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Store Teardowns

Scopely

Web Stores

Scopely offers web stores for the following apps:

- WWE Champions
- Star Trek Fleet Command
- Marvel Strike Force
- The Walking Dead: Road to Survival
- Looney Tunes World of Mayhem
- Yahtzee with Friends
- Tiki Solitaire TriPeaks

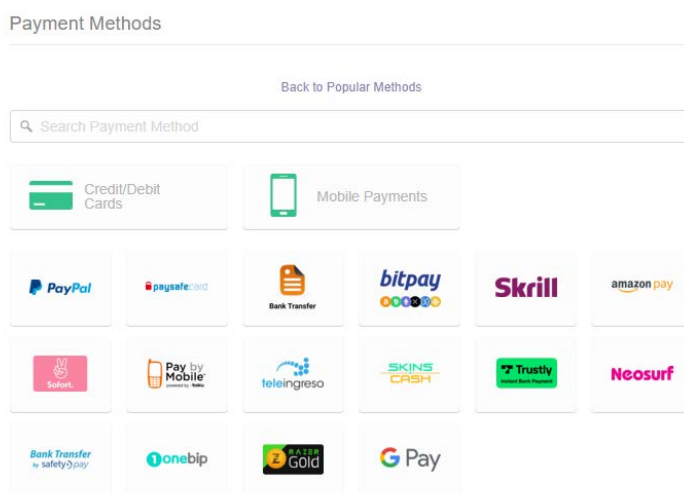
The web stores are located in a shop or special offers section on each app’s website. To access Scopely’s web stores, players must create a ScopelyID. Players can use this ScopelyID to link accounts for all Scopely apps they play.

Payments

Scopely’s web stores use Xsolla to process payments ([image](#)). Payment methods include:

- Credit/debit cards
- Bank transfers
- Mobile payments
- Skrill
- Amazon Pay
- Neosurf
- Razer Gold
- BitPay
- Regional options (e.g. Teleingreso in Spain or Sofort throughout Europe)

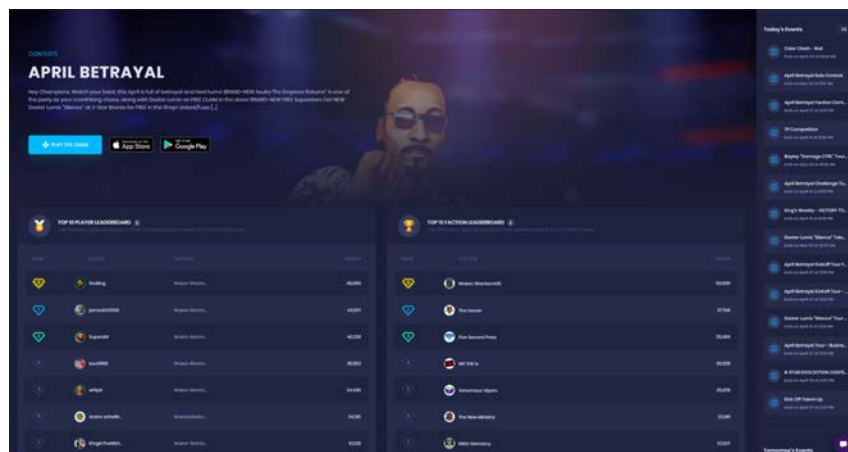
After a player purchases an item via the web-based payment system, it appears in the player’s inbox within the app.



WWE Champions

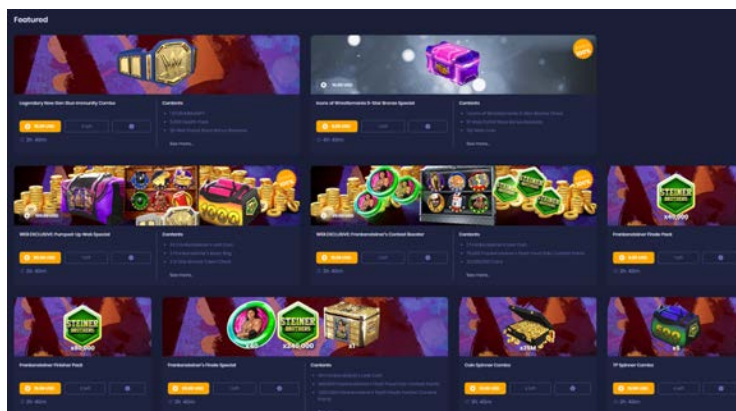
Web Store

When players log in to the WWE Champions website, they are taken to a dashboard displaying player stats, currencies, news, and various leaderboards ([image](#)). This page also promotes contests and giveaways tied to the web store.



Players access the web store in the “Special Offers” section of the site. Offers that are available in both the in-app store and the web store generally have the same prices, although some cost more in the web store (which is very unusual). Many web-exclusive offers have large discounts.

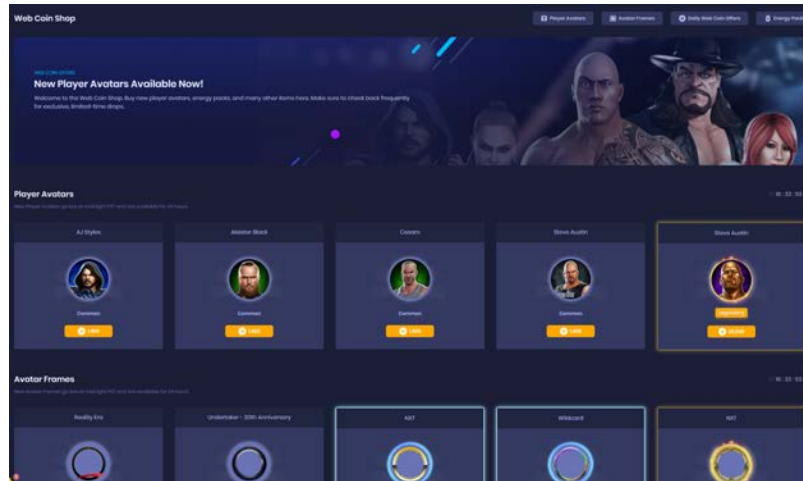
Due to the large number of web-only offers, the web store offers a wider variety of items than the in-app store ([image](#)). All offers on the page (excluding currency purchases and daily deals) include a prominent timer displaying how much longer the offer will be available. These timers range from hours to days.



Loyalty Program

All transactions made through the web store award loyalty tokens (web coins). Players earn 15 tokens for every \$1 USD spent via web payment. The tokens can also be bought directly in the web store.

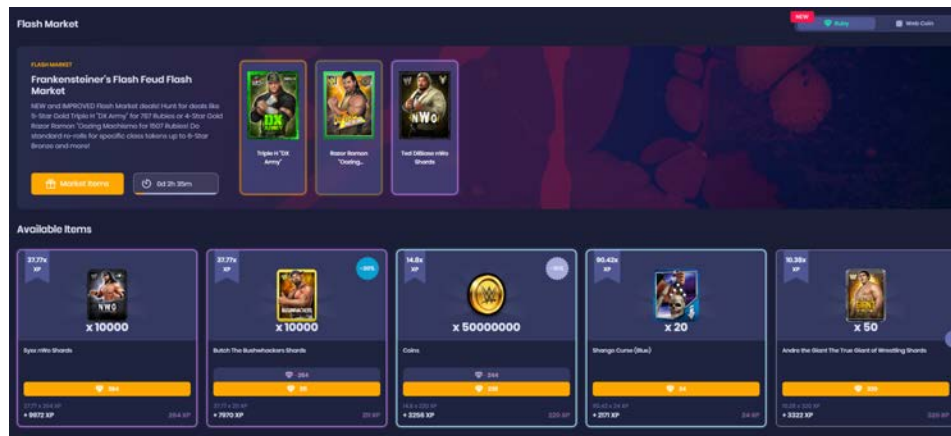
Players spend tokens in the Web Coin Shop, which has its own page on the website ([image](#)). All the items in the shop, except energy packs, refresh every 24 hours. This store offers currency and items for in-game use, avatars for players’ web profiles, and energy that players can use to play a web-exclusive mini-game.



Flash Market

The “Flash Market” section of the website gives players another way to spend their loyalty tokens ([image](#)). Players receive a selection of offers that they can only buy with loyalty tokens. They can refresh the offers for free every 48 hours, or they can spend loyalty tokens to refresh them instantly. Spending tokens to refresh also produces rarer offers. Each new offer also receives a random discount of up to 80%, giving players an added incentive to keep refreshing.

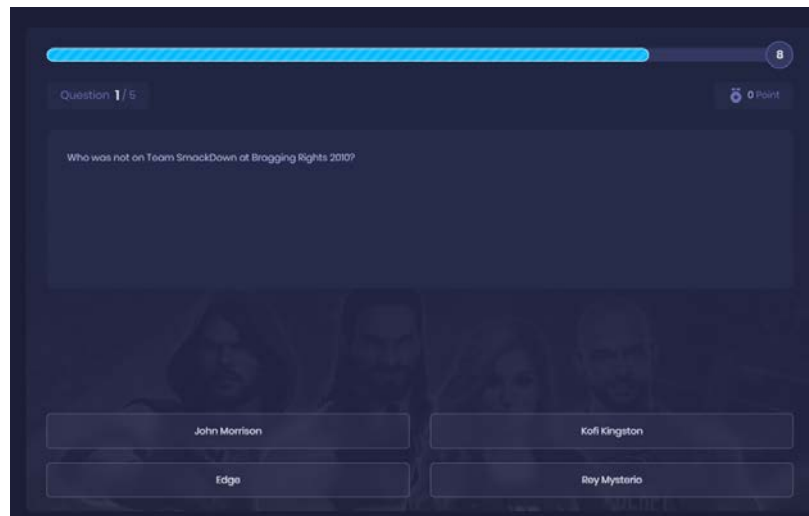
Making purchases and refreshing the market awards XP for milestone rewards.



