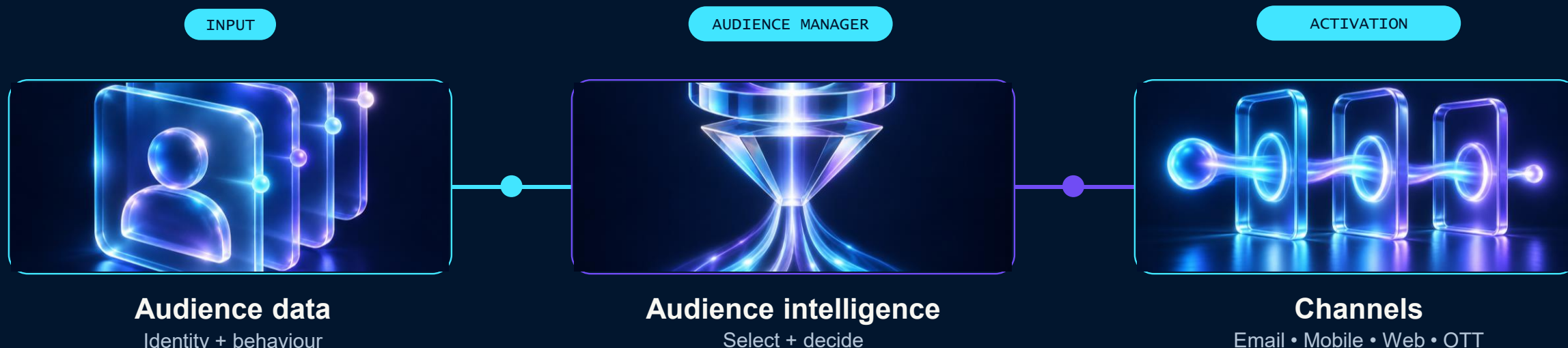
ANY CHANNEL

MARKETING PLATFORM

ANALYTICS
DATA SCIENCE + BI

INCREASE CAMPAIGN SPEED • IMPROVE TARGETING QUALITY • CONSISTENT PERSONALIZATION AT SCALE

Activate the right audience, wherever it matters



01

Works with your existing stack

Connect natively, through APIs, or via data exchange to existing marketing automation and channel gateways.

02

Behavioral real-time decisioning

150+ pre-built strategies use behavior, intent, and modeled outcomes to strengthen segmentation.

03

AI-powered, user-controlled

AI handles metric-based decisions while marketers retain rules and control.

04

Powerful data syndication

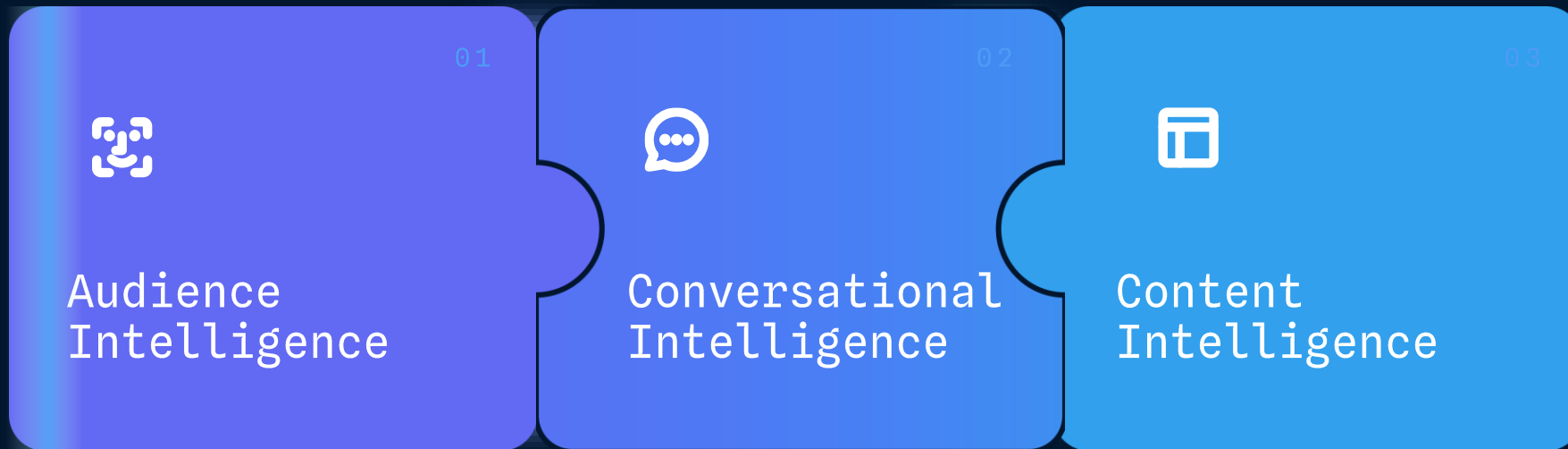
Control the destination, frequency, timing, and content sent to every execution system.



