PERSONA TABLE

KNOW YOUR AUDIENCE. FEED YOUR GROWTH

A Consumer Insights Growth Consultancy

Our Recipe for Success

At Persona Table, we serve up actionable insights and persona-driven analytics to help marketers and startups make smarter decisions. By leveraging AI for agility, we bring your target personas to the table, offering fresh perspectives that fuel your success.

The Unappetizing Truth About Traditional Research

Slow and Rigid Processes

- Long turnaround times for data collection and reporting.
- Limited flexibility for last-minute changes or new insights.
- Heavy reliance on outdated methods that don't adapt quickly to market shifts.

Lack of Personalization

- Generic insights that don't speak to your specific audience needs.
- One-size-fits-all reports that miss the nuance of diverse personas.
- Limited customization for unique, fast-paced startup needs or creative marketing strategies.

High Costs and Complex Models

- Expensive, long-term contracts with unclear ROI.
- Complex data models that require a steep learning curve.
- Hidden fees for basic services, making it difficult to scale effectively.

Introducing Persona Table

At Persona Table, we serve fresh, agile insights tailored to your needs. We take the best of traditional research and spice it up with innovation to help marketers and startups make smarter, faster decisions.

1. Fast & Flexible
- Real-time insights that keep you ahead of the curve.
- Agile processes to quickly adapt to your changing needs.

2. Tailored Insights
- Persona-driven research that's customized for your audience.
- No generic reports – just relevant, actionable data.

3. Affordable & Scalable
- Transparent pricing with no long-term contracts.
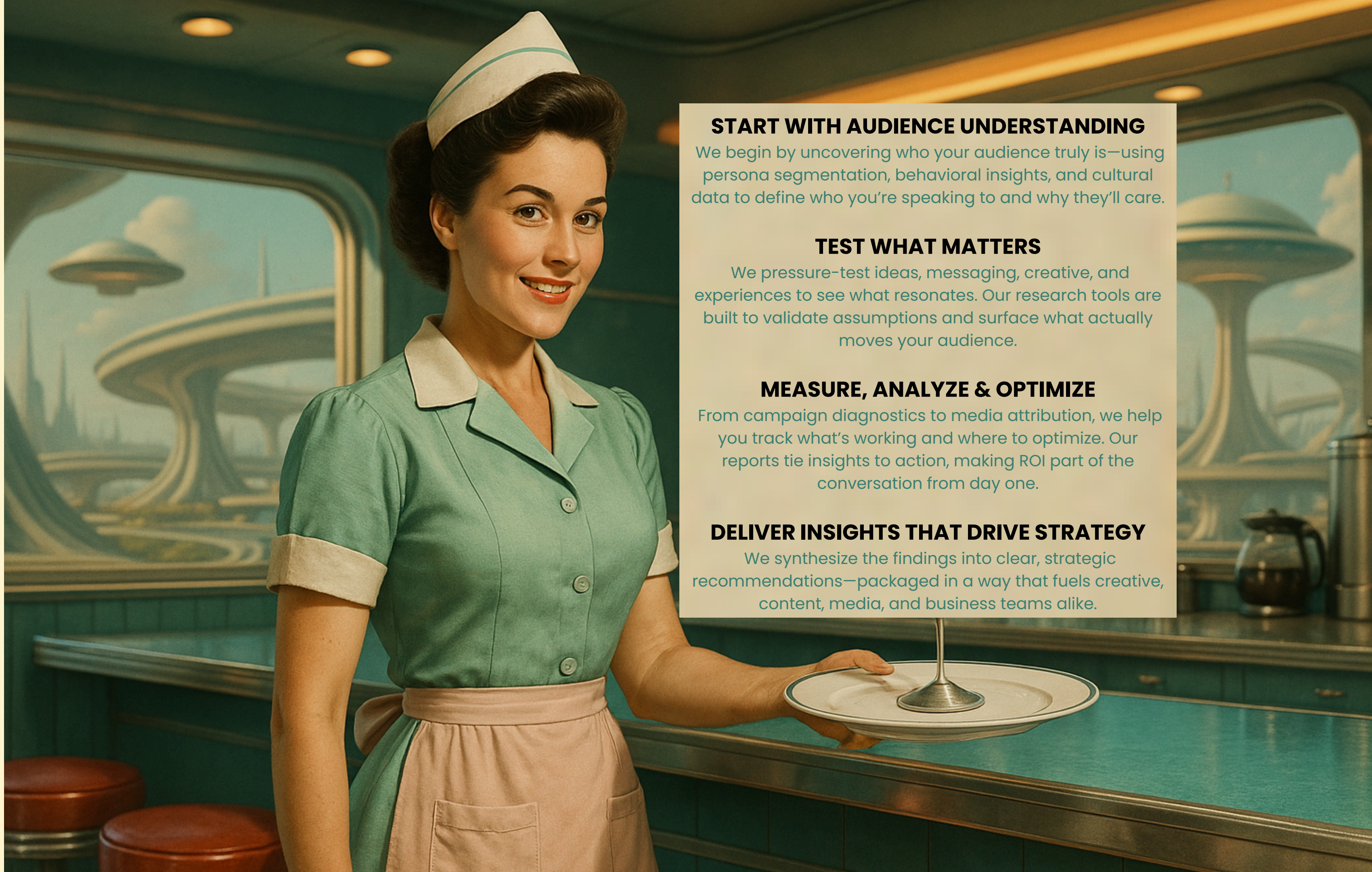- Scalable solutions that grow with your business.

