2025 Pricing Trends: Usage-Based Models and the Path to SaaS Growth

// SaaS Growth Strategies for 2025

MAXIO + benchmarkit

The New Reality

Pricing and billing have evolved from operational necessities into key drivers of growth in the SaaS industry. Once confined to the back-office, these functions now play a pivotal role in shaping how businesses grow, compete, and retain customers.

But in 2025, SaaS companies face a dual challenge: meeting the growing expectations of their customers while differentiating themselves in a crowded market.

Customers today are demanding pricing models that reflect their unique needs, whether it's the flexibility of usage-based pricing or the custom pricing tiers suited to their needs and preferences. At the same time, businesses must manage the operational complexity of delivering all these pricing models across a wide range of product lines and different kinds of customers.

Why does this matter?

Because pricing and billing directly impact the metrics that define success for SaaS businesses:

→ **Growth:** Innovative pricing models drive higher adoption and market penetration.

→ **Customer satisfaction:** Transparent and agile billing enhances trust and reduces friction.

→ **Operational efficiency:** Streamlined processes free up resources for strategic initiatives.

Purpose:

This report is designed to equip SaaS leaders with the benchmarks and insights they need to navigate these complexities. Powered by survey data from Benchmarkit and 316 companies, it explores the pricing and billing strategies driving success in 2025. You'll find practical advice, industry benchmarks, and actionable takeaways to refine your approach and achieve measurable results.

By the end of this report, you'll have a clearer understanding of:

→ The growth potential of hybrid and usage-based pricing models.

→ How to align pricing with customer outcomes using value-based strategies.

→ The impact of AI add-ons and multi-year agreements on revenue predictability.

→ Why agile and transparent billing practices are becoming non-negotiable.

Don’t have time to read the whole report? *Here are the key findings:*

- **Hybrid pricing outperforms other models:** Companies using hybrid models (subscription + usage) report the highest median growth rates (21%).
- **Usage-based pricing growth is accelerating:** 67% of SaaS companies now leverage usage-based pricing, a significant increase from 52% in 2022.
- **High-growth companies favor hybrid pricing:** Companies in the top quartile of growth (>40%) overwhelmingly use hybrid pricing models.
- **AI monetization is driving revenue growth:** 44% of companies now charge for AI features, and those that do are achieving higher growth rates.
- **Value-based pricing is on the rise:** 57% of SaaS companies incorporate value-based pricing, with North America leading adoption.
- **Multi-year agreements are gaining popularity:** Multi-year agreements now account for 40% of contracts, up from 14% in 2022.
- **Forecasting revenue variability is standard practice:** 73% of companies with usage-based models are forecasting variable revenue to ensure financial predictability.
- **Billing transparency is critical:** 43% of companies bill more frequently than monthly, up from 5% in 2022, increasing cash flow and trust.
- **Regional and industry-specific adoption patterns are emerging:** North America is leading in innovative pricing adoption, while AI-native and B2C SaaS companies have the highest adoption rates for usage-based pricing.

Table of contents

Usage-Based Pricing

Usage-based pricing isn't just having a moment—it's cementing itself as a staple pricing model for SaaS businesses. The reason? Flexibility. Customers want to pay for what they use, and businesses want a pricing model that scales alongside customer growth. It's a win-win.

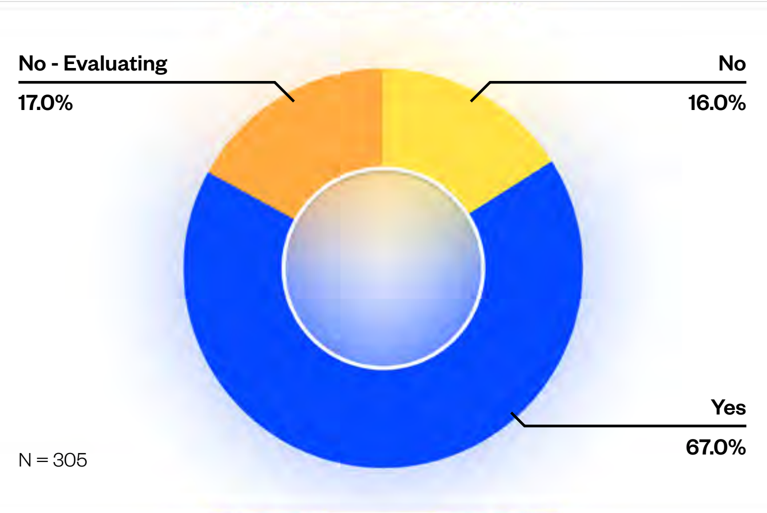
But here's the kicker: **Hybrid pricing models (subscription + usage-based) are proving to be the real growth engine.**

While pure usage-based pricing is great for flexibility, hybrid models bring an extra layer of predictability that gives SaaS companies the best of both worlds. The data backs it up: companies using **hybrid pricing report the highest median growth rates at 21%.** Meanwhile, pure subscription models hover around 20%, and usage-only lags behind at 13%.

Key Data

Metric	Data
Companies using usage-based pricing	**67%** (up from 52% in 2022)
Hybrid pricing adoption (subscription + usage)	**24%**
Growth rate of hybrid pricing adopters	**21%** (median)
Growth rate of usage-only pricing adopters	**13%**
Growth rate of subscription-only pricing adopters	**20%**
North America adoption rate	**70%**
Europe adoption rate	**47%**

Usage-Based Pricing Utilization By Total Population



If you needed more proof that usage-based pricing is here to stay, just look at the numbers.

A full **67% of SaaS companies** have already implemented a usage-based pricing model—**a massive jump from 52%** in our 2022 benchmark report. And when you factor in the additional **17% that are currently evaluating it**, it's clear that this isn't just a passing trend—it's the future of SaaS pricing.

