

Pabst

CASE STUDY

# How Pabst Brewing Combines Heritage and Innovation with SightX to Drive Growth

## The SightX Impact

Slashed brand tracking costs by  
**80% +**

Reinvested cost savings into  
**record number of projects**

Increased flexibility for  
**rapid market adaptation**

**Optimized concept development**  
with reliable data



You Look Like  
I Need a Pabst

## OVERVIEW

Pabst Brewing Company, one of America's oldest and most iconic breweries, is home to a diverse portfolio of heritage beer brands such as Pabst Blue Ribbon (PBR), Lone Star, Rainier, and National Bohemian. Known for preserving the unique character of its brands while driving innovation, Pabst constantly seeks ways to better understand and meet consumer needs.

To achieve this, Pabst has prioritized building a robust Consumer Insights team focused on delivering data-driven strategies for product innovation and marketing. To support its growth ambitions and maintain its competitive edge, the company sought a cost-effective yet powerful DIY research solution, leveraging its lean team and focused resources.



## OVERCOMING RESEARCH HURDLES

# How SightX Delivered Flexibility, Affordability, and Quality

Pabst Brewing Company faced several significant challenges with the research platforms it used prior to adopting SightX, which hindered the company's ability to make informed, data-driven decisions. One major issue was a lack of flexibility. The existing tools could not support advanced methodologies such as conjoint and TURF analysis, which are critical for comprehensive concept testing and understanding consumer preferences.

Affordability was another pressing concern. Pabst needed a solution that could deliver high-quality insights without straining its budget. The resource-intensive nature of its previous tools created inefficiencies and made scaling research efforts difficult without escalating costs.

Data quality further compounded these challenges. The previous platforms generated unrealistically high purchase intent and likability scores, making it difficult to differentiate between winning and underperforming concepts. This lack of reliable data added uncertainty to the decision-making process and led to inefficiencies in product development. Additionally, the company had to oversample responses to filter out poor-quality data, exacerbating strain on their research process.

Faced with these challenges, Pabst recognized the need for a more flexible, reliable, and cost-effective research solution to support its growth ambitions. After evaluating several options, the company selected SightX for its ability to deliver high-quality, actionable insights without compromising affordability. SightX stood out for its flexibility, offering a range of advanced tools and methodologies that could be customized to meet Pabst's specific research needs.

The platform's modular components like TURF analysis and concept testing, provided at no additional cost, were particularly valuable. SightX also allowed the easy integration of sub-samples and cross-tabs, giving Pabst deeper, granular insights into consumer preferences and trends. With SightX, Pabst was able to address the data quality issues that had previously hindered their research efforts.

Equally important, SightX offered exceptional customer support, with quick and responsive communication from their team, ensuring that Pabst could maximize the value of the platform. A trial project demonstrated SightX's capabilities and earned praise from Pabst's leadership, solidifying its position as a long-term research partner that would help drive informed decision-making and continued innovation.



EMPOWERING AGILITY AND INNOVATION

## How Pabst Leverages SightX for Smarter Research

With SightX in place, Pabst began leveraging the platform across a variety of research activities to drive more effective decision-making and innovation. One of the key areas where SightX provided value was in concept testing.

Pabst used the platform to evaluate purchase intent, uniqueness, and relevance across upwards of 40 concepts, with Top 2 Box purchase intent (i.e. probably or definitely will buy) scores ranging from 53% to 86%. This provided the company with a realistic and trustworthy measure of consumer resonance, ensuring that their product ideas were well-aligned with market demand and backed by reliable data.

For product innovation research, Pabst utilized advanced features like TURF analysis and conjoint to gain deeper insights into consumer preferences and optimize product features. This helped Pabst align its offerings with what consumers truly wanted, enhancing their competitive position in the market.

The ability to test price sensitivity for new products via Gabor-Granger pricing research, such as a ready-to-drink (RTD) cocktail, was another significant benefit. With SightX, Pabst was able to ensure that their pricing strategy was well-aligned with market expectations.

**40+**

Concepts were tested

**53% - 86%**

Purchase intent scores

Realistic and trustworthy  
measure of consumer  
resonance

In 2025, Pabst plans to move its brand health tracking work over to SightX, reducing their research costs to less than 20% of what they would have spent with a traditional vendor. This transition not only results in significant cost savings but also enables more informed decision-making through ongoing brand performance monitoring.

Overall, the ease of use and flexibility of SightX enabled Pabst to quickly iterate on tests, empowering the company to remain agile and responsive to changing market dynamics and consumer trends.

**"SightX is truly a researcher's platform. If you know how to design surveys and apply best practices in research, this tool allows you to do everything you need to do. There's no survey I couldn't craft with SightX—its flexibility is virtually limitless, from piping and routing to conditional logic. It's intuitive and has it all."**

— Bill Duncan, Pabst Consumer Insights



## DRIVING TRANSFORMATION AND GROWTH

# The Business Impact for Pabst

The adoption of SightX has had a transformative impact on Pabst's research and overall business strategy. By integrating SightX into their research process, Pabst has realized significant cost savings, which have enabled them to reinvest in their research efforts. As a result, the Pabst team has been able to run more projects than they otherwise would have, driving deeper insights and fueling future growth.

The quality of insights delivered by SightX has also had a profound impact on Pabst's decision-making. With more reliable and actionable data, Pabst has been able to prioritize winning concepts with greater confidence, ultimately improving the effectiveness of their product development and marketing strategies.

In addition to cost savings and enhanced insights, SightX has provided Pabst with greater agility and scalability in its research approach.

The platform's flexible features allow for rapid, iterative testing, enabling Pabst to respond faster to emerging market trends and evolving consumer preferences.

These efficiencies have optimized resources and allowed Pabst to expand its qualitative research efforts, strengthening its Consumer Insights Team and positioning the company to continue making data-driven decisions for long-term success.

The ability to differentiate between high- and low-performing concepts has been instrumental in maximizing ROI on product development and marketing, further cementing the platform as a critical tool in Pabst's ongoing journey of innovation and growth.

## BUILDING THE FUTURE

# Pabst and SightX Innovate for Sustained Growth

The significant business impact delivered by SightX has enabled Pabst to stay ahead of market trends and continue driving innovation. Pabst's leadership has praised the platform for its powerful functionality and intuitive design, which combines advanced tools and

methodologies with ease of use. This partnership has positioned Pabst to foster data-driven innovation and maintain sustainable growth in a highly competitive market.

**SightX's flexibility and ease of use allow Pabst to quickly iterate and adapt to market changes, reinforcing its competitive edge.**

# About us

SightX is an all-in-one consumer research platform that combines advanced survey methodologies with a user-friendly experience, automated analysis, and visualization to deliver real-time insights.

With access to over 100 million qualified consumers worldwide, it offers a comprehensive suite of tools—including audience segmentation, concept testing, and pricing strategy optimization, among others—to support any research use case and any team.

SightX by Ada, a generative AI-powered research consultant, will streamline the research process by quickly analyzing open-ended responses and creating executive summaries with a single click.

Access in-depth, automated insights and fuel your growth with the SightX consumer research platform that puts you in the driver's seat of success.

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**Unlock smarter research and  
faster innovation today**

Schedule a [free demo](#), or reach out to us at [hello@sightx.io](mailto:hello@sightx.io)