# Pricing SaaS Bundle Checklist

### Phase 1: Product Identification & Validation

- [ ] Analyze product usage data to identify frequently paired features.
- [ ] Define the larger "Job to Be Done" that your proposed bundle will solve.
- [ ] Survey your ideal customers to validate the perceived value of the feature combination.
- [ ] Create a simple value matrix to finalize the components for your software bundle.
- [ ] Define the specific customer persona this SaaS bundle is designed for.

### Phase 2: Pricing Strategy & Calculation

- [ ] Document the bundle offerings and prices of at least three direct competitors.
- [ ] Establish the standalone price for each individual product included in the bundle.
- [ ] Select your primary pricing strategy: Value-Based, Competitor-Based, or Cost-Plus.
- [ ] Calculate the bundle price by applying a 15-30% discount to the total standalone cost.
- [ ] Verify that your final bundle price covers all costs and meets profit margin targets.

### Phase 3: Implementation & Testing

- [ ] Design your pricing page to clearly display the bundle savings next to standalone costs.

- [ ] Configure the new SaaS bundle and its pricing rules in your payment or subscription platform.

- [ ] Write a clear, measurable hypothesis for your A/B pricing test.

- [ ] Set up an A/B test to show the new bundle price to a segment of your audience.

- [ ] Launch the pricing test and run it until you achieve statistical significance.

## Phase 4: Monitoring & Optimization

- [ ] Track the impact on key metrics like Average Revenue Per User (ARPU) and conversion rate.

- [ ] Create a dashboard to monitor for any negative sales cannibalization of individual products.

- [ ] Gather feedback from new bundle customers to understand their purchase motivation.

- [ ] Analyze A/B test results to determine the winning pricing structure.

- [ ] Plan your next iteration based on the quantitative data and qualitative feedback.