Why the surge? Because the usage-based model aligns perfectly with customer expectations. SaaS businesses want flexibility, predictability, and the ability to scale their costs alongside actual usage. And companies that have embraced usage-based pricing—or better yet, hybrid pricing models—are setting themselves up for stronger retention and long-term revenue expansion.

How SaaS leaders should respond

Move toward pricing hybrid models
If you're still clinging to an old-school subscription model, it's time to rethink things. Hybrid pricing keeps revenue steady while allowing high-usage customers to scale naturally. It's a no-brainer for companies looking to maximize both stability and growth.

Remember that your regional strategy matters
North America is leading the charge, with 70% of SaaS companies using usage-based pricing. Europe? Just 47%. That means any pricing expansion plans you make should take regional preferences into account. If you're moving into a new market, don't assume one-size-fits-all—test, iterate, and adapt your pricing approach.

Keep your customer informed on any pricing changes
Customers won't embrace usage-based pricing if they don't understand it. Transparency is everything. Explain exactly how your pricing works, highlight cost predictability, and make sure customers feel in control. The clearer your model, the faster adoption will happen.

Section 02

Value-Based Pricing

The best pricing models do one thing exceptionally well: **they make customers feel like they're paying for real value.**

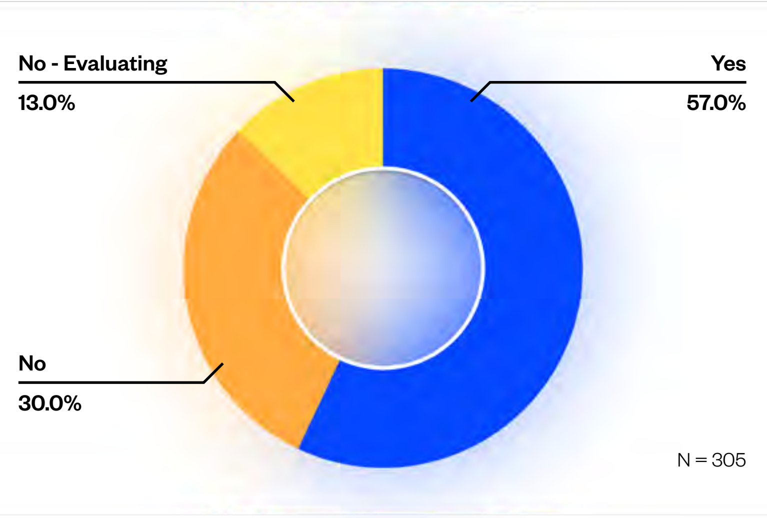
That's exactly why value-based pricing is gaining momentum. Instead of slapping a generic price tag on software, this model ties pricing directly to customer outcomes—things like transactions processed, revenue generated, hours saved, or even business growth.

And it works. Companies that successfully implement value-based pricing are seeing higher revenue expansion and stronger retention. Why? Because customers aren't just paying for software; they're investing in results. It shifts the pricing conversation away from cost and toward ROI—which is a much easier sell.

Key Data

Metric	Data
Companies incorporating value-based pricing	**57%**
Companies using value-based pricing as their primary model	**11%**
Common pricing metrics: Payment Value	**33%**
Common pricing metrics: Gross Merchandise Value	**16%**
Common pricing metrics: Value Events	**35%**
North America adoption rate	**61%**
Europe adoption rate	**26%**

Value-Based Pricing Utilization By Total Population



On the surface, only **11% of companies** rely on value-based pricing as their **primary** pricing model. But look a little deeper, and the story changes—**57% of SaaS companies** report using **some form of value-based pricing.** That means a majority of SaaS businesses are already integrating value-driven elements into their pricing, even if it's not their dominant model.

So, what counts as "value-based" pricing? Our data suggests that many SaaS companies categorize **event-based pricing** (like API calls, transactions, or usage milestones) as a form of value pricing. Instead of tying pricing strictly to revenue impact, they're aligning it with **key customer actions that generate value**—a subtle but important distinction.

The takeaway? **Value-based pricing is gaining traction,** but it's evolving in a way that blends with other models—especially usage-based pricing. SaaS companies that successfully **quantify and communicate** their value proposition will be in the best position to maximize revenue expansion and customer retention in 2025.

How SaaS leaders should respond

Define your value clearly (and prove it)
It's not enough to say, "We're charging based on outcomes." You need to show customers exactly what they're getting for their money. What's the business impact? How does your pricing align with their success? Case studies, benchmarks, and personalized ROI calculators can make a huge difference in helping customers see the value of your SaaS.

Get customer buy-in early
Value-based pricing isn't something you just roll out overnight. It requires a **deep understanding of what your customers truly care about.** Regular conversations with your customers and customer success team can reveal which metrics they associate with success, allowing you to refine your pricing structure accordingly.

Section 03

AI Add-Ons

AI is no longer a “nice-to-have” in SaaS—it’s becoming **a core driver of growth, differentiation, and revenue expansion**. The real question isn’t whether to integrate AI, but rather how to price it.

SaaS companies are split on how to approach AI monetization. Some bake AI features directly into their existing product offerings as an enhancement, while others treat AI as a premium add-on, charging separately for advanced capabilities.

So, which model wins?

The data suggests that companies charging for AI features as add-ons are seeing higher revenue growth because AI-driven features—like predictive analytics, automated workflows, and intelligent recommendations—often deliver **clear, measurable value** that customers are willing to pay for. If an AI-powered tool saves a company 10 hours per week or increases their conversion rates by 15%, pricing it separately is a no-brainer.

But this doesn’t mean bundling AI is the wrong move. Some SaaS companies use AI as a **stickiness factor**—folding it into their core product to drive adoption, reduce churn, and increase perceived value. This strategy works particularly well when the AI functionality enhances the **core experience** rather than serving as a standalone feature.

