Category

Data & AI

Data Literacy for Product Marketing & Pricing Teams Playbook

Setting prices on data that reflects genuine willingness to pay, not just what's easy to measure

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy within product marketing and pricing teams — willingness-to-pay research critical reading, price elasticity understanding, and avoiding common pricing analysis pitfalls — addressing the specific analytical rigor pricing decisions require given how directly they affect revenue and how easily pricing analysis can be biased by stakeholder preference.

Isn't pricing largely a strategic and competitive judgment call

rather than a data literacy issue? Strategic judgment matters, but pricing decisions increasingly rely on quantitative research (willingness-to-pay surveys, elasticity testing) that requires specific data literacy to interpret correctly — methodologically flawed pricing research can produce confidently wrong conclusions that strategic judgment alone won't catch.

What's the most common data literacy gap specifically in pricing

research? Relying on stated willingness-to-pay from surveys without accounting for the well-documented gap between what customers say they'd pay and what they actually pay in real purchasing decisions — a methodology issue that can significantly overstate viable pricing.

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