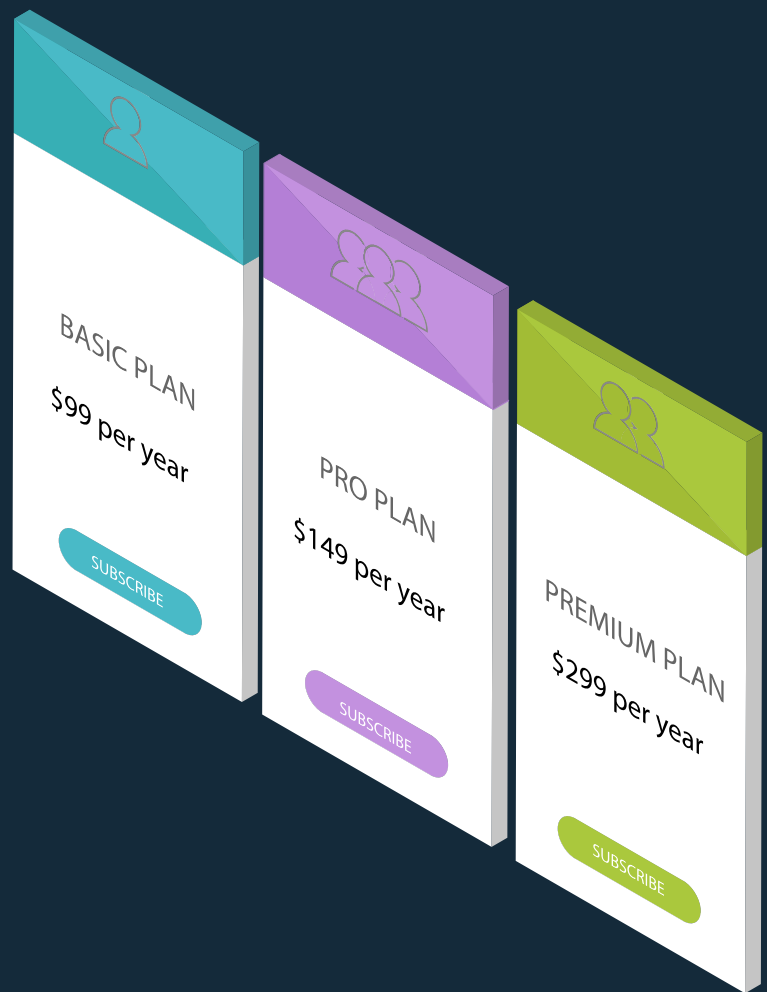


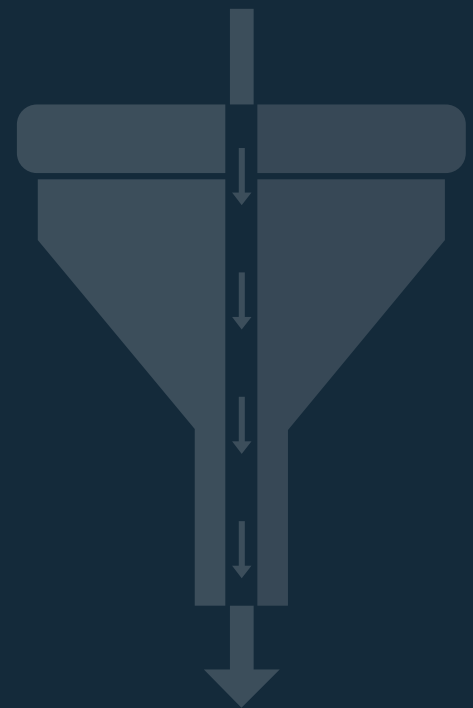
# 9 SAAS Pricing Page Strategies that Convert



**P**ricing pages are undeniably vital for your maximizing your bottom line.

Potential customers on pricing pages are further down the conversion funnel than the average blog reader. They are likely gathering information to make a purchase decision, or at least are at the consideration stage.

As such, it's hard to find a more valuable, or potentially crippling, internal page than pricing. To make sure you are maximizing conversions through your pricing page, we have gathered 9 essential pricing page strategies. The first 5 will be basic strategies that can be implemented quickly, while the last 4 are for those advanced marketers looking to become leaders in their space. Enjoy!