Key Data

Metric	Data
SaaS companies offering AI-enabled products	**70%**
Companies charging for AI add-ons	**44%**
Companies including AI for free	**43%**
Companies charging for AI add-ons achieving >30% growth	**28%**

How SaaS leaders should respond

Test AI pricing models before committing
Don't assume you need to monetize AI as an add-on just because others are doing it. Run pricing experiments. Test different approaches: bundled, usage-based, tiered AI features, or hybrid models. The right strategy depends on how your customers use AI and what value they extract from it.

Make AI's value crystal clear
Customers don't automatically understand why an AI feature justifies an extra charge. If you're going to monetize AI separately, you need **hard proof** that it delivers meaningful business results. Use ROI-driven messaging, case studies, and product demos to showcase exactly how AI impacts efficiency, revenue, or decision-making.

Keep a close eye on competitors
AI pricing is evolving fast, and what works today might be outdated in a year. SaaS companies should continuously **monitor how competitors are pricing AI-powered features**—whether they're shifting toward bundling, increasing add-on fees, or launching entirely new AI-driven product lines. Staying ahead of these trends will ensure you're not leaving any revenue on the table.

Section 04

Long-Term Commitments and the Rise of Multi-Year Agreements

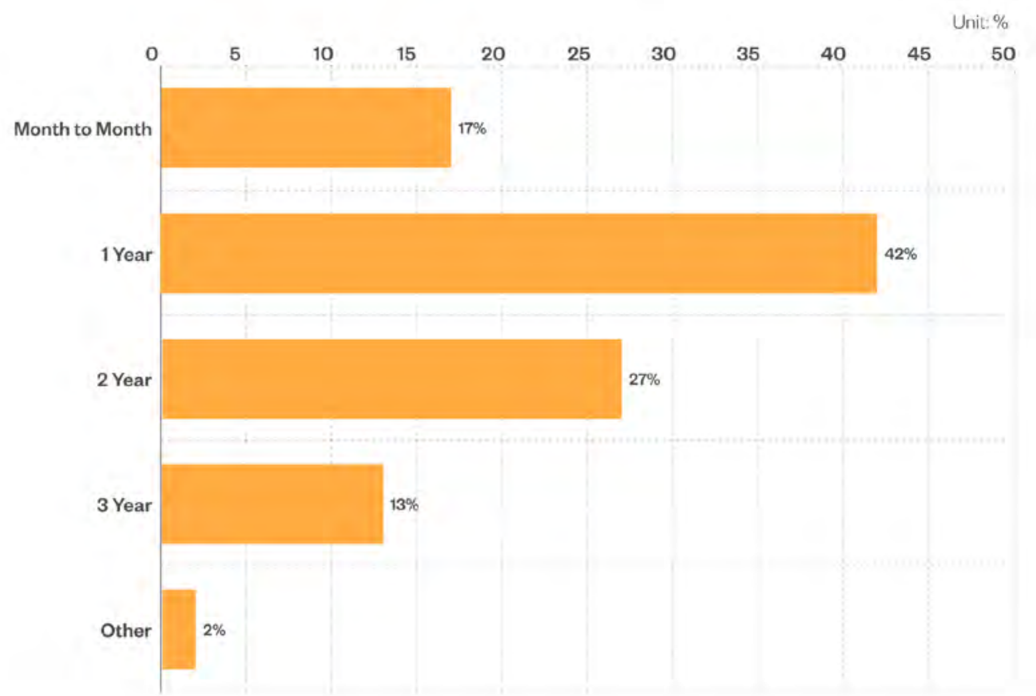
The days of SaaS contracts being strictly month-to-month are slowly fading.

In **just two years, multi-year agreements have skyrocketed**, with 40% of companies now using them as their primary contract length—up from just 14% in 2022. The biggest shift? Two-year agreements, which exploded from 5% adoption in 2022 to 27% today—a more than five-fold increase.

Based on our data, predictability seems to be the biggest driver of this shift. SaaS businesses are prioritizing revenue stability and customer retention, while customers are looking for price security in exchange for longer commitments. Multi-year agreements provide exactly that by locking in revenue, reducing churn risk, and giving companies the confidence to plan long-term growth. But while they bring undeniable financial benefits, they're not a one-size-fits-all solution.

Customers are becoming increasingly cautious about long-term commitments. With more businesses favoring flexibility over rigid contracts, SaaS leaders will need to strike the right balance of offering multi-year incentives without making their customers feel trapped.

Primary Agreement Term Length by Total Population



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Key Data

Metric	Data
Multi-year agreements as a percentage of contracts	**40%** (up from 14% in 2022)
Companies with $50M+ revenue favoring 2-3 year agreements	**High Adoption**

How SaaS leaders should approach multi-year agreements

Make the long-term commitment worth it
Customers won't sign multi-year contracts just for the sake of it. They need a compelling reason to commit. Whether it's discounted pricing, exclusive product features, or locked-in service guarantees, multi-year deals should offer clear and tangible benefits.

Offer tiered commitment options
Not every customer is ready to commit for three years. Instead of a binary choice (one year vs. three years), SaaS companies can offer structured tiers—for example:

- → **12-month contract:** Standard pricing
- → **24-month contract:** 10% discount + priority support
- → **36-month contract:** 15% discount + exclusive product features

This lets customers choose the level of commitment that matches their comfort level while still driving higher retention and long-term revenue.

Section 05

Billing Transparency

Billing might not be the most exciting part of SaaS, but it's one of the most important. Get it right, and it's a seamless, trust-building experience. Get it wrong, and it's a customer retention nightmare.

Today's SaaS customers expect clarity, accuracy, and flexibility in their billing experience. Hidden fees? Confusing invoices? Unexpected charges? Those are churn accelerators.

That's why more companies are moving toward **real-time billing, detailed usage reports, and self-service access to invoices.** Customers want to know exactly what they're paying for—and when they're paying for it.

