

Radical Pricing Transparency: The 2026 Agency Dare

Category: Blog at TSI Digital Solution
June 13, 2026



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About us

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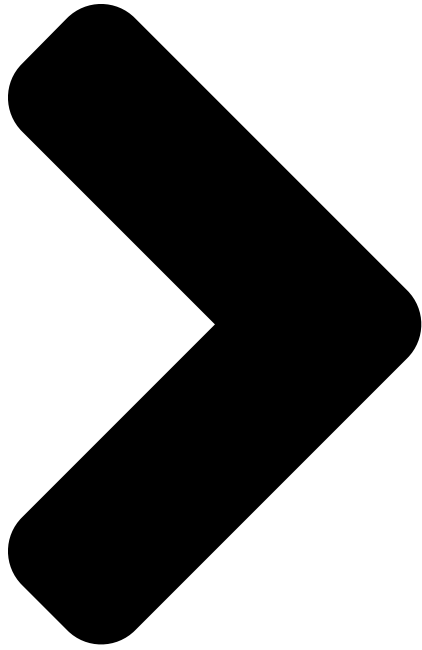
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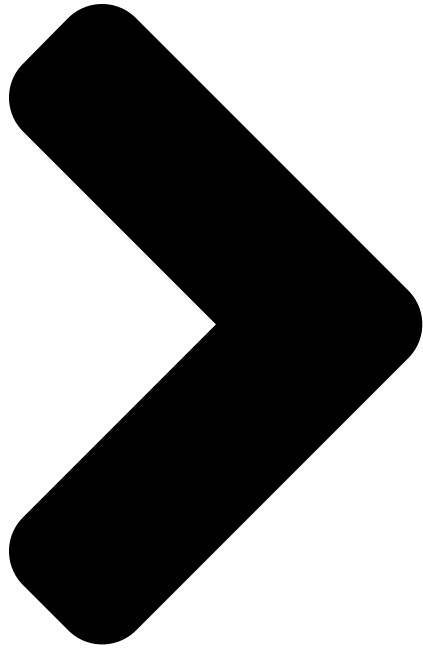
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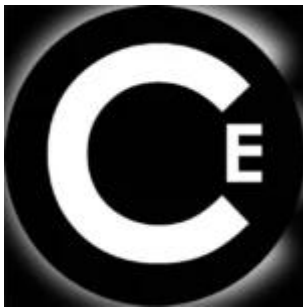
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TSI Webp Converter Tool

