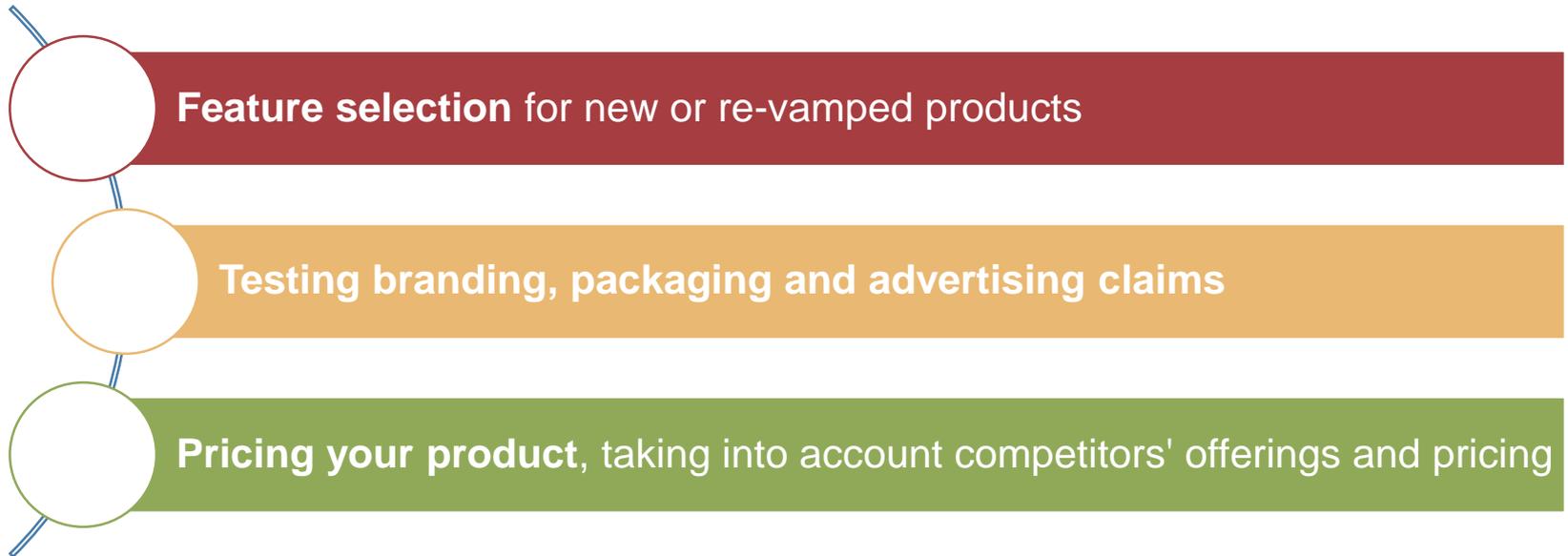




Case Study: Brand-Specific Conjoint

Brand-Specific Conjoint

Brand-Specific Conjoint is a discrete choice method for markets where potential product characteristics vary across brands or SKUs (it is commonly the case in FMCG, telco, home appliances, and tech). Technically known as choice-based alternative-specific/labelled conjoint design, it is used for:



Disguised case study: Brand-Specific Conjoint for a pulp and paper brand

Business problem

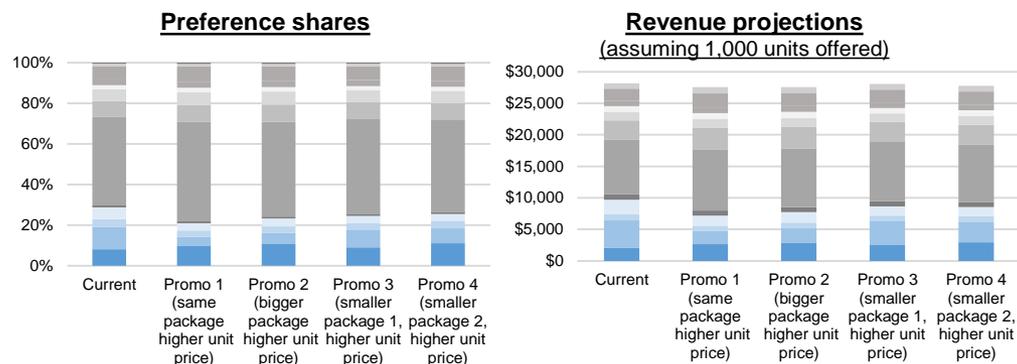
- Paper Co is a major pulp and paper company in Germany. It is planning to reset prices from a price promotion. Given the competitive market, Paper Co would like to test the consequent share and revenue before resetting pricings for its SKUs
- As part of strategy review, the Insights Team identifies the need to check: What is the price set for its SKUs returning from current promotional price set to maximum its preference share or revenue?

