



Beyond human respondents

How AI-powered
synthetics will
revolutionize market
research





What about
Synthetic Data?

Is it **Real** or
is it **Fake**?



Is it live or is it Memorex?



If anybody knows what Ella Fitzgerald sounds like, it's her old friend Count Basie.

So we set up a test. First, we put Ella in a soundproof booth and recorded her singing on Memorex with **MRX₂ Oxide**. Then we invited the Count into the studio.

He listened, but didn't look, as we alternated between Ella singing live and Ella recorded on Memorex with **MRX₂ Oxide**.

After switching back and forth a number of times, we asked the Count which was Ella live and which was Ella on Memorex.

His answer: "You gotta be kidding, I can't tell."

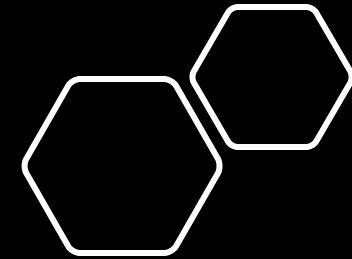
Now it just stands to reason that if an expert like Count Basie can't tell the difference between "live" and Memorex, you probably can't either.

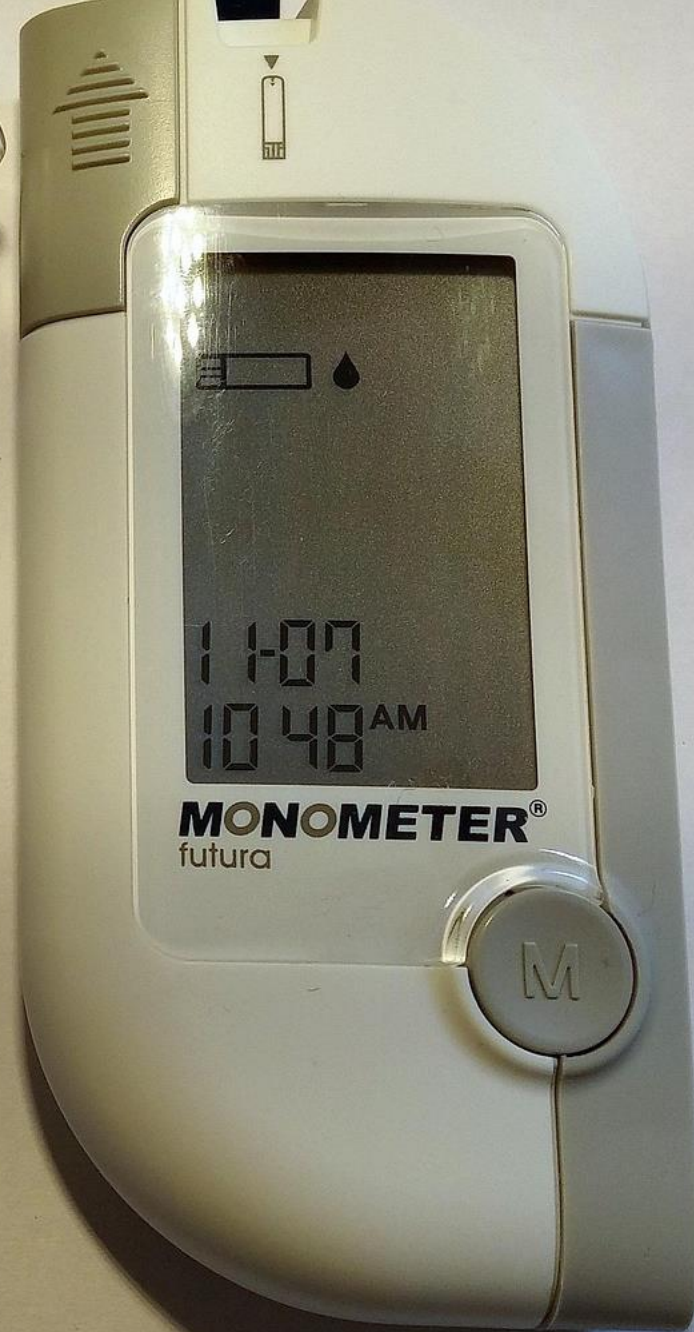
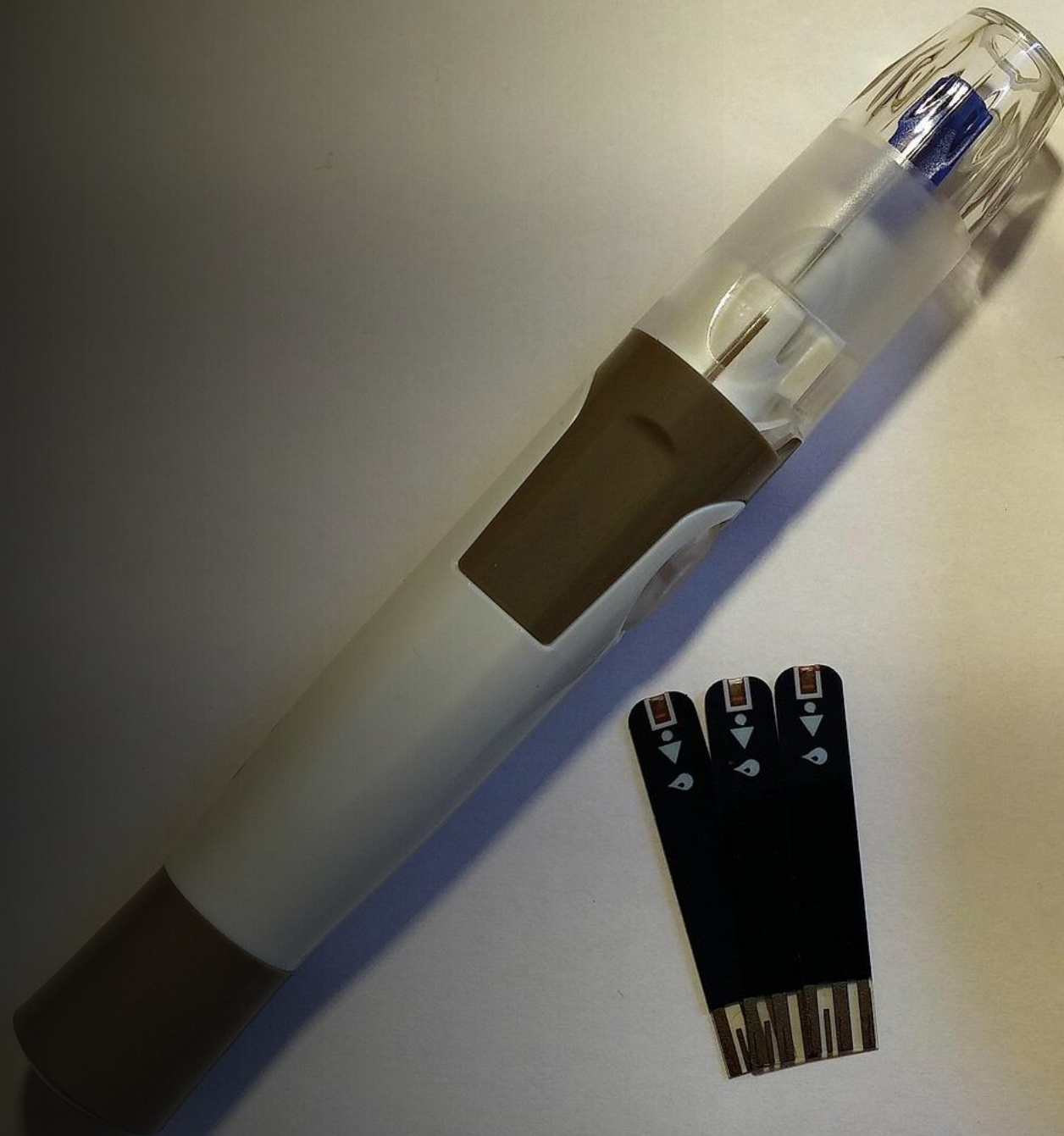
But, why not buy a Memorex **MRX₂ Oxide** Cassette and listen for yourself?



MEMOREX Recording Tape.

©1974, Memorex Corporation, Santa Clara, California 95052







What are Toluna's HarmonAlze Personas?



