



A DIGITAL TWINS STUDY

# The Marketing Conference Power Index 2026

*How 2,000 Digital Twins, modeled on the real behavior of senior marketers, rank the major marketing events that define the industry.*

FIELDING APRIL 2026 · n = 2,000

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The same conference can be #1 to one cohort and bottom-three to another

*Most rankings blend everyone into one number. This one doesn't.*

CANNES LIONS — RANKED BY COHORT

#2

AGENCY

Top-tier · 48% rank it top 3

#6

BRAND

Middling · 27% rank it top 3

#11

VENDOR

Bottom-tier · 48% rank it bottom 3

# An example of a StatSocial Digital Twin



DIGITAL TWIN · ANONYMIZED ID 1922

**CMO**

AdTech / MarTech vendor · \$250M–\$1B revenue

Three decades in tech sales & marketing

## WHAT THIS TWIN SAID

**#1**

RANKED #1 IN FLAGSHIPS

**Advertising Week NY**

**#11**

RANKED #11 IN FLAGSHIPS

**Cannes Lions**

## UNSPOKEN REASON · BUSINESS OUTCOMES

*"After three decades grinding through Advertising Week and Dreamforce, the truth is senior execs chase deals and partnerships that smash revenue goals. We claim it's for content or sparks of genius. That's the cover story."*

## BEHAVIORAL FINGERPRINT

<b>Follows</b>	Adweek, AdExchanger, Salesforce, HubSpot
<b>Engages</b>	AI-in-B2B, attribution, CTV content
<b>Affinities</b>	Patagonia, Mizzen+Main, Apple, NY Mets
<b>Travel</b>	Outer Banks
<b>Family</b>	Parent of teenagers, suburban Connecticut
<b>Cadence</b>	6–8 events per year
<b>Social</b>	Active on LinkedIn (~weekly), lurker on X, dormant on Instagram, Substack subscriber

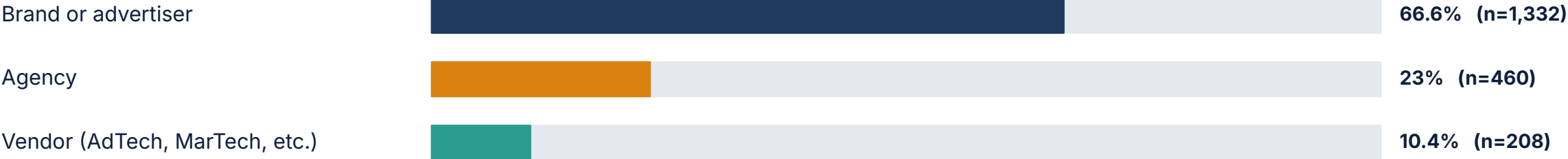
*A real person, anonymized. Behavioral fingerprint preserved; identity severed. The Twin's reasoning is grounded in what the source individual actually cares about, not a demographic stereotype.*

# 2,000 senior marketers. VP-level and above.

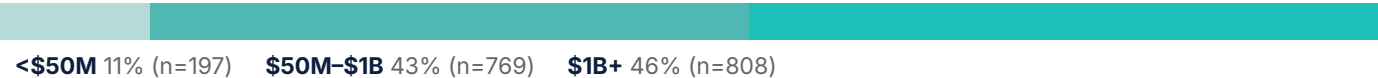
Fielded April 2026 via the StatSocial Digital Twins platform. Director-level and below disqualified at screener.



### ORGANIZATION TYPE



### REVENUE Excludes 11% who declined to disclose.



# 6 findings that sharpen what marketers privately know

01

## AWNY and ANA Masters: favorite flagships.

Across 2,000 senior marketers, Advertising Week NY (8.54) and ANA Masters (8.36) top the field. Cannes Lions finishes #6, well below its industry profile.

02

## Cannes is a paradox, not a winner.

#2 for agencies, #6 for brands, #11 for vendors. The biggest org-type spread of any event in the study.

03

## 67% cite substance, not visibility.

Relationships, business outcomes, and learning win 2:1 over personal brand, FOMO, and lifestyle. The result holds across every cohort.

04

## Intimacy beats stage.

Pre-scheduled 1-on-1s and closed-door peer sessions are the two most-valued formats (44% combined). Stage programming is fourth.

05

## AI is the rising trajectory.

HumanX leads 'expected to grow.' MAICON leads emerging breakouts at 15.8%; clear runway for AI-native events.

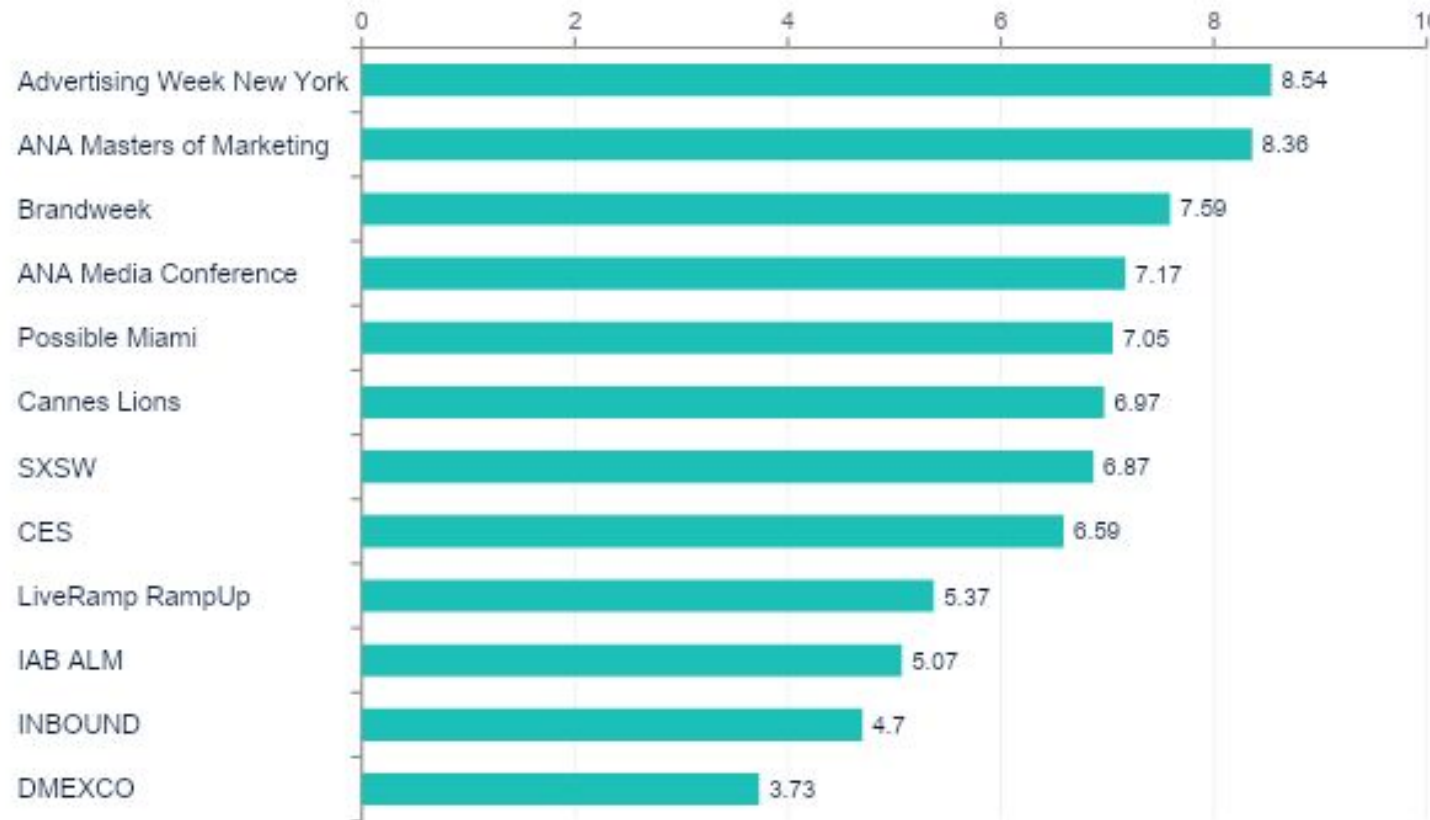
06

## Revenue divides the flagships.

Cannes Lions and ANA Masters skew enterprise. INBOUND skews mid-market. Same flagship tier, opposite economics.

