

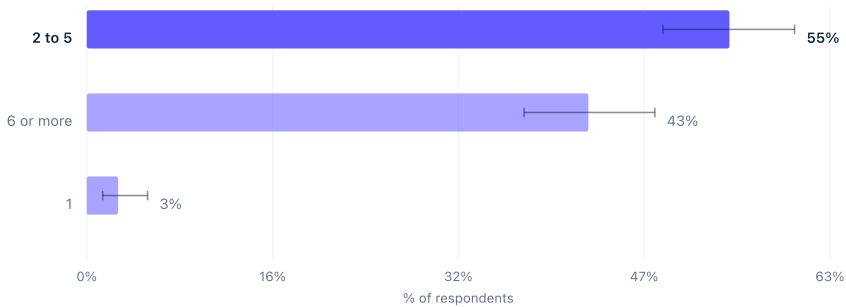
Pro plan: logs included or metered

3 October 2026 · n = 300 · 300 synthetic

Synthetic results. Every response in this report was generated by AI (simulated respondents), not given by real people. Use it to test your survey and get a directional read, not as evidence of what real buyers will pay.

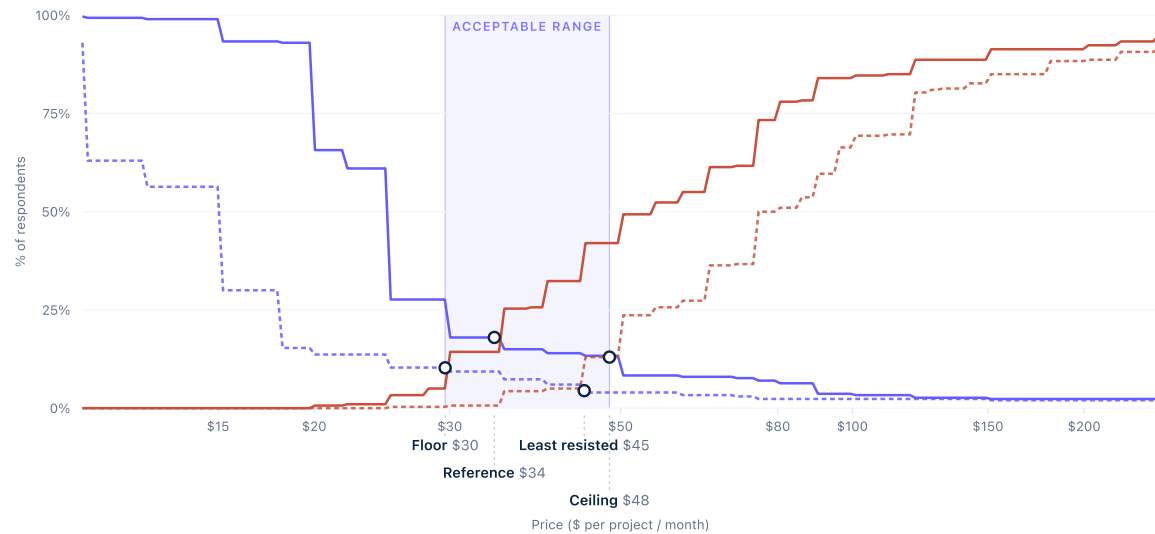
Q1 · Projects in production · Single choice

Synthetic only



N = 300 · % of respondents · lines show the 95% range · the lead is clear: +12 pp (1–23)

