



Sales 101

BigCommerce Plans and Pricing

Updated July, 2018



An ecommerce platform that's truly employing value-based pricing is one that prices based on the value you're receiving. Charging you for transaction fees isn't really where you're getting value. Charging you for feature x, y, or z isn't really where you're getting value. Instead, actually charging you for mutual success is what you want to be looking for overall.

Source: Price Intelligently, "SaaS Pricing Teardown: Ecommerce Platforms"

Transparent pricing

BigCommerce offers the best value for established and fast-growing businesses.

Priced for growth

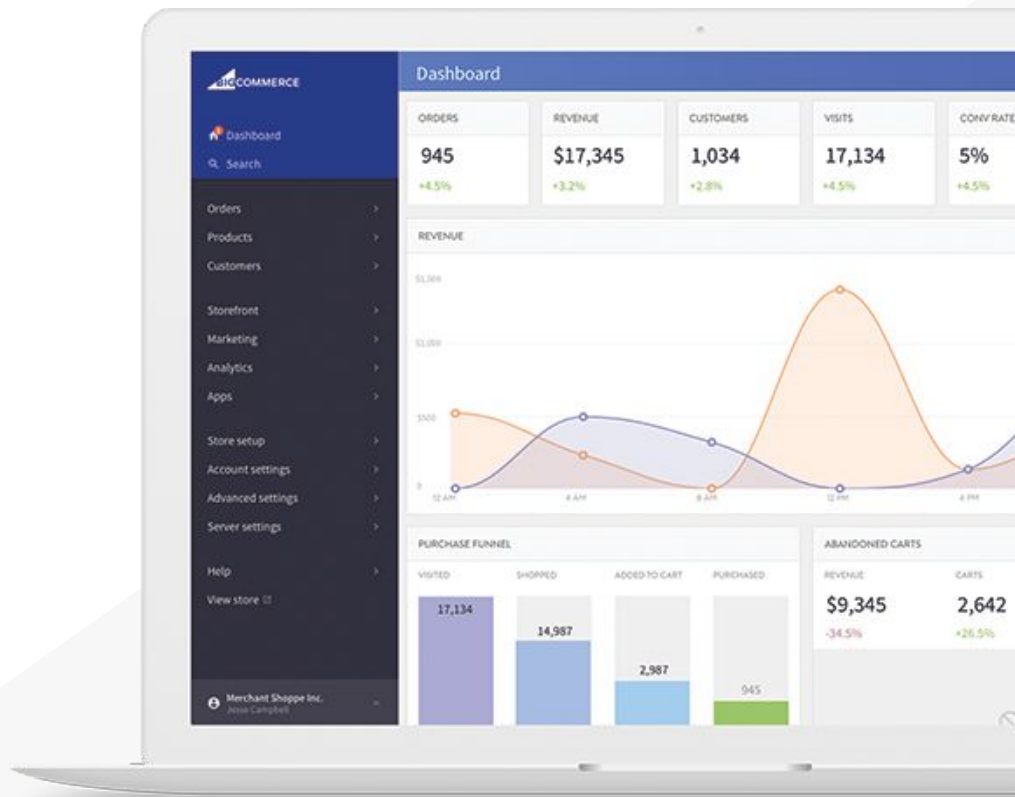
Our four plans scale based on online gross merchandise sales volume (GMV). Merchants can select a plan that's right for them starting at less than \$30 per month.

No surprises

What you see is what you get, allowing merchants to accurately budget.

