



**MarketVision**  
RESEARCH

# CUSTOM MARKET SIMULATORS

Our custom simulators are more than just tools – they provide a strategic advantage. While off-the-shelf solutions offer a glimpse, a custom-built simulator provides unparalleled power and flexibility to drive your business forward.

We don't believe in one-size-fits-all. Our market simulators are built from the ground up to address your unique business challenges, whether you're optimizing a new product launch, a complex pricing strategy or a specific brand portfolio.

Our simulators allow you to simulate any combination of "what-if" scenarios. Imagine simulating any combination of scenarios – from a single feature change to a complete product overhaul – and seeing the precise impact on your preference share and revenue, including competitive reaction.

Read on to view an example simulator in action, and how it can help you answer business questions.



# MARKET SIMULATOR WALKTHROUGH

1

Review included attributes and price ranges

Return to original 'base' product settings

Create a new 'base' scenario to reference

View preference shares and revenue impact

Select sample group

Add/remove products

Adjust product features

Results

Product	Type 1	Type 2	Type 2	Type 1	Type 1
Brand	Brand A	Brand B	Brand C	Brand D	Brand E
Attribute 1	Level 1	Level 2	Level 2	Level 1	Level 1
Attribute 2	Level 3	Level 3	Level 2	Level 1	Level 2
Attribute 3	Level 3	Level 1	Level 3	Level 3	Level 1
Attribute 4	Level 2	Level 3	Level 1	Level 2	Level 3
Attribute 5	Level 1	Level 2	Level 1	Level 2	Level 1
Attribute 6	Level 2	Level 1	Level 1	Level 1	Level 1
Attribute 7	Level 2	Level 1	Level 1	Level 2	Level 2
Attribute 8	Level 1	Level 2	Level 1	Level 2	Level 1
Attribute 9	Level 2	Level 4	Level 2	Level 3	Level 4
Attribute 10	Level 2	Level 2	Level 2	Level 1	Level 2
Price	\$99.00	\$119.95	\$95.00	\$84.99	\$60.99
Share of Preference	26.0%	18.6%	8.6%	30.9%	13.8%
Relative Revenue	\$25,726	\$22,278	\$8,168	\$26,267	\$8,398

2

Compare preference for new product configuration  
version original base case configuration

Impact on preference share

Impact on relative revenue

Products 1 & 5 gain share/revenue, stolen from Products 2-4.

Assess category growth

This new product configuration will not meaningfully grow the category.

Base Case Simulation: Total (n=702)						New Simulation: Total (n=702)				
Product	Product 1	Product 2	Product 3	Product 4	Product 5	Product 1	Product 2	Product 3	Product 4	Product 5
Brand	Brand A	Brand B	Brand C	Brand D	Brand E	Brand A	Brand B	Brand C	Brand D	Brand E
Attribute 1	Level 2	Level 1	Level 2	Level 1	Level 1	Level 1	Level 2	Level 2	Level 1	Level 1
Attribute 2	Level 1	Level 3	Level 2	Level 1	Level 2	Level 3	Level 3	Level 2	Level 1	Level 2
Attribute 3	Level 1	Level 1	Level 3	Level 3	Level 3	Level 3	Level 1	Level 3	Level 3	Level 1
Attribute 4	Level 3	Level 3	Level 1	Level 2	Level 3	Level 2	Level 3	Level 1	Level 2	Level 3
Attribute 5	Level 1	Level 2	Level 1	Level 2	Level 1	Level 1	Level 2	Level 1	Level 2	Level 1
Attribute 6	Level 1	Level 1	Level 1	Level 1	Level 1	Level 2	Level 1	Level 1	Level 1	Level 1
Attribute 7	Level 2	Level 1	Level 1	Level 2	Level 2	Level 2	Level 1	Level 1	Level 2	Level 2
Attribute 8	Level 1	Level 2	Level 1	Level 2	Level 1	Level 1	Level 2	Level 1	Level 2	Level 1
Attribute 9	Level 3	Level 4	Level 2	Level 3	Level 4	Level 4	Level 4	Level 2	Level 3	Level 4
Attribute 10	Level 1	Level 2	Level 2	Level 1	Level 2	Level 2	Level 2	Level 2	Level 1	Level 2
Price	\$99.99	\$119.95	\$95.00	\$84.99	\$60.99	\$99.99	\$119.95	\$95.00	\$84.99	\$60.99
Share of Preference	24.7%	18.9%	10.3%	31.2%	12.8%	26.0%	18.6%	8.6%	30.9%	13.8%
Relative Revenue	\$24,739	\$22,615	\$9,777	\$26,537	\$7,791	\$25,978	\$22,288	\$8,175	\$26,264	\$8,394