Key Data

Metric	%	Trend
Companies billing more frequently than monthly	**43%**	Up from 5% in 2022
Detailed usage data on invoices	**31%**	Growing focus on transparency
Separate usage reports	**22%**	Increasing adoption
Self-service billing portals	**6%**	Limited but emerging

How SaaS leaders can improve their billing strategy

Shift to more frequent billing cycles
Monthly billing is still the norm, but it's no longer the default. **43% of SaaS companies now bill more frequently than monthly**, with daily, weekly, and real-time options growing in popularity.

Make billing crystal clear
No customer wants to feel like they're deciphering a secret code when reading their invoice. The most successful SaaS companies:

- → Provide detailed usage-based breakdowns directly on invoices
- → Offer real-time access to billing details via self-service portals
- → Give customers proactive notifications on upcoming charges and plan changes

Align billing with product usage
The worst billing experience? Getting charged for something you didn't use—or, worse, getting hit with unexpected overages. SaaS companies can prevent these headaches by:

- → Ensuring invoices clearly reflect actual product usage
- → Offering threshold alerts before customers exceed their plan limits
- → Providing predictive billing estimates so customers aren't caught off guard

Section 06

Forecasting Variable Revenue

For SaaS companies operating on usage-based or variable pricing models, revenue forecasting isn't a nice-to-have. It's the difference between controlled scaling and flying blind.

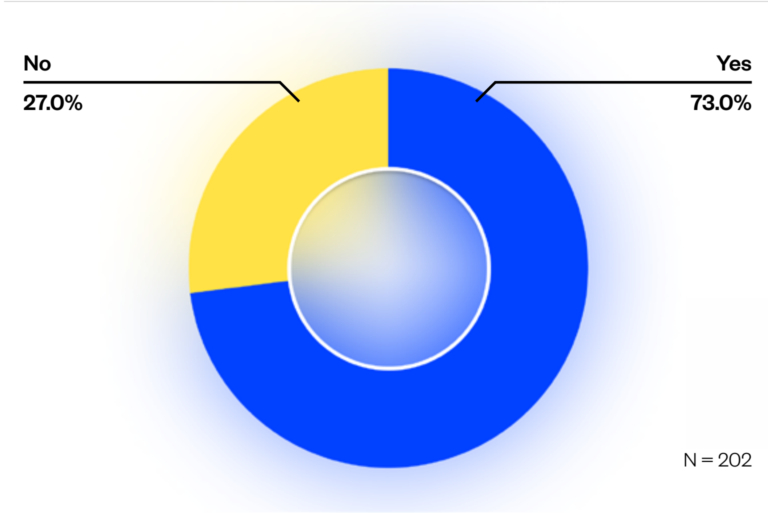
Unlike traditional subscription models with predictable MRR, variable revenue is inherently volatile. Customer usage fluctuates, industries shift, and economic conditions impact budgets. If companies aren't actively forecasting revenue trends, they're setting themselves up for cash flow surprises, missed targets, and poor resource allocation.

That's why the best SaaS teams use data-driven insights to anticipate demand, smooth out revenue fluctuations, and align their pricing with actual customer behavior. The companies that get this right? They're the ones making smarter hiring decisions, optimizing sales cycles, and maintaining financial stability even in unpredictable markets.

Key Data

Forecasting Approach	%	Trend
Active forecasting among usage-based pricing companies	**73%**	Essential for financial planning
Reliance on historical usage trends	**61%**	Common forecasting method
Incorporation of customer-provided estimates	**53%**	Growing trend
Value-based pricing prioritizing customer-provided forecasts	**57%**	Indicates customer-driven pricing alignment

Usage-Based Revenue Forecasted By Total Population



According to data from this year's benchmark, **73% of companies with usage-based models are actively forecasting variable revenue.** And it's encouraging to see that nearly three quarters of companies with a UBP model are forecasting the associated variable revenue because **unpredictability is the biggest risk** with variable pricing.

Customer usage fluctuates, market conditions shift, and revenue projections can swing wildly without the right forecasting processes in place. SaaS companies that have **structured forecasting models**—incorporating historical trends, customer-provided estimates, and industry insights—are in a f**ar stronger position to scale sustainably.**

For operators and investors alike, this level of visibility is non-negotiable. But just because a company is actively forecasting their variable revenue, that doesn't necessarily mean their data is accurate.

