Case study: Video Test
Video Test

The Video test is a variant of the Monadic Test designed for focused testing of videos. It is best used for:

- **Determine effectiveness of videos** on multiple attributes
- **Compare respondent attitude** to each video
- **Testing large numbers of videos**
- **Receiving consumer feedback** on your videos
Disguised case study: Deciding which video to use on their website

**Business problem**

- FMCG Co. is a major producer of carbonated soft drinks looking to release a new line of fruit flavoured soft drink. To accompany the release of their new product line, FMCG Co’s Marketing team is looking to updating their website.
- FMCG Co’s Marketing team has developed videos featuring each of the new flavours and would like to find out which one would entice consumers into trying the new product

**Outputs and outcomes**

- The Video Test found that the video featuring their new lemon flavoured soft drink led the most respondents definitely willing to try the new product. FMCG Co was also received valuable feedback from their consumers and was able to further refine their video.
- The study provided agile and actionable insights to help FMCG Co to determine which video to use on their website

**Research approach**

- FMCG Co performed a Video Test, comparing all videos on a number of different attributes such as interest, likeability, and engagement.
- 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

**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](https://www.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

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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**

- 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>
</tr>
</thead>
<tbody>
<tr>
<td>How it works</td>
<td></td>
<td></td>
</tr>
<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 your <strong>sample</strong> request (<a href="mailto:support@conjoint.ly">support@conjoint.ly</a>)</td>
</tr>
<tr>
<td>How it works</td>
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<td>Timeframe</td>
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<td>5 hours +</td>
<td>1 day +</td>
<td>2 days +</td>
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<tr>
<td>Cost</td>
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<tr>
<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>Level of targeting</td>
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<tr>
<td>Broadly targeted</td>
<td>Narrowly targeted</td>
<td>Ultra-targeted</td>
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</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

- 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

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Founder

Jason Widjaja  
Market Researcher

Yutian Shen  
Market Researcher

Hugh Zhao  
Market Researcher

Kirill Zaitsev  
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Aleksey Kornilov  
Marketing Manager
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**

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