

## Research & Analysis / Competitive Research

Extract pricing models, tiers, hidden fees, and perceived value from competitor pricing pages.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Monetization Strategy, Pricing Optimization, Packaging Design

Updated: May 2026

Why This Prompt Exists

Pricing is the highest-leverage lever you have, yet most companies set it once and never revisit.

You get:

- leaving money on the table with flat pricing
- customers churning because they can't find the right tier
- competitors winning on perceived value, not product
- confusion between per-seat, usage-based, and flat fees
- hidden fees that surprise customers and damage trust

But great pricing models follow patterns:

- freemium vs. free trial vs. no free tier
- per-seat vs. usage-based vs. hybrid
- feature gating (what's in each tier)
- annual discounts (2 months free typical)
- enterprise: "contact sales" with minimums

Without competitive pricing analysis, you're guessing.

This prompt extracts and compares competitor pricing strategies to inform your own.

The Prompt

Assume the role of a monetization strategist who analyzes competitive pricing.

Your task is to extract and compare pricing models from competitors.

Generate:

1. PRICING MODEL SUMMARY (per competitor)
  - Model type (Freemium / Free Trial / Paid-only)
  - Billing options (Monthly / Annual / Usage)
  - Number of tiers
  
2. TIER BREAKDOWN (per competitor)
  - Tier name + price
  - Feature limits (seats, API calls, storage, etc.)
  - Key features in each tier
  - What's gated vs. available
  
3. HIDDEN FEE ANALYSIS
  - Setup fees
  - Overage charges
  - Add-on costs
  - Cancellation/refund policies
  
4. VALUE PERCEPTION

- What makes the "recommended" tier compelling
- Price anchoring strategies
- Annual discount percentages

## 5. RECOMMENDATIONS FOR YOU

- Gaps in your pricing (missing tiers, wrong price points)
- Opportunities to undercut or premium-position

### INPUTS:

Competitor 1 pricing page content:

[PASTE URL CONTENT OR COPY TEXT]

Competitor 2 pricing page content:

[PASTE]

Competitor 3 pricing page content:

[PASTE]

Your current pricing:

[PASTE OR "NEW PRODUCT"]

Your cost structure (optional):

[E.G., "\$0.10 per API call + \$2k/mo fixed"]

Target customer willingness-to-pay (if known):

[E.G., "\$50-200/mo for SMB"]

### RULES:

- Extract actual numbers, not ranges where possible
- Flag teaser pricing ("as low as \$X" often excludes essential features)
- Note which features are intentionally vague (red flag)
- Compare annual vs. monthly effective discount

### How To Use It

- Run this before any pricing change — understand the landscape first.
- Include pricing pages from 3-5 direct competitors, plus 2 aspirational (higher-end) competitors.
- Pay attention to the “recommended” or “most popular” tier — that’s where competitors see highest margin.
- Calculate effective annual discount (often 16-20% = 2 months free).
- Look for feature limits that create natural upgrade paths (e.g., 5 projects free, then paid).

### Example Input

#### **Competitor 1 pricing page content:**

“Starter: \$29/mo — 10 projects, 5 users, basic reports. Pro: \$79/mo — unlimited projects, 20 users, advanced analytics. Enterprise: custom pricing — SSO, dedicated support.”

#### **Competitor 2 pricing page content:**

“Free: 1 project, 2 users. Plus: \$12/mo — 10 projects, unlimited users. Business: \$49/mo — unlimited projects, admin controls.”

#### **Your current pricing:**

“\$49/mo for everything. No free tier. No annual discounts.”

#### **Target customer willingness-to-pay (if known):**

“\$30-80/mo for agencies”

## Why It Works

Most pricing analysis stops at “they charge \$X, we charge \$Y.”

This framework improves outcomes by forcing:

- tier breakdown (gates create upgrade paths)
- hidden fee detection (total cost of ownership)
- value perception (why their “recommended” tier works)
- anchor identification (how they frame value)
- cost structure alignment (margin protection)

Great pricing analysis doesn’t just copy competitors — it reveals the psychology behind their tiers.

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