STATSOCIAL

DIGITAL TWINS

The proof behind the panel

Test creative, predict lift, validate products, and forecast impact with anonymized digital twins grounded in the real behaviors, interests, and demographics of 100M+ U.S. adults, including the audiences traditional research can't reach.

ACCURACY

3.3 pts MAE

Average error vs. published benchmarks. Meaningfully below the 5–6 pt range of typical opt-in online panels.

VALIDATION

30 studies

Benchmark validated surveys across 19 topic categories, scored against named public sources.

BENCHMARKED AGAINST

Pew · Gallup · Nielsen · MRI-Simmons · FINRA · Census · Federal Reserve

WHAT IT SURVEYS FOR

Across the full research lifecycle.

01 **Custom audience & persona research**
Cluster audiences by real behaviors, build ICP profiles, and map buyer journeys grounded in observed social signals.

02 **Creative & campaign intelligence**
Test creative, score ads, validate creator fit, and benchmark positioning before you spend in market.

03 **Product & market validation**
Stress-test product launches, optimize pricing, segment markets, and identify unique value propositions.

04 **Measurement & forecasting**
Forecast campaign impact, model brand lift and ROI, track brand health across the audiences driving your business.

BUILT ON REAL BEHAVIOR

Blending synthetic speed with human insights.

Most "synthetic panels" fabricate respondents from demographic averages. Digital Twins are AI-attributed. Every twin is built from the real, observed behaviors of an individual in StatSocial's identity graph. The result: responses grounded in what real people actually do.

HOW IT COMPARES

Probability-panel accuracy. Synthetic panel speed.

RESEARCH METHOD	TYPICAL MAE	SPEED
Probability-based panel	1–3 pts	weeks–months
Opt-in online panel	5–6 pts	days–weeks
Digital Twins	3.3 pts	under 2 hrs

REAL-WORLD VALIDATION

"Within 0.7 pts of the actual 2024 popular vote, on both candidates."

	DIGITAL TWINS	ACTUAL RESULT	DIFFERENCE
Trump	49.2%	49.9%	**0.7**
Harris	49.1%	48.4%	**0.7**

Actual result per Brookings final tally

See it in action →
statsocial.com/solutions/digital-twins

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