

You can everything	Complete freedom	Utmost freedom
Easy sleep	100% protection	100% safety
Fine sleep	Great protection	100% cotton
Comfort and safe	All natural	100% natural
	Ultimate protection	Better protect
Protective beauty		100% tender
	Unmatched protection	50% more absorbent
		Safety and nature
	Protective safety	
Safety and science		



Claims Combination Test

Research methodology, illustrated with a case study for night-time hygienic pads

Claims Combination Test

When to use Claims Combination Test

- When your product can have **multiple claims that play different roles** on product packaging
- When you want to **test claims in conjunction with other attributes** (e.g. price)

Claims Test vs. Claims Combo Test

- **Claims Test** produces a list of best claims combination by TURF analysis, which combines claims that provides the largest reach. However, TURF may recommend multiple claims from the same topic which can hamper effectiveness of that combination in reality
- **Claims Combo Test** ranks claims *combinations* on preference share through simulation, and avoids promoting combinations of claims that may take preference share from each other

Why choose Claims Combination Test with Conjoint.ly

- **Find the best combinations of claims** from a list of up to 100 individual claims ranked on preference share using a **methodology perfected over multiple projects with large FMCG companies**
- Claims Combination Test leverages a **unique twist on choice based experimental design** to simultaneously provide insights on product features and pricing
- Simulations of preference share to **compare performance of different claim combinations** against competitors
- **Multiple diagnostic options** to measure how well claims perform on standard measures such as attractiveness, naturalness, or specify your own metrics

Disguised Example Study – Night Time Hygienic Pads

- In this deck, we illustrate this methodology with an example of BrandCo, a producer of feminine hygienic products, wanting to launch a new line of **night time hygienic pads**. After deciding features and package design, BrandCo wants to test claims in order to find the best claim combinations
- After performing Claims Combination Test, Conjoint.ly returned with the following outcomes:
 - To maximise effectiveness, claim combinations should contain two benefit claims and one “reason to believe” claim
 - BrandCo can use any of the top 10 claim combinations to achieve similar market shares, the decision comes down to which competitors BrandCo would prefer to take market share from
 - \$3.50 was the optimal price for releasing night time hygienic pads to maximise profitability

Disguised example study: Claims and Pricing for night time hygienic pads

Context



- **BrandCo** is a producer of feminine hygienic products. BrandCo wanted to launch a new line of night time hygienic pads, an area previously neglected by BrandCo. After much research and discussion marketing team, they have short-listed 15 claims to be added to the packaging. As BrandCo does not currently have an offering on the market, they wish to find the **optimal combination of price and claims that will maximise their profitability**
- With this in mind, BrandCo approached Conjoint.ly for a custom project

Objectives

- BrandCo's insights manager decides on the following **research questions**:
 - **RQ1**: What are the best claims?
 - **RQ2**: Which combinations of claims are most attractive to our customers?
 - **RQ3**: What is the optimal pricing for the new product?

Research approach



- BrandCo used Conjoint.ly's for a Claims Combo Test, with 15 claims in combinations of three alongside different levels of pricing
- Using Conjoint.ly's adaptive methodology, the sample size required was significantly reduced to 300 respondents
- Findings were immediately available upon completion of the project

Outcomes

- BrandCo can use any of the top 10 claim combinations to achieve similar market shares
- \$3.50 was the optimal price for releasing night time hygienic pads to maximise profitability
- Findings were immediately available upon completion of the project











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Comparison with Claims Test

Inputs: BrandCo supplied a list of competitor products to test their claims against including product images, current claims, and prices

Brand	Brand Logo	Product Image	Claims	Price: \$3.00	Price: \$3.50	Price: \$4.00	Price: \$4.50	Price: \$5.00
BrandCo			BrandCo has provided a list of claims to be tested	✓	✓	✓	✓	✓
UltraSoft			3 key value propositions (fixed)		✓			
OnlyYou			3 key value propositions (fixed)					✓
Liberal			3 key value propositions (fixed)			✓		

Inputs: BrandCo also provided 15 claims to be tested organised into two topics: Benefits and Reasons to Believe (RTBs)

Brand	Topic	Claim
BrandCo	Benefit	Flexible fit to keep you dry and comfortable all day long
		The cotteny cover is soft and gentle on skin
		Specially designed to give you protection and comfort
		Shaped for comfort and protection so you can be sure your pad isn't going anywhere
		Active odour neutralisers provide a hint of freshness so you can wake up clean
		Provides maximum protection against leaks for a dry and comfortable feeling
		Our most absorbent pad for both day and night so you can feel secure during your period
		Absorbs up to 2 cups to help you feel secure for longer
	RTB	Soft, breathable material for everyday use
		Only BrandCo has MoistureLock technology to draw moisture away from the body
		A special blend of thin and flexible layers made of microfibres and nanotechnology
		The double pulp layer will keep you feeling fresh all night
		Our unique 12 anti-leak channels are designed to direct the fluid into the pad

Survey Flow: Claims were tested using a two stage approach; measuring competitive advantage and sorting them into a ranked list

Stage 1 tested claims against competitors to find the most effective claims at taking market share

Stage 2 tested BrandCo claims against each other to “sort” claims and refine combinations

Displays brand logo and product image

Claims are shown in random combinations

Displays price, whilst keeping pack size constant

- Testing individual claims using a 1-5 likert scale on the following aspects:
 - How believable is the statement
 - How appropriate is the statement
 - How well the responder believes BrandCo services this need in comparison to other brands
- Open-ended feedback on each claim were also collected

Which of the following night time hygienic pads would you choose?

The screenshot shows a survey question with four product cards. Each card includes a brand logo, a product image, a list of claims, a price per pack, and a 'CHOOSE' button. A 'back' button is on the left and a 'NONE OF THE ABOVE' button is at the bottom right.

Product	Price / 10 pack
Active odour neutralisers provide a hint of freshness so you can wake up clean and refreshed.	3,50€
Ultra Soft	3,50€
Even more comfortable protection	4,00€
Soft, quick-dry breathable cover keeps you dry	5,00€

Which of the following night time hygienic pads would you choose?

The screenshot shows a survey question with four product cards. Each card includes a brand logo, a product image, a list of claims, a price per pack, and a 'CHOOSE' button. A 'Go back' button is on the left and a 'NONE OF THE ABOVE' button is at the bottom right.

Product	Price / 10 pack
The cotteny cover is soft and gentle on skin	5,00€
Provides maximum protection against leaks	3,50€
All you have to worry about is counting sheep	5,00€
Provides maximum protection against leaks	3,50€

Deep-dive on individual claims

This question is about this statement:
[Claim1]
How believable is this statement in regards to BrandCo's night time hygienic pad?

