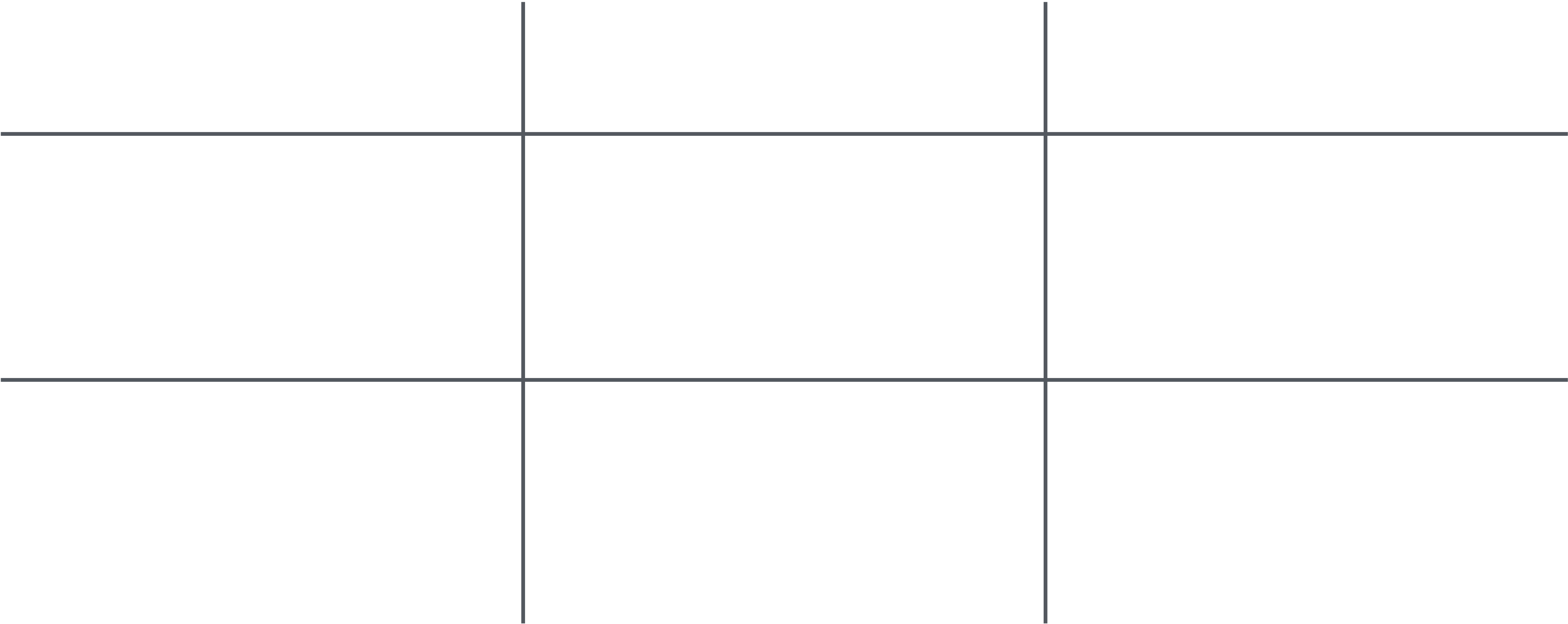


Real-life IAP

Making money after users download your app

Parker Erway





	Subscriptions

Subscriptions

Subscriptions

Subscriptions

Freemium
Free + IAP




Paid + IAP

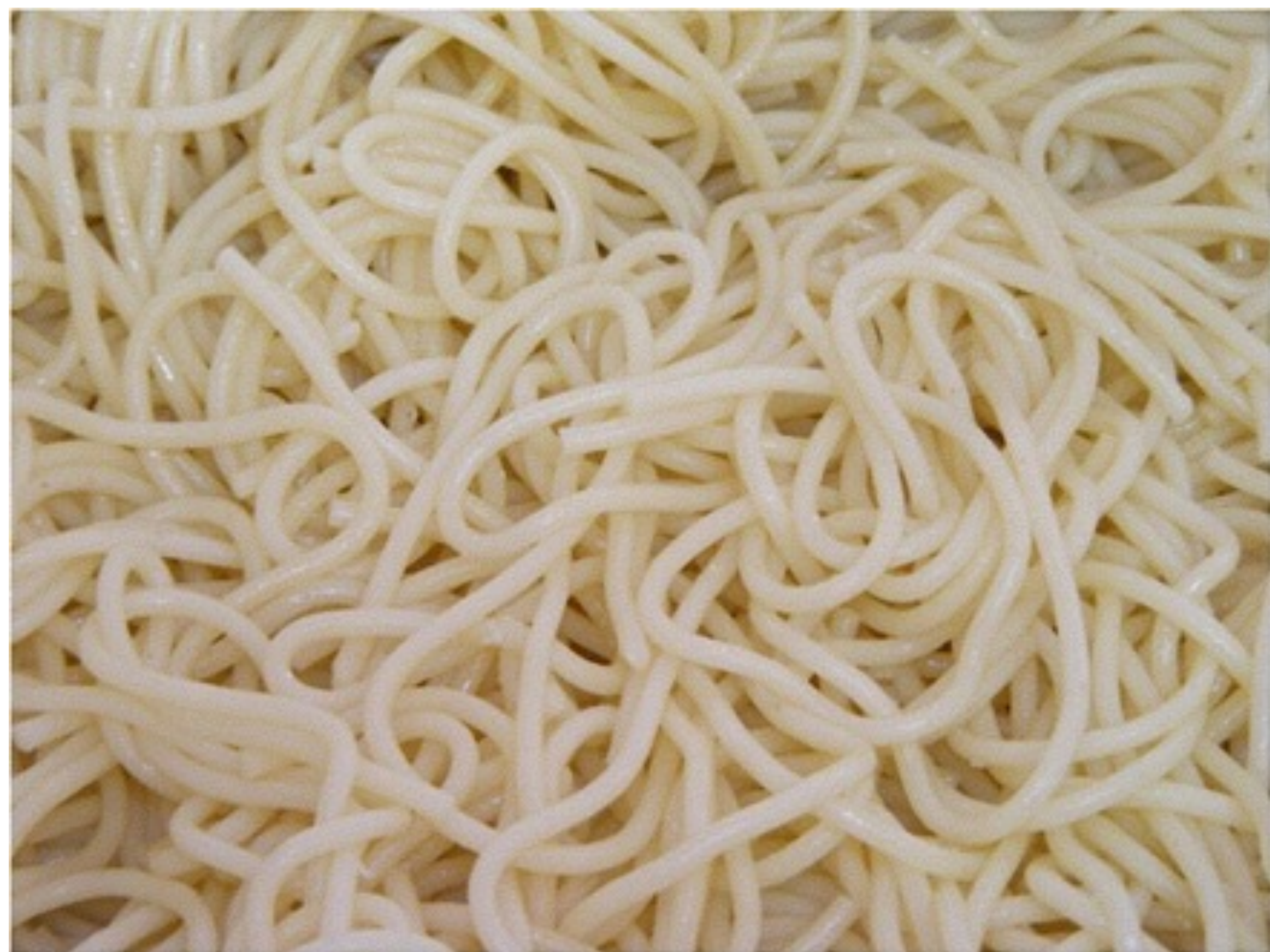
(iPhone OS 3.0)

(iOS 5)

(iOS 7)



iPod 11:08 AM		
☆	245	
	7 × 7 × 5	
☆	90	
	300 × 0.3	
Calcbot PRO		
Upgrade to Pro to convert with over 200 units across 20 categories and more		
Confirm Your In-App Purchase		
Do you want to buy one Calcbot Pro for \$1.99?		
Cancel	Buy	
	Square Meter 1 m²	Square Foot 10.7639 sq ft
	Acre ac	Square Yard sq yd
	Hectare ha	Square Meter m²



of top-grossing apps use IAP as
their **only** source of revenue

Product
Request

Display
product

Product
Information

Product Request

Product

Display product
information

User selects
product

Make
payment

Process
payment

Product Request

Product Information

Display product
information

User selects product

Make payment request

Process payment

Observer
called

Provide
product

Product Request

Product Information

Display product
information

User selects product

Make payment request

Process payment

Observer called

Provide product

github.com/robotmedia/RMStore

■ ■ ■

...

//handle error

■ ■ ■

