# Ignition reveals AI-powered pricing intelligence to boost service firm profitability



Practice management software provider Ignition has revealed its plans for an innovative "AI-powered pricing intelligence" feature, aimed at transforming how businesses manage their pricing strategies. Announced on June 10, 2025, at the AICPA Engage conference, this functionality is still in its early development stages, but promises to leverage extensive billing data across thousands of services to generate tailored pricing suggestions for businesses.

CEO Greg Strickland emphasised the potential impact of this new feature by addressing common pricing challenges that many businesses face. "Undercharging services. Underselling value. Second-guessing prices. These are problems dragging down profitability across the industry," he remarked during the conference. The system is designed to help business owners move away from guesswork, enabling them to set prices with confidence. The AI will recommend whether a proposed price falls below, within, or above expected ranges, offering a suggested price based on real-world insights derived from the notable volume of billed services.

Unlike traditional pricing tools that rely on static benchmarks, Ignition's approach provides dynamic, contextual suggestions. These are based on finer details entered by the customer, including the specific service attributes, billing types, and regional factors. According to Strickland, this context is crucial: "The AI pricing suggestions will be informed by thousands of billed services to give customers real-world insights into what clients are actually paying."

Currently integrated into the proposals workflow, the AI pricing intelligence feature allows customers to see where their prices stand in relation to expected ranges, while giving them the discretion to adjust pricing before finalising proposals. This feature is part of a broader move towards enhancing pricing strategies within the professional services sector, and Ignition expects to roll out the full capabilities of this feature by the end of 2025.

Beyond this AI initiative, Ignition is actively making strides in product development. In December 2024, the company celebrated a significant milestone, assisting over 7,500 customers in generating more than $2.7 billion in revenue. The focus has been on harnessing technology to strengthen client relationships and enhance profitability for service-based businesses. As part of this vision, Ignition has introduced several product innovations for 2025, including agreements-integrated deal pipeline management and a new plan specifically designed for solopreneurs.

Moreover, earlier in 2025, Ignition launched a suite of pricing automation tools called AutoPricing, aimed at easing the pricing process for professional services businesses. This tool allows businesses to implement price increases across multiple clients simultaneously, demonstrating Ignition’s commitment to providing comprehensive solutions for revenue optimisation. Strickland noted the advantages of these developments, stating that such innovations empower businesses to adjust fees easily, leading to more effective pricing strategies and improved profitability.

As Ignition seeks to refine its AI-driven pricing capabilities and broaden its feature set, the company is focused on building a responsible model that delivers real value. The emphasis on a gradual and considerate rollout indicates their commitment to ensuring that these tools genuinely enhance the customer experience and foster long-term success for service-based businesses.

Ignition customers eager to explore this cutting-edge feature can join a waitlist to express their interest, demonstrating the growing anticipation around such technological advancements in the pricing landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.cpapracticeadvisor.com/2025/06/10/ignition-unveils-plans-for-ai-powered-pricing-feature/162873/), [[2]](https://www.cpapracticeadvisor.com/2025/06/10/ignition-unveils-plans-for-ai-powered-pricing-feature/162873/)
* Paragraph 2 – [[1]](https://www.cpapracticeadvisor.com/2025/06/10/ignition-unveils-plans-for-ai-powered-pricing-feature/162873/), [[4]](https://insightfulaccountant.com/in-the-news/people-and-business/new-ignition-president-announces-product-innovations/)
* Paragraph 3 – [[3]](https://www.ignitionapp.com/news/ignition-empowers-7%2C500-customers-to-earn-over-2%2C7B-in-revenue-with-new-product-innovations-on-the-horizon), [[5]](https://creatingchangemag.com/2025/02/20/ignition-launches-autopricing-to-automate-price-increases-for-service-based-businesses/), [[6]](https://www.einpresswire.com/article/786446365/ignition-debuts-first-to-market-autopricing-to-automate-growth-for-services-businesses)

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## Bibliography

1. <https://www.cpapracticeadvisor.com/2025/06/10/ignition-unveils-plans-for-ai-powered-pricing-feature/162873/> - Please view link - unable to able to access data
2. <https://www.cpapracticeadvisor.com/2025/06/10/ignition-unveils-plans-for-ai-powered-pricing-feature/162873/> - On June 10, 2025, Ignition, a practice management software provider, announced plans for an 'AI-powered pricing intelligence' feature. This functionality aims to offer AI-driven pricing suggestions tailored to individual services and businesses, utilising real billing data from thousands of services. CEO Greg Strickland highlighted the feature's potential to help business owners price with confidence, indicating whether a price is below, within, or above the expected range, alongside AI-suggested pricing. The feature is currently in early development, with a broader release expected by the end of 2025.
3. [https://www.ignitionapp.com/news/ignition-empowers-7,500-customers-to-earn-over-2,7B-in-revenue-with-new-product-innovations-on-the-horizon](https://www.ignitionapp.com/news/ignition-empowers-7%2C500-customers-to-earn-over-2%2C7B-in-revenue-with-new-product-innovations-on-the-horizon) - In December 2024, Ignition celebrated assisting over 7,500 customers in generating more than $2.7 billion in revenue. The company announced several product innovations for 2025, including agreements-integrated deal pipeline management, industry-first capabilities to automate bulk price increases when creating or renewing client agreements, enhanced app integrations, and a new plan designed specifically for solopreneurs. CEO Greg Strickland emphasised the importance of strong client relationships and sustainable profits for professional services businesses.
4. <https://insightfulaccountant.com/in-the-news/people-and-business/new-ignition-president-announces-product-innovations/> - Following the appointment of a new president, Ignition revealed its latest product innovations aimed at redefining how service-based businesses sell, bill, and get paid. These innovations include agreements-integrated deal pipeline management, industry-first capabilities to automate bulk price increases, enhanced app integrations, and a new plan tailored for solopreneurs. CEO Greg Strickland highlighted the company's vision to become the platform that enables small to medium professional services businesses to attract, win, manage, and retain clients.
5. <https://creatingchangemag.com/2025/02/20/ignition-launches-autopricing-to-automate-price-increases-for-service-based-businesses/> - In February 2025, Ignition introduced AutoPricing, a suite of pricing automation tools designed to help professional services businesses streamline price increases at scale. The new capabilities allow businesses to automate bulk price adjustments, providing greater control over revenue growth while improving long-term cash flow and profitability. CEO Greg Strickland stated that AutoPricing empowers businesses to adjust fees easily, improving profitability and enabling smarter pricing strategies.
6. <https://www.einpresswire.com/article/786446365/ignition-debuts-first-to-market-autopricing-to-automate-growth-for-services-businesses> - In February 2025, Ignition debuted AutoPricing, a suite of industry-first pricing automation capabilities aimed at helping professional services businesses streamline price increases at scale. The new capabilities allow businesses to automatically increase prices across multiple clients simultaneously when editing or renewing proposals, instantly seeing additional revenue. CEO Greg Strickland emphasised that AutoPricing empowers businesses to adjust fees easily, improving profitability and enabling smarter pricing strategies.
7. <https://itbrief.news/story/ignition-launches-autopricing-tools-to-ease-price-updates> - In February 2025, Ignition launched AutoPricing, a new set of pricing automation tools designed to help professional services businesses streamline bulk price increases. The new capabilities allow businesses to implement price updates for multiple clients simultaneously, particularly useful when editing or renewing proposals. CEO Greg Strickland commented that AutoPricing empowers businesses to adjust fees easily, improving profitability and enabling smarter pricing strategies.