



conjoint.ly

Automated tools and
expert support for product
and pricing research



Sign up today at www.conjoint.ly

Custom Market Research Checklist

The following checklist has been prepared to assist you in achieving a cost reduction on your next custom market research project.

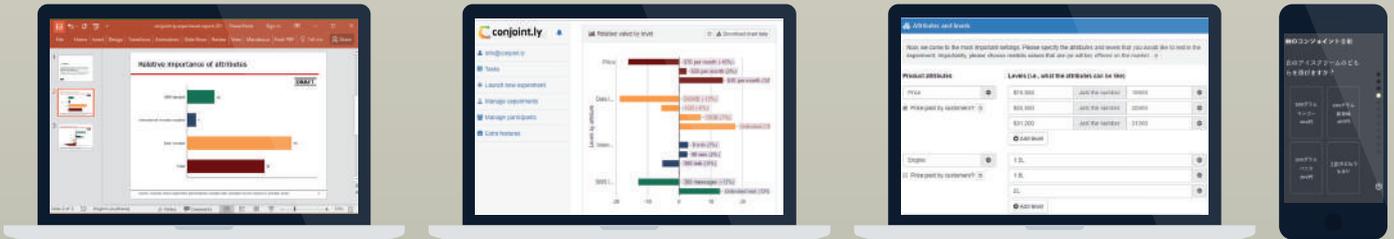
<p>1. I have defined my research questions and kept them to eight.</p>	
<p>2. I have written my hypothesis (or two hypotheses) for each research question.</p>	
<p>3. I have broken the project into at least two stages or iterations.</p>	
<p>4. My timelines are realistic and flexible, and I allow my insights team at least three days for internal review before communicating to stakeholders.</p>	
<p>5. I have followed three best practices in vendor selection:</p> <p>5.1. I have queried my suppliers regarding the use of automation on this project.</p>	
<p>5.2. I am asking for quote or proposal from a select group of suppliers (up to 4).</p>	
<p>5.3. At least one of the quotes or proposals from a specialist (e.g., those who specialise in specific industry, consumer group, method, or location).</p>	

Complimentary Market Research Pricing Audit

Visit www.conjoint.ly to schedule a consultation and speak with one of our experienced consultants who can assist you with a complimentary market research pricing audit of your historic or planned custom projects.



Automated platform for conjoint analysis, prediction markets, and other techniques



What we can do for you

Pricing

Feature selection

Concept testing

Brand performance measurement

Why Conjoint.ly

Intuitive and agile

State-of-the-art quality analytics

Support available

Excellent support at any level

We work with companies that need fast, yet reliable results for their product and pricing decisions, offering:

- ✓ Support in running automated experiments on our platform (if required)
- ✓ Once-off custom projects of any complexity

About Us

Conjoint.ly is an Australian start-up with the mission to bring powerful research methods (such as choice-based conjoint analysis) within reach of product, marketing, and insights managers. We strive to build analytically superior, automated solutions that can be trusted in making business decisions.

Our clients include big brands, such as Cadbury, and our users say great things about us.

Sign up today at www.conjoint.ly