Typeface

Typeface Agentic Marketing Platform

One platform to create, personalize, and launch across every audience and channel. Built for full campaign execution, not siloed tools.

What's inside →

Personalization at scale breaks the old way of creating content

We know that as a marketing leader, you're under pressure to deliver thousands of personalized assets. You need hyper-relevant, channel-ready content that speaks to every audience, every time.

But, the tools we rely on aren't built for that scale. Long agency timelines. Manual production. Endless email threads. What once worked now slows you down. It's not just about cost — it's about control, speed, and real-time production.

Research from Forbes and McKinsey shows that the numbers just don't add up anymore.

40%

of CMOs are cutting agency spend to reduce costs, move faster, and stay competitive, as noted by AdAge.

92%

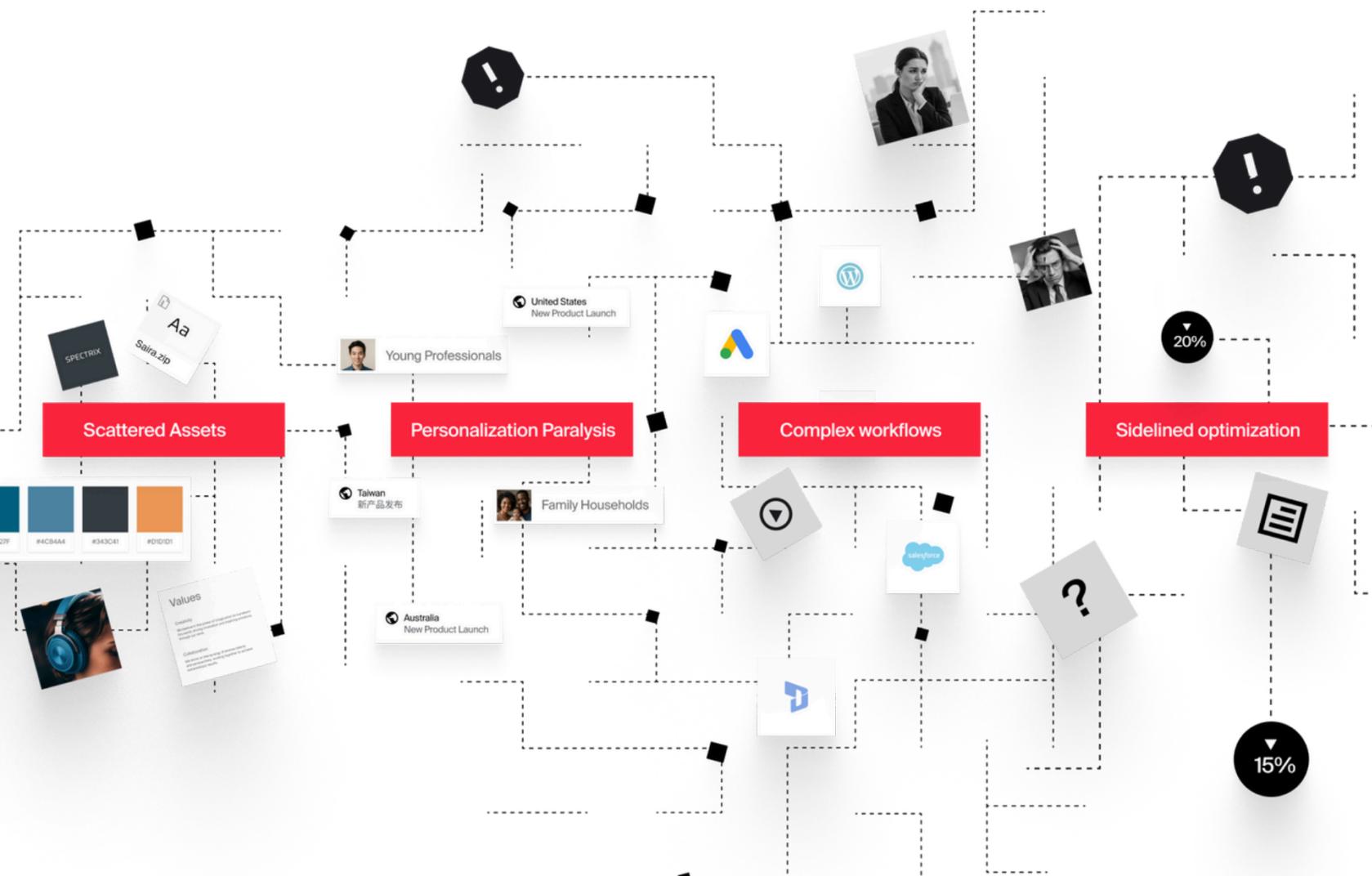of marketing teams reported an increase in content demand for 2025, according to Forbes.

60%

of marketers' time goes to repetitive, manual tasks that could be automated, according to McKinsey.

Let's be honest

Many marketing teams use workflows that weren't built for today's pace, and the cracks are starting to show.

1 Scattered assets = inconsistent brand

We've all felt the pain of digging through endless platforms to find a single asset. Your asset management system can feel like a black hole where assets vanish and rarely get reused. Teams spend hours recreating what already exists, and brand consistency suffers.

