

Pricing Page and Strategy Report Sample

[Your Company]

Prepared by XaaS Pricing

May 2022



Pricing Page Report and Consultation Overview

- XaaS Pricing offers a customized pricing page evaluation, audit and advisory service that will provide specific, tailored recommendations on how you can adjust your pricing page and/or pricing strategy to optimize common areas that enhance conversions.
- You'll receive a report like the example one enclosed. Your report results will also be added to the XaaS Pricing Research Platform, and you'll be granted six months of access to the platform for ongoing monitoring and pricing research.
- You'll also have the opportunity for a one-hour consultation session with XaaS Pricing's analyst team to walk through the report results, ask questions and seek guidance on action plan for implementation.

Key XaaS Pricing Strategy Recommendations: COMPANY

Revisit your free-to-paid acquisition vehicles

Customers value a low/no-friction process that typically begins with a free trial or sign-up for a free plan. This has become an industry standard across SaaS categories. We recommend pivoting from a moneyback guarantee to a free trial with credit card-free sign-up that allows prospects to experience the product for a time period before committing to submitting payment information. This will provide an acquisition on-ramp, as well as provide the opportunity to capture prospect feedback to iterate and improve the product.

Consider additional tiering for your packaging model

Your product's current primary value metric is locations per month, and your secondary usage metric is actions per month. This suggests that your ideal customers are fitness studio owners with differing numbers of locations. Having more locations correlates to having more customers, which increases the likely number of actions. SaaS packaging works best when each product plan is aligned to a clearly defined and specific ideal customer. Is your ideal customer a studio with one location? Five locations? 10 locations? 100 locations? All the above? Ensure that there is a plan in place for each of those segments, and that the plan is messaged to those segments specifically. This will help customers to differentiate pricing from tier to tier. There is likely opportunity to add a third plan in pursuit of a Goldilocks/good-better-best pricing strategy.

Assess whether there is opportunity to increase pricing for the \$99 per month option

There is a rule of thumb in SaaS pricing, which bears out in the market data we have collected, that suggests that in a good-better-best pricing strategy, your second plan should be priced 2.2 times higher than your first tier, and your third plan should be priced 5 times higher than your first plan. We wrote about this model [here](#). If you apply this heuristic to your pricing, your second tier could likely be priced between \$150 (2.2 x \$69/mo) and \$350 (5 x \$69/mo) per month.

Assess alternative pricing models

Your pricing is based on locations, which is an indirect, functional value metric, not an output- or outcome-focused value metric. The value that your product creates is based on the actions that are executed, which then translate to increased revenue for your customers and/or increased satisfaction for their customers. We recommend considering charging on actions instead of locations. This will allow you to capture additional value from customers as the value you deliver increases. This could be implemented via multiple models. One option is a usage-based pricing model in which the customer is charged per action. An alternative, which we recommend, is a flat-fee model where the customer is allotted “up to X actions per month” for unlimited locations or for “up to Y locations.” Any overage beyond the allotted amount of actions would trigger an upgrade to the next plan tier, and/or overage pricing that is charged “per action” or “per X actions.”

Initial Pricing Page Breakdown: COMPANY

Consider adding a plan name for each of these plans, as well as a brief description of who these plans are intended for and what problems they solve. This will help clarify your product's value proposition.



Is pricing month-to-month only, or are annual terms offered? Consider clarifying this here or in a Q&A section. Additionally, although it is fairly intuitive, prospects may want a similar definition of "location."

per location / month

100 actions per location / month
Awesome email support

Consider making the explanation of "actions" and other related features that are hyperlinked visible via hover-over rather than requiring the user to navigate to another page.

- Late Cancel & No Show Fees
- Waitlist Assistant
- Excludes Advanced Features

Sign Up

Consider showing the plans side-by-side using a table format. This is often a best practice structure and can help make it easier for the customer to compare plans.

A plan description may say something like: "Ideal for studios with under five locations that are looking to get started with a solution to manage cancellations, no-shows and waitlists."

per location / month

- Unlimited** actions
- Awesome email support
- Late Cancel & No Show Fees
- Waitlist Assistant
- All Advanced Features

Sign Up

This is beyond the scope of our pricing assessment, but we also trialed the "Sign-up" flow to understand this call to action (CTA). We noticed that a lot of information is required to sign up, and that a credit card is required prior to sign-up. Instead of offering a "30-day moneyback guarantee," perhaps consider offering a low-friction free trial that does not require a credit card for sign-up. A free trial, and in many cases a free plan, are industry standard in SaaS. Our benchmarking data of more than 300 SaaS companies shows that over 75% of companies offer a free trial, and only a small number of those companies require a credit card for the trial.

Pricing Page Grade Summary: COMPANY

Category	Criteria	Grade
Page Design	Design Simplicity	Green
	Plan Description or Summary	Red
	Clear Benefits Copy	Red
	Clear Problem Solved Copy	Yellow
	Social Proof	Green
	Recommended Plan Highlighted	NO
	At-a-glance Plan Comparison	YES
	All pricing is listed in one place (not in Q&A or feature tables)	YES
Pricing Page Content	Published Pricing	YES
	Clear Value Metric	Green
	Clear Usage Metrics	Green
	Clear Buyer Personas	Yellow
	Clear Feature Summary	Green
	Detailed Features Table	NO
	Monthly/Annual Price Toggle	NO
	Volume Pricing Menu	NO
	Localized Pricing	NO
CTAs and Support	Clear CTA Buttons	Green
	Clear Free Trial CTA (if applicable)	Green
	Clear Free Plan CTA (if applicable)	N/A
	Optional Contact Sales CTA	YES
	Pricing-specific FAQ Section	NO
	Integrated Chat	NO

Your overall XP Pricing Page Grade is 5.7

Your **Page Design** Score is **5.4**. Consider creating plan names and adding associated copy to clarify who the target customer is, why they should care, and what benefits they will receive from buying the product.

