

What I learned from tracking 443 SaaS pricing pages

The state of SaaS pricing changes in 2024



JOHN KOTOWSKI AND ROB LITTERST

OCT 16, 2024



163



13



23

Share

👋 Hi, it's [Kyle Poyar](#) and welcome to [Growth Unhinged](#), my weekly newsletter exploring the hidden playbooks behind the fastest-growing startups.

One of the most-read pieces this year was my [state of SaaS pricing](#) analysis, which asked the question: is usage-based pricing still the future of SaaS? I wanted to get even more tactical and investigate the state of SaaS pricing **changes** so far in 2024. Keep reading for a deep dive by [John Kotowski](#) and [Rob Litterst](#) of [PricingSaaS](#), the pricing intelligence platform. (Spoiler: price increases were the most common change with an average price increase of 20%.)

Subscribe

You've heard it a thousand times—pricing is the ultimate growth lever for any SaaS company. And that makes the [pricing page](#) one of the most valuable pages on your website.

It's where product meets strategy. Your pricing page isn't just about numbers—it's where you showcase your unique blend of your product, positioning, and pricing. It's the heartbeat of your business, giving any visitor a snapshot of what you're aiming for and how you're doing it.

At PricingSaaS, we monitor over 3,000 SaaS pricing pages to spot trends, uncover shifts, and highlight stand-out examples. From subtle tweaks to full-scale overhauls the pricing page gives us a window into the strategy behind the numbers.

And 2024 hasn't disappointed.

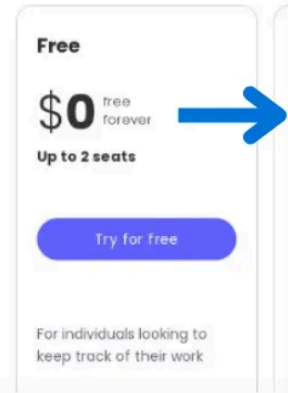
In just the first three quarters, 42% of companies in our index have adjusted their prices. We're diving into the good, the bad, and the downright ugly of this year's pricing shifts, along with some of the wider trends we're seeing across the SaaS landscape.

The Good:

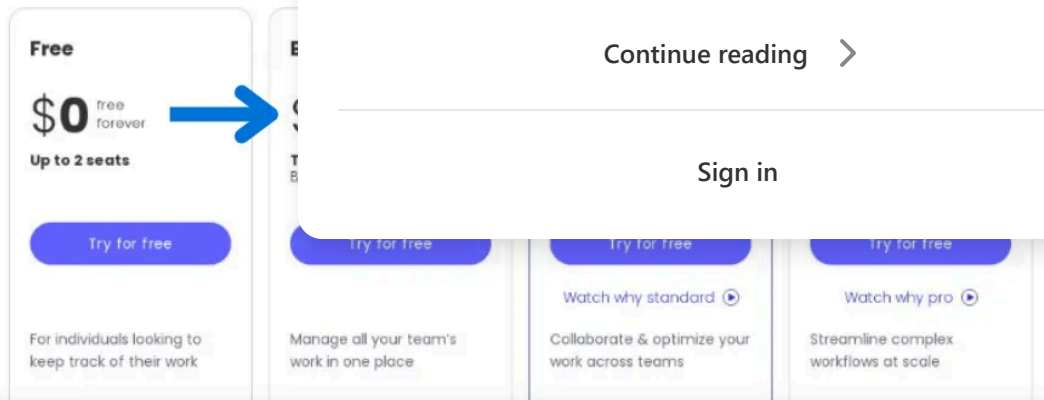
Monday.com raised prices across all plans.



Before



After



Change detected between 2024 Q1 and Q2 .



Discover more from Kyle Poyar's Growth Unhinged

Revealing the playbooks and hidden tactics behind today's best startups. Join 65,000+ weekly readers for real-life growth advice, playbooks and case studies.

Over 65,000 subscribers

By subscribing, I agree to Substack's [Terms of Use](#), and acknowledge its [Information Collection Notice](#) and [Privacy Policy](#).