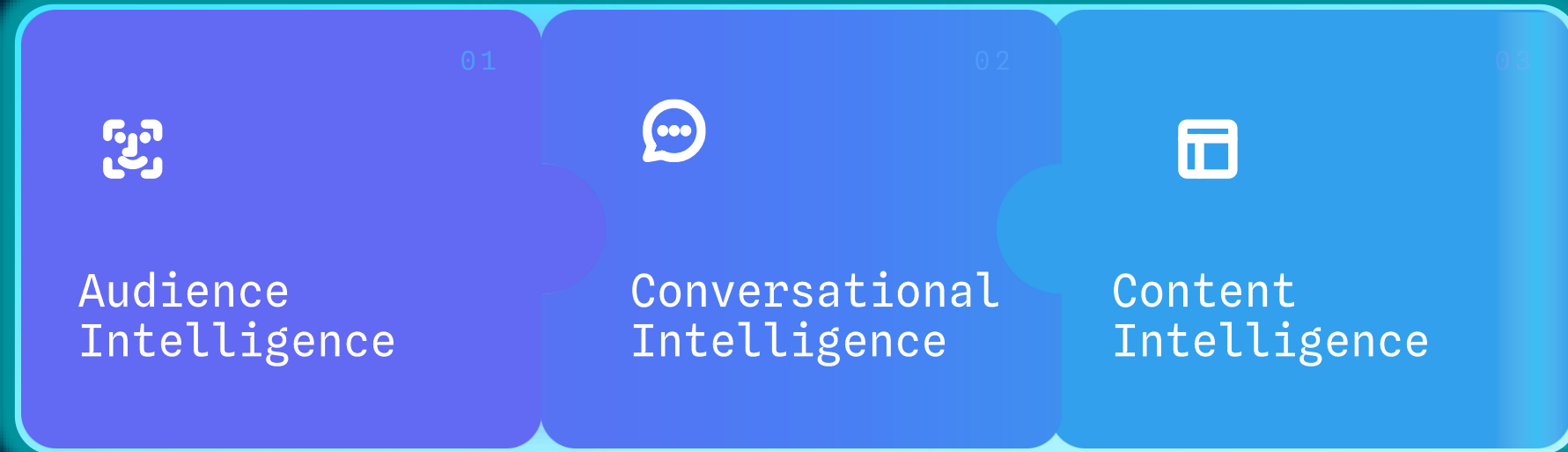
Targeted and personalized journeys
drive better unit economics

x1.5
Improved CAC

Three intelligence layers, one customer experience



Three intelligence layers, one customer experience



Next Phase of Conversational AI Platform

Conversational Intelligence

Audience Intelligence

Content Intelligence

ADAPT TO ME

Which product? .

.....

Which offer?

.....

Which recommendation?

.....

Which context?

.....

Which experience?

Personalisation: offers • recommendation • cards • contents

Active Content

Give marketers one place to assemble the right content for every customer journey.

KEY FEATURES

Content sources

Customer, product, offer and social proof data.

Real-time decisioning

Choose the next-best content for each journey.

Omnichannel activation

Deliver consistently across message, app and web.

