



5 ways in which top app developers make the most of Play Billing

A developer perspective

In partnership with MTM

March 2022

About the report

Google Play partnered with [MTM](#) to understand how leading app developers are currently using Google Play Billing and how they are maximizing the impact of its' features on their business.

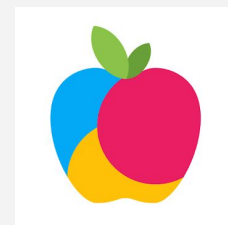
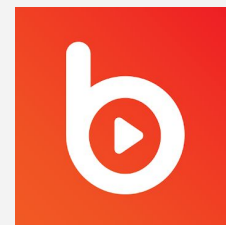
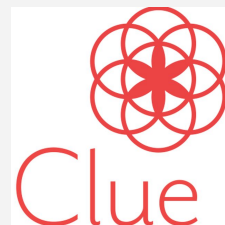
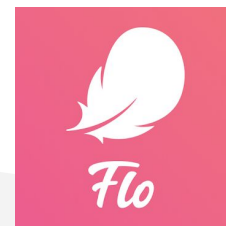
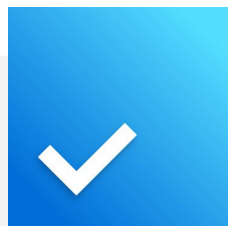
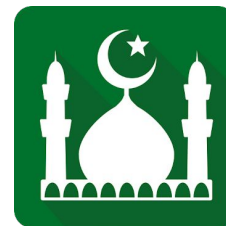
MTM, an international research and strategy consultancy, interviewed 15 app developers from various categories across business, dating, health & fitness, audio, books and family entertainment, and spoke to a range of teams including management, product, monetization, growth and UA .

In this report you will information about:

- What benefits Google Play Billing offers to developers
- Which features can have an impact on UA, retention and churn
- Best practices through case studies

With this work, we aim to share useful tactics and help developers make the most of Google Play.

Participants
from leading
apps:



Developers identified the following key benefits of Google Play Billing:

01

Simplicity:

Google Play Billing is a global scaled solution that's easy to implement and manage

02

Trust:

Google Play Billing is a trusted solution, both by users and developers

03

Seamless user experience:

Google Play Billing provides a frictionless and empowering experience for users

04

Developer control:

Google Play Billing offers flexibility to set and execute monetization strategies

05

Comprehensiveness:

Google Play Billing enables developers to effectively manage the user lifecycle

01. Simplicity

Google Play Billing is a global scaled solution that's easy to implement and manage

Developers can benefit from the global scale of Google Play Billing

Google Play Billing is a global, feature-rich solution that allows developers to launch and monetize across multiple markets with ease. It's straightforward to implement and use, both from a technical and a business perspective.

Google Play Billing enables apps to expand internationally with ease

Google Play Billing **removes complexities** associated with finding and integrating local payment providers, and managing tax implications, so developers can focus on what is really important to them.

Google Play Billing is easy to implement and to keep using

Developers can **start using it on day one** and the upgrade process from one billing library to the next is straightforward, **implementation requires minimal effort.**

The **financial reports are easy to access and analyze.** Setting up new SKUs is painless, with opportunities to test new price points to optimize for user acquisition and retention.

Google Play Billing provides a wide range of features in one place

Developers don't have to integrate multiple providers for different aspects of the same payment workflow - they feel Google Play Billing **includes all aspects of billing management.**

Furthermore, Google Play Billing is easy to navigate and understand thanks to its **integration with the broader Google Play ecosystem.**

Learn how other developers make the most of Google Play Billing's simplicity

Using Google Play Billing, YAZIO were able to enter new markets with ease



YAZIO is a calorie counting and intermittent fasting app.

Google Play Billing made it easy for YAZIO to **expand internationally**. They're able to set different prices in different countries to account for varying user purchasing power across markets. At the same time they can ensure they set prices that make sense for their business through, for example, accounting for varying user acquisition costs.

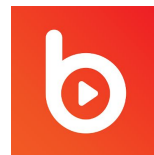
MyFitnessPal benefit from Google Play Billing's seamless upgrade process



MyFitnessPal is a calorie counting and exercise tracking app.

MyFitnessPal upgraded from version 2.0 to 3.0 of the Google Play Billing library. The team found the process to be **incredibly simple, it only took their Engineering team a couple of sprints to implement**. This meant that they were able to refocus their time and efforts on their upcoming release cycle instead.

