A Survey of Terrible Pricing Pages

Adam Juda
TapRun, LLC

About Me (Adam Juda)

● Owner of TapRun, LLC (TapRun.com)

● "Wrote the book on software pricing"

● MBA / MSE

Two Questions

CANADA

VINGT · TWENTY

DOLLARS

BANK OF CANADA

20

20

Pricing Low

$1,000 / hr

$1 / hr

No Enterprise Option

webspawner
powered by sibername

	Free	Starter	Pro	Business
		as low as	as low as	as low as
	$0	$6.99 per month	$14.99 per month	$29.99 per month
	Register	Register	Register	Register
Drag & drop builder ?	✔	✔	✔	✔
Free hosting ?	✔	✔	✔	✔
Unlimited pages ?	3 pages	✔	✔	✔
Connect your domain ?		✔	✔	✔
Expanded stats ?		✔	✔	✔
Premium support ?		✔	✔	✔
Customizable footer ?		✔	✔	✔
Remove Webspawner link ?		✔	✔	✔
Your own favicon ?		✔	✔	✔
Header slideshow ?			✔	✔
HD video & audio players ?			✔	✔

smartsheet®

Enterprise	Business	Team	Individual
Custom	**$25**	**$15**	**$14**
Contact Us	per user per month when billed annually	per user per month when billed annually	per user per month when billed annually
Enterprise, industry specific solutions, and company wide plans	Minimum purchase three users	Minimum purchase three users	

Bad Tier Names

Progressive Naming (Traditional)

BRONZE	SILVER	GOLD	PLATINUM
starting at	starting at	starting at	starting at
$49	$69	$99	$199*
per month	per month	per month	per month

AppointmentPlus™

Progressive Naming (Creative)

SPARK	**FLAME**	**BLAZE**
Free	$25 per month	Pay as you go
Generous limits for hobbyists	Predictable pricing for growing apps	Commodity pricing for apps at scale

Firebase

Progressive Naming (Boring)

Dynamics 365 Plan 1

$70 per user/month for 500-999 users

Dynamics 365 Licensing Guide >

BUY >

Includes these apps:

- Dynamics 365 for Sales
- Dynamics 365 for Customer Service
- Dynamics 365 for Field Service
- Dynamics 365 for Project Service Automation

\+ Microsoft PowerApps and Microsoft Flow

Dynamics 365 Plan 2

$210 per user/month

Dynamics 365 Licensing Guide >

CONTACT US >

Includes all the Plan 1 apps + Dynamics 365 for Operations

- Manufacturing and supply chain
- Retail and commerce
- Finance

■■ Microsoft

User Focused

HELLOFAX

	Free	Home Office	Professional	Small Business	Enterprise
			MOST POPULAR		
	$0	$9.99/mo	$19.99/mo	$39.99/mo	Looking for more?
	Get Started	Get Started	Get Started	Get Started	Contact us
		30 day free trial	30 day free trial	30 day free trial	
Feature included					
Fax Pages ?	5 total	300/month	500/month	1000/month	
Team Size ?	No team	5	10	20	

User Focused (w/ Lightning)

SalesforceIQ CRM Starter	Lightning Professional	Lightning Enterprise	Lightning Unlimited
		MOST POPULAR	
Out-of-the-box CRM for up to 5 users	Complete CRM for any size team	Deeply customizable sales CRM for your business	Unlimited CRM power and support
Starting at			
$25	$75	$150	$300
USD/user/month* (billed annually)	USD/user/month* (billed annually)	USD/user/month* (billed annually)	USD/user/month* (billed annually)

Popularity of Naming Systems

Progressive	39%
User Focused	18%
Misc.	42%

FEATURES   PRICING   MORE ▾

LOGIN

Plans & Pricing

monthly ⬤ annual

GRATIS

AD HOC

BONA FIDE

CARPE DIEM

FREE
Forever

SIGN UP!

$ **14** .95
month

Go Annual, Save 25%! →

SIGN UP!

$ **29** .95
month

Go Annual, Save 25%! →

SIGN UP!

$ **69** .95
month

Go Annual, Save 25%! →

SIGN UP!

