

# Combined Test

# Multi-Product Analysis

## Products Analyzed



Jinx Elevate Premium Whole Animal Protein Only Dry Dog Food - No Meals or Byproducts - Grass-Fed Beef, Lamb, and Bison - 24lbs



Jinx Elevate Premium High Protein Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs



Jinx Elevate Enhanced Probiotic Premium Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs



Jinx Elevate Oven Baked Premium Dry Dog Food - Maximum Nutrient Retention - Grass-Fed Beef, Lamb, and Bison - 24lbs



Jinx Premium Dry Dog Food, for All Life-Stages - Real Salmon, Brown Rice & Sweet Potato Kibble with Superfoods for Immune Support & Probiotics for Digestive Support - No Fillers – 23.5lb

# Combined Results Overview

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Product	Share of Clicks	Share of Buy	Value Score
Jinx Elevate Premium Whole Animal Protein Only Dry Dog Food - No Meals or Byproducts - Grass-Fed Beef, Lamb, and Bison - 24lbs	8.4%	7.4%	3.1
Jinx Elevate Premium High Protein Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs	11.5%	11.6%	4
Jinx Elevate Enhanced Probiotic Premium Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs	8.9%	6.9%	3
Jinx Elevate Oven Baked Premium Dry Dog Food - Maximum Nutrient Retention - Grass-Fed Beef, Lamb, and Bison - 24lbs	5.8%	5%	4
Jinx Premium Dry Dog Food, for All Life-Stages - Real Salmon, Brown Rice & Sweet Potato Kibble with Superfoods for Immune Support & Probiotics for Digestive Support - No Fillers – 23.5lb	12.2%	9.4%	3.8

## Metrics Definitions:

- Share of Clicks: The percentage of participants who clicked on this product when viewing the product grid.
- Share of Buy: The percentage of participants who selected this product as their final purchase choice.
- Value Score: An aggregate score representing how participants rated the overall value proposition.

## Questions Asked:

- Value: "How would you rate the value of this product?"
- Appearance: "How appealing do you find the design and appearance of this product?"
- Confidence: "How confident are you that this product will deliver its promised results?"
- Brand: "How much do you trust this brand to meet your expectations?"
- Target Audience: "This is a product for people like me?"

# Purchase Drivers - All Concepts



## Concept References:

- Concept 1: Jinx Elevate Premium Whole Animal Protein Only Dry Dog Food - No Meals or Byproducts - Grass-Fed Beef, Lamb, and Bison - 24lbs
- Concept 2: Jinx Elevate Premium High Protein Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs
- Concept 3: Jinx Elevate Enhanced Probiotic Premium Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs
- Concept 4: Jinx Elevate Oven Baked Premium Dry Dog Food - Maximum Nutrient Retention - Grass-Fed Beef, Lamb, and Bison - 24lbs
- Concept 5: Jinx Premium Dry Dog Food, for All Life-Stages - Real Salmon, Brown Rice & Sweet Potato Kibble with Superfoods for Immune Support & Probiotics for Digestive Support - 23.5lb

# Purchase Drivers - Concept 1

Jinx Elevate Premium Whole Animal Protein Only Dry Dog Food - No Meals or Byproducts - Grass-Fed Beef, Lamb, and Bison - 24lbs



# Competitive Insights - Concept 1

Jinx Elevate Premium Whole Animal Protein Only Dry Dog Food - No Meals or Byproducts - Grass-Fed Beef, Lamb, and Bison - 24lbs

