2024 B2B SaaS Pricing

Q1 Benchmarks & Models

PricingSaaS.com

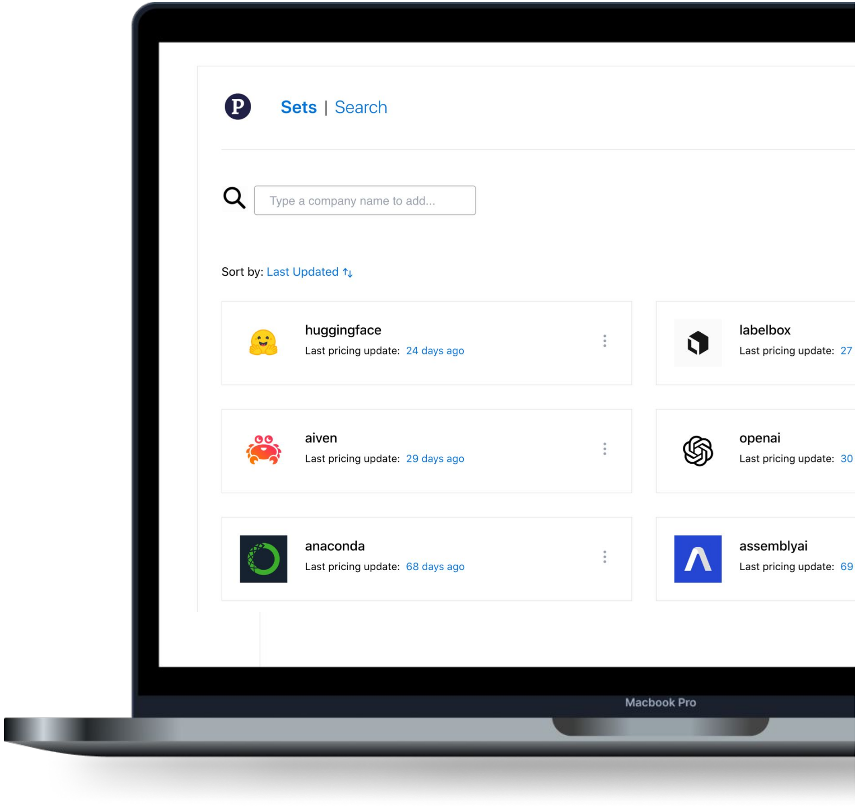
June 18th, 2024

Introduction

Pricing is hard. PricingSaaS is on a mission to make pricing expertise and tools more accessible to the SaaS community.

For this benchmark report, we have **examined over 400 B2B SaaS companies across 10 different categories** to uncover AI monetization strategies, usage based pricing metrics and created a recap of changes in Q1 of 2024. We hope you find it helpful and insightful.

Enjoy ✌️



About the data

The data in the report has been derived from B2B SaaS companies that share pricing details on their pricing pages.

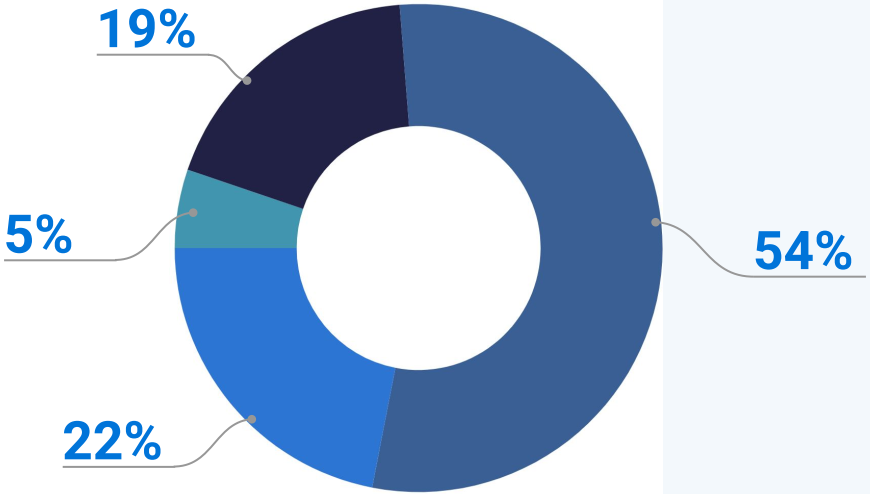
For a full list of companies, visit our website.

