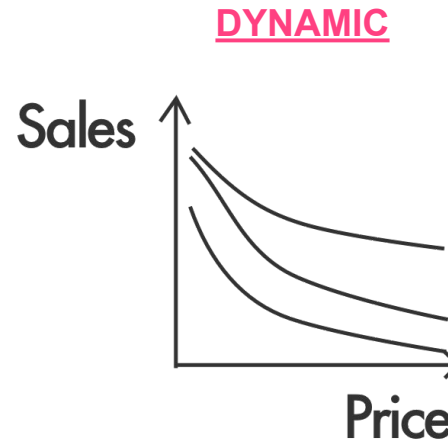
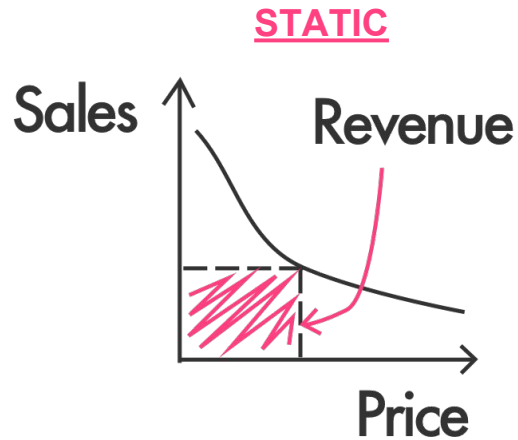


# Sweet Pricing

Dynamic Pricing for Mobile Apps

# Why Dynamic Pricing?

- Most mobile apps use static pricing
- Price-sensitive users: prices are too high
- **Inefficient Pricing = Lost Revenue**



# Platform of Pricing Tools

- Analytics: revenue ~ user characteristics, price
- Segmented Pricing
  - Split users into groups: “engagement > X”
  - Optimize price per group
- **Dynamic Pricing**
  - **Machine learning approach**
  - **Selects optimal price for each user**

## 1 User Opens App and Views In-App Store



From the user's perspective, nothing changes. Our dynamic pricing SDK is designed to work with your mobile app's existing UI and behavior.

## 2 Dynamic Pricing Algorithm Selects Prices

 **iPhone 7**  
 **Europe/London**  
 **United Kingdom**  
...

 **1000 — £1.49**  
 **2000 — £2.99**  
 **5000 — £4.99**  
...

Our dynamic pricing engine uses machine learning to work out the optimal prices for each specific user.

## 3 App Displays Optimized Prices to the User



	1000 — £1.49
	2000 — £2.99
	5000 — £4.99
	...



Your app uses Google's or Apple's API as normal. The dynamic pricing algorithm improves with analytics data that your app sends.

# Getting Started

- We provide Android and iOS libraries
- Implementation takes ~ 1 developer day
- No UI changes necessary

# Pricing

- Billing at end of month on actual usage.
- \$6.50 / 1000 MAU (first 20,000)
- \$3.75 / 1000 MAU (thereafter)