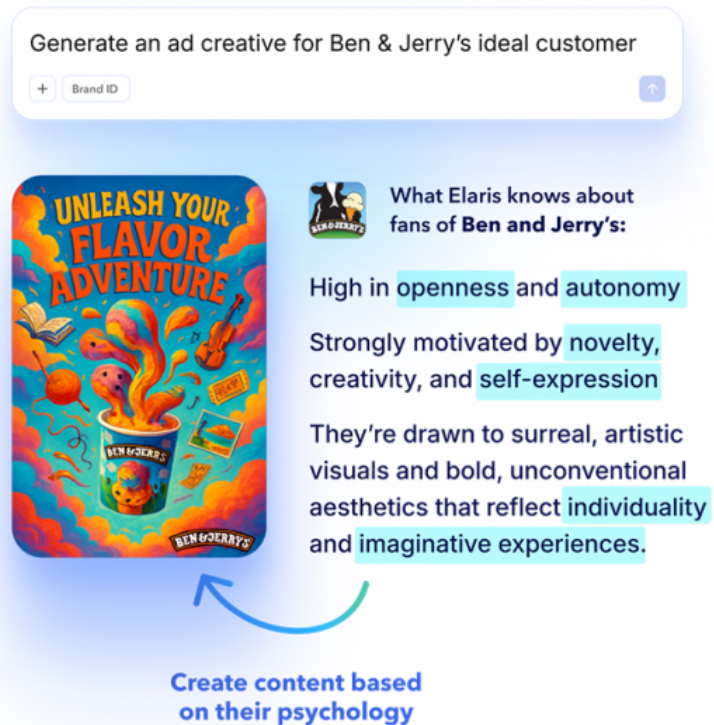


Elaris Launches: AI That Already Knows Your Audience

Join 14,000+ on the waitlist or skip the line and get Pro today.



Minneapolis, Minnesota Sep 17, 2025 ([IssueWire.com](https://www.issuewire.com)) - Today, **Elaris** launches the first AI built that already knows your audience. With Elaris, marketers can find the right audience, chat with a live persona, and make content that works in minutes, not weeks.

- **Find your ideal audience.** Search first-party, psychology-based data measured from real people by world-class scientists. The data is never scraped, with over 400,000 audiences of brands and interests to choose from.
- **Meet and collaborate with live personas.** See motivations and ask questions in chat as if your customers were right in front of you.
- **Make what wins.** Test ads and ideas with synthetic audiences representing your ideal customers. Co-create strategies, creative briefs, hooks, ads, and campaigns that you know will win from the start.

Why it matters: No more guesswork. No more wasted time prompting an LLM to death. Just content and ideas that win with your audience.

“Marketing works when it’s simple, human, and tailored to what makes your audience feel something. Elaris gives you that signal instantly.”

— **Joe Schaeppi, CEO of Solsten**

Already, **14,000+ people are on the waitlist** to try Elaris. But starting today, anyone can skip the line with Elaris Pro and get instant access.

Availability

- **Try free:** Join the waitlist at elaris.new (coming this Fall)
- **Go Pro now:** Skip the line and start today.
- **Book a demo:** For enterprise teams, visit Solsten.io

About Solsten

Solsten builds psychological AI that helps teams understand audiences and create experiences people love. For the past 7 years, they have been working with companies like EA, Peloton, and Lego to help top tier marketing and product teams create unforgettable marketing and exceed customer expectations. Elaris is the company’s newest product, making audience psychology instant and actionable for every marketer, founder, and builder on earth.

Optional quotes:

“For years, marketers have had to guess what makes audiences tick. With Elaris, we’ve turned decades of psychological research into something anyone can use instantly. It’s like pressing play on audience understanding.” - **Bastian Bergmann, Co-Founder of Solsten and author of *Press Play* (Harvard Business Review Press)**

Beta tester quotes:

“At this rate, this is a no-brainer.” - **John Wright, CEO Turborilla**

Press kit: <https://drive.google.com/drive/folders/1bK3ml4oKxpHJYDWQg648uaRkzhoD4uMt>

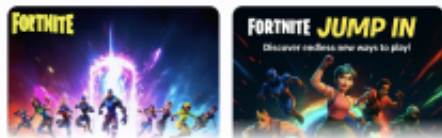
Media contact:

Sebastian Weyer
sebastian@elaris.new

The visual is created to:

- Capture the attention of Roblox players by leveraging their very high (91st percentile) value for creativity and fun, using vibrant colors, dynamic action, and a sense of discovery.
- Appeal to their strong desire for social connection (very high (86th percentile) by showcasing a diverse group of characters, hinting at community and shared adventure.
- Align with Fortnite's brand book by using a dark background, energetic imagery, and bold, modern typography, ensuring the ad is both on-brand and highly resonant for the ideal audience segment.

This approach is optimized for Instagram's visual-first environment and the audience's preference for engaging, playful, and creative content.



ROBLOX | The Skeptical Individualist

Now can you tell me the best targeting date to use for Instagram for the ideal Roblox segment that would become high value Fortnite players?

+ ☐ Fortnite



Why this video?

The visual is created to instantly capture the attention of competitive, ambitious gamers (ideal audience segment) by using an epic, cinematic reveal of a powerful hero—aligning with their very high ambition (84th percentile (84)), teamwork (85th percentile (85)), and competition (dominant: high, 62nd percentile (62)). The dark, magical aesthetic and glowing effects match Dota 2's brand book, while the direct, authoritative narration and bold text reinforce the game's prestige and

League of Legends | The Confident Socializer

Ask for anything about League of Legends audience

+ ☐ Dota 2

Media Contact

Elaris

*****@elaris.new

Source : Elaris

[See on IssueWire](#)