



Confident decisions in days with natural AI-led video interviews at any scale

Your AI co-worker designs expert studies, interviews **real people at any scale** 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



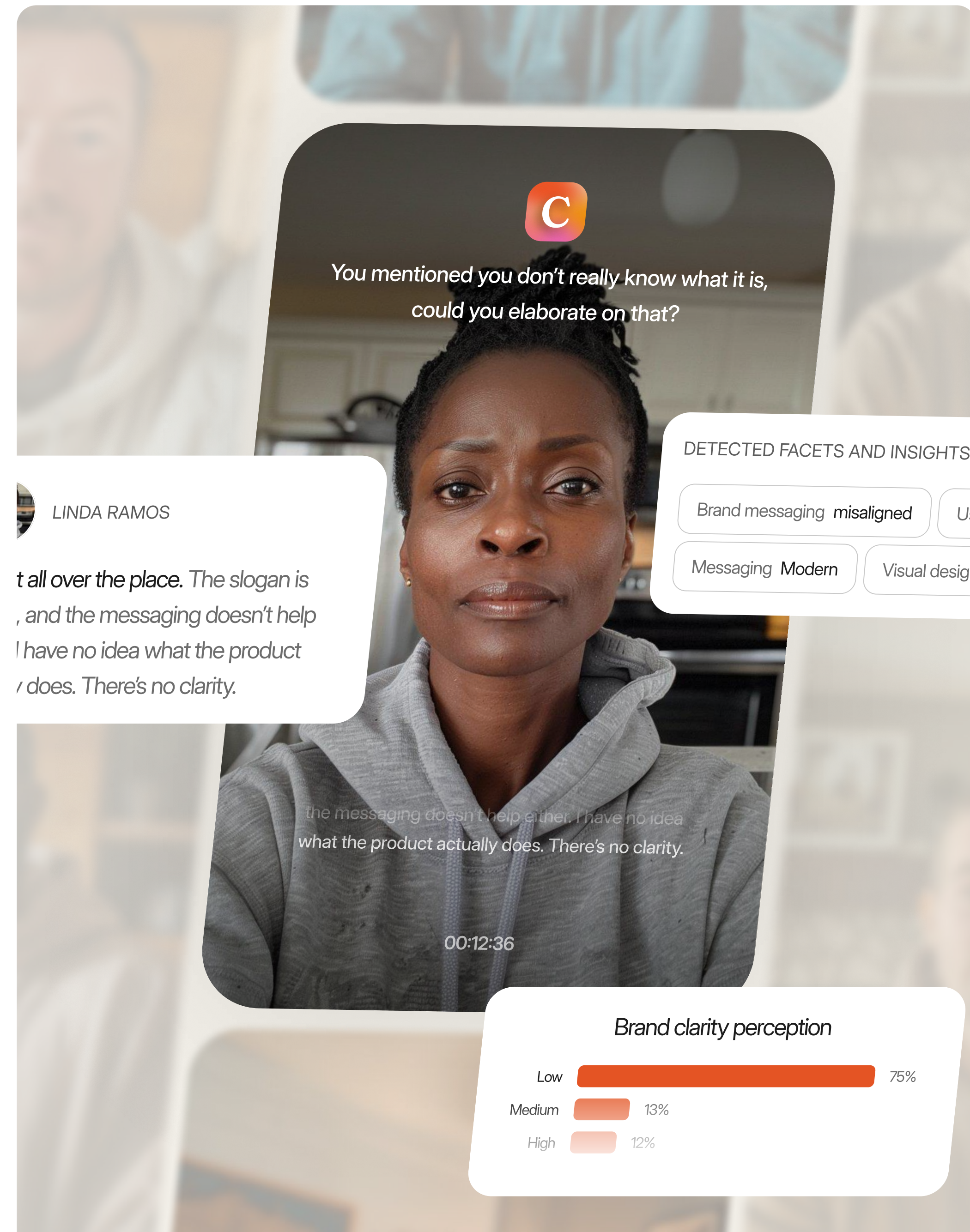
Head of Research & Methods
Niels Schillewaert, PhD
FORMER PRESIDENT ESOMAR

BACKED BY



👋 Reach out: hello@conveo.ai

[Book a demo](#)





Research matters more than ever but your team is constrained

Time

The Business moves too fast with too many requests

- Great research takes time, but decisions can't wait
- Constant stream of requests, many low-priority
- No time for real thinking, or synthesis

Cost

Limited resources force you to compromise on quality

- Default to low signal methods or low sample, to save time & resources
- Just as the world gets harder to understand, you're asked to do more with less
- Pressured to adopt AI, but nothing really works (great marketing though!)

Impact

Insights struggle to drive impact and are not reused

- Stakeholders hear what they want to hear, they don't believe the insights
- You have mountains of existing stale data (videos, transcripts, reports,...)
- You're seen as a gatekeeper to knowledge, but there's no other option

It's as if the pressure was rising — but our processes and systems weren't built for the pace, volume, or complexity of today.

VP Insights, JDE Peets



Ben & Jerry's 'Exotic Fusion' ice cream flavors.

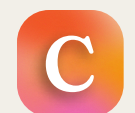
- What is the potential of an "Exotic Fusion Ice Cream" line?
- Explore brand fit for Ben & Jerry's
- How to optimize these concepts for market success?

Number of completions

153

Avg. interview time

38m 45s



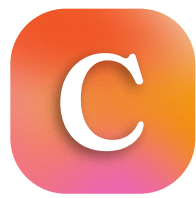
Tot. time to **interview, analyse and summarize**

4hrs

Because everyone eats ice cream



Brands redefine consumer insights with Conveo



1. Unparalleled insight quality

Revolutionary data collection

- Truly natural video interviews with real people
- Multi-lingual

Unparalleled insight extraction

- AI research coworker across studies
- Multimodal analysis: emotions, detailed behavior, brand detections