Subscribe

Continue reading >

Sign in

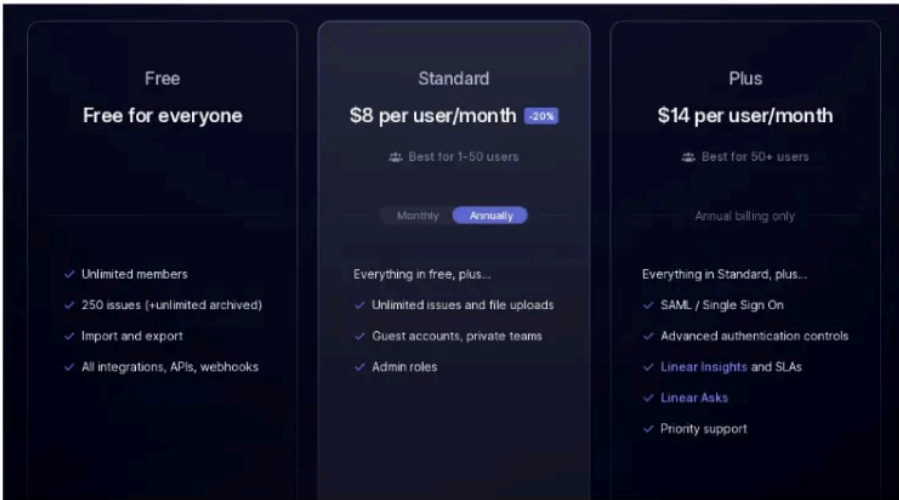
Monday.com delivers new features at a rapid pace, constantly adding value to its product. This consistent improvement has given them the leverage to raise prices w confidence. When customers push back, they can point to a [massive list](#) of feature upgrades that justify the added cost.

They approached their **price increase** strategically—raising the price of their most popular plan, the Standard plan, by 20%, while only increasing the Basic plan by 12. to accommodate more price-sensitive customers and maintain a price point below per seat.

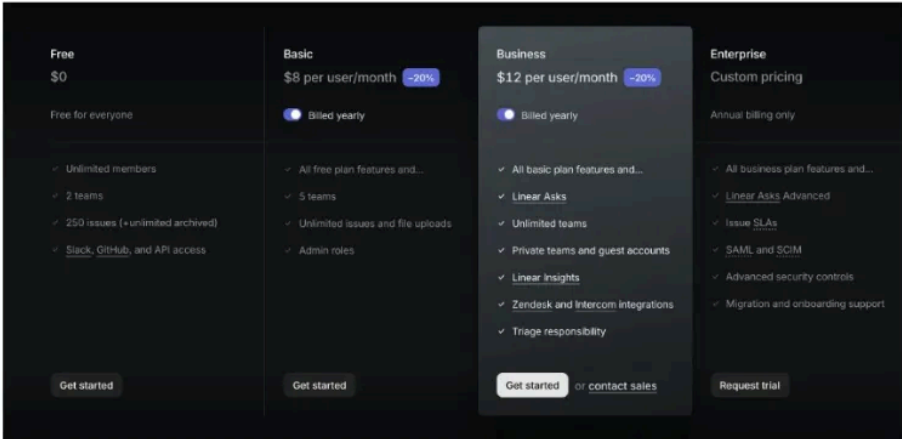
Linear professionalized its pricing page.



Before



After



Change detected between 2024 Q2 and Q3.

This overhaul was overdue. While Linear's pricing page had a sleek design, the packaging mix felt like an afterthought. With the [update](#), they pulled the Enterprise plan into the main grid and renamed the other plans to better align with the needs their customers.

Previously, their highest-tier plan besides Enterprise was called Plus—a name typically associated with lower-end plans. Now, visitors can quickly identify the right plan for them, and larger prospects can easily self-select Enterprise and start a conversation with Sales.

Jira adjusted the default number of users on its pricing page.



Before

How many users are on your team? ?

How often would you like to be billed? ☒ Monthly ☐ Annually

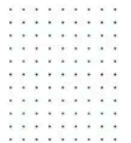
Free	Standard	Premium
\$0 Always free for 10 users monthly subscription only Get it now	\$6.05 per user (estimated) \$60.50 per month Start Trial	\$11.55 per user (estimated) \$115.50 per month Start Trial

After

Team size: users Bill

Free	Standard	RECOMMENDED Premium
Free forever for 10 users \$0 Get it now	Everything you need to get started \$4.89 per user / month Start free trial	Connect work across teams \$8.97 per user / month Start free trial

Change detected between 2024 Q1 and Q2 .



