# State of in-app subscriptions 2024

Learn the latest benchmarks on iOS subscription LTV, retention, renewals, refund rates, price changes, and the best-performing paywalls from the world's top-performing apps.

# What's inside

# The greatest year for subscription apps

> The in-app subscription market continues its robust growth in 2024, with global revenue projected to exceed $120 billion — a significant increase from last year. Despite challenges such as inflation and harsh data regulations, the sector is thriving, with a 15% year-over-year growth in the subscriber base.

**With new opportunities such as alternative app stores, third-party in-app payments, and blooming web-to-app solutions, it's more important than ever to understand the benchmarks of a modern subscription app.**

This report provides a comprehensive market overview, focusing on LTV and mobile paywalls. We believe you'll find it useful for optimizing your app growth strategy. We are confident that this year's edition will be essential for navigating and capitalizing on the dynamic landscape of subscription apps.

**Feel free to share the screenshots of the report on social media and tag official Adapty accounts!**
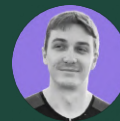
Vitaly Davydov,
CEO at Adapty

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# The report is based on randomized and anonymized data from 2023-2024 (Q2)

## 193M
transactions

## 55M
users

## $1B
tracked revenue

**Privacy & Security** 🔒

The data was analyzed with respect to the apps and developers' privacy.
We processed the data in batches and added a bit of randomness to our results.

**GDPR** COMPLIANT

**CCPA** COMPLIANT

# Adapty is #1 in EMEA region

## $1B
tracked revenue

## 7K
apps

✦ Enterprise-focused

Trusted by 7,000+ apps

almus   Replika

FEELD   GENESIS

bumble   HUBX

impala studios

## Adapty subscription SDK

```
1   // Your app's code
2   import Adapty
3   Adapty.activate("PUBLIC_SDK_KEY")
4
5   // Make a purchase, Adapty handles the rest
6   do {
7     let purchasedInfo = try await Adapty.makePurchase(product)
8     // successful purchase
9   } catch {
10    // handle the error
11  }
```

## adapty
Revenue management platform for mobile apps

**BOOK A DEMO**

Tracked revenue
**>$1B**

Users served
**1B**

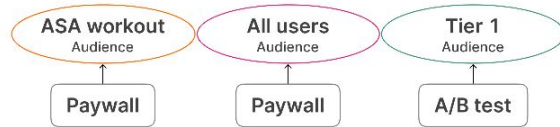Historical uptime
**99.99%**

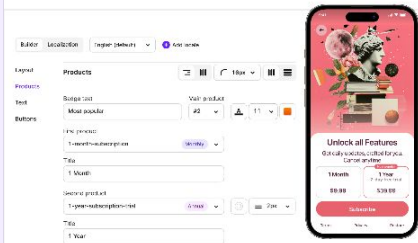## Integrations

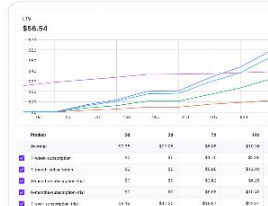## Subscription BI
**19** charts

## Localization
🇺🇸 English [en]   🇦🇪 Arabic [ar]
🇯🇵 Japanese [ja]   +70 locales

## Targeting
ASA workout Audience → Paywall
All users Audience → Paywall
Tier 1 Audience → A/B test

## Platforms

## No-code native paywall builder

## Remote config
Table  JSON

| Key | Value |
|---|---|
| CTA_Button_Color | #FCED8D |
| CTA_Text | Continue |
| Skipable | On  true |
| Key_Points | [ "Personal Traini", "Best Coaches", "Food Plans" |

## LTV calculation

## A/B tests

Predicted **winner**
A  96.3%
B  3.7%

Get more out of your music with Premium
Get Premium Access

Revenue per 1K users
$49.68

## Paywall templates

## LTV prediction

| | Total revenue | ✨ Predicted revenue | ✨ Predicted LTV |
|---|---|---|---|
| | $10.3K | $26.1K | $45.3 |
| | $8K | $24.6K | $46.9 |
| | $7.5K | $30.8K | $48.1 |

## Cohort analysis

Cohorts   by renewals  by days

| | P1 | P2 | P3 | P4 |
|---|---|---|---|---|
| Jan 23 | $4.5K | $2.4K | $1.9K | $1.5K |
| Feb 23 | $4.4K | $2K | $1.6K | |
| Mar 23 | $5K | $2.5K | | |

| Paywall name | Revenue | P2BB | Revenue per 1k users | Proceeds | APPRU |
|---|---|---|---|---|---|
| Weekly+Annual-trial (A) | $2,031 | 79.23% | $91.34 / $80.32 | $1,727 | $19.35 |
| Monthly+Annual (B) | $1,647 | 20.79% | $87 To / $74.34 | $1,400 | $11.83 |
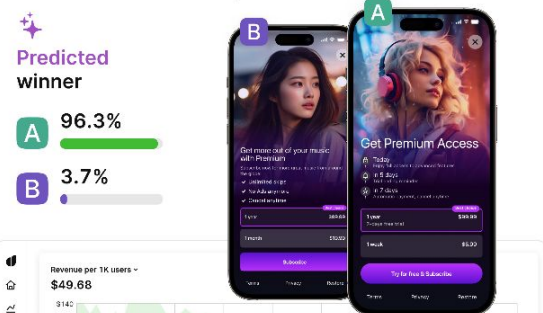
# Enterprise-grade platform

## Secure

✦ 24/7 global fraud monitoring

✦ DPA/CCPA compliance

## Reliable

✦ 99.99% SLA rate

✦ Over $1M/year of in-app purchases processed

## Responsive

✦ Dedicated customer success manager

✦ Direct communication via Slack

✦ Live chat

" We chose Adapty for its powerful paywall A/B testing capabilities, which helped us optimize our monetization strategy effectively. The user-friendly platform, flexible pricing, and exceptional customer support make Adapty a superior choice over competitors.

Yalçın Özdemir,
Founder & CEO,
AppNation

# The US remains the largest market for in-app subscription sales, holding 50.5% of the total market

" The US is a special beast: 58.81% of users are on iOS, driving most of the revenue on Apple's OS.
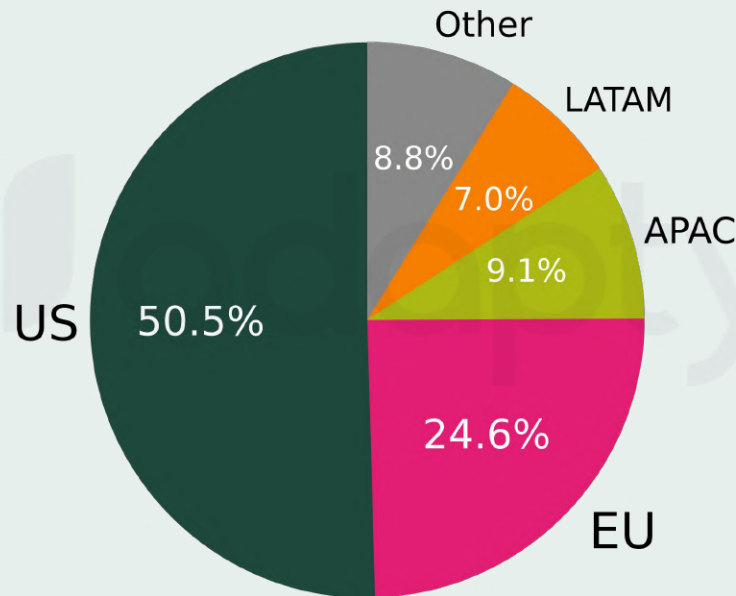
With SKAN, the entry barrier has risen: When CPIs are high and privacy thresholds can't be met, ad platforms have little signal to work with.

To crack the market: target country tiers, test creatives in other geos, and consider web2app and AEM on top of SKAN.

Marcus Burke,
Full-Funnel UA Consultant

## Subscription sales market share



- Other: 8.8%
- LATAM: 7.0%
- APAC: 9.1%
- US: 50.5%
- EU: 24.6%

# **Weekly** subscription market share is now over 55%

> " Longer durations typically have lower churn and higher LTV. So why the rise of weekly plans?
>
> Trial alternative: They offer a low-commitment way for users to try a product, replacing 7-day free trials while still generating revenue.
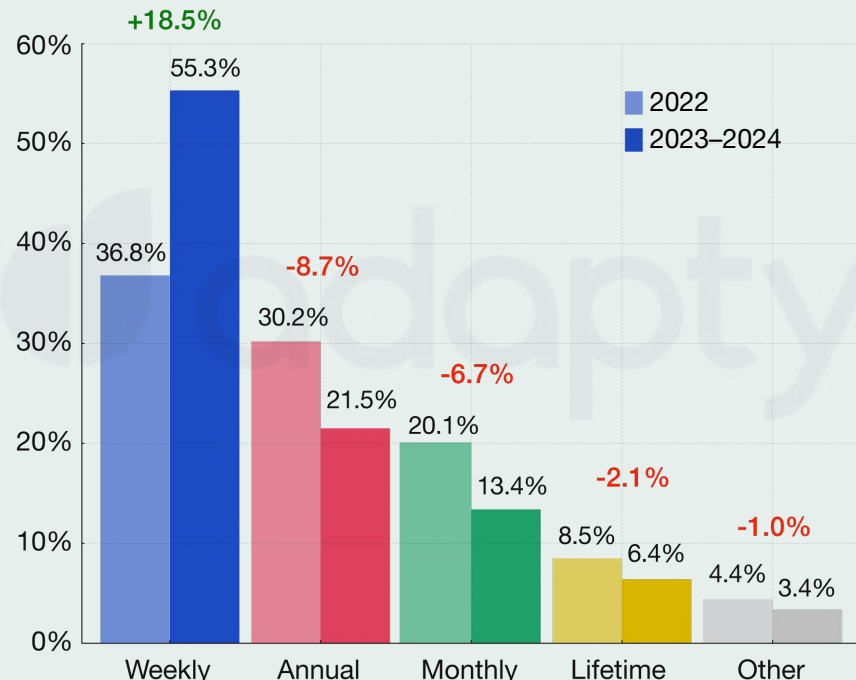>
> Price framing: A higher weekly price makes the monthly plan seem more cost-effective and more attractive.
>
> Commitment issues: The weekly plan can convert users who might not commit to longer subscriptions, providing a flexible option based on user behavior.

Lea Samrani,
Product & Growth Advisor
for Subscription Apps

## Market share by subscription duration

Legend: 2022, 2023–2024

| Category | 2022 | 2023–2024 | Change |
|----------|------|-----------|--------|
| Weekly | 36.8% | 55.3% | +18.5% |
| Annual | 30.2% | 21.5% | -8.7% |
| Monthly | 20.1% | 13.4% | -6.7% |
| Lifetime | 8.5% | 6.4% | -2.1% |
| Other | 4.4% | 3.4% | -1.0% |

# Subscription cheat sheets and price analysis

We've compiled core subscription benchmarks for each subscription type – weekly, monthly, and yearly – into separate slides.