LIFT/DECLINE					
Share of Preference	1.2%	-0.3%	-1.7%	-0.3%	1.0%
Relative Revenue	\$1,239	-\$326	-\$1,602	-\$273	\$603

# MARKET SIMULATOR WALKTHROUGH

3

Quickly understand the impact of changing feature levels one at a time, guiding decisions

Sort by feature groupings or overall feature impact.

Save and export estimated feature impact

Instructions Reference Input Output Report Feature Sensitivity Price Sensitivity

Run Feature Simulations Sort: Original Order

Save Feature Simulations Sort: Product 1

Feature sensitivity simulates all possible attribute levels for one specific product. Levels are adjusted individually while other included products are held constant. Highlighted cells represent what is currently simulated. Results help determine which attributes should be modified.

Feature Sensitivity: Total (n=700)

Theme	Attribute	Level	Product 1	Product 2	Product 3	Product 4	Product 5	None
Theme 1	Attribute 4	Level 2	40.8%	12.1%	12.8%	14.3%	14.3%	5.7%
Theme 1	Attribute 2	Level 3	40.7%	10.9%	13.4%	14.5%	14.7%	5.7%
Theme 1	Attribute 4	Level 1	40.5%	12.3%	12.9%	14.5%	14.2%	5.5%
Theme 2	Attribute 7	Level 1	40.4%	12.1%	13.0%	14.3%	14.5%	5.6%
Theme 2	Attribute 6	Level 2	40.3%	12.2%	13.0%	14.4%	14.5%	5.7%
Theme 3	Attribute 8	Level 3	40.0%	12.3%	13.0%	14.4%	14.4%	5.8%
Theme 2	Attribute 5	Level 3	39.9%	12.2%	13.1%	14.4%	14.7%	5.8%
Theme 1	Attribute 2	Level 4	39.8%	12.5%	12.8%	14.4%	14.7%	5.7%
Theme 2	Attribute 5	Level 2	39.7%	12.3%	13.1%	14.6%	14.5%	5.8%
Theme 2	Attribute 7	Level 3	39.7%	11.9%	13.2%	15.1%	14.3%	5.9%
Theme 1	Attribute 3	Level 3	39.6%	12.4%	12.5%	14.6%	15.1%	5.8%
Theme 2	Attribute 6	Level 3	39.5%	12.3%	12.7%	15.1%	14.7%	5.6%
Theme 1	Attribute 1	Level 3	39.3%	12.4%	13.1%	14.7%	14.7%	5.8%
Theme 3	Attribute 10	Level 2	39.2%	12.4%	13.1%	14.9%	14.5%	5.7%
Theme 1	Attribute 1	Level 1	39.0%	12.6%	13.5%	14.5%	14.5%	5.8%
Theme 1	Attribute 2	Level 2	38.7%	12.4%	12.5%	15.2%	15.4%	5.8%
Theme 2	Attribute 6	Level 3	38.6%	12.1%	13.1%	15.2%	15.3%	5.8%
Theme 1	Attribute 1	Level 1	38.5%	12.6%	13.2%	15.4%	14.4%	5.8%
Theme 2	Attribute 6	Level 1	38.5%	12.6%	13.3%	14.9%	14.9%	5.9%
Theme 3	Attribute 9	Level 3	38.5%	12.6%	13.3%	14.9%	14.9%	5.9%
Theme 1	Attribute 1	Level 2	38.5%	12.6%	13.3%	14.9%	14.9%	5.9%
Theme 1	Attribute 3	Level 1	38.5%	12.6%	13.3%	14.9%	14.9%	5.9%

Frame results in a competitive context

Relative to the competitive products, Product 1 can best increase its share by focusing on optimizing Attributes 4 & 2.

