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Price list
Full service catalogue · 2026

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PART I. DEVELOPMENT

1 Websites and website support

1.1 Landing pages and promo sites

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing Start (template-based)	Ready-made responsive template, 1 enquiry form, analytics, publication	$65 – $380 (site builders), $380 – $1,000 (freelance)	**from $300**	per project
Landing Basic (single page)	Bespoke design of the first screen + 5–7 blocks, responsive layout, form + notifications, Metrica/goals	$650 – $1,500	**from $700**	per project
Landing Pro (built for ads)	Prototype + sales copywriting, design from scratch, A/B-ready headlines, CRM integration, Yandex Direct/VK pixels, structured data	$1,000 – $3,800 (premium agencies up to $6,300)	**from $1,200**	per project
Promo site (campaign/event/product)	Image-led design, animations, timers/mechanics, multi-screen brand story	$1,200 – $3,200	**from $1,400**	per project
Promo special project	Promo site + participant's customer account, gamified mechanics, multiple languages	$3,200 – $6,300	**from $3,800**	per project
Quiz landing page	Interactive survey funnel, branching questions, step-by-step lead capture, calculation/recommendation at the end	$190 – $1,200	**Basic from $440 / Pro from $750**	per project
Multi-landing (per keyword)	Content swapped per query/campaign, N landing pages for different offers	$1,200 – $3,200	**from $1,500**	per project
Turnkey Tilda website (fast premium channel)	Professional design work on Tilda: bespoke design, Zero blocks, integrations, responsive layout — NOT a builder template	landing page $1,300 – $1,900; multi-page site $3,800 – $7,500	**landing page from $1,300 / multi-page site from $3,800**	per project

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Tilda licence (paid by the client)	Personal $75/year, Business $150/year — not part of our price	—	**not included**	per year

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Landing page prototype / wire-frame (Figma, screen structure)	$65 – $380 (freelance/studio)	**from $150**	per project
Landing page design mockup only (Figma, no markup)	$65 – $1,000	**from $380**	per project
Landing page markup only, from an existing mockup (Fig-ma/PSD → HTML, responsive)	$40 – $500	**from $320**	per project
Sales copywriting for a landing page (all block texts + offers)	$65 – $500	**from $190**	per project
Mobile adaptation of an exist-ing landing page	$65 – $320	**from $150**	per project
Redesign of a live landing page (new design on the current structure)	$320 – $1,300	**from $500**	per project
A/B testing setup for a landing page (variants + analytics)	$130 – $650 (estimate)	**from $250**	per project
Landing page integration with CRM (amoCRM / Bitrix24)	$65 – $380	**from $150**	per integration
Online payments / acquiring setup (YooKassa, T-Kassa)	$65 – $320	**from $130**	per integration
Enquiry notification setup (Telegram bot / e-mail)	$40 – $190	**from $75**	per setup
Installing and configuring counters/pixels + goals (Metri-ca, VK Pixel, Yandex Direct)	$15 – $250	**from $100**	per setup
Landing page SEO optimisation (meta tags, keyword-led copy, structured data)	$130 – $650	**from $190**	per project
Load speed optimisation (Page-Speed 90+, compression, acceleration)	$65 – $380	**from $190**	per project
Scroll animations and micro-animations for a landing page (GSAP)	$190 – $750 (estimate)	**from $250**	per project
Additional language version of a landing page	$130 – $500	**from $250**	per version
Publication: domain + hosting + SSL, linking and upload	$40 – $130	**from $65**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey landing page on the Flexbe / Platforma LP builder	$130 – $900	**from $500**	per project
Personal landing page / personal brand / online CV	$190 – $750	**from $320**	per project
Promo landing page for a mobile app (app landing)	$500 – $1,900	**from $700**	per project
Lead magnet design (PDF / checklist / guide behind a form)	$40 – $250	**from $100**	each
Landing page ongoing support on a monthly retainer (revisions, hosting, monitoring)	$40 – $250 / month	**from $65**	per month
One-off changes to a finished landing page (content/blocks)	$20 – $130	**from $40**	per edit/hour

1.2 Corporate and industry websites

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Business card website	1–5 pages, about/services/contacts, form, map, responsive layout	$380 – $1,000	**from $600**	per project
Corporate website (multi-page)	8–20+ pages, CMS, blog/news, service catalogue, forms	$700 – $3,400; bespoke design $2,500 – $5,000	**Basic from $1,200 / Pro from $2,400**	per project
Industry website	Structure/content tailored to the niche, industry modules (calculations, licences, projects, price PDF), trust blocks	$1,500 – $5,700	**from $2,000**	per project
Services website	Service catalogue with prices, online booking/enquiry, calculator, reviews, case studies	$900 – $3,200	**from $1,400**	per project
Image-led website (premium)	Bespoke art direction, animations, storytelling, non-standard interfaces	$3,800 – $10,000+	**from $3,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website for a medical clinic / medical centre	$1,900 – $7,500	**from $2,300**	per project
Website for a dental practice / specialist private clinic	$1,500 – $5,000	**from $1,900**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website for a construction / property development company	$2,500 – $10,000	**from $2,800**	per project
Website for a manufacturing plant (B2B)	$1,900 – $8,800	**from $2,500**	per project
Website for a law / consulting firm	$1,300 – $4,400	**from $1,700**	per project
Website for an estate agency	$1,900 – $6,300	**from $2,200**	per project
Website for a training centre / school / courses	$1,500 – $5,000	**from $1,800**	per project
Website for HoReCa (restaurant / café / hotel)	$750 – $4,400	**from $1,400**	per project
Website for a transport and logistics company	$1,900 – $5,700	**from $2,000**	per project
Website for a car dealership / service centre	$1,900 – $6,300	**from $2,200**	per project
Catalogue website (no basket or payment)	$750 – $2,500	**from $1,000**	per project
Module: product/service catalogue with filters (add-on)	$500 – $1,900	**from $700**	per module
Module: customer account (B2B)	$1,000 – $3,800	**from $1,300**	per module
Module: online booking / reservations	$380 – $1,500	**from $600**	per module
Module: price calculator / enquiry estimate	$320 – $1,300	**from $440**	per module
Module: vacancies / HR section with applications	$320 – $1,000	**from $440**	per module
Multilingual version of the website (localisation, 1 language)	$380 – $1,500	**from $500**	per language
Multi-region setup / city subdomains	$500 – $1,900	**from $650**	per project
Corporate website redesign (same CMS)	$1,000 – $4,400	**from $1,200**	per project
UX prototype of a corporate website (no design or markup)	$500 – $1,900	**from $650**	per project
Filling a corporate website with content (copy + media)	$20 – $65 per page	**from $25**	per page

1.3 Online stores and e-commerce

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Mini store (up to ~100 products)	Catalogue, product page, basket, online payment, 1 delivery method, simple CMS	$750 – $1,900	**from $1,100**	per project
Mid-size store (hundreds–thousands of SKUs)	Filters/search, promo codes, several payment/delivery methods, customer account, 1C data exchange (basic)	$1,900 – $7,500	**Basic from $2,400 / Pro from $4,900**	per project
Large store on 1C-Bitrix	Bespoke design, real-time 1C data exchange, price types, B2B, highload	$5,000 – $125,000+; standard build from $7,500	**from $6,900**	per project
Marketplace storefront / aggregator	Many sellers/warehouses, supplier accounts, moderation, settlements	$10,000 – $62,500+	**from $9,400**	per project
MVP marketplace (entry tier)	1 seller type, basic moderation, no settlements	$5,000 – $10,000	**from $5,700**	per project
Storefront for marketplaces (WB/Ozon + brand site)	Brand website + integration with marketplaces, single catalogue	$1,200 – $3,800	**from $1,700**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Online payment / acquiring integration (YooKassa, T-Kassa, SberPay, Robokassa) — per payment provider	$65 – $500 per provider (a ready module for Bitrix/InSales is often free); typical custom setup $130 – $320	**from $250**	per integration
Online till and 54-FZ (Russian fiscal receipts law) fiscalisation setup (ATOL Online, Modul.Kassa, OFD)	$130 – $500	**from $320**	per integration
Delivery service integration with cost calculation and pickup-point map (CDEK, Boxberry, Russian Post, DPD) — per service	$130 – $650 per service (the ready CDEK module on Bitrix Marketplace is 0)	**from $320**	per integration
Instalments/BNPL setup (T-Credit, Podeli, Dolyami, Split)	$130 – $500 (essentially the same as a payment provider integration; providers supply ready modules)	**from $320**	per integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Two-way 1C data exchange — customisation/extended scenario (products, stock, prices, orders, statuses)	$500 – $2,500; typical customisation $650 – $1,200	**from $700**	per project
Marketplace integration (Ozon / WB / Yandex Market) — syncing stock, prices and orders via API	$650 – $3,200; basic integration from $750 (alternative — SaaS aggregators such as MoySklad are cheaper on a monthly basis)	**from $1,000**	per integration
Smart search + faceted catalogue filters — setup	$380 – $1,500	**from $500**	per project
Product feed/export setup (YML for Yandex Market, XML for Google Merchant, ad feeds)	$40 – $320 (most CMSs have YML export out of the box or via a plugin)	**from $190**	per feed
Loyalty programme: bonuses, coupons, promo codes, discount rules — module	$380 – $1,900	**from $600**	per project
B2B / wholesale account: contract price types, invoices, deferred payment, minimum order, price lists	$1,000 – $5,000	**from $1,500**	per project
Customer account: order history and statuses, repeat order, favourites, documents	$500 – $1,900	**from $700**	per project
Trigger scenarios: abandoned basket, abandoned browse, price-drop emails	$190 – $750 per setup (the standard route is SaaS: Mindbox/RetailRocket/CarrotQuest on a monthly fee)	**from $380**	per project
Store integration with CRM (amoCRM / Bitrix24): passing orders, leads, statuses	$130 – $750 (ready amoCRM/B24 connectors — $65 – $190); complex custom integration up to $1,300+	**from $440**	per integration
Recommendation blocks: "bought together", upsell/cross-sell, personalised results	$190 – $900 for a custom build (personalisation is usually covered by SaaS RetailRocket/Mindbox)	**from $380**	per project
Subscription / recurring payments module	$250 – $1,300	**from $700**	per project
Stock management: multiple warehouses, reservations, per-warehouse stock display	$500 – $2,500	**from $750**	per project
Filling the catalogue / product pages (content, attributes, photos, descriptions)	80 – 400 per product page; a pack of 100 SKUs $130 – $440	**from 100/product page**	per product page

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Migrating a store to another CMS (Bitrix / MODX / custom): catalogue, orders, customers, SEO	$1,000 – $5,000	**from $1,400**	per project
SEO preparation of the catalogue: clean URLs, meta tags, Schema.org product markup (Product/Offer/Rating), breadcrumbs	$380 – $1,500	**from $500**	per project
Online store audit (technical + UX + conversion) with a remediation plan	$380 – $1,900	**from $600**	per audit
Store speed / Core Web Vitals optimisation (cache, images, code)	$190 – $1,000 (complex projects up to $1,900)	**from $500**	per project
Store ongoing support and technical support on a monthly retainer (updates, customisations, monitoring, reserved hours)	$190 – $1,300/month by tier/hours	**from $320**	per month

1.4 Catalogues, portals, content websites

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Catalogue website (no online payment)	Storefront with filters/product pages, one-click enquiry, price list export	$850 – $3,200	**from $1,200**	per project
Content portal / media	Sections, feed, tags, search, comments, editorial roles	$2,500 – $11,500	**from $3,000**	per project
Industry portal / directory	Database of objects/companies/specialists, filters, customer account, moderation	$3,800 – $19,000	**from $4,400**	per project
Knowledge base / documentation	Article hierarchy, search, versions, role-based access	$1,200 – $4,400	**from $1,500**	per project
Customer account / client portal	Authentication, roles, documents/requests/statuses, notifications	$2,500 – $12,500	**from $3,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Filling a catalogue with product/object entries (manual)	50–250/entry; pack from $190	**from 70/entry**	entry

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Catalogue import/parsing (YML/Excel/1C export → website)	$65 – $1,300 (a ready import module from $65; custom parsing/integration $380 – $1,300)	**from $320**	per project
Smart faceted filter setup (SEO filter)	$190 – $900	**from $250**	per project
Smart search with autocomplete (ElasticSearch/Sphinx)	$130 – $2,500 (simple setup from ~$130; full custom integration $500 – $2,500)	**from $700**	per project
Multi-level taxonomy / category tree	usually part of catalogue/CMS development; as a separate service $130 – $500	**from $320**	per project
Product/object comparison module	$130 – $500	**from $190**	per project
Reviews/ratings module with moderation	$190 – $750	**from $250**	per project
Comments + UGC moderation (anti-spam, pre-moderation)	$130 – $500 (ready/built-in solutions are often cheaper or free)	**from $230**	per project
Copywriting articles/materials for a portal	300 – $40 / 1000 characters; article $20 – $75	**from 800 / 1000 characters**	1000 characters
Object map on Yandex Maps + on-map filter (geo directory)	$320 – $1,500	**from $440**	per project
Parametric selection form / selection calculator	$250 – $1,200	**from $350**	per project
Author/editorial account (publishing workflow, roles)	$500 – $1,900	**from $700**	per project
Article versioning / edit history (for a knowledge base)	usually built into the CMS; custom implementation $190 – $650	**from $380**	per project
Paywall / paid subscription for content access	$650 – $3,200	**from $850**	per project
Email digest / newsletter subscription for a portal	$65 – $750 (basic integration of a mailing service $65 – $380; an automated digest costs more)	**from $250**	per project
"Related / read next" recommendation widget	0 – $500 (basic "related" is often built in or a plugin; a custom engine $130 – $500)	**from $190**	per project
Classifieds board module / user-generated listings	$500 – $2,500 (a module on a portal); a full classifieds site costs considerably more ($2,500+)	**from $750**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bulk generation of SEO meta/clean-URL templates for a catalogue	$190 – $650	**from $250**	per project
Portal content filling and moderation on a monthly retainer	$100 – $1,300 / month (basic $100 – $250; full $250 – $1,300)	**from $320 / month**	per month
Catalogue export to YML/feeds (Yandex, partners)	$15 – $500 (freelance/ready module from $15 – $65; studio setup $130 – $500)	**from $180**	per project

1.5 Markup, redesign, migration, multiple languages

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Responsive markup from a mockup	Pixel-perfect from Figma/PSD, responsive layout, cross-browser, basic animation	$40 – $190/screen; landing page $190 – $650	**from $60/screen, landing page from $320**	screen/project
Markup + build on a CMS	Markup + porting onto WordPress/Bitrix, editable fields	$500 – $1,900	**from $700**	per project
Website redesign	Audit, new UX/UI, SEO structure preserved, updated markup	$900 – $5,000	**Basic from $1,000 / Pro from $2,500**	per project
Website migration (CMS/hosting/domain)	Content/structure transfer, rankings preserved, 301 redirects	$380 – $1,900	**from $600**	per project
Multilingual website (extra language)	Language versions, switcher, hreflang, UI localisation	+$380 – $1,900/language	**from $500/language**	per language
Customisation of an existing website	New blocks/pages/features, fixes	$15 – $50/hour; packages from $190	**from $30/hour**	per hour

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
HTML email markup for a mailing	$20 – $190 per email (freelance from $15 – $35); responsive template/grid $100 – $320	**from $50/email**	per email
HTML5 banner / ad creative markup	$20 – $100 per banner (freelance from 500); a set of formats $75 – $250, full studio design up to ~$650	**from $40/banner**	per banner
Adapting an existing website for mobile (mobile retrofit)	$65 – $1,200 depending on the number of pages (simple from $65 – $150; studio work up to $1,200)	**from $250**	per project
Fixing someone else's markup (cross-browser, broken blocks)	800 – $35/hour (freelance from 500); mini pack/task from $20	**from $35/hour**	per hour

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Page design mockup in Figma (no markup)	$100 – $600 per page (freelance from $60)	**from $150/page**	per page
Prototype / wireframe in Figma	from $250 per project (freelance from $15; large multi-screen projects $750 – $1,500)	**from $320**	per project
UX usability audit (as a separate service)	typically $100 – $650 (large sites up to ~$1,900); freelance from 500	**from $380**	per project
Redesign of the home page only	$250 – $1,200, though "home page only" is rarely priced separately — usually part of a full redesign	**from $320**	per page
Restyling / design refresh (structure unchanged)	$380 – $1,500	**from $500**	per project
Moving a website to new hosting (hosting only, same CMS)	$20 – $190 (free with many hosting providers)	**from $75**	per project
CMS change / engine migration (WP↔Bitrix etc.)	from ~$190 (simple) to $2,500 (complex); mostly quoted individually	**from $750**	per project
Moving from a site builder (Tilda/Wix/uKit) to a full CMS	$380 – $1,500	**from $440**	per project
Migrating an online store (products/orders/customers)	quoted individually, guide price $500 – $2,500 depending on the catalogue	**from $700**	per project
Domain name change / domain merging with 301	$20 – $190, usually part of a migration/SEO; rarely priced as a separate paid line	**from $100**	per project
Switching to HTTPS / installing SSL + redirect setup	$25 – $150 for the work (the certificate itself is often free, Let's Encrypt; a paid SSL from ~$20/year)	**from $65**	per project
Creating a test copy (staging/dev) of the website	usually free/built into hosting (Softaculous Staging, WordPress.com); as separate work from $40 – $65, rarely sold as a standalone paid service	**from $100**	per project
Multilingual plugin setup (WPML/Polylang) without translation	$60 – $500 (freelance setup from ~$49/≈$60; studio multi-page work $100 – $500)	**from $190**	per project
Professional translation of website content (text)	standard from ~400–420 per $25-character page (≈220–300 per $15 characters) for EN/RU; technical/legal/rare languages cost more	**from 500/1000 characters**	per 1000 characters

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
hreflang / regional SEO markup setup	usually part of SEO/multilingual work; rarely priced separately (guide price $40 – $190)	**from $100**	per project
RTL localisation (Arabic/Hebrew, mirrored layout)	a genuine niche service (bidus-digital, truetech, codi), but no public prices; a +$250 – $1,000 surcharge is an estimate, not confirmed	**from $380/language**	per language
Markup/customisation support on a monthly retainer (pack of hours per month)	$65 – $1,000/month by scope and SLA (found from $40; hourly $20 – $25/hour)	**from $190/month**	per month
Urgent fix / out-of-queue hotfix	basic fix from 500 – $20 per task (Kwork); a +50–100% urgency surcharge is common practice but not publicly confirmed by specific price lists	**from $45/task**	per task

1.6 Website integrations

INTEGRATION	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Connecting a form to CRM (mini option)	Form enquiries sent to CRM without pipeline setup	$40 – $230	**from $100**	per project
CRM integration (Bitrix24 / amoCRM)	Form enquiries into CRM, fields/pipelines, deduplication, notifications	amoCRM from $290; Bitrix24 from $480	**from $300**	per project
1C data exchange (basic)	Syncing products/stock/prices/orders (1 price type, 1 warehouse; full scope — from $850)	$440 – $850	**from $600**	per project
Online payments (YooKassa/Tinkoff/SBP (instant payments))	Acquiring, 54-FZ receipts, statuses	$190 – $750	**from $190**	per project
Delivery (CDEK/Russian Post/Boxberry)	Cost/timing calculation, pickup points on a map	$190 – $650	**from $230**	per project
Analytics and goals	Counters, goals/events, e-commerce, call tracking	$100 – $500	**from $150**	per project
Ad pixels (Yandex Direct, VK)	Pixels, conversion events, audiences	$65 – $250	**from $100**	per project
Messengers/chats	Enquiry notifications, chat widget, intake bots	$130 – $650	**from $150**	per project

INTEGRATION	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Captcha / anti-spam / personal-data consent	Form protection, 152-FZ (Russian data-protection law)	$65 – $250	**from $75**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of the current 1C integration (data exchange diagnostics)	$65 – $320	**from $100**	per project
Data exchange setup for a specific 1C configuration (UT / UNF / Accounting / Complex / ERP)	UNF/Accounting $500 – $1,000; UT/KA $750 – $1,500; ERP from $1,500	**from $700**	per project
Two-way exchange of orders and statuses with 1C (order from the website → 1C, status/payment/tracking → back to the website)	$250 – $650	**from $320**	per project
Syncing several price types / warehouses / discounts and attributes from 1C	$190 – $600	**from $230**	per project
1C data exchange ongoing support on a monthly retainer (monitoring, export error triage, customisations)	$65 – $250/month	**from $100/month**	per month
Setting up pipelines, stages and deal fields in CRM	$100 – $380	**from $130**	per project
IP telephony (SIP) integration into CRM (call recording, click-to-call, pop-up card)	$100 – $380	**from $150**	per project
End-to-end analytics setup (Roistat / Calltouch / CoMagic)	$250 – $1,000 implementation + the service's subscription fee	**from $320**	per project
CRM automation (robots, triggers, digital pipeline, auto-tasks)	$130 – $650	**from $190**	per project
Migrating / transferring data into CRM (customers, deals, history from the old system)	$130 – $500	**from $150**	per project
Exporting products to marketplaces (Ozon / Wildberries / Yandex Market)	$250 – $1,000	**from $320**	per project
Generating YML/XML product feeds (Yandex Market, VK Ads, Merchant, price aggregators)	$65 – $320	**from $100**	per project
Integration with the MoySklad inventory system (stock/orders/product list)	$250 – $750	**from $320**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Email/SMS mailing integration (Unisender / Sendsay / Mindbox / DaData)	Unisender/Sendsay/SMS/DaData $65 – $380; Mindbox (CDP) from $650	**from $130**	per project
Instalments/BNPL setup (Podeli / Dolyami / Tinkoff credit)	$100 – $380	**from $150**	per project
Recurring / subscription payments (auto-charging, renewals)	$190 – $650	**from $230**	per project
Online till and 54-FZ fiscalisation setup (ATOL Online / Robocheki / cloud till)	$100 – $380	**from $130**	per project
Custom API integration with a third-party service (REST/SOAP, task-specific webhooks)	$190 – $1,300+	**from $250**	per project
Online booking / reservation integration (YCLIENTS / Dikidi / Bitrix)	$130 – $500	**from $150**	per project
Authentication integration (social login / Gosuslugi-ESIA / SSO)	social/OAuth SSO $65 – $320; Gosuslugi-ESIA from $650 (requires accreditation/ESIA integration)	**from $150**	per project
No-code integrations (Albato / Make / Zapier-like, linking services via webhooks)	$65 – $320	**from $100**	per project
Chatbot/assistant integration with a neural network (GPT/YandexGPT: answers, lead qualification)	$250 – $1,300	**from $320**	per project

1.7 Technical support and development (monthly retainer)

TIER	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Lite (monitoring)	Uptime, backups, CMS/plugin updates, up to 2 h of revisions/month	$25 – $100	**from $65**	per month
Standard	+ up to 5–6 h of revisions/month, content, incident response, minor customisations	$100 – $190	**from $150**	per month
Pro (support + development)	Up to 12–15 h/month, new blocks/pages, A/B, conversion work, report	$190 – $500	**from $320**	per month

