RESEARCH PORTFOLIO

Maria D. Perez, Ph. D.

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About Myself

Ph.D. Political Science (USC)

M.S. Applied Economics and Econometrics

Mixed Methods Researcher
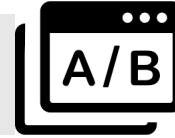
Consumer Behavior and Attitudes
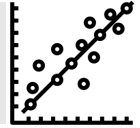
Research Skills

Surveys

- Survey design, analysis and visualization.
- Survey Experiments
- Conjoint Analysis

A/B Testing

- Design, implementation and analysis of results to determine which variation of feature/design performs better for a given conversion goal.

Statistical Modeling

- Multivariate analysis (Logit, OLS, etc.).
- Multilevel regression with post-stratification (MRP).
- Vector autoregressions (VAR).

Text Analysis

- Sentiment Analysis
- Topic Modeling (LDA, STM)
- Social Network Analysis

In-Depth Interviews

- Structured & semi-structured interviews with internal and external stakeholders.

Focus Groups

- Moderated sessions with internal and external stakeholders.

Research Experience

Academic Researcher (2019-2022)
University of Southern California

Quantitative UX Researcher
Internship (2022)
The Trade Desk

Ableton, INC
Market & UX Researcher
Internship (2021)

The Trade Desk
UX Researcher II (Current)

SELECTED

RESEARCH PROJECTS

A/B Testing OpenPass Sign-In Ease of Use vs Competitor's Ease of Use (The Trade Desk - OpenPass)*

RQ

Can we prove OpenPass single sing-in is as ease to use as our biggest competitor?

Methodology

- AB testing: OpenPass sign-in vs a while label replica or company's competitor. (~ 500 participants).
- While lable sign-in: Control for bias towards competitor's brand recognition during sign-in process.
- Fair test and comparison of the sign-in experiences.
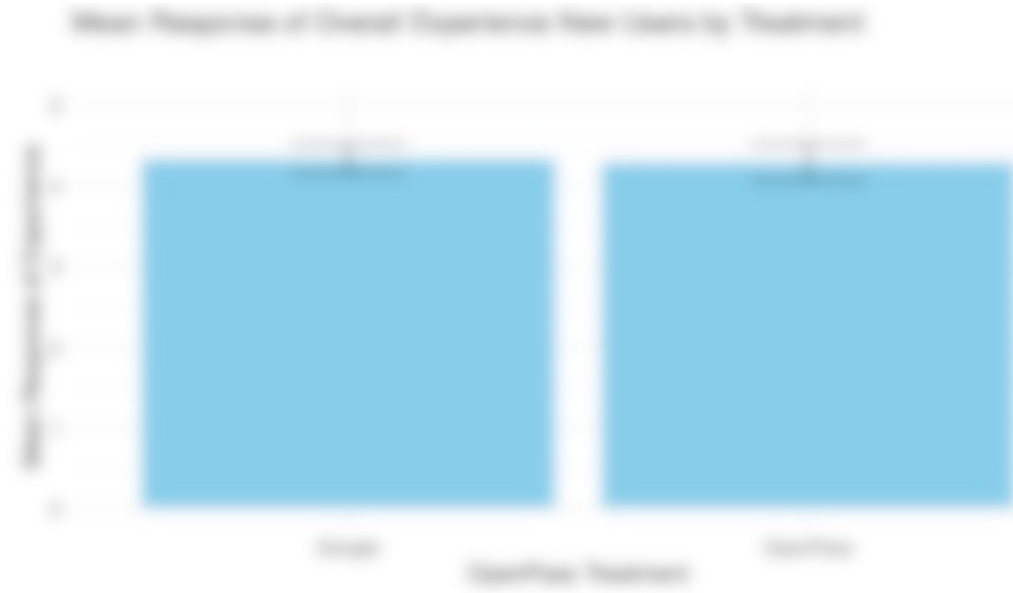- Users recruited through Dscout

Impact

- Company benchmarked their product's sign-in experience as ease of use. Product recommendations and changes based on part-worth utility findings.
- Company provided potential clients empirical evidence that their product is as good as competitors (thus increasing publishers agreeing to implement OpenPass).

