

Conveo.ai

Scaling Authentic Insights.

An AI-led Approach to Integrate U&A, Branding and Innovation Insights.

Niels Schillewaert, PhD

Conveo.ai

AI-moderated video interviews, AI-enabled set-up and analysis

Backed by
world-class investors:



Loved by the world's top global brands,
agencies, and consultancies:



KEARNEY



HUMAN8

Day One
STRATEGY

and many more

We just raised 5.3mn EUR to revolutionize consumer insights!



I'm Niels 🖐

Research Geek at Conveo.ai

From digital – innovation

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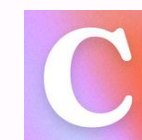
HUMAN8



AI

@

Conveo





15,000 interview minutes
or **31** man days
2 weeks planning
2 weeks field
1 week transcribing
full analysis after **6** weeks

incredibly valuable, but tedious

“What if?”

... you could use **AI** to

... run natural and intelligent interviews

... with real **humans?**

... and integrated in your **work streams?**

Turns out it's possible!

It works incredibly well

and in

12 hours

(+ 8 hrs of sleep and no coffee needed)



Conveo is AI that puts **people** first

~~Synthetic~~ Data

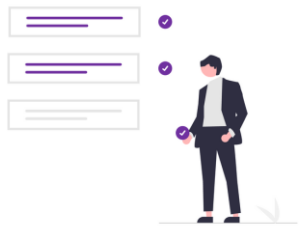
Conveo is a qualitative research team member giving you **superpowers**



Conveo **eliminates** the human **constraint** in research

AI-research design set-up

democratising insights skills



98% faster to launch

from 2 weeks to 20 minutes

"It's easier to launch with Conveo's AI than scheduling the first meeting with an agency or our internal team"

SAZERAC

CMO, Sazerac

100s of video interviews
expert AI moderator
empathizing with real people



100x scale at 95% depth of qualitative insights

100+ interviews in 24 hours

"Conveo's AI moderator is super impressive and our customers love the interactions. I was so sceptical at first."

VP Insights, JDE Peets

AI-expert data analyst
for easily accessible insights



80% less time & cost to actionable insights

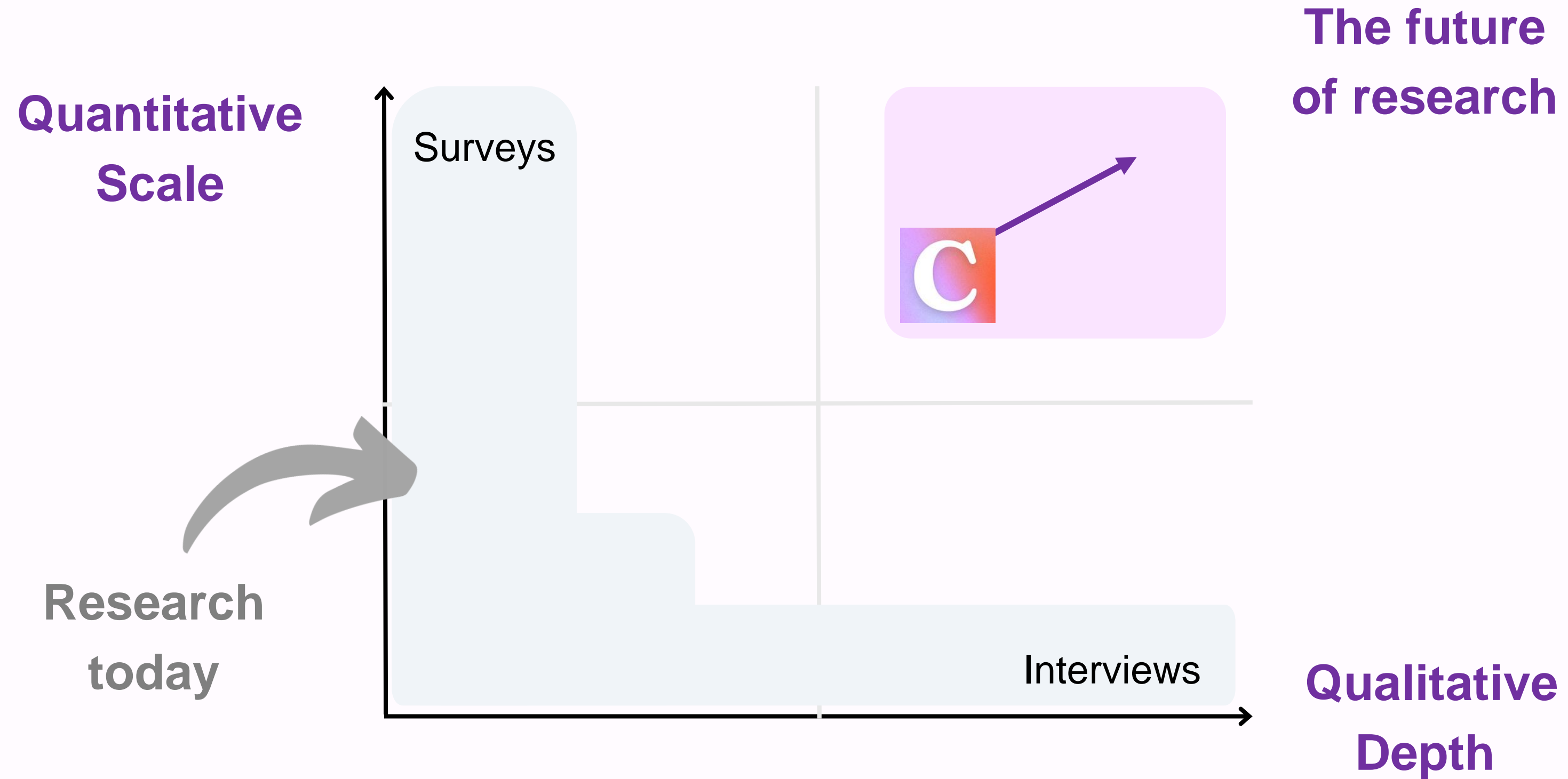
AI delivers interactive insights in minutes with no hallucinations

"Conveo's AI analysis is fully interactive and helped us spot insights we would've missed manually while saving us days of work."



Research team lead, Unilever

Our clients shift research **paradigms**





Conveo wants to get you to the storytelling
and added value faster and easier.

