

In-App Purchases

In-App Purchases allow app creators to sell premium content within their Mobile Roadie apps, allowing users to purchase with a few easy steps. Package up content within your app to offer as a one-time purchase or as a subscription. The purchase is completed via Apple or Google, which app users understand and trust for a quick transaction. A great way to monetize your app using content your users are interested in accessing.

In-App Purchase Basics

- You select the type of content you'd like to make premium, such as Audio, Video, Photos, PhotoCards, using our Features section.
- We help you to brand the paywall your users will hit when accessing the premium content.
- We set up the in-app purchases with Apple and Google using your accounts so you receive all payments directly.
- You set the price of your in-app purchase, and establish it as a one-time purchase or ongoing subscription fee.
- Multiple in-app purchases are possible, with as many pieces of content in each as you'd prefer
- sers hit the paywall, make the purchase using their iTunes or Google Play account, then that content becomes unlocked and accessible to them like any other section in the app.

FAQs

- Supported on Android, iPhone (not iPad)
- Clicking into a section with paid content, users will hit a paywall. Paywalls are advertised with a web view that we create, once purchased, that wall is no longer shown to that user, just the content in the category.
- May only be used for digital content - not physical goods.
- Will work for almost all types of digital content on iPhone and Android included in the "bundle."
- A "bundle" is a grouping of content that will be registered for sale inside Paywall section, and any number of pieces of content can be put into a bundle.
- Can put different types of content into a single bundle via the "Features" section of the CMS.

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Cost/Revenue FAQs

- \$1,200 PER in-app purchase "bundle" to setup
- \$500 PER change to an existing in app purchase (changing the price, changing the content locked, etc.)
- For \$2,000/month a customer that needs to setup in app purchases or change them frequently can get up to 4 setup/changes to in app purchases.
- Yes, you can do recurring subscriptions.
- Apple and Google take 30% of sales, see <https://developer.apple.com/in-app-purchase/In-App-Purchase-Guidelines.pdf> and <https://support.google.com/googleplay/android-developer/answer/112622?hl=en>
- Revenue/Buy-in analytics are available inside your iTunes Connect portal.
- Contact sales@mobileroadie.com to learn more and get started!

Additional Notes

- Allow 10 working days from delivery of all items below to complete the in-app purchases setup.
- Example of a mobile web landing page we generate (best viewed on mobile): <http://mobileroadie.com/iap/index/32666/57>
- Example of page with a preview video (best viewed on mobile): http://mobileroadie.com/custom/rolling_stones/bundle1.php