

Primer Pricing Breakdown

Updated: March 25, 2026

 **Free**

\$0

Forever

Features you'll love:

- Unlimited draft audiences
- 200 website reveals per month
- Company & contact de-anonymization
- Primer B2B Database Access
- Advanced Audience Builder
- Predicted Match Rates
- Conversion Tracking
- Ad Reveal
- Customer Journeys
- Intent Scoring
- Slack alerts
- SOC 2 Type II

 **Grow**

\$1,000

per month / billed monthly

Projected ad spend: **\$10-\$19K/month**

Everything in Free plus:

- 8 active audiences
- 5,000 website reveals per month
- 3-5x Higher Match Rates vs Alternatives
- Cross-Platform Sync
- Dynamic Audience Updates
- Holdout Lift Measurement
- Website-Reveal Audiences
- Audience Version History
- Live chat + email support

 **Scale**

\$1,250

per month / billed yearly

Projected ad spend: **\$20-\$49K/month**

Everything in Grow plus:

- 12+ active audiences
- 10,000 website reveals per month
- DV360 Destination Access
- Beta Destination Access
- Dedicated Slack channel
- Multi-Account Management
- SSO with Okta
- Custom Terms

Scale pricing

Projected monthly ad spend on Primer audiences	Price (per month, billed yearly)
\$20-\$49K	\$1,250
\$50-\$74K	\$1,666
\$75-\$99K	\$2,500
\$100-\$149K	\$3,750
\$150-\$199K	\$5,000
\$200-\$399K	\$7,500

Plan limits

Usage	Free	Grow	Scale
Audiences	Unlimited drafts	8 active	12+ active
Website reveal credits / month	200	5,000	10,000+
CRM sync (Salesforce, HubSpot – read-only)	Up to 1M records	Up to 1M records	Up to 3M records
Ad spend supported on Primer audiences	–	Up to \$19K	Up to \$299K
Anti-ICP suppression audiences	–	–	Add-on

Anti-ICP suppression audiences (add-on)

\$1,250 / month (billed yearly) – automatically exclude irrelevant targets from seeing your ads.

Reported outcomes: 75% increase in qualified conversion (Search) • 37% increase in qualification rate (Meta Lookalike)

Next steps

- Get started: sayprimer.com/pricing
- Questions? Book a demo: sayprimer.com/pricing

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Notes: Prices and limits may change.