Understand your audience like never before with AI personas

Liam 'Research Consultant'
Created with Yabble AI

Evelyn 'Tech Enthusiast'
Created with Yabble AI

Avery 'Health Enthusiast'
Created with Yabble AI
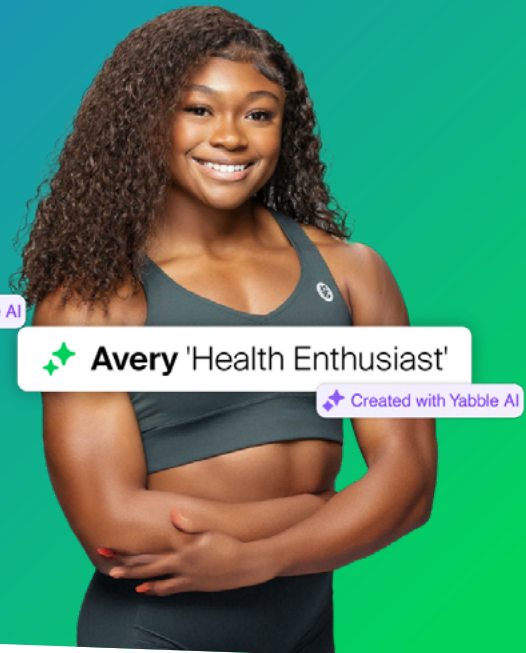
AI-generated insights from AI personas grounded in real data

80%
Faster than traditional research methods

90%
Similarity of insight when compared to traditional methods

50%
Minimum cost savings compared to traditional methods

## Save and reuse AI personas that grow smarter with every project

Why is maintaining a health-conscious lifestyle important to you?

Living a health-conscious lifestyle just makes sense to me—it vibes with my core values like sustainability, authenticity, and social responsibility. It's not just about what I eat or buy; it's about supporting brands that actually walk the talk with eco-friendly practices, ethical sourcing, and real inclusivity.
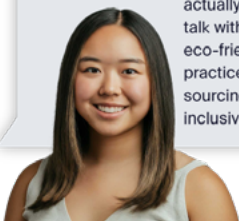
What frustrates you about finding sustainable options?

What frustrates me most about sustainable shopping is the greenwashing—so many brands fake it for marketing. The legit ones are usually overpriced, making it hard to balance ethics and budget. Plus, if a brand isn't transparent about its supply chain, how can I even trust it?
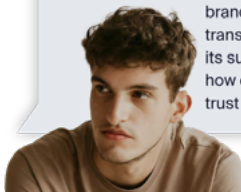
What digital platforms do you use to find products?

I mostly find new stuff on Instagram and TikTok—they make it easy to see if a brand is actually legit, especially in luxury, wellness, and tech. Influencers and real people's reviews help a ton, and I always compare prices to make sure I'm getting the best deal without compromising on quality or ethics.

For answers to this, that, and everything. **Yabble it.**

Talk to the Yabble team today at **www.yabble.com**

Create digital representations of your most important segments.

Utilize Generative AI with access to reputable public and private data to build interactive AI versions of your ideal audience, incorporating media consumption, psychographics, demographics and more.

Jordan 'Creative Explorer'
Created with Yabble AI

Enrich them with data on topics that answer your key business questions.

Run a new project against your saved personas to uncover insights about them, including brand usage and perception, hobbies and interests, media habits, and more.

Kai 'Value Conscious'
Created with Yabble AI
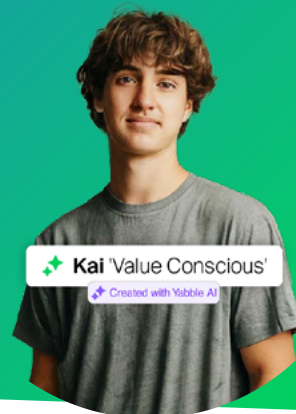
Test novel concepts and ensure your strategic direction fits with your market.

Interact with your personas using natural language to rapidly test concepts and iterations, without requiring traditional fieldwork.

Karen 'Eco-Conscious Shopper'
Created with Yabble AI

BENEFITS

/1

Remove time consuming and costly fieldwork

Get a rich, detailed view of consumer behaviors, preferences, and trends in real-time. Each audience is dynamic and created to answer your insight questions.

/2

Reach any audience, anywhere

Easily pinpoint specific target groups or scale your study to include more markets than with traditional methods – all with immediate responses, real-time analysis, and quick iterations.

/3

Have answers in minutes

Using the combined knowledge of Large Language Models (LLMs), recent and relevant trend data, social data, behavioral statistics, and your proprietary datasets, so you can go from business question to insight in minutes.

USE CASES

- ✅ **Market exploration**
- ✅ **Trends**
- ✅ **Attitudes to brands**
- ✅ **Written concept tests**
- ✅ **Simple segmentations**
- ✅ **B2B sample**
- ✅ **Bringing existing segmentations to life**
- ✅ **Transacting on static proprietary data**

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