Ask Etienne for Sandbox.

Check developer guides good, sell-subscriptions-with-google

Subscribe with Google – about to hand this to a client.

Allows you to purchase a subscription with your Google Account

If you have a saved payment method to your Google account, it uses that.

If you’re browsing a website, hit a paywall. Hey to continue / subscribe.

When you hit a paywall, you’ll see something like Subscribe With Google.

Be navigated to a different workflow, not subscribe admin database,

Be going through a different workflow, Google automatically detects if you have a payment method and if you’re logged in.

Google acts as the payment system.

It helps you minimize the steps… you don’t have to do as many steps.

It takes 3 clicks to make a purchase.

Test-mg2groupstripe-subscription

Offers fewer steps to the user.

It will ask you to subscribe, then it will give you the log in information.

=====Two Parts====

1 Purchase Workflow (google acts as the billing system)

Purchase a subscription with Google

Only for digital subs, to drive converstions,

Have this purchase workflow on both Engage and Subscription Panel

Some Prerequistes (read up on Neetha’s doc, and Google’s doc)

2. Account Linking – say you have a subscription, Google has a way to link your subscription

Link prior existing subscription -> google credentials

Biggest benefit:

Whenever you search, it pops up in the Google results

maybe: Webintegration in google docs?

Also: account-linking-on-web

Allows you to access your subscription anywhere on the web.

What is really does, is after you link the account, optimizes the search and provides sear results.

So in your search results, it will display your subscriptions and results for them.

That is the whole thing about account linking, it optimizes search experience, and accessing your subscriptions, and gives you access across the web.

At its heart it is a converstion and retention strategy.

Set up a call with Etienne.

Audience will be a Business User

* Something a publisher would do
* Not an end user

Developers.google.com/new/subscribe/guides

===My Assignment is to Write up the Setup

Purchase Flow

You come to subscribe, you want digital access. If you click subscribe it takes you thorugh the normal work flow.

If you subscribe with google, it takes you through google’s workflow

Linking the Google SKU with our offer

So when we come to this page, and we make the GET offers call

When we do a getOffers call,

Google requires SkU ID

Enter the SKU ID, which is linked with our

OfferGroupID

So will need to show how to get the “subscribe with google” thing on to the page.

So we are linking the our OfferID with the Google SKU ID

What I will have to do is write a business document for a user, how to set up Subscribe with Google.

Then will have to show how to get the button there.

There are setup requirements for setup for ‘M’

The first publisher will MNG. MNG is using OZero,