## Average metrics your product vs the competitors

Value: 3.1 Appearance: 3.0 Confidence: 2.9 Brand: 3.1 Target Audience: 3.0

Your Item vs Competitor

Competitor	Share	Value	Appearance	Confidence	Brand	Target Audience
Blue Buffalo Wilderness Natural High-Protein Dry Food for Adult Dogs, Chicken Recipe, 28-lb. Bag	25.2%	0.2	-0.3	0.1	0.1	0.1
ORIJEN Grain Free High Protein Dry Dog Food Original Recipe 13lb Bag	2.6%	-0.3	0.0	0.0	0.0	0.3
Stella & Chewy's Wild Red Dry Dog Food Raw Coated High Protein Grain & Legume Free Red Meat Recipe, 21 lb. Bag	4.6%	0.9	0.6	0.7	0.7	0.3
Open Farm, Ancient Grains Dry Dog Food, Protein-Rich & Nutrient Dense, 90% Animal Protein Mixed with Non-GMO Fruits, Veggies and Superfoods, Wild Caught Salmon Recipe, 22lb Bag	4.0%	-0.2	0.7	-0.3	-0.3	0.0
Taste of the Wild High Prairie Canine Grain-Free Recipe with Roasted Bison and Venison Adult Dry Dog Food, Made with High Protein from Real Meat and Guaranteed Nutrients and Probiotics 28lb	10.6%	-0.2	-0.1	0.0	0.0	-0.2
Hill's Science Diet Adult 1-6, Adult 1-6 Premium Nutrition, Dry Dog Food, Lamb & Brown Rice, 33 lb Bag	10.6%	0.4	0.4	0.1	0.1	0.1
Purina ONE True Instinct With A Blend Of Real Turkey and Venison Dry Dog Food - 36 lb. Bag	20.5%	0.0	-0.1	0.2	0.2	-0.3
Purina Pro Plan Complete Essentials Shredded Blend Chicken and Rice Dog Food Dry Formula with Probiotics for Dogs - 35 lb. Bag	10.6%	0.1	-0.3	0.3	0.3	0.2
Wellness CORE Dry Dog Food, Grain-Free, High Protein, Natural, Original Turkey & Chicken Recipe, (26-Pound Bag)	5.3%	0.3	0.6	0.1	0.1	0.0
ACANA Grain Free Dry Dog Food Freshwater Fish Recipe 25lb Bag	4.6%	-0.6	-0.6	-0.1	-0.1	0.3
Nulo Freestyle Adult Dog Food, Premium All Natural Grain-Free Dry Small Kibble Dog Food, with BC30 Probiotic for Healthy Digestion, and High Animal-Based Protein with no Chicken or Egg Alternatives	1.3%	0.0	0.5	0.0	0.0	-0.5

### Metric Definitions:

- Share of Buy: The percentage of participants who selected this product variant as their final purchase choice.
- Value: "How would you rate the value of this product?"
- Appearance: "How appealing do you find the design and appearance of this product?"
- Confidence: "How confident are you that this product will deliver its promised results?"
- Brand: "How much do you trust this brand to meet your expectations?"
- Target Audience: "This is a product for people like me?"

## Purchase Drivers - Concept 2

Jinx Elevate Premium High Protein Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs



# Competitive Insights - Concept 2

Jinx Elevate Premium High Protein Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs

## Average metrics your product vs the competitors

Value: 4.0 Appearance: 5.0 Confidence: 3.0 Brand: 4.0 Target Audience: 5.0

Your Item vs Competitor

Competitor	Share	Value	Appearance	Confidence	Brand	Target Audience
Nulo Freestyle Adult Dog Food, Premium All Natural Grain-Free Dry Small Kibble Dog Food, with BC30 Probiotic for Healthy Digestion, and High Animal-Based Protein with no Chicken or Egg Alternatives	3.6%	0.5	0.7	0.7	0.7	0.7
ACANA Grain Free Dry Dog Food Freshwater Fish Recipe 25lb Bag	4.8%	0.3	0.5	0.3	0.3	0.4
Wellness CORE Dry Dog Food, Grain-Free, High Protein, Natural, Original Turkey & Chicken Recipe, (26-Pound Bag)	4.2%	-0.4	-0.1	0.0	0.0	0.0
Open Farm, Ancient Grains Dry Dog Food, Protein-Rich & Nutrient Dense, 90% Animal Protein Mixed with Non-GMO Fruits, Veggies and Superfoods, Wild Caught Salmon Recipe, 22lb Bag	6.6%	0.0	-0.4	-0.4	-0.4	-0.2
Stella & Chewy's Wild Red Dry Dog Food Raw Coated High Protein Grain & Legume Free Red Meat Recipe, 21 lb. Bag	6.0%	-0.2	-0.4	-0.2	-0.2	-0.3
Taste of the Wild High Prairie Canine Grain-Free Recipe with Roasted Bison and Venison Adult Dry Dog Food, Made with High Protein from Real Meat and Guaranteed Nutrients and Probiotics 28lb	7.2%	-0.1	0.2	0.3	0.3	-0.1
Blue Buffalo Wilderness Natural High-Protein Dry Food for Adult Dogs, Chicken Recipe, 28-lb. Bag	15.0%	0.1	-0.3	0.0	0.0	0.0
Purina ONE True Instinct With A Blend Of Real Turkey and Venison Dry Dog Food - 36 lb. Bag	21.6%	-0.1	0.1	0.0	0.0	-0.1
Purina Pro Plan Complete Essentials Shredded Blend Chicken and Rice Dog Food Dry Formula with Probiotics for Dogs - 35 lb. Bag	19.2%	0.0	0.0	0.0	0.0	0.1
ORIJEN Grain Free High Protein Dry Dog Food Original Recipe 13lb Bag	3.6%	0.3	0.3	0.7	0.7	0.8
Hill's Science Diet Adult 1-6, Adult 1-6 Premium Nutrition, Dry Dog Food, Lamb & Brown Rice, 33 lb Bag	8.4%	0.0	0.1	0.2	0.2	0.2

### Metric Definitions:

- Share of Buy: The percentage of participants who selected this product variant as their final purchase choice.
- Value: "How would you rate the value of this product?"
- Appearance: "How appealing do you find the design and appearance of this product?"
- Confidence: "How confident are you that this product will deliver its promised results?"
- Brand: "How much do you trust this brand to meet your expectations?"
- Target Audience: "This is a product for people like me?"

## Purchase Drivers - Concept 3

Jinx Elevate Enhanced Probiotic Premium Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs



# Competitive Insights - Concept 3

Jinx Elevate Enhanced Probiotic Premium Dry Dog Food - Grass-Fed Beef, Lamb, and Bison - 24lbs

## Average metrics your product vs the competitors

Value: 3.1 Appearance: 3.0 Confidence: 3.0 Brand: 3.1 Target Audience: 3.0

Your Item vs Competitor

Competitor	Share	Value	Appearance	Confidence	Brand	Target Audience
Wellness CORE Dry Dog Food, Grain-Free, High Protein, Natural, Original Turkey & Chicken Recipe, (26-Pound Bag)	4.5%	-0.4	0.0	-0.3	-0.3	0.0
Open Farm, Ancient Grains Dry Dog Food, Protein-Rich & Nutrient Dense, 90% Animal Protein Mixed with Non-GMO Fruits, Veggies and Superfoods, Wild Caught Salmon Recipe, 22lb Bag	5.7%	0.2	0.3	0.2	0.2	0.2
Purina Pro Plan Complete Essentials Shredded Blend Chicken and Rice Dog Food Dry Formula with Probiotics for Dogs - 35 lb. Bag	17.5%	0.2	-0.1	0.0	0.0	-0.1
ORIJEN Grain Free High Protein Dry Dog Food Original Recipe 13lb Bag	2.3%	-0.3	-0.3	-0.5	-0.5	0.3
Blue Buffalo Wilderness Natural High-Protein Dry Food for Adult Dogs, Chicken Recipe, 28-lb. Bag	16.9%	0.1	-0.5	0.0	0.0	-0.2
Hill's Science Diet Adult 1-6, Adult 1-6 Premium Nutrition, Dry Dog Food, Lamb & Brown Rice, 33 lb Bag	10.7%	0.2	0.3	-0.1	-0.1	0.1
Taste of the Wild High Prairie Canine Grain-Free Recipe with Roasted Bison and Venison Adult Dry Dog Food, Made with High Protein from Real Meat and Guaranteed Nutrients and Probiotics 28lb	10.7%	-0.2	0.1	0.0	0.0	0.1
ACANA Grain Free Dry Dog Food Freshwater Fish Recipe 25lb Bag	3.4%	0.0	-0.5	0.0	0.0	0.3
Purina ONE True Instinct With A Blend Of Real Turkey and Venison Dry Dog Food - 36 lb. Bag	19.2%	-0.1	-0.0	0.2	0.2	0.0
Stella & Chewy's Wild Red Dry Dog Food Raw Coated High Protein Grain & Legume Free Red Meat Recipe, 21 lb. Bag	4.5%	0.5	0.4	0.8	0.8	0.6
Nulo Freestyle Adult Dog Food, Premium All Natural Grain-Free Dry Small Kibble Dog Food, with BC30 Probiotic for Healthy Digestion, and High Animal-Based Protein with no Chicken or Egg Alternatives	4.5%	0.8	0.4	0.1	0.1	0.0

