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The State of SaaS Pricing 2021



Pricing Strategy

Rise	Scale Popular	Enterprise
USD 249 /mo billed annually	USD 549 /mo billed annually	Custom
Includes USD 800K/yr revenue 0.8% of average revenue	Includes USD 800K/yr revenue 0.8% of average revenue	Talk to our experts and get tailored pricing for your business.
Sign up for free	Sign up for free	Contact Sales

84% of companies organize packages **low to high**.

Over **50% companies** promote one of the plans as the
"**Popular**" or "**Recommended**" package, or with a **different color**.

Free <i>for getting started</i>	Standard <i>for individuals</i>	Team <i>for sales teams</i> RECOMMENDED	Enterprise <i>for large companies</i>
\$0 forever <i>1 user and contacts</i>	<i>starts at...</i> \$50/mo <i>up to 5 users all contacts</i>	<i>starts at...</i> \$250/mo <i>5 users all contacts</i>	Contact us <i>customizable plan tailored for your team</i>
Sign up for free	Buy now	Contact us <i>or upgrade now</i>	Contact us

Watch the Trend on Free or Pay Back Strategy^[1]

30%

offers a **Free trial** or **Freemium** plan alongside paid packages

6% offers a **Money-Back Guarantee**



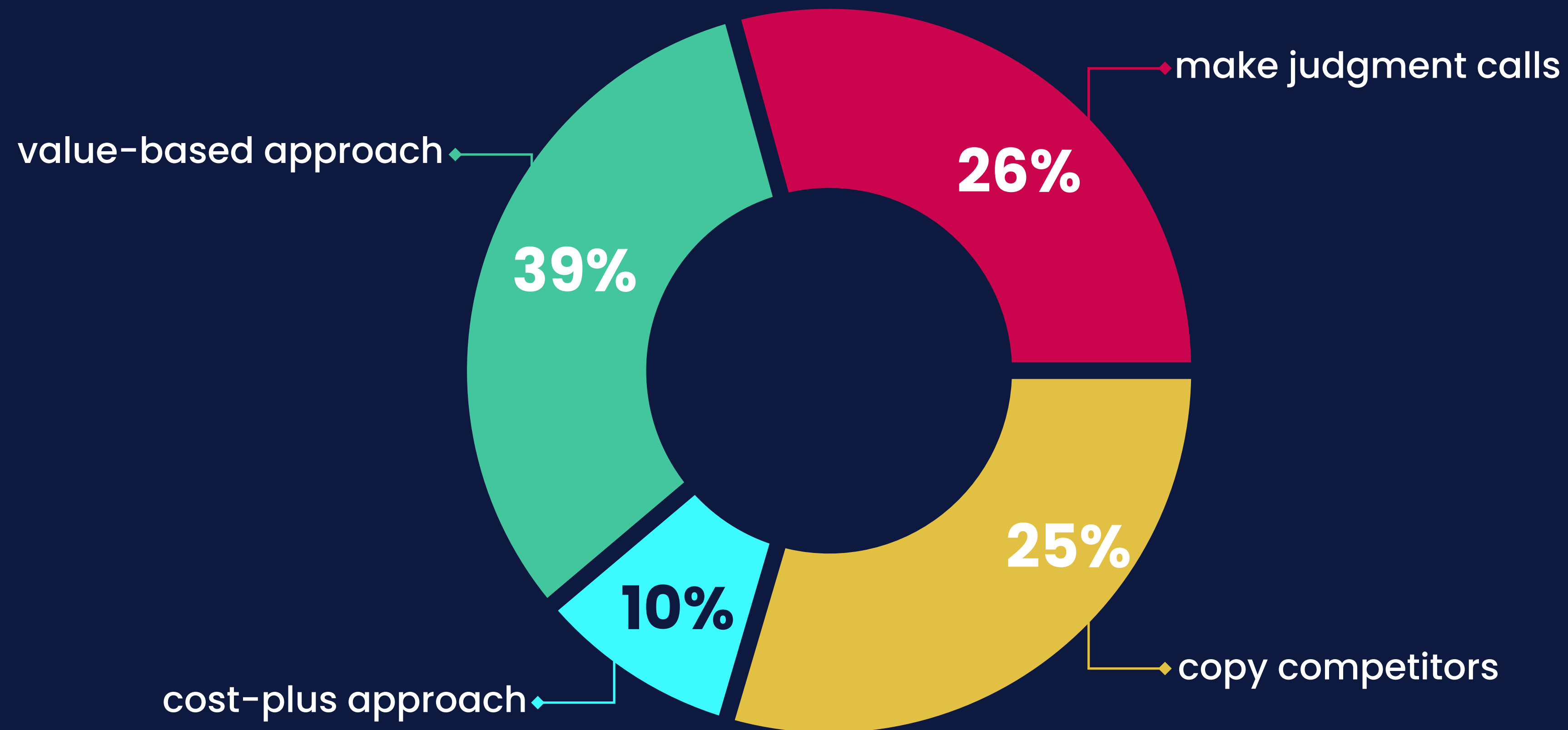
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Top performing CTA copies



