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BREADCRUMBS FREE EBOOK



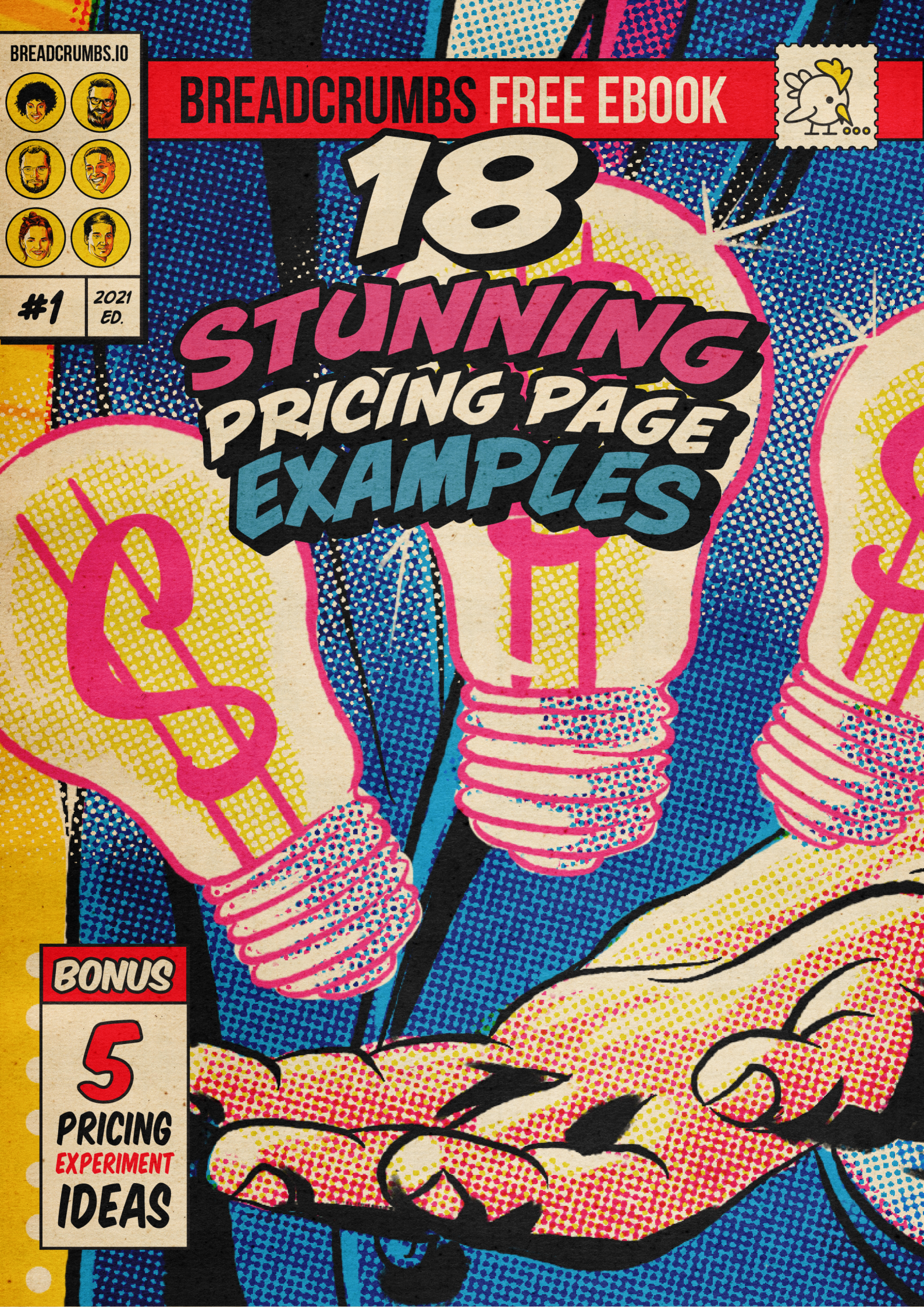
#1 2021
ED.

18 STUNNING PRICING PAGE EXAMPLES

BONUS

5

**PRICING
EXPERIMENT
IDEAS**



PRICING PAGE EXAMPLES

Pricing can make or break a company, and it's a key component of revenue acceleration. Yet is often one of the most neglected things in the strategy of most SaaS businesses.

Let's be honest. Most startups define their pricing mainly by looking at what their competitors are charging and making slight adjustments. Even less focus is usually dedicated to pricing pages.

Well, the best time to update your pricing page design was yesterday. The second best time is NOW.

Check out these fantastic SaaS pricing page examples with our comments on what we liked (and what we didn't so much), and get to the drawing board immediately to think how you too can make your pricing page a money-making machine.

As the old saying goes: Good artists copy, great artists steal.

Start by choosing the pricing page examples you want to explore (or scroll down to read them all)



PLAN BASED

PRICING STRATEGY BASED ON OFFERING DIFFERENT PLANS. PROS: SIMPLICITY.



FEATURE & USAGE-BASED

PRICING STRATEGY BASED ON ADDING A FEATURE/USAGE COMPONENT TO THE PLAN-BASED SYSTEM. PROS: FLEXIBILITY.



SEAT-BASED

ENTERPRISE PRICING STRATEGY FOR COMPANIES WITH LITTLE DIFFERENTIATION AND EXTENSIVE ADOPTION. PROS: THE ABILITY TO SCALE.

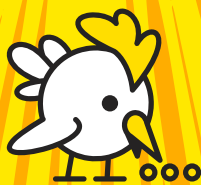


COMPARING COMPETITORS

PRICING STRATEGY BASED ON CALLING OUT YOUR COMPETITORS BY NAME. PROS: OUTSTANDING COPY.



PLAN-BASED PRICING PAGE EXAMPLES





1

MARKETMUSE

What it is	SEO tool
Pricing type	Plan-based
No. of plans	4 Standard + 3 Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Free trial (7 days on selected plans)
What we like	<ul style="list-style-type: none"> ● The nice on-brand design uses their USP to their advantage showing how they differentiate from others in the same space. ● They use price anchoring, which consists of displaying plans from the more expensive to the cheapest to make the basic plan look more affordable. ● The on-page configurator eases potential customers into picking the plan they need.
What we don't like	<ul style="list-style-type: none"> ● More plans pop up when clicking on the most expansive plan CTA: too many options will confuse the potential customers and make the buying decision harder.



MARKETMUSE

MarketMuse
Product Blog Pricing [Get Started Free](#) Sign In

Teams of all sizes create predictably better content with MarketMuse.

Pick a plan that fits your needs. We scale up with you.

	Best Value		
<p>Premium</p> <p>Advanced features, unlimited users, intelligent content strategy and planning for teams of all sizes.</p> <p>Starting at \$999 per month billed annually</p> <p style="text-align: center;">Schedule Time</p> <p>Premium accounts include:</p> <ul style="list-style-type: none"> ✓ Multiple domains ✓ 500+ pages ✓ Track managed topics ✓ Unlimited users ✓ Unlimited self-serve briefs ✓ Unlimited queries ✓ All application workflows 	<p>Pro</p> <p>All of the content intelligence and planning that your force-of-one or small team needs.</p> <p style="text-align: center;">\$499 per month billed monthly</p> <p style="text-align: center;">Select</p> <p style="font-size: 0.8em; color: #0070c0;">Try it free for 7 days!</p> <ul style="list-style-type: none"> ✓ 1 domain ✓ 500 page limit ✓ 1 user ✓ 12 annual credits ✓ 100 queries/month ✓ 4 application workflows 	<p>Plus</p> <p>Find and monitor your gaps and stand out content, optimize your content writing strategy.</p> <p style="text-align: center;">\$179 per month billed monthly</p> <p style="text-align: center;">Select</p> <ul style="list-style-type: none"> ✓ 1 domain ✓ 500 page limit ✓ 1 user ✓ 5 annual credits ✓ 50 queries/month ✓ 3 application workflows 	<p>Optimize</p> <p>Our most popular application. Make sure all of your content will perform before publishing.</p> <p style="text-align: center;">\$79 per month billed monthly</p> <p style="text-align: center;">Select</p> <ul style="list-style-type: none"> ✓ 1 user ✓ Optimize text editor ✓ 25 queries/month
<p>Try MarketMuse for Free</p> <p style="font-size: 0.8em;">Start generating better revenue with your content in a 7 day unlimited usage trial. Unlock rewards for your purchase!</p> <p style="text-align: center;">Start Trial</p>			