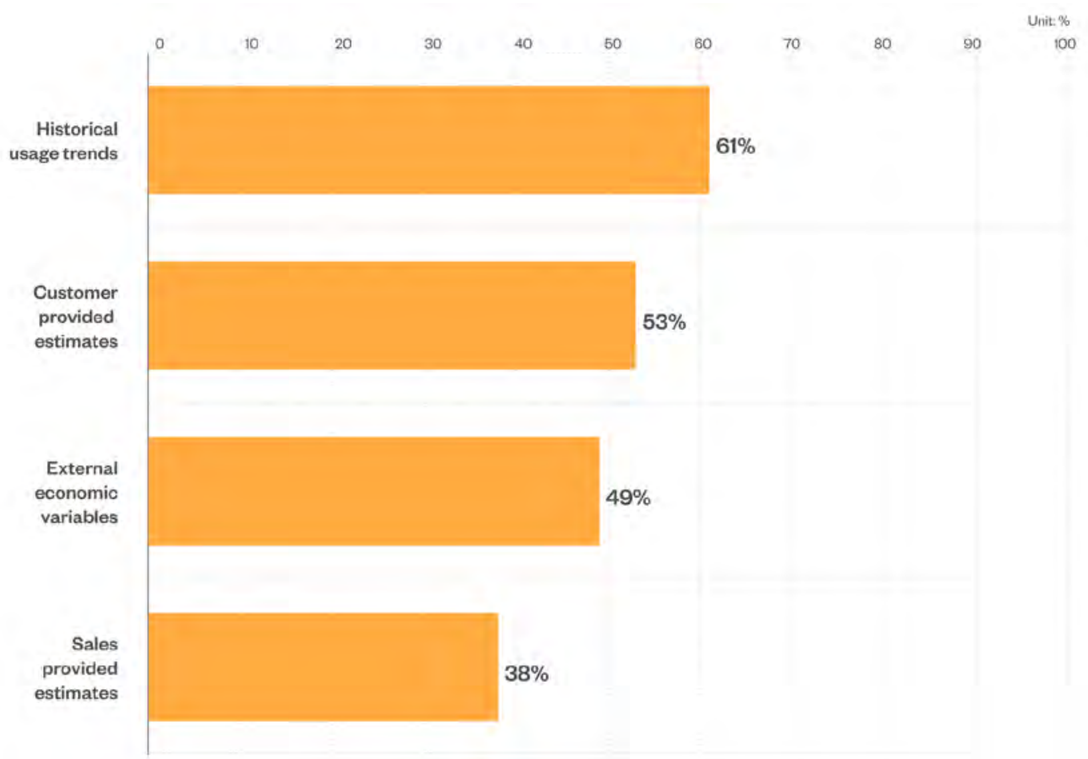
Fortunately, there are plenty of variables the SaaS companies we surveyed are using to get reliable revenue projections:

61% of companies are leveraging **historical usage trends**—an essential baseline for understanding recurring patterns

53% are incorporating customer-provided usage estimates, signaling a growing focus on aligning forecasts with real-world customer expectations

49% are factoring in external economic conditions, but that number should be higher—especially for companies with high customer concentration in specific industries

Only 38% rely on sales-provided estimates, meaning sales teams are playing a smaller role in revenue forecasting than other data sources



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How to build a stronger revenue forecasting system

Use multiple data sources for more accurate predictions
Relying solely on historical data is risky, especially in fast-moving industries. The most successful SaaS companies blend:

- Historical usage trends (to establish baselines)
- Customer-provided forecasts (to anticipate future usage changes)
- Industry and economic trends (to account for external factors impacting demand)

Invest in AI-driven forecasting tools
Manual forecasting can only take you so far. Companies that use AI-powered analytics to model revenue variability:

- Spot early warning signs of customer churn or downgrades
- Identify seasonal usage patterns that affect cash flow
- Adjust pricing strategies proactively instead of reactively

Regularly review and adjust projections
A forecast isn't a one-and-done exercise—it's a living strategy document.
The best SaaS companies:

- Reevaluate forecasts quarterly or monthly to reflect real-time data
- Collaborate with finance, sales, and product teams to validate assumptions
- Communicate insights with leadership teams to drive informed business decisions

Section 07

Regional and Industry Insights

All SaaS pricing ultimately comes down to understanding who you're selling to, where they operate, and how they make their purchasing decisions. According to insights from this year's benchmark report:

North America is a playground for pricing experimentation, where customers are quick to adopt hybrid and usage-based models. Around 70% of SaaS companies in North America have adopted usage-based pricing, making it the most progressive region for flexible models.

Europe is a bit more risk-averse, leaning toward predictability and hybrid pricing structures over pure usage-based models. Regulatory factors and customer expectations play a big role in this slower adoption, with only 47% of SaaS companies in Europe using usage-based pricing.

AI-native SaaS thrives on high adoption of usage-based pricing because consumption scales directly with customer needs. A whopping 83% of AI-native SaaS companies currently leverage usage-based pricing.

B2C SaaS is built on accessibility and scalability, meaning usage-based models dominate—79% of the B2C SaaS companies surveyed in this year's report use this model.

Key Data

Region	Usage-Based Pricing Adoption
North America	**70%**
Europe	**47%** (Hybrid models preferred)
Other Regions	**40%**

Industry	Usage-Based Pricing Adoption
AI-Native SaaS	**83%**
B2C SaaS	**79%**
Communications SaaS	**65%**

How to optimize pricing for different markets and industries

Customize your pricing by market

- In North America, experiment with hybrid and usage-based models—customers here embrace pricing flexibility.
- In Europe, ease into usage-based pricing with hybrid models that provide predictability.
- In APAC & Emerging Markets, consider freemium tiers to drive adoption before introducing usage-based elements.

Test hybrid approaches in risk-averse markets

Markets that prioritize budget predictability—like Europe—require a careful approach to pricing experimentation. Instead of jumping straight into usage-based pricing, SaaS companies should first test hybrid pricing models that balance recurring revenue with scalable, usage-based charges. A smart strategy is to introduce fixed pricing tiers as a foundation, then layer on per-usage add-ons over time, allowing customers to ease into variable pricing models.

Track competitor pricing trends

Pricing is rarely static, and neither should your strategy be. Staying competitive means continuously monitoring how regional and industry peers position their pricing. Companies should benchmark against direct competitors to avoid missteps, like assuming a pricing model that works in North America will translate seamlessly to Europe.

Keeping an eye on competitor pricing page updates and strategic shifts can also reveal market trends early, allowing SaaS companies to adjust their own pricing models proactively.

