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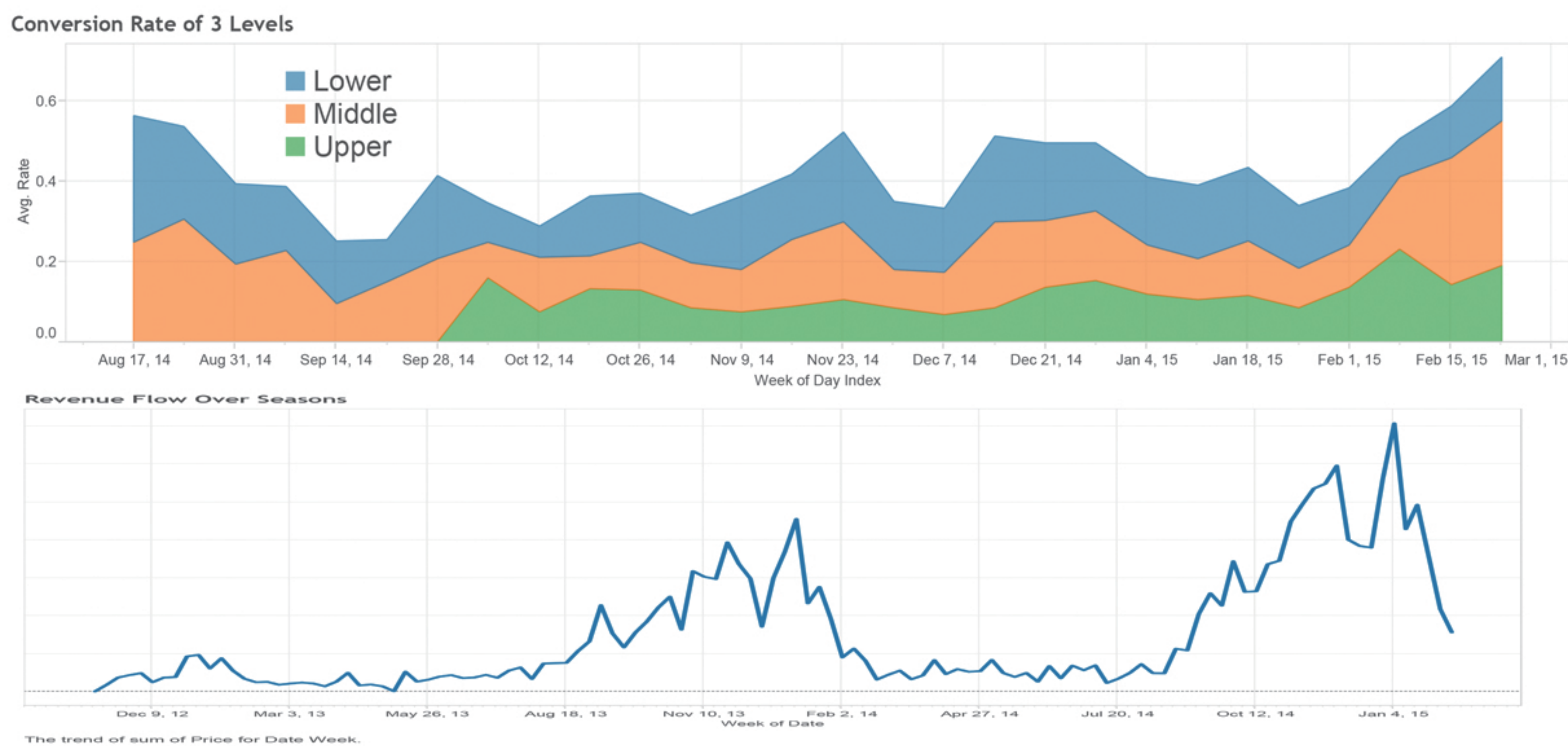
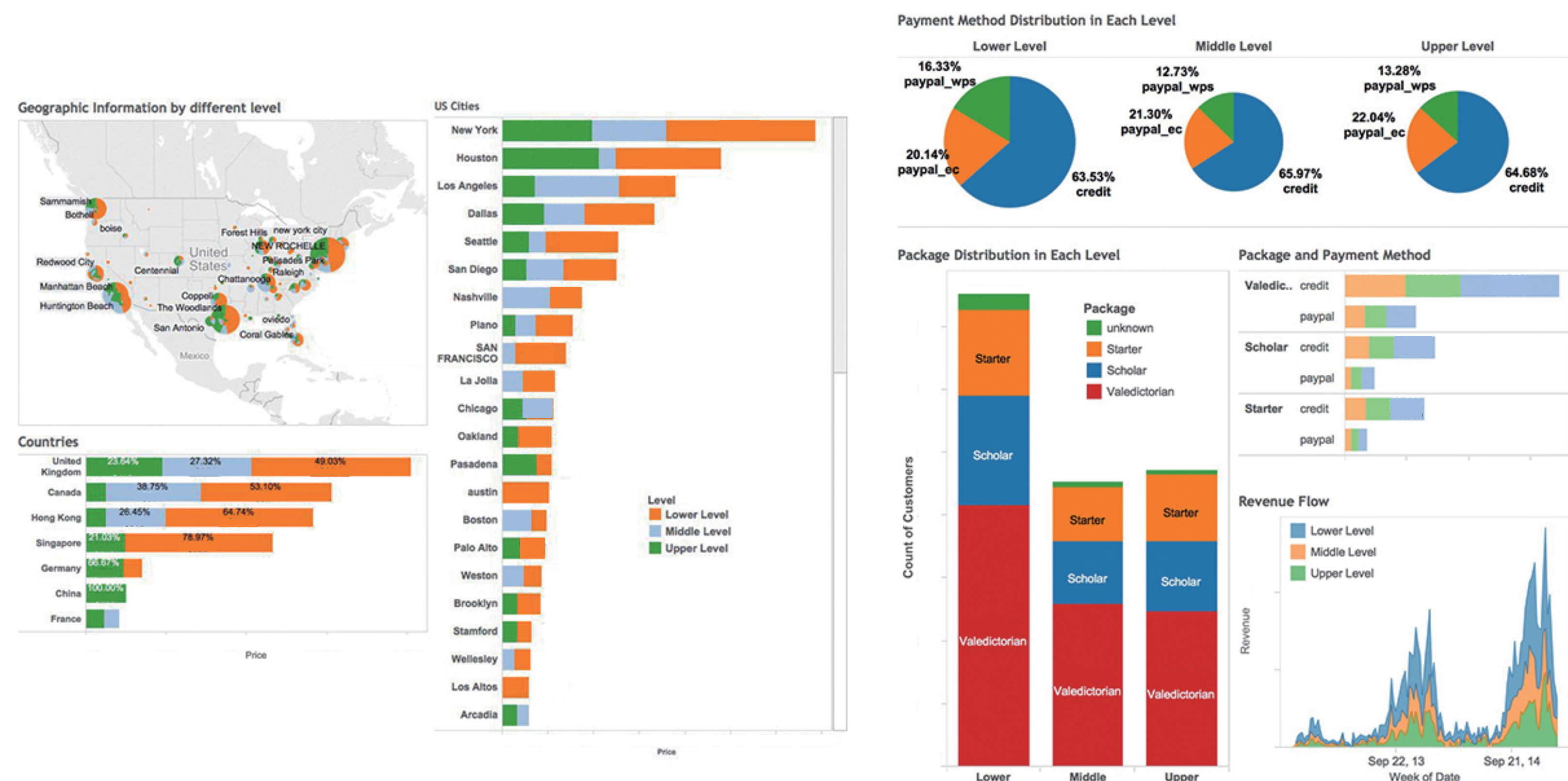
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Background

The independent School Entrance Examination (ISEE) is an entrance exam for independent schools and magnet schools. ISEE has three levels of tests: lower, middle and upper level, each level suits for different entrance grade. As a young educational organization founded in 2013, Test innovators has become one of the major online standardized test practice vendors over the years. ISEE practice tests are the main part of its business. Our research focuses on several aspects including market segment analysis, revenue forecast and pricing strategy experiment. The purpose of our research is, but not limited to, benefit the customer by providing more targeted service and help the business by growing its impact.



Welcome to our ISEE practice tests!

LOWER LEVEL ISEE
FOR STUDENTS APPLYING TO GRADES 5 & 6

Get Started

MIDDLE LEVEL ISEE
FOR STUDENTS APPLYING TO GRADES 7 & 8

Get Started

UPPER LEVEL ISEE
FOR STUDENTS APPLYING TO GRADES 9 - 12

Get Started

Methodology

Test Innovators provides three different pricing options before our experiment: \$59.95 for a single test and two bundles for \$119.97 and \$124.95. Our experiment focuses on providing user with more accessible demo and adopting a monthly subscription model. After preliminary analysis of customer behavior, we implement the following experiment:

- Add free trial to each of the three level
- Switch upper level to subscription model

