

Подписки в iOS

Малоизвестные факты и инструменты подписок от Apple



Никита Майданов



План

Почему подписки

Try

Метрики

Try

Инструменты

Try

Советы

Try

План

Почему подписки

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Инструменты

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Советы

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Почему подписки

Проблемы?



Почему подписки

Проблемы?

- Оплата сразу -> низкая конверсия -> высокий САС
- Нет способа попробовать приложение -> низкая виральность
- Одна цена для новых и активных пользователей



Почему подписки

Решение: подписки!



Почему подписки

Решение: подписки!

- Можно скачать и попробовать бесплатно
- Активные пользователи платят больше
- Предсказуемая выручка
- Пользователи платят за обновления

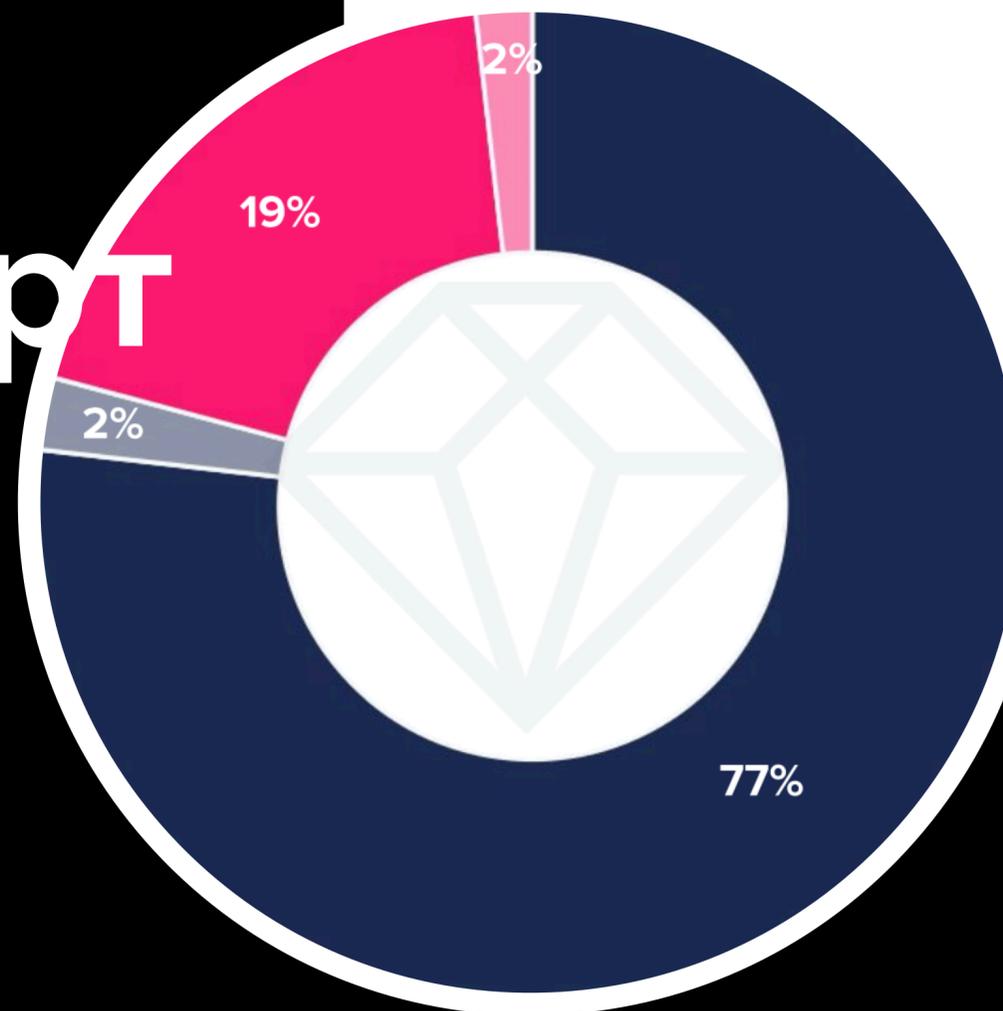


Почему подписки

И это работает

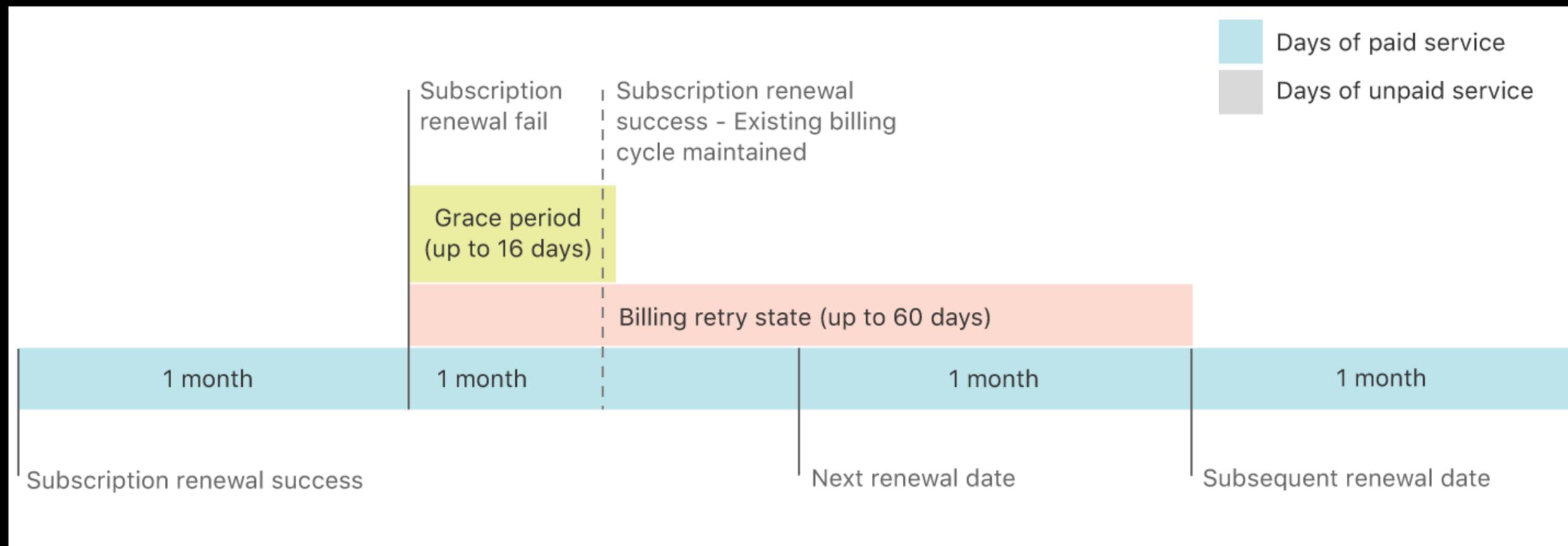
Добавить чарт

Distribution of Consumer Spend in Top 250 Non-Gaming Apps
Between Apps With Subscriptions and Apps Without Subscriptions
United States, 2019



- iOS - Subscription
- iOS - Non-Subscription
- Google Play - Subscription
- Google Play - Non-Subscription

Как это работает



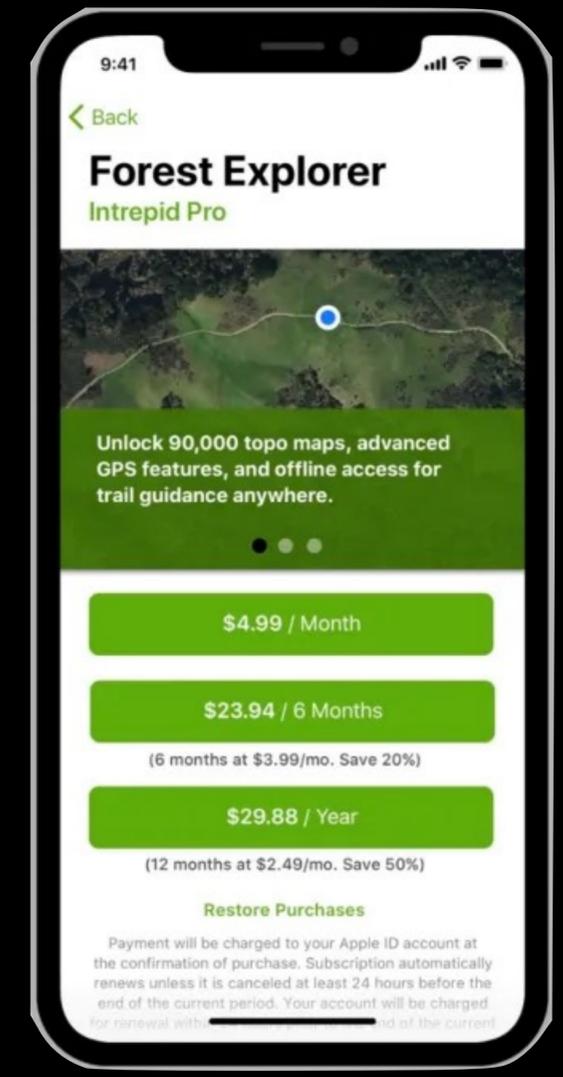
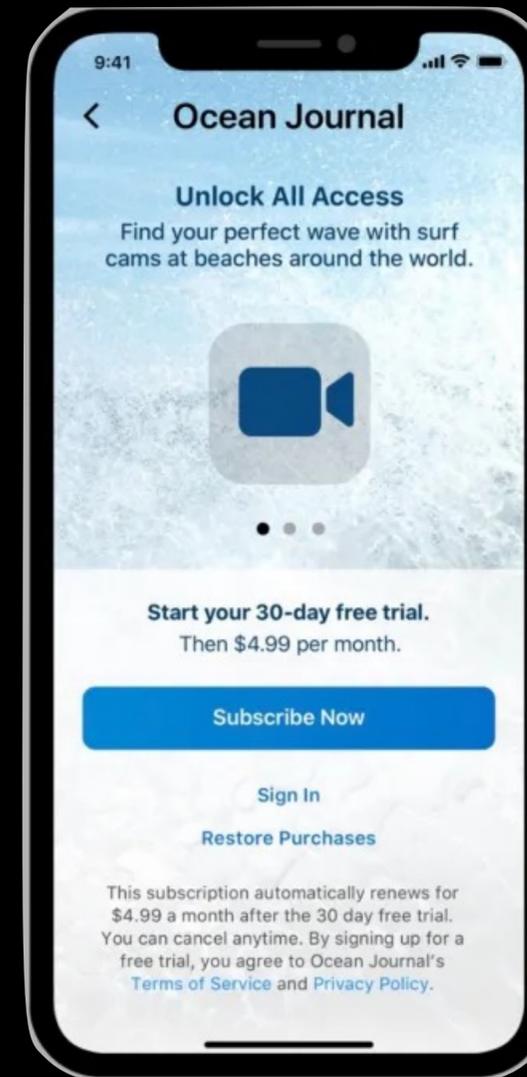
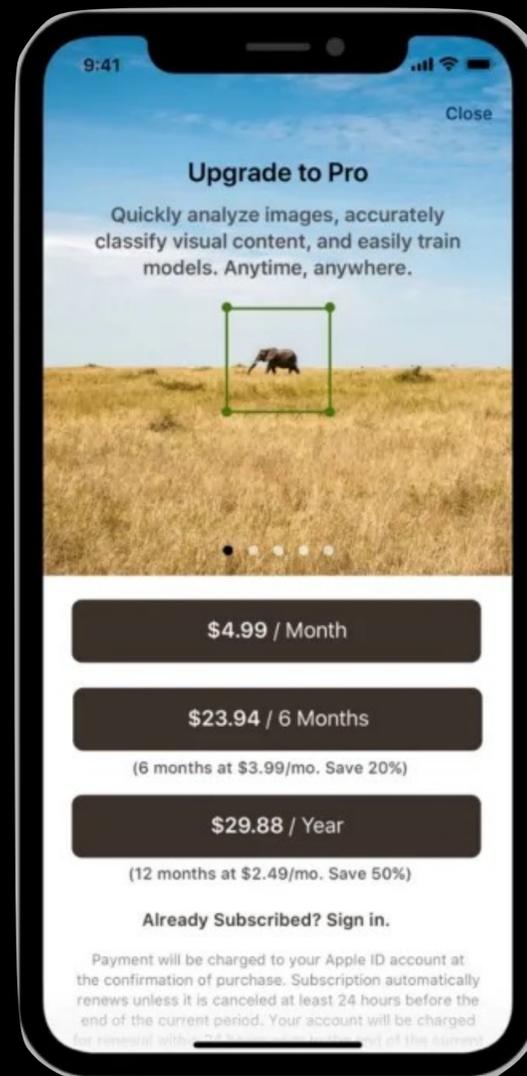
Почему подписки

Гайдлайны



Почему подписки

Paywall



Метрики

Почему подписки

Try

Метрики

Try

Инструменты

Try

Советы

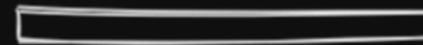
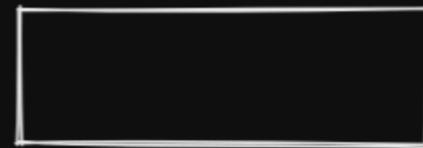
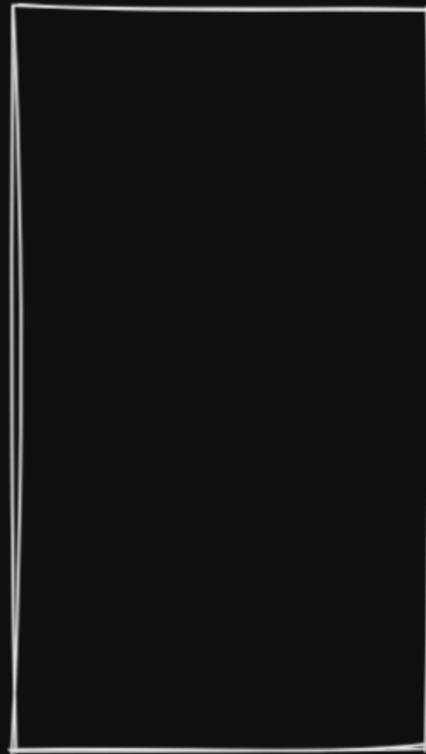
Try

Install

Paywall

Trial

Paid



Install

Paywall



90-95%

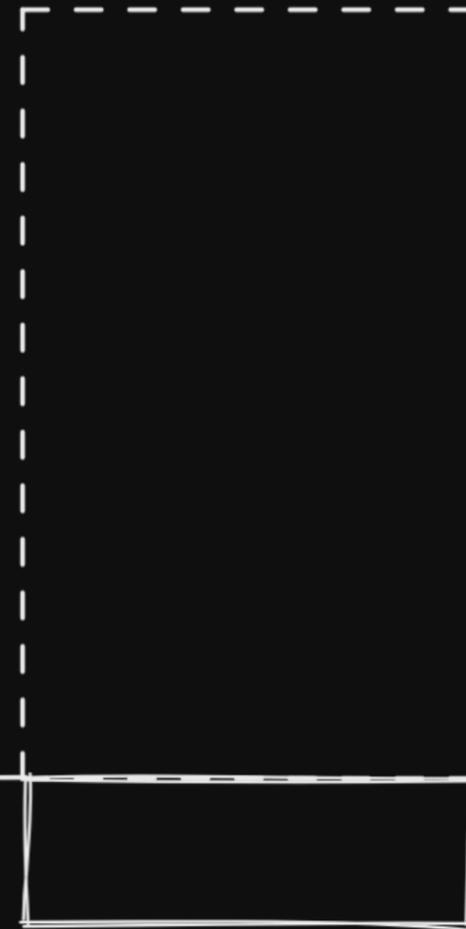


Paywall

Trial



10-15%

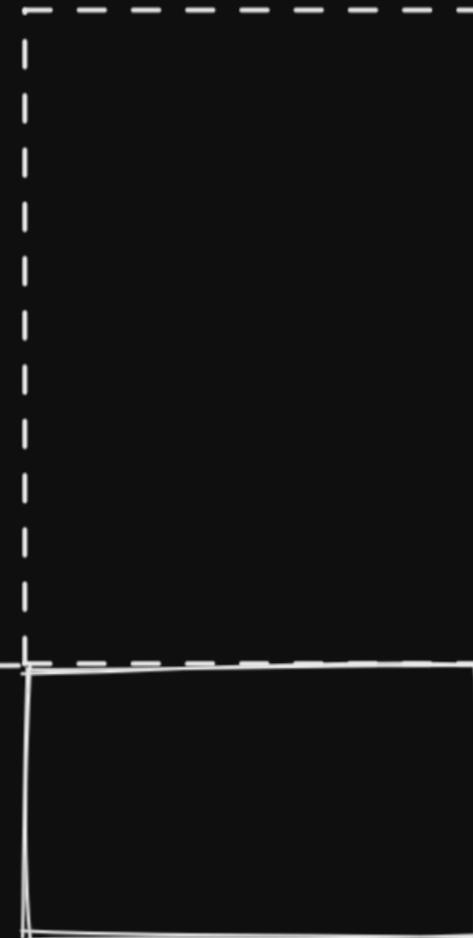


Trial

Paid



20-40%





Charts

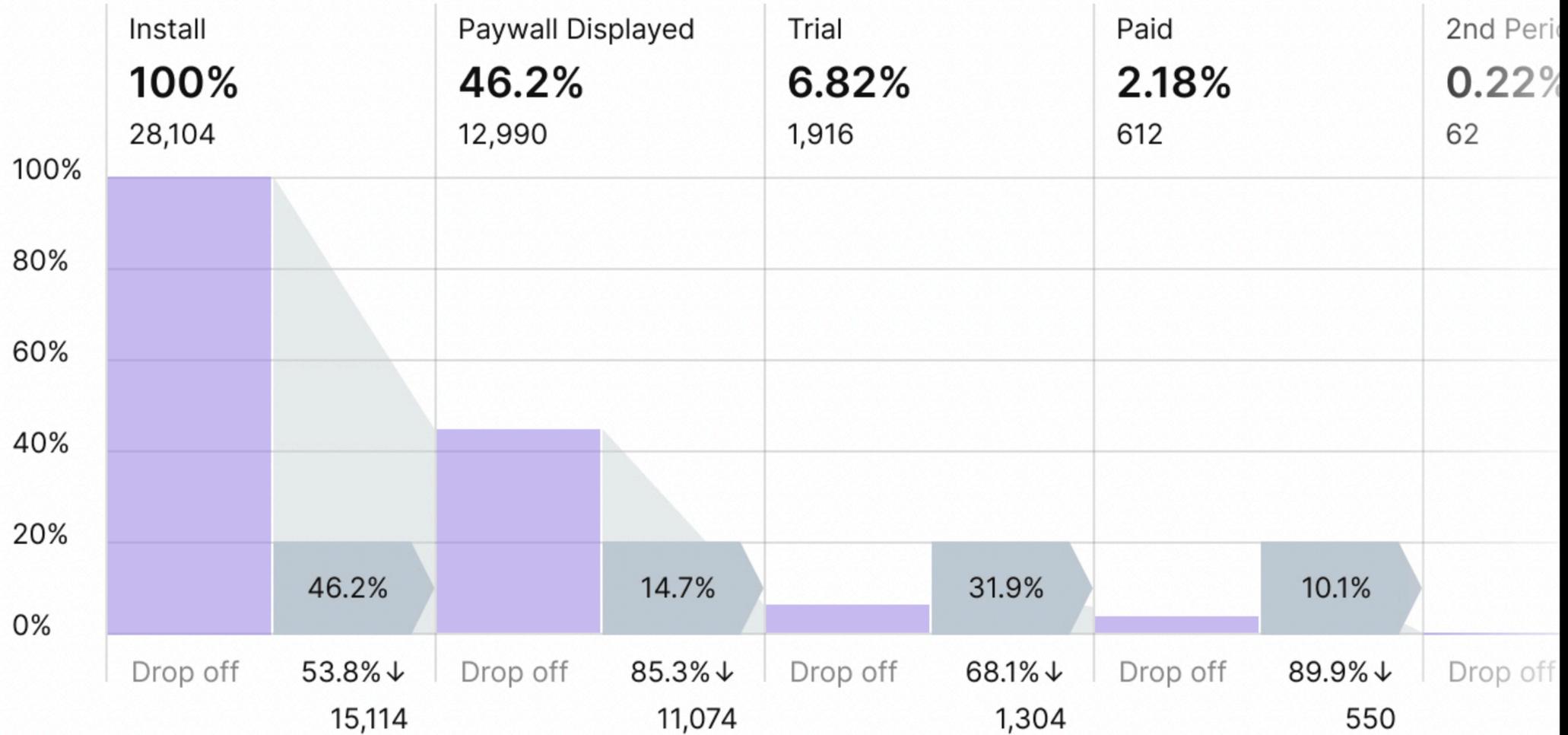
Cohorts

Funnels

Retention

Conversion

All products



Retention (удержание)

Cohort	Subscriptions [?] at start	M2	M3	M4	M5	M6	M7	Total Proceeds [?]	APPPU [?]
Total	394	165	100	50	14	0	0	\$15.9K	\$40.47
November 2021	29	16	12	10	8	0	0	\$1.59K	\$54.70
December 2021	53	28	19	14	4	0		\$2.66K	\$50.18
January 2022	173	75	43	24	2			\$7.42K	\$42.89
February 2022	105	39	24	2				\$3.9K	\$37.17
March 2022	17	7	2					\$236	\$13.91
April 2022	12	0						\$91	\$7.58
May 2022	5							\$50	\$10.01

LTV

Life-time value

Инструменты

Почему подписки

Try

Метрики

Try

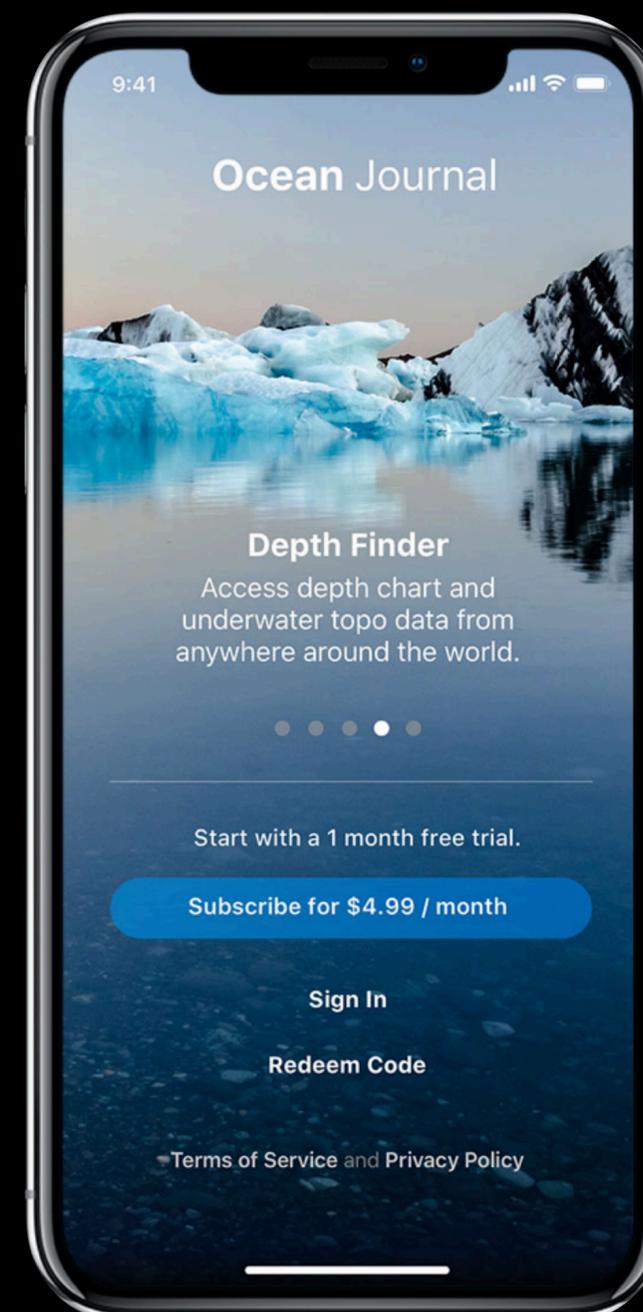
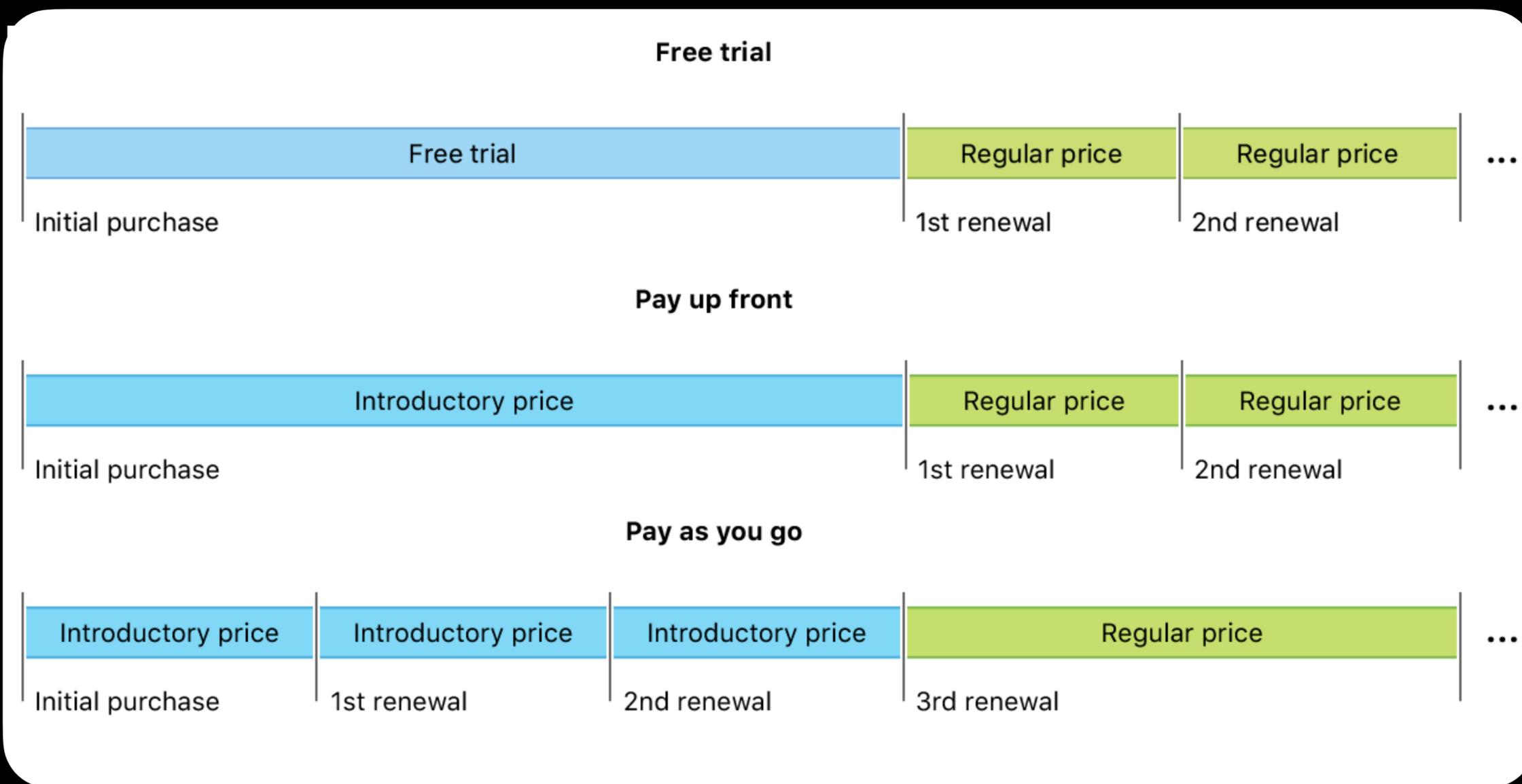
Инструменты

Try

Советы

Try

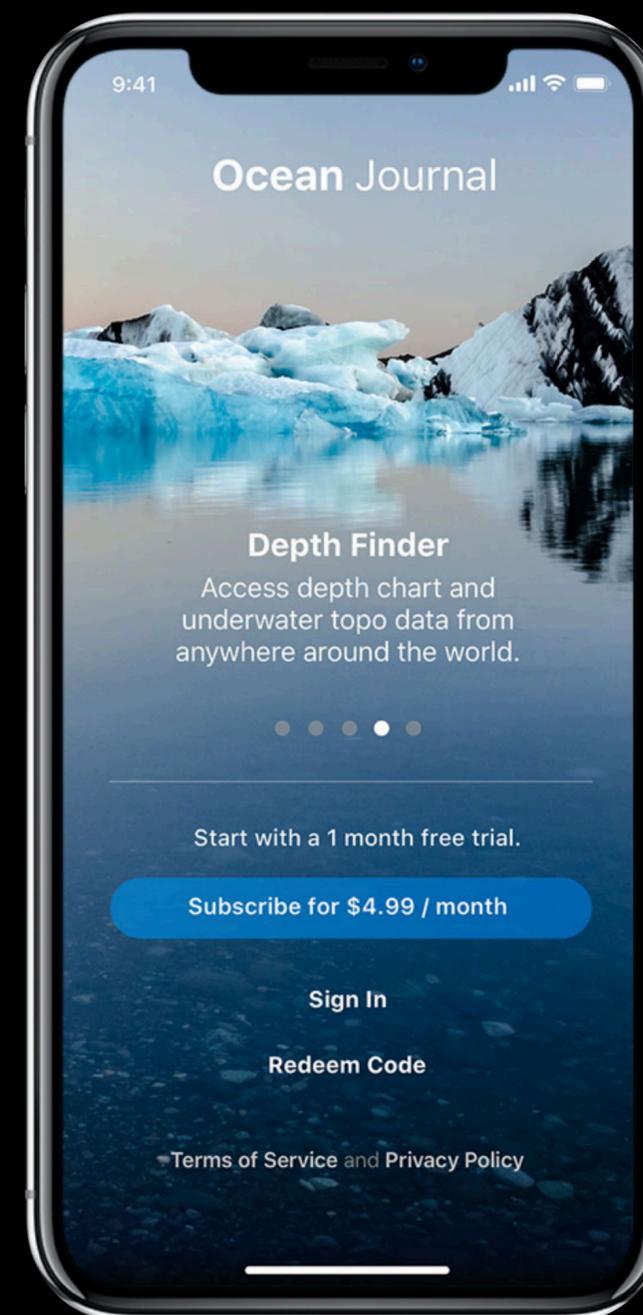
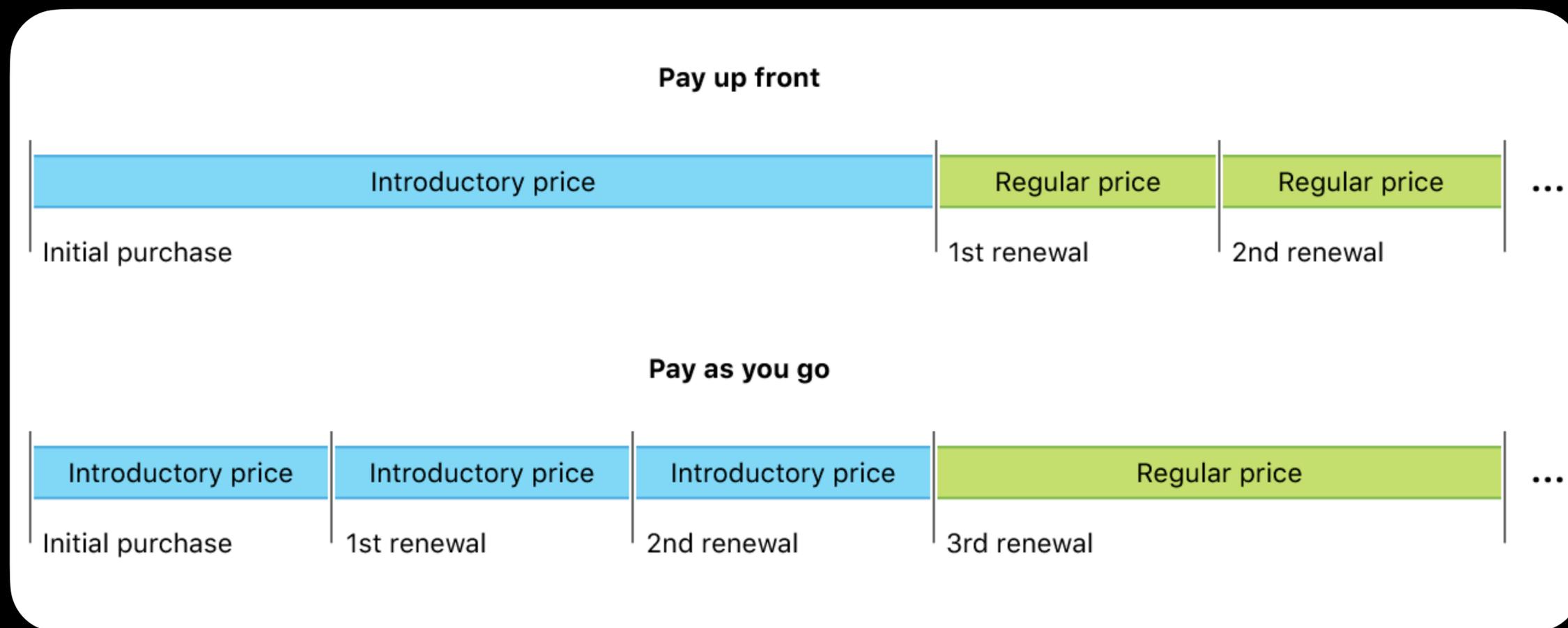
Интро офферы



60%

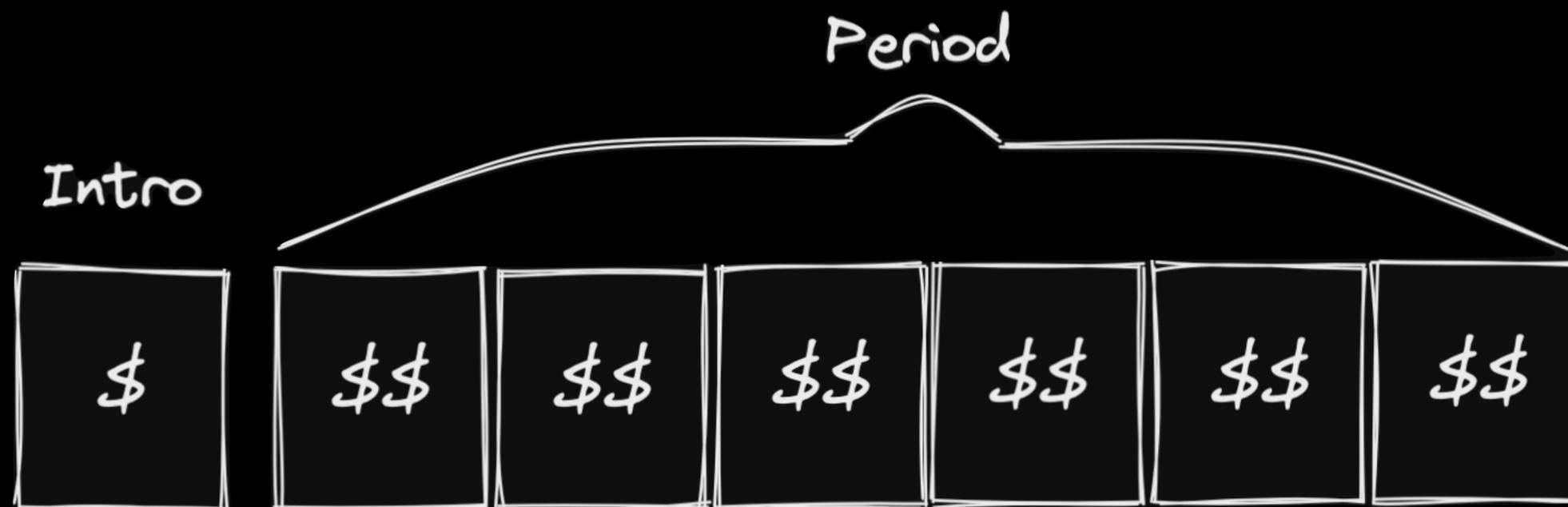
**Платных подписок
начинаются с интро
оффера**

Другие интро офферы

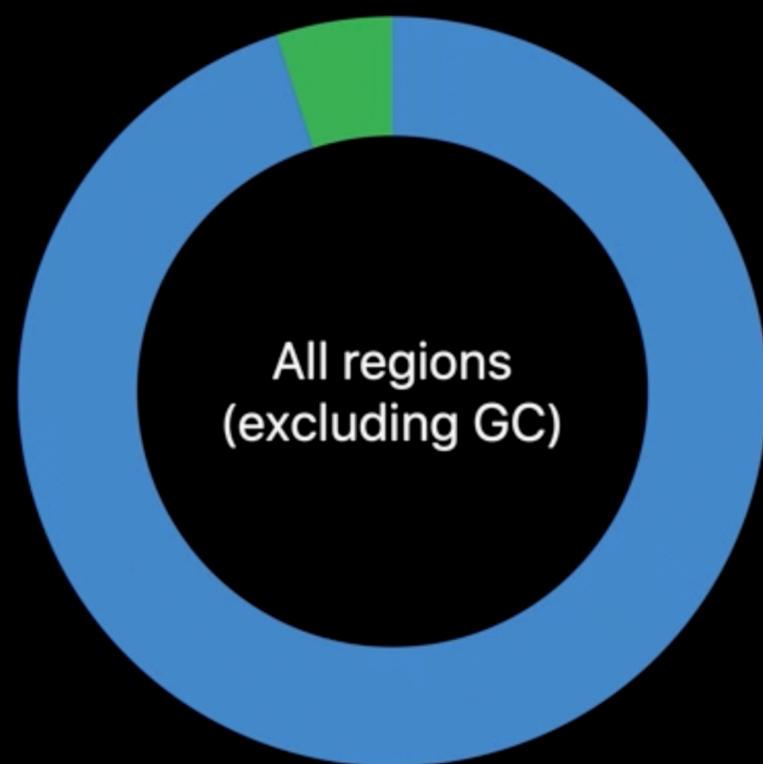


Другие интро офферы

Intro offer должен быть дешевле

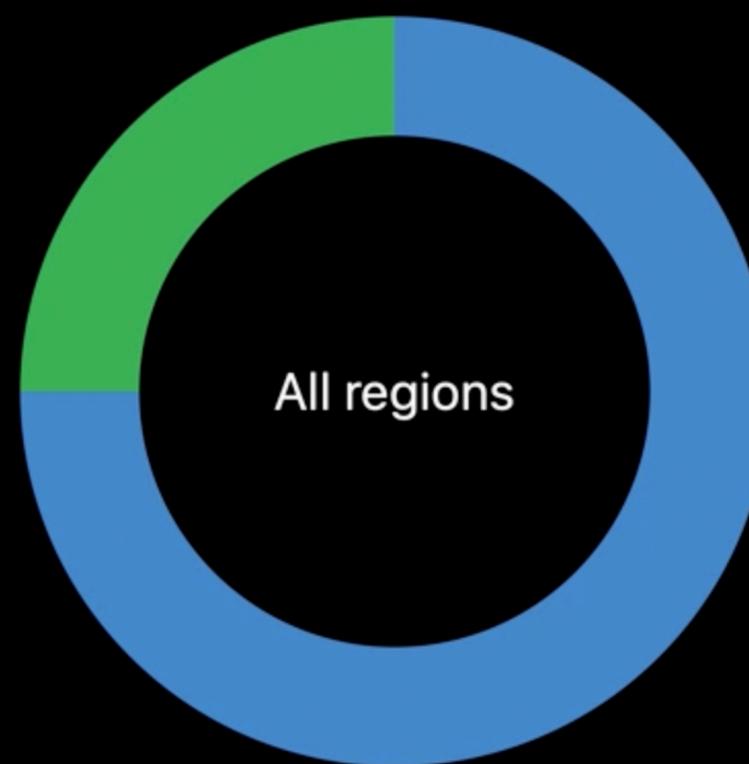


Триалы



● Free trial

● Paid offers

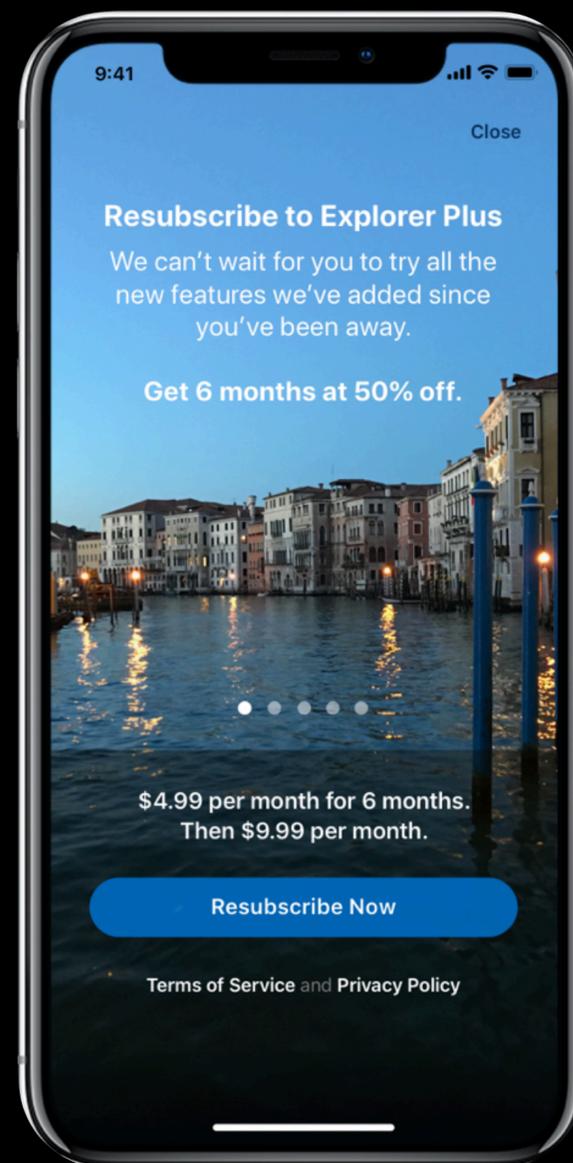


● Free trial

● Paid offers

Инструменты

Промо офферы



	Introductory Offers	Promotional Offers
Primary Use	Acquiring new subscribers	Retaining and winning back subscribers
Customer Eligibility	New subscribers within the app	Existing or previous subscribers within the app. Customers who have not subscribed within the app cannot complete this type of offer.
Distribution and Redemption	Distributed and redeemed within the app or on the App Store via promoted in-app purchase	Distributed and redeemed within the app
Redemption Limits	A customer can redeem one introductory offer per subscription group	You determine how many offers a customer can redeem
Offer Limits	One offer per subscription, per territory	10 active offers per subscription
Offer Configuration	You select timing, territories, pricing and duration in App Store Connect	You decide business logic, select price and duration in App Store Connect, and use StoreKit APIs to present offers to eligible users
Compatibility	iOS 10, iPadOS 10, macOS 10.12.6, tvOS 10 and later	iOS 12.2, iPadOS 12.2, macOS 10.14.4, tvOS 12.2 and later

Инструменты

Оффер коды

150.000 за 6 месяцев

Offer Type

Free for the first 3 months

Customer Eligibility

New, Existing, and Expired Subscribers

Offer Code URL [?](#)

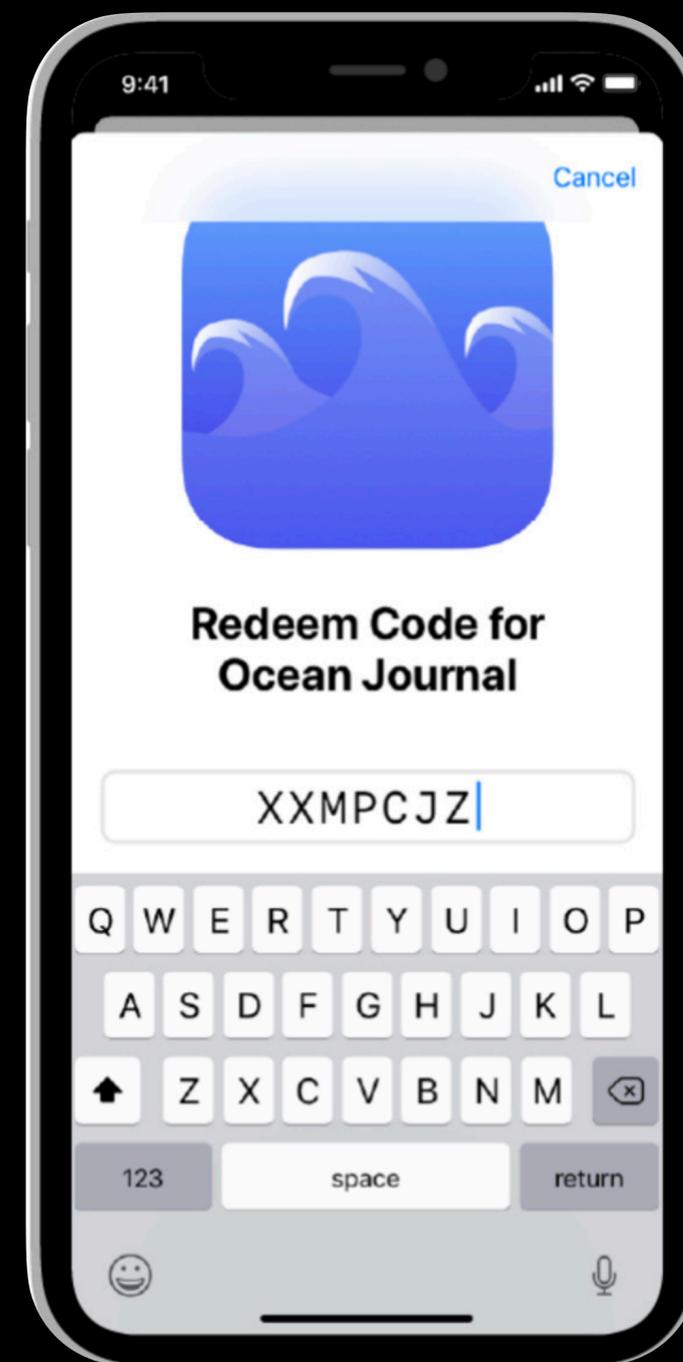
`https://apps.apple.com/redeem?ctx=offercodes&id= [] &code=CODE`

Prices and Countries/Regions

[175 Countries or Regions](#)

Introductory Offers

Yes, customers can redeem both an introductory offer and this code



Инструменты

```
// Present an offer code redemption sheet
```

```
struct SubscriptionPurchaseView: View {
```

```
    @State private var redeemSheetIsPresented = false
```

```
    var body: some View {
```

```
        Button("Redeem an Offer", action: {  
            redeemSheetIsPresented = true  
        })
```

```
        .offerCodeRedemption(isPresented: $redeemSheetIsPresented) { result in
```

```
            if case .failure(let error) = result {
```

```
                // Handle failure
```

```
            }
```

```
        }
```

```
    }
```

```
}
```



Семейный доступ

Not all subscriptions have to be shareable.
Family plans

My App ▾ [App Store](#) [Features](#) [TestFlight](#)

iOS App
● 1.0 Prepare for Submission

[Add macOS App](#)
[Add tvOS App](#)

General
App Information
Pricing and Availability
App Privacy
Ratings and Reviews
Version History

In-App Purchases
Manage
App Store Promotions
Subscription Groups

In-App Purchases > Monthly with free trial Save Submit for Review
● Ready to Submit

i Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit. [Learn More](#)

Once your binary has been uploaded and your first-in app purchase has been submitted for review, additional in-app purchases can be submitted from the In-App Purchases section. [Learn More](#)

Reference Name ?
Monthly with free trial

Apple ID ?
1503553845

Availability ?
 Cleared for Sale

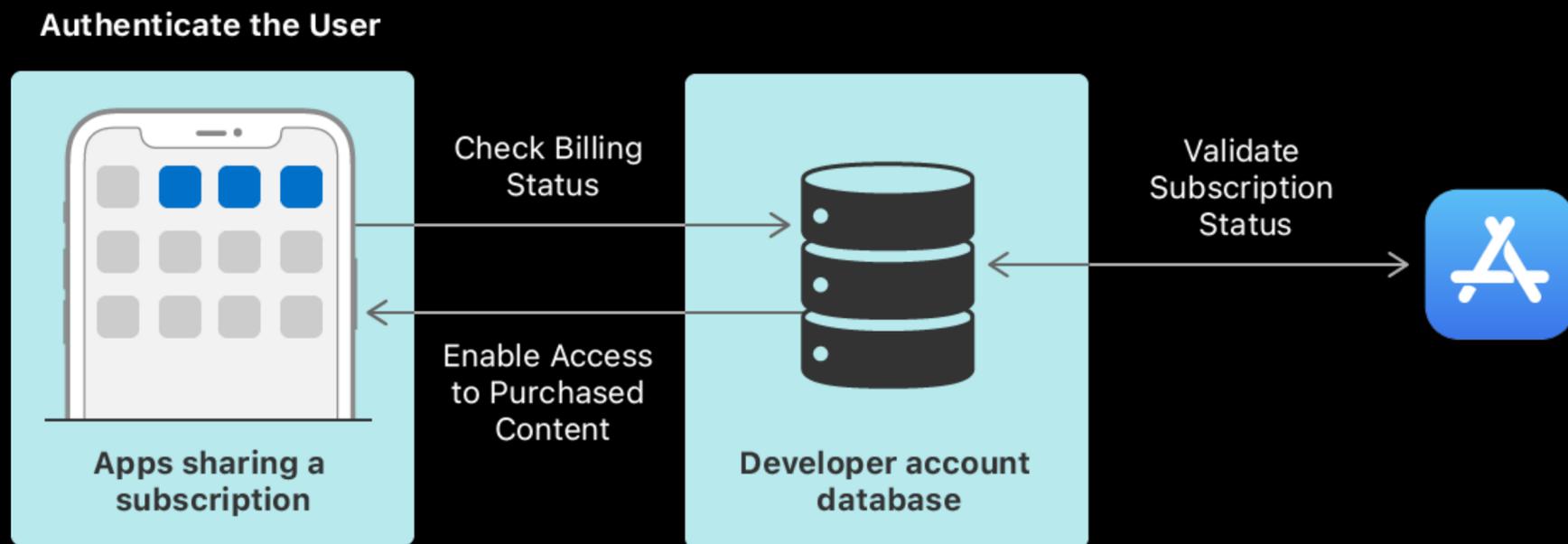
Product ID ?
monthly_free_trial

Subscription Duration ?
1 Month

Group Reference Name ?
[group1](#)

Family Sharing ?
Allow family members to share this subscription without having to use each other's accounts.
[Turn On](#) ←

Бандл подписок



Microsoft 365 mobile apps
Microsoft Corporation

Complete My Bundle
Includes 3 other apps

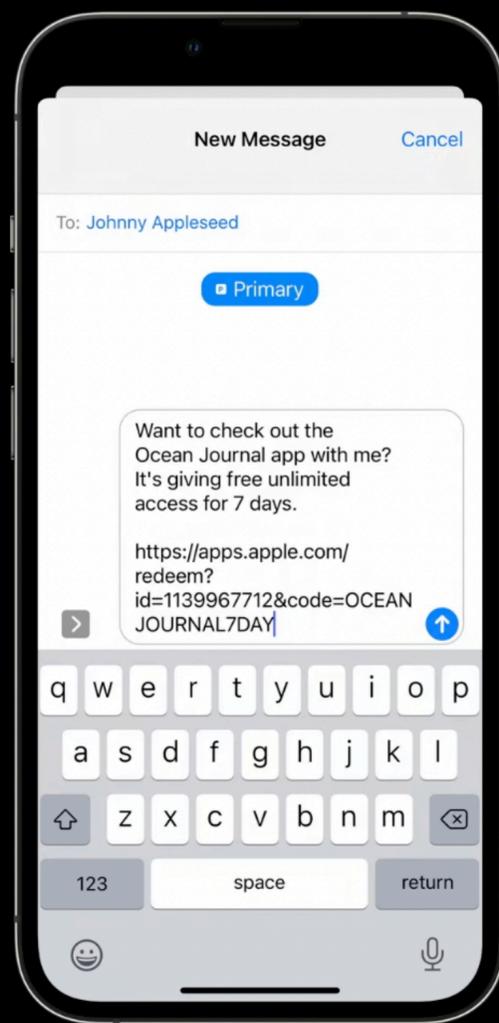
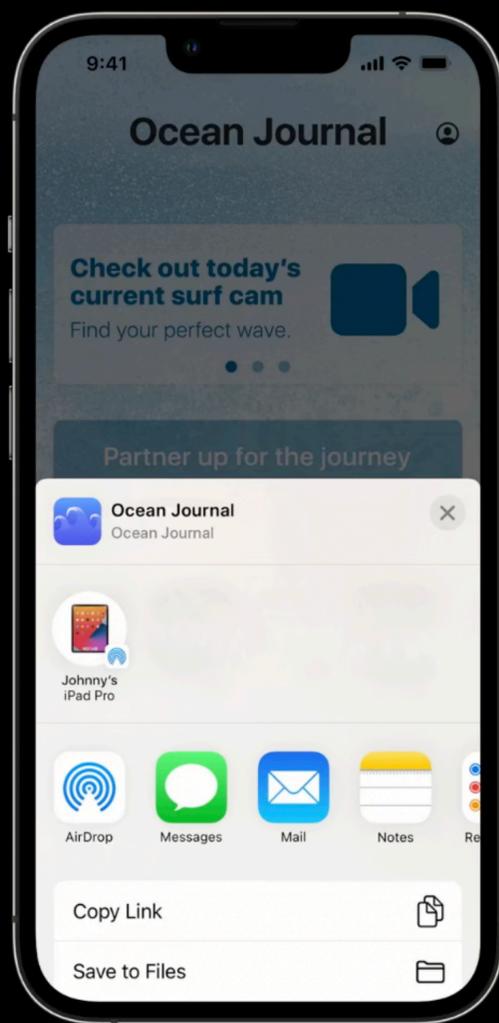
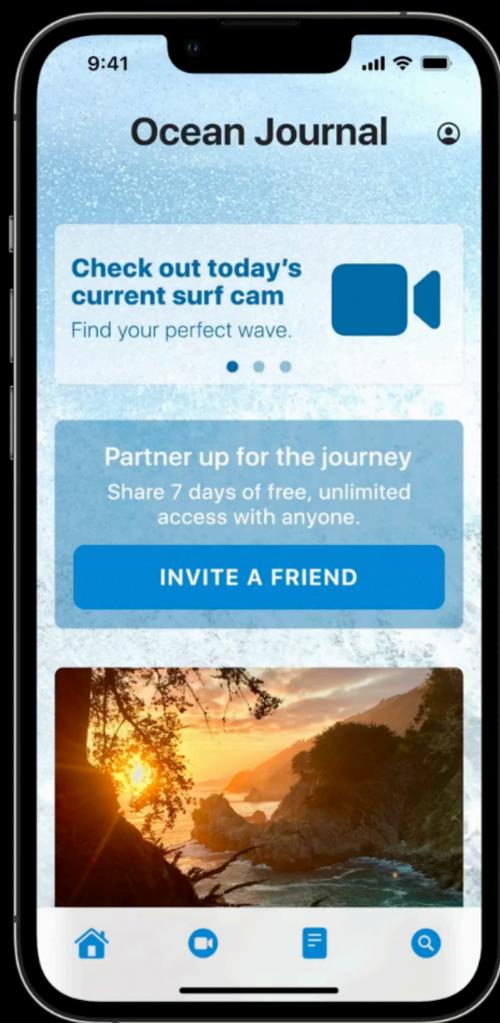
GET
In-App Purchases

8 RATINGS: 3.8 ★★★★★
AGE: 4+ Years Old
DEVELOPER: Microsoft Corporation

4 Apps in This Bundle

- Microsoft Office**
Word, Excel, PowerPoint & More
GET In-App Purchases
- Microsoft OneDrive**
File & photo cloud storage
GET In-App Purchases

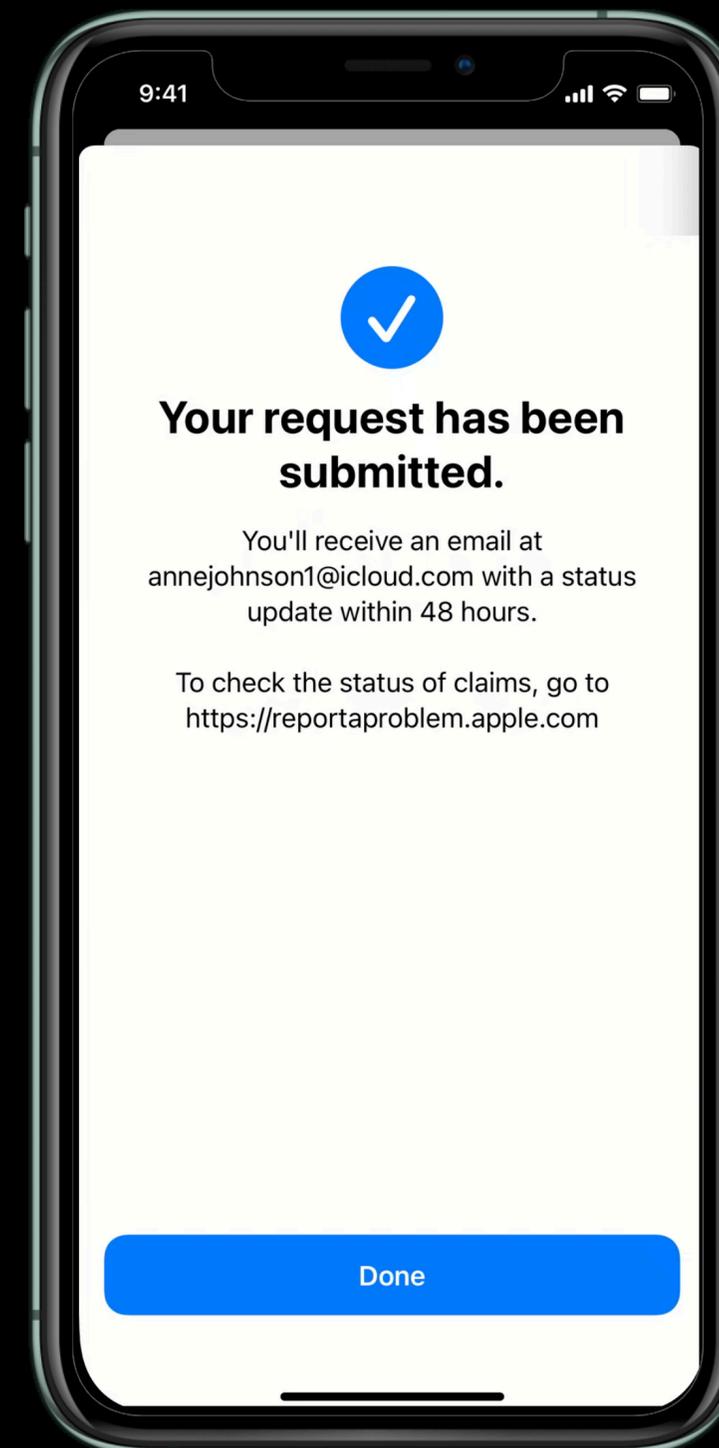
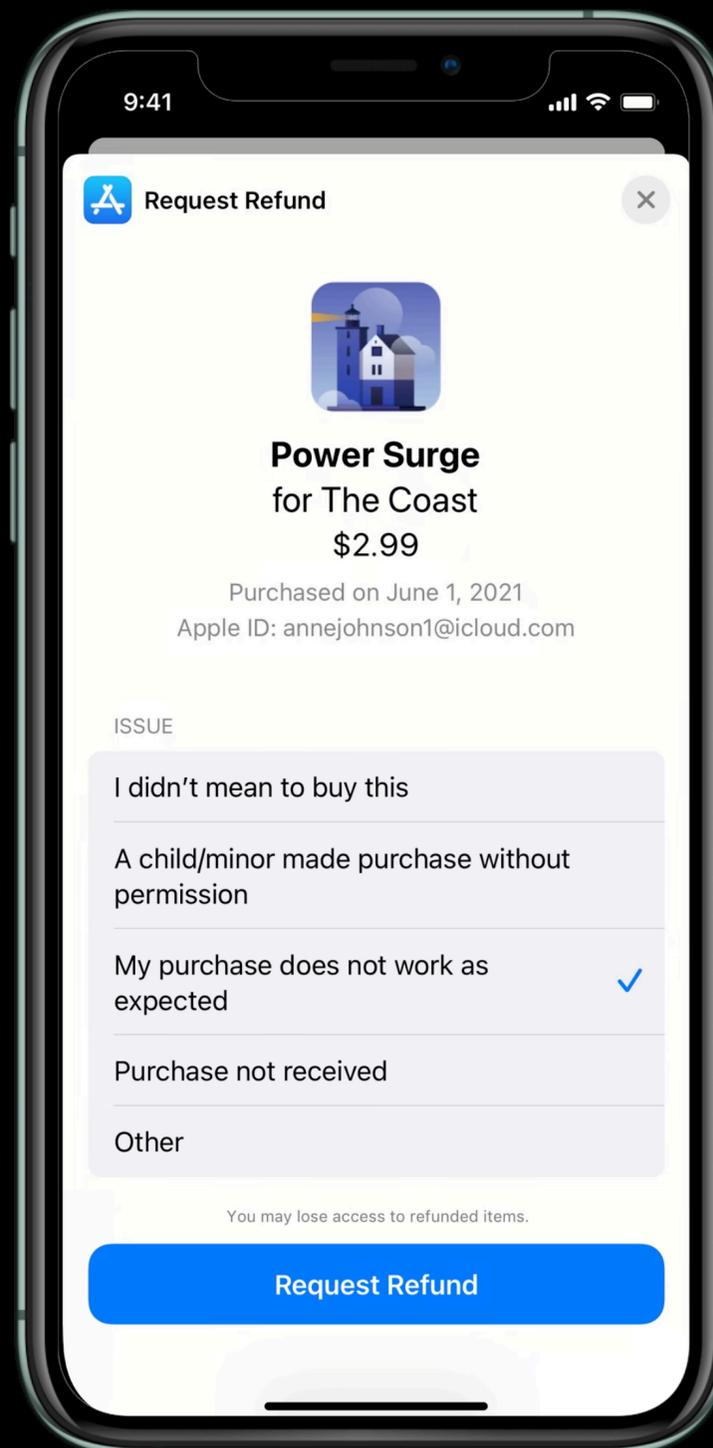
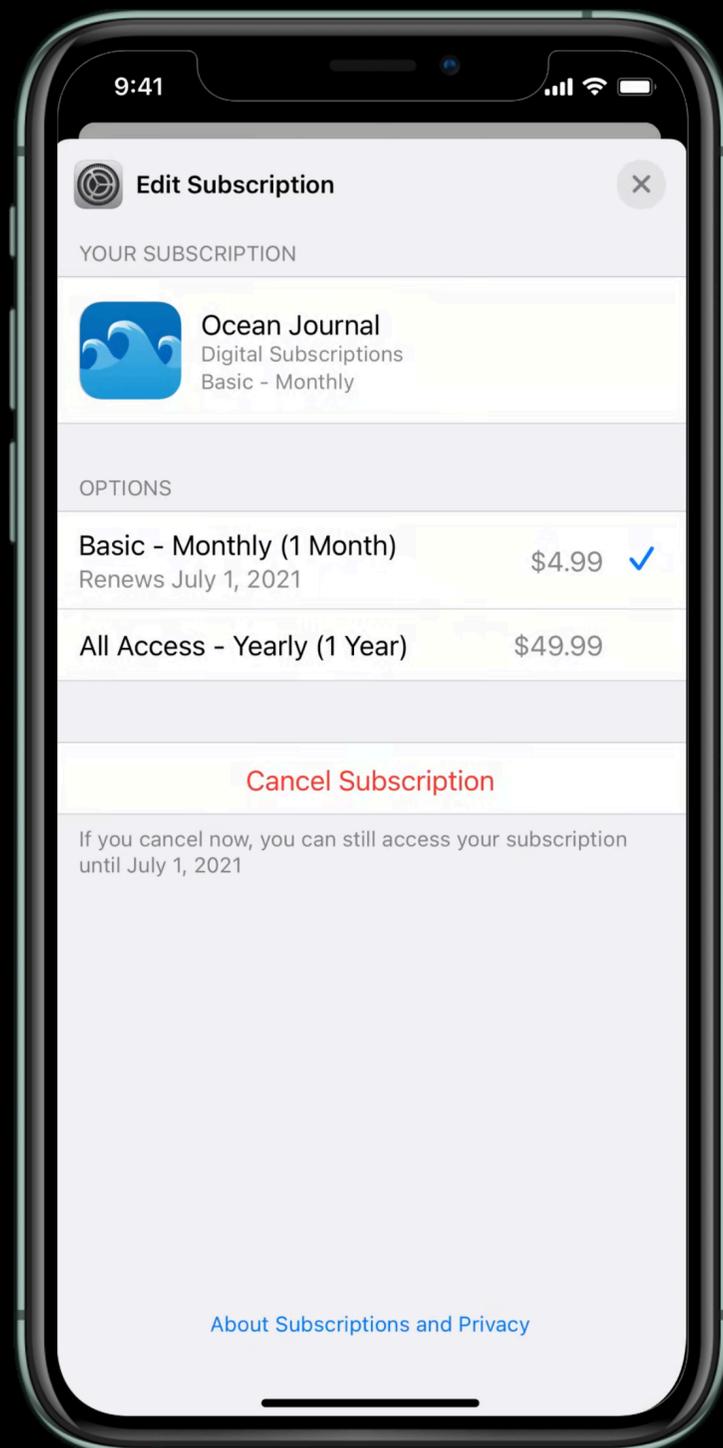
Рефералки



Referrer

Referred

Инструменты



showManageSubscriptions(in:)

Presents the App Store sheet for managing subscriptions.

iOS 15.0+

iPadOS 15.0+

Mac Catalyst 15.0+

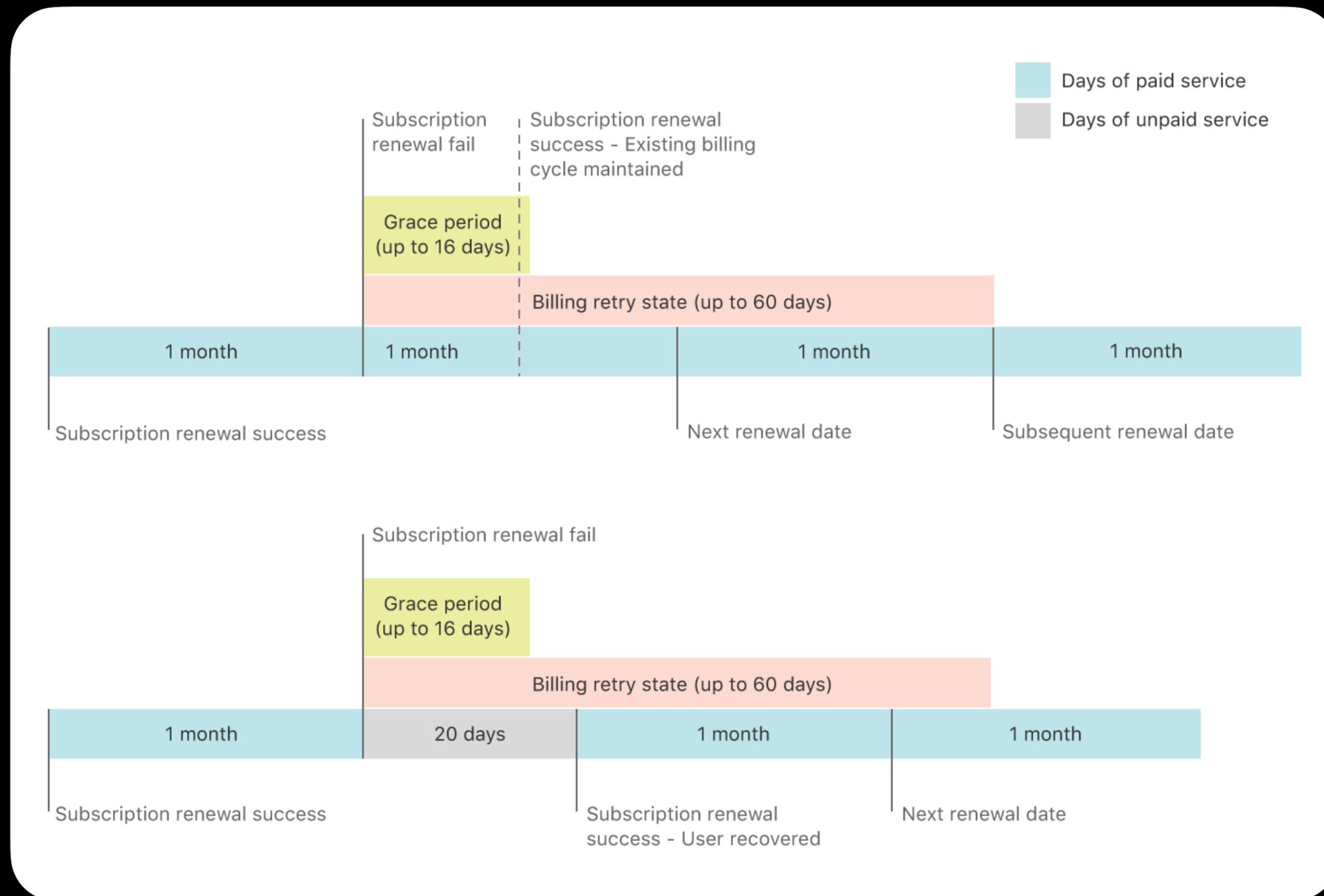
Xcode 13.0+

Declaration

```
@MainActor static func showManageSubscriptions(in scene: UIWindowScene) async thro
```

Grace Period

- 6 days for a. weekly subscription
- 16 days for monthly and longer subscription



Инструменты

Xcode Testing

The screenshot shows the Xcode IDE with the 'Non-Consumable In-App Purchase' section expanded. It lists various products like 'Peanut Butter Cup', 'Lemonberry', and 'Carrot Chops'. A 'Fruta Transactions' window is overlaid, showing a purchase of 'Carrot Chops' (ID: 2) at 9:57 AM and a refund of 'Berry Blue' (ID: 1) at 9:56 AM. The console at the bottom displays a log message: 'Purchased recipe.carrot-chops!'.

The screenshot shows an iPhone 11 app interface with a 'Recipes' list. The list includes items like 'Berry Blue' (\$0.99), 'Carrot Chops', 'Hulking Lemonade' (\$0.99), 'If You Like Piña Colada' (\$0.99), 'Kiwi Cutie' (\$0.99), and 'Lemonberry' (\$0.99). The bottom navigation bar has icons for 'Menu', 'Favorites', 'Rewards', and 'Recipes'.

Инструменты

ASC Sync NEW

StoreKit Configuration

Name:

Sync this file with an app in App Store Connect

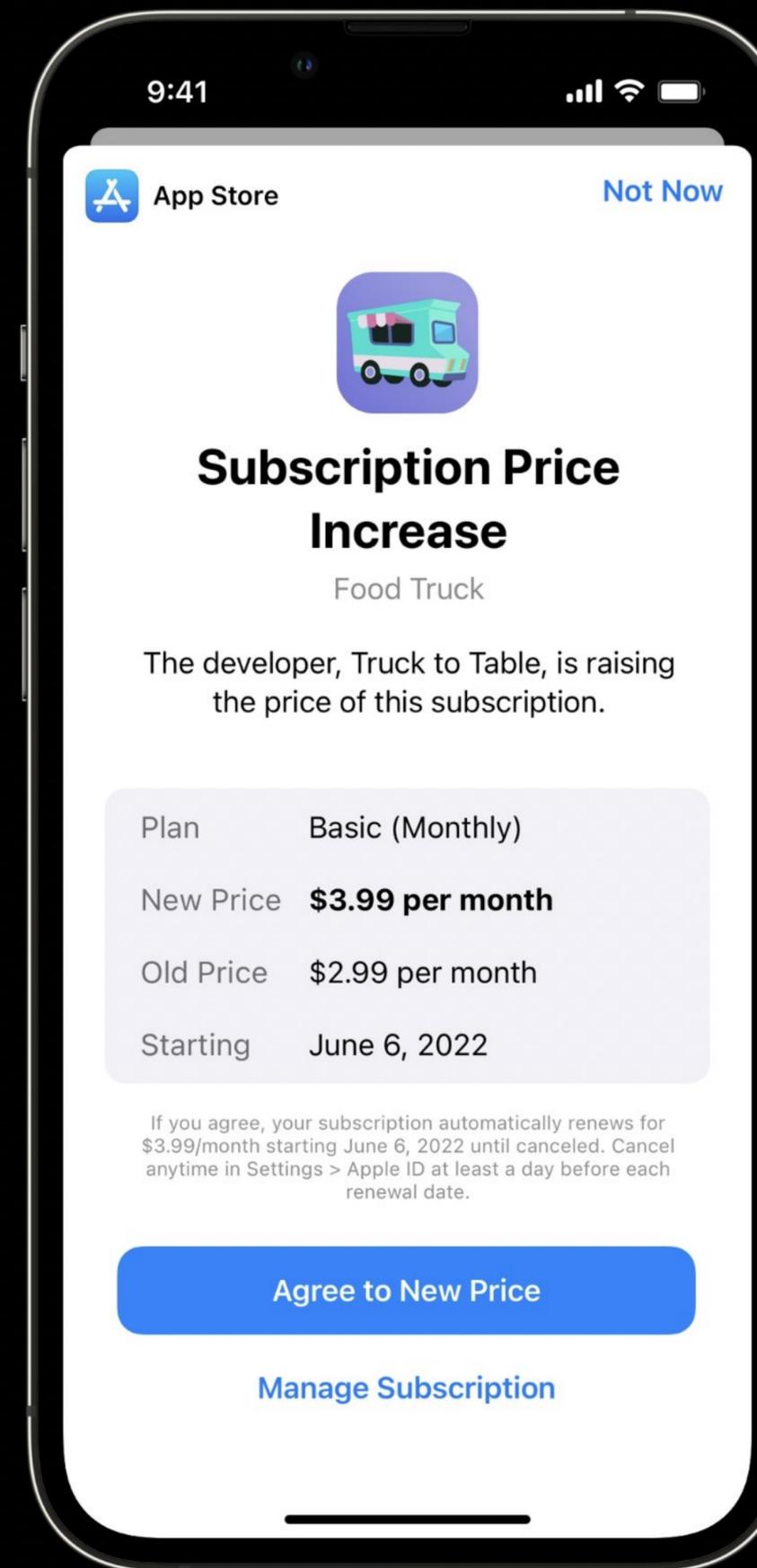
Team:

App:

Инструменты

StoreKit Messages

NEW



Renewal extension API NEW

`/inApps/v1/subscription/extend/{original_transaction_id}`

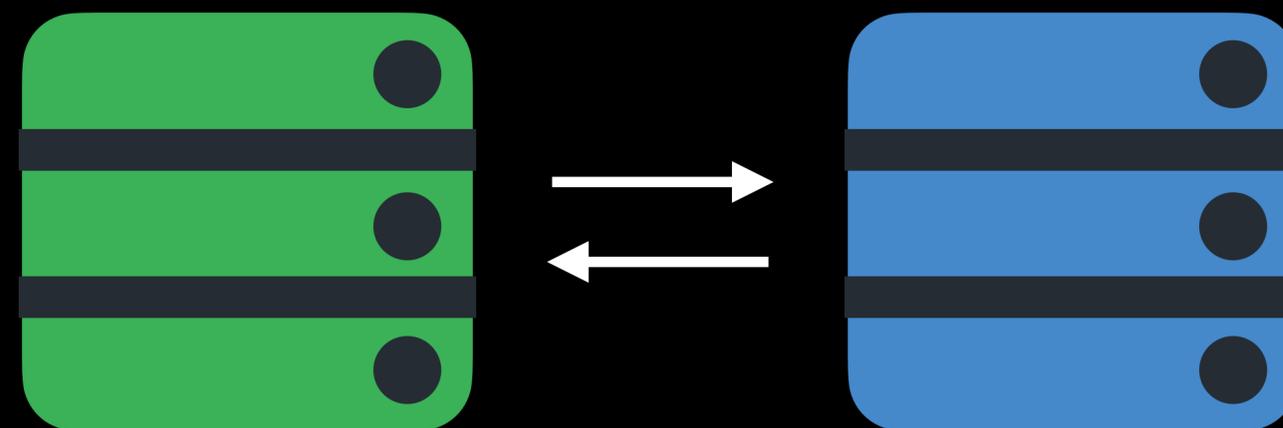
Extend renewal date for paid active subscription

Offer free service for additional time

Appeasement for temporary outage

Up to two extensions per year for a customer's subscription

Extend up to 90 days per extension



Your
server

App Store
server

Что сейчас в РФ



Советы

Почему подписки

Try

Метрики

Try

Инструменты

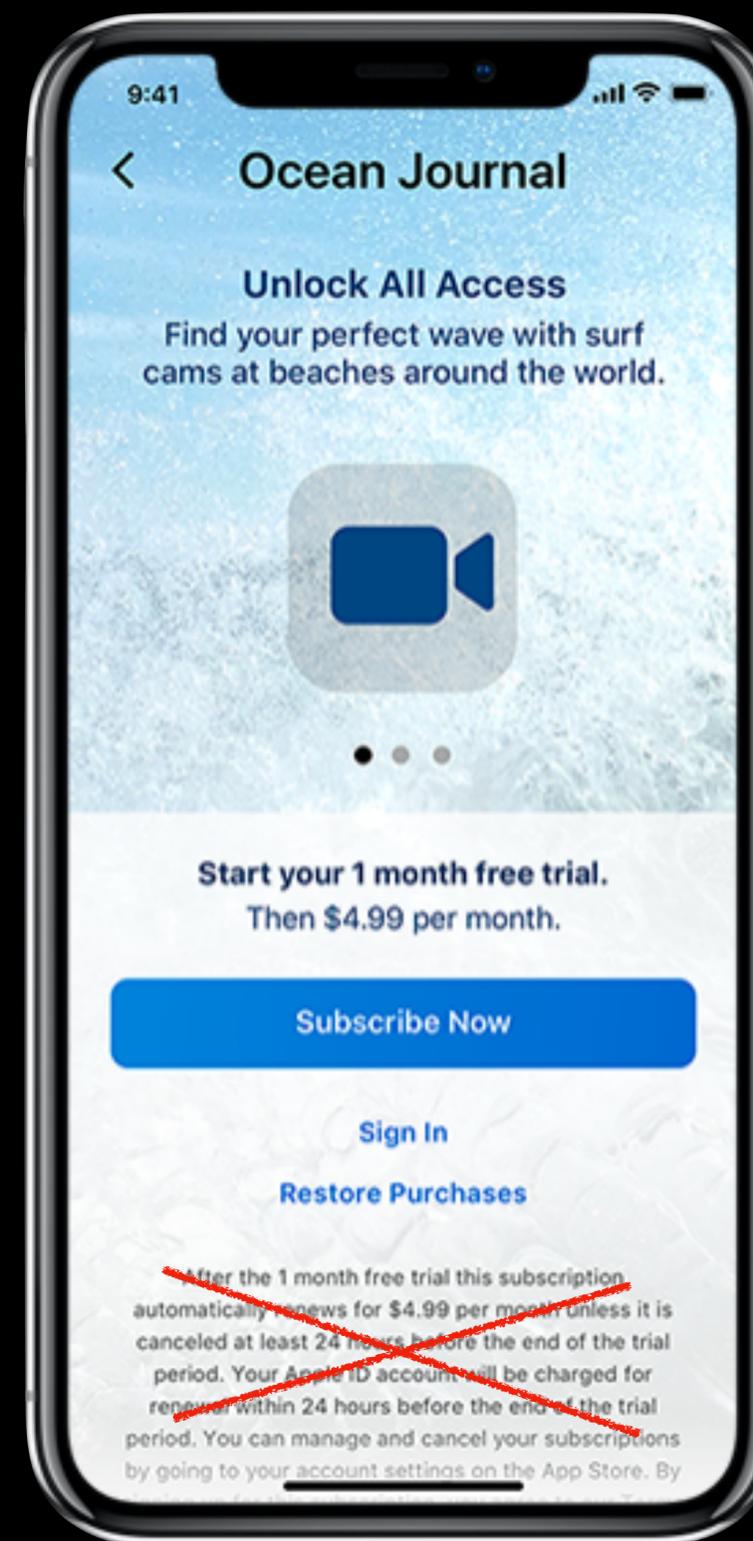
Try

Советы

Try

Советы

Юридический текст не нужен



Советы

A/B-тесты!



Paywall 1



3 month \$14.99 <small>\$4.99/m</small>	24 months \$69.99 <small>\$2.99/m</small>	6 months \$23.99 <small>\$3.99/m</small>
---	---	--

Start your FREE trial

Cancel anytime in the App Store

A



Paywall 2



1 month \$3.99	6 months \$6.99 <small>\$0.99/m</small>	3 months \$9.99 <small>\$2.99/m</small>
-----------------------------	---	---

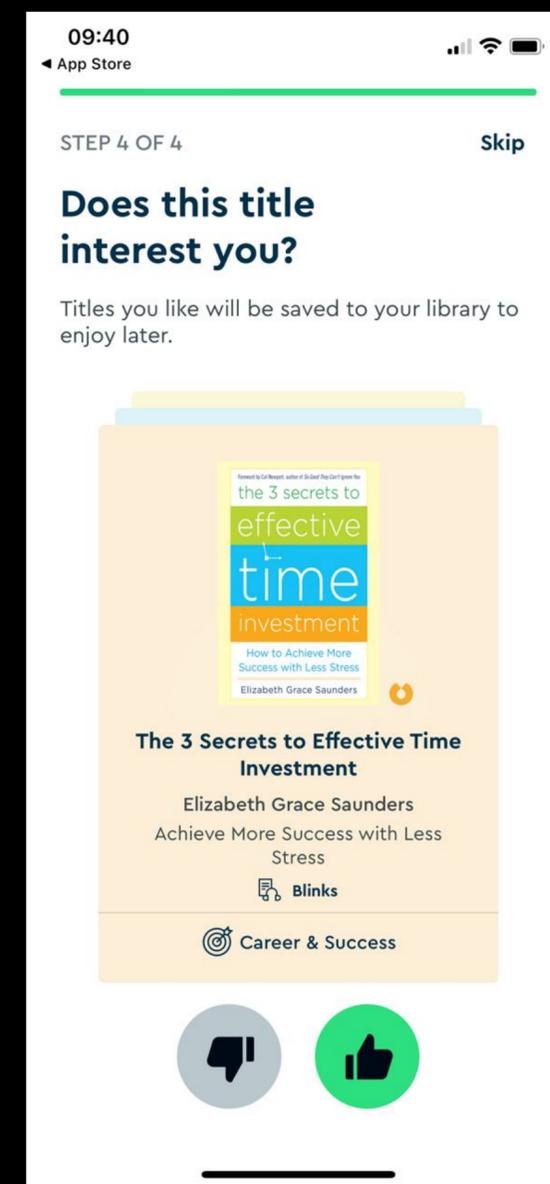
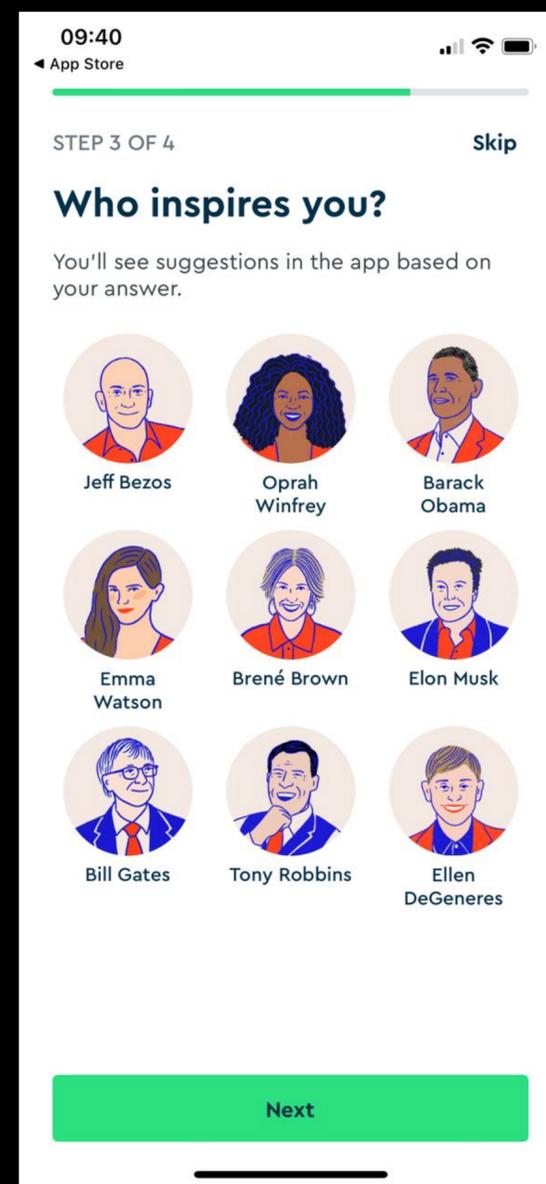
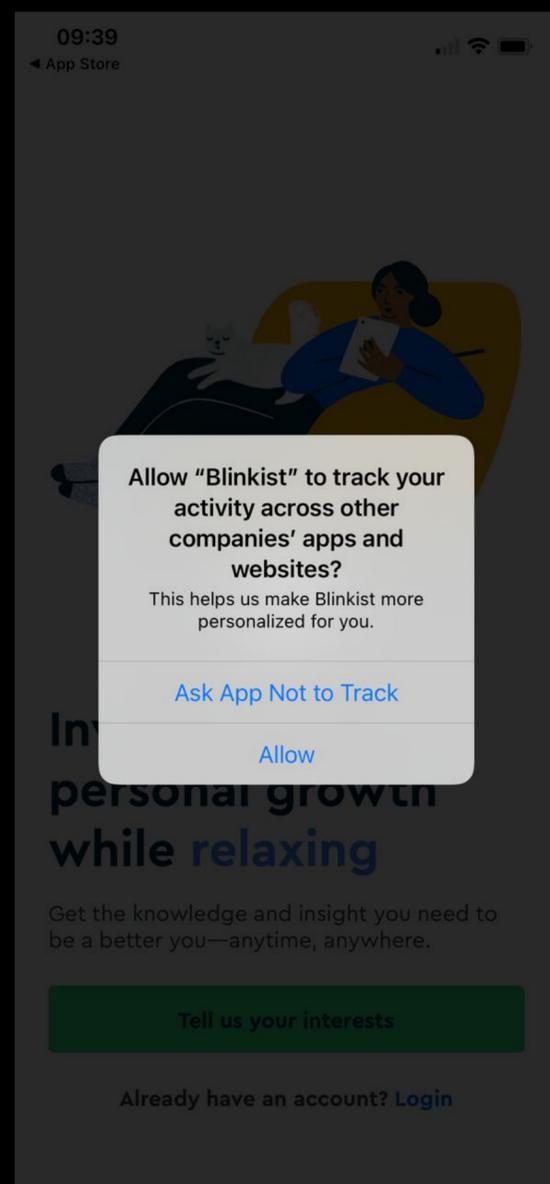
Start your FREE trial

Cancel anytime in the App Store

B

Winner

Думайте об онбординге



Советы

Сделайте видео

funimate PRO

Reach your full editing potential

Access hundreds of unique effects and features

Try 7 days for free
Then \$2.99/week

Try 7 Days For Free

[See all offers](#)

[Learn more](#) | [Terms & Privacy](#) | [Restore](#)

10:58

App Store

InShot Pro

Access to all Paid Transitions, Effects, Stickers and more. No InShot Logo, No ads.

\$3.99 / Month

\$14.99 / Year (\$1.25 / Month)
3 days free trial

\$34.99 / One-Time Purchase

Continue

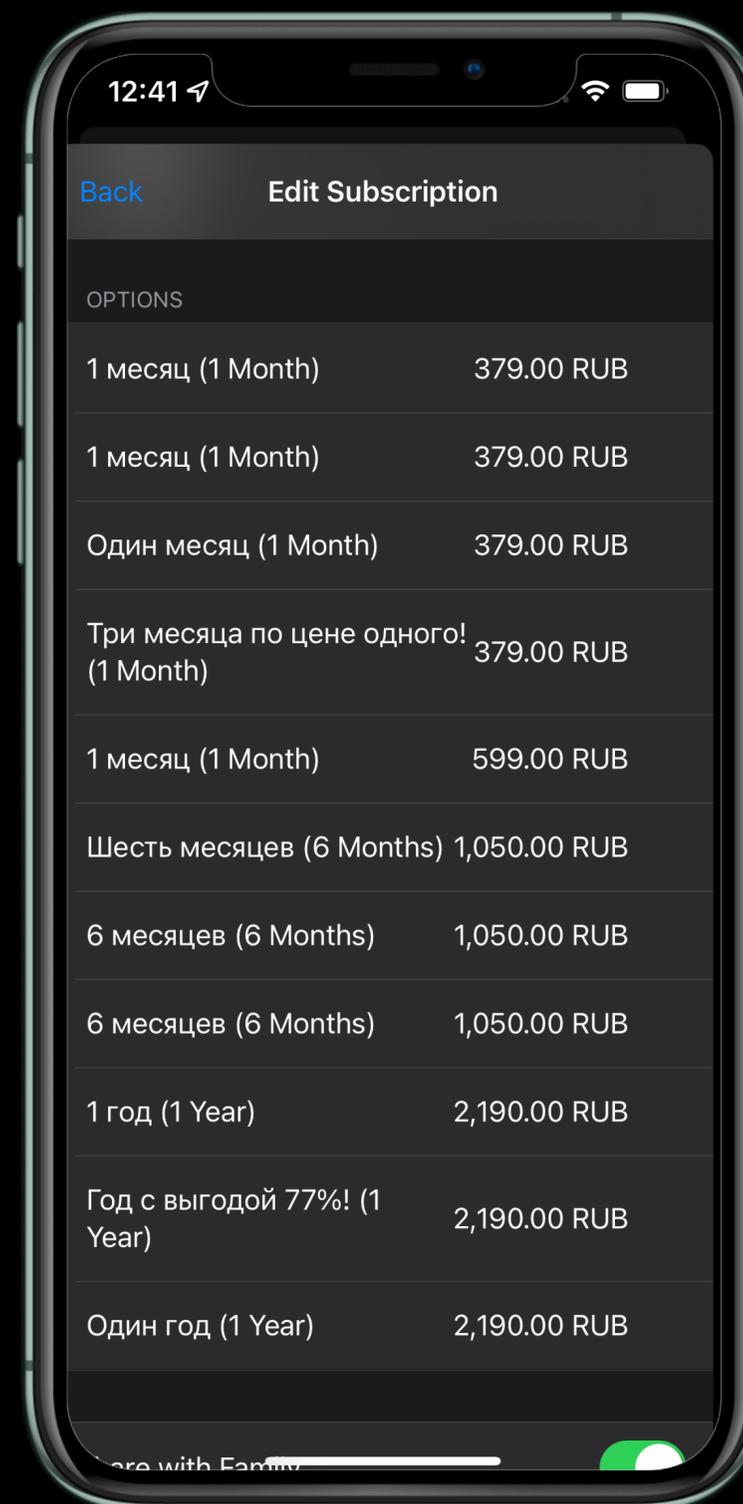
3 days free trial, then \$14.99/Year

This purchase can only be used on iOS system. Payment will be charged to your iTunes account at confirmation of purchase. Subscriptions will automatically renew unless auto-renew is turned off at least 24 hours before the end of the current period. Your account will be charged for renewal, in accordance with your plan, within 24 hours prior to the end of the current period. You can manage or turn off auto-renew in your Apple ID account settings any time after purchase. [Terms of use](#) | [Privacy Policy](#) | [Already Purchased?](#)

App Store

In-App Purchases

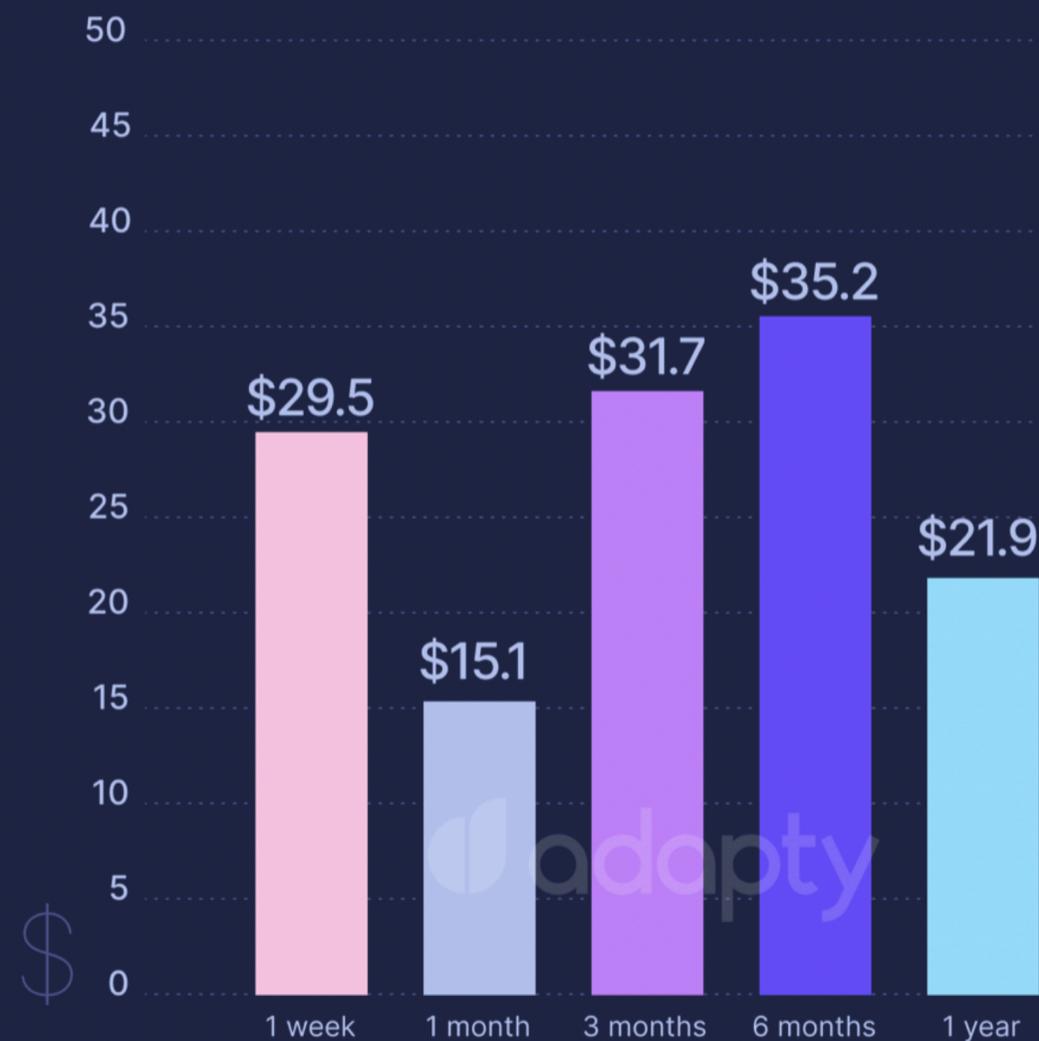
Tinder Plus (1 Month)	\$0.99
Tinder Plus (1 Month)	\$1.99
Tinder Plus (1 Month)	\$2.99
Tinder Plus (1 Month)	\$4.99
Tinder Plus (1 Month)	\$6.99
Tinder Plus (1 Month)	\$7.99
Tinder Plus (1 Month)	\$9.99
Tinder Plus (1 Month)	\$14.99
Tinder Plus (1 Month)	\$19.99
Tinder Plus (1 Month)	\$1.99



Советы

Weekly = 2x Monthly

LTV



Australia

State of iOS in-app subscriptions 2021

- LTV
- Subscription Retention curve
- Subscription Conversions benchmarks



Как реализовать подписки?

Использовать любой готовый сервис

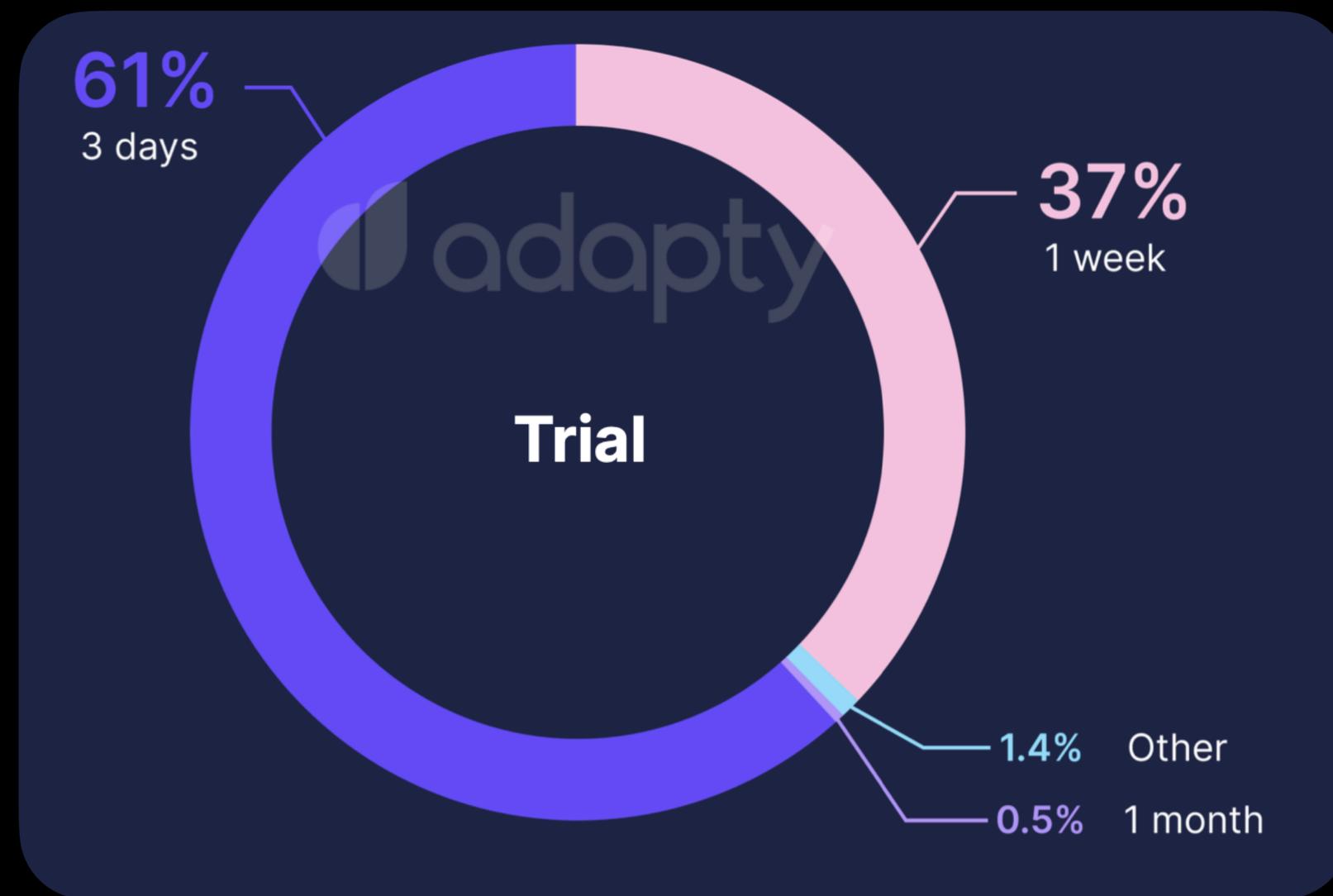


Какую цену поставить на подписки на старте?

Конкуренты, затем A/B тесты
ARPA, predicted LTV

Какую длительность триала ставить?

Зависит от продукта
Обычно 3 или 7 дней



Получаю плохие отзывы 😓

Запрашивайте системное ревью в
нужный момент
Просите юзеров изменить рейтинг

Что тестировать на пейволе?

Цены, интро офферы, механики,
картинки/видео, тексты

In-app purchase SDK for any platform



Free trials, upgrades, downgrades, crossgrades, family sharing, renewals, promo offers, intro offers, promo codes, and more – Adapty SDK does everything with a single line of code



Easy subscription management



One-time purchases and lifetime subscriptions supported



Sync subscribers' state across iOS, Android, and Web

Swift

Kotlin

React Native

Flutter

Unity

```
// Your app's code
import Adapty
Adapty.activate("YOUR_APP_KEY")

// Make a purchase, Adapty handles the rest
Adapty.makePurchase(product: <product>, offerId:
<offerid>) { (receipt, response, error) in
    if error == nil {
        // successful purchase
    }
}
```



GitHub

100% Open Source



Swift SDK



Kotlin SDK



React Native SDK



Flutter SDK



Unity SDK

WWW

Web SDK

Price testing for in-app purchases without app releases

Paywall B

Get premium access

Monthly: \$3.99 / month / cancel anytime

Annually: \$19.99 / year / cancel anytime

Lifetime: \$39.99 / one-time payment

START

Paywall A

Try Free for 3 Days

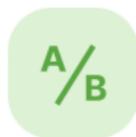
Monthly: \$3.99 / month / cancel anytime

Annually: 3 days free then \$19.99 / year / cancel anytime

Lifetime: \$39.99 / one-time payment

START 3 DAYS FREE TRIALS

A/B Testing	Revenue	Purchases	CR purchases	Trials
Paywall A	\$77,904.43	5,127	8.96%	429
One month no trial	\$8,813.91	2,209	3.86%	0
One year no trial	\$47,576.2	2,380	4.16%	429
Life time	\$21,514.62	538	0.94%	0
Paywall B	\$55,806.75	3,725	5.74%	0
One month no trial	\$7,146.09	1,791	2.76%	0
One year with trial	\$28,665.66	1,434	2.21%	0
Life time	\$19,995	500	0.77%	0



On-the-fly price testing



Out-of-the-box analytics



Fast and native integration with Adapty SDK

@nikogenn

