



Altar Live Pricing Tiers

LAST UPDATED: JUNE 2026

Engagement Basic

Perfect plan for churches or ministries growing their online engagement. You will get the basic Altar Live platform, account customization, automated interaction features, and in-depth analytics and followup.

Monthly Active Users*	Monthly Subscription Cost	Annual Subscription Cost [-12%]
0-100	\$9/month	\$7.50/month
101-300	\$29/month	\$24/month
301-500	\$49/month	\$41/month
501-1000	\$99/month	\$83/month

Grow your online engagement on any budget.

Only pay for what you use.

Engagement Plus

RECOMMENDED

For churches or ministries ready to take their online engagement even further. You will get the basic Altar Live platform, account customization, interaction features, row and table features, room features, and live customer support.

Monthly Active Users*	Monthly Subscription Cost	Annual Subscription Cost [-12%]
0-35	\$69/month	\$58/month
36-70	\$99/month	\$83/month
71-150	\$199/month	\$166/month
151-300	\$369/month	\$308/month
301-500	\$575/month	\$479/month
501-1000	\$1000/month	\$833/month

* A **Monthly Active User (MAU)** is defined as a unique, logged in user who attended at least one meeting or event, with at least one other user, in the same month. Anonymous visitors and attendees are not counted as monthly active users.

FAQ

What is a Monthly Active User?

A Monthly Active User (MAU) is defined as a unique, logged in user who attended at least one meeting or event in the same month. Anonymous visitors and attendees are not counted as monthly active users.

How much will Altar Live cost?

You only pay for what you use. If you need to budget in advance, you can start at the tier of the highest estimate of MAUs and choose to pay annually. Alternatively, you can let your subscription grow with your actual usage of the platform. As more people create user accounts, you can choose to let the platform automatically upgrade you or upgrade manually.

Do you offer a free trial?

Yes, we offer a 30-day free trial for all new accounts! You can create an account for free and try out all the features with your entire team.

Do I have to pay for anonymous visitors?

No – there is no limit to number of anonymous visitors or people who join your events. Altar prioritizes accessibility, growth and reach. Only when someone logs in or creates an account are they considered a monthly active user.

How do I estimate my average Monthly Active Users?

Here's a suggested way to average your expected MAUs:

- 40–60% of online viewers (not all viewers will create accounts, anonymous viewers are not included in your MAU)
- All church staff & volunteers (who might attend or lead meetings or events on the platform)
- Online small group unique attendees (some of these might overlap with your event attendees)

What happens if I exceed my plan's number of Monthly Active Users?

No one will be blocked. At the end of your billing period, you will receive an invoice for each MAU over the limit.

Overage Rates:

- \$0.50/MAU on Engagement Basic
- \$1.50/MAU on Engagement Plus

You can stay on your current MAU tier or simply choose an MAU tier based on the estimated number of regular, engaged attendees.

What happens if someone joins once and doesn't come back?

Your MAU will be re-calculated at the start of each new monthly billing period. You don't need to clean out contacts. If someone who attends once, but doesn't come back they are not counted in your next month's MAU count. They won't be deleted from your contacts, you just don't pay for them. If they come back in the future, they will still have full access.