Value-based philosophy

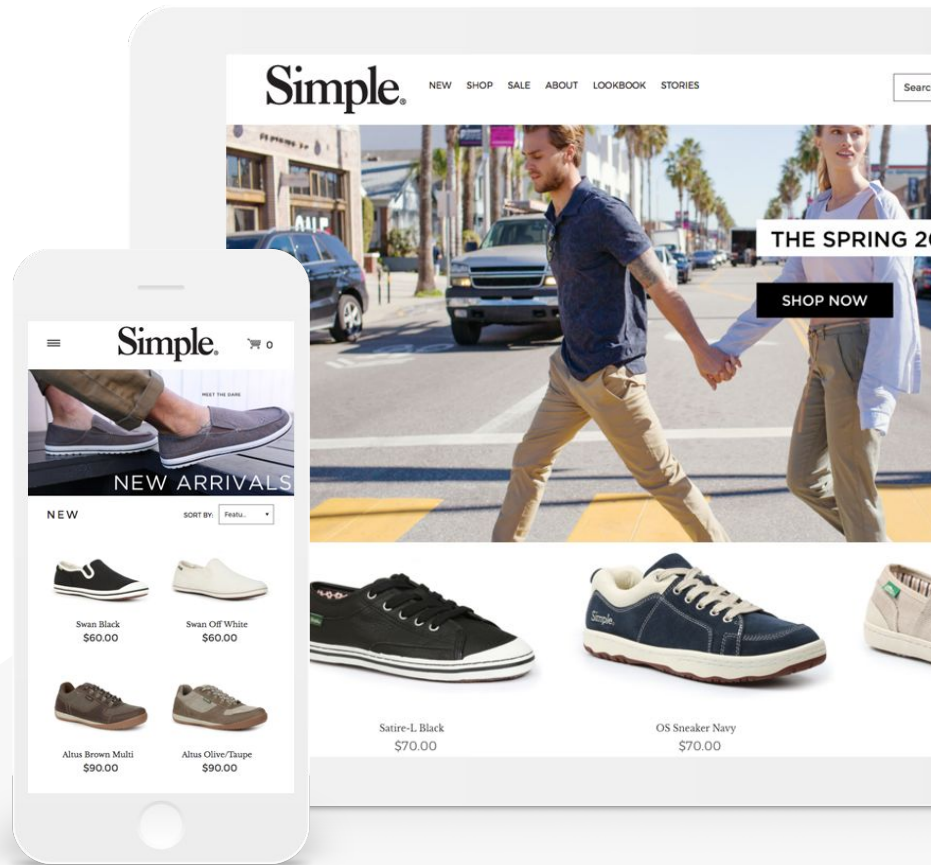
Our focus is delivering dependable performance to grow ecommerce businesses. Our merchants don't have to worry about transaction fees, paying for features or adding servers.



Pricing plans

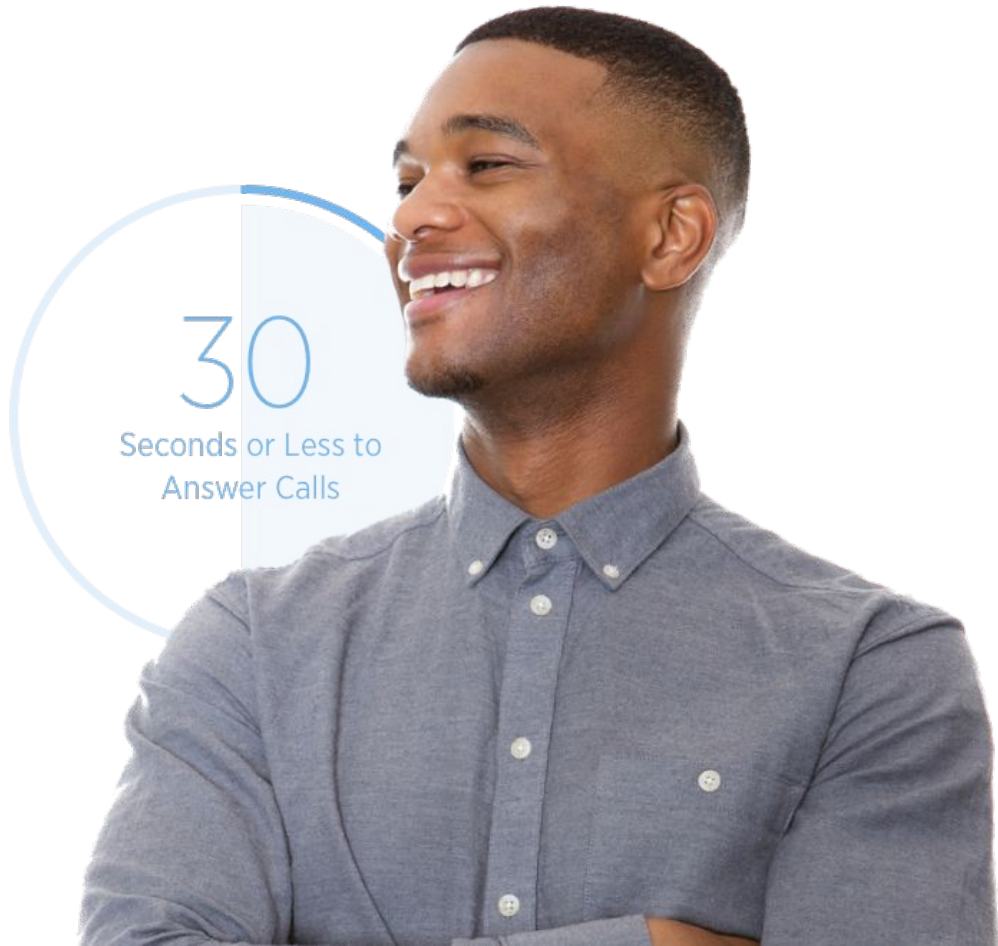
What you see is what you get, allowing merchants to accurately budget.