2. Actually driving revenue

Why at scale enables

- What decisions to make
- With much higher confidence
- Rapid iteration

Easier and more powerful stakeholder engagement

- Video of real consumers
- Interactive reports
- Export to ppt

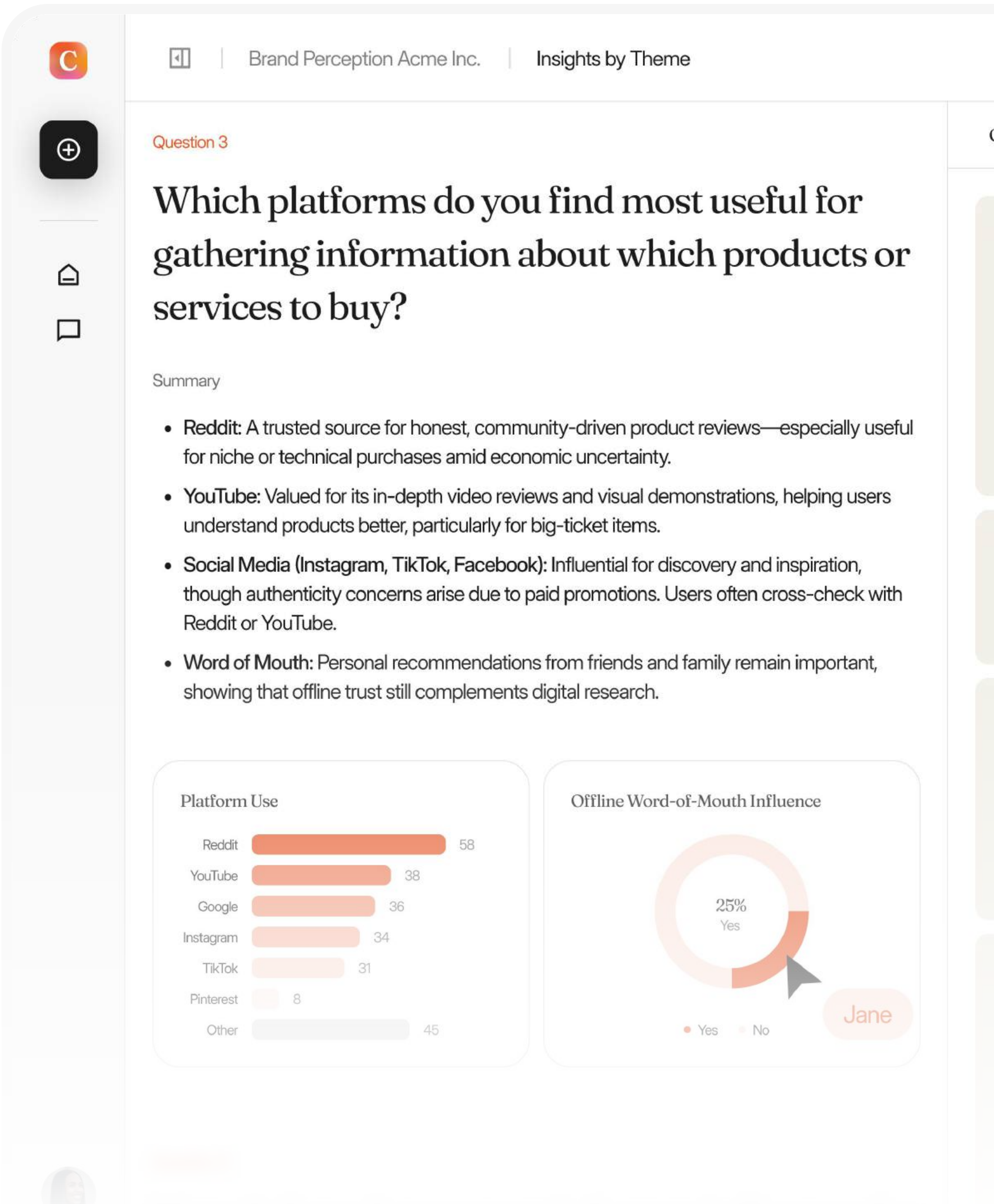
Stakeholder insight modules (curated access)

- Marketing
- Product & Innovation
- Sales stories

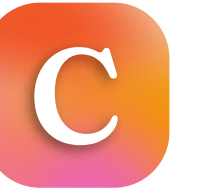
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Teams drive revenue across use cases with Conveo



Consumer Insights

Uncover unmet needs

Localized research

Voice of customer

Behavioral

Ethnographies

Purchase drivers

Category entry points

Attitudinal research

Multi-country

NPS & CSAT

Brand, Marketing & Strategy

Buyer motivation

Claims testing

Message testing

Brand tracking

Brand perception

Ad testing

Journey mapping

Brand Strategy

Persona building

Brand promise

KOL research

Cultural tensions

Product & Innovation

Ideation

UX testing

Product development

IHUTs

User stories

Jobs to be done

Concept testing

White space mapping

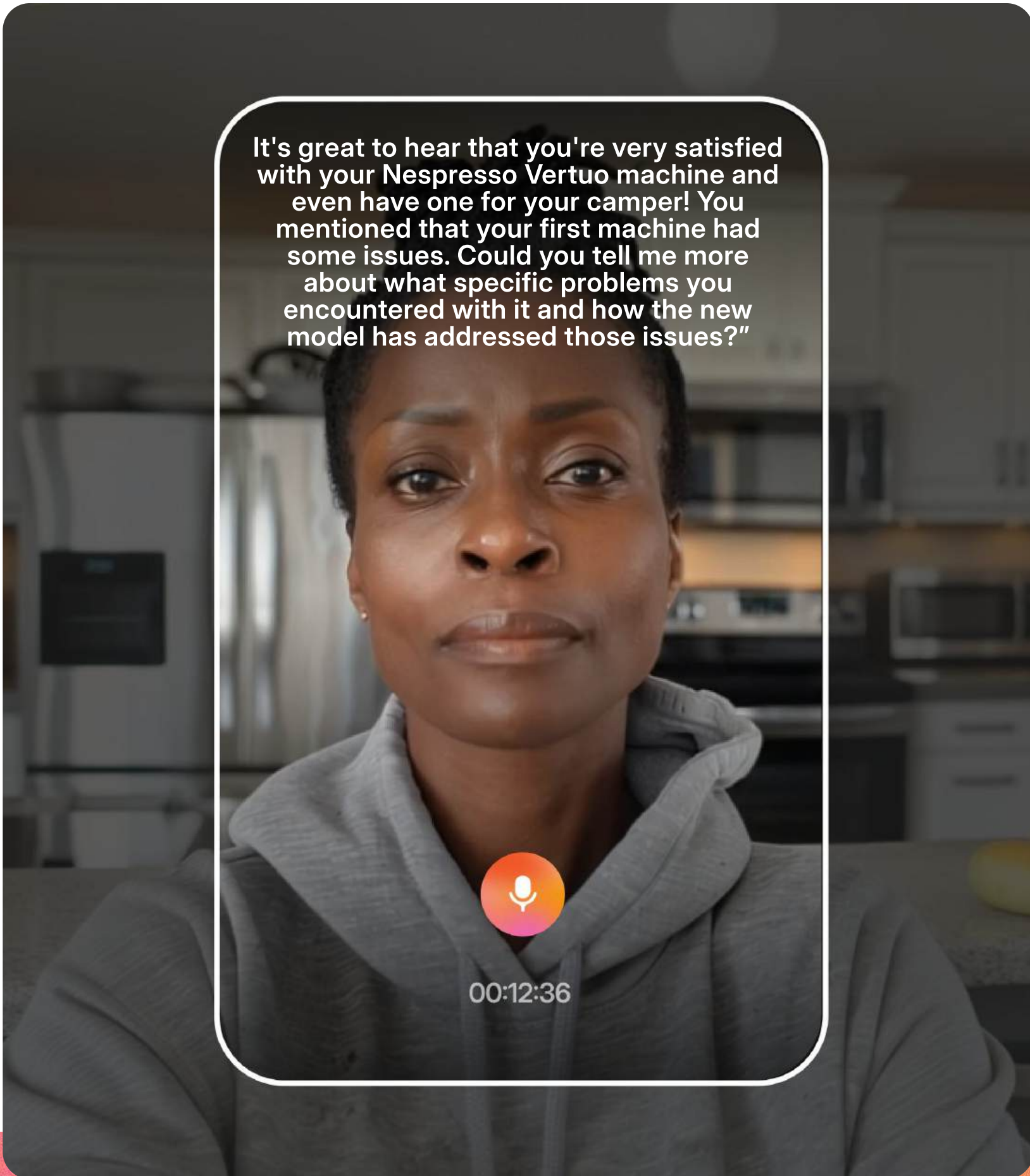
The best insight quality





It's not just an AI-follow-up

It's a fully personalized, natural conversation



ELISABETH

I'm **very satisfied** with my machine. This is actually **my second machine**. **The first one had some issues**. I actually bought 2, one for our **camper** as well.

CONVEO

It's great to hear that you're **very satisfied** with your **Nespresso Vertuo** machine and **even have one for your camper**! You mentioned that your **first machine had some issues**. Could you tell me more about what **specific problems you encountered with it** and **how the new model has addressed those issues?**"

ELISABETH

It was very, very difficult to open and close this, and then I actually felt like it hurt my hand when I did that, my wrist when I did it with the old machine. This one is much easier. I also just like how much hotter this one makes the coffee."

Conveo's moderator:

picks up emotion and nuance

understands context and research goals

uses expert qual techniques to probe (e.g., laddering)

remembers the whole conversation

70%+ of insights are generated from AI-follow-ups

Recruiting in Conveo is effortless with global reach & easy integrations



Recruit globally from Conveo's integrated panels

Global coverage, local nuance

- 50+ languages with free translations

Easy incentives with Conveo Credits

- Choose in USD, deducted from credits

Conveo integrates with multiple panels.

- We can likely add yours!



Easily share with your own audience pools

Just copy & share Conveo's interview link

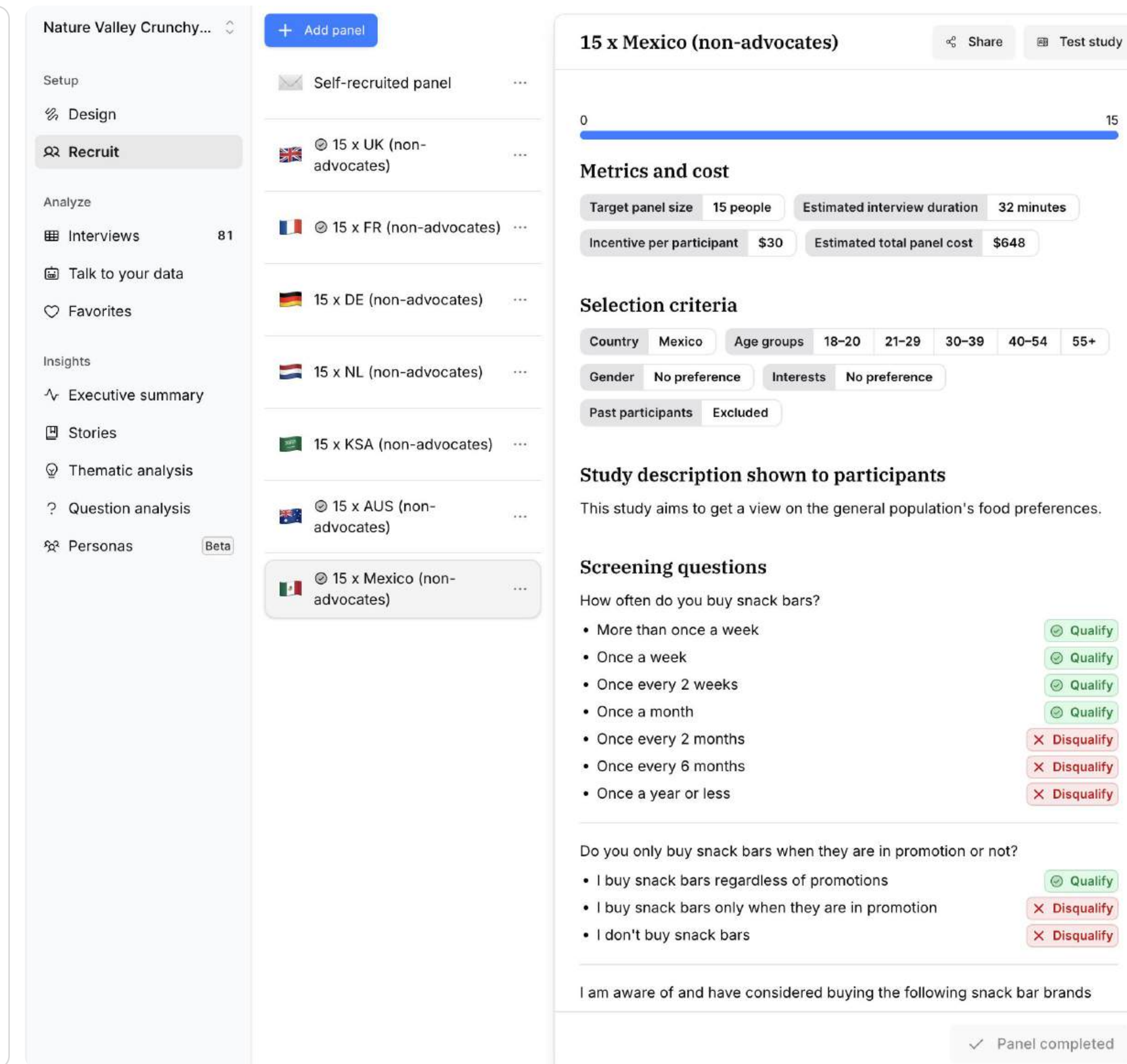
- People just click & interview in the browser

Easily generate personalized links

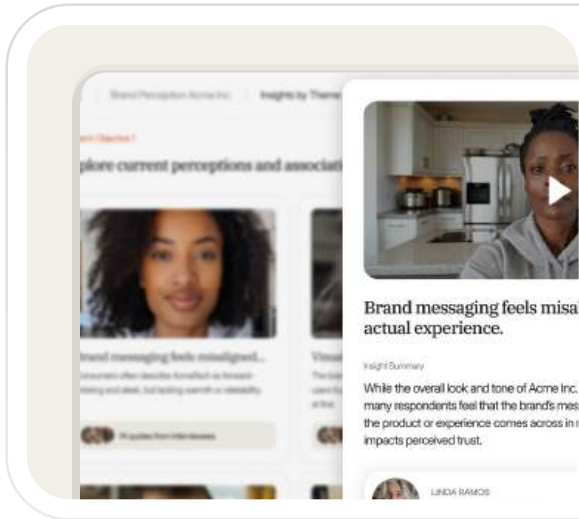
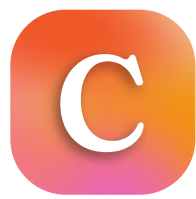
- Generate unique links without sharing PII

Integrations with your own audience pools

- Let's discuss integrating

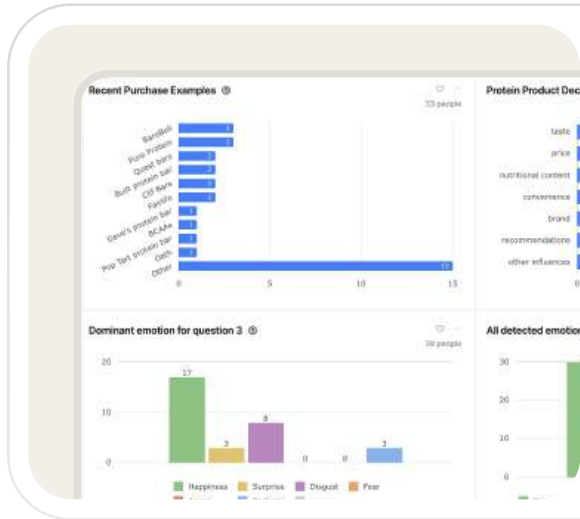


From the raw data across studies & uploads to your story with your AI research coworker



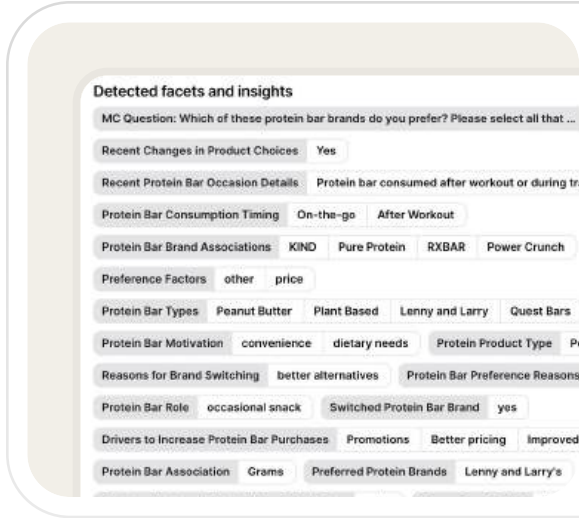
Top-down themes based on research objectives

Conveo's AI finds subtle themes across questions, with automated video reels & drill-downs



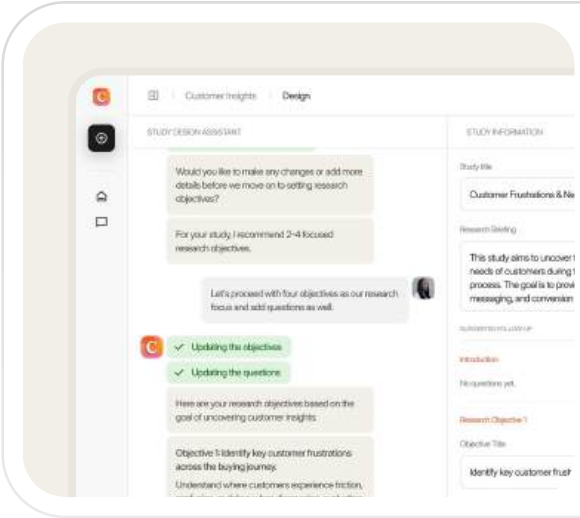
Bottom-up catch-all analysis, quant & qual

Conveo's AI research coworker gives bottom-up question-level analysis ensuring nothing is missed



