
WOXLY

Platform Cost-to-Serve Analysis

Version: July 2026

Exchange Rate: 1 USD = ₹96.24

Executive Summary

This report explains the estimated monthly operating cost of running Woxly.

The purpose of this report is to answer three important questions.

- Is our pricing profitable?
- Can Woxly scale to thousands of merchants?
- What are our biggest operating costs?

The analysis shows that Woxly has a healthy cost structure.

Even merchants who use most of their monthly limits generate infrastructure costs that are much lower than their subscription fee.

This gives Woxly strong gross margins and enough room to invest in future features and customer support.

Infrastructure Stack

Service	Purpose	Pricing
DigitalOcean	Application Server	\$25–30/month
Resend	Email Delivery	\$20 for first 50,000 emails + \$0.90 per 1,000 additional emails

Gemini 3.1 Flash Lite	AI Product Listing	\$0.001625 per listing (platform capped at \$20/month)
Cloudflare R2	Image & File Storage	First 10GB free, then \$0.015/GB

Merchant Plan Limits

Starter Plan

₹799 (Yearly)

₹999 (Monthly)

Included

- Unlimited Order Emails
 - Unlimited Invoice Emails
 - Unlimited Delivery Updates
 - 100 Recovery Emails
 - 1,000 Newsletter Emails
 - AI Product Listing
-

Growth Plan

₹1,999 (Yearly)

₹2,499 (Monthly)

Included

- Unlimited Order Emails
- Unlimited Invoice Emails

- Unlimited Delivery Updates
 - 2,000 Recovery Emails
 - 2,000 Newsletter Emails
 - AI Product Listing
-

Cost Breakdown

Normal User

Typical small business

Usually receives

25 Orders

10 AI Listings

200 Newsletter Emails

Limited Recovery Emails

Estimated Monthly Cost

Starter

≈ ₹13

Growth

≈ ₹65

Medium User

Growing business

Higher marketing usage

More orders

More newsletters

Higher recovery emails

Estimated Monthly Cost

Starter

≈ ₹25–35

Growth

≈ ₹90–120

Power User

Merchant uses almost every feature available.

Maximum newsletter usage

Maximum recovery emails

Higher AI usage

Estimated Monthly Cost

Starter

≈ ₹42

Growth

≈ ₹156

Visual Comparison

Monthly Cost Per Merchant

Starter

Normal  ₹13

Medium  ₹30

Power  ₹42

Growth

Normal  ₹65

Medium  ₹110

Power  ₹156

Platform Cost at Scale

50 Merchants

Shared infrastructure keeps operating cost low.

Email volume stays within the first pricing tier.

Lowest operating cost per merchant.

200 Merchants

Email becomes the largest variable expense.

AI cost remains minimal.

Storage cost remains almost zero.

500 Merchants

Email infrastructure scales predictably.

AI reaches platform cap.

Storage still contributes very little.

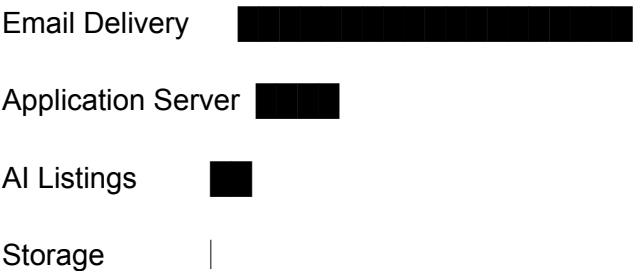
1,000 Merchants

Platform remains highly profitable.

Infrastructure grows much slower than subscription revenue.

Where Money Goes

Operating Cost Distribution



Email delivery is the biggest recurring infrastructure cost.

Storage is almost negligible.

AI remains inexpensive because of platform-level usage caps.

Gross Margin

Plan	Monthly Operating Cost	Gross Margin
------	------------------------	--------------

Starter ₹13–42 Very High

Growth ₹65–156 Very High

Even the highest-usage merchants generate infrastructure costs that remain far below subscription revenue.

Key Business Observations

Unlimited transactional emails are sustainable.

They increase only when merchants receive real orders.

AI cost is very low.

Gemini reaches its monthly platform cap quickly, protecting long-term operating costs.

Storage cost is almost negligible.

Cloudflare R2 provides generous free storage before additional charges apply.

Email is the largest expense.

Marketing emails and recovery emails are the biggest contributors to infrastructure cost.

Woxly pricing remains healthy.

The current pricing provides strong margins across all merchant segments.

Recommendations

Continue offering unlimited transactional emails.

Maintain AI usage caps.

Monitor monthly email usage.

Review infrastructure costs every quarter.

Introduce Enterprise pricing if extremely high-volume merchants appear.

Risks

Unexpected growth in email volume.

Third-party pricing changes.

Exchange-rate fluctuations.

Higher AI usage if future features expand.

These risks can be managed by reviewing pricing quarterly.

Future Optimizations

Introduce Enterprise plans.

Support multiple email providers.

Optimize image storage.

Improve AI prompts to reduce token usage.

Continue monitoring merchant usage patterns.

Conclusion

The current Woxly pricing model is financially sustainable.

Normal merchants generate very low operating costs.

Power users remain profitable.

The largest recurring expense is email delivery, while AI and storage costs remain minimal.

Overall, Woxly has a healthy cost structure that supports long-term growth.

Appendix

Assumptions

Exchange Rate

1 USD = ₹96.24

Infrastructure

DigitalOcean

Resend

Gemini 3.1 Flash Lite

Cloudflare R2

AI Listing Cost

\$0.001625 per product listing

Gemini Platform Cap

\$20/month

Storage

First 10GB free

Email Pricing

\$20 for first 50,000 emails

\$0.90 per additional 1,000 emails