<https://www.marketmuse.com/pricing/>



2

SORTLY

What it is	Logistics platform
Pricing type	Plan-based
No. of plans	2 Standard + 1 Enterprise
Enterprise pricing	Contact Sales (starting pricing displayed)
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● The easy and straightforward design makes it easy to pick the plan. ● An optimal number of plans and the annual discount highlighted. ● Selling the Enterprise plan is still delegated to Sales, but the starting point is displayed on the page and is cheap enough to be appealing. ● They have a Freemium available, but it's less visible to maximize the company's potential revenue.
What we don't like	<ul style="list-style-type: none"> ● Brand identity is somehow diluted, and it is not quite reflected in the design.



SORTLY

Sortly
How it works Pricing Blog Help Center

Sign Up
Login

Start your Free 14-Day Trial Now!

Monthly Yearly Save 20%

Most Popular

Advanced

All the tools you need to manage your inventory and build your business.

\$39/mo

\$468 Billed Yearly you save \$120

Start Free Trial

- ✓ 2000 Entries
- ✓ Unlimited QR codes
- ✓ Low stock alerts
- ✓ 10 custom fields
- ✓ 3 free users included
- ✓ User audit trail
- ✓ Reports
- ✓ Help center & email support

Ultra

Customizable inventory solution for businesses that want to grow faster.

\$99/mo

\$1,188 Billed Yearly you save \$240

Start Free Trial

- ✓ Everything in Advanced, plus:
- ✓ Unlimited entries
- ✓ Unlimited custom fields
- ✓ 5 Free User licenses
- ✓ Advanced user permissions
- ✓ User audit trail
- ✓ Custom reporting
- ✓ Handheld scanner capability
- ✓ Integrations
- ✓ API access
- ✓ Priority support & onboarding

Enterprise

For organizations that need additional security, control, and support.

starting at:
\$249/mo

Billed annually

Talk To Us!

- ✓ Everything in Ultra, plus:
- ✓ Custom user plans (10 or more)
- ✓ Multi-level user permissions
- ✓ User audit trail
- ✓ Enterprise-scale integrations
- ✓ Enterprise-grade security
- ✓ Single sign-on services
- ✓ Premium support & onboarding
- ✓ Team member trainings

Free

Perfect for individuals or new businesses that need to keep track of all their stuff!

- ✓ 100 Entries
- ✓ 1 User license
- ✓ 1 Custom field

\$0/mo

Try Limited Version

<https://www.sortly.com/pricing/>

Breadcrumbs

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7



3

SPARKTORO

What it is	Audience intelligence tool
Pricing type	Plan-based
No. of plans	3 Standard + 1 One-week Pass
Enterprise pricing	n/a
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● Great simple on-brand design leveraging their USP. ● They have the option to go annual directly from the page. ● The 7-day pass is unique in the industry but makes sense for the product. ● Key benefits are clearly highlighted in the header & impossible to miss.
What we don't like	<ul style="list-style-type: none"> ● It favors transparency over conversion rate, but it could be a plus if you think about retention.




SPARKTORO

sparkToro


[How it Works](#)
[Plans](#)
[About](#)
[Resources](#)
[Blog](#)
[Try it Free](#)
[Log In](#)

Select Your Plan Below


Choose the plan that's right for you, with the flexibility to upgrade or downgrade anytime. All SparkToro paid plans include:



Access to all product features:
Audience Intelligence, Profile Search, Comparison, & Unlimited Lists



Super-fast email support
Including 1:1 personalized help to fully leverage the tool



No hassle cancellation.
End your subscription anytime, online, no phone call required

Monthly Billing Annual Billing (Get 3 months free! (25% savings))

Free	Starter	Standard <small>MOST POPULAR</small>	Premium
<p>Ideal for: Testing SparkToro's functionality</p>	<p>Ideal for: Small businesses, solo consultants</p>	<p>Ideal for: In-house marketers, small agencies</p>	<p>Ideal for: Marketing teams, larger agencies</p>
\$0/mo	\$38/mo	\$112/mo	\$225/mo
	<p>\$450 billed yearly <i>Save \$150/year</i></p>	<p>\$1,344 billed yearly <i>Save \$456/year</i></p>	<p>\$2,700 billed yearly <i>Save \$900/year</i></p>
<ul style="list-style-type: none"> • 10 searches/month • Sampling of results only • Single list • Social contact data • Single user 	<ul style="list-style-type: none"> • Up to 30 searches/month • Top 50 results shown • Unlimited lists • Social contact data • Single user 	<ul style="list-style-type: none"> • Up to 100 searches/month • Top 100 results shown • Unlimited lists • Email & social contact data • Up to 5 users 	<ul style="list-style-type: none"> • Up to 500 searches/month • All results shown • Unlimited lists • Email & social contact data • Custom audiences • Up to 25 users
Try Free	Sign Up	Sign Up	Sign Up

You may cancel your SparkToro subscription or change plans at any time, your plan will stay active until the end of your billing cycle.

7-Day Pass

\$450/week

Ideal for:
 Heavy, one-time use by product managers, entrepreneurs, researchers, or those who need data 1-2X/year. Also good for agencies and consultants who require project-based billing for their clients

- Up to 1,000 searches a week
- All results shown
- Unlimited lists

- Email & social contact data
- Custom audiences
- Single user
- Non-recurring billing

[Sign Up](#)

<https://sparktoro.com/pricing>

Breadcrumbs

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4

BUFFER

What it is	Social media tool
Pricing type	Plan-based
No. of plans	2 Standard + 1 Enterprise
Enterprise pricing	Available on page
Freemium vs. Free trial	Freemium + free trial for paid plans
What we like	<ul style="list-style-type: none"> ● The page has a straightforward, informative design; illustrations further help potential customers to identify plans. ● On-page social proof clearly defines the USP better than anything else on the page.
What we don't like	<ul style="list-style-type: none"> ● Buzzwordy heading not clearly describing the value proposition. ● The split between Publishing & Analytics is confusing and makes it unclear whether you're buying a set of tools or a centralized solution.



BUFFER

Your full stack of brand building tools

Tools Pricing Resources About Customers [Start my free plan](#) [Log in](#)

▼ Publishing ▲ Analytics

monthly billing annual billing save up to 20%

Free	Pro	Premium	Business
\$0/mo	\$15/mo <small>Billed monthly</small>	\$65/mo <small>Billed monthly</small>	\$99/mo <small>Billed monthly</small>
<ul style="list-style-type: none"> 3 social channels 10 scheduled posts 1 user 	<ul style="list-style-type: none"> 8 social channels 100 scheduled posts 1 user 	<ul style="list-style-type: none"> 8 social channels 2,000 scheduled posts 2 users 	<ul style="list-style-type: none"> 25 social channels 2,000 scheduled posts 8 users
Start my free plan <small>or see more features</small>	Start a free trial <small>or see more features</small>	Start a free trial <small>or see more features</small>	Start a free trial <small>or see more features</small>

You may downgrade to our free plan at the end of your 14-day paid plan trial.

