

What's New in iTunes Connect

Session 305

Dave Van Tassell iTunes Connect Engineering
Mike Amirault iTunes Connect iOS Engineering
David Hopkins App Analytics Engineering

What's New in iTunes Connect

In-App Purchase

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

In-App Purchase

Subscriptions

In-App Purchase

Subscriptions

All categories

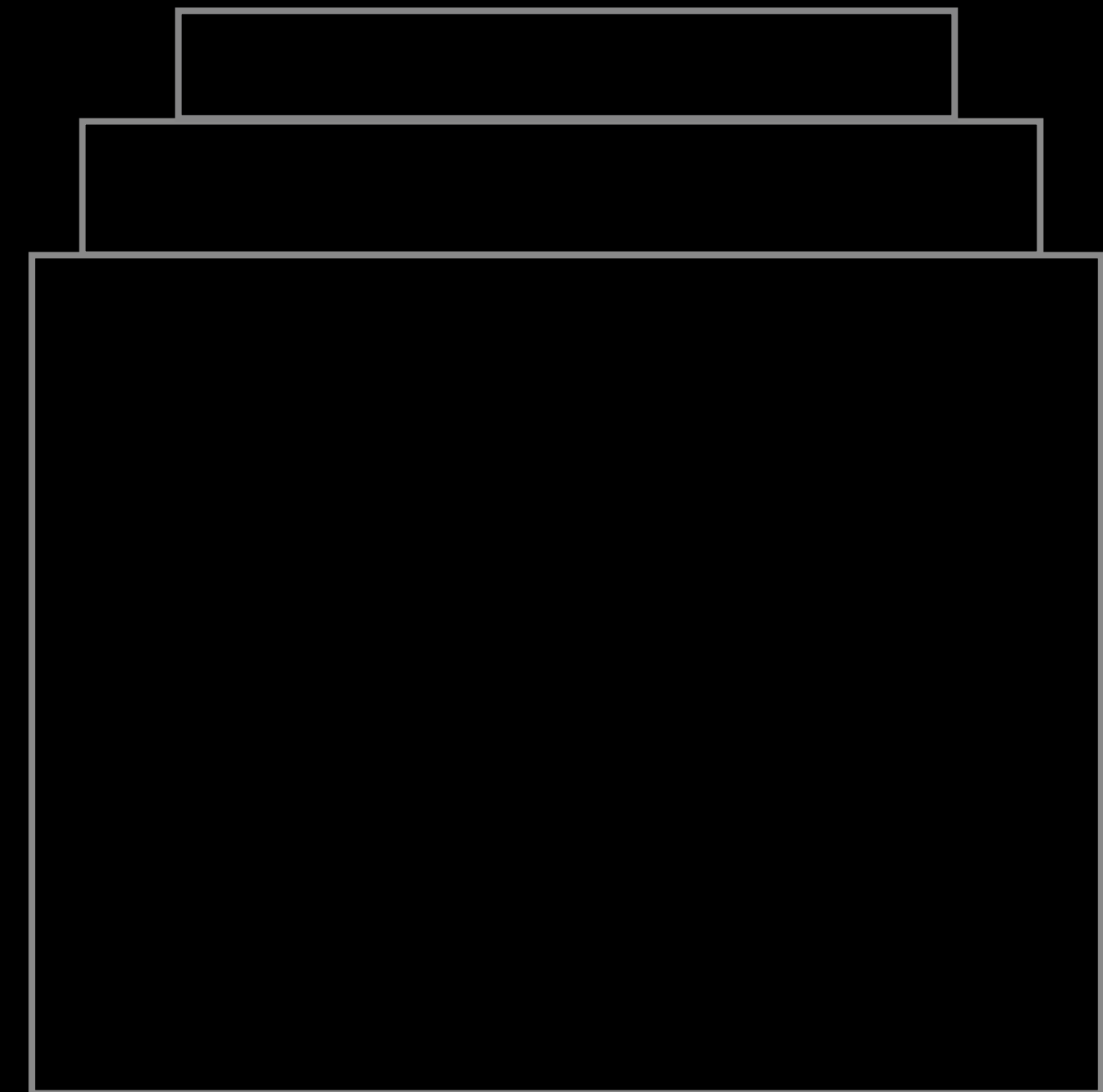
NEW

In-App Purchase

Subscriptions

NEW

All categories



In-App Purchase

Subscriptions

All categories

Territory pricing

NEW

In-App Purchase

Subscriptions

NEW

All categories

Territory pricing



In-App Purchase

Subscriptions



All categories

Territory pricing

New price tiers

In-App Purchase

Subscriptions

NEW

All categories

Territory pricing

New price tiers



In-App Purchase

Subscriptions

NEW

All categories

Territory pricing

New price tiers

Price preservation

In-App Purchase

Subscriptions

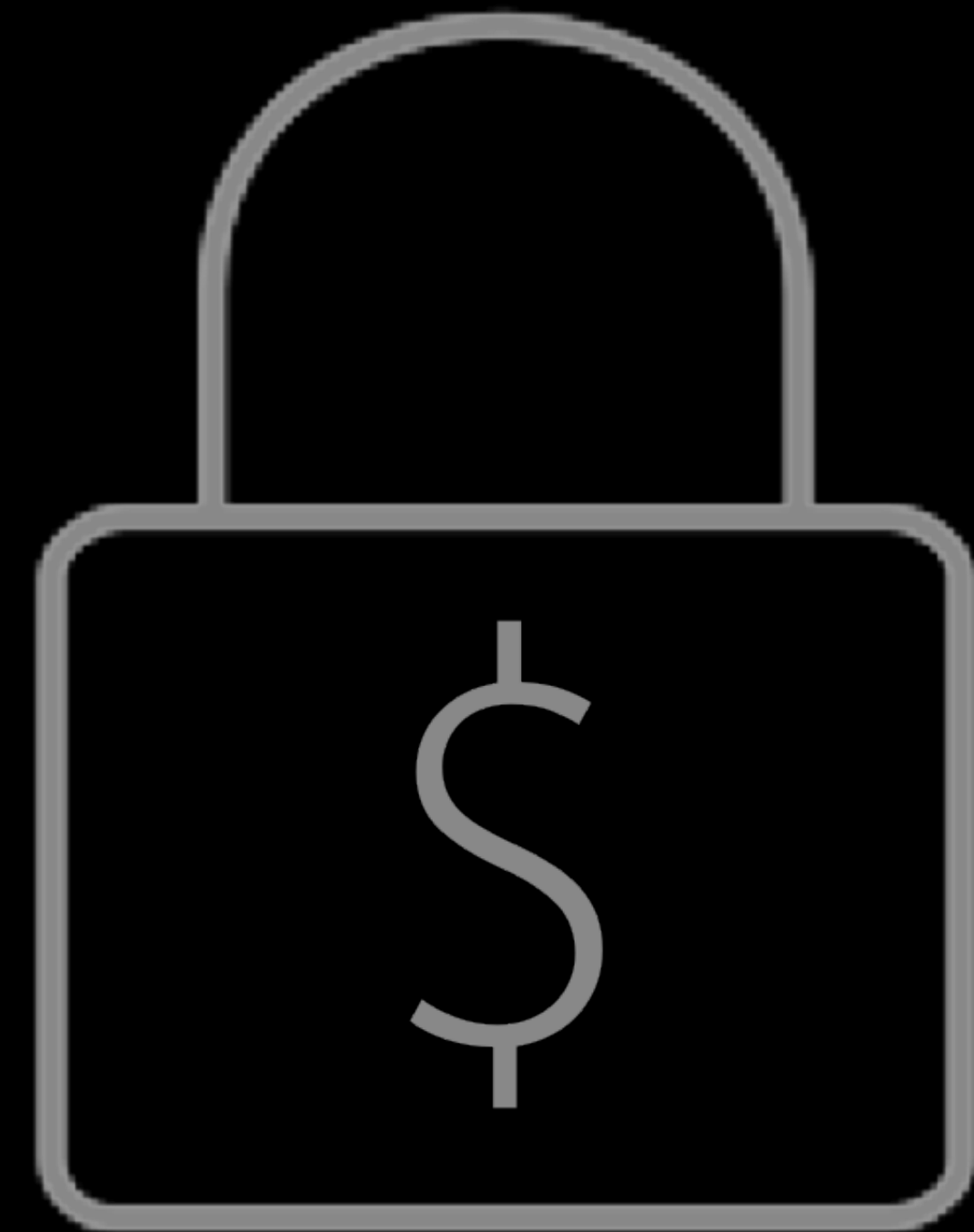
NEW

All categories

Territory pricing

New price tiers

Price preservation



In-App Purchase

Subscriptions

NEW

All categories

Territory pricing

New price tiers

Price preservation

85/15

In-App Purchase

Subscriptions

NEW

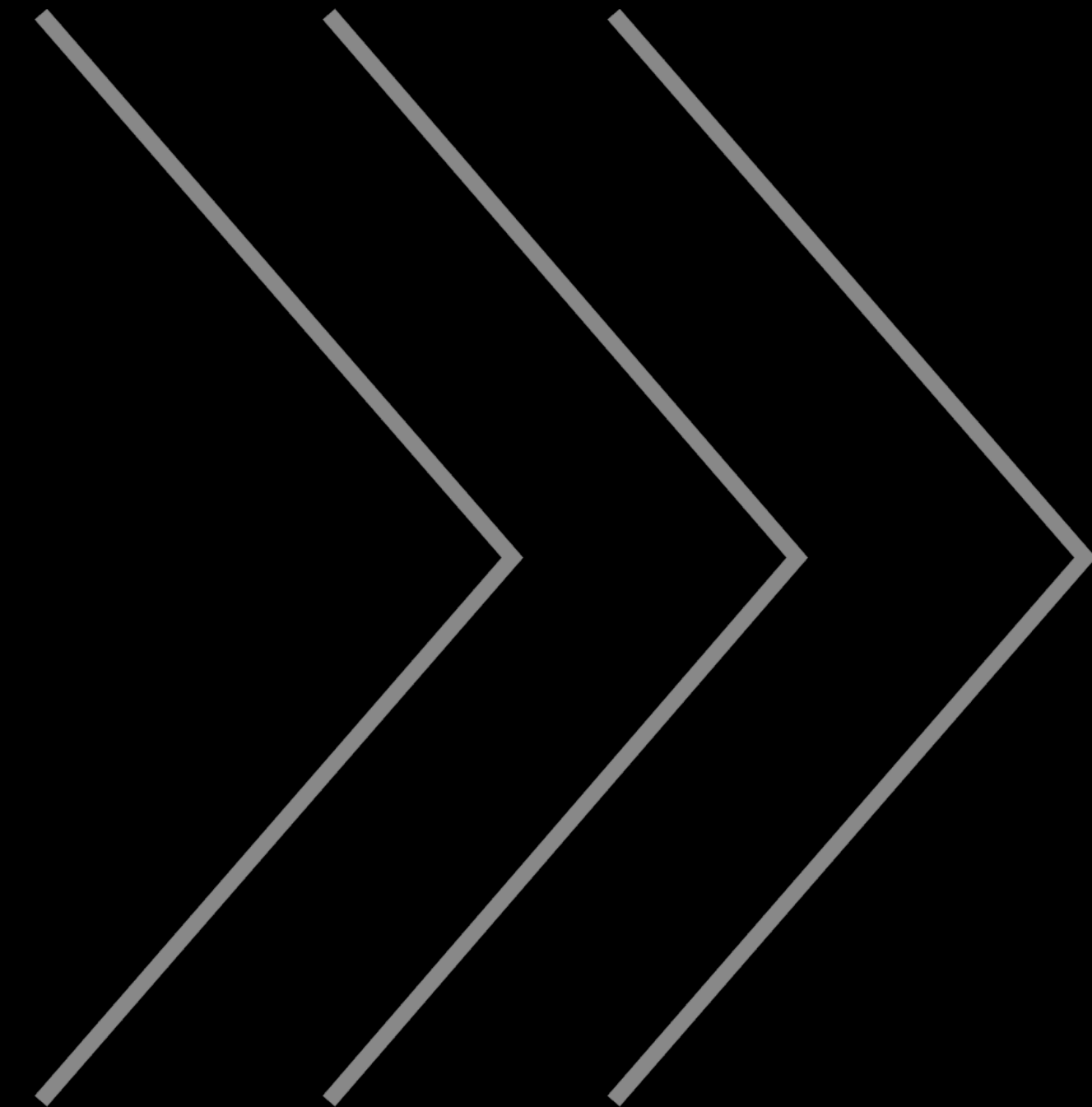
All categories

Territory pricing

New price tiers

Price preservation

85/15



In-App Purchase

Subscriptions

NEW

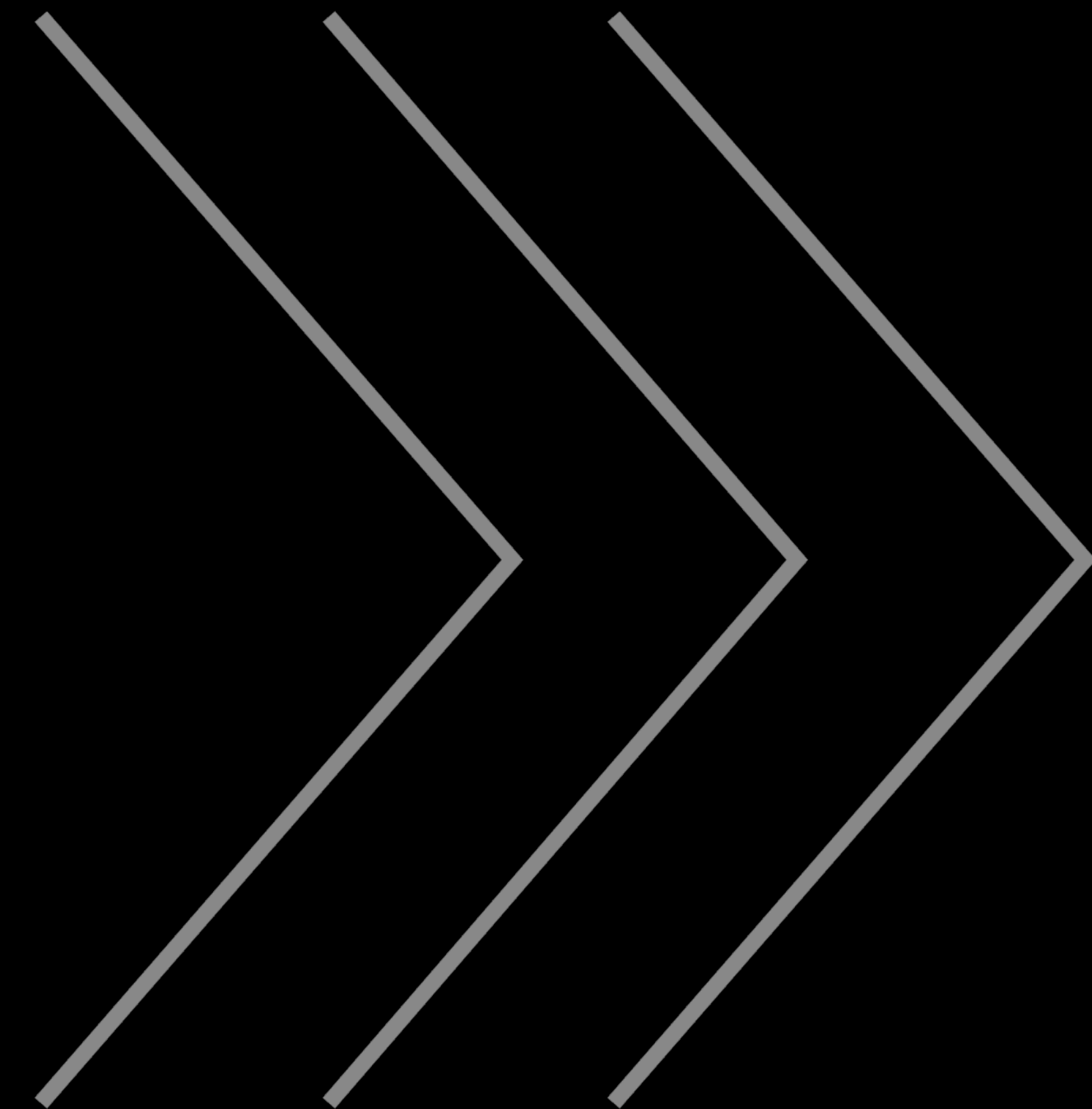
All categories

Territory pricing

New price tiers

Price preservation

85/15 Available Now!



In-App Purchase

Subscriptions

Using Store Kit for In-App Purchases with Swift 3

Mission

Tuesday 11:00AM

Introducing Expanded Subscriptions in iTunes Connect

Pacific Heights

Tuesday 4:00PM

Subscriptions

In-App Purchase Promo Codes

Apple Inc. Kelly Westover App Co

iTunes Connect My Apps Trip Guides

App Store Features Test Flight Activity App Analytics Sales and Trends

In-App Purchases
Game Center
Encryption
Promo Codes

Promo Codes Request Codes

Generate History

App Promo Codes 100 of 100 codes remaining

Version

Trip Guides 1.0	0
Trip Guides 1.1	0
Trip Guides 2.0	0

In-App Promo Codes +

Click + to add an In-App Purchase Promo Code

Apple Inc.

iTunes Connect My Apps ▾

Trip Guides ▾

Kelly Westover ▾
App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

In-App Purchases
Game Center
Encryption
Promo Codes

Promo Codes

Generate History

Request Codes

App Promo Codes 100 of 100 codes remaining

Version ▾

- Trip Guides 1.0
- Trip Guides 1.1
- Trip Guides 2.0

In-App Promo Codes +

Add In-App

- Best Hikes: Tibet Guide ... credit 1
- Dream Trips: Europe ... credit 1
- 3 of America's Best Road Trips ... credit 1

Cancel Add

Apple Inc.

iTunes Connect My Apps ▾

Trip Guides ▾

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App Co

App Store Features Test Flight Activity

App Analytics Sales and Trends

In-App Purchases

Game Center

Encryption

Promo Codes

Promo Codes

Promo Codes

Request Codes

Generate History

App Promo Codes

100 of 100 codes remaining

Version ▾

Trip Guides 1.0

Trip Guides 1.1

Trip Guides 2.0

In-App Promo Codes +

Add In-App

<input type="checkbox"/>	Best Hikes: Tibet Guide	... credit 1
<input checked="" type="checkbox"/>	Dream Trips: Europe	... credit 1
<input type="checkbox"/>	3 of America's Best Road Trips	... credit 1

Cancel Add

Apple Inc. Kelly Westover App Co

iTunes Connect My Apps Trip Guides

App Store Features Test Flight Activity App Analytics Sales and Trends

In-App Purchases
Game Center
Encryption
Promo Codes

Promo Codes [Request Codes](#)

Generate History

App Promo Codes 100 of 100 codes remaining

Version ▾

Trip Guides 1.0	0
Trip Guides 1.1	0
Trip Guides 2.0	0

In-App Promo Codes 100 of 100 codes remaining

Reference Name ▾	Product ID	
Dream Trips: Europe	tripguides.appco.prod.1	0

Apple Inc.

iTunes Connect My Apps ▾

Trip Guides ▾

Kelly Westover ▾
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App Store Features Test Flight Activity App Analytics Sales and Trends

In-App Purchases
Game Center
Encryption
Promo Codes

Promo Codes

Request Codes

Generate History

App Promo Codes 100 of 100 codes remaining

Version ▾

- Trip Guides 1.0
- Trip Guides 1.1
- Trip Guides 2.0

In-App Promo Codes (+)

Reference Name ▾	Product ID
Dream Trips: Europe	tripguides.appco.prod.1

100 of 100 codes remaining

0

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App Store | **Features** | Test Flight | Activity | App Analytics | Sales and Trends

In-App Purchases
Game Center
Encryption
Promo Codes

Promo Codes

Generate | History | [Request Codes](#)

App Promo Codes 100 of 100 codes remaining

Version ▾

- [Trip Guides 1.0](#)
- [Trip Guides 1.1](#)
- [Trip Guides 2.0](#)

In-App Promo Codes (+)

Reference Name ▾	Product ID
Dream Trips: Europe	tripguides.appco.prod.1

75 of 100 codes remaining

25

Apple Inc. Kelly Westover App Co

iTunes Connect My Apps Trip Guides

App Store Features Test Flight Activity App Analytics Sales and Trends

In-App Purchases
Game Center
Encryption
Promo Codes

Promo Codes [Request Codes](#)

Generate History

App Promo Codes 100 of 100 codes remaining

Version	
Trip Guides 1.0	0
Trip Guides 1.1	0
Trip Guides 2.0	0

In-App Promo Codes 75 of 100 codes remaining

Reference Name	Product ID	
Dream Trips: Europe	tripguides.appco.prod.1	25

Available This Fall

In-App Purchase

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

iTunes Connect for iOS

Mike Amirault

iTunes Connect iOS Engineering

What's iTunes Connect for iOS



What's iTunes Connect for iOS

Access to Sales and Trends data



What's iTunes Connect for iOS

Access to Sales and Trends data

Ratings and reviews for your apps



What's iTunes Connect for iOS

Access to Sales and Trends data

Ratings and reviews for your apps

The ability to reject a binary



What's iTunes Connect for iOS

Access to Sales and Trends data

Ratings and reviews for your apps

The ability to reject a binary

Release your app for the app store



What's iTunes Connect for iOS

Access to Sales and Trends data

Ratings and reviews for your apps

The ability to reject a binary

Release your app for the app store

Push notifications



What's New with iTunes Connect for iOS



What's New with iTunes Connect for iOS

New push notifications



What's New with iTunes Connect for iOS

New push notifications

Multiprovider support



What's New with iTunes Connect for iOS

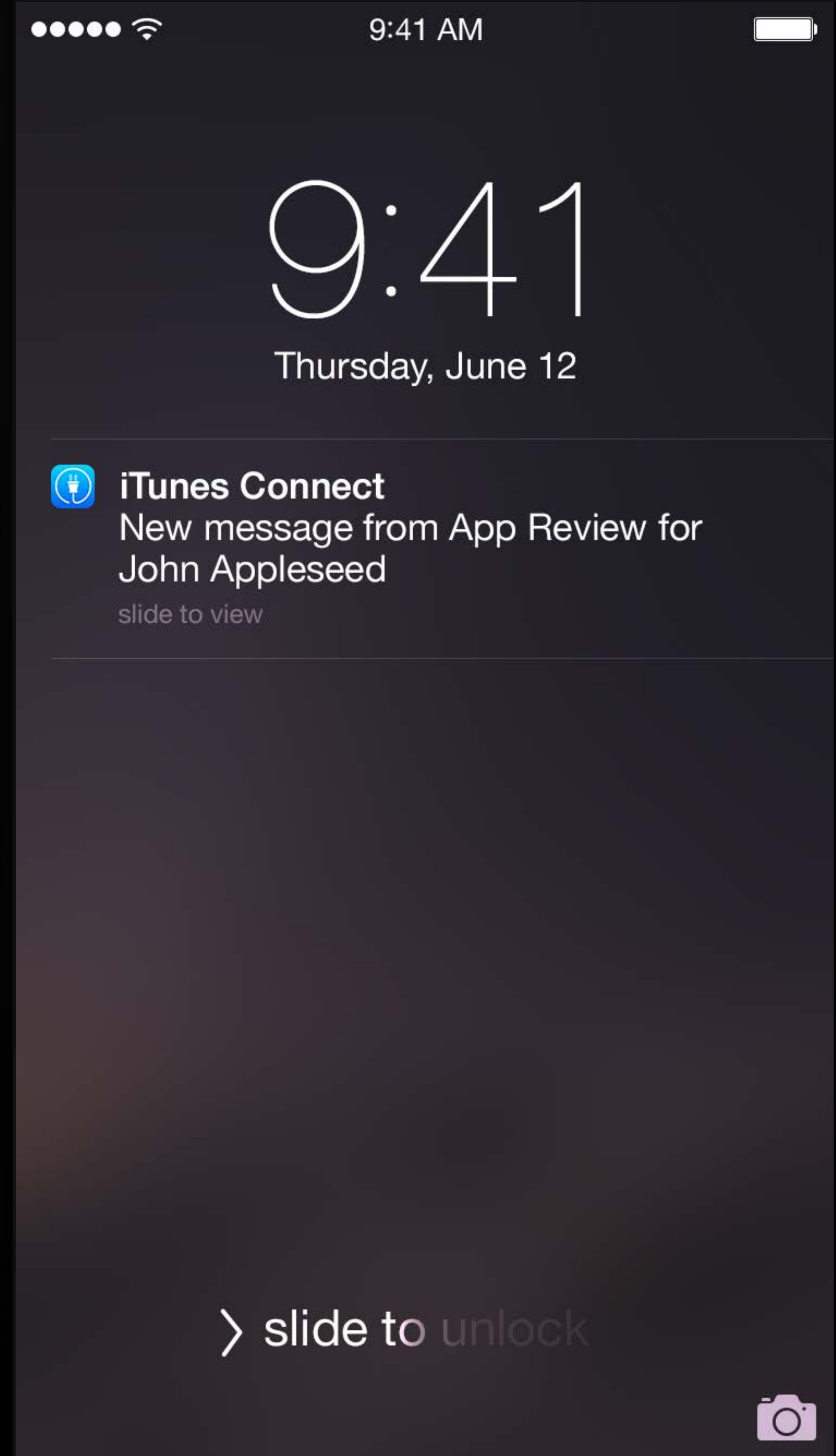
New push notifications

Multiprovider support

Resolution Center

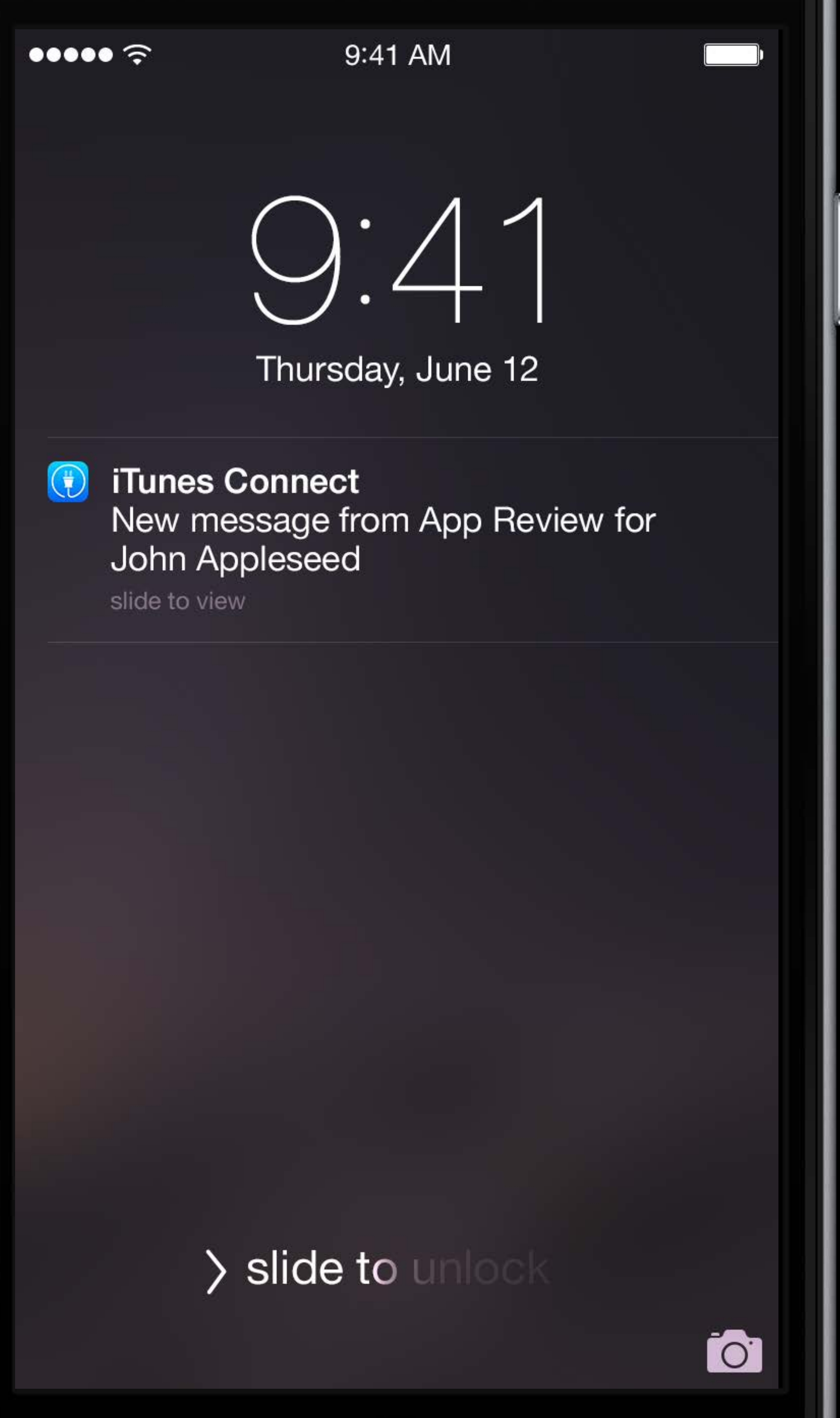


Push Notifications



Push Notifications

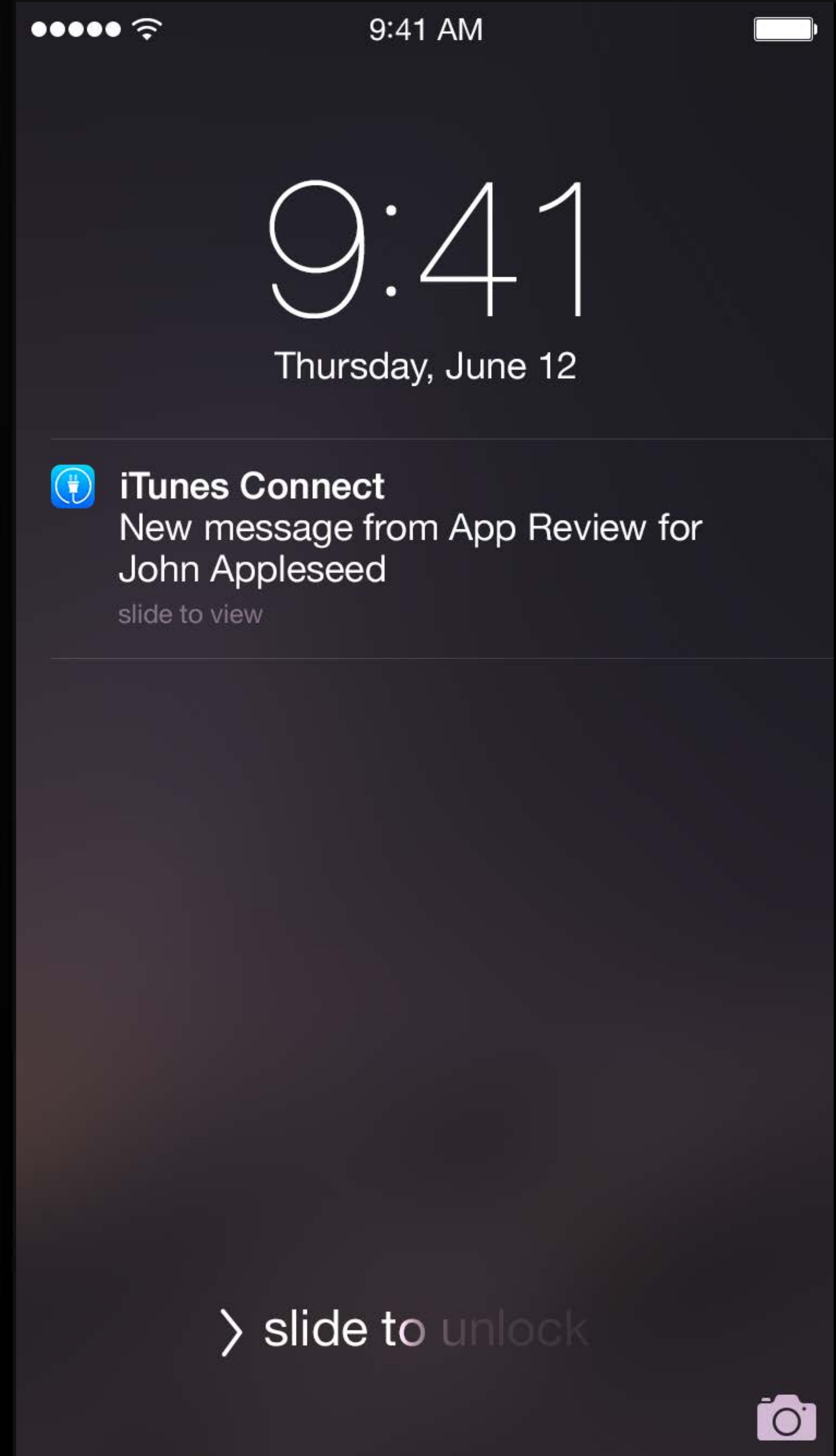
Apps contract expiring



Push Notifications

Apps contract expiring

Messages from app review



Push Notifications

Apps contract expiring

Messages from app review

App finished processing



Multiprovider



Recent Activity

Favorites

9 Favorites

Edit



Trip Guide

5 days ago

● 3.1 iOS ● 1.1 tvOS



Tide Minder

6 days ago

● 3.2 iOS



Bike Fixer

5 days ago

● 1.2 iOS



Goal Keeper

5 days ago

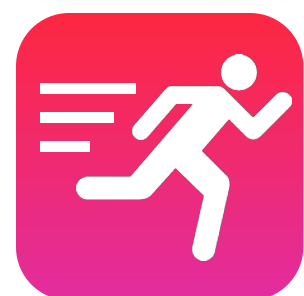
● 2.5.5 iOS ● 2.1 tvOS



Task Lister

5 days ago

● 2.2 iOS



Track Runner

4 hours ago

● 3.4 iOS



Meal Manager

5 days ago

● 4.01 iOS



Trends



Products



Search



Settings



9:41 AM

100%

Settings

Apple ID JohnAppleseed

Providers Apple Inc. >

Notifications >

Autofill Account

Use Touch ID

Auto Sign-Out

Version 3.2.1

You can enable Notifications in iOS Settings. Sales & Trends data is refreshed daily. Find help in the [FAQ](#).

[Sign Out](#)



Trends



Products



Search



Settings



9:41 AM

100%

[Settings](#)

Providers

Apple Inc.



Beats Electronics

FileMaker Inc.

Apple Tools



9:41 AM

100%

[Settings](#)

Providers

Apple Inc.

Beats Electronics

FileMaker Inc.

