

Placer.ai comparison

Platform	Typical Pricing	Pricing Model	Notes
Placer.ai	~\$12K–\$50K+/yr (enterprise tiers)	Subscription (seat + data tiers)	Premium for foot traffic + insights
GrowthFactor	Starts ~\$15K+/yr	SaaS + optional services	Includes deal pipeline + analytics
Buxton	~\$20K+/yr+	Subscription + consulting	More service-heavy
SiteZeus	~\$20K+/yr+	SaaS enterprise	Focus on revenue forecasting
Esri ArcGIS	\$10K–\$100K+/yr	License tiers	Very powerful but complex
CARTO	Usage-based / custom	API + infra pricing	Dev-focused
StreetLight	Enterprise (custom)	Data licensing	Vehicle + mobility data
Unacast	Enterprise (custom)	Data licensing	Raw data, not turnkey
Tableau	~\$15–\$75/user/month	Per-user SaaS	Visualization only