Number of Companies

442

Time Period

Q1 **2024**



Number of Employees

- <100
- 1K-10K
- 100-1K
- 10K+

Q1 in Review

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Key Insights

Price updates included a mix of increases, decreases, as well as discounts. Another popular trend has been adjustment to the minimum licenses purchased, resulting in higher purchase commitments.

Packaging changes included a mixture of new features, plans and changes to limits within plans.

Companies that changed prices in Q1:

12%

Companies that updated packaging in Q1:

46%

Rate of Change

PRICING CHANGES		PACKAGING CHANGES
12%	**All Companies** (442)	46%
5%	Analytics & Intelligence (41)	39%
11%	Artificial Intelligence (34)	50%
17%	Collaboration & Productivity (52)	67%
11%	Cybersecurity & IT Management (56)	46%
13%	Design & Development (75)	43%
12%	Financial & Accounting (48)	35%
3%	Human Resources & Legal (40)	43%
14%	Maintenance & Project Management (24)	64%
12%	Marketing & Sales (57)	35%
9%	Supply Chain & Logistics (11)	45%

Highlights January

Collaboration & Productivity

Monday increases prices by 12-20%.
View Change

Marketing & Sales

Clearbit gets rid of self-serve, goes SLG
View Change

Financial & Accounting

Xero runs “90% off” sale
View Change

Financial & Accounting

Spendflo decreases prices by 40%
View Change

Marketing & Sales

Reply consolidates plans, lowers prices
View Change

Analytics

Zeplin runs 25% off sale for 10 weeks.
View Change

Highlights February

Marketing & Sales

Unbounce raises some prices, introduces cheaper plans
View Change

Logistics

Fleetio restructures plans, increases prices by 40%
View Change

Design & Development

Wix increases prices by 6-12%
View Change

AI

anaconda adds new Free plan, reduced plan prices.
View Change

Project Management

Productplan increases prices by $10
View Change

Design & Development

Format increases prices by 6%
View Change

Highlights March

Analytics

Sumo logic introduces a flex pricing plan
View Change

IT & Cybersecurity

Dashlane removes Starter plan
View Change

Analytics

Mixpanel increases prices by 40%.
View Change

Design & Development

Sourcegraph starts charging for AI Coding Pro
View Change

AI

Resemble supplements pay as you go with tiered plans
View Change

IT & Cybersecurity

Osano removes freemium & trial options, goes SLG
View Change

Access Full Data Set Here:

https://pricingsaas.com/Q1.html

AI Monetization

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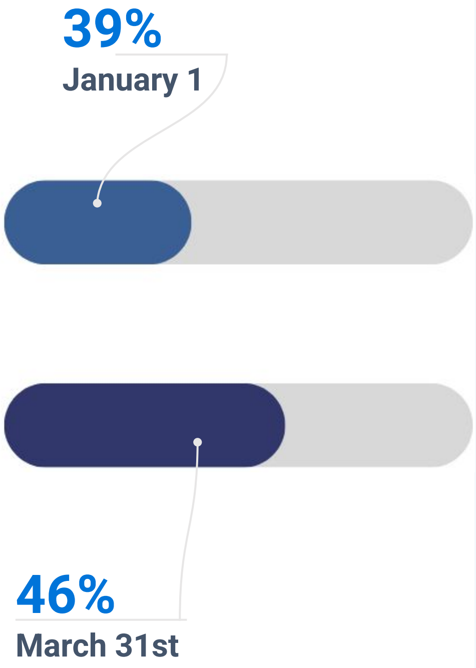
Key Insights

The proliferation of AI features and capabilities is in full swing in B2B SaaS.

This trend is evident among new entrants to the market and existing companies, who are either adding AI capabilities to their current offerings or repositioning their products for AI use cases.

The number of mentions of the keyword “AI” has increased ▲ by 15% in Q1.

“AI” mentions on pricing pages:

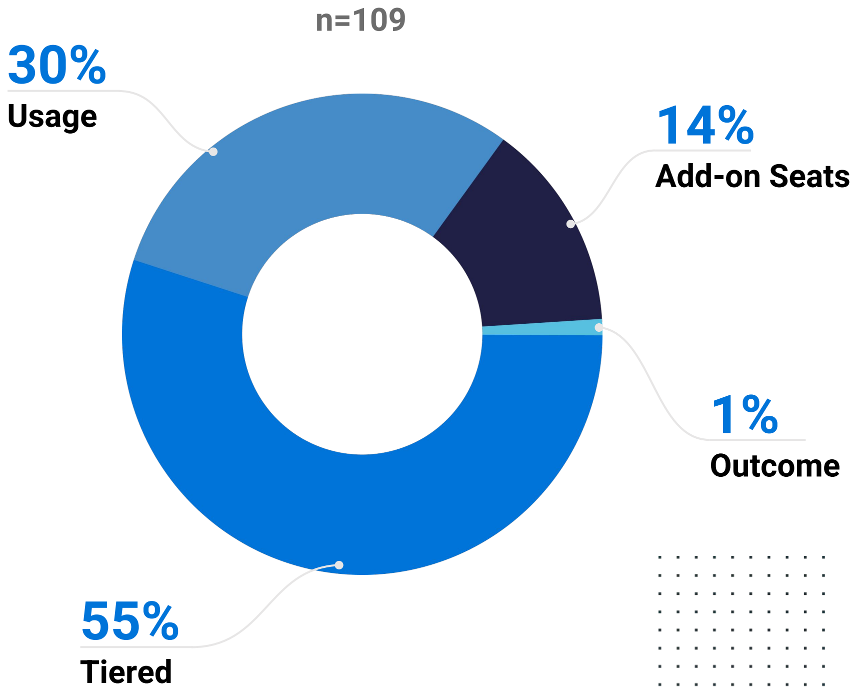


AI Pricing Models

While many companies are adding AI features and capabilities, the monetization of AI is still in its infancy.

We found that only 109 out of 442 companies explicitly monetize AI.

The most common pattern that we observed is that companies simply add AI to existing plan tiers at no extra cost.



Tiered

55% of companies monetize AI through tier based pricing.

Tiered pricing is likely the most common AI pricing model, because it is the simplest to implement. New AI capabilities are typically integrated into existing plans, making it similar to a 'new feature release'.

pipedrive

Pipedrive added “AI-powered Sales Assistant and emailing tools” to the Professional plan, which is the middle paid tier.

wrike

Wrike added “AI-powered” freemium, and premium features, increasing value for all users and creating expansion opportunities for the premium AI features.

See all [62 Examples]

Usage

30% of companies charge for AI based on **usage**.

Usage-based pricing is the default model for AI infrastructure companies where tokens are used to measure usage. Companies that are pricing AI features, use different metrics that range from credits to words generated.

coda

Coda charges for AI-powered features based on credits, which are allotted to users based on their tier every month. Users can purchase additional credits if they run out before month end.

ANTHROP\C

Anthropic charges for access to the API based on tokens. Just like OpenAI, they charge for Input and Output tokens, which has become a standard for AI infrastructure companies.

See all [32 Examples]

Add-on Seats

14% of companies use per seat pricing to monetize AI.

Per-seat add-ons are typically bundles of AI features sold for an additional fee per user. They provide value-add functionality to existing products, often around content generation and workflow automation.

Notion

Notion charges for additional AI capabilities on a per user basis with a fixed price per user.

slack

Slack also sells AI as an add-on per user. These add-ons were initially available to Enterprise users only, but now are available to all paid users.

See all [15 Examples]

Outcome

1% of companies charge for AI based outcome.

Outcome-based pricing is the holy grail of value based pricing, however it is often challenging to quantify and measure the desired outcome, and as such it remains one of the least common models.

INTERCOM

Intercom only charges customers for the use of their AI Agent (called Fin) when it successful resolves a support ticket.

Usage-Based Pricing (UBP)

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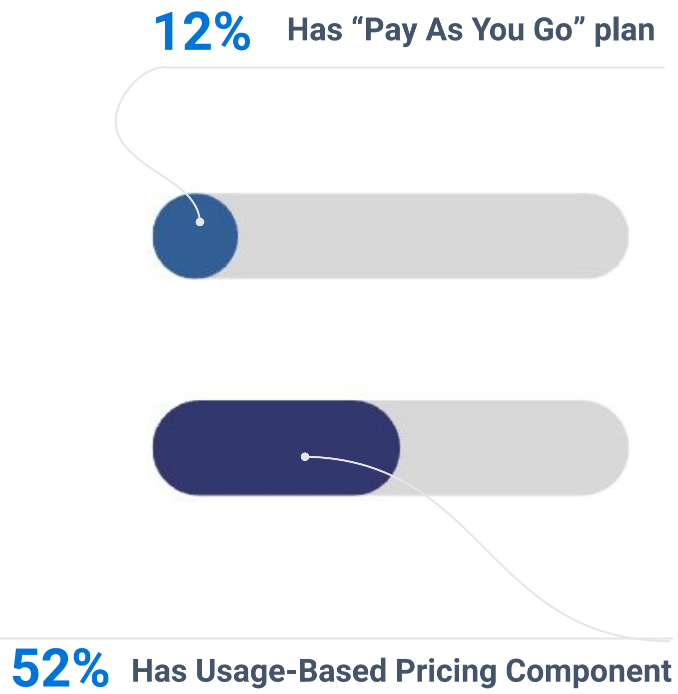
Key Insights

Usage-Based Pricing is prevalent throughout B2B SaaS pricing; however, it is usually combined with other pricing models such as feature tiers and seats.

