

How we're helping the world's biggest brands and agencies

USED BY OVER 300 ORGS INCLUDING

Google

Canva

MARS



Unilever

P&G

Ipsos

SKIM

HUMAN8

itop

BACKED BY

Y Combinator

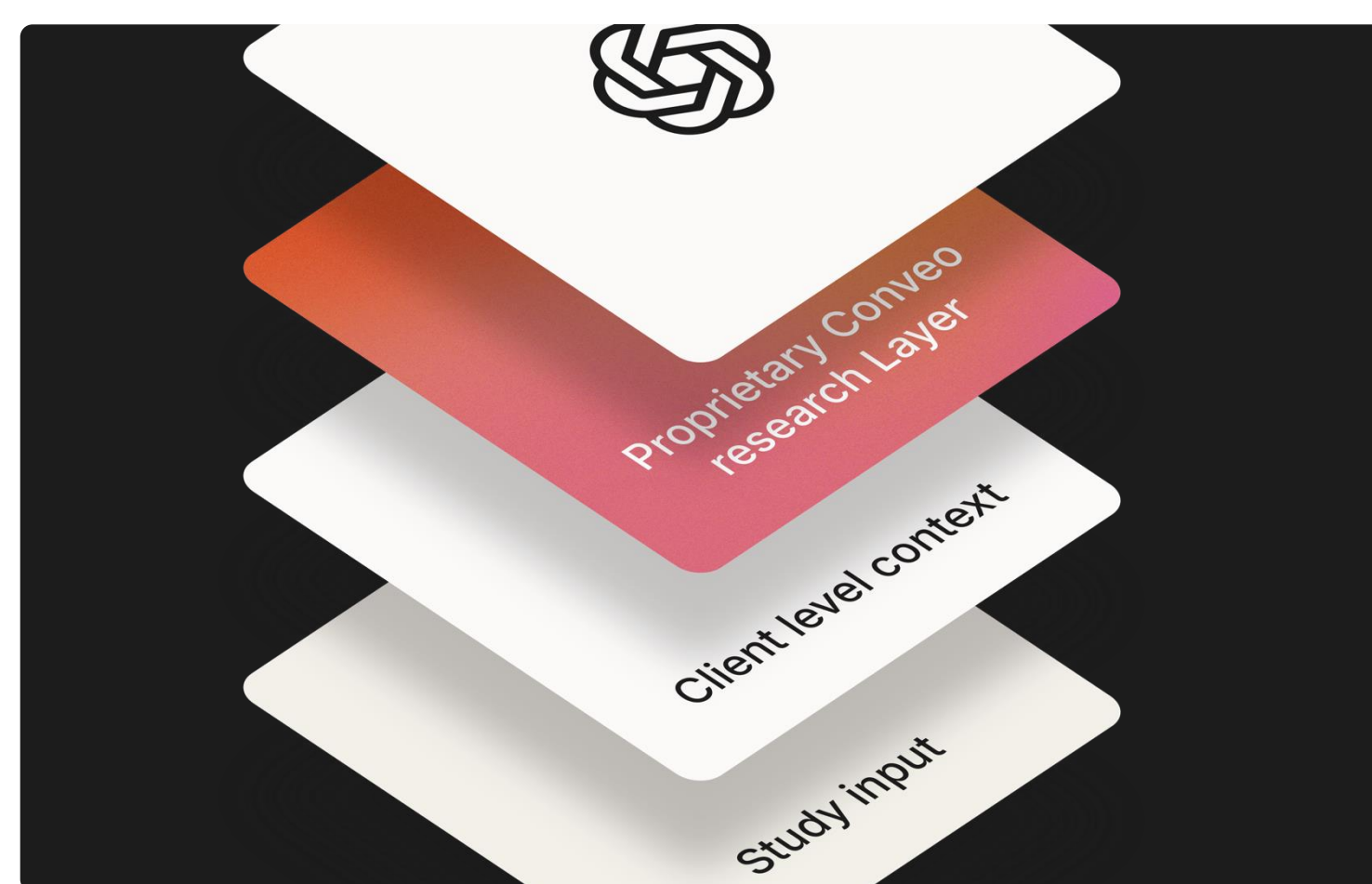
Our Mission

We accelerate and de-risk growth for your clients by powering the discovery layer underneath, so your team spends its hours where the value lives: in the interpretation and the story.

Conveo is the GTM operating system for agencies embracing AI to elevate and grow capacity and lead clients into the next era of customer understanding.

