

# In-App Purchases

DevMountain – iOS 14

# What You Can & Cannot Sell

- ✓ **Content.** Deliver digital content or assets, such as magazines, photos, and artwork. Content can also be used by the app itself—for example, additional characters and levels in a game, filters in a camera app, and stationery in a word processor.
- ✓ **App functionality.** Unlock behavior and expand features you've already delivered. Examples include a free game that offers multiplayer mode as an in-app purchase and a free weather app that lets users make a one-time purchase to remove ads.
- ✓ **Services.** Have users pay for one-time services such as voice transcription and for ongoing services such as access to a collection of data.
- ✗ **Real-world goods and services.** You must deliver a digital good or service within your app when using In-App Purchase. Use a different payment mechanism to let your users buy real-world goods and services in your app, such as a credit card or payment service.
- ✗ **Unsuitable content.** Don't use In-App Purchase to sell content that the isn't allowed by the App Review Guidelines—for example, pornography, hate speech, or defamation.

# Product Types

- **Consumable products.** Items that get used up over the course of running your app. Examples include minutes for a Voice over IP app and one-time services such as voice transcription.
- **Non-consumable products.** Items that remain available to the user indefinitely on all of the user's devices. They're made available to all of the user's devices. Examples include content, such as books and game levels, and additional app functionality.
- **Auto-renewable subscriptions.** Episodic content. Like non-consumable products, auto-renewable subscriptions remain available to the user indefinitely on all of the user's devices. Unlike non-consumable products, auto-renewable subscriptions have an expiration date. You deliver new content regularly, and users get access to content published during the time period their subscription is active. When an auto-renewable subscription is about to expire, the system automatically renews it on the user's behalf.
- **Non-renewable subscriptions.** Subscriptions that don't involve delivering episodic content. Examples include access to a database of historic photos or a collection of flight maps. It's your app's responsibility to make the subscription available on all of the user's devices and to let users restore the purchase. This product type is often used when your users already have an account on your server that you can use to identify them when restoring content. Expiration and the duration of the subscription are also left to your app (or your server) to implement and enforce.

# Product Type Differences

Product Type	Non-Consumable	Consumable
Users can buy	Once	Multiple times
Appears in the receipt	Always	Once
Synced across devices	By the system	Not synced
Restored	By the system	Not restored

# Subscription Type Differences

Subscription type	Auto-renewable	Non-renewing
Users can buy	Multiple times	Multiple times
Appears in the receipt	Always	Always
Synced across devices	By the system	By your app
Restored	By the system	By your app

Show all tabs

iTunes Connect

Apple ID

Password



☐ Remember me

[Forgot Apple ID or password?](#)

News

Expanded tester limits in TestFlight

Now you can gain even more valuable feedback by inviting up to 10,000 external testers. For details on how to add testers, see [iTunes Connect Developer Help](#).



My Apps



App Analytics



Sales and Trends



Payments and Financial Reports



Users and Roles



Agreements, Tax, and Banking



Resources and Help

IN-APP PURCHASES

In-App Purchases


App Store Promotions

Game Center

Encryption

Promo Codes


# In-App Purchases

 Your first In-App Purchase must be submitted with a new app version. Select it from the app's In-App Purchases section and click Submit.

Once your binary has been uploaded and your first In-App Purchase has been submitted for review, additional In-App Purchases can be submitted using the table below.

In-App Purchase (1) 

[App-Specific Shared Secret](#)

Reference Name ^	Type	Product ID	Status
<a href="#">DM - REMOVE ADS</a>	Non-Consumable	com.devmtn.inapp_purchase_swift.removeAds	 Ready to Submit



IN-APP PURCHASES

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# In-App Purchases



Your first In-App Purchase

Once your binary has been

## In-App Purchase (1)

Reference Name

DM - REMOVE ADS

### Select the In-App Purchase you want to create.

- ☐ Consumable  
A product that is used once, after which it becomes depleted and must be purchased again.  
Example: Fish food for a fishing app.
- ☒ Non-Consumable  
A product that is purchased once and does not expire or decrease with use.  
Example: Race track for a game app.
- ☐ Auto-Renewable Subscription  
A product that allows users to purchase dynamic content for a set period. This type of subscription renews automatically unless cancelled by the user.  
Example: Monthly subscription for an app offering a streaming service.
- ☐ Non-Renewing Subscription  
A product that allows users to purchase a service with a limited duration. The content of this in-app purchase can be static. This type of subscription does not renew automatically.  
Example: Annual subscription to a catalog of archived articles.

[Learn more about In-App Purchases.](#)

Cancel

Create

submit.

can be submitted using the table below.

App-Specific Shared Secret

Status

Ready to Submit

# Information About Product

- **Reference Name.** The reference name will be used on iTunes Connect and in Sales and Trends reports. It won't be displayed on the App Store. The name can't be longer than 64 characters.
- **Product ID.** A unique alphanumeric ID that will be used for reporting.
- **Availability.** Check the box to mark as available for purchase from the app store after review.
- **Pricing.** The price tier determines the App Store price and your proceeds. To sell your in-app purchase, you must have a Paid Applications agreement.
- **Content Hosting.** Apple can host your non-consumable products for you. Apple provides a reliable and familiar experience for users and handles distributing products to their devices and restoring products if needed.
- **App Store Information Localizations**
  - **Display Name.** The name of the in-app purchase that will be displayed on the App Store.
  - **Description.** Depending on your in-app purchase configurations, this description may also be visible to your customers.
- **App Store Promotion (Optional).** To make this in-app purchase available to promote on the App Store, add a 1024x1024 pixel promotional image below. You can promote up to 20 in-app purchases, and they'll appear on your app's product page. They may also be shown in search results or be featured by our editorial team. Users can tap an in-app purchase to open your app, where they can buy it.
- **Review Information.**
  - **Screenshot.** Only used for review purposes – it won't be displayed on the App Store.
  - **Review Notes.** Additional information about your in-app purchase that could help us with our review.

# Stages of a Purchase

