

Pricing Strategy Scenarios

Pricing Scenarios + Margin Modeling (2025-10-24)

COGS target 20% (80% margin).

1) Flat Tier: Core \$297, Plus \$497, Pro \$697 (80–86% margin). 2) Pipeline Volume (recommended): \$397–\$1,497 by active deals (81–90% margin). 3) Performance-based (enterprise): \$297 base + 2–3% recovered revenue (85–93% margin).

Stack Costs: Cloud-native \$75/org → Hybrid \$60/org at scale.