Category

Strategy

Strategy for Data Monetization & Information Products Playbook

Turning data assets into standalone, sellable information products, not just internal decision support

- Executive
- Advanced
- Template Included

- Mithun A. Sridharan

- 02 June 2021
- 4 minute(s)

Overview

A framework for identifying which data assets could become genuine, sellable information products, and building the product, pricing, and go-to-market strategy to launch them — distinct from using data purely for internal advantage.

How is this different from the Data & Analytics Advantage Strategy

Playbook? That playbook is about using proprietary data internally to strengthen your existing competitive position. This playbook is about the additional, distinct opportunity to package data as a standalone product and sell it directly as a new revenue stream.

What data can actually be monetized as a product?

Data that's valuable to parties beyond your own organization, doesn't compromise customer trust or competitive position if shared appropriately, and can be packaged (aggregated, anonymized, structured) into a genuinely useful product for buyers — not all proprietary data qualifies.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "How is this different from the Data & Analytics Advantage Strategy", "acceptedAnswer": { "@type": "Answer", "text": "Playbook?\nThat playbook is about using proprietary data internally to strengthen\nyour existing competitive position. This playbook is about the\nadditional, distinct opportunity to package data as a standalone product\nand

sell it directly as a new revenue stream." } }, { "@type": "Question", "name": "What data can actually be monetized as a product?", "acceptedAnswer": { "@type": "Answer", "text": "Data that's valuable to parties beyond your own organization, doesn't\ncompromise customer trust or competitive position if shared\nappropriately, and can be packaged (aggregated, anonymized, structured)\ninto a genuinely useful product for buyers — not all proprietary data\nqualifies." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Strategy

Strategy for Capital Allocation, Liquidity & Financial Resilience Playbook

A framework for setting liquidity buffers, capital structure targets, and contingency financing plans as deliberate strategic choices, so financial resilience i

- Executive
- Advanced
- Template Included

Read playbook

Strategy

Strategy for Leveraging Cloud, Edge & Composable Architectures Playbook

A framework for connecting cloud, edge, and composable architecture decisions to strategic business flexibility — speed to market, ability to enter new markets,

- Executive
- Intermediate
- Template Included

Read playbook

Strategy

Strategy for Cybersecurity, Digital Risk & Business Continuity Playbook

A framework for setting cybersecurity investment and business continuity strategy at the level of genuine strategic risk trade-offs, connected to business impac

- Executive
- Advanced
- Template Included

Read playbook

Talk to us about data monetization

Tags

- Data Monetization
- Information Products
- New Revenue Streams

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.