Trivia Rumble

Trivia Rumble is a mini-game that's only available on the website. Players spend one energy point to compete in a five-question round of trivia ([image](#)). Getting a question wrong ends the round. Three energy points are refreshed every 24 hours, but players can spend loyalty tokens to speed this up.

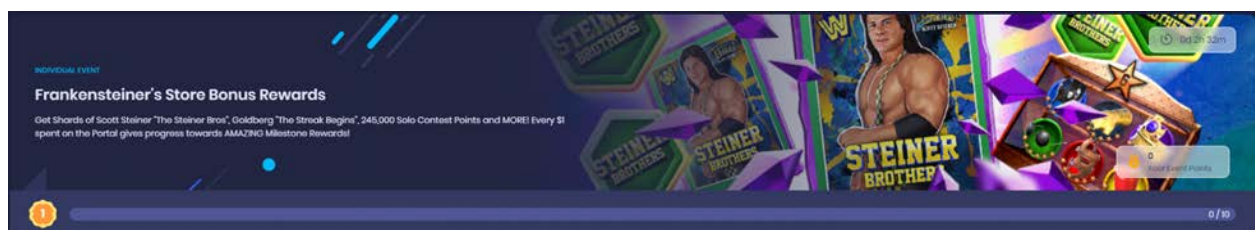
Trivia attempts reward players with loyalty tokens, and players earn additional loyalty tokens based on their ranks on a leaderboard.



Events

During events in WWE Champions, many of the featured items in the web store are event-themed and available only during the event. These events are advertised extensively on WWE Champions' social media pages.

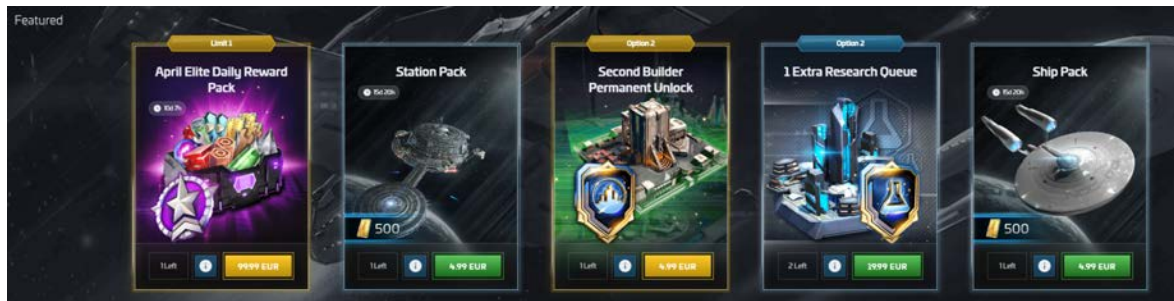
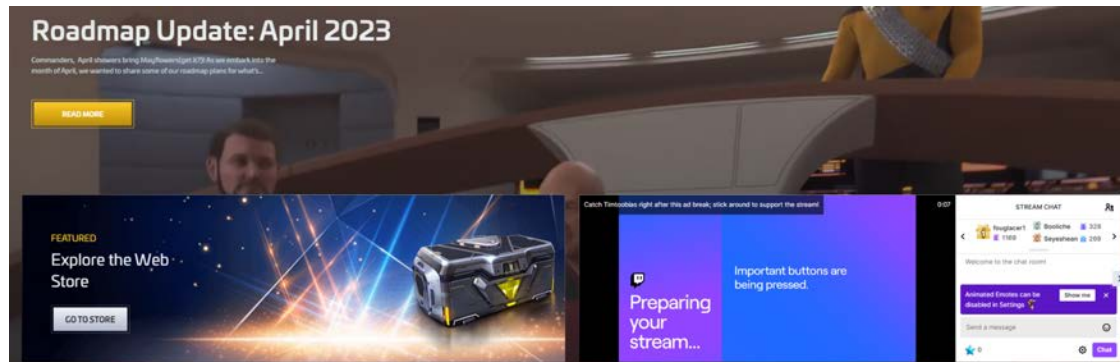
Scopely further incentivizes web-based payments during these events by creating a premium reward progression that rewards players based on how much they spend during the event ([image](#)).



Star Trek Fleet Command

Web Store

Players access the web store by visiting the “Store” section of the Star Trek Fleet Command website and linking their in-game account with their ScopelyID ([image](#)). The web store contains a small number of special offers, which are also available in the app. Web store prices are approximately 15% lower than in-app prices.



Loyalty Program

Making purchases in the web store or in the PC version of the app awards loyalty tokens (multiphasic credits). After players make their first purchase, a new loyalty store tab appears in the game’s store menu ([image](#)). Players can spend loyalty tokens on five different bundles that contain heroes and in-game resources ([image](#)).

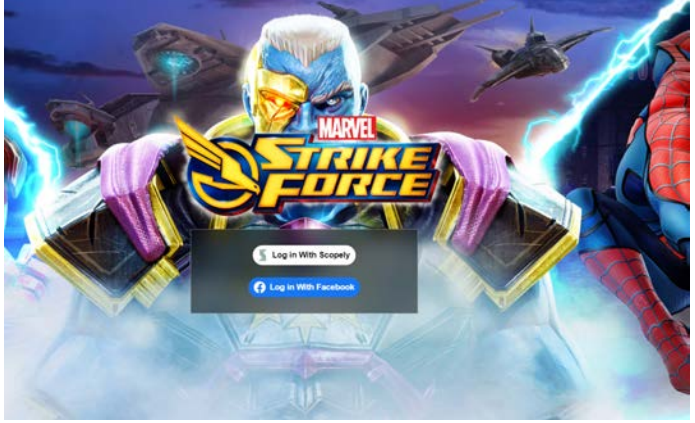
Promotions

Scopely does not appear to advertise its web store on social media; however, there is a link to the store in the launcher for the app’s PC version.

Marvel Strike Force

Web Store

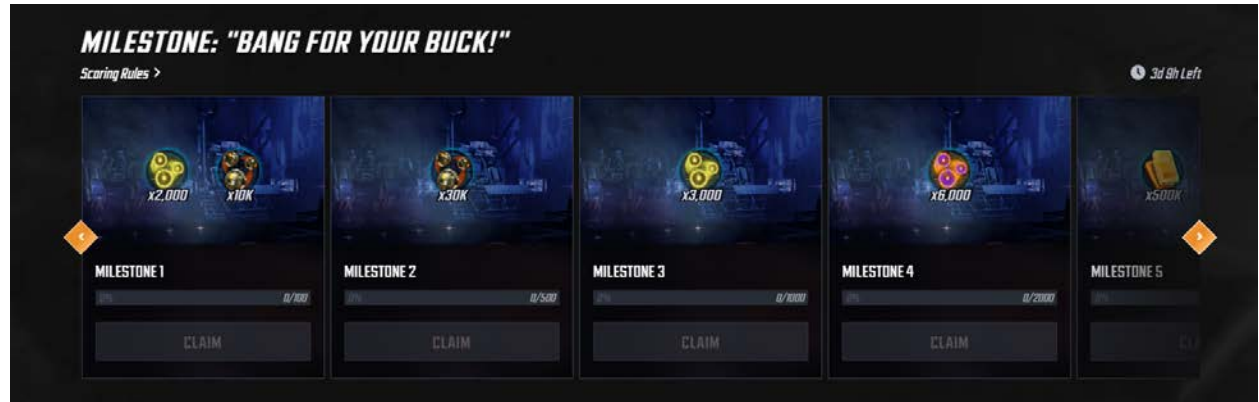
Scopely's Marvel Strike Force web store allows players to purchase in-game resources with the added bonus of earning loyalty tokens. When players first open the web store, they are greeted with a landing page that asks for their ScopelyID and password ([image](#)).



Once players are logged in, they can access the web store and an events page. The store offers in-game resources at the same price as the in-app store; however, each purchase in the web store also awards loyalty tokens.

Loyalty Program

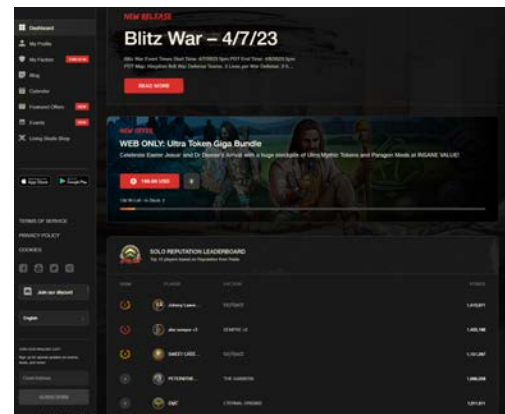
Loyalty tokens fill a meter on the events page that grants rewards at milestones ([image](#)). Players can also complete web-exclusive challenges that involve in-game actions, such as spending premium currency.



The Walking Dead: Road to Survival

Web Store

Logging in to the website with a ScopelyID displays a dashboard where players can read news and learn about events, updates, and new web store bundles. Players can also view solo and club leaderboards ([image](#)).

