

Welkom!

Microsoft



tech 2013  
days



A man with short, spiky brown hair and glasses is smiling. He is wearing a red, black, and white plaid button-down shirt over a dark t-shirt. The background is a light gray with faint, overlapping square outlines.

# Monetizing Windows (Phone/8) Apps

Fons Sonnemans

Trainer

@fonssonnemans

Reflection IT



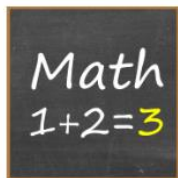
# Fons Sonnemans

- In-company trainingen
  - Programming Languages
    - **Visual C#**, Visual Basic
  - Platforms
    - ASP.NET (Web Forms, **MVC**)
    - XAML (Silverlight, Windows Phone, **Windows 8**, **Blend**)
  - Databases
    - SQL, **SQL Server**, **Entity Framework**
- [www.reflectionit.nl](http://www.reflectionit.nl)

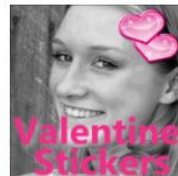
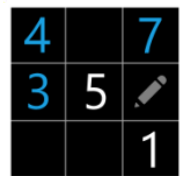


# My Apps

## Windows 8



## Windows Phone 7 & 8



# Topics

- Marketplace submission
- Trial/Marketplace API
- Advertising
- In-App Purchase
- Marketing
- Reports & feedback

# Marketplace submission

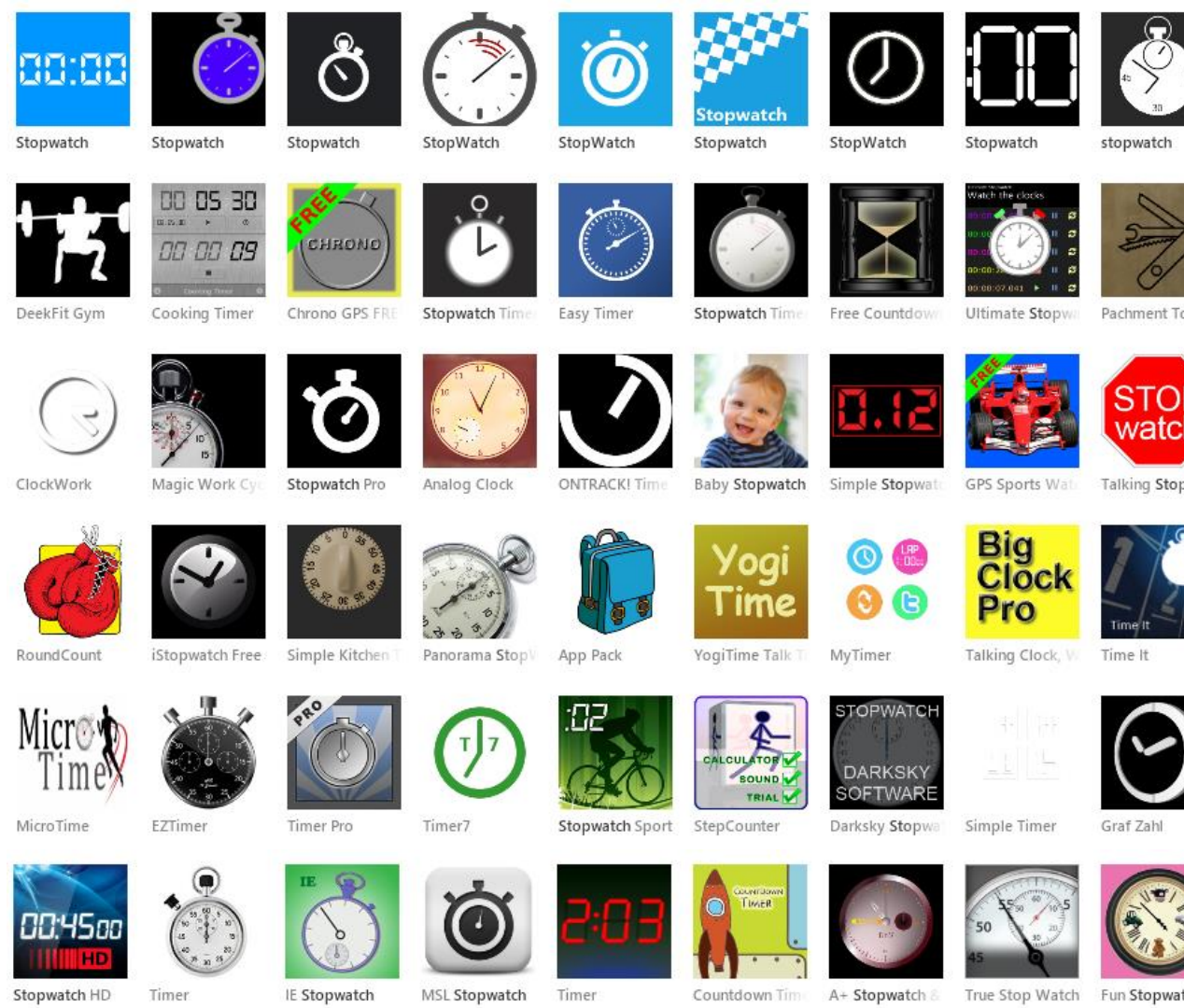
# What do you need?

