CASE STUDY

Tunnl

A healthcare partnership, a national study, and a research voice in AI commerce

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Situation

Tunnl LLC is an AI-powered audience intelligence platform, headquartered in Arlington, Virginia. It was founded in 2021 by CEO and co-founder Sara Fagen, co-founder and chief data scientist Brent Seaborn, and co-founder Alex Lundry. The product connects survey research, predictive modelling, audience building, activation and measurement in one closed loop, for brands, agencies, media companies and public-affairs organisations.

The communications job was to put that research, and the people who stand behind it, into marketing, advertising and business press — and to do so without letting any single vertical, whether healthcare audiences or political work, become the whole public description of the company.

Task

Genius PR began work with Tunnl in May 2026. The private Slack channel #tunnl-geniuspr opened on 13 May, with onboarding through the second half of the month. Jamie oversaw the account at the start, with Yasmin on day-to-day delivery; Nishy later led the programme. The principal client contact on the channel was Sam Zaleski. There was no client Telegram group.

The programme had four objectives:

1. Establish Sara Fagen as a CEO voice on research, AI and persuasion, and Brent Seaborn as the data spokesperson for survey findings, comments and

long-form interviews.

2. Support partnership announcements — in particular a healthcare-audience launch with DeepIntent — without reducing Tunnl to a healthcare-data provider.
3. Place original Tunnl research, including the *How America Actually Uses AI* survey, with trade and business press.
4. Support the joint Precision Strategies study, *Beyond the Manosphere*, so that Tunnl's research role and Seaborn's commentary were visible when the study went out.

Action

The first months were used to introduce the company and its CEO. In June, CEO Weekly published a feature with Fagen on why bolting AI onto static research solves the wrong problem. In July a platform announcement, "Tunnl Replaces the Fragmented Marketing Stacks With a Single Platform," was picked up by Markets Insider as a press release.

On 7 October Tunnl announced a partnership with DeepIntent, making research-backed healthcare audiences available through DeepIntent's programmatic platform. Genius PR issued the announcement on GlobeNewswire; the same text appeared as a press release on HackerNoon, and PPC Land wrote it up for the trade. The public line stayed on audience intelligence, not on Tunnl as a healthcare-data company.

Fagen then sat for a longer interview with Victor Dey at The AI Journal, published on 12 October, on how AI can help brands understand what actually persuades consumers. Seaborn, meanwhile, became the voice for the data. A 5 September comment in TheStreet used Tunnl research on Americans and AI-driven financial decisions. On 26 October he briefed *How America Actually Uses AI* — a nationally representative survey of 3,043 US adults — from the main stage at the Digiday Media Buying Summit, and the same day Digiday quoted him in its media-buying briefing. On 16 November, American Banker quoted him on the gap between what AI can do and what consumers will trust it to do with their money. On 20 November, The Agile Brand Guide published a written Expert Mode Q&A with Seaborn on measuring decisions that never appear in an attribution report. (A related Agile Brand podcast episode is scheduled for 2 December and is not yet a published result.)

In the same stretch, Genius PR helped prepare the media plan for *Beyond the Manosphere: The Vote Moved Together. The Culture Didn't*, a national study by Precision Strategies and Tunnl, fielded in mid-October among 6,046 US adults. Precision took the announcement to the wire on 23 November; the release quotes Seaborn, and PRovoke Media followed with a trade piece the next day. On 24 November a Stephen Wunker feature in Forbes quoted Tunnl's *How America Actually Uses AI* research.

Results

From June through late November 2026 the programme produced a mix of CEO interviews, data comments, a partnership announcement and a joint study launch. Press-release pickups are labelled as such and are not counted as earned editorial.

CEO Weekly — 20 June 2026, editorial with Sara Fagen: "Tunnl's Sara Fagen on Why Market Research has Spent 20 Years Solving the Wrong Problem." ceoweekly.com
https://ceoweekly.com/tunnls-sara-fagen-on-why-market-research-has-spent-20-years-solving-the-wrong-problem/

Markets Insider — 8 July 2026, press-release pickup: "Tunnl Replaces the Fragmented Marketing Stacks With a Single Platform." markets.businessinsider.com
https://markets.businessinsider.com/news/stocks/tunnl-replaces-the-fragmented-marketing-stacks-with-a-single-platform-1036305524

TheStreet — 5 September 2026, comment using Tunnl research on Americans and AI financial decisions. thestreet.com
https://www.thestreet.com/technology/what-new-data-reveals-about-americans-and-ai-financial-decisions

GlobeNewswire — 7 October 2026, official press release for the DeepIntent partnership. globenewswire.com
https://www.globenewswire.com/news-release/2026/10/07/3376730/0/en/tunnl-partners-with-deepintent-to-reach-healthcare-audiences-with-research-backed-precision.html

