

## **PersonaPanels Joins Nielsen Connected Partner Program with Tanjo Platform, Launching Novel AI-Driven Marketing Research**

**HONESDALE, PA and RESEARCH TRIANGLE PARK, N.C. (April 25, 2018)** – PersonaPanels, an innovator in applying AI to marketing research, announced today that it has joined the Nielsen Connected Partner Program. Working with Tanjo Inc.'s novel machine learning platform, PersonaPanels creates populations of simulated consumers for dynamic research panels that can provide continuous feedback to companies and marketers. Machine learning models of consumers allow clients to test an infinite number of product and service ideas at speeds unimaginable compared to conventional market research panels at a fraction of the cost, without compromising consumer privacy.

The Nielsen Connected Partner Program allows third party companies to leverage Nielsen's robust retail and shopper data. The program was created, in part, so that clients can collaborate, find and use the innovative tools and technologies needed to make better data-driven decisions.

PersonaPanels uses machine learning technology developed by AI leader Tanjo Inc. to transform big data sources into computer modeled consumers, known as Animated Personas. Personas can be grouped into research panels, analogous to traditional consumer panels, allowing clients to expose interest-similar segments to product and advertising ideas more quickly, efficiently, and affordably than is possible in standard panel formats. By becoming a member of the Connected Partner Program, PersonaPanels will have access to Nielsen's consumer data, ensuring that the Personas will accurately mirror the evolving purchase patterns and preferences of US consumers without being tied to personally identifiable information.

"Joining the Nielsen Connected Partner Program provides PersonaPanels with access to Nielsen's powerful data, ideal for curating authentic consumer models," says Patrick Gorman, chief executive officer and founder of PersonaPanels. "Our Personas function quickly and without bias; behaving like human panels ideally should but never do. Unlike traditional consumer panels, our Personas never experience fatigue or try to please the questioner, and because the Personas are animated, they can be accessed at the client's convenience, day or night, allowing an almost infinite variety of ideas to be tested as often as necessary and at speeds unimaginable before now."

PersonaPanels and Tanjo collaborated on Nielsen's Connected Partner Program application to demonstrate the effectiveness of the platform. Tanjo partnered with two of the world's leading academic experts in human behavior choice modeling to create the Tanjo Animated Personas (TAP) platform to give companies a real-time, data-driven simulation method to understand customers and engage in ongoing conversations. Using machine learning, TAP creates dynamic simulated customer models from anonymous and archetypal customer segmentation data.

"Data is brought to life in the form of synthetic customer Personas," said Richard Boyd, Tanjo founder and chief executive officer. "Marketers can now watch as these synthetic customer models view and digest content. Present a TAP model with product messages and see it respond to that messaging from the viewpoint of that customer segment. We've worked with PersonaPanels from day one to help in ways that advance the market research industry and we

are excited to continue to grow our successes within Nielsen's connected partner ecosystem." Boyd calls the platform an "Empathy Engine" that allows deeper customer conversations.

Dr. Jordan Louviere is one of the most cited academic experts in the field of choice modeling. Louviere collaborated with Tanjo to develop TAP models. "Every marketer would like to live in their customer's heads and see through their eyes in order to deepen the conversation. Surveys and static segmentation models can provide valuable information within slices of time. TAP models are the first step towards the holy grail of deep understanding of customer needs, tastes and reactions to current and future product offerings in real-time," Louviere said.

For more information about PersonaPanels in the Nielsen Connected Partner Program, visit <http://sites.nielsen.com/connectedpartner/partner/personapanel>

### **About PersonaPanels**

PersonaPanels makes data come alive with a new sense of customer research data and relationship management through machine intelligence that is focused on curating authentically modeled consumers. For more information, visit [www.PersonaPanels.com](http://www.PersonaPanels.com)

### **About Tanjo**

Tanjo Inc. brings machine learning and automation to transform businesses, reshape industries and enrich people's lives. Tanjo software products and services integrate the increasingly intelligent network of humans and machines cooperating with each other. Interfaces to the Tanjo machine learning platform optimize the balance between people and machines. For more information, visit [www.tanjo.net](http://www.tanjo.net)

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