► Question asked

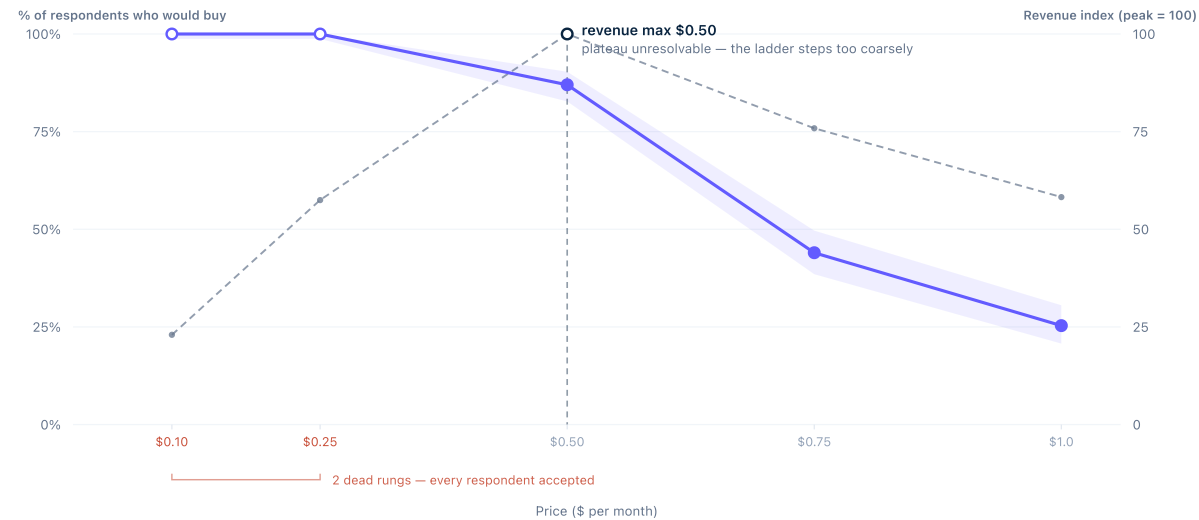


--- Too cheap — Cheap / bargain — Getting expensive - - - Too expensive

Shaded band = range of acceptable prices

N = 300 of 300 used · none left out · middle 90% of prices shown (log scale); 6% outside, still counted

► Question asked

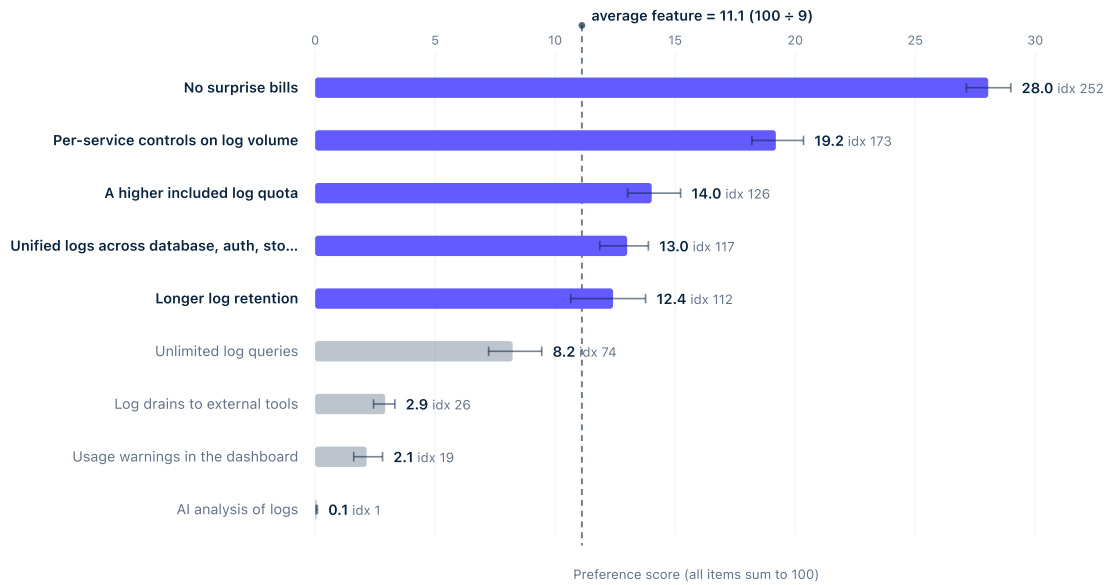


— % willing to buy (left) - - - Revenue index, peak = 100 (right)

Hollow = rung every respondent accepted

N = 300 · each respondent counts up to the highest price they accepted · people who said no to every price are counted · shaded band = 95% range

► Question asked



N = 300 · 1888 tasks · 4 items per screen · scores sum to 100, so 2× score = 2× preference · lines show the 95% range

► Question asked

Standard takes the most, 47% at \$40; 2% would buy none. Your revenue: \$38.78 per prospect, 49% of it from Standard.