### Metric Definitions:

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- Appearance: "How appealing do you find the design and appearance of this product?"
- Confidence: "How confident are you that this product will deliver its promised results?"
- Brand: "How much do you trust this brand to meet your expectations?"
- Target Audience: "This is a product for people like me?"

## Purchase Drivers - Concept 4

Jinx Elevate Oven Baked Premium Dry Dog Food - Maximum Nutrient Retention - Grass-Fed Beef, Lamb, and Bison - 24lbs



# Competitive Insights - Concept 4

Jinx Elevate Oven Baked Premium Dry Dog Food - Maximum Nutrient Retention - Grass-Fed Beef, Lamb, and Bison - 24lbs

## Average metrics your product vs the competitors

Value: 4.0 Appearance: 3.5 Confidence: 4.0 Brand: 4.5 Target Audience: 3.5

Your Item vs Competitor

Competitor	Share	Value	Appearance	Confidence	Brand	Target Audience
Blue Buffalo Wilderness Natural High-Protein Dry Food for Adult Dogs, Chicken Recipe, 28-lb. Bag	22.9%	0.3	-0.4	-0.1	-0.1	-0.0
ACANA Grain Free Dry Dog Food Freshwater Fish Recipe 25lb Bag	2.4%	0.0	1.0	0.5	0.5	0.5
Wellness CORE Dry Dog Food, Grain-Free, High Protein, Natural, Original Turkey & Chicken Recipe, (26-Pound Bag)	4.2%	0.3	0.1	0.4	0.4	-0.1
Nulo Freestyle Adult Dog Food, Premium All Natural Grain-Free Dry Small Kibble Dog Food, with BC30 Probiotic for Healthy Digestion, and High Animal-Based Protein with no Chicken or Egg Alternatives	4.2%	0.4	-0.1	0.1	0.1	0.1
Purina Pro Plan Complete Essentials Shredded Blend Chicken and Rice Dog Food Dry Formula with Probiotics for Dogs - 35 lb. Bag	18.7%	0.0	-0.2	0.1	0.1	-0.1
ORIJEN Grain Free High Protein Dry Dog Food Original Recipe 13lb Bag	4.2%	0.1	-0.1	-0.1	-0.1	0.3
Purina ONE True Instinct With A Blend Of Real Turkey and Venison Dry Dog Food - 36 lb. Bag	16.9%	-0.1	0.4	0.3	0.3	0.1
Hill's Science Diet Adult 1-6, Adult 1-6 Premium Nutrition, Dry Dog Food, Lamb & Brown Rice, 33 lb Bag	9.6%	0.6	0.2	0.1	0.1	0.2
Open Farm, Ancient Grains Dry Dog Food, Protein-Rich & Nutrient Dense, 90% Animal Protein Mixed with Non-GMO Fruits, Veggies and Superfoods, Wild Caught Salmon Recipe, 22lb Bag	5.4%	0.0	0.1	0.0	0.0	0.0
Stella & Chewy's Wild Red Dry Dog Food Raw Coated High Protein Grain & Legume Free Red Meat Recipe, 21 lb. Bag	4.8%	0.1	-0.8	0.0	0.0	0.3
Taste of the Wild High Prairie Canine Grain-Free Recipe with Roasted Bison and Venison Adult Dry Dog Food, Made with High Protein from Real Meat and Guaranteed Nutrients and Probiotics 28lb	6.6%	-0.1	0.1	0.2	0.2	0.0

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- Brand: "How much do you trust this brand to meet your expectations?"
- Target Audience: "This is a product for people like me?"

