

## A CASE STUDY

# Using Conjoint Analysis to Find the Right Go-to-market Pricing

*Improving Competitiveness with an Optimized Tiered-service Offer*

## CHALLENGE

After-sales service offerings provide industrial electronics manufacturers with a means of customizing their solutions for different clients. How to structure the various pricing tiers of these offerings is often a critical question in the go-to-market process. GLG can help provide clarity on this decision using value-based pricing methods.

## THE GLG APPROACH

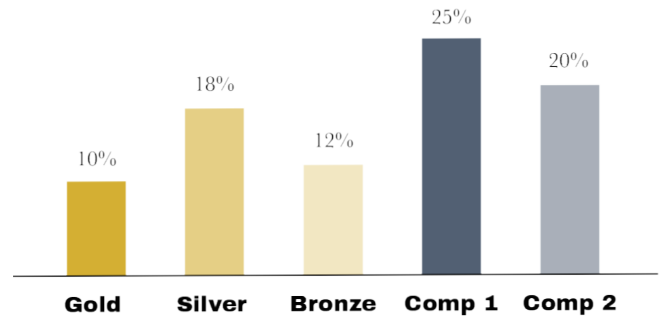
Tapping GLG's global network of experts, we recruit a sample of buying decision makers across relevant industries and markets. We field a conjoint analysis survey to the panel that includes a series of trade-offs between the different features of sales service packages. We then analyze the results to deliver insight into the optimal service-level/price combination for your business.

## OUTCOME

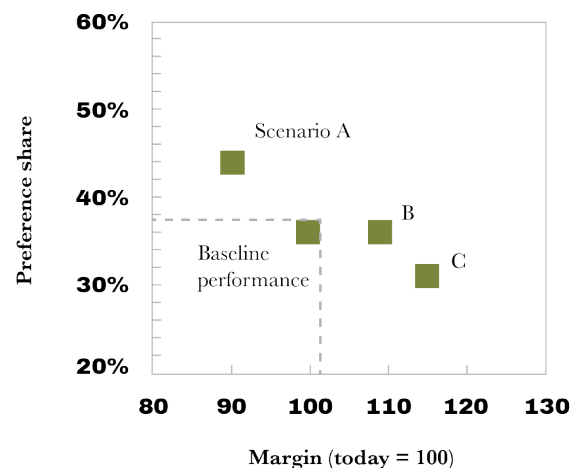
The data gleaned from the conjoint analysis research allows clients to derive the perceived value of features so they can decide on pricing for their launch. The data delivered can include:

### Simulated tiered packages

Based on customers' perceived feature utilities, we offer a simulated view of the market. We calculate shares of preference for hypothetical new service bundles in a competitive environment (example below).



The simulations also display total portfolio performance on two dimensions of growth: gaining customer preference versus competitors, and increasing revenue margin per customer (example below).



**GLG facilitates conjoint analysis to help industrial electronics manufacturers structure the digital after-sales service of a new product.**

## Why GLG?

### Industry Expertise

Market experts design each project with your industry in mind, with attributes and levels that represent your business.

### Modeling

Turning data into insights is a collaborative effort. A team of analytics and market experts summarizes findings based on our structured framework.

## FEATURED PRODUCTS



GLG Value Creation



GLG Surveys

**Learn more**

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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