



- A portfolio with 3 products works best – Starter (freemium) – Business (middle, focus product, best value) – Pro (highest value, unlimited)
- Include strong upselling steps and give end customers an easy way to jump to your higher value products
- Should be complementary and fitting the Plesk portfolio – server-wise license, no single user, ideally according to our domain packages (10, 30, unlimited)
- We help you calculate a valuable business case and market it through or 2500+ hosting partners and 350+k servers and our own marketplace
- Monthly reporting, transparent accounting, joint-sales and marketing activities and direct end-customer feedbacks to increase revenues