

PRICE

# UX & UI Pricing Strategies

Marketing and In-Product

June 27, 2019

UX Designer

**Jin Yeong Kim**

# BigCommerce - Current Pricing Screens

## Marketing

Monthly **Annual**

Save up to 10% when you pay annually. Offer available for Plus and Pro plans.

Standard

**\$29.95/mo**

Sell online with your own beautiful online store

**MOST POPULAR**

Plus

**\$79.95/mo**

Grow your online business with marketing tools proven to increase conversion

Pro

**\$249.95/mo**

Scale your growing business with a comprehensive set of features

Enterprise

Contact Sales or call **1-866-991-0872** for custom pricing lower than Magento and Shopify Plus

Power your team's success with the best full-service open platform

Included in all plans	Standard	Plus	Pro	Enterprise
No transaction fees	0%	0%	0%	0%
Products, file storage and bandwidth	Unlimited	Unlimited	Unlimited	Unlimited
Staff accounts	Unlimited	Unlimited	Unlimited	Unlimited
<b>Sales Channels</b>				
Branded online store	✓	✓	✓	✓
eBay and Amazon	✓	✓	✓	✓
Point of sale	✓	✓	✓	✓
Facebook/Instagram	✓	✓	✓	✓
Pinterest	✓	✓	✓	✓
Google Shopping*	✓	✓	✓	✓
<b>Features</b>				
Responsive website	✓	✓	✓	✓
Single-page checkout	✓	✓	✓	✓
Apple Pay, Google Pay, Amazon Pay	✓	✓	✓	✓
Coupons, discounts and gift cards	✓	✓	✓	✓
Real time shipping quotes	✓	✓	✓	✓
BigCommerce Shipping: USPS, FedEx, DHL. <a href="#">Learn more</a>	64% average discount	66% average discount	68% average discount	70% average discount
Professional reporting tools	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Product ratings and reviews	✓	✓	✓	✓
Free Sitewide HTTPS and Dedicated SSL	✓	✓	✓	✓
ShipperHQ shipping rules engine	Available	Available	Available	✓
Customer groups and segmentation		✓	✓	✓
Abandoned cart saver		✓	✓	✓
Persistent Cart		✓	✓	✓
Stored credit cards		✓	✓	✓
Google customer reviews			✓	✓
Faceted search (product filtering)			✓	✓
Custom SSL			✓	✓
Custom facets (product filtering)				✓
Price Lists				✓
Unlimited API Calls				✓
Online sales per year <small>Calculated on a trailing 12-month basis</small>	Up to \$50k	Up to \$150k	Up to \$400k**	Custom

### Service and Support

24/7 live agent support	✓	✓	✓	✓
Express routing, priority support, and strategic account management available				✓
API Support				✓

### Payment Processing

No transaction fees to use leading payment gateways <a href="#">Learn more</a>	✓	✓	✓	✓
(Optional) Special credit card rates from PayPal powered by Braintree <a href="#">Learn more</a>	2.9% + \$0.30¢ per transaction****	2.5% + \$0.30¢ per transaction****	2.2% + \$0.30¢ per transaction****	2.2% + \$0.30¢ or lower per transaction****

Try BigCommerce free for 15 days and see which plan is right for you

[CHOOSE A PLAN](#)

**Speak to a consultant**

Our professional ecommerce consultants can answer questions about our features or which plan might be right for your business.

**1-888-248-9325**

**Get a technical perspective**

BigCommerce experts are available to discuss customizing our platform and connecting to your existing systems.

**1-866-991-0872**

**Read our FAQs**

We've assembled answers to some of the most common questions about our platform and plans.

[BigCommerce FAQs](#)

## In-Product

Pick a plan for your BigCommerce store

Grow sales and increase efficiency with powerful features that fit your business

Your current plan: **FREE TRIAL**

07 Days remaining

Standard

**\$29.95/mo**

Sell online with your own beautiful online store

[Select plan](#)

**MOST POPULAR**

Plus

**\$79.95/mo**

Grow your online business with marketing tools proven to increase conversion

[Select plan](#)

Pro

**\$249.95/mo**

Scale your growing business with a comprehensive set of features

[Select plan](#)

Enterprise

Call **1-855-884-6731** for pricing tailored to your business

Power your team's success with the best full-service and open platform

[Call 1-855-884-6731](#)

Save 10% on Plus and Pro plans when you pay annually. All prices in US Dollars. Billed monthly.

Get access to these features	Standard	Plus	Pro	Enterprise
No additional transaction fees	0%	0%	0%	0%
Full-featured online store	✓	✓	✓	✓
Sales channels (including eBay, Amazon, and Point of Sale)	✓	✓	✓	✓
Coupons, discounts, and gift cards	✓	✓	✓	✓
Real time shipping quotes	✓	✓	✓	✓
Sitewide HTTPS and Dedicated SSL	✓	✓	✓	✓
Abandoned cart saver		✓	✓	✓
Customer groups and segmentation		✓	✓	✓
Custom SSL			Available	Available
Google Customer Reviews			✓	✓
Faceted search (product filtering)			✓	✓
Custom facets				✓
Premium services (including options for account management)				✓
Unlimited API calls				✓
Shipper HQ shipping rules engine	Available	Available	Available	Included
Online sales per year <small>Calculated on a trailing 12-month basis</small>	Up to \$50k	Up to \$150k	Up to \$400k	Custom
No additional transaction fees to use leading payment gateways	✓	✓	✓	✓
(Optional) Special credit card rates from PayPal powered by Braintree	2.9% + \$0.30 per transaction*	2.5% + \$0.30 per transaction*	2.2% + \$0.30 per transaction*	2.2% + \$0.30 or lower per transaction*
	<a href="#">SELECT STANDARD &gt;</a>	<a href="#">SELECT PLUS &gt;</a>	<a href="#">SELECT PRO &gt;</a>	<a href="#">CALL 1-855-884-6731</a>

## Try BigCommerce free for 15 days, then pick a plan

[START YOUR FREE 15-DAY TRIAL](#)

		MOST POPULAR		
	Standard	Plus	Pro	Enterprise
<p><b>Monthly</b> <b>Annual</b></p> <p>Save up to 10% on Plus and Pro plans when you pay annually</p>	<p>\$29.95/mo</p> <p>Start an Online Store</p> <p><a href="#">FREE TRIAL</a></p>	<p>\$79.95/mo</p> <p>Grow with Marketing Tools</p> <p><a href="#">FREE TRIAL</a></p>	<p>\$249.95/mo</p> <p>Optimize Your Online Business</p> <p><a href="#">FREE TRIAL</a></p>	<p>Contact Sales or call 1-866-991-0872 for custom pricing lower than Magento and Shopify Plus</p> <p>Power your team's success with the best full-service open platform</p> <p><a href="#">REQUEST DEMO</a></p>
Features				
No Transaction Fees	0%	0%	0%	0%
Products, file storage and bandwidth	Unlimited	Unlimited	Unlimited	Unlimited
No Transaction Fees	Unlimited	Unlimited	Unlimited	Unlimited
Branded, Responsive Online Store	✓	✓	✓	✓
Single-Page Checkout	✓	✓	✓	✓
Sell on marketplaces (ebay, amazon, facebook, instagram, pinterest) and through point of sale	✓	✓	✓	✓
Coupons, discounts, gift cards	✓	✓	✓	✓
Professional Reporting Tools	✓	✓	✓	✓
Product ratings and reviews	✓	✓	✓	✓
Apple Pay, Google Pay, Amazon Pay	✓	✓	✓	✓
Abandoned Cart Saver		✓	✓	✓
Customer Groups		✓	✓	✓
Persistent Cart		✓	✓	✓
Stored Credit Card		✓	✓	✓
Faceted Search			✓	✓
Google Customer Reviews			✓	✓
Custom SSL			✓	✓
Unlimited APIs			✓	✓
Price Lists				✓
Custom Facets				✓
Online Sales Per Year	Up to \$50k	Up to \$150k	Up to \$400k*	Custom
Shipping				
BC Shipping	✓	✓	✓	✓
Real-time shipping quotes	✓	✓	✓	✓
Shipper HQ shipping rules engine	✓	✓	✓	✓
Payment Processing				
No Transaction Fees	0%	0%	0%	0%
Special CC rates for braintree	✓	✓	✓	✓
Choose from leading payment gateways	✓	✓	✓	✓
Service and Support				
24/7 live agent support	✓	✓	✓	✓
Premium account services				✓

## Try BigCommerce free for 15 days and see which plan is right for you

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[REQUEST A DEMO](#)

### Speak to a consultant

Our professional ecommerce consultants can answer questions about our features or which plan might be right for your business.

[1-888-248-9325](tel:1-888-248-9325)

### Get a technical perspective

BigCommerce experts are available to discuss customizing our platform and connecting to your existing systems.

[1-866-991-0872](tel:1-866-991-0872)

### Read our FAQs

We've assembled answers to some of the most common questions about our platform and plans.