TIER	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Business (dedicated team)	20+ h/month, dev+design+SEO, SLA, development roadmap, sprints	$500 – $1,500+	**from $700**	per month
One-off work	Specific tasks	$15 – $40/hour	**from $30/hour**	per hour
Partner subcontracting (from 40 h/month, work under the partner's brand)	Tasks for an integrator partner, no contact with their client	retail outstaffing $35 – $45	**$20 – $25/hour**	per hour
Emergency recovery	Diagnostics, restore from backup, removing a hack/virus	$65 – $650	**from $75**	per incident

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Content filling (uploading articles/news/pages)	500–$20 /hour; or $40 – $100 per pack; studio-side filling is common	**from 800 /hour**	per hour
Filling a product page (description + photos + attributes + SEO fields)	30–300 per product page depending on the number of attributes; bulk work — from 20–50	**from 120/product page**	per product page
Updating prices/stock/catalogue manually (without 1C data exchange)	$40 – $130/month for regular upkeep	**from $50/month**	per month
CMS and plugin/module updates (WordPress) — one-off, security	$40 – $190 per project depending on the number of updates and the risks	**from $50**	per project
1C-Bitrix update (core + modules) with a compatibility check	$65 – $250 one-off; complex/heavily customised projects cost more	**from $75**	per project
Renewing the 1C-Bitrix licence/technical support + installing updates	licence at the vendor's price list: "Start" = $90 initial (one-off), technical support renewal = $25/year (25%); + installation work $40 – $130	**licence at the vendor's price list + from $40 for installation**	per year + work
Uptime monitoring + downtime alerts	basic monitoring is often free/cheap (UptimeRobot, ping-admin); a managed service with alerts and studio response — 500–$40/month	**from $15/month**	per month
Setting up automatic backups	$40 – $150 one-off to set up the backup schedule	**from $50**	per project
Backup as a service (off-site storage, daily)	500–$40/month for running and storing backups	**from 900/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Security monitoring / website antivirus (scanning, hack protection)	$25 – $130/month on a retainer	**from $40/month**	per month
Hours bank / prepaid pack of hours (discounted against the hourly rate)	a 10 h pack ~$190 – $380; a 10–25% saving against the one-off rate	**from $230 / 10 h**	per 10 h pack
Moderating reviews/comments/UGC	$40 – $190/month depending on volume	**from $50/month**	per month
Monthly website report (status, metrics, work completed)	$25 – $100/month as an option; more often included in the higher support tiers	**from $40/month**	per month
Scheduled technical inspection / website health check (quarterly)	$40 – $130 for a checklist review (speed, links, errors, security)	**from $50**	per check
Consultancy / training on using the CMS admin panel	$20 – $50 /hour for one-to-one training	**from $25 /hour**	per hour
SLA agreement (guaranteed response time, priority)	a 20–50% surcharge on the retainer, or $65 – $380/month for a dedicated SLA	**from $100/month**	per month
Updating banners / campaigns / special offers (one-off)	$15 – $40 per task	**from $15**	per task
Updating legal documents (personal-data policy, offer, cookies)	studio-side adaptation of a template set $40 – $190 one-off; legally vetted drafting by a lawyer is markedly more expensive and outside a web studio's remit	**from $50 (template adaptation; no legal liability)**	per project

1.8 Hosting, domain, infrastructure

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Domain registration/renewal	.ru/.рф/.com, linking, DNS	200 – $20/year	**at the registrar's price list + setup**	per year
Turnkey hosting (shared)	Deployment, SSL, mail on the domain, setup	$40 – $150/year	**from $65/year**	per year
VPS/dedicated server	Setup, optimisation, security	$20 – $190/month	**from $35/month**	per month
SSL certificate	Issue/installation (Let's Encrypt is free)	0 – $190/year	**free (Let's Encrypt) / commercial at price list**	per year
Mail, backups, security	Corporate mail, backups, spam/attack protection	$65 – $380	**from $75 / from $20/month**	project/month

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Migration to the client's hosting / reg.ru	Deployment, domains, SMTP, checks	$130 – $500	**from $150**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Domain transfer to another registrar (transfer without losing the zone)	work $15 – $40; the transfer itself 0 – 990/year	**from $20**	per domain
DNS record setup (A/AAAA/CNAME/MX/TXT/NS)	500 – $50	**from $20**	per project
Mail deliverability setup SPF/DKIM/DMARC	$25 – $130	**from $40**	per domain
Hosting/tariff selection + infrastructure consultancy	0 – $40 (often free pre-sales)	**from $25 (or free as pre-sales)**	one-off
Control panel setup (ISPmanager / cPanel / Plesk)	$25 – $130	**from $45**	per server
LEMP/LAMP web stack setup (nginx+php-fpm+mysql)	$65 – $250	**from $90**	per server
Containerising the project (Docker / docker-compose)	$130 – $600	**from $190**	per project
CI/CD and auto-deploy setup (GitLab CI / GitHub Actions)	$130 – $650	**from $190**	per project
Connecting and configuring a CDN (Cloudflare / Selectel CDN)	$25 – $150	**from $40**	per project
Automatic backups (schedule + external storage)	$40 – $150	**from $50**	per project
Monitoring and alerting setup (Zabbix / Uptime / Grafana)	$65 – $320	**from $90**	per project
DDoS protection / firewall and WAF setup	$65 – $380	**from $100**	per project
Server tuning and optimisation for load	$100 – $500	**from $130**	per project
Website migration from server to server / VPS change	$40 – $380	**from $100**	per website
Mail server setup on a VPS (postfix/dovecot)	$65 – $250	**from $100**	per server
Staging/test environment setup (dev copy)	$40 – $250	**from $90**	per project
Wildcard / EV SSL: installation + auto-renewal	work $20 – $75 (+ the cost of the certificate)	**from $25**	per domain
Setting up corporate mail (Yandex 360 / VK WorkMail)	$25 – $100	**from $40**	per domain

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Server administration on a monthly retainer (updates, monitoring, SLA)	$65 – $380/month	**from $100/month**	per month
Server security audit / hardening	$130 – $650	**from $190**	per project

1.9 Audit, speed, accessibility, content

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Website audit (technical / UX usability / content)	Checklist review, priorities, remediation plan — a low entry threshold and a bridge to redesign/support	comprehensive $150 – $190; UX/usability $190 – $650	**from $150 / UX from $440**	per project
Website speed-up (Core Web Vitals / PageSpeed)	Speed optimisation for Google/Yandex, images, cache, critical CSS, re-measurement	$190 – $900	**from $230**	per project
Version for the visually impaired (GOST (Russian state standard) R 52872)	Accessibility A/AA/AAA: widget+setup, or a full audit with a legal guarantee of passing inspections (mandatory for government/medical/education)	$100 – $950	**widget from $150 / full AA with audit from $440**	per project
Content filling / product pages	Uploading products/articles, laying out product pages, copy (for e-commerce and post-launch)	100 – 250/product page; packs $65 – $190	**from 150/product page**	product page/pack

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website SEO audit (comprehensive)	express $65 – $130; comprehensive $190 – $750	**from $150**	per project
Technical SEO audit (indexing, robots/sitemap, clean URLs, duplicates, redirects)	$100 – $380	**from $130**	per project
Semantic core audit and compilation, query clustering	$130 – $500 (for 500–2000 queries); or 3–15/query	**from $150**	per project
Competitor analysis / niche benchmarking	$130 – $500	**from $190**	per project
Express speed audit (PageSpeed/CWV report, no remediation)	$40 – $130 (often free as a lead magnet)	**from $65**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website security audit / finding and removing malicious code	audit $130 – $650; clean-up from $65 (Revisium/DI and similar)	**from $150**	per project
Web analytics audit (Metrica/GA: goals, events, counters, e-commerce)	$100 – $380	**from $130**	per project
CRO funnel audit / session-recording and click-map analysis	$190 – $750	**from $230**	per project
Pre-purchase website audit (due diligence: code, traffic, risks)	$65 – $380	**from $150**	per project
Image optimisation (WebP/AVIF, compression, lazy loading)	$65 – $190 (more often part of a speed package)	**from $75**	per project
Caching setup (browser/server) + CDN connection	cache $40 – $150; CDN setup $65 – $250 + the provider's subscription fee	**from $65**	per project
CSS/JS minification and bundling, deferred script loading, critical CSS	$65 – $190 (part of speed work)	**from $75**	per project
Database optimisation (clean-up, indexes, revisions/logs)	$65 – $250	**from $100**	per project
Speeding up a Bitrix website (composite cache, auto-caching, warm-up)	$190 – $650	**from $230**	per project
Speeding up a WordPress website (cache plugins, plugin/DB clean-up)	$100 – $380	**from $130**	per project
Fixing accessibility issues (WCAG remediation: ARIA, contrast, focus, alt)	a "version for the visually impaired" $40 – $190; full WCAG remediation is a niche, $190 – $650 to order	**from $190**	per project
Transferring/migrating content from an old website to a new one	$130 – $650 (depends on the number of pages)	**from $150**	per project
Parsing and importing a product catalogue (YML/CSV/1C export)	$130 – $500 (for 500–5000 items)	**from $150**	per project
SEO copy and descriptions for product pages	100–500/product page; or 300–800/1000 characters	**from 200/product page**	product page
Filling in meta tags (Title/Description/H1) across pages	30–100/page; pack $65 – $250	**from 50/page**	page/pack

1.10 Legal pack for launch

DOCUMENT	RUSSIAN MARKET	INREALLAB	UNIT
"Legal documents for launch" pack (fully turnkey)	template generators 490–990; bespoke work by law firms/studios $500 – $1,500	**from $300**	set
Privacy policy (152-FZ)	$130 – $190 (enterprise/audit up to $1,200+)	**from $90**	document
Public offer	from $130 (for marketplaces/complex cases from $600)	**from $100**	document
Terms of use	$65 – $190	**from $90**	document
Personal-data consent + cookie consent	consent from $100; cookie banners are often generated	**from $50**	set
Notification to the regulator (Roskomnadzor) (preparation + filing)	$90 – $150 (the filing itself is free)	**from $90**	filing

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website compliance audit against 152-FZ and the advertising law (forms, trackers, cookies, copy)	express/business-card site $20 – $65, full commercial $65 – $190, premium/full set up to ~$320 (the quoted $190 – $650 is overstated at both ends)	**from $90 (not from $190)**	audit
Agreement on the use of recommendation technologies (art. 10.2-2 of 149-FZ, mandatory for sites with recommendation algorithms)	price not confirmed; by analogy with a policy ~$65 – $190	**from $75**	document
Set of internal documentation for a personal-data operator (order appointing a responsible person, processing regulations, list of personal data, storage locations)	templates 990–$40; bespoke set $190 – $500 (a full turnkey pack covering personal-data systems — from $1,500)	**from $150**	set
Notification to the regulator (Roskomnadzor) on cross-border personal-data transfer (where foreign services/CDN/analytics are used; mandatory since 03.2023)	price not confirmed; preparation ~$65 – $150 (filing with the regulator is free)	**from $75**	filing
Online advertising labelling setup: registration with the state ad registry, obtaining tokens, filing to the state ad registry	one-off setup $65 – $190 (t-o-c.ru: registry registration+token+report 7000); registry retainer from 1000 (self-employed)/6000 (legal entities, up to 300 tokens); agency management $40 – $130/month	**setup from $90 / management from $50/month**	setup/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Consent to email/SMS marketing (advertising communications under 38-FZ "On advertising")	price not confirmed; by analogy with other consents ~$40 – $90	**from $50**	document
Cookie processing policy (a separate document, not the banner)	$25 – $100; freelance ~$25 (kwork), online generators free	**from $40**	document
Technical implementation of a cookie banner on the website (the code side, consent categories, blocking trackers until consent)	ready widgets/generators free (elfsight, floqly); custom integration ~$40 – $150, price not confirmed	**from $65**	per project
Delivery, payment and returns terms for an online store (consumer protection law + retail sales rules)	price not confirmed; plausibly $65 – $190	**from $75**	set
Legal review of a landing page/ad copy (unfair advertising, "no.1/the best", comparisons, guarantees)	price not confirmed; plausibly $65 – $190	**from $75**	review
Public rules for a promotion/prize draw/loyalty programme (sales promotion event)	price not confirmed; plausibly $90 – $250	**from $100**	document
Terms of use / EULA for a mobile app (App Store, Google Play, RuStore requirements + 152-FZ)	$190 – $600 (it-jurist from $190; sofist-law from $340; digital-lawyer pack from $600) — the quoted $100 – $250 is understated	**from $150 (not from $120)**	document
Software licence agreement / SaaS offer with tariffs and access (for web services)	$250 – $380+ (VFS Consulting SaaS contracts/offer/NDA from $320)	**from $190 (not from $150)**	document
Disclaimer / limitation of liability + content age rating (0+/18+)	usually free generators; a paid bespoke version $25 – $75	**from $25 (or as part of the pack)**	document
Consent to processing personal data authorised for distribution (publishing reviews, photos, client case studies)	the regulator provides a free template (pd.rkn.gov.ru); paid drafting ~$40 – $90, not confirmed	**from $50 (or as part of the pack)**	document
Trademark / brand registration (application to Rospatent, excluding state fees)	attorney services $190 – $650 + fees (historically ~$420 – $500 for 1–3 classes; from 04.10.2025 the calculation changed — based on the number of items in a class, more expensive)	**from $230 + fees**	application

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Legal support for a website/service on a monthly retainer (updating documents as legislation changes)	full support $190 – $650+/month (URCenterPravo from $320, Codex $380, Central from $650); light document updates $65 – $190/month	**from $100/month (not from $75)**	month
One-off legal consultation on launch/claims from the regulator or the antimonopoly service	$20 – $65/hour (standard rates; retainer service from ~$190/month)	**from $35/hour**	hour

2 Web services, platforms, customer accounts, CRM/ERP, integrations, MVPs

SPECIALIST	RATE, /HOUR
Junior developer	from $25
Middle (backend/frontend)	from $35
Senior	from $50
Architect	from $60
DevOps / integrations	from $45
Analyst / solution designer	from $40
UX/UI designer	from $35
Block of hours (retainer, from 40 h/month)	from $35 /hour

2.1 Web services and portals (B2B / B2C)

TIER	WHAT IT IS	RUSSIAN MARKET	INREALLAB	UNIT
Entry-level service	3–5 screens, 1 scenario, simple logic	$3,200 – $7,500	**from $2,800**	project
B2C portal	catalogue/service + users + payment	$7,500 – $25,000	**from $6,900**	project
B2B portal / system	complex roles, document flow, integrations	$19,000 – $75,000	**from $16,500**	project
Turnkey industry portal	load, analytics, several modules	from $37,500	**from $31,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Portal design work: analysis + specification + interactive prototype (UX)	$1,000 – $3,800	**from $900**	stage

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Design system / UI kit for the portal (components, guidelines)	$1,900 – $5,700	**from $1,700**	project
Catalogue module with filters, search and categories	$1,900 – $6,300	**from $1,700**	module
Registration/login module + role-based access model (RBAC)	$1,000 – $3,200	**from $900**	module
SSO / integration with AD, LDAP, Keycloak, ESIA (Gosuslugi, Russian state services ID)	$1,900 – $6,300	**from $1,700**	integration
Online payment integration (YooKassa / T-Bank / SBP (instant payments) / acquiring)	$500 – $1,900	**from $440**	integration
Integration with 1C (exchange of items, stock, prices, orders)	$1,300 – $5,000	**from $1,200**	integration
Integration with CRM (Bitrix24 / amoCRM) — deals, leads, contacts	$750 – $2,500	**from $700**	integration
Document flow / EDI module (Diadoc, SBIS), PDF generation	$1,900 – $6,300	**from $1,700**	module
Request/order module with a status pipeline and approvals	$1,300 – $4,400	**from $1,200**	module
Notifications: email + SMS + push + Telegram bot	$500 – $1,900	**from $440**	module
Full-text search (Elasticsearch / OpenSearch / Sphinx)	$1,300 – $3,800	**from $1,200**	module
Multilingual support / portal localisation	$750 – $2,500	**from $700**	project
Built-in analytics / BI dashboards inside the portal	$1,900 – $6,300	**from $1,700**	module
Partner API (REST/GraphQL + Swagger documentation)	$1,900 – $6,300	**from $1,700**	project
PWA / adapting the portal for mobile devices	$1,300 – $4,400	**from $1,200**	project
Migration / data transfer from an old portal or CMS	$1,000 – $3,800	**from $900**	stage
Technical and UX audit of an existing portal	$650 – $2,500	**from $600**	service
Redesign of an existing portal (without rewriting the backend)	$2,500 – $10,000	**from $2,300**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Load testing and performance optimisation	$1,300 – $3,800	**from $1,200**	service
Ongoing support and customisation of the portal	$380 – $1,900	**from $320**	month
SLA technical support (guaranteed response time, on-call duty)	from $650	**from $500**	month

2.2 Customer accounts

TYPE	FEATURES	RUSSIAN MARKET	INREALLAB	UNIT
Basic account (MVP)	profile, requests, statuses, notifications	$2,500 – $6,300	**from $2,300**	project
Client account	orders, payment, documents, history, support	$5,000 – $15,000	**from $4,800**	project
Partner / dealer account	group pricing, mutual settlements, bonuses, reports	$8,800 – $31,500	**from $8,200**	project
Employee / corporate account	requests, KPIs, documents, HR/accounting integration	$7,500 – $25,000	**from $6,900**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Prototype and UX map of the account (Figma, clickable)	$500 – $1,900	**from $440**	project
UI design of the customer account (separate from development)	$1,000 – $3,800	**from $900**	project
Registration and login module (email + SMS code)	$380 – $1,500	**from $350**	module
Login via Gosuslugi (ESIA) / OAuth providers	$1,000 – $3,200	**from $900**	integration
Two-factor authentication (2FA)	$320 – $1,000	**from $320**	module
Role-based access model (RBAC, flexible roles)	$750 – $3,200	**from $700**	module
Integration of the account with 1C (orders, stock, statuses, prices)	$1,000 – $5,000	**from $950**	integration
Integration of the account with CRM (Bitrix24 / amoCRM)	$750 – $3,200	**from $700**	integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Online payment module inside the account (YooKassa / acquiring)	$500 – $1,900	**from $480**	module
Recurring payments and subscriptions (auto-charge)	$750 – $2,500	**from $700**	module
Electronic document flow in the account (invoices, acts, UPD consolidated invoices)	$1,000 – $3,800	**from $900**	module
Notifications module (push / SMS / email / Telegram)	$380 – $1,500	**from $350**	module
Dashboard and personal analytics in the account (charts, reports)	$1,000 – $4,400	**from $950**	module
Online chat / support ticket system inside the account	$650 – $2,500	**from $600**	module
Bonus / referral programme in the account	$1,000 – $3,800	**from $900**	module
Mutual settlements, balance, reconciliation statement (dealer account)	$1,300 – $5,000	**from $1,200**	module
API for a mobile app / partners	$1,300 – $5,000	**from $1,200**	project
PWA / responsive mobile version of the account	$1,000 – $4,400	**from $950**	project
Migration and import of users / data into the account	$500 – $2,500	**from $480**	job
Audit and usability review of an existing account	$650 – $2,500	**from $600**	audit
Redesign of an existing customer account	$1,900 – $6,300	**from $1,700**	project
Ongoing support and customisation of the account	$380 – $1,900	**from $350**	month

2.3 Cloud platforms and subscription products

STAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
MVP of a cloud product	1 scenario, registration, plans	$19,000 – $37,500	**from $15,000**	project
Working platform	billing, roles, integrations, analytics	$37,500 – $100,000	**from $35,000**	project
Scalable platform	multi-tenant, load, partner API	from $100,000	**from $81,500**	project

STAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Subscription billing (module)	plans, recurring payments, promo codes, invoices	$3,800 – $11,500	**from $3,500**	module
Product development (product team)	dedicated team, sprints (specify the setup: mini-squad of 2 / full team of 3+)	$12,500 – $31,500/month	**mini-squad from $11,500/month; full team from $15,000/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Multi-tenant architecture design (tenant data isolation)	$6,300 – $19,000	**from $5,700**	project
Payment gateway integration with recurring billing (YooKassa / CloudPayments / T-Bank) — 1 provider	$1,000 – $5,000	**from $1,300**	integration
54-FZ (Russian fiscal receipts law) fiscalisation: online receipts, integration with an OFD fiscal data operator (ATOL Online / Modulkassa)	$1,000 – $3,200	**from $1,000**	project
Pricing plans + paywall / feature gating (feature flags by subscription)	$1,900 – $6,300	**from $1,800**	module
Trial / freemium logic + onboarding flow	$1,300 – $4,400	**from $1,200**	module
Self-service subscription management (upgrade / downgrade / pause / cancel / upsell)	$1,900 – $5,700	**from $1,800**	module
Usage-based billing: consumption pricing + metering	$3,800 – $11,500	**from $3,500**	module
Promo codes / coupons / discounts / referral programme	$1,000 – $3,800	**from $950**	module
SaaS metrics dashboard (MRR, churn, LTV, cohort analytics)	$1,900 – $6,300	**from $1,800**	module
Public partner API + documentation (OpenAPI / Swagger)	$2,500 – $8,800	**from $2,400**	project
Webhooks / integration platform (events to external systems)	$1,900 – $6,300	**from $1,800**	module
SSO / login via Gosuslugi, VK ID, Yandex ID, SAML/OAuth2	$750 – $5,000	**from $1,200**	integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
White-label / per-tenant branding (custom domain, theme, logo)	$3,200 – $11,500	**from $2,900**	project
SaaS-ification: moving an on-premise product to the cloud (multi-tenant, billing)	$12,500 – $50,000	**from $12,000**	project
Cloud infrastructure setup (Yandex Cloud / VK Cloud, IaC, CI/CD, staging)	$2,500 – $8,800	**from $2,400**	project
Load testing + optimisation for scale	$1,900 – $7,500	**from $1,800**	project
Monitoring and alerting (Grafana / Prometheus, uptime, log collection)	$1,300 – $5,000	**from $1,200**	project
152-FZ compliance: personal data, hosting in Russia, threat model, documentation	$1,300 – $5,000	**from $1,200**	project
Transactional notifications (email / SMS / push, mailing provider integration)	$1,000 – $3,200	**from $950**	module
SLA support for the cloud product (monitoring, updates, incidents)	$650 – $3,800/month	**from $600/month**	month

2.4 CRM: implementing off-the-shelf systems (Bitrix24 / amoCRM) and custom builds

PACKAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Express setup	1 pipeline, fields, permissions, training	$250 – $650	**from $320**	project
Basic implementation	pipelines, telephony, email, messengers, migration	$650 – $2,500	**from $650**	project
Implementation with business processes	automation, robots, end-to-end analytics, reports	$1,500 – $5,000	**from $1,500**	project
Comprehensive (10+ users)	+ 1C/website integrations, dashboards, procedures	$3,800 – $11,500	**from $3,700**	project
Ongoing support	block of hours for customisation	$190 – $750/month	**from $190/month**	month
Custom CRM — MVP	clients, deals, tasks, 1 pipeline	$6,300 – $15,000	**from $5,000**	project
Industry-specific CRM	own logic, roles, integrations, analytics	$15,000 – $50,000	**from $14,000**	project

PACKAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
CRM + mobile app	account for managers/field staff	from $31,500	**from $27,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bitrix24 licence (cloud, annual plan)	Basic ~$270/year (promo, list ~$380), Standard ~$750/year, Professional ~$1,500/year, Enterprise from ~$3,600/year ($300/month × 12)	**from $270/year (partner sale, promo price of Basic)**	licence/year
Bitrix24 licence (on-premise, one-off)	Online store+CRM $1,400, Corporate portal 50 users $2,000, Enterprise from $16,500 (3 years — $32,500)	**from $1,400**	licence
Audit of an implemented CRM (current state + recommendations)	$250 – $900	**from $250**	project
Revival / reconfiguration of a previously implemented CRM	$380 – $1,900	**from $380**	project
Setup of an additional sales pipeline (per pipeline)	$65 – $250	**from $65**	pipeline
IP telephony integration (Mango/Sipuni/UIS/Telfin)	$100 – $380	**from $100**	integration
Connecting WhatsApp/Telegram (open channels, Wazzup)	$65 – $250 (+ Wazzup subscription ~$15 – $20/month per channel)	**from $65**	integration
Integration with the website (CRM forms, online chat, callback)	$100 – $380	**from $100**	integration
CRM ↔ 1C data exchange (two-way synchronisation)	$380 – $1,900	**from $380**	integration
Setup of robots / triggers / a business process (per process)	$65 – $320 per process	**from $65**	process
End-to-end analytics setup (Yandex Direct/VK Ads, call tracking)	$380 – $1,500	**from $380**	project
Transfer / migration of data from another CRM or Excel	$190 – $1,000	**from $190**	project
Staff training on the CRM (per group/session)	$65 – $380	**from $65**	session
Setup of reports and dashboards (sales BI analytics)	$190 – $750	**from $190**	project
CRM marketing: mailings, segments, trigger sequences	$190 – $750	**from $190**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Document generation in the CRM (invoices, contracts, quotes, templates)	$130 – $500	**from $130**	project
Development of a custom widget / app for Bitrix24	$500 – $3,800	**from $500**	project
Setup of the Bitrix24 corporate portal (tasks, knowledge base, org structure)	$650 – $3,200	**from $650**	project
Setup of the product catalogue / stock accounting in the CRM	$250 – $1,000	**from $250**	project
Integration of online payment / payment systems into the CRM	$130 – $500	**from $130**	integration
Chatbot / voice bot in the CRM open channels	$250 – $1,000	**from $250**	project
Monthly retainer with a dedicated CRM administrator (SLA)	Basic support from ~$130 – $190/month; dedicated administrator with SLA $500 – $1,500/month	**from $190/month (basic package) / from $500/month (dedicated admin)**	month

2.5 ERP and accounting systems

SOLUTION	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Accounting module / mini-ERP	1–2 areas (warehouse or orders)	$7,500 – $19,000	**from $6,900**	project
ERP for mid-sized business	warehouse + sales + purchasing + finance	$25,000 – $75,000	**from $24,000**	project
Turnkey comprehensive ERP	production, logistics, MES, BI	from $75,000	**from $69,000**	project
WMS / warehouse system	receiving, bin locations, handheld terminals, stocktaking	$15,000 – $44,000	**from $14,000**	project
Standalone ERP module	customisation/new accounting area	$3,800 – $12,500	**from $3,500**	module

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Hourly rate of a 1C developer (one-off work)	$35 – $65 /hour (franchisee / senior specialist $50 – $75)	**from $40/hour**	hour
Audit (expert review) of a 1C database	$50 – $1,000 (light analysis → deep review)	**from $190**	project
Monthly 1C support — block of hours	$100 – $900/month (5–20 h; Moscow franchisees $250 – $900)	**from $100/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Update of a standard 1C configuration (per release)	$25 – $130 per update	**from $25**	release
Update of a non-standard (customised) configuration	$45 – $1,300 (simple → heavily customised)	**from $190**	release
Data transfer into 1C from an old database / another program	$130 – $3,200 (Excel/XML import → full transfer of items, stock, settlements)	**from $380**	project
Setup of permissions, roles and RLS in 1C	$130 – $750 (number of roles/restrictions)	**from $130**	project
1C user training (individual/group)	$40 – $75 /hour, course $190 – $1,000	**from $40/hour**	hour/course
Move to 1C:Fresh / 1C rental (cloud)	setup $130 – $650 + rental 684 – $15/month per workstation	**from $130**	project
Implementation of 1C:Small Firm Management (UNF)	$1,000 – $7,500 (scope of areas/customisation)	**from $1,200**	project
Implementation/setup of 1C:Accounting	$250 – $3,800 (initial setup + training)	**from $650**	project
Implementation of 1C:Trade Management (UT)	$450 – $22,500 (basic setup → warehouse, pricing, data exchange)	**from $2,300**	project
Implementation of 1C:ZUP (payroll and HR)	$1,900 – $11,500 (HR records + payroll, statutory reporting)	**from $1,800**	project
Implementation of 1C:ERP Enterprise Management	$37,500 – $188,000+ (licences + implementation)	**from $35,000**	project
Development of an external 1C data processor / report / print form	$85 – $1,300 per object (complexity)	**from $130**	object
Setup of 1C ↔ website data exchange (Bitrix/CMS)	$380 – $2,500 (products, orders, stock, prices)	**from $380**	project
Integration of 1C with CRM / bank / marketplaces (API)	$500 – $3,800 per exchange direction	**from $500**	integration
Setup of EDI / electronic document exchange in 1C	$40 – $1,000 (basic connection → roaming, goods marking, UPD)	**from $190**	project
1C performance optimisation (load, locks)	$650 – $5,000 (audit + query rewriting)	**from $650**	project
Recovery / repair / cleanup of a 1C database (rollup)	$130 – $750 (database size, testing and fixing)	**from $130**	project
Setup of a distributed database (RIB) / exchange between databases	$150 – $2,300 (number of nodes, exchange rules)	**from $380**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Migration from a foreign ERP (SAP/Oracle/MS Dynamics) to 1C	$19,000 – $125,000+ (volume of data and processes)	**from $17,500**	project

2.6 Marketplaces, aggregators, exchanges/classifieds

SOLUTION	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace MVP	catalogue, 2 roles, ordering, payment, moderation	$19,000 – $44,000	**from $16,500**	project
Working marketplace	+ split payments, delivery, reviews, promotions	$40,000 – $100,000	**from $37,500**	project
Large-scale marketplace	load, recommendations, analytics, API	$100,000 – $150,000	**from $94,000**	project
Escrow / split payments module	secure transactions, separate settlements	$2,500 – $6,300	**from $2,500**	module
Classifieds board (MVP)	categories, listings, search, moderation	$8,800 – $22,500	**from $8,200**	project
Freelance/services exchange	orders, bids, deals, escrow, ratings	$19,000 – $62,500	**from $17,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace product discovery (monetisation model, unit economics, MVP scope)	$1,900 – $5,000	**from $1,800**	project
Seller account (storefront, products, orders, statistics, payouts)	$3,800 – $10,000	**from $3,500**	module
Buyer account (orders, favourites, history, enquiries)	$1,900 – $5,000	**from $1,800**	module
Catalogue with faceted search and filters (Elasticsearch/OpenSearch)	$3,200 – $8,800	**from $2,900**	module
Seller verification/moderation module (KYC/KYB, document checks)	$3,200 – $7,500	**from $2,900**	module
Nominal account / settlements through a bank (115-FZ Russian AML law, secure transactions)	$3,800 – $8,800	**from $3,500**	module
Integration of a split-payment aggregator (YooKassa Split/T-Multiraschety/CloudPayments)	$1,900 – $5,000	**from $1,800**	integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Wallet, commission calculation and payouts to sellers	$3,200 – $7,500	**from $2,900**	module
Integration of delivery services + calculator (CDEK, Boxberry, Russian Post, Yandex Delivery)	$1,500 – $4,400	**from $1,400**	integration
Ratings and reviews system with moderation	$1,500 – $4,400	**from $1,400**	module
Dispute resolution module for transactions	$2,500 – $6,300	**from $2,300**	module
Internal buyer–seller chat (messaging within a deal)	$1,900 – $5,000	**from $1,800**	module
Classifieds monetisation: seller plans/subscriptions + paid listing promotion (VAS)	$2,500 – $6,900	**from $2,300**	module
Geo search and listings map (clustering, radius, metro stations)	$1,900 – $5,000	**from $1,800**	module
Product import/parsing and synchronisation (YML feeds, supplier price lists)	$1,300 – $4,400	**from $1,200**	module
ML recommendations module for products/providers	$3,800 – $10,000	**from $3,500**	module
Admin panel / marketplace back office (management, moderation, analytics)	$3,800 – $11,500	**from $3,500**	module
Implementation of an off-the-shelf multi-vendor platform (CS-Cart Multi-Vendor: licence + setup)	$6,300 – $25,000	**from $5,700**	project
B2B marketplace / procurement portal (RFQ, tenders, specifications, contracts)	$19,000 – $50,000	**from $17,500**	project
Vertical classifieds site (cars / real estate / services) with domain-specific listings	$15,000 – $50,000	**from $14,000**	project
Marketplace mobile app (iOS + Android)	$31,500 – $75,000	**from $22,500**	project
Loyalty programme / bonuses / cashback	$2,500 – $6,300	**from $2,300**	module

2.7 MVP in 2–8 weeks + no-code/low-code

FORMAT	TIMELINE	RUSSIAN MARKET	INREALLAB	UNIT
Express MVP (no-code/low-code)	2–4 weeks	$3,800 – $10,000	**from $3,500**	project
Classic MVP	6–8 weeks	$19,000 – $31,500	**from $15,000**	project
MVP with complex logic	8–16 weeks	$37,500 – $75,000	**from $35,000**	project
Product discovery as a standalone piece	1–2 weeks	$3,000 – $5,000	**from $2,500**	project
Internal tool/tracker (no-code)	tables, forms, roles, notifications	$1,000 – $3,800	**from $900**	project
Process automation (scenarios)	linking services, robots, triggers	$500 – $2,500	**from $500**	scenario
Scripted chatbot (Telegram/WhatsApp)	scenarios, requests, CRM integration	$750 – $3,200	**from $700**	project
Chatbot with integrations	CRM + 1C + payment + stock + delivery	$1,900 – $4,400	**from $1,800**	project

> **AI assistants and LLM-based bots (RAG), voice AI robots, AI agents on n8n/Make** — set out as a single ladder in section **8.5 "AI and automation"** (the studio-wide AI catalogue).

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
MVP on Bubble.io (web app, specific platform)	$3,800 – $19,000	**from $3,800**	project
Mobile MVP on FlutterFlow (iOS+Android no-code)	$5,000 – $19,000	**from $5,000**	project
App built from a spreadsheet (Glide / Softr)	$1,300 – $5,000	**from $1,200**	project
Database + interfaces on Airtable	$1,000 – $3,800	**from $900**	project
Internal portal on Retool (low-code)	$2,500 – $8,800	**from $2,300**	project
Interactive clickable prototype (Figma)	$750 – $2,500	**from $700**	project
CustDev research / in-depth interviews	$1,000 – $3,200	**from $900**	project
UI kit / design system for the MVP	$750 – $3,200	**from $700**	project
User account (no-code)	$1,000 – $3,800	**from $950**	module
Setup of a no-code admin panel	$650 – $2,500	**from $600**	module
Payment integration in a no-code MVP (YooKassa/SBP)	$250 – $1,300	**from $320**	each

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Telegram Mini App (WebApp inside Telegram)	$1,900 – $7,500	**from $1,800**	project
Telegram shop bot (catalogue + cart + payment)	$750 – $3,800	**from $950**	project
Publishing a no-code app to the App Store / Google Play	$250 – $1,000	**from $250**	each
PWA wrapper for a web MVP	$380 – $1,500	**from $380**	project
MVP improvement sprint (post-launch iteration)	$1,300 – $3,800	**from $1,200**	sprint
Ongoing support of a no-code MVP (retainer)	$380 – $1,300	**from $380**	month
Technical audit of a no-code MVP / project	$380 – $1,500	**from $380**	project
Migration of an MVP from no-code to code (rebuild for load)	$10,000 – $37,500	**from $9,400**	project

2.8 Integrations and APIs

INTEGRATION	WHAT WE CONNECT	RUSSIAN MARKET	INREALLAB	UNIT
Payment systems	YooKassa, T-Kassa, SBP, recurring payments	$500 – $2,500	**from $500**	each
1C (website/service ↔ 1C)	products, stock, prices, orders, documents	$700 – $6,300	**from $750**	each
Telephony (IP/PBX)	Mango, UIS, Sipuni, calls into the CRM	$380 – $1,900	**from $380**	each
Messengers and social networks	Telegram, WhatsApp, VK	$320 – $1,500	**from $320**	each
State systems	ESIA/Gosuslugi, EGAIS, Chestny ZNAK, FNS/OFD, SMEV	$1,300 – $7,500	**from $1,500**	each
Marketplaces	Wildberries, Ozon, Yandex Market (products/orders)	$700 – $3,800	**from $750**	each
Logistics and delivery	CDEK, Russian Post, Boxberry, tracking	$380 – $1,900	**from $380**	each
Development of your own API	REST/GraphQL, documentation, authorisation	$1,900 – $10,000	**from $1,800**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
54-FZ (Russian fiscal receipts law) fiscalisation / online till for the website (ATOL Online, Robokassa receipts, sending receipts to the OFD)	$320 – $1,300	**from $320**	each
Connecting instalments/BNPL (Dolyami, Podeli, T-Bank Instalments, Sber)	$380 – $1,500	**from $380**	each
Payment splitting / marketplace payout model for sellers (YooKassa Split, Best2Pay)	$750 – $3,200	**from $750**	project
Accepting foreign payments for a non-resident of Russia (Stripe/PayPal, multi-currency)	$500 – $2,500	**from $500**	each
Standard CommerceML exchange (Bitrix/CMS ↔ 1C, catalogue export)	$250 – $1,000	**from $320**	each
Two-way real-time synchronisation of stock and prices (1C ↔ website/CRM)	$500 – $1,900	**from $500**	each
Development of an external 1C data processor / configuration extension for data exchange	$380 – $1,900	**from $380**	each
EDI integration (Diadoc / SBIS / 1C-EDO, automatic document exchange)	$500 – $2,500	**from $500**	each
Chestny ZNAK integration (Russian goods marking: entry/withdrawal from circulation, qualified e-signature)	$750 – $3,800	**from $750**	each
EGAIS integration (Russian alcohol tracking: UTM module, sales recording)	$750 – $3,200	**from $750**	each
"Login via Gosuslugi" authorisation (ESIA OAuth) on a website/service	$650 – $2,500	**from $650**	each
Integration with SMEV 3 (Russian interagency data exchange for state/municipal systems)	$1,900 – $7,500	**from $1,900**	project
Official WhatsApp Business API (Wazzup / Green API / 360dialog) in the CRM	$250 – $1,000	**from $250**	each
Login/registration via social networks (VK ID, Yandex, OAuth 2.0)	$190 – $650	**from $190**	each

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Call tracking + end-to-end analytics (Calltouch / Roistat / Comagic) setup	$320 – $1,300	**from $320**	project
Integration of the website/forms with amoCRM or Bitrix24 (lead transfer, pipelines, webhooks)	$320 – $1,500	**from $320**	each
Delivery cost widget + pickup point map (CDEK/Russian Post/Boxberry on the website)	$250 – $1,000	**from $250**	each
Automatic creation of waybills/orders with the carrier + automatic tracking status updates	$380 – $1,500	**from $380**	each
Marketplace aggregator/manager (Wildberries+Ozon+Yandex Market into one accounting system)	$1,000 – $4,400	**from $1,000**	project
FBS stock synchronisation + automatic order download (1 marketplace)	$500 – $1,900	**from $500**	each
Integration with MoySklad (products/orders/stock, e-commerce accounting)	$380 – $1,900	**from $500**	each
Integration of an email/SMS/push provider (Unisender, SendPulse, SMS gateway)	$190 – $900	**from $190**	each
Writing API documentation (OpenAPI/Swagger, sandbox) as a standalone piece of work	$380 – $1,900	**from $380**	project
Legacy SOAP → REST adapter/wrapper, compatibility layer with an old system	$750 – $3,200	**from $750**	project

2.9 Microservices, architecture, legacy migrations

SERVICE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Architecture audit and design	diagram, service boundaries, roadmap	$1,900 – $6,300	**from $1,800**	project
Microservice development	1 service + API + tests + deployment	$3,200 – $11,500	**from $2,900**	service
Queues and event bus	Kafka/RabbitMQ, asynchronous exchange	$2,500 – $7,500	**from $2,400**	project
Legacy audit + migration plan	code/data analysis, risks, roadmap	$1,300 – $5,000	**from $1,200**	project

SERVICE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Data migration	database transfer, cleanup, mapping	$1,900 – $10,000	**from $1,800**	project
Move to a new stack	refactoring/rewriting modules	$10,000 – $62,500	**from $9,400**	project
Move to the cloud / import substitution	migration to Russian infrastructure and open source	$3,800 – $25,000	**from $3,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Monolith decomposition (extracting bounded contexts, strangler fig)	$3,800 – $19,000 per extracted domain/module	**from $3,500**	domain/module
Anti-corruption layer / adapters between legacy and new services	$1,900 – $6,300	**from $1,800**	project
Reverse engineering + documentation of legacy code	$1,000 – $4,400	**from $1,000**	project
Refactoring of a legacy module (module by module)	$1,300 – $7,500 per module	**from $1,200**	module
Covering legacy with tests (characterisation / regression tests before migration)	$1,000 – $5,000	**from $1,000**	project
Language/framework version upgrade (PHP 5→8, Python 2→3, Java/Node upgrade)	$1,900 – $11,500	**from $1,800**	project
Database import substitution (Oracle/MS SQL → PostgreSQL)	$2,500 – $19,000	**from $2,400**	project
Application containerisation (Docker, Dockerfile, docker-compose)	$650 – $3,200 per application	**from $650**	application
Kubernetes cluster setup (managed — Yandex/VK/Selectel)	$1,300 – $5,000 (managed); bare metal $3,800 – $15,000	**from $1,500**	cluster
Development of Helm charts / deployment manifests	$380 – $1,900 per set of services	**from $500**	project
CI/CD pipeline for microservices (GitLab CI/Jenkins/ArgoCD, GitOps)	$1,000 – $5,000	**from $1,200**	project
Infrastructure as code (Terraform/Ansible)	$1,300 – $6,300	**from $1,300**	project
Monitoring setup (Prometheus + Grafana, alerting)	$750 – $3,800	**from $900**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Centralised logging (ELK / Grafana Loki)	$750 – $3,200	**from $900**	project
Distributed tracing / observ-ability (Jaeger, OpenTelemetry)	$650 – $2,500	**from $750**	project
API Gateway (Kong / KrakenD / Tyk) — setup	$1,000 – $4,400	**from $1,000**	project
Service mesh (Istio / Linkerd) — implementation	$1,900 – $7,500	**from $1,900**	project
Event-driven architecture: Event Sourcing / CQRS	$3,200 – $15,000	**from $2,900**	project
Fault tolerance and HA (repli-cation, failover, zoning)	$1,300 – $6,300	**from $1,300**	project
Load testing and capacity planning	$1,000 – $5,000	**from $1,000**	project
Secrets management (Hashi-Corp Vault) — setup	$500 – $2,500	**from $650**	project

2.10 Migration and import substitution of office and team cloud services

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Migration of mail, calendars, contacts	300 – 750/mailbox; service set-up ~$130	**from 350/user (minimum project from $380)**	per user
Audit + import substitution roadmap	$650 – $3,200 (indicative; project budget ~15–30% of the annual IT payroll)	**from $750**	project
Turnkey office suite migration — small business (up to ~50 users)	$1,900 – $7,500	**from $1,800**	project
Turnkey migration — mid-sized business (50–200 users)	$19,000 – $50,000 (6 months – 2 years)	**from $16,500**	project
Move from Slack/Notion/Miro/Jira/Confluence to Russian equivalents (per service)	implementation + migration ~$1,000 – $3,800 (vendor licences separate)	**from $1,200**	per service
Team training + support after the move	training $380 – $1,500/group; support from $190/month	**training from $320 / support from $190/month**	course/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Transfer of files and documents from Google Drive / OneDrive / SharePoint to a Russian cloud (Yandex Disk / MyOffice / R7)	project $1,000 – $5,000; or 200 – 500/user for bulk transfers	**from $1,200 (or from 250/user)**	project / per user

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Migration of Jira → a Russian tracker (Kaiten / YouTrack / Yandex Tracker / WEEEK) keeping history, workflows and attachments	$1,500 – $7,500 depending on the number of projects and customisation	**from $1,500**	project
Migration of Confluence → a Russian knowledge base (Teamly / Yonote / Kaiten Docs / Minerva) keeping history	$1,000 – $5,000 (depends on the volume of spaces and nesting)	**from $1,200**	project
Transfer of Notion → Yonote / Teamly / WEEEK (with databases and relations)	$750 – $3,200	**from $900**	project
Transfer of Miro / Figjam boards → Russian whiteboards (Unidraw / Pruffme / Yandex)	$650 – $2,500 (mostly manual — automatic conversion barely exists)	**from $700**	project
Migration of a corporate messenger Slack / Teams → eXpress / VK Teams / Compass / Pachca with chat and channel history	$1,300 – $6,300 (message history is transferred partially/selectively)	**from $1,400**	project
Deployment of a Russian on-premise mail server (CommuniGate Pro / Mailion / Tegu / RuPost)	$3,800 – $25,000 (implementation + integration, excluding vendor licences)	**from $3,500**	project
Import substitution of video conferencing Zoom / Teams / Meet → TrueConf / Kontur.Talk / Vinteo / SberJazz (implementation and integration)	$1,300 – $12,500 (the SaaS option is cheaper, an on-premise server costs more)	**from $1,500**	project
Setup of SSO / a single user directory (AD / LDAP → ALD Pro / RED ADM / Avanpost IDM)	$1,900 – $10,000	**from $1,800**	project
Setup of domains and mail infrastructure during the move (DNS, MX, SPF / DKIM / DMARC, forwarding)	$190 – $750 per domain	**from $230**	per domain
Migration of tasks and projects from Trello / Asana / Monday / ClickUp → Kaiten / WEEEK / Bitrix24	$750 – $3,200	**from $850**	project
Migration of a SharePoint / Google Sites intranet portal → Bitrix24 / a Russian portal	$1,900 – $10,000	**from $1,800**	project
Development of a connector / script for automated bulk migration (non-standard source)	$1,300 – $6,300 (where no ready migration tool exists)	**from $1,300**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Pilot / test migration (PoC) on a group of users before the main move	$650 – $1,900	**from $650**	project
Hybrid / parallel mode for the transition period (two-way synchronisation of the old and new service)	$1,000 – $3,800 setup + support for the period	**from $1,100**	project
Licence inventory and TCO / import substitution savings calculation	$380 – $1,500	**from $380**	project
Post-migration audit and acceptance testing (checking completeness of the transfer, sign-off)	$500 – $1,900	**from $500**	project
Hypercare — enhanced support during the transition period (first 1–3 months)	from $500/month (above standard support)	**from $600/month**	month
Migration of workstations to a Russian OS (Astra Linux / RED OS) as part of full import substitution	$40 – $130/workstation + project work	**from $45/workstation**	per workstation
Turnkey office suite migration — large business / enterprise (500+ users, distributed branches)	$62,500 – $188,000+ (1–3 years, in phases)	**from $56,500**	project