“ Buffer has made sharing our story and building our brand on social media so much easier. **”**

#Huckerry
LUIS CANCER, Marketing Editor

Compare Plans, Side by Side
Easy to switch at any time

	Free	Pro	Premium	Business
The Basics	Get started	Start trial	Start trial	Start trial
Monthly Price	\$0	\$15	\$65	\$99
> Social Channels	3	8	8	25
> Scheduled Posts Per Social Channel	10	100	2,000	2,000

<https://buffer.com/pricing/publish>



5

THE NEW YORKER

What it is	Newspaper
Pricing type	Plan-based
No. of plans	3 Standard
Enterprise pricing	n/a
Freemium vs. Free trial	None
What we like	<ul style="list-style-type: none"> ● It's both a pricing page and a landing page: with its simple offer, having everything on the same page can make sense conversions-wise. ● The page is distraction-free, thus allowing a smooth conversion flow.
What we don't like	<ul style="list-style-type: none"> ● Understanding the cheapest plan may distract you from converting: the yearly plan is more expensive than the 3-month plan. Once you think about it, it makes sense: every plan automatically renews at full price at the end of the purchased period (3 months or a year), so most likely, where they make money is the full price renewal, and the sooner it happens, the better.



THE NEW YORKER

THE NEW YORKER
Gifts Educational Help

Subscribe and save 40%, plus get a free tote.
Cancel anytime.

1. Location
2. Plan
3. Payment
4. Address
5. Submit

Step 1. Location

Step 2. Choose your plan

Print + digital access

12 weeks for \$12

After 12 weeks, renews automatically at one year for \$119.99.

Select

- ✓ The print edition, delivered weekly
- ✓ Unlimited access to newyorker.com, including the online archive and crossword puzzles
- ✓ Exclusive access to the New Yorker iOS app, plus Google News for Android
- ✓ Free New Yorker tote

MOST POPULAR

Print + digital access

One year for ~~\$149.99~~
\$89.99 (save 40%)

After one year, renews automatically at one year for \$149.99.

Selected

- ✓ The print edition, delivered weekly
- ✓ Unlimited access to newyorker.com, including the online archive and crossword puzzles
- ✓ Exclusive access to the New Yorker iOS app, plus Google News for Android
- ✓ Free New Yorker tote

Digital-only access

One year for ~~\$99.99~~
\$59.99 (save 40%)

After one year, renews automatically at one year for \$99.99.

Select

- ✓ Access to newyorker.com including the online archive and crossword puzzles
- ✓ iOS apps and Google News feed (Android)
- ✓ Free New Yorker tote

Step 3. Payment method

amazon pay

PayPal

You may cancel at any time.

Credit or debit card number

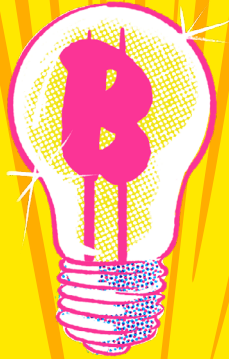
This transaction is secured with SSL encryption.

Exp. MM ▾

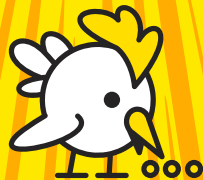
Exp. YY ▾

CVV

<https://subscribe.newyorker.com/subscribe/>



FEATURE AND USAGE-BASED PRICING PAGE EXAMPLES





6

MAILCHIMP

What it is	CRM
Pricing type	Feature and usage-based
No. of plans	3 Standard + 1 Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● Clean and brilliant design: benefits are clearly described, and the complete list of features is just one click away, not weighting the page's design. ● Price anchoring: plans displayed from more expensive to cheapest to make the basic plan look more affordable. ● Usage-based slider: this is where the revenue booster lies, as the more you use it, the more you'll be charged on top of the plan's fee
What we don't like	<ul style="list-style-type: none"> ● Nothing, really. It's probably the most well-designed pricing page in the market.



MAILCHIMP

Market and sell from one place

Plans that start free and grow with you

Marketing
Websites & Commerce
Transactional Email

\$ USD

Premium	Standard	Essentials	Free
<p>For high-volume senders who want all marketing features and phone support.</p> <p>Starts at \$299 /month with 10,000 contacts*</p> <p>Calculate your price</p> <p>Add To Cart</p> <p>Everything in Standard, plus:</p> <ul style="list-style-type: none"> Advanced Segmentation Multivariate Testing Comparative Reporting Unlimited Seats & Role-Based Access Phone Support <p>About Premium</p>	<p>For advanced businesses that want more automations and data-powered tools.</p> <p>Starts at \$14^{.99} /month with 500 contacts*</p> <p>Calculate your price</p> <p>Add To Cart</p> <p>Everything in Essentials, plus:</p> <ul style="list-style-type: none"> Customer Journey Builder + Branching Points Send Time Optimization Behavioral Targeting Custom Templates Dynamic Content <p>About Standard</p>	<p>For growing businesses who want more customization and 24/7 support.</p> <p>Starts at \$9^{.99} /month with 500 contacts*</p> <p>Calculate your price</p> <p>Add To Cart</p> <p>Everything in Free, plus:</p> <ul style="list-style-type: none"> All Email Templates Multi-Step Journeys Custom Branding A/B Testing 24/7 Email & Chat Support <p>About Essentials</p>	<p>All the multichannel tools you need to start marketing.</p> <p>Starts at \$0 /month with 2,000 contacts*</p> <p>Add To Cart</p> <p>Everything you get with Free:</p> <ul style="list-style-type: none"> Email Builder Marketing CRM Forms & Landing Pages Creative Assistant Website Builder & Mailchimp Domain <p>About Free</p>

[Compare plans](#)

Calculate your price

Select a plan:

Premium
Standard
Essentials

Contacts:

Plan pricing starts at 500 contacts. Select your audience size to calculate your price. The monthly email send limit for Standard plans is 12 times your maximum contact count.*

Up to 500 contacts

11

5k

15k

25k

40k

75k

Standard

Starts at **\$14^{.99}** /month with 500 contacts*

[Add To Cart](#)

*To see the monthly email send limit included with your specific plan, click [Calculate my price](#). If your plan's contact or email send limit is exceeded, you will be charged for overages (except for Free plans, where sending will be paused until the next monthly plan cycle).

<https://mailchimp.com/pricing/>



7

ONFLEET

What it is	Logistics platform
Pricing type	Feature and usage-based
No. of plans	4 Standard plans + 1 Enterprise plan
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Free trial (14 days)
What we like	<ul style="list-style-type: none"> ● Clear and straight to the point design. ● An appealing and concise pricing table that focuses only on the real differentiation between the subscription plans. ● The usage slider is clean and easy to use, easing the purchase decision-making.
What we don't like	<ul style="list-style-type: none"> ● The very long list of features is on the page rather than one click away, making the pricing page a little heavy.



ONFLEET


onfleet Product Company Support Search [Sign Up](#) [Log In](#)

Simple, transparent pricing

Unlimited users, unlimited drivers. Just pick your features and love logistics again.

All plans include a 14-day free trial.

[Start free trial](#) [Contact sales](#)




Starter

Starts at
\$149/mo

Get to know Onfleet. Track, dispatch, manage, and analyze your fleet.

[Start free trial](#)




Basic

Starts at
\$349/mo

Starter + optimize routes, chat with drivers and build integrations.

[Start free trial](#)




Premium

Starts at
\$799/mo

Basic + scan barcodes and IDs, and use a dedicated phone number.

[Contact sales](#)

★ Most popular



Professional

Starts at
\$1,999/mo

Premium + priority support, full data access and brand customization.

[Contact sales](#)

Enterprise Plans Professional + best support SLA, concierge onboarding and a dedicated success team.

