



Conveo Case Studies

USED BY OVER 300 ORGS INCLUDING

Google

Canva

ABInBev

FOX

General Mills

MARS

Unilever

P&G

instacart

BACKED BY

Y Combinator

CASE STUDY

Tomorrow's cooks

Video analysis for brands + behavior

DAYS

14

PEOPLE

663

MINUTES

30

LOCATION

BNL

FEATURE

Video
Analysis

STUDY CONTEXT + OBJECTIVES

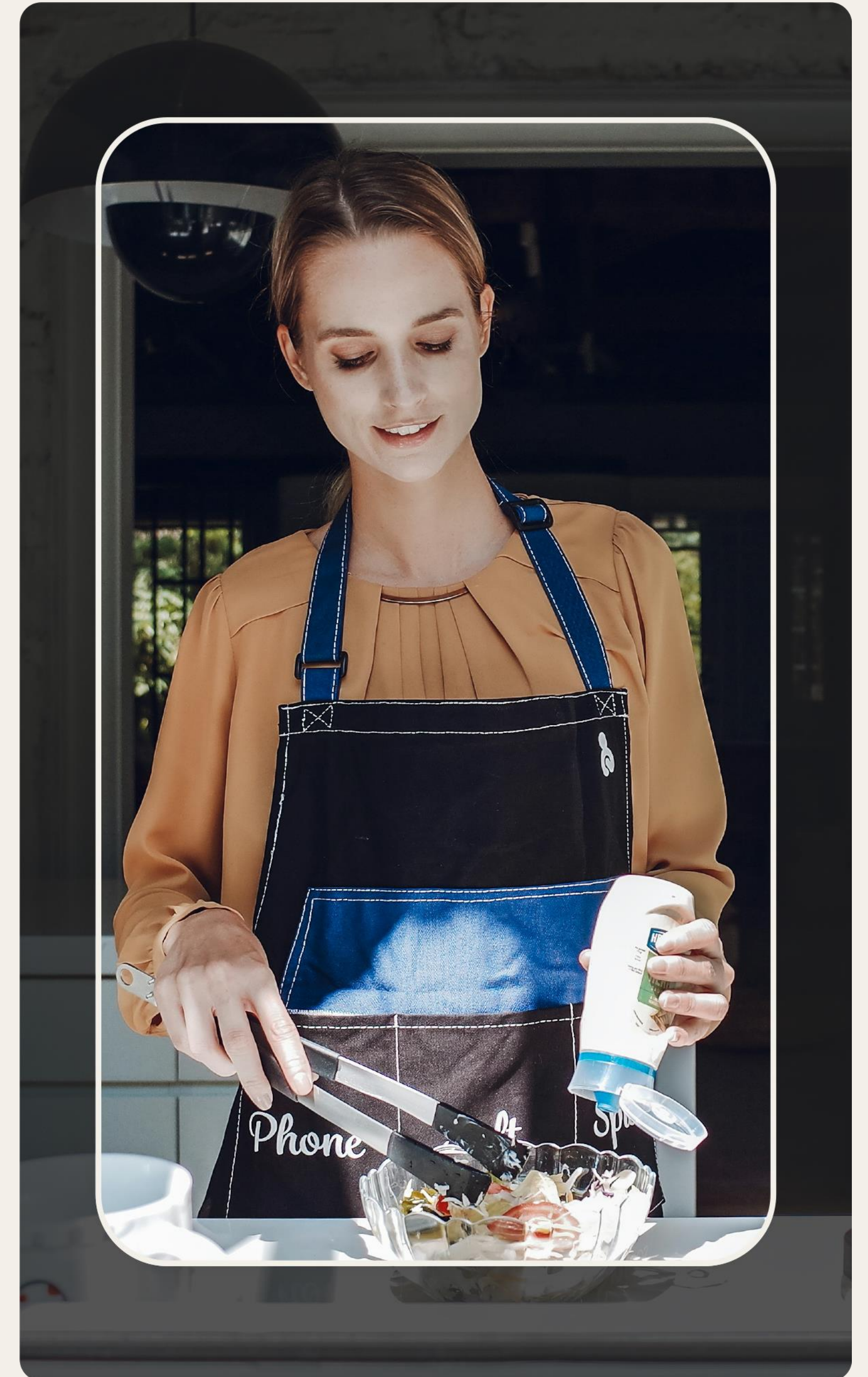
- Broad understanding
- Robust Gen Z persona creation
- Usage & attitudes of key ingredients & products
- Post Study — looking back for air fryer usage

CONVEO ENABLING FEATURES

- Live moderation — motivations
- SKU identification purely based on video
- In-home behavioral observations — cooking patterns, utensils + ingredient use
- Persona building

