

Beware Evil Twins!

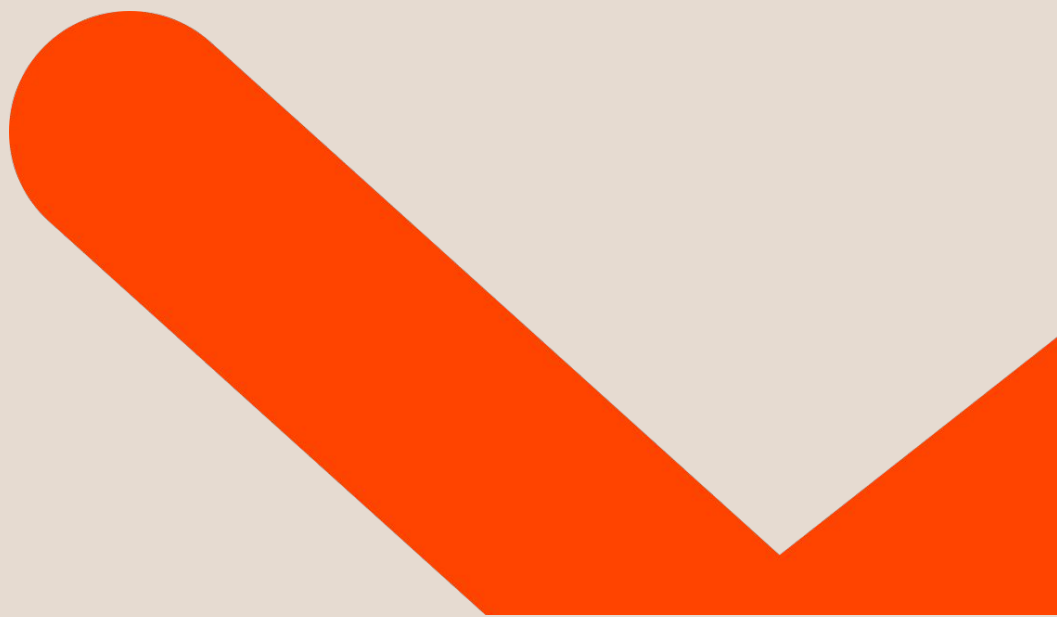
Here's How Brands are Building Reliable Enterprise-Grade AI Personas (and avoiding adoption risks)



Presented by: Adam Bai



panoplai



What We'll Cover

- 01** What is Panoplai?
- 02** Why am I talking about digital twins?
- 03** Not all twins are created equal
- 04** Real client examples
- 05** Real client testing data
- 06** Lessons for digital twin adoption

01

What is Panoplai? Who Am I?

Introducing **Panoplai**

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.



Solutions for Every Stage of the Research Cycle



1

Define & Design

Turn raw ideas into smart questions.

2

Collect & Create

Build your own research universe.

3

Explore & Engage

Talk to your data like never before.

4

Analyze & Report

Get to insights, faster.

How Panoplai's Digital Twins & Synthetic Data are Unique



A platform for
every step of
the innovation
& marketing
cycle



Built on
first-party
foundations



Input quality
= output
quality



Way beyond
blackboxed AI
personas

A true enterprise-grade solution with best-in-class data privacy and security.





“Panoplai is
changing the
business of
marketing.”

– Adweek



Trusted by Great Teams

DIAGEO

Medallia

J.D. POWER

InMoment

IPG

HubSpot



Seen in . . .

BARRON'S

ADWEEK

Harvard
Business
Review

Newsweek

Ad
Age

U.S. News
& WORLD REPORT

Panoplai's Chief Strategy Officer



Adam Bai

Chief Strategy Officer + Chief Client Officer

Trained as an anthropologist of innovation, who helped lead digital transformations at IBM, PepsiCo, and others. Founding Editor-in-Chief and CSO at Nomadic Learning (acquired by Guild). Published in HBR, Ad Age, Adweek, Barron's, Inc. and more. Taught/lectured at MIT/Tsinghua, Columbia, HBS, and others.



*Reach out for copies of our Ad Age, HBR, or Barron's articles on digital twins!
(adam@panoplai.com)*



02

Why am I talking
about digital
twins, anyway?



GE VERNOVA

DIGITAL TWINS

Meet Your Always On Focus Group

Digital twins are dynamic, data-driven virtual versions of precisely targeted audiences or customer segments.



Imagine the world's most representative focus group, available 24-7 for real-time feedback about innovation, marketing, or anything else.*

**Digital twins are different from synthetic data!*

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



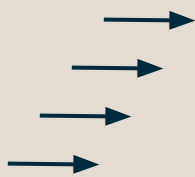
By 2026, the
majority of brands
will have piloted
digital twins.
**Most of them will
be evil!**

**Source: McKinsey & Company, "What is Digital Twin Technology?"*



The Panoplai Approach to Twin Building

Outputs



Accelerate innovation
Provide instant feedback
Shape marketing strategy
Enable data-driven decisions

Data Pillars *(examples)*



Qual Transcripts



Social Data



Transaction Data

Foundation

High-Quality, Representative Opinion Data at Scale





03

Real Client Use Cases



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



Bringing 'Growth Gabby' to Life for the Hubspot C-Suite

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

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 by 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.



