

# SaaS Price Anchoring Checklist

Here is the checklist for implementing effective price anchoring in your SaaS business:

- ☐ **Conduct Value Research:** Determine the maximum attainable business value (ROI) your software provides to large, target customers to justify the highest price point.
- ☐ **Define the Premium Anchor Price:** Set your most comprehensive plan's cost based on the value research, positioning it prominently to establish the high reference point immediately.
- ☐ **Validate the Premium Anchor Credibility:** Confirm the anchor plan's feature set and price are perceived as relevant and valuable by enterprise segments, avoiding an "Irrelevant Anchor."
- ☐ **Design the Three-Tier Structure:** Implement the psychologically proven "Rule of Three" (Premium, Target, Basic) with clear differentiation between features and value across the tiers.
- ☐ **Price the Target Option Strategically:** Set the middle tier (your revenue goal) at 50–70% of the Premium Anchor price to make it the appealing "value choice."
- ☐ **Integrate Decoy Pricing (Optional):** Introduce a high-friction, unattractive Decoy Plan that exists solely to make the Target Option appear objectively superior in value.
- ☐ **Apply Charm Pricing Selectively:** Use prices ending in '9' (e.g., \$49) on entry-level plans to leverage the "left-digit effect," reducing the psychological barrier to initial purchase.
- ☐ **Highlight the Target Plan Visually:** Use design elements like contrasting colors, bold outlines, or a "Most Popular" badge to direct the customer's attention to the Target Option first.
- ☐ **Frame Features by Value Outcomes:** Rewrite feature descriptions on the pricing page to anchor the customer on the positive business transformation rather than just technical specifications.
- ☐ **Set Up ACV Tracking:** Ensure your analytics platform is configured to measure the change in Annual Contract Value (ACV) and upgrade rates, not just overall conversions.

- ☐ **Launch A/B Price Testing:** Run controlled experiments to compare the conversion rate and ACV of your new anchored pricing page against the current or a baseline structure.
- ☐ **Monitor for the Low-Price Trap:** Review early testing data to ensure your anchor strategy is not inadvertently driving customers to the lowest tier, which would permanently position your brand as a budget option.