

Is your pricing optimized based on customer willingness to pay?



The Challenge

An Education Software Provider had developed a new service and was struggling with how to structure price (per session, per month, etc.), what to price, and how to bundle this new service with the existing offerings. Additionally, they had limited pricing standards and guidance for their existing offerings that didn't account for customer sentiments.

The Solution

INSIGHT began by deploying a market survey to the Software Provider's current and potential customers to understand purchasing motivations and decision factors. Then, we conducted two sets of analyses:

- A Conjoint Analysis to test different feature sets and determine the level of importance and value that customers place on each attribute to understand how to price as well as bundle features

- A Gabor Granger exercise to test and understand max willingness to pay

Then, we utilized results to determine price sensitivity, map demand-revenue analysis, and derive the optimal price to maximize customer conversion and revenue.

THE RESULTS



OPTIMAL PRICE POINT



OPTIMAL PRICING STRUCTURE



OPTIMAL BUNDLING WITH EXISTING SERVICES

This willingness to pay market study revealed the optimal pricing structure and price in order to maximize customer conversion and revenue, while meeting the needs of the customers.

INSIGHT2PROFIT™
INSIGHT2PROFIT.COM

[LEARN MORE](#)