Your **Page Content** Score is **6.2**. Your value metric and usage metrics are clear. Consider maturing the pricing positioning by clarifying monthly versus annual pricing, adding an annual plan if deemed necessary, and further describing key features of each plan in a detailed features table to support the plan summaries.

Your **CTAs and Support** Score is **5.6**. Add a pricing-related Q&A section to answer common questions such as “What happens if I exceed my allotted number of actions per month?”

SCORING KEY: Total scoring is computed based on assigning points to each field above. Green = 2; Yellow = 1; Red = 0; Yes = 1, No or N/A = 0. Final score is calculated as the percentage of scored points divided by the total possible points for each category and overall (35), multiplied by 10 to provide a score where 10 is the highest possible outcome.

Pricing Page Grade Breakdown — Page Design: COMPANY

Category	Criteria	Grade	XaaS Pricing Takeaways and Recommendations
Page Design	Design Simplicity		Analysis, takeaways and recommendations by area ...
	Plan Description or Summary		Analysis, takeaways and recommendations by area ...
	Clear Benefits Copy		Analysis, takeaways and recommendations by area ...
	Clear Problem Solved Copy		Analysis, takeaways and recommendations by area ...
	Social Proof		Analysis, takeaways and recommendations by area ...
	Recommended Plan Highlighted	NO	Analysis, takeaways and recommendations by area ...
	At-a-glance Plan Comparison	YES	Analysis, takeaways and recommendations by area ...
	All pricing is listed in one place (not in Q&A or feature tables)	YES	Analysis, takeaways and recommendations by area ...

SCORING KEY: Total scoring is computed based on assigning points to each field above. Green = 2; Yellow = 1; Red = 0; Yes = 1, No or N/A = 0. Final score is calculated as the percentage of scored points divided by the total possible points for each category and overall (35), multiplied by 10 to provide a score where 10 is the highest possible outcome.

Pricing Page Grade Summary — Pricing Page Content: COMPANY

Category	Criteria	Grade	XaaS Pricing Takeaways and Recommendations
Pricing Page Content	Published Pricing	YES	Analysis, takeaways and recommendations by area ...
	Clear Value Metric		Analysis, takeaways and recommendations by area ...
	Clear Usage Metrics		Analysis, takeaways and recommendations by area ...
	Clear Buyer Personas		Analysis, takeaways and recommendations by area ...
	Clear Feature Summary		Analysis, takeaways and recommendations by area ...
	Detailed Features Table	NO	Analysis, takeaways and recommendations by area ...
	Monthly/Annual Price Toggle	NO	Analysis, takeaways and recommendations by area ...
	Volume Pricing Menu	NO	Analysis, takeaways and recommendations by area ...
	Localized Pricing	NO	Analysis, takeaways and recommendations by area ...

SCORING KEY: Total scoring is computed based on assigning points to each field above. Green = 2; Yellow = 1; Red = 0; Yes = 1, No or N/A = 0. Final score is calculated as the percentage of scored points divided by the total possible points for each category and overall (35), multiplied by 10 to provide a score where 10 is the highest possible outcome.

Pricing Page Grade Summary – CTAs and Support: COMPANY

Category	Criteria	Grade	XaaS Pricing Takeaways and Recommendations
CTAs and Support	Clear CTA Buttons		Analysis, takeaways and recommendations by area ...
	Clear Free Trial CTA (if applicable)		Analysis, takeaways and recommendations by area ...
	Clear Free Plan CTA (if applicable)	N/A	Analysis, takeaways and recommendations by area ...
	Optional Contact Sales CTA	YES	Analysis, takeaways and recommendations by area ...
	Pricing-specific FAQ Section	NO	Analysis, takeaways and recommendations by area ...
	Integrated Chat	NO	Analysis, takeaways and recommendations by area ...

SCORING KEY: Total scoring is computed based on assigning points to each field above. Green = 2; Yellow = 1; Red = 0; Yes = 1, No or N/A = 0. Final score is calculated as the percentage of scored points divided by the total possible points for each category and overall (35), multiplied by 10 to provide a score where 10 is the highest possible outcome.

About Us

XaaS Pricing was founded in 2021 by a team of competitive intelligence research experts with decades of experience in designing, executing and delivering pricing analysis and advisory engagements to the world's largest technology companies. XaaS Pricing is built on analyst expertise gained from 1,000s of unique projects.

The XaaS Pricing Intelligence Platform is an analyst-powered Data as a Service platform providing qualitative and quantitative market and vendor data, intelligence and insights on pricing in the Anything as a Service market.

Coverage areas include SaaS, PaaS, IaaS, Hardware as a Service, Network as a Service and more.



This report is based on information made available to the public by the vendor and other public sources. No representation is made that this information is accurate or complete. XaaS Pricing will not be held liable or responsible for any decisions that are made based on this information. The information contained in this report and all other XaaS Pricing products is not and should not be construed to be investment advice. XaaS Pricing does not make any recommendations or provide any advice regarding the value, purchase, sale or retention of securities. This report is copyright-protected and supplied for the sole use of the recipient. Email contact@xaaspricing.com for permission to reproduce.