[BigCommerce FAQs](#)

\*Pro plan: Starting at \$249.95/mo for less than \$400k in online sales, +\$150/mo for each additional \$200k in online sales (up to \$1m). For special rates on high average order sizes, please call 1-888-699-8911.

\*Pricing terms: BigCommerce supports a wide range of payment providers. To qualify for the PayPal powered by Braintree rate, here are the details and your next steps. The processing fee for debit and credit cards begins at 2.9% + \$0.30 per transaction for all BigCommerce plans. You will find each plan's pricing here. Based on your plan, you may be eligible for that plan's published processing rate. Eligibility requires that you must be a United States-based business. Then,

(1) If you are a new BigCommerce Merchant using a trial PayPal powered by Braintree account, you will need to select a qualifying BigCommerce Plan (Plus, Pro, or Enterprise). Go into your BigCommerce account Client Area and accept the terms of the selected BigCommerce plan and establish a billing agreement. You will then be charged the first month's fee for your BigCommerce plan and you will become eligible to apply for the negotiated payment processing rates with PayPal powered by Braintree. If you are an existing BigCommerce Merchant already in a Plus, Pro, or Enterprise plan, you do not need to complete this step.  
 (2) From within the BigCommerce account Control Panel Payment Settings area, complete and submit the PayPal powered by Braintree application to upgrade from a trial to full account. Additional information may be requested from the PayPal powered by Braintree team during the process of reviewing your application.  
 (3) 2 to 3 business days following your approval\* for a PayPal powered by Braintree account, you will be emailed a Pricing Contract to digitally sign. We suggest adding echosign@echosign.com to your email whitelist to reduce the risk of it going to your spam folder. Follow the instructions in the email on how to sign and return the contract.  
 (4) Your account will then be updated to reflect the new rate, and you will receive a notification email with the updated rate, which can take up to 10 business days. Your new rate will only apply to transactions after the date on your notification email.  
 Application for a PayPal powered by Braintree account does not guarantee approval.

#### SELL ONLINE

- Features
- Customers
- Ecommerce Website
- Ecommerce Platform
- Online Store
- Ecommerce Website Builder
- Shopping Cart
- Create an Online Store
- Ecommerce Solutions

#### RESOURCES

- App Store
- Theme Store
- Partner Services
- BigCommerce University
- Ecommerce Answers
- Developer Portal
- API Documentation
- BigCommerce Blog

#### SUPPORT

- Support Portal
- Community Forum
- Become a Partner
- Become an Affiliate
- Contact Support

#### COMPANY

- About Us
- Contact Us
- Press Center
- Careers - we're hiring!
- Terms of Service
- Privacy Policy

## Try BigCommerce free for 15 days, then pick a plan

[START YOUR FREE 15-DAY TRIAL](#)

		MOST POPULAR		
	Standard	Plus	Pro	Enterprise
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <span style="background-color: #007bff; color: white; padding: 2px 5px;">Monthly</span> <span style="padding: 2px 5px;">Annual</span> </div> <p>Save up to 10% on Plus and Pro plans when you pay annually</p>	<p><b>\$29<sup>95</sup>/mo</b></p> <p>Start an Online Store</p>	<p><b>\$79<sup>95</sup>/mo</b></p> <p>Grow with Marketing Tools</p>	<p><b>\$249<sup>95</sup>/mo</b></p> <p>Optimize Your Online Business</p>	<p><a href="#">Contact Sales</a> or call <b>1-866-991-0872</b> for custom pricing lower than Magento and Shopify Plus</p> <p>Power your team's success with the best full-service open platform</p>
Features				
Branded, Responsive Online Store	✓	✓	✓	✓
Single-Page Checkout	✓	✓	✓	✓
Sell on marketplaces (ebay, amazon, facebook, instagram, pinterest) and through point of sale	✓	✓	✓	✓
Coupons, discounts, gift cards	✓	✓	✓	✓
Professional Reporting Tools	✓	✓	✓	✓
Product ratings and reviews	✓	✓	✓	✓
Apple Pay, Google Pay, Amazon Pay	✓	✓	✓	✓
Abandoned Cart Saver		✓	✓	✓
Customer Groups		✓	✓	✓
Persistent Cart		✓	✓	✓
Stored Credit Card		✓	✓	✓
Faceted Search			✓	✓
Google Customer Reviews			✓	✓
Custom SSL			✓	✓
Unlimited APIs			✓	✓
Price Lists				✓
Custom Facets				✓
Online Sales Per Year	Up to \$50k	Up to \$150k	Up to \$400k*	Custom
Shipping				
BC Shipping	✓	✓	✓	✓
Real-time shipping quotes	✓	✓	✓	✓
Shipper HQ shipping rules engine	✓	✓	✓	✓
Payment Processing				
No Transaction Fees	0%	0%	0%	0%
Special CC rates for braintree	✓	✓	✓	✓
Choose from leading payment gateways	✓	✓	✓	✓
Service and Support				
24/7 live agent support	✓	✓	✓	✓
Premium account services				✓

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#### SELL ONLINE

- [Features](#)
- [Customers](#)
- [Ecommerce Website](#)
- [Ecommerce Platform](#)
- [Online Store](#)
- [Ecommerce Website Builder](#)
- [Shopping Cart](#)
- [Create an Online Store](#)
- [Ecommerce Solutions](#)

#### RESOURCES

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- [Theme Store](#)
- [Partner Services](#)
- [BigCommerce University](#)
- [Ecommerce Answers](#)
- [Developer Portal](#)
- [API Documentation](#)
- [BigCommerce Blog](#)

#### SUPPORT

- [Support Portal](#)
- [Community Forum](#)
- [Become an Affiliate](#)
- [Contact Support](#)

#### COMPANY

- [About Us](#)
- [Contact Us](#)
- [Press Center](#)
- [Careers - we're hiring!](#)
- [Terms of Service](#)
- [Privacy Policy](#)

## Current Contents on marketing

### 1. Included in all plans

No transaction fees  
Products, file storage and bandwidth  
Staff accounts

### 2. Sales Channels

Branded online store  
eBay and Amazon  
Point of sale  
Facebook/Instagram  
Pinterest  
Google Shopping\*

### 3. Features

Responsive website  
Single-page checkout  
Apple Pay, Google Pay, Amazon Pay  
Coupons, discounts and gift cards  
Real time shipping quotes  
BigCommerce Shipping: USPS, FedEx, DHL  
Professional reporting tools  
Blog  
Product ratings and reviews  
Free Sitewide HTTPs and Dedicated SSL  
ShipperHQ shipping rules engine  
Customer groups and segmentation  
Abandoned cart saver  
Persistent Cart  
Stored credit cards  
Google customer reviews  
Faceted search (product filtering)  
Custom SSL  
Custom facets (product filtering)  
Price Lists  
Unlimited API Calls  
Online sales per year

### 4. Service and Support

24/7 live agent support  
Express routing, priority support,  
and strategic account management  
available  
API Support  
Real-time shipping quotes  
Shipper HQ shipping rules engine

### 5. Payment Processing

No transaction fees to use leading  
payment gateways  
(Optional) Special credit card rates from  
PayPal powered by Braintree

## In-Product

### Get access to these features

No additional transaction fees  
Full-featured online store  
Sales channels (including eBay, Amazon,  
and Point of Sale)  
Coupons, discounts, and gift cards  
Real time shipping quotes  
Sitewide HTTPS and Dedicated SSL  
Abandoned cart saver  
Customer groups and segmentation  
Custom SSL  
Google Customer Reviews  
Faceted search (product filtering)  
Custom facets  
Premium services (including options for  
account management)  
Unlimited API calls  
Shipper HQ shipping rules engine  
Online sales per year  
No additional transaction fees to use  
leading payment gateways  
(Optional) Special credit card rates from  
PayPal powered by Braintree

## Version.1 (From Comparison Audit)

### 1. Service and Support

24/7 live agent support  
Premium account services

### 2. Payment Processing

No Transaction Fees  
Choose from leading payment gateways  
Special CC rates for braintree

### 3. Shipping

BC Shipping  
Real-time shipping quotes  
Shipper HQ shipping rules engine

### 4. Features

Branded, Responsive Online Store  
Single-Page Checkout  
Sell on marketplaces  
Coupons, discounts, gift cards  
Professional Reporting Tools  
Product ratings and reviews  
Apple Pay, Google Pay, Amazon Pay  
Abandoned Cart Saver  
Customer Groups  
Persistent Cart  
Stored Credit Card  
Faceted Search  
Google Customer Reviews  
Custom SSL  
Unlimited APIs  
Price Lists  
Custom Facets  
Online Sales Per Year

