Great, thanks for sharing! Based on your input, here’s a **project write-up** formatted for your portfolio. You can save this as a PDF or include it on a portfolio website under a “Selected Projects” or “Case Studies” section:

**📘 Cross-Selling Publication Support Services via Enago – Crimson Interactive**

**Role:** Product Manager  
**Company:** Crimson Interactive  
**Brands Involved:** Enago, Publication Support (PS)  
**Impact:** +12% add-on uptake

**🧩 Background**

Crimson Interactive operates multiple brands in the publishing ecosystem. Two key brands are:

* **Enago** – Offers high-quality academic editing for researchers.
* **Publication Support (PS)** – Provides services such as plagiarism checks, journal selection, and other publication-related support.

Historically, these brands operated independently, each with its own landing page and service flow.

**🎯 Problem / Opportunity**

While reviewing user behavior and order patterns, I observed that a segment of Enago’s clients—after availing editing services—would later engage with PS for additional publication support. This revealed an untapped **cross-sell opportunity** between the two brands.

**🧠 Strategy**

To capitalize on this user behavior:

* I collaborated with marketing and business teams to identify overlapping services.
* We restructured pricing to make PS services more attractive when bundled via Enago.
  + For example, **Plagiarism Check** was priced at $100 on PS and offered at **$99 as an add-on** via Enago.
* We **repackaged key PS services as "Add-ons"** within the Enago submission form, surfacing them contextually when clients placed an order.

**🛠️ Execution**

As the **Product Manager**, I led the cross-functional execution involving:

* **User flow design** & UI/UX collaboration to embed PS services seamlessly into the Enago order journey.
* Working with **marketing** for pricing validation and conversion copy.
* **Tech & dev coordination** to integrate dynamic pricing, tagging, and service activation in the backend.
* Ensuring analytics tracking to measure adoption and ROI.

**📈 Outcome**

* **12% uptake** in publication support add-ons via the Enago form within the first quarter of rollout.
* Reduced drop-off between editing and publication support services.
* Improved AOV (Average Order Value) and LTV (Lifetime Value) through seamless bundling.

**🔍 Key Learnings**

* Cross-brand synergies can unlock value with minimal tech investment.
* Client intent signals are critical—timing the offer within the editing journey maximized conversions.
* Testing price sensitivity across channels informed future pricing models for bundled services.

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