

facebook

Facebook Credits Integration Guide

Getting Started

Facebook Credits Team
Updated September 14, 2011



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Definitions

Currency Types

Implementation Types

Special Incentives

Virtual Currency

Types

Dual Currency Assumption: Most social games operate on a dual currency system in order to engage two distinct sets of users: paying and non-paying.



Facebook Credits

Facebook's premium currency



Premium

Directly purchased by users with real money or time.



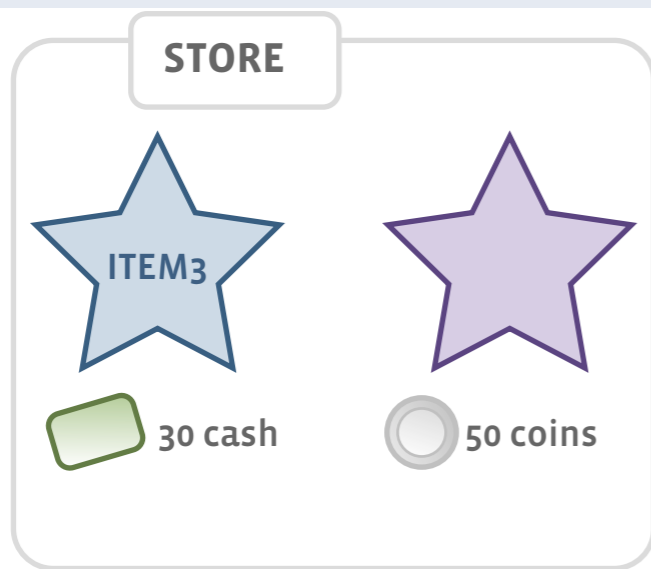
Experience

Earned by users when taking in-app actions such as completing tasks and missions.

Implementation Types

Choosing One

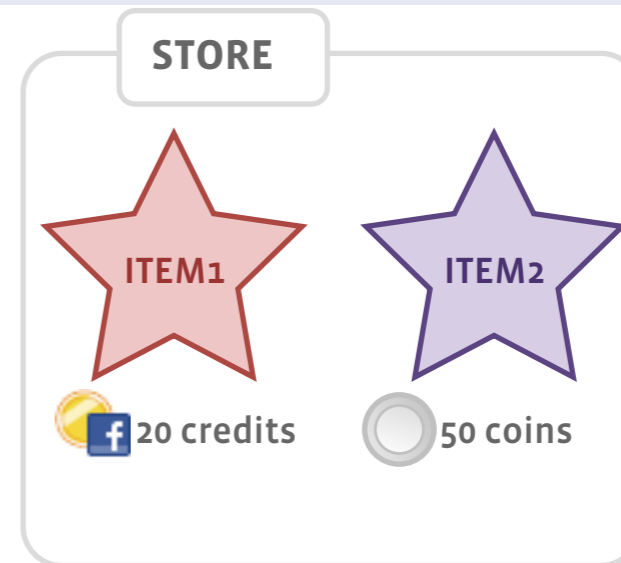
Reminder: Starting July 1, 2011, games on Platform must [exclusively process payments](#) through Facebook Credits. The following implementations exclusively use Facebook Credits.



Credits as a Payment Method

oscif is set to true in dev_purchase_params.

- Facebook Credits is implemented as the exclusive payment method.
- Items are priced in your premium and experience currencies.
- Get more of your premium currency exclusively using Facebook Credits.



Credits as a Currency

oscif is set to false in dev_purchase_params.

- Facebook Credits is implemented as your premium currency and exclusive payment method.
- Items are directly priced in Facebook Credits and your experience currency, if applicable.
- View [features](#) that you may want to request access for.

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Integration Best Practices

Currency Integration

In-store Integration



Using Branding Assets



Currency Integration

Displaying Balances







Credits as a Payment Method

YOUR BALANCE

 150 cash 

 1,500 coins 


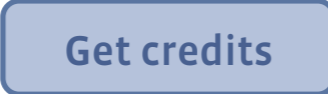
GET MORE CASH



 12 cash 10  	 45 cash 35  
 100 cash 75  	 200 cash 120  

Similarly, display your premium and experience currencies in a visible location. *Facebook Credits should be the only way to get more of your premium currency (cash, in this case).*

Credits as a Currency

YOUR BALANCE

 100 credits 

 1,500 coins 

Display a user's Facebook Credits and experience currency balances in a visible location, with get more options nearby.

- Call the `getBalance*` API to show the user's credits balance.
- Call the `getMore` API* to allow users to easily buy more credits directly from within your app.

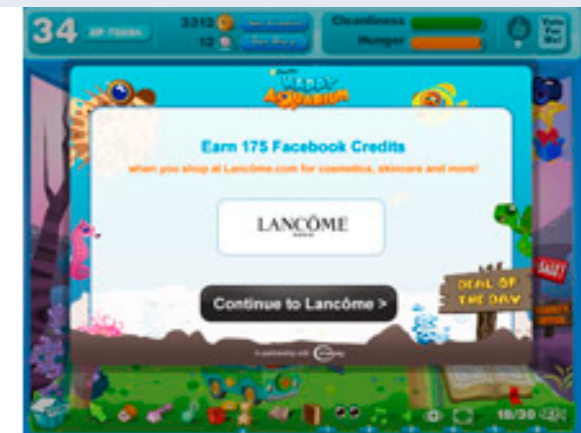
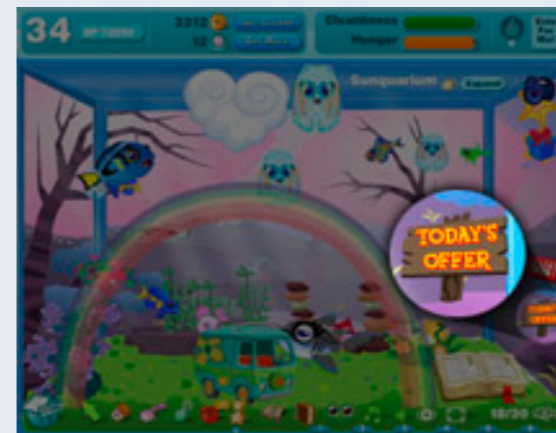
*Refer to "Get Balance" and "Get More Credits" in API Doc.

Currency Integration

Earning More Credits via TrialPay

Using the Facebook Credits API, you can directly link users to Facebook's Offers flow, in partnership with TrialPay:

- 1. Direct Access to Offers:** Adding this functionality to your app will give users the chance to earn Facebook Credits by completing offers that matter to them, boosting both engagement and revenue. [See Direct Access to Offers best practices.](#)
- 2. DealSpot:** In one simple implementation, DealSpot allows users to access exclusive deals via an in-app icon. From buying flowers for Valentine's Day to watching trailers for the latest movies, users will be matched to an intelligent rotation of deals, creating a revenue stream that has already doubled revenue for credits developers. [See DealSpot best practices.](#)



In-store Integration

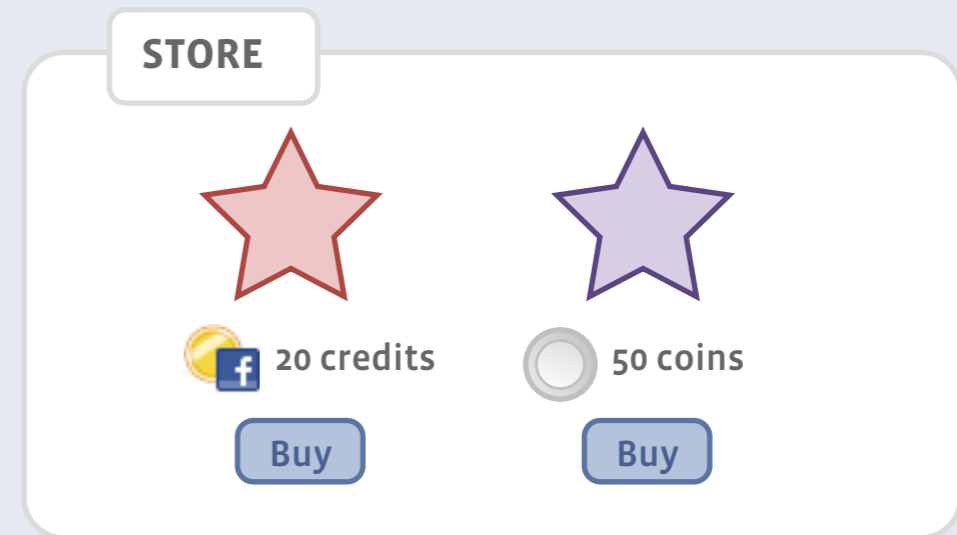
Labeling In-store Items

Credits as a Payment Method



Label the cost of each item directly in your premium or experience currencies.

Credits as a Currency



Label the cost of each item directly in Facebook Credits or your experience currency.

Place a buy button nearby for users to take action.

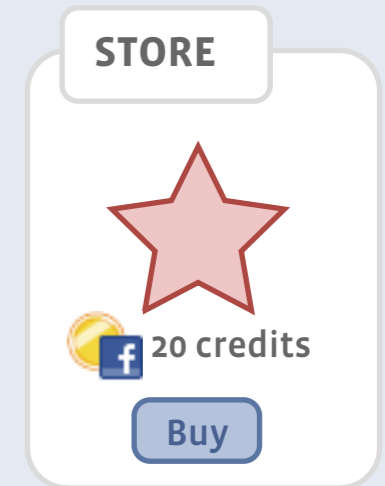
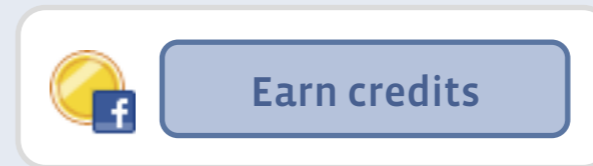
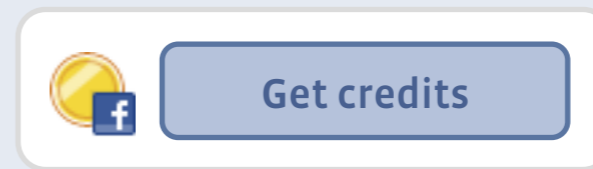
Using Branding Assets

Creating a Trusted, Familiar Experience

Prominently display Facebook Credits branding assets to create user trust and familiarity toward the product.

Use the **Facebook Credits coin logo** to:

1. Tell users that they can get and earn more credits.
2. Price in-store items.



*Refer to the [Facebook Credits Brand Assets Resource Page](#), where you can download assets.

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User Experience

Education & Trust

Supporting Users

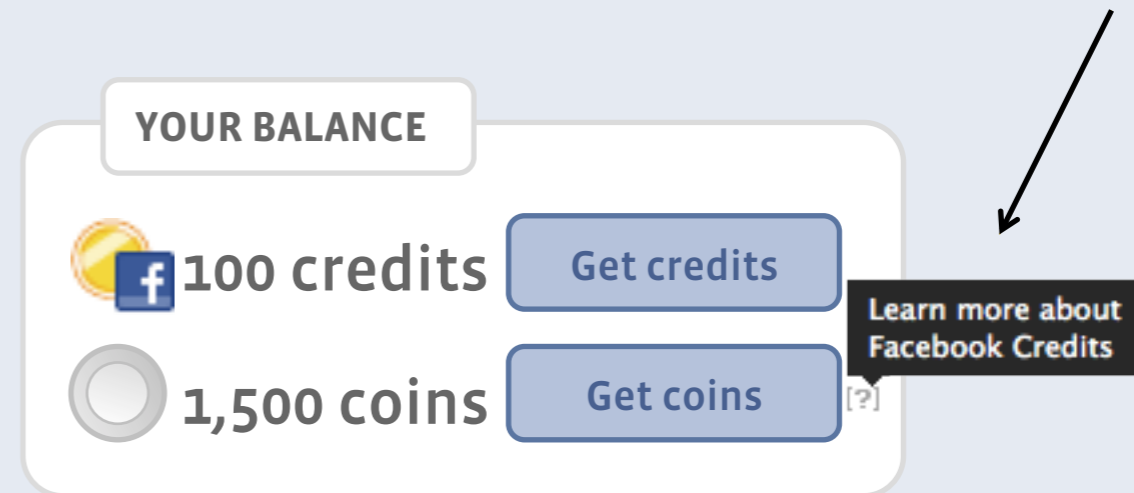
User Experience

User Education

Educate users on the role of Facebook Credits in your app in seamless ways:

- In-app tutorial
- Timely pop-up boxes
- Mouse-over explanations

Can link users to www.facebook.com/credits



User Trust

To build user trust, please follow both the [Facebook Credits Terms](#) and [Platform Policies](#), including (but not limited to) the following:

Facebook Credits cannot be..

1. cashed out into real-world currency
2. used to enable person-to-person funds
3. used to sell physical or real-world items

User Experience

Supporting Users

Report/Contact this App




At bottom of canvas page



Facebook Credits Help

Please describe your problem (required):

 **1 Red Star**
Reach for the stars! **20 Facebook Credits**

To minimize your potential chargeback-related costs:

- Proactively handle user disputes when users report not receiving purchased currency or in-app items.
- Monitor your User Support Contact (field in app settings) queue to identify possible in-app issues or bugs.
- Incorporate content specific to Facebook Credits in your general support channels such as FAQs, email support, forum, etc.

*Refer to “Dispute Resolution” of API Doc.

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Get Started

Signup

Integrate

Support

Get Started

Start Using Facebook Credits

Welcome to the [Facebook Credits](#) program. To get started:

1. Register your company below
2. Provide core settings below
3. Review [API documentation](#) and complete your integration

Company Information

Company Name Don't see your company listed? [Register it now](#)

Before accepting Facebook Credits, we need to collect company information to pay you for Credits users spend in your application.

Core Settings

Credits Callback URL

Email

Credits Test Users (optional)

Facebook pings this URL after a user initiates or updates an order.

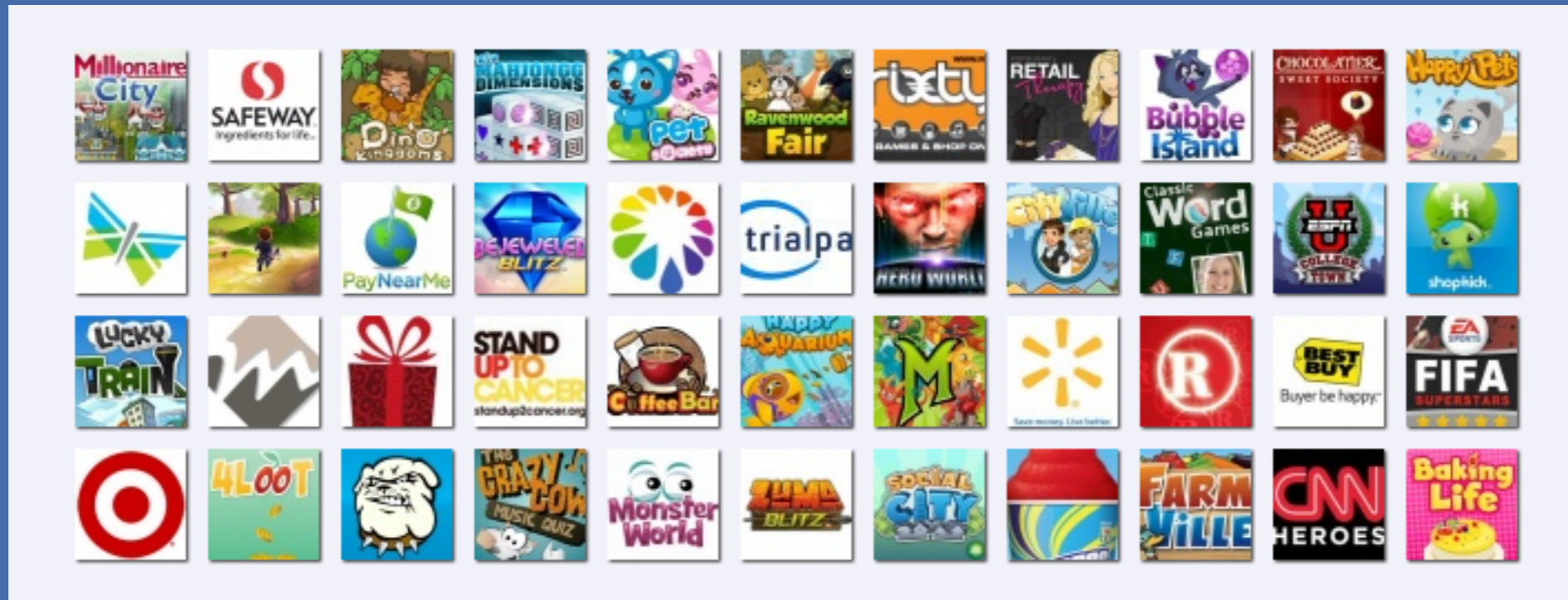
This email is used for payments related communication.

Users entered here (UIDs, comma-delimited) will be able to use your app and go through Facebook Credits flows but will not be charged.

[Save Changes](#)

1. **Signup:** Your app should already be enabled for Facebook Credits. [Follow these registration steps.](#)
2. **Integrate:** Review [API Doc and Sample Code](#) and [How-To: Implement Facebook Credits.](#)
3. **Support:** Browse [developer-facing credits FAQs](#) and the [credits developer page.](#)

facebook



Looking forward to your integrations and building Facebook Credits as the easiest and safest way to buy digital goods and services on Facebook.