



Agentforce: Media's Next Frontier

Unlock a new approach to audience, content, and monetization – powered by Agentic AI

A woman with long dark hair, wearing a green blazer over a black and white striped shirt, is smiling and looking at a laptop. The background is a soft purple and blue gradient with abstract cloud shapes. Several digital overlays are present: a small robot character floating above the woman's head; a large blue speech bubble on the left containing text about a campaign; a white box on the right with a video camera icon and campaign metrics; and a clapperboard icon at the bottom left.

Agentforce

The Summer Savings campaign has high impressions but low conversions. I recommend retargeting users who engaged but didn't convert with more personalized offers.

Create offers

Campaign: Summer Savings

Revenue	<div></div>
Impressions	<div></div>

Contents

Introduction.....03

**Integrated Data: The Backbone of Modern
Media Success.....04**

AI: Less Guesswork, More Great Work06

**Tailored Media Experiences to Drive Retention
and Revenue09**

**Content Meets Commerce: Turning Attention
into Opportunity11**

**The Future of Content: Faster, Smarter,
More Personal.....15**



Introduction

The media and entertainment industry is constantly evolving, bringing new challenges, and increasing competition in an already competitive market. There is now more content across more channels than ever before. This, alongside shifting consumer habits and fragmented attention, is making it harder and harder to deliver consistent experiences. Even further, rising production costs, volatile ad spend, and lower across-the-board ARPU (average revenue per user) is limiting growth and increasing pressure to do more with less.

In today's media and entertainment industry, success hinges on adaptability. Shifts in consumer behaviors, ad spend, and production costs necessitate new approaches that can help mitigate these challenges. This is a tall order. It requires that you broaden your focus beyond creativity and content. You now need to figure out how to maintain the creativity you're known for while also elevating relevant media experiences, growing revenue, and improving operational efficiency. And, you need to be able to do all of these things at scale.



Integrated Data: The Backbone of Modern Media Success

Data is the foundation of everything you do. A great data strategy enables you to improve operational efficiency, drive revenue growth, and increase engagement and media relevancy. It also powers deep insights that help uncover things like upsell and cross-sell opportunities as well as ways to improve subscriber loyalty, strengthen brand-partner relationships, and ensure a more efficient and effective overall operation.

However, at present, siloed data and disconnected processes are getting in the way of media and entertainment organizations' ability to achieve success. Mergers, teams dispersed across time zones and countries, and the need to manage multiple workstreams at the same time make keeping track of, sharing, and activating data especially difficult. Many media organizations have tried to solve for this with point solutions that attempt to organize data and empower employees, but without an integrated system, the need to swivel from application to application still exists. Not only does this not fully address the issue, it takes time, opens organizations up to error, and doesn't solve the problem of fragmented data, difficulty communicating, and disjointed or inconsistent user and customer experiences.

Media and entertainment companies reported using more than 1,000 systems just to conduct daily operations.

[Media & Entertainment Industry Insights Report](#)



In order to truly solve for myriad challenges across the industry, media and entertainment companies need a unified data strategy. Without this, the challenges of slower time to value, manual processes, swivel chairing, churn, lost revenue, and inefficient overall operations will continue to grow, making it harder and harder for media and entertainment organizations to adapt and win.

The good news is that media executives recognize the importance of data. However, that recognition isn't exactly translating into a robust data operation. [More than 25% of media industry leaders see data quality as a top industry challenge. And while it's true that many \(36%\) have a data strategy in place, that strategy has yet to actually be put into action.](#)

Without a strong data foundation, future AI initiatives can only go so far; [90% of media and entertainment decision makers report they are increasing investments into their AI systems in order to scale operations and drive efficiencies](#). This investment in AI capabilities is understandable given the promise of the technology, but AI is only as good as the information it has to draw from. In order for organizations to see a return on those investments, a strong data foundation needs to be in place. Without clean, integrated data, the outputs will be incomplete at best and incorrect at worst.

Only 18% of media and entertainment companies report that their data is fully integrated.

[Media & Entertainment Industry Data and AI Trends Report](#)



That said, a good strategy is about more than simply recognizing the importance of data and AI, it's about putting tools and technologies in place that let you harmonize, integrate, and activate data across your entire company. Doing this makes it possible for every person in every department to see all pertinent information, in real time, and then act on that information from one central location. Perhaps more important, it enables you to surface actionable insights and implement AI-powered automation.