2 Personalization paralysis

You've likely invested in a customer data platform and gathered valuable insights, but turning them into personalized campaigns still takes weeks to create, months to localize, and a major effort to scale.

3 Complex workflows

Getting content to market has become a complex maze. Marketers juggle siloed departments, regional teams, and multiple agencies, wasting precious time on adaptations and distribution.

4 Optimization is an afterthought

With teams busy creating new content and planning campaigns, optimizing past work gets overlooked. Despite all the effort, carefully crafted personalized assets sit unoptimized after launch, leaving much of the ROI untapped.

Agent-powered campaigns

Typeface delivers always-on AI agents that accelerate every stage of a campaign, from faster ideation to distributing across channels.

Most marketers aren't struggling with what to do — they're stuck with how to get it all done.

The old-school, agency-heavy model just isn't built for today's speed or the demand for personalized content everywhere.

Typeface changes that. Our AI agents are trained on your brand, your audience, and your channels, so they can jump in at every stage of the campaign. From first draft to final launch, they help your team create faster, stay on-brand, and get smarter with every campaign.

Ideation

Creation

Optimization

Typeface

Agent-powered experiences
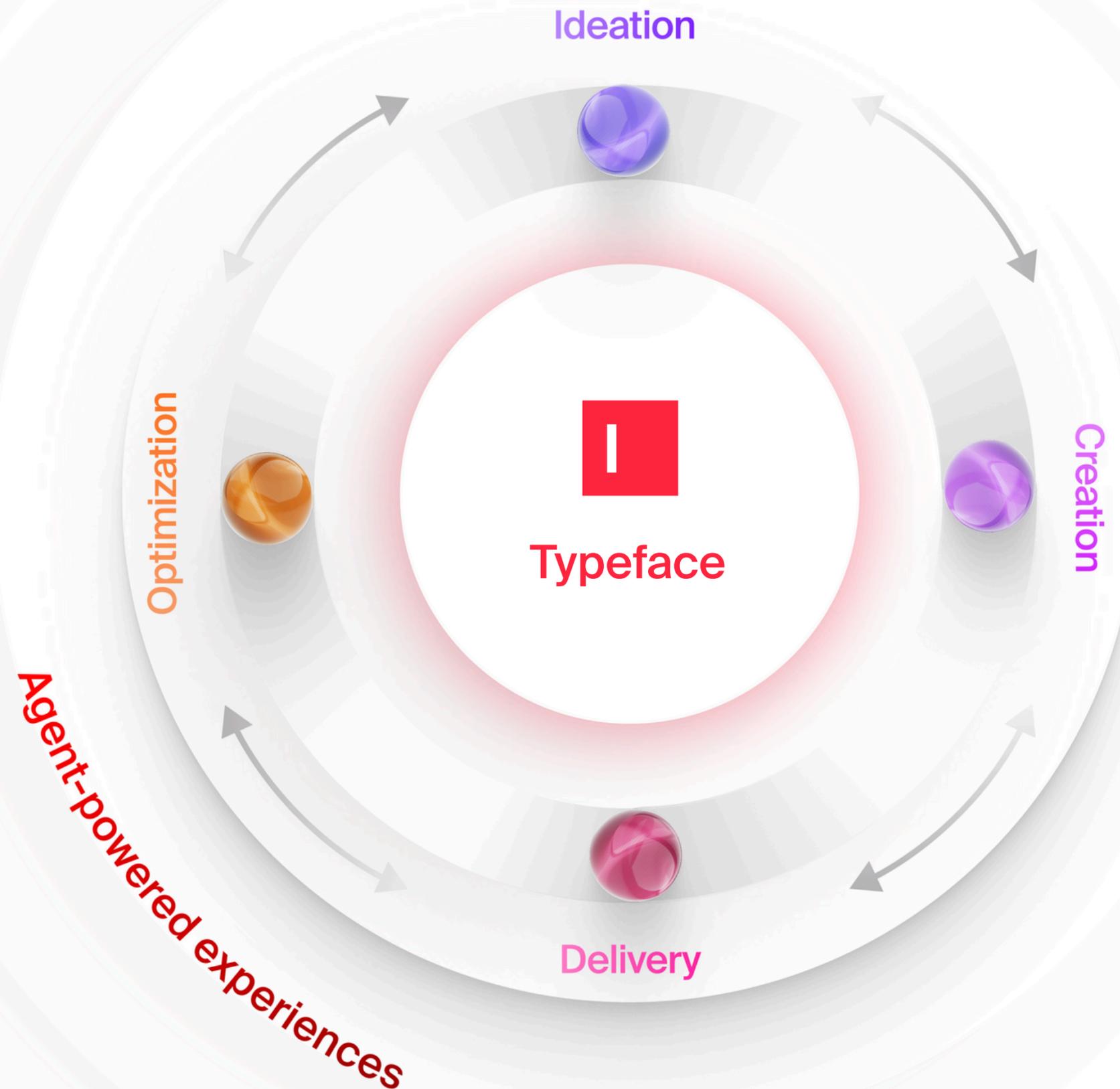
Delivery

Introducing the Typeface Agentic Marketing Platform

Bring your brand's voice to life across every touchpoint.