Google Play Billing is a one-stop shop for all Ubook's billing needs



Ubook is a subscription-based audio streaming service in Latin America.

Google Play Billing manages **all aspects of Ubook's payment workflow**. Ubook value the fact that Google handles everything related to subscription management and requires little intervention. The earnings and sales reports allow Ubook to understand their revenue sources and to analyze pricing experiments, both crucial to their success.

02. Trust

Google Play Billing is a trusted solution, both by users and developers

Both developers and users trust Google Play Billing

Google Play Billing provides a suite of features that developers and consumers trust. When Google handles sensitive user information, developers and consumers can be certain that all user data will be handled and processed correctly.

Google Play Billing offers robust and innovative features

Google provides **quality features that developers can trust** within the Billing library.

When Google Play Billing launches a new feature developers feel confident that it's been carefully thought through and thoroughly tested.

Google handles user data, so that developers don't have to

Google Play Billing handles user data, **removing the need for developers to control and process sensitive user information.**

Handling sensitive user information has GDPR, CCPA and other legal implications and is **costly for developers to protect themselves against.**

Consumers trust Google Play

Developers feel users trust Google Play and that their payment is being processed properly. This can lead to users being more willing to subscribe and commit to recurring payments.

Developers feel they can leverage Google's high levels of trust, critical if a new user comes across their app or game for the first time in the Play Store.

Learn how high levels of trust help other developers achieve success with Google Play Billing

Joyride trust that Google release new Billing features with developers in mind



Joyride is a unique dating app that blends online dating with gaming.

Joyride have implemented Google Play Billing's retention features which have helped them to reduce voluntary and involuntary churn. **They trust that Google develop features with developer needs in mind** and don't think twice before enabling a new Google Play Billing feature within their app.

Wysa benefit from Google Play handling user data



Wysa is a mental healthcare app that combines an AI chatbot with expert professional support.

The fact that Google Play handles payments, and associated user data, is highly beneficial to Wysa as it **guarantees their users anonymity** within the Wysa app, an important aspect of their online therapy service. By using Google Play, they also don't have to process personal information, which in a mental health use case saves **significant legal and compliance overhead**.

Afterverse leverage consumer trust in Google Play to drive conversions



Afterverse is a Brazilian gaming studio.

Afterverse **value the high levels of trust that consumers have in Google Play**.

Knowing that Google is handling the financial relationship means that new users are more inclined to sign up to their games and start playing.

03. Seamless user experience:

Google Play Billing provides a frictionless and empowering experience for users

Google Play Billing provides a frictionless payment UX

Users enjoy a seamless and empowering experience with Google Play Billing that helps to boost conversion and retention rates.

Seamless one-click payment flow improves conversion rates

Google Play Billing's one-click payment flow provides a **frictionless and empowering experience for the user** across their purchase journey.

A seamless process improves conversion rates - every additional step to the purchase journey results in another opportunity for users to leave.

Google Play Billing enables users to better manage their subscriptions

Google Play Billing puts control back into the hands of the user by allowing them to **engage with app subscriptions on their own terms**.

Features like Subscription Pause **grant users greater flexibility** by allowing them to pause and come back when they're ready to re-engage - particularly useful for apps with seasonal offerings.

Learn how other developers leverage Google Play Billing's seamless user experience

Google Play Billing's one-click payment flow helps Wysa boost conversion rates



Wysa is a mental healthcare app that combines an AI chatbot with professional expert support.

Google Play Billing's one-click payment flow has enabled Wysa to provide new users with a **seamless onboarding experience which boots conversion rates tremendously**.

Wysa use providers with a multi-step payment process on other platforms and notice high drop off rates at every step, no matter how easy the steps are.

Subscription flexibility has helped MyFitnessPal reduce churn



MyFitnessPal is a calorie counting and exercise tracking app.

Subscription Pause provides MyFitnessPal's users with an easy alternative to cancellation and is a key part of their **voluntary churn reduction** strategy.

Users benefit from this greater flexibility as they can **tailor their membership around common life events** such as being on holiday or an inability to pay that month.

04. Developer control:

Google Play Billing offers flexibility to set and execute monetization strategies

Google Play Billing allows developers to control all aspects of monetization

Google Play Billing offers the flexibility to set and execute multiple monetization strategies.

