

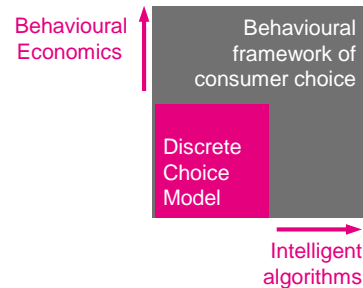
Better, smarter data for more predictive market simulations

Individual Self-Balancing Choice Models (ISBC)

ISBC creates a self-learning interaction with consumers. The interview combines the latest behavioural science thinking with state of the art interview algorithms. Respondents are exposed to **more realistic** pricing scenarios.

We start with an individually typical set of products and prices. The set is carefully tailored, taking each respondent's past buying behaviour into account.

When respondents make choices we **listen** to and **learn** from each individual to build meaning-fully difficult new choice sets.



Our goal is to identify **tipping points** - the critical edge in a buying situation where the decision maker 'tips over' from one option to another. Tipping points are the hidden drivers of growth in a market. They are individual and context-specific:

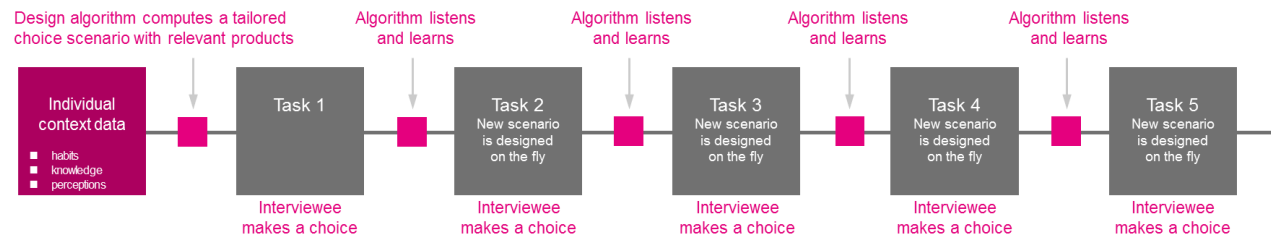
- **Habits & heuristics**
Many buyers simplify their choices, they are creatures of habit. New products and prices must overcome the individual 'habit barrier'.
- **Frames & anchors**
When people make choices they look out for hints to guide their decision. These little anchors can support or impede behaviour changes.

ISBC has been used in a large variety of categories globally. **Validation** studies in three markets with more than 4000 respondents prove its superiority versus traditional conjoint methods:

- Market share predictions at current price points are **20 to 50%** closer to real world sales volumes
- Predicted reactions to price changes are another **20%** closer to real world volume shifts
- ISBC market simulations show **no over-estimation** of consumer reactions to new prices or new products (typical bias in many traditional methods)

ISBC interviews are ...

- tailored & relevant
- web-based & mobile-ready
- < 10 minutes long



ISBC data is...

- truly individual
- more focussed
- more predictive