

**Guessing is fun, not profitable. You need trustworthy techniques to help you select the most desirable set of product features, optimize pricing models, and predict the adoption of new products and services.**

**Conjoint will help you plan for a more successful future.**

## What is Conjoint?

- A statistical technique used to understand the value consumers place on combinations of product features and to optimize product features and pricing.
- More similar to real-life shopping scenarios in that it goes beyond testing single variables at a time (A/B testing) to evaluate combinations and levels of variables.
- Allows you to test all possible combinations of all levels of variables without requiring each research participant to review every possible combination.

Choose Swap24 to get our lowest monthly price or Swap12 to get the latest phone every year

**Recommended**

<p><b>Apple iPhone 7</b></p> <p>Swap 24: Phone from €26.00 monthly</p> <p>Swap 12: Phone from €41.00 monthly</p> <p>3.2-256GB Storage</p>	<p><b>Apple iPhone 6s</b></p> <p>Swap 24: Phone from €22.00 monthly</p> <p>Swap 12: Phone from €38.00 monthly</p> <p>3.2-128GB Storage</p>	<p><b>Samsung Galaxy S8</b></p> <p>Swap 24: Phone from €30.00 monthly</p> <p>Swap 12: Phone from €47.00 monthly</p> <p>64GB Storage</p>	<p><b>Samsung Galaxy A5</b></p> <p>Swap 24: Phone from €17.00 monthly</p> <p>Swap 12: Phone from €32.00 monthly</p> <p>3.2GB Storage</p>
<p><b>Apple iPhone SE</b></p> <p>Swap 24: Phone from €17.00 monthly</p> <p>Swap 12: Phone from €32.00 monthly</p> <p>3.2-128GB Storage</p>	<p><b>Apple iPhone 7 Plus</b></p> <p>Swap 24: Phone from €31.00 monthly</p> <p>Swap 12: Phone from €48.00 monthly</p> <p>3.2-256GB Storage</p>	<p><b>LG G6</b></p> <p>Swap 24: Phone from €30.00 monthly</p> <p>Swap 12: Phone from €54.00 monthly</p> <p>3.2GB Storage</p>	<p><b>Sony Xperia XZ Premium</b></p> <p>Swap 24: Phone from €30.00 monthly</p> <p>Swap 12: Phone from €51.00 monthly</p> <p>64GB Storage</p>

No thanks, I'll keep mine

I want a new phone but the one I would choose isn't here

## How can Conjoint help you?

- Combine Conjoint results with market simulators to model thousands of untested combinations
- Use Conjoint to understand:
  - Why people choose one product over another
  - The relative important of various features and the levels of each feature
  - The likelihood consumers would choose a product with a specific set of features
  - The optimal price for a specific set of features
  - Which set of features various consumer segments are willing to pay for
  - How revenue could grow with new product development
  - Which features to highlight on packaging and in marketing messages

	Option 1	Option 2	Option 3	Option 4	None of these
<b>Device:</b>	<p>High End smart phone. Examples: iPhone 6 Samsung Galaxy S5 PAYG Price = £400</p>	<p>Keep your current handset, take a a High End Tablet. Examples: Sony Xperia iPad Air PAYG Price = £400</p>	<p>Keep your current handset, take a games console. Examples: PS4 / Xbox one PAYG Price = £350</p>	<p>Affordable smart phone. Examples: Acer Liquid E2 HTC Desire G10 PAYG Price = £150</p>	<p>I do not intend to upgrade, I will keep my current package as it is <input type="radio"/></p> <p>I would look to upgrade my package with Three but would not pick any of these options <input type="radio"/></p>
<b>Plan:</b>	<p>All-you-can-eat data + minutes</p>	<p>All-you-can-eat data + minutes</p>	<p>All-you-can-eat data + minutes</p>	<p>1GB 300 data + minutes</p>	<p>I would look to go to another network or go PAYG <input type="radio"/></p>
<b>Contract Length:</b>	24 months	24 months	12 months	24 months	
<b>Monthly Cost:</b>	£50.50	£44.33	£49.67	£18.38	
<b>Select:</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Do you know which product features your target audience really wants and values? You need trustworthy research and statistical techniques to understand consumer preferences without worrying about cognitive bias.**

**MaxDiff will help you discover true insights from your target audience.**

## What Is MaxDiff?

- A statistical analysis used to discover which product attributes are relatively more and less important to a target audience.
- Short for Maximum Difference Scaling, also known as Best Worst Scaling because it asks participants to indicate which one product feature is best and which one is worst.
- Recognizes products can't be designed with every possible combination of features and asks research participants to make trade-offs.
- Helps create differentiations among variables that might otherwise all be rated as equally important.

