Ashmere Agency

Client-Ready Change Brief

Historical sample · 2021 to 2024

What changed on the offer page

Watched page: https://stripe.com/pricing

Prepared for a non-technical client handoff. Only price, plan, promo, and headline changes are listed.

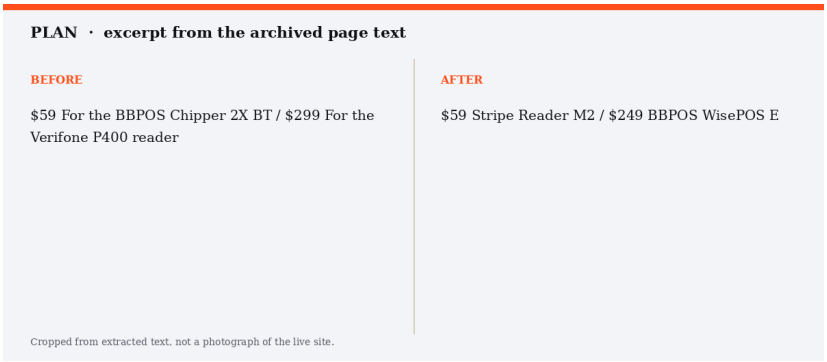
DECEMBER 31, 2020, 10:11:13 PM ET → JULY 2, 2022, 12:54:58 PM ET

Card readers and several add-on fees were restated

```
Record ID (before): e4e15f97d16ff1d839b66551461919 45c7fd185e0a2d6b7d986d9b1a8163f62e
Record ID (after):  245d5cb34a3b76dac42e3d35919131070456b841729a92c735fb433a4e191dd9
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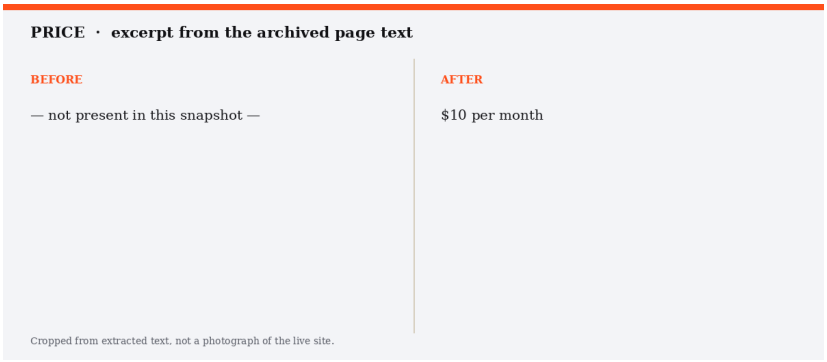
PLAN

The hardware offer changed: the named card readers were replaced, and the higher-priced reader moved from $299 to $249.



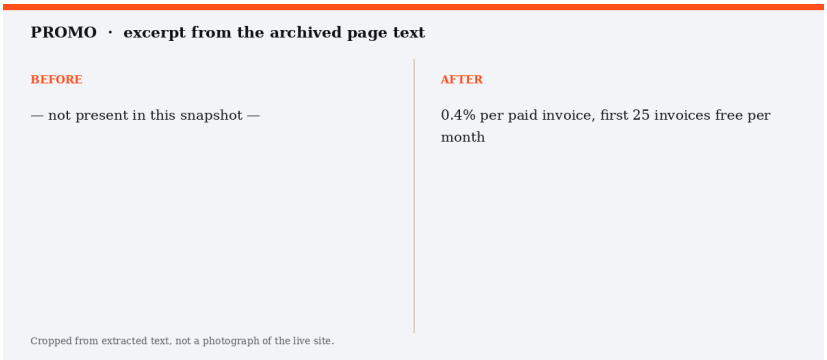
PRICE

A $10 per month line appeared in the later extract, which reads as a new recurring fee on the public pricing page.



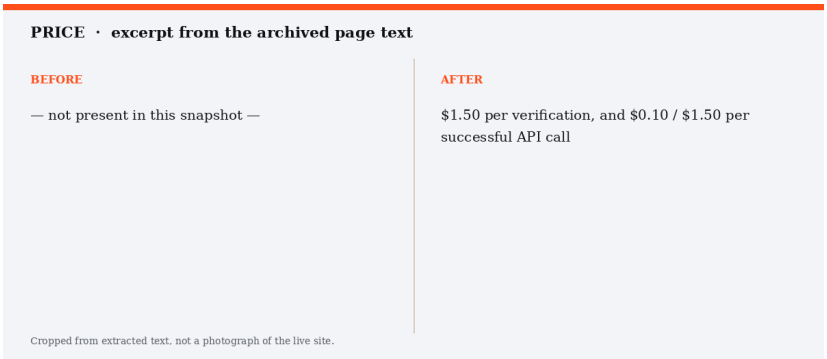
PROMO

Invoice pricing appeared in the extract, including a free allowance of the first 25 invoices each month.



PRICE

New verification and API-style fees appeared in the public extract, including $1.50 per verification.



Filtered 1 noise change (cookie banners or similar chrome).

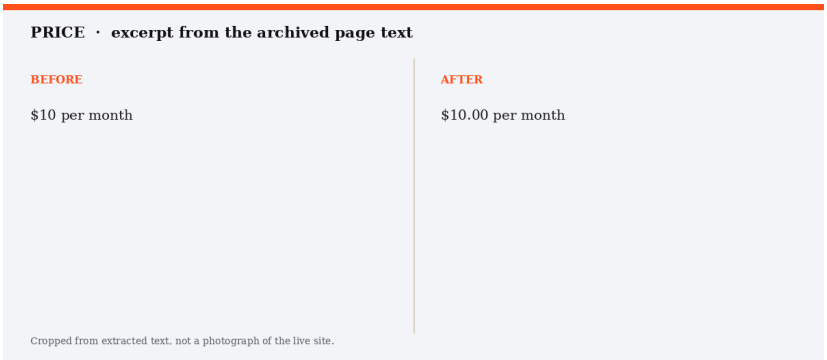
JULY 2, 2022, 12:54:58 PM ET → MARCH 3, 2024, 10:59:32 AM ET

Fee wording was tightened and some amounts were restated

