

2012 SaaS Free Trial, Freemium and Pricing Benchmark

Based on the analysis of
550 SaaS Companies



TOTANGO

How we got this data



We analyzed the websites of 550 **Enterprise SaaS companies** in **February 2012** and recorded all publicly available information on their **free trial** and **freemium** offerings as well as their pricing model and **pricing** level. Then we summarized the findings for the group as a whole.

What's in this document



This data forms an interesting benchmark of the state of the union in terms of using a free trial, freemium and what are the current common practices in terms of pricing. Hopefully it will be as useful for you as it has been for us.

550

B2B SaaS Companies

17%

Offer Freemium

44%

Offer a Free Online Trial

41%

Offer **30-day** free trial

18%

Offer a 2-week free trial

Other Options

4% 1 week

1% 10 days

1% 45 days

2% 60 days

1% 6 months

Even Better







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	Basic	Free
	Pro 50	\$9.99/month Upgrade to Pro 50
	Pro 100	\$19.99/month Upgrade to Pro 100
	Teams	Large shared quota, centralized admin and billing, and more! Learn more

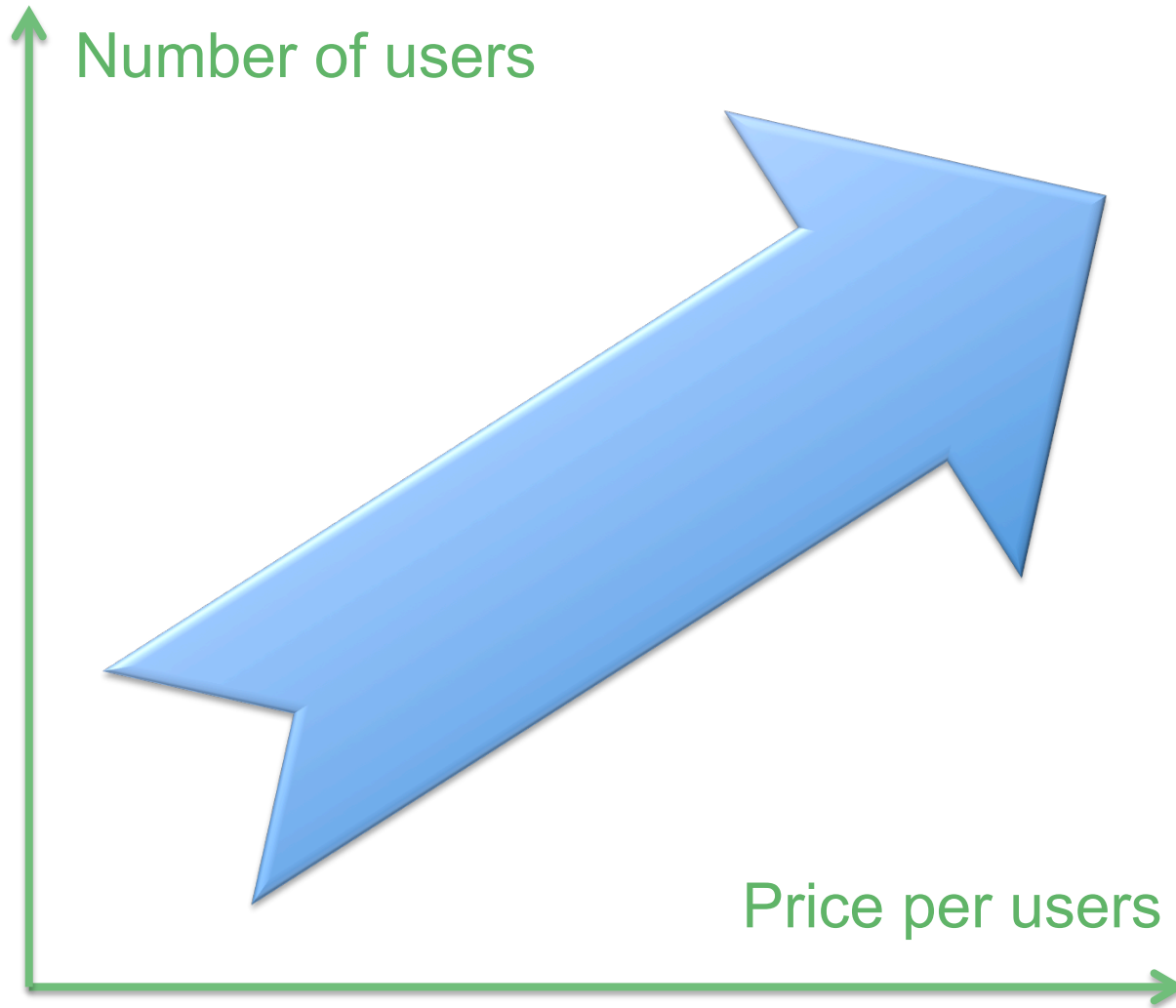
41%

List pricing on their site

46%

Have “per user” pricing

Land and Expand

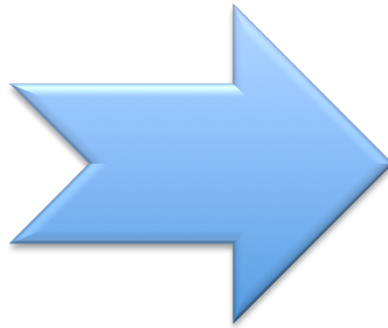


Median Price per User per Month

Entry Level

\$25/user

\$1 - \$1,068



High End

\$275/user

\$1 - \$25,000

Even Better

Totango Business

1000 active prospects

Starting at:

\$600/mo

paid annually

Aligned with Customer Success

Not active = No charge

Resources – Learn More...

- Other Studies and Resources by Totango:
- [Infographic and blog summarizing this study \(feel free to embed\)](#)
- [2011 SaaS Metrics Survey](#)
- 2012 SaaS Free Trial, Freemium and Pricing Benchmark (this report)
- [2012 SaaS Customer Engagement Benchmark Report](#)

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