The Digital Twins Are Coming!

Here's How Brands Are Accelerating Innovation with **Enterprise-Grade Twins**

Presented by: Adam Bai

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What We'll Cover

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01

Who We Are

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Introducing

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Any Type of Insights Data.
One Brilliant View.

Panoplai is a panoramic research platform that uses AI to uncover meaningful, nuanced insights by integrating all your data sources into a **single, powerful source of truth.**

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Trained as an anthropologist of innovation, who helped lead digital transformations at IBM, PepsiCo, and others. Former Editor-in-Chief and CSO at Nomadic Learning. Published in HBR, Ad Age, Adweek, Barron's, and more.

02

The Challenge +
Vision

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The Challenge

Clients need more nuanced, differentiated, actionable insights—and they crave accurate, real-time feedback to guide marketing and innovation.

Traditional studies are slow, fragmented, and often backward-looking

AI-powered approaches tend to lack historical context and high-quality data

Language and emotion, valuable frustration and opportunity data, is difficult to analyze at scale

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The Challenge

Outputting "insights" isn't enough. The real goal is driving directly from business and marketing challenges to better decisions: across innovation, marketing, and activation cycles.

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The Vision

Imagine marketing, sales, and product teams conducting real-time conversations with virtual personas, grounded in high-quality historical data to . . .

+ **Understand** ideal customer experience challenges and uncover new solutions

+ **Shape** commercial strategy & innovation outcomes

+ **Interact** with virtual personas and customer segments in real-time to test ideas

+ **Develop** more nuanced, predictive, and actionable customer insights

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03
Enter the Digital Twins

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Digital Twins

Digital twins are dynamic, data-driven representations of precisely targeted audience or customer segments.

You can gain real-time feedback from virtual audiences who think and behave like the people who matter most to the success of your organization.

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Digital Twins

But not all twins are created equal. Enterprise-grade digital twins need to be based on a secure foundation of first-party and proprietary data.

Option #1

Foundational data: LLMs & LLM training data

Option #2

Foundational data: Proprietary 'small data'

Bring your own approach, segmentation, and journey to life.

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Foundational Data

New Research **+** Existing Research

Actionable Themes ⟶ Synthesized Insights for Decision-Making

Data Repository ⟶ Ingest Years of Shopper Behavior & Attitudes

Quant / Qual Surveys Language ⟶ Capture Fresh Perspectives in Human

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04

Real Client Use Cases

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What It Looks Like In Action

Meet your customer. In real time.

Turning Insight Into Actions for Kraft Heinz

Issue: Needed fast insights on product, messaging & pricing

Solution: Shopper twins

Based on the insights from the "Grocery Shopping Habits" study, here are some suggested actions for consumer packaged goods (CPG) brands to align with consumer preferences and behaviors:

1. **Leverage Discounts and Promotions:** With 39.6% of respondents stating that discounts, sales, or promotions are "extremely important" (Q15), focus on providing frequent sales, coupons, and attractive promotions, especially on essential and frequently purchased items.

2. **Highlight Brand Reputation and Consistency:** As 44.8% prioritize brands they've used before and trust, and 27.3% rely on brand reputation (Q11), invest in maintaining a strong brand image through consistent quality and messaging. Customer loyalty programs can reinforce this.

3. **Expand Private-Label Offerings:** With 42.2% frequently purchasing private-label items (Q10), consider collaborating with retailers to develop high-quality store-brand products that compete on both price and quality.

4. **Focus on Sustainability:** Since 44.4% of respondents consider sustainability (extremely or very important) in their purchases (Q16), emphasize eco-friendly practices such as sustainable packaging, ethically sourced ingredients, and carbon-neutral production. Clearly communicate these initiatives on packaging and in marketing.

Insights aren't just interesting—**they're immediately usable.**

"Quick Snack" Insight →
Campaign Refinement

Health-Focused Sentiment →
Product Formulation & Eco-Friendly Packaging

Speed to Decision →
Rapid Alignment Among Teams

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Bringing 'Growth Gabby' to Life for the Hubspot CEO

Issue: Wanted to bring to life a nuanced picture of ideal buyers and then embed digital twins in daily marketing and innovation work

Solution: Growth Gabby

Attitudes toward tech → Attitudinal targeting

Platform & Tool Preferences → Positioning against Salesforce, etc.

Media Habits → More efficient audiences

Buyer Lifestyle & Hobbies → Persona enrichment

For respondents who are more inclined to use technology more quickly and are less risk adverse, what kind of language do they use to describe the market and what would be the best way to reach them with our AI Agents that are embedded into our marketing automation platform?

Respondents who are more inclined to use technology quickly and are less risk-averse are those focused on "seizing opportunities for rapid growth, even if it involves some risk" (cut value: Seizing opportunities for rapid growth). Their sentiment and language tend to reflect optimism and openness to innovation. For example, in the context of generative AI adoption, this group demonstrates overwhelmingly positive sentiment (87.1%) and sees AI as a means to enhance innovation and creativity (46.8%), optimize processes, and solve problems creatively (Q21 cut by When faced with challenges, I am more likely to focus on:).
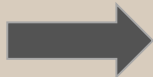
→ Tailored social content at scale, more effective campaigns, accelerated platform innovation

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Disrupting the Canned Cocktail Market with Global Alcoholic Beverage Consortium

Issue: Canned cocktails were an exploding space but client was missing a dominant brand/product line to compete with upstarts

Solution: Phased Innovation Plan incorporating Digital Twins

Flavor Fatigue → Instant flavor feedback

Seasonal White Space → Winter cocktails inspired by Japan

Cost Concerns → Adjust package & distribution

AI Segment Chat → Embedded concept testing

Converse with ALL of your respondents . . .

For people who are less excited to ready to drink alcoholic beverages, what are the most important barriers preventing them from buying or enjoying more of them?

1. **Cost Concerns:**
- Those who have purchased RTD beverages but somewhat dislike them and those neutral about them frequently cite expense as a barrier. According to the survey, 39% of those neutral about RTDs identified cost concerns, while 40% of those who somewhat dislike them also mentioned this issue.

. . . or just ONE of your respondents

Close your eyes and picture yourself enjoying a cold-weather cocktail. Please describe the scene and the drink.

Bundled up on a cozy couch with thick blankets, the chill of the snow outside sharp against the window. I'm enjoying a warm drink—maybe a spiced rum cider mix or warm Irish coffee curled up in a festive mug, enjoying its aroma as the house feels warm and snug.

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05

Lessons for Digital Twin Adoption

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Tips for Any Organization

Refuse Trade-Offs: Digital twins are a way to add value to traditional research; not to replace it

Data Quality Is Everything: Avoid shortcuts— longitudinal, high-quality data is the foundation of accurate digital twins

Keep Humans in the Loop: AI can enhance decision-making, but interpretation and strategy require human expertise.

Start Small: Launch an MVP (minimum viable product) that goes deep within a single category (e.g., peanut butter or frozen foods) to demonstrate value

Gain Buy-In: Look to internal buyer and users who value agile, data-driven, and customer-centric decisions, across Insights, Marketing, Product, etc.

Test Relentlessly: Create a report card + set of benchmarks for digital twin outputs

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