This statement neither believable nor unbelievable 1 2 3 4 5 This statement is extremely believable

Go back

What's different from standard conjoint: Claims can be flexibly arranged in various combinations, and more rules can be used

In a standard conjoint exercise, there must be strictly one claim per each type of claims




Benefit

The cotteny cover is soft and gentle on skin

RTB

Soft, breathable material for everyday use

In a Claims Combinations Test, claims can be combined more freely



Claim A

The cotteny cover is soft and gentle on skin

Claim B

Only BrandCo has MoistureLock technology to draw moisture away from the body

Claim C

Our pads have printed absorbcency zones offering superior protection

Complex rules for arrangement and prohibitions can be used (e.g., "Do not show more than 2 claims mentioning "protection")



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Comparison with Claims Test

Example Outputs: Benefits tends to out perform RTBs, but the top five claims are a mixture of both

Claim	Preference Score	Believable	Appropriateness	Brand Service
Specially designed to give you protection and comfort	22	83%	85%	74%
Provides maximum protection against leaks for a dry and comfortable feeling	16	82%	79%	74%
Only BrandCo has MoistureLock technology to draw moisture away from the body	16	67%	64%	67%
Our unique 12 anti-leak channels are designed to direct the fluid into the pad	15	75%	82%	64%
A special blend of thin and flexible layers made of microfibres and nanotechnology	14	69%	78%	69%
Flexible fit to keep you dry and comfortable all day long	10	70%	66%	63%
Our most absorbent pad for both day and night so you can feel secure during your period	4	65%	73%	70%
Shaped for comfort and protection so you can be sure your pad isn't going anywhere	2	67%	72%	67%
The cotteny cover is soft and gentle on skin	-2	67%	74%	65%
Active odour neutralisers provide a hint of freshness so you can wake up clean	-5	60%	65%	58%
The double pulp layer will keep you feeling fresh all night	-7	55%	55%	51%
Absorbs up to 2 cups to help you feel secure for longer	-15	51%	53%	51%
Soft, breathable material for everyday use	-16	62%	53%	49%
Our pads have printed absorbency zones offering superior protection	-22	57%	52%	44%
BrandCo pads have been made in Sydney, Australia for over 35 years	-32	62%	55%	49%

Topic	Mean Preference Score	Believable	Appropriateness	Brand Service
Benefit	4	68%	71%	65%
RTB	-5	64%	63%	56%

Scale for Diagnostic Question Low: 60% Medium: 75% Good: 90%

Example Outputs: Only one RTB claim is necessary, but multiple Benefit claims can be used to appeal to a broader audience

The majority of Benefit claims are only weakly correlated (or not at all)

	Claim 1	Claim 2	Claim 3	Claim 4	Claim 5	Claim 6	Claim 7	Claim 8	Claim 9	Claim 10	Claim 11	Claim 12	Claim 13	Claim 14	Claim 15	NPD	Liberal	OnlyYou	UltraSoft
Claim 1	1.0	0.3	0.1	0.2	-0.2	-0.2	-0.3	0.3	0.1	-0.3	0.1	0.0	0.1	-0.2	0.0	0.0	-0.2	-0.2	0.0
Claim 2	0.3	1.0	0.3	-0.2	0.1	0.1	0.1	0.1	-0.5	0.2	0.3	0.4	0.0	0.3	-0.1	0.3	-0.6	-0.3	0.2
Claim 3	0.1	0.3	1.0	0.3	0.6	0.2	0.3	-0.5	0.0	0.3	0.6	0.6	0.7	0.7	0.1	-0.4	-0.3	-0.1	-0.5
Claim 4	0.2	-0.2	0.3	1.0	0.1	0.1	0.0	-0.2	0.4	0.3	0.2	0.1	0.6	0.3	-0.3	-0.4	0.1	-0.2	-0.4
Claim 5	-0.2	0.1	0.6	0.1	1.0	0.3	0.4	-0.6	0.2	0.3	0.6	0.8	0.4	0.8	0.5	-0.2	-0.1	-0.1	-0.6
Claim 6	-0.2	0.1	0.2	0.1	0.3	1.0	0.4	-0.1	0.4	0.4	0.5	0.4	0.1	0.2	0.3	-0.1	0.1	-0.4	-0.4
Claim 7	-0.3	0.1	0.3	0.0	0.4	0.4	1.0	0.0	0.4	0.4	0.5	0.6	0.3	0.4	0.7	0.0	-0.1	-0.5	-0.4
Claim 8	0.3	0.1	-0.5	-0.2	-0.6	-0.1	0.0	1.0	0.0	-0.2	-0.4	-0.2	-0.6	-0.4	-0.2	0.0	0.3	0.0	0.2
Claim 9	0.0	-0.5	0.0	0.4	0.2	0.4	0.4	0.0	1.0	0.2	0.0	0.1	0.2	0.1	0.3	0.0	0.6	-0.2	-0.7
Claim 10	0.1	0.2	0.3	0.3	0.3	0.4	0.4	-0.2	0.2	1.0	0.3	0.6	0.4	0.3	0.4	0.2	-0.3	-0.8	-0.2
Claim 11	-0.3	0.3	0.6	0.2	0.6	0.5	0.5	-0.4	0.0	0.3	1.0	0.7	0.3	0.6	0.3	-0.1	-0.6	-0.3	-0.1
Claim 12	0.1	0.4	0.6	0.1	0.8	0.4	0.6	-0.2	0.1	0.6	0.7	1.0	0.3	0.7	0.6	-0.2	-0.4	-0.4	-0.4
Claim 13	0.0	0.0	0.7	0.6	0.4	0.1	0.3	-0.6	0.2	0.4	0.3	0.3	1.0	0.4	0.0	-0.4	-0.1	-0.2	-0.5
Claim 14	0.1	0.3	0.7	0.3	0.8	0.2	0.4	-0.4	0.1	0.3	0.6	0.7	0.4	1.0	0.4	-0.2	-0.3	-0.2	-0.5
Claim 15	-0.2	-0.1	0.1	-0.3	0.5	0.3	0.7	-0.2	0.3	0.4	0.3	0.6	0.0	0.4	1.0	0.1	-0.1	-0.4	-0.2
NPD	0.0	0.3	-0.4	-0.4	-0.2	-0.1	0.0	0.0	0.0	0.2	-0.1	-0.2	-0.4	-0.2	0.1	1.0	-0.3	-0.5	0.4
Liberal	0.0	-0.6	-0.3	0.1	-0.1	0.1	-0.1	0.3	-0.3	-0.3	-0.6	-0.4	-0.1	-0.3	-0.1	-0.3	1.0	0.3	-0.5
OnlyYou	-0.2	-0.3	-0.1	-0.2	-0.1	-0.4	-0.5	-0.2	-0.2	-0.8	-0.3	-0.4	-0.2	-0.2	-0.4	-0.5	0.3	1.0	-0.1
UltraSoft	0.0	0.2	-0.5	-0.4	-0.6	-0.4	-0.2	-0.7	0.7	-0.2	-0.1	-0.4	-0.5	-0.5	-0.2	0.4	-0.5	-0.1	1.0

RTB claims tend to be correlated with each other so multiple RTB claims will “steal” power from one another

Note: Strong correlations are those greater than 0.6 or less than -0.6. Margin of Error: 0.2

Example Outputs: Claim combinations that use claims from both topics take the highest preference share

