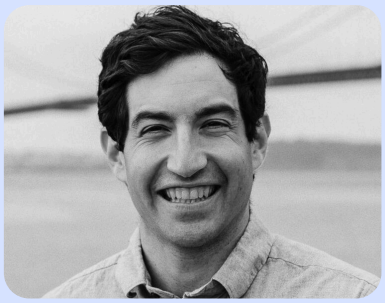
paddle

Staying in the fast lane

The playbook for selling SaaS smarter and scaling faster in the AI era



> The companies that win won't just build faster. They'll remove complexity faster."
>
> Jacob Bank, Founder, Relay.app

Foreword

AI has completely changed the way that companies are built. Most of the playbooks that worked just three years ago simply don't work anymore.

Back then, technology platforms shifted every few years. Now, it's every few weeks.

Back then, you could ship a feature and stay ahead for a year. Now, the competition can catch up in days.

Back then, reaching $100 million in ARR took a decade. Now, that can happen in months.

The world is moving fast and yet, it won't ever be this slow again. The only way to survive is to move much faster every day than you did the day before.

As a leader, you have two key levers to do this:

1. **Harness AI to give you radically more leverage**
2. **Simplify anything that is not core to your business**

To build an AI-native company, you need both.

That's why, at Relay.app, we're building our company using small teams of humans, supported by large teams of AI agents. At the same time, we have reduced the complexity in our business wherever we can. One way we have done that is with Paddle.

We first discovered Paddle two years ago. We were a tiny team with a rapidly growing product, and we started getting increasingly scary emails about tax requirements in many different countries. Rather than take on this complexity ourselves, we chose Paddle to partner with us as our Merchant of Record.

By delegating payments, taxes, and compliance to a vendor we trusted, we kept our team focused on what actually mattered: building our product and supporting our customers.

SaaS may be evolving – and fast – but businesses built on recurring revenue still live or die on execution. The mindset in this playbook – treating monetization and operations as systems that compound success rather than slow you down – will become increasingly important as software markets move faster, competition intensifies, and AI makes advantage harder to capture from product alone.

If this playbook helps you remove a few sources of friction, move faster, and make your operations and monetization systems work for you rather than against you, it will have done its job.

Jacob Bank, Founder, Relay.app



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A new reality:

7 ways AI has changed the game



The SaaS market is bigger, faster, more competitive, and complex than ever. AI has changed the rules of the game, in seven clear ways:

1 SaaS companies are now born global

In the past, SaaS companies expanded to new regions gradually as part of a carefully planned strategy. In the AI era, global is the default. AI-native products are distributed instantly - discovered through search, social, and AI teams. Your first 1,000 customers might come from 40 different countries. Your first enterprise deal could come from a market you've never visited. Your first compliance issue could come from a regulator you've never heard of.

2 AI is democratizing product creation

AI has made it easy for anyone to build a product. In fact, the vast majority (86%) of content creators now use AI in their workflows. This is a double-edged sword: While there's more demand for your AI product than ever before, competitors can copy or improve it overnight. Your USP doesn't stay unique for long.

3 Compute costs erode margins

Traditional SaaS companies enjoyed margins around 70-90%. But AI-driven products often involve heavy, usage-based processing - which adds real costs. If monetization isn't precise, profitability can quickly suffer.

4 Purchasing behavior and expectations are changing

AI has made fast, hyper-personalized shopping experiences the norm. Human buyers now expect speedy checkouts, pricing in their local currency, payment via their preferred methods, and easy self-serve cancellations. Anything less risks lost conversions and erodes trust. And humans aren't your only concern: Soon, AI agents will be capable of evaluating, selecting, and purchasing your SaaS products autonomously.

5 Monetization is changing fast

Pricing and packaging no longer fit classic SaaS models. As AI increases productivity, seats matter less and usage-based pricing has become far more relevant. Willingness to pay fluctuates more than ever.

6 Hybrid go-to-market is the new norm

Companies increasingly need to master both self-serve acquisition as well as enterprise-grade onboarding.

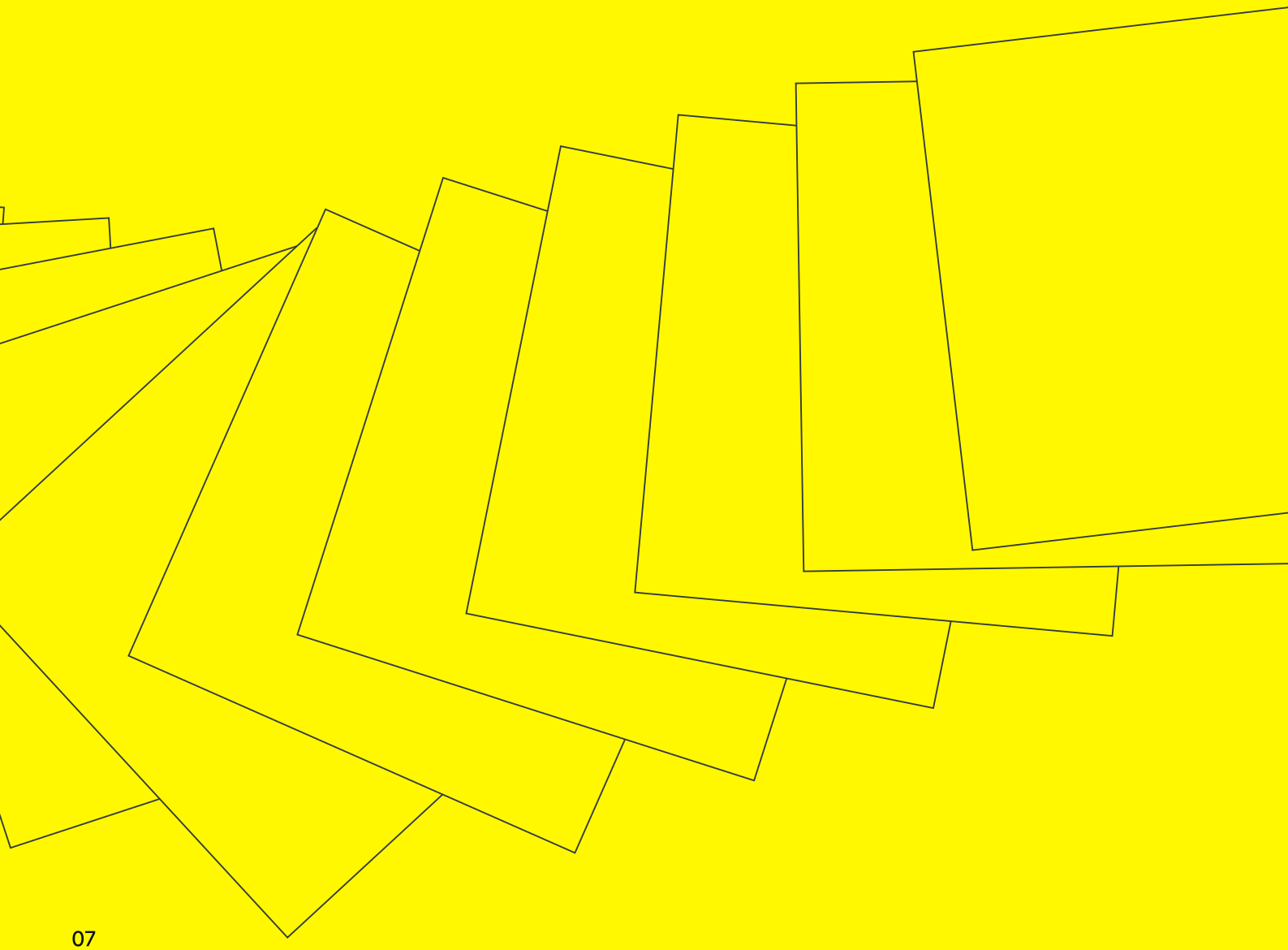
7 Growth looks different

AI is changing how growth works. Answer Engine Optimization (AEO) is becoming an important channel, and new acquisition strategies, faster competition cycles, and shifting conversion dynamics mean companies must re-think their go-to-market approach.

Revenue velocity matters more than ever. Read on to find out why.

What now?

Why revenue velocity matters more in 2026



In 2026, your product can be copied overnight. Your revenue engine can’t.

AI is giving individuals and companies leverage that simply wasn’t possible a few years ago. But there’s a catch: as building gets easier, advantage moves to whoever can monetize and distribute best.

At a time when anyone can build a great product, growth is no longer limited by output. Even well-established SaaS companies with strong product-market fit hit invisible walls: checkout friction, payment declines, static pricing, localization gaps, and compliance hurdles that quietly leak revenue.

These walls appear far quicker at a time when products are born global. Product-led growth means users can sign up without speaking to a sales team. AEO surfaces your product to users anywhere in the world. And it won’t be long before AI agents evaluate and purchase your software autonomously.

This accelerated adoption creates enormous opportunity, but only for companies that build monetization systems capable of keeping pace with it.

Every new user might mean a new currency, a new tax rule, a new preferred payment method, a new compliance requirement, and - often - a completely different pricing strategy. If your systems can’t cope with that complexity, your growth doesn’t compound - it fragments.

Ultimately, the companies that scale most effectively aren’t just faster at building better products. They are faster at meeting the needs of a global marketplace. The fastest-growing SaaS companies treat monetization as a systematic growth system rather than a reactive metric. They standardize what must be consistent, localize where it matters, and design a flexible pricing and revenue infrastructure that can adapt as quickly as the AI-driven competition does.

The next chapters of this playbook draw on the experience of leading SaaS teams, highlighting how they:

- → Convert more of the demand they already have
- → Minimize revenue leaks from failed payments and churn
- → Experiment with pricing without destabilizing the business
- → Expand internationally without operational drag
- → And keep compliance from becoming a growth bottleneck

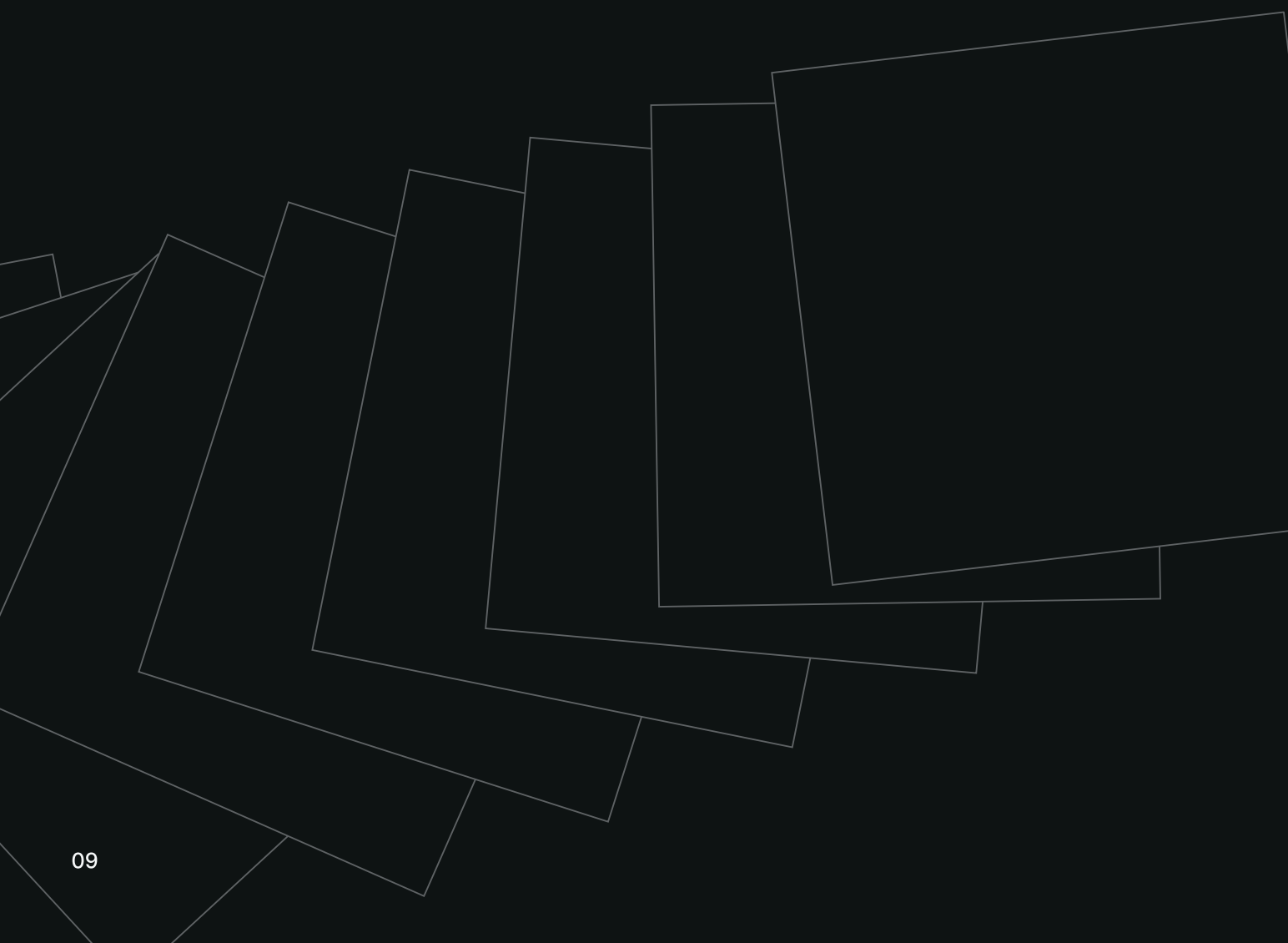
You’ll also find a number of actionable steps that will help you do the same.

In today’s fast-moving SaaS market, where AI is reshaping how products are built and bought, growth can outpace the very systems designed to support it. Teams that win remove the friction that stunts momentum.

This playbook explains how.

Use this guide to learn how SaaS leaders are improving the metrics that matter most:

- → Recovering up to 40% of churn caused by failed payments
- → Increasing conversion by 30–50% through localization and checkout optimization
- → Lifting payment acceptance from 70% to over 90%
- → Running pricing experiments that improve ARPU and retention



Fast lane 1

Capture AI-era growth with a frictionless checkout

Reduce friction at checkout with optimizations that convert

You've built a great product. And, thanks to AI, you've done it in record time. But, despite global demand, you're not seeing the high level of conversion you were hoping for.

At this point, many SaaS teams double down on acquisition - more marketing spend, more channels, more markets - without fully optimizing the moment where interest is converted into revenue: the checkout.

We know that AI-powered competitors can launch a product in weeks. Competition is rife. That means your checkout is often the first real moment where you differentiate. Your users – whether they are individual consumers, SMBs or enterprises – expect checkout experiences that feel effortless, local, and trustworthy. They want to see prices in their currency and pay via a method that works for them. Ultimately, they expect to complete a purchase with the least friction or doubt. Especially when comparing your products to your competitors'.

When those expectations aren't met, even highly qualified buyers walk away – straight into the arms of the next AI-native company. At scale, this becomes one of the biggest constraints on your revenue growth.

At a time when it's taking much longer to get a return on your customer acquisition spend, every abandoned checkout is lost money you could avoid.

44%

of abandonments are due to complicated checkout flows or account creation requirements.

Over

1 in 10

customers abandon because of limited payment options.

Almost

20%

abandon because of trust concerns at the point of payment.

Why checkouts break as you scale

Checkout friction rarely shows up as a crisis at first. But as SaaS businesses grow, complexity compounds.

Every new pricing model, new region, new tax rule, new payment method, and new experiment adds pressure to the revenue stack. What started as a simple purchase flow becomes a web of dependencies: billing logic, compliance, fraud rules, analytics, retries, and renewals - all determining whether revenue actually lands.

When your system isn't designed to absorb complexity, chasing more acquisition is easier than fixing the bottleneck. But the result is often the same: more traffic, more trials, and more lost MRR.

3 features of a checkout that converts

High-performing SaaS companies treat the checkout as a monetization engine. They focus on three levers:

- → **Simple intuitive flows:** One-click purchases and upgrades create a seamless buyer experience.
- → **Price to value alignment:** Clear, transparent, pricing that aligns with buyer readiness to pay.
- → **Localized execution:** The right language, currency, price points, and payment methods to match regional expectations.

> We were very lucky to find Paddle just as we were starting out. And it paid off. [Paddle] is running in the background while we push for growth."
>
> Hilary Torn, Head of Growth, n8n

Even small changes to your checkout process can unlock as much as a **35% increase in conversion.** Paddle's checkout solution is built to help, delivering optimized purchase flows and a localized experience that automatically shows the right language and local currency.

Speak to the team ↗

How TeamGantt improved payment acceptance by 20%

teamgantt

TeamGantt improved their payment acceptance rate from 70% to over 90% using Paddle.
It prioritized offering customers multiple payment methods, routing payments through local banks so they aren't flagged as suspicious, and automatic reminders to update payment details before a renewal date.

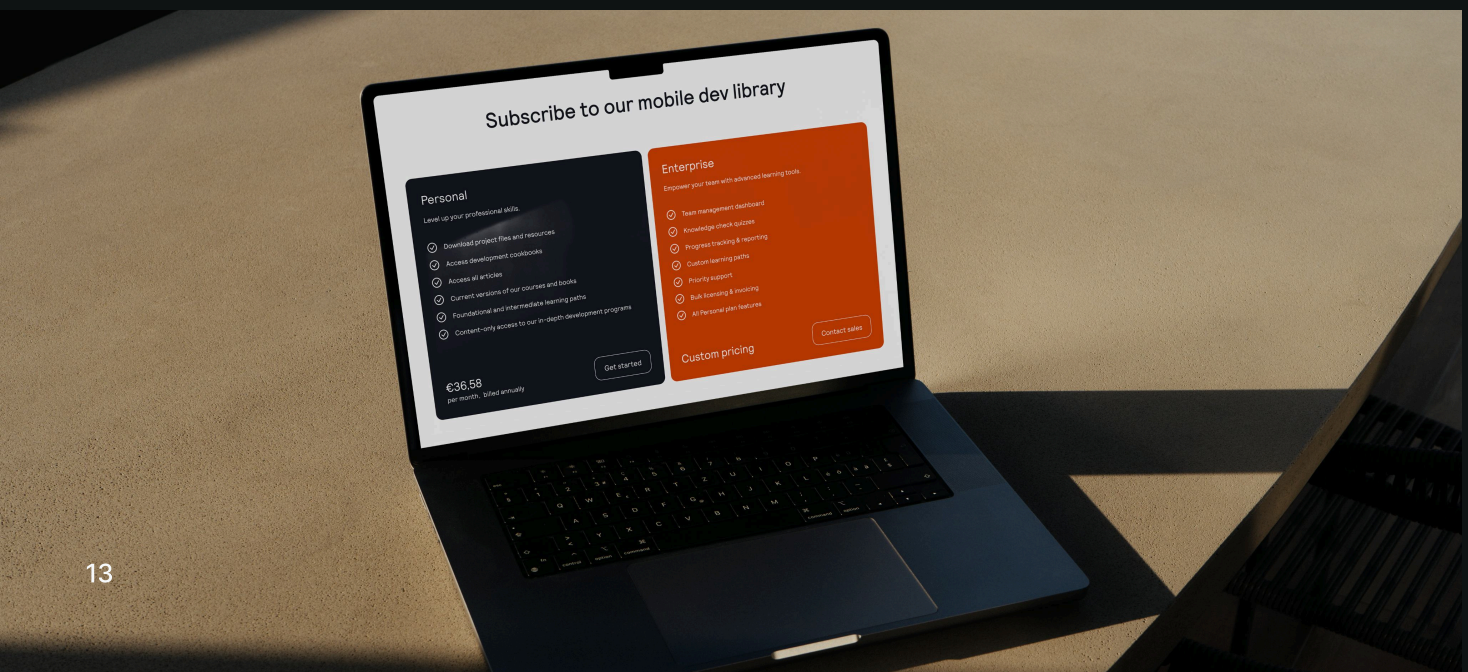
20%
improvement in customer retention

Kodeco upgraded 500 subscribers in 1 weekend

Kodeco
THE NEW RAYWENDERLICH.COM

Kodeco used Paddle's APIs to take control over the purchase flow on Black Friday. By using the 'upgrade subscription' API in the background, it reduced the flow from 4 clicks to 1. This upgraded 500 monthly subscribers to annual subscribers in a single weekend.

500
monthly subscribers converted to annual subscribers

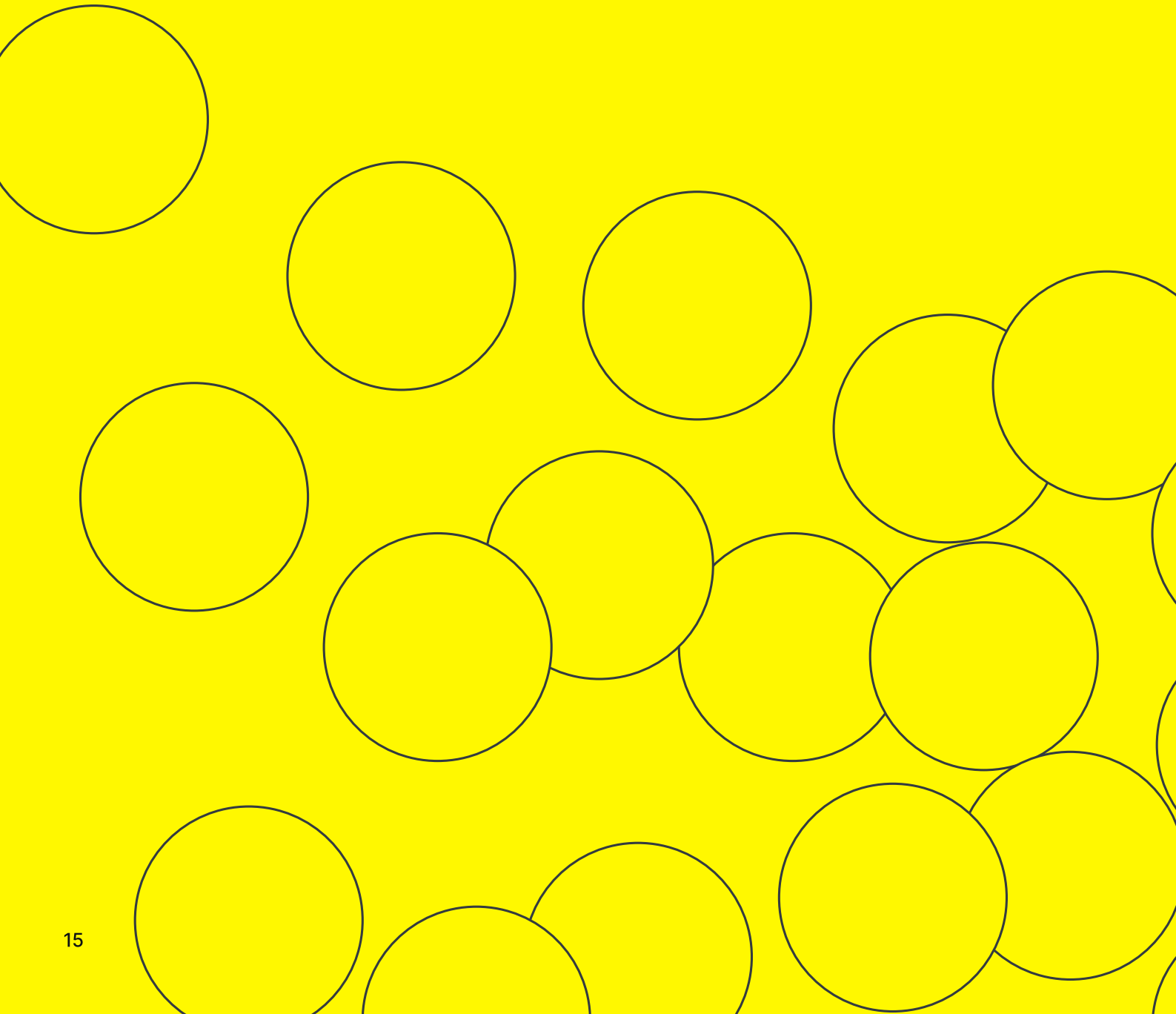


Your guide to improve checkout conversion

- [x] Increase trust with localized language, currency, payment methods, and tax inclusive/exclusive pricing.
- [x] Reduce friction by removing unnecessary steps, enabling one-tap payments, and supporting saved payment methods.
- [x] Run experiments to test pricing, messaging, and checkout layouts one variable at a time, measuring impact, and iterating without putting live revenue at risk.
- [x] Map each checkout step to identify where buyers drop off.
- [x] Offload charging, filing, and remitting sales tax on every transaction by leveraging a Merchant of Record.

Fast lane 2

Design for churn from day one



Increase payment acceptance and revenue recovery

Every business experiences churn. Cards expire, banks decline transactions. Customers miss renewal emails. That's normal.

In the AI era, what separates high-growth companies from everyone else is what happens next. Too many teams treat churn as a downstream metric: something to analyze after it's happened. But up to 40% of churn is involuntary - that means you're losing revenue to preventable payment failures. Every failed payment that goes unrecovered is hard-earned revenue that you've handed back.

At a time when gross margins are compressed by AI compute costs and investors are scrutinizing efficiency metrics, involuntary churn is the easiest place to find margin expansion without increasing spend.

Getting this right now will also help you prepare for the move to agentic commerce in the future: As AI agents begin making purchasing decisions, they'll have zero tolerance for payment friction. An agent won't call your support line when a payment fails - it will switch vendors. This makes automated recovery systems non-negotiable.

Up to

40%

of churn is involuntary



> "Every subscription that you commence is going to lead at some point to a churn. Yet time and time again, first-time founders are not planning for churn from day zero."

Andrew Davies, Chief Innovation Officer, Paddle at SaaStanak 2025

5 causes of involuntary churn

1 Expired cards

Cards expire every 2-3 years.
In an 18-month subscription lifecycle, around half your customers will need to update their payment details or you'll lose them to involuntary churn.

2 Issuer declines

Banks block legitimate transactions due to changing fraud rules, varying limits, or regional risk models.

3 Missing local payment methods

If customers can't pay the way they expect to, they drop out. Local methods and wallets can lift conversion by up to 30%.

4 Weak retry logic

Without intelligent retries, failed payments rely on customers noticing and fixing the problem themselves. Optimized retries can cut involuntary churn by 17%.

5 Chargebacks

Disputes caused by forgotten renewals, unclear pricing, or confusing billing - not necessarily product dissatisfaction - also remove revenue.

Local methods and wallets can lift conversion by up to

30%

Voluntary churn isn't the end of the road

While involuntary churn can be easily tackled, voluntary churn shouldn't be ignored either.

Many SaaS platforms treat cancellations as final – a customer that's lost for good. Without capturing the reasons why they are leaving, or offering a reason to stay, they not only lose that revenue but also forfeit insights that could improve the product.

Manual fixes struggle at scale. Retry logic, fallback methods, and recovery flows require constant optimization. If you can't sustain this, you're not alone. Most SaaS teams quietly write off millions in recoverable revenue because they're facing the same issues.

> "We had no metrics around retention. That meant we had no way of knowing why customers were canceling. We could send some basic follow-up emails in the platform, but we didn't even have any insight into whether they had been opened or not."

Jessica Seward, Director of Marketing Retention, CrashPlan

How CrashPlan won back 300 users ↗

Turn an inevitable challenge into a repeatable growth lever

High-performing SaaS companies don't fight churn after it's happened. They design for it, in 3 ways:

1 Optimizing payment acceptance

The most profitable SaaS companies prevent failed payments from happening in the first place. They detect cards that are about to expire and prompt users to update their payment details before the next billing cycle. They also use transparent billing, recognizable descriptors, and pre-billing notifications to minimize chargebacks, which typically occur when a user disputes a payment, often due to forgotten renewals, unclear subscription terms, or billing confusion.

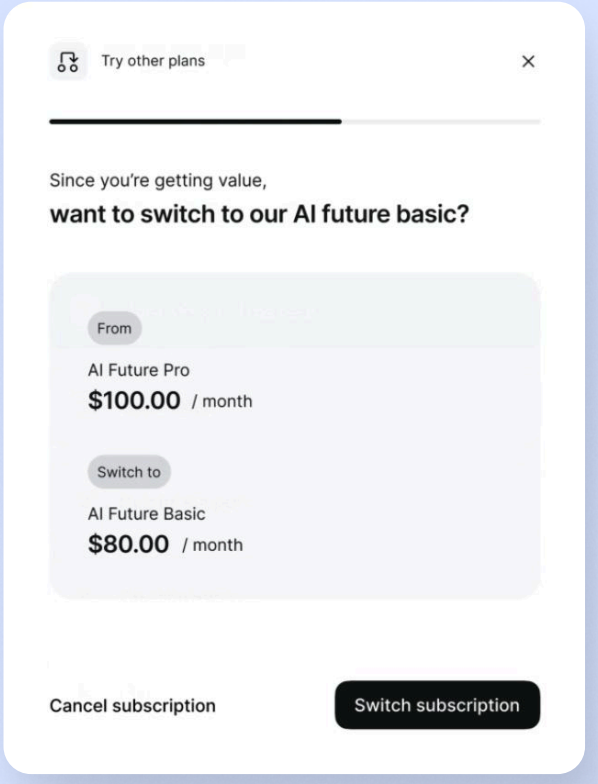
2 Implementing offboarding flows to retain customers looking to cancel

Cancellation flows present customers with a simple survey and suggest dynamic salvage options - like pausing a subscription or switching plans - while capturing insights into why they are leaving.

This approach has proven to automatically reduce churn through cancellations by up to 30%.

3 Using intelligent recovery methods

When payments do fail, smart SaaS companies don't just sit back and accept it. They use intelligent retries, fallback methods, and targeted messaging to recover lost money.



Automatically cut customer churn by 25-30% with Paddle's retention tools

See how ↗

Master English reduced chargebacks by over 50%

Master English

Language learning platform Master English discovered that a 1.12% chargeback rate was suppressing retention. Paddle's risk team analyzed the data and found the issue was in the US. After running an A/B test, the team adjusted its subscription structure and payment setup for their US users, reducing chargebacks by 54% and directly improving LTV.

