



## Case Study: Product Variant Selector

# Product Variant Selector

**Conjoint.ly Product Variant Selector is a powerful comprehensive methodology for testing up to 300 product ideas** that helps you identify the most promising ideas 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 appealing variant idea** among a set of several variants (similar to conjoint analysis).

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

**Diagnostic questions** using a range of methods to get a de-biased view of how your customers see each product idea and compare results across cultures and countries.

**Brand associations** to help you check which brand each product idea is most closely associated with.

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

# Disguised case study: Product variant selector for soft drinks

## Business problem

- All Natural is a global snacks manufacturer. All Natural wants start a new range of fruit drinks to complement their current range of snacks. After research and extensive talks with their manufacturing team, All Natural has come up with two potential ranges of fruity soft drink flavours that they can release. One range contains common flavours for soft drinks (e.g. Orange), and the other contains newer flavours that are not well represented (e.g. Kiwi). As launching products requires a significant investment, All Natural would like to understand:
  - What flavours are the most popular?
  - Which range of flavours would produce the highest market penetration?
- Given the need for quality and agile results, All Natural approached Conjoint.ly for a Product Variant Selector project.

## Research approach

- All Natural performed Product Variant Selector using the Conjoint.ly platform and tested 8 product ideas separated into two ranges
- Using Conjoint.ly's adaptive methodology, the sample size required was significantly reduced to 150
- 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 All Natural, the Conjoint.ly team reviewed the study before launch

## Outputs and outcomes

- Product Variant Selector found that the top product was Orange, also performing well in the diagnostic aspects of *value for money* and *naturality*. It also has strong brand associations with the All Natural brand
- The study provided agile and actionable insights to help All Natural compare the performance of their two proposed product ranges.
- All Natural proceeded to launch the range of soft drink with the more common flavours.

<b>Claims Passport</b> Name: Orange Range: Common Brand: All Natural	<b>Positives</b> <ul style="list-style-type: none"><li>I like the flavour</li><li>I like the taste of orange.</li><li>I like the packaging</li></ul>
<b>Diagnostics</b> New and different: 2.8 / 5 Value for money: 3.1 / 5 Natural: 3.2 / 5 (👍 for 3 and above)	<b>Negatives</b> <ul style="list-style-type: none"><li>I don't like orange flavour</li><li>I don't drink pop</li><li>I cannot drink orange anything</li></ul>

## Investment

**£2,150**  
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

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



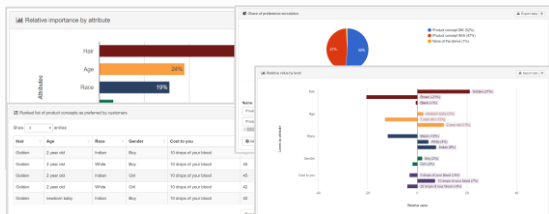
Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**



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

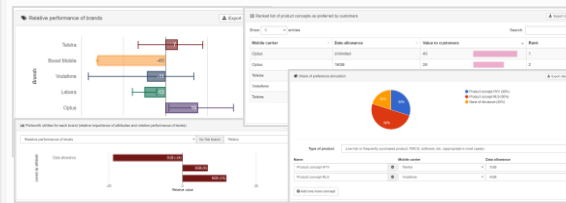
# Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

## Generic Conjoint



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

## Brand-Specific Conjoint



Preference for brands and features, simulations, etc.

## Claims Test



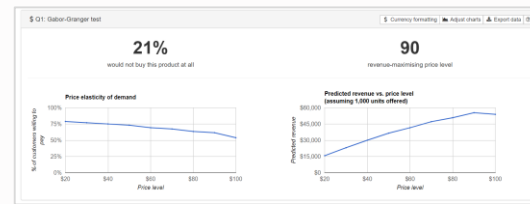
Preference and diagnostics, Passport of a claim, TURF analysis, etc.