- Synthetic Survey-Takers
- Mimic a unique survey respondent -- not an average



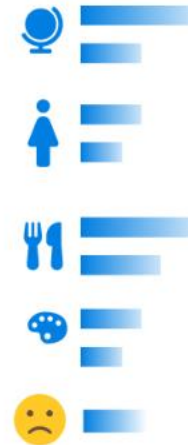
Ava

Toluna Influencer



Amara

Synthetic Persona



Introducing Toluna HarmonAlze Personas



Grounded in Reality

Each persona uses a base of high-quality anonymized data from human panelists...



Deep, Realistic Profiles

...Enriched with personality traits, emotions and predicted behaviors & preferences...

3.6B data points for US

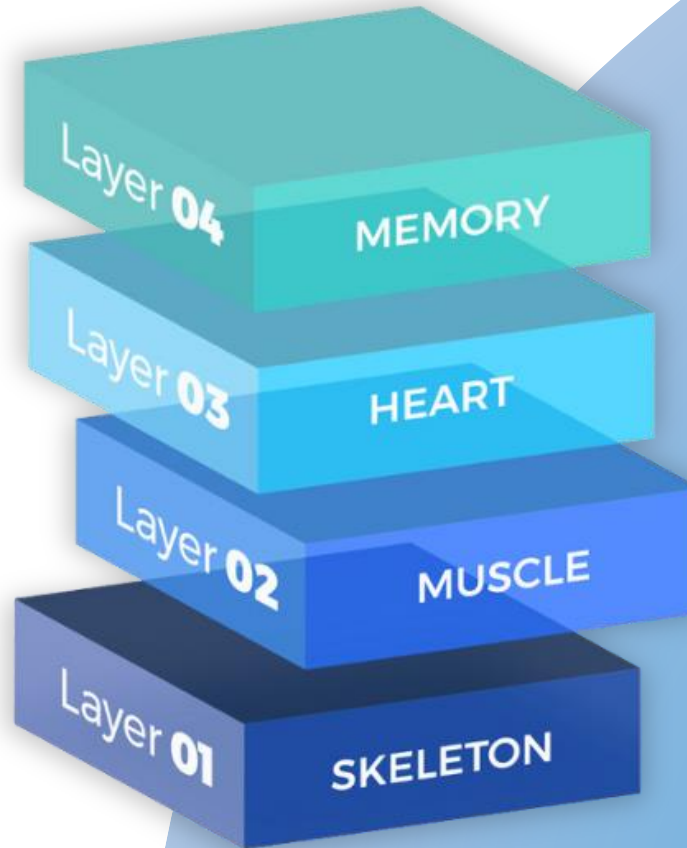


Meet Amara: A Deep, Multi-Layered Digital Entity



Amara's Profile

- 4 "Remembers" prior responses -- so answers to later survey questions are consistent
- 3 Open and conscientious personality, spiritual but not religious, eco-friendly, relaxed communication style & more
- 2 Enjoys gardening, reading, arts & crafts; vegetarian, good health, sensitive skin, owns a dog, buys organic cosmetics, watches TV via app & more
- 1 Female, age 26, African-American, lives in California, annual income of \$45k-\$50K, & more



Amara ✨

Toluna HarmonAlze Persona





The video did not play.