You don't always need to change prices or packaging to make an impact. Jira did this by **increasing** the number of default users from 10 to 300. This accomplished two things:

1. It made their pricing look more attractive.

2. It appealed to larger customers.

In Atlassian's latest [earnings call](#), they emphasized that building momentum in the Enterprise market is a top priority, and cross-selling Jira plays a crucial role in driving Enterprise adoption.

The Bad:

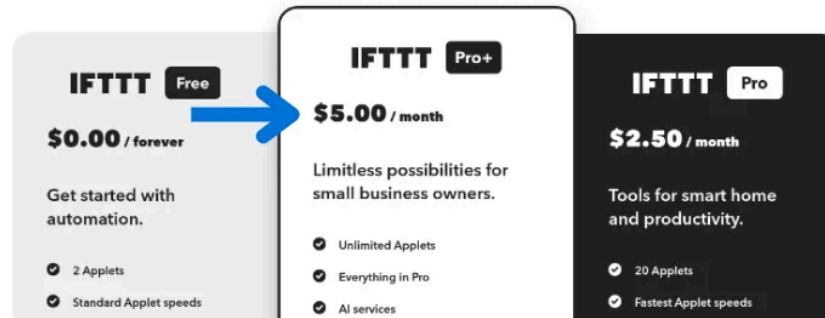
IFTTT raised the price of one plan by 150%.

IFTTT

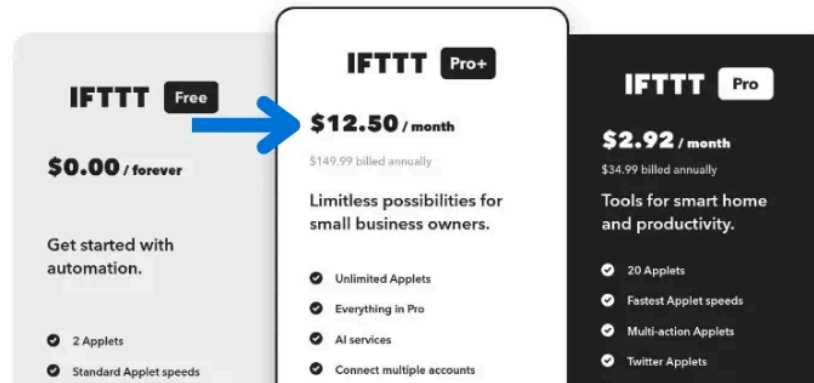
PricingSaaS Quarterly Benchmark



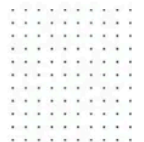
Before



After



Change detected between 2024 Q2 and Q3.



We're all for price increases, but this **one** is aggressive—even for their highest-tier plan. Pro+ customers are now paying more than double what they were previously, while the **Pro** plan only saw a 16.8% increase.

The Pro+ plan offers a flat rate with unlimited usage. IFTTT could have taken a different approach – either adjusting usage limits or adopting a hybrid pricing mod

that factors in both usage and features.

While simplicity might have been the goal, a more balanced model could have appealed to moderate users while still capturing the upside from power users—without such a drastic price hike.

ProductPlan took its pricing page private.



Before

Basic

\$49

per editor / month
Billed Annually

Try It Free

Sales tax not included

Professional

\$89

per editor / month
Billed Annually

Request a Demo

Minimum license purchase applies
Sales tax not included

Enterprise

Contact Us

Request a Demo

Minimum license purchase applies
Sales tax not included

Features	Basic	Professional	Enterprise
Unlimited Roadmaps	✓	✓	✓
Unlimited Viewers	✓	✓	✓
Customizable Roadmap Views and Filters	✓	✓	✓
Productivity Board	✓	✓	✓

After

Enterprise Growth Platform Capabilities

Product Strategy

Set clear objectives based on your product strategy to empower teams and stakeholders, and guide decision-making to drive value.

Unlimited Roadmaps

Easily collaborate, share, and transfer between users.

Customizable Views

Create views and filters of roadmaps for specific audiences.

