

PRICING CHANGE BRIEF · 21 JULY 2026

Two list-price moves, one packaging change

A dated comparison of public pricing with taxes, promotions, and missing information kept separate.

PRODUCTS	CHANGES	SOURCES	UNAVAILABLE
6 same market	3 since 30 Jun	14 captured	2 not inferred

EXECUTIVE READ

Two vendors raised public monthly list prices while one moved an existing feature into a higher tier. Annual discounts changed less than headline monthly prices suggest.

01 Vendor A Monthly team plan moved from \$39 to \$45 per seat; annual effective price moved from \$32 to \$35.	02 Vendor B List price unchanged, but audit exports moved from Team to Business.	03 Vendor C A temporary 20% promotion ended; the underlying list price did not change.
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Evidence, decisions, and a usable handoff

The complete file keeps the working structure editable and the review points visible.

VENDOR	30 JUN	21 JUL	CHANGE	SOURCE STATE
Vendor A · Team	\$39	\$45	+15.4%	Captured
Vendor B · Team	\$29	\$29	Packaging	Captured
Vendor C · Pro	\$40 promo	\$50 list	Promo ended	Captured
Vendor D · Enterprise	Unavailable	Unavailable	Unknown	Contact sales

DECISION / NEXT REVIEW

Revisit packaging, not headline price: audit export placement is the change most likely to affect competitive deals.

QUALITY NOTE

Illustrative sample · fictional company and data. Values, names, and links in this sample must not be treated as production facts.