- Name
- Logo
- Category
- Description
- Screenshots & Promos
- Timing

# What do you need?

- **Name**
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STORE SEARCH

stopwatch

apps+games m



Stopwatch

Johnny Westlake  
free

37 ratings ★★★★★



Stopwatch

Doug Holland  
free

22 ratings ★★★★★



Stopwatch

FrankWare  
free

3 ratings ★★★★★



StopWatch

Talha Naqvi  
free

11 ratings ★★★★★



Music Alarm and Stopwatch

Valentin Diring  
free

2 ratings ★★★★★

# Logo

Metro or Not?

## Metro



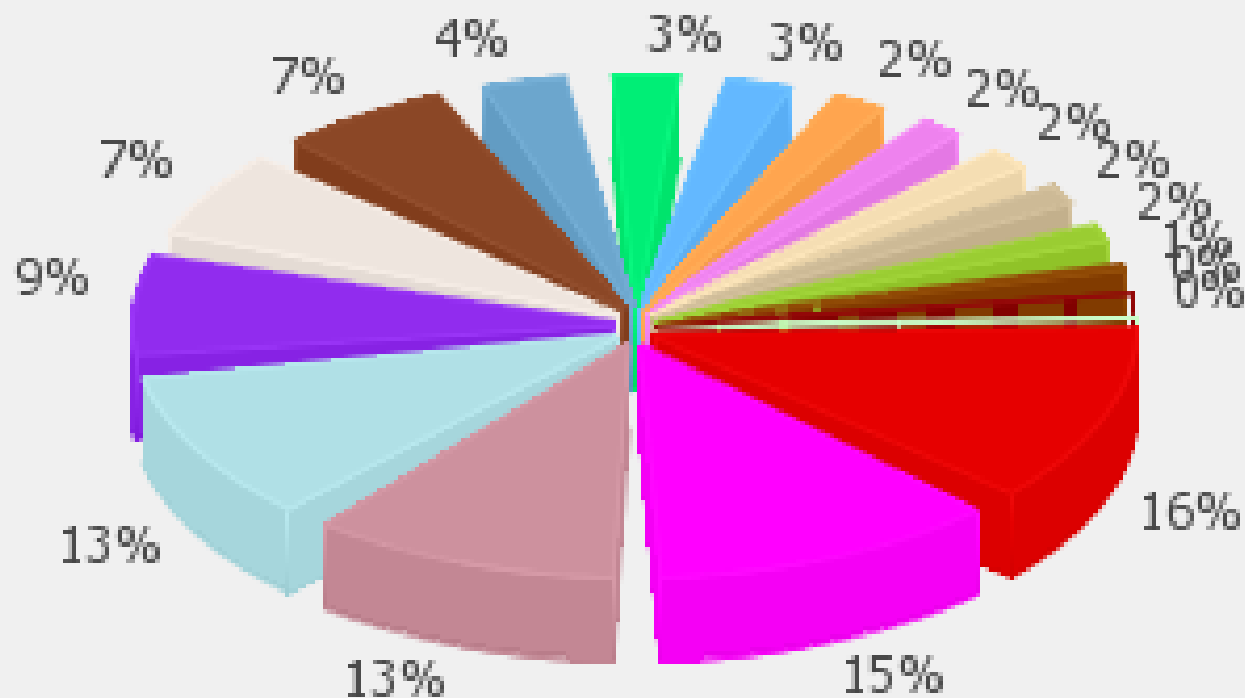
## Photo



# What do you need?

- Name
- Logo
- **Category**
- Description
- Screenshots & Promos
- Timing

Apps By Category



- games
- books + reference
- tools + productivity
- entertainment
- news + weather
- lifestyle
- travel + navigation
- sports
- health + fitness
- social
- personal finance
- business
- music + video
- education
- photo
- kids + family

# What do you need?

- Name
- Logo
- Category
- **Description**
- Screenshots
- Timing

STOPWATCH TIMER PRO

## details reviews



Stopwatch  
Timer Pro  
0,99 €



2 ratings

Size: &lt; 1 MB

A fully featured Stopwatch and Countdown  
Timer with FREE TRIAL featuring intuitive  
Metro UI, Unlimited Lap time support and tl  
[show details](#)

try

buy



MY TIMER

## details reviews



my timer  
0,99 €  
with Live Tile



0 ratings

Size: &lt; 1 MB

This is a powerful stopwatch and timer  
app.

[show details](#)

try

buy



## STOPWATCH TIMER PRO

## details reviews

Size: < 1 MB

A fully featured Stopwatch and Countdown Timer with FREE TRIAL featuring intuitive Metro UI, Unlimited Lap time support and theme awareness. Stopwatch and timer keep track of time even when the application is interrupted and lap times can be shared using integrated e-mail support.