Basic Strategies

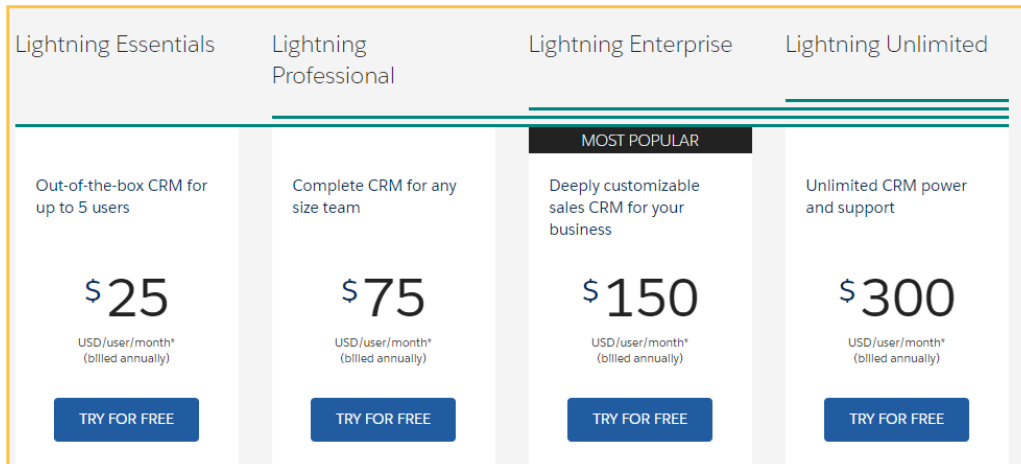


# Clear and Simple Pricing Tiers

I'm going to use two classic B2B examples for reference points here. The first one is from HubSpot, the second one is from Salesforce. They both do a great job at creating clear and simple to digest pricing tiers.

BASIC	PRO	ENTERPRISE
<p><b>\$200</b>/month billed annually</p> <p>Required Onboarding \$600</p> <p>An entry tool for those new to inbound marketing</p> <p><b>100</b> Contacts + \$100 per 1k extra</p> <p><a href="#">TRY</a> <a href="#">BUY</a></p>	<p><b>\$800</b>/month billed annually</p> <p>Required Onboarding \$3,000</p> <p>An integrated solution for professional marketers</p> <p><b>1,000</b> Contacts + \$50 per 1k extra</p> <p><a href="#">TRY</a> <a href="#">BUY</a></p>	<p><b>\$2,400</b>/month billed annually</p> <p>Required Onboarding \$5,000</p> <p>An advanced platform for marketing teams</p> <p><b>10,000</b> Contacts + \$10 per 1k extra</p> <p><a href="#">TRY</a> <a href="#">BUY</a></p>

Pricing Page from Hubspot



*Pricing Page from Salesforce*

In both of the examples above, it's very clear as to what you are getting with the different pricing tiers. The CTA's are contrasting in color versus the rest of the page, and the prices are clearly stated.

Here are 3 helpful steps to follow with your pricing page design.

1. Focus on clarity and simplicity.
2. Ensure the design conveys the most critical information about those pricing tiers in order for the user to make a purchase decision.
3. Keep the calls to action clear and differentiated enough to stand out.

Basic Strategies

# Align pricing with buyer personas



The idea here is to articulate pricing tiers in a way that resonates with the customer's perception of their own business. For example, 'professional' and 'enterprise' are both terms that HubSpot and Salesforce use, and it's very infrequent that people arrive on either of these pricing pages and get confused between which type of customer bucket they fall into.

