

EXECUTIVE SUMMARY

Strategic repositioning analysis in the *Enterprise* segment

Gathered intelligence confirms a structural transition of SendMaster towards the Enterprise market. The systematic abandonment of the entry-level segment is not a temporary anomaly, but a deliberate strategy for LTV optimization.

01. DATA INTEGRITY & TRUTH METER HIGH RELIABILITY - 94%

DOM VARIATIONS
184
+12% vs prev

NEW REVIEWS
42

PRICING SHIFT
3
Critical

NEW ADS
8
Meta Platform

CHRONOLOGICAL ANALYSIS

Cross-analysis confirms a **systemic trajectory**, not an isolated snapshot. SendMaster has moved past the testing phase: the transition to Enterprise is structural.

Week 1: Front-end discounts end → Week 3: B2B Copy Restyling → Today: Pricing tier modification

02. CROSS-SIGNAL MATRIX STRONG SIGNAL - 85% CONFIDENCE

RAW INTELLIGENCE

- + Removal of entry-level plan 19€/month
Source: Pricing Page Screenshot (14/04)
- + Ads campaign targeting "HR & IT Directors"
Source: Meta Ad Library JSON (15/04)

STRATEGIC DEDUCTION

The company has completed its upward repositioning. The lower tier (SME/Freelance) is considered "churn risk" and is being disincentivized.

⚠ RISK ADJUSTMENT (15%)
Potential temporary split-test limited to EU traffic. Active monitoring for irreversibility confirmation.

03. PROXY UNIT ECONOMICS

Acquisition Delta SOLID DATA

AVERAGE FRONT-END DISCOUNT T0 vs T1
80% → 0%

Proxy Integrity: The total removal of "Loss-Leader" campaigns indicates a strategic pivot towards immediate profitability and ROAS optimization.

Churn & Retention MVD Shield Active

MINIMUM VOLUME DATA — NOT REACHED
Active review volume (N=2) insufficient for statistically significant delta retention calculation.

BLOCKED: Algorithmic speculation blocked to protect the decision-making process.

04. STRATEGIC PLAYBOOK — RISK ADJUSTED

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Tactical Action

LOW RISK — IMMEDIATE

A/B test launch of Homepage with pricing highlighted under 20€ to capture "orphan" traffic rejected by SendMaster.

Setup Cost: 0€

Validation Gate

MEDIUM RISK — 15 DAYS

Criterion: If SendMaster prices remain high for 15 days, the SME segment becomes vulnerable. Prepare attack copy, hold Ads.

Trigger: Next Report

Board Simulation

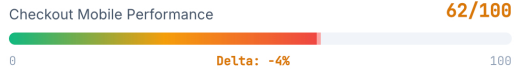
HIGH IMPACT — CFO MODEL

Scenario simulation: +10% basic plan pricing vs. 5% conversion rate drop absorption. Margin coverage verification vs. competitor.

Owner: CFO Office

05. INTERNAL "MOAT" AUDIT

Performance Friction Score



ACTION REQUIRED

Hero Section visual asset optimization still in critical state.
Recommendation: hold campaigns until the 80/100 threshold is surpassed.

ACCOUNTABILITY TRACKER

REF: REPORT -30D

TASK IGNORED

"Compress visual assets in the Hero Section"

First Contentful Paint unresolved. Technical friction invalidates Ad budget effectiveness. Risk: ineffective burn rate.

