

RECURLY PLATFORM

# Plans & features

Recurly is the subscription and billing platform trusted by leading brands to grow their recurring revenue faster, smarter, and stronger.

Enjoy unmatched, proven scalability with Recurly

**2,200+**

global brands on  
Recurly

**50M+**

active subscribers  
each month

**\$10B**

in total payment  
volume in 2021

**\$800M**

revenue recovered  
in 2021

The Recurly subscription and billing platform allows brands of all sizes to launch, manage, and scale every aspect of their subscription businesses from plan and pricing creation to marketing promotions, subscriber management, payments orchestration, recurring billing, churn reduction, and subscription analytics.



## Plans, pricing & promotions

Quickly configure and launch new offers, dial in best pricing, upsell one-time products, celebrate with gift subscriptions, and entice customers through discounted promotions.



## Subscriber management

Gain a complete view of subscribers and subscriptions. Manage them with ease through integrated subscription and communications tools that simplify complexity and accelerate growth.



## Payments orchestration

Optimize, simplify, and secure complex payment processing with a symphony of resources that reach and win subscribers anywhere in the world you choose to play.



### **Recurring billing**

Streamline and automate the entire subscription billing and invoicing lifecycle, even with complex subscription billing scenarios as you confidently scale locally and across borders.



### **Churn management**

Maximize recurring revenue, minimize attrition, and boost subscriber lifetime value with machine-learning-powered churn and revenue recovery technology and tools.



### **Revenue recognition**

Streamline and automate compliance with multiple revenue reporting standards with Recurly's enterprise-grade, fully configurable solution.



### **Reporting & analytics**

Gain deep insights into performance with advanced subscription analytics through charts, tables, and graphs that allow you to optimize what's working and tweak what's not.



### **Integration methods**

Flexible, versatile integration methods drive frictionless workflows, linking every aspect of your subscription business.



### **Partner ecosystem**

Seamlessly extend existing workflows with pre-built integrations for dozens of CRM, ERP, and data systems, as well as gateways, accounting, tax, and fraud solutions.



### **Security & compliance**

Confidently scale your business backed by industry-leading data, application, and network security infrastructures with built-in adherence to global compliance mandates.



### **Support & services**

Recurly is here to help you build and scale your subscription business faster, smarter, and stronger with comprehensive services and support from subscription experts.

## Plans, pricing & promotions

Core

Professional

Elite

### Plans

<a href="#">Plans</a>	✓	✓	✓
<a href="#">Add-ons</a>	✓	✓	✓
<a href="#">Item catalog</a>	✓	✓	✓

### Pricing models

<a href="#">Fixed recurring pricing</a>	✓	✓	✓
<a href="#">One-time pricing</a>	✓	✓	✓
<a href="#">Usage-based pricing</a>	✓	✓	✓
<a href="#">Volume pricing</a>	✓	✓	✓
<a href="#">Tiered pricing</a>	✓	✓	✓
<a href="#">Stairstep pricing</a>	✓	✓	✓
<a href="#">Ramp pricing</a>	—	✓	✓
<a href="#">Prepaid account balance</a>	✓	✓	✓
<a href="#">Multiple currencies (140+)</a>	—	✓	✓

### Promotions

<a href="#">Trial management</a>	✓	✓	✓
<a href="#">Coupons &amp; discounts</a>	✓	✓	✓
<a href="#">Gift subscriptions</a>	✓	✓	✓
<a href="#">Gift cards</a>	—	✓	✓

## Subscriber management

Core

Professional

Elite

### Customers & subscriptions

<a href="#">Customer account management</a>	✓	✓	✓
<a href="#">Subscriptions (create, change, cancel/expire)</a>	✓	✓	✓
<a href="#">Postpone subscriptions</a>	✓	✓	✓
<a href="#">Pause subscriptions</a>	✓	✓	✓
<a href="#">Multi-subscription support</a>	✓	✓	✓
<a href="#">Subscriber wallet*</a>	—	✓	✓
<a href="#">Account hierarchy</a>	—	—	✓

### Subscriber lifecycle communications

<a href="#">Multi-language emails (30)</a>	1 language	5 languages	all languages
<a href="#">Automated &amp; customizable email templates</a>	✓	✓	✓
<a href="#">Dunning campaigns</a>	1 campaign	multi-campaigns	multi-campaigns
<a href="#">Advanced email deliverability*</a>	—	—	✓

\*Requires additional fees

# Payments orchestration

Core

Professional

Elite

## Payment gateway features

<a href="#">Multi-gateway configuration</a>	✓	✓	✓
<a href="#">Test gateway</a>	✓	✓	✓
<a href="#">Custom gateway routing (merchant-initiated)</a>	—	✓	✓
<a href="#">Gateway failover</a>	—	✓	✓

## Payment methods

10+ [payment methods](#) including:

<a href="#">Credit cards</a>	✓	✓	✓
<a href="#">PayPal</a>	✓	✓	✓
<a href="#">Amazon Pay</a>	✓	✓	✓
<a href="#">Apple Pay</a>	✓	✓	✓
<a href="#">Google Pay</a>	✓	✓	✓
<a href="#">Venmo</a>	✓	✓	✓
<a href="#">ACH</a>	—	✓	✓

## Payment gateways

20+ [payment gateways](#) including:

<a href="#">Adyen</a>	✓	✓	✓
<a href="#">Braintree</a>	✓	✓	✓
<a href="#">Cybersource</a>	✓	✓	✓
<a href="#">Stripe</a>	✓	✓	✓

## Recurring billing

Core

Professional

Elite

### Billing & invoicing

<a href="#">Unlimited automated invoices</a>	✓	✓	✓
<a href="#">Subscription billing terms</a>	✓	✓	✓
<a href="#">Charge &amp; credit adjustments</a>	✓	✓	✓
<a href="#">Manual invoice billing*</a>	—	✓	✓
<a href="#">Invoice &amp; receipt customization</a>	—	✓	✓

### Taxes

<a href="#">Sales tax</a>	✓	✓	✓
<a href="#">VAT &amp; GST support</a>	✓	✓	✓
<a href="#">European Union VAT</a>	✓	✓	✓
<a href="#">Tax inclusive pricing</a>	—	✓	✓

\*Requires additional fees

## Churn management

Core

Professional

Elite

<a href="#">Account updater</a>	✓	✓	✓
Static retries	✓	—	—
<a href="#">Intelligent retries</a>	—	✓	✓
<a href="#">Dunning campaigns</a>	✓	✓	✓
<a href="#">Backup payment method</a>	—	✓	✓

## Reporting & analytics

Core

Professional

Elite

### Dashboards & reports

<a href="#">Subscribers</a>	✓	✓	✓
<a href="#">Monthly Recurring Revenue (MRR)</a>	✓	✓	✓
<a href="#">Plans</a>	✓	✓	✓
<a href="#">Billings</a>	✓	✓	✓
<a href="#">Churn analysis</a>	✓	✓	✓
<a href="#">Recovered revenue</a>	✓	✓	✓
<a href="#">Dunning effectiveness</a>	✓	✓	✓
<a href="#">Trial performance</a>	—	✓	✓
<a href="#">Plan Performance</a>	—	—	✓
<a href="#">Report builder</a>	—	—	✓

### Data imports & exports

<a href="#">Subscriber &amp; subscription data imports</a>	✓	✓	✓
<a href="#">Subscriber &amp; subscription data exports</a>	✓	✓	✓
<a href="#">Account activities export</a>	—	✓	✓
<a href="#">Automated exports</a>	—	✓	✓

## Site management

	Core	Professional	Elite
<a href="#">User-based roles</a>	✓	✓	✓
Additional subdomain*	✓	✓	✓
<a href="#">Custom fields</a>	—	5 fields	10 fields

\*Requires additional fees

## Revenue recognition

	Core	Professional	Elite
<a href="#">Revenue recognition exports*</a>	—	✓	✓
Revenue compliance*	—	—	✓
Subscription revenue management*	—	—	✓
Revenue forecasting*	—	—	✓

\*Requires additional fees

## APIs, DevOps & others

	Core	Professional	Elite
<a href="#">REST API keys</a>	5 keys	10 keys	10 keys
<a href="#">Webhooks (JSON &amp; XML)</a>	✓	✓	✓
<a href="#">Recurly.js</a>	✓	✓	✓
<a href="#">Hosted pages</a>	✓	✓	✓
<a href="#">Native mobile SDKs</a>	✓	✓	✓



## Partner integrations

	Core	Professional	Elite
<a href="#">Avalara AvaTax integration</a>	✓	✓	✓
<a href="#">Zendesk integration</a>	✓	✓	✓
<a href="#">Zapier integration</a>	✓	✓	✓
<a href="#">Xero integration</a>	✓	✓	✓
<a href="#">QuickBooks Online integration</a>	✓	✓	✓
<a href="#">Kount (Fraud) integration*</a>	—	✓	✓
<a href="#">Salesforce integration*</a>	—	✓	✓
<a href="#">Snowflake integration*</a>	—	✓	✓
<a href="#">Oracle NetSuite integration*</a>	—	—	✓

\*Requires additional fees

## Security & compliance

	Core	Professional	Elite
<a href="#">PCI compliance</a>	✓	✓	✓
<a href="#">Two-factor authentication</a>	✓	✓	✓
<a href="#">General Data Protection Regulation (GDPR)</a>	✓	✓	✓
<a href="#">PSD2 compliance</a>	✓	✓	✓
<a href="#">Single sign-on</a>	—	✓	✓

## Customer support & success

	Core	Professional	Elite
<a href="#">Email support</a>	24x7	24x7	24x7
<a href="#">Phone support</a>	24x7	24x7	24x7
<a href="#">Live chat support</a>	24x7	24x7	24x7
<a href="#">Product documentation</a>	✓	✓	✓
<a href="#">Developer documentation</a>	✓	✓	✓
Onboarding services*	✓	✓	✓
Migration services*	✓	✓	✓
Professional services*	✓	✓	✓

\*Requires additional fees

## Recurly | Keep a good thing growing™

Recurly is a leading direct-to-consumer subscription and billing platform that keeps your business growing by delivering the insights that attract more customers and the tools that reduce churn, recover more revenue, and grow subscriber lifetime value. Thousands of innovative companies across digital media, streaming, publishing, SaaS, education, consumer goods, and services industries rely on Recurly to unlock transformational growth using subscriptions. Founded in 2009, Recurly is based in San Francisco, CA with offices in Boulder, CO and London, England.