	● Basic	● Standard	● Premium	None of these	Your line-up
Log ingestion	5 GB of logs included, then \$0.50 per GB; log queries also metered above 1,000 GB	20 GB of logs included, then \$0.50 per GB	Logs included, no per-GB charge		
Log retention	7-day log retention	28-day log retention	28-day log retention		
Price	\$25	\$40	\$50		
Share of preference	22% 15–31 	47% 39–54 	29% 20–37 	2% 1–3 	98% 97–99
Revenue per prospect	\$5.46 \$3.87–\$7.64	\$18.83 \$15.44–\$21.55	\$14.49 \$10.01–\$18.39	—	\$38.78 \$36.65–\$40.42
Share of your revenue	14% 10–21 	49% 40–57 	37% 27–46 	—	100%

Share of preference is the chance a prospect picks that plan when these plans, and the option to buy none of them, are on the table; a row adds up to 100%. It is share of preference from the survey, not a market-share forecast: awareness, distribution and competitors are not in it · Revenue per prospect is a plan’s share times its price. “Your line-up” sums your plans; walking away earns nothing, and neither does a competitor’s plan · Share of your revenue is how your revenue splits between your plans · Prices between the tested ones are interpolated; one outside \$25–\$50 is held at the nearest end · “Everyone” is each segment simulated on its own model (Low log volume n = 150, High log volume n = 150), weighted by its respondents · Small figures are 95% bootstrap intervals over respondents

▸ Question asked

Pick how many plans to sell; the search finds what goes in each, and the price, that earns the most.

Plans

1 2 **3** 4

Tiers build on each other

Keep at least

—

% buying

Find best line-ups

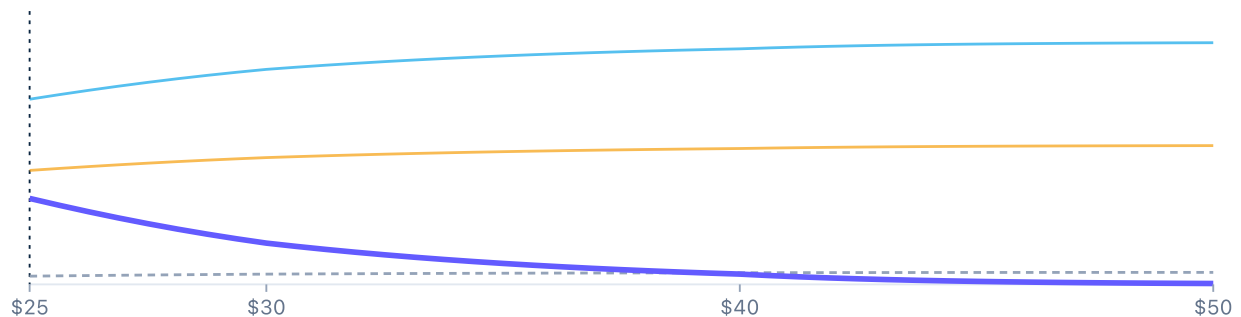
Line-ups are scored on the Plan simulator's market (each segment on its own model, weighted by its respondents) and ranked by your revenue per prospect · The search changes one plan's feature or price at a time, from several starting line-ups, and keeps any change that earns more; each result is a different set of features at its best prices · Prices are the tested ones and rounded prices between them, never outside the tested range · "Tiers build on each other": each plan has every feature of the one below and one more, and costs at least 25% more · "Keep at least ...% buying" ranks only line-ups that keep that share of prospects buying one of your plans · "Beats #2 in 81% of draws" compares two line-ups across the bootstrap: near 50%, the survey cannot tell them apart

▸ Question asked

Your revenue peaks with Basic at \$46: \$42.34 per prospect, against \$38.78 at \$25.

