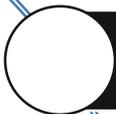




Case Study: Claim Test

Claims Test

Conjoint.ly Claims Test is a powerful comprehensive methodology for testing up to 300 product claims that helps you identify the most convincing claims for your brand or product category. It combines several techniques that our team have developed and refined on full-service projects for FMCG brands:



Choice of most motivating claim among a set of several claims (similar to conjoint analysis)



Adaptive experimental design algorithm that reduces sample size and brings clarity around top claims by zooming in on most promising claims



Diagnostic questions using our unique positive-negative rating scale to help you get a de-biased view of how your customers see each claim and compare results across cultures and countries



Brand associations to help you check which brand each product claim is most closely associated with



Open-ended feedback showing both positive and negative reactions to each claim

Disguised case study: Claims Test for a major yogurt brand

Business problem

- Dairy Co is a global yogurt manufacturer. Due to increasing demand for soy product in the UK, Dairy Co's strategy team would like to launch a soya-based yogurt. In designing the product, Dairy Co's ponders the need for "organic" versus "UK grown" as a trait. Launching a new product requires a significant investment, and as such, Dairy Co would like to understand:
 - How important is UK grown soya beans to consumers?
 - Is "organic" certification important for soya-based yogurt?
- Given the need to quality and agile results, Dairy Co approaches Conjoint.ly for a Claims Test project

Research approach

- Dairy Co performed Claims Test using Conjoint.ly platform and tested 120 potential claims
- Using Conjoint.ly's adaptive methodology, the sample size required was significantly reduced to 300
- Data collection was completed in 8 hours given the relative scope of the target audience
- Findings were immediately available upon completion of the project
- At the request of Dairy Co, Conjoint.ly team assisted on review of the study before launch

Outputs and outcomes

- Claims Test confirmed that the top claim was most certainly "*Made from UK grown soy*". The claim performed well in all diagnostics aspects of naturalness, healthiness, and credibility. It also has strong brand association with Dairy Co
- The study provided agile and actionable insights to help Dairy Co understand the importance of *UK grown soy* versus "organic" certification
- Dairy Co proceeded to launch Soya-based yogurt without "organic" certification and invested in sourcing UK grown soy

Claims Passport	Positives
Name: <i>Made from UK grown soy</i>	<ul style="list-style-type: none">• It sounds healthy• Made in UK• Sounds authentic• UK grown soy
Theme: Local	
Probability : 100% to be in top 3	
Brand : Dairy Co	
Diagnostics	Negatives
Seems natural: 3.2 / 4	<ul style="list-style-type: none">• I like everything• Nothing to dislike• I love soy yogurt• Don't think I would like soy-product
Healthy: 3.5 / 4	
Credible: 3.4 / 4 (👍 for 3 and above)	

Investment

£2,730
Total cost

8 hours
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



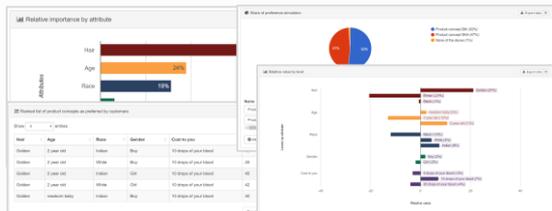
Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**



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

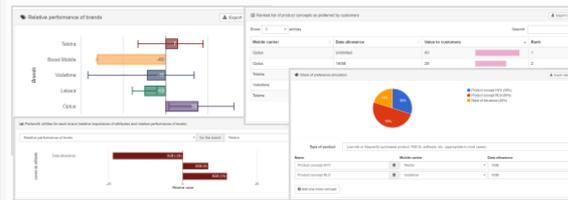
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



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

Brand-Specific Conjoint



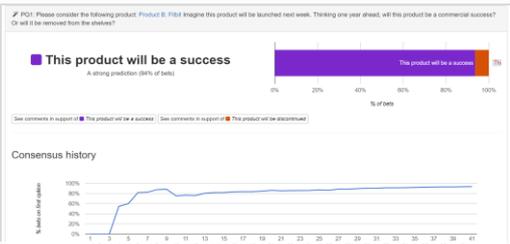
Preference for brands and features, simulations, etc.

