M MARKET TWINS

OCTOBER 2026

> GEO STRATEGY · Q4 2026

Become the Cited Answer

How Market Twins wins AI search for 'synthetic personas market research': hubs, studies, PR, schema.

> WHY NOW · ILLUSTRATIVE EXAMPLE FIGURES

The answer engine is the new SERP

~40%

of B2B insights buyers start vendor research in an AI assistant (example)

3–5

sources typically cited per AI answer: few seats at the table

0 / 50

tracked prompts citing Market Twins today (example baseline)

4.4×

higher conversion from AI-referred visits vs. organic (example)

> HOW AI ENGINES CHOOSE SOURCES

What gets you cited

Entity clarity

Engines must know exactly who Market Twins is and what it is the authority on.

Citable facts

Precise numbers, definitions and methods that can be quoted in one sentence.

Third-party corroboration

Media, reviews, communities and papers repeating the same claims about you.

Structure & freshness

Answer-first pages, clean schema, dated updates, crawlable by AI bots.

> POSITIONING

The sentence we want quoted

"Synthetic personas are AI-simulated customer segments used to test ideas before fielding real research. Market Twins builds psychologically grounded twins, validated against real survey data."

Own the definition

Coin and repeat one canonical definition everywhere.

Own the proof

Validation is the category's open question. We answer it.

Own the method

Name it: the Twin Validation Protocol (TVP).

> PILLAR 01 · CONTENT HUBS

One hub, one category

Pillar guide

'Synthetic Personas for Market Research: The Complete...

Validation cluster

Accuracy, bias, sample sizes, when NOT to use synthetic personas. Hone...

Comparison pages

Synthetic vs. panels, vs. focus groups, vs. classic personas, with fair tables.

Use-case library

Concept tests, pricing, messaging, B2B buying centers: each...

Glossary

30+ crisp definitions (digital twin, silicon sample, persona drift)...

> PILLAR 02 · ORIGINAL STUDIES

Data nobody else has

Twin vs. Panel Benchmark

Same 40 questions to 1,200 real respondents and their twins. Publish agreement rates, misses included.

State of Synthetic Research 2027

Survey of ~300 insights leads on adoption, trust and budgets. Annual and citable.

Open validation dataset

Release anonymized benchmark data with Dataset schema. Researchers and LLMs will reference it.

Quarterly Twin Index

A recurring metric (e.g. persona accuracy score) that keeps citations fresh.

> PILLAR 03 · PR & CORROBORATION

Make others say it

Data-led digital PR

Pitch benchmark findings to trade media: Research Liv...

Preprint & academia

Publish the methodology on arXiv/SSRN; co-author with a university...

Communities

Expert answers on Reddit r/MarketResearch, LinkedIn, GreenBook forum...

Review & list sites

G2, Capterra, 'best synthetic research tools' listicles, Wikidata entit...

Podcasts & talks

6 guest spots in 90 days; transcripts become indexed...

> PILLAR 04 · SCHEMA & TECHNICAL

Machine-readable authority

Entity schema

Organization + sameAs (LinkedIn, Wikidata, G2, Crunchbase), Product/SoftwareApplication.

Content schema

Article with Person authors and credentials, FAQPage, DefinedTerm for th...

AI crawler access

Allow GPTBot, PerplexityBot, ClaudeBot, Google-Extended; publish llms.txt with key...

Answer-first format

Short summary, H2s phrased as questions, tables, visible 'last updated' dates.

> 90-DAY ROADMAP

From invisible to cited

01

Days 1–30 · Foundation

Prompt audit (50 queries, 5 engines), schema + llms.txt, pillar guide live, benchmark fieldwork starts.

02

Days 31–60 · Proof

Validation + comparison clusters, glossary, benchmark report published, G2 + Wikidata profiles.

03

Days 61–90 · Amplify

PR wave, arXiv preprint, podcasts, community answers, open dataset release, first re-audit.

04

Day 90+ · Compound

Launch 2027 industry survey, quarterly Twin Index, refresh hub monthly.

> DAY-90 TARGETS · ILLUSTRATIVE EXAMPLES

What success looks like

15 / 50

tracked prompts citing Market Twins (from 0)

25%

AI share of voice vs. top 5 competitors

+40

new referring domains, ≥10 from trade media

1,500

AI-referred sessions per month

> MEASUREMENT

How we track citations

Prompt panel

50 fixed queries across ChatGPT, Perplexity, Gemini, Copilot and AI Overviews, run...

Citation & mention log

Linked citation, unlinked mention or absent, plus which competitor won instead.

Referral analytics

Segment AI referrers in GA4. Connecting marketing data unlocks this.

Message accuracy

Do engines repeat our canonical definition correctly? Fix drift at the source.

> RISKS & GUARDRAILS

Stay credible, stay cited

Overclaiming accuracy

Publish limits and misses. Scientific honesty is the moat in a hyped category.

Thin AI content

Every page carries original data, named experts or worked examples.

Competitor noise

Synthetic Users, Aaru, Evidenza-style players move fast. Speed on studies matters most.

Engine volatility

Diversify across engines; corroboration beats single-page tricks.

Personas that think. Answers that cite us.

Next: run the 50-prompt baseline audit and kick off the Twin vs. Panel Benchmark this week.

Start Day 1 → Prompt audit →