A vast range of tools exist, regardless of your business model

Google Play Billing offers a **variety of tools to support developers** regardless of their business model, monetization strategy, product offering or user base.

Developers can set tailored pricing and promotional strategies

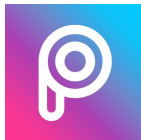
With Google Play Billing, developers have the flexibility to set and execute the **pricing and promotional strategies that they deem appropriate for their business**, whether that's subscriptions or IAPs, Intro Pricing or Free Trials.

Developer-led refunds can prevent bad reviews and drive retention

Developer-led refunds can **help a company preserve its Google Play Store public image** - customer service teams are able to directly issue refunds to unsatisfied customers which can negate the possibility of negative reviews. **Directly issuing refunds can also drive retention.** Where appropriate developers can refund the user while continuing to grant them full access to the app.

Learn how developers are afforded full control over the monetization of their apps with Google Play Billing

Google Play Billing enables PicsArt to refine their monetization strategy



PicsArt is an all-in-one creative platform of photo and video editing, and design tools.

PicsArt appreciate the flexibility that Google Play Billing provides around setting up prices, packages and SKUs for products and promotions. They greatly benefit from creating predefined templates with live prices. This enables them to **continuously iterate their monetization strategy at speed** and provide users with new packages and discounts.

Maple Media can create tailored monetization strategies for their apps



MAPLEMEDIA

Maple Media is a media and technology company with an extensive apps portfolio.

Maple Media develops a broad range of mobile apps, from weather forecasts to podcast streaming - Google Play Billing **allows them to implement the revenue model that works best for each individual app**. In this way, they are able to take a tailored approach for each app and user experience and optimize for success..

By refunding users directly, Clue protect their Play Store image



Clue is a leading menstrual cycle tracker.

As a user-centric company, it makes sense for Clue to handle refunds directly with its users so they're confident they're delivering the highest service and value. This helps Clue **protect their Play Store image by limiting the possibility of a bad review** following a technical or other issue. Clue can directly appease frustrated customers by recognizing an issue and offering compensation.

05. Comprehensiveness

Google Play Billing enables developers to effectively manage the user lifecycle

Google Play Billing offers a range of tools that enable developers to effectively manage the user lifecycle



User Acquisition

Tools like Free Trials, Intro Pricing and the ability to localize prices to lower the entry barriers for consumers and drives user acquisition



Retention

Tools like Grace Periods, Account Hold and Subscription Pause help drive retention through granting the end user greater flexibility



Churn

User Cancel Surveys provide invaluable information to better understand churn, while Winback Campaigns allow to act directly on this information



Real-time Developer Notifications

RTDN is a powerful tool that provides developers with real time notifications on subscriber status, to manage subscriptions more effectively

Google Play Billing tools support developers in user acquisition

Google Play Billing's suite of acquisition tools help developers foster healthy growth and tailor their pricing strategy, especially as they enter new markets.

Free Trials

Google Play Billing allows developers to provide users with a **free trial to drive acquisition** and, ultimately, conversion.

Free Trials can also be **leveraged as a retention tool**. Before a subscriber cancels, developers can choose to offer them a discount on their subscription in the form of a free trial.

Intro Pricing

Setting a **lower introductory price for new customers** helps developers to drive acquisition.

Intro Pricing can **also be used as a retention tool**. Prior to a subscriber cancelling, developers can offer a discount by temporarily or permanently changing the price of their subscription to a lower introductory price.

Localized Pricing

Google Play Billing enables developers to **tailor their pricing according to user purchasing power**.

This ensures fair and equal access across markets, and helps developers to **maximize the number of users** that can be acquired in a given market.

Learn how other developers utilize Google Play Billing's acquisition tools to drive conversions and grow their user base

Free Trials are a key part of Muslim Pro's user acquisition strategy



Muslim Pro is a comprehensive Islamic lifestyle app.

Muslim Pro appreciate the **flexibility that Free Trials offers them for their introductory offers**. They have used Free Trials to convert monthly subscribers into annual subscribers, where they see, and benefit from, lower churn rates. In addition, they have noted that users have come to expect a free trial, and that the ability to provide one is crucial to new user acquisition.

Joyride use Intro Pricing to boost first purchase conversion rates



Joyride is a unique dating app that blends online dating with gaming.