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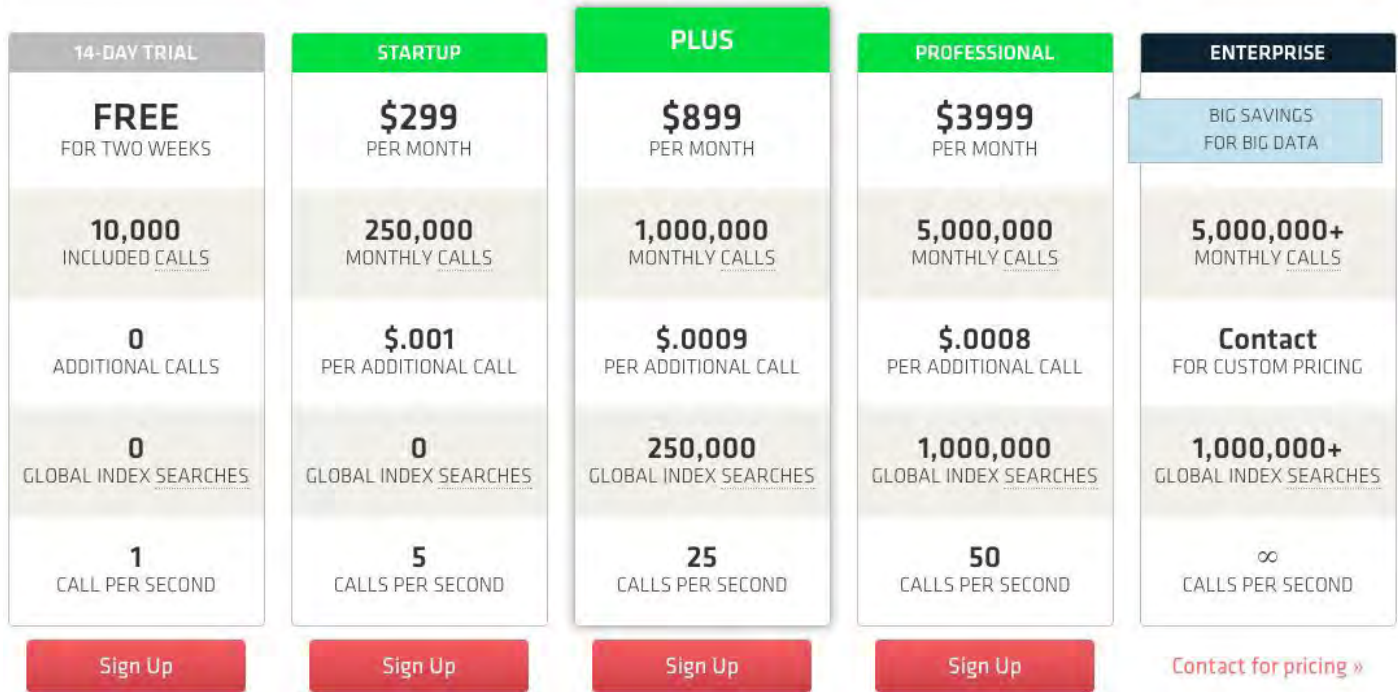
Basic Strategies

# Use a single core value metric



SAAS pricing pages see higher conversions when they scale pricing tiers to a single core value metric. With it, the user understands and reflects the value they get from the platform as they scale tiers. To take a HubSpot example, the pricing is based on a number of contacts, and the user intuitively understands that as they have more contacts in HubSpot, the pricing increases because the value to them increases as well.

BASIC	PRO	ENTERPRISE
<p><b>\$200</b>/month billed annually Required Onboarding \$600</p> <p>An entry tool for those new to inbound marketing</p> <p><b>100 Contacts</b> + \$100 per 1k extra</p> <p>TRY BUY</p>	<p><b>\$800</b>/month billed annually Required Onboarding \$3,000</p> <p>An integrated solution for professional marketers</p> <p><b>1,000 Contacts</b> + \$50 per 1k extra</p> <p>TRY BUY</p>	<p><b>\$2,400</b>/month billed annually Required Onboarding \$5,000</p> <p>An advanced platform for marketing teams</p> <p><b>10,000 Contacts</b> + \$10 per 1k extra</p> <p>TRY BUY</p>



Contrast that with the pricing page example below where it's not clear what the value metric is. Is it monthly calls, calls per second, or index searches? Without a single metric that's emphasized, it's hard to determine which plan provides the most value.

