

— A ONE-SHEET FOR AUTOMOTIVE AGENCIES

Conveo for automotive.

EV concepts, ADAS features, dealer experience, every wave, every market.

Automotive product cycles are long; the questions inside them change every quarter. Conveo lets automotive agencies validate **concept renders, ADAS features, dealer journeys and ad creative** across markets, with the same panel re-engaged across waves and the same study running in 6 countries in parallel.

Why agencies choose Conveo

- 01 Concept renders and CGI** — Secure video and image stimuli. Pre-release work stays protected behind signed URLs and device-locked links.
- 02 ADAS, EV and feature testing** — Feature-level concept testing with monadic and sequential monadic randomisation.
- 03 Multi-country in parallel** — Localised stimuli, 48 languages, 8+ panel partners. One study, many markets, one report.
- 04 Long-cycle longitudinal** — Re-engage the same buyers across the consideration window. From first awareness to test drive to purchase.
- 05 Dealer experience research** — Screen-share for digital configurators, mobile interviews for showroom visits.

Automotive research Conveo runs

EV concept & feature testing

ADAS feature acceptance

Vehicle CGI & render test

Brand & model equity

Dealer experience study

Configurator usability

Purchase-journey longitudinal

Multi-market ad test

Stimulus types: render, video, configurator screen-share, copy, audio. Secure embeds for pre-launch work. *Ask your Conveo contact if you want to have a look.*

The automotive capabilities that matter



01

Secure video stimuli

Signed URLs and device-locked interview links. Pre-launch CGI and design work stay confidential.



02

Sequential monadic

Compare 4 EV concepts cleanly, with randomised order across participants. The unbiased standard.



03

Localised stimuli

One study, German, French, US, Japanese cuts in parallel. Each respondent sees the right one.



04

Longitudinal panels

Re-engage the same buyers month over month across the long automotive consideration window.



05

AI Personas

Auto-build evidence-backed buyer personas from your interviews. Photos, quotes, source clips.



06

Emotion & brand detection

Multi-modal video catches the smile at the dashboard render, the brand on the test-drive lot.

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 real buyers into every concept and campaign.

Pilot Conveo against a live concept, feature, or campaign test. Across markets, in days.

Get in touch →

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