HackerNoon — 7 October 2026, the same partnership announcement, published as a press release under HackerNoon's Business Blogging Programme. hackernoon.com
https://hackernoon.com/tunnl-partners-with-deepintent-to-reach-healthcare-audiences-with-research-backed-precision

PPC Land — 7 October 2026, trade write-up of the DeepIntent audience launch. ppc.land

https://ppc.land/deepintent-gains-131-survey-based-healthcare-audiences-from-tunnl/

The AI Journal — 12 October 2026, editorial with Sara Fagen: “Tunnl CEO Says AI Can Help Brands Understand What Persuades Consumers.” aijourn.com
https://aijourn.com/tunnl-ceo-ai-can-help-brands-what-persuades-consumers/

Digiday — 26 October 2026, Brent Seaborn quoted in the media-buying briefing on brands pushing spend towards retail and social. digiday.com
https://digiday.com/media-buying/media-buying-briefing-brands-push-toward-retail-and-social-while-buyers-ponder-storm-clouds/

American Banker — 16 November 2026, Brent Seaborn quoted in “How the Nvidia scandal threatens financial services’ AI boom.” americanbanker.com
https://www.americanbanker.com/payments/news/how-the-nvidia-scandal-threatens-financial-services-ai-boom

The Agile Brand Guide — 20 November 2026, written Expert Mode Q&A with Brent Seaborn: “Measuring the Decisions Attribution Never Saw.” agilebrandguide.com
https://agilebrandguide.com/expert-mode-measuring-the-decisions-attribution-never-saw-with-brent-seaborn-from-tunnl/

PR Newswire — 23 November 2026, Precision-led press release for the joint Precision and Tunnl study *Beyond the Manosphere*, quoting Brent Seaborn. prnewswire.com
https://www.prnewswire.com/news-releases/new-national-poll-the-vote-moved-toward-democrats-but-gender-and-racial-divides-reveal-a-more-complicated-america-302947534.html

Forbes — 24 November 2026, Stephen Wunker feature “Your Customers’ AI Agents Need A Front Door,” quoting Tunnl’s *How America Actually Uses AI* research. forbes.com
https://www.forbes.com/sites/stephenwunker/2026/11/24/your-customers-ai-agents-need-a-front-door/

PRovoke Media — 24 November 2026, trade coverage of the Precision and Tunnl study: “Beyond the Manosphere: Cultural Divides Persist Despite Political Shifts.” provokemedia.com
https://www.provokemedia.com/latest/article/beyond-the-manosphere-cultural-divides-persist-despite-political-shifts

A related episode of The Agile Brand with Brent Seaborn is on track to go live on 2 December 2026 and is not included in the results above. Fast Company, Inc., Advertising Week and further features discussed in the channel had not published by 25 November. A 5 September TheStreet URL is included on the

basis of a live metadata lookup and a Notion "Approved" record; a direct crawler check was inconsistent (404 or bot-blocked).

Impact

By late November, Tunnl research was being quoted in Forbes, both co-founders had long-form interviews in market, a healthcare partnership had travelled on the wire with trade follow-up, and a joint national study with Precision carried Tunnl's name and Seaborn's commentary into the trade press. The public line stayed on audience intelligence and original research, rather than on any single vertical.

Links

Company site: https://www.tunnldata.com/

Leadership: https://www.tunnldata.com/our-team

Sara Fagen, CEO and co-founder: https://www.tunnldata.com/team/sara-fagen

Brent Seaborn, co-founder and chief data scientist: https://www.tunnldata.com/team/brent-seaborn

Summary

13 May
Programme start
Slack channel opened 13 May 2026; onboarding followed in the second half of the month

7 Oct
DeepIntent partnership
Official wire, plus trade and press-release pickups, on 7 October 2026

Forbes
Research quoted
Stephen Wunker feature, 24 November 2026, citing How America Actually Uses AI

13
Verified live links
Independently checked URLs in this pack, from 20 June through 24 November 2026

Genius PR · geniuspr.com · Case study draft, 25 November 2026

London

30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai

The Offices 4, One Central, 8th and 9th Floor, Dubai

United States

2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Facts in this document are drawn from Slack #tunnl-geniuspr, the Tunnl Notion portal, a WhatsApp history summary, live publisher URLs and tunnldata.com. There was no client Telegram group. Fees, commercial contract terms, unpublished announcements, pipeline opportunities and internal process notes are omitted. Website publication still requires client confirmation on name, logo and any testimonials. Tunnl's office in Arlington, Virginia, is the client's headquarters, not a Genius PR office.