[Contact enterprise sales](#)

Compare plans

Yearly payment Monthly payment

	Starter	Basic	Premium	Professional
Monthly price	\$149	\$349	\$799	\$1,999
Included tasks	1,000	2,500	5,000	12,500
Additional tasks	\$0.13	\$0.16	\$0.18	\$0.18
Zapier Integration	Task Creation Only	✓	✓	✓
API		✓	✓	✓

<https://onfleet.com/pricing>



8

ZAPIER

What it is	Automation tool
Pricing type	Feature and usage-based
No. of plans	4 Standard
Enterprise pricing	n/a - Demo for top-tier plans
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> Usage slider is replaced by a more compact dropdown, easing decision-making; it can also be more accurate for potential customers.
What we don't like	<ul style="list-style-type: none"> Annual pricing is the only option, but it's difficult to gauge at first sight. Pictures on the page are reminiscent of a brick-and-mortar store and seem disconnected from the company's user personas.



ZAPIER

zapier
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Log in [Sign up](#)

Plans & Pricing

Whether your time-saving automation needs are large or small, we're here to help you scale.

[Compare plans](#) USD \$ ▾

\$0 USD

free forever

Free

Anyone can automate their work. Start with the basics.

100 Tasks /mo

[Try free](#)

\$19.99 USD

per month, billed annually or \$29.99 USD month-to-month

Starter

Unleash the power of automation.

750 Tasks /mo

[Try free](#)

\$49 USD

per month, billed annually or \$73.50 USD month-to-month

Professional

Advanced tools to take your work to the next level.

2,000 Tasks /mo

[Try free](#)

\$299 USD

per month, billed annually or \$448.50 USD month-to-month

Team

Bring your team together to collaborate on automation.

50,000 Tasks /mo

[Try free](#)

[Get a Demo](#)

\$599 USD

per month, billed annually or \$898.50 USD month-to-month

Company

Automation plus enterprise-grade features.

100,000 Tasks /mo

[Try free](#)

[Get a Demo](#)

<p>FREE PLAN FEATURES</p> <ul style="list-style-type: none"> 5 Zaps 15 min Update Time Up to 2 users Single-step Zaps 	<p>STARTER PLAN FEATURES</p> <ul style="list-style-type: none"> 20 Zaps 15 min Update Time Up to 2 users Multi-step Zaps 3 Premium Apps Filters and Formatters Webhooks Connections 	<p>PROFESSIONAL PLAN FEATURES</p> <ul style="list-style-type: none"> Unlimited Zaps 2 min Update Time Up to 5 users Multi-step Zaps Unlimited Premium Apps Filters and Formatters Webhooks Connections Custom Logic - Paths Auto Replay 	<p>TEAM PLAN FEATURES</p> <ul style="list-style-type: none"> Unlimited Zaps 1 min Update Time Unlimited Users Multi-step Zaps Unlimited Premium Apps Filters and Formatters Webhooks Connections Custom Logic - Paths Auto Replay Premier Support 	<p>COMPANY PLAN FEATURES</p> <ul style="list-style-type: none"> Unlimited Zaps 1 min Update Time Unlimited Users Multi-step Zaps Unlimited Premium Apps Filters and Formatters Webhooks Connections Custom Logic - Paths Auto Replay Premier Support User Provisioning (SCIM) Apps Access Control SAML Single Sign On (SSO) Custom Data Retention
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Frequently Asked Questions

- ▾ What are Tasks and how many do I need?
- ▾ What are Apps?
- ▾ Do you have a free trial of your premium features?
- ▾ Can I change my plan later?
- ▾ What if I decide to cancel?
- ▾ Can you charge me in my local currency?
- ▾ Do you offer any discounts?

<https://zapier.com/pricing>



9

CONVERTKIT

What it is	Marketing Automation Platform
Pricing type	Feature and usage-based
No. of plans	2 Standard + 1 Enterprise
Enterprise pricing	Request a demo
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> Usage slider is on top of the page, making pricing super transparent. The same features are listed in every plan but those not included are ruled out (FOMO, anyone?) Education is front and center as the marketing courses included with the software are displayed on the page.
What we don't like	<ul style="list-style-type: none"> The monthly to annual switch is not highlighted enough; it increases confusion and may distract from purchasing.



CONVERTKIT

ConvertKit

[Features](#)
[Pricing](#)
[Resources](#)
[Log In](#)
[Sign up free](#)

Plans for every stage of your creator journey

How many email subscribers do you have?

0 ————— 500K+

1,000

Monthly
Yearly

(Get two months free) →

	RECOMMENDED	
<div style="text-align: center;"> <p>Free</p> <p>\$0/month</p> <p style="font-size: x-small;">Seriously, totally free for up to 1,000 subscribers</p> <p style="background-color: #007bff; color: white; border-radius: 10px; padding: 5px; display: inline-block;">Sign up free</p> </div>	<div style="text-align: center;"> <p>Creator</p> <p>Starting at \$29/month</p> <p style="font-size: x-small;">For up to 1,000 subscribers</p> <p style="background-color: #007bff; color: white; border-radius: 10px; padding: 5px; display: inline-block;">Start free trial</p> </div>	<div style="text-align: center;"> <p>Creator Pro</p> <p>Starting at \$59/month</p> <p style="font-size: x-small;">For up to 1,000 subscribers</p> <p style="background-color: #007bff; color: white; border-radius: 10px; padding: 5px; display: inline-block;">Start free trial</p> </div>
<p>Manage up to 1,000 subscribers</p> <p>Unlimited landing pages & forms</p> <p>Send email broadcasts</p> <p>Sell digital products & subscriptions</p> <p>Email support</p> <p>Free migration from another tool</p> <p>Automated funnels & sequences</p> <p>Facebook custom audiences</p> <p>Newsletter referral system</p> <p>Subscriber scoring</p> <p>Advanced reporting</p>	<p>Manage 1,000 subscribers</p> <p>Unlimited landing pages & forms</p> <p>Send email broadcasts</p> <p>Sell digital products & subscriptions</p> <p>Email support</p> <p>Free migration from another tool</p> <p>Automated funnels & sequences</p> <p>Facebook custom audiences</p> <p>Newsletter referral system</p> <p>Subscriber scoring</p> <p>Advanced reporting</p>	<p>Manage 1,000 subscribers</p> <p>Unlimited landing pages & forms</p> <p>Send email broadcasts</p> <p>Sell digital products & subscriptions</p> <p>Email support</p> <p>Free migration from another tool</p> <p>Automated funnels & sequences</p> <p>Facebook custom audiences</p> <p>Newsletter referral system</p> <p>Subscriber scoring</p> <p>Advanced reporting</p>

Expand full feature comparison ▾

Free courses to help you build a thriving online business

We know the grind of starting out, of having the spark of an idea and doing everything you can to bring it to life. That's why we developed world-class training to give early-stage creators a roadmap for their journey to building a business.

The curriculum →

Course one: Build

Get started with your online business and find your first 100 subscribers

4 MODULES • 20 LESSONS

→

Course two: Launch

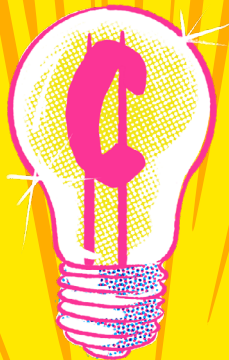
Create a digital product and earn your first dollar online with a successful launch

4 MODULES • 20 LESSONS

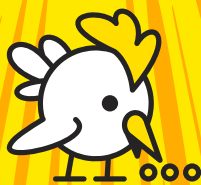
These courses are included in every ConvertKit Free plan account

[Get free access →](#)

<https://convertkit.com/pricing>



SEAT-BASED PRICING PAGE EXAMPLES





11

NOTION

What it is	Productivity tool
Pricing type	Seat-based
No. of plans	2 Standard + 1 Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● The design is simple as pricing mostly depends on the number of users. ● An intelligent approach to social proof as they directly embed tweets from customers praising the app. If you constantly question whether a quote is genuine, you'll have no doubts here.
What we don't like	<ul style="list-style-type: none"> ● The feature differentiation is quite limited among pricing tiers, but the list of features is still quite long (and heavy to read.)



