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Manage products and prices

Learn how to manage products and prices.

You can create and update products and prices in the Dashboard or through the API.

Some advanced use cases, like [creating variable prices](#), require you to use the API. If you have a large number of products and prices or if you're [building a custom integration](#) with Elements, you need to use the API.

- Use the [Dashboard](#) to create and manage products and prices if you want to avoid writing code or if you only have a few products and prices. Set up your [pricing model](#) in test mode and click the **Copy to live mode** button on the product details page.
- Use the [API](#) API or the [Stripe CLI](#) to create and manage products and prices. The API is a direct method that you use for production implementations. The Stripe CLI is a developer tool that helps you build, test, and manage your integration with Stripe directly from your terminal.

The following API steps use a fictional SaaS collaboration tool (Together) as an example, where the basic product is a project management dashboard.

Create a product



[Dashboard](#)

[API](#)

Create a product and price

Create a product

To create a product in the Dashboard:

- 1 Go to [More](#) > [Product catalog](#).

- 2 Click **+Add product**.
- 3 Enter the **Name** of your product.
- 4 *(Optional)* Add a **Description**. The description appears at checkout, on the [customer portal](#), and in [quotes](#).
- 5 *(Optional)* Add an **Image** of your product. Use a JPEG, PNG, or WEBP file that's smaller than 2MB. The image appears at checkout.
- 6 *(Optional)* If you're using [Stripe Tax](#), select a **Tax code** for your product. See [tax codes](#) for more information about the appropriate category for your product.
- 7 *(Optional)* Enter a **Statement descriptor**. This descriptor overrides any account descriptors for recurring payments. Choose something that your customers would recognize on a bank statement.
- 8 *(Optional)* Enter a **Unit label**. This describes how you sell your product. For example, if you charge by the seat, enter "seat" so the line item includes "per seat" for the price. Unit labels appear at checkout, and in invoices, receipts, and the [customer portal](#).

Create a price for the product

To save a product in the Dashboard, you must also add at least one price.

The product editor shows the flat-rate pricing model by default. You can create multiple prices or use a different pricing model with the **Advanced pricing options**.

- 1 Select a **Pricing model**. For more details about recurring pricing models, read the [pricing model guide](#).
 - **Flat-rate pricing**: Charge the same price for each unit. If you use this option, select **One time** or **Recurring**.
 - **Package pricing**: Charge by the package, or group of units, such as charging 25 USD for every 5 units. Purchases are rounded up by default, so a customer buying 8 units pays 50 USD.
 - **Graduated pricing**: Use pricing tiers that might result in a different price for some units in an order. For example, you might charge 10 USD per unit for the first 100 units and then 5 USD per unit for the next 50. If you use this option, select the currency for the price and fill in the tier table.
 - **Volume pricing**: Charge the same price for each unit based on the total number of units sold. For example, you might charge 10 USD per unit for 50 units, and 7 USD per unit for 100 units. If you use this option, select the currency for the price and fill in the tier table.

- **Customer chooses price:** Let the payer decide on the amount to pay for your product, service, or cause. **Customer chooses price** is only compatible with Checkout and Payment Links.
- **Usage-based pricing:** Charge your customers based on how much of your service they use during the billing cycle.

- 2 *(Optional)* If you're selling in multiple currencies, click **Add another currency** to set how much to charge in each currency.
- 3 Select a **Billing period** for recurring prices. You can add a custom period if none of the drop-down options are what you want.
- 4 Select whether to **Include tax in price**. Learn more about [taxes and subscriptions](#).
- 5 *(Optional)* Enter a **Price description**. Customers don't see this description.
- 6 *(Optional)* Click **Advanced pricing options** if you want to create multiple prices for your product.
- 7 Click **Add product** to save the product and price. You can [edit both](#) later.

Edit a product



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To modify a product in the Dashboard:

- 1 Go to **More > Product catalog**.
- 2 Find the product you want to modify, click the overflow menu (⋮), then click **Edit product**.
- 3 Make your changes to the product.
- 4 Click **Save product**.

You can also edit products from within the product information page by clicking the overflow menu (⋮) or **Edit**.

Archive a product



If you want to disable a product so that it can't be added to new invoices or subscriptions, you can archive it. If you archive a product, any existing subscriptions that use the product remain active until they're canceled and any existing payment links that use the product are deactivated. You can't delete products that have an associated price, but you can archive them.

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To archive a product:

- 1 Go to **More > Product catalog**.
- 2 Find the product you want to modify, click the overflow menu (⋮), then click **Archive product**.

To unarchive a product:

- 1 Go to the **Archived** tab on the **Product catalog>Overview** page.
- 2 Find the product you want to modify, click the overflow menu (⋮), then click **Unarchive product**.

You can also unarchive a product from the product information page.

Delete a product



You can only delete products that have no prices associated with them. Alternatively, you can [archive a product](#).

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If a product has a price associated with it, you have to [delete](#) or [archive](#) the price before you can delete the product. Stripe keeps a record of the price and product for historical transactions.

To permanently delete a product:

- 1 Go to **More > Product catalog**.
- 2 Find the product you want to modify, click the overflow menu (***), then click **Delete product**.