#	Claim A	Claim B	Claim C	Share of Preference
1	Provides maximum protection against leaks for a dry and comfortable feeling	Absorbs up to 2 cups to help you feel secure for longer	The double pulp layer will keep you feeling fresh all night	20%
2	Provides maximum protection against leaks for a dry and comfortable feeling	Absorbs up to 2 cups to help you feel secure for longer	A special blend of thin and flexible layers made of microfibres and nanotechnology	20%
3	Our most absorbent pad for both day and night so you can feel secure during your period	Absorbs up to 2 cups to help you feel secure for longer	A special blend of thin and flexible layers made of microfibres and nanotechnology	20%
4	Provides maximum protection against leaks for a dry and comfortable feeling	Our most absorbent pad for both day and night so you can feel secure during your period	Absorbs up to 2 cups to help you feel secure for longer	19%
5	Our most absorbent pad for both day and night so you can feel secure during your period	Absorbs up to 2 cups to help you feel secure for longer	The double pulp layer will keep you feeling fresh all night	19%
6	Provides maximum protection against leaks for a dry and comfortable feeling	Our most absorbent pad for both day and night so you can feel secure during your period	The double pulp layer will keep you feeling fresh all night	19%
7	Provides maximum protection against leaks for a dry and comfortable feeling	Absorbs up to 2 cups to help you feel secure for longer	Our unique 12 anti-leak channels are designed to direct the fluid into the pad	19%
8	Our most absorbent pad for both day and night so you can feel secure during your period	A special blend of thin and flexible layers made of microfibres and nanotechnology	The double pulp layer will keep you feeling fresh all night	19%
9	Provides maximum protection against leaks for a dry and comfortable feeling	Our most absorbent pad for both day and night so you can feel secure during your period	A special blend of thin and flexible layers made of microfibres and nanotechnology	19%
10	Absorbs up to 2 cups to help you feel secure for longer	A special blend of thin and flexible layers made of microfibres and nanotechnology	The double pulp layer will keep you feeling fresh all night	19%

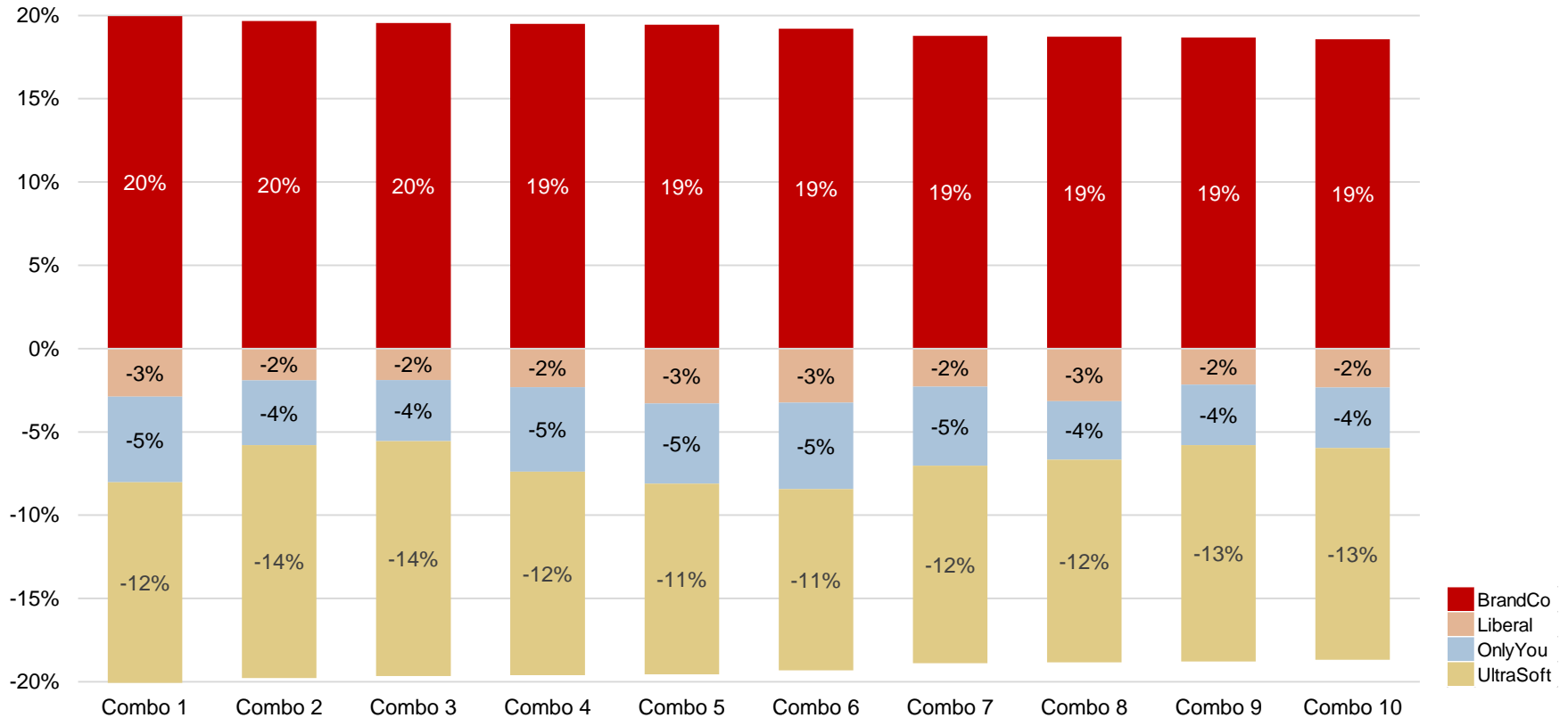
Benefit RTB

Top 10 claims combinations are not significantly different from each other

Note: Preference share simulations were conducted at the \$4.00 price point.
Margin of Error: 6.5 percentage points

Example Outputs: The claim combination can be chosen by which competitors BrandCo would prefer to take more preference share

