

Price Intelligently™

Note: We redacted identifiable information at the request of our customer, but you can get the idea.



Top-Level Findings

- Highest price sensitivity of all [redacted] roles.
- [redacted] capability to measure and track [redacted] should be emphasized as [redacted]. Services find this to be the most compelling overarching value proposition.
- This persona does not care about bulk email thresholds.

Price Sensitivity

- [redacted] had the highest price sensitivity out of all [redacted] roles surveyed.
- High price sensitivity could be attributed to a number of influences. The [redacted] might have a larger budget with significantly more resources since [redacted] revenue is generally tied to successful [redacted]. As such, [redacted] technology is a “tool to be competitive.” The [redacted], however, might have a higher price sensitivity if their budget allocated based on the perception that [redacted] services technology is merely a “tool of convenience.”

Average Willingness to Pay (All Roles)	\$63,580	\$77,731	\$100,691
Willingness to Pay	\$39,776	\$47,012	\$61,916
Percent Difference	- 37%	- 40%	- 39%

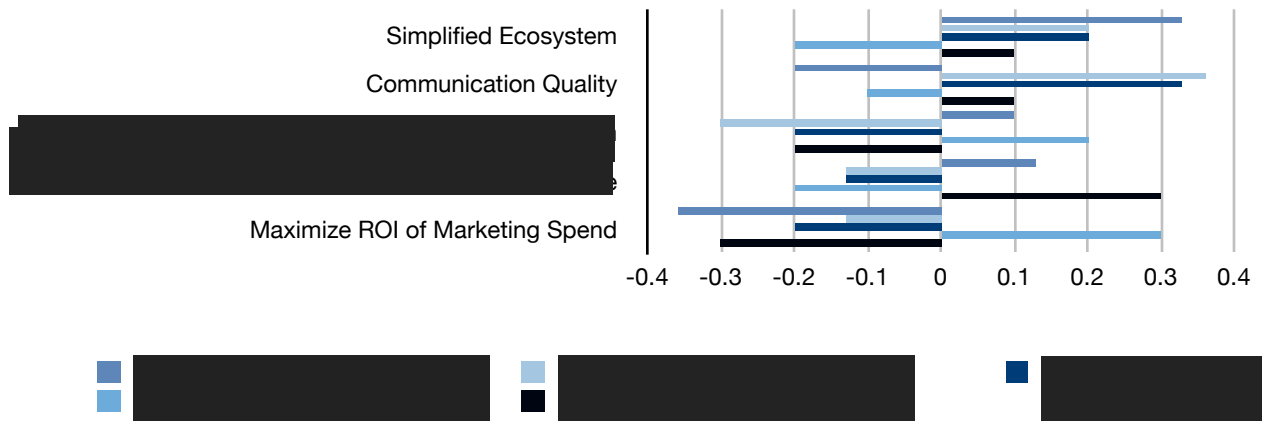
Relative Value and Preferences

Value Propositions

- [redacted] derive value from [redacted] ability to provide [redacted]. The sales team should hone in on this value determination by painting a picture of what this means for a [redacted] (e.g., identifying [redacted]).
- In addition to the [redacted] persona, [redacted] care deeply about improving the [redacted]. This persona understandably seeks to enhance the [redacted] since it's often a corollary for things like [redacted].



Overall Value Propositions



Value Propositions



Feature Preference

- [redacted] predominately identified [redacted] as the most important feature of [redacted]. Explaining the multiple facets of [redacted] will be necessary to justify the price tag of [redacted] to a group with such a high price sensitivity.
- Interestingly, [redacted]s did not care to send large numbers of bulk email (highly preferred ability to send only 100K emails per year). Obviously, bulk email will not be a huge selling point and the [redacted] sales team can prioritize their time to promote other features.

[redacted]