Try BigCommerce free for 15 days, then pick a plan

START YOUR FREE 15-DAY TRIAL

		MOST POPULAR			
	Standard	Plus	Pro	Enterprise	
<p>Monthly <b>Annual</b></p> <p>Save up to 10% on Plus and Pro plans when you pay annually</p>	<p>\$ <b>29</b>.95/mo</p> <p>Start an Online Store</p>	<p>\$ <b>79</b>.95/mo</p> <p>Grow with Marketing Tools</p>	<p>\$ <b>249</b>.95/mo</p> <p>Optimize Your Online Business</p>	<p>Contact Sales or call 1-866-991-0872 for custom pricing lower than Magento and Shopify Plus</p> <p>Power your team's success with the best full-service open platform</p>	
Coupons, discounts, gift cards	✓	✓	✓	✓	
Professional Reporting Tools	✓	✓	✓	✓	
Product ratings and reviews	✓	✓	✓	✓	
Apple Pay, Google Pay, Amazon Pay	✓	✓	✓	✓	
Abandoned Cart Saver		✓	✓	✓	
Customer Groups		✓	✓	✓	
Persistent Cart		✓	✓	✓	
Stored Credit Card		✓	✓	✓	
Faceted Search			✓	✓	
Google Customer Reviews			✓	✓	
Custom SSL			✓	✓	
Unlimited APIs			✓	✓	
Price Lists				✓	
Custom Facets				✓	
Online Sales Per Year	Up to \$50k	Up to \$150k	Up to \$400k*	Custom	
<b>Shipping</b>					
BC Shipping	✓	✓	✓	✓	
Real-time shipping quotes	✓	✓	✓	✓	
Shipper HQ shipping rules engine	✓	✓	✓	✓	
<b>Payment Processing</b>					
No Transaction Fees	0%	0%	0%	0%	
Special CC rates for braintree	✓	✓	✓	✓	
Choose from leading payment gateways	✓	✓	✓	✓	
<b>Service and Support</b>					
24/7 live agent support	✓	✓	✓	✓	
Premium account services				✓	

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Get a technical perspective

Read our FAQs

## 1 Consider moving differences to the top of the table.

**Expected Result:** Visitors can see different packages of each plan instead of scrolling down to find variations on the bottom.

## 2 Sticky header component.

**Expected Result:** When visitors scroll down to the bottom of the table, it's hard to follow which plan is on the same column. It's easy to compare if the plan header is sticky all the time.

	PREMIER	BEST VALUE ADVANTAGE	STANDARD	BASIC
	\$99 / month Billed \$1,188 annually	\$32 / month Billed \$384 annually	\$37 / month Billed monthly SAVE with Annual	\$0 Always free
	<a href="#">SELECT</a>	<a href="#">SELECT</a>	<a href="#">SELECT</a>	<a href="#">SIGN UP</a>
Question Bank approved questions	●	●	●	●
Fully accessible, 508 compliant surveys	●	●	●	●
Matrix questions	●	●	●	●

SurveyMonkey

## 3 Use accordions to style content.

**Expected Result:** It will solely be presented with the information visitors seek and accordions shorten pages and reduce scrolling.

Also, it saves vertical space, meaning that we have more room above the fold.

FEATURES	BASIC	PREMIUM	BUSINESS
Take great notes	●	●	●
Capture inspiration	●	●	●
Be organized	●	●	●
Share with others	●	●	●
AI-suggested content	○	●	●
Integrations	○	●	●
Team collaboration	○	○	●
Team administration	○	○	●

Evernote

	Billed \$1,188 annually	Billed \$384 annually	Billed monthly SAVE with Annual	Always free
	<a href="#">SELECT</a>	<a href="#">SELECT</a>	<a href="#">SELECT</a>	<a href="#">SIGN UP</a>
Custom variables	●	●	●	●
Survey completion redirect	●	●	●	●
Remove SurveyMonkey footer	●	●	●	●
White label surveys	●	●	●	●
<b>Analysis &amp; Reporting</b>				
<b>Response Management</b>				
Require answer completion	●	●	●	●
Answer validation	●	●	●	●
Randomize answer choices	●	●	●	●
Set survey end date	●	●	●	●
View respondent's IP address	●	●	●	●
Record respondent email address	●	●	●	●
Set max response count	●	●	●	●
Confirmation Email to Respondents	●	●	●	●
<b>Market Research Panel</b>				
Audience panel credits	●	●	Available add-on	Available add-on

SurveyMonkey

## 4 Pricing summary + Detailed full set of features.

Present a simple pricing summary and add CTA or extended indicator to show detailed full set of features.

**Expected Result:** We can have a super simple table at first sight. It allows visitors to compare and read quicker. If they want to see more detailed features or don't know which package is the best for them, they can dig deeper by using the button called "See all plan features." It navigates to more detailed features.

Visitors can go back to the previous screen by clicking the button called "Back to pricing summary."

The screenshot shows the SurveyMonkey pricing page. At the top, it says "Choose a plan that works for you" with a link to "Sign up for a free account." Below this are three plan cards: Advantage (\$32/month), Team Advantage (\$25/user/month), and Enterprise. Each card has a "SIGN UP" button. A red box highlights a "SEE ALL PLAN FEATURES" button at the bottom of the Team Advantage card, with an arrow pointing to a comparison table on the right. The comparison table is titled "Compare our full set of features" and has columns for Individual Plans and Team Plans. A "Back to pricing summary" button is also visible in the top right corner.

SurveyMonkey

## 5 Simplify plan value language.

**Expected Result:** Make it simple to better present and compare the plans. Change to "Start an Online Store" "Grow with Marketing Tools" "Optimize Your Online Business"

**Overall reduces text on the pages**

**Expected Result:** Ex) "Save up to 10% when you pay annually" "Offer available for Plus and Pro plans."

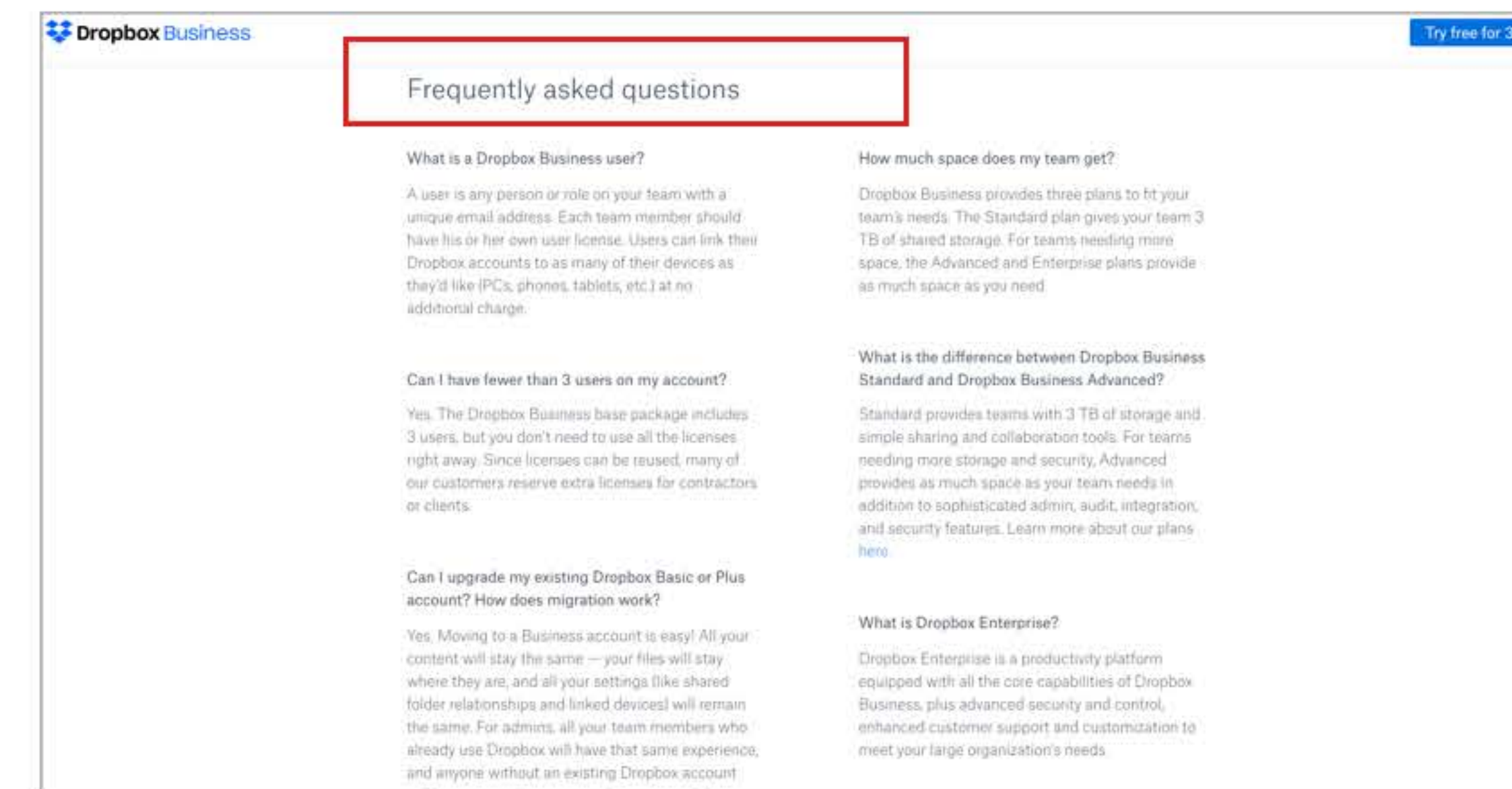
The screenshot shows the BigCommerce pricing page. It features four plan cards: Standard (\$29.95/mo), Plus (\$79.95/mo), Pro (\$249.95/mo), and Enterprise. The Plus plan is highlighted as "MOST POPULAR". A red box highlights a promotional message: "Save up to 10% when you pay annually. Offer available for Plus and Pro plans." Below the plan cards are four columns of descriptive text: "Sell online with your own beautiful online store", "Grow your online business with marketing tools proven to increase conversion", "Scale your growing business with a comprehensive set of features", and "Power your team's success with the best full-service open platform".

