

SaaS Monetization Strategy Blueprint

A step-by-step checklist for building and documenting your SaaS monetization strategy — companion to [How to Choose a SaaS Monetization Strategy](#).

Blueprint Details:

Product / company name:

Owner:

Date started:

Review cadence:

Step 1: Map Your Value Metric

- ☐ List the specific outcomes customers get from the product — time saved, revenue generated, tickets resolved, or data processed
- ☐ Interview 5 to 10 customers on what they would cut first if forced to reduce usage
- ☐ Compare candidate metrics against your product category — seats, usage, contacts, credits, or GMV
- ☐ Confirm the metric grows naturally as the customer's business grows
- ☐ Confirm a customer can predict their next bill without contacting support

Our value metric:

Step 2: Choose a Core Pricing Model

- ☐ Review the core models: subscription, usage-based, freemium, tiered, and value-based
- ☐ Check whether usage varies widely between customers, a signal for usage-based or hybrid pricing

- ☐ Decide whether a predictable subscription base stays part of the mix
- ☐ Confirm the model matches how the value metric from Step 1 is measured

Model(s) selected:

Step 3: Structure Tiers and Packaging

- ☐ Define an Entry, Mid, and Top tier
- ☐ Assign one clear target buyer to each tier
- ☐ Identify the single feature or usage cap that pushes an upgrade at each tier boundary
- ☐ Confirm no two tiers serve the same buyer for the same reason

Entry tier — buyer and key features:

Mid tier — buyer and key features:

Top tier — buyer and key features:

Step 4: Decide How Payments, Billing, and Tax Will Be Handled

- ☐ Assess in-house legal and tax capacity to register and remit sales tax or VAT in every market sold into
- ☐ Compare building in-house with a payment gateway against using a Merchant of Record
- ☐ Confirm who holds tax liability under the chosen approach
- ☐ Confirm how chargebacks and fraud will be managed

Approach selected (build in-house / Merchant of Record):

Step 5: Automate Monetization Operations

- ☐ Automate recurring billing and invoicing
- ☐ Automate failed-payment retry logic and dunning emails
- ☐ Automate proration for plan upgrades and downgrades
- ☐ Automate tax calculation at checkout

Automations still handled manually:

Step 6: Test, Measure, and Optimize

- ☐ Set a baseline for average revenue per user (ARPU)
- ☐ Set a baseline for customer lifetime value (CLV)
- ☐ Set a baseline for conversion rate by tier
- ☐ Set a baseline for expansion revenue
- ☐ Set a review cadence for each metric — monthly or quarterly
- ☐ Flag any tier boundary with flat conversion for two full quarters as a test candidate

Baseline metrics (ARPU / CLV / conversion / expansion):

Step 7: Track Trends and Plan Ahead

- ☐ Review current usage-based and hybrid pricing adoption data
- ☐ Note whether credit- or token-based pricing applies to the product
- ☐ Set a recurring date to revisit Steps 2 through 6

Next full strategy review date:

Strategy Summary

Complete this section once the blueprint above is filled in, as a one-page reference for the rest of the team.

Value metric:

Pricing model(s):

Tier structure (Entry / Mid / Top):

Payment and billing approach:

Key automations in place:

Next review date: