

From static personas to continuous audience intelligence. Create and explore your audiences, faster.

Turn static personas into dynamic, data-driven audiences



DeepSights Personas transforms how teams understand and work with audiences. Instead of relying on static profiles, teams can create personas from their own data, interact with them directly, explore behaviors through AI-led interviews, and validate ideas at scale.

Built for insights, marketing, and product teams, DeepSights Personas

combines synthetic persona creation, qualitative exploration, and quantitative validation in one continuous workflow.

Whether you're working on new product ideas, campaign messaging, or customer segmentation, DeepSights enables fast, evidence-backed decisions before investing in fieldwork.

Key benefits

Accelerate time to insight. Reduce research cost. Improve decision quality



Get feedback on ideas in hours, not weeks



Explore and refine concepts to higher quality earlier



Make data-informed decisions, faster

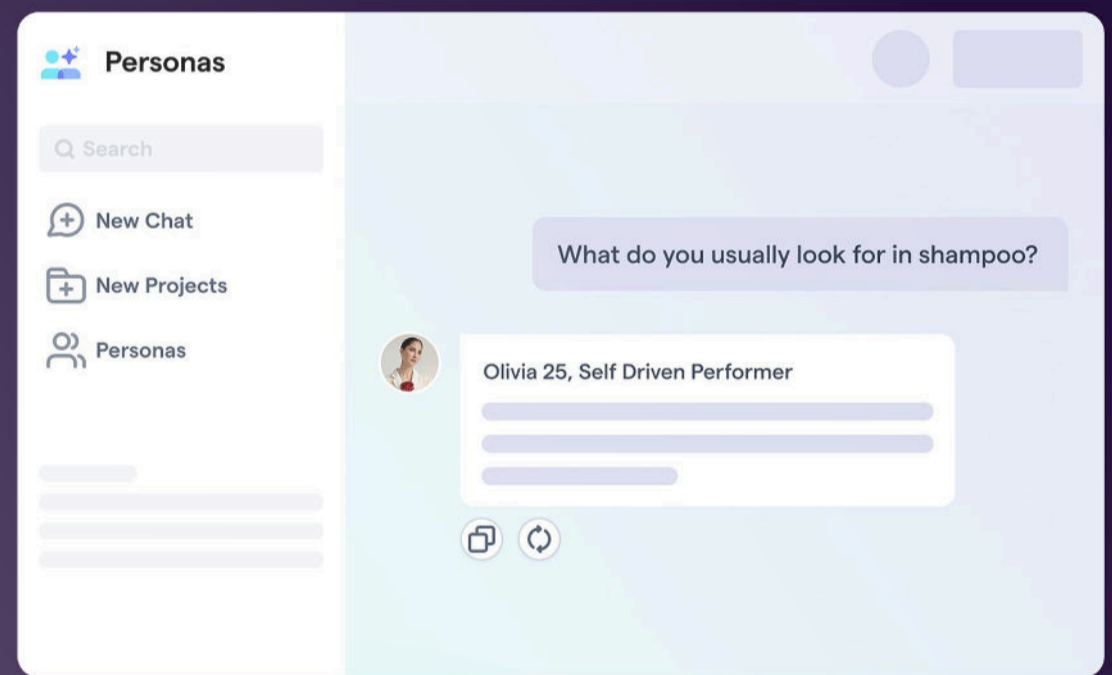


Validate ideas at scale before high investment

What it does & how it works

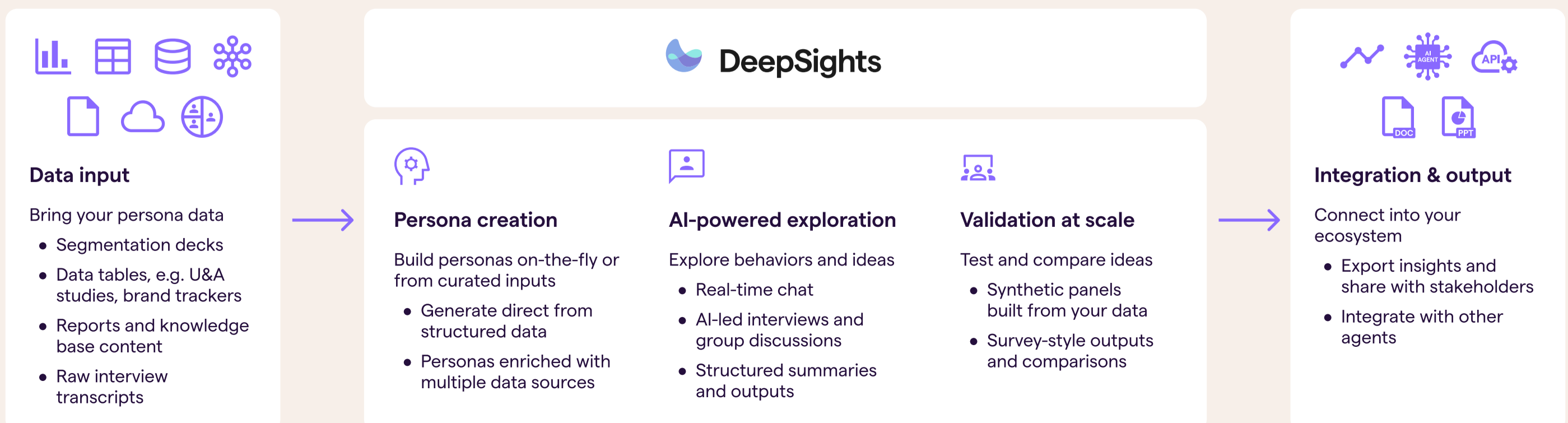
DeepSights Personas enables a new approach to audience understanding. Giving you full flexibility on persona creation, qualitative exploration and quantitative validation - all grounded in your proprietary data.

- Create personas on the fly from structured and unstructured data
- Interact directly with personas in natural language
- Run 1:1 and group discussions directly with personas, or leverage AI-led moderation to scale and deepen exploration
- Validate ideas at scale with synthetic panels
- Export structured outputs and share insights across teams
- Integrate persona insights into other apps with API



A powerful AI engine behind your synthetic audiences

Built from your proprietary data, research, and connected sources



What makes DeepSights Personas different

Turn your data into on-demand audience intelligence — so you can explore, validate, and act with confidence.

- ✔
Trust

Purpose-built AI for marketing, product & insights teams — grounded in your data
- ✔
Scale

Create personas on the fly and expand exploration across audiences and use cases
- ✔
End-to-end workflow

Create → explore → validate in one system
- ✔
Deeper understanding

Rich, in-context responses combined with structured outputs
- ✔
Flexibility and control