BigCommerce

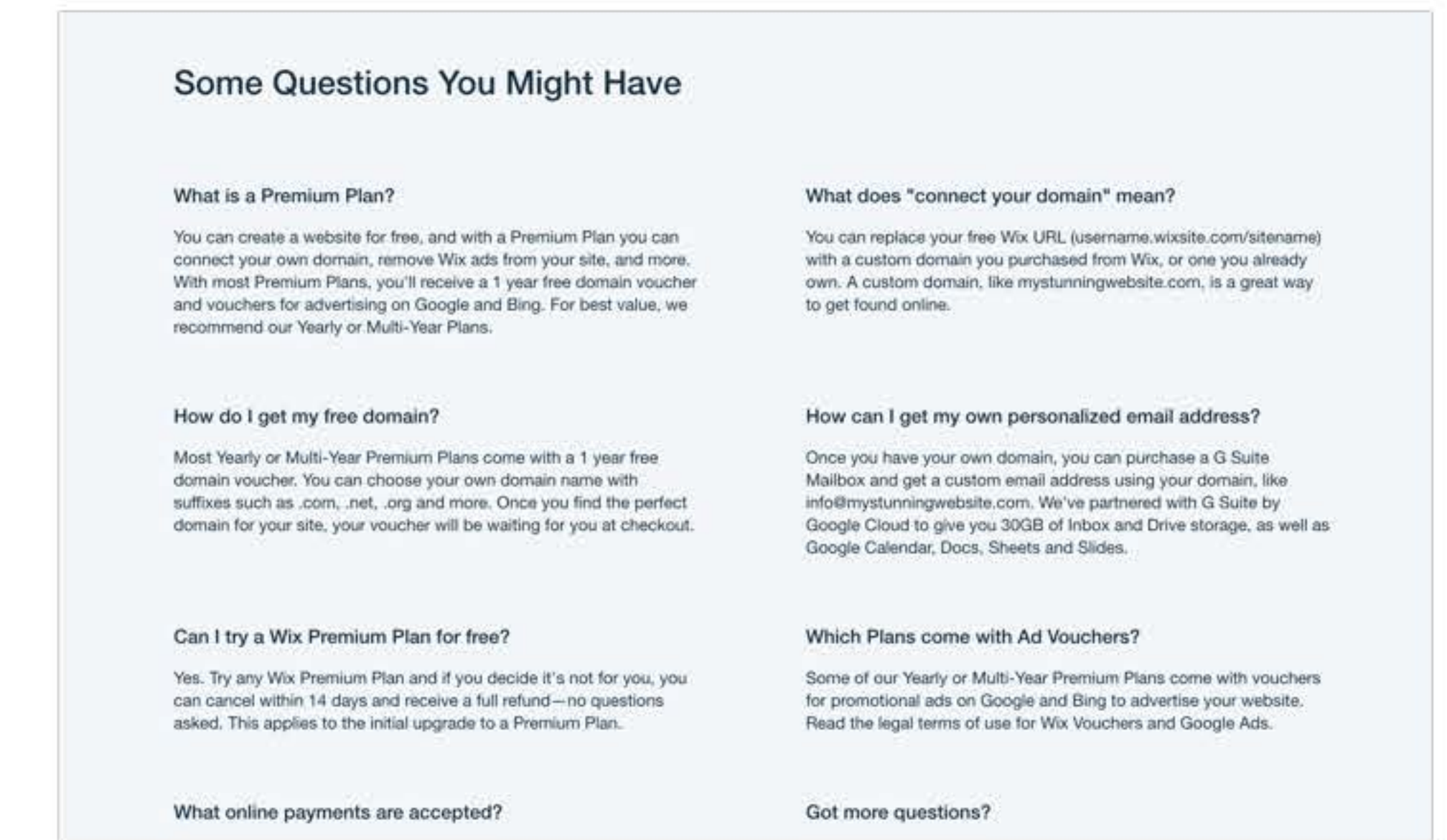


## 6 Add a FAQ under the pricing table.

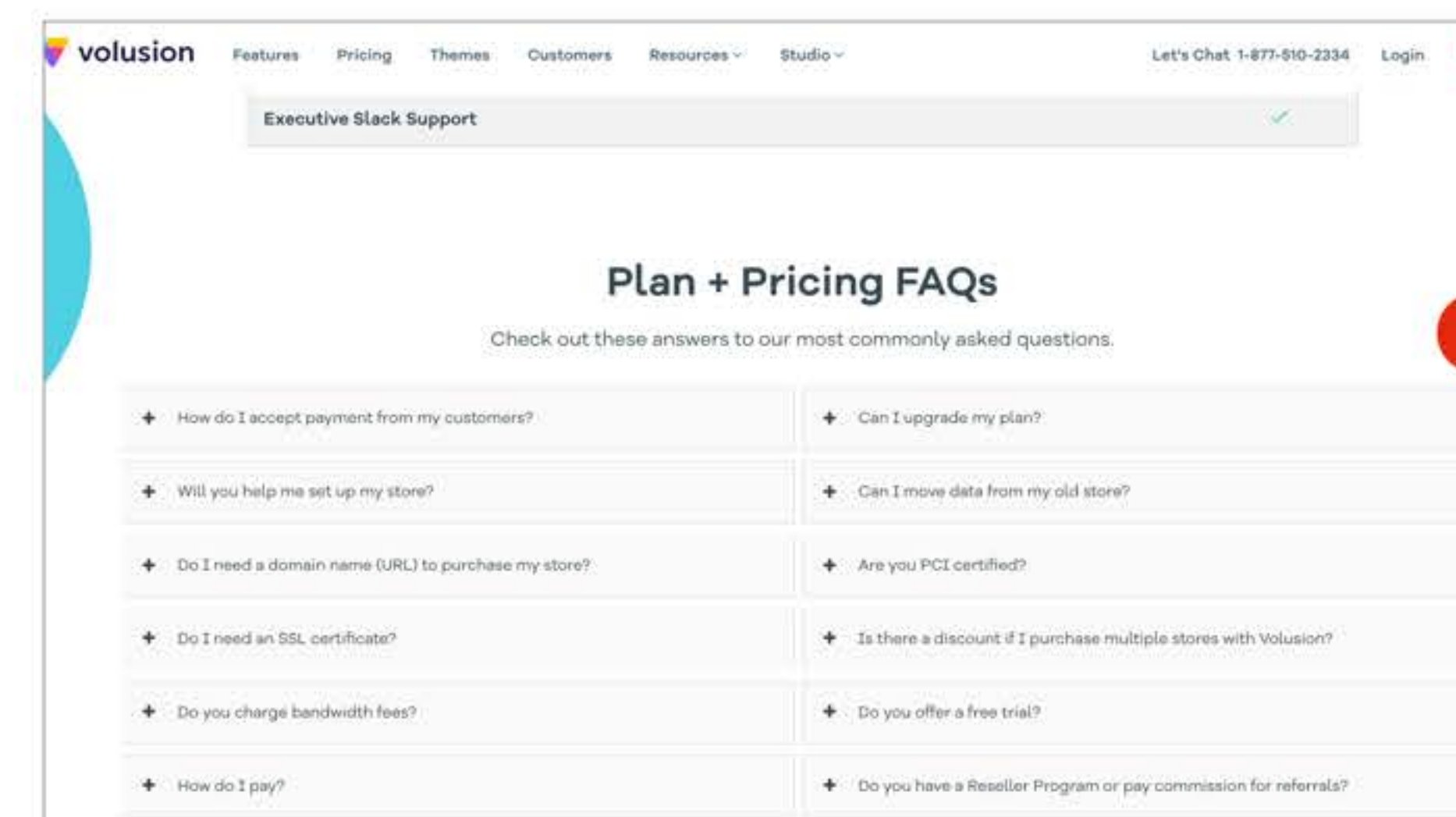
**Expected Result:** We have three modules on the bottom of the page, but we may bring FAQ to the same screen instead of clicking CTA. We could bring out the most popular questions that way.