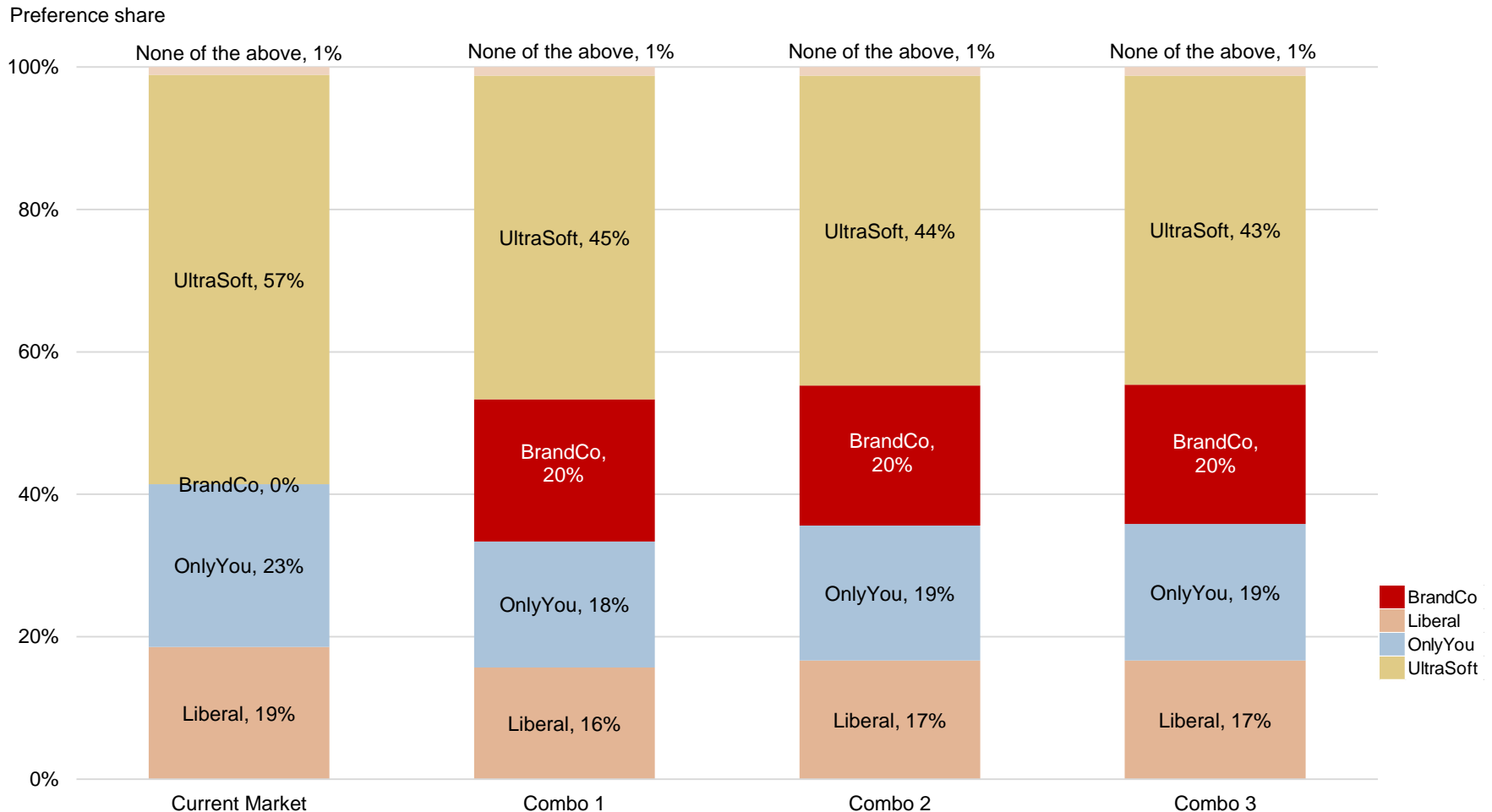
Preference share



Top 10 claims combinations are not significantly different from each other

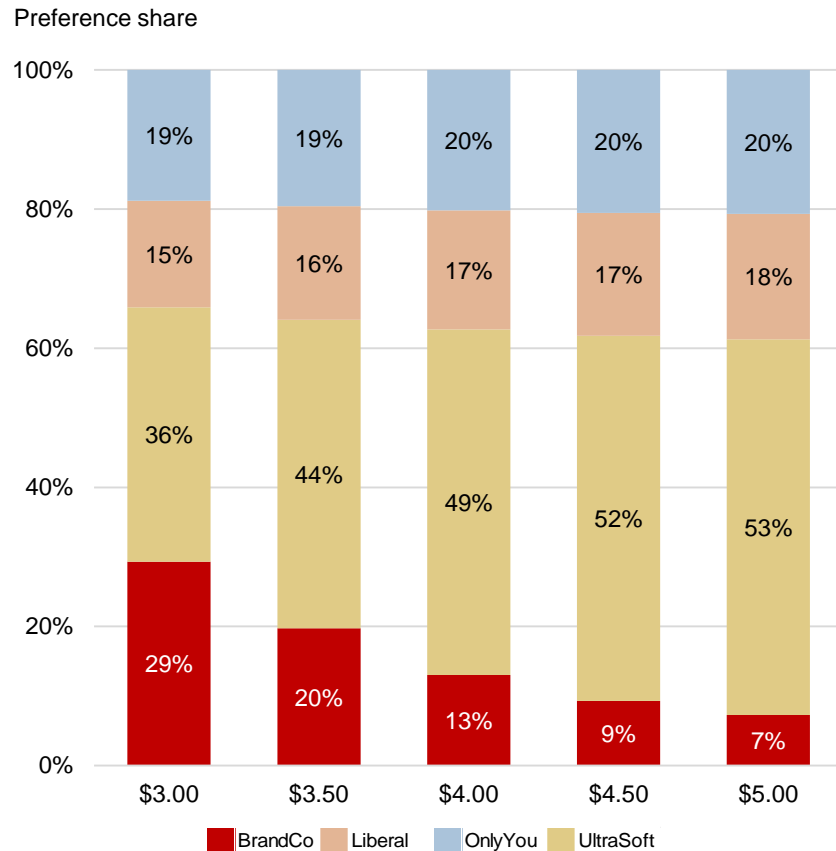
Note: Preference share simulations were conducted at the \$4.00 price point.
Margin of Error: 6.5 percentage points

Example Outputs: Top claim combos are identified through simulating preference share of the product with that combination

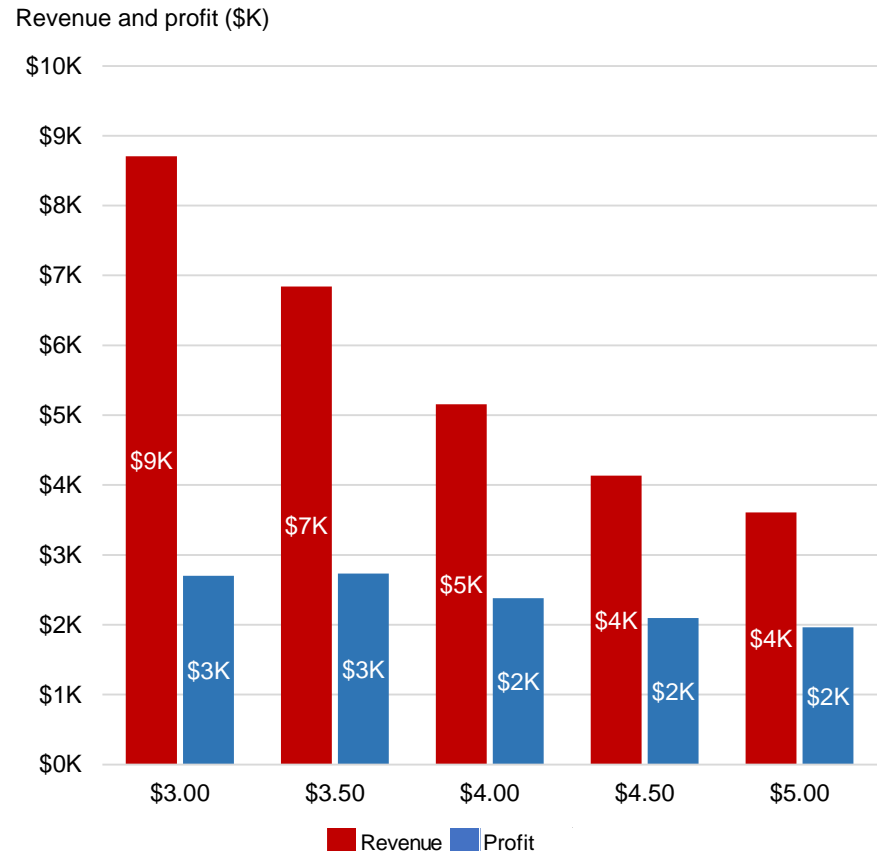


Example Outputs: Market share and revenue maximised at the \$3.00 price point but profitability is maximised at \$3.50

Simulated volume / preference shares



Projected revenue and profits



Note: Projected profits based on 10,000 units moved with assumed fixed and variable cost
Margin of Error: 7%



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Outputs

Comparison with Claims Test

Comparison with Claims Test: Claim Combination recommends a more even mixture of claim topics over claims tests.

