AI Avatars: Digital Twins Transforming Marketing and Service

Category: Branding
September 7, 2025



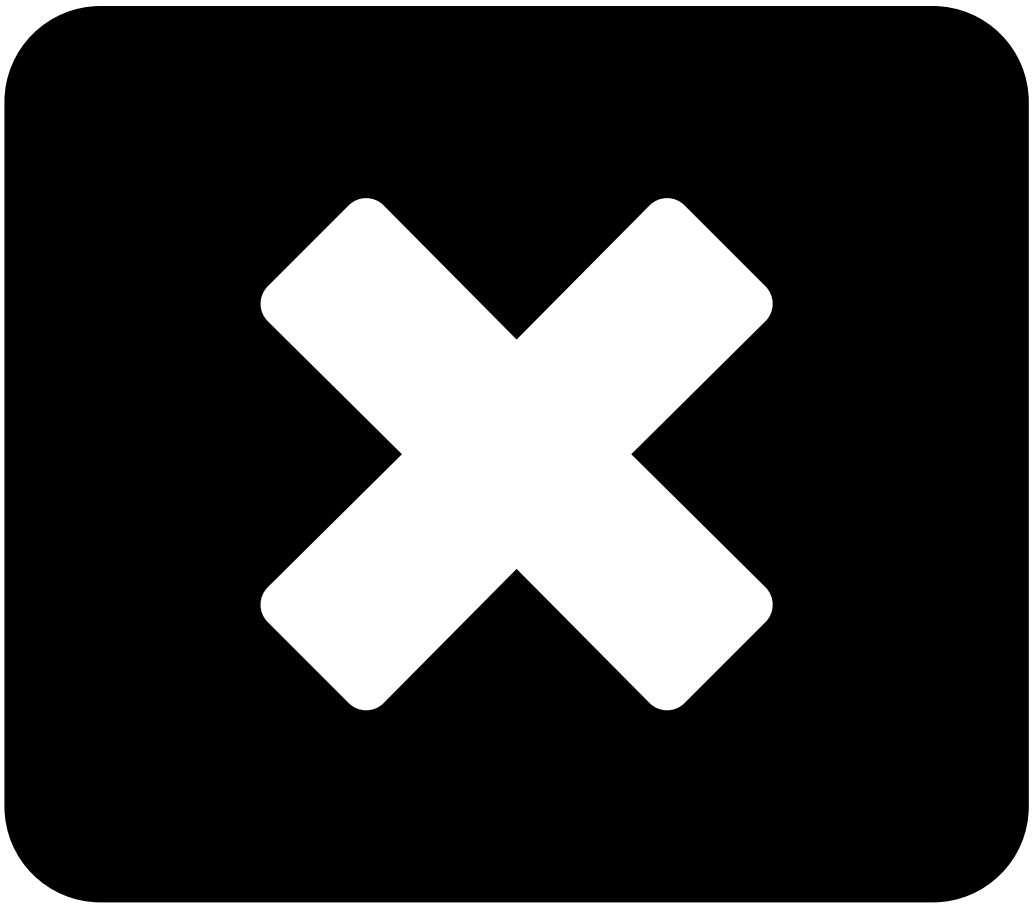


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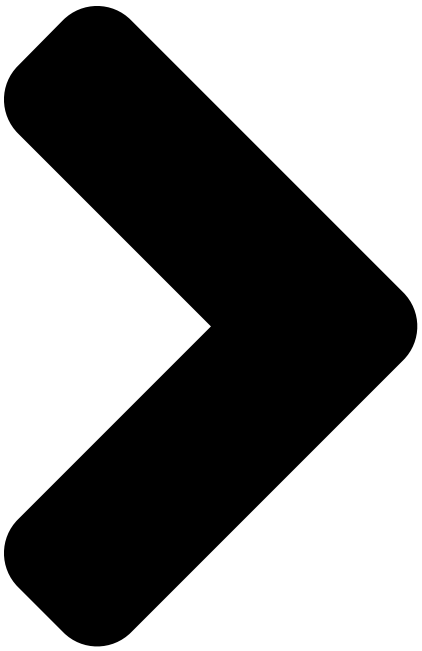
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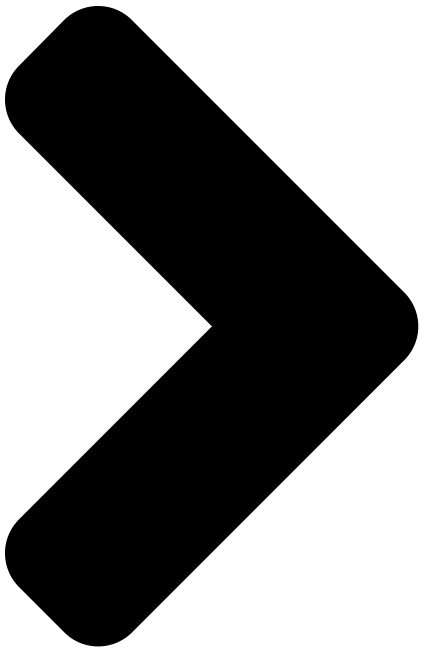


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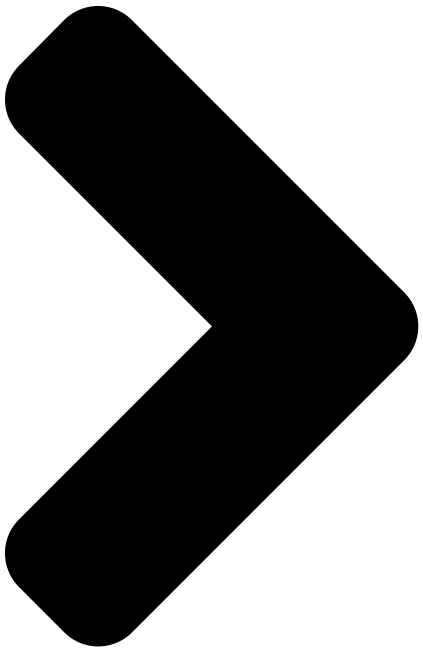
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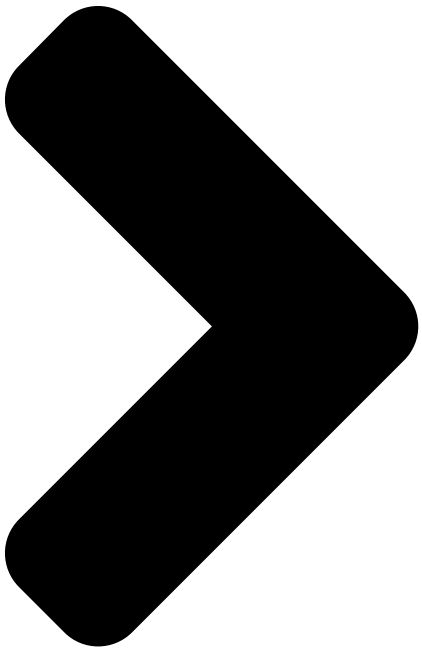


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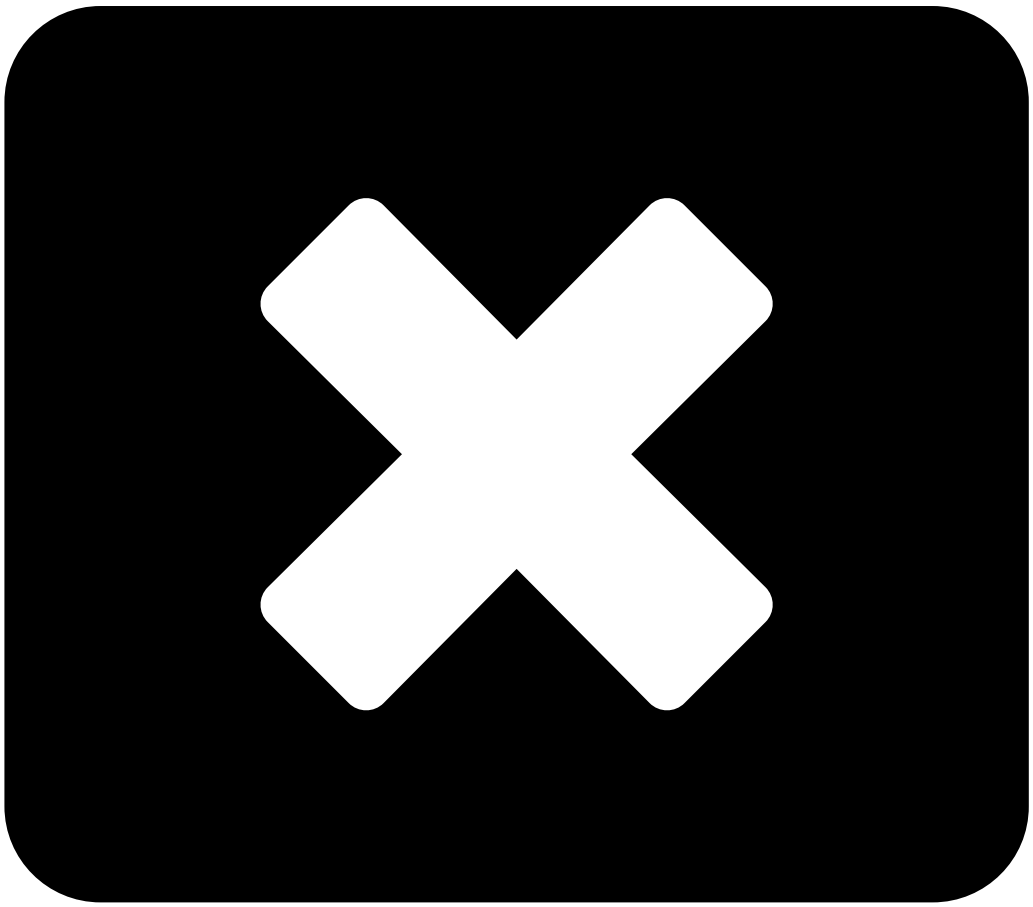
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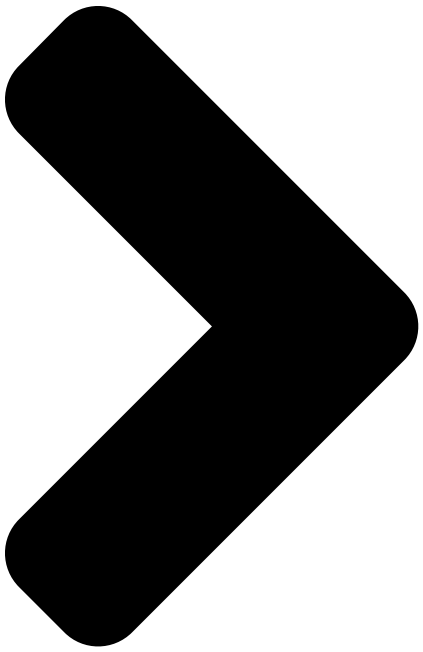