Apple Tools





Recent Activity

Favorites

1 Favorite

Edit



iTunes Connect

1 month ago

● 3.2 iOS



Trends



Products



Search



Settings

Resolution Center



Recent Activity

Favorites

9 Favorites

Edit



1

Trip Guide

5 days ago

3.1 iOS 1.1 tvOS



Tide Minder

6 days ago

3.2 iOS



3

Bike Fixer

5 days ago

1.2 iOS



Goal Keeper

5 days ago

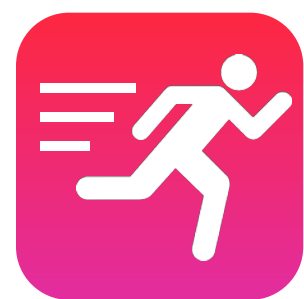
2.5.5 iOS 2.1 tvOS



Task Lister

5 days ago

2.2 iOS



Track Runner

4 hours ago

3.4 iOS



Meal Manager

5 days ago

4.01 iOS



Trends



Products



Search



Settings

1 There is 1 unresolved iOS issue. >



Trip Guide

★★★★☆ (1,584)

2.0.6

2.0.7

Reviews

[Release This Version](#)

[Reject This Binary](#)

Status ● Pending Developer Release >

Language English >

Version Information

Apple ID 408709785
 SKU 061-8746
 Bundle ID com.apple.mobile
 Rating 4+
 Keywords iLife
 Copyright © 2011 - 2016 Apple Inc.
 Support URL <http://www.apple.com/support/ios>
 Marketing URL <http://www.apple.com>

Description



Trends



Products



Search



Settings



9:41 AM

100%

< Resolution Center



From Apple

2. - FUNCTIONALITY

2.1 Details

Your app is a 64-bit app that does not function in iOS 8. Apps submitted to the App Store must include 64-bit support and be built with iOS 8 SDK.

Next Steps

To enable 64-bit in your project, we recommend using the default Xcode build setting of "Standard architectures" to build a single binary with both 32-bit and 64-bit code.

To reject this binary:

- Log in to iTunes Connect
- Click on "My Apps"
- Select your app
- On "Versions" this message appears: You can only edit all information while your version is waiting for review. To submit a new build, you must remove this version from review."
- Click "remove this version from review"

Resources

To learn more, please refer to the [64-bit Transition Guide for Cocoa Touch](#).

If you have difficulty reproducing a reported issue, please try testing the workflow described in [Technical Q&A QA1764: How to reproduce bugs reported against App Store submissions](#).

If you have code-level questions after utilizing the above resources, you may wish to consult with [Apple Developer Technical Support](#). When the DTS engineer follows up with you, please be ready to provide:

- complete details of your rejection issue(s)
- screenshots
- steps to reproduce the issue(s)
- [symbolicated crash logs](#) - if your issue results in a crash log



9:41 AM

100%

Resolution Center



From Apple

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- Click "remove this version from review"

Resources

To learn more, please refer to the [64-bit Transition Guide for Cocoa](#)

Reply

Forward

Print

Cancel

[← Back](#)

From  Apple

2. - FUNCTIONALITY

2.1 Details

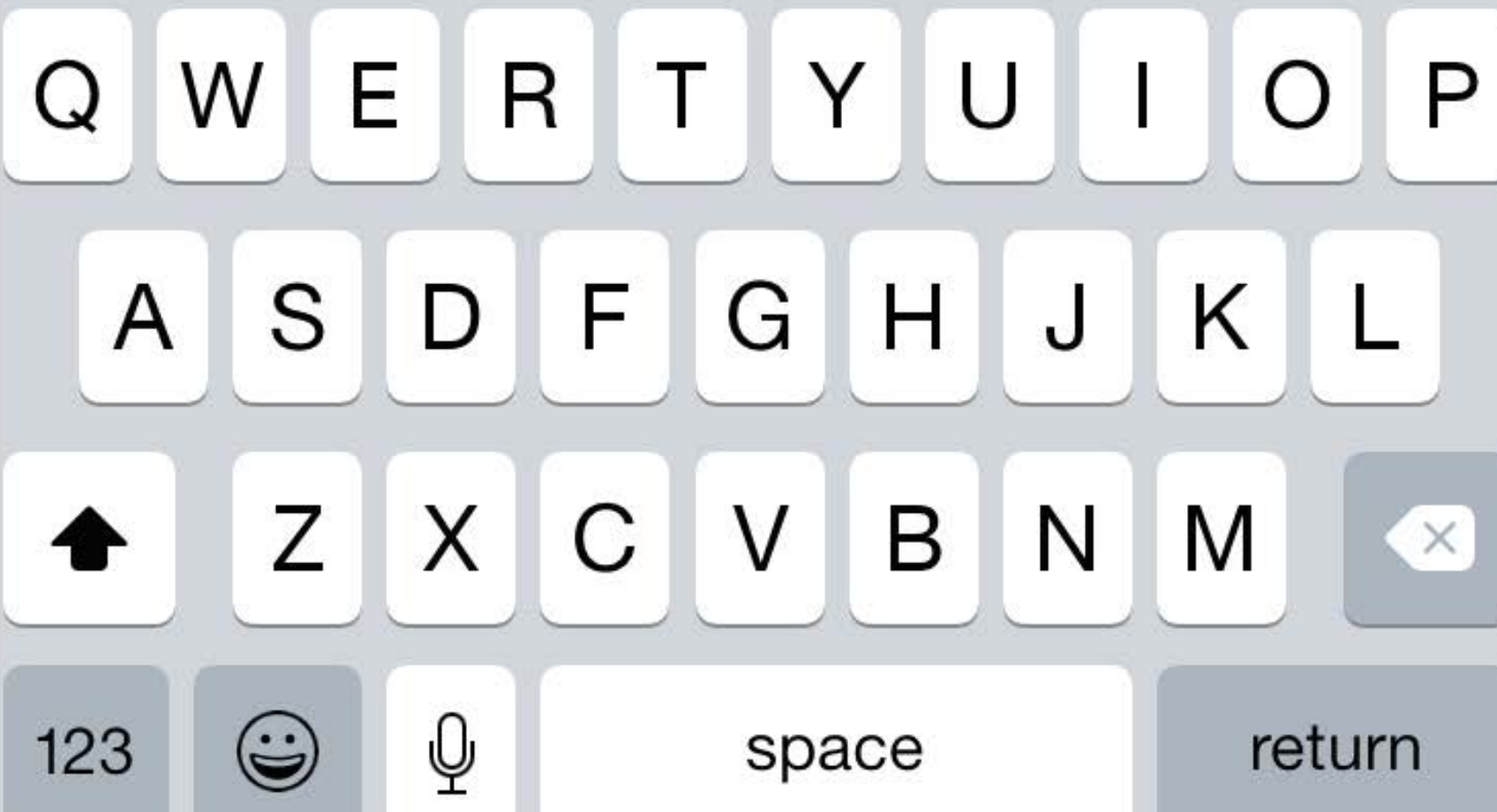
Your app is a 64-bit app that does not function in iOS 8. Apps submitted to the App Store must include 64-bit support and be built with iOS 8 SDK.

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[← Back](#)

From  Apple

2. - FUNCTIONALITY

2.1 Details

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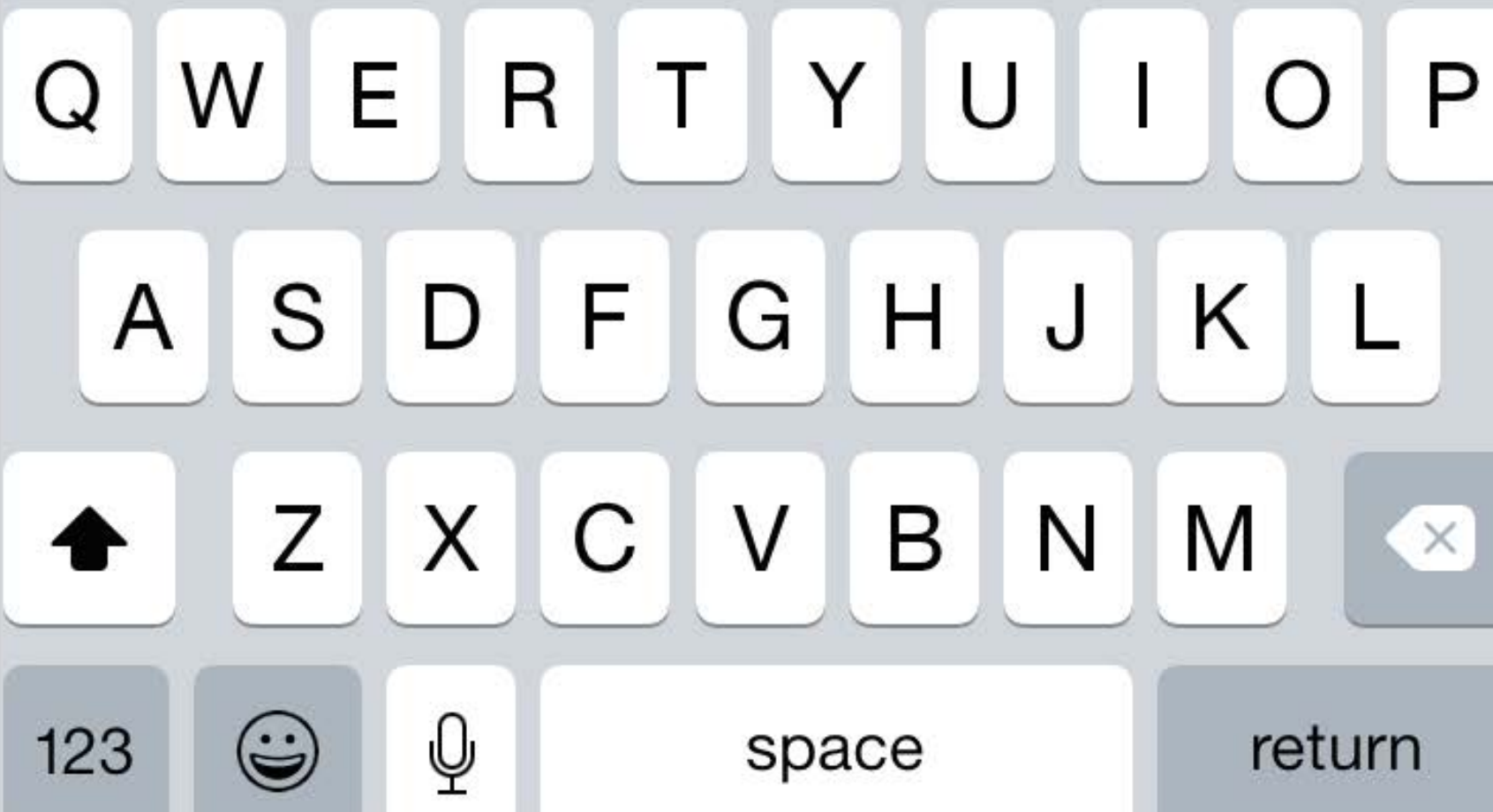
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- Select your app
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- Click "remove this version from review"

We will make the update and resubmit.



What's Next

Sales and Proceeds

All Top Territories

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

May 26 - June 1, 2016 Total Change

iOS AND tvOS APPS

Paid 6,426K 8,003K

Free 243.4K 55,475K

In App 209.8K 2,121K

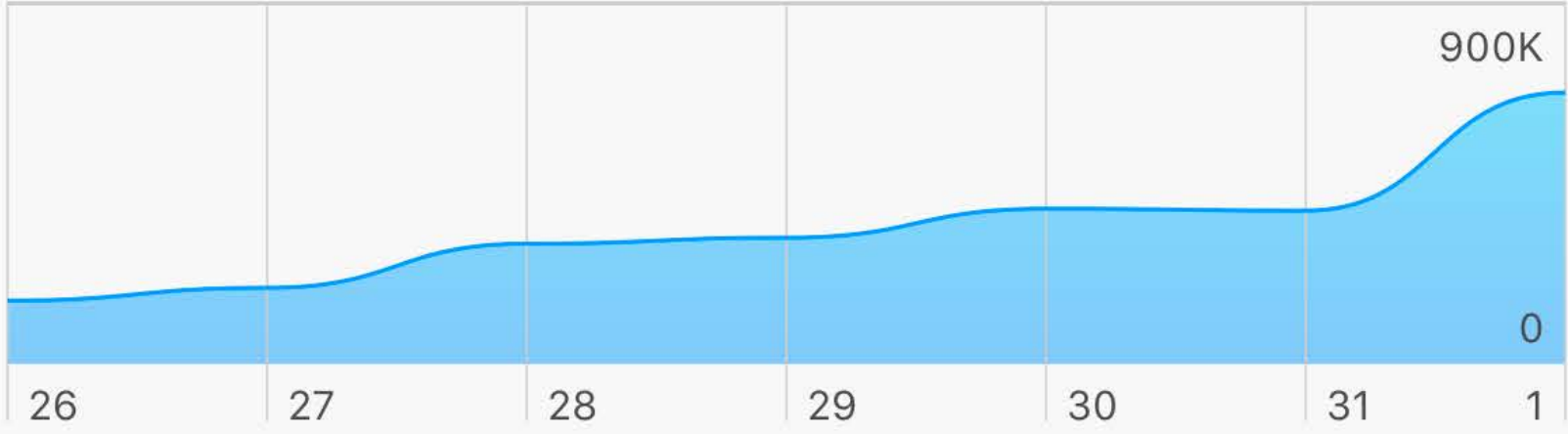
Updates 2,359K 348K

App Bundles 0 0

MAC APPS

Paid 915K 22K

In App 0 0



Trends



Products



Search



Settings

All Top Territories

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

May 26 - June 1, 2016 Total Sales

iOS AND tvOS APPS

Paid 6,426K \$6,340K

Free 243.4K \$0

In App 209.8K \$601.2K

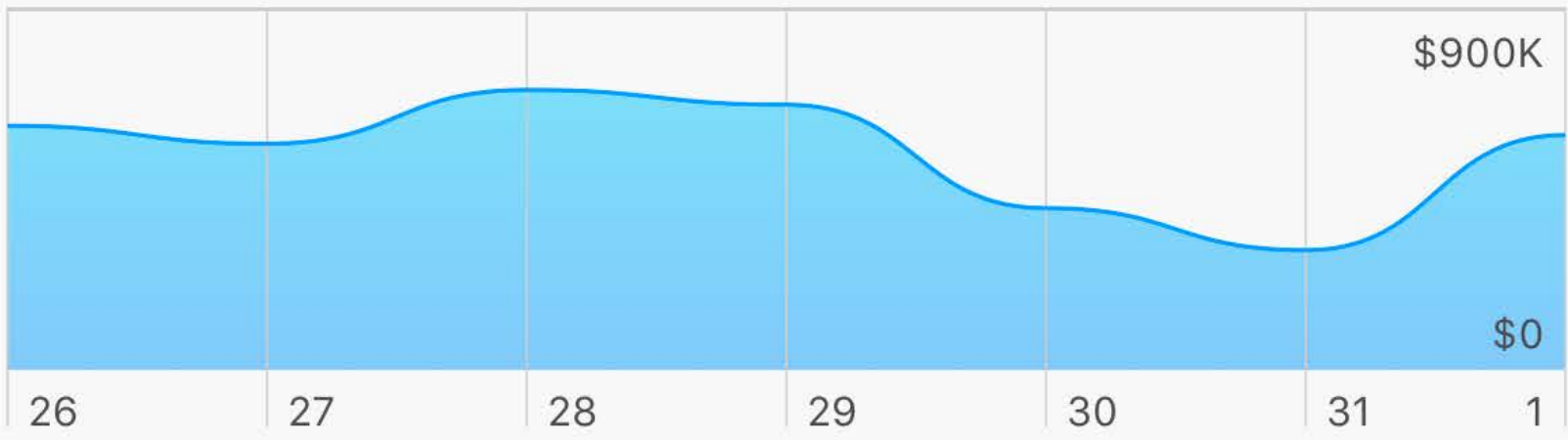
Updates 2,359K \$0

App Bundles 0 \$0

MAC APPS

Paid 915K \$1,830K

In App 0 0



Trends



Products



Search



Settings

All Top Territories

View

Downloaded >

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

May 26 - June 1, 2016

Total Sales

1	Trip Guide	6,426K	\$4,498K >
2	Tide Minder	942	\$1,874 >
3	Bike Fixer	12,015K	\$0 >
4	Goal Keeper	1,289K	\$0 >
5	Task Lister	12,586	\$25,046 >
6	Track Runner	35,015K	\$0 >
7	Meal Manager	135K	\$133K >



Trends



Products



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Settings

< Recent



Trip Guide
iOS

★★★★☆ (1,584)

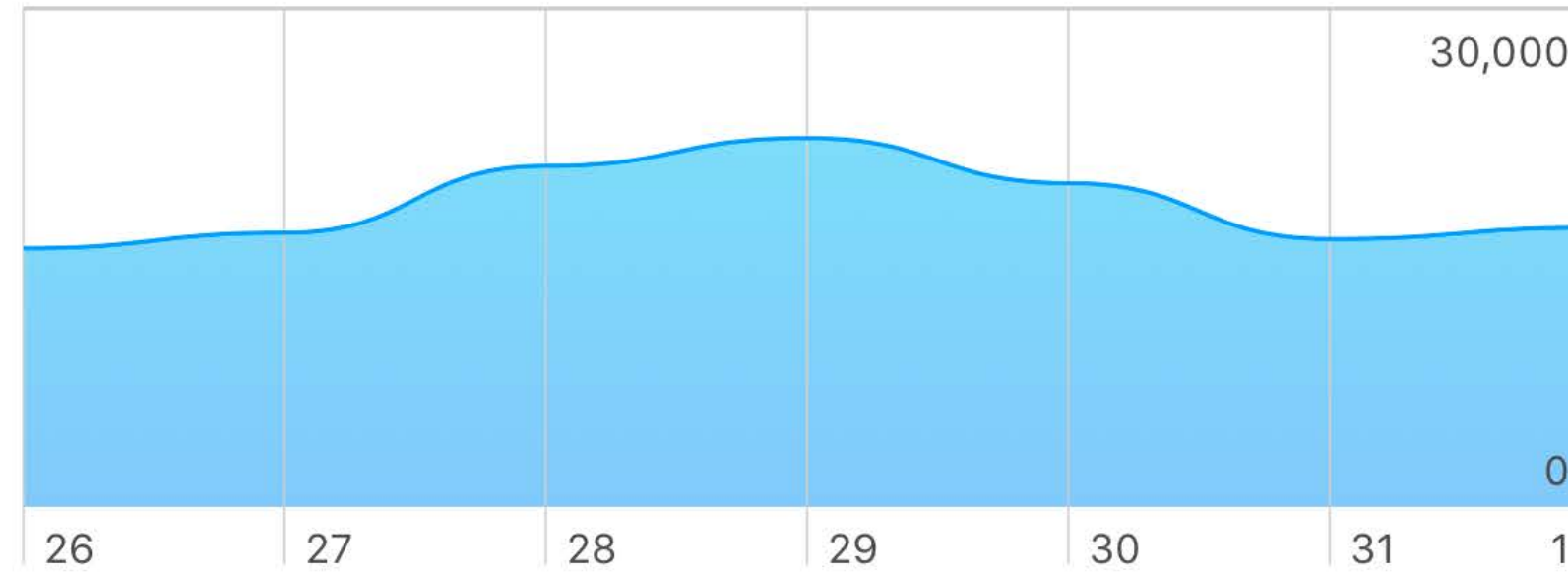


Details Trends

View

Units >

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



Daily Weekly

May 26, 2016	15,374
May 27, 2016	16,290
May 28, 2016	20,267
May 29, 2016	21,927
May 30, 2016	19,244
May 31, 2016	15,925
June 1, 2016	16,602



Trends



Products



Search



Settings



9:41 AM

100%

[← Back](#)

View

Units



Proceeds

Sales

Updates



Trends



Products



Search



Settings

 [Back](#)

View

Units

Proceeds

Sales



Updates



Trends



Products



Search



Settings

[← Recent](#)



Trip Guide
iOS

★★★★☆ (1,584)

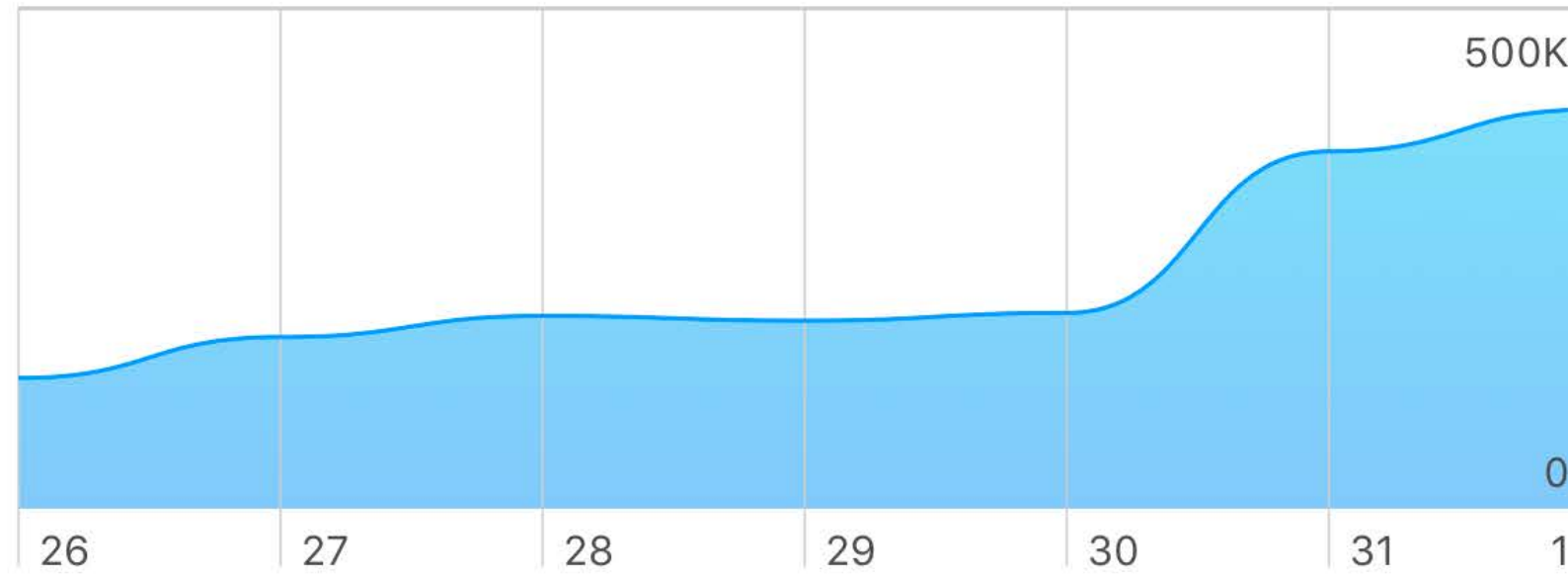


Details Trends

View

Sales >

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



Daily Weekly

May 26, 2016	\$129,038
May 27, 2016	\$169,568
May 28, 2016	\$190,290
May 29, 2016	\$185,702
May 30, 2016	\$193,296
May 31, 2016	\$352,728
June 1, 2016	\$394,068



Trends



Products



Search



Settings

Sales and Proceeds

Sales and Proceeds

Available Today

Demo

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

App Analytics

David Hopkins

App Analytics Engineering



App Analytics

Why App Analytics

Why App Analytics

Why App Analytics

Analytics provides answers

Why App Analytics

Analytics provides answers

Reveals missed opportunities

Why App Analytics

Analytics provides answers

Reveals missed opportunities

Helps you build a better app

Analytics Data

Analytics Data

Analytics Data

App Store data

Analytics Data

App Store data

Sales data

Analytics Data

App Store data

Sales data

Usage data

App Store Data



Trip Guide 4+

App Co >

Offers In-App Purchases

★★★★★ (5,974)