3 Mobile development, Backend, Infrastructure / DevOps / SRE

3.1 Mobile development

APPLICATION CLASS	WHAT IT IS	RUSSIAN MARKET	INREALLAB	UNIT
MVP (1 platform / cross-platform)	1 key scenario	$6,300 – $37,500	**from $12,500**	project
Mid-complexity	product with integrations, roles, payments	$37,500 – $150,000	**from $44,000**	project
Complex / enterprise	highload, many roles, real-time, analytics	from $188,000	**from $150,000**	project
Super-app	ecosystem of mini-apps	from $313,000	**from $250,000**	project
iOS native (Swift)	MVP / Standard / Pro	$15,000 – $100,000	**from $14,000 / $32,500 / $62,500**	project
Android native (Kotlin)	+ publishing to RuStore	$12,500 – $100,000	**from $12,500 / $31,500 / $60,000**	project

APPLICATION CLASS	WHAT IT IS	RUSSIAN MARKET	INREALLAB	UNIT
Flutter (cross-platform)	MVP / Business / Enterprise	$15,000 – $50,000+	**from $16,500 / $30,000 / $56,500**	project
React Native (cross-platform)	MVP / Business / Enterprise	$14,000 – $75,000	**from $16,500 / $30,000 / $56,500**	project
PWA	SPA + offline + web push + installability	$5,000 – $31,500	**from $5,700**	project
Mini App (Telegram / VK / MAX)	mini-app inside a messenger; about 40% cheaper than native (design part — see 5.2)	simple $3,800 – $15,000; e-com/customer account from $7,500; game/gamification from $11,500	**simple from $4,400 / e-com from $8,800 / game from $19,000**	project
Desktop (Electron/Tauri/.NET)	cross-platform, auto-updates	$8,800 – $62,500	**from $8,800**	project
Publishing to RuStore (app not built by us)	build preparation	—	**from $750**	store

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Publishing to the App Store (build, metadata, passing Apple Review)	$250 – $750 per store	**from $600**	store
Publishing to Google Play	$190 – $650	**from $440**	store
Publishing to AppGallery (Huawei) / NashStore / Xiaomi GetApps	$190 – $600 per store	**from $380**	store
Registration and setup of developer accounts (Apple Developer $99/year, Google $25, RuStore) — setup service, vendor fees billed separately	$100 – $380 (fees excluded)	**from $190**	service
ASO — store listing optimisation (title, keywords, screenshots, A/B) — one-off	$320 – $1,900 one-off	**from $600**	project
ASO — ongoing retainer (rank monitoring, iterations)	$380 – $1,300 / month	**from $440 / month**	month
Push notifications: setup (APNs/FCM/RuStore push, segments, triggers)	$380 – $1,900	**from $500**	project
Mobile payments integration (YooKassa / SBP (instant payments) / in-app acquiring)	$1,000 – $4,400 per integration	**from $1,200**	integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
In-app subscriptions and purchases (App Store / Google Play billing, RuStore billing)	$1,300 – $5,000	**from $1,500**	project
Mobile analytics: connection and setup (AppMetrica / Firebase / Amplitude, funnels, events)	$650 – $3,200	**from $750**	project
Mobile QA testing (manual + automated tests on devices/emulators)	$20 – $40 /hour; per project $1,900 – $8,800	**from $25/hour or from $1,900**	hour/project
App localisation (translation + UI adaptation to language/region)	$190 – $1,300 per language	**from $440**	language
CI/CD setup for mobile (Fastlane, automated builds, TestFlight / internal tracks)	$1,300 – $5,700	**from $1,500**	project
App ongoing support and maintenance (SLA retainer: monitoring, fixes, releases)	$650 – $3,800 / month depending on load	**from $750 / month**	month
App updates for new iOS/Android versions and new devices (no feature changes)	$1,000 – $5,000	**from $1,200**	project
Technical audit + refactoring of mobile code (inherited project)	audit $1,000 – $3,200; refactoring from $3,800	**audit from $1,200 / refactoring from $3,800**	project
Porting an app between stacks (native → Flutter/RN or back), rewrite	$10,000 – $37,500	**from $11,500**	project
Apple Watch / WearOS app (additional target to the main one)	$3,800 – $15,000	**from $4,400**	project
Home screen widgets (iOS WidgetKit / Android)	$1,000 – $4,400	**from $1,200**	project
Tablet adaptation (iPad / Android tablet layout)	$1,900 – $7,500	**from $1,900**	project
Maps and geolocation integration (Yandex Maps / 2GIS SDK, tracking, geofences)	$750 – $3,800	**from $900**	integration
Offline mode and background data synchronisation	$1,900 – $7,500	**from $1,900**	project
Migration of the mobile backend from Firebase/Google services to Russian infrastructure (push, analytics, crash reporting)	$1,300 – $6,300	**from $1,500**	project

3.2 Backend

PACKAGE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
API Start	up to 15 endpoints, 1 database, authentication	$3,800 – $25,000	**from $7,500**	project
API Business	roles, payments, 3–5 integrations, admin panel	$10,000 – $31,500	**from $19,000**	project
API Pro	complex domain logic, queues, caching	$25,000 – $62,500	**from $37,500**	project
Microservice architecture	decomposition, gRPC/broker, gateway, observability	$37,500 – $100,000	**from $37,500**	project
Highload system	sharding, caching, brokers, fault tolerance	from $100,000	**from $75,000 (highload audit from $4,400)**	project
Integration layer	1C / CRM / payments / state systems / messengers	$950 – $19,000	**from $1,200 – $3,800**	per integration
Bots and automations	scenarios, CRM/payments integration, admin panel	$1,000 – $10,000	**from $1,200**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Simple Telegram bot (notifications / FAQ / enquiries, aiogram)	$380 – $1,900 (Russian studios/freelance 2025)	**from $1,200**	bot
Telegram bot with integrations (CRM + payments + database + admin panel)	$1,900 – $7,500	**from $2,300**	bot
Shop bot / e-com bot with payments and catalogue	$1,900 – $8,800	**from $3,200**	bot
AI bot on an LLM (YandexGPT/GigaChat/GPT) with a knowledge base (RAG)	$2,500 – $15,000	**from $3,800**	bot
WhatsApp Business API — connection + chatbot	connection $380 – $1,900 + retainer $65 – $380 / month	**from $750 + from $100 / month**	bot
Voice bot / IVR / robocall system	$1,900 – $10,000	**from $2,500**	project
Integration with amoCRM / Bitrix24 (implementation + funnel/API setup)	$650 – $6,300 (from a simple integration to complex automation)	**from $1,200**	integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Payment gateway integration (YooKassa / T-Kassa / CloudPayments / SBP (instant payments))	$500 – $2,500	**from $900**	integration
Integration with 1C (data exchange / synchronisation of items, orders, stock)	$1,000 – $6,300	**from $1,500**	integration
Integration with marketplaces (Wildberries / Ozon / Yandex Market API)	$1,300 – $7,500	**from $1,900**	integration
Integration with state systems (Chestny ZNAK / EGAIS / SMEV / GIS ZhKH)	$1,900 – $19,000	**from $3,200**	integration
Authentication via Gosuslugi (ESIA, the Russian state services ID) / OAuth SSO / Keycloak	$1,000 – $6,300	**from $1,900**	project
GraphQL API (development or REST → GraphQL conversion)	$1,900 – $10,000	**from $3,200**	project
WebSocket / real-time layer (chats, live notifications, presence)	$1,300 – $7,500	**from $2,500**	project
Queues / message broker (RabbitMQ / Kafka — implementation)	$1,300 – $6,300	**from $1,900**	project
Redis caching + API response optimisation	$750 – $3,800	**from $1,200**	project
API documentation (OpenAPI / Swagger, Postman collection)	$380 – $1,900	**from $750**	project
Backend audit / code review (security, architecture, technical debt)	$1,000 – $5,000	**from $1,500**	project
Legacy backend refactoring / splitting a monolith into services	$3,800 – $25,000+	**from $5,000**	project
Load testing (k6 / JMeter / Locust + report)	$1,000 – $5,000	**from $1,500**	project
Backend ongoing support on a monthly retainer (SLA)	$650 – $3,200 / month	**from $750 / month**	month
Backend development by the hour (staff augmentation, middle/senior)	$40 – $90 /hour	**from $45 /hour**	hour
Data parser / scraper (collection, normalisation, export)	$380 – $3,800	**from $750**	project

3.3 Databases

SERVICE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
Database design	model, normalisation, indexes, DBMS selection	$1,300 – $7,500	**from $1,500**	project
Optimisation / audit	slow queries, indexes, partitioning, tuning	$1,000 – $6,300	**from $1,500 (or from $50/hour DBA)**	project/hour
Data migration / DBMS move	plan, ETL, integrity, re-placement with PostgreSQL	$1,900 – $15,000	**from $1,900**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Express health check / database diagnostics (one-off performance audit)	$250 – $1,000	**from $380**	one-off
PostgreSQL parameter tuning (postgresql.conf, autovacuum, memory, WAL)	$380 – $1,500	**from $500**	project
Optimisation of specific slow queries (EXPLAIN ANALYZE, rewriting)	$40 – $75 / hour, package from $380	**from $50/hour**	hour/package
Indexing strategy development / index design	$250 – $1,300	**from $500**	project
Partitioning of large tables (declarative / time-based)	$650 – $2,500	**from $750**	project
Streaming replication setup (master-replica, logical replication)	$650 – $3,200	**from $900**	project
Fault-tolerant PostgreSQL cluster (Patroni + etcd + HAProxy)	$1,900 – $7,500	**from $2,500**	project
Backup and PITR setup (pgBackRest / WAL-G)	$500 – $2,300	**from $650**	project
Database monitoring setup (Prometheus + pgwatch/Grafana, alerting)	$500 – $2,300	**from $650**	project
Connection pool setup (PgBouncer / Odyssey)	$190 – $900	**from $320**	project
Oracle → PostgreSQL migration (schema, PL/SQL→PL/pgSQL, data)	$5,000 – $37,500+	**from $5,700**	project
MS SQL Server → PostgreSQL migration	$3,800 – $25,000	**from $4,400**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
MySQL/MariaDB → PostgreSQL migration	$1,900 – $10,000	**from $2,300**	project
Move to a Russian DBMS (Postgres Pro / Tantor / Jatoba, the Russian software registry)	$3,800 – $31,500 (+ licences)	**from $4,400**	project
Development of stored procedures / functions / triggers (PL/pgSQL)	$40 – $70 / hour	**from $45/hour**	hour
DWH / data mart design and implementation (star/snowflake)	$3,200 – $19,000	**from $3,800**	project
ETL/ELT pipelines (Airflow / dbt / NiFi)	$1,900 – $10,000	**from $2,300**	project
ClickHouse deployment and setup (analytics, cluster)	$1,900 – $8,800	**from $2,300**	project
NoSQL storage design (MongoDB / Redis / caching layer)	$1,000 – $6,300	**from $1,500**	project
Setup of roles, permissions, encryption and database security auditing	$500 – $2,300	**from $650**	project
Database administration on a monthly retainer (DBA as a service, SLA)	$380 – $1,900 / month	**from $500 / month**	month
Emergency recovery / rescue of a failed database (urgent)	from $65/hour, package from $380	**from $75/hour**	hour
PostgreSQL training / consulting for the client's team	$65 – $150 / hour, course from $750	**from $75/hour**	hour/course

3.4 Infrastructure, DevOps, SRE

SERVICE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
CI/CD setup	pipelines, automated tests, auto-deploy, secrets	$1,300 – $6,300	**from $1,500**	project
Containerisation and K8s	Docker, Helm, cluster, ingress, autoscaling	$2,500 – $11,500	**from $3,200**	project
Infrastructure as Code	Terraform/OpenTofu, Ansible, environments	$1,900 – $8,800	**from $2,300**	project
Monitoring and alerting	Prometheus+Grafana, logs, tracing, SLO/SLI	$1,300 – $7,500	**from $1,700**	project
Russian cloud setup (Yandex/VK/Selectel)	networks, VMs/managed services, backups, access, optimisation	$1,900 – $10,000	**from $1,900**	project

SERVICE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
Cloud migration	audit, plan, pilot, migration, optimisation	$3,800 – $37,500	**from $3,800 (pilot from $1,900)**	project
Highload infrastructure	load balancing, autoscaling, HA database, CDN, DR	from $6,300	**from $6,300**	project
Load testing	scenarios (k6/JMeter), runs, profiling, report	$1,900 – $10,000	**from $1,900**	cycle
DevSecOps (infrastructure hardening)	secrets (Vault), scanners, WAF, hardening, IAM/RBAC	$1,900 – $8,800	**from $2,300**	project
Testing (QA)	functional + regression + automated tests; release-based/one-off or automation	release-based from $1,900; automation from $3,200	**from $1,900**	project

Penetration testing / application security audit — see section **4 "Information security"** (dedicated catalogue). **DevSecOps in CI/CD (SAST/DAST/SCA)** — see **4.2**. **AI/LLM integration (assistants, RAG, agents)** — see **8.5**.

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey server/VPS setup (initial)	$190 – $900	**from $320**	server
Moving an application/website to another server or hosting provider	$130 – $750	**from $250**	project
SSL/HTTPS setup + reverse proxy (nginx/Traefik)	$40 – $380	**from $130**	project
Express infrastructure audit (health check, checklist)	$650 – $3,800	**from $1,000**	project
Backup setup + DR plan	$500 – $3,800	**from $750**	project
Self-hosted K8s cluster installation (kubespray / bare metal)	$2,500 – $11,500	**from $3,200**	cluster
Kubernetes cluster audit (security, resources, cost)	$1,300 – $5,700	**from $1,500**	project
Helm chart development / packaging an application into Helm	$380 – $3,800	**from $650**	chart
Ingress + cert-manager + TLS automation setup	$380 – $2,300	**from $600**	project
Service Mesh implementation (Istio / Linkerd)	$1,900 – $8,800	**from $2,500**	project
GitOps implementation (ArgoCD / FluxCD)	$1,300 – $5,700	**from $1,700**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Artefact repository setup (Nexus / Harbor / JFrog)	$650 – $3,500	**from $900**	project
CI/CD migration between systems (Jenkins → GitLab CI etc.)	$1,300 – $6,300	**from $1,700**	project
Self-hosted runners / build agents setup + build speed-up	$380 – $2,500	**from $650**	project
Terraform module development / refactoring	$750 – $5,000	**from $1,200**	project
Centralised logging (ELK / OpenSearch / Loki)	$1,300 – $5,700	**from $1,500**	project
Distributed tracing (OpenTelemetry / Jaeger / Tempo)	$1,000 – $4,400	**from $1,300**	project
Grafana dashboard development / Zabbix setup	$380 – $2,500	**from $600**	project
Secret management (HashiCorp Vault / OpenBao)	$1,000 – $4,400	**from $1,300**	project
Cloud cost optimisation (FinOps / rightsizing)	$1,300 – $6,300 or a % of the savings	**from $1,500**	project
Database fault tolerance (PostgreSQL HA / Patroni / replication)	$1,300 – $6,900	**from $1,900**	project
Replacing the K8s platform with a Russian one (Deckhouse / migration off OpenShift)	$3,800 – $19,000	**from $4,400**	project
Outsourced DevOps engineer (part-time retainer)	$40 – $75/hour; part-time from $1,300 – $3,800 / month	**from $1,500 / month (or from $45/hour)**	month/hour

3.5 Rate card (outstaffing / T&M / dedicated team)

ROLE	RUSSIAN MARKET, /HOUR	INREALLAB, FROM /HOUR	/MONTH (FULL-TIME, INDICATIVE)
Junior developer	$15 – $25	**from $15**	from $2,400
Middle (mobile/backend)	$35 – $45	**from $35**	from $5,400
Senior developer	$45 – $85	**from $40 (standard) / from $50 (named selection, rare stack)**	from $6,000
Team lead / architect	$65 – $120	**team lead from $50 / architect for a specific task from $70**	from $8,000
DevOps engineer	$40 – $75	**from $35**	from $5,400

ROLE	RUSSIAN MARKET, /HOUR	INREALLAB, FROM /HOUR	/MONTH (FULL-TIME, INDICATIVE)
SRE (on-call)	$50 – $100	**from $40**	from $5,800
DBA	$45 – $85	**from $40**	from $6,000
QA / load testing	$25 – $50	**from $30**	from $4,400
Systems analyst	$35 – $60	**from $35**	from $5,500
Project manager	$35 – $65	**from $35**	from $5,500

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
iOS developer (Swift/SwiftUI), Middle→Senior	Middle $35 – $50, Senior $50 – $85 /hour; scarcity premium per grade 10–20%	**from $40 /hour**	/hour
Android developer (Kotlin/Compose), Middle→Senior	Middle $35 – $50, Senior $50 – $85 /hour	**from $40 /hour**	/hour
Flutter / React Native developer (cross-platform)	Middle $35 – $50, Senior $50 – $70 /hour	**from $35 /hour**	/hour
Frontend developer (React/Vue/TS)	Middle $30 – $45, Senior $45 – $70 /hour	**from $35 /hour**	/hour
Fullstack developer	Middle $35 – $55, Senior $55 – $85 /hour	**from $40 /hour**	/hour
Go / Golang developer (scarce stack)	Middle $45 – $65, Senior $65 – $95 /hour (top of the market)	**from $50 /hour**	/hour
QA automation engineer (SDET, automated tests)	$35 – $60 /hour; 20–40% above manual QA	**from $35 /hour**	/hour
Manual QA tester, Junior→Middle	Junior $15 – $25, Middle $25 – $40 /hour	**from $20 /hour**	/hour
Intern / Trainee (under a mentor)	700–$20 /hour as a guide; in outstaffing interns are usually NOT billed (bench/training), rarely sold as a separate line	**from 800 /hour — only under a mentor and by agreement, not a standard line**	/hour
UX/UI designer (product/interface), Middle→Senior	Middle $25 – $40, Senior $40 – $65 /hour	**from $30 /hour**	/hour
Business analyst (requirements, processes)	$35 – $60 /hour	**from $35 /hour**	/hour
ML/Data Scientist (models, ML pipelines)	$45 – $85 /hour, scarce profiles up to $100	**from $50 /hour**	/hour
Data engineer (ETL, data marts, warehouses)	$40 – $70 /hour	**from $45 /hour**	/hour

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
MLOps engineer	$50 – $90 /hour as a guide (ML+DevOps, scarce); rarely published as a separate line — usually negotiated or bundled	**from $60 /hour (by agreement, scarce profile)**	/hour
1C developer (outstaffing)	$35 – $60 /hour, Senior/architect $60 – $75	**from $35 /hour**	/hour
Technical writer / documentation	$20 – $40 /hour	**from $25 /hour**	/hour
Scrum master / Agile coach	$40 – $70 /hour, usually part-time per team	**from $40 /hour**	/hour
Support engineer L1 / L2 / L3	L$25 – $20; L2 $20 – $35; L3 $35 – $60 /hour	**L1 from 900 / L2 from $25 / L3 from $40 /hour**	/hour
Turnkey dedicated team (pod of 4–5 specialists)	2 devs + QA + analyst + part-time PM ≈ $15,000 – $35,000/month depending on grades	**from $16,500/month**	/month
Partial allocation (part-time < full-time)	+15–30% on the hourly rate below 0,5 FTE	**+20% on the base rate**	multiplier
Urgent / out-of-hours work (nights, weekends, overtime)	1,5–2,0× multiplier on the base rate	**×1,5 (nights/weekends), ×2,0 (crunch/deadline)**	multiplier
Onboarding / ramp-up of a specialist into the project	not a universal line: many vendors absorb ramp-up or provide it free; where billed — 20–40 h of immersion or a flat ~$500 – $1,500	**usually included or by agreement; where billed — from $500 or the first 20 h at a 50% discount**	one-off
Trial period + specialist replacement guarantee	trial 1–2 weeks; free replacement on mismatch within the first 2–4 weeks	**1-week trial, free replacement within the first month**	term
Minimum engagement volume (T&M)	threshold 40–80 h/month per specialist; below that, a negotiated rate +10–20%	**from 40 h/month per specialist**	threshold

3.6 Localisation and i18n for applications and software

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey application / software localisation into a language	$500 – $2,300 (native-speaker translation + resources + LQA)	**from $700**	per language
Project i18n architecture (internationalisation framework)	$1,500 – $6,300 (string externalisation, date/currency/number/plural formats)	**from $1,800**	project
Interface translation and adaptation	~10–14/word by a native speaker; UI of $25 – $75 words = $250 – $1,200 per language	**from $320 per language**	per language

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Language switcher + per-language SEO (hreflang)	$250 – $1,000	**from $320**	project
RTL adaptation (Arabic / Hebrew / Farsi)	$1,000 – $3,800	**from $1,200**	project
Store listing localisation (ASO) into a language	$130 – $600	**from $150 per language**	per language
Continuous localisation (Crowdin/Weblate), retainer	setup $750 – $2,500 + from $190 / month	**setup from $900 + from $230 / month**	project/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
i18n readiness audit — report on hardcoded strings, formats and layouts	$250 – $1,300	**from $380**	project
Moving hardcoded strings from code into resource files (string externalisation)	$380 – $2,300	**from $600**	project
LQA — linguistic testing of the localisation, per language	$190 – $750 per language (usually hourly at 1500-3000 /hour)	**from $230 per language**	per language
MTPE — machine translation + native-speaker post-editing (cheaper than full translation)	1,5 – 4/word; typical UI $130 – $500 per language	**from $150 per language**	per language
Localisation glossary and style guide (terminology management)	$320 – $1,200	**from $380**	project
i18n library integration (i18next / FormatJS / Flutter intl / iOS-Android native)	$250 – $1,500	**from $440**	project
Localisation pipeline automation (CI/CD + Crowdin/Lokalise API, auto-sync)	$380 – $1,900	**from $600**	project
Localisation of push notifications, e-mail and SMS templates, per language	$40 – $250 per language	**from $100 per language**	per language
Localisation of legal documents (Privacy Policy / ToS / EULA), per language	$150 – $650 per language (legal translation ~450-700/page ≈ 2-4/word with adaptation)	**from $230 per language**	per language
Localisation of documentation / help / knowledge base, per language	2 – 6/word; typical project $250 – $1,500 per language	**from $320 per language**	per language
Localisation of graphics, screenshots and banners for the locale	$130 – $750 per language	**from $190 per language**	per language

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Transcreation — cultural adaptation of marketing copy	15 – 40/word (premium) or hourly; project $320 – $1,300 per language	**from $380 per language**	per language
Localisation of subtitles and voice-over in an app or video	subtitles ~100-250/min; voice-over ~300-1200/min (professional voice talent/studio higher); project from $250	**from $250**	project
Adding one more language to an existing locale set (incremental, on the existing framework)	$130 – $1,200 per language	**from $250 per language**	per language
Express localisation (urgent language launch) — rush surcharge	+30 – 50% on the base price (industry rush fees are usually +25-100%)	**+35% on the rate**	surcharge

