

How to monetize your Chrome extension

朱霜

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自我介绍

- ID: Folyd
- Python/Rust工程师
- 独立开发者
- 微信: **wichna**
- <https://folyd.com>
- <https://github.com/folyd>



Anyshortcut



Paybase

Payment connect the world.



**Rust Search
Extension**



Chrome插件盈利机制和类型调研

1. **免费个人插件**—这种类型的Chrome插件应该占大多数；
2. **免费企业插件**—这类插件为某些公司的产品为Chrome用户特意开发的插件版本，插件本身并不是其盈利目标，更大的意义给其用户带来便利或者通过Chrome这个平台吸引更多的用户，这类插件比如Wunderlist, Dropbox等等；
3. **Freemium插件**—基本功能免费，高级功能收费，这类插件和第二类有一定的重合，其插件数量也不少。典型的例子就是 Grammarly, Pocket；
4. **Premium插件**—免费试用，过期之后需要订阅。比如Anyshortcut；
5. **收费插件**—这类插件下载安装的时候就需要收费（非常少），比如lingua.ly；
6. **售卖广告、用户数据盈利插件**—不举例；
7. **接受开源捐助**—比如 眼不见心不烦, Web Maker；
8. **被收购插件**—比如Github树形目录扩展InSight.io；



Monetize with SaaS - Overview

1. **解决某个用户痛点**—从小众市场入手，找到用户痛点，也许一个就够了；
2. **良好的用户体验**—产品体验、视觉设计、社交形象等；
3. **集成支付方案**—在国内支付是一个老大难的问题，想办法搞定它！[//paybase.cn](http://paybase.cn)
4. **持续为用户提供价值**—用户能够接受SaaS制的核心价值所在；
5. **持续marketing**—持续寻找更多你的目标用户！最难！



Monetize with SaaS - Strategy

1. 用心做好产品

The screenshot shows the AnyShortcut extension interface. On the left, a sidebar displays weekly statistics for the 'Google' shortcut: 4049 times used, 3301 times opened, and 202.45 minutes spent. It also shows a bar chart of usage per day from Sunday to Saturday. At the bottom, there's a link to 'Delete shortcut?'. On the right, a list of other Google services is shown with their respective icons and URLs:

- Google Inbox: https://inbox.google.com/u/0/ (I)
- Google Maps: https://www.google.com/maps/@39.982 (M)
- Google Photos: https://photos.google.com/ (P)
- Google Domains Registrar: https://domains.google.com/m/registrar, (R)
- Google Translate: https://translate.google.com/ (T)
- Google Voice - Messages: https://voice.google.com/u/0/messages (V)



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2. 一个好的官网和pricing页

[Pricing](#) [FAQ](#) [Contact](#) [Account](#)

One simple plan

No Ads. No additional cost. Subscribe by year.



\$9.99 / year

\$4.99 / year, 50% off

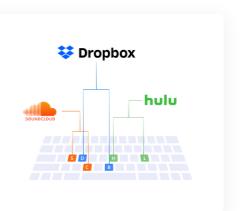
- ✓ All kind of shortcuts
- ✓ Shortcut frequency statistics
- ✓ Unlimited shortcut supported
- ✓ Shortcut sync everywhere

[Subscribe Now !](#)

Get started with 30 days free trial, no credit card required



Hassle-free refund in 7 days for any reason

Payment powered by [Stripe](#) securelyAny question? Please visit our [FAQ](#) or [contact us](#)[How it works](#)**Primary Shortcut**
You can link a website to the keys of your choice by using ALT + KEY. The "KEY" used can be alphanumeric (letters A-Z, numbers 0-9).**Secondary Shortcut**
After activating the primary shortcut, you can use a secondary command to enhance your experience by linking to any other page in the domain. It's a good way to access subdomain pages effortlessly.**Compound Shortcut**
Using a compound shortcut is an excellent way to access websites which you visit less frequently, by using two keys at once.**Shortcut Statistics**
Each shortcut trigger is logged privately, so only you can see which triggers are used most often. This gives you more power over how you save time.**Auxiliary Shortcuts**Switch tabs
Use `ALT + Period` to switch between two recent tabs freelyJump to home
Use `Shift + Alt + Space` to remove query strings or path in URLs then jump to homepage automatically

