

- a) Human.**
- b) Digital twin.**
- c) Synthetic.**
- d) All of the above?**



Who I Am

Katie Gross

President

Started my career in Food & Beverage as a research and marketing analyst – many a shop along in the cheese aisle, many an in home focus group, and a hard drive full of research reports in folders as well as printed reports in filing cabinets!

Fast forward through Mintel, the early days of online surveys at Toluna, the early days of exchanges at Cint, the early days of DIY and AI moderation at Suzy.

This is an industry I love – and one I take great pride in innovation and accuracy



Who is Panoplai

Industry veterans with a combined 130 years of experience in survey, sample, panels, communities, platforms, F2F Focus Groups, AI and Academia

- Named by Adweek as “changing the business of marketing”
- #5 fastest growing company in the Northeastern US
- **Winner:** Greenbook’s 2026 Industry Impact Award at IIEX NA
- Over 3 years **implementing & scaling** digital twin-based solutions for enterprise clients



TRUSTED BY GREAT BRANDS

MARS

amazon

HubSpot

Prudential

Pfizer

NBC

DIAGEO

qualtrics

AS SEEN IN...

BARRON'S

ADWEEK

Newsweek

AdAge

USNews & WORLD REPORT

Harvard Business Review

We're big human fans here
50% of our work is human
respondents



Our human survey experience is vital and innovation continues

Short surveys

Mobile and desktop optimized

AI Moderation

Voice or Text

Wide panel sources

Significant quality measures

What do we do?

ONE SYSTEM · AGENTIC WORKFLOWS
THROUGHOUT · START ANYWHERE ·
CONTINUOUSLY LEARNING

Agile Surveys + AI Moderation

Powerful survey tool with instant agentic survey design and programming, AI Moderation and a connected always on panel in 100 + countries

Data Ingestion

Seamlessly ingest raw data, PDF's, CRM data, online review data, behavioural and sales data, SPSS etc

Panoplai Data Universe (PDU)

Proprietary 100M Q&A Data Pairs + Your Data +
Agentic Intelligence Layer Trained by Panoplai

Walled Garden
Custom Digital Twin and Synthetic Data

Synthetic Data Enrichment

Expand reach and scale of survey data – both boosts of sample size or reach of questions

Digital Twin Creation

Generate and interact with multiple custom digital twins from your data – never off the shelf, never generic, never vanilla

Analysis & Reporting

Transform all data sets into actionable insights – instant charting and analysis across data sets



The insights industry is shifting.
Facing a false choice between AI
& human.

WHERE YOU START

**Come in wherever you are.
Through whatever door
you already trust.
The rest of the building
is already connected.**



WHERE WE FIND OURSELVES TODAY

**Every insights team is faced
with an overwhelming
number of choices.**



Just look at this room.



WHERE WE FIND OURSELVES TODAY

We are not short of data
We are not short of ways to gather data



WHAT WE FACE EVERY DAY

**Every day, we're under
enormous pressure.**



WHAT WE FACE EVERY DAY – the CMO, CTO, CIO, LEGAL

Move Faster
Use AI
Innovate

Quality Concerns
Budget Constraints
Data Privacy

WHAT WE FACE EVERY DAY

AI can be the moderator

AI can write the survey

AI can be the respondent

AI can write the report

AI can surface the decision



THE PROBLEM IS NOT THE TECHNOLOGY

MASSIVE AI
INVESTMENT

\$143B

Invested in corporate AI
infrastructure, research,
governance

Stanford University

STANFORD HAI, AI Index Report 2026



THE PROBLEM IS NOT THE TECHNOLOGY

MASSIVE AI
INVESTMENT

\$143B

Invested in corporate AI
infrastructure, research,
governance

Stanford University

STANFORD HAI, AI Index Report 2026

DATA
SILOS

77%

Of data leaders indicate silos
block real-time analytics and
data-driven decisions

IBM Institute for Business Value

CHIEF DATA OFFICER STUDY 2025, n=1700



THE PROBLEM IS NOT THE TECHNOLOGY. TRUST IS.

