Synthetic Users Pricing

Platform Plans (Annual)

Plan	Yearly Price (USD)	Synthetic Users / Year	Overage per Interview	Best For
Essentials	$18,000	300	$40	Small teams needing research planning
Growth	$45,000	1,000	$30	Teams requiring IRIS agents and RAG
Scale	$85,000	2,000	$22	Organizations requiring SSO
Enterprise	Custom	5,000	Custom	Full-scale automation

Feature Matrix

Capability	Essentials	Growth	Scale	Enterprise
High-Fidelity Interviews	Yes	Yes	Yes	Yes
Prisma™ Planning	Yes	Yes	Yes	Yes
Vision	Yes	Yes	Yes	Yes
Unlimited Projects	Yes	Yes	Yes	Yes
Collaborative Seats	Yes	Yes	Yes	Yes
API-capable Platform	Yes	Yes	Yes	Yes
IRIS (Research Agents)	—	Yes	Yes	Yes
RAG Enrichment	—	Yes	Yes	Yes

SSO	—	—	Yes	Yes
Priority Throughput	—	—	Yes	Yes
Custom Infrastructure	—	—	—	Yes
Committed Capacity	—	—	—	Yes
SLA & Named Account Team	—	—	—	Yes

API Add-on Tiers (Annual)

Tier	Annual Fee (USD)	Includes	Best For
API Essentials	$25,000	Core endpoints	Internal tools
API Growth	$50,000	RAG & LLM Shuffle	Grounded discovery
API Scale	$90,000	Knowledge Graph & Prisma™	Research systems
API Enterprise	$150,000	SLA & Full Support	Core enterprise systems

Seats

Each account includes 5 seats. Extra seats are charged as follows (billed annually):

Seats	Price per Seat / Month
6–100	$75
101–500	$55

501+	$40

Interview Limits

Each interview allows up to 20 follow-up questions.

Last updated April 1st 2026 — aligned with pricing.syntheticusers.com