



A CASE STUDY

# Pricing Research

*Finding the Optimal Pricing Structure for a Flagship Security Product*

## CHALLENGE

The product management team for a leading enterprise SaaS organization was looking to revamp the price structure of its flagship security product. It hoped to make changes that would make it competitively priced and optimized for new customers, while not turning off existing customers.

## THE GLG APPROACH

GLG conducted a blinded conjoint survey fielded to an expert panel of 300 U.S.-based IT executives employed at organizations with more than 2,500 employees. The panel was made up of decision-makers and influencers responsible for evaluating and implementing network access control products and solutions.

## OUTCOME

The GLG Surveys team identified key feature optimizations between product tiers and customer pricing sensitivities.

The client found that its initial pricing model was relatively close to its respondents' willingness to pay. At the end of the study, they adjusted their Tier 1 and Tier 2 pricing higher and adjusted their Tier 3 pricing lower.

## FEATURED PRODUCTS



GLG Surveys



GLG Projects

**GLG sourced 300 Enterprise IT executives to participate in a study that helped our client ensure that its pricing structure remained competitive while keeping customers happy.**

## Why GLG?

### Best-in-class Panels

GLG's proprietary network includes a cast of enterprise IT Executives, ensuring that the results of your study come from highly experienced buyers.

### Focused Methodologies

The GLG Surveys Team conducted six survey pre-tests to optimize the online research instrument and confirm the exercise mirrored real-life buying patterns, including industry standard discounting.

### Dedicated Service Teams

GLG Projects managed the engagement end-to-end to help maintain data quality and on-time end-to-end delivery.

[Learn more](#)

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such. GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc. ©2020 Gerson Lehrman Group, Inc. All rights reserved.