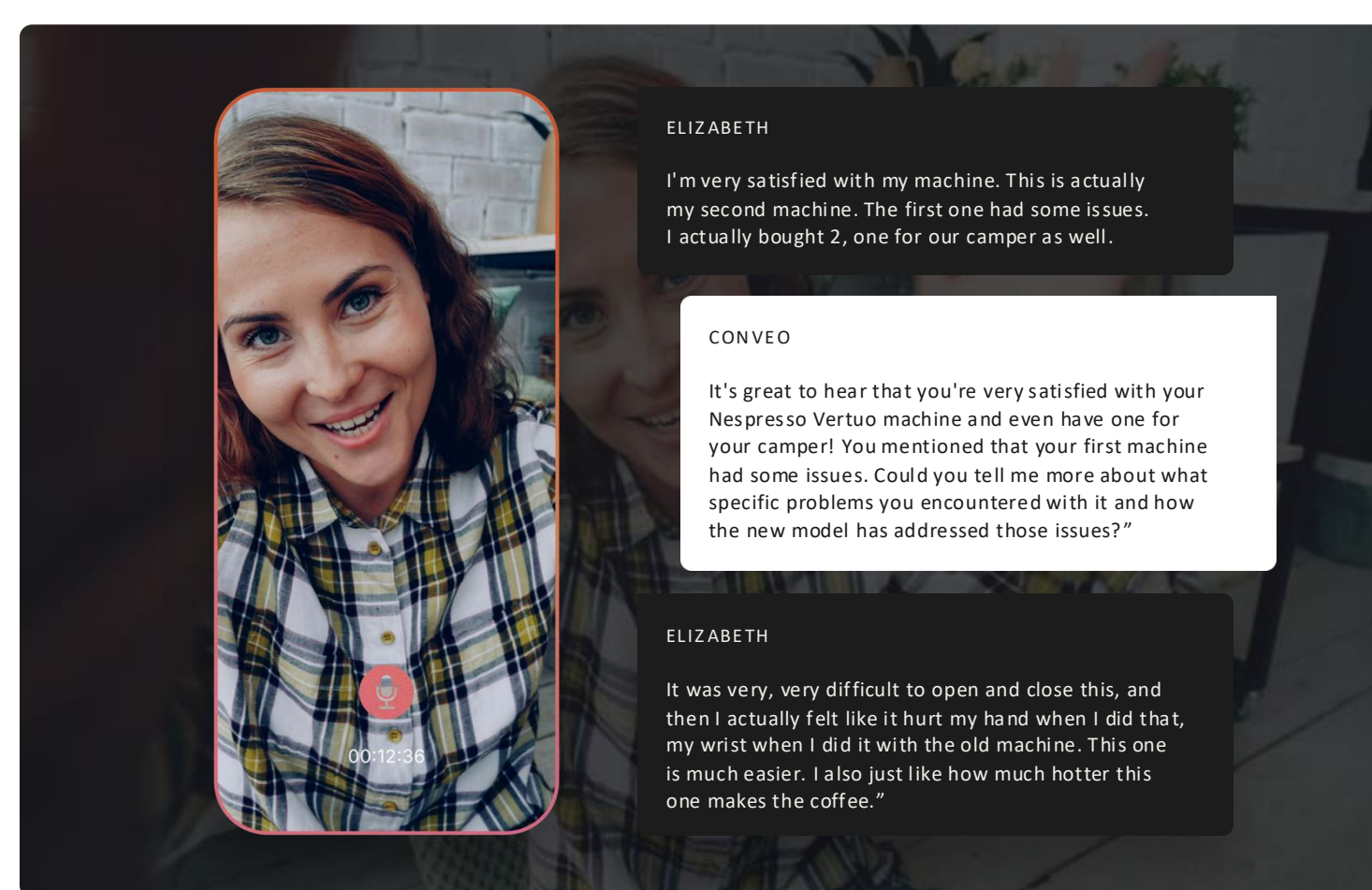


Built by researchers, for researchers



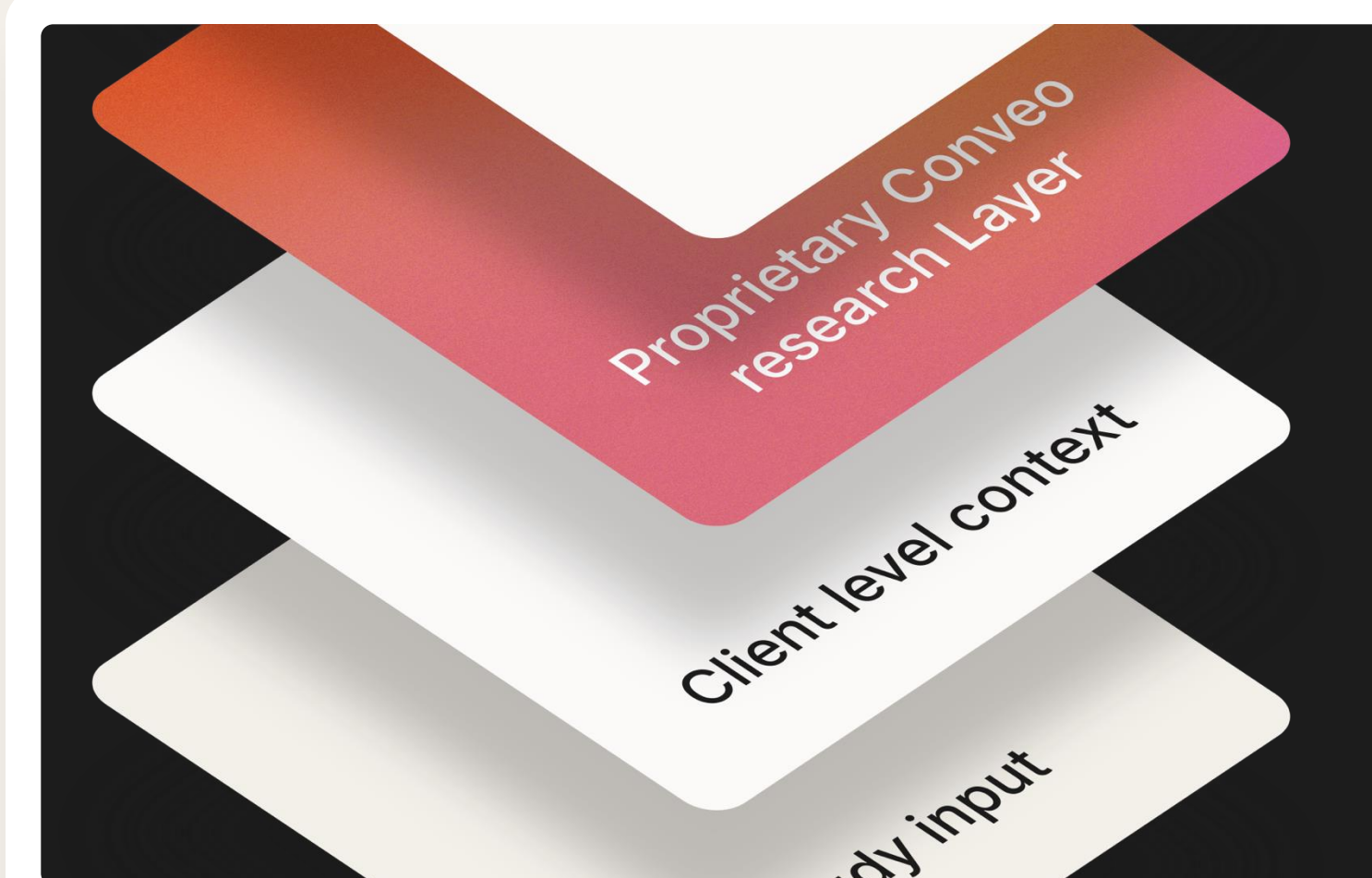
Built in research expertise

Conveo's built in research methodologies embed research grade rigor at scale, applying consistent methodological standards — sampling + quotas / guide logic / systematic probing / in-field quality assurance — to produce defensible insights



Conversation + Observation

Conveo is multimodal, meaning it can analyse not just what participants say, but also what they show and how they react, surfacing emotion signals



Proactive Knowledge Layer

Conveo's proprietary research layer is what turns "an AI that can run interviews" into an enterprise grade research system