MASSIVE AI INVESTMENT

\$143B

Invested in corporate AI
infrastructure, research,
governance

Stanford University
STANFORD HAI, AI Index Report 2026

DATA SILOS

77%

Of data leaders indicate silos
block real-time analytics and
data-driven decisions

IBM Institute for Business Value
CHIEF DATA OFFICER STUDY 2025, n=1700

TRUST & ADOPTION

70%

Of barriers to scaling AI come
from people & processes -
not technology

Boston Consulting Group
WHERE'S THE VALUE IN AI? 2024



How do we
choose **the *right***
tools?



Which tool for which decision?



How do we know
we can *trust*
them?



....and not get stuck in pilot purgatory

"I'm so busy running pilots of tools, I don't have time to generate insights about our customer"



TRUTH BUILDS TRUST

**This is not a moment to
overpromise. *It's our*
moment to tell the truth.**



A PATTERN WORTH SPOTTING IN MY CAREER

I have trust issues

Let's go back and look.

2008 • THE ONLINE SURVEY YEARS

ON REPEAT *Beyoncé, “Single Ladies” · Coldplay, “Viva la Vida”*

ON SCREEN *The Dark Knight · Slumdog Millionaire · WALL·E*

THE MOMENT *We were in the middle of a global financial crisis.*

Online surveys were new. Trust was low.
Skepticism was high.

ONLY 57% OF US HOUSEHOLDS HAD BROADBAND
ONLY 25% OF SURVEYS WERE ONLINE

It grew into so much more than faster and cheaper — video, gamification, larger reach. It opened up the world.

We calibrated, ran side by sides, recommend to stay CATI/F2F when needed

2017 • THE EXCHANGES

ON REPEAT *Justin Bieber, “Despacito” · Cardi B, “Bodak Yellow”*

ON SCREEN *Get Out · Dunkirk · Moana*

THE MOMENT Tom Brady led the Patriots to a historic Super Bowl comeback.

Exchanges and programmatic sampling were new. Trust was low. **Skepticism was high.**

78% OF US HOUSEHOLDS HAD BROADBAND
85% OF SURVEYS WERE ONLINE

Sample blending removed recruit / incentive bias — reaching audiences we could never reach before and building API's for instant wide access.

We calibrated, ran side by sides, recommended one or a proprietary panel where needed

2020 • THE AGILE PLATFORM

ON REPEAT Harry Styles, “Watermelon Sugar” · The Weeknd, “Blinding Lights”

ON SCREEN Tiger King · an entire nation learning TikTok dances

THE MOMENT We were in a global pandemic — every consumer behavior shifted overnight.

Agile and DIY platforms were new. Trust was low. Skepticism was high.

It enabled more research than ever before — hundreds of concepts tested overnight, budget and time be damned.

We calibrated, we trained - and DIY was often known as “pre BASES testing” or enabled new insights where budget or time or no data at all had been a concern

2026 • DIGITAL TWINS AND SYNTHETIC

ON REPEAT RAYE, “Where Is My Husband” · Taylor Swift, “Fate of Ophelia”

ON SCREEN *The Odyssey* · *The Devil Wears Prada 2*

THE MOMENT We all cheered for England in the World Cup, and AI was literally everywhere.

Digital twins and synthetic data are new. Trust is low. **Skepticism is high.**

The methodology is already growing stronger — uncovering the say-do gap, providing your past data with compounding value and allowing for instant results and decisions. But choose the vendors who calibrate, are transparent - and recommend the human survey when that is still the right method

Every **transformative tech begins as
unthinkable until one day it becomes
indispensable**



A MOMENT OF SILENCE

For the tech trends that stood on this very stage.

R.I.P.

Blockchain

was going to end online panels

R.I.P.

Gamification

the survey of the future

R.I.P.

EEG Headsets

read your mind, not your data

R.I.P.

AR/VR & Second Life

the metaverse of market research

R.I.P.

“The End of Cookies”

was going to destroy measurement

R.I.P.

The Supporting Cast

*Metaverse · Google Glass · NFTs · 3D
TVs · Clubhouse*

*Digital twins and synthetic data won't hit this list - **but only if built to prove they don't belong on it.***

FADS VS. FOUNDATIONS

Every one of those died for the same reason.

FADS

Promised to replace something before they'd earned the right to.

FOUNDATIONS

Proved themselves against what came before — then earned the switch.

*That's the difference. Not whether it's new — **whether it's willing to be transparent, verified and used as a tool that grows over time***

WHAT WE FACE EVERY DAY

From Nostalgia to Transparency.