Best combinations from TURF (Claims Test) tend to include only benefits

Claim A	Claim B	Claim C	Reach
Provides maximum protection against leaks for a dry and comfortable feeling	Maximum protection all over to help prevent leakage from every angle	Our special cotton blend is up to 4 times more absorbent than leading night period pads	56%
Shaped for comfort and protection so you can be sure your pad isn't going anywhere	Provides maximum protection against leaks for a dry and comfortable feeling	Maximum protection all over to help prevent leakage from every angle	52%
Provides maximum protection against leaks for a dry and comfortable feeling	Maximum protection all over to help prevent leakage from every angle	Our pads are shaped to move with your body while you sleep	52%
Active odour neutralisers provide a hint of freshness so you can wake up clean	Provides maximum protection against leaks for a dry and comfortable feeling	Maximum protection all over to help prevent leakage from every angle	51%
Provides maximum protection against leaks for a dry and comfortable feeling	Maximum protection all over to help prevent leakage from every angle	Our pads delivers superior protection to help you sleep better	50%
Provides maximum protection against leaks for a dry and comfortable feeling	Our most absorbent pad for both day and night so you can feel secure during your period	Maximum protection all over to help prevent leakage from every angle	49%

Best combinations by preference share (from Claims Combo Test)

Claim A	Claim B	Claim C	Preference Share
Provides maximum protection against leaks for a dry and comfortable feeling	Absorbs up to 2 cups to help you feel secure for longer	The double pulp layer will keep you feeling fresh all night	20%
Provides maximum protection against leaks for a dry and comfortable feeling	Absorbs up to 2 cups to help you feel secure for longer	A special blend of thin and flexible layers made of microfibres and nanotechnology	20%
Our most absorbent pad for both day and night so you can feel secure during your period	Absorbs up to 2 cups to help you feel secure for longer	A special blend of thin and flexible layers made of microfibres and nanotechnology	20%
Provides maximum protection against leaks for a dry and comfortable feeling	Our most absorbent pad for both day and night so you can feel secure during your period	Absorbs up to 2 cups to help you feel secure for longer	19%
Our most absorbent pad for both day and night so you can feel secure during your period	Absorbs up to 2 cups to help you feel secure for longer	The double pulp layer will keep you feeling fresh all night	19%
Provides maximum protection against leaks for a dry and comfortable feeling	Our most absorbent pad for both day and night so you can feel secure during your period	The double pulp layer will keep you feeling fresh all night	19%

Benefit RTB

Regardless of methodology, claims that perform exceptionally well will be present in nearly every claim combination

**Automated
tools and
expert
support**
for product
and pricing
research



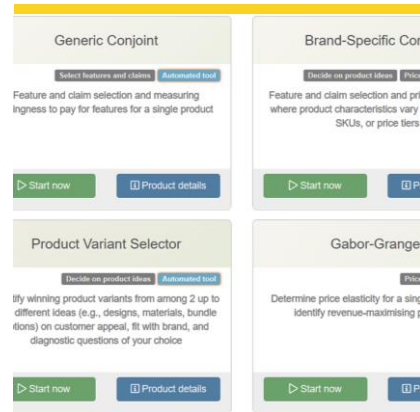
Why Conjoint.ly



Trusted by insight departments of global brands

Conjoint.ly automated tools (Conjoint analysis, Claims Test, etc.) have been used by multiple projects from multiple countries.

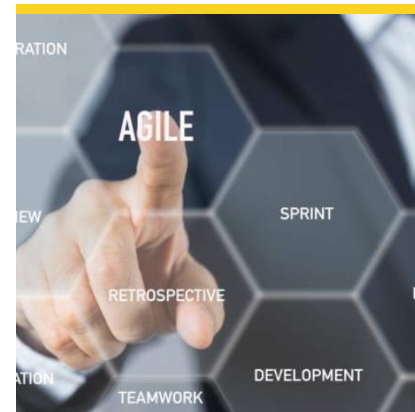
We are cooperatively working together with several insights department of global brands



Specialisation in pricing and product research

We are focused on product and pricing research (i.e. we do not offer ad testing, shopper, other types of studies)

We support 10+ pricing projects every week (most of which are automated)



Agile service from automated platform to custom projects

We provide state-of-the-art quality analytics for different types of service

From fully automated experiments on our platform to fully once-off custom projects of any complexity



Deep involvement support all through the process

Conjoint.ly provide reliable support all through the service

Quality support involves methodology explanation, interface guidance, result interpretation etc.

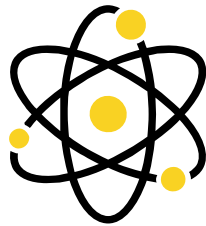
We also know data collection and can provide quality assured panel

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



Tools for specific research methods

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



Agency-quality results using marketing science

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**

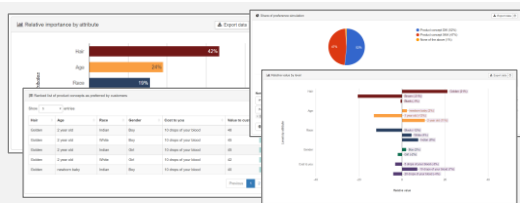


We enjoy providing support to our users

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

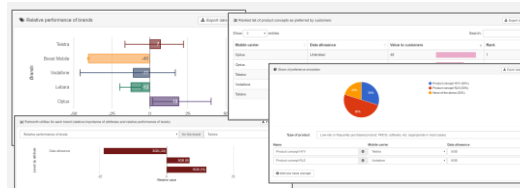
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



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

Brand-Specific Conjoint



- Preference for brands and features, simulations, etc.

Claims Test



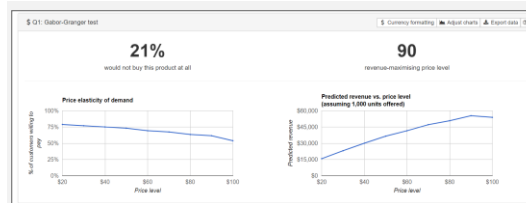
- Preference and diagnostics, Passport of a claim, TURF analysis, etc.

Predictive Product Test



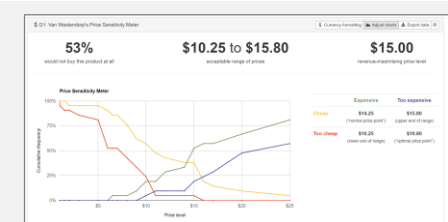
- Predictions, consensus history, rationales

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


“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

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

How Conjoint.ly works:

Timeline of a project



? How it works

Based on **your research** question

Insert stimuli into online interface (packaging, pricing, claims, features)

Buy from us or bring your customers and leads

Automated sampling (monitored by Conjoint.ly team)

Automated analytics and outputs

🕒 Timeframe

In your **own time**

5 hrs to 2 weeks

1 min to 1 hour

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

Discuss your research needs

Review your studies before launch

Custom targeting and sample

Interpreting results and extra stats analysis

Panel sampling with Conjoint.ly:

Three ways Conjoint.ly can help source respondents

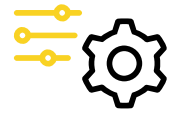
Targeted respondents



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

Bachelor of Business and Commerce, Marketing, from Western Sydney University



Denis Smagin
Developer



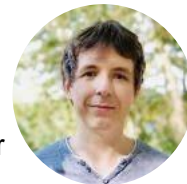
Anna Burunova
QA Engineer



Sergey Pavlenko
Developer



Hugh Zhao
Market Researcher

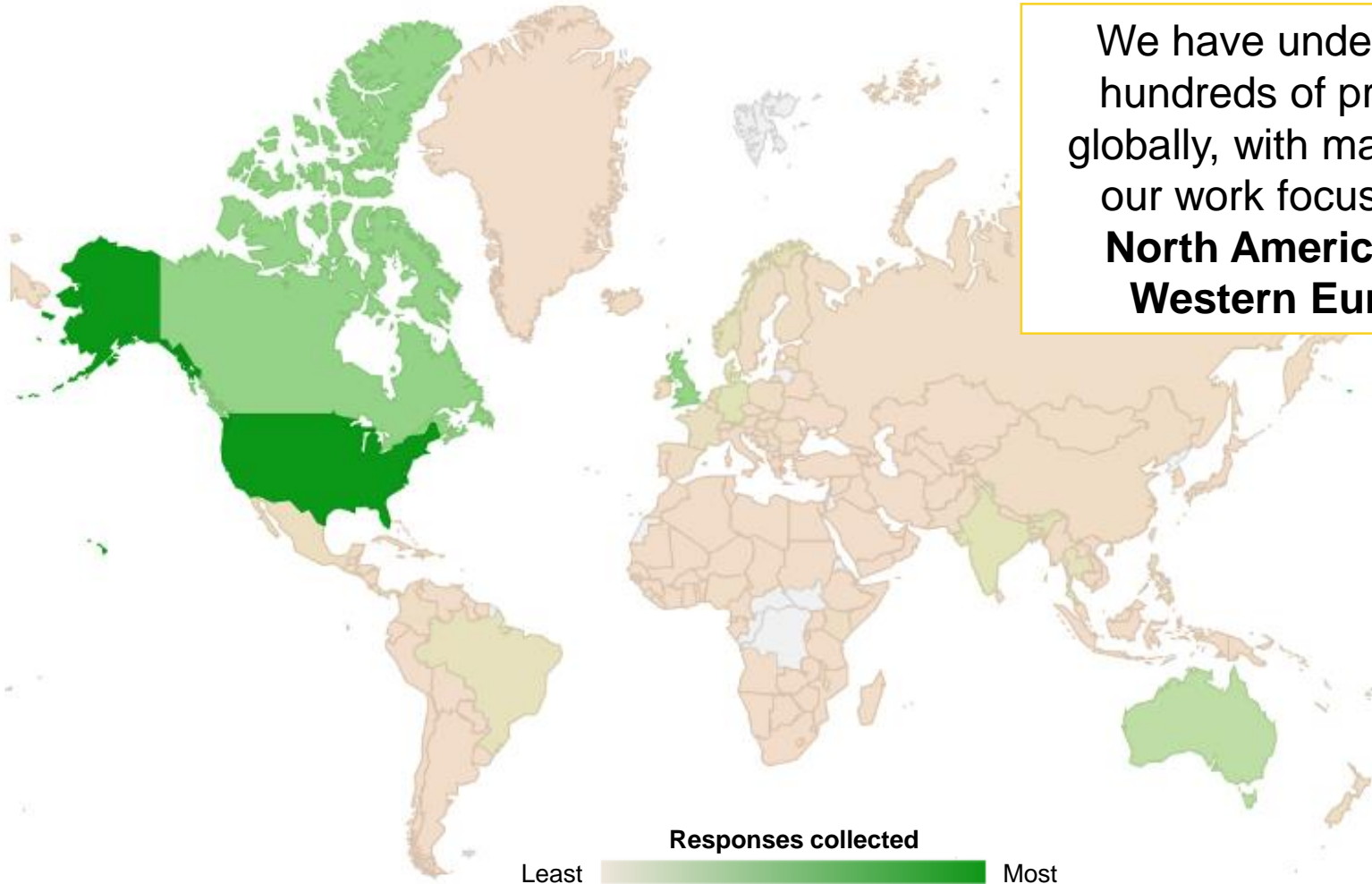


Sergey Sesylkin
Developer

Our Story

- Conjoint.ly started in 2016 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 2020 with a number of product and pricing methods in development

Geography of previous engagements



We have undertaken hundreds of projects globally, with majority of our work focused on **North America** and **Western Europe**

Disguised case study:

Packaging selection for a major FMCG brand



Business problem

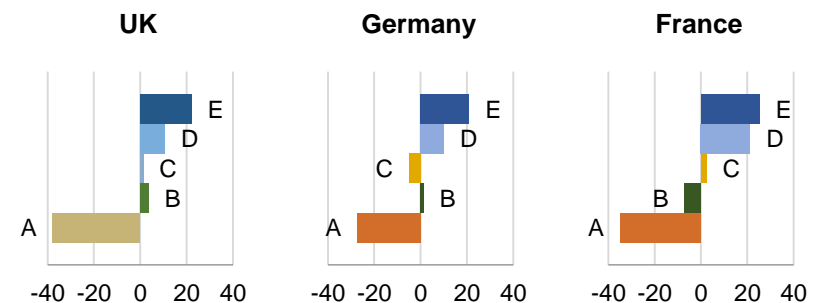
- FMCG Co currently produces DrinkMe, a narrowly-targeted energy drink, in five different packaging options across separate European markets. The company's strategy team identified a cost saving opportunity from rationalising and combining factory facilities into a single location. The combined factory will be able to produce only one or two packaging types
- As part of strategy review, the Insights Team identifies the need to check:
 - Which packaging options are most preferred by consumers
 - If preferences are consistent across the major markets

Research approach

- FMCG Co performed Generic Conjoint, which included its 5 packaging options and 5 potential price levels in UK, Germany, and France
- The project required 6 days to set up, 5 days of which were needed for production of visual stimuli by FMCG Co's designers
- Data collection of 250 responses per market lasted 2 days given the narrow targeting of the audience
- At the request of FMCG Co, Conjoint.ly team assisted on:
 - Review of the research brief and choice of method
 - Review of the study before launch and translation of questionnaire into French and German
 - Post-study review of findings

Outputs and outcomes

- Generic Conjoint confirmed that packaging option E was most preferred across all major markets, even though option D was almost as popular in France
- The study found support the streamlining strategy, helping deliver the pack options consumer want most and save cost for FMCG Co



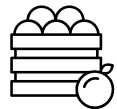
Conjoint.ly Investment

£1,851
Cost per country

2 days
Time to insight

Disguised case study:

Feature selection for fruit grading machinery



Business problem

- Machine Co is an Australian-based machinery manufacturer, who is keen on launching fruit grading machines into the Australian market. Its new unit will compete with fruit grading machinery imported from US and China
- As part of strategy review, the insights team were tasked to find out:
 - What are the most important features of a fruit grading machinery?
 - How important is price (within the considered range)?

