

# Monetization

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# Pay-what-you-want

# Pay for AI credits

# Pay for traffic

# One-time (lifetime) fee

Once.com

The dilemma of this approach is that you can't be sure whether you earn more with a one-time fee or with a [recurring payment](#). To solve this dilemma, you need to know your startup's [LTV](#). Thus if you set up a one-time fee equal to or more than your LTV, having a one-time option is beneficial for your business.

## B2C examples

MONTHLY	YEARLY	LIFETIME
<b>US\$13.00</b> /month*	<b>US\$89.99</b> US\$7.50 /month*	<b>US\$159.99</b>
SUBSCRIBE NOW	7 days free, then billed annually START YOUR FREE WEEK	One-time purchase BUY NOW

# Recurring payments