

SITUATION

A \$300 million manufacturer sells to small businesses through a strong distributor network in a mature market where price positioning is extremely important. Each year, the product team

needs to re-set prices that are within a reasonable target range of the 'market price' to maximize revenue per order while minimizing customer attrition.

CASE STUDY: MARKET PRICE INTELLIGENCE



SOLUTION

Line of Sight created a distributor panel and conducted an annual 'market basket' study which identified longitudinal and comparative pricing patterns. The methodology also enabled a customer experience (CX) assessment which provided additional depth to the pricing analysis.

BENEFIT

The product team estimates that the analysis improves the probability of correctly setting prices within the acceptable target range by 30%. This results in an annual revenue savings of over \$1.3 million and over \$110 in revenue saved for each \$1 invested in research. CX awareness adds to that value and ROI.

"Thank you Steve - as usual, you and the LoSG team did a great job for us - we really do appreciate your attentiveness to our information needs... I realize that this is challenging work - but you have spoiled us - we have the utmost confidence in you and your team..."
VP, Product Management



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