

BLUEPRINT FOR SAAS LEADERS

MONETIZING YOUR ANALYTICS

In today's data-driven world, every SaaS product is becoming an analytics product.

SaaS users expect a self-service analytics experience to make data-driven decisions. Providing an engaging analytics experience can add value beyond simply keeping customers happy — it improves retention, helps you win more business over the competition, and you can continue to make money from it year over year.

Use this blueprint as a guide for developing the right monetization strategy for your SaaS analytics features, along with how to plan a phased approach for monetizing your multi-tenant analytics.

STEP ONE**Determine the use case you're solving with analytics****Self-Service Analytics**

No-code report building backed by robust data security

**Custom Data Collection**

Analyze structured, semi, and unstructured data and augment with AI / ML

**Multi-Tenant Applications**

Typical SaaS applications with users requiring custom reporting

**Modernization**

Upgrade legacy databases or consolidate analytics systems

**Data as a Service**

Users build datasets for individual reporting

**Data Driven Automation**

No-code embeddable workflow building within tenants

STEP TWO

Determine your analytics monetization model

Freemium Model

- ✓ Offering basic analytics module for free
- ✓ Charging for advanced or premium features
- ✓ Up-selling and cross-selling opportunities

Tiered Model

- ✓ Creating multiple pricing tiers based on feature complexity
- ✓ Differentiating pricing based on usage limits or data volume
- ✓ Providing scalable options to accommodate different user requirements

Add-on / Upsell model

- ✓ Offering analytics modules as optional add-ons
- ✓ Bundling analytics modules with other premium services
- ✓ Leveraging the value of analytics modules to drive

Customization and Consulting Services

- ✓ Providing tailored analytics solutions for specific
- ✓ Customer needs
- ✓ Offering consulting services to help users leverage analytics effectively
- ✓ Charging for implementation, training, and support services

STEP THREE

Determine your pricing model



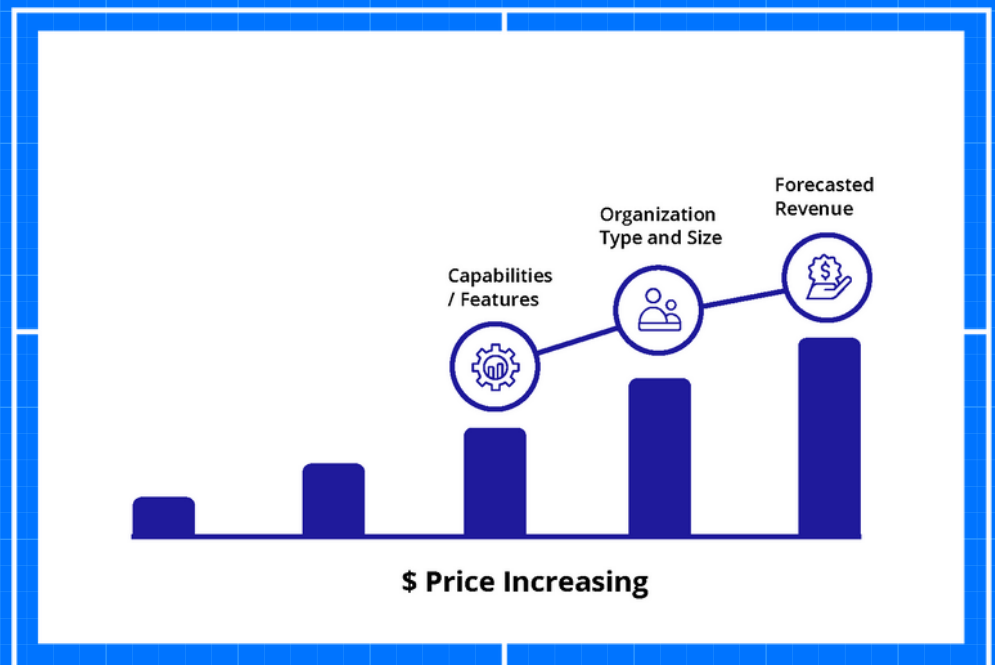
Volume Model

Price increases with
number of users
and/or data footprint



Value Model

Price increases with
more capabilities &
features offered



STEP FOUR

Plan your timeline

TRIAL / POC

1

2 WEEKS

Evaluation to baseline success criteria.
POC Builds consensus and excitement.

ONBOARD

2

1 MONTH

Evaluation of your application and data requirements.
Personalized onboarding plan and best practices defined based on evaluation.

LAUNCH

3

1 - 3 MONTHS

MVP / Limited Rollout

EXPAND

4

3 - 9 MONTHS

Full self-service implementation across user base

STEP FIVE

Rinse & Repeat

Continue your analytics monetization journey

- ✓ Reexamine your pricing strategy periodically
- ✓ Conduct trials and assess the impacts of your monetization efforts
- ✓ Move on to another use case as the next monetization effort
- ✓ Partner with an analytics provider that releases new features

ABOUT QRVEY

Embedded Analytics for SaaS Applications

Qrvey allows SaaS companies to create richer analytics experiences and bring them to market faster, while lowering development costs.

Qrvey is the only embedded analytics solution optimized for multi-tenancy.

EMBEDDED ANALYTICS

Embedded Data Visualizations



100% Embeddable

Every component of Qrvey is embeddable using simple JS based widgets (no iframes)



Self-Service Reporting & Dashboards

Users can build their own dashboards within their tenants in no-time



Personalize User Experiences

Create custom user experiences with a native API and the most granular personalization controls

DATA MANAGEMENT

A Complete Data Layer



Multi-Tenant Data Lake

A built-in data lake architected for multi-tenant analytics powered by Elasticsearch



Semantic Layer Built for Governance

Security controls at the tenant, user and data levels using an inheritance model for fast integration



Analyze Any Data Type

Connect to any data warehouse with pre-built connectors and APIs

**Build Less.
Deliver More.**



[Book a Demo](#)