PART II. INFORMATION SECURITY

4 Penetration testing, audit, compliance, protection

4.1 Penetration testing

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Web application penetration test	Manual OWASP testing, authorisation logic, report with PoC, recommendations	$1,900 – $10,000	**$2,300 – $7,500**	project/system
External penetration test (perimeter)	OSINT, scanning, exploitation of external services	from $3,800	**$3,200 – $8,800**	project
Internal penetration test	from the client's network, privilege escalation, AD domain takeover	$4,400 – $15,000	**$3,800 – $11,500**	project
Mobile application penetration test	reverse engineering, data storage, traffic/API, OWASP MASVS	$2,500 – $8,800	**$2,800 – $6,900**	platform
API security assessment	OWASP API Top-10, BOLA/IDOR, rate limiting	$1,900 – $7,500	**$1,900 – $5,700**	project/API
Social engineering (phishing/vishing)	mailings, spoofed pages, metrics	$1,900 – $6,300	**$1,900 – $5,000**	campaign
Wi-Fi penetration test	access point audit, interception/cracking, segmentation	$1,500 – $4,400	**$1,500 – $3,800**	location

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Red Team (limited scenario)	1–2 vectors, targeted scenario	$19,000 – $50,000	**from $19,000**	campaign
Red Team (APT simulation)	multi-vector attack, stealth, SOC validation	$19,000 – $150,000+	**$31,500 – $100,000**	campaign (2–4 months)
LLM/AI service security audit	OWASP LLM Top-10: prompt injection, jailbreak, data leakage, excessive agency	scoped from $2,500; full AI Red Teaming from $12,500	**scoped from $2,500 / full from $12,500**	service
Comprehensive "all-in-one" penetration test	external + internal + social engineering, single report	from $12,500	**$11,500 – $31,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Retest / verification of remediation	$380 – $1,900 (usually 20–40% of the cost of the main penetration test); one free retest is common	**from $320**	project/retest
Tool-based vulnerability assessment (scan + manual validation, no deep exploitation)	$650 – $3,200	**from $600**	system
Express penetration test of a website / landing page / small web application	$650 – $1,900	**from $600**	website
ICS/SCADA penetration test (industrial systems)	$6,300 – $31,500	**from $5,700**	project
Penetration test of critical information infrastructure (CII) facilities (under 187-FZ, Russian critical infrastructure law, for significant facilities)	$5,000 – $19,000	**from $4,400**	facility
Cyber test for banks/financial institutions (Central Bank regulations 683-P/802-P, GOST 57580.1 — GOST is the Russian state standard) — annual	$6,300 – $25,000/year	**from $5,700**	year/organisation
Penetration test of remote banking / mobile and internet banking / payment gateway	$5,000 – $15,000	**from $4,800**	system
Smart contract / Web3 / blockchain security audit	$3,800 – $37,500 (often priced in USD, depends on the volume of code)	**from $3,800**	contract/project
Active Directory penetration test (standalone vector: domain takeover, Kerberos attacks)	$1,900 – $6,300 (as a separate focused scope; usually part of an internal penetration test)	**from $1,900**	domain/forest

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Kubernetes / container infrastructure penetration test (Docker, registries, escape)	$2,500 – $8,800	**from $2,300**	cluster
Thick client / desktop application penetration test	$1,900 – $6,300	**from $1,900**	application
Non-standard API penetration test (GraphQL / gRPC / SOAP / WebSocket)	$1,500 – $5,000 (as a separate scope; more often a surcharge on an API/application test)	**from $1,500**	API
Stress / DDoS testing (resilience under load)	$1,300 – $6,300	**from $1,200**	project
Physical penetration test (entry to the site, bypassing access control, tailgating)	$2,500 – $10,000	**from $2,300**	facility/location
Purple Team (joint attack exercises with the SOC/blue team, detection tuning)	$6,300 – $25,000	**from $6,300**	campaign
OSINT reconnaissance / analysis of the company's digital footprint (separate from a penetration test)	$1,000 – $3,800	**from $900**	report
Bug Bounty programme setup and ongoing support (launch, scope, report triage)	setup $1,900 – $6,300 + from $1,000/month for triage (bounties on top)	**setup from $1,500 + from $900/month**	project/month
Continuous penetration testing / PTaaS (pentest as a service, retainer)	$1,300 – $3,800/month	**from $1,200/month**	month
PCI DSS penetration test (segmentation + application/network penetration test)	$3,200 – $11,500	**from $2,800**	project

4.2 Security review and audit

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Application security review	architecture, review of critical code, authentication/secrets	$1,300 – $5,000	**$1,500 – $4,400**	application
Express OWASP Top-10	automated scan + manual validation, checklist	$750 – $2,500	**$900 – $1,900**	system
Code audit (SAST + manual)	static analysis, walk-through of findings, recommendations	from $1,900	**from $20 /hour or $1,900 – $8,800**	project/hour
Infrastructure audit	review of servers/network/access, CIS hardening	$1,900 – $7,500	**$1,900 – $6,300**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Cloud audit (Yandex/VK/K8s)	IAM, network policies, storage, secrets	$1,900 – $6,300	**$1,900 – $5,000**	environment
Threat modelling (STRIDE)	attacker model, threat map, priorities	$1,300 – $4,400	**$1,300 – $3,800**	system
DevSecOps implementation (SAST/DAST/SCA in CI/CD)	maturity audit, scanners integrated into the pipeline, gate policies, alerts, ongoing support — reinforces the "development + security in one team" proposition	audit from $900; implementation from $2,500; ongoing support from $1,200/month	**audit from $900 / implementation from $2,500 / ongoing support from $1,200/month**	project/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Active Directory security audit (hardening, BloodHound)	$1,900 – $6,300	**from $1,900**	domain
Database security audit (PostgreSQL/MSSQL/MySQL — hardening, privileges, encryption)	$750 – $3,200	**from $750**	database
Server hardening to the CIS Benchmark (per host)	$190 – $750 per host	**from $190**	host
CMS security audit (1C-Bitrix / WordPress)	$190 – $1,000	**from $250**	website
Logging and detection readiness audit (SIEM readiness)	$1,000 – $3,200	**from $1,000**	infrastructure
Compromise assessment (check for signs of compromise)	$1,900 – $7,500	**from $1,900**	infrastructure
Security code review as a service (embedded in sprints, PR review)	$20 – $45 /hour or from $1,200/month	**from $20 /hour / from $1,200/month**	hour/month

4.3 Compliance

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
152-FZ (Russian data-protection law) audit + document pack	personal data survey, protection level, full set of internal regulations	$1,000 – $6,300	**$1,200 – $4,400**	organisation
Personal data document pack only	policy, consent forms, notification to the regulator (Roskomnadzor), publication	$380 – $1,500	**$440 – $1,200**	set
Bringing the business into compliance with 152-FZ	organisational measures, technical protection of personal data systems, certification	$2,500 – $19,000	**$2,500 – $11,500**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
GDPR	gap analysis, DPIA, policies, DPA	$1,900 – $8,800	**$1,900 – $6,300**	project
187-FZ / CII, GOST 57580	categorisation, gap analysis, roadmap	$3,800 – $25,000	**from $3,800**	project
Connection to GosSOPKA, the state cyberattack detection system (CII)	connecting the CII facility + ongoing support of interaction with the national coordination centre NKTsKI (a separate stage after categorisation). The ViPNet gateway at $750 – $2,500 is bought by the client and is not included in our price	priced individually	**from $2,500 + from $500/month (indicative, final figure after review)**	project/month
⭐ **Software vulnerability analysis to EAL4 (GOST 15408)**	for banks and fintech under Central Bank requirements (683-P/757-P/821-P): code analysis + documentation + developer interviews	analysis from $6,400; applicant documents from $12,500; repeat from $1,900	**analysis from $5,700 / turnkey from $10,000 / repeat from $1,500**	project
PCI DSS — preparation / QSA support	SAQ + ASV scanning + penetration test; support through the QSA audit	preparation from $5,700; QSA audit from $12,500/year	**preparation from $4,400 / QSA support from $10,000**	project/year
Certification of state information systems / personal data systems (FSTEC — the Russian technical regulator, orders 17/21)	with a certificate of conformity; opens access to public procurement (the final figure depends on the number of servers and the security class)	~$1,900 (simple) – $12,500+ (distributed)	**from $3,200**	system

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Personal data processing notification to the regulator (Roskomnadzor) (filing / update)	$40 – $190	**from $90**	filing
Information security / personal data threat model (FSTEC 2021 methodology)	$170 – $1,900	**from $500**	system
Determining the protection level of a personal data system (classification report)	$130 – $500	**from $190**	personal data system
Assessment of the effectiveness of personal data protection measures (mandatory every 3 years)	$380 – $1,500	**from $500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Assessment of harm to data subjects (mandatory document since 2023)	$100 – $380	**from $130**	document
Cross-border personal data transfer notification + justification	$130 – $650	**from $250**	project
Personal data consent forms, cookie banner and consent forms on the website	$130 – $500	**from $150**	website
Outsourced DPO / personal data support on a monthly retainer	$250 – $1,900/month	**from $320/month**	month
Staff training and briefing on personal data processing	$190 – $750	**from $250**	group
Categorisation of a single CII facility (per facility)	$380 – $1,900	**from $500**	facility
Inventory and compilation of the list of CII facilities	$170 – $2,500	**from $750**	project
Threat model for a significant CII facility	$250 – $2,500	**from $750**	significant CII facility
Design of the security system for a significant CII facility (order 239)	$3,800 – $19,000	**from $4,400**	project
GOST 57580 conformity assessment (external audit for banks and non-bank financial institutions)	$3,800 – $19,000	**from $5,000**	project
PCI DSS ASV scanning (quarterly, accredited ASV)	$380 – $1,900/year	**from $500/year**	year
PCI DSS gap analysis (diagnostics without full preparation)	$1,300 – $3,800	**from $1,500**	project
Repeat / periodic FSTEC certification (certificate renewal)	$950 – $5,000	**from $1,300**	system
Certification of a single standalone workstation	$380 – $1,500	**from $500**	workstation
Compliance audit against Presidential Decree No. 250 (security officer, powers)	$650 – $3,200	**from $750**	project
DPIA — data protection impact assessment (GDPR, standalone)	$1,000 – $3,800	**from $1,200**	project
Appointment of an EU representative under GDPR	$1,300 – $5,000/year (€$15 – $50)	**from $1,200/year**	year

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Set of internal security regulations (security policy, procedures — not personal data)	$500 – $1,900	**from $650**	set

4.4 Protection and operations

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
WAF setup	deployment, rules, false positive tuning, training	$1,000 – $5,000	**$1,300 – $3,800 + from $250/month**	project/month
DDoS protection	anti-DDoS onboarding, thresholds, tests	$380 – $1,900 + subscription	**$500 – $1,500 + subscription**	project/month
Hardening (remediation of findings)	closing vulnerabilities, re-testing	$1,300 – $6,300	**from $20 /hour or $1,300 – $5,000**	project/hour
Incident response (IR)	containment, forensics, recovery, report	$1,900 – $12,500+	**from $1,900 / from $65 /hour**	incident/hour
IR retainer (subscription)	reserved hours, SLA 2–8 h, playbooks	$650 – $3,800/month	**from $750/month**	month
Monitoring / SOC-lite	logs, detection rules, alerts, report	$750 – $5,000/month	**from $650/month**	month
Vulnerability Management	regular scanning, prioritisation, tracking	$380 – $1,900/month	**from $380/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit and tuning of an existing WAF (without deployment from scratch)	$750 – $2,500	**from $750**	project
Virtual patching / custom WAF rules	$380 – $1,500	**from $380**	rule/pack
API protection (WAAP) — setup	$1,300 – $4,400	**from $1,300**	project
Anti-bot protection (bot management)	$650 – $2,500 + subscription	**from $650 + subscription**	project/month
DDoS resilience stress test (load testing)	$500 – $1,900	**from $500**	project
Rate-limit / geo-filtering setup without a provider subscription	$250 – $750	**from $250**	project
Server/OS hardening to the CIS Benchmark (per host)	$150 – $500 per host	**from $150/host**	host
Docker / Kubernetes hardening	$1,000 – $3,800	**from $1,000**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Web server hardening + TLS / security headers / CSP	$250 – $1,000	**from $250**	project
Active Directory / domain infrastructure hardening	$1,300 – $5,000	**from $1,300**	project
Computer forensics / DFIR (per drive image)	$650 – $2,500 per drive	**from $650/drive**	drive
Compromise Assessment (check for hidden compromise)	$2,500 – $10,000	**from $2,500**	project
Ransomware recovery	$2,500 – $19,000+	**from $2,500**	incident
Threat Hunting (one-off engagement/sprint)	$1,900 – $6,300	**from $1,900**	sprint
Malware reverse engineering (per sample)	$650 – $1,900 per sample	**from $650/sample**	sample
SIEM implementation (KUMA / MaxPatrol SIEM / equivalent)	$5,000 – $37,500 + licences	**from $5,000 + licences**	project
Connecting a source to SIEM/SOC (per source)	$65 – $250 per source	**from $65/source**	source
EDR/XDR implementation and setup	$1,900 – $10,000 + licences	**from $1,900 + licences**	project
Centralised log collection set-up (ELK / syslog / Graylog)	$1,000 – $3,800	**from $1,000**	project
One-off infrastructure vulnerability scan (network scan)	$380 – $1,500	**from $380**	project
Vulnerability Management system implementation (MaxPatrol VM / RedCheck)	$3,800 – $25,000 + licences	**from $3,800 + licences**	project
Patch management / update management (retainer)	$380 – $1,900/month	**from $500/month**	month

4.5 Training, bug bounty, ongoing support

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Secure development training (SSDLC)	OWASP workshop, cases from the project, checklists, CI/CD	$1,000 – $3,800	**$1,000 – $3,200**	course/day
Security Awareness (anti-phishing)	training modules, simulated phishing campaigns, metrics	$650 – $3,200	**$650 – $2,500**	programme
Bug bounty launch/support	programme setup, scope, report triage	$750 – $2,500 + triage from $380/month	**from $750 + from $380/month**	project/month

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Retest (remediation verification)	re-testing, report with statuses	15–30% of the original penetration test	**20% of the project (min. $500)**	project
vCISO / security consulting (subscription)	security strategy, contractor oversight, roadmap	$1,300 – $6,300/month	**from $1,300/month**	month

Bug bounty — three budget lines: (1) setup + triage by inreallab (see the table); (2) the platform fee (Standoff Bug Bounty / BI.ZONE); (3) the variable bounty fund paid to researchers (borne by the client). For reference: in 2025 Standoff paid out over 160 million ($400 researchers) and BI.ZONE 100 million ($75 reports).

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
System threat modelling + workshop for the team	$1,000 – $3,200/system	**from $1,200**	project
Threat model produced to the FSTEC methodology (document)	$380 – $3,200	**from $750**	document
DevSecOps pipeline implementation (SAST/DAST/SCA in CI/CD)	$2,500 – $10,000 + support from $250/month	**from $2,500 + from $250/month**	project/month
Development process maturity audit (SSDLC assessment, gap analysis)	$1,900 – $6,300	**from $1,700**	project
One-off simulated phishing campaign (without an annual platform)	$380 – $1,500/campaign	**from $380**	campaign
Security Awareness — platform subscription (per employee per year)	300 – $20/employee/year (volume discounts)	**from 250/employee/year**	employee/year
Social engineering test (phishing + vishing + physical access), offensive	$1,000 – $5,000	**from $1,200**	project
Tabletop cyber exercise (rehearsing incident response)	$1,900 – $7,500	**from $1,900**	exercise
Cyber range / CTF training for development and DevOps teams	$1,300 – $5,000	**from $1,300**	event
Development of a set of security policies and procedures	$1,300 – $6,300	**from $1,200**	set
Security maturity assessment / gap analysis against a framework (ISO 27001, NIST)	$1,900 – $7,500	**from $1,500**	project
Responsible Disclosure / VDP programme setup (without a bounty fund)	$500 – $1,900	**from $500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bug bounty report triage — paid per report (instead of a retainer)	$40 – $190/report	**from $40/report**	report
Validation/analysis of an individual vulnerability report (third-party researcher)	$65 – $380	**from $65**	report
One-off strategic vCISO security session (without a subscription)	$380 – $1,900	**from $500**	session
ISMS implementation / preparation for ISO/IEC 27001 certification (consulting)	$3,800 – $19,000	**from $3,200**	project
Staff training on personal data protection (152-FZ)	$380 – $1,900	**from $380**	course
Mentoring/ongoing support for the client's security specialist (retainer)	$650 – $1,900/month	**from $650/month**	month

4.6 The Russian software registry, IT accreditation, tax incentives

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey listing of software in the Russian software registry (Ministry of Digital Development)	$750 – $3,200 (budget segment from $320)	**from $1,200**	project
IT company accreditation with the Ministry of Digital Development	$190 – $900 (the procedure itself is free)	**from $600**	project
Bundle "software registry + accreditation + tax incentives"	$1,900 – $3,800 (discounted against the total)	**from $1,700**	project
Audit of software readiness for the registry	free – $1,300	**from $320 (after a free review)**	project
Listing a hardware-software system in the registry	$4,000 – $4,800	**from $2,800**	project
Software registration certificate (Rospatent)	services $190 – $500 + state fee $65 ($45 for electronic filing)	**from $250 + state fee**	document

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Preparation of the technical/operational documentation set for the registry (GOST 19/34: application description, user and administrator manuals)	$250 – $1,300 (depends on the size of the software and the number of documents)	**from $380**	set

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Re-filing the registry application after a refusal (addressing the expert council's comments + a new document set)	$380 – $1,200 (usually 40-60% of the initial project)	**from $440**	project
Responses to the expert council's comments / support at the hearing	$190 – $750 per iteration	**from $250**	iteration
Amendments to the registry entry for listed software (updating details, version, company data, class)	$130 – $500	**from $190**	application
Assigning/justifying the software class under the classifier (choice of code, rationale)	$65 – $320	**from $130**	service
Listing software in the unified Eurasian software registry (EAEU)	$750 – $2,500	**from $1,200**	project
Database registration certificate (Rospatent, state registration of a database)	services $190 – $650 + state fee $60 on filing + $40 for the certificate (−30% for electronic filing)	**from $250 + state fee**	document
Deposit of source code / of a work (copyright, storage of the deposit)	$40 – $190	**from $65**	document
Trademark registration (brand/software name, Rospatent)	services $240 – $750 + state fees from $420 (−30% for electronic filing)	**from $380 + state fees**	project
Annual confirmation of IT company accreditation (yearly procedure by 1 June: check of revenue share, salaries, business activity codes)	$190 – $600	**from $250**	year
Preparation for accreditation: website setup (correct business activity code, publication of company activity details), consent to disclose tax secrecy	$130 – $500	**from $190**	service
Reinstatement of accreditation after removal from the Ministry of Digital Development register	$380 – $1,000	**from $500**	project
Obtaining and maintaining IT tax incentives (profit tax, social contributions at 7.6%): calculating the ≥70% qualifying revenue share, document handling	$380 – $1,500 (one-off) or a retainer at $190 – $650/month	**from $500 / from $250/month**	project/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Preparation of an application for an RFRIT grant / subsidy for developing and deploying Russian software	$1,000 – $3,800 (+ % of the grant amount)	**from $1,300**	project
Listing products in the Russian electronics registry (Ministry of Industry and Trade, Government Decree 719) for hardware-software systems/equipment	$1,900 – $5,000	**from $2,300**	project
Assessment of software against the registry requirements (check of ≥50% Russian ownership, absence of forced foreign updates, licence cleanliness)	$320 – $1,000	**from $380**	project
Ongoing support of registry status on a monthly retainer (monitoring requirements, timely amendments, renewals)	$130 – $500/month	**from $190/month**	month

PART III. DESIGN

5 UX/UI, design systems, branding, identity, motion

5.1 UX research

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Express UX audit	Nielsen heuristics, checklist, priorities	$190 – $1,000	**from $440**	project
In-depth usability audit	all scenarios, report, workshop presentation	$750 – $3,200	**from $1,200**	project
In-depth interviews / CustDev / JTBD	script, recruiting, 5–10 interviews, insights	$65 – $190/interview	**$100/interview, pack of 5 from $750**	interview/package
Usability testing	scenarios, 5–8 respondents, video, report	$750 – $3,800	**from $1,200**	project
CJM (customer journey map)	stages, emotions, barriers, growth points	$500 – $2,500	**from $900**	project
User flow / information architecture	screen map, scenarios, navigation	$320 – $1,500	**from $600**	project
Competitor analysis / benchmarking	5–10 competitors, feature matrix	$250 – $1,200	**from $440**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Personas and segmentation	3–5 profiles, scenarios, triggers	$250 – $1,000	**from $380**	package

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Card sorting (open/closed)	$380 – $1,700	**from $600**	project
Tree testing of navigation	$320 – $1,300	**from $500**	project
First-click testing	$250 – $900	**from $380**	project
Unmoderated remote usability testing	$100 – $1,900	**from $650**	project
Accessibility audit (WCAG 2.1 / GOST R 52872, a Russian state standard)	$650 – $4,400	**from $1,000**	project
Quantitative UX survey / questionnaire	$500 – $2,500	**from $750**	project
UX metrics measurement (SUS / UMUX / CSAT / NPS)	$250 – $1,200	**from $440**	measurement
Focus group moderation	$500 – $1,700 per group	**from $750/group**	group
Diary study	$1,000 – $4,400	**from $1,500**	project
Field / ethnographic research (contextual inquiry)	$1,300 – $6,300	**from $1,900**	project
Service blueprint	$750 – $3,200	**from $1,200**	project
JTBD map / job map	$500 – $2,000	**from $700**	project
Respondent recruiting for research	$20 – $75/resp. B2C; $75 – $320/resp. B2B	**from $35/resp. B2C, from $100 B2B**	respondent
Interview transcription and coding	$15 – $45 per interview	**from $20/interview**	interview
Product analytics setup (events, funnels, goals)	$380 – $1,900	**from $600**	project
Heatmap and session-replay analysis (behavioural analytics)	$190 – $1,000	**from $380**	project
A/B test: hypotheses, setup and results analysis	$380 – $1,900	**from $650**	test
UX strategy / research plan and roadmap	$650 – $2,800	**from $900**	project
Prototype design for testing	$320 – $1,500	**from $500**	project
UX research by subscription (research-as-a-service)	$1,000 – $5,000/month	**from $1,500/month**	month

