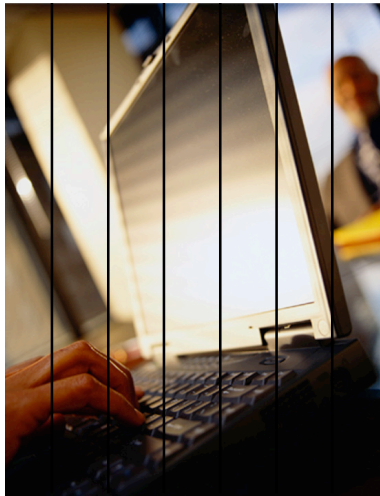




●●● Integrated Research Solutions

# Conjoint Analysis:

Optimizing demand and profitability



**Conjoint Analysis** helps marketers identify the combination of product/service features and pricing that optimizes both demand and profitability. In a typical conjoint study, respondents are asked to make a series of choices between different bundles of features, each with its own price point.

Statistical analysis of these choices yields *utility scores* for each feature and price point. Comparing the utilities for features and price points provides powerful guidance for decision-making. For example, Conjoint Analysis can provide critical information when deciding whether or not to add a feature that would require a price increase. Conjoint Analysis also allows marketers to estimate the value of specific features and to assess the *brand equity* of their own and competing brands.

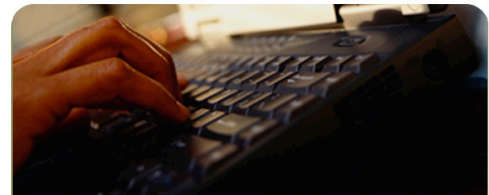
## The QSA Difference

QSA Integrated Research Solutions has developed techniques that convert conjoint utilities to dollar values. These *dollar-calibrated utilities* can be used to estimate the dollar value of product/service features in the minds of consumers. Comparing perceived dollar values to the actual cost of features creates a *bang-for-the-buck ratio*. This ratio provides helps marketers optimize profitability as they configure new products/services and refine existing ones.

## Conjoint in Action

### QSA Case Study Snapshots

- *A major developer seeking to build “affordable” homes leveraged QSA Conjoint Analysis to identify the features that demographic segments of home buyers would willingly forgo in order to secure an affordable home price.*
- *A multi-national manufacturer of medical systems used QSA Conjoint Analysis to design its next generation ultrasound machine and to assess the brand equity of its own brand against competing brands. This analysis led to the company’s purchase of a competitor with very strong brand equity.*
- *An international professional association used QSA Conjoint to set dues and determine which services should be incorporated into the dues package and which could be marketed separately to generate non-dues revenue.*



QSA has conducted Conjoint Analysis for clients in a wide range of industries.

- **Real Estate Development**
- **Trade/Professional Associations**
- **Consumer Products/services**
- **Public Policy**
- **Conflict Resolution**
- **Business Products/services**
- **Medical Equipment**
- **Pharmaceuticals**
- **Financial Services**