In-app Purchase (IAP) Revenue

Revenue Measurement · https://tenjin.com/tr/docs/in-app-purchase-iap-revenue/

IAP revenue represents the revenue generated when users complete purchases inside your app (e.g. subscriptions, consumables, or one-time purchases). Tracking IAP revenue allows you to measure monetization performance, calculate LTV, and optimize campaigns based on post-install value.

IAP Revenue SDK Integration Guides

Follow the SDK-specific guides below to implement IAP tracking with Tenjin:

- **Unity**
  https://tenjin.com/docs/unity-sdk/#purchase-events
- **iOS**
  https://tenjin.com/docs/ios-sdk/#purchase-events
- **Android**
  https://tenjin.com/docs/android-sdk/#purchase-events

Important Notes

- **Android**:
  Make sure you add your **Google Play public license key** in the Tenjin dashboard so purchases can be properly validated.
- **iOS**:
  If you are validating receipts, ensure your **App Store shared secret** is added in the Tenjin dashboard (required for auto-renewable subscriptions).

Once implemented correctly, Tenjin will automatically attribute IAP revenue back to the source campaign and include it in LTV and ROAS reporting.