⁺\$3.99



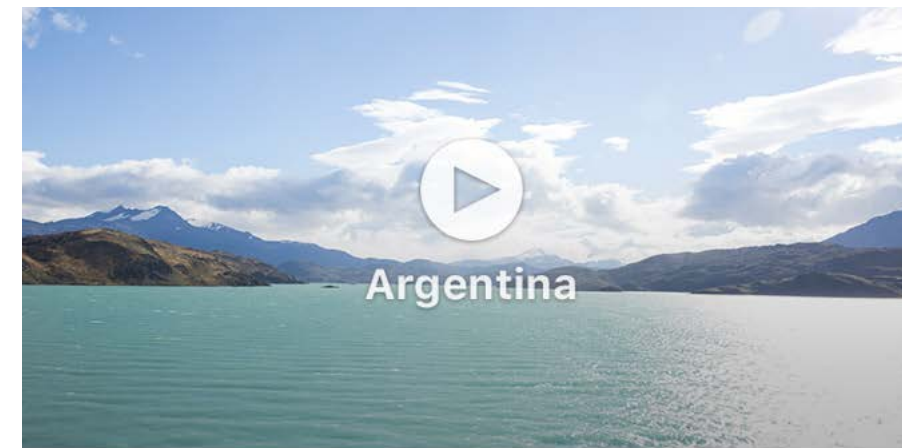
Offers Apple Watch App

Details

Reviews

Related

iPhone



Argentina

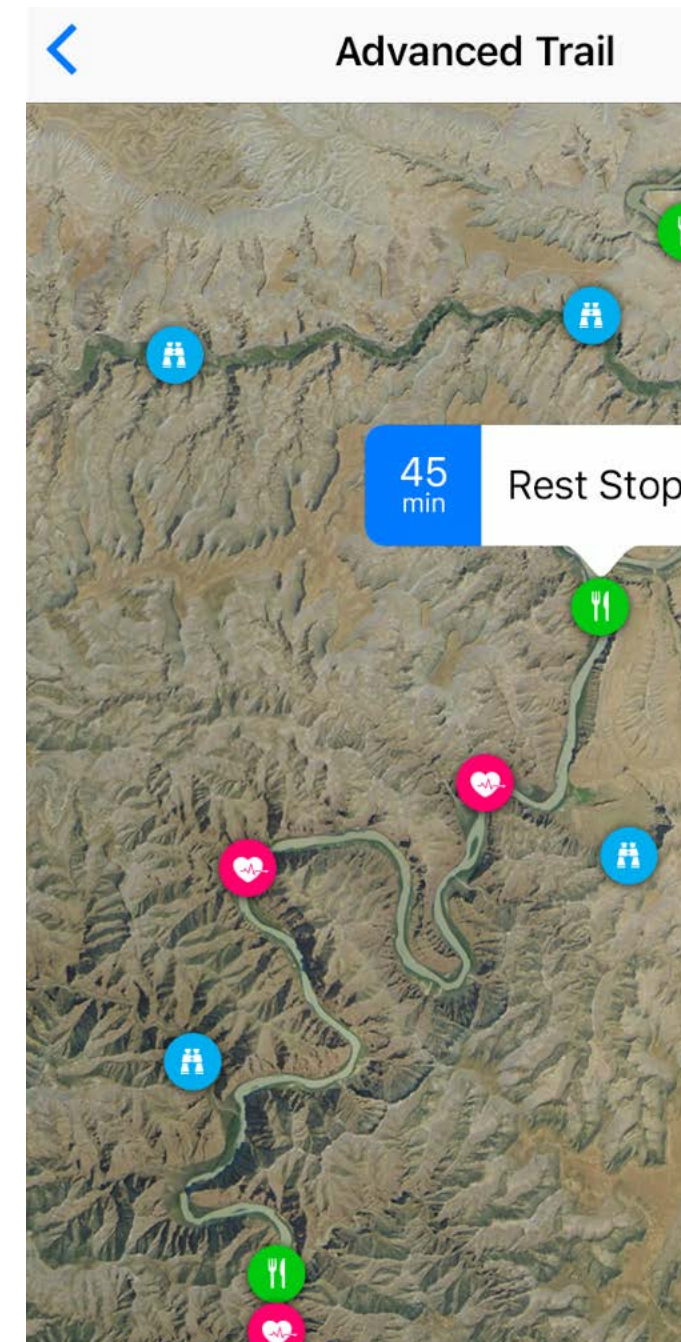


My Trips

Popular

Favorites

Recently Viewed Guides



Advanced Trail

45 min Rest Stop



Featured



Categories



Top Charts

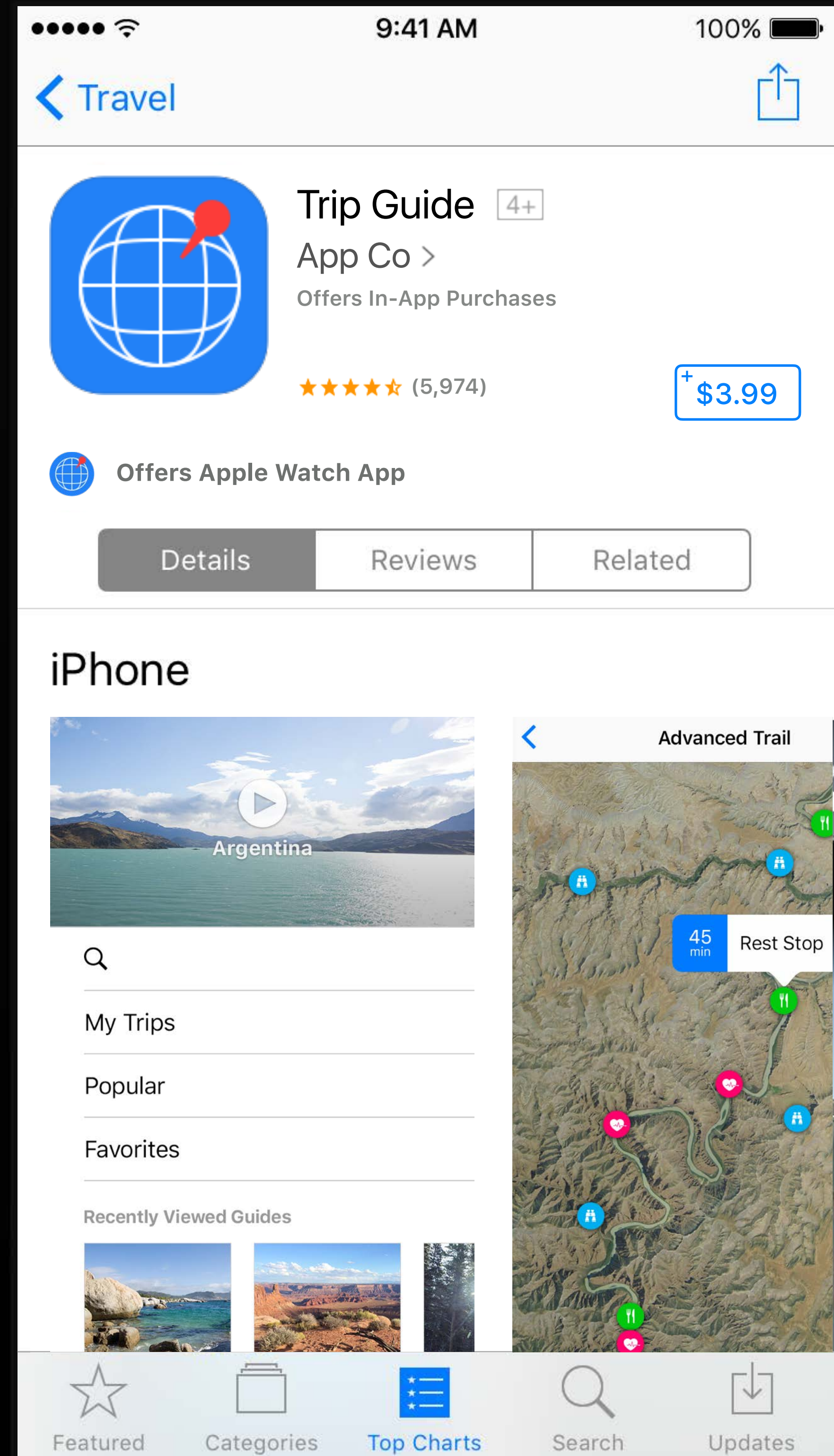


Search

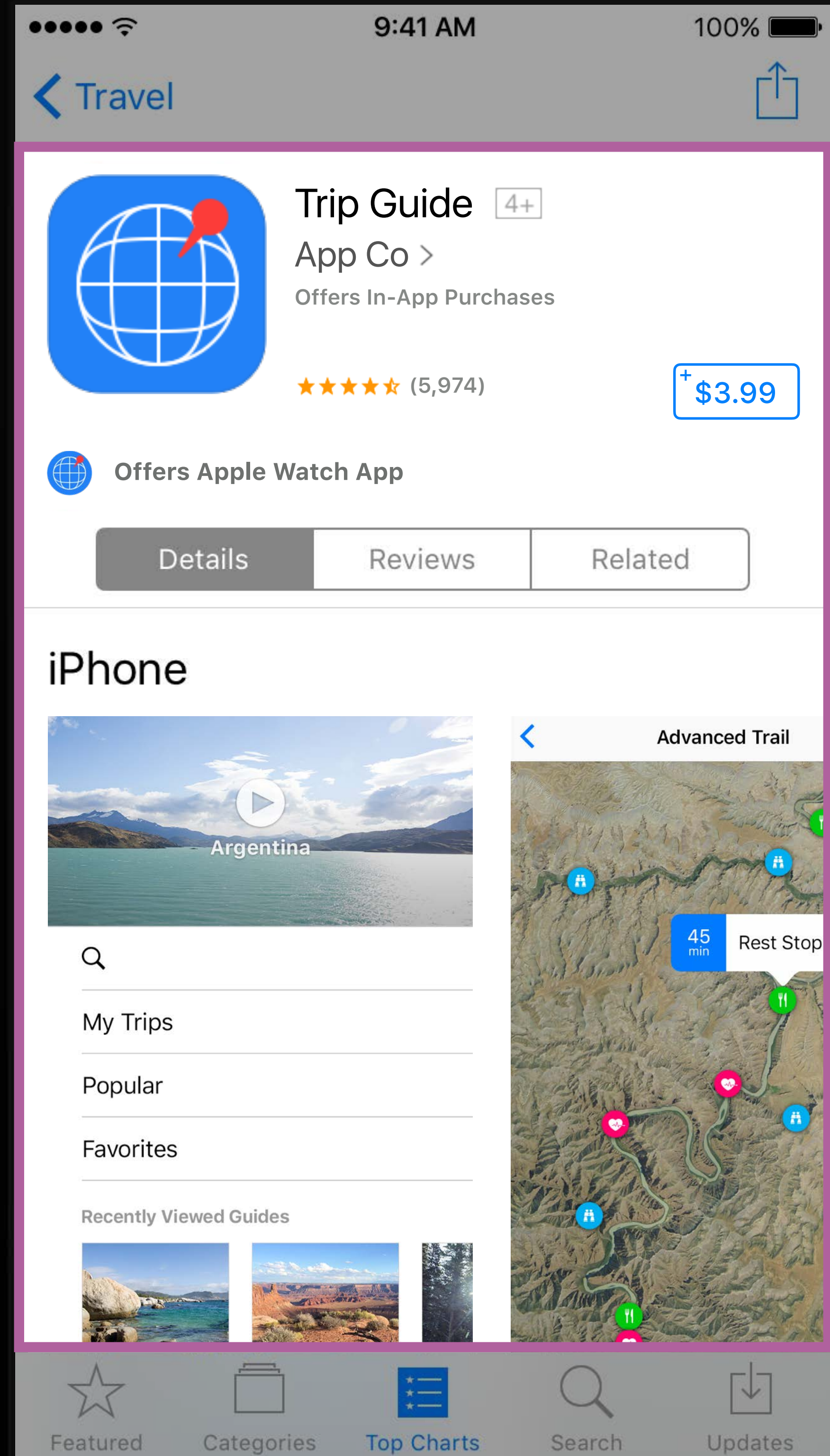


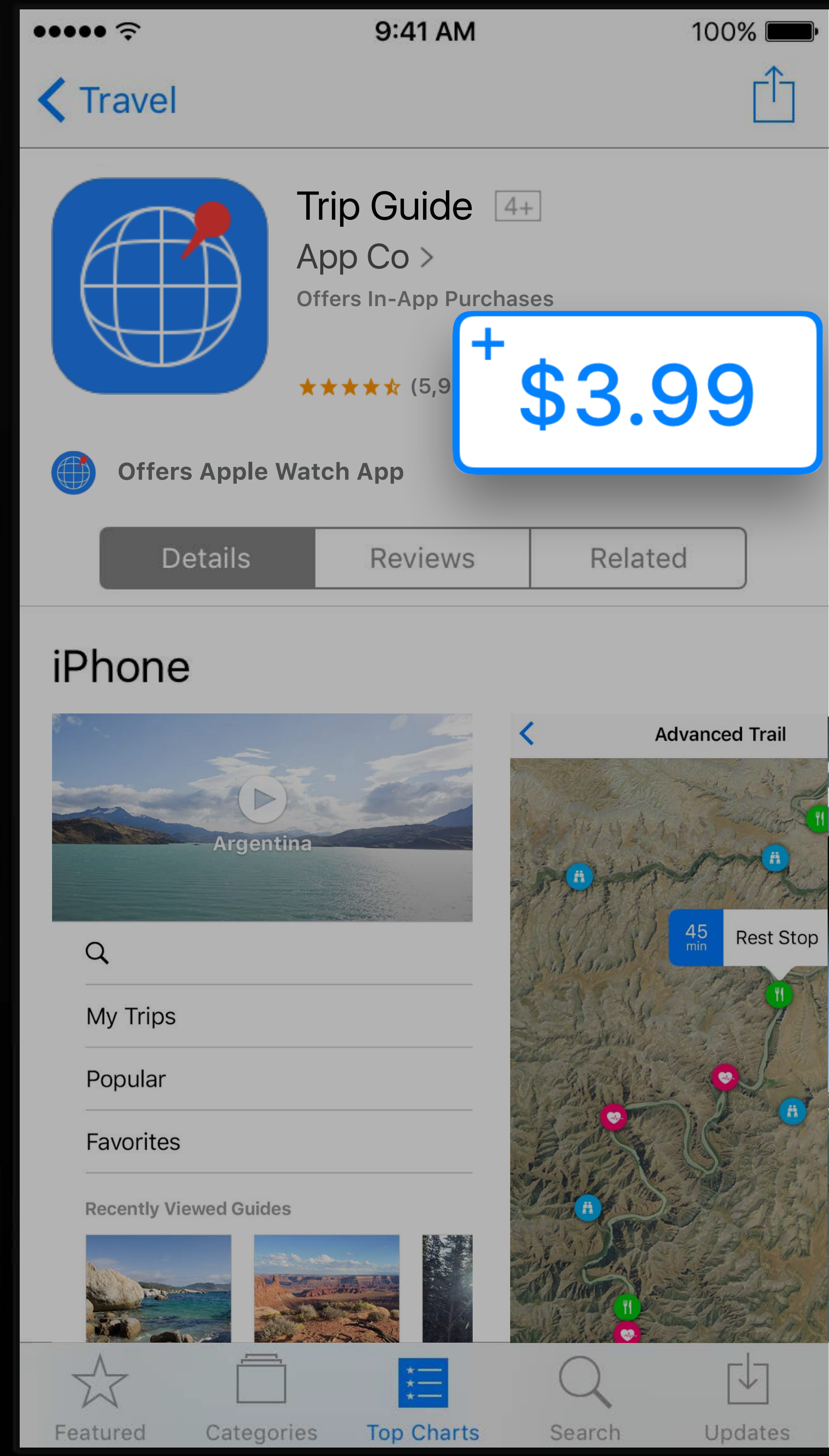
Updates

Product page views



Product page views



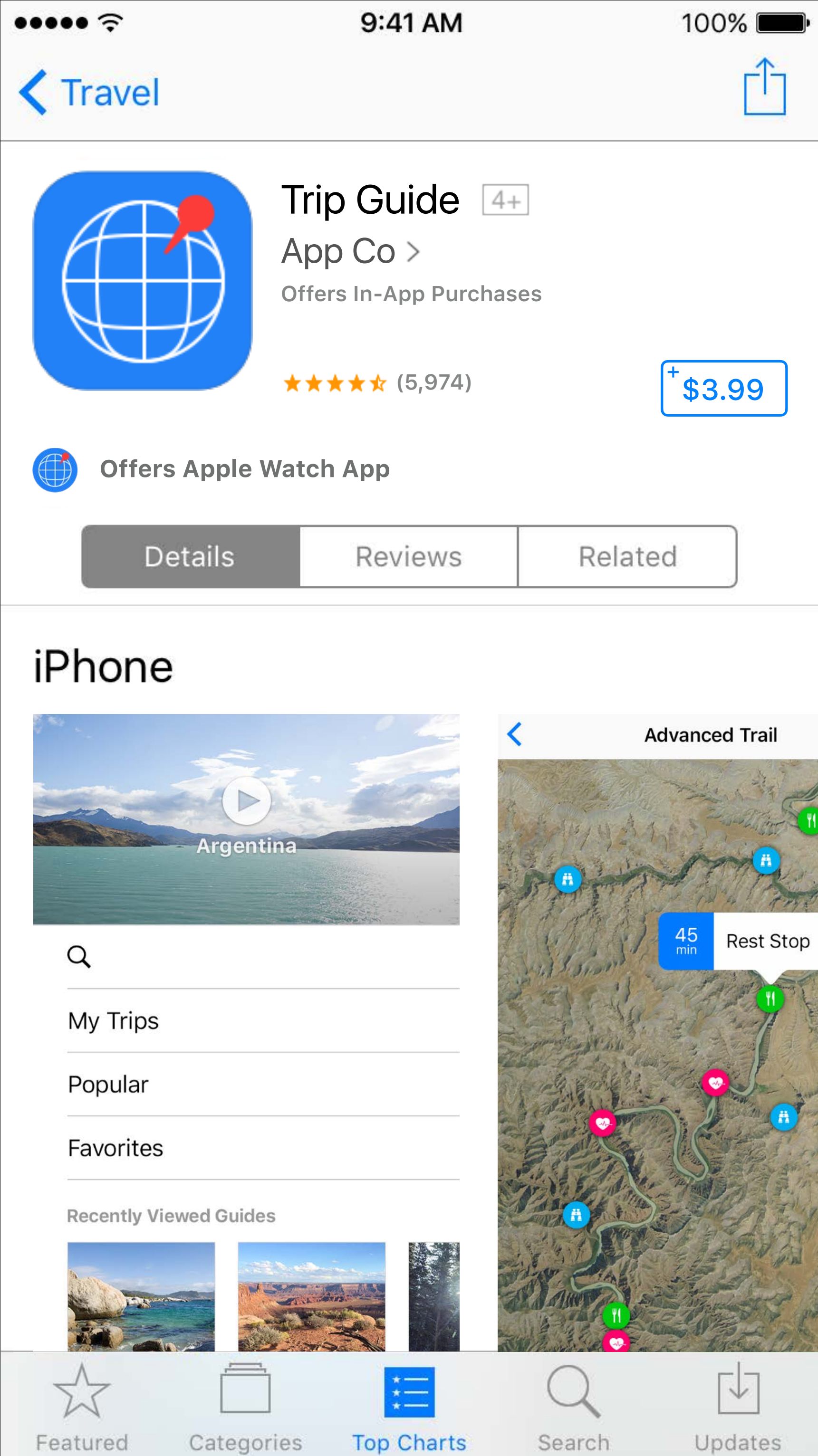


Product page views
App units (new users)

NEW

Product page views

App units (new users)

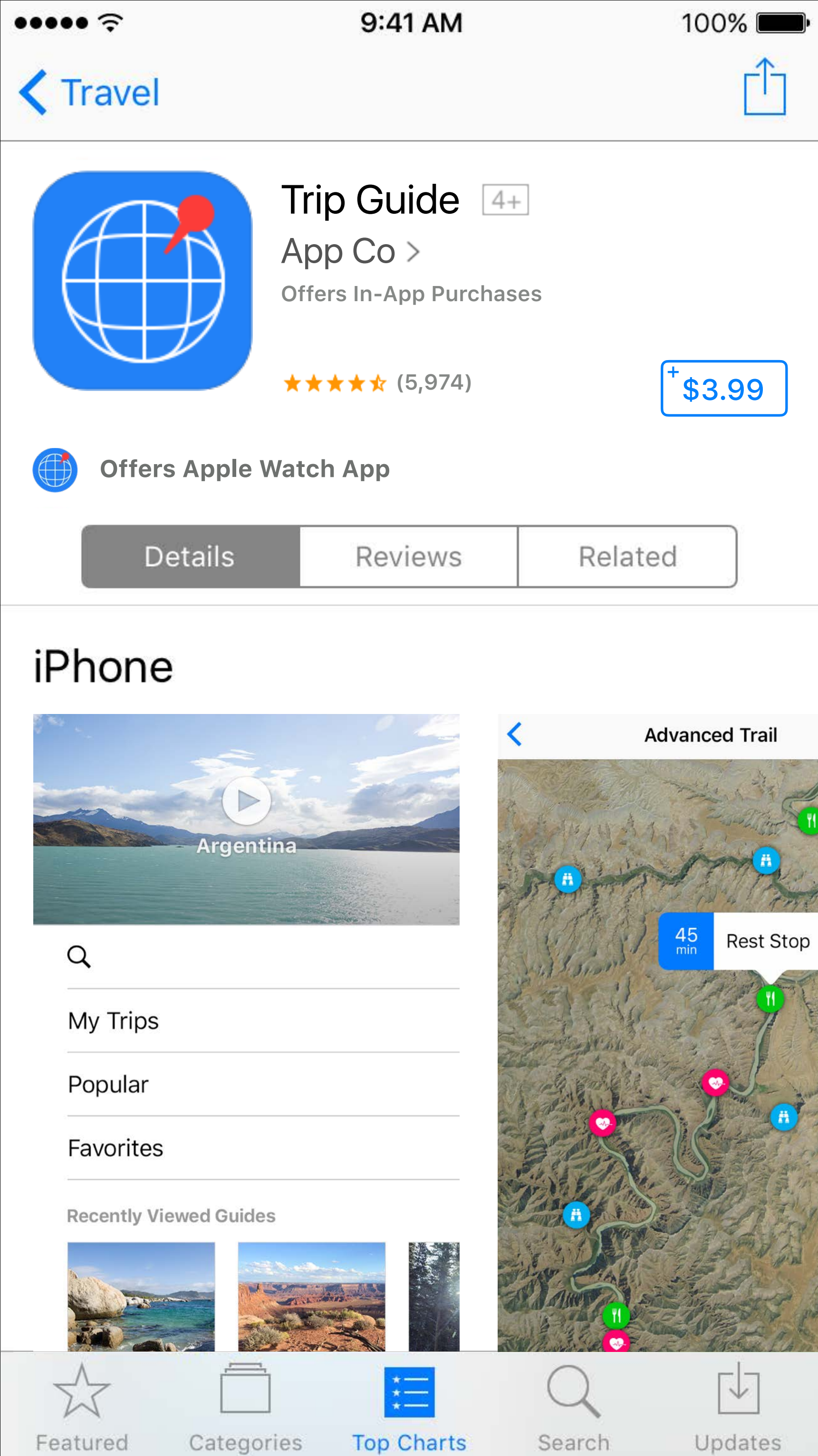


NEW

Impressions

Product page views

App units (new users)

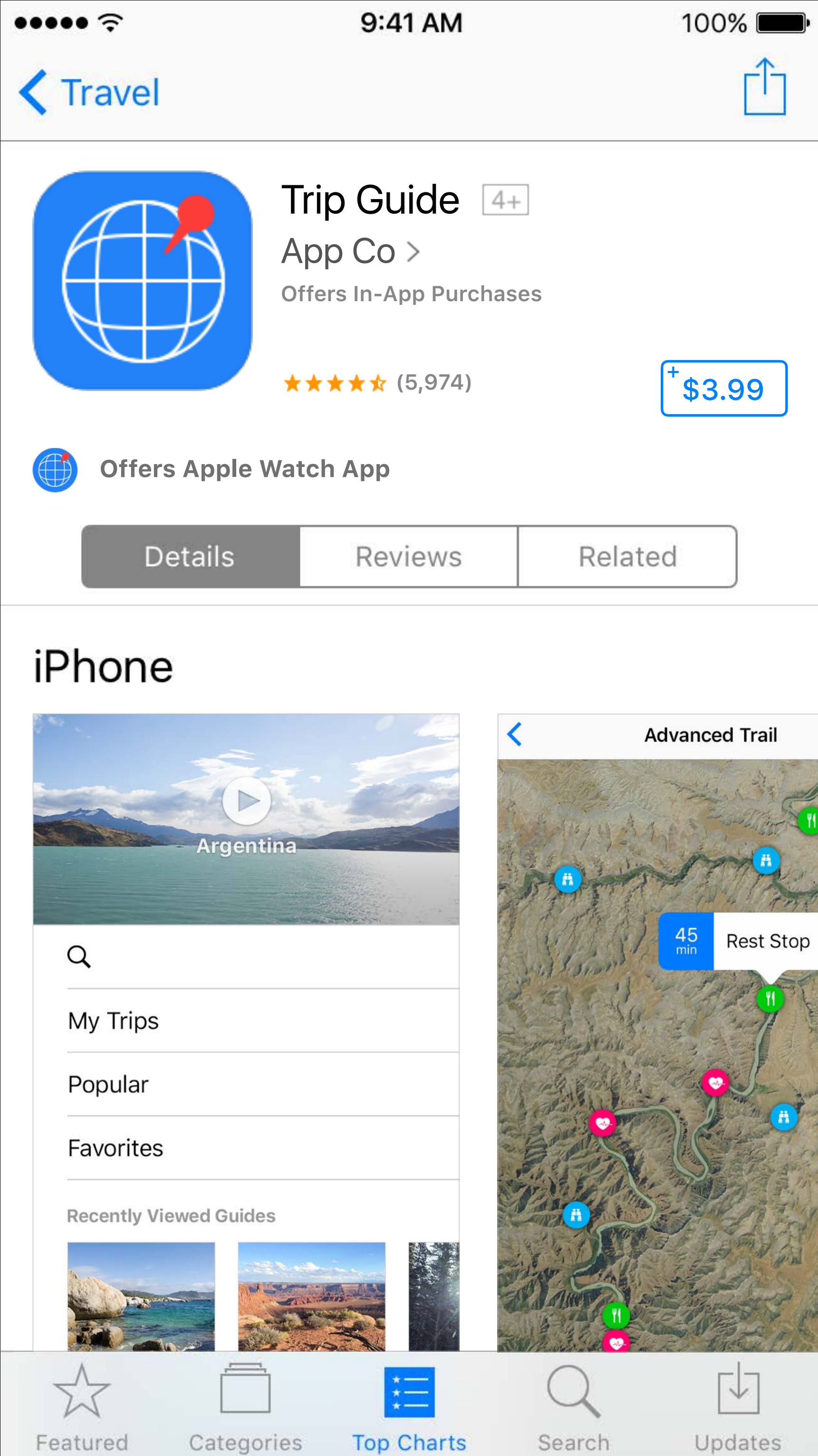


NEW

Impressions

Product page views

App units (new users)

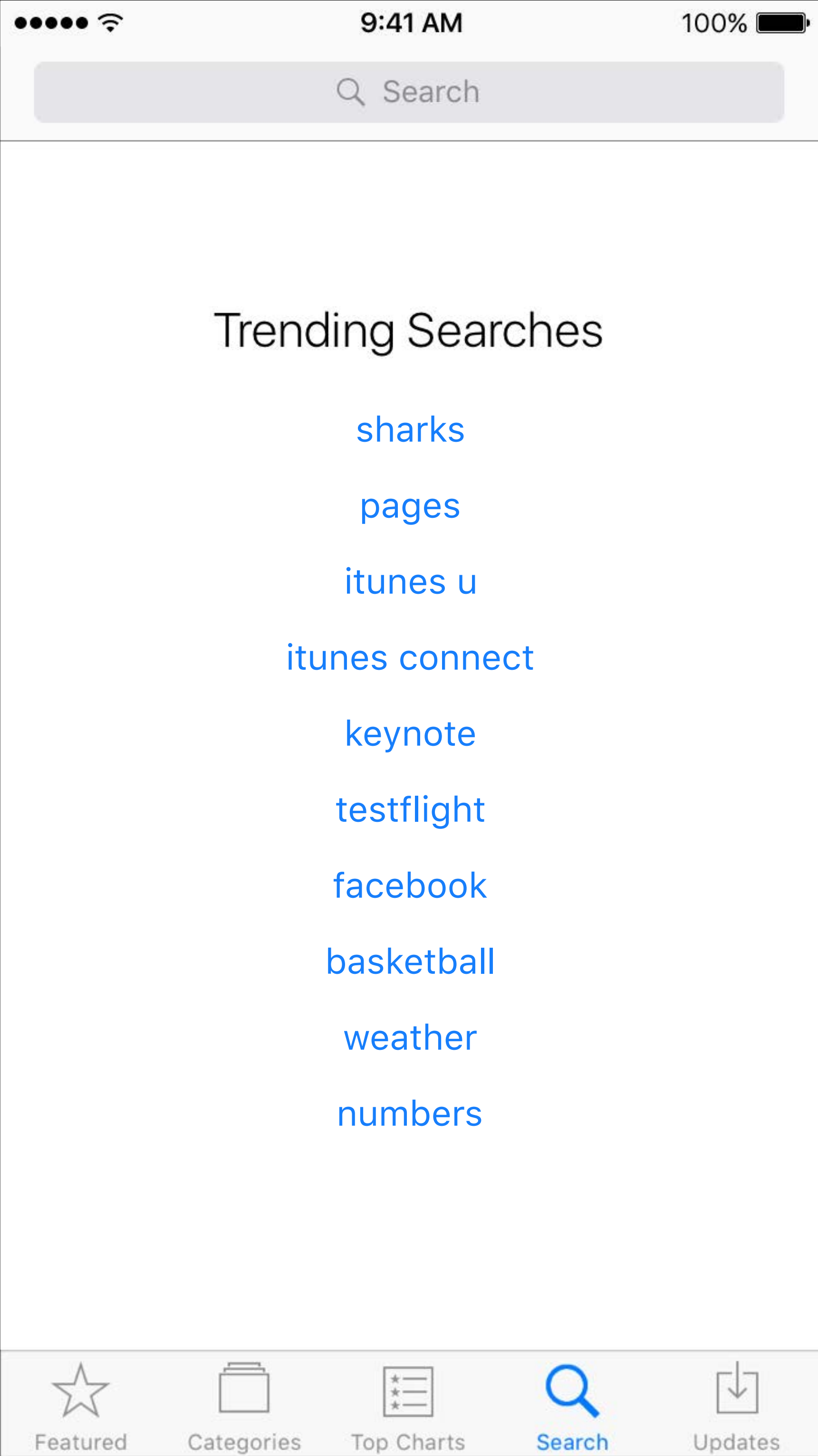


NEW

Impressions

Product page views

App units (new users)

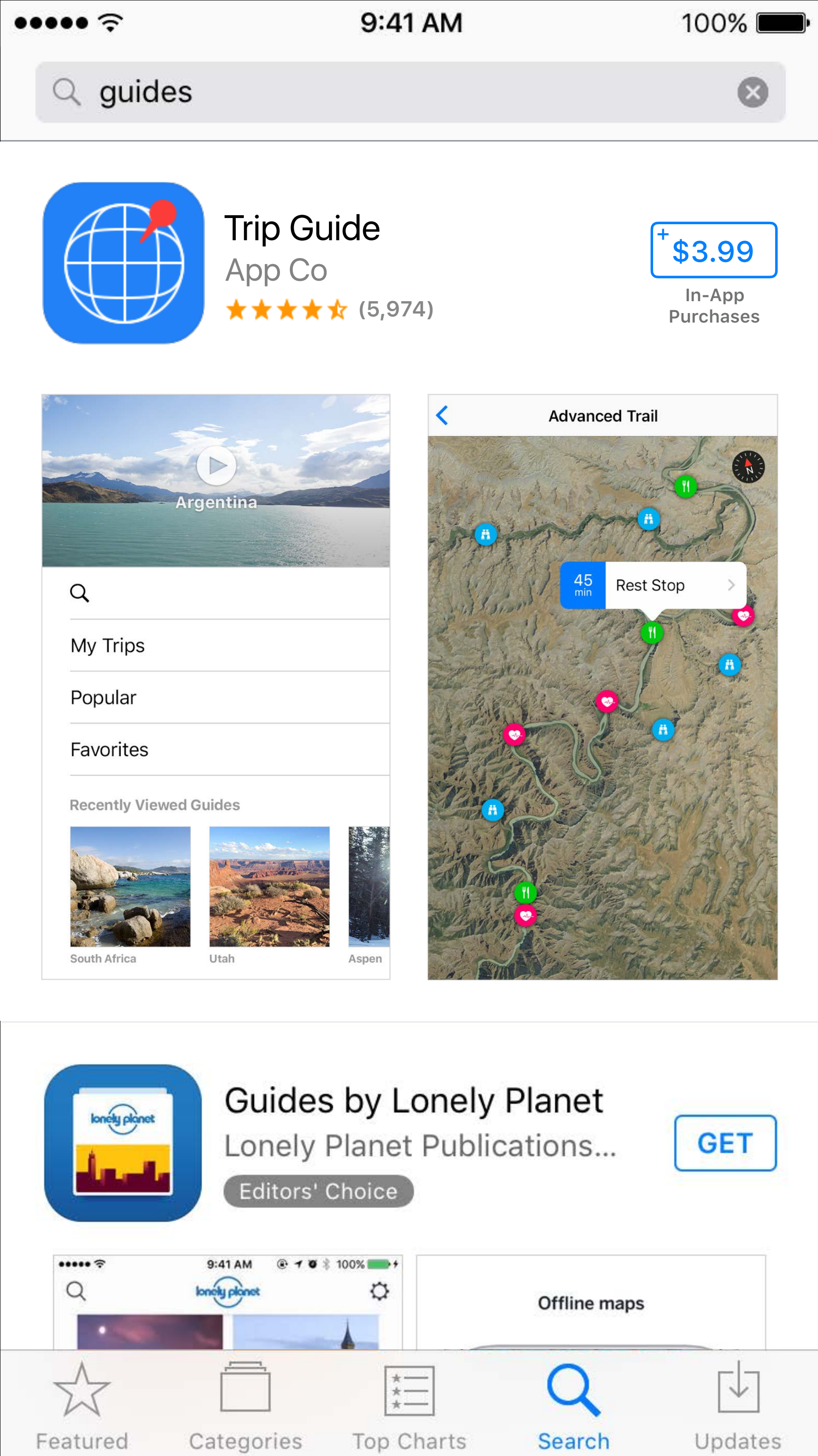


NEW

Impressions

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App units (new users)

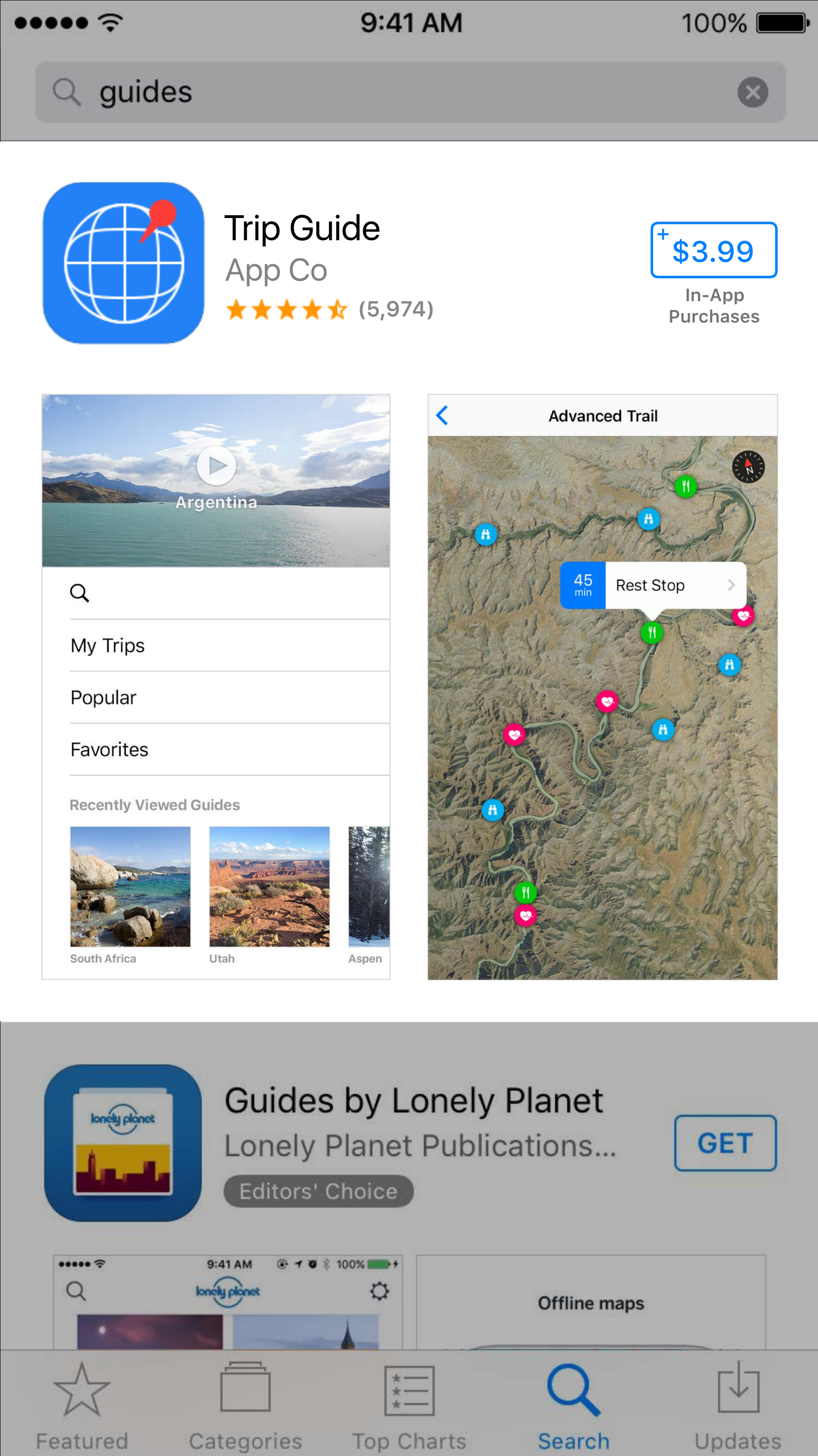


NEW

Impressions

Product page views

App units (new users)

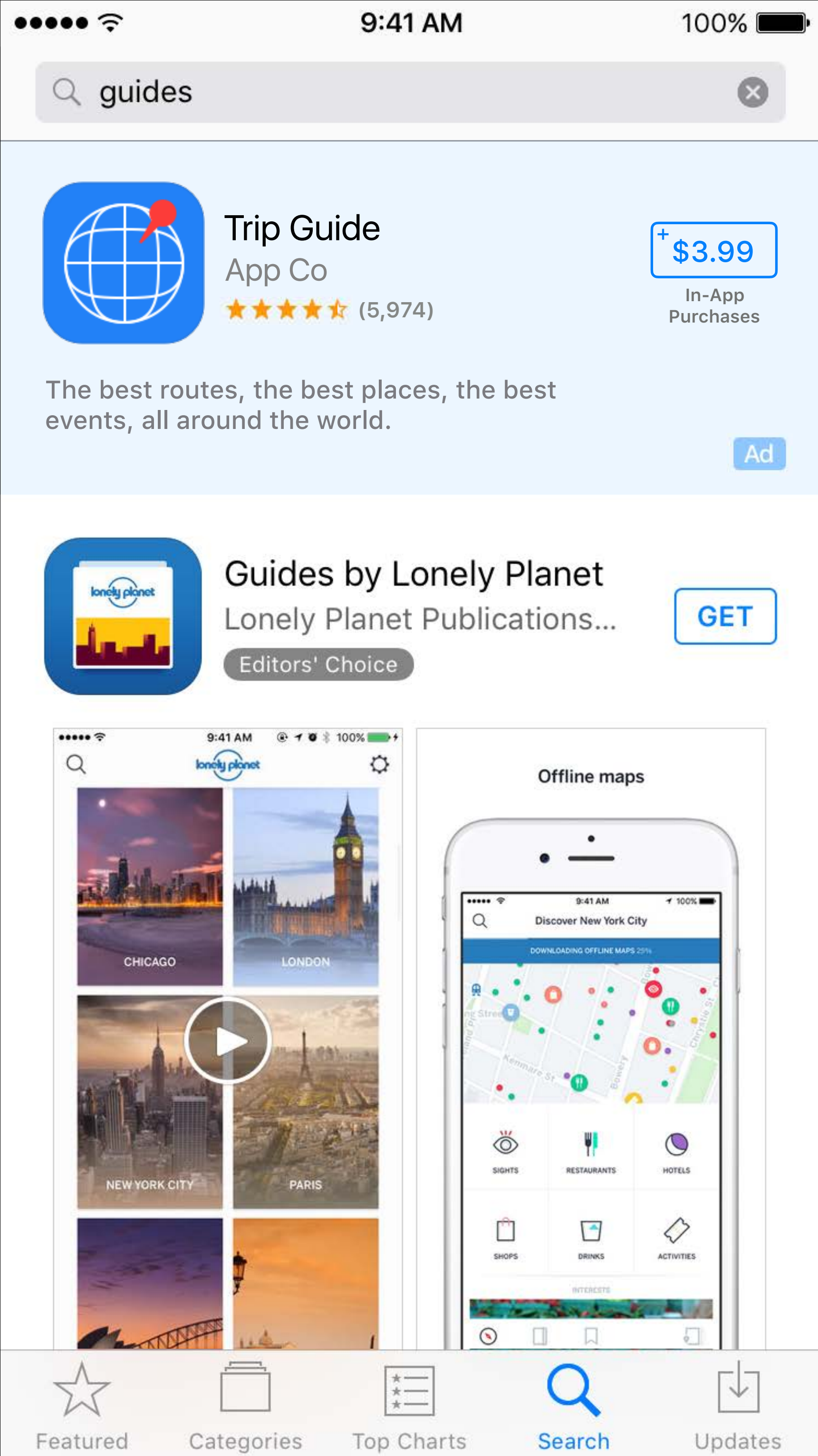


NEW

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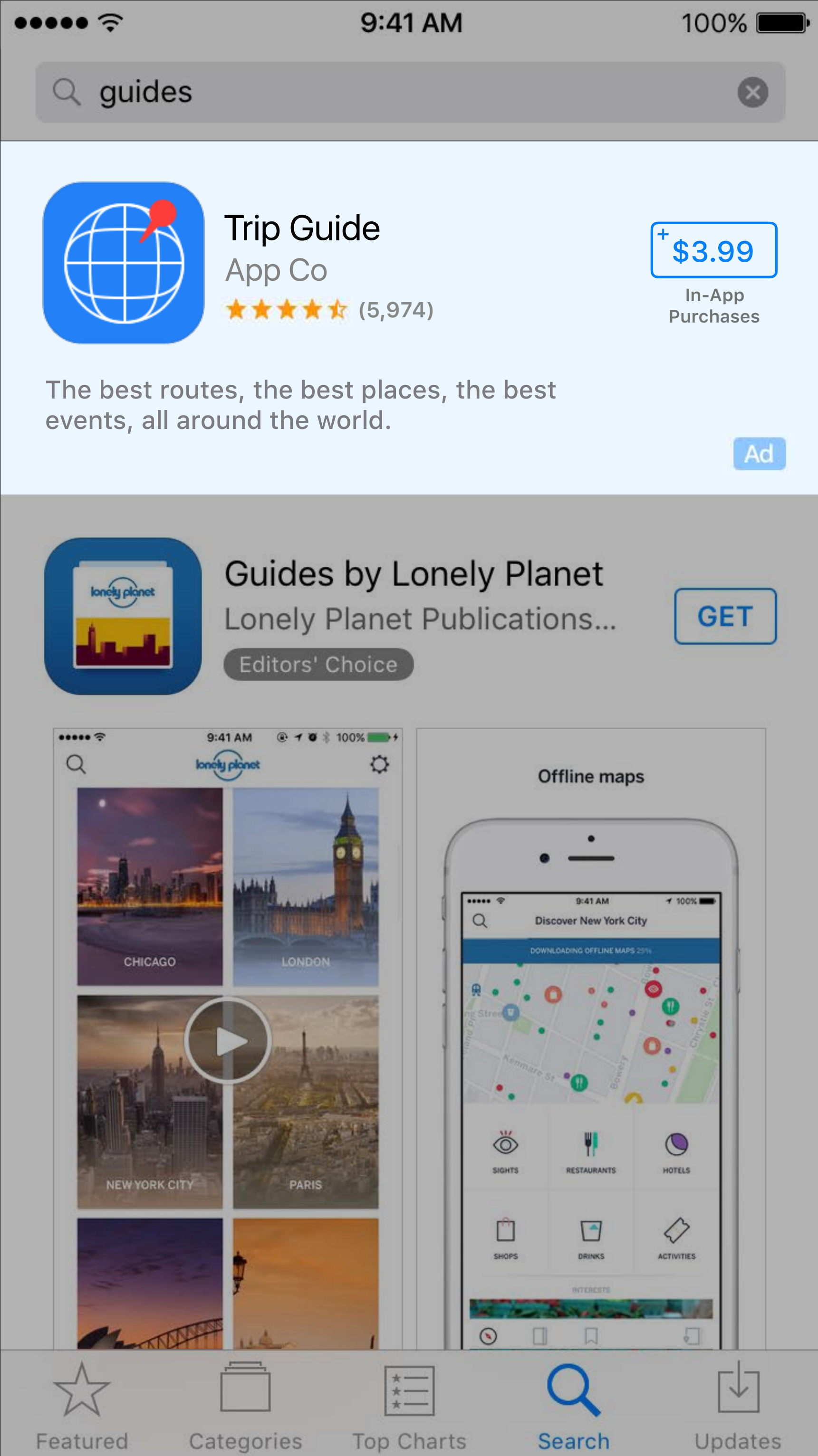


