



Automated Research Tests

Get Inside your Consumers' Minds with Choice-Based Conjoint

If you could have any superpower, what would it be? Flight? Invisibility? How about mind-reading? As a marketer and/or researcher, reading your consumers' minds is a difficult task, but with tools like Choice-Based Conjoint, it doesn't have to be. You no longer need to second guess what consumers are thinking (at least not when it comes to product choices, services, or prices) because research tests like Choice-Based Conjoint will help show you their preferences.

What exactly is **Choice-Based Conjoint**?

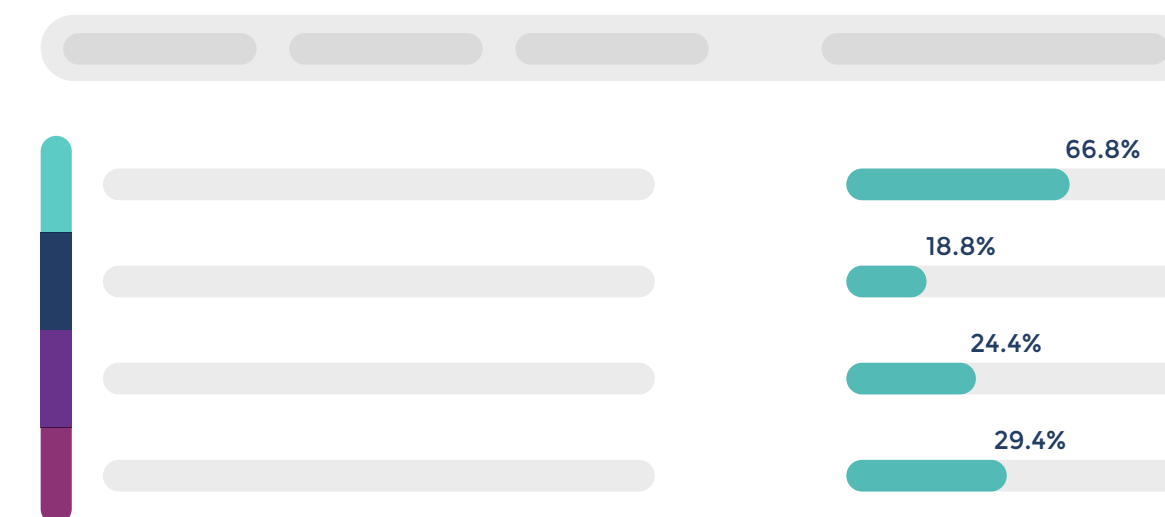
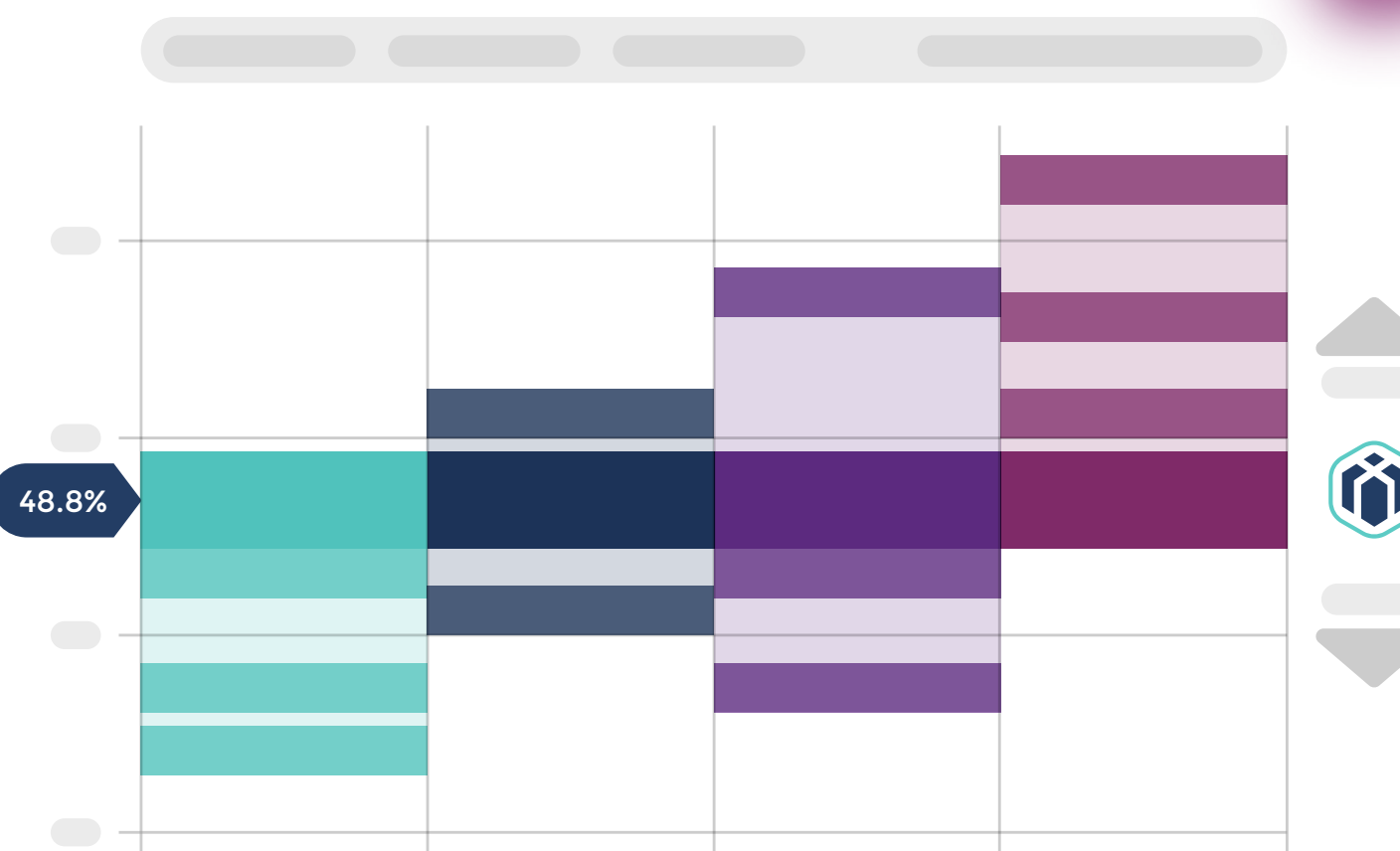
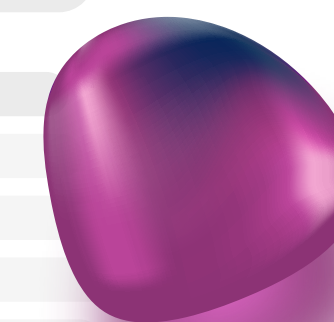
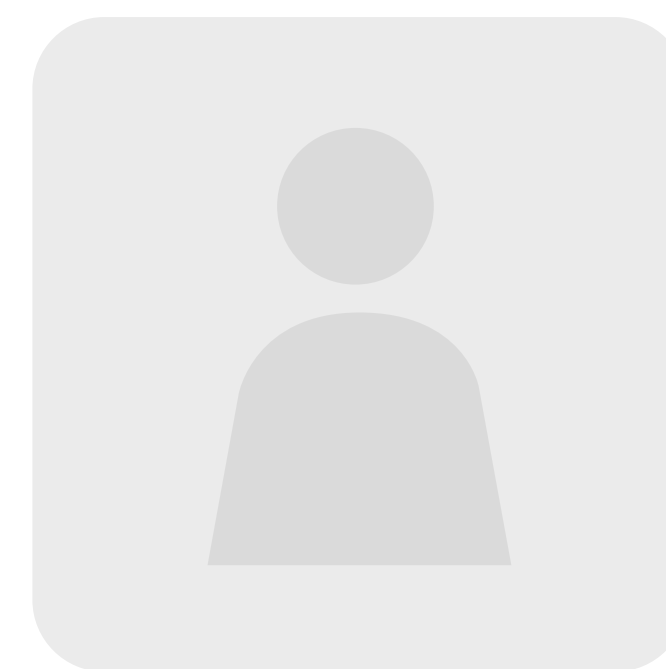
Choice-Based Conjoint is a robust and efficient survey tool designed to simultaneously measure the impact of multiple features on overall preference for a product or service.

