

Ipsos PersonaBot

What is Ipsos PersonaBot?

Ipsos PersonaBot is a breakthrough segmentation tool that brings segments to life through Ipsos' generative AI platform.

While segmentation studies have the potential to support an array of marketing activities, many companies find it challenging to realize their full potential. Designed to address this challenge, PersonaBot uses AI to enable stakeholders across the organization to 'converse' with personas identified in their segmentation study, either individually or as a group, as if they were real people. In doing so, it can dramatically increase the application and usage of the segmentation.

PersonaBot uses segmentation survey data to create persona profiles, which are used by Ipsos Facto – the company's secure generative AI platform – to create AI-powered personas. These 'synthetic' personas are uploaded to a digital platform for all client stakeholders to leverage.

Business Questions Addressed

- How can we uncover category needs?
- How can we spark ideation for innovation platforms?
- How can we optimize brand positioning?
- How can we refine marketing stimuli and messages before testing?
- How can we make better channel and communications decisions?
- How can we make sure that all stakeholders in our organization actively use our segmentation?

Converse with a PersonaBot

User: Tell me everything that pops into your mind about fast food.

PersonaBot: Burgers, fries, unhealthy, friends.

User: What makes it unhealthy?

PersonaBot: Too salty, too many calories. Chemicals.

What We Deliver

Insights into Your Segments

Dive deeper into your consumers' lifestyles, attitudes, behaviors, communications needs, message preferences, and more, and probe further for richer activation.

Richer segments

Ipsos can curate insight learnings from quantitative, qualitative, videos, data tables and other sources to build rich PersonaBots.

Activation across Your Organization

Stakeholders can converse with one PersonaBot at a time or with all PersonaBots at the same time like a focus group.