It's not a 1:1
replacement
for qual or quant

Conveo is a new,
hybrid approach

Developed by industry leading
researchers, Conveo unlocks
new categories of insight that
weren't possible before

Quant

CREATIVE TESTING

MONADIC CONCEPT TESTS

CX MEASUREMENT

BRAND HEALTH TRACKING

The
Conveo
Sweet spot

A new
method
with better
business
outcomes

Qual

IN-HOME ETHNOGRAPHY

SHOPALONGS / MISSIONS

CREATIVE TESTING

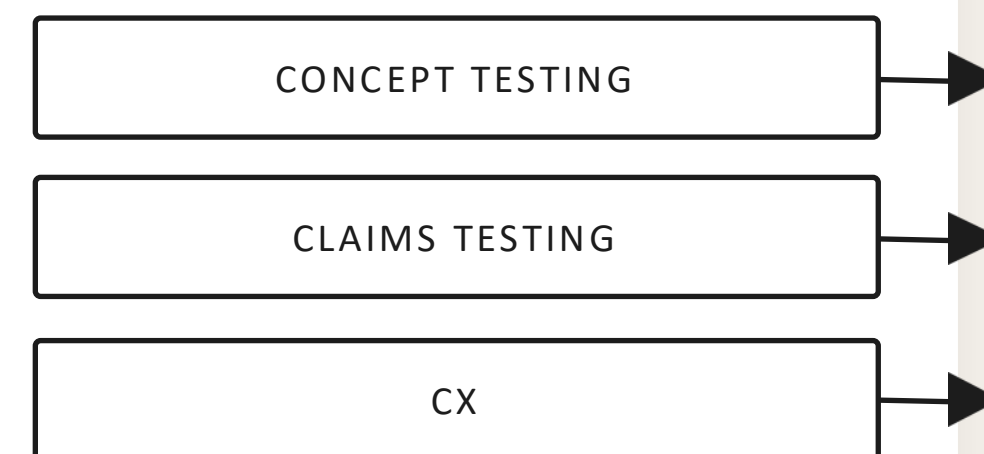
CREATIVE TESTING

Breakthrough insights from studies that simply weren't possible before

Clients move both quant and qual projects to the new method —

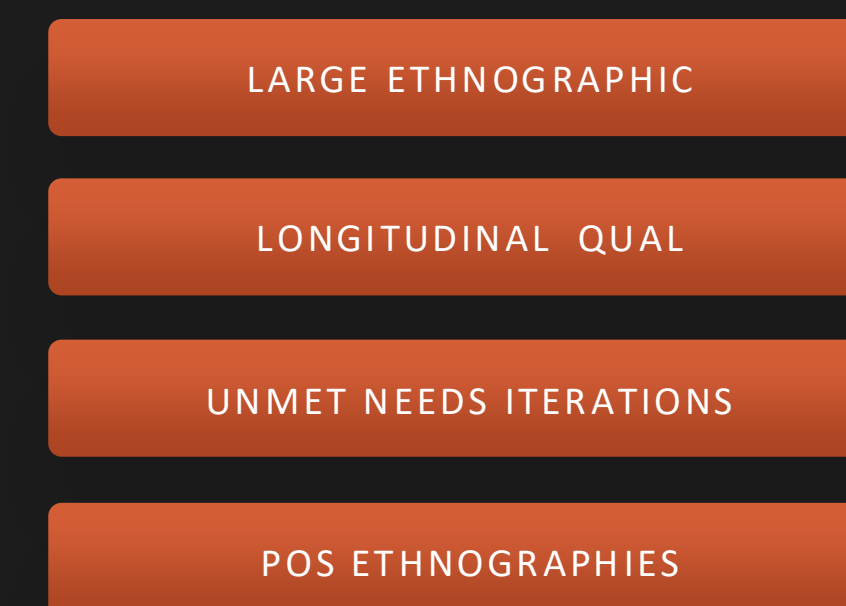
Breakthrough insights come from previously impossible studies