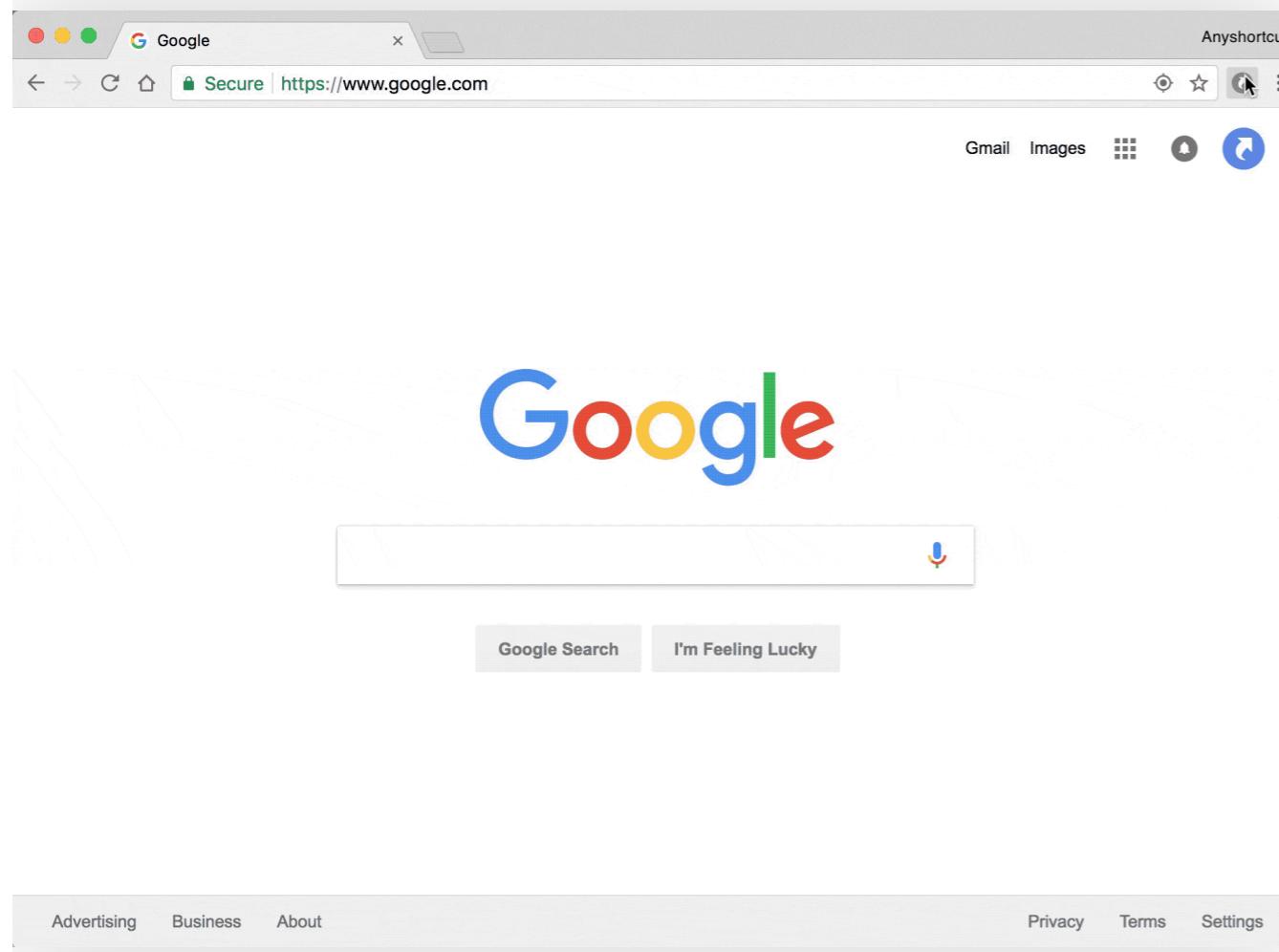
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Monetize with SaaS - Strategy

3. 良好的新手引导



Set a primary shortcut

Open the page you'd like to set a shortcut to and activate the extension popup. Hover your mouse over any key on the on-screen keyboard, add a comment if you wish and click the Bind button. No limitation for how many primary shortcuts are linking per domain ever.

