

Return
on Brand
Investment



Positioning Your Company for Better Pricing

Virtual Panel on Brand and Pricing for Growth Companies

March 27, 2025

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A PARIVEDA COMPANY

 **Cortado
Group**



Sustena Helps Drive Marketing

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A PARIVEDA COMPANY

23+ Years working in private equity

40+ Private equity partnerships

65+ Portfolio company collaborations

44 New brands created to date

\$7.6 B Value created*

* Based on growth metrics: capital raised, IPO valuation, and acquisition value



Cortado Group Serves Mid-Market Private Equity Funds

The Cortado Group has successfully delivered over 300 engagements to 120 portfolio companies owned by over 30 PE firms.

Companies We Serve:

- PE Growth and Buyout Firms
- Business-to-Business
- Mid-Market (\$15–\$500M in Revenue)
- UK, EU, and North America

Leaders We Advise:

- Fund Managers
- Operating Partners
- Deal Partners
- Managing Directors
- CEO, Founders
- CEO, Investor-Placed

Some of our Private Equity Partners:



Top-Line Revenue + EBITDA Growth = Increased Multiples

PE's and PortCos on Brand and Pricing



How brands drive pricing power is a **very compelling issue** for our companies — *especially* for those likely to go through a sale process.”



Execs hear that “better brands command price premiums,” like Apple, but often **struggle to see the path** to building a brand that commands a price premium (for themselves).”



Pricing is a board-level topic. If a brand can help a company maintain pricing power in a market, that can unlock current *and* future growth.”



Newer brands...haven't had a decade to do brand building that compounds their value and realizes (their full) pricing power.”