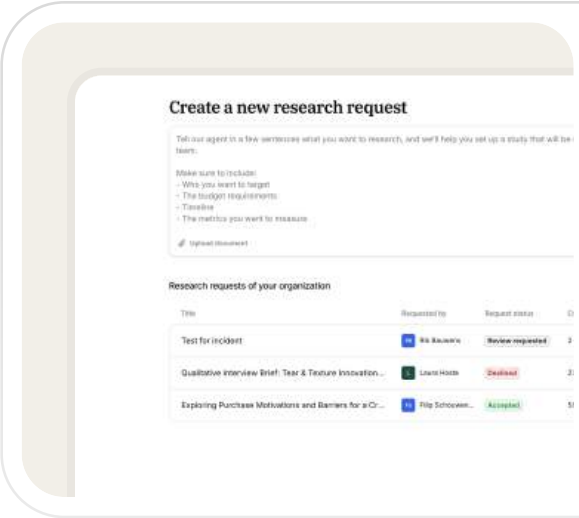
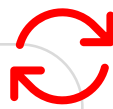
Automated & flexible coding & other powerful tools

All data is automatically coded. You can manually override or instruct the AI to look for & code anything



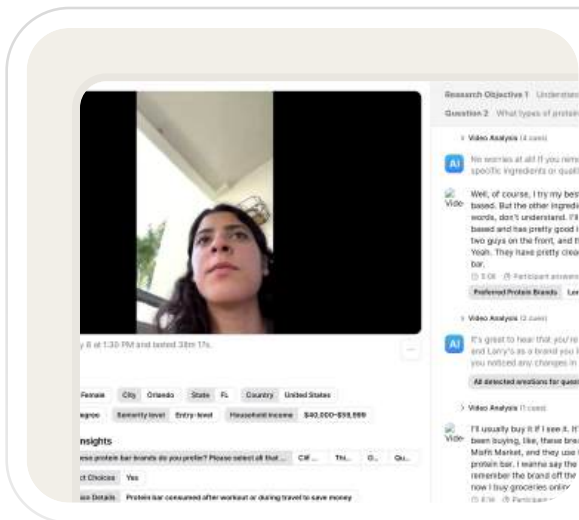
Your AI research coworker with full access to all tools

Efficiently create the most impactful stories with your AI research coworker doing the heavy lifting for you



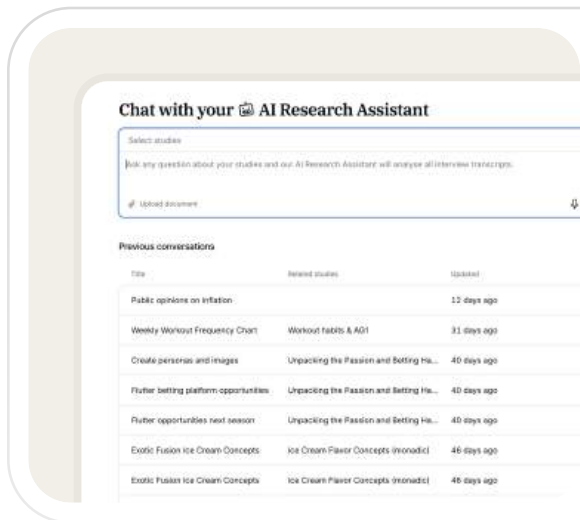
Uploaded data & context on your company

Conveo's AI becomes smarter over time surfacing insights your team might miss otherwise



Raw transcripts & videos

Every single datapoint is rooted in the actual transcript and videos. No hallucinations



Cross-study compounding knowledge

Conveo's AI finds subtle themes across questions, with automated video reels & drill-downs

Key differentiator: One easy to use, powerful platform, strategically compounding insights over time

THE BEST INSIGHT QUALITY: MULTIMODAL ANALYSIS ON VOICE & VIDEO

Unique multimodal capabilities

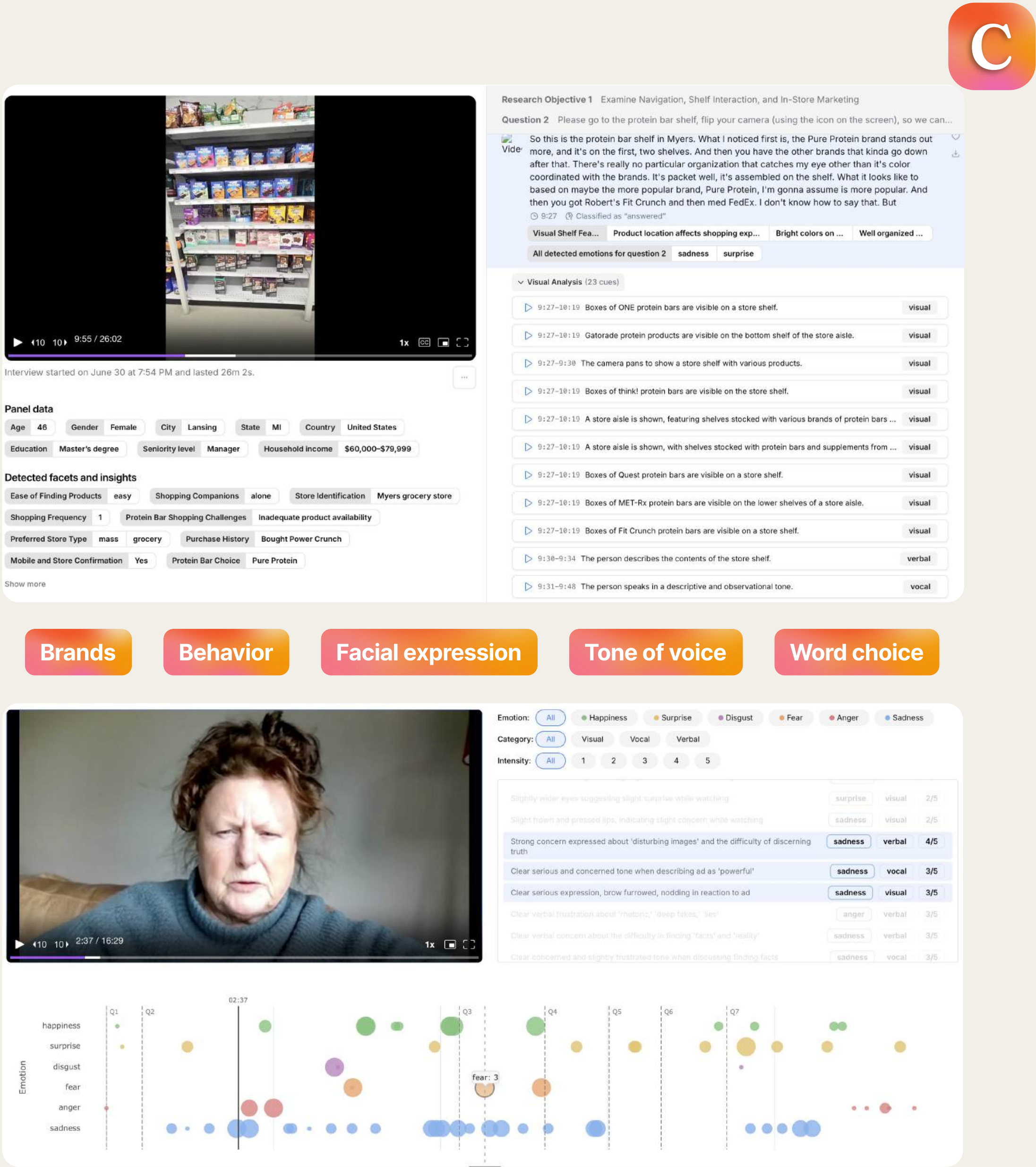
Conveo’s AI research coworker has the most advanced multimodal analysis capabilities in the market.

