

Implementing App Store External Payments Checklist

Phase 1: Strategic Planning

- ☐ Establish your baseline metrics: LTV, ARPU, and current conversion rate.
- ☐ Model the potential revenue lift based on fee savings and new pricing models.
- ☐ Define the pricing and discount strategy for your external payment offer.
- ☐ Evaluate and choose your payment model: a direct PSP or a Merchant of Record (MoR).
- ☐ Confirm current App Store guidelines for offering external links alongside IAP.

Phase 2: In-App Development & A/B Testing

- ☐ Design the A/B test paywall variant that features the external payment option.
- ☐ Develop a clear call-to-action (CTA) with benefit-driven copy for the external link.
- ☐ Implement the necessary logic to target the A/B test to your desired user segment (e.g., U.S. users).
- ☐ Set up analytics events to track user interaction with both the IAP and external payment CTAs.

Phase 3: Web Checkout & Fulfillment

- ☐ Design a fully branded and mobile-responsive web checkout page.

- ☐ Implement trust signals on the checkout page, such as security badges and links to policies.
- ☐ Integrate the checkout page with your chosen payment partner's API.
- ☐ Configure the server-side webhook listener to receive payment confirmation signals.
- ☐ Develop backend logic to securely verify webhooks and update user entitlements in your database.
- ☐ Conduct end-to-end testing of the entire flow, from app to web and back to feature unlock.

Phase 4: Launch & Optimization

- ☐ Launch the A/B test to a small, controlled user segment (e.g., 5-10%).
- ☐ Monitor key metrics for at least two weeks, including conversion rates and total net revenue.
- ☐ Analyze the test results to determine the winning variant based on your business goals.
- ☐ Gradually roll out the successful variant to 100% of the target user base.