Total Stakeholder Alignment

Give your stakeholders an easy way to view and provide feedback, and ensure your whole organization can quickly get the context needed.

Portfolio Views

Roll multiple roadmaps up into a single view for executives.

Advance Admin Management

Organize users into teams, with multiple admins to enforce standardization with a centralized tag manager.

Single Sign On

Enhance security and streamline the user experience.

SCIM (System for Cross-domain Identity Management)

Automate the exchange of user identity information.

Roadmap Standardization Tools

Create consistency in the style and structure of roadmaps with shared legends and dropdown custom fields.

Prioritization Board

Ensure your team is spending time on things that matter—backed with data.

Idea Capture

Streamline and organize the influx of new ideas, and surface possible solutions into a central repository.

Opportunity Validation

Define strategic opportunities and validate them against ideas you collect.

Launch Management

Create tailored launch plans for product or feature releases.

Launch Communications

Provide an iterative, two-way feedback loop between stakeholders throughout the product launch lifecycle.

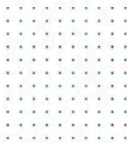
Launch Checklist and Playbook

Enable streamlined collaboration within the go-to-market team and launch stakeholders.

Discover how our Customer Success Team is fully committed to driving your success!

Book a Consultation

Change detected between 2024 Q3 and Q4.



ProductPlan made a big **shift** toward the Enterprise market, which included removing public pricing. On the surface, that's fine.

But there's a better way to present this to prospects. Currently, the page features awkward hero text about their "best-in-class Enterprise offering," followed by a CTA

promoting a “straightforward solution”—yet the content that follows is anything but clear.

The page is cluttered with 15 Enterprise capabilities, 10 service offerings and 3 Enterprise integrations. The result is a confusing wall of text that’s hard to navigate doesn’t highlight the most common ways ProductPlan helps its customers.

The Ugly:

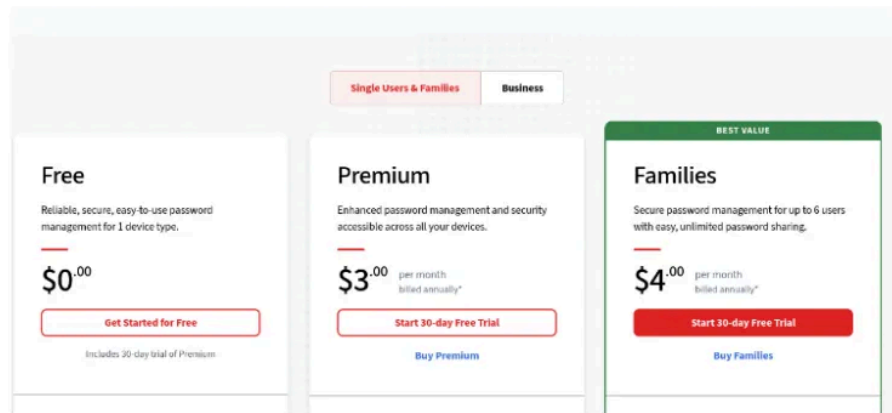
LastPass might have the most confusing pricing page flow of all time.

LastPass...

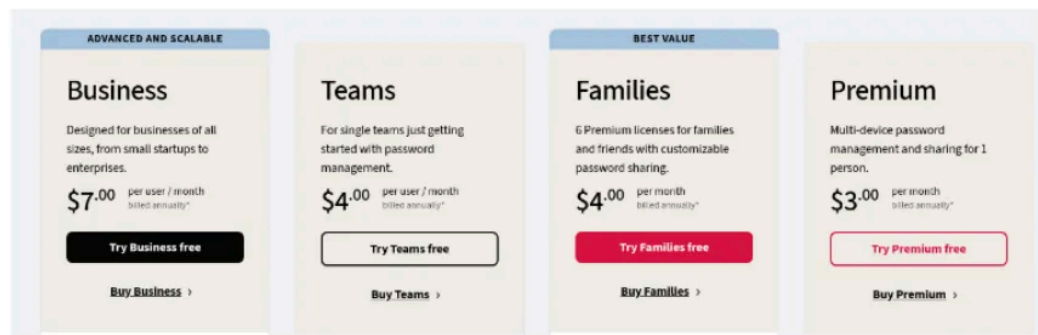
PricingSaaS Quarterly Benchmark



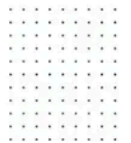
Before



After



Change detected between 2024 Q3 and Q4.



