LANDING PAGE

WEB APP

APP STORES

USER OPENS NATIVE APP

USER RECOGNISED?

NO

YES

USER PROFILED?

YES

NO

SHALL THE USER BE BLOCKED OR ALLOWED TO ACCESS THE APP? THIS FEATURE CAN BE SET ACCORDING TO NEEDS

SIGN UP/LOG IN

HOME PAGE

ZOOM PAGE

USER SUBSCRIBED?

YES

NO

I DON'T KNOW

USER PROFILED?

YES

NO

SHALL THE USER BE BLOCKED OR ALLOWED TO ACCESS THE CNT? THIS FEATURE CAN BE SET ACCORDING TO NEEDS

ADD PROFILE

ZOOM PAGE - cnt unlocked/play

FREEMIUM USER?

YES

NO

I DON'T KNOW

BACK TO ZOOM

APP STORE SYSTEM POP UP

SUBSCRIPTION POP UP

BACK TO ZOOM

ZOOM PAGE - cnt unlocked/play

USER SUBSCRIBED?

YES

NO

BACK TO ZOOM

LOG IN (for Premium & Freemium)

BACK TO ZOOM

COURTESY POP UP

(Fremium user was trying to access premium content)

APP STORE SYSTEM POP UP

USER PROFILED?

YES

NO

SHALL THE USER BE BLOCKED OR ALLOWED TO ACCESS THE CNT? THIS FEATURE CAN BE SET ACCORDING TO NEEDS

ADD PROFILE

ZOOM PAGE - cnt unlocked/play

IN-APP PURCHASE ACQUISITION FLOW