KEY OUTPUTS + RESULTS

- Persona generation for follow up analysis
- Trends in ingredient usage + usage triggers
- Knorr products perceptions + usage
- Set up recurring design for 3 year roadmap



Overnight video advertising test for the BBC

DAYS

1

PEOPLE

81

MINUTES

14

LOCATION

UK

FEATURE

Multimodal
Emotional
Analysis

STUDY CONTEXT + OBJECTIVES

- ▶ Video Advertising test for the BBC
- ▶ Specific goal was to understand emotional resonance and behavioral impact
- ▶ Previously very traditional, slow + expensive approach

CONVEO ENABLING FEATURES

- ▶ Emotional analysis based on video, tone of voice, transcript
- ▶ Personalized probing on emotions
- ▶ Video stimuli

KEY OUTPUTS + RESULTS

- ▶ Confirmed ad generated trust in BBC (emotional analysis)
- ▶ Ad production cost justified with quality confirmed
- ▶ Feedback highlights several areas for improvement



“Conveo’s data quality, AI analysis and especially the multimodal analysis are extremely powerful and useful. It was core to supporting our core insights around emotional resonance and behaviors. Their approach is dare I say revolutionary.”



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MATT BRAND / SENIOR AUDIENCE RESEARCH EXECUTIVE / BBC

Bev-alc brand uncovers shifting consumption behaviors to fuel growth strategy

DAYS

10

PEOPLE

1075

MINUTES

45

LOCATION

USA

FEATURE

Exploring
Expansive
Audiences

STUDY CONTEXT + OBJECTIVES

- Consumer drinking behaviours are evolving with significant impact on bev-alc brands
- Client needed to identify the nature of this evolution and the implications for portfolio, positioning, channel + communication strategies

CONVEO ENABLING FEATURES

- Deep exploration of alcohol consumption behaviors across key occasions
- Identified triggers, barriers and motivations driving consumption decisions
- Captured context, lifestyle factors shaping consumer choices in real time

KEY OUTPUTS + RESULTS

- Revealed emotional and social tensions shaping consumer decision-making —health / identity / control / belonging
- Segmented consumers based on attitudes and drinking “mindsets” rather than demographics alone
- Defined and prioritized growth opportunities across product innovation and messaging



Instacart Superbowl advertising test

DAYS

1

PEOPLE

31

MINUTES

11

LOCATION

USA

FEATURE

Emotional
Analysis

STUDY CONTEXT + OBJECTIVES

- ▶ Instacart advertising test for major campaign
- ▶ Rapid test before going live
- ▶ Multiple stimuli types including video
- ▶ Goals — effectiveness, disaster testing, resonance testing

CONVEO ENABLING FEATURES

- ▶ Advanced stimuli — video / randomizations / etc
- ▶ Emotional analysis
- ▶ Setup + analysis templates
- ▶ Talk to your data video reels and presentations

KEY OUTPUTS + RESULTS

- ▶ Effectiveness metrics confirmed
- ▶ Insights on brand and what resonates, why not — strongly informed by emotional analysis
- ▶ Quote reels and interactive presentations
- ▶ Disaster checks passed



“Going from ad testing with (leading quant platform) to Conveo’s hybrid methodology is just another ballgame. So much more actionable and insightful. I wish we had always done it this way. Their templates and frameworks make it easy and the depth of the data is just unparalleled.”

CASE STUDY

Communication effectiveness for Unilever deodorants in Indonesia

DAYS

1

PEOPLE

20

MINUTES

20

LOCATION

IDN

FEATURE

Global recruiting
+ advanced stimuli

STUDY CONTEXT + OBJECTIVES

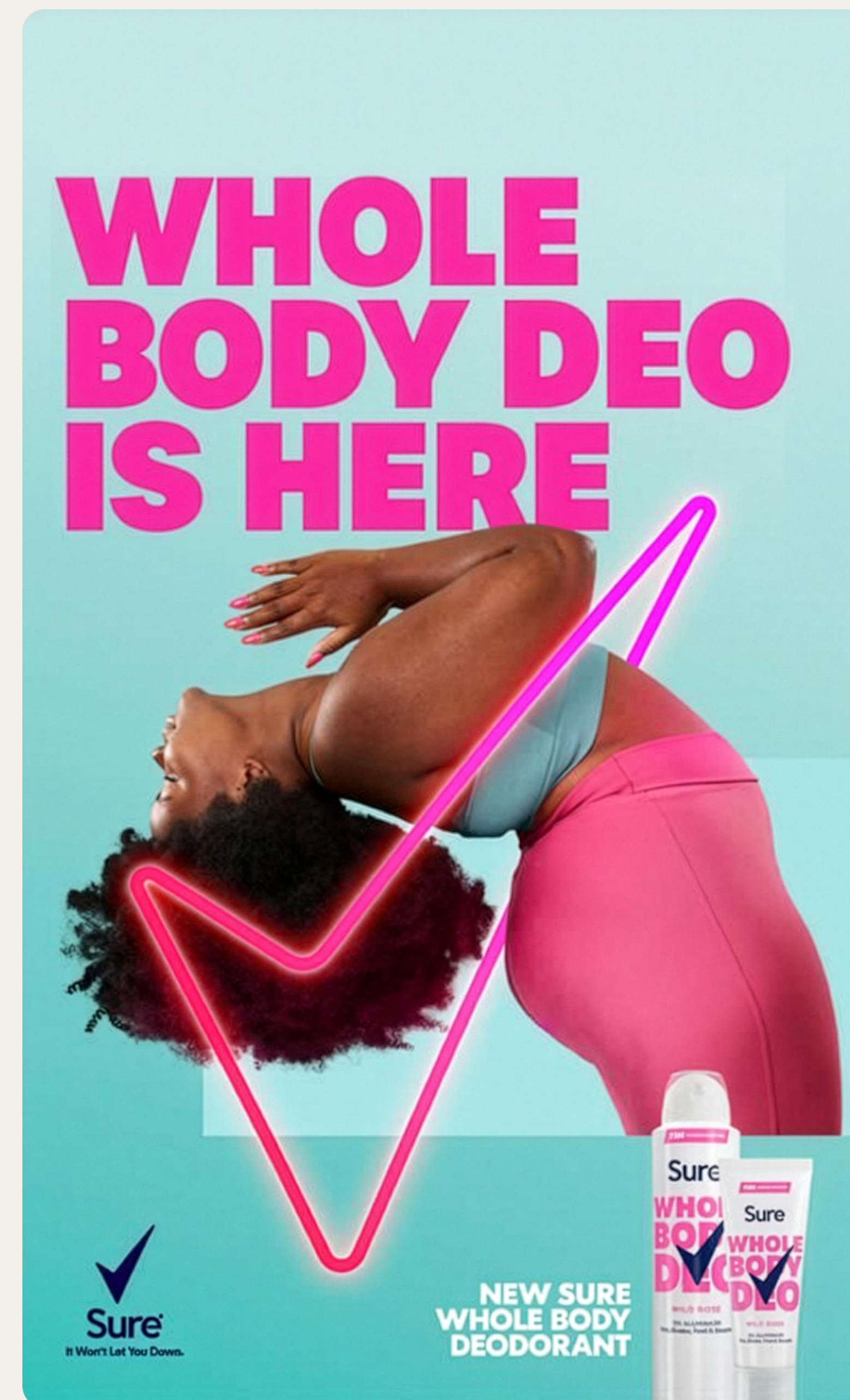
- Communications effectiveness test in secondary market
- Multiple key visuals to compare
- Objective — to assess effectiveness of conveying message, comprehension, level of persuasion, and desired impact

CONVEO ENABLING FEATURES

- Multilingual capabilities
- Effortless global recruiting
- Advances stimuli capabilities (randomizations, side-by-sides, etc)
- Advanced AI theming and analysis for rapid in-depth answers

KEY OUTPUTS + RESULTS

- Executive summary highlighting answers to research objectives
- Theme deep dives (with highlight reels) on core research objectives
- Clear delineation between top concepts vs those that resonated less



CASE STUDY

Global innovator uncovers how people are really using AI

DAYS

3

PEOPLE

300

MINUTES

30

LOCATION

FR / DEU /
UK

FEATURE

Closing the
say-do gap
around digital
behaviour

STUDY CONTEXT + OBJECTIVES

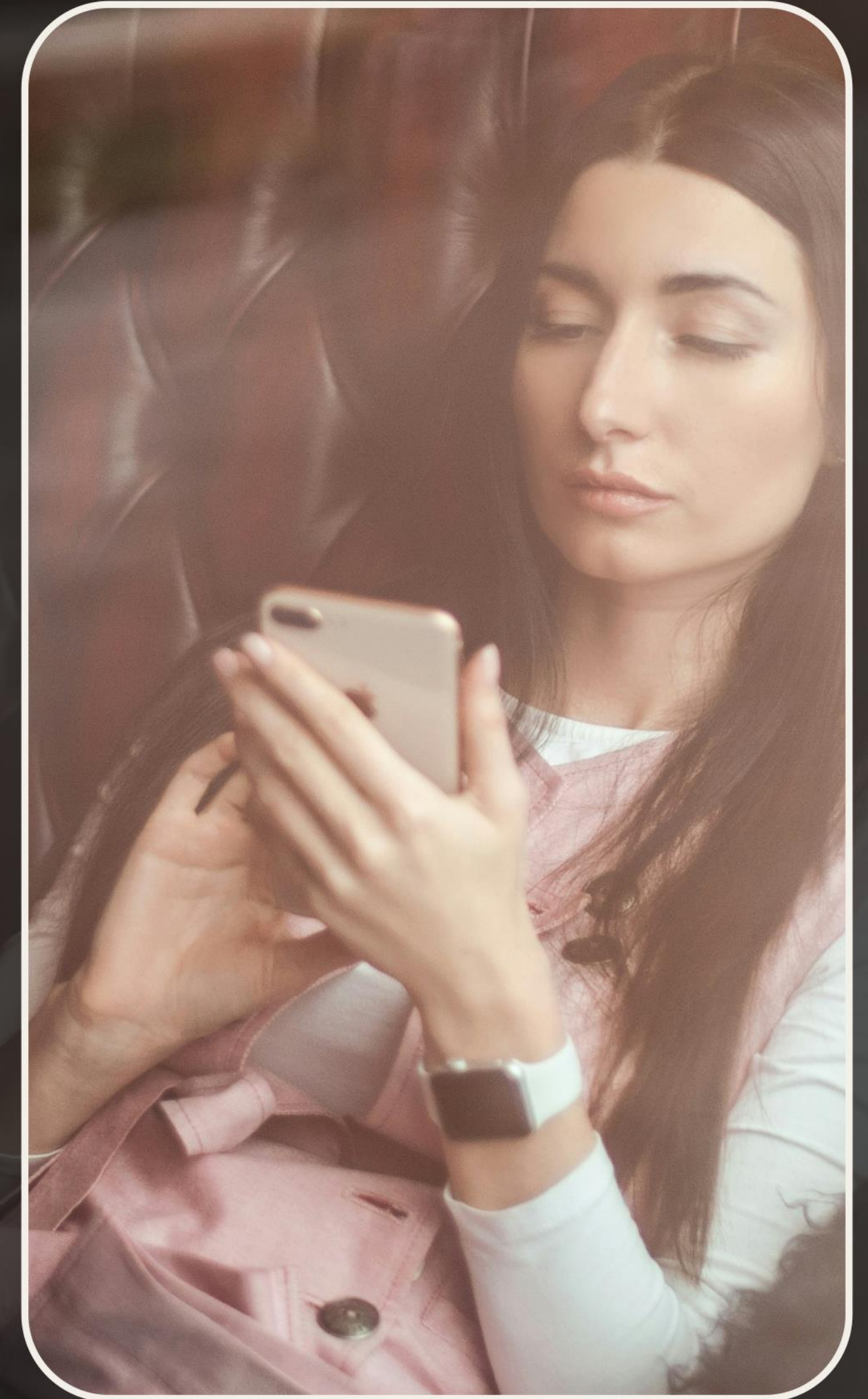
- How real people are actually using AI in everyday life
- Where unmet needs and innovation gaps exist
- How insights should inform innovation and marketing roadmap
- Move beyond assumptions and understand authentic AI usage

CONVEO ENABLING FEATURES

- Captured real AI prompts at scale (900+ prompts)
- Enabled in-depth exploration of AI usage behaviors
- Combined speed & scale with qualitative richness, surfaced culturally specific nuances by market

KEY OUTPUTS + RESULTS

- Identified clear unmet needs and opportunity spaces based on AI-driven consumer behaviors
- Used insights to define & prioritise AI product innovation roadmap
- Directly shaped the company's AI product roadmap



CASE STUDY

CPG brand explores the emotional meaning of longevity + ageing

DAYS

4

PEOPLE

320

MINUTES

30

COUNTRIES

9

FEATURE

Exploring deeply human values

STUDY CONTEXT + OBJECTIVES

- Decode the emotional meaning of ageing & longevity to unlock new growth spaces for the innovation pipeline

CONVEO ENABLING FEATURES

- Unlocked the emotional reality of ageing at scale
- Enabled open exploration of sensitive and personal topics
- Delivered multi-market insights in days, not weeks
- Identified universal tensions alongside cultural nuance

KEY OUTPUTS + RESULTS

- Defined core emotional territories of ageing
- Mapped cultural differences across markets
- Informed innovation and brand positioning strategy