überflip

Exclusive	Elite	Enterprise
Request a Demo	Request a Demo	Contact Us
15 Custom Streams	25 Custom Streams	**All Elite features plus:**
100 PDFs to Flipbooks ⑦	150 PDFs to Flipbooks ⑦	More Custom Streams
Advanced MAP Integration ⑦	Advanced MAP Integration ⑦	More Flipbooks
15 Calls-to-Action	25 Calls-to-Action	More CTAs
Shout Email Integration	Shout Email Integration	Content Attribution
	Smart Filters	API Access
	Custom Code	CTA Variations

Synonyms!

elite 🔊 ★ see definition of elite f Like g +1 (Aa) show all

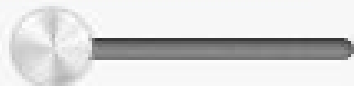adj **best, first-class**   noun high-class persons

Relevance ⬤ A-Z   Complexity ⬤ +   Length ⬤

Synonyms for elite

adj **best, first-class**

exclusive   noble   gilt-edged   tip-top

choice   pick   greatest   top drawe

Smart Time

Subscription Pricing

The most powerful timekeeping system money can buy.

CLOUD Single User	CLOUD Multi-User	ENTERPRISE Multi-User
$95/mo	$250/mo	Call
Browser Time Entry	Browser Time Entry	Browser Time Entry
Mobile Time Entry	Mobile Time Entry	Mobile Time Entry
Admin Panel	Admin Panel	Time Capture
1 User	5 Users	Billing Guidelines
	Additional Tiers	Fully integrated to

Using the Effort Heuristic

Microsoft | Power BI

	FREE	$9.99 / USER / MONTH
	POWER BI	**POWER BI PRO**
US Dollar ($) ▼	Sign up	Purchase
Collaborate with your team using Office 365 Groups in Power BI		•
Create, publish and view organizational content packs		•
Manage access control and sharing through Active Directory groups		•
Shared data queries through the Data Catalog		•
Control data access with row-level security for users and groups		•

36 results

Sort by: matches ▾

Web Development Mentor

Thinkful Inc. 📍 *Atlanta, GA* ⌃ **Remote**

javascript node.js reactjs mongodb

2 days ago

★ Global Brand, Cutting Edge Product – Top Developers W…

eVestment 📍 *Atlanta, GA*

.net java javascript c# extjs

2 days ago

★ Full-Stack Developer with Typescript/Javascript/Scala/Ja…

Cotiviti 📍 *Atlanta, GA* ⌃ **Remote**

javascript typescript angularjs scala reactjs

5 days ago

★ Senior Software Engineer - .NET, Analysis/Design

RDA Corporation 📍 *Alpharetta, GA*

c# asp.net-mvc html5 javascript angularjs

6 days ago

★ SAP Application Developer (119637)

UPS Information Technology 📍 *Alpharetta, GA*

sap crystal-reports plsql

2 weeks ago

★ Senior MDM (Master Data Management) Developer (117…

UPS Information Technology 📍 *Atlanta, GA*

master-data-management

2 weeks ago

stack **overflow**

stack overflow
TALENT

Purchase Job Listings

Valid in: **United States, Canada or Puerto Rico** [change]

Quantity   1

Length   **Annual** ▾

$2,499 per post

Order Total   **$2,499** ▾

Upgrade

☐ Add **Top Spot** placement   **add $2,500 per listing**

☐ **Feature** this listing   **add $1,200 per listing**

$3,750 in options

Contact Name

Jacob Nielsen

Company Name

$2,500 for "Top Spot"

select * from jobs order by topspot;

$1,200 for "Featured"

$color = $featured ? 'yellow' : 'white';

Decreasing Unit Price as Volume Rises

How much does Basecamp cost?

Dollar-for-dollar, Basecamp is one of the best investments you can make in running a better business.

Just $99/month for businesses

Or, pay **$1000** for a year and save about 15%.

Flat, fixed pricing • No per-user fees • Unlimited users • Unlimited projects

Free
for teachers & students

50% off
for non-profits & charities

$99 / 1 user

$99 / 99,000 users

$99 / 99,000 users

0.1 ¢ / user

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Free
for teachers & students

50% off
for non-profits & charities

Oh, and we get 15% off for paying a year in advance!

$$0.1 \ ¢ \ / \ user$$

$$- \ 15\%$$

$$0.085 \ ¢ \ / \ user$$

Plans

0 GB	100 GB	1 TB
Current plan	**$1.99/month**	**$9.99/month**
	Or prepay annually (save 16%): $19.99/year	Or prepay annually (save 17%): $99.99/year

Drive storage

Plans

0 GB	100 GB	1 TB
	20 ¢ / GB	10 ¢ / GB
Current plan	**$1.99/month**	**$9.99/month**
	Or prepay annually (save 16%): $19.99/year	Or prepay annually (save 17%): $99.99/year

Add more value!

