

# Case study: Apple's value-based pricing segmentation strategy

This slide shows information about how Apple is using value-based pricing segmentation to target customer segments. It includes elements such as information graphics, price segmentation strategy and text.

## About Apple

Apple is renowned for its value-based pricing strategy, characterized by charging premium prices for its products based on perceived value rather than production costs.



## Objective

Position products as premium offerings with unique value propositions to justify higher prices and foster customer loyalty.

## Strategy

Apple offered to value-based pricing as products gained recognition

Offered product features such as:

- Seamless tech ecosystem
- User-friendly interfaces
- Sleek design
- Regular updates
- Security features

Regularly released new updates for price justification

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## Key Impact

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02

Loyal customer base generates huge demand

01

Continuous innovation results in customer loyalty

# Pricing Segmentation And Analytics

**Chao Zhang**



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