Basic Strategies



# Clear Calls to Action

It's important to set clear expectations on the call-to-action as to what happens when the user clicks a button. In the HubSpot example, somewhat non-traditionally, they use two calls to action.

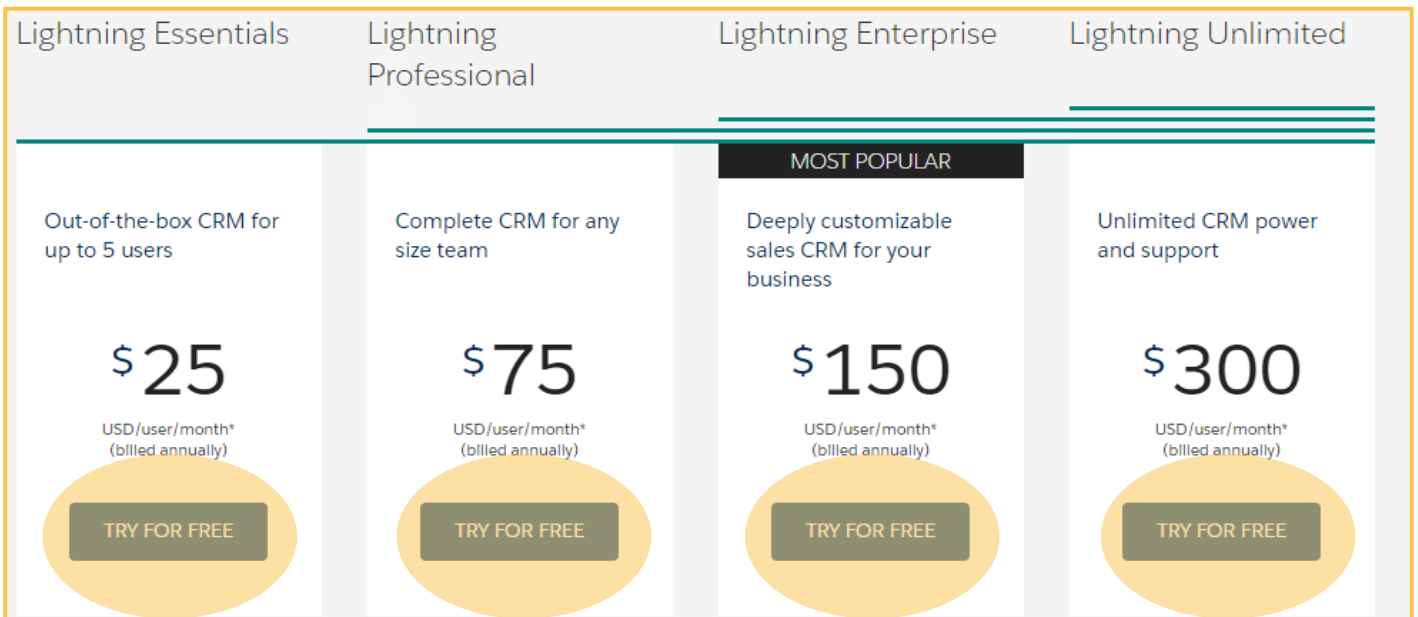
Yet, they are differentiated both in design as well as the expectations. One is about trying the platform, while the other is to buy the plan.

BASIC	PRO	ENTERPRISE
<p><b>\$200</b>/month billed annually</p> <p>Required Onboarding \$600</p> <p>An entry tool for those new to inbound marketing</p> <p><b>100</b> Contacts + \$100 per 1k extra</p> <p>TRY BUY</p>	<p><b>\$800</b>/month billed annually</p> <p>Required Onboarding \$3,000</p> <p>An integrated solution for professional marketers</p> <p><b>1,000</b> Contacts + \$50 per 1k extra</p> <p>TRY BUY</p>	<p><b>\$2,400</b>/month billed annually</p> <p>Required Onboarding \$5,000</p> <p>An advanced platform for marketing teams</p> <p><b>10,000</b> Contacts + \$10 per 1k extra</p> <p>TRY BUY</p>



Below, Salesforce is very clear that when you click on that button, you start the free trial process.

If the expectation isn't clear in your call to action language, consider testing copy.



