

Case Study



Almavie

POSTPARTUM CARE

Almavie is a Chicago-based postpartum care provider offering three service tiers. The team wanted to understand how customers valued its differentiated care model, **where willingness to pay shifted across tiers**, and how confidently it could move beyond its existing pricing.

The question was behavioral, not financial. Postpartum care is chosen during a time of exhaustion and uncertainty, shaping how families think about value and price.

"Ryan's process was thoughtful, responsive, and highly actionable. The research gave us greater confidence in our pricing decisions and a much clearer understanding of what our customers truly value. He brought a high level of care to the engagement, and the insights have been genuinely valuable as we continue to grow."

Jemma Lee
Co-Founder, Almavie Postpartum Care



VALSIER

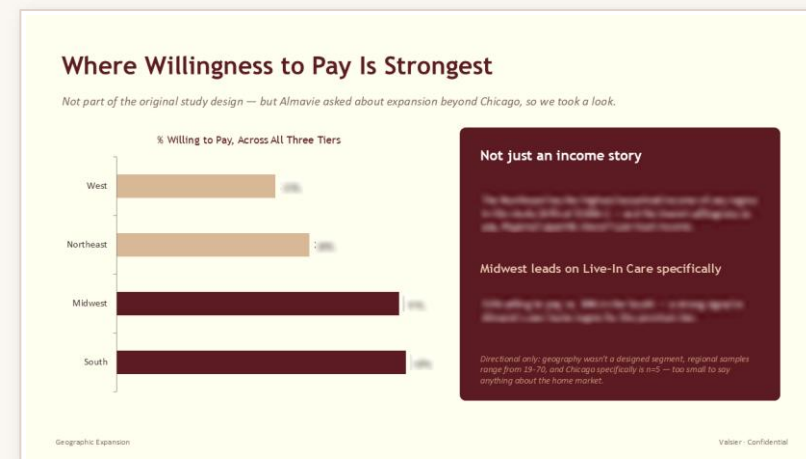
What We Delivered

- **A custom consumer pricing study** with 147 qualified respondents across two fielded waves
- **Demand and margin modeling** at every tested price point, across all three tiers
- **Analysis of customer motivations and emotional drivers** behind willingness to pay, mapped to four emotional purchase mechanisms
- **A repricing recommendation for all three tiers**, framed as one portfolio decision
- **A high-income supplement** and a directional read on geographic expansion

How It's Being Used

Almavie is using the findings to:

- **Set tier pricing based on observed willingness-to-pay thresholds**, rather than relying primarily on competitor pricing.
- **Position each tier around the customer need it serves**, with security and peace of mind emerging as key purchase drivers.
- **Rewrite service descriptions** around vetting and guarantees, where parents actually anchored trust.



A page from the findings deck