Move the price of **Basic** ☐ Standard ☐ Premium

WHERE THE SHARE GOES ☐ Basic 22% ☐ Standard 47% ☐ Premium 29% ☐ None 2% at \$25



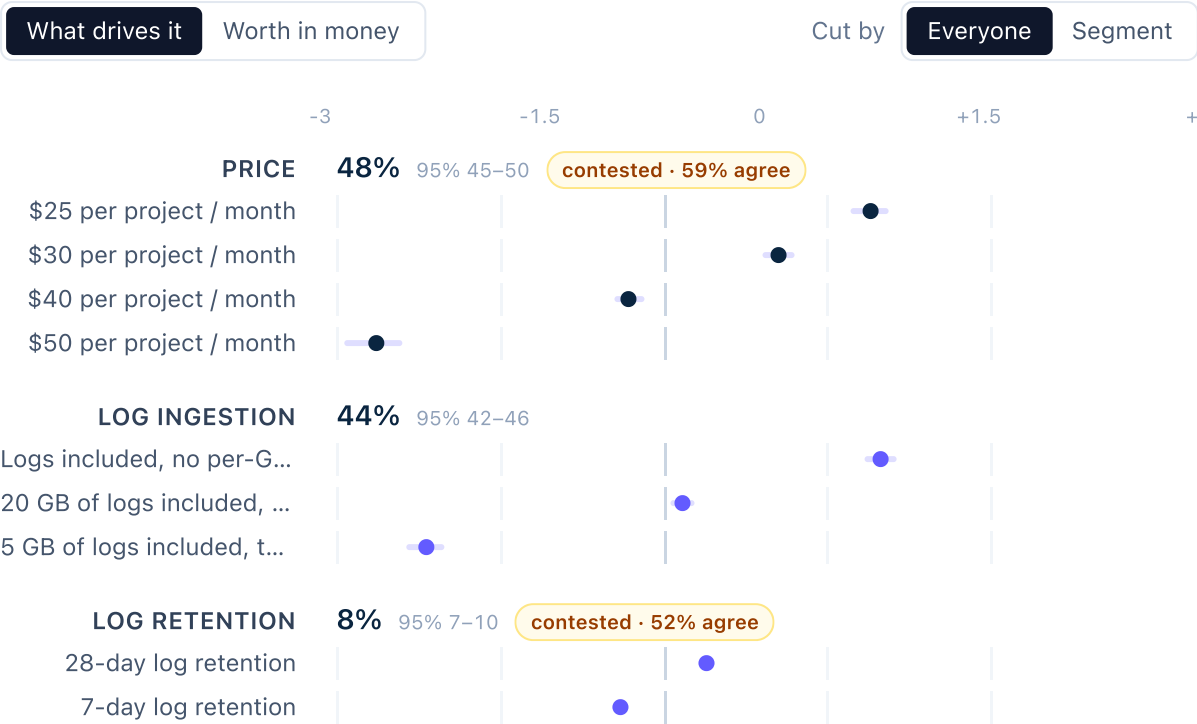
YOUR REVENUE PER PROSPECT \$38.78 at \$25



Only the chosen plan's price moves; every other plan stays as set in the Plan simulator · The top chart shows where the share goes: what the plan loses at a higher price goes to your other plans, to competitors or to walking away · Your revenue is summed over all your plans, so a price that wins share from a sibling plan shows no gain. The peak is never read outside the tested prices

► Question asked

Price decides 48% of the choice.



Each bar is a level's pull on the choice (its part-worth), zero-centred within its feature; a feature's spread, as a share of all spreads, is its importance · Importance is a fact about the ranges tested: a wider price ladder raises price's share without anyone caring more about price · Worth in money prices a change from one level to another, inside the tested prices; with no competitor and no walking away in it, it is a ceiling · By segment, each segment is fitted on its own respondents and graded as a filter grades it: "directional" below 300, too few to show below 60, not offered below 30 · Lines are 95% bootstrap intervals over respondents

► Question asked