Our proprietary Analysis Pipeline deconstructs all inputs separately to create signals and aggregate benchmarks resulting in:

- Deep emotional analysis
- Visual analysis (brands, behaviors, say-do gap)

“Conveo’s multimodal capabilities are totally revolutionary. It’s as if you were with the person in the moment and noticed everything.”

Conveo is the only platform in the market with these capabilities



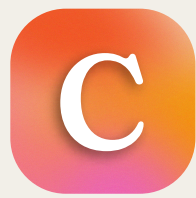
AI does impossible amounts of work for you

Ask your questions and let your AI research coworker do the heavy lifting - whether you're revisiting a Conveo study or integrating legacy research from other vendors

Some examples:

- 1. "What did Gen Z consumers say about sustainability in the last 3 pack tests?"
- 2. "How did emotional tone shift across markets in our 2023 brand equity work?"
- 3. "Are there recurring unmet needs mentioned in our pain point studies across APAC?"

Compound knowledge with every new study



Create 4 Concepts for new flavors of Ben & Jerrys's exotic fusion Ice Cream tubs I can use as stimuli



- ✓ Generated an image
- ✓ Generated an image
- ✓ Generated an image
- ✓ Generated an image

Here are 4 concepts for Ben & Jerry's Exotic Fusion Ice Cream flavors, each with you can use:

- 1. Mango Matcha Tango A tropical fusion of creamy mango ice cream with swirls of matcha and chunks of candied mango.



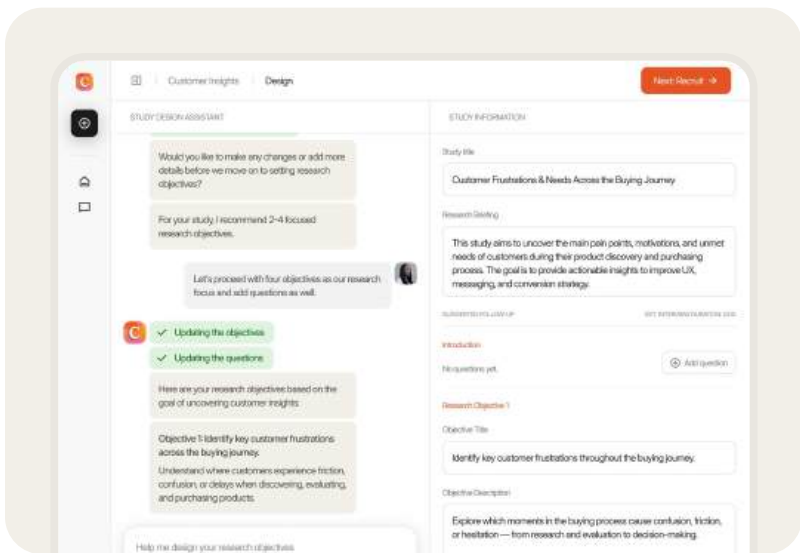
Ice Cream Flavor Concepts (monad...

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



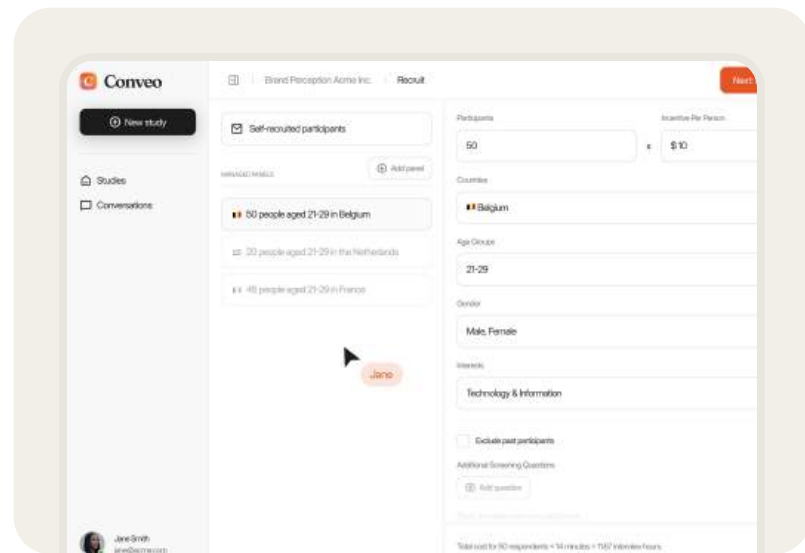


Run your research project in days instead of weeks with AI helping you at every step