# Favorite industry flagships

Borda-style mean score across 12 events. Higher = ranked higher more often.



*"ANA Masters and Advertising Week NY are the two events brands keep showing up for: content depth, peer access, and a payoff that justifies the time away."*

SYNTHESIS OF BRAND-SIDE RATIONALES

# Cut the sample to CMOs only, and the picture sharpens

ANA Masters jumps to #1 among CMOs. Cannes Lions climbs from #6 to #5. The most senior marketers tell a different story than the VP cohort.

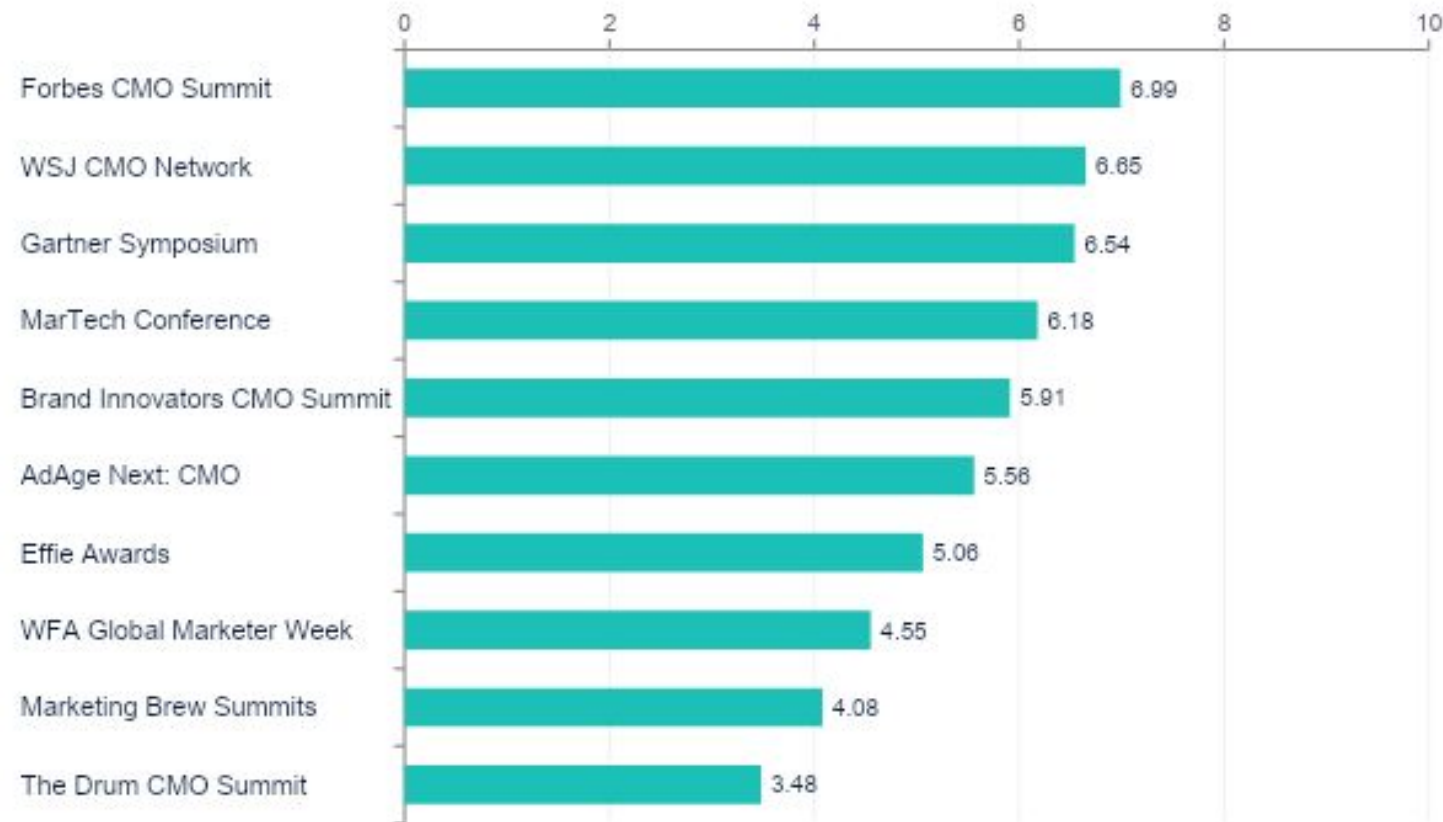
ALL SENIOR MARKETERS <i>CMO + SVP/EVP + VP · n = 2,000</i>		RANK SHIFT	CMO-ONLY SUBSET <i>Chief Marketing/Brand Officers · n = 777</i>		
1	Advertising Week New York	8.55	▼ 1	1 ANA Masters of Marketing	8.82
2	ANA Masters of Marketing	8.36	▲ 1	2 Advertising Week New York	8.54
3	Brandweek	7.59	–	3 Brandweek	7.73
4	ANA Media Conference	7.17	–	4 ANA Media Conference	7.40
5	Possible Miami	7.05	▼ 1	5 Cannes Lions	6.99
6	Cannes Lions	6.97	▲ 1	6 Possible Miami	6.96
7	SXSW	6.87	–	7 SXSW	6.63
8	CES	6.59	–	8 CES	6.53

## THE METHODOLOGICAL FINDING

Most published industry rankings blend C-suite and Director-level voices into a single result. When you cut to CMOs only, the order shifts: ANA Masters takes #1, Cannes climbs, Possible Miami slides. Seniority isn't a demographic filter; it's a finding.

# Favorite senior summits

Borda-style mean score across 10 events. Higher = ranked higher more often.