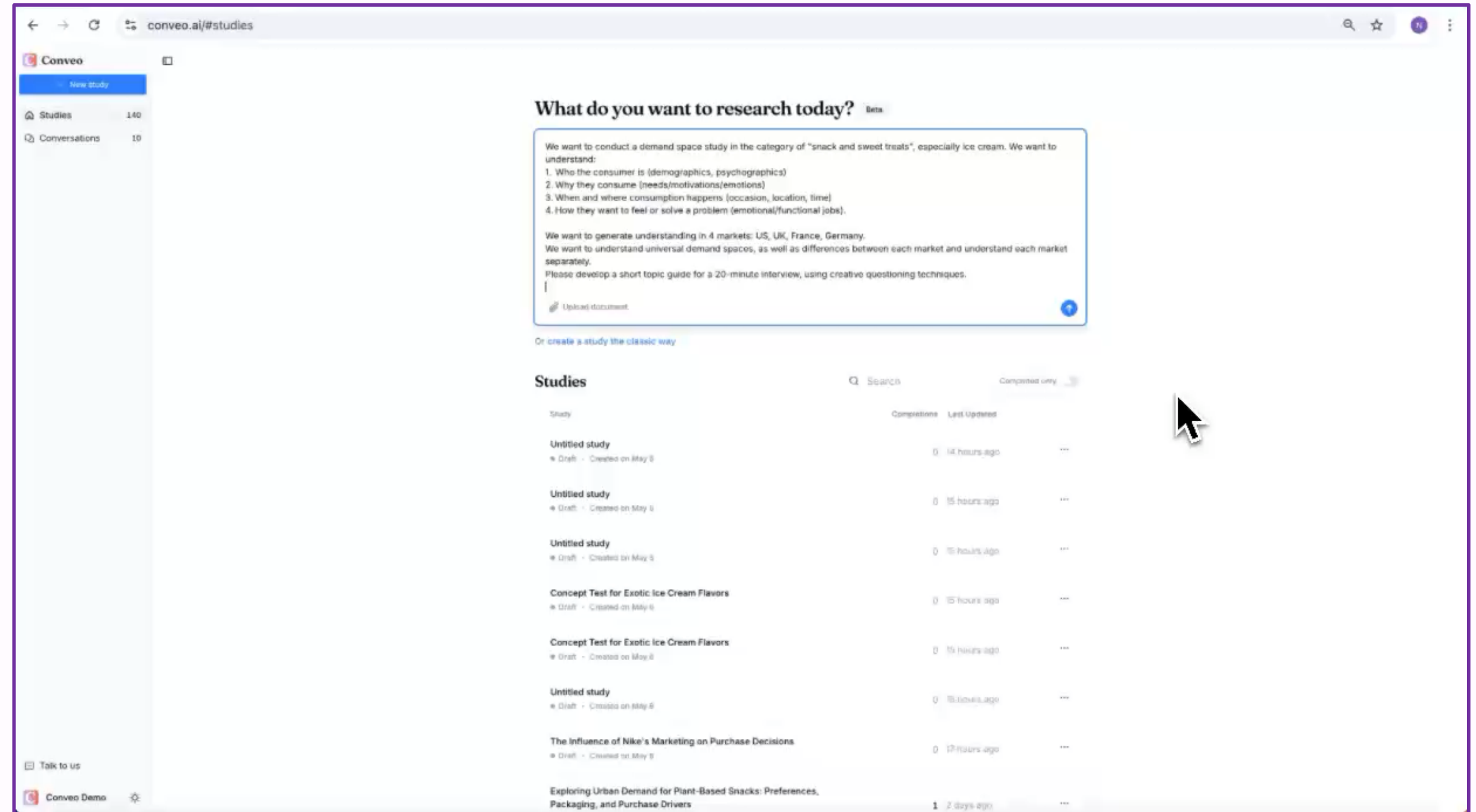
You're in control.

Full Integration Into Your Workstream



AI as a team member and co-worker

Conveo's AI
generates
a full study
design & topic
guide draft



Multi-dimensional Studies Unified



Behavior understanding
Habits, demand spaces,
JTBD, triggers & barriers ...

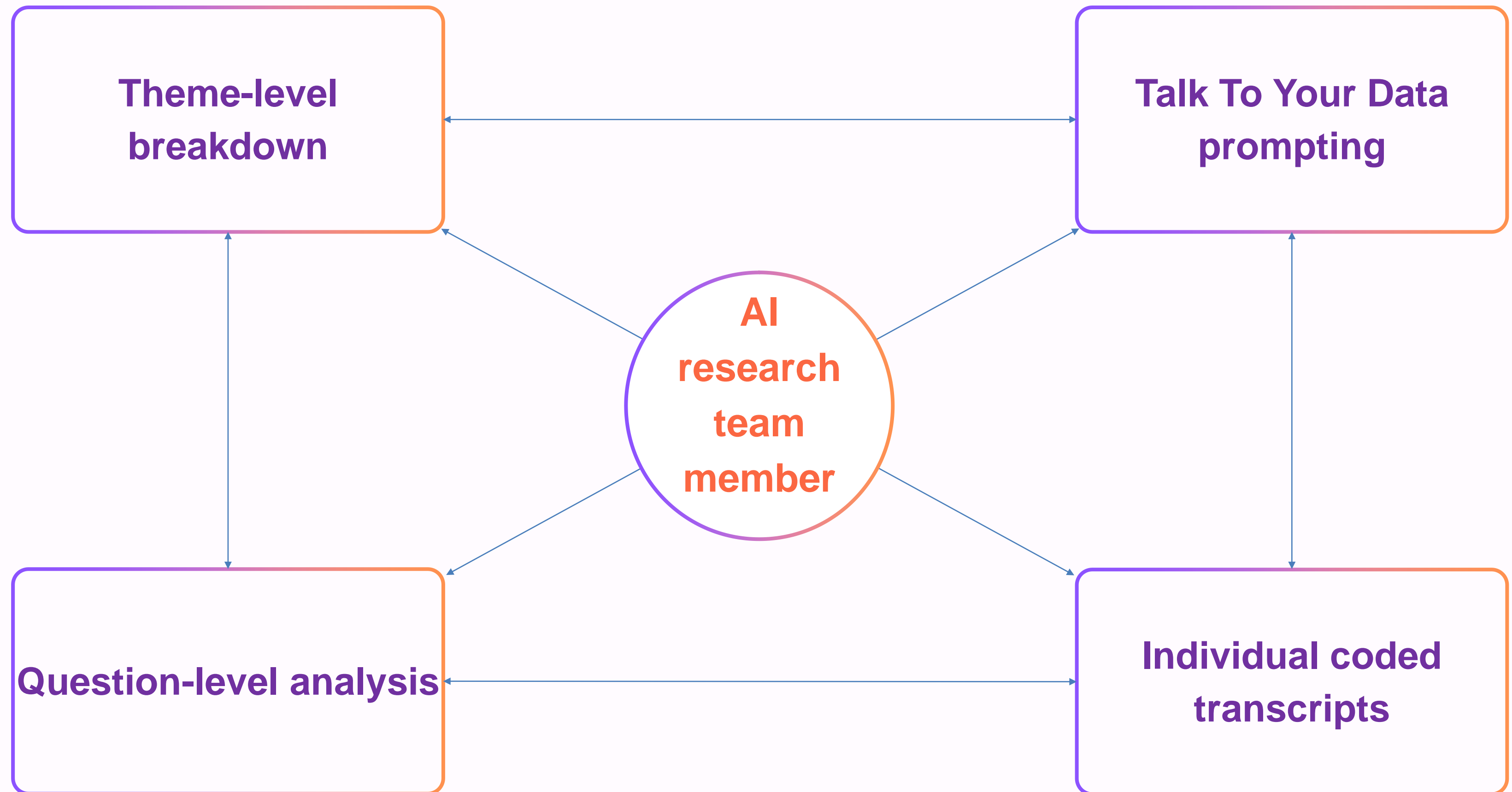
Brand building & expression
Elicit brand associations
Communication engagement

**Holistic
More Effective
Decision Making**

Concept optimization
Products, packs, usage ...



Multi-level Analysis



Ice Cream

Ben & Jerry's 'Exotic Fusion' Ice Cream Flavors

- Ice cream demand spaces
- Idea sensing for "Exotic Fusion Ice Cream" + explore brand fit for Ben & Jerry's
- How to optimize these concepts for market success?

Number of completions

192

Avg. interview time

21m 45s

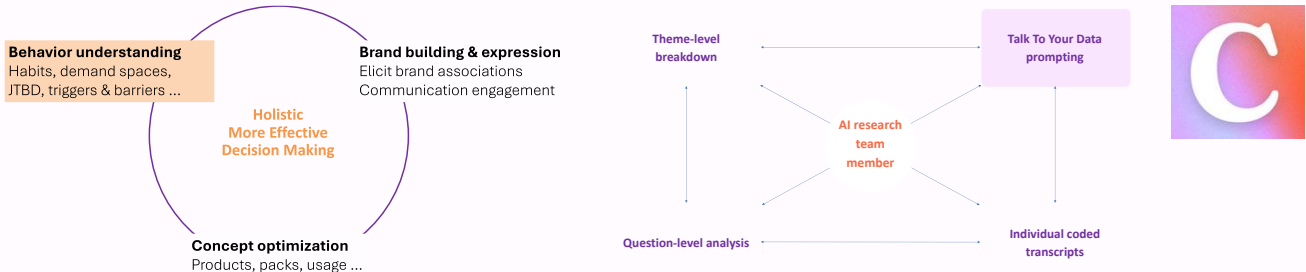
Tot. time to interview, analyse and summarize

10 hours



Triggers & Barriers?

Let's Just Ask



4

3

aces in ...

223

ne

stion



4

153

Talk to Your Data

Exploring Demand Spaces in Snack... x

W



Previous conversations

Title	Related studies	Updated	
Create 5-10 demand spaces	Exploring Demand Spaces in Snacks & ...	6 days ago	...
Create demand spaces with insights	Exploring Demand Spaces in Snacks & ...	7 days ago	...
Ice Cream Segmentation Analysis	Exploring Demand Spaces in Snacks & ...	12 days ago	...

- TRIGGERS**
 - Emotional and Sensory Gratification
 - Stress Relief and Relaxation
 - Flavor and Texture Preferences
- BARRIERS**
 - Health Concerns
 - Dietary Restrictions
 - Perceived Value and Quality

Appeal Of The Idea?

Emerging Themes

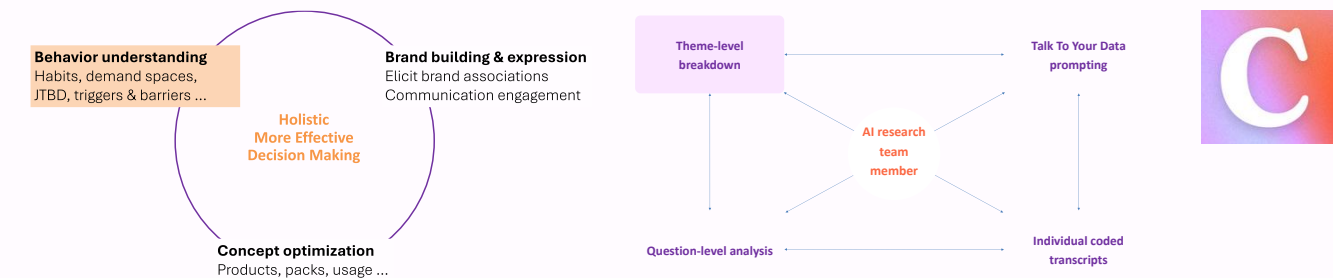
Balance Novel Ingredients with Familiar Tastes for Maximum Appeal

+

Leverage Attractive Packaging and Clear Messaging to Set Correct Flavor Expectations

+

Segment Target Audiences Based on Flavor Profile Preference



"I would go with the tropical matcha mango fusion. It seems like all the young people today are into matcha drinks, and with mango as the flavor of the season, it would sell reall...

Show more

Lisa, Lecturer



"They definitely have appeal to different audiences based on the flavor. The tropical matcha mango fusion seems perfect for a trendy, Starbucks-type crowd, while...

Show more

Taylor, CNC Machinist

Appeal Of The Idea?

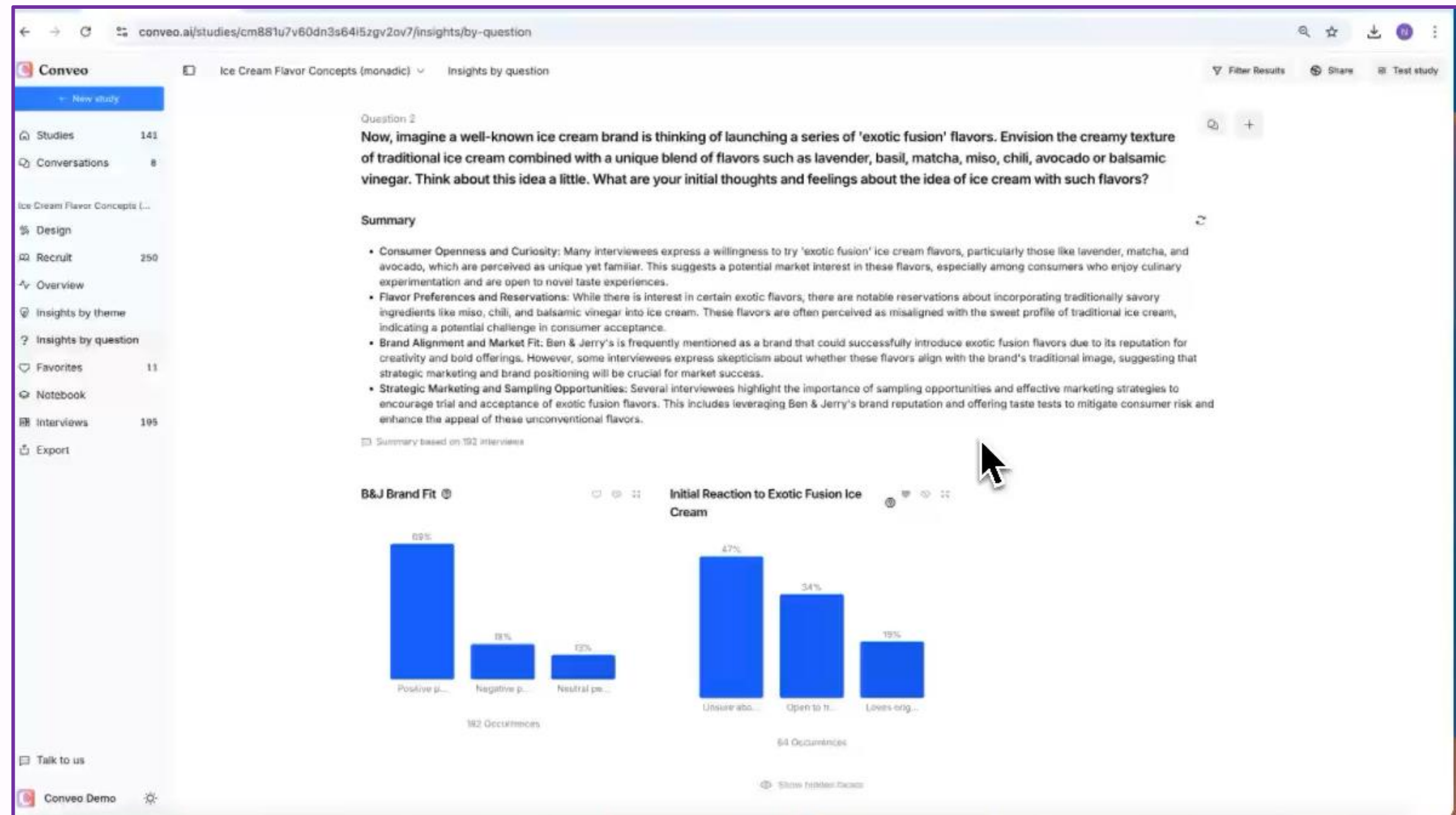
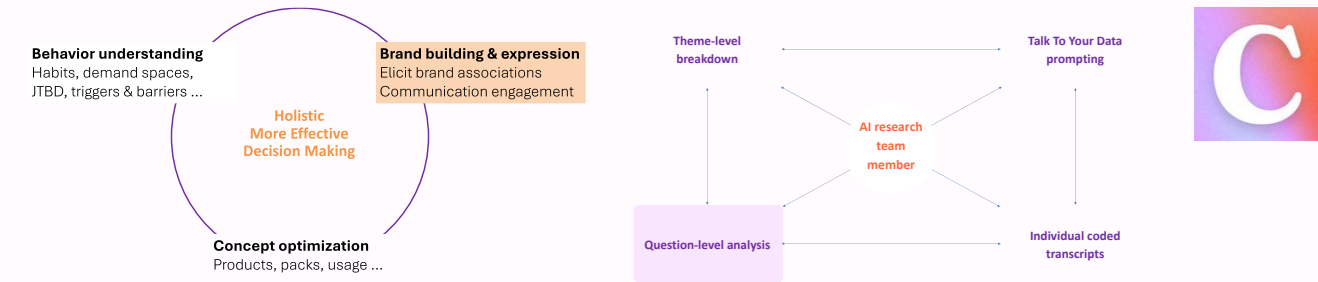
Brand Fit: Why and Compare