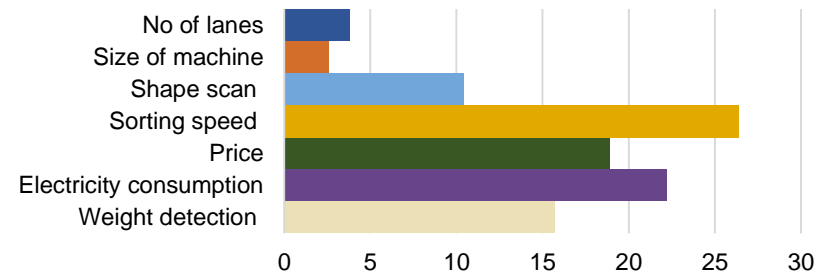
Research approach

- Machine Co engaged Conjoint.ly for a custom project in which Conjoint.ly designed a Generic Conjoint (with input from Machine Co), including 6 key features and 5 different price points for the grading machinery
- Respondents were 200 fruit growers across Australia and New Zealand, sourced through a B2B fieldwork partner. Data collection was complete within 7 days
- Findings were immediately available upon completion of the project. Conjoint.ly team reviewed the findings and prepared a PowerPoint presentation for reporting, including additional price sensitivity analysis

Outputs and outcomes

- Generic Conjoint confirmed that sorting speed is the most important feature of a fruit grading machine, followed by electricity consumption, price and weight detection technology. Price (at least on the tested range) was not an overwhelming factor for customers
- The study provided agile and actionable insights to help Machine Co understand key elements of value of a fruit grading machine

Attribute importance scores



Conjoint.ly Investment

\$7,349
Total cost

7 days
Time to insight

Disguised case study:

Feature selection for credit card offering



Business problem

- Bank Co is a major consumer bank in the US. Given a recent shake-up in competitors' offerings, Bank Co is considering launching a new credit card boasting travel benefits to attract young professionals who lead a mobile lifestyle and travel frequently for work
- As part of strategy review, the insights team identified the need to check how important membership in lounges would be as part of the credit card package for the target market

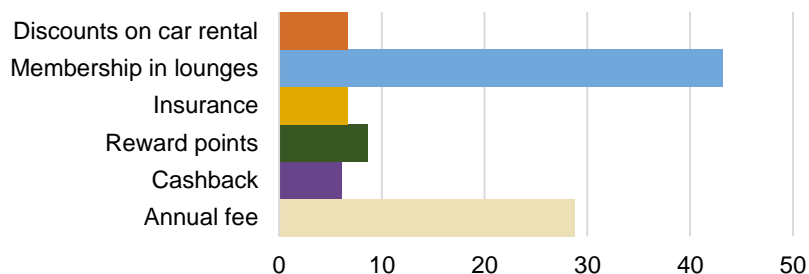
Research approach

- Bank Co performed Generic Conjoint, which included 5 reward features and 4 levels of potential annual fees
- Data collection of 200 responses was completed in 10 hours given the relative scope of the target audience
- Findings were immediately available upon completion of the project
- At the request of Bank Co, Conjoint.ly team assisted on review of the study before launch

Outputs and outcomes

- Generic Conjoint confirmed lounge membership to be the most important feature for a credit card offering. Consumers were willing to pay up to ~\$250 annual fee for it
- The study provided agile and actionable insights to help Bank Co understand the value of lounge membership before investing in a partnership with the airline companies

Attribute importance scores



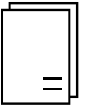
Conjoint.ly Investment

\$3,781
Total cost

10 hours
Time to insight

Disguised case study:

Brand-Specific Conjoint for a pulp and paper brand



Business problem

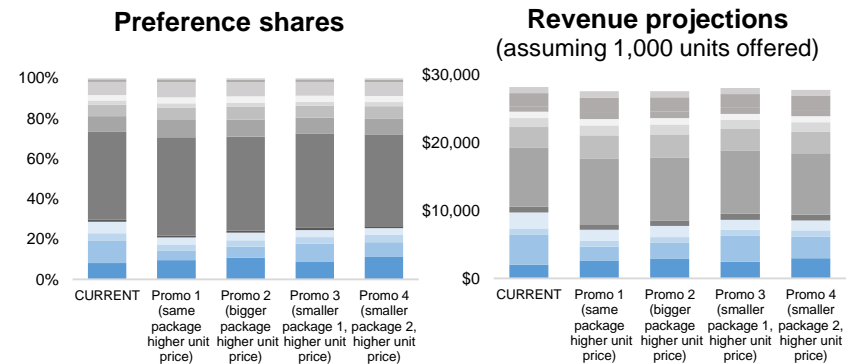
- Paper Co is a major pulp and paper company in Germany. It is planning to reset prices from a price promotion. Given the competitive market, Paper Co would like to test the consequent share and revenue before resetting pricings for its SKUs
- As part of strategy review, the Insights Team identifies 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



Conjoint.ly Investment

\$2,670
Total cost

5 days
Time to insight

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

£2,730
Total cost

8 hours
Time to insight

Disguised case study: Gabor-Granger for a books-on-demand provider



Business problem

- Book Co is a major books-on-demand provider in Egypt. Given intense competition in this market, Book Co would like to measure the value customer on book streaming over the Internet
- As part of the strategy review, the insights team would like to test for non-paying users, competitors' users, and Book Co's paying users:
 - What is customers' willingness to pay?
 - What is the optimal price of subscription to maximize its revenue?

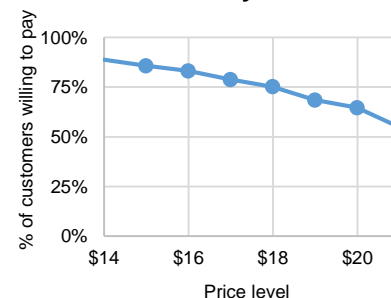
Research approach

- Book Co performed a Gabor-Granger test using Conjoint.ly platform and test eight price points for its paid subscription
- Respondents are book streaming users with predefined panel (33% 18-24y.o., 33% 25-33y.o., and 33% 34-55y.o.; 35% non-paying users, 35% competitors' users, and 30% Book Co's paying users)
- Data collection of 953 responses was completed in 3 days (38 hours) given the relative scope of the target audience
- Findings were immediately available upon completion of the project.

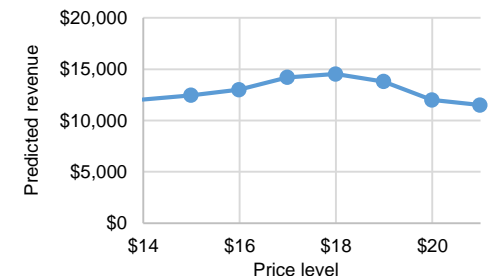
Outputs and outcomes

- Gabor-Granger confirmed the Price elasticity of demand and Predicted revenue vs. price level of Book Co's paying subscription for different segments
- The study provided agile and actionable insights to help Book Co understand customers' demand. For example, results suggest that the optimal price is \$17.99/month of subscription for its users

Price elasticity of demand



Predicted revenue vs price level
(assuming 1,000 units offered)



Conjoint.ly Investment

€7,217
Total cost

3 days
Time to insight

Disguised case study: Van Westendorp for a fashion brand



Business problem

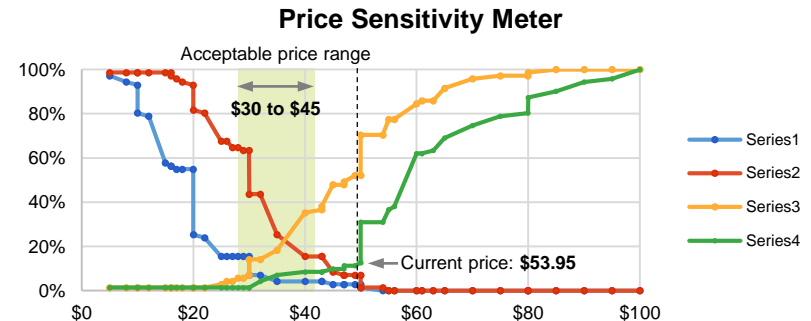
- Fashion Co, a major New Zealand-based online fashion company, recently expanded into the UK market. Initially, pricing for most SKUs was set through simple conversion from NZD into GBP. But there is suspicion that current pricing is seen as too high by consumers.
- As part of the first quarter operational review, the insights team needs to check if current pricing too high for the target market?
- Given the need for a quick turn-around, Fashion Co uses Conjoint.ly for Van Westendorp project

