ProdPad Pricing for GCloud 15

Prices in USD but can be charged in GBP. All plans billed annually / multi-year. Pricing is based on the number of Admin/Editor seats. Unlimited *Reviewer* seats are included across all modules.

Pricing Overview

ProdPad is modular. Buyers can select any combination of modules depending on their product management needs. Each module is priced per Admin/Editor. Reviewer access is always free and unlimited.

The three module categories are:

- Roadmapping
- Ideas Management
- Customer Feedback Management

Each category has **Essentials** and **Advanced** tiers.

Modules are optional; organisations may license any combination.

Additional services (onboarding workshops, training, and dedicated Customer Success programs) can be added upon request.

Additional discounting available on request.

Roadmapping Modules

Roadmap Essentials — $24 per Editor / month (annual billing)

Includes all core platform features plus:

- Unlimited Now-Next-Later product roadmaps
- Candidate, Current, and Completed roadmap views
- Customisable saved views
- Initiative prioritisation tools
- Single global set of Objectives
- Product Canvas with vision and value
- Unlimited Reviewer logins

Roadmap Advanced — $44 per Editor / month (annual billing)

Includes everything in Roadmap Essentials, plus:

- Portfolio management with multi-level hierarchical roadmaps
- Portfolio and product-line canvases
- Full OKR management at portfolio and product levels
- Advanced roadmap publishing and sharing options
- Granular data permissions and authentication controls

Ideas Management Modules

Ideas Essentials — $24 per Editor / month (annual billing)

Includes all core platform features plus:

- Unlimited idea capture in one workspace
- Backlog management with list, chart, and workflow views
- AI-powered related/duplicate idea suggestions
- Customisable idea scoring and optional voting
- User stories, specifications, and design attachments
- Visual prioritisation grid
- Shared idea email dropbox for the whole organisation
- Unlimited Reviewer logins

Ideas Advanced — $36 per Editor / month (annual billing)

Includes everything in **Ideas Essentials**, plus:

- Development tool integrations and two-way syncing (Jira, Azure DevOps, Trello, Github, and more)
- Backlog import from Jira
- Granular data permissions and authentication controls

Feedback Management Modules

Feedback Essentials — $24 per Editor / month (annual billing)

Includes all core platform features plus:

- Single customer feedback portal and embedded widget
- Feedback email dropbox
- Unlimited feedback capture

- Segmentation by customer, company, persona, source, and more
- AI-powered similarity matching to surface themes
- Unlimited Reviewer logins

Feedback Advanced — $36 per Editor / month (annual billing)

Includes everything in **Feedback Essentials**, plus:

- Unlimited customer feedback portals
- Full white-label branding
- CRM and support integrations for feedback collection, including Salesforce integration
- Granular data permissions and authentication controls

Core Features Included Across All Modules

These features are included for all customers, regardless of which modules are selected:

Collaboration & Workspace

- Unlimited free Reviewer accounts
- Real-time discussions
- Configurable notifications
- Daily and weekly digest emails
- Follow updates on resources
- Collaboration visibility and activity feeds

Product & Strategy Tools

- Personas
- Products and Product Canvas
- Global search
- Unlimited saved views
- Triage mode
- Conflict resolution

AI Capabilities (ProdPad CoPilot)

- AI Product Coach
- Deduplication and matching
- Generative brainstorming

Automation & Integrations

- Automation rules
- Slack and Microsoft Teams integration
- Zapier integration
- Google and Slack SSO

- API access
- Confluence app

Security & Platform

- Encryption in transit and at res
- Role-based permissions
- Authentication controls
- Offline mode
- Accessibility mode