Create price



You can create single or multiple prices for a product. For example, Together may have a "starter" level offered at 10 USD per month, 100 USD per year, or 9 EUR as a one-time purchase.

Note

After you create a price, you can only update its `metadata`, `nickname`, and `active` fields.

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To create a price in the Dashboard, you have to [create a product](#) first. Then you can create a price:

- 1 Select a **Pricing model**. For more details about recurring pricing models, read the [pricing model guide](#).
 - **Flat-rate pricing**: Charge the same price for each unit. If you use this option, select **One time** or **Recurring**.
 - **Package pricing**: Charge by the package, or group of units, such as charging 25 USD for every 5 units. Purchases are rounded up by default, so a customer buying 8 units pays 50 USD.

- **Graduated pricing:** Use pricing tiers that might result in a different price for some units in an order. For example, you might charge 10 USD per unit for the first 100 units and then 5 USD per unit for the next 50. If you use this option, select the currency for the price and fill in the tier table.
- **Volume pricing:** Charge the same price for each unit based on the total number of units sold. For example, you might charge 10 USD per unit for 50 units, and 7 USD per unit for 100 units. If you use this option, select the currency for the price and fill in the tier table.

- **Customer chooses price:** Let the payer decide on the amount to pay for your product, service, or cause. **Customer chooses price** is only compatible with Checkout and Payment Links.
- **Usage-based pricing:** Charge your customers based on how much of your service they use during the billing cycle.

- 2 *(Optional)* If you're selling in multiple currencies, click **Add another currency** to set how much to charge in each currency.
- 3 Select a **Billing period** for recurring prices. You can add a custom period if none of the drop-down options are what you want.
- 4 Select whether to **Include tax in price**. Learn more about [taxes and subscriptions](#).
- 5 *(Optional)* Enter a **Price description**. Customers don't see this description.
- 6 Click **Create price** to save the price. You can [edit the price](#) later.

Set a default price

A product's default price is the most common price you want to present to customers. For example, a product could have multiple prices for seasonal sales, but the default is the regular (non-sale) price. If your product only has one price, that is its default price. The default price must be an [active API](#) Price.

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To change your product's default price in the Dashboard:

- 1 Go to **More > Product catalog**.
- 2 Find the product you want to modify, click the overflow menu (...), then click **Edit product**.
- 3 Under the **Price information** section, find the price you want to set as the new default price, then click **Set as default price**.
- 4 Click **Save product**.

To create a new price and make it the new default price in the Dashboard:

- 1 Go to **More > Product catalog**.
- 2 Find the product you want to modify and click on it to open the product information page.
- 3 In the **Pricing** section, click the **Add another price** button.
- 4 Enter your pricing details and select **Set as default price**. Read more about the fields available when you [create a price](#).
- 5 Click **Add price**.

Lookup keys

Most businesses display pricing information on their website. If these prices are hard-coded and you want to change them, the process is often manual and requires you to deploy new code. To better manage these scenarios, you can use the [lookup_key API](#) attribute on the [Price object API](#). This key allows you to:

- Render different prices in your frontend.
- Use the rendered price to bill customers.

You can pass a `lookup_key` when you create a price:

 Command Line

cURL 

 


```
$ curl https://api.stripe.com/v1/prices \
> -u "sk_test_4eC39HqLyjWDarjtT1zdp7dc:" \
> -d product={{PRODUCT_ID}} \
> -d unit_amount=1000 \
> -d currency=usd \
> -d "recurring[interval]"=month \
> -d lookup_key=standard_monthly
```

Instead of hard-coding text like **10 USD per month** on your pricing page and using a price ID on your backend, you can query for the price using the `standard_monthly` key and then render that in your frontend:

Command Line

cURL ⓘ 📄

```
$ curl -G https://api.stripe.com/v1/prices \
> -u "sk_test_4eC39HqLyjWDarjtT1zdp7dc:" \
> -d "lookup_keys[]"=standard_monthly
```

Note

To improve performance, you might want to add a caching layer to only reload the price occasionally.

When a customer clicks your subscribe or pay button, you pass the price from the `GET` request above into the Subscriptions API.

Now that you can render different prices, if you decide that you want to start charging new users 20 USD per month rather than 10 USD per month, you only need to create a new price and transfer the lookup key to that new price using `transfer_lookup_key=true` [API](#) :

Rounding

Rounding occurs on the line item level of your [invoices](#). For example, if you create a price with `unit_amount_decimal = 0.05` and a monthly subscription for that [price] with `quantity = 30`, rounding occurs after multiplying the quantity by the decimal amount. In this case, the calculated amount for the line item would be `0.05 * 30 = 1.5`, which rounds up to 2 cents. If you have multiple line items, each is rounded up before summing up the total amount for the invoice. This ensures that customers are still charged an integer minor unit amount, as decimal amounts only apply for pricing.

Exclusive taxes are added to each line item amount, depending on the tax rate. If you enable [automatic taxes](#), exclusive taxes are applied and rounded on the total of the invoice, including invoice level discounts. If you use manual taxes on either the line item level or the invoice level,

you can check back to see how often I use the [Google calendar](#) in the Dashboard.