





Project 2

NETFLIX (Digital Products/Subscriptions)

Downselling

Upselling

Crossselling

NETFLIX

NETFLIX

NETFLIX

If a user is on the verge of canceling their premium subscription due to cost, Netflix might offer them a basic plan at a lower price, which reduces features like HD streaming but keeps the customer subscribed.

Netflix might encourage a customer on a basic plan to upgrade to a premium plan by highlighting the benefits, such as access to Ultra HD content and the ability to stream on multiple devices simultaneously.

After a user finishes watching a popular Netflix series like Stranger Things, Netflix could suggest purchasing related merchandise such as t-shirts, posters, or even collectible items through their online store or partner platforms. This cross-sells physical products that tie into the digital content the user enjoys, enhancing their overall experience and connection with the show.