Case study: 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

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

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

Conjoint.ly Investment

£2,730
Total cost

8 hours
Time to insight

Note: This example is disguised to protect confidentiality of the client. However it gives a realistic picture of a typical project with us.
Inputs:
Easily set up a Claims test experiment in Conjoint.ly

Adaptive claims test with option to focus on top claims or test all claims

What respondents see

Enter claims to be tested as well as which themes do they belong to

Diagnostic questions to assess various KPIs

Choose “Test all claims” or “Focus on top claims”
Outputs: Identify highest performing claims (1/2)

Performance of claims by preference scores and diagnostic questions

Claim passport

Each claim will have a passport and top claims will have our stamp of approval
**Outputs:** Identify synergies between claims (2/2)

- **Correlation between claims to identify synergies**
- **TURF analysis to identify optimal combination of claims**

### Correlation between claims to identify synergies

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**Legend for correlations:**
- Positive: Strong affirmative correlation
- Zero: No significant correlation
- Negative: Strong corrective correlation

### TURF analysis to identify optimal combination of claims

<table>
<thead>
<tr>
<th>Claim 1</th>
<th>Claim 2</th>
<th>Claim 3</th>
<th>Reach</th>
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<td>Heals cracks in your hands</td>
<td>Hypo-allergenic</td>
<td>Paraben-free</td>
<td>80%</td>
</tr>
<tr>
<td>Makes your hands very soft</td>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>60%</td>
</tr>
<tr>
<td>Makes your hands very soft</td>
<td>Heals cracks in your hands</td>
<td>Hypo-allergic</td>
<td>60%</td>
</tr>
<tr>
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<td>Paraben-free</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>Hypo-allergic</td>
<td>80%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>Paraben-free</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Softly Soft Soft</td>
<td>Heals cracks in your hands</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Dry hand cream will mean them up</td>
<td>Heals cracks in your hands</td>
<td>80%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Dry away! Wsh It</td>
<td>Heals cracks in your hands</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>The best softness of your hands</td>
<td>Heals cracks in your hands</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>The best softness of your hands. Delivered</td>
<td>Heals cracks in your hands</td>
<td>60%</td>
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<tr>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>Non-greasy</td>
<td>60%</td>
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<tr>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>Fragrance free for sensitive skin</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>Ultra-moisturizing for beauty’s hands</td>
<td>60%</td>
</tr>
<tr>
<td>Softly hands for your beauty</td>
<td>Heals cracks in your hands</td>
<td>Good for kids</td>
<td>60%</td>
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</table>
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

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

- Preference for brands and features, simulations, etc.

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

- Predictions, consensus history, rationales

- Price elasticity curves, optimal prices

- 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

<table>
<thead>
<tr>
<th>Automated solutions</th>
<th>Custom projects</th>
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<tbody>
<tr>
<td><strong>Manager-friendly tools</strong> and intuitive online reports</td>
<td><strong>Decision-ready reports</strong></td>
</tr>
<tr>
<td><strong>Automated DIY research</strong> process (design, sampling and analysis)</td>
<td><strong>Research process fully managed</strong> by us</td>
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<tr>
<td><strong>Costs</strong>: Licence + sample (or BYO respondents)</td>
<td><strong>Costs</strong>: Labour + sample (or BYO respondents)</td>
</tr>
<tr>
<td><strong>Timeframe</strong>: 5 hours to 2 weeks</td>
<td><strong>Timeframe</strong>: 5 days to 3 weeks</td>
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<tr>
<td><strong>Expert support</strong> readily available</td>
<td><strong>Expert support</strong> readily available</td>
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### How Conjoint.ly works: Timeline of a project

<table>
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<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Choose a tool</td>
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<tr>
<td>2</td>
<td>Set up your study</td>
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<tr>
<td>3</td>
<td>Choose sample</td>
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<tr>
<td>4</td>
<td>Collect data</td>
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<tr>
<td>5</td>
<td>Automated analytics</td>
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#### 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

<table>
<thead>
<tr>
<th>Targeted respondents</th>
<th>Pre-defined panels</th>
<th>Custom targeting and sampling</th>
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<tbody>
<tr>
<td>How it works</td>
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<tr>
<td>Choose country, age, gender, <strong>profiling questions</strong></td>
<td>Choose a <strong>pre-defined audience</strong> (e.g., mothers of babies &lt;12 m.o. in UK)</td>
<td>Ping us for <strong>your sample</strong> request (<a href="mailto:support@conjoint.ly">support@conjoint.ly</a>)</td>
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<td>Timeframe</td>
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<td>Cost</td>
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<td>From $3 per complete (quoted online)</td>
<td>From $4 per complete (quoted online)</td>
<td>Custom quote</td>
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<tr>
<td>Broadly targeted</td>
<td>Narrowly targeted</td>
<td>Ultra-targeted</td>
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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

- Denis Smagin
  - Developer

- Anna Burunova
  - QA Engineer

- Sergey Pavlenko
  - Developer

- Sergey Sesyolkin
  - Developer

- Mitchell Vanderham
  - Project Manager
  - Bachelor of Business and Commerce, Marketing, from Western Sydney University

- Hugh Zhao
  - Market Researcher

- Igor Pavlichenko
  - 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
We have undertaken hundreds of projects globally, with majority of our work focused on North America and Western Europe.
Our experience:
Some of our notable custom projects

- 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 **motor brand** to identify **optimal pricing scenarios** for newer car models
  - Method: **Brand-Specific Conjoint**

- We helped a **major CPG** to understand cross-country **optimal launch scenarios** for organic dairy-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 **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 **Fortune 100 manufacturer** understand **optimal pricing** and **importance of features** for a high-output machinery
  - 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 an **US telecommunications company** to identify **optimal bundling options** for a home-based product
  - Method: **Brand-Specific Conjoint**

- We helped a **hygiene product manufacturer** understand **promotional and pricing strategy** for a NPD
  - Method: **Brand-Specific Conjoint**

Note: Prepared on 5 November 2018
Next steps

- Log onto 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