Typeface is an Agentic Marketing Platform that delivers personalization at scale through brand intelligence, specialized AI agents, and a collaborative workspace — all in one platform.

Typeface's edge

1. Choreographs full campaigns with seamless multi-channel execution.
2. Strategic partnerships with Salesforce, Google, and Microsoft.
3. Accelerates AI adoption with a proven customer success approach.

1 Speed up campaign development

By centralizing assets in a searchable Brand Hub, enabling ideation using existing assets and insights, and providing an intuitive creation space, teams see a 50–90% faster creative production times.

2 Deliver personalized, on-brand content at scale

Create hyper-personalized content without compromising brand integrity using Typeface's AI agents, which ensure every asset aligns with brand guidelines and resonates with your target audiences.
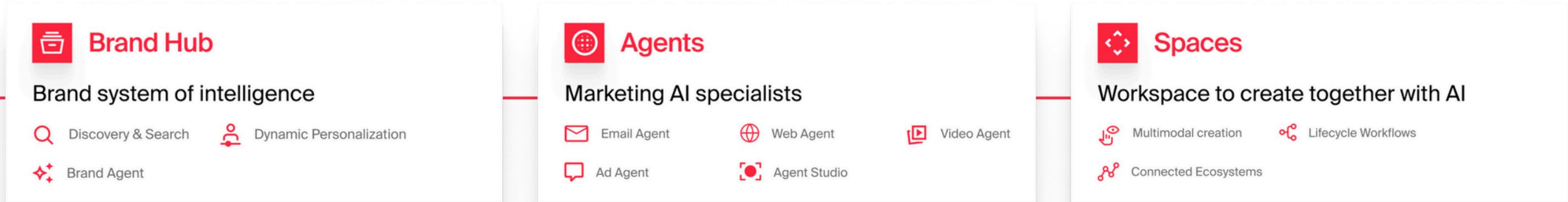
3 Optimize your workflows

Streamline workflows across email, paid media, social, and web channels through seamless integrations with across your entire tech stack, including Salesforce Marketing Cloud, Google Ads Manager, HubSpot, Slack, and more.
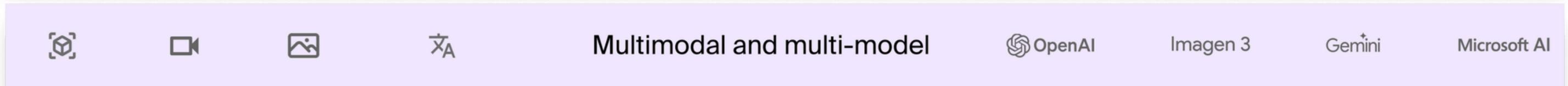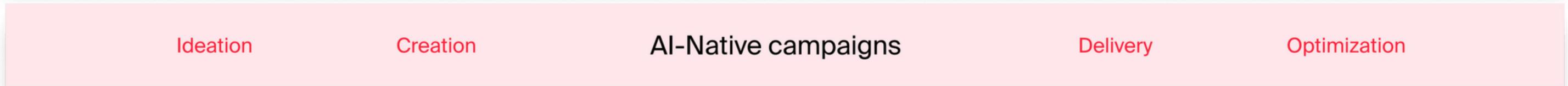
4 Maximize campaign ROI

Build smart feedback loops to improve content performance, with agents that analyze results, predicts trends, and helps you create high-performing content.

The Typeface Agentic Marketing Platform

Brand Hub
Brand system of intelligence

- Discovery & Search
- Dynamic Personalization
- Brand Agent

Agents
Marketing AI specialists

- Email Agent
- Web Agent
- Video Agent
- Ad Agent
- Agent Studio

Spaces
Workspace to create together with AI

- Multimodal creation
- Lifecycle Workflows
- Connected Ecosystems

Typeface Agentic Marketing Platform

| Ideation | Creation | AI-Native campaigns | Delivery | Optimization |

| | | | Multimodal and multi-model | OpenAI | Imagen 3 | Gemini | Microsoft AI |

| salesforce | in | Google | Contentful | Microsoft | Enterprise Integrations | mailchimp | klaviyo | | | slack | Meta |

Brand Hub

Asset search
Centralize all your content from DAMs, CMS, and knowledge bases into a rich content graph with semantic search, so you can quickly find and repurpose assets.
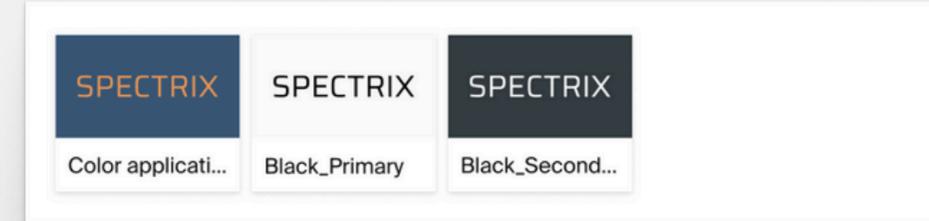
Dynamic Brand Kits
Brand Kits use existing guidelines as a foundation to automatically apply visual styles, voice rules, audience targeting, and more — keeping every asset on-brand while personalizing for audiences.

Brand Agent
Your 24/7 brand guardian that automatically checks content for brand consistency, suggests corrections when needed, and keeps teams updated on evolving guidelines.