Fully customizable with settings dialog and auto adjusts to your phones theme. Try before you buy with trial mode.

[hide details](#)

[Report concern to Microsoft](#)

try

buy



## MY TIMER

## details reviews

Size: < 1 MB

This is a powerful stopwatch and timer app.

New in v2.0:

- \* Support for Windows Phone Mango
- \* Unlimited parallel stopwatches
- \* Multiple parallel Countdowns
- \* Stopwatchen can be pinned as a live tile to the home screen of the phone
- \* Countdown reminder is even working when the app is closed and the phone has no internet connection
- \* Performance improvements

try

buy





# Covers



Write a review



53 ratings

Free

You own this app.

This app has permission to use:

Your pictures library

Your webcam

Category: **Photo**

Download size: 5.62 MB

Age rating: 12+

Publisher: Reflection IT

(C) 2012 Reflection IT

Overview Details Reviews

## Covers



Create from Photo



Create from Camera

How to start?

Use these buttons to create a new cover.

Start screen including the Sample cover

### Description

Make a fake Magazine Cover in just a few seconds. Blend your favorite picture with your favorite magazine cover. Make your own magazine cover and you are a superstar! Prove to your friends how famous you really are.

[Read more](#)

### Features



# What do you need?

- Name
- Logo
- Category
- Description
- **Screenshots & Promos**
- **Timing**

# App Validation

# Application Validation

- When you submit your application for validation the system performs a number of automated tests
  - Checks if the application makes use of any capabilities that were not specified
  - Checks for any unmanaged or disallowed libraries
  - Ensures that all the required assets are provided
- Then the application is manually tested to ensure proper behaviour in a number of scenarios
  - Proper dormant/tombstone behaviour

# Validation Results

- The testing process takes a few days and generates a testing report that you can use to fix the problems
- This will include specific feedback on the issues that were identified
- When the application is resubmitted the retest will focus only on those parts of the application that have changed

# Demo

App Hub & Testkit

# Trial & Marketplace API

## Why implement trial?

- 70x more downloads
- 10% conversion rate
- 7x higher sales!



# Effective use of trial

- Limited functionality
- Limited content
- Limited time
  - Windows 8: never expires or 1, 7, 15, 30 days
  - Windows Phone: develop it yourself
- Advertising



## Detecting Trial Mode – Windows 8

```
using Windows.ApplicationModel.Store;

LicenseInformation info = new LicenseInformation();

if ( info.IsTrial() )
{
    // running in trial mode
}
```

## Detecting Trial Mode - Windows Phone

```
using Microsoft.Phone.Marketplace;

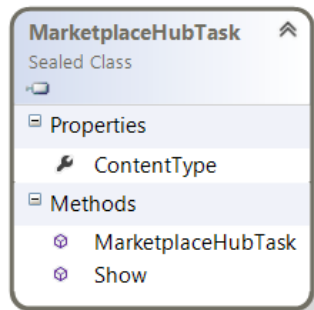
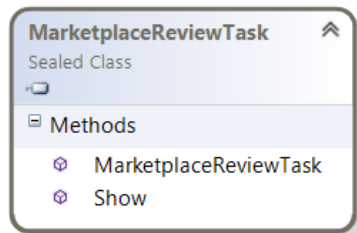
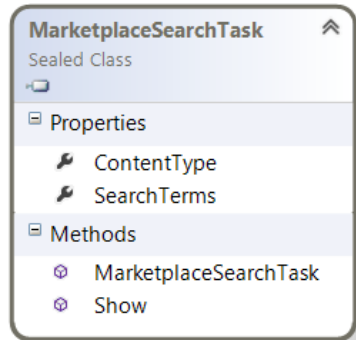
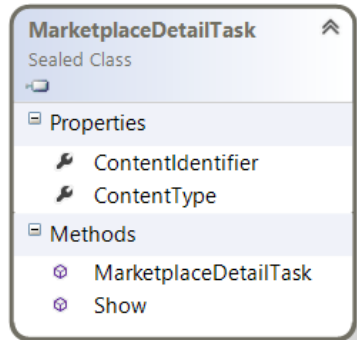
LicenseInformation info = new LicenseInformation();

if ( info.IsTrial() )
{
    // running in trial mode
}
```

# Marketplace tasks

- Connect with the MP
- Higher conversion rate
- Promote (your) other apps
- Gather feedback

```
using Microsoft.Phone.Tasks;  
...  
var task = new MarketplaceReviewTask();  
task.Show();
```



- <http://www.familie-smits.com/post/2013/02/01/Windows-8-apps-reviewen-zoeken-in-de-store-email-versturen-help.aspx>

