The New iTunes Connect

Session 302

Dave Van Tassell
Engineering Manager—iTunes Store, iTunes Connect

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The New iTunes Connect

The New iTunes Connect

All-new design

The New iTunes Connect

All-new design

App previews

The New iTunes Connect

All-new design

App previews

App bundles

The New iTunes Connect

All-new design

App previews

App bundles

App analytics

The New iTunes Connect

All-new design

App previews

App bundles

App analytics

TestFlight beta testing

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iTunes Connect

Jane Appleseed
Toca Boca AB

My Apps

Analytics

Sales and Trends

Payments and Financial Reports

iAd

Agreements, Tax and Banking

Users and Roles

Resources and Help

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Analytics

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Payments and Financial Reports

iAd

iAd

Agreements, Tax and Banking

Users and Roles

Resources and Help

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iTunes Connect My Apps

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Search

All Types

All Statuses

Toca Lab iOS
1.0.1 Ready for Sale

Toca Cars iOS
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Builders iOS
1.0.3 Ready for Sale

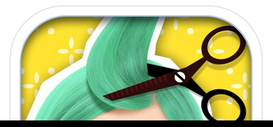
Toca Hair Salon iOS
1.2.4 Ready for Sale

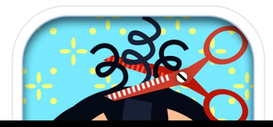
Toca Mini iOS
1.0.2 Ready for Sale

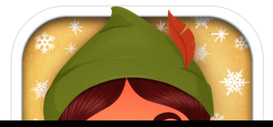
Toca Tailor iOS
1.0.5 Ready for Sale

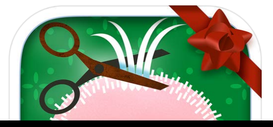
Toca Band iOS
1.0.4 Ready for Sale

Toca Train iOS
1.0.3 Ready for Sale









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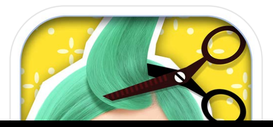

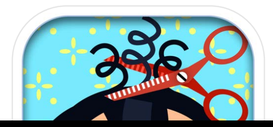

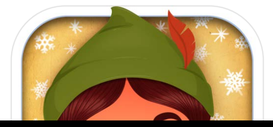

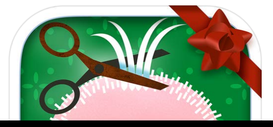

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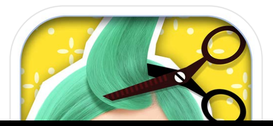

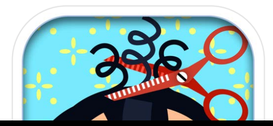

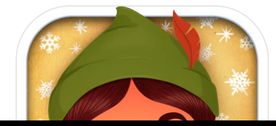

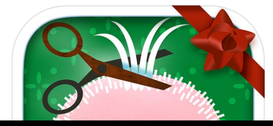

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hair salon

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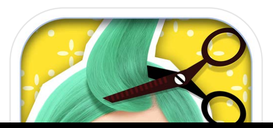

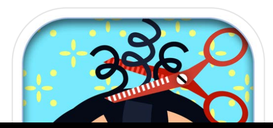

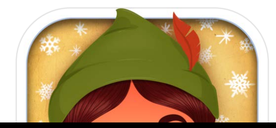

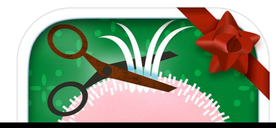

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hair salon

All Types

All Statuses

Toca Hair Salon iOS

1.2.4 Ready for Sale

Toca Hair Salon Me iOS

1.0 Ready for Sale

Toca Hair Salon 2 iOS

1.1.1 Ready for Sale

Toca Hair Salon - Christmas Gift iOS

1.0.6 Ready for Sale

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All Types

All Statuses

Toca Hair Salon iOS

1.2.4 Ready for Sale

Toca Hair Salon Me iOS

1.0 Ready for Sale

Toca Hair Salon 2 iOS

1.1.1 Ready for Sale

Toca Hair Salon - Christmas Gift iOS

1.0.6 Ready for Sale

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All Types

All Statuses

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Toca Tailor iOS
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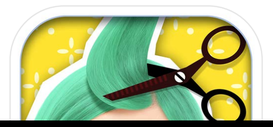
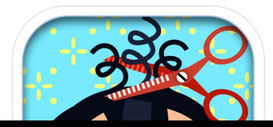
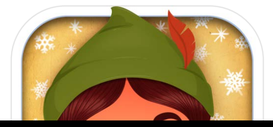
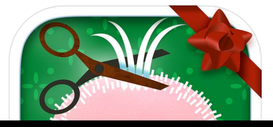
Toca Band iOS
1.0.4 Ready for Sale

Toca Train iOS
1.0.3 Ready for Sale









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Search

All Types

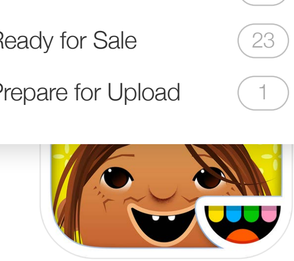
All Statuses

- All Statuses 24
- Ready for Sale 23
- Prepare for Upload 1

Toca Lab iOS
1.0.1 Ready for Sale

Toca Cars iOS
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Builders iOS
1.0.3 Ready for Sale



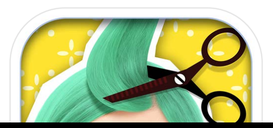
Toca Hair Salon iOS
1.2.4 Ready for Sale

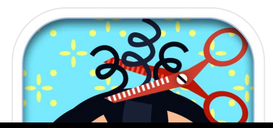
Toca Mini iOS
1.0.2 Ready for Sale

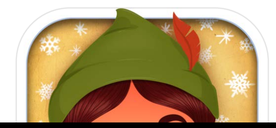
Toca Tailor iOS
1.0.5 Ready for Sale

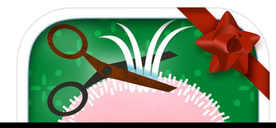
Toca Band iOS
1.0.4 Ready for Sale

Toca Train iOS
1.0.3 Ready for Sale









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All Types

All Statuses

- ✓ All Statuses 24
- Ready for Sale 23
- Prepare for Upload 1

Toca Lab iOS
1.0.1 Ready for Sale

Toca Cars iOS
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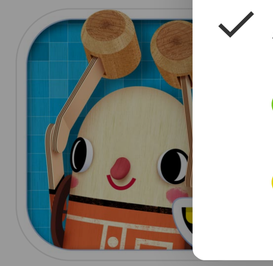
1.0.1 Prepare for Upload



Toca Builders iOS
1.0.3 Ready for Sale

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1.2.4 Ready for Sale

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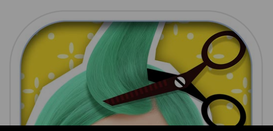

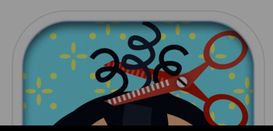

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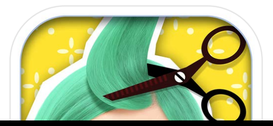

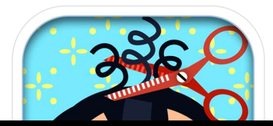

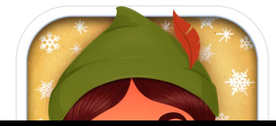

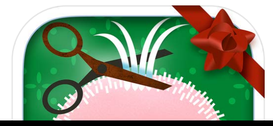

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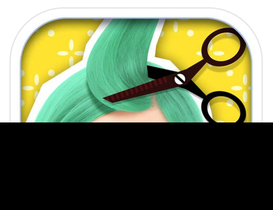

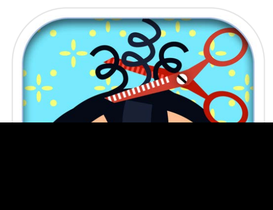

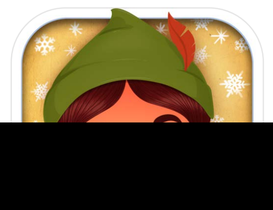

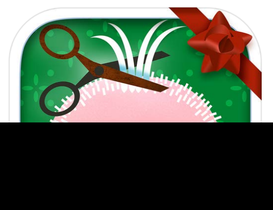

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Name	Type	Version	Status	Last Modified
Toca Lab	iOS	1.0.1	Ready for Sale	Dec 12, 2013
Toca Cars	iOS	1.0 1.0.1	Ready for Sale Prepare for Upload	Dec 12, 2013
Toca Builders	iOS	1.0.3	Ready for Sale	Nov 19, 2013
Toca Hair Salon	iOS	1.2.4	Ready for Sale	Nov 19, 2013
Toca Mini	iOS	1.0.2	Ready for Sale	Nov 19, 2013
Toca Tailor	iOS	1.0.5	Ready for Sale	Oct 3, 2013
Toca Band	iOS	1.0.4	Ready for Sale	Sep 10, 2013
Toca Train	iOS	1.0.3	Ready for Sale	Sep 10, 2013

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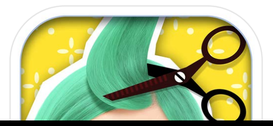

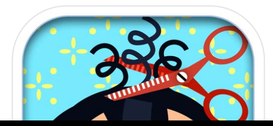

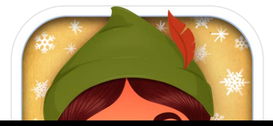

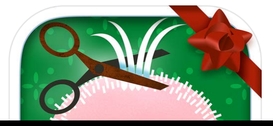

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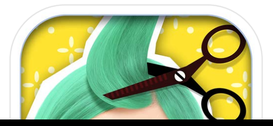

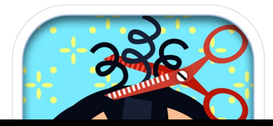

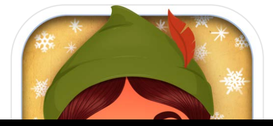

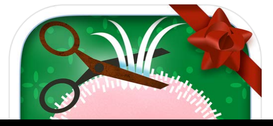

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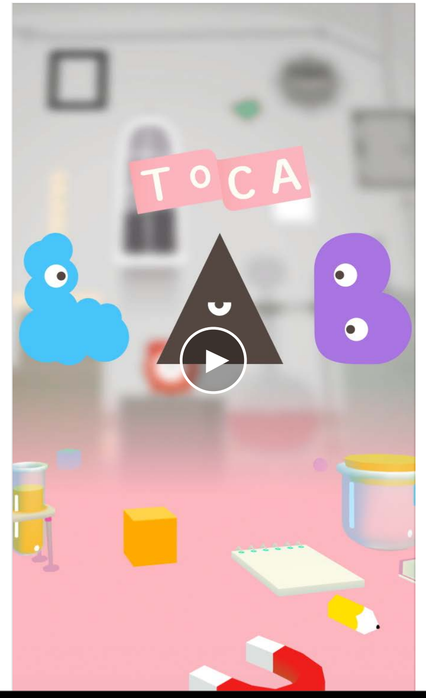

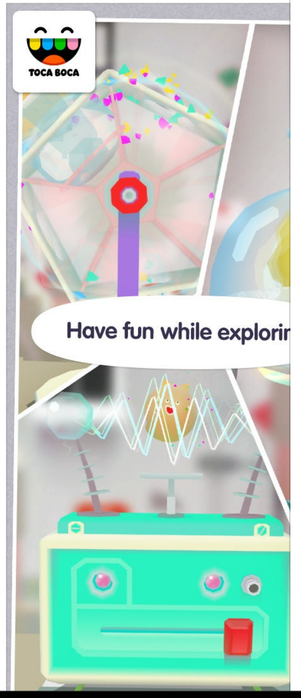

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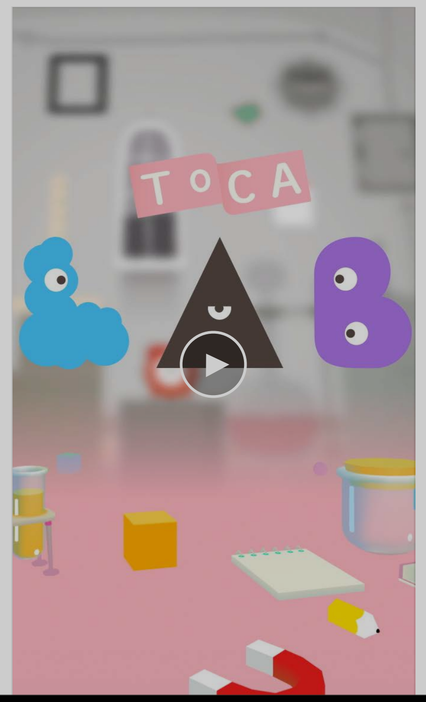

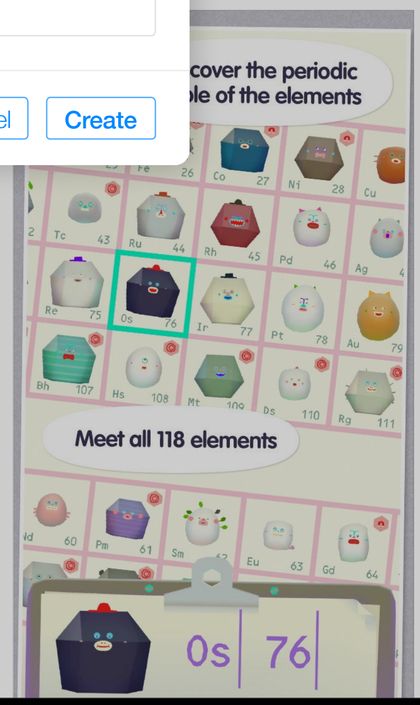

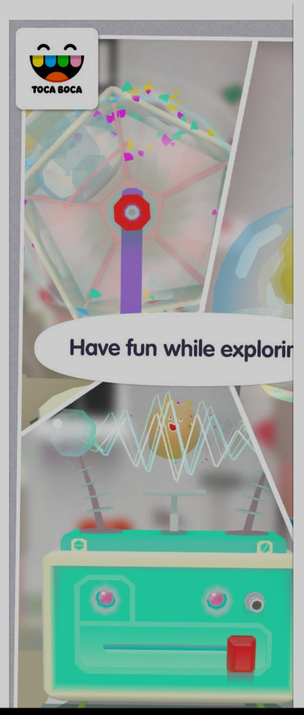

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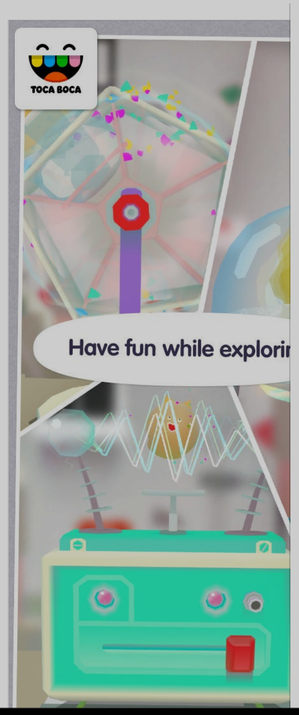

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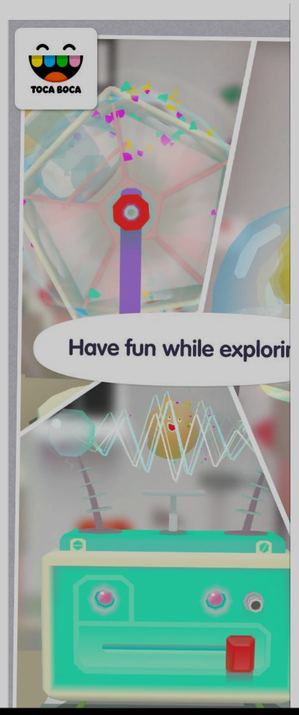

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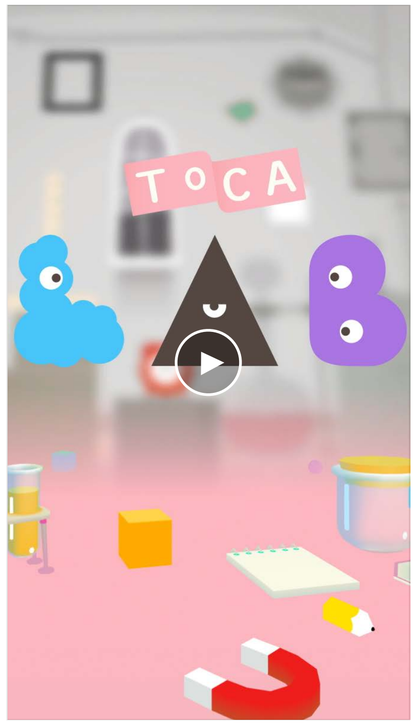

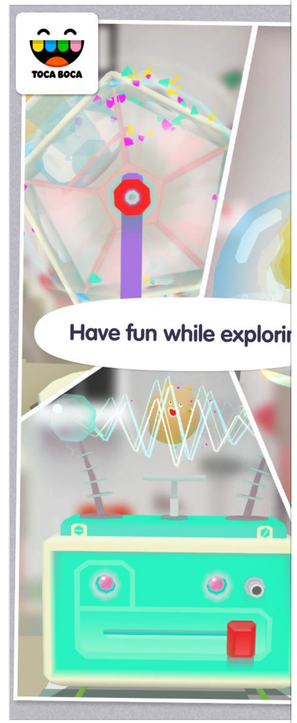

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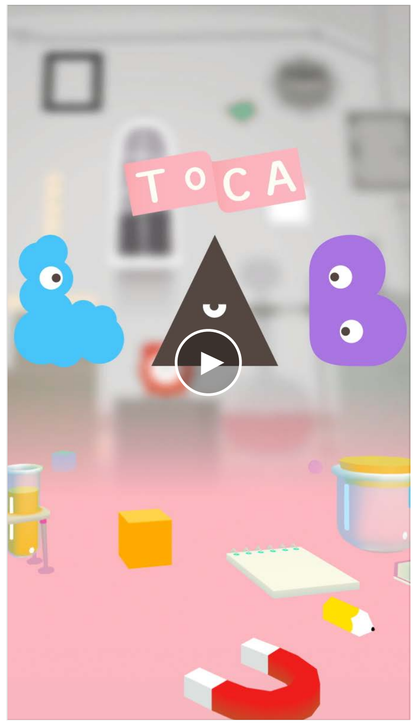

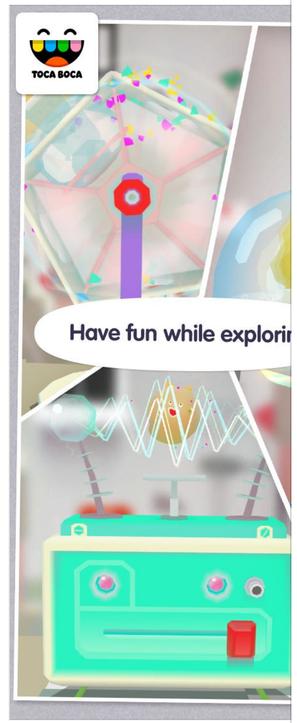

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* Add a drop or two of mysterious liquids from the test tubes.
* Change their voltage and make them magnetic with the oscilloscope.

Each element has it's own personality. In Toca Lab, what does Neon sound like? Is Gold heavy or light? Is Nitrogen squishy or light? Is Nitrogen squishy or hard? Explore, inspect, and study

2403

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http://tocaboca.com/game/toca-lab

Privacy Policy URL ?

http://tocaboca.com/privacy

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1.0.2

Category ?

Entertainment

Choose Secondary

Rating Edit

Ages 4+, Made for Ages 6–8

Additional Ratings

License Agreement Edit

Apple's Standard License Agreement

Copyright ?

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Trade Representative Contact Information ?

☑ Display Trade Representative Contact Information on the Korean App Store.

Jane | Appleseed

25 Taylor St

Apt., suite, bldg.

San Francisco | California

94102 | United States

+1 415 314 1759 | info@tocaboca.com

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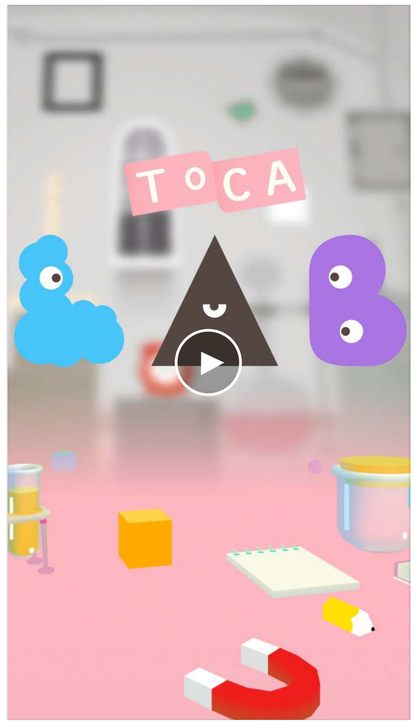

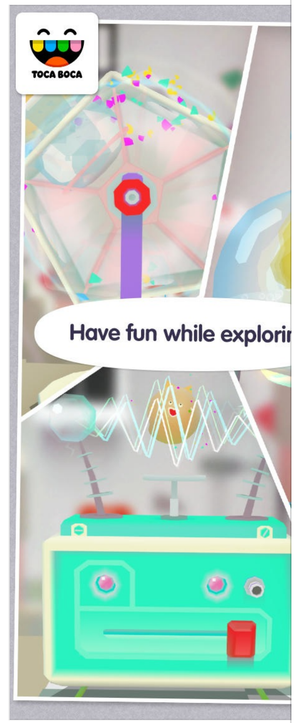

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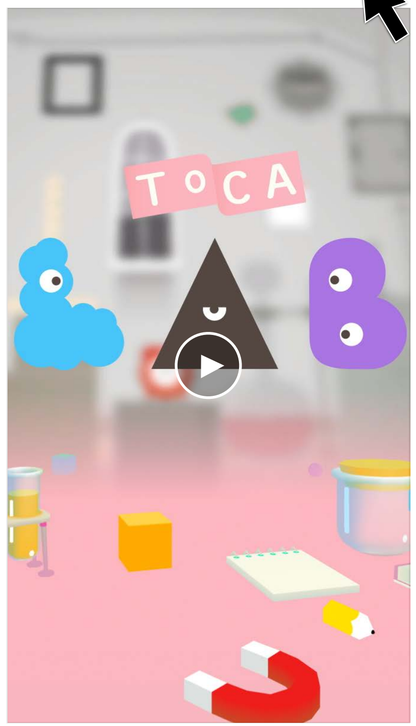

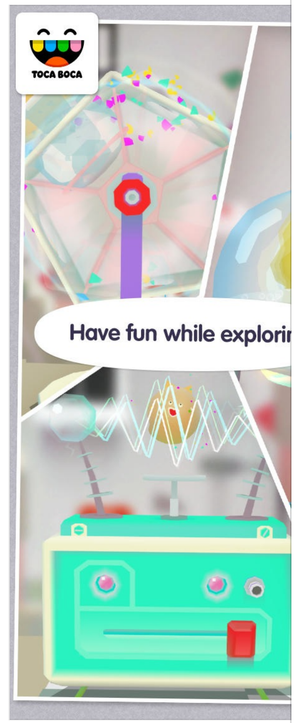

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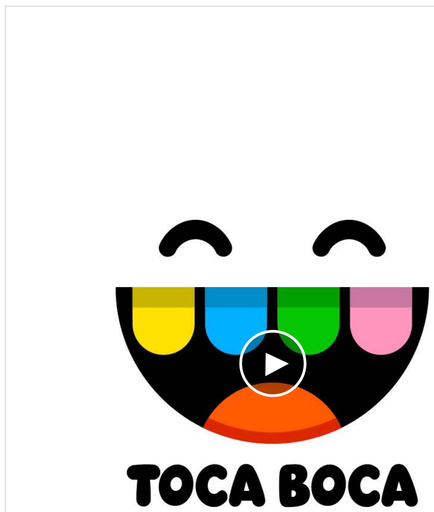

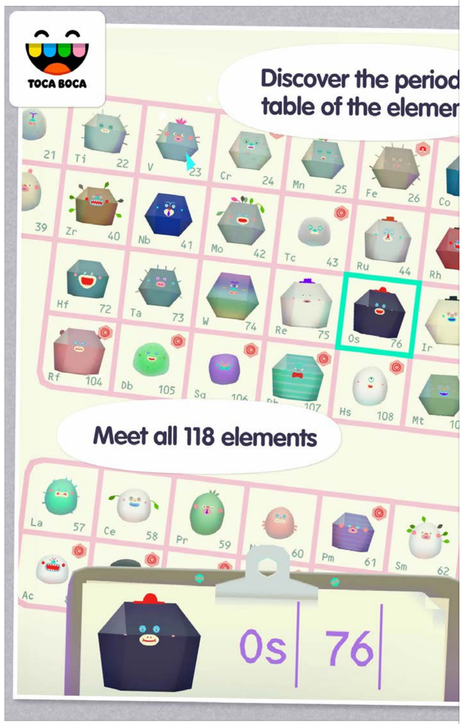

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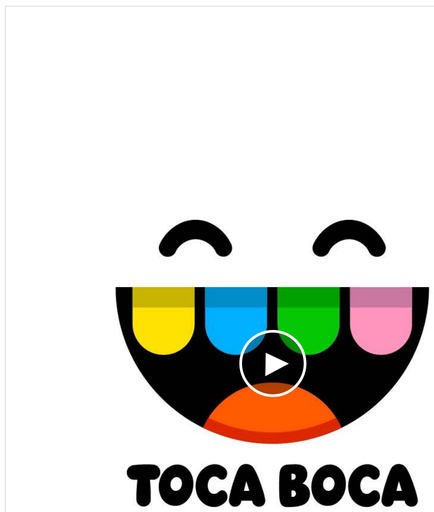

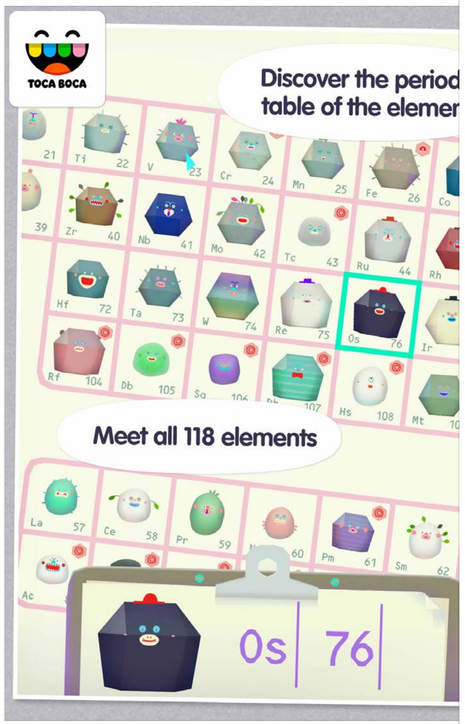

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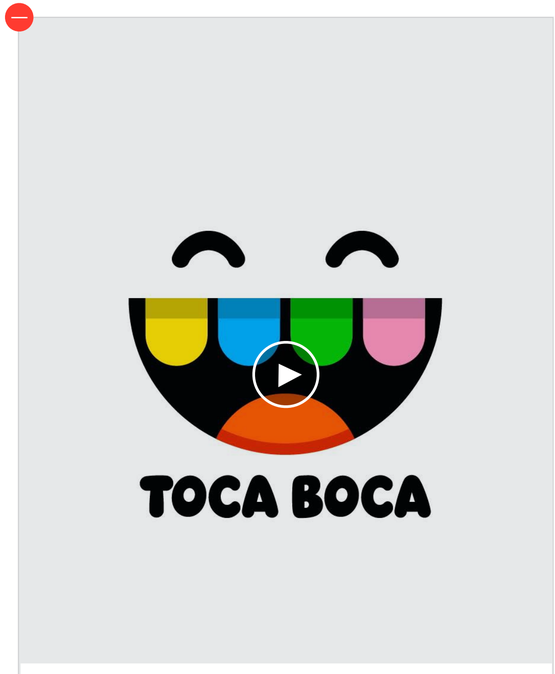

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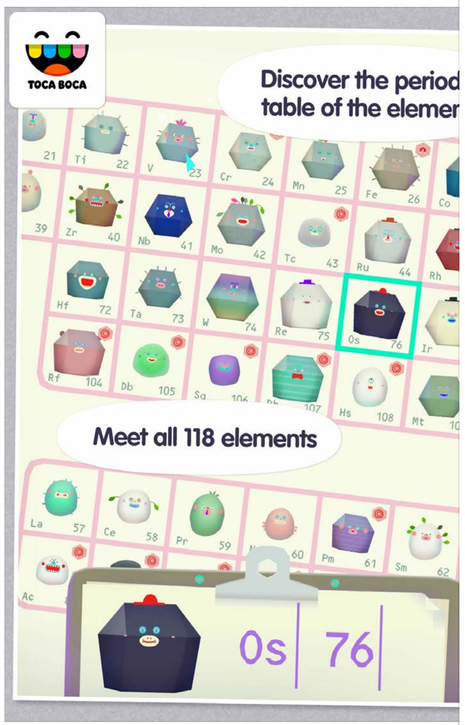

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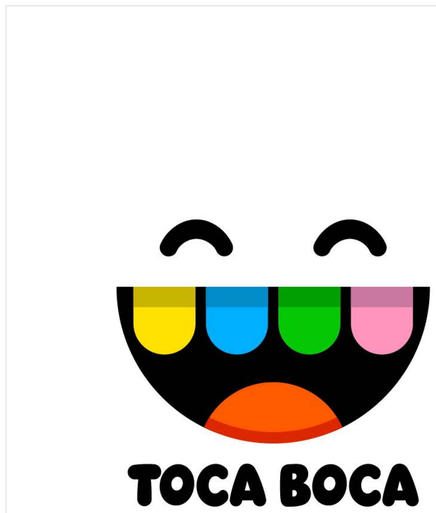

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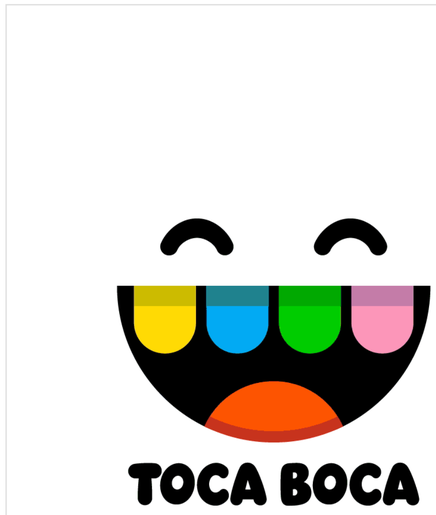

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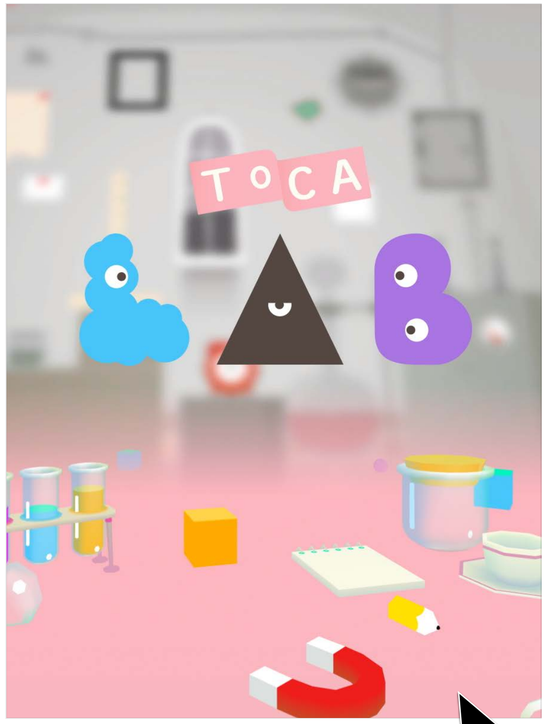

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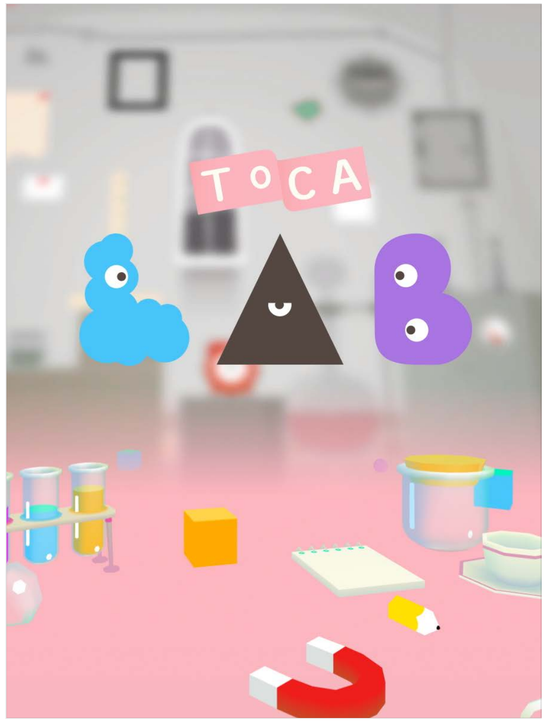

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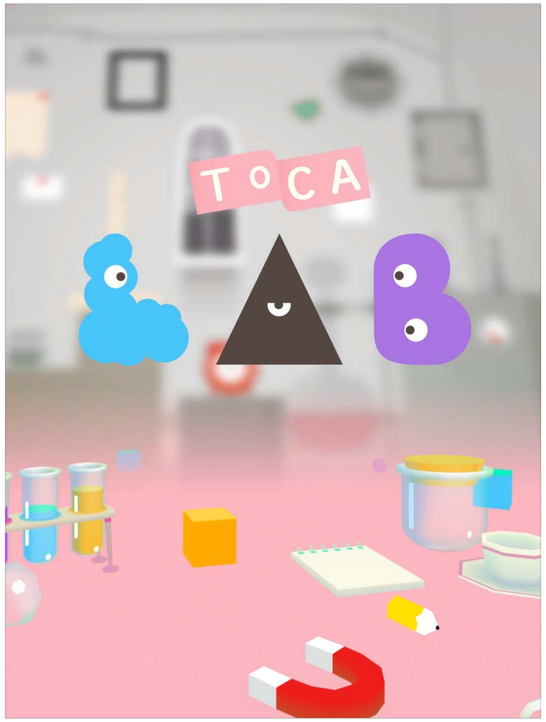

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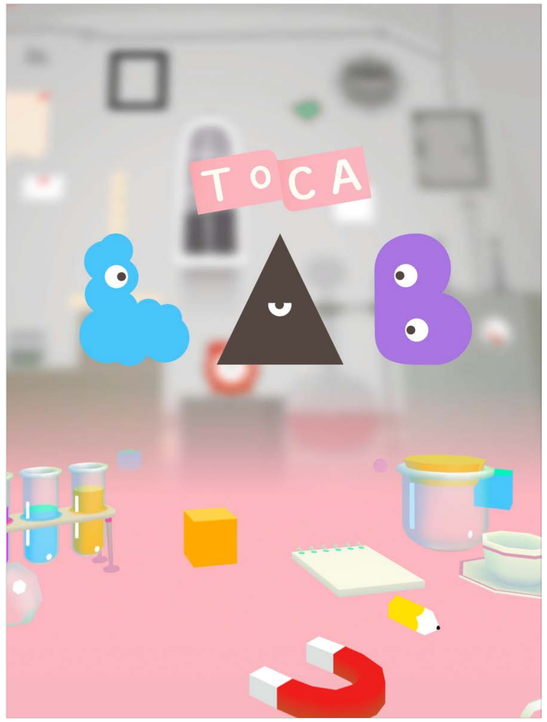
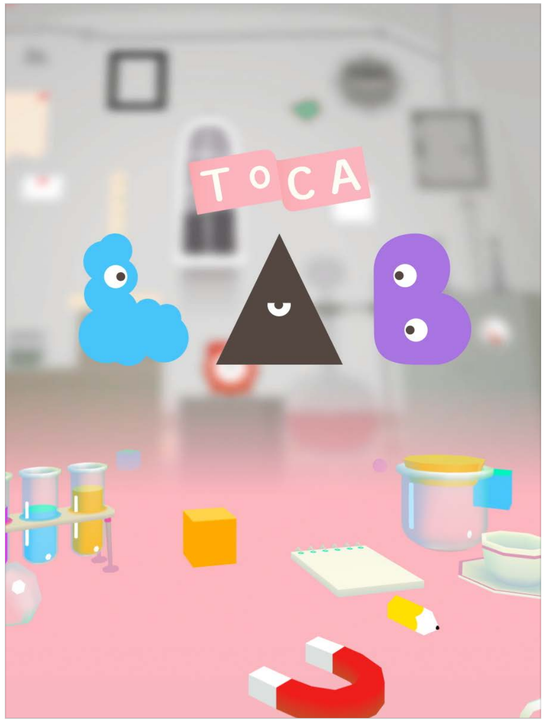


Poster Frame



Set as Poster Frame

Restore Default

Cancel | Done

Name

Toca Lab

Description

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table

2500

Keywords

itunesconnect.apple.com

Toca Lab 1.0.2

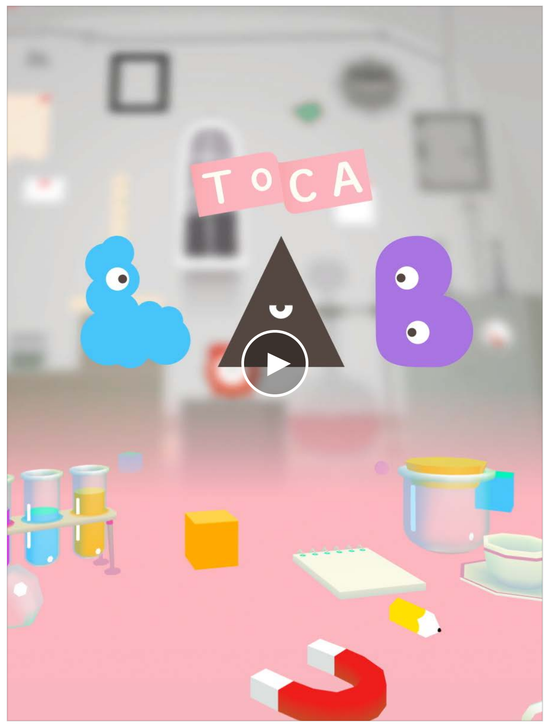
Save | Submit for Review

Version Information

English (U.S.)

