

Fortune 100 Insurance Provider accelerates lead gen with AI-powered creative at scale

71%+

reduction in cost per lead (CPL) during pilot vs. traditional assets

90%

reduction in production time (from 6-8 hours to 15-30 minutes)

INDUSTRY

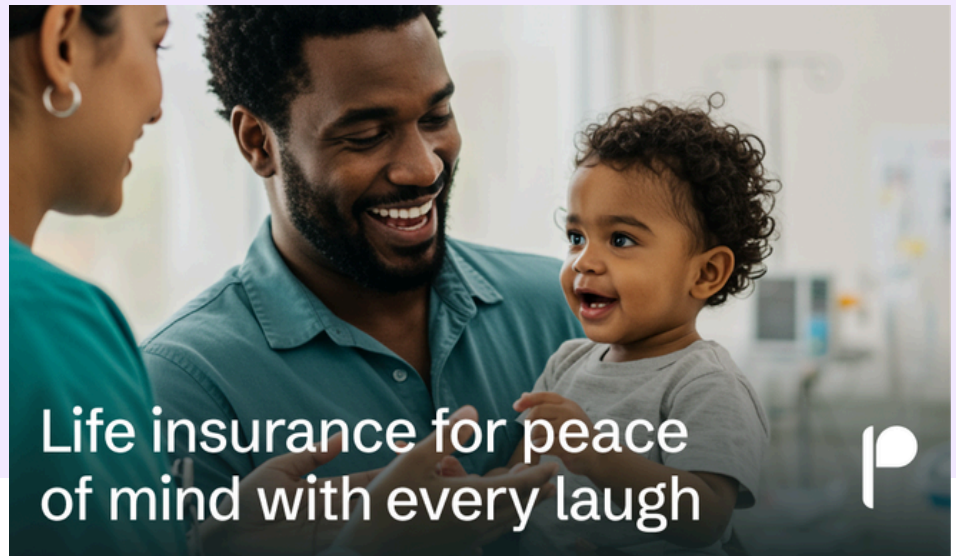
Insurance

USE CASE

Paid Social & Lead Gen

REGION

Latin America



Example created using our product to showcase a customer project

Challenges

- Slow creative production dependent on lengthy agency back-and-forth
- Manual resizing and reformatting lessened capacity for new creatives
- Ensuring a high volume of assets stayed on-brand through individual creative reviews

Targeted Business Outcomes

- Accelerate paid social creative velocity for lead gen goals on Facebook and Instagram
- Reduce cost per lead by testing AI-generated creative against traditional agency assets at scale
- Free creative and marketing ops teams from reformatting work

The Typeface Difference

- Creative automation at scale
- Brand design consistency
- On-brand image evaluations
- Human-in-the-loop governance

A Fortune 100 insurance provider running always-on paid campaigns across Latin America needed to produce more creative, faster without sacrificing brand control. Creative production for formats like Facebook and Instagram significant manual reformatting, leaving little capacity for net new creative development or rapid iteration.

How Typeface Helps

- ✓ **Rapid creative variation for always-on acquisition**
Leveraged AI to generate on-brand image variations for performance marketing, enabling faster iteration across formats and channels (e.g., website, Facebook, Instagram) without relying on lengthy agency cycles.
- ✓ **Improved campaign performance through test-and-learn**
Ran an in-market pilot comparing AI-generated creative to traditional assets. AI-driven creative improved both efficiency and effectiveness—reducing cost per lead and driving a larger share of leads with a smaller share of spend.
- ✓ **Faster production with strong governance and brand control**
Reduced production time from hours of agency back-and-forth to minutes by using trained brand inputs (guidelines, approved assets) and maintaining a human-in-the-loop review process. Added legal disclosures to AI-generated imagery to ensure transparency and compliance.