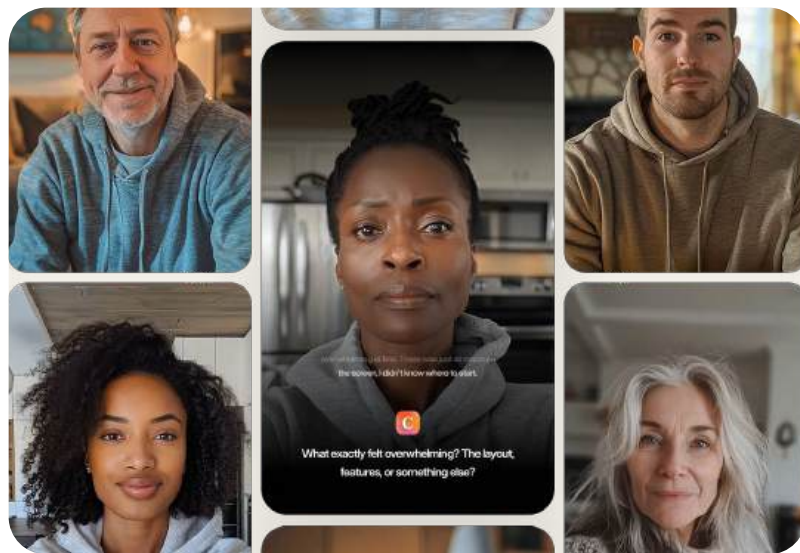
Assisted research set-up

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



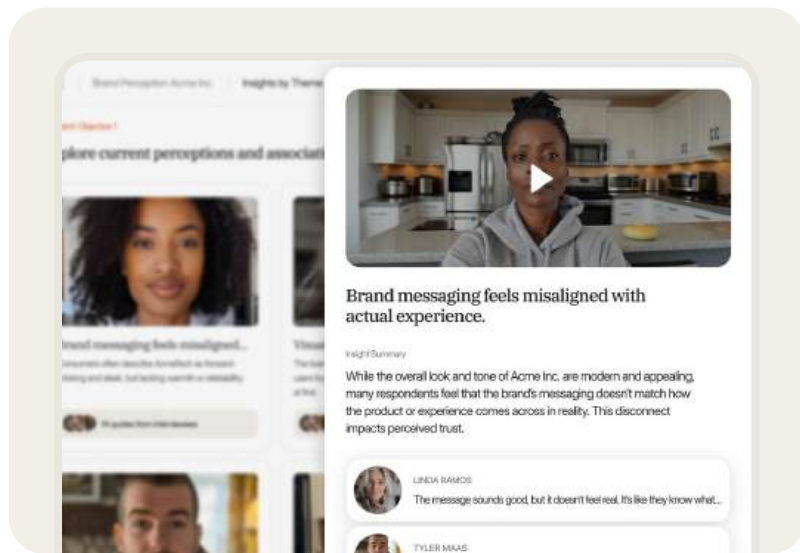
Recruiting respondents

Easily recruit high quality respondents or share with your own audience



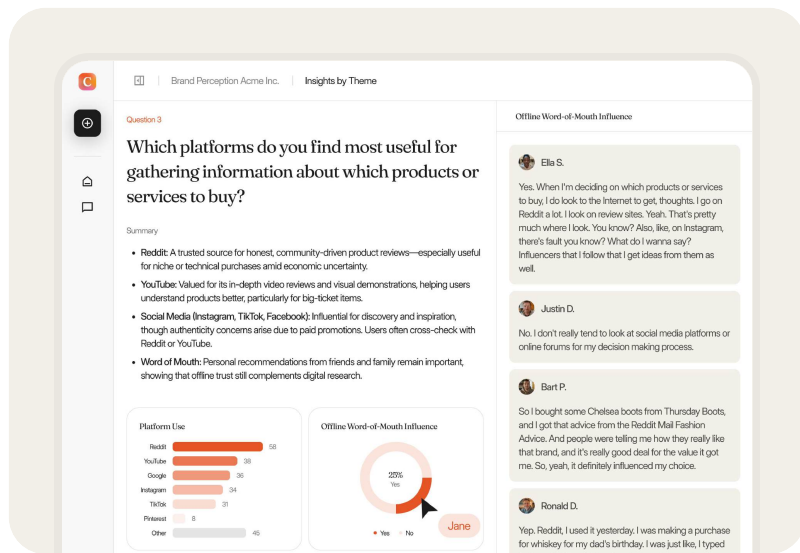
Moderating conversations

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



Automated analysis

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



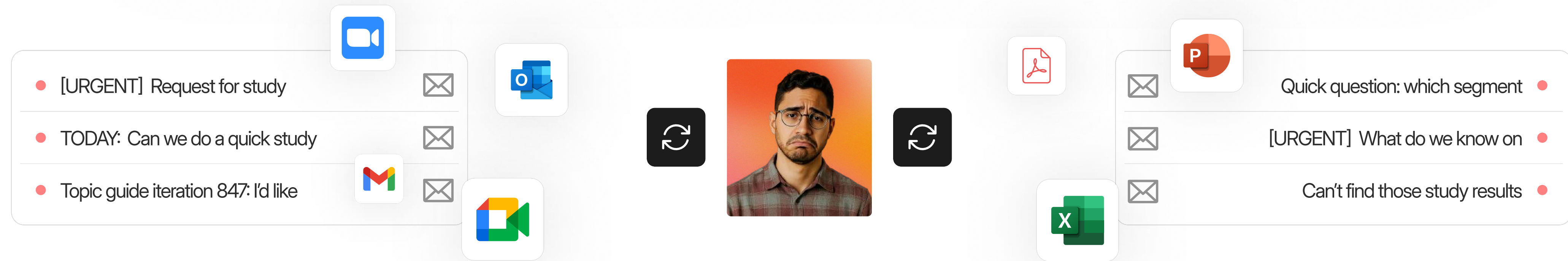
Instant insight sharing

Inform your stakeholders directly with shareable results

Actually driving revenue with stakeholders



The team is overwhelmed with stakeholder requests



Conveo finally gets you on top: Your core stakeholder workflows become AI assisted