Video Preview and Screenshots

4-Inch | 3.5-Inch | iPad



Name

Toca Lab

Description

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Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table

What's New in This Version

2500

Keywords

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Categories Featured Search

Toca Lab 4+

Toca Boca AB >

★★★★☆ (606)

$2.99

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Description

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Lifestyle
FREE

Feature See All >

Infinity Blade
Games

Fitness Intervals
Health & Fitness

Clumsy Ninja
Games

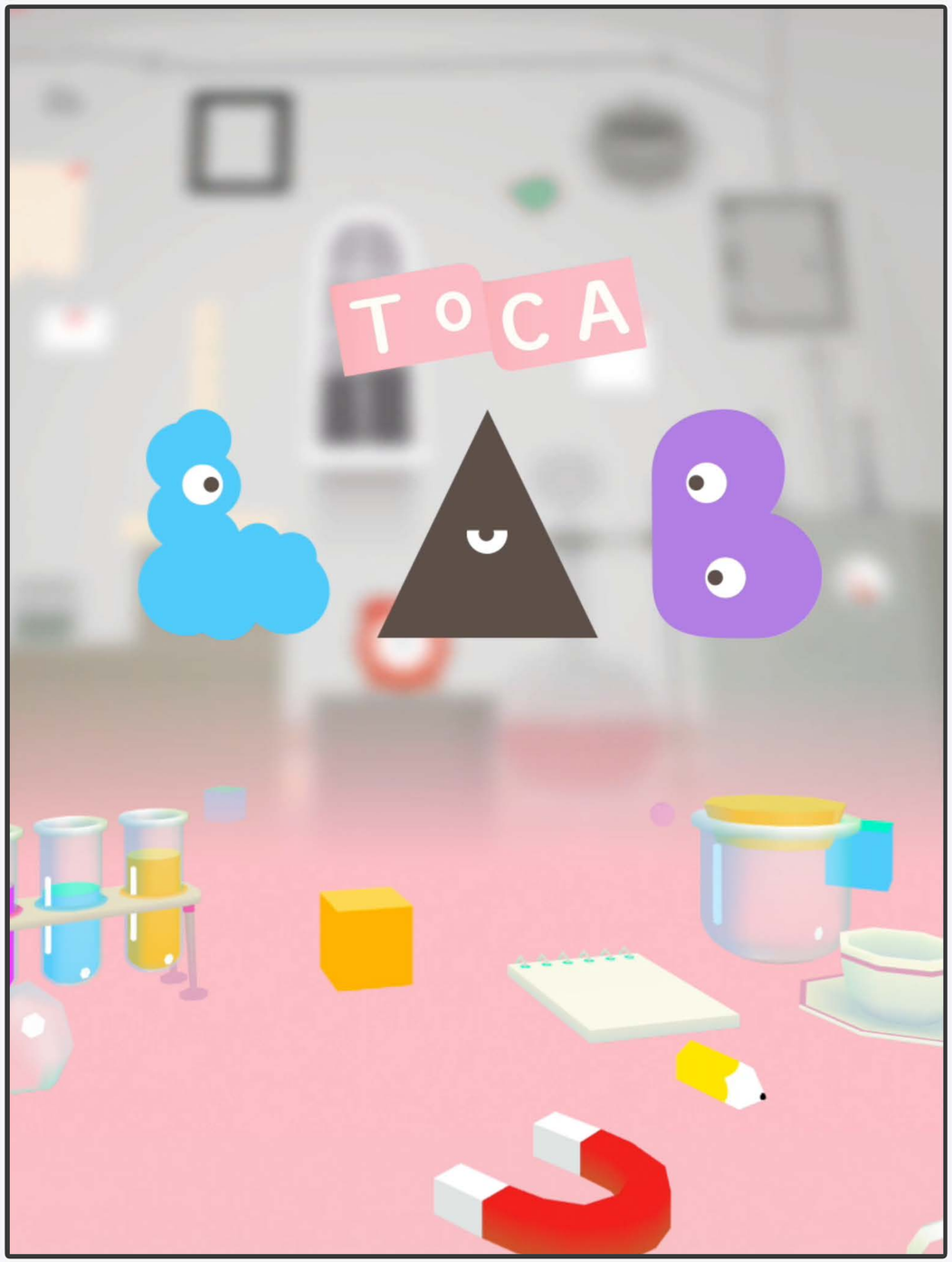
Newsstand See All >

Featured Top Charts Browse Purchased Updates

TOCA BOCA

TOCA BOCA

TOCA BOCA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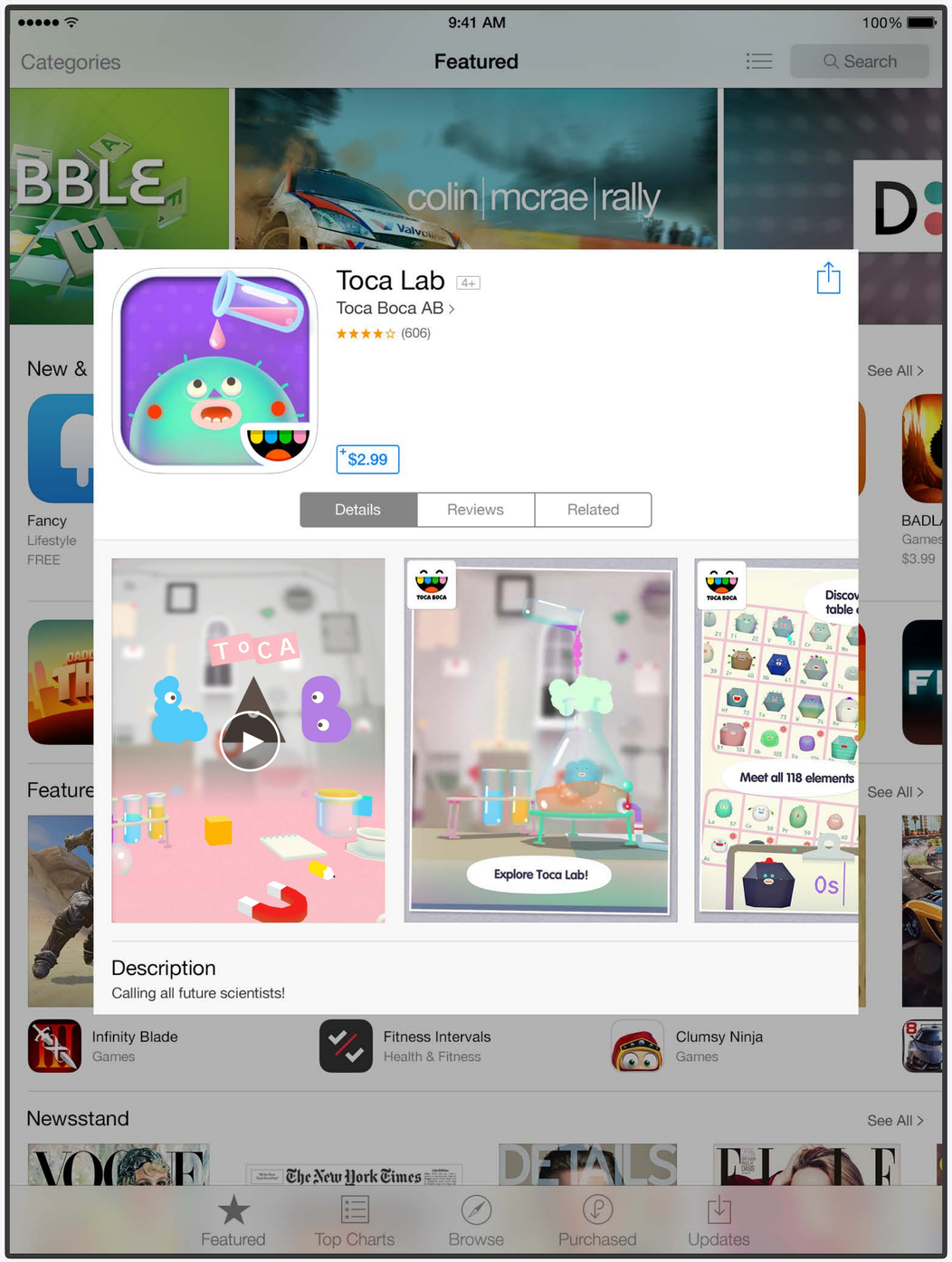
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Categories
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Toca Lab
4+
Toca Boca AB
(606)
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Categories Featured Search

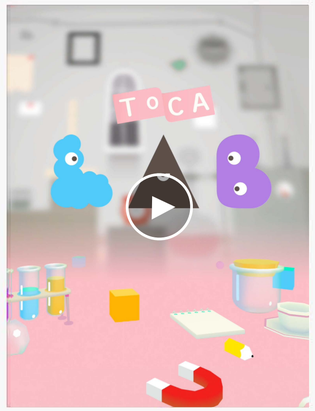
Toca Lab 4+

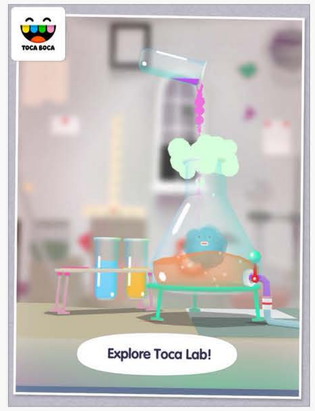
Toca Boca AB >

★★★★☆ (606)

$2.99

Details Reviews Related





Description

Calling all future scientists!

New & See All >

Fancy
Lifestyle
FREE

BADLA
Games
$3.99

Feature See All >

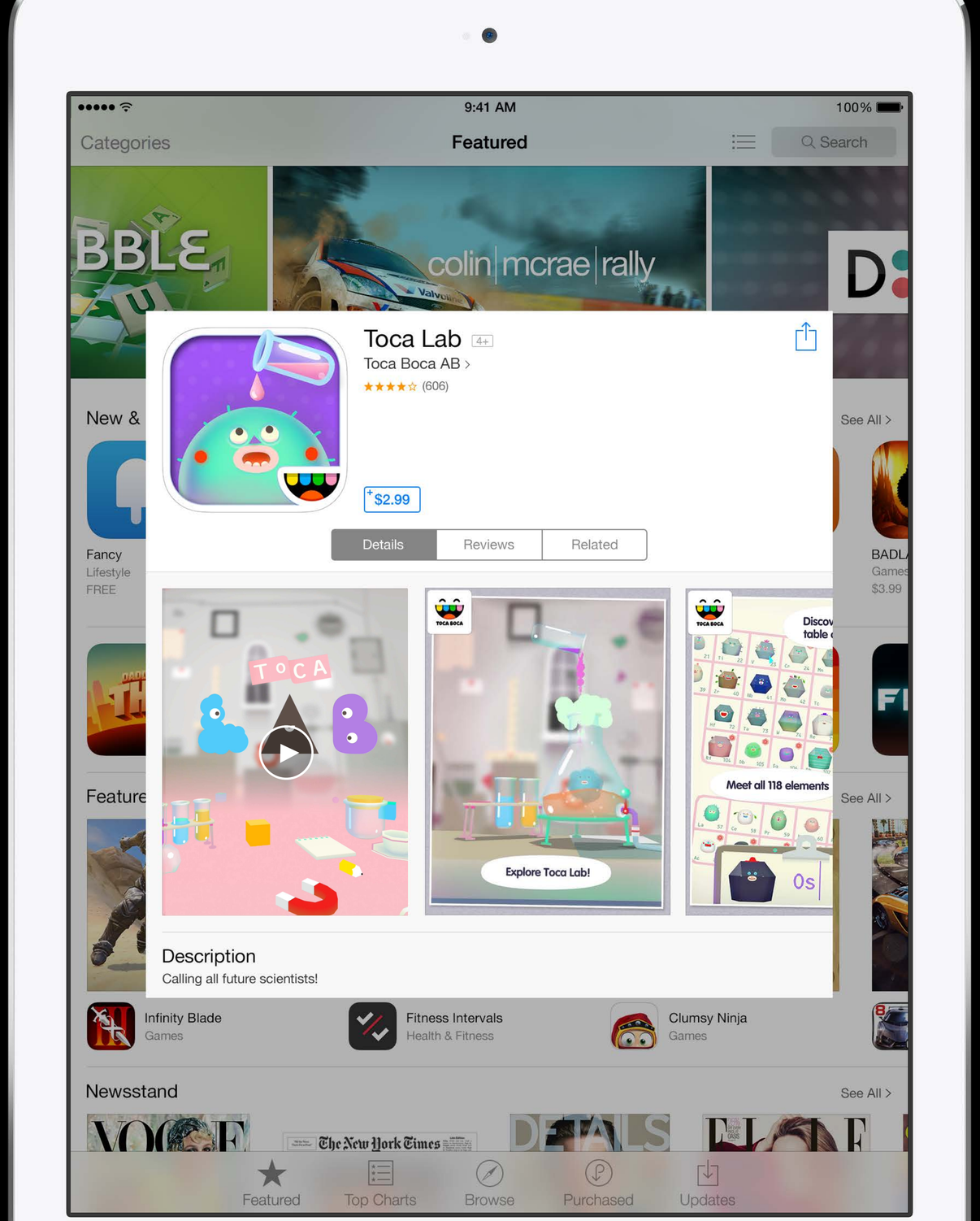
Infinity Blade
Games

Fitness Intervals
Health & Fitness

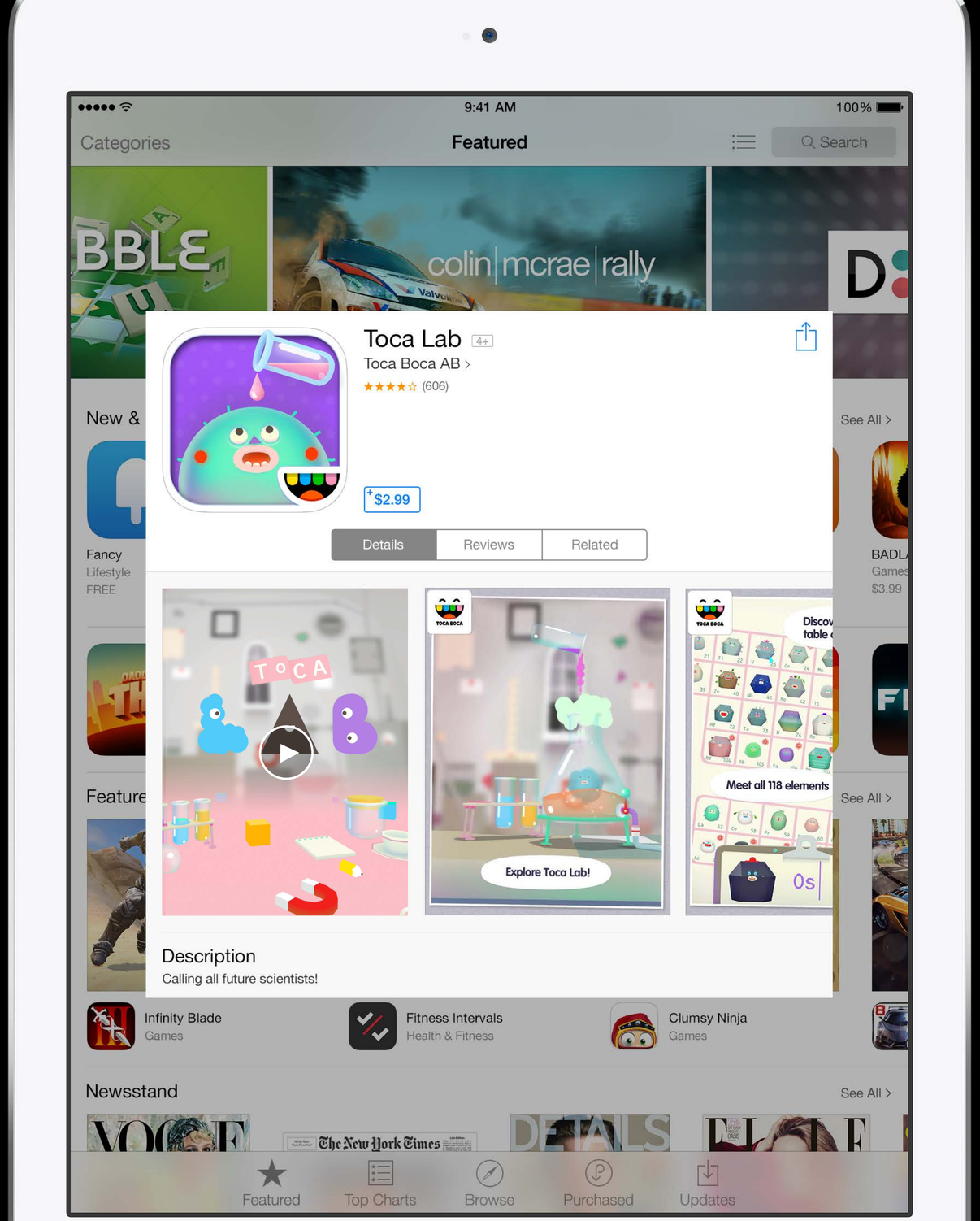
Clumsy Ninja
Games

Newsstand See All >

Featured Top Charts Browse Purchased Updates

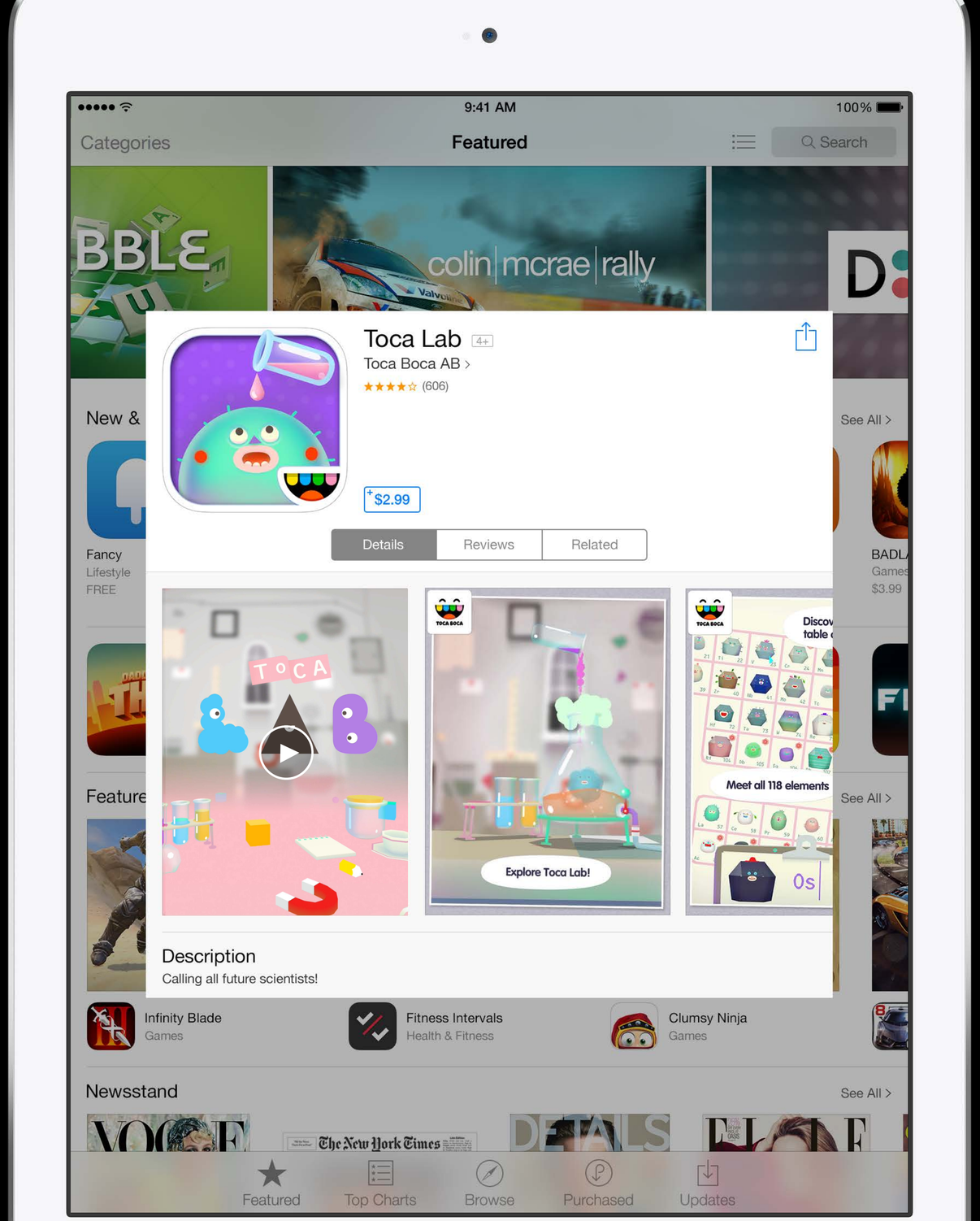


UI walkthrough, not an ad



UI walkthrough, not an ad

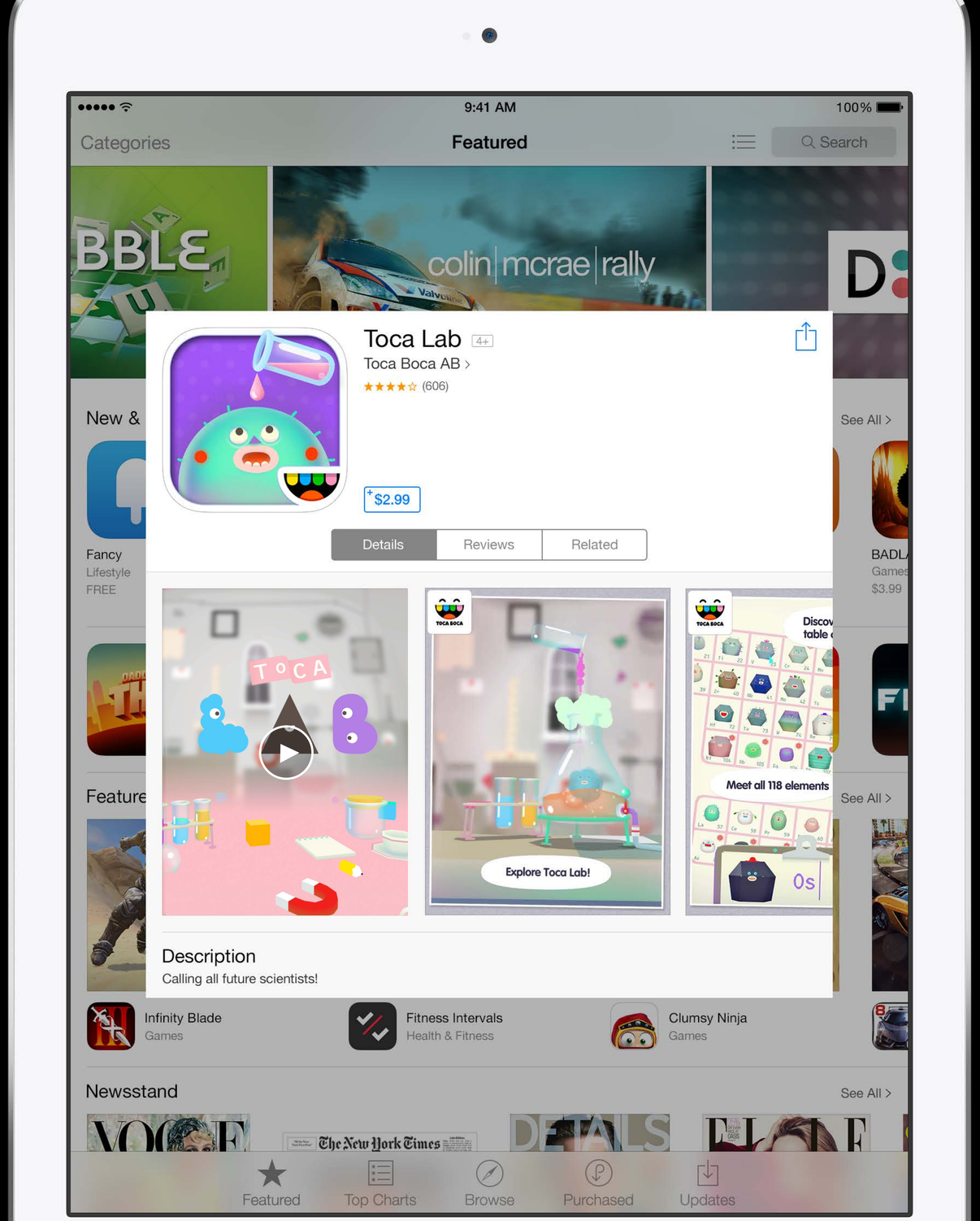
Capture from iOS 8 on
OS X Yosemite



UI walkthrough, not an ad

Capture from iOS 8 on
OS X Yosemite

Up to 30 seconds



UI walkthrough, not an ad

Capture from iOS 8 on OS X Yosemite

Up to 30 seconds

Deliver in H.264 or ProRes

App Bundles

More value

More value

Single install

More value

Single install

Complete my Bundle

Bundle

Name

Description

Price

SKU

Marketing URL

Bundle	First App
Name	First screenshot
Description	First app preview
Price	Categories
SKU	App Store contact
Marketing URL	Privacy URL

Bundle	First App	All Apps
Name	First screenshot	Rating
Description	First app preview	Made for Kids
Price	Categories	Screenshot
SKU	App Store contact	App preview
Marketing URL	Privacy URL	Keywords

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Jane Appleseed
Toca Boca AB

Search

All Types

All Statuses

Toca Lab iOS
1.0.1 Ready for Sale
1.0.2 Prepare for Upload

Toca Cars iOS
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Builders iOS
1.0.3 Ready for Sale

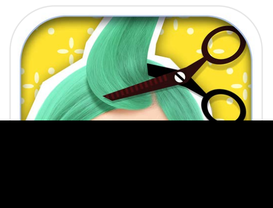
Toca Hair Salon iOS
1.2.4 Ready for Sale

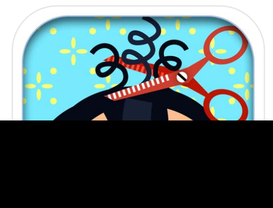
Toca Mini iOS
1.0.2 Ready for Sale

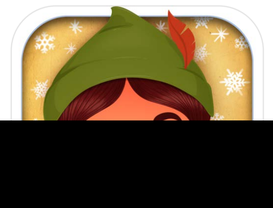
Toca Tailor iOS
1.0.5 Ready for Sale

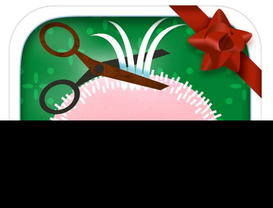
Toca Band iOS
1.0.4 Ready for Sale

Toca Train iOS
1.0.3 Ready for Sale









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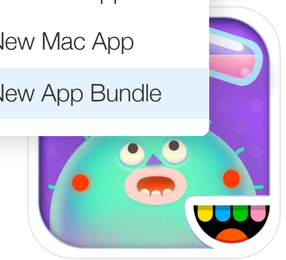
New iOS App
New Mac App
New App Bundle

Search

All Types

All Statuses



Toca Lab iOS
1.0.1 Ready for Sale
1.0.2 Prepare for Upload

Toca Cars iOS
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Builders iOS
1.0.3 Ready for Sale

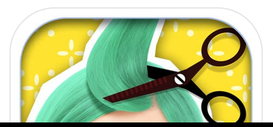
Toca Hair Salon iOS
1.2.4 Ready for Sale

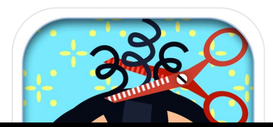
Toca Mini iOS
1.0.2 Ready for Sale

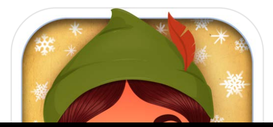
Toca Tailor iOS
1.0.5 Ready for Sale

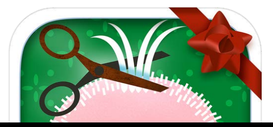
Toca Band iOS
1.0.4 Ready for Sale

Toca Train iOS
1.0.3 Ready for Sale









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New App Bundle

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Name ?

Apps in This Bundle ?

Search

- Toca Band — iOS
- Toca Builders — iOS
- Toca Cars — iOS
- Toca Hair Salon — iOS
- Toca Hair Salon Me — iOS

Drag up to 10 apps here.

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- Toca Cars — iOS
- Toca Hair Salon — iOS
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- Toca Cars — iOS
- Toca Hair Salon — iOS
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- Toca Builders — iOS
- Toca Hair Salon — iOS
- Toca Hair Salon Me — iOS
- Toca Hair Salon 2 — iOS

1

Toca Cars
iOS

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Toca Band
iOS

Toca Builders
iOS

Toca Hair Salon
iOS

Toca Hair Salon Me
iOS

Toca Hair Salon 2
iOS

Toca Cars
iOS

iOS (iPhone and iPad)

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Toca Builders
iOS

Toca Hair Salon
iOS

Toca Hair Salon Me
iOS

Toca Hair Salon 2
iOS

Toca Cars
iOS

iOS (iPhone and iPad)

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Apps in This Bundle

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Toca Band
iOS

Toca Hair Salon
iOS

Toca Hair Salon Me
iOS

Toca Hair Salon 2
iOS

Toca Hair Salon - Christmas Gift
iOS

Toca Cars
iOS

2

Toca Builders
iOS

iOS (iPhone and iPad)

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Toca Band

iOS

Toca Hair Salon

iOS

Toca Hair Salon Me

iOS

Toca Hair Salon 2

iOS

Toca Hair Salon - Christmas Gift

iOS

Toca Cars

iOS

Toca Builders

iOS

iOS (iPhone and iPad)

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Apps in This Bundle ?

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Toca Band

iOS

Toca Hair Salon

iOS

Toca Hair Salon Me

iOS

Toca Hair Salon 2

iOS

Toca Hair Salon - Christmas Gift

iOS

Toca Cars

iOS

Toca Builders

iOS

iOS (iPhone and iPad)

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Apps in This Bundle

Search

- Toca Band — iOS
- Toca Hair Salon Me — iOS
- Toca Hair Salon 2 — iOS
- Toca Hair Salon - Christmas Gift — iOS
- Toca Lab — iOS

Toca Cars — iOS

Toca Builders — iOS

3

Toca Hair Salon — iOS

iOS (iPhone and iPad)

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Apps in This Bundle

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Toca Band

iOS

Toca Hair Salon Me

iOS

Toca Hair Salon 2

iOS

Toca Hair Salon - Christmas Gift

iOS

Toca Lab

iOS

Toca Cars

iOS

Toca Builders

iOS

Toca Hair Salon

iOS

iOS (iPhone and iPad)

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Apps in This Bundle

Search

Toca Band

iOS

Toca Hair Salon Me

iOS

Toca Hair Salon 2

iOS

Toca Hair Salon - Christmas Gift

iOS

Toca Lab

iOS

Toca Cars

iOS

Toca Builders

iOS

Toca Hair Salon

iOS

iOS (iPhone and iPad)

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New App Bundle

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Name

Toca Toy Box

Apps in This Bundle

Search

- Toca Band — iOS
- Toca Hair Salon Me — iOS
- Toca Hair Salon 2 — iOS
- Toca Hair Salon - Christmas Gift — iOS
- Toca Mini — iOS

1

- Toca Cars — iOS
- Toca Builders — iOS
- Toca Hair Salon — iOS
- Toca Lab — iOS

iOS (iPhone and iPad)

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Apps in This Bundle ?

