



## Build confidence in your pricing strategy with actionable market-based insights

### » A trusted market intelligence thought partner with deep subject matter expertise

INSIGHT's Market Intelligence team translates decades of real-world pricing expertise and proven research methodologies into actionable market-based insights, giving your team confidence to make more informed business decisions.

Whether you want to better understand your customers, competitors, channels, or market dynamics, our thorough approach to data collection, analysis, and tailored research methods will help you quickly uncover opportunities for improvement you can act on.

### Better data. Better decisions.

#### Customer Intelligence

- Key Purchasing Criteria
- Price Sensitivity
- Willingness-to-Pay
- Supplier / Brand Perceptions
- Barriers to Switching Suppliers
- Path-to-Purchase
- Customer Segmentation

#### Competitive Intelligence

- Recent Price Actions
- Pricing Structure / Presentment
- Market Share
- Channel Strategy & Partnerships
- Price / Value Positioning
- Discount Strategy



#### Channel Intelligence

- Reaction to Price Actions
- Profitability / Gross Margins
- Price Web Scraping
- Discounting Behavior
- Product Positioning

#### Market Dynamics

- Market Sizing & Forecasting
- Market Segmentation
- Macroeconomic Outlook
- Commodity Price Trends
- Supply Environment

*“We were **struggling to make accurate pricing decisions**; often relying on our sales team, guesswork, and outdated information.*

*The team at INSIGHT was thoughtful, asked great questions and **helped us quickly uncover areas of opportunity**.*

*We found the exercise to be incredibly valuable and are **taking immediate actions to improve our pricing strategies as a result.**”*

General Manager,  
Ed-tech Software



Why INSIGHT?

Pricing Expertise

Our proven playbook for capturing market insights is specifically designed to help clients optimize pricing and profitability. Utilizing market-based evidence to support hypotheses, we can bring clarity and help you better predict how the market will react to changes in pricing strategies.

Extensive, Tailored & Actionable

We leverage an extensive suite of research techniques across B2B / B2C markets and develop a methodology that is custom tailored for your market to deliver specific, reliable and actionable insights.

Market Intelligence in action

INSIGHT has completed hundreds of Market Intelligence engagements across a diverse set of industries and end markets. A few representative examples have been provided below:

\$500M  
Construction  
Materials  
Manufacturer

- **Situation:** Client was only achieving ~5% price increases during an inflationary environment and was risk averse to raising prices beyond market acceptance.
- **Solution:** Completed 20+ in-depth interviews with customers to obtain direct insights on willingness-to-pay, barriers to switching suppliers, and supply options.
- **Results:** Discovered client's competitors had raised prices 15-20%; customers had few options to switch and client was perceived as being highest-quality supplier. Insights gave the client confidence to raise prices, leading to \$5M impact.

\$500M  
Bathroom  
Fixtures &  
Fittings  
Manufacturer

- **Situation:** Client saw declining volume in 2022 and needed to understand factors driving the trend.
- **Solution:** Surveyed 216 customers to get visibility on how brand is perceived compared to competitors, path-to-purchase, and role of advertising and promotional methods.
- **Results:** Tweaked laddering in pricing model to better capture value. Adjusted promotional spend where dollars were less impactful on volume, driving cost savings and improved ad performance.

\$200M  
Automotive  
Aftermarket  
Distributor

- **Situation:** Client was trying to keep pace with cost increases but lacked visibility into customer perceptions and competitor positioning to guide price actions.
- **Solution:** Surveyed 200 customers to gather insights on price sensitivity, key purchasing criteria, and recent competitive price increases.
- **Results:** Data showed competitors had increased prices more aggressively; customer valued availability and speed of delivery over price; and customers expected larger price increases. Led client to target a 3% higher price increase, which was largely realized in the market.

\$1B Laboratory  
Products  
Supplier

- **Situation:** Client was seeing YOY volume declines and was contemplating lowering prices to improve volumes.
- **Solution:** Surveyed 650 current and lapsed customers to investigate root cause of volume declines.
- **Results:** Discovered volumes declined due to a mix of market softness and competition and that customers did not switch to competitors solely for lower price. Client decided not to decrease price, preserved margin, and was able to prevent further customer churn by focusing on lead times.

Primary Research

- In-Depth Interviews
- Quantitative Surveys
- B2B & B2C Audiences

Secondary Research

- Web Scraping
- Company Research
- Government & Industry Statistics
- Economic Analyses

Statistical Methods

- Conjoint Analysis
- MaxDiff
- Van Westerlandorp
- Gabor Granger