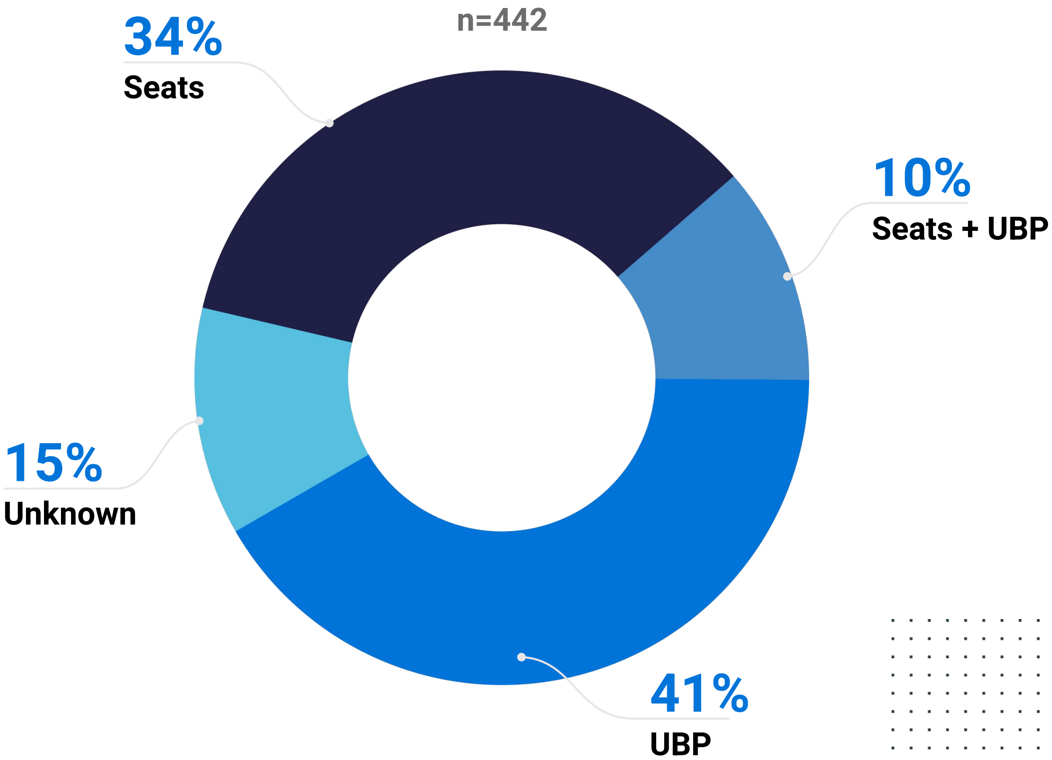
Pure usage based pricing (i.e. “Pay as You Go”) is present in ~12% of 442 companies we studied.

However, more than half of the companies (including those with pay as you go plans, tiered or both), have at least one usage based pricing component.