Quant use cases in Conveo



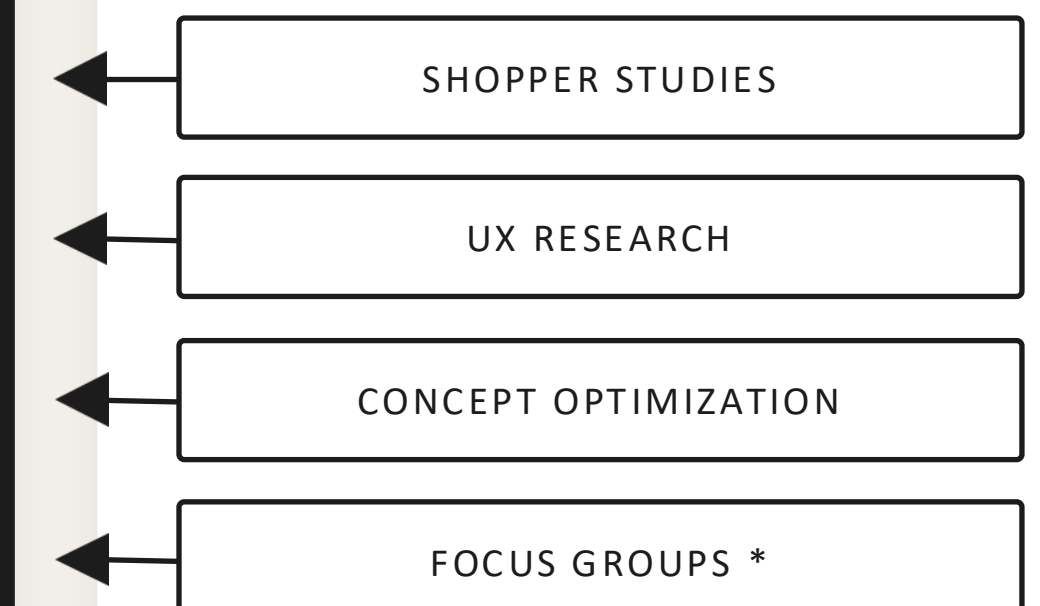
“Conveo allows for large sample sizes, has quant features, and quantifies open ends. This allows us to both test concepts and get the data to know where to improve! This is a total game changer. I’d say we’re moving half our quant use cases to Conveo”

Previously impossible research



“We got to thinking, what can we do without these constraints. Running longitudinal in-home ethnographies with hundreds of people, qualitative trackers, 5 concept tests in a week, each improving on the last. The findings made us completely rethink our core brand & customer beliefs”

Qual use cases in Conveo



“Previously, we could never run qual because of time & budget constraints. If we did, we resorted to a focus group. Conveo doesn’t “replace” a focus group 1:1, but it allows us to do 10x more and better qual in a different way. The results are just more valuable”

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.

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

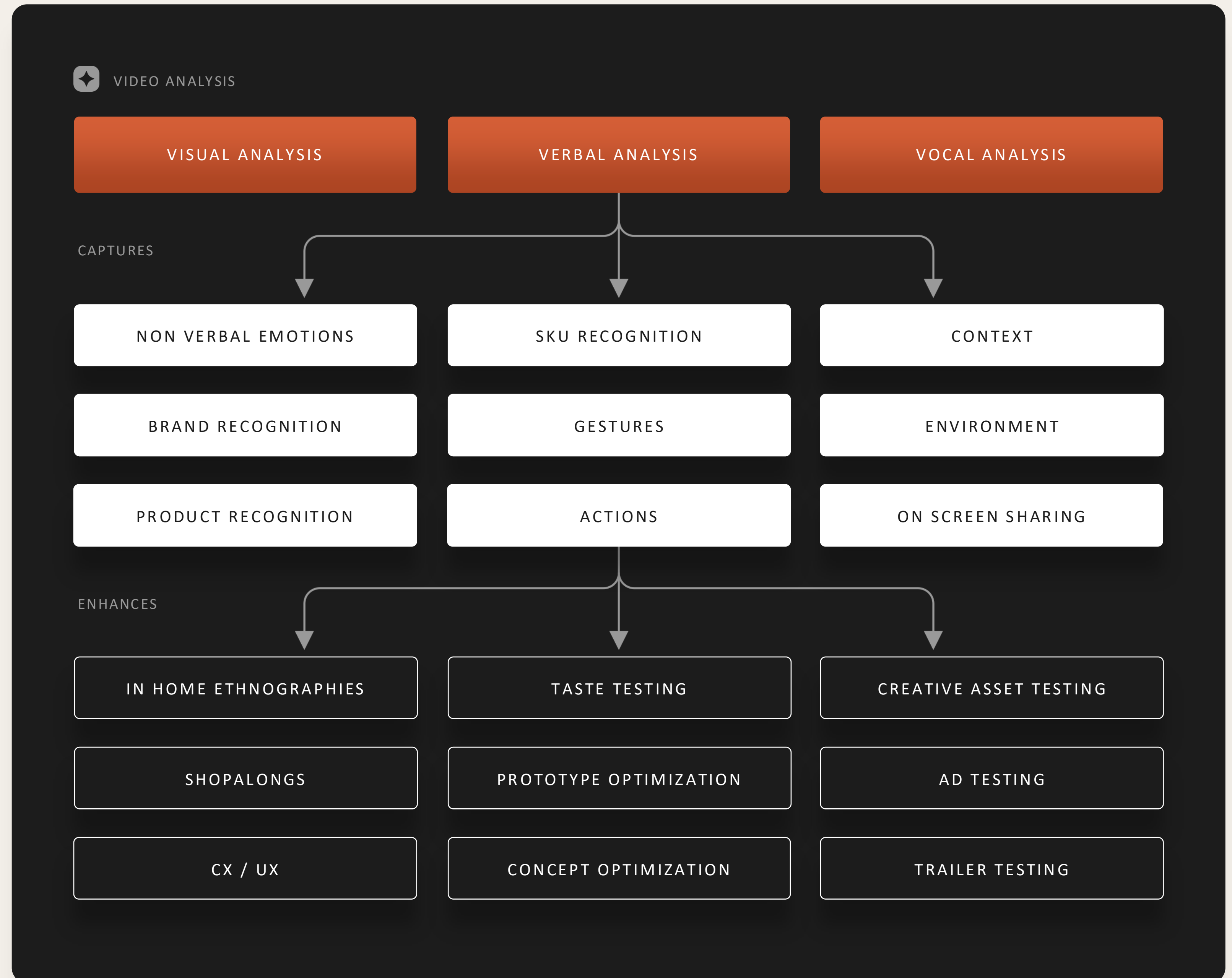
AI recognizes gestures people make — in frustration or pointing at a product, or struggling with packaging

