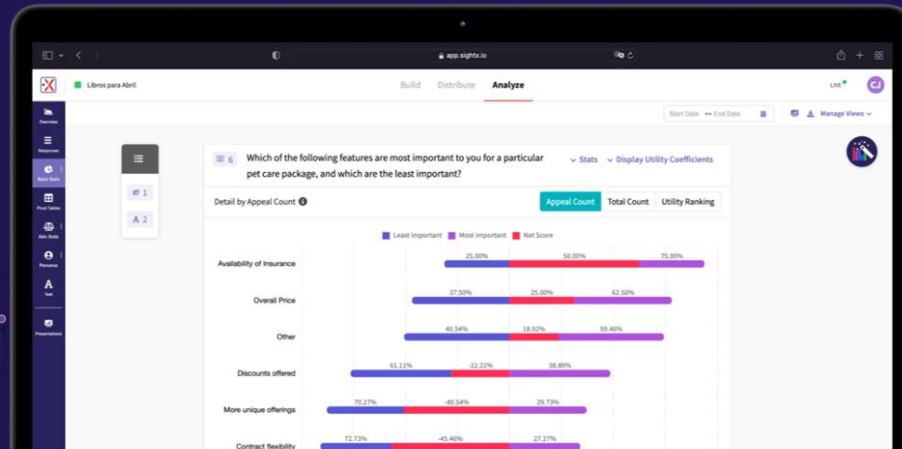
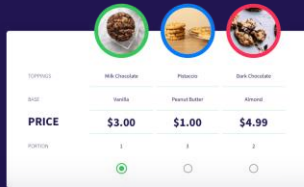


Doing More with Less

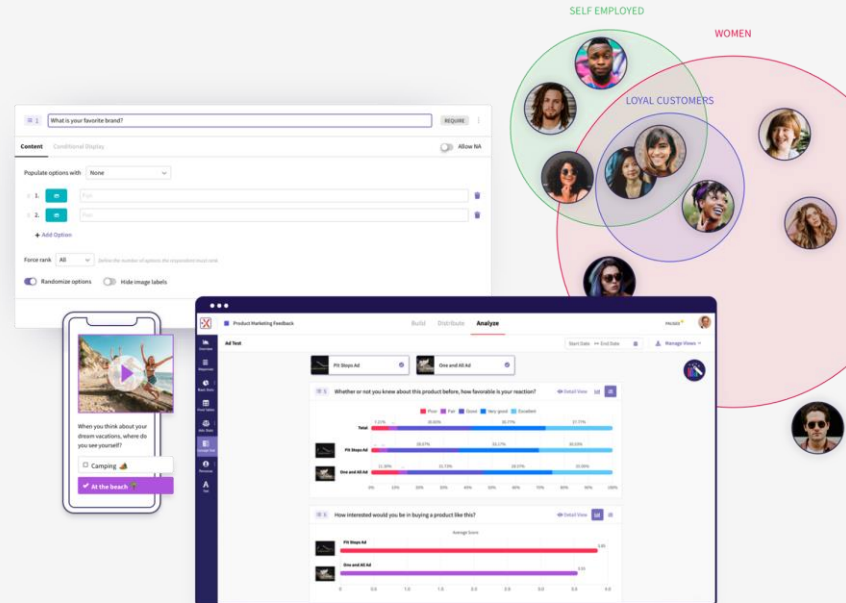
Best Practices for Leveraging Research Technology for Real-Time Insights





Today's Insights Landscape

- For Consumers:
 - Higher levels of uncertainty and anxiety
- For Researchers:
 - Tighter budgets
 - Less staff
 - Same insights demands

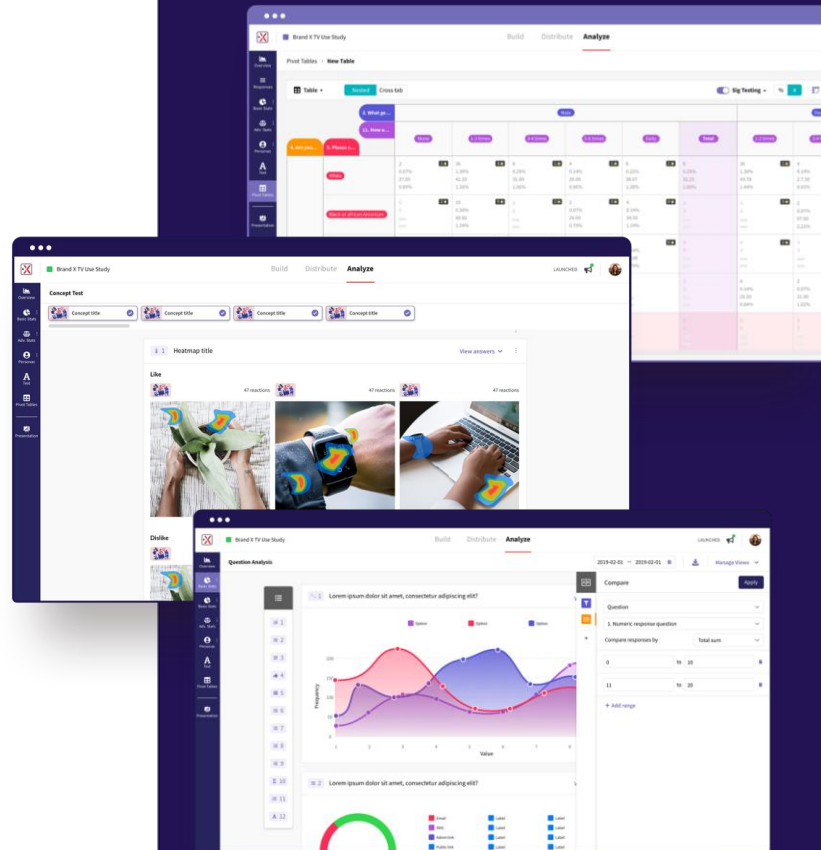




Where #ResTech Can Help

Doing more with less

- Time and cost savings
- Streamlined workflow
- More frequent iterations
- Deeper analysis for tailored insights
- On-demand support from research experts



The Concepts



VS





Create



Catalog



Logic



Design



Languages



Options



Users

Create

Survey Add-ons



Preview

Undo

Redo

Siggy Cold Brew



Content

Conditional Display

Description

Normal

**B***i*

You are about to see a concept for an ad for a new type of snack, followed by some questions related to what you saw.
Please click Continue to view the concept.

Concepts



Set concepts per respondent

1



Randomize



Cold Brew A



Image



Change image



10s



Preview



Allow replay



Cold Brew B



Image



Change image



10s



Preview



Allow replay



+ Add Concept



Show concept media for all concepts



Inspect Project

Concept Test Survey





Overview



Responses



Basic Stats



Pivot Tables



Adv. Stats



Concept Test



Personas



Text

Overview

Show all

Start Date ↔ End Date



Import

Export



300

Total Responses



25

Questions



6

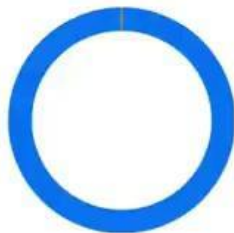
Days delivered



5' 15"

Average time to complete

Response Type



- Email
- SMS
- Admin link
- Public link
- Facebook
- Twitter
- LinkedIn
- Import

Daily Responses



Geomap



+

-

Google



Help



Packaging Concept Test

And the winner is...

- Overall, the results were close and didn't provide us with an obvious winner.
- Concept A narrowly edged out Concept B for purchase intent.
- Heatmaps confirmed that Concept A had more overall engagement and interaction.



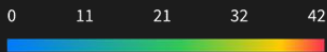
What Drives Engagement?

Automating Curiosity



→ From the heatmapping in our concept test, we can see that that Concept A had a higher rate of engagement.

