

Pricing Fundamentals

Cheat Sheet



Why Pricing?

Your pricing strategy should consider **topline business goals**, lifecycle priorities, **analytics**, **execution plans**, and success criteria



What role does it play?



Communicates your value proposition



Encourages readers to engage and subscribe



Sustains and grows subscriber revenue

Consider the Domino Effect

A publisher's acquisition strategy impacts new starts, churn, and renewal pricing opportunities

PRICING DECISIONS



List Pricing



Promo Pricing



Renewal Pricing

Top-tier publishers evaluate pricing decisions from a **lifetime value (LTV)** perspective

PRICING CONSIDERATIONS



Operating Margins



Competitor Pricing



Product Value/Worth

Retain from Day One

BEST PRACTICES IN RETENTION



Deliver an excellent onboarding journey



Segment and Study Audiences



Personalize the user experience

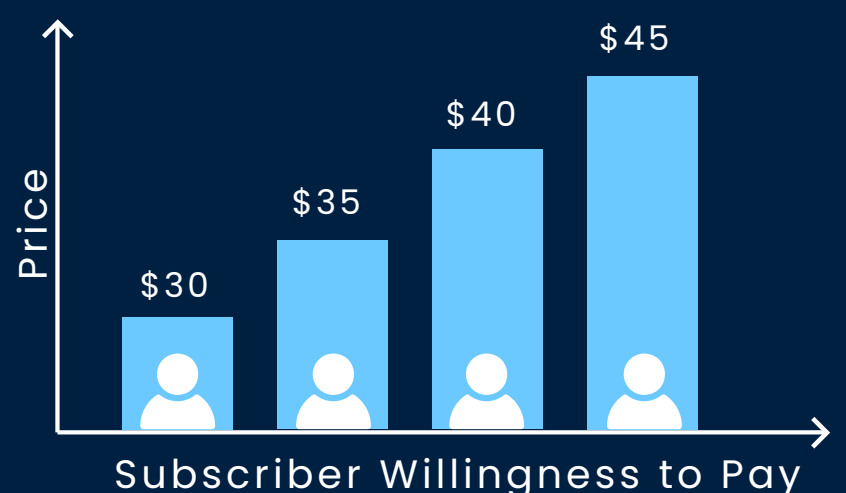


Proactively Manage Churn

Grow ARPU* Intelligently

Static, across-the-board pricing tactics produce lower revenue and unnecessary churn relative to targeted, value-based pricing

*ARPU: Average Revenue per User



Curious to learn how pricing Mather's solutions can elevate your pricing strategy. [Contact us here.](#)