Spectrix Brand Kit

Logo

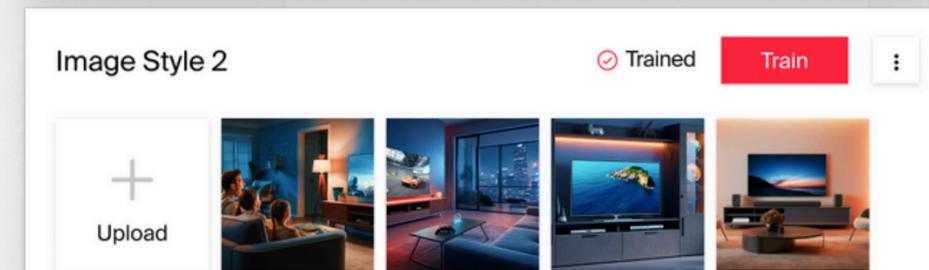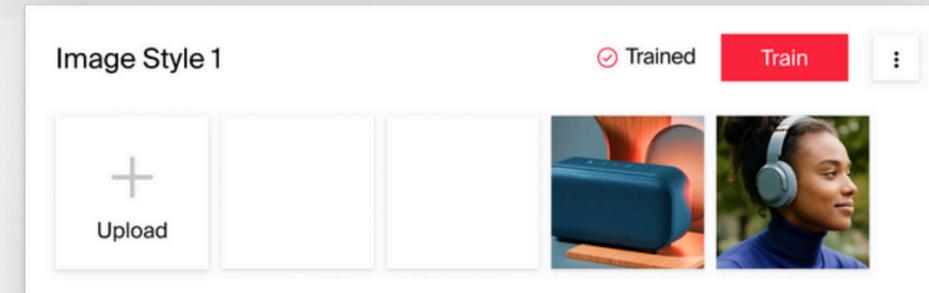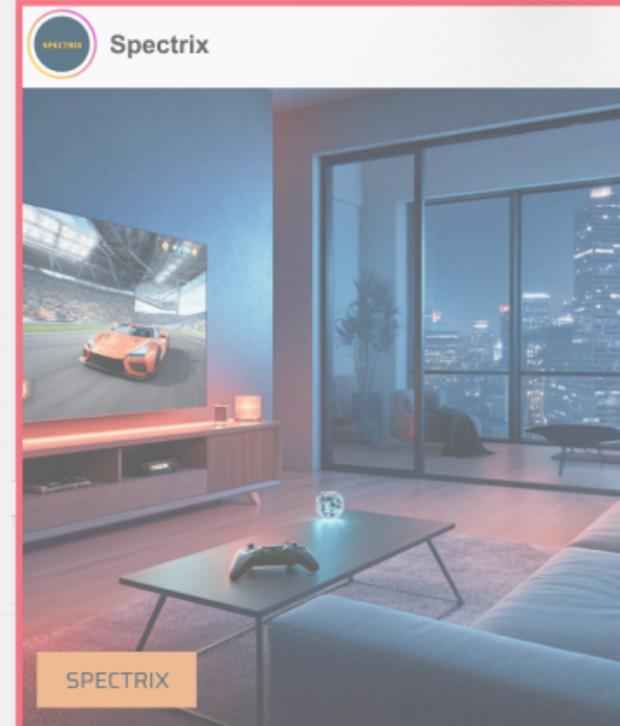SPECTRIX
Color applicati...

SPECTRIX
Black_Primary

SPECTRIX
Black_Second...

Colors

Primary Color Palette

| + New Color | #003147 | #03627F | #4C84A4 | #D1D1D1 |

Text Style Guide

Tones

Inspirational

Engaging

Image Styles

Image Style 1   ⊘ Trained   Train

Upload

Image Style 2   ⊘ Trained   Train

Upload

Brand agent

Spectrix

Shop now

180 likes
spectrix Spectrix in Every Moment. From blockbus nights to morning runs, Spectrix delivers ...more

Agents

Ideation Agent
Assists with campaign planning by generating concepts tailored to your brand and audience from a brief.

Creative Agent
Produces multi-modal content, including images, documents, videos, and more.

Channel-specific workflow Agents
Dedicated specialists for email, paid media, social, and web that understand each channel's unique requirements and formats.

Performance Agent
Analyzes campaign metrics to identify trends and recommend optimizations based on audience engagements.

Agent Studio
Design, train, and build custom agents in a no-code environment to support your unique workflows.
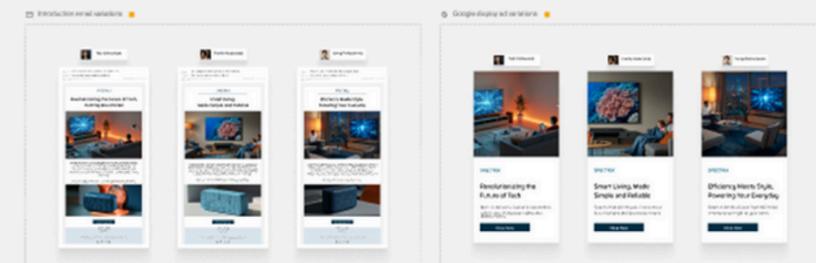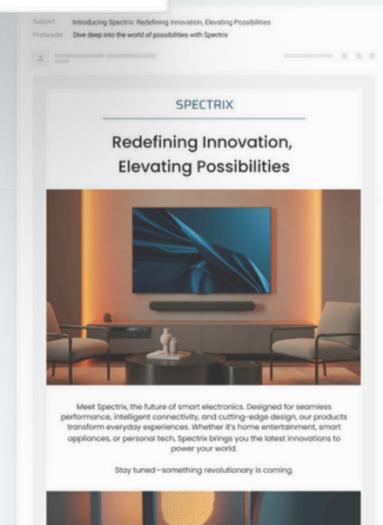
Spaces