Lightning Essentials	Lightning Professional	Lightning Enterprise	Lightning Unlimited
Out-of-the-box CRM for up to 5 users	Complete CRM for any size team	Deeply customizable sales CRM for your business	Unlimited CRM power and support
<b>\$25</b>	<b>\$75</b>	<b>\$150</b>	<b>\$300</b>
USD/user/month* (billed annually)	USD/user/month* (billed annually)	USD/user/month* (billed annually)	USD/user/month* (billed annually)
<b>TRY FOR FREE</b>	<b>TRY FOR FREE</b>	<b>TRY FOR FREE</b>	<b>TRY FOR FREE</b>

Basic Strategies

# Offer human help

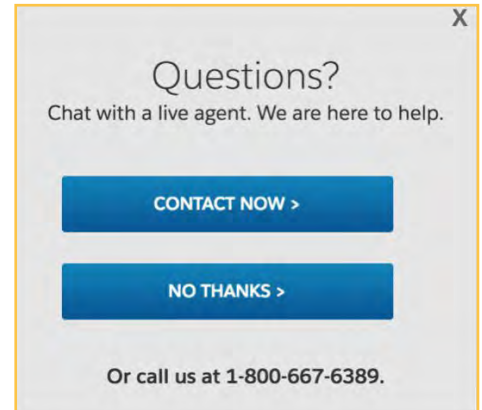


Even if you set up your pricing page per the recommendations above, you are going to run into times where the user is still stuck staring at the pricing page and can't make a decision.

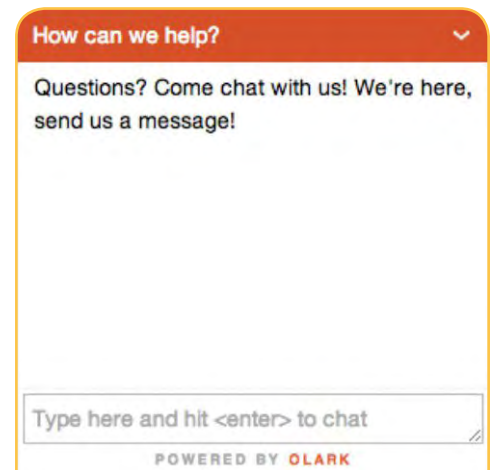
If you are targeting Enterprise customers with longer sales cycles, you might want to test intervening with human help. Offering an instant resource to answer questions might be the missing link to get leads across the line!

There are a couple of ways you can go about this. Salesforce, after a couple seconds, pops up a modal window offering to put you in front of a live agent.

Alternatively, you could use an instant chat product like Intercom, Drift, or Olark.



*Sales Force has a modal appear*



*Chat window by Olark*

## Advanced Strategies

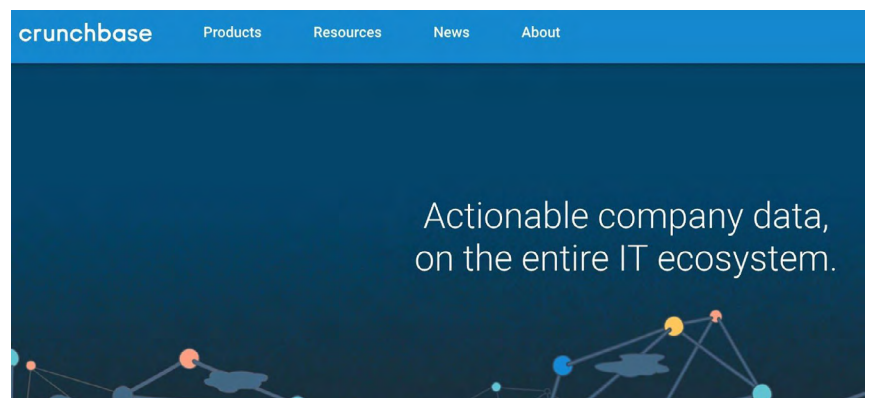
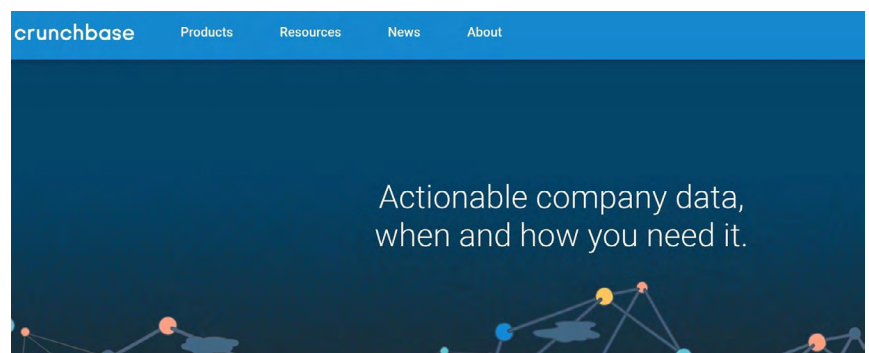
# Optimize through personalization