Implementing a robust data strategy is usually a multistep process. First, media companies need [a customer data platform \(CDP\)](#) that can ingest, integrate, and harmonize data from all the various sources across the organization as well as any external data sources and/or data lakes. Once in place, this functions as your foundational data layer. However, because media and entertainment is a unique industry with specific business needs and processes, this makes it highly beneficial to lay [a structured media-specific data model](#) over that initial data foundation. This type of data model provides an inspecific data strategy that helps media and entertainment organizations organize and activate their data for specific use cases like managing audience segments, ad sales, subscriber management, content rights, and more.

With both a CDP and a media-specific data model in place, investments in AI can really start to pay off. Your data is centralized, integrated, standardized, and perhaps most important, AI ready. You can now activate that data via AI-powered solutions in order to supercharge growth, unlock efficiency, and drive the kind of relevant media experiences today's consumers expect.

AI: Less Guesswork, More Great Work

AI is ushering in a new era of media and entertainment. It's rewriting the script from productivity to production, unlocking efficiencies across the entire operational journey.

With AI-powered solutions, media and entertainment organizations can:



Deliver tailored media experiences across channels.

This not only improves the effectiveness of marketing campaigns and enhances customer experience, it also empowers service departments to identify upsell and cross-sell opportunities – generating additional revenue.



Empower teams with AI agents.

Agents functioning alongside sales teams drive efficiency. Agents can take over handling initial inquiries, qualifying leads, and sending personalized communications and follow-up messages (email, in-app, Slack, etc.) that nurture prospects through the sales funnel. This frees up sales associates to focus on more revenue-generating activities.



Implement simplified, automated processes and scale productivity.

Embedding automation throughout your organization not only gives employees valuable time back, it redefines what operational efficiency looks like. With autonomous and assistive AI agents working alongside teams, you can streamline actions, surface insights faster, find data, and unlock efficiency and productivity like never before.



Provide proactive, personalized subscriber engagement.

A clear view of each subscriber provides data-driven insights, removes guesswork, and enables employees to take informed actions that drive engagement, satisfaction, and loyalty.



How do data and AI come together?

When data is unified and integrated with a centralized media operations platform, you can lay an agentic layer on top of it that harnesses the full power of AI. This enables you to:

- ✓ Ensure your data is AI-ready
- ✓ Implement predictive, generative, and autonomous AI capabilities across all your media operations
- ✓ Power AI agents with unified data that continuously trains and optimizes outcomes (without the need to train any models)
- ✓ Use AI to drive action across every workflow in your business
- ✓ Scale your workforce to be always-on without productivity constraints

These capabilities unlock potential, adaptability, and productivity across every area of your business from content creation to tailored media experiences to monetization – ultimately driving satisfaction, retention, and growth.

We are unlocking the next generation of AI in media, moving from assistive to agentic capabilities.

Predictive and generative AI have already reshaped how media companies operate, from accelerating content creation to enabling smarter decision-making. Now, the next evolution of the technology is here: agentic AI.

Agentic AI isn't just about assistance, it's about autonomy. It marks a new era in which AI shifts from a tool you use to a teammate that works with you, supporting your employees across every business function. Built on predictive and generative AI models, agentic AI goes a step further. You give it guardrails and appropriate data, after which it can make decisions, take actions, and execute tasks that optimize processes and scale operations without the need for constant human input.

The vast majority of consumers are open to the use of AI agents when it comes to scheduling appointments (71%) and creating more personalized or useful ads and content (74%).

[State of the AI Connected Customer](#)



An agentic AI layer, like [Agentforce](#), that's built directly into a media-specific platform is the new frontier – it doesn't just implement agentic AI, it supercharges it. Built-in agentic capabilities enable your teams to bring purpose-built agents directly into the flow of work. This makes it possible to easily and efficiently harness a system of AI-powered agents that can amplify employee capabilities and augment teams, ultimately opening up a world of possibility across your sales, service, and marketing operations.

These agents are always on. You can task them with taking over repetitive, manual work like campaign setup, product tagging, and media performance reporting as well as level-one customer service tasks like basic troubleshooting and issue resolution. This allows your teams to shift focus to more important things like high-level strategy and strengthening customer-relationships.

The end result? Greater productivity, more relevant media experiences, and seamless execution across teams and platforms. In short, agentic AI makes it possible for media and entertainment organizations to scale their impact without overtaxing their teams. This unlocks efficiency, deepens insights, enhances engagement, and enables more data-driven decision-making across every area of your business.