Nostalgia asks you to trust the familiar.

Transparency lets you verify the new.

That's the shift we're about to show you.



**We believe the role of a complete
insights platform is to tell you
which methodology to use, when
and why**



Our Approach



OUR APPROACH

Transparency

Control & Security

Validation

Digital Twins, Synthetic Data + Human



OUR APPROACH

Transparency: No Black Box + Full Control



A LIVING BODY OF HUMAN EVIDENCE

THE PANOPLAI DATA UNIVERSE

There is a universe behind every answer.

Millions of people, questions, markets, and moments, held together as evidence you can actually interrogate and see, but year, demographic, category.

PERSPECTIVES

9

PEOPLE

2.0M

“What data is it based on”

CATEGORIES

50+

“I trust what I can verify.”

“How often is the data updated”

MARKETS

100

“I need proof I can show my team.”

100M

HUMAN Q&A PAIRS—AND GROWING

HOW IT'S BUILT

Fully Custom Digital Twins and Synthetic

Plausible

Foundation LLM
Knows the internet. Not your
consumer.



Claude



Gemini



GPT

Representative

PDU — 100M proprietary
Q&A pairs



Panoplai's Growing
Proprietary Data

Predictive

CDU — your data,
your walled garden

Your Data – Walled

Interact
digital twins

Create
synthetic data

Simulate
decisions



Panoplai Platform

No vanilla insights

No off the shelf personas

No default to the average

**You control what data to include
or exclude**



Validation isn't a single score: It's a systematic process.



**Every answer comes
with its own honesty score
built in. And you can see it.**



A PANORAMIC VIEW ON YOUR DATA

We tell you what to trust. Every time.



High confidence

lead with it



Moderate confidence

support with it



Explore Only

Early exploration or ideation – or launch to our human panel



A NEW WAY TO WORK

ASK THE PANOPLAI DIGITAL UNIVERSE

YOUR QUESTION

What is changing the way younger consumers choose a wellness brand?

No taxonomy required. Ask it the way you would ask another researcher.

[Search the evidence →](#)



A NEW WAY TO WORK

Question -> Existing data -> Synthetic -> Human

ANSWERED FROM WHAT YOU ALREADY HAD

Category readiness	LEAD
Pricing	SUPPORT
Service speed	LEAD
Sustainability language	SUPPORT
Influencers	LEAD

ROUTED TO A HUMAN

Which promise changes the final choice? EXPLORE ONLY

2 ANSWERED FROM WHAT SHE HAD
4 ANSWERED BY A DIGITAL TWIN
1 NEEDS A HUMAN

2 VALID EXISTING STUDIES → 4 DIGITAL TWINS

Plus....

1 HUMAN STUDY

Compounding value for a more accurate and predictive decision

That's a complete research approach



**Come in wherever you are.
Through whatever door
you already trust.
The rest of the building
is already connected.**

The best way to get started is to start



Questions to ask **yourselves**

- 01 Why am I exploring Digital Twins and Synthetic – cost, speed, niche audiences, say-do gap?
- 02 Do we have historical real respondent data we could validate and train a digital twin against
- 03 Where does this decision sit on our own confidence scale — is it a “lead with it,” a “support with it,” or still an “explore only” call?
- 04 Are we augmenting existing research or replacing it entirely? These carry very different risk profiles and different bars for proof.
- 05 Who internally needs to trust this data — research, legal/compliance, the C-suite — and what would it actually take to earn that trust?

Questions to ask **your vendors**

- 01 **Validation:** is it a process I can see, or a single score
- 02 **Transparency:** what is this actually built on — can I see the data, how often is the data updated
- 03 **Representative:** Is it a generic panel, or data specific to my categories and markets? How does it know my brand consumer, what data can I add and in what format
- 04 **Compounding Value:** Does the model learn from my data over time, or is it static the day it's built?
- 05 **Transparency:** When the model isn't confident, does it say so — or does it just answer anyway?
- 06 **Security:** Where does my data go once I share it, and who else can see or train on it?

Keep the Conversation Going

Find us at Panoplai booth (#206)

Read our **white paper**: The Future of Customer Understanding: A New Framework for Synthetic Data & Digital Twin Validation

Reach out to katie@panoplai.com