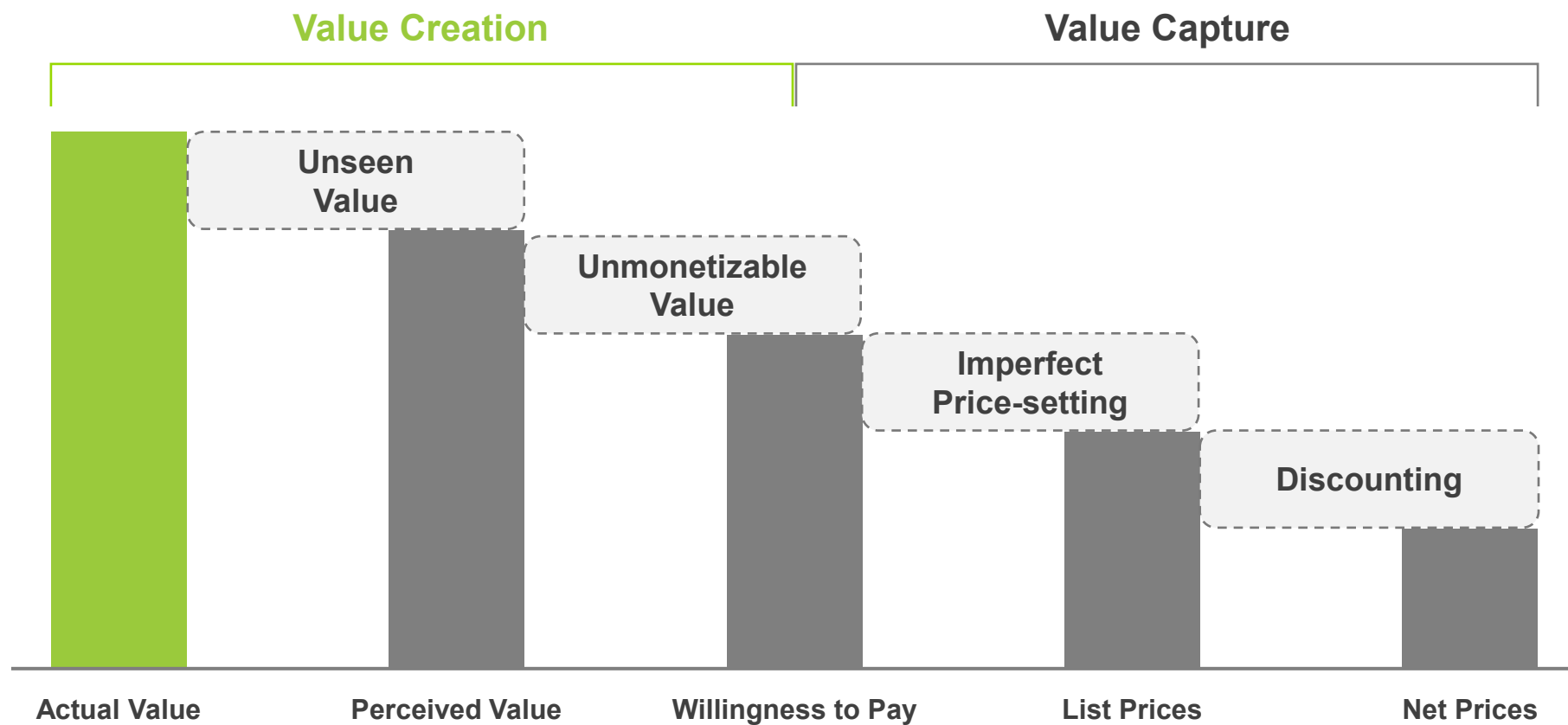
Positioning–Pricing Snap Poll

We asked growth leaders four questions about their current pricing and market positioning:

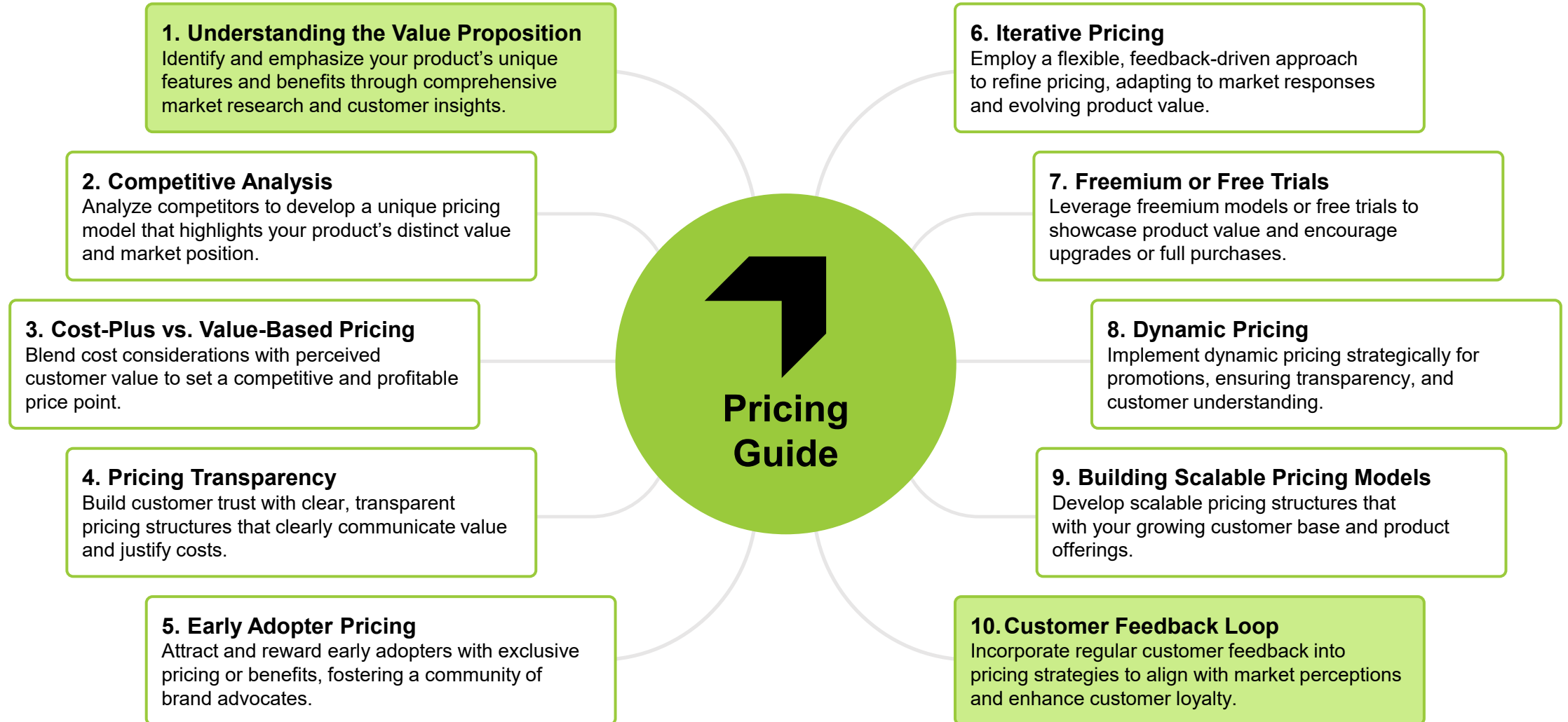
	Yes	No / Not Sure
Does your current pricing effectively capture your customers' willingness to pay?	31%	69%
Are your customers aware of the full value your products / services can deliver?	38%	62%
Does your market positioning truly differentiate your products / services vs. your competitors?	23%	77%
Is your sales and marketing team aligned on the right target price for your products / services?	38%	62%

Many companies are unclear on how brand and pricing align in support of their growth efforts.

