

FREE BLUEPRINT

CRM-Driven Pricing Personalisation

How to charge enterprise clients more. Automatically.

The exact system that shows a business user a £149/mo plan and a personal user a £29/mo plan — from the same URL, triggered by a single email click. No form on the pricing page. No friction. Just personalisation that converts.

COMPLEXITY	TIME TO IMPLEMENT	REQUIRES	SOURCE
Medium	Half a day	CRM + Email tool + JS	orcascale.co

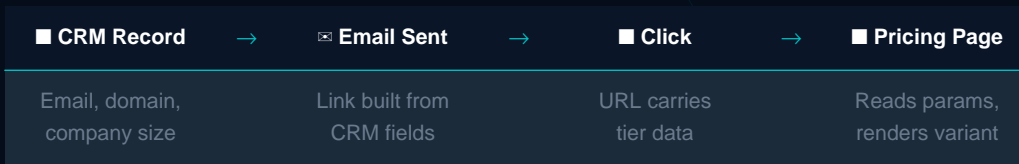
Includes: How to build it · How to spot it being done to you

01

The Real Mechanic — It Starts in the Email

Most people assume the personalisation happens on the pricing page — like the website detects your email somehow. It doesn't. By the time someone lands on a pricing page, the company already knows exactly who they are. The data was collected when the person signed up, downloaded something, or started a trial.

The mechanism: the pricing page URL sent inside the email already contains the visitor's tier, embedded as a URL parameter. When they click, the page reads that parameter and renders the correct version. No form. No detection. Just pre-loaded CRM data flowing through a link.



The key insight

The visitor never fills in an email on the pricing page. They handed over their details the moment they signed up, downloaded your lead magnet, or started a trial. You've known who they are ever since. The pricing page just reads what you already know.

02

CRM Setup — What Data You Need

Your CRM is the source of truth. Before building anything, make sure each contact record has the fields that drive the pricing decision.

FIELD	EXAMPLE	SOURCE	DRIVES
Email domain	orcascale.co	Auto from signup	Tier classification
Company size band	11–50	CRM enrichment	Which plan is recommended
Pricing tier	business	Calculated field	URL parameter
Industry	Software Dev	CRM enrichment	Copy variation

Getting company size without asking for it

Use enrichment tools that auto-fill company data from the email domain:

- **Clearbit** — connects to HubSpot, ActiveCampaign. Enriches on signup.
- **Apollo.io** — free tier available. Good for bulk enrichment.
- **Hunter.io** — domain-based. Pulls company data from the email domain alone.

→ **Simple fallback** — any non-Gmail/Hotmail domain = 'business'. Refine later.

03 Building the Pricing Tier Logic

Once you have email domain and company size in your CRM, you need a calculated 'pricing tier' field. Set it as a workflow or formula field — it should re-evaluate on each email send, not just on signup.

```
// Rule 1 - Personal (lowest tier)
IF email_domain IN [
  "gmail.com", "hotmail.com", "yahoo.com",
  "outlook.com", "icloud.com", "me.com"
]
THEN pricing_tier = "personal"

// Rule 2 - Enterprise (highest tier)
ELSE IF company_size_band IN ["201-500", "500+"]
THEN pricing_tier = "enterprise"

// Rule 3 - Business (default for any custom domain)
ELSE IF company_size_band IN ["11-50", "51-200"]
OR email_domain NOT IN personal_domains_list
THEN pricing_tier = "business"

// Rule 4 - Default fallback
ELSE pricing_tier = "personal"
```

✓ Set this field to update automatically

In HubSpot this is a workflow. In ActiveCampaign it's a tag rule. Make it re-evaluate on each email send so if enrichment data improves, the tier updates.

04 Building the Personalised Link in the Email

In your email tool, build the 'View our pricing' button link using merge tags to inject CRM field values into the URL. The result: a unique link for every recipient — same URL, different data baked in.

