Innovate With *Confidence*

**Our Conjoint Analysis** solutions help you maximize your market share, revenue or profit.

Powered by our advanced optimization algorithms and predictive analytics, marketers can quickly and confidently discover, optimize and predict which concepts will perform best in the marketplace.

- **Discover** the best new ideas using social media mining, crowd-sourcing and ideation sessions
- **Optimize** new concepts using consumer feedback and advanced consumer choice algorithms
- **Target** your best prospects and customers with your best new products and concepts

“Your conjoint research helped us convince our largest retailer to completely change their merchandising strategy...in our favor. The power of this type of research never ceases to amaze us.” – Leading CPG Client

Get Better *Results*

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**Success Benchmarks**

<table>
<thead>
<tr>
<th>Benchmark</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time-to-Market</td>
<td>+35%</td>
</tr>
<tr>
<td>Profit Objectives</td>
<td>+77%</td>
</tr>
<tr>
<td>Innovation Process</td>
<td>+79%</td>
</tr>
</tbody>
</table>

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Leading brands combine crowd-sourcing, advanced market research and predictive analytics to win in their hyper-competitive markets.

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Top performer success rates are 2x higher than average companies and 3x higher than that of the bottom 20% of businesses.  

1 Stage-Gate International innovation benchmark database.
How Our Conjoint is Different and Better

Our Conjoint Analysis solutions combine up to three proven research methods. This is unlike any other provider. As a result, you discover more ideas, optimize your concepts, and even target prospects and customers with your marketing. Simply put, our conjoint solutions are different and better.

1 Research and Discover
You start with some good ideas, but what are you missing? We can blend online crowd-sourcing, social media mining, and ideation to help you discover even more ideas, opportunities and possibilities.

2 Simulate and Optimize
You have discovered many new ideas, but which are the best? We use advanced simulators, optimization algorithms (exhaustive, hill-climbing, genetic, TURF) to find your best options from millions of alternatives.

3 Predict and Target
You have your optimized concepts, but are you confident they’ll succeed? We use more research to predict how your concepts will perform vs. competitors. Then, we use consumer data and predictive models to help you score your prospects and customers on their likelihood to buy.

Where You Benefit from Our Conjoint Solutions

Product
- Concept development
- Concept screening
- Product design
- Pricing optimization

Design
- Package design
- Names, logos and benefits
- Website and mobile apps
- Point of sale

Marketing
- Positioning
- Message strategy
- Digital and direct marketing
- Collateral

More Unique Advantages

1. Online Community Crowd-Sourcing
2. Social Media Mining
3. Product Rating Scraping & Mining
4. Demographic Data Appends & Mining

More Resources & Information

1. Watch Our 2-Minute Explainer Video
   Click [here](#) to watch the conjoint explainer video.

2. Download 10 Conjoint Do’s & Don’ts
   Click [here](#) to download these important conjoint tips.

3. Contact Us for More Information
   Email us at [sales@datadecisionsgroup.com](mailto:sales@datadecisionsgroup.com)
   Visit us at [www.datadecisionsgroup.com](http://www.datadecisionsgroup.com)