AVAILABLE CONTENT

Offer · 15% loyalty

Product · Recommended plan

Proof · 4.8 ★ rating

Context · Returning customer

Omnichannel: Email, WhatsApp, App

WHAT THIS ENABLES

Real-time personalization

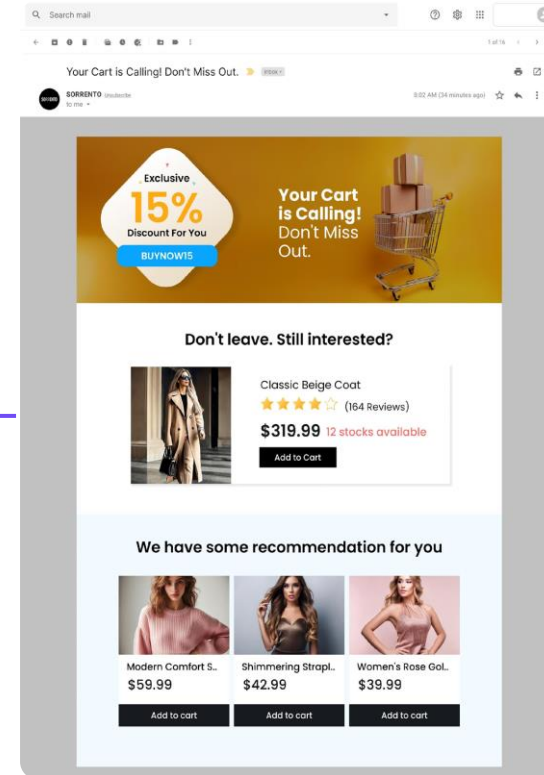
Adapt the message as signals change.

Consistent brand content

Keep the experience recognizably yours.

No-code orchestration

Let teams configure without engineering.



The right message starts with knowing who's listening

WITHOUT 3 LAYERS OF INTELLIGENCE

“Send the campaign to the segment.”

- Uses broad audience rules
- Static message variants
- Customer context arrives too late

One message, many assumptions

WITH 3 LAYERS OF INTELLIGENCE

“Know the customer before choosing the message.”

Profile and history

Recognise the customer

Current behaviour

Read the moment

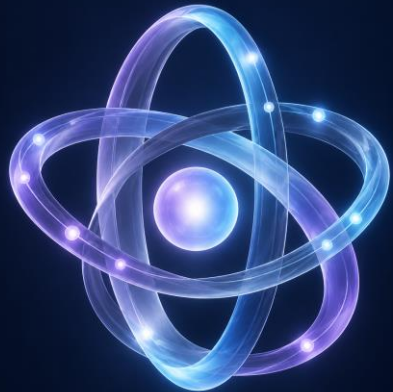
Context and propensity

Choose the next-best experience

Relevant by design, not by accident.

One conversation, four ways to create value

For the customer



CUSTOMER VALUE

Make the next conversations more valuable.

For the experience



MAKE IT FEEL CONSIDERED

Make every conversation feel personal

For the operation



MAKE EFFORT COUNT

Let teams focus where they matter most.

For the business



MAKE ACTION EASIER

Move from conversation to outcome.

A high-angle, wide shot of a busy city intersection at night. The street is wet, reflecting the lights from the buildings and traffic. Pedestrians with umbrellas are crossing the street. Large billboards are visible on the buildings, including one for McDonald's and another for HSBC. The overall atmosphere is urban and vibrant.

Journeys that have rich
messaging, personalized
towards the user drive higher
CLTV

2x
CLTV Uplift

Shopping Agent: Journey Customisation

01 / Discovery

Finds the right pieces

Recommendations reflect what she viewed, her size and her style.

