

- Needs Identification
- Ideas Screening
- Concept Testing
- **Product Optimisation**
- Product Testing
- Post Launch

Price Optimisation

Intelligent pricing strategies optimise sales and turnover as well as realise growth potential.

Price Optimisation, part of our end-to-end NPD research suite, leverages the best of pricing methodologies and technology to support your pricing strategy. From brand new product/service pricing to price repositioning, it allows you to use the most relevant price assessment to identify the optimal price or a range of acceptable prices.

Robust Pricing Methods

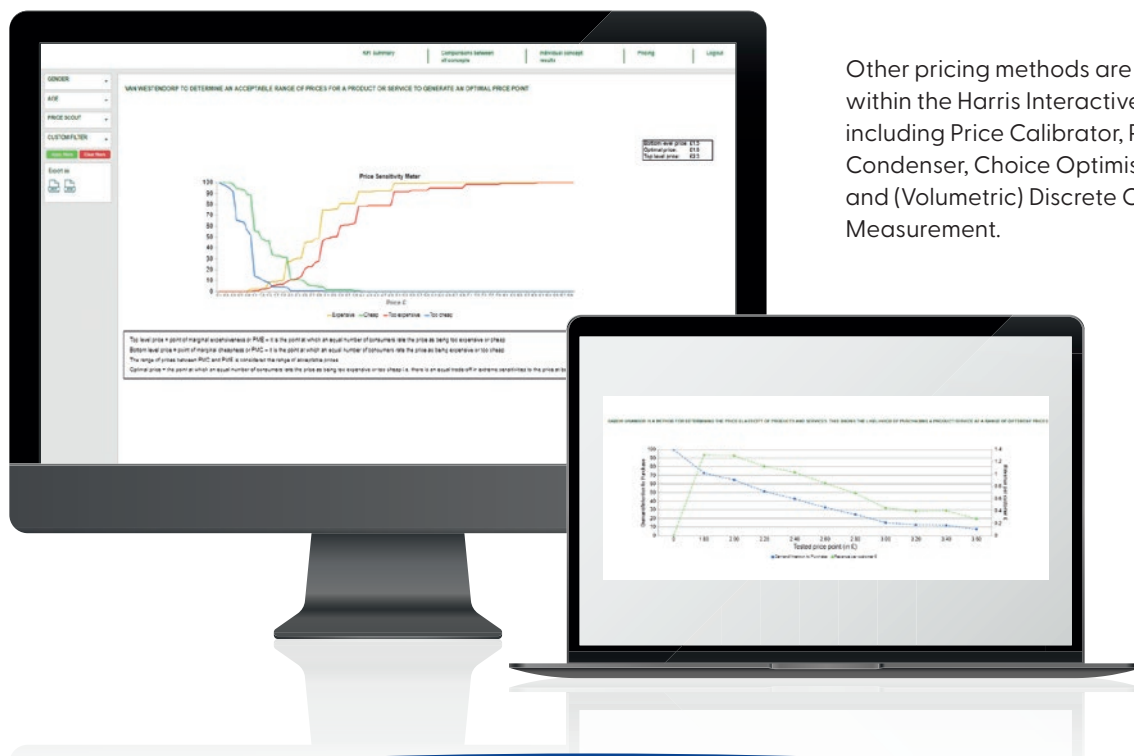
- Two of the most well known and relevant methods are standardised and ready to launch.
 - Van Westendorp/ PSM to define the optimal price point, particularly suitable for new products.
 - Gabor Granger to determine price elasticity, particularly suitable for relaunch/price repositioning.
- Price Scout, a Harris proprietary segmentation to understand consumer pricing related behaviours and motivations.

Flexibility

- Price Optimisation offers ready to use question modules.
- Our pricing research experts recommend the most suitable approach for your need.
- The module can be used individually, with bespoke questions, or plugged in with concept testing solution
- You can target whoever you want, using our 30+ million people panel in 70 countries.

Fast Online Insights

- The results are delivered via a dashboard which is filterable by selected demographics & our Price Scout segmentation.
- Available 2 to 4 days after the end of fieldwork. Average end-to-end project is one week or less.
- Our experts assist you in taking the best decisions based on the research results.



Other pricing methods are available within the Harris Interactive portfolio including Price Calibrator, Price Condenser, Choice Optimisation and (Volumetric) Discrete Choice Measurement.