Since implementing Intro Pricing, Joyride have **significantly increased conversions from sign up to first purchase**. Furthermore, they see that users acquired through Intro Pricing have a higher total LTV than those acquired at a standard price point.

Localized Pricing has enabled Any.do to expand internationally with ease



Any.do is a productivity platform designed to help people get more done.

Localized Pricing has had a **critical impact on Any.do's ability to acquire users in new geos** and grow their user base outside their core markets. They combine Localized Pricing with Google Ads to improve their CAC and match it with a geo-specific price point that works for both users and their business.

Google Play Billing helps developers improve user retention

Google Play Billing's retention tools are specifically designed to help developers reduce rates of voluntary and involuntary churn and build a strong, long-term relationship with their users.

Grace Periods

Grace Periods enable users to continue accessing subscription benefits for a short time after a renewal payment has failed (e.g. as a result of credit card expiration) while Google Play works with the user to resolve the issue. By allowing the subscription to go into a hold phase and granting greater payment flexibility, Grace Periods **reduce involuntary churn**.

Account Hold

Account Holds typically kick in after a Grace Period expires. During this time users lose access to subscription benefits, but Google will automatically restore access once payment failure is resolved. Account Holds afford users more time to resolve their payment issue and **further reduce instances of voluntary churn**.

Subscription Pause

Subscription Pause allows the user to control how they wish to engage with the app - users can pause their subscription and re-engage at a time that suits them. More user flexibility **reduces voluntary churn** and helps developers to **build a long term, trusting relationship** with their users.

Learn how other developers utilize Google Play Billing's tools to boost retention rates and build long term relationships with their customers

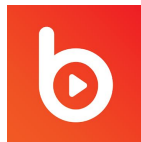
Grace Periods help Komoot drive retention and reduce involuntary churn



Komoot is a route planning app for cyclists, hikers and runners.

Implementing Grace Periods has helped Komoot **boost retention rates** by giving their customers more time to resolve a payment failure while continuing to get full access to the app. Providing their users with ample time to update their card details before revoking access has helped Komoot reduce involuntary churn instances and helps create **trusted relationships** with customers.

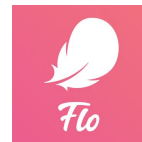
Ubook use Subscription Pause to retain valuable users



Ubook is a subscription-based audio streaming service in Latin America.

Subscription Pause enables Ubook to **drive retention** by providing their users with the ability to pause, rather than cancel, their subscriptions. A user may have budgetary restrictions that prevents them from paying that month or may be on holiday without internet access - allowing users to pause rather than cancel means they can easily restore their subscription.

Flo Health use Subscription Pause to grow their loyal user base



Flo Health is a period and menstrual cycle tracking app.

Subscription Pause has had a significant impact on Flo Health's ability to **build a long term and trusting relationship with their users**. Flo Health focus on retention, tools that grant the user greater flexibility and power, such as Subscription Pause, help them grow a loyal user base.

Google Play Billing provides actionable insights on user churn

Google Play Billing enables developers to better understand what drives user cancellations and action their feedback with Winback Campaigns

User Cancel Surveys

User Cancel Surveys provide developers with invaluable insights that help them to **better understand subscription cancellations**.

Developers can use this information to further **improve their product** and, if relevant, **amend their pricing strategy**.

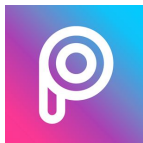
Winback Campaigns

Developers can use information from User Cancel Surveys to **target lapsed users with relevant offers** in Winback Campaigns.

In addition, developers have the ability to improve Winback capabilities with **contextual user messaging and tailored pricing offers**.

Learn how other developers leverage Google Play Billing's insights on churn to win back users and improve their subscription offering

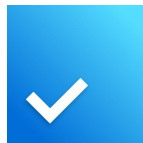
PicsArt rely on User Cancel Surveys to understand subscription cancellations



PicsArt is an all-in-one creative platform of photo and video editing, and design tools.

PicsArt use insights gathered from User Cancel Surveys to **better understand the reasons behind subscription cancellations**. PicsArt ensure that a User Cancel Survey is activated whenever a user goes to cancel, as they're straightforward to set up and serve as the single source of truth as to why subscribers choose to cancel subscriptions.

User Cancel Surveys help Any.do optimize their pricing and offering



Any.do is a productivity platform designed to help people get more done.

