Case study:
Product Description Test

conjoint.ly

Product Description Test

The Product Description Test is a variant of the Monadic Test designed for focused testing of product descriptions. It is best used for:

Disguised case study:
Deciding which description to pair with a new product

Business problem

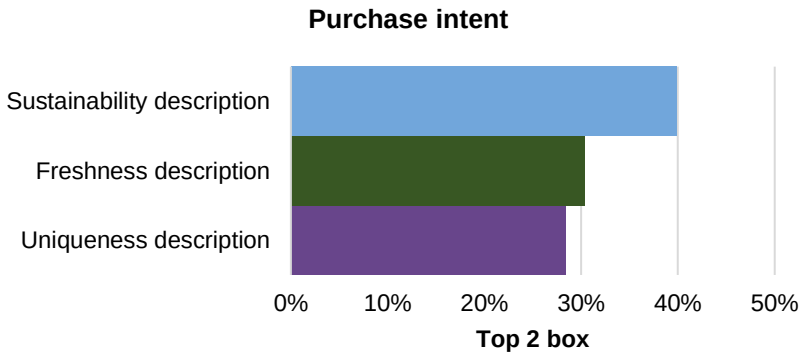
- FMCG Co. is a major producer of carbonated soft drinks that recently released a new flavour of canned soft drink. To accompany the release of their new product line, FMCG Co's Marketing team is looking find the best description to pair with the new product on their website and online store fronts.
- FMCG Co's Marketing team has developed several descriptions that focused on different aspects of the new product and would like to find the best description to entice consumers into purchasing the new product.

Research approach

- FMCG Co performed a Product Description Test, comparing all descriptions on a number of different attributes such as interest, likeability, and purchase intent.
- 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 FMCG Co, Conjoint.ly team assisted on review of the study before launch

Outputs and outcomes

- The Video Test found that the description which featured the new products sustainable packaging generated the highest purchase intent for the new product. FMCG Co was also received valuable feedback from their consumers and was able to further refine their descriptions.
- The study provided agile and actionable insights to help FMCG Co to determine which description to pair with the new product



Conjoint.ly Investment

$3,681
Total cost

10 hours
Time to insight

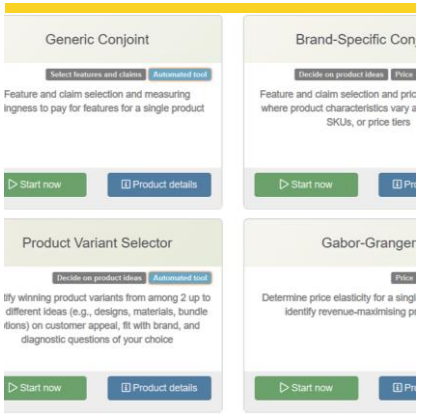
Note: This example is disguised to protect confidentiality of the client. However it gives a realistic picture of a typical project with us.

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.

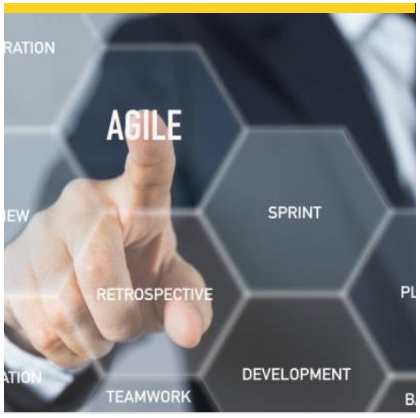
We are cooperatively working together with several insights department of global brands



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

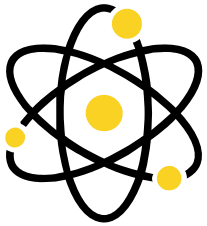
Quality support involves methodology explanation, interface guidance, result interpretation etc.

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

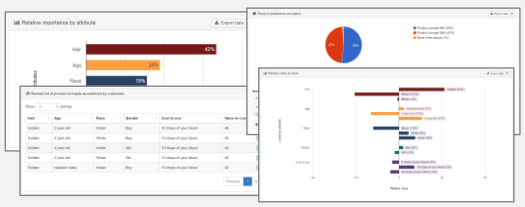
Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**

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

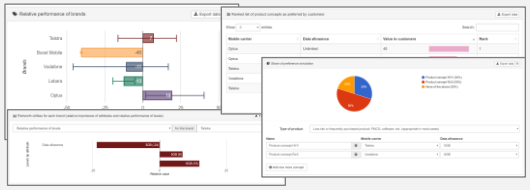
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



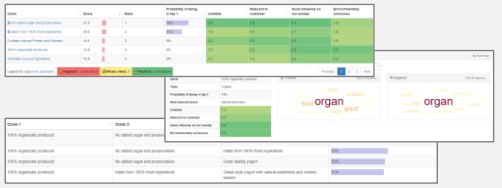
- Importance of features, attributes, willingness to pay, simulations, etc.

