

The Typeface Orchestration Engine

The Orchestration Engine for enterprise marketing: one system that understands your brand's context, carries complex work from idea to activation, and learns from real-world performance.

Orchestration Engine

THE PROBLEM

93% of leaders* want one connected system, few have it

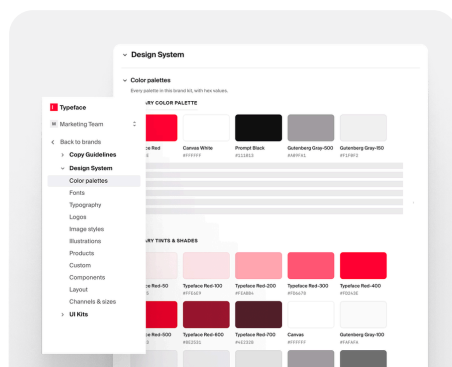
Your brand lives in a thousand places — guidelines, past campaigns, performance data, and the judgment of the few people who know what sounds like you. Most AI tools treat that knowledge like a stranger writing in your voice on day one. Every generic agent a team adds widens the gap between speed and quality.

*Typeface Signal Report research

THE SOLUTION

One system that grounds agents, executes, and learns

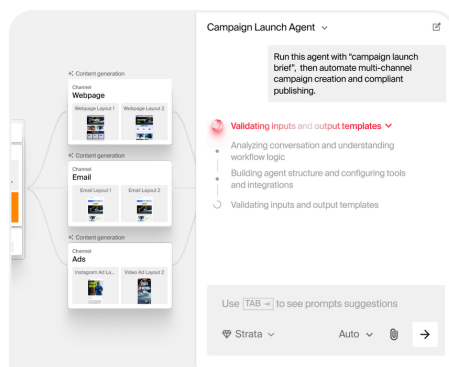
Arc Graph holds your brand and institutional context, Arc Fabric is the runtime powering orchestration, Arc Live Agents understand and execute unique marketing workflows, Arc Spaces is the collaborative workspace, and Arc Loop feeds performance back so every campaign improves the last.



Context

Arc Graph

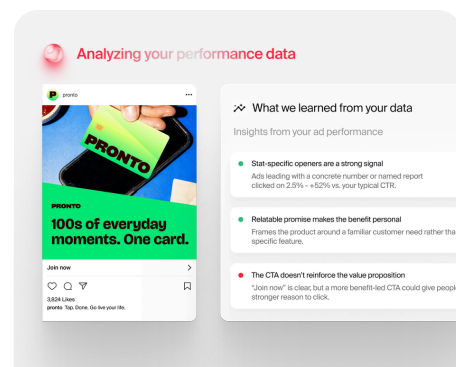
- Context layer that unifies brand standards, knowledge, audience data & approved assets
- Extracts and learns your brand voices from real examples, not hand-configured rules
- Validates and enforces brand rules at generation, with hierarchy resolution for parent & sub-brands



Orchestration

Arc Fabric, Live Agents and Spaces

- All-up orchestration platform with conversational chat, custom agents, Spaces & extensibility
- Live agents plan multi-step work, use your systems, and check their own output before handoff
- Governs data access and agent autonomy, extends via MCP, APIs, webhooks & custom code



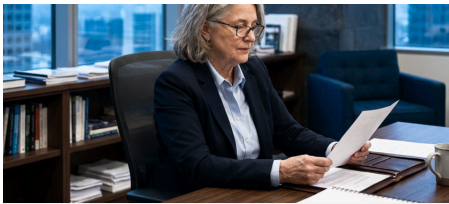
Optimization

Arc Loop

- Closed-loop layer that pulls performance data back from your own channels automatically
- Turns real campaign signals into grounded findings and ranked, explainable content variants
- Writes learnings into Arc Graph so every campaign starts smarter than the last

USE CASES & RESULTS

Proven results from idea to activation



FINANCIAL SERVICES

Multi-channel campaigns

Producing a full campaign across channels takes weeks of manual handoffs

97% less production time, from 6 weeks to 7.5 hours

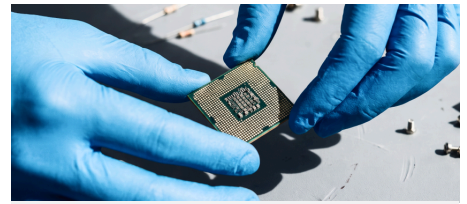


INSURANCE

Paid social & lead gen

Traditional creative is slow and costly to test across acquisition channels

71%+ lower cost per lead vs. traditional assets



B2B TECHNOLOGY

Partner marketing

Coordinating creative across thousands of channel partners doesn't scale manually

\$500M+ in targeted revenue growth across the partner ecosystem

ENTERPRISE FOUNDATION

Enterprise security, governance, and integration



Trust & Safety

Responsible AI with multi-layer brand governance and content validation



Security & Governance

Role-based access controls, data compliance, and governed agent deployment



Integrate & Extend

MCP, APIs, webhooks & custom code connect Typeface into your existing systems



Strategic Partnerships

Google, Microsoft, Salesforce, Cognizant & Firstsource for enterprise-grade deployment

TRUSTED BY