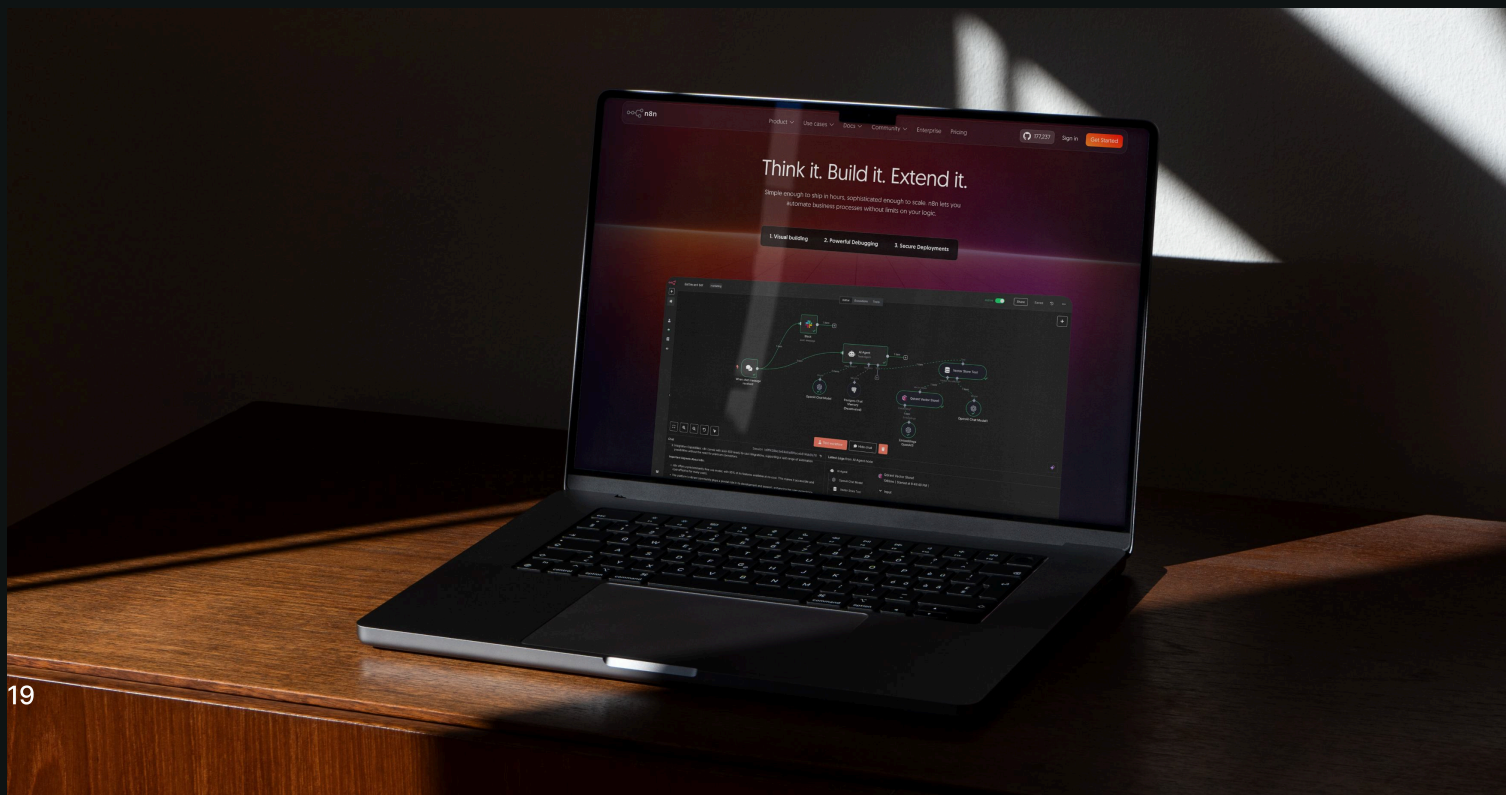
54%
chargeback reduction

How n8n increased revenue retention by 8% with Paddle

n8n.io

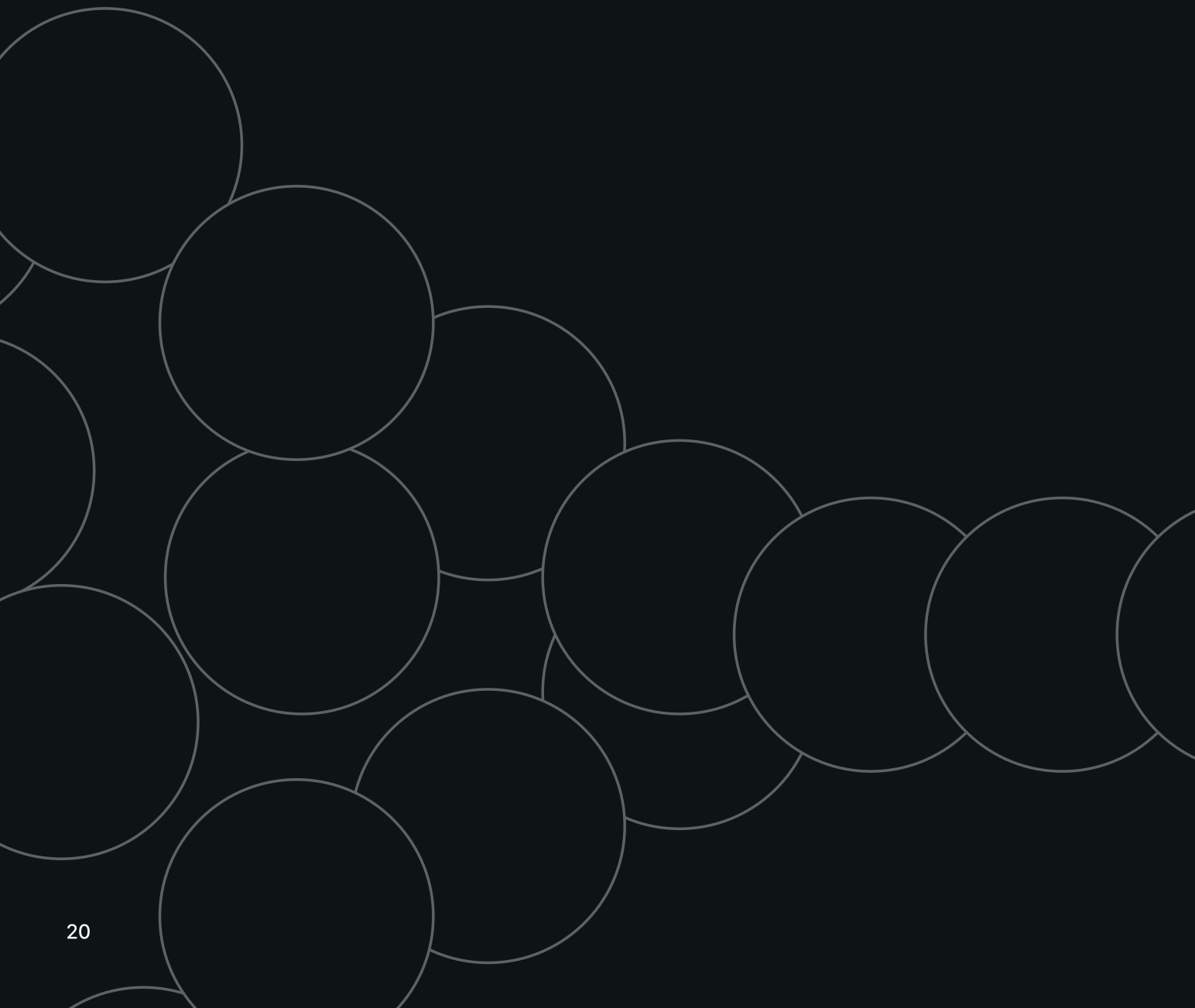
AI workflow automation platform n8n increased revenue retention by 8% after Paddle gave it greater visibility into payment failures and addressed involuntary churn with smart dunning software.

8%
increase in revenue retention



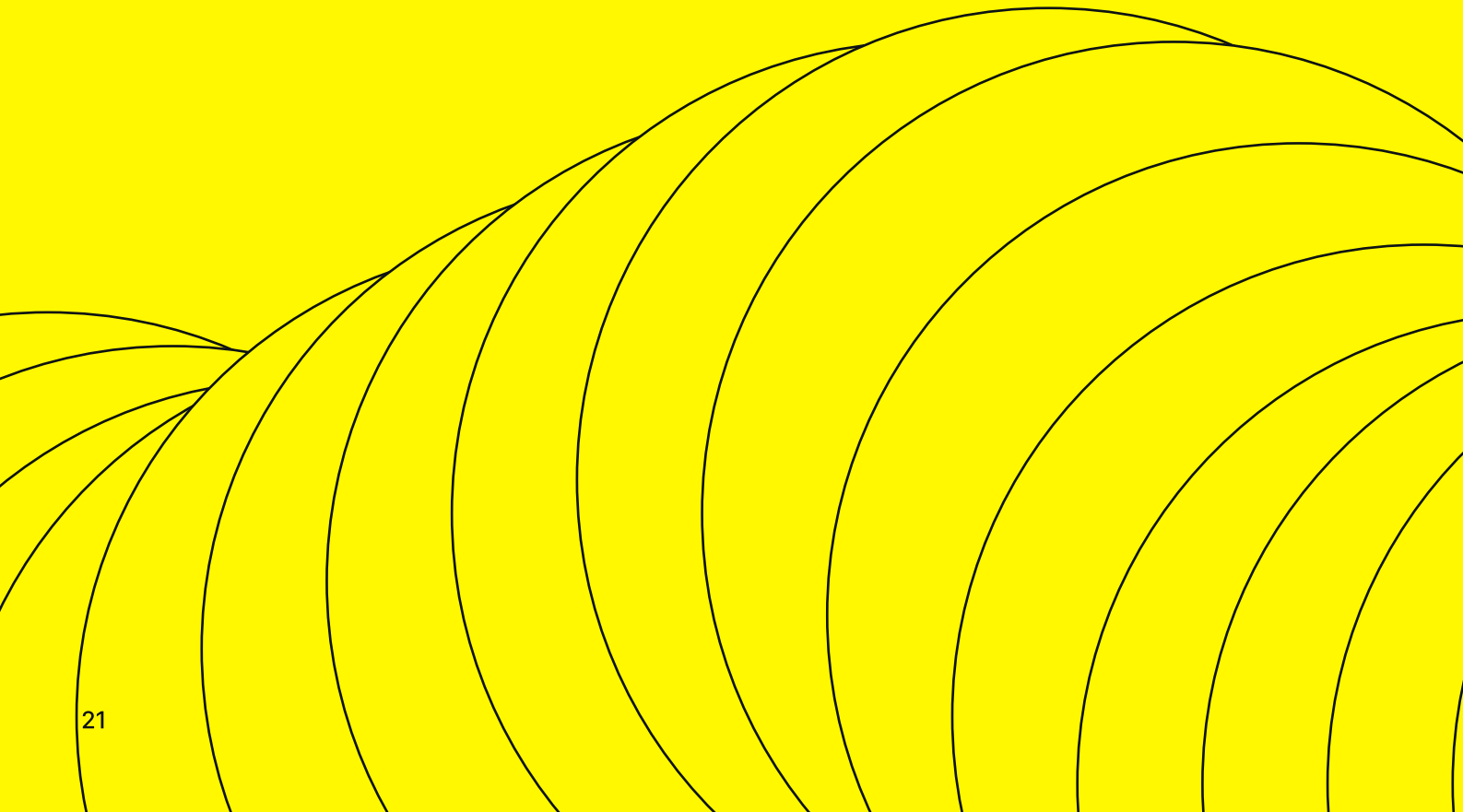
Your checklist to reduce churn

- [x] Diagnose why payments fail across your billing and payment stack so you can address the root cause, not just the symptoms
- [x] Use a solution with adaptive retry and recovery logic based on issuer behavior, timing, and customer context to recover more payments
- [x] Design clear recovery flows, working on messaging that resonates, not core logic
- [x] Track reactivation impact on LTV to quantify growth potential



Fast lane 3

Create pricing strategies that scale with the speed of AI



One-size-fits-all pricing leaves money on the table

Traditional SaaS pricing strategies are no longer fit for purpose. Seat-based models made sense when the value of your product scaled with use. But in 2026, your most prolific user might only pay for a few seats, but process thousands of AI-assisted tasks per month.

That's not the only pricing challenge.

As you move from product-led growth to a more hybrid model, your pricing strategy needs to flex accordingly. Both self-serve and sales-led enterprise tiers require pricing that matches the relevant buyer journey.

In short, pricing is your margin strategy. If your pricing remains static, you are not only leaving money on the table but putting your profitability at risk.

Static pricing simultaneously:

- → Prices some customers out who would convert at the right level
- → Undercharges others who are willing to pay more

AI amplifies the pricing problem

This was already an issue before AI took hold. But now, if you're adding AI features but keeping flat-rate pricing, you are often (a) overcharging light users who won't convert, or (b) undercharging users who cost you real money in compute power.

The shift toward AEO compounds the need for pricing flexibility. With more consumers discovering and comparing your product through AI suggestions, you must be able to iterate offers, promotions, and pricing more quickly to stay competitive.

Despite all this, many SaaS teams avoid touching pricing at all because it feels risky, operationally complex, or likely to upset customers. So pricing stays frozen. And revenue leaks.

What's important to understand is that perfect pricing isn't necessary. What's most important is having the agility necessary to experiment with your pricing and iterate quickly so you can protect margins and capitalize on willingness to pay.

How does your pricing model stack up?

Cost-plus pricing

- ✓ Is simple
- ✓ Ensures you cover your costs
- ✗ May not capture customer value, leaving money on the table
- ✗ Gives you limited flexibility when it comes to discounting

Value-based pricing

- ✓ Gives SaaS companies the biggest bang for their buck
- ✓ Companies using value metrics grow 2X faster
- ✗ Requires extensive market research, data, and customer value analysis

Usage-based pricing

- ✓ Works well when adoption rates are high but willingness to pay is low
- ✓ Low barrier to entry as customers only pay for their consumption
- ✗ Usage caps can protect margins while allowing broad access
- ✗ Revenue can be unpredictable, with difficult forecasting

Add-on pricing

- ✓ Ideal for new AI products and testing value where adoption rates are low
- ✓ Charging directly for new AI products leads to more consistent growth
- ✗ Adoption rates may be low if the value of add on products isn't immediately clear

How Paddle helps SaaS teams turn pricing into a growth lever

Paddle streamlines payment processes and collates reporting in one place so you can feel confident to test pricing continuously without losing customer trust or risking revenue loss.