We've also included box plots to better illustrate subscription price distribution across various regions.
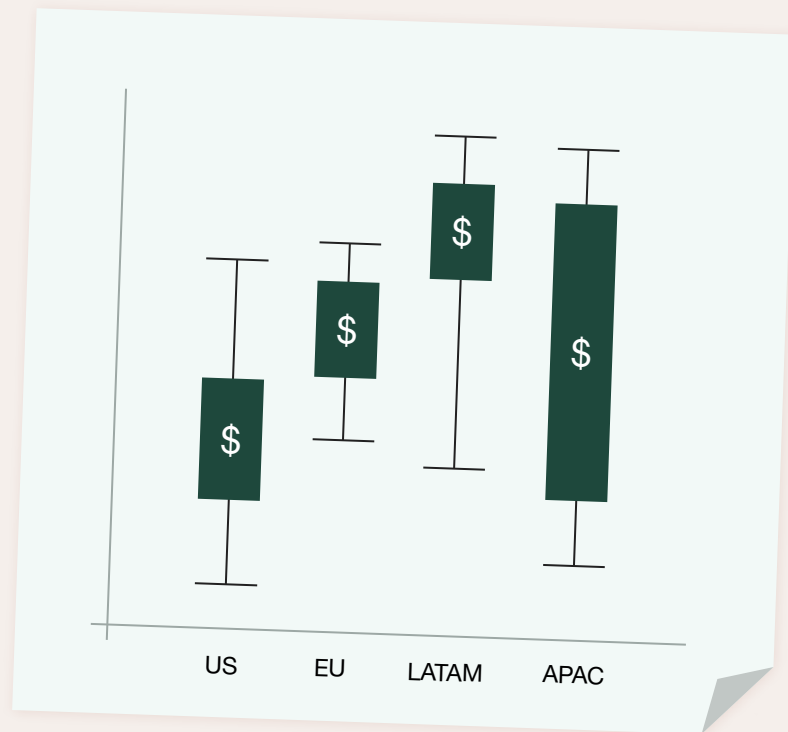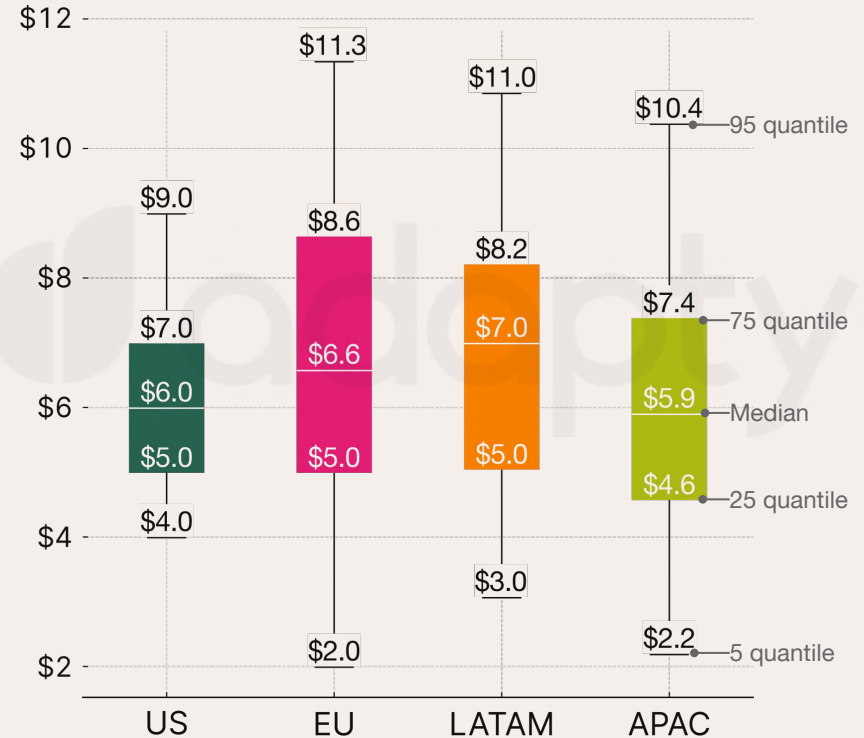
# Weekly subscription cheat sheet

## Average metrics

| | |
|---|---|
| **$6.3**<br>Price | **$43**<br>LTV (12 months) |
| **8**<br>Number of renewals | **56%**<br>First renewal rate |
| **2.7%**<br>Refund rate | **27.4%**<br>Trial-to-purchase conversion rate |

⌞⌝ Screenshot and share

◈ adapty | adapty.io

## **Weekly** subscription price distribution



US: $9.0, $7.0, $6.0, $5.0, $4.0
EU: $11.3, $8.6, $6.6, $5.0, $2.0
LATAM: $11.0, $8.2, $7.0, $5.0, $3.0
APAC: $10.4, $7.4, $5.9, $4.6, $2.2

95 quantile
75 quantile
Median
25 quantile
5 quantile

# Monthly subscription cheat sheet

## Average metrics

| | |
|---|---|
| **$12**<br>Price | **$40**<br>LTV (12 months) |
| **4**<br>Number of renewals | **54%**<br>First renewal rate |
| **2.8%**<br>Refund rate | **11%**<br>Trial-to-purchase conversion rate |

⌜⌄ Screenshot and share

**Monthly** subscription price distribution



Chart: Monthly subscription price distribution (box plot by region)

**US:** $20.0, $15.0, $12.0, $10.0, $4.0
**EU:** $23.7, $14.2, $11.3, $5.8, $2.5
**LATAM:** $20.2, $12.3, $10.0, $6.1, $3.0
**APAC:** $18.3, $12.5, $11.2, $6.9, $2.4

95 quantile, 75 quantile, Median, 25 quantile, 5 quantile

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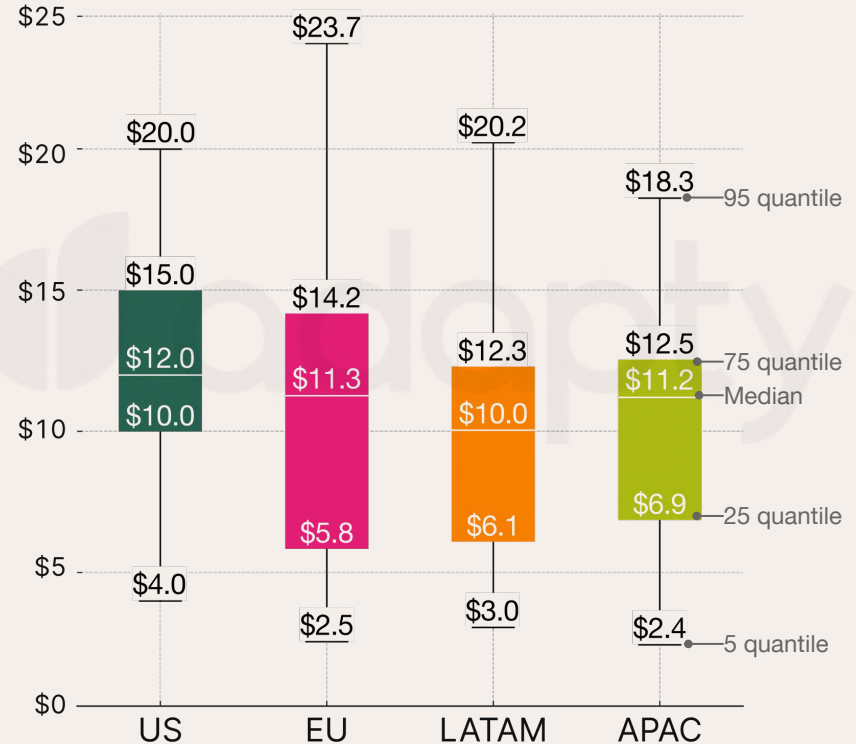
# Annual subscription cheat sheet

## Average metrics

| | |
|---|---|
| **$36**<br>Price | **$44**<br>LTV (12 months) |
| **1.23**<br>Number of renewals | **19%**<br>First renewal rate |
| **3.1%**<br>Refund rate | **18.1%**<br>Trial-to-purchase conversion rate |

⌐⌐ Screenshot and share

## **Annual** subscription price distribution



Chart: Annual subscription price distribution

| Region | 5 quantile | 25 quantile | Median | 75 quantile | 95 quantile |
|---|---|---|---|---|---|
| US | $10.7 | $20.0 | $33.8 | $45.0 | $80.0 |
| EU | $7.2 | $19.8 | $25.1 | $44.2 | $85.0 |
| LATAM | $10.0 | $20.0 | $25.6 | $40.6 | $79.3 |
| APAC | $7.3 | $18.9 | $26.7 | $44.5 | $80.2 |

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13
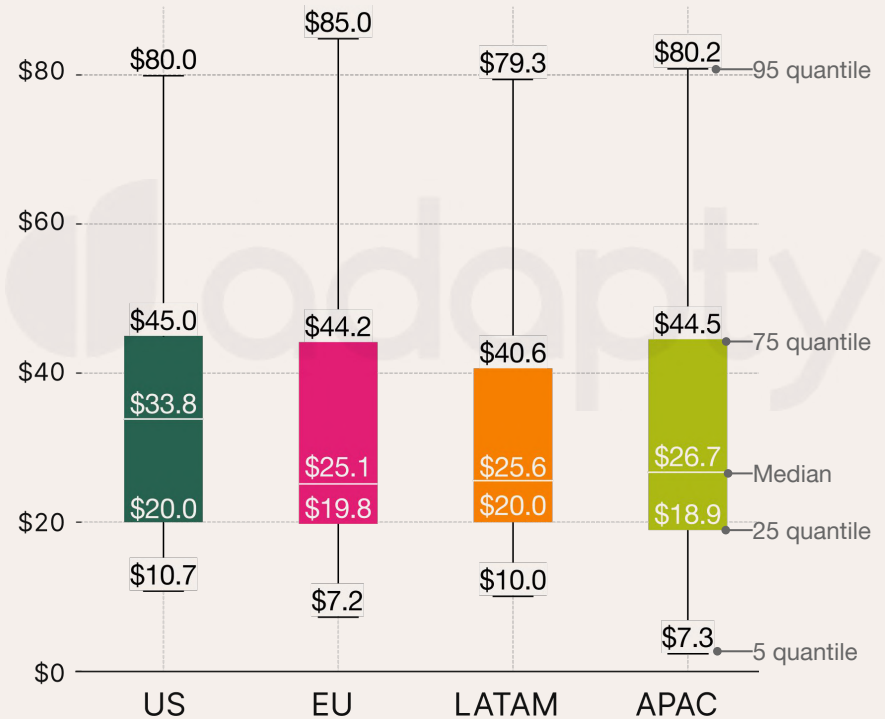
# The largest increase in **weekly** subscription prices was seen in the EU, and the largest decrease – in the LATAM
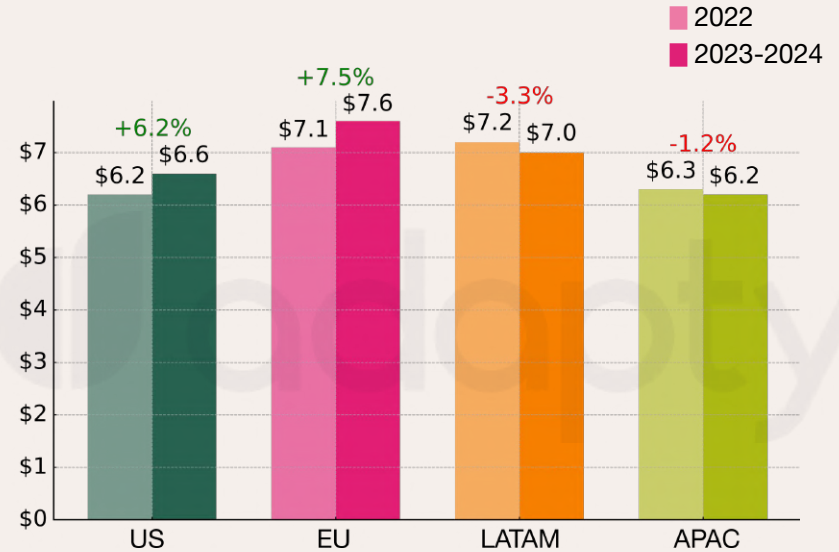
> There are several reasons why we see weekly subscription prices increasing in the US and EU while decreasing in APAC and LATAM:

1. **Inflation rates:** The past few years have been challenging for the US and EU due to high inflation rates, prompting mobile app developers to increase prices across all products.

2. **Taxation and currency exchange rates:** Several EU countries introduced new tax laws in 2022 and 2023. For example, in the Apple price matrix, $7.99 USD is equivalent to €8.99 EUR or $9.99 USD, reflecting the impact of currency exchange rates.

3. **Emerging AI apps:** In 2023, there was a significant surge in new AI apps based on OpenAI's ChatGPT. Despite new models and price drops, using AI remains expensive. Weekly subscriptions provide developers with high flexibility and an easy way to maintain positive margins while integrating AI into their apps.

4. **Increasing CAC:** As customer acquisition costs continue to rise, developers and publishers are naturally inclined to increase subscription prices to offset these expenses.

5. **Regional pricing strategies in LATAM and APAC:** LATAM and APAC often fall into the "lower price, higher conversion" test tiers. Developers set lower regional prices to capture more users.