Any.do value the insights they receive from Google Play Billing's inbuilt User Cancel Surveys. They use the feedback they gather from departing customers to **improve their premium subscription offering and optimize their pricing**.

Apalon use Winback Campaigns to reacquire lapsed users



Apalon is a mobile development company creating 'essential apps' from wellness to weather.

Apalon have seen considerable success with **reacquiring lapsed customers through Winback Campaigns**. They use Winback Campaigns to understand a users' rationale for cancelling - if a user appears to be price sensitive, they can offer them a discount with the aim of retaining them.

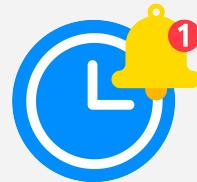
RTDN provides developers with real time notifications that helps them to more effectively manage subscriptions

Real-time Developer Notifications is a powerful tool that enables developers to **better understand the status of a subscriber**.

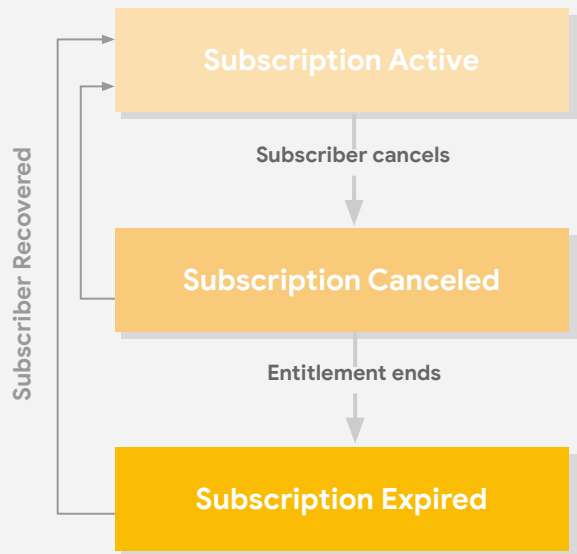
Real time notifications detail every change that occurs, enabling developers to **understand where their subscribers are in the user journey at any given moment**. When implemented in conjunction with Google Play's Developer API, developers are able to respond to subscription events instantaneously.

By **automatically validating subscriptions and cancellations**, RTDN enables developers to reduce the number of requests on their API.

Developers can also **fight abuse with RTDN** by verifying all purchases server-side before giving users access to content or services.



A **Real-Time Developer Notification** can alert you when subscriber has canceled so you know it's time to take win back action:



Learn how other developers use RTDN to manage their subscriptions more effectively

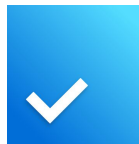
RTDN has enabled Muslim Pro to reduce rates of involuntary churn



Muslim Pro is a comprehensive Islamic lifestyle app.

RTDN has allowed Muslim Pro to communicate more effectively with their users and resolve any issues that arise. As a result, this has helped Muslim Pro to **reduce involuntary churn by 20%** by providing them with real time notifications when a payment fails, allowing them to immediately contact the user and resolve the issue.

Any.do have created a real-time analytics database using RTDN



Any.do is a productivity platform designed to help people get more done.

RTDN has enabled Any.do to **create a real-time analytics database that they rely on for analysis and reporting**. Turning real-time subscription notifications into standard subscription events allows Any.do to run analysis on subscriptions, report on payments and revenue, and A/B test new prices.

Learn how other developers use RTDN to improve their workflows

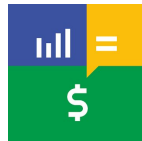
RTDN has saved Komoot a considerable amount of time and effort



Komoot is a route planning app for cyclists, hikers and runners.

Komoot **manages their subscription product with RTDN** - RTDN has saved Komoot time and effort that they would otherwise have to expend analysing data to see an individual subscription status and is an essential feature for Komoot to deliver a subscription product on Google Play.

RTDN has improved Mobills' workflows and management of subscriptions



Mobills is an expense tracking and budget planning app.

RTDN has **significantly improved Mobills' workflows** and **enabled them to better manage their subscriptions** by providing them with real-time information on every subscription change. Mobills are more in control and better informed of their subscribers' status. RTDN gives them confidence that discounts will be implemented without abuse.

Google Play has even more tools available for subscription developers



Visit developer.android.com, [Google Play business site](#) and [the Play Academy](#) for more information.

Thank you