

DIGITAL

VERSUS

TRADITIONAL

COMPANIES

SALES AND SERVICE DIFFERENCES



Digital companies use targeted advertising and A/B testing



The brand image is affected by user activities



Users buy access to a digital product



Prices are dynamic, modular or subscription-based



Ongoing support for updating features, compatibility & security



Ongoing after-sales costs to maintain the product & infrastructure



Traditional companies use mass advertising campaigns



The brand image is controlled by the company



Users take ownership of a physical product



Prices are fixed or negotiated with customers



Limited after-sales service for defects or replacement parts



Limited or no costs after a product is sold

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