



Pricing Solutions

Getting your pricing strategy right has never been more important nor more difficult. In an age of digital disruption, online shopping and disloyal customers, setting the price of your brand, product or service requires more science than guesswork these days. Amárach works with clients to develop pricing strategies that deliver fair value for customers but that don't leave money on the table.


amárach
research

Case Study: Digital Subscription Service

The Sweet Spot

Customer Requirements:

to determine the optimum price point for a new subscription service that they wanted to launch in the Irish marketplace aimed at digital customers.

Research Approach:

Amárach conducted qualitative and quantitative research among the target audience, including the completion of a Van Westendorp pricing study.

Research Output:

Amárach's findings showed that the customer optimum price point was below the business case price point and recommended that the product did not proceed in the planned format.

Amárach has delivered pricing solutions for:



Pricing Solutions

Amárach works with marketing and finance teams to develop pricing strategies that are viable and profitable. To discuss our pricing solutions contact: gerard.oneill@amarach.com



Find out more

Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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