

# Lifesight Opens Innovation Hub in India to Drive Global Market Strategy and R&D in Marketing Measurement

Lifesight's new office will serve as a strategic center of excellence for product innovation, data science, AI research and GTM teams - fueling the next phase of global growth and agentic marketing intelligence breakthroughs.

**Bengaluru, Karnataka Jul 24, 2025** ([Issuewire.com](https://www.issuewire.com)) - [Lifesight](https://lifesight.io), a leading marketing intelligence and measurement platform, today announced the official opening of its **Innovation Hub** in Bangalore, India. This expansion marks a significant step forward in the company's global vision.

The innovation hub will serve as a center of excellence for AI-driven research and development in the marketing intelligence segment, with a strong focus on bringing agentic capabilities into Lifesight's suite of marketing measurement. These autonomous, intelligent systems will enable marketers to make faster, more confident decisions - shifting from reactive dashboards to proactive, predictive, context-aware insights.

*"It's more than square footage. It's a bet—on the category we're shaping, on the compounding value of talent density, and on our belief that the future of marketing will be built on causal signal, not clickstream noise,"* said **Tobin Thomas**, CEO and Co-founder of Lifesight in his recent [LinkedIn post](#). *"This new hub is a physical manifestation of our ambition to help companies make better decisions with confidence - and now, with intelligent agents that work alongside them."*

The new innovation hub will house a cross-functional team of experts in **AI research, data science, product engineering, and marketing science**, all working to build the next generation of autonomous analytics and campaign optimization systems. From generative insights to agent-led performance diagnostics, the Innovation Hub will lead Lifesight's charge into a new era of marketing intelligence.

To celebrate the launch, Lifesight plans to host an inaugural event on **July 25th**, welcoming ex-Life's, partners, customers, families, and global teammates to reflect on the company's eight-year journey and future roadmap.

With India emerging as one of the global innovation hubs, Lifesight's strategic move signals a strong commitment to building the future of marketing measurement with the best global talents - positioning it as a global category leader in the marketing measurement space.

## About Lifesight

Lifesight is a unified marketing measurement platform that helps modern marketers move away from flawed touch-based attribution models and switch to causal-based measurement. This will help them redeploy the ad spend waste into high-profit tactics and turn it into predictable growth. Lifesight was founded in 2017 and serves hundreds of growing brands worldwide. For more information, visit [www.lifesight.io](https://www.lifesight.io)

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