

CASE STUDY

Unbundling products to drive profit

We helped a technology company optimize their product and pricing

SALES STRATEGY OPTIMIZATION

- What is the outlook of our core product?
- How can we monetize our features?
- What is the optimal pricing for new products/features?



SATOV APPROACH

- Conducted in-depth surveys and pricing analyses
- Assessed product interest by segment
- Identified opportunities and forecasted impact



WE HELPED THE CLIENT

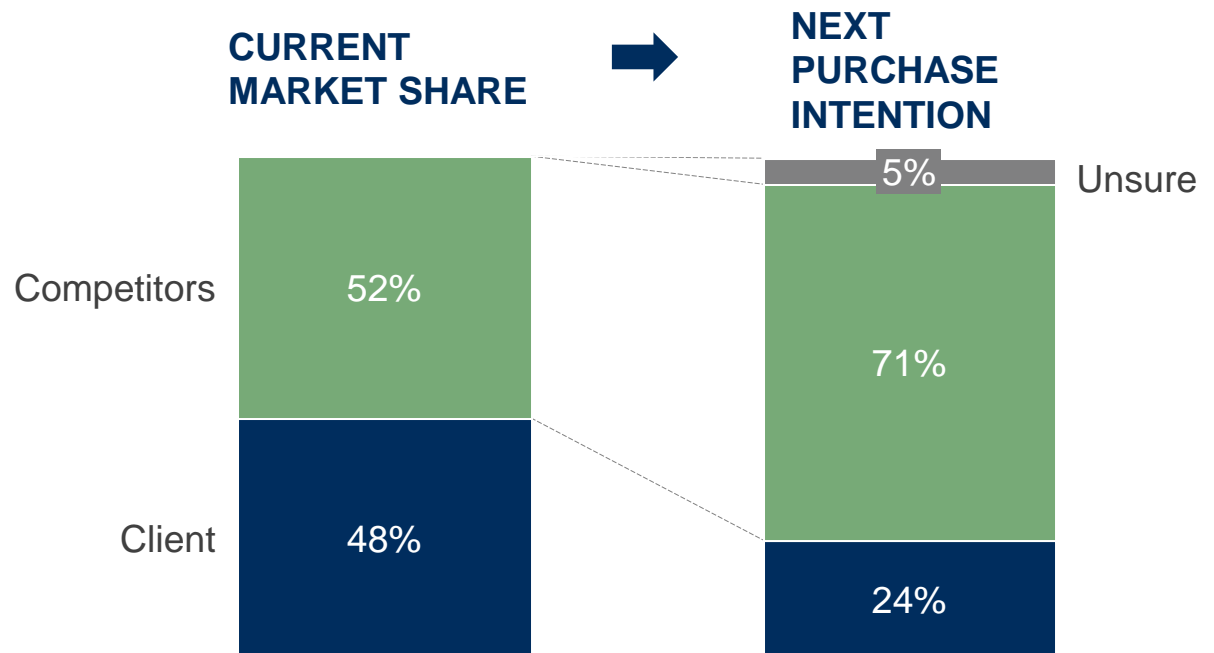
- Identify a new revenue generation opportunity
- Optimize price and features offered for new product
- Drives sales for current product offering

Does this sound interesting? Email us to get more details.

We projected our client's core product would **lose market share**

Purchase intention

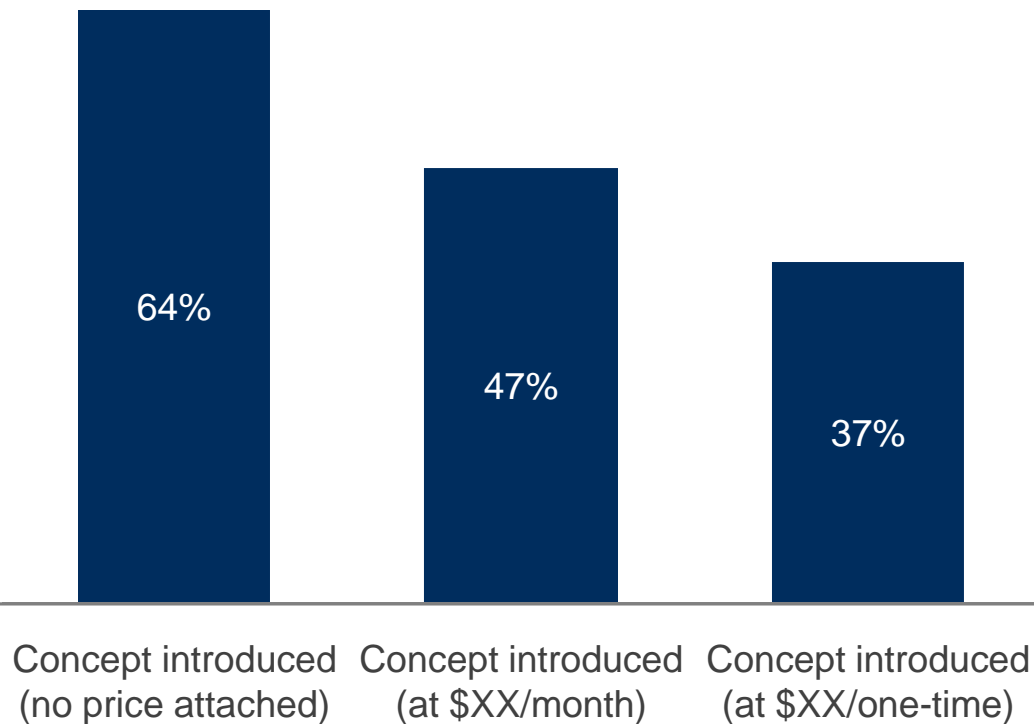
% OF RESPONDENTS IN EACH GROUP



We found opportunity to spin-off a product feature

Purchase intention amongst non-customers

% OF RESPONDENTS WHO INDICATED THEY WOULD PURCHASE THE SPIN-OFF PRODUCT



We optimized for price and demand

Pricing analysis

ANALYSIS FROM VAN WESTENDORP PRICING MODEL, LIKELIHOOD MODELLING BASED ON SURVEY RESPONSES

— Purchase likelihood
— Expected avg revenue



The spin-off product drove new and core sales

Purchase intention in spin-off scenario

% OF RESPONDENTS WHO BELONG IN EACH GROUP

- Unsure
- Not purchase spin-off or core product
- Purchase spin-off but not core product
- Purchase core product

