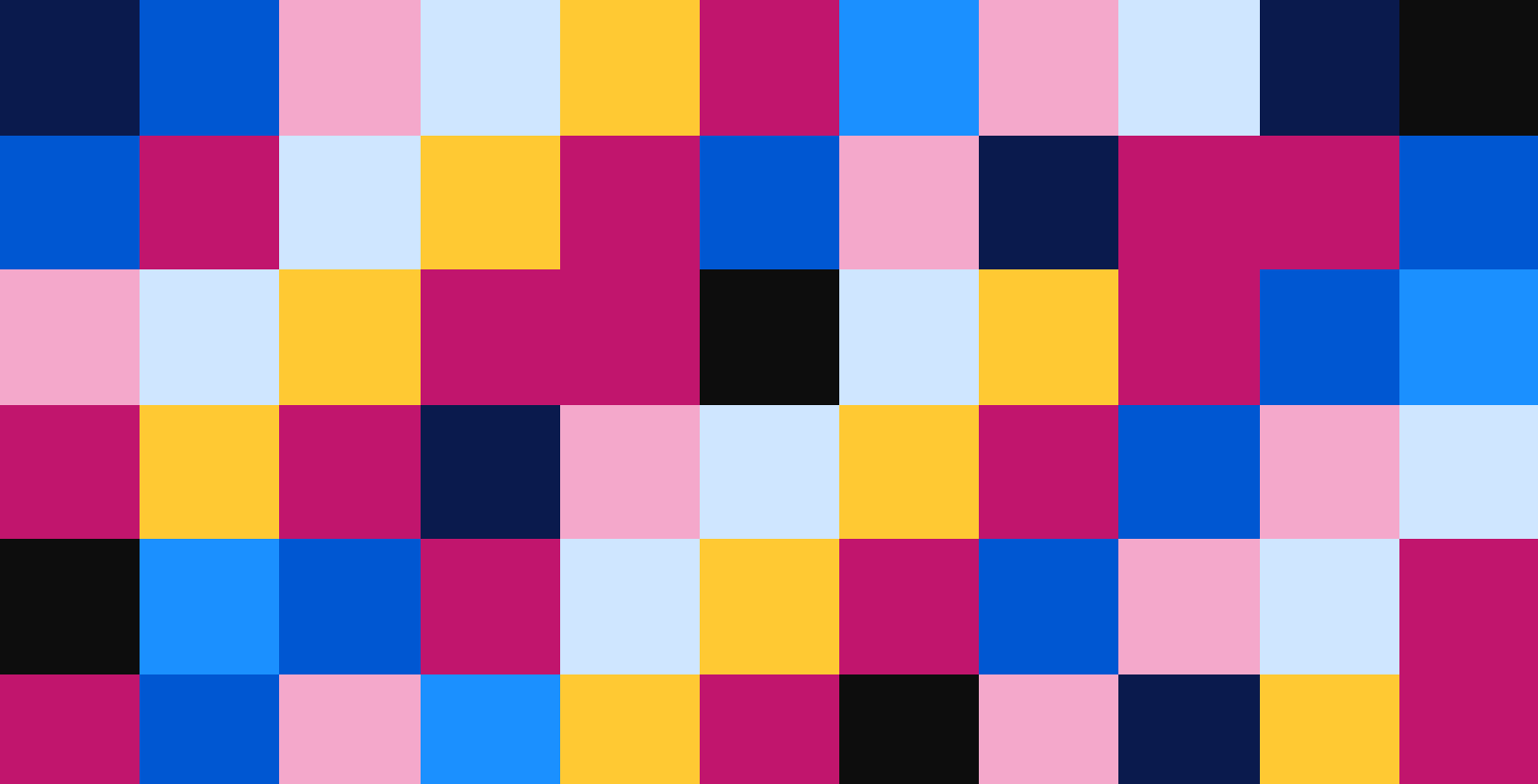




Hudace Growth

The AI-native marketing infrastructure that helps your team move faster, without trading off quality or measurement.

PRODUCT OVERVIEW



Run Smarter. Grow Faster.

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Why marketing teams move to one platform

Most marketing teams still run on a patchwork: one tool for search, another for social, dashboards for paid, a separate stack for the website, and spreadsheets bridging the gaps. Information lives in silos, teams lose hours to data prep, and leadership decides on numbers that are already out of date. Hudace Growth replaces that patchwork with one connected system.

Running on silos costs you

- The same audience data entered into three platforms, and reconciled by hand.
- Campaign cycles stretched by handoffs across tools and teams.
- Reporting that arrives after the decision was needed.
- Marketing leaders without a live, trustworthy view of pipeline.

What changes with Hudace Growth

- One source of truth across search, social, performance, brand, and web.
- AI takes on the routine work, automatically.
- Every campaign measured against margin from day one.
- Live in weeks, with one view of pipeline by channel and campaign.

