

# Which Conjoint Analysis is Right for Your Restaurant Brand?

Elevate your success with a precisely tailored research method



## Choice-Based

### What does it do?

It mimics real-life purchasing behavior by asking participants to select their preferred item from sets of 3-5 products based on specific criteria such as price or features.

### What insights will I get?

Uncovers valuable insights into pricing strategies, aids in shaping product design, and offers a deeper understanding of competitive benchmarks and market segmentation.

### Main Benefits

- Eliminate the guesswork and understand customer preferences, enabling precise adjustments to your pricing strategy.
- Quickly respond to demand shifts, preventing traffic loss to competitors.
- Innovate confidently by finding optimal price points for new and existing items, maximizing profitability.



## Menu-Based

### What does it do?

It simulates authentic ordering behavior by asking participants to create combinations of items from the entire menu.

### What insights will I get?

Unveils insights into pricing strategies, menu design, bundling tactics, product launches, substitution patterns and opportunities for upselling.

### Main Benefits

- Maximize profitability by aligning menu prices with customer preferences.
- Optimize your menu based on insights into how consumers group items.
- Make informed decisions by understanding trade-up and trade-down probabilities from menu adjustments.



Have questions? We have answers.

Meet with our experts to learn how Conjoint Analysis will help your restaurant brand in 2024. Schedule a personalized demo at [www.revenuemanage.com/en/schedule/](http://www.revenuemanage.com/en/schedule/)

