

# 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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Метрики

Try

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

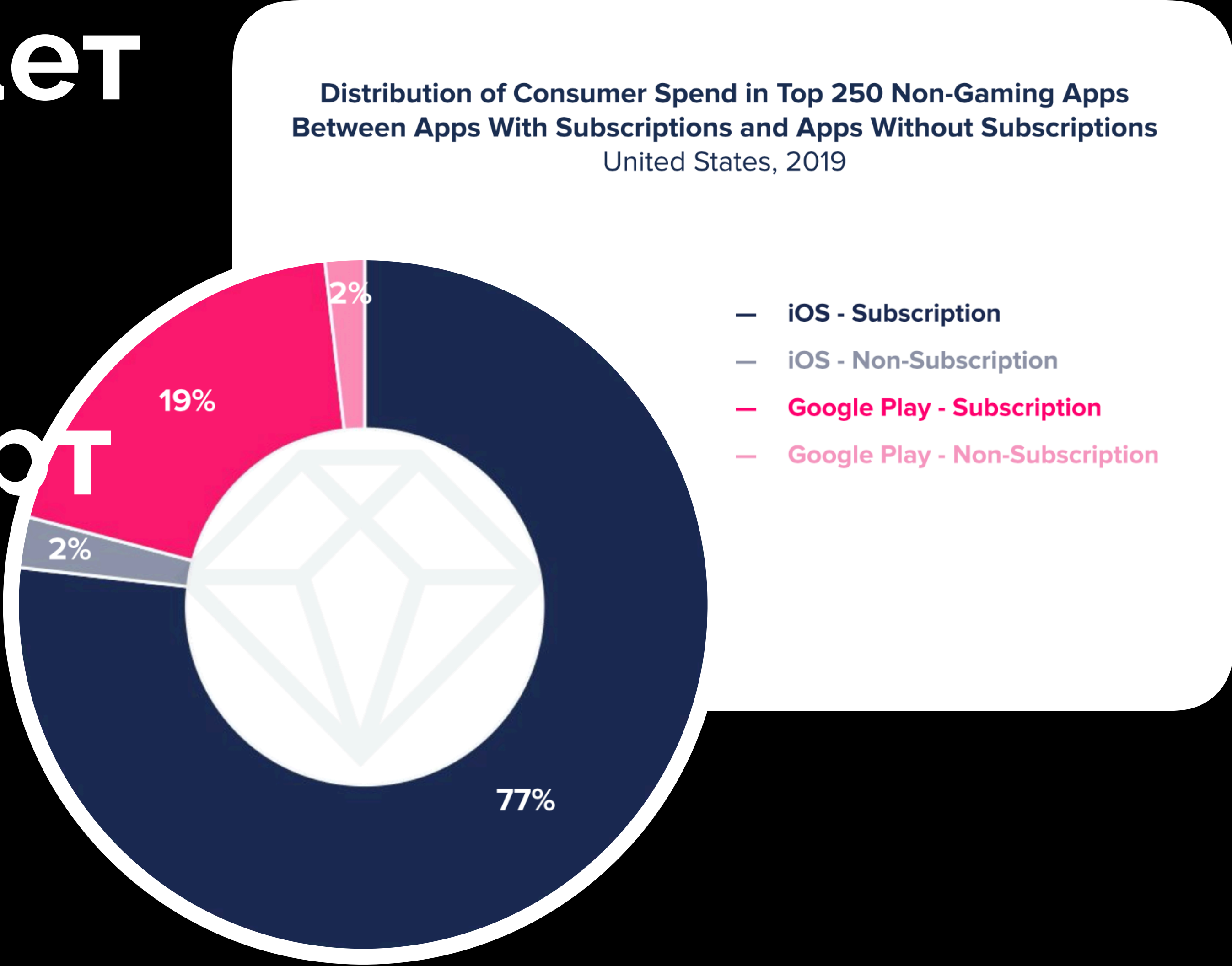




Почему подписки

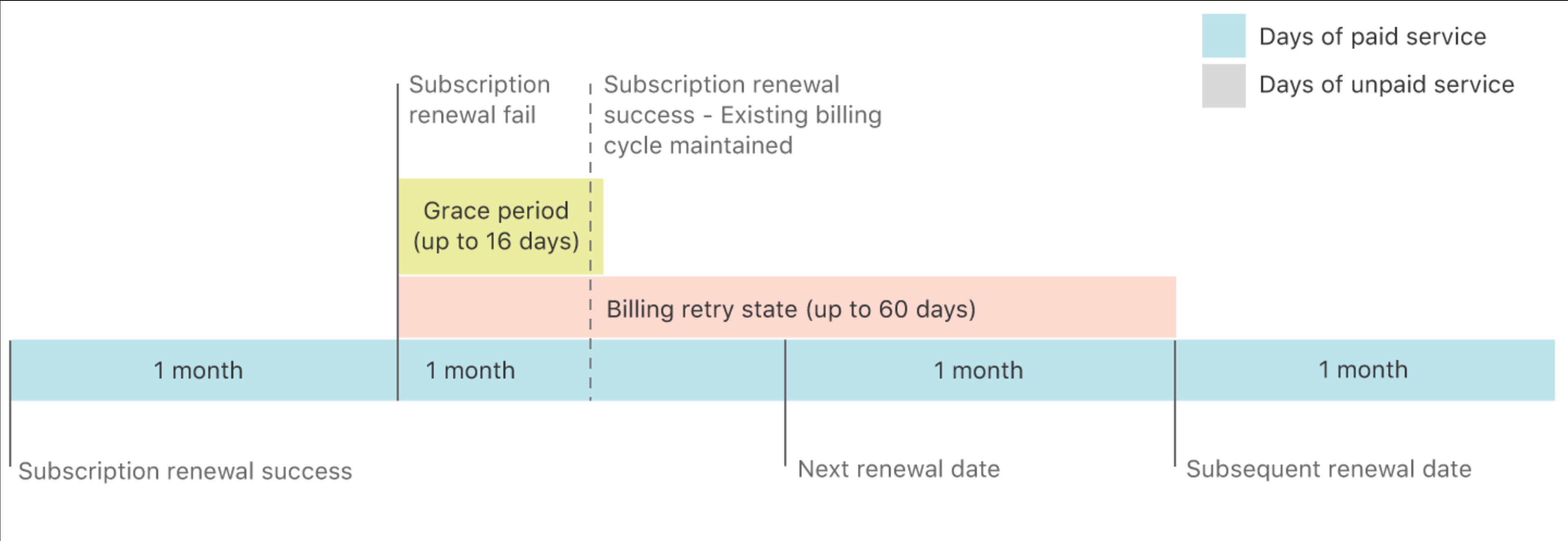
И это работает

Добавить чарт



Почему подписки

# Как это работает



Почему подписки

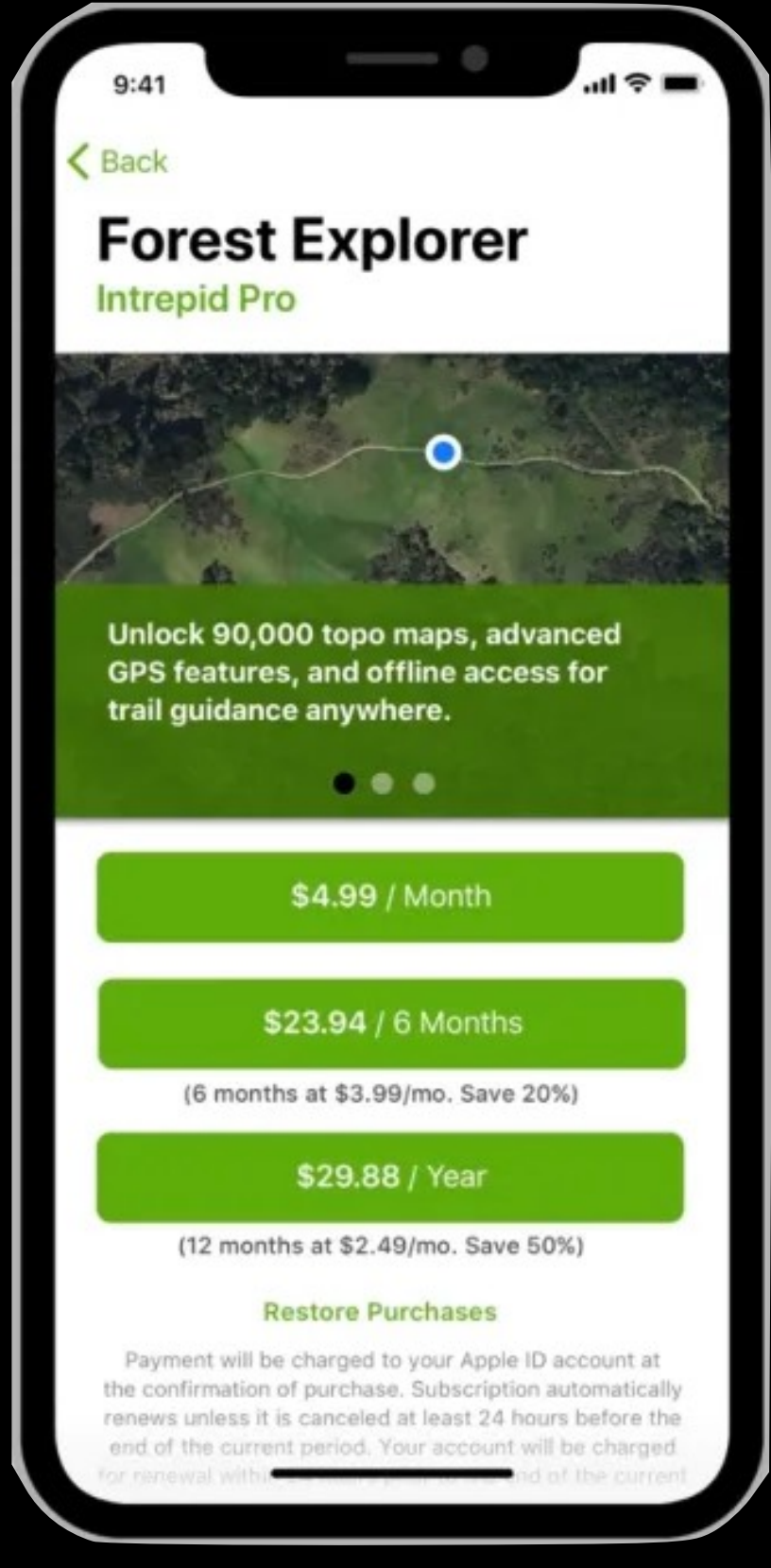
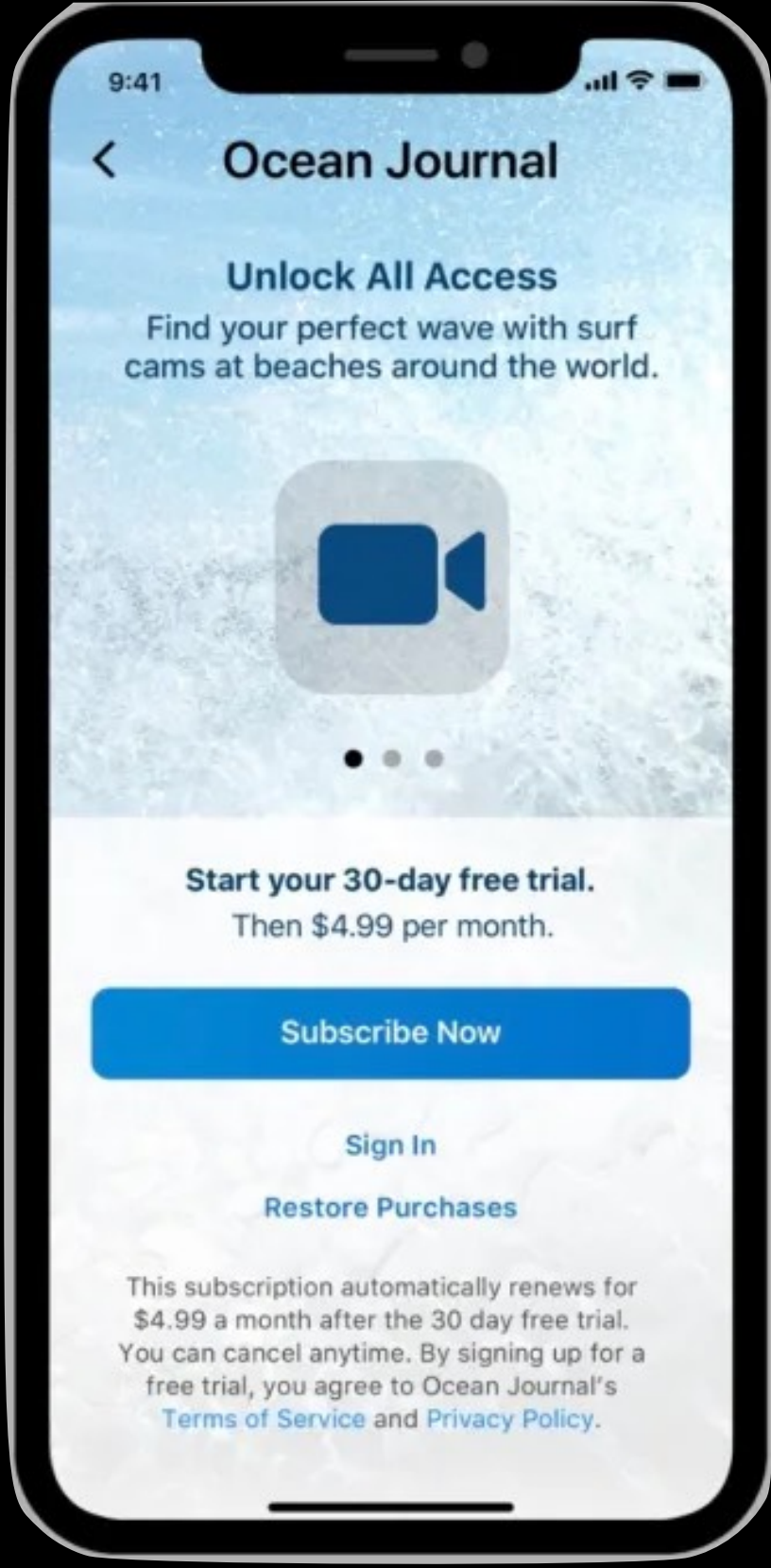
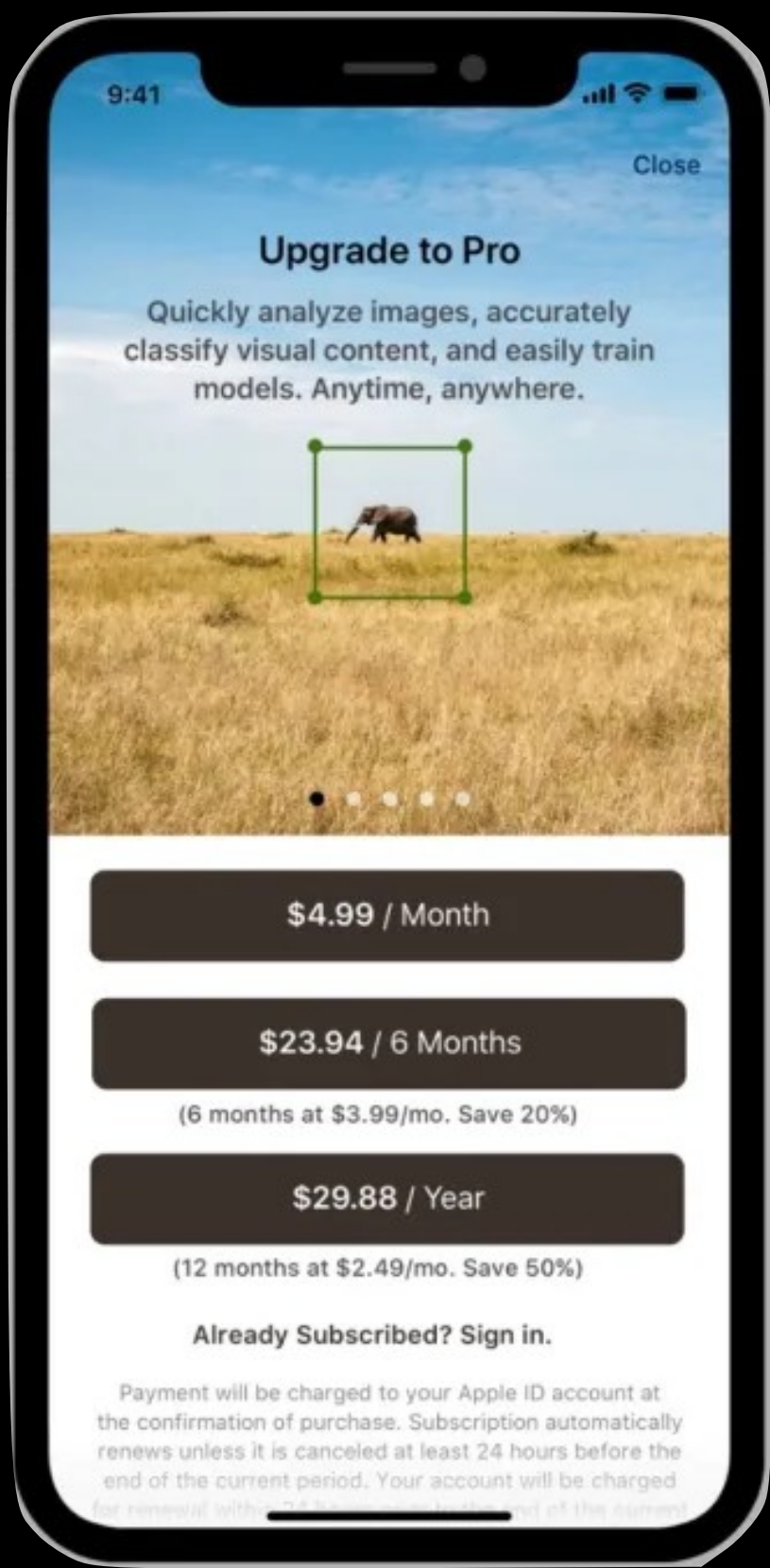
# Гайдлайны