A note on trust and data security:

As AI moves from a predictive tool to one that can generate content and take action on our behalf, a focus on security and trust becomes imperative. The key to ensuring transparency, accountability, and data security is [intentionally designing your system](#) with built-in controls and safeguards that allow humans to partner safely with AI, providing oversight and sign-off when necessary.

[A trust layer](#), built seamlessly into your existing tools, can provide the security guardrails you need to safely ground your AI models. Controls like zero data retention, data masking, secure data retrieval, and dynamic grounding offer flexibility alongside security. This enables your teams to benefit from the insights, efficiencies, and productivity boosts that come along with AI without having to worry about taking on extra risk.



Tailored Media Experiences to Drive Retention and Revenue

We now have more content and less attention than ever before. This creates challenges for media companies when it comes to meaningfully engaging audiences. Personalization is no longer a “nice to have” – it’s now essential for loyalty, growth, and long-term value.

Engagement is the cornerstone of growth and revenue generation. Engaged audiences stay around longer. They’re more likely to subscribe, binge-watch, or turn to you on a daily basis for news and information. This makes your ability to meaningfully engage your audience both your engine for growth and your antidote to churn.

The key to engagement is relevance. Subscribers can’t consume content they don’t know exists, even if it’s right up their alley. Personalized engagement, recommendations, and communications break through the noise, increasing awareness, boosting click-through rates, and delivering a better overall consumer experience. Recommendation engines, tailored journeys, and curated advertising content also keep your consumers in your ecosystem longer, which reduces bounce rates and increases the opportunity for further content discovery.

You can maximize engagement by finding your audience.

Building a stronger connection with your audience starts with understanding their needs and priorities. Garnering these insights allows you to meet them in the right moment on the right channel with content that truly resonates. This is easier said than done. At present, fragmentation and siloed data prevent many media and entertainment companies from truly knowing their consumers. Without an integrated system, garnering insights from behaviors, tracking preferences, and delivering a seamless, tailored experience across touchpoints is near impossible.

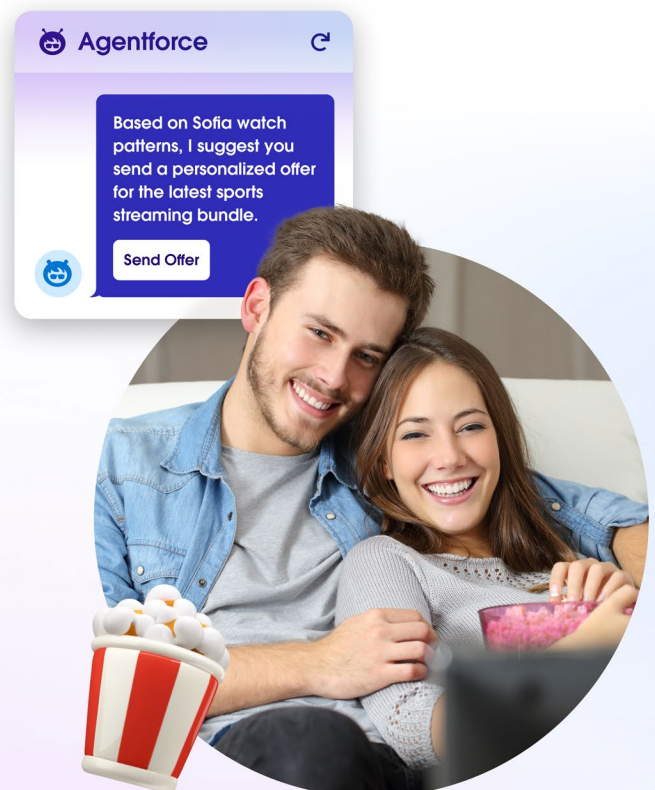
True personalization necessitates that organizations have [the right tools, processes, and insights](#). This starts with a unified view of the consumer. Integrating and centralizing data in one location enables you to paint a complete picture of every consumer as well as all the interactions they’ve had with your organization. This not only allows you to understand data across sources, it makes it possible to activate it. The value of this cannot be overstated. It’s the engine that powers things like personalized marketing journeys that turn casual consumers into true fans or curated experiences that keep people engaged and coming back for more. Put simply, it’s what enables you to break through the noise, truly capture attention, and gain an edge in a highly competitive, highly saturated market.

Arming your teams with unified data and AI-powered solutions enhances every area of your operation. It puts agents at your fingertips and allows marketing, service, and sales teams to work together (off the same information) to deliver seamless experiences across channels. Teams can streamline marketing efforts by tasking agents with creating audience segments, drafting personalized emails, or sending relevant, tailored offers to each individual subscriber. This enables personalized campaigns and targeted outreach that speaks to people's individual interests, delivering on the personalization consumers want.

AI can also be used to power personalized, guided journeys or recommendations. This can be as simple as a what-to-watch-next recommendation on a streaming service to something more nuanced such as a recommendation to check out a news organization's sister site, based on the individual consumer's demonstrated interests. The system can also use the subscriber's profile as well as their behaviors to personalize homepages, provide content recommendations, or alert them to alternate subscription plans that might better fit their usage. This curates everything from discovery to usage to loyalty, engaging fans on a deeper, more continuous level that entertains them and connects with them.

Personalized engagement doesn't just benefit the subscriber, it benefits you as well. Namely by providing valuable first-party data. This kind of data is key to staying competitive. Once collected, it can be fed back into the system to refine insights, experiences, and content. This allows you to more easily find and target the right audiences for the right material and make your marketing efforts more efficient and effective. It can also provide important insights into consumption patterns, audience behavior, and preferences, informing everything from creative ideation and casting to release timing and marketing strategy.

Knowing that every interaction a consumer has with your organization is a source for valuable data underscores the importance of engagement that goes beyond just delivering content – for example, creating spaces like forums or message boards where fans can connect, interact, and stay engaged even when they're not reading, watching, or listening. Your ability to foster a dynamic, interactive community keeps people invested, making it hard to walk away. You can then leverage that continued attention in the form of ads – monetizing engagement even in the case where the consumer in question is not yet a subscriber.



Content Meets Commerce: Turning Attention into Opportunity

Gone are the days when media and entertainment organizations could rely on single-purpose revenue models. Today's success hinges on a multifaceted approach encompassing a variety of growth models – namely growing subscriber revenue and maximizing ad sales.

Adopting a broader strategy is more holistic and all encompassing. It allows for flexibility, enables you to reach a wider audience, and creates more opportunities for revenue generation. It also creates a foundation for long-lasting, meaningful relationships.

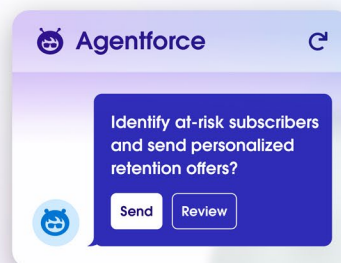
AI is driving subscriber growth by helping you attract, convert, retain, and repeat.

Growing your subscriber base is about more than just getting people to sign up. It's about building loyalty across the entire lifecycle. In order for media and entertainment companies to successfully move people from fleeting engagement to dedicated users, they have to play the long game.

A clear, connected, long-term strategy overcomes barriers such as high churn rates and limited consumer loyalty. If you want to effectively turn casual browsers into committed subscribers, your primary focus should be on harnessing the full power of your data, AI, and unified view of your subscriber. This will ensure that all of your teams, from sales to service to marketing (and beyond), are aligned and acting on the same intelligence. Once you have this foundation in place, you can activate tools, technologies, and solutions that attract, acquire, nurture, and retain subscriber relationships intelligently and at scale.

At the end of the day, a successful subscriber relationship strategy hinges on data activation. Your data needs to be accessible, standardized, and democratized across your organization so it can be activated via AI to help you reach the right people with relevant advertising, email communications, social media engagement, and more.

Imagine you have a streaming service looking to boost subscriptions. You need to know who's in the market, who churned, and what messaging might bring them back. With a solid data foundation and an AI-powered, media-specific platform, teams can use agents to answer these questions and find subscriber audiences faster. Agents can query databases to create target segments and then use what they know about those consumers to generate personalized emails with tailored offers.



