

Industry Pricing Guide

What will
you create?

Which platform allows you to keep more revenue?

Let's say you've launched your first digital product. Congratulations! Even with a small launch, you've taken a huge step in the right direction for your business. But before your earnings hit your bank account, there's a little something you'll need to factor in first...

What are revenue-based percentage fees?

When the platform you choose to host and sell your digital products charges a revenue-based percentage fee, it means that in addition to the membership fee you might pay monthly or annually to use the platform, they also take a cut of the revenue you bring in from sales. In other words, the more you sell, the more you pay.

Here are examples of fee structures from a few popular creator platforms:

Platform	Revenue Fees*
Kajabi	0% - All plan tiers
Teachable	5% - Basic tier 0% - Pro tier (or 2% for schools created before 10/9/18 using Monthly Payment Gateway) 0% - Business tier
Udemy	3% - for sales occurring through instructor's coupon or referral link 63% - for sales occurring through Udemy marketplace or advertisement
Memberful	10% - Starter tier 4.9% - Pro tier
Patreon	5% - Lite tier 8% - Pro tier 12% - Premium tier
LearnWorlds	\$5 - Strater tier 0% - Pro Trainer & Learning Center tiers
Mighty Networks	5% - Free tier 2% - Business tier 3% - Community tier

* Does not include Processing Fees from Stripe or PayPal

How does this play out in real life?

For this comparison, we'll calculate based on the lowest-priced plan tier for each platform and then factor in the revenue-based fee (if any). And because of Udemy's unique business model, we'll assume that for this launch, product sales were evenly split between instructor-promoted sales and non-instructor-promoted sales.

Let's compare what a \$10K launch with a \$100 product looks like for creators on each platform, not including Stripe and Paypal fees.

Platform	Revenue Fees*	Monthly Account Cost	You keep...*
Kajabi	0% (All plan tiers)	\$119 (Basic Plan)	\$9,881
Teachable	5% (Basic tier)	\$29 (Basic Plan)	\$9,471
Udemy	3% (for instructor promoted sales) 63% (for non-instructor promoted sales)	Free	\$6,700
Memberful	10% (Starter tier)	Free (Starter Plan)	\$9,000
Patreon	5% (Lite tier)	Free (Lite Plan)	\$9,500
LearnWorlds	\$5 per course sale (Starter tier)	\$24 (Starter Plan)	\$9,476
Mighty Networks	5% (Free tier)	Free (Free Plan)	\$9,500

* Does not include Processing Fees from Stripe or PayPal

As you can see, Kajabi's monthly cost is higher than the other platforms. But because Kajabi never charges a revenue-based percentage fee, you'll keep more of your hard-earned revenue.

The bottom line: Don't be fooled by platforms that offer free or low-priced plans with revenue-based percentage fees. On those platforms, success means giving up more revenue.

At Kajabi, we've never based our business model on taking a cut of our customer's revenue. It would undercut our mission as champions of entrepreneurial growth. That's why, in the long run, your knowledge is worth more on Kajabi.

Ready to get started?

Kajabi's all-in-one platform makes it easy to turn your idea into a real business.

Build, market and sell your online course, membership site or coaching program with no coding, no hiring, no learning curve, no plugins and no broken integrations. Just a beautiful, professional knowledge business built with just a few clicks.

what will you create?

* Jump in and try Kajabi for yourself, free for 14-days.

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 **KAJABI**

 Website

 Products

 Sales

 Marketing

 People