What is the most important consideration when choosing a brand of pain relievers for migraine?

 Most important		 Least important
<input type="radio"/>	Active ingredients	<input type="radio"/>
<input type="radio"/>	Allergies	<input type="radio"/>
<input type="radio"/>	Doctor recommended	<input type="radio"/>
<input type="radio"/>	Format (e.g., shape, size)	<input checked="" type="radio"/>
<input type="radio"/>	Long lasting	<input type="radio"/>
<input type="radio"/>	Safe packaging	<input type="radio"/>
<input type="radio"/>	Side effects	<input type="radio"/>
<input type="radio"/>	Strength	<input type="radio"/>
<input type="radio"/>	Trusted brand	<input type="radio"/>

## How can MaxDiff help you?

- Reduce cognitive load because participants don't have to try to understand and rank order a confusing set of options.
- Can reduce some response bias, specifically 'straight lining.'
- Use MaxDiff to:
  - Test marketing messages
  - Understand what leads to customer satisfaction
  - Understand brand preferences
  - Understand the relative importance of various features
  - Group together market segments that have similar needs
  - Model and predict precisely what different target audiences value

When seeking a pain reliever for migraine, which brand are you most likely to use? And, which are you least likely to use?

Most Likely to Use		Least Likely To Use
<input type="radio"/>	Advil	<input type="radio"/>
<input type="radio"/>	Aleve	<input type="radio"/>
<input type="radio"/>	Anaprox	<input type="radio"/>
<input checked="" type="radio"/>	Motrin	<input type="radio"/>
<input type="radio"/>	Naprosyn	<input type="radio"/>
<input type="radio"/>	Tylenol	<input checked="" type="radio"/>



E2E Research’s expert researchers and statisticians turn your data into scenarios and simulations to help you understand, predict, and plan for a more successful future.

You already have the data.

Let E2E help you take advantage of it.

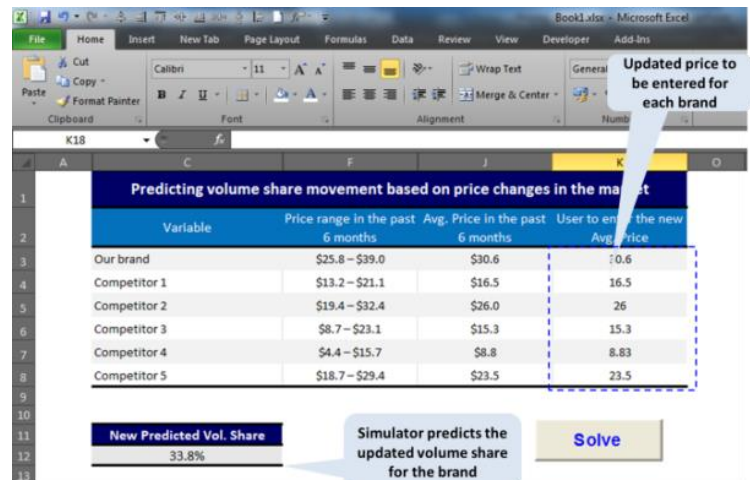
## Discover Insights Hidden Within Existing Data

- Leverage a wide range of data from your own sources:
  - Survey, loyalty, transactional, customer, & employee data
  - Revenue, costs, financial, inventory, supply chain, & logistical data
  - Text and numeric based data
- Merge proprietary internal data with secondary external data from marketing research or desk research



## Simulate and Project Business Metrics

- Interactive Conjoint and MaxDiff simulators
- Define what-if scenarios and variable interactions for a variety of business objectives
  - Price elasticity
  - Volume share
  - Market assessments
  - Internal business processes, inventory, and supply chain processes
  - Employee retention, satisfaction, and performance
  - Customer churn and lifetime value
  - Customer ratings, satisfaction, and loyalty
  - Marketing mix and trade promotion scenarios



For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and insights companies around the world.

We offer a full range of market research, data analytics, and business intelligence solutions to help you extend your services, fill the gaps, and offer End-to-End value for your clients.