NOTION

Notion
Product ▾ Download ▾ Resources ▾ Pricing Careers Log in Sign up

Pricing

One tool for your whole team. Free for personal use.

For individuals

Personal

\$0

[Get started](#)

For organizing every corner of your life.

Free for individuals

- ✓ Unlimited pages & blocks
- ✓ Share with 5 guests
- ✓ Sync across devices
- ✓ Content API COMING SOON

Pay annually Monthly

Personal Pro

\$4 per month

[Try it free](#)

For power users who want to do even more.

Everything in Personal, plus

- ✓ Unlimited file uploads
- ✓ Unlimited guests
- ✓ Version history

For teams & businesses

Team

\$8 per member per month

[Try it free](#)

For teams who want to work together in one place.

Everything in Pro, plus

- ✓ Unlimited team members
- ✓ Collaborative workspace
- ✓ Advanced permissions
- ✓ Admin tools

Enterprise

Contact sales →

[Try it free](#)

Controls and support to run your company.

Everything in Team, plus

- ✓ SAML SSO
- ✓ User provisioning (SCIM)
- ✓ Advanced security
- ✓ Dedicated manager
- ✓ Custom contract

We're offering 50% off our Team plans for registered non-profits or the international equivalent. Please fill out [this quick form](#) and we'll get back to you shortly.

David Pierce @dpierce

I've been a @NotionHQ user for over a year now, and they FINALLY released the update with like a half-dozen features I've been waiting for. I am irrationally excited about this [notion.so/What-s-New-157...](#)

Jonnie Hallman @destroystoday

Started blogging privately using @NotionHQ, where there's no save button and everything you write is live right away. I don't think I can go back to a regular CMS.

Maria Aldrey @kimsama

I get more excited every day with @NotionHQ Not only it's an amazing platform for life organization, but their people and community are lovely and empowering 🌟

Harry Brignull @hbrignull

I'm falling in love with @NotionHQ. As well as having wiki, kanban board and to-do list features, it basically has ariable built into it at a fraction of the price.

David Weiner @daweiner

As someone who's failed to keep up with every single work/organizational app that's ever been recommended to or pushed on me, I'm amazed at how much I continue to use @NotionHQ. It's kind of the perfect thing for everything.

Aswin Shibu @Aswin_S7

Have to say that I absolutely love the CRM functionality that @NotionHQ provides. I use a CRM but always back everything up into a clean spreadsheet. And Notion is replacing that. What else can this do?

Mathias Meyer @mtdrage

Don't mess with @NotionHQ and th...

Chris Coyler @chriscoyler

Still use the HECK out of @NotionHQ for everything. Publishing schedules, project management, knowledge management, meeting notes, idea lists... dang near everthing. [notion.so?r=na493913d098...](#)

Nick Franklin @Nick_Franklin

Love using @NotionHQ at ChartMogul 📊 they somehow managed to make internal documentation/knowledge-sharing kind of fun and satisfying!

Andy Baio @waxpancake

I really love @NotionHQ. Haven't felt this way about an app since @SlackHQ. It's already proving indispensable for our little team.

Grace O'Malley @grace_omalley

Time for another tweet of appreciation for @NotionHQ... people are consistently impressed when I show them my task mgmt system... all thanks to you ❤️

Jess Smith @WarJessEagle

For those who love notes, organization & crisp + clean design, @NotionHQ is a thing of beauty.

<https://www.notion.so/pricing>

Breadcrumbs

in t f @

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JIRA

What it is	Project Management tool
Pricing type	Seat-based
No. of plans	2 Standard + 1 Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● The option to insert the number of users you need. This way, you immediately get accurate pricing information for each plan without firing up your calculator app.
What we don't like	<ul style="list-style-type: none"> ● The page is a massive table with all the pricing options but really no personality. ● There is no social proof on the page; they probably don't need it since they are market leaders, but it wouldn't hurt.



JIRA

Plans and pricing

How many users do you have?

Billing cycle: Monthly Annual

	Free	Standard	Premium	Enterprise
	\$0 Always free for 10 users Get started	\$7 per user (average) \$70 a month Start trial	\$14 per user (average) \$140 a month Start trial	Billed annually. Switch the Billing cycle to Annual to view Enterprise pricing. Contact sales
	For small teams to plan and track work more efficiently	For growing teams focused on building more together	For organizations that need to scale how they collaborate and track work	For enterprises with global scale, security, and governance needs
Features				
User limit (per site)	10 users	10,000 users	10,000 users	10,000 users
Site limit	One	One	One	Unlimited
Scrum and Kanban boards	✓	✓	✓	✓
Backlog	✓	✓	✓	✓
Agile reporting	✓	✓	✓	✓
Customizable workflows	✓	✓	✓	✓
Apps and integrations ²	✓	✓	✓	✓
Automation	Single project	Single project	Global and multi-project	Global and multi-project
Roadmaps	Basic	Basic	Advanced	Advanced
Dependency management	Basic	Basic	Advanced	Advanced
Capacity planning	-	-	✓	✓
Project archiving	-	-	✓	✓
Admin Controls				
Domain verification & account capture	✓	✓	✓	✓
Session duration management (desktop)	✓	✓	✓	✓
Project roles	-	✓	✓	✓
Advanced permissions	-	✓	✓	✓
Admin insights	-	-	✓	✓
Sandbox	-	-	✓	✓
Release tracks	-	-	✓	✓
Security & Compliance				
Atlassian Access (SSO, SCIM, Active Directory Sync)	Requires Access subscription	Requires Access subscription	Requires Access subscription	Included

<https://www.atlassian.com/software/jira/pricing>



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SLACK

What it is	Instant messaging app
Pricing type	Seat-based
No. of plans	2 Standard + 1 Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● Matching each plan with a user persona helps potential customers find the solution they need. ● Security badges are essential in their line of business, and they show all the certifications they have on the page. ● The free plan has enough to start playing with the tool and get value. ● The primary differentiation between pricing tiers revolves around user management and permissions, which is a great way to maximize profit from enterprise companies.
What we don't like	<ul style="list-style-type: none"> ● We liked it overall, apart from it being a bit too standard.



SLACK

slack
Product > Enterprise > Resources > Pricing
Sign In
TALK TO SALES
TRY FOR FREE

Make teamwork more productive

Free
The quickest and easiest way to try Slack

\$0 USD/mo

[GET STARTED](#)

- ✓ Access to 10,000 of your team's most recent messages
- ✓ 10 integrations with other apps like Google Drive, Office 365 and many more
- ✓ 15 voice and video calls between teammates

[Learn more](#)

Pro
More power for small teams who want better collaboration

\$6.67 USD/mo*

[GET STARTED](#)

All the benefits of Free, and:

- ✓ The full context of your organization's message history at your fingertips
- ✓ Timely info and actions in one place with optimized integrations
- ✓ Face-to-face communication with group video and video calls of up to 10 teammates
- ✓ Secure collaboration with outside organizations or guests from within Slack

[Learn more](#)

Business*
Scale your business, increase productivity, and keep your teams connected

\$12.50 USD/mo*

[GET STARTED](#)

All the goodness of Pro, and:

- ✓ Advanced identity management through SAML-based SSO and real-time Active Directory sync with Okta, Ping and Ping Identity
- ✓ Compliance requirements met with data exports for all messages
- ✓ Around-the-clock teamwork and collaboration with 99.9% guaranteed uptime and 24/7 support with a four-hour response time

