



Integrating AI into your Research Toolbox



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Next Level AI Applications for the Researcher's Toolbox

Marketing Effectiveness | Profitability | Growth



IRONWOOD INSIGHTS

group, LLC

Full-Service Solutions

Data Collection
(Multi-Modal)

Software-Based
Solutions

Product Development Customer Experience
Qual OL Message Boards A-I Mail Surveys
Dashboards IDI's Quant Online Surveys
Branding / Coms Segmentation Multivariate
Communities Discrete Choice OL Focus Groups Strategy
Focus Groups Telephone Surveys



PersonaPanels



***Innovative, AI-driven approaches that elevate insights
and takes research to the next level***

Marketing Effectiveness | Profitability | Growth

- Ironwood Insights Group and **PersonaPanels** reside at the intersection of machine learning and market intelligence
- Leverage combined expertise to build and analyze Synthetic Respondents that supplement human or organic respondents throughout the research process



Ironwood's Full-
Service Insights &
Business Advisory
Consultation



Key Platforms for Monitoring & Testing

Insights Monitoring





- Collect & analyze Internet content that is most interesting to Synthetic Respondents daily—see how segments evolve based on current events
- Monitor your brand, competitive brands, category events, social or political events and trends

KnowNow

- Instantly test concepts, web pages, product descriptions, customer reviews, emails, blog postings, etc.
- Analyze each part of your communication and messaging to determine specific themes or phrases that drive interest in a concept
- Differentiate your brand from competitors—find messaging that builds deeper brand affinity with the *right* segments



Roadmap of Traditional vs. AI Approaches

Business Issue	Traditional Approaches (Illustrative)	Approaches using AI, Synthetic Respondents, ChatGPT
	<ul style="list-style-type: none"> • Secondary research • Competitive intelligence • Thought Leader/KOL's, specialized techniques • Qual & Quant...landscape surveys, segmentation 	<p>Insights Monitoring</p> <ul style="list-style-type: none"> • Current events...regulatory, geo-political • Category events...product launches, recalls • Competitive insights...develop/refine strategies
	<ul style="list-style-type: none"> • Qual: needs/gaps, concept dev. • Concept evaluation surveys • Optimization: i.e., features, positioning, pricing • Market potentialization 	<p>KnowNow</p> <ul style="list-style-type: none"> • Evaluate “upstream” ideas, feed innovation • Product/feature screening to optimize current/future portfolio—<i>right</i> priorities, for <i>right</i> segments
	<ul style="list-style-type: none"> • Qual: concept dev./refinement • Concept evaluation surveys • Optimization: visuals, icons, message/theme, etc. 	<p>Insights Monitoring/ChatGPT/KnowNow</p> <ul style="list-style-type: none"> • Insights Monitoring—generate current topic content • ChatGPT IDI's—preliminary context, +/- views, etc. • KnowNow to evaluate preliminary ad/msg. themes
	<ul style="list-style-type: none"> • Qual: concept dev./refinement • Brand positioning surveys • Customer/user experience surveys and implementation follow-up 	<p>KnowNow</p> <ul style="list-style-type: none"> • Screen...positioning concepts that differentiate, build brand affinity, improve customer experience • Develop content for tracking

Developing Synthetic Respondents

How are Synthetic Respondents Created?

- • Modeled data creates Synthetic Respondent segments
- • **Generational Segments:** generation-specific demographic, attitudinal, behavioral data from public reports and 3rd-party sources
- • **Custom Segments:** client-supplied segmentation data/ other primary research fed into machine learning software
- • Quality control testing ensures each Synthetic Respondent segment is fully representative of relevant segment



