



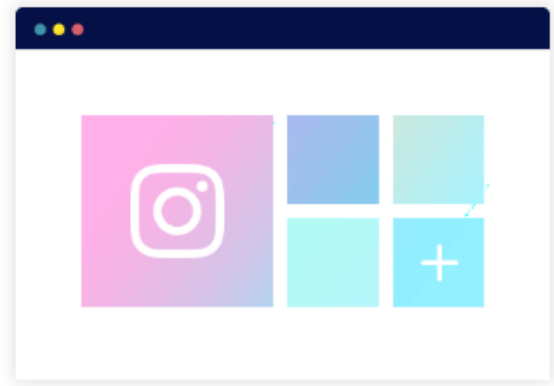
Product Pricing & Packaging for Yotpo

MIT Sloan Israel Lab 2019, Tel Aviv
Chloe Man, Abhesh Kumar, Ying Lin, Ye An



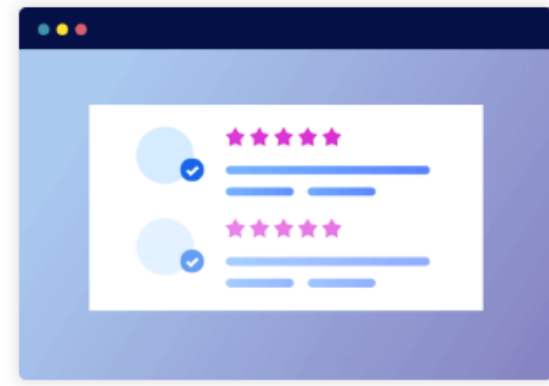
Yotpo is a Complete Commerce Marketing Cloud

VISUAL MARKETING



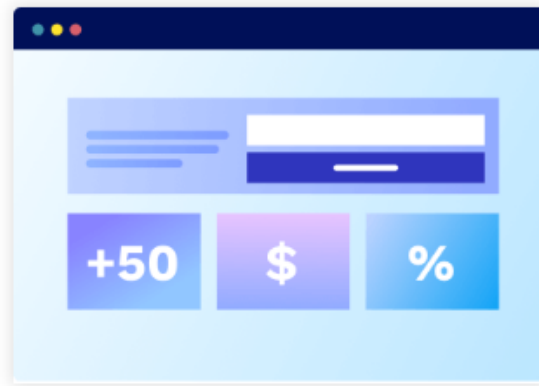
Showcase customer photos in beautiful galleries across your site. Display visual content with reviews and customize to enhance your brand.

REVIEWS & RATINGS



Collect reviews and Q&A easily using our AI-powered solutions. Leverage your customer content on site and across every marketing channel.

LOYALTY & REFERRALS



Build customized, on-brand loyalty & referral programs to incentivize repeat purchase, referrals, social engagement, and content creation.

Founded in 2011, Yotpo is a marketing cloud for eCommerce businesses

Growth-stage startup with over 300 employees

Key products: **Reviews & Ratings, Visual Marketing, Loyalty & Referrals, Customer Insights**

