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.

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Author

Mithun A. Sridharan Thought Leader

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