Overall, very good brand fit with clear taste preferences

NO alignment with Ben & Jerry's established brand identity in

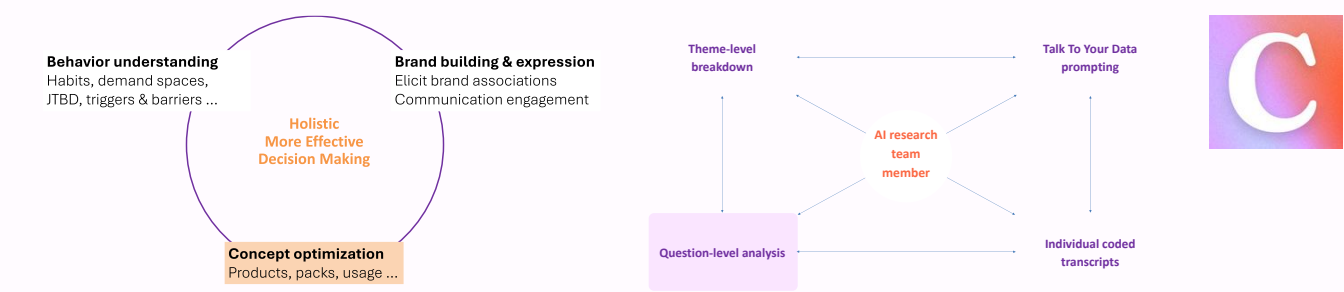


which is typically associated with indulgent, dessert-like, and familiar flavors, rather than savory or unconventional profiles



4 Product Concepts

Monadically presented



A honey lavender ice cream base with a swirl of mild chili pepper heat. The combination of sweet floral notes from lavender and a touch of spice creates a unique sensory experience



An elegant blend of earthy matcha and smooth white chocolate, offering a balanced treat. The matcha delivers a delicate, grassy flavor, the white chocolate adds a creamy sweetness, perfect for a refined, flavorful indulgence



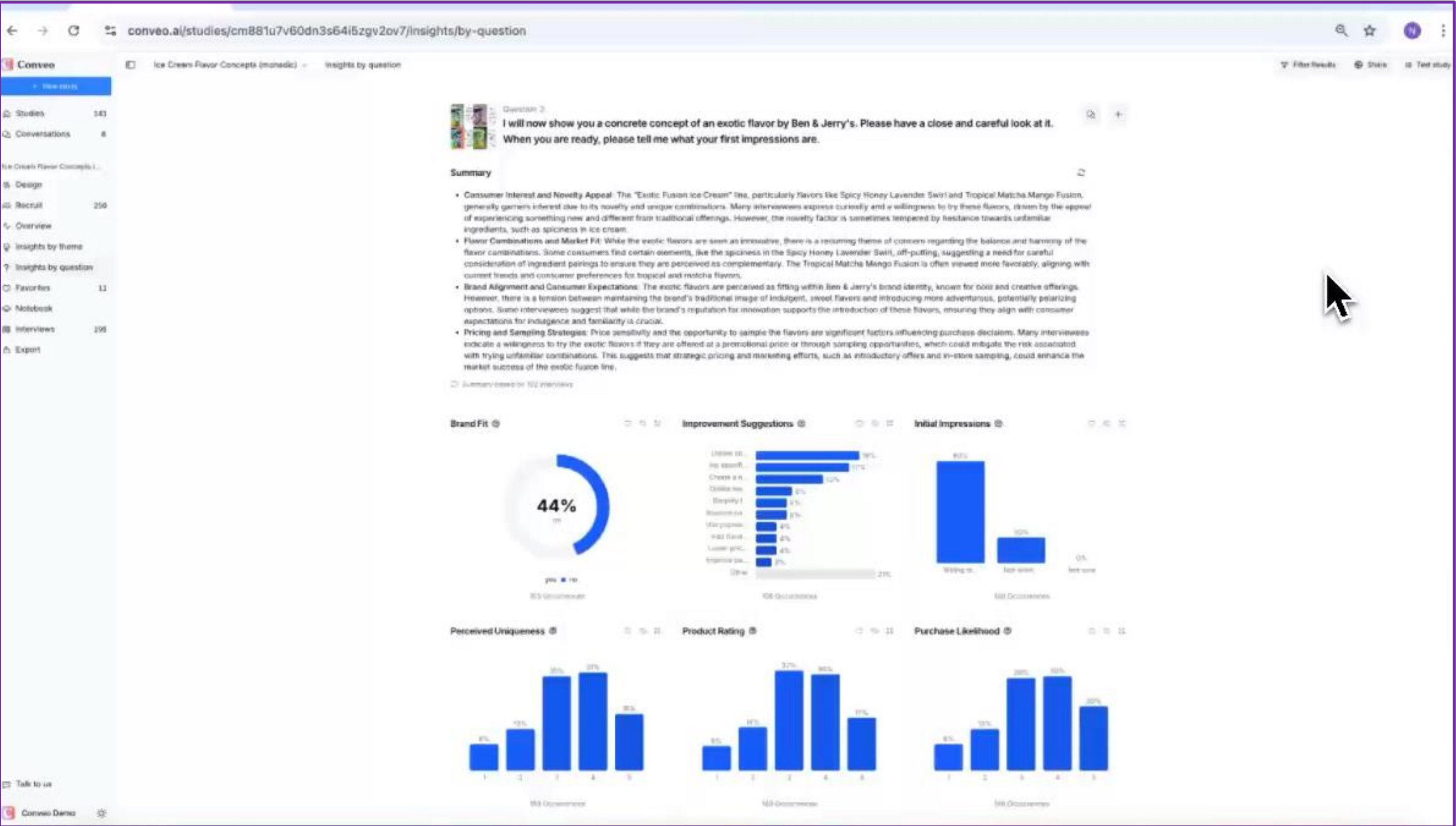
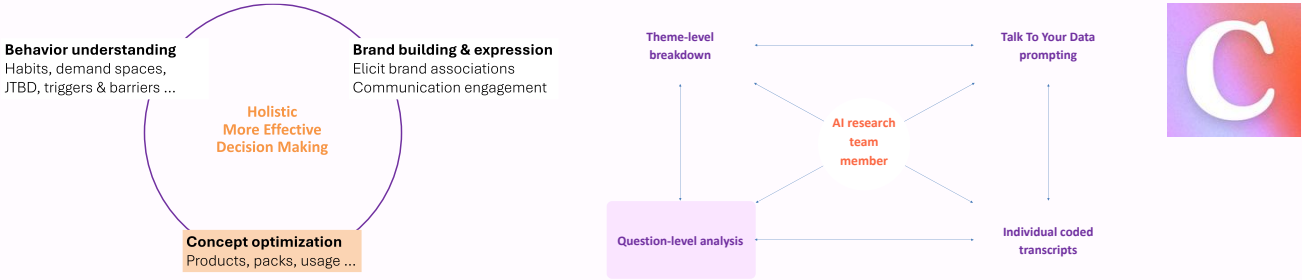
A rich fusion of creamy avocado and sweet coconut, delivering a smooth, tropical experience. The avocado provides a velvety texture, while the coconut adds a refreshing, natural sweetness



A fusion of creamy matcha green tea and chunks of fresh mango, creating a refreshing blend of earthy and tropical flavors. The matcha provides a smooth base, while the mango adds bursts of sweetness