DropBox Business



Wix

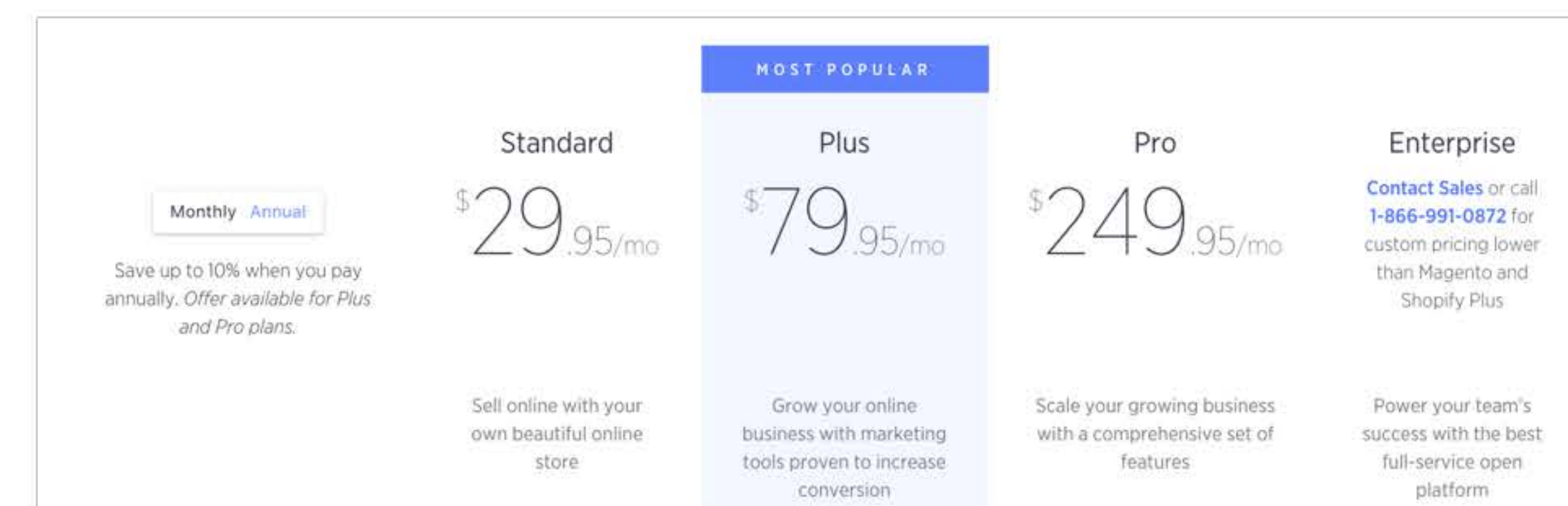


Volusion

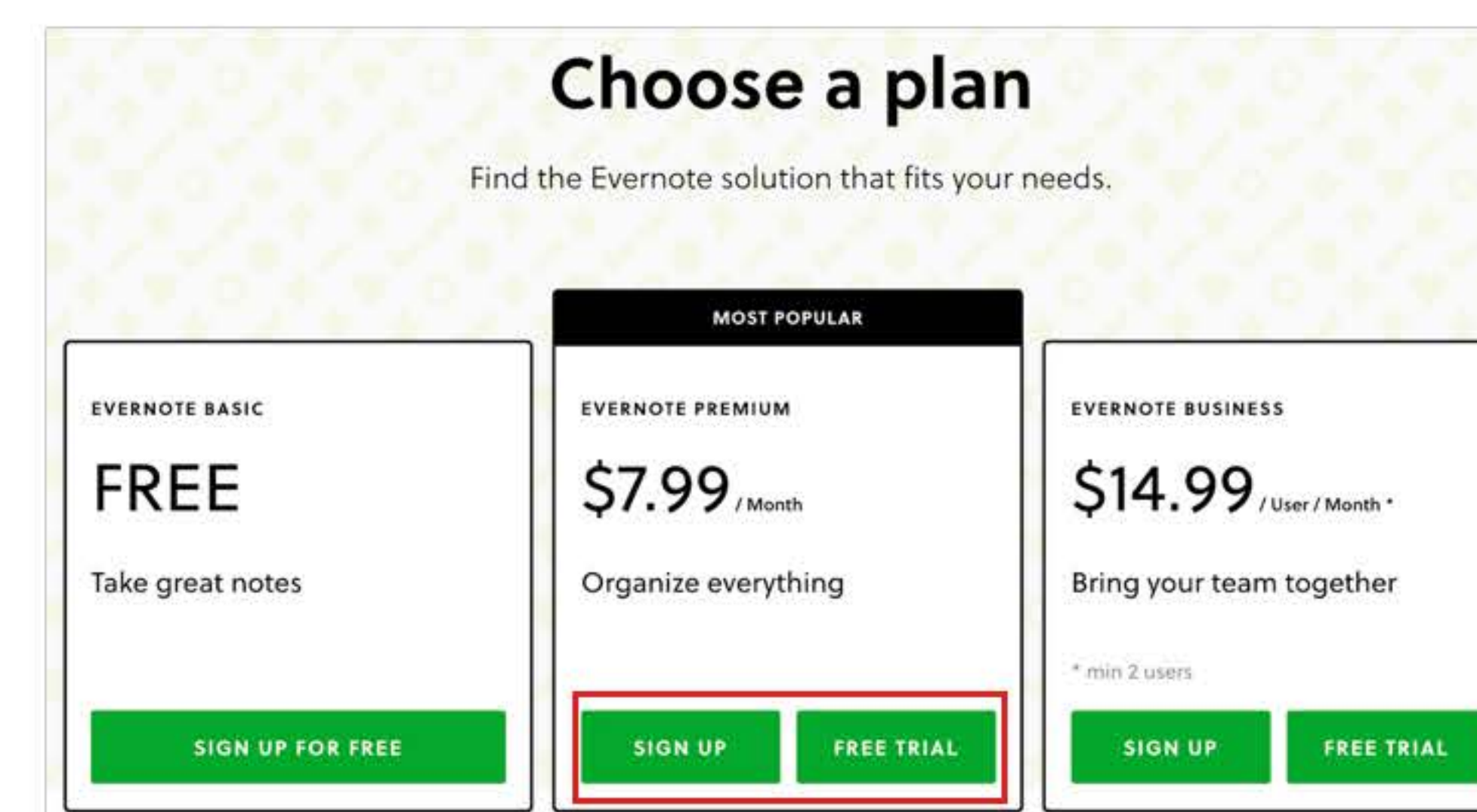
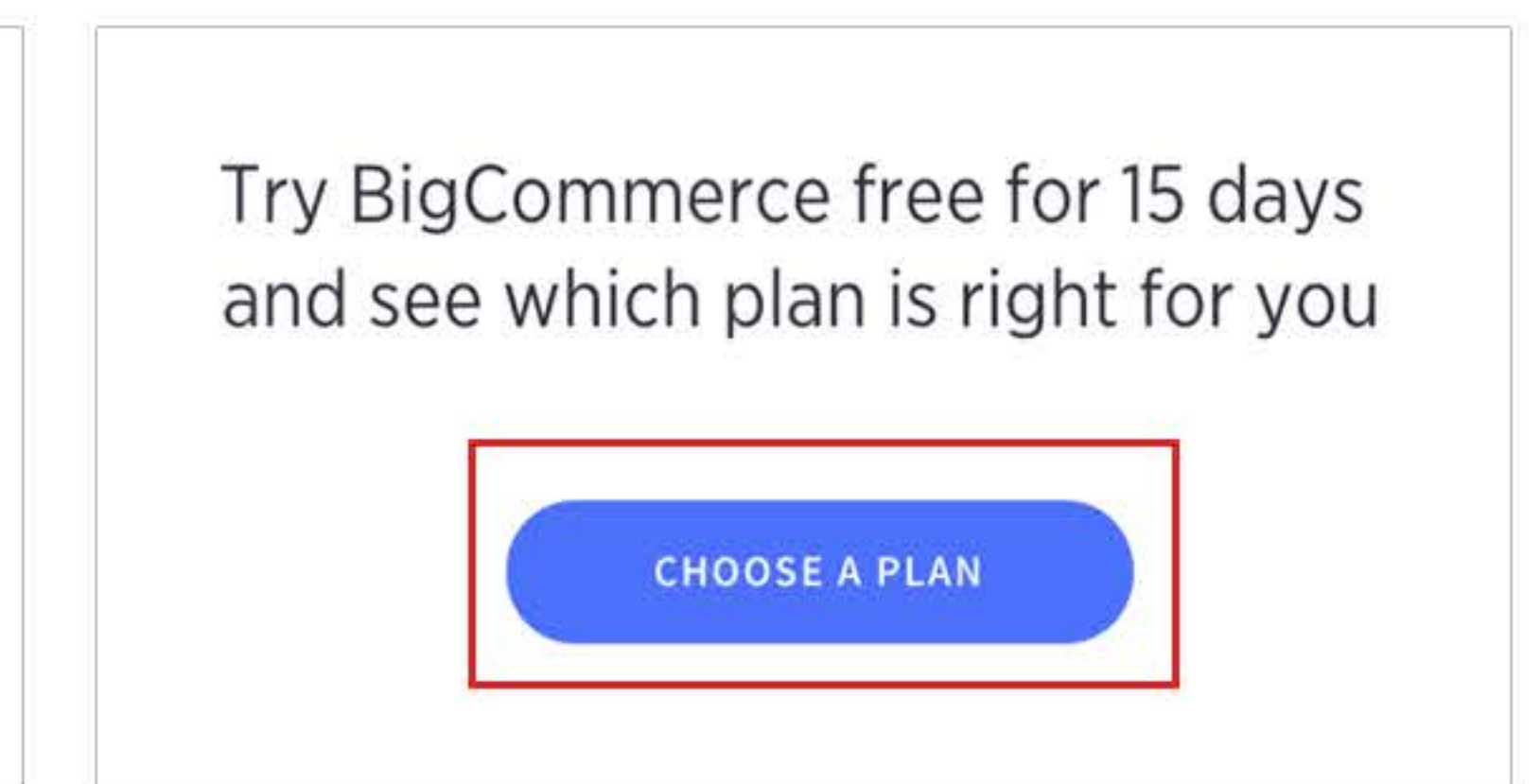
## 7 Selected plan (Choose plan) vs Free trial

