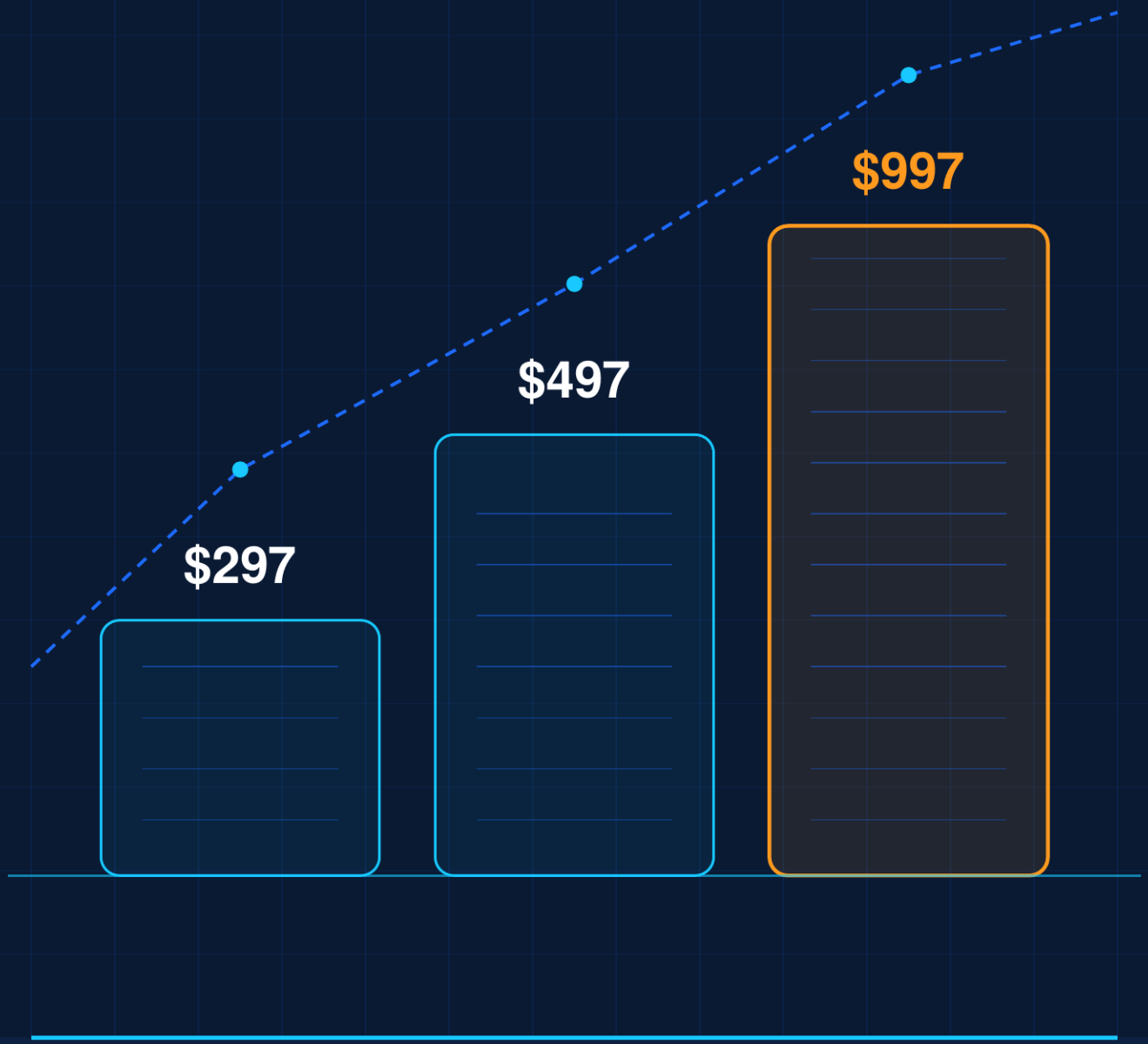
MarketSpy AI



PRODUCT GUIDE

MarketSpy AI Pricing Guide

Suggested prices for every MarketSpy offer

SECTION 01

MarketSpy AI Pricing Guide

Use these prices as starting points.

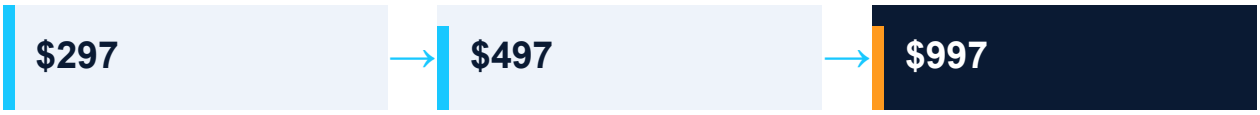
Charge based on the value, depth, complexity, and opportunity involved. MarketSpy reports are designed to deliver commercially relevant findings and specific recommended actions, which supports positioning them as professional advisory deliverables rather than inexpensive research.

Offer	Suggested Price	Best Fit
Market Audit	**$297**	Smaller businesses, lower-value markets, basic competitive research
Market Audit Pro	**$497**	Established businesses, mid-value markets, deeper competitive and opportunity analysis
Market Opportunity Scan	**$997**	Mid/high-value opportunities, advanced research, multiple competitors, deeper strategic recommendations
Monthly MarketSpy	**$197/mo**	Monthly competitive monitoring and intelligence report
Weekly MarketSpy	**$297/mo**	Weekly monitoring of competitors, offers, pricing, marketing, reviews, and market changes

Offer	Suggested Price	Best Fit
Annual Plans	**20% Discount**	Client prepays for 12 months
Report Walkthrough / Strategy Call	**$97–$197**	Review findings and answer questions
Additional Competitor Analysis	**$97+**	Add competitors or additional research to an existing report
Custom Opportunity / Offer Analysis	**$197+**	Turn findings into specific offers, positioning, or growth opportunities
Implementation Support	**$297+**	Help the client act on report recommendations
Private AI Training	**$1,500+**	Train a business/team to use AI more effectively, efficiently, and safely

SECTION 02

Simple Pricing Rule



Move up the pricing ladder as the value of the market, scope of research, number of competitors, depth of analysis, and sophistication of the recommendations increase.

For recurring intelligence, the strongest positioning is ongoing monitoring rather than repeatedly selling another report.

MarketSpy already supports monthly intelligence that tracks competitor movement, market patterns, threats, opportunities, and next-month priorities.