



SOLUTIONS



Determine the
ideal sales price

INNOFACT Pricing Research

Pricing decisions are always management decisions, and they are of central importance for a company's success. **INNOFACT Pricing Research** supports these decisions with the most up-to-date methods and provides a competitive edge for the client.

INNOFACT has direct access to over half a million consumers via its own panels throughout Germany, delivering in-depth results. Clients from various industries collaborate with **INNOFACT** in order to guarantee a competitive advantages in fiercely contested markets by providing high-quality pricing research.

SOLUTIONS

Product & price
**Pricing
Research**



Reliable instruments for individual approaches

Questions regarding price are never just individual research questions. They always affect the entire marketing mix.

Find the optimal price

Pricing has a different character in every market. By only using traditional measurement techniques it cannot be discerned which is ultimately the optimal price. Other aspects such as price/quality associations, price thresholds, the life-cycle of the product, and the competition need to be taken into account.

INNOFACT Pricing Research test approaches reflect these and other similar aspects. As a result, tried and tested pricing research tools that take into account both the client's particular questions and the specific market activity are included.

Obviously, the services rendered by **INNOFACT Pricing Research** always contain specific recommendations for action for the client.



Use the ideal instruments

- **PSM (Price Sensivity Meter as per van Westendorp).** Four pricing questions (too cheap; attractive; expensive but still acceptable; too expensive) open up the space in which test subjects perceive prices. As a result, statements can be made on the number of safe and potential buyers at certain price points, as well as on price ranges within which defined price strategies can be implemented best.
- **Gabor-Granger** and other descriptive techniques are highly effective methods for the creation of a simple price-selling function for certain issues: The test subjects will be asked – ideally monadically – how likely they will buy a product for the given price.
- **Price as an attribute in conjoint analysis** for certain price issues full profile conjoint approaches are suitable, in whose framework the price represents one of many qualities of the product. However, it is particularly noteworthy that price in the context of conjoint trials attracts an artificially high level of attention. Consequently, **INNOFACT** weights the cost/benefit figures with results from descriptive techniques.

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