# Demo

Marketplace API

# Advertising

## Free w/ Ads

- Maximum reach
- Lower entry barrier
- Long term revenue

17 of 1399 points  
3 of 127 words found

1:19

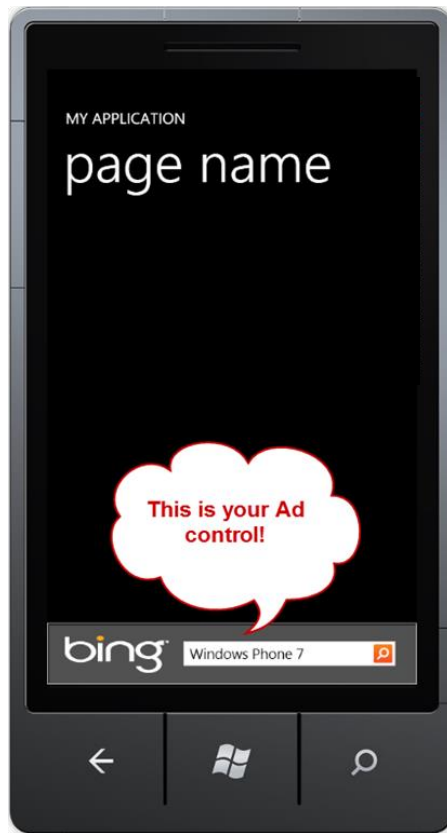
<sup>1</sup> E	<sup>2</sup> H	<sup>3</sup> C	<sup>1</sup> A
<sup>3</sup> G	<sup>2</sup> D	<sup>2</sup> R	<sup>2</sup> I
<sup>1</sup> E	<sup>2</sup> I	<sup>3</sup> M	<sup>2</sup> O
<sup>1</sup> T	<sup>2</sup> O	<sup>1</sup> A	<sup>1</sup> E

GET	+ 5
RID	+ 6
TOM	+ 6

YOUR AD HERE

# Microsoft Pubcenter

- Multiple ad suppliers
- Easy integration
- 70% revenue
- <http://pubcenter.microsoft.com>



# AdDuplex

- Ad Exchange network
- Easy integration
- 8:10 exchange ratio
- Advertise before you monetize





# Demo

Ad Integration

# In-App Purchases

# In-App Purchases

- In Windows Phone 7.x it was only possible to sell an application at a fixed price through the Windows Phone Marketplace (now the Windows Phone Store)
  - This was the only way you could get paid for the application
- The Windows Phone 8 application environment allows the developer to create an application that contains paid content
- The Microsoft Store will issue licences for items that have been purchased by the users of your application
- You can use this to activate application features or provide in-application resources, such as items in games

# In-App Purchase

Build apps with higher and recurring revenue opportunity

## Extend reach

Attract a larger user base with free baseline experience

## Upsell

Upsell users to purchase paid digital goods and services that enhance or extend the app experience in the app itself

## Customize

Add and modify different paid options for different user segments

# In-App Purchase used for digital content

## Offer **digital** assets

- ④ **Durables**: buy once & own forever, e.g. new game levels, maps, game items
- ④ **Consumables**: game currency, movie rentals, access to digital magazines for 6 months, etc. (Phone only)



# In-App Purchase: sell items in your app

## Define In-App Item

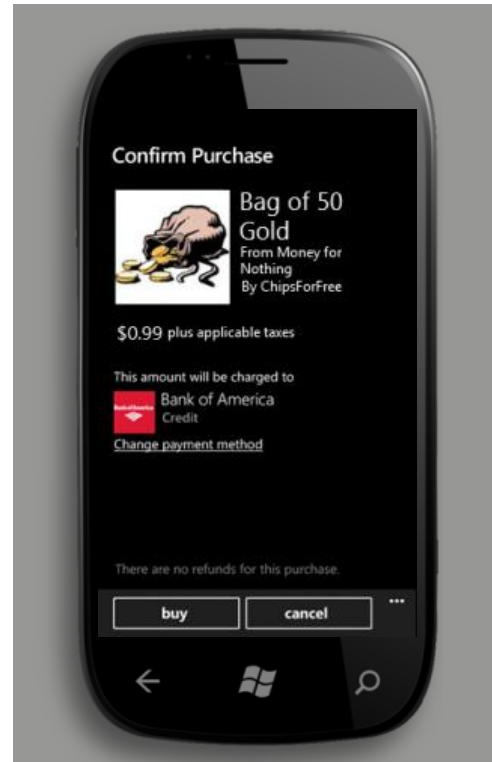
Use App Hub to define Consumable (bullets) or durable (guns)

