

The Cost Predictability Checklist

25 questions to ask before your next SaaS contract

PricingPage DB

A practical worksheet for spotting hidden SaaS and cloud cost drivers before buying, renewing, or redesigning pricing.

Based on PricingPage DB's first review of 50 public SaaS/cloud pricing pages. This is an early sample, not a market benchmark.

A Note for the Reader

This checklist is built for founders, operators, SaaS buyers, finance teams, and anyone responsible for evaluating or renewing cloud software contracts.

If you have ever opened a SaaS bill and found it higher than the tier card suggested, this is for you.

PricingPage DB's first review of 50 public SaaS/cloud pricing pages suggested cost predictability as the strongest emerging pain point. The questions below are drawn from patterns observed in that review. This is not a market benchmark. It is a practical tool to help you surface hidden cost drivers before you sign.

This checklist is for informational purposes only. It is not legal, financial, or procurement advice.

How to Use This Checklist

1. Pick one vendor.

Do not compare multiple tools at once. Evaluate one pricing page and one contract at a time.

2. Answer every question.

Use the pricing page, docs, and sales conversations. If an answer is missing, mark it missing.

3. Score each question from 0 to 3.

0 = not disclosed

1 = mentioned but unclear

2 = explained enough to estimate

3 = clear enough to compare

4. Total your score.

The maximum is 75 points. Enter your scores in the worksheet below.

5. Read your result.

Use the score interpretation to decide whether to commit, negotiate, or keep investigating.

Scoring Instructions

Score	Meaning
0	Not disclosed
1	Mentioned but unclear
2	Explained enough to estimate
3	Clear enough to compare

Scoring Worksheet

Write a score from 0 to 3 for each question, then total each section.

Section 1: Seat and User Costs	Max 9
Question 1	[]
Question 2	[]
Question 3	[]
Section Total	[]/9
Section 2: Usage and Event Limits	Max 9
Question 4	[]
Question 5	[]
Question 6	[]
Section Total	[]/9
Section 3: Storage and Data	Max 9
Question 7	[]
Question 8	[]
Question 9	[]
Section Total	[]/9
Section 4: Compute and Bandwidth	Max 9
Question 10	[]
Question 11	[]
Question 12	[]
Section Total	[]/9
Section 5: Add-ons and Integrations	Max 9
Question 13	[]
Question 14	[]
Question 15	[]
Section Total	[]/9

Section 6: Support and Services	Max 9
Question 16	[]
Question 17	[]
Question 18	[]
Section Total	[]/9

Section 7: Contract and Overages	Max 12
Question 19	[]
Question 20	[]
Question 21	[]
Question 22	[]
Section Total	[]/12

Section 8: Enterprise Gating	Max 9
Question 23	[]
Question 24	[]
Question 25	[]
Section Total	[]/9

Grand Total: [] / 75

The Checklist

Section 1: Seat and User Costs

1. Are read-only or guest seats billed differently?
2. Is there a minimum seat count?
3. Do deactivated seats count toward billing?

Section 2: Usage and Event Limits

4. What defines a billable event or operation?
5. Are unused events rolled over or forfeited?
6. At what volume do per-unit rates change?

Section 3: Storage and Data

7. Is storage priced by size, object count, or both?
8. Are backups, logs, and exports counted separately?
9. What happens when the storage limit is reached?

Section 4: Compute and Bandwidth

10. Is compute billed by duration, concurrency, or reserved capacity?
11. Are ingress and egress both metered?
12. Do regional deployments carry different rates?

Section 5: Add-ons and Integrations

13. Which features are tier-locked versus add-on priced?
14. Are API calls metered separately from base usage?
15. Do premium integrations carry per-seat fees?

Section 6: Support and Services

16. Is priority support a separate contract or add-on?
17. Are implementation and migration services quoted separately?
18. What response times are guaranteed at each tier?

Section 7: Contract and Overages

19. Are annual commitments required for public pricing?
20. What is the overage rate versus the committed rate?
21. Is there a true-up process or hard cutoff?
22. Can the contract be changed mid-term without penalty?

Section 8: Enterprise Gating

23. Which features require a sales conversation?
24. Is SSO, audit logging, or custom terms paywalled behind enterprise?
25. Is there a published minimum for custom deals?

What Your Score Means

Under 50: Ask more questions before committing.

The pricing page or sales process is leaving too much undisclosed. You may encounter surprise costs. Do not sign until you can fill the gaps or get written clarification.

50 to 65: Usable, but review cost drivers carefully.

You have enough information to model a baseline cost, but several variables could still shift. Focus negotiation on the low-scoring sections before you agree to terms.

66 to 75: Strong pricing transparency.

This vendor discloses enough to compare, estimate, and forecast. You can make an informed decision. Still confirm your assumptions in writing before finalizing any contract.

What Comes Next

If you found this useful, there is more.

Join the PricingPage DB early list for more pricing teardowns and cost-driver maps.

We review SaaS and cloud pricing pages to surface what actually moves the number. No spam. No market benchmarks. Just practical breakdowns for founders and buyers who want clarity before they buy.

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