How we work

Philosophy

START WITH AUDIENCE UNDERSTANDING
We begin by uncovering who your audience truly is—using persona segmentation, behavioral insights, and cultural data to define who you're speaking to and why they'll care.

TEST WHAT MATTERS
We pressure-test ideas, messaging, creative, and experiences to see what resonates. Our research tools are built to validate assumptions and surface what actually moves your audience.
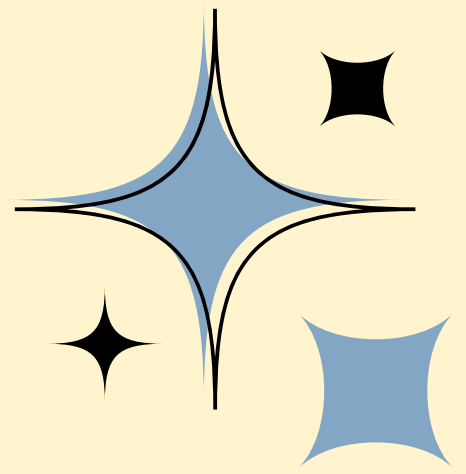
MEASURE, ANALYZE & OPTIMIZE
From campaign diagnostics to media attribution, we help you track what's working and where to optimize. Our reports tie insights to action, making ROI part of the conversation from day one.
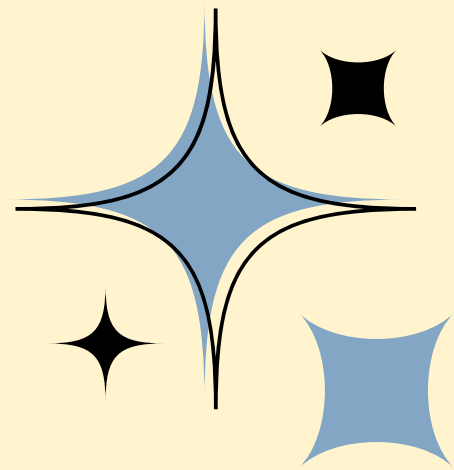
DELIVER INSIGHTS THAT DRIVE STRATEGY
We synthesize the findings into clear, strategic recommendations—packaged in a way that fuels creative, content, media, and business teams alike.

Who's Coming to Dinner

Startups & Emerging Brands

- Validate product-market fit with fast, reliable consumer feedback.
- Identify and refine target audiences to scale smarter and faster.
- Test branding, packaging, and positioning before going to market.
- Uncover consumer pain points and opportunities to drive product innovation.

Marketing & PR Agencies

- Test creative concepts, messaging, and campaigns with real persona insights.
- Understand audience sentiment and trends to craft compelling, data-backed storytelling.
- Measure campaign impact and refine strategies with real-time feedback.
- Get fast-turnaround insights to stay ahead in a fast-moving media landscape.

Investors & Growth Strategists

- Assess market demand and audience potential before making investment decisions.
- Track shifting consumer behaviors to spot emerging opportunities.
- De-risk investments with data-driven validation of new and existing markets.
- Identify trends that signal long-term growth potential for portfolio companies.

Our Menu

Audience & Strategy

- Persona Profiling & Segmentation
- Message & Brand Fit Testing
- Custom Research Design (Qual + Quant)