Pricing is Ultimately About Capturing Value, but it's Easy to Leak Value as You Monetize a Product



Pricing Performance Begins and Ends With Your Brand



Questions We Research on Pricing – Last 12 Months

		1	2	3	4	5
Value Creation	1. Pricing is a strategic priority (part of our annual planning)					
	2. We understand what your customers value most about our product					
	3. We target a well-defined ideal customer profile 2X/year with our pricing					
	4. We routinely ask (monthly) our customers what they are willing to pay for our product					
Value Capture	5. We have data tools in place to manage how our products are priced					
	6. Our sales compensation structure is aligned with pricing objectives annually (margin not just volume)					
	7. Sales reps are disciplined followers of discounting policies and never discount outside of guidelines					
	8. Sales uses (weekly) pricing tools and dashboards required to assure profitability					

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From Our Experience Working With Clients on Their Pricing

**EBITDA
Margin Increase**

14.7%

**increase in
net margins**

**Revenue Growth
On Course**

4.5%

**revenue uplift
per opportunity**

**Increase in
Customer LTV**

6.2X

increase

Better Brand Positioning Drives Key Outcomes

What is a brand's impact on talent?

Better brands impact cost to hire, retention and productivity

50%

reduced hiring costs

What is a brand's impact on valuation?

Better brands impact EBITDA and multiple

25%+

higher valuation

What is a brand's impact on organic growth?

Better brands impact sales efficiency, customer retention and margin

13%

price premium

Measuring Brand Value: A Sample Use Case for SaaS Co

SaaS Co Profile: **\$100M** in sales, **500** employees, **1,500** customers, **26% CAGR** over **36 months**

Metric	Current Brand	Better Brand	Impact
Multiple	14X EBITDA	15X EBITDA	\$70,000K
Margin	\$5K MRR	\$5.5K MRR	\$12,000 K
Sales	10K / mo	11K / mo	\$1,800K
Cust Churn	75% CRR	80% CRR	\$9,600K
Hiring / Retention	\$4,425	\$2,212	\$1,100K

\$95 M

incremental value
from a better brand

Two Areas Where Better Brands Improve Pricing Power

1 Positioning

- Core messages
- Value proposition
- Elevator pitch

“Six months after launching our brand, every other player in our industry copied what we did.”

Matt Kunish, EVP



“Aligning new positioning and how we go to market drives greater value and new business.”

Jim Buchanan, CEO



2 Product Architecture

- Business model: MRR
- Platform vs. single solutions
- Integrated functionality

“Merging companies, each with its own unique value and products, with a better brand was vital for our growth.”

Steve Johnson, CEO



“Our offerings were more than we could articulate. A better brand conveys who we are, where we’re headed.”

Matt Reilly, CEO



Get in Position(ing) to Win

- 1 **Why** do your clients need you most (versus internal capabilities or competitors)?

- 2 Have you clearly defined **whom** you sell to? Who are buyers, gatekeepers, deal killers?

- 3 Are customers, partners, and others clear on **what** you sell? Is it compelling and differentiated?

- 4 **How** and how well do you market and sell? Do you understand your clients' buying journey?

Learn More



Sustena Insights:
**Ensure Your Return on
Brand Investment**



Sustena Webinar:
**Stand Out in the
B2B Crowd**



Cortado Insights:
**Pricing the Most
Impactful Profitability
Lever**



Cortado Report:
**Price Optimization: The
Ultimate Value Lever**



Bryan Jenkins
EVP of Strategy

bryan.jenkins@sustenagroup.com
917-515-6239



Kepler Knott
Senior Director

kepler.knott@sustenagroup.com
404-219-3026



Dan Bernoske
CEO and Founder

dan.bernoske@cortadogroup.com
202-510-5515



Zohaib Salahuddin
Pricing Practice Leader

zohaib.salahuddin@cortadogroup.com
947-209-2709

Questions? Comments?

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Thank you.