


Build AI-first content with Salesforce Marketing Cloud

Elevate personalized content in campaigns with the Typeface GenAI platform. With deep integrations to the Salesforce Marketing Cloud, easily create content that fits your brand, audiences, and performance goals – boosting productivity, time-to-market, and campaign success metrics.

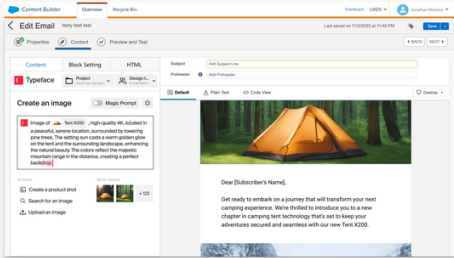
OUR HOLISTIC APPROACH




Typeface | Hub

A personalized multimodal content platform for Enterprises


Create Dynamic Content Blocks in Content Builder



Use audience and brand insights to tailor content

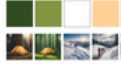


Family Travelers



Outdoor Enthusiasts

Brand kit

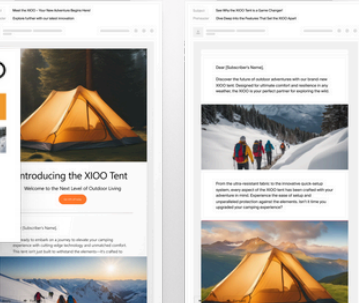


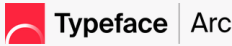
Tones

- Hopeful
- Adaptive
- Optimistic

Values

- Empowerment
- Innovation
- Authenticity

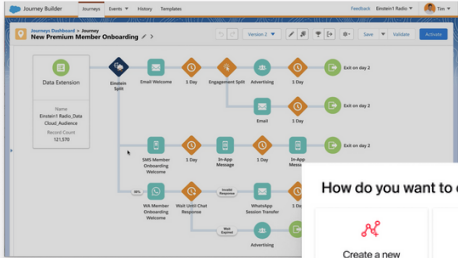





Typeface | Arc

The AI-first content workflow for brand stories and campaigns


Refresh journeys with targeted and unique content



How do you want to create the arc?

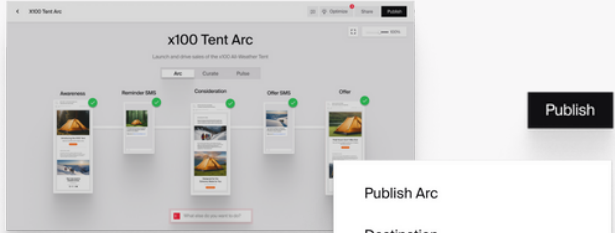


Create a new customer journey




Connect to an existing journey

Preview and publish your finished journeys in one click



Publish Arc

Destination


 Salesforce

Leveraging best-in-class foundational models across all content types




INTEGRATIONS

Typeface enables campaign-building AI workflows across the Salesforce ecosystem

 Content Builder

The Typeface Content Block is accessible in Content Builder and unlocks access to on-brand AI content creation within your workflow.

Craft rule-based content to reach unique audiences with personalized imagery and messaging.

 Journey Builder

Skip the step-by-step content creation. Arc lets you create new journeys or import pre-configured journeys from Journey Builder.

Create content that is targeted for each stage of the journey, from welcoming new subscribers to re-engaging dormants.

 Marketing Cloud

Our current integrations with Salesforce Marketing Cloud enable multichannel content creation with more to come.

Coming soon, proactively adapting content from feedback and insights.

USE CASES

Success stories from Fortune 500 brands across industries

BEAUTY

3-5x

social engagement lifts from high-fidelity product and lifestyle imagery

AUTOMOTIVE

57%

productivity savings and 4x content output for digital ad campaign

ELECTRONICS

90+

markets to create specific web displays and lifestyle imagery

