

Convergent.

Better methods – bigger impact

Know what works before you spend the money.

Fast, honest feedback on your campaign creative from the people you need to move. From a first read of the issue to a tested post, in one process.

See what it's like to build a campaign with Convergent.

Think of us as part of your campaign team. We help you understand the issue, find the people you need to move and work out what to say to them.

Then we put your ideas in front of those people. You see what lands, make changes and test again before committing your budget.

Start here.

Follow your campaign through the five stages.



Start with a survey.

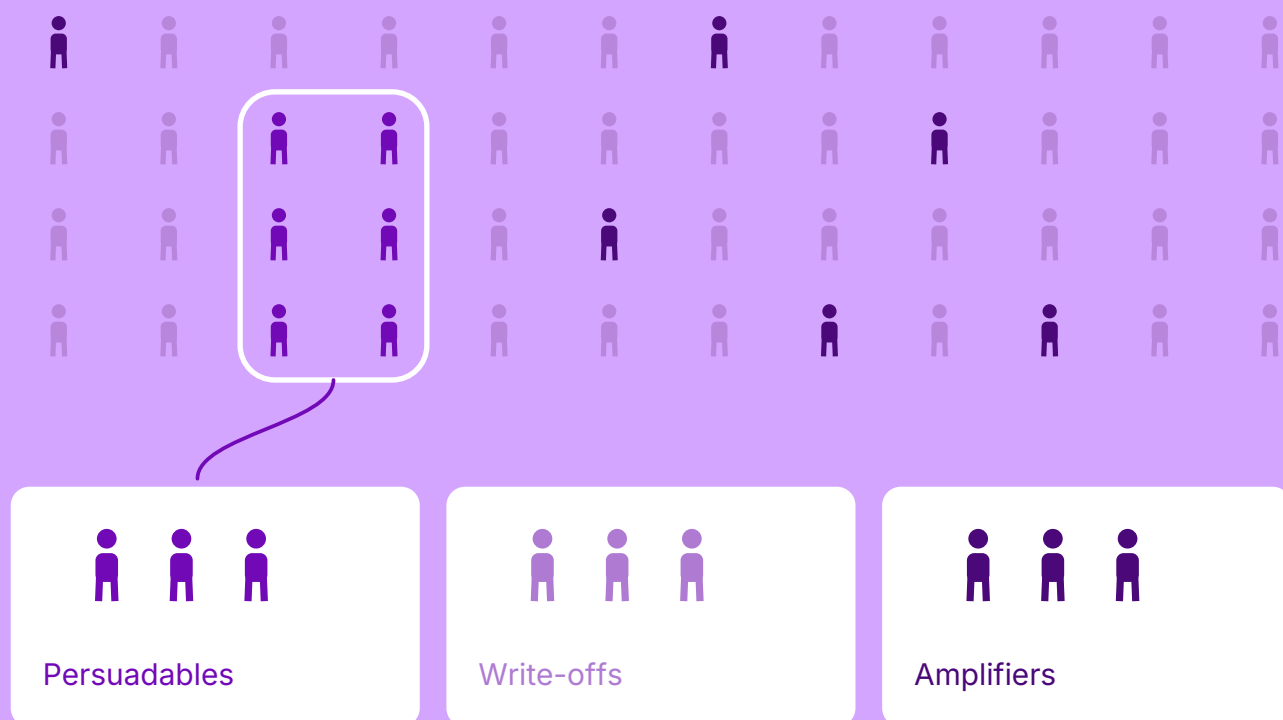
Find the people to move.

We start with a survey to understand opinion on your issue and what could change it. Then we segment the audience by what moves them.

Persuadables can be shifted by the right message. Write-offs are unlikely to move, so you can avoid spending money where it will have little effect. Amplifiers already support you and can bring others with them.

The groups come from your own research, rather than a generic demographic. They tell you who to focus on and what each audience needs from your campaign.

From survey findings to audience segments



Then model where those people are.

Once your key segments are defined, we use MRP to model where they are concentrated. You can see where the audiences you need are most likely to be.

We give you postcode sectors to target, so the survey becomes a practical plan for where to focus your campaign. Use the same segments to choose who you test your creative with.

Postcode sectors to target

Selected segment: Persuadables

Postcode sector

Concentration

SW9 8



SW2 1



SW9 9



Modelled concentration of the selected segment



Illustrative map and sector list. Areas and values are examples.

Results overnight.

Reads for audiences as small as a few thousand people.

50 plus markets with built-in translation.

Collaborate with your audience. Get quick feedback.

Quick testing, through our self-service platform.

Upload your creative

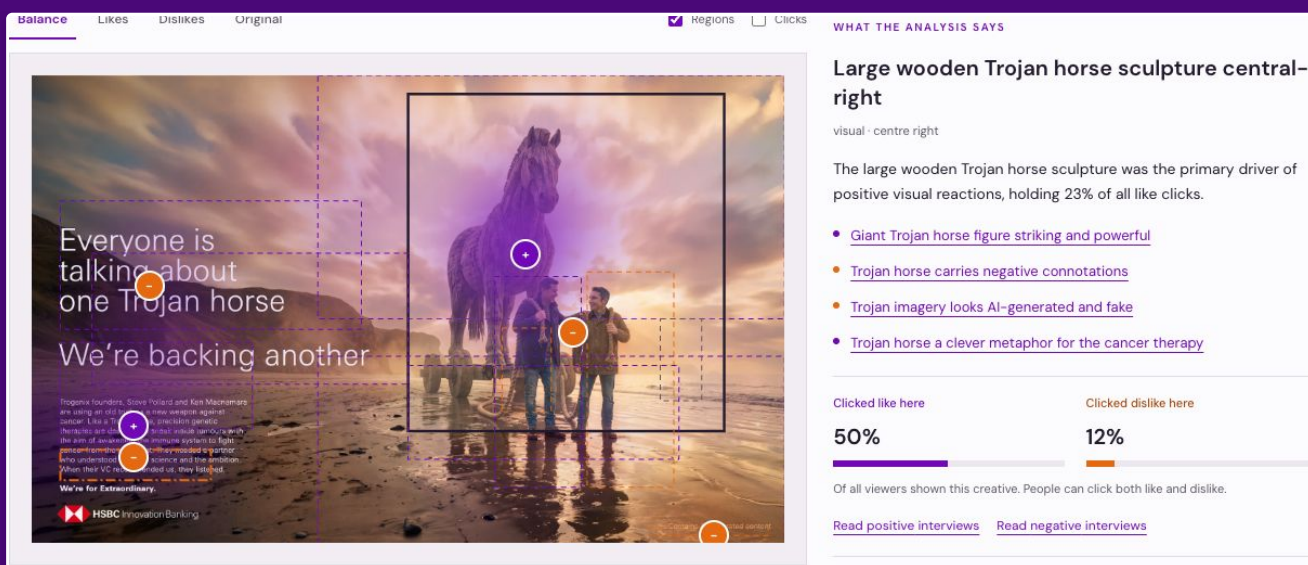
Pick your audience

Hit go

It's that easy.

People mark what they like and dislike. Our AI interviewer asks why, so you can see which words, images and ideas are driving the reaction.

Test. Understand. Refine. Test again.



Liking it doesn't mean understanding it

"I really like the ad itself. I didn't understand it until I read the paragraph."

Participant - Trojan horse - Selected verbatim interview excerpt

Results in as little as

two hours.

From

£200

a test.

Every finding traces back to the people who said it.

Feedback lands in a dashboard you can explore, a written report and a slide deck ready to forward. The dashboard shows which part of the creative drove each reaction, the reasons people gave by region of the image, and the themes across the whole test.

Click any finding and you get the interviews behind it, in people's own words, with the share who said it and the uncertainty around that share.

Bert, our AI research assistant, reads the whole test and writes the headline for you, with what to keep, what to fix and what to drop. Ask it a question about your data and it answers from your studies.

Recommendation

Trojan horse

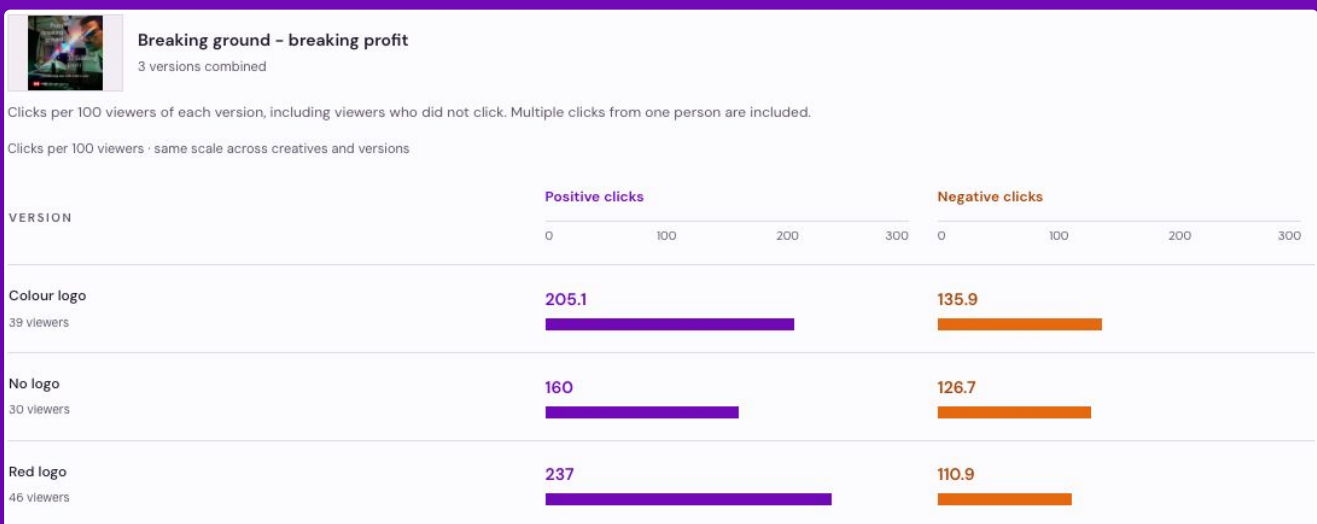
Incorporate the bank's role or the concept of financial backing more explicitly in the headline.

