Typeface | **Google Cloud** | **GrowthLoop**

Typeface for Data and AI Cloud for Marketing

Solution Overview

Typeface is the generative AI platform to supercharge customized content for businesses. With our brand-specific AI, marketers can create any type of content – visuals, copy, and more – tailored for different audiences and channels, seamlessly integrated into their current apps.

Our integrated solution with Google Cloud BigQuery simplifies audience building, personalized content creation, and multi-channel campaign activation - all in a single GenAI workflow using your BigQuery data. It's your marketing team's ultimate toolkit for hyper-personalized marketing.

An end-to-end GenAI experience for marketing to fast track your campaigns at scale

Go live in hours, not weeks
Boost content creation 10x. Expand reach to more audiences and channels.

Define precise audience segments
Easily create audience targeting using natural language and a drag-and-drop builder with GrowthLoop.

Personalize your reach
Deliver personalized content that maps to each stage of your customer's journey with Typeface.

Measure results instantly
Track audience targeting and creative success within Google Cloud or your CDP.

"With generative AI, customers can create more impactful, tailored marketing campaigns, with tools that help improve efficiency throughout the campaign lifecycle."
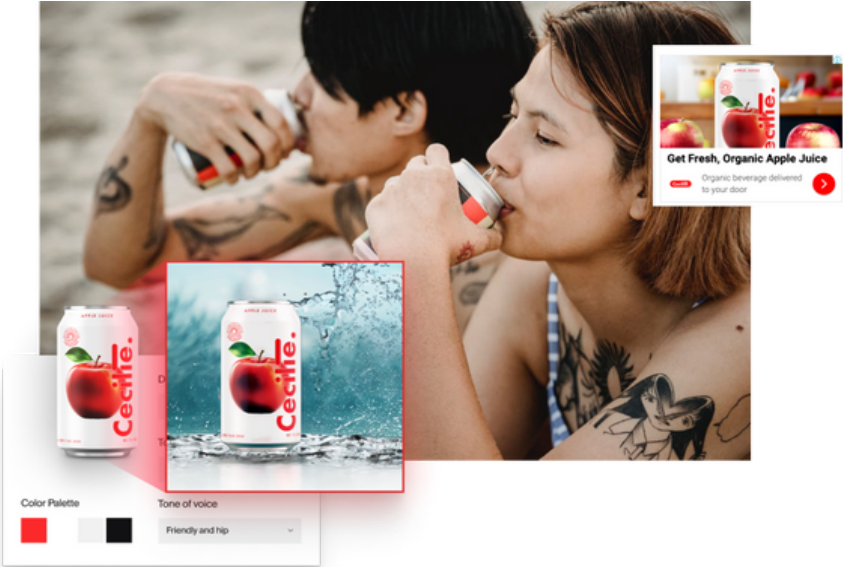
Gerrit Kazmaier, VP & GM
Data & Analytics

Google Cloud

Typeface

Define precise audiences. Create personalized content. Activate it across channels.

How it works

1 Tap into BigQuery customer intelligence across ads, sales, customers, and more for Customer 360 view

2 Define audience segments with natural language using GrowthLoop

3 Create a suite of tailored content and creatives to your brand and audience segments with Typeface

4 Share the content across marketing channels, such as Google Ads, blogs, social, web, and more

5 Monitor audience targeting and creative success in BigQuery

Customer use cases

Launch new product to loyal customers with tailored content

Cross-sell by personalizing content in customer journeys

Extend successful campaigns to new channels.

Quickly activate campaigns using branded templates for monthly drops

Refresh existing campaigns to ensure brand consistency

Re-engage lost customers with personalized offers

Learn more about Typeface at
www.typeface.ai

Ready to get started?
Available in private preview.
Scan QR code to request a demo.