Anton Marchanka, Ex-General Manager at Mosaic Group, Ex-General Manager at Daily Burn, Ex-VP of Marketing at Apalon

## **Weekly** subscription price



Legend: 2022, 2023-2024

US: $6.2 / $6.6 (+6.2%)
EU: $7.1 / $7.6 (+7.5%)
LATAM: $7.2 / $7.0 (-3.3%)
APAC: $6.3 / $6.2 (-1.2%)

> With inflation, increased digital usage, and stricter data privacy rules, I'm not surprised that the EU has the biggest jump in subscription pricing. While weekly subscriptions are getting more popular, this comes with the challenge of far more renewal opportunities, which will increase churn dramatically if not managed well. If you're considering a price hike, make sure you're balancing this with understanding what your customers value most and clearly delivering that. Ultimately, the key here is to keep delivering what customers want.
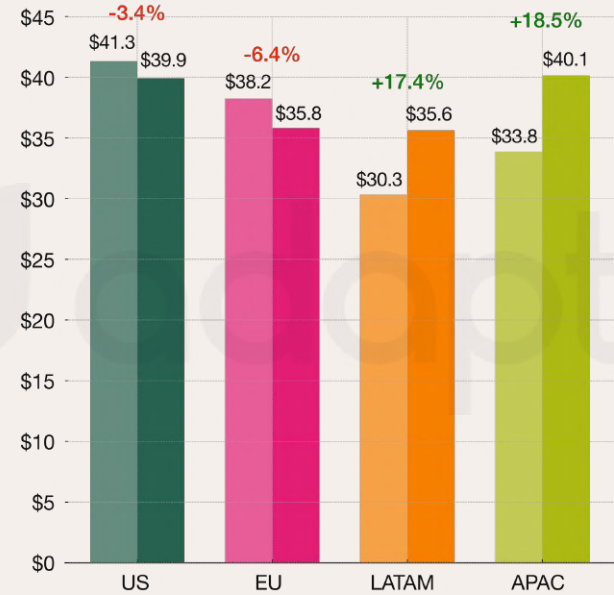
Hannah Parvaz,
Founder of Aperture

# Monthly and annual subscriptions show similar patterns as weekly



**Monthly** subscription price
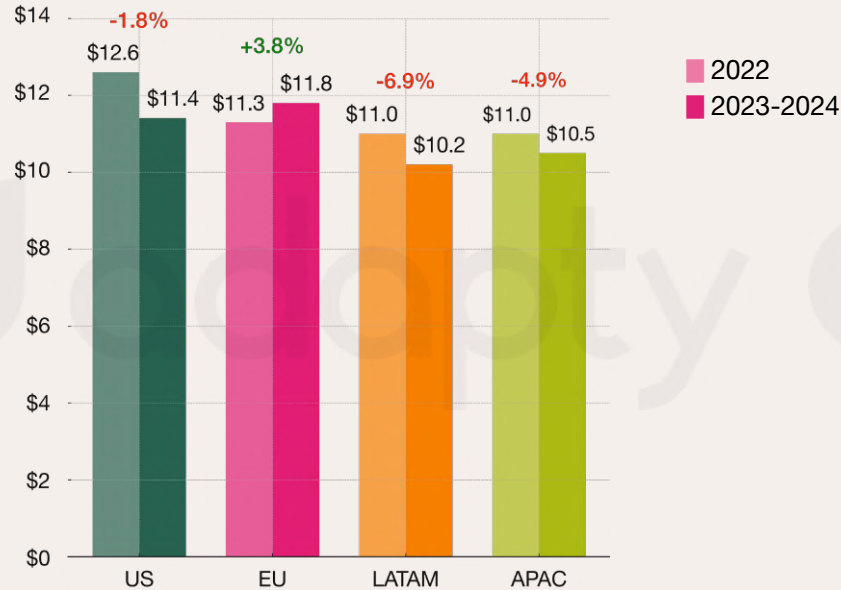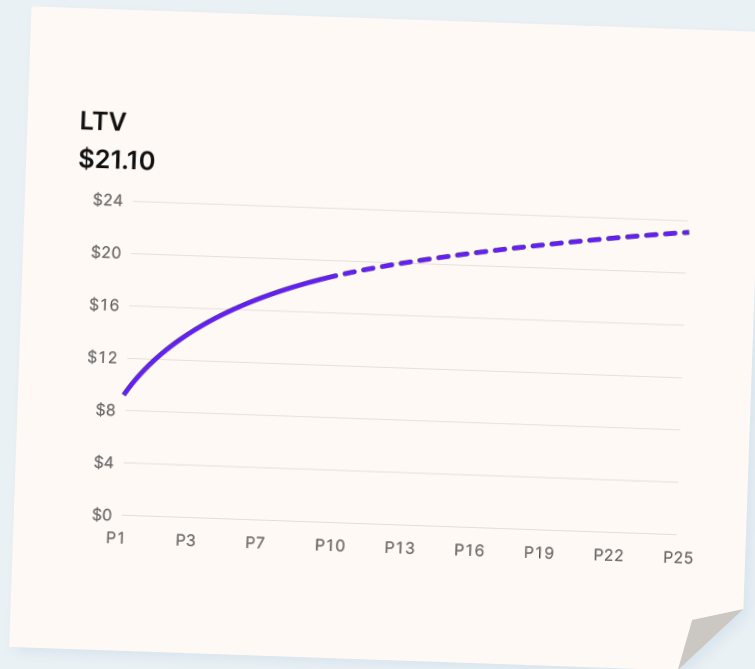
**Annual** subscription price

# Subscription LTV deep dive

We believe that LTV is the most important metric in the subscription business. It shows your app's long-term retention, defines app credibility, and guides your acquisition strategy.

With the right LTV prediction and calculation, you can acquire customers more aggressively while keeping financials secure.

We created LTV cheat sheets and detailed analytics for 0, 3, 6, 9, and 12 months (for example, LTV3 means LTV of the third month since a user was acquired; it equals ARPPU3).
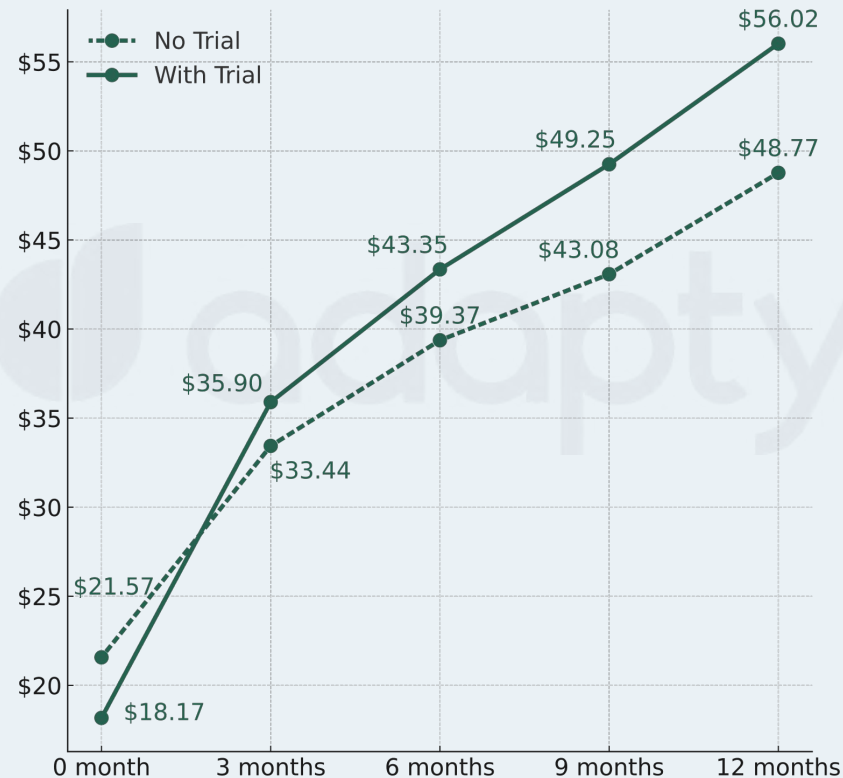
**LTV**
**$21.10**

| | |
|---|---|
| $24 | |
| $20 | |
| $16 | |
| $12 | |
| $8 | |
| $4 | |
| $0 | |

P1  P3  P7  P10  P13  P16  P19  P22  P25

# The US subscriptions cheat sheet

Average metrics (all subscription types)

| | |
|---|---|
| **$16**<br>Price | **$53**<br>LTV (12 months) |
| **5**<br>Number of renewals | **39%**<br>First renewal rate |
| **5.2%**<br>Refund rate | **32.89%**<br>Trial-to-purchase conversion rate |

⌐⌐ Screenshot and share

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## Subscription LTV in the US

Legend:
- - - No Trial
—— With Trial

No Trial: $21.57 (0 month), $33.44 (3 months), $39.37 (6 months), $43.08 (9 months), $48.77 (12 months)

With Trial: $18.17 (0 month), $35.90 (3 months), $43.35 (6 months), $49.25 (9 months), $56.02 (12 months)

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# The EU subscriptions cheat sheet

## Average metrics (all subscription types)

| | |
|---|---|
| **$16**<br>Price | **$42**<br>LTV (12 months) |
| **4**<br>Number of renewals | **35%**<br>First renewal rate |
| **3.7%**<br>Refund rate | **21.72%**<br>Trial-to-purchase conversion rate |

⌞⌝ Screenshot and share

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## Subscription LTV in the EU



Legend:
- No Trial (dashed)
- With Trial (solid)

No Trial values: $18.37, $28.90, $31.10, $33.05, $37.51
With Trial values: $19.03, $29.53, $35.63, $39.55, $45.34

X-axis: 0 month, 3 months, 6 months, 9 months, 12 months

# The LATAM subscriptions cheat sheet

Average metrics (all subscription types)

| | |
|---|---|
| **$15**<br>Price | **$40**<br>LTV (12 months) |
| **4**<br>Number of renewals | **37%**<br>First renewal rate |
| **4.8%**<br>Refund rate | **22.18%**<br>Trial-to-purchase conversion rate |

⛶ Screenshot and share

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## Subscription LTV in the LATAM



Subscription LTV line chart comparing "No Trial" (dashed) and "With Trial" (solid) over 12 months.

No Trial: $18.81 (0 month), $26.15 (3 months), $30.00 (6 months), $31.85 (9 months), $36.09 (12 months)

With Trial: $15.67 (0 month), $28.35 (3 months), $34.63 (6 months), $37.82 (9 months), $44.64 (12 months)

# The APAC subscriptions cheat sheet

Average metrics (all subscription types)

| $14 | $39 |
|---|---|
| Price | LTV (12 months) |
| **4** | **34%** |
| Number of renewals | First renewal rate |
| **3.7%** | **20.33%** |
| Refund rate | Trial-to-purchase conversion rate |

⌞+ Screenshot and share

## Subscription LTV in the APAC



Legend:
- - - - No Trial
——— With Trial

Data points:
- No Trial: $16.91 (0 month), $26.93 (3 months), $29.66 (6 months), $31.38 (9 months), $35.09 (12 months)
- With Trial: $17.15 (0 month), $28.24 (3 months), $33.91 (6 months), $37.61 (9 months), $43.48 (12 months)

X-axis: 0 month, 3 months, 6 months, 9 months, 12 months
Y-axis: $20, $25, $30, $35, $40