Let's be honest—we're not here to embarrass anyone, but this [pricing page](#) is a mess. A few issues stand out:

- The plans are listed backwards, with the largest plan first. It's confusing and feels gimmicky. I don't care what behavioral psychology says—it's harder to read, and no one likes it.

- The page now mixes plans for Families and Businesses, which were previously separated by a toggle. The toggle was much clearer.
- There are multiple banners on each plan: one for “Best Value” and another for “Advanced and Scalable.” Are we just handing out banners for anything now?

I am a happy LastPass customer, but this pricing page needs to be better.

These examples show how companies are getting creative with pricing—but they’re just the tip of the iceberg. Let’s zoom out to the key benchmarks and trends shaping SaaS pricing in 2024.

Wider Trends

A total of **188 companies (42.4% of the index)** updated their prices in the first three quarters of 2024. These updates include adjustments to existing price points, the introduction of new plans at different price levels, and the removal of existing plans

Out of the 188 companies, **42 updated their pricing two or more times per quarter** over the last three quarters, showing a substantial number of SaaS companies are embracing an iterative pricing strategy.

Price Increases

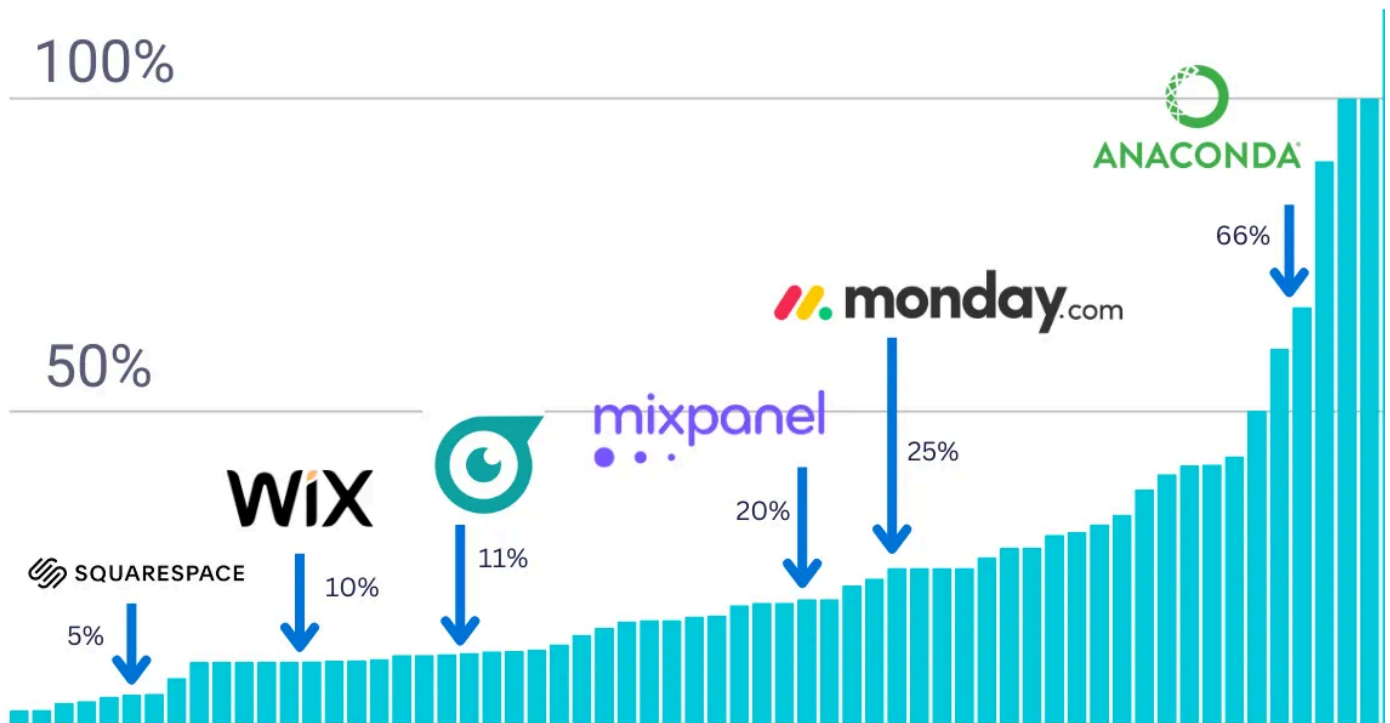
A total of **64 price increases** were recorded, though the scale of these increases varied greatly. Some companies made modest adjustments, while others implemented significant hikes. Excluding outliers, the **average price increase** settles at around **2%**



