

Freemium & Tiering

Marketing

Designing a ladder of plans that moves people upward.

Designing the ladder.

Design rules

Free tier delivers real value alone

The limit is reached through success

Three or four tiers, not seven

Each tier has one obvious buyer

Upgrade path is visible before it is needed

Common faults

Free tier too generous to ever upgrade

Free tier too limited to demonstrate value

Tiers split on arbitrary features

Enterprise tier with no stated price or scope

The best upgrade trigger is success in the product: hitting a limit because it is working, not because it was crippled.