

# Checklist for Selling Outside App Stores

Follow this step-by-step checklist to move your mobile app or game to a direct-to-consumer model and reclaim your margins in 2026.

- Audit current regional revenue** to identify where the EU Digital Markets Act or Japan's MSCA applies to your user base.
- Review platform-specific entitlements** such as Apple's External Link Account Entitlement to ensure your app remains compliant during submission.
- Offload the legal responsibility** for calculating and remitting global Sales Tax and VAT to MoR.
- Verify PCI-DSS Level 1 compliance** of your chosen payment partner to ensure bank-level security for every transaction.
- Enable localized payment methods** like Pix, iDEAL, or SEPA to increase conversion rates in non-US markets.
- Configure a branded web checkout** that mirrors your app's UI/UX to prevent user confusion during the transition.
- Integrate 1-click digital wallets** like Apple Pay and Google Pay on your web store to match native store convenience.
- Set up a centralized database** to act as the single source of truth for user entitlements across web and mobile.
- Develop a webhook listener** on your server to receive real-time payment notifications from your Merchant of Record.
- Create a "Web-Only" discount strategy** to incentivize users to choose your direct store over the native app store.
- Implement deep linking** to automatically return users to the mobile app immediately after a successful web purchase.

- Activate smart retry logic** within your payment stack to automatically recover failed transactions due to bank downtime.
- Design a dunning email sequence** to remind users to update expired payment information before their subscription cancels.
- Test the full purchase flow** from the in-app link to the web checkout and back to ensure entitlements unlock instantly.
- Monitor your Net Revenue Retention (NRR)** to measure the financial impact of avoiding platform fees over time.