

Fortune 100 Financial Services company scales campaigns with custom agents

99%

reduction in production time
(from 6 weeks to 7.5 hours)

INDUSTRY

Financial Services

USE CASE

Paid Social, Web, Email

REGION

North America



Example created using our product to showcase a customer project

Challenges

- No centralized messaging across paid social, web, and email
- Teams manually built audience variants with no repeatable process across segments
- Campaign launches took 6 weeks due to briefing, copywriting, and production handoffs

Targeted Business Outcomes

- Unify campaign orchestration across paid, web, and email under a single workflow
- Generate audience-specific variants without rebuilding content from scratch
- Shorten launch times from weeks to hours while maintaining brand consistency and compliance

The Typeface Difference

- Cross-channel agent orchestration
- Audience variant generation
- Brand and regulatory guardrails
- Enterprise-grade security and customer success

A Fortune 100 financial services company running campaigns across paid social, web, and email had no centralized system to coordinate messaging across channels. Building audience variants meant manual work for every segment and lifecycle stage. Before using Typeface, campaign launches averaged 6 weeks from brief to live.

How Typeface Helps

- ✓ **Campaign orchestration across channels using agents**
A custom campaign agent standardizes personalization into a centralized engine for coordinated messaging across paid media, web, and email that ensures alignment across lines of business while maintaining creative consistency.
- ✓ **From insights to launch in a single workflow**
Agents analyze customer needs, surface relevant products, and automatically generate campaign briefs tied to production workflows—producing creatives for ads, landing pages, and email sequences, and eliminating manual coordination and compressing time to launch.
- ✓ **Embedded compliance with scalable personalization**
Agents dynamically generate audience variants by segment, intent, product, and lifecycle stage without recreating content from scratch. Brand and regulatory guardrails are built directly into the workflow.