5.2 UX/UI interface design

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing page	prototype, UI desktop+mobile, responsive layout	$190 – $1,900	**from $750**	project
Premium promo landing page	concept, complex grid, animations	$1,300 – $6,300	**from $1,900**	project
Corporate / multi-page website	UX structure, 8–20 screens, UI kit	$1,900 – $10,000	**from $3,200**	project
Online store	catalogue, product page, cart, checkout, customer account	$3,200 – $19,000	**from $5,000**	project
Web service / platform	20–60+ screens, states, design system	$5,000 – $37,500	**from $7,500**	project
Mobile app	UX flows, 20–50 screens, HIG/Material, 2 platforms	$3,800 – $31,500	**from $6,300**	project
Telegram Mini App (TMA)	UX flows for the Telegram UI Kit, light/dark theming, 8–25 screens, states (development — see 3.1)	$1,300 – $5,000	**from $1,900**	project
Dashboards / admin panels / BI	metrics visualisation, tables, filters	$2,500 – $15,000	**from $3,800**	project
Single screen design	UX+UI, responsive layout, states	$65 – $320	**$100**	screen
Prototyping (interactive)	clickable Figma prototype	$380 – $3,200	**from $650**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Wireframes / low-fi prototype (greyscale)	$130 – $1,000	**from $320**	project
Quiz landing page / multi-step quiz design	$250 – $1,500	**from $600**	project
Adapting a desktop design for mobile (existing mockup)	$190 – $1,500	**from $380**	project
Tablet adaptation	$100 – $750	**from $250**	project
Dark mode design for an existing interface	$250 – $1,900	**from $750**	project
Product card design (template)	$100 – $500	**from $190**	template
Catalogue / listing page design with filters	$190 – $1,200	**from $380**	screen

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Cart and checkout design (separately)	$250 – $1,500	**from $500**	flow
Customer account design as a separate block	$500 – $3,800	**from $1,000**	project
App onboarding flow (welcome / first launch)	$250 – $1,500	**from $500**	flow
Empty states / errors / 404 design (set)	$100 – $500	**from $190**	package
Complex form / questionnaire / configurator design	$190 – $1,300	**from $380**	project
Email / newsletter template design	$100 – $650	**from $190**	email
Push / in-app notification design (set of states)	$75 – $380	**from $150**	package
Custom interface icon set	500 – $40/icon, set $190 – $1,000	**$15/icon, set from $320**	icon/set
Design + build of a landing page on Tilda	$380 – $2,500	**from $750**	project
Design of a single landing page block / section (customisation)	$65 – $320	**from $100**	block
Smartwatch / watch app interface design	$500 – $3,200	**from $1,000**	project
Embeddable widget / module design (calculator, chat)	$190 – $1,300	**from $380**	project
Design iterations / revisions (hourly rate)	$20 – $65/hour	**from $35/hour**	hour
Dev handoff: preparing mockups for development (annotations, spec, assets)	$130 – $900	**from $250**	project
Business-card website (mini, 3–5 screens)	$380 – $1,900	**from $900**	project

5.3 Design systems and redesign

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
UI kit	colours, typography, components in Figma	$500 – $3,200	**from $1,000**	project
Design system in Figma (design-only)	tokens, library, states, documentation	$2,500 – $19,000	**from $4,400**	project
Design system with a code library	+ front-end handoff / component implementation	from $6,300	**from $6,300**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Landing page / website redesign	audit, new structure/UI, responsive layout	$750 – $6,300	**from $1,500**	project
App / service redesign	UX review, screen-by-screen redesign	$3,200 – $25,000	**from $5,700**	project
Design support (retainer)	dedicated hours/month, priority	$750 – $5,000/month	**from $1,200/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
UX / usability audit of an interface (heuristic, Nielsen's 10 rules)	$500 – $3,200 (landing page ~40–80k, large service 150k+)	**from $750**	project
Accessibility audit (WCAG 2.1: contrast, keyboard, screen reader)	$750 – $4,400	**from $1,200**	project
Audit of an existing design system (consistency, coverage, tech debt)	$1,000 – $5,000	**from $1,500**	project
Design tokens (Tokens Studio setup, semantic layers, export to code)	$500 – $2,500	**from $900**	project
Light/dark theming (adding a dark theme to a finished product)	$750 – $4,400	**from $1,200**	project
Component library in Figma (without a full design system): a single component with all states	$40 – $250 per component; set of 20–40 items $1,000 – $5,000	**from $65 / set from $1,500**	component/set
Icon set in a single style	$20 – $75 per icon; set of 24–48 items $500 – $2,500	**from $35 / set from $650**	icon/set
Design system documentation / usage guidelines (rules, do & don't, examples)	$750 – $3,800	**from $1,200**	project
Design system migration / refactoring (Sketch→Figma, auto-layouts, variants, version→version)	$1,300 – $8,800	**from $2,300**	project
Tidying up Figma files (structure, naming, auto-layout, style cleanup)	$380 – $1,900	**from $650**	project
Design system development / ongoing support (adding components, versioning, changelog)	$750 – $3,800 / month or from $130 per component	**from $1,200 / month**	month/component

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Team training on the design system / workshop on working with the library	$500 – $2,500	**from $750**	workshop
Cosmetic redesign / UI refresh (visual update without structural change)	$500 – $3,200	**from $900**	project
Redesign of a single section / flow of an app (not the whole product)	$1,000 – $6,300	**from $1,500**	section
Adding responsive layouts to an existing design (mobile/tablet versions of finished screens)	$500 – $3,200	**from $750**	project
Adapting a design system for a sub-brand / white-label (token recolouring, themes)	$1,300 – $6,300	**from $1,900**	project
Design review / expert consultation on mockups (hourly)	$40 – $100 / hour; session $190 – $750	**from $50 / hour**	hour/session
Design QA / checking markup against mockups (per sprint/release)	$380 – $1,900 / sprint	**from $500 / sprint**	sprint

5.4 Branding and identity

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Naming	options, availability and domain checks	$380 – $3,800	**from $750**	project
Logo	2–3 concepts, final vector files, mini guidelines	$250 – $1,900 (premium $3,800+)	**from $500 (2 concepts) / from $750 (3 concepts + mini guidelines)**	project
Corporate identity (basic)	logo, palette, fonts, business card, letterhead, presentation	$1,000 – $6,300	**from $1,200 (basic set of carriers) / from $1,700 (full package)**	package
Identity (extended)	logo, patterns, graphics, icon style, carriers	$2,500 – $19,000	**from $3,800**	package
Brand book / guidelines	full set of rules, tone of voice, examples	$1,500 – $21,000 (average ~$8,000, ABKR — Russian branding association, 2026)	**from $2,300**	project
Brand strategy / platform	research, positioning, mission and values	$1,900 – $19,000	**from $3,200**	project

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Rebranding	audit, transition strategy, new identity	$3,800 – $31,500	**from $5,700**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Trademark registration (turnkey)	patent attorney fees $190 – $750 + Rospatent state duties ~$420 – $600; turnkey $500 – $1,500	**from $650 (+ state duties)**	application
Preliminary trademark search / name availability check	express search $40 – $130; full search with a legal opinion $130 – $380	**from $100**	check
Slogan / descriptor (separately)	$65 – $1,300 (freelance 5–20k, agency 30–100k); rarely sold separately	**from $250**	project
Tone of voice / brand voice (verbal identity separately)	$650 – $3,800	**from $1,000**	project
Express logo (1 concept, freelance level)	$40 – $380	**from $320**	project
Refresh / modernisation of an existing logo (without full rebranding)	$190 – $1,300	**from $500**	project
Vectorisation / redrawing a logo in vector	$20 – $150	**from $40**	each
Logo guide (usage rules, clear space, colours)	$190 – $900	**from $380**	project
Brand pattern / ornament	$190 – $1,300	**from $320**	project
Brand icon style (system of branded pictograms)	$380 – $1,900	**from $600**	package
Brand illustration style (branded illustration as a system)	$500 – $3,800	**from $900**	project
Mascot / brand character (design)	$380 – $3,200	**from $750**	project
Business card design	$40 – $320	**from $75**	each
Business stationery set (letterhead, envelope, folder, email signature)	$130 – $750	**from $250**	package
Merch / promotional goods design (branding a set of carriers)	$250 – $1,900	**from $440**	package
Branding of signage / wayfinding / vehicles	$250 – $2,500	**from $500**	object/set
Key visual (core visual for an ad campaign)	$380 – $3,800	**from $650**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Brand positioning (as a stand-alone stage without a full platform)	$1,000 – $6,300	**from $1,500**	project
Brand audit / market and competitor research	$650 – $6,300	**from $1,200**	project
Brand architecture (portfolio, sub-brands, product-line naming)	$1,300 – $10,000	**from $2,300**	project
Digital brand book (interactive web version of the guidelines)	$650 – $3,800	**from $1,200**	project
Audio branding (sound logo / jingle)	$380 – $3,800	**from $650**	project

5.5 Graphics, motion, 3D, packaging

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Banner / banner set	concept, adaptation to formats	$40 – $750	**$75 / package from $250**	each/package
Social media design	avatar, cover, post and story templates	$190 – $1,500	**from $380**	package
Content pack of posts (per month)	15–30 mockups in a single style	$320 – $1,900	**from $600**	package/month
Presentation / pitch deck	structure, slide design, infographics	$190 – $5,000	**from $500 (pitch deck from $1,200)**	project
Infographics	data structure, diagram, vector	$150 – $1,300	**from $250**	each
Icon set / illustrations	single style, vector, 10–30 items	$250 – $2,500	**from $500**	package
Logo animation	2D/3D, 3–7 sec	$190 – $1,500	**from $380**	project
Interface motion graphics	transitions, states, micro-interactions	$250 – $750/scene	**from $320/scene**	scene
Explainer / animated video	script, storyboard, animation, sound	$1,300 – $10,000	**from $1,900**	project
3D visualisation / render	modelling, materials, lighting, render	product shots $40 – $100/angle; interior $35 – $75/angle; exterior $65 – $190/frame; project $380 – $3,800	**from $100/angle, project from $650**	angle/project
Packaging design (1 SKU)	structure, concept, print-ready files	$500 – $3,800	**from $750**	SKU

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace product cards	infographics, 5–8 slides, rich content	600 – 900/slide; premium rich/3D up to $750	**from $190/package (≈$25/slide)**	slide/package
AI visuals / neural graphics	generating and finishing images, patterns, backgrounds and product shots with neural networks, manual retouching, brand fit	$15 – $250	**from $100**	package
Email design / master template	design + HTML email markup, responsive layout, ESP block editor	email $100 – $380; master template $500 – $1,900	**email from $150 / master template from $600**	email/template

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Video editing (Reels / Shorts / clip)	$20 – $190 / video, complex edit with graphics $380+	**from $50**	video
Titles, subtitles, kinetic text	500 – $40 / min; subtitle pack for a video $25 – $100	**from $20**	video/min
Video colour grading	$25 – $190 / video	**from $50**	video
Sound design / voice-over for a video	voice talent $20 – $100; sound design and music selection $65 – $380	**from $75**	project
Telegram / WhatsApp sticker pack	$65 – $500 for a set of 15–30 stickers; animated ones cost more	**from $150**	set
AR mask / filter (VK, Spark AR)	$190 – $1,900 depending on interactivity and 3D	**from $320**	project
Lottie animation (web/app, JSON)	$40 – $250 per icon/micro-scene	**from $75**	each
GIF animation / animated banner	$25 – $190 per banner/emoji	**from $65**	each
Outdoor advertising design (billboard, city format, signage)	$65 – $500 / mockup	**from $130**	mockup
Leaflet / flyer / poster	$40 – $250 / mockup	**from $75**	mockup
Booklet / leaflet / catalogue (print)	booklet $100 – $650; catalogue $20 – $65 / page	**from $150 / page from $35**	project/page
Label design	$190 – $1,000 / SKU (separate from packaging structure)	**from $320**	SKU
Photo retouching and clipping	clipping 100 – $20 / photo; complex retouching $15 – $75 / photo	**from 300 / photo**	photo

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Redrawing / vectorising an image	$15 – $100 per element/logo in vector	**from $25**	each
Mascot / brand character (illustration)	$250 – $1,900 for a character with emotions/poses	**from $500**	project
Storyboard	$15 – $75 / frame	**from $25 / frame**	frame
3D product modelling (without a final render)	$65 – $750 / model depending on complexity	**from $150**	model
3D character + rigging	$500 – $5,000 depending on detail and animation readiness	**from $1,000**	project
Merch / promotional goods design	$65 – $380 / item (T-shirt, mug, tote bag, stickers)	**from $100**	item
YouTube thumbnails	500 – $65 / each	**from $20**	each
Motion templates for Reels / Stories (presets)	$130 – $750 for a pack of social media templates	**from $250**	package

PART IV. MARKETING

6 Paid traffic / performance

6.1 Contextual advertising (Yandex Direct)

CAMPAIGN	SETUP	MANAGEMENT
Search	**$440**	**$380/month or 12% (min $320)**
Yandex Advertising Network	**$320**	**$250/month or 10%**
Product / dynamic (feed)	**$380**	**$320/month or 12%**
Retargeting in Yandex Direct	**$150** (free with a package)	**+$100/month**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of a live Yandex Direct account (one-off, with checklist and fix plan)	$65 – $320 RUB (agencies 5–15k; freelancers from $40; premium agencies ~$350)	**from $100**	one-off
Keyword research and clustering for Yandex Direct (parsing, negative keywords)	$40 – $250 RUB depending on scope (up to 1–5k keywords)	**from $90**	one-off
Media plan / budget forecast and strategy before launch	$40 – $190 RUB (often included free in setup/pre-sale; rarely charged separately)	**from $130**	one-off
Display (banner) campaign in Yandex Direct — setup (reach/CPM, brandformance)	$250 – $750 RUB setup; management $190 – $500/month	**from $380 + management from $320/month**	setup + month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Video ads in Yandex Direct (in-stream/out-stream, video extensions)	$190 – $600 RUB setup (video production charged separately)	**from $320**	one-off
Smart banners / dynamic retargeting from a product feed	$190 – $500 RUB setup; management $190 – $380/month	**from $250 + management from $230/month**	setup + month
Campaign Wizard / unified performance campaign (automated strategies for SMEs)	$100 – $320 RUB setup (budget format for small spend)	**from $150**	one-off
Banner on search (display block in the search results)	$100 – $320 RUB setup	**from $150**	one-off
Product feed (YML) generation/optimisation for Product campaigns and Smart banners	$65 – $320 RUB (manual YML build/edit, mapped to the catalogue)	**from $130**	one-off
Yandex Metrica setup: goals, e-commerce, link-up with Yandex Direct	$65 – $320 RUB (goals + ecommerce + session replay + segments)	**from $150**	one-off
End-to-end analytics setup / call-tracking integration (Calltouch, Roistat)	$190 – $750 RUB implementation (service subscription charged separately)	**from $320**	one-off
Yandex Audience setup (lookalike, segments from CRM/pixel/geolocation)	$65 – $190 RUB (often part of retargeting setup)	**from $100**	one-off
Transfer/rebuild of campaigns from a previous contractor (account migration)	$130 – $440 RUB	**from $190**	one-off
Revival / one-off optimisation of live campaigns (no ongoing management)	$130 – $380 RUB per one-off package of fixes	**from $190**	one-off
Bid automation / bid-management tool connection (K50, Marilyn, Origami)	$130 – $380/month management + tool licence charged separately	**from $190/month**	per month
Reporting setup / Yandex Direct dashboard (DataLens, Looker Studio)	$130 – $440 RUB one-off dashboard build	**from $190**	one-off
Ad copywriting and A/B testing of creatives (package of variants)	$40 – $190 RUB per package of ads/tests	**from $90**	one-off
Rush launch of a campaign in 1–2 days — surcharge on setup	+30–50% on the setup fee (rush surcharge)	**from +30%**	surcharge

6.2 Targeted advertising

PLATFORM	SETUP	MANAGEMENT
VK Ads	**$380**	**$380/month or 15% (min $320)**
Telegram Ads	**$500** (via resellers such as eLama — no upfront deposit, pay later; first top-up from €250; direct entry to Telegram at €2m is not relevant for the client)	**$440/month + 15% on top-ups**
Odnoklassniki / Dzen (Promo Pages)	**$320** (myTarget as a standalone platform is closed — absorbed into VK Ads)	**$320/month or 12%**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of a paid-social ad account (VK/Telegram)	$40 – $190	**from $100**	one-off
VK Ads setup (new campaign, one-off)	$130 – $380	**from $190**	one-off
VK Ads management / ongoing support (excluding ad budget)	$190 – $500/month or 10–20%	**from $250/month**	per month
Audience parsing (TargetHunter / Segmento Target)	$40 – $190	**from $75**	per project
Look-alike setup and segments from pixel/CRM	$65 – $190	**from $100**	per project
VK pixel installation and setup + events	$40 – $150	**from $75**	per project
Retargeting from a customer list/pixel (audience cascade)	$65 – $250	**from $130**	per project
VK lead forms (setup + CRM integration)	$65 – $250	**from $130**	per project
Promotion of VK Clips / video formats	$130 – $380 setup	**from $190**	one-off
Telegram Ads setup via a reseller (eLama and others)	$250 – $650	**from $500**	one-off
Telegram Ads management (topic/channel selection, moderation)	$320 – $650/month and/or 10–20%	**from $440/month**	per month
Ad setup in Odnoklassniki / Dzen (Promo Pages)	$190 – $440	**from $320**	one-off
Ad copywriting + creatives (package of variants)	$40 – $190	**from $90**	per package
Test campaign (audience/creative tests, hypotheses)	$130 – $380	**from $190**	per project
Media plan / paid-social forecast before launch	$65 – $250	**from $130**	one-off

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Transfer / rebuild of an account from a previous contractor	$130 – $320	**from $150**	one-off
Paid-social reporting / dashboard	$130 – $440	**from $190**	one-off

6.3 Programmatic, ABM, influencers, marketplaces, seeding, video

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Programmatic / RTB / display	media plan, DSP/segments, brand safety, post-view	test from $650 – $1,300/month; full-scale ~$1,900 – $2,300/month (+ DSP commission 15–25%)	**launch $650 + 18% of budget (min $500/month)**	per month
ABM (targeted B2B)	account/decision-maker list, personalisation, multichannel	pilot $1,300 – $5,000	**pilot from $1,900 + from $1,000/month**	per project / month
Influencers (performance via marketplaces)	CPA-based selection, brief, promo codes/UTM, report	commission 10–25% (marketplaces 10–15%, agencies 15–25%)	**15% of budget (min $380)**	per campaign
Avito Ads / promotion	native lead generation, CPC (from 1/click) / CPM (from 214), listing promotion	setup $190 – $440	**setup $250 + management $320 – $440/month or 12% (min $320) (via eLama — 20% of budget returned, free management with a budget from $3,800)**	per month
Marketplace advertising (Wildberries/Ozon internal)	campaigns, bid management on the auction model, target ad-spend share (norm ~10%, start 20–25%)	setup $190 – $440	**$320 + $380 – $500/month or 12% (higher than Yandex Direct management — more labour: listings + bidding + content)**	per month
Cross-channel retargeting (all channels)	pixel-based audiences, creative cascade	setup $130 – $320	**$190 + $150/month**	per month
Seeding in Telegram/communities	CPM/ER-based selection, fraud checks, placement	test from $130, full campaign from $380 – $650	**12% of budget (min $320)**	per campaign

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
App promotion (ASO + UAC/stores)	ASO optimisation, ads in App Store/Google Play, in-app	ASO one-off $380 – $1,900; management from $1,000/month (network agencies)	**ASO from $650 / management from $650/month / full package from $2,500/month**	per project / month
CPA / affiliate networks (Admitad, Advcake, CityAds)	offer onboarding, publisher moderation, anti-fraud, pay per action	terms per offer	**commission 10–15% or a flat ongoing-support fee**	per campaign
Video advertising (in-stream, CPV)	CPV/CPM media plan, targeting, view-through analytics	launch $250 – $500	**$380 + $320/month or 12%**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
App ASO audit (one-off, no implementation)	$65 – $380 one-off (freelance floor ~$65, agency $190 – $380)	**from $190**	per project
ASO keyword research (1 store)	$40 – $320 (freelance from ~$40, agency $130 – $320)	**from $190**	per project
Text ASO optimisation of metadata (title/subtitle/description/keywords), 1 locale	$130 – $320 per locale	**from $190**	per locale
ASO localisation into an additional country/language	$65 – $190 per language (cheaper as a package)	**from $150**	per language
Store creative optimisation (icon + screenshots + preview video)	$250 – $750+ per set (top studios charge more)	**from $380**	per set
A/B tests of the store listing (Product Page Optimization / Custom Store Listings)	rarely sold as a separate service; when split out, the benchmark is ~$190 – $500 per cycle	**from $320**	per test
Publishing and promotion in RuStore (separate from App Store/Google Play)	publishing in RuStore is free; the service = upload + initial ASO, benchmark $190 – $500	**from $250**	per project
ORM in the stores (managing app reviews and rating)	from $190/month	**from $190/month**	per month
Influencer selection + media plan (one-off, no placements)	$190 – $500 one-off	**from $250**	per project
Influencer fraud check (channel/account audit)	$20 – $65 per channel (or via trendHERO/LiveDune)	**from $25**	per channel
Whitelisting / Spark Ads (promoting influencer content through the ad account)	commission 10–20% of budget	**15% (min $250)**	per campaign

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Running a giveaway with influencers	$380 – $1,900 (organisation; prize fund charged separately)	**from $500**	per project
Launch of an ambassador programme (long-term integrations)	benchmark from $1,000 – $1,900 (launch/setup, excluding influencer fees)	**from $1,000**	per project
Programmatic DOOH (digital out-of-home, billboards)	budget from $1,300 – $3,800/flight + commission 15–20%	**launch from $500 + 15% of budget**	per campaign
Programmatic Audio (Yandex Music, podcasts, audio ads)	from $1,300/month + commission 15–20%	**launch $380 + 15% (min $380/month)**	per month
CTV / Smart TV / streaming services (Kion, Okko, ivi, Wink)	from $1,900/flight + commission 15–20%	**launch from $500 + 15% of budget**	per flight
Brand-safety / impression-verification setup (Weborama, Adriver verification)	Weborama is not available in Russia; verification via Adriver/AdLook, setup benchmark from $250 + the tool fee	**from $320**	per project
External traffic to a marketplace listing (Yandex Direct/influencers/seeding to Ozon/Wildberries)	setup $190 – $380 + budget	**from $250 + 12% of budget**	per month
Advertising on Yandex Market / Megamarket (boost, shelves, banners)	setup $190 – $440 + management	**$250 + from $380/month or 12%**	per month
SEO optimisation of a product listing for ranking/ads (Wildberries/Ozon)	$40 – $130 per listing	**from $40/listing**	per listing
One-off placement/buy in 1 Telegram channel (selection + approval + posting)	usually a 10–20% commission/mark-up on the buy or a minimum seeding package; a standalone flat fee of $65 – $190 for 1 channel is rare	**from $65 (minimum fee / mark-up)**	per placement
Onboarding and launching an offer in a specific CPA network for the advertiser (Admitad/Advcake/ePN)	advertiser registration in a network is usually free; the launch work is charged, benchmark setup $250 – $650 + the network deposit	**from $320**	per project

6.4 Related services and bundles

SERVICE	INREALLAB
Audit of ad accounts	**$190 – $320 (one-off)**
Strategy and media planning	**$380 – $1,000 (one-off)**
Web analytics setup (Yandex Metrica, goals, e-commerce)	**$190 – $380**

SERVICE	INREALLAB
End-to-end analytics + call tracking	**setup $380 – $750 + from $130/month (the Callibri/Mango/UIS platform subscription is paid separately, like the ad budget)**
Performance creatives (package)	**from $150**