## Predictive Product Test



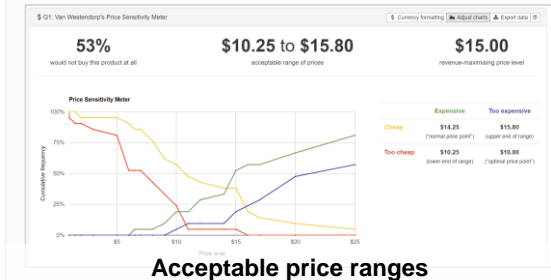
Predictions, consensus history, rationales

## 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

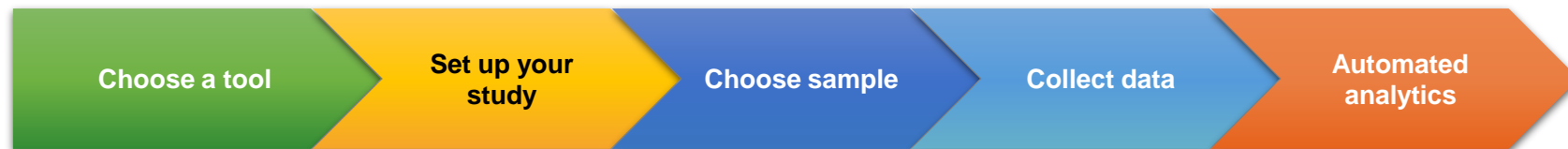
 **Expert support** readily available

*“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.”*

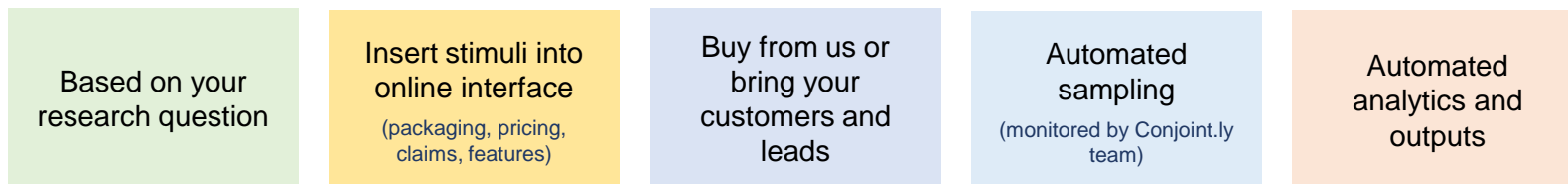
*–Shopper Insights Lead,  
Mondelēz International  
Melbourne, Australia*

# How Conjoint.ly works:

## Timeline of a project



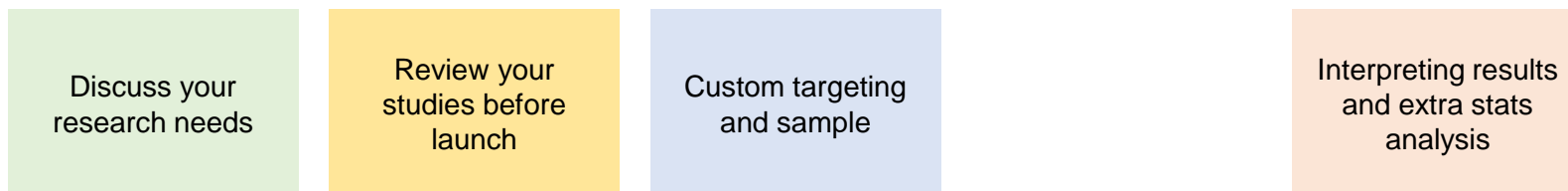
### ? How it works



### 🕒 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](mailto: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

