



HOW GLIMPSE HELPED HUBSPOT CREATE A MORE NUANCED BUYER PERSONA

Key Points:

- *Creating the ideal Hubspot persona*
- *Series of studies to find the 'ideal' & 'anti' persona respondents*
- *Real time conversations with virtual customers*
- *Discovering audience challenges & opportunities for better target messaging*

OBJECTIVES

HubSpot needed a deeper, more human understanding of its target audience to inform effective marketing and sales strategies. Traditional research methods were falling short, providing only a superficial idea about customer behavior and preferences.

THE SOLUTION: GLIMPSE VIRTUAL PERSONA

Virtual personas (digital twins) are the virtual representations of real world customers or customer segments, created by combining data from demographics, behaviors, and preferences. We generate these digital twins by analyzing vast amounts of data to simulate how real customers would think, behave, and make decisions.

Challenges

- Having an actionable and agile customer picture
- Having more precise target messaging
- Shaping the product strategy and marketing in a more tailored way

CREATING THE IDEAL HUBSPOT PERSONA

How can we use AI to extend the research to make the Hubspot's ideal buyer personas: more **actionable, agile, iterative, interactive** persona?

FINDING THE 'IDEAL' & 'ANTI' PERSONA

We ran an initial series of studies: **"ideal" & "anti" persona respondents**, and focusing on natural language responses as well as close-ended questions. We focused on the topics of:

- **Business Approaches:** Attitudes toward risk, growth, disruption, change
- **Shopping & Hobbies:** Activities & brands; Bringing B2B buyers to life
- **Media & Tech Habits:** Trusted sites, channels, influencers, devices
- **Platform & Tool Decisions:** Attitudes toward innovation, efficiency, complexity

REAL TIME CONVERSATIONS WITH VIRTUAL CUSTOMERS

Example real-time conversation with a virtual customer who strongly "embraces change and innovation"

Demographics

What Is Your Age? 38	Are You...? Male	What Is Your State? California	What Is Your Metropolit... SAN FRANCISCO-O...
What Is Your Race? Black, Or African A...	What Is Your REGION ? West	What Is Your Relationshi... Married	Are You Registered To Vo... Yes
Which Of The Following... Cat(S), Dog(S)	What Is Your Sexual Ori... Heterosexual	Approximately What Is T... \$1 Billion Or More	Which Department Do Y... Technology Develop...
How Would You Describ... SUV/Cross Over/4x4...	On Average, How Many ... Six Or More	What Are Your Hobbies ... Playing Video/Comp...	What Is Your Current Em... Employed Full-Time
Please Choose Which D... IT Hardware, IT Soft...	Which Of The Following... Manufacturing	Please Choose The Opti... I Have One Or More...	How Much Total Combin... \$250,000 And Above
What Is Your Job Title, L... Director (Group Dire...	Approximately How Man... Greater Than 5000	Which Of The Following... Atheist	In Politics Today, Do You... Democrat
What Is The Highest Lev... Bachelor's Degree	Which Of The Following... Urban - Densely Po...	In Terms Of Your Politic... Liberal	

Questions

Q1) How would you describe your primary goals in your current job role to a friend or colleague?
I would like to upskill and learn how to use artificial intelligence more effectively. So that I could reach a higher paying position.
positive assertive hopeful

Q2) Please select the point on the scale that best represents your approach and attitudes at work.
I believe long-term success is best achieved by:
Embracing change and innovation

Q3) Please select the point on the scale that best represents your approach and attitudes at work.
Success comes primarily from:

Chat with this Persona 📄 XLSX 📄 PPTX ←

CHAT #1 +

🗨️ really critical for staying competitive and efficient.

🗨️ Do you use gen AI outside of work as well?

🗨️ Yeah, started experimenting with it for personal projects and efficiency hacks. Like automizing some daily tasks, or getting quick insights on topics I'm curious about.

🗨️ What consumer brands do you feel best represent you?

