

In-App Purchase & Offer Design

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces an in-app purchase design — product catalogue, bundles, pricing tiers, first-purchase and limited-time offers, and store/UX — to convert and grow spend without harming fairness. Use it to build the IAP system. For the whole model use the Monetization Strategy.

Purpose of this tool & output

Design IAP catalogue, bundles and offers

How the output is used

Use it to design your IAP catalogue, bundles and offers — the price points and packaging that convert without hurting fairness.

Important cautions

The first-purchase conversion and perceived value drive IAP revenue — design a compelling starter offer and segment offers by behaviour. Keep pricing India-appropriate (low points, UPI) and fair. Test bundles/prices with cohorts; avoid dark patterns.

Companion documents

- Game Monetization Strategy
- In-Game Economy Design
- Ad Monetization Optimizer
- Battle Pass & Subscription Design
- LTV & Retention Optimization
- Retention-Safe Monetization Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.