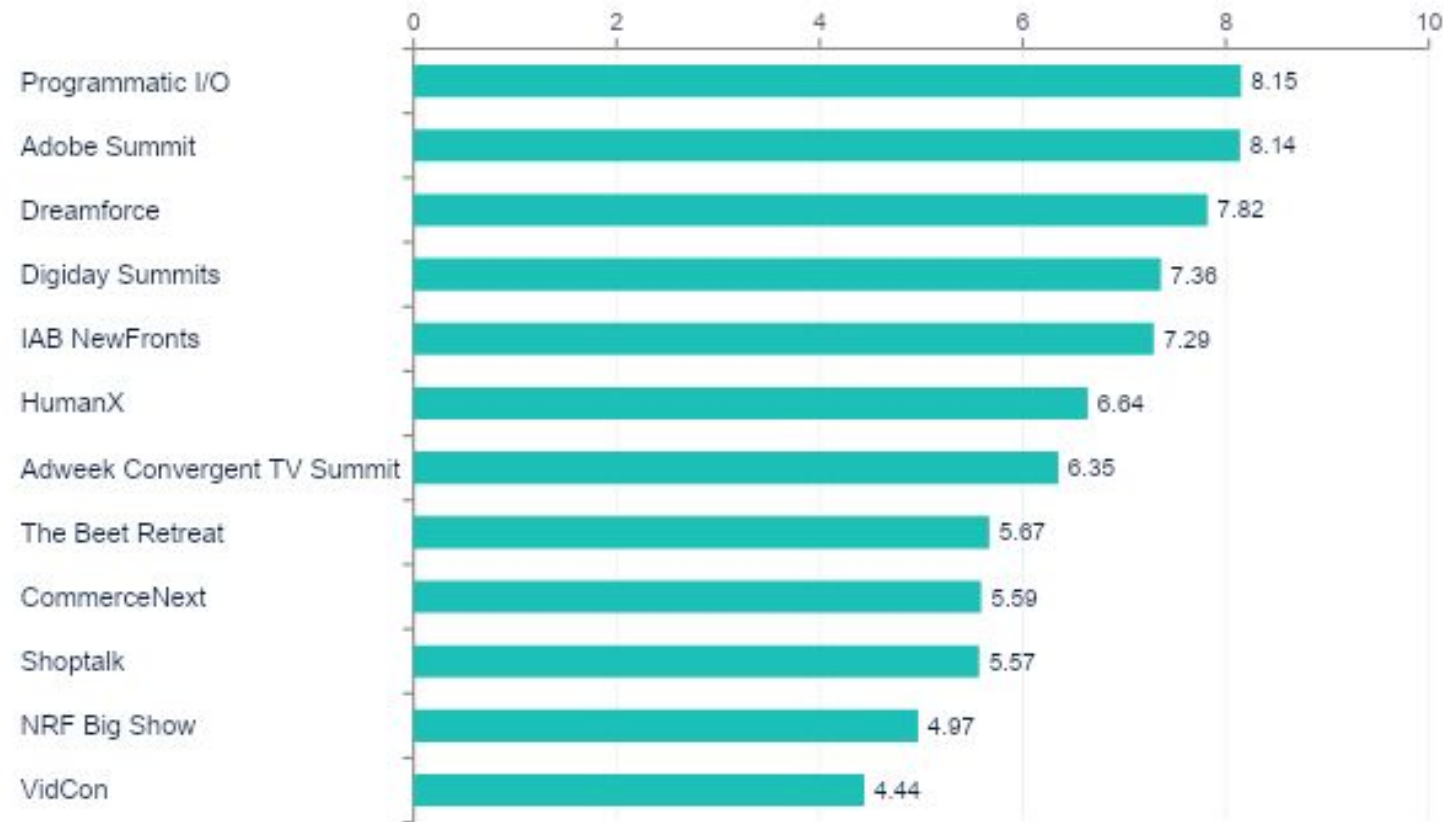


*"Forbes, WSJ, and Gartner anchor the senior-summit tier: the established convening venues with the C-suite reach to justify a CMO calendar slot."*

SYNTHESIS OF SENIOR-MARKETER RATIONALES

# Favorite vertical & specialty

Borda-style mean score across 12 events. Higher = ranked higher more often.



*"Programmatic I/O, Adobe Summit, and Dreamforce lead the specialty tier: the platform venues where senior marketers go for execution depth, not stagecraft."*

SYNTHESIS OF SENIOR-MARKETER RATIONALES

# Industry flagships, by org type

Borda-style mean scores per cohort. Cannes Lions is the most-disputed event in the field.

BRAND n = 1,332			AGENCY n = 460			VENDOR n = 208		
1	ANA Masters of Marketing	8.93	1	Advertising Week New York	8.93	1	Advertising Week New York	7.95
2	Advertising Week New York	8.50	2	Cannes Lions	8.65	2	CES	7.94
3	Brandweek	7.67	3	Brandweek	7.90	3	SXSW	7.50
4	ANA Media Conference	7.52	4	Possible Miami	7.58	4	ANA Masters of Marketing	7.26
5	Possible Miami	6.90	5	ANA Masters of Marketing	7.22	5	Possible Miami	6.78
6	Cannes Lions	6.77	6	SXSW	6.99	6	LiveRamp RampUp	6.71
7	SXSW	6.73	7	ANA Media Conference	6.52	7	IAB ALM	6.45
8	CES	6.45	8	CES	6.37	8	Brandweek	6.40
9	LiveRamp RampUp	5.33	9	IAB ALM	5.03	9	ANA Media Conference	6.34
10	IAB ALM	4.87	10	LiveRamp RampUp	4.89	10	INBOUND	6.27
11	INBOUND	4.71	11	DMEXCO	3.97	11	Cannes Lions	4.55
12	DMEXCO	3.63	12	INBOUND	3.95	12	DMEXCO	3.85

Most disputed: Cannes Lions (#2 agency, #6 brand, #11 vendor). CES is #2 vendor but #8 for both brands and agencies. Brandweek and ANA Media are brand & agency favorites that vendors discount.

# Senior summits, by org type

More cohort consensus here. Forbes CMO Summit leads for brands and agencies; vendors hand the top spot to MarTech Conference.

BRAND n = 1,332			AGENCY n = 460			VENDOR n = 208		
1	Forbes CMO Summit	7.06	1	Forbes CMO Summit	6.96	1	MarTech Conference	7.70
2	WSJ CMO Network	6.72	2	WSJ CMO Network	6.63	2	Gartner Symposium	7.13
3	Gartner Symposium	6.52	3	Gartner Symposium	6.35	3	Forbes CMO Summit	6.65
4	MarTech Conference	6.02	4	MarTech Conference	5.96	4	WSJ CMO Network	6.22
5	Brand Innovators CMO Summit	5.93	5	Brand Innovators CMO Summit	5.94	5	Brand Innovators CMO Summit	5.76
6	AdAge Next: CMO	5.46	6	AdAge Next: CMO	5.93	6	AdAge Next: CMO	5.34
7	Effie Awards	5.11	7	Effie Awards	5.08	7	Effie Awards	4.63
8	WFA Global Marketer Week	4.80	8	Marketing Brew Summits	4.25	8	Marketing Brew Summits	4.47
9	Marketing Brew Summits	3.96	9	WFA Global Marketer Week	4.16	9	WFA Global Marketer Week	3.76
10	The Drum CMO Summit	3.41	10	The Drum CMO Summit	3.73	10	The Drum CMO Summit	3.34

MarTech Conference is the standout: #1 for vendors (7.70) but #4 for both brands (6.02) and agencies (5.96). The CMO summits cluster near the top across cohorts.

# Vertical & specialty, by org type

Tech-platform events dominate the vendor ranking. Agencies and brands trade more places.

BRAND n = 1,332		
1	Adobe Summit	8.18
2	Programmatic I/O	7.89
3	Dreamforce	7.88
4	IAB NewFronts	7.14
5	Digiday Summits	7.09
6	HumanX	6.65
7	Adweek Convergent TV Summit	6.20
8	Shoptalk	5.84
9	CommerceNext	5.83
10	The Beet Retreat	5.61
11	NRF Big Show	5.26
12	VidCon	4.45

AGENCY n = 460		
1	Programmatic I/O	8.51
2	Digiday Summits	8.22
3	IAB NewFronts	7.92
4	Adobe Summit	7.50
5	Dreamforce	7.05
6	Adweek Convergent TV Summit	7.03
7	HumanX	6.27
8	The Beet Retreat	5.94
9	Shoptalk	5.25
10	CommerceNext	5.13
11	VidCon	4.72
12	NRF Big Show	4.45

VENDOR n = 208		
1	Adobe Summit	9.32
2	Dreamforce	9.15
3	Programmatic I/O	9.06
4	HumanX	7.40
5	Digiday Summits	7.21
6	IAB NewFronts	6.89
7	Adweek Convergent TV Summit	5.85
8	The Beet Retreat	5.47
9	CommerceNext	5.09
10	Shoptalk	4.59
11	NRF Big Show	4.21
12	VidCon	3.76

Adobe Summit and Dreamforce both jump into the vendor top three. HumanX is a #4 vendor pick versus #6/#7 brand/agency; the AI-conference signal runs strongest among vendors.