Почему подписки

# Paywall





# Метрики

Почему подписки

Try

Метрики

Try

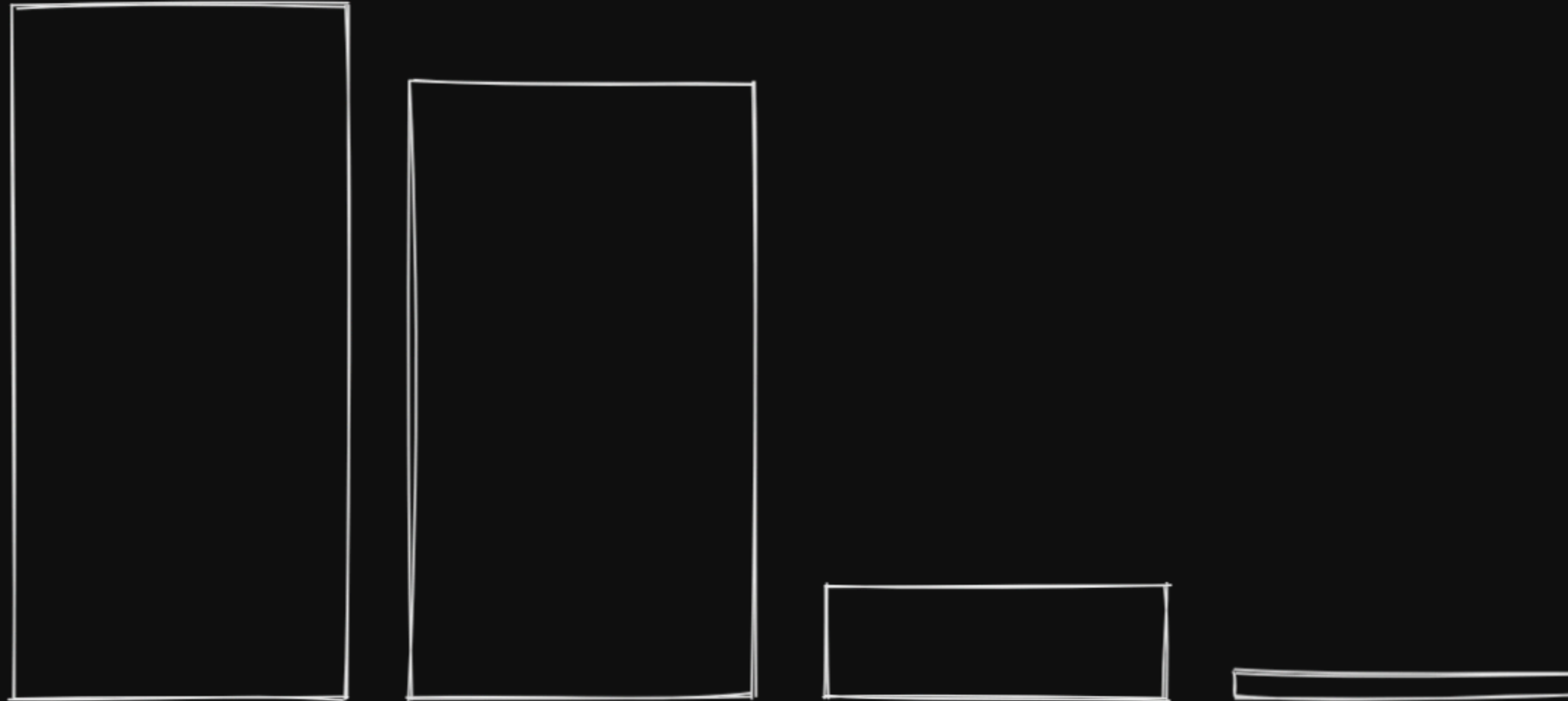
Инструменты

Try

Советы

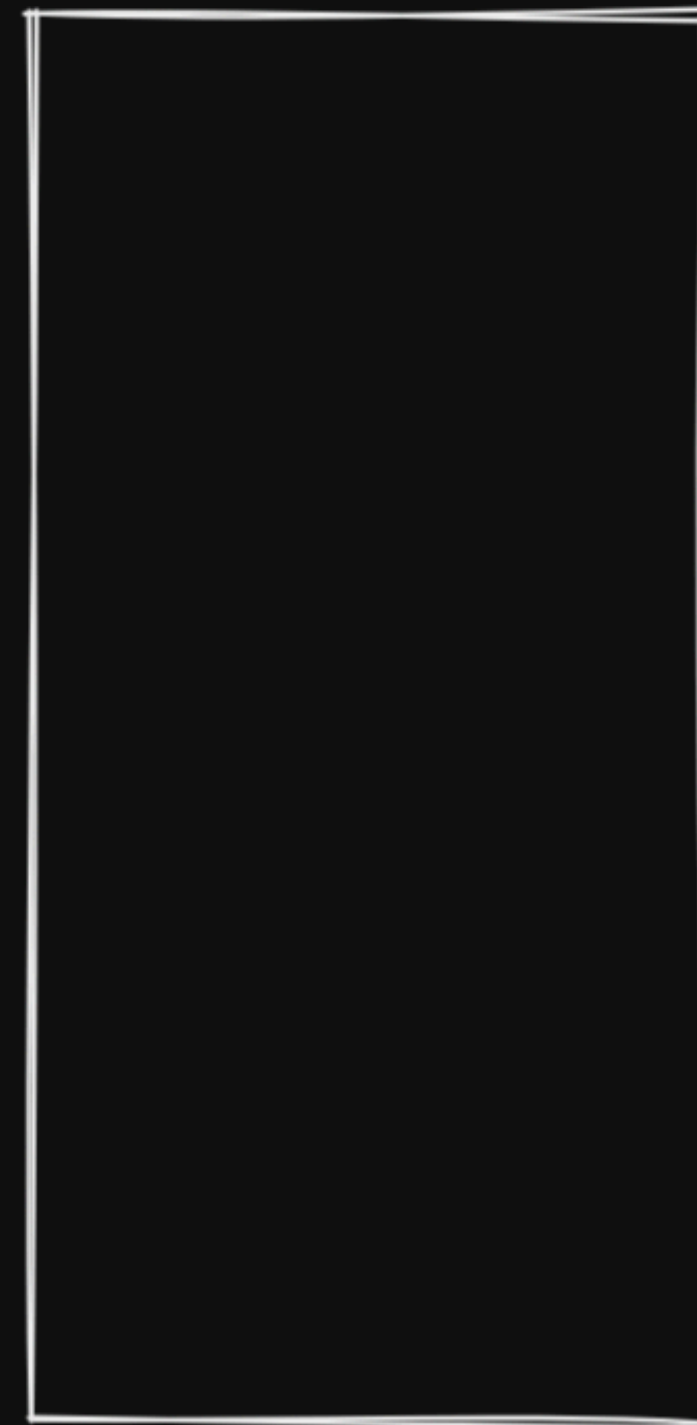
Try

Install      Paywall      Trial      Paid



Install

Paywall



90-95%

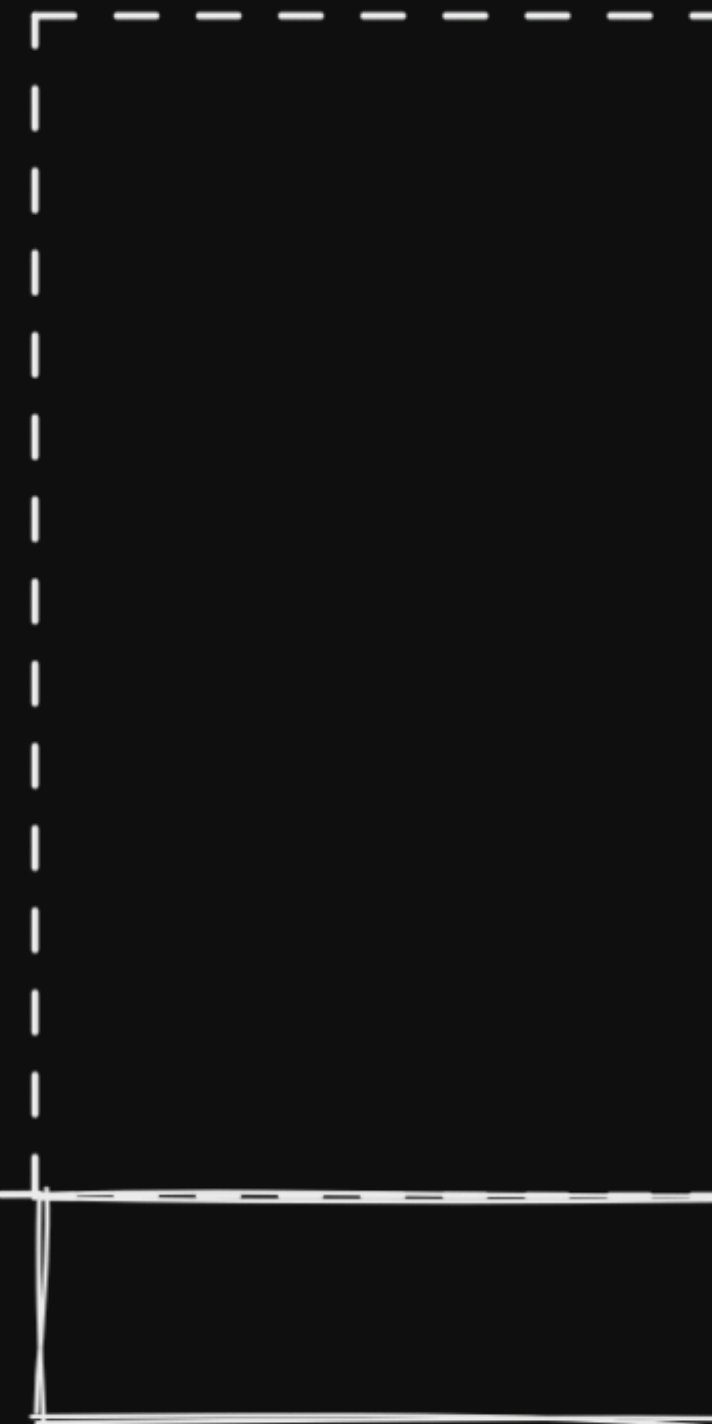


Paywall

Trial

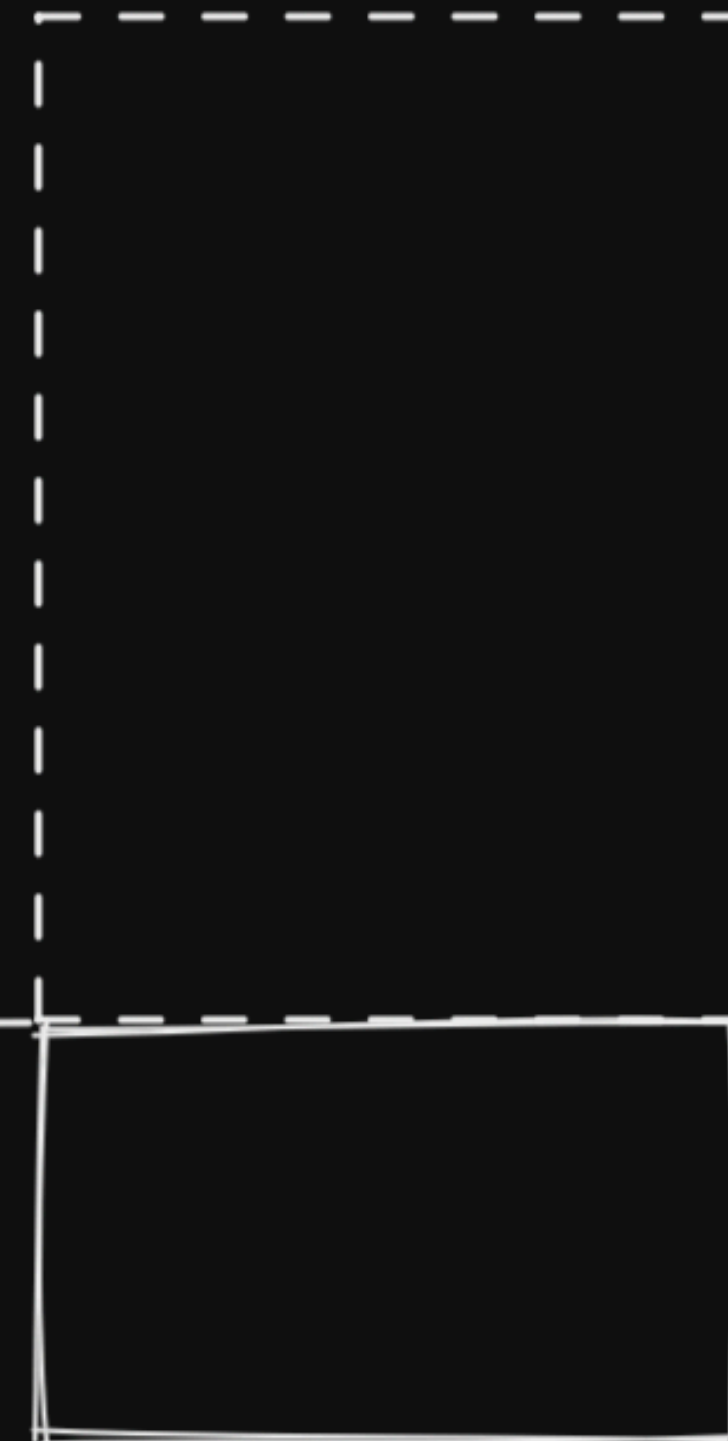
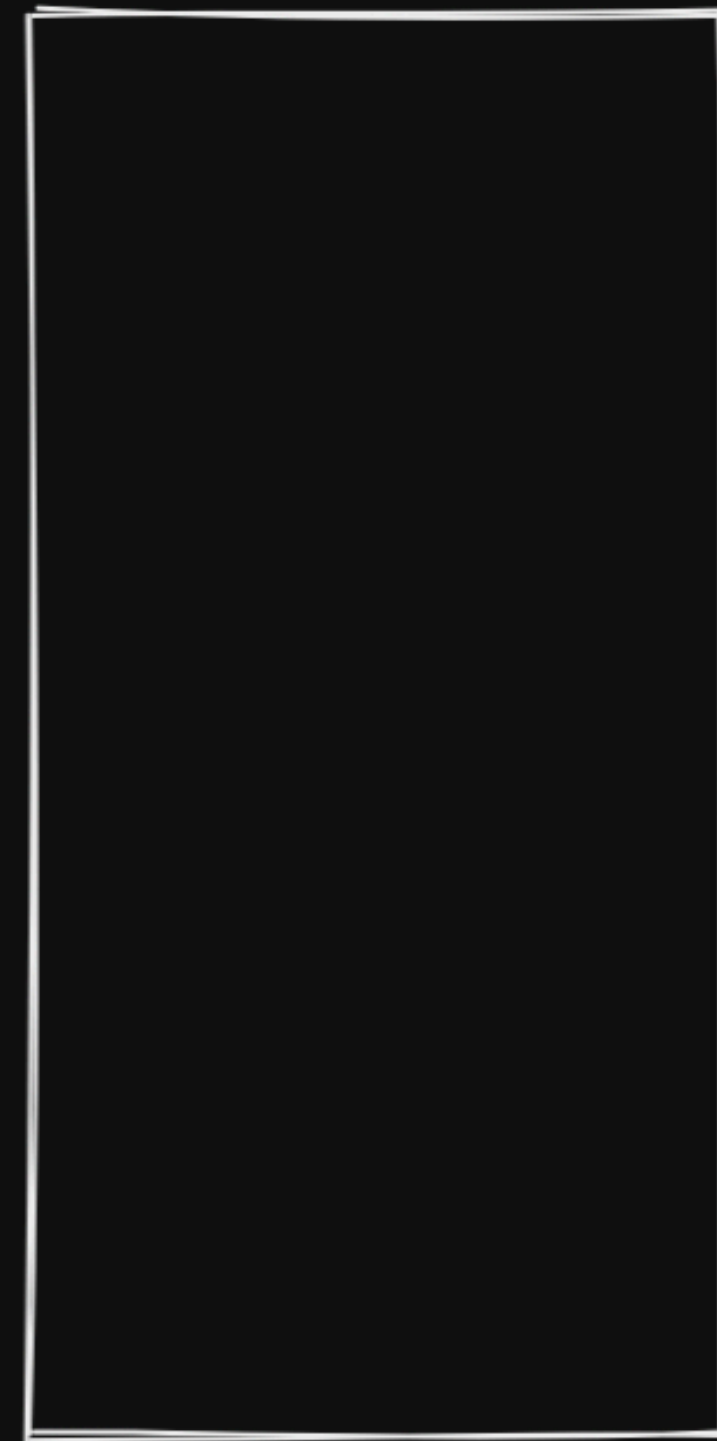


