WISETECHLIST RESEARCH

Small Business Software Cost Index

Starting-price and free-plan benchmarks across the software tracked by WiseTechList.

Data last verified: Nov 1, 2026

77	82%	$12.00	13
tools tracked	offer a free plan	median USD starting price	software categories

DATA SNAPSHOT

Category	Tools	Free plans	Median starting price
AI	17	13 (76%)	$19.99/mo
Analytics	5	4 (80%)	$20.00/mo
Automation	8	7 (88%)	$16.00/mo
CMS	6	6 (100%)	Not enough data
CRM	6	4 (67%)	$14.00/mo
Design & Creative	7	6 (86%)	$12.00/mo
Ecommerce	2	1 (50%)	Not enough data
Email Marketing	11	9 (82%)	$13.00/mo
Marketing	5	3 (60%)	$11.88/mo
Productivity	13	12 (92%)	$8.13/mo
SEO	6	4 (67%)	$110.27/mo
Social Media Management	5	3 (60%)	$11.88/mo
Website Builder	8	6 (75%)	$10.00/mo

METHODOLOGY & NOTES

WiseTechList uses the starting price stored for each published software profile. Promotional discounts, taxes, seat requirements, usage tiers, contact limits, and add-ons can make the real bill different. Annual-billing prices are treated as their displayed monthly equivalent. Tools with variable or unclear prices remain in the database but are excluded from median calculations.

Continue with the live WiseTechList resource

Use the live page for current data, filters, links, and the latest updates.

https://wisetechlist.com/research/small-business-software-cost-index/