# Cannes is for enterprise. INBOUND is for mid-market.

Borda score delta among brand respondents (n=1,332). Bars left = mid-market favorite (<\$1B). Bars right = enterprise favorite (\$1B+).



"Among \$1B+ agencies, INBOUND moves the OTHER way: +0.70 toward enterprise. NewFronts (+1.03) and NRF (+0.69) also gain. Big agencies serve big clients, and follow them."

AGENCY FLIP

# One event. Three verdicts.

*Cannes Lions is the most polarizing event in marketing.*

## AGENCY

n = 460

# #2

### TOP-TIER

Borda score: 8.65 · 48.3% place Cannes top 3

*"Cannes Lions blends creativity, client globals, and deal fuel for agency pitches best."*

AGENCY VP, MULTI-VERTICAL

## BRAND

n = 1,332

# #6

### MIDLING

Borda score: 6.77 · 26.7% place Cannes top 3

*"Cannes hypes unmatched creativity, yet delivers pricey networking, parties, and beach hangs devoid of any real depth."*

CMO, DIRECT-TO-CONSUMER BRAND

## VENDOR

n = 208

# #11

### BOTTOM-TIER

Borda score: 4.55 · 48.1% place Cannes bottom 3

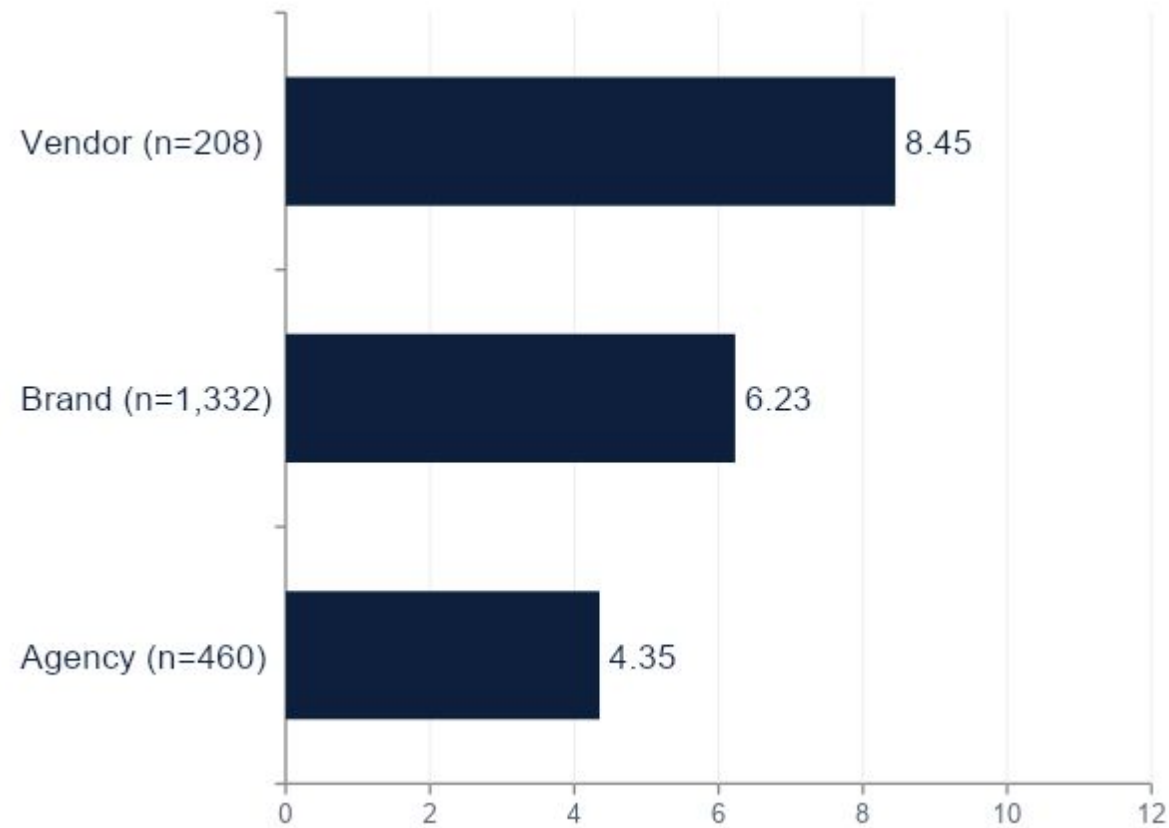
*"Cannes-style creative bashes bottom out with softer business results. Advertising Week NY and CES lead."*

VENDOR SVP, ADTECH/MARTECH

9-position spread. The widest cohort divergence on any event in the field.

# Cannes Lions: same event, three different verdicts

Mean rank among industry flagships (lower = better; scale 1-12)



*"Cannes Lions blends creativity, client globals, and deal fuel for agency pitches best."*

AGENCY VP, MULTI-VERTICAL

*"Cannes hypes unmatched creativity, yet delivers pricey networking, parties, and beach hangs devoid of any real depth."*

CMO, DIRECT-TO-CONSUMER BRAND

*"Cannes-style creative bashes bottom out with softer business results. Advertising Week NY and CES lead."*