* Confidentiality agreement: limited details about the project can be discussed.

A/B Testing OpenPass Sign-In Ease of Use vs Competitor's Ease of Use (The Trade Desk - OpenPass)*

Difference in means test from the AB testing result showed OpenPass ease of use
is comparable to the company's biggest competitor

Conjoint Analysis to Identify Optimal Single Sign-In Service for Users (The Trade Desk - OpenPass)*

RQ

How does the type of single sign-in service (i.e. OTP, SMS, PassKey) affect consumers likelihood to access a website?

Methodology

- Conjoint Survey (~ 700 participants).
- Different scenarios for users to select to sign-in into a website.
- Users recruited through Dscout

Impact

- Company identified next product release opportunity and prioritize resource allocation based on this study.
- Product recommendations and changes based on part-worth utility findings.
- Increased by 20% number of users accessing to websites with OpenPass.

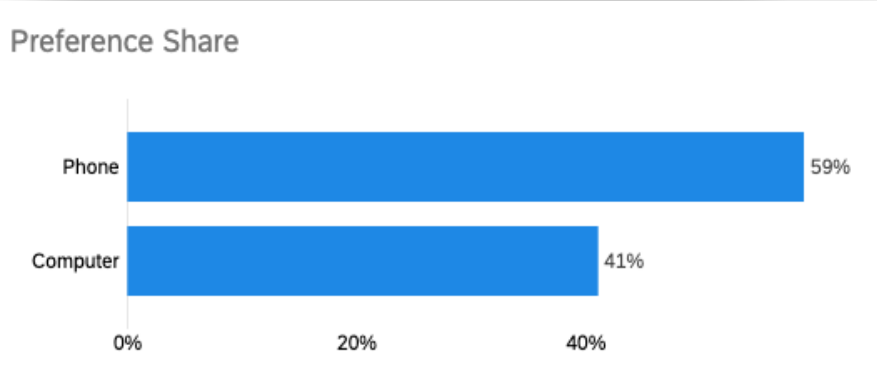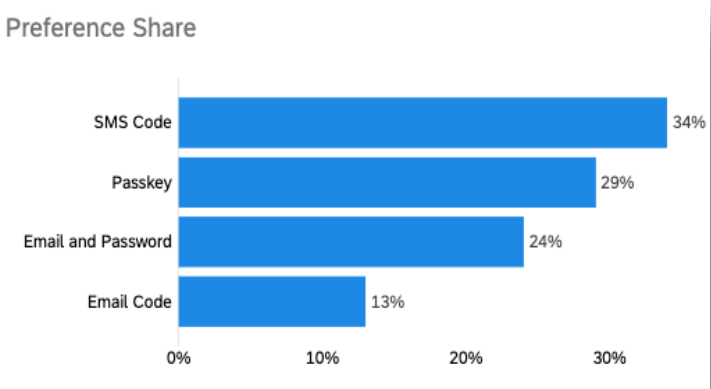* Confidentiality agreement: limited details about the project can be discussed.

Conjoint Analysis to Identify Optimal Single Sign-In Service for Users (The Trade Desk - OpenPass)*