CASE STUDY

Decoding shopper missions across 4Ps — Pack, Product, Price, Promotion

DAYS

5

PEOPLE

35

MINUTES

30

LOCATION

USA

FEATURE

—

STUDY CONTEXT + OBJECTIVES

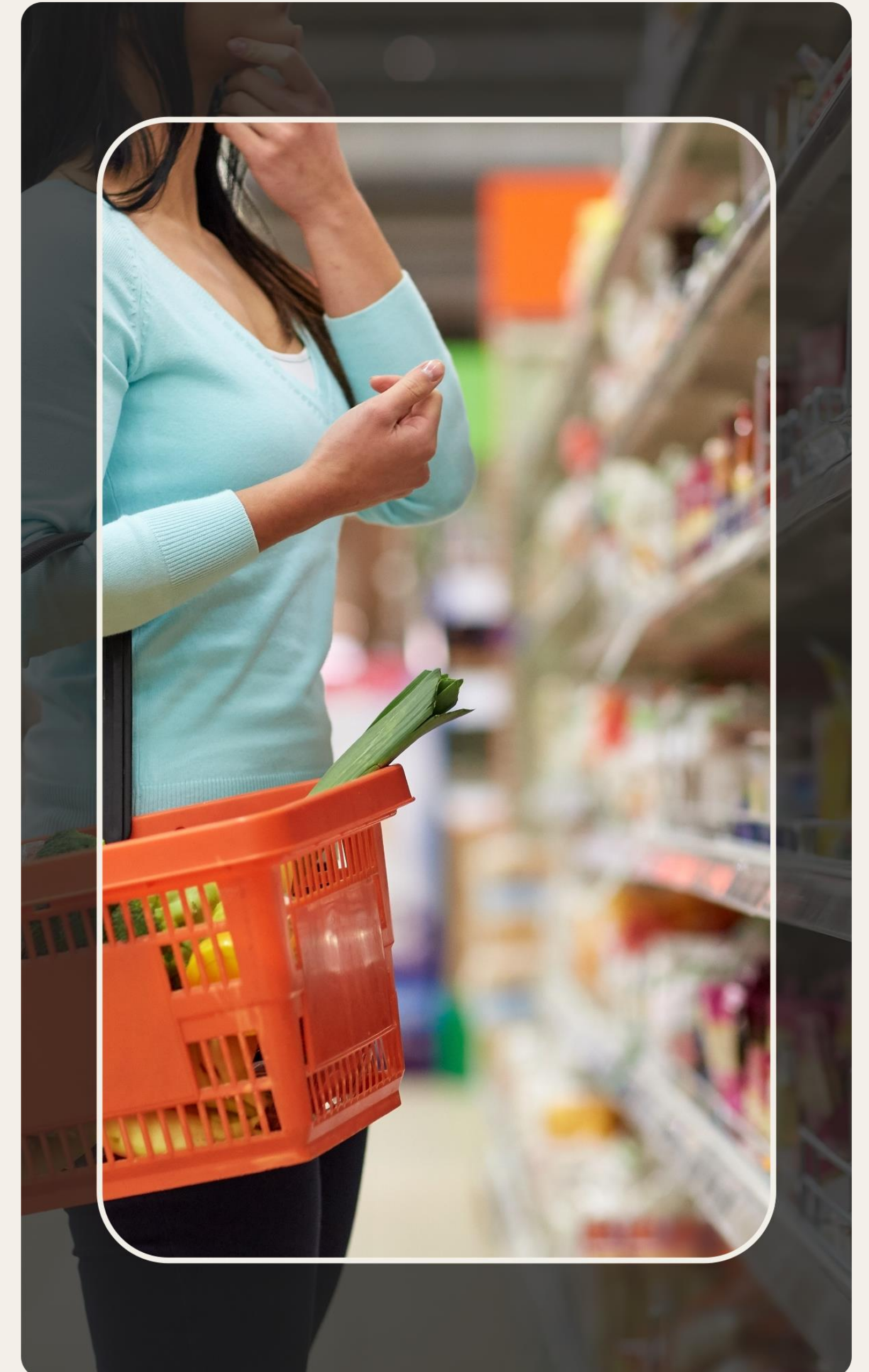
- ▶ Leading car care brand needed to understand shopper navigation of the category within a key grocery retailer + what impacts decisions at shelf
- ▶ Map the shopper journey and key decision moments in-store / assess competitive visibility and brand performance at POS / understand shelf navigation, findability, and barriers to purchase / explore perceptions of product, pack, price + promotion

CONVEO ENABLING FEATURES

- ▶ Shopalong exercise – live in moment perception of product, packaging, shelf placement, price
- ▶ Captured live reactions to findability, placement, shelf layout, packaging, and pricing
- ▶ Explored competitor set visibility and shopper comparison behavior
- ▶ Identified key triggers driving conversion vs drop-off in-store

KEY OUTPUTS + RESULTS

- ▶ Identified key conversion drivers and drop-off points in the shopper journey
- ▶ Uncovered findability, shelf visibility, and pack perception barriers vs competitors
- ▶ Defined actionable 4P optimisation opportunities across price, promotion, and in-store execution