Our Sandbox environment means you can test without affecting the live customer experience.

Talk to us about your pricing ↗

CrashPlan removed its one-package-fits-all model and increased signups

CrashPlan
Enterprise Data Resilience

By introducing three subscription packages and nudging customers toward annual plans using Paddle's APIs, software backup service CrashPlan increased sign-ups by 100%.

> Instead of having one package that fits all, Paddle has made it easy for us to offer three packages that appeal directly to the target personas and at a suitable price point. I also think the buying experience is much better with Paddle."
>
> Christine Schaefer, CMO, CrashPlan

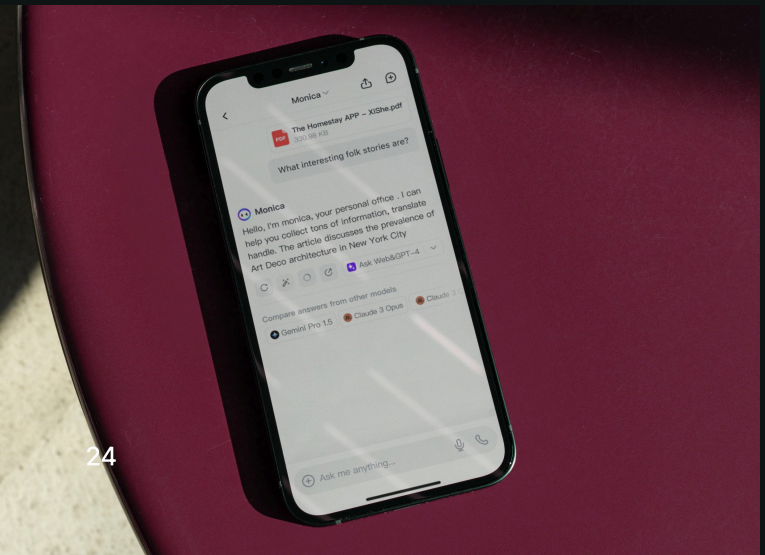
100%
increase in sign-ups just by introducing subscriptions

90%
reduction in billing support tickets

Paddle's data insights led Monica AI to eliminate their free trial

By leveraging data insights from Paddle, Monica AI eliminated its free trial and reduced chargebacks by 80% as a result, improving revenue predictability.

80%
reduction in chargeback rate



Paddle's pricing experimentation ladder

5 steps to pricing success

> Our biggest win and gain using Paddle is that we can simply focus on what matters for our customers."
>
> Jan Oberhauser, Founder, n8n

Step 1

Set the anchor and framing

Frame your pricing around the value you deliver. Adjust context and messaging so customers see the benefits of your product first.

Step 2

Test packaging

Find what drives upgrades and higher LTV. Introduce new tiers, bundles, or add-ons to experiment with feature combinations.

Step 3

Adjust price points

Test incremental price changes to reflect the value customers see. Run experiments in controlled segments, monitoring conversion, ARPU, and churn.

Step 4

Experiment with discounts

Try targeted, time-bound promotions rather than blanket reductions. Measure their effect on adoption, upgrades, and long-term revenue.

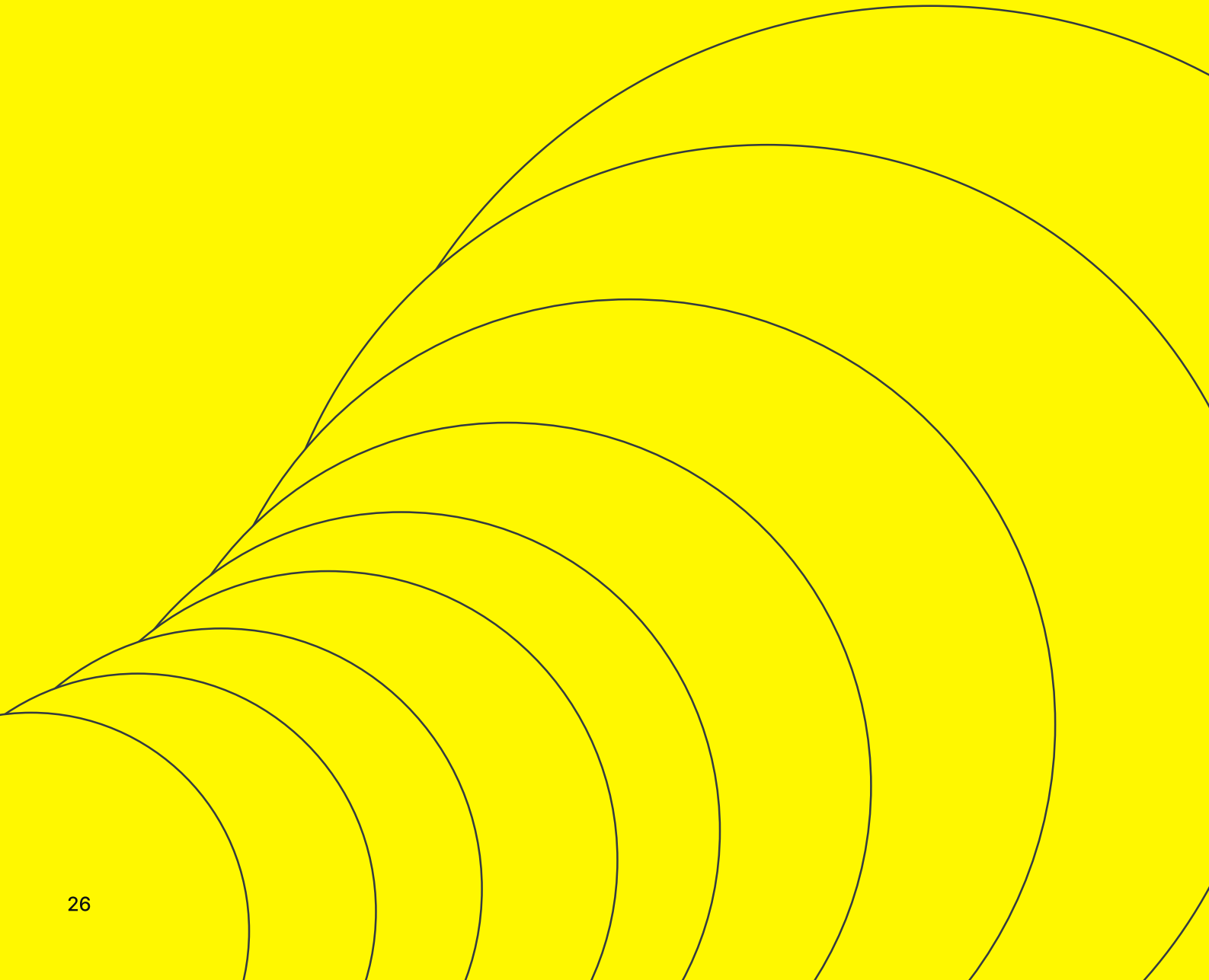
Step 5

Build a repeatable process

Apply changes incrementally, monitor results closely, and iterate based on data. Plan regular reviews so pricing becomes a continuous growth lever, not a one-off experiment.

Fast lane 4

Scale revenue globally with high-impact localization



Winning globally means scaling locally

In the past, SaaS companies might have expanded into new markets as part of their two or three-year strategy. But today, that might happen after two or three months. For most AI-native companies, demand is global from day one.

But different markets come with different currencies and payment preferences. This creates a dilemma: You have demand you can't monetize because your checkout only works in your home market.

Why has AI made you global?

- → AI adoption isn't tied to regional sales teams
- → Product-led growth transcends geography
- → AI products often see explosive growth overnight

Or worse – you're showing USD prices to Brazilian customers or offering only card payments in markets where digital wallets dominate.

Different markets also have different willingness to pay. For users, AI tools often replace labor costs or multiply productivity. But labor costs vary dramatically across regions, so the same product can generate huge ROI in Europe, and much lower across LATAM regions, for example.

Using static pricing in these situations means you're losing conversions in international markets while competitors who've solved localization are capturing that demand.