- HIPAA compliance
- Uptime guarantees
- Data insurance
- Better support
- Decreased latency

CloudApp™

Starter

$9

Per user, per month billed annually.

Core capture and share capabilities, advanced security, group administration, domain customization, consolidated billing and team analytics.

$10 billed monthly.
* 3 user minimum

Try CloudApp for FREE

Business

$17

Per user, per month billed annually.

More bandwidth and the most advanced security, compliance, and control features on the market — including custom storage and single sign-on support.

$19 billed monthly.
* 3 user minimum

Try CloudApp for FREE

Enterprise

Contact Us

Inquire below for pricing.

CloudApp Enterprise Cloud (CEC) comes with virtual or on-premise deployment options and advanced data isolation controls.

Schedule Demo

Starter includes
All these great features:

Business includes
Everything in **starter**, and:

Enterprise includes
Everything in **business**, and

Poor Tier Differentiation

Hacker	Starter	Business	Growth
$0 /mo	$79 /mo	$199 /mo	$399 /mo
Try It Now	Get Started	Get Started	Get Started
Up to 1,000 recipients/month	Up to 10,000 recipients/month	Up to 40,000 recipients/month	Up to 100,000 recipients/month
Unlimited Templates	Unlimited Templates	Unlimited Templates	Unlimited Templates
Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends
A/B Tests	A/B Tests	A/B Tests	A/B Tests
Drip Campaigns	Drip Campaigns	Drip Campaigns	Drip Campaigns
Customer Segmentation	Customer Segmentation	Customer Segmentation	Customer Segmentation
Basic Support	Online Chat Support	Online Chat Support	Phone Support
	Multiple User Accounts	Multiple User Accounts	Multiple User Accounts
	Viewable Email Archive	Viewable Email Archive	Viewable Email Archive
			Template Assistance

Hacker	Starter	Business	Growth
$0/mo	$79/mo	$199/mo	$399/mo
Try It Now	Get Started	Get Started	Get Started
Up to 1,000 recipients/month	Up to 10,000 recipients/month	Up to 40,000 recipients/month	Up to 100,000 recipients/month
Unlimited Templates	Unlimited Templates	Unlimited Templates	Unlimited Templates
Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends
A/B Tests	A/B Tests	A/B Tests	A/B Tests
Drip Campaigns	Drip Campaigns	Drip Campaigns	Drip Campaigns
Customer Segmentation	Customer Segmentation	Customer Segmentation	Customer Segmentation
Basic Support	Online Chat Support	Online Chat Support	Phone Support
	Multiple User Accounts	Multiple User Accounts	Multiple User Accounts
	Viewable Email Archive	Viewable Email Archive	Viewable Email Archive
			Template Assistance

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Unlimited Templates	Unlimited Templates	Unlimited Templates	Unlimited Templates
Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends
A/B Tests	A/B Tests	A/B Tests	A/B Tests
Drip Campaigns	Drip Campaigns	Drip Campaigns	Drip Campaigns
Customer Segmentation	Customer Segmentation	Customer Segmentation	Customer Segmentation
Basic Support	Online Chat Support	Online Chat Support	Phone Support
	Multiple User Accounts	Multiple User Accounts	Multiple User Accounts
	Viewable Email Archive	Viewable Email Archive	Viewable Email Archive
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Try It Now	Get Started	Get Started	Get Started
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Unlimited Templates	Unlimited Templates	Unlimited Templates	Unlimited Templates
Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends	Unlimited Email Sends
A/B Tests	A/B Tests	A/B Tests	A/B Tests
Drip Campaigns	Drip Campaigns	Drip Campaigns	Drip Campaigns
Customer Segmentation	Customer Segmentation	Customer Segmentation	Customer Segmentation
Basic Support	Online Chat Support	Online Chat Support	Phone Support
	Multiple User Accounts	Multiple User Accounts	Multiple User Accounts
	Viewable Email Archive	Viewable Email Archive	Viewable Email Archive
			Template Assistance

Logos Bible Software 7

Bronze

Tradition

Standard

Level

Bronze Library + Logos 7 Full Feature...