04

Real Enterprise Testing Data

Overall Twin Performance Exceeded Benchmarks

Digital twin responses aligned strongly with human data across methods, studies, & question types.

91+%
accuracy

***Note:** Accuracy reflects match rates across all closed-ended questions using normalized scoring.*

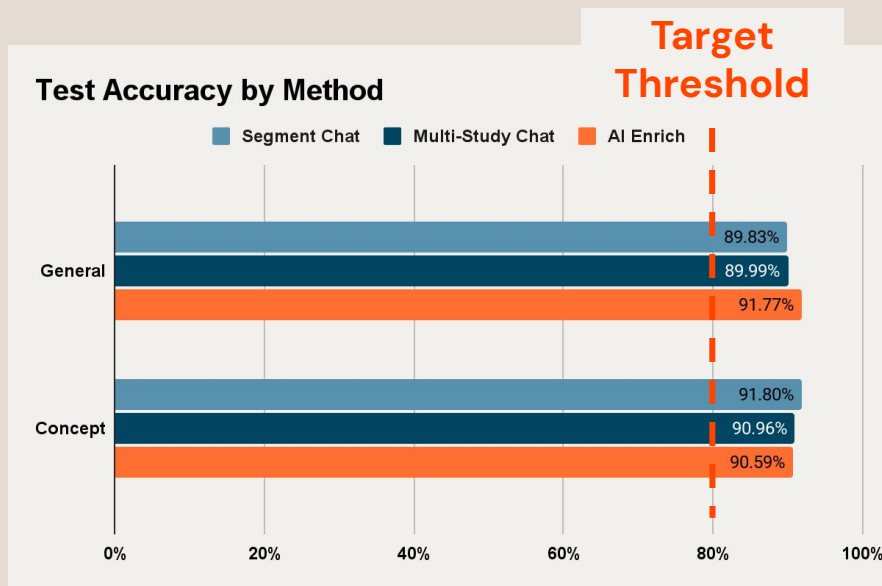
- ✓ **Reliable:** All tests were at least 90% accurate
- ✓ **Consistent & Method-Agnostic:** No meaningful performance gaps across methods (Segment, Multi-Study, AI-Enrich)
- ✓ **High-Fidelity:** Most closed-ended questions scored 90–95%+ accuracy; lowest was 84.8%



Quant accuracy was more sensitive to the **nature** of the question rather than its format.

Strong Accuracy Across All Methods

All methods surpassed the 80% target threshold in the parallel tests – signaling consistent, high-fidelity replication, with no meaningful performance differences.



Question-Level Performance

Performance Zone (All Methods)	# of Questions (Total: 23)
95%+	1
90% - 95%	14
85% - 90%	7
<85%	1

**Accuracy = 1 – Average Absolute Variance
Across Closed-End Questions**



Note: Segment Chat and Multi-Study Chat estimates are directional; AI-Enrich results are statistically modeled and projected.

Qualitative Alignment with Human Data

Themes and insights aligned well with human data — repetition and tonal mismatches slightly reduced fluency.

B+

Overall Grade

Metric	Description	Observations	Grade	Reason
# of Themes	Total # of themes surfaced	Matched human responses in volume, diversity, and coverage across open-ended questions	A	Matched humans on volume
Type of Themes	Nature & quality of themes generated	Meaningful, brand-relevant ideas (e.g., flavor, sharing, peer use), substantial overlap with “real” themes	A	Relevant, broad coverage
Prioritization of Themes	How the themes ranked	Core ideas rose to the top, but fringe or contrarian views were underrepresented	B	Strong replication on core themes
Comment Syntax	Natural-ness of language used	Fluent and easy to read, but occasionally repetitive or overly polished relative to realistic language	C	Repetitive phrasing, low variation
Theme Resonance	Realism & context	Often grounded in realistic scenarios, though tone sometimes felt “off”	B	Grounded but tone occasionally “off”



Note: Scores reflect both numerical match and human-judged realism in language, tone, and prioritization.



05

Lessons for Digital Twin Adoption

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) within a single category (e.g., peanut butter or frozen foods) to demonstrate value

Capture the Edge Cases: AI can tend to the least common denominator. But there are ways to overcome the challenge.

Gain Buy-In: Look to internal, functional users who value agile, data-driven, and customer-centric decisions

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



Any Type of Insights Data. One **Brilliant** View.

Presented by: Adam Bai

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