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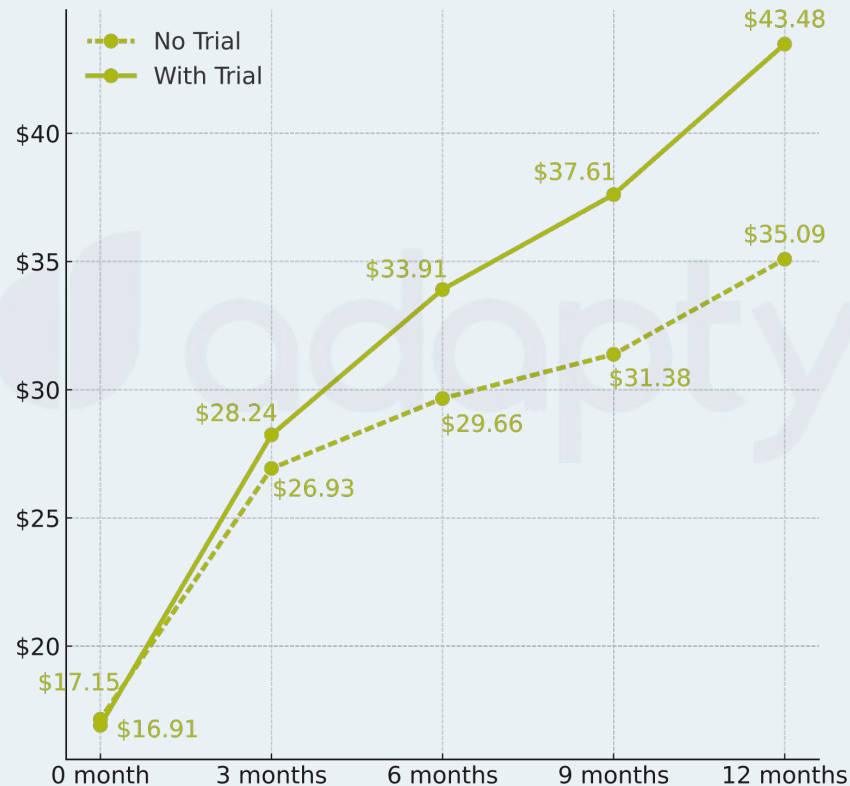
# The US has the highest LTV for every subscription type

> Apple and Google offer an unprecedented global distribution opportunity, giving mobile app developers access to ~5 billion smartphone users. However, the US still accounts for a large percentage of mobile app subscription revenue.
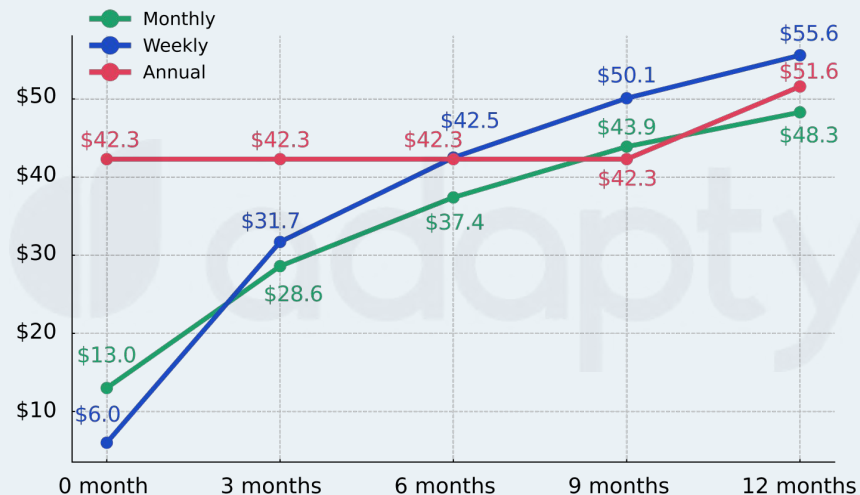
This has a couple of important implications:

1. For US companies expanding abroad: Understand the unit economics of international users before investing heavily in paid ads. Average LTVs are usually lower outside the US.

2. For international companies: Consider whether there's a market for your app in the US early on. While competition is higher, the potential upside is significant.

Within the US, carefully price and package your subscription plans. Annual subscriptions often provide better cash flow and retention, but this varies by category. Conduct research to understand how LTVs differ across your subscription plans. Tools like Conjoint and Van Westendorp analysis can help optimize your pricing and packaging.

Phil Carter, Growth Advisor at Elemental Growth, Former Product Leader at Faire, Quizlet, and Ibotta

## Subscription LTV in the US



Legend: Monthly, Weekly, Annual

Monthly: $13.0, $28.6, $37.4, $43.9, $48.3
Weekly: $6.0, $31.7, $42.5, $50.1, $55.6
Annual: $42.3, $42.3, $42.3, $42.3, $51.6
($42.3 at 9 months)
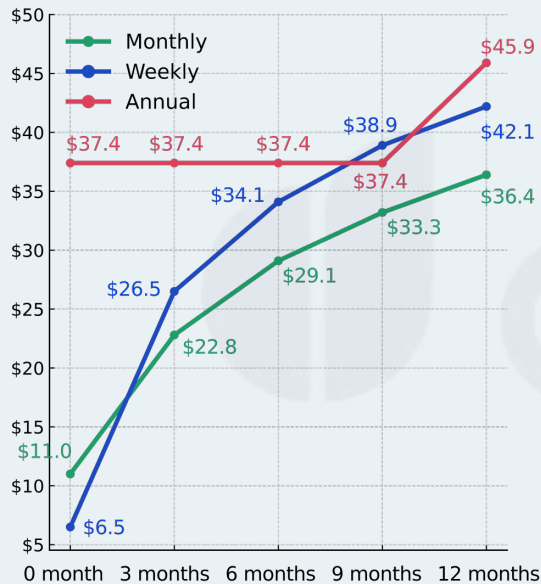
X-axis: 0 month, 3 months, 6 months, 9 months, 12 months

> While people in different countries may prefer different subscription types, weekly subscriptions have the highest LTV in the US. If paid user acquisition is one of your main growth models and you have a short payback period and good ROAS, consider getting users to subscribe to weekly plans; otherwise, choose annual.
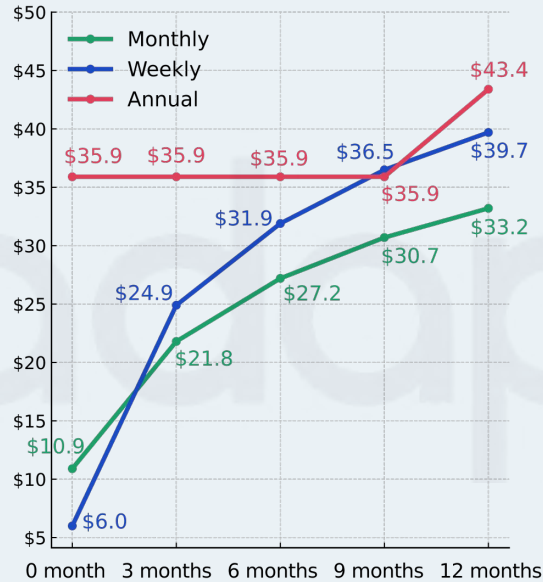
Vahe Baghdasaryan,
Sr Growth Marketing Manager at CoinStats

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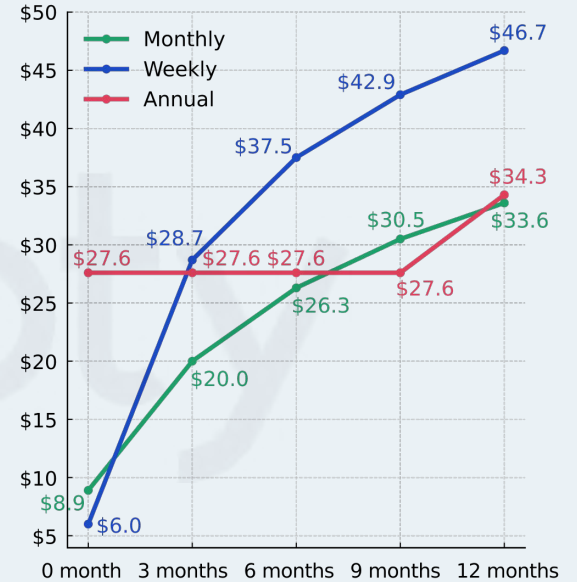# Annual subscription shows the highest LTV* for the EU and LATAM, while the weekly one is topping the APAC

## Subscription LTV in the EU

Monthly: $11.0, $22.8, $29.1, $33.3, $36.4
Weekly: $6.5, $26.5, $34.1, $38.9, $42.1
Annual: $37.4, $37.4, $37.4, $37.4, $45.9

## Subscription LTV in the LATAM

Monthly: $10.9, $21.8, $27.2, $30.7, $33.2
Weekly: $6.0, $24.9, $31.9, $36.5, $39.7
Annual: $35.9, $35.9, $35.9, $35.9, $43.4

## Subscription LTV in the APAC

Monthly: $8.9, $20.0, $26.3, $30.5, $33.6
Weekly: $6.0, $28.7, $37.5, $42.9, $46.7
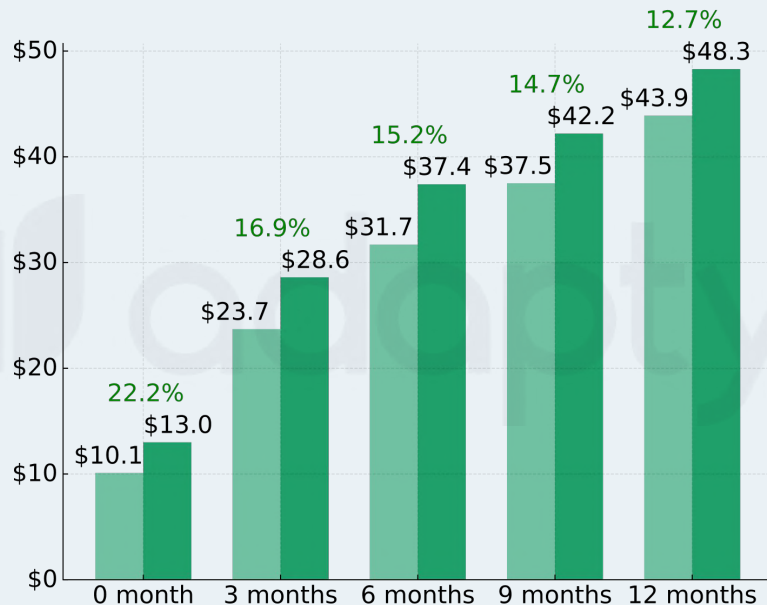Annual: $27.6, $27.6, $27.6, $27.6, $34.3

*Note that LTV in the EU and other regions may include VAT, so the net LTV may be lower.

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# Both weekly and monthly subscriptions show up to 15% LTV growth in the US

## Weekly subscription LTV

- 0 month: $4.9 (2022), $6.0 (2023–2024), +8.3%
- 3 months: $28.9 (2022), $31.7 (2023–2024), +19.0%
- 6 months: $40.1 (2022), $42.5 (2023–2024), +8.9%
- 9 months: $48.0 (2022), $50.1 (2023–2024), +5.6%
- 12 months: $53.6 (2022), $55.6 (2023–2024), +4.3%