Multimodal creation

Create across text, images, video, and audio in one environment to produce multiple targeted variations using reusable brand components.

Content lifecycle workflows

View all campaigns in a unified dashboard that shows both marketer and AI agent activities, with intelligent notifications for needed approvals and actions.

Connected marketing ecosystem

Connect your entire tech stack with integrations across asset libraries, automation platforms, and delivery tools to train AI and publish approved campaigns. See all our integrations.
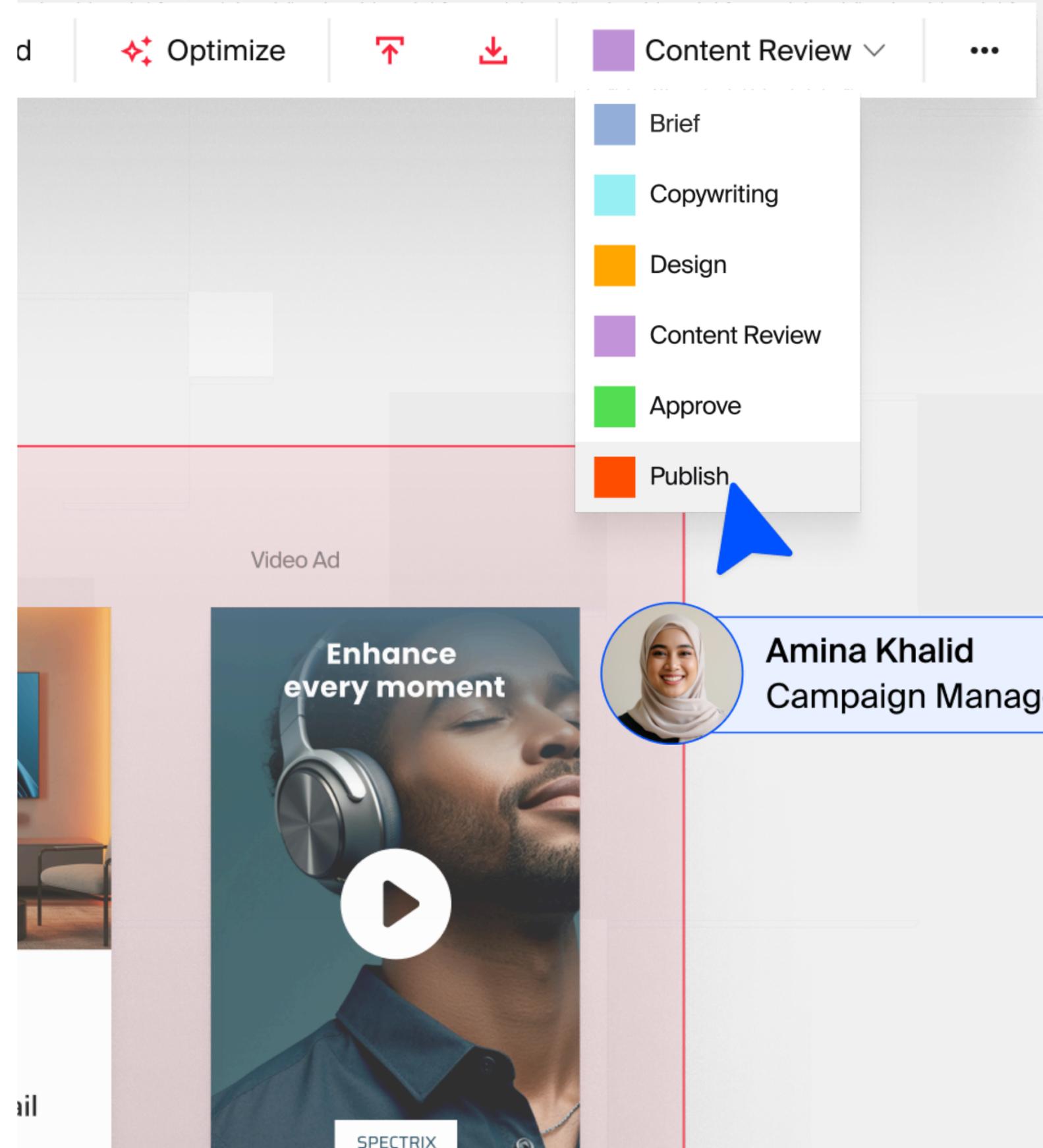
AI that delivers:
Why enterprises are
partnering with Typeface

One multi-model, multimodal platform

Typeface future-proofs your investment by integrating leading AI models from OpenAI, Microsoft, and Google across text, images, audio, and video, continuously evolving with the technology to deliver superior quality outputs.

