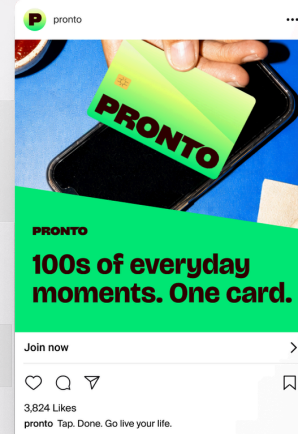


# Intelligent, closed-loop campaigns

Arc Loop is the optimization layer of the Typeface Orchestration Engine. It brings real performance data back into Typeface, turns it into grounded learnings, and feeds those learnings into what your agents create next.

Analyzing your performance data



LAST 90 DAYS  
Click through rate

2.75%

Relatable promise makes the benefit personal

What we learned from your data

Stat-specific openers are a strong signal

Relatable promise makes the benefit personal

The CTA doesn't reinforce the value prop

## THE PROBLEM

### Channel-specific learnings are siloed and never reach the next campaign

Performance data lives with marketing ops, in dashboards, while the person writing the next email or ad works from brand guidelines and best practices. Turning a signal into new creative means manual analysis, then a brief, then variants, which can take multiple weeks per channel.

## THE SOLUTION

### Performance signals that feed the next campaign

Arc Loop pulls results from your own channels automatically, turns them into grounded findings, and grounds the next round of content in them. That's because it's learning and generating new creative, not just tuning delivery.

## Key Capabilities

### Automatic performance ingestion

- Connectors to Google Ads, Salesforce Marketing Cloud, and HubSpot (or even zero-setup CSV upload) pull metrics like opens, clicks, and CTR automatically
- Google BigQuery and Salesforce Data Cloud supported for customers whose data sits in a warehouse

salesforce marketing cloud

Google Ads

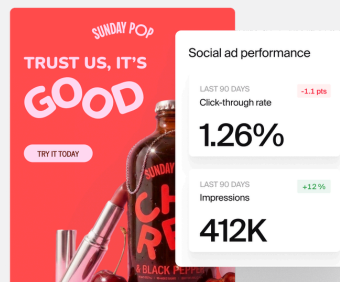
Pulling all performance metrics

HubSpot

BigQuery

### Grounded, scored variants across campaigns

- Findings come from your own campaigns, organized into testable hypotheses
- New variants generated from each finding, not generic best practice
- Every variant scored against a rubric calibrated to brand, channel, and goal



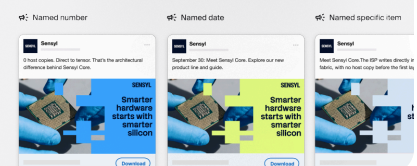
### Explainability & human approval

- Each recommendation shows its metric, sample size, and any counter-evidence
- Nothing publishes until a human reviewer approves it
- Learnings write back to Arc Graph as reusable knowledge for the next campaign

Create three ad variants for the Sensyl Core Campaign using past performance learnings.

Thought for 4m 08s >

These ads align with your Sensyl Core campaign by channel, audience, and funnel stage. 3 of 6 learnings apply, each with a variant.



## Foundational models don't monitor and improve your campaigns. Arc Loop does.

Foundational models reason well, but they don't automatically analyze your performance data across channels to make the next campaign smarter.

Arc Loop adds exactly that: your own campaign performance, structured into learnings, fed back into what agents produce next. The question isn't "What content performs best?" It's how fast you can turn a performance signal into better content across relevant marketing channels.

### EXAMPLE USE CASE

#### Turning early signal into a stronger second wave

##### The problem

A first-wave email campaign uses a generic upsell message rather than messaging tailored to each audience segment.

##### How Typeface can solve it

Typeface generates audience-specific messaging for the campaign's key elements (subject lines, headlines, CTAs, and body copy) and the team uses what the first wave showed to test new optimized messaging in a second wave, continuously improving the effectiveness of each new campaign.



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