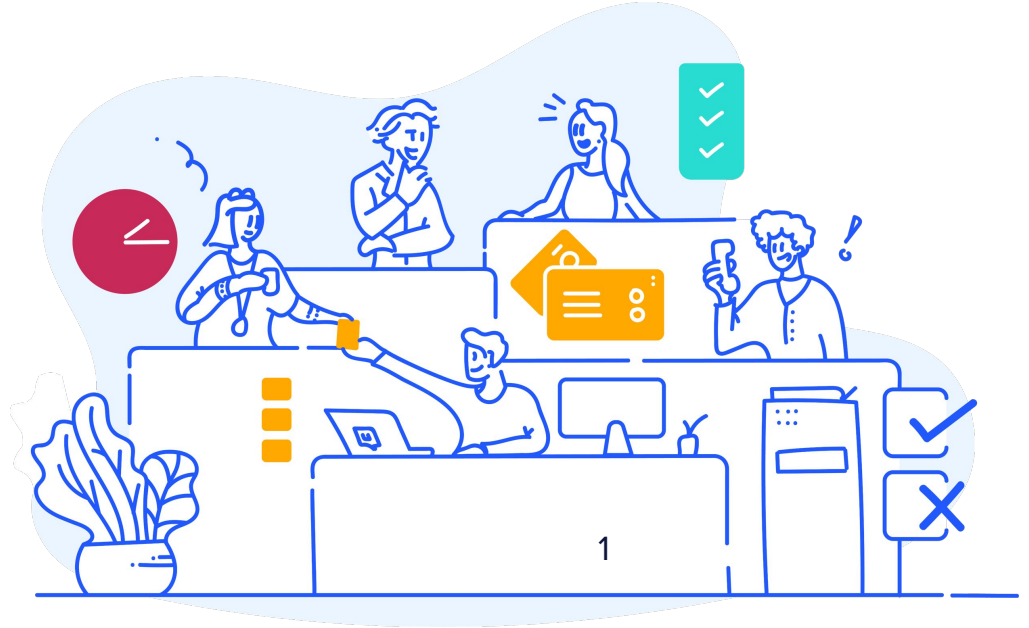


Gcloud 15

UserTesting Packaging & Pricing



Unlimited Testing



Ultimate Platform
The most comprehensive
UserTesting platform



Testing Plan
Unrestricted



Premier Support
Unlimited Research and
Technical Support



Enablement
Premium Onboarding

Access to the [Ultimate edition](#) for a named team to draft, launch, analyse, and share findings. Includes Insights Hub & AI powered Discovery. Unlimited Viewers.

Unlimited testing for named team within [fair use guidelines](#). Gen pop profiling. Custom for niche profiles recruiting available.

1:1 Power Session calls with UX research experts for interactive video sessions at any stage of your project. Guaranteed 1-hour first response time for product & technical questions.

Expert-led onboarding that brings together platform setup, team enablement, and a live research test

10 Seats £89,425 : 20 seats £169,605 : 30 seats £247,850 : Additional sizes available

Premium onboarding

Guided setup, expert coaching, and an 'in platform' test to get you up and running

Comprehensive, expert-led onboarding that brings together platform setup, team enablement, and a live research test—helping your team build confidence and generate value sooner rather than later.



Streamline operational setup

Get expert help with account configuration, workspace set up, audiences, folders, templates, set up of seat assignments, or help with approval flows.



Build capability through real-world context

Practical coaching that addresses your teams unique use cases and challenges delivered alongside a real use case



Real-world insights from a starter test

Illustrates best-practice execution within your own environment and showcases the power and features of UserTesting

Premium onboarding includes:

Account Configuration:

Setup of workspaces, seat assignments, session unit planning, templates, and governance flows.

Team Enablement:

Up to 10 users receive personalised, hands-on training sessions tailored to your use cases and platform goals.

Co-delivered Starter test:

One unmoderated test (up to 20 participants, 3 tasks, 10 survey questions) run in your own instance to illustrate best-practice research from start to finish.

Premier Support

Get the extended support you need, when you need it most; whether it's Product & Technical questions or Research guidance.

Product & Technical Support

Fast responses to your technical questions



Prioritized Support



Guaranteed **1-hour** first response time



24 hours a day,
5 days a week*

*Product & Technical Support is available around the clock
6pm Sunday through 11pm Friday (US Eastern time zone)

Research Guidance

Tactical advice from our expert staff

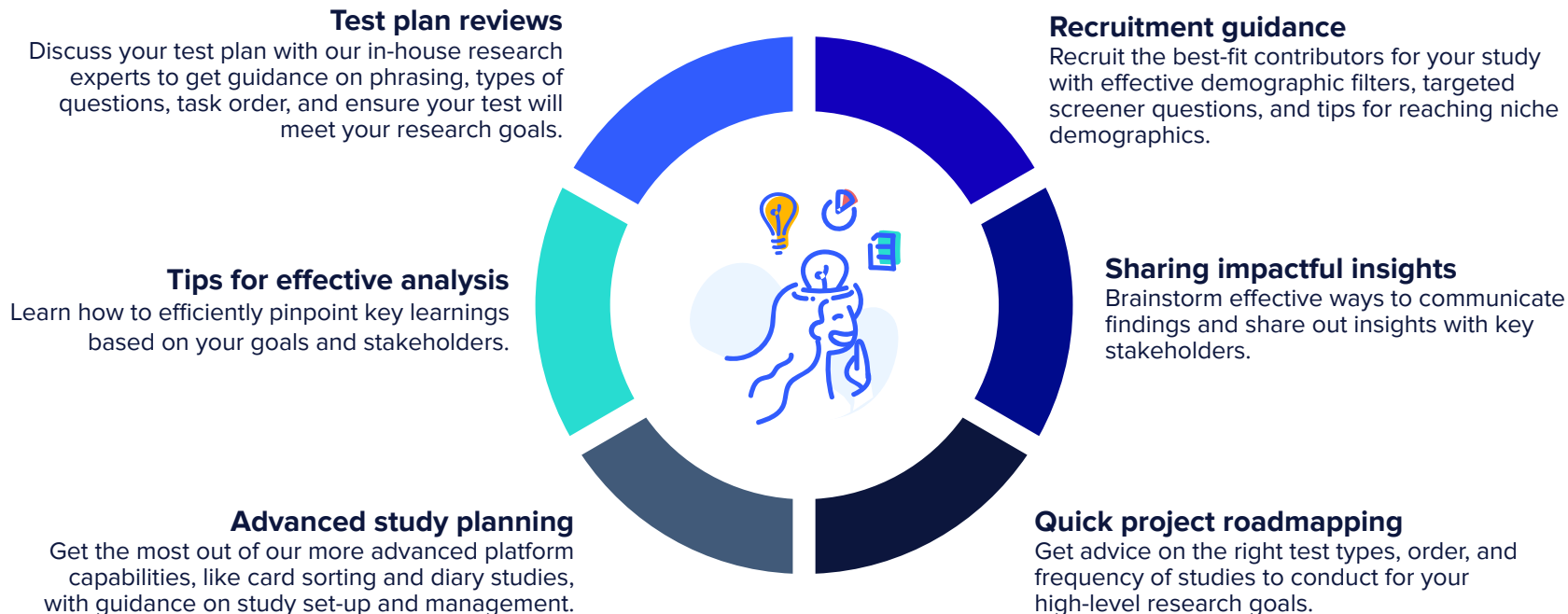


Access to our dedicated team of experienced UX Researchers

- Available by video call
- Unlimited, interactive **Power Sessions** can be scheduled at your convenience

**Research Guidance is offered as available Monday-Friday
5am to 8pm each day (US Eastern time zone)

Typical Premier Support Power Sessions

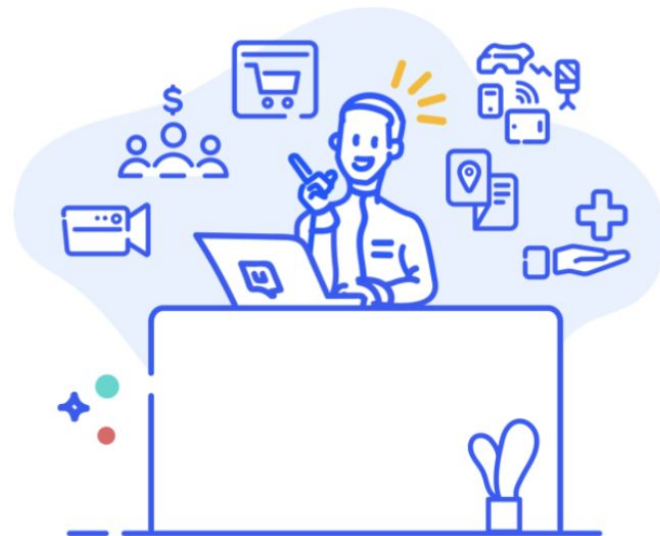


Professional Services Offerings

Onboarding	Strategic Change & Guidance	Insights Delivery
● Team Enablement Train and empower customers to use the platform effectively. ● Account Configuration Targeted sessions focused on configuration, governance, and co-creating reusable templates and audience profiles. ● Premium Onboarding End-to-end onboarding with real customer research built in. Includes Team Enablement, Account Config, and one research project.	● Strategic Consults Monthly 1:1 strategic advisory for maturing research programs. ● Transformation Programs Year-long consulting to drive organizational change. ● Strategic Insights Partner Embedded partner (up to 50% FTE) to operationalize and scale insights. ● Custom Consulting Projects One-time consulting engagement.	● Foundational Insights Program Steady stream of usability and concept tests. ● Premium Insights Program Full research toolkit including personas, diaries, and benchmarking. ● Custom Research Projects One-off studies scoped and delivered end-to-end. ● IS Hours Flexible bucket of research hours.



Get hyper-relevant insights with niche audience recruiting



Finding the right participants for feedback can be challenging—especially when targeting niche audiences with very specific demographic criteria. With custom recruitment, you gain access to specialized participants who bring unique expertise and deeper engagement to your studies. This approach ensures that your research is built on input from the right people, leading to more relevant and actionable insights. By carefully selecting participants who meet precise criteria, custom recruitment reduces noise, improves data reliability, and ultimately enhances the quality of your decision-making.



Access to Niche Audiences

UserTesting will work with you to recruit highly specific audiences such as executives, specialized healthcare professionals, or early adopters of new technology. UserTesting sources niche audiences from over 40 partner networks across the globe, and makes them available for surveys and Live Conversations

Better Engagement

Custom-recruited participants are more engaged because they closely align with the study's objectives and have a vested interest in the topic. Many belong to specialty panels or communities, making them more invested in providing meaningful feedback. Their deeper knowledge and connection to the subject lead to richer discussions with more detailed responses.



Insights with Credibility

Participants are hand-picked using precise screening criteria, ensuring that the insights gathered come from genuinely qualified individuals with relevant expertise. This targeted approach reduces noise, minimizes unqualified responses, and significantly improves data reliability, leading to higher quality decision making..

Capture quality insights by tapping into 40+ trusted partner networks

Our team of dedicated and experienced recruiters work with 40+ UserTesting partner networks to gather specialized participants across the globe so you can get insights from hard-to-reach audiences. UserTesting partner networks are fully vetted and follow industry best practices to ensure the highest-quality participants for each test.

Seamless and flexible recruitment options

Our Audience Solutions team will work closely with you to scope your recruiting needs typically in 24-48 hours, and partners with you to build tests within UserTesting with the custom audiences. Participant payments for all tests, and scheduling for Live Conversation are handled for you. Custom NDAs and other requirements are possible.

Recruiting time varies depending on the complexity, but is typically complete within one to two weeks. And paying for custom recruiting is simple too. You either chose to use your existing platform capacity (Session Units) to cover the costs or opt for separate billing—whichever works best for you.



Additional Audience Solutions Services

Optimized Audience Selection	Our team can guide you, identify, and recruit the right participants given your project, ensuring your testing is focused on those who truly matter
Smarter Screening, Better Results	We provide expert guidance to refine your approach, improving study success and maximizing insights generated
Seamless Physical Product Testing	Easily test physical products with expert support. We handle recruitment, logistics, participant coordination, and engagement to ensure smooth process
Engaging Online Focus Groups	Have a rich discussion, and gather deeper insights by scheduling multiple participants in a single Live Conversation, all within the UserTesting platform.
Effortless Diary Study Management	Keep participants engaged throughout multi-part studies. We help manage diaries and longitudinal research to ensure consistent, high-quality feedback over time.