

ImpactFactory.ai Releases Version 1.5 With Full-Duplex Conversational AI Agent

New mobile-enabled agent can converse with users, analyze work and perform tasks simultaneously across the marketing process

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EINPresswire.com/ -- ImpactFactory.ai today announced the release of Version 1.5, adding a full-duplex conversational AI agent that can guide users through [marketing](#) projects, analyze work, provide recommendations and perform tasks while maintaining an ongoing conversation.



ImpactFactory.ai logo

Impact Factory is an AI-powered marketing platform designed for small businesses, integrating capabilities including branding, websites, social media, email, advertising, video production, media placement, competitive intelligence and optimization. The platform is designed to make capabilities typically associated with full-service agencies accessible to businesses with smaller marketing budgets.

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Even the best traditional agency isn't sitting beside you when inspiration strikes, when a problem emerges or when you need to make a decision. Impact Factory is!”

*Dr. Duane Varan,
CEO/Founder
ImpactFactory.ai*

Version 1.5 introduces a conversational layer across that platform. Rather than requiring users to navigate individual tools and workflows independently, the agent can engage users in dialogue about their objectives, ask questions to gather relevant information, guide decisions and recommend subsequent steps.

The technology goes beyond speech-to-text or voice

control. The agent can interpret the context of a project and analyze work as it develops. Its full-duplex architecture allows it to listen, speak and perform work simultaneously, enabling a conversation to continue while the system analyzes a project, develops ideas or carries out

tasks.

“The breakthrough here isn’t that you can talk to the software. It’s that the software talks back intelligently,” said Dr. Duane Varan, CEO and Founder of ImpactFactory.ai. “You can explain what you’re trying to accomplish just as you would to an agency team. The agent asks questions, examines the work, makes recommendations and guides you through the process. You don’t have to become a marketing expert to access expert-level capabilities.”

The release reflects a broader effort within Impact Factory to simplify access to increasingly sophisticated AI capabilities. As additional AI models and marketing functions are integrated into the platform, the conversational agent provides a common interface through which users can access them without having to determine which underlying technology or workflow is required for each task.

For example, a business owner can begin with a broad objective such as “I need more customers,” “I want to launch a new product,” or “I need to improve my marketing.” The agent can then ask follow-up questions, examine relevant work, identify potential opportunities and provide recommendations as the project develops. Because the agent can also act during the conversation, recommendations can move directly into execution without requiring a separate workflow.

In this model, the business objective becomes the starting point and conversation becomes the interface between the user and the platform’s underlying marketing capabilities.

Version 1.5 also addresses two traditional limitations on access to agency expertise: time and place. The conversational agent is available on mobile devices, allowing users to discuss an idea during a commute, develop a campaign while working out, or seek input when an opportunity or problem arises at a store, job site, event or customer meeting. The mobile implementation is intended to make marketing support available at the point at which business decisions and opportunities occur.

“For generations, access to great agency thinking has been constrained by cost and availability,” Varan said. “AI changes both. Even the best traditional agency isn’t sitting beside you when inspiration strikes, when a problem emerges or when you need to make a decision. Impact Factory can be. It puts the capabilities of an entire agency team at your side, whenever you need it, at a price every business can afford.”

Version 1.5 follows a series of recent Impact Factory releases that added email campaign capabilities, additional advertising and social publishing functions, website creation and optimization, and an AI storyboard development system. The conversational agent is designed to provide a unified way for users to interact with these capabilities as the platform expands.

ImpactFactory.ai Version 1.5 is available beginning September 17, 2026.

About ImpactFactory.ai

ImpactFactory.ai is an AI-powered marketing platform designed for small businesses. The platform integrates tools for brand development, marketing content, website creation and optimization, campaign management, advertising, media placement and marketing analysis within a single environment.

For more information, visit [ImpactFactory.ai](https://www.impactfactory.ai).

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