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Why SaaS Data Pricing Models Are Costing More Than They Should

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SaaS data pricing is broken. Too many businesses are stuck with platforms that charge by rows, gigabytes, or arbitrary metrics, pushing costs higher without delivering real value. It's a model that inflates SaaS data costs, forcing companies to pay more for data that doesn't always lead to better insights.
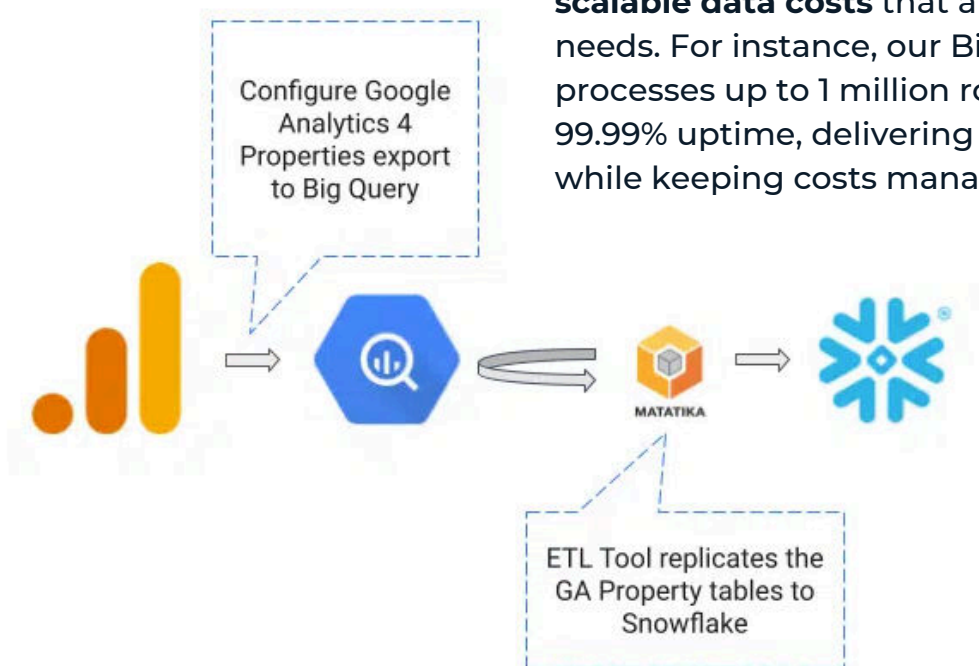
The Problem with Row-Based Pricing

The big issue lies in row-based pricing models. **As data volumes grow, so do your bills**—even when the additional data doesn't add value to your business. This creates a cycle of rising costs with limited returns, leading to unnecessary data costs and makes scaling expensive for companies managing large data volumes.

How Matatika Solves the Problem

Matatika was designed to solve these challenges. With 25 years of experience and insights from working with over 3,000 companies, we've built a platform that eliminates hidden fees and offers **transparent data pricing.**

Our **cost-based pricing model** ensures you pay only for the infrastructure you use. Unlike row-based platforms, Matatika offers **predictable and scalable data costs** that align with your business needs. For instance, our BigQuery connector processes up to 1 million rows per minute with 99.99% uptime, delivering high performance while keeping costs manageable.

Configure Google Analytics 4 Properties export to Big Query

ETL Tool replicates the GA Property tables to Snowflake

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Real-World Savings in Action
Matatika vs Fivetran

Here's how Matatika's cost-based pricing stacks up against traditional ETL platforms like Fivetran, which rely on row-based pricing models