Consumer Understanding

- Concept & Product Testing (Monadic, Sequential Monadic, Conjoint)
- Purchase Journey Mapping & UX Insights
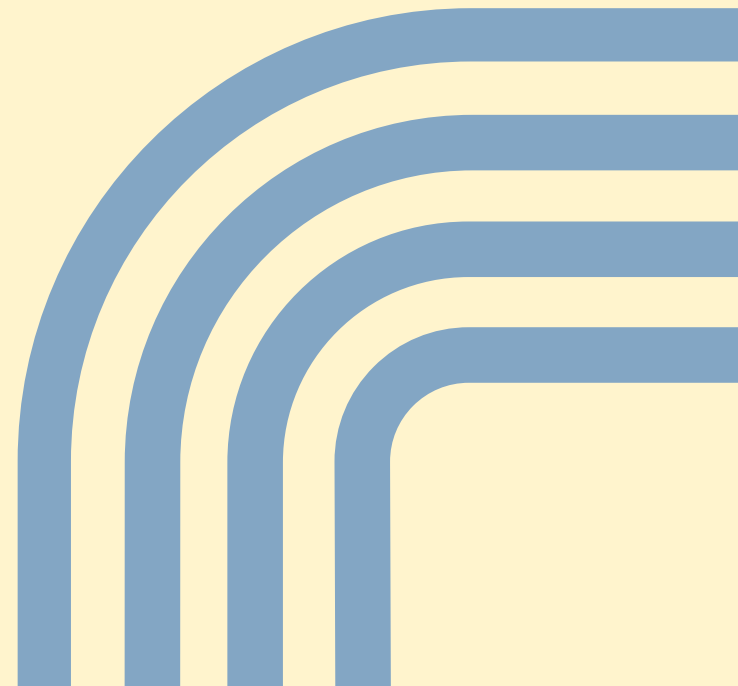- Ad & Campaign Diagnostics

Campaign Measurement & Optimization

- Attribution & Lift Modeling (MMM, MTA, Incrementality)
- Media Mix Optimization
- Multi-Channel Campaign Measurement
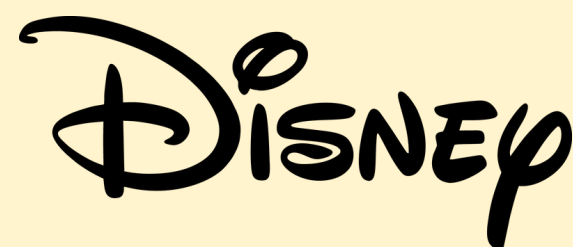- Monthly & Quarterly Measurement Reporting

Data & Analytics

- AI-Powered Data Synthesis
- Predictive Forecasting & Trend Tracking
- Data Processing & Analysis
- Visual Dashboards & Storytelling

Strategic Consulting

- Brand Messaging & Voice Development
- Insights Strategy & Reporting
- Brand Consulting Retainers
- White Space Analysis

Industry Experience

Nestlé · Google · Lilly · Hyundai · Waymo · UnionBank · Chase · Mattel · Clorox · Takeda · FritoLay · amazon · lululemon · Pfizer · HBO · AAA · Disney · NETFLIX · novavax Creating tomorrow's vaccines today.

FAQs

What types of tools do you use for research and analysis?

We're tool-agnostic and focused on what gets you the best results. We have strong relationships with top-tier platforms across survey design, panel sourcing, data visualization, and analytics—allowing us to secure great deals and flexible options for our clients. Whether you already have a preferred tool or need a recommendation, we'll build the right tech stack for your project.

What makes Persona Table different from traditional research firms?

We combine agile research methods with easy AI solutions to deliver fast, actionable insights—without the slow timelines and bloated costs of traditional agencies. Our approach is flexible, transparent, and designed for marketers, startups, and investors who need insights that drive real impact & growth.

Do I need to be a data expert to use your insights?

Not at all! We provide clear, digestible reports with actionable takeaways, so you can apply insights without needing a Ph.D. in data science. Plus, our team is here to help you interpret findings and make smarter decisions.

How do your AI-powered solutions fit in?

We leverage AI for agility, not complexity. Our tools help process large datasets, uncover patterns, and streamline reporting, making insights faster and more actionable—without requiring a deep AI background.

How quickly can I get results?

Most projects deliver results in days, not weeks. Timelines depend on study complexity, but we prioritize speed and efficiency without sacrificing quality.

How much does it cost?

Our pricing is transparent and scalable based on project scope—no hidden fees or long-term contracts. Whether you need a quick survey or a full-scale market analysis, we offer flexible options that fit your budget.

What kinds of audiences can you reach?

We specialize in recruiting a wide variety of audiences, from gen pop to niche segments. Whether you're targeting specific age groups, industries, behaviors, or psychographic profiles, we tailor sampling to match your needs.

What will I actually receive at the end of a project?

You'll get a clear, visually designed report with key takeaways, charts, and strategic recommendations. For larger projects, we also provide persona profiles, dashboards, and presentation-ready insights decks—whatever you need to share results internally or externally.

Can I publish the research findings?

Yes. If you're planning to publish the insights—whether in a report, blog, investor deck, or thought leadership piece—just let us know upfront. We'll ensure the research is designed with publishing in mind, including proper methodology documentation, clear sourcing, and publish-ready visuals or toplines.

RSVP

Your Table Is Waiting

✉ Hello@PersonaTable.com

🌐 www.PersonaTable.com

📞 1-917-428-2148