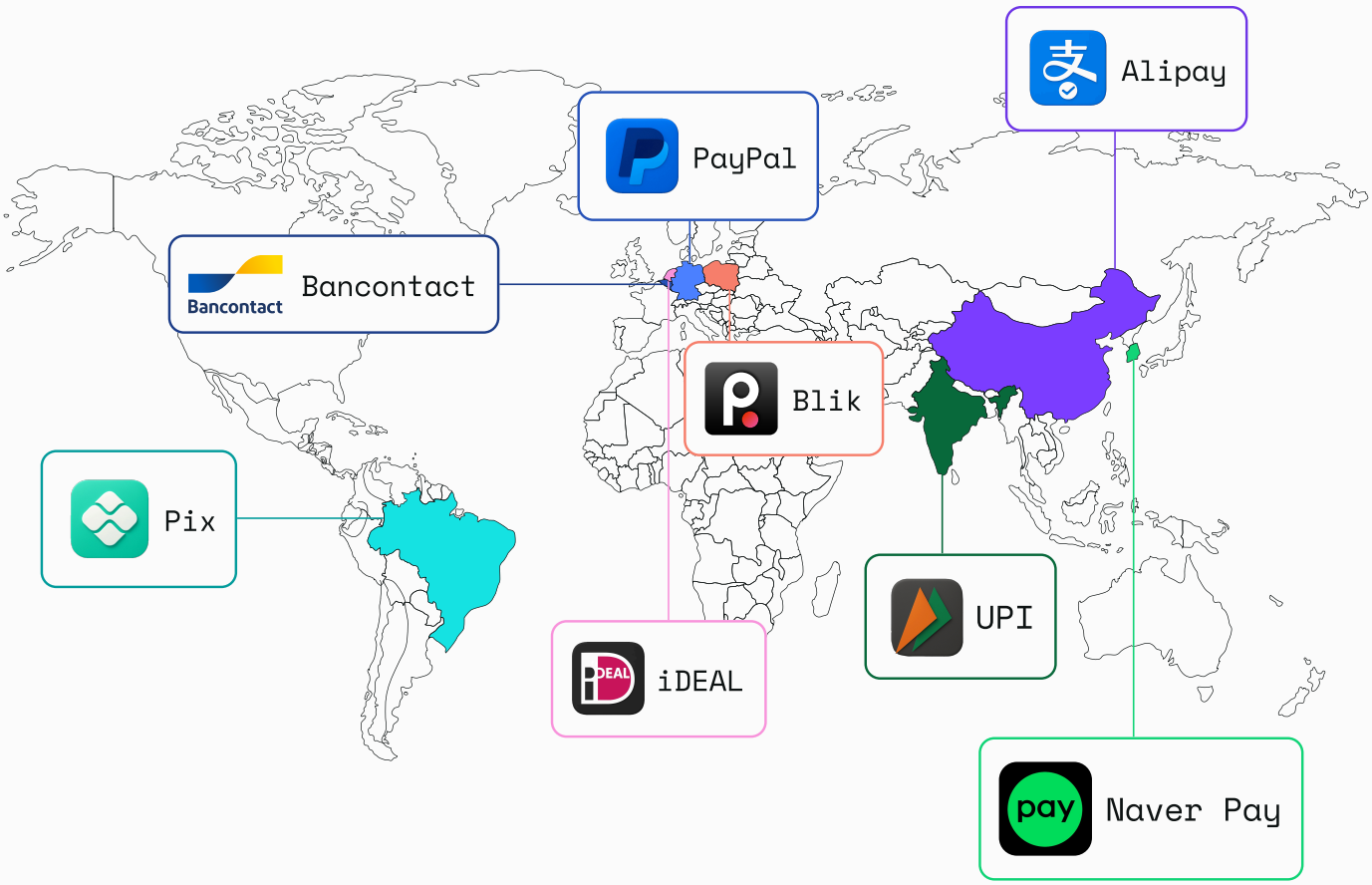
Companies that use market-based localization see nearly double the growth of their non-localized counterparts:



5 actionable steps to localize successfully

1. Identify high-potential regions based on traffic, intent, usage, and payment declines
2. Prioritize high-impact localizations: pricing, payment methods, tax display, and key messaging.
3. Test in controlled segments first: roll out gradually, measure conversion, revenue, and ARPU.
4. Avoid committing to full-scale localization too early - pause or expand based on data.
5. Keep feedback loops short and iterate quickly.

Preferred local payment methods around the world



How Paddle helps you localize where it counts

- Paddle automatically displays prices in local currencies and languages
- Paddle is already integrated with 40+ payment methods
- Automatic tax display by location shows tax inclusive/exclusive pricing based on market preferences
- Paddle helps you adjust regional pricing based on willingness to pay
- Smart optimization shows users the most popular payment methods in their region, from Apple Pay and Google Pay, to Pix, UPI, AliPay, iDeal, and more

Speak to the team ↗

> “Under the hood, Paddle switches between different payment providers depending on circumstances like country and bank and that was a major selling point for me.”
>
> Dmitry Afonov, Co-Founder and CEO, Aithor

Kaleido increased conversions by 51% with local currencies and payment methods

kaleido

AI-native company Kaleido was global from day one. But selling exclusively in US dollars limited conversion in key markets.

By using Paddle to support the payment norms and preferences of people from different locations and cultures, Kaleido unlocked measurable growth. It saw a 51% increase in conversion in Hong Kong, a 12% uplift in Japan and Australia, a 6% increase in Canada, and a 38% reduction in churn overall.

Today, only 30% of Kaleido's transactions are in US dollars, and less than 60% are paid by card.

51%

increase in conversion rate in Hong Kong

12%

increase in conversion rate in Japan and Australia

How Aithor unlocked an instant 9% revenue boost with localized payments

Aithor

AI writing assistant Aithor used Paddle to instantly localize its checkout in every region around the world. Not only did it see an uplift in its primary markets - the US and UK - it also saw increased revenue from markets like Mexico that weren't even on Aithor's list.

> "Under the hood, Paddle switches between different payment providers depending on circumstances like country and bank and that was a major selling point for me."
>
> Dmitry Afonov, Co-Founder and CEO, Aithor

9%

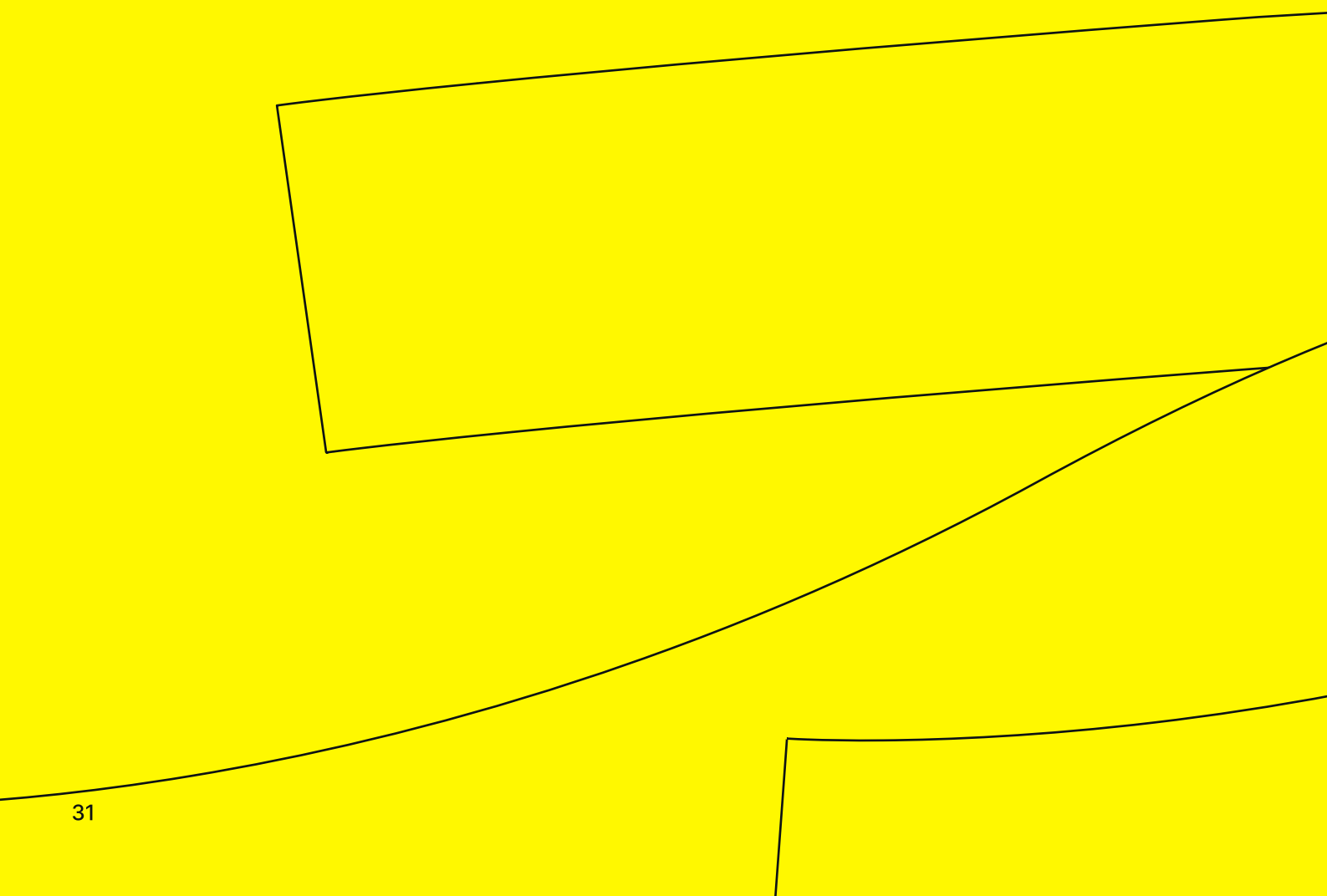
instant revenue boost with localized payments

150+

countries sold to

Fast lane 5

Accelerate AI-growth everywhere with built-in compliance



Compliance isn’t a hurdle, it’s your growth enabler

Demand is everywhere. In fact, AI-powered SaaS platforms have seen a 50% increase in user adoption in the last 24 months.

