Updates to BigCommerce's Standard, Plus and Pro Plan Pricing



You've come to love **BigCommerce's platform** for modern ecommerce, and we love providing it for you. Delivering innovation is why we get up in the morning. It's the mentality you must have to become a leading **ecommerce platform**. Our approach to online retail is all about meeting the challenges of today and the future, and as such, today we are unveiling new **pricing** for our Standard, Plus and Pro plans to enable on-going innovation to power your business.

The price for our Standard and Plus plans have not changed in approximately nine years, and our Pro plan pricing changed two years ago. We have remained committed to providing new functionality to help you **grow and expand**. In the last two years alone, we have delivered enterprise functionality at small businesses prices, including:

- **Multi-Storefront capabilities** to enable your business to easily launch and manage multiple storefronts from a single BigCommerce backend.
- **Page Builder**, our easy-to-use, widget-based, drag-and-drop page design tool.
- **Promotions Manager: Advanced Editor**, an intuitive tool that gives you the ability to target the right customers with the right promotion at the right time, for both single and multiple storefronts.
- **New transactional email templates** that let you customize your responses to your customer to fit your marketing strategies.

- **Buy Online Pick Up In Store APIs**, will be available next month you will be able to create custom pickup experiences and manage inventory at multiple retail locations.

We have enabled your business to connect to new advertising and marketplace channels through product enhancements, technology partnerships and integrations with many of the world's leading **omnichannel** companies, including:

- **Launch of Channel Manager**, which allows you to promote and sell your products wherever consumers are: branded ecommerce stores, offline stores, content sites, social networks such as Facebook and Instagram, and marketplaces such as Amazon and Ebay, while enabling you to discover, install, and manage these channels centrally.

- **Exciting new partnerships with Amazon**, such as a native integration with **Amazon Multi-Channel Fulfillment**, which gives you the capability to fulfill orders using Amazon's warehousing and order fulfillment platform. In addition, we launched the **Buy with Prime app for BigCommerce**, a new self-service integration for U.S. merchants to easily enable Buy with Prime on your BigCommerce storefront with no coding required.

- **New omnichannel partnerships and capabilities** with Google Ads and Listings, Microsoft Ads and Listings, TikTok for Business, MercadoLibre, and many more.

We have improved the openness of the product and given you the freedom to better manage your data. Examples of this include:

- **Big Open Data Solutions**, a portfolio of the best in breed analytics, personalization and data partners that gives you flexibility and control in the management of your data with free access to Google BigQuery data warehouse (limited to Pro Plans), which allows you to centralize all data into a single location for analytical insights.

- **New Cart Analytics** which provides a cohesive understanding about your customers shopping habits and has all cart data, including abandoned cart reports and recovery, in one place.

- **Open Checkout** features by giving your developers access to the source code of our feature rich and highly tuned checkout, enabling you to create unique checkout experiences should you desire.

Our goal is to give you the tools and partnerships you need to build and scale your business, and we hope you recognize our aim to deliver the best value on the market with pricing options to suit your needs — both today and in the future.

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BigCommerce's New Pricing Plans

Standard.

Our new Annual Standard plan keeps your pricing at the current monthly rate of $29 per month when paid annually ($348 per year) — a 25% discount off the new monthly rate, saving you $120 per year.

If you choose to pay monthly then your Standard plan rate will be $39 per month.

Plus.

Our new Annual Plus plan keeps your pricing at the current monthly rate of $79 per month when paid annually ($948 per year) — a 25% discount off the new monthly rate, saving you $312 per year.

If you choose to pay monthly then your Plus plan rate will be $105 per month.

Pro.

Our new Annual Pro plan keeps your pricing at the current monthly rate of $299 per month when paid annually ($3,588 per year) — a 25% discount off the new monthly rate, saving you $1,200 per year.

If you choose to pay monthly then your Pro plan rate will be $399 per month.

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FAQs About BigCommerce Pricing

Here are some frequently asked questions about BigCommerce's plan updates:

When does this go into effect?

For existing month-to-month customers, updates to the Standard, Plus and Pro plans go into effect on June 1, 2023 and will be reflected on your June invoice. For new customers, the update goes into effect today, February 23, 2023.

I'm on a month-to-month plan. How does this affect me?

Month-to-month merchants will start seeing price changes on June 1, 2023 on their June invoices.

What if I'm an existing customer on an annual plan, but my annual renewal is before June 1, 2023?

If your annual renewal occurs after March 24, 2023, your plan will renew at the new plan rate.

What if I am a month-to-month customer and would like to switch to an annual plan?

If you change your plan to annual before June 1, 2023, you will be charged the annual plan rate, which locks in your current month-to-month rate.

Has the discount rate for annual plans changed?

Yes, you have the opportunity to receive our best rate possible by selecting an annual plan compared to the corresponding monthly plan. All three annual plans are at a 25% discounted rate from the monthly rate.

I just renewed and prepaid for the year. Do I have to pay the difference?

No, if you have prepaid for an annual plan, you are locked in at the previous pricing. The pricing update will go into effect at the end of your current prepaid renewal period.

You can move to an updated plan now by contacting the **BigCommerce Support team**. For more detailed information and comparisons between our available plans you can go to our **pricing page**.

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