Usage Based Pricing

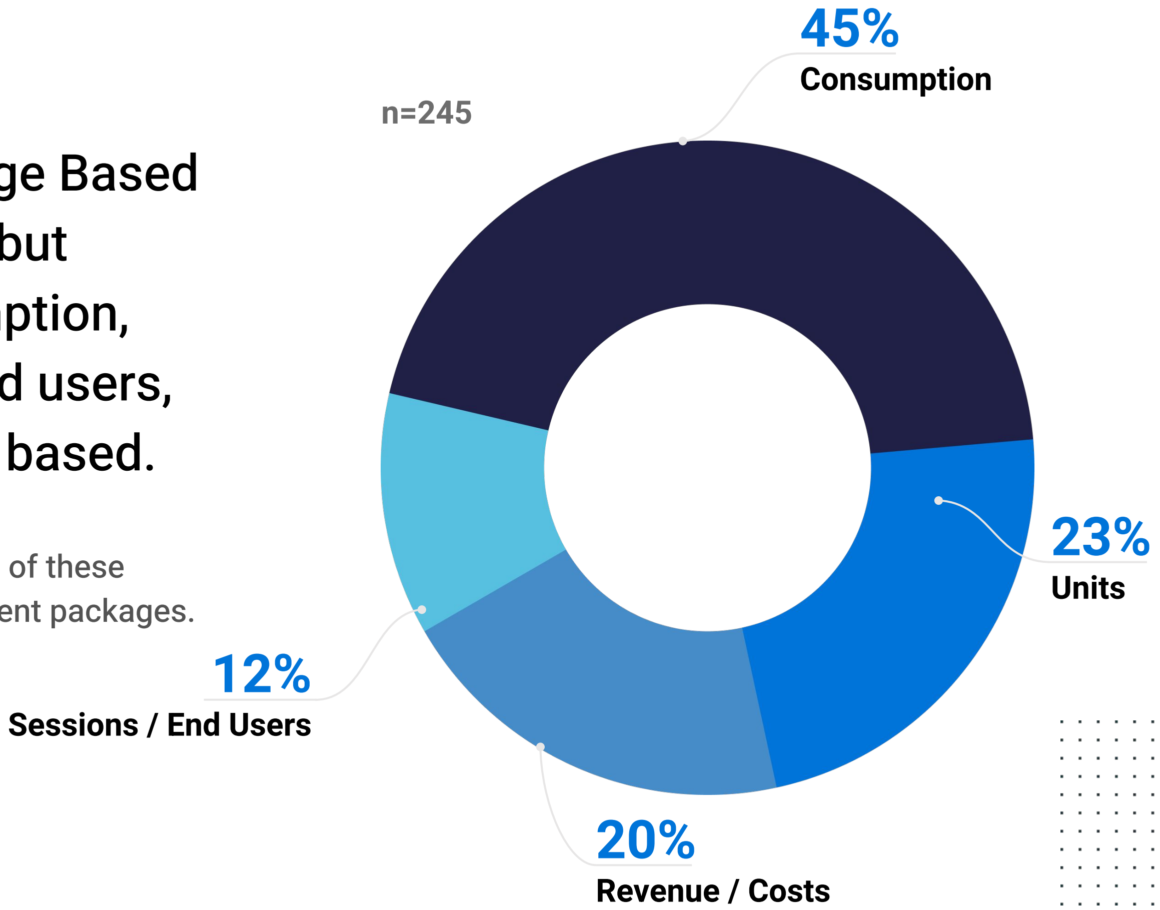
While **Seat-Based** pricing is still the dominant pricing model in B2B SaaS, about a quarter of these companies now supplement it with one or more **Usage Based Pricing** metrics.



Usage Based Metrics

The metrics used for Usage Based Pricing **vary a great deal**, but generally fall into consumption, sessions or number of end users, revenue or costs and unit based.

Some companies will use more than one of these metrics, combining them to create different packages.



Consumption

45% of usage based pricing metrics are tied to consumption.

This model charges customers based on their actual consumption of resources, such as compute power, data storage, and data transfer.

databricks

Databricks pricing is based on compute usage (DBUs), data storage, and data transfer.

netlify

Netlify charges for bandwidth, serverless function executions and build minutes.

See all [112 Examples]

Revenue / Costs

20% of usage based pricing metrics are tied to revenue.

Charging based on revenue or costs typically involves taking a percentage of the amount, charging a fee per transaction or a subscription fee based on the revenue/cost band.

ChartMogul

ChartMogul charges based on the amount of recurring revenue that is analyzed by the platform. It also uses ARR to establish fencing between free, paid and enterprise plans.

adyen

Adyen charges a fixed processing fee per transaction, charging clients based on the volume of transactions.

See all [42 Examples]

Sessions / End Users

12% of usage based pricing metrics are tied to **sessions** or **end users**.

In this model, the pricing is based on the number of customers' end users. This is often defined as "active users" or "number of sessions".

userpilot

Userpilot charges based on the number of monthly active users that are analyzed on their platform.

ConvertKit

Convertkit charges based on the of subscribers to the newsletter that the customer has.

See all [34 Examples]

Units

23%

of usage based pricing metrics are tied to some quantity of **units**.

This model charges based on some quantity of units other than seats. In some cases, this model resembles pay as you go, in others it's closer to seat based pricing.

Octopus Deploy

Octopus Deploy charges based on the number of projects. They combine this with tiers, creating bands of projects per tier.

7SHIFTS

7Shifts charges based on location. They combine this with tiers to create different price points for individual vs. multi-location customers.

See all [57 Examples]

Seats vs. Usage Pricing