

Direct Web Subscriptions Checklist

Follow these specific action items to ensure a successful transition from in-app to external web payments for your application.

- Audit your current user database** to verify that every account is linked to a unique email or UUID that can be accessed by both your web and mobile backends.
- Develop a dedicated web checkout page** that is fully responsive and optimized for mobile browsers to reduce friction for users clicking from your app.
- Configure secure JWT authentication** to pass subscription entitlements between your web server and the mobile app without relying on local device storage.
- Implement real-time webhooks** to instantly sync events like successful payments, renewals, and cancellations from your payment provider to your application.
- Set up geo-fencing logic** in your app code to show "steering" links only to users in supported jurisdictions like the US and EU.
- Create a 'Manage Subscription' portal** on your website where users can update credit card details or change billing cycles without needing developer intervention.
- Design an automated dunning email sequence** to notify users of failed web payments and provide a direct link to resolve billing issues.
- Insert a neutral 'External Purchase' call-to-action** within your app's pricing screen that complies with current Apple and Google steering policies.
- Run a cross-platform test** by purchasing a subscription on a desktop browser and verifying that the mobile app unlocks features in under five seconds.
- Update your Privacy Policy and Terms of Service** to reflect that a third-party provider is now handling web transactions and user payment data.

- Launch a retargeting campaign** using the first-party data captured during web checkout to win back users who abandoned the sign-up process.
- Partner with a Merchant of Record** to automate the collection and remittance of global sales tax and VAT, which is no longer handled by the app stores when selling on the web.