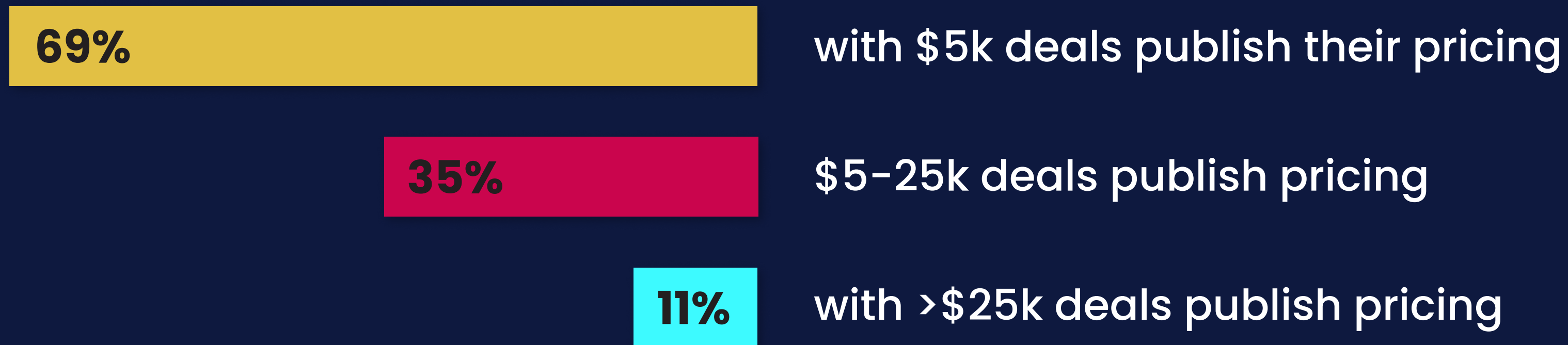
95% of copies start with an imperative, like
'Try', 'Start' or 'Get' [1]

Approach they take



Value-Based Pricing is the most preferred approach [2]