[Learn more](#)

Enterprise Grid
Slack for the most demanding enterprises — all the flexibility to meet your regulatory requirements and all the power to match your growth

[CONTACT SALES](#)

All the greatness of Business, and:

- ✓ Peace of mind with enterprise-grade security and compliance, such as HIPAA support and the Enterprise Key Management add-on
- ✓ Large team collaboration and alignment with support for up to 500,000 users
- ✓ Streamlined administration with centralized controls and customizable policies
- ✓ Tailored support with a designated account and customer success team

[Learn more](#)

	Free	Pro	Business	Enterprise Grid
PRODUCTIVITY BASICS				
Message history	10K of your team's most recent messages	Unlimited	Unlimited	Unlimited
Relevant people, channels and files in search results	✓	✓	✓	✓
Integrations with other apps	10	Unlimited	Unlimited	Unlimited
File storage	5 GB total	10 GB per team member	20 GB per team member	1 TB per team member
Workspaces	1	1	1	Unlimited
Customizable sections		✓	✓	✓
EXTERNAL COLLABORATION				
Work with other organizations	✓	✓	✓	✓
Work with individuals	✓	✓	✓	✓
SECURITY				
Data encryption at rest and in transit	✓	✓	✓	✓
Two-factor authentication	✓	✓	✓	✓
OAuth with Google		✓	✓	✓
SAML-based single sign-on (SSO)			✓	✓
Slack Enterprise Key Management				Add-on
Integration with Enterprise Mobility Management (EMM)				✓
COMPLIANCE				
Custom retention policies for messages and files		✓	✓	✓
Data exports for all messages			✓	✓
Support for HIPAA compliance			✓	✓
Data residency			✓	✓
ADMINISTRATION				
Manage channel posting permissions	Limited to channel only	Limited to channel only	Unlimited number of channels	Unlimited number of channels
Custom User Groups		✓	✓	✓
Real-time Active Directory sync with Okta, Ping and Ping Identity			✓	✓
User management with SCIM provisioning			✓	✓
Support for integrations with Data Loss Prevention (DLP), eDiscovery, and office backup providers				✓
Domain claiming				✓
Custom Terms of Service				✓
CALLS				
Voice and video calls	One-on-one only	Up to 10 participants	Up to 10 participants	Up to 10 participants
Screen sharing		✓	✓	✓
SUPPORT				
Access to customer support	Standard support	24/7 support	24/7 support with four-hour first response time	24/7 priority support with four-hour first response time
99.9% guaranteed uptime SLA			✓	✓
Dedicated account and customer success team				✓

<https://app.slack.com/plans/>



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FELLOW

What it is	Productivity tool
Pricing type	Seat-based
No. of plans	1 Standard + 1 Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Freemium
What we like	<ul style="list-style-type: none"> ● Simplicity: three tiers, effectively described without the usual endless list of features, which is still available below the fold. ● Social proof with big customer names. ● The pricing plan they want you to select is highlighted with a crown to make it stand out.
What we don't like	<ul style="list-style-type: none"> ● The USP looks weak as there's no mention of what you are buying on this page.



FELLOW

FELLOW Product Solutions Integrations Resources Pricing Log in [Try for free](#)

Simple pricing

Free

\$0

Free for teams of less than 10 wanting to try out Fellow for an unlimited period of time.

[Get started](#)

Pro

\$5

per user per month*

For teams managing all their 1-on-1s & meeting notes while fostering a culture of accountability.

*billed annually or \$8 monthly.

[Free trial](#)

Organization

Contact us

For teams ready to make Fellow the hub for all their Meetings, 1-on-1s, & Feedback.

[Request a demo](#)

[Learn more about our Features](#)

You're in good company 👍

Join thousands of teams using Fellow!

<https://fellow.app/pricing/>



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BOOKSY

What it is	Appointment booking app
Pricing type	Seat-based
No. of plans	1 Standard
Enterprise pricing	n/a
Freemium vs. Free trial	Free trial
What we like	<ul style="list-style-type: none"> ● An extra feature to boost bookings is billed as a commission fee on every booking. This is an excellent idea for their buyer persona: SMB may be scared of paying for advertising as they don't know if it will be effective. ● They likely don't have well-known companies as customers to be used for social proof. So they decided to use press mentions to inspire trust.
What we don't like	<ul style="list-style-type: none"> ● There is no way to contact sales. At such a low price point, it's tough to have a sales team. On the other side, SMBs often need some hand-holding and phone support.



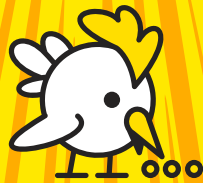
BOOKSY

The screenshot shows the Booksy pricing page. At the top, there's a navigation bar with 'FOR CUSTOMER', contact info, and a menu. Below is a hero section with a man in a suit and the text 'Your business, your way.' followed by a sub-headline about flexible pricing. A cookie consent banner is present. The main content is divided into three sections: 'Booksy Subscription' for \$29.99/month with features like Calendar & Appointments, Business Management, Payment Processing, Marketing Tools, Bottom Line Protection, and Responsive Platform; 'Additional Staff Members' for \$10.00/month; and 'Boost' (optional) with a commission fee per new client, offering marketing exposure, higher marketplace ranking, increased revenue potential, and one-time payment per client. A summary box on the right shows the total price and a 'START FREE TRIAL' button.

<https://booksy.com/biz/en-us/pricing>



COMPARING COMPETITORS PRICING PAGE EXAMPLES





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FLG

What it is	Marketing CRM
Pricing type	Comparing competitors
No. of plans	3 Standard
Enterprise pricing	Get a free demo is the CTA for all plans, no direct signup
Freemium vs. Free trial	n/a
What we like	<ul style="list-style-type: none"> ● The price is below the fold. What they do above the fold is reinforcing the unique value proposition and showcasing social proof. ● For a price comparison, they choose their preferred plan and compare it with the sum of all the tools they are replacing. This is an effective way to highlight their premium plan.
What we don't like	<ul style="list-style-type: none"> ● The absence of direct signup can be counterintuitive, and it's puzzling since their pricing is quite aggressive and in line with a self-service motion.



FLG

Platform Resources Pricing About [Get a free demo](#)

What if you could close just one more sale a month with FLG?

With flexible plans for your business, the ROI could mean it's more than just a flake.

Used by 100s of teams across the UK:

Confused,

[Get a free demo](#)

Or chat to a member of our team: 01282 786545

Save hundreds each month with one platform that does it all

FLG replaces at least 5 other apps – why pay more?

See how FLG compares

FLG	Stand-alone tools
<ul style="list-style-type: none"> ✓ CRM ✓ Multi-channel customer contact ✓ Intelligent workflows ✓ Integrations ✓ Marketing automation ✓ Reporting & analytics <p style="font-weight: bold; color: white;">£75 /mo</p> <p style="font-size: small; color: white;">Includes 3 user licenses</p> <p style="font-size: x-small; color: white;">*That's over £500 in savings!</p>	<p>YES</p> <ul style="list-style-type: none"> HubSpot CRM From £20/line/month Mailchimp From £200/line/month (50k contacts) Zapier From £207/line/month Dropbox From £20/line/month Formstack From £557/line/month (10,000 forms) <p style="font-weight: bold; color: #4a5568;">£603 /7mo</p> <p style="font-size: x-small; color: #4a5568;">(5.0 users)</p>

[Get a free demo](#)

Or chat to a member of our team: 01282 786545

Flexible pricing plans that scale with your business

Monthly rolling subscription – switch or cancel anytime.

