

Bundling

Marketing

Selling things together, and when it raises total revenue.

Pure bundling

- Components sold only together
- Simplifies the choice
- Captures more of a mixed-value group
- Can frustrate single-item buyers
- May attract regulatory attention

Mixed bundling

- Available together or separately
- Bundle priced below the sum
- Serves both buyer types
- More complex to present
- Usually the higher-revenue option

THE DIFFERENCE THAT MATTERS

Mixed bundling generally outperforms, because it serves the single-item buyer without losing the bundle premium.

Bundling also hides individual component prices, which reduces direct comparison against competitors' single items.