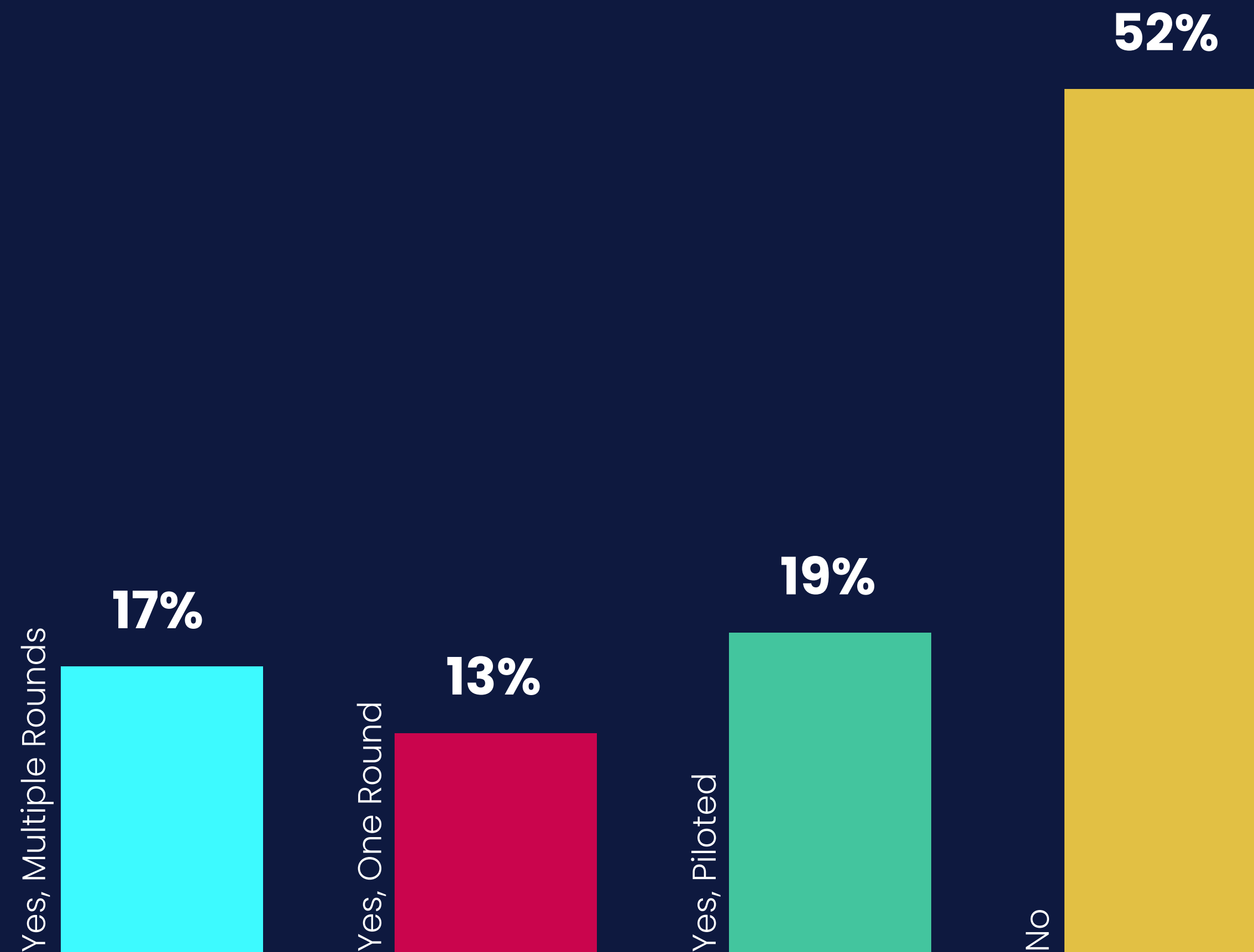
Publishing the Pricing



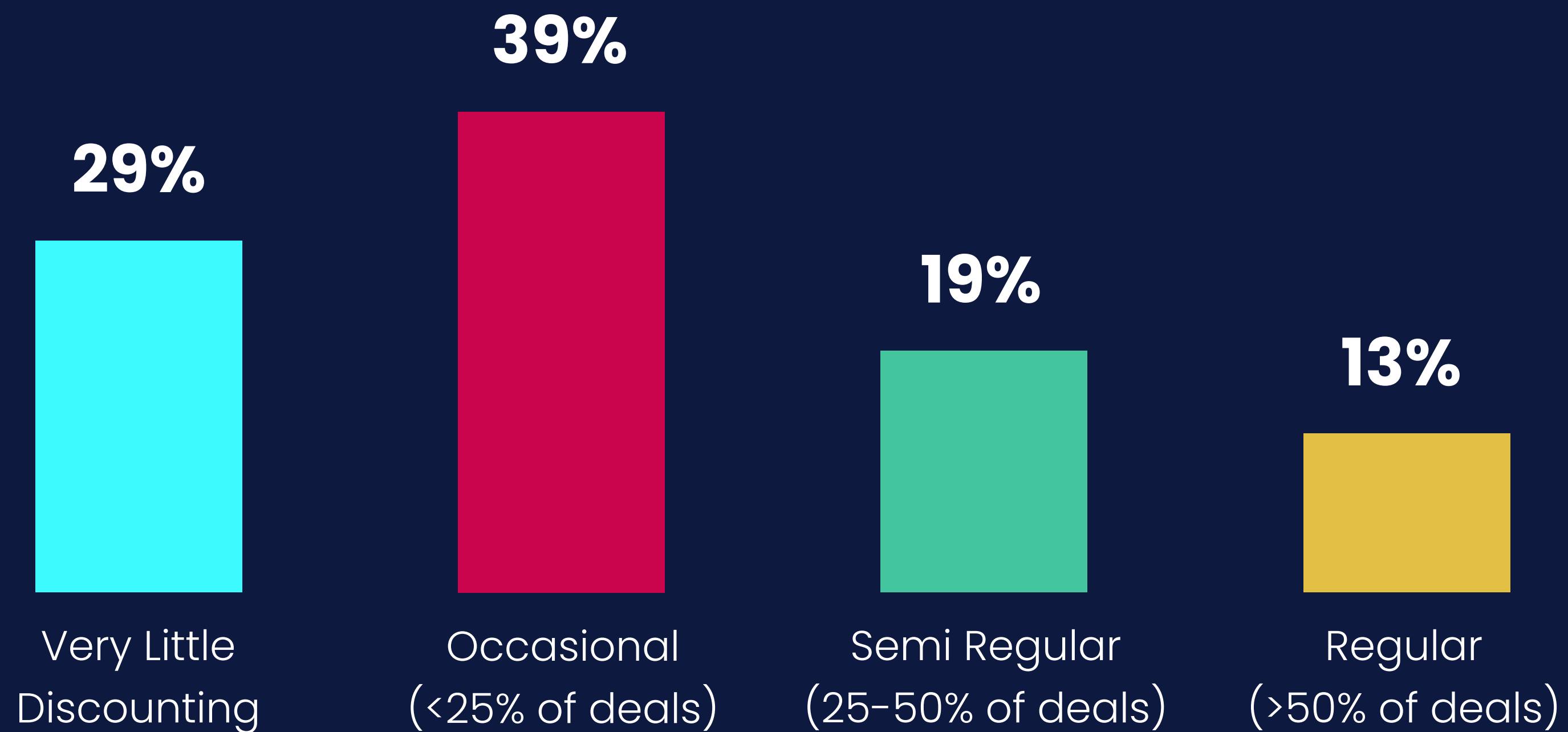
45% of Companies **Publish their Pricing**.
Deal size is the biggest factor behind this



How often they test their Pricing? ^[4]



Frequency of discounting ^[4]



Some more stats

- The average SaaS company **Spends 6 hours** over their whole lifecycle **on Pricing** [3]
- **1 in 4 companies** change their Pricing at least once a year, with most changing Pricing multiple times. [2]
- **A 1% improvement in price can boost profits by 11%** [3]
- **85% of Companies** choose to name their packages in relation to their price [1]



Sources

[1] Onstartups

[2] Reforge

[3] Priceintelligently

[4] Openview Partners

