

THE HIGHLIGHT TWINS VALIDATION STUDY

AI Twins that answer like **real consumers**

Highlight Twins are AI consumers, each modeled on one real Highlighter from a community of 60,000+ vetted product testers. We ran three blind concept tests through real Highlighters and their Twins to see how closely the Twins' AI responses matched the actual responses given by the people they're modeled on.

92% of human-level consistency
on concepts the Twins had never seen



What this means for your team

- **No idea is too early to test.** Get a consumer read on a napkin sketch in seconds, before it ever reaches the brief.
- **Weak ideas get caught early.** Use Twins as a fast first-pass filter, so only your strongest concepts go to real-world testing.
- **Real people stay at the core.** Twins complement Highlight's in-home testing with real Highlighters; they don't replace it.

THE STUDY

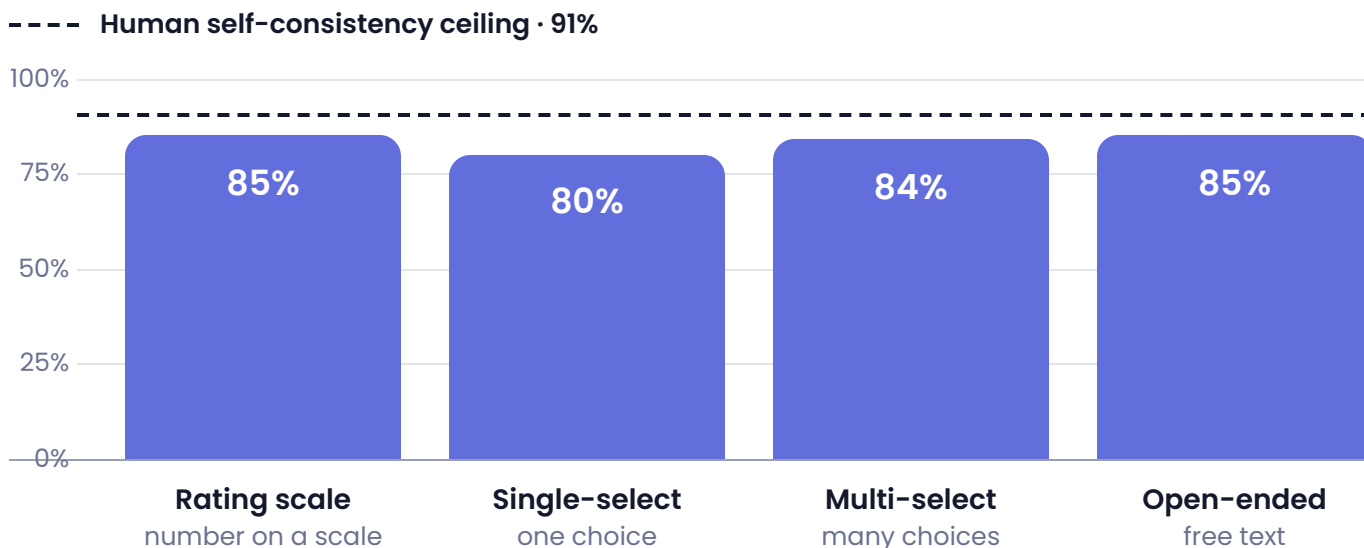
Three distinct concept tests, two panels, one blind comparison

We put three distinct concepts through a panel of Highlighters and through each person's matched Twin. Neither group had seen the concepts before, so the Twins had to reason from what they know about each Highlighter, not from memory of the product. We then measured how often each Twin's answer matched its Highlighter's across the four question types every concept test uses.

THE RIGHT BENCHMARK

The bar isn't 100%. Ask the same person the same question twice and they give the same answer only **91%** of the time. That's the real ceiling for any tester. Twins averaged **83.5%** agreement across all four question types, which puts them at **92%** of that human ceiling.

FIGURE 1 • TWIN AGREEMENT WITH HUMAN ANSWERS, BY QUESTION TYPE



Share of Twin answers that matched the human panel, by question type. The dashed line marks the 91% human ceiling.

Highlight Twins held up across every question type, not just the easy ones.

Open-ended free text, historically the hardest to reproduce, matched as well as any structured question.

What agreement looks like, question by question

This is a representative slice from one blind test, not a curated best case. It includes one rating where the Highlighter and their Twin diverged by a point.

HIGHLIGHTER	THEIR HIGHLIGHT TWIN
Which words best describe this packaging design overall? (select up to 5)	
Fun / playful Bold Approachable Unique	Fun / playful Bold Approachable Unique Delicious
How appealing is this concept to you?	
5 of 5 · Extremely appealing	5 of 5 · Extremely appealing
How different is this product from other similar products you've seen?	
3 of 5 · Moderately different	3 of 5 · Moderately different
How likely would you be to purchase this product where you shop?	
4 of 5 · Likely	5 of 5 · Very likely

The one-point gap on purchase intent is highlighted in orange.

The advantage is the data, not the model

Highlight Twins aren't personas invented by a language model. Each one is anchored to a real Highlighter's consented behavioral, demographic and category data, built from years of testing real products in their own homes. Most AI consumer simulations average people into a composite. A Highlight Twin keeps each person's perspective intact, so disagreement and minority views stay visible.

Every survey, concept test and in-home test a Highlighter completes deepens what we know about them, so their Twin keeps getting closer to what they'd actually say.

60,000+

Vetted Highlighters the
Twins are modeled on

80–85%

Agreement with human
answers across all four
question types

Seconds

To a full consumer read,
versus days or weeks for a
panel

Start with Twins. Validate with real Highlighters.

Pulse is where research starts, not where it ends. Get a read from Twins in seconds, then take your strongest ideas to real Highlighters — all on one platform.

FIGURE 3 · WHERE TWINS FIT IN THE RESEARCH PROCESS



Teams take a quick read from Twins, test the strongest ideas with real Highlighters, and come back to refine. Each test with real people feeds back into the Twins.

Where teams use it first

- Early stage ideation, white space identification and exploratory idea screening.
- Pressure-test packaging, claims, flavors and lineups at the speed of a brainstorm.
- Refine positioning and value props before a single prototype is built.
- Chat live with target audiences during brainstorms or team meetings to back decisions with data, not instinct.

See Pulse in action with your own idea

Book a demo and ask your first audience a question.

[Book a demo →](#)