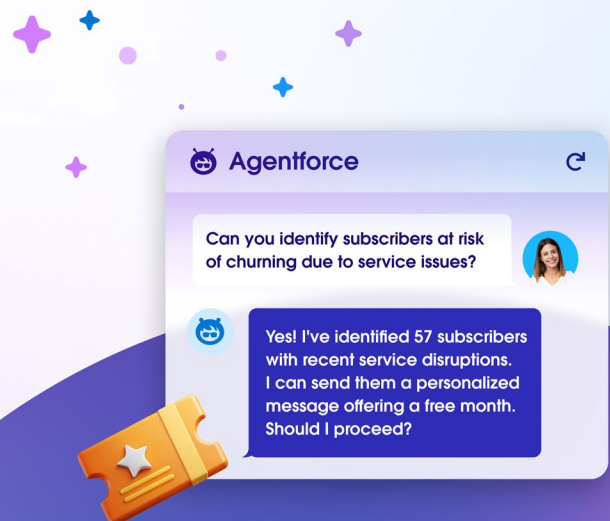
An associate could simply prompt an audience segmentation agent with “find me all current trial-ers.” Once the agent returns that list, generative AI can be used to create custom offers based on past behaviors and preferences in order to drive conversions. That same agent can also be used to build audience segments and lookalike audiences for social campaigns. It can analyze past campaign performance, figure out what worked and what didn’t, and then use that information to craft smarter, data-driven campaigns with a higher likelihood of success.

This use of AI agents streamlines the acquisition process. It makes it easier to find your audience, no matter what channel they may be on, with more effective messaging – at greater scale and in less time.

Once a lead becomes a paying subscriber, the focus shifts to delivering an experience that keeps them engaged and invested. This directly supports your engagement and personalization strategy.

Part of this nurturing is ensuring that you have [a robust subscriber care operation](#) that can handle consumers who run into service issues, require extra assistance, or have questions. This is an area where agents prove extremely valuable. Service teams can use agents to help streamline customer care and have them take over less-complex service cases so that human associates can focus on more strategic or valuable work.

Agents can also be used to proactively protect against bad customer experiences, payment problems, or retention issues. The system can watch out for signals that a customer might churn and then reach out with offers to keep them engaged. Alternatively, a service associate might ask an agent to identify subscribers who’ve had significant service issues or payment failures. They could then have the agent send personalized messages to those subscribers prompting the desired action (for example “update your credit card,” “get a free month on us,” or just an apology acknowledging their past service issues with some personalized content recommendations). No matter the specifics of the particular use case, human-agent partnerships enhance your overall operation at every level. They uplevel employee experiences, give consumers the attention and personalization they desire, and unlock the efficiency, productivity, and growth you need to remain competitive. And, they do it around-the-clock, 24/7, providing unlimited productivity and scalability.



We deliver the right ad to the right audience every time.

Relying solely on subscriptions is not a viable growth strategy. [Advertising remains the most dominant and valuable source of revenue across the industry](#), which is why even media and entertainment organizations that began primarily (or solely) as subscription-based are now turning toward an ad-supported (or hybrid) model. But, like everything else in the industry, ad sales have evolved, becoming more targeted and data-driven. By combining AI with user data, you can meet the moment with hypertargeted ads that increase the value for both brands and consumers and boost your ROI in the process.

[Advertisers want precision](#). They want to know that you can put their ad in front of the right audience so they'll see a return on every ad dollar spent. Media and entertainment organizations that can meet these expectations and deliver targeted, data-driven ad experiences pave the way for higher returns and stronger brand partnerships. Unfortunately, this is often easier said than done.

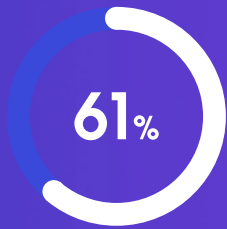
Ad sales are complex, with multiple stages and processes. This makes “getting it right” difficult and incredibly time-consuming. Teams need to meet with brands, listen to their needs, absorb what they want, and then aggregate all that information so that they can start to build out a relevant proposal.

Creating a comprehensive and successful proposal is no small feat. It requires extensive manual research. Teams need to do a deep dive into the brand and its history. This might include reviewing past partnerships, assessing their effectiveness, identifying the right ad products and media mix, and more. They then need to synthesize all of that information into an easy-to-read, well-designed proposal. And when the budget is uncertain, they often need to repeat this process multiple times to showcase different spend scenarios.

Once the brand approves the proposal and signs the deal, the focus shifts to execution and campaign management. Teams need to ensure ads reach the right audience and run on schedule and confirm that performance data is accurately captured. This includes tracking what's working, who's engaging, and what's falling short so that they can use those insights to optimize in real time. Finally, after the campaign wraps, they must ingest and analyze the full data set to improve future campaigns and overall ad sales performance.