Send directly into a free trial. From the market reaserch other SaaS companies offer “Free trail” and “Selected plan” on the pricing screen. Based on our pricing testing lots of people clicked “FREE TRIAL” CTA. We may consider adding the free trail on each plan.

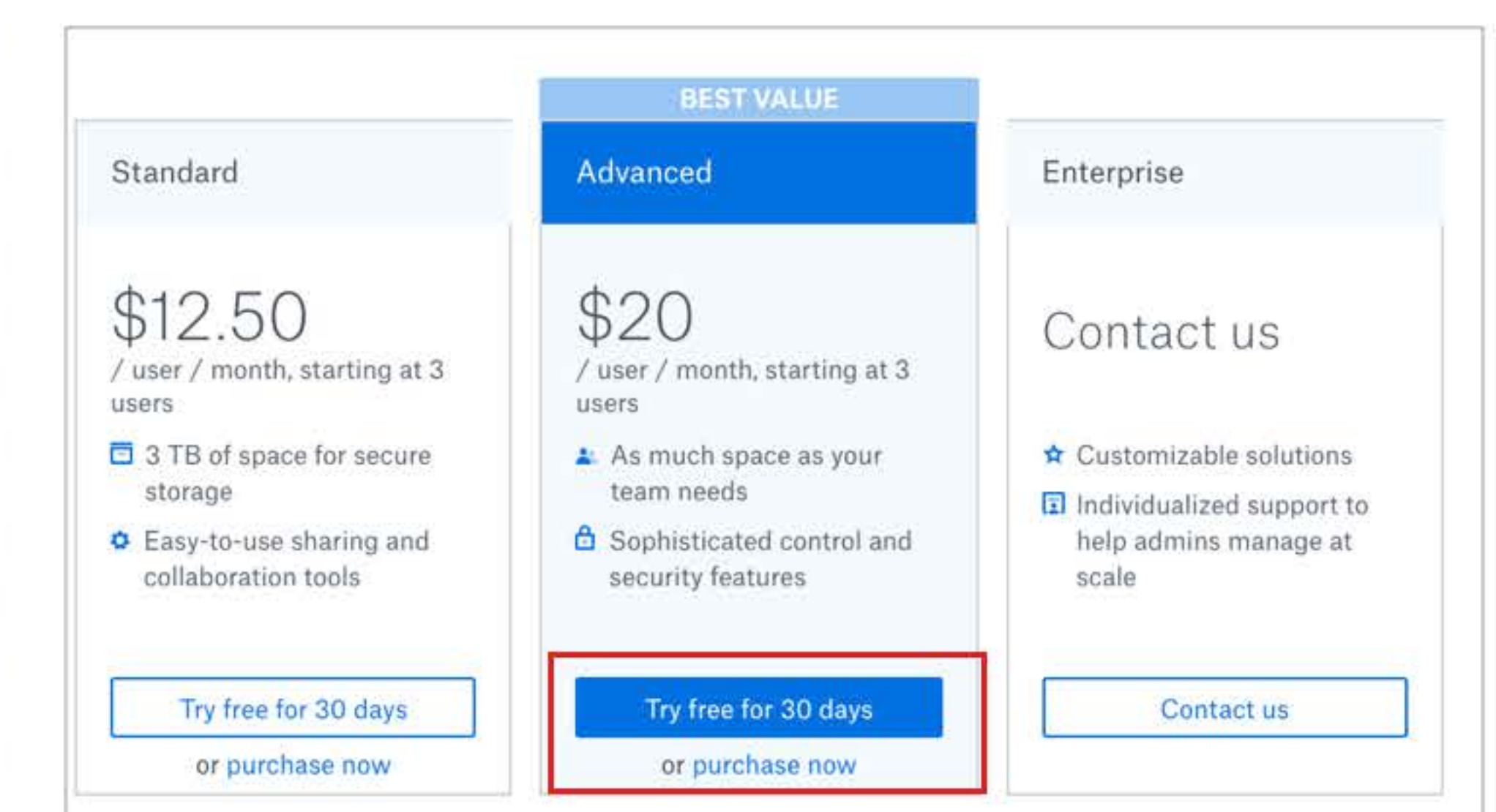
**Expected Result:** t allows and helps potential customers to consider options before they decide their plan easily. Also, it determines an appropriate plan and increases the comfort level for them.