The shift: from disconnected tools and manual work to one AI-native platform that runs the whole marketing function and gives every team time back.

One platform for the whole marketing function

Five connected suites cover everything your marketing team does, from the first search query to the lifecycle journey, on a single configurable core with AI built in.

Search and SEO

Topical authority that compounds. Opportunity mapping, briefs grounded in live search intent, and content optimisation that learns from what is winning.

Social and content

A steady stream of brand-safe ideas, on-tone variants produced at speed, and testing that happens in days rather than weeks.

Performance media

Live budget optimisation against margin, audience scoring on real propensity, and creative fatigue caught before it shows up in the cost line.

Brand and creative

Production at pace, on a brand voice profile your team controls, with adaptations and translations routed through your review.

Website and lifecycle

Personalised pages and journeys, experiments at the component level, and outcomes reported in plain language.

Platform and AI

The configurable, governed, AI-native core under every module, with analytics, security, and brand safety throughout.

One real-time view of your marketing

Every channel, every team, one screen. Hudace Growth brings briefs, creative, campaigns, and pipeline into a single home, with AI surfacing what needs attention and a plain-language assistant that answers questions on live data.

1

The day ahead

Approvals, in-flight campaigns, fatiguing creative, and the experiments due for review, side by side.

2

Pipeline by channel

Live pipeline attributed by campaign, channel, and audience, against the targets the team committed to.

3

Plain-language search

Ask in everyday language. The platform answers on your own marketing data, with the breakdown to back it up.

The outcome: leaders stop chasing reports and start steering the function. Performance leads, content leads, and brand leads work from the same picture, every day.

The outcomes marketing teams see

When search, social, performance, brand, and the web run on one platform with AI built in, the time you get back shows up across the whole function.

2x

faster campaign cycles,
brief to live

Lift quality at speed

AI takes the first pass on copy and creative, so editors and designers focus on the angle and the brand.

Weeks

to go live, with one
connected stack

Spend with confidence

Budgets follow margin, audiences are scored on propensity, and the team sees why each move was made.

One

view of pipeline by
campaign and channel

Measure to revenue

Every campaign tied to pipeline, with attribution and forecasting the team can stand behind.

Illustrative outcomes based on running connected, AI-native marketing on Hudace Growth.

Search and SEO

Search has shifted from keyword counting to topical authority, with AI surfaces increasingly answering questions before a click is ever made. Hudace Growth helps the team build the kind of presence that compounds.

Discovery and planning

- Opportunity mapping at scale
- Briefs grounded in live search intent
- Topic clusters that build authority
- Competitor and SERP analysis

Optimise and learn

- On-page optimisation that learns from what wins
- Internal linking and structure at scale
- Performance attribution by topic
- Refresh queues for content that is slipping

The outcome: writers and editors focus on depth and voice. AI handles the structure, the on-page detail, and the follow-up optimisation as performance data comes in.

Social and content

Social succeeds on timing and tone, neither of which scales easily. Content teams want to produce more without trading off craft. Hudace Growth gives both a steadier rhythm.

Calendar and production

- Calendars informed by live engagement
- On-brand drafts and variants
- Editorial review built in
- One brand voice profile across channels

Distribution and measurement

- Scheduling across channels in one place
- Audience signals that inform timing
- Engagement reporting in plain language
- Community and influencer programmes alongside

The outcome: a steady output that does not burn the team. Editors and managers ship more, on tone, with experiments that happen in days rather than weeks.

Performance media

Performance teams spend their days in dashboards, balancing bids and budgets across platforms. Hudace Growth lifts the work to where it belongs: hypothesis, test design, and decisions on margin.

Live optimisation

- Budgets shifted live against margin
- Audiences scored on real propensity
- Creative fatigue caught early
- Guardrails the team sets and trusts

One connected stack

- Native links to ad platforms and the CRM
- One audience graph across channels
- Spend tied to pipeline, not impressions
- Plain-language reporting on every campaign

The outcome: performance leads spend less time in dashboards and more on hypothesis and test design. The platform handles in-flight optimisation against the guardrails the team sets.

Brand and creative

Creative production is where speed often comes at a cost. Hudace Growth changes the calculus: faster output, on brand, with the creative leads steering and signing off.

Production at pace

- Brand voice profile your team controls
- On-brand drafts and variants
- Adaptations across formats and audiences
- Translations and localisation built in

Review and consistency

- Approval routes for every output
- Brand and policy controls embedded
- Asset library shared across teams
- Audit trail on every change

The outcome: production drag falls, time-to-market goes down, and the brand stays consistent at scale. Creative leads focus on craft and direction, with AI as the quiet first hand.

