

# 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 on a dark purple background. Each option is presented in a white rounded rectangle with a yellow button at the bottom.

- MONTHLY:** US\$13.00 /month\*. Button: SUBSCRIBE NOW.
- YEARLY:** US\$89.99 (US\$7.50 /month\*). Includes a purple ribbon saying "BEST DEAL" and a note: "7 days free, then billed annually". Button: START YOUR FREE WEEK.
- LIFETIME:** US\$159.99 (One-time purchase). Button: BUY NOW.

# Recurring payments