10-15%



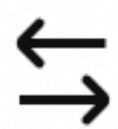
Trial

Paid



20-40%





Charts

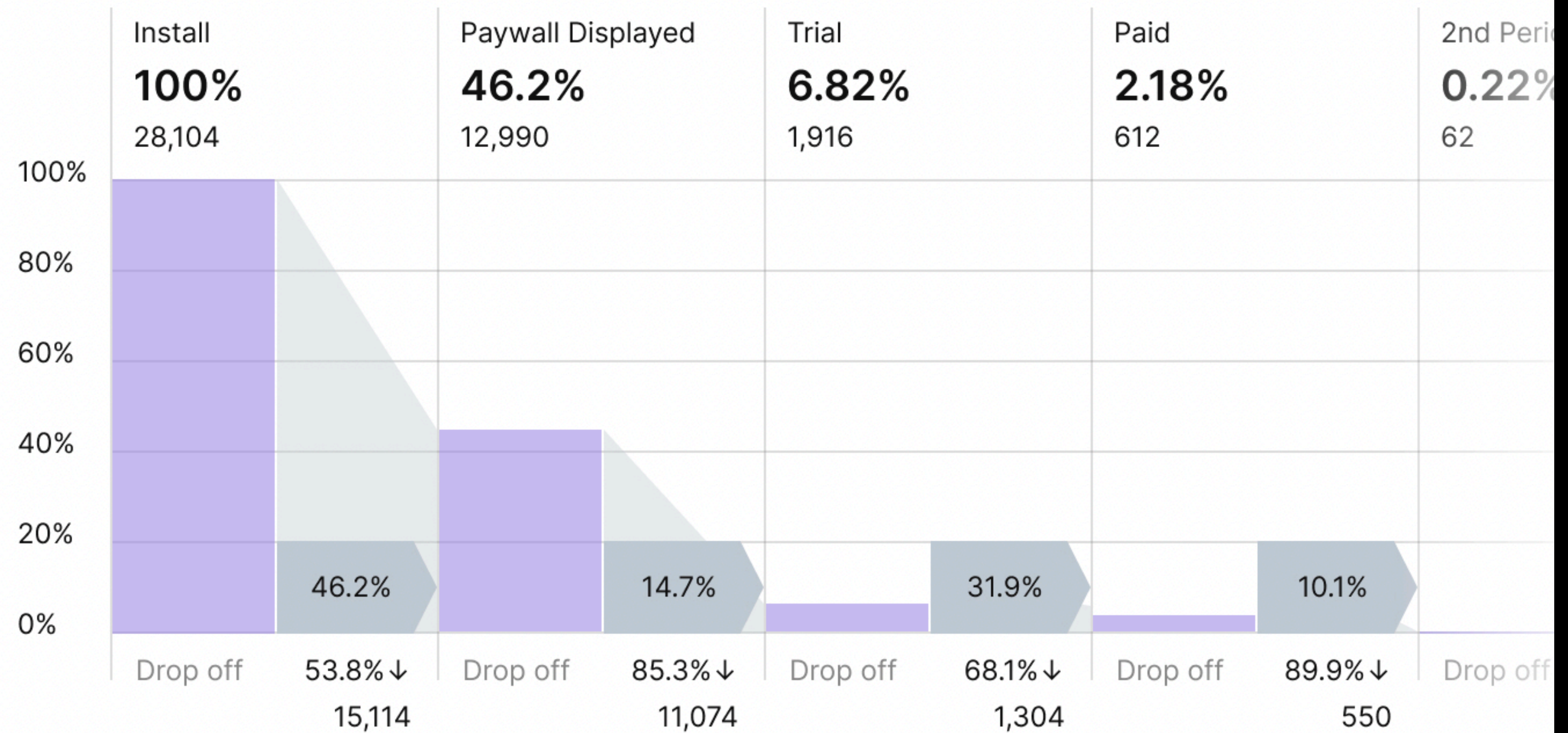
Cohorts

**Funnels**

Retention

Conversion

### All products





# Retention (удержание)

Cohort	Subscriptions <sup>?</sup> at start	M2	M3	M4	M5	M6	M7	Total Proceeds <sup>?</sup>	APPPU <sup>?</sup>
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

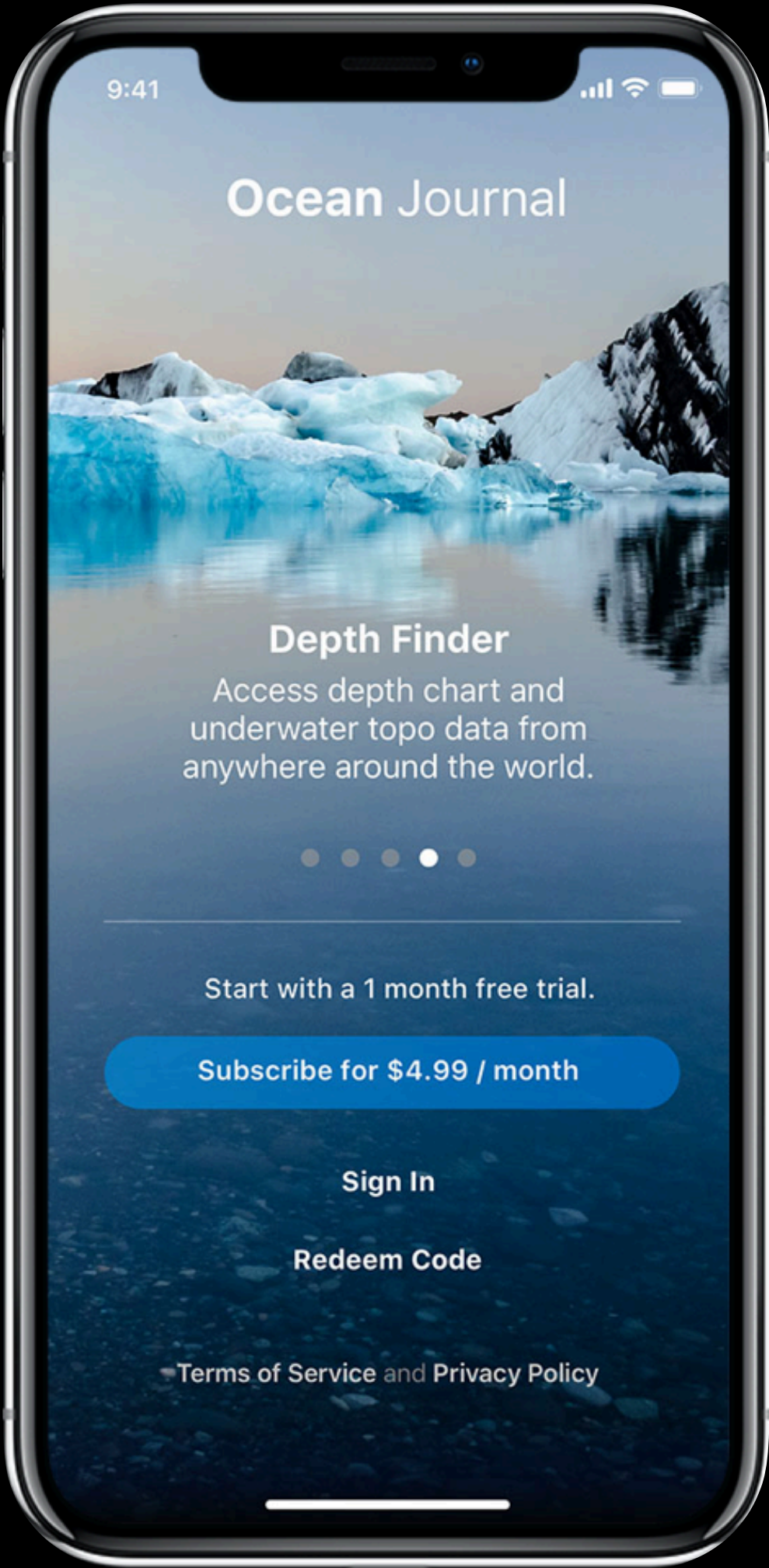
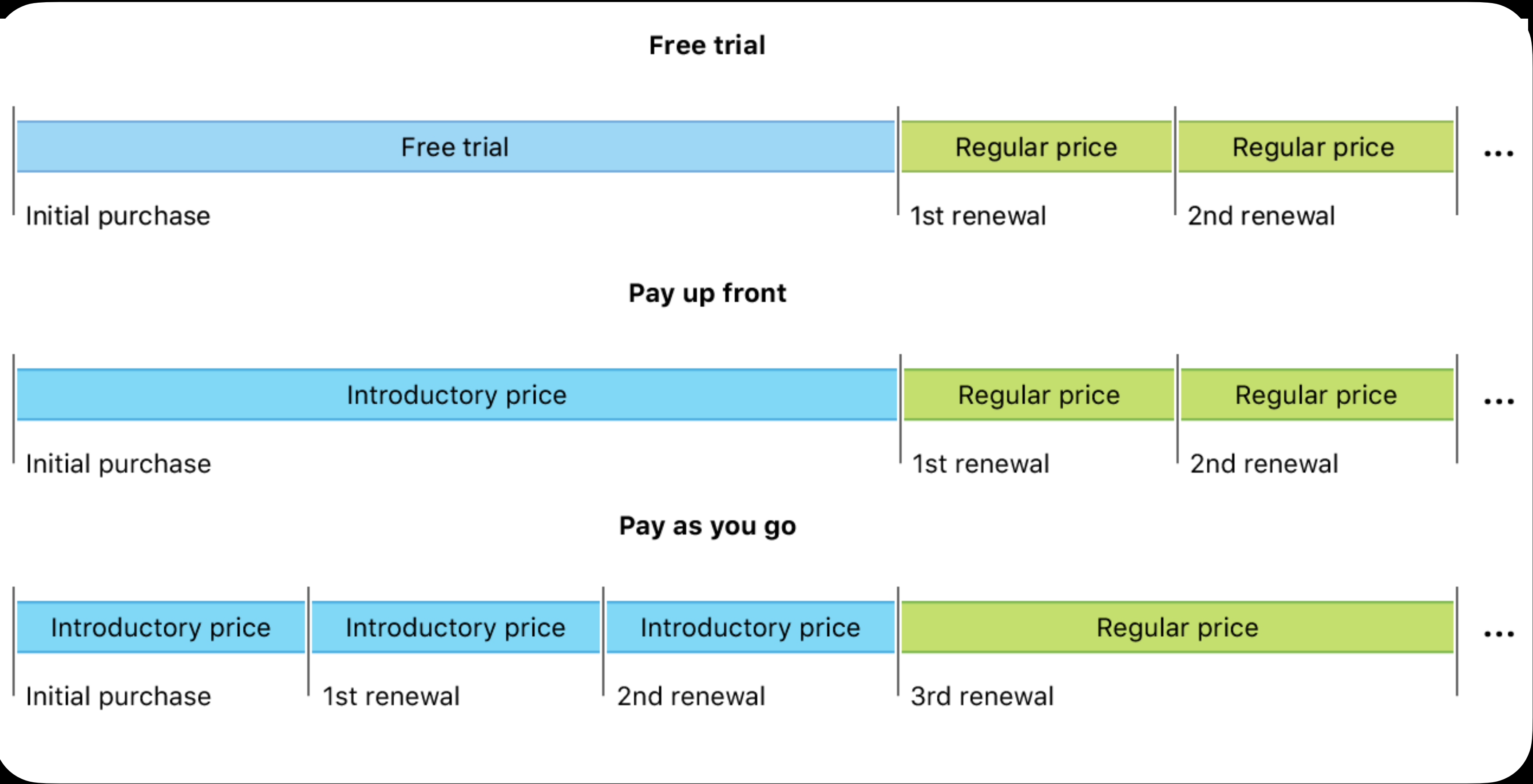
Инструменты

Try

Советы

Try

# Интро офферы

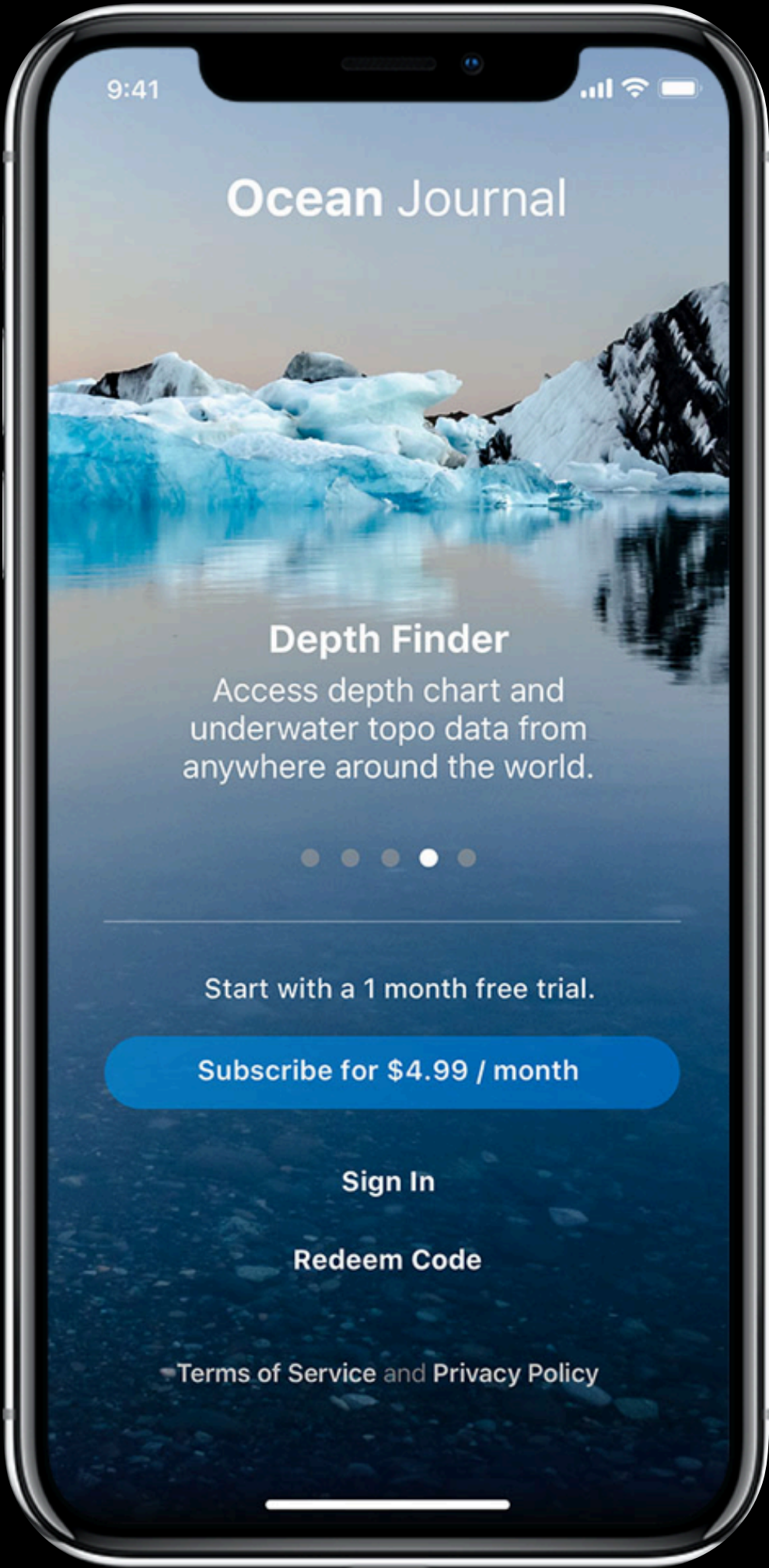
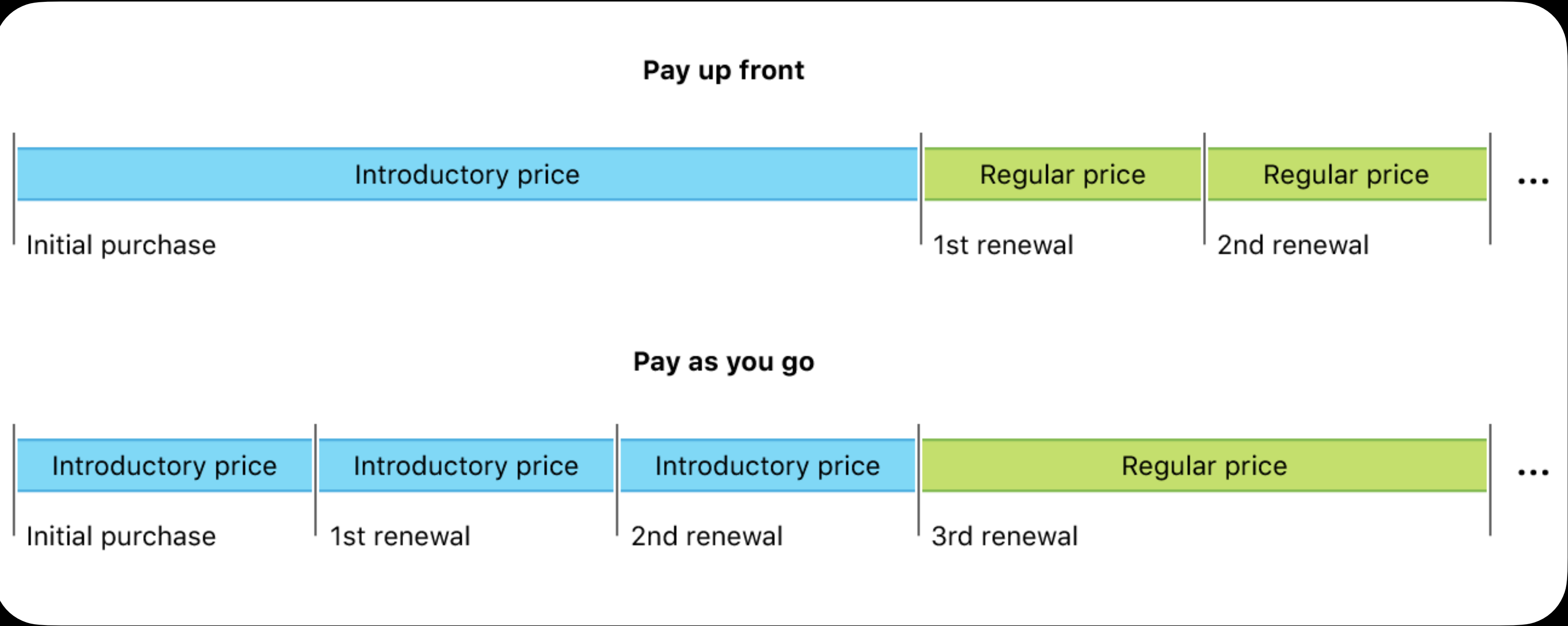


60%

**Платных подписок  
начинаются с интро  
оффера**

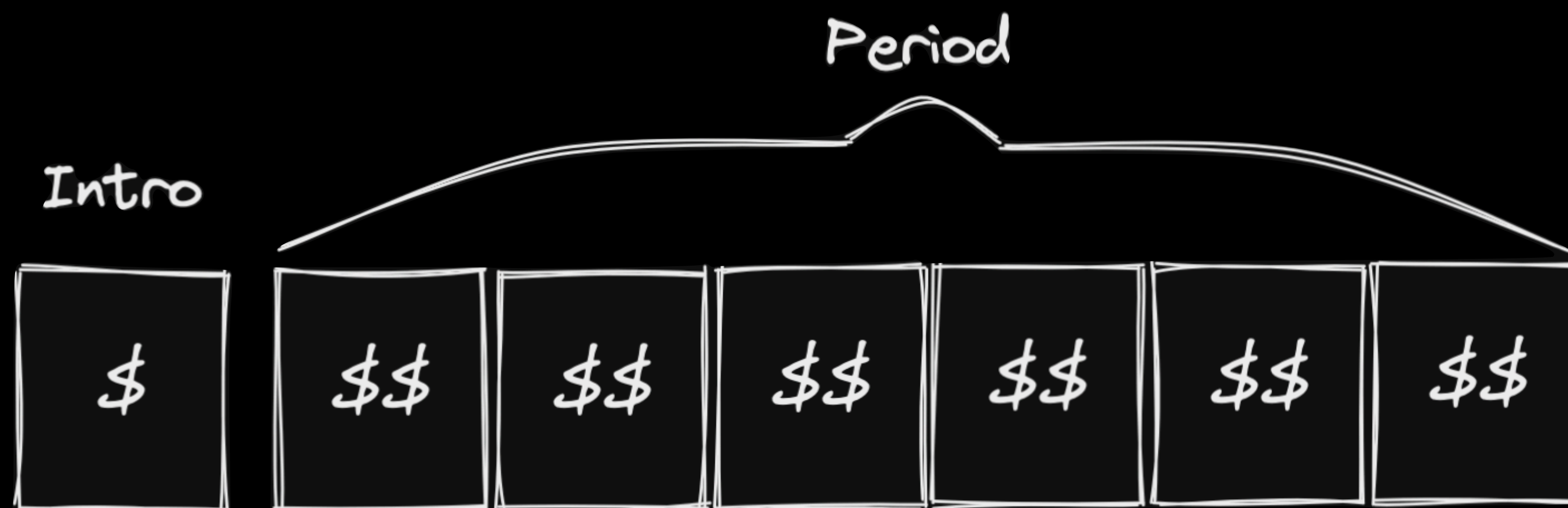


# Другие интро офферы

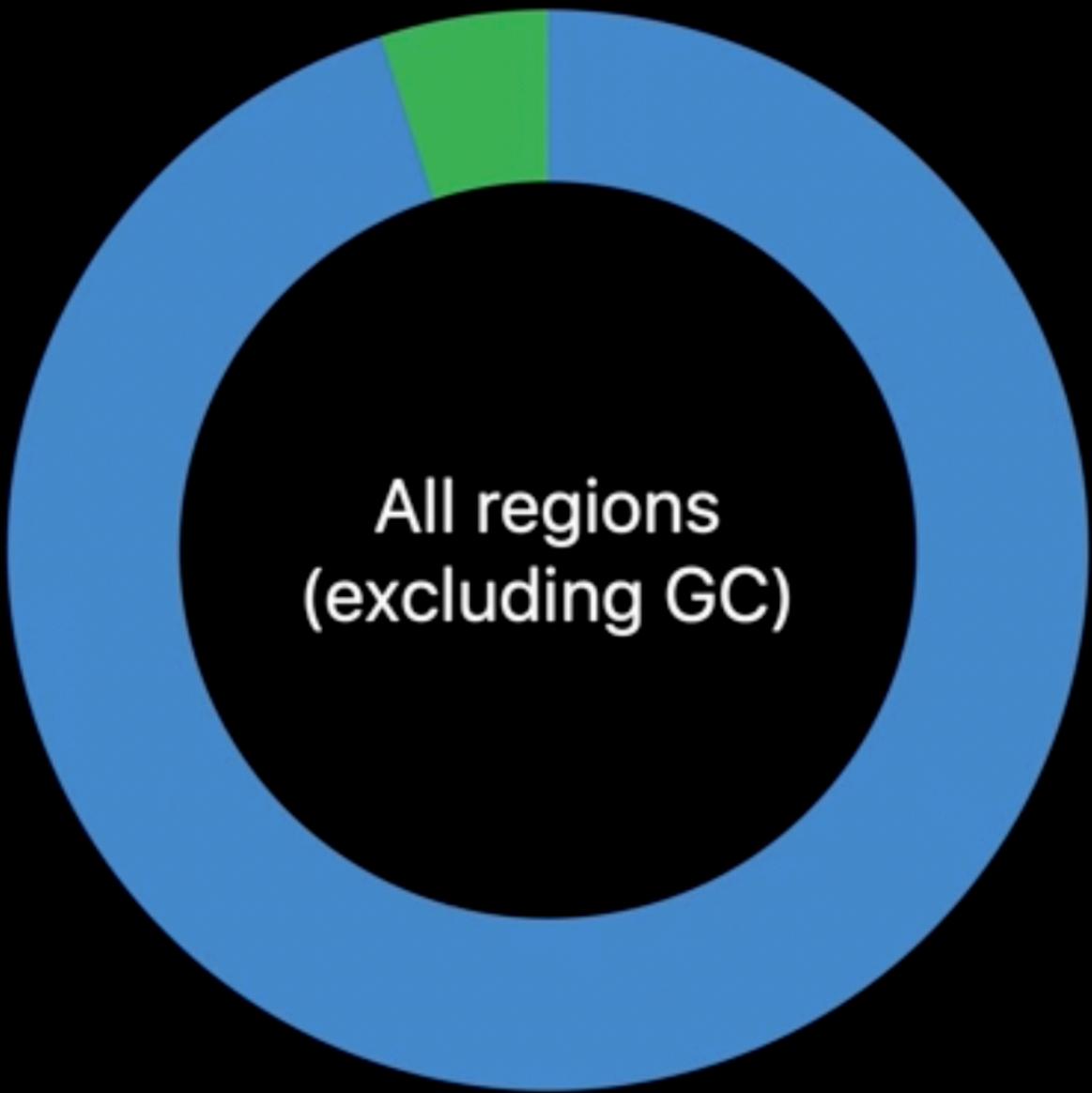


# Другие интро офферы

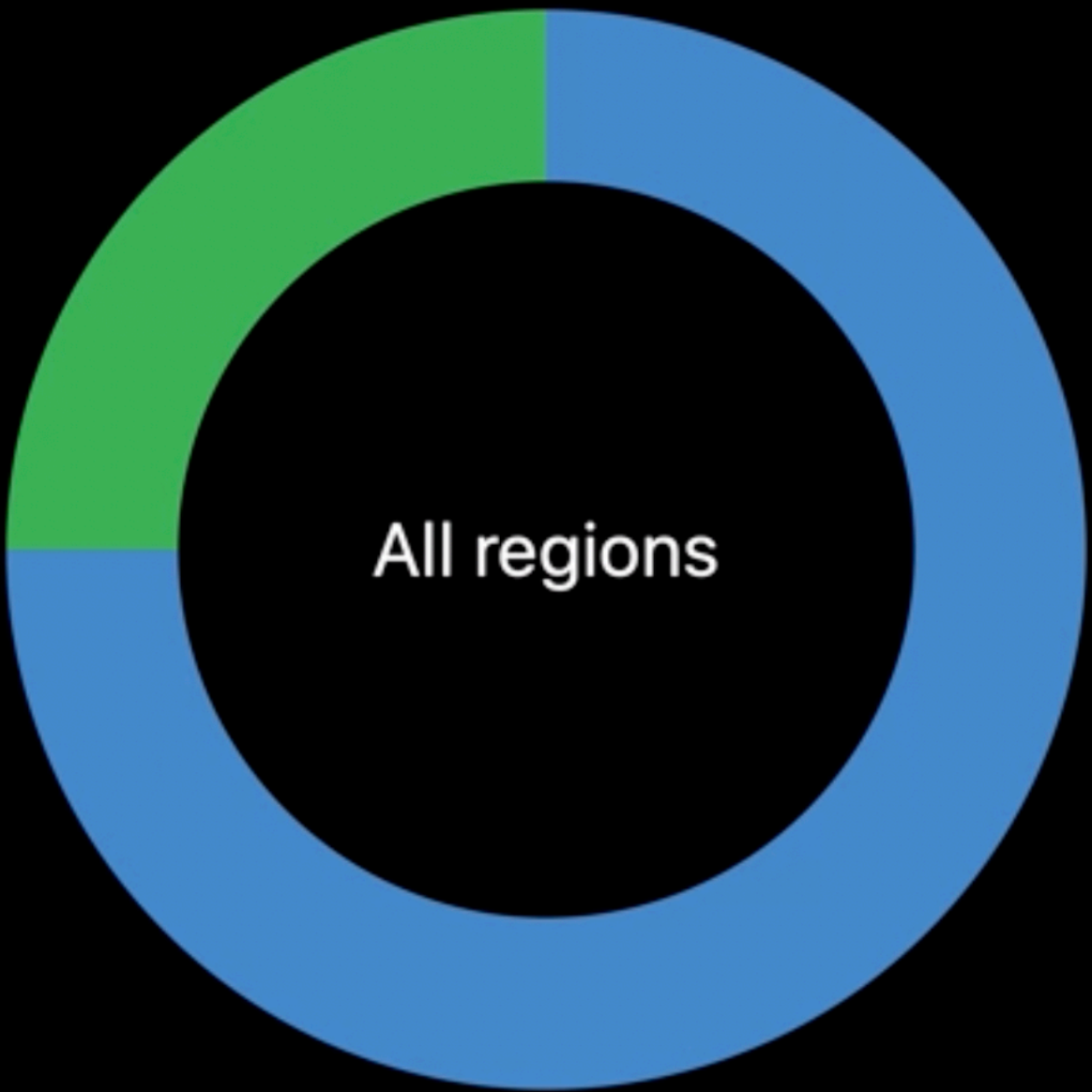
Intro offer должен быть дешевле



# Триалы



● Free trial      ● Paid offers

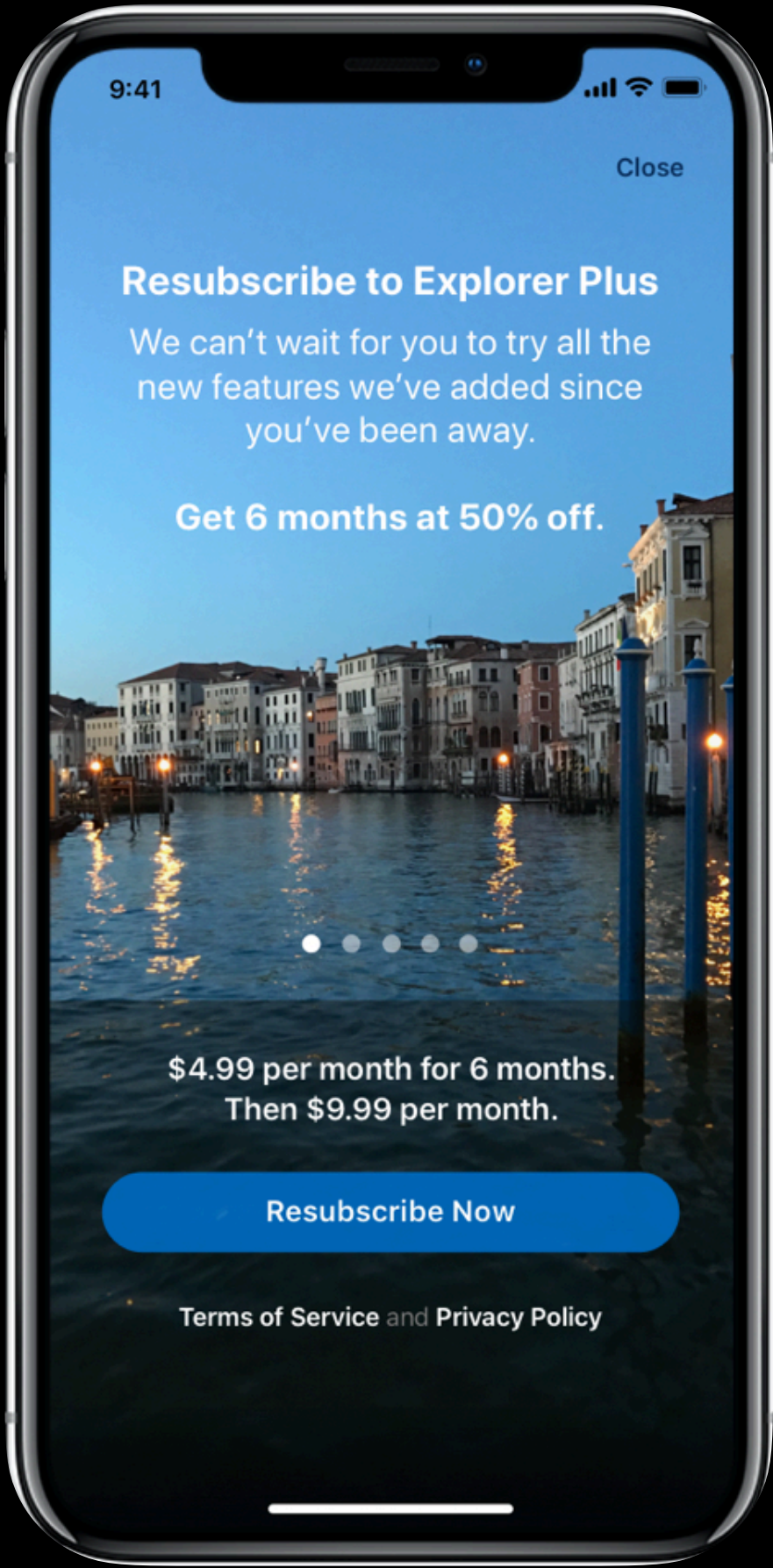


● Free trial      ● Paid offers



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

# Оффер коды

150.000 за 6 месяцев

Offer Type

Free for the first 3 months

Prices and Countries/Regions

175 Countries or Regions

Customer Eligibility

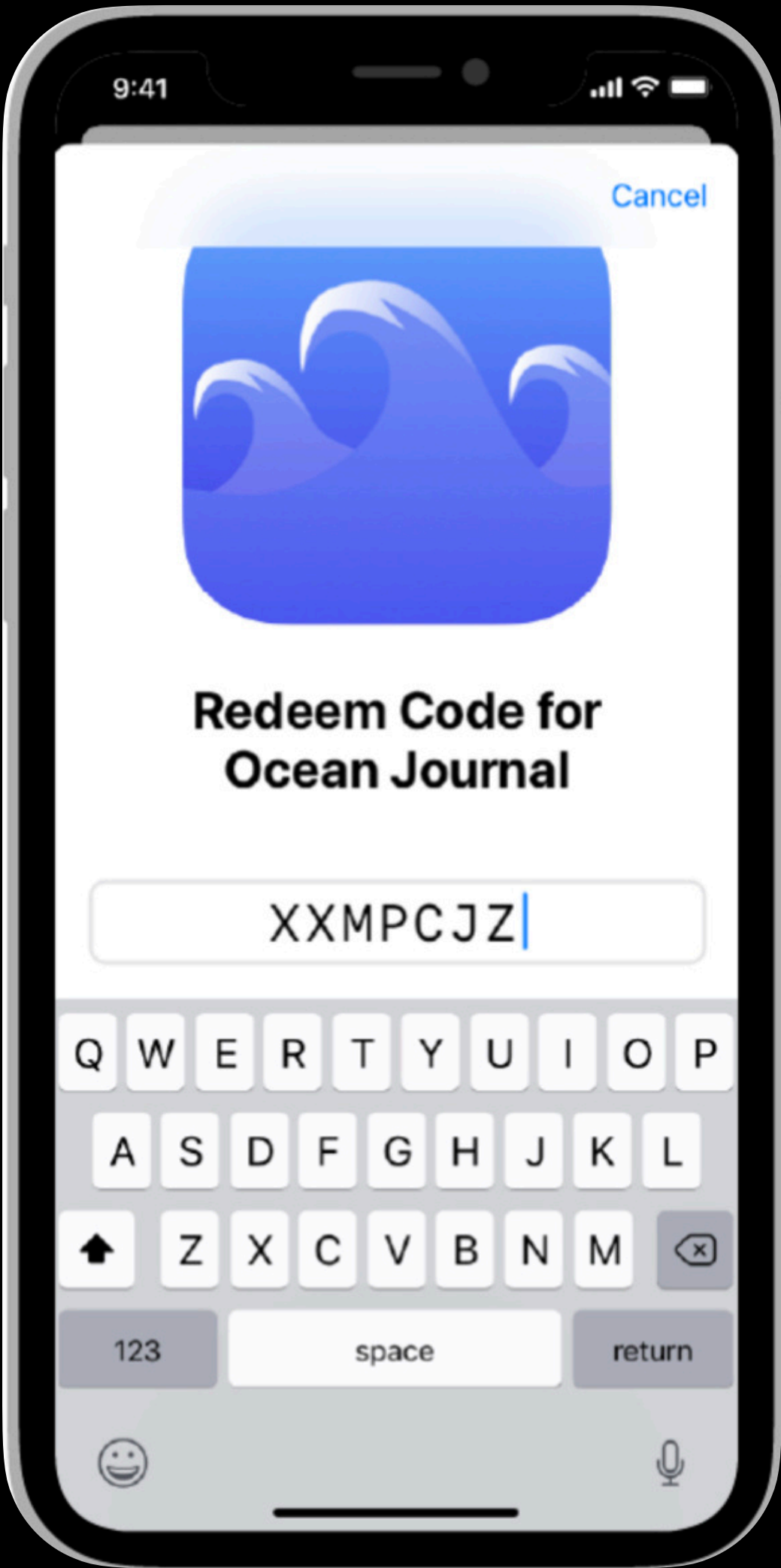
New, Existing, and Expired Subscribers

Introductory Offers

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

Offer Code URL ?

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

```
            }
```

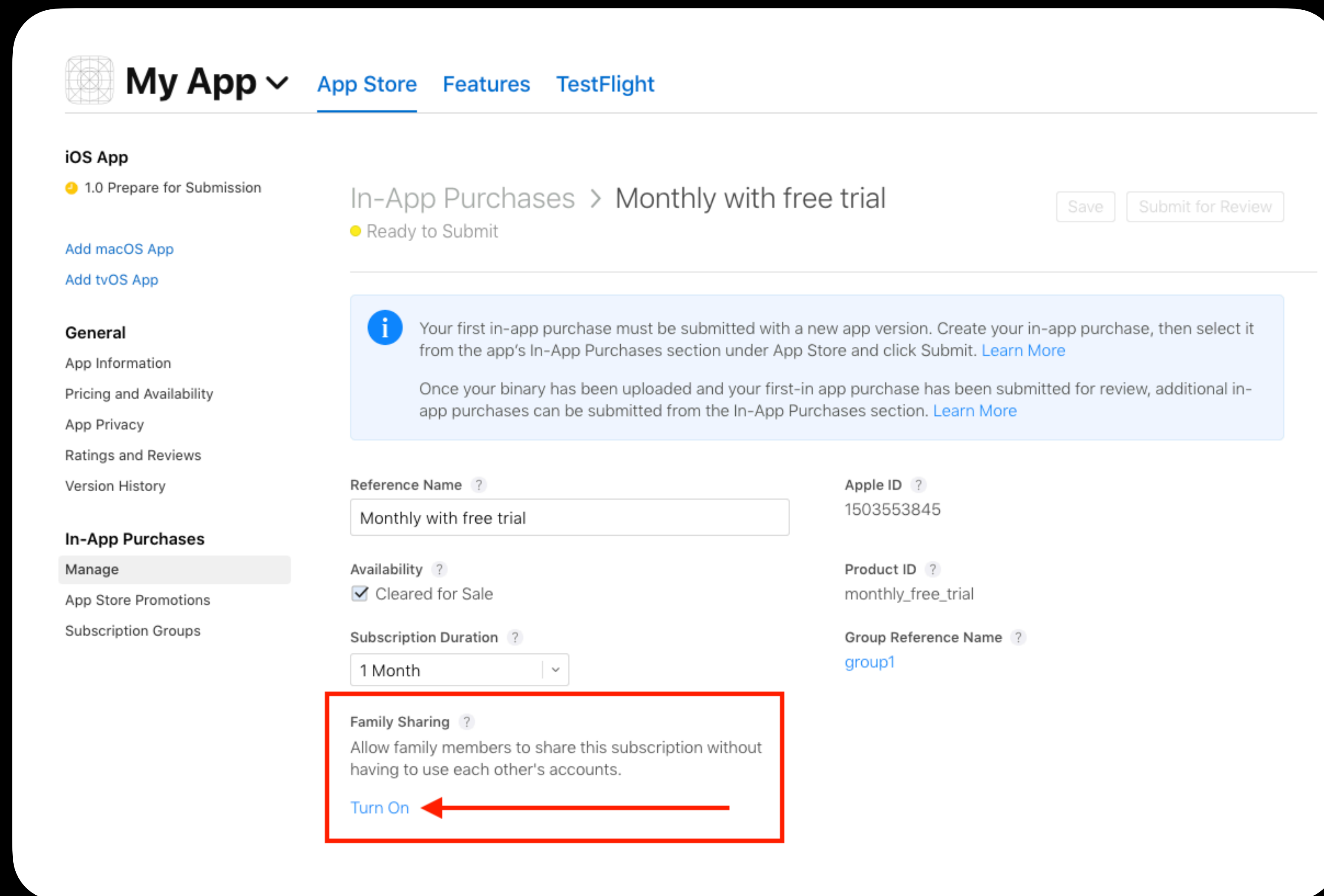
```
        }
```

```
    }
```

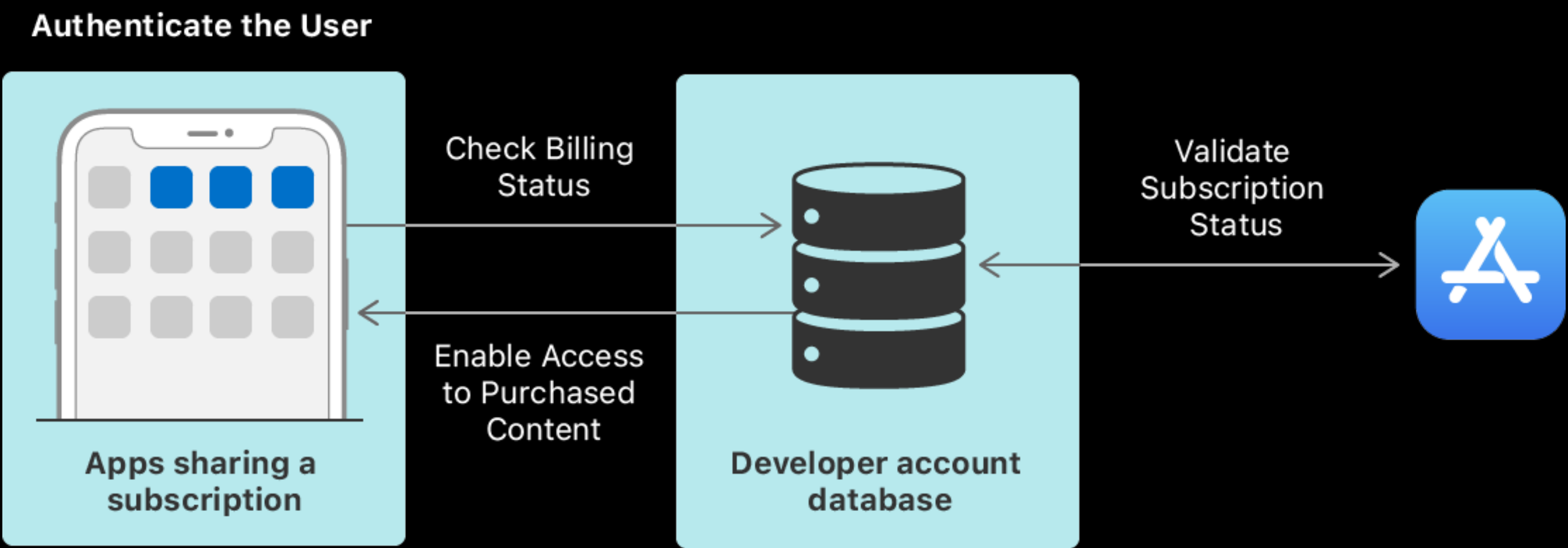
```
}
```

NEW

Not all subscriptions have to be shareable.  
Family plans



# 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 Corporatio

## 4 Apps in This Bundle



**Microsoft Office**  
Word, Excel, PowerPoint & More

**GET**  
In-App Purchases

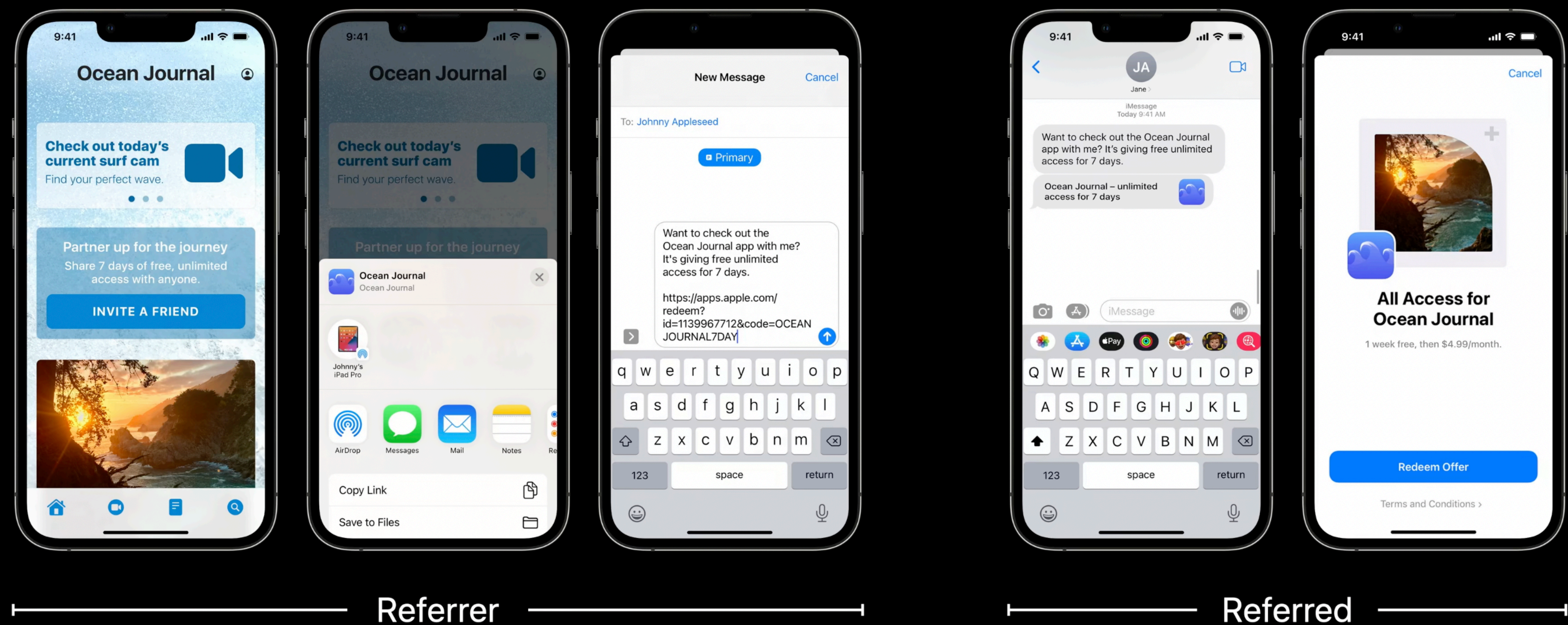


**Microsoft OneDrive**  
File & photo cloud storage

**GET**  
In-App Purchases

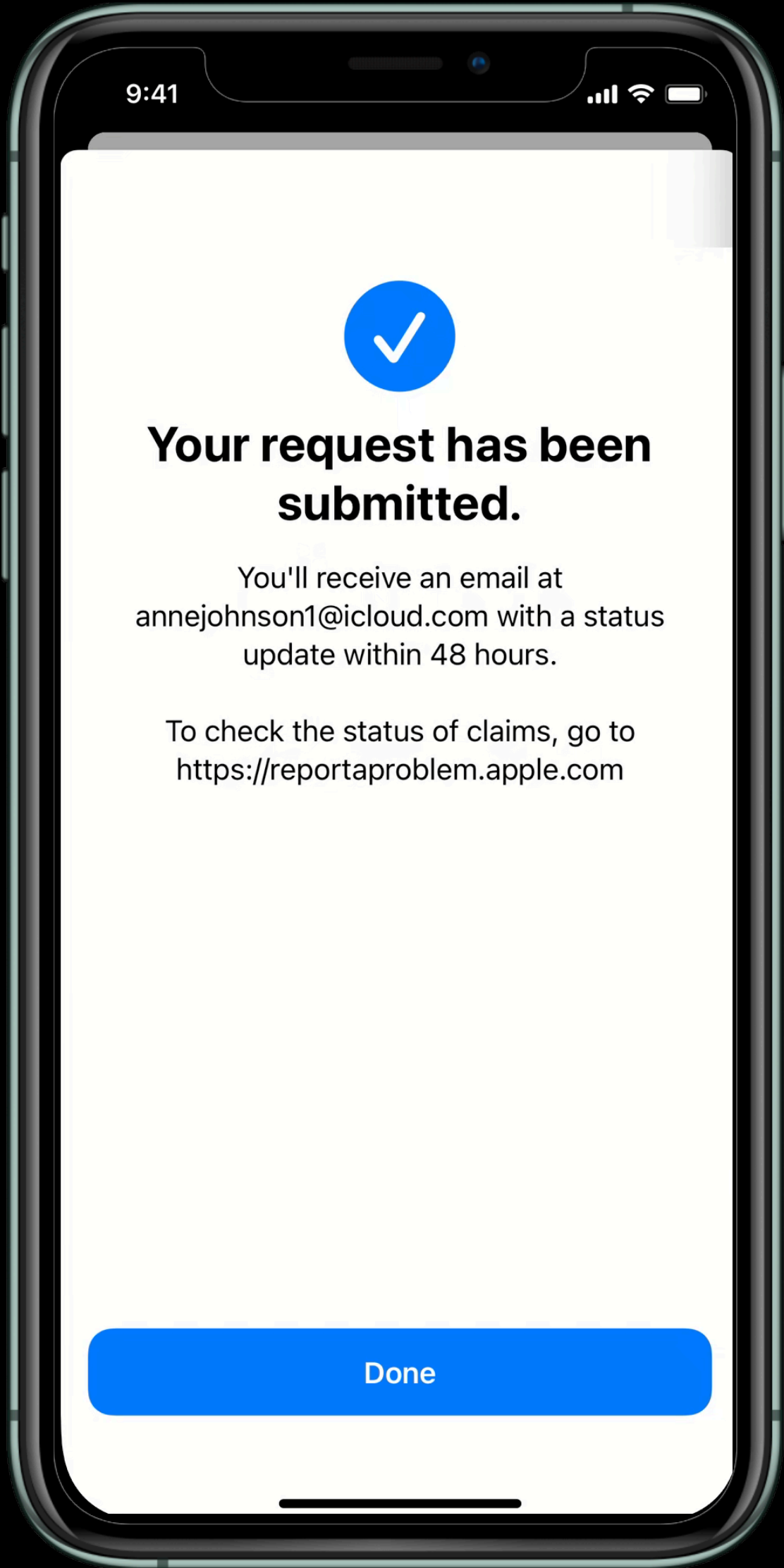
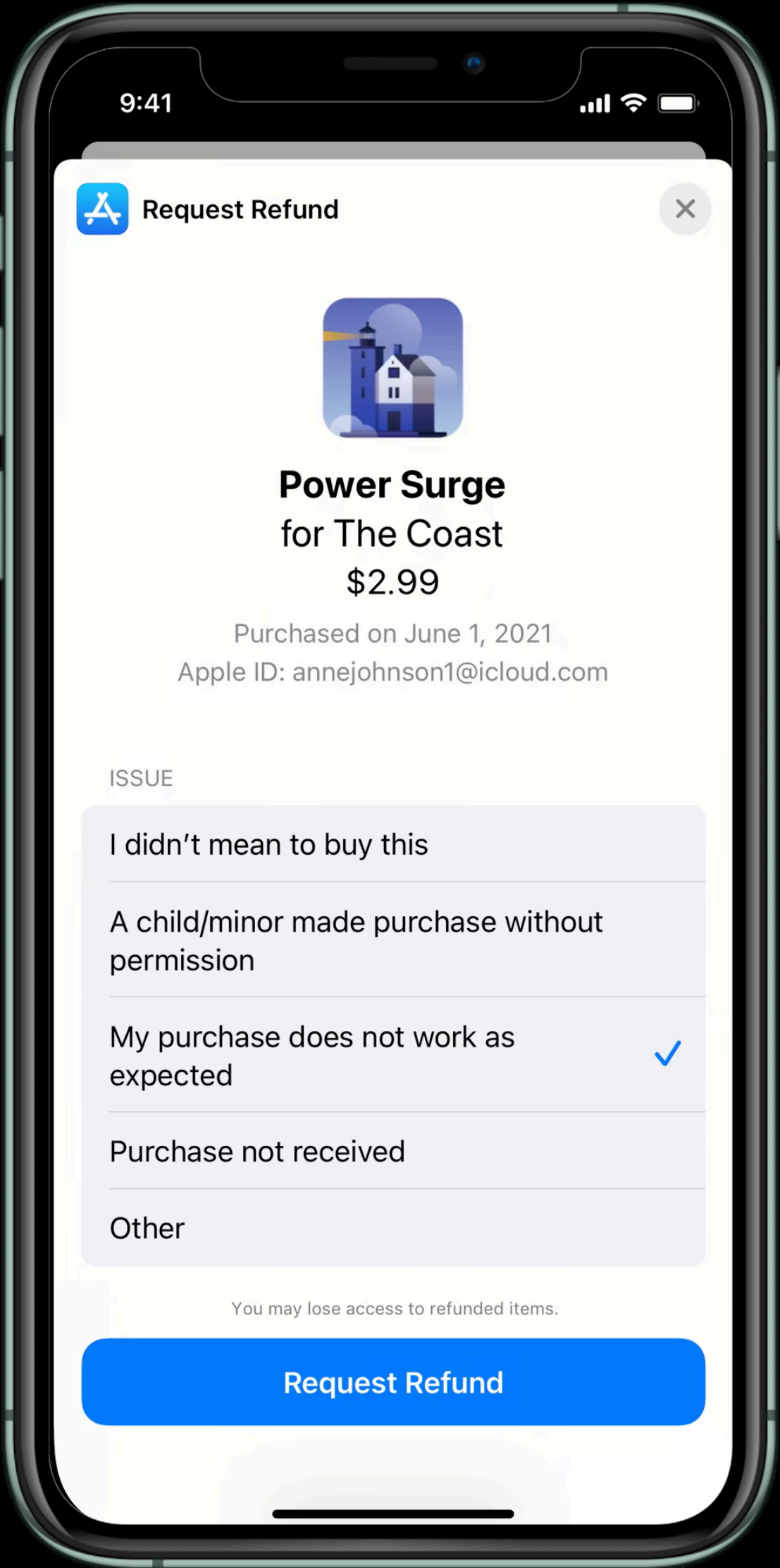
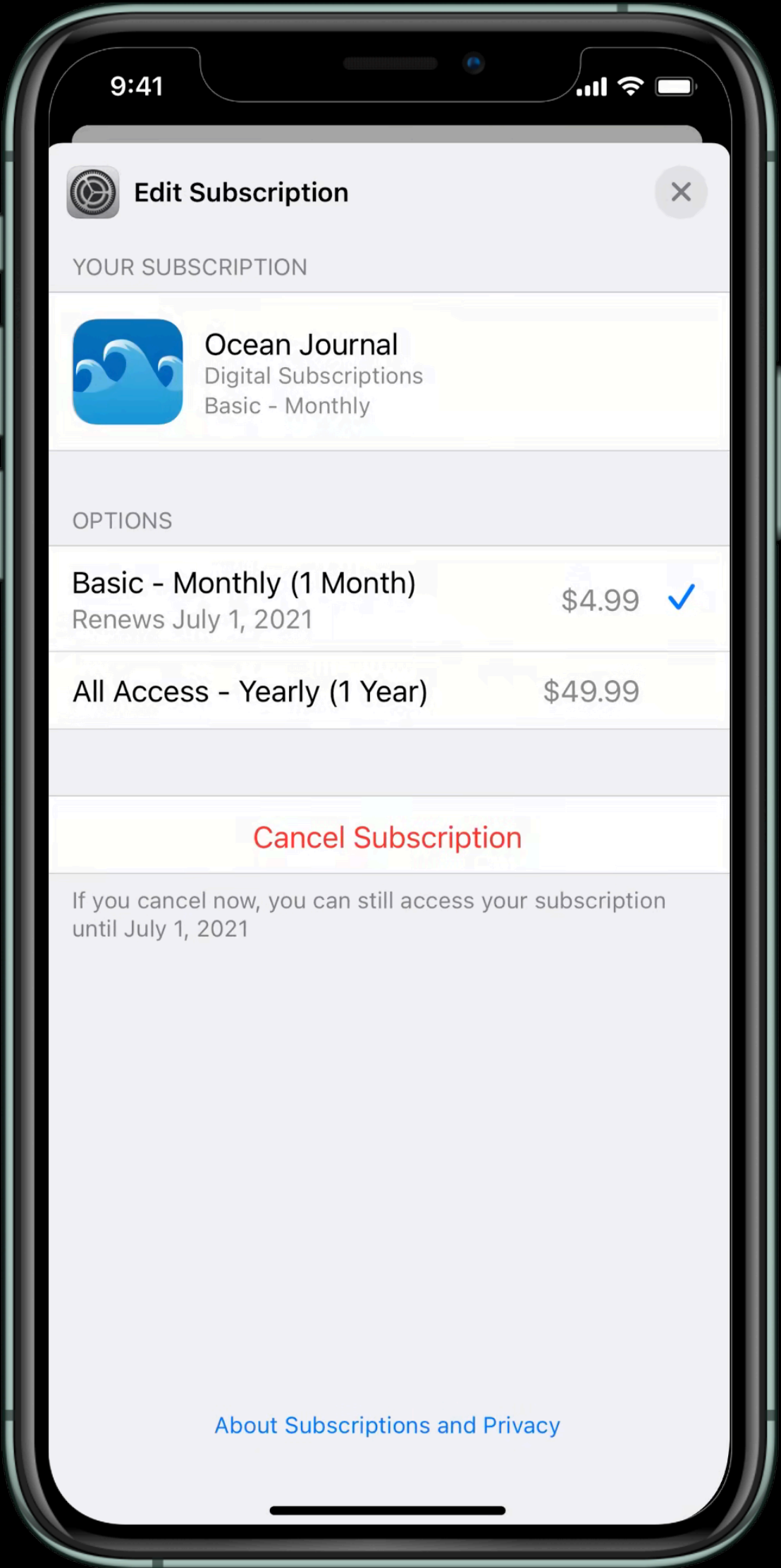


# Рефералки





# Инструменты



# showManageSubscriptions(in:)

Presents the App Store sheet for managing subscriptions.

iOS 15.0+

iPadOS 15.0+

Mac Catalyst 15.0+

Xcode 13.0+

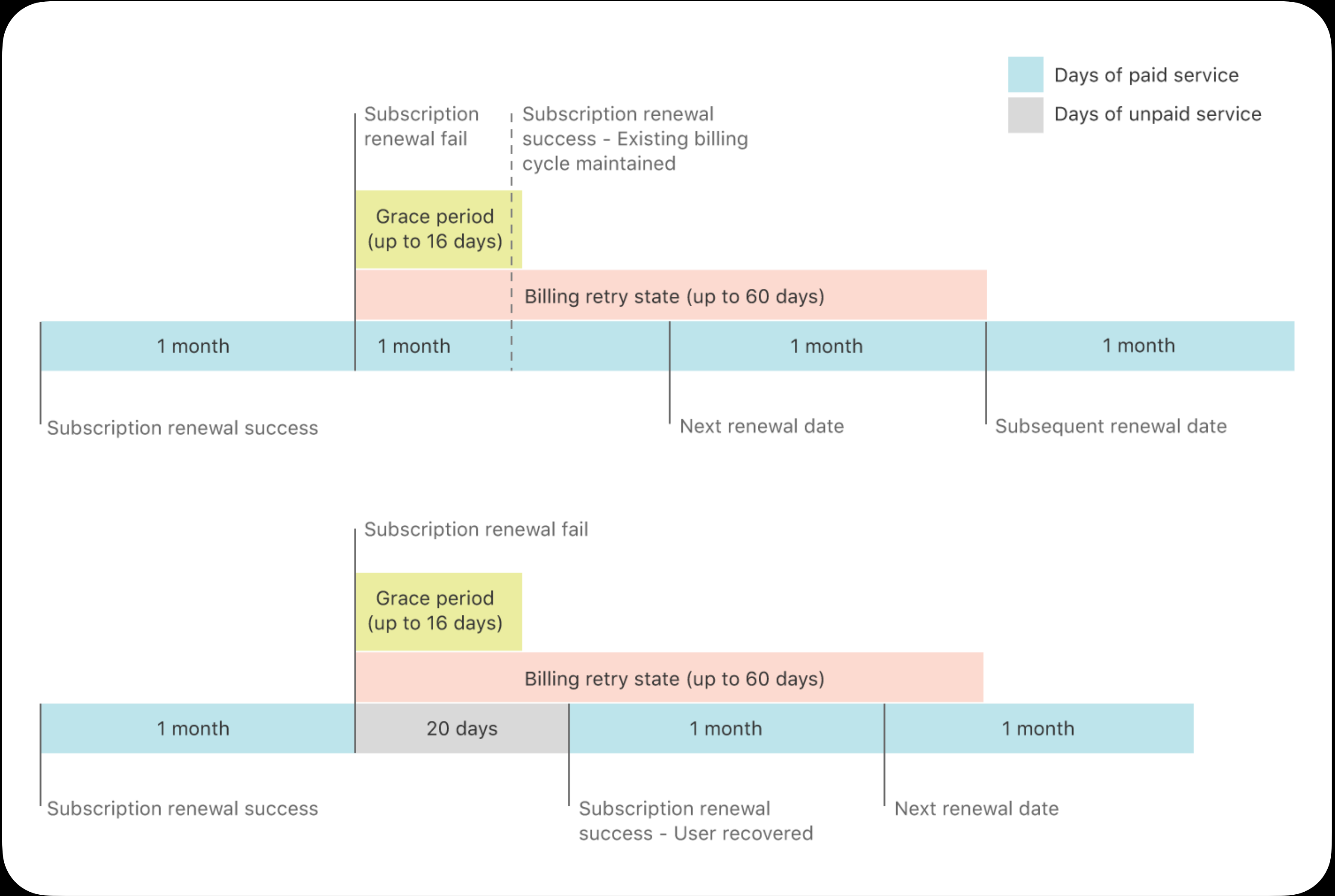
---

## Declaration

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

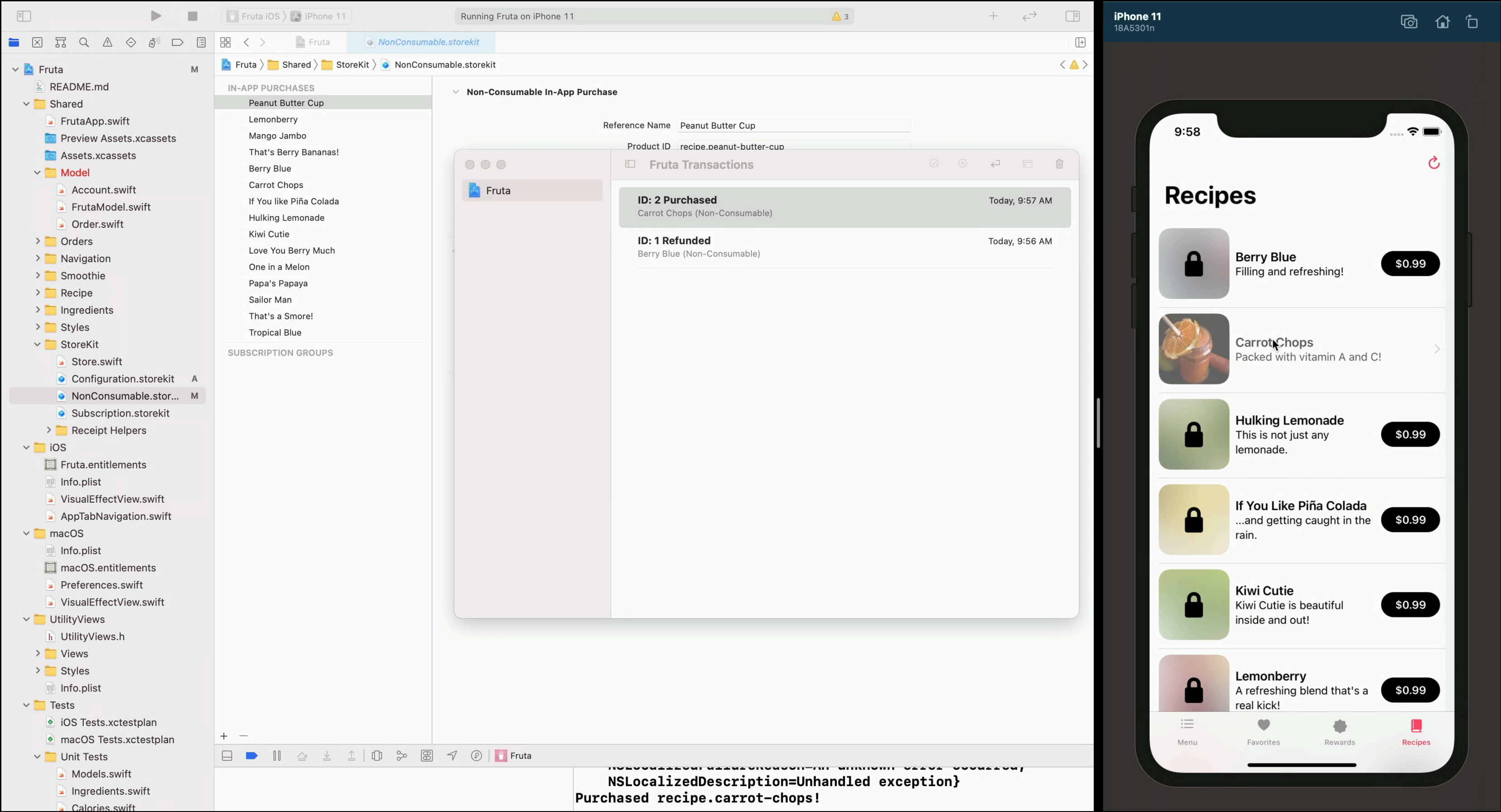
# Grace Period

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





# Xcode Testing





Инструменты

# ASC Sync NEW

StoreKit Configuration

Name:

☒ Sync this file with an app in App Store Connect

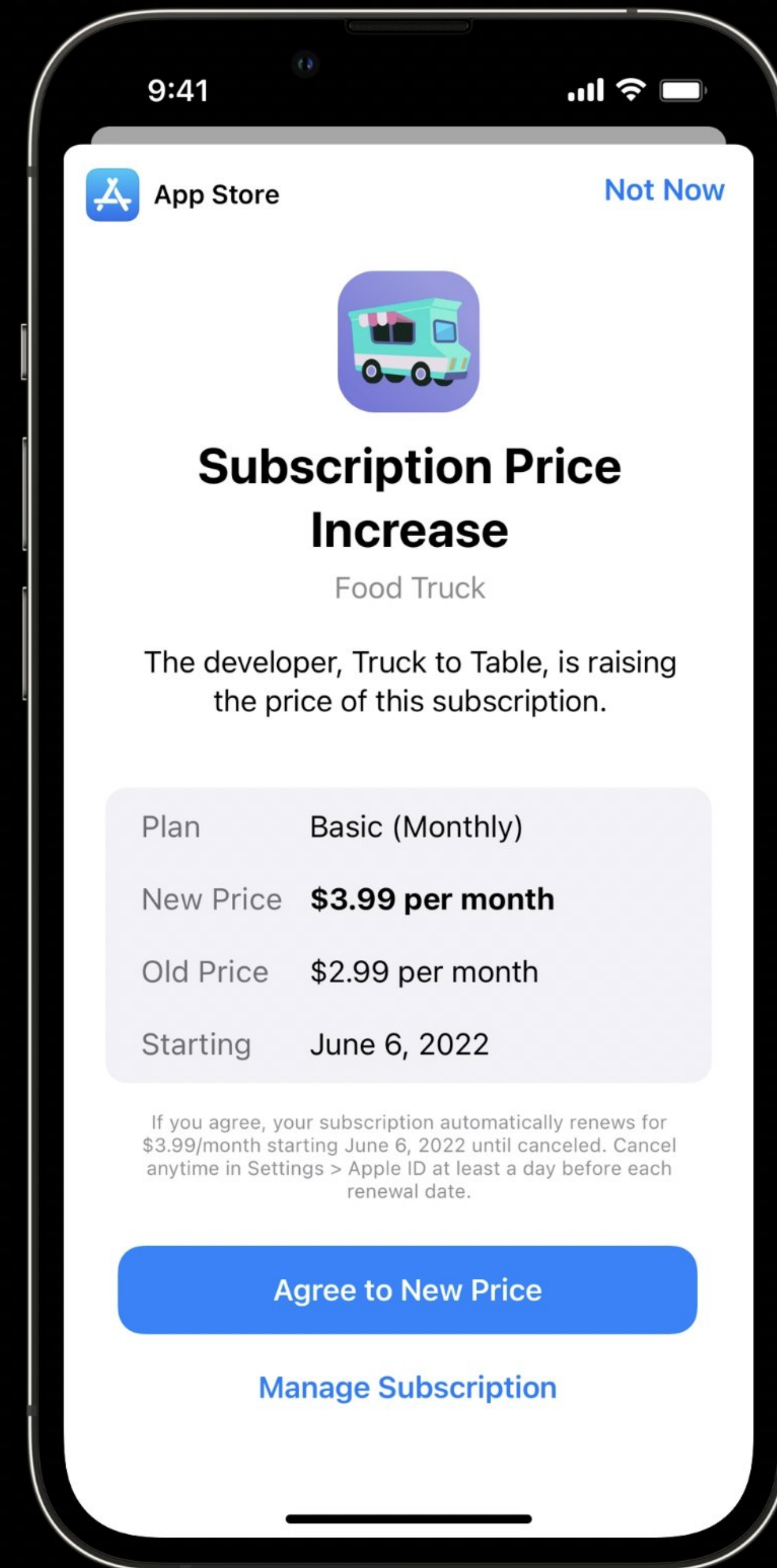
Team:

App:

Инструменты

# StoreKit Messages

NEW



# Renewal extension API NEW

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

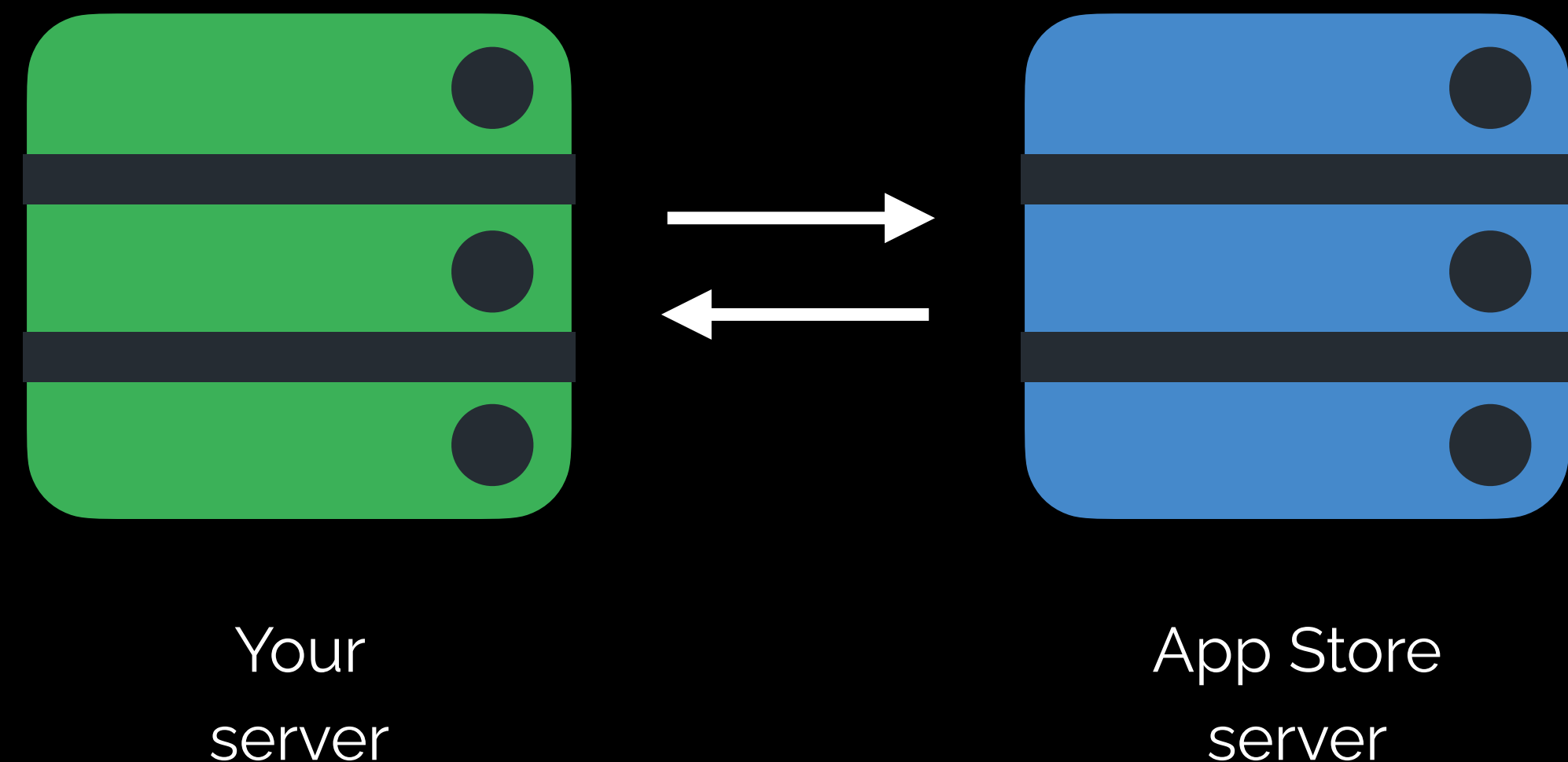
Extend renewal date for paid active subscription

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



# Что сейчас в РФ



# Советы

Почему подписки

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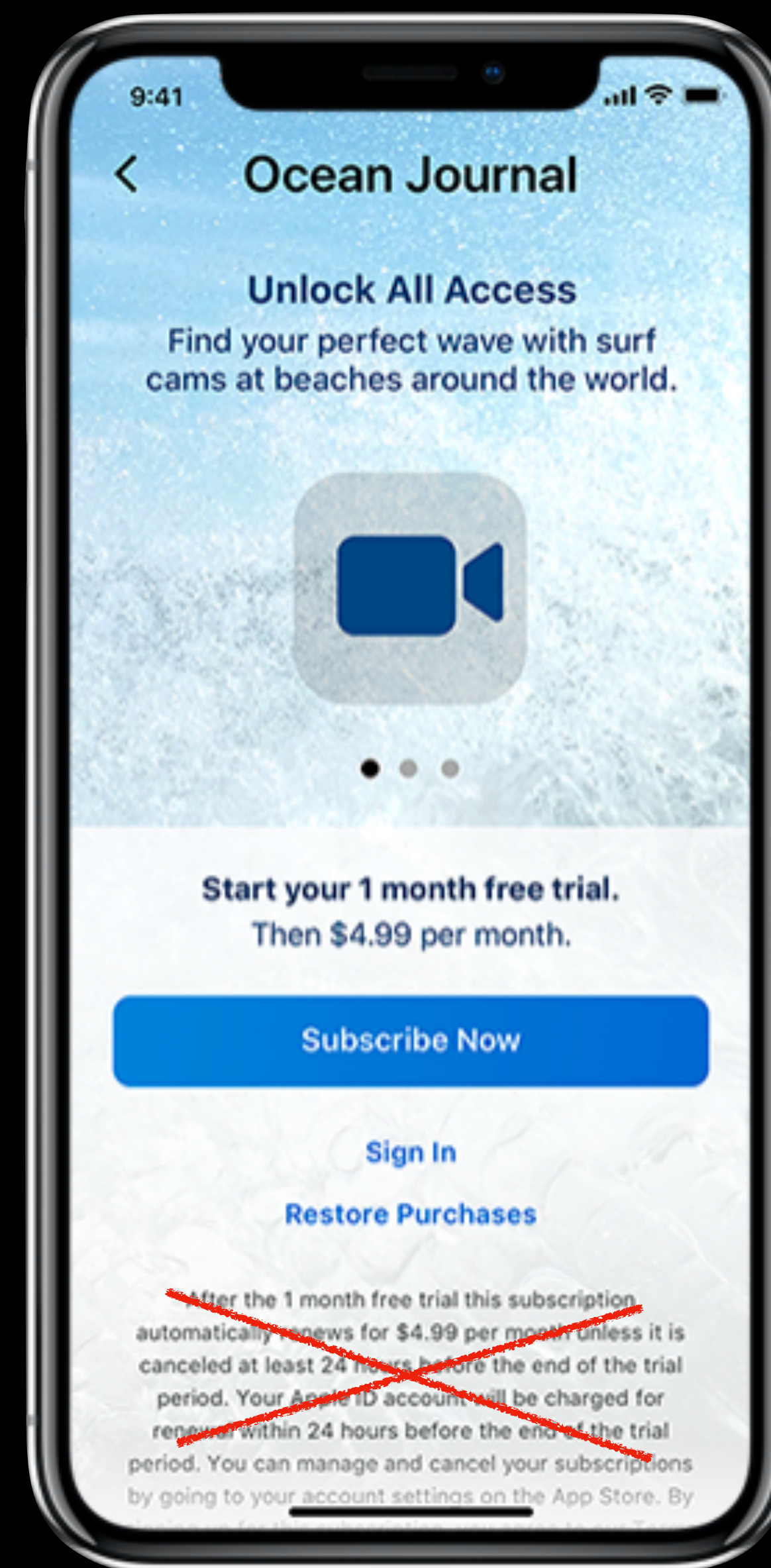
Советы

Try



Советы


# Юридический текст не нужен



# A/B-тесты!



Paywall 1




3 month	24 months	6 months
\$14.99	\$69.99	\$23.99
\$4.99/m	\$2.99/m	\$3.99/m


Start your FREE trial

Cancel anytime in the App Store

A



Paywall 2



1 month	6 months	3 months
\$3.99	\$6.99	\$9.99
	\$0.99/m	\$2.99/m

Start your FREE trial

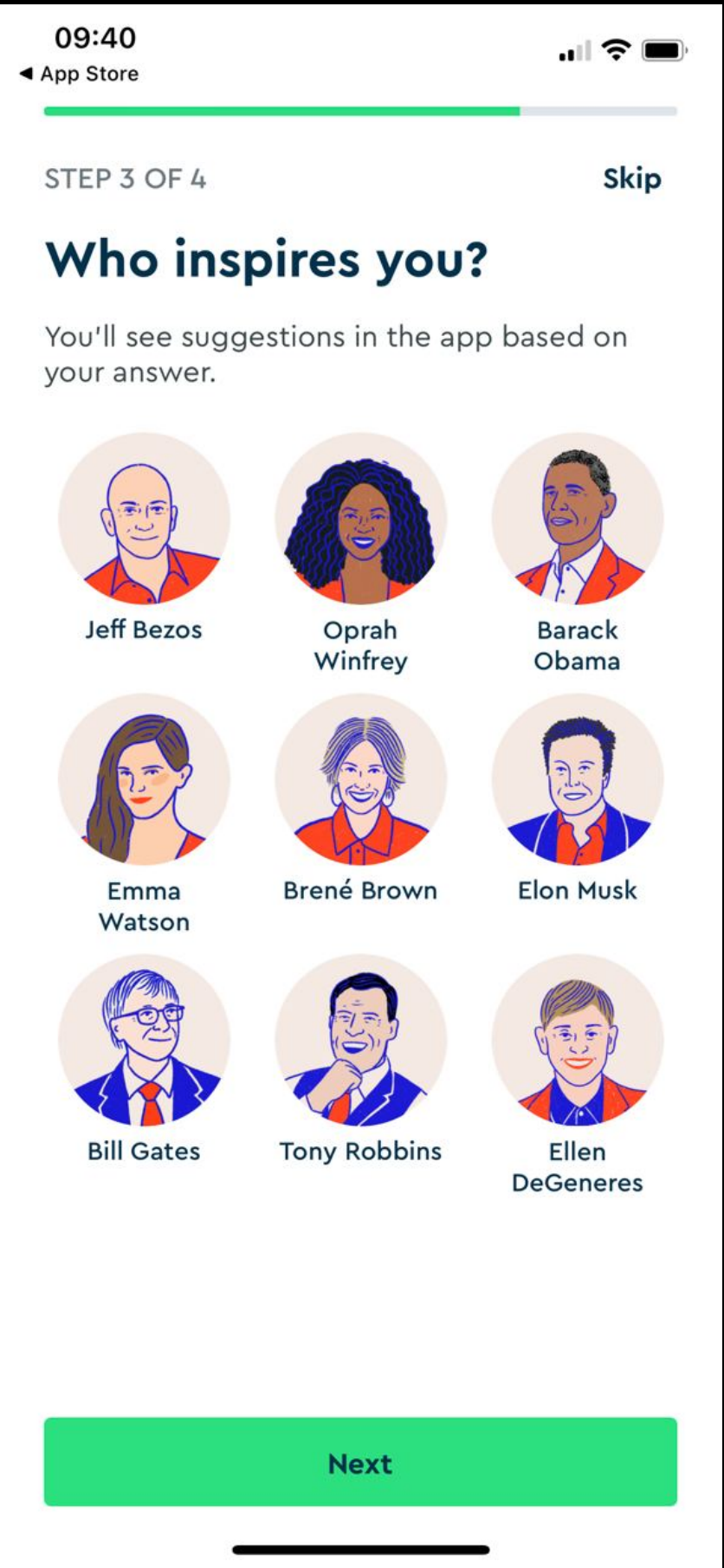
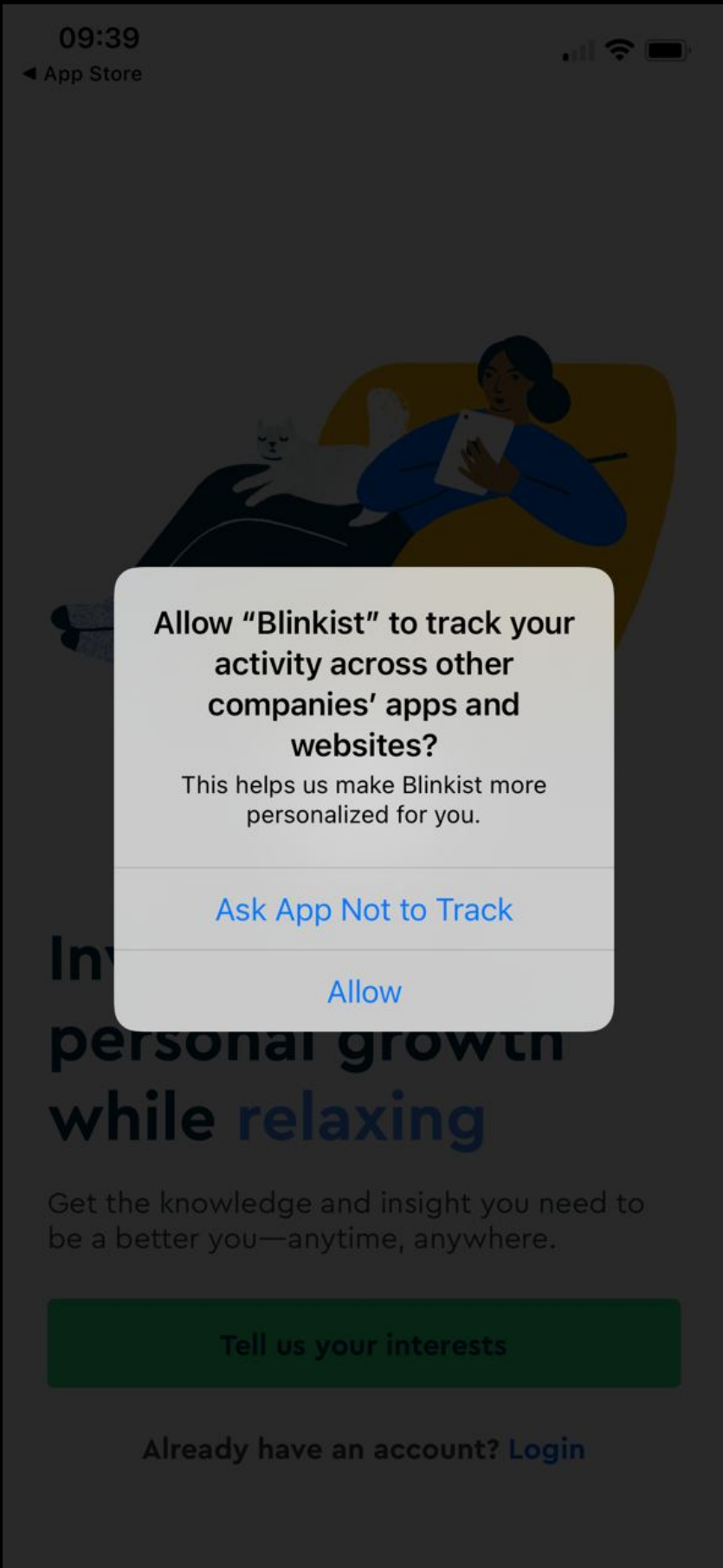
Cancel anytime in the App Store