Plus	XL Most Popular	Coverage
<p>£75 /mo</p> <p style="font-size: x-small; color: white;">Includes 3 user licenses Additional users: £5/mo</p> <ul style="list-style-type: none"> Manage 100,000 leads Send 50,000 emails monthly 100+ integrations Advanced reports Basic reporting templates Built-in GDPR compliance Access to knowledge base 24/7 phone & email support 	<p>£125 /mo</p> <p style="font-size: x-small; color: white;">Includes 5 user licenses Additional users: £25/mo</p> <p style="font-size: x-small;">All the great features of Plus</p> <ul style="list-style-type: none"> Manage 100,000 leads Send 250,000 emails monthly 100+ integrations Just-in-time advanced field finding tool Appointments scheduling tool SMS replies* 24/7 short code support** Custom branding 100+ custom reports Insights: advanced reporting & analytics Funnel reports Video dialer & telephony functionality 	<p>£250 /mo</p> <p style="font-size: x-small; color: white;">Includes 5 user licenses Additional users: £50/mo</p> <p style="font-size: x-small;">All the great features of XL</p> <ul style="list-style-type: none"> Manage 1 million leads Send 750,000 emails monthly FLG custom setup on your behalf† Scalability Best practice guidance Proactive testing & setup Business representation Technical issue resolution Multi-tenancy On-going account Shared party licenses Priority assistance Uptime SLA Advanced compliance Global multi-geo Auth/report

*Coverage plans can be downgraded after an initial 6-month period.
**SMS replies and short code support is charged at an additional £20/mo per service.

[Get a free demo](#)

Or chat to a member of our team: 01282 786545

<https://getflg.com/pricing/>

Breadcrumbs

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17

GROUNDHOGG

What it is	Email Marketing Automation tool
Pricing type	Comparing competitors
No. of plans	4 Standard
Enterprise pricing	n/a
Freemium vs. Free trial	Money-back guarantee for the first 14 days
What we like	<ul style="list-style-type: none"> ● Copywriting is brilliant. They've done in-depth research on their buyer personas. Everything is focused on the concept of "success tax" that their competitors are charging, which skyrockets as you become more successful.
What we don't like	<ul style="list-style-type: none"> ● They have an aggressive promotion to push yearly subscriptions: pay 1 year and get 2! Interesting idea, but these deals are usually a flag that their churn rate might be very high. ● The devil is in the details. In their pricing information and comparison with competitors, it's tough to understand that you'll have to pay another service for the "success tax" by choosing this service. If you factor in this cost, the price comparison will look way less shocking.



GROUNDHOGG


Log in

Save Big on Marketing Automation & CRM with Groundhogg!

Unlimited contacts, flat rate cost. We'll never charge you more as your list grows!

groundhogg

Flat rate pricing no matter how big your list is.

500	\$40/m
1,000	\$40/m
5,000	\$40/m
10,000	\$40/m
25,000	\$40/m

[Get Started](#)

Other platforms charge you a "success tax," we don't. Save 1,000s per year when you choose Groundhogg for your WordPress site!

ActiveCampaign	Keap	ConvertKit	HubSpot
Monthly cost per # of contacts	Monthly cost per # of contacts	Monthly cost per # of contacts	Monthly cost per # of contacts
500 \$159/m	500 \$149/m	500 \$29/m	500 \$800/m
1,000 \$159/m	1,000 \$179/m	1,000 \$29/m	1,000 \$800/m
5,000 \$239/m	5,000 \$279/m	5,000 \$79/m	5,000 \$1,000/m
10,000 \$349/m	10,000 \$349/m	10,000 \$119/m	10,000 \$1,250/m
25,000 \$599/m	25,000 \$449/m	25,000 \$199/m	25,000 \$2,000/m

The above prices are calculated in USD based on the "most popular" plan stated by the platform on their pricing page, or the plan with the closest equivalent feature set. Prices last updated in August 2020.

MOST POPULAR

Agency	Pro	Plus	Basic
\$80 /mo	\$40 /mo	\$30 /mo	\$20 /mo
<small>(billed annually)</small>	<small>(billed annually)</small>	<small>(billed annually)</small>	<small>(billed annually)</small>
"Make marketing automation the easiest part of your agency experience."	"Everything you need to maximize results and consolidate your business."	"Great for businesses looking to scale up their marketing & sales."	"Essential tools to create basic funnels and automate tasks."
Get Started	Get Started	Get Started	Get Started
Everything in Pro, and: <ul style="list-style-type: none"> + Write Label CRM + 30 minute consultation (1 site) + VIP Support + 25 Sites + Schedule a Sales Call 	Everything in Plus, and: <ul style="list-style-type: none"> + Conditional Logic + WooCommerce Integration + EDI Integration + ThriveCart Integration + WP Simple Pay Integration + AffiliateWP Integration + LearnDash Integration + TutorLMS Integration + LifterLMS Integration + BuddyBoss Integration + WooCommerce Integration + AweCommerce Integration + Testing (SMB) + AWS Integration + SendGrid Integration + Zapier Integration + Twilio Integration + SMS77 Integration + ZeroBounce Integration + Use on up to 5 Sites 	Everything in Basic, and: <ul style="list-style-type: none"> + Sales pipeline automation + Ready single payments + Birthday automation + Content restriction + Signed Contracts + Company Management + Lead scoring + Booking calendar + Social Proof popup + Elementor Integration + Divi Integration + All forms integrations + Backup & Restore + Use on up to 3 Sites 	<ul style="list-style-type: none"> + Drag & drop email editor + Use your SMTP service + Advanced email preferences + Custom replacement codes + Advanced custom meta fields + Email countdown timers + Advanced form styling + Superlinks (tracking links) + 8 advanced funnel steps + Premium support + 1 Site


Building a Waas? Check out our special [Waas pricing!](#)

OUR 100% MONEY BACK GUARANTEE

Try Groundhogg Risk-Free! Love It or Get A Full Refund!

Thousands of businesses use Groundhogg to help launch their funnel, grow their list and scale their business in 30 countries, so we know you'll love it too!

But in the unlikely event that Groundhogg just isn't for you, let us know and we'll give you a full refund within the first 14 days of your purchase.



Adrian Tobey
CEO Groundhogg Inc.

All pricing in USD. You can upgrade your plan or cancel at any time. Renewals are at full price when using a discount.

<https://www.groundhogg.io/pricing/>



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GOSQUARED

What it is	Marketing Analytics Automation tool
Pricing type	Comparing competitors
No. of plans	2 Standard plans + Enterprise
Enterprise pricing	Contact Sales
Freemium vs. Free trial	Free trial
What we like	<ul style="list-style-type: none"> ● The comparison with competitors is clear and makes the product look an absolute bargain - well done!
What we don't like	<ul style="list-style-type: none"> ● The red and green colors they used in the design are a punch in the eye and not in line with their brand. ● The 3 subscription plans have three different call-to-action buttons; this is confusing and can make the purchase decision harder. ● They're using G2 badges, but they could use more social proof for such a competitive space.



GOSQUARED

GoSquared
Products ▾ Use Cases ▾ Company ▾ Integrations Pricing Sign In [Start Free](#)

Everything you need to grow your SaaS business.

A complete toolkit for scaling your business at a fraction of the price of other tools.

How GoSquared compares to the alternatives.

Without GoSquared

A bunch of different, disconnected tools taped together.
Costs for 1k profiles.

Intercom
For: Live chat and Marketing Automation
Cost: **£119/month.**

Mixpanel
For: User Analytics
Cost: **£25/month.**

Hubspot
For: Forms and Lead Capture
Cost: **£50/month.**

Google Analytics
For: Web Analytics
Cost: Your sanity.

For a team of 5:
£194 / month

For a team of 10:
£289 / month

For a team of 25:
£669 / month

GoSquared

One beautifully powerful platform, one simple price.
Costs for 1k profiles.

GoSquared
£79 per month.