Legend: 2022, 2023–2024

## Monthly subscription LTV

- 0 month: $10.1, $13.0, +22.2%
- 3 months: $23.7, $28.6, +16.9%
- 6 months: $31.7, $37.4, +15.2%
- 9 months: $37.5, $42.2, +14.7%
- 12 months: $43.9, $48.3, +12.7%
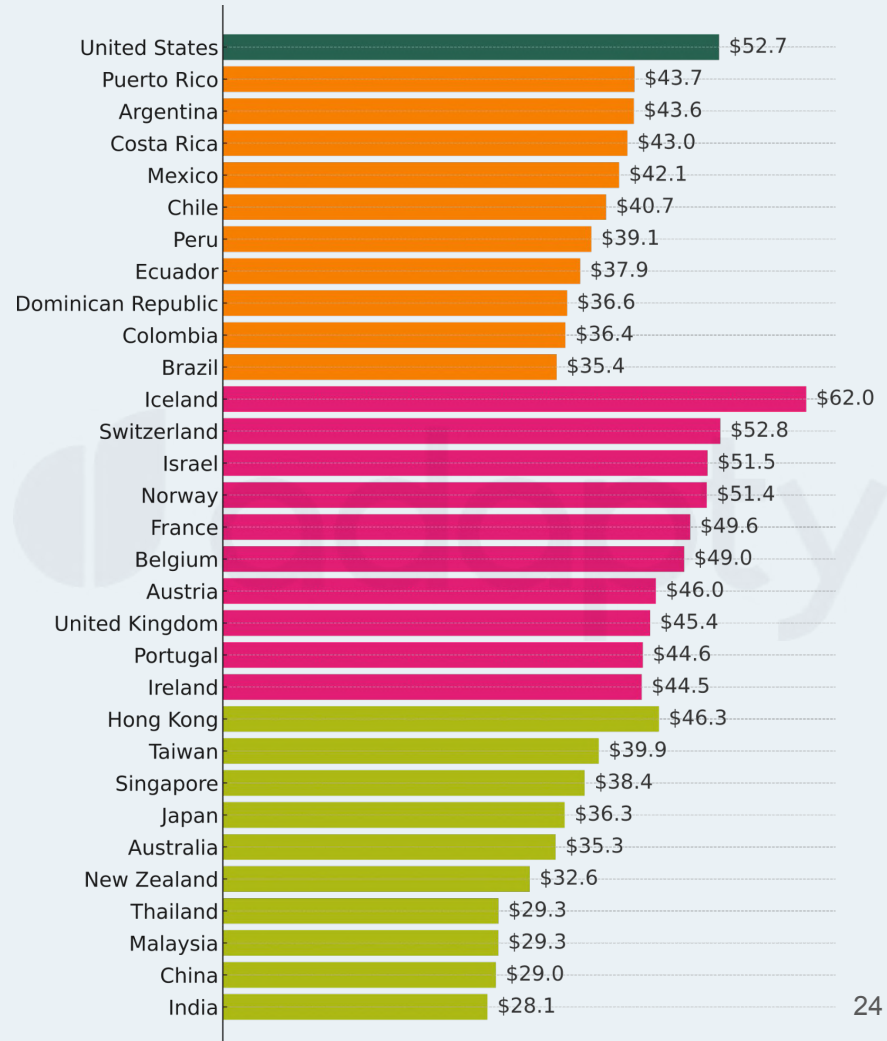
# Top 10 countries by LTV in the US, EU, LATAM, and APAC

> While the US often leads in LTV, some countries can surpass it. These countries often include wealthy nations like Iceland, Switzerland, and Norway.

> Despite potentially higher LTVs in these regions (due to VAT and other EU taxes), their markets are significantly smaller than the US. As a result, building a scalable sales funnel in these countries is more challenging.

> However, effective localization is crucial to unlocking the best LTV in these markets. Tailoring marketing strategies and product offerings to meet local preferences and cultural nuances can significantly enhance customer engagement and retention.

Yoann Pavy,
Head of Growth at AiApply, Ex-Depop and Deliveroo

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| Country | LTV |
|---|---|
| United States | $52.7 |
| Puerto Rico | $43.7 |
| Argentina | $43.6 |
| Costa Rica | $43.0 |
| Mexico | $42.1 |
| Chile | $40.7 |
| Peru | $39.1 |
| Ecuador | $37.9 |
| Dominican Republic | $36.6 |
| Colombia | $36.4 |
| Brazil | $35.4 |
| Iceland | $62.0 |
| Switzerland | $52.8 |
| Israel | $51.5 |
| Norway | $51.4 |
| France | $49.6 |
| Belgium | $49.0 |
| Austria | $46.0 |
| United Kingdom | $45.4 |
| Portugal | $44.6 |
| Ireland | $44.5 |
| Hong Kong | $46.3 |
| Taiwan | $39.9 |
| Singapore | $38.4 |
| Japan | $36.3 |
| Australia | $35.3 |
| New Zealand | $32.6 |
| Thailand | $29.3 |
| Malaysia | $29.3 |
| China | $29.0 |
| India | $28.1 |

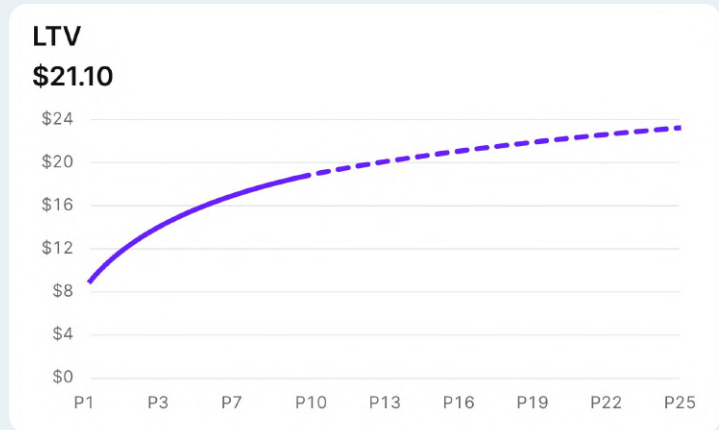# Manage your revenue stream and ROI with Adapty's AI-driven LTV prediction

**BOOK A DEMO**

❝ We've been using Adapty's analytics for a long time, but the predictive analytics feature turned out to be our crystal ball for future growth.

Sergey Lagutyonok,
Product manager at Impala Studios

## Cohorts

| by renewals | by days |

| | P2 | P3 | P3 | P4 | ✨Predicted revenue | ✨Predicted LTV |
|---|---|---|---|---|---|---|
| Dec 22 | $32 | $48 | $8 | $2 | $10K | $120 |
| Jan 22 | $12 | $18 | $7 | | $8K | $80 |
| Feb 22 | $0 | $4 | | | $2K | $40 |

## LTV
### $21.10

| | |
|---|---|
| $24 | |
| $20 | |
| $16 | |
| $12 | |
| $8 | |
| $4 | |
| $0 | |

P1  P3  P7  P10  P13  P16  P19  P22  P25

# Install LTV, trial LTV, conversions, and refunds

While subscriber LTV is important and relatively easy to calculate, **the LTV of an installation and a free trial** are often more crucial.
These LTV types help answer two questions:

- How much money will I get from a single customer who installed the app? (equivalent to ARPU)

- How much money will I get from a single customer who activated a free trial?
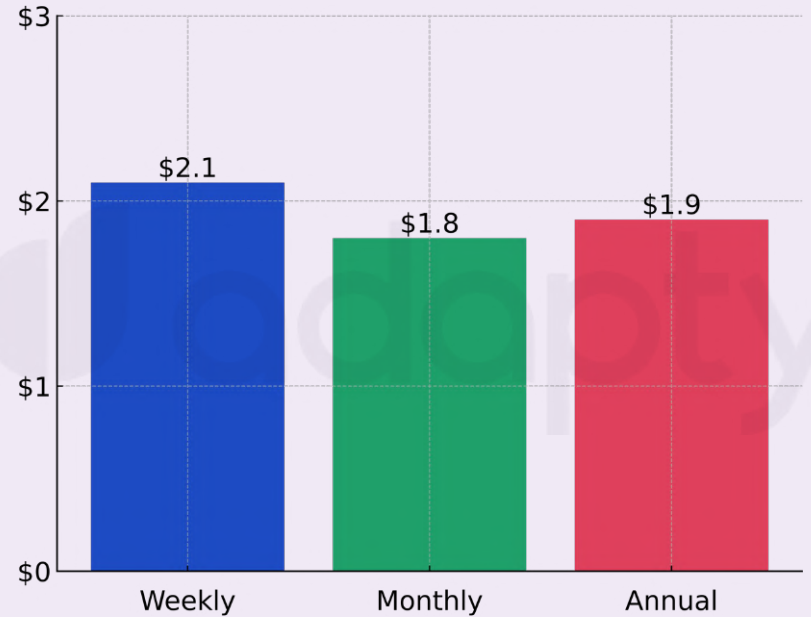
$$\text{Install LTV} = \frac{\text{Revenue}}{\text{Installs}}$$

$$\text{Trial LTV} = \frac{\text{Revenue}}{\text{Trial activations}}$$

# Install LTV

## Install LTV by regions



Bar chart "Install LTV by regions":
- US: $1.95
- EU: $0.32
- LATAM: $0.35
- APAC: $0.18

## Install LTV in the US by subscription type



Bar chart "Install LTV in the US by subscription type":
- Weekly: $2.1
- Monthly: $1.8
- Annual: $1.9
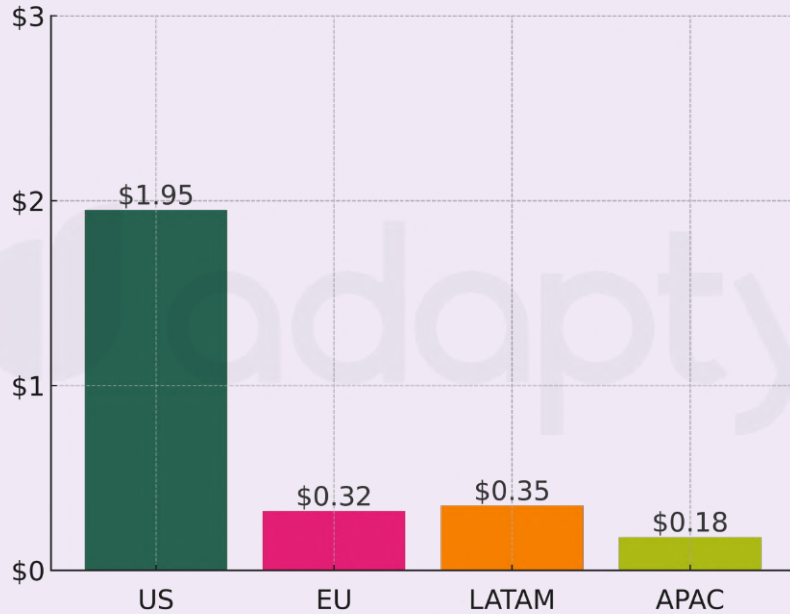
# Trial LTV

## Trial LTV by regions



| Region | Value |
|--------|-------|
| US | $17.3 |
| EU | $9.1 |
| LATAM | $8.8 |
| APAC | $7.9 |

## Trial LTV in the US by subscription type
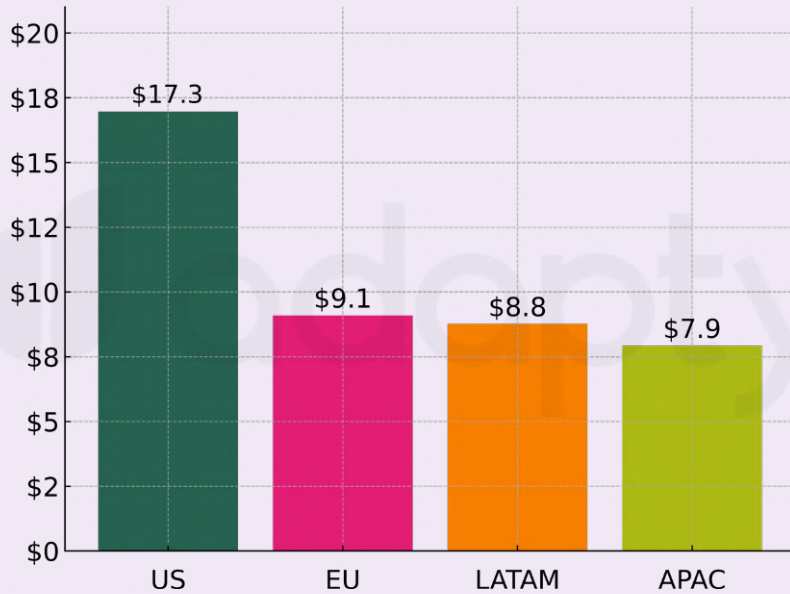


| Subscription type | Value |
|-------------------|-------|
| Weekly | $20.1 |
| Monthly | $17.5 |
| Annual | $16.5 |
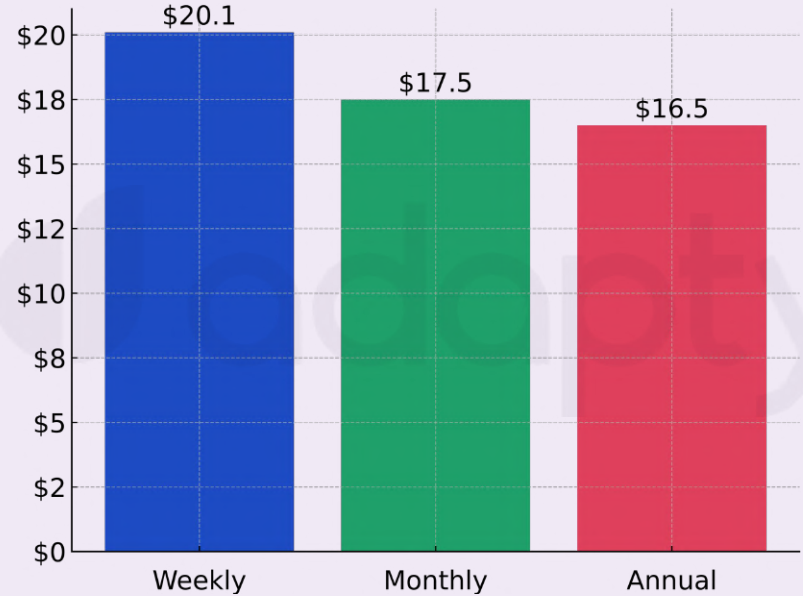
# Conversions

" At first, all you need is attention. Quality attention.

