

Revenue Model

WHO pays?

Is it always the client?

Advertiser

Sponsor

Insurer

Data

Activities

Shares

WHAT is paid?

Is it always money?

Per Use

Per Result

Per Add-On

HOW is paid?

Is it always directly?

Credit

Lease

FOR WHAT is paid?

Is it always the product?

HOW MUCH is paid?

Is it always fixed?

Dynamic Pricing

Volume Discount

Auction

Subscription

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