Research approach

- Paper Co performed Brand-Specific Conjoint test using Conjoint.ly platform and tested three/ four prices for each of its four SKUs.
- Data collection of 500 respondents was completed in 5 days given the relative scope of the target audience
- Findings were immediately available upon completion of the project

Outputs and outcomes

- Brand-Specific Conjoint confirmed the preference shares and revenue projections for different scenarios with different sets of price points for its SKUs
- The study provided agile and actionable insights to help Paper Co decide to choose the price set (Promo 3) with smaller package and higher unit price



Investment

\$2,670
Total cost

5 days
Time to insight



Automated tools and expert support
for product and pricing research

How Conjoint.ly works: We offer product and pricing research done faster, better, at a lower cost



Conjoint.ly offers **manager-friendly tools for specific research methods** that are trusted by leading companies around the world



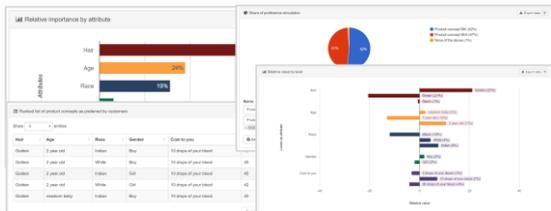
Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**



Importantly, **we enjoy providing support to our users** to ensure your studies meet your research and business needs

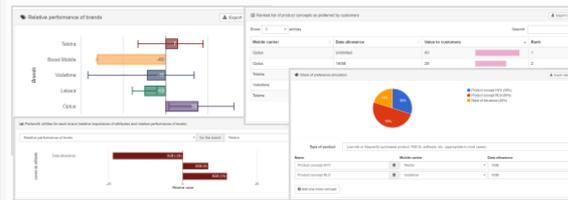
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



Importance of features, attributes, willingness to pay, simulations, etc.

Brand-Specific Conjoint



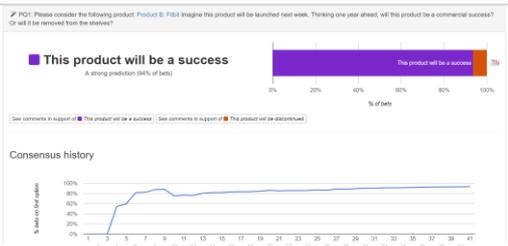
Preference for brands and features, simulations, etc.

Claims Test



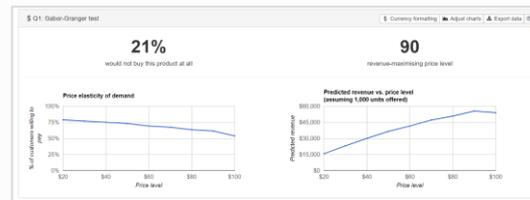
Preference and diagnostics, Passport of a claim, TURF analysis, etc.

Predictive Product Test



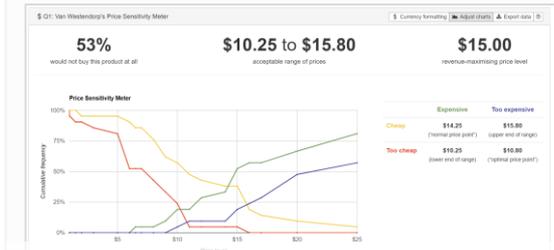
Predictions, consensus history, rationales

Gabor-Granger



Price elasticity curves, optimal prices

Van Westendorp



Acceptable price ranges

All outputs come online and in Excel, segmentable by respondent attributes

How Conjoint.ly works: Regardless of mode of engagement, we work in an agile fashion

