



Conveo

Technical Product

Overview

Your AI co-worker designs expert studies, interviews real people and instantly analyzes your videos.
Get robust, actionable insights and tell powerful stories to your stakeholders in no time.

USED BY OVER 300 ORGS INCLUDING

Google

Canva

ABInBev

FOX

General Mills

MARS

Unilever

P&G

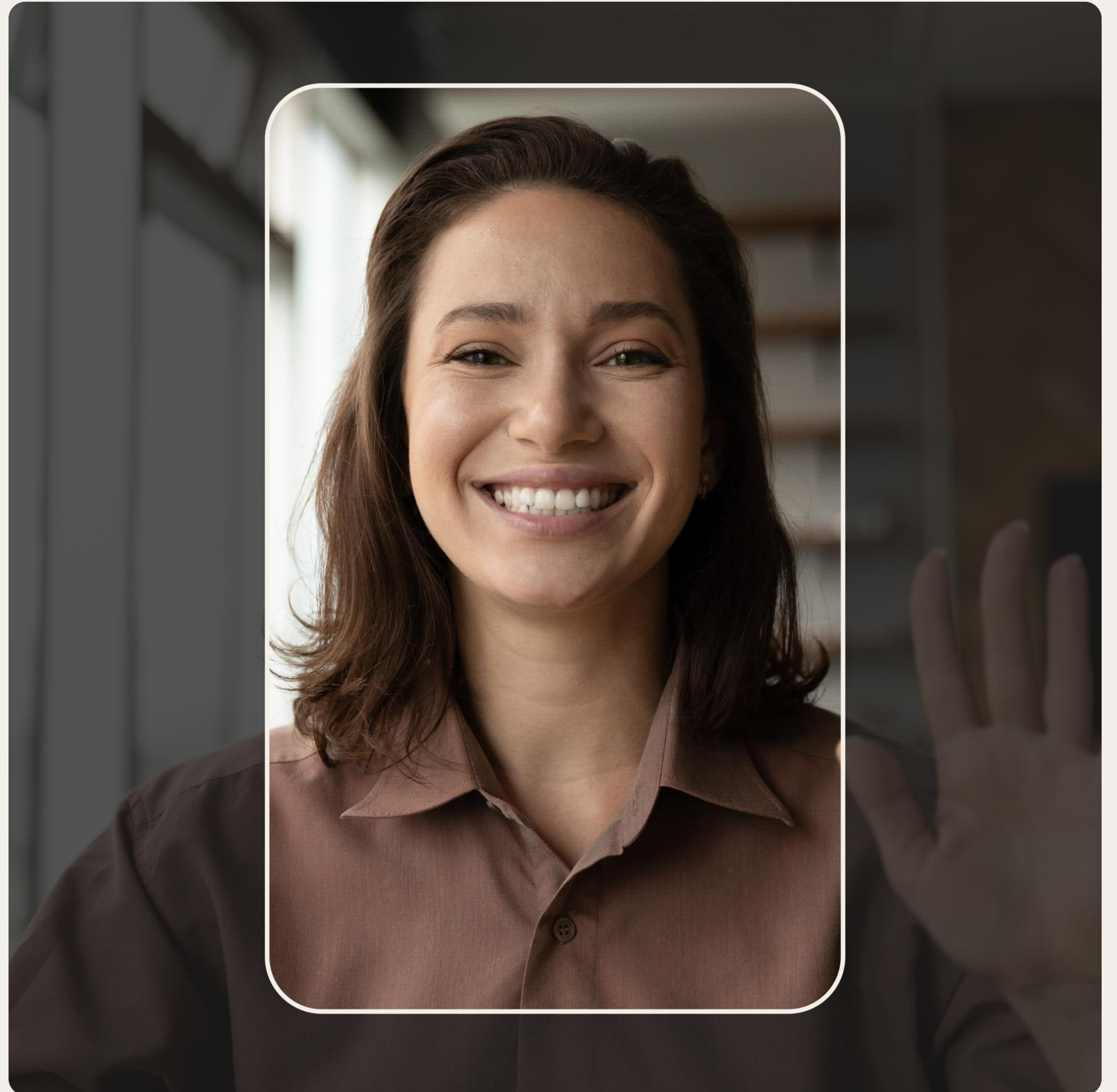
instacart

BACKED BY

Y Combinator

Conveo is AI that puts people first

~~Synthetic~~ Data



Mobile Application

Screen sharing through mobile applications

The Conveo mobile app enables AI-moderated interviews to be conducted on iOS and Android devices, with a key focus on screen sharing capabilities for UX research and shop-along studies.