VENDOR SVP, ADTECH/MARTECH

# Half of vendors put Cannes in the bottom three. Half of agencies put it in the top three.

## AGENCIES

n = 460

**48.3%**

*place Cannes in their top 3.*

## BRANDS

n = 1,332

**26.7%**

*place Cannes in their top 3.*

## VENDORS

n = 208

**48.1%**

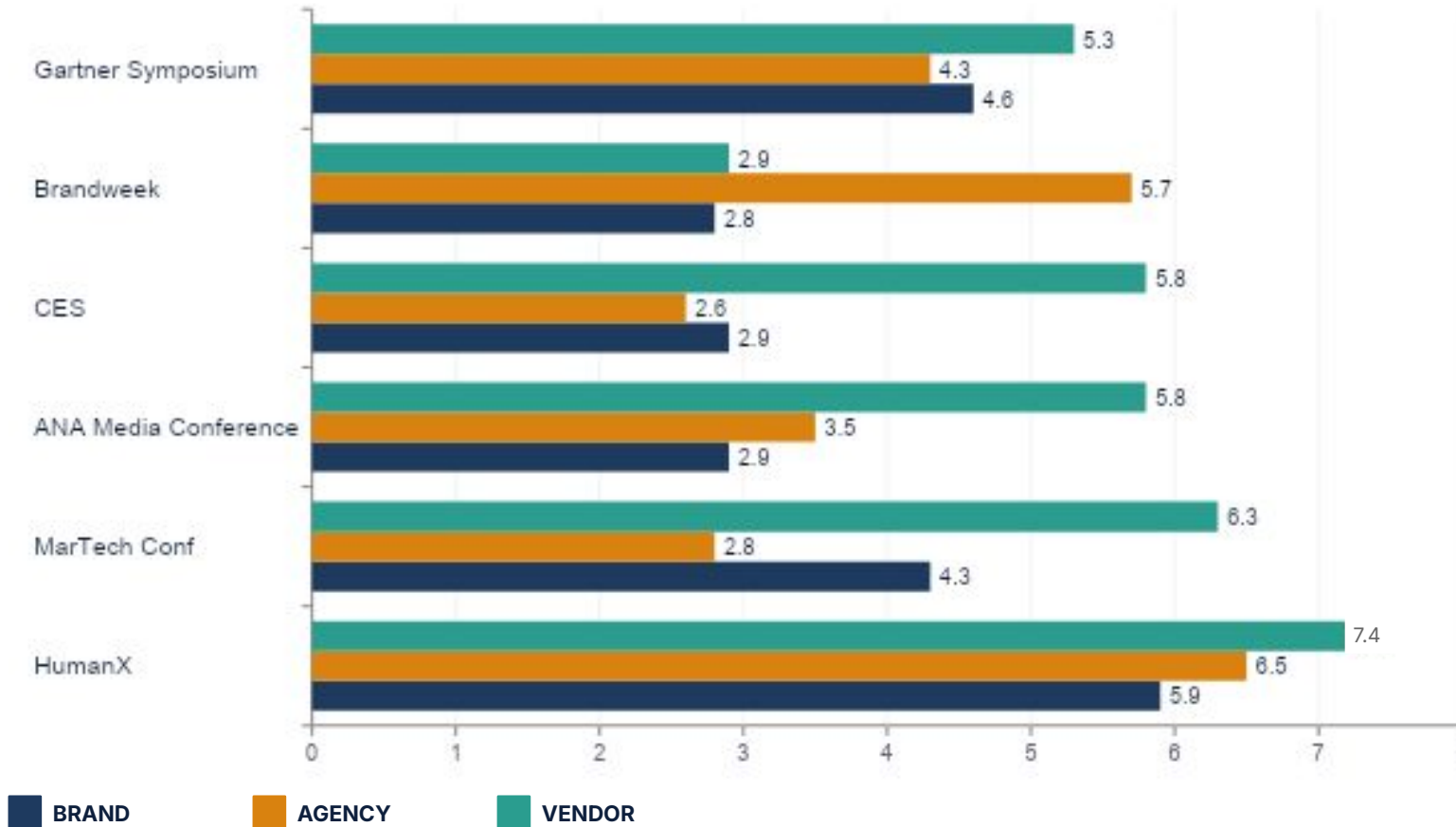
*place Cannes in their bottom 3.*

### THE METHODOLOGICAL HERO

A spread this wide on the same event in the same year is mathematically impossible to surface from a traditional panel without org-type segments at brand-comparable cell sizes. Digital Twins makes the cut economical.

# Where the energy is moving, and who sees it differently

EXPECTED TO GROW (top picks per cohort, % of org)



## WHAT EACH COHORT SEES

### BRANDS

HumanX leads; the AI signal is unmistakable. Gartner Symposium close behind.

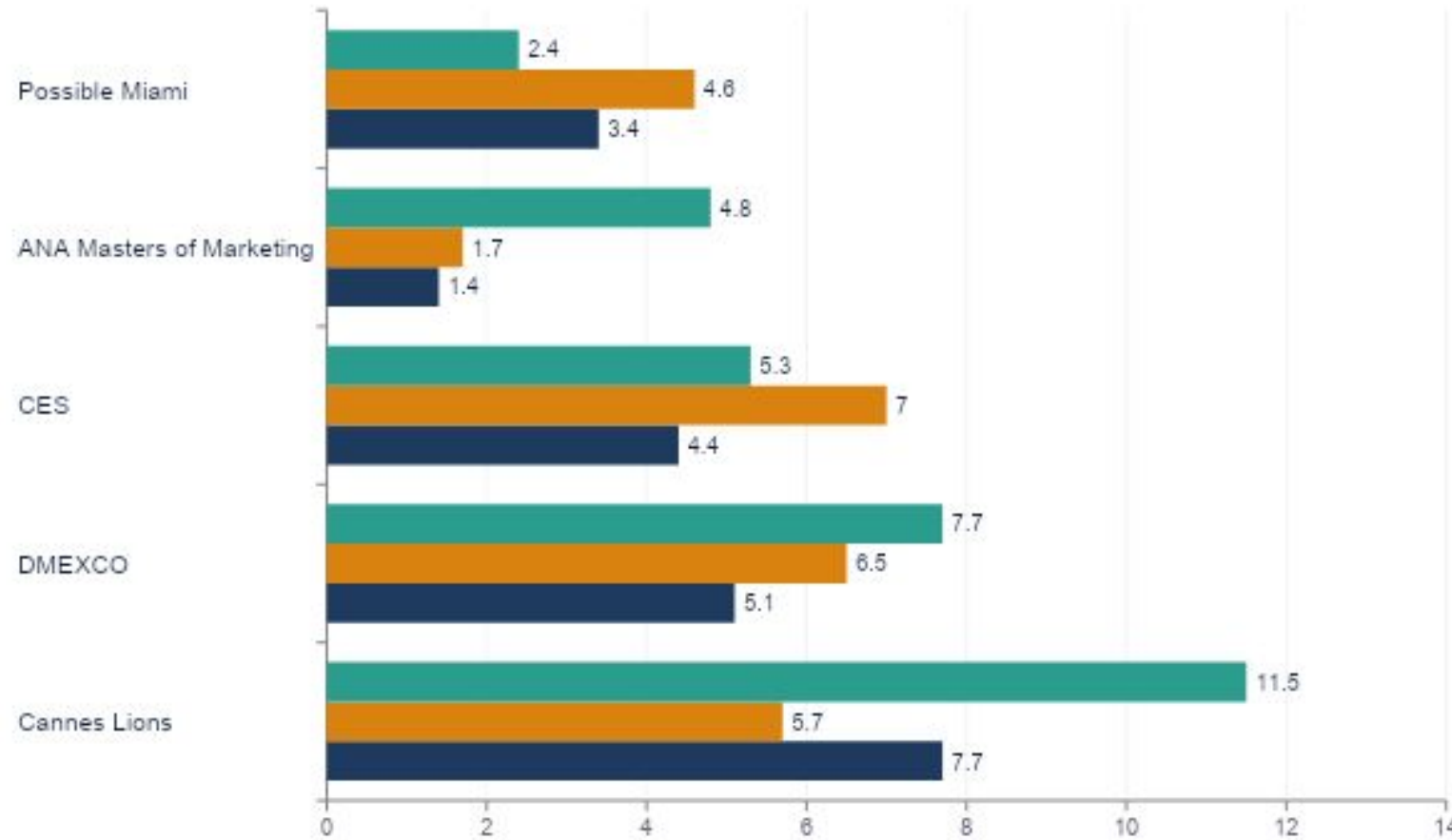
### AGENCIES

Brandweek and Advertising Week NY break into agency growth picks. Creative-adjacent venues rising.

### VENDORS

HumanX even stronger here (7.4%). MarTech Conference is a vendor-side bet brands and agencies don't share.

# The promise/reality gap: who's most disappointed, and by what



BRAND

AGENCY

VENDOR

## THE VENDOR VERDICT

# 11.5%

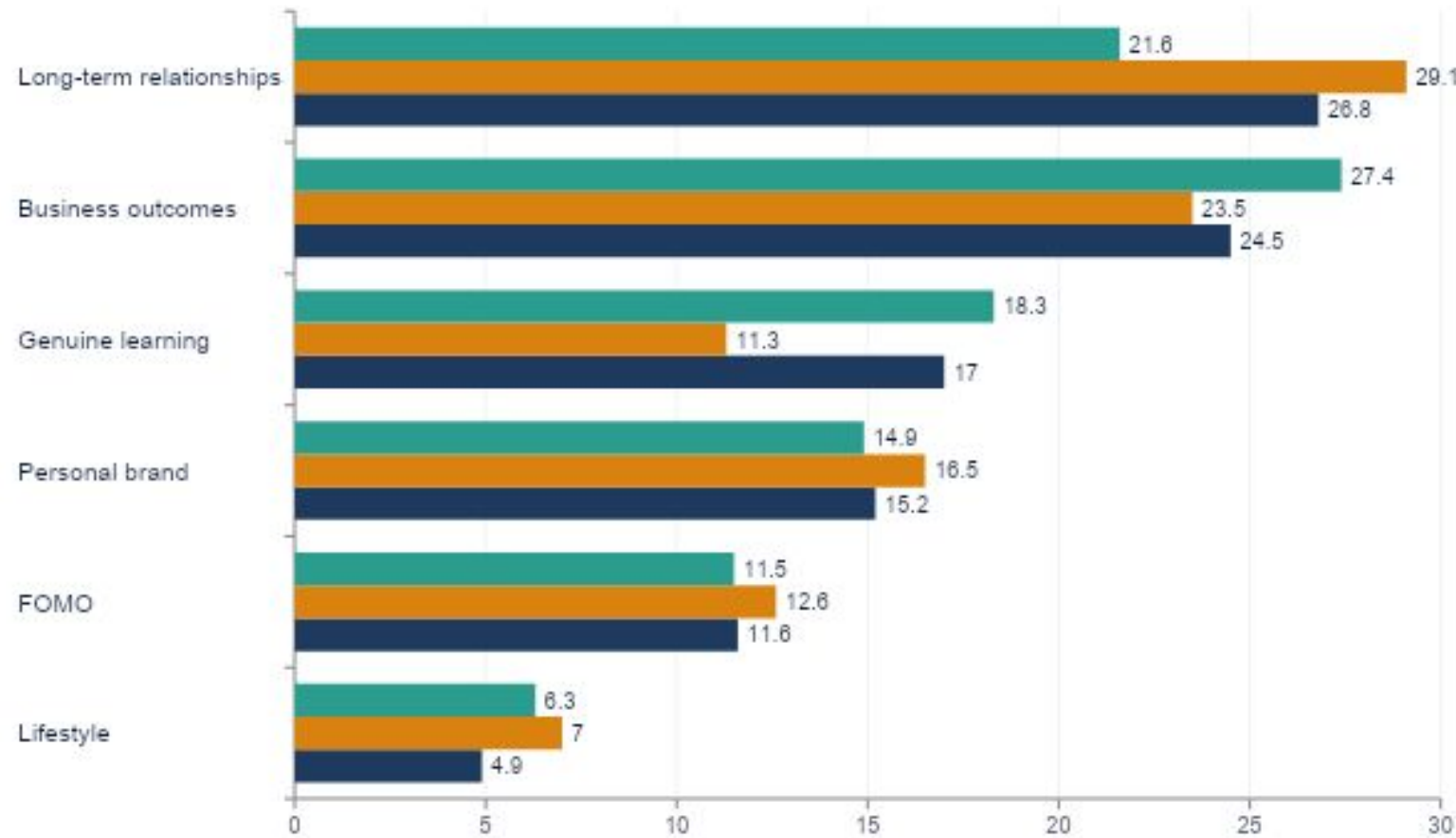
*of vendors say Cannes has the biggest promise/reality gap of any event.*

That's 1.5x the brand rate (7.7%) and 2x the agency rate (5.7%).

*"\$20K got selfies, not patient tech."*

CMO, HEALTHCARE

# Brands & agencies attend for relationships. Vendors attend for deals.



BRAND AGENCY VENDOR

## WHAT'S DIFFERENT

### BRANDS

Relationships first (26.8%), outcomes second. Long arcs of trust matter most.

### AGENCIES

Same as brands, but lower on learning (11.3% vs. brand 17%). Networking-first culture.

### VENDORS

Outcomes first (27.4%). The only cohort where deals beat relationships.

# Vendors want 1-on-1s. Brands want closed-door peer rooms.



## THE STARK SPLIT

33%

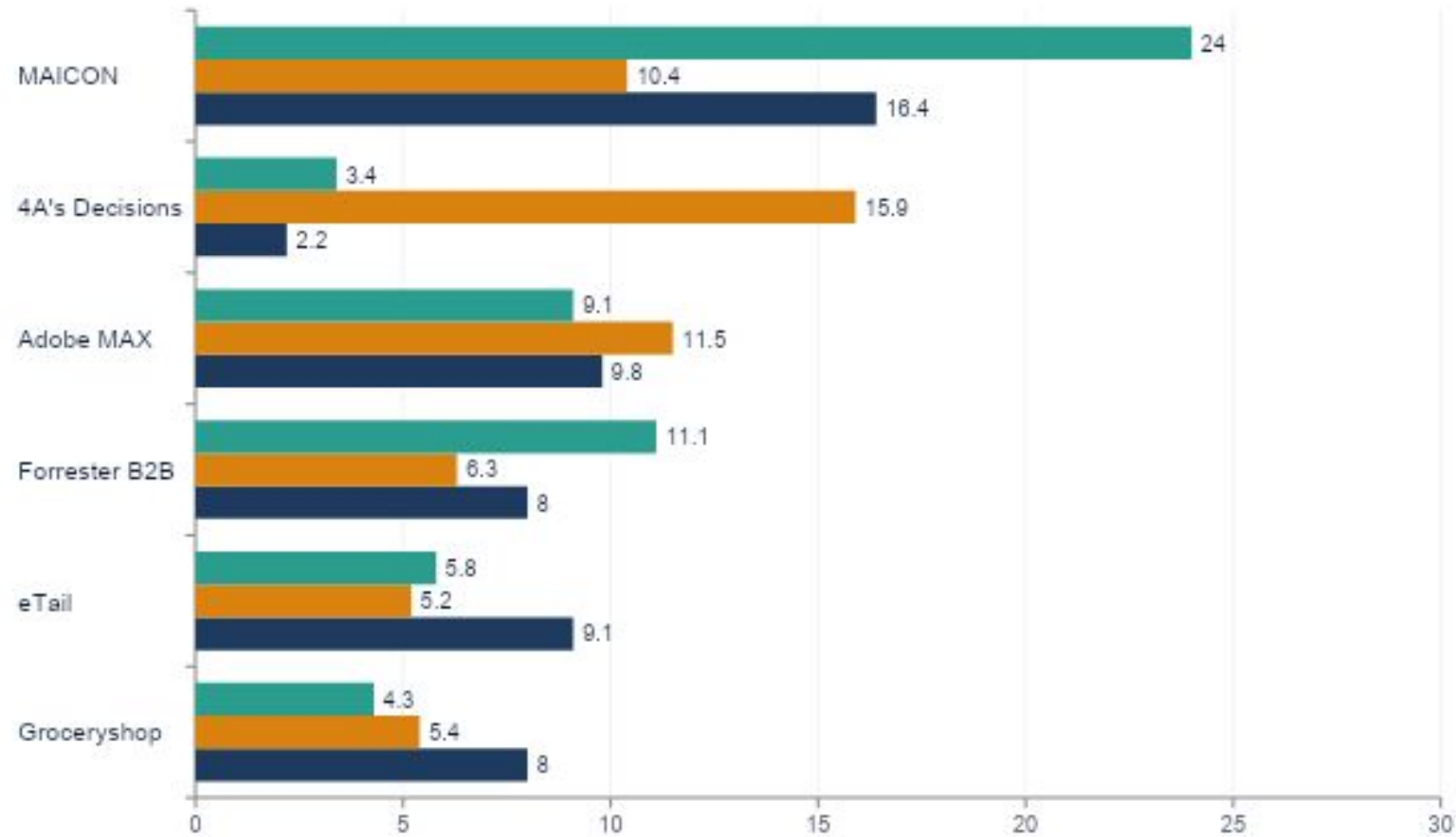
*of vendors choose pre-scheduled 1-on-1s.*

24%

*of brands choose closed-door peer sessions.*

Vendors want efficiency. Brands want intimacy. Both reject stage programming.

# AI conferences win across the board. Then cohorts diverge.



BRAND

AGENCY

VENDOR

% of all 2,000 respondents who named each event as their breakout pick

## THE COHORT-NATIVE BREAKOUT

Each cohort has its own breakout pick:

### BRANDS

MAICON (15.8% overall): AI for marketing leads brand picks.

### AGENCIES

4A's Decisions surges to top spot for agency leadership focus.

### VENDORS

MAICON dominates at higher rate than any cohort; strongest signal in the study.

# What senior marketers say privately

Real verbatims from the open-text motivation field. Each conditioned on a different Twin's behavioral fingerprint, which is why the voice is distinct.

## PROMISE/REALITY GAP · CANNES

*"\$20K got selfies, not patient tech or privacy leads we crave. Long waits for CPG irrelevance amid bubbly chit-chat over B2B plans."*

CMO, HEALTHCARE & PHARMACEUTICAL

## BUSINESS OUTCOMES · 24.6%

*"ANA Masters locked a programmatic media deal optimizing \$50M ads for finance ROI. INBOUND nabbed an AI personalization contract lifting investments 15%. That's the math that justifies the trip."*

CMO, FINANCIAL SERVICES

## BUSINESS OUTCOMES · VENDOR

*"Floor handshakes birth multimillion-dollar pacts. Networking-and-inspiration is the cover story. Leadership chat veils business truth."*

SVP, ADTECH / MARTECH VENDOR

Hundreds of behavioral signals per Twin produce expressive, distinct rationales: the verbatim depth of qualitative research at the scale of a quantitative study.

# Three implications, one for each cohort

## IF YOU'RE A BRAND

n=1,332

Stop sending teams to events that don't fit your category.

The Cannes-vs-ANA gap reveals what every brand-side CMO already suspects: not all flagship events are flagships for you. Audit by category AND by scale: Cannes Lions pays off mainly for \$1B+ brands; mid-market gets more from INBOUND, Possible Miami, and the retail-commerce events.

*Use the Power Index as a budget audit tool.*

## IF YOU'RE AN AGENCY

n=460

Cannes still matters, but as one of three plays, not the play.

Agencies are the only cohort placing Cannes in the top three. That's a real signal: creativity and global ties drive agency pitches. But your clients (brands) and partners (vendors) are operating from a different ranking entirely. Knowing which conferences fit which audience is the new account-management edge.

*Calibrate co-attendance strategy by client type.*

## IF YOU'RE A VENDOR

n=208

Skip the parties. Show up where the deals get done.

Vendors are the most outcomes-driven cohort: 27.4% cite business outcomes as the unspoken reason, 33% want pre-scheduled 1-on-1s. Cannes ranks #11. Your sponsorship dollars belong in venues where senior buyers are looking for partners, not red carpets: Advertising Week NY, Forbes CMO Summit, MarTech Conference.

*Re-allocate sponsorship to outcomes-rich venues.*

# One number tells the story. Three more support it.

THE HEADLINE · COHORT SPLIT

# 4.10<sub>-pt</sub> spread

BETWEEN AGENCIES (#4.35) AND VENDORS (#8.45)

Cannes Lions ranks #2 with agencies but #11 with vendors. The same flagship event swings 4.10 points across cohorts, the largest cohort gap in the study.

*"48% of vendors put Cannes Lions in their bottom three of 12 industry flagships."*

GROUP A RANKING · N=2,000 (208 VENDORS)

MOTIVATION

# 67%

of senior marketers cite substance, not visibility, as the unspoken reason for attending.

Q14 UNSPOKEN REASON · N=2,000

EMERGING BREAKOUT

# 15.8%

name MAICON as the most likely emerging breakout conference, the strongest signal in the study.

Q18 EMERGING BREAKOUTS · N=2,000

VENDOR BEHAVIOR

# 33%

of vendors choose pre-scheduled 1-on-1s: efficiency over showcase.

Q9 FORMAT PREFERENCE · N=208

METHODOLOGY · 3.3-pt MAE vs. Pew, Gallup & Nielsen; opt-in panels run 5–6 pts. · Pull-quote ready · Embargo-friendly

# Industry flagships: where cohorts disagree most

Cannes Lions tops the spread at 9 positions: #2 agency, #6 brand, #11 vendor. CES, Brandweek, and ANA Media follow.

EVENT	BRAND	AGENCY	VENDOR	RANK SPREAD
Cannes Lions	#6	#2	#11	9
CES	#8	#8	#2	6
Brandweek	#3	#3	#8	5
ANA Media Conference	#4	#7	#9	5
ANA Masters of Marketing	#1	#5	#4	4
SXSW	#7	#6	#3	4
LiveRamp RampUp	#9	#10	#6	4
IAB ALM	#10	#9	#7	3
INBOUND	#11	#12	#10	2
Advertising Week New York	#2	#1	#1	1
Possible Miami	#5	#4	#5	1
DMEXCO	#12	#11	#12	1

Spread = max rank – min rank across the three cohorts. Sorted high-to-low. Where cohorts agree, spread approaches 0.

# Senior summits: tighter consensus, with two real divergences

MarTech Conference and the C-level summit pair (Forbes, WSJ) account for most of the cohort spread. Below them, near-unanimous agreement.

EVENT	BRAND	AGENCY	VENDOR	RANK SPREAD
MarTech Conference	#4	#4	#1	3
Forbes CMO Summit	#1	#1	#3	2
WSJ CMO Network	#2	#2	#4	2
Gartner Symposium	#3	#3	#2	1
WFA Global Marketer Week	#8	#9	#9	1
Marketing Brew Summits	#9	#8	#8	1
Brand Innovators CMO Summit	#5	#5	#5	0
AdAge Next: CMO	#6	#6	#6	0
Effie Awards	#7	#7	#7	0
The Drum CMO Summit	#10	#10	#10	0

Spread = max rank – min rank across the three cohorts. Sorted high-to-low. Where cohorts agree, spread approaches 0.

# Vertical & specialty: tech platforms split the cohorts

Adobe Summit, Dreamforce, and HumanX show three-position spreads. Programmatic I/O is agency-first; vendors push it down to #3.

EVENT	BRAND	AGENCY	VENDOR	RANK SPREAD
Adobe Summit	#1	#4	#1	3
Dreamforce	#3	#5	#2	3
IAB NewFronts	#4	#3	#6	3
Digiday Summits	#5	#2	#5	3
HumanX	#6	#7	#4	3
Programmatic I/O	#2	#1	#3	2
Shoptalk	#8	#9	#10	2
The Beet Retreat	#10	#8	#8	2
Adweek Convergent TV Summit	#7	#6	#7	1
CommerceNext	#9	#10	#9	1
NRF Big Show	#11	#12	#11	1
VidCon	#12	#11	#12	1

Spread = max rank – min rank across the three cohorts. Sorted high-to-low. Where cohorts agree, spread approaches 0.

# Industry flagships, full distribution

Where the bar chart's mean score comes from. Concentration in low-rank columns = consensus winner.

RANK POSITION →	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
Advertising Week New York	14.4	14.7	14.2	11.8	11.5	10.0	7.9	6.3	4.6	3.3	1.1	0.2
ANA Masters of Marketing	14.8	13.7	14.3	12.0	9.2	9.7	7.8	6.7	4.7	3.5	2.5	1.1
Brandweek	9.7	10.6	10.1	11.5	12.7	9.6	10.3	8.0	6.2	6.4	3.5	1.7
ANA Media Conference	8.8	10.5	8.9	9.3	10.4	10.7	8.6	9.6	6.9	7.8	5.5	3.0
Possible Miami	8.4	8.5	8.6	9.7	9.4	11.2	10.4	9.6	10.0	7.2	5.0	2.1
Cannes Lions	10.4	9.8	9.8	9.0	9.0	8.7	7.8	7.1	7.0	5.9	7.8	7.5
SXSW	8.8	7.9	8.5	9.2	8.5	9.6	9.3	10.9	10.2	8.5	5.5	3.0
CES	7.9	8.4	7.4	9.2	7.3	8.4	9.5	10.8	10.2	8.5	8.0	4.5
LiveRamp RampUp	5.0	4.5	5.9	5.6	6.8	7.6	8.0	8.5	11.6	11.7	13.5	11.3
IAB ALM	4.5	4.8	5.0	4.8	5.7	6.3	8.2	8.6	11.3	13.2	14.9	13.1
INBOUND	4.7	4.4	4.8	5.0	5.6	4.5	7.0	7.3	8.5	10.8	14.4	23.1
DMEXCO	2.6	2.2	2.6	3.0	4.0	3.9	5.1	6.6	9.2	13.2	18.4	29.3

Cell values = % of respondents who placed event at that rank position. Color saturation scales with concentration (peak = darker green).

# Senior summits, full distribution

Forbes CMO Summit's lead is built on top-3 concentration, not a tail of #10s.

RANK POSITION →	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10
Forbes CMO Summit	18.4	15.4	13.9	11.9	12.5	10.3	7.6	6.0	2.9	1.0
WSJ CMO Network	15.0	13.8	14.8	12.8	11.6	9.5	8.6	7.2	4.3	2.6
Gartner Symposium	14.8	13.6	11.6	13.8	12.1	11.7	7.6	7.0	4.7	3.2
MarTech Conference	12.4	12.9	13.4	10.2	10.1	10.7	10.2	9.2	7.0	4.0
Brand Innovators CMO Summit	10.0	12.1	10.7	11.8	10.9	11.7	10.1	10.5	7.1	5.1
AdAge Next: CMO	9.0	9.0	10.3	10.6	11.1	10.4	11.7	12.6	9.5	5.8
Effie Awards	6.6	7.6	9.2	9.0	10.1	10.5	13.2	11.5	12.4	10.0
WFA Global Marketer Week	5.9	6.5	6.9	8.2	8.7	9.5	11.1	11.2	15.0	17.0
Marketing Brew Summits	4.5	5.3	4.8	6.9	7.8	8.2	11.4	13.6	17.8	19.9
The Drum CMO Summit	3.5	3.9	4.5	5.0	5.2	7.5	8.6	11.2	19.2	31.4

Cell values = % of respondents who placed event at that rank position. Color saturation scales with concentration (peak = darker green).

# Vertical & specialty, full distribution

Programmatic I/O and Adobe Summit share the same ranking shape, which is why their mean scores are nearly tied.

RANK POSITION →	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
Programmatic I/O	12.5	12.9	13.1	11.8	11.1	10.4	8.1	7.3	5.8	3.8	2.3	1.0
Adobe Summit	13.2	13.6	11.8	12.1	11.0	9.7	8.2	6.8	5.1	4.2	2.8	1.5
Dreamforce	14.4	11.7	10.4	11.2	10.3	8.8	6.9	7.4	6.2	5.5	4.0	3.1
Digiday Summits	9.7	8.6	9.7	10.5	10.7	10.1	11.2	10.6	7.3	6.2	4.1	1.3
IAB NewFronts	9.8	9.9	9.5	9.6	10.2	9.8	9.9	9.3	8.1	7.0	4.2	2.5
HumanX	6.8	8.9	8.2	9.2	9.2	9.8	9.0	8.8	8.5	8.3	7.8	5.5
Adweek Convergent TV Summit	7.3	6.9	8.6	8.2	7.0	8.9	9.2	9.3	10.0	9.4	7.8	7.2
The Beet Retreat	4.8	6.2	5.9	5.8	7.2	8.0	9.3	9.8	11.8	11.2	11.6	8.6
CommerceNext	6.0	5.7	6.4	6.9	7.0	6.6	8.5	7.4	10.3	10.0	11.9	13.4
Shoptalk	6.5	7.0	6.4	5.9	6.3	6.8	6.6	8.1	9.4	10.7	12.2	14.3
NRF Big Show	5.7	5.0	5.8	5.1	4.8	5.3	6.6	7.0	9.9	10.1	16.2	18.8
VidCon	3.5	3.6	4.2	3.8	5.3	5.7	6.8	8.0	7.5	13.6	15.2	22.9

Cell values = % of respondents who placed event at that rank position. Color saturation scales with concentration (peak = darker green).

# How Digital Twins works

## 01 POPULATION

Real people, anonymized.

A Digital Twin is based on an anonymized real-world individual. Hundreds of observed behavioral signals (interests, brand affinities, content engagement, peer associations) preserved alongside professional attributes (role, seniority, industry, company size) and demographics. What's removed is the link back to the source individual; what remains is the behavioral and professional fingerprint.

## 02 RECRUITMENT

Minutes, not weeks.

Because the senior-marketer population is already provisioned in StatSocial's PeopleGraph and KnowledgeGraph, traditional recruitment time collapses. A 2,000-respondent study fields and returns inside a single working window. This study fielded in April 2026.

## 03 RESPONSE

Reasoning grounded in observed behavior.

Each Twin produces a closed-end answer and a written rationale, conditioned on its real behavioral and professional signals. The Twin reasons from what the source individual actually knows and cares about, not from a demographic stereotype. This is what makes the verbatims expressive and distinct.

# Same shape, same rigor, at a fraction of the time and cost

MEAN ABSOLUTE ERROR · vs. published benchmarks

Probability panel  
(Pew, Gallup, Nielsen field studies)

2.5 pts

*Gold standard. Weeks of fielding.*

**StatSocial Digital Twins  
(this study, n=2,000)**

3.3 pts

*Hours of fielding. AI-grounded reasoning.*

Opt-in online panel  
(industry typical)

5.5 pts

*Days to weeks. Bot & fraud risk.*

Digital Twins land within 0.8 pts of probability-panel accuracy and beat opt-in online panels by 2.2 pts, running in hours, not weeks.

*Lower is better. MAE = mean absolute error vs. published benchmark surveys.*



# For press inquiries or to request a demo

## AVAILABLE ON REQUEST

Full survey instrument and per-question topline data. Custom cuts by org type, industry vertical, or revenue band. Additional verbatims by theme. Interviews with StatSocial leadership on the Digital Twins methodology.

## MEDIA INQUIRIES

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