NEW

Impressions

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App units (new users)

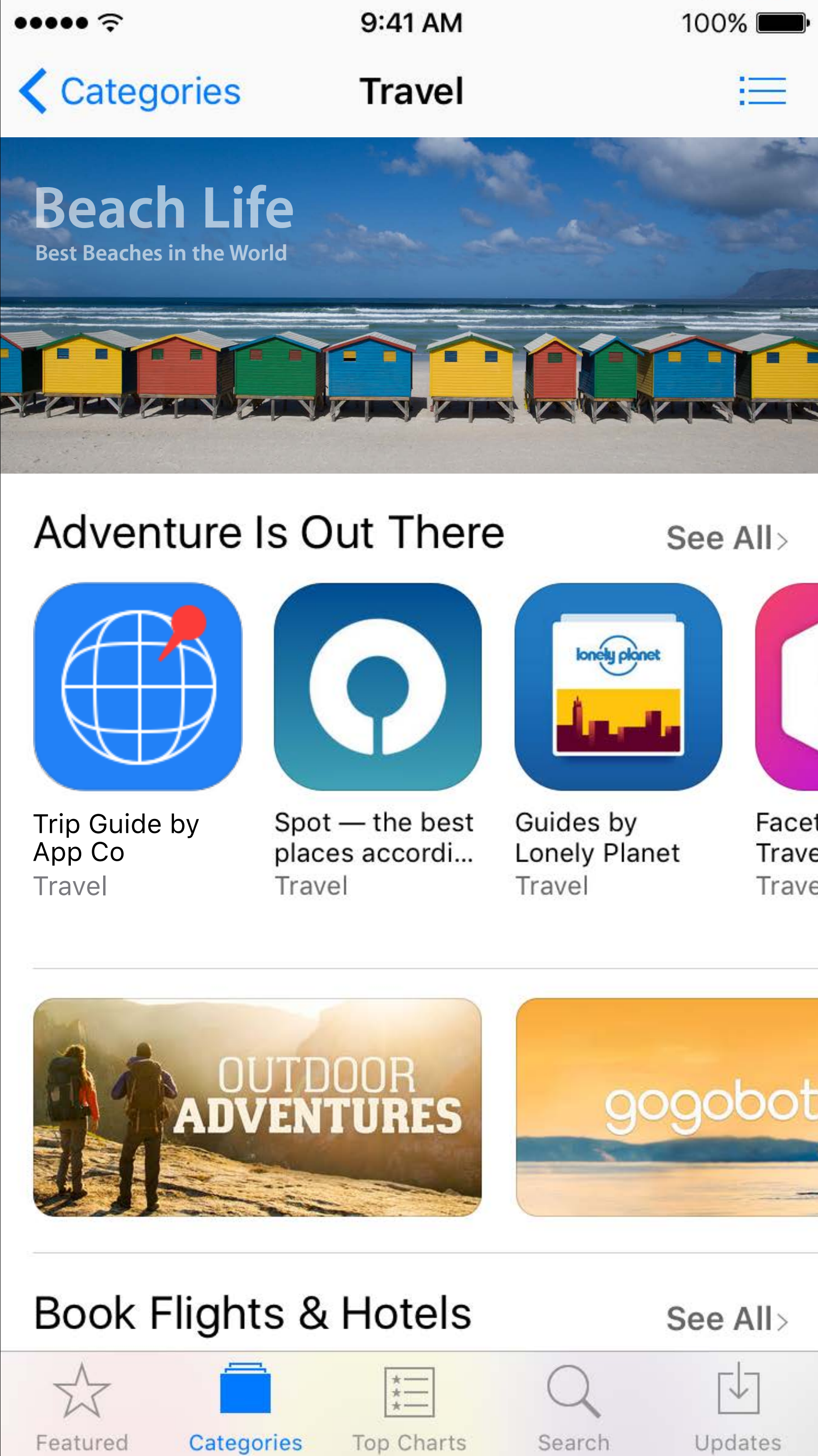


NEW

Impressions

Product page views

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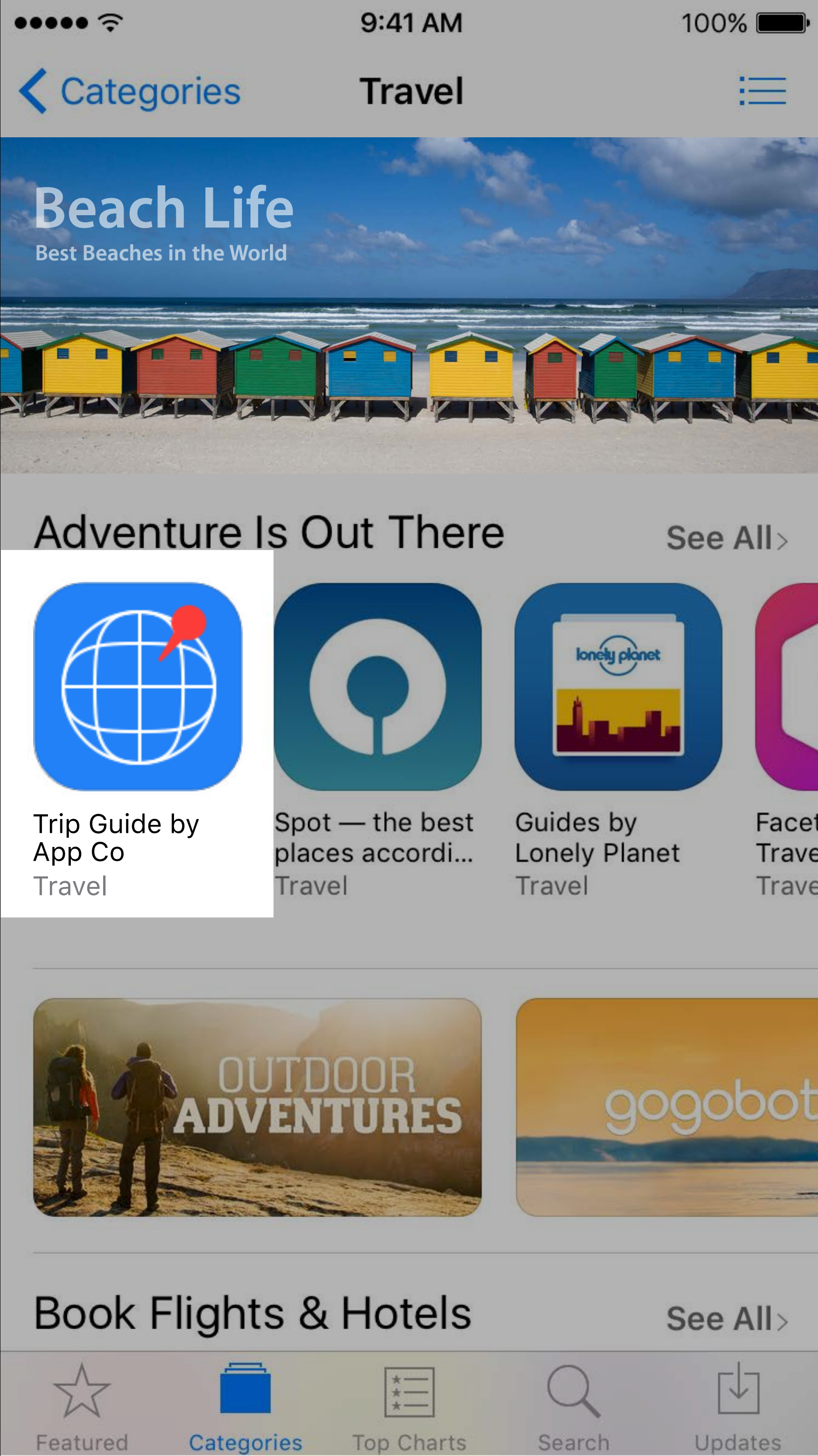


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Impressions

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App units (new users)

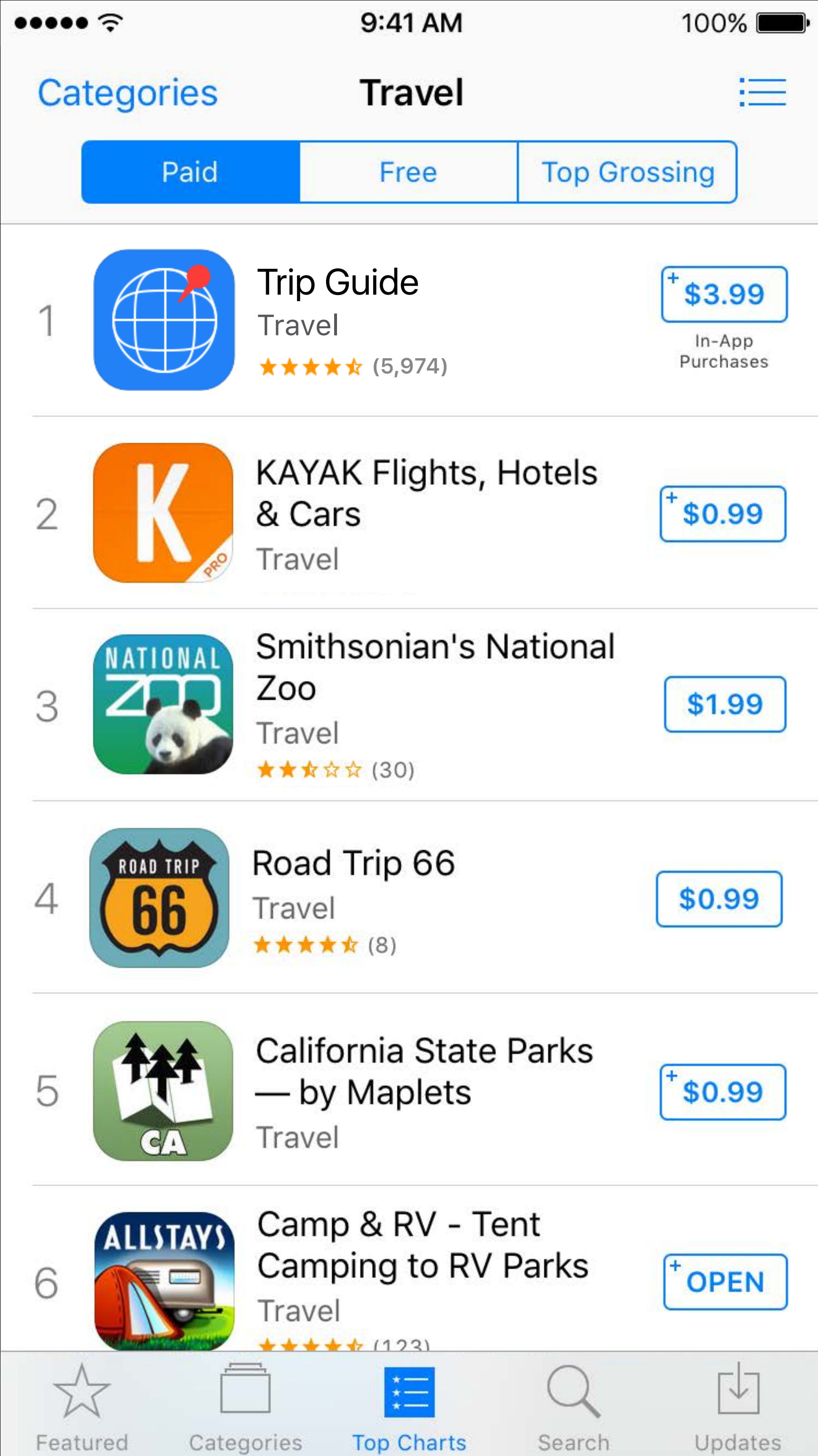


NEW

Impressions

Product page views

App units (new users)

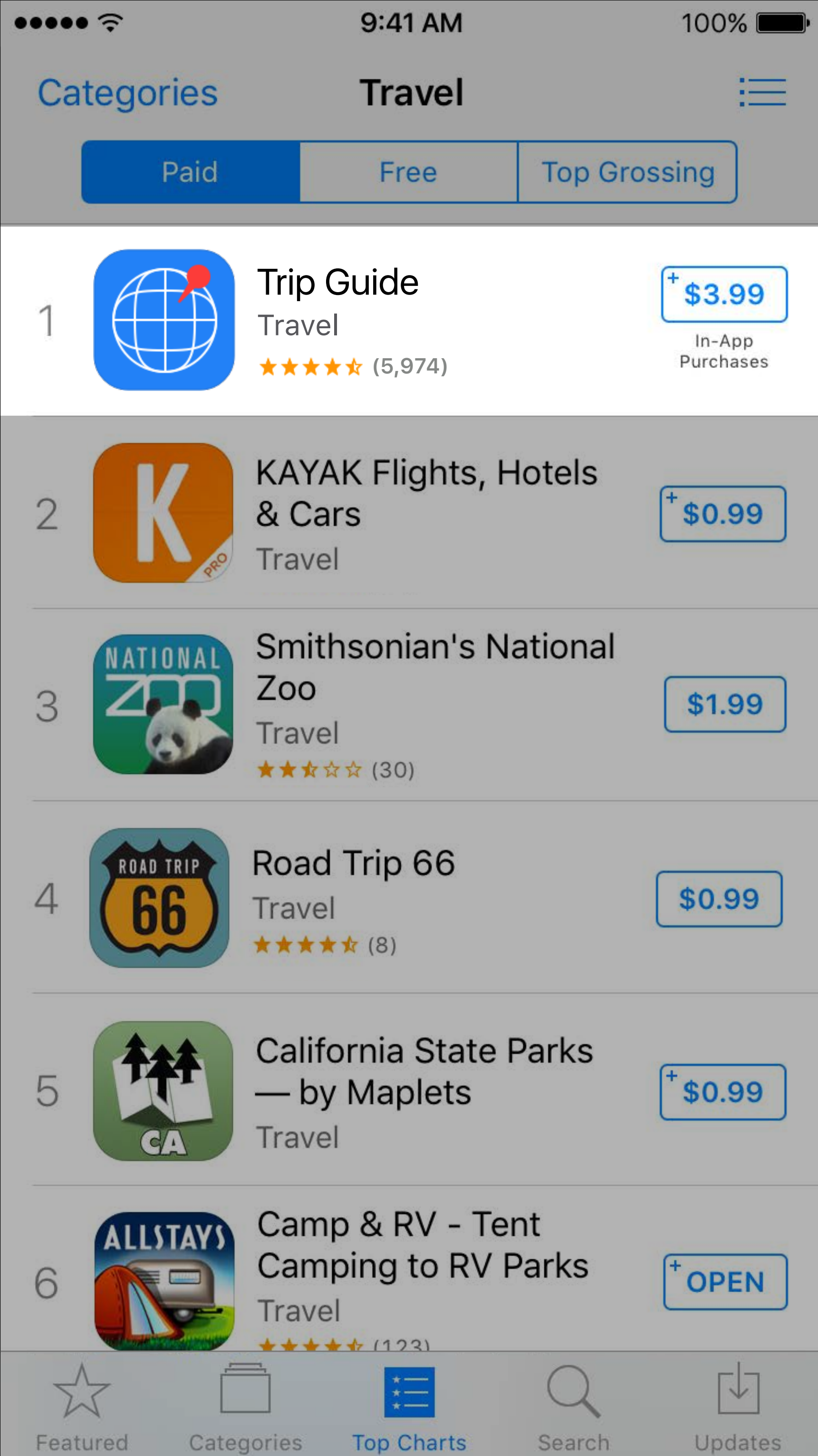


NEW

Impressions







Product page views

App units (new users)



Apps Bundles







Last 30 Days

Name	Impressions	App Units	Sales	Opt-In Only Sessions	Opt-In Only Crashes
 Trip Guide iOS	298,647 ▲ 17%	14,932 ▲ 9%	\$59,980 ▲ 9%	313,552 ▼ 3%	624 ▼ 1%
 Tide Minder iOS	278,543 ▲ 1%	12,759 ▲ 1%	\$12,631 ▲ 1%	403,921 ▲ 1%	1,246 ▼ 1%
 Bike Fixer iOS	152,689 ▼ 5%	6,454 ▼ 1%	\$6,389 ▼ 1%	52,164 ▲ 1%	456 ▼ 1%
 Goal Keeper iOS	163,332 ▲ 43%	6,221 ▲ 40%	\$0 -	87,467 ▲ 14%	515 ▲ 12%
 Task Lister iOS	15,101 ▲ 5%	124 ▲ 1%	\$1,238 ▲ 1%	47,311 ▲ 9%	26 ▼ 50%
 Track Runner iOS	14,467 ▼ 36%	98 ▼ 58%	\$97 ▼ 58%	1,240 ▼ 1%	110 ▲ 52%

Apps Bundles

Search







Last 30 Days

Name	Impressions	App Units	Sales	Opt-In Only Sessions	Opt-In Only Crashes
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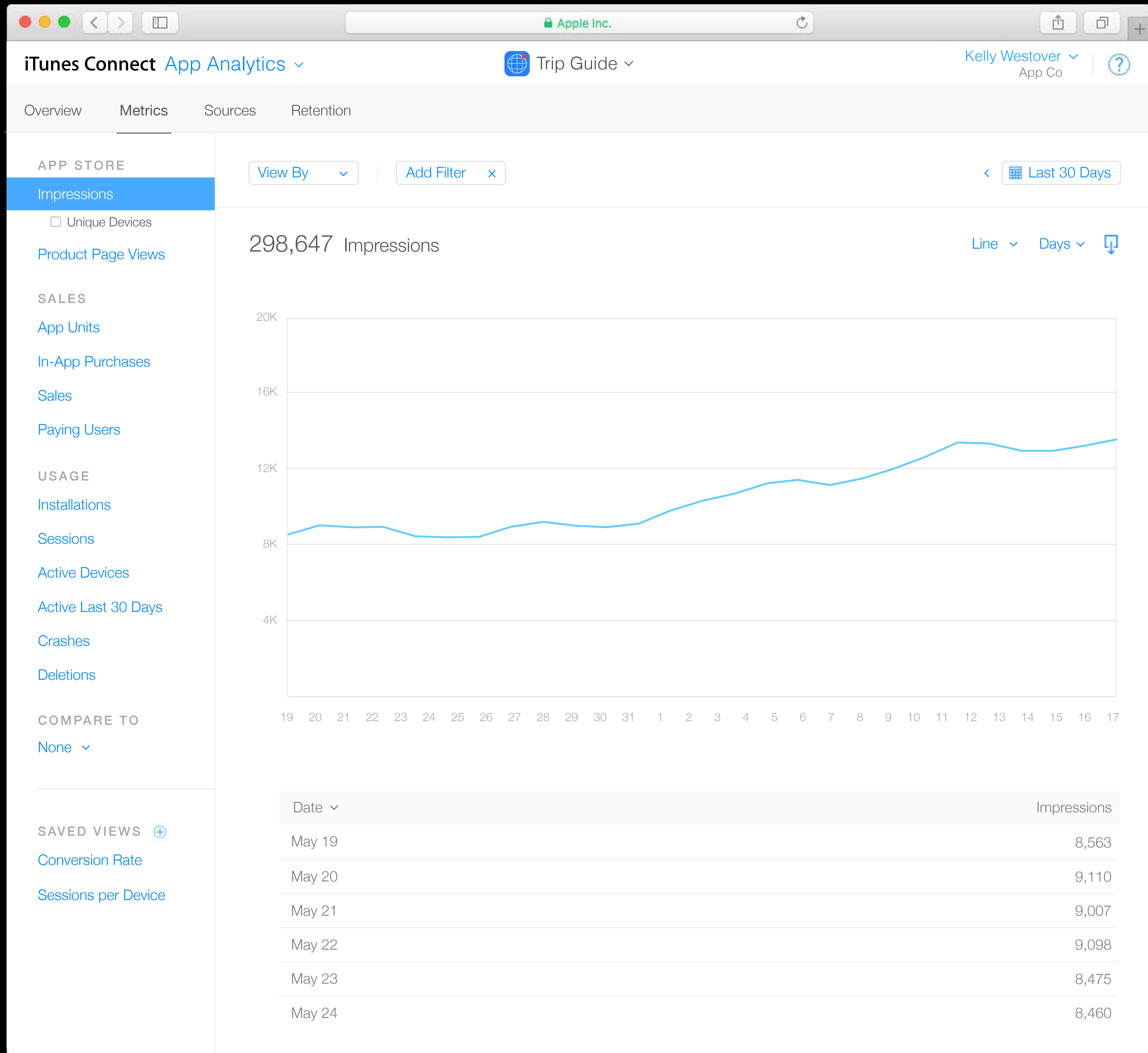
Apple Inc.

iTunes Connect App Analytics Kelly Westover App Co

Apps Bundles Last 30 Days

Name	Impressions	App Units	Sales	Opt-In Only Sessions	Opt-In Only Crashes
 Trip Guide iOS	298,647 ▲ 17%	14,932 ▲ 9%	\$59,980 ▲ 9%	313,552 ▼ 3%	624 ▼ 1%
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NEW

