

# IPSOS BEST PRICING CONJOINT

CONJOINT based on BEHAVIORAL SCIENCES

## WHAT YOU GET - Valid and more realistic results

- ✓ Price response curves with important THRESHOLDS per product
- ✓ Price OPTIMIZATION for your portfolio & CLEAR recommendation on future pricing strategies
- ✓ The Excel SIMULATION Tool with numerous simulations and option to run profitability analyses

## IPSOS Best Pricing – BEHAVIORAL SCIENCES I

IPSOS uses Behavioral Science theories and INTEGRATES these into the model – SAVE validity of outcomes

### Challenge

Conjoint is a powerful method, but every test situation has its LAB EFFECTS:

- 100% Awareness
- 100% Distribution
- *Focusing Effect - focus on what we ask them to - increased attention to price due to multiple tasks*
- *Attention Effect - made aware of brands, they usually wouldn't consider*

### IPSOS Solution

The Conjoint module is built as **realistic & simple** as possible. IPSOS **Validation** reduces these bias/ lab effects by integrating:

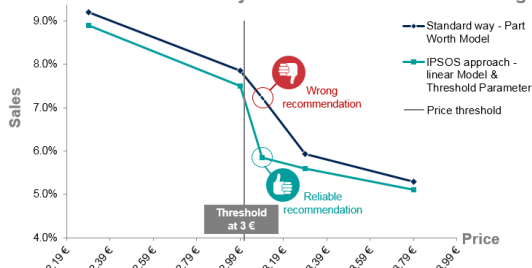


Building **Relevant Sets** & using relevant alternatives in tasks only



## IPSOS Best Pricing – BEHAVIORAL SCIENCE II - USP

Better recommendations by "Advanced Threshold-Modeling"



We do not just model data into a simple discrete choice framework. We apply theories from BEHAVIORAL SCIENCES in the context of choice models.

Delivers **ROBUST & PRECISE PRICE CURVES** instead of choice models being vulnerable to sparse data & random effects.

This allows **PRECISE** estimation of effects of price changes.

## Contact:

You would like to know more about how we can help you? We are happy to support!



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