

Case study: A/B Testing



A/B Testing

A/B testing is a common method of comparative testing between two items, it is most commonly used for:

- 1 Comparing performance between two items
- 2 Benchmarking a new product against a current offering
- 3 Comparing two concepts, packaging, or flavours
- 4 Rating concepts on several different attributes

Disguised case study:

Deciding new flavours for canned fruit drinks

Business problem

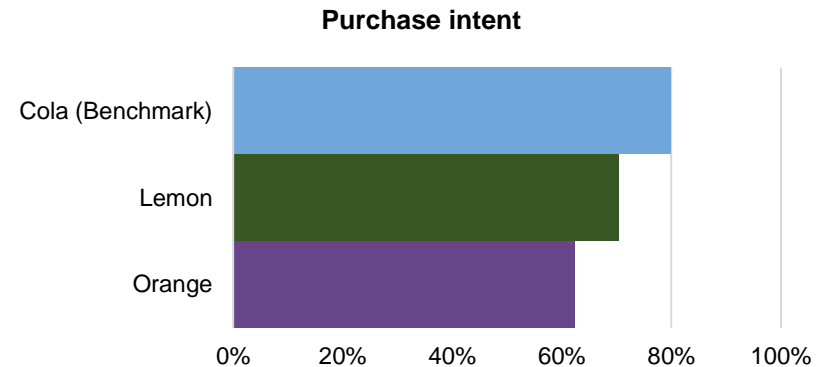
- Froot Drinks is a major producer of carbonated soft drinks. Wanting to scale back production in one of their less popular ranges, they have narrowed down a list of products to cut to two flavours based on production cost reasons
- Froot Drinks' Insight team would like to find out which one of the two products has higher purchase intent in order to determine which product to keep

Research approach

- Froot Drinks performed an A/B test, looking at 2 flavours. In addition, Froot Drinks included their current best offering as a baseline
- 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 Froot Drinks, Conjoint.ly team assisted on review of the study before launch

Outputs and outcomes

- A/B testing found that Lemon flavour had higher purchase intent and performed better on diagnostics compared to Orange. As expected, Lemon and Orange both performed worse than their current best offering – Cola.
- The study provided agile and actionable insights to help Froot Drinks to determine which flavour to keep



Conjoint.ly Investment

\$3,781
Total cost

10 hours
Time to insight

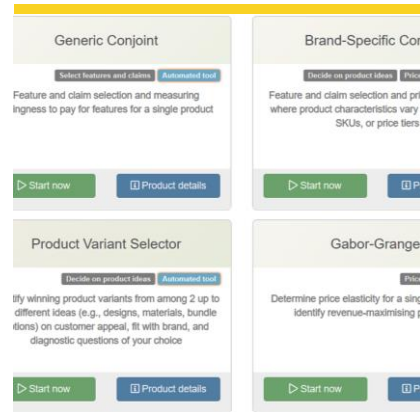
Why Conjoint.ly



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.

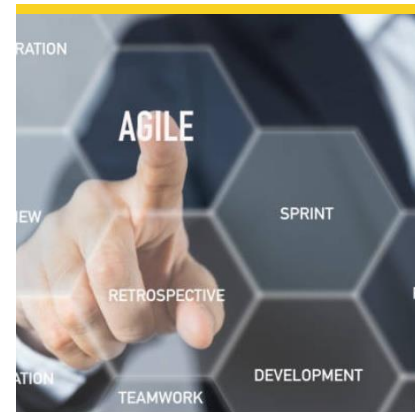
We are cooperatively working together with several insights department of global brands



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



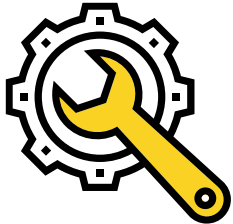
Deep involvement support all through the process

Conjoint.ly provide reliable support all through the service

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

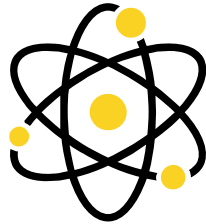
We also know data collection and can provide quality assured panel