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Express audit of one ad account (Yandex Direct OR VK)	often free as a lead magnet; paid $40 – $100 (verbal/checklist)	**from $65**	per account
In-depth Yandex Direct audit with a written report and fix plan	$130 – $380 (detailed review of structure, bids, keywords, negative keywords)	**from $190**	per account
Audit when moving from another contractor (campaign handover)	$130 – $250 (often part of the general audit, or free when management starts)	**from $150**	per project
Audit of web-analytics accuracy (counters, goals, data)	$100 – $250 (check of Yandex Metrica/GA, duplicates, goals)	**from $130**	per project
Media plan for 1 channel (budget forecast, KPIs, reach)	$65 – $190 one-off (often free at pre-sale)	**from $100**	per channel
Unit-economics calculation / ROMI forecast for advertising	$130 – $380 (CAC/LTV payback model; rare as a standalone service)	**from $190**	per project
Yandex Metrica setup (counter, session replay, basic goals)	$65 – $190	**from $100**	per project
Setup of goals and composite/JS goals (package)	$40 – $130	**from $65**	per package
E-commerce tracking setup (ecommerce, dataLayer)	$190 – $900 (products/orders data, dataLayer, CMS integration; top agencies charge more)	**from $250**	per project
Google Analytics 4 (GA4) setup	$130 – $380	**from $190**	per project
Google Tag Manager setup (container, tags, triggers)	$100 – $320	**from $150**	per project
Server-side tracking (server-side GTM / server-side Yandex Metrica)	$250 – $750 (works around blockers, conversion accuracy)	**from $380**	per project
Offline-conversion setup (upload from CRM to Yandex Direct/VK)	$190 – $500	**from $250**	per project
UTM tagging: template + link generator for all channels	often free/included in setup; as a micro-service from freelancers $15 – $100	**from $40**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Advertising dashboard (Yandex DataLens / Power BI / Looker)	$250 – $1,000 one-off (+ support)	**from $380**	per project
Static call tracking (1–2 dedicated numbers)	connection $25 – $65 + number rental (platform subscription charged separately)	**from $40**	per project
Dynamic call tracking (pool of swap numbers)	setup $130 – $320 + Callibri/UIS/Comagic platform subscription	**from $150**	per project
Turnkey Roistat end-to-end analytics implementation	setup $380 – $1,300 + platform subscription	**from $500**	per project
Integration of advertising/analytics with CRM (Bitrix24, amoCRM)	$190 – $650	**from $250**	per project
Banner set for the Yandex Advertising Network (all formats, 1 offer)	$65 – $190	**from $100**	per set
Video creative for performance (15–30 sec)	$130 – $500 per video	**from $190**	per video
A/B creative package for hypothesis testing (several variants)	from $150 (3–5 offer/visual variants)	**from $190**	per package

7 SEO, SMM, content, influencer, email, reputation / PR

7.1 SEO — search engine optimisation

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Basic SEO audit	$190 – $650	**$320**	project
Full SEO audit	$650 – $1,900	**$900**	project
SEO strategy	$500 – $1,500	**$750**	project
Keyword research (semantic core)	$190 – $750	**from $100 (up to 300 phrases) / $230 (up to $20 phrases)**	project
Site structure design	$250 – $750	**$380**	project
Technical optimisation	$380 – $1,500	**basic from $250 / extended $600**	project
Implementing fixes (developer)	$35 – $65/hour	**$40/hour**	hour
SEO "Start" (young websites)	$380 – $650	**from $300 (entry, young website) / $440 (standard)**	per month

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO "Business" (competitive niche)	$650 – $1,300	**$850**	per month
SEO "Premium" (high competition)	$1,300 – $3,200+	**from $1,500**	per month
Online store SEO	$900 – $2,500	**from $600 (single city) / from $950 (multi-region)**	per month
Local SEO	$250 – $750	**$380**	per month
Regional / national	$500 – $3,800	**$650 / from $1,700**	per month
Link building	$250 – $1,000	**$380 (link budget billed separately)**	per month
Crowd marketing	100 – $15/link	**250/link, pack of 60 $190**	link/pack

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Technical SEO audit (stand-alone, in-depth)	$250 – $750	**from $380**	project
Express audit / mini audit (checklist)	$65 – $190	**from $90**	project
Backlink profile audit (link re-view, clean-up, disavow)	$130 – $500	**from $190**	project
Search competitor analysis (competitive SEO review)	$190 – $650	**from $250**	project
Content audit (copy and com-mercial factors)	$190 – $650	**from $250**	project
Keyword clustering	$65 – $320	**from $100**	project
Keyword list expansion / refresh	$130 – $500	**from $150**	project
Page speed optimisation (Core Web Vitals / PageSpeed)	$190 – $750	**from $250**	project
Schema.org markup setup (structured data)	$65 – $380	**from $100**	project
Indexing setup (robots.txt, sitemap.xml, clean URLs, duplicates)	$65 – $250	**from $90**	project
Redirects / mirror consolida-tion / HTTPS migration	$130 – $500	**from $150**	project
Meta tag optimisation (Title / Description / H1)	200 – $15 / page	**from 300**	page

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO copywriting (text written for target queries)	300 – $20 / 1000 characters	**from 500**	1000 characters
SEO optimisation of online store product cards	100 – 500 / card	**from 150**	card
Internal linking (link structure work)	$130 – $500	**from $150**	project
Filter and penalty recovery (AGS, Minusinsk, Baden-Baden, Google penalties)	$380 – $1,300	**from $500**	project
Yandex Webmaster + Google Search Console setup	$65 – $190	**from $75**	project
Web analytics and SEO goal setup (Yandex Metrica, GA4)	$130 – $380	**from $150**	project
Guest posts / outreach links (permanent placements)	$20 – $190 / placement	**from $40**	placement
Directory and map listings (Yandex Business, 2GIS, Google Business)	$40 – $190	**from $65**	project
SEO specification for developers of a new website (SEO during build)	$190 – $650	**from $250**	project
One-off SEO consultation / audit walk-through	$40 – $75 / hour	**from $40**	hour
Ranking monitoring and SEO reporting (retainer)	$65 – $250 / month	**from $75**	per month

7.2 SMM

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SMM "Lite" (1 platform)	$250 – $500	**$320**	per month
SMM "Standard" (2 platforms)	$500 – $1,200	**$700**	per month
SMM "Premium" (+ video, reach)	$1,200 – $2,500+	**from $1,400**	per month
Turnkey SMM (studio-run)	from $1,900	**from $1,900**	per month
SMM strategy	$380 – $1,300	**$600**	project
Content plan	$65 – $250	**$100**	per month
Post / carousel design	500 – $40	**900**	each
Feed design templates	$190 – $650	**$320**	project
Community management	$190 – $500	**$250**	per month
Turnkey community setup	$130 – $500	**$230**	project

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Chatbot for a social network	$190 – $1,000	**from $320**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Social media audit (platforms, content, competitors, funnel)	$65 – $380	**from $100**	one-off
Reels / Shorts / VK Clip production (concept + shoot + edit)	$40 – $190/video	**from $50**	video
Video editing for social media (from client footage)	$15 – $75/video	**from $25**	video
Content shooting day (Reels / photos for the feed)	$190 – $750/day	**from $250**	day
Post copywriting (text only, no design)	300 – $20/post	**from 500**	post
Stories design	400 – $25/story	**from 600**	story
Warm-up sequence (story series / content funnel for a launch)	$190 – $750	**from $250**	project
Telegram channel management	$250 – $900	**from $380**	per month
Dzen channel management	$320 – $900	**from $380**	per month
Odnoklassniki management	$190 – $500	**from $250**	per month
YouTube / Rutube channel management (branding + releases)	$380 – $1,300	**from $440**	per month
VK Ads targeted advertising setup (one-off)	$130 – $380	**from $190**	one-off
Paid social management (excluding ad budget)	$190 – $500 or 10–20% of budget	**from $250**	per month
Telegram seeding (channel selection + buying + report)	$190 – $650 + budget	**from $250**	per month
VK mailings (Senler): funnel + chatbot broadcast	$100 – $380	**from $150**	project
VK community wiki menu / widgets	$65 – $320	**from $100**	project
Community header / avatar / cover design (set)	$40 – $190	**from $65**	project
Negative feedback handling / comment moderation (social reputation)	$130 – $380	**from $190**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Contest / giveaway management (mechanics + terms + results)	$65 – $320	**from $100**	campaign
SMM report / social media analytics (metrics, conclusions)	$65 – $190	**from $65**	per month
UGC content production (reviews, unboxings, native videos)	$25 – $130/each	**from $40**	each
Post promotion / follower growth (growth advertising)	$130 – $380 + budget	**from $150**	per month

7.3 Content marketing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO article	350 – $20/1000 characters	**700/1000 characters**	per 1000 characters
Expert article / longread	$40 – $190	**from $75**	article
Turnkey blog management	$500 – $1,900	**from $600**	per month
Copywriting (sales copy)	800 – $40/1000 characters	**$15/1000 characters**	per 1000 characters
Rewriting / product card copy	150 – 500/1000 characters	**300/1000 characters**	per 1000 characters
Reels / Shorts / Clip	$65 – $600	**editing/light production from $100; full shoot from $190**	video
Short video package	$500 – $1,900	**from $600**	per month
Turnkey video	$320 – $1,500+	**from $380**	video
Turnkey podcast	$380 – $1,500	**from $500**	episode/month
Dzen channel management (articles / Promo Pages)	$250 – $1,200	**from $250 (excluding Promo Pages ad budget)**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Content strategy (development)	$380 – $1,900	**from $500**	project
Content audit of a blog / website (copy)	$190 – $750	**from $250**	project
Blog editorial plan / content media plan	$130 – $380	**from $150**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Keyword research for articles + clustering	$130 – $650	**from $190**	project
SEO brief for a copywriter	500 – $40	**from 800**	per brief
Optimisation / refresh of an old article	$20 – $75	**from $25**	article
White paper / e-book / guide (lead magnet)	$250 – $1,300	**from $380**	document
Case study (text + layout)	$100 – $380	**from $130**	case study
Landing page sales copy (wire-frame + text)	$190 – $900	**from $250**	landing page
Email sequence / welcome se-ries (copy)	$130 – $650	**from $150**	sequence
Slogan / value proposition / naming	$65 – $650	**from $100**	project
Script for a video / Reels	$20 – $130	**from $25**	script
Transcription + video subtitles	20 – 120 per minute	**from 50/min**	per minute
Video editing (per minute)	500 – $65 per finished minute	**from $20/min**	per minute
Shooting day / production shift	$380 – $2,500	**from $500**	shift
Motion / animated explainer video	$500 – $3,200	**from $650**	video
Podcast editing / mixing (audio post)	$40 – $190	**from $50**	episode
Podcast cover / trailer / header	$40 – $250	**from $75**	project
Article with publication on VC.ru / Habr	$190 – $750	**from $250**	article
Content distribution / repack-aging across platforms	$65 – $250	**from $75**	per item

7.4 Influencer marketing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Influencer campaign strategy	$380 – $1,300	**$500**	project
Blogger selection	$130 – $650	**$250 (up to 20 bloggers)**	project
Seeding in communities/channels	$250 – $1,300 + budget	**commission 15% (min $250)**	campaign
Blogger integrations (management)	15–25% of budget	**commission 15–20%**	campaign
Ambassador programme	from $1,000	**from $1,200**	per month

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
UGC content	$65 – $250/video	**$100**	video

> **On influencer budgets:** platform benchmarks (vary by niche and source) — micro-bloggers 8–20 thousand per integration, mid-tier 50–120 thousand, macro from 150 thousand. Since 01.04.2025 a 3% advertising levy applies, and on top of general market growth campaign estimates should allow **+15–20%** on budget, not 3–5%. Marking through the state ad registry (ERID) is mandatory (see 7.6).

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Blogger fraud and bot checks (account audit via LiveDune/trendHERO)	$15 – $65 per account	**from $20**	account
Influencer campaign media planning (media plan separate from strategy)	$190 – $650	**from $250**	project
Post-campaign analytics and media report (reach, ER, CPV, ROMI)	$130 – $500	**from $190**	report
CPA/barter influencer campaign (Perfluence model, pay per action)	commission 15–30% of blogger payouts	**commission from 20%**	campaign
CPA campaign management on blogger marketplaces (Getblogger/Epicstars/Perfluence)	$380 – $1,300 + budget	**from $380**	per month
Influencer marketing on marketplaces (Wildberries/Ozon reviewers, reviews, referrals)	$380 – $1,900 + budget	**from $500**	campaign
Bulk Telegram seeding (buying across 50–100 channels)	commission 10–20% of budget (or flat $650 – $2,500 + budget)	**commission from 15%**	campaign
Buying commission for placements (negotiation and deals with bloggers)	10–20% of budget	**commission from 15%**	campaign
Giveaway/contest run with bloggers	$500 – $1,900 + prize fund	**from $650**	project
Special project with a blogger (joint content, video series)	$1,300 – $6,300+	**from $1,500**	project
Challenge/hashtag campaign (VK Clips/TikTok/Likee)	$1,300 – $6,300+	**from $1,500**	project
Whitelist / Spark Ads — running paid social off blogger creative	$190 – $650 + budget	**from $250**	setup
UGC package (5–10 videos from different creators)	$500 – $1,900	**from $600**	package
Casting and sourcing of UGC creators	$130 – $500	**from $190**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Script and brief for UGC creators	$40 – $190	**from $65**	script
One-off ambassador onboarding (search, negotiation, contract)	$250 – $1,000	**from $320**	blogger
Content guide/brand book for bloggers and ambassadors	$250 – $750	**from $320**	document
Legal support and contracts with bloggers	$40 – $190	**from $65**	contract
Warm-up campaign through bloggers (info product/brand launch)	$1,300 – $5,000 + budget	**from $1,500**	project

7.5 Email and messenger marketing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Email strategy and communication map	$320 – $1,000	**$440**	project
Email campaign management	$250 – $1,000	**$380**	per month
Email design + markup	$40 – $190	**$65**	email
Automated funnel (welcome/reactivation)	$380 – $1,900	**from $500**	project
Email service provider setup	$190 – $650	**$250**	project
Messenger broadcasts	$250 – $900	**$320**	per month
Sales chatbot (simple)	$190 – $750	**from $250**	project
Sales chatbot (custom)	$1,300 – $3,800+	**from $1,500**	project
Bot support and development	$130 – $650	**$150**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Email marketing audit (campaigns, list, deliverability)	$130 – $500	**from $190**	project
Deliverability setup (SPF / DKIM / DMARC, postmaster tools)	$100 – $380	**from $150**	project
Domain / IP warm-up for sending	$190 – $650	**from $250**	project
List segmentation / RFM analysis	$130 – $500	**from $190**	project
List cleaning and validation, reactivation of inactive contacts	$65 – $320	**from $100**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Email copywriting (text without design)	$20 – $100	**from $35**	email
Trigger sequence (abandoned cart / abandoned browse)	$250 – $1,000	**from $320**	sequence
Transactional emails (template and trigger setup)	$130 – $500	**from $190**	project
Modular master email template (builder for a content manager)	$130 – $500	**from $190**	project
AMP email (interactive, with a form/carousel)	$190 – $650	**from $190**	email
A/B testing of campaigns (subject, content, timing)	$65 – $250	**from $100**	test
Integration of the email service with CRM / website	$190 – $750	**from $250**	project
Migration between email service providers (ESP → ESP)	$190 – $650	**from $250**	project
Email performance report / dashboard	$100 – $380	**from $130**	project
WhatsApp Business API (WABA) connection	$190 – $750	**from $250**	project
VK broadcast setup (Senler) / subscription pages	$100 – $380	**from $130**	project
Automated funnel in Telegram / a chatbot (gamification, warm-up)	$380 – $1,500	**from $500**	project
Quiz bot / lead qualification bot	$190 – $750	**from $250**	project
AI / GPT bot built on the company knowledge base	$750 – $3,200	**from $1,000**	project
Bot integration with CRM and payment acceptance	$190 – $900	**from $250**	project
Web push / mobile push notification setup	$65 – $500	**from $130**	project

7.6 Reputation (SERM / ORM) and PR

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Reputation audit	$190 – $650	**$250**	project
Mention monitoring (manual/basic)	$130 – $500	**$190 (excluding platform)**	per month

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Monitoring with a platform (Brand Analytics or equivalent)	$320 – $650	**from $320 – $440 (platform licence from $110/month included or billed separately)**	per month
Review management	$250 – $750	**$380**	per month
Promotion in geo services (Yandex Maps / 2GIS) — listing + rating + reviews + local search; setup from $100 – $130	$190 – $320/month	**from $230/month (priority placement — platform subscription billed separately)**	per month
Review management on marketplaces (Wildberries/Ozon/Yandex Market) — handling reviews, collection strategy, rating growth (cheap SaaS auto-replies are a separate class)	$65 – $500/month	**from $230 – $250/month**	per month
SERM (managing brand search results)	$320 – $1,300	**from $440**	per month
Crisis response (containing negativity)	from $1,000	**from $1,200**	project
Turnkey ORM	from $1,300	**from $1,400**	per month
Press release / article	$65 – $320	**$100**	item
Media placement (one-off)	$35 – $1,300+	**from $65 + media budget**	publication
Press release distribution to media	$190 – $750	**$250**	project
PR support (retainer)	$750 – $3,200	**from $900 (PR coordination without guaranteed placements; retainer with actual placements from $1,300, publications and media budget billed separately)**	per month
Ad marking (the state ad registry / ERID tokens) — required by law for publications, seeding and blogger integrations	500 – 800/creative; pack $65 – $100/month	**from 500/creative or pack from $65/month**	creative/month
Expert PR (media commentary)	$380 – $1,000	**$440**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Removal of a single negative review (complaint to the platform/pre-trial)	$40 – $190/review, complex cases (court, review site registry) $250 – $650	**from $65**	review
Removal of a link/page from Yandex/Google results ("right to be forgotten", legal)	$190 – $650 per URL	**from $250**	URL
Crowd marketing: writing + seeding reviews/comments on forums and review sites	100 – $15/placement; packs $130 – $650/month	**from 500/placement**	placement
Review copywriting (review written for a specific platform, no publication)	150 – 400/each	**from 200**	review
Replies to reviews (outsourced moderation, per review/pack)	100 – 500/review; pack from $100/month	**from 250/review**	review
Registration and verification of a geo service listing (Yandex Business / 2GIS / Google / Zoon) — per platform	$40 – $130/platform	**from $65**	platform
Geo service listing optimisation for local search (one-off, SEO content)	$100 – $250	**from $130**	project
Placement on review sites (Otzovik / iRecommend / Flamp / Zoon) — per platform	500 – $25/publication	**from 800**	publication
Employer reputation management (Dream Job / Habr Career / employee reviews)	$250 – $650/month	**from $320**	per month
Creating a Wikipedia article (writing + passing moderation)	$650 – $2,500	**from $900**	project
Maintaining/updating a Wikipedia article	$130 – $500/month (more often a one-off edit at $130 – $380)	**from $230**	per month
PR strategy / media plan development	$380 – $1,900	**from $500**	project
Media list compilation (relevant outlets and journalists)	$130 – $380	**from $150**	project
Native article/special project in national media (RBC/Forbes/Kommersant) — placement	$1,900 – $19,000/publication	**from $1,900 + media budget**	publication
Native publication on VC.ru / Habr (writing + placement)	$380 – $1,900	**from $440**	publication
Expert column/article under the client's byline (ghostwriting)	$190 – $650/item	**from $190**	item

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Arranging and coordinating a media interview with the CEO	$380 – $1,300	**from $440**	interview
Running a press event / press conference / press tour	$1,900 – $6,300+	**from $1,900**	event
Crisis protocol development (crisis plan)	$650 – $1,900	**from $750**	project
Round-the-clock 24/7 monitoring (surcharge on basic monitoring)	$250 – $750/month (surcharge)	**from $500**	per month
In-depth reputation report with sentiment analysis (one-off)	$380 – $1,000	**from $440**	report
Negative feedback handling and comment moderation on social media	$190 – $500/month	**from $230**	per month

7.7 Turnkey marketplace store management (Wildberries / Ozon / Yandex Market)

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Account management "Start" (1 platform, up to ~25 SKUs)	$500 – $750/month (often + % of turnover)	**from $500/month**	per month
Account management "Business" (Wildberries+Ozon, up to ~50 SKUs)	$650 – $1,200/month	**from $900/month**	per month
Account management "Pro" (3 platforms, 50–100+ SKUs)	$1,200 – $2,800/month	**from $1,300/month**	per month
Turnkey product launch on a marketplace (one-off)	$440 – $1,100	**from $600**	project
SEO optimisation of a product card	$15 – $60/card	**from $15/card**	card
Setup + management of in-platform advertising (bids/ad cost share)	setup $190 – $440; management from $250/month	**from $320/month + platform budget**	per month
Seller account audit (unit economics, product cards, advertising)	$230 – $600	**from $250**	audit

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Product card infographics (set of 5–8 slides, design)	per slide 400–$20; full card set $20 – $75	**from $25/card**	card
Rich content / A+ content (Ozon Rich, Wildberries media description)	$20 – $190/card	**from $50/card**	card

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Product photography for the card	per shot 250–$15; product set $25 – $100; shooting day $190 – $500	**from 500/shot (set from $40)**	shot/set
Model photography (fashion / lifestyle for the card)	per look $20 – $50; shooting day $250 – $750	**from $35/look**	look/day
Video for the card (video cover / rich video, up to 15–30 sec)	$40 – $250/video	**from $65/video**	video
3D visualisation / 3D render of the product for the card	per angle $25 – $130; set $65 – $250	**from $45/angle**	angle/set
Creating and filling in a product card (from scratch)	300 – $20/card	**from 500/card**	card
Keyword research and clustering for cards (keys, MPStats)	per card 500–$25; per category $40 – $190	**from 900/card**	card/category
Bulk product upload (feed / Excel template, up to 100+ SKUs)	$40 – $190/project	**from $65**	project
Seller account registration and initial setup (Wildberries/Ozon/Yandex Market)	$65 – $320 (one-off)	**from $120**	project
Supply and logistics scheme setup (FBO/FBW/FBS/DBS)	$65 – $250 (one-off)	**from $120**	project
Unit economics and pricing calculation	$40 – $190/project	**from $65**	project
Promotions and price management (promo participation, repricing)	$130 – $380/month	**from $190/month**	per month
Outsourced dedicated marketplace manager	$380 – $900/month	**from $600/month**	per month
Product analytics: niche analysis and product selection before launch	$65 – $380/project	**from $150**	project
Handling fines and compensation claims (returns, disputes with the platform)	$65 – $250 or 10–30% of the recovered amount	**from $90 or 20% of the recovery**	project/%
Account unblocking / restoration, lifting restrictions	$65 – $380	**from $130**	project
Brand storefront / brand zone / seller shop setup	$130 – $650	**from $190**	project
Scaling: launching the range on an additional platform	$250 – $650/platform	**from $320/platform**	platform

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Sales analytics setup (MPStats/Finansist dashboard for the account)	$130 – $500	**from $190**	project
Training / consultation on running the seller account	consultation $25 – $130/hour; mini-course $190 – $650	**from $40/hour**	hour/course

PART V. ANALYTICS, AI AND THE STUDIO'S OWN PRODUCTS

8 Analytics, strategy, ongoing support, AI, in-house products

8.1 Web analytics and end-to-end analytics

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Basic Yandex Metrica setup	$130 – $500	**$190**	per project
Advanced goals and events (e-com, dataLayer)	$190 – $750	**from $380**	per project
Dashboards (DataLens/Looker-type)	$380 – $1,500	**from $500**	per dashboard
Web analytics audit	$190 – $650	**$250**	per project
Turnkey end-to-end analytics	light (1–2 channels, call tracking) $380 – $650; full with CRM/telephony/dashboards $1,500 – $3,800 + subscriptions	**from $1,500 (full implementation)**	per project
Call tracking connection	$190 – $500	**$250**	per project
BI dashboard (ROMI/channels/cohorts)	$650 – $6,300	**from $750**	per dashboard
Data engineering: ETL, data cleaning and BI data marts (corporate turnkey BI+ETL from 1 mln+)	$1,300 – $6,300	**from $1,500**	per project
Analytics on a monthly retainer	$190 – $750/month	**$320/month**	per month

> **Platform subscriptions (TCO):** Yandex DataLens — Community free (small/non-commercial), Business ~990/month per active user (cloud), Enterprise on-premise from ~1,6 mln/year. The platform subscription is added on top of the dashboard/analytics setup fee — stated in the quote as "turnkey + subscriptions".