OUR PARTNERS

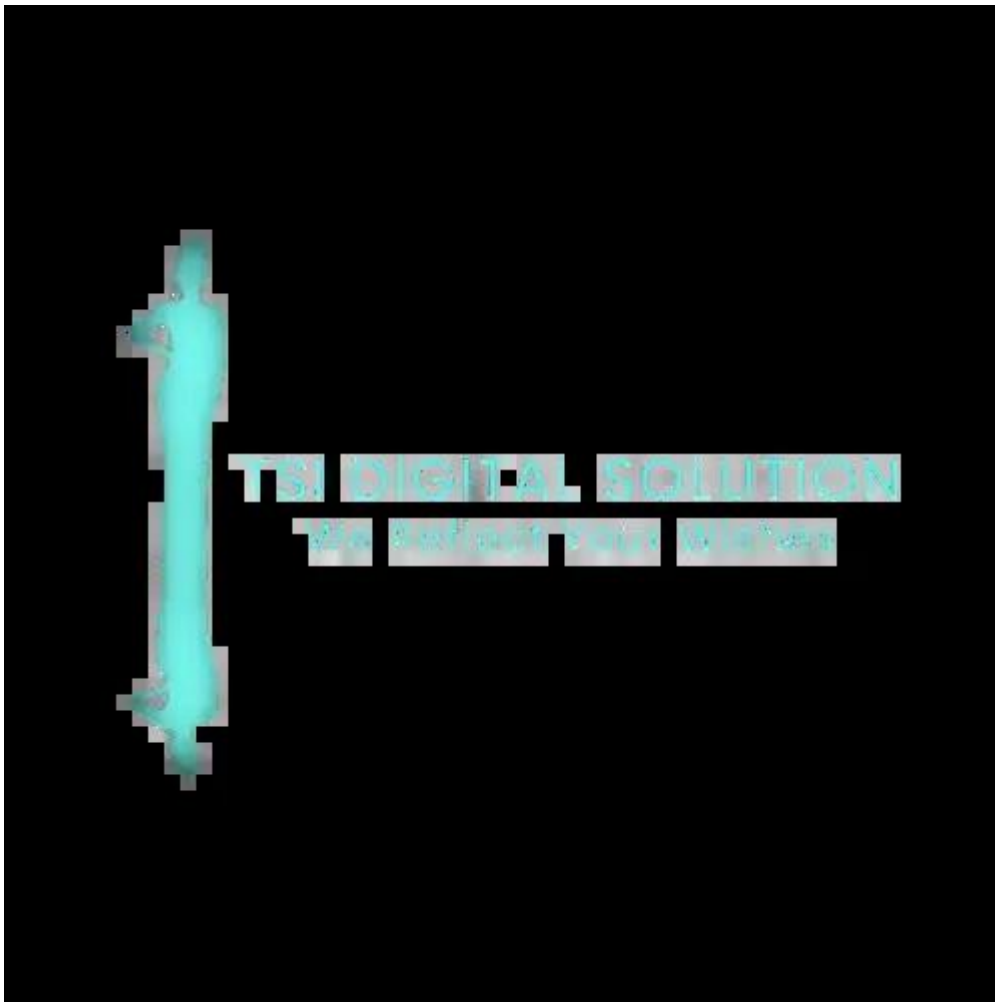




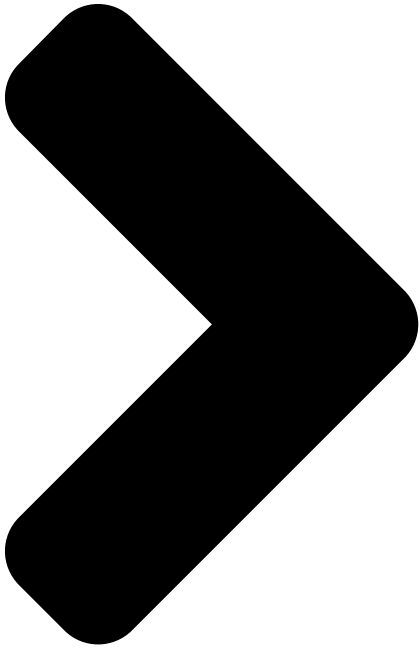
Trending Topic

Publicity

Reach out

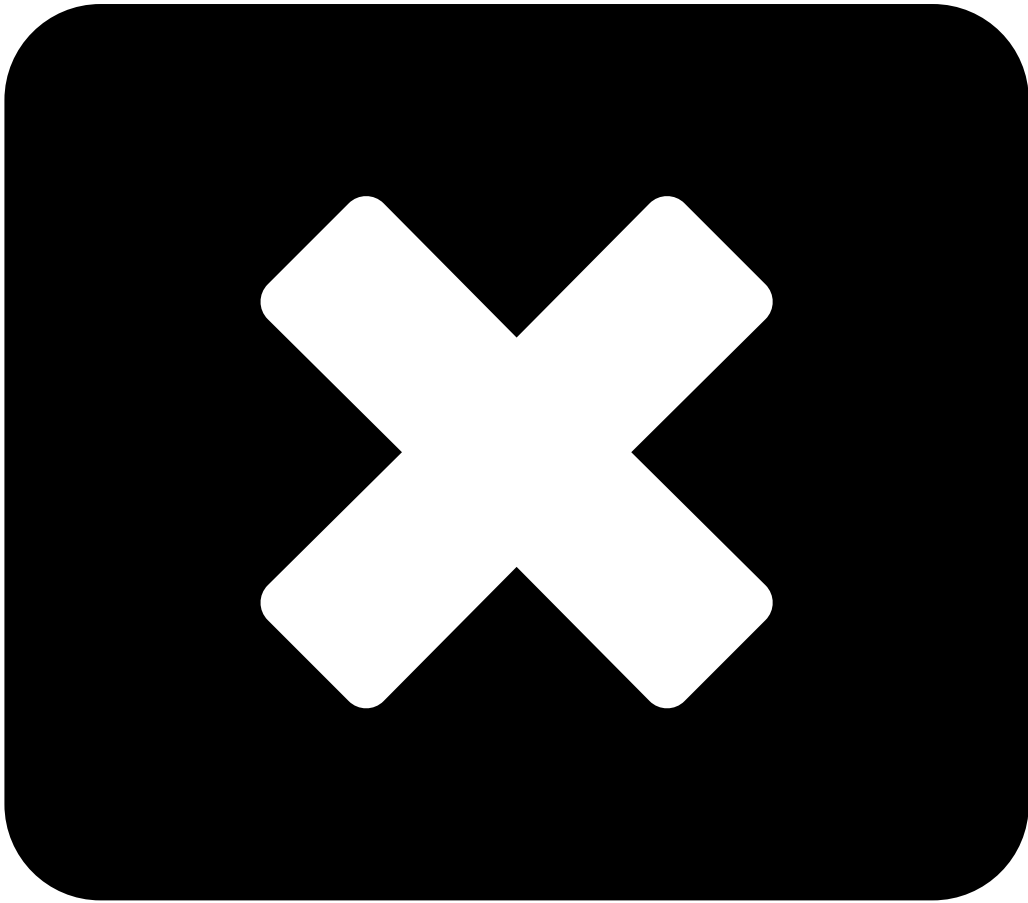






Some projects

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Services

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Web Design & Development





Hosting





SEO/Ads/MGB/Speedup/Technical

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App Design & Development





AI Agents





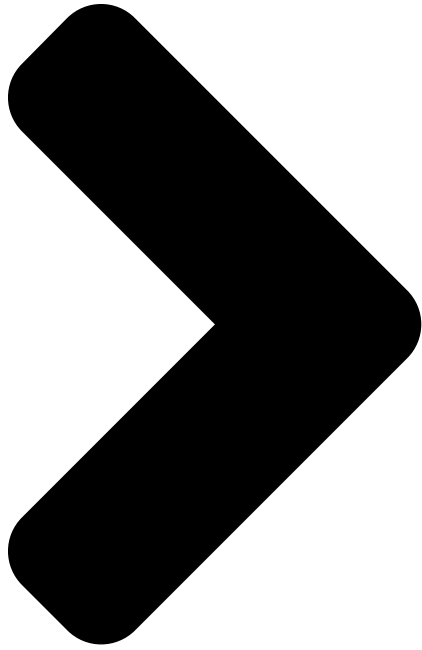
e-Commerce





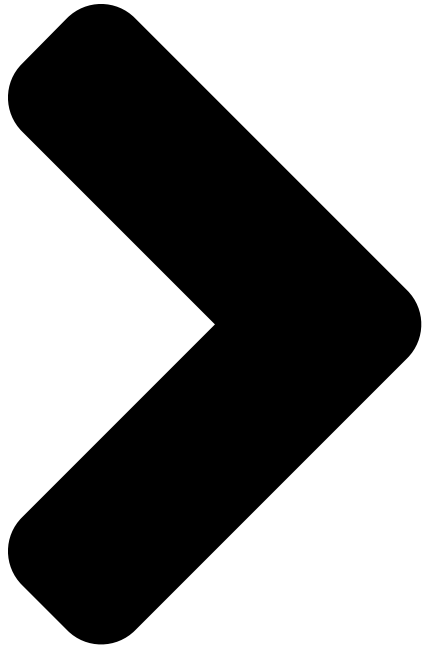
Branding

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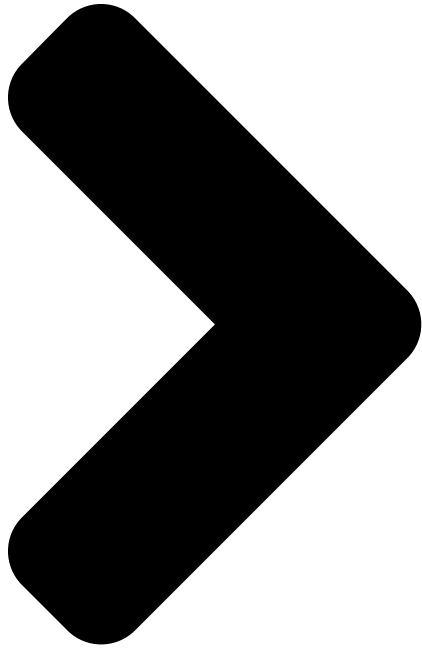
Social Media & Content Creation





Graphic Design





Copywriting & Translations

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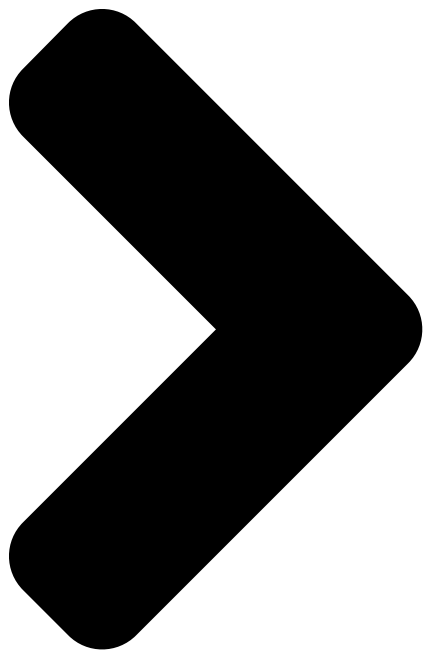


Photo- & Videography

Trending Topic

Publicity

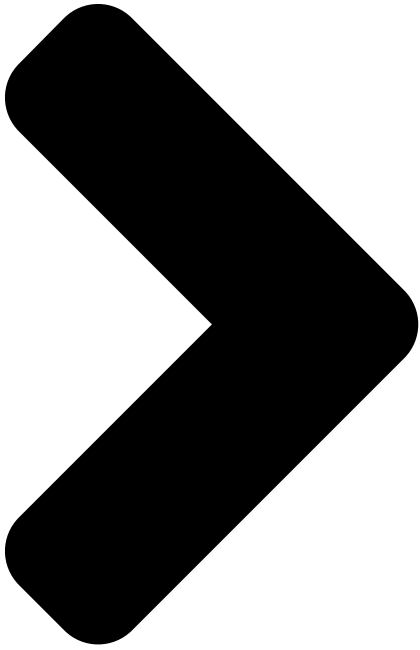
Calculate your quote
online for free



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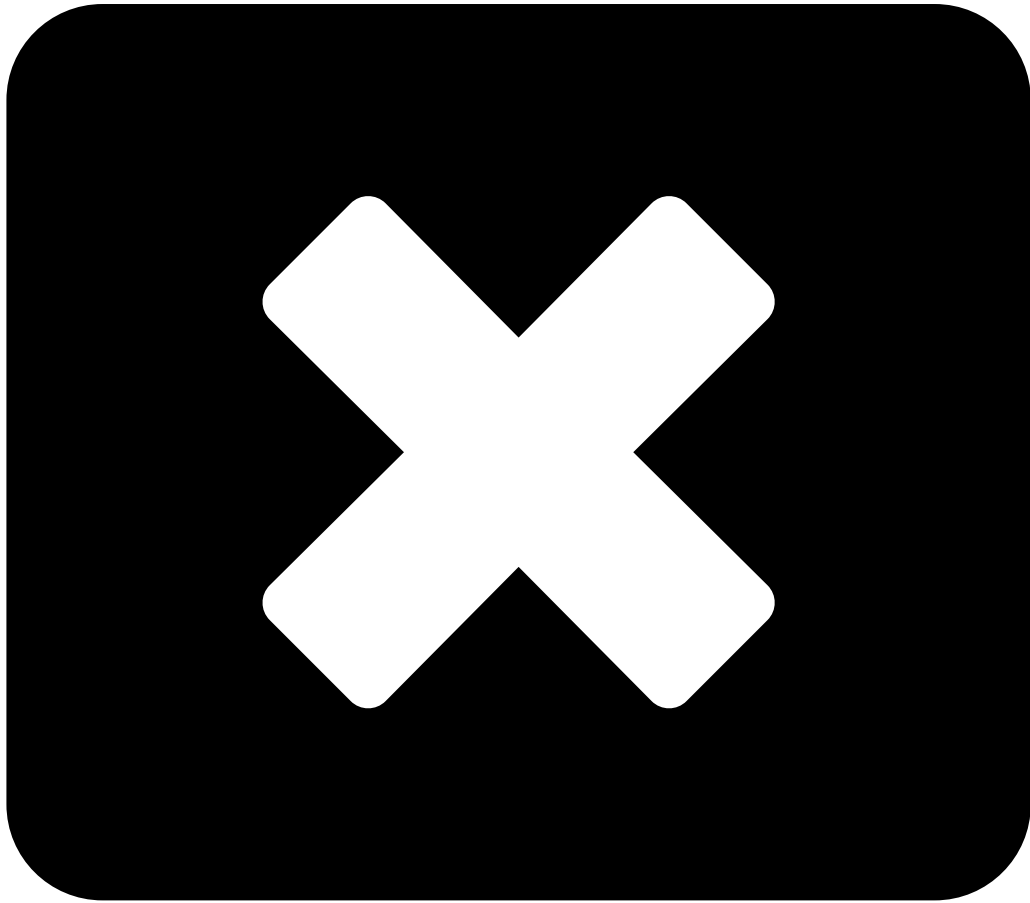
The Power of Data & Analytics