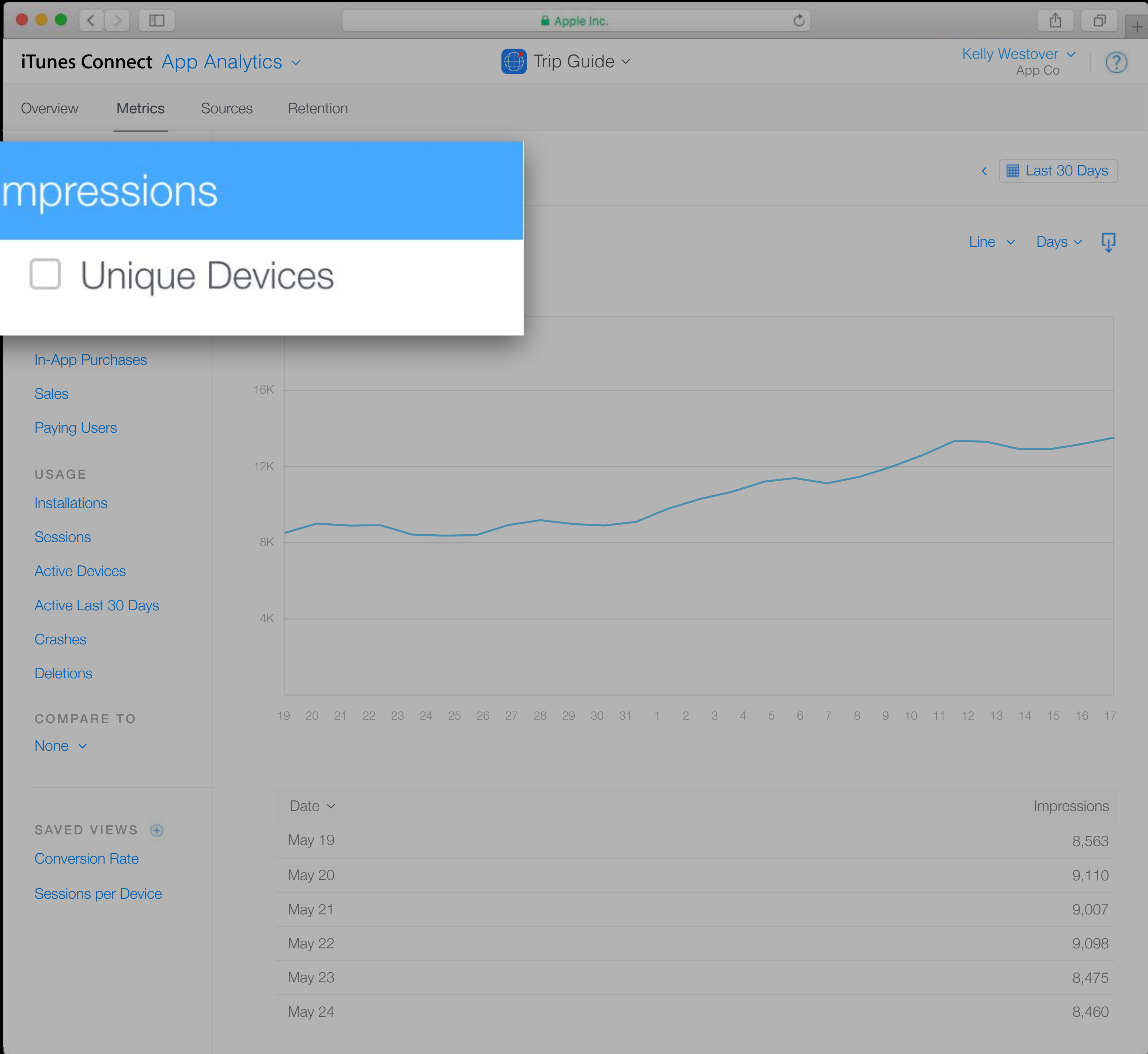


NEW

NEW

Impressions

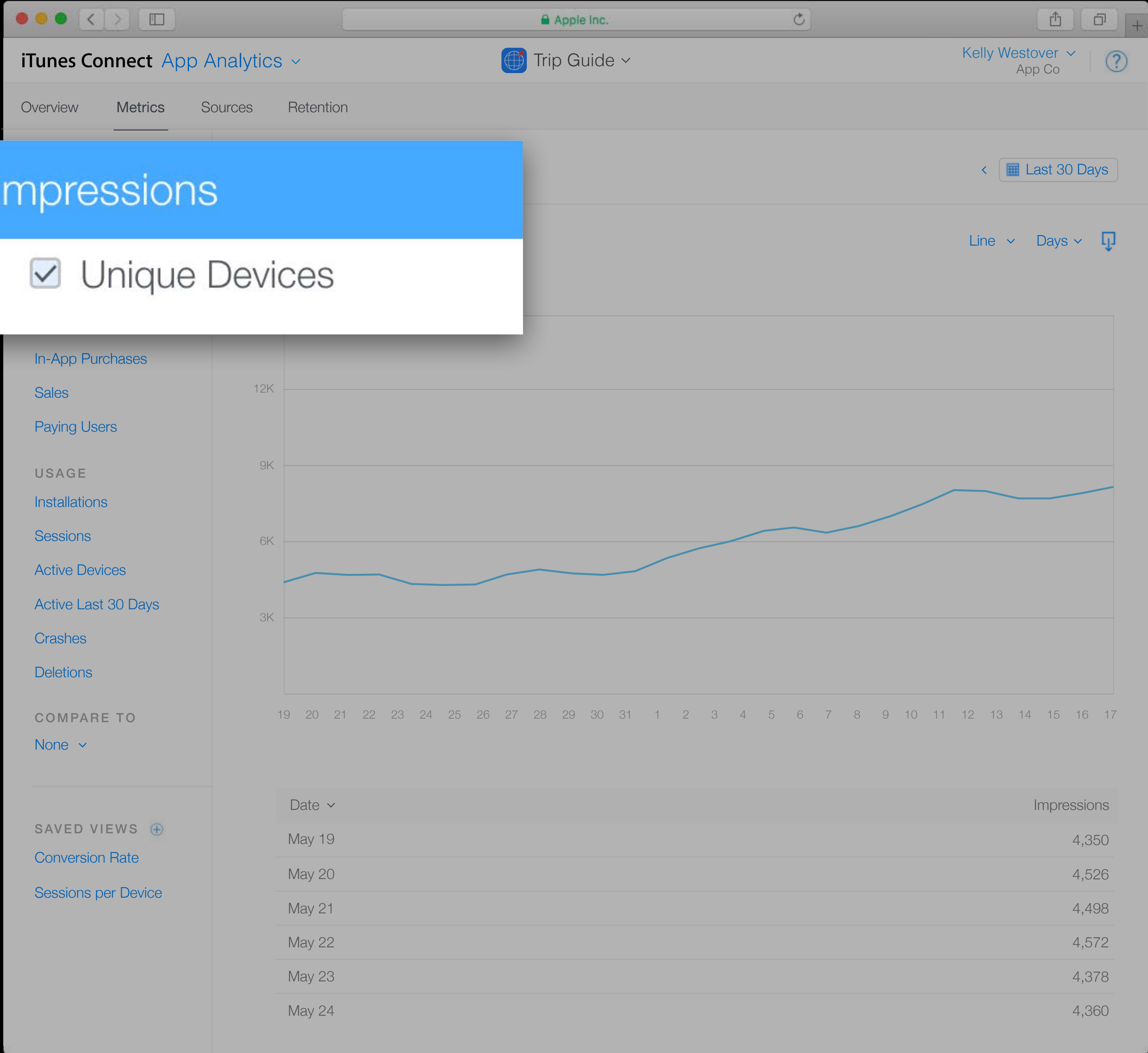
Unique Devices

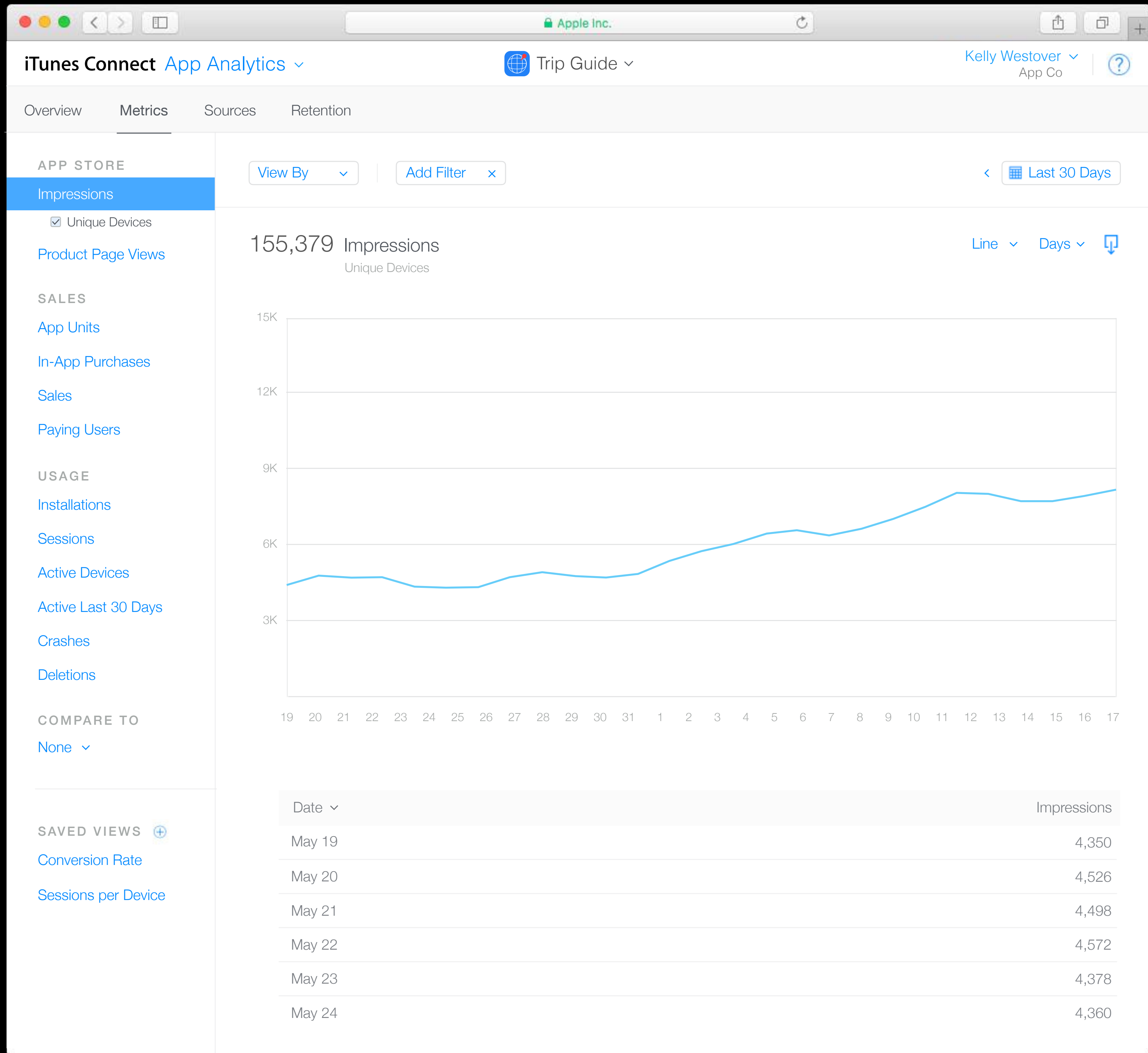


NEW

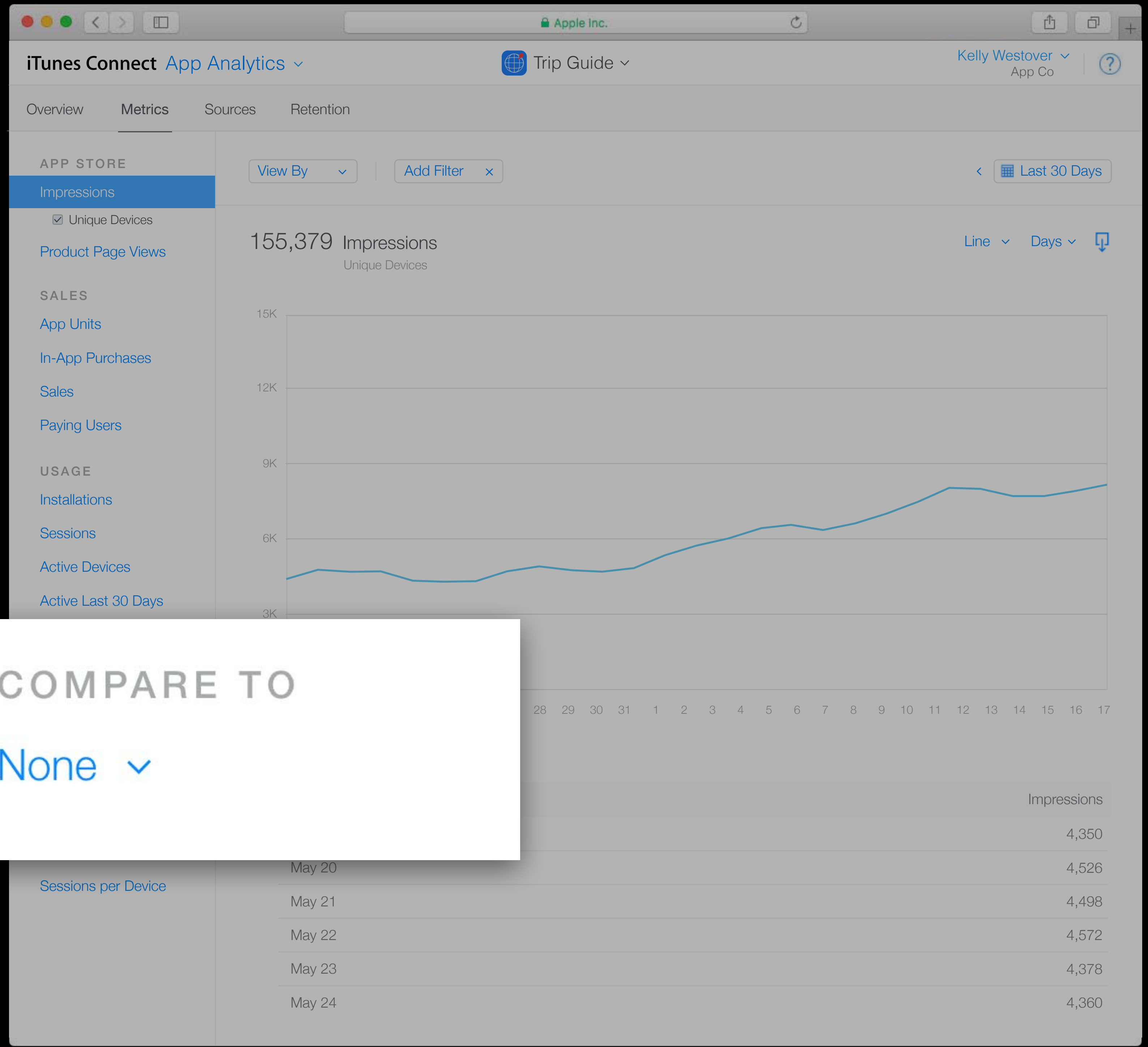
Impressions

Unique Devices

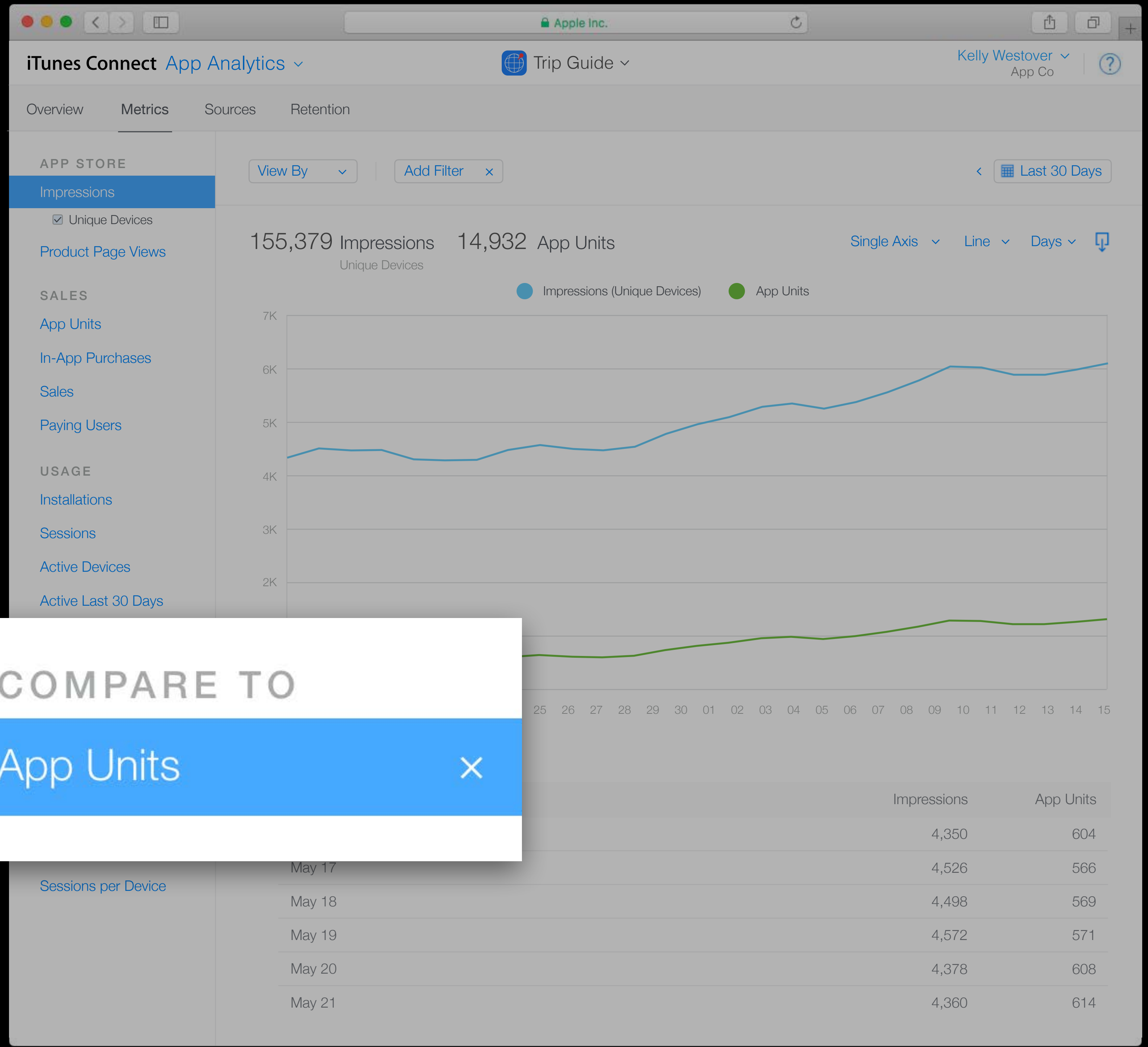




NEW



COMPARE TO
None ▾



COMPARE TO

App Units ×

APP STORE

Impressions

Unique Devices

Product Page Views

SALES

App Units

In-App Purchases

Sales

Paying Users

USAGE

Installations

Sessions

Active Devices

Active Last 30 Days

Crashes

Deletions

COMPARE TO

App Units

SAVED VIEWS

Conversion Rate

Sessions per Device

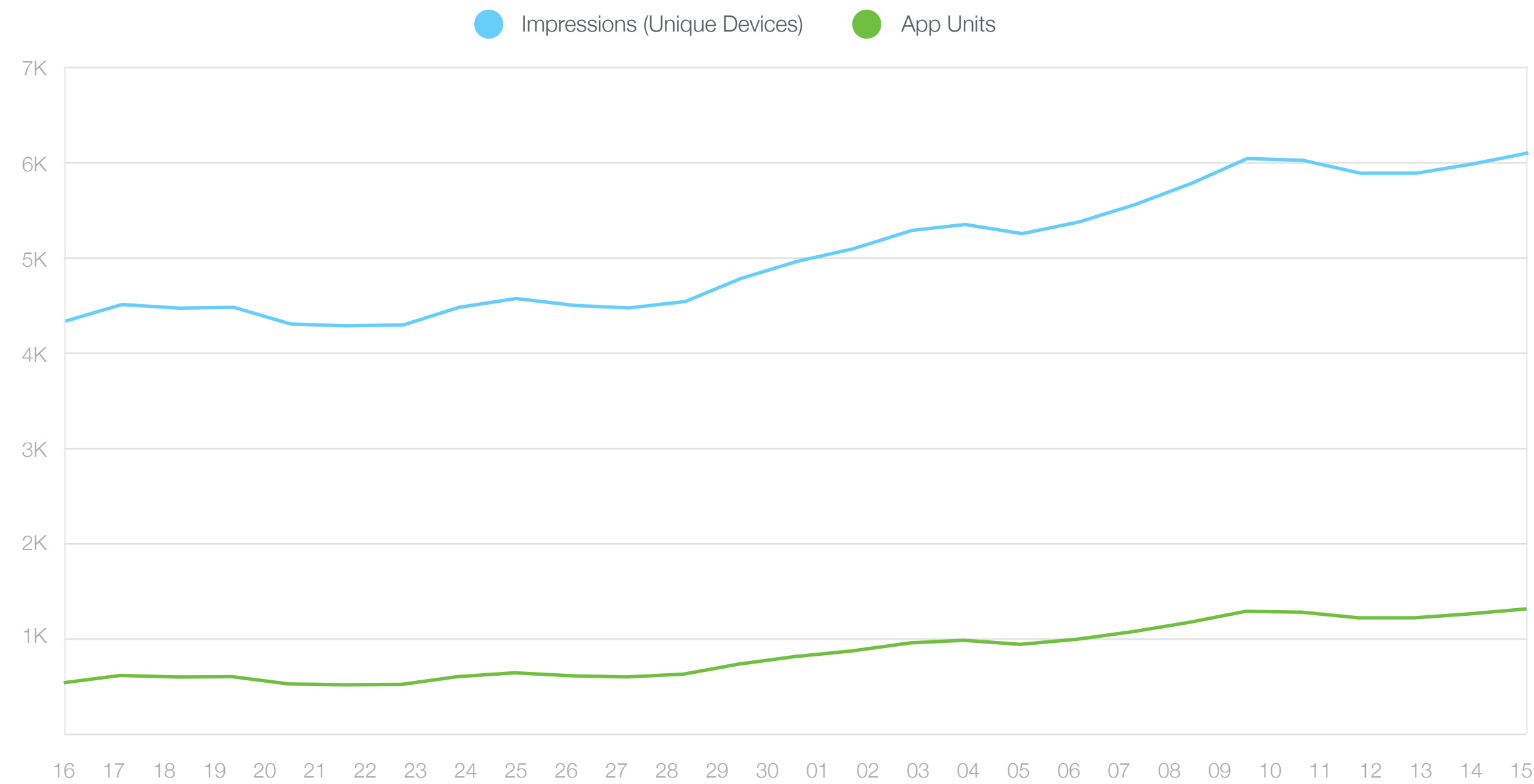
View By Add Filter

Last 30 Days

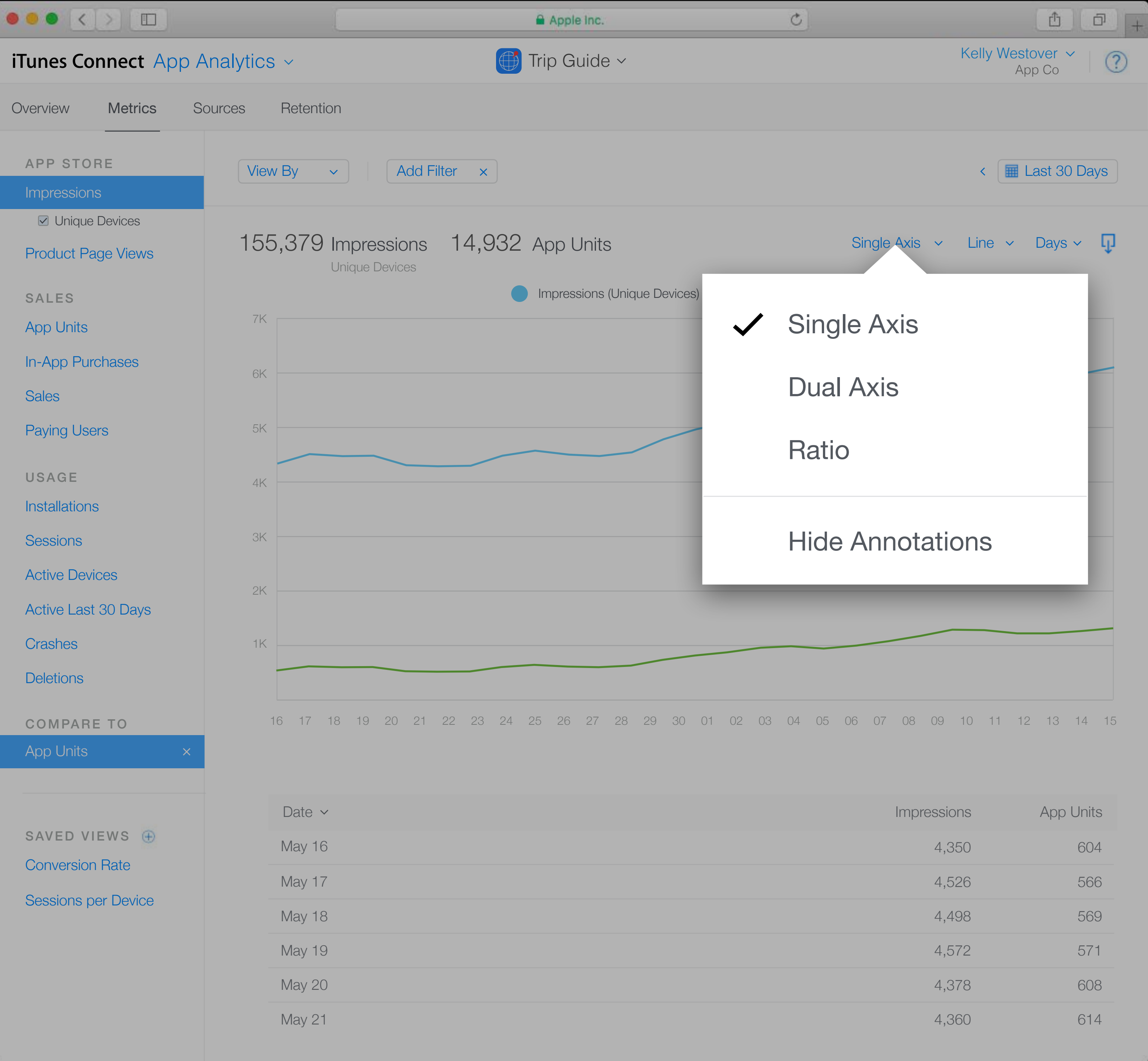
155,379 Impressions 14,932 App Units

Unique Devices

Single Axis Line Days



Date	Impressions	App Units
May 16	4,350	604
May 17	4,526	566
May 18	4,498	569
May 19	4,572	571
May 20	4,378	608
May 21	4,360	614



APP STORE

Impressions

Unique Devices

Product Page Views

SALES

App Units

In-App Purchases

Sales

Paying Users

USAGE

Installations

Sessions

Active Devices

Active Last 30 Days

Crashes

Deletions

COMPARE TO

App Units

App Units

App Units

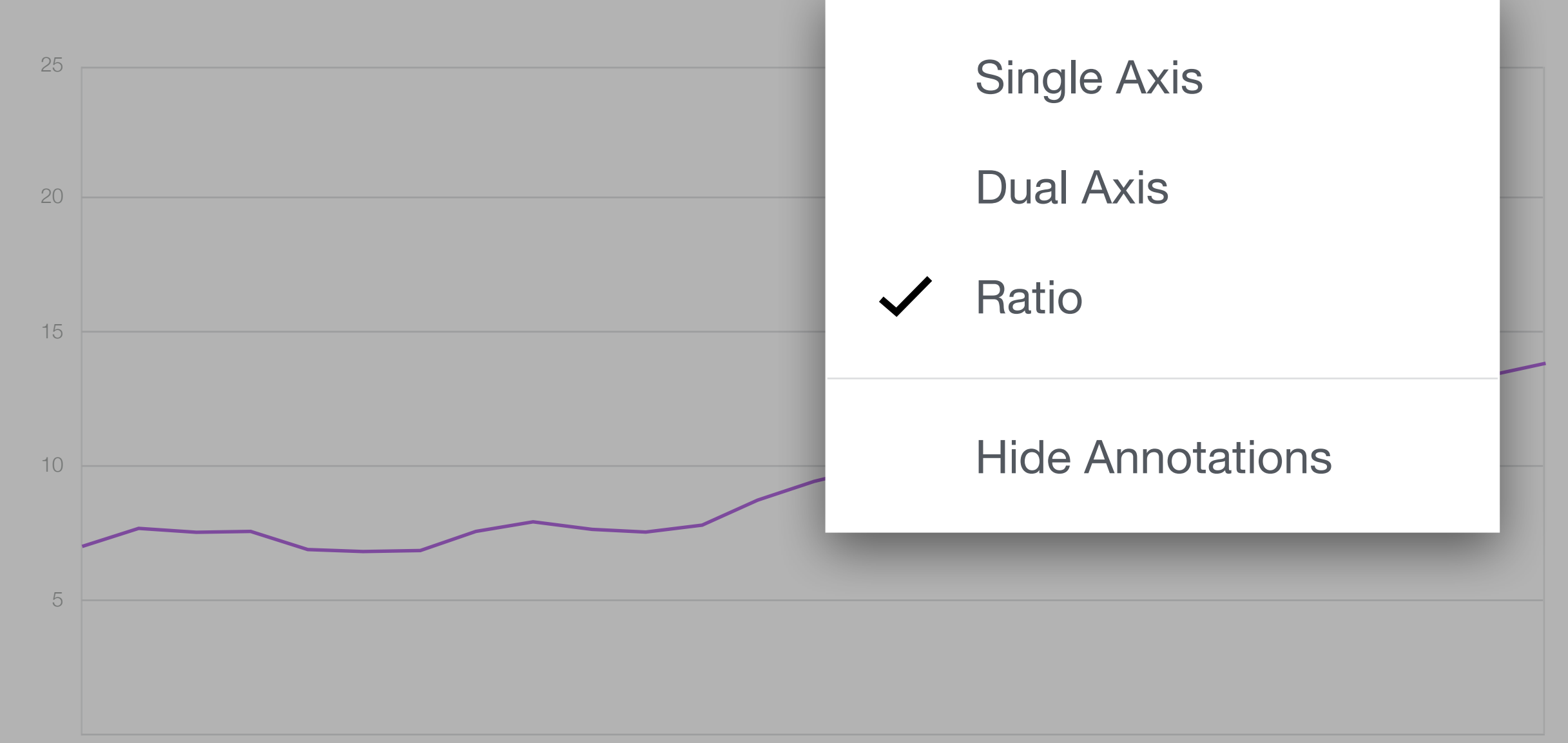
SAVED VIEWS

Conversion Rate

Sessions per Device

View By Add Filter Last 30 Days

10.4 Impressions / App Units Unique Devices Ratio Line Days



Single Axis

Dual Axis

✓ Ratio

Hide Annotations

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15

Date	Impressions	App Units	Ratio
May 16	4,350	604	7.2
May 17	4,526	566	8.0
May 18	4,498	569	7.9
May 19	4,572	571	8.0
May 20	4,378	608	7.2
May 21	4,360	614	7.1

Overview Metrics Sources Retention

APP STORE

Impressions

Unique Devices

Product Page Views

SALES

App Units

In-App Purchases

Sales

Paying Users

USAGE

Installations

Sessions

Active Devices

Active Last 30 Days

Crashes

Deletions

COMPARE TO

App Units

SAVED VIEWS

Conversion Rate

Sessions per Device

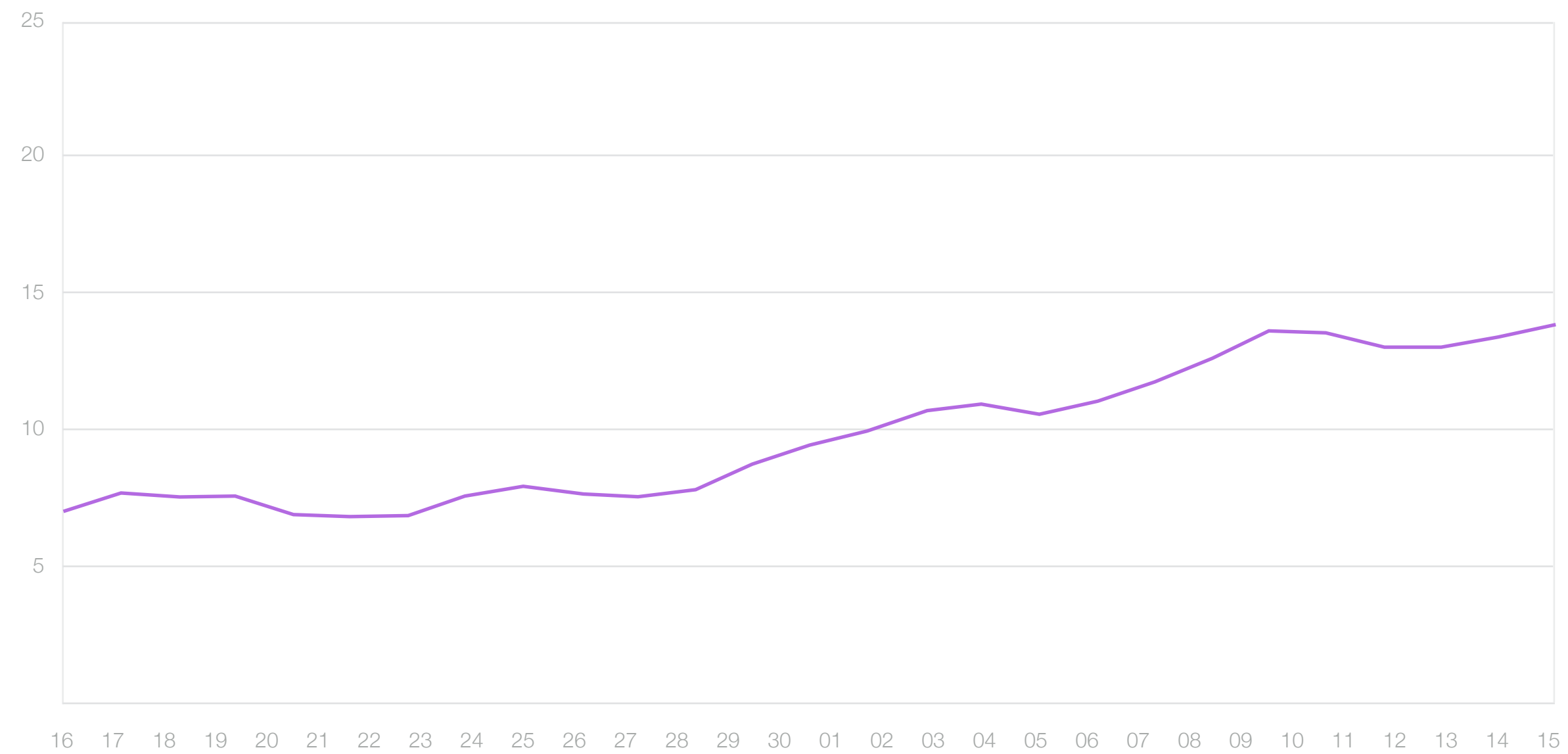
View By

Add Filter

Last 30 Days

10.4 Impressions / App Units Unique Devices

Ratio Line Days



Date	Impressions	App Units	Ratio
May 16	4,350	604	7.2
May 17	4,526	566	8.0
May 18	4,498	569	7.9
May 19	4,572	571	8.0
May 20	4,378	608	7.2
May 21	4,360	614	7.1

Available Now

What's Next

How Are Customers
Finding My App?

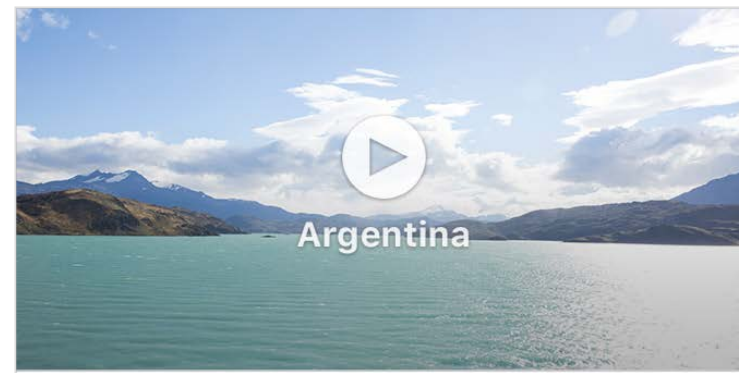
Sources

guides



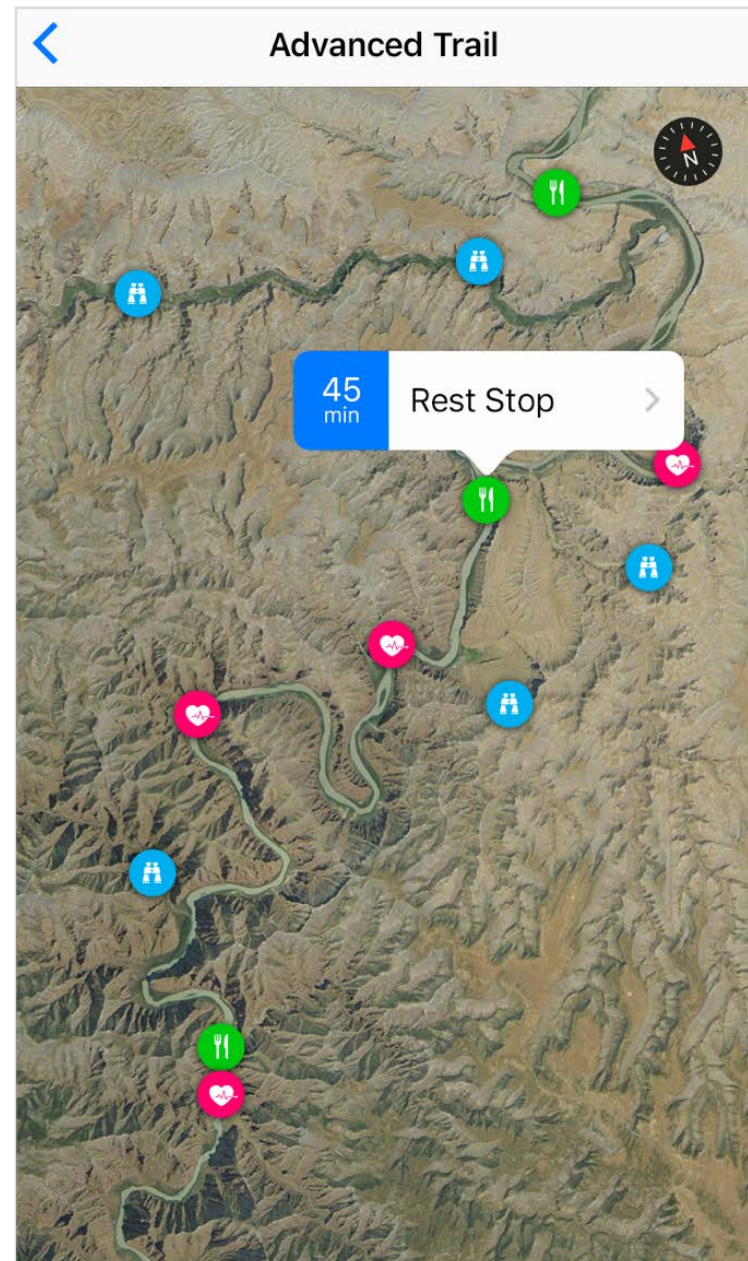
Trip Guide
App Co
★★★★★ (5,974)

\$3.99
In-App Purchases



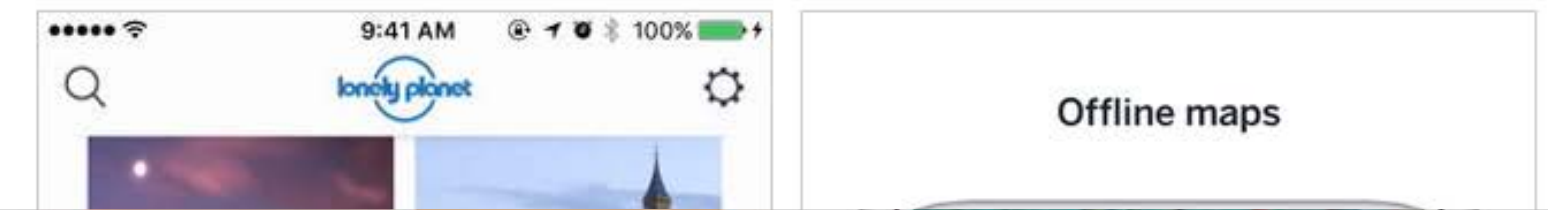
- Search
- My Trips
- Popular
- Favorites

Recently Viewed Guides



Guides by Lonely Planet
Lonely Planet Publications...
Editors' Choice


GET



App Store


9:41 AM 100%

guides



Trip Guide
App Co
★★★★☆ (5,974)

\$3.99
In-App Purchases



Argentina

Search

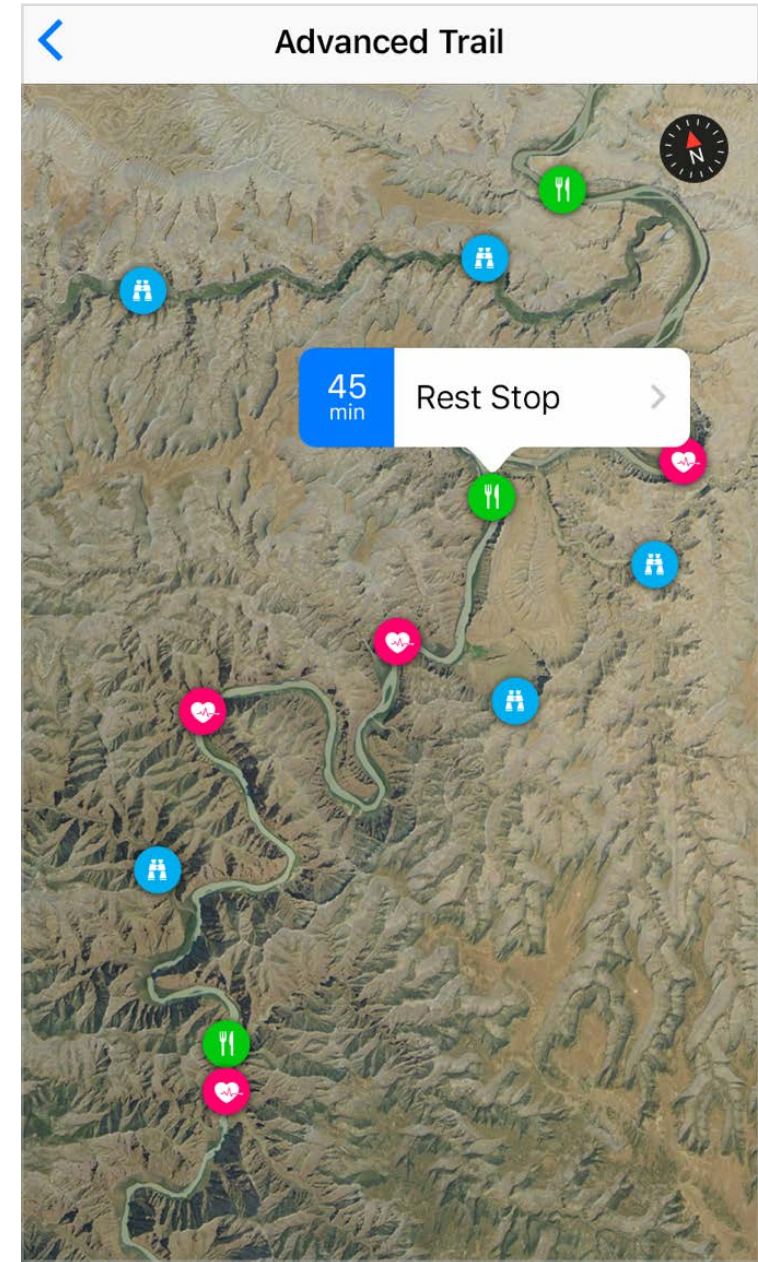
My Trips

Popular

Favorites


Recently Viewed Guides

- South Africa
- Utah
- Aspen



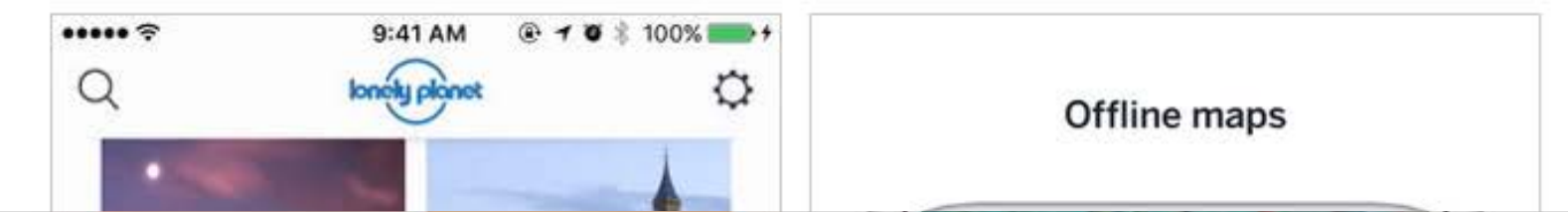
Advanced Trail

45 min Rest Stop



Guides by Lonely Planet
Lonely Planet Publications...
Editors' Choice

GET



Offline maps







Featured Categories Top Charts Search Updates

App Store

9:41 AM 100%

Categories **Travel**

Paid Free Top Grossing

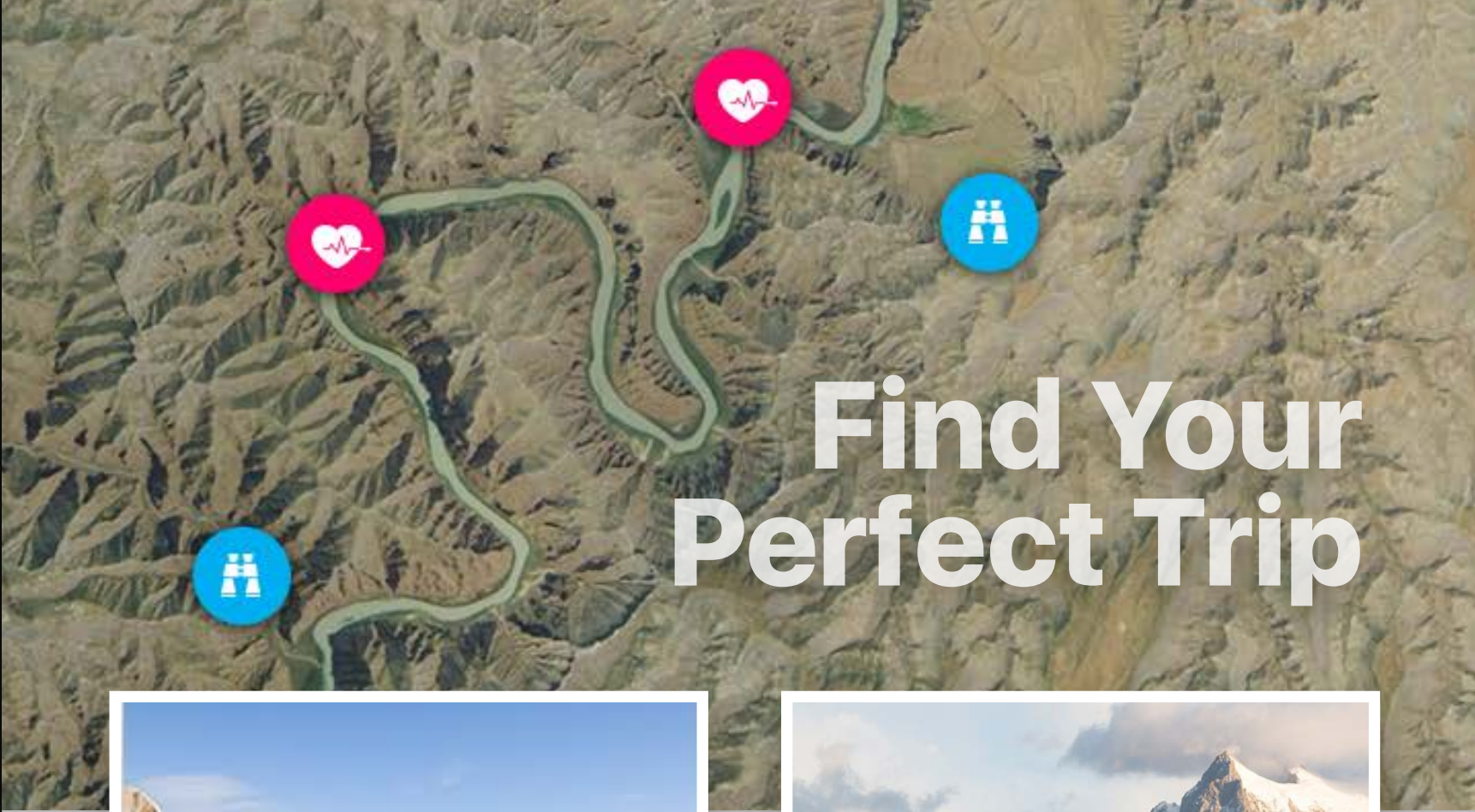
-  **Trip Guide**
Travel
★★★★★ (5,974) **+\$3.99**
In-App Purchases
-  **KAYAK Flights, Hotels & Cars**
Travel **+\$0.99**
-  **Smithsonian's National Zoo**
Travel
★★★★☆ (30) **\$1.99**
-  **Road Trip 66**
Travel
★★★★★ (8) **\$0.99**
-  **California State Parks — by Maplets**
Travel **+\$0.99**
-  **Camp & RV - Tent Camping to RV Parks**
Travel
★★★★★ (123) **+ OPEN**

