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How to build great paywalls

Mark Villacampa

What's a paywall?

A paywall is a sales pitch for a product

What's the goal of a paywall?

To convert users to subscribers

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Why is it important to have a great paywall?

So you might convert **more** users to subscribers than you would otherwise

Paywalls are not one-size-fits-all

Lets talk about "best practices"

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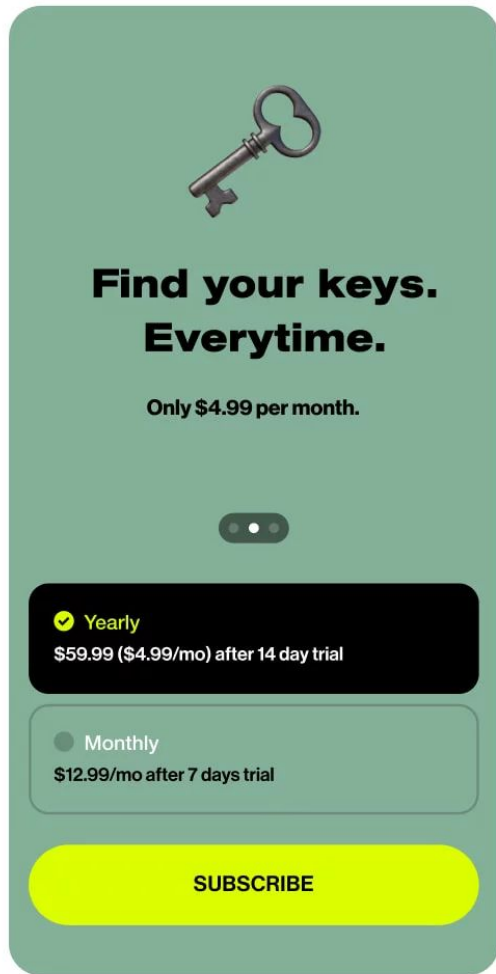# There is not a single best practice that works for every app

~~Best practices~~
Things you can try!

What makes a paywall great?

1. Timing & Placement

2. Design & Copy

3. Pricing & Offers

4. **Experimentation**

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Timing & Placement

- Hard paywall
- Soft paywall (Freemium)
  - Indirect intent
  - Direct intent
  - Opportunistic
- Make sure it's accessible
- Measure % of users that actually see the paywall.

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Copy

- Benefits vs Features

- Proof points (studies, social proof, etc)

- Avoid walls of text

- Match the voice and tone of the app

- Be transparent and honest
    - Explain how customers might cancel/change plans, etc.

- CTA (Call To Action)
    - Highlight the opportunity
   - Use clear verbs

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Design

- Spacing and layout of elements so it's easy to read and understand.
- Consistent with your brand and content.
- Benefits + Packages + CTA
  - Highlight the benefits and offers.
  - Keep options simple and clear.
 - Add a distinct call to action
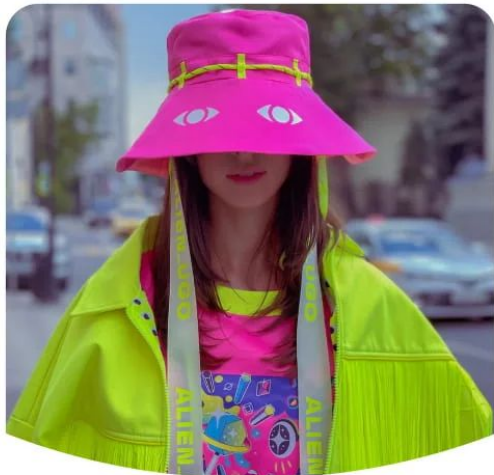
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Pricing and offers

