

From slide decks to real-time dialogue—know what your customers think, faster

Turn static personas into living conversations

DeepSights Persona Agents are AI-powered, synthetic personas that bring your target customer to life. Instead of flipping through static profiles, your teams can talk directly to personas—asking questions, testing ideas, or gathering feedback in real-time.

Built for insights, marketing, and product teams, these interactive

personas simulate real people with specific backgrounds, communication styles, and behaviors.

Whether you're working on new product ideas, campaign messaging, or customer segmentation, DeepSights Persona Agents provide fast, natural insight—without waiting for panels or focus groups.

Key benefits

Accelerate time to insight. Lower research costs. Boost innovation.



Get feedback on ideas in hours, not weeks



Reduce delays in early-stage product development



Make data-informed decisions, faster

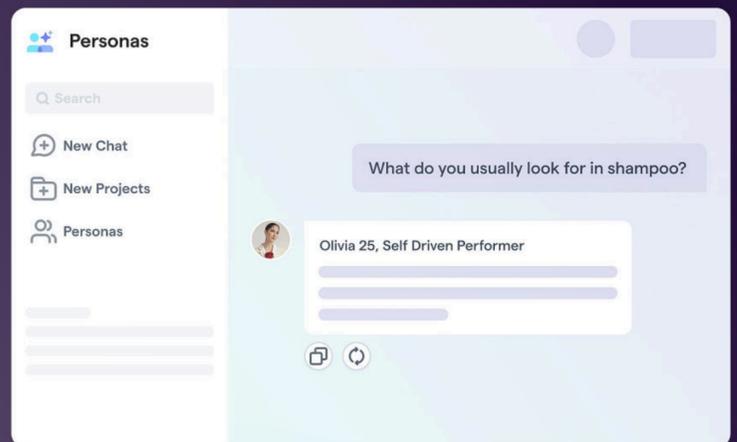


Test ideas before full-scale investment

How it works

Each Persona Agent is powered by advanced AI and configured to reflect a real customer segment—complete with demographics, behaviors, tone of voice, and life context.

- Real-time, natural language interaction
- Upload and test creative assets
- Individual or group chats
- Export chats and auto-summarize key insights
- Project-based chat organization
- Optional API access for integration



A powerful AI engine behind each persona

Built from ready-to-use segmentation decks or raw interview transcripts



Data input

- Bring your persona data
- Segmentation decks
 - U&A presentations
 - Raw interview transcripts







Persona Agents setup

Market Logic experts import and prepare data for simulation



AI engine

LLM-powered simulation tuned to your segments



24/7 chat

Test concepts, run virtual focus groups and explore habits and feedback



Integrate and export

- Integrate with other agents
- Share summaries with stakeholders

What makes DeepSights Persona Agents different

Always-on insights@scale

-  **Trust**
Purpose-built AI for marketing, product & insights teams
-  **Deeper understanding**
Richer, in-character responses that deliver deeper insights
-  **Control**
Fully customizable personas by market, brand, or category
-  **Integrated into ecosystem**
Connect into other agents in your DeepSights platform
-  **Time to impact**
Up and running—and validating Persona Agents with your expert team—within 72 hours

Flexible interactions at scale



Flexible setup

Choose how rigid or exploratory your personas should be—from fact-based, compliance-focused responses to open-ended, creative ideation.



Regional & market variations

Easily generate personas from customer transcripts that reflect local markets, categories, or brands.



Multi-language operation

A single persona can interact across multiple languages, ensuring consistency for global teams.

Real-world examples by industry

How customers are unlocking value from DeepSights Persona Agents

Industry	The challenge	How DeepSights Persona Agents help
CPG	Slow and expensive testing of new products, messaging, and pricing	<ul style="list-style-type: none"> • Test new flavors, packs, and sustainability claims with synthetic consumers • Simulate how different shopper types respond to price changes or discount strategies
Retail	Hard to predict shopper reactions to promotions, product changes, or stockouts	<ul style="list-style-type: none"> • Get feedback on promotions, loyalty programs, or store displays before launch • Model shopper behavior in substitution or competitive scenarios
Pharma & Healthcare	Limited access to real-world HCP and patient feedback; costly and time-consuming studies	<ul style="list-style-type: none"> • Test HCP messaging and educational content with synthetic doctors • Refine patient leaflets, videos, or onboarding flows with diverse virtual patient personas
Automotive	Long lead times for feedback on vehicle features, pricing, and campaigns	<ul style="list-style-type: none"> • Simulate buyer reactions to EV features, design choices, and sustainability claims • Compare pricing sensitivity across buyer segments (e.g. eco-conscious vs. performance-driven)

Ready to bring your personas to life?

Contact us

Visit deepsights.ai