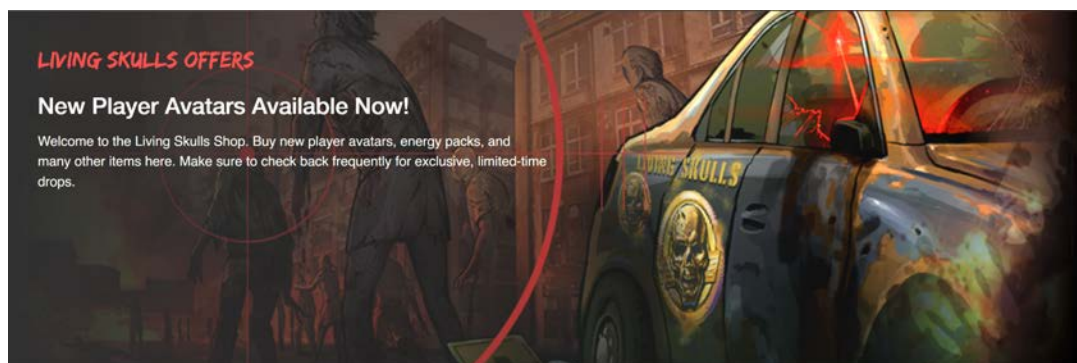
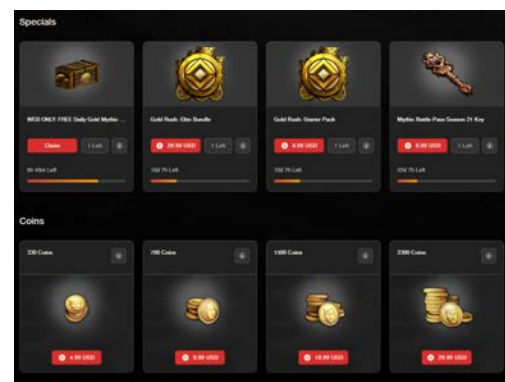


The web store is located in the “Featured Offers” section of the site, which includes a few featured offers and allows players to buy discounted currency, web-exclusive bundles, battle passes, battle pass points, and various in-game items ([image](#)). Many of these items cannot be bought in the in-app store, which is largely limited to currency, currency passes, and some in-game resources. Players earn daily rewards for logging in to the web store.

The featured bundles range from \$50 to \$200. As of 04/19/2023, this includes a premium battle pass bundle that is priced at \$49.99 and a \$199.99 bundle containing a variety of resources ([image](#)) ([image](#)).

Loyalty Program

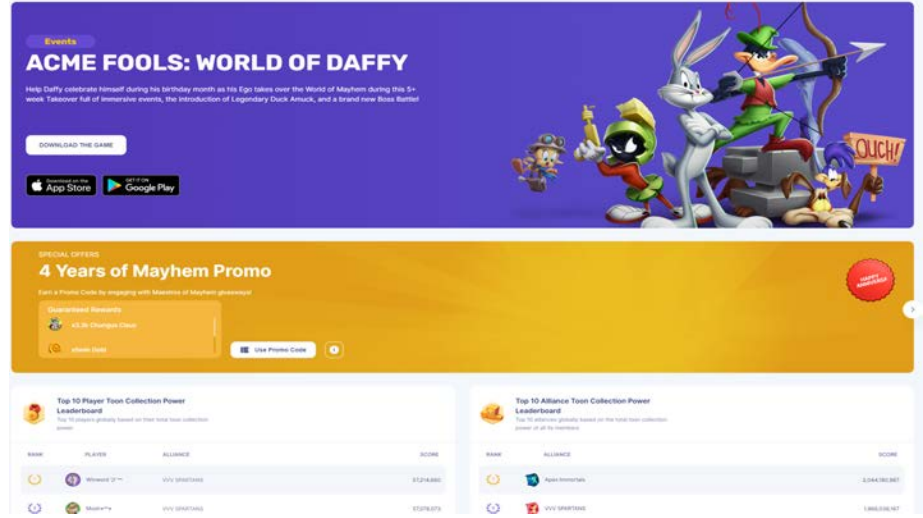
Making a purchase in the web store awards loyalty tokens (living skulls), which players spend in the loyalty shop section on the site (Living Skulls Shop). The loyalty shop contains a small number of avatars and a few types of in-game resources ([image](#)).



Looney Tunes World of Mayhem

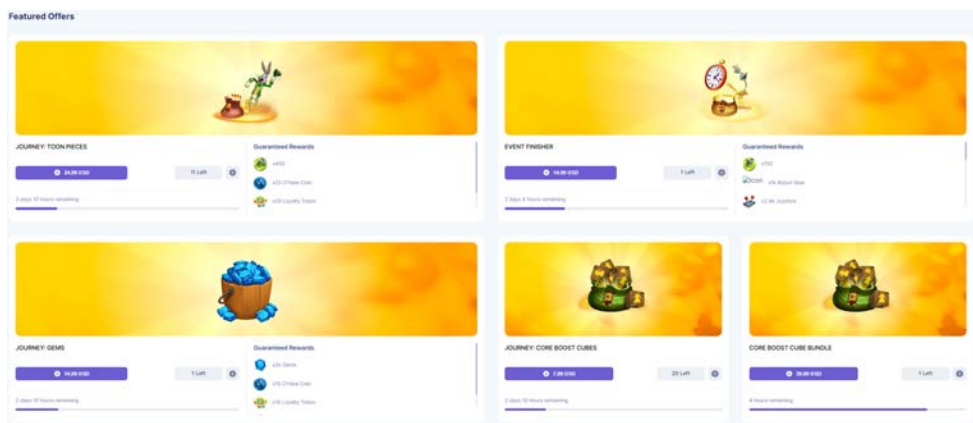
Web Store

Logging in with a ScopelyID takes players to a dashboard that displays news and leaderboards ([image](#)). The dashboard page also informs players about special offers and new items in the web store.



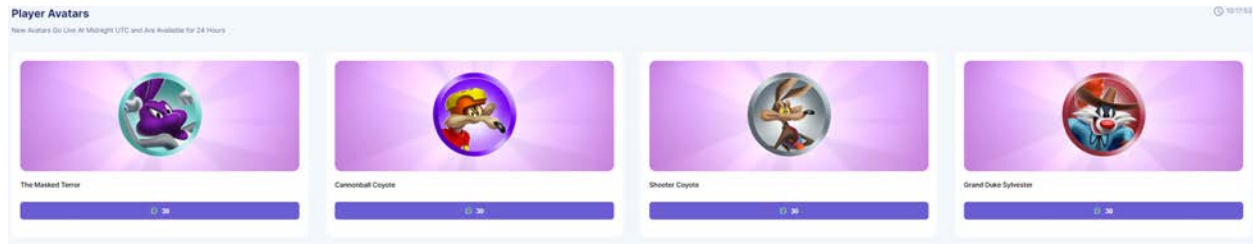
Players access the web store on the "Special Offers" page. The web store offers a significantly larger selection of currency, tickets, boosts, and bundles than the in-app store, often at large discounts ([image](#)). For example, premium currency bundles in the web store contain different amounts of currency at a lower price point compared to the in-app store (approximately 25% cheaper) ([image](#)).

Although it does contain some lower-priced items, this web store skews more toward higher price points than Scopely's other apps. Currently, it offers four bundles that are priced at \$99.99, with many others in the \$20-\$50 range.

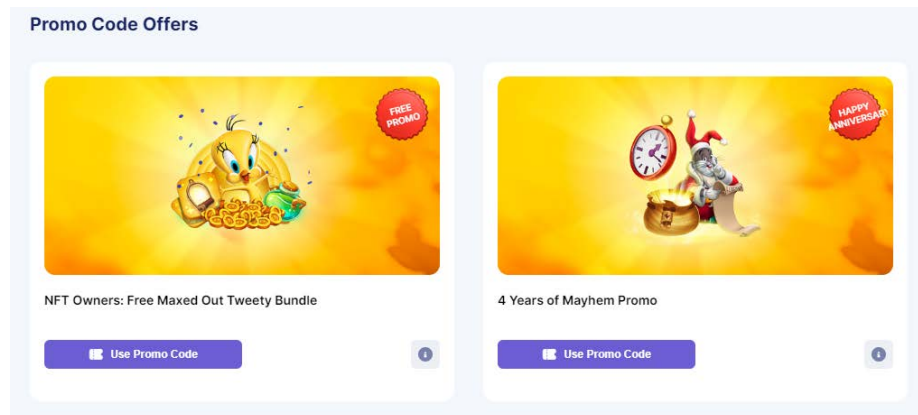


Loyalty Program

Making a purchase in the web store awards loyalty tokens (beecoin). The loyalty store allows players to exchange their tokens for boosts, in-game resources, and avatars. The selection of avatars refreshes every 24 hours ([image](#)).



Promotions



A promo code section in the web store contains a small number of off-app promotions ([image](#)):

4 Years of Mayhem!

The 4 Years of Mayhem promotion links players to eight different Youtube content creators who are giving away ten promo codes each to viewers of their Youtube channel. Players can redeem these codes on the web store page for a bundle that contains rare character shards and currency.

