

SIMULATED AUDIENCES IN MARKET RESEARCH

*How AI-generated consumers are being used in
market research*



SWIPE TO LEARN MORE



MEET THE SIMULATED AUDIENCE

AI-generated users can predict how real people might react to ads, messaging and product concepts.



The goal is to anticipate how different consumers may respond before launch.



HOW DO THEY WORK?

BUILD THE AUDIENCE

Create AI personas using demographics, behaviours, preferences, or customer data.

TEST IDEAS

Give the audience an ad, message, product idea, or concept to react to.

SIMULATE RESPONSES

AI predicts how different personas may respond based on their profiles.

ANALYZE & REFINE

Compare reactions and use the feedback to improve the idea before launch.

WHY ARE MARKETERS USING THEM?



FASTER FEEDBACK

Test ideas without waiting for a full research study.



LOWER COST

Screen more concepts before investing in larger studies.



EARLIER REFINEMENT

Change messaging or content while it is still easy to adjust.



BUT HOW ACCURATE ARE THEY?



USEFUL FOR:

- Finding broad patterns
- Comparing alternatives
- Screening early ideas
- Generating hypotheses



STILL LIMITED BY:

- Quality of the underlying data
- Human emotion and nuance
- Cultural context
- Unexpected behaviour

A simulated response is still a model of a customer, not the customer themselves.

COULD THEY REPLACE TRADITIONAL MARKET RESEARCH?



REAL CONSUMERS

- Real experiences
- Greater nuance
- Useful for validation

SIMULATED AUDIENCE

- Fast
- Scalable
- Useful for early testing

The more likely shift is a hybrid model.



WHAT COULD THE FUTURE OF MARKET RESEARCH LOOK LIKE?



Simulated audiences could help marketers test and refine ideas earlier, while real consumers remain essential for validation and deeper insight.

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