Like





Overview



Responses



Basic Stats



Pivot Tables



Adv. Stats



Concept Test



Personas



Text



16

17

18

19

20

21

22

23

24

25

Detail by Quality Ranking

Appeal Count Total Count **Quality Ranking**

Start Date ↔ End Date

Manage Views

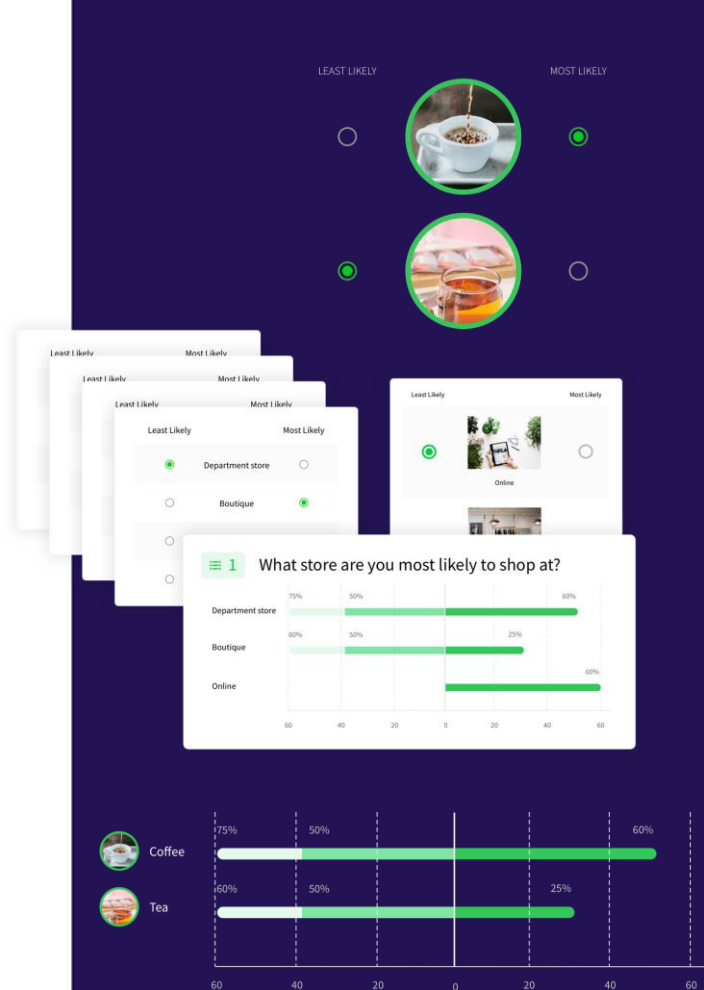




Automated MaxDiff Analysis

What product features matter most to consumers?

