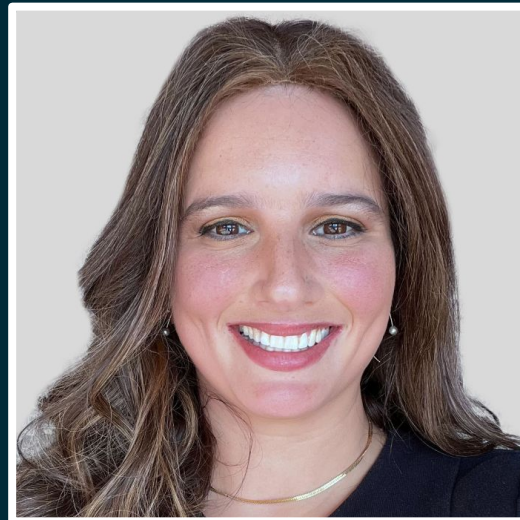


Price Pioneers: Trailblazing Through the Terrain of Pricing Experimentation



Barnett Klane
Vice President, Product
Trolley



Ariela Bitran
Director, Pricing Strategy
Chargebee

Pricing is a key lever to achieve companies goals: 83%* of businesses are expecting to change prices



Growth



Customer Alignment



Competitive Differentiation



Most common experiments run by companies



Pricing
Model



Pricing
Metric



Pricing
Level

Challenges when testing pricing



Testing
methodology



Limited Data



Lack of
Tools



Internal Change
Management