Research approach

- Fashion Co performed Van Westendorp test using Conjoint.ly platform on a dozen highest grossing products (SKUs) in the UK
- Sample consisted of 150 customers (invited by Fashion Co) and 150 panel respondents (sourced by Conjoint.ly). Questionnaire included screening and demographic questions (e.g. brand awareness and open-end feedback)
- Data collection of panel respondents was completed in 10 hours. Collecting responses from customers took 12 days
- Findings were immediately available upon completion of the project on the Conjoint.ly platform

Outputs and outcomes

- Van Westendorp confirmed that the expectation of price (range of acceptable prices) was substantially lower than current pricing: ~45% lower for all consumers and ~30% for current customers
- Based on these findings, Fashion Co decided to invest further into its brand to elevate perception of quality and style among UK consumers



Conjoint.ly Investment

£4,435
Total cost

3 days
Time to insight

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

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

Conjoint.ly Investment

£2,150
Total cost

8 hours
Time to insight

Disguised case study: MaxDiff Analysis for phone cover colours



Business problem

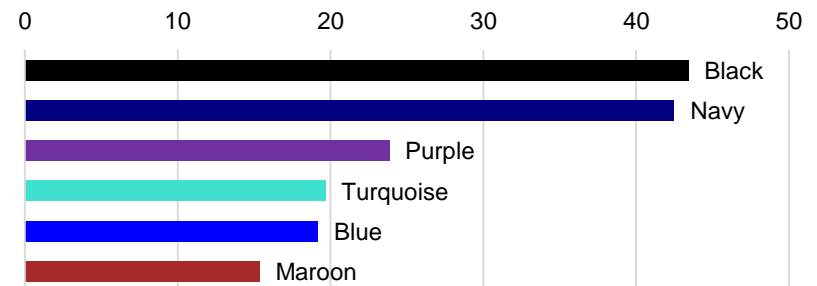
- PhoneCo is a small phone accessory manufacturer producing transparent silica phone covers. PhoneCo's marketing team has uncovered an opportunity to expand their market share by releasing coloured phone covers to supplement their current range. Considering the large amount of capital required in releasing a new product, PhoneCo would like to know which colours are the most popular for their customers before beginning production
- Given the need for quality and agile results, PhoneCo approached Conjoint.ly for a MaxDiff project

Research approach

- PhoneCo performed MaxDiff using the Conjoint.ly platform and tested 14 phone cover colours
- Data collection of the 150 responses 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 PhoneCo, the Conjoint.ly team reviewed the study before launch

Outputs and outcomes

- MaxDiff found that the top 4 colours were Black, Navy Purple and Turquoise
- The study provided agile and actionable insights to help PhoneCo decide which colours were most preferred by their consumers
- PhoneCo proceeded to launch Black and Navy phone covers, with plans to release Purple and Turquoise within a few months



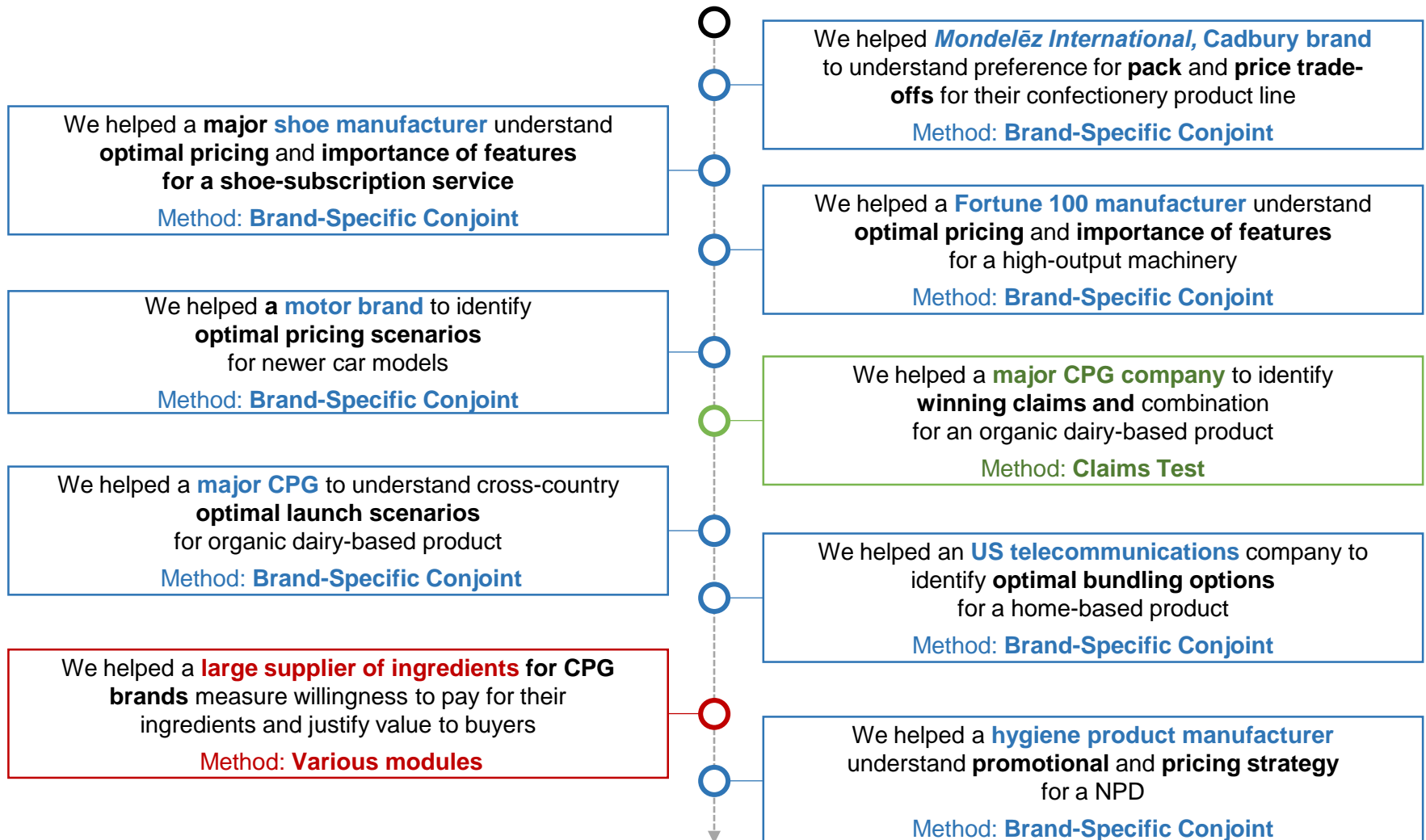
Conjoint.ly Investment

£1,850
Total cost

8 hours
Time to insight

Our experience:

Some of our notable custom projects



Next steps for Claims Combinations Test



Explore example outputs of Claims Test

- Example Claims Test results are available on our platform
- Log onto [Conjoint.ly](https://www.conjoint.ly) to explore example interactive dashboards



Schedule a call with us

- Schedule a call with us to discuss Claims Combinations Test: www.conjoint.ly/consultation



Ask us some questions

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