



Using Choice Modeling to Supercharge Your Business
The essential non-technical guide to choice modeling, its benefits and applications
(Practical Books for Smart Marketers from Pmp)

Chris Diener

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Using Choice Modeling to Supercharge Your Business The essential non-technical guide to choice modeling, its benefits and applications (Practical Books for Smart Marketers from Pmp) Chris Diener Choice modeling is one of the most sophisticated market research techniques, but many companies don't use it because it seems too complicated and expensive. However, in many cases, the benefits outweigh the costs and the right vendor can make the process transparent. It's more predictive, actionable, and directly relevant to decisions that will increase return on investment.

In *Using Choice Modeling to Supercharge Your Business* Chris Diener, senior vice president for research methods at Lieberman Research Worldwide, explains choice modeling in lay terms and uses many examples of help marketers understand the benefits of the technique.

Diener stresses that choice modeling more closely represents the actual decisions that customers make when they are considering purchases. especially of big-ticket items.

The technique is complicated because there are scores of different combinations that can be considered and it takes a certain amount of expertise to model these different combinations once survey data have been collected.

Diener's step-by-step analysis of the process helps uninitiated marketers decide whether a choice modeling project will work in their situations, help managers explain it to their colleagues, and help marketing executives unlock the potential of their market research investment.

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