Whether that means word of mouth, search, web-to-app, or paid/organic social, the quality of your traffic will directly correlate to the number of people sticking long enough to see your paywall and consider a paid subscription.

In the last few years, the best performing subscription apps applied a not-so-secret strategy which gave them the confidence to scale UA budgets:

Earn/Buy quality traffic > Convert impressions into installs with great ads, ASO, and CPPs > Have an onboarding flow that resonates > Make an attractive offer on your paywall.

These benchmarks highlight that onboarding flows and paywalls are just as important as any other aspect of app growth.
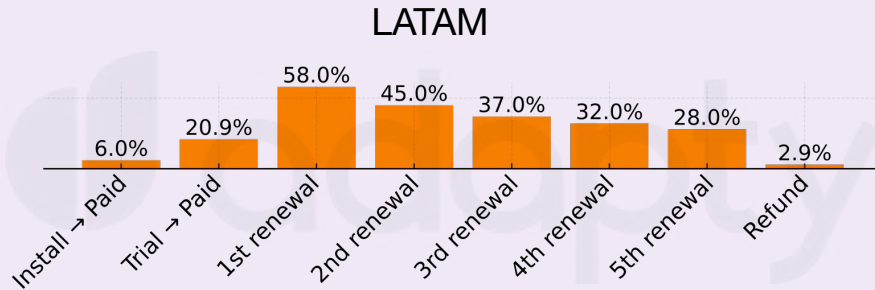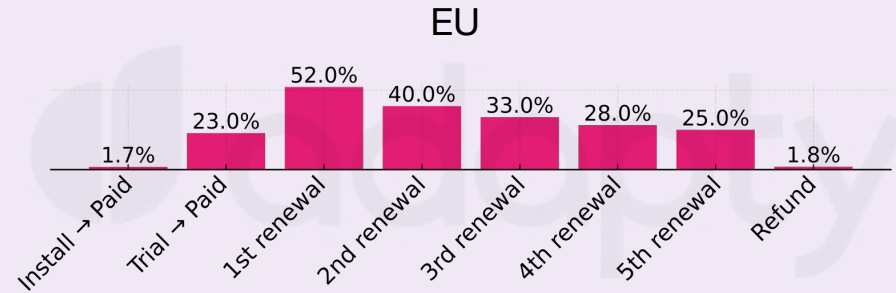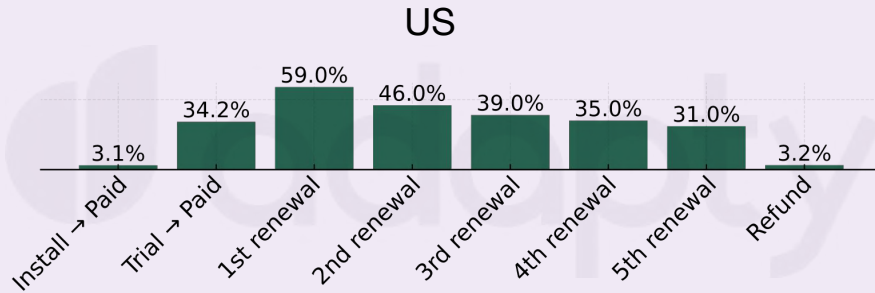
Taha Karsli,
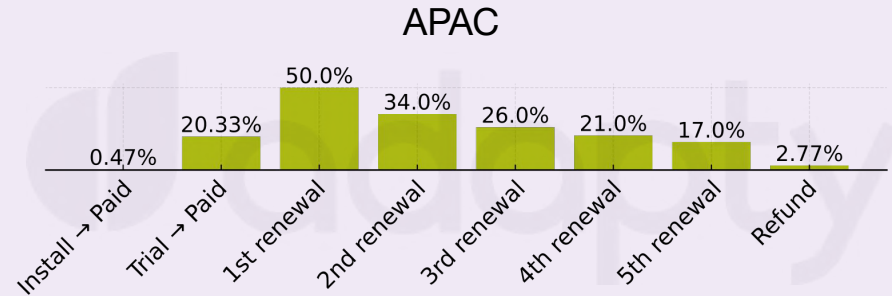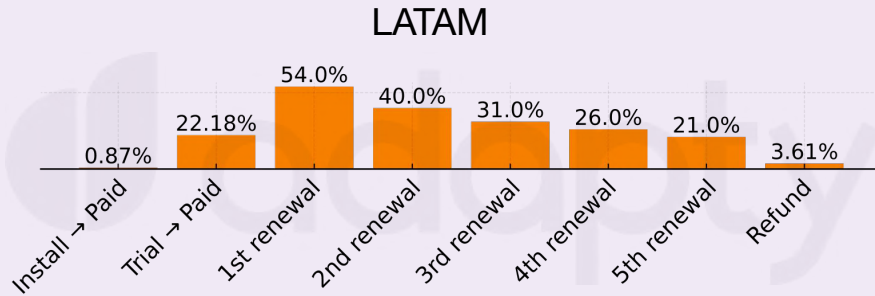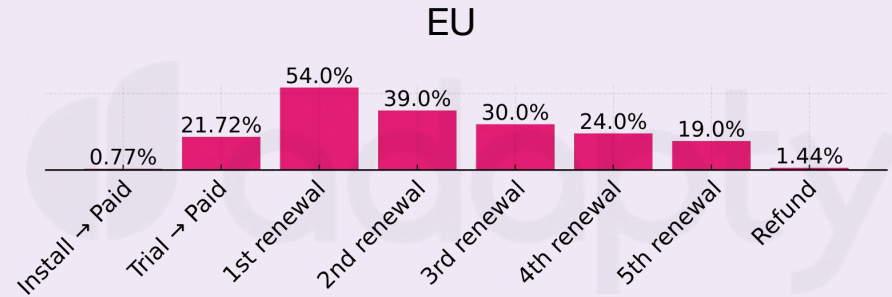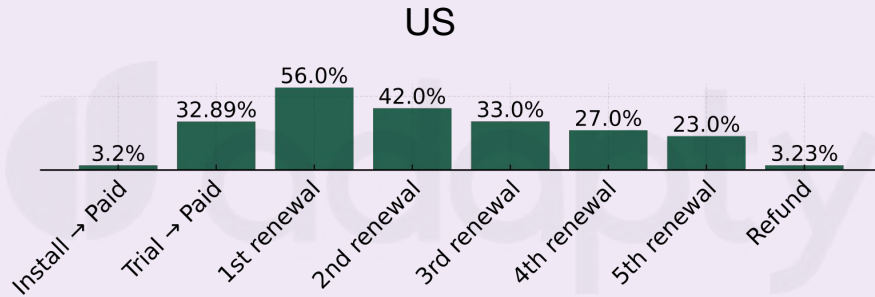App Marketing & Growth Manager at Poq

## Conversion rate

| Category | Conversion rate |
|---|---|
| Install → Paywall view | 53.5% |
| Paywall view → Trial / Subscribe | 7.0% |
| Install → Trial / Subscribe | 3.7% |

# **The weekly** subscription conversion rates

### US



| | | |
|---|---|---|
| Install → Paid | 3.1% | |
| Trial → Paid | 34.2% | |
| 1st renewal | 59.0% | |
| 2nd renewal | 46.0% | |
| 3rd renewal | 39.0% | |
| 4th renewal | 35.0% | |
| 5th renewal | 31.0% | |
| Refund | 3.2% | |

### EU

| | |
|---|---|
| Install → Paid | 1.7% |
| Trial → Paid | 23.0% |
| 1st renewal | 52.0% |
| 2nd renewal | 40.0% |
| 3rd renewal | 33.0% |
| 4th renewal | 28.0% |
| 5th renewal | 25.0% |
| Refund | 1.8% |

### LATAM

| | |
|---|---|
| Install → Paid | 6.0% |
| Trial → Paid | 20.9% |
| 1st renewal | 58.0% |
| 2nd renewal | 45.0% |
| 3rd renewal | 37.0% |
| 4th renewal | 32.0% |
| 5th renewal | 28.0% |
| Refund | 2.9% |

### APAC

| | |
|---|---|
| Install → Paid | 2.5% |
| Trial → Paid | 17.9% |
| 1st renewal | 52.0% |
| 2nd renewal | 39.0% |
| 3rd renewal | 32.0% |
| 4th renewal | 27.0% |
| 5th renewal | 24.0% |
| Refund | 2.4% |

Each renewal step shows the conversion to the previous one, while Refund shows the percentage of the total number of subscriptions.

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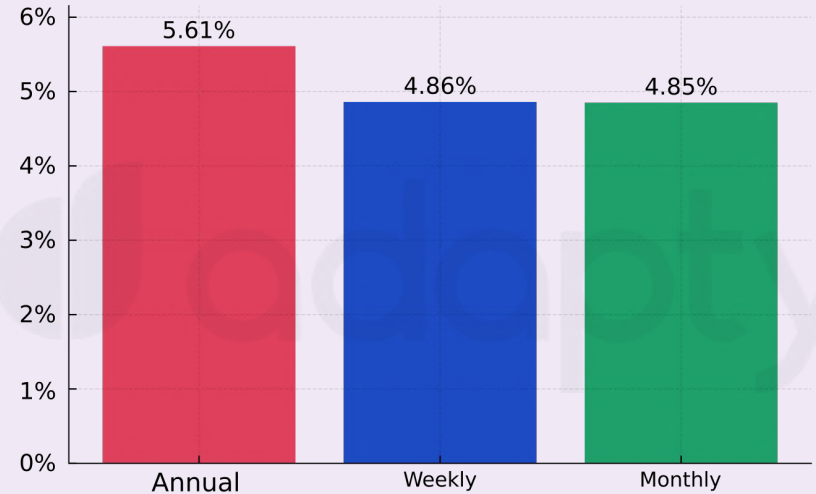
# **The monthly** subscription conversion rates

## US

| Step | Value |
|------|-------|
| Install → Paid | 3.2% |
| Trial → Paid | 32.89% |
| 1st renewal | 56.0% |
| 2nd renewal | 42.0% |
| 3rd renewal | 33.0% |
| 4th renewal | 27.0% |
| 5th renewal | 23.0% |
| Refund | 3.23% |

## EU

| Step | Value |
|------|-------|
| Install → Paid | 0.77% |
| Trial → Paid | 21.72% |
| 1st renewal | 54.0% |
| 2nd renewal | 39.0% |
| 3rd renewal | 30.0% |
| 4th renewal | 24.0% |
| 5th renewal | 19.0% |
| Refund | 1.44% |

## LATAM

| Step | Value |
|------|-------|
| Install → Paid | 0.87% |
| Trial → Paid | 22.18% |
| 1st renewal | 54.0% |
| 2nd renewal | 40.0% |
| 3rd renewal | 31.0% |
| 4th renewal | 26.0% |
| 5th renewal | 21.0% |
| Refund | 3.61% |

## APAC

| Step | Value |
|------|-------|
| Install → Paid | 0.47% |
| Trial → Paid | 20.33% |
| 1st renewal | 50.0% |
| 2nd renewal | 34.0% |
| 3rd renewal | 26.0% |
| 4th renewal | 21.0% |
| 5th renewal | 17.0% |
| Refund | 2.77% |

Each renewal step shows the conversion to the previous one, while Refund shows the percentage of the total number of subscriptions.