BigCommerce offers leading ecommerce solutions that grow with your clients. We recognize that ecommerce businesses come in many shapes and sizes. That's why we offer plans for merchants of any scope, whether your clients are just passing go or passing the \$10 million revenue mark.



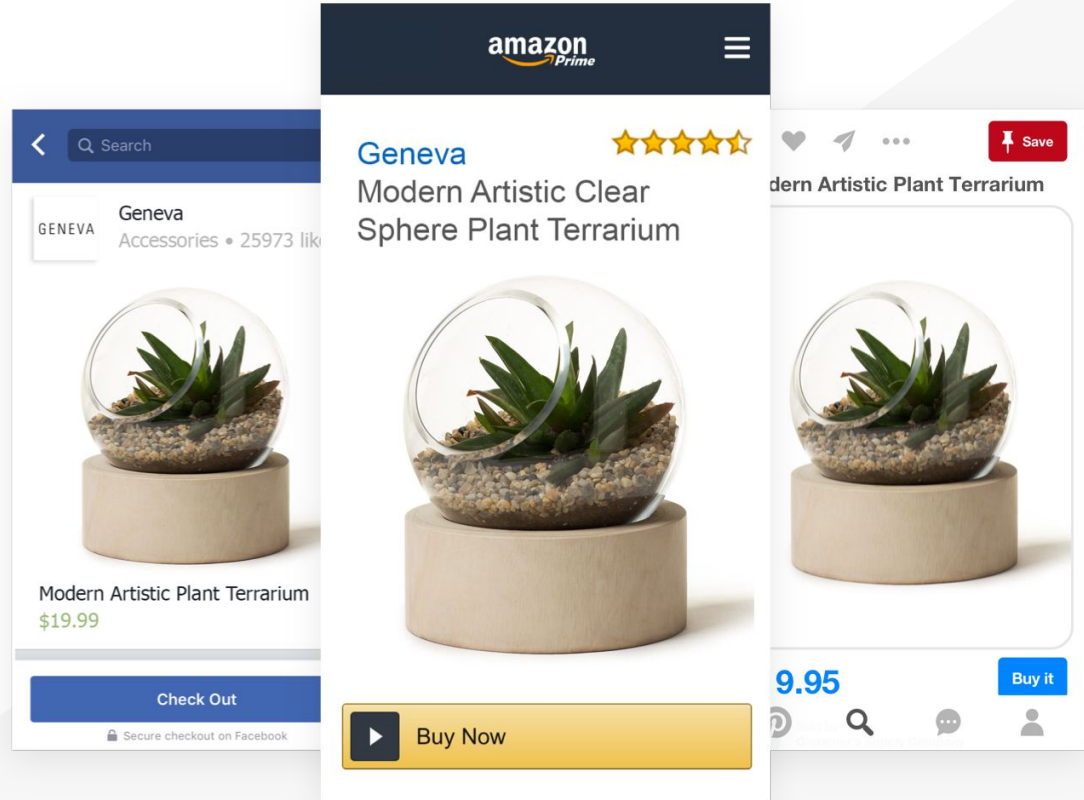
All plans include

- 0% transaction fees
- Unlimited staff accounts
- Unlimited products
- Unlimited file storage
- Unlimited bandwidth
- 24/7 live agent support



