

# HOW TO: MATURE YOUR PRICING STRATEGY

## INDUSTRY INSIGHTS

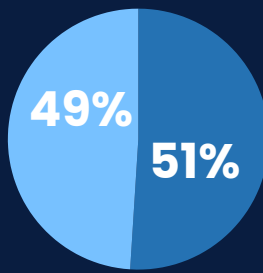


**Digital Revenue is not keeping pace** with Print Volume Decline (1/3 of Print Revenue)

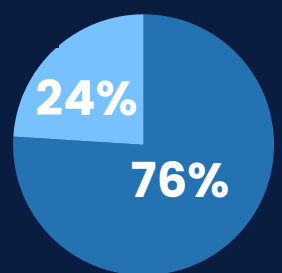


Pricing is a key lever for **Sustaining Print** and **Growing Digital** Revenue

## Volume Mix



## Revenue Mix



Median introductory print pricing is **8x higher** than digital, while monthly print pricing is **3.5x higher\***

## VALUE PERCEPTION VARIES

*Aligning pricing with subscriber willingness to pay optimizes revenue yield while mitigating churn*

## VALUE PERCEPTION VARIES



## TARGETED PRICING APPLICATIONS



## Flexible Degrees of Targeting



PRODUCT



SEGMENT



INDIVIDUAL

## FACTORS INFLUENCING SUBSCRIBER LIKELIHOOD TO ACCEPT A PRICE INCREASE



### Subscription Characteristics

- Product
- Delivery Frequency
- Billing Term
- Payment Method
- Autoplay Status
- Current Price



### Subscriber Attributes/Behavior

- Tenure as a Subscriber
- Digital Engagement
- Complaint History
- Demographics



### Macroeconomic Conditions

- Inflation
- Gross Domestic Product (GDP)
- Unemployment Rate

## PRICE SENSITIVITY INSIGHTS



Print subscribers are more sensitive to pricing than digital subscribers



Highly-engaged digital subscribers are more price-sensitive compared to less engaged subscribers

## PRICING IN PRACTICE: A CASE STUDY

**Pricing as a Lever for Digital Growth**



## PRICING MATURITY TAKES TIME



- Acquisition
- Step-up Pricing

- Maintain Volume
- Focus on Profitability
- Stretching Ceiling Prices

- Operational Infrastructure
- Pricing Floors
- Targeted Renewal Pricing

### Build success through incremental victories over time



Develop and Execute against a Roadmap



Leverage predictive analytics either in-house or with a trusted partner



Evaluate your tech stack for supporting targeted pricing tactics.

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**Future-proof your pricing strategy with expert guidance**

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