

Overview

Netcel has developed a set of Opal workflows and agents called the Virtual Focus Group. This solution provides feedback on marketing content from the perspective of target customer audiences, enabling content creators to sense-check their work before publication.

Great digital content resonates with its intended audience, progressing customers through their conversion journey - from being educated and inspired, to engaging and ultimately purchasing. While competent marketers understand their audience, directly consulting customers for feedback before publication is rarely practical or affordable.

The Solution

The Virtual Focus Group uses AI agents that embody different customer personas. Key capabilities include:

- Audience Agents: AI agents representing different customer types that analyse content and provide feedback
- Actionable Reports: Detailed feedback on content strengths, weaknesses, and improvement recommendations
- CMP Integration: Recommendations appear as tasks in Optimizely CMP for planning and tracking edits
- Agent Builder: Tool to create new Audience Agents using the CLEAR framework based on persona profiles

Key Benefits

- Uses agents representing customers, not experts—providing authentic audience perspective
- Provides input that would otherwise be too expensive or impractical to obtain
- Integrates across the Optimizely One ecosystem
- Infinitely scalable and extensible with real-world data and additional tools