

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 options for a product, presented as white cards on a dark purple background. The 'YEARLY' card is highlighted with a purple ribbon in the top right corner that reads 'BEST DEAL'.

Plan Type	Price	Additional Info	Call to Action
MONTHLY	US\$13.00 /month*		SUBSCRIBE NOW
YEARLY	US\$89.99 (US\$7.50 /month*)	7 days free, then billed annually	START YOUR FREE WEEK
LIFETIME	US\$159.99	One-time purchase	BUY NOW

Recurring payments