BODY LANGUAGE

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



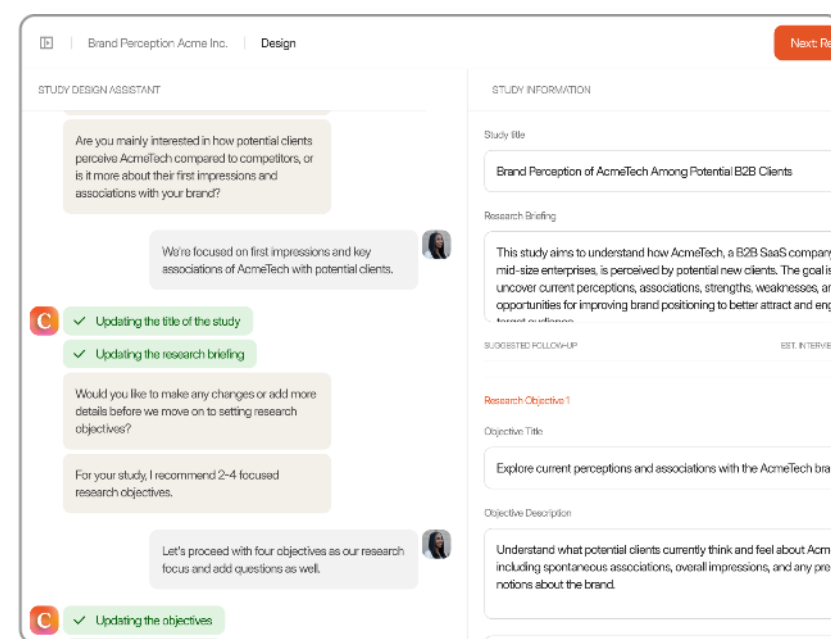
Observational
research enables
the human
“fly on the wall”
research at scale





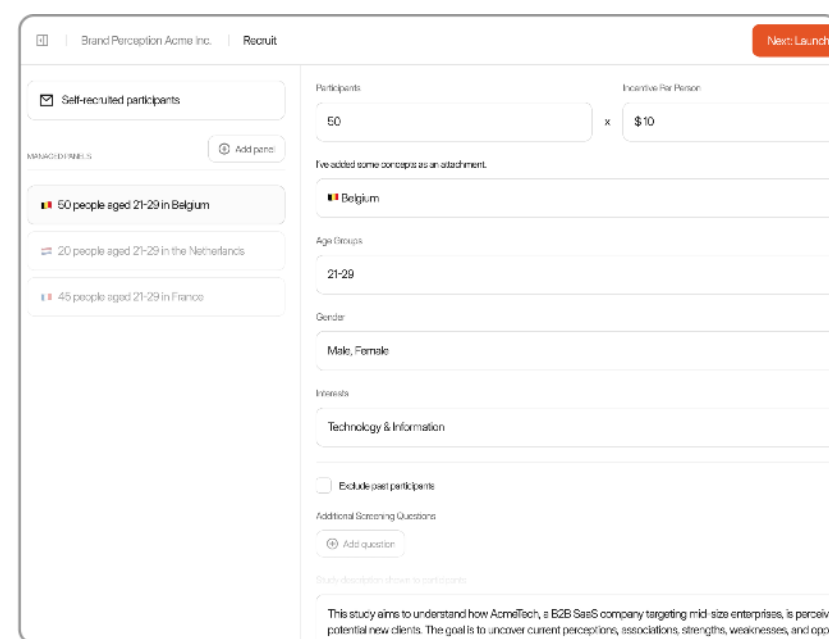
Run Your Studies in Days Instead of Weeks

With AI helping you at every step



AI-Assisted Research Setup

Be confident in your research as our platform co-creates the topic guide with you in minutes