# Refund rate



Refund rate by regions

| Region | Rate |
|--------|------|
| US | 5.16% |
| EU | 3.69% |
| LATAM | 4.77% |
| APAC | 3.69% |
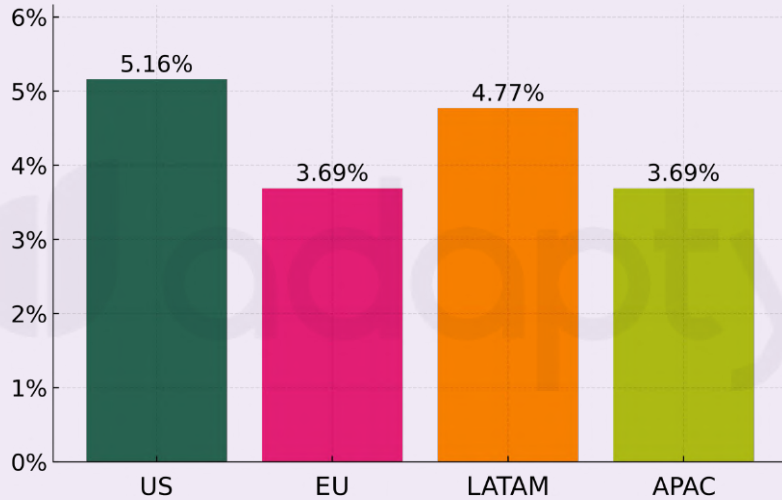
Refund rate in the US by subscription type

| Subscription type | Rate |
|-------------------|------|
| Annual | 5.61% |
| Weekly | 4.86% |
| Monthly | 4.85% |

# **Adapty** provides accurate app subscription analytics you can rely on

**BOOK A DEMO**

" Adapty's analytics provides invaluable insights into our app's performance. With detailed real-time metrics like revenue, ARPU, and churn rate, we make informed decisions to optimize our monetization strategy.

Nikolay Chebotarev
Head of UA at Moonly.app
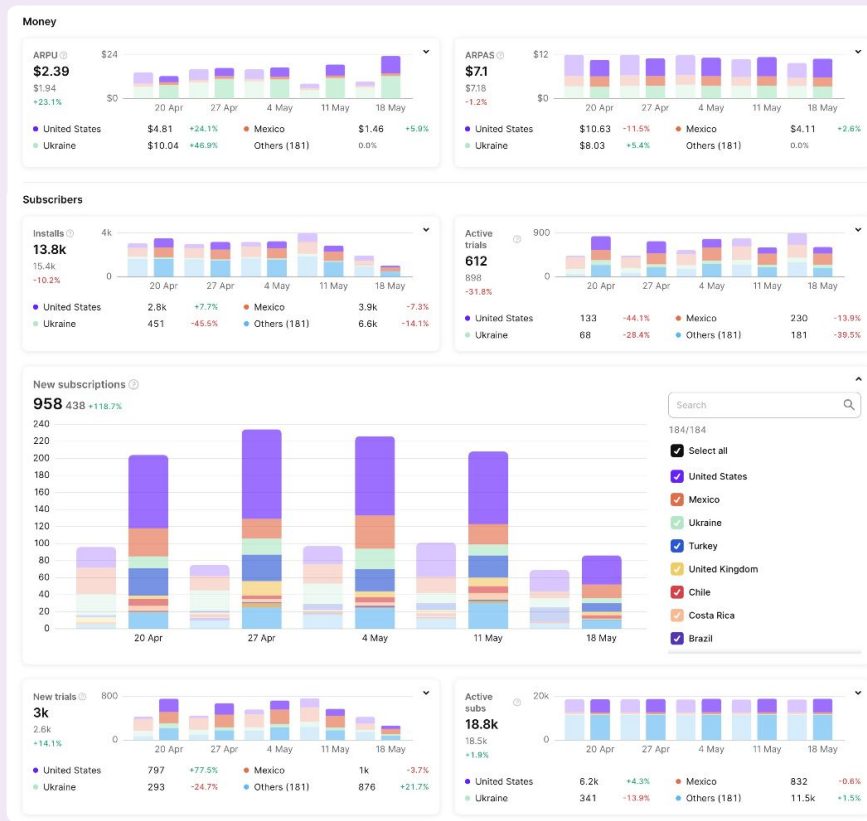
# Paywalls
# & experiments

The paywall is the most important place in a mobile app. It's where your users convert to paid customers and where you generate revenue.

We present some brief statistics on what people buy on paywalls and why experimenting with pricing and paywall targeting is crucial for sustainable app growth.
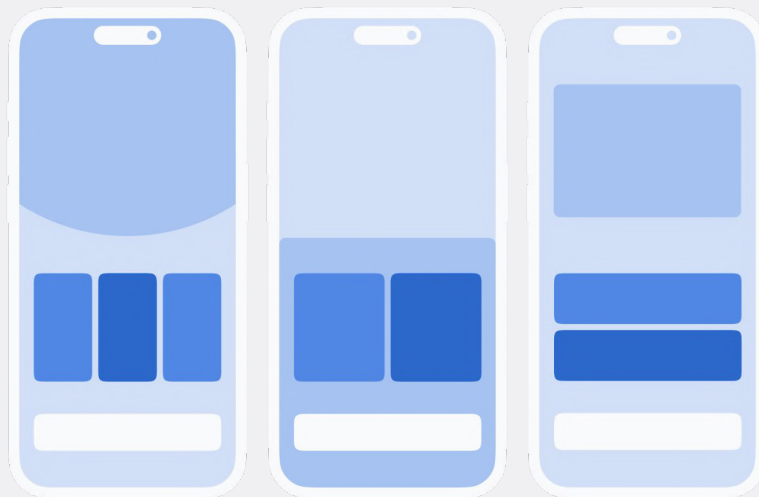
Variant A

Variant B

Variant C

# This is an example of a well-priced 3-product paywall that tends to show **the highest LTV**

" By adding different pricing options to your paywalls, you provide more choices to users, catering to their diverse preferences and budgets.

Being consistent in all touchpoints is crucial to keep users well-informed and build trust. Consistency in pricing and messaging helps maintain clarity, encouraging users to make informed subscription decisions.

Pavel Mazuelas
Growth Product Manager at Monkey Taps

9:41

Close

### Discover music through people

✔ Listen to millions of mixes and radio shows from the world's best DJs

✔ Watch and chat to creators live

| | Best choice | |
|---|---|---|
| Monthly | Annual 7-day free trial | Weekly |
| $18.99 | $79.99 | $5.99 |

Subscribe

Terms    Privacy    Restore    Login
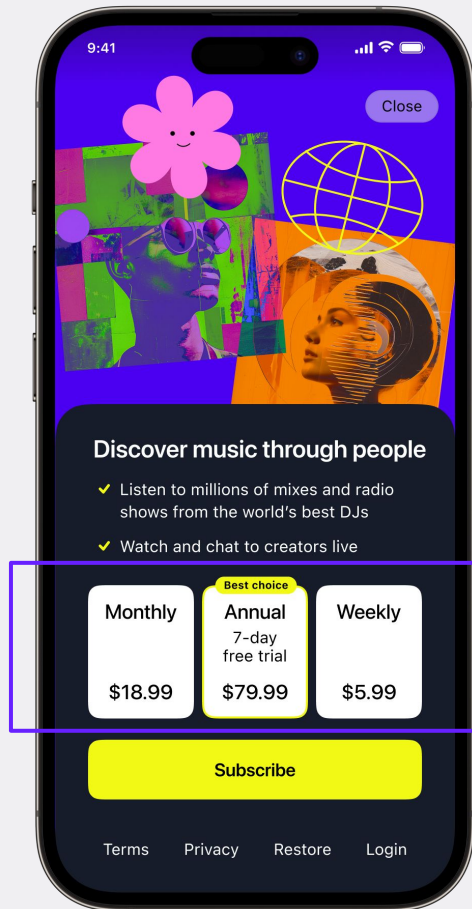
Best price combination

# Adapty's Paywall Builder 3.0 will help you create the ideal paywall

**BOOK A DEMO**

" Adapty's Paywall Builder and A/B testing tools paired together are a game changer for anyone trying to do high-velocity testing and find quick wins.
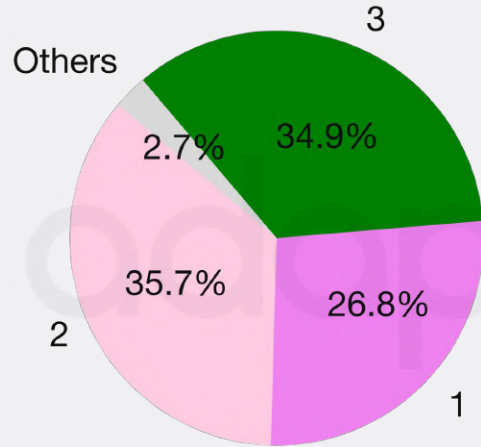
Mike McSweeney,
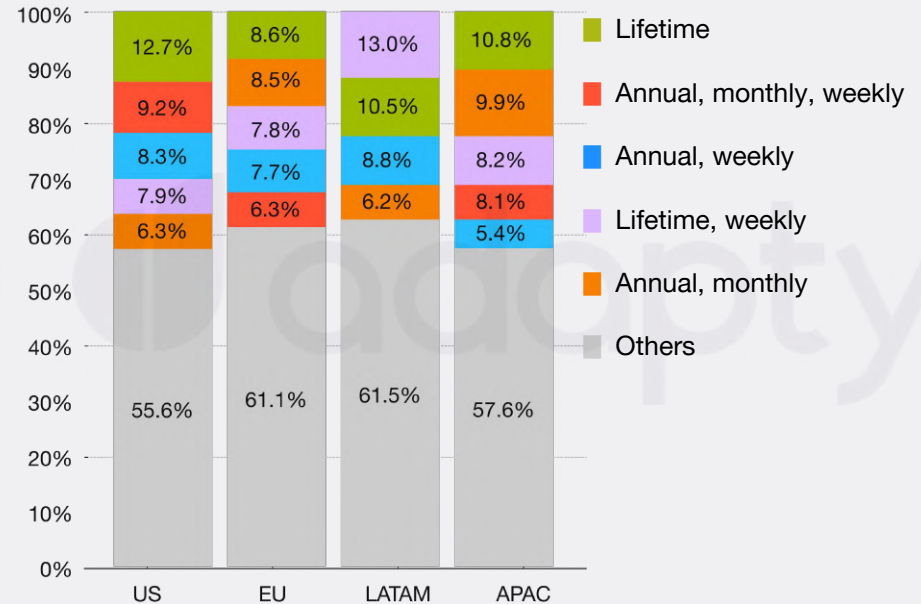Chief Product Officer
at Moodworks Inc.

adapty | adapty.io
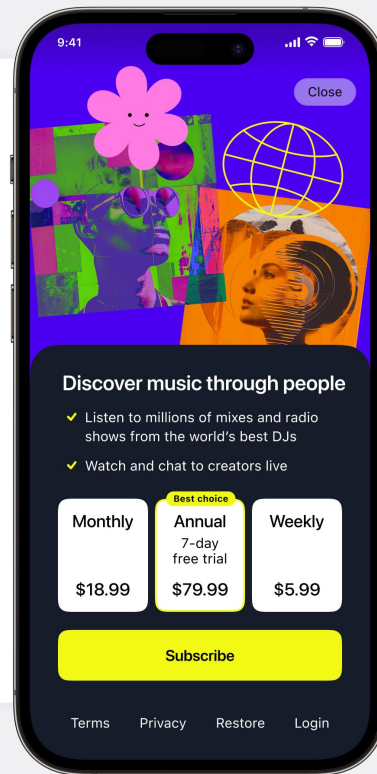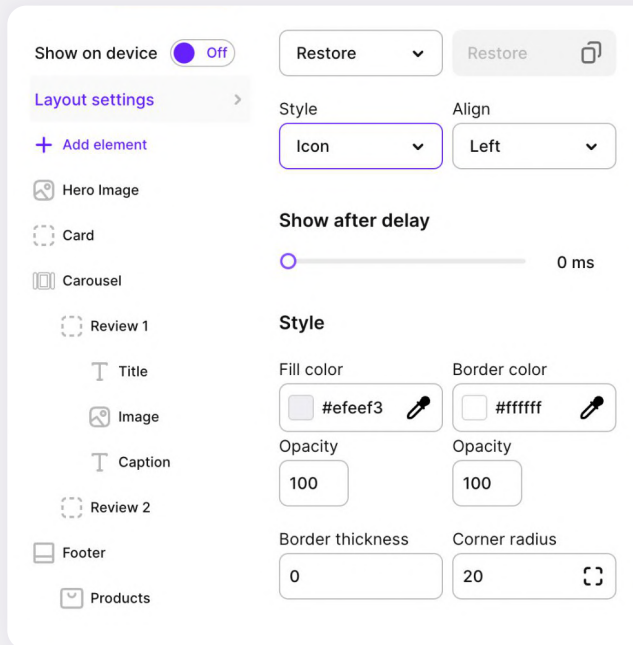
# 2- and 3-product paywalls are the most popular choice