Example GA4 to Snowflake Integration

In this example, a marketing team processes **10 million click events per day**, e**quating to 300 million rows per mont**h, using Snowflake for their campaign analytics. To manage this data effectively, they use a Big Query export from GA4.
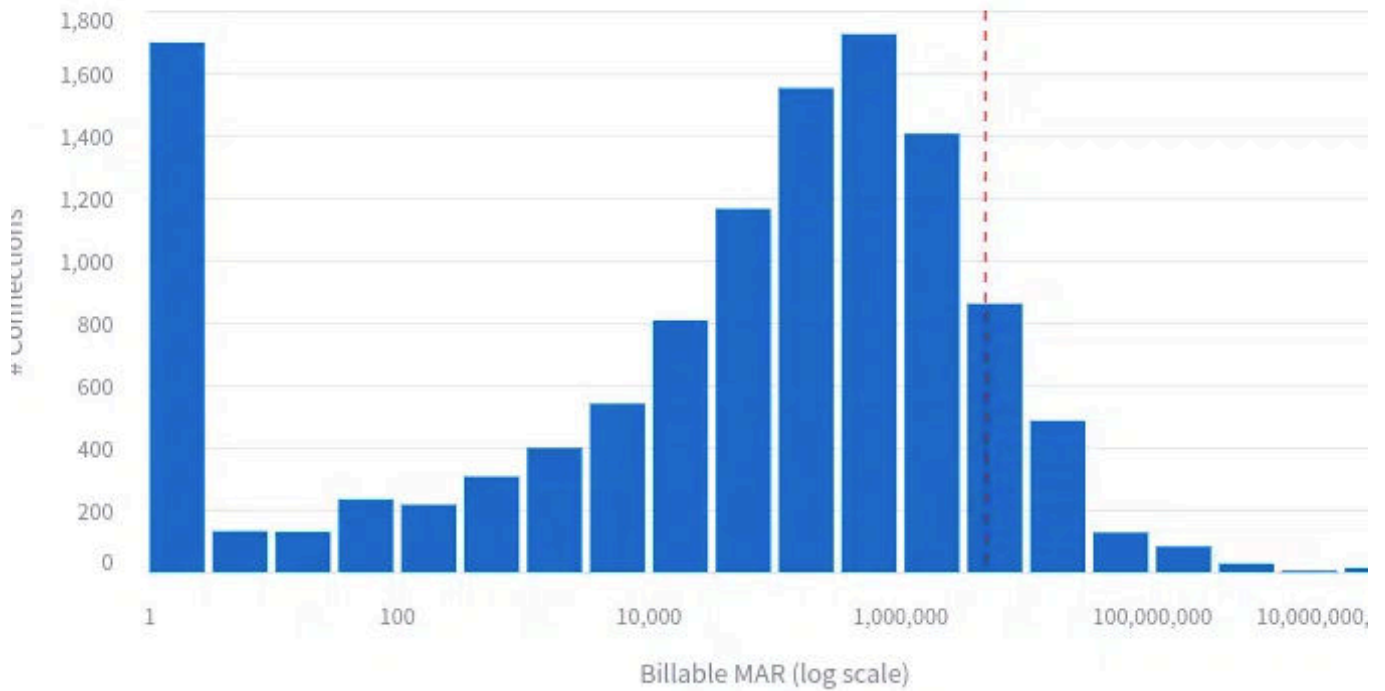
Platform	Rows per Month	Monthly Cost	Time to Load
Fivetran	300 million rows	£9,339.25/month	14 minutes/day
MATATIKA	300 million rows	£6.49/month	12 minutes/day

Fivetran – Row-based Pricing

With Fivetran's row-based pricing, the cost for processing 300 million rows is **£9,339.25 per month**. As data volumes increase, so does your bill—even if the additional rows don't provide extra insights or value.

Matatika – Cost-based Pricing

By contrast, Matatika charges only for infrastructure usage, reducing the cost for the same data load to **£6.49 per month**, a 99.4% saving. Even with Matatika's full-service plan priced at £999/month, businesses still save 89% compared to Fivetran, with no hidden fees or unexpected increases.

Connector	Size	Quantity	Total MAR
Google Analytics	L	62	297,575,349

Total Monthly Cost: £9,339.25/month

	Tier	Description	Cost
0	Starter	For foundational data integration	$9,708
1	Standard	For advanced analytics needs and production workloads	$12,147
2	Enterprise	For enhanced data security, speed, access, and support	$15,244
3	Business Critical	For maximum security over data infrastructure, pipelines, and access	$18,293

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Why Matatika? Key Benefits

1. **By Save Up to 99.4%** By charging based on infrastructure usage, Matatika ensures that you only pay for what you use. This leads to predictable and scalable pricing, saving you from surprise cost increases during periods of high data volume.

2. **High Performance** Matatika processes 1 million rows per minute, ensuring faster and more efficient data handling, all while keeping costs down.

3. **Transparent and Scalable Pricing** Our cost-based pricing model grows with your business, offering transparent and predictable pricing with no hidden fees.

4. **Unbeatable Uptime:** With 99.99% uptime, you'll have uninterrupted access to your data pipelines, ensuring your business continues to run smoothly.

5. **Hands-On Expert Support** Unlike other platforms that rely on automated support, Matatika provides real, human support whenever you need it, ensuring your data pipelines remain fully optimised.

A Better Way to Manage Data Costs

At Matatika, we believe data pricing should be fair and transparent. Our platform is designed to help you scale affordably, eliminate hidden fees, and reduce SaaS data costs.

If you're ready to explore a smarter, more cost-effective way to manage your data, let's talk.

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