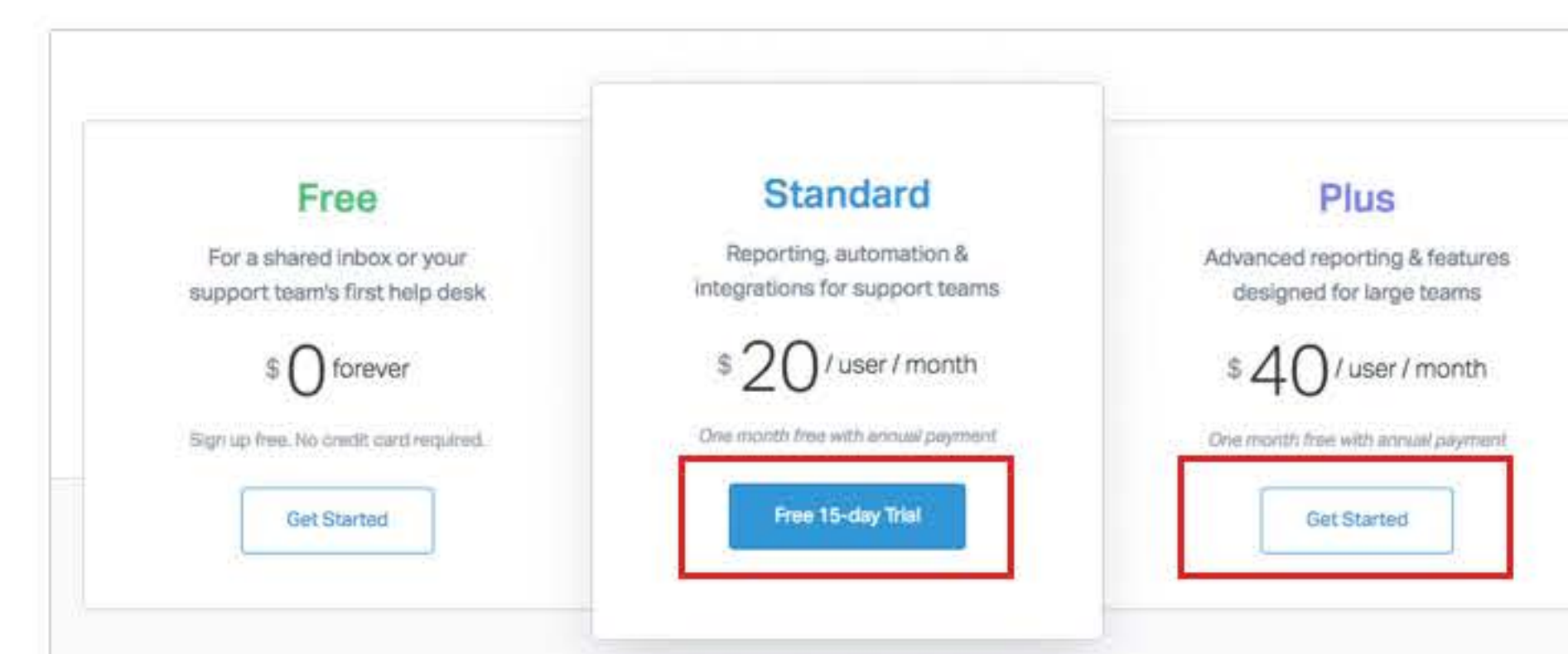
BigCommerce



Evernote



Dropbox



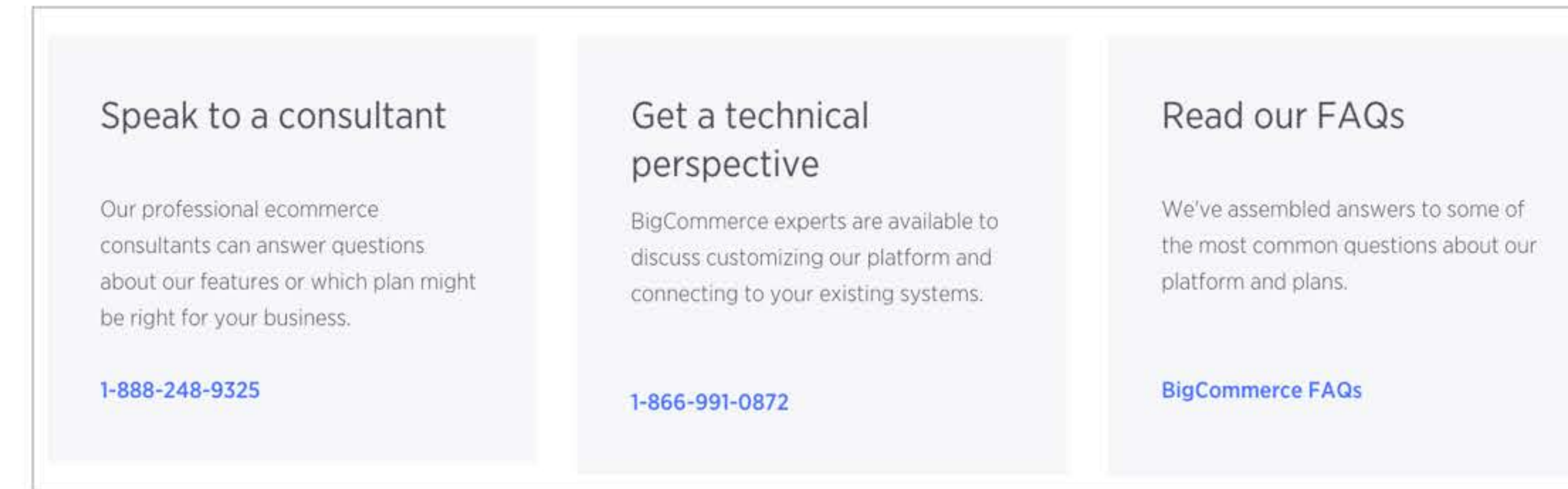
Help Scout

## 8 Add "Contact Us" CTA

We have a chatbot on the marketing pricing screen, but it's not working. I can't get any help. Besides, there is no contact CTA on the in-product pricing screen.

As our test result, many people clicked "Contact Us" CTA in the footer.

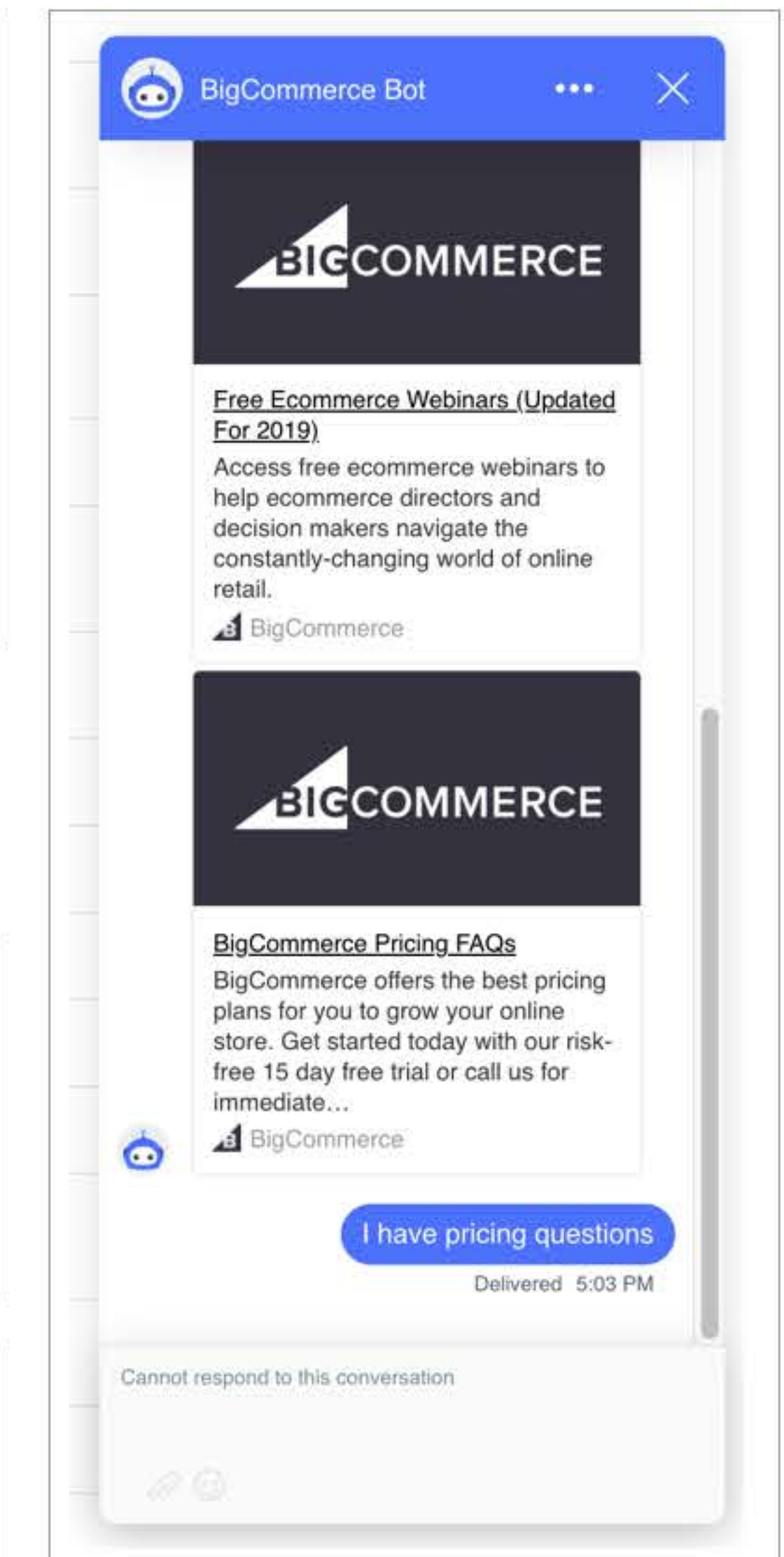
**Expected Result:** Adding simple CTA conversion paths helps validate services and it allows potential customers to determine where they would fit.