Featured Categories **Top Charts** Search Updates

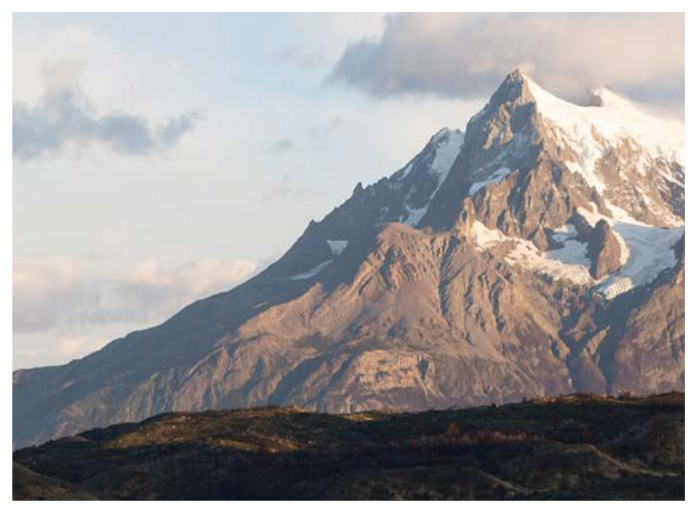

App Store
Websites


9:41 AM 100%

tripguide.apple.com



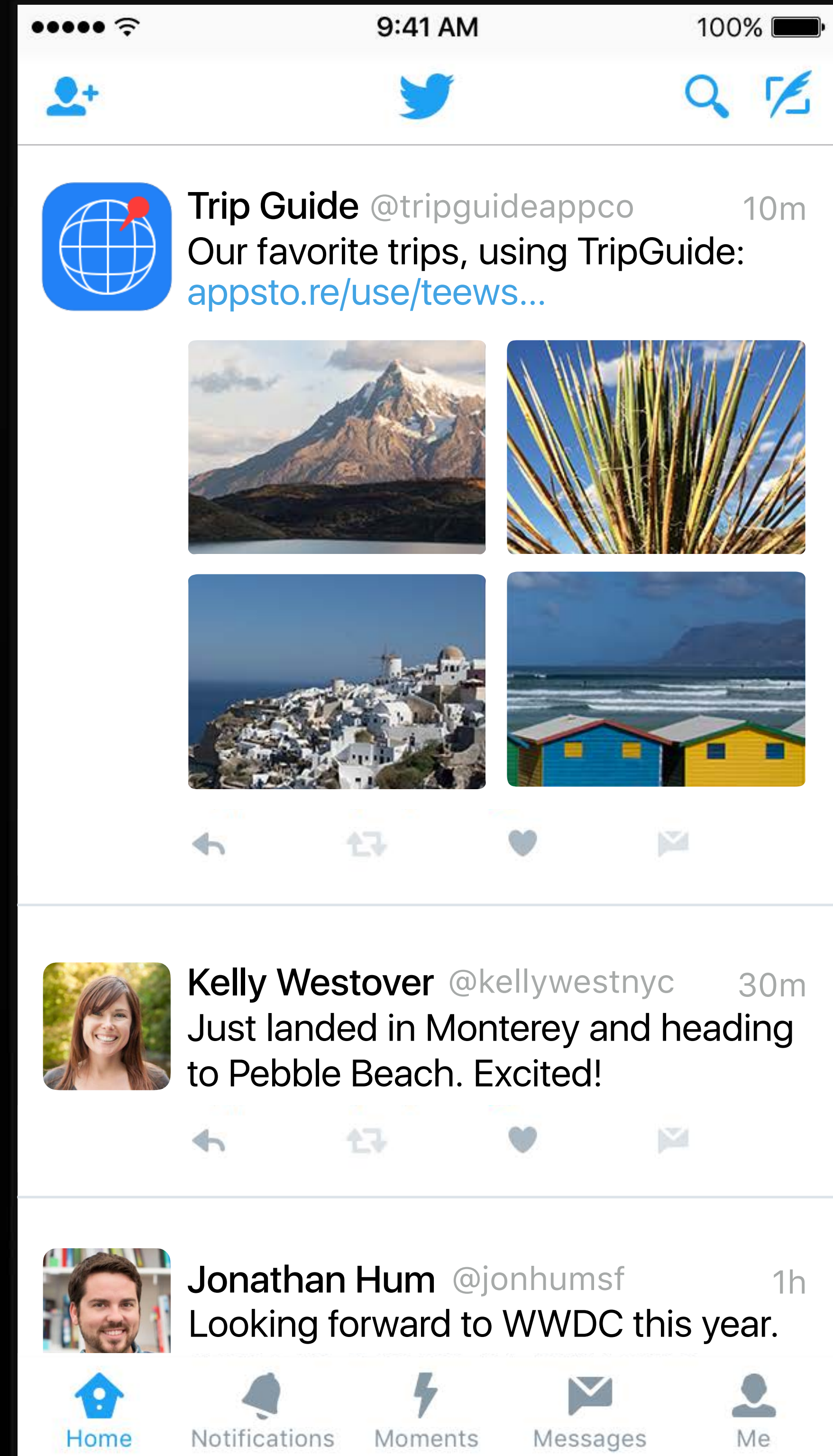
Find Your Perfect Trip



 **Get Trip Guide**
Expert insights, guidance, and reviews >

Greece	NEW	10 days
Aspen		3 days
Corsica		9 days
Tuscany		5 days

App Store
Websites
Apps



From: **Todd** >

To: **Kelly Westover** >

Hide



TripGuide

Today at 12:19 PM

I found a great app to help us plan our next trip.

Trip Guide by App Co

<https://appsto.re/us/teews...>

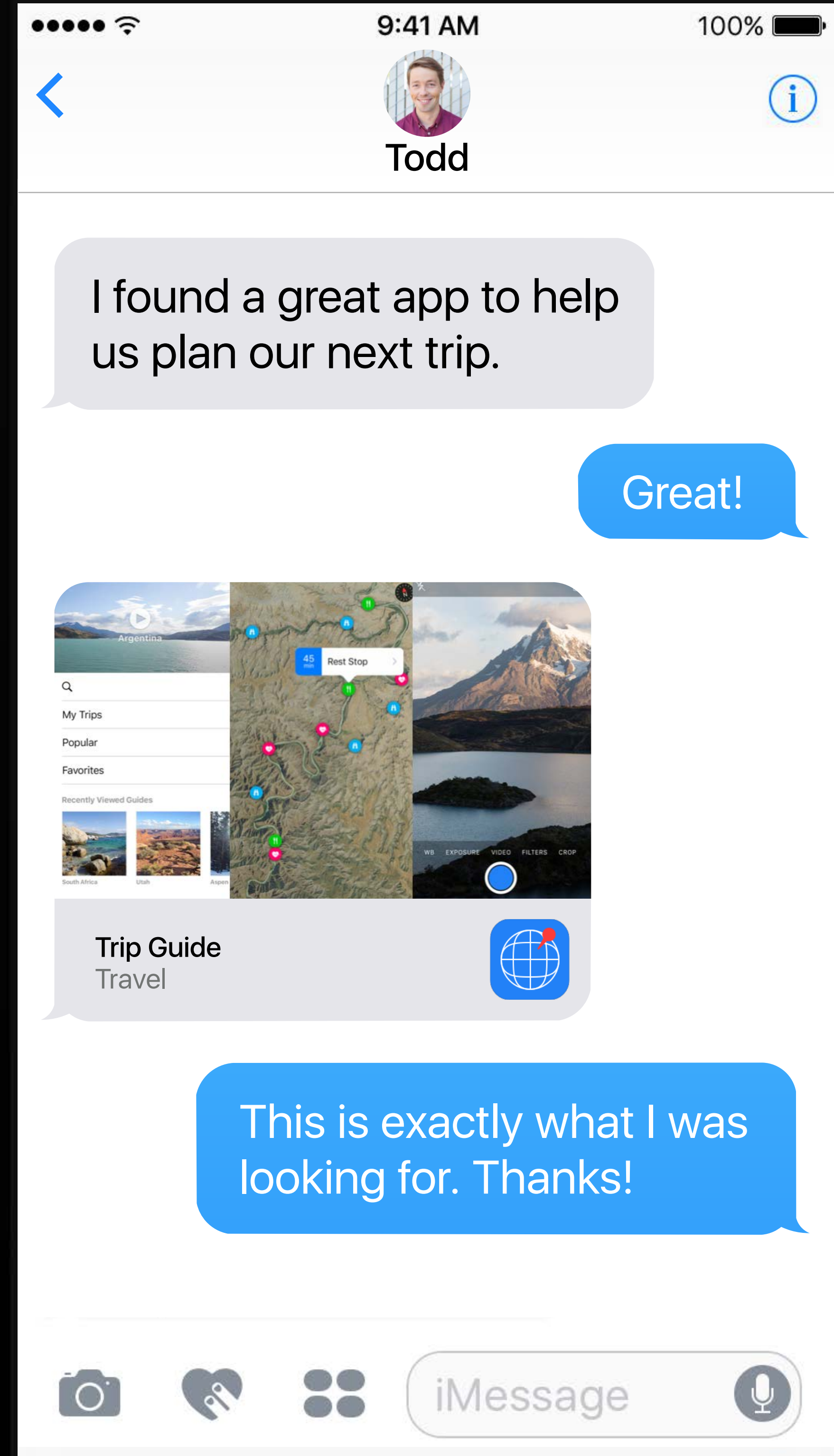


App Store

Websites

Apps

App Store
Websites
Apps



Overview Metrics Sources Retention

All Apps Websites Campaigns

Websites

App Purchase Date None

Last 30 Days

Name	Impressions	App Units	Sales	Opt-In Only Sessions
facebook.com	8,486 ▲ 2%	818 ▲ 3%	\$809 ▲ 3%	12,147 ▲ 1%
travelappseeker.com	2,114 ▲ 1%	110 ▲ 1%	\$1,123 ▲ 1%	56,647 ▲ 1%
twitter.com	1,547 ▲ 3%	65 ▲ 2%	\$64 ▲ 2%	20,214 ▲ 2%
getoutthere.today	818 ▼ 1%	54 ▼ 1%	\$53 ▼ 1%	2,224 ▲ 1%
apple.com	221 ▲ 2%	5 ▲ 1%	\$5 ▲ 1%	125 ▲ 1%
travellertrust.co	135 ▼ 1%	2 ▲ 1%	\$2 ▲ 1%	76 ▲ 1%
trailsnwhales.com	50 ▼ 1%	9 ▼ 1%	\$9 ▼ 1%	225 ▲ 1%

Apple Inc.








iTunes Connect App Analytics ▼ Trip Guide ▼ Kelly Westover ▼ App Co ?

Overview Metrics Sources Retention

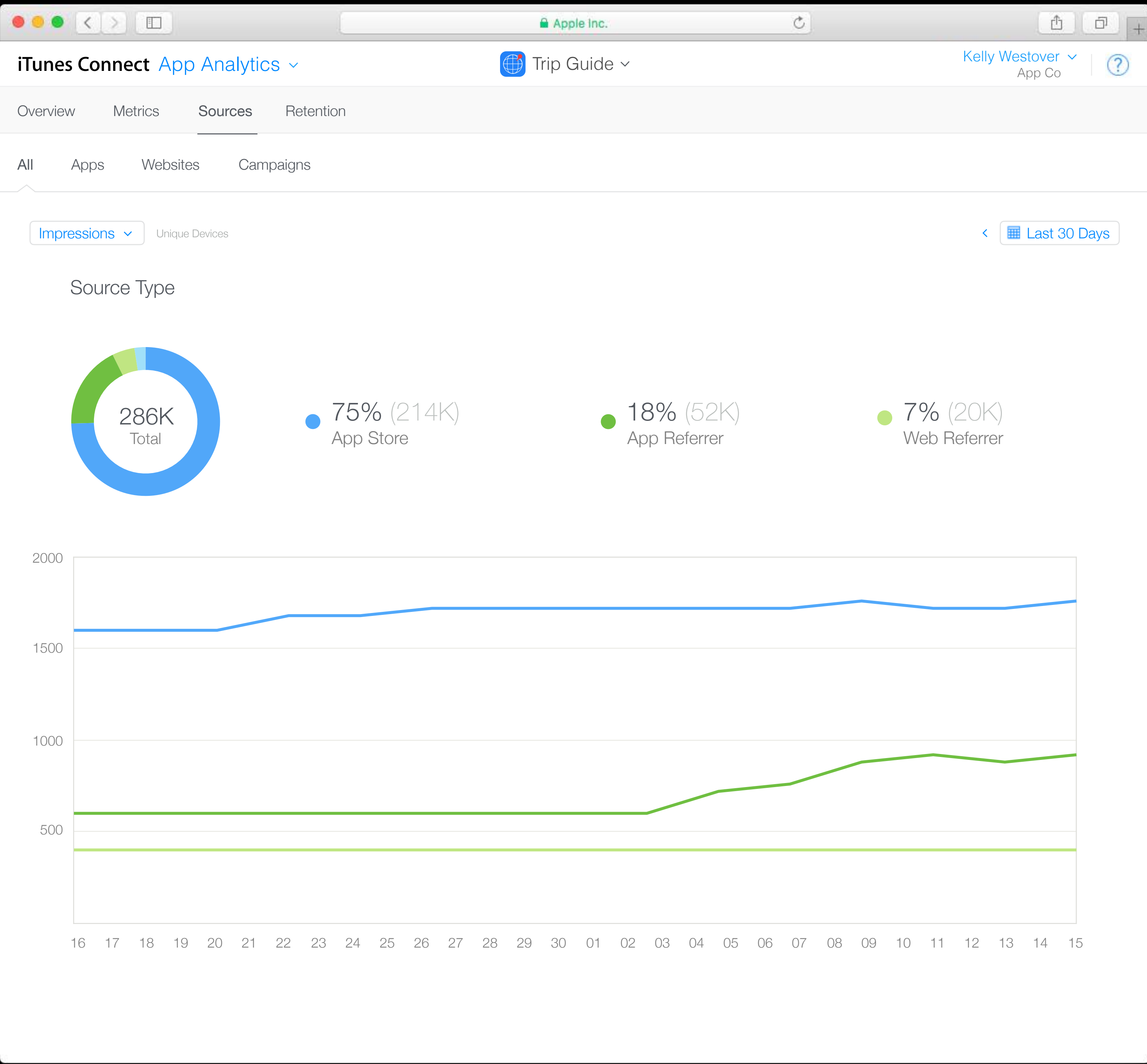
All Apps Websites Campaigns

Apps

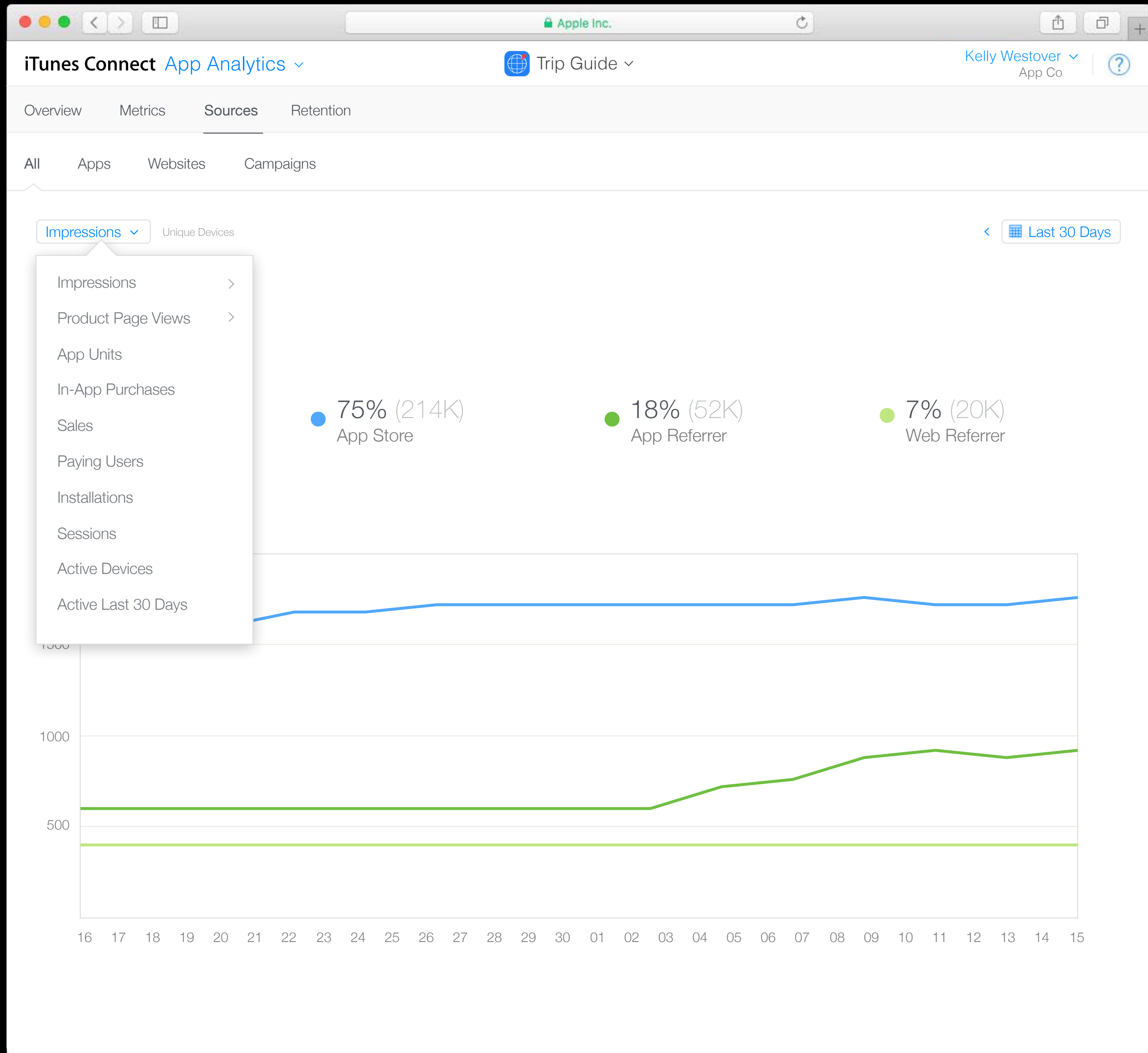
App Purchase Date: None ▼ < Last 30 Days

Name	Impressions ▼	App Units	Sales	Opt-In Only Sessions
 Facebook	12,324 ▲ 2%	1,912 ▲ 3%	\$1892 ▲ 3%	57,334 ▲ 1%
 Twitter	12,114 ▲ 1%	1,147 ▲ 1%	\$1,135 ▲ 1%	67,174 ▲ 10%
 Messages	10,212 ▲ 3%	650 ▲ 2%	\$643 ▲ 2%	21,431 ▲ 2%
 Tide Minder	5,651 ▼ 1%	245 ▼ 1%	\$242 ▼ 1%	9,547 ▲ 1%
 Mail	1,211 ▲ 2%	56 ▲ 1%	\$55 ▲ 1%	2,124 ▲ 1%
 Track Runner	354 ▼ 1%	121 ▼ 1%	\$119 ▼ 1%	467 ▼ 1%
 Bike Fixer	162 ▼ 1%	34 ▼ 1%	\$33 ▼ 1%	334 ▲ 1%

NEW



NEW



NEW

APP STORE

Impressions

Unique Devices

Product Page Views

SALES

App Units

In-App Purchases

Sales

Paying Users

USAGE

Installations

Sessions

Active Devices

Active Last 30 Days

Crashes

Deletions

COMPARE TO

App Units

SAVED VIEWS

Conversion Rate

Sessions per Device

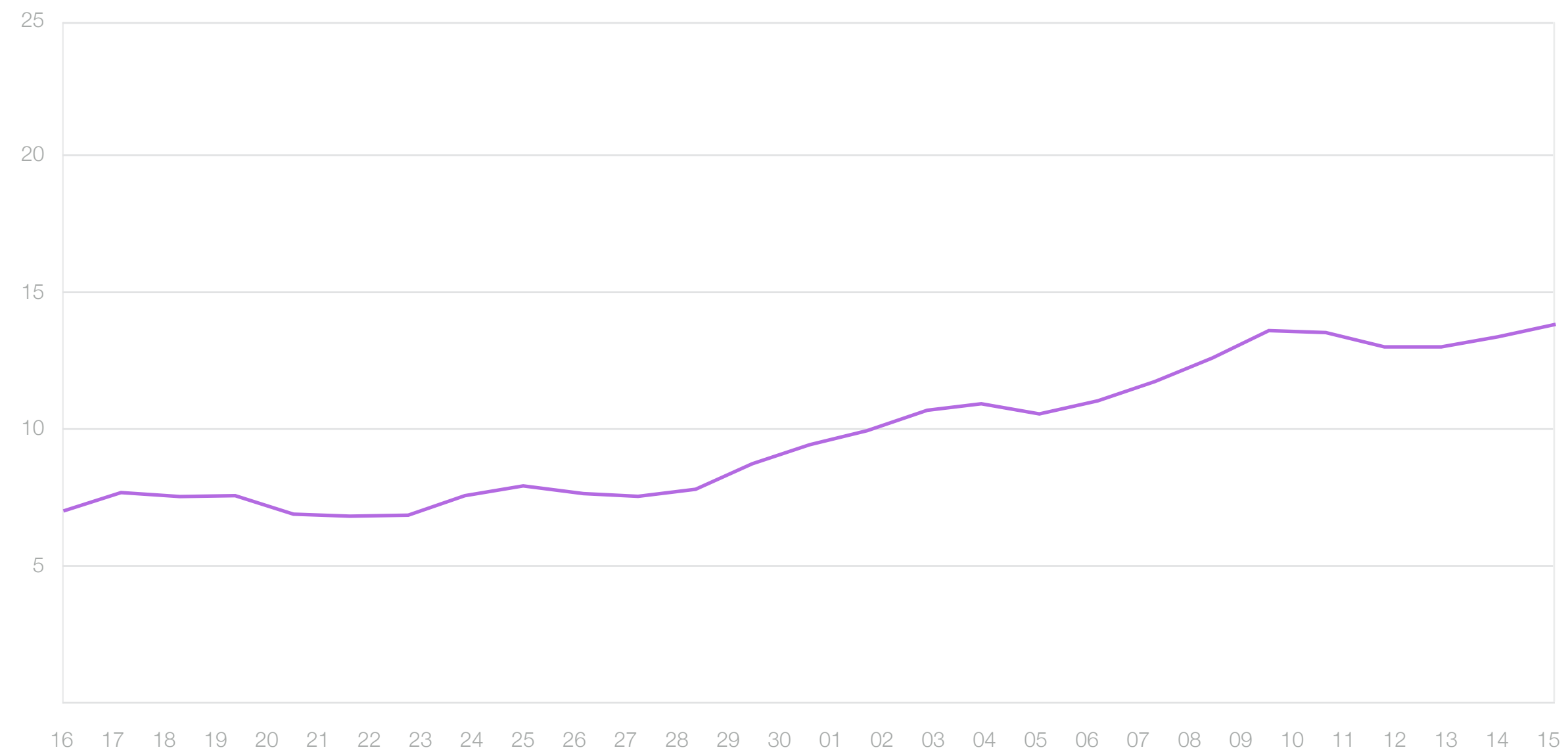
View By

Add Filter

Last 30 Days

10.4 Impressions / App Units Unique Devices

Ratio Line Days



Date	Impressions	App Units	Ratio
May 16	4,350	604	7.2
May 17	4,526	566	8.0
May 18	4,498	569	7.9
May 19	4,572	571	8.0
May 20	4,378	608	7.2
May 21	4,360	614	7.1

APP STORE

Impressions

Unique Devices

Product Page Views

SALES

App Units

In-App Purchases

Sales

Paying Users

USAGE

Installations

Sessions

Active Devices

Active Last 30 Days

Crashes

Deletions

COMPARE TO

App Units

SAVED VIEWS

Conversion Rate

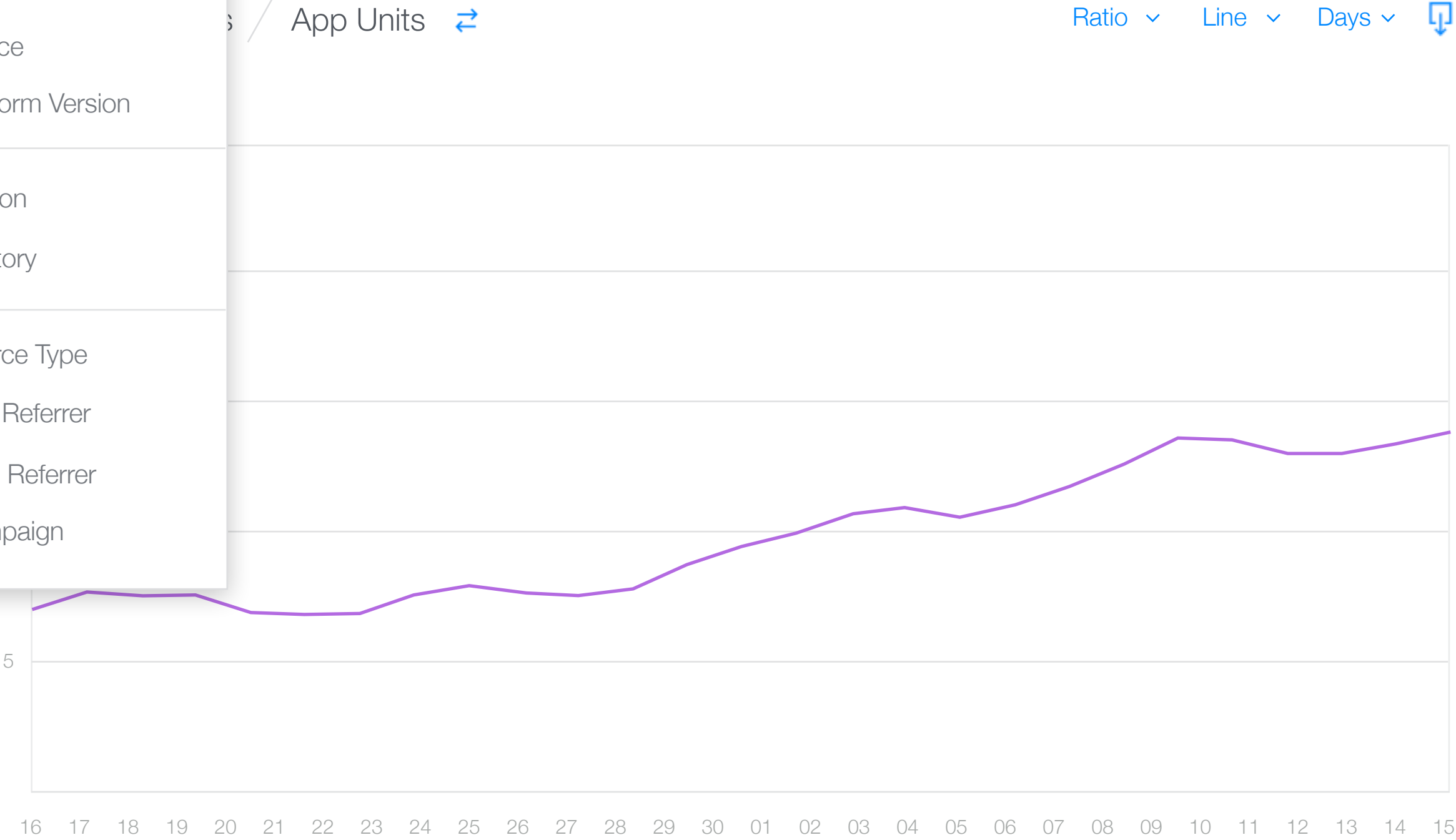
Sessions per Device

View By

Add Filter

Last 30 Days

- App Version
- Device
- Platform Version
- Region
- Territory
- Source Type
- App Referrer
- Web Referrer
- Campaign



Date	Impressions	App Units	Ratio
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May 19	4,572	571	8.0
May 20	4,378	608	7.2
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iTunes Connect App Analytics

Overview Metrics Sources Retention

APP STORE

- Impressions
- Unique Devices
- Product Page Views

SALES

- App Units
- In-App Purchases
- Sales
- Paying Users

USAGE

- Installations
- Sessions
- Active Devices
- Active Last 30 Days
- Crashes
- Deletions

COMPARE TO

- App Units

SAVED VIEWS

- Conversion Rate
- Sessions per Device

View By: [Dropdown]

Add Filter

Last 30 Days

App Units

Ratio Line Days

Date	Impressions	App Units	Ratio
May 16	4,350	604	7.2
May 17	4,526	566	8.0
May 18	4,498	569	7.9
May 19	4,572	571	8.0
May 20	4,378	608	7.2
May 21	4,360	614	7.1

Source Type

Overview Metrics Sources Retention

APP STORE

Impressions

Unique Devices

Product Page Views

SALES

App Units

In-App Purchases

Sales

Paying Users

USAGE

Installations

Sessions

Active Devices

Active Last 30 Days

Crashes

Deletions

COMPARE TO

App Units

SAVED VIEWS

Conversion Rate

Sessions per Device

Source Type Add Filter

Last 30 Days

Impressions / App Units Unique Devices

Ratio Line Days

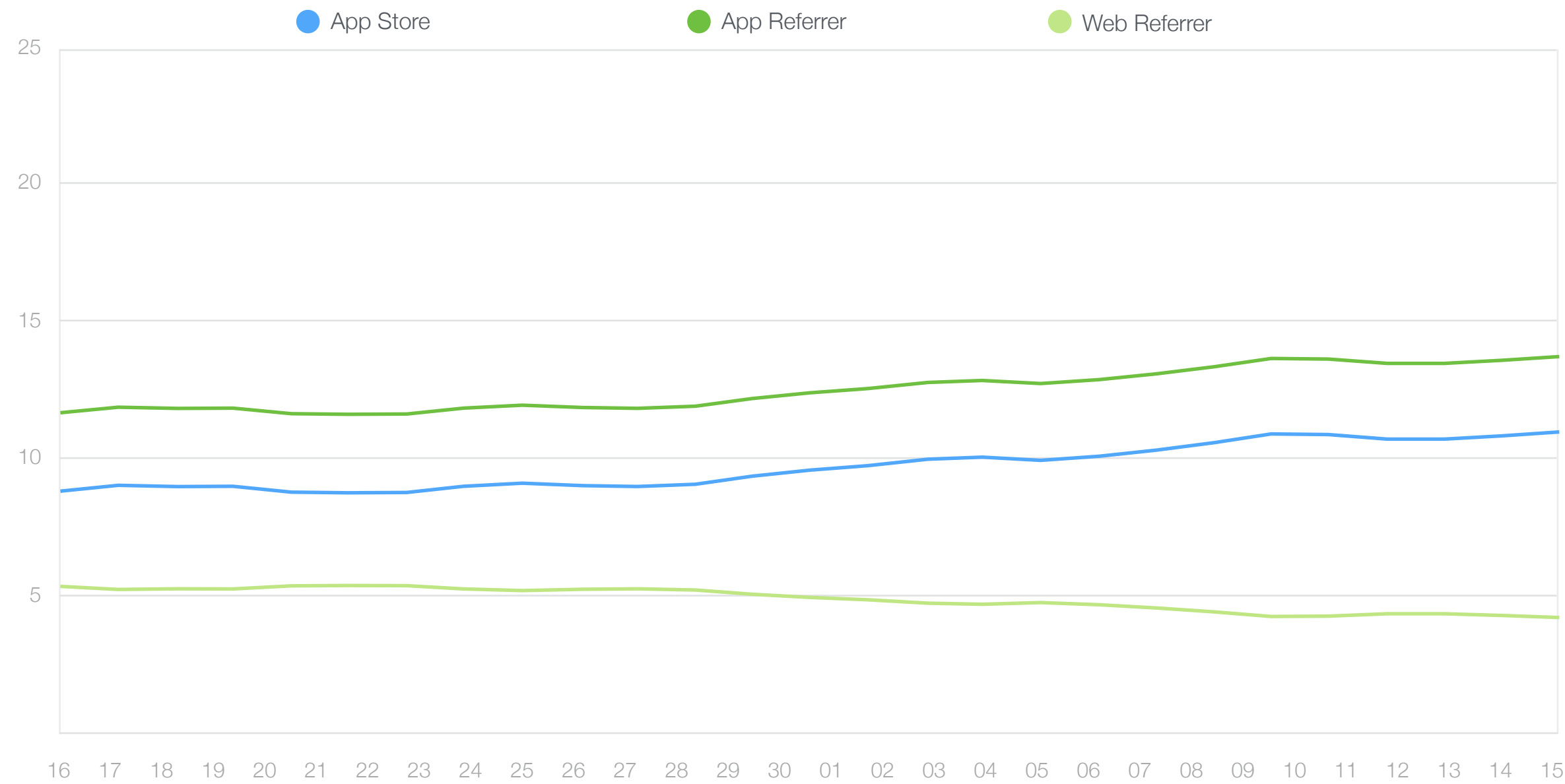


Chart	Source Type	Impressions	App Units	Ratio
<input checked="" type="checkbox"/>	App Store	214,349	21,434	10
<input checked="" type="checkbox"/>	App Referrer	52,114	4,271	12.2
<input checked="" type="checkbox"/>	Web Referrer	20,221	3,610	5.6

Coming This Year



App Analytics

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

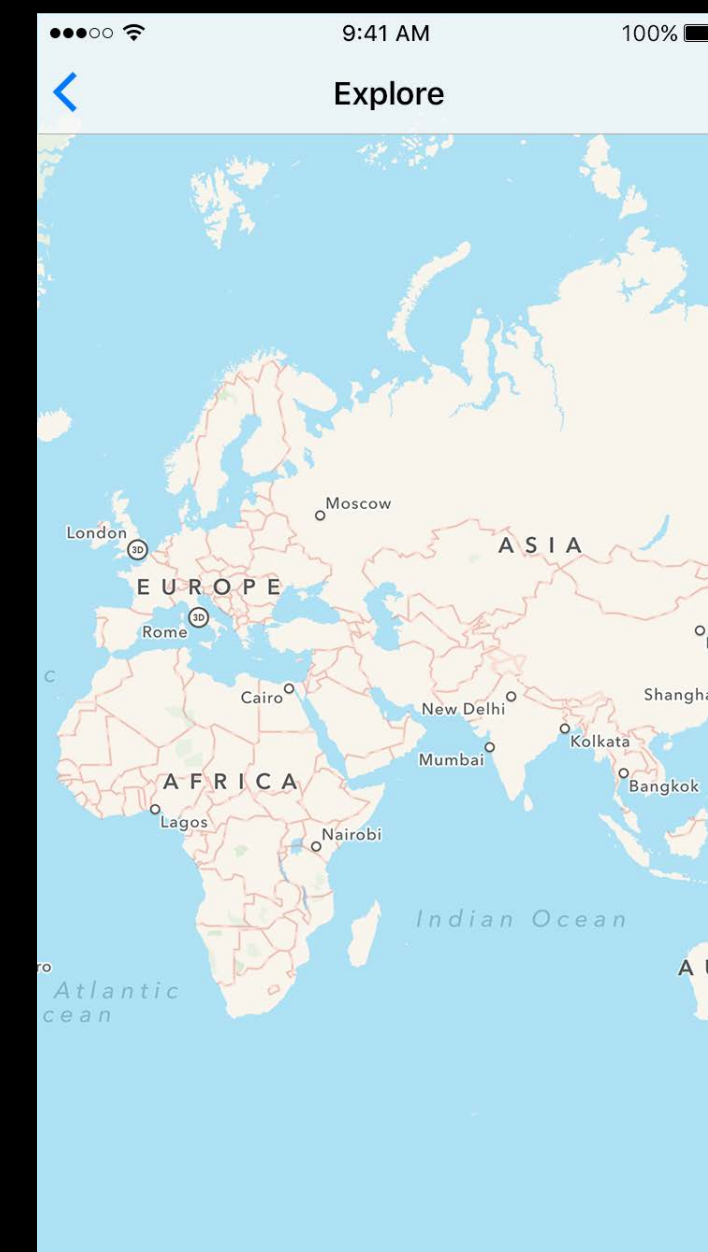
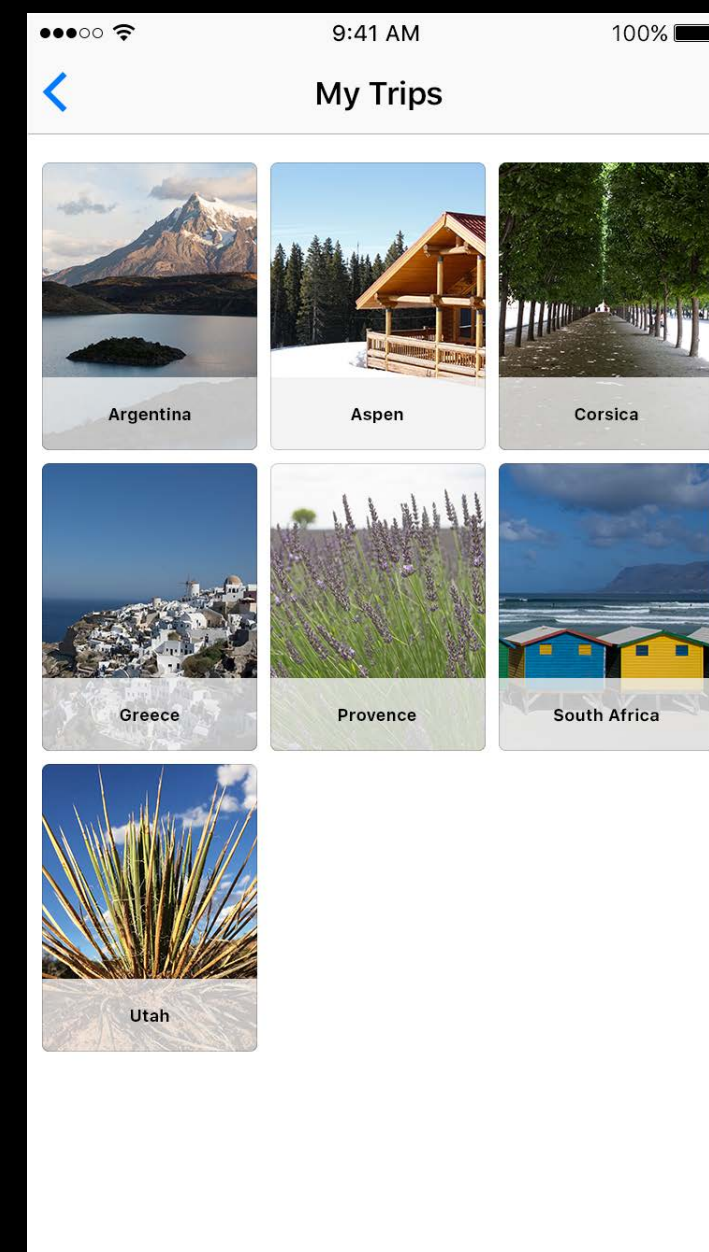
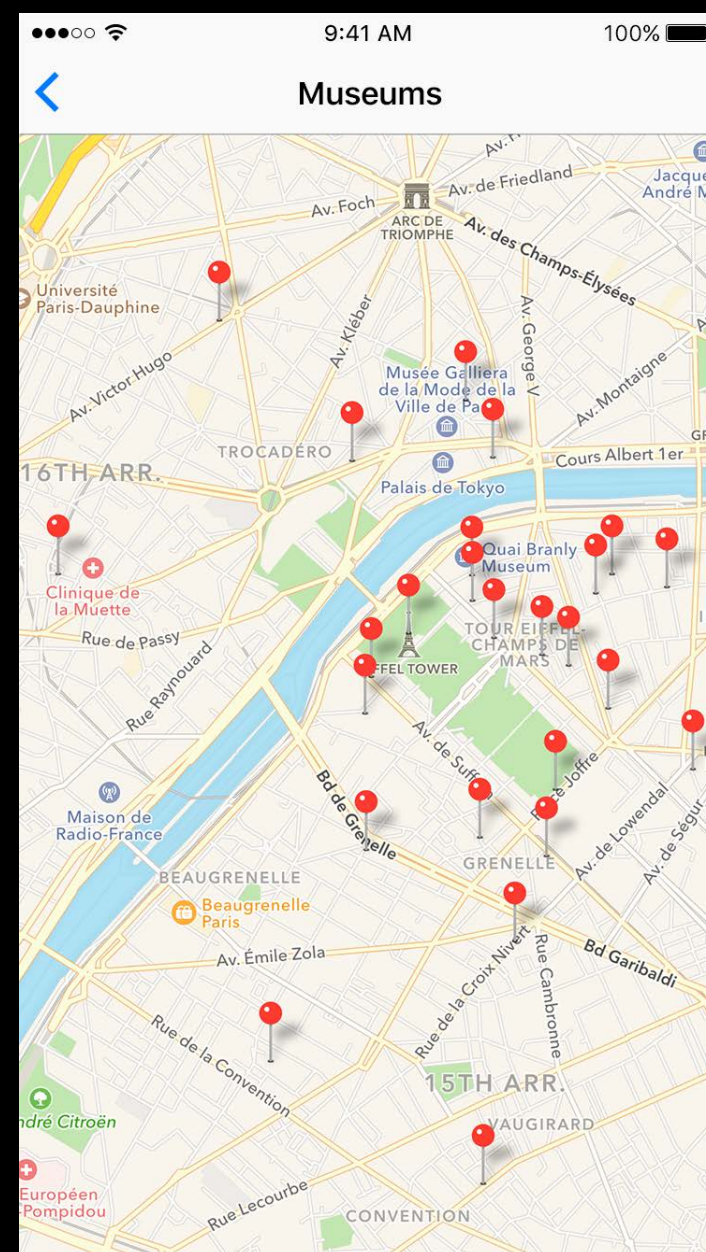
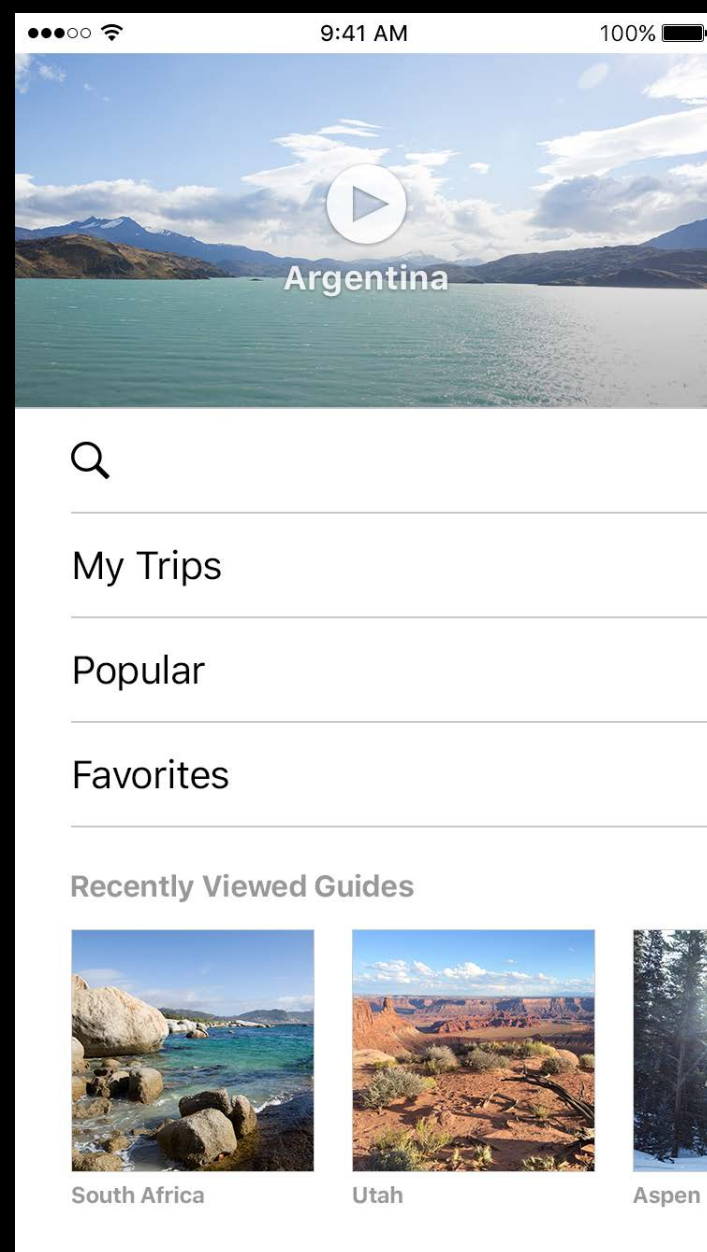
App Analytics

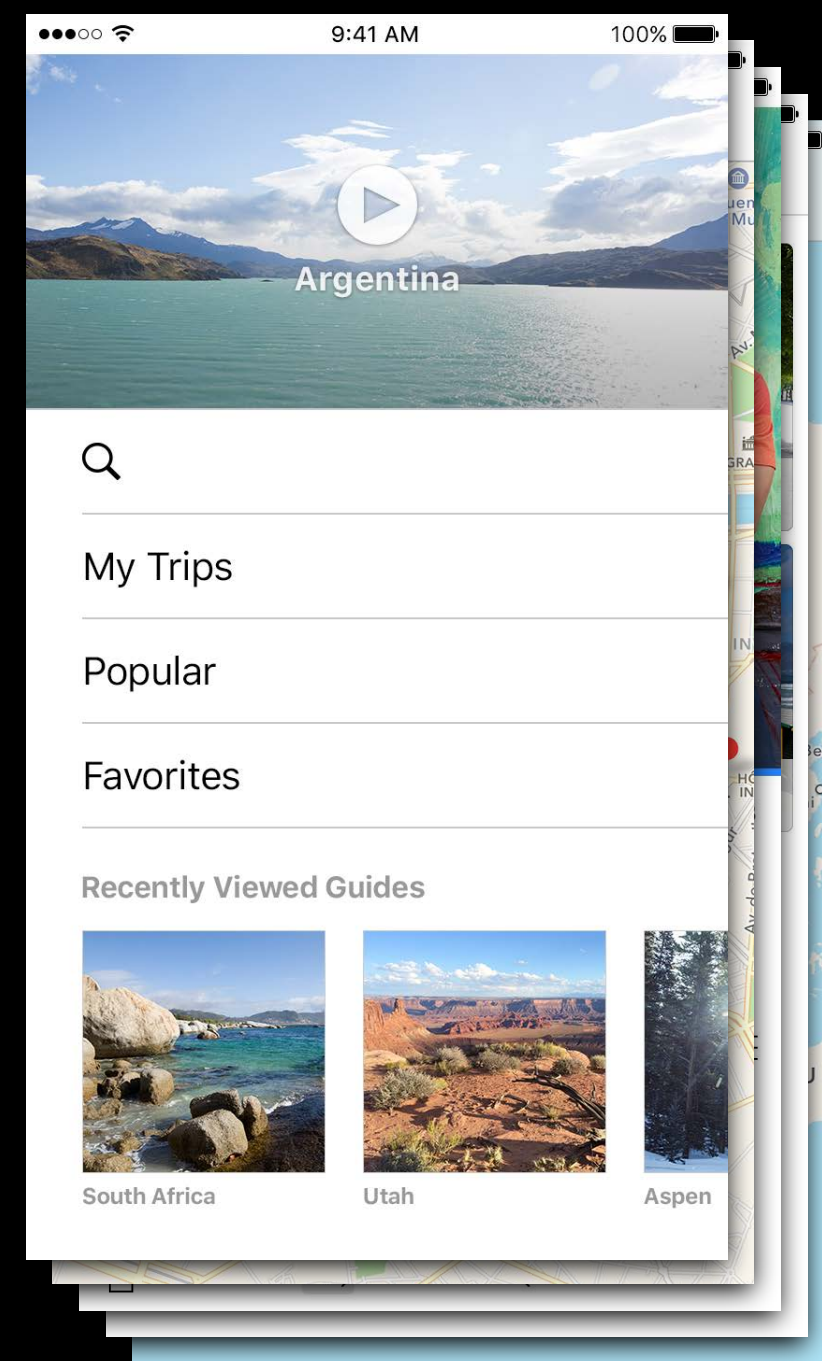
Screenshot Simplification

iMessage Apps

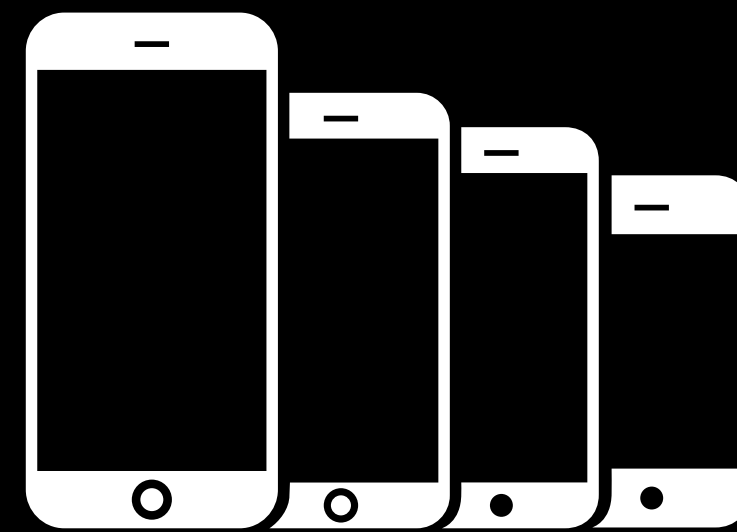
Guideline Changes

Screenshot Simplification



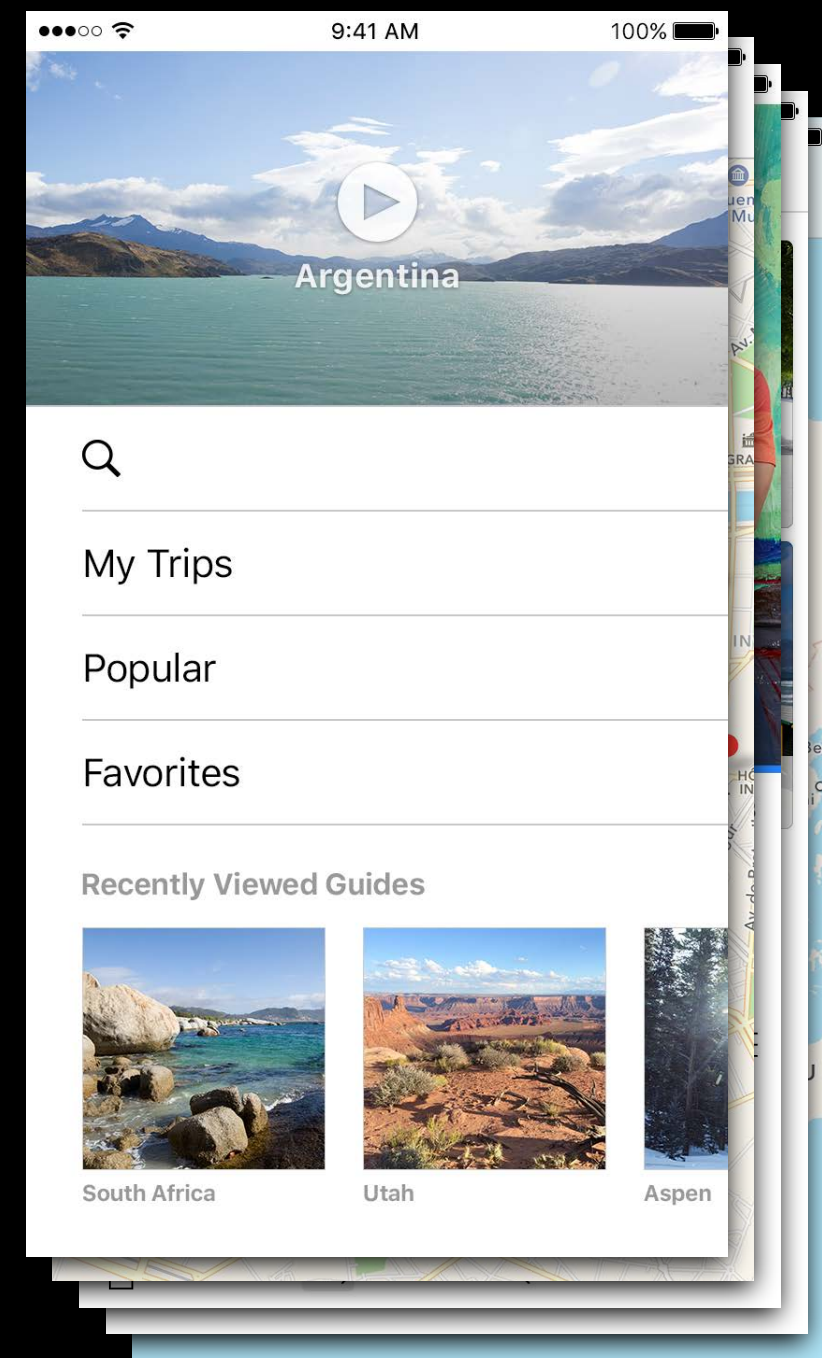


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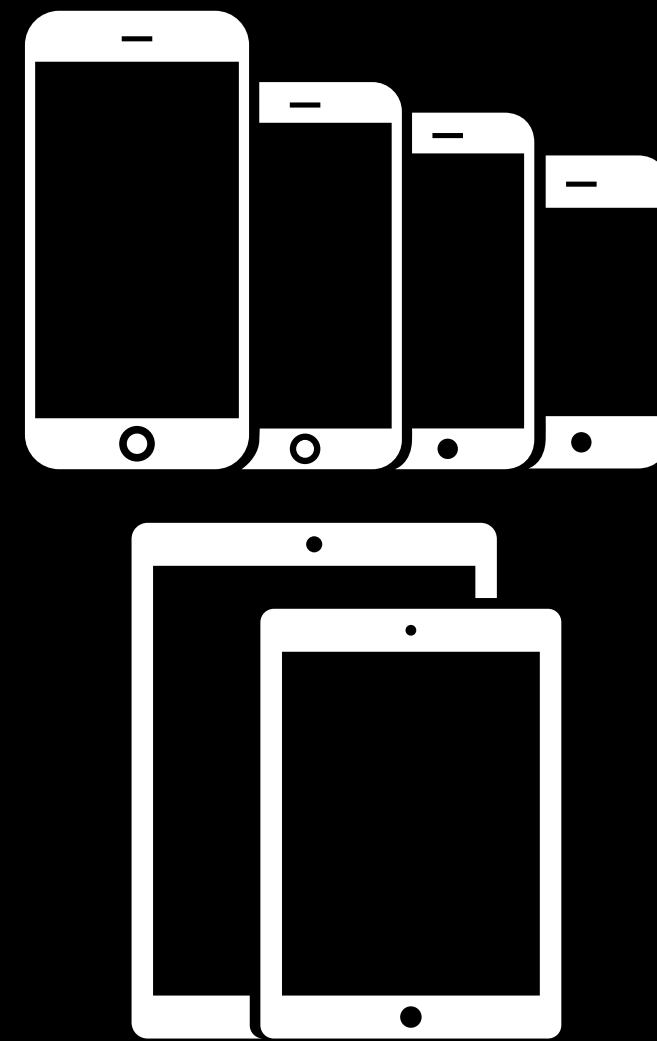


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5

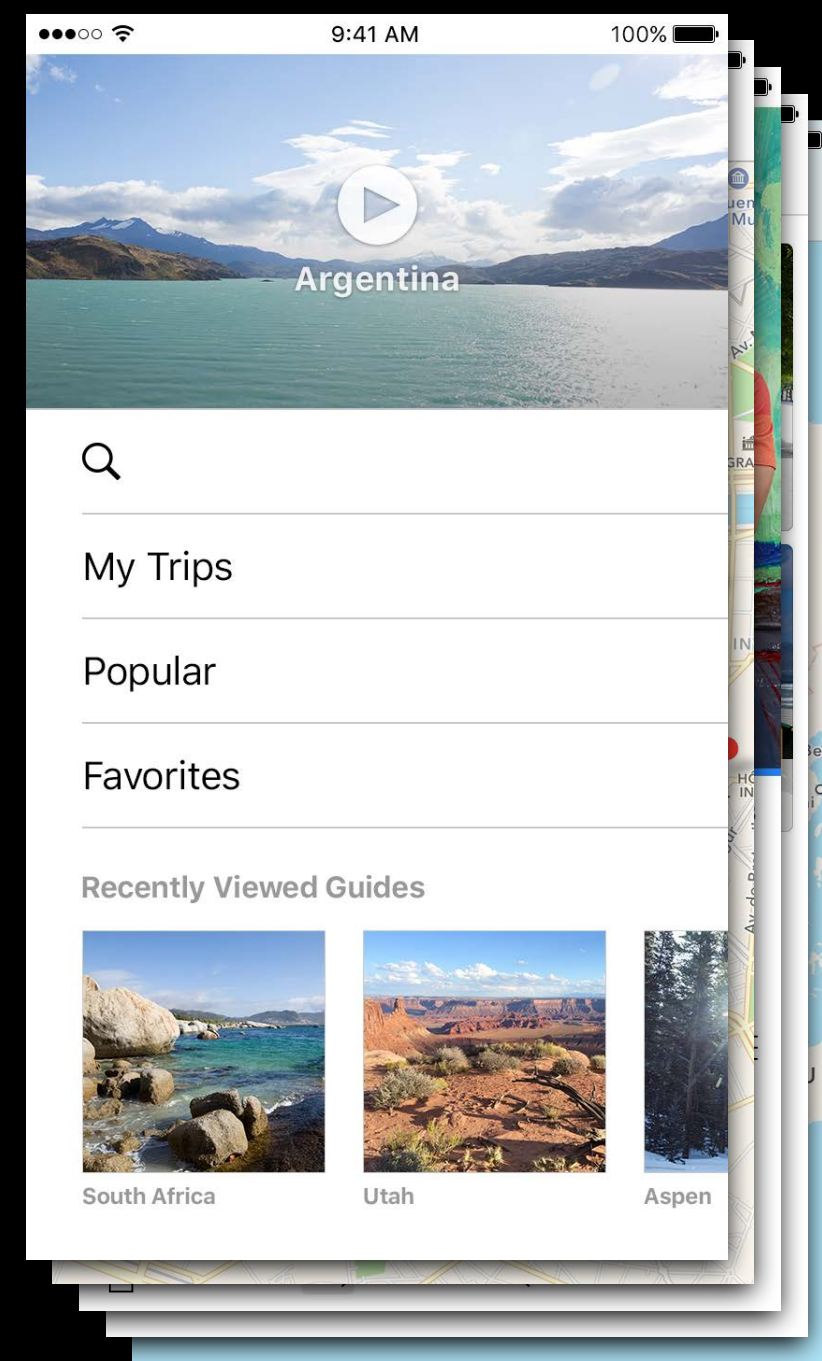


X

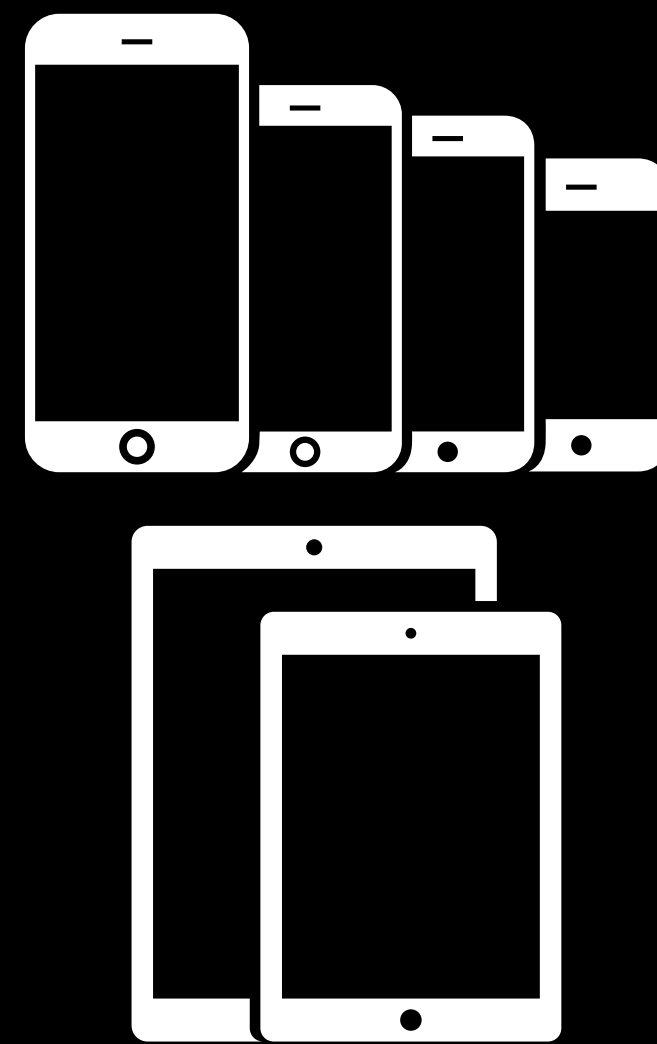


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20

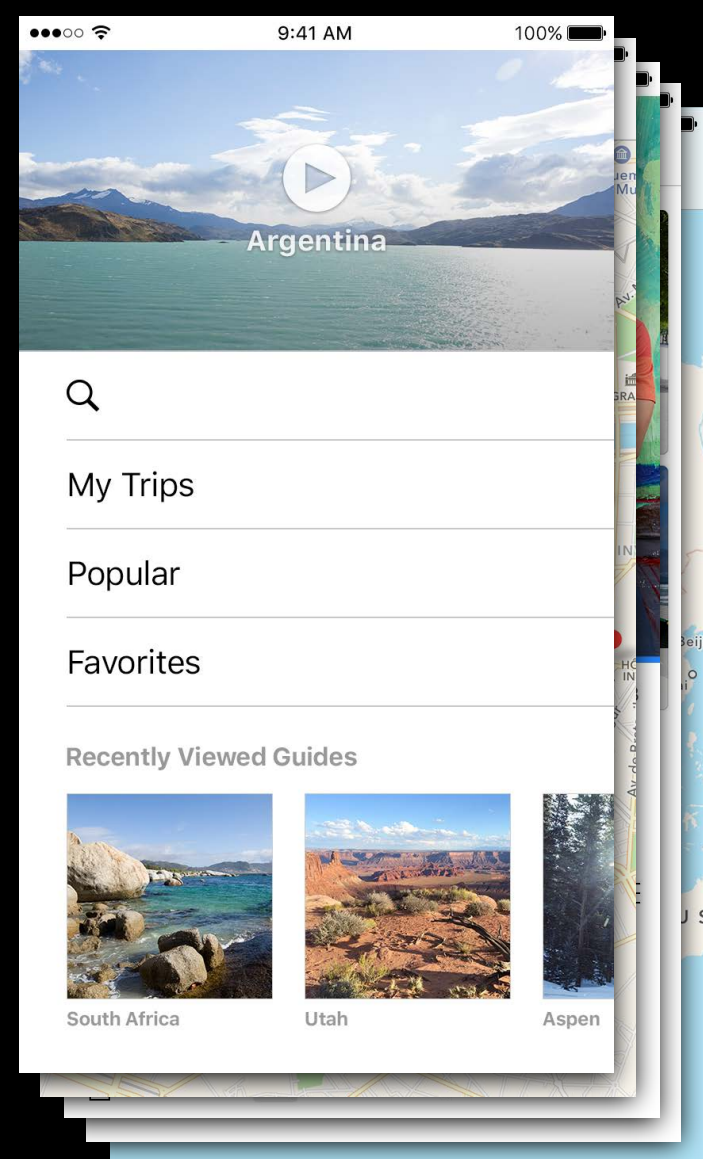


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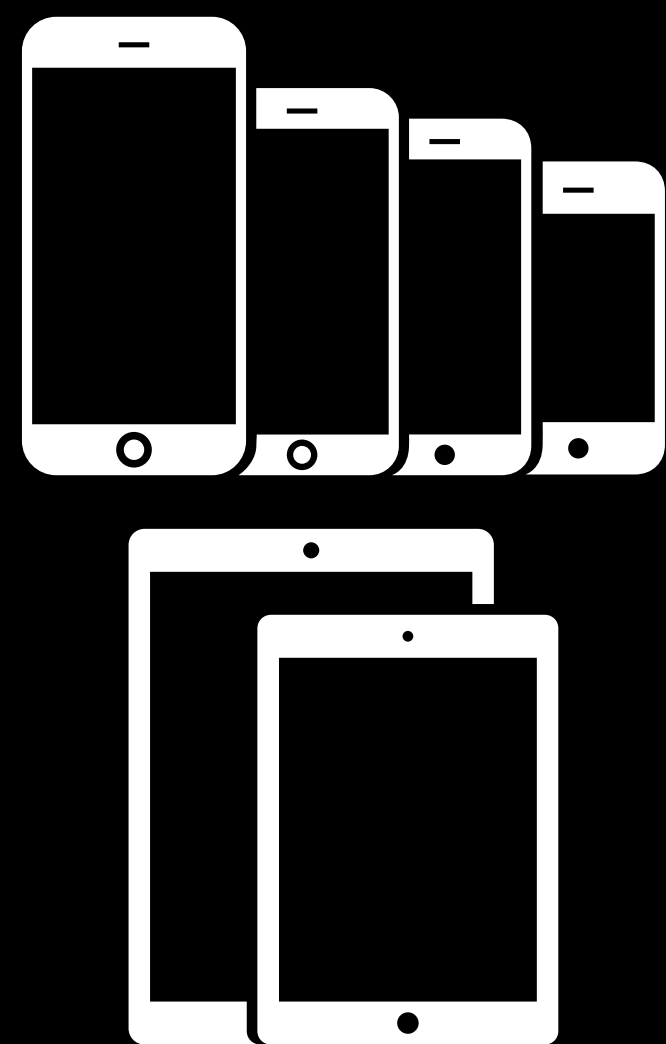


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30



X

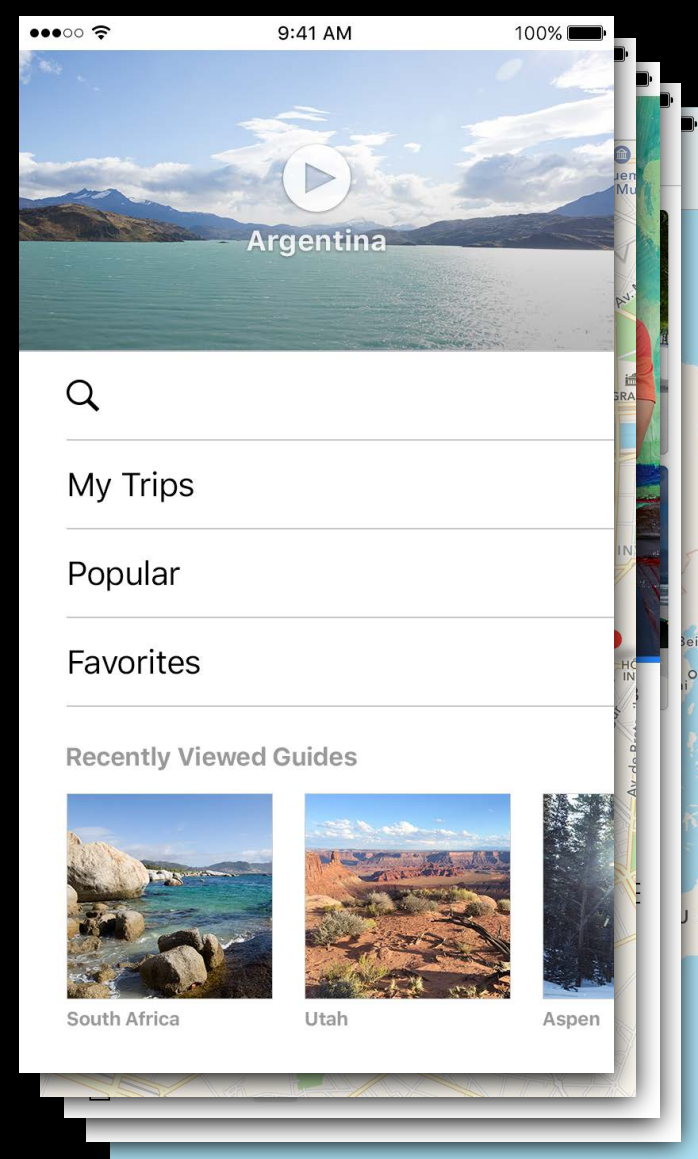


X

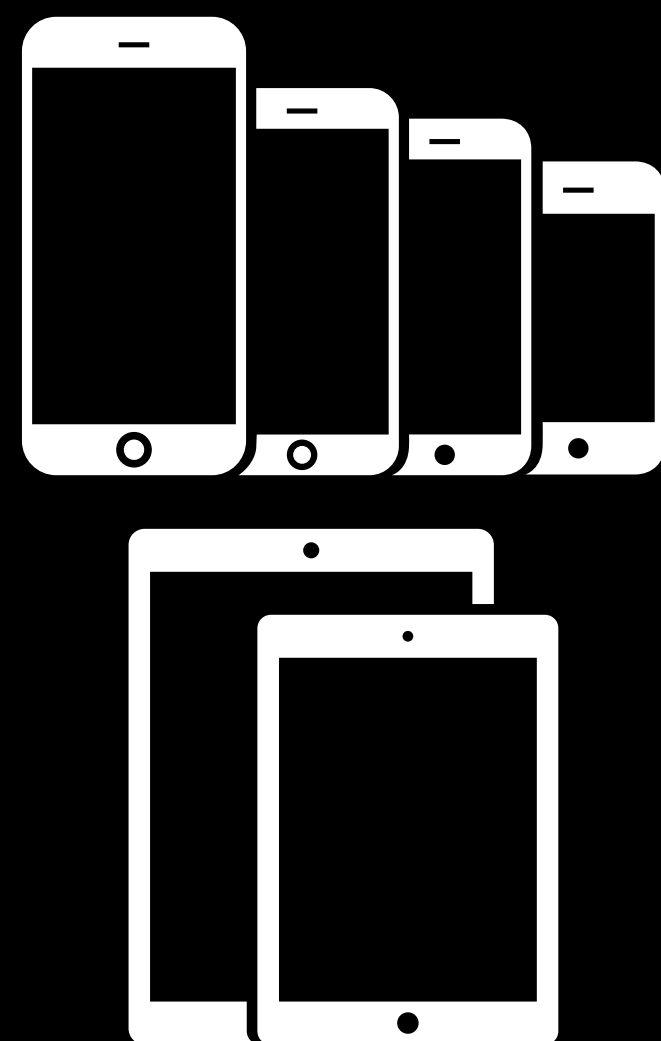


=

30



X



X



=

840

NEW



One Set of Screenshots per Device Family

Apple Inc.

iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

+ VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

Version Information

English (U.S.)

App Preview and Screenshots

iPhone iPad

5.5-Inch Display

Drag a video and up to 5 screenshots for a 5.5-inch display. We'll use these for the iPhone display sizes and localizations selected in Media Manger. View [iOS Screenshot Properties](#) and [App Preview Properties](#).

0/1 App Preview and 0/5 Screenshots | [Media Manager](#) | [Choose File](#) | [Delete All](#)

> Other Sizes

Description

Keywords

Support URL

Marketing URL

Apple Inc.

iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

App Information Pricing

IOS APP

3.0 Prepare for Submission 2.0 Ready for Sale

Version Information English (U.S.)

iPhone iPad

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0/1 App Preview and 0/5 Screenshots Media Manager Choose File Delete All

Other Sizes

Description Keywords Support URL Marketing URL

http://example.com http://example.com (optional)

Apple Inc.

iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

+ VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

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App Preview and Screenshots

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0/1 App Preview and 0/5 Screenshots | [Media Manager](#) | [Choose File](#) | [Delete All](#)

> Other Sizes

Description

Keywords

Support URL

Marketing URL

Apple Inc.

iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

+ VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

Version Information

English (U.S.)

App Preview and Screenshots

iPhone iPad

5.5-Inch Display

Drag a video and up to 5 screenshots for a 5.5-inch display. We'll use these for the iPhone display sizes and localizations selected in Media Manger. View [iOS Screenshot Properties](#) and [App Preview Properties](#).

0/1 App Preview and 0/5 Screenshots | [Media Manager](#) | [Choose File](#) | [Delete All](#)

> Other Sizes

Description

Keywords

Support URL

Marketing URL

Apple Inc. | Kelly Westover App Co | Trip Guides

iTunes Connect My Apps

App Store | Features | Test Flight | Activity | App Analytics | Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

+ VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save | Submit for Review

Version Information


English (U.S.)

App Preview and Screenshots

iPhone | iPad

5.5-Inch Display

Drag a video and up to 5 screenshots for a 5.5-inch display. We'll use these for the iPhone display sizes and localizations selected in Media Manager. View [iOS Screenshot Properties](#) and [App Preview Properties](#).



screenshots_iphone_1.jpeg

0/1 App Preview and 0/5 Screenshots | [Media Manager](#) | [Choose File](#) | [Delete All](#)

> Other Sizes

Description

Keywords

Support URL

Marketing URL

Apple Inc. | Kelly Westover App Co | Trip Guides

iTunes Connect My Apps

App Store | Features | Test Flight | Activity | App Analytics | Sales and Trends

iOS App 3.0

Prepare for Submission

Save | Submit for Review

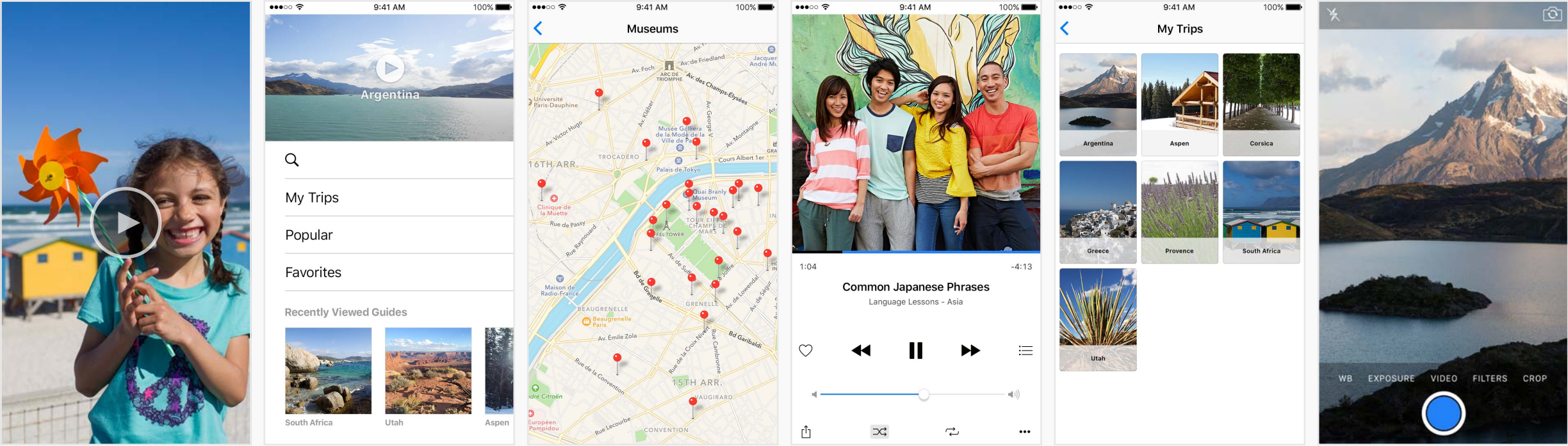
Version Information

English (U.S.)

App Preview and Screenshots

iPhone | iPad

5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Media Manager | Choose File | Delete All

> Other Sizes (17)

Description

Keywords

Support URL

Marketing URL

Apple Inc.

iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

Version Information

English (U.S.)

App Preview and Screenshots

iPhone iPad

5.5-Inch Display

Manager Choose File Delete All

Keywords ?

Support URL ?

Marketing URL ?

> Other Sizes

Apple Inc. iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION
App Information
Pricing

IOS APP
3.0 Prepare for Submission
2.0 Ready for Sale

VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

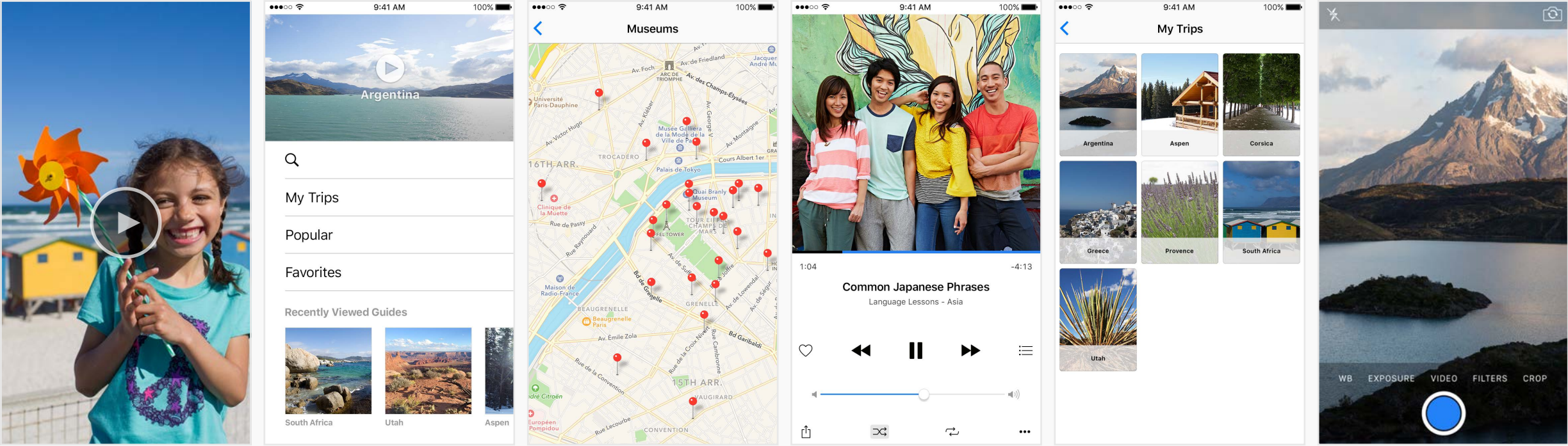
Version Information

English (U.S.)

App Preview and Screenshots

iPhone iPad

5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Media Manager | Choose File | Delete All

Other Sizes (17)

Description

Keywords

Support URL
http://example.com

Marketing URL
http://example.com (optional)

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

+ VERSION OR PLATFORM

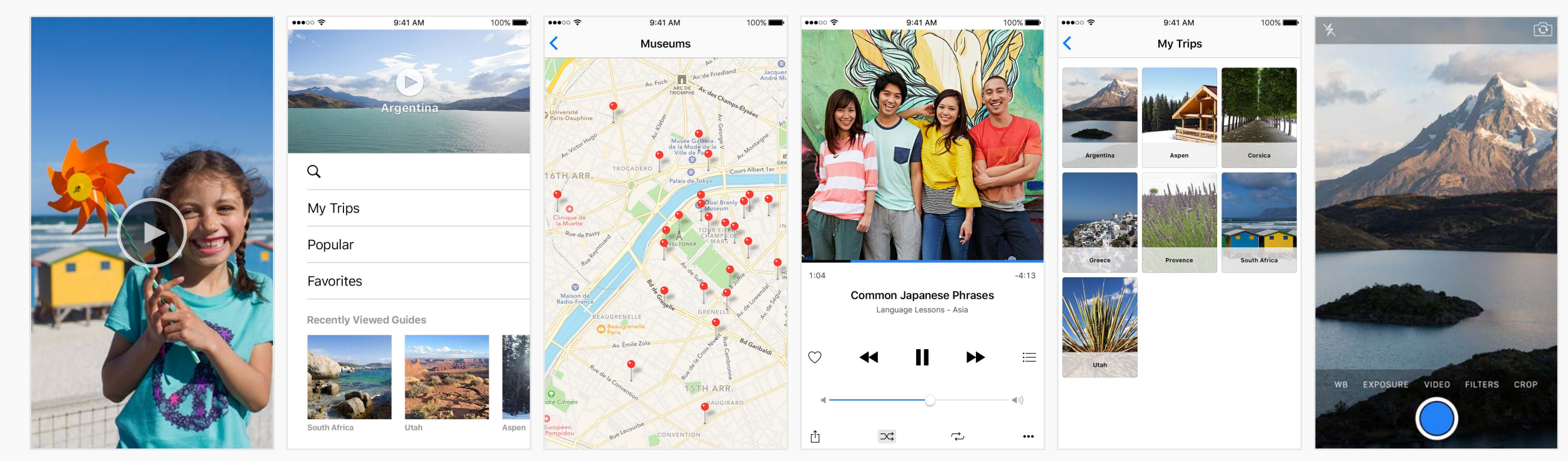
iOS App 3.0

Prepare for Submission

Save | Submit for Review



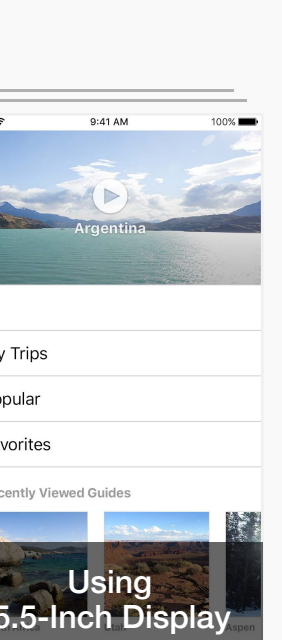
iPhone | iPad

5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Media Manager | Choose File | Delete All

Other Sizes (17)

 <p>Using 5.5-Inch Display</p> <p>4.7-Inch Display 1 App Preview 5 Screenshots</p>	 <p>Using 5.5-Inch Display</p> <p>4-Inch Display 1 App Preview 5 Screenshots</p>	 <p>Using 5.5-Inch Display</p> <p>3.5-Inch Display 5 screenshots</p>
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iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

App Information Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

iPhone iPad

5.5-Inch Display Using 5.5-Inch Display Using 5.5-Inch Display Using 5.5-Inch Display 4.7-Inch Display 1 App Preview 5 Sscreenshots 4-Inch Display 1 App Preview 5 Sscreenshots 3.5-Inch Display 5 screenshots

APP STORE INFORMATION

App Information

Pricing

IOS APP

3.0 Prepare for Submission

2.0 Ready for Sale

+ VERSION OR PLATFORM

iOS App 3.0

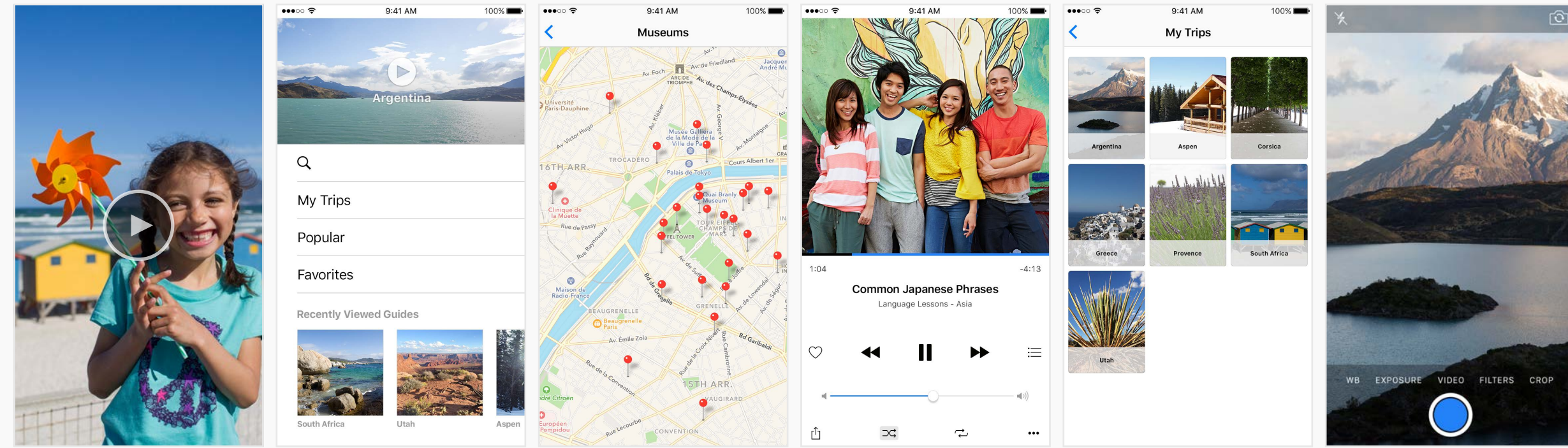
Prepare for Submission

Save

Submit for Review

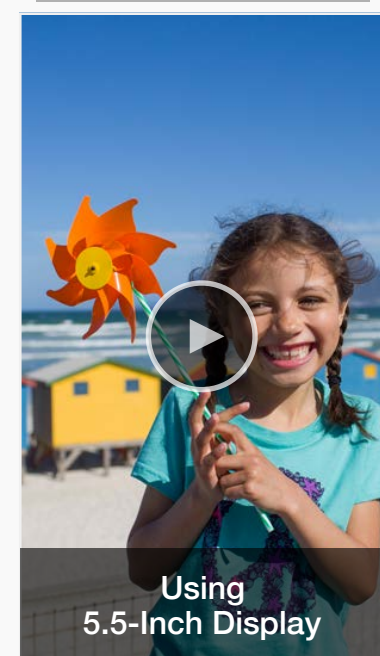
iPhone iPad

5.5-Inch Display



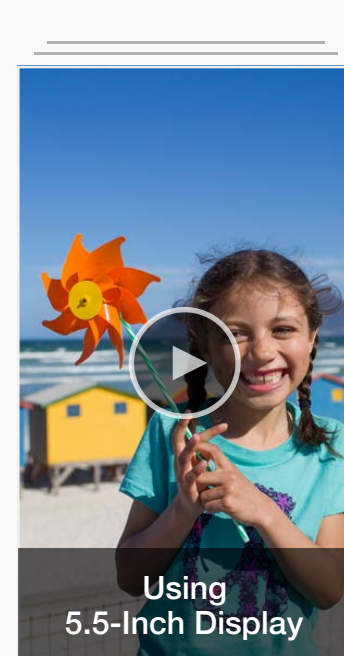
1/1 App Preview and 5/5 Screenshots | Media Manager | Choose File | Delete All

Other Sizes (17)



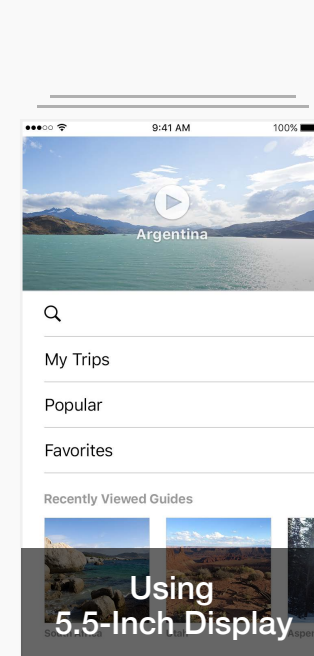
Using 5.5-Inch Display

4.7-Inch Display
1 App Preview
5 Screenshots



Using 5.5-Inch Display

4-Inch Display
1 App Preview
5 Screenshots



Using 5.5-Inch Display

3.5-Inch Display
5 screenshots

iTunes Connect My Apps Trip Guides Kelly Westover App Co

App Store Features Test Flight Activity App Analytics Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

VERSION OR PLATFORM

iOS App 3.0

Prepare for Submission

Save Submit for Review

iPhone iPad

5.5-Inch Display

1/1 App Preview and All

Other Sizes (17)

Display Size	Using	Assets
4.7-Inch Display	Using 5.5-Inch Display	1 App Preview, 5 Screenshots
4-Inch Display	Using 5.5-Inch Display	1 App Preview, 5 Screenshots
3.5-Inch Display	Using 5.5-Inch Display	5 Screenshots

APP STORE INFORMATION

- App Information
- Pricing

IOS APP

- 3.0 Prepare for Submission
- 2.0 Ready for Sale

+ VERSION OR PLATFORM

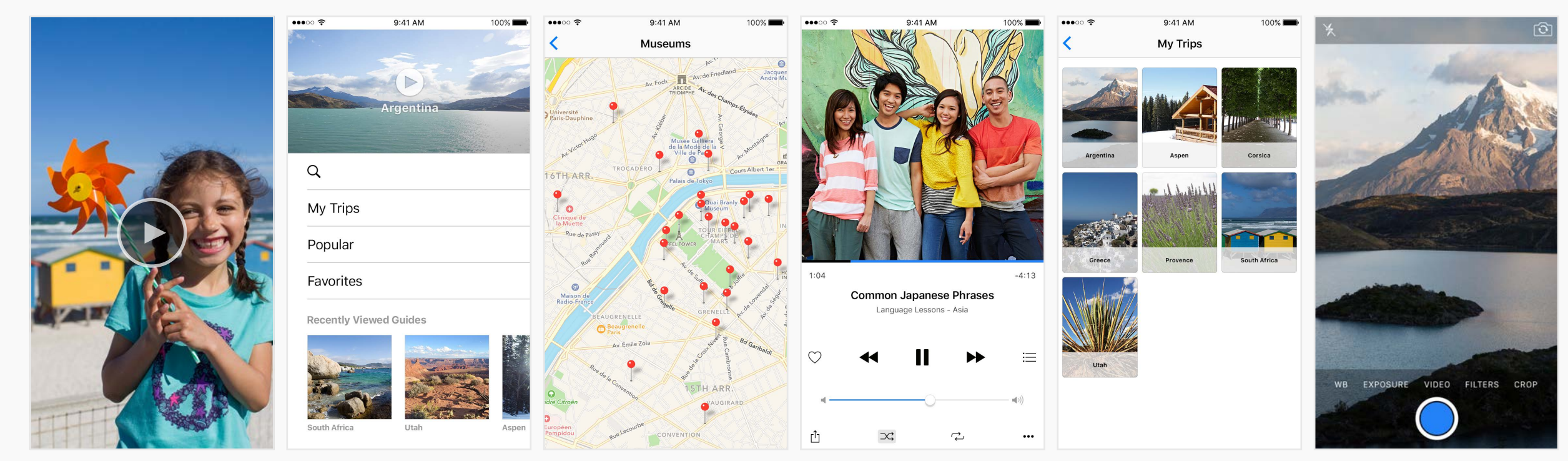
iOS App 3.0

Prepare for Submission

Save | Submit for Review



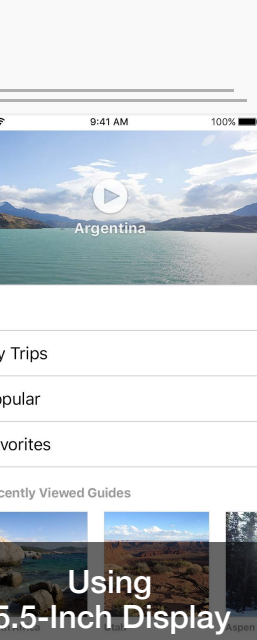
iPhone | iPad

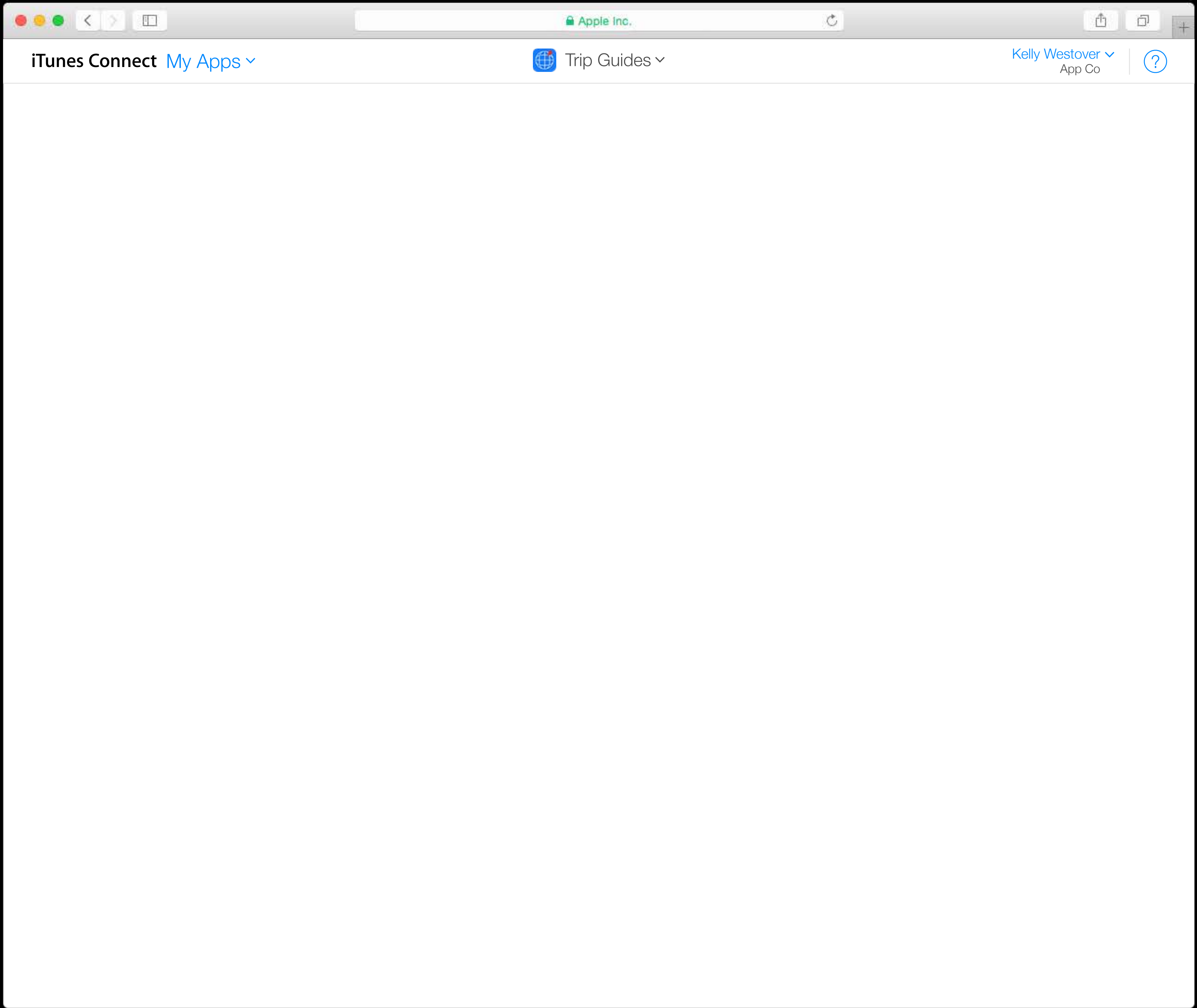
5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Media Manager | Choose File | Delete All

Other Sizes (17)

 <p>Using 5.5-Inch Display</p> <p>4.7-Inch Display 1 App Preview 5 Screenshots</p>	 <p>Using 5.5-Inch Display</p> <p>4-Inch Display 1 App Preview 5 Screenshots</p>	 <p>Using 5.5-Inch Display</p> <p>3.5-Inch Display 5 screenshots</p>
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iOS App 3.0 > Media Manager

Save

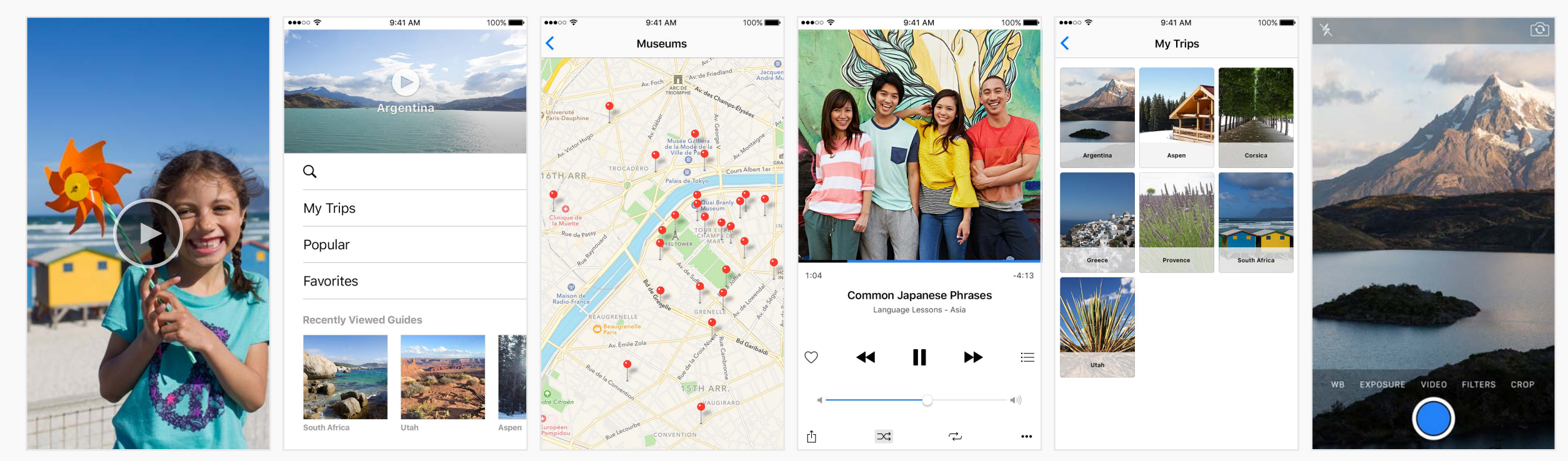
All iOS App iMessage Apple Watch

English (U.S.)

iPhone

Delete All

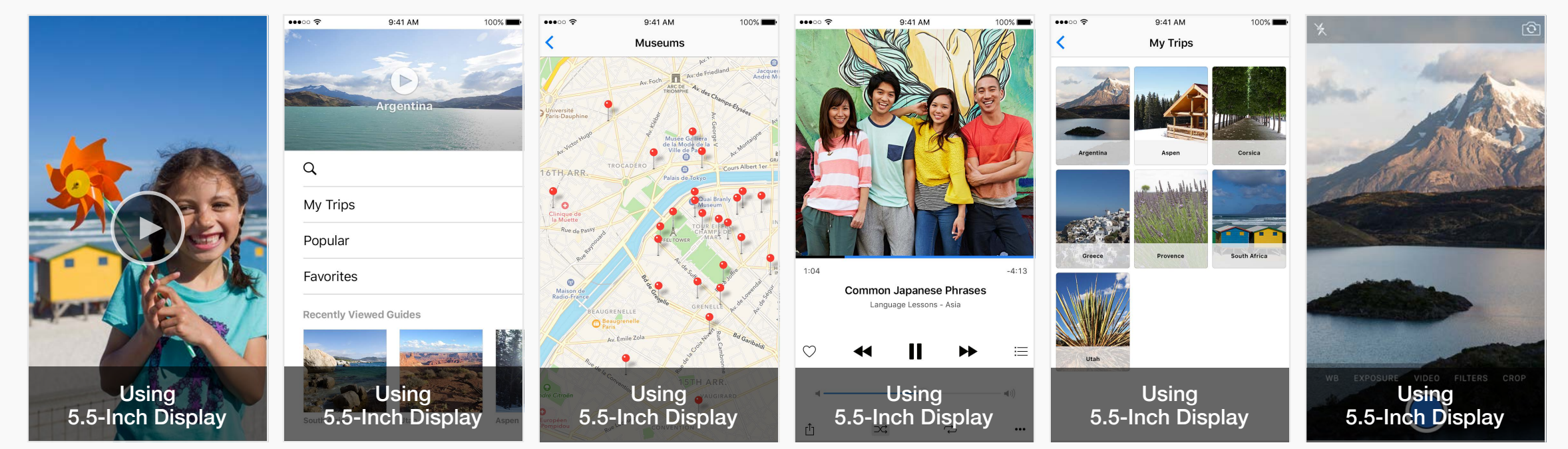
5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

4.7-Inch Display

Use 5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

iOS App 3.0 > Media Manager

Save

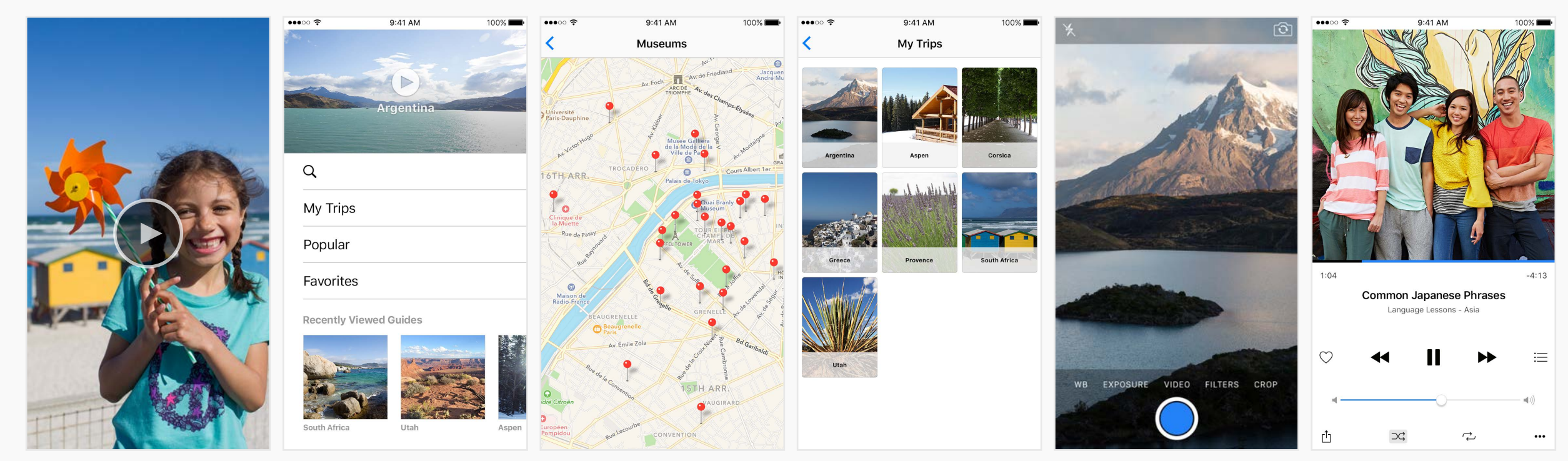
All iOS App iMessage Apple Watch

English (U.S.)

iPhone

Delete All

