



Some Common Questions About Apps Addressed

What should the app do?

Consider your audience and how they use your product. What do they access most on your site or membership? Where do they navigate most? What is the most pressing need that an app could address on an ongoing basis?

Should you hire someone to build your app?

While there are numerous drag-and-drop solutions now that let you build your own app, there is much to be said for the savings in time and energy that hiring an expert affords you, not to mention the quality of the finished product.

Be aware also that an app is not a pay-once-and-you're-done thing. Operating systems change. Updates, improvements and bug fixes may become necessary. It pays to have someone with tech chops to take care of these things for you.

How you sell an app?

Most apps are sold via Apple or Google, who take a 30 percent royalty per sale. While some might balk at that percentage, consider that the App Store caters to an audience of hundreds of millions, who can purchase an app at the tap of a finger. Selling your app separately through a merchant incurs its own costs, and you'll have to manage your own setup, billing, refunds and admin fees as well.

Does subscription have to run through Apple or Google?

You can set things up so that customers get your app from the App Store but go to your website to become a subscriber. You'll have your own payment gateway with ThriveCart or something similar. The customer gets their credentials from you, and logs on without Apple or Google managing the subscription.

Some apps require an email address to register to use an app, allowing the business owner to track users. This is something you may or may not opt to have, depending on the situation of your business.

Can you pixel users to target them with ads?

It is possible to have a Facebook pixel, or SDK in your app, letting you view



your users and show ads to them in Facebook.

Why make a free app?

An app may be free for a number of purposes:

- It might serve as a sample of the premium content you have, with features or content that can be unlocked through subscription.
- It might serve as a funnel, including a pixel that lets you promote products to users.
- It might add value to an existing product subscription, letting customers get more or easier use out of your product

What else can you sell to app users?

When you've got an audience of users, gathered through registration or with a pixel, you can upsell things like:

- A premium subscription tier
- Other products and services related to the app
- A VIP service (upsold to the 10 percent of users who use the app the most)

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Could an app be just what your business needs? Contact [TheAppMatch.com](#)