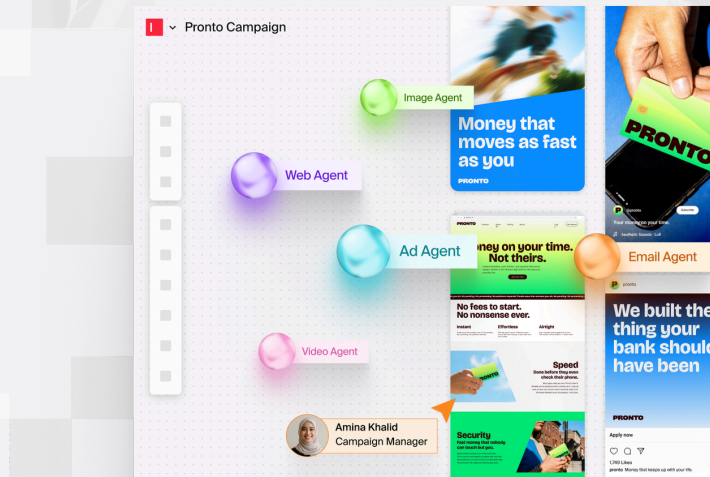


Agents built for your unique marketing workflows

Arc Agents are purpose-built marketing agents in the Typeface Orchestration Engine that plan multi-step work, run inside your systems and channels, and check their own output before handing it back.



THE PROBLEM

Most multi-step marketing work still gets decomposed by hand

Every team gets the same generic system and configures its way toward something that fits. Asking for anything multi-step means breaking the work apart yourself and prompting through it one turn at a time; context is lost at every handoff.

THE SOLUTION

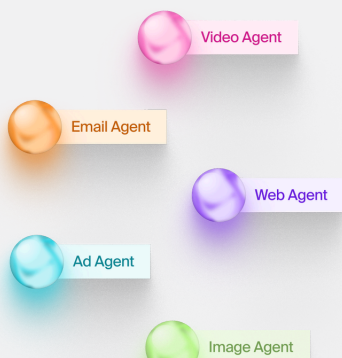
Agents commissioned for your workflow, not configured from templates

Arc Agents are built around one team's process instead of a generic template. They plan long, multi-step tasks, use your real systems and channels, and check their own work before asking for your review within Arc Spaces, where you can direct an agent in plain language, and refine content before it ships.

Key Capabilities

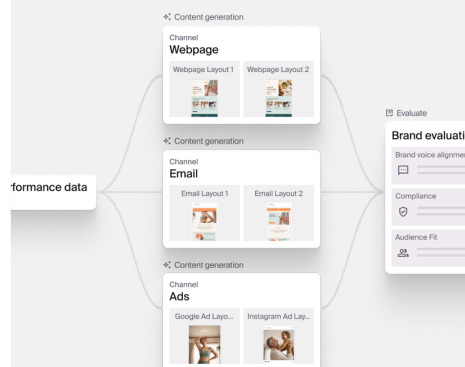
Bespoke agents

- Agents built around a team's workflow, systems, and channels
- Delivered without the cost or timeline that bespoke software has always required



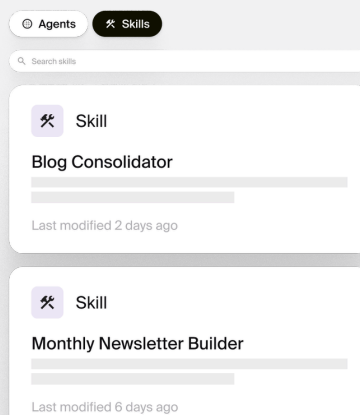
Agents that get work done

- Plans multi-step tasks while working directly in your real systems, files, and channels, then checks its own output before handoff
- Keeps going (planning, acting, and re-checking) until the job is finished



Rubrics & reusable skills

- Set a rubric or target outcome, and the agent will revise content until it clears the bar
- Turn a repeatable task into a skill agents can reuse across campaigns



Arc Agents are the agents built for your unique workflows.

The advances that make long-horizon, tool-using, self-checking agents possible come from foundational AI models, the same ones behind Claude, Gemini, and ChatGPT.

Those are developer tools. Arc Agents delivers that capability pre-wired to your brand context (via Arc Graph), your channels, and your enterprise systems, under enterprise governance, without the cost or timeline a custom engineering build has always required.

CONSUMER GOODS CUSTOMER STORY

One retailer's product copy, reworked for every retailer's specs

The problem

Reworking product detail page copy to match each retailer's unique formatting and content specifications took an entire week for Digital Shelf and Performance Marketing teams.

How Typeface can solve it

Custom agents were trained on the brand's product catalogs to extract claims, attributes, and approved keywords, then automatically adapted feature bullets, formatting, and structure for each retailer while applying approved keyword and compliance rules.

Results

Retailer-ready product pages generated automatically across SKUs and retailers, accelerating rollout and unlocking significant operational efficiency.



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