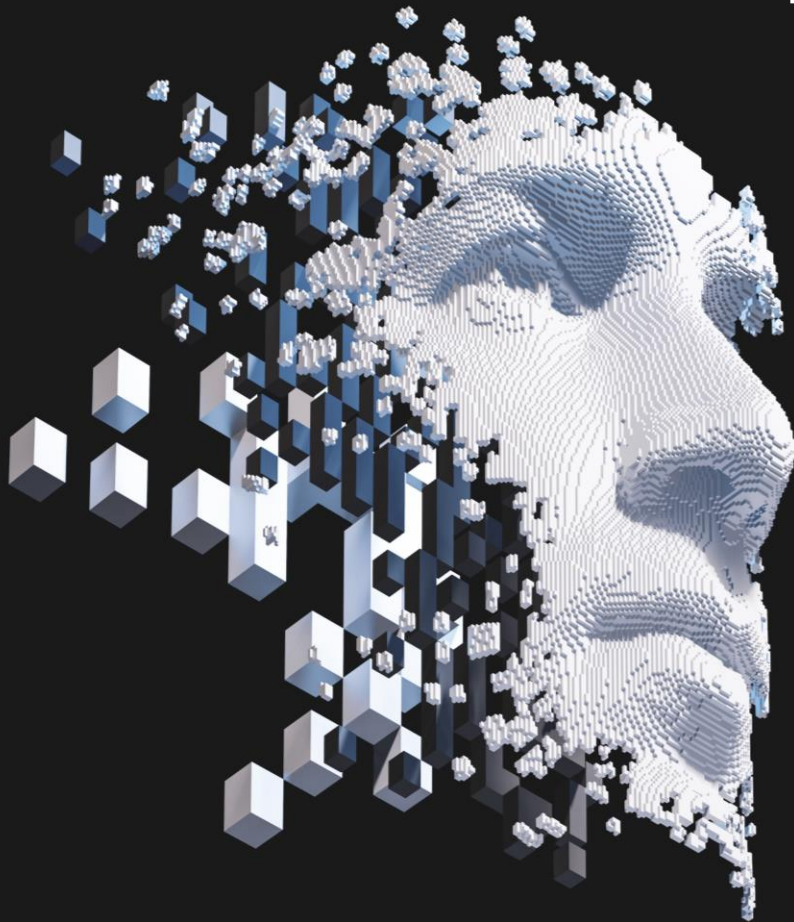
Deploying Synthetic Respondents



How are Synthetic Respondents Used?

- • Synthetic Respondents “trained” to have content consumption interests that match the targeted segment
- • They are then sent to the Internet to find articles and information that align with that segment’s specific interests—they can **read over 20,000 articles daily**
- • **Interest Score** generated to reflect the degree of alignment between article content and the Synthetic Respondent segment
- • Synthetic Respondents continuously evolve in areas that are aligned with segment traits, based on real-time events

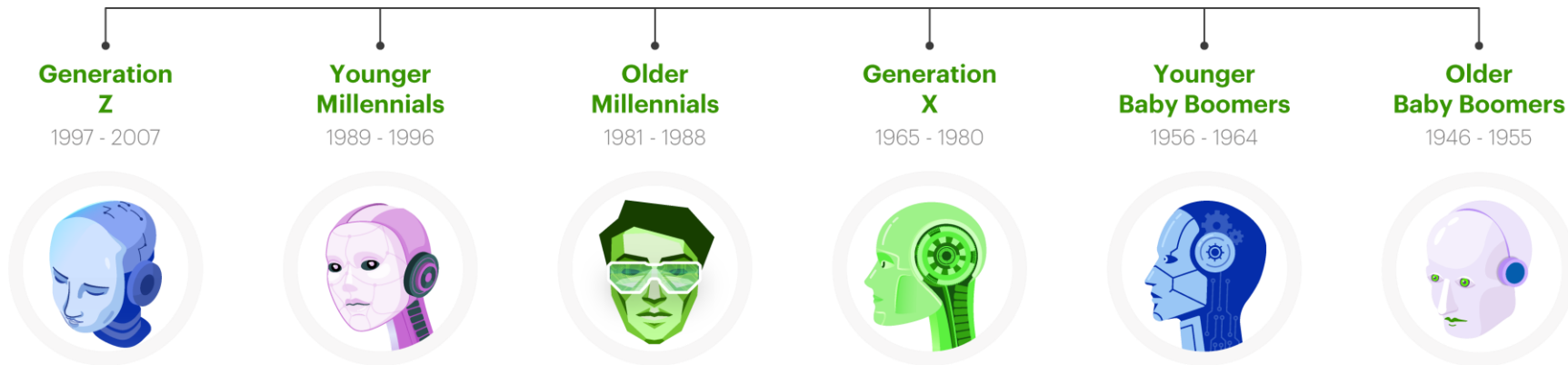
Benefits of Synthetic Respondents



- An “always on” and continuous flow of real-time monitoring, testing and evaluation
- Insights tailored to priority population segments
- Continuous consumption of Internet content that allows clients to keep up-to-date with the interests of their relevant segments to...
 - Identify emerging trends, adapt strategies
 - Ensure accurate, current reflection of segment preferences to continuously optimize...
 - Messaging
 - New product and service ideas
 - Ideas to improve customer/user experience