Deep brand personalization

Our platform creates truly on-brand personalized content with your unique guidelines, assets, and audience data, ensuring consistent, relevant outputs across email, ads, and web that resonate with your specific audiences.

Enterprise-safe by design

With complete data isolation, content ownership, responsible AI monitoring, and robust brand governance controls, Typeface provides the safety, security, and compliance that Fortune 500 companies need.

Integrated ecosystem

Unlike point solutions, Typeface works across all departments and channels with seamless integrations to Salesforce, Google, Microsoft, and your entire martech stack.

Built for marketers

Intuitive workflows designed to match how marketers work, eliminating prompt engineering and technical complexity. Our AI agents handle diverse needs, enable collaboration, and cut production from weeks to days.

Enterprise-grade change management

Our proven "create for you, with you, support you" methodology ensures successful adoption, quick results, and measurable ROI.

How Fortune 500 brands use Typeface
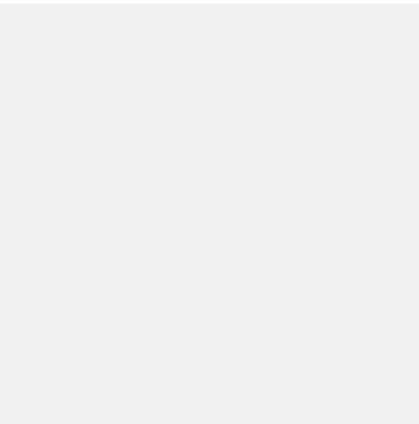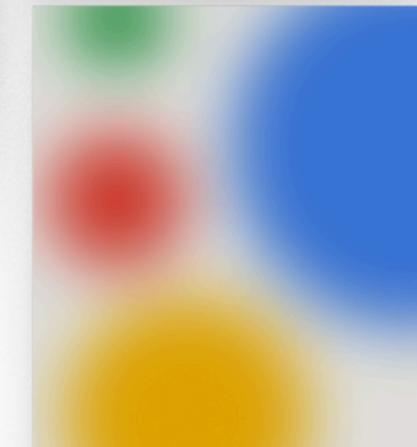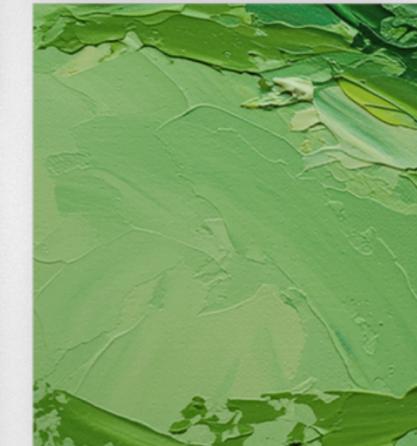
Create a brand system of record for governance

The Challenge

Enterprises lose brand consistency across global teams. Assets get buried while guidelines remain stuck in hard-to-access documents. Content creators juggle speed vs consistency or rigid standards vs. local adaptations.

The result? A fragmented brand experience.

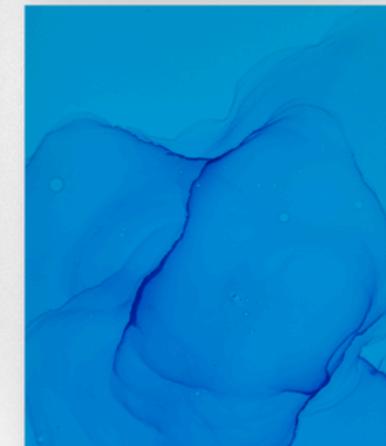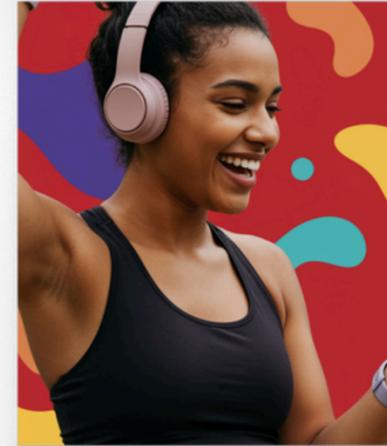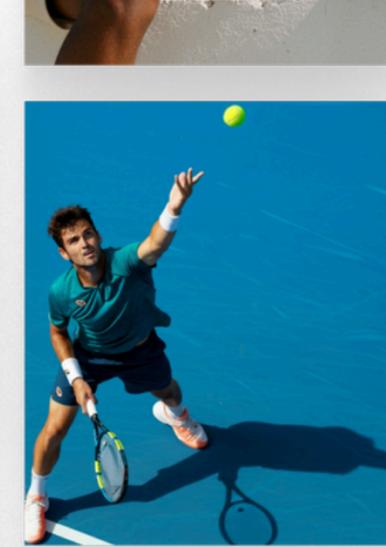## How does Typeface solve it?

- Our Brand Hub creates a centralized repository that learns and remembers everything about your brand — from guidelines to assets to audiences to performance data.
- Create with confidence as we automatically flag inconsistencies and provide actionable feedback to maintain consistent brand voice.