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**

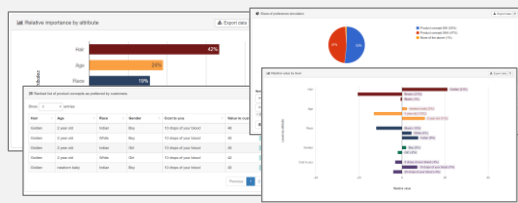


We enjoy providing support to our users

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

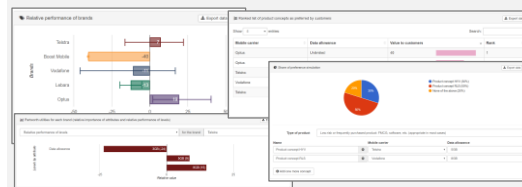
Outputs of automated tools: [Log onto Conjoint.ly](https://conjoint.ly) to explore example interactive reports

Generic Conjoint



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

Brand-Specific Conjoint



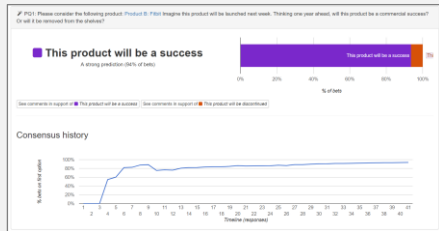
- Preference for brands and features, simulations, etc.

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

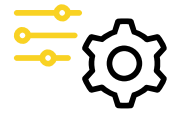
Targeted respondents



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



Jason Widjaja
Market Researcher



Yutian Shen
Market Researcher



Hugh Zhao
Market Researcher



Kirill Zaitsev
Market Researcher



Harrigan Davenport
Market Researcher



Edward Teh
Researcher Assistant



Mitchell Vanderham
Project Manager



Denis Smagin
Head Developer



Anna Burunova
QA Engineer



Sergey Pavlenko
Developer



Sergey Sesyolkin
Developer



Igor Pavlichenko
Developer



Alexey Nikitin
Developer



Viktor Dergach
Developer



Maksim Kutishchev
Front end Developer



Nicole Teh
Director of Strategic Partnerships



Catherine Chipeta
Content Creator



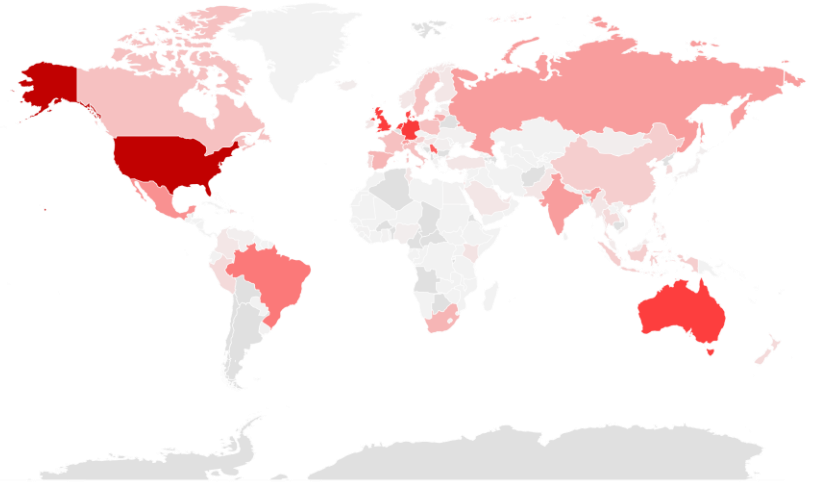
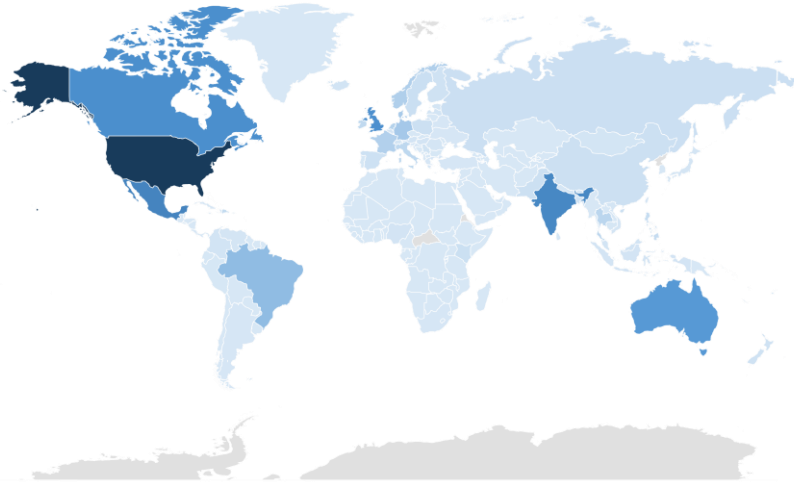
Aleksey Kornilov
Marketing Manager

- 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

Conjoint.ly is used by companies to access insights from across the globe

We have undertaken hundreds of projects, covering almost all countries in the world

Our users are mostly located in USA and Western Europe



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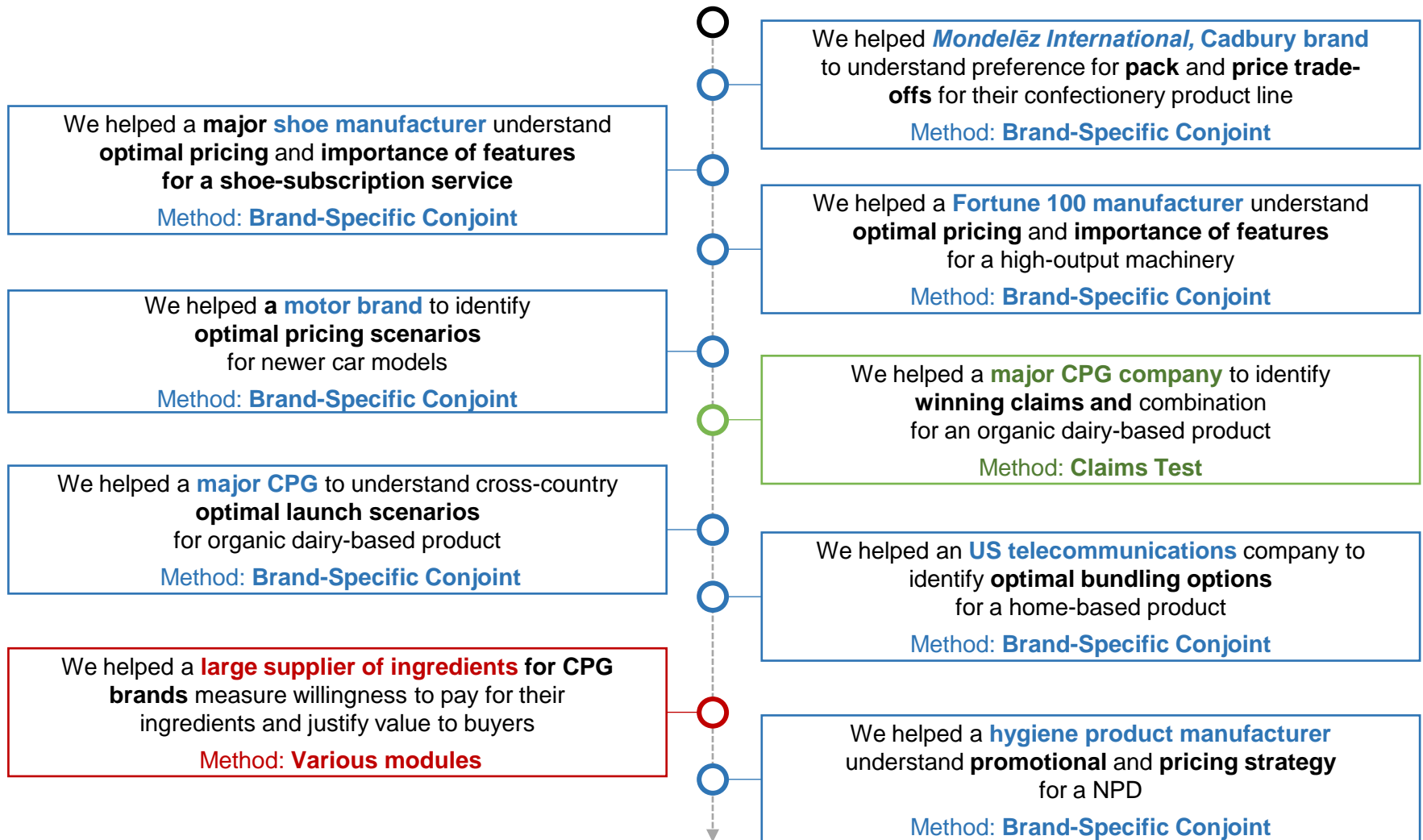
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% of participants on Conjoint.ly platform
0% 54%

% of Conjoint.ly users
0% 54%

Our experience:

Some of our notable custom projects



Next steps



Explore example
outputs

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



Schedule a call
with us

Receive a demo or
discuss an upcoming
project:
[www.conjoint.ly/
consultation](https://www.conjoint.ly/consultation)



Ask us some
questions

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

