Typeface | salesforce

Typeface for Salesforce Marketing Cloud

Solution Overview

Typeface is the generative AI platform to supercharge personalized content for businesses. With our brand-specialized AI, marketers can create any type of on-brand content — eye-catching visuals, compelling copy, and more — all customized for various audiences and channels.

Our partnership with Salesforce Marketing Cloud enables personalized content creation and email campaigns. Everything you need is in one GenAI workflow, housed within Salesforce's Content Builder. Supercharge your content with hyper-personalized marketing strategies that truly stand out.

An end-to-end GenAI workflow to increase personalization at scale

Boost content by 10x
Streamline your content process, save time, and clear your to-do list with ease.

Personalize to each audience
Quickly create tailored, dynamic content variations to engage different audience segments.

Stay in your groove
Create content without leaving Salesforce's Content Builder. Create, preview, and publish in one go.
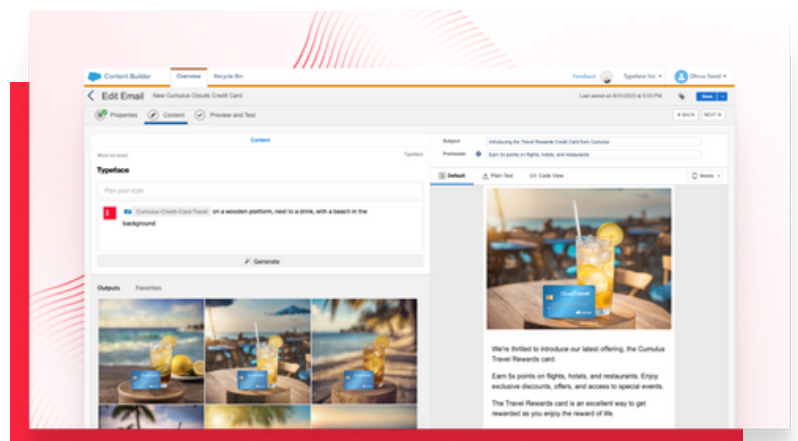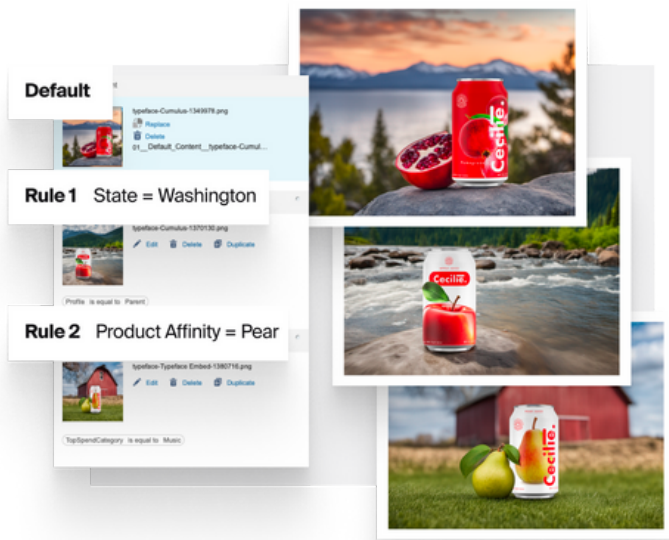
Rapidly experiment on content
See which content variants perform well. Increase marketer productivity by scaling experiments with GenAI.

"Salesforce and Typeface's partnership will help customers deliver contextual, personalized content quickly at scale to increase customer engagement."

Stephen Hammond, EVP & GM

salesforce marketing cloud

Typeface

Create personalized content for specific audiences segments within your Salesforce Marketing Cloud.

How it works

1 Start by dragging the Typeface content block onto your email in Salesforce's Content Builder to connect with our app

2 Pick the product you want to feature and describe the scene or background using a simple prompt

3 Customize images by adding text or using AI for edits like adjusting lighting or removing objects

4 Add your email copy right in Salesforce's Content Builder or use Typeface to generate copy

5 Use Salesforce's dynamic content blocks to send tailored content to different recipients based on specific rules

Customer use cases

Create diverse creatives for different audience segments at scale

Customize product images to match customer preferences

Adapt visual assets for recipients' geographic locations with ease

Generate custom content for automated email campaigns

Improve performance with speedy A/B testing of content variations

Win back customers using personalized re-engagement offers

Learn more about Typeface at
www.typeface.ai

Ready to get started?
Available for early access.
Scan QR code to request a demo.