

# SaaS Regional Pricing Checklist

## Step 1: Foundation & Market Research

- ☐ Define your primary objectives for implementing regional pricing (e.g., market penetration, revenue maximization).
- ☐ Identify your initial target international markets for tailored pricing.
- ☐ Gather current economic data (e.g., *Purchasing Power Parity*, *GDP per capita*, *average income levels*) for each selected target market.
- ☐ Analyze the competitive landscape: list key competitors, their product offerings, and their pricing strategies within each target market.
- ☐ Research and estimate local customer willingness-to-pay (WTP) for comparable products or services in your target markets.
- ☐ Investigate digital piracy rates and their potential impact if you offer software or games in these regions.
- ☐ Identify and document significant cultural nuances or consumer behaviors that might affect purchasing decisions or feature preferences in each target market.
- ☐ Compile a summary of local tax regulations (e.g., *VAT*, *GST*, *sales tax rates*, *and rules*) applicable to your product/service in each target market.
- ☐ Review data privacy and consumer protection laws relevant to pricing and sales for each target market.

## Phase 2: Strategy Definition

- ☐ Evaluate your company's current growth stage (early, growth, mature) to determine the appropriate depth and complexity of your initial regional pricing strategy.
- ☐ Assess your available internal resources (budget, personnel expertise, time) dedicated to implementing and managing regional pricing.
- ☐ Decide on your initial approach: Cosmetic Localization (currency/language display) or full Market-Based Localization (price point adaptation).

- ☐ If pursuing Market-Based Localization, select specific regions for initial in-depth price adjustments based on research from Phase 1.
- ☐ Establish clear, measurable Key Performance Indicators (KPIs) for your regional pricing strategy (e.g., target conversion rate uplift, regional revenue goals).
- ☐ Articulate your product's unique value proposition as it relates to the needs and expectations of each target market segment.

### **Phase 3: Implementation - Pricing & Technical Setup**

- ☐ Select an e-commerce, billing, or subscription management platform that robustly supports regional pricing functionalities (e.g., multiple currencies, regional price lists, tax automation).
- ☐ Configure reliable IP geolocation services within your platform to accurately identify customer locations.
- ☐ Create and assign specific regional price lists or price adjustment rules within your chosen sales platform.
- ☐ Implement accurate local currency display for all products/services in all targeted regions.
- ☐ Implement accurate local currency display for all products/services in all targeted regions.
- ☐ Establish clear internal rules for setting and regularly updating currency conversion rates.
- ☐ Configure smart price rounding conventions that are psychologically appealing and culturally appropriate for each local currency.
- ☐ Set up automated calculation and application of relevant local taxes (VAT, GST, sales tax) for transactions in each region.
- ☐ Evaluate and configure a "tax absorb" feature (displaying prices inclusive of taxes) if it aligns with your regional pricing strategy and local customer expectations.
- ☐ If your platform supports it and it fits your strategy, explore and configure settings for dynamic pricing based on predefined rules or market conditions.

- ☐ Prepare a transparent communication plan for any international customers who might be affected by price changes.

## Phase 4: Localization

- ☐ Translate essential website pages (including pricing pages, product descriptions, and the checkout process) into the primary local languages for your target markets.
- ☐ If applicable, translate your software or game's user interface (UI) and essential user documentation into relevant local languages.
- ☐ Adapt your marketing messages, advertising copy, and promotional visuals for cultural relevance and impact in each specific target region.
- ☐ Ensure all displayed date, time, and numerical formats (e.g., decimal separators, thousands separators) are localized correctly for each region.
- ☐ Identify and integrate key local payment methods that are widely trusted and preferred in each of your target international markets.
- ☐ Develop a plan for providing localized customer support (considering language and business hours) for key international markets, if feasible.

## Phase 5: Testing, Launch & Iteration

- ☐ Conduct comprehensive end-to-end testing of the entire localized purchasing funnel for each target region, ideally using VPNs or proxy services to simulate local access.
- ☐ During testing, meticulously verify the accuracy of price display, currency selection, language rendering, and tax calculations for each test region.
- ☐ Finalize the list of KPIs you will track post-launch (e.g., regional conversion rates, average revenue per user (ARPU) per region, regional sales volume, customer acquisition cost).

- ☐ Ensure your analytics and reporting systems are correctly configured to monitor these KPIs effectively, segmented by country or region.
- ☐ Plan and execute a phased rollout if launching your regional pricing strategy in multiple new regions simultaneously, starting with 1-2 pilot regions.
- ☐ Closely monitor initial sales data, customer feedback (direct and indirect), and KPI performance immediately following the launch in each region.
- ☐ Schedule your first comprehensive review of the regional pricing strategy's performance within 3-6 months post-launch.
- ☐ Establish a systematic process for ongoing A/B testing of different price points, offers, and localized messaging in your key international markets.
- ☐ Regularly (e.g., bi-annually or annually) re-evaluate changing market conditions, competitor actions, and currency fluctuations, and be prepared to adapt and update your regional prices accordingly.