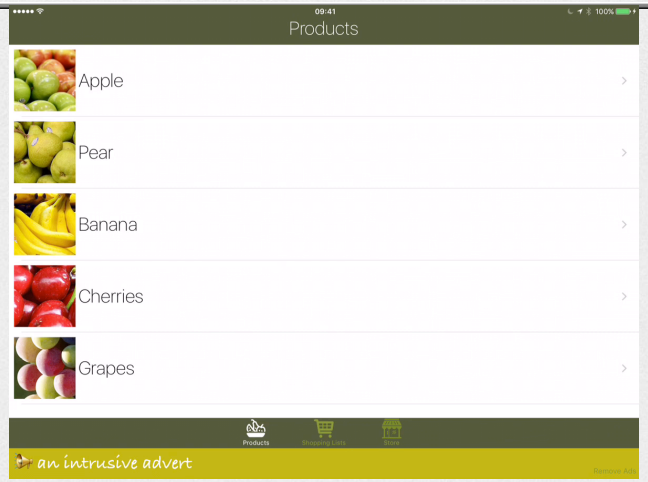
# In-App Purchase

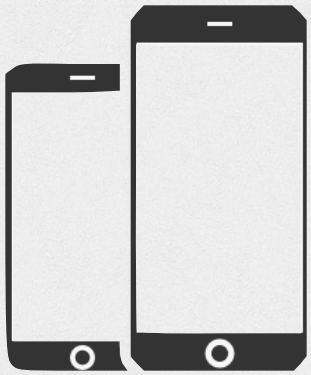
## Conclusion

# What have you learned?



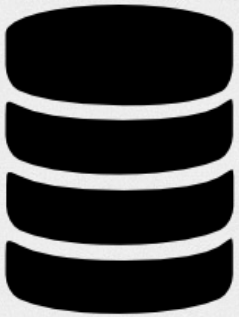
- Creating IAPs
- Retrieving products
- Buying products
- Restoring purchases
- Local receipt validation
- Purchase persistence