This methodology is designed to mimic a shopping experience in that respondents are faced with different product profiles and typically asked to choose which one they would be most likely to purchase.

In the analysis, these product-level choices are broken down to reveal individual product feature preferences. This helps make clear the importance of each feature and the incremental value each option adds (or subtracts) allowing you to build and fine-tune your product before launching it.



Conjoint
Segmentation



When should you use **Choice-Based Conjoint?**

Product feature optimization

Go beyond consumer packaged goods to technology products (e.g., smartphone and computer features), the automotive vertical (e.g., vehicle safety and entertainment features), financial products (e.g., credit cards) and more.

Service offering optimization

Just as conjoint can be used to optimize a product, it can also be used to optimize a service offering, such as the details of a membership program (e.g., perks, rewards, and payment cadence).

Pricing optimization

A powerful tool for conducting pricing research, identifying the optimal price point that maximizes share and/or revenue as well as quantifying the value of specific features.

Marketing optimization

Conjoint is a great way to optimize a product's marketing elements, including the product name, value proposition, reasons to believe, and/or claims.

Get to Know your Consumer with **Conjoint Segmentation**

Conjoint Segmentation identifies clusters of respondents with similar preferences and automatically showcases the different personas if such personas emerge from the data. It also features a live customer persona generation engine, which will label personas with a hypothetical name and a photo, to make it easier to distinguish and navigate between them.



Data: Automation at its Finest

Choice-Based Conjoint allows you to stay on top of ever-changing consumer trends, with agile analysis features that deliver results in real time:

Top View: Identify top combinations quickly

Simulator: Create head-to-head comparisons
and simulate realistic market scenarios

Leverage aytm's data visualization and storytelling capabilities, featuring colorful charts, graphs, and word clouds, making it easy to instantly analyze, export, and share insights.

Get even more insight with the flexibility to do statistical analysis, and take advantage of our robust analytical tools to help slice and dice your data and create custom reports. All guaranteed to wow your colleagues, customers, and key stakeholders.

Need a helping hand?

Aytm's Choice-Based Conjoint is designed for you to easily incorporate into your survey, but all superheroes need a sidekick, right? Our Professional Services team is here to help you with additional support on your survey needs. You don't always have to complete your research projects on your own, you have access to a team of experts ready to jump in and help you deliver actionable insights fast.

REACH OUT TO YOUR ACCOUNT
MANAGER TO GET STARTED