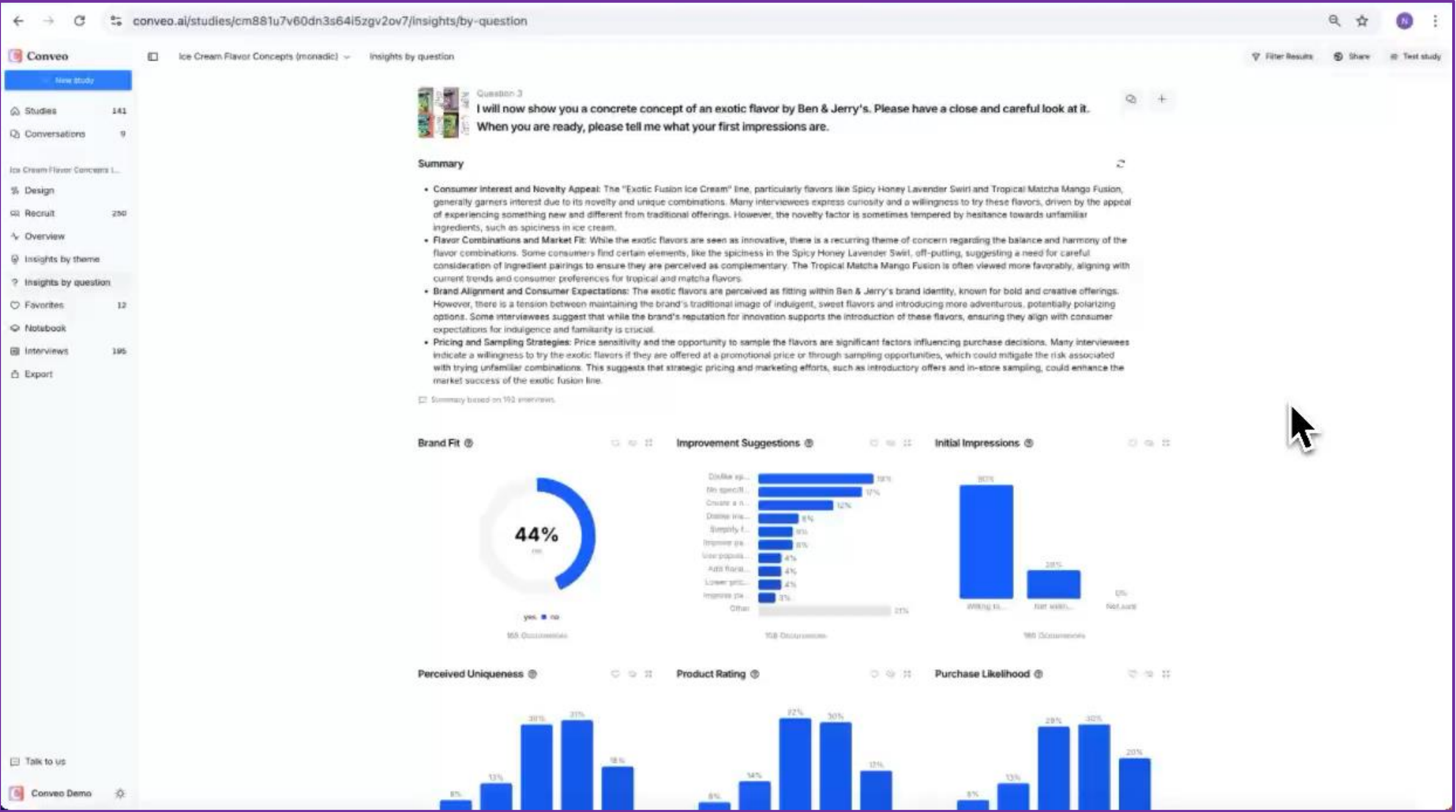
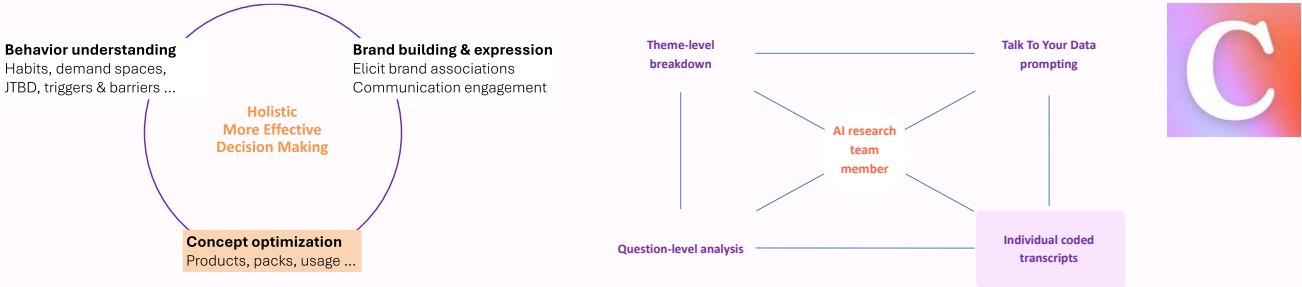
4 Product Concepts

Getting to the Why?



4 Product Concepts

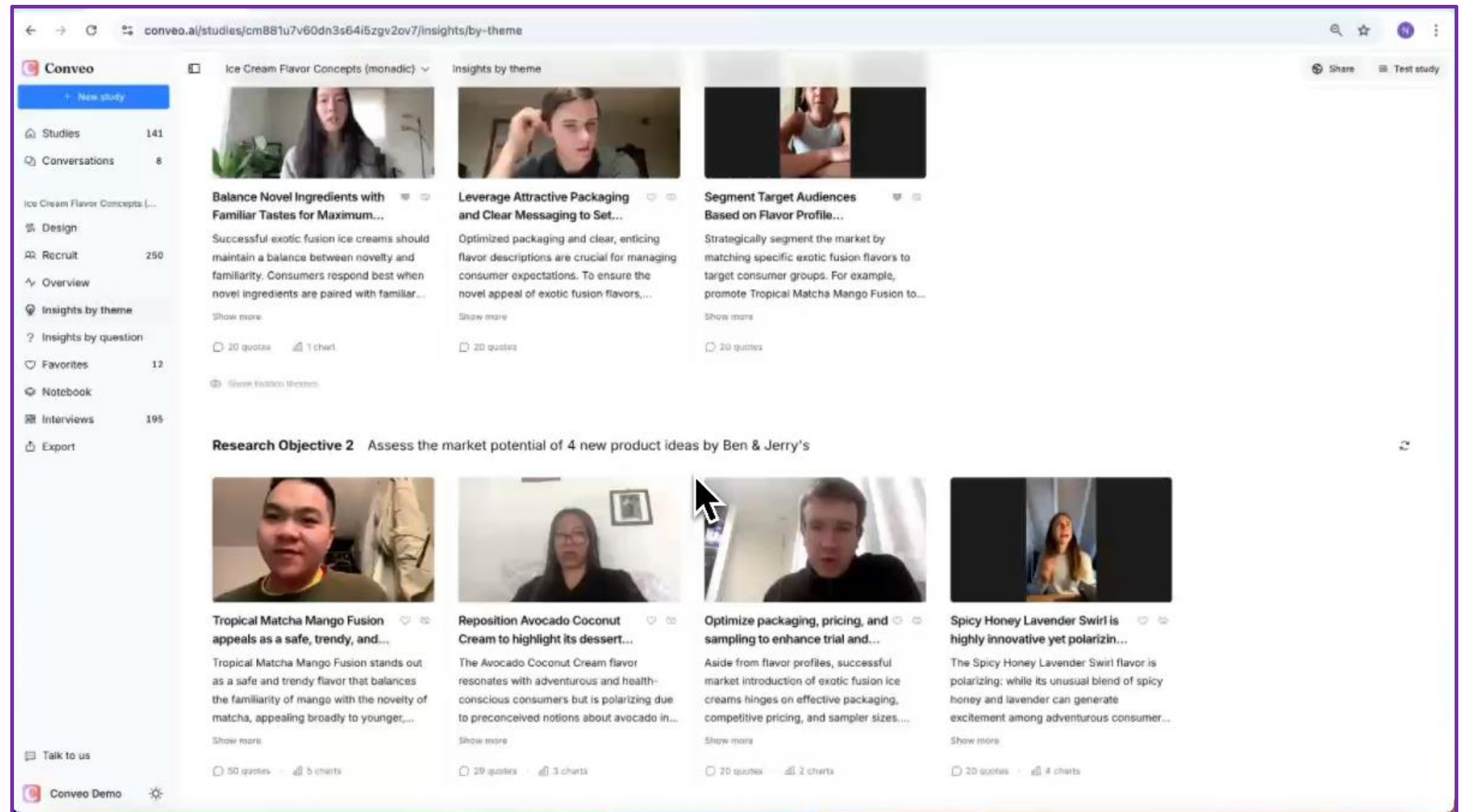
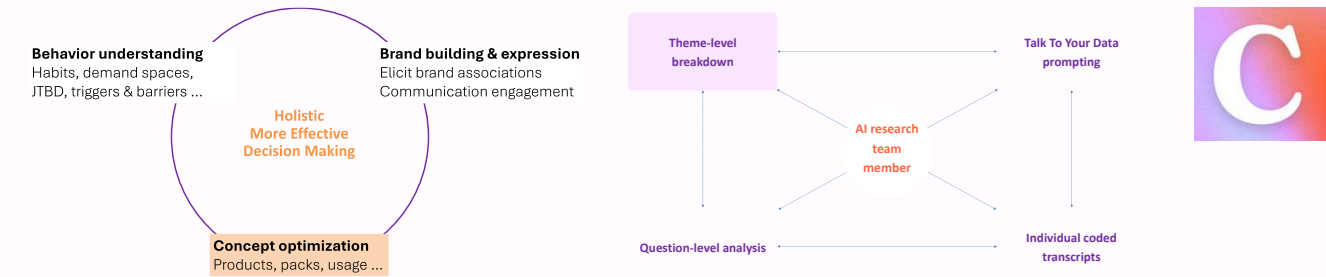
Getting to the Why?



4 Product Concepts

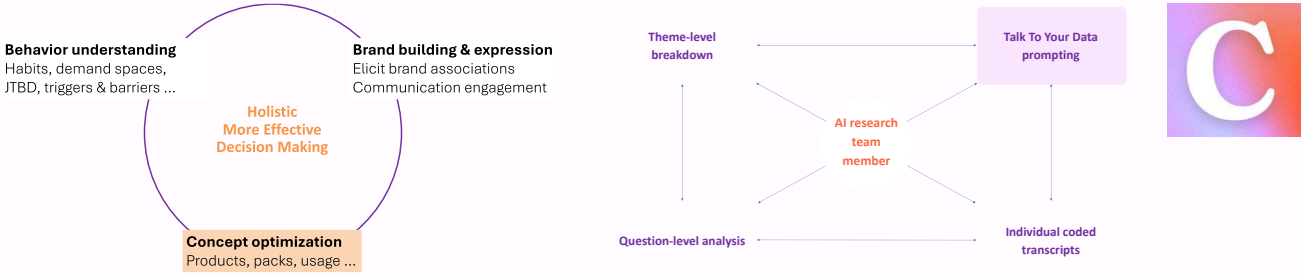
Getting to the Why?

1. **Tropical Matcha Mango Fusion** appeals as a safe, trendy, and shareable exotic option.
2. Reposition **Avocado Coconut Cream** to highlight its dessert appeal and attract health-conscious consumers.
3. **Spicy Honey Lavender Swirl** is highly innovative yet polarizing.



Which One To Launch?

Let's Just Ask Again



Conveo

+ New study

Studies141

Conversations8

Ice Cream Flavor Concepts |...

Design

Recruit250

Overview

Insights by theme

Insights by question

Favorites12

Notebook

Interviews195

Export

Talk to us

Conveo Demo

Conversations

New conversation

Talk to Your Data

Ice Cream Flavor Concepts (monad... X

Based on the consumer ice cream typologies and consumer behaviors, which concept(s) should B&J's launch and why? Which has the best brand fit with B&J's? How should the innovations be positioned and what is the optimal messaging around these?

Previous conversations

Title	Related studies	Updated	
Favorite Ice Cream Brands	Ice Cream Flavor Concepts (monadic)	10 hours ago	...
B&J's Ice Cream Concepts	Ice Cream Flavor Concepts (monadic)	12 hours ago	...
Coffee Personas Template Request	Coffee Appliance Satisfaction Study	2 days ago	...
	Coffee Rituals		
Country differences	Coffee Rituals	6 days ago	...
Explain convenience concept	Coffee Rituals	27 days ago	...
Drivers / barriers	Coffee Rituals	27 days ago	...
Repertoire of brands	Coffee Rituals	27 days ago	...
Sophisticated coffee rituals	Coffee Rituals	27 days ago	...

Going back and forth
from themes
to charts
over video quote snippets
to interview transcripts
in 1 click

Coffee rituals

The meaning of coffee and appliance satisfaction

Number of completions

150

Avg. interview time

14m 5s

Tot. time to interview, analyse and summarize

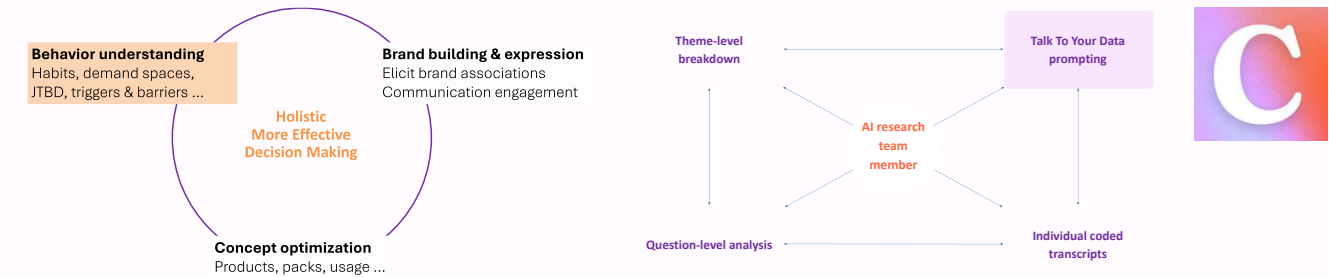
5 hours



Coffee Personas?

Let's Just Ask Again

Coffee is
per-social



conveo.ai/conversations

Conveo

Conversations New conversation

New study

Studies 141

Conversations 9

Coffee Rituals

Design

Recruit 400

Overview

Insights by theme

Insights by question

Favorites 14

Notebook

Interviews 155

Export

Talk to us

Conveo Demo

Talk to Your Data

Coffee Rituals x

Can you create coffee personas using the following structure and template:

- Demographics - name, age, location, household
- People's key goals or needs from coffee
- Pain points in making / drinking coffee (barriers, unmet needs)
- Decision drivers for coffee
- Brand perceptions if relevant you can also add the following dimensions:
- Psychographics (values, lifestyle, personality) Category involvement heavy user? lapsed? price-sensitive?!
- Emotional drivers Channel preferences (retail, online, social, etc.)

Please add 3 quotes per persona that reflect their emotions regarding coffee.