Starter Library + Logos 7 Starter Feature Set

Bronze Library + Logos 7 Full Feature Set

Silver Library + Logos 7 Full Feature Set

Gold Library + Logos 7 Full Feature Set

Platinum Library + Logos 7 Full Feature Set

Diamond Library + Logos 7 Full Feature Set

Portfolio Library + Logos 7 Full Feature Set

Collector's Edition Library + Logos 7 Full Feature Set

Special Logos 7 savings

~~$629.99~~ **Save 10% today!**

Sale price

$566.99

Paid in full today

OR

$40.43 / mo

For 15 months with
$40.54 down ⓘ

Add to cart

E... ...u don't own.
Get th... ...w for only **$566.99**.

PerfectTablePlan

The easiest way to create a table seating plan
for your wedding, celebration or event

Compare editions »

PerfectTablePlan v5 Home Edition

for people organizing their own wedding reception, party or event

$29.95

PerfectTablePlan v5 Advanced Edition

for charity organizers, club secretaries and other frequent users

$74.95

PerfectTablePlan v5 Professional Edition

for professional event planners

$299.95

Number of users: 1 ?

Total: $29.95

US Dollar ?

SECURE CHECKOUT

Note that this is a **single payment** (not a recurring subscription).

Unnecessary Decision Making

Steve Krug

DON'T MAKE ME THINK

THINK

A Common Sense Approach to Web Usability

FOREWORD BY ROGER BLACK

Forcing Unneeded Decisions

Buy Now

No obligations, no contracts. Cancel anytime.

First Name

Last Name

Email

Your email address serves as your username.

Password

☐ Show password

Your password must be 6 characters or more.

Organization Name

Phone Number

US   +1 ▼

☐ I've **read and agreed** to the Terms & Conditions and
Mail Terms of Service.

Buy Now

Get Started with SimpleLegal, request more info today.

First Name | Last Name

Work Email

Company

Phone

How can we help?

Submit

http://example.com/?plan=pro

Pushing the
Least Profitable Option

2 Choose a plan that fits your needs

MOST POPULAR

BASIC

$22.00 /month

All the features of the **Free** Plan, PLUS:

✔ **Send unlimited** emails

✔ Connect 3 ▮ or ▾ accounts

✔ Remove VerticalResponse branding in email footer

✔ Automatically send Follow-Up Emails to non-responders

PRO

$32.00 /month

All the features of the **Basic** Plan, PLUS:

✔ Connect up to 6 ▮ or ▾ accounts

✔ Exclusive benefits:

> Dedicated contact person

> Delivery rate improvement review

> Email template with your logo

	Membership $274 per month	4 Pack $314 per month	Singles $84 per lesson	In Home $314 per month
Price per Lesson	$68.50	$78.50	$84	$68.50 + $10 Travel Fee
Savings	20% Off!	8% Off		
Location	At Our Studio or Webcam	At Our Studio or Webcam	At Our Studio or Webcam	In Home
Based on 4 Lessons / Month	✓	✓	✗	✓
Includes Travel Fee	✗	✗	✗	✓
Most Popular	✓	✗	✗	✗
No Long Term Contracts	✓	✓	✓	✓
Easy Monthly Payments	✓	✗	✗	✓
No Hidden Fees	✓	✓	✓	✓
FREE Practice Time	✓	✗	✗	✗
FREE Workshops	✓	✗	✗	✓
FREE Recording Sessions	✓	✗	✗	✓

PAGEmusic LESSONS

quickbooks (intuit)

Independent contractors

Small businesses

Self-Employed	Simple Start	Essentials	MOST POPULAR Plus
~~$10~~ $5/mo	~~$15~~ $10/mo	~~$30~~ $21/mo	~~$40~~ $28/mo
Buy now	Buy now	Buy now	Buy now
✔	✕	✕	✕
✔	✔	✔	✔
✔	✔	✔	✔
✔	✔	✔	✔