The way we work

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Realized projects

**Calculate an estimate of your
project costs directly online**

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Cost calculation for my website

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Cost calculation for an e-commerce shop

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Cost calculation: App

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Cost calculation: AI Agent

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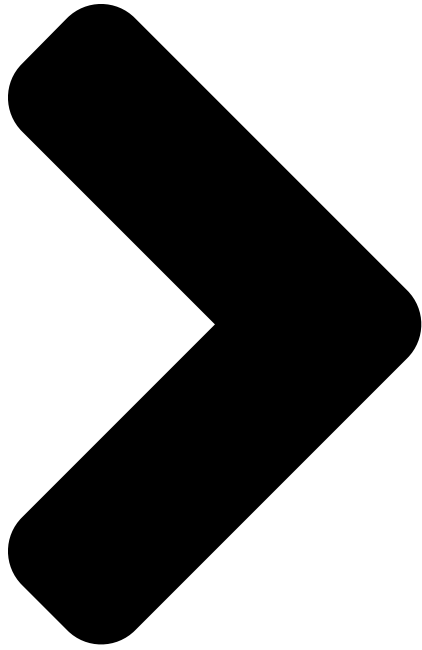
Cost calculation for Social Media Management

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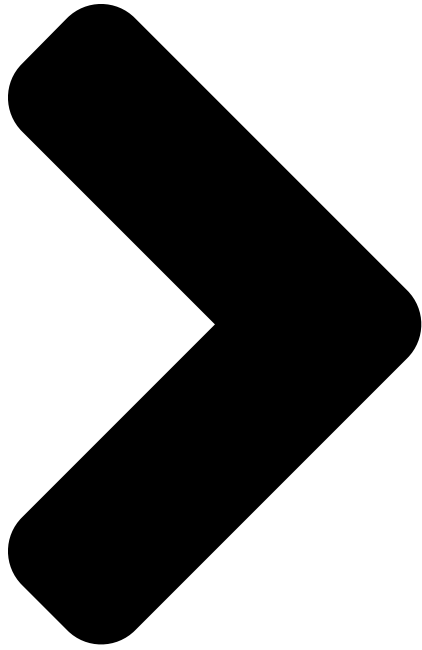
Cost calculation: SEO/Ads/MGB/Speedup/Technical

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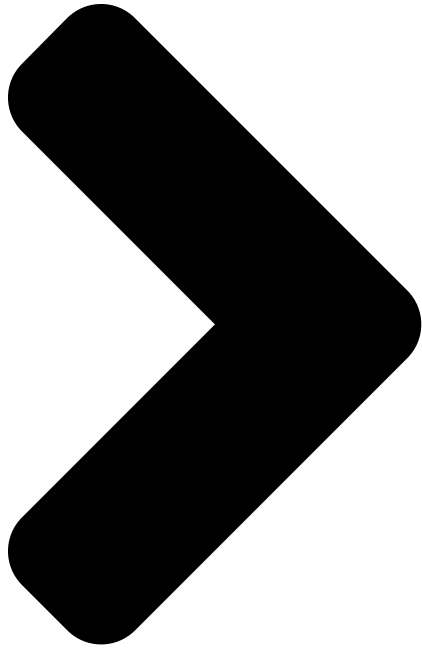
Contact us for branding





Cost calculation for Graphic Design

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Cost calculation for Copywriting & Translations

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Cost calculation for Photo- & Videography

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Publicity

Interesting stuff to read



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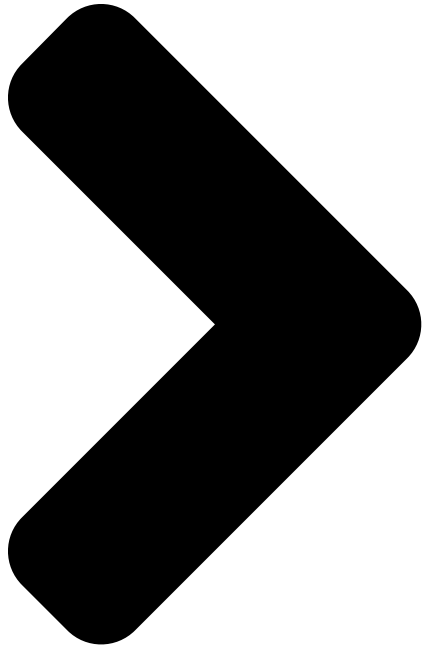
Some random weekly posted topics

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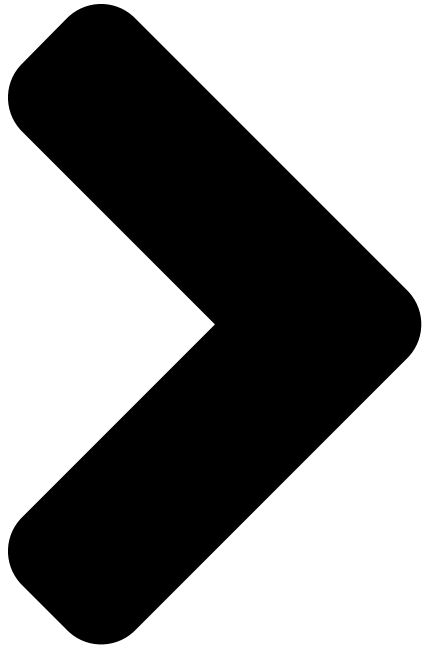
Cheap Website vs. High Performance

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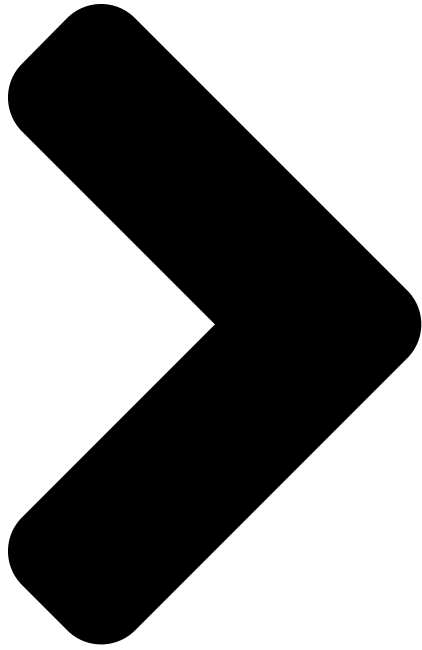
What Is an AI Agent?