Integrating Synthetic Respondents with ChatGPT AI

- A leading-edge solution that integrates the use of ChatGPT with the “standard” use of PersonaPanels’ Synthetic Respondents
- Featuring Synthetic Respondent segments modeled after 6 U.S. Generational segments:



How Have We Integrated ChatGPT & AI So Far?



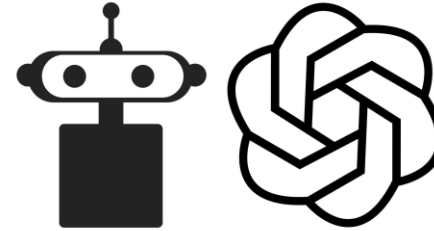
Secondary Research...
background, context on an issue

Early-Stage Qualitative...
OL IDI's w. a Synthetic
Respondent to inform monitoring



Instrument Development...
develop/augment lines of
questioning for Qual & Quant

Preliminary Copy...
test segment-specific messaging
pathways for further development



Key Steps in the Process

1. **Choose a Synthetic Respondent segment; i.e., Gen Z, Older Boomers**
2. **Select topic, create/filter database of relevant articles on PersonaPanel dashboard**
3. **Export database...enter segment description & load articles into ChatGPT**
4. **Start chat with Synthetic Gen Z Respondent; preliminary, asynchronous OL IDI's on ChatGPT**
5. **Generate different viewpoints on topic; i.e., behaviors, attitudes, +/- on an issue**
6. **Generate themes, preliminary messaging for testing/refinement via KnowNow**

EV Example: Identify Segments/Key Traits



Gen Z: “Technologically adept, pragmatic, altruistic”

Ethnic/racial diversity... best educated... happy/optimistic/self-confident

Highly tech-savvy... tech-focused educationally/socially/entertainment/financial

Focused on healthy living...healthy food/life choices at home and out

Concerned about...economy/poverty/the environment/discrimination

Skeptical of world structures...political systems/media/big banks/big pharma

Older Boomers: “Anything is possible if you work hard enough”

Cause-focused... want to make a difference... improve things for future gen’s

Question status quo... pro social transformation... anti-establishment

Firm believers in the *American Dream*...pragmatic/hard work...suburban lifestyle

Financially constrained (Great Recession)... postponing/work PT in retirement

Heavy online/social media use... use to keep up with products/leisure/wellness



EV Example: Updating Segments with Monitoring Data

Synthetic Segment Respondents collect hundreds of articles on Electric Vehicles (EV)... ChatGPT summarizes in minutes



ChatGPT Summary of Articles Read by Gen Z Synthetic Respondent

1. **Interest in Elon Musk & Tesla:** The articles consumed by Gen Z reflected a strong interest in Elon Musk's activities, including his involvement with Twitter, comments on political issues, and leadership at Tesla.
2. **Emerging EV Markets:** Articles on the growth of the EV market in unexpected regions, like conservative Texas, and abroad (Norway and UK) were of interest.
3. **Climate Change and Clean Energy:** Articles on climate change, clean energy policy, and the role of electric cars in environmental sustainability were also prevalent.

ChatGPT Summary of Articles Read by Older Boomer Synthetic Respondent

1. **Tesla, Elon Musk & Twitter:** Older Baby Boomers also consumed articles related to Elon Musk, Tesla, and Twitter's CEO selection.
2. **Politics and Public Opinion:** They showed interest in articles on public opinions, political implications, and presidential critiques.
3. **Global Economics and Politics:** Global topics were also a theme, including China's population growth, France's economic recovery, and political issues in Turkey.



EV Example: ChatGPT IDI's with Segments

GEN Z

EV's: Top Positives	Traits Connected To
<i>Tech package/smart features & apps</i>	<i>Tech immersion & sophistication</i>
<i>Environmental benefits</i>	<i>Concerns about healthy living/environment</i>
<i>Facts about fossil fuel/emissions benefits</i>	<i>High education & awareness quotient</i>
EV's: Top Negatives	Traits Connected To
<i>High up-front cost</i>	<i>Current worries over economic uncertainty</i>
<i>Mixed reports about real environmental benefits</i>	<i>Skepticism, distrust of sources, motives</i>
<i>Current infrastructure issues (limited charging, parts mfg. processes)</i>	<i>Altruistic—could limit proliferation of EV” environmental benefits</i>



Older Boomers

EV's: Top Positives	Traits Connected To
<i>Environmental benefits</i>	<i>Making a positive difference in the world</i>
<i>Growing variety of brands, models</i>	<i>Part of the “American Dream,” freedom of choice</i>
<i>Advanced technology</i>	<i>Interest in technology, innovation</i>
EV's: Top Negatives	Traits Connected To
<i>High up-front cost</i>	<i>Long-term financial stresses, stability</i>
<i>Accessibility of charging stations</i>	<i>Not as practical for suburban lifestyles, reliance on driving</i>
<i>Political polarization of EV's</i>	<i>Anti-establishment, distrust of government involvement (subsidies)</i>



EV Example: Developing Preliminary Coms Strategies

ChatGPT can generate copy to identify messaging pathways...



Advertisement for Generation Z:

Title: Drive the Future with the New Generation of Electric Cars

Hey Gen Z, want to be part of something big? Meet the newest line of electric vehicles (EVs) - not just a car, but a statement. Join the likes of Elon Musk in shaping our planet's future. From Texas to Norway, Gen Z is driving change, literally. These aren't your parents' old gas guzzlers - they're sleek, fast, and high-tech. But more importantly, they're green. With every mile you drive, you're reducing your carbon footprint and pushing back against climate change. So, what are you waiting for? Get behind the wheel of an electric vehicle today and take control of your future. It's time to drive change.





Advertisement for Older Baby Boomers:

Title: Rekindle the Joy of Driving - in a Cleaner, Greener Way

Attention older baby boomers: It's time to rekindle your love for the open road in a way that respects the world we leave to our grandchildren. Discover the harmony of classic style and revolutionary technology with our latest line of electric vehicles. They're more than just cars - they're a commitment to a sustainable future. So, why not turn every drive into an opportunity to make a difference? This is more than a vehicle; it's a chance to take a stand. Drive electric and take part in a legacy that goes beyond the road.



Recapping...Roadmap of Traditional vs. AI Process

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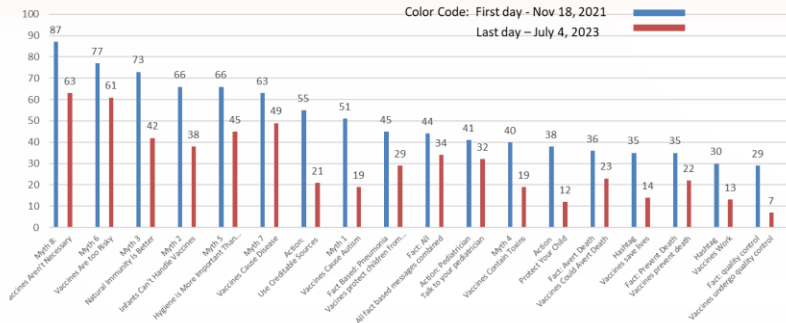
What Comes Next? ...Stop by or Reach Out!

Evaluate ChatGPT-Sourced Messaging via KnowNow

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Hey Gen Z, want to be part of something big? Meet the newest line of electric vehicles (EVs) - not just a car, but a statement. Join the likes of Elon Musk in shaping our planet's future. From Texas to Norway, Gen Z is driving change, literally. These aren't your parents' old gas guzzlers - they're sleek, fast, and high-tech. But more importantly, they're green. With every mile you drive, you're reducing your carbon footprint and pushing back against climate change. So, what are you waiting for? Get behind the wheel of an electric vehicle today and take control of your future. It's time to drive change.



KnowNow Message Testing Methodology

1 Enter messages to test and select the desired Synthetic Respondent/Segment

2 Scores are available almost instantly

3 Testing can be repeated as often as desired

Thank You!



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