# Content Delivery



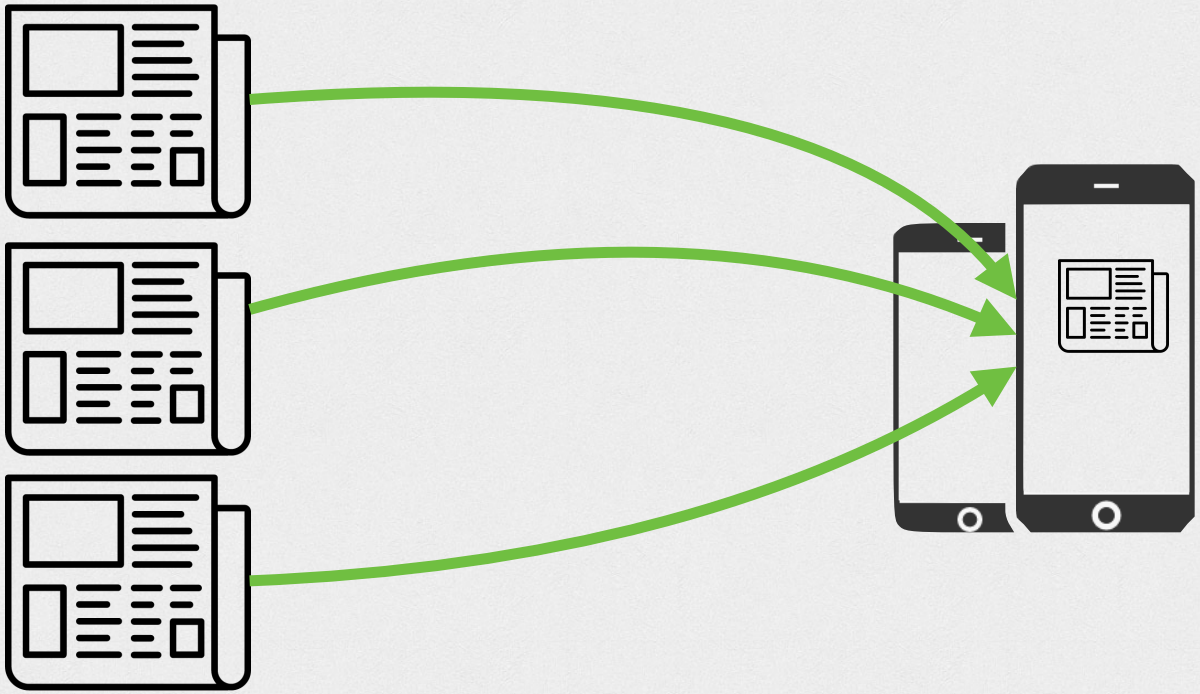
In-App

App Store



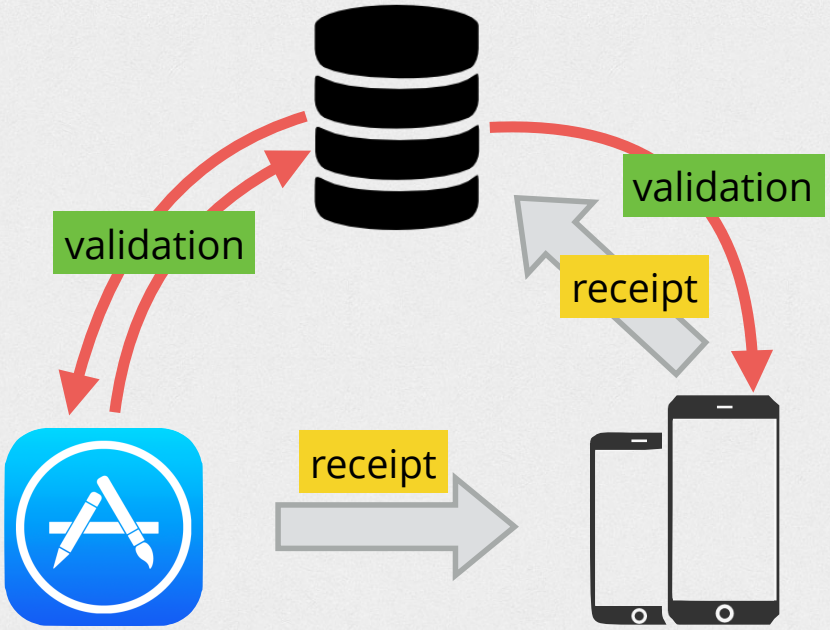
Self-Hosted

# Subscriptions



Icon made by Freepik CC BY 3.0

# Remote Receipt Validation



# Where to go from here?

## Introduction to In-App Purchases in iOS 6 Tutorial

*Ray Wenderlich on September 26, 2012*

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**Note from Ray:** This is the third iOS 6 tutorial in the iOS 6 Feast! In this tutorial, we're updating one of your older tutorials to iOS 6 so it's fully up-to-date with the latest features like ARC, Storyboards, and new iOS 6 APIs.

Parts of this tutorial come from our Beginning In-App Purchase chapter in our new book iOS 6 by Tutorials, although the book is about a different app (iOS Hangman!) and takes things MUCH further than this simple example, such as covering the new iOS 6 Hosted Downloads feature. Enjoy!

raywenderlich.com/21081

## 40 Secrets to Making Money with In-App Purchases

*Riccardo D'Antoni on June 27, 2013*

Tweet 323 Like 447

Making money with in-app purchases boils down to one question – why do we buy things?

I'll give you a hint – it's mostly about satisfying emotional and psychological needs. If you can understand how people think, you've got a leg up in your app – and that's what this article is all about!

In this article, I'll cover 40 secrets that you can start using right away to make more money in your apps with in-app purchases. Here's a few of the techniques you'll learn:

- How to use the decoy effect to anchor pricing
- How to associate positive feelings to your store
- How to optimize your game for "whales"
- And over 37 more tips!

raywenderlich.com/39647