

CASE STUDY

How Dwolla Implemented Consumption-Based Pricing Across Its Entire Product Portfolio

Launched usage-based pricing across all product lines in under five weeks

Eliminated manual spreadsheet tracking and reporting

Unified pricing, usage, and billing within Salesforce for scalable growth

About Dwolla

Dwolla is a leading payments technology company helping businesses digitally transform payments through a single API. As its customer base and product lines grew, Dwolla shifted from subscription to consumption-based pricing to better align with customer value. To make that shift scalable, the team needed to modernize quote-to-cash in Salesforce without disrupting operations.

The Challenge

Dwolla’s legacy processes limited its ability to scale usage-based pricing:

- Manual usage tracking and reporting across spreadsheets
- Limited visibility across product lines in Salesforce Billing
- Pricing friction due to lack of automated rating
- High cost and maintenance risk of custom code

The Solution

Dwolla partnered with Continuous to deploy **Continuous Revenue Fabric**, connecting Salesforce CPQ, Billing, and usage data in real time.

- Implemented consumption-based pricing across all product lines in Salesforce
- Eliminated manual reporting with automated usage aggregation
- Enabled scalable rating and billing to support future growth
- Went live in under five weeks, including Thanksgiving week

Results & Impact

Dwolla built a Revenue Ready foundation that connects sales and finance, automates usage-based billing, and provides clear visibility across every transaction.

- No more manual spreadsheets or reconciliation cycles
- Pricing and usage updates now configured directly in Salesforce
- Scalable foundation for evolving pricing models and customer needs

Continuous fixed quote to cash for Dwolla, enabling a flexible, data-driven revenue infrastructure that scales with innovation.

Product: Continuous Revenue Fabric integrated with Salesforce CPQ and Billing

Use Case: Consumption-based pricing and automated usage rating

Industry: Fintech, Payments

Company Size: Mid-market Enterprise

Region: North America

“Continuous is clearly an expert in consumption monetization. After choosing to go with Continuous, Dwolla was up and running in less than five weeks, including Thanksgiving week.”

— Joe Fara, Director of Technical Operations, Dwolla

