

CASE STUDY: Competitor pricing benchmarking in cloud infrastructure and cybersecurity

CLIENT

Cloud computing and cybersecurity services provider



INDUSTRY

Information Technology



PRODUCTS

Cloud infrastructure services, cybersecurity solutions, and SaaS platforms



TARGET GEO

Global



BUSINESS OBJECTIVE

- The client sought to evaluate competitors’ pricing strategies for cloud infrastructure and cybersecurity solutions to better align their offerings with customer preferences.
- Facing increasing competition from larger IT players, the client aimed to refine their pricing structure and positioning to drive customer acquisition and retention.

OUR SOLUTION

- **Social Media Sentiment Analysis:** Conducted real-time tracking of social media discussions around competitors’ eco-friendly packaging initiatives; Analyzed customer feedback on platforms like Twitter, Instagram, and product review sites to gauge perceptions of design, functionality, and sustainability claims; Identified positive and negative sentiment trends, highlighting features that resonated most with consumers, such as recyclability and reduced plastic use.
- **Market Share and Sales Data Tracking:** Monitored shifts in competitors’ market share by analyzing sales data tied to newly launched eco-friendly products; Assessed sales spikes during promotional campaigns for sustainable packaging and mapped geographical regions with higher adoption rates; Benchmarked the client’s current market position against competitors to uncover areas of improvement and opportunities for growth.
- **Regulatory and Industry Trends Analysis:** Evaluated evolving sustainability regulations in key markets to identify compliance gaps in competitors’ packaging strategies; Analyzed industry best practices and innovations in biodegradable materials, offering insights into emerging trends and technologies.

OUTCOMES

- 1 Shortlisted ideas for a new eco-friendly product lines, out of which one product drove a 10% uptick in customer loyalty, with consumers citing sustainability as a key purchasing factor.
- 2 Captured a 5% increase in market share within the first year by aligning product offerings with consumer preferences for sustainable packaging.
- 3 Positioned the client as an innovator in the sustainable food packaging market, opening opportunities for collaboration with environmentally conscious retailers and suppliers.