Pricing structure diagnostic

A three-tier product · read on 2026-11-12 · every price below is quoted from the product’s own pricing page and dated

1. THE LADDER AS WRITTEN

TIER	PRICE	PERIOD	BILLING	FIRST SEEN
Basic	$19	month	monthly	2026-10-24
Pro	$29	month	monthly	2026-10-24
Ultra	$89	month	monthly	2026-10-24

Annual totals and monthly prices are kept apart on purpose. A monthly figure and a yearly total are different units; converting one into the other is how a pricing page ends up misreading itself.

2. HOW THE LADDER STEPS

STEP	MULTIPLE	READING
Basic → Pro	1.53×	Narrow: most buyers read it as the same plan with a bigger allowance
Pro → Ultra	3.07×	A cliff: the middle price is empty, and the buyer has to jump to reach it

Steps are compared only within the same period and currency. A monthly-to-annual comparison is not a step; it is a discount, and it is covered separately below.

3. WHERE THIS SITS

Entry price **$19** per month. In the same band (entry price within $15.20–$23.75) there are **466** tools with a readable monthly price; **225** of them run three tiers or more.

	THIS PRODUCT	BAND MEDIAN
Entry, per month	$19	$19
Top tier, per month	$89	$99.99

The band is a reference, not a target. Being above or below the median says nothing about whether the price is right — it says what a buyer is comparing you with when they open three tabs.

4. THE QUESTIONS THIS RAISES

- Basic to Pro is only 1.53x: what does the higher tier actually add, and has any customer asked to buy that piece on its own?
- Ultra is 3.07x Pro: which capability is sold only at the top, and has anyone asked for it separately? Who is the empty price between them waiting for?
- If you could change one number tomorrow — a price, or the boundary of one entitlement — which one would it be, and what would you expect to see a month later?

These are the part a report cannot answer for you. Each one is tied to a specific pair of tiers or a specific option on your page.