Marketing & advertising

Persona module for marketing and advertising teams to drive consumer empathy

Live

Product & innovation

Concept module to innovate based on consumer feedback

Live

Coming soon

Brand teams

Coming soon

Category teams

Coming soon

Strategy teams

Coming soon

Sales teams

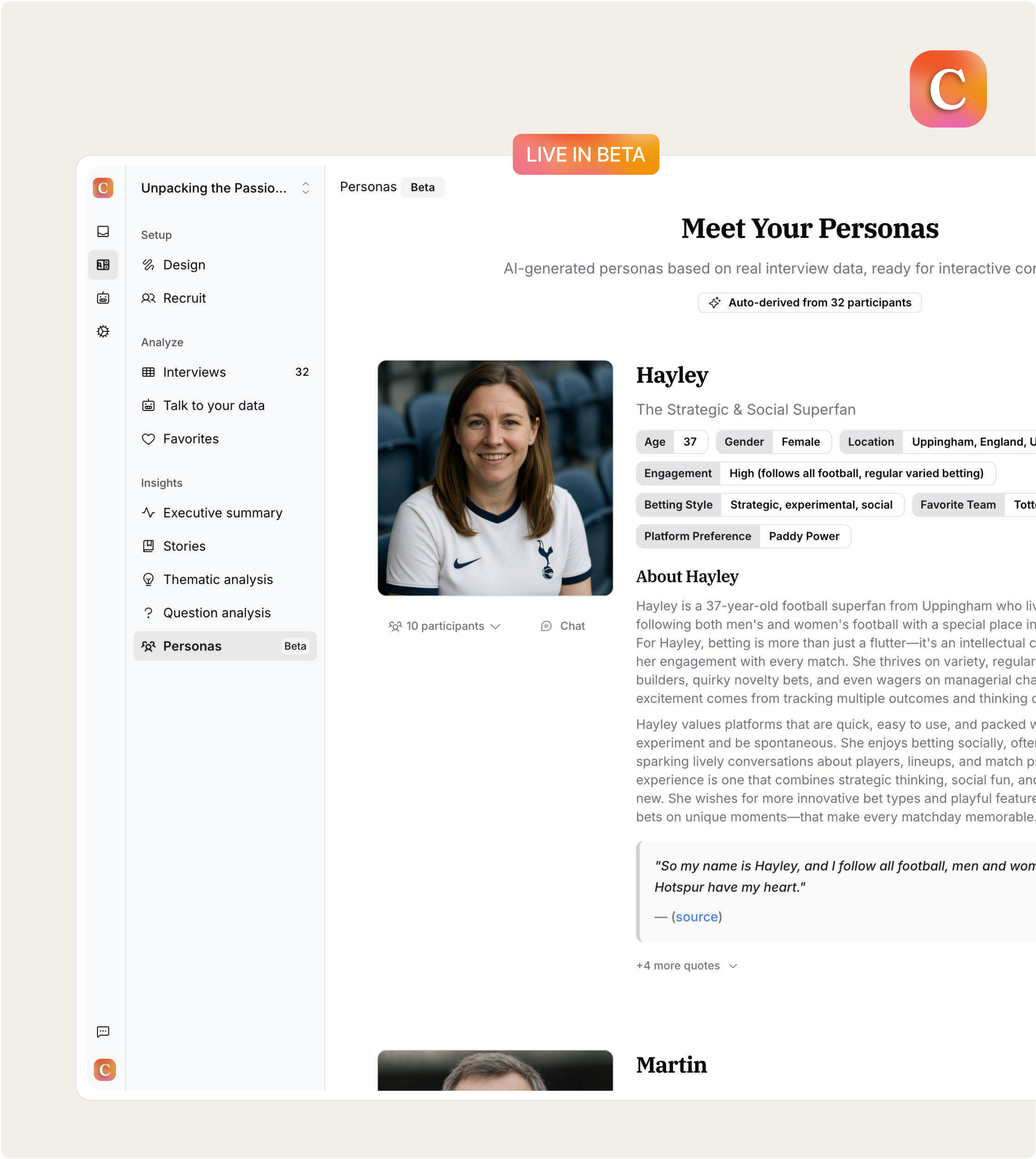
Persona module: for your innovation & marketing teams

Talk to your personas for quick choices and ideation across teams

Personas are flexible:

- Upload your own personas & have respondents map to them
- Have Conveo generate personas based on the study

Personas are not just based on demographics, but actual drivers of behavior



Concept innovation pipeline module

Concepts live across studies and require consumer-driven iterations to get them just right for successful market adoption

Conveo drives revenue impact with its concept pipeline module:

- **Collect & compound insights** on products & concepts across studies & uploaded documents
- **Generate improved concepts** based on consumer feedback to iterate rapidly
- **Enable business stakeholders** to work with consumer-driven data

LAUNCHING SOON

← Back to Concepts

Hellmann's Packaging Evolution

Original packaging concept with consumer feedback and AI-generated improvements

Original Concept



Hellmann's Real Mayonnaise

Description

Classic Hellmann's mayonnaise in traditional glass jar packaging, positioned as the premium mayonnaise choice for families and cooking enthusiasts who value authentic taste and quality ingredients.

Original Goals

- Maintain Hellmann's position as the #1 mayonnaise brand
- Appeal to families seeking quality condiments
- Communicate real ingredients and authentic taste
- Drive household penetration and usage occasions

Package Concerns

48 people

Hard to open jar	18
Need larger family sizes	15
Packaging looks outdated	12
Not environmentally friendly	11
Poor value perception	9
No portion control	8
Difficult to store	6
Can't see product quality	5

+ Create chart

Consumer Feedback Analysis

Packaging Functionality

64%

Fair

- Consumers struggle with jar opening, especially elderly users
- Desire for larger family sizes to reduce shopping frequency
- Need for better portion control to manage calorie intake

"The jar is too hard to open when it's new"
Interview #12

"I go through this so fast, need bigger sizes"
Interview #18

"Hard to control how much I'm using"
Interview #07

Purchase Intent

78%

Good

- Strong brand loyalty but price sensitivity on larger sizes
- Interest in premium variants for special occasions
- Sustainability concerns affecting purchase decisions

"Love Hellmann's but the big jars are expensive"
Interview #23

"Would pay more for a gourmet version"
Interview #31

"Wish the packaging was more eco-friendly"
Interview #05

Brand Perception

85%

Good

- Hellmann's seen as trusted, authentic mayonnaise brand
- Packaging perceived as traditional but could be more modern
- Strong association with quality ingredients and taste

"Hellmann's is the only real mayonnaise"
Interview #05

"The jar looks the same as when I was a kid"
Interview #29

"You can taste the quality difference"
Interview #22

Unsaved Changes

Reset

Save



Decisions based on real stories.



Head of Research & Methods

Niels Schillewaert, PhD

FORMER PRESIDENT ESOMAR

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