



Krisafi Case Study: Optimizing Pricing Strategy for a D2C Cosmetic Brand

Client Overview

A rapidly growing D2C cosmetic brand with a strong online presence across marketplaces and its own website was facing stagnant conversion rates and underperforming margins despite solid product engagement and positive customer reviews.

Challenge

The brand suspected inefficiencies in its pricing and positioning strategy, but lacked the granular market and competitor insights needed to take corrective action. Traditional methods were too slow and limited in scope. The brand needed a scalable, data-driven solution to:

- Understand how its products were priced vs. competitors
- Decode consumer sentiment around value perception
- Identify pricing gaps and optimization opportunities
- Align pricing with brand perception and market demand

Solution: Krisafi's AI-Based Market Research Platform:

Krisafi deployed its end-to-end market intelligence solution across three core areas:

- 1. AI-Powered Competitive Pricing Analysis
 - Benchmarked 40,000+ SKUs across platforms like Nykaa, Amazon, Flipkart, and D2C sites
 - Tracked price per ml/g, discount patterns, bundling tactics, and frequency of promotions
 - Identified misaligned pricing across product tiers



- 2. Sentiment & Review Mining
 - Analyzed 15,000+ user reviews and social media mentions
 - Found confusion around value perception and product tiering
 - Validated that pricing, not product quality, was the core issue
- 3. Actionable Strategic Recommendations
 - Redesigned the pricing ladder with clearer tier differentiation
 - Launched value bundles and optimized discounting windows
 - Ran A/B tests to fine-tune new price points

Results (Within 90 Days)

- Conversion Rate: Up 22%
- Average Order Value: Up 14%
- Product Tier Clarity: Improved
- ROI on Ad Spend: Increased due to better alignment

Impact Summary:

By leveraging Krisafi's AI-powered tools, the brand was able to decode competitive dynamics, clarify its pricing model, and unlock revenue opportunities without altering its product quality or marketing budget.

Testimonial:

"Krisafi gave us clarity we never had before. It turned scattered market signals into precise pricing decisions. This was a game-changer for our product strategy."

- Head of Growth



About Krisafi

Krisafi is an AI-based market research platform that helps consumer brands unlock growth through real-time pricing intelligence, competitor tracking, and sentiment analysis. Trusted by D2C leaders across India and Southeast Asia.