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- Toca Band — iOS
- Toca Hair Salon Me — iOS
- Toca Hair Salon 2 — iOS
- Toca Hair Salon - Christmas Gift — iOS
- Toca Mini — iOS

- Toca Lab — iOS
- Toca Cars — iOS
- Toca Builders — iOS
- Toca Hair Salon — iOS

iOS (iPhone and iPad)

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Analytics | Sales and Trends

Toca Toy Box iOS

Prepare for Submission

Save **Submit for Review**

Apps in This Bundle Edit

Toca Lab
iOS

Toca Cars
iOS

Toca Builders
iOS

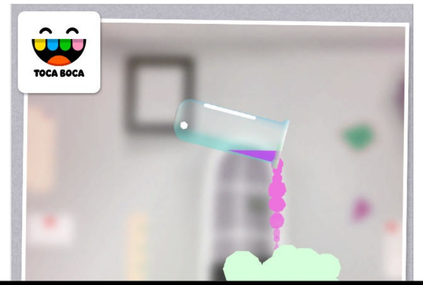
Toca Hair Salon
iOS

Bundle Information

- English (U.S) Primary
- Chinese (Simplified)
- Danish
- Dutch
- Finnish
- French
- German
- Greek
- Indonesian

Video Preview and Screenshots ?

4-Inch | 3.5-Inch | iPad



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Save | Submit for Review

Apps in This Bundle Edit

Toca Lab
iOS

Toca Cars
iOS

Toca Builders
iOS

Toca Hair Salon
iOS

Bundle Information

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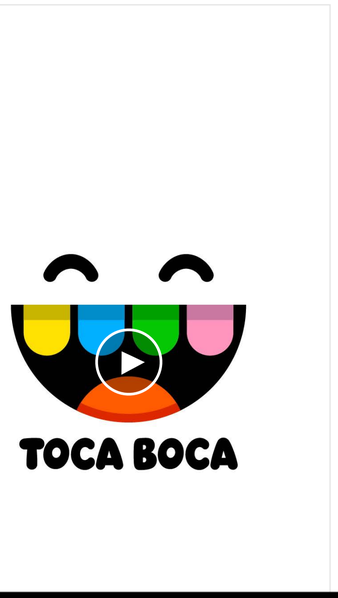
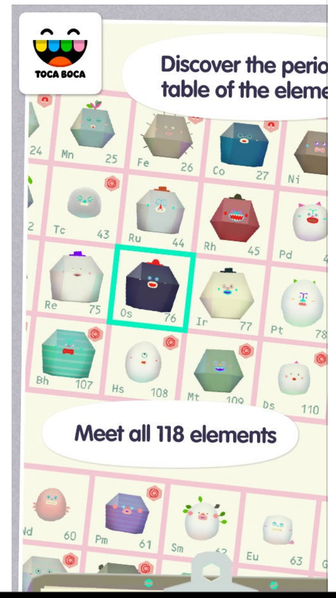
- Japanese
- Korean
- Malay
- Norwegian
- Portuguese

Video Preview and Screenshots

4-Inch | 3.5-Inch | iPad





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Toca Toy Box

Save | Submit for Review

Apps in This Bundle Edit

Toca Lab

iOS

Toca Cars

iOS

Toca Builders

iOS

Toca Hair Salon

iOS

Bundle Information

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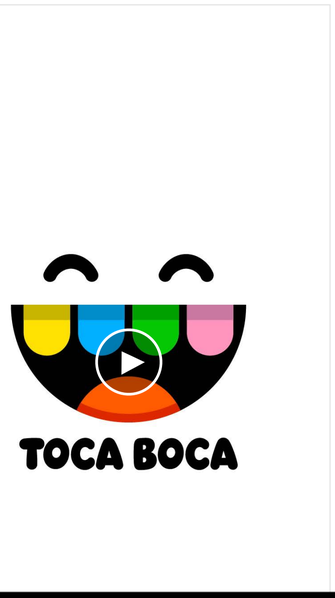
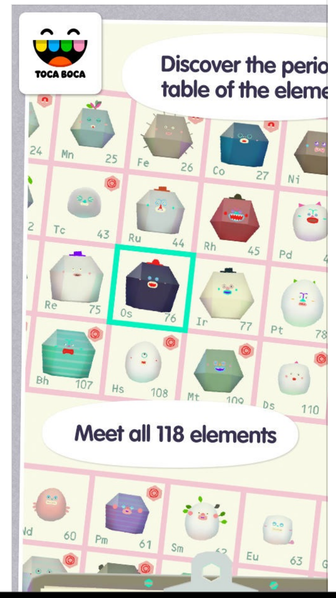
Video Preview and Screenshots

4-Inch | 3.5-Inch | iPad





itunesconnect.apple.com

Toca Toy Box

Save | Submit for Review

- Dutch
- Finnish
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- German
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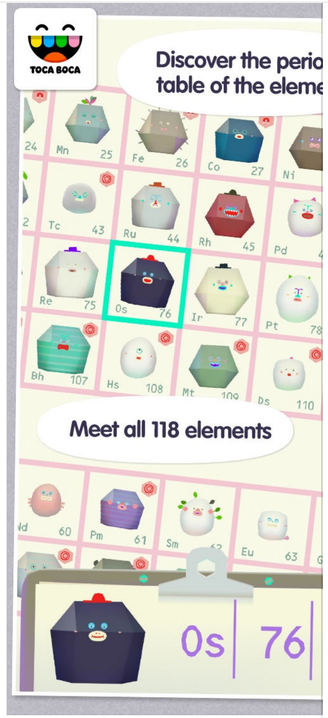
- Italian
- Japanese
- Korean
- Malay
- Norwegian
- Portuguese
- Russian
- Spanish
- Swedish
- Thai
- Turkish



Name ?

Toca Toy Box

Description ?

4000

Marketing URL ?

Privacy Policy URL ?

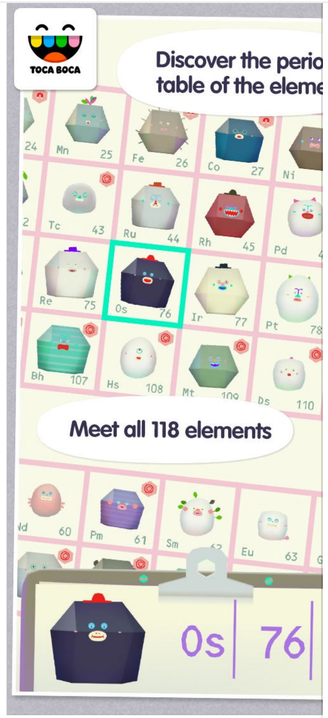
http://tocaboca.com/privacy

itunesconnect.apple.com

Toca Toy Box

Save | Submit for Review

Dutch
Finnish
French
German
Greek
Indonesian
Italian
Japanese
Korean
Malay
Norwegian
Portuguese
Russian
Spanish
Swedish
Thai
Turkish



Name ?

Toca Toy Box

Description ?

Welcome friends! Unlock a treasure trove of fun with Toca Toy Box. Save big on this bundle, featuring four of our most popular apps. Builders, racers, scientists and stylists, there's hours of play for everyone. What new worlds will you discover from Toca Boca? Jump in and find out!

3717

Marketing URL ?

http://tocaboca.com/toca-toy-box

Privacy Policy URL ?

http://tocaboca.com/privacy

itunesconnect.apple.com

Toca Toy Box

Save | Submit for Review

Availability and Price

☑ Cleared for Sale

Price ?

Choose

SKU ?

General Information

Category ?

Entertainment

Rating ?

Ages 4+, Made for Ages 6–8

Additional Ratings

License Agreement ?

Apple's Standard License Agreement

Copyright ?

Toca Boca

Trade Representative Contact Information ?

Toca Boca AB
Jane Appleseed

25 Taylor St
San Francisco CA 94102
United States

+1 415 314 1759
info@tocaboca.com

Apple ID ?

012122013

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Toca Toy Box

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Availability and Price

☑ Cleared for Sale

Price ?

Tier 7 | Currency Conversion

SKU ?

24

General Information

Category ?

Entertainment

Rating ?

Ages 4+, Made for Ages 6–8

Additional Ratings

License Agreement ?

Apple's Standard License Agreement

Copyright ?

Toca Boca

Trade Representative Contact Information ?

Toca Boca AB
Jane Appleseed

25 Taylor St
San Francisco CA 94102
United States

+1 415 314 1759
info@tocaboca.com

Apple ID ?

012122013

9:41 AM 100%

Featured

Toca Toy Box 4+

Toca Boca AB >

★★★★★ (33)

App Bundle

Purchased Separately: $11.96

+ $6.99

Details | Reviews | Related

Apps in This Bundle

Toca Lab

Education

$2.99

Toca Cars

Education

$2.99

Toca Builders

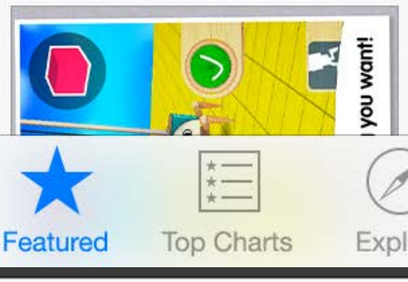
Education

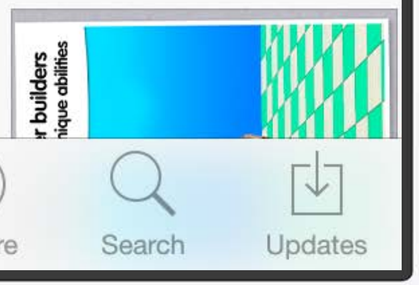
$2.99

Toc

Edu

$2.9





Featured | Top Charts | Explore | Search | Updates

9:41 AM 100%

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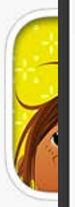
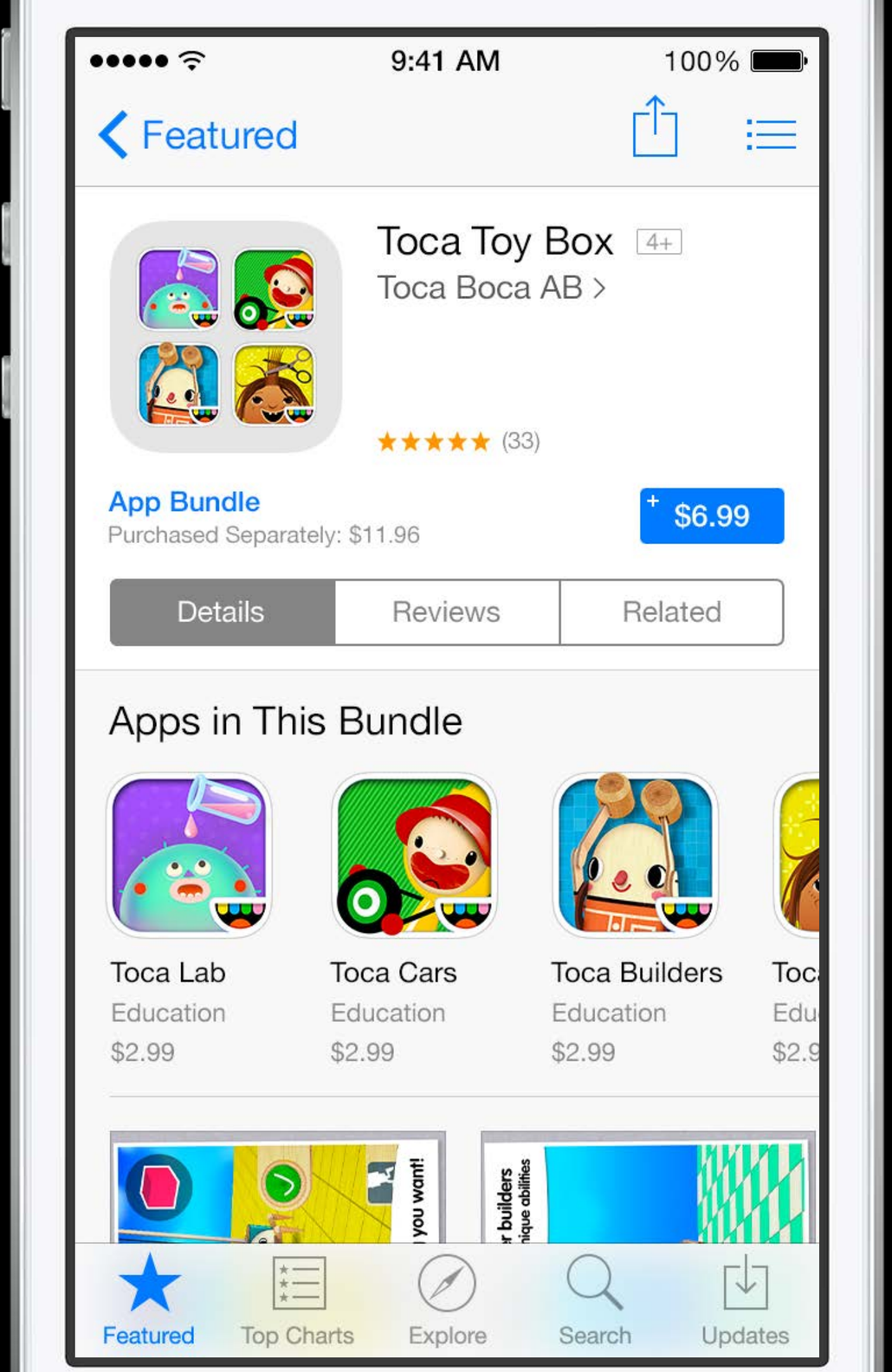
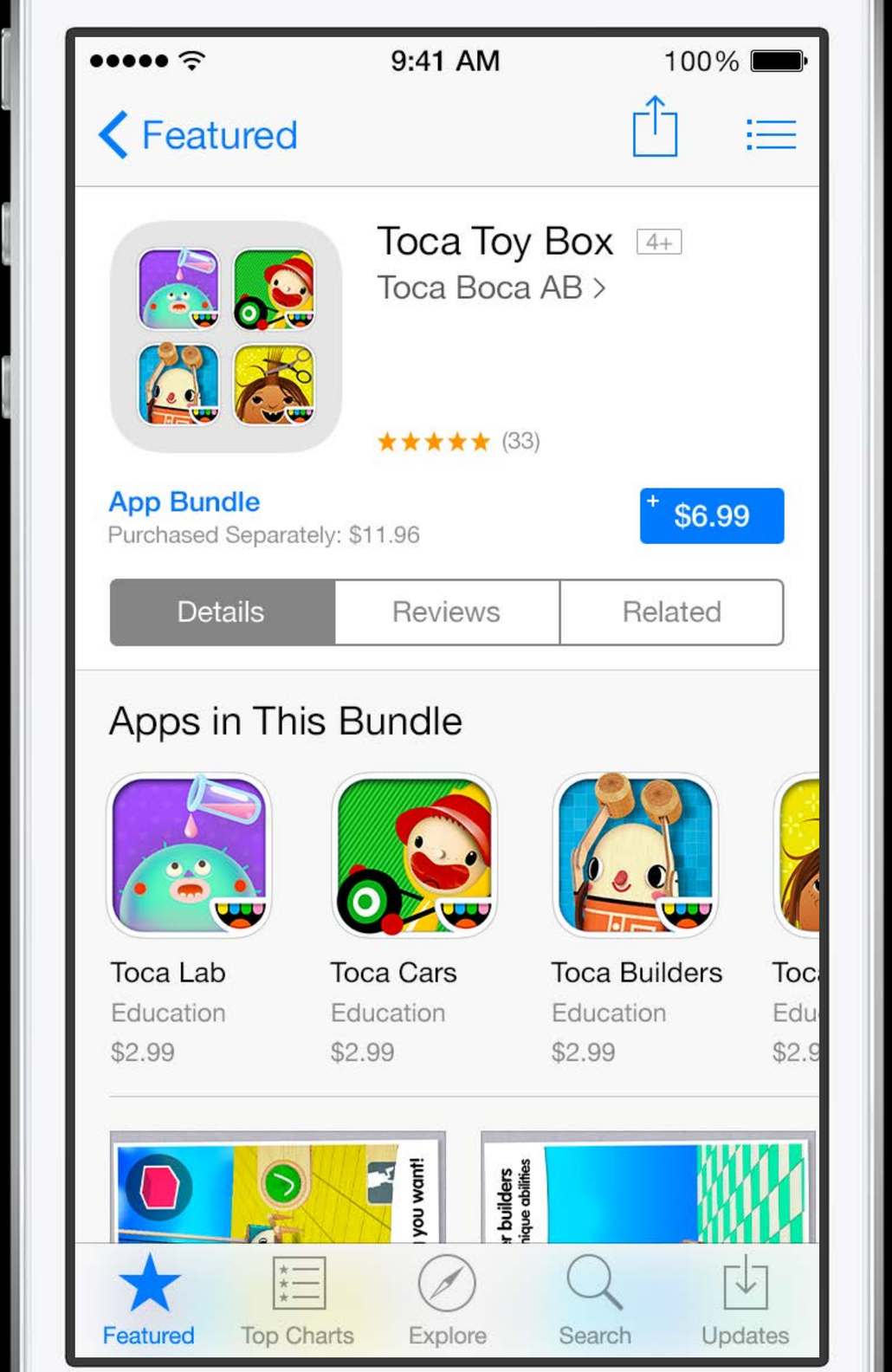


Toc
Edu
$2.9

Featured | Top Charts | Explore | Search | Updates

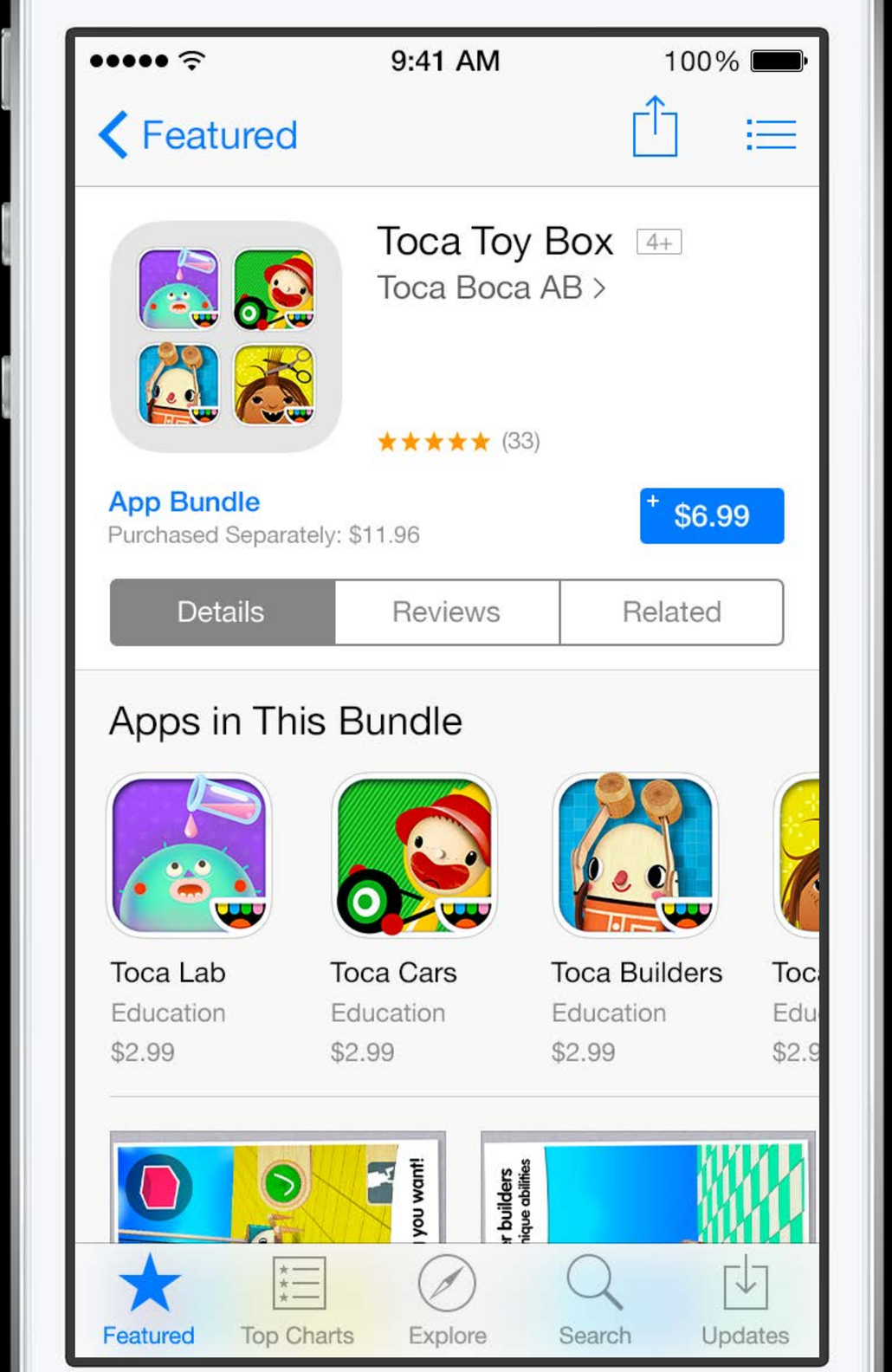


Up to 10 paid apps



Up to 10 paid apps

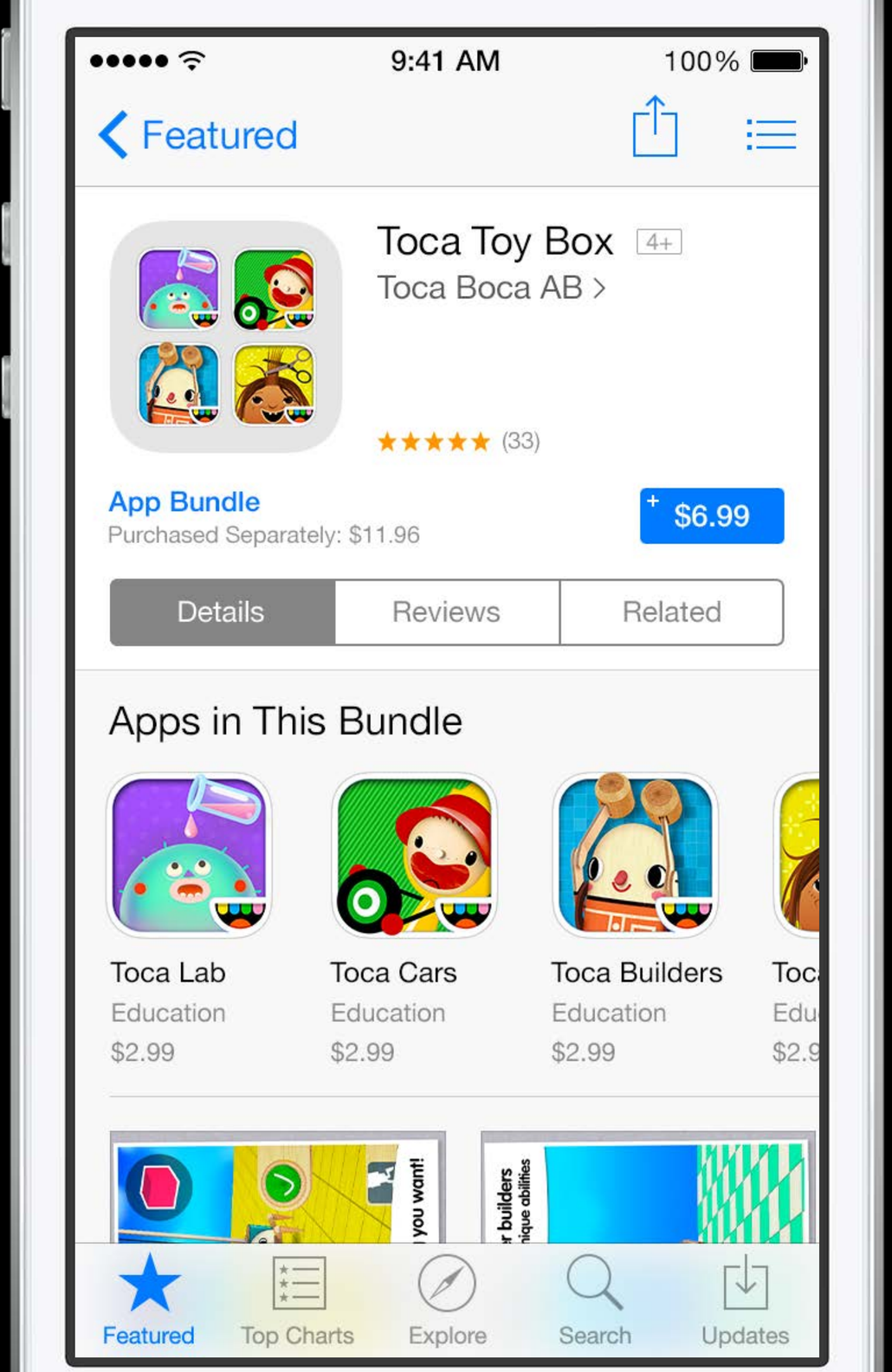
Discounted price



Up to 10 paid apps

Discounted price

Uses first preview or screenshot



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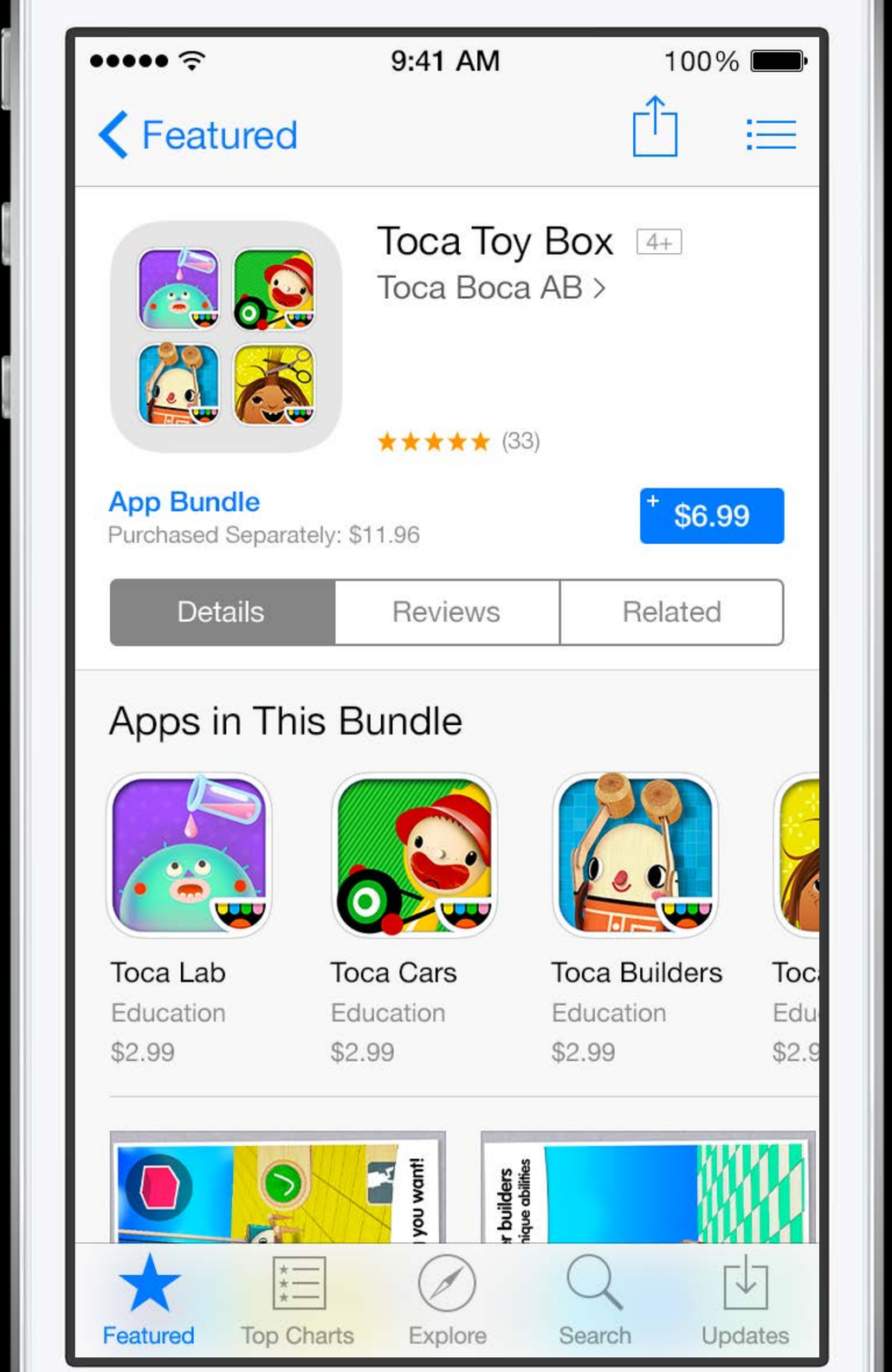
Links to bundle from each app



Up to 10 paid apps

Discounted price

Uses first preview or screenshot

Links to bundle from each app

Complete My Bundle

App Analytics

Trystan Kosmynka
Engineering Manager—iTunes Store, App Analytics

Building a Great App

Building a Great App

Building a Great App

Great idea

Building a Great App

Great idea

Thoughtful design

Building a Great App

Great idea

Thoughtful design

Bug-free code

Building a Great App

Great idea

Thoughtful design

Bug-free code

Test, test, and test

Building a Great App

Great idea

Thoughtful design

Bug-free code

Test, test, and test

Submit to App Store

Building a Great App

Great idea

Thoughtful design

Bug-free code

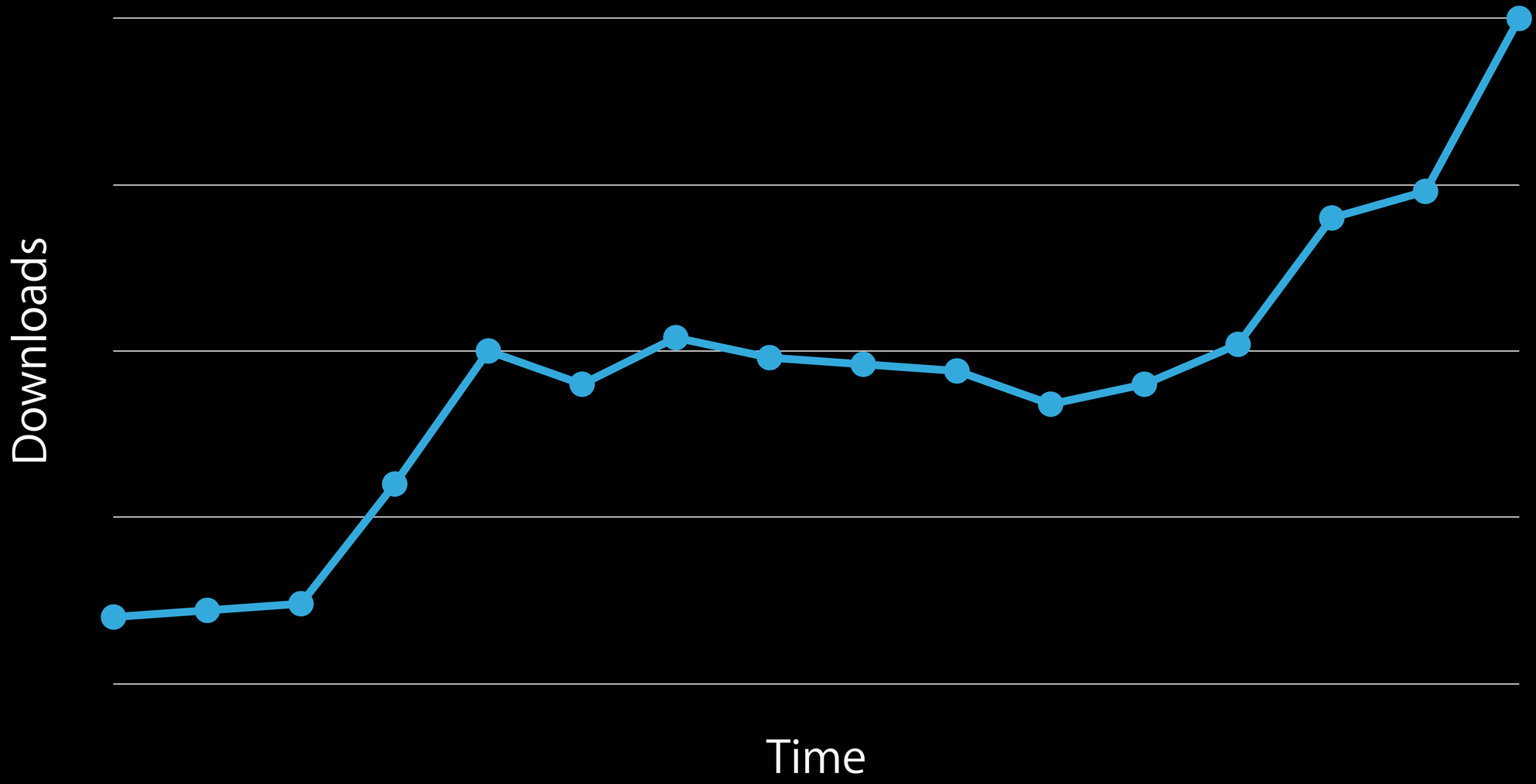
Test, test, and test

Submit to App Store

All done?

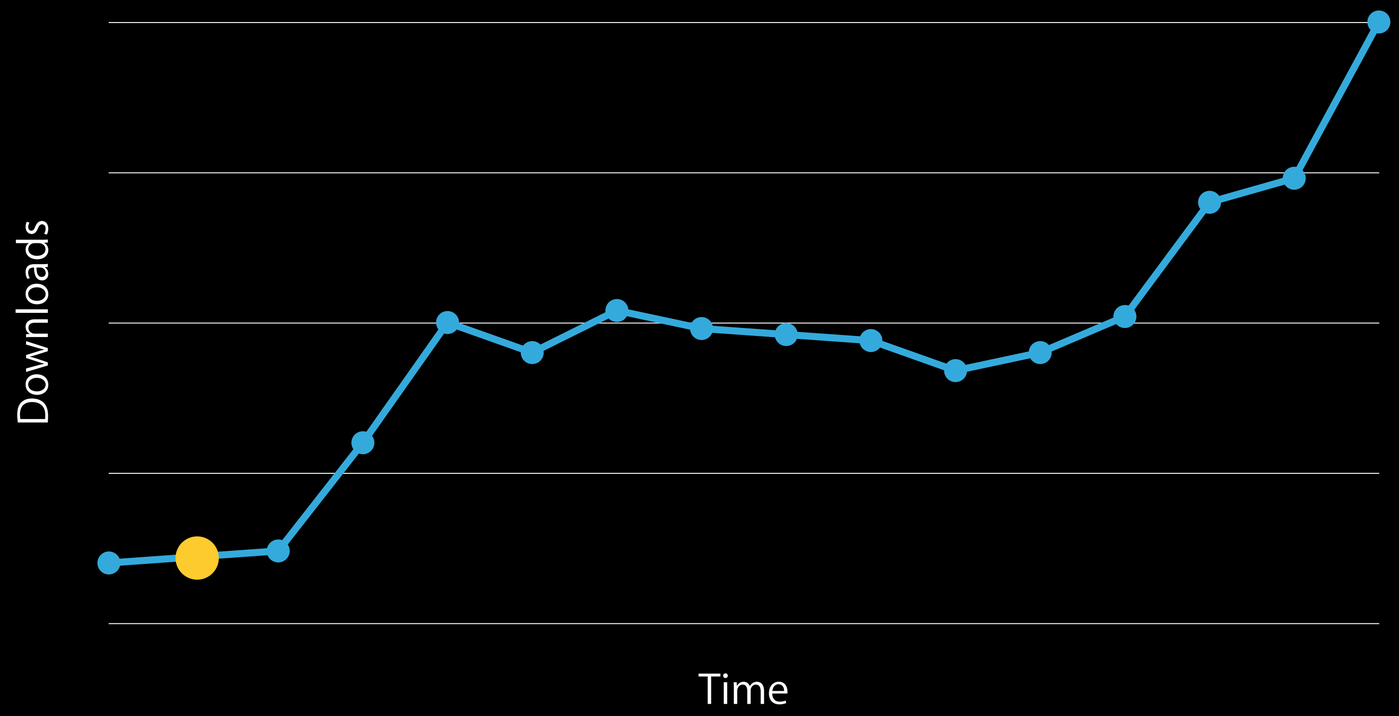
After Launch

After Launch



After Launch

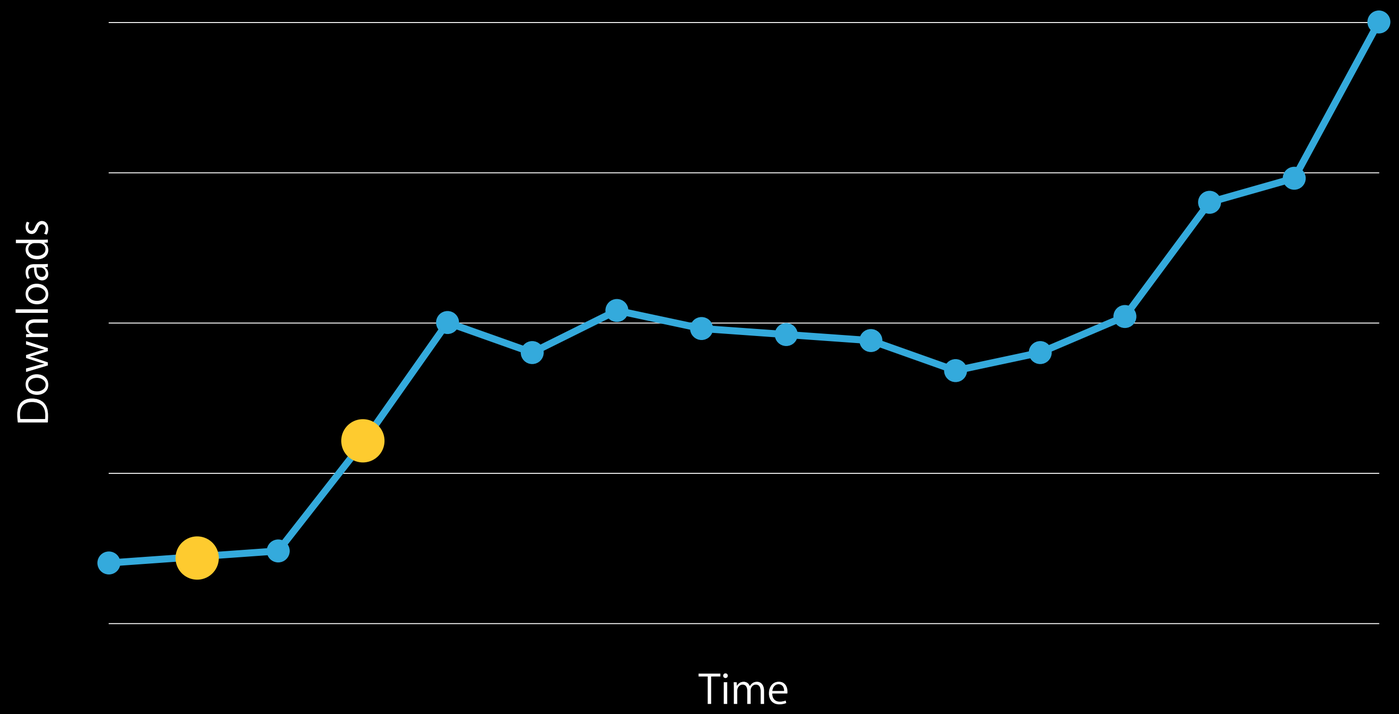
App Store presence



After Launch

App Store presence

Marketing

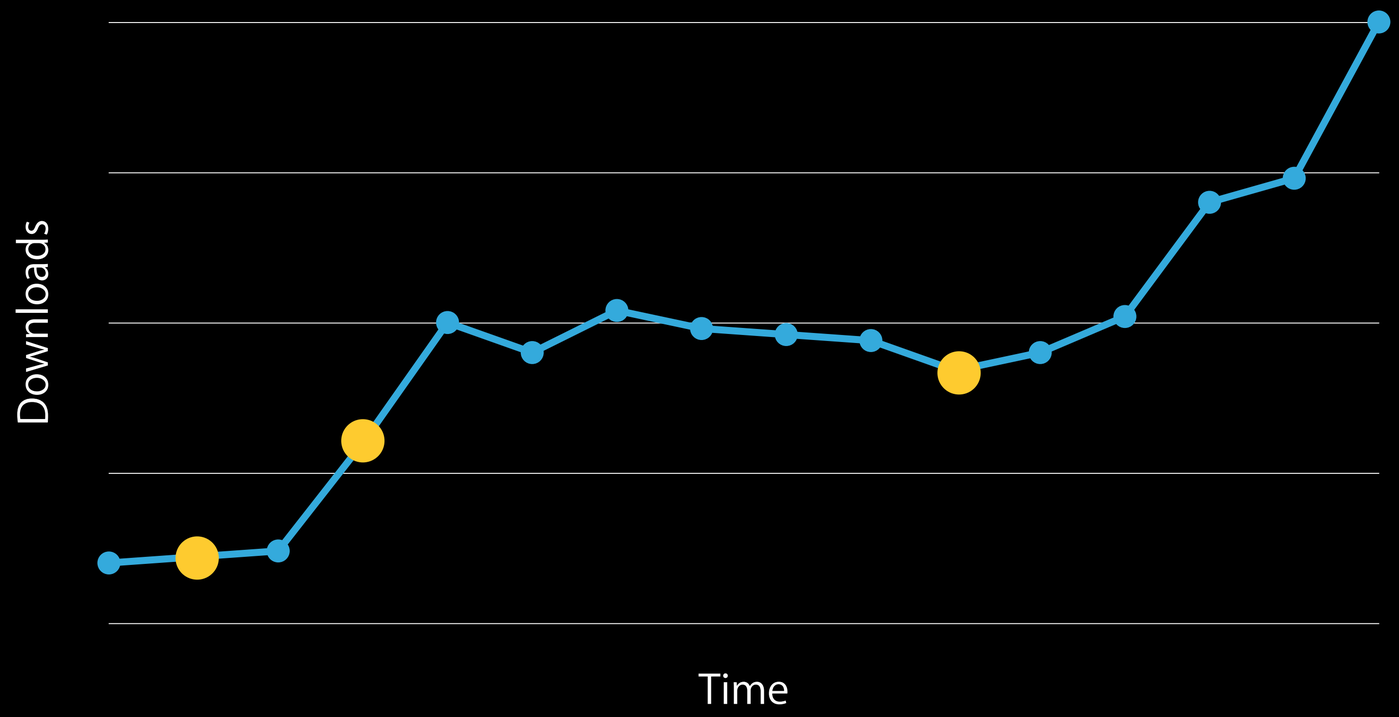


After Launch

App Store presence

Marketing

New updates



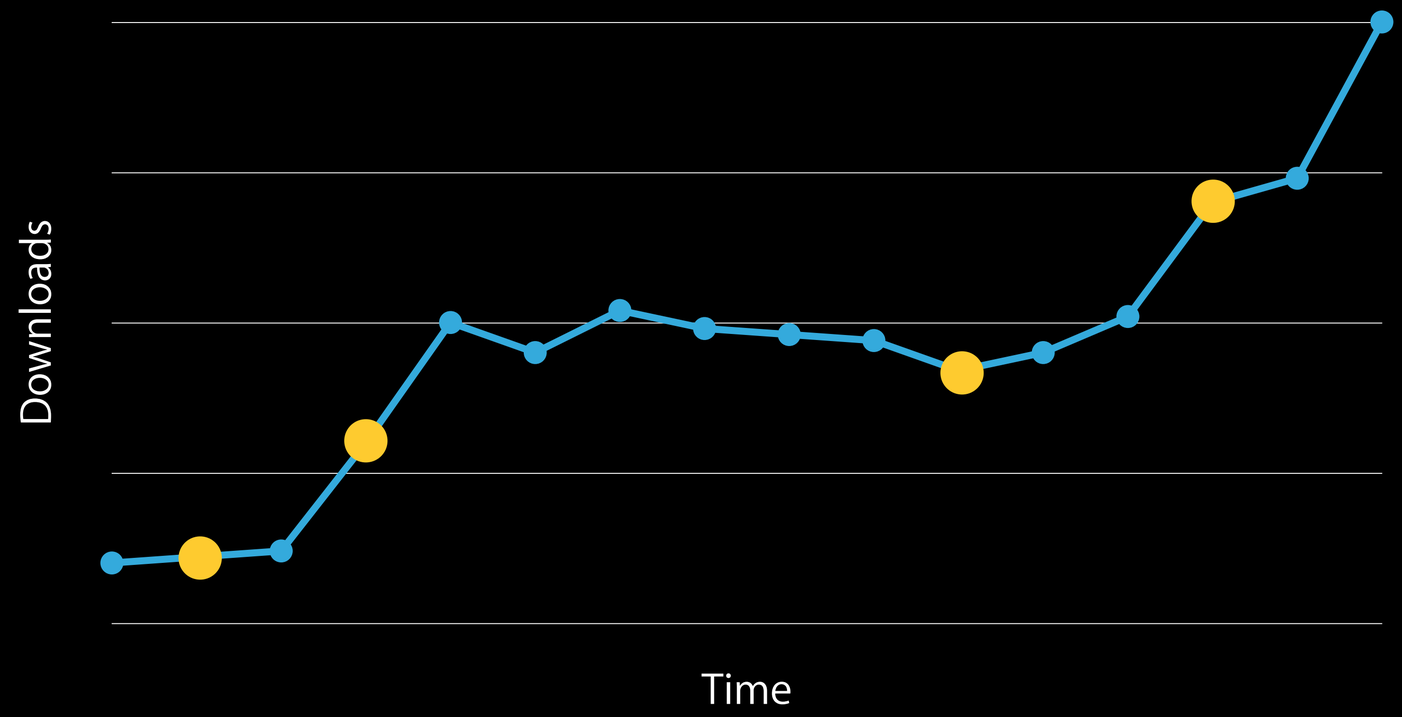
After Launch

App Store presence

Marketing

New updates

Advertising



After Launch

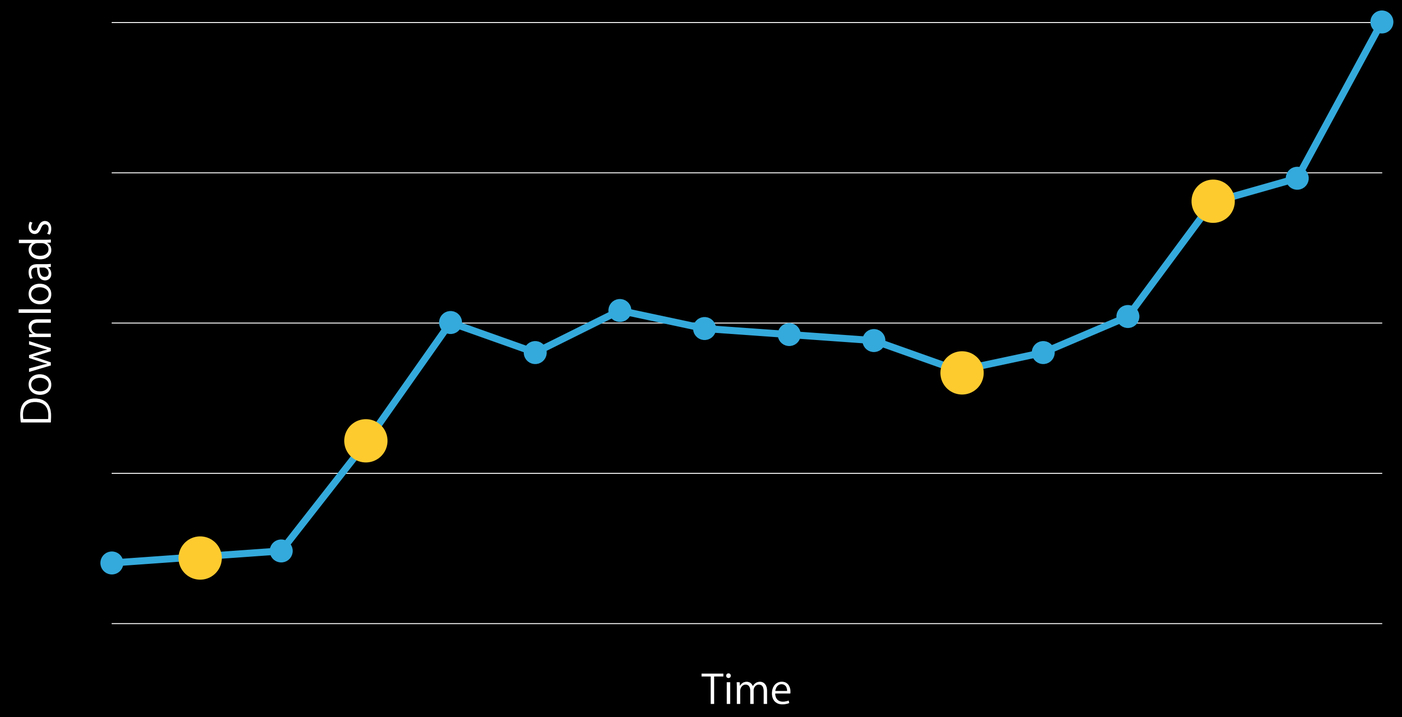
App Store presence

Marketing

New updates

Advertising

Analytics



Why Analytics

Analytics Provides Answers

How’s my app doing?

Are people returning to my app?

Are people converting on In-App Purchases?

Advertising?

Reveal missed opportunities

Build a better app

That’s Analytics

Acquisition to Engagement

9:41 AM 100%

Top Charts

Trip Guider 4+

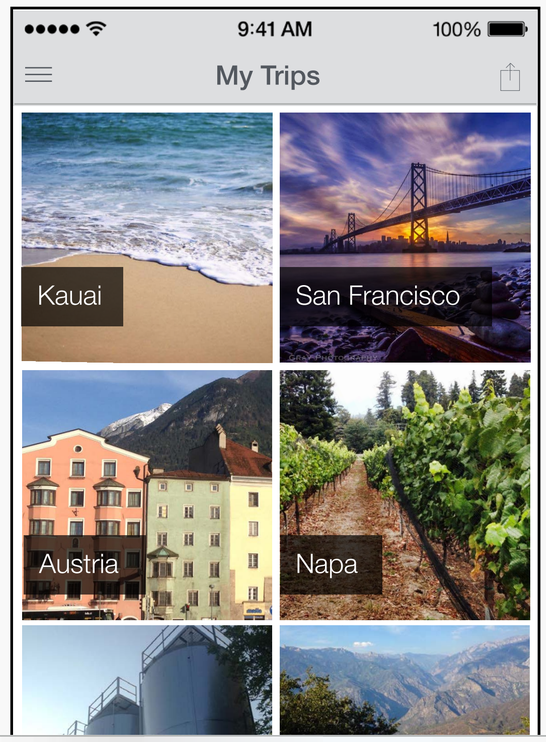
App Co >

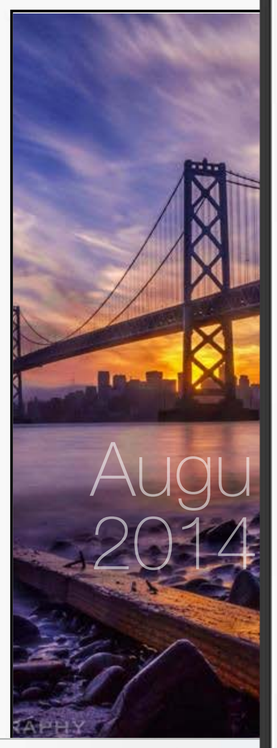
Offers In-App Purchases

(4,974)

$2.99

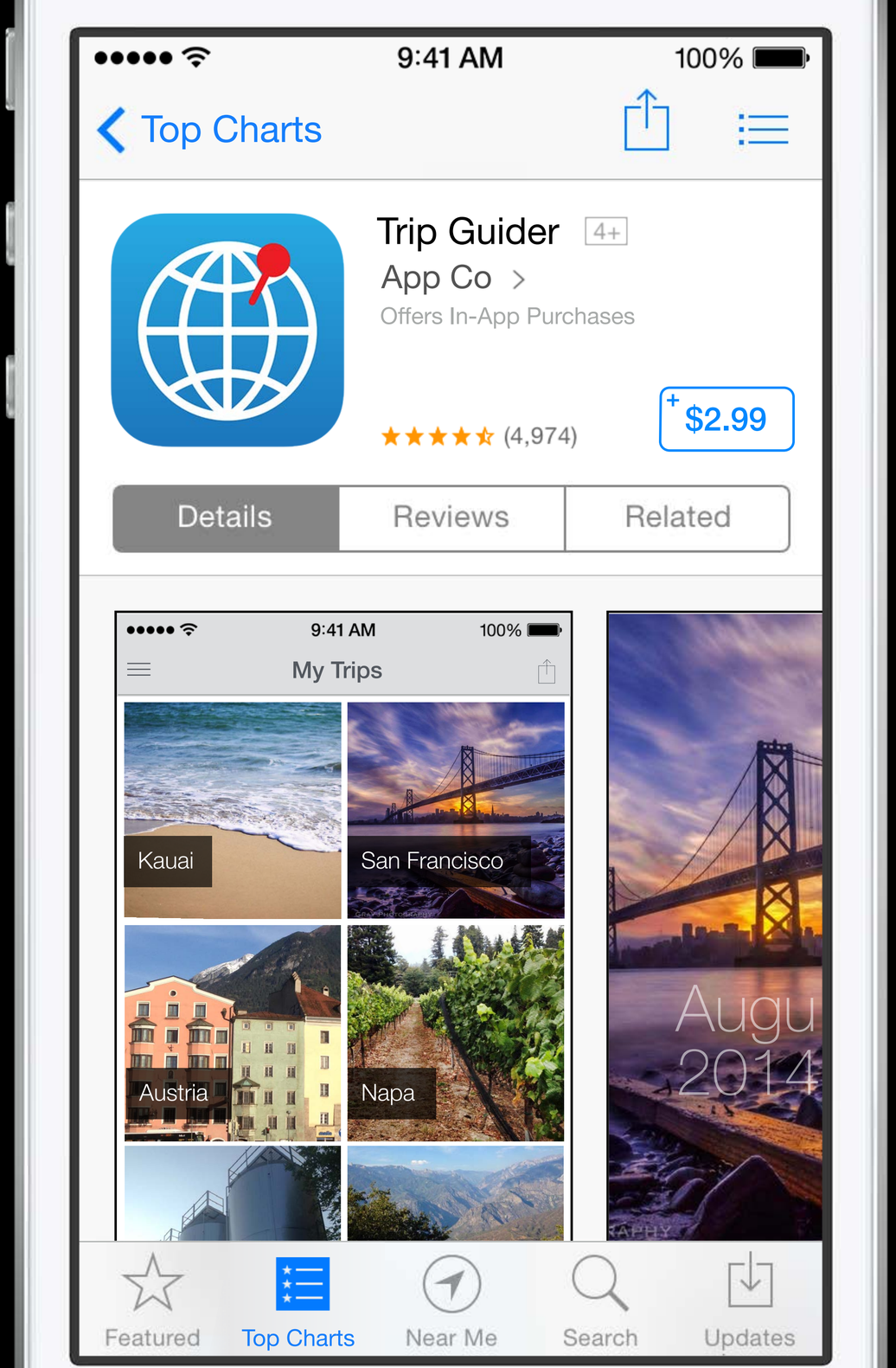
Details Reviews Related



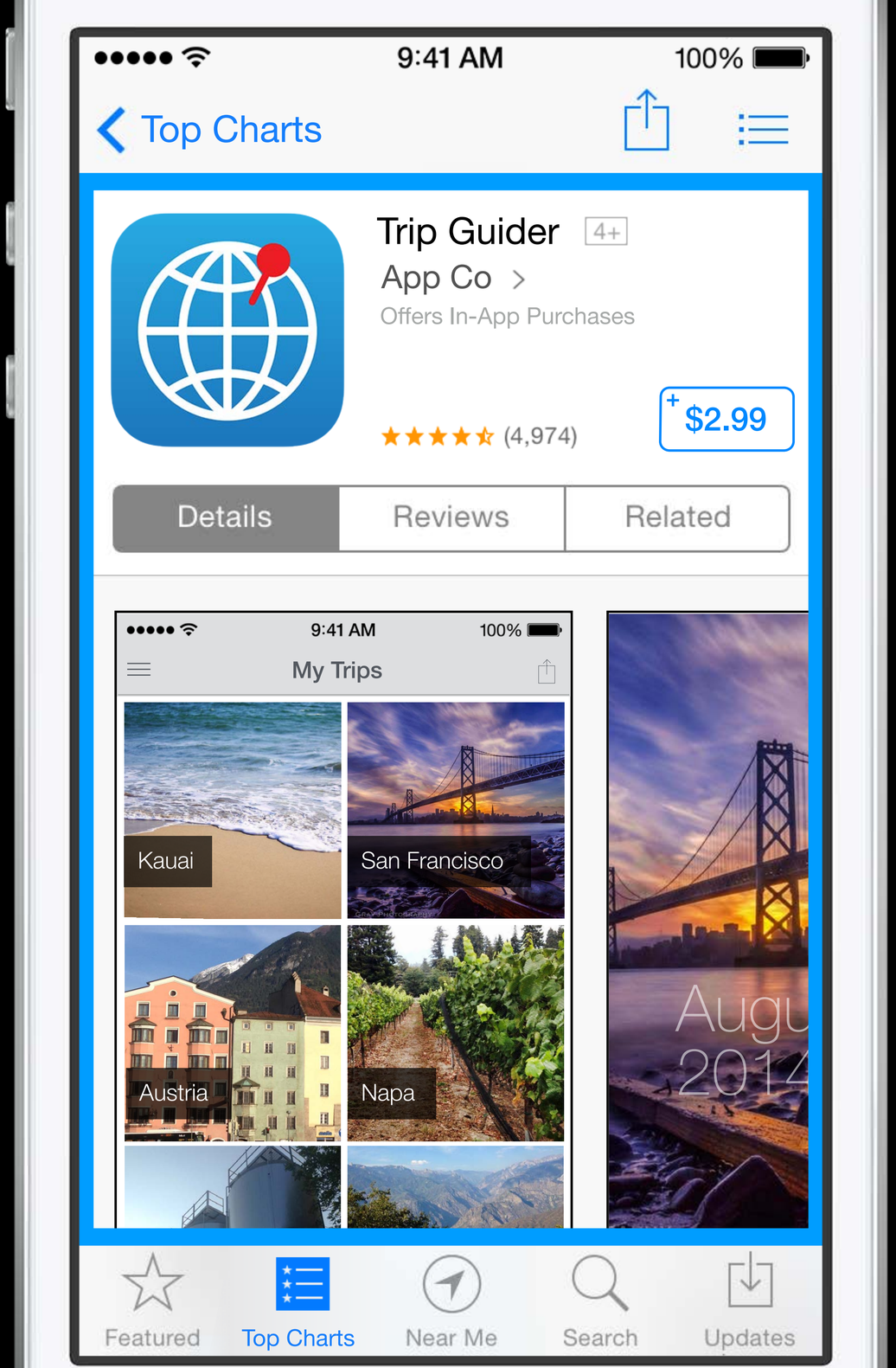


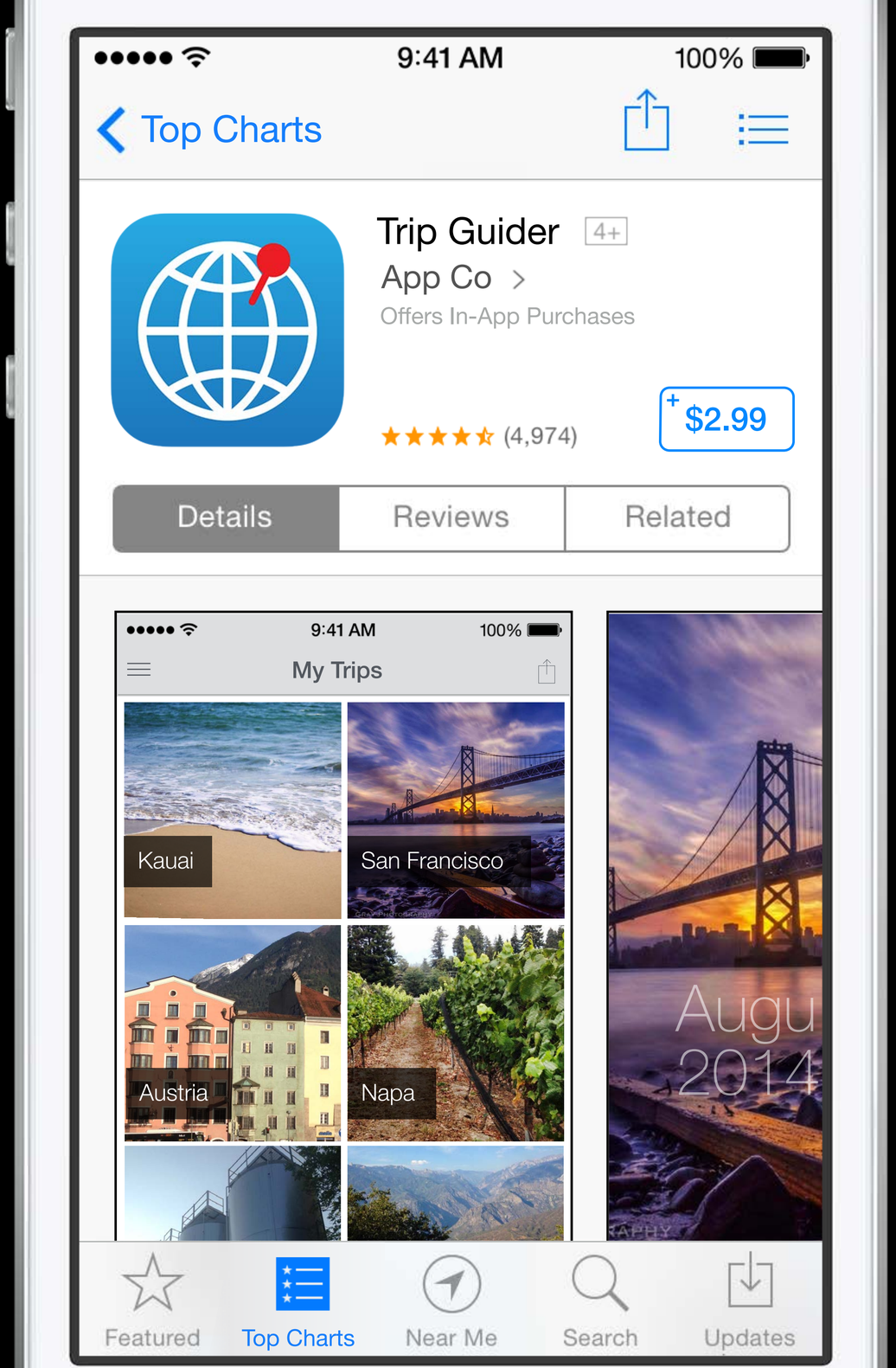
Featured Top Charts Near Me Search Updates

App Store views



App Store views

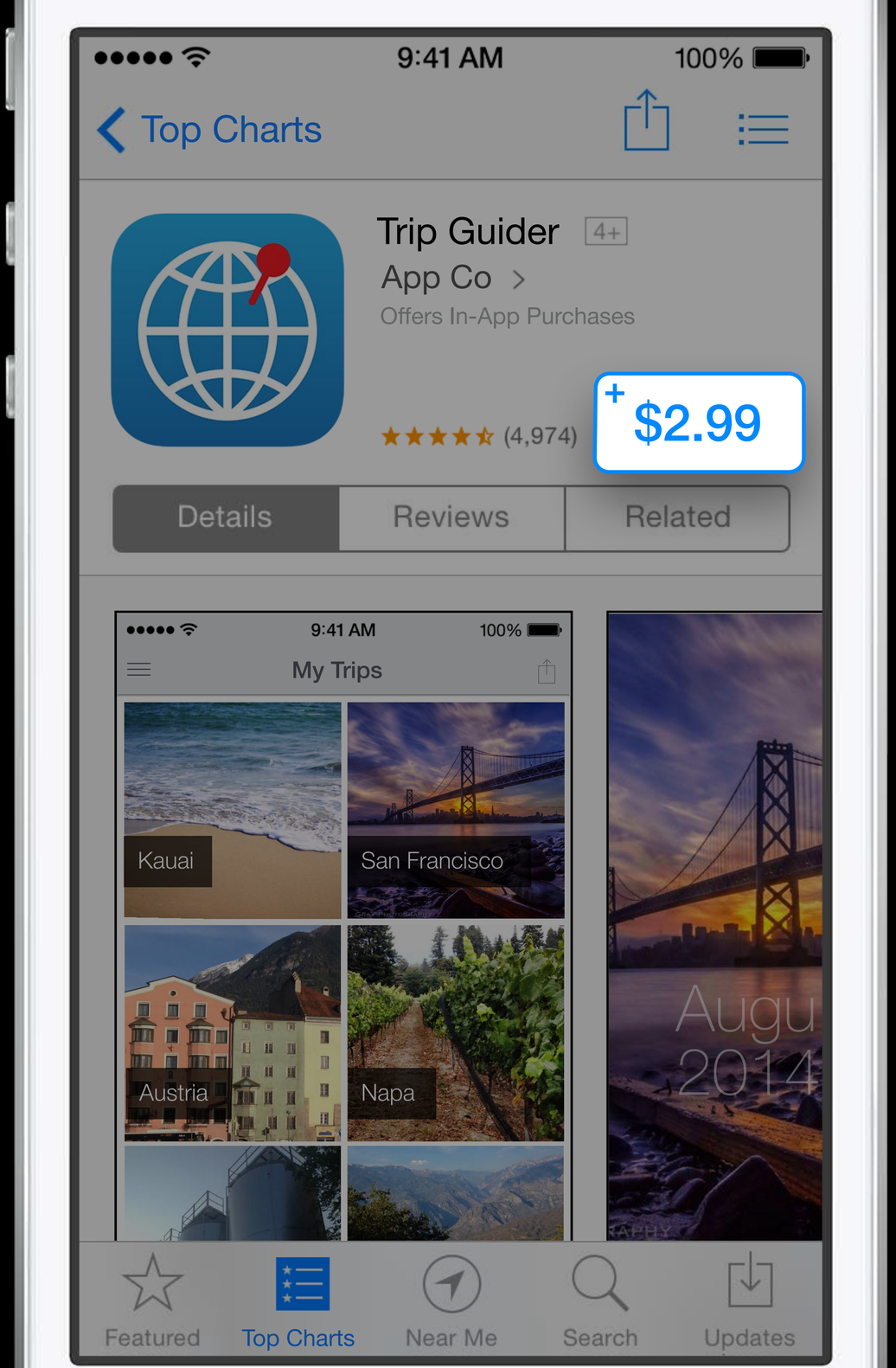




App Store views

App units

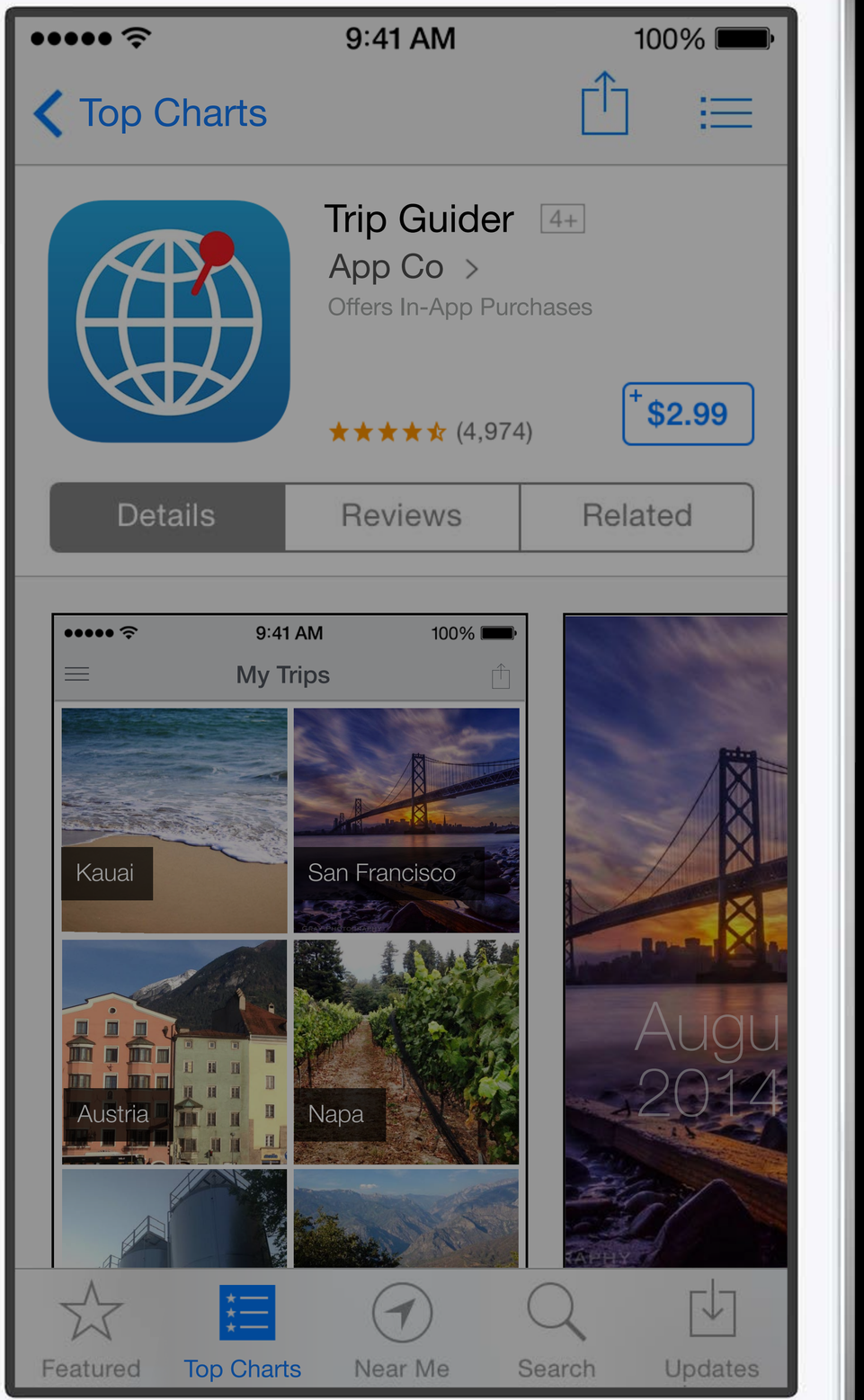
Sales



App Store views

App units

Sales



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App units

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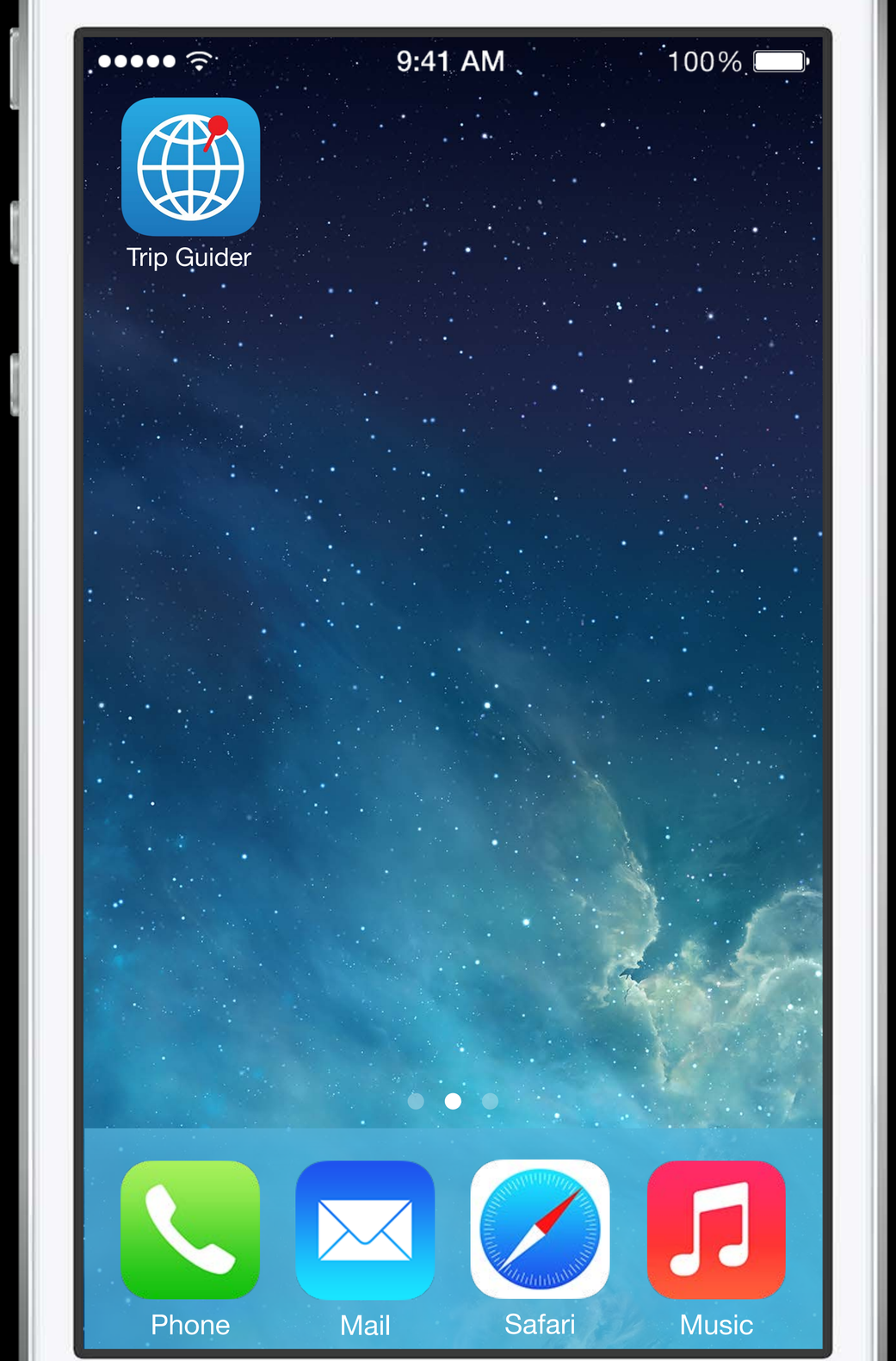
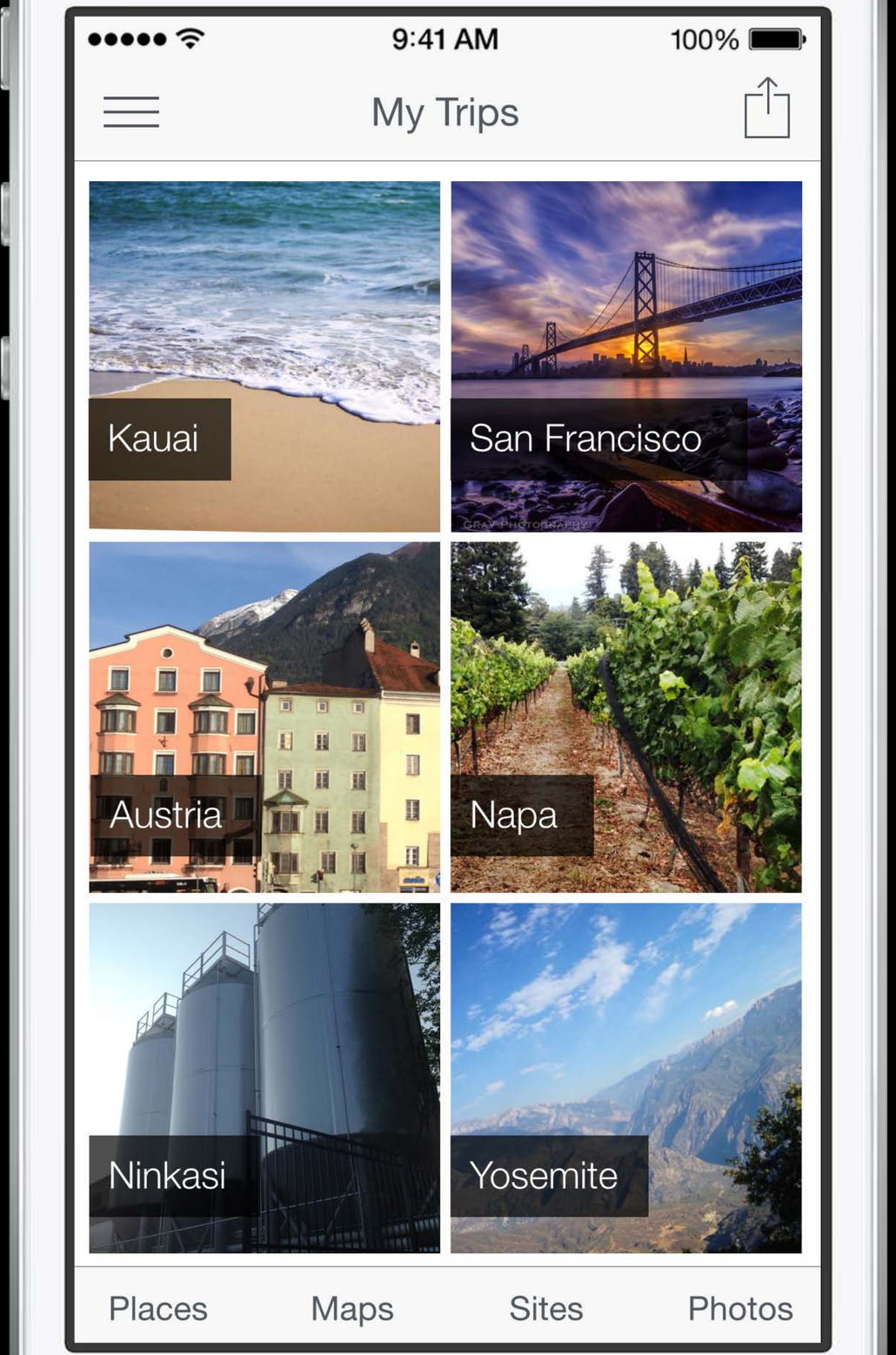


App Store views

App units

Sales

Installs



App Store views

App units

Sales

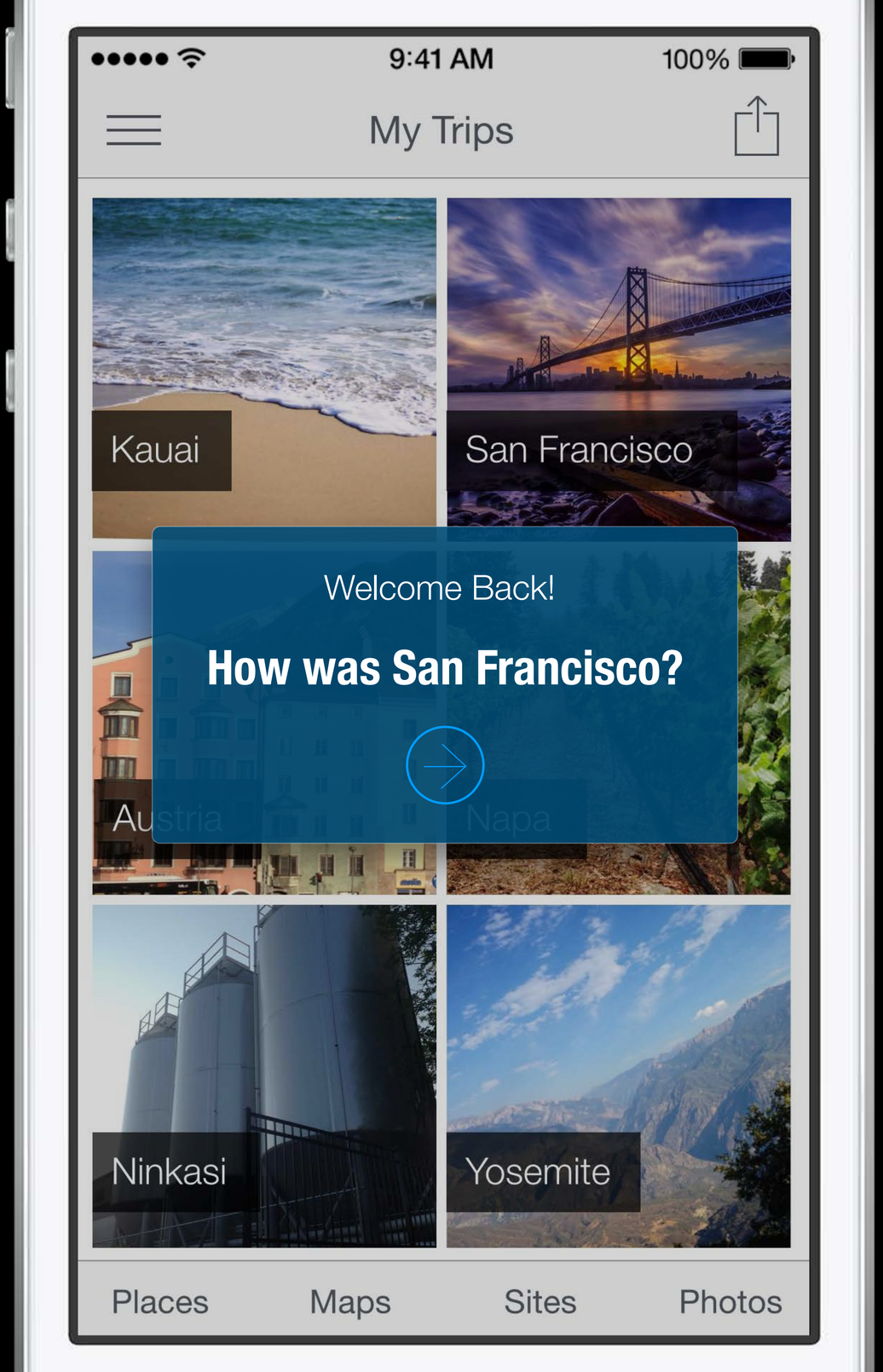
Installs

Sessions

Active devices

Retention

Stickiness



App Store views

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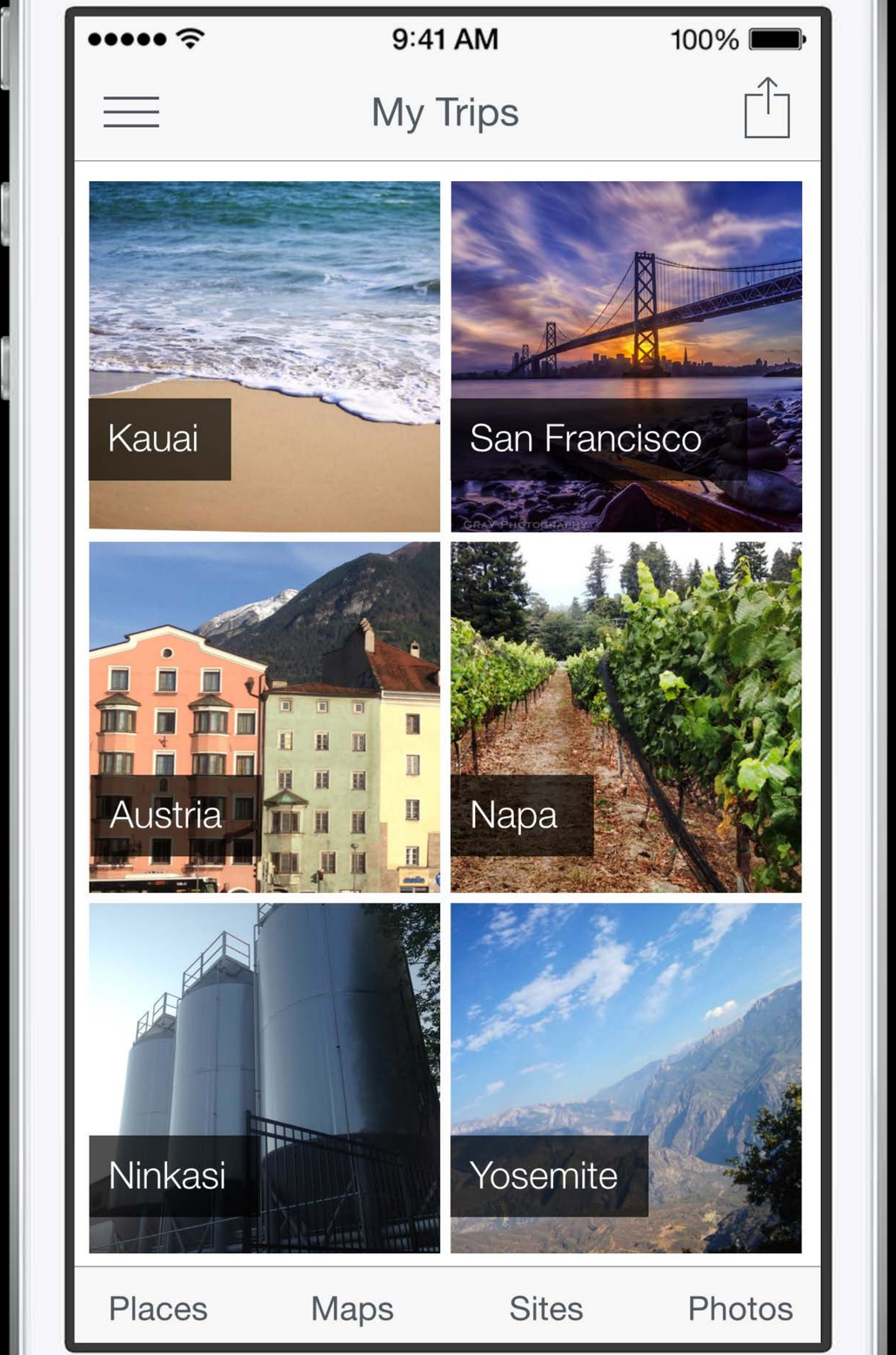

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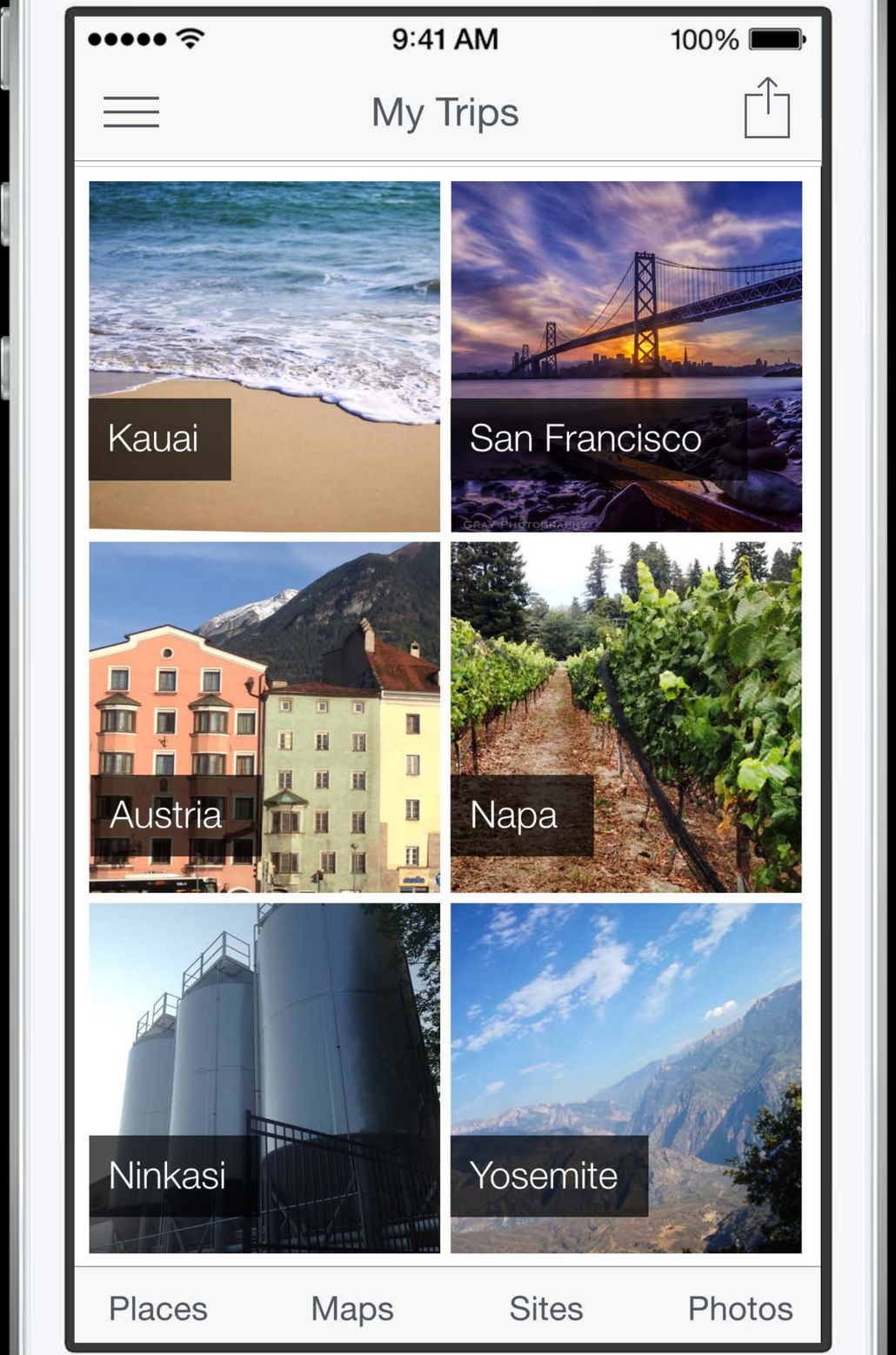

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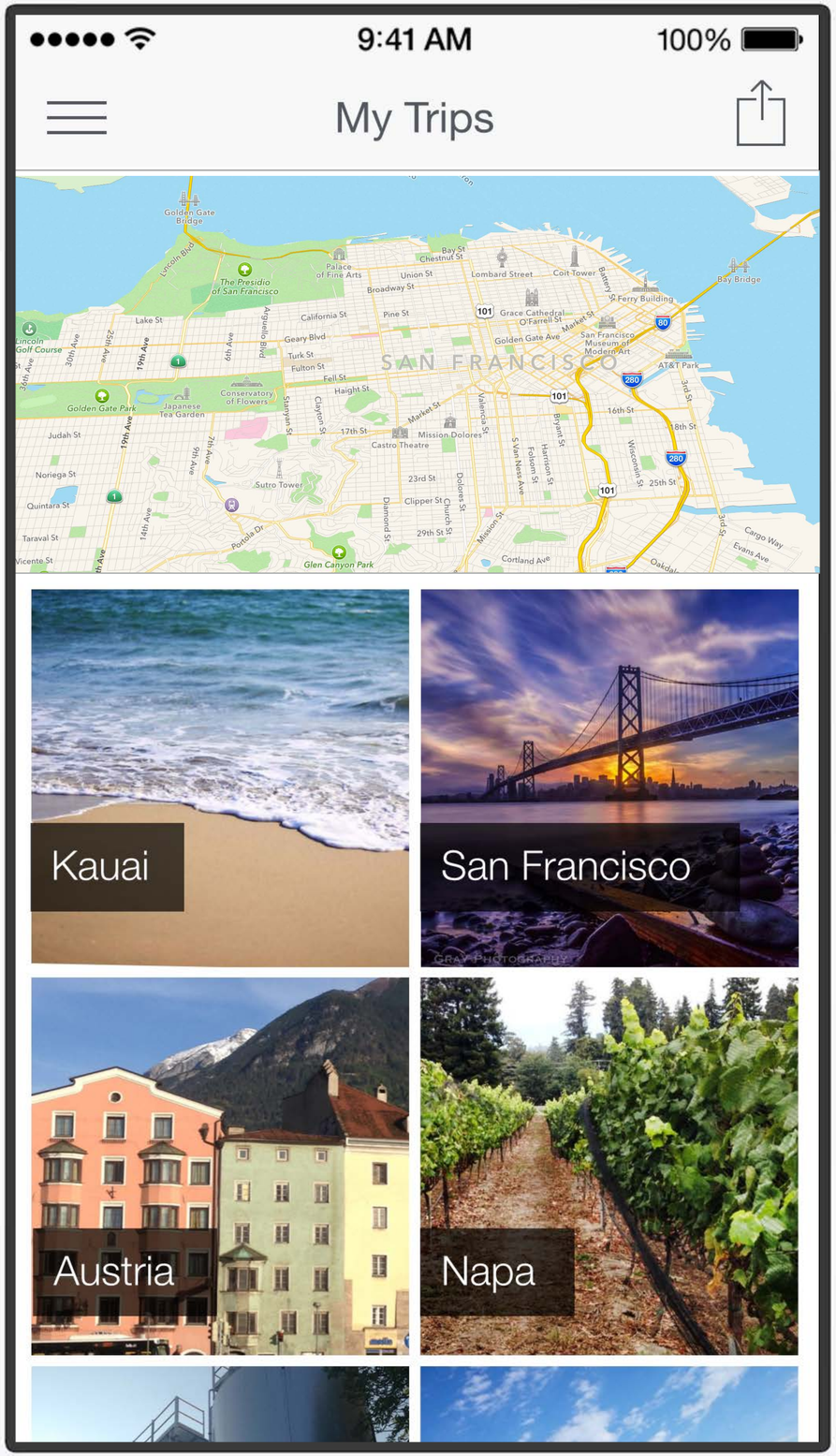


App Store views

App units

Sales

Installs

Sessions

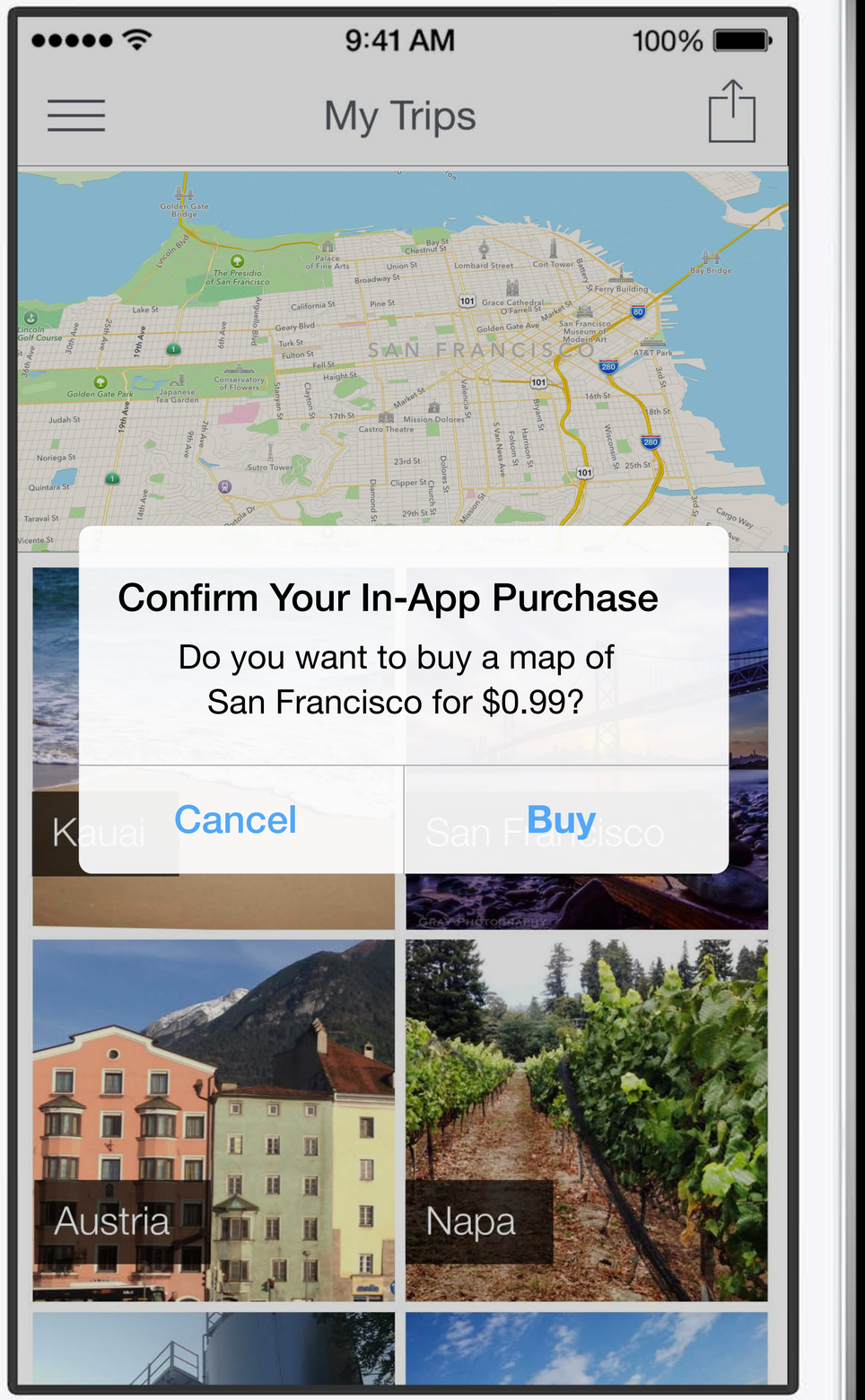
Active devices

Retention

Stickiness

In-App Purchases

Average sales



App Store views

App units

Sales

Installs

Sessions

Active devices

Retention

Stickiness

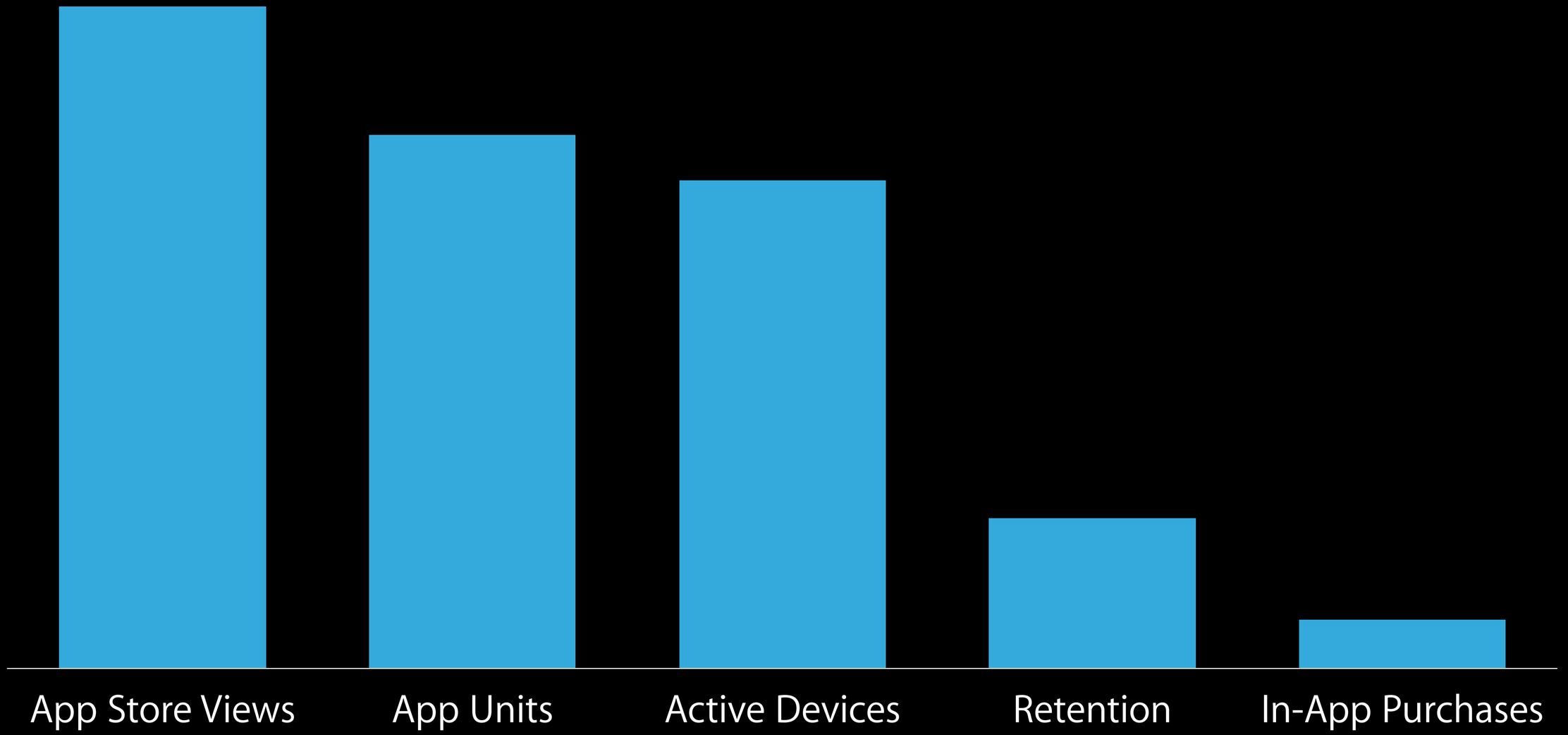
In-App Purchases

Average sales

Customer Lifecycle

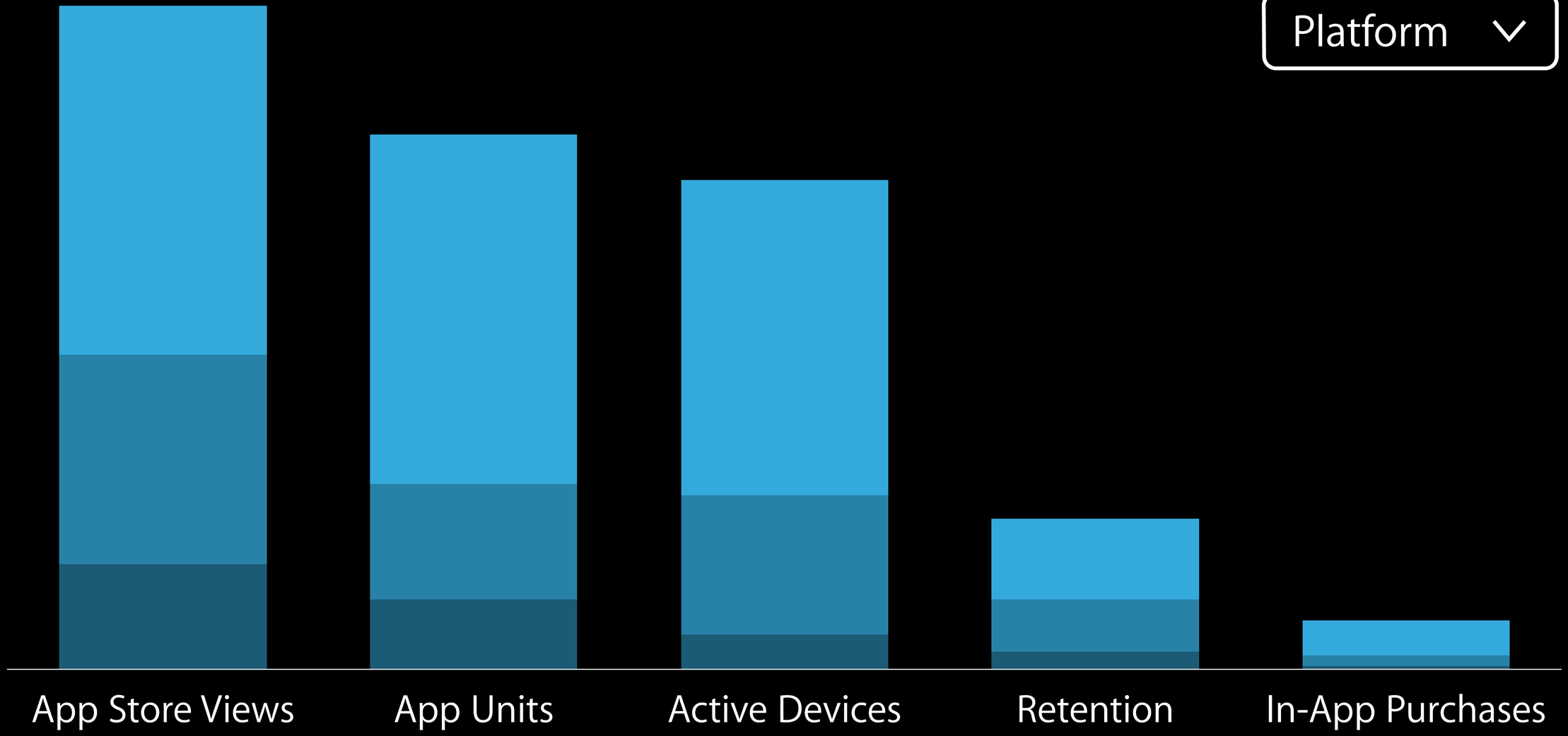
App Store Views | App Units | Active Devices | Retention | In-App Purchases

Customer Lifecycle



Customer Lifecycle

Platform



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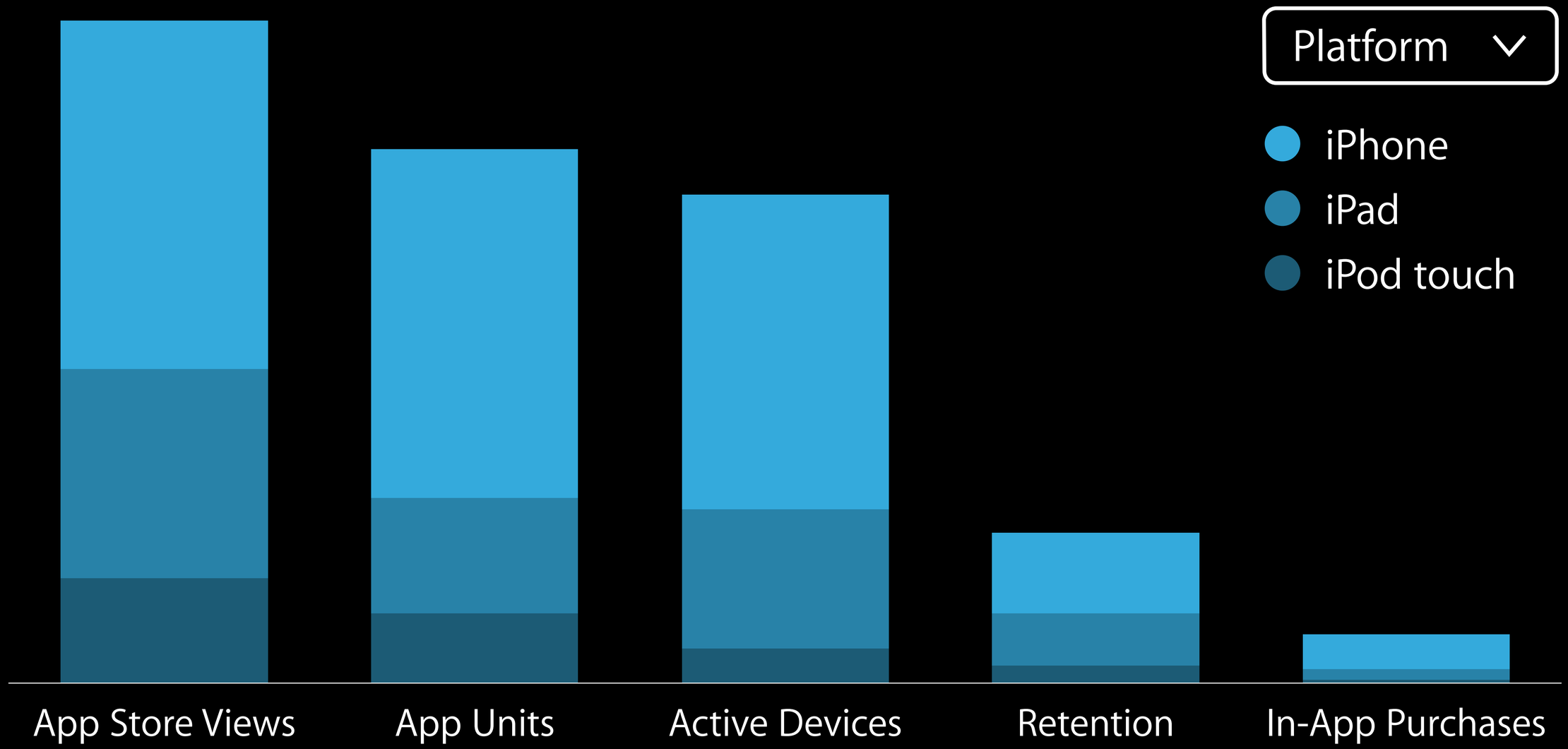

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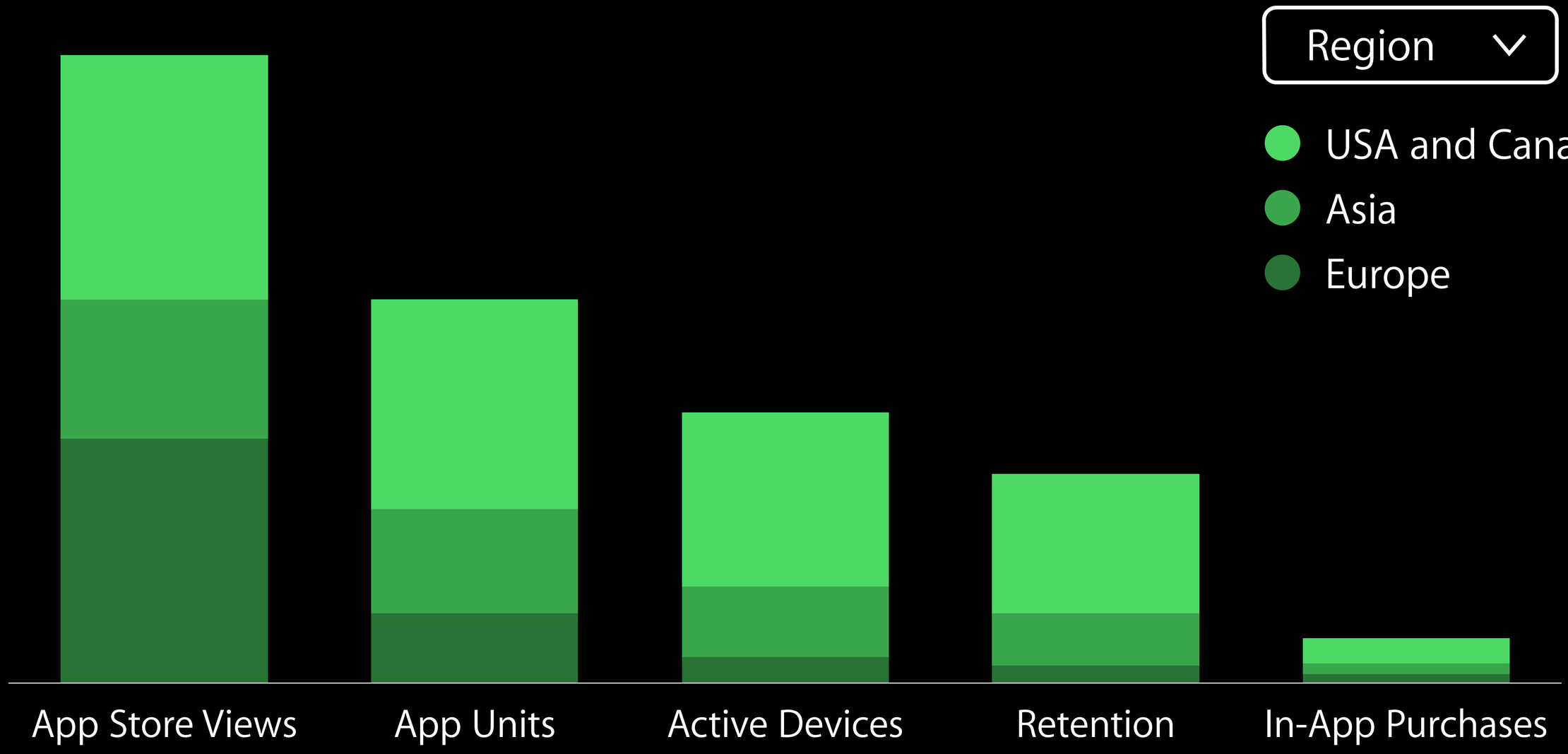

iTunes Connect

Analytics

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My Apps

Analytics

Sales and Trends

Payments and
Financial Reports

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Agreements, Tax
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Users and Roles

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Apps

Search

May 2014

Name	App Store Views	App Units	Sales	Sessions
Trip Guider	203,071 ▲4%	54,357 ▲5%	$52,860 ▲3%	371,785 ▲4%
Nutri Counter	43,371 ▲9%	14,457 ▲11%	0	72,285 ▲9%
Tide Minder	25,644 ▲12%	8,548 ▲17%	$10,664 ▲8%	42,740 ▲12%
Goal Keeper	25,368 ▲6%	8,456 ▲8%	0	42,280 ▲11%
Track Runner	24,702 ▲8%	8,234 ▲6%	$10,272 ▲4%	41,170 ▲8%
Closet Finder	19,170 ▲11%	6,390 ▲10%	$7,972 ▲5%	31,950 ▲10%
Bike Fixer	16,701 ▲14%	5,567 ▲12%	$6,945 ▲18%	27,835 ▲14%
Task Lister	10,035 ▲12%	3,345 ▲12%	$4,173 ▲12%	16,725 ▲14%

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Apps

App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devices

Sessions

Stickiness

COMPARE TO

None

Filter

May 2014

View By

Days Weeks Months

Line

Date	App Store Views	Previous Day
05/31/2014	9,768	▲1%
05/30/2014	9,258	▲1%
05/29/2014	8,797	▲1%

itunesconnect.apple.com

iTunes Connect Analytics

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App Details | Sales and Trends

Trip Guider

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devices

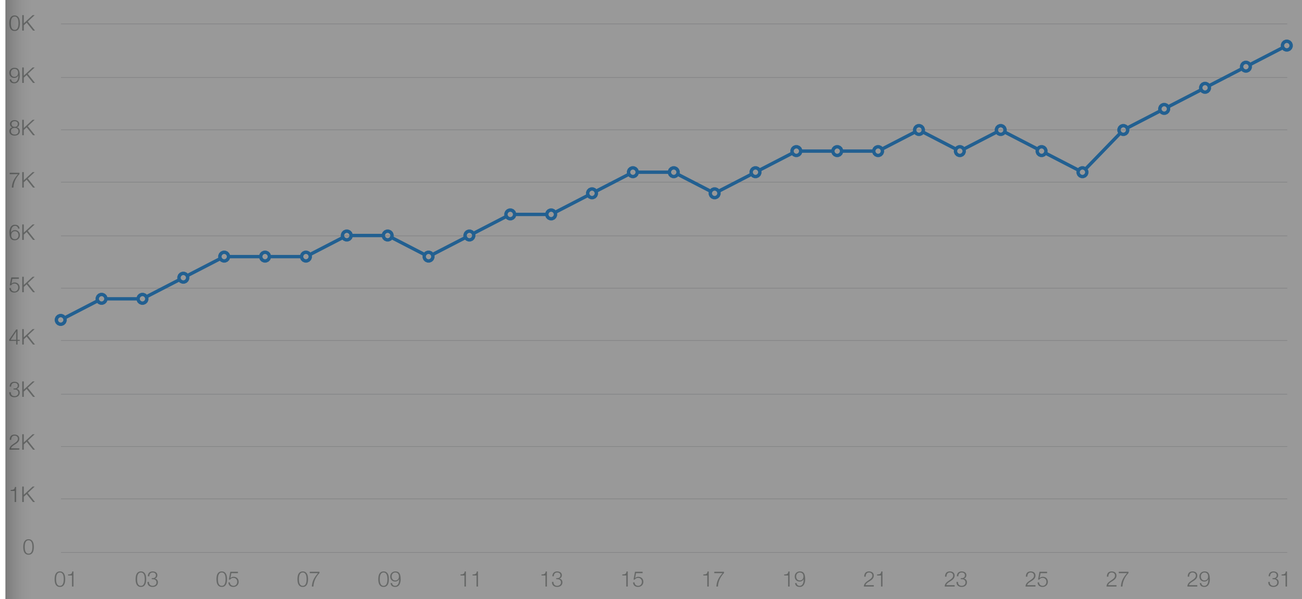
Sessions

Stickiness

tention

Filter

May 2014



View By

Days | Weeks | Months

Line

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05/31/2014	9,768	▲1%
05/30/2014	9,258	▲1%
05/29/2014	8,797	▲1%

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Metrics Sources Retention

SALES

- App Store Views
- App Units
- In-App Purchases
- Sales
- Average Sales

ENGAGEMENT

- Installations
- Active Devices
- Sessions
- Stickiness

COMPARE TO

None

Filter

May 2014

VIEW BY

- ✓ Date
- App Version
- Platform
- OS Version
- Territory

View By

Days Weeks Months

Line

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05/30/2014	9,258	▲1%
05/29/2014	8,797	▲1%

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Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchas

Sales

Average Sales

ENGAGEMENT

Installations

Active Devices

Sessions

Stickiness

COMPARE TO

None

Filter

May 2014

10K

9K

VIEW BY

✓ Date

App Version

Platform

OS Version

Territory

05 07 09 11 13 15 17 19 21 23 25 27 29 31

View By

Days Weeks Months

Line

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05/31/2014	9,768	▲1%
05/30/2014	9,258	▲1%
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Metrics Sources Retention

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App Units

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Sales

Average Sales

ENGAGEMENT

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Sessions

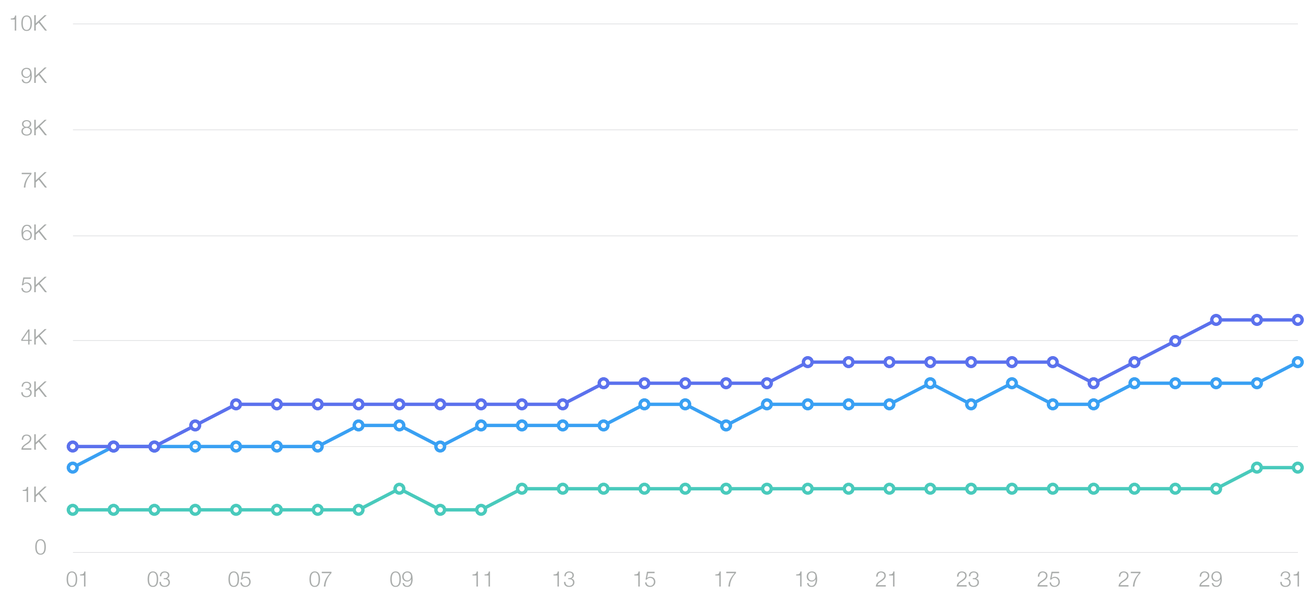
Stickiness

COMPARE TO

None

Filter

May 2014



Platform

Days Weeks Months

Line

Platforms	App Store Views	Previous Month
iPhone	91,382	▲ 4%
iPad	71,075	▲ 3%
iPod touch	40,614	▲ 4%

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Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devices

Sessions

Stickiness

COMPARE TO

None

Filter

May 2014

10K
9K
8K
7K
6K
5K
4K
3K
2K
1K
0

01 03 05 07 09 11 13 15 17 19 21 23 25

CHART TYPE
✓ Line
Stacked Area
Bar

Platform

Days Weeks Months

Line

Platforms	App Store Views	Previous Month
iPhone	91,382	▲ 4%
iPad	71,075	▲ 3%
iPod touch	40,614	▲ 4%

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iTunes Connect Analytics

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Apps

App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devices

Sessions

Stickiness

COMPARE TO

None

Filter

May 2014

10K
9K
8K
7K
6K
5K
4K
3K
2K
1K
0

01 03 05 07 09 11 13 15 17 19 21

CHART TYPE

✓ Line

Stacked Area

Bar

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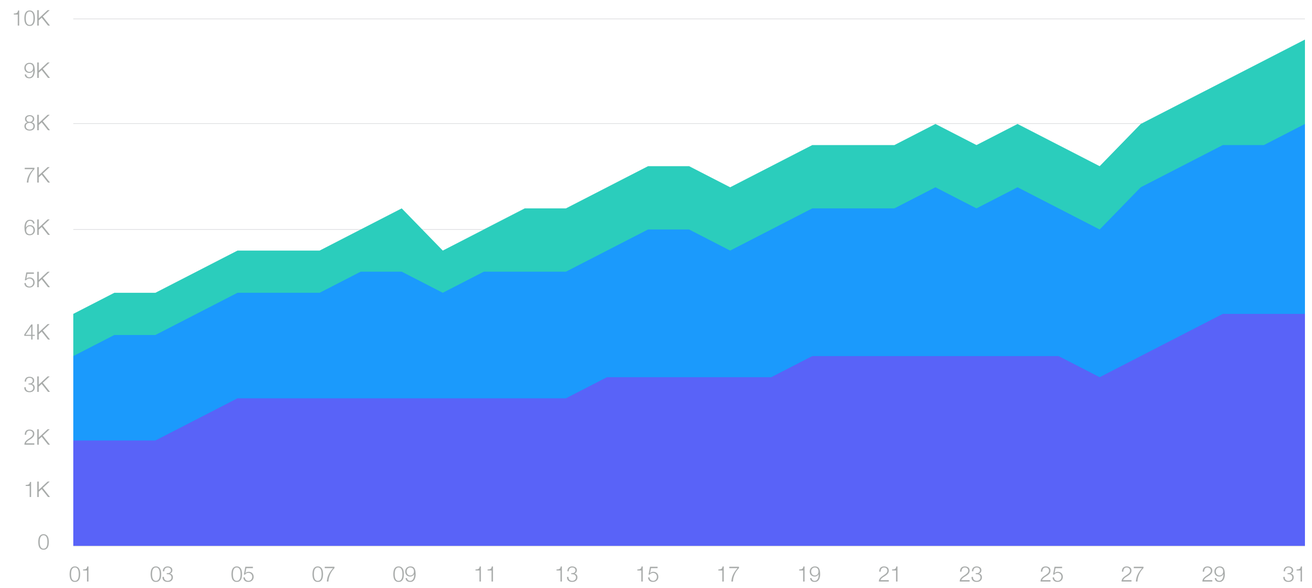

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None

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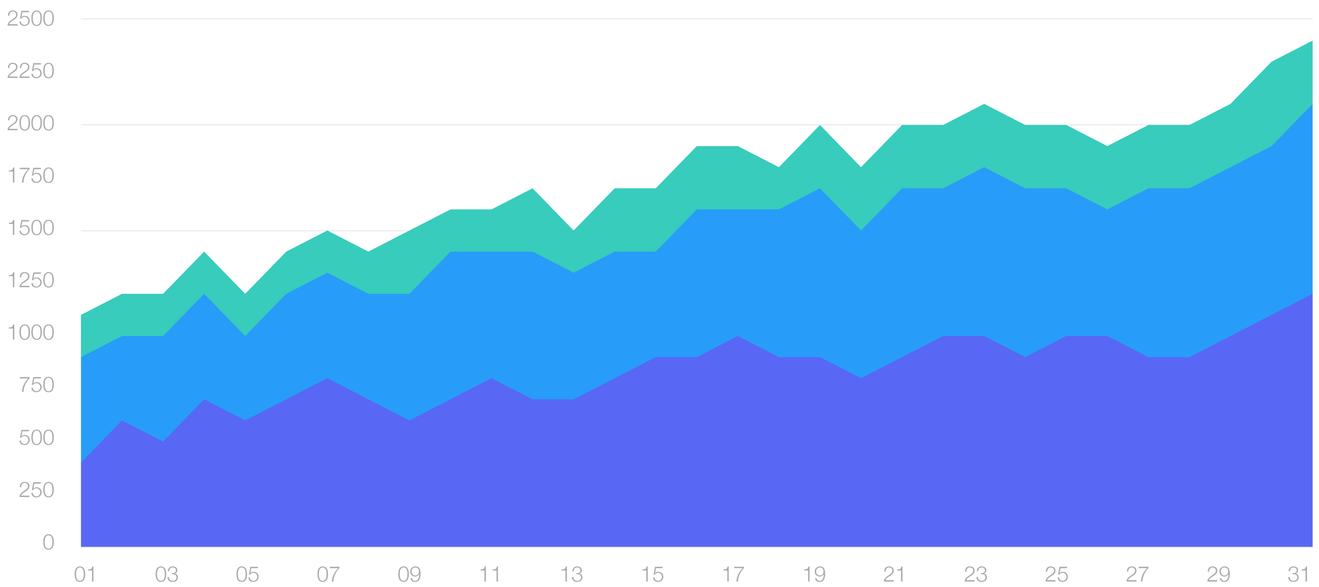
May 2014



Platform

Days Weeks Months

Stacked Area

Platforms	App Units	Previous Month
iPhone	24,461	▲ 4%
iPad	19,023	▲ 4%
iPod touch	10,871	▲ 4%

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Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devices

Sessions

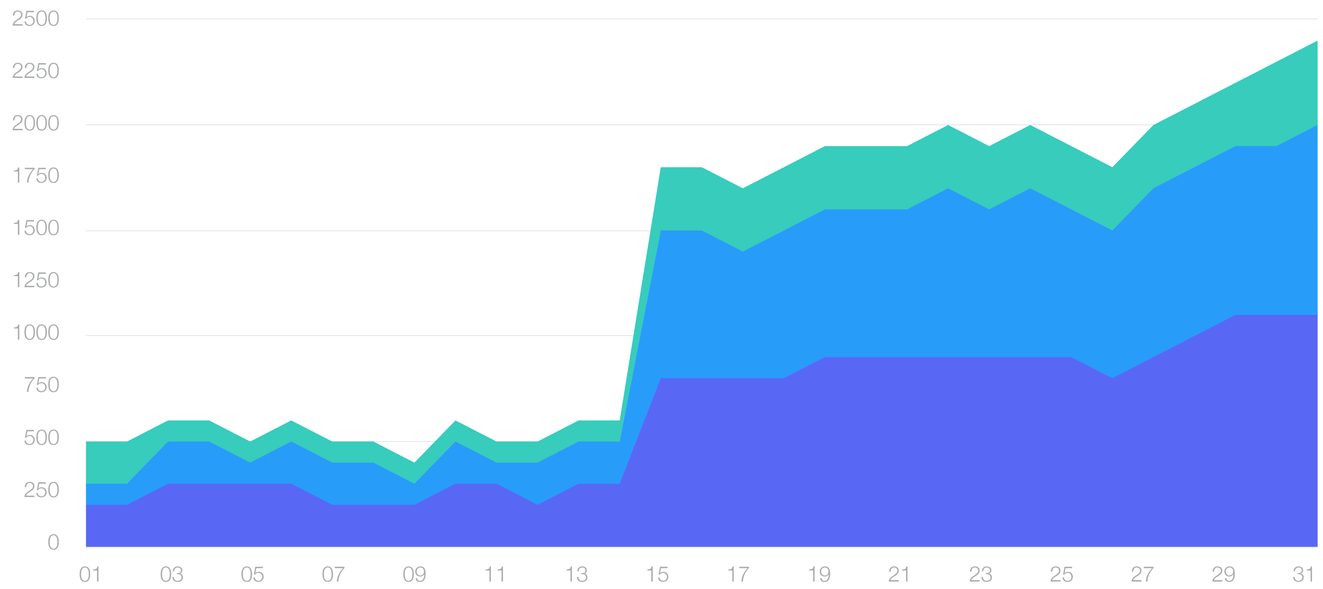
Stickiness

COMPARE TO

None

Filter

May 2014



Platform

Days Weeks Months

Stacked Area

Platforms	In-App Purchases	Previous Month
iPhone	18,715	▲ 4%
iPad	14,556	▲ 3%
iPod touch	8,318	▲ 4%

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App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devi

Sessions

Stickiness

COMPARE T

None

Filter

May 2014

2500
2250
2000
1750
1500
1250
1000
750

01 03 05 07 09 11 13 15 17 19 21 23 25 27 29 31

atform

Days Weeks Months

Stacked Area

App Store Views
App Units
In-App Purchases
Sales
Average Sales
Installations
Active Devices
Sessions
Stickiness

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iPod touch	8,318	▲ 4%

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Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

Sales

Average Sales

ENGAGEMENT

Installations

Active Devi

Sessions

Stickiness

COMPARE T

None

Filter

May 2014

2500
2250
2000
1750
1500
1250
1000
750

01 03 05 07 09 11 13 15 17 19 21 23 25 27 29 31

atform

Days Weeks Months

Stacked Area

App Store Views
App Units
In-App Purchases
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Stickiness

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Metrics Sources Retention

SALES

App Store Views

App Units

In-App Purchases

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Average Sales

ENGAGEMENT

Installations

Active Devices

Sessions

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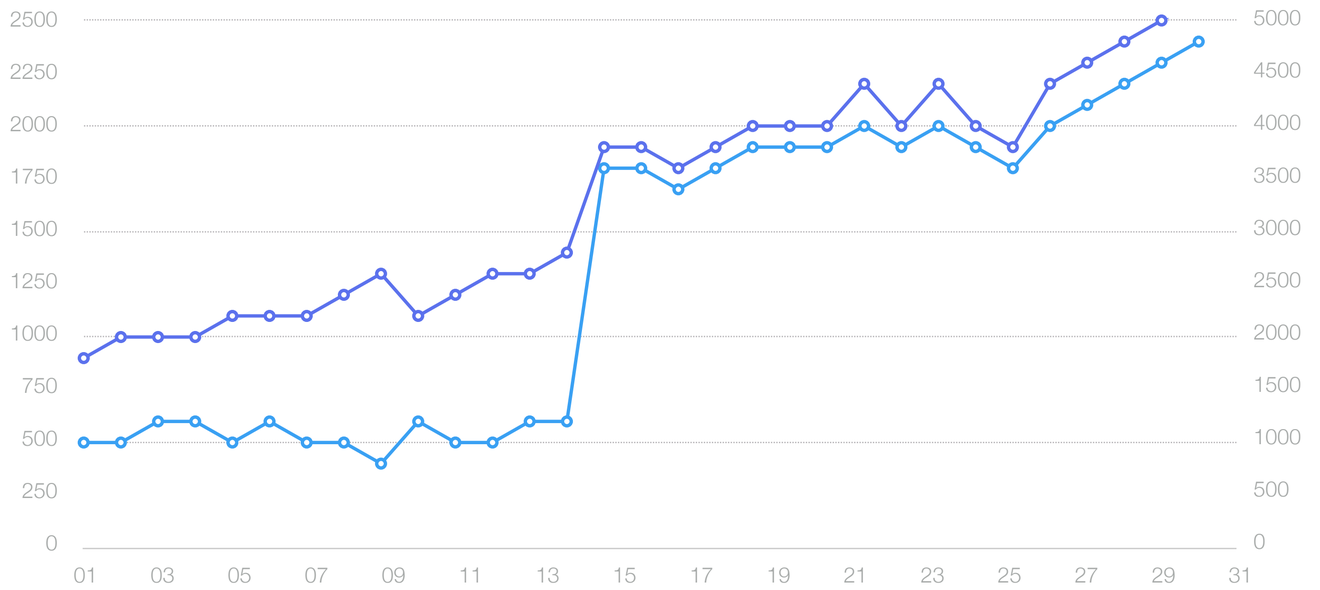
COMPARE TO

Active Devices

Filter

May 2014



View By

Days Weeks Months

Stacked Area

Measure	Totals	Previous Month
Active Devices	18,715	▲ 4%
In-App Purchases	14,556	▲ 3%

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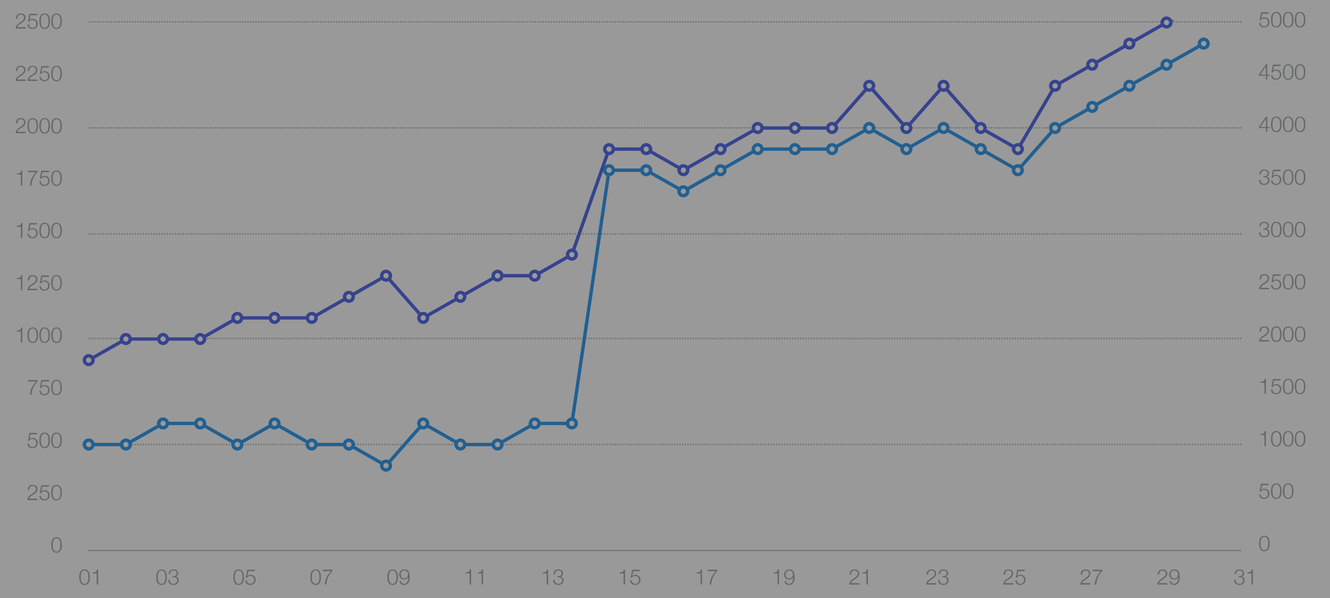

View By

Days Weeks Months

Stacked Area

Measure	Totals	Previous Month
Active Devices	18,715	▲ 4%
In-App Purchases	14,556	▲ 3%

How do people find my app?

Two types of sources

Websites

Campaigns

Websites

Link to your App Store page

Campaigns

Websites *Link to your App Store page*

Campaigns *Link with Campaign ID*

Campaign ID

itunes.apple.com/us/app/id377298193?mt=8

e.com/us/app/id377298193?mt=8&pid=1234

98193?mt=8&pid=1234&cid=My_Campaign

iAd Campaign IDs are automatic

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Metrics Sources Retention

SALES

App Store Views

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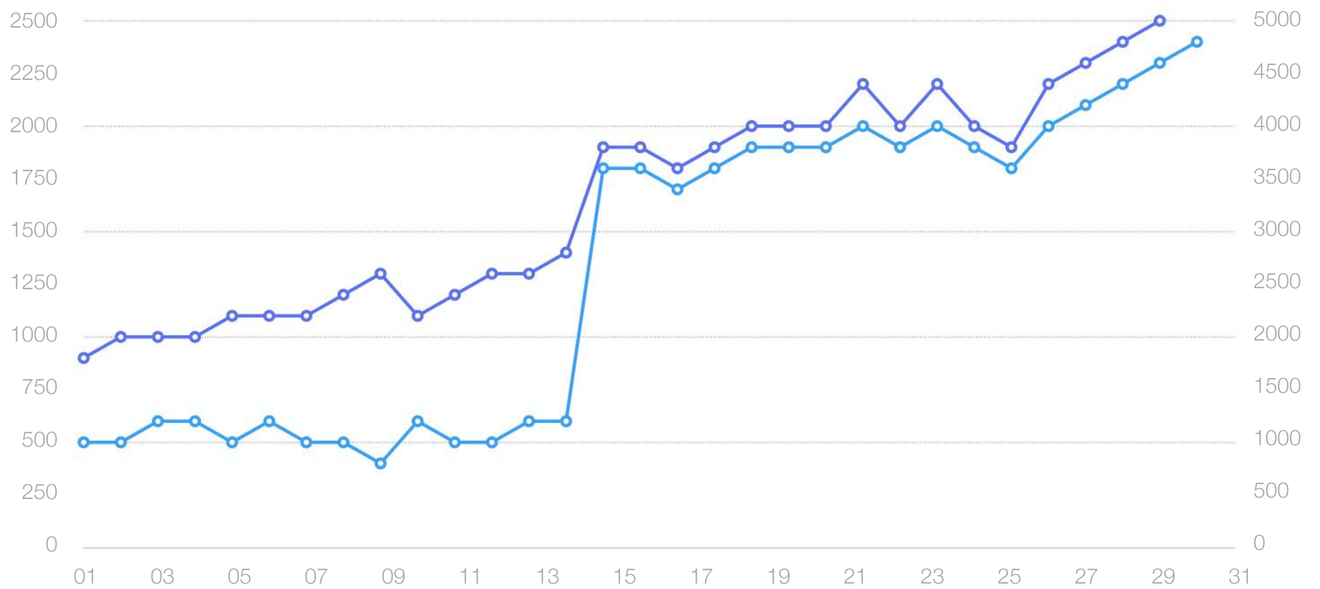

View By

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Metri Sources etention

SALES

App Store Views

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Sessions

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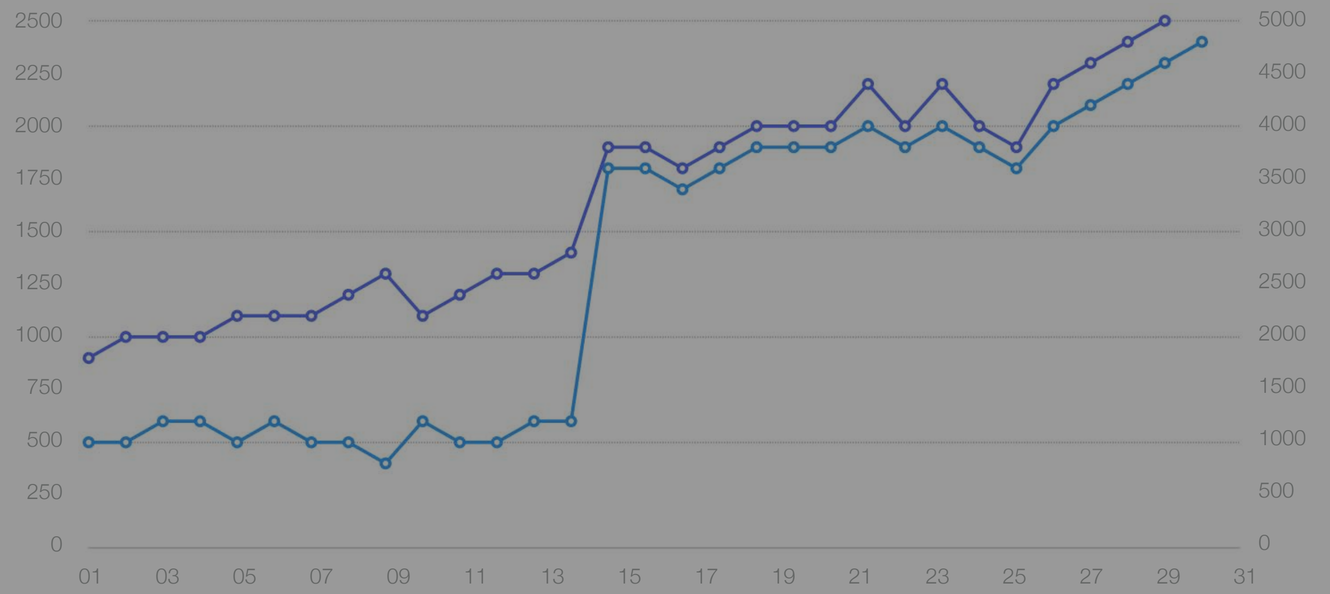
May 2014



View By

Days | Weeks | Months

Stacked Area

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Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

Top Websites (50)

Search

May 2014

Domain	App Store Views	App Units	Sales	Sessions
apple.com	2,356 ▲ 4%	932 ▲ 5%	$1,345 ▲ 3%	4,564 ▲ 4%
espn.com	1,567 ▲ 9%	763 ▲ 11%	$1,134 ▲ 3%	3,452 ▲ 9%
techcrunch.com	1,367 ▲ 12%	678 ▲ 17%	$789 ▲ 8%	2,356 ▲ 12%
mashable.com	1,145 ▲ 6%	563 ▲ 8%	$589 ▲ 3%	3,245 ▲ 11%
nytimes.com	1,424 ▲ 8%	456 ▲ 6%	$548 ▲ 4%	3,429 ▲ 8%
time.com	1,546 ▲ 11%	367 ▲ 10%	$546 ▲ 5%	2,853 ▲ 10%

itunesconnect.apple.com

iTunes Connect Analytics

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< Apps

App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

Top Websites (50)

Search

May 2014

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apple.com	2,356 ▲ 4%	932 ▲ 5%	$1,345 ▲ 3%	4,564 ▲ 4%
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App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

Top Campaigns (50)

Search

May 2014

Campaigns	App Store Views	App Units	Sales	Sessions
All Campaigns	12,920	5,508	$9,327	17,510
iAd April Campaign	4,510 ▲ 4%	1,648 ▲ 4%	$1,234 ▲ 4%	3,852 ▲ 4%
Mashable Home Page	3,042 ▲ 4%	1,247 ▲ 4%	$2,210 ▲ 4%	4,555 ▲ 4%
Spring Email Blast	2,684 ▲ 1%	2,146 ▲ 1%	$1,938 ▲ 1%	7,565 ▲ 1%
Home Page Newest Copy	2,457 ▼ 2%	467 ▼ 2%	$745 ▼ 2%	2,456 ▼ 2%
Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	$546 ▼ 2%	2,984 ▼ 2%

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App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

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Search

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Mashable Home Page	3,042 ▲ 4%	1,247 ▲ 4%	$2,210 ▲ 4%	4,555 ▲ 4%
Spring Email Blast	2,684 ▲ 1%	2,146 ▲ 1%	$1,938 ▲ 1%	7,565 ▲ 1%
Home Page Newest Copy	2,457 ▼ 2%	467 ▼ 2%	$745 ▼ 2%	2,456 ▼ 2%
Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	$546 ▼ 2%	2,984 ▼ 2%

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App Details | Sales and Trends

Spring Email Blast

Key Measures

May 2014

2,684 +1%
App Store Views

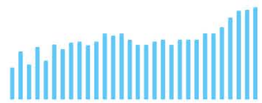
2,146 +1%
App Units

733 +120%
In-App Purchases

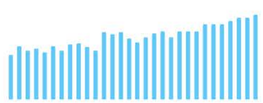
$1,938 +1%
Sales

$1.32 +62%
Average Sales

1,368 +2%
Installations



1,459 +4%
Active Devices



7,565 +2%
Sessions

App Store Views by Region

37% Asia Pacific

35% USA and Canada

20% Europe

6% Latin America and The Caribbean

2% Africa, The Middle East, and India

App Store Views by Territory

33% United States

27% Japan

10% China

30% Other

App Store Views by Platform

45% iPhone

35% iPad

20% iPod touch

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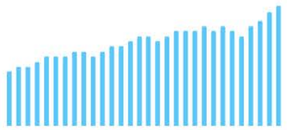
App Details | Sales and Trends

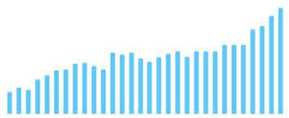
Spring Email Blast

Key Measures

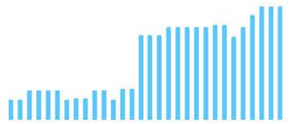
May 2014



2,684 +1%
App Store Views



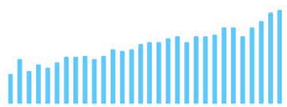
2,146 +1%
App Units



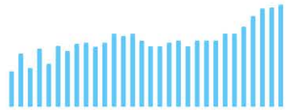
733 +120%
In-App Purchases

$1,938 +1%
Sales

$1.32 +62%
Average Sales



1,368 +2%
Installations



1,459 +4%
Active Devices

7,565 +2%
Sessions

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20% Europe

6% Latin America and The Caribbean

2% Africa, The Middle East, and India

App Store Views by Territory

33% United States

27% Japan

10% China

30% Other

App Store Views by Platform

45% iPhone

35% iPad

20% iPod touch

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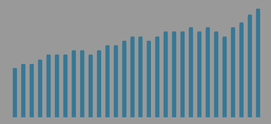
App Details | Sales and Trends

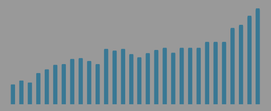
Spring Email Blast

Key Measures

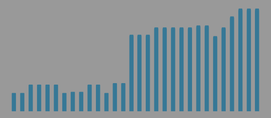
May 2014



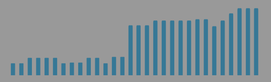
2,684 +1%
App Store Views



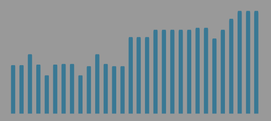
2,146 +1%
App Units



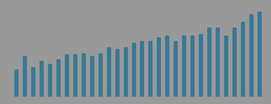
733 +120%
In-App Purchases



$1,938 +1%
Sales

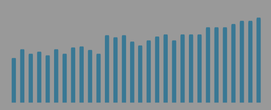


$1.32 +62%
Average Sales



1,368 +2%
Installations

1,459 +4%
Active Devices



7,565 +2%
Sessions

App Store Views by Region

37%
Asia Pacific

35%
USA and Canada

20%
Europe

6%
Latin America and The Caribbean

2%
Africa, The Middle East, and India

App Store Views by Territory

33%
United States

27%
Japan

10%
China

30%
Other

App Store Views by Platform

45%
iPhone

35%
iPad

20%
iPod touch

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iTunes Connect Analytics

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App Co.

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App Details | Sales and Trends

Spring Email Blast

Key Measures

May 2014

2,684 +1% App Store Views	2,146 +1% App Units	733 +120% In-App Purchases	$1,938 +1% Sales
$1.32 +62% Average Sales	1,368 +2% Installations	1,459 +4% Active Devices	7,565 +2% Sessions

App Store Views by Region

- 37% Asia Pacific
- 35% USA and Canada
- 20% Europe
- 6% Latin America and The Caribbean
- 2% Africa, The Middle East, and India

App Store Views by Territory

- 33% United States
- 27% Japan
- 10% China
- 30% Other

App Store Views by Platform

- 45% iPhone
- 35% iPad
- 20% iPod touch

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Metrics Sources Retention

Top Websites Top Campaigns

Top Campaigns (50)

Search

May 2014

Campaigns	App Store Views	App Units	Sales	Sessions
All Campaigns	12,920	5,508	$9,327	17,510
iAd April Campaign	4,510 ▲4%	1,648 ▲4%	$1,234 ▲4%	3,852 ▲4%
Mashable Home Page	3,042 ▲4%	1,247 ▲4%	$2,210 ▲4%	4,555 ▲4%
Spring Email Blast	2,684 ▲1%	2,146 ▲1%	$1,938 ▲1%	7,565 ▲1%
Home Page Newest Copy	2,457 ▼2%	467 ▼2%	$745 ▼2%	2,456 ▼2%
Tide Minder Cross App	2,093 ▼2%	349 ▼2%	$546 ▼2%	2,984 ▼2%

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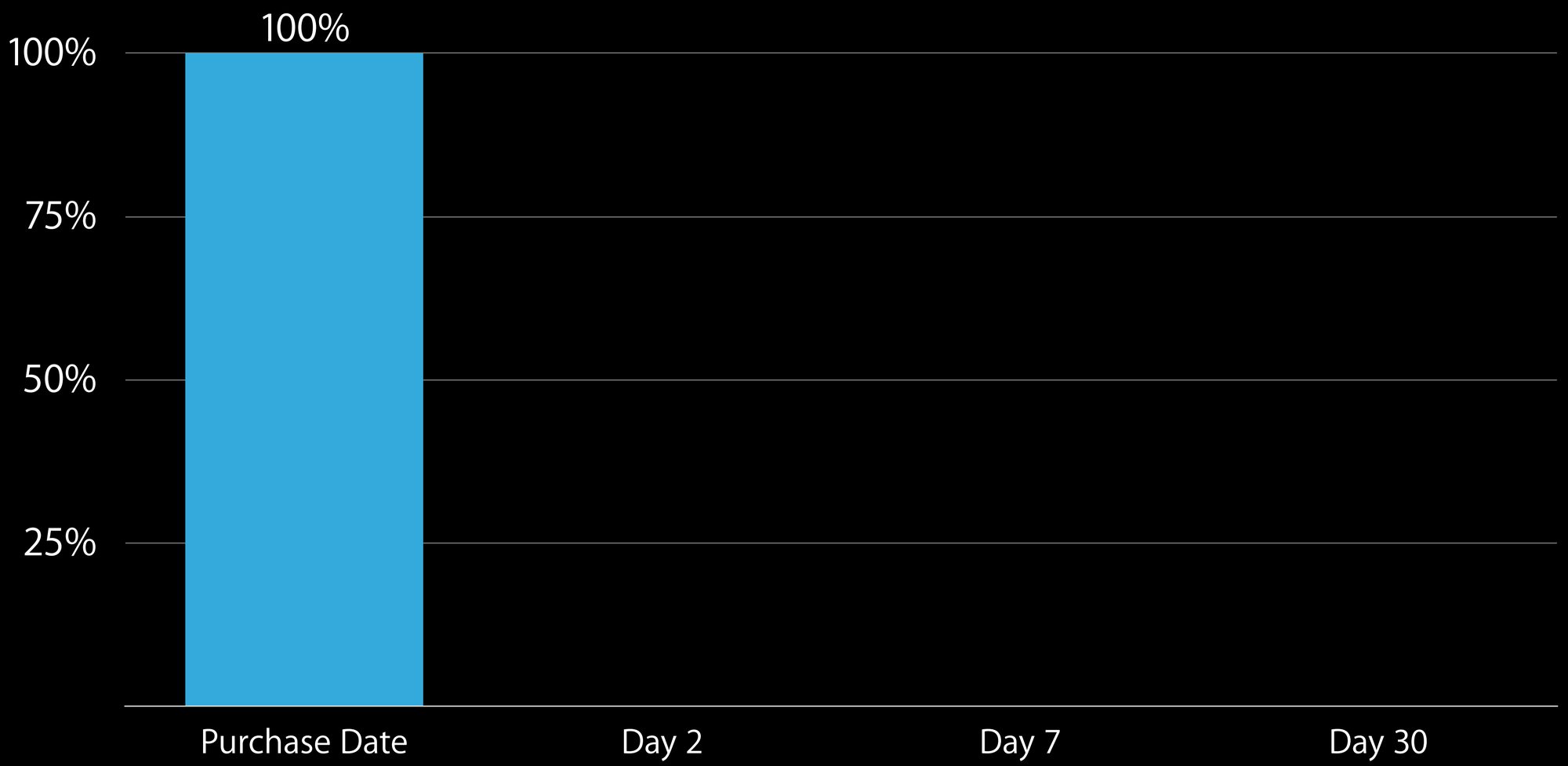
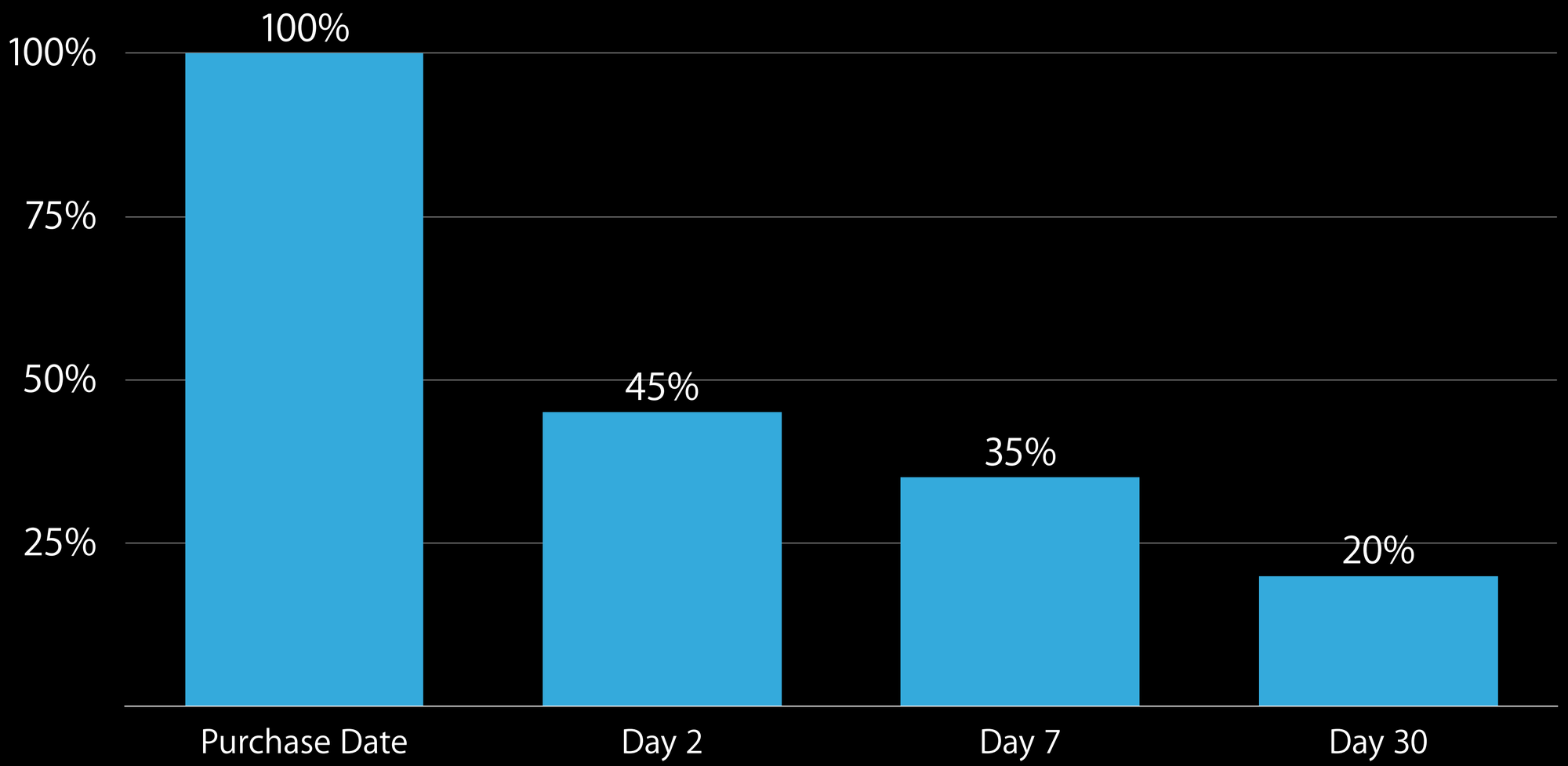
Tide Minder Cross App	2,093 ▼2%	349 ▼2%	$546 ▼2%	2,984 ▼2%

Retention

Retention



Retention



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Metrics Sources Retention

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Top Campaigns (50)

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Tide Minder Cross App	2,093 ▼2%	349 ▼2%	$546 ▼2%	2,984 ▼2%

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Metrics Sources Retention

Filter

Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%

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Metrics Sources Retention

Filter

Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%

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Daily

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Metrics Sources Retention

Filter

Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%

Of the **10,021 active devices** that installed the app on **May 23**, **1,804 (18%)** were active **7 days later.**

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Metrics Sources Retention

Filter

Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%
May 24	10,091	42%	41%	36%	34%	27%	24%	17%	14%	8%	7%	6%	

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Metrics Sources Retention

Filter

Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%
May 24	10,091	42%	41%	36%	34%	27%	24%	17%	14%	8%	7%	6%	
May 25	1132	45%	41%	34%	32%	29%	23%	19%	13%	10%	8%		
May 26	1364	43%	40%	35%	30%	22%	18%	16%	16%	9%			
May 27	1481	41%	38%	33%	31%	29%	22%	17%	14%				
May 28	1555	45%	42%	35%	33%	24%	24%	19%					
May 29	1672	46%	43%	37%	34%	26%	23%						
May 30	1843	42%	40%	33%	32%	27%							
May 31	1901	46%	41%	33%	31%								
Jun 1	1987	51%	40%	35%									
Jun 2	2001	53%	41%										
Jun 3	2144	50%											

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Metrics Sources Retention

Filter

Daily

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May 25	11,232	45%	41%	34%	32%	29%	23%	19%	13%	10%	8%		
May 26	13,164	43%	40%	35%	30%	22%	18%	16%	16%	9%			
May 27	14,081	41%	38%	33%	31%	29%	22%	17%	14%				
May 28	15,755	45%	42%	35%	33%	24%	24%	19%					
May 29	16,072	46%	43%	37%	34%	26%	23%						
May 30	18,243	42%	40%	33%	32%	27%							
May 31	19,001	46%	41%	33%	31%								
Jun 1	19,587	51%	40%	35%									
Jun 2	20,201	53%	41%										
Jun 3	21,444	50%											

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Metrics Sources Retention

Filter

Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
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May 25	11,232	45%	41%	34%	32%	29%	23%	19%	13%	10%	8%		
May 26	13,164	43%	40%	35%	30%	22%	18%	16%	16%	9%			
May 27	14,081	41%	38%	33%	31%	29%	22%	17%	14%				
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May 31	19,001	46%	41%	33%	31%								
Jun 1	19,587	51%	40%	35%									
Jun 2	20,201	53%	41%										
Jun 3	21,444	50%											

What do you need to do?

Nothing

SDK

SDK

No code

No app updates required

App Store and iOS 8

Privacy Matters

Free

Analytics

TestFlight Beta Testing

Daniel Miao
Sr. Software Engineer—iTunes Store, iTunes Connect

Better apps through better tools

Beta Distribution

0

0

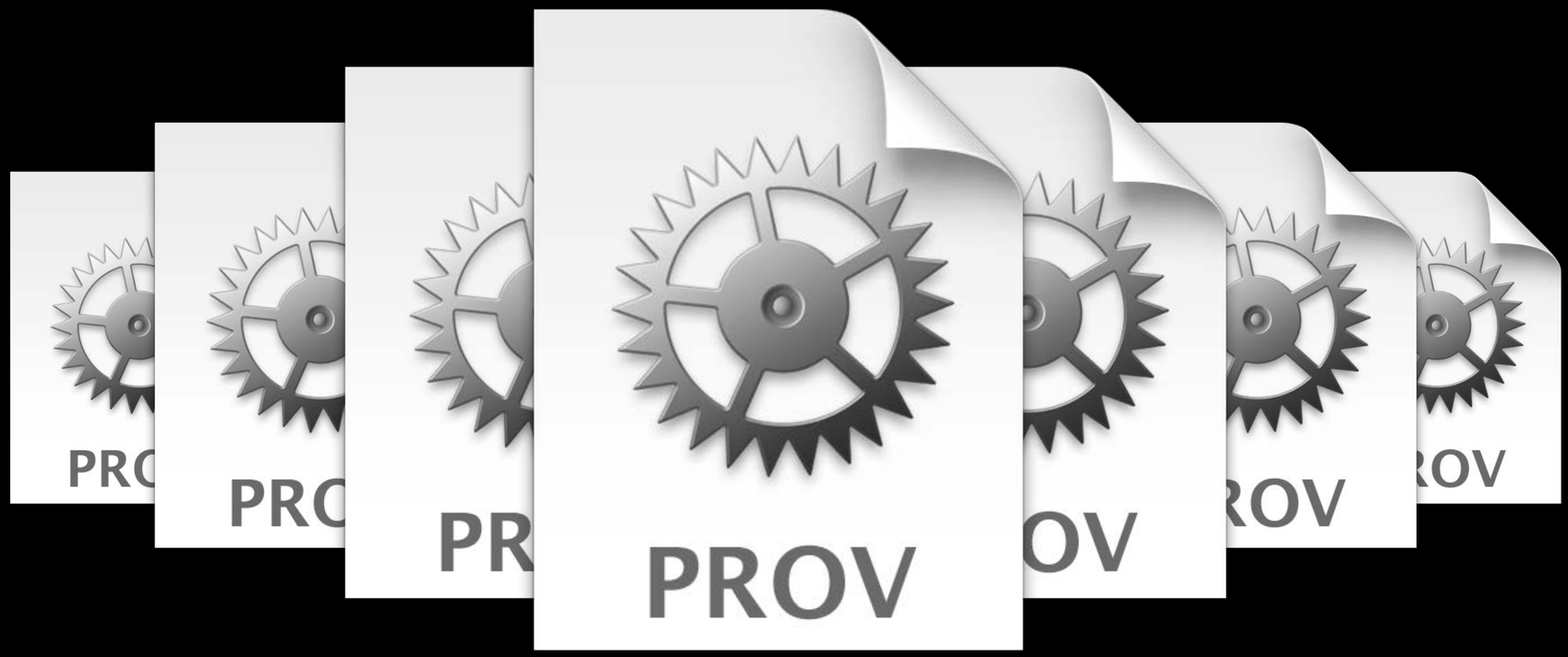
100

100

500

500

UDID



UDID

Email Invitation

Email Invitation

iTunes Connect

Upload pre-release builds

Upload pre-release builds

Distribute pre-releases to testers

Upload pre-release builds

Distribute pre-releases to testers

Insight into tester activity

Manage beta apps

Manage beta apps

One-tap install or update

Manage beta apps

One-tap install or update

Send feedback

Internal Testers

Beta Testers

Internal Testers	Beta Testers
iTunes Connect users	

Internal Testers	Beta Testers
iTunes Connect users	Anyone with email

Internal Testers	Beta Testers
iTunes Connect users	Anyone with email
25 people	

Internal Testers	Beta Testers
iTunes Connect users	Anyone with email
25 people	1,000 people

Internal Testers	Beta Testers
iTunes Connect users	Anyone with email
25 people	1,000 people
Available on upload	

Internal Testers	Beta Testers
iTunes Connect users	Anyone with email
25 people	1,000 people
Available on upload	Beta app review

Sandbox Accounts

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Toca Lab iOS

1.0.1 Ready for Sale
1.0.2 Prepare for Upload

Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

1.0.1 | 1.0.2

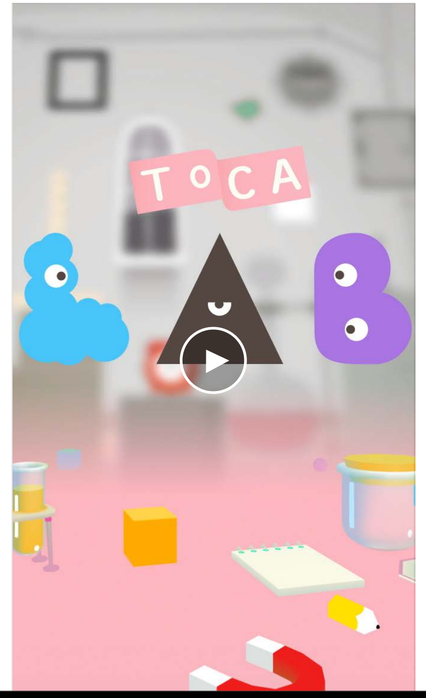
Save | Submit for Review

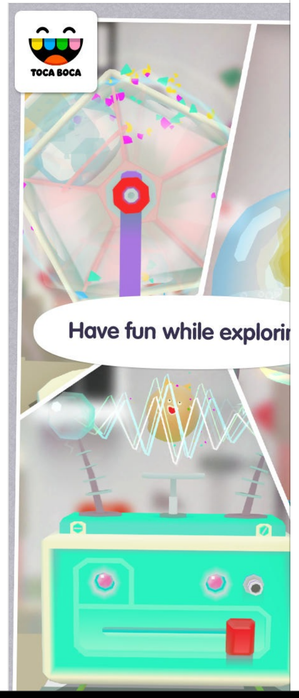
Version Information

English (U.S.)

Video Preview and Screenshots

4-Inch | 3.5-Inch | iPad





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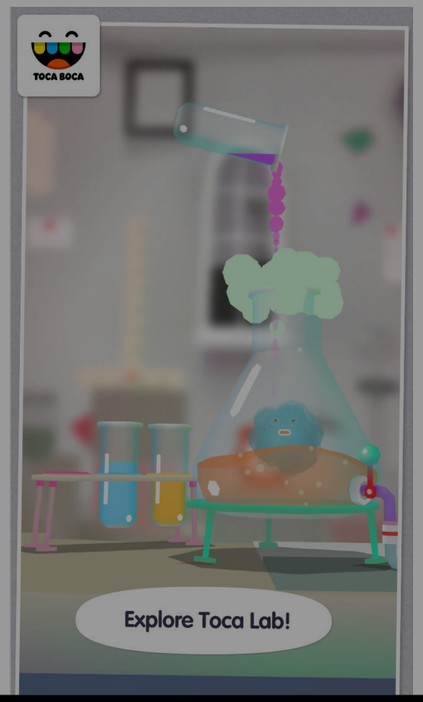

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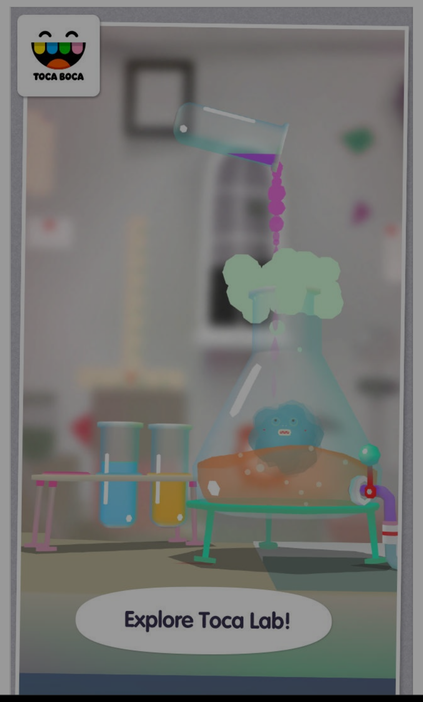

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014			13
	102	Jun 1, 2014			9
	101	May 30, 2014			5

Build History

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Build History

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Toca Lab 1.0.2 (103)

Test Information | Testers | Build Details

Save

Internal Testing | Beta Testing | Expiration Date ?

Beta App Information

English (U.S.)

What to Test ?

Buy two or more In-App Purchases
Switch between landscape and portrait mode
Local multiplayer support with Game Center
AirPlay from iPad mini with Retina display

122

Beta App Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Discover elements by experimenting with the lab tools!

* Take your element for a spin in the centrifuge.
* Warm them up in the Bunsen burner.

612

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Toca Lab 1.0.2 (103)

Test Information | Testers | Build Details

Save

Internal Testing | Beta Testing | Expiration Date ?

What to Test ?

Buy two or more In-App Purchases
Switch between landscape and portrait mode
Local multiplayer support with Game Center
AirPlay from iPad mini with Retina display

122

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Toca Lab 1.0.2 (103)

Test Information | Testers | Build Details

Save

Internal Testing | Beta Testing | Expiration Date ?

Beta App Information

English (U.S.)

What to Test ?

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Analytics | Sales and Trends

Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014			13
	102	Jun 1, 2014			9
	101	May 30, 2014			5

Build History

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

Testing

1.0.2

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014			13
	102	Jun 1, 2014			9
	101	May 30, 2014			5

Build History

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Analytics | Sales and Trends

Toca Lab iOS

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

Testing

1.0.2

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014	✓	Submit	13
	102	Jun 1, 2014	Inactive	Submit	9
	101	May 30, 2014	Inactive	Submit	5

Build History

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014	✓	Submit	13
	102	Jun 1, 2014	Inactive	Submit	9
	101	May 30, 2014	Inactive	Submit	5

Build History

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014		Submit	13
	102	Jun 1, 2014	Inactive	Submit	9
	101	May 30, 2014	Inactive	Submit	5

Build History

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	104	Jun 3, 2014	✓	Submit	0
	103	Jun 2, 2014	Inactive	Submit	13
	102	Jun 1, 2014	Inactive	Submit	9
	101	May 30, 2014	Inactive	Submit	5

Build History

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Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	104	Jun 3, 2014		Submit	2
	103	Jun 2, 2014	Inactive	Submit	13
	102	Jun 1, 2014	Inactive	Submit	9
	101	May 30, 2014	Inactive	Submit	5

Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions | Prerelease | Pricing | In-App Purchases | Game Center | Newsstand | Reviews | More

Builds | Internal Testers | Beta Testers

1.0.2

Testing

	Build	Upload Date	Internal	Beta	Installations
	105	Jun 4, 2014	✓	Submit	0
	104	Jun 3, 2014	Inactive	Submit	2
	103	Jun 2, 2014	Inactive	Submit	13
	102	Jun 1, 2014	Inactive	Submit	9
	101	May 30, 2014	Inactive	Submit	5

Build History

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Testers (421 of 1000 Added)

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Edit

Name	Status	Latest Build
Chris DelVillagio	Testing	2.1 (112)
Chris Duggan	Testing	2.1 (112)
Daniel Esch	Testing	2.1 (110)
Arnold Freidling	Testing	2.1 (112)
Aurelio Guzman	Testing	2.1 (110)
Brian Leitner	Testing	2.1 (106)
Andreas Lindemann	Accepted	
Anita Meier	Accepted	
Damian Millea	Invited	
Eunice Park	Invited	
Brian Schmitt	Invited	

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Invite Beta Testers

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To: emily@icloud.com

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May 21, 2014 at 9:41 AM

Toca Lab 1.0.2

Jane Appleseed invited you to test Toca Lab 1.0.2 for iOS.

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Toca Lab

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Version 1.0.2

INSTALL

What to Test

Updated May 21, 2014

* Buy two or more In-App Purchases
* Switch between landscape and portrait mode
* Local multiplayer support with Game Cente… more

Description

Updated May 21, 2014

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table. Discover el… more

Information

Developer	Toca Boca AB
Release Date	May 21, 2014
Version	1.0.2
Size	57.9 MB
Expires in	30 Days
Compatibility	Requires iOS 5.0 or later. Compatible with iPhone, iPad, or iPod touch. This app is optimized for iPhone 5.

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Toca Lab

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Version 1.0.2

INSTALL

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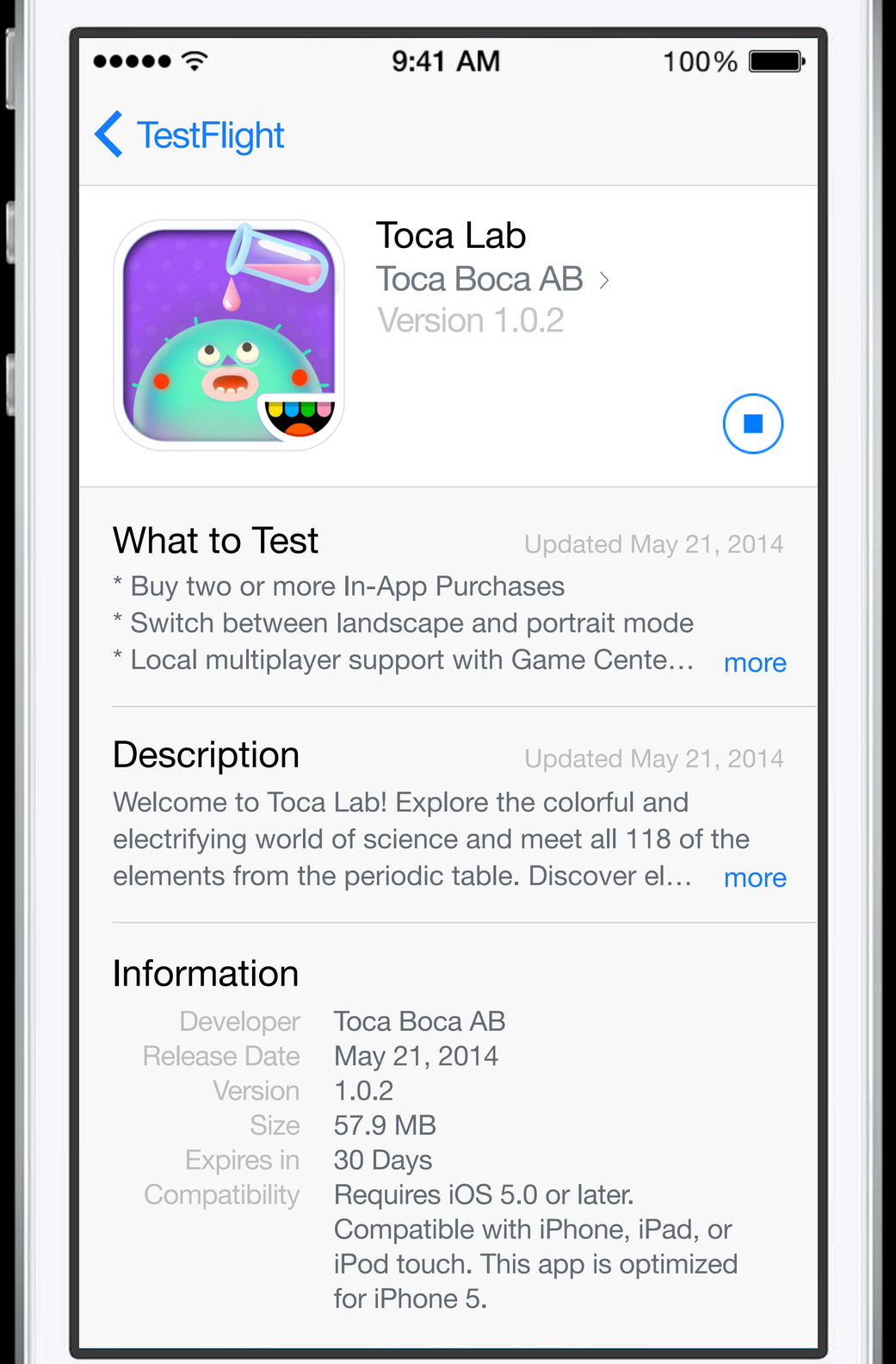
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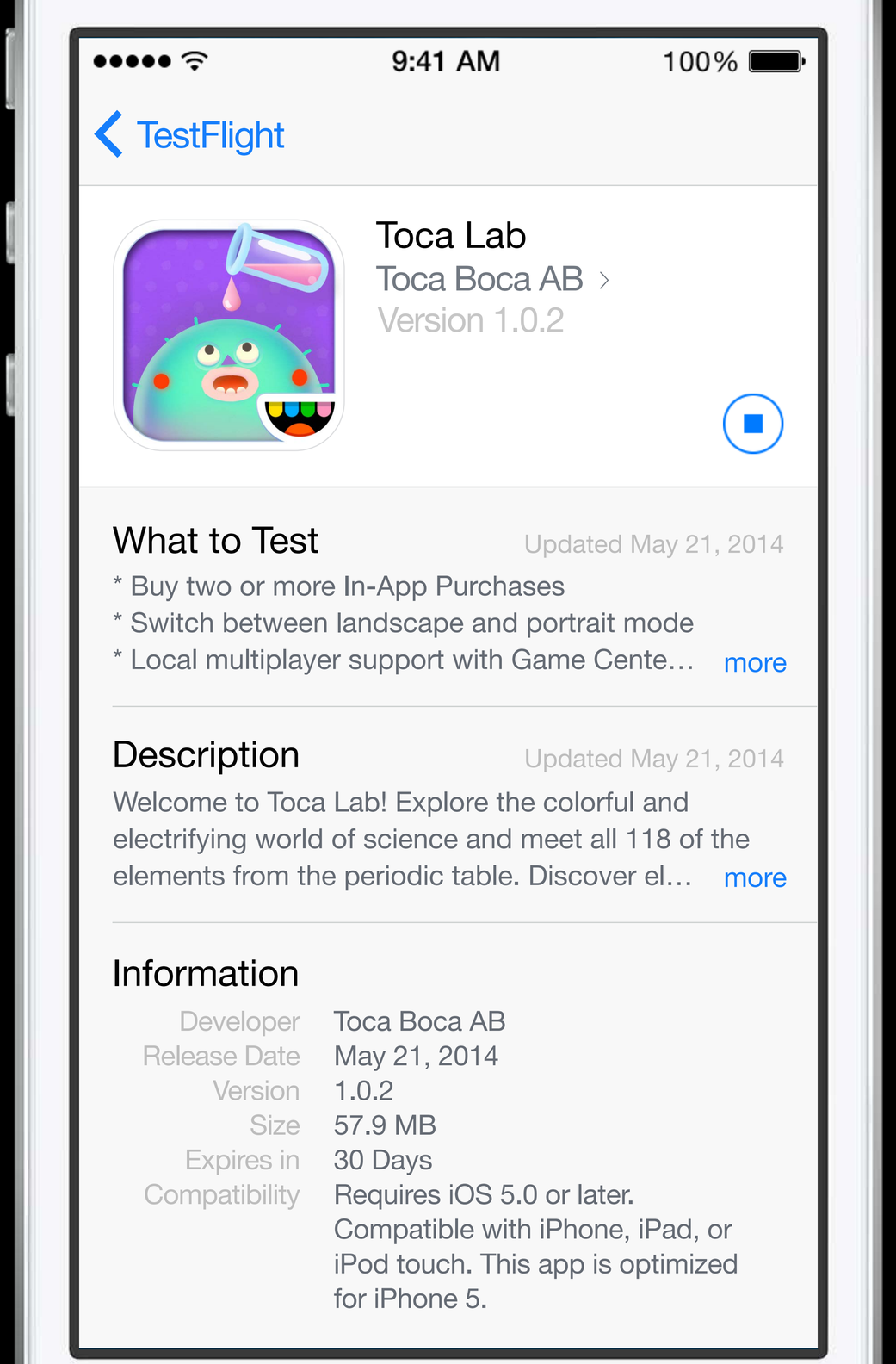
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Testing 4

Toca Lab
Version 1.0.2
What to Test ▼

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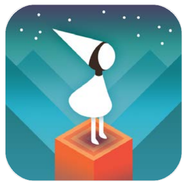

Monument Valley
Version 1.0.3
What to Test ▼

OPEN
Expires in 24 days

Trip Guider
Version 3.0
What to Test ▼

OPEN
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Touch Fighter 3
Version 2.3
What to Test ▼

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UPDATE
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Testing 3

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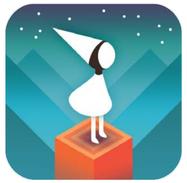

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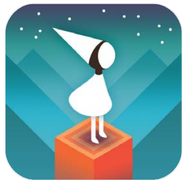

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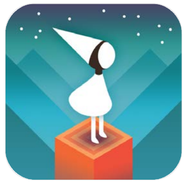

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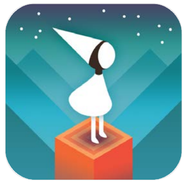

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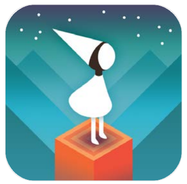

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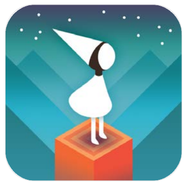

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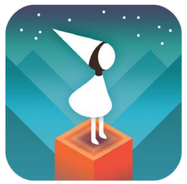

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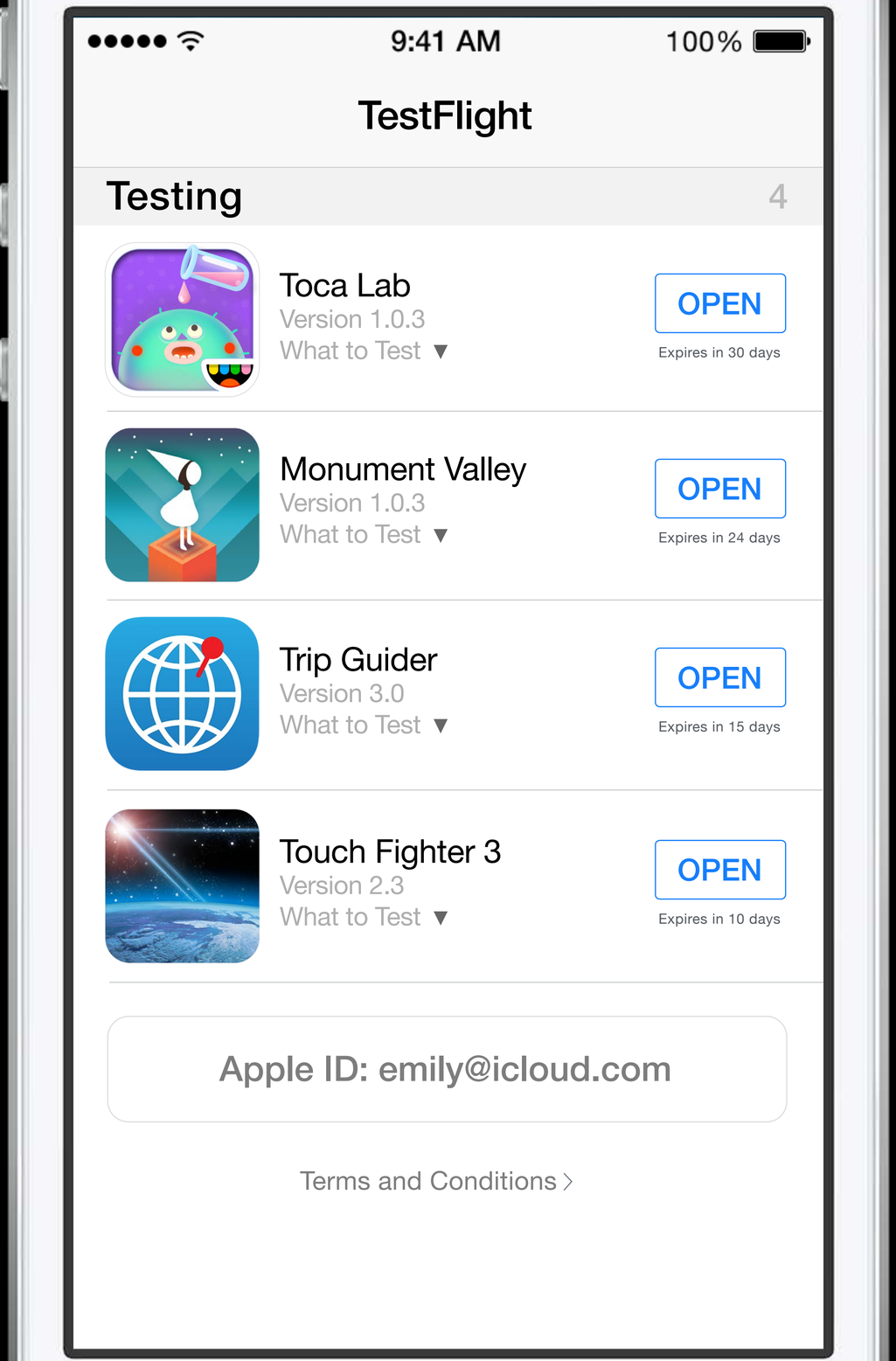
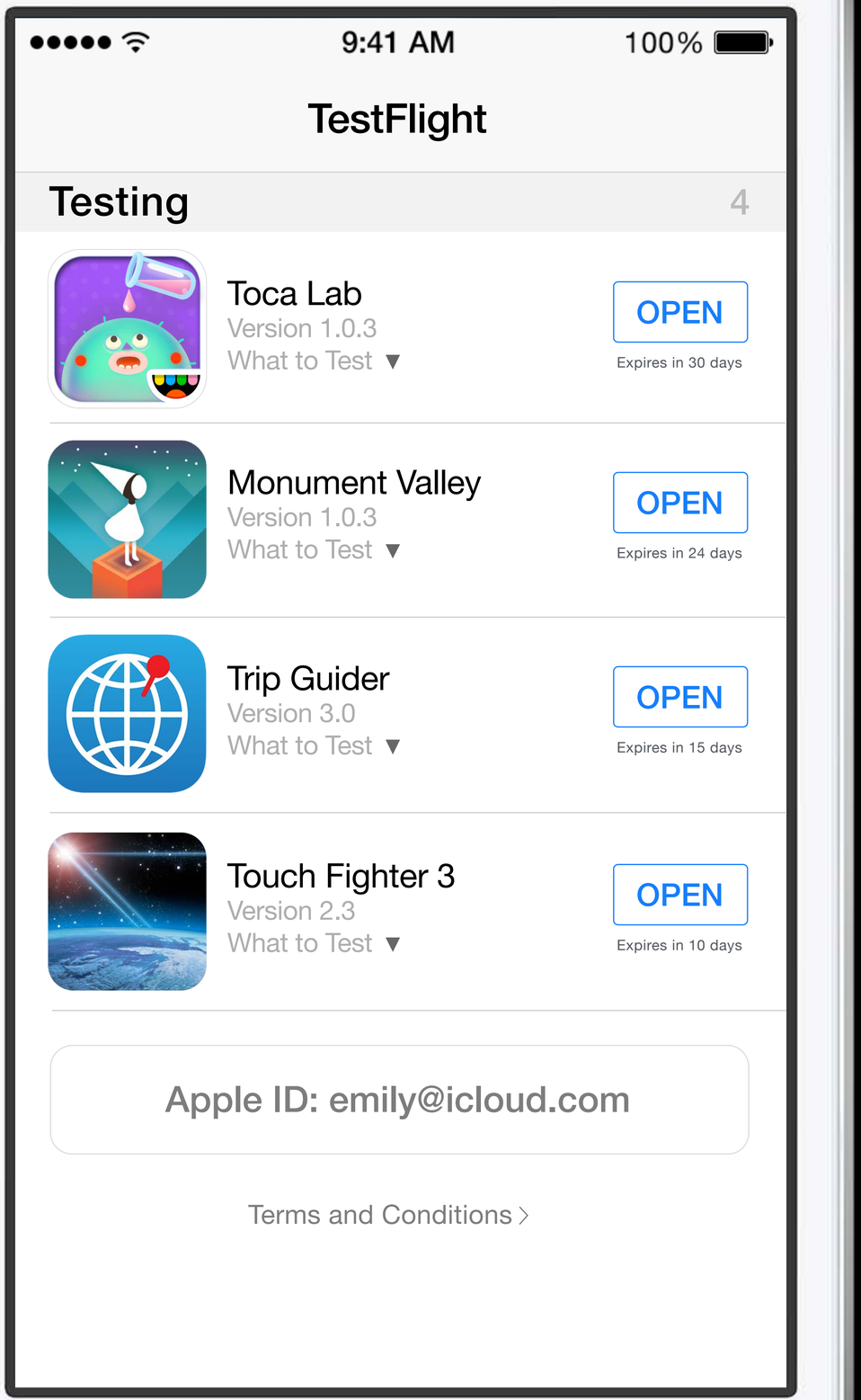
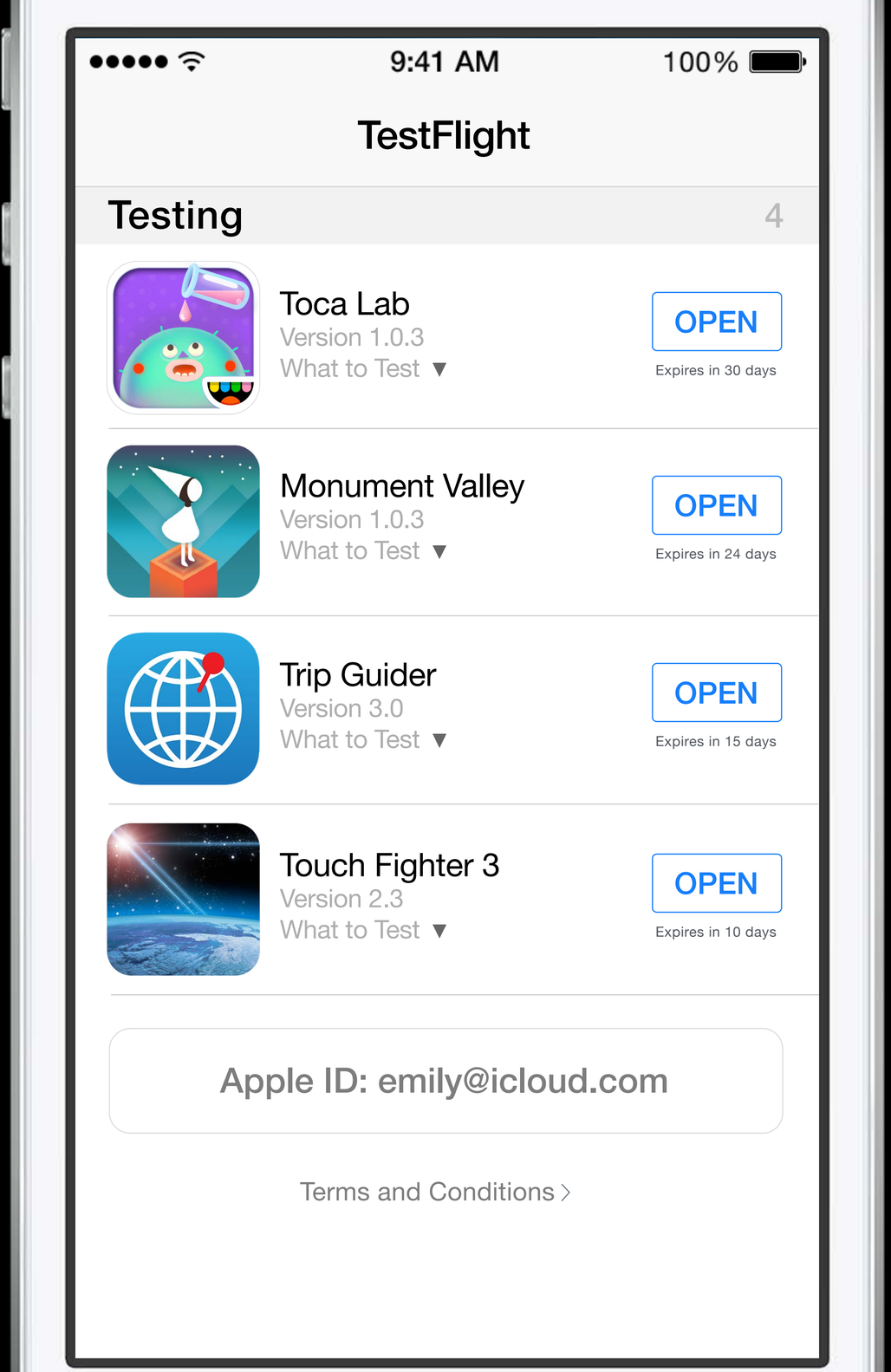


Up to 1,000 testers per app



Up to 1,000 testers per app

No UDIDs or profiles



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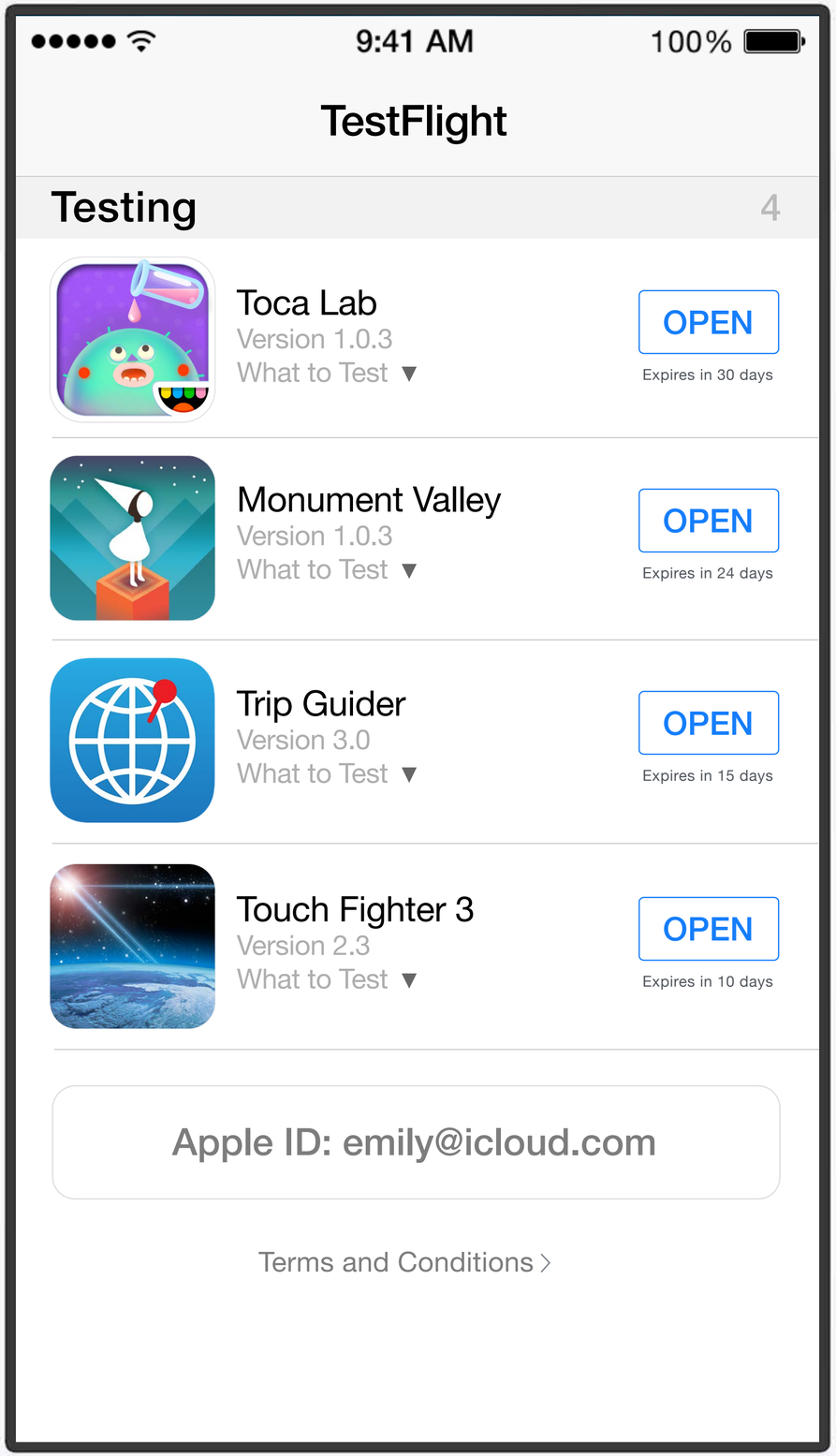
One-tap install or update



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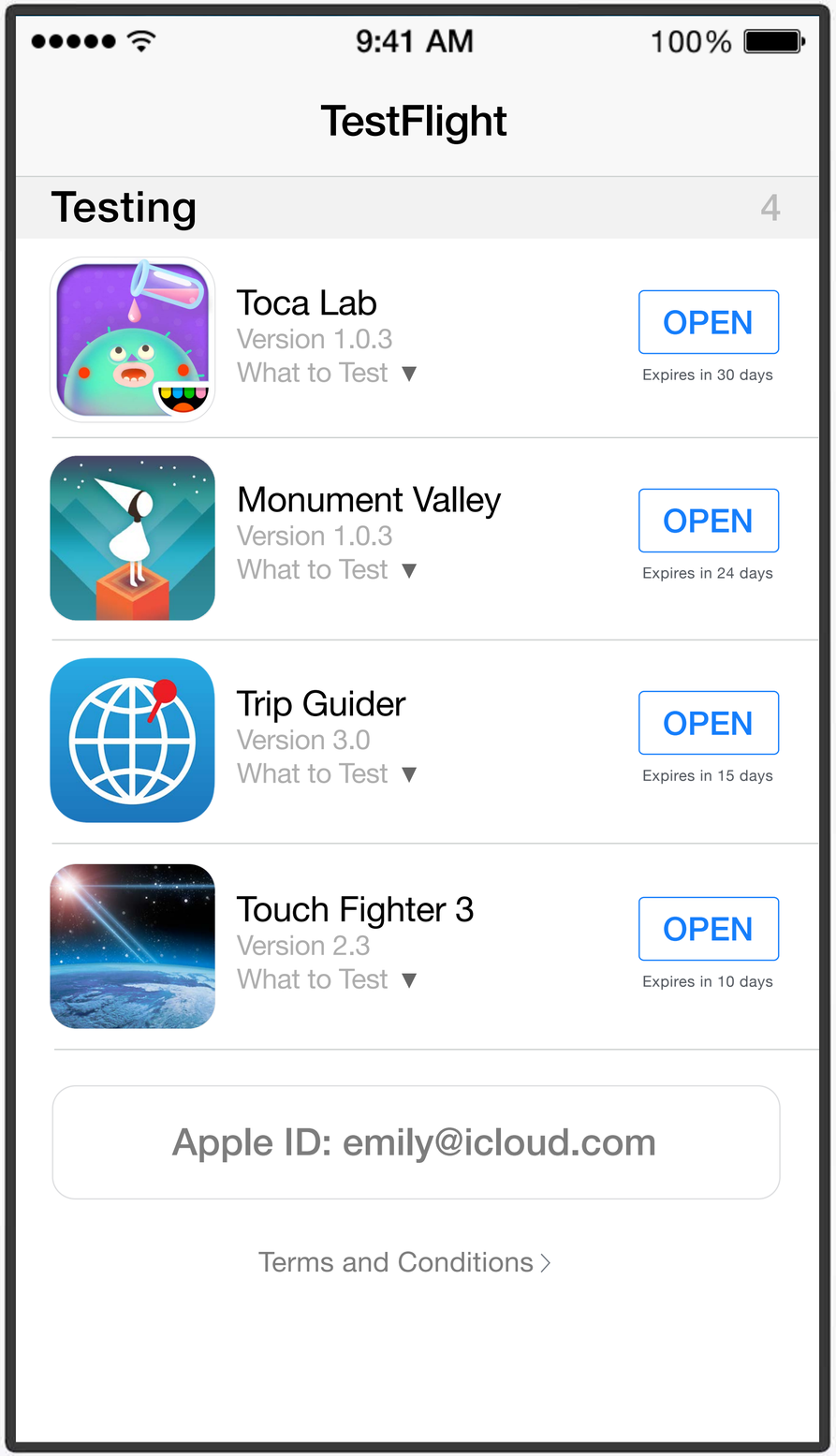
In-App Purchase Sandbox



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In-App Purchase Sandbox

TestFlight app for iOS

TestFlight Beta Testing

Wrap Up

App Review Tips

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Test! test! test!—targeted hardware is key

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Mac App Sandboxing—Select the checkbox in Xcode

iTunes Connect for iOS

9:41 AM

All | Top | Territories

1D | 1W | 2W | 5W | 13W | 26W

March 31, 2014 - May 4, 2014

Paid Apps (iOS)	238K
Free Apps (iOS)	876K
In-App (iOS)	126K
Updates (iOS)	945K
Paid Apps (OS X)	513K
Free Apps (OS X)	497K

Trends | Products | Search | Settings

9:41 AM

Recent

View in App Store

Trip Guider

iOS

(905)

10.0.3 | 10.0.2 | Reviews

Release This Version

Reject This Binary

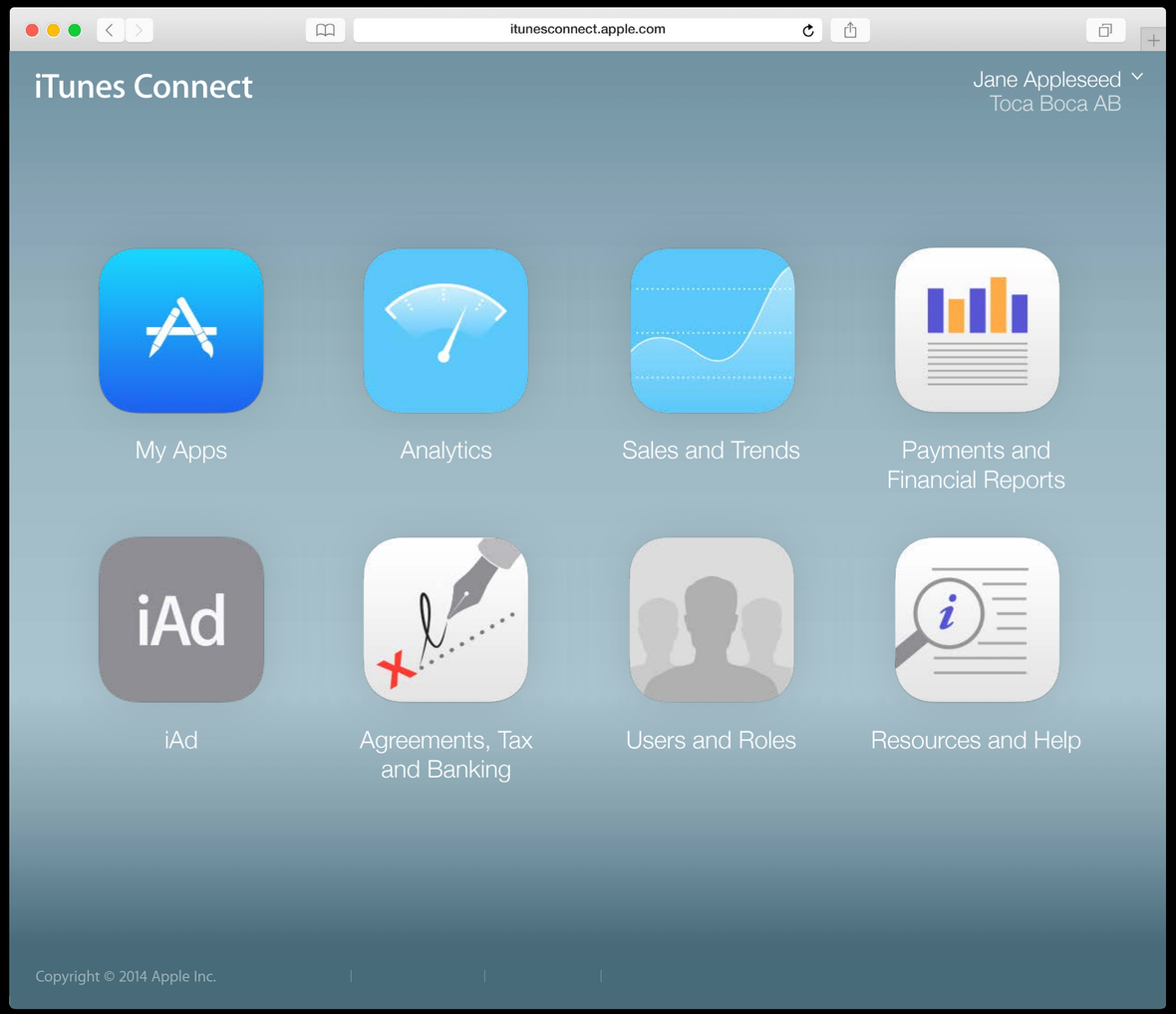
Status — Pending Developer Release

Language — English

Version Information

App Name	Trip Guider
Apple ID	408981434
SKU	23

Products | Search | Settings



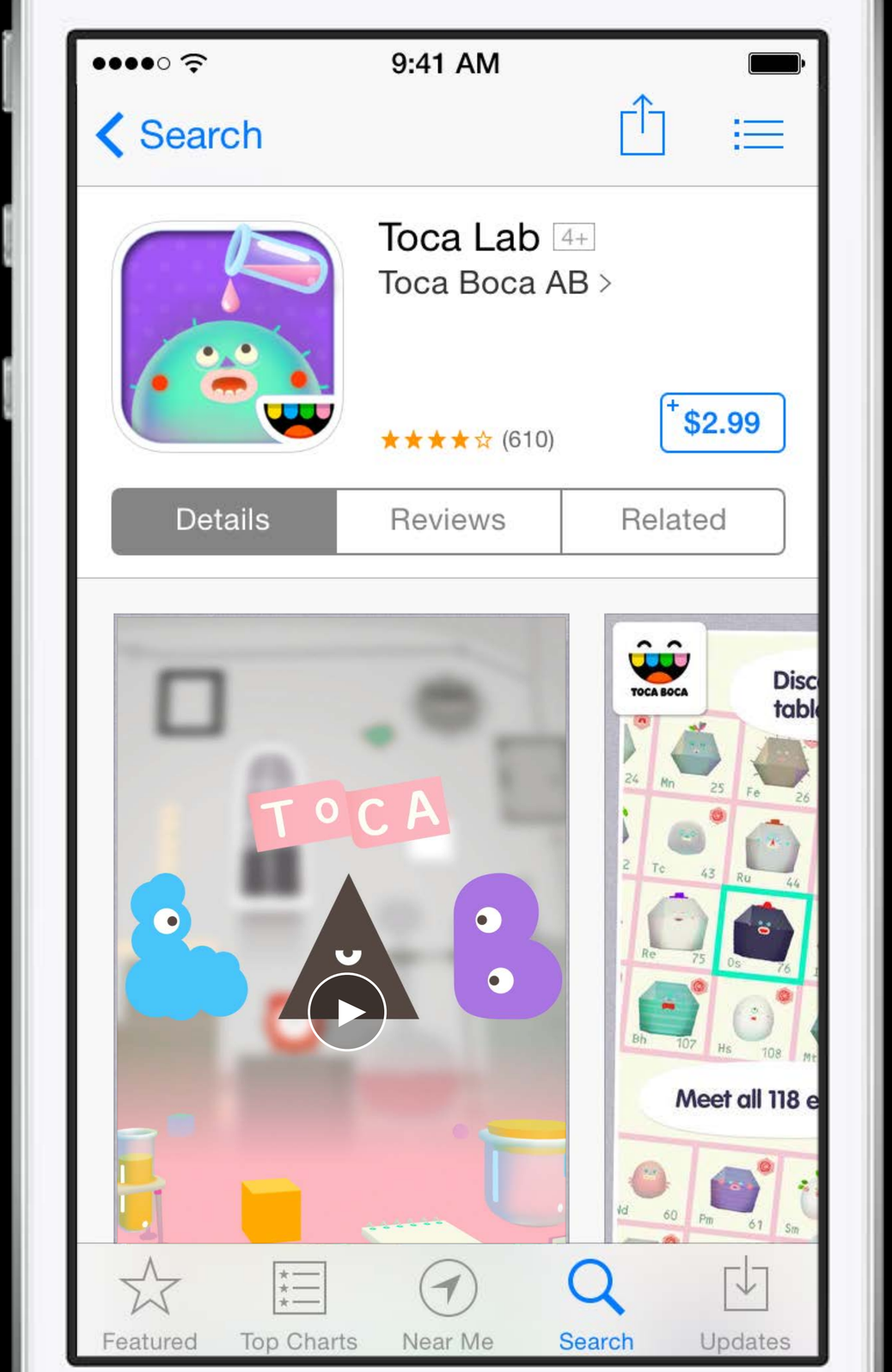
All-New Design

App Previews

App Bundles

App Analytics

TestFlight Beta Testing



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App Analytics

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This Fall

More Information

Evangelism
evangelism@apple.com

Contact
Developer Technical Support
http://www.apple.com/itunes/go/itunesconnect/contactus

Documentation
iTunes Connect Developer Guide
http://developer.apple.com/library/ios/iTunesConnectGuide

Apple Developer Forums
http://devforums.apple.com

Related Sessions

Optimizing In-App Purchases	Nob Hill	Wednesday 3:15PM
What's New in iAd Workbench	Russian Hill	Thursday 9:00AM
User Privacy in iOS and OS X	Nob Hill	Thursday 2:00PM
Advanced User Interfaces with Collection Views	Marina	Thursday 3:15PM
Creating Great App Previews	Russian Hill	Thursday 3:15PM

Labs

• iTunes Connect	Services Lab A	Wednesday 11:30AM
• iTunes Connect	Services Lab A	Thursday 3:15PM
• App Store	App Store Lab	Daily

WWDC14