SULU

Sulu.ai Pricing 2026

Provided by Sulu GmbH

Sulu.ai

Unlock the power of AI right within your CMS with our flexible, usage-based pricing model. Every customer benefits from a base fee that ensures continuous access to our AI assistant features, while additional usage is billed through attractive package bundles or a pay-as-you-go option.

Base Subscription – €45/month

What's Included:

- **Core AI Features**: Access to our AI assistant, which integrates multiple models to assist with content editing, translation, SEO, and accessibility tasks.

- **Included AI Credits**: 500 AI Credits every month to get you started.

- **Support & Updates**: Continuous support, performance monitoring, and regular feature/model updates.

Monthly Credit Bundles

If your usage exceeds the base quota, choose one of our credit bundles for a lower per-credit rate. Bundles are offered on a monthly basis and are billed in addition to the base fee.

Starter Bundle – €30/month

- **Credits Included**: 1.500 additional AI Credits (Rate: €0,02 per AI Credit)
- **Ideal For**: Occasional users who need a little extra capacity for specific projects.

Business Bundle – €75/month

- **Credits Included**: 5.000 additional AI Credits (Rate: €0,015 per AI Credit)
- **Ideal For**: Growing teams with regular and predictable AI usage requirements.

Enterprise Bundle – €180/month

- **Credits Included**: 18.000 additional AI Credits (Rate: €0,01 per AI Credit)
- **Ideal For**: High-volume enterprise-level users who require extensive AI processing power.

Pay-As-You-Go

For those who prefer flexibility over pre-packaged credits:

- **Rate**: €0,04 per AI Credit
- **How It Works**: If you exceed the 500 included credits in your base subscription and haven't opted for a pre-packaged bundle, any additional AI Credits will be billed at this rate.
- **Perfect For**: Users with unpredictable or variable AI usage who only want to pay for the exact number of credits consumed.