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey Google Analytics 4 (GA4) setup	$190 – $650	**from $250**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Google Tag Manager setup (container, tags, triggers)	$130 – $500	**from $190**	per project
Server-side tracking (Server-Side GTM, bypassing blockers/ITP)	$380 – $1,500	**from $500**	per project
Enhanced E-commerce setup (product page→cart→payment, dataLayer across funnel stages)	$190 – $750	**from $320**	per project
Micro-conversion tracking (phone/email clicks, form submissions, downloads)	$65 – $250	**from $100**	event pack
UTM tagging and tag templates (generator, naming standard by channel)	$40 – $190	**from $65**	per project
Sending conversions to Yandex Direct (auto-goals, key goals, bid optimisation)	$130 – $440	**from $190**	per project
Offline conversion setup (uploading deals from CRM into Yandex Metrica/Direct)	$190 – $650	**from $250**	per project
CRM integration (amoCRM/Bitrix24) with end-to-end analytics	$250 – $1,000	**from $380**	per project
Turnkey Roistat implementation (end-to-end on the platform)	$380 – $1,300 + subscription from $85/month (Basic ~$110)	**from $500**	per project + subscription
Dynamic call tracking setup (Calltouch/Comagic: number pool, number swapping)	$190 – $500 + software subscription from ~$90/month and number rental ~500/month	**from $250**	per project + subscription
Automated ad spend import via API (Yandex Direct, VK Ads, Telegram Ads)	$190 – $750	**from $250**	per project
BI connector setup (MyBI/Renta/OWOX/Coupler) for data export	$250 – $1,000 + connector subscription ~$20 – $65/month	**from $320**	per project + subscription
Raw data export (Metrica Logs API → ClickHouse/BigQuery)	$500 – $1,900	**from $650**	per project
Attribution model setup (last-click, first-click, linear, data-driven)	$190 – $650 (almost never sold standalone; part of BI/end-to-end)	**from $250**	per project
Cohort and RFM analysis (retention, LTV by cohort)	$250 – $900	**from $380**	per project
Dashboard in Microsoft Power BI (separate platform)	$500 – $2,500	**from $650**	per dashboard

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Report/dashboard in Looker Studio (Google Data Studio)	$250 – $1,000	**from $380**	per dashboard
Reporting automation in Google Sheets (connector + pivots)	$190 – $650	**from $250**	per project
A/B testing setup (Yandex Varioqub: hypotheses, segments)	$190 – $650	**from $250**	per test
Cookie banner and consent mode (collecting consent + correct handover to analytics)	$65 – $320	**from $130**	per project
Alerts and metric anomaly monitoring setup (traffic/conversion drops)	$130 – $440	**from $190**	per project
Marketplace analytics (Wildberries/Ozon: sales dashboard, SKU unit economics)	$380 – $1,500	**from $500**	per project
Training the client's team to work with the dashboard/analytics	$130 – $500	**from $190**	per session

8.2 Marketing strategy

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Full marketing strategy	$1,900 – $7,500	**$3,200**	per project
Express strategy for SMB	$380 – $1,300	**$900**	per project
Media plan	$250 – $1,000	**$440**	per project
Unit economics and financial model	$500 – $1,900	**$750**	per project
Positioning and value proposition	$650 – $2,500	**$1,200**	per project
Go-to-market (product launch)	$1,900 – $6,300	**$2,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Market and volume analysis (TAM/SAM/SOM, market sizing)	$380 – $1,900	**from $500**	per project
Competitor analysis (detailed, 5–10 players)	$250 – $1,000	**from $380**	per project
Audience segmentation and buyer personas	$250 – $900	**from $320**	per project
Customer Journey Map (CJM)	$500 – $1,900	**from $650**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Brand platform (mission, values, essence, attributes)	$1,300 – $5,000	**from $1,900**	per project
Tone of voice / verbal identity	$380 – $1,500	**from $500**	per project
Value proposition (Value Proposition Canvas)	$250 – $1,000	**from $380**	per project
Positioning map (perceptual map)	$190 – $650	**from $190**	per project
Content strategy	$500 – $1,900	**from $750**	per project
Social media strategy (channels, content plan, formats)	$380 – $1,500	**from $650**	per project
Digital strategy (comprehensive, all online channels)	$1,000 – $3,800	**from $1,500**	per project
Marketplace entry strategy (Wildberries/Ozon)	$650 – $2,500	**from $900**	per project
Sales funnel design (marketing funnel)	$380 – $1,300	**from $500**	per project
JTBD research (Jobs To Be Done, in-depth interviews)	$750 – $2,500	**from $1,000**	per project
LTV/CAC calculation (unit metrics as a separate block)	$250 – $750	**from $320**	per project
KPI system and marketing metrics tree	$250 – $1,000	**from $380**	per project
Strategy session / workshop facilitation	$650 – $2,500	**from $750**	per session (1 day)
Marketing roadmap (6–12 months)	$250 – $1,000	**from $380**	per project
Media mix and budget allocation (media split)	$250 – $900	**from $380**	per project
Lead generation strategy	$500 – $1,500	**from $650**	per project
Product-market fit validation / customer development	$650 – $2,500	**from $900**	per project

8.3 Consulting and audits

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
⚡ **2-day audit** (tripwire)	$65 – $440	**$130 (credited towards the project)**	one-off
Comprehensive marketing audit	$440 – $1,900	**$750**	per project
Digital audit (website + advertising + analytics)	$380 – $1,500	**$650**	per project

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Competitor audit / benchmarking	$380 – $1,500	**$600**	per project
Strategy session / CMO hour	$190 – $650/session	**$95/hour · $440/session**	hour/session

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO audit of a website (technical + semantics + links)	$190 – $750	**from $320**	per project
Technical website audit (speed, indexing, markup errors)	$190 – $650	**from $250**	per project
Paid search audit (Yandex Direct)	$130 – $500	**from $190**	per project
Targeted advertising audit (VK Ads / social media)	$100 – $380	**from $150**	per project
UX / usability audit (expert interface review)	$380 – $1,900	**from $650**	per project
Web analytics audit (Yandex Metrica/GA4, goals and events setup)	$150 – $750	**from $320**	per project
Social media audit (content, engagement, profile presentation)	$130 – $500	**from $230**	per project
Content audit / content marketing audit	$250 – $1,000	**from $380**	per project
Email / CRM marketing audit (campaigns, segmentation, automated funnels)	$190 – $750	**from $320**	per project
Sales funnel and sales team audit	$380 – $1,500	**from $600**	per project
Brand audit (perception, identity, tone of voice)	$500 – $1,900	**from $750**	per project
Reputation audit (ORM / SERM, search results and review sites)	$190 – $750	**from $320**	per project
ASO audit of a mobile app (App Store / Google Play)	$190 – $650	**from $320**	per project
Express website checklist (mini audit against a checklist)	$40 – $190	**from $65**	one-off
CustDev / target audience audit (in-depth interviews)	$380 – $1,900	**from $750**	per project
Mystery shopping	$15 – $100/location	**from $25/location**	per touchpoint
Audit of sales scripts and commercial proposals	$190 – $750	**from $320**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Custom market research (tailored to the brief)	$650 – $3,800	**from $1,200**	per project
Customer Journey Map	$500 – $1,900	**from $900**	per project
Growth audit / audit of growth points (comprehensive, with a plan)	$500 – $1,900	**from $750**	per project
One-off expert consultation (not a strategy session)	$40 – $150/hour	**from $65/hour**	per hour

8.4 Ongoing support (retainer) and team

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey marketing — Start (1–2 channels)	$1,300 – $3,200/month	**$1,500/month**	per month
Turnkey marketing — Growth (3–4 channels)	$3,200 – $5,700/month	**$3,200/month**	per month
Turnkey marketing — Scale	$5,700 – $7,500+/month	**$5,700/month**	per month
Dedicated team	$3,800 – $19,000/month	**from $4,400/month**	per month
Staff augmentation (1 specialist)	$3,200 – $8,800/month	**junior from $1,900; middle from $3,500; senior from $5,000/month**	specialist/month
Fractional CMO (outsourced marketing director)	$1,300 – $3,800/month	**$1,900/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Paid search management on a monthly retainer (Yandex Direct) — as a standalone channel	$250 – $900/month + 10–15% of ad budget	**from $320/month**	per month
Paid social / social media management on a monthly retainer — as a standalone channel	$250 – $1,700/month	**from $440/month**	per month
SEO promotion on a monthly retainer — as a standalone channel	$380 – $2,900/month	**from $600/month**	per month
Email / CRM marketing on a monthly retainer (campaigns, segmentation, triggers)	$380 – $1,300/month	**from $440/month**	per month
Content marketing on a monthly retainer (content plan + N articles/posts per month)	$500 – $1,900/month	**from $500/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Community management / moderation and community work	$380 – $1,000/month	**from $380/month**	per month
Marketplace management on a monthly retainer (listings, advertising, analytics)	$380 – $1,500/month	**from $500/month**	per month
Design subscription (task flow, unlimited queue)	$750 – $3,200/month	**from $1,200/month**	per month
Fractional CTO (part-time technical director)	$1,900 – $5,700/month	**from $2,300/month**	per month
Fractional CFO (outsourced finance director)	$1,300 – $4,400/month	**from $1,900/month**	per month
Fractional CPO / part-time product director	$1,900 – $5,000/month	**from $2,300/month**	per month
Interim manager (temporary lead for a project/period)	$2,500 – $7,500/month	**from $3,200/month**	per month
Outsourced project manager (PMaaS)	$1,000 – $3,200/month	**from $1,200/month**	per month
Turnkey product team / squad (PM + development + design)	$7,500 – $19,000/month	**from $7,500/month**	per month
Dedicated developer on T&M (dev on demand, paid by time)	$3,200 – $7,500/month (≈ $35 – $75 /hour)	**from $35 /hour · from $3,200/month**	specialist/month · hour
Outsourced data/BI analyst (retainer)	$1,300 – $3,800/month	**from $1,500/month**	per month
Hour bank / hour pool (prepaid package, drawn down as used)	packages of 10–40 hours, ≈ $40 – $75 /hour	**from $40 /hour, package from $380**	hour pack
Priority support / SLA plan (guaranteed response time)	$250 – $1,300/month	**from $250/month**	per month
Retainer onboarding / setup (one-off launch: access, analytics, plan for month 1)	$380 – $1,900 one-off	**from $650**	one-off
Outsourced marketer (part-time, replacing an in-house role)	$750 – $1,900/month	**from $900/month**	per month

8.5 AI and automation

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
FAQ / scripted chatbot	$380 – $1,300	**$500**	per project
Sales bot / lead generation with CRM	$1,200 – $3,200	**from $1,900**	per project

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
LLM-based AI assistant (RAG + knowledge base) — MVP/pilot	$750 – $1,900	**from $750**	per project
LLM-based AI assistant (RAG) — production rollout with integrations	$6,300 – $19,000	**from $2,500**	per project
LLM-based AI assistant (RAG) — enterprise / on-premise	$37,500 – $125,000	**from $37,500 + support $1,900 – $6,300/month**	per project
Voice AI robot (outbound calling / call handling) — setup + per-minute charges	setup $500 – $1,500 + minutes	**setup from $650 + minutes (scripted from 5/min, AI from 12/min — platform pass-through, not our margin)**	per project
AI agent / workflow automation on n8n / Make (funnels, CRM, campaigns, PDF/knowledge base processing)	$650 – $2,500/project	**from $650 + support $190 – $500/month**	per project
AI document processing / analytics (classification, data extraction, review analysis)	$600 – $1,900 + $150 – $380/month	**from $600**	per project/month
Process automation / RPA	$250 – $6,300	**from $750/process**	per process
RPA platform licence (purchased by the client)	ROBIN from $2,300/year; PRIMO RPA from $3,800/year	**not included in our price**	per year
AI adoption in marketing	$1,000 – $3,800	**$1,300**	per project
GEO / visibility in AI assistants (ChatGPT, Alice, Gemini, GigaChat), on a monthly retainer	$750 – $8,800/month	**Start from $750 / Business from $1,700 / Premium from $3,200/month**	per month
Bot/assistant support and retraining	$130 – $650/month	**from $130/month (hosting + revisions) / $250/month (with retraining and monitoring)**	per month
LLM tokens (re-billed to the client)	$25 – $65/month for ~500 conversations	**at cost, no markup**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bot on a no-code builder (SaleBot / BotHelp / Aimylogic) — basic build	$190 – $650	**from $250**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Adding an extra channel/messenger to a bot (WhatsApp / VK / Avito / Viber)	$65 – $250	**from $90**	per channel
Bot/assistant integration with CRM as a separate job (amoCRM / Bitrix24)	$190 – $750	**from $250**	per project
Booking bot + reminders (appointments, slots, automated reminders)	$380 – $1,000	**from $440**	per project
Quiz bot / lead qualification bot	$250 – $750	**from $320**	per project
Prompt engineering / designing prompts and dialogue scripts	$130 – $750	**from $190**	per project
Knowledge base preparation and vectorisation for RAG (chunking, embeddings, data pipeline)	$380 – $1,900	**from $500**	per project
Fine-tuning an LLM on company data	$1,300 – $6,300	**from $1,900**	per project
Deploying a local open-source LLM (self-hosted: GigaChat / Qwen / Llama)	$2,500 – $19,000	**from $3,200**	per project
Integrating GPT / GigaChat / YandexGPT into an existing product (API wrapper)	$650 – $3,800	**from $750**	per project
Internal AI assistant for staff (over policies/documents)	$1,300 – $6,300	**from $1,500**	per project
Voice bot for inbound calls (IVR replacement / AI receptionist)	setup $650 – $2,500 + minutes	**from $750 + minutes**	per project
Outbound auto-dialling setup for a database (reactivation / lead calling)	$500 – $1,900 + minutes	**from $650 + minutes**	per project
Website / marketplace parsing (web scraping, data collection)	$250 – $1,300	**from $320**	per project
Reporting / dashboard automation (exports to Google Sheets / BI)	$380 – $1,500	**from $440**	per project
OCR / recognition and data extraction from documents (invoices, delivery notes, passports)	$650 – $3,200	**from $750**	per project
AI transcription of calls / meetings + automated summaries	setup $380 – $1,300 + $130 – $320/month	**from $380**	per project/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Sentiment analysis of reviews at scale	$500 – $1,500 + $130 – $380/month	**from $500**	per project/month
AI avatar / digital employee (talking-head video assistant)	$1,300 – $6,300	**from $1,500**	per project
Corporate training on working with AI models (workshop / AI literacy)	$380 – $2,500 per group	**from $500**	per group
AI process audit / automation strategy (consulting)	$650 – $3,800	**from $750**	per project
AI image/creative generation at scale (Stable Diffusion / MJ pipeline)	$500 – $1,900/month	**from $500**	per project/month

8.6 In-house studio products (plans and subscriptions)

PLAN	RUSSIAN MARKET	INREALLAB	UNIT
Voice clone (setup)	299 (services) — more expensive at studios	**$40**	one-off/voice
"Basic" dubbing (1 language)	AI 100–$15/min; professional voice actor $20 – $65/min; native speakers $100 – $150/min	**from 400/min**	per minute
"Pro" dubbing (clone + emotion + subtitles)	—	**from 700/min**	per minute
"Premium" dubbing (lip-sync)	—	**from $15/min**	per minute
"Channel" package (60 min/month)	—	**$250/month**	subscription

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
AI voice-over (TTS, off-the-shelf synthetic voice, no clone)	AI services ~100–500/min (subscription/per 1000 characters); voice actor 500–$25/min, studio premium up to ~$65	**from 200/min**	per minute
Transcription of video for dubbing (speech-to-text)	10–60/min: AI transcription ~5–15/min, manual freelance work 20–60/min	**from 30/min**	per minute
Script translation/localisation for dubbing (text)	250–600 per standard page of 1800 characters (~140–350/1000) EN-RU; rare languages 500–1000/page	**from 350/1000 characters**	per 1000 characters
Subtitles: generation + timing + styling	~90–200/min (professional timing); AI auto-subtitles are cheaper	**from 50/min**	per minute

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Additional dubbing language beyond the base one (multilingual package)	each language priced separately, surcharge +50–100% on the base language per-minute rate	**from 400/min per language**	per minute/language
Audiobook/podcast narration with an AI voice	AI ~$25 – $100 /hour of finished audio; live narrator $40 – $190 /hour	**from $50/hour**	per hour of audio
Audio track cleaning/noise reduction and mastering	sound engineering 200–$15/min; mastering per track $15 – $65	**from 200/min**	per minute
"Premium" voice clone (emotion, multilingual, setup)	basic clone from ~250–300 (cheap services/subscription); professional studio clone setup ~$65 – $380	**from $130**	one-off/voice
AI image/creative generation (banners, covers)	~100–$15 each; creative pack $40 – $190 (Bannar.ai/Kreatika services — subscription)	**from 150 each**	per image
AI Reels/Shorts video from text (short clip)	~$15 – $65 per clip from AI contractors (NeiroVideo/Clipia — subscription/credits)	**from $20/clip**	per video
Video with an AI avatar/digital presenter (HeyGen class)	$25 – $130 per turnkey clip in Russia; HeyGen — subscription $29 Creator / $49 Pro / $149 Business + $20/seat	**from $40/clip**	per video
SEO text/article by AI + human editing	article $20 – $100; or 100–$25/1000 characters (premium up to $65)	**from $25/article**	per text
Marketplace product listing generation (text+images)	150–600 per listing at base level (up to ~$65 for complex design); packs from 100 items are cheaper	**from 200/listing**	per listing
Monthly content plan (AI + strategist, one-off)	~$65 – $320 for a worked-through content plan	**from $130**	per project
One-off post pack (not a subscription, 10 items)	a social post one-off ~$15 – $35 each → pack of 10 ≈ $130 – $320	**from $170/pack**	per pack
Marketing-OS implementation/onboarding (setup)	SaaS/CRM platform implementation $750 – $2,300 (simple cases from ~$380)	**from $490**	one-off
Marketing-OS integration with a CRM/data source (per connector)	simple connector ~$250 – $750; complex integration (CRM↔1C/data source) $1,000 – $3,800+	**from $240/integration**	per integration
Additional Marketing-OS user beyond the plan	SaaS seat model 500–$40/user/month	**from 900/month**	per user/month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
One-off web application vulnerability scan (automated, per domain)	automated domain scan ~$190 – $650; manual pentest — from $1,300+ (on request)	**from $250/domain**	per domain
Express 152-FZ (Russian data-protection law) / personal data compliance check (checklist)	152-FZ website audit from ~$65; express checklist $250 – $750; full personal data audit $650 – $2,500+	**from $370**	per project
WAF / basic website protection setup	WAF/basic protection setup ~$250 – $1,000 one-off; the WAF product itself from ~$100/month (RT-Solar Lite)	**from $320**	per project
Leak / dark web mention monitoring (retainer)	SMB monitoring/threat intel ~$130 – $500/month; full DRP (Group-IB/BI.ZONE class) — from $650 – $1,300+/month	**from $190/month**	per month

8.7 CRO and A/B testing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CRO audit + hypothesis map (one-off)	$250 – $900	**from $490**	per project
A/B / multivariate test (one-off experiment)	$190 – $600	**from $180**	per test
CRO retainer "Growth" (2–3 A/B tests/month)	from $1,000/month	**from $900/month**	per month
CRO retainer "Maximum" (3–4 tests + funnel + lead generation)	from $2,000/month	**from $1,700/month**	per month
Performance uplift fee: % of the revenue increase (option)	up to 10% of the uplift (negotiable)	**from 5% of the uplift**	option

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Express UX/usability audit (heuristic, against Nielsen's checklist)	$130 – $380	**from $190**	per project
Moderated usability testing with real respondents (5–8 people, recruitment + sessions + report)	$500 – $1,900	**from $650**	per project
Unmoderated usability testing (online services of the AskUsers/Fabuza type), per respondent	300 – $20/respondent	**from 900**	per respondent

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Behaviour analysis: session recordings + click/scroll/mouse maps (heatmaps)	$130 – $380	**from $170**	per project
Conversion funnel analysis (funnel analysis in Yandex Metrica/GA, finding bottlenecks)	$190 – $500	**from $190**	per project
Setting up goals, events and micro-conversions for CRO measurement	$65 – $250	**from $90**	per project
CustDev / in-depth customer interviews (per interview, with transcript and insights)	$40 – $130/interview	**from $65**	per interview
On-site surveys and NPS: set-up, collection and analysis	$130 – $380	**from $130**	per project
Design mockup(s) of the variant(s) for an A/B test (new block/screen/landing page)	$130 – $500 per variant	**from $170**	per variant
Technical implementation of a test variant (markup + rollout via tag manager)	$100 – $380 per variant	**from $130**	per variant
Split test setup in the tool (Varioqub/Yandex experiments, VWO, AB Tasty)	$65 – $250	**from $100**	per test
Statistical analysis of test results + report with a recommendation (significance, uplift)	$65 – $250	**from $100**	per test
Hypothesis prioritisation by ICE/PIE + CRO roadmap	$190 – $500	**from $190**	per project
Lead form / checkout optimisation for conversion	$190 – $650	**from $240**	per project
CRO of a product/category page (e-commerce)	$250 – $750	**from $300**	per project
Landing page rework for conversion (CRO redesign: prototype + design + markup)	$500 – $1,500	**from $490**	per project
Mobile version conversion optimisation as a separate job	$250 – $750	**from $300**	per project
Website personalisation setup by segment (dynamic content/offers)	$380 – $1,300	**from $440**	per project
Competitive CRO benchmarking (review of competitors' conversion solutions)	$190 – $500	**from $190**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CRO workshop / training the client's team in the testing process	$250 – $750 per session/group	**from $320**	per session

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи