Case study:
Generic Conjoint

conjoint.ly

Generic Conjoint

Generic Conjoint is the most common type of discrete choice experiments used for:

Feature selection for new or re-vamped products

Marginal willingness to pay for specific features relative to other features

Testing branding, packaging and advertising claims

Pricing your product, particularly in commoditised markets, where product characteristics do not vary substantially by brand or SKU

Disguised case study:
Packaging selection for a major FMCG brand
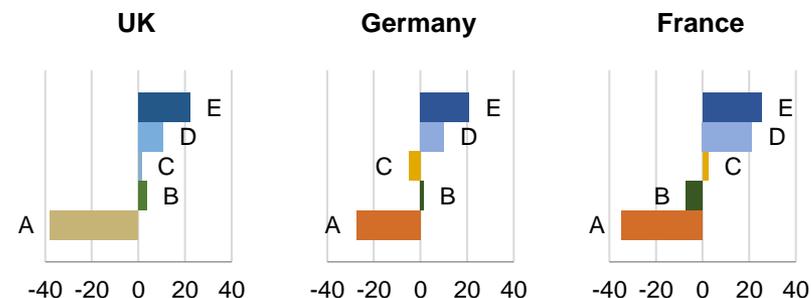
Business problem

- 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
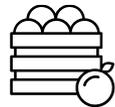

Conjoint.ly Investment

£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
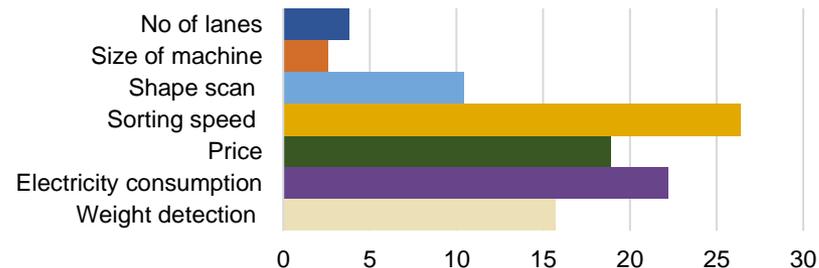
Conjoint.ly Investment

$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
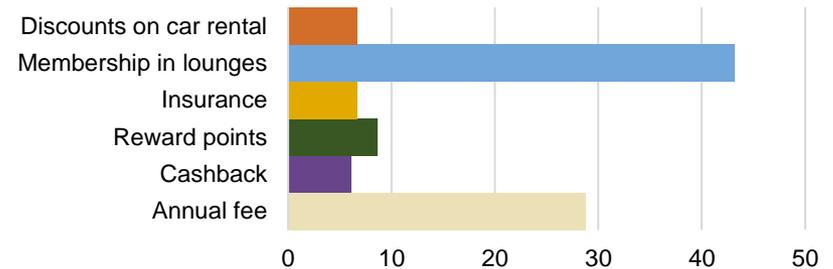
Research approach

- 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

Attribute	Score
Discounts on car rental	~7
Membership in lounges	~43
Insurance	~7
Reward points	~9
Cashback	~6
Annual fee	~29

(scale 0 to 50)

Conjoint.ly Investment

$3,781
Total cost
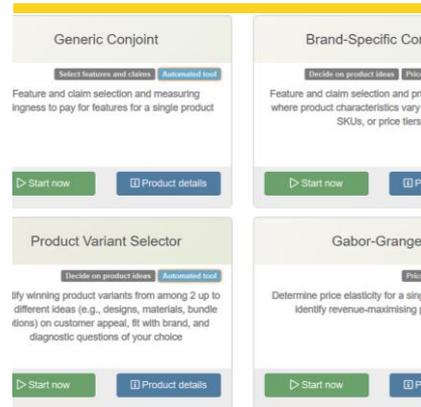
10 hours
Time to insight

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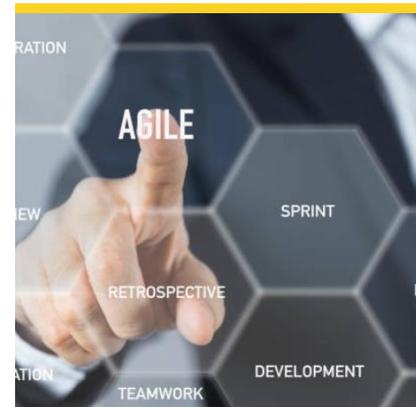
We are cooperatively working together with several insights department of global brands

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
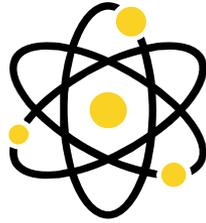
Agency-quality results using marketing science

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 to explore example interactive reports

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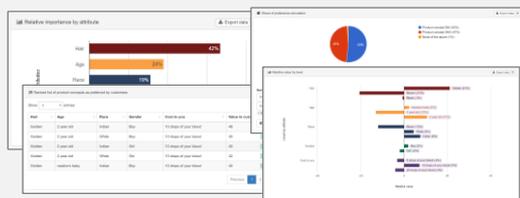
- Importance of features, attributes, willingness to pay, simulations, etc.

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
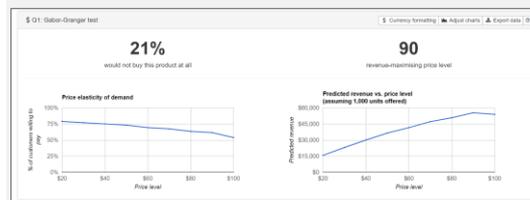
- Price elasticity curves, optimal prices

Van Westendorp
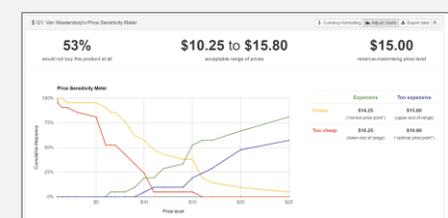
- Acceptable price ranges

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

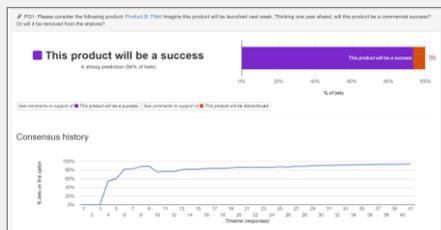> "Working with Conjoint.ly was a **truly agile experience**. Mondelez used the platform for an important PPA project for one of our core product lines. The expertise gave us the confidence to **make several critical product decisions** for the business.
>
> **Shopper Insights Lead, Mondelēz International**
> 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