The amalgamation of all these phases comprises a multistep, nuanced ad sales process that can be incredibly time-consuming, complicated, and prone to error. However, [an effective ad sales strategy](#) can go a long way toward helping teams drive smarter targeting, faster activation, and more effective campaigns – and ultimately greater revenue impact.

Integrated, AI-driven solutions are transforming the ad sales process and reducing manual work while making everything more data-driven, efficient, and proactive. With these tools, teams don't just show up, they show up prepared.



61% of respondents cite advertising as the revenue stream they expect to be most impacted by AI.

[Media & Entertainment Industry Data and AI Trends Report](#)



Before even meeting with the brand, predictive AI can surface insights that include past campaign performance, engagement metrics, and which creative approaches have proven most successful for the product category at hand. Armed with this intelligence, sales teams can walk confidently into the initial meeting with personalized recommendations that take the brand's specified audience and product category into account.

Once they meet with the brand, teams can speed up the second phase of the process by [using agents to generate a proposal](#) based on all the specifications outlined in the initial meeting. The ad proposal agent can do research, gather data, help find the right products, and then aggregate that data into a customized pitch deck that includes suggested products, target audiences, and budget allocation across different media types. This use of agents ensures that the information outlined in the proposal is complete, comprehensive, and curated specifically for this particular client, enhancing personalization, reducing manual error, and increasing deal closures. Even further, these agents can also be tasked with identifying any additional or overlooked opportunities, ensuring that no money is left on the table. The end result? Teams are able to boost productivity, massively speed up the proposal process, and create compelling and consistent data-driven presentations that win business.

Once teams are given the go-ahead and a campaign goes live, teams can use AI to measure performance across channels and [generate clear, concise summaries](#) that keep everyone up to date and on the same page. For example, a streaming platform could automate campaign briefs and performance reports across TV, mobile, and digital. They could then feed those insights back into the system to help ad sales teams respond to RFPs faster, maintain consistent messaging, and close deals more efficiently.

Harnessing the power of agents makes it possible to engage more advertisers, in less time, on a more deeply personalized level. It allows you to deliver the precision brand-partners desire while also streamlining internal processes and reducing the manual labor on the part of your employees. Ultimately, this leads to more efficient, effective, high-performing campaigns that elevate your ad sales and drive long-term revenue growth.

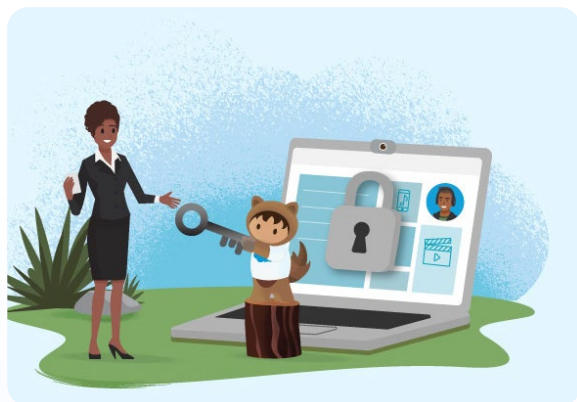
The Future of Content: Faster, Smarter, More Personal

An ever-evolving, constantly transforming industry needs tools and technology to keep it ahead of the game. Staying relevant in such a competitive landscape requires media-specific solutions that empower teams to deliver relevant content and enhanced engagement without sacrificing business growth.

Data, AI, and an integrated purpose-based platform does all that and more. It unites teams, ignites productivity, and powers collaboration across time zones, borders, and organizations to unlock content value, maximize revenue, and drive growth.

With this type of foundation in place, you can move faster, create smarter, and deliver the kinds of meaningful, monetizable experiences that today's audiences (and brand partners) demand.

Ready to harness the power of Agentforce?



Discover Agentforce for Media.

Download our [Media and Entertainment Intelligence Playbook](#) to learn how to build a strong data foundation and take your first step toward a smarter, AI- powered future.

DOWNLOAD PLAYBOOK



The information provided in this report is strictly for the convenience of our customers and is for general informational purposes only. Publication by Salesforce, Inc., does not constitute an endorsement. Salesforce does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this guide. Salesforce does not guarantee you will achieve any specific results if you follow any advice in the report. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.

© Copyright 2025, Salesforce, Inc. All rights reserved.