You are here: Home / Pricing

Pricing

PLAN DETAILS		BASE	Most popular! PREMIUM	ELITE
Price per Month Promo!		$49	$149	$299
Facebook Ads Spending		up to $3,000	up to $10,000	up to $50,000
Facebook Ads Accounts	?	Unlimited	Unlimited	Unlimited
Unlimited Ads split testing		👍	👍	👍
Powerful simple analytics		👍	👍	👍
Essential Features *		👍	👍	👍
Automatic optimization	?	👍	👍	👍
Sub Accounts	?	✗	up to 2	up to 30
Data Update Frequency	?	60'	30'	10'

spp Smart Podcast Player

Best Value

$8/mo

Buy It Now

Billed annually

Most Flexible

$12/mo

Buy It Now

Billed monthly

Premium Package

⚓ PDF of Just Fucking Ship

⚓ PDF of Just F#*!ing Ship (bleeped version)

⚓ How to Build a Product Biz on the Side - a 1-hour discussion with me (Amy) and Alex, with gritty details and personal stories

⚓ Five awesome bonus lessons that'll help you design and execute your launch, create and implement the world's best (and cheapest) marketing strategy, overcome the procrastination (using neither the carrot nor the stick), and kick ass at planning and executing your plan

⚓ An assumption-busting 12-step product design workbook, more detailed than you'll find anywhere else

⚓ A handy-dandy weekly checkin work sheet to help you keep on track

⚓ My personal Kanban / Trello templates (coming soon!)

Get your butt in gear.
Buy now for $39!

Just the book!

⚓ PDF of Just Fucking Ship

⚓ PDF of Just F#*!ing Ship (bleeped version)

Get your butt in gear.
Buy now for $19!

Premium Package

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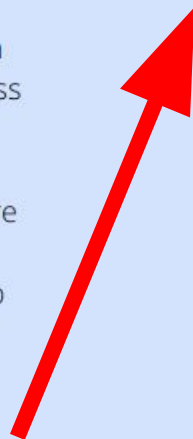⚓ My personal Kanban / Trello templates (coming soon!)

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⚓ PDF of Just F#*!ing Ship (bleeped version)

Get your butt in gear.
Buy now for $19!

Solo	Standard	Pro	Network	Multi-Location
$39 per month	**$69** per month	**$109** per month	**$159** per month	**$249** per month
1 Employee	**5 Employees**	**Unlimited Employees**	**Unlimited Employees**	**Unlimited Employees**
Client History & Notes	Label Printing	Mass E-mail Marketing	1 Store	2 Stores
Credit Card Processing	Inventory & Ordering	Payroll & Check Printing	2 Computer Licenses	2 Computer Licenses/Store
E-mail & Text Clients	Employee Access Controls	Resource Management	All features on each computer	Connect from one location to another
Online Booking	200+ Reports	Waiting Lists	More licenses at low cost	Advanced Reports
See all features	See all features	See all features	See all features	See all features
SUBSCRIBE	SUBSCRIBE	SUBSCRIBE	SUBSCRIBE	SUBSCRIBE

Most Popular!

Salon iris

The "Unchunkable"

Monthly Subscription Features

	Solo	Standard	Pro	Network	Multi-Location
Number of Employees	one	five	unlimited	unlimited	unlimited
Number of Computers	one	one	one	two at one location*	two at two locations*
Client Information					
Client Purchase History	●	●	●	●	●
Client Formula Notes	●	●	●	●	●
Photo Management	●	●	●	●	●
Client Balances	●	●	●	●	●
Client Prepaid Services	●	●	●	●	●
Smart Client Booking	●	●	●	●	●
Loyalty Points System	●	●	●	●	●
Client Document Tracking					●
Business Management					
Software Themes	●	●	●	●	●
Powerful Dashboard	●	●	●	●	●
Appointment Book	●	●	●	●	●
Service & Product Sales	●	●	●	●	●
Inventory Tracking	●	●	●	●	●
Employee Scheduling	●	●	●	●	●
Time Clock	●	●	●	●	●
Sales Totals Reporting	●	●	●	●	●
Automatic Database Backups	●	●	●	●	●
Appointment Notifications	●	●	●	●	●
Two-Way Text Confirmations	●	●	●	●	●
Client Messaging	●	●	●	●	●
E-mail Receipts	●	●	●	●	●
Online Booking	●	●	●	●	●
Credit Card Processing w/ EMV Support	⊗	⊗	⊗	⊗	⊗
Call Reminder	⊗	⊗	⊗	⊗	⊗
Remote Access	⊗	⊗	⊗	⊗	⊗
Free iPhone & Android Apps	⊗	⊗	⊗	⊗	⊗
Client Mailing			●	●	●
Barcode Label Printing			●	●	●
Employee Access Restrictions			●	●	●
200+ Additional Reports			●	●	●
Accounting & Payroll					
Payroll & Check Printing			●	●	●
General Ledger			●	●	●
Profit & Loss Reporting			●	●	●
QuickBooks Connect			⊗	⊗	⊗
Marketing & More					
Gift Cards Usage & Tracking	●	●	●	●	●
E-mail Templates	●	●	●	●	●
Product Ordering		●	●	●	●
Marketing Campaign Manager			●	●	●
Wait List & Standing Appointments			●	●	●
Employee Reminders			●	●	●
Manage Rooms & Equipment			●	●	●
E-mail Marketing			●	●	●
Multiple Computer Support For Networks					
Share on Multiple Computers				●	●
Connect from Remote Locations				●	●
Use POS Hardware on Multiple Stations				●	●
Multiple Business Location Support					
Manage Multiple Business Locations					●
Multi-Location Reporting					●
	Subscribe	Subscribe	Subscribe	Subscribe	Subscribe

