

## One-click transactions within your app.

In-app purchase allows users to purchase upgrades, new content, and complementary features directly within your app. Simplify and shorten the path to purchase, to allow for easy implementation of a “freemium” business model and creation of additional revenue opportunities.

### Benefits

- **Increase Revenue** - Deliver paid content to customers and grow revenue from existing apps.
- **Additional Engagement** - Provide opportunities for users to obtain new content or app upgrades to keep them interacting with your app.
- **In-App Storefront** - Make it easy for users to make secure purchases from your app with one-click.
- **Increase Potential Audience** - Offer a basic version of your app for free with additional features available for purchase.
- **Track Conversions** - Measure the effectiveness of campaigns driving to a purchase or other call to action.
- **Easy Integration** - Use our bundled libraries to easily integrate a new source of revenue into your mobile app.



Add functionality by offering additional features or content for sale in your app.

### How It Works

Urban Airship manages device verification and content delivery of mobile purchases. After a user makes a purchase decision, billing is handled through the user's iTunes account and content is delivered directly to the app. Once you set up your platform IAP system (Google Marketplace/iTunes Connect), we will host and deliver content and secure receipt verification, replacing your need for an IAP server.