CASE STUDY

Concept development re-imagined — Rapid feedback driven iterations

DAYS

10

PEOPLE

200

MINUTES

7

COUNTRIES

UK

FEATURE

Interactive
personas based
on real people

STUDY CONTEXT + OBJECTIVES

- ▶ Hellmanns identified the opportunity for a premium, indulgent mayo in UK
- ▶ 3 study rounds included screening + refinement of 14 initial ideas followed by optimization and feedback of 4 developed ideas
- ▶ A final study to validate their appeal and understand pack + price perceptions

CONVEO ENABLING FEATURES

- ▶ Multiple rounds of rapid iterative concept development & refinement
- ▶ Unprecedented speed
- ▶ Interactive personas used to further enhance and refine propositions

KEY OUTPUTS + RESULTS

- ▶ Used to refine launch positioning, claims, pack design & claims
- ▶ Understand growth potential amongst target consumer
- ▶ Refined proposition prior to investment in concept validation

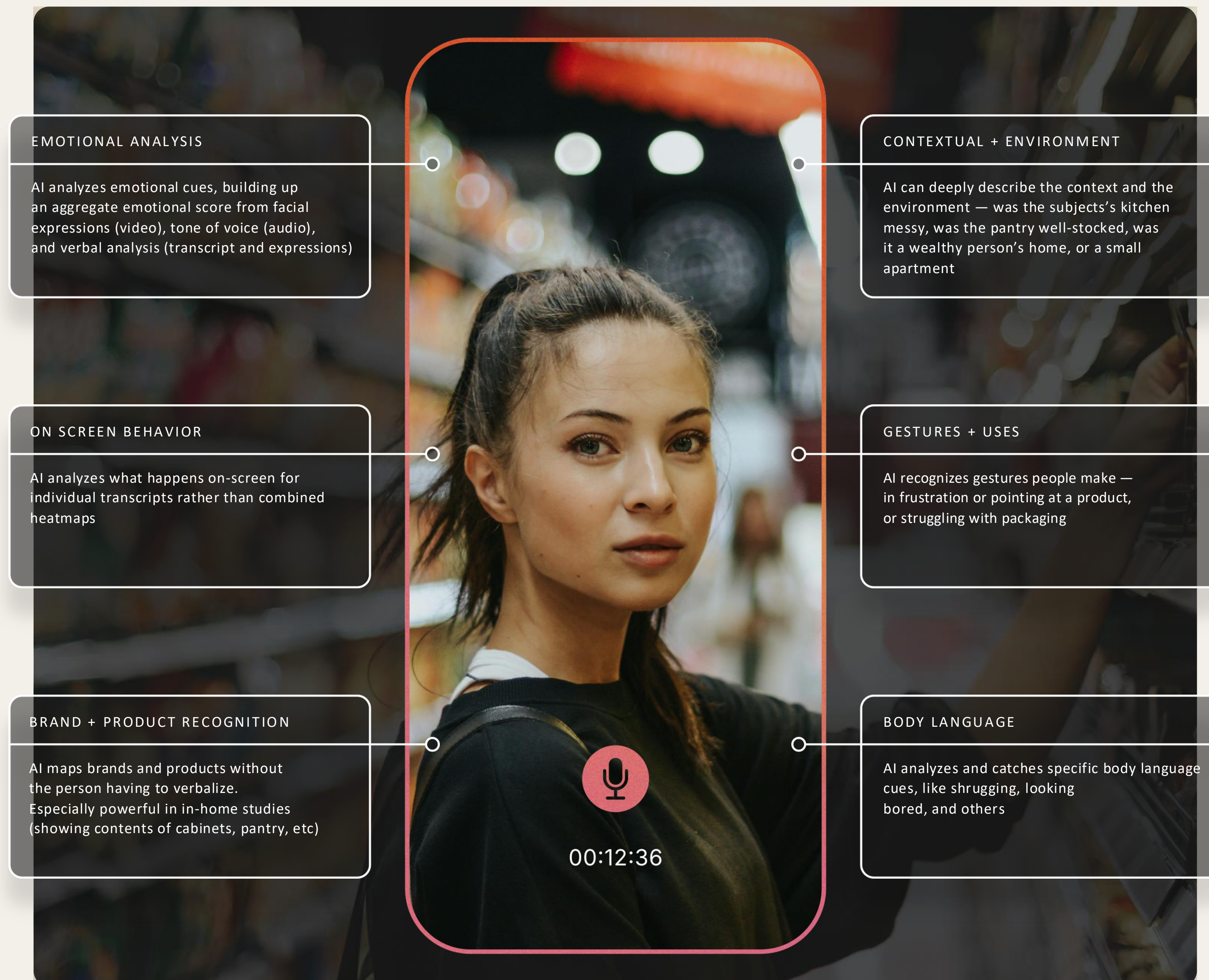


“With less budget and time, we can now iterate 5x, at scale, instead of 1 focus group and just 1 final test. The data quality is on another level and the AI analysis across studies is extremely powerful. We launched some of our most successful concepts in years. Conveo is game changing.”