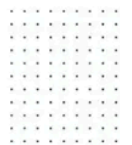
2024 SaaS Pricing Index

Average Price Increase

IFTTT  150%



PricingSaaS.com/pricingIndex (January 1st - September 30th, 2024)



Some of the notable ways companies are raising prices include:

- **Monthly-only increases:** Companies like **Similarweb** opted to [increase prices](#) solely for **monthly plans**, making annual plans more attractive by amplifying the savings for longer commitments.



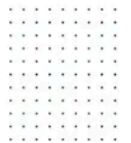
Before

Plan	Description	Price	Billing Cycle	Action
Starter	For entrepreneurs exploring website traffic analysis and competitive research.	\$125 per month	Billed yearly, or \$149 month-to-month	Try for free
Professional	For professionals building a marketing strategy and mapping their competitive landscape.	\$333 per month	Billed yearly, or \$399 month-to-month	Try for free

After

Plan	Description	Price	Billing Cycle	Action
Starter	For entrepreneurs exploring website traffic analysis and competitive research.	\$125 per month	Billed yearly, or \$199 month-to-month	Try for free
Professional	For professionals building a marketing strategy and mapping their competitive landscape.	\$333 per month	Billed yearly, or \$449 month-to-month	Try for free

Change detected in 2024 Q3



- Selected plan increases:** Instead of applying price hikes across all plans, some companies, such as **Hiver**, chose to **raise prices** for **specific plans**. This targeted approach allows companies to optimize revenue from high-value plans without impacting all customer segments.

Price Decreases

We recorded a total of **38 price decreases**. Companies utilized price decreases to drive acquisition for existing products or to increase adoption of a new product.

- **Existing Product:** Couchbase **reduced** its "Starting from" price, lowering the cost of potential customers to get started. This tactic was also employed by OpenAI and Cohere, likely in an effort to capture market share in a crowded market for Generative AI applications.
- **New Product:** Oyster HR **lowered** the price of its Global Payroll product during beta phase. This strategy could help attract early adopters while gathering feedback on the pricing model

Other Changes

Beyond SaaS players raising and lowering prices, we've seen a mix of other moves across the board, including:

Introductory discounts

A total of **17 companies (3.8% of the index)** have employed **introductory discounts** as part of their pricing strategy. These discounts are typically offered for a limited time, usually lasting between **3 to 6 months**, and are designed to attract new customers by providing them with a reduced price during the initial period of their subscription. **Slack** for example:



BEST VALUE

Pro

More power for small teams who want better collaboration

SAVE 50% FOR 3 MONTHS

~~\$8.75~~ **\$4.38** USD/mo*

⚡ Slack AI add-on available

NEW

GET STARTED

✓ Unlimited message history

✓ Unlimited app integrations and workflows

✓ Group audio and video meetings

Business+

Scale your business, increase productivity, and keep your teams connected

\$15 USD/mo*

⚡ Slack AI add-on available

NEW

GET STARTED

✓ Unlimited message history

✓ Unlimited app integrations and workflows

✓ Group audio and video meetings

Change detected in 2024 Q2



Plan Updates

We observed **57 companies** that either added or removed plans, effectively altering the pricing options available to their customers. For example, [Veed](#) consolidated frc 4 plans to 3:

VEED.IO

PricingSaaS Quarterly Benchmark

**Before**

Basic
Ideal starter plan
\$18 SAVE 28%
Per user / month, billed yearly
[Go Basic](#)

