

## What does “free” really cost me?

Today, there are FREE software services everywhere, especially in the Web activity market. But is “free” really free? What does it really cost your business to use a free service, even if it is just for the trial period? The reality is that the price is typically a lot higher than expected as revealed by these 3 examples.

### 1. Privacy

The single biggest risk with free is your loss of privacy. The information gathered about your Web activity is extremely valuable and powerful. That is why it should stay in hands you can trust and with a company that has made a commitment to protect your data. Do you really want to trust your valuable information to a company that will use your data to sell services to others?

### 2. Limitations

Another big problem with free services are the limitations to your service. You get less of this, less of that, and no guarantees with anything. It's all at your-own-risk. For example, what if you lost your data? Does that free service give you a backup. What about how quickly your information can be accessed? Can you afford to wait up to 24 hours to learn what your Web visitors are doing?

### 3. Support

When you have a question, does free have a phone number to call for help? Or are you stuck in forums asking questions and hoping to get an answer that may never come. Free cannot give you the level of service you need. So you end up losing valuable time that could be spent more productively.

## Conclusion

These examples are the obvious costs and risks of free. The better choice is to select a service provider who guarantees your privacy, doesn't put limitations on your service, and will always be there to support you. If your job depends on results, or your company is accountable to others, don't take a chance on free.