The app supports camera capture and screen sharing-based probing and validation studies.



Conveo MCP

Connect AI assistants like Claude to Conveo

Conveo exposes a remote Model Context Protocol (MCP) server that lets AI assistants interact with your studies — designing research, managing questions, running analyses, and more.

AVAILABLE TOOLS

- Studies** - create and configure studies, update settings and welcome pages
- Research objectives** - add, update, reorder, and delete objectives
- Questions** - add, update, move, and delete questions; manage answer options & routing
- Stimuli** - create stimuli, attach assets, and link them to objectives or questions
- Quotas & parameters** - configure quota groups, parameter sets, and response limits
- Analysis** - create analysis sessions, query study data, and search interview clips
- Quote reels** - list and download quote reels, prepare snippet downloads
- Recruitment** - view recruitment overview and manage participant reporting

Finding a Lego study

Results, or check if there are quote reels.

Cool! Yeah walk me through the study results

Marshaled study metrics to address results inquiry

Query Study Data

Result

Loading tools

Result

Query Study Data

Request

Organized findings into structured, engaging walkthrough format

Here's the walkthrough — based on 294 completed interviews across 14 countries, with strong recruitment quality (90% incidence rate, only 34 screen-outs).

The headline

The ad worked best as a **high-enjoyment, high-recognition brand film with real collectible potential**. Most participants felt joy and surprise, instantly recognized it as LEGO, and walked away understanding LEGO Editions are real products. The biggest tension: it succeeded more as memorable entertainment than as a crystal-clear sales message.

Emotional response (Plutchik)

Strongly positive profile. **Joy dominated** both self-reported and observed reactions, with **surprise** as the clear secondary emotion and meaningful **anticipation**. Negative emotions were marginal. What drove the emotion wasn't abstract messaging — it was *recognition and reveal moments*: Messi's reveal, the trophy setup, the player intros, and the final child reveal. Celebrity recognition + playful competitive setup + unexpected ending did the heavy lifting.

Brand attribution & message comprehension

Brand attribution was strong — most participants explicitly recognized LEGO and found the ad easy to understand at a broad level. On the key business question (do they get that LEGO Editions are *real purchasable collectible sets?*), the answer is yes — strongly. A small minority either missed it or found the offer vague.

The barriers when comprehension broke down were plot complexity, lack of explicit product cues or labels, relian

Opus 4.7 Adaptive

Claude is AI and can make mistakes. Please double-check responses.

Conveo API

Go beyond the Conveo UI

Conveo's API allows teams to programmatically access their research data - pulling studies, interviews, and results directly into external tools, dashboards, CRMs, or workflows, without manual exports from the app.

AVAILABLE

Read-Only: Fetch lists of completed studies, pull individual interview data by ID, and integrate Conveo data into your own systems. It does not support creating or editing studies.

Access: not enabled by default. To get started, teams must email support@conveo.ai to request access. Once granted, engineers or technical team members can connect via the API endpoints or MCP server.

Finding a Lego study



Results, or check if there are quote results.

Cool! Yeah walk me through the study results



Marshaled study metrics to address results inquiry



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Custom templates

Toolbox for templates

Conveo’s **Templates feature** allows users to create and reuse standardized study setups, reducing friction and ensuring consistency across research.

Organizations can build their own custom templates with a guided "fill-in-the-blanks" experience, making it easy for non-researchers to spin up repeatable studies (e.g. ad tests, concept tests) quickly.