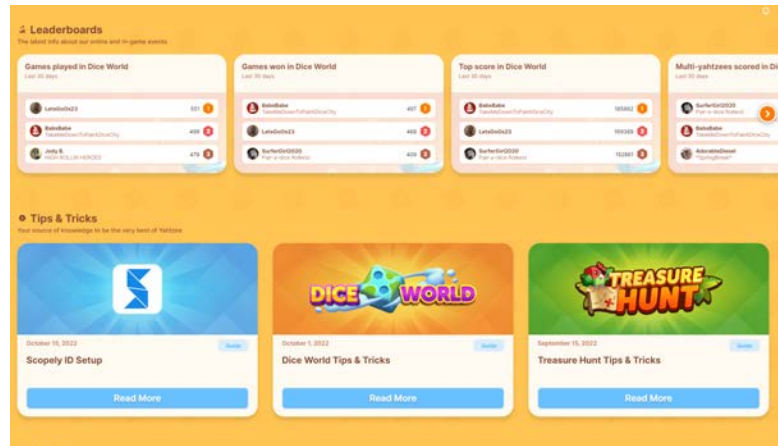
NFT Owners: Free Maxed Out Tweety Bundle

Players who buy a “What’s Up, Block?” NFT receive a promo code for the web store. Entering the code awards a bundle that contains rare character shards, currency, resources, and boosts.

Yahtzee with Buddies

Web Store

Logging in to the Yahtzee with Buddies site with a ScopelyID takes players to a dashboard with leaderboards, news, and game tips ([image](#)).

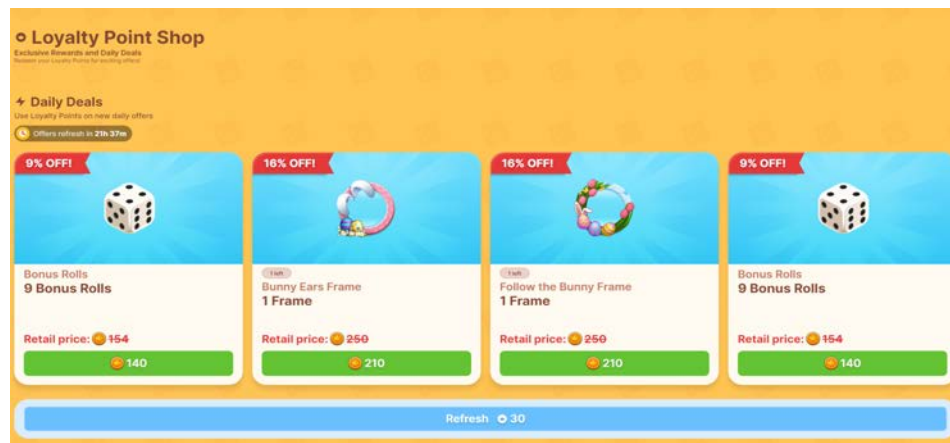


Players access the web store in the “Store” section of the site ([image](#)). When logging in for the first time, players can claim a welcome gift of five bonus rolls.

The web store offers featured bundles, bonus rolls, and packs of stickers for a collection, while the in-app shop only allows players to buy bonus rolls and currency. Bonus rolls cost 10–15% less in the web store and most of the bundles include sticker packs and tournament tickets. The web store also offers daily login rewards.

Loyalty Program

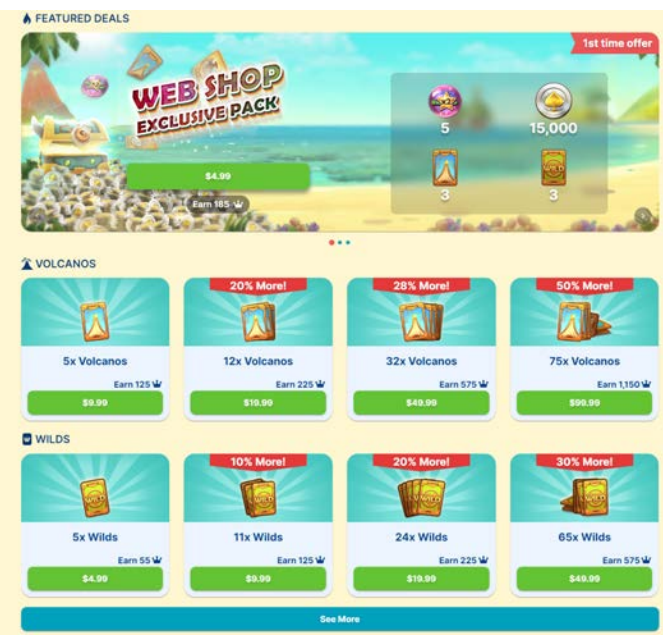
Purchases in the web store award loyalty tokens that players can spend in a loyalty store. Yahtzee with Buddies is one of the few apps that also allows players to directly buy loyalty tokens in the web store. Players can exchange loyalty tokens for bonus rolls, cosmetics, and stickers in the loyalty store ([image](#)). Cosmetics include dice skins, profile frames, and wallpaper. Players can also spend loyalty tokens to refresh the loyalty store’s special offers.



Tiki Solitaire TriPeaks

Web Store

Logging in to the Tiki Solitaire TriPeaks website with a ScopelyID takes players directly to the web store (image). The web store offers a small number of limited-time web-only bundles as well as currency, cards, and boosts. The boosts and one type of card are exclusive to the web store. Instead of discounted prices, web store deals offer more value for the price (image). Featured bundles offer up to 140% more cards and currency for the price while regular bundles offer up to 50% more.

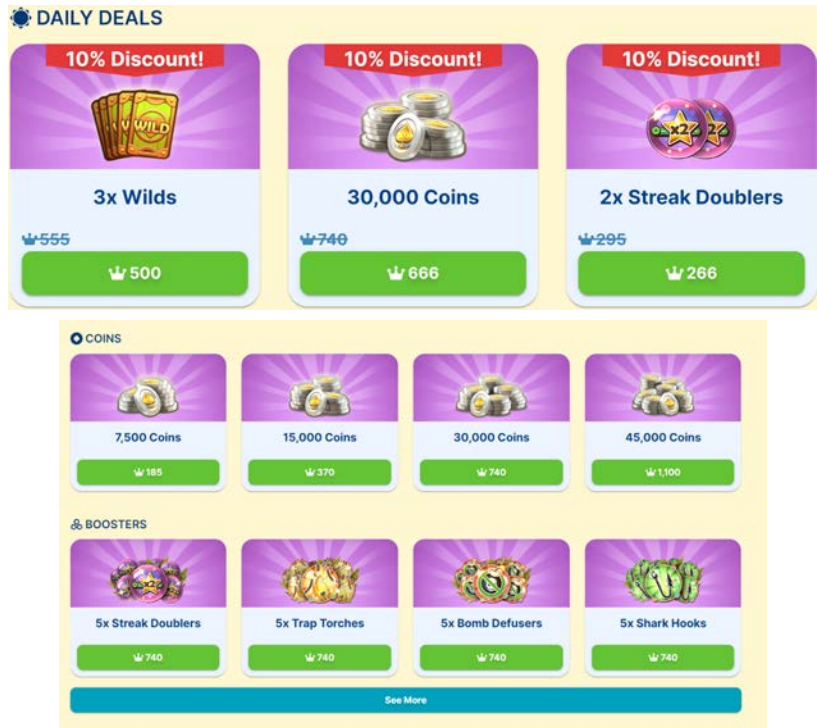


In contrast to many of Scopely's other apps, Tiki Solitaire TriPeaks' web store offers a smaller selection of bundles than the in-app store. The web store bundles also have lower price points than those in the in-app store.



Loyalty Program

Making purchases in the web store awards loyalty tokens, which players spend on currency, cards, and boosts in a loyalty shop (image). Daily deals in the loyalty shop offer discounts of up to 10% (image).



Promotions

Compared to other apps, Tiki Solitaire TriPeaks frequently advertises its web store on social media. The app’s Twitter and Facebook pages promote new deals in the web store, remind players to claim their free rewards, and provide links to the store ([image](#)).



Payment

When making purchases in the web store, Tiki Solitaire TriPeaks players have fewer payment options than in other Scopely apps. Payment options are limited to credit/debit cards, Google Pay, Amazon Pay, and Paypal.

