

Vercel Markup

Many of Vercel's products are built on top of another service. They usually add a significant markup that may not outweigh the convenience. This documents the markup percentage for each service based on their reported pricing, although some numbers are estimates.

Vercel KV

\$1.00
per database

Databases

30,000

Free Requests
-90%

\$0.35 ⁱ
per 100,000

Paid Requests
Markup: +75%

0.25 GB

Free Storage
-75%

\$0.30
per GB

Paid Storage
Markup: +20%

Upstash

FREE

300,000 ⁱ

\$0.20 ⁱ
per 100,000

1 GB

\$0.25
per GB

Vercel Postgres

60 hours
per month

Free Compute
Time
-92%

\$0.102
per hour

Paid Compute
Time

0.25 GB

Free Storage
-92%

\$0.30

Paid Storage

Neon

730 hours ⁱ
per month

\$0.102
per hour

3 GB ⁱ

\$0.12

per GB/month

Markup: +150%

per GB/month

\$0.10
per GB

Written data

Markup: +4%

\$0.096
per GB

\$0.20
per GB

Data transfer

Markup: +108%

\$0.096
per GB

Note: Vercel Blob pricing is in beta.

Vercel Blob

Cloudflare R2

\$2.00
per 1,000,000

Reads per month

Markup: +456%

\$0.36
per 1,000,000

\$5.50
per 1,000,000

Writes per month

Markup: +22%

\$4.50
per 1,000,000

\$0.03
per GB

Storage

Markup: +100%

\$0.015
per GB

\$0.15
per GB

Bandwidth

FREE