aiCustomerLens™ by ProRelevant
AI Market Research Reimagined

Unlock Strategic Insights — Instantly

aiCustomerLens™ puts the power of synthetic intelligence at your desktop giving you the tools to truly understand your customers—across segments, social channels, and evolving markets. With advanced AI, digital twins, and persona modeling, your market research becomes a living, learning system that delivers insight at the speed of business.

What You Can Do with aiCustomerLens™

☑ **Build Specific Personas Based on Your Business and Marketing Requirement**
Quickly generate high-fidelity personas tailored to overall brand segments and refined by individual social media platforms.

☑ **Run Synthetic Focus Groups & Build Digital Twins**
Simulate how real customers think, feel, and behave with AI-generated focus groups and digital twins—ideal for message testing, product feedback, and forecasting.

☑ **Accelerate Product Launch Cycles**
Turn customer data into product intelligence. Understand which features resonate most across customer types and journeys and test those features in a contained synthetic consumer market.

☑ **Pre-Test Concepts Before Going into the Market**
Hone your market research studies by first testing in a synthetic environment.

Key Product Features

☑ **Secure & Controlled**
End-to-end data encryption with password protection and two-factor authentication (2FA). Your insights stay your own. Your data is kept fully private and not used outside of your EcoSystem.

☑ **Upload & Customize**
Upload up to 100MB of your proprietary data. Selectively apply your data to each query or project for full control over every insight generated.

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Structure your Data Using 4P3C1E1S Data Framework
We help you structure your data so you have the most critical data to build your synthetic market using our 4P3C1E1S Data Framework.

Expandable to Build A Digital Twin
Digital Twins representing synthetic customers for a highly granular result. Digital Twin pricing upon request.

Pricing

$10,000 per year Application licensing; $200 per month usage fee
(Includes defined monthly usage limits and full access to all platform features.)

Data Specification, Vetting and Transformation Services priced separately using the ProRelevant 4P3C1E1S™ proprietary data framework.

Why aiCustomerLens™?

- **Rapid at, Deep Insights** — Get answers in hours, not weeks.
- **Cost-Effective** — Replace & augment expensive traditional studies with synthetic speed.
- **Precision Targeting** — Calibrated to your unique market dynamics.
- **Continuous Learning** — Your AI model evolves as your market does.

Let Your Data Work for You

aiCustomerLens™ delivers AI insights to guide product, messaging, and strategy decisions.

Why Choose ProRelevant?

- **AI Integration for Smarter Insights**
- **Fully Customized Solutions**
- **Over 100 Years Combined Expertise**

BUILDING MARKETING MACHINES

BY PROVIDING STRATEGIC AND

TACTICAL MARKETING ANALYTICS

AND CONSULTING FOR BRANDS

LOOKING TO GROW THEIR SALES