Business Impact

- Boosts brand consistency and trust across departments and regional teams.
- Empowers teams to create brand-safe content with confidence and speed.
- Provides real-time visibility into content compliance and governance.

CUSTOMER STORY

Fortune 500 CPG unlocked 10x content creation with Typeface

Typeface is a strategic brand partner to this Fortune 500 CPG company, helping their team generate on-brand content for specific channels and campaigns, automatically evaluate text and images against global guidelines, and search existing data and insights.

FORTUNE 500 CPG Company

Personalize assets to target audience segments or regions

Fortune 500 Grocer scaled personalization with 500+ unique assets

For a seasonal campaign, Typeface created multiple email variations and more than 500 unique assets across copy and visuals tailored to shoppers' dietary preferences. By customizing messaging, Typeface cut content creation time by 55% and increased test variations to boost performance.

The Challenge

Despite rich customer data, teams struggle to turn insights into personalized content. Disconnected tools, manual handoffs, and overwhelming spreadsheets stretch what should be days of work into weeks.

How does Typeface solve it?

- Typeface lets teams upload persona data to build audience profiles and generate campaign variations tailored to each segment or region.
- Teams can easily optimize performance with A/B test variants that compare different elements to discover what resonates most.
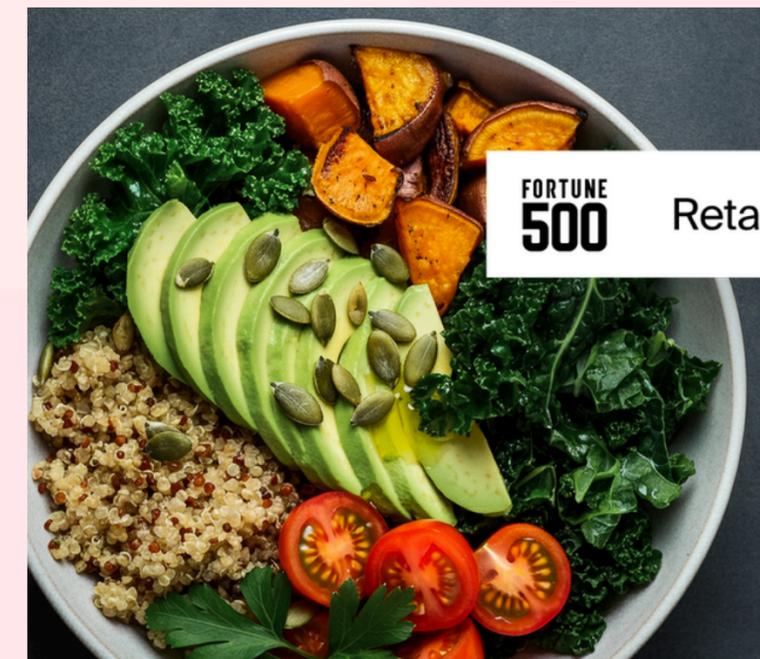
Business Impact

- Boosts campaign performance through targeted creatives.
- Accelerates creation of tailored variations per audience or market.
- Unlocks new demand via audience expansions.

FORTUNE 500   Retail Grocer

Automate creatives and ad variations

The Challenge

Manually creating dozens of ad variations for different formats, audiences, or regions is tedious and time-consuming, leaving less room for new ideas.

How does Typeface solve it?

- Generate variations from a single parent template. Import pre-approved headlines, translations, images, and brand elements to instantly generate variations without repetitive design work.
- Specialized agents automatically resize and adapt content across formats while letting you test or swap different tones, colors, and messaging on the fly.

Business Impact

- Transforms month-long production cycles into days.
- Empowers teams to focus on creativity and not repetitive work.
- Maintains brand consistency while rapidly testing new variations.

CUSTOMER STORY

Fortune 500 Insurance provider cuts production time by 64%

By instantly generating multiple display banners from a single brief and template, Typeface cut asset creation time from 2 weeks to 5 days, all while maintaining brand consistency. Typeface's Ad Agent further scaled ad variations across different aspect ratios and formats — without manual effort.
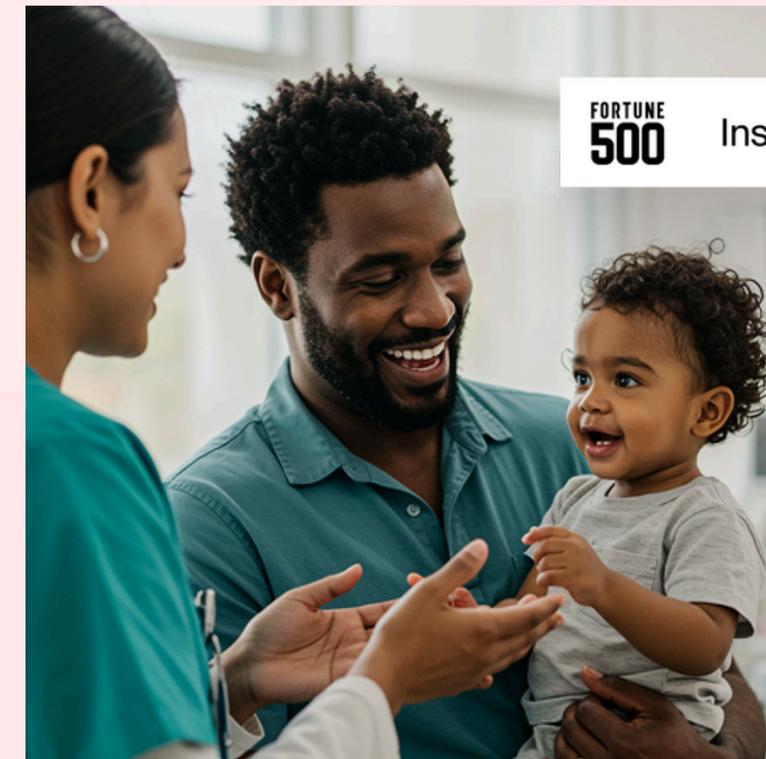
Optimize campaign performance with A/B test variations

