

Liberty Latin America Optimizes Pricing and Profitability with Digital Twin Technology

CLIENT



COUNTRY

Caribbean &
Latin America

SOLUTION

NAGRA Insight
Smart Pricing

Multi-Market Rate Card Strategy, powered by NAGRA Insight Smart Pricing, delivers 4x Return on Investment

Liberty Latin America, a leading communications provider in the Caribbean and Latin America, partnered with NAGRAVISION to apply advanced causal inference models, optimizing pricing across four competitive markets to boost revenue and reduce churn.

Opportunity: Liberty Latin America's main challenge was implementing a consistent strategy for rate card increases across four competitive markets that would result in improved profitability. They chose NAGRAVISION for its ability to simulate the impact of per-bundle price increases on overall revenue and churn across all four markets. The objective was to uncover the optimal balance between profitability and retention, enabling confident decision-making in highly competitive environments.

Collaboration: NAGRAVISION deployed its Insight Smart Pricing solution powered by Digital Twin Technology, applying powerful causal inference models to simulate the impact of price changes for each bundle in each market. Both teams worked closely to ensure data consistency before any modeling took place, overcoming challenges with external noise in the data. The joint effort delivered reliable, market-specific forecasts that could be acted upon with confidence.

Benefits:

- **Precision Impact Forecasting:** Simulated churn and revenue implications for each bundle in each market.
- **Data Quality Assurance:** Ensured data consistency through rigorous data science methodologies and domain expertise.
- **Confidence in Execution:** Enabled optimal rate card adjustments for both front and back book customers across four markets.
- **Strategic Insights:** Uncovered surprising price elasticity for product bundles, reshaping future pricing strategies.



The partnership with NAGRAVISION and the use of the Digital Twin technology provided a clear 4x ROI. Most importantly, it provided our teams additional tools to find the balance between churn and revenue when working on pricing."

Mauricio Romero*Vice President AI & Analytics*

Value Delivered



Beyond Traditional Pricing Models

The NAGRAVISION Insight Smart Pricing moves beyond static pricing models, using simulations that account for the complex interplay between churn risk, revenue growth, and market sensitivity. Liberty Latin America could explore the impact of different price points for each product bundle and select the option that offers the optimized balance between revenue and churn, while accounting for the competitive situation in the market.



Centralized Insights & Control

Operating across four competitive markets with different economic, competitive, and cultural conditions, Liberty Latin America needed a way to unify pricing strategies while maintaining local flexibility. The Insight Smart Pricing technology provided a central modeling environment where all market data could be standardized, validated, and analyzed. This empowered the executive team to compare scenario outcomes across markets using consistent metrics, deploy unified strategies with localized adjustments where necessary, and monitor results centrally to make rapid adjustments when market dynamics shifted.



Built For The Future

With the Digital Twin framework in place, Liberty Latin America is positioned for ongoing agility in pricing and product strategy. The technology enables the business to test the impact of new pricing models or bundles before launch, anticipate and respond to competitor moves or market disruptions, and integrate new datasets, from customer sentiment to macroeconomic trends, for richer results. As a result, pricing strategies remain resilient, adaptable, and aligned to long-term profitability goals.