Brand-Specific Conjoint



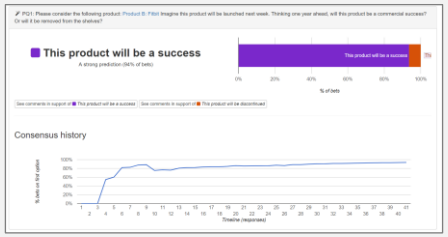
- Preference for brands and features, simulations, etc.

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

- 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

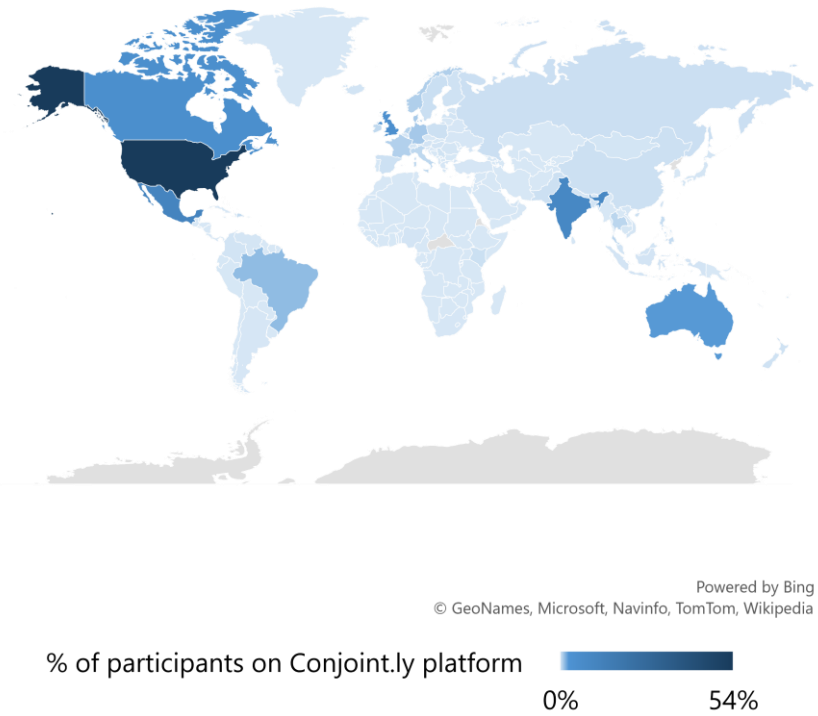
Catherine Chipeta
Content Creator

Aleksey Kornilov
Marketing Manager

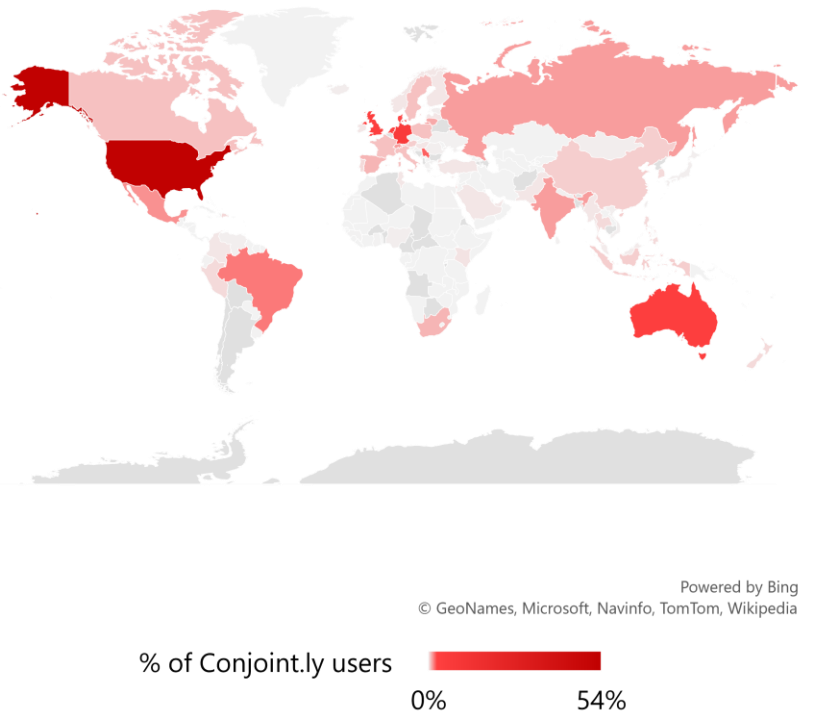
- Conjoint.ly started in 2016 with the mission to bring discrete choice experimentation within reach of corporate researchers
- Since then, we have embarked on a bigger journey of simplifying advanced research methods and helping insights managers make the most out of their research investment
- Conjoint.ly 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



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

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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