



## SKIM Price Explorer™

Enabling quick and confident pricing decisions for new product, concept and category launches

In today's quickly evolving environment, with a seemingly endless amount of choices for consumers, brands face constant pressure on prices to stay competitive. Especially with new product launches, it's critical to balance consumer demand and margins and offer your new product at the right price every time -- even when faced with limited research budgets or timelines.

SKIM Price Explorer™ helps you make quick and confident pricing decisions on new products. This affordable solution combines our rich analytical know-how, with the realistic pricing considerations consumers face today, such as your existing portfolio and the competitive environment.

With SKIM Price Explorer you can quickly identify the optimal price point for a new product, concept or category.

This solution reveals the sweet spot at which to:



Drive purchase



Minimize cannibalization with your existing portfolio



Maximize revenue potential

Reliable pricing recommendations delivered in 5-10 days

# Delivering quick and reliable pricing insights

By considering the competitive market context and your existing portfolio, SKIM Price Explorer helps you set the optimal price to minimize cannibalization, maximize revenue potential and ensure a successful product launch.

With SKIM Price Explorer you'll receive an excel dashboard revealing:

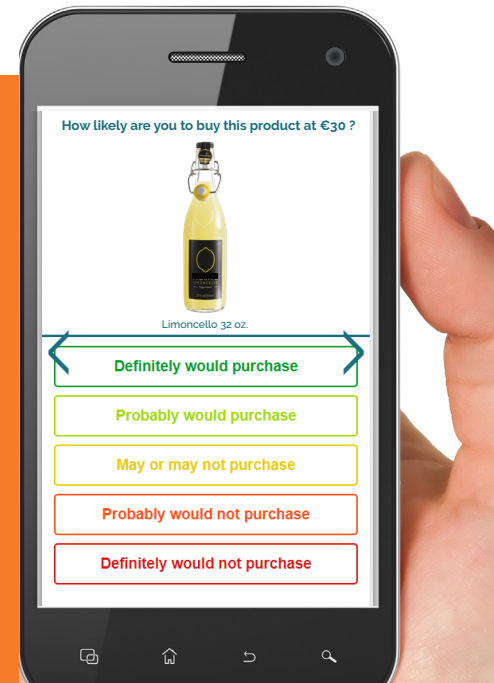
- > The optimal price point to maximize revenue potential
- > Cannibalization between new product and your existing portfolio
- > Interaction between new product introduction and competitive products
- > Uptake and revenue estimates, taking into account the competitive context
- > Depending on research method used: Consumer price perceptions and acceptable price range
- > SKIM pricing expertise at an affordable price



## How it works

The Price Explorer is a mobile-friendly three-step process to assess the optimal pricing for a new product, category or concept:

1. Identify current product choice at current market prices to ensure respondents consider the new introduction in context of their currently available options.
2. Evaluate uptake and willingness to pay for the new product at different price points, using Van Westendorp or Gabor Granger pricing techniques depending on the situation.
3. Estimate the sourcing and cannibalization between the new product and existing products for those consumers likely to buy.



## About SKIM

SKIM is a global insights agency helping leading companies thrive by understanding decision-making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, healthcare and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges, and innovative research techniques. *The result?* Practical brand communications, revenue management, product innovation, e-commerce, and advanced analytics recommendations you can use to propel your business forward, online and offline. With 10 offices in Europe, US, Latin America and Asia, and 150+ enthusiastic SKIMmers ready to help crack your business case today, how can we team up with you today?