- Experiment with different sets of available packages (**Price Anchoring**)
- Offer **discounts** for longer package durations.
- Always **preselect** a package.
- Price **elasticity** and **region-specific** prices.
- Use **introductory offers** to make it low risk to say yes.
- Use **visual cues** to make it easy to see the benefits of one package vs another.
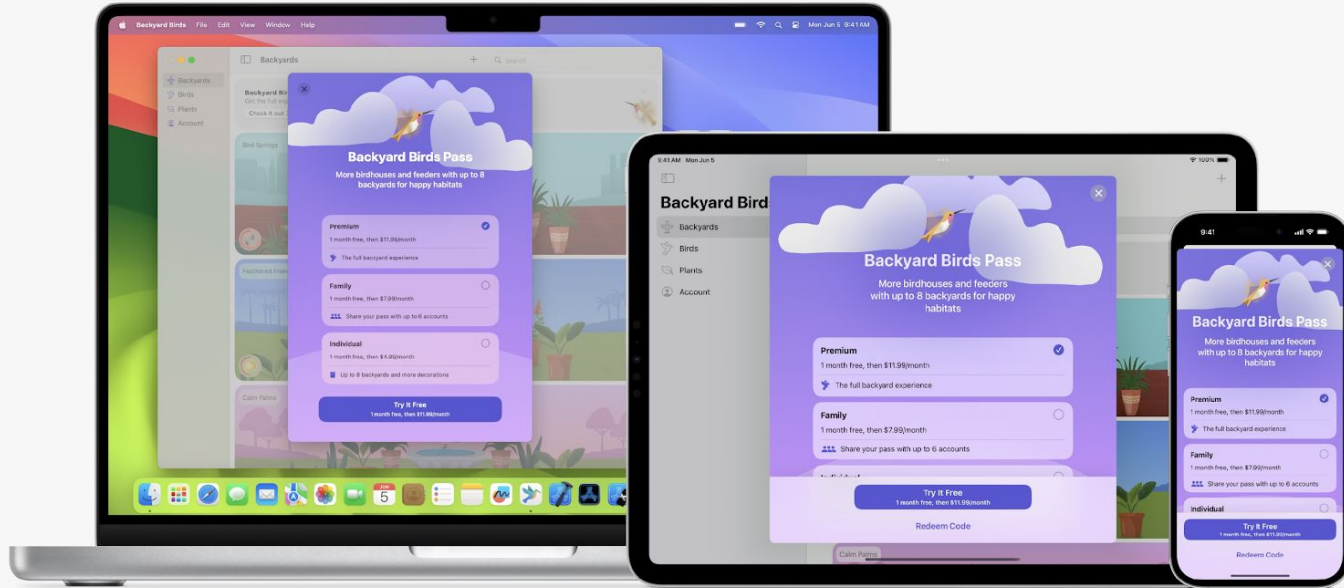

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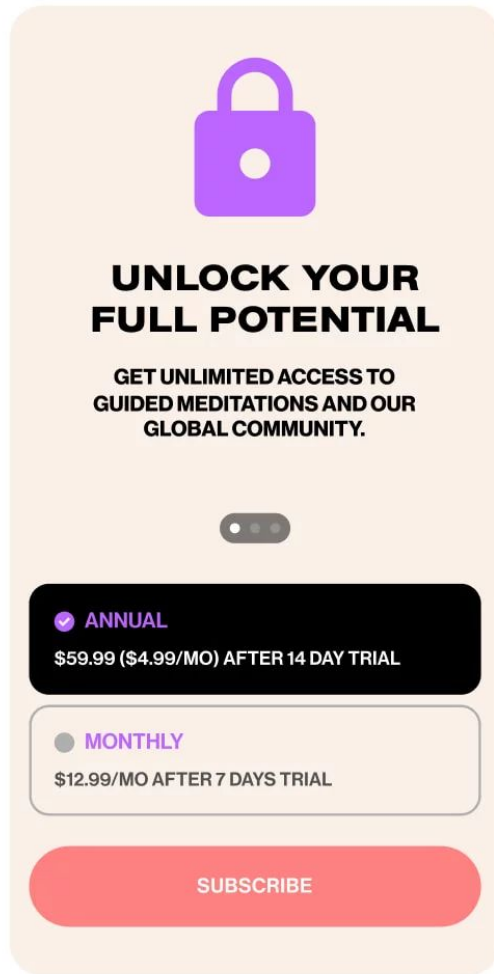
Experimentation