## Integrate In-App to app experience

## Choose Countries and Pricing

Use App Hub to define item price; change as frequently as needed

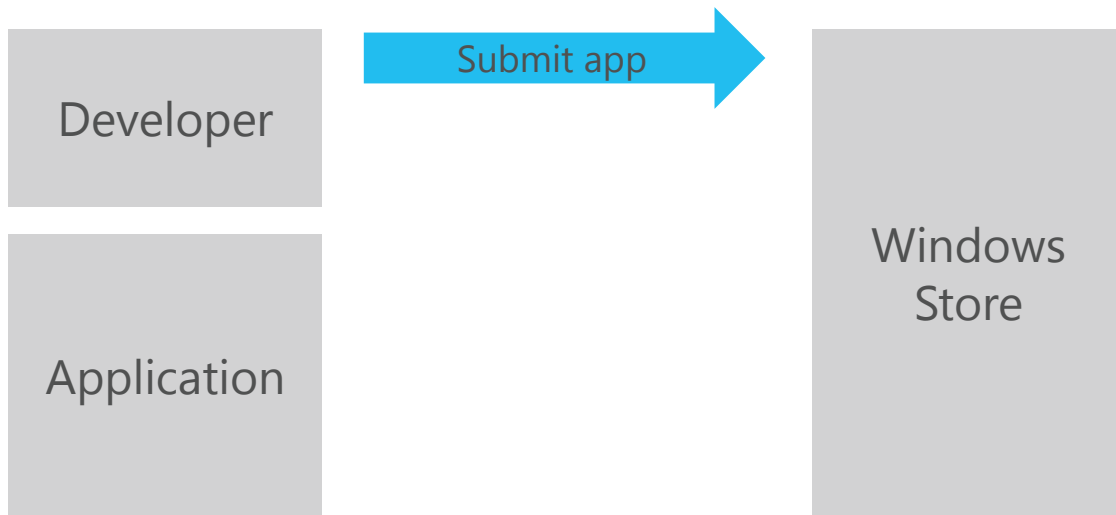
## Manage, monitor and respond



# Putting Products into the Microsoft Store

- As well as submitting applications to the store it is also possible to submit products for purchase by users
  - These will be purchased in just the same way as games, using the same payment mechanism
- Products can then be assigned to a particular application
  - This is performed using the Windows Phone Store Dashboard for that application
- The application can initiate purchases of the products
  - The Microsoft Store retains licence information for the products that a user can purchase
  - The application can determine which products have been purchased

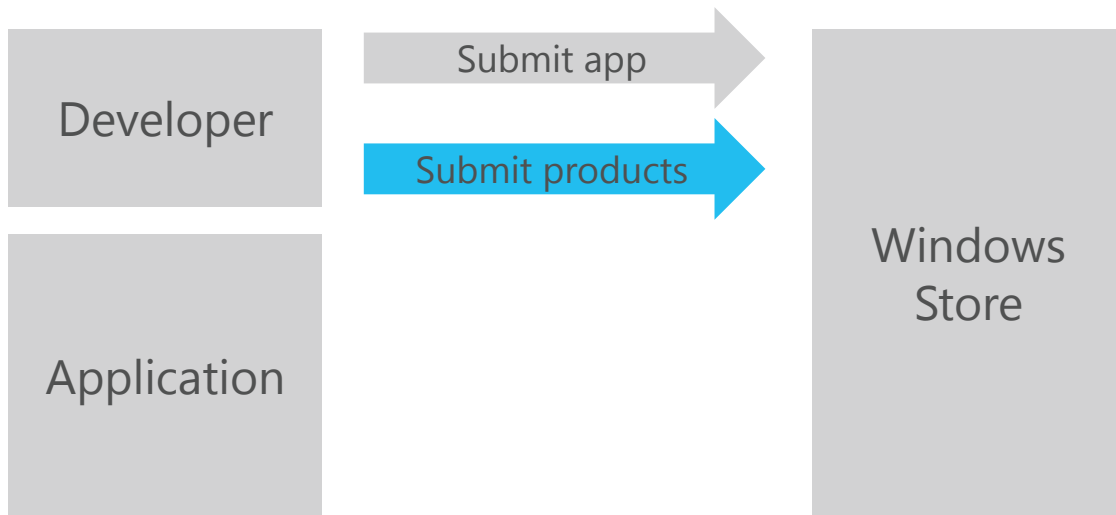
# Creating an Application that uses products



- The developer creates the application and submits it to the Windows Store



# Creating an Application that uses products



- The developer creates the list of products that can be sold alongside applications