- ✔ **Intelligent live chat**
Open a direct line of communication with your users.
- ✔ **Powerful marketing automation**
Scale your business without scaling your team.
- ✔ **Real-time user analytics**
Know everything about every customer.
- ✔ **Lead Capture Forms**
Find out where all your leads come from.
- ✔ **Real-time website analytics**
Know where to focus and make data informed decisions.
- ✔ **Unparalleled Support**
Get support from a team that actually want to help you.

For your whole team:
£79 / month

Free

A complete tool kit to validate and grow your indie project, for free.

- Real-time **Web Analytics.**
- Intelligent **Lead Capture.**
- Chat to visitors with **Assistant.**
- Team **Inbox.**
- User insights with the **Customer Data Hub.**
- Premium Growth Content.

Create Free Account

MOST POPULAR

Suite

Grow your SaaS business with our suite of integrated products.

From £79 /mo

Everything in free **plus...**

- Unlimited **Marketing Automations.**
- Live Translation.**
- Lead Enrichment.**
- Real-time **Visitors Dashboard.**
- 1,000+ **Integrations**

Start Free

[View Pricing](#)

Early Stage

A light version of the GoSquared Suite plan, for eligible early stage start ups, at a fixed price for your first year.

Just £29 /mo

Everything in free **plus...**

- Powerful **Marketing Automation.**
- Enriched Lead Data.**
- Real-time **Visitors Dashboard.**
- 1,000+ **Integrations.**

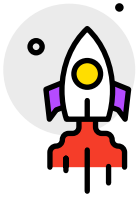
Apply Now

<https://www.gosquared.com/pricing/>

Breadcrumbs

40

TOP 5 PRICING PAGE EXPERIMENT IDEAS



1. DESIGN BOOST: SIMPLE VS. THOROUGH

Should you strive for a minimal layout, or would you instead give your potential customers all the information they need to make an informed decision before buying your product or service?

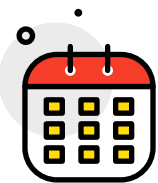
Find the right balance between a simple layout and a complete list of features, benefits, social proof, FAQs, and everything in between to increase conversion rates from your pricing page.



2. PRICE ANCHORING: CHEAP VS. EXPENSIVE

Most pricing pages start with the cheapest (or free) price and then move to the most expensive. The problem with the first approach is that the first price users see is the lowest one. It creates an anchoring effect that makes everything else expensive.

You can experiment by putting the highest price first. Once your brain is anchored to that price, the next (cheaper) plan looks like a steal! Put the one you want your potential client to buy - it may increase your revenue significantly.



3. REVENUE BOOST: ANNUAL VS. MONTHLY

Cash flow is king, and some of the best SaaS pricing pages nowadays are set to default to a yearly plan. However, this is not something you should implement without testing, or you'll be risking big time.

Pro tip: be bold. Will removing the monthly option depress conversion rates? This is the sort of question you should put to the test.



4. USP - DRIVEN: FEATURES VS. BENEFITS

Think of your USP (Unique Selling Proposition) and devise tests around how you can put it front and center in your pricing page and leverage it to increase revenue.

It could mean removing some of the features and highlighting benefits - it can be counterintuitive, but it's worth being tested; you may get unexpected results.

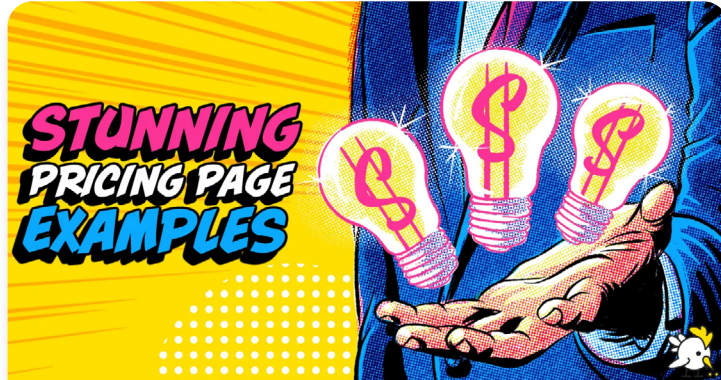


5. THE SKY'S THE LIMIT: WHAT MAKES SENSE FOR YOUR BUSINESS

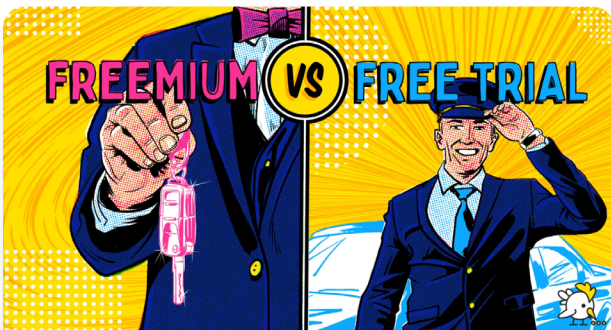
In the examples above, we have seen some creative ideas in terms of pricing. Don't be afraid to find unique solutions that make sense for your business, be it a one-pager or a paid trial.

Pro-tip: Testing your pricing page isn't one and done. It involves loads of experimentation (and a good dose of patience.) Our suggestion? If you don't get results the first time, start again. The solution is there - you just haven't found it yet.

ADDITIONAL RESOURCES



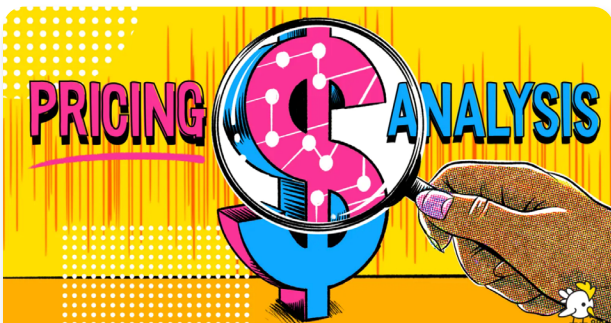
[18 Stunning Pricing Page Examples To Boost Your Revenue](#)



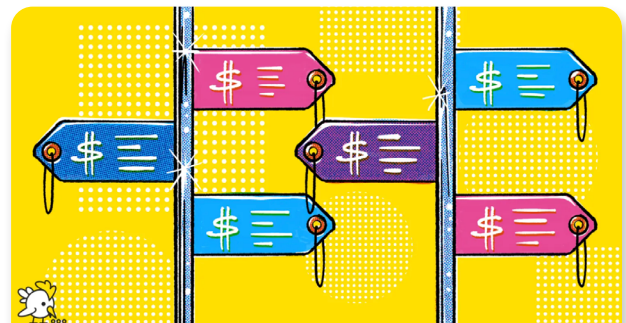
[Freemium vs. Free trials](#)



[The Ultimate SaaS Pricing Strategy](#)



[Pricing Analysis](#)



[6 Top SaaS Pricing Model Unraveled: What's the best for you?](#)

WHAT'S NEXT

Nailing your pricing is just one part of a powerful SaaS strategy.

Another missing piece?

Getting higher-performing leads for your sales team to close while they're smokin' hot.

Breadcrumbs, a [revenue acceleration](#) engine based on co-dynamic lead scoring, is here to help.

We think it shouldn't cost you months and up to several hundreds of thousands of dollars just to hard-code the first iteration in your lead scoring system; you should be able to implement it and then iterate on it in minutes and for free.

Our mission? We want to enable 2,000 companies -which at 500 free leads per month will be a cool 1,000,000 leads scored on a monthly basis- to take it to the next level and be the first early adopters of this new modern take of lead scoring.

A 10X better, 10X faster, 10X cheaper lead scoring that doesn't suck anymore. Welcome to the age of Revenue Acceleration. Can we help you grow quicker and more efficiently? Let us know; we're more than happy to.

Sign up for your
FREE Breadcrumbs account