- ✓ Remove watermark
- ✓ Subtitles 12 hr/yr
- ✓ No Upload Size Limit
- ✓ Full HD 1080p Exports

Pro RECOMMENDED
For pro video creation
\$30 SAVE 27%
Per user / month, billed yearly
[Go Pro](#)

- ✓ Subtitles 24 hr/yr
- ✓ Clean Audio
- ✓ Eye Contact Correction
- ✓ Stock Audio & Video Library
- ✓ Download Subtitles

Business
For up to 5 people
\$59 SAVE 15%
Per user / month, billed yearly
[Go Business](#)

- ✓ AI Avatars 4 hr/yr
- ✓ Subtitles 134 hr/yr
- ✓ Translate to 50+ Languages
- ✓ Text to Speech 60 hr/yr
- ✓ Customizable Video Templates
- ✓ 4k Export Quality

Enterprise
Scale video across your team
Let's Talk
Custom Pricing
[Book a Demo](#)

- ✓ Personalized AI avatars
- ✓ Brand assets & templates
- ✓ Multiple workspaces
- ✓ Custom usage limits
- ✓ Creator training
- ✓ Account manager

After

Lite
Create scroll-stopping social videos
\$12 SAVE 50%
Per user / month, billed yearly
[Go Lite](#)

- ✓ Unlimited watermark removal
- ✓ Auto-generate subtitles (144 hr/yr)
- ✓ Export videos in Full HD 1080p
- ✓ Access to 50K+ royalty-free assets
- ✓ Auto-resize for YouTube, IG, and X
- ✓ Access to 200+ video templates
- ✓ Max 1 editor

Pro RECOMMENDED
Produce studio-quality videos with AI
\$29 SAVE 47%
Per user / month, billed yearly
[Go Pro](#)

Everything in Lite, plus:

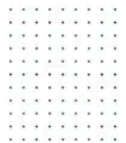
- ✓ Access to all AI tools
- ✓ Translate videos to 50+ languages
- ✓ Start from custom branded templates
- ✓ Custom brand kit, logos, and colors
- ✓ Caption and share from iOS
- ✓ Max 5 editors

Enterprise
Scale your entire team's video creation
Let's Talk
Custom Pricing
[Talk to Sales](#)

Everything in Pro, plus:

- ✓ Brand kits for every team
- ✓ Set custom usage limits
- ✓ Personalized AI avatars for recordings
- ✓ Editor trainings to level up your team
- ✓ Advanced security & access controls
- ✓ Dedicated customer success manager

Change detected in 2024 Q3.

**Hiding or showing prices publicly**

We observed a total of **33 companies (7.4% of the index)** that made changes to whether their prices are **publicly displayed**. One example is Semrush, which removed the price of its Business plan, replacing it with a Contact Us CTA.

What's Next?

This analysis is based on data from the **PricingSaaS Index**, which tracks 443 companies with at least 50 employees that have publicly available pricing information on their websites. Click [here](#) to see the full list.

In Q4, we expect to see more discounts as SaaS players look to hit their annual revenue targets. We'd also hope to see more banners warning visitors of upcoming pricing changes, given the popularity of Q1 as a time to make changes. However, pricing changes vary widely depending on the company, macro environment, and seasonality – and there's no telling exactly how the next few months will play out. We be monitoring the data closely, and will report back what we're finding. Follow along at [Good Better Best](#) to stay tuned.



163 Likes · 23 Restacks

← Previous

Next →



A guest post by

John Kotowski

Co-founder of PricingSaaS. Free pricing news and resources for SaaS operators.



A guest post by

Rob Litterst

Building PricingSaaS and writing Good Better Best.

Subscribe to R

Discussion about this post

Comments

Restacks



Write a comment...



keith moore Oct 16

♥ Liked by Kyle Poyar, Rob Litterst

Great read as always Kyle. Do you have any insights into whether these companies implement th price changes for all existing customers as a method to increase revenue? Or what is best / most common practice for increasing prices for existing customers.

Thanks

♥ LIKE (5) 💬 REPLY



4 replies by Kyle Poyar and others



Elena Verna ✓ Oct 16

♥ Liked by Kyle Poyar, Rob Litterst

excellent write up. thank you!

♥ LIKE (3) 💬 REPLY



1 reply

11 more comments...