This Week's Top Ten Clubs!
March 24th, 2023

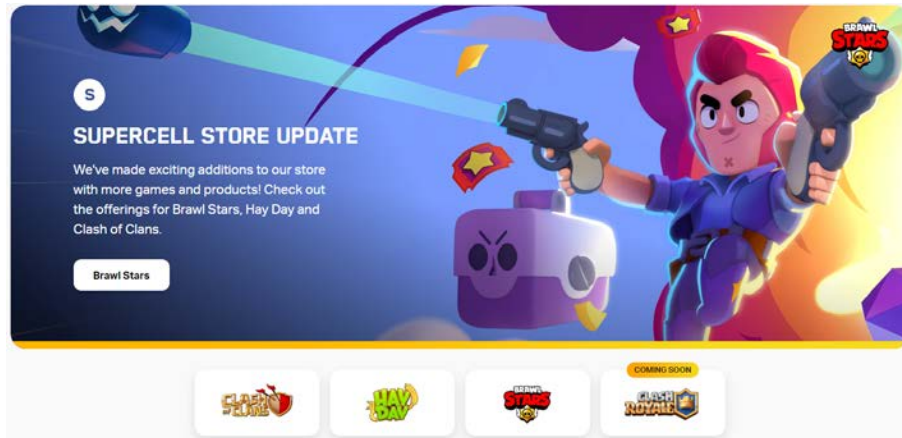
Rank	Club Name	Total Club Points
1	Barnaby&Friends	1,039,535
2	Bulldogs	893,128
3	Clarma	820,871
4	The Renaissance	688,884
5	Firefly Tiki's	453,236
6	Renacer	399,898
7	LazyTown	391,609
8	El Idioma uno	249,836
9	Just For Fun	338,858
10	TheBez	332,464

TIKI SOLITAIRE TriPeaks

Supercell Store

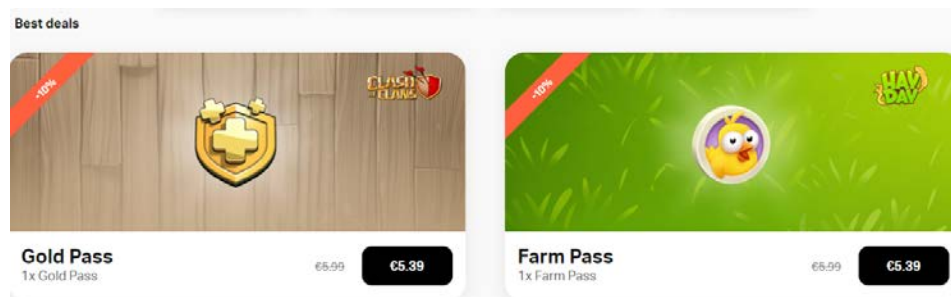
Web Store

The Supercell Store allows players to buy currency for Clash of Clans, Hay Day, and Brawl Stars ([image](#)). Players can also buy battle passes for Clash of Clans and Hay Day. There are plans to add items for Clash Royale to the store in the future.



Players access the store through a dedicated site. Before accessing the site, players must first create a Supercell ID by going into the in-game settings menu. Players enter their email address and are sent a verification code. Once this registration process is complete, players can link their accounts by logging in to the web store using the same email address. Logins are always handled using email verification codes, which means players do not have to memorize any passwords.

Players can view deals for all three apps on the main page or visit each app's individual page. The battle passes for Clash of Clans and Hay Day are highlighted in a "Best Deals" section at the top of the page ([image](#)).




These passes are sold at a 10% discount compared to the in-app store. Beneath the passes, the store reminds players that they can also gift passes to people on their friends list ([image](#)).

DONATE OR KEEP?

Get a pass for a friend – or keep it for yourself! The passes are instantly available in your inventory, but activate them when you're ready.

[Learn more](#)

SUPERCELL 



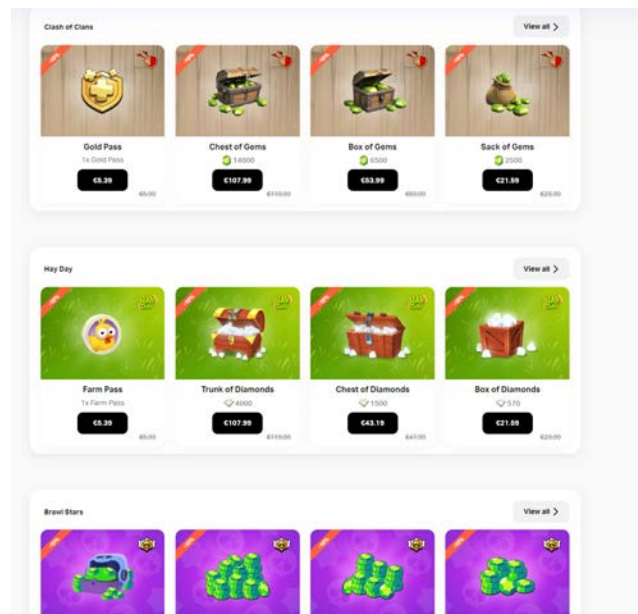
Scrolling down shows currency and battle pass deals for each app, along with links to each app's respective store page ([image](#)). At the bottom, there is an FAQ with information about linking Supercell accounts, donating battle passes, and fixing common problems with purchases.

Payments

The Clash of Clans store allows players to initiate purchases straight from the main page. Accepted payment methods include credit/debit cards, Apple Pay, Paypal, and some regional payment options.

GEOs

As of now, the Supercell Store is only available in Europe and Japan.

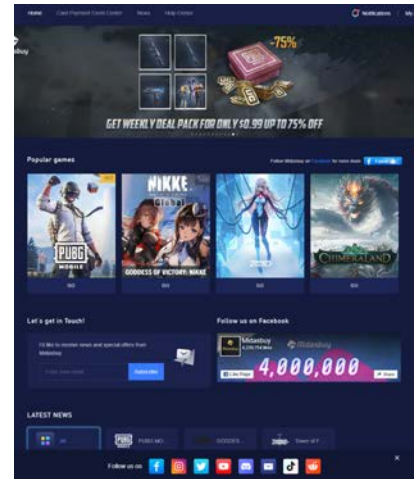


PUBG Mobile

Midasbuy

PUBG Mobile players can use Midasbuy—a sanctioned third-party top-up service—to purchase premium currency at a discount compared to the App Store or Google Play Store. Players use their email address to sign up for an account on the Midasbuy website. Currently, there are no methods of accessing Midasbuy through the app, requiring players to learn about the web store through social media, Discord, or influencers.

Players can reach the PUBG: Mobile store from the main page on Midasbuy’s site ([image](#)). This takes players to a page that displays news, deals, and social media promotions. Going to the “Purchase” page immediately shows players the available currency deals and payment methods, along with a scrolling display at the top advertising current promotions ([image](#)). At the time of writing, players receive an exclusive cosmetic when they link their player ID to a Midasbuy account.



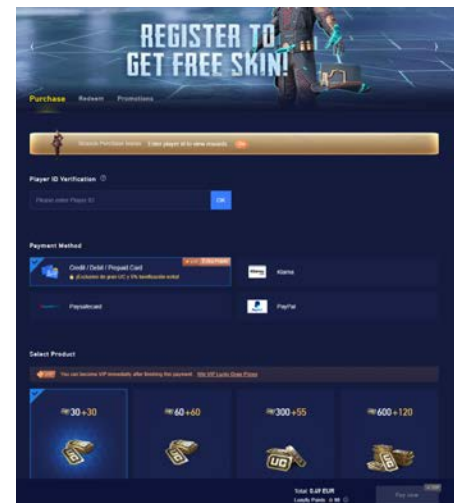
Payment Flow

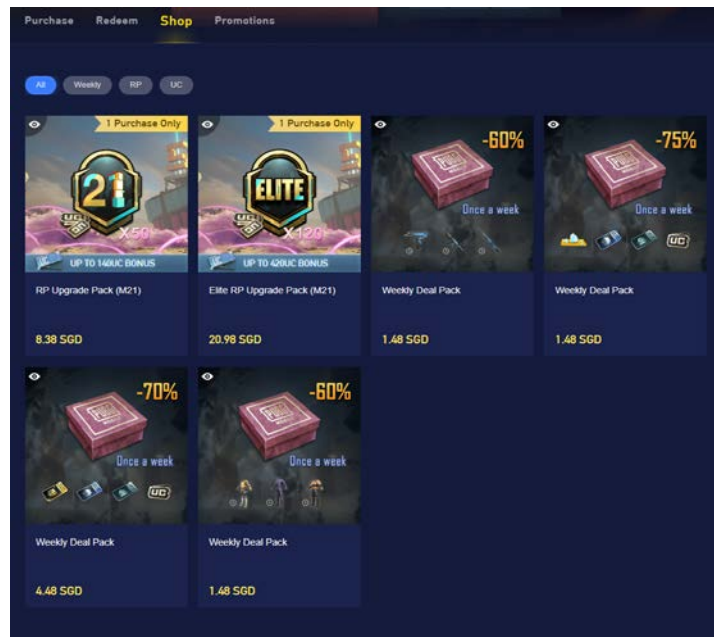
On Midasbuy’s PUBG Mobile page, players input their in-game ID number, choose a payment option, and pick a currency amount before being directed to a payment page. Once the payment is verified, players will automatically receive the purchased premium currency or item in their accounts.

GEOs

There is significant regional variation when it comes to the items available in the web store. Players select their country manually, which allows them to see what is available in other regions. For example, in Spain and Canada, there is only one store page that exclusively sells currency ([image](#)).

However, players in other countries, such as Pakistan, Singapore, Australia, and Germany, can access an extra store page ([image](#)) that offers weekly bundle deals, weapon skin bundles, and battle pass upgrades ([image](#)).