Feature Importance for Participants Choosing the Sign-In Option
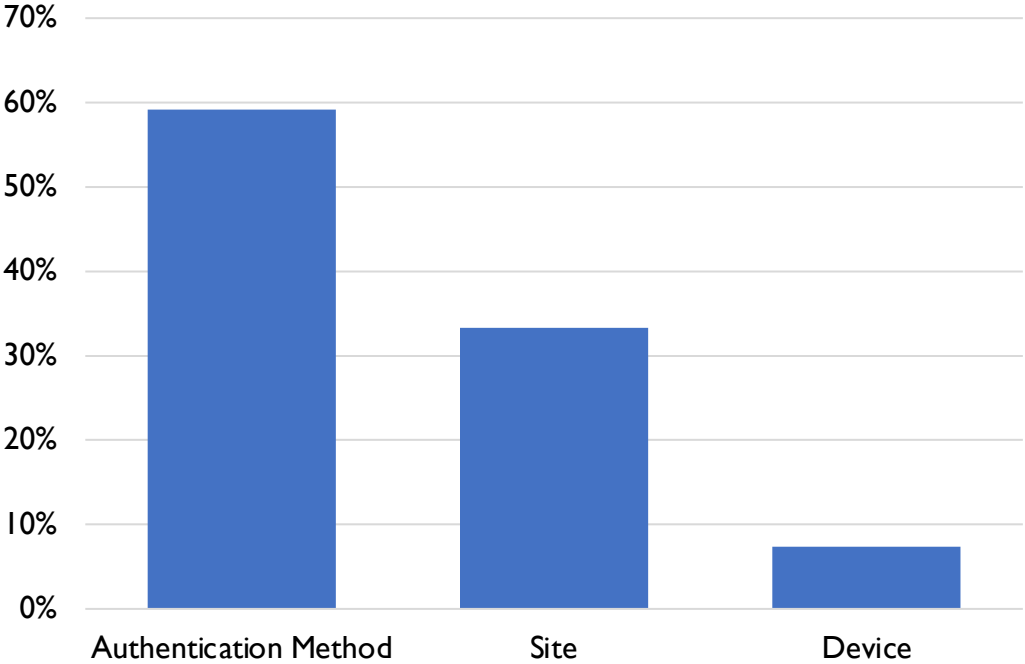
Attribute Preference Share

Conjoint Analysis to Improve System Recommendations in Programmatic Advertisement (The Trade Desk)*

RQ

How can system recommendations be improved?

Methodology

- Conjoint Survey (~ 500 participants)

- In-Depth Interviews with internal and external stakeholders (10 participants)

- Focus group.

Impact

- Company wide presentation.

- Product recommendations and changes based on part-worth utility findings.

- Produced early design ideas and wireframes.

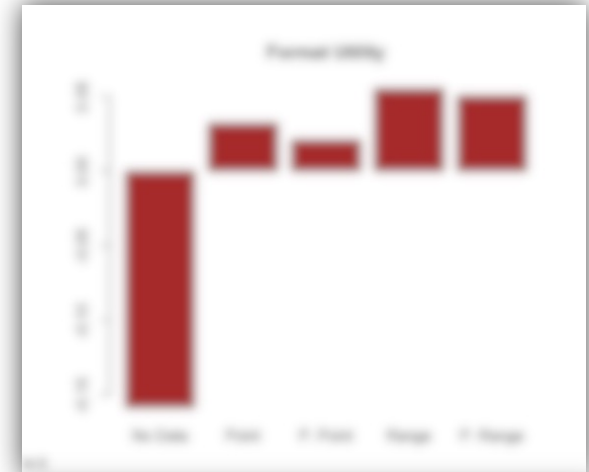* Confidentiality agreement: limited details about the project can be discussed.

Conjoint Analysis to Improve System Recommendations in Programmatic Advertisement (The Trade Desk)*