```
Record ID (before): 245d5cb34a3b76dac42e3d35919131070456b841729a92c735fb433a4e191dd9
Record ID (after):  6879abd10bc7108740503e6af6588ef8c1513d3462e8f1636835ed0394739997
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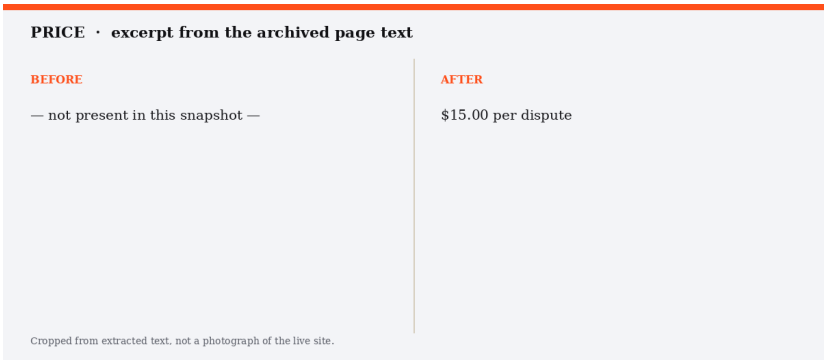
PRICE

The monthly fee was restated as $10.00 per month — same amount, tighter wording.



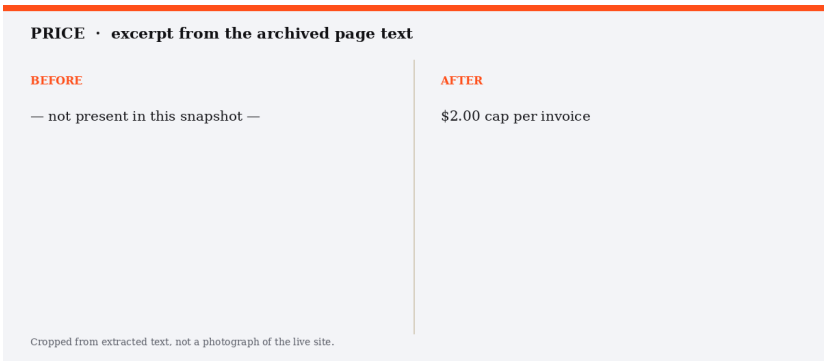
PRICE

A $15.00 per dispute fee appeared in the later extract.



PRICE

A $2.00 cap per invoice appeared in the later extract.



Filtered 1 noise change (cookie banners or similar chrome).

Noise we left out

2 cookie-banner or chrome wording changes were hidden from this brief.

This brief fingerprints stored captures of a public page. SHA-256 record IDs identify the archived files we stored. A record ID is not a legal certification and is not a guarantee that a file is admissible in court. This brief does not use the watched company’s logo or marks.