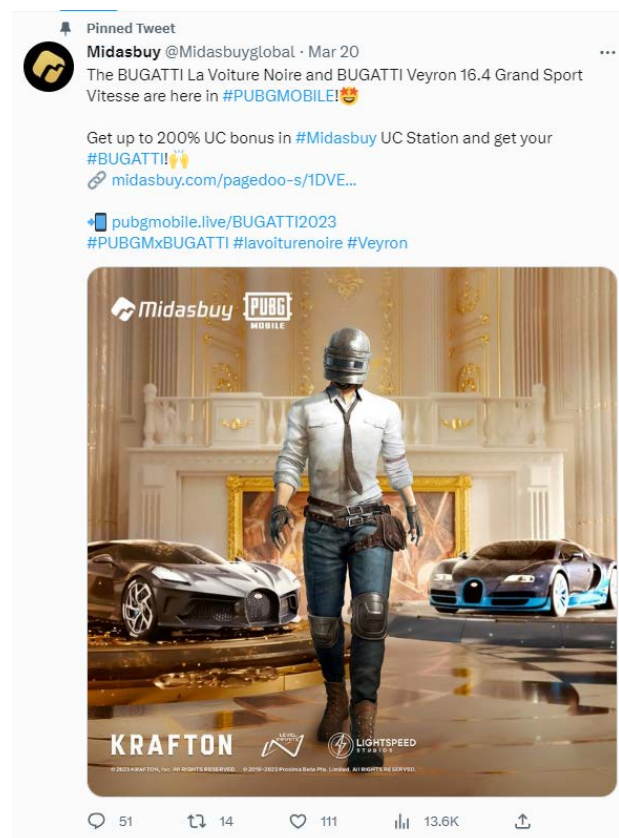


VIP Program

Players accumulate VIP points for each purchase on the Midasbuy platform, which increases VIP tiers and allows players to buy lottery tickets for prize draws. Prizes include premium currency, cosmetics, and other in-game assets. The VIP program also gives players priority access to customer service. According to the site's VIP UI, there are more VIP features slated for future releases.

Promotions

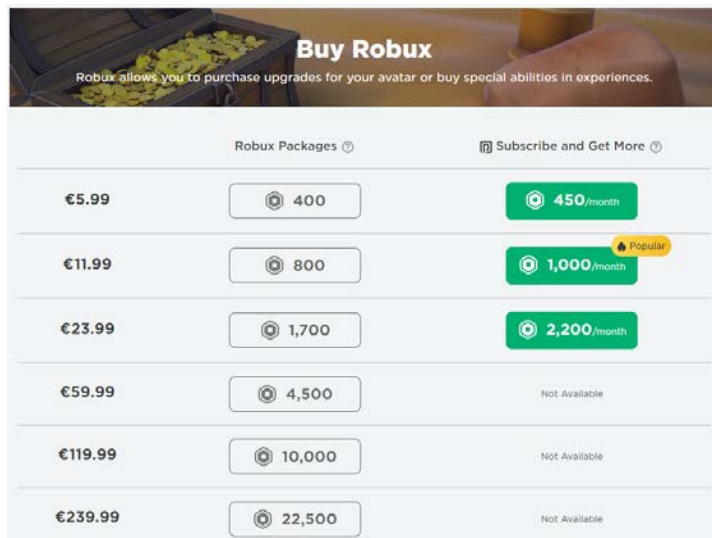
Midasbuy runs several off-app promotions to get players to engage with the platform's social media pages ([image](#)). Players can follow Midasbuy on Facebook, Twitter, Instagram, and TikTok for a chance to win PUBG currency and other rewards. Midasbuy's social media pages extensively promote deals, battle passes, and events for PUBG and other apps.



Roblox

Web Store

Roblox allows players to buy in-game currency through its website ([image](#)). This site replicates the app's UI, which eases players into the payment process. The web store offers many of the same currency bundles as the in-game store at the same price points. The two lowest-priced bundles are only available in-app, but the web store offers higher-priced subscriptions.



Gift Cards

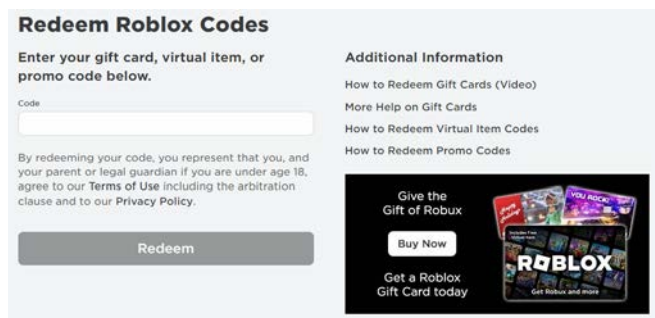
Players can buy and redeem web-exclusive gift cards through the web store that add the dollar amount to their in-game balance, which can then be used for IAPs ([image](#)). Each gift card also awards an exclusive cosmetic upon redemption, and comes with a code for an additional cosmetic. There is currently no way to buy or redeem gift cards through the Roblox app.



To access the gift card store, players must log in to their account through the Roblox website. Once there, the gift card option is available on the sidebar menu.

There are two buttons up front: "Buy a Gift Card" and "Redeem a Card". After clicking "Buy a Gift Card", players choose whether to send the amount to themselves or to someone else, whether they want a digital or physical card, the card's cosmetic reward, and a dollar amount.

To redeem the card, players type in the unique code on each gift card in the web store ([image](#)). Once the cash is added to players' accounts, they click a "Use Credit" option to buy in-game currency or a subscription (again, solely through the web store). Alternatively, players can directly input the gift card code when making a purchase through the web store.



Zynga Store

Web Store

Zynga’s web store is available for five apps:

- Empires & Puzzles
- Zynga Poker
- Hit it Rich! Slots
- Wizard of Oz Slots
- Words with Friends 2



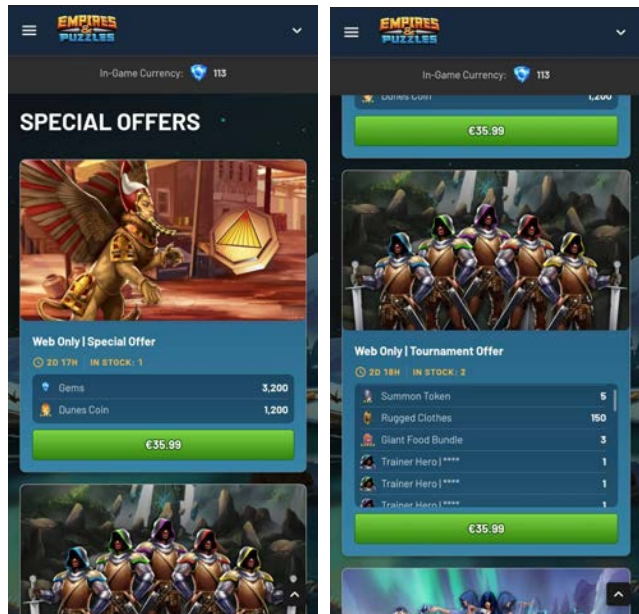
Players do not have to provide an email address or create an account in order to access the store. Visiting the Zynga Store site presents players with QR codes for each app ([image](#)).

Players access the web store by using the device on which the app is installed to scan the corresponding QR code. This opens the web store in a browser on the device. Alternatively, players can visit each app’s web store on their device and click on the “connect” button, which launches the app and links players’ accounts.

This method provides an easy experience by allowing players to link their accounts with just a QR code and a couple of taps. However, this also limits access to the web store to mobile devices ([image](#)).

The Wizard of Oz Slots, Hit it Rich! Slots, Zynga Poker, and Words with Friends 2 web store pages exclusively sell currency and offer 10% more currency for the price than the in-app store ([image](#)), ([image](#)).

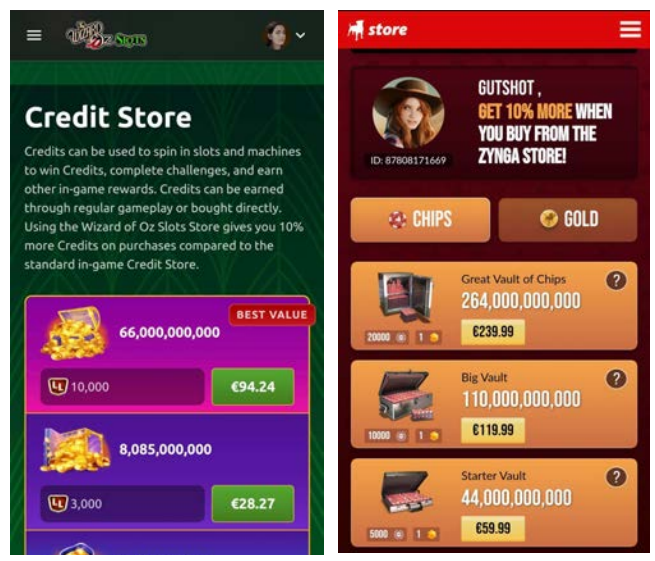
The Empires & Puzzles store not only gives players 10% more currency for the price but also offers several web-only special deals on bundles containing heroes, resources, and other in-game items. Once a week, players can collect a free reward in the web store ([image](#)), ([image](#)).



Payments

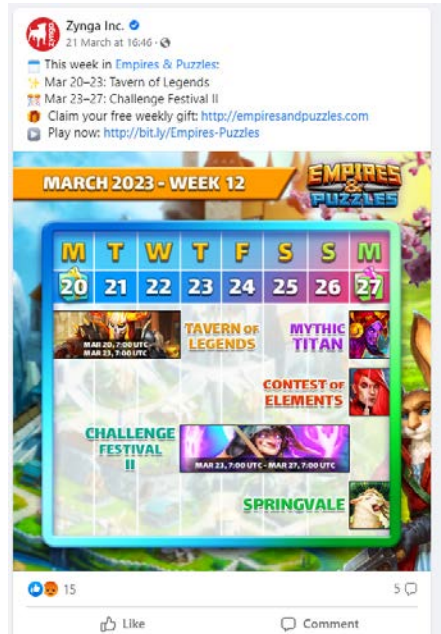
The minimalist design of these stores makes purchasing simple. Once players' accounts are linked, tapping on an offer immediately brings up a selection of payment methods. The store currently accepts credit card payments (processed by Stripe), Paypal, and Google Pay. According to the store's FAQ, Zynga plans to make other methods available in the future.

