

The evidence for Virtual Audiences

Don't just take our word for it – we've done the data-driven diligence when it comes to validating our augmented data model.

90%

SIMILARITY

Yabble's average similarity between synthetic and traditional research results.

11+

ACADEMIC STUDIES

Peer-reviewed papers from Harvard, Columbia, and more showing the promise of synthetic research.

80%

TIME SAVED

Based on Yabble proof of concept and validation projects with real customers.

How does Yabble source information

Yabble sources information for its product, Virtual Audiences, using a combination of **advanced AI algorithms, data aggregation,** and insights derived from **various data sources.**

Yabble is the leading AI solution for every stage of research. Built with a combination of custom algorithms, 50,000+ hours of training, and world-class Large Language Models – **Yabble is trusted by leading brands globally.**

AI and Machine Learning

Yabble employs **AI and machine learning techniques** to analyze the aggregated data.

These technologies help in identifying patterns, segmenting audiences, and generating insights that are used to create detailed and accurate virtual personas.

The product has been validated in the real world using a variety of testing techniques.

These tests compare the data and insight generated by Virtual Audiences against traditional market research data, and are specifically designed to provide confidence that the generated data is at least on par with traditional insight.

We test across **three key areas:**

1. Similarity of Insight

These tests are designed to ensure that the data generated by Virtual Audiences is **consistent in rating and distribution** to what you would achieve if you completed this study in a traditional way. For this we use **three techniques:**

- **Distance to Closest Record**
- **Cosine Similarity**
- **Topic Distribution**

Each works to measure the similarity of the answers of the generated data to traditional datasets. This way, we can determine the degree to which the generated synthetic dataset not only provides a **similar insight** but ensure that it covers the **same topics and breadths of topics found in the real world /** traditional dataset.

2. Quality of Insight

These tests are designed to ensure that the insight provided by Virtual Audiences is complete and comprehensive. For this we used **ARES**, an Evaluation Framework written by a Stanford University research team.

It ensures that the AI models can produce consistent and accurate results under various conditions. This is crucial because it means that the Virtual Audiences created by Yabble are based on **reliable and consistent data.**

3. Depth of insight

These tests are designed to ensure that the insight provided by Virtual Audiences measures how well each individual answer provides relevant and clear information for the question being asked. Again, for this we used **ARES.**

When conducting each of these tests, Yabble rates each individual answer to a question on a 5 point scale, this is done for both the generated synthetic data and the real-word / traditional data.

These scores are then averaged and compared for the total datasets. Our target score is for the generated synthetic data to have a **mean rating either equal to or higher than the real-world /** traditional data.

Data Aggregation

Yabble collects and aggregates data from a wide variety of sources, including **social media** platforms, **online forums**, customer **reviews, statistical data, journal or academic papers** and other publicly available data.

Yabble can also include non-public, **proprietary data** that a user possesses that would help enrich and nuance the depth of the results.

Yabble's proprietary global search algorithms are trained to **evaluate the relative value of available data sources**, distinguishing between high-quality and low-quality data. This ensures that the information used is **reliable** and **relevant** and a bias is given to data recency ensuring the most **up-to-date** information is leveraged.

Additionally, these algorithms are not constrained to a specific set of sites, allowing Yabble to source data from a **wide range of sources from anywhere in the global datasphere.** This diversity enhances the richness and depth of the Virtual Personas, incorporating a broader spectrum of thoughts and opinions.

Natural Language Processing (NLP)

NLP is utilized to process and analyze textual data from various sources. This helps in understanding the sentiment, context, and key themes that are relevant to different audience segments.

Proprietary Algorithms

Yabble uses proprietary algorithms to synthesize the data and create Virtual Audiences. These algorithms are designed to ensure that the virtual personas are representative of real-world consumers and their behaviors.

User Feedback & Iteration

Yabble continuously collects feedback from users and clients to refine and improve the Virtual Audiences. This iterative process helps in enhancing the accuracy and relevance of the virtual personas.

Yabble's Virtual Audiences gives you the ability to create quality, actionable insights – fast.

Yabble sets the context and trends from your chosen topic, creates the Virtual Audience, and goes about 'talking' with this audience to generate insights relevant to your project.

You can customize the personas and the questions asked, and once the project has completed, you can talk directly with your Virtual Audience to ask follow-up questions.

You can even securely add your own proprietary data to build on the research data and market personas you have already created.

The image shows three screenshots of the Yabble interface. The first screenshot is a form titled 'Discover insights on your research topic powered by Yabble AI' with a text input field and a 'Next' button. The second screenshot shows a 'Virtual Audiences' dashboard with 2500 credits and a list of generated personas with their respective percentages. The third screenshot shows a 'Personas' list with names like 'Jack 'ARTD Weekly'', 'Paul 'Beer Drinker'', etc., and a 'Chat with all Personas' button.

While the audiences are not physical people, they have been **created specifically in the context of real human behaviors and factual sources** that provides a framework for you to interact with data you care about through the lens of personas from whom you most need a perspective. They have been built to **give you access to reliable insights at scale, and accelerate your speed to insight.**

By combining these methods, Yabble is able to provide its clients with **detailed and actionable insights** about their target audiences, helping them make informed business decisions and tailor their marketing strategies effectively.

Yabble, founded in 2017, is a cutting-edge technology company that is revolutionizing the research landscape.