The Challenge

Running a marketing campaign that underperforms is costly. Variation testing helps optimize effectiveness, but it comes with challenges like identifying the right audience segments or creating multiple message variations, which takes time.

How does Typeface solve it?

- Typeface generates multiple versions of emails, ads, and more — down to headlines, subject lines, copy, and imagery — for effective A/B testing. Teams can explore different tones and messages for each audience.
- Built-in integrations automatically send variants to publishing platforms.

Business Impact

- Increase campaign performance (e.g., open rates, click-through rates)
- Faster testing cycles for quicker campaign launches.
- Achieve automated and continuous performance optimization.

CUSTOMER STORY

Fortune 500 Telco achieves 93% higher click-through rates

Typeface rapidly generated multicultural email campaigns targeting specific audiences while reducing asset creation time to support upsell initiatives for a well-know Telco. The result? A directional 93% improvement in email click-through rates and a 2-point lift in open rates.

FORTUNE 500 Telecom Provider

Boost traffic with repurposed content and SEO

The Challenge

While marketing teams juggle exploding content demands, SEO adds another layer of complexity, requiring manual keyword research and constant adaptation to evolving algorithms.

How does Typeface solve it?

- Typeface automates SEO, from keyword research to publishing. In one workflow, teams analyze SEMrush data, competitor insights, and smart keyword suggestions to create or optimize content.
- With smart document and URL transforms, teams can repurpose PDFs, webinars, or reports into new formats or bite-sized content.

Business Impact

- Increases web traffic and search visibility with quick SEO content.
- Multiplies the impact of your best content by repurposing it into multiple formats.
- Extends campaign lifetime value by refreshing existing campaigns.

CUSTOMER STORY

Fortune 500 Energy provider increases engagement rate by 65%

An energy provider boosted blog engagement by 65% through AI-powered content creation with SEO optimization and human editing while efficiently repurposing long-form content into multiple social media formats.
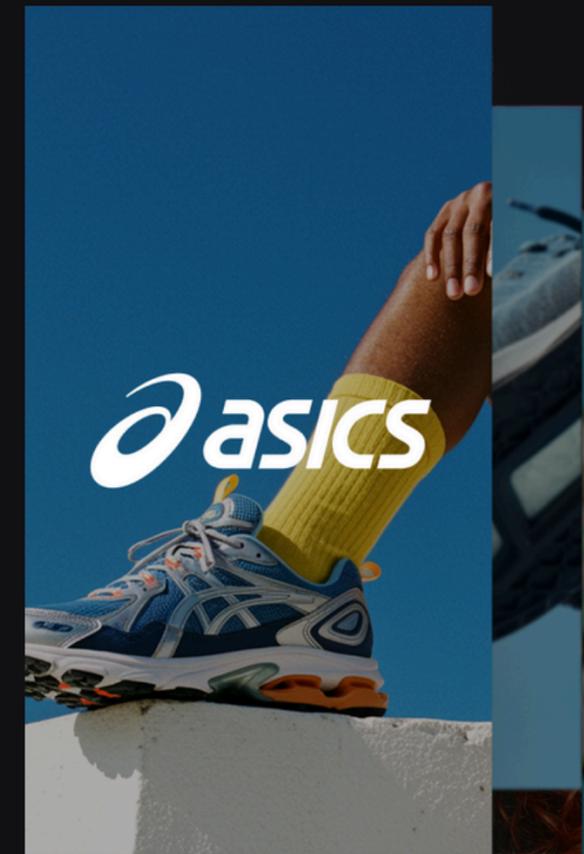

FORTUNE 500 Energy Provider

I **Typeface**

See what's possible

Tired of long agency-driven turnaround times and endless edits? Let AI take care of the repetitive tasks so your team can focus on big ideas.

Book a demo to see how Typeface helps marketers at Marks & Spencer, Microsoft, ASICS, Johnson Controls and more launch faster, scale personalized content, and stay true to their brand.

With Typeface, we expect to reduce our campaign production timeline from months to weeks, while enabling our regional teams to create localized variations at scale from our global brand system.

Alice Mitchell
VP, Global Brand & Digital Innovation
ASICS

INDUSTRY RECOGNITION

Gartner
COOL VENDOR 2024

TIME
BEST INVENTIONS 2024

ADWEEK
ai AWARDS

FAST COMPANY

THE WEBBY AWARDS

Get a demo