Included sales channels

All plans support the following sales channels: eBay, Amazon, POS (Square), FaceBook, Pinterest, Google Shopping, & Instagram. And of course, your branded online store.



All BigCommerce plans

BENEFIT	STANDARD	PLUS	PRO	ENTERPRISE
Responsive design	✓	✓	✓	✓
Single-page checkout	✓	✓	✓	✓
Apple Pay	✓	✓	✓	✓
Coupons, discounts, and gift cards	✓	✓	✓	✓
Shipping label discounts	✓	✓	✓	✓
Real time shipping quotes	✓	✓	✓	✓
Professional reporting tools	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Product ratings and reviews	✓	✓	✓	✓
Sitewide HTTPS	✓	✓	✓	✓
No transaction fees to use leading payment gateways	✓	✓	✓	✓

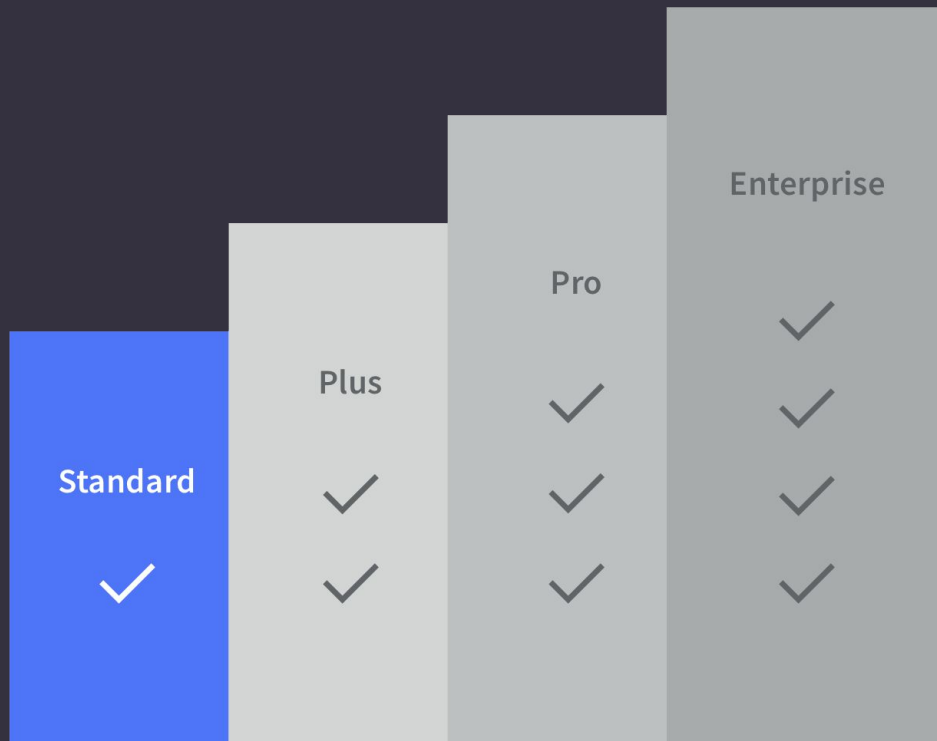
Standard to Enterprise plans

BENEFIT	STANDARD	PLUS	PRO	ENTERPRISE
Dedicated SSL (via BigCommerce)	✓	✓	✓	✓
Customer groups and segmentation		✓	✓	✓
Abandoned cart saver		✓	✓	✓
Google trusted stores			✓	✓
Faceted search (product filtering)			✓	✓
Dedicated SSL (via 3rd party)			✓	✓
Price Lists				✓
Custom facets (product filtering)				✓
Unlimited API calls				✓
Online sales per year <i>Calculated on a trailing 12-month basis</i>	Up to \$50k	Up to \$150k	Up to \$400k	Unlimited