02 / Styling

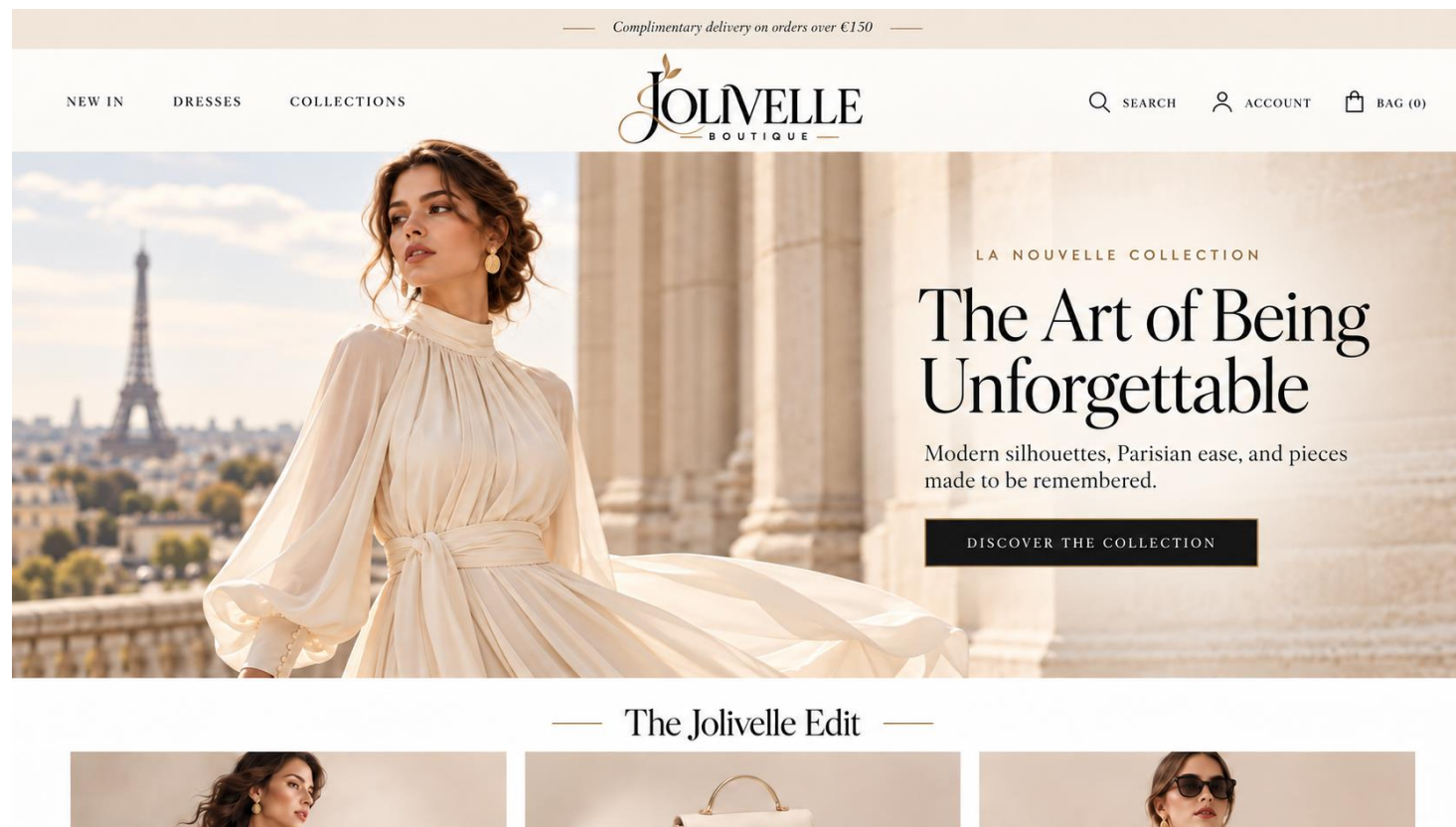
Builds the look around her choice

Checks live-stock when she asks for a different colour, then adds pieces that complete the look.

03 / Conversion

Keeps the sale moving

When price becomes a concern, offers instalments and a discount code valid for 10 days.



Client Fireside:

Transitioning a Legacy Business to Agentic

MODERATOR



Ramesh Kumareson

Regional Head, Conversational AI

PANELIST



Freddy Loo

Head of AI

Client Fireside:

The Conversational Travel Experience

MODERATOR



Hubert Marchand

Head of Growth, Conversational AI

PANELIST



Ravi Shankar

CMO, AirAsia MOVE

09.