Section 08

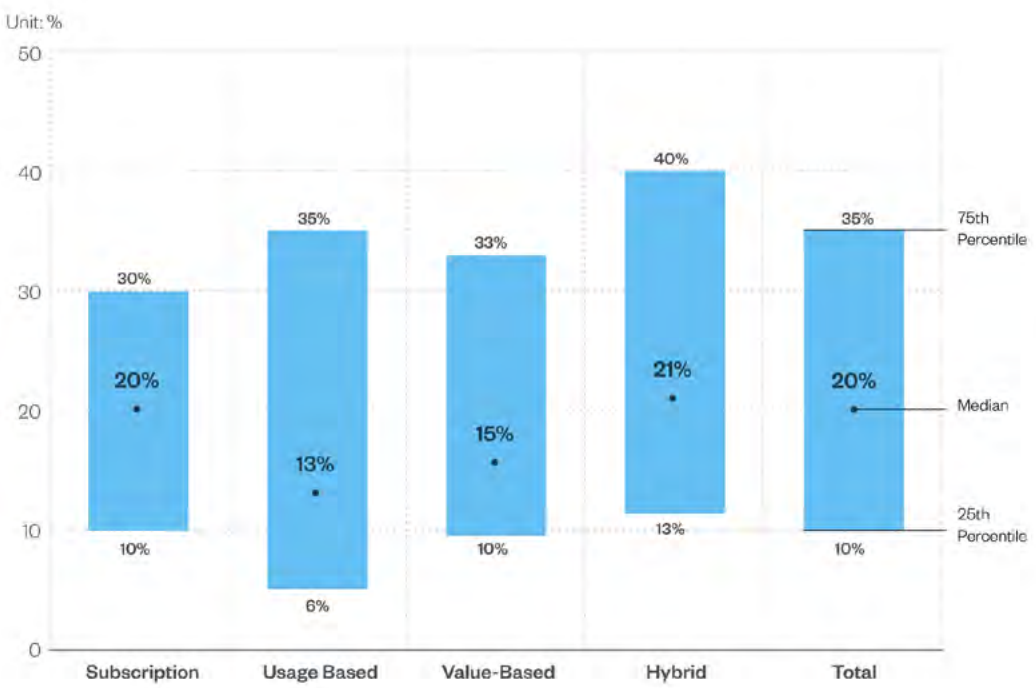
Growth Trends by Pricing Model

Not all SaaS pricing models are created equal. Some drive high retention and predictable revenue, while others prioritize scalability and expansion potential. But the biggest takeaway for 2025 is that **hybrid pricing models are leading the charge.**

Companies that blend subscription stability with usage-based flexibility are unlocking the best of both worlds—strong retention and explosive growth. Meanwhile, AI-powered features are proving to be an unexpected revenue catalyst. SaaS companies that monetize AI add-ons are seeing higher revenue expansion rates than those that bundle them in for free.

Key Data

Pricing Model	Median Growth Rate	Top Quartile Growth
Hybrid Pricing	**21%**	Up to **40%**
AI	**28%** exceed **30%** growth rates	Significant revenue driver



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How to leverage pricing for growth

Adopt a hybrid pricing model to balance stability and scalability
For example, you can combine a recurring subscription base with usage-based elements to drive both predictability and expansion revenue. Or, if your SaaS product scales with usage (e.g., data storage, transactions, compute power), introduce tiered pricing that charges based on real customer needs.

Monetize AI features instead of giving them away
If AI-powered capabilities add tangible value (e.g., automation, predictive analytics, data enrichment), charge for them. You may consider offering AI-powered tiers or feature bundles instead of rolling AI into base subscriptions for free, or, running A/B pricing tests to determine the sweet spot where customers see value without pricing friction.

Continuously optimize your pricing model

- → Regularly assess how your pricing impacts growth, retention, and expansion revenue—what worked last year may not work now.
- → Monitor your customer behavior to spot opportunities for upselling, packaging adjustments, or pricing model tweaks.
- → Stay ahead of competitor pricing trends, as what's considered a premium add-on today could become the standard tomorrow.

Section 09

The Role of Market Segments

Not all SaaS customers are the same—so why should pricing be? The reality is pricing models that work for startups may not resonate with enterprises, and the pricing structures that fuel hypergrowth for B2C companies might fall flat in B2B markets.

That's why the smartest SaaS companies segment their pricing strategies. They understand that SMBs, mid-market firms, and enterprise clients have vastly different needs, priorities, and risk tolerances when it comes to pricing.

Here's how top-performing SaaS companies are aligning their pricing models to different market segments—and where companies still get it wrong.

Key Data

Market Segment	Usage-Based Pricing Adoption
SMBs (<$10M revenue)	**50%**
Mid-Market ($10M-$100M revenue)	**73%**
Enterprises (>$100M revenue)	**61%** (often hybrid models)

How market segments approach pricing (and what you can learn from it)

SMBs (<$10M revenue) are focusing on affordability and scalability

- → 50% adoption of usage-based pricing
- → **Why?** Startups and small businesses hate large upfront costs and are drawn to low-commitment, flexible pricing.
- → **What Works?** Pay-as-you-go models with low barriers to entry help SMBs ease into usage and grow their spending over time.

Mid-market companies ($10M-$100M revenue) are leading the charge on usage-based pricing

- → 73% of mid-market companies have adopted usage-based pricing—the highest of any segment.
- → **Why?** These companies are scaling fast and need flexible pricing structures that can grow alongside them.
- → **What Works?** Usage-based pricing tiers with clear volume discounts ensure growing customers don't feel penalized for scaling.

Enterprise SaaS buyers (>$100M revenue) are balancing predictability with flexibility

- → 61% of enterprise customers prefer hybrid models (subscription + usage-based).
- → **Why?** Large companies need budget certainty but still want pricing that reflects the value they're getting.
- → **What Works?** Hybrid models (e.g., base subscription + usage-based add-ons) ensure financial stability while still accommodating fluctuations in demand.

Section 10

Pricing Models and Net Dollar Retention (NDR)

The key to a high NDR? Make it effortless for customers to grow their spending without a heavy sales lift.