BigCommerce Standard plan

\$29.95/mo

up to \$50k annual sales



Standard plan benefits

- No transaction fees
- Unlimited products, storage and bandwidth
- 24/7 live agent support
- Responsive themes
- Single-page checkout
- Coupons and discounts
- Real-time shipping quotes
- Seamless integration with Square
- Marketplace and social integrations
- Shopping comparison sites
- Google Shopping integration
- Dedicated SSL (purchased via BigCommerce)
- Encrypt Everywhere basic SSL certificate
- Sitewide HTTPS (purchased via BigCommerce)

100s

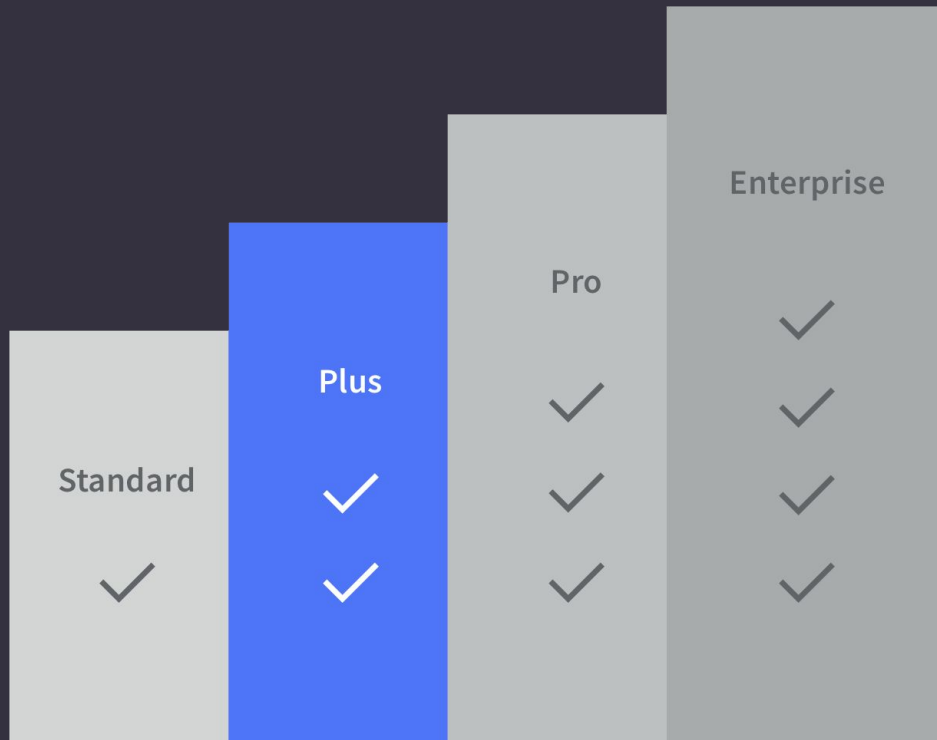
of built-in features including:

Pre-negotiated credit card rates
from PayPal powered by Braintree
2.9% + \$0.30 per transaction

BigCommerce Plus plan

\$79.95/mo

up to \$150k annual sales



Plus plan benefits

Everything in the Standard plan, plus:

- Customer groups
- Pricing rules for customer groups
- Abandoned cart saver

Hundreds of built-in features including:

Pre-negotiated credit card rates from PayPal
powered by Braintree

2.5% + \$0.30 per transaction



15%

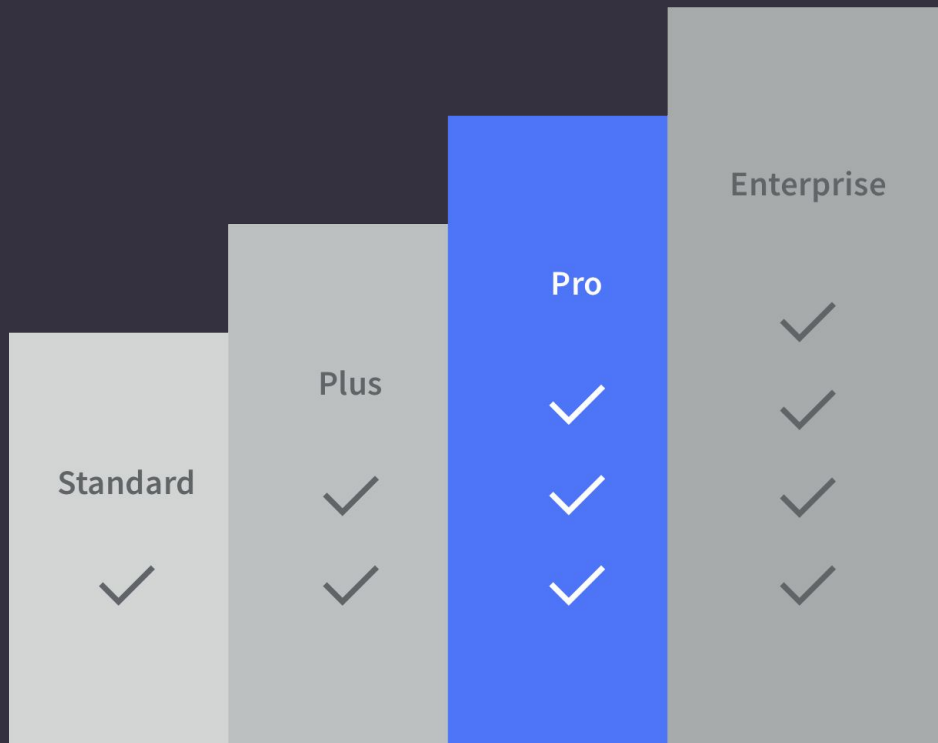
Recover 15% of abandoned carts

Our abandoned cart saver automatically recovers lost sales by sending shoppers a series of emails that motivates them to complete a purchase.

BigCommerce Pro plan

\$249.95/mo

up to \$400k annual sales plus
\$150 per month per \$200k
thereafter (up to \$1mm)



Pro plan benefits

Everything in the Plus plan, plus:

- Faceted search
- Google Trusted Stores (where eligible)
- Bring your own SSL

Hundreds of built-in features including:

Pre-negotiated credit card rates from PayPal
powered by Braintree

2.5% + \$0.30 per transaction



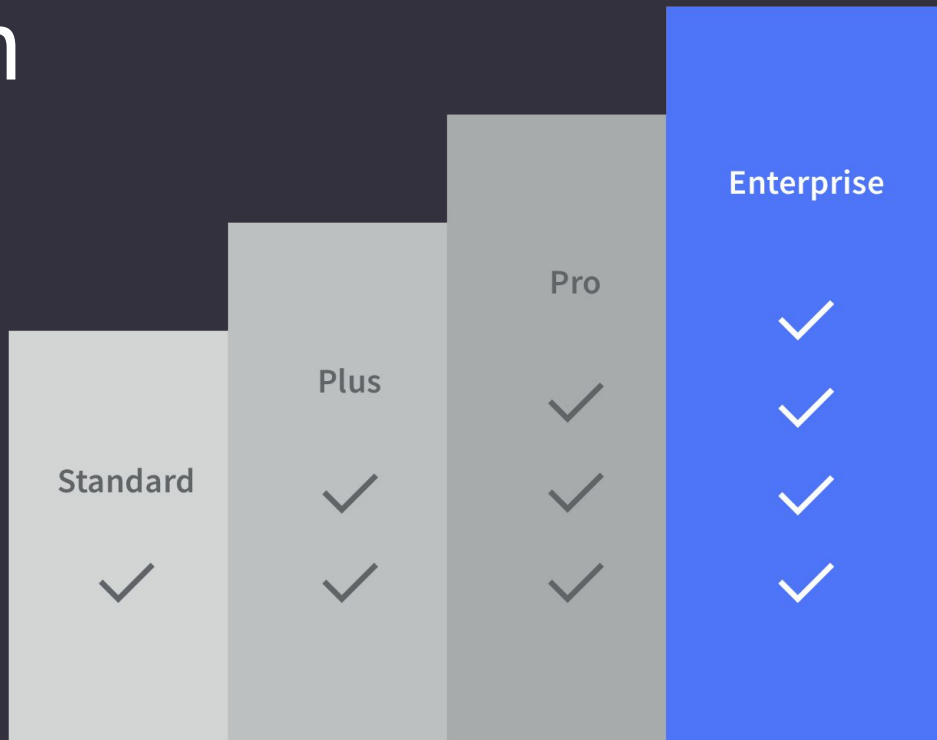
10%

Improve conversion by as much as 10%

with Faceted search (product filtering) that helps shoppers quickly find the products they want using filters like size, color and brand.

BigCommerce Enterprise plan

Custom order-based pricing
tailored to your business



Enterprise plan benefits

Everything in the Pro Plan, plus:

- Custom fields for faceted search
- Unlimited API calls
- Price Lists
- Express call routing
- Premium account services
- Strategic account management and priority support
- ShipperHQ, the world's best shipping calculator and rules engine

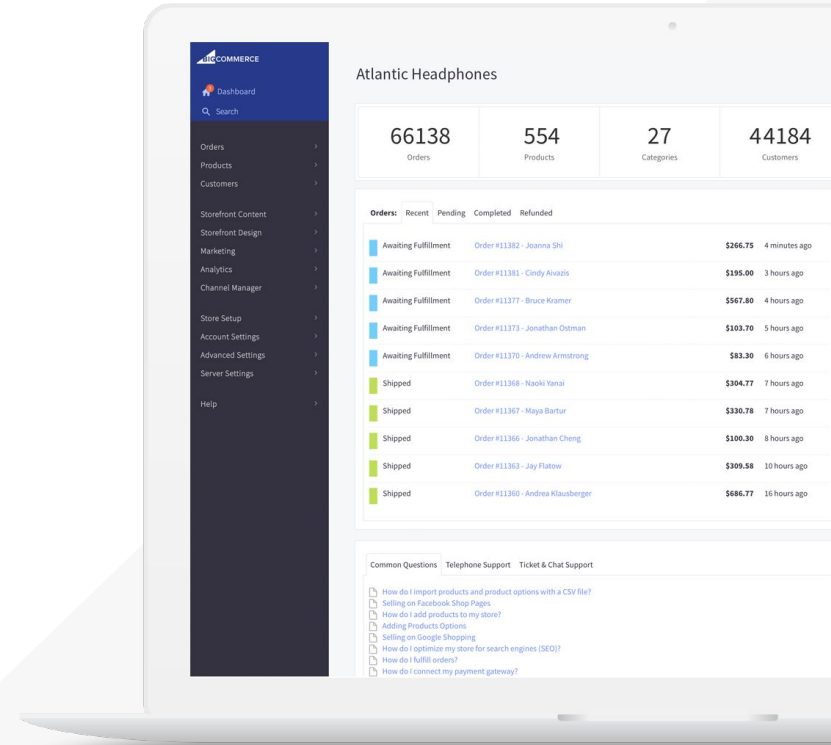
Hundreds of built-in features including:

Pre-negotiated credit card rates from PayPal
powered by Braintree

2.5% + \$0.30 per transaction

Revenue volume

- We count all revenue processed via an integrated payment gateway on BigCommerce. If shoppers pay with a credit card entered into a storefront or control panel, that revenue counts toward the cumulative total.
- Annual sales volume is the sum of the sales volume processed over the last 12 months, and this trailing 12-month total is updated on the first day of each month.
- Annual sales volume includes tax and shipping costs, but refunds are subtracted from annual sales volume. All revenue is converted to USD using up-to-date exchange rates.
- Revenue is only counted when the payment status is “captured” and does not include “authorized” or “voided” payments.





Partner resources

BigCommerce Partner Portal: partners.bigcommerce.com

Partner support: partnersupport@bigcommerce.com

Partner marketing: partnermarketing@bigcommerce.com