Why are you wasting my time

- Ashleigh (28), HarmonAlze Persona

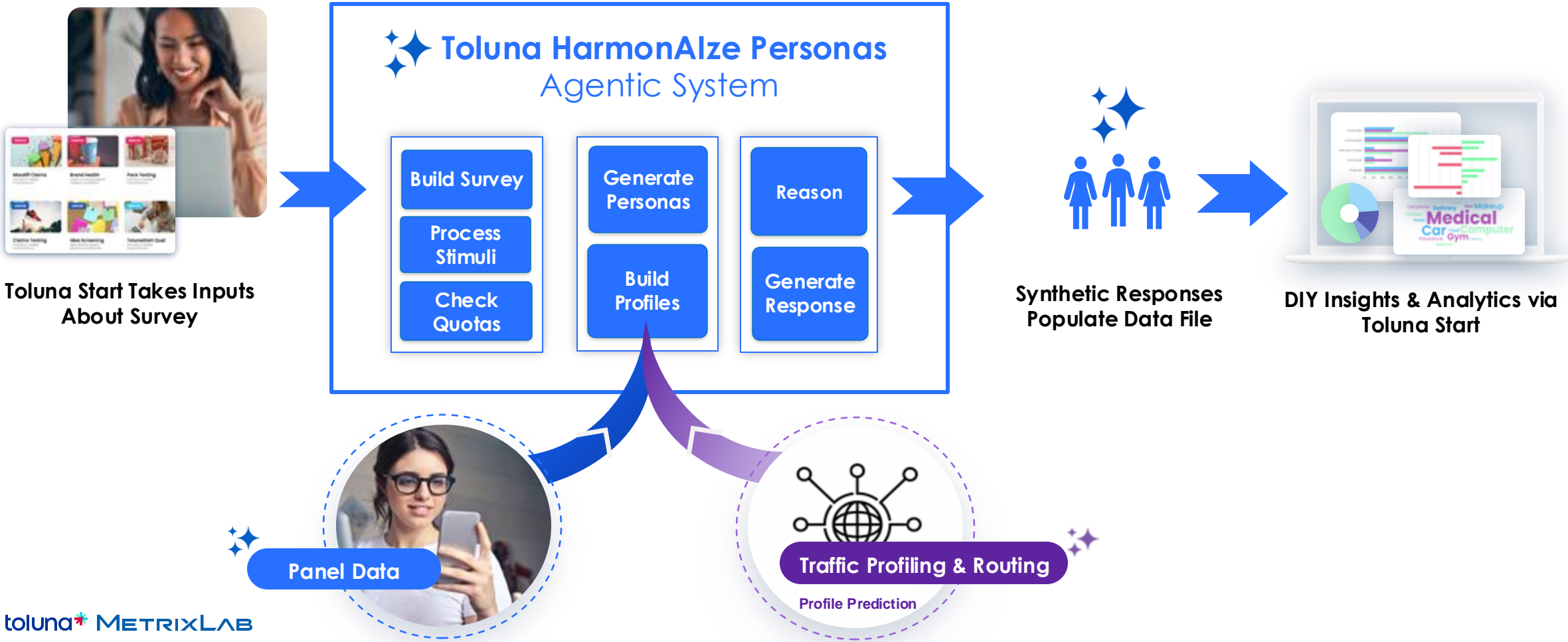


***The image is nice. But beer? I don't
drink so that's pointless***

- Craig (31), HarmonAlze Persona



An On-Demand System of AI Agents Integrated with Toluna's Platform & Supply Ecosystem