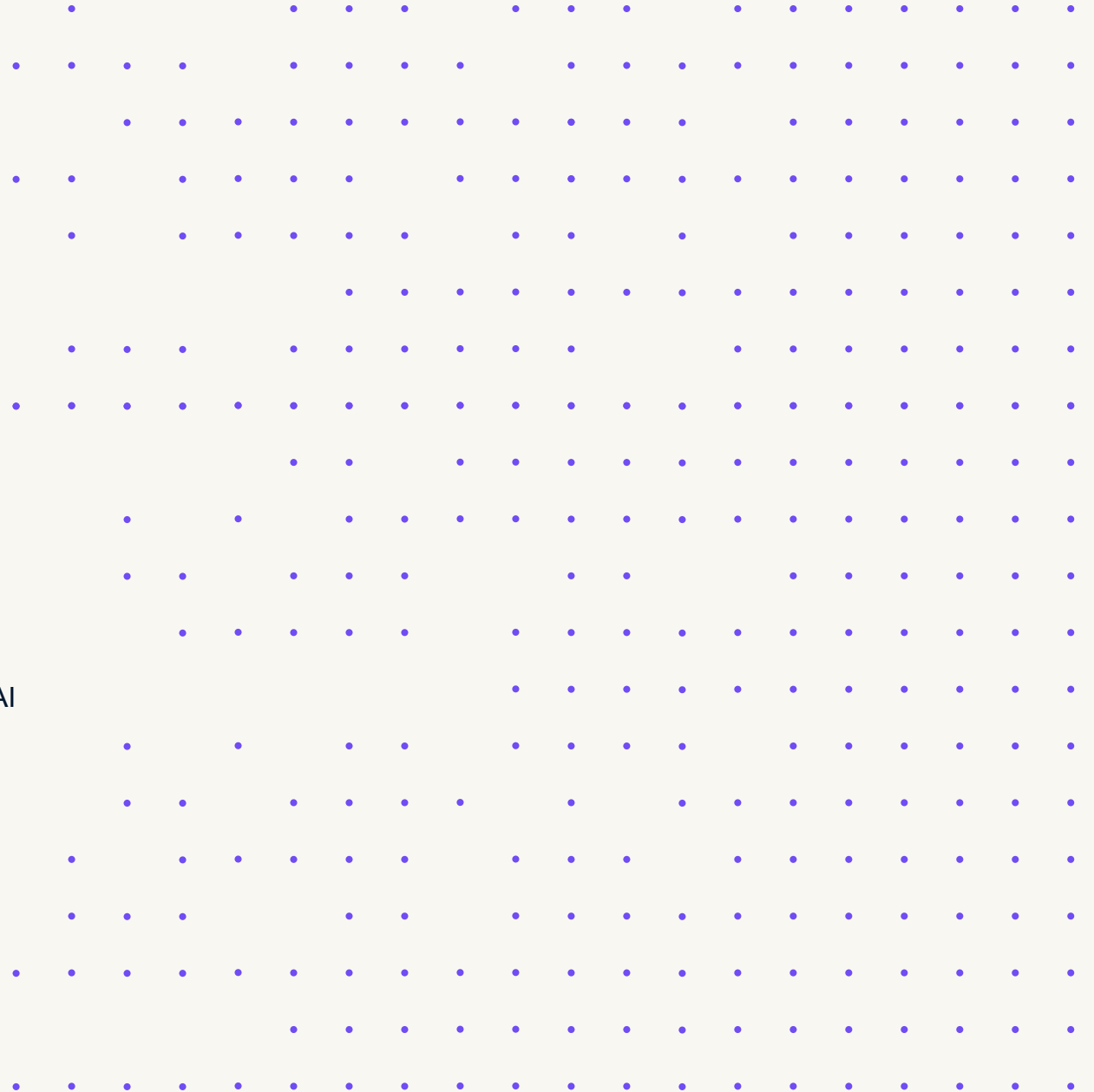
Closing Notes



Hubert Marchand

Head of Growth, Conversational AI

ada



The conversation **has changed**

Seven ideas to carry into your next customer journey

01

We are entering an era of intelligent growth.

02

Messaging is evolving from a channel into an agentic journey.

03

Meta is powering the shift with models built to understand, reason and act.

04

Boost shows how personalized messaging can move financial conversations forward.

05

ADA turns intelligence into orchestrated customer journeys.

06

Pos Malaysia shows what transformation looks like in practice.

07

AirAsia MOVE is rethinking the travel journey through conversations.



Ready to start your Agentic Journeys?

01

Speak with ADA consultant

Talk through your priorities and identify where to start

02

Define your use case

Decide where you want this agent to deliver value

03

ADA submits to Meta for incentive approval

Subject to approvals and availability



The Data and AI
Experience Company

In-Thread

The Largest Conversational AI Summit in SEA

Thank you for coming and happy networking! ➤

By ADA · Meta

10 September 2026

10am - 3pm

PARKROYAL COLLECTION Kuala Lumpur