

— A ONE-SHEET FOR CREATIVE & ADVERTISING AGENCIES

Conveo for creative & advertising.

Real consumer reactions on every cut, before you ship the work.

Your creative deserves better than a focus group two weeks too late. Conveo lets strategists and account planners pressure-test scripts, storyboards, animatics, and finished cuts with real people in days, with **emotion, attention and brand visibility** picked up automatically from the video itself.

Why agencies choose Conveo

- 01 Built for stimulus testing** — Secure video uploads, image and animatic stimuli, Figma embeds for interactive concepts.
- 02 Real monadic rigor** — Sequential and pure monadic randomisation built in. Clean reads across variants, no leakage.
- 03 Emotion + brand detection** — Multi-modal video analysis picks up laughs, frowns, brand visibility and competing brands on screen.
- 04 Quote reels for the deck** — Auto-generated highlight reels, captioned, ready to drop into client presentations and reviews.
- 05 Fast enough for the brief** — Concept and ad testing in 2-3 days end-to-end. Iterate before the work is locked.

What you can test on Conveo

Ad testing (rough cut to finished)

Concept testing (monadic)

Storyboard / animatic test

Tagline & key visual test

Pack & key art

Multi-market campaign

Influencer / UGC test

Post-launch tracking

Stimulus types: image, video (secure embed), Figma prototype, copy blocks, audio. Ask your Conveo contact if you want to have a look.

The capabilities creative agencies use most



01

Secure video stimuli

Signed URLs and device-locked links stop your pre-release work leaking, without adding friction for participants.



02

Sequential monadic

Same stimuli, random order per participant. The unbiased standard for variant testing on Conveo.



03

Emotion detection

Spot the laugh, the frown, the moment of attention loss. Tied to the exact second of the spot.



04

Brand & object detection

Picks up your brand on screen, your logo, and what the participant's holding. Plus the competitor next to it.



05

Localised stimuli

One study, many markets. Show the right cut to each region in their language, all in one project.



06

Quote reels in seconds

Generate captioned highlight clips from a prompt. Straight into Keynote, Google Slides, or client review.

Compliance & security

SOC 2 Type II	● Certified	ISO 27001	● Certified
HIPAA	● Compliant	ISO 42000	● Lol signed
GDPR	● Fully compliant	Data residency	Global / custom
Training on your data	● Never	Access control	RBAC + study fencing

TALK TO US

Bring the work to consumers, before the work is locked.

Pilot Conveo against your next campaign test. Real reactions, on the cut, in the brief.

Get in touch →

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