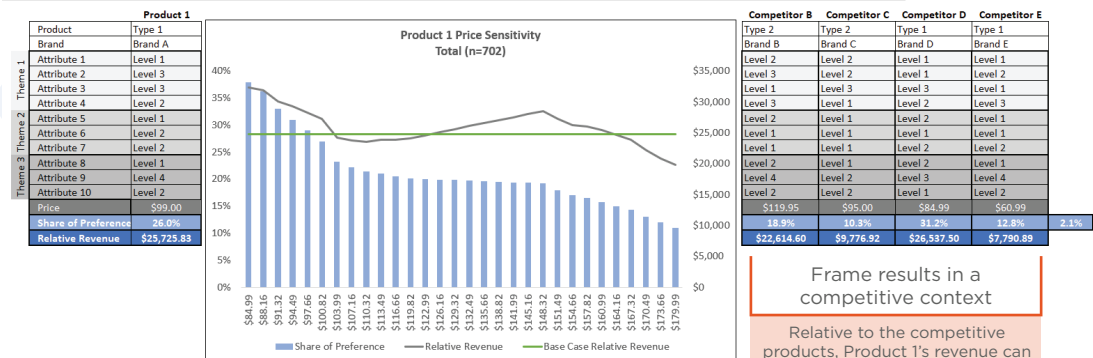
4

Quickly understand the impact of changing price, relative to baseline revenue

Save and export estimated share and revenue across a range of prices

Run Price Simulations Save Price Simulations

Instructions Reference Input Output Report Feature Sensitivity Price Sensitivity





## MARKET SIMULATOR EXAMPLES

Our custom simulators are built to address your unique challenges, giving your team a competitive advantage they can use long after the initial project is complete. This empowers you to validate your instincts and make high-stakes decisions with confidence.

Whether you need a straightforward tool to test a handful of price changes or a complex model for your entire portfolio, our simulators are as simple or as sophisticated as you need them to be.

Ready to not just predict the future, but shape it? Let talk about building a long-term strategic asset for your business.

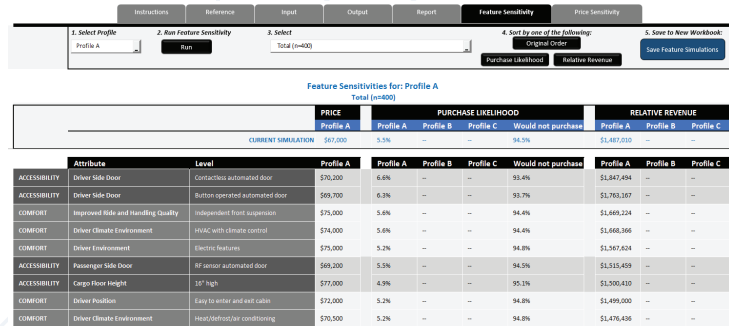


Continue to the next page to view real-world examples that demonstrate how a simulator can provide critical insights to help you make confident, data-driven decisions.

# MARKET SIMULATOR EXAMPLES

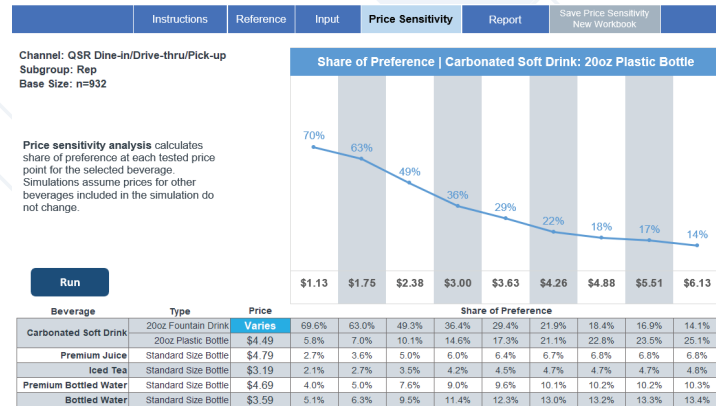
## FEATURE SENSITIVITY

Provides a snapshot view of which features/levels are most impactful for increasing preference share. In this example, there are several accessibility and comfort features that positively impact share and revenue. When used as a guide, combinations of features can be simulated to understand the full impact.



## PRICE SENSITIVITY

Understanding preference share for the range of tested prices allows a holistic view of how sensitive decision-makers are to fluctuations in price. In this example, the price curve communicates the rate at which we will lose/gain share when increasing/decreasing price.



## ADOPTION RATES

Custom launch dates for various products provide month-to-month uptake over time. In this example, Product CX launches before Product GX, but Product GX will overtake it within a month of launch due to its more appealing features.