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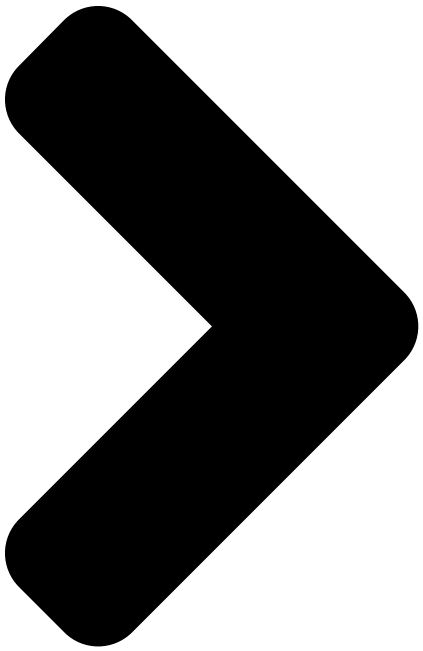


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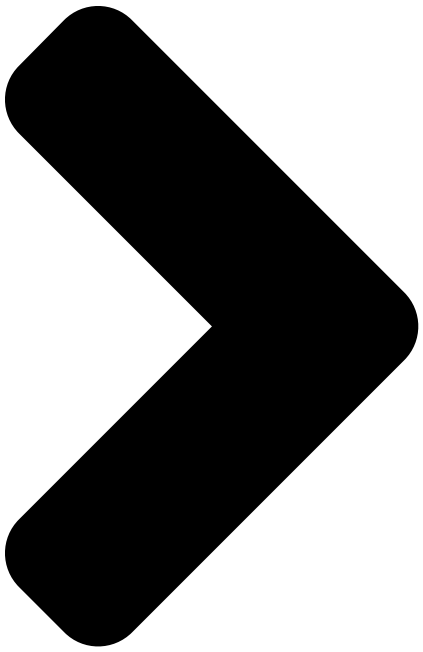


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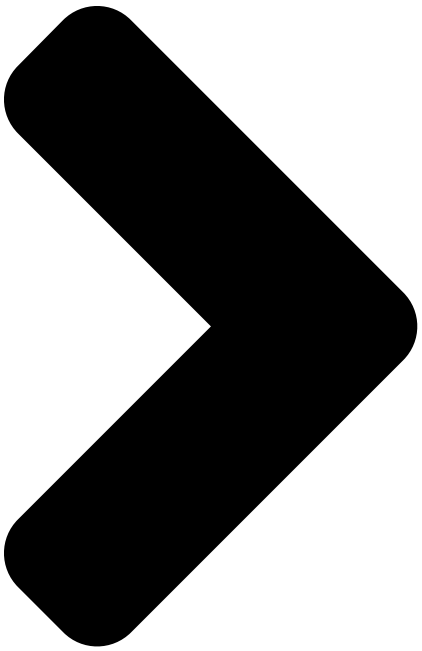
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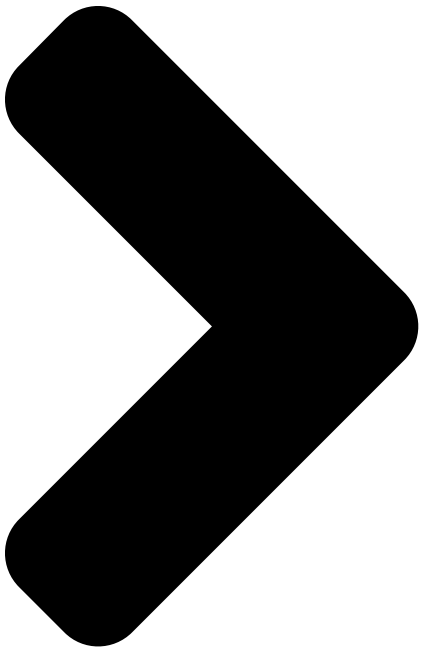


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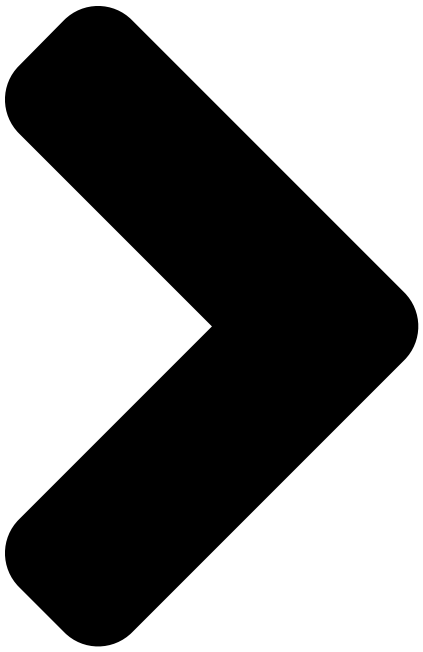


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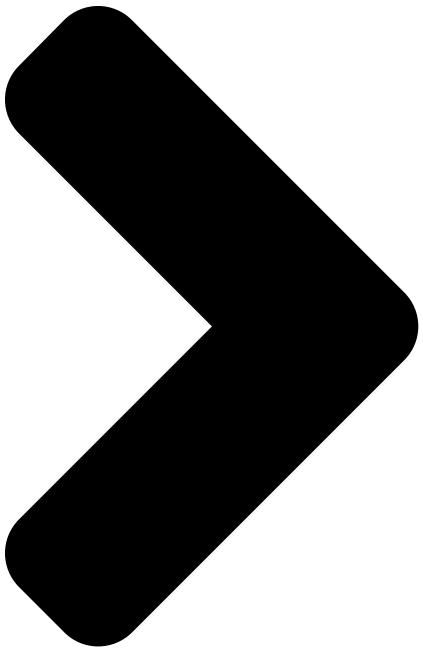
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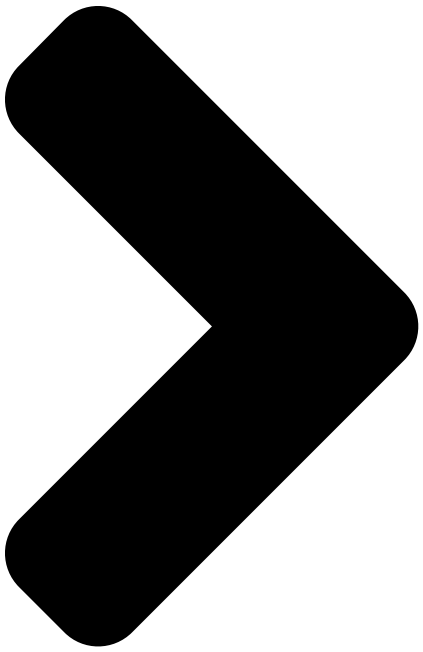
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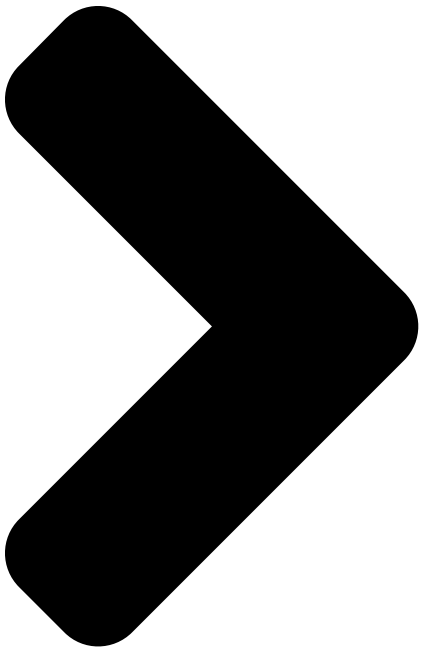
AI Agents



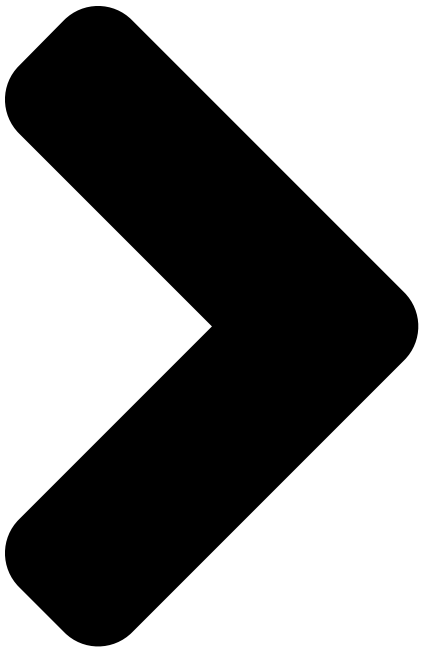
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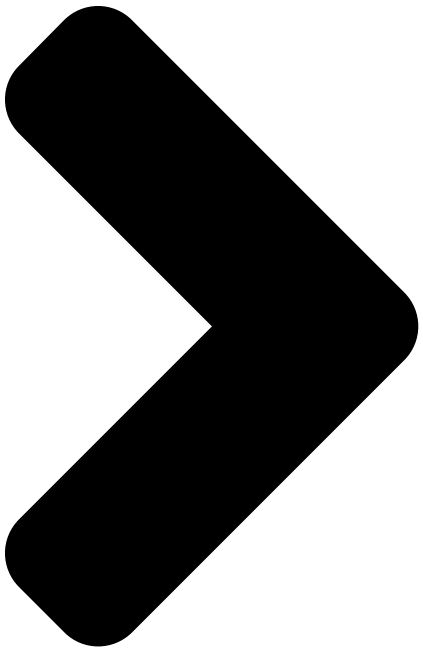
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- Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

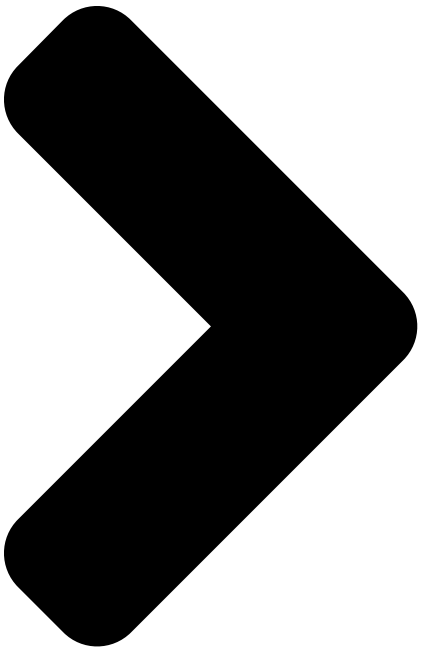


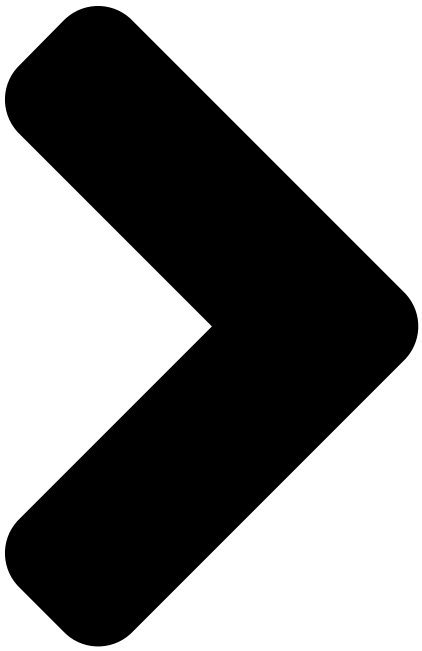
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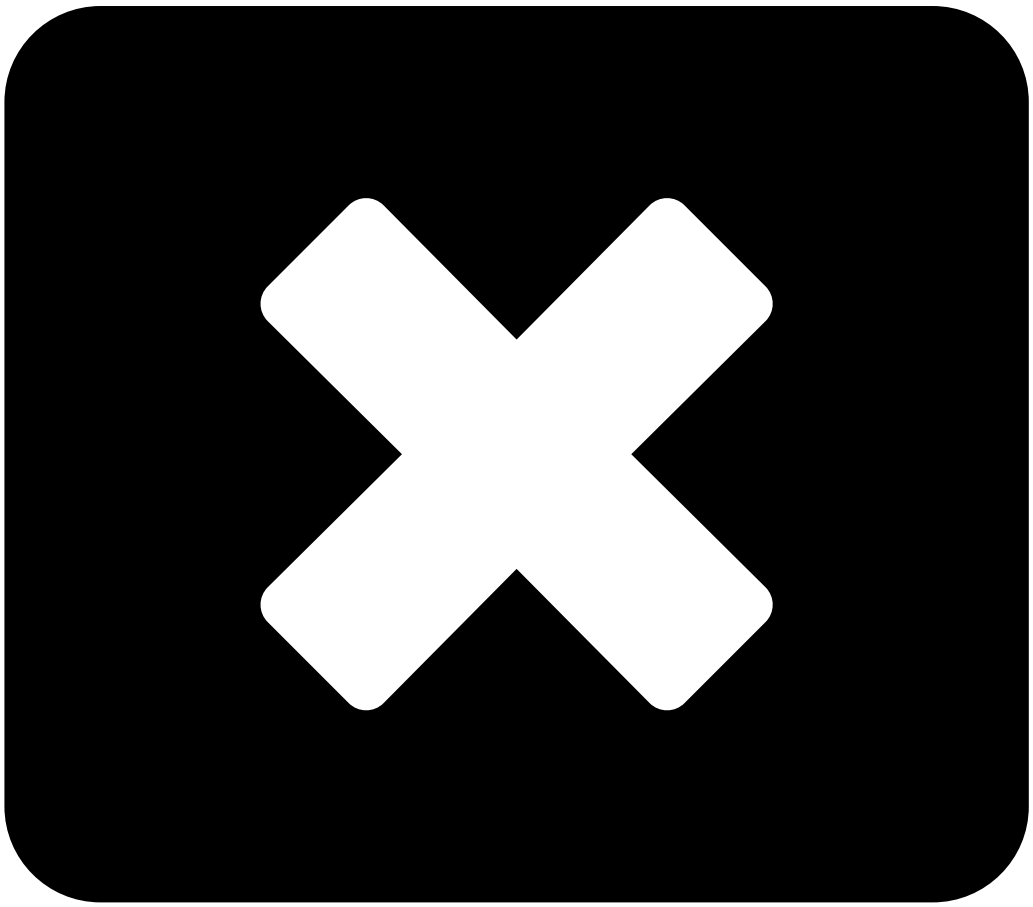
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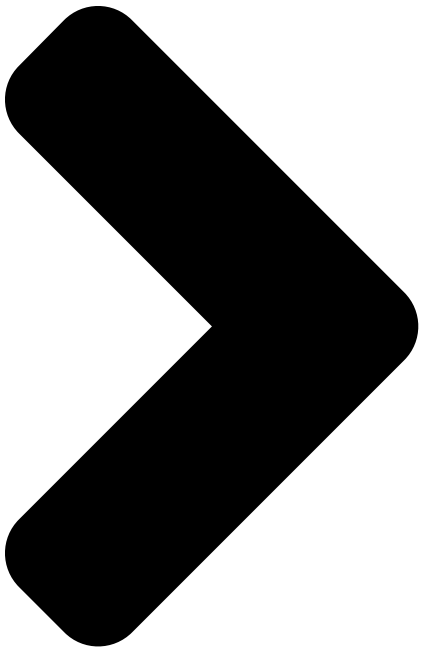


The way we work

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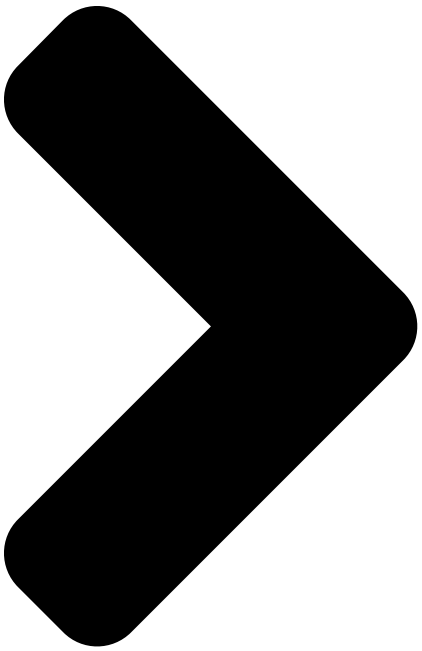


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Realized projects

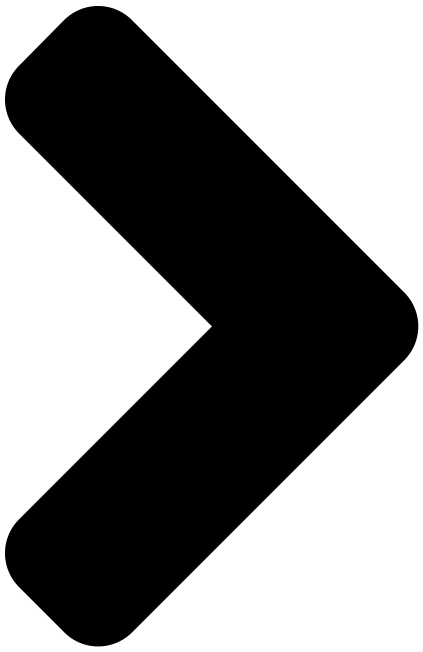
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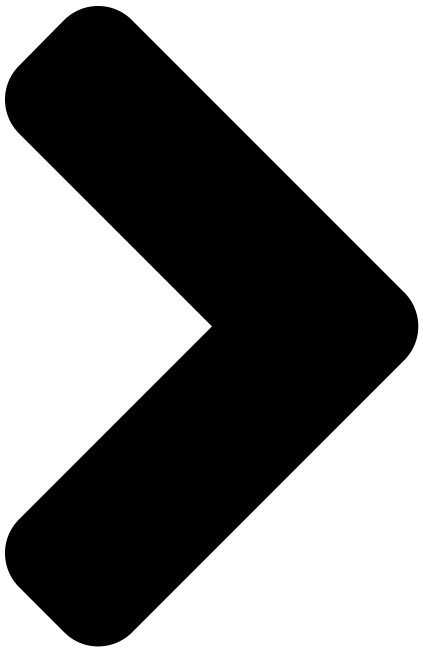
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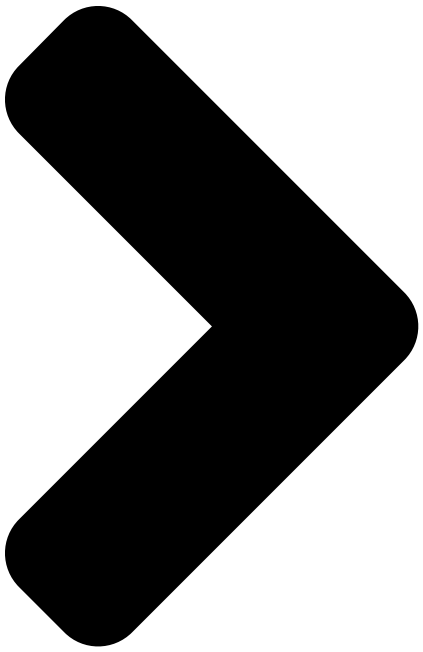
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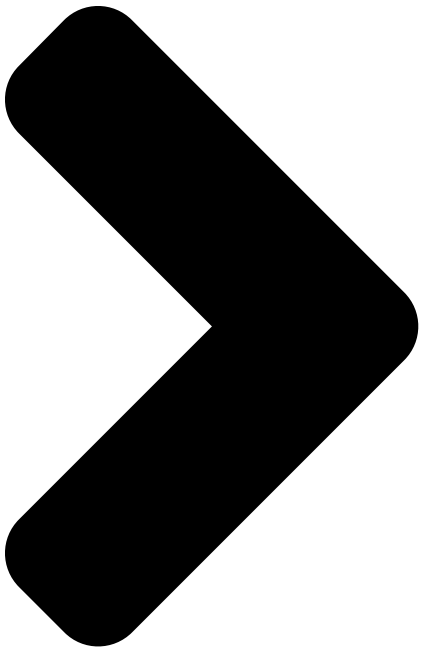
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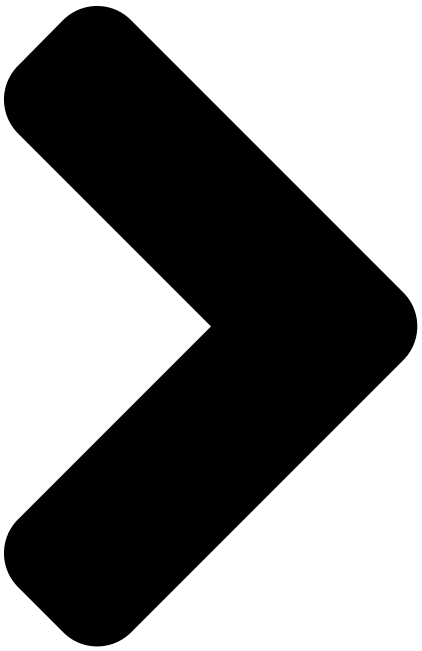
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- Hosting at €75/year



