

# **SAMI Pricing Strategy AI - Executive Summary**

## **Price Optimization**

- Calculate reservation prices and WTP curves.
- Use Van Westendorp, Gabor-Granger, and Conjoint.
- Model trade-offs between profit and share by segment or region.

## **Elasticity Modeling**

- Simulate price-demand curves and renewal thresholds.
- B2B: Contract elasticity, discount strategy, tier migration.
- Consumer: A/B testing, geo-linked pricing, subscription tiers.

## **Competitive Pricing Benchmarking**

- Compare value-based models: per ROI, per seat, per result.
- Spot psychological thresholds, map price vs benefit.
- Identify white space and recommend Premium, Parity, or Disruptor.

## **Bundling & Tiering Strategy**

- Design pricing ladders: Good/Better/Best, à la carte, or bundles.
- Behavioral tactics: decoy pricing, feature migrations, upsells.

## **Promotion & Discount Simulation**

- Simulate promos, tiered discounts, coupons.
- Visualize volume lift vs margin erosion.

## **Visual Output Templates**

- Pricing waterfalls, elasticity matrices, profit zone maps.
- Price-benefit position charts.

## **Data & Survey Sources Supported**

- Van Westendorp, Gabor-Granger, Conjoint, MaxDiff.
- Historical pricing tables and test data.