# Creating an Application that uses products



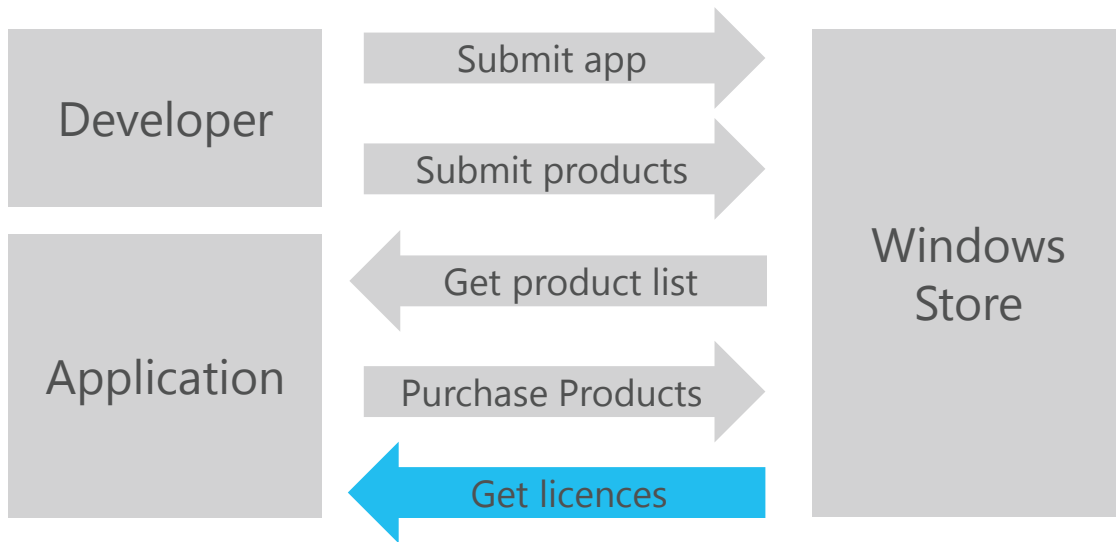
- When the application runs it can request a list of products that are associated with that application
- This list can be used to drive in-app purchasing options

# Creating an Application that uses products



- The user can initiate the purchase operation
- This is managed in just the same way as Windows Store purchases

# Creating an Application that uses products



- When the application starts, and after a purchase operation, it can activate the purchased feature or load the purchased content

# Creating an Application that uses products



- The store will also supply a digitally signed receipt that can be used to manage access to external resources provided to the user via the application

# Product Provision

- If the purchase relates to an in-application durable or consumable it is the responsibility of the application writer to ensure that access to this is managed correctly and securely
  - If the user buys the “Save” option for the program this should be enabled after the purchase and each time they run the application
  - If the player buys 1,000 health points it is up to the application to ensure that the health is adjusted accordingly
  - If the player buys a digital item (image, music) the application should ensure that this is delivered to the application
- This may mean that the application must use the purchase receipts in conjunction with their own systems

# Enumerating Listings for in game products

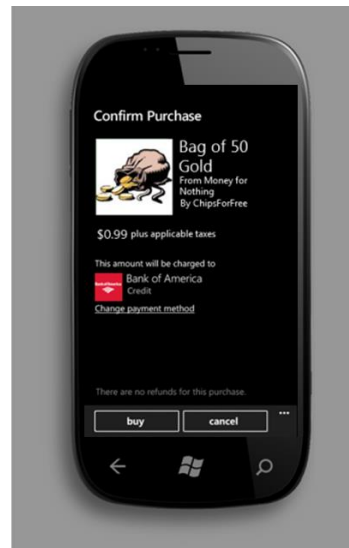
```
ListingInformation listings =  
    await CurrentApp.LoadListingInformationByProductIdsAsync(  
        new string[] { "Special Cheese", "Ultra Cheese" });
```

- The creator of this game has added two products, "Special Cheese" and "Ultra Cheese" which can be used in the game
  - These products have been assigned to this game
- The game can then request listing information for these items that will be used to manage the purchase of the items
  - The ids for these products are given in an array to the load method
- Once the items have been purchased the application can then validate this against the store

# Making an in-application purchase

```
await CurrentApp.RequestProductPurchaseAsync("Special Cheese", false);
```

- This statement purchases the "Special Cheese" product
- The second parameter (in this case false) determines if a receipt is to be provided for the purchase
- This is an asynchronous operation





# Using a Digital Receipt

```
string receiptXml = await CurrentApp.GetProductReceiptAsync("Cheese Music");
```

- An application can request a digital receipt for a particular purchase
- The receipt is provided as a string of XML containing the transaction details
- This can be used to authenticate resources access on another service operated by the application

# Checking if a licence has been purchased

```
var productLicenses = CurrentApp.LicenseInformation.ProductLicenses;  
var licence = productLicenses["Special Cheese"];  
  
if (licence.IsActive)  
{  
    // enable Special Cheese Power  
    CurrentApp.ReportProductFulfillment("Special Cheese");  
}
```

- This is the code used to determine if the product has been purchased
- The application reports that the purchased item has been delivered to the user by calling the ReportProductFulfillment method and identifying the purchased item
- If the product is a consumable it can be purchased again
- The application must securely store the new status setting

# Managing the state of a consumable

```
var productLicenses = CurrentApp.LicenseInformation.ProductLicenses;  
var licence = productLicenses["Cheese Power Points"];  
  
if (licence.IsConsumable && licence.IsActive)  
{  
    // add the extra points  
    cheesePower = cheesePower + 200;  
    CurrentApp.ReportProductFulfillment("Cheese Power Points ");  
}
```

- A consumable item can be purchased multiple times
- Each time it is purchased the application must make the appropriate changes to the status and report that it has been delivered

# In-App Purchases

- In-App purchases provide a very powerful way of monetising an application
  - It is now possible to move from “Trial Mode” to “Full Version” without needing the user to download a new application
- Remember however that the responsibility for managing the in-application products purchased is yours
  - It is important that the application protects the purchases that have been made by users of the program