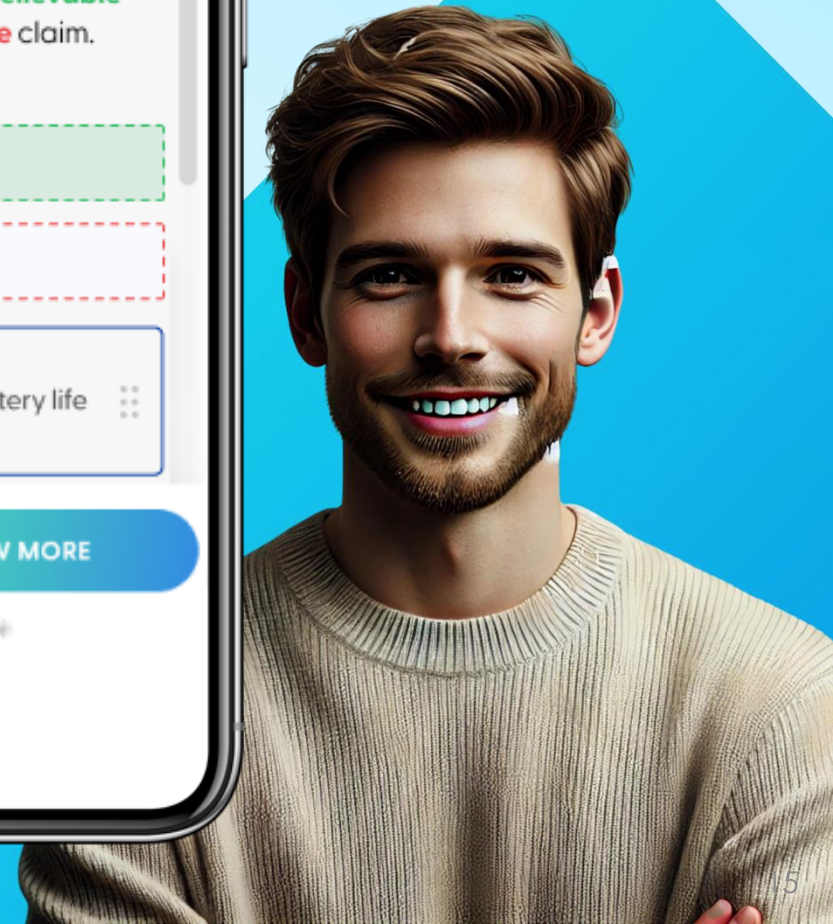
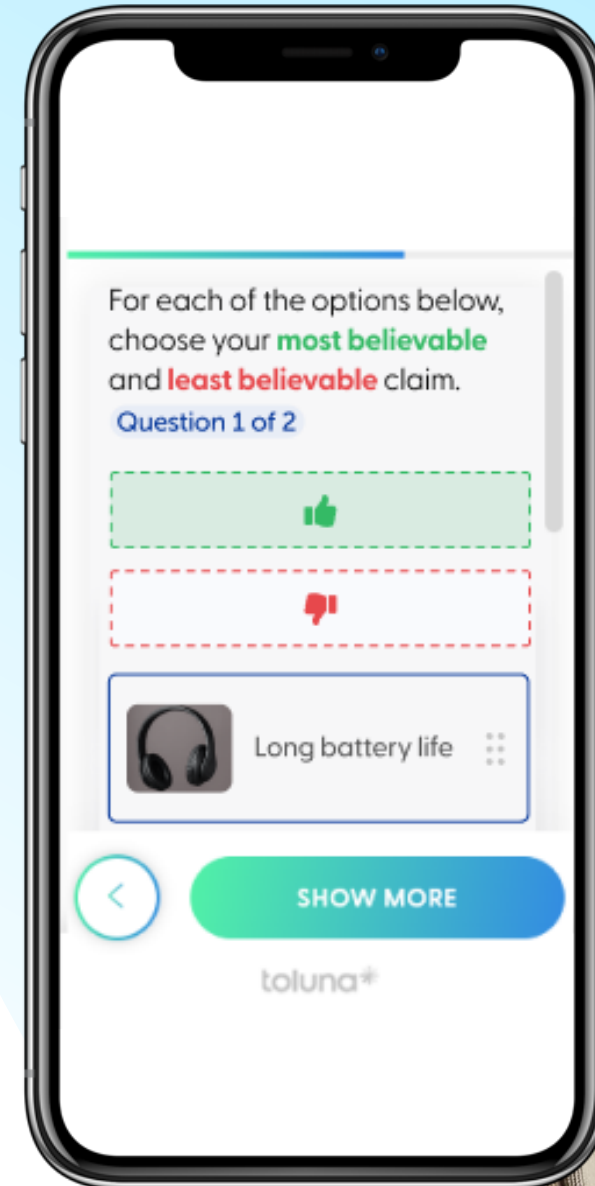
What can HarmonAlze Personas do today?



Rapid Claims Screening



US only



What can HarmonAlze Personas do today?