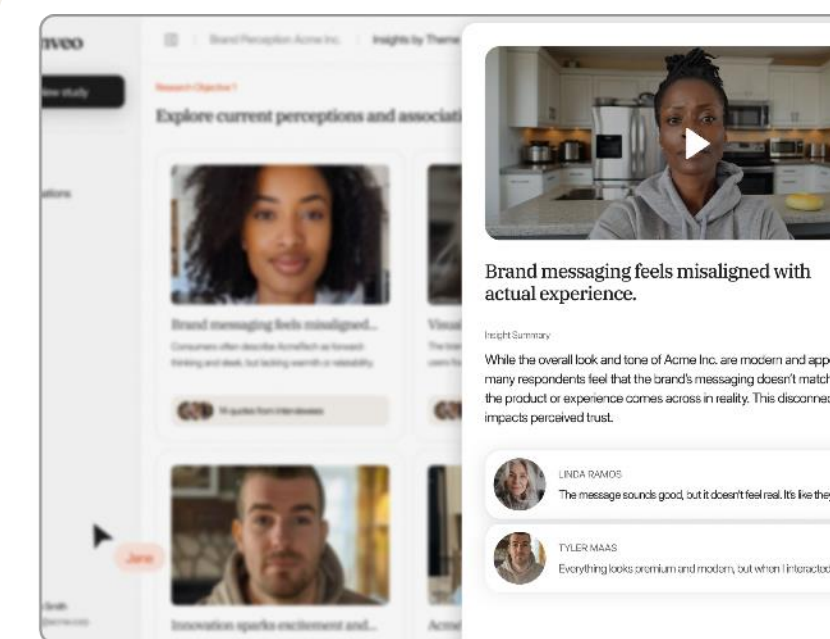
Global Recruiting from 8+ Panels

Easily recruit high quality respondents or share with your own audience



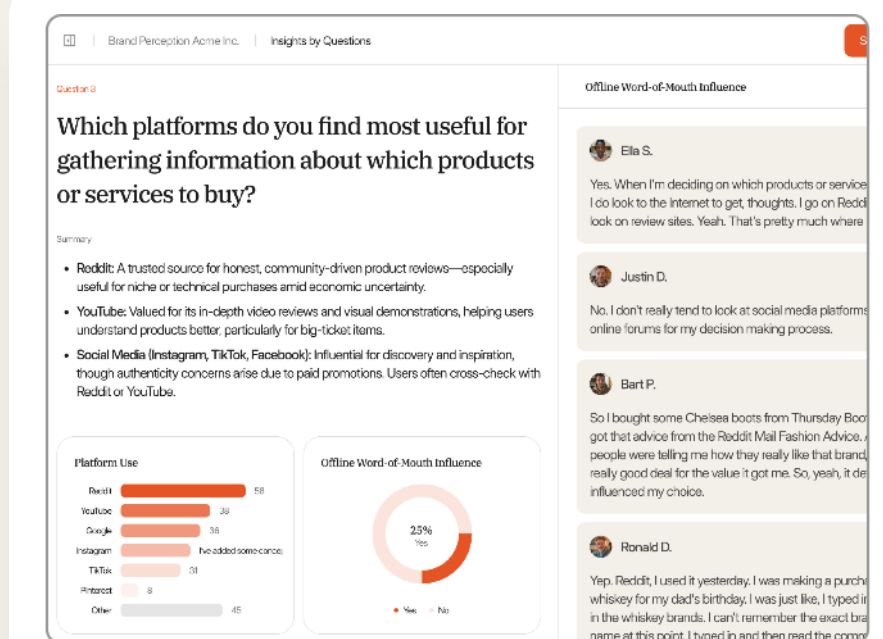
AI-Moderated Conversations

Go deep at scale with Conveo's AI moderator, without the need for human interviewers



AI-Assisted Insight Building

Save hundreds of hours of analysis and trust your insights — with all your data in one place



