# Maximising Revenue and User Insights using Firebase In App Purchases for Mobile Apps

## Objective:

A subscription-based ecommerce client sought to track revenue and purchases within their iOS and Android mobile apps. They aimed to leverage Google Analytics 4 (GA4) to gain a comprehensive understanding of user behaviour, optimise key metrics, and accelerate their growth. The challenge was to properly set up in-app purchase and subscription event tracking specifically for the iOS platform.

## Approach:

After thoroughly examining the client's application frontend and backend, we proposed two effective solutions to meet their requirements:

## Custom Development:

We recommended establishing direct communication with the App Store using StoreKit. This approach eliminates the need for complex HTTP requests and instead simplifies the process by leveraging StoreKit's native functionality.

## Third-Party Application Integration:

Alternatively, we suggested integrating a reliable third-party app like RevenueCat or Conversion with Firebase. This integration allows seamless reception of crucial events from the App Store, including subscriptions, renewals, cancellations, and

refunds. By combining this data with Firebase, the client can benefit from a comprehensive analytics solution.

We provided the client with a detailed analysis of the pros and cons for each method, enabling them to make an informed decision based on their specific needs and technical capabilities.

# Results:

Our implementation of the chosen method enabled the client to effectively track and receive in-app purchase and subscription events in their iOS and Android apps. The event rate skyrocketed from 10% to an impressive 90%, ensuring comprehensive data for analysis. The client now has a detailed custom report that provides valuable insights into revenue streams, customer behaviour, and key metrics. Armed with this information, they can make data-driven decisions, optimise monetization strategies, and identify growth opportunities. With a solid analytics setup, the client is empowered to maximise revenue and drive app growth successfully.
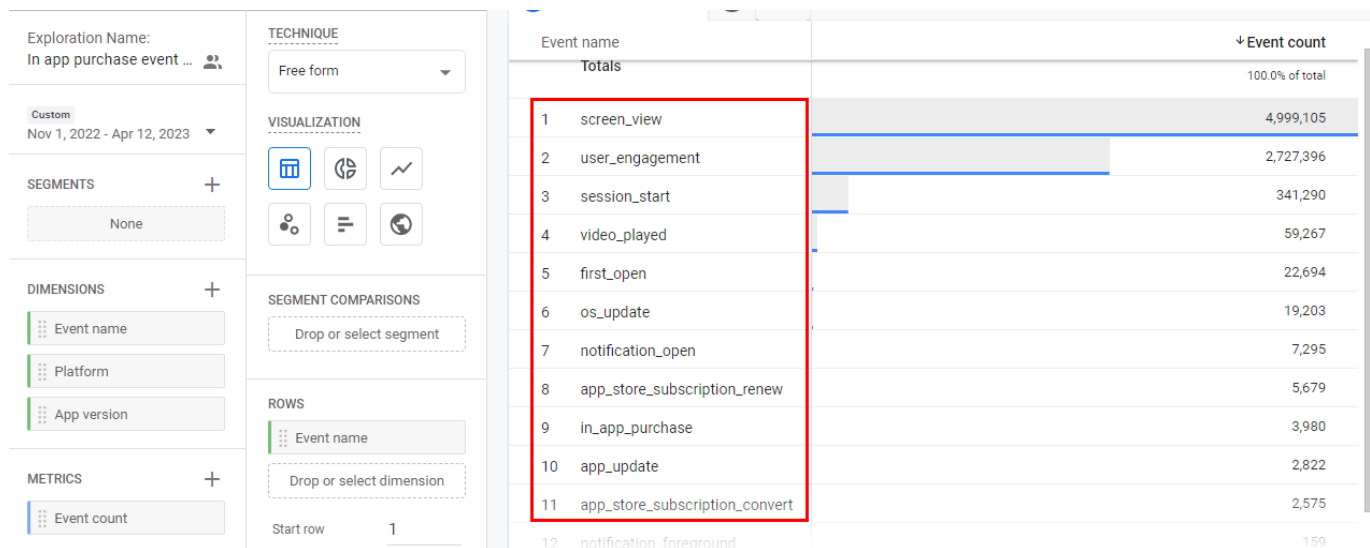


*In_app_purchase and subscription event record in GA4*

| Product ID | Event name | Gross purchase revenue | Quantity | Average purchase revenue |
|---|---|---|---|---|
| **Totals** | | £ '5 100.0% of total | 3,020 100.0% of total | Avg 0% |
| 1 subscription.annual | app_store_subscription_convert | | 206 | |
| 2 subscription.monthly | app_store_subscription_renew | | 1,636 | |
| 3 subscription.annual | app_store_subscription_renew | | 40 | |
| 4 subscription.monthly | app_store_subscription_convert | | 332 | |
| 5 subscription.monthly | in_app_purchase | | 464 | |
| 6 subscription.annual | in_app_purchase | £0.00 | 342 | |

*In_app_purchase event and revenue information*

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