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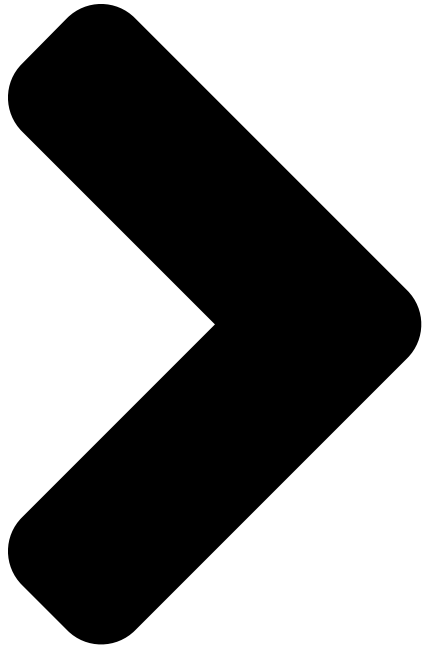
Client Communication in Digital Marketing

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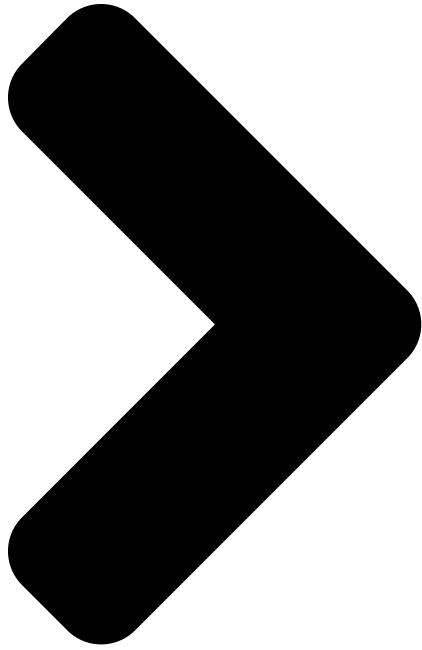
Human Made Websites vs AI Websites

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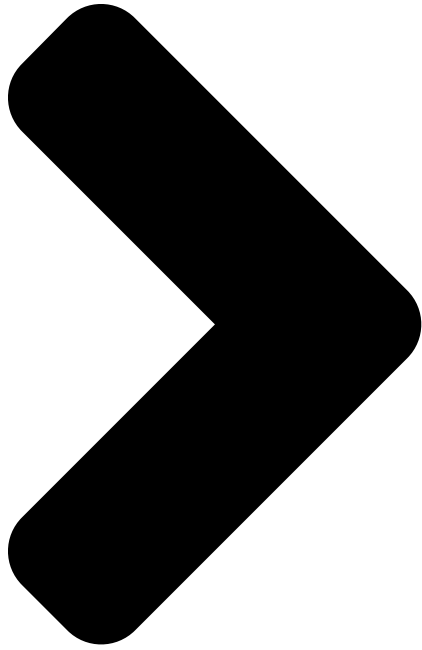
Your Digital Marketing Ecosystem Explained

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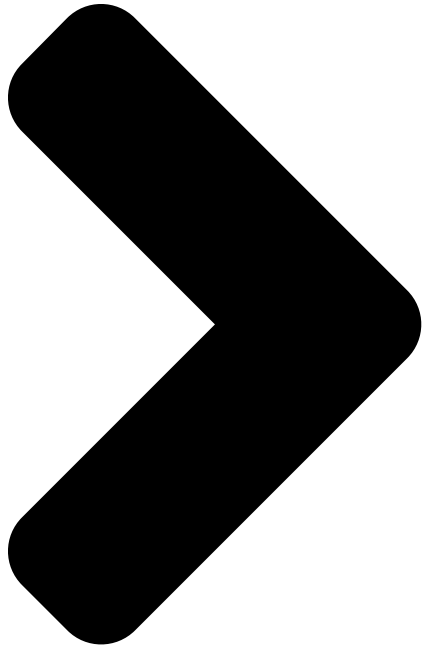
Mastering Answer Engine Optimization (AEO)

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Beware the Template Trap

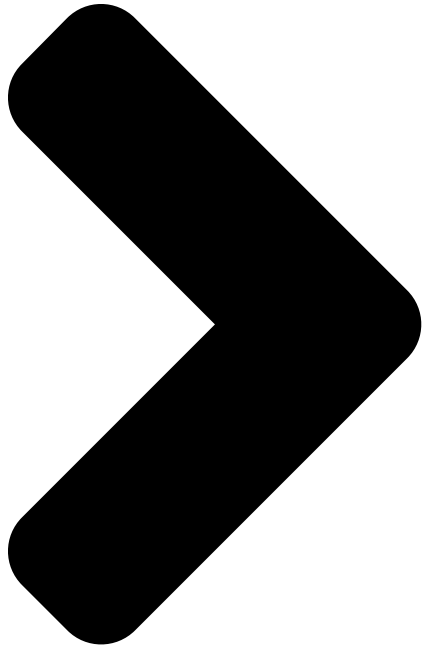




NWOW: Results Matter, Not Presence

GSAP

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Demo site GSAP animation

Trending Topic

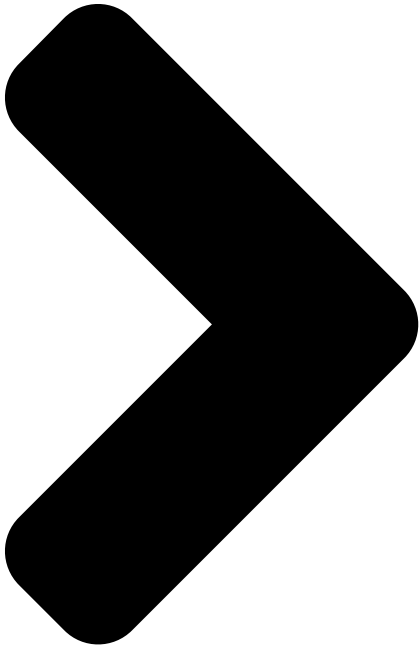
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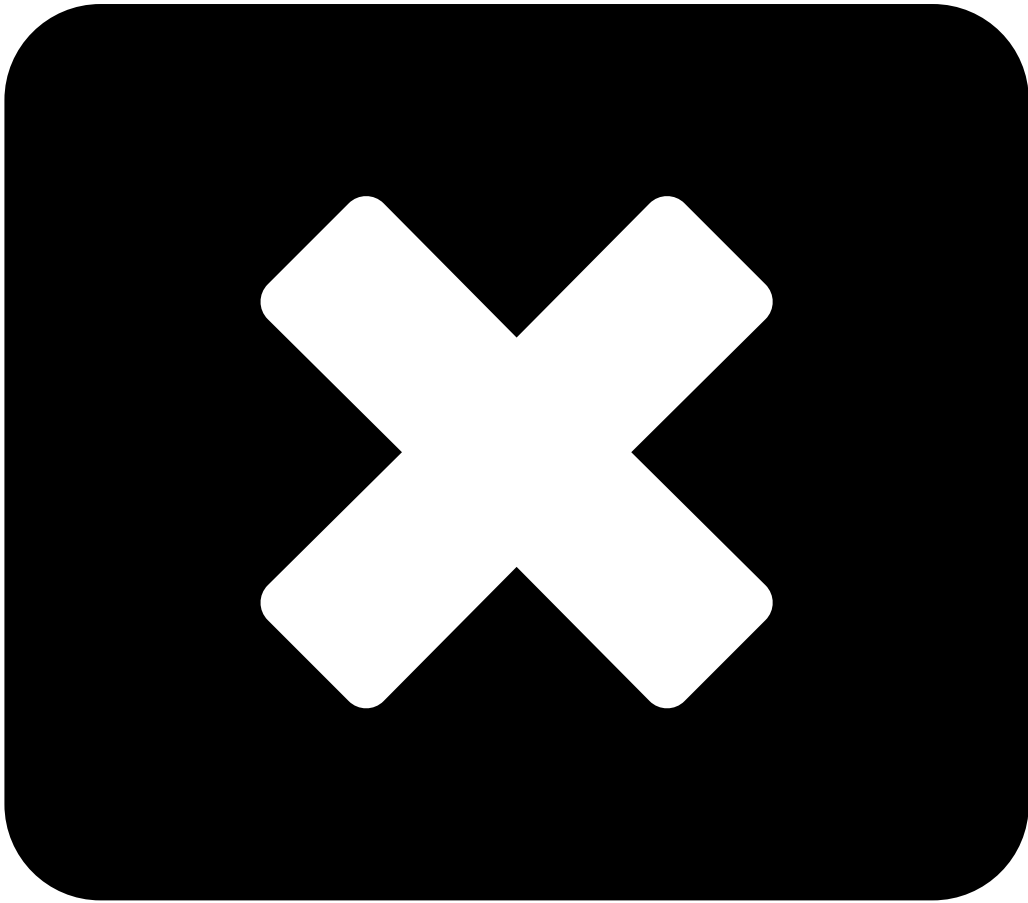
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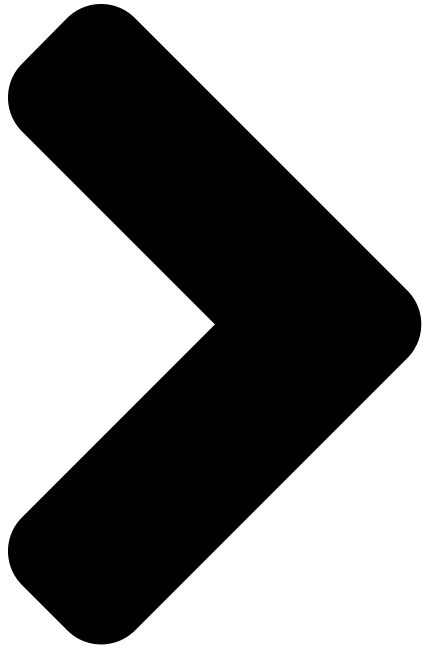