# Marketing

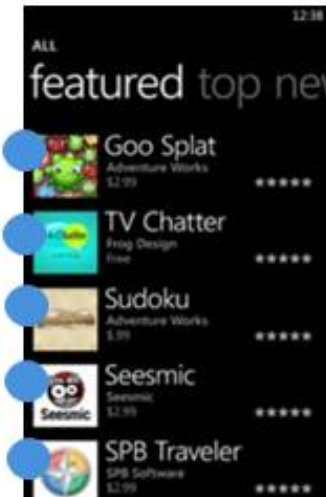
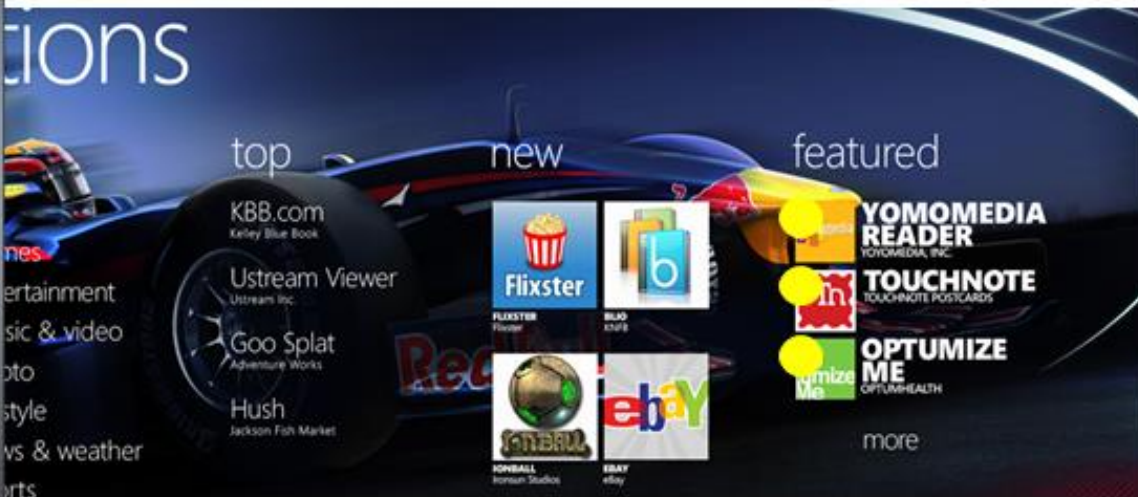
# Get your app noticed

- Social media (#wp7nl #wp7dev #wpnl #wpdev #windows8, #win8 #win8dev #win8nl)
- Localize your app
- Screenshots & movie
  - [http://www.developer.nokia.com/Distribute/Promoting\\_your\\_app/](http://www.developer.nokia.com/Distribute/Promoting_your_app/)
- WP7 related websites
  - (check [www.windowsphonesites.com](http://www.windowsphonesites.com))
- Integrate social media

# Get featured

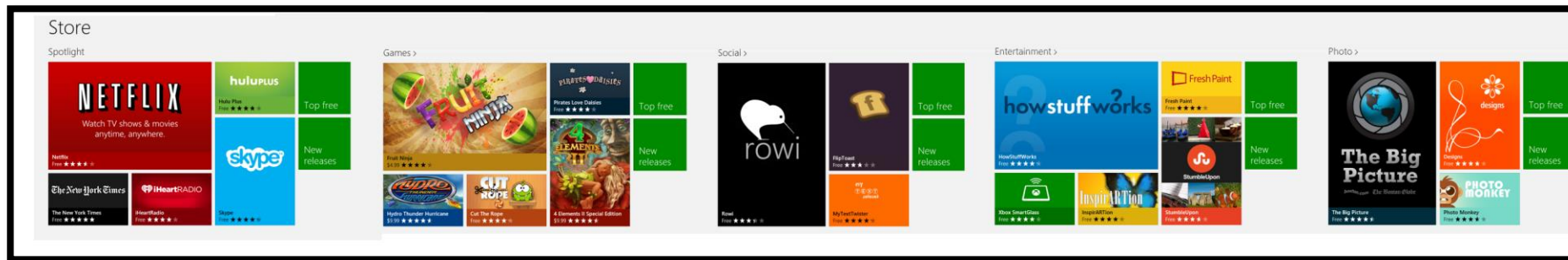
## Merchandizing Placements

Placement Type	●	Panorama	●	Featured Icon	●	Featured List
Download Uplift		2000%		800%		150%