Software Themes

Powerful Dashboard

200 Additional Reports

Frontloading Value

	Most Popular		
	Pro	**Teams** ?	**Enterprise** ?
	$39/month	Starting at	Get in touch for pricing
	or $399 per year	$399/year	
		billed annually	
	Signup ❯	Set Up Team ❯	Contact Us ❯
	1 User	Per user	
Unlimited Books	✔	✔	✔
Unlimited Video Courses	✔	✔	✔
Unlimited Audio Books	✔	✔	✔
Unlimited Conference Talks	✔	✔	✔
Unlimited Rough Cuts ?	✔	✔	✔
Notes, Syncing, and Highlights	✔	✔	✔
Personalized Recommendations	✔	✔	✔
Online and Phone Support	✔	✔	✔
iOS/Android App ?	✔	✔	✔
Discounts on O'Reilly Conferences		✔	✔
Custom Tutorials			✔
Dedicated Account Manager			✔
Direct Billing Options		✔	✔
End User Usage Reporting			✔
Ability to Reassign Licenses			✔
Group Self-registration			✔
Single Sign-on Integration			✔

	Pro	Teams	Ent.

	Pro	Teams	Ent.
Features	9	11	17

	Most Popular		
	Pro	**Teams** ?	**Enterprise** ?
	$39/month	Starting at	Get in touch for pricing
	or $399 per year	$399/year	
		billed annually	
	Signup >	Set Up Team >	Contact Us >
	1 User	Per user	
Unlimited Books	✔	✔	✔
Unlimited Video Courses	✔	✔	✔
Unlimited Audio Books	✔	✔	✔
Unlimited Conference Talks	✔	✔	✔
Unlimited Rough Cuts ?	✔	✔	✔
Notes, Syncing, and Highlights	✔	✔	✔
Personalized Recommendations	✔	✔	✔
Online and Phone Support	✔	✔	✔
iOS/Android App ?	✔	✔	✔
Discounts on O'Reilly Conferences		✔	✔
Custom Tutorials			✔
Dedicated Account Manager			✔
Direct Billing Options		✔	✔
End User Usage Reporting			✔
Ability to Reassign Licenses			✔
Group Self-registration			✔
Single Sign-on Integration			✔

"Core" Features

- Books
- Video Courses
- Audiobooks
- Conference Talks
- Rough Cuts (draft editions of books)
- Custom Tutorials

"Filler" Features

- Single Sign-on
- Direct Billing Options
- Ability To Reassign Licenses
- Group Self-Registration

	Most Popular		
	Pro	**Teams** ❓	**Enterprise** ❓
	$39/month	Starting at	Get in touch for pricing
	or $399 per year	$399/year	
		billed annually	
	Signup ➤	Set Up Team ➤	Contact Us ➤
	1 User	Per user	
Unlimited Books	✔	✔	✔
Unlimited Video Courses	✔	✔	✔
Unlimited Audio Books	✔	✔	✔
Unlimited Conference Talks	✔	✔	✔
Unlimited Rough Cuts ❓	✔	✔	✔
Notes, Syncing, and Highlights	✔	✔	✔
Personalized Recommendations	✔	✔	✔
Online and Phone Support	✔	✔	✔
iOS/Android App ❓	✔	✔	✔
Discounts on O'Reilly Conferences		✔	✔
Custom Tutorials			✔
Dedicated Account Manager			✔
Direct Billing Options		✔	✔
End User Usage Reporting			✔
Ability to Reassign Licenses			✔
Group Self-registration			✔
Single Sign-on Integration			✔