Multimodal opens up a whole new world of use cases to online research

Conveo's AI platform has the most advanced multimodal analysis capabilities in the market.

We listen to what people say but also how they say it, and analyze any products or brands in the video.

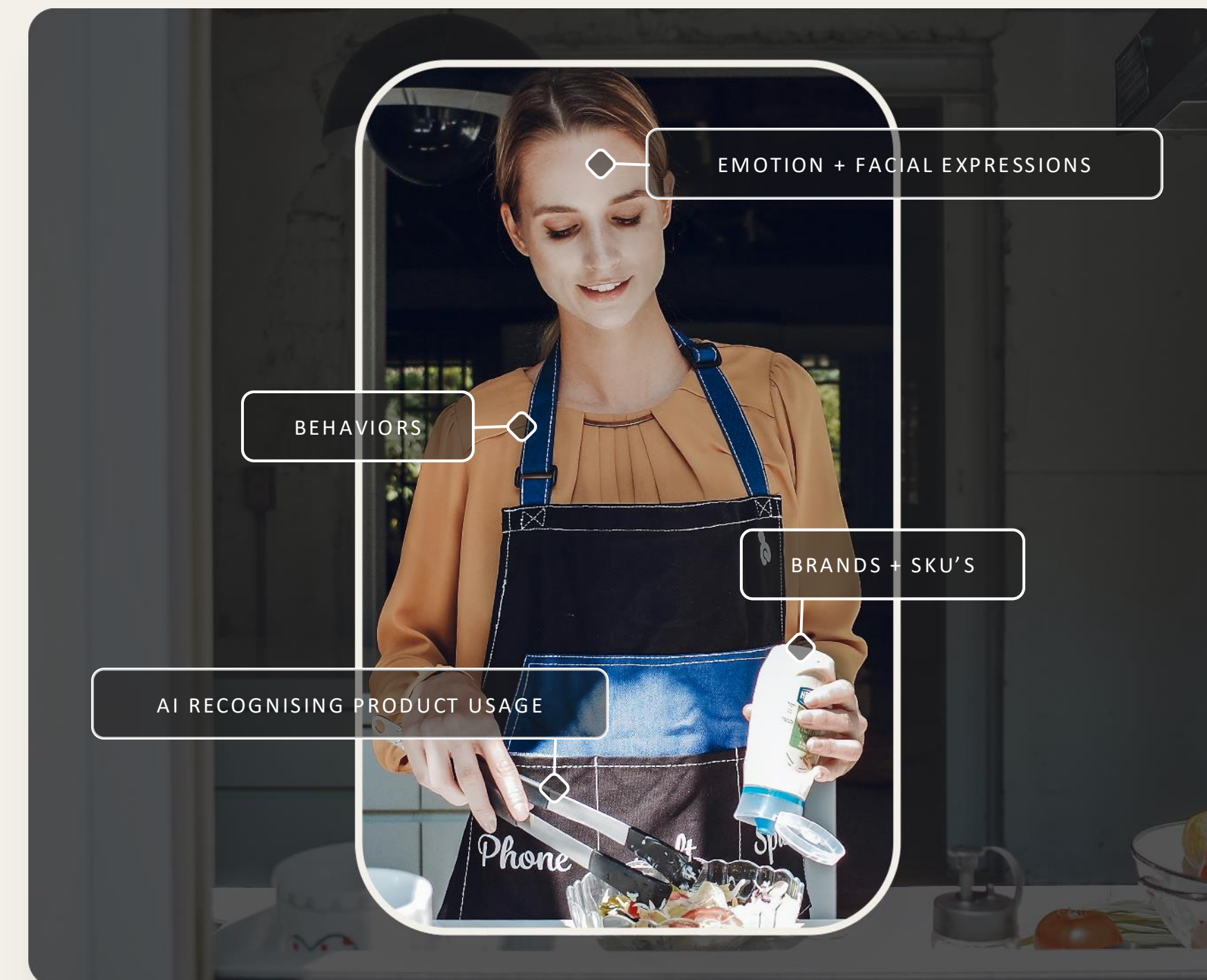


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The data we got was absolutely amazing. We had highlight reels across multiple markets ready for leadership the next day.



