

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

The image displays three pricing cards for a B2C product, set against a dark purple background. Each card is white with rounded corners and contains pricing information and a call-to-action button.

- MONTHLY:** The card shows a price of **US\$13.00** /month*. Below the price is a yellow button labeled **SUBSCRIBE NOW**.
- YEARLY:** The card features a purple banner in the top right corner that says **BEST DEAL**. The price is **US\$89.99** with **US\$7.50 /month*** written below it. Further down, it states "7 days free, then billed annually". At the bottom is a purple button labeled **START YOUR FREE WEEK**.
- LIFETIME:** The card shows a price of **US\$159.99** with "One-time purchase" written below it. At the bottom is a yellow button labeled **BUY NOW**.

Recurring payments