



# The Ultimate Guide to Pricing Strategy: A Playbook for Behavior-Based Pricing and Promotions

*Alexander C Shartsis*

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If you're like most companies, your conversion rate ranges from 0.5% to 5%. That means you probably ignore more than 99% of your behavior data when making price and promotional decisions and only focus on what's selling. In today's world, price and promotional strategy hinges on understanding customers and creating the behaviors you want. Learn how to put the latest in pricing science to work for you, converting more visitors and making your entire organization more behavior aware. In this book, you'll learn:

- What behaviors to look for
- How to influence consumers on and off your site
- How Amazon wins and retains customers
- The top pricing pitfalls and how to avoid them

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