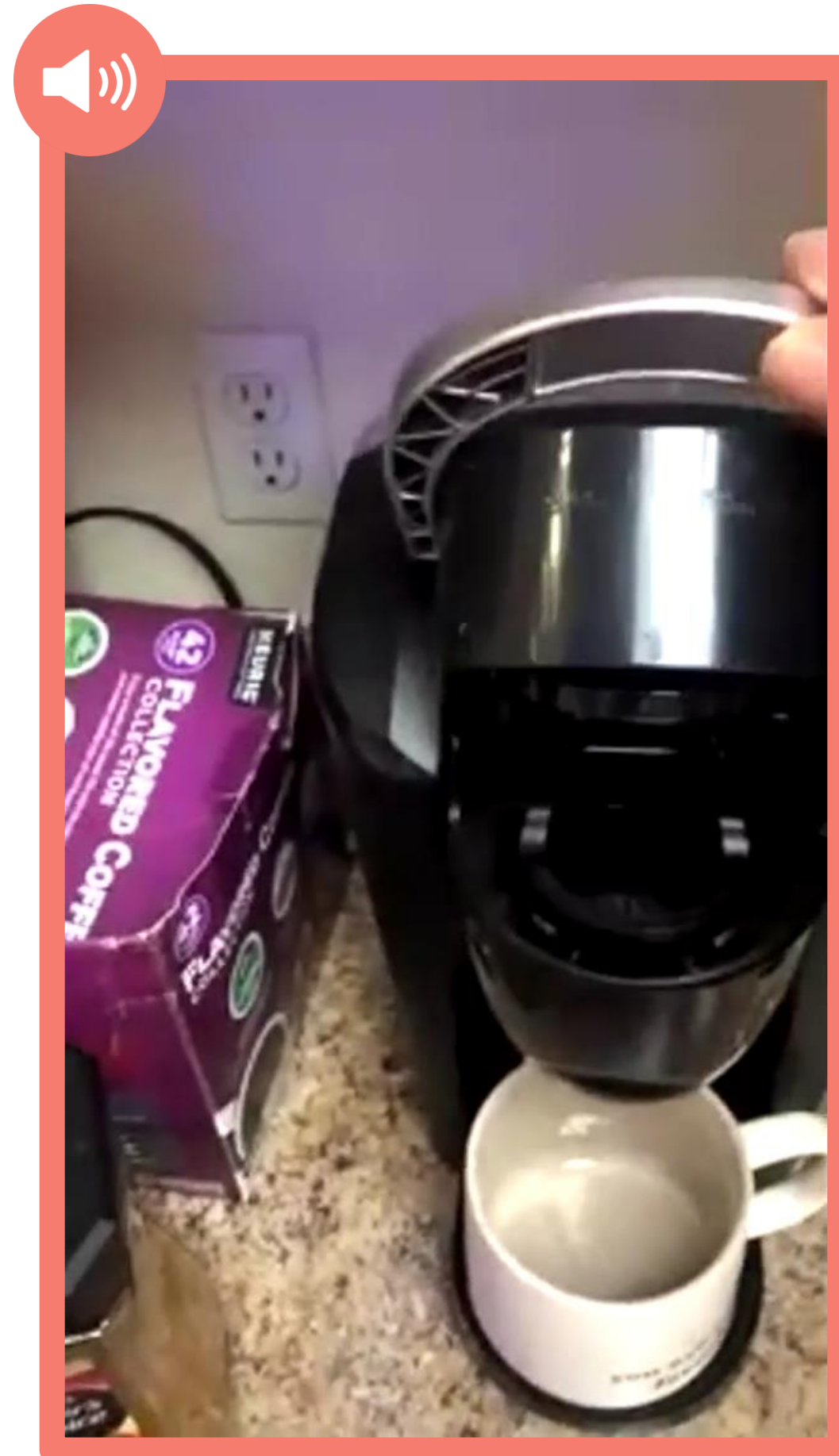
Give each persona a first name.

Please generate a visual for each persona!

Previous conversations

Title	Related studies	Updated	
B&J's Ice Cream Concepts	Ice Cream Flavor Concepts (monadic)	38 minutes ago	...
Favorite Ice Cream Brands	Ice Cream Flavor Concepts (monadic)	11 hours ago	...
B&J's Ice Cream Concepts	Ice Cream Flavor Concepts (monadic)	13 hours ago	...
Coffee Personas Template Request	Coffee Appliance Satisfaction Study	2 days ago	...
	Coffee Rituals		
Country differences	Coffee Rituals	6 days ago	...
Explain convenience concept	Coffee Rituals	27 days ago	...
Drivers / barriers	Coffee Rituals	27 days ago	...
Repertoire of brands	Coffee Rituals	27 days ago	...
Sophisticated coffee rituals	Coffee Rituals	27 days ago	...

Coffee **observations** and **stories** bring **context**





And there's so much more to come...

AI set-up

Released

AI-Notebook

Beta

Data upload

Released

Multi-modal AI

Released

**Study
sharing**

Coming soon

**Cross-study
analysis**

Released

**Video-based
moderation**

Under development

**Monadic testing &
randomization**

Released

**Slack
integration**

Coming soon

Talk-to-video

Under development

**Persona
creation**

Released

**Structured
questions**

Released

Bridge Claimed and Actual Behaviour With

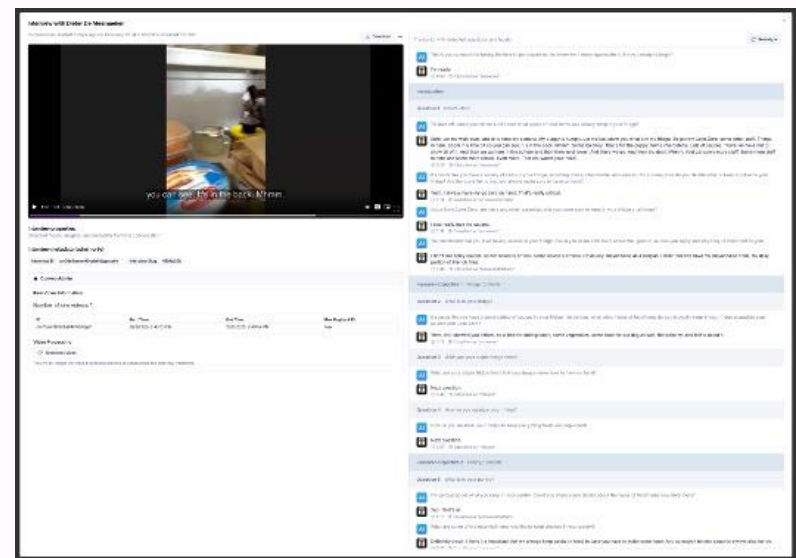
Multi-modal AI & Video Insights

What is multi-modal AI?

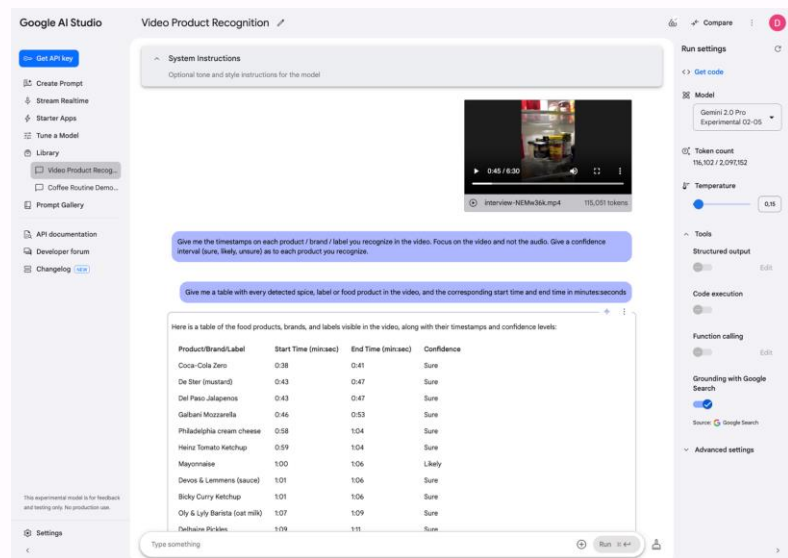
Artificial intelligence systems that can independently process and integrate **multiple types of data** (e.g. images, audio, video) to understand and generate observations in **full context**.