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?](#)

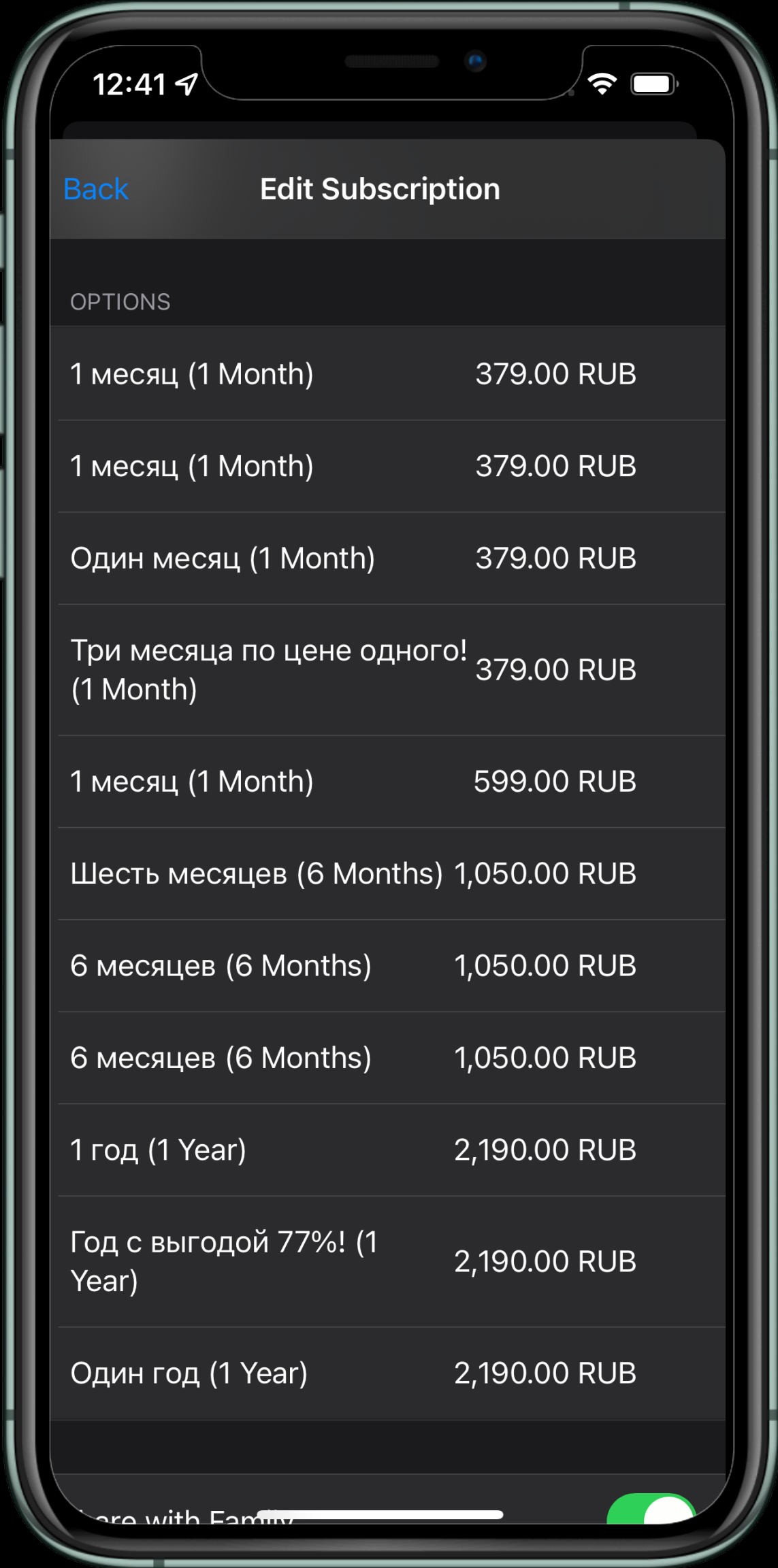
45



# App Store

## In-App Purchases

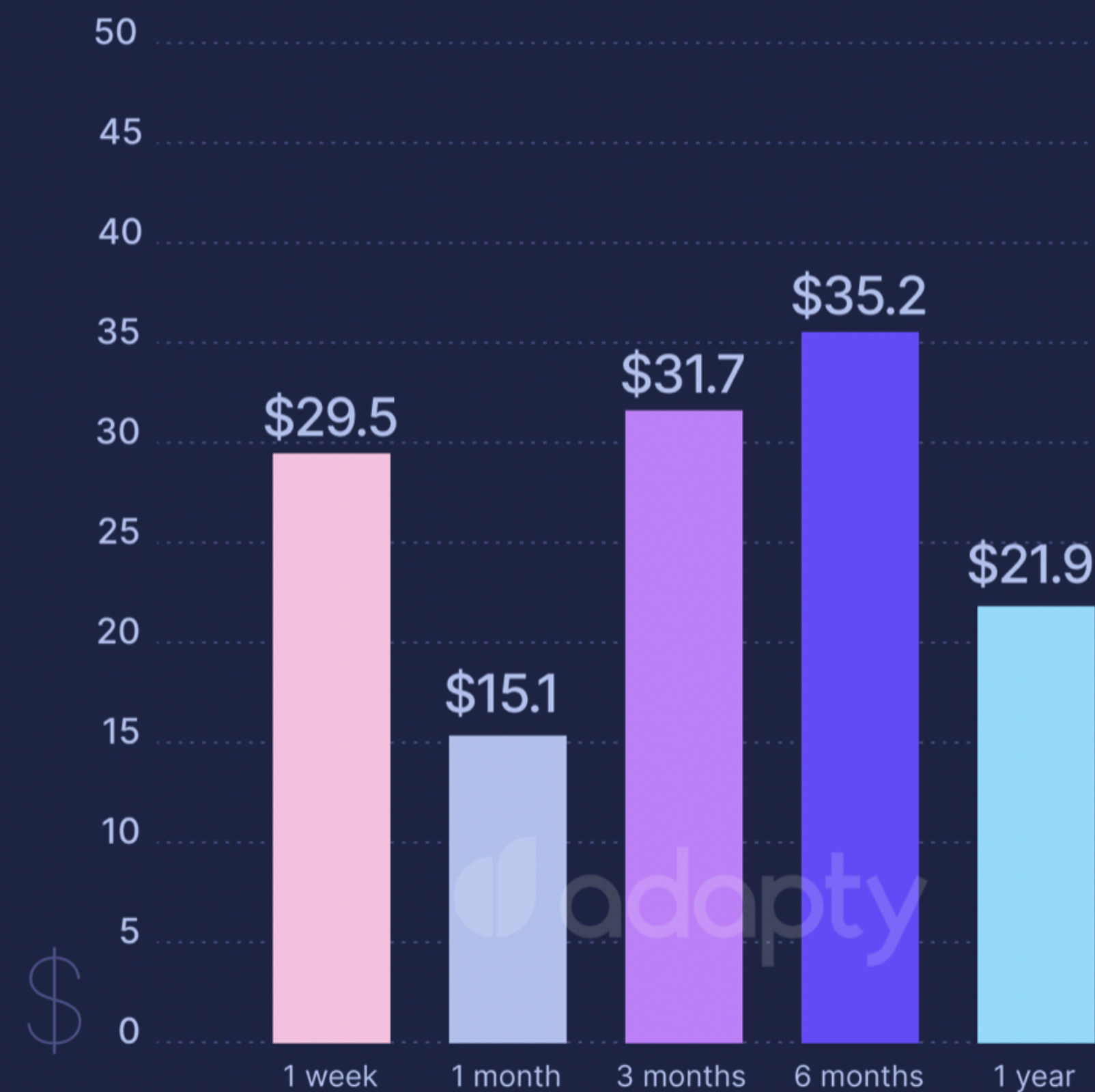
Tinder Plus (1 Month)	\$0.99
Tinder Plus (1 Month)	\$1.99
Tinder Plus (1 Month)	\$2.99
Tinder Plus (1 Month)	\$4.99
Tinder Plus (1 Month)	\$6.99
Tinder Plus (1 Month)	\$7.99
Tinder Plus (1 Month)	\$9.99
Tinder Plus (1 Month)	\$14.99
Tinder Plus (1 Month)	\$19.99
Tinder Plus (1 Month)	\$1.99



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



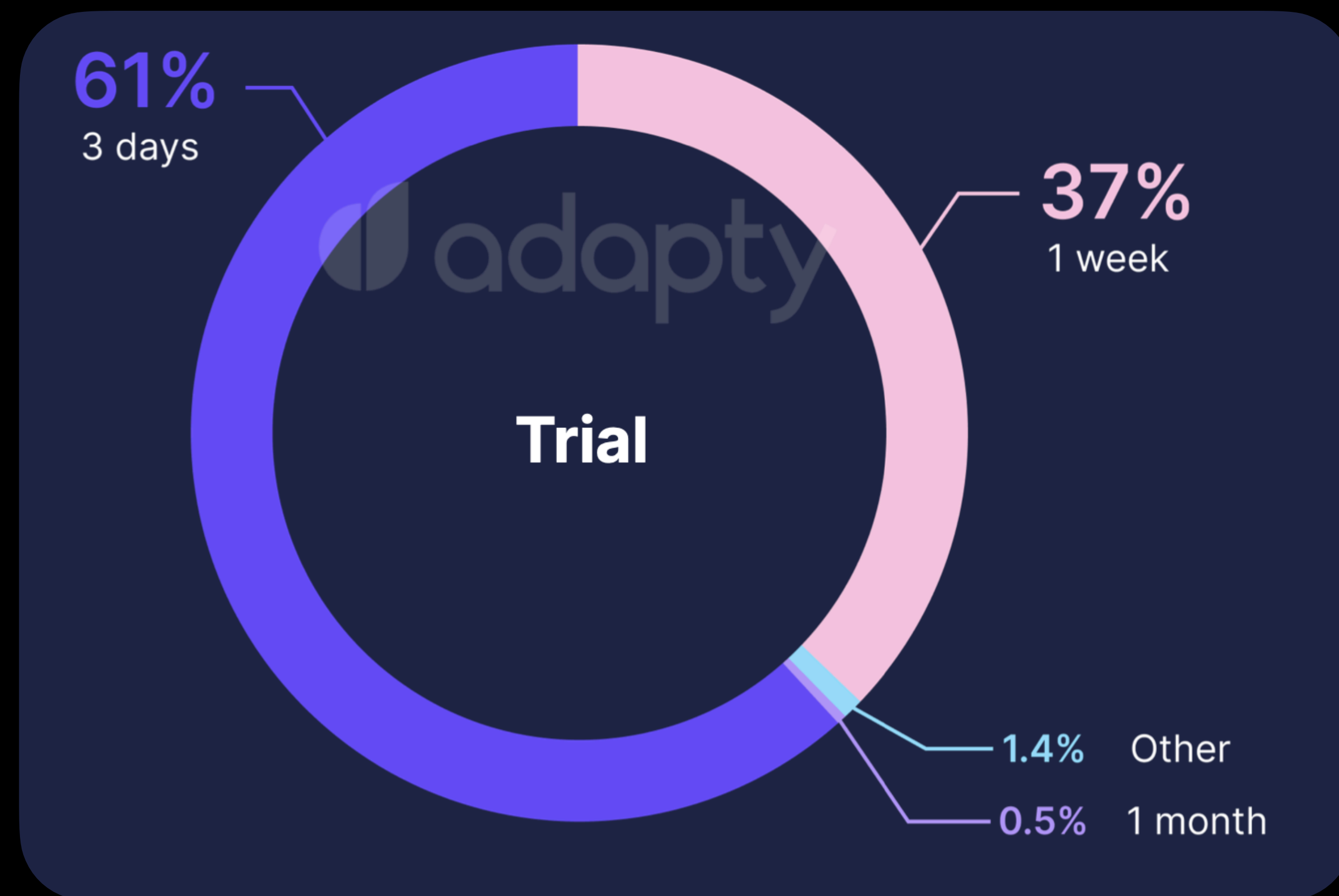


# Какую цену поставить на подписки на старте?

Конкуренты, затем A/B тесты  
ARPAS, 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



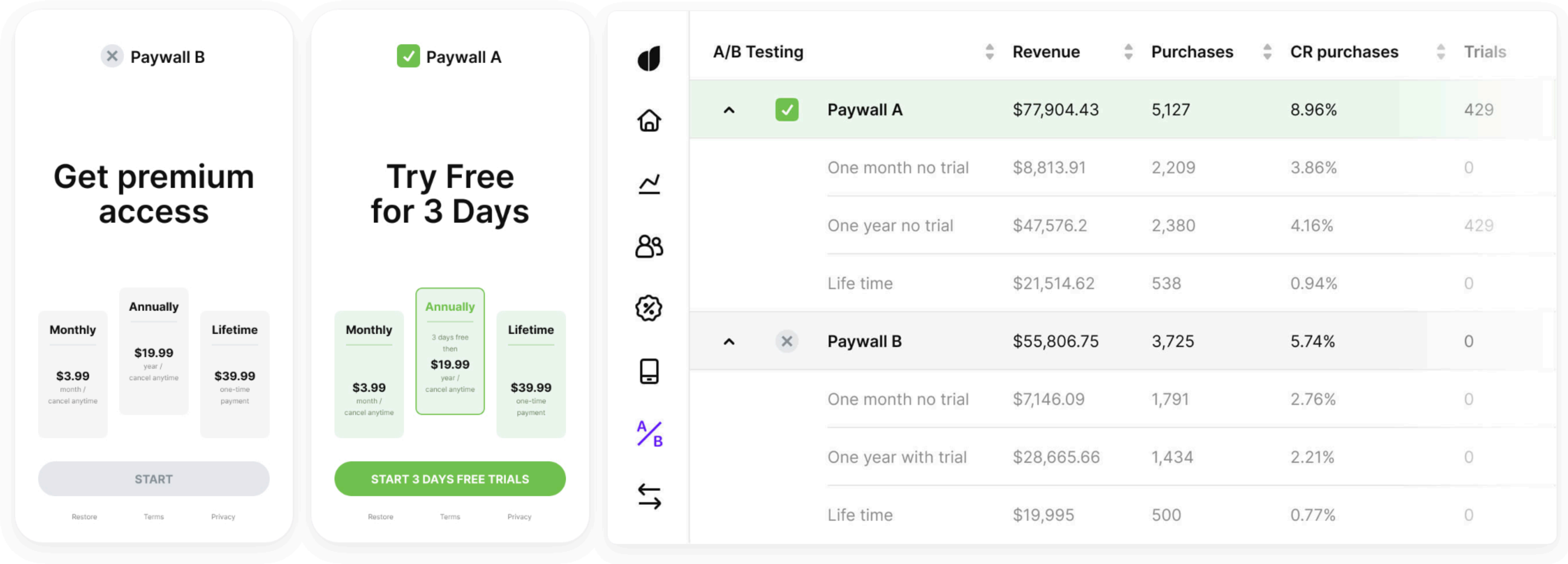
Unity SDK

WWW

Web SDK



# Price testing for in-app purchases without app releases





**@nikogenn**