But scaling fast is rarely simple. Many SaaS teams hit the same blocker: compliance. Setting up in a new market takes time, people, and operational overhead - tax registration, invoicing rules, payment regulations - all before a single customer can convert.

SaaS companies can’t afford to get this wrong. Bodies like the FTC are tightening regulations on SaaS companies, with new rules appearing often before teams are prepared. And that’s just the start. AI-specific regulations are rapidly appearing: The EU AI Act, California's AI transparency laws, China's generative AI rules, and the US Executive Order on AI are just a few examples.

50%

increase in user adoption for AI-powered SaaS platforms in the last 24 months

Reactive compliance slows you down - and lets your competitors get ahead. Teams that wait for compliance problems face the same issues:

- → **Siloed ownership**
  Compliance data lives across finance, product, and legal teams, slowing decisions and creating blind spots.
- → **Delayed launches or regulatory exposure**
  Gaps in tax or reporting requirements block entry into high-demand markets and lead to fines and forced remediation.
- → **Revenue leakage**
  Failed payments, refunds, and blocked accounts erode ARR before anyone notices.

Compliance is your competitive advantage

Working with a Merchant of Record (MoR) like Paddle means you're already positioned to win the market. When compliance is baked into your global strategy from the start, it becomes a driver of trust and conversion:

- ⟶ Customers complete purchases confidently when checkout, invoicing, and refunds align with local expectations.
- ⟶ Finance and ops teams stop firefighting and focus on strategic growth initiatives.
- ⟶ Executives are confident to scale aggressively without invisible legal or tax blockers.

Proactive compliance is a signal to customers and partners that your business is reliable, predictable, and ready to serve them anywhere.

> "It's about what we're not having to do, remitting sales tax and cobbling together billing logic with sales tax, with registration, and third-party integrations."
>
> Catherine Buchanan, COO, Letterboxd

Learn MoR here ↗

How compliance drives revenue in practice

Tax compliance led to a 9X revenue lift for Nexus Mods

When Nexus Mods, the world's largest gaming mod site, saw rapid adoption in India and China, it exposed problematic tax compliance gaps and 1,000 accounts had to be cancelled. Switching to Paddle to handle tax liability and broad payment options unlocked a 9x revenue uplift in China and opened up 205 new territories.

9x
revenue uplift in China

205
new territories

Managing compliance in one platform cut Iconosquare's billing costs by 15%

iconosquare

Scaling across multiple currencies and checkout methods was costly and error-prone for Instagram analytics platform Iconosquare. By outsourcing compliance to Paddle, it cut billing costs by 15%, reduced disputes, and gained capacity to expand faster.

15%
reduction in billing and payment costs

5 actionable steps to leverage compliance as a growth lever

Step 1

Standardize global flows early

Ensure cancellations, refunds, billing, and reporting work consistently across regions to prevent churn, disputes, and customer frustration.

Step 2

Automate tax and invoicing

As you scale internationally, Paddle will centralize tax liability, regulatory compliance, and payment complexity - so teams can expand without adding operational risk.

Step 3

Monitor exceptions proactively

Paddle tracks failed payments, refund disputes, and regulatory anomalies in real time so you can catch issues early and protect revenue.

Step 4

Centralize ownership

Align finance, operations, and product teams under unified processes while allowing local adjustments where necessary.

Step 5

Design for enterprise scale from day one

Choose compliance foundations that support future volume, geographies, and deal sizes - even if your team is lean today.

How Paddle handles global compliance on your behalf

- Cancellations, refunds, billing, and reporting work consistently across every region
- Failed payments, refund disputes, and regulatory anomalies are tracked in real time
- Automated tax and invoicing - Paddle centralizes tax liability, regulatory compliance, and payment complexity
- Processes are unified into one platform for full business visibility

Your partner for fast revenue and growth that scales

In a world where the best product can be copied, the companies that win won't be the ones with the most features. They'll be the ones with the most reliable, adaptable revenue systems.

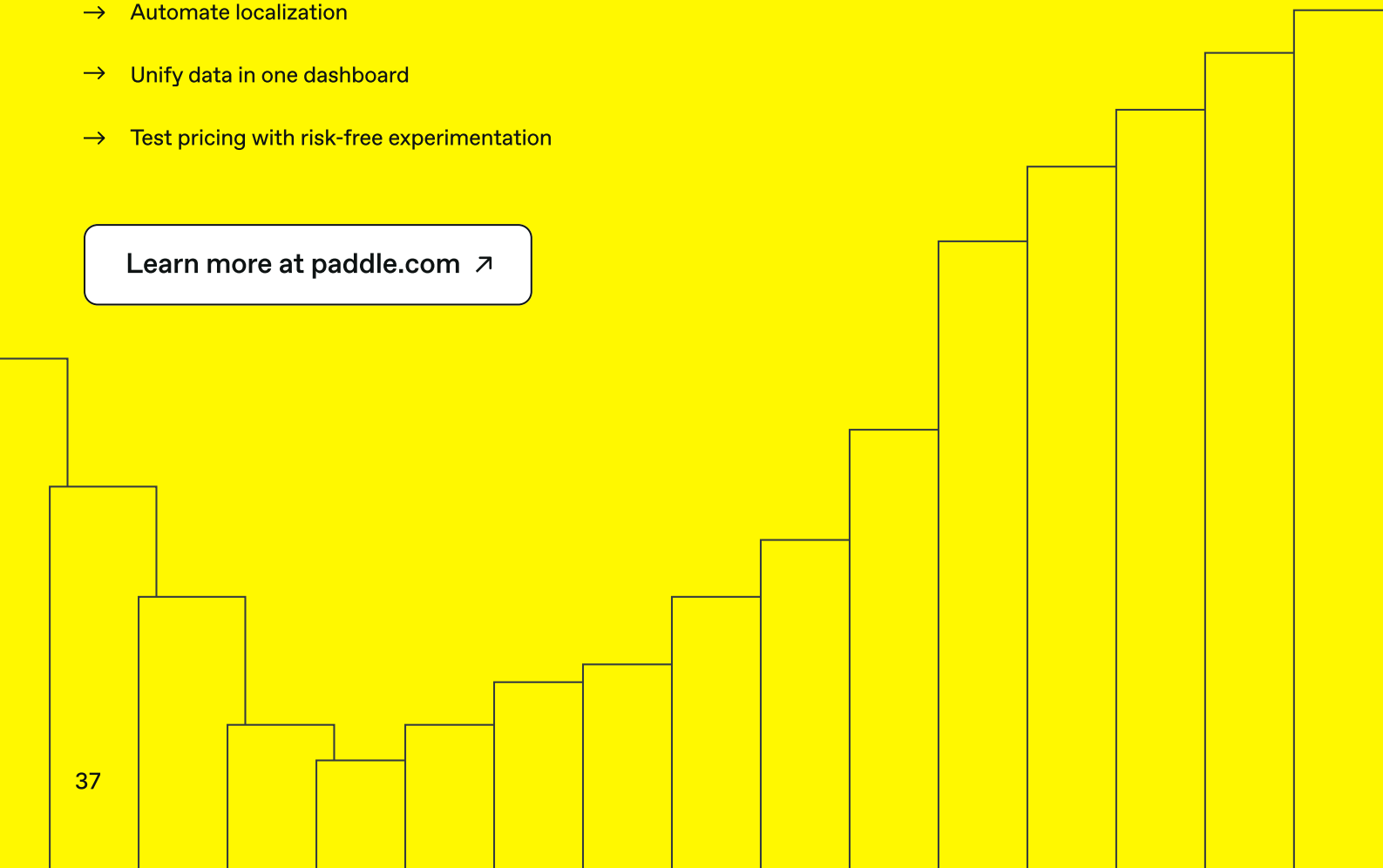
AI makes you born global. Your monetization strategy decides whether that's an advantage - or a liability.

This is where Paddle gives you a head start. As an all-in-one platform, Paddle centralizes global payments for predictable expansion into any market.

With Paddle as your Merchant of Record, you can:

- → Accept payments in 130+ currencies and 30+ local methods
- → Leverage flexible billing and retention tools
- → Automate localization
- → Unify data in one dashboard
- → Test pricing with risk-free experimentation

Learn more at paddle.com ↗



paddle

Paddle helps over 6,000 SaaS, app and AI companies operate and grow, automatically. As a Merchant of Record (MoR), Paddle manages the complexity of global payments and currencies, refunds, and sales tax compliance on your behalf.

We give you insight into your revenue metrics, benchmark your performance and provide the tools and expert advice to accelerate your growth. We're backed by world-class investors including KKR, FTV Capital, Kindred, Notion, and 83North, and have raised almost $300m in financing.

Learn more at Paddle.com

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