# A Bushel of App(le)s

## A Creative Way to Encourage Price-Sensitive Users to Try Paid Apps

You're the type of person who always finds a good deal. The dinner combined dessert, the groceries that get you a discount on gas, or the jeans that come with a free shirt.

Paying for a $0.99 App when a free version is available may be a tough call, but two for the price of one? That's a good deal.

The App Bundle program will allow Developers to run promotions that offer two of their Apps together at one low price.  Fruit Ninja may have been a hard sell at $0.99, but when Halfrick Studios throws in a free copy of Age of Zombies to celebrate the Fourth of July, it just makes sense.

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## Attract Price-Sensitive Users

Users that tend to download free Apps exclusively will be encouraged to make their first purchase when sale pricing is available. Once a user has become familiar with the purchase process and the quality available in paid Apps, they will be more likely to purchase again.

## Discount $0.99 Apps Effectively

It's easy for a Developer to put an App on sale when it costs $1.99 and up, but $0.99 Apps have to be made free.  Bundling two $0.99 Apps together allows Developers to run promotions that still bring in revenue, and simultaneously familiarize the user with the process of paying for an App.

## Developer Promotion

The program will also benefit Developers in their independent marketing efforts. Developers can put two of their Apps together, using a better known seller to draw in users for a new or less known title.