

Billing & Plans

Billing & Plans guide section. Content owner: Trang.

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Billing Overview

Billing

“ ? What you see on this page depends on how your account is set up.

If your plan is **managed directly by your account manager**, you'll see a simplified view: your **Current Plan** badge and status, a note that billing is handled outside the app, and a **Usage This Period** summary (key terms, brand profiles, competitors, reports, and alerts used so far).

If you're on **self-serve billing**, you'll additionally see:

- **Change Plan** — select a new tier from the pricing page
- **Add-on Packs** — browse additional capacity (extra brands, competitors, users, topics, or alerts)
- **Invoice History** — past invoices available for download

If you're not sure which applies to you, or something looks different from what's described here, contact your account manager.

“ ?? **Important:** Cancelling your subscription permanently deletes all your brand profiles, competitor data, tracked key terms, AI scan results, reports, and alerts. This cannot be undone. If you intend to pause usage rather than cancel, contact support instead.