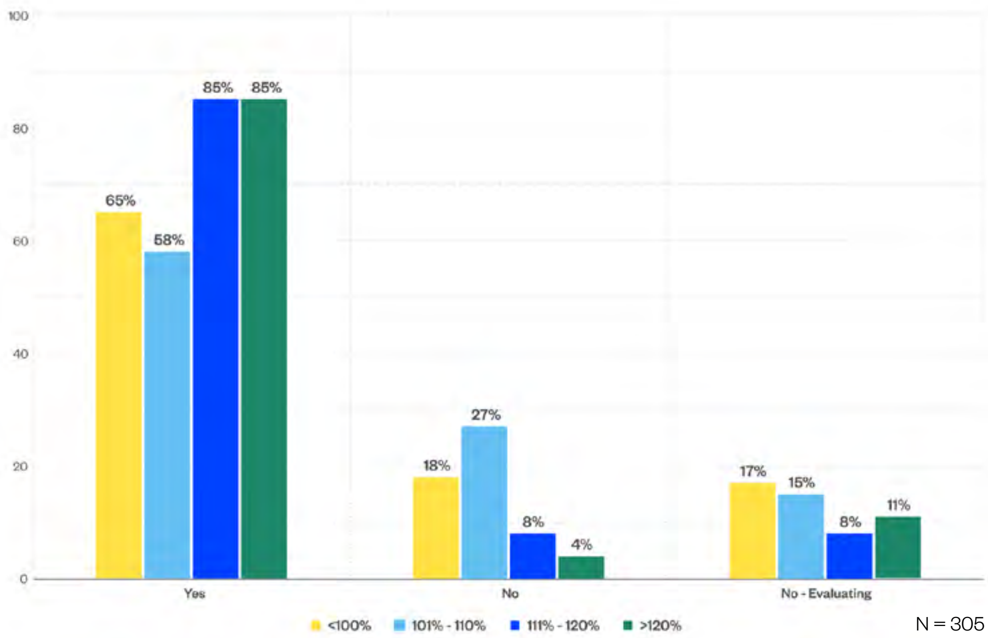
That's why usage-based pricing is performing so well right now. It eliminates the "do we upgrade?" decision by tying cost directly to usage and success. No awkward upsell emails. No end-of-year renegotiations. Just natural revenue expansion as customers get more value from your product.

Hybrid models add even more flexibility by giving your enterprise buyers the predictability of a subscription with the scalability of usage-based pricing—a combination that keeps finance teams happy while still allowing for organic account growth.

But it's not all automatic. If lower-growth customers aren't hitting adoption milestones, they won't expand their spend. That's why companies with the highest NDR aren't just relying on pricing models—they're investing heavily in customer success and proactive retention strategies.

Key Data

Customer Segment	NDR Rate
High-Growth Customers (Retention >120%)	**85%**
Lower-Growth Customers (Retention <100%)	**65%**



Companies that have cracked the code on retaining and expanding customer revenue aren't relying on aggressive upsells or rigid pricing structures. Instead, they're letting pricing scale **naturally with customer success**—and the results speak for themselves.

A staggering **85% of companies with NDR above 110%** are using some form of usage-based pricing. And among those with **NDR greater than 120%**, only **4% aren't leveraging or evaluating usage-based pricing**. In other words, if a company is excelling in retention and revenue expansion, it's almost guaranteed that usage-based pricing is part of the equation.

How pricing models are influencing retention

High-growth customers (Retention >120%)

- 85% NDR among companies that have implemented usage-based or hybrid pricing models.
- **Why?** Customers who get more value from the product automatically spend more, eliminating friction in expansion revenue.
- **What Works?** Transparent usage-based pricing that grows alongside customer success, ensuring their spend scales organically over time.

Lower-growth customers (Retention <100%)

- 65% NDR for customers with lower adoption or engagement.
- **Why?** These customers may struggle to see continued value, leading to stagnant spend or churn.
- **What Works?** Stronger onboarding, personalized support, and usage incentives to keep lower-performing accounts engaged.

How to optimize your pricing strategy for higher NDR

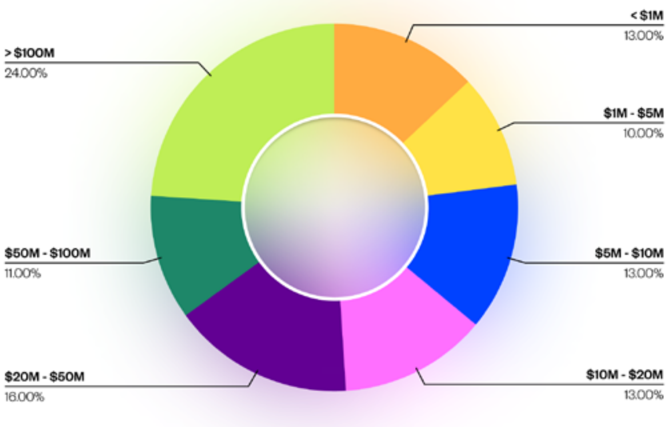
Double down on customer success
Your highest-value accounts will keep expanding as long as they continue seeing results. That's why proactive customer success isn't optional—it's essential. Regular check-ins, hands-on onboarding, and personalized engagement ensure customers fully adopt your product. The stronger the adoption, the stickier the relationship—and the higher the revenue growth over time.

Identify and support your at-risk accounts
Churn doesn't happen in a vacuum. If low-growth accounts are dropping off, it's worth investigating the root cause. Are they struggling with onboarding? Is your pricing misaligned with their perceived value? Identifying patterns in churned accounts can reveal opportunities for intervention. Introducing usage incentives, additional support, or tiered pricing adjustments can help at-risk customers stay engaged and scale at a pace that makes sense for them.

Use NDR as a pricing health check
If your Net Dollar Retention (NDR) is dipping below 100%, it's time to ask whether your pricing model is holding customers back from expanding their spend. Do customers hit a ceiling where the cost outweighs the perceived value? Experimenting with hybrid models, tiered usage pricing, or value-based pricing adjustments can create a more natural path for customers to scale their investment over time—without friction.