Templates

Your organization 6

Conveo library

+ New template

Brand tracker

3 objectives · 8 questions · 2 stimuli

Used 12 times · Updated 3d ago

Concept test

2 objectives · 6 questions · 4 stimuli

Used 8 times · Updated 1w ago

Post-launch eval

4 objectives · 12 questions · 1 stimulus

Used 5 times · Updated 2w ago

Ad creative test

2 objectives · 5 questions · 6 stimuli

Used 3 times · Updated 1m ago

Pricing study

1 objective · 4 questions · 0 stimuli

Used 2 times · Updated 3w ago

Create template

Templates can be tied to custom output reports such as tailored executive summaries, so every study created from a template automatically has the right reporting configured.

A curated library of starter templates will be featured on the homepage, allowing users to jump straight into study creation with excellent defaults.

Admins will be able to manage per-customer template overrides, and template locking ensures only designated fields are editable.

MaxDiff

MaxDiff in Qualitative Research: A World First

Add a MaxDiff question to any topic guide. Participants complete the ranking the same way they would in any standard MaxDiff study. After the ranking, participants are invited to explain their choices on video. The result is preference data and reasoning from the same participants, in a single study.

In your analysis, the preference ranking sits alongside your qualitative themes and quotes, ready to use together.

WHAT THIS MEANS FOR YOUR RESEARCH

For the first time, researchers can run MaxDiff and come away with both the preference ranking and the reasoning behind it - from the same participants, in a single study. No separate qual study, no extra weeks, no additional budget.

company or product might be able to handle for you. Don't worry that you see the same options multiple times, that's part of the exercise. Please select the most and least appealing task on each screen.



Ask any question about your studies and our AI Research Assistant will analyse all interview transcripts.

Drill-down

he needs to do."

Hide video View in interview Copy Save

Q7 > Thank you. Imagine there is a company offering to take some of your daily...



Download

Thank you. What would that change concretely for you, in a normal week, if that part were handled reliably?

"Ah, it would easily save me 30 minutes, or even an hour a day, especially on weekends, so it would be a time saving that would let me enjoy more time with my son."

Show video View in interview Copy Save

Aurélien M. 2 quotes View interview

Thank you. In your choices, keeping the house clean and tidy seemed to stand out quite strongly. What made that task seem particularly appealing to delegate or have taken care of?

"I would prefer to offload anything involving cleaning or home maintenance so I can have more time to devote to my children."

Hide video View in interview Copy Save

Q7 > Thank you. Imagine that there is a company offering to take some of your daily...



Download

I see. When you think about that burden of cleaning and home

Panel Portal

Requesting a quote to launching your study

Request and accept a quote without leaving Conveo. The whole flow, from request to launch, happens inside the platform, and your panel partner works from the same view, so pricing, statuses, and decisions all live alongside your study.

There are three steps: **request**, **receive**, and **review**, **accept & launch**.

HEADS UP ON CREDITS

Accepting a quote reserves the full quote value upfront. If the partner under-delivers (fewer completes than quoted), the difference is automatically refunded to your balance once final delivery is confirmed.

Request a quote

Toluna has sent you a quote. Accept to continue, or reject to request a different one.

Participants: 100

Target audience details:

Target or population required: test

Gengraphies: test

Length of interview:

Recruitment timeframe:

Feasibility:

Any other information:

Line item	USD	Credits
\$36.00 × 100 participants	\$ 3,600	 180,000
Recruitment fee	\$ 12	 600
Total	\$ 3,612	 180,600

Insufficient Balance

Need \$3,612, have \$2,537.70

Chat with us

Reject quote

Accept quote & Launch panel



Find the right people in days, not weeks

Reach beyond your existing base with 9 panel options, millions of verified respondents, and coverage in every market.

 Respondent **norstat** **NewtonX[®]**  user interviews **Rakuten**  Bilendi  data diggers **SAGO** **Cint**

Global Coverage

RESPONDENT TYPES

B2B

B2C

MARKETS

APAC inc. China

Americas

EMEA

Range Of Study Types

Longitudinal

Diary

Unmet Needs

Product Usage Testing

Attitudes + Behaviors

Focus Groups

Shopalongs

Competitor Analysis

Competitive Positioning

And more...

AI-Moderated Conversations

Identity Verification

VPN Detection

Panelist Accountability

Quality Scoring

Replacement Guarantee

Proprietary multimodal analysis capabilities

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.