## Purchase Drivers - Concept 5

Jinx Premium Dry Dog Food, for All Life-Stages - Real Salmon, Brown Rice & Sweet Potato Kibble with Superfoods for Immune Support & Probiotics for Digestive Support - No Fillers – 23.5lb



# Competitive Insights - Concept 5

Jinx Premium Dry Dog Food, for All Life-Stages - Real Salmon, Brown Rice & Sweet Potato Kibble with Superfoods for Immune Support & Probiotics for Digestive Support - No Fillers – 23.5lb

## Average metrics your product vs the competitors

Value: 3.8 Appearance: 3.5 Confidence: 3.5 Brand: 3.5 Target Audience: 2.5

Your Item vs Competitor

Competitor	Share	Value	Appearance	Confidence	Brand	Target Audience
Nulo Freestyle Adult Dog Food, Premium All Natural Grain-Free Dry Small Kibble Dog Food, with BC30 Probiotic for Healthy Digestion, and High Animal-Based Protein with no Chicken or Egg Alternatives	3.1%	0.8	0.6	1.2	1.2	0.4
Purina Pro Plan Complete Essentials Shredded Blend Chicken and Rice Dog Food Dry Formula with Probiotics for Dogs - 35 lb. Bag	20.0%	0.4	-0.1	-0.2	-0.2	0.1
Open Farm, Ancient Grains Dry Dog Food, Protein-Rich & Nutrient Dense, 90% Animal Protein Mixed with Non-GMO Fruits, Veggies and Superfoods, Wild Caught Salmon Recipe, 22lb Bag	1.9%	0.3	1.0	0.3	0.3	0.0
Wellness CORE Dry Dog Food, Grain-Free, High Protein, Natural, Original Turkey & Chicken Recipe, (26-Pound Bag)	3.1%	-0.4	0.2	0.2	0.2	0.0
Taste of the Wild High Prairie Canine Grain-Free Recipe with Roasted Bison and Venison Adult Dry Dog Food, Made with High Protein from Real Meat and Guaranteed Nutrients and Probiotics 28lb	8.8%	-0.4	-0.1	-0.1	-0.1	-0.1
ACANA Grain Free Dry Dog Food Freshwater Fish Recipe 25lb Bag	6.3%	0.4	0.3	0.3	0.3	0.1
Hill's Science Diet Adult 1-6, Adult 1-6 Premium Nutrition, Dry Dog Food, Lamb & Brown Rice, 33 lb Bag	10.0%	0.6	0.2	0.1	0.1	0.4
Purina ONE True Instinct With A Blend Of Real Turkey and Venison Dry Dog Food - 36 lb. Bag	19.4%	-0.1	-0.1	-0.1	-0.1	-0.2
ORIJEN Grain Free High Protein Dry Dog Food Original Recipe 13lb Bag	3.8%	0.2	0.0	0.2	0.2	0.0
Blue Buffalo Wilderness Natural High-Protein Dry Food for Adult Dogs, Chicken Recipe, 28-lb. Bag	19.4%	0.3	-0.2	-0.1	-0.1	0.3
Stella & Chewy's Wild Red Dry Dog Food Raw Coated High Protein Grain & Legume Free Red Meat Recipe, 21 lb. Bag	4.4%	0.9	-0.1	0.1	0.1	0.1

### Metric Definitions:

- Share of Buy: The percentage of participants who selected this product variant as their final purchase choice.
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- Appearance: "How appealing do you find the design and appearance of this product?"
- Confidence: "How confident are you that this product will deliver its promised results?"
- Brand: "How much do you trust this brand to meet your expectations?"
- Target Audience: "This is a product for people like me?"