

Checklist for Implementing In-App Purchases

Step 1: Strategize Your Monetization Model

- ☐ Define your product's core value and how IAPs will enhance it without creating a "pay-to-win" scenario.
- ☐ Conduct a competitive analysis to see how similar apps and video games monetize.
- ☐ Identify your target user's willingness to pay and which IAP types (consumable, non-consumable, subscription) best fit their behavior.
- ☐ Decide on your primary revenue goal: consistent subscription revenue or high-volume microtransactions.

Step 2: Choose and Integrate a Payment Solution

- ☐ Compare the pros and cons of using an app store's native payment gateway versus a third-party merchant of record like PayPro Global.
- ☐ Select a solution that offers global tax compliance, fraud prevention, and flexible payment methods.
- ☐ Integrate the chosen payment solution's SDK or API into your application.
- ☐ Test the payment flow thoroughly to ensure a seamless and secure transaction experience for users.

Step 3: Design a User-Friendly Purchase Experience

- ☐ Create clear and transparent labels for all in-app purchases, including price and what the user is buying.
- ☐ Design a purchase flow that is simple, intuitive, and seamlessly integrated into the app's design.

- ☐ Place IAP prompts at logical moments of user engagement to avoid disruption.
- ☐ Offer an external web checkout option to provide users with a choice and maximize your revenue retention.

Step 4: Promote and Optimize Your IAPs

- ☐ Create targeted in-app promotions to showcase premium features or virtual goods to specific user segments.
- ☐ Implement A/B testing for pricing, button colors, and call-to-action text to optimize conversion rates.
- ☐ Analyze key metrics such as average revenue per user (ARPU), customer lifetime value (LTV), and churn rate to understand performance.
- ☐ Regularly update and refresh your IAP catalog based on user data and feedback.