Automated solutions

 Manager-friendly tools and intuitive online reports

 Automated DIY research process (design, sampling and analysis)

 **Costs:** Licence + sample (or BYO respondents)

 **Timeframe:** 5 hours to 2 weeks

 **Expert support** readily available

Custom projects

 Decision-ready reports

 Research process fully managed by us

 **Costs:** Labour + sample (or BYO respondents)

 **Timeframe:** 5 days to 3 weeks

 **Expert support** readily available

“Working with Conjoint.ly was a truly agile experience. Mondelez used the platform for an important PPA project for one of our core product lines. The expertise gave us the confidence to make several critical product decisions for the business.”

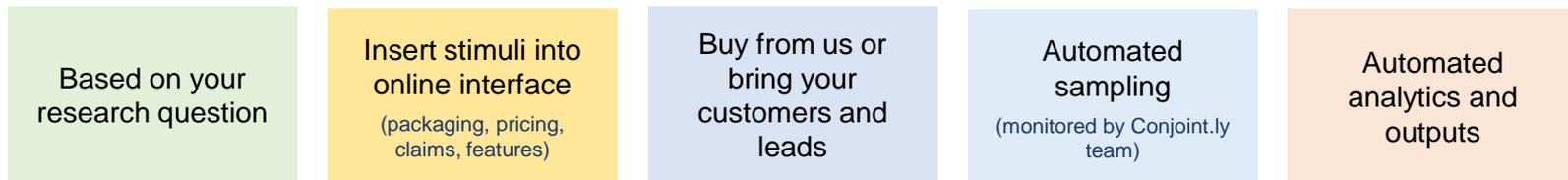
*–Shopper Insights Lead,
Mondelēz International
Melbourne, Australia*

How Conjoint.ly works:

Timeline of a project



? How it works



🕒 Timeframe



👤 Optional support from Conjoint.ly team (whenever you need us)



Panel sampling with Conjoint.ly:

Three ways Conjoint.ly can help source respondents

Targeted respondents

Pre-defined panels

Custom targeting and sampling

? How it works

Choose country, age, gender, profiling questions

Choose a pre-defined audience
(e.g., mothers of babies <12 m.o. in UK)

Ping us for your sample request
(support@conjoint.ly)

🕒 Timeframe

5 hours +

1 day +

2 days +

💰 Cost

From \$3 per complete
(quoted online)

From \$4 per complete
(quoted online)

Custom quote

🎯 Level of targeting

Broadly targeted

Narrowly targeted

Ultra-targeted

How Conjoint.ly works: We will employ state-of-the-art statistical methods

- **We use the most appropriate state-of-the-art techniques by default, not as an extra service:**
 - Efficient and optimal experimental design, confirmed through multiple runs of simulation tests to validate sufficiency of design and optimise sample size
 - Non-trivial randomisation in presentation of options to the respondents to remove confounding effects
 - Hierarchical Bayesian estimation of individual-level preferences for accurate prediction of market shares
- **We lead the way in ensuring response quality in choice studies:**
 - As developers of a survey platform, we care deeply for respondent experience and mobile-readiness
 - We are ruthless and fearless advocates for response quality and we only use quality responses in our analysis, which has material implications for analytical outcomes



How Conjoint.ly works: Our team has supported hundreds of projects since 2016

Our team



Nik Samoylov
Founder

Former Consultant at Bain & Company,
University Medal in Marketing from the
Australian National University



Jason Widjaja
Market Researcher

First Class Honours in
Marketing from Monash
University



Yutian Shen
Market Researcher

PhD in Marketing from the
University of New South
Wales Business School



Mitchell Vanderham
Project Manager



Denis Smagin
Developer



Anna Burunova
QA Engineer

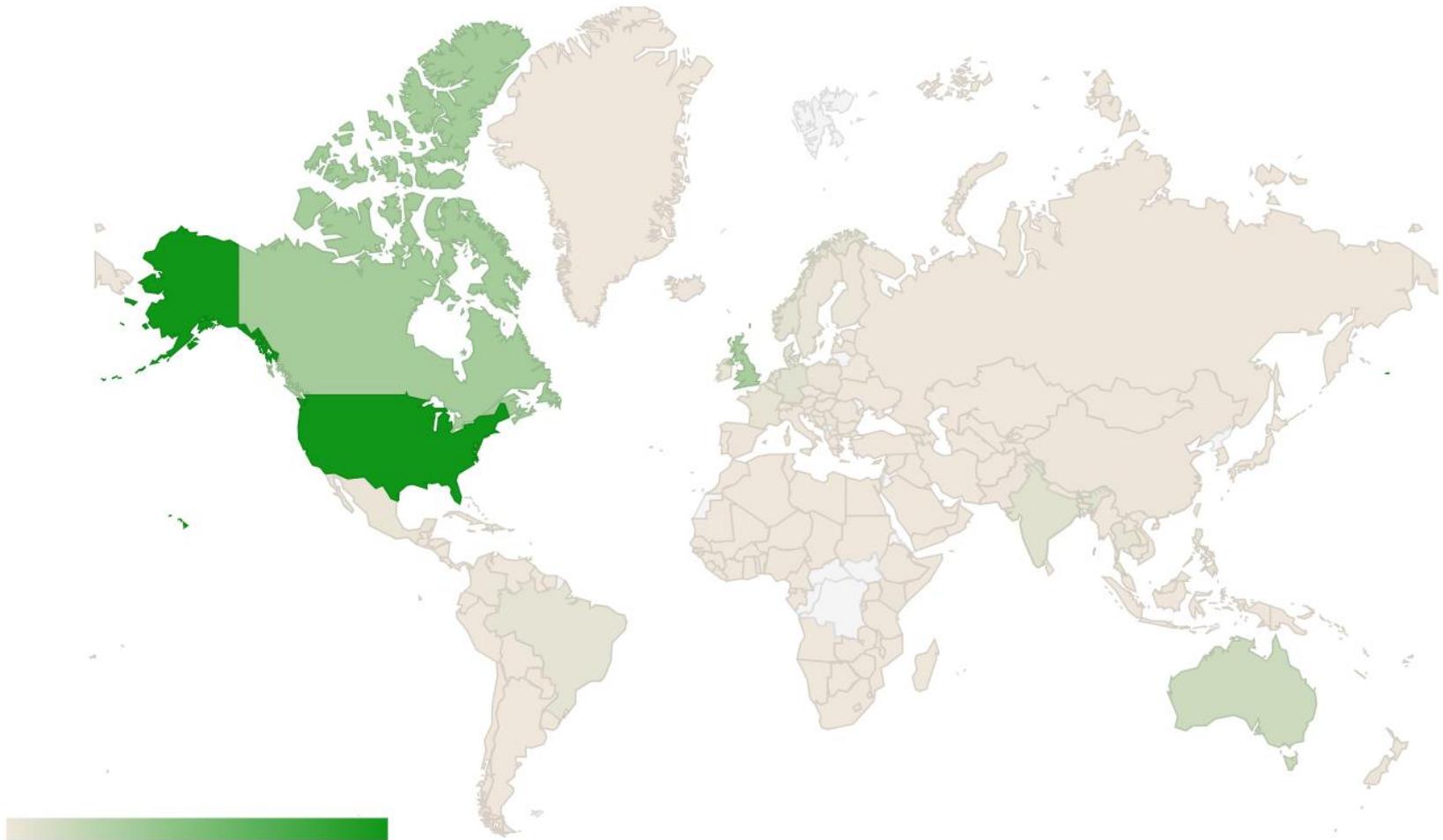


Sergey Pavlenko
Developer

Our story

- Nik started Conjoint.ly in 2016 after 3 years at Bain & Company, a top-tier strategy consulting firm, with the mission to bring discrete choice experimentation within reach of corporate researchers
- Since then, we have embarked on a bigger journey of simplifying advanced research methods and helping insights managers make the most out of their research investment
- Conjoint.ly has a strong roadmap for 2019 with a number of product and pricing methods in development