	Pro	Teams	Ent.
Features	9	11	17
"Core" Features	5	5	6

	Most Popular		
	Pro	**Teams** ❓	**Enterprise** ❓
	$39/month	Starting at	Get in touch for pricing
	or $399 per year	$399/year	
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	Signup ❯	Set Up Team ❯	Contact Us ❯
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Unlimited Audio Books	✔	✔	✔
iOS/Android App ❓	✔	✔	✔
Discounts on O'Reilly Conferences		✔	✔
Custom Tutorials			✔
Dedicated Account Manager			✔
Direct Billing Options		✔	✔
End User Usage Reporting			✔
Ability to Reassign Licenses			✔
Group Self-registration			✔
Single Sign-on Integration			✔

Freemium

The Hubstaff Free Plan Mistake

Here's what one of our earliest pricing plans looked like:

5 Users	10 Users *Most Popular*	20 Users	Free Forever
$24 Per Month	**$49** Per Month	**$99** Per Month	**$0** Per Month
🏷 Unlimited projects	🏷 Unlimited projects	🏷 Unlimited projects	🏷 3 users
✳ Team payments	✳ Team payments	✳ Team payments	✳ Screenshots retained for 2 weeks
♥ 24x7 support	♥ 24x7 support	♥ 24x7 support	🏷 Will remain free forever
START TRIAL No credit card required	**START TRIAL** No credit card required	**START TRIAL** No credit card required	**START TRIAL** No credit card required

Removing freemium plan
7+ million results!

Google

removing freemium plan

All · Videos · Images · News · Shopping · More · Settings · Tools

About 7,600,000 results (0.63 seconds)

Freemium vs. Free: Why We Ditched Our Free Plan – Trakio blog
blog.trak.io/**freemium**-vs-free-why-we-ditched-our-free-**plan**/ ▾
Apr 15, 2014 - As we came out of private Beta, we announced a pretty unpopular decision at Trak.io: we **removed** our free **plan** (and replaced with a $9 per ...

Freemium or Free Trial? There's a better question - Sixteen Ventures
sixteenventures.com/**freemium**-or-free-trial ▾
Jan 9, 2014 - **Freemium** or not, you must **remove** barriers to entry, reduce friction, and get your prospective customers to a point where they realize – or at ...

Dropping Freemium: How One Company Killed Its Free Plan and ...
laas.opinviewpartners.com/should-you-drop-your-**freemium**-model ▾
Mar 31, 2015 - For most Saas companies offering free trials and **freemium plans** is a way to remove the need to constantly beg non-paying customers to convert ...

Sunsetting our Free Plan: why we're moving away from freemium - Buffer
https://buffer.com/.../sunsetting-our-free-**plan**-why-were-moving-away-from-**freemiu**... ▾
May 11, 2016 - Sunsetting our Free **Plan**: why we're moving away from **freemium** ... This sadly means we'll be **removing** the Free **Plan** from Respond so we can ...

Our Big Free Plan Mistake: Why Giving It Away Didn't Work
blog.hubstaff.com/saas-pricing-free-**plan**-mistake/ ▾
Jun 22, 2015 - It's tempting to offer a free **plan** in your Saas pricing model, thinking users will upgrade. ... tech news site, is a recent example of the failure of the **freemium** model. Yes .... Have to tried **removing** the free **plan** from your website?

Why Free Plans Don't Work | Software by Rob
www.softwarebyrob.com/2010/08/18/why-free-**plans**-dont-work/ ▾

Freemium costs include…

- Staff
- Resources
- Cannibalization
- Marketing to non-targets

What do you call a customer on a free tier?

Primary value from freemium

- Users convert
- Users attract others who convert

Limit freemium plans by…

- ~~Guilt (nagware)~~
- Content
- Functionality
- Time
- User count
- Licensing

Decoy Pricing
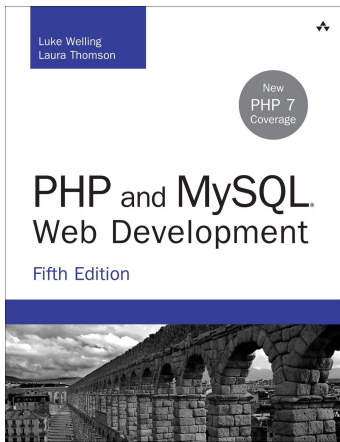
Book + Web Edition

Your Price: $39.99

List Price: $49.99

About this Web Edition

eBook (Watermarked) + Web Edition

Your Price: $31.99

List Price: $39.99

Includes EPUB, MOBI, and PDF

About eBook Formats

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Web Edition

Your Price: $31.99

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Add to cart

FREE SHIPPING!