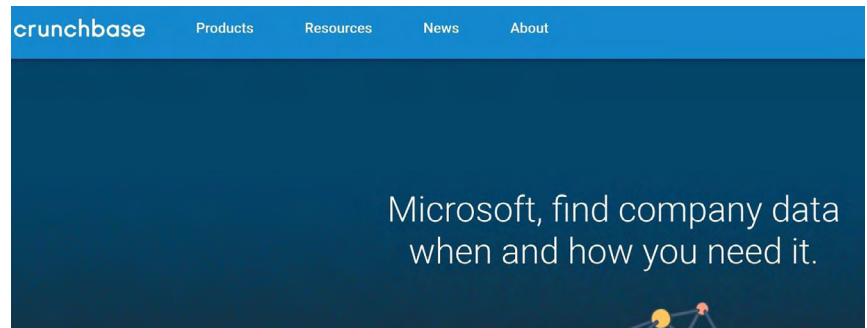
In B2B SAAS, customers expect experiences that are tailored to their needs. It's no longer enough to just have one pricing page experience and hope it resonates with every unique customer. That being said, it's imperative you identify accounts coming to your site and tailor experiences for them.

Let's use [Crunchbase](#) as an example for how to accomplish pricing page personalization for Enterprise customers.

The first step is identifying a visitor. We recommend using a reverse IP Lookup tool like Clearbit to tell us the visitors' domain.



Once Crunchbase has a known Enterprise account is visiting their site, they can change the experience to be more tailored.



Let's use Microsoft as an example account visiting the Crunchbase site. As we can see below, the headline is generic to every visitor.

Yet, for Microsoft, they are interested in learning about new companies that should be on their radar for acquisitions. With this information, Crunchbase could tailor their pricing page headline.

Learning about the "IT Ecosystem" is what Microsoft cares about, so they should change the pricing page accordingly.

Taking things a step further, Crunchbase could even mention Microsoft by name. Data shows that mentioning a company by name can increase conversions by 10-15% for named accounts!

Overall, if you are considering strategies to increase conversions, tying personalized copy to your audience is a great place to start.

Advanced Strategies

# Reduce options for Enterprise leads



We see pricing pages like the above from Crunchbase all the time. In an effort to improve conversions through offering multiple price points, they actually stunt conversions. Here's why:

**A: MULTIPLE OPTIONS INCREASES FRICTION FOR A CUSTOMER TO MAKE A DECISION**

If you're in the business of driving conversions: competing calls to action, audiences, and buyer journeys on a single page has a really negative impact on your conversion rate.

	crunchbase View profiles + contribute data <b>Free</b> <a href="#">GET STARTED</a>	crunchbase pro Advanced search + monitoring <b>\$29/mo</b> billed annually <a href="#">UPGRADE TODAY</a>	crunchbase enterprise Data enrichment for teams <b>Custom</b> <a href="#">CONTACT US</a>
Advanced search		✓	✓
Monitoring + alerts ⓘ		✓	✓
Build + share lists		✓	✓
Statistics		✓	✓
No third-party ads		✓	✓
Excel exports ⓘ		✓	✓
API access			✓
Salesforce integration ⓘ			✓
Contact information ⓘ			✓
Premium support			✓

There are too many options for users to take, often resulting in analysis paralysis. In the example above, three separate plans targeting different users presents scenarios where customers do not know what to choose.

