

INDEPENDENT PRICING REVIEW

Know what your pricing decision actually delivered.

An objective, evidence-led review of a price increase or promotion, set up before launch and tracked after implementation.

\$10k fixed fee	1 to 2 weeks upfront setup	Up to 12 weeks impact tracking	15 to 30 min weekly checkpoints
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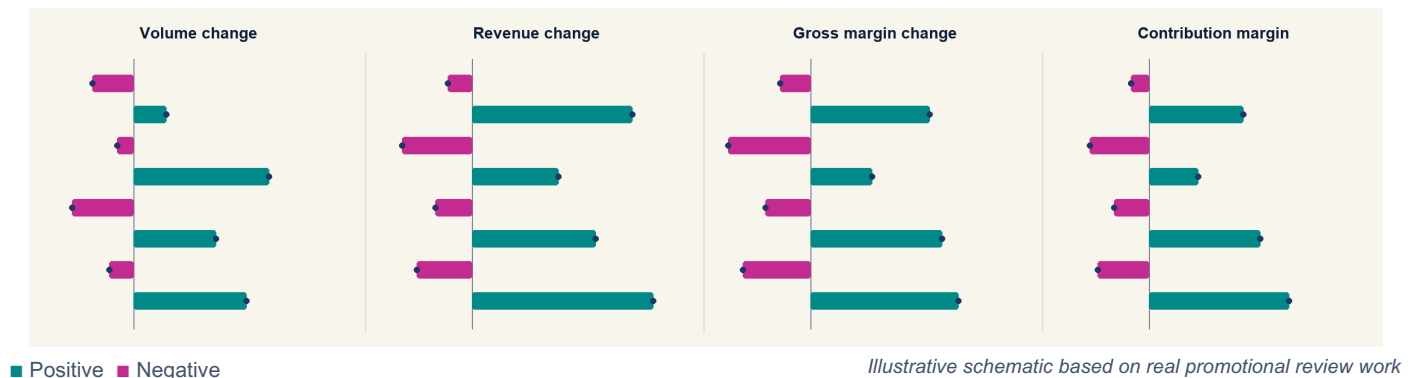
THE PROBLEM

Self-Grading The team marks its own work Whoever proposed the price change is usually the one deciding whether it worked, using whichever metric tells the best story.	Manufactured Confidence Nobody checks the math Mix shifts, seasonality and marketing noise get quietly folded into “the price increase worked,” or blamed on it.	No Feedback Loop The next call repeats the mistake Without an independent read on what actually happened, every new pricing decision inherits the same blind spots.
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FROM DECISION TO SCORECARD

Different outcomes can sit behind the same headline result.

The review separates positive and negative effects across the measures that matter, then tests performance against the original business case.



WHAT THE REVIEW ANSWERS

What happened to revenue and volume?	What changed in margin and mix?	How did customers and segments respond?
How did results compare with the business case?	Which signals deserve action now?	What should be repeated or changed next time?

THE VALUE OF INDEPENDENCE A clear verdict	The team that designed the decision provides the facts. Keenalytix provides the outside assessment, with a clear view of what worked, what did not and what should happen next.
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A PRACTICAL OUTSIDE VIEW

Your pricing team should not have to mark its own report card.

Independent review creates a clear baseline, a disciplined tracking rhythm and a candid conclusion leadership can trust.

01 Set the baseline Agree the decision, success measures, comparison logic and required data before launch.	02 Track the impact Monitor performance for up to 12 weeks, with one focused checkpoint each week.	03 Call the result State what worked, what did not, what remains uncertain and what to do next.
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WHAT YOU WILL RECEIVE

01 Weekly Impact Checkpoints A short call plus a brief readout every week of the tracking window, so you are never waiting three months to find out something went sideways.	02 Pricing Decision Report Card A final, independent, evidence-based verdict on what happened and why, delivered at the end of the tracking window.	03 A Recommendation A clear, defensible point of view on what to do next with this price point or promotion: hold, adjust or reverse.
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An outside verdict you can bring to leadership.

WHO YOU WILL WORK WITH



Fred Puech, PhD

Founder, Keenalytix

Over the past 20 years, Fred Puech, PhD, has helped companies navigate some of their most consequential commercial decisions. Having led more than 150 pricing engagements across multiple industries, he is known for combining analytical rigor with practical judgment to help leadership teams make confident decisions and objectively assess their outcomes.

BEST FIT

Price increases Understand realized uplift, volume response, mix and margin, not just the announced rate.	Promotions Separate activity from value creation and identify the mechanics worth repeating.
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Discuss an independent pricing review

Plan how you will judge the decision before it goes live.

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