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

- Comparing performance between two items
- Benchmarking a new product against a current offering
- Comparing two concepts, packaging, or flavours
- 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

- **Total cost**: $3,781
- **Time to insight**: 10 hours

### Purchase intent

- **Cola (Benchmark)**
- **Lemon**
- **Orange**
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 departments 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

<table>
<thead>
<tr>
<th>Generic Conjoint</th>
<th>Brand-Specific Conjoint</th>
<th>Claims Test</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Generic Conjoint" /></td>
<td><img src="#" alt="Brand-Specific Conjoint" /></td>
<td><img src="#" alt="Claims Test" /></td>
</tr>
<tr>
<td>• Importance of features, attributes, willingness to pay, simulations, etc.</td>
<td>• Preference for brands and features, simulations, etc.</td>
<td>• Preference and diagnostics, Passport of a claim, TURF analysis, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Predictive Product Test</th>
<th>Gabor-Granger</th>
<th>Van Westendorp</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Predictive Product Test" /></td>
<td><img src="#" alt="Gabor-Granger" /></td>
<td><img src="#" alt="Van Westendorp" /></td>
</tr>
<tr>
<td>• Predictions, consensus history, rationales</td>
<td>• Price elasticity curves, optimal prices</td>
<td>• Acceptable price ranges</td>
</tr>
</tbody>
</table>

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, Mondelez 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

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Insert stimuli into online interface (packaging, pricing, claims, features)</td>
</tr>
<tr>
<td>2</td>
<td>Buy from us or bring your customers and leads</td>
</tr>
<tr>
<td>3</td>
<td>Automated sampling (monitored by Conjoint.ly team)</td>
</tr>
<tr>
<td>4</td>
<td>Automated analytics and outputs</td>
</tr>
</tbody>
</table>

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>
</tr>
</thead>
<tbody>
<tr>
<td>How it works</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose country, age, gender, profiling questions</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>
</tr>
<tr>
<td>Timeframe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 hours +</td>
<td>1 day +</td>
<td>2 days +</td>
</tr>
<tr>
<td>Cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>From $3 per complete (quoted online)</td>
<td>From $4 per complete (quoted online)</td>
<td>Custom quote</td>
</tr>
<tr>
<td>Level of targeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadly targeted</td>
<td>Narrowly targeted</td>
<td>Ultra-targeted</td>
</tr>
</tbody>
</table>
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
- Mitchell Vanderham
  Project Manager
- Harrigan Davenport
  Market Researcher
- Edward Teh
  Researcher Assistant
- Sergey Pavlenko
  Developer
- Maksim Kutishchev
  Front end Developer
- 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
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 a **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**
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