**B: MULTIPLE OPTIONS LEADS ENTERPRISE CUSTOMERS TO PICK CHEAPER OPTION.**

When a Microsoft VP is on Crunchbase.com, the goal is to maximize revenue through a sales conversation. However, given three options, the VP will likely click the ‘free’ option or \$29 pro plan for the simple reason that it’s cheaper.

	<p><b>crunchbase enterprise</b></p> <p>Data enrichment for teams</p> <p><a href="#">CONTACT US</a></p>
Advanced search	✓
Monitoring + alerts ⓘ	✓
Build + share lists	✓
Statistics	✓
No third-party ads	✓
Excel exports ⓘ	✓
API access	✓
Salesforce integration ⓘ	✓

## **C: MULTIPLE OPTIONS ANCHORS YOUR CUSTOMERS TO A LOWER PRICE POINT**

If a customer is finding value in a \$29 plan, it's going to be quite difficult to upsell them on a six figure contract if the value between the two isn't great. While offering Enterprise customers a \$29 plan might work for some companies that know they can get a bigger deal down the line, most companies will find this transition difficult.

Therefore, our solution is to identify Enterprise accounts, and then show the money optimized path towards a sales conversation. In the Crunchbase example, they should remove the two lower price points, or simply ditch the table all together.

**Determining what Enterprise account a visitor belongs to can be done with FunnelEnvy or using IP reverse lookup tools available online. Please contact FunnelEnvy at [sales@funnelenvy.com](mailto:sales@funnelenvy.com) if you are interested in learning more about this feature.**

## Advanced Strategies



# Emphasize features based on audience profile

SAAS marketers should know which enterprise accounts are visiting their site so they can emphasize the most relevant features for those accounts.

For example, consider highlighting various integrations based on a customer's tech stack.

API access	✓
<b>Salesforce integration</b> ⓘ	✓
Contact information ⓘ	✓

In the visual below, the CRM integration listed would be dynamic based on the customer's tech stack. In this case it's Salesforce, but this would change depending on the visitor.

**If you would like to know more about utilizing customer data to serve personalized experiences in real time, please contact FunnelEnvy at [sales@funnelenvy.com](mailto:sales@funnelenvy.com)**



Advanced Strategies



# Use user behavioral data to tailor 1:1 experiences

Behavioral data can be anything from what type of white papers a customer reads, what internal pages they've visited, the types of emails they've opened, etc... By using this behavioral data we can gain key insights into what features or products customers are interested in and then serve the most relevant experiences.

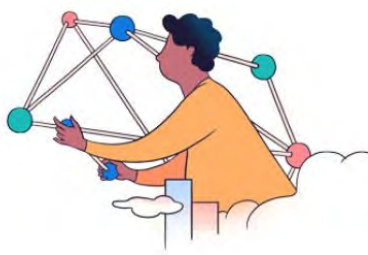
Again let's use Crunchbase as an example.

The image below is seen at the bottom of Crunchbase's pricing page, below their pricing table.

**crunchbase for applications**

Power your product with Crunchbase data: funding activity, investors, news, and more.

[GET MORE INFO](#)



While this feature is less relevant to their general audience, there is a subset of users who have shown interest in this product given their time spent on the 'Crunchbase for applications' page. If we can use behavioral data to determine their interest in this product, it should be emphasized at the top of the page.

Using FunnelEnvy's prediction model, customers don't even have to explicitly express interest in a product/feature for our model to know they are likely to purchase it. Using machine learning, the FunnelEnvy platform analyzes similar customer profiles and purchase history to predict interest levels. From there, the platform dynamically emphasizes that particular product/feature.

**If you would like to know more about using behavioral data to serve increase conversions through more relevant experiences, please contact FunnelEnvy at [sales@funnelenvy.com](mailto:sales@funnelenvy.com).**



If you would like to learn more about FunnelEnvy, and how we can improve your SAAS pricing page, visit [www.funnelenvy.com](http://www.funnelenvy.com) or call us at 408-600-5686.

Contact us here

