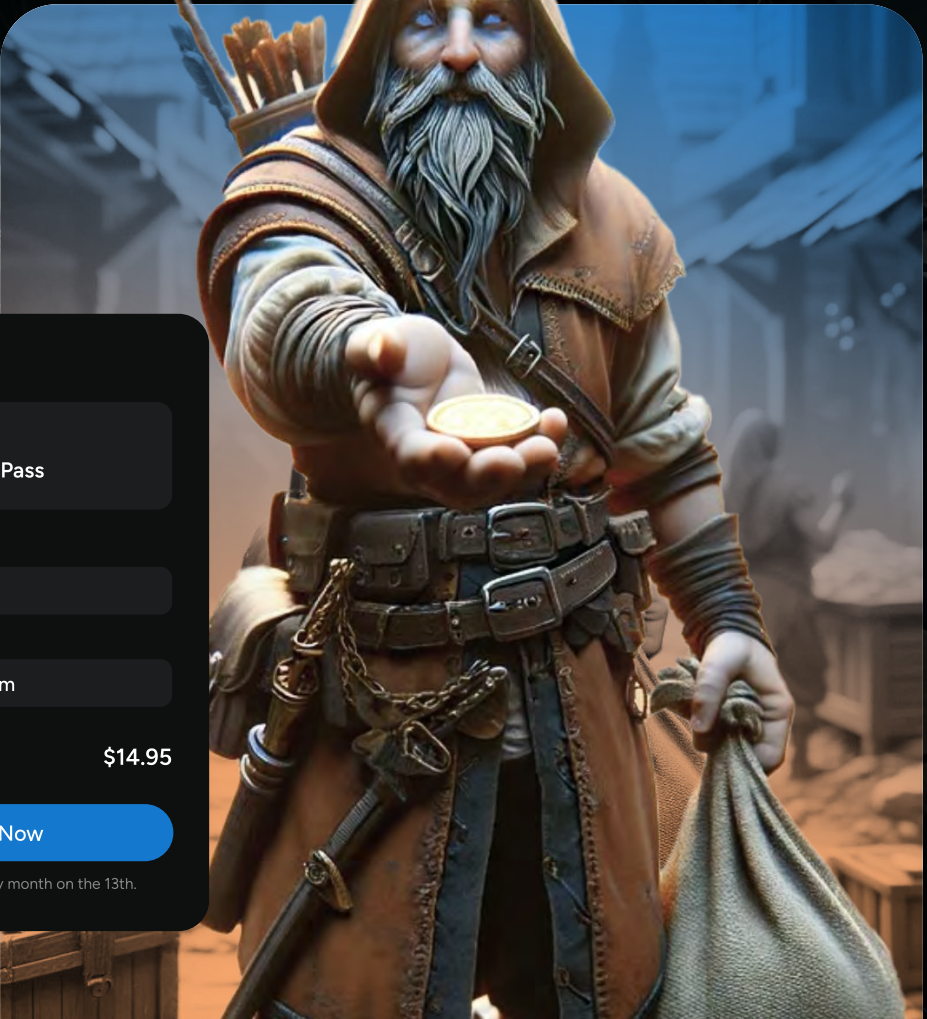
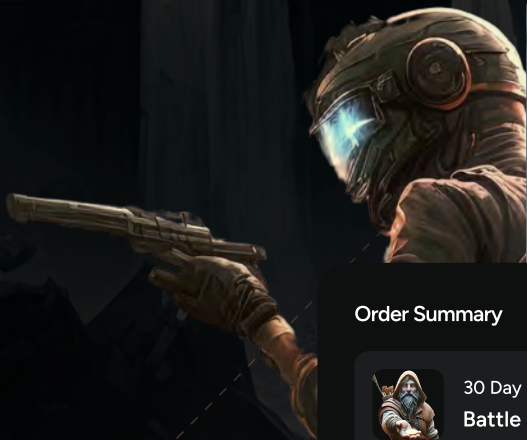




A technical integration guide by FastSpring

How to Implement Direct to Consumer Sales for Video Games With FastSpring



Order Summary



30 Day
Battle Pass

Name:

Alex Smith

Your Email:

alex123@gmail.com

Your total is: \$14.95

Pay Now

and will renew every month on the 13th.

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1. Introduction

In the rapidly growing gaming industry, developers and publishers face many challenges with monetizing their products effectively. Traditional distribution channels like app stores and desktop marketplaces impose hefty fees of up to 30% on each transaction and strictly limit how games (as well as in-game purchases) can be sold and marketed. These rules are designed to benefit companies like Apple and Google, while publishers, developers, and studios suffer from decreased revenue and are forced to pass the fees on to their players. On PC, these challenges are still present, but they're less disruptive to developers, studios, and players. Desktop users have the freedom to purchase and download games directly from developers or through marketplaces.

With new regulatory changes in the EU and legal battles in North America, the video game industry is changing. Rules like the Digital Markets Act (DMA), anti-steering provisions, and anti-monopoly legislations are resulting in more options for developers and studios to implement direct-to-consumer (D2C) models for their games. With new alternatives to solely collecting payments through app stores and marketplaces, developers who want to reduce the impact of marketplace fees on their bottom lines want a solution that can reduce costs.



2. Solution Overview

As a merchant of record (MoR), [FastSpring empowers developers and studios to take control of direct-to-consumer transactions](#) by:



Integrating checkout directly in game, whether on desktop or on mobile.



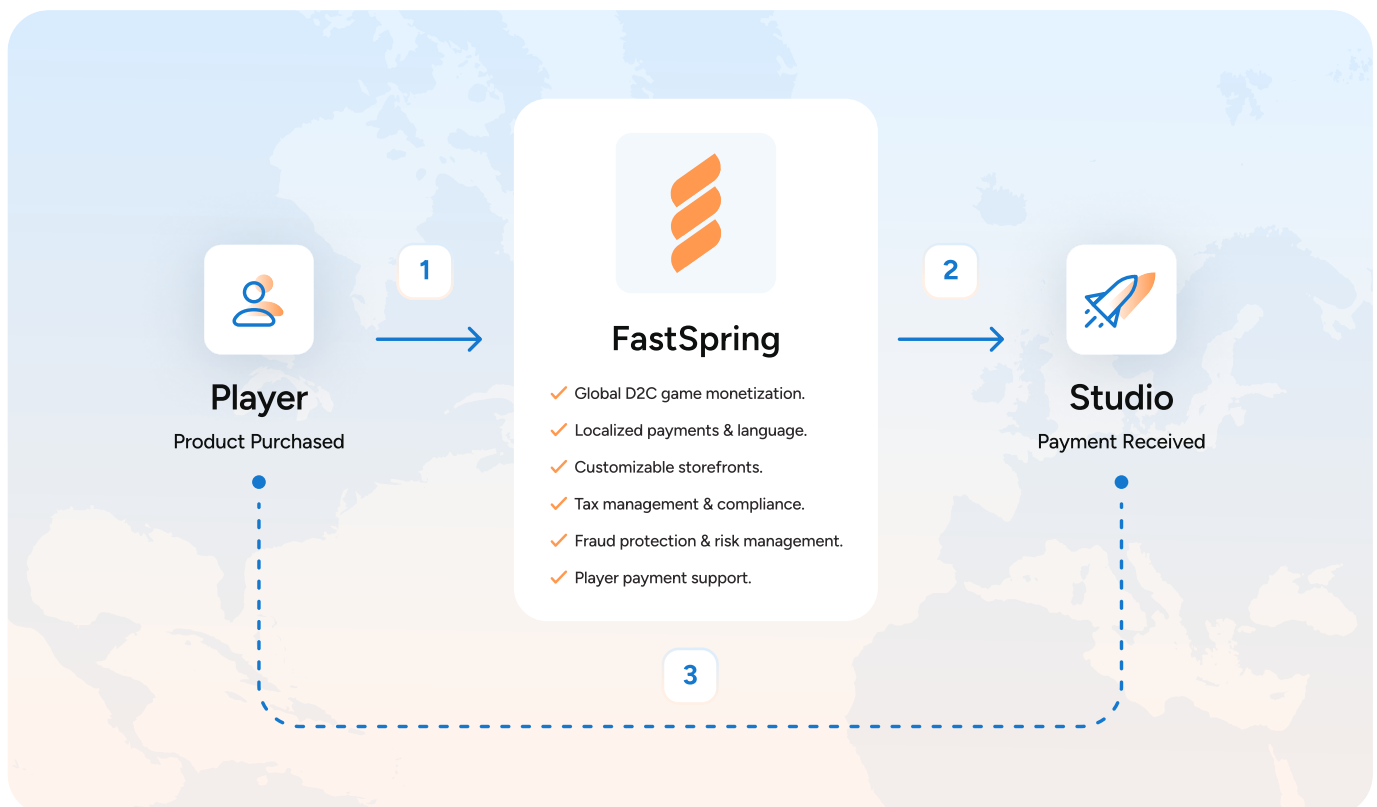
Preventing fraudulent transactions with a dedicated gaming fraud model that leverages more than 1 trillion transactions annually.



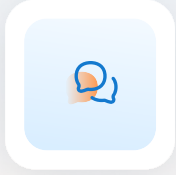
Implementing payments on their web shop for in-game currency, items, or game licenses (e.g., Steam keys, in-game currency, etc.).



And more.



Why Game Studios Love FastSpring



Try Our Customizable Checkout!

Localization

Product
 One-Time Subscription

Brand Colors

Add logo

- Avoid high marketplace transaction fees by selling D2C on your website and in game.
- Allow players to pay with their payment method, language, and currency of choice and accept the top payment methods in 200+ regions in over 20 currencies and 21+ languages.
- Increase sales with approval rate optimized smart-routing between multiple payment processors.
- Benefit from elite fraud protection & risk management built specifically for video games.
- Customize seamless embedded or modal popup checkout experiences in-game or on your website.
- Choose which payment methods are presented to players and offer one-click checkout
- Decrease barriers of entry and start selling immediately into new markets/geographies.

Support

- Payments
- Chargeback
- Technology
- Tax & Risk



By using FastSpring, developers and studios can:

- ✓ Avoid marketplace fees and offer their games at more attractive prices.
- ✓ Offer more in-game currency for the same price through member loyalty programs.
- ✓ [Offer exclusive web shop items](#) only available online or when purchased outside of a marketplace.
- ✓ Run promotions that are more aligned with their marketing strategies.

Plus, our global payment infrastructure makes it easy for developers and studios to reach a worldwide audience with currencies and payment methods that are familiar to them. No matter if you're [a studio that's been offering your game for years and need to optimize for local regions](#) or if you're looking to expand into new territories and need a provider with great local authorization rates, FastSpring's payment architecture can support your needs.

3. Technical Details

FastSpring's solution is built for developers and game studios to integrate directly in game, on your website, or in your existing technology stack (more on how it's done in the implementation section below).

FastSpring's flexibility lets developers and studios easily customize both the experience that resonates most with your players, and the monetization models that your business needs.

Getting Started With FastSpring

Getting payments launched in your game or on your website begins with the setup of your FastSpring store. You can sign up for free, but we recommend [scheduling some time with our solutions consultants](#) to make sure we understand exactly how you want to go direct-to-consumer, and so we can get players making purchases through FastSpring as quickly as possible.

Your Order

Order Summary

Product 1 - 1 +
\$15.00

Cross-Sell Product: \$10.00 +

First Name Last Name

Order Total: \$15.00
Including US: \$1.25 (8.33%)

Coupon Code **Apply Coupon**

Checkout Total \$16.25

Mail

First Name Last Name

Card Number

MM YY CVC

Zip Code Tax: \$1.25

Pay \$16.25

Sold and Secured by **FastSpring**

Set Up Your Products and Tax Codes

Once you've gotten your store created, the next step is to [choose what types of products you want to offer](#). In this example, we've set up our store to offer gems as an in-game currency, but you could offer other one-time purchases or subscriptions through your store. This includes setting up a customer-facing name as well as an internal product ID (for the URL and other internal reference). Then you can set your price and either let FastSpring automatically calculate the price for other enabled currencies or set a unique price for the ones you choose.

After you've set up your pricing, you'll need to choose your tax category — in this case, games. For in-game purchases like gems, you'll want to pick "online," which will make sure you've got the right tax codes and are compliant across the globe. [This also allows us to collect and remit the appropriate taxes whenever a transaction happens.](#)

Create Product

Product Title displayed to the customer

English 150 Gems

Product Path

150-gems

Price

USD	2.99	EUR	Auto	GBP	Auto	AUD	Auto	CAD	Auto
NZD	Auto	CHF	Auto	SEK	Auto	CZK	Auto	DKK	Auto
PLN	Auto	SGD	Auto	CHF	Auto	SEK	Auto	CZK	Auto
DKK	Auto	PLN	Auto	SGD	Auto	CHF	Auto	SEK	Auto
CZK	Auto								

If a currency specific price is defined for the end-user's country, the price is considered GROSS (VAT-included)

If a currency specific price is not defined for the end-user's country, the store's base currency will be converted using the current exchange rate, if applicable, VAT will then be added at the countries Vat tax rate. [More info...](#)

Settings such as description, icon, and fulfillment are available after product creation.

Create

Product Tax Category

Choose a Product Tax Category to sell this product.

Most Recent

Select a recently used category

Apply

Application Software
License or SaaS

Cloud Data Storage
e.g. Dropbox

Cyber Security
Anti-virus, anti-malware

Digital Streaming
Music, video, PDF or e-books

Games
Including free, freemium and games

Physical Goods
e.g. shipped via USPS, FedEx

Publication Subscription
Reports and periodicals, etc

Tech Support Maintenance
Software or customer support

Then you'll be finished setting up your product. You'll be able to further customize the product to include:

- ✓ Public / Private display.
- ✓ Quotable / Non-Quotable.
- ✓ Product Image.
- ✓ Product Name Display and Localization.
- ✓ Product Description.
- ✓ Fulfillment.
- ✓ And more.

Choose Your Checkout Experience

When using FastSpring, developers and studios have access to two checkout experiences: [Embedded](#) and [Popup Checkout](#), depending on your needs. Our checkouts offer not only access to [the most popular payment methods across the globe](#) (like credit cards, Apple Pay, and PayPal as well as regional ones such as iDeal, WeChat Pay, and Pix), but also offer automatic price, currency, and payment method localization (specific to where your players are buying from).

Each checkout is a little different. Embedded Checkout is fully customizable to match your web shop or game's branding and can be deployed directly in your game or dropped onto your web shop. Popup Checkout, on the other hand, acts as a modal window overlay that players can interact with to make their purchases. Whichever you choose, you'll need to configure the checkout in the FastSpring app first.

Setup of both checkouts is as easy as clicking "Create new storefront" and dropping in a storefront ID. It looks something like this:

Your Order

Order Summary

Product 1 - 1 +
\$15.00

Cross-Sell Product: \$10.00 +

First Name Last Name

Order Total: \$15.00
Including US: \$1.25 (8.33%)

Coupon Code Apply Coupon

Checkout Total \$16.25

Mail

First Name Last Name

Card Number

MM YY CVC

Zip Code Tax: \$1.25

Pay \$16.25

Sold and Secured by FastSpring

From there, you'll use [Store Builder Library](#) to get your checkout integrated into your game or onto your website. We've got some example code below to help you get started:

In-Game Embedded Checkout

```
1 <script
2   id="fsc-api"
3   src="https://sbl.onfastspring.com/sbl/1.0.1/
3 fastspring-builder.min.js"
5   type="text/javascript"
6   data-
7 storefront="fastspringexamples.onfastspring.com/
8 embedded-fsexamples">
9 </script>
10 <!-- The following DIV element will become the
11 container for embedded checkout.
12 Place this DIV element in the page, wherever the
13 embedded checkout is expected to be placed -->
14 <div id="fsc-embedded-checkout-container">
15
16 </div>
17
18 <script type="text/javascript">
19   var mySession = {
20     //Reset the cart back to a blank state
21     "reset": true,
22     //Add the product to be purchased to the checkout
23     "products": [{
24       "path": "150-gems",
25       "quantity": 1
26     }],
27     //If user details are known, they can be passed
28 to checkout
29     "paymentContact": {
30       "email": "myName@email.com",
31       "firstName": "John",
32       "lastName": "Doe"
33     },
34     //Use tags to assign the product back to the
35 internal user ID
36     "tags": {
37       "CustomerId": "ABC123"
38     }
39   };
40   fastspring.builder.push(mySession)
41 </script>
```

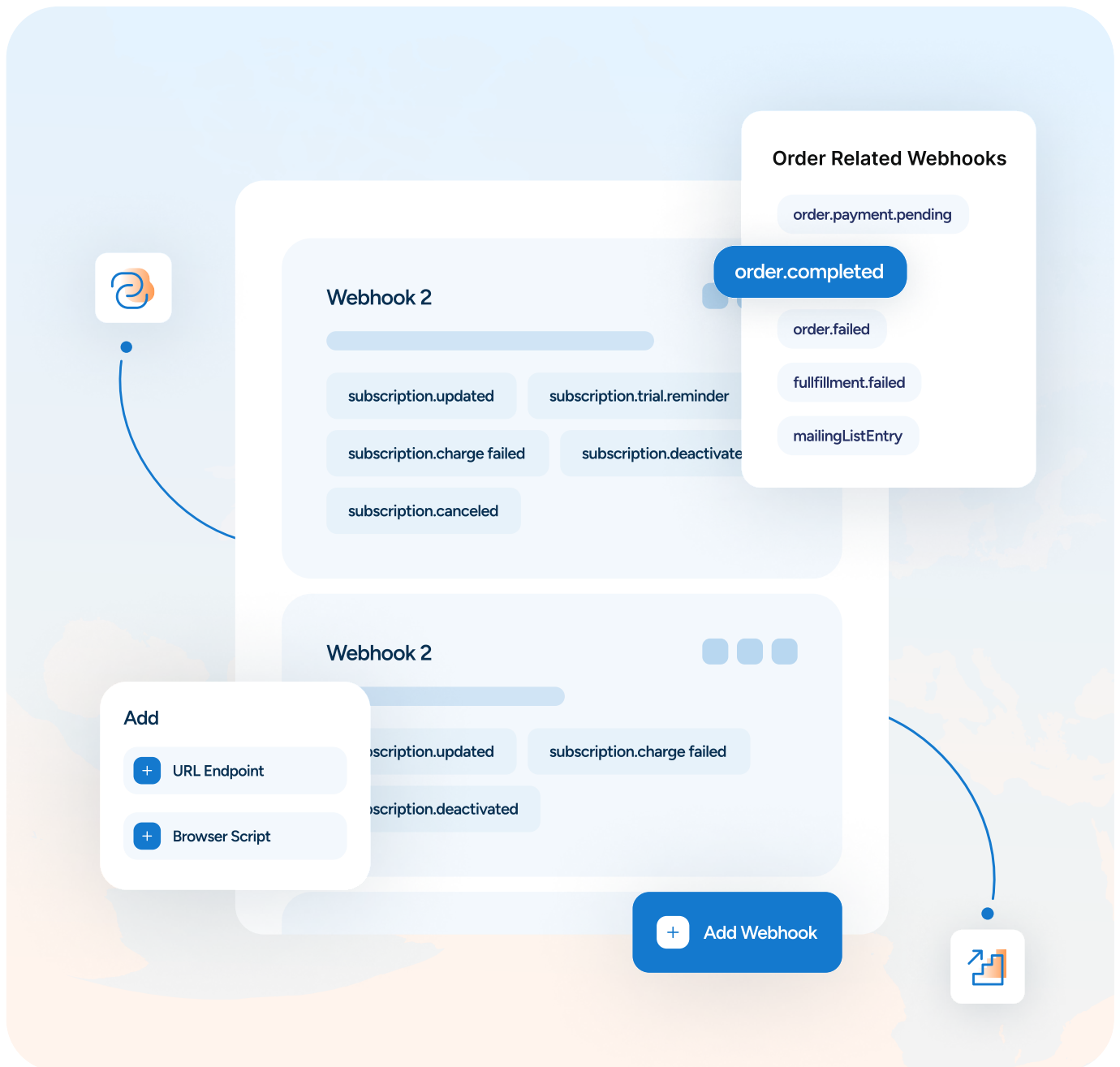
Website Popup Checkout

```
1 <script
2   id="fsc-api"
3   src="https://sbl.onfastspring.com/sbl/1.0.1/
3 fastspring-builder.min.js"
5   type="text/javascript"
6   data-
7 storefront="fastspringexamples.onfastspring.com/
8 popup-fastspringexamples">
9 </script>
10 <button onclick="pushToFastSpring();">Add to Cart</
11 button>
12
13 <script type="text/javascript">
14   function pushToFastSpring() {
15     var mySession = {
16       //Reset the cart back to a blank state
17       "reset": true,
18       //Add the product to be purchased to the checkout
19       "products": [{
20         "path": "150-gems",
21         "quantity": 1
22       }],
23       //If user details are known, they can be passed
24 to checkout
25       "paymentContact": {
26         "email": "myName@email.com",
27         "firstName": "John",
28         "lastName": "Doe"
29       },
30       //Use tags to assign the product back to the
31 internal user ID
32       "tags": {
33         "CustomerId": "ABC123"
34       },
35       //Checkout: true is what launches the checkout
36 window
37       "checkout": true
38     };
39     fastspring.builder.push(mySession)
40   }
41 </script>
```

Further checkout customization is available with the ability to offer up a [preferred payment method](#) in specific regions or to give your buyers the option to make a [purchase with a single click](#).

Configure Webhooks to Grant In-Game Item Access

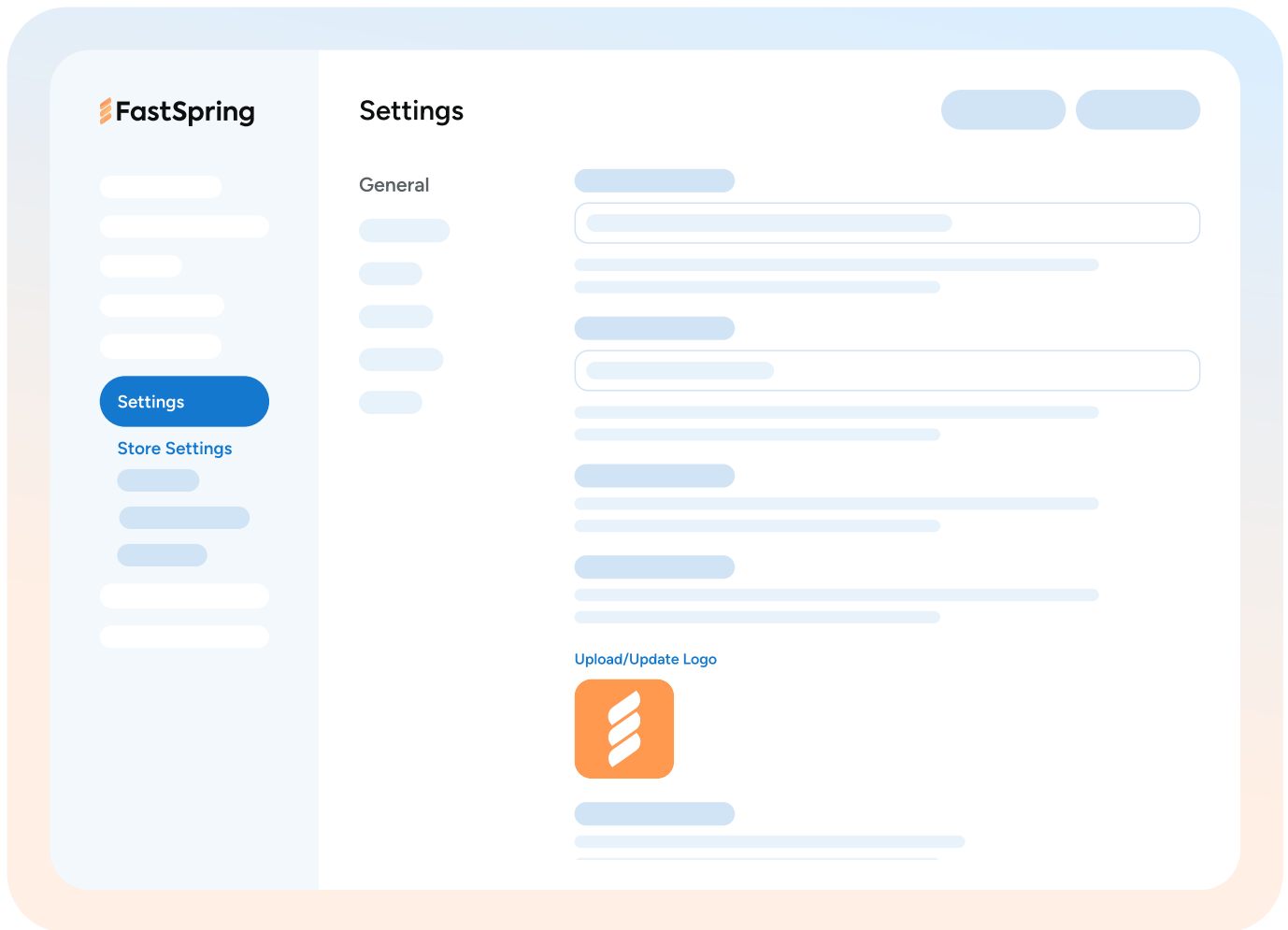
Now that you've got your storefront set up and integrated, you'll need to use our [webhooks](#) to fulfill the purchases in your players' accounts. This can be done using our [orders webhooks](#). Once that's set up, you can use our [in-app webhooks log](#) to test the webhook and check for any possible errors.



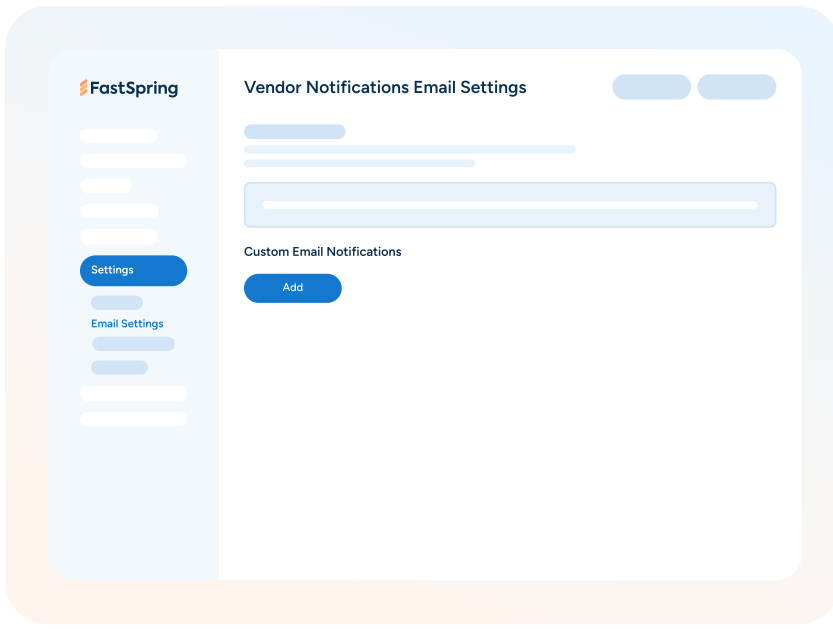
Confirm Store Settings


The last step to take before you do a test transaction is to confirm all of your store settings. This includes setting up your logo and [setting up order notifications](#).

Setting up your logo is as simple as going into “Store Settings” and uploading an image of the logo you want to appear at the top of your checkout and on receipts. It looks like this:



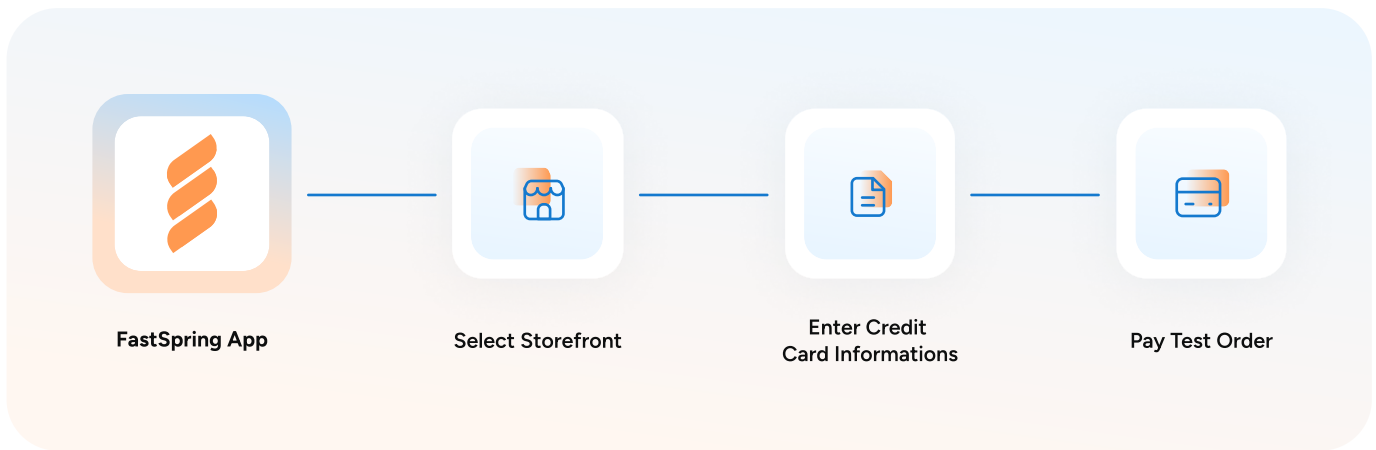
Then, you'll select “Email Settings” and add a new custom email notification. This example shows the option to trigger on order completion. Once you've made the selection, you'll have a lot of options for further customization, including adding an email address list, updating the email template, adding conditions based on products, and more.




You also have the option to use our webhooks to facilitate customer notifications.

Test and Go Live

The final step in transacting with FastSpring is testing to make sure everything is working as planned. Running a test transaction can be done through the storefront you want to test. Navigate to Storefronts in the FastSpring application, and select the storefront you want to test. Copy the provided credit card information, and then in a separate tab, navigate to Preview within the selected storefront. From there, enter the credit card information and your information for the other fields. Clicking Pay will submit the test order.



4. Success Stories

The Company

[Out of the Park Developments](#), the premiere U.S.-sport simulation and management game development company, was founded in 1999 in Hamburg, Germany. Their games are a unique combination of strategy and fun. Their library of genre-leading computer games available on PC, MAC, Linux, Android, and iOS includes Out of the Park Baseball and Franchise Hockey Manager.

The team has grown from two co-founders to 10 full-time employees working remotely from around the world. This small but mighty team's mission is to deliver high-quality sport simulation games to their growing base of fans around the world.



KEY RESULT
Partner in
Global Growth

INDUSTRY
Computer
Games

HEADQUARTERS
Hamburg,
Germany



We have been delighted with everything about FastSpring — from the robust platform to the helpful customer service that supports our company growth goals.

Richard Grisham

Director of Business Development at Com2US
(makers of OOTP Baseball)

The Challenge

After almost two decades of being in business, the OOTPD team faced a difficult decision. Their existing ecommerce solution, eSellerate, was ceasing operations which would leave OOTPD without a solution to accept payments from their customers.