🗨️ Nordstrom represents me the best I'm refined yet modern

🗨️ What do you read to learn about technology trends?

🗨️ I rely heavily on review and rating sites like Gartner along with keeping an eye on the latest through LinkedIn. They

Ask away! ➤

We leveraged Glimpse AI to simulate the responses of real people, providing rich and diverse insights into customer thinking and behavior. This approach enabled us to uncover hidden patterns and preferences that would have been difficult to identify using traditional methods.

Example “follow-up” questions asked of virtual extensions of real respondents

21. What kind of value do you think generative AI will end up adding to the work your team does over the next year?

Question ID	Response Text	Keywords	Emotions	Overall Sentiment
Q1	I'm of the view that it might streamline our work, by automating routine tasks and curating data insights, so we can focus more on strategy and innovation within the tech space.	Space, Tasks, Our Work, Focus, Strategy, Tech Space, Data, Routine Tasks, Strategy And Innovation, Data Insights, Innovation, Tech, View	optimistic, interested, confident	positive
Q2	Its hard to say but potentially it could help us to solve some mundane tasks, freeing up more time for other things.	Mundane Tasks, Tasks, Help, Hard, Time, More Time, Other, Some Mundane Tasks		neutral
Q3	Right now, hard to say. We're way behind in adopting stuff like generative AI, so I guess we'll start slow, see where it can help, particularly around efficiencies. But yea, one step at a time.	Generative AI, See, Ways, Yea, One Step, Step, Slow, Efficiencies, Hard, Now, Help, Right, Time, Start	cautious, unsure, interested	neutral
Q4	I think generative AI could potentially make our sales processes more efficient, especially in terms of customer data analysis and maybe even in lead generation, though I'm not quite sure how it'll pan out just yet.	Generative AI, Makes, Just, Customer Data, Customer, Analysis, Lead, Terms, Our Sales Processes, Processes, Customer Data Analysis, Lead Generation, Data Analysis, Data, Our Sales	interested, cautious, unsure	positive
Q5	It'll probably make gathering and using customer insights a bit more straightforward, streamline some of our sales process malfunctions.	Customer Insights, Gathering, Process, Our Sales Process Malfunctions, Sales Process, Customer, Bit, Our Sales, Makes	optimistic, confident	positive

AI CHAT WITH PRECISELY-DEFINED AUDIENCE SEGMENTS:

Conversation | Data Points | Cross-tabs

What makes the people who value innovation different from the other respondents?

People who value innovation, as indicated by prioritizing “Creating opportunities to innovate and add value” when evaluating new tools for their team, appear to demonstrate certain distinctive characteristics compared to other respondents:

- Adoption of Generative AI:** They are more proactive in adopting generative AI technologies, with a higher percentage considering themselves “Way ahead” or “Somewhat ahead” relative to their peers in this aspect.
- Social Media Engagement:** A larger proportion of innovators trust social media platforms like LinkedIn for staying informed about their industry compared to the average, suggesting they leverage modern digital networks for knowledge and professional growth.
- Use of Technology Brands:** Innovators show a preference for technology and electronics brands such as Apple and Microsoft in the consumer brands question, indicating an inclination toward tech-savvy and cutting-edge products.
- Embrace of Digital Resources:** They engage significantly with digital events, conferences, webinars, and platforms like Coursera for learning, highlighting a propensity towards continuous learning through online avenues.

Glimpse AI enables businesses to engage with entire audience segments, revealing collective trends and behaviors. This broader understanding informs more effective marketing strategies and product development, aligning the brand with the broader market for impactful results.



THE PARTNERSHIP

The partnership between Glimpse and HubSpot exemplifies the transformative potential of generative AI in reshaping how B2B companies understand and engage with their customers. By moving beyond traditional, static buyer personas, we are helping to create dynamic, nuanced, and human-centered personas that reflect the complex realities of today's business environment. This deeper understanding will empower HubSpot to craft more targeted marketing campaigns, enhance sales effectiveness, and build stronger, more meaningful connections with their audience.