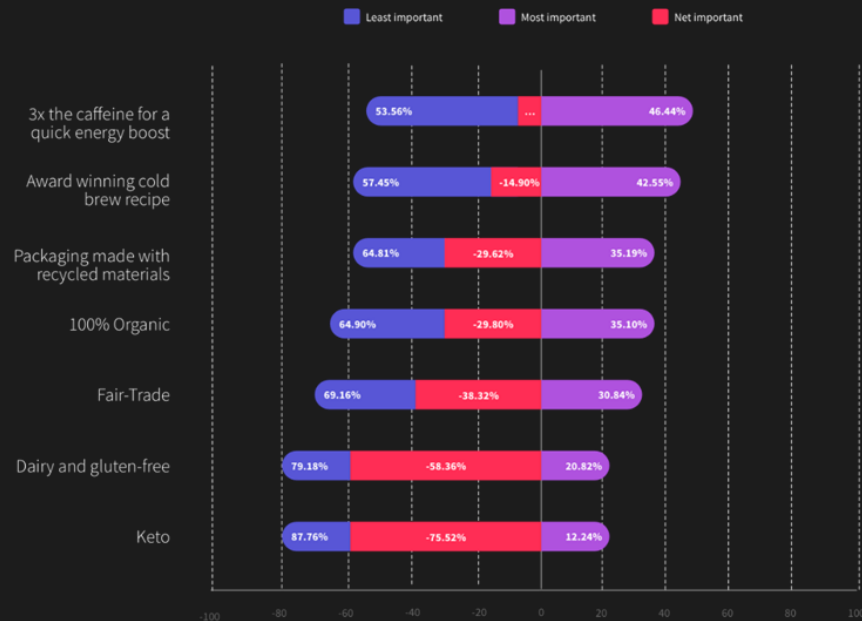
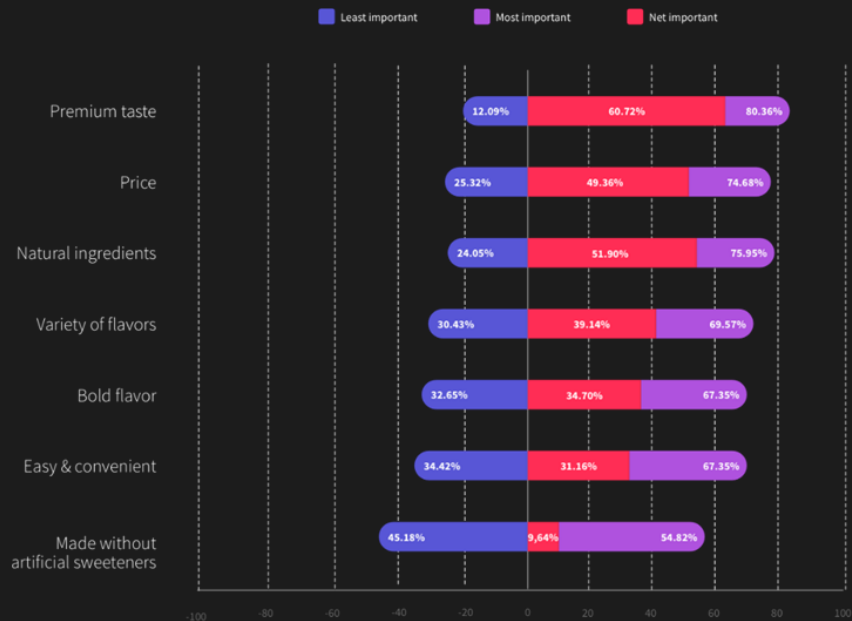
- Popular and best-selling cold brew beverages on the market are branded and sold as keto-friendly, dairy and gluten free, and fair trade...
- *But, is that what consumers are asking for?*



What Matters, and What Doesn't?



→ We can clearly see that certain product features- like a premium taste, affordable price, and natural ingredients- are far more impactful than others.





Overview



Responses



Basic Stats



Pivot Tables



Adv. Stats



Concept Test



Personas



Text

Automated Customer Persona ?

		12. In general, how anxious do you feel?	13. In general, how energetic do you feel?
Cluster 1	105	7.87	7.09
Cluster 2	104	4.97	3.63
Cluster 3	91	1.48	7.07

Compare



Automated Customer Persona ⓘ

Apply

Number of personas

3

Variables

12. In genera... x 13. In genera... x 14. In genera... x ^
10. In a typical trip to the store, how much do you spend on soft drin...
11. When it comes to personal beverages that you mentioned purch...
16. How interested would you be in trying this cold brew coffee if yo...
18. How visually appealing do you find the package to be?
20. How unique is this product packaging compared to other produ...
23. How likely would you be to purchase this beverage if you saw it ...

23. How likely would you be to purchase this beverage if you saw it on a shelf?



Help



Automated Market Segments

Backed by behavioral and psychographic data

- Based on questions surrounding overall anxiety, energy levels, and openness to trying cold brew coffee, 3 personas emerged.
- Those at the extremes of the anxiety and energy spectrum were the most open to trying cold brew coffee.





Best Practice Takeaways:

1. Concept tests won't always give you clear-cut answers.
2. By using **multiple experiments** in a single study, you can investigate multiple aspects of your product and avoid inconclusive results.
3. Digging **deeper** into your data allows you to uncover insights you might have otherwise missed.
4. Psychographic and behavioral data can reveal more interesting segments.



Reach out for a DEMO today!

sight·x

Automating Curiosity

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