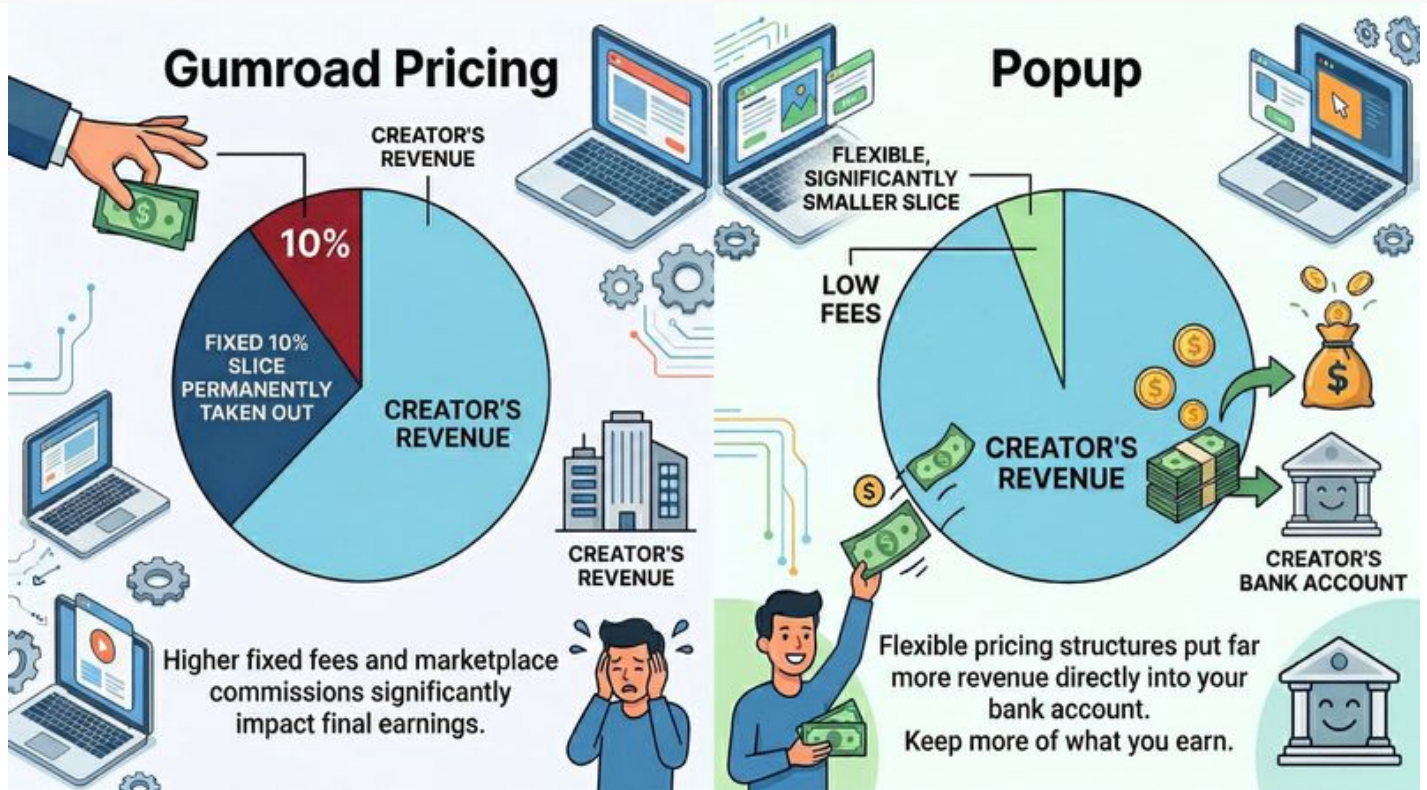




The Gumroad Pricing Trap: Why You're Paying a 10% Success Tax

Let's do the math on Gumroad pricing. At first glance, the lack of a monthly fee sounds like a win for early creators. But the reality is a brutal **10% + \$0.50 flat fee on every single transaction**. While this includes credit card processing, it effectively means you are handing over a massive chunk of your revenue on low-ticket items, masking how much they're actually skimming off the top.

Worse, if a buyer finds your product through Gumroad Discover, they take a staggering **30% cut**.

This is the definition of a success tax. The harder you work, the larger your audience gets, and the more you sell—the more you are punished. If you launch a live cohort and sell \$10,000 worth of tickets directly, Gumroad pockets over \$1,000 just for processing the checkout, and they offer **zero volume discounts**. You can't outgrow the 10% tax.

It's time to stop renting your checkout and start keeping your revenue. Enter Popup.

Popup is built for creators who want to scale without getting punished. Start for free at **9%**, or upgrade to our monthly plan to slash your fees to just **5%** when your volume increases.

Popup vs. Gumroad Pricing: Scale Your Margins

The Base Cut	9% (Or lower to 5% with a monthly plan)	10% + \$0.50 per transaction
Marketplace Taxes	You own your traffic, zero hidden fees	30% cut if sold via Gumroad Discover
Payout Speed	Instant via your own connected Stripe	Held by the platform, delayed payouts
Scaling Penalty	Flexible. Upgrade to 5% to protect margins as you grow.	Punitive. Fixed at 10% forever. No volume discounts.

Looking for a broader feature breakdown? Check out our full [Gumroad alternative](#).

Why They Make the Switch

"I was using Gumroad for my workshops and realized I paid them \$1,500 last month just for processing checkouts. That's a mortgage payment. I switched to Popup's 5% tier. The checkout is faster, the live room is built-in, and I instantly protected thousands in profit margins."

Sarah, Workshop Host & Creator

Stop Bleeding Revenue to Platform Fees

You did the hard work of building an audience. Don't hand over 10% +0.5\$ of your business forever. Upgrade to Popup, choose the pricing tier that fits your volume, and keep what you kill.

Create your Popup page

No credit card required. No subscription. Pay only when you get paid.