Claims Test



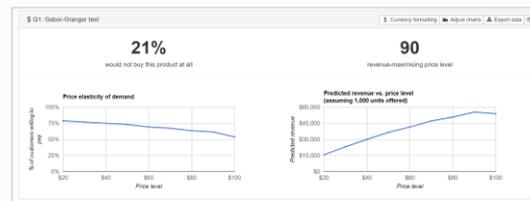
Preference and diagnostics, Passport of a claim, TURF analysis, etc.

Predictive Product Test



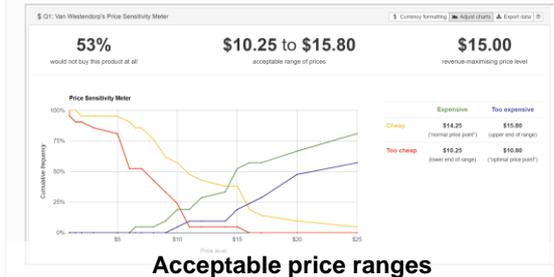
Predictions, consensus history, rationales

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

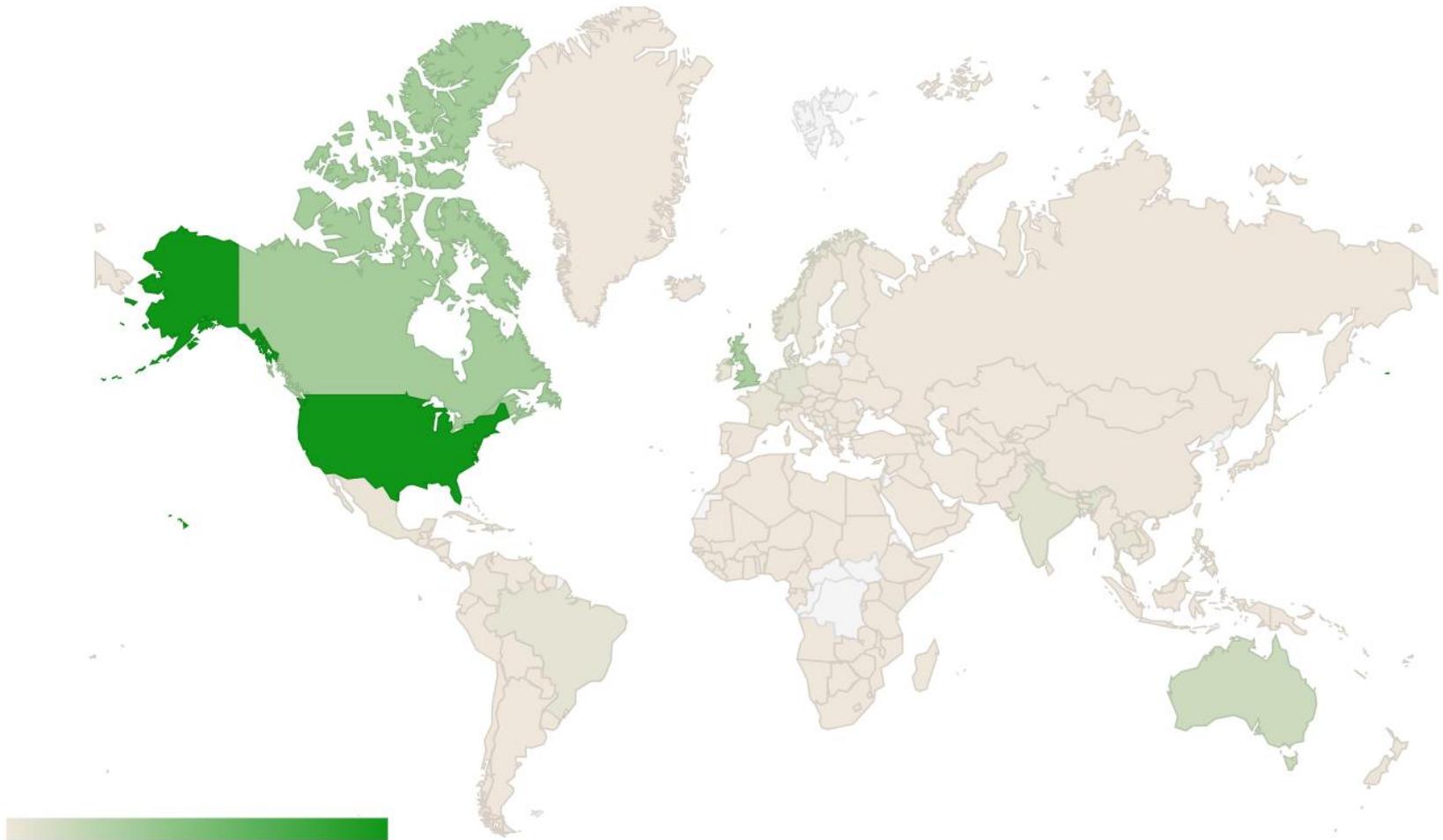


Sergey Pavlenko
Developer

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

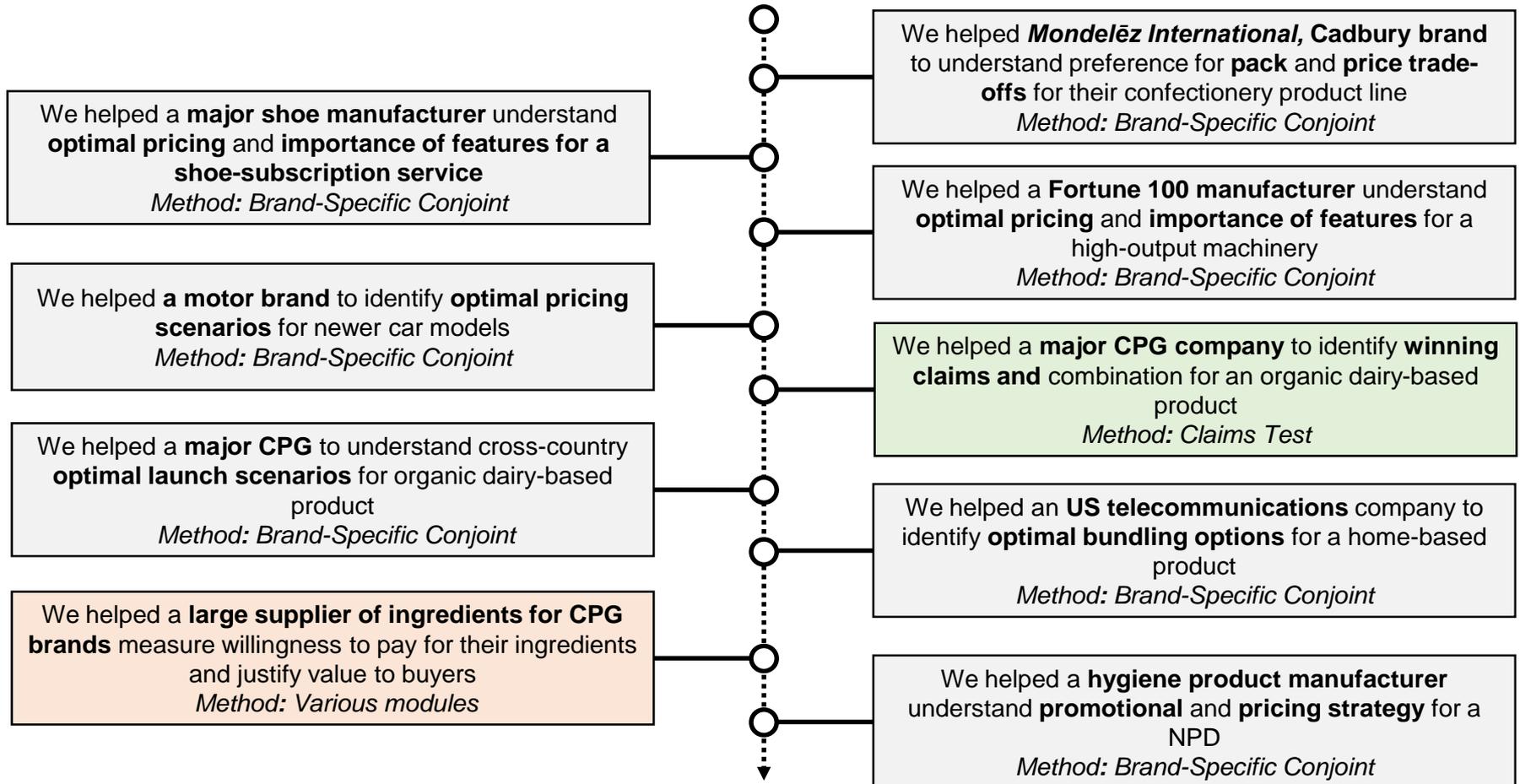
Geography of previous engagements: Our projects are primarily in North America



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