Treatment Effect with Research Hypothesis
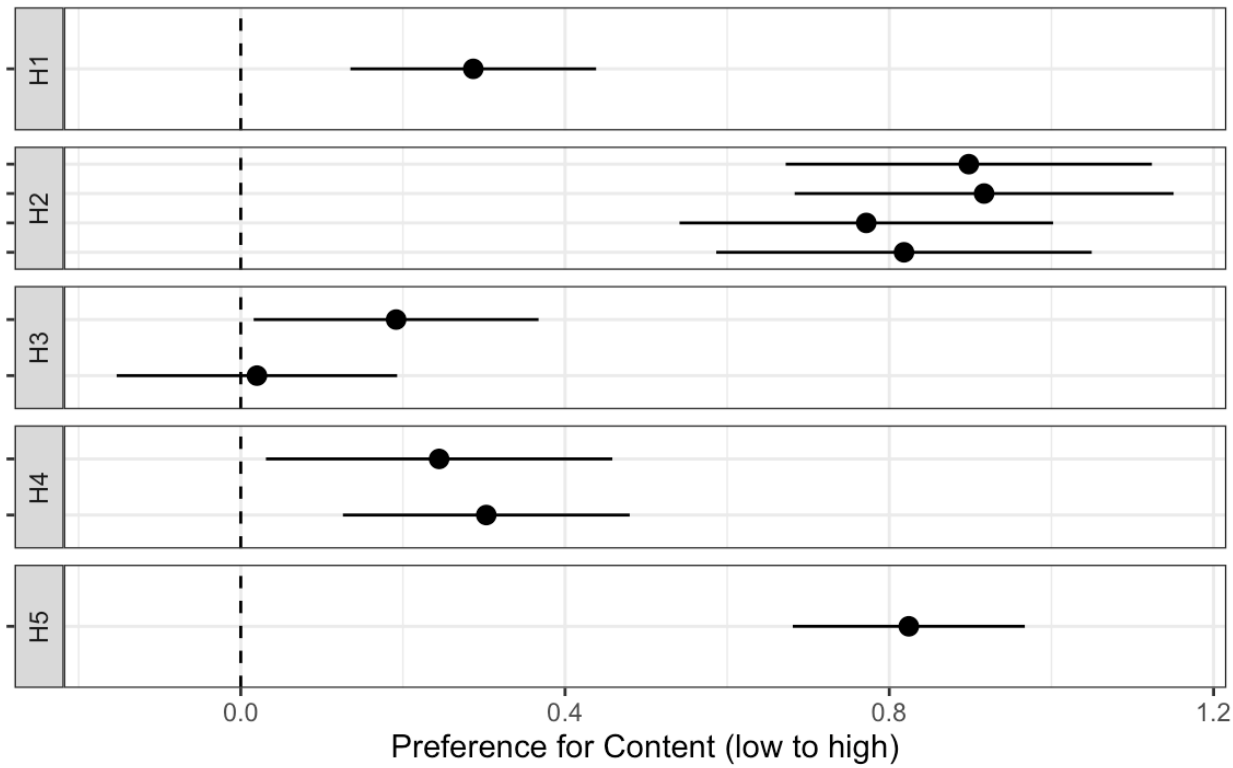
Note: Bars represent 95% confidence intervals; Corresponding regression table can be found in Appendix

Part-Worth Utilities

Competitor Analysis and Market Forecast in the Digital Audio Workstation Industry (Ableton Inc)*

RQ

What are the current and future market trends in the Digital Audio Workstation industry?

Methodology

- Statistical modeling.
- Social listening.
- Online ranking.
- Focus group.

Impact

- Strategic report shared with company.
- Produced early design of improvements to website to increase check-out.

* Confidentiality agreement: no further details about the project can be discussed.

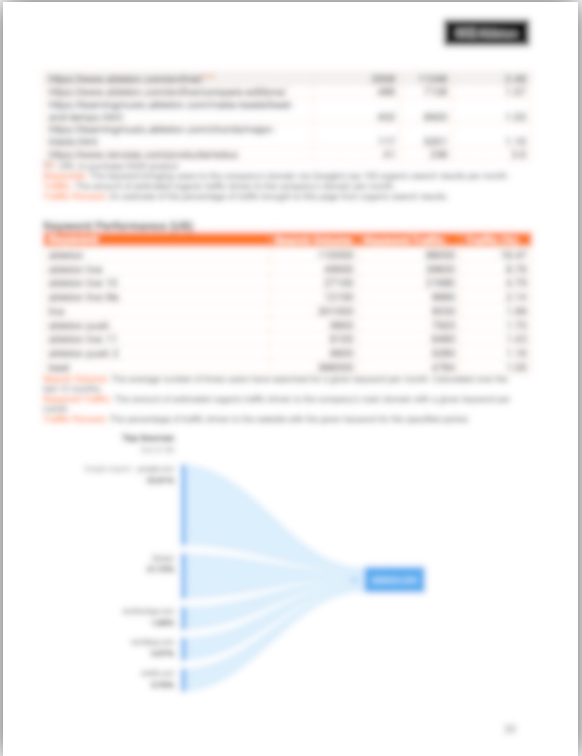# Competitor Analysis and Market Forecast in the Digital Audio Workstation Industry (Ableton Inc)*

Competitor Analysis

Social Listening

Predictive Modeling

The Causal Effect of Corporate Activism on Consumers Purchase Behavior

RQ

What is the causal effect of corporate activism on consumers' buycott or boycott responses?