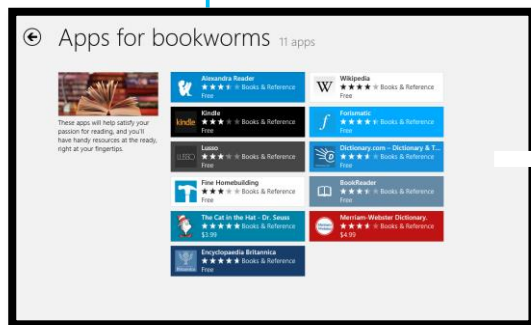


# Store anatomy

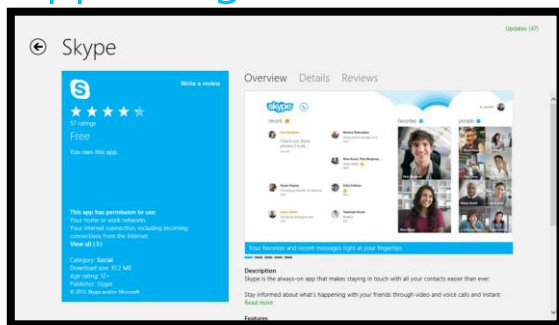
## Store home



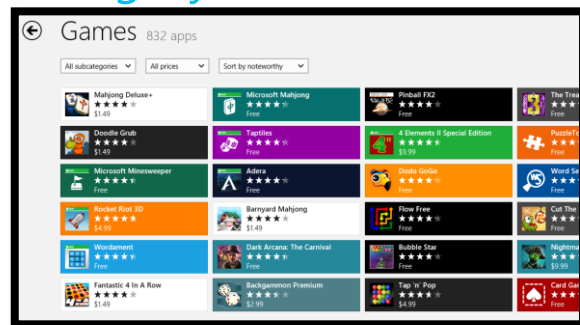
## Editorial promotion



## App listing



## Category





# Reports & Feedback

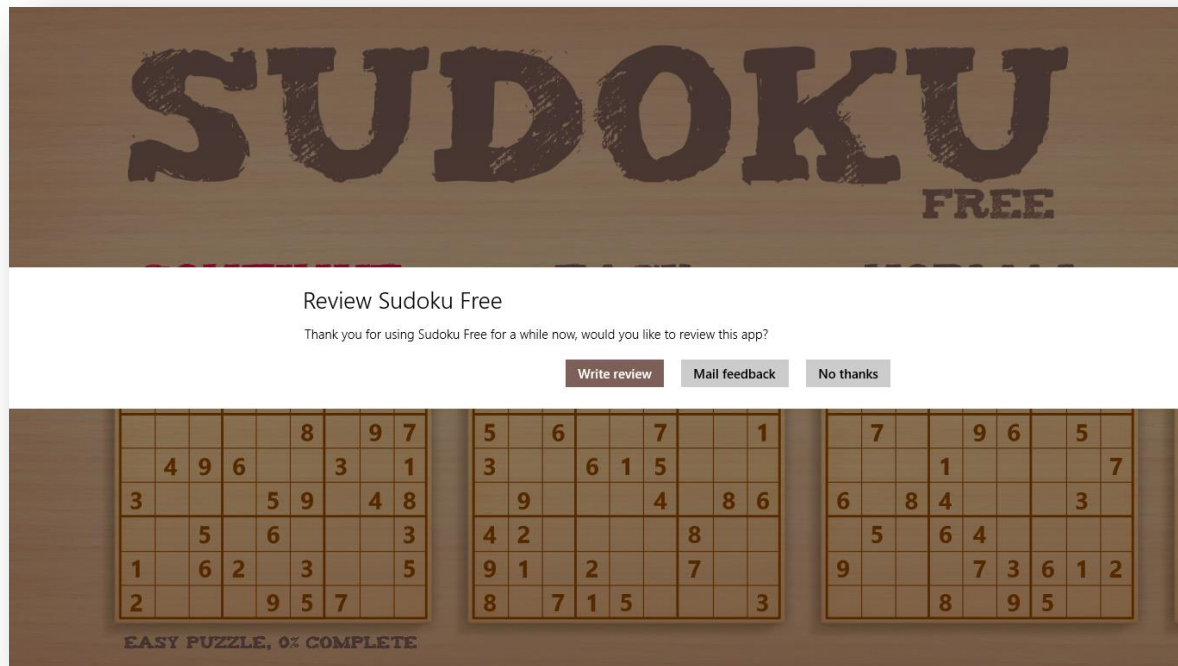
# Reports



- Free/Trial/Paid
- Ranking
- Rating
- Dashboards
  - <https://dev.windowsphone.com/dashboard>
  - <http://dev.windows.com>
  - <https://analytics.distimo.com/dashboard>

# Feedback

- Feedback is valuable
- Rating is important
- Reach out to your customers



# Demo

Reports & Feedback

# Analytics

# Why analytics?

- Measure usage & adoption
- Improve user experience
- Improve quality
- Know your users!

# Analytics frameworks

- mtiks
- Microsoft Analytics Framework (MSAF)
  - Google Analytics
- Flurry
- Preemptive

# Recap



# Recap

- You CAN make money
- THINK about marketing
- Use trial and/or advertising and/or InApps
- Use feedback
- Use analytics



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reflectionit.nl/blog