Who we are

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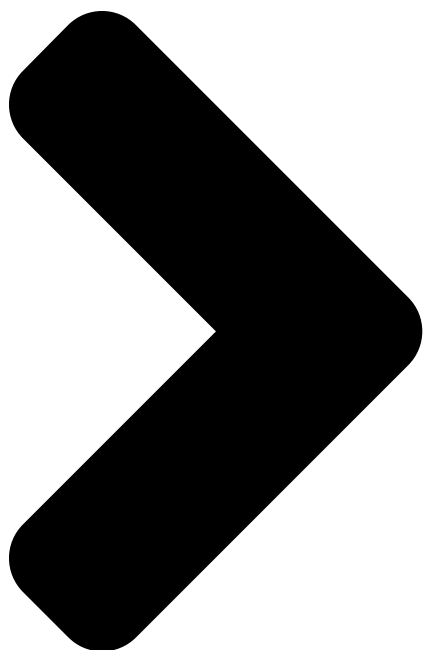


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Contact us

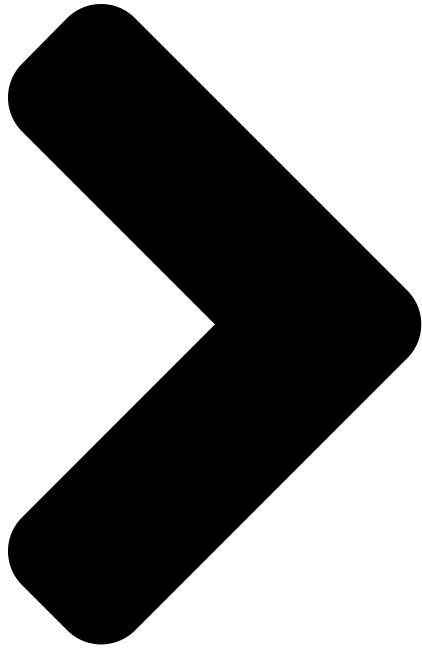




Affiliate program

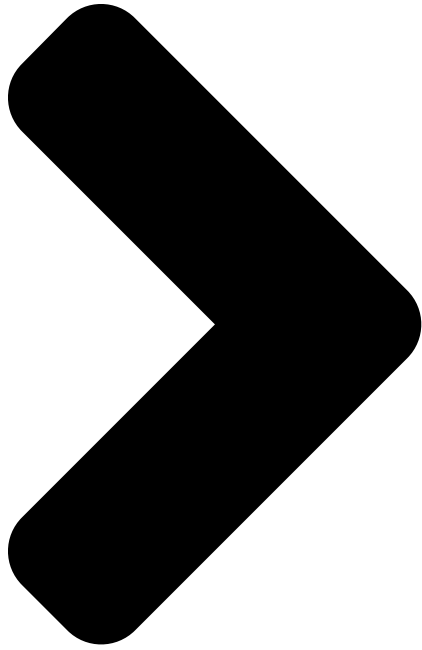
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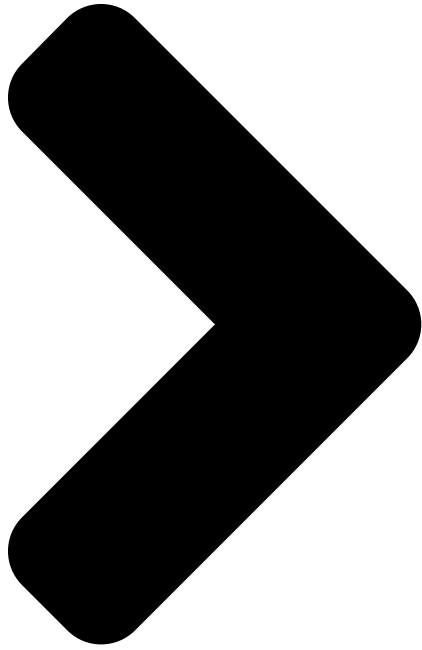




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Zero-Visit Visibility Checklist

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Score your brand's readiness
for the clickless era

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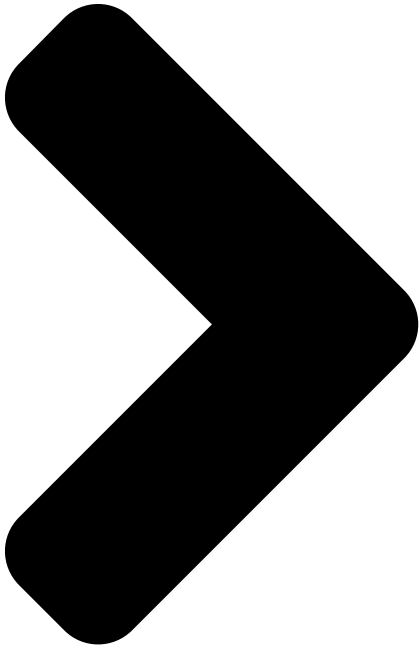
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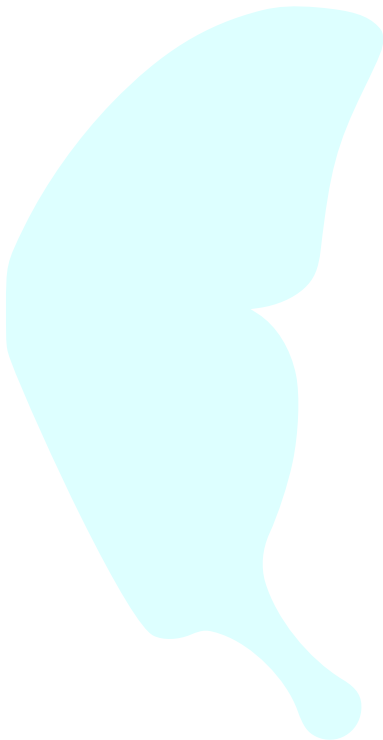
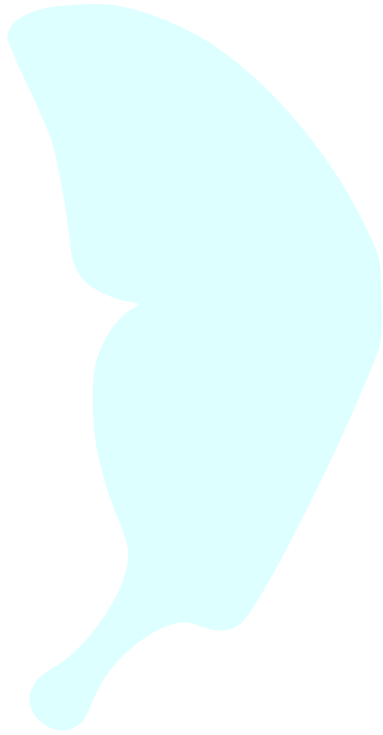
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Radical Pricing Transparency

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The 2026 Agency Dare



Here is why hidden-fee agencies are finished

Let me start with a blunt statement. **If your agency hides its prices behind a “contact us” form in 2026, you are profiting from client confusion. I do not**

say this lightly. I say it because after working with dozens of agencies, I have never seen a hidden price that was lower than the sum of its transparent parts.

Consequently, a shift is happening. Clients have grown tired of the guessing game. They no longer book discovery calls just to learn a number. Instead, they demand to see pricing upfront. And therefore, agencies that refuse to show their prices are being filtered out before the conversation even begins.

This post is the **agency pricing manifesto** for 2026. We are publishing our exact calculators for every service. We are daring other agencies to do the same. And we are predicting that by December 31, 2026, transparent pricing will be the new standard.

The One Question Hidden-Fee Agencies Fear Most

Ask any agency that hides its prices this simple question: *“If I built my own package using your line-item costs, would the total be lower than what you would quote me on a call?”*.

They will dodge. They will talk about “value” and “customization”. However, you already know the answer. It would be lower. Often much lower.

How a 31% Markup Became Normal

For example, I have audited over forty agency proposals. On average, hidden markups on media buying alone reached thirty-one percent. In addition, agencies add “platform fees” for software the client could buy themselves, plus “management fees” that duplicate salaries. Consequently, clients routinely overpay by thousands per month without ever knowing it.

Why Clients Finally Caught On

For years, business owners accepted this because every agency operated the same way. Nevertheless, the combination of economic pressure, AI tools, and a generation of buyers raised on Amazon and Uber has changed expectations. Today, a missing price is interpreted as a red flag. Thus, **radical pricing transparency** has become a competitive weapon, not a nice-to-have.

The Fear That Holds Agencies Back (And Why It Is Wrong)

If you own an agency, you are probably thinking: *“Publishing prices will invite undercutting. Clients will pick the cheapest options. I will lose negotiation power.”*

We understand that fear. However, it is based on a false assumption.

The Myth of the “Custom Quote”

A custom quote sounds personalized. In reality, it is a negotiation tactic. The agency collects just enough information to anchor a high number, then adds a buffer for “unforeseen complexity”. That buffer rarely disappears, even when the complexity never appears. Therefore, the client pays for risk that the agency never takes.

The Fortress of Fixed, Transparent Pricing

Now consider the opposite. Imagine a **fixed fee agency model** where SEO for ten keywords costs \$800 because it requires X hours, Y tools, and Z reporting. The client sees that logic. They can take that number to any competitor and ask: “Can you beat this for the same scope?”

Consequently, you become comparable. And comparability is a fortress, not a weakness. Competitors cannot undercut you without revealing their own irrational pricing. As a result, a race to the bottom becomes impossible.

How We Built Calculators for Every Service

We did not publish a static price list. That would have been too rigid. Instead, we built **online individual calculators for each major service** that let anyone **build their own package** in under four minutes.

Get Your Instant Website Price

For instance, you can visit our online quote tool. You start by entering your email to unlock a personalized quote. Then, you select your business profile – whether you are a local business, a startup, a corporate agency, or an e-commerce store. Next, you choose your website type: a brochure site, a full business website, a redesign, or a custom web app. After that, you provide project details like your desired platform, number of pages, languages, content readiness, and special options such as shops or booking systems. Each selection updates the price in real time. There is no “request a quote” button. The price you see is the price you pay.

Adding Marketing & Growth Add-Ons

Similarly, you want to supercharge your website? The tool lets you add services like basic SEO setup, a blog system, booking appointments, premium hosting, speed optimization, copywriting, and even logo design. Each add-on has a clear, fixed price. Your running total adjusts instantly. No bundling, no hidden markup.

Why We Did Not Stop at a Price List

A static price list would have been easier to build. However, it would have failed because different clients have different needs. A small e-commerce brand should not pay the same as a national enterprise. Thus, interactive calculators give clients the power to match price to scope without ever needing our permission. And as the tool clearly states, there are **no hidden**

fees, ever. You get a fixed-price contract, 30 days of revisions, and an on-time guarantee.

What the Data Says After Six Months

Since launching the calculators, we have tracked three key metrics. First, the time from first visit to signed contract dropped from twenty-two days to nine days. Second, price objections fell by over sixty percent. Third, the most common client feedback is: *"We chose you because you did not make us guess."*

In other words, transparency accelerates trust. And trust, in a service business, is the only sustainable growth engine.

The 2026 Dare: Public or Irrelevant

Here is our prediction. By December 31, 2026, any digital marketing agency without a transparent, interactive pricing tool will be considered outdated. Not "less competitive." Outdated.

What "Outdated" Looks Like in Practice

It does not mean bankruptcy. Instead, it means that the best clients – the ones who research, compare, and pay on time – will filter you out. They will see the "contact us for pricing" form and click back to a competitor with a calculator. Consequently, hidden-fee agencies will be left with the least informed, least profitable clients. That is a slow death, but it is a death nonetheless.

The Growing List of Agencies Joining the Movement

To date, seven agencies have told me they are building their own calculators after seeing ours. Five more have asked for our spreadsheet templates. One sent a note that said: *"You made us realize we were hiding because we were ashamed of our margins."*

That note is the entire thesis. If you are ashamed of your margins when they are visible, you should not have those margins.

What Clients Hate More Than High Prices

We have asked hundreds of business owners: *"What is worse than an expensive agency?"* The answer is never "a cheap agency". It is always: *"An agency that surprises me with unexpected costs"*.

For example, a client will happily pay \$5,000 per month if they know exactly what they get and exactly what they will pay next month. In contrast, they will resent paying \$3,000 per month if the third invoice includes a \$600 "platform setup fee" that was never mentioned.

Therefore, **no hidden fees** is not a feature. It is the baseline requirement

for trust.

Your 24-Hour Action Plan

Stop reading passively. Take one action today.

If You Own an Agency

Pick your most popular service. Open a spreadsheet. List every cost that goes into delivering that service for one month. Then add a reasonable, fixed profit margin. Publish that number somewhere. It does not have to be a full calculator yet. Just start. Within one week, add a second service. Within one month, publish a simple calculator.

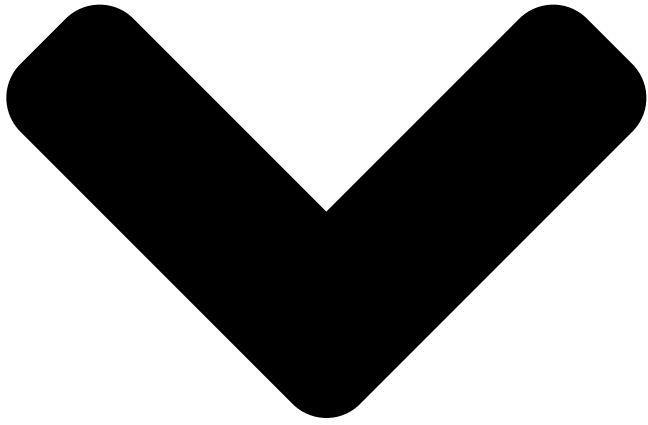
If You Are a Client

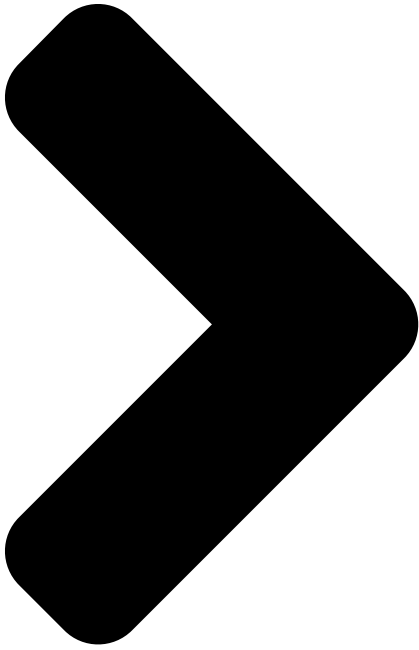
Stop filling out “contact us” forms. Instead, bookmark agencies that show their prices. Use their calculators. Build your own package. And when an agency refuses to give you a price without a call, ask them one question: *“What are you afraid I will see?”*

Their silence is your answer.

Frequently Asked Questions (FAQ)

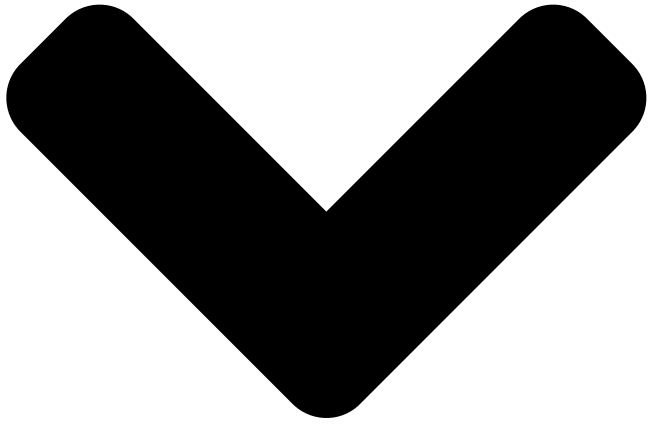
Is radical pricing transparency just a gimmick?

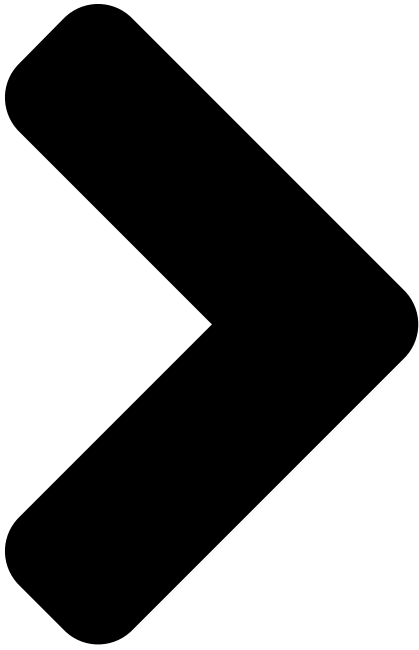




No. A gimmick is a discount code that expires. Transparency is a structural commitment. Our sales team has no negotiation leeway. Our finance team adds no surprise fees. What you see on the calculator is what you pay.

What happens to agencies that refuse to publish prices?

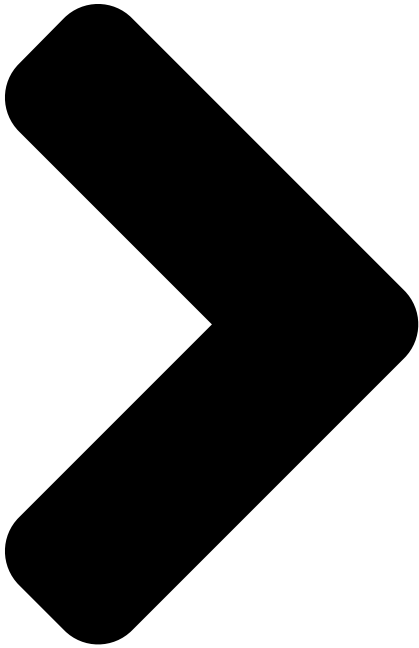




They will lose high-information clients. Those clients stay longest, pay on time, and refer the most business. Hidden-fee agencies will be left with small or desperate clients – neither segment is profitable long-term.

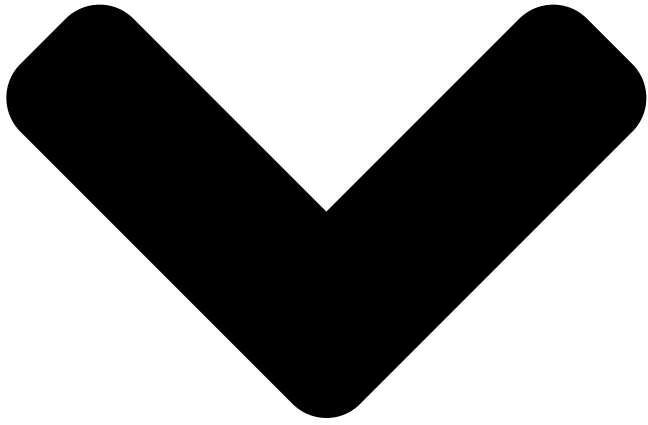
Can you trust a transparent price over a negotiated one?

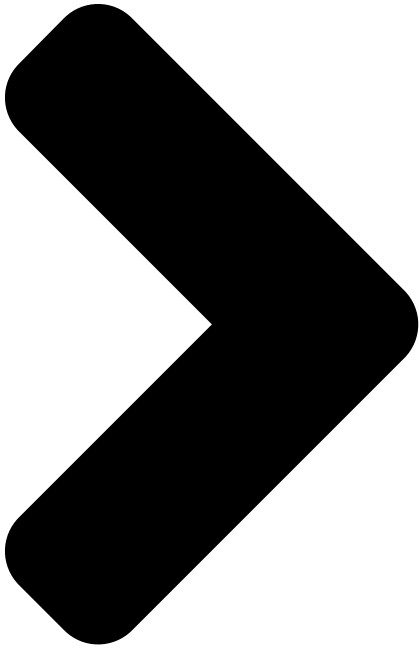




Yes. Negotiation implies the first price was unfair. A calculator price is the same for every client with the same inputs. That consistency is more trustworthy than any discount.

How do your calculators prevent undercharging or overcharging?

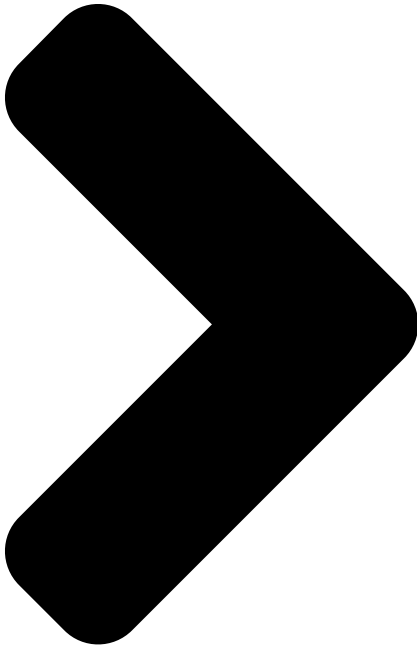




Undercharging leads to corner-cutting. Our calculators tie price directly to verifiable scope. Ten keywords cost \$800 because we have delivered that exact scope hundreds of times. You cannot accidentally underpay or be overcharged.

What do clients hate more than high prices?





Surprise fees. Hidden markups. Invoices that change without explanation. A high price stated upfront is acceptable. A lower price that creeps upward after signing is betrayal.

No. A gimmick is a discount code that expires. Transparency is a structural commitment. Our sales team has no negotiation leeway. Our finance team adds no surprise fees. What you see on the calculator is what you pay.

They will lose high-information clients. Those clients stay longest, pay on time, and refer the most business. Hidden-fee agencies will be left with small or desperate clients – neither segment is profitable long-term.

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Undercharging leads to corner-cutting. Our calculators tie price directly to verifiable scope. Ten keywords cost \$800 because we have delivered that exact scope hundreds of times. You cannot accidentally underpay or be overcharged.

Surprise fees. Hidden markups. Invoices that change without explanation. A high price stated upfront is acceptable. A lower price that creeps upward after signing is betrayal.

Reach Out to Us

The Reckoning Is Here

The old model of agency pricing is dying. Not because of me. Because clients have finally realized that “custom quote” usually means “we will charge whatever we think you can afford”.

You can join the new model. Publish your prices. Build calculators. Dare to be compared openly. Or keep hiding behind contact forms, hoping your clients never find out the truth.

We have made our choice. The calculators are live. The prices are public. The dare is out.

Now it is your turn.

Build your package now with TSI Digital Solution – no call, no email, no games.

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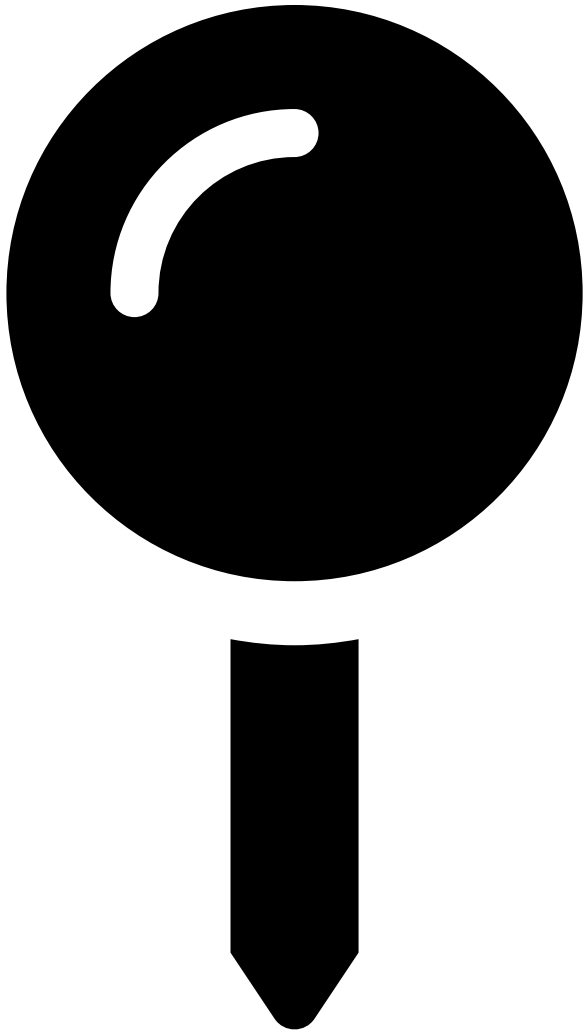
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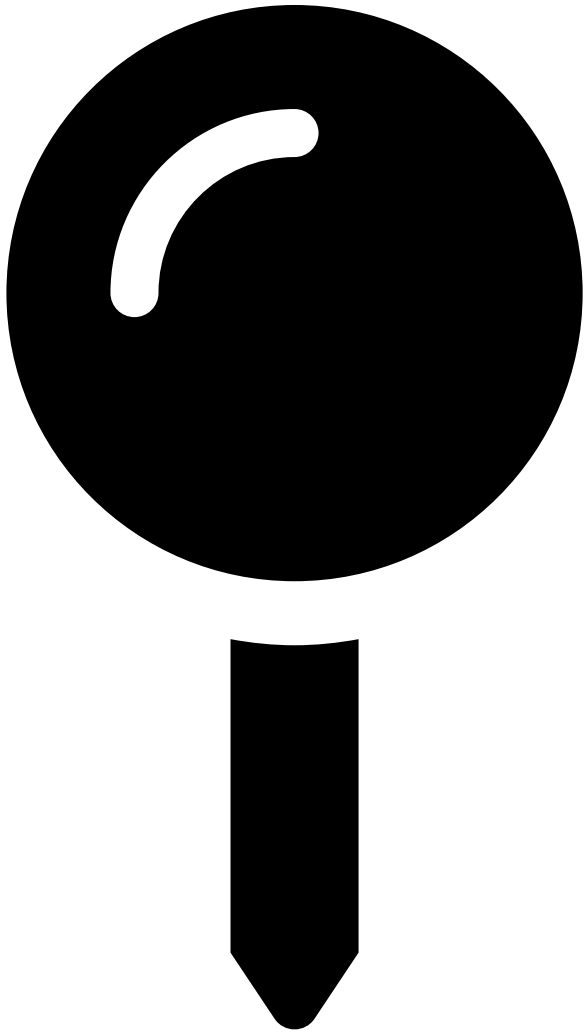
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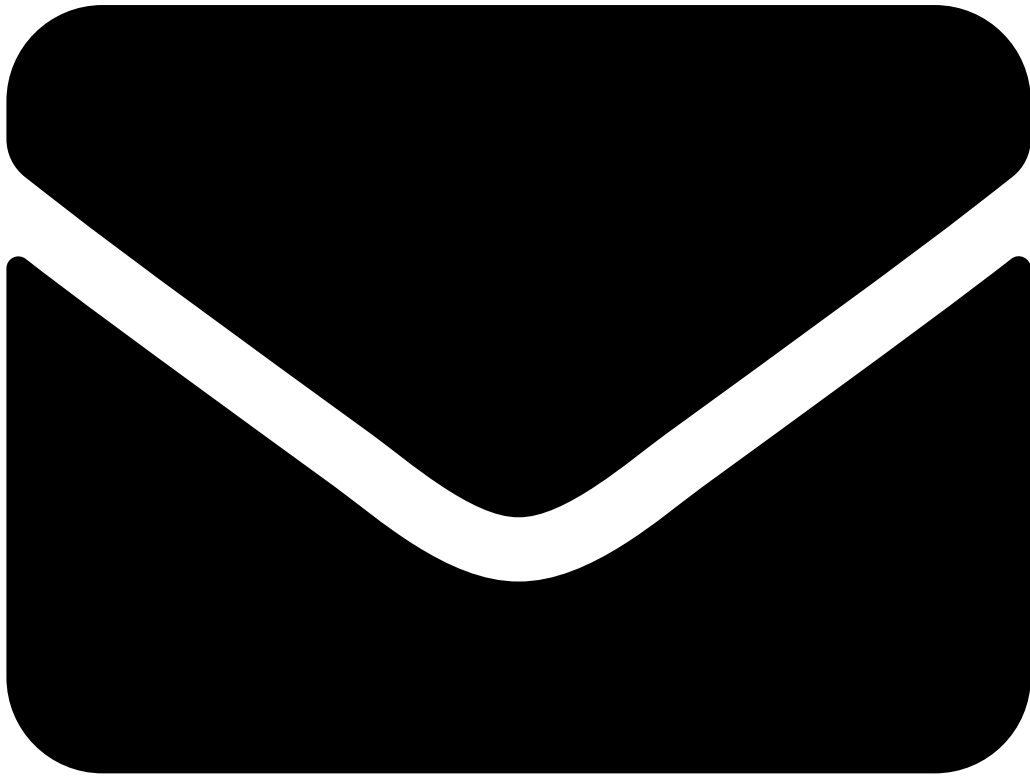


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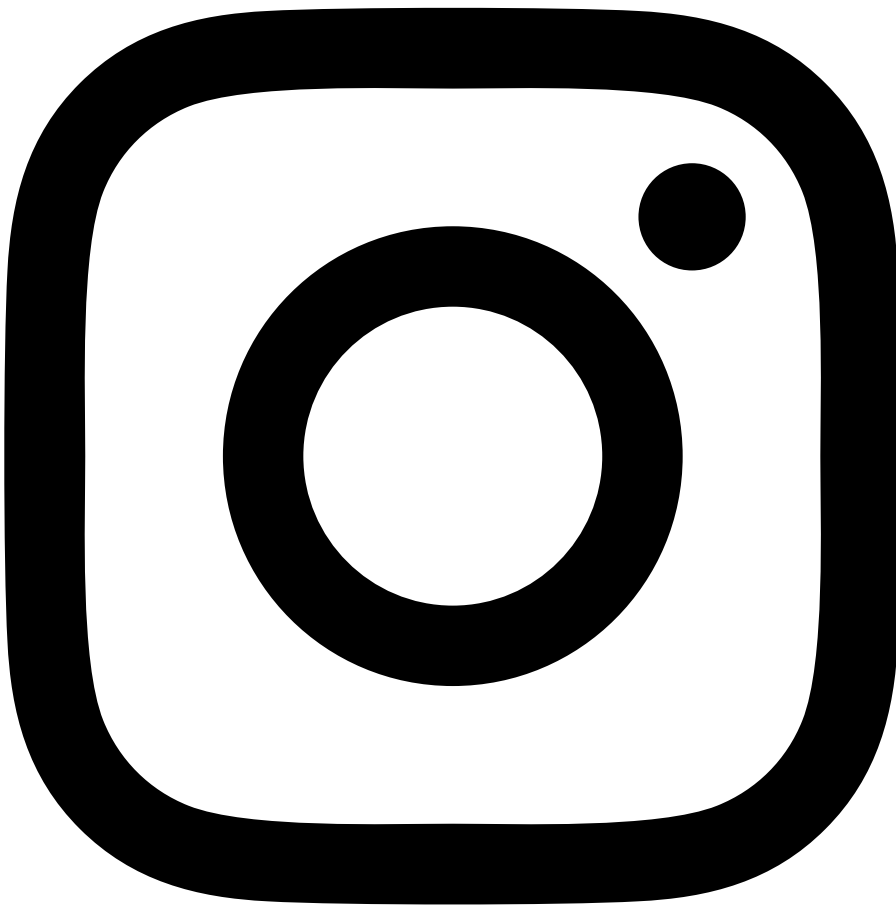
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