Methodology

- Survey Experiment (4500 consumers).
- Novel instrument to capture boycott/buycott behavior.
- In-Depth Interviews (+10 consumers).

Impact

- Findings: Liberal consumers buycott progressive brands more than conservative consumers boycott them.
- Under review for academic publication in Business Strategy Journal.

The Causal Effect of Corporate Activism on Consumers Purchase Behavior
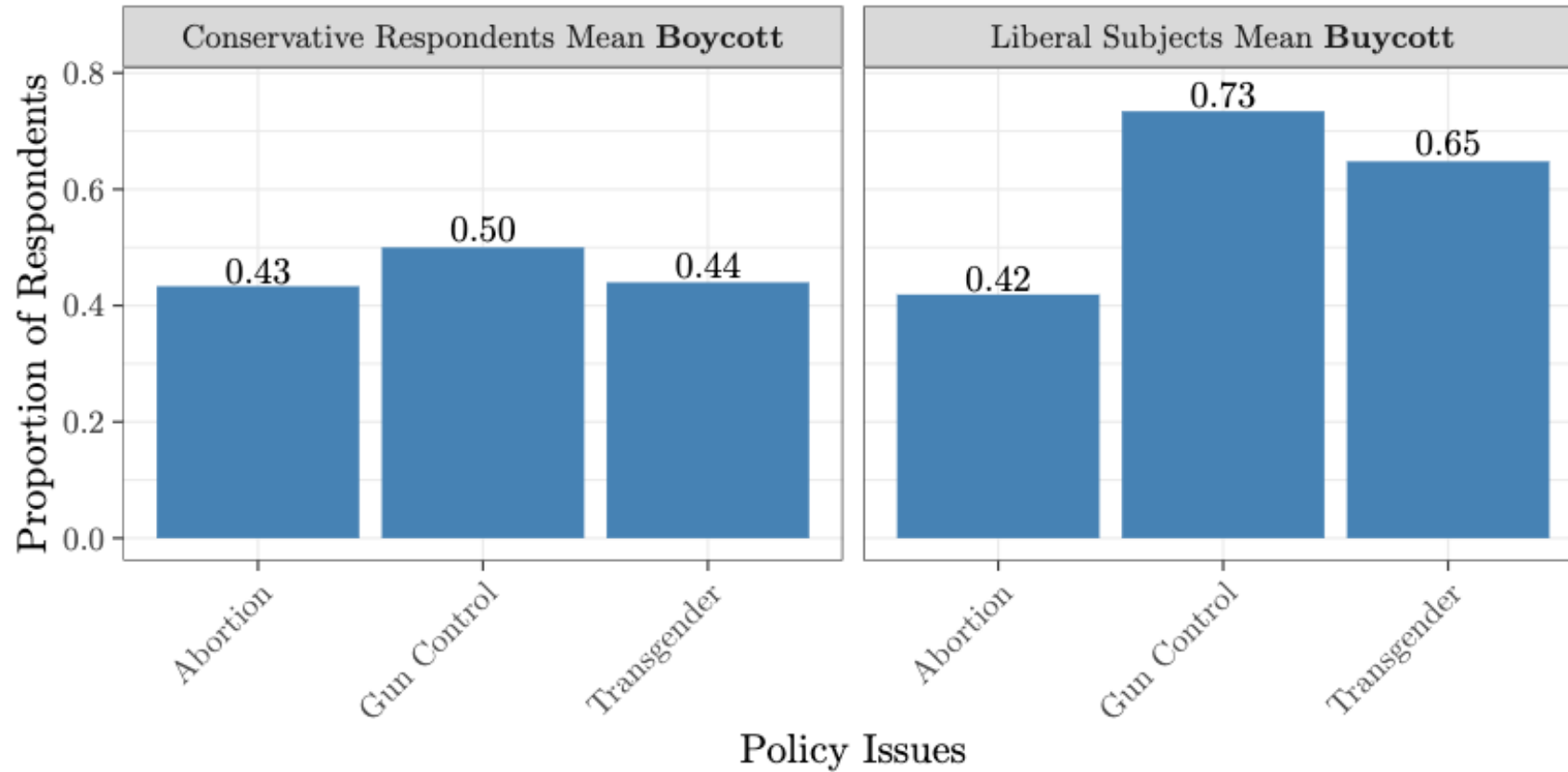
Field Experiment in Six Countries to Overcome Political Obstacles to Climate Action in Local Governments

