Making the most of subscriptions

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Introduction

- iOS contractor
- 12+ years of experience building iOS apps
- Currently working at The Guardian
- Previously worked for J.P.Morgan, SKY and several startups.

Agenda

- Brief discussion about types of subscriptions.
- Main focus: Auto-renewable subscriptions
- Subscription groups
- Promotional Offers
- Grace period
- Server notification
- Increasing subscription prices
- Subscription cancellation

Types of subscription

Non-renewable

- ➢ Does not renew automatically
- ➢ Less commonly used
- ➢ Similar to a consumable IAP
- ➢ Determine duration manually
- ➢ Calculate expiration date in code

Auto-renewable

- ➢ Automatically renews
- ➢ Most common type of subscription
- ➢ Can configure duration in appstoreconnect
- ➢ Information like expiry date, next renewal date come out of the box

Auto-Renewable Subscriptions

- Renew on a recurring basis.
- The duration can be configured in appstoreconnect
- Multiple subscriptions within the same app, at the same time.
- Various type of offers: introductory, promotional, offer codes.
- Manual cancellation required

Subscription Groups

- What are subscription groups?
- Organise and manage multiple subscriptions.
- Single selection: can only choose one subscription plan from within a group.
- Multiple subscriptions: can have multiple subscriptions as long as they belong to different groups

Subscription Plans

- Price based: such as basic and premium
- Varying durations: weekly, monthly, yearly etc

Subscription Groups ⊕

All subscriptions must be a part of a group. Users can only subscribe to one subscription in a group at a time, but can change to another subscription in the same group. If they do, you'll still receive 85% of the proceeds in the second year (after tax, if applicable). Learn More

SUBSCRIPTION GROUP REFERENCE NAME ˄	SUBSCRIPTIONS
Meditation	2
Yoga	2

Meditation

Arrange your subscriptions in descending order, starting with the option that offers the highest level of service. You can add more than one subscription to each level. This order will determine your subscription's upgrade and downgrade options. Learn more about subscription upgrades and downgrades.

O...	REFERENCE NAME	PRODUCT ID	DURATION	STATUS
1	Basic	com.anum.mindfulnessiosd...	1 month	🕐 Missin...
1	Premium	com.anum.mindfulnessiosd...	1 month	🕐 Missin...

Yoga

O...	REFERENCE NAME	PRODUCT ID	DURATION	STATUS
1	Monthly Subscription	com.anum.mindfulnessiosd...	1 month	🕐 Missin...
2	Annual Subscription	com.anum.mindfulnessiosd...	1 year	🕐 Missin...

Offers & Promotions

- Introductory Offers
    - Great for acquiring new subscribers

- Promotional Offers
    - Retain current subscribers or bring back lapsed subscribers

- Offer codes
    - Ideal for distribution via other marketing channels.

Introductory Offers

- Limited free trial
- Reduced price for a limited time
- Lowers the barrier to entry
- Great option for price-sensitive customers so they can test the app before commiting
- Users will continue to be subscribed after the end of introductory period
- Eligibility criteria: new subscriber & lapsed subscribers but only if they have not used an introductory offer before for that app.
- In code if an introductory offer is available, it is automatically applied to the subscription.

Promotional Offers

- Targets current subscribers & lapsed subscribers
- Great for retention
- Can create multiple promotional offers
- Up to the developer to present the promotional offer
- Server side coding required to apply promotional offers to the purchase

Offer codes

- Can generate one-time use codes via appstoreconnect
- Can also set up custom codes & specify the maximum number of times it can be used.
- Apple provides a link to redeem the code.
- The link opens a redemption page where code can be redeemed.
- Great for other marketing channels such as email, sms, social media.
- Maximum codes: 1 million per app per quarter.

Billing Retry & Grace Period

- What is a Grace period?
- A short window of time after a payment failure during which a subscriber continues to have access to premium content or service.
- Allows user to resolve the payment issues while they are in billing rety state (60 days).
- Billing retry retain users that may otherwise have their subscription cancelled automatically due to payment failure.
- Apple informs user via in app messaging, email and push notifications about payment issues.

Server Notifications

- Provide real time updates on in-app purchase events.
- Helps manage multi-platform subscriptions
- Need to specify a server endpoint that will receive these notifications.

Increasing Subscription Prices

- Very easy to configure price rises in appstoreconnect
- Option to preserve existing price points for current subscribers.
- Risk of churn due to price increase.
- Requires user consent if the price increase crosses a certain threshold.

Subscription Cancellation

- Subscriptions can only be cancelled manually by user.
- Can not cancel subscription via code.
- Can provide a link which would take user to subscription settings page.
- Cancel subscription button in app: gives us the opportunity to attempt to retain the subscriber.
- Great place to add a promotional offer to retain user.

Thank You

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