EMOTIONAL ANALYSIS

AI analyzes emotional cues, building up an aggregate emotional score from facial expressions (video), tone of voice (audio), and verbal analysis (transcript and expressions)

ON SCREEN BEHAVIOR

AI analyzes what happens on-screen for individual transcripts rather than combined heatmaps

BRAND + PRODUCT RECOGNITION

AI maps brands and products without the person having to verbalize. Especially powerful in in-home studies (showing contents of cabinets, pantry, etc)

CONTEXTUAL + ENVIRONMENT

AI can deeply describe the context and the environment — was the subjects's kitchen messy, was the pantry well-stocked, was it a wealthy person's home, or a small apartment

GESTURES + USES

AI recognizes gestures people make — in frustration or pointing at a product, or struggling with packaging

BODY LANGUAGE

AI analyzes and catches specific body language cues, like shrugging, looking bored, and others



Live moderation based on visual probing

VISUAL VERIFICATION

Automatically checks if participants show a required object on camera. Soft check allows three attempts; hard check cancels the interview on failure.

QUALITY CHECKS

Automatically validates face visibility, lighting, framing, and safety (e.g. not driving) before the interview proceeds to substantive questions.

EMOTIONAL PROBING

The AI interviewer detects facial emotions in real-time and probes participants on what triggered those emotions during the interview

SCREEN SHARE PROBING

Detects actions and navigation on shared screens, enabling the interviewer to probe on what participants are doing during UX tasks

MULTI-STEP TASK VALIDATION

Behaviours such as touching the face, playing with objects, or repeated small movements may indicate nervousness, tension, or cognitive effort

MULTI-ANALYSIS ARCHITECTURE

Multiple visual analyses (quality checks, emotional probing, verification) can run in parallel per question, with priority-based cascading probe logic.

Video Resonance

The moments that actually landed

An ad, a concept, a prototype, Video Resonance reads every face, voice and body signal frame by frame, then surfaces the **seconds that moved the needle**, who reacted, and why you can trust it.

RANKED MOMENTS, LIVE REACTIONS AND EMOTION OVER TIME

Video Resonance plugs straight into **Talk to your Data** and your reports. Reactions sit next to what participants actually said in their interview, so you can join *what made people react* to *what they said about it*, all in one question.

Harry Potter Trailer

155 interviews Ready

Moments Insights

- 

Ironic 'normal boy' narration with jarring cuts creates tension and anticipation.

Friction

00:08-00:11
- 

Intrigue as kids run and bully, hinting at Harry's difficult start.

Intrigue

00:10-00:14
- 

Unusual overhead shot of Harry's haircut hints at his difficult life

Intrigue

00:17-00:20
- 

Iconic letter to Harry Potter and new HBO series reveal sparks nostalgia

Friction

00:31-00:39
- 

Harry's cautious peek and longing for something more builds intrigue

Intrigue

00:35-00:37
- 

Hagrid's new look and emotional dialogue about Harry's parents polarizes the audience