RQ

How does (1) voter preferences, (2) the time horizon for credit claiming, and (3) source credibility affect politicians' decision to act on climate reform?

Methodology

- Field experiment (6 countries, 1,651 local governments)
- A/B test content for climate change webinar in partnership with Oxford Net Zero.

Impact

- Increased acceptance of policy solutions for net zero emissions.
- Recommendations for NGOs recruitment of political elites.
- Findings published on American Journal of Political Science.

Field Experiment in Six Countries to Overcome Political Obstacles to Climate Action in Local Governments

Figure 2: The effects of receiving public opinion information on local support for climate action among US legislators (panels a-c) and UK legislators (panels d-f)

Panels (a-c): United States

Panels (d-f): United Kingdom
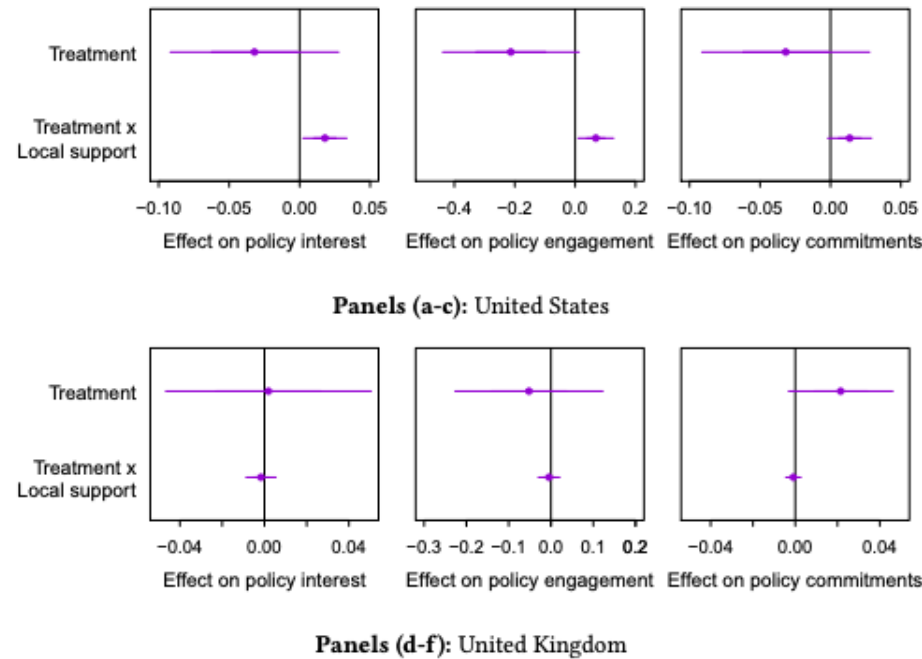
Note: The top points in each panel are the AMCE estimate of the effect of providing public opinion information in the webinar invitation. The bottom points are the coefficient for the interaction term between treatment and constituency support for climate action. 95% confidence intervals surround point estimates; thicker lines represent one standard error intervals. Full model results in Tables D1 and D2.

Thank you!

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