Fractional CPO

Helping series A/B SaaS startups turn growth into margin

SaaS Monetization | ARPU Lift | Data-Driven Pricing | Product Strategy

PROBLEM

Customer demand was strong across hotel and car-rental products, but margins were under pressure. Pricing was largely static, slow to adapt to demand signals, and left revenue on the table. Leadership needed margin expansion without damaging conversion, retention, or partner relationships.

CONSTRAINTS

- Live production pricing engine with high transaction volume
- Multiple suppliers and inventory sources
- No tolerance for conversion or retention regression
- Tight delivery window aligned to financial targets

ACTIONS

- Designed a data-driven pricing strategy grounded in regression modeling and historical demand signals
- Integrated pricing models directly into the production pricing engine
- Partnered cross-functionally with Product, Engineering, Data Science, and Ops to validate assumptions
- Used product analytics and experimentation to monitor conversion, ARPU, and margin in real time

RESULTS

Arrivia transitioned from static pricing rules to adaptive, model-driven pricing that better captured customer willingness to pay—improving growth economics without disrupting the customer experience.

METRICS

- +28% margin expansion
- 0% negative impact on conversion or retention
- Pricing logic successfully deployed and maintained in production
- Improved visibility into ARPU and LTV/CAC drivers

"This work fundamentally changed how we think about pricing. We moved from intuition to evidence—and saw immediate margin impact without sacrificing growth."