

Fortune 500 CPG Brand accelerates multi-retailer content with custom agents

INDUSTRY

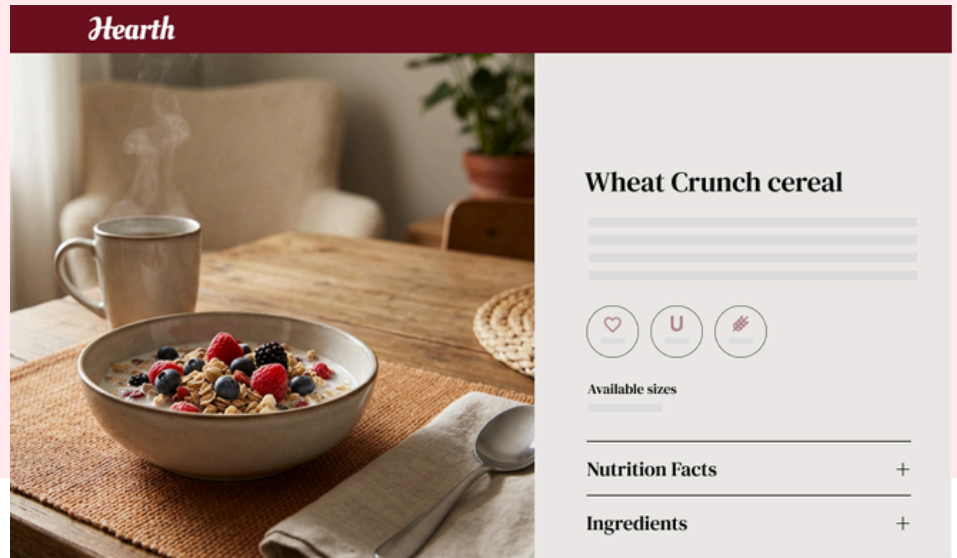
Consumer Packaged Goods

USE CASE

Retail Product Detail Pages

REGION

North America



Example created using our product to showcase a customer project

Challenges

- Manual copy rewriting across hundreds of SKUs
- Brand, compliance, and keyword guidance as product volume scales
- Product launches stalled by rewriting and reformatting, resulting in slow time-to-shelf

Targeted Business Outcomes

- Eliminate manual reformatting per product launch
- Increase PDP coverage across retailers without proportional manual adaptation
- Accelerate time-to-shelf by removing copy bottlenecks

The Typeface Difference

- Custom agents trained on product catalogs and retailer specs
- Brand and product personalization
- On-brand text evaluations for SEO and compliance

A Fortune 500 CPG brand faced a problem: every new product launch or retailer expansion required manual copywriting from scratch. Product Detail Page copy had to meet each retailer's unique spec requirements (feature bullets, character limits, keyword rules) leaving Performance Marketing teams buried in adaptation work instead of strategy.

How Typeface Helps

- ✓ **Agent-powered adaptation across the digital shelf**
Custom agents transform master PDP copy from one retailer into compliant, correctly formatted copy for every other retailer automatically—adjusting feature bullets, structure, and length to match each retailer's unique specifications at scale.
- ✓ **Intelligent extraction from structured product data**
Agents trained on product catalogs and internal reports extract key claims, attributes, and approved keywords to convert structured data into natural, human-sounding copy, eliminating repetitive manual rewriting for Digital Shelf and Performance Marketing teams.
- ✓ **Scalable governance with keyword and compliance alignment**
Agents apply approved keyword guidance and retailer-specific rules automatically across every SKU, ensuring brand consistency and compliance at volume. Systematized workflow accelerated PDP rollout and increased retailer coverage without adding headcount.