1 Choose a tool	**2** Set up your study	**3** Choose sample	**4** Collect data	**5** Automated analytics

❓ 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

We lead the way in ensuring response quality in choice studies

- 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

- 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 Sesyolkin
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
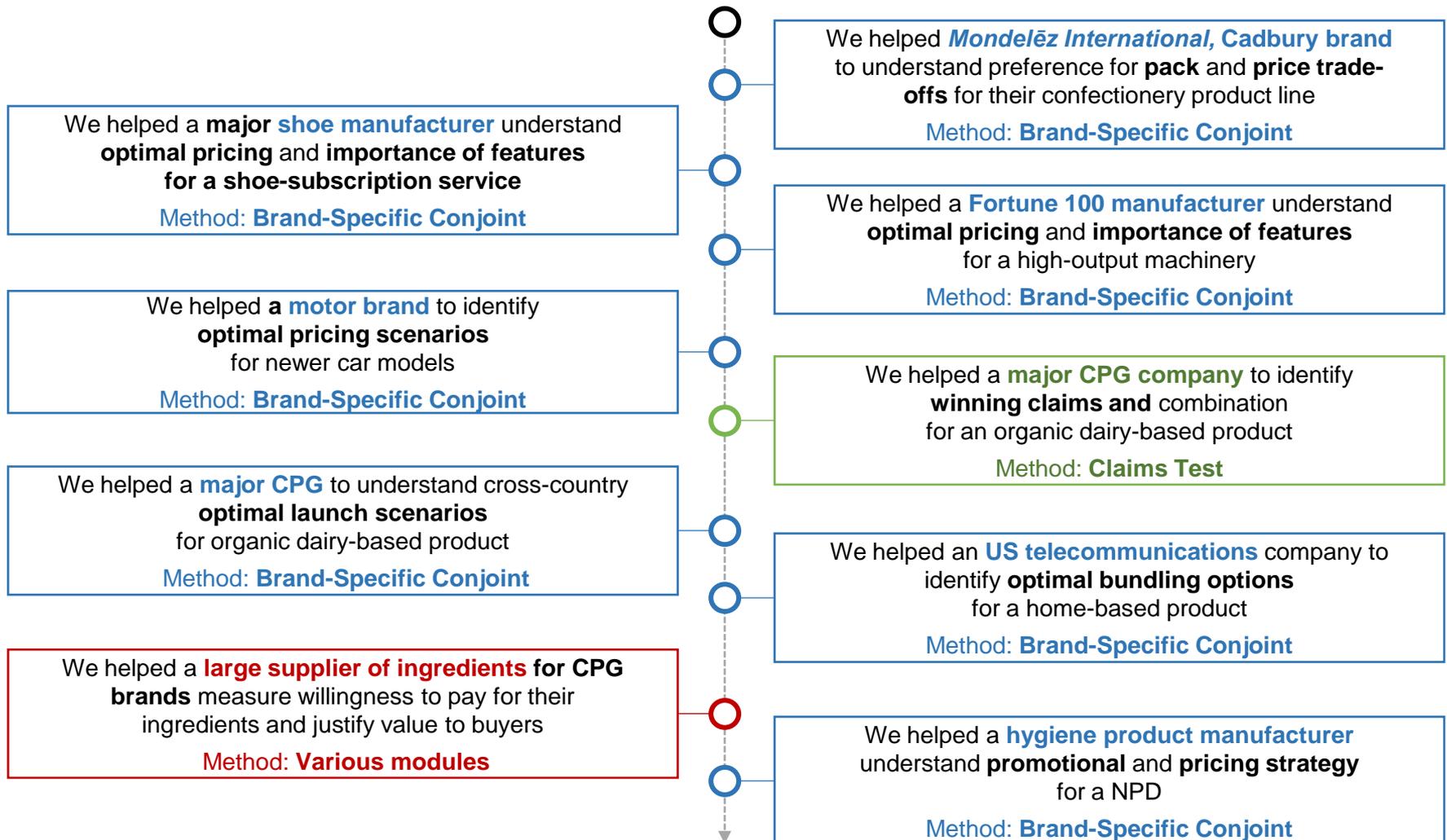
Geography of previous engagements

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

Responses collected

Least   Most

Our experience:
Some of our notable custom projects

We helped *Mondelēz International,* **Cadbury brand** to understand preference for **pack** and **price trade-offs** for their confectionery product line

Method: **Brand-Specific Conjoint**

We helped a **major shoe manufacturer** understand **optimal pricing** and **importance of features for a shoe-subscription service**

Method: **Brand-Specific Conjoint**

We helped a **Fortune 100 manufacturer** understand **optimal pricing** and **importance of features** for a high-output machinery

Method: **Brand-Specific Conjoint**

We helped **a motor brand** to identify **optimal pricing scenarios** for newer car models

Method: **Brand-Specific Conjoint**

We helped a **major CPG company** to identify **winning claims and** combination for an organic dairy-based product

Method: **Claims Test**

We helped a **major CPG** to understand cross-country **optimal launch scenarios** for organic dairy-based product

Method: **Brand-Specific Conjoint**

We helped an **US telecommunications** company to identify **optimal bundling options** for a home-based product

Method: **Brand-Specific Conjoint**

We helped a **large supplier of ingredients** for **CPG brands** measure willingness to pay for their ingredients and justify value to buyers

Method: **Various modules**

We helped a **hygiene product manufacturer** understand **promotional** and **pricing strategy** for a NPD

Method: **Brand-Specific Conjoint**

Next steps

Explore example outputs

Log onto **Conjoint.ly** to explore example interactive outputs

Schedule a call with us

Receive a demo or discuss an upcoming project: **www.conjoint.ly/ consultation**

Ask us some questions

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

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