After making a purchase, players immediately receive a notification and in-game access to their purchased items.



Promotions

Zynga makes moderate use of social media to promote its web stores (image). For example, posts on Zynga's Facebook and Twitter pages contain news about Empires & Puzzles and remind players to claim their weekly free reward (image). A link directs players to the Empires & Puzzles web store.



Game of Thrones: Conquest

Web Store

Players can access the Game of Thrones: Conquest web store by clicking on the “Buy Gems” button on the app’s website. Players then log in and link their accounts using the same Facebook, Google, or Apple account they use in the game.

The web store consists of a single page that sells premium currency, which cannot currently be purchased in-app ([image](#)). Buying a bigger currency pack offers players more value, with the smallest pack offering 5% more currency for the price and the largest pack offering 20% more. The largest currency pack is listed at \$999.99. A single special offer (no time limit indicated) gives players a 10% discount on one of the more expensive currency packs (\$89.99).



Compared to the web store, the in-app store offers a much wider variety of items, including resource, character, and equipment bundles. Players can buy these offers using cash or currency.

A regular in-app store sells individual boosts and resources, but players cannot buy these using gems.

Payments

Once they’ve signed in and linked their accounts, players click on a “Buy now” button to immediately bring up a list of payment options, or “Add to cart” to continue shopping. Players can pay for their purchase using:

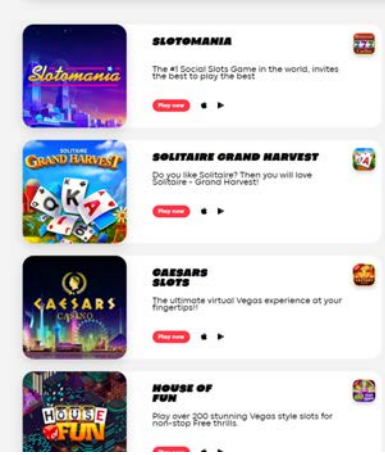
- Credit/debit cards
- PayPal
- Amazon Pay
- Skrill
- Skins.Cash
- Venmo
- Google Pay

Playtika

Websites and Browser Versions of Apps

Playtika has individual websites for their most popular games, but these sites do not have web stores. However, Playtika's most popular apps, such as Redecor, Caesars Slots, and WSOP, include browser and desktop versions ([image](#)). These versions allow Playtika to sell directly to players without violating Apple or Google's ToS.

The website for Redecor includes a "season pass" page with a timer displaying how much time is left in the season ([image](#)). Clicking on "buy now" launches the browser version of the app.



Promotions

Playtika strongly encourages players to follow them on social media, specifically Facebook. To incentivize players to do so, Playtika gives them daily rewards, unlocks gifting, and grants additional bonuses for players who follow them.

VIP Programs

Playtika also maintains a unique VIP reward system. In this program, players earn points from purchases in any Playtika app. As players earn points, they unlock exclusive rewards and other perks.

Green is IN!

Time to design for a greener future

24 Days | **7** Hours | **55** Min | **31** Sec

The Evergreen Season is officially here and we're all about channeling nature's vibes, from lush greenery to sustainable practices

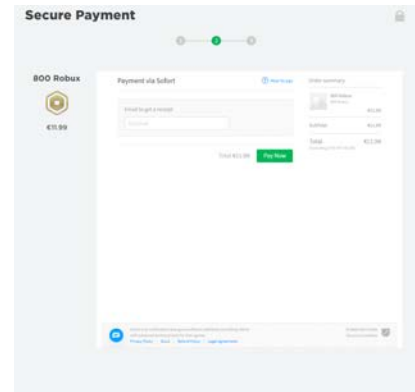
[Buy Now](#)

Partners

XSolla

Overview

Xsolla is a B2B product that offers multi-platform publishing services to game developers ([image](#)). They provide a customizable client app launcher, player ID and login systems, integrated revenue sharing programs for partners, and a website builder. Game developers can also sign a licensing agreement with Xsolla to access Pay Station—a full-service tool that lets Xsolla act as the merchant of record, offering global compliance guarantees, an anti-fraud system, 24/7 customer support, subscription integration, and over 700 payment options. Compared to the Apple Store’s 30% cut, Xsolla only takes 5%.



Global Market Reach¹

Xsolla offers a wide range of international payment options. While major credit cards and PayPal dominate the U.S. market, countries like China, South Korea, Indonesia, and the CIS heavily rely on region-specific payment sources, such as Alipay, Kakaopay, cash, and an increasing variety of digital wallets.

- Around 60% of transactions in Brazil are through credit cards and are paid in installments. Cash payments account for 20% of the market share and include the usage of Boleto Bancário, which is a major Brazilian push system.
- Indonesia’s transactions are split up between a number of local and international payment methods, like GoPay (15% market share), OVO (15%), Alfamart (10%), and Doku Wallet (3%). Overall, these alternative payment methods that aren’t major credit cards or PayPal account for around 70% of the market transactions.
- The majority of Thailand’s transactions happen through credit card payments, making up about 71% of the market share. True Money (9%) and Rabbit Line Pay (1%), which cater to those who do not have bank accounts, make up the brunt of alternative payment methods.
- Consumers in India strongly favor digital wallets, direct bank transfers, and cash payments, with credit cards only making up 29% of the market share. India also has

¹ Data points were sourced from Xsolla and publicly available information.

notable barriers for apps once they become successful enough due to government-mandated tax and compliance systems, such as the high-profile case that led to PUBG Mobile being banned in 2020.

Implementations

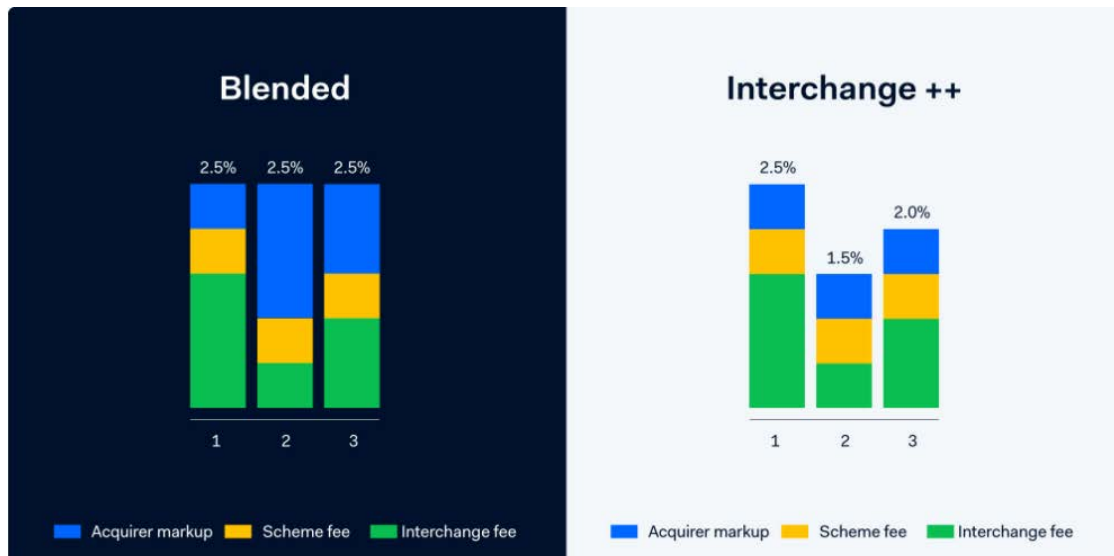
- Both Twitch and Steam have used Xsolla to expand their paying user bases and increase revenue. International users are now able to pay for products on both sites using a much larger variety of payment forms, including regional solutions such as integrating game wallet refills in cash kiosks throughout the CIS.
- Nexters partnered with Xsolla to create a web store for Hero Wars and to support compliant payments from Japan, South Korea, and Taiwan. This allowed players to pay with 245 different options and increased revenue tenfold during their partnership.
- Xsolla integrated a gift card program for Roblox that increased ARPPU by 35%. Each gift card comes packaged with a rotation of free cosmetics and essentially allows players to purchase in-game credits directly from Roblox.
- Scopely uses Xsolla to process payments in its web stores.

Adyen

Overview

Adyen is a payment processor and merchant account provider for businesses that seek cross-platform integration and a fully customizable payment flow.

They offer more flexible transaction fees that are calculated at a more granular level than other providers, which leads to lower fees overall ([image](#)). When compared to other payment processors, like Stripe or PayPal, that average out fees more broadly, Adyen calculates each payment method and charges more accordingly.



However, Adyen requires significantly more work to implement. It targets large operations that have the capacity to integrate a custom solution and have enough existing revenue numbers that can offset the longer process. Because Adyen provides singular merchant accounts for each of its partners, developers will need to apply to be partners before getting started.

