How Google Play Powers the App Ecosystem

Google Play has always strived to be a full lifecycle partner to our developers by creating tools and capabilities that help them build and grow their businesses. We continually invest in new features to support our developers at every phase of their journey from building and releasing apps to acquiring and engaging users. This list showcases a sample of our ever-evolving investment in hundreds of distinct features and programs at every phase of the app lifecycle.

Keeping the Ecosystem SAFE	
Google Play Protect	GPP scans over 125 billion apps per day for malware, data breaches, and fraud. This includes apps that have been downloaded through Play, a third-party app store, or through sideloading.
Play Integrity API	Protects developers' apps and games from potentially risky and fraudulent interactions, allowing developers to reduce attacks and abuse such as fraud, cheating, and unauthorized access.
Voided Purchases API	Helps to prevent fraud by providing developers with a list of orders that are associated with purchases that a user has voided.
Fraud Prevention API	This API can help developers protect their revenue by preventing fraudulent transactions.
Anti-fraud guidance	Anti-fraud guidance from Google provides developers recommendations on how to help prevent attacks to and abuse of their apps.
App Set ID	Allows developers to run analytics or prevent fraud across their portfolio of apps using a single app ID.
Data safety section	All developers must declare how they collect and handle user data for the apps they publish on Google Play and provide details about how they protect this data through security practices like encryption. Users can access this information in the data safety section.
Advertising ID Zero-out Policy	Google Play prohibits apps that contain deceptive or disruptive ads. Developers benefit from the removal of deceptive or disruptive ads, as this improves user-experience and encourages continued use of apps.
Play Console Policy Status Feature	Play quickly notifies developers of any compliance issues with their apps, to ensure that developers can make necessary changes to ensure their apps are safe and secure. This maintains user trust in the Play ecosystem.
Policies on handling of user data	Play's policies help manage a wide variety of regulatory compliance requirements for developers, allowing them to safely distribute their apps globally. Developers also benefit from user trust in Google Play, as this encourages them to download apps.
Policy on restricted content	People from all over the world use Google Play to access apps and games every day. Google Play creates and maintains policies for developers to best determine what

	content might be restricted and/or prohibited and how best to ensure compliance to local laws. As of January 2024, this represents policies across 10 content categories (e.g. Financial Services, Health, Inappropriate, …). We strive to create clear and simple policies, consult with partners before publishing new policies, and provide time to ensure compliance before enforcement. When we notice non compliance, we alert developers by email right away, identifying the issue impacting compliance, providing specific steps to get back into compliance, and taking enforcement action proportionate to the issue at-hand. Developers can also check their policy compliance at any time in the Play Console within 'Policy Status' in the left hand menu.
Policies on family-friendly content	As families continue to grow their usage of apps, parents are looking for safe, high-quality content to share with their children. Google Play helps developers label their app effectively, accounting for different locales and contexts. When laws evolve, we may evolve our policies accordingly. Google Play also promotes family friendly content differently, for example through the Teacher Approved Program.
Access to specific-device content and capabilities	Google Play developed policies to enable developers to request and obtain the information they need to enable their apps functionality without compromising user privacy. This includes restricting permissions designated as sensitive, dangerous, or signature unless users specifically grant them in context. Apps requiring special permissions such as access to the list of apps installed on a device are subject to additional review by our teams. And when requests are denied, we strive to provide developers relevant alternatives that enable app functionality while preserving user privacy.
Content Safety API	Google's machine-learning classifiers allows it to proactively identify Child Sexual Abuse Materials (CSAM) imagery so that it can be reviewed and, if confirmed as CSAM, removed and reported as quickly as possible.
Parental controls	Users can set parental controls that restrict the age-inappropriate content from being downloaded or purchased from Google Play.
Data access auditing APIs	Provides insights into how the app and its dependencies access private data from users. Data access auditing lets developers better identify potentially unexpected data access.
Build and Test a High-quality App or Game	
Testing	Google's internal testing features allows developers to distribute their builds to a small set of trusted users. Developers can gather private feedback or reply directly to app testers through the Play console. This includes testing new versions of apps prior to their release. **Closed testing** allows developers to get early feedback on new features from trusted users, without impacting public ratings and reviews. With **Open testing**, developers can make test versions of their app available to users on Google Play to obtain early feedback or monitor in-game metrics prior to launch. With **A/B tests on your Store Listing**, developers can run store listing experiments to find the most effective graphics and localized text for their apps.

Pre-launch reports & Performance Insights	Developers can set up and run pre-launch reports to identify any issues with the app before release. The pre-launch report identifies potential issues with apps which may affect the user experience such as the stability, performance, and security of an app. Google provides **Pre-launch report support** to developers to resolve issues identified in the testing phase. Google provides a **Performance Insight Tool** designed for game developers to measure and optimize the performance to improve performance and video quality. This tool allows developers to analyze data across a range of Android devices.
Performance dashboard	Allows developers to analyze and compare exclusive metrics about their apps from across the Play console, and compare their performance to similar apps. A breakdown of the statistics and insights available is **here**. These include the ability of developers to gain insights on top countries where apps have been installed as well as insights on language-specific downloads. Through Play Console developers can review reports on app installs, uninstalls, ratings, revenue, and crashes to help track the performance of their app. **Compare to peers** allows developers to benchmark their app's performance against other apps in the same category or region. They can see how their app ranks in terms of key metrics such as retention, engagement, monetization, and quality. Developers can easily compare their app to other apps of their choosing. They can do this by setting custom peer groups, Google also provides suggestions on how to use app comparison statistics to analyze app performance. **Engagement** provides developers with active user reports including daily active users, 28-day active users and returning users. With **Download reports**, developers can download reports to easily view and analyze aggregated statistics. With **Customize dashboard**, developers can easily track the statistics of most relevance to them.
License testing	Google Play provides a license testing service to test Google Play Billing Library integration.
Team and user management	Allows developers to invite team members to take advantage of Play Console insights, tools, and features. Granular permissions ensure developers can safely allow access to only the features developers want their team to see.
Play Game Services	Provides cross-platform Google Play Games Services that lets developers easily integrate popular gaming features such as achievements, leaderboards, and Saved Games in tablet and mobile games.
Simplifying Google Play Instant	Enables native apps and games to launch on devices running Android 5.0 (API level 21) or higher without being installed.
Play as you download	Allows players to use an app as it downloads. Google Play analyzes crowdsourced first-play experience filesystem access patterns and automatically identifies assets to

	optimize this function.
Android App Bundle	An Android App Bundle is a publishing format that includes all an app's compiled code and resources, and defers APK generation and signing to Google Play. Google Play uses the app bundle to generate and serve optimized APKs for each device configuration, so only the code and resources that are needed for a specific device are downloaded to run apps.
Google signing services	Google signing services (run with Google Play Integrity API) help developers ensure that users experience apps and games as intended.
Play Asset Delivery	Allows games larger than 150MB to replace legacy expansion files (OBBs) by publishing a single artifact to Play containing all the resources the game needs. PAD offers flexible delivery modes, auto-updates, compression, and delta patching, and is free to use. Using PAD, all asset packs are hosted and served on Google Play removing the need to use a content delivery network (CDN) to get game resources to players.
Think with Google	Developers can use Google's interactive research tool for (i) guidance on how to understand consumer behavior, (ii) tips for marketing, (iii) developer tools to grow app audience by understanding the demographics of the app users, and (iv) developer statistics on the interests of users in a specific region or country, among other things.
Automatic user prompts	Google provides guidance for developers to set up automatic user prompts to leave ratings and reviews within the app to provide feedback. Google additionally provides tools to help developers test this feature.
App ratings	App ratings assist consumers to discover high-quality apps, and avoid low-quality ones. Apps can earn different ratings in different territories, further localizing apps and their content. With custom peer groups, developers can also compare their app's ratings data with a group of apps that developers select.
Access to open source information	Google Play services includes a set of tools designed to give developers an easier way to express the open source software notices of libraries used in their apps.
Android Vitals	Android Vitals allows developers to monitor and improve the technical quality of their app or game on Play through the Play Console or Play Developer Reporting API. Android Vitals metrics are essential to understanding an app's user experience and promotability on Play, enabling reports on key user-impacting issues and helping developers to debug and prioritize across them. With Compare to Peers, up to three times per month, a developer can include Android vitals in their comparison statistics. This helps developers to understand the quality of their apps' performance relative to similar apps on Play.
Android Performance Tuner	Gives developers game performance insights that help developers deliver the best possible user experience by optimizing frame rate stability, loading time, and fidelity across devices. With custom peer groups, developers can also compare their app's Android vitals with a group of apps that developers select.

Play Academy Prepare	Provides training on how to test apps with users to get feedback, design a store listing, and follow the best practices to plan for a smooth and successful launch of an app or game.
Play Academy Launch	Provides training on best practices for publishing and releasing an app or game on Google Play.
Help Center	Helpdesk for developers, providing support on various queries and problems developers may encounter.
Play Media Experience Program	Helps developers build best-in-class user experiences through deep product integrations.
Internal App Sharing	Allows developers to quickly share app bundles and APKs within internal teams using a link.
Deep Links	Allows developers to monitor and troubleshoot their deep links, see which domains are supported by their apps, and get code snippets to fix any issues.
Play Academy Design	Training on how to create safe and secure experiences while staying compliant with Google Play policies, and how to design for engagement
App Size	Helps developers measure and optimize their app's download and install sizes. Smaller apps download faster and have higher install success rates, so the tool allows them to keep their app size as low as possible.
Fused location provider for Android (includes activity recognition and geofencing)	The location APIs available in Google Play services enable developers to add location awareness to their apps with automated location tracking, wrong-side-of-the-street detection, geofencing and activity recognition. This enables developers to offer their users a more contextual experience, since mobile users take their devices with them everywhere.
Google Mobile Ads	Enables developers to display ads on their app and earn revenues.
Google Mobile Ads Lite SDK	Google Mobile Ads Lite SDK is a lightweight version of the Google Mobile Ads SDK built to reduce the impact of the increase of size resulting from including ad services within an app. It is a fraction of the size of the regular SDK (described above). Apart from reducing the size of the app, Google Mobile Ads Lite SDK also decreases the total number of methods referenced in an app, which is particularly useful for developers deploying their apps to older versions of Android. This helps developers minimize the difficulties of the 64k reference limit.
Advertising ID	Helper library for retrieval of advertising ID and related information such as the limit ad tracking setting.

Instant Plugin for Unity	The Google Play Instant Plugin for Unity allows developers to configure their Unity project to create an instant app version of their game.
Wearable Data Layer API	With Wear OS by Google, a watch has multiple ways to send and sync data. This provides an optional communication channel for apps.
Awareness API	The Awareness API unifies 7 location and context signals in a single API, enabling app developers to create powerful context-based features with minimum impact on system resources. This API enables developers to combine optimally processed context signals in new ways that were not previously possible, while enabling the API to manage the system resources so that the app does not have to.
Updatable GPU drivers	Google Play enables users to update their GPU drivers directly from the app store. This improves the overall player experience across games apps.
Request SMS verification in an Android app	This tool enables developers to automatically verify phone numbers through the implementation of the client portion in an Android app.
Tasks API	Developers can use Task API and a number of methods that return Task or its subclasses. Task is an API that represents asynchronous method calls.
Utility classes	Wide variety of utility classes available (e.g. account authentication / picker, sensor, fitness and location data...) together with a standardized access right framework.
Google Services Gradle Plugin (version checking and matching)	The Google Services Gradle Plugin checks for compatible versions of Google Play services and Firebase libraries. Several Gradle Plugins also provide developers with guidance regarding version mismatches.
Early Access collection	The Early Access collection on Google Play makes select new Android titles that are running an open beta available for users to try before the apps are officially launched. This gives developers the opportunity to get early user feedback and make incremental tweaks before launch. Therefore, it helps developers build great new apps and games and gain valuable early feedback from beta testers before launching more broadly.
Soft launch support	Google Play provides robust testing tools and pre-launch reports to enable developers to troubleshoot before launching their apps and games. Developers can utilize the features of internal testing, closed testing, open testing and Firebase test lab.
Managed publishing	Developers can choose exactly when their app updates are published so that they can align their updates with ad campaigns or other launch events.
User Journey analysis	Provides developers with an analysis of the user journey of engagement with content across platforms and devices, including by allowing developers to implement User-ID to uniquely identify users, and use the path exploration technique to see which paths they take.

Crashlytics integration with Google Play	Firebase Crashlytics is a lightweight, realtime crash reporter that helps developers track, prioritize and fix stability issues that erode their app quality. Integration with Google Play allows to monitor performance by Play track (Internal testing, Closed testing, Open testing, or Production)
Inbox	A personalized messaging area for developers featuring helpful information, policy updates, feature recommendations and more.
Release and Update with Confidence	
Google Play Console	Google Play Console provides a globally consistent interface for developers to upload and manage their apps. Developers benefit from features that help improve app quality, engage app audiences, earn revenue, and more.
App updates	Developers can instantly reach Android users with the ability to optimize delivery by device and functionality, and provide ongoing updates on all devices globally that offer Google Play.
Reinstallation and re-enablement across devices	Play offers features to encourage re-installation of apps without losing previously acquired entitlements, so that users can re-engage with a game or app they had previously uninstalled or installed elsewhere. These features are essential to drive sequential transactions for many high-revenue apps.
Accessibility Service API	Google Play offers developers an Accessibility Service API. Developers can use this API to make their apps accessible to users with disabilities, such as through the use of screen readers (for users with visual impairments) or voice-based input systems (for users with motor impairments).
Production	This tool allows developers to manage their app's updates, testing, and distribution.
Staged rollout	Allows developers to release app updates with staged rollouts. With a staged rollout, an update reaches only a percentage of users, which developers can increase over time.
Publishing Overview	Allows developers to see the changes they have made that are under review, and control when updates are published.
Releases Overview	Provides developers with a set of metrics relating to their app's number of installs and updates, performance issues, and rating measured against previous releases. This allows developers to monitor their builds and to manage their releases.
Google Play Developer APIs	Enables developers to programmatically access and manage their app data on Google Play. Developers can use this API to perform tasks such as uploading APKs, updating app metadata, managing in-app products, querying app statistics, and more. This can help developers automate and streamline their app development and distribution processes.
Acquire and Grow their Audience	

Global distribution	Through Google Play, developers can distribute apps and app updates to users in 190+ countries, as well as being able to target app distribution to specific countries.
Go Global	Go Global helps developers grow in local markets by providing insights into specific regions and best practices that relate to those regions.
Play Academy Grow	Training on how to find the right audience, improve store listing, and get more users.
Play Pass	Subscription provides access to a) over 1,000 games and apps with no ads or in-app purchases b) new monthly offers for top free to play games that are outside the core Play Pass catalog (may include in-app purchases for these titles). New subscribers are eligible for a free trial.
Promotional Content	Promotional Content is a self-service merchandising unit in the Play Store that surfaces limited-time events, offers, major updates for apps or games. This allows developers to promote their apps and content to users outside their apps. Promotional content guidelines and best practices provides developers with helpful information on how to maximize the success of their promotional content. Available in the Play Console, Promotional performance reports help developers to optimize promotional content.
Personalized recommendations	Google provides personalized app recommendations to visitors of the Google Play Apps Store, based on content that is relevant to them. With user permission, Play references signals, such as device, country, previously installed applications, and Play search queries, to provide a better match of apps and games to a user's intentions. This aids developers top-of-funnel targeting and provides users with a more customized experience.
Acquisition Reporting	Acquisition Reporting allows developers to track acquisition trends and see which sources are driving the highest quality impressions
Translation services to help localize international apps	Through Google's translation services, apps can be translated into up to 48 languages. Google also provides developers with recommendations on where to prioritize localization of their apps. Google has created a page with tips to succeed in specific regions (i.e. APAC, EMEA, Latin America, and North America).
Organize apps into collections	Google Play's Organize Apps feature lets developers group work apps into collections. Collections are displayed on the front page of the managed Play Store app, giving users quick and easy access to the apps they need for work.
Guidance for getting apps discovered on Google Play	Google provides tips for getting apps discovered on Google Play including: (i) how to build a store listing, (ii) how to make an app stand out through graphics, and (iii) how to diversify the audience. Information is also provided on how apps can be more discoverable and how apps are ranked in search results.

Targeting specific audiences through custom store listings	Developers can target specific user segments via a unique custom store listing URL. Developers can use this tool to customize their store listing to specific user groups by country to highlight the most relevant features and updates.
Targeted app discovery	Google further assists app discovery through targeting the promotion of apps and helping users to discover apps and games they may enjoy from the millions available on Google Play. Google considers user relevance in its app rankings. It also considers user experience, and editorial value.
Games Discovery 2.0 -Graphic Assets	These are graphical assets that developers can upload to Google Play to showcase their games. Developers can use these assets to entice users to download and play their games. This can help developers improve their games' visibility and discoverability on Google Play.
Personalizing app experiences	Developers can personalize the appearance of their apps to tailor them for different target audiences using Firebase Remote Config.
Main site listing	Allows developers to create and optimize their store listing, run A/B tests to find the best graphics and text, and translate their listing to different languages
Custom store listings (by country)	For example, developers are able to create as many as 50 custom store listing pages to tailor or customize their app listing to specific countries.
Preview assets	Developers can add preview assets which showcase their apps features and functionality on their store listing page to help their app attract new users on Google Play.
Play Store Search Boosting	Google Play Search is a key tool for users to find relevant and popular apps for Android devices. Play console provides guidance to developers on optimizing their app's store listing to create a compelling store listing.
Store listing conversion performance analysis	Store listing conversion analysis is a tool that shows the visitors, acquisitions and conversion rate for your Store Listing over a selected time period.
Quests on Google Play	A quest is a series of steps where the user receives a reward for completing the quest. When a user is eligible for a quest, it appears on their Google Play Points page. Quests can help boost user engagement with their favorite apps and games, enhancing their loyalty experience and potentially coordinating with dev specific content or events.
Install promotions	Ad campaigns enable developers to promote their apps across Google properties such as Google Search, Google Play, Youtube, Gmail and within other apps and mobile websites on the Display Network. Ad campaigns for installs serve ads until the user completes the download action that the campaign is optimizing for.
Linking to Google Play	Google Play provides several link formats that enable developers to bring users to their products in the way that they want (such as from Android apps, web pages, social media posts and more).

Seasonal campaigns	Developers can maximize their return on investment on Google Ads campaigns by taking advantage of specific holidays and creating seasonal campaigns to promote their products or services online.

Engage and Retain Users On- and Off-store

Play Academy Engage	Training on the best practices for sustainably keeping users engaged and the top reasons for uninstalls. Also learn how to improve negative reviews and analyze apps' technical performance.
Play Points	Provides users with reward points for engaging in the Play ecosystem (including making in-app purchases or buying subscriptions), which they can then use to make in-app purchases. This can include weekly rewards and in-line points exchange. With Points promotions, developers can run campaigns enabling users to earn higher Play points to drive engagement, such as points booster promotions and user activated multiplier promotions. Users can use Play Points for a variety of Perks, such as coupons to buy in-app or in-game items at a discounted price, or third-party vouchers.
App reviews	Through user reviews, developers can monitor app perceived quality and engage in a constructive dialogue with their users. Clear guidelines and escalation practices prevent abuse.
Sending push notifications	Developers can drive engagement through the use of push notifications.
Availability on a wide range of devices across multiple form factors	Play offers app intermediation services across an increasing number of form factors (e.g., wearables, TVs, PCs, and AR/VR devices), so that developers can offer their apps on additional devices to drive user engagement, upselling, user retention, and discovery.
Quality guidelines for different form factors	Google provides developers with quality guidelines for building apps for different device types.
Device Catalog	Allows developers to view and manage the devices that are compatible with their app.
Reach and devices	Allows developers to better understand user and issue distribution to make improved decisions about which specifications to build for, where to launch, and what to test.

Monetize Users and Grow Developers' Earnings

Price templates	Price templates simplify app pricing for apps in Play Console.
Review of financial data	Using Play Console, developers can review their app's financial data to see how sales, managed products, and subscriptions perform over time. Revenue data is based on estimated sales (amounts paid by buyers, including tax).

Subscriber Winback	Google Play offers developers guidance on and tools to run win-back offers to regain lapsed subscribers.
Google Play Billing Library	A client library that allows developers to integrate Google Play's billing system into their apps or games. This library is frequently updated to provide developers with new tools which help them to simplify and streamline their billing integration and offer more features and options to their users.
Support across multiple forms of payment (FOPs)	Google Play supports over 300 forms of payment for transactions on Play-distributed apps, from globally accepted debit and credit cards to local forms of payment from over 70 countries.
Price experiments	This tool helps developers test local pricing of in-app products and better adapt their prices to local markets.
Gift cards	Google Play offers gift cards to users available from over 1M retail locations worldwide, increasing access to developer monetization opportunities, as well as delivering billions of impressions and tens of million $ in marketing value to developers.
Order management	Using the Play Console website or app, developers can view app orders, issue refunds, and manage subscription cancellations for items users have purchased.
Play Academy Earn	Provides training on monetisation options available on Google Play and how to use them to maximize app revenue. These trainings are free to developers, and allow them to create higher quality apps and to better monetize them.
App pricing	Google provides developers with tools to help set up their app price, allowing developers to easily set global or country-specific app pricing.
Pre-registration	Pre-registration creates user awareness of and excitement for apps and games before they have launched, providing users and developers the opportunity to connect earlier in the development cycle and therefore drives demand.
In-app products on the Play store	Developers can offer in-app products that charge users on a one-time basis. In-app products can include items like virtual goods (for example, game levels or potions) and premium services within apps on Google Play. Each in-app product receives a product ID called an SKU.
In-app purchases pre-order	Developers can enable pre-ordering for apps, movies, books and audiobooks.
Featured products	Featured products allow developers to highlight in-app items directly on Google Play pages (may appear on the app details page, search results and on browse surfaces such as the App Hub and Game Hub),
Multi-quantity purchases	Multi-quantity purchases allow users to add many in-app items to a shopping basket, increasing average transaction values

Strikethrough sales	Strikethrough sales allow developers to create a sale to offer paid apps at a discounted price. When users view an app on the Play Store, they'll see both the sale price and the original price – known as strikethrough pricing.
Subscription set-up and management	Subscription set-up allows developers to create and manage subscriptions to grow their revenue whilst letting Play take care of payment notifications, and subscription management.
Play subscription management for users	Google Play allows users to conveniently cancel, pause, renew or change a subscription on Google Play. This is one of the services integrated in Google Play's billing system.
Subscription reporting for developers	Developers can also use Google's subscription reporting feature to understand the performance of subscriptions with an in-depth analysis of key metrics.
Subscriptions cancel survey	This enables developers to understand the reasons for the cancellation of user subscriptions, further allowing them to develop and optimize their subscription offerings to maximize user satisfaction and retention.
Subscription upgrade or downgrade	Through base plans and offers, developers can create offers to enable users to upgrade or downgrade their subscriptions.
Prepaid and auto-renewing plans	Developers can create offers across the subscription lifecycle using a wide variety of prepaid and auto-renewing plans.
Subscription restore	Allows users to access the subscriptions and in-app purchases that you made on Google Play without having to pay again. This allows users to restore an app subscription after switching to a new device, for example.
Subscription free trial period	Allows developers to offer a free trial period for their subscriptions-based apps or games. This helps developers to attract new users and increase conversion to their subscription by letting them try the subscription features before committing to payment.
Opt-out price increases	For eligible price increases, developers can increase the price with advance notification to users, but without requiring them to take any action. Users can cancel their subscription if desired, otherwise they're charged the new price on their next renewal following a notification period. This period is either 30 days or 60 days, depending on the country/region.
Frictionless subscriptions on Play, Search, and TV	Frictionless subscriptions combine several existing features across Google surfaces (e.g., Play, Android TV, Google Search) to deliver a seamless purchase experience for users, including Google Sign-In, Google account linking, and Google Play Billing. The frictionless subscription flow may appear on Google Search in web browsers or in the Google app for Subscriptions on Google Search partners.
Subscription app promotions: point bonuses and point multiplier promotions	Developers can run promotions which, for example - offer additional points for first time subscribers in selected apps and games.

New subscription billing periods	Developers can create subscriptions of different lengths such as 4-week, 2-month, 4-month, 8-month.
Featured subscriptions	In addition to enabling developers to sell subscriptions from within their apps, Google Play enables selected developers to sell a featured SKU directly from the Play store using featured subscriptions.
Subscription Pause	Allows developers to offer subscriptions pauses to users of their apps.
Subscriptions Account Hold	Handles the case where a user's subscription fails to renew due to a payment issue. This tool can prevent developers losing subscribers who might have forgotten to update their payment method or faced a temporary issue with their bank.
Subscriptions Plan Upgrades with Proration	This feature enables developers to offer flexibility to existing subscribers to better meet their needs. Developers can allow users to switch between subscription tiers, change billing period, or update between auto-renewing or pre-paid plans. This feature also lets developers offer a targeted discount when users upgrade their subscription plan. This can help developers retain more subscribers and increase revenue by offering more flexibility and options to users.
Subscriptions Grace Period	This feature allows developers to extend the access to their subscription content for a short period of time after a payment failure. This can help reduce involuntary churn and improve user experience by giving users more time to fix their payment issues.
Subscription deferred billing	This feature allows developers to defer the billing of their subscription charges until a later date. This enables developers to offer temporary free access to users as a gesture of goodwill or a special offer.
Subscriptions introductory pricing	This feature allows developers to offer a discounted price for the first billing cycle of their subscription plans. This can help attract more users and increase conversions by providing an incentive to sign up for a subscription.
Promotional codes with frictionless redemption	Promotional codes enable developers to give one-time products or trials to subscriptions free-of-charge to a limited number of users. Developers can create custom codes which can be redeemed multiple times up to a predefined limit set by the developer. Google Play offers a frictionless promotional code redemption flow which allows users to easily redeem the code, purchase the subscription and install the app in the Play store in a few simple steps. This greatly simplifies the user experience and reduces the friction a user goes through to use a developer's code.
Real time developer notifications ("RTDN")	RTDN is a mechanism to receive notifications from Google whenever there is a change in a user's entitlement within a developers' app (e.g. tracking refunds)
Google support for payment refunds	Using the Play Console website or app, developers can easily issue refunds for items that users have purchased.

Developer-led refunds	Google Play enables developers to set their own refund policies.
Partial refunds	Developers can offer partial refunds on cancellations before the subscription period is complete (only available to users in Israel and Germany)
Pending transactions	Google Play transactions which require one or more additional steps between when a user initiates a purchase and when the payment method for the purchase is processed.
Supported locations for distribution to Google Play users	Google provides developers with information on app availability, along with supported currency and price range information for Google Play users in supported locations.