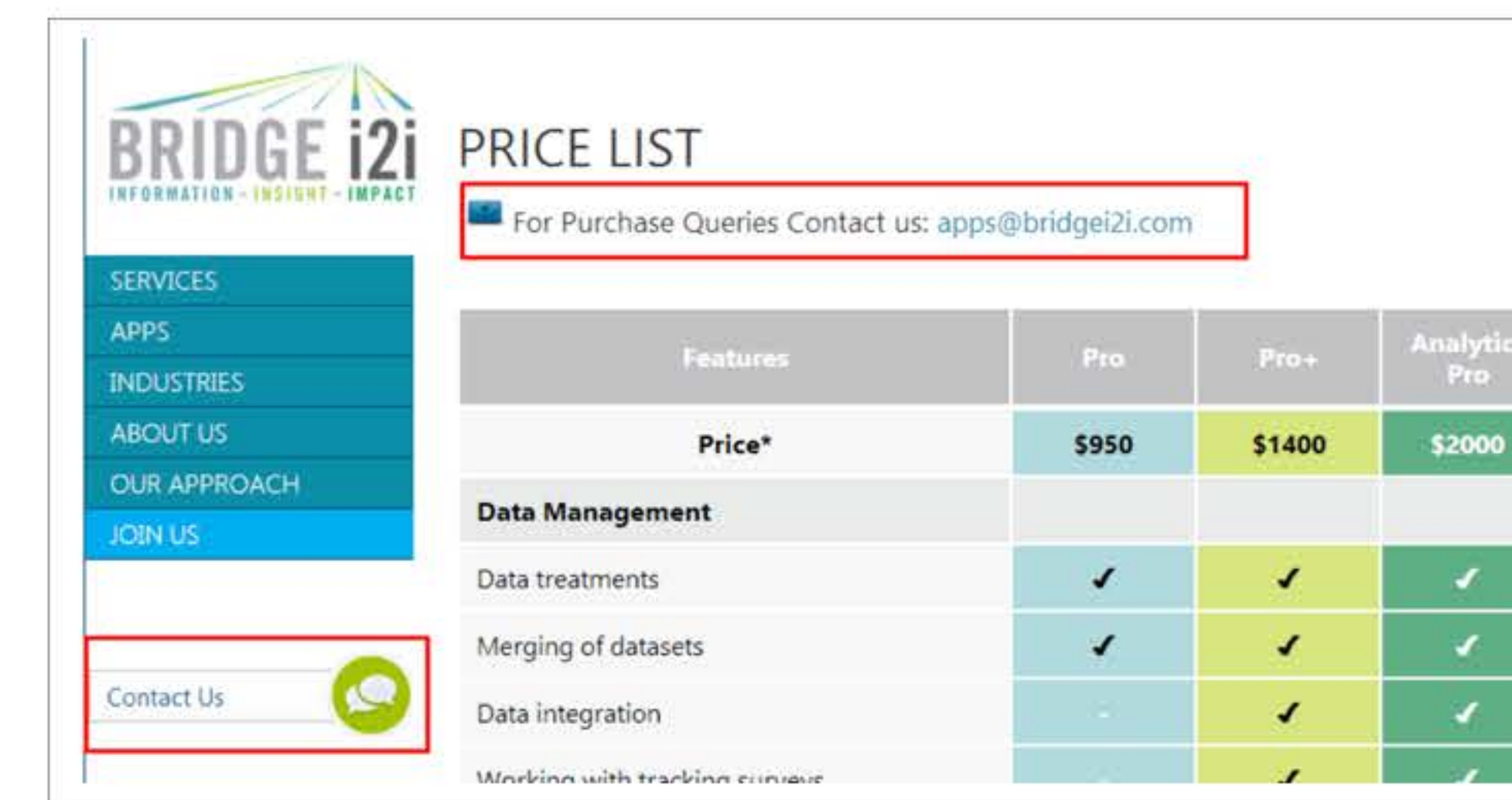
BigCommerce - Marketing pricing



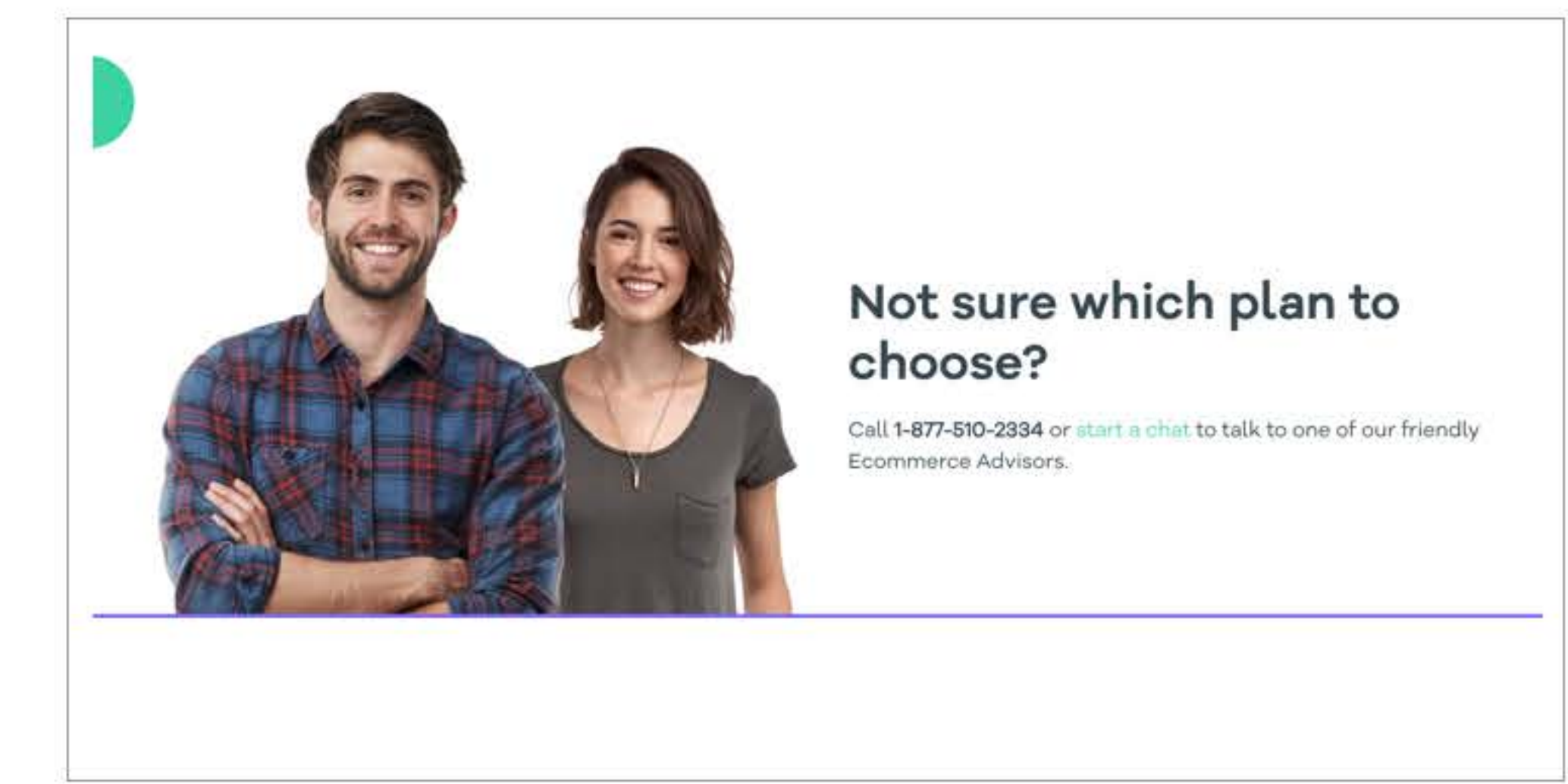
BigCommerce - In-product pricing test



Chatbot on marketing



bridgei2i



Volusion

## 9 Mouse over the list

**Expected Result:** It allows the visitors to focus one value from the list.

FEATURES			
Online Store Includes ecommerce website and blog.	✓	✓	✓
Unlimited products	✓	✓	✓
Staff accounts	2	5	15
24/7 support	✓	✓	✓
Sales channels Sell on online marketplaces and social media. Channel availability varies by country.	✓	✓	✓

Shopify

10 Improve UI

1. Overall

- The table is too long and hard to compare.

- The font size is too small to read, and the most popular plan is visually not highlighted. Need the designs to stand out more.

- Shrink the text and spacing so the user can view more of the page at once.

- Specific features in plan cards

2. Monthly | Annual toggle button is not visible.

3. The plan's pricing needs to be bold.

4. Grouping titles like "Included in all plans" or "Features" are not apparent.

5. Highlight column upon interaction and contrasting color .

1

	Standard	Plus	Pro	Enterprise
	<p>2</p> <p>Monthly Annual</p> <p>Save up to 10% when you pay annually. Offer available for Plus and Pro plans.</p> <p>\$29.95/mo</p> <p>Sell online with your own beautiful online store</p>	<p>MOST POPULAR</p> <p>3</p> <p>\$79.95/mo</p> <p>Grow your online business with marketing tools proven to increase conversion</p>	<p>\$249.95/mo</p> <p>Scale your growing business with a comprehensive set of features</p>	<p>Contact Sales or call 1-866-991-0872 for custom pricing lower than Magento and Shopify Plus</p> <p>Power your team's success with the best full-service open platform</p>
Included in all plans	4			
No transaction fees	0%	0%	0%	0%
Products, file storage and bandwidth	Unlimited	Unlimited	Unlimited	Unlimited
Staff accounts	Unlimited	Unlimited	Unlimited	Unlimited
Sales Channels	4			
Branded online store	✓	✓	✓	✓
eBay and Amazon	✓	✓	✓	✓
Point of sale	✓	✓	✓	✓
Facebook/Instagram	✓	✓	✓	✓
Pinterest	✓	✓	✓	✓
Google Shopping*	✓	✓	✓	✓
Features	4			
Responsive website	✓	✓	✓	✓
Single-page checkout	✓	✓	✓	✓
Apple Pay, Google Pay, Amazon Pay	✓	✓	✓	✓
Coupons, discounts and gift cards	✓	✓	✓	✓
Real time shipping quotes	✓	5	✓	✓
BigCommerce Shipping: USPS, FedEx, DHL <a href="#">Learn more</a>	64% average discount	66% average discount	68% average discount	70% average discount
Professional reporting tools	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Product ratings and reviews	✓	✓	✓	✓
Free Sitewide HTTPS and Dedicated SSL	✓	✓	✓	✓
ShipperHQ shipping rules engine	Available	Available	Available	✓
Customer groups and segmentation		✓	✓	✓
Abandoned cart saver		✓	✓	✓
Persistent Cart		✓	✓	✓
Stored credit cards		✓	✓	✓
Google customer reviews			✓	✓
Faceted search (product filtering)			✓	✓
Custom SSL			✓	✓
Custom facets (product filtering)				✓
Price Lists				✓
Unlimited API Calls				✓
Online sales per year <small>Calculated on a trailing 12-month basis</small>	Up to \$50k	Up to \$150k	Up to \$400k**	Custom