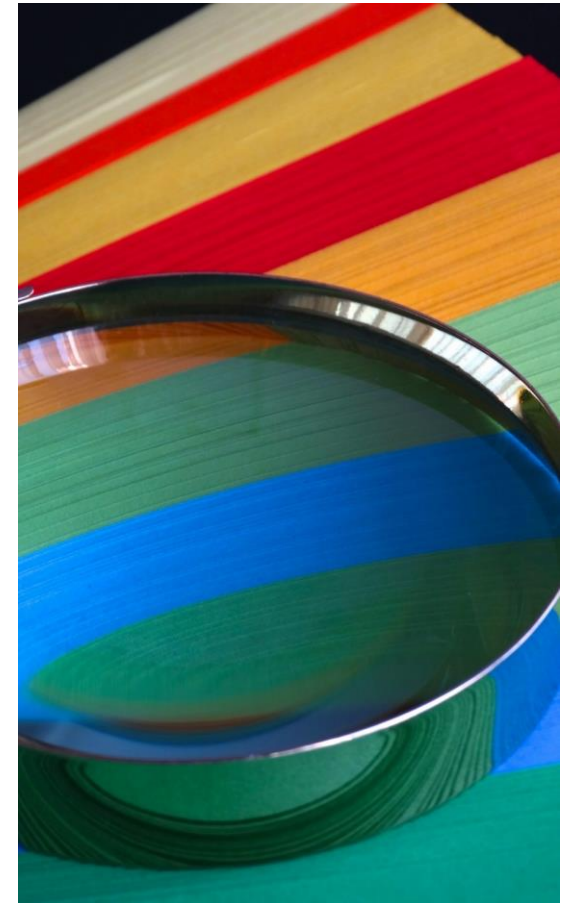
Broadly targeted

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

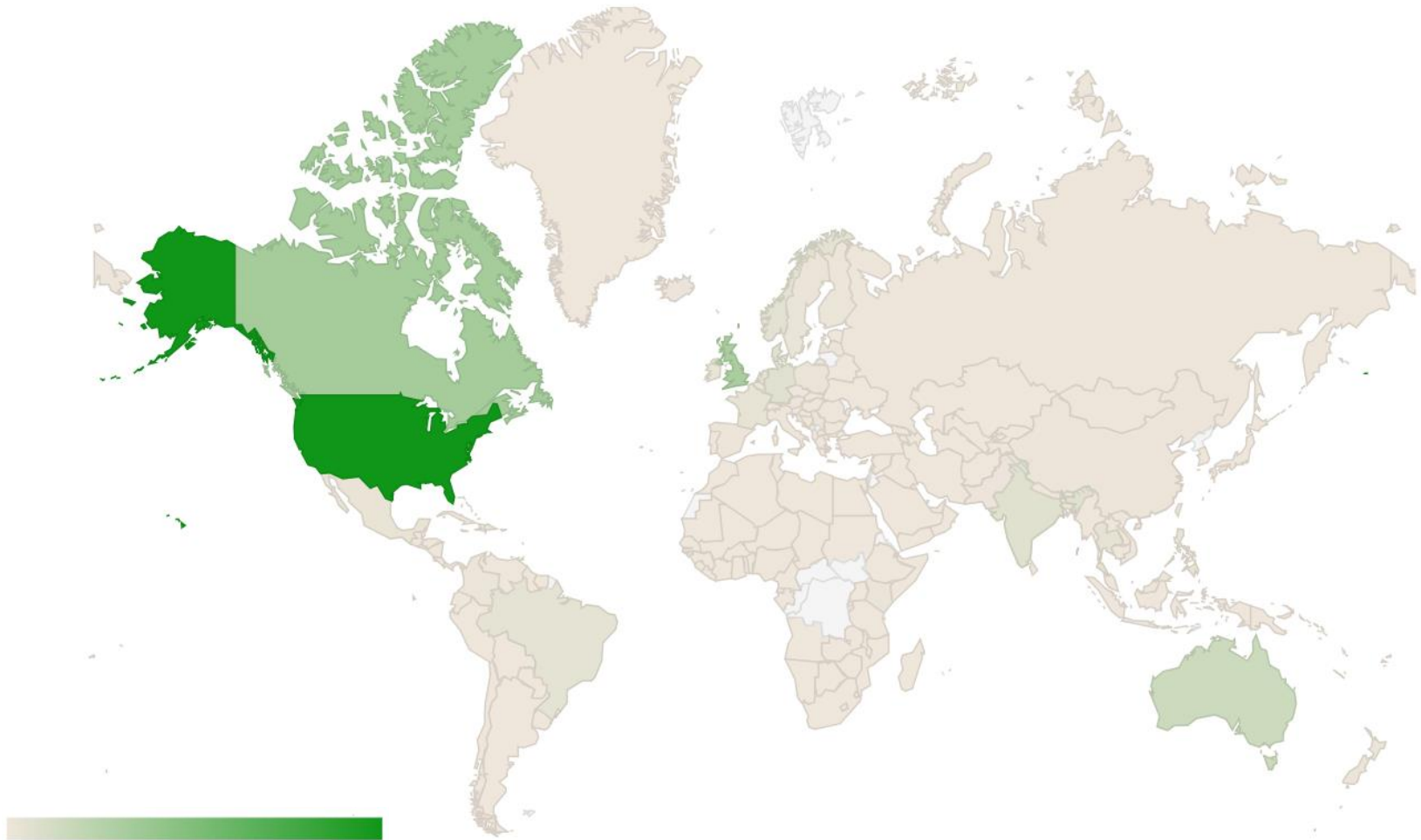


**Sergey Pavlenko**  
Developer

## 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

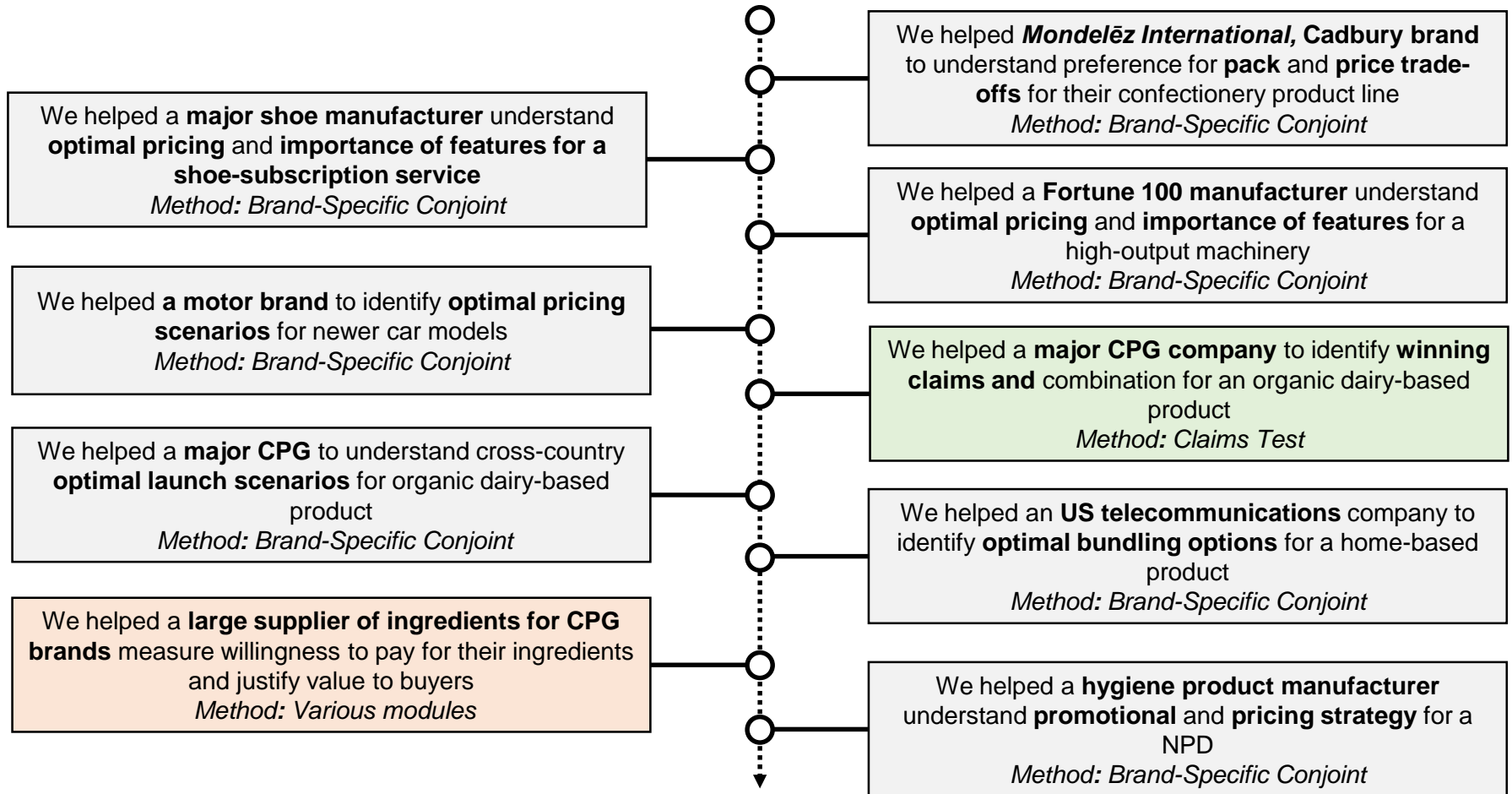
# Geography of previous engagements: Our projects are primarily in North America



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

# Our experience:

## Some of our notable custom projects



# Next steps

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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](https://www.conjoint.ly/consultation)



Any questions? Happy to answer on [support@conjoint.ly](mailto:support@conjoint.ly)