Participant Profile

By Annual Revenue



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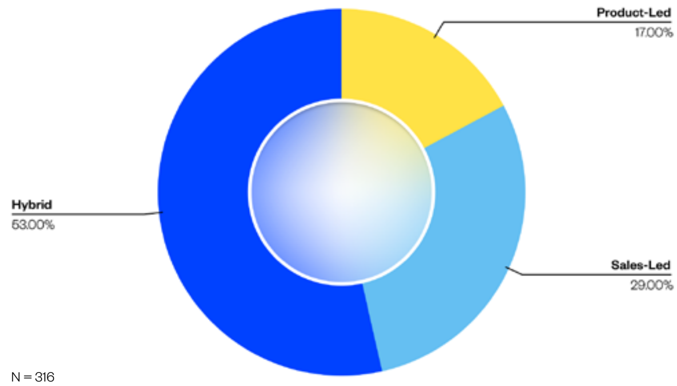
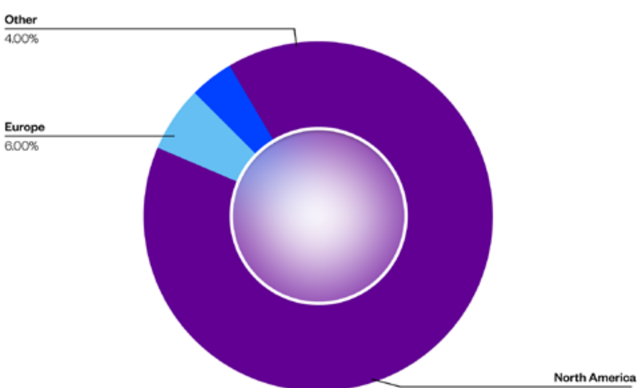
By Go-to-Market Motion



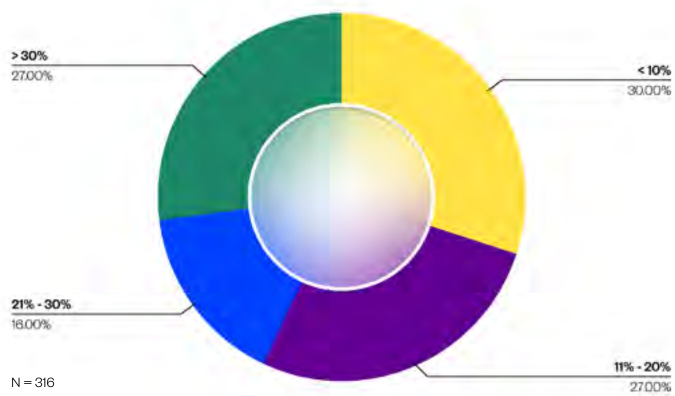
N = 316

By Company Region



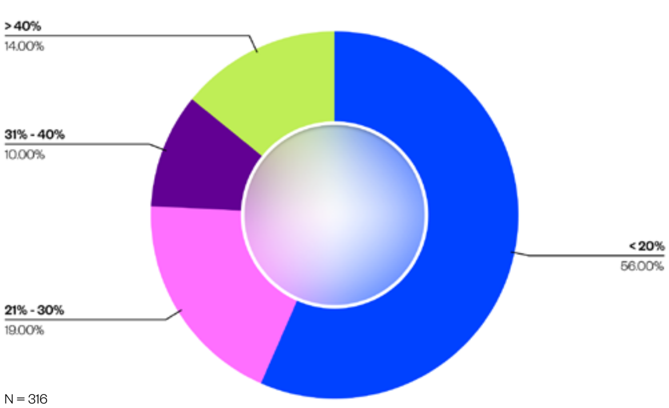
N = 316

By Company Growth Rate



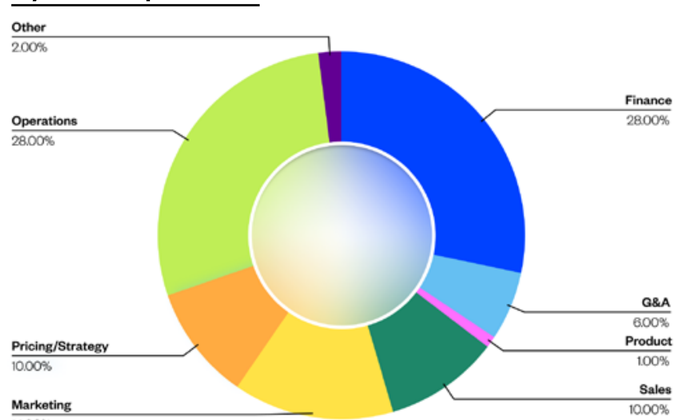
N = 316

By Expansion ARR to New ARR %



N = 316

By User Department



N = 295

Pricing and Billing: The Growth Driver Most Companies Overlook

If you get one big takeaway from the data in this report, it should be this: pricing and billing are no longer back-office functions. They're front-and-center strategic levers that separate the SaaS companies thriving in 2025 from those struggling to keep up.

The companies leading the charge? They **don't treat pricing as a one-and-done decision** or billing as an afterthought. Instead, they actively experiment, refine, and optimize these functions.

Your pricing model is your growth strategy. If you're not iterating on it, you're leaving money on the table.

Billing transparency is a competitive advantage. It's not just about getting paid—it's about strengthening customer relationships.

Top-performing SaaS companies use data, not guesswork. The best pricing and billing strategies are built on real benchmarks, experimentation, and continuous improvement.

2025 is the year to *rethink* your pricing and billing strategy

SaaS has entered a new era. Companies that treat pricing and billing as core strategic functions—not just operational necessities—are the ones that will scale and outperform their competitors.

This report has given you the benchmarks. The trends. The insights.

Ready to take action?

Schedule a demo with Maxio and see how you can turn your pricing into a viable growth strategy for your business.