



Spearheading Client Product Pricing and Messaging Strategy Using a Data Driven Approach

Background

Our client centers its ingredient branding proposition on the use of pure, natural, and ethically sourced ingredients. Currently, common themes explored by the brand are environmental sustainability, product ingredients, diverse demographic applicability, product application procedure, and product application results.

The Pilot

Delivering Data Driven Insights For Product Messaging Strategy

In December, **we collaborated with a prominent local brand in Ohio to conduct comprehensive skincare market research.** The brand, which initially began producing products in a home kitchen, has experienced significant growth, expanding into a brick-and-mortar location and accumulating a substantial following on social media. As part of its strategic growth, the brand's owner plans to partner with a manufacturer to scale up production.

SearchOwl was engaged to provide data-driven insights to inform key decisions related to product pricing and messaging strategies

The Solution

Price Benchmarking Analysis for Comparables

Our analysis involved a comparison of the brand's facial cleanser pricing against similar products within our database. This included:

Broad market comparison of ingredient composition

Focused comparison among products featuring the highlighted ingredients

The findings revealed that the brand was underpricing its product in relation to its competitors.



The Solution

Claims Benchmarking Analysis for Comparables

Additionally, the brand owner sought our assistance in **identifying the most compelling product attributes for messaging**.

After analyzing the competitive landscape, we determined that the brand's current product claim was present in nearly 50% of comparable offerings. In contrast, a benefit associated with the cleanser appeared in only 2.7% of competitive products.

The Result

In Response to Our Findings, The Owner Decided To

Implement a 19% price increase for the cleanser

**Revise both the product's messaging and packaging
to better differentiate it in the marketplace**

Special Thanks

We would like to extend special thanks to our client for partnering with us to conduct this market research project.

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