



**AUTOMATED
RESEARCH TESTS**

Explore consumer preferences and identify important features with MaxDiff

Say you have a lot of variants to test for a new flavor or a new concept for a product but are overwhelmed by the choices. Enter an Advanced MaxDiff test.

What exactly is Advanced MaxDiff?

MaxDiff is an approach for understanding relevant importance or preference among a set 7 up to 200 items. It is used as an alternative to a standard ranking exercise when there are too many items to be easily ranked. Using a carefully balanced design, respondents are asked to answer a series of comparison tasks indicating which item they prefer most and least among those shown. The MaxDiff moniker is short for Maximum Difference scaling and is a form of best-worst scaling.

Using MaxDiff, you can set up your survey to allow respondents to select their preferences and view alternatives in three ways:

Best/Worst – Respondents can select a thumbs up or down when making decisions on which they prefer or do not prefer

Reorder – Responders are able to reorder preferences in a list format TOP being most preferred to BOTTOM being least preferred

Image Grid – Like Best/Worst respondents will be given the option to review their choices with a thumbs up or thumbs down but present as a grid instead of a list.



When should you use Advanced MaxDiff?

With this technology, you can test feature importance or other priorities to align investment and focus from development to marketing for your brand's next big idea. Use MaxDiff to test a minimum of 7 concepts up to 200. Common use cases include:



NEW PRODUCT DEVELOPMENT

Identify top contenders in early idea screening & test flavors, colors, or other variant preference



GO-TO-MARKET

Learn consumer preferences for claims, benefits, logos, emblems and more



Two flexible variations of MaxDiff

aytm understands that everyone has different needs when it comes to research which is why we have designed various options to make sure you get the most out of your research without breaking the bank.

HB (Hierarchical Bayesian)

This method is a more robust approach that generates more trials which are used to create respondent-level values for each item. This allows for deeper understanding of preference, including the ability to conduct significance testing and use it as the basis for a TURF analysis. In a typical survey, respondents could see 10–20 screens.

Aggregate

This method is focused on collecting general aggregate information, without the intention to obtain individual-level estimates. In a typical setting, respondents would see 3–5 screens. Aggregate uses the aggregated Logit Regression model for analysis. This mode is suitable when interested in a total-level view only.

Understanding MaxDiff results

Once your survey is complete, explore our automated analysis including: Preference Likelihood, Average based PL and Utility scores. For preference, we provide two options: Preference Likelihood which is based on a choice in a random task exercise including how many items were shown per screen, and Average-Based PL which is based on a choice in a head-to-head comparison against a random alternative.

Want to identify which set of preferred items will gain the widest coverage with your audience? Use HB MaxDiff results in a TURF analysis to identify which combinations of items maximize audience reach.

Data Visualization with Automation

Our advanced research tests provide stunning data visualizations and storytelling capabilities, featuring colorful charts, graphs, and word clouds, making it easy to instantly analyze, export, and share insights with your key stakeholders.

Want to dig deeper? We give you the flexibility to do statistical analysis, using our robust analytical tools to slice and dice your data and create custom reports guaranteed to wow your colleagues, customers, and even and even your toughest critics.



One click PowerPoint export

Provide presentation-ready key findings and analysis automatically.

Need a helping hand?

aytm's Advanced MaxDiff is designed for you to easily incorporate into your survey but DIY doesn't have to mean you do it all yourself. 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**