INTERVIEWS

600

MARKETS

6

DAYS

4

INTERNAL VISIBILITY
FOR RESEARCH TEAMS

+100%

Google

We wanted a monthly pulse on our customers' usage + attitudes to power our R+D, marketing and sales teams with ad-hoc requests. This is a game changer to our stakeholders. Only Conveo could do it



INTERVIEWS

84,000

MARKETS

7

MONTHLY INTERVIEWS PER MARKET

1,000

AI-POWERED STAKEHOLDER REQUESTS

+800%

STUDIES

250 +

BIGGEST INDIVIDUAL USER

61 studies

TOP REASON TO LOVE CONVEO

Co-development

AGENCIES USING CONVEO FOR UNILEVER

12

TOP USE CASE

Concept tests

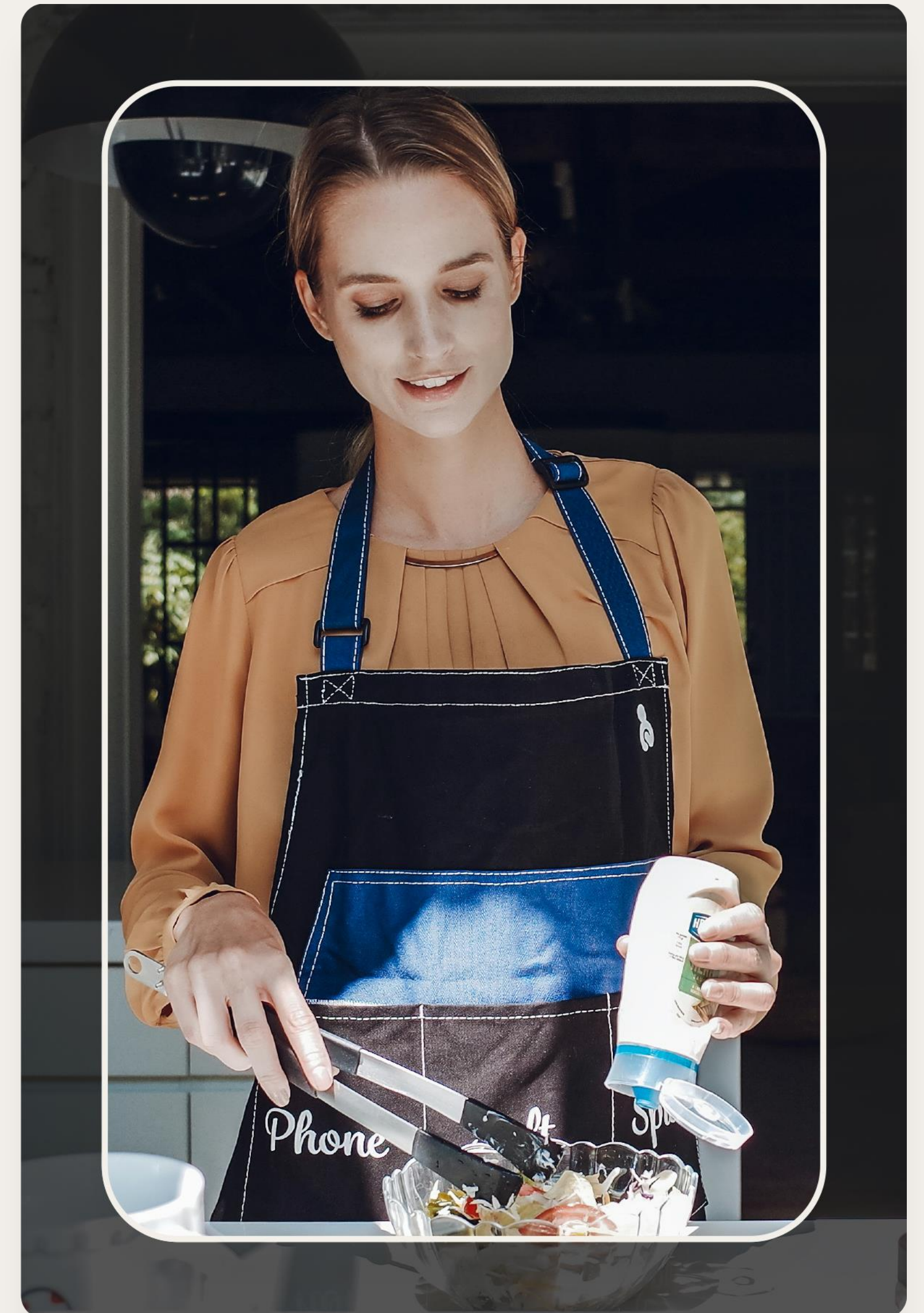


Conveo's platform and methodology completely changes our speed and quality across innovation and marketing research.

What we love most is having Maarten and Vincent (engineers) directly work with us.

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CASSIA MEDEIROS / GLOBAL CMI LEAD / HELLMANNS



Insights people
are underrated.

We're building
the platform
they deserve.