OOTPD understood the crucial role an ecommerce solution can play in the overall success of their business so they immediately went out to find a new ecommerce solution that would best meet their business needs.

“If you are a digital distributor of video games, your ecommerce provider needs to be really good because they are essential to the success of the business.”

With that mindset, the team looked for an ecommerce partner that combined robust technology, world-class support, while remaining flexible enough to support their long-term growth goals.

The Solution

After hearing positive feedback and reviews online from other users, OOTPD decided to partner with FastSpring.

“To be successful, to grow, and scale your business, you need to delight your customers. So having the right ecommerce partner that supports your same goals is absolutely essential. And Out of the Park Developments has that kind of partnership with FastSpring.”

OOTPD partnered with FastSpring for a variety of reasons including:



24/7 platform uptime.

As a global video game company, ensuring their operations are up and running 24/7 is essential. From day one, FastSpring has consistently delivered on its promise to keep OOTPD's operations fully functional.



Localization features.

OOTPD has been selling globally for many years. With FastSpring, they can now optimize their checkout for their global customers with relevant currencies, payment methods, and languages.



Robust ecommerce functionality.

The ecommerce tools built-in to the FastSpring app make it easy for the OOTPD team to quickly locate valuable information about their customers—order details, license keys, etc. So they save time and resources while accomplishing tasks and delighting their customers. And they are freed up to focus on more strategic areas of their business.



A committed partner.

In FastSpring, the OOTPD team found a partner who shares their commitment to long-term growth.

“Recently, we got together with FastSpring to work on a project to help us add Korean localization to our checkout because the Korean market is one of our top markets after North America. From start to finish, it’s been a great experience to work with FastSpring.”

FastSpring Feature Shoutout: The FastSpring Affiliate Program. The OOTPD team can focus their time and energy on delivering new features and capabilities in their video games without sacrificing their marketing efforts thanks to the FastSpring affiliate program. Through this program, they can connect with high-quality partners that help expand their marketing reach on their behalf.

The Results

“We are a major success because of our community. Thanks to our partnership with FastSpring, we are able to do everything we can to delight them every day, at every single touchpoint from initial purchase to the actual gameplay.”

Over the past 18 months, FastSpring’s full-service ecommerce platform has supported Out of the Park Developments (OOTPD) as they executed an enterprise-wide campaign to increase their customer base – with all goals achieved. This growth spurt has brought new challenges and opportunities to the business.

Out of the Park Developments’ business is all about delighting their customers. With FastSpring’s partnership, they have been able to live up to their mission. The collaboration with FastSpring goes beyond keeping the business running. It’s a true, committed partnership that supports the long-term growth of Out of the Park Developments.

One of OOTPD’s company goals for next year is to localize their entire product. This will be a monumental task for the team as their games are very text-rich. FastSpring will be there throughout this project to support their goal with localized checkout experiences. The OOTPD team is looking forward to expanding their customer base worldwide.


“We’re absolutely thrilled with FastSpring, we’re happy with the tools the platform provides us and the support we receive.”

Watch video or listen to audio of [Richard’s story here](#). Learn more about how FastSpring helps game developers [sell games online](#).

5. Conclusion

As the landscape of the video games industry continues to change, developers and studios need a partner to help them open up additional revenue channels through direct-to-consumer transactions. Not only will this help them mitigate traditional marketplace fees and restrictions, but it also allows them to build relationships with players through loyalty programs.

Developers and studios that partner with FastSpring gain access to our customizable checkout, dedicated fraud prevention, and global payments infrastructure to effectively reach a wider audience while keeping their monetization strategy in their control.



New Subscriptions **570** ↑ 200% FROM LAST MONTH

Revenue

Year	Revenue
2021	100
2022	250
2023	300
2024	400

Interested in taking your game, app, or in-game purchases **direct to consumers?**

Set Up a Demo Try Us Out for Yourself

6. Additional Resources

Blog Articles

[How](#) to Sell a Mobile App or Game Outside App Stores

[Why](#) FastSpring Is a Great Complementary Solution for Your Existing Video Game MoR Integration

[How](#) a Lack of Direct-to-Consumer Options Hurts Players

Customer Stories

Out of the Park Developments and FastSpring : [A Case Study](#)

Product Pages

[How](#) to Sell Games or In-game Purchases With FastSpring



How to Implement Direct to Consumer Sales for Video Games With FastSpring

Interested in taking your game, app, or in-game purchases direct to consumers? [Set up a demo](#) or [try us out for yourself](#).

