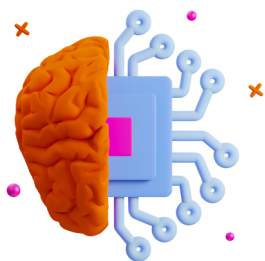


# Revolutionize Your Consumer Insights

## With AI-Driven Synthetic Personas



### Why Smart Persona?

Today's brands can't wait weeks for consumer research. Marketing moves fast — and your insights should, too. Smart Persona transforms how you understand your customers by creating synthetic personas that think, feel, and react like real people. Test ideas, refine strategies, and make decisions with confidence — in record time and at a fraction of the cost

### Smart Persona Benefits



#### Speed

Smart Persona enables instant qualitative insights through realistic conversations with synthetic consumer segments, reducing turnaround to less than 1 day



#### Cost reduction

Smart Persona cuts research costs by up to 70% by reducing human and logistical needs, while maintaining high-quality results



#### Confidentiality

The use of an anonymized synthetic population ensures data confidentiality.



#### Quali-Quanti Integration

By integrating qualitative and quantitative data in real time, Smart Persona delivers precise, in-depth analysis with speed



### Synthetic Population

Creates highly realistic and diverse personas based on a vast database of 12,000 demographic, behavioral, and psychographic attributes.



### Real-Time Contextual Data

Integrates with Google AI to leverage real-time data and enhance the accuracy and relevance of persona interactions.



### Personality Modeling

Employs the OCEAN model to develop dynamic personas with unique personalities and relatable characteristics



### Scenario Testing and Validation

Evaluates scenario effectiveness with a focused consumer group, providing quantifiable results and rich qualitative insights to inform data-driven decisions.



### Interactive Conversations

Engages in realistic conversations with personas across various use cases to extract valuable insights.



### Customizable Research

Allows for tailoring research parameters and questions to specific business needs and objectives.



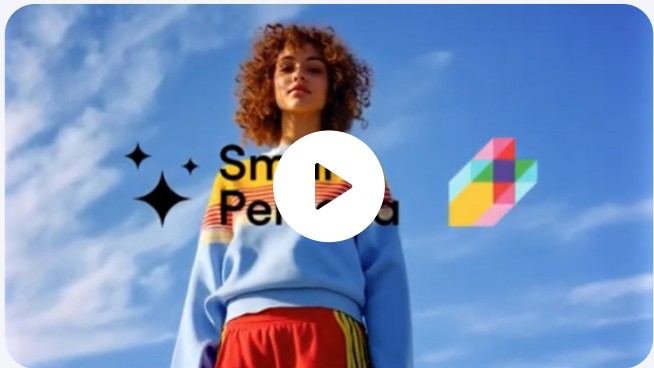
## Enterprise-Grade Security and Compliance

Smart Persona is designed for enterprise-grade privacy:

- ✓ Synthetic data ensures anonymity.
- ✓ Hosted on Google Cloud Platform in isolated client silos.
- ✓ ISO 27001 compliance for peace of mind.



Experience Smart Persona in action and explore how AI-driven personas can accelerate your marketing decisions.



Schedule your demo today and discover faster, smarter consumer insights.



**Getting in Touch**

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