## Number of products on paywalls



- 3: 34.9%
- 1: 26.8%
- 2: 35.7%
- Others: 2.7%

## Most popular product combinations



| | US | EU | LATAM | APAC |
|---|---|---|---|---|
| Lifetime | 12.7% | 8.6% | — | 10.8% |
| Annual, monthly | — | 8.5% | — | 9.9% |
| Annual, monthly, weekly | 9.2% | — | — | — |
| Lifetime, weekly | — | 7.8% | 13.0% | 8.2% |
| Annual, weekly | 8.3% | 7.7% | 8.8% | — |
| Lifetime | — | — | 10.5% | — |
| Lifetime, weekly | 7.9% | — | — | — |
| Annual, monthly | 6.3% | — | 6.2% | — |
| Annual, monthly, weekly | — | 6.3% | — | 8.1% |
| Annual, weekly | — | — | — | 5.4% |
| Others | 55.6% | 61.1% | 61.5% | 57.6% |

Legend:
- Lifetime
- Annual, monthly, weekly
- Annual, weekly
- Lifetime, weekly
- Annual, monthly
- Others

# People who experiment make up to **100x more revenue**

Revenue is growing exponentially with the number of experiments.



Plot of paywall experiments and app revenue

adapty | adapty.io
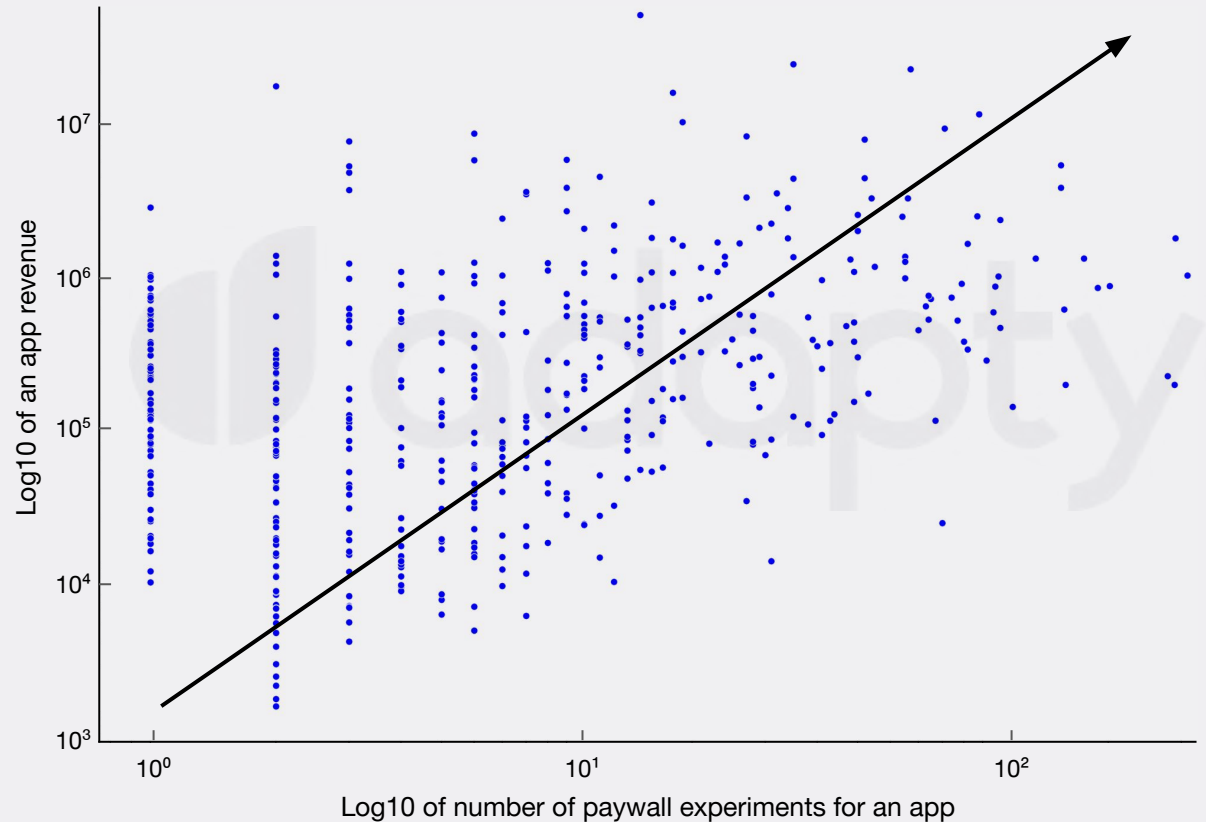
# App owners in the US run 3x more pricing experiments than those in other regions

> " It's true, in the US, it's particularly important to know the right price and not fall too cheap, so you need to experiment a lot. Here are a few insights we stick to ourselves:

- Keep paywalls dynamic, bring as much content there as you can.

- Colors and texts have a strong impact on CTA buttons.

- Making paywalls longer is a good idea, but it usually works well with younger customers.

- Personalize and customize paywalls to fit different audiences.

- Focus not only on the immediate revenue but also on the future development of the Customer LTV.

Tobias Boerner,
Co-founder / CMO at Fastic

## Average number of A/B tests per app by region

| Region | Value |
|--------|-------|
| US | 13.41 |
| EU | 4.95 |
| LATAM | 3.40 |
| APAC | 3.93 |
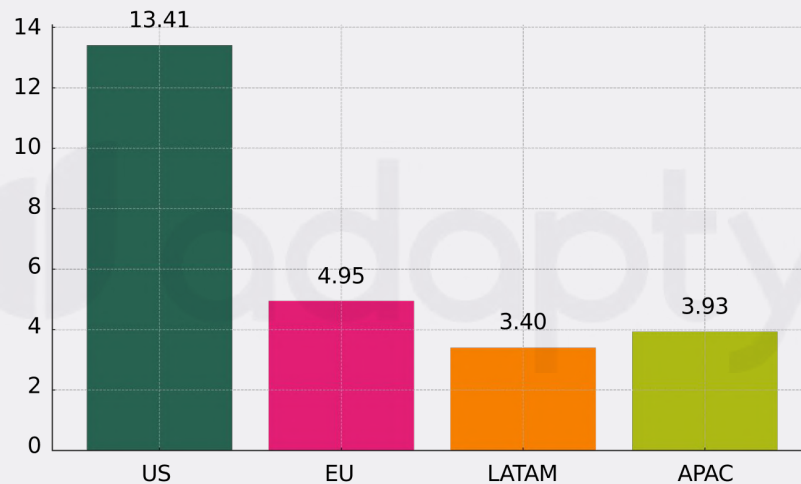
> " Since the US has a higher ARPU than most other regions, price experimentation there tends to yield higher returns. The US tends to be the most attractive market for most companies. That being said, there are many opportunities in developing markets as well.
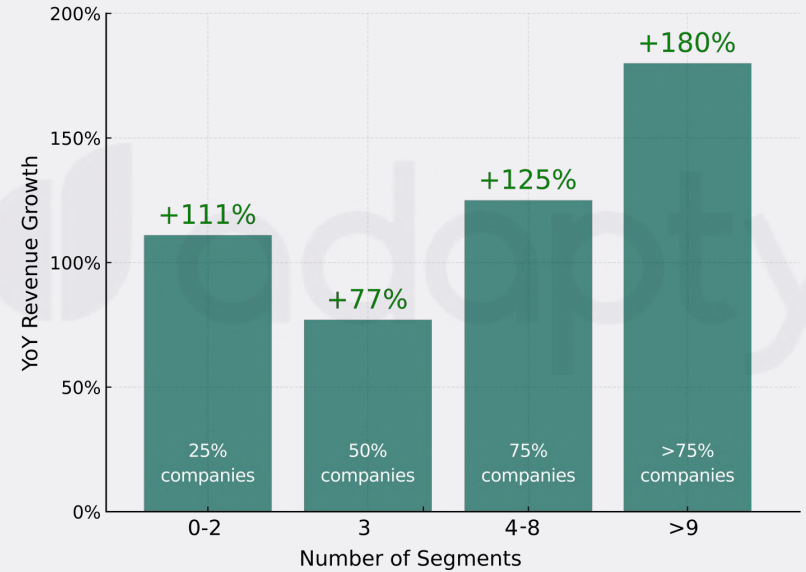
Darius Mora,
Founder of Vitality Apps, ex-CMO at Reflectly

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# Boost revenue growth with continuous experimentation and customer segmentation



Impact of A/B Test quantity on YoY revenue growth
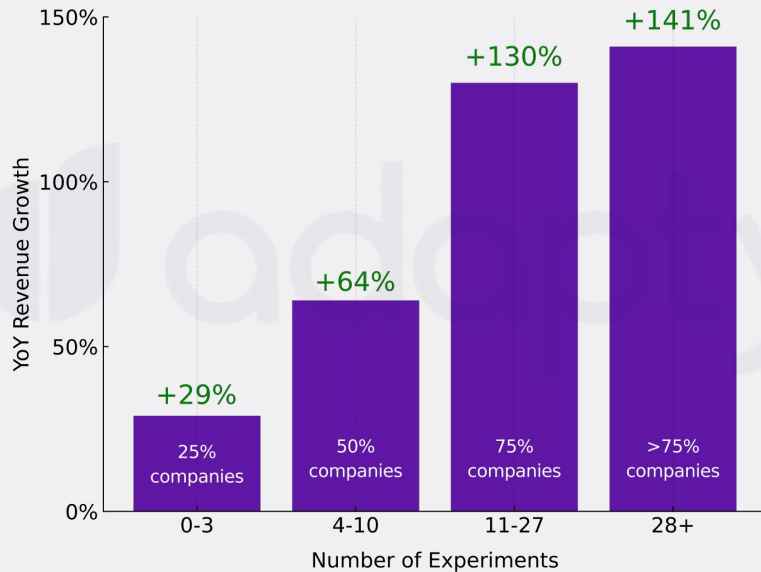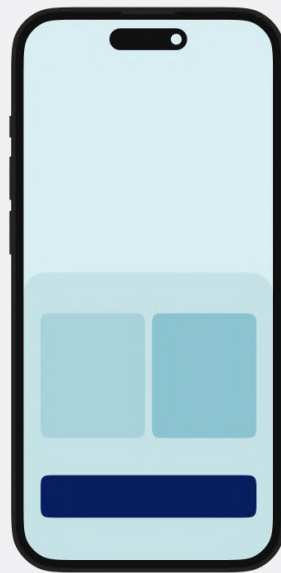
Impact of segment quantity on YoY revenue growth

adapty | adapty.io
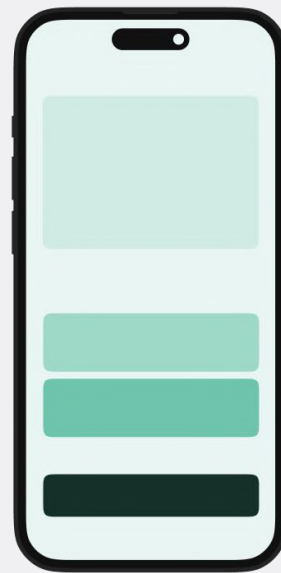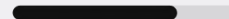
# Start growing your mobile subscriptions today

## BOOK A DEMO

Help us build more free reports in the future, share this one!