Define audiences dynamically or use curated personas
- ✔
Integrated into ecosystem

Connect into other agents in your DeepSights platform

Flexible interactions at scale



Flexible setup

Create personas dynamically from structured or unstructured data, or use curated inputs depending on your use case.



Regional & market variations

Easily generate new personas from reports, transcripts, or data tables that reflect local markets, categories, or brands.



Explore and validate

Run qualitative exploration directly or with AI in persona chat and validate with synthetic panels.

Real-world examples by industry

How teams use DeepSights Personas to move from exploration to validation — faster and at scale

Industry	The challenge	How DeepSights Personas help	Business impact
CPG	Slow and costly testing of new products, messaging, and pricing	<ul style="list-style-type: none"> • Explore reactions to new flavors, packs, and claims with Persona Agents • Iterate concepts quickly and validate with synthetic panels before fieldwork 	<ul style="list-style-type: none"> ✔ Faster concept iteration cycles ✔ Reduced early-stage research costs ✔ Stronger product launches
Retail	Hard to predict shopper reactions to promotions, product changes, or stockouts	<ul style="list-style-type: none"> • Simulate shopper behavior across segments and scenarios • Test promotions, pricing, and in-store concepts at scale 	<ul style="list-style-type: none"> ✔ Faster, more confident campaign decisions ✔ Optimized promotions and pricing strategies ✔ Reduced reliance on external testing
Pharma & Healthcare	Limited access to HCP and patient feedback; research is slow and expensive	<ul style="list-style-type: none"> • Create niche HCP and patient personas on demand • Explore messaging and refine materials before validation 	<ul style="list-style-type: none"> ✔ Faster access to hard-to-reach audiences ✔ More targeted and effective communication ✔ Lower research costs and timelines
Automotive	Long lead times for feedback on features, pricing, and campaigns	<ul style="list-style-type: none"> • Simulate buyer reactions to features, pricing, and sustainability claims • Compare responses across segments and markets 	<ul style="list-style-type: none"> ✔ Faster feedback on key decisions ✔ Better-informed pricing and feature prioritization ✔ Accelerated go-to-market cycles

Ready to bring your personas to life?

Contact us

Visit deepsights.ai