- WordPress plugin TSI Visitor Blocker



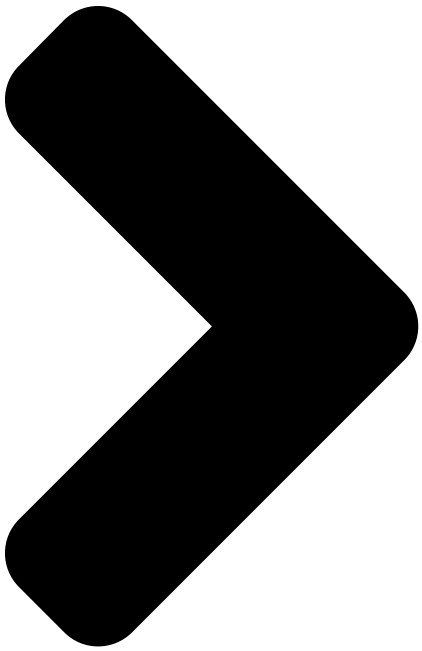
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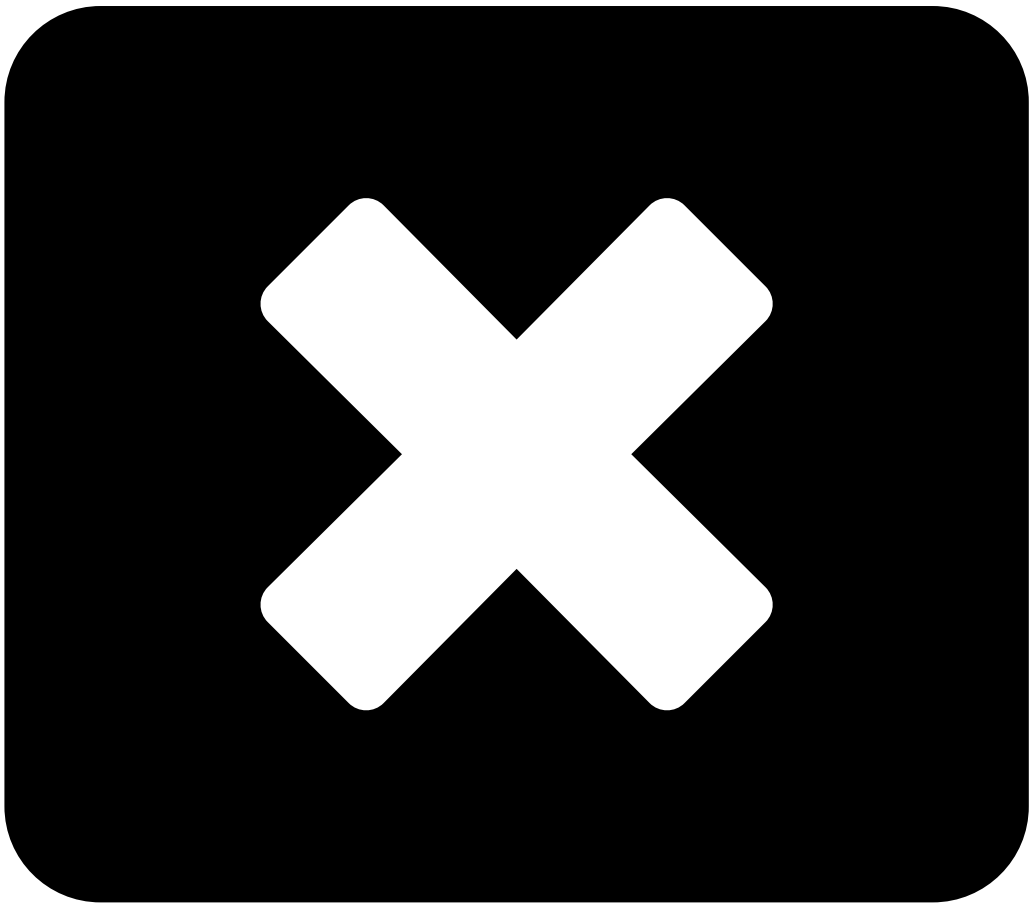
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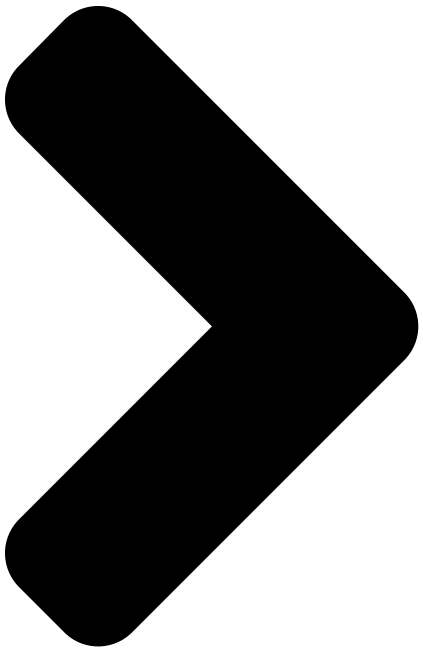


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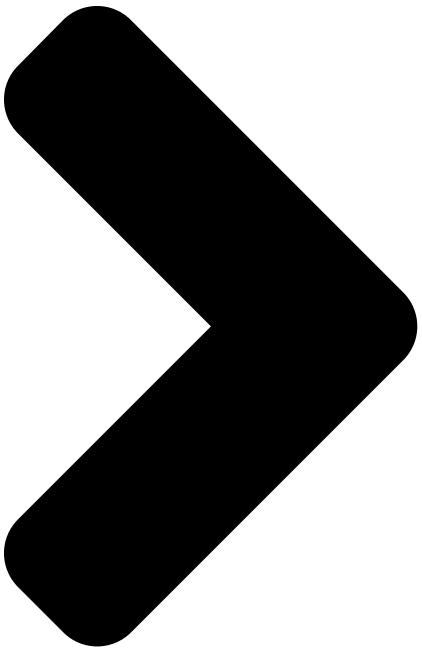


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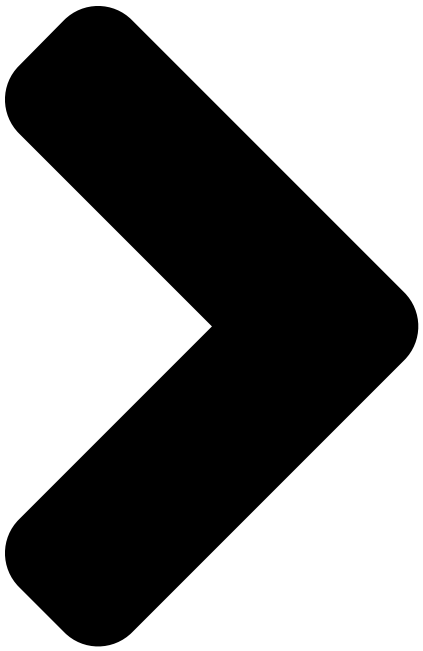
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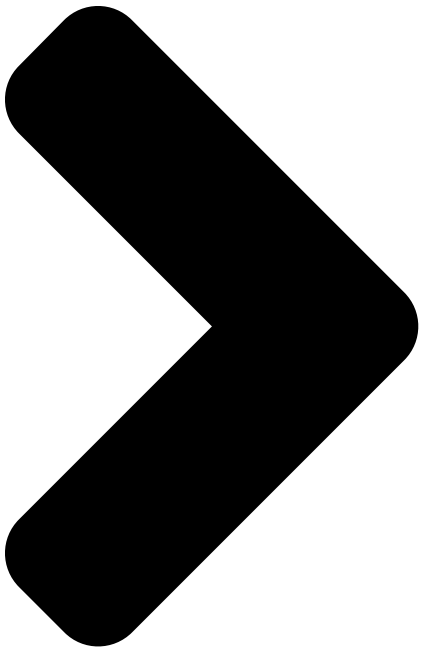
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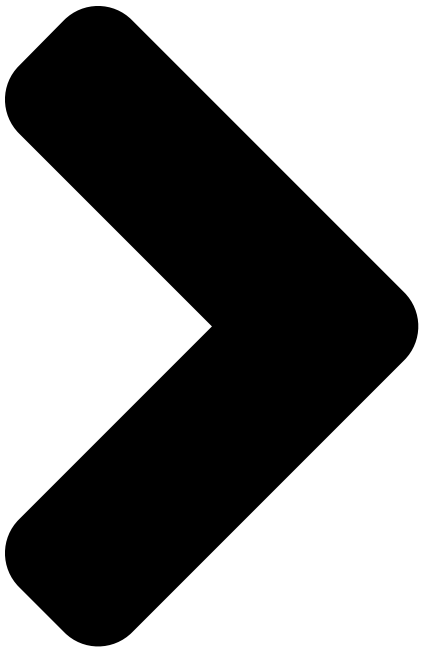
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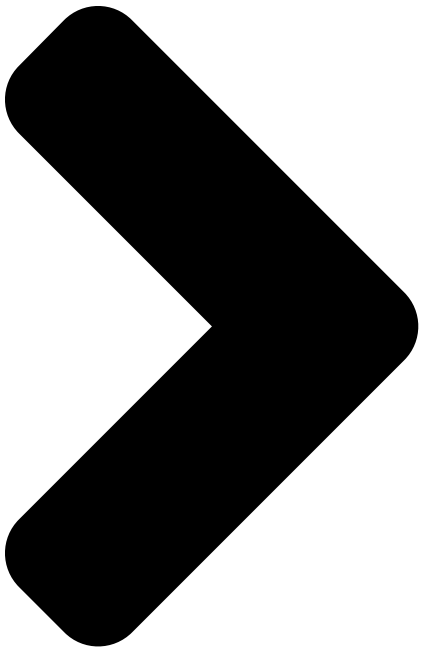
- Cheap Website vs. High Performance



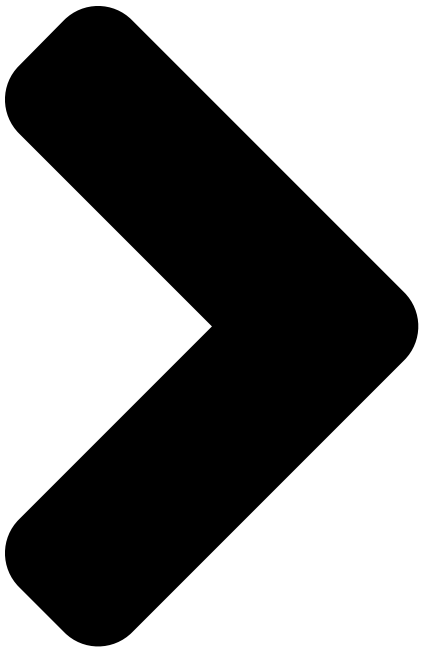
- What Is an AI Agent?



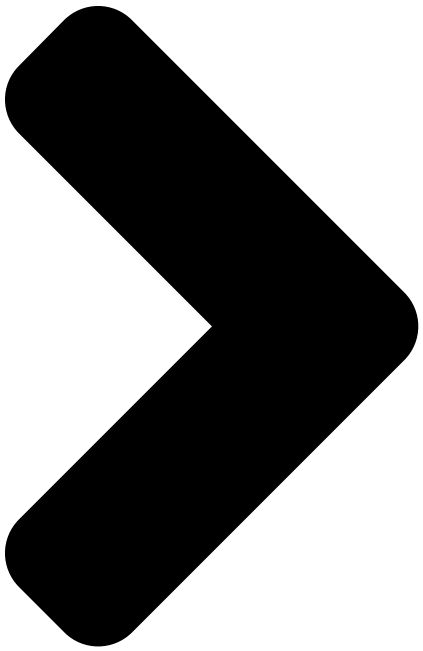
Client Communication in Digital Marketing



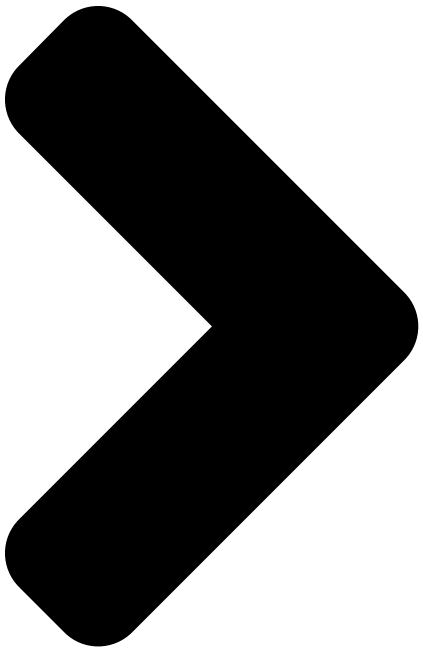
- Human Made Websites vs AI Websites



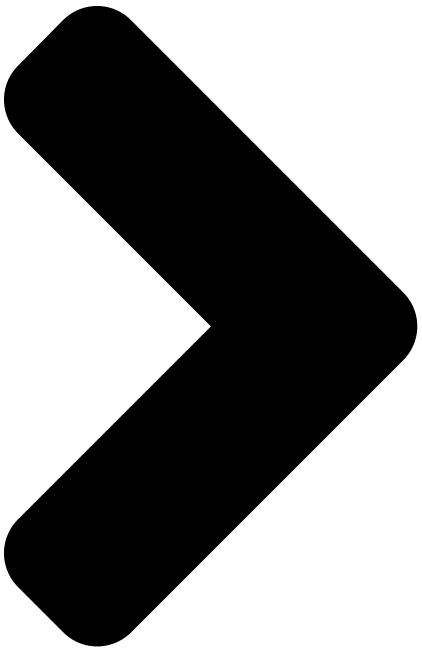
Your Digital Marketing Ecosystem Explained



- Mastering Answer Engine Optimization (AEO)



- Beware the Template Trap

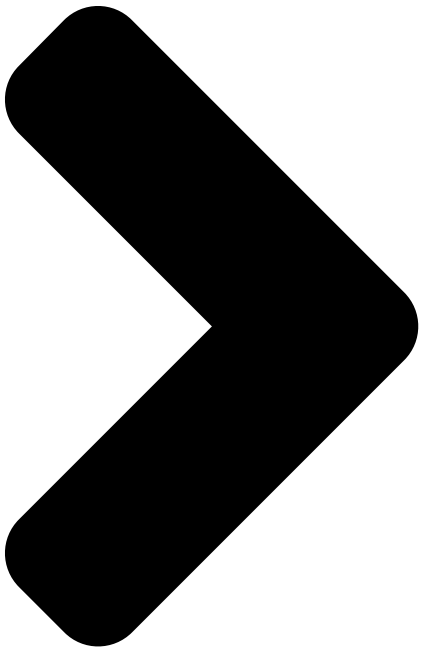


NWOW: Results Matter, Not Presence

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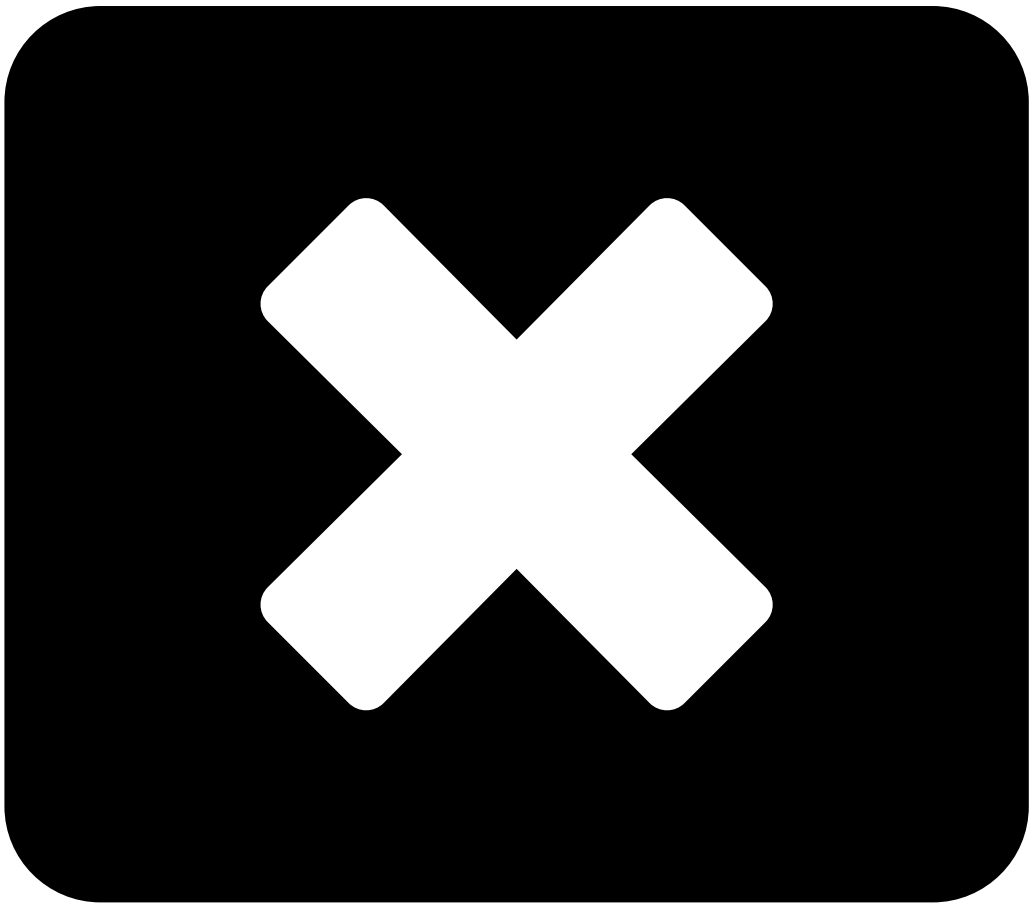
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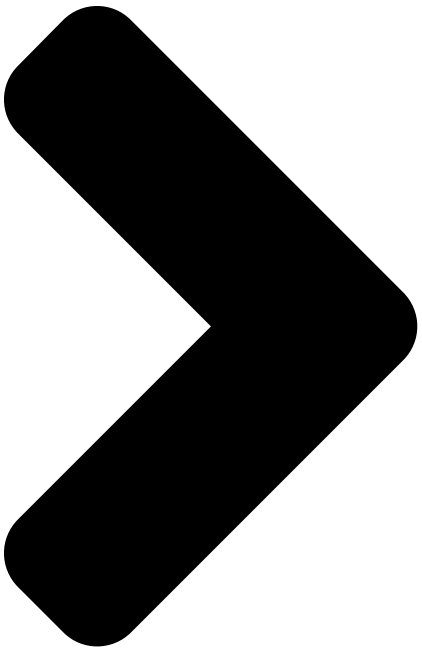


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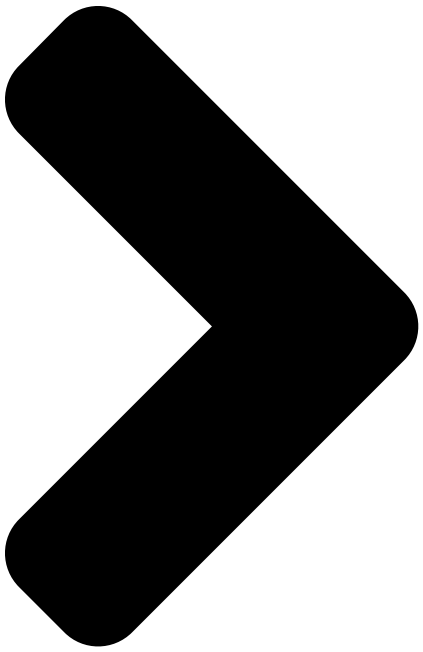


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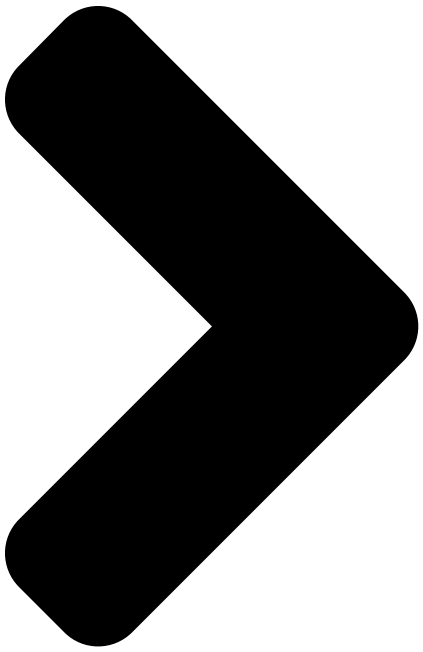
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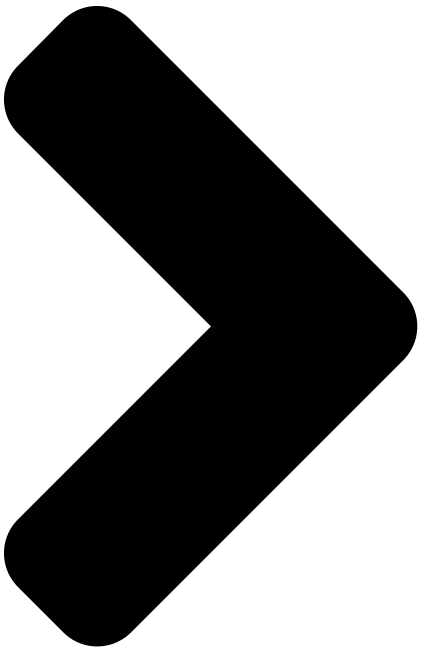
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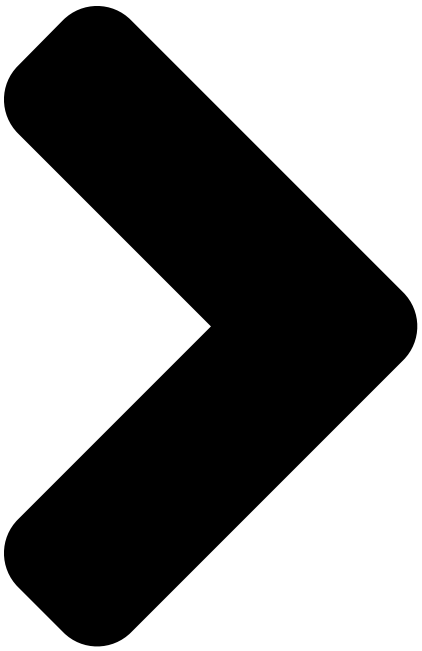
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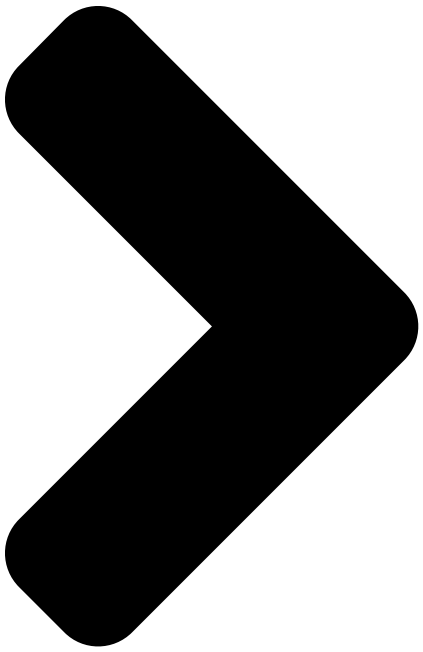
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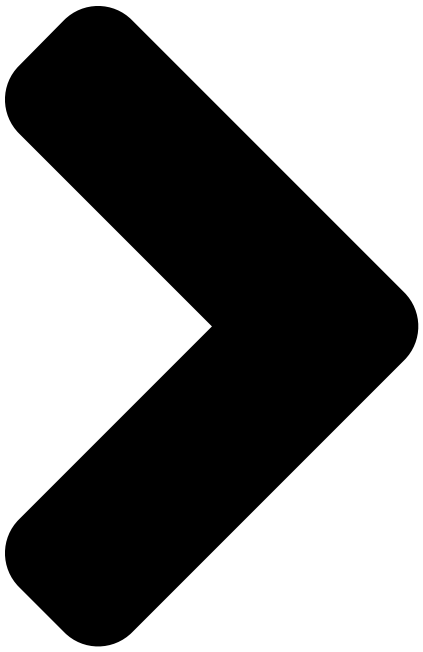
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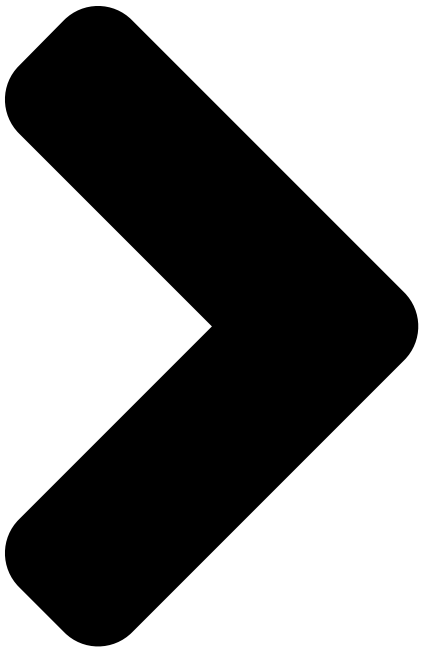


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The New Era of AI Avatars

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AI Avatars

Digital Twins Transforming Marketing and Service

Artificial Intelligence is evolving beyond automation. **AI Avatars –** also known as Digital Twins – are virtual personas that replicate human behavior,

speech, and even emotions.

The adoption is accelerating:

- **72% of companies** say personalization is their top marketing priority.
- Businesses using AI Avatars report **35% higher engagement rates** than with standard campaigns.
- By 2030, the **global Digital Twin market is projected to exceed $110 billion**, with marketing and service leading the growth.

At TSI Digital Solution, we help businesses harness AI Avatars to create authentic, scalable, and profitable customer experiences.

Why AI Avatars Are the Future of Marketing

Hyper-Personalized Campaigns

Generic ads don’t work anymore. AI Avatars for marketing deliver tailored messages in real time, adapting tone and content to each customer. Campaigns using Digital Twins show **3x higher click-through rates** than traditional email marketing.

Building Human-Like Trust

Customers engage more with brands that feel “alive”. A recent survey revealed that **68% of consumers prefer interacting with brands that offer human-like virtual experiences**. AI Avatars create that trust, which translates into loyalty and conversions.

Real-Time Insights

Every interaction with a Digital Twin feeds data back into your strategy. Instead of waiting weeks for campaign reports, brands can adjust instantly based on live customer feedback.

Redefining Customer Service with Digital Twins

Customer service is often the first touchpoint between a brand and its audience. When it feels slow, cold, or inconsistent, customers leave. **AI Avatars solve this problem**.

24/7 Human-Like Support

Modern customers expect instant answers. **AI Avatars for customer service** deliver round-the-clock assistance, handling thousands of interactions simultaneously without losing empathy.

Anticipating Customer Needs

By analyzing behavior patterns, Digital Twins can predict customer questions before they’re even asked. This proactive service reduces complaints and strengthens brand reputation.

Cost Savings with Better Quality

Companies integrating AI Avatars into service operations report up to **40% lower support costs**, while maintaining higher satisfaction scores. That balance of efficiency and empathy is driving mass adoption across industries.

Beyond Automation: Real Digital Relationships

The most common misconception is that AI Avatars are just fancy chatbots. The reality is very different. They are relationship-builders. They represent **the voice of your brand**, scaled with personality and consistency.

Consistent Brand Voice

Every avatar is customizable to reflect your brand identity, ensuring consistency across campaigns, service channels, and social media. Your AI Avatar mirrors your brand’s tone, values, and identity across every channel. That consistency builds recognition and trust.

Scalable Without Losing the Human Touch

Traditional scaling often means losing personal quality. With AI-powered Digital Twins, you scale your brand without sacrificing authenticity, since every customer still feels understood. Whether you serve hundreds or millions, AI-powered Digital Twins make every customer feel recognized, not just another ticket in the system.

Industry Momentum

From retail to healthcare, **41% of companies have already launched Digital Twins** in their operations. Early adopters report faster conversions and stronger customer retention. Analysts predict the market for Digital Twins will reach **USD 110 billion by 2030**, with marketing and service leading adoption.

The Future of AI Avatars in Digital Transformation

AI Avatars are not only transforming marketing and customer service today, they are becoming central to digital transformation strategies across industries. Companies that adopt AI-driven virtual personas early gain a competitive edge in personalization, efficiency, and brand loyalty.

Integration with Emerging Technologies

Digital Twins can seamlessly integrate with **augmented reality (AR), virtual**

reality (VR), and the Internet of Things (IoT). Imagine a virtual store assistant that guides customers through an AR shopping experience or a virtual health advisor that tracks wearable devices to offer personalized recommendations. Analysts predict that **over 60% of digital transformation initiatives will include AI avatars by 2026**.

Driving Innovation in Customer Experience

AI Avatars help businesses experiment with new customer engagement strategies without significant risk. They allow A/B testing of marketing messages, simulate customer interactions, and generate insights that were previously impossible. This makes **AI Avatars for digital experience** a powerful tool for improving satisfaction, retention, and overall brand perception.

Key Metrics to Measure AI Avatar Success

To ensure that AI Avatars deliver real business value, companies must track performance carefully.

Engagement and Retention Metrics

Measure how often customers interact with avatars, how long they stay engaged, and whether conversations lead to conversions. Businesses using AI Avatars for customer engagement have seen **average session durations increase by 25–30%**.

ROI and Cost Efficiency

Track the reduction in support costs, increase in upsells, and improvement in service speed. Companies that implement AI Avatars in service channels report **up to 40% cost savings** while maintaining or improving customer satisfaction scores.

Continuous Improvement Metrics

Every interaction provides data. Use it to train avatars, refine responses, and optimize campaigns. This iterative process ensures that your AI Avatars continue to deliver high-quality human-like interactions over time.

TSI Digital Solution: Your Partner in the Avatar Era

While many companies talk about AI, few know how to build avatars that truly connect with customers. At TSI Digital Solution, we specialize in designing AI Avatars that merge technology with human psychology.

We help you:

- Create **AI Avatars for customer engagement** aligned with your business goals.

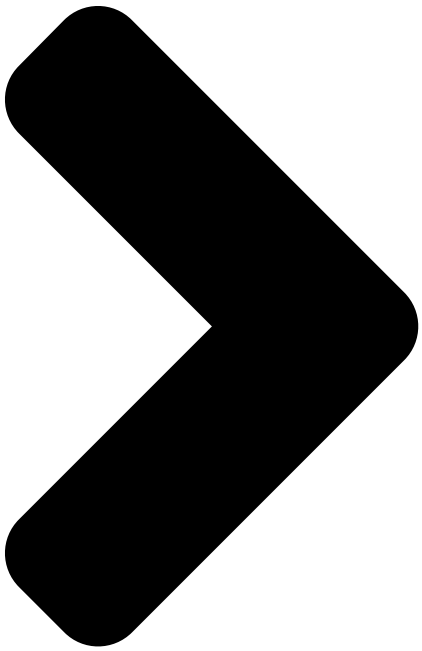
- Integrate them seamlessly into your marketing and service channels.
- Use data to continuously refine your customer experience.

The future of brand interaction isn’t about replacing humans, but about enhancing connections. With the right strategy, your AI Avatars become trusted representatives of your business.

Frequently Asked Questions (FAQ)

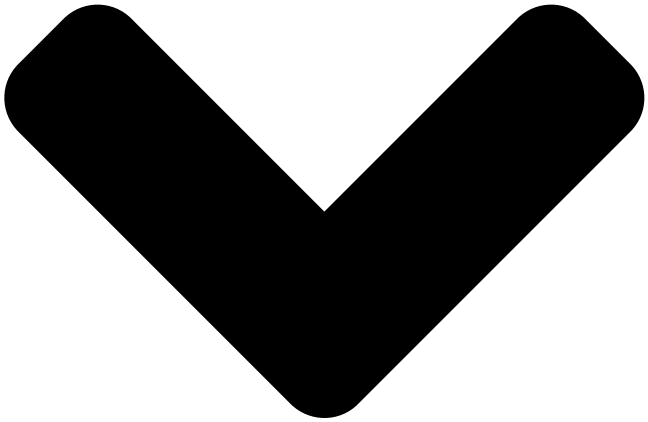
What is an AI Avatar?

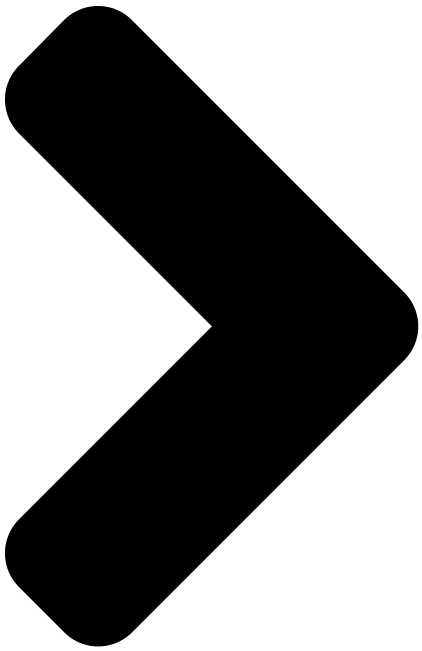




An AI Avatar, also called a Digital Twin, is a virtual persona powered by artificial intelligence that mirrors human behavior, communication, and decision-making. It can represent a customer, employee, or brand in marketing and service environments.

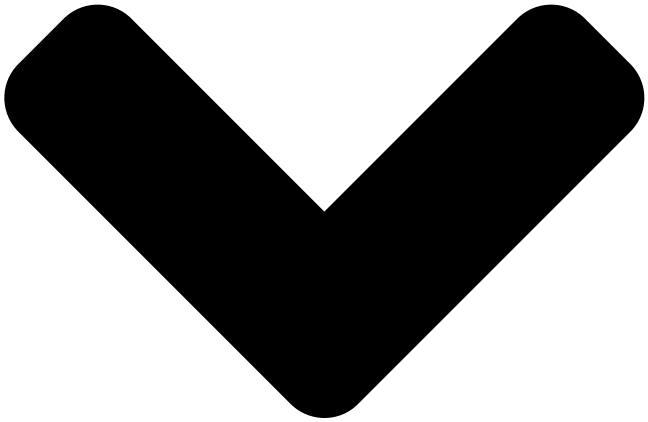
How are AI Avatars different from chatbots?

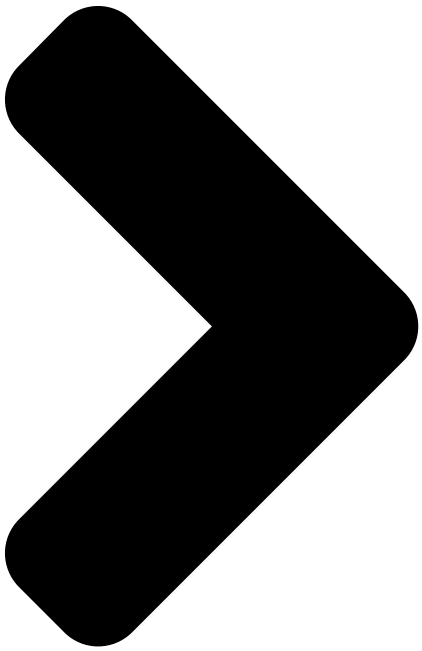




Unlike traditional chatbots that follow scripted responses, AI Avatars learn, adapt, and communicate in natural language. They can simulate empathy, build trust, and create personalized experiences that feel closer to human interaction.

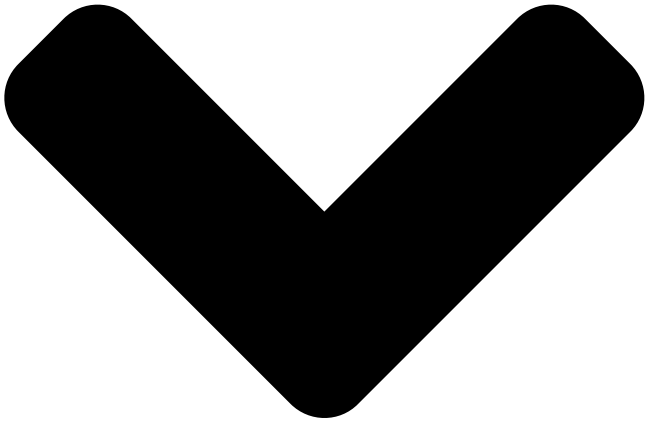
What industries can benefit most from Digital Twins?

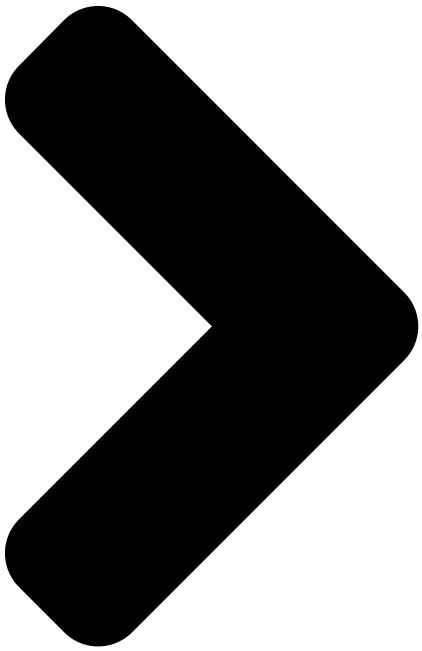




Industries such as retail, hospitality, healthcare, finance, and education are adopting Digital Twins for marketing and service. Anywhere personalized engagement and customer support are critical, Digital Twins add value.

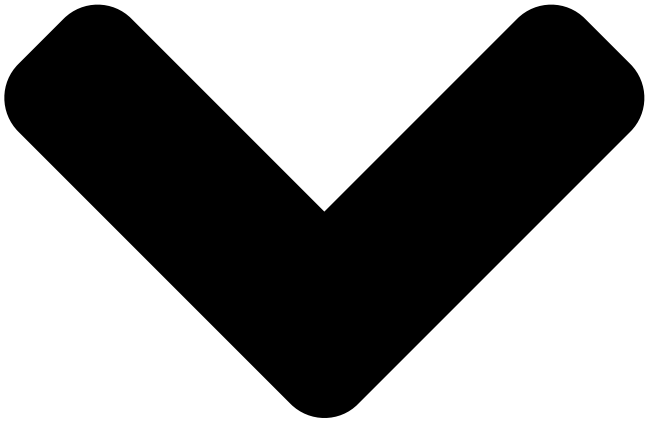
Can AI Avatars reduce business costs?

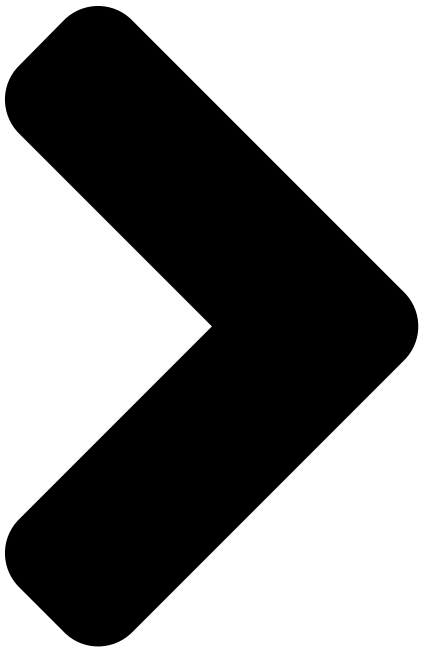




Yes. Companies using **AI Avatars in customer support report up to 40% savings in service costs** while improving satisfaction scores, thanks to their ability to handle high volumes of interactions without sacrificing quality.

How does TSI Digital Solution implement AI Avatars?





TSI Digital Solution designs custom AI Avatars for businesses, tailored to your brand identity. We integrate them into your marketing campaigns, service channels, and digital platforms, ensuring they deliver measurable results.

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Reach Out to Us

Are you ready to humanize your brand with AI Avatars?

Partner with TSI Digital Solution to design Digital Twins that engage, convert, and build long-term loyalty.

Contact TSI Digital Solution today to future-proof your marketing and customer service.

2 Comments

- Enrique HudsonSeptember 7, 2025 at 8:58 am | Edit

  Informative and concise.

  Reply

  - TSI Digital SolutionSeptember 7, 2025 at 12:39 pm | Edit

    Thx

    Reply

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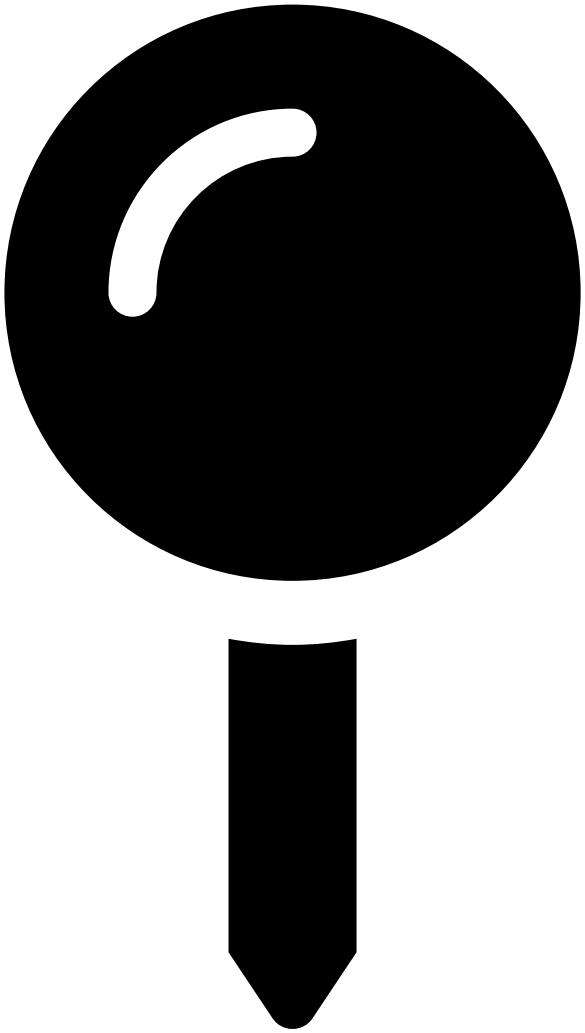
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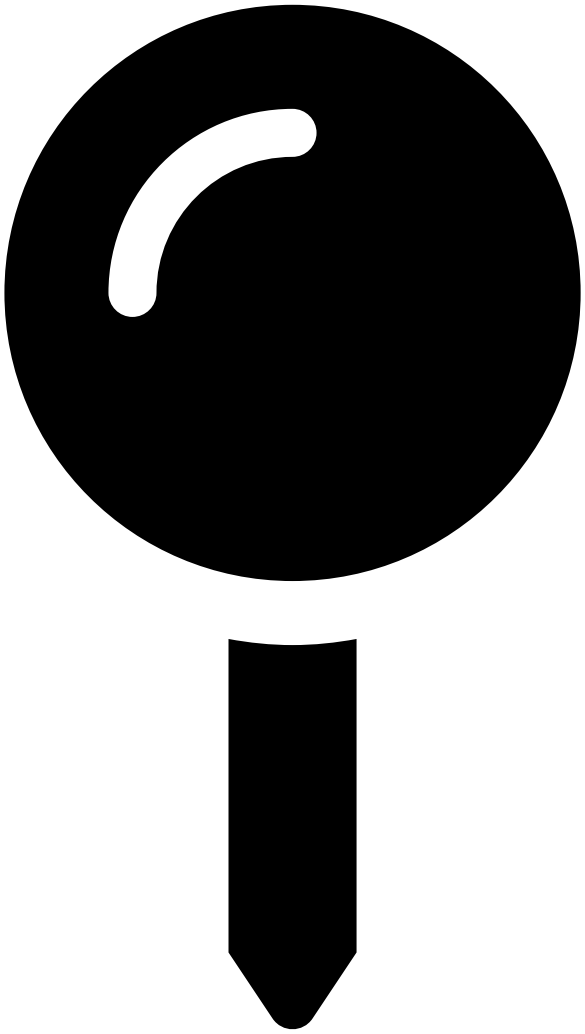
Your Wishes

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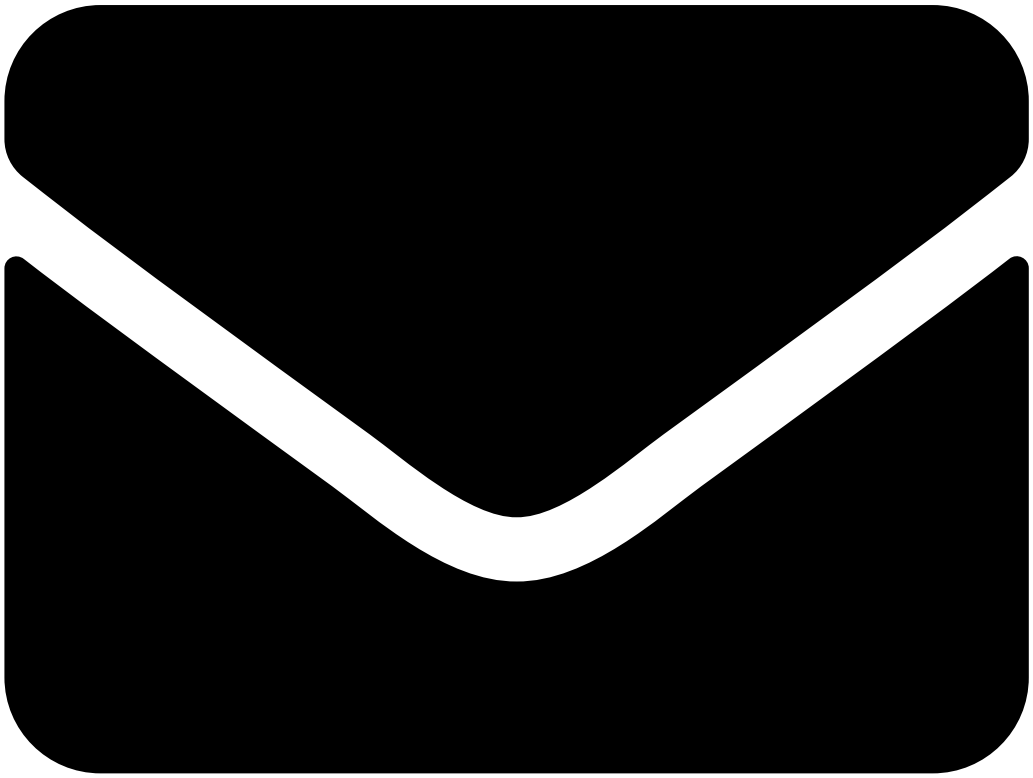


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