- Start with best practices:
  - Be intentional about the packages you offer, the CTA you choose and the benefits you pitch.
- Experiment with individual, high-impact elements.
- Craft a thesis.
- Use the result to inform the next test.
- Rinse and repeat.
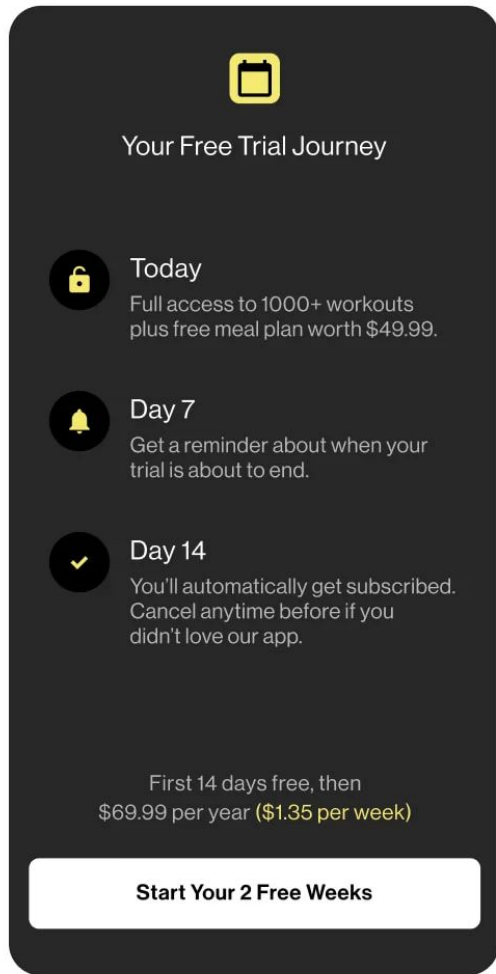
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How?!

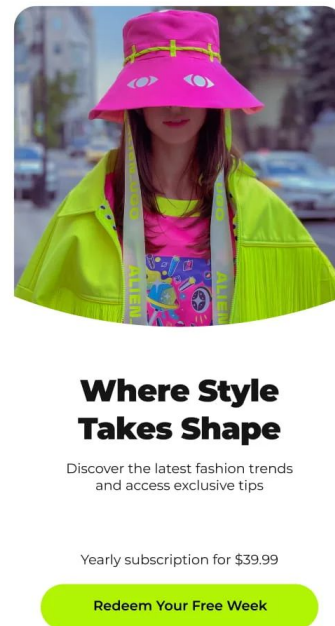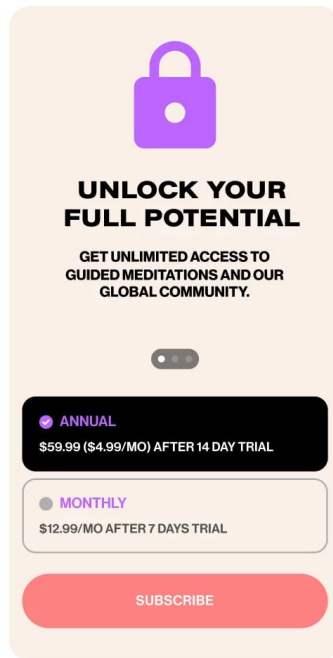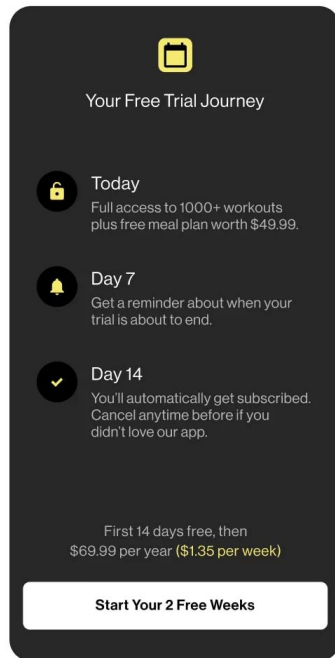# iOS 17 StoreKit Views

RevenueCat Paywalls

BETA

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Natively rendered, remotely configurable, paywall UI framework

Why RevenueCat Paywalls?

1. **To make launching a paywall easy.** (From 0 to 1)

2. **To provide a better baseline.** (From 1 to 1.2)

3. **To offer dynamic optimization.** (From 1.2 to ∞)

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revenuecat.com/feature/paywalls

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