**How to make money on digital purchasing**

**Different Channels**

1. Web
   1. Blogs

**Take Big Retailers to Mobile**

1. Multi-pronged approach
   1. Deep-linking to other apps
   2. Embedded stores
   3. Dedicated App
   4. Integrations with existing platforms - shopify, amazon,
   5. Physical shopping tools (comparison shopping + pictures + social)
   6. Share and get feedback button (a plugin that gives friends a Buy emoji in facebook)

**A better and different AdNetwork**

1. Gestures for Ads (one swipe purchases), Swirl = Recurring Order
2. Publisher first
3. Higher revenue
4. Better integration (more than newsfeed)
5. Auction space inside embedded stores selling MAUs not products

**Grow MAUs**

1. Buy a product on amazon, Apps pay for being paired products

**MAUs Over Conv. Rates**

1. Ad Network
2. Can ads build MAU's
3. Are developers willing to pay more for MAU's than ads for app space

**Digital Goods > Physical**

1. Digital purchases are higher margin
2. Promotions, discounts, subscriptions

**Supporting Existing Mobile Retailers**

1. Better checkout experience
2. Consulting
3. Brand awareness
4. Affiliate buttons that link to other apps (Deeplinking)
   1. CoachMe store links to Outdoor.com app

**Marketplace**

1. Apps :: Products