HubSpot — personalisation token syntax

```
https://yoursite.com/pricing
?tier={{contact.pricing_tier}}
&size={{contact.company_size_band}}
```

```
// Always include a fallback:  
?tier={{contact.pricing_tier; default=personal}}
```

Mailchimp — merge tag syntax

```
https://yoursite.com/pricing  
?tier=*|PRICING_TIER|*  
&size;=*|COMPANY_SIZE|*
```

ActiveCampaign — personalisation tag syntax

```
https://yoursite.com/pricing  
?tier=%PRICING_TIER%  
&size;=%COMPANY_SIZE%
```

What each recipient's link resolves to

```
// Gmail user:  
yoursite.com/pricing?tier=personal&size;=1-10  
  
// Business domain, 50 employees:  
yoursite.com/pricing?tier=business&size;=11-50  
  
// Enterprise, 300 employees:  
yoursite.com/pricing?tier=enterprise&size;=201-500
```

■ Always set a fallback value

A blank URL parameter breaks the pricing page. HubSpot: `{{contact.pricing_tier; default=personal}}`.
Mailchimp: set a default merge tag value in your audience settings.

Paste this into your pricing page. It reads the URL parameters on load and applies the correct variant before the user sees anything. No flicker, no form.

```
// READ URL PARAMS
const params = new URLSearchParams(window.location.search);
const tier = params.get("tier") || getStoredTier() || "personal";
const sizeband = params.get("size") || "";

// Persist across navigation
function getStoredTier() {
  return sessionStorage.getItem("pricingTier");
}
if (tier) sessionStorage.setItem("pricingTier", tier);

// VARIANT CONFIG
const variants = {
  personal: { recommended: "starter", badge: "Most Popular", showSales: false },
  business: { recommended: "business", badge: "Most Popular", showSales: false },
  enterprise: { recommended: "pro", badge: "Built for you", showSales: true },
};

// APPLY ON LOAD
document.addEventListener("DOMContentLoaded", () => {
  const v = variants[tier] || variants.personal;

  // Remove all highlights
  document.querySelectorAll(".plan-card").forEach(el => {
    el.classList.remove("popular");
    el.querySelector(".popular-tag")?.remove();
  });

  // Highlight the correct card
  const target = document.querySelector(`[data-plan="${v.recommended}"]`);
  if (target) {
    target.classList.add("popular");
    const badge = document.createElement("div");
    badge.className = "popular-tag";
    badge.textContent = v.badge;
    target.prepend(badge);
  }

  // Show/hide enterprise sales block
  const sales = document.getElementById("enterprise-contact");
```

```
if (sales) sales.style.display = v.showSales ? "block" : "none";
});
```

✓ Add data-plan attributes to your pricing cards

Add `data-plan="starter"`, `data-plan="business"`, `data-plan="pro"`, `data-plan="enterprise"` to each plan card div. That is what the script targets to know which card to highlight.

06

Secure Token Encoding

Anyone can change `?tier=personal` to `?tier=enterprise` in their browser. For most use cases this doesn't matter — people don't think to do it. If you want to be robust, sign the tier data as a token.

```
const crypto = require("crypto");

function buildPricingToken(contact) {
  const payload = {
    tier: contact.pricing_tier,
    size: contact.company_size_band,
    exp: Date.now() + (7 * 24 * 60 * 60 * 1000) // 7-day expiry
  };

  const encoded = Buffer
    .from(JSON.stringify(payload))
    .toString("base64url");

  const sig = crypto
    .createHmac("sha256", process.env.PRICING_SECRET)
    .update(encoded).digest("hex").slice(0, 12);

  return `${encoded}.${sig}`;
}

// Email link:
// yoursite.com/pricing?t=eyJ0aWVyeIjoiYnVzaW5lc3...
```

BONUS — HOW TO SPOT IT WHEN IT'S BEING DONE TO YOU

Now you know how it works — here's how to catch it in the wild.

■ Check your email links

In any pricing email you receive, hover over the 'View pricing' button and look at the URL. If it contains parameters like ?tier=, ?plan=, or a long encoded token — you're looking at a personalised link. You're being priced by profile.

■ The incognito test

Open an incognito window and navigate directly to the pricing page URL (not via the email link). Compare the highlighted plan to what the email pushed you toward. Different plan recommended? You've found the gap.

■ The Gmail test

Sign up for the tool's marketing emails using a Gmail address. If the email you receive links to a cheaper plan tier than what you see on your work account — there's your evidence.

■ What to do when you find it

Email your account manager: 'I noticed your pricing varies depending on how the page is accessed. Can you confirm the best rate available for a company our size?' Most will offer a discount rather than lose the account.

Rather have us build this for you?

OrcaScale connects your CRM, email sequences, and pricing pages into a system that segments and converts automatically. Delivered in 3–7 days, before you pay a penny.

■ contact@orcascale.co ■ cal.com/orcascale