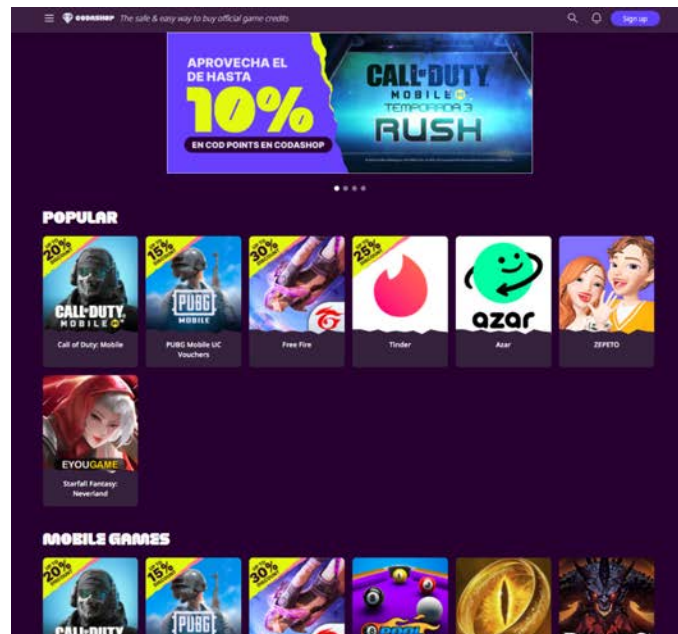
Codashop

Overview

Coda Payments' Codashop is a third-party top-up service that can act as an intermediary store for apps. According to Codashop's documentation, developers can partner and integrate their app within 2–3 weeks, which makes it a viable option for apps that are looking to quickly introduce external payments. The store is available internationally and can take a wide variety of local payment methods.

Players access their preferred app's shop through the Codashop website, where all the available apps in a player's country are displayed on a single page ([image](#)). Players are required to input their in-game player ID in order to buy and receive their in-game currency or subscription, which is instantly transferred to their in-game accounts after payment. Codashop also allows players to buy codes that can be redeemed as a gift card.

The biggest drawback with Codashop is that developers end up outsourcing the entire payment flow and UI to Coda Payments, which means losing a certain amount of control with paying players' experiences and interactions. Competitor apps could also be listed side by side since all apps are listed on the same landing page.



Apple's New Policies

Overview

At the time of writing, Apple charges the following commission fees on transactions:

- 30% in all in-app purchases
- 15% for developers making less than \$1 million (upon enrollment in Apple's Small Business Program).²

In response to the final ruling of an antitrust class-action lawsuit filed by developer Donald R. Cameron—Apple made a crucial change to their App Store policy in late 2021 to allow developers to advertise off-app purchasing options.³ The changed clause in their App Store Review Guideline is as follows:⁴

3.1.3 Other Purchase Methods: The following apps may use purchase methods other than in-app purchase. Apps in this section cannot, within the app, encourage users to use a purchasing method other than in-app purchase. Developers can send communications outside of the app to their user base about purchasing methods other than in-app purchase.

The change allows developers to use their own payment methods and advertise them to players through methods such as email promotions, social media, websites, and influencers. However, these non-App Store payment methods cannot be advertised or accessed through the app environment itself, as delineated by a preceding clause:

3.1.1 In-App Purchase: If you want to unlock features or functionality within your app, (by way of example: subscriptions, in-game currencies, game levels, access to premium content, or unlocking a full version), you must use in-app purchase. Apps may not use their own mechanisms to unlock content or functionality, such as license keys, augmented reality markers, QR codes, etc. Apps and their metadata may not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than in-app purchase.

Apple also added the following clause in regards to data collection:

² [Apple announces App Store Small Business Program](#), Apple (2020)

³ [Apple, US developers agree to App Store updates](#)
[Developers sue Apple over App Store practices](#)
[Apple updates its App Store Guidelines to permit developers to contact customers about other payment methods](#)

⁴ [App Store Review Guidelines - Business](#)

5.1.1 (x) Data Collection and Storage: Apps may request basic contact information (such as name and email address) so long as the request is optional for the user, features and services are not conditional on providing the information, and it complies with all other provisions of these guidelines, including limitations on collecting information from kids.

This clause lets developers request information such as names and emails, but users must have the option to opt out and access the app without this information.

As of April 2023, the Epic Games v. Apple ruling is still under appeal, which has kept the in-app regulation changes on pause until the appeals court can fully hear the case.⁵ The court began hearing this case in November 2022. If Apple loses the appeal, developers would have the ability to directly offer their own payment methods through their app.

A parallel case that closed in September 2021—involving an antitrust investigation by the Japan Fair Trade Commission—resulted in Apple now allowing reader apps to include a single in-app link that redirects users to developers’ websites.⁶ This link can only be used for the sole purpose of signing users up for an account. Reader apps, by Apple’s definition, “do not offer in-app digital goods and services for purchase” and so this ruling does not affect the current standing of in-app purchases within the mobile gaming industry.

Apple Policy References

- 3.1.1 In-App Purchase: If you want to unlock features or functionality within your app, (by way of example: subscriptions, in-game currencies, game levels, access to premium content, or unlocking a full version), you must use in-app purchase. Apps may not use their own mechanisms to unlock content or functionality, such as license keys, augmented reality markers, QR codes, etc. Apps and their metadata may not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than in-app purchase.
- 3.1.3 Other Purchase Methods: The following apps may use purchase methods other than in-app purchase. Apps in this section cannot, within the app, encourage users to use a purchasing method other than in-app purchase. Developers can send communications outside of the app to their user base about purchasing methods other than in-app purchase.
- 3.1.3(b) Multiplatform Services: Apps that operate across multiple platforms may allow users to access content, subscriptions, or features they have acquired in your app on other platforms or your web site, including consumable items in multi-platform games, provided those items are also available as in-app purchases within the app.

⁵ [Epic v. Apple ruling put on hold after appeals court grants a stay](#)

⁶ [Japan Fair Trade Commission closes App Store investigation
Apple concedes to let apps like Netflix, Spotify, and Kindle link to the web to sign up](#)

Google's New Policies

Overview

At the time of writing, Google's commission fees are as follows:⁷

- 15% for the first \$1 million in annual revenue
- 30% for annual revenue above \$1 million

In March 2022, Google launched a pilot program to implement external payments in **non-game apps** in certain GEOs. New legislation in South Korea and India has also spurred some policy changes concerning external payments in those markets. Google is in the process of updating its payment policy to reflect these legislative changes.⁸

As part of its gradual embracing of alternative payment systems, Google has released a document detailing the terms of service for developers who want to implement these systems.⁹

Pilot Program

Google's Play User Choice Billing Pilot allows non-gaming apps in Australia, Brazil, Indonesia, Japan, South Africa, the United States, and the European Economic Area to implement external payment options. According to Google's TOS, participating developers must abide by the following guidelines:¹⁰

- Only offer alternative billing systems within the app.
- Comply with the Payment Card Industry Data Security Standard (PCI-DSS) (if handling credit and debit card data).
- Provide customer support for users of the alternative billing system (including any products sold using the alternative billing system), and the alternative billing system must provide a process to dispute unauthorized transactions.
- Follow [Google's] user experience guidelines to maintain a consistent user experience and help users make an informed decision.
- Notify [Google] in advance of intended changes to your app enrollment preferences, such as disabling or enabling user choice billing in a particular app or country. Changes will be effective the first of the following month (visit the Frequently asked questions section below for more details on submitting changes).

⁷

⁸ [Preview: Payments](#), Google, (2023)

⁹ [DEVELOPER TERMS OF SERVICE FOR ALTERNATIVE BILLING SYSTEM](#), Google, (2022)

¹⁰ [Enrolling in the user choice billing pilot](#), Google (2022)

South Korea

As a result of legislation, Google now allows developers in South Korea to implement external payment platforms alongside Google Play's existing payment system. The following conditions are set out in Google's updated TOS:¹¹

- Inform Google by completing the declaration form and accept the Terms of Service.
- Follow trust and safety requirements by certifying PCI DSS compliance and giving users a way to report fraudulent transactions.
- Complete the integration of the alternative billing APIs as described in this API integration guide.
- Update your Play Console alternative billing settings to opt in/out each of your apps, manage payment method logos, and subscription management urls.
- Report to Google Play all authorized transactions from users in South Korea within 24hr using alternative billing APIs.
- Pay an adjusted Google Play service fee for invoiced transactions that use an alternative billing system outside of Google Play's billing system.

Payments made through an external system are subject to a 4% reduction in Google's commission fee, bringing it down to 11%. Developers are also required to integrate Google's alternative billing APIs by August 2, 2023. Google provides developers with a guide on how to do this.¹²

India

Google has adapted its billing policies in India in order to comply with new legislation. According to Google's updated TOS, all apps may now offer external payment options to users in India under the following conditions:¹³

- Inform Google by completing the declaration form and accept the Terms of Service.
- Identify the apps for which you will be offering user choice billing using the enrollment form that will be emailed to you after you complete the declaration form.
- Follow trust and safety requirements by certifying PCI DSS compliance and giving users a way to report fraudulent transactions.
- Follow [Google's] interim user experience requirements to ensure the choice of billing systems is presented in a consistent way and ensures that users understand the choice they are making.
- Manually report to Google Play the amount of all paid transactions from users in India on a monthly basis until our APIs become available. We will email you instructions after you inform us of your intent.

¹¹ [Changes to Google Play's billing requirements for developers serving users in South Korea](#), Google (2022)

¹² [Alternative billing APIs for South Korea](#), Google (2023)

¹³ [Changes to Google Play's billing requirements for developers serving users in India](#), Google (2022)

- Pay an adjusted Google Play service fee for transactions that use an alternative billing system outside of Google Play's billing system.

External payments are subject to an 11% commission fee. Google has not released its alternative billing APIs in India yet, so developers are not required to implement them. However, they will be required to do this once the APIs become available.