

# Best Practices for Applying F2P Monetization to Any Mobile App

*This is an extra resource to go along with the original article:*  
[How Tinder Uses F2P Monetization to Become the #7 Top Grossing App](#)

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The principles of free-to-play monetization are applicable to many different kinds of apps. If you choose to monetize your app similar to a F2P game, follow these best practices:

**1. Build and respect your loop.** The game loop – activity, reward, progress – is the foundational component that keeps people using your app and converting to customers. The app’s main activities should be engaging on their own so players inherently want to keep using it. Resist the temptation to introduce new features that takes users off that loop. Furthermore, the loop should be instantly understandable, or else players are liable to switch to an app they understand.

**2. Reward with progress often.** It’s better to give out smaller rewards more often than big rewards infrequently. Regular rewards condition users to return to the app because the next reward is just around the corner.

**3. Restrict usage *without* implementing hard barriers.** Ideally, any restrictions you place on your players should feel more organic than artificial. For instance, instead of saying “Sorry, you can’t earn any more gems today,” a game would simply make earning the gems more time consuming or difficult than its worth.

**4. Experiment with randomization.** Chance-based systems, when used well, can add an element of excitement to your app that keep players seeking the next thrill. Randomization works best when you want to equalize the playing field or make beginners feel like they have a chance. It’s less useful, however, for advanced players who want to rely on their earned skills or for people who pay to have the randomization removed.

**5. Make social sharing integral to the loop.** Prompting the user to share their latest milestone is well and good, but it would be better if there were a social element baked into the game’s loop. Words with Friends, for instance, pits players against one another. When a player makes a friend in the app, it becomes harder to leave for a new app. Find ways to incorporate socializing into your game’s core function so users are compelled to play.

**6. Organize your live ops content calendar.** Promotional events/specials/deals work well in plenty of non-game apps. In order to maximize your return on these, it's important to organize your calendar so you have enough time to design and develop each event.