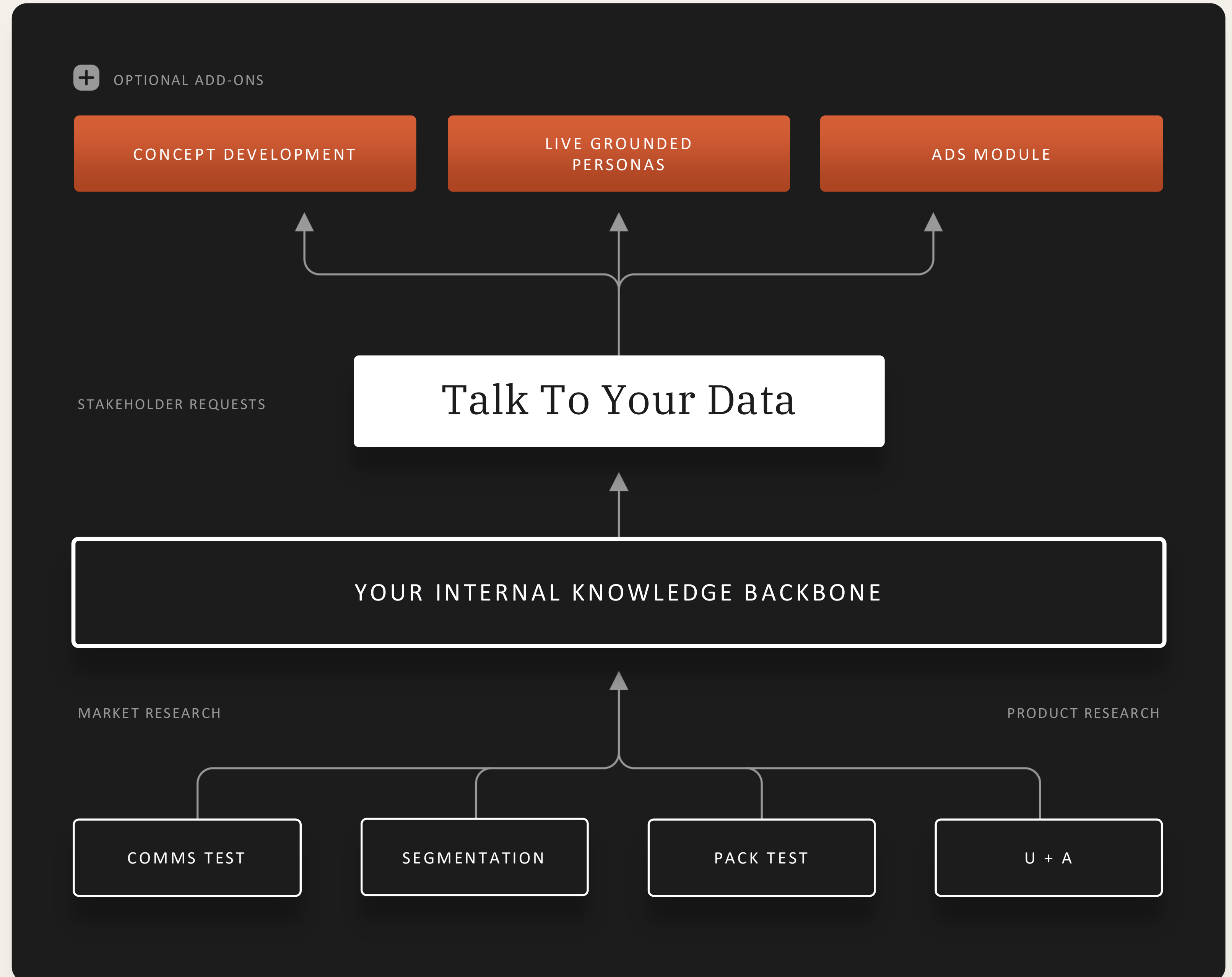
Compound Across Studies

Inform your stakeholders directly with shareable results

Where research meets results

Leading clients are using Conveo
across functions to drive marketing,
sales, and innovation outputs —

*“Conveo’s study quality are by far the best
we’ve seen, but I actually get most value from
using Talk To Your Data for my stakeholder
requests. And even months later, I can simply
ask something, get a cut out, subtitled
video reel and an in-depth report”*



CASE STUDY

Tomorrow's cooks

Video analysis for brands + behavior

DAYS

14

PEOPLE

663

MINUTES

30

LOCATION

BNL

FEATURE

Video
Analysis

STUDY CONTEXT + OBJECTIVES

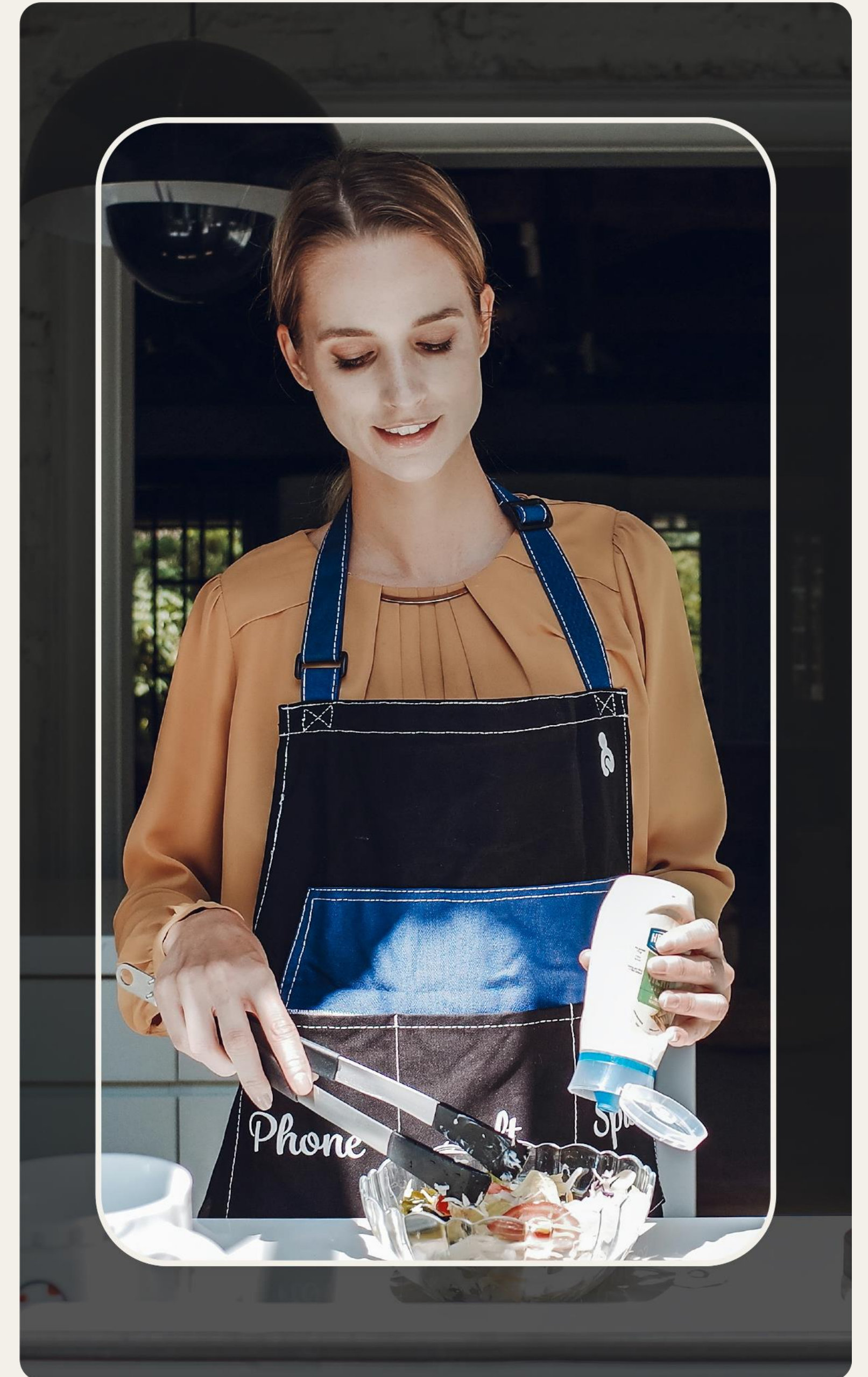
- Broad understanding
- Robust Gen Z persona creation
- Usage & attitudes of key ingredients & products
- Post Study — looking back for air fryer usage