Many viewers mistook the creative for a medical or pharmaceutical ad; clarifying the financial partnership earlier will reduce this confusion.

26.7%

Took it as an ad for the cancer company itself

131 viewers · 90% interval
20.8% to 33.4%



Exports to PowerPoint and Word.

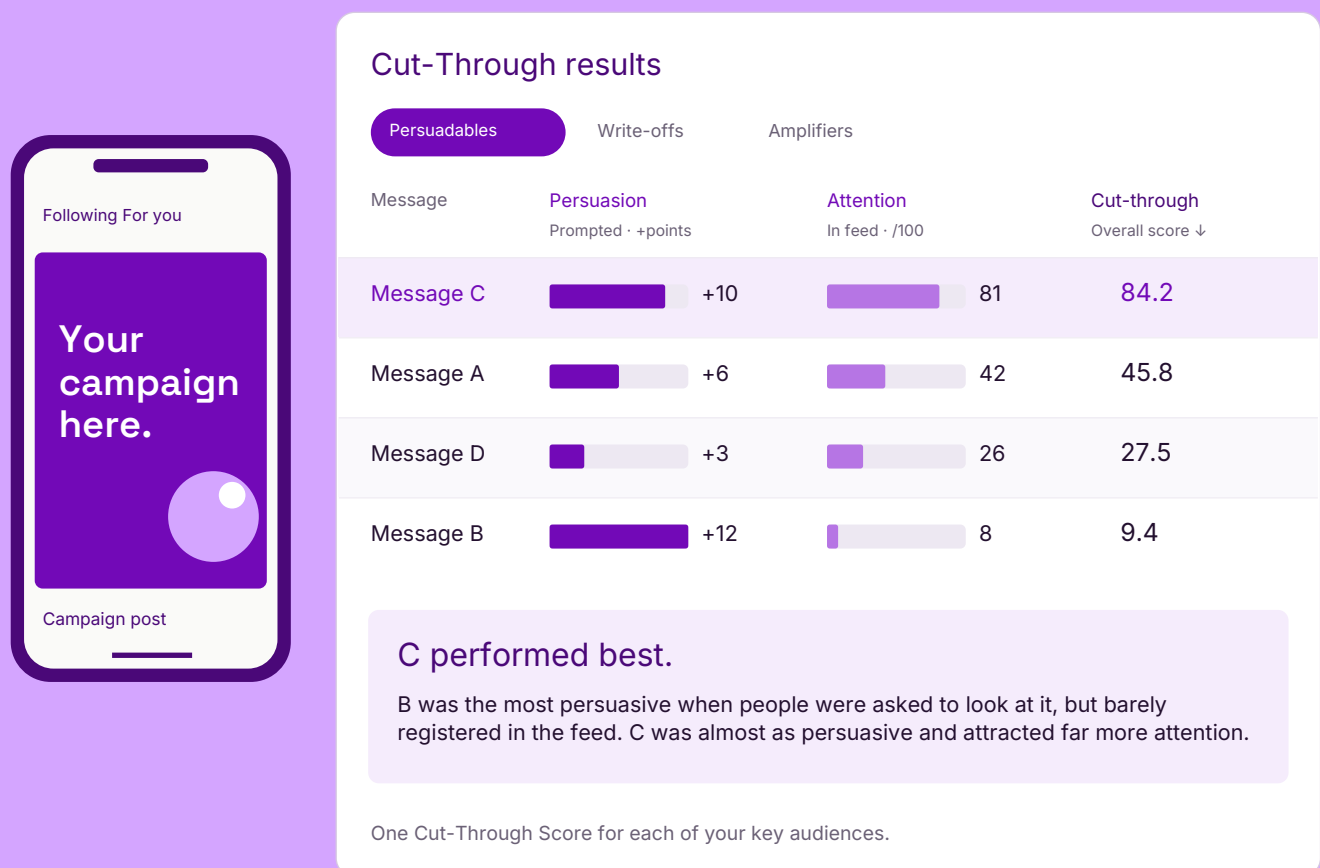
Compare findings directly between creatives

Transcripts you can read, quote and share.

Then see whether it cuts through.

A creative that persuades people when they are asked to look at it can still disappear in a feed. We test your finished post among content matched to each person's interests, so it has to earn their attention.

We measure attention through viewing, scrolling and engagement, and how much the post shifts opinion against a control group that never saw it. Comparing this with prompted viewing shows which ideas survive the competition for attention.



Illustrative mock-up · Example scores

5

Choose what goes out. Know who it works for.

Compare results for persuadables, write-offs and amplifiers, then put your budget behind the creative that works for each audience. Results come back in days.

Talk to us about your next campaign

We are a UK polling and research consultancy. We ran polling for Labour through the 2024 general election, set up research operations for two think tanks, and now work with campaigns, advocacy groups and brands. Members of the British Polling Council and an MRS Company Partner.



Convergent Opinion

info@convergent-opinion.com

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