

Fivetran Pricing



Updates in Fivetran Pricing stabilizes MAR* and gives more transparency to your cost!

***What is MAR? Monthly Active Row** - It's the number of unique rows of data that are *inserted or updated* in your source systems and then synced to your destination each month.

Resync Detection:

- **No “Post Trial” Spike:** Enhanced resync detection recognizes data that was previously detected during free trials. **No more MAR spikes on day 15!**
- **New Columns and Soft Deletes are Free:** New columns added for previously existing primary IDs are not counted towards MAR. **Soft deletes are also now free!**
- **No Resync Spike:** Fivetran has built technology into all of our connectors to ensure that we **ONLY** count the incremental/updated data during a resync or while re-importing a table.

SaaS Connectors affected: Google Analytics, Segment, Marketo, & more.



Transparent Connection-Level Pricing:

Easily track MAR usage and see exactly what each connector costs every month. This empowers you to continuously optimize and realign your TCO as usage evolves.

Example below:

Connection	Count	Usage (MAR)	Price
salesforce_bcx (SnowflakeFandLPRD)	1	4,009,872	\$515.59

This view will also enable you to get an accurate cost estimate during your 14 day trial!

Please reach out to Candace Hunter with questions or to schedule time to discuss!



Candace Hunter, Strategic Account Manager

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