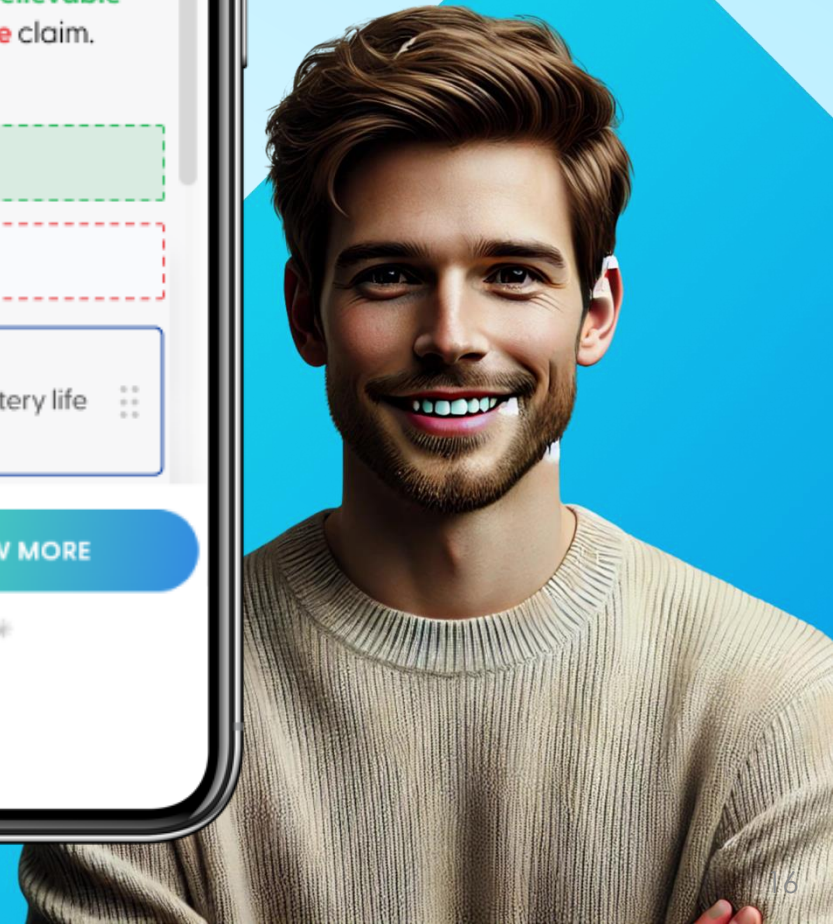
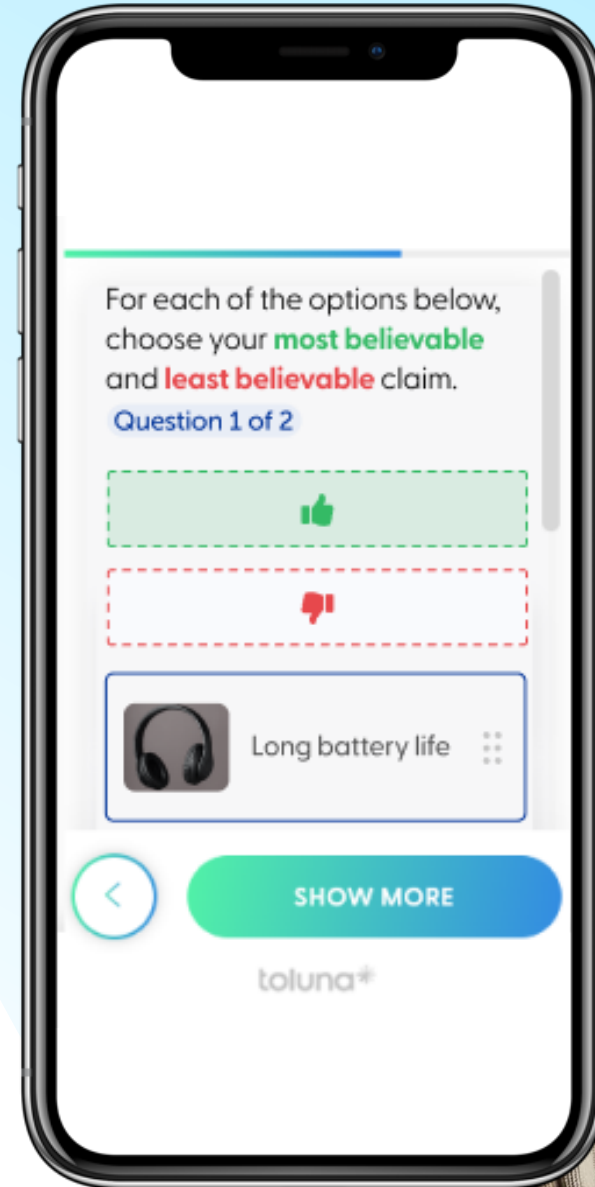
Quant survey at speed



Keep sensitive information safe



No fraud, fatigue or attention issues



Correlation of Claims Rankings

.70 to **.96**



Thank you

toluna  METRIXLAB