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 is used by world leading brands and agencies

Our customers are groundbreaking innovators

Google

Canva

reddit

P&G

Unilever

FOX

SKIM

itop

NINTH
SET

HUMAN8

VML

Ipsos

Our team comes from leading organizations

esomar

HUMAN8

Ipsos

McKinsey
& Company

KANTAR

datacamp

Our investors have a history of backing winners

Y Combinator

6DC

entourage

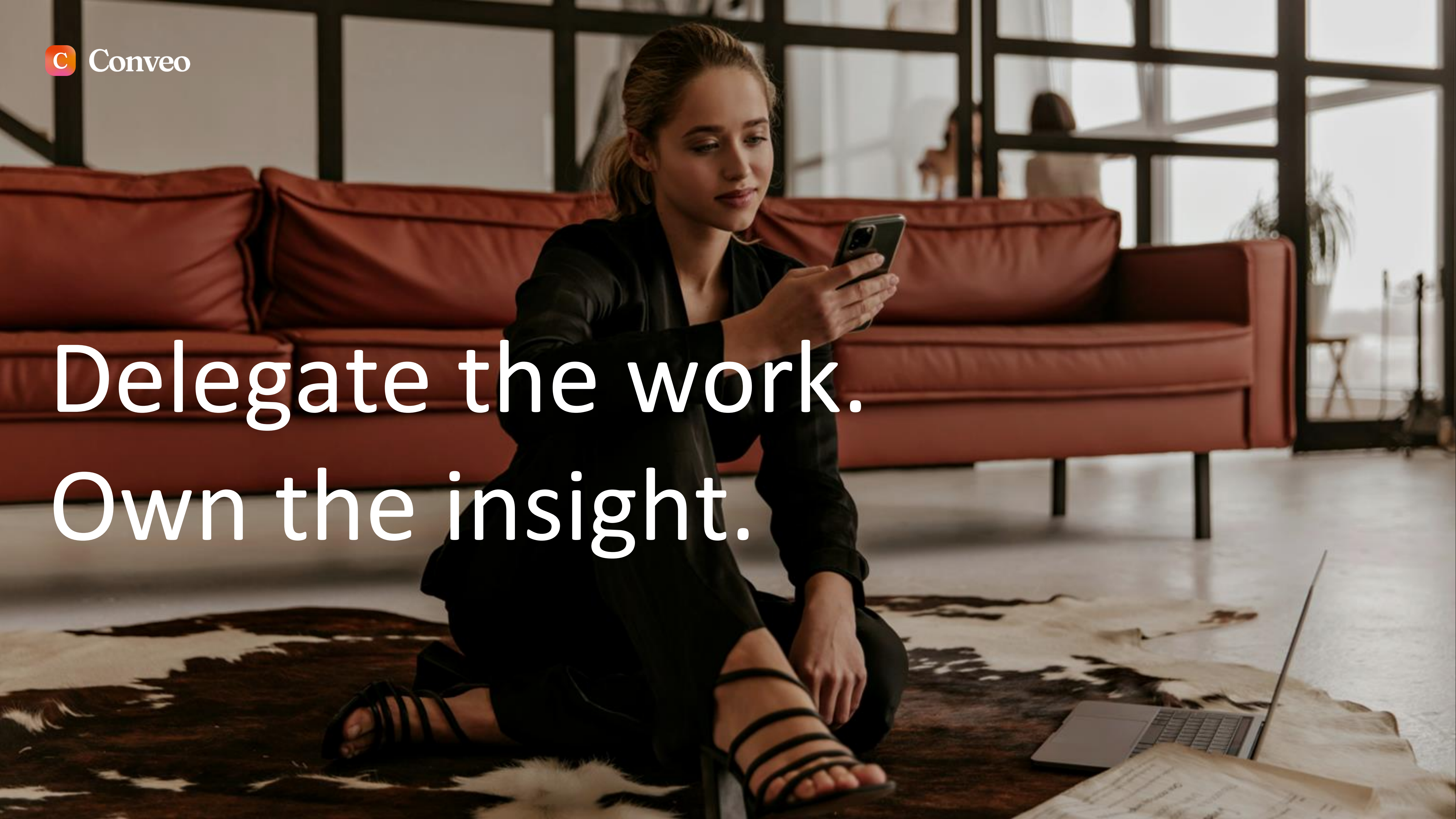
SYNDICATE ONE

Participants that rate us 4 out of 5 or higher

94%

Churn among customers that ran 3 + studies

Zero



Delegate the work.
Own the insight.