

MaxDiff – Better messaging Persuasion through deeper behaviour understanding

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Sapio's MaxDiff – Get strategic with your messaging through understanding how your markets' priorities change by attitude, behaviour, and by journey stage, so you can communicate what your audience most needs to hear.

Use MaxDiff analysis to improve conversion

What the technique shows

- > Deep dive into the full breadth of your customer journey
- > Discover hidden opportunities for your marketing plan through MaxDiff segmentation
- > Identify the single factor, or group of factors, that will maximise your influence with your audience
- > Inform campaigns and messaging strategies

How its done

MaxDiff is accomplished by including a set of around 10 – 14 questions in your survey

1. Create a long-list (anything from 15 up) of influencing options you want to test
2. Respondents are shown 3 - 5 at a time and asked to select what they consider to be the most influential and least influential item on each list
3. Depending upon the number of influencing factors, the respondent will see around 10-14 different combinations, over several screens
4. A MaxDiff study is a valuable tool in both B2C and B2B research, with a minimum recommended sample size of 300 interviews

Example of 2 MaxDiff market segments from the payments provision market

HASSLE-FREE HENRY AT A GLANCE

AUDIENCE

- > 31% of audience

BACKGROUND

- > Full-time employment
- > Managerial
- > Urban/Suburban
- > Mid-late 30's



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ANXIOUS ALEX AT A GLANCE

AUDIENCE

- > 23% of audience

BACKGROUND

- > Inner city bias
- > Non-Managerial
- > Female
- > In 40's



TOP 3 INFLUENCING MAXDIFF FACTORS



TOP 3 INFLUENCING MAXDIFF FACTORS



HASSLE-FREE



ANXIOUS



Triggers for your target audience

So what...? Though Hassle-free Henry and Anxious Alex exist in the same market, MaxDiff shows us that they need to be spoken to in completely different ways.



HENRY will engage with a convenience driven message; prioritising speed, ease, and avoiding queues.

ALEX needs high fear levels allayed, with her priority issues of privacy and security almost 50% more influential to her than speed is to Henry.

Benefits

Sapio's MaxDiff is the perfect research tool in a crowded high-noise market when incremental insights are needed to set you apart. It delivers benefit when you want to drill down on buying triggers, buying objections, customer touch points or product features as it:

- > Gives the ability to test many more factors whilst maintaining the quality of responses
- > Forces respondents to prioritise
- > Eliminates issues of scale bias
- > Takes data-driven segmentation and personas a stage deeper

When to use MaxDiff:

- Campaign planning
- Product development
- Persona segmentation



Outcome/examples of techniques used

- > A global study for a multinational financial payment company to create messaging priorities and attitudes-based market personas to inform their marketing strategy around public transport payment.
- > A multi-national study for a subscription services software company to take a deep dive into the triggers and barriers to consumers adopting subscription-based purchasing models



Sapio helps you stand out in a crowded high-noise market. All you need to do is let the world know about the great things you've uncovered.



Audience | Brand | Content Research

Contact the SAPIO Research Insight Team today to find out more team@sapioresearch.com or call +44 (0) 207 2361 604