Website and lifecycle

The website and the lifecycle programme are where marketing meets the customer day to day. Hudace Growth makes both intelligent without losing the brand voice.

The website

- Personalised pages and offers on the signals you choose
- Experiments at the page and component level
- Brand-safe variants ready for editor review
- Live outcomes in plain language

Lifecycle and CRM

- Journeys tuned to the customer, not the calendar
- The right moment, message, and offer per segment
- One operating view across approvals and sends
- Every send sharpens the next

The outcome: journeys that feel relevant, with the brand voice intact. A website that gets sharper week by week, not just at the next redesign.

AI built in, not bolted on

Hudace Growth has AI woven across every module from the start. It runs quietly in the background so search, social, performance, brand, web, and lifecycle become intelligent in place, on the data your team already trusts.

Plain-language assistant

Ask in everyday language and get answers from your live marketing data, with the breakdown to back them up.

Generative drafting

First-pass copy, variants, and adaptations on your brand voice profile, routed through editor review.

Predictive scoring

Propensity, lifetime value, churn risk, and audience scores. The quiet workhorses behind sharper targeting and smarter spend.

Agents for ops

Briefing, production, distribution, and reporting handled as multi-step work, with exceptions surfaced to the team.

Built to be trusted: AI works on your governed data, respects brand and policy controls, and keeps a human in control. Customer information stays protected at every step.

Analytics, attribution, and forecasting

Marketing reviews should be about decisions, not data prep. Hudace Growth ties activity to revenue from day one, and updates the picture as the quarter unfolds.

One view of pipeline

- Pipeline by campaign and channel
- Attribution across touchpoints
- Cost to acquire by segment
- Lifetime value by cohort

Forecast and plan

- Forecasts that update as data lands
- Scenario planning by channel mix
- Budget guardrails by margin
- Plain-language commentary built in

Reach and adoption

- Roles for every team member
- Mobile and desktop access
- In-app guidance and tours
- Adoption analytics

The outcome: marketing reviews shift from data prep to decisions. Leaders see what is working, what to fund next, and the forecast for the quarter, all on one platform.

Trust, brand safety, and privacy

Speed is only useful if it does not cost trust. Hudace Growth is built so what reaches the customer is on tone, on policy, and on promise, with the controls your brand and your regulator expect.

Brand voice and policy controls

A brand voice profile your team controls, applied to every generated output. Approval routes and audit trails on every change.

Role-based access

Granular permissions by role and by team, with a full audit trail across briefs, creative, campaigns, and reports.

Transparent AI

AI runs on data the team can see, with the inputs and outputs auditable. A human stays in control of every published output.

Customer data protection

Privacy controls, consent management, and data handling aligned to GDPR and equivalent frameworks, so customer data stays protected.

Asset and rights management

Approved assets, with rights, expiry, and channel use tracked in one library across the team.

One platform to defend

With data on a single platform, there is less scattered across tools to secure, audit, and maintain.

Built for every marketing role

Hudace Growth gives every member of the team the view that fits them, on a single connected platform. The CMO sees pipeline. The leads see the work. The producers see what is next.

Chief marketing officer	One real-time view across channels, campaigns, and pipeline.	Head of demand	Live performance against margin, with the moves explained.
Head of content	A steadier publishing rhythm with less first-pass burden.	Head of brand	Production at speed, on tone, with editor review built in.
Head of web and lifecycle	Personalised journeys that learn from every send and click.	Marketing operations	Briefs, plans, and reporting from one orchestration layer.

In practice: a marketing team on Hudace Growth

For the first time, search, social, performance, brand, and the web feel like one function. We brief in the platform, ship in the platform, and review on live pipeline. Our reviews are about decisions again.

Marketing leader, growth-stage business

2x

faster campaign cycles, brief to live

40%

less time in reporting and reconciliation

1

view of pipeline across the team

Illustrative outcomes based on running connected, AI-native marketing on Hudace Growth.

Why Hudace Growth

What sets Hudace Growth apart is not one feature, but the shape of the whole platform: connected, intelligent, and built to fit how your team actually works.

- AI-native, not bolted on. AI runs across every module from day one.
- One platform from search to lifecycle, so nothing falls between disconnected tools.
- Live in weeks, with one view of pipeline from the start.
- Configurable to your brand and your workflows, without code.
- Built for the brand safety, privacy, and audit controls modern marketing is held to.
- Measured against margin from day one, so growth is the conversation, not the question.

See Hudace Growth

Run your whole marketing function on one AI-native platform, with AI taking on the routine work. Most teams go live in weeks, with one view of pipeline from day one.

Ready to see it on your marketing function?

Book a walkthrough and we will show Hudace Growth on the way your team actually runs, from briefs and creative to performance and the web.

[Book a session](#) · hudace.com/services



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