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Same Price!!

NEW YORK POST

② SUBSCRIPTION CHOICES ▼

Select a new subscription that's best for you

GOOD

○ **Saturday-Sunday** for just **$2.50** per week

○ **Weekday (Mon-Fri)** for just **$4.99** per week

BETTER

○ **Extended Weekend (Fri-Sun)** for just **$2.50** per week when you pay now - that's like getting FRIDAY FREE every week!

BEST

● **Daily Delivery (7 Days)** for just **$4.99** per week when you pay now - that's like getting FREE WEEKENDS every week!

NEXT

Offer valid for households that have not had New York Post home delivery in the past 60 days. We reserve the right to discontinue these introductory offers at any time. You must be 18 years or older and have a valid address in the promotional area, on an active delivery route, to participate in this offer. Please allow 2 to 3 business days for your delivery to start.

Same Price!!

NEW YORK POST

2 SUBSCRIPTION CHOICES ▼

Select a new subscription that's best for you

GOOD

○ **Saturday-Sunday** for just **$2.50** per week

○ **Weekday (Mon-Fri)** for just **$4.99** per week

BETTER

○ **Extended Weekend (Fri-Sun)** for just **$2.50** per week when you pay now - that's like getting FRIDAY FREE every week!

BEST

● **Daily Delivery (7 Days)** for just **$4.99** per week when you pay now - that's like getting FREE WEEKENDS every week!

NEXT

Same Price!!

Features vs Benefits

Features = Your Product

Benefits = Your Users

MINDBODY App Listing (?)	✓	✓
Class & Appointment Scheduling	✓	✓
Retail Point of Sale (?)	✓	✓
Automated Emails & Texts (?)	✓	✓
Reporting (?)	25+	90
Advanced Scheduling Options (?)		✓
Branded Web Tools (?)		✓

Crunch numbers and track trends on sales, clients and staff

"One of the most repeated rules of writing compelling copy is to stress benefits, not features."

Lynda.com®
FROM LINKEDIN

	Basic	Premium (Best Value)
Average monthly cost	From $19.99	From $29.99
∞ Unlimited learning from all 5,554 courses ℹ️	✓	✓
🖥️ Watch on your computer, phone, tablet or TV ℹ️	✓	✓
📁 Project files and code practice ℹ️	✗	✓
🗣️ Assess your progress with quizzes ℹ️	✗	✓
⬇️ Offline viewing ℹ️	✗	✓

Continue

Bonus: No Goal

Goal	Businesses
Maximize profits	Established companies
Penetrate a market	Well-funded businesses entering new markets
Saturate a market	Dominant firms
Maximize liquidity	Firms with limited financial runway (bootstrapped firms or firms that are losing money)
Maximize goodwill	Companies producing ancillary items or looking to build their reputations

What people think I did...

Bad SAAS pricing pages that reduce profits

Web   Images   Videos   Maps   News

1,200,000 RESULTS   Any time ▾

What I really did...

SAAS pricing pages

Web   Images   Videos   Maps   News

677,000 RESULTS   Any time ▾

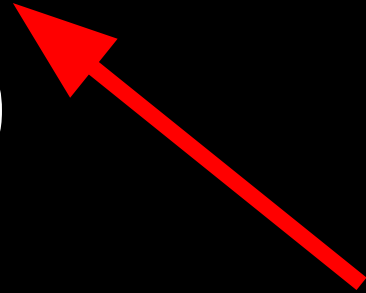# For More Information:

- Adam Juda

- adam@TapRun.com

- https://TapRun.com

Platinum $10,000

Gold $5,000

Platinum	$10,000
Diamond	$9,999
Gold	$5,000

Decoy!

Platinum $10,000

Diamond $9,999

~~Gold $5,000~~

Platinum $10,000
~~Diamond $9,999~~

Platinum $10,000

Diamond $9,999