

Conjoint Studies

Takes the guesswork out of product strategy.

By quantifying how customers value different features, price points, and configurations, it gives you a clear roadmap for prioritization. The results don't just show what people like, they reveal which trade-offs drive real purchase decisions.

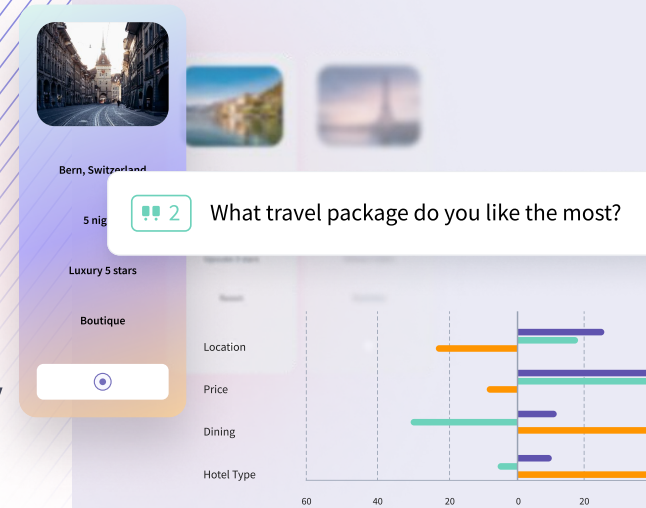
Conjoint analysis delivers actionable insights that align your product, pricing, and packaging strategies directly with what your customers value most so you can invest in the features that actually grow your business.

Why choose SightX for conjoint studies?

You don't just get cutting-edge software, you get a partner who can work with you every step of the way.

- **Simple Experiment Design**
- **Effortless Data Collection**
- **Advanced Analytics & Segmentation**
- **Powerful Scenario Simulations**
- **Comprehensive Insights**

SightX technology and expertise reveal the features and prices that drive real customer decisions.



CAPABILITIES

- ✓ **Identify optimal features.** Maximizes appeal and adoption.
- ✓ **Pinpoint the price-value sweet spot.** Protect margins while boosting competitiveness.
- ✓ **Test scenarios before launch.** Reduce costly missteps and accelerate time-to-market.
- ✓ **Confidently refine existing offerings.** Increase customer satisfaction and loyalty.

Consumer Segmentation

Turn diverse audiences into clear opportunities.

Growth comes from more than broad demographics like age or gender. It comes from understanding the subtle behaviors, attitudes, and preferences that drive customer decisions.

Consumer segmentation uncovers the distinct groups within your audience, so you can tailor offerings, personalize marketing, and focus your resources where they'll have the biggest impact.

Why choose SightX for consumer segmentation ?

You don't just get algorithms, you get a guided process that makes segmentation simple, actionable, and directly tied to business outcomes.

- **Seamless Survey Design**
- **Smart Segmentation Workflow**
- **Rich Visualization & Exploration**
- **Scenario-Ready Insights**
- **End-to-End Support**

SightX technology and expertise uncover hidden audience groups, enabling precise targeting and personalized growth.



CAPABILITIES

- ✓ **Identify distinct customer groups** hidden in your data.
- ✓ **Understand which segments drive** revenue, loyalty, or engagement.
- ✓ **Tailor messaging and offerings** to maximize impact with each group.
- ✓ **Prioritize resources** on the audiences most valuable to your business.