SaaS Pricing Framework

This framework helps you identify quick wins and areas for improvement in every SaaS pricing plan.

Valueships

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Pricing Types

- Transparent
- Semi-transparent
- Entry prices
- Hidden pricing
- False promise

Comparison of pricing plans

- # of plans without freemium and enterprise
- # of plans with freemium and enterprise

Enterprise

Is enterprise plan available or not?

Purpose

Where are the quick wins and areas for improvement in my SaaS pricing plan?

Freemium

Is freemium available or not?

Trial

Available or not
Trial type
Available options (value metric / demo)
The average trial length

Pricing

- Minimum and maximum prices
- Entry barrier
- Plan comparison

Core value metric

- CVM
- # CVMs
- % of different CVMs

Add- ons

- Available or not
- Types of add-ons
- Add-on pricing