In this example, we bound **G** to Google (<https://www.google.com>) .

Try use **ALT + G** to open Google instantly.

or

[Skip to next step >](#)



Monetize with SaaS - Strategy

4. 流畅的支付体验

Receipt

Description	Amount
Annual USD 9.99 plan	\$9.99
Subtotal	\$9.99
Redeem	<input type="text" value="Redeem code"/> <button>Apply</button>
Total	\$9.99

Enter your payment details securely 

Name Folyd

Card  4242 4242 4244 242| 04 / 24

Pay Now

Powered by **stripe**



Monetize with SaaS - Strategy

4. 流畅的支付体验

Receipt for
Anyshortcut

Amount:
\$9.99 USD

Date:
2017/11/19

Issuer:
ANYSHORTCUT.COM

Subscription Nr:
sub_Bn9Ylo7I4kSFdx

stripe

Anyshortcut subscription (1 year)

Status:	Active
Email:	lyshuhow@gmail.com
Period start:	2019/11/19
Period end:	2020/11/19
Billing:	Charge automatically



Monetize with SaaS - Strategy

5. 恰到好处的邮件运营

My transactional templates

Create a new template

Search... Filter by: Language ▾ Sort by: Last update ▾

Grid View List View

Published	Published	Published	Published
<p>Your free trial has expired</p> <p>We are sorry to tell you that your 30-days free trial has expired. This means that you will not be able to use Anyshortcut anymore.</p> <p>We would love to see you stay with us again. All of your shortcuts, statistics, and other data are still there, ready to be accessed again. You can subscribe now by clicking the button. It only needs \$4.99/year (50% off) for a limited time!</p> <p>Subscribe Now !</p> <p>If you have any question or concern, please don't hesitate to contact us by email or the official Telegram Group.</p>	<p>Your free trial is about to expire</p> <p>This is just a friendly reminder that your 30-days free trial expires in 3 days.</p> <p>Ready to subscribe for continue using the most powerful productive extension on your Chrome? You can subscribe by clicking the button. It only needs \$4.99/year (50% off) for a limited time!</p> <p>Subscribe Now !</p> <p>If you have any question or concern, please don't hesitate to contact us by email or the official Telegram Group.</p>	<p>Thanks for subscribing!</p> <p>Super excited to have you on board, we know you'll just love us.</p> <p>You subscribed on {{var:subscribed_date:"2017-10-1"}} using the address {{var:subscribed_email:"support@anyshortcut.com"}}. It is now active and will be automatically renewed on {{var:next_renew_date:"2018-10-1"}}.</p> <p>We will be more powerful to make Anyshortcut a better product! If you have any questions or concerns you can reach out at support@anyshortcut.com.</p> <p>If you have any question or concern, please don't hesitate to contact us by email or the official Telegram Group.</p>	<p>Welcome to Anyshortcut!</p> <p>We appreciate you joining us at Anyshortcut and hope you enjoy your 30 days free trial. Let's start boosting your productivity!</p> <p>You can also subscribe by clicking the button at any time. It only needs \$4.99/year (50% off) for a limited time!</p> <p>Subscribe Now !</p> <p>If you have any question or concern, please don't hesitate to contact us by email or the official Telegram Group.</p>
<p>Free trial has expired</p> <p>Updated 3 minutes ago</p>	<p>Free trial coming to end</p> <p>Updated 3 minutes ago</p>	<p>Thanks for subscription</p> <p>Updated 4 minutes ago</p>	<p>Welcome join</p> <p>Updated 4 minutes ago</p>



Monetize with SaaS - Strategy

6. 必要的社区运营

1. **Twitter**—[@anyshortcut](https://twitter.com/anyshortcut)
2. **Telegram Channel**—<https://t.me/anyshortcut>
3. **Github**—<https://github.com/anyshortcut>
4. **Telegram Group**—https://t.me/anyshortcut_group
5. **邮件支持**—support@anyshortcut; bills@anyshortcut; legal@anyshortcut



Monetize with SaaS - Payment

stripe

paddle

Braintree
A *PayPal* Service

 **FastSpring**

 **Paymentwall**

2checkout

 **PAYSSION**



Anyshortcut Redeem Code

\$9.99 off

Code: CDSE

1 year free



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Thank you!



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