



— AV CONSUMER PULSE · SPRING 2026

How it was *built* — and why the numbers *hold up*.

AlgoVerde's Consumer Pulse doesn't wait for fieldwork to close. It runs when the world changes — because that's when you need it.



The problem traditional research *can't solve.*

A standard consumer research study takes 6 to 12 weeks in field and costs between \$50,000 and \$200,000. That timeline made sense when markets moved quarterly. It doesn't anymore.

The Iran-driven gasoline shock arrived at the pump in early March 2026. Consumer confidence hit a 74-year low by the end of April. A study commissioned in February — even a good one — is answering a question the market has already moved past. By the time the deck is circulating, your insights team is looking at a rearview mirror.

Speed without rigor produces noise. Rigor without speed produces outdated insights.

AlgoVerde is built to give you both at the same time.



THE METHOD

GenAI Personas: AI replicas of *real consumer segments*.

Instead of recruiting and surveying a live panel over weeks, AlgoVerde builds AI-powered replicas of structurally distinct consumer segments — **GenAI Personas** — and runs the research against them under current economic conditions.

Each persona is defined by the things that actually drive behavior: income and employment type, debt load and housing situation, geography, and the media environment that shapes how they process what's happening in the world. A debt-free homeowner and a renter carrying revolving balances at 21% APR do not respond to the same signals. Neither does a vehicle-dependent rural worker and a transit-accessible urban one.

These are built from verified demographic and behavioral data — structurally real people, not hypothetical ones. The Spring 2026 study covered 22 questions across six topics, with 16 carried forward into every future edition, building a longitudinal baseline that compounds in value over time.

ANCHORED TO THE REAL WORLD

Every run is locked to a verified snapshot of current economic conditions — not a generic assumption about "the macro environment." For Spring 2026, that snapshot (as of May 4, 2026) included:

CONDITION	VALUE	SOURCE
National average gas price	\$4.257/gal	BLS, week of Apr 27
Consumer Sentiment Index	49.8	U. of Michigan — 74-year low
Weekly jobless claims	189,000	BLS, week ending Apr 25
Federal funds rate	3.50–3.75%	FOMC
1-year inflation expectation	4.7%	U. of Michigan

The personas respond to these conditions the way real consumers in those situations would — not the way an AI chatbot would speculate.



— THREE RUNS. SEVEN EXTERNAL SOURCES. ONE NUMBER.

Every figure in the Consumer Pulse runs three times independently — same personas, same questions, same conditions. Then we check the results against published data from CBS/YouGov, Gallup, the Conference Board, Marist, the University of Michigan, BLS, and the Fed.

Numbers that hold within 5 percentage points across all three runs get published as hard figures. Numbers with more variance get published as ranges, or with explicit caveats. Numbers that can't be reconciled with the real-world data don't get published at all.

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The 82% segment-level gas impact figure — the headline finding of this edition — moved by exactly **1 percentage point** across all three runs. That's the level of precision this approach produces on a well-defined, clearly measurable finding.

One reconciled output. One verdict. No figures that haven't been stress-tested.

"This solution has been a game-changer for mixed methodology research... saves us upwards of \$100k per project."

TOP 10 GLOBAL AUTOMAKER

"AlgoVerde allowed us to have all the aspects of an innovation project under one roof. It brought a fresh perspective to counterbalance group-think."

TOP 3 GLOBAL CPG COMPANY



— WHAT THIS MEANS FOR YOUR RESEARCH

This isn't a report. It's a capability you can *run on your business.*

The Spring 2026 Consumer Pulse was pointed at the US economy. The same approach runs on your categories, your customers, and your specific research questions — in hours, not weeks.

Consumer insights teams are being asked to do more with less and deliver faster than ever. Traditional research timelines don't fit that mandate. AlgoVerde does.

FOR CPG BRANDS

- Test new product concepts in days, not weeks — before committing to development budgets
- Understand how your consumer segments are responding to the current economic environment, right now
- Validate messaging and creative before it goes into production
- Model pricing and pack-size decisions against real consumer budget constraints — not last quarter's data
- Identify white space in your category before a competitor does

A Top 3 global CPG company ran concept testing on AlgoVerde and compressed research cycles that previously took months — getting to go/no-go decisions faster than traditional methods allowed.

FOR AUTOMOTIVE BRANDS

- Understand which features actually move purchase intent in the current environment
- Validate vehicle concepts before production commitment
- Track competitive positioning against other brands in real time
- Know what is driving — and delaying — purchase decisions for each of your key segments

Nissan compressed an 18-month, \$2.5M innovation program to 4 months and under \$500K — with over \$1M in verified savings documented on a single AlgoVerde deployment.



PERSONAS ARE PERSISTENT. THAT'S THE ADVANTAGE.

Run this on *your business.*

A traditional study ends when the field closes. The GenAI Personas stay.

Define your consumer segments once. Run any question against them at any time. When conditions change, update the economic snapshot and re-run — the personas reflect the new reality immediately. New tariff announcement? Run it Wednesday. Competitor launch in your category? Re-run by Friday. Crisis or category shock? You have an answer in hours, not the week after you needed it.

TRADITIONAL RESEARCH

ALGOVERDE

6–12 weeks to insight

Hours

\$50K–\$200K per study

A fraction of the cost

Quarterly cadence, at best

Monthly, weekly, or on-event

Data that reflects last quarter

Data that reflects this week

Starts from scratch every time

Builds on a longitudinal baseline

–75% time. –75% cost. 5x ROI.

Validated across 30+ Global 500 deployments. The real power is when it's pointed at your specific question — your category, your customers, the decision you need to make right now.