SaaS Odd/Even Pricing Actionable Checklist

Phase 1: Strategic Planning and Positioning

- [ ] Define the core objective for each SaaS tier (Conversion Volume vs. Premium Value).
- [ ] Assess if the tier targets price-sensitive customers (use odd pricing).
- [ ] Assess if the tier targets B2B or Enterprise clients (favor even pricing).
- [ ] Analyze the price endings of your top five competitors in each tier.
- [ ] Document the precise psychological perception your pricing must convey (Bargain or Quality).
- [ ] Finalize your initial price point selections (e.g., $$$14.99 or $$$15.00).

Phase 2: Implementation and Tax Compliance

- [ ] Select the tax display strategy (Absorb Tax to protect the psychological price, or Add Tax).
- [ ] Confirm your commerce platform (like PayPro Global) supports the chosen fractional pricing globally.
- [ ] Ensure all price displays (pricing page, checkout, invoices) consistently show the chosen odd/even pricing.
- [ ] Verify that currency conversion logic maintains the desired psychological price endings in foreign markets.

Phase 3: Testing and Optimization

- [ ] Set up a controlled A/B test with only the price ending as the variable (e.g., $$$29.99 vs. $$$30.00).
- [ ] Define the minimum number of conversions needed for statistical significance before launching the test.
- [ ] Monitor conversion rates and Average Revenue Per User (ARPU) for both price variants.
- [ ] Use the test results to determine the optimal odd pricing or even pricing for maximum revenue.
- [ ] Schedule a review every 6-12 months to re-test the price point against changing market dynamics.