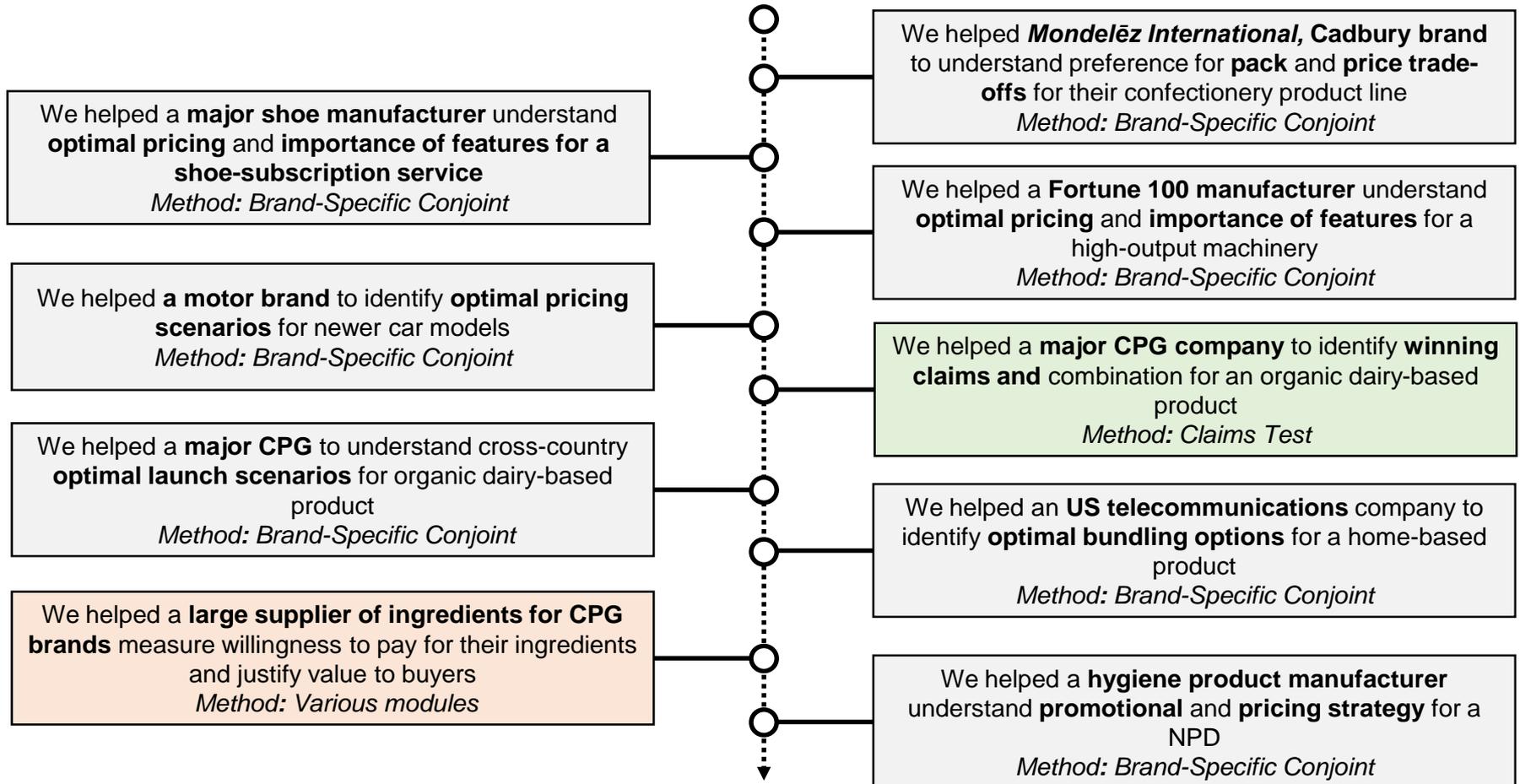
Geography of previous engagements: Our projects are primarily in North America



Note: Most intense green colour indicates countries where we collected most responses

Our experience:

Some of our notable custom projects



Next steps



Log onto [Conjoint.ly](https://conjoint.ly) to explore example interactive outputs



Schedule a call with us for a demo or to discuss an upcoming project: www.conjoint.ly/consultation



Any questions? Happy to answer on support@conjoint.ly