Customer segments: Entrepreneurs, SMBs, and Midmarket businesses

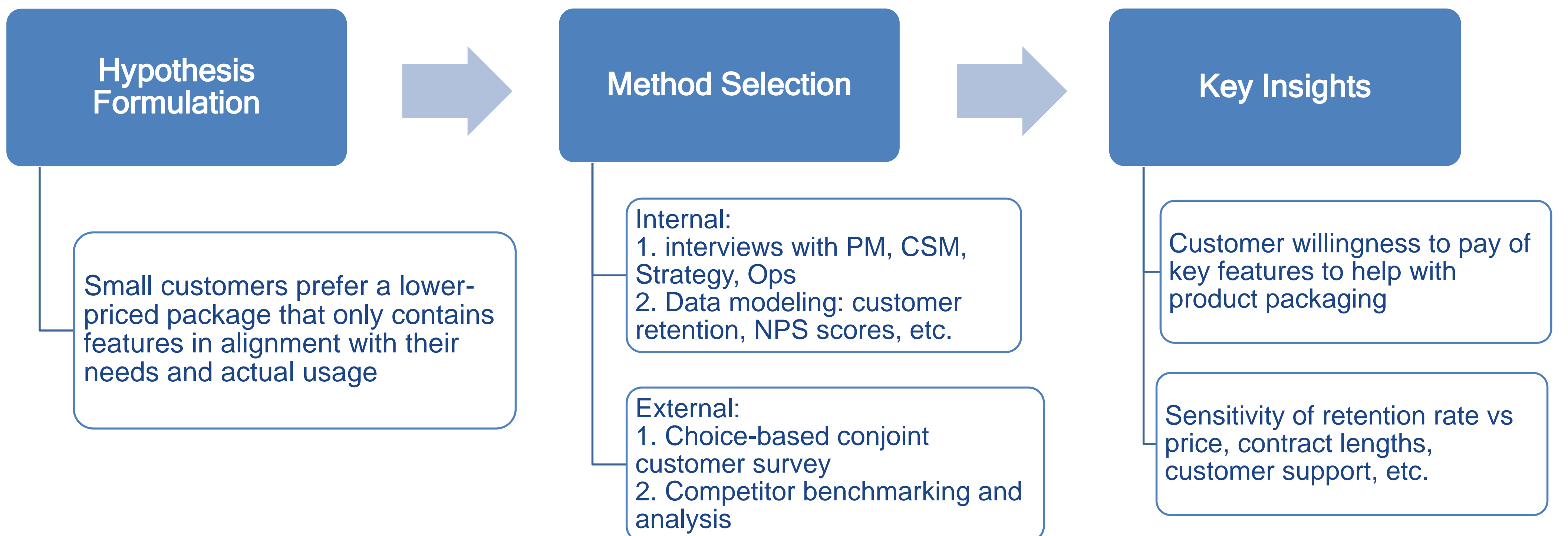
Project Overview

- ✓ Review of Yotpo's current product pricing and packaging strategy
- ✓ Offer our recommendations with the objective to optimize product package tiering, reduce customer churn and increase profitability

Onsite Deep Dive

- Days Onsite: 14
- People Interviewed: 14
- Competitors Analyzed: 10
- Data Sets Analyzed: 5
- Models Tested: 2
- Conjoint Analysis Surveys Designed & Sent to 2000+ touchpoints including:
 - ✦ Existing customers
 - ✦ Churned customers
 - ✦ Prospects & Lost sales leads
- Project Outcomes:
 - ✦ Created new pricing tiers for 2 flagship products
 - ✦ Optimized product-feature bundling

Process and Recommendation



Sample Product Pricing & Packaging Recommendation ->

Starter - \$49 Billed Monthly	Scale - \$ 259 Billed Monthly	Limitless* - \$699 Billed Annually
1 Hashtag Included	1 Hashtags Included	Unlimited Hashtags
10 Pictures Only	Unlimited Pictures	Unlimited Pictures
1 Gallery Included	Unlimited Galleries	Unlimited Galleries
<6k Gallery Loads	<100k Gallery Loads	<300k Gallery Loads

Our Team



Chloe Man
Master in Finance

Abhesh Kumar
Sloan Fellows MBA

Ying Lin
MBA

Ye An
MBA

	Starter	Scale	Limitless
Content Generation			
Social Photo Curation	Yes	Yes	Yes
Upload Photo On-site	Yes	Yes	Yes
Photos from Yotpo Reviews	No	Yes	Yes
Video Curation (Soon)	No	Yes	Yes
Management & Analytics			
Multi-user	Yes	Yes	Yes
All Platforms Supported	Yes	Yes	Yes
Photos Dashboard	No	Yes	Yes
Multiple Domain Add-on	No	No	Yes
Product Grouping	No	No	Yes
API Access	No	No	Yes
Rights Management	No	No	Yes
Onsite display			
UGC Gallery	Yes	Yes	Yes
Product Page Gallery	No	Yes	Yes
Three Layouts: Carousel, Grid, Collage	No	Yes	Yes
Shoppable Instagram	No	Yes	Yes
Marketing Integrations			
		Onsite only	Across customer journey
Onsite Integrations	No	Yes	Yes
Social Push	No	No	Yes
Pinterest Push	No	No	Yes
Social Ads	No	No	Yes
Service			
Email Support	Yes	Yes	Yes
Onboarding	Automated	Yes	Yes
Live Chat	No	Yes	Yes
Moderation Services (Add-on)	No	No	Yes
Dedicated CSM	No	No	Yes

Buy Now Buy Now Talk to Sales Talk to Sales