How does it work?

1 Conveo’s current GenAI platform using existing text-based **LLM models** to extract claims and perceptions = “voice transcripts”



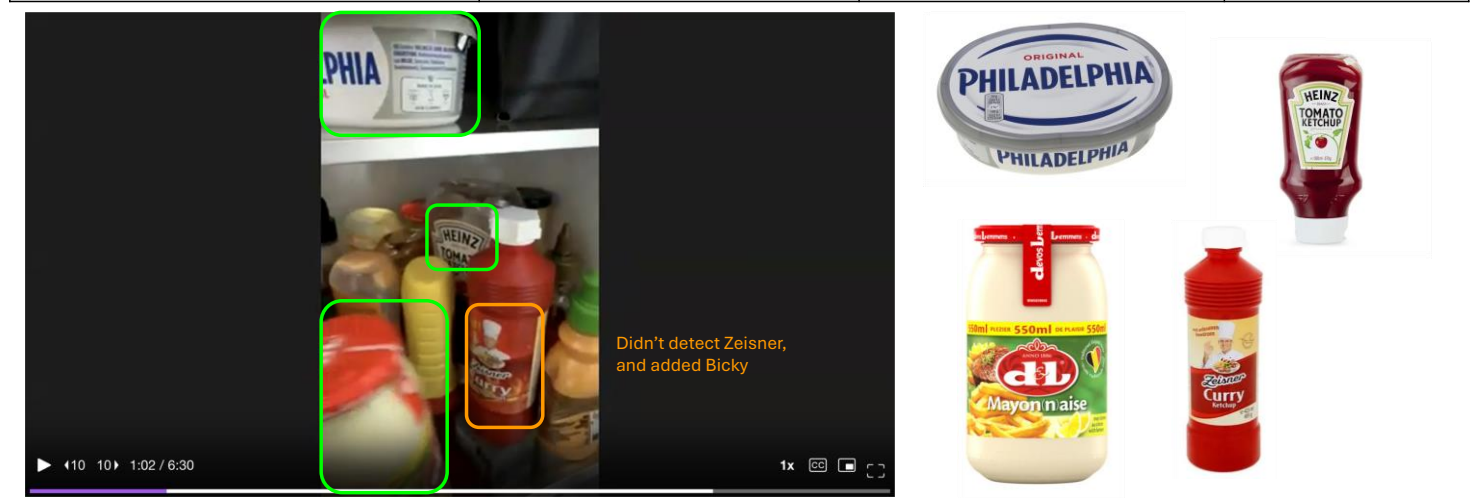
2 Using a new **multi-modal GenAI LLM model** to observe actual behavior and detect owned products and brands = “video events transcript”



Preliminary Test Results

- ✔ **72% accuracy**
20 items were fully correctly recognized
- ❓ **25% partial accuracy**
7 items were detected with partial correctness
- ✗ **3% erroneous**
1 was misclassified

Product/Brand/Label	Start Time (min:sec)	End Time (min:sec)	Confidence
✔ Philadelphia cream cheese	0:58	1:04	Sure
✔ Heinz Tomato Ketchup	0:59	1:04	Sure
✔ Mayonnaise	1:00	1:06	Likely
🟡 Devos & Lemmens (sauce)	1:01	1:06	Sure
🟡 Bicky Curry Ketchup	1:01	1:06	Sure



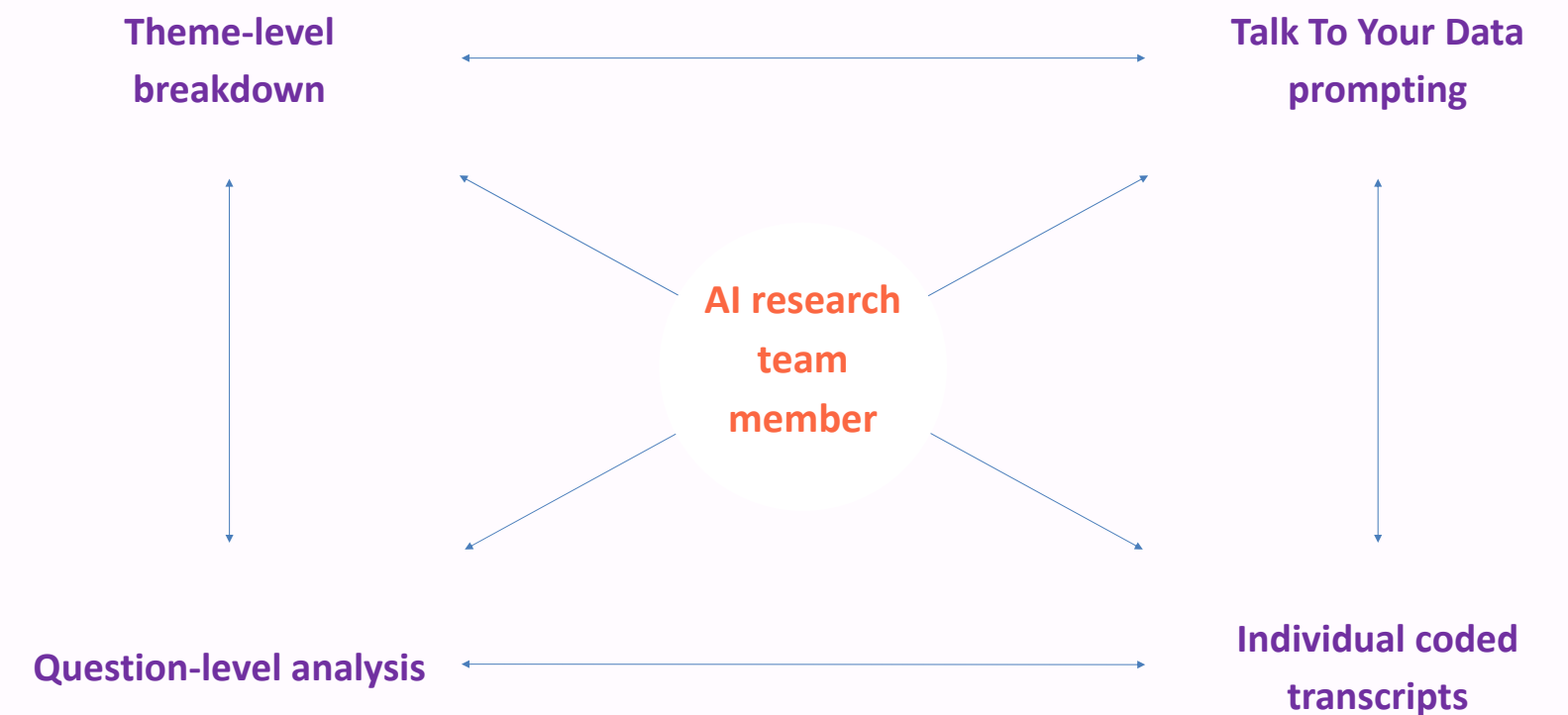
Wrapping up



AI as a team member and co-worker
delivering speed, depth, and scalability without sacrificing authenticity



Multi-dimensional Studies Unified



Multi-level Analysis

Wrapping up



How are we different?

Video First

Natural conversations by design

Observational with multi-modal video insights

+

Iterative Compounding Insights by means of “Talk To Your Data”

+

Truly End-To-End to ease your job and drive impact

no ‘Mechanical Turk’ – fully AI-powered

built as a capability

+

Leading in Tech & Research

decades of research expertise with engineering team that built AI-platforms before



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