Polarization

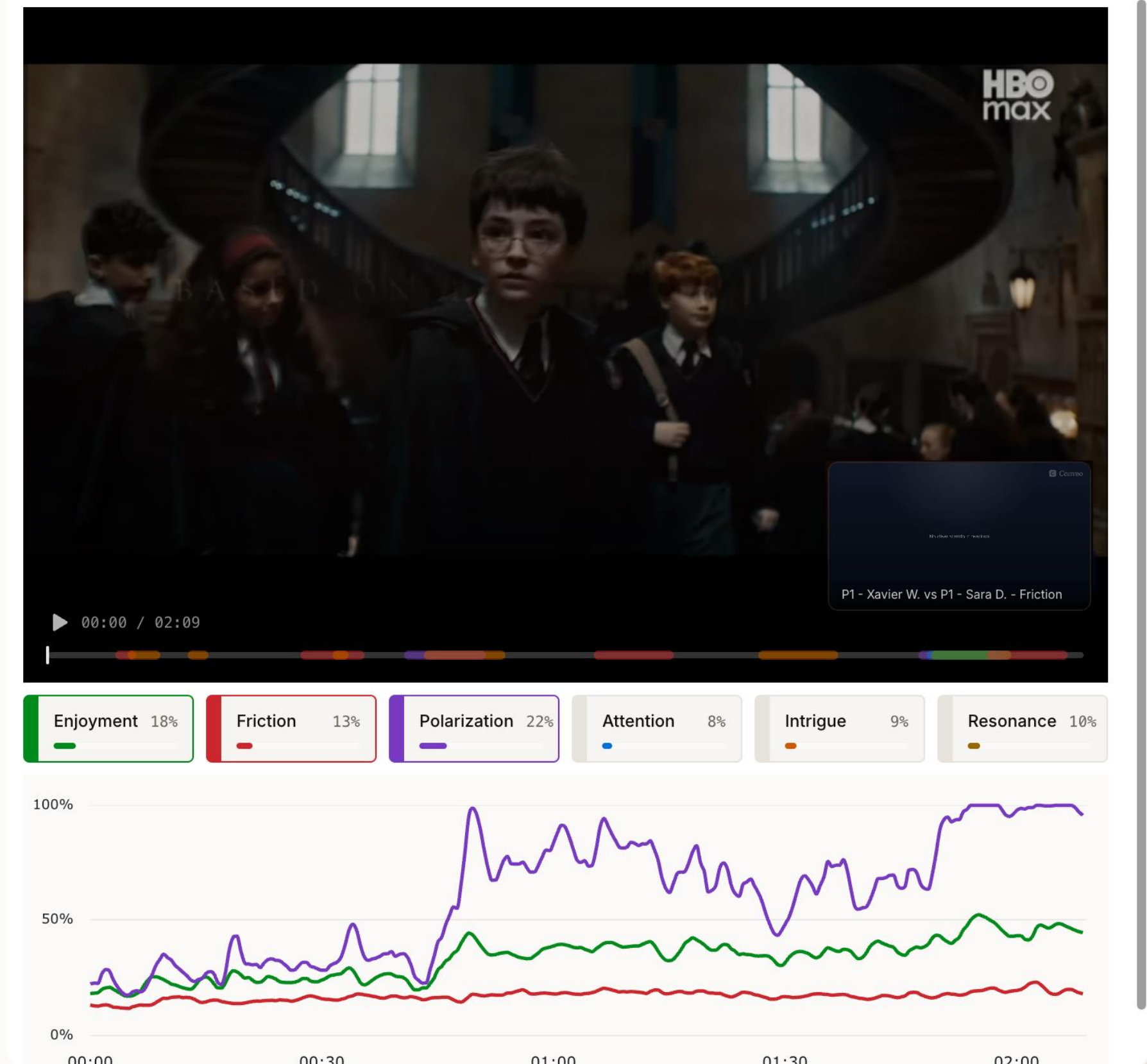
00:44-00:54
- 

Hagrid's mysterious words and Harry's journey into the magical world

Intrigue

00:46-00:57
- 

New Harry Potter. McGonagall. and Sorting Hat



Find what landed, fast

As soon as interviews complete, the moments that moved people are ranked, timestamped and ready to share.

Evidence, not gut feeling

Every moment is quantified by how many people reacted, how strongly and how aligned the cohort was.

Defendable in any room

Every surfaced moment carries a short, plain-English rationale. You see why it's there, not just that it's there.

FEATURE

Emotional Analysis

Q8a > That's interesting. What specific parts or moments in the trailer made it feel creepy or exciting to you?



Emotion:

All

Happiness

Surprise

Disgust

Fear

Anger

Sadness

Category:

All

Verbal

Vocal

Visual

Intensity:

All

1

2

3

4

5

movie trailer.

Noticeably engaged and positive tone of voice.

happiness

vocal

3/5

Slight smile and bright eyes while expressing positive anticipation.

happiness

visual

2/5

Clear, enthusiastic tone when discussing parts of the movie she likes.

happiness

vocal

3/5

Describes creepy elements as exciting and expresses strong enjoyment for the genre and actress.

happiness

verbal

4/5

Trace upward glance and slight brow movement, indicating thought and confusion.

surprise

visual

1/5

