

# App2Web Implementation Checklist

## Phase 1: Preparation and Strategy

- Determine your target markets to ensure compliance with regional steering regulations in the U.S., EU, and Japan.
- Calculate your potential margin increase by comparing current app store fees against a web-based payment model.
- Partner with a Merchant of Record to handle global payments, sales tax, VAT, and international payment compliance automatically.
- Verify that your web storefront is fully responsive and optimized for mobile browser performance.
- Design a dedicated landing page or checkout flow that mirrors your app's visual branding and user interface.

## Phase 2: Technical Setup

- Integrate localized payment methods like digital wallets, Pix, or UPI into your web checkout to reduce friction.
- Generate unique product tokens and SKU identifiers that match your app's internal entitlement database.
- Configure dynamic URL parameters to pass User IDs and session data from the app to the web store.
- Set up a secure WebView or external browser trigger within your mobile application's code.
- Establish a robust webhook listener on your server to receive real-time payment confirmation signals.

### Phase 3: Syncing and Entitlements

- Program your backend to update user permissions immediately upon receiving a successful payment webhook.
- Implement server-side validation to prevent duplicate transactions or entitlement errors during the sync.
- Test the speed of your entitlement update to ensure it occurs in under 15 seconds for a seamless experience.
- Create an automated email receipt system that includes clear instructions for accessing purchased features.
- Set up a fallback verification button in the app settings for users to manually refresh their account status.

### Phase 4: User Journey and Redirection

- Build a hand-back deep link that triggers automatically on the web store's "Thank You" page.
- Test the deep link on both iOS and Android devices to ensure it opens the correct app screen.
- Add a prominent manual "Return to App" button on the final web receipt as a fallback for the redirect.
- Design a success animation or confirmation message within the app to greet returning purchasers.
- Audit the entire transition from app to web and back to identify any points of user drop-off.

## Phase 5: Compliance and Optimization

- Adjust your in-app messaging to explicitly inform users of direct-buy discounts where legally permitted.
- Deploy tracking pixels on your web checkout page to monitor attribution and marketing campaign ROI.
- Establish a monitoring system for payment decline rates and cart abandonment on the web store.
- Create a dedicated customer support workflow specifically for web-based billing and refund inquiries.
- Review your App Store and Google Play Store listings to ensure they remain compliant with current platform policies.