

Cambium AI Grounds AI Personas in U.S. Public Data

The no-code platform's new release connects AI-generated profiles to real demographic, economic, and social factors, moving beyond marketing assumptions



CAMBRIDGE, ENGLAND, UNITED

KINGDOM, November 11, 2025 /EINPresswire.com/ -- Cambium AI, the no-code intelligence platform, today announced an upgrade to its automated marketing tool. The platform's persona generator now integrates directly with U.S. public data sources, including the [American Community Survey](#) (ACS), transforming customer personas from creative assumptions into profiles grounded in verifiable, real-world evidence.

This upgrade directly addresses a core problem for businesses: marketing strategies built on fictional or assumption-based customer profiles.

"For decades, marketers have built personas on guesswork. This leads to misaligned product decisions and wasted ad spend," said Adelle, Co-founder of Cambium AI. "We built this to give founders and marketers the confidence that their strategy is based on statistical reality, not a fictional profile."

The Cambium AI marketing tool automates strategy generation from a user's website URL. With this new integration, the AI doesn't just invent a persona's biography; it also creates a realistic profile. It analyzes the target market and enriches the profile with real data from the ACS, which is often called the "workhorse" of U.S. data.

This provides users with a much deeper context, including realistic demographic, economic (like income and rent burden), and social factors (like education or commute times). Instead of just guessing, a user can now see that their ideal customer is concentrated in a county subdivision with a specific median income and high rent burden, allowing them to craft messaging that speaks to real, provable economic pressures.

This data, the same data used to allocate trillions in federal funding, is now accessible for any business. This data-driven persona then serves as a springboard into Cambium AI's no-code

research tool, where users can ask plain-English questions to validate assumptions and size new markets.

You can learn more or start building your own public data-driven [personas here](#).

About Cambium AI

Cambium AI is a no-code intelligence platform that makes complex U.S. public data accessible for businesses and researchers. Its automated marketing tool provides instant strategy from a URL, while its research tool allows for deep, natural language queries of foundational datasets.

Adelle Wood

Cambium AI

adelle@cambium.ai

Visit us on social media:

[LinkedIn](#)

[Bluesky](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/865873359>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.