

Deliver campaigns that resonate with every segment

Audiences is the part of Jasper IQ that turns audience insight into campaign-ready AI inputs — so you reach the right segment, in the right voice, without slowing down.

The problem

- Static personas can't feed AI directly, so insight rarely shapes the final asset.
- Every segment needs a different message — manual tailoring doesn't scale.
- Generic AI lacks audience context, trading personalization against speed and brand.

The solution

Audiences turns static personas into dynamic AI inputs. Upload your research and segment data, and Jasper reads each profile to tailor every asset — refining language and approach automatically. Where a deck describes an audience, Audiences activates it.

■ Key features & benefits

- **Deeper personalization** — reads each segment's motivations, so content feels written for that reader, not adapted to them.
- **Aligned to the buyer journey** — match tone and messaging to where each audience sits, addressing multiple stakeholders in one campaign.
- **Built on Brand Voice** — every tailored asset stays on-brand — personalization and consistency work together, not against each other.
- **Scalable campaign production** — configure profiles once and apply them across your workflow, without sacrificing speed, quality, or governance.
- **Dynamic, always-current profiles** — live audience data replaces outdated persona decks and adjusts as insights evolve.

How it works

1

Upload audience information once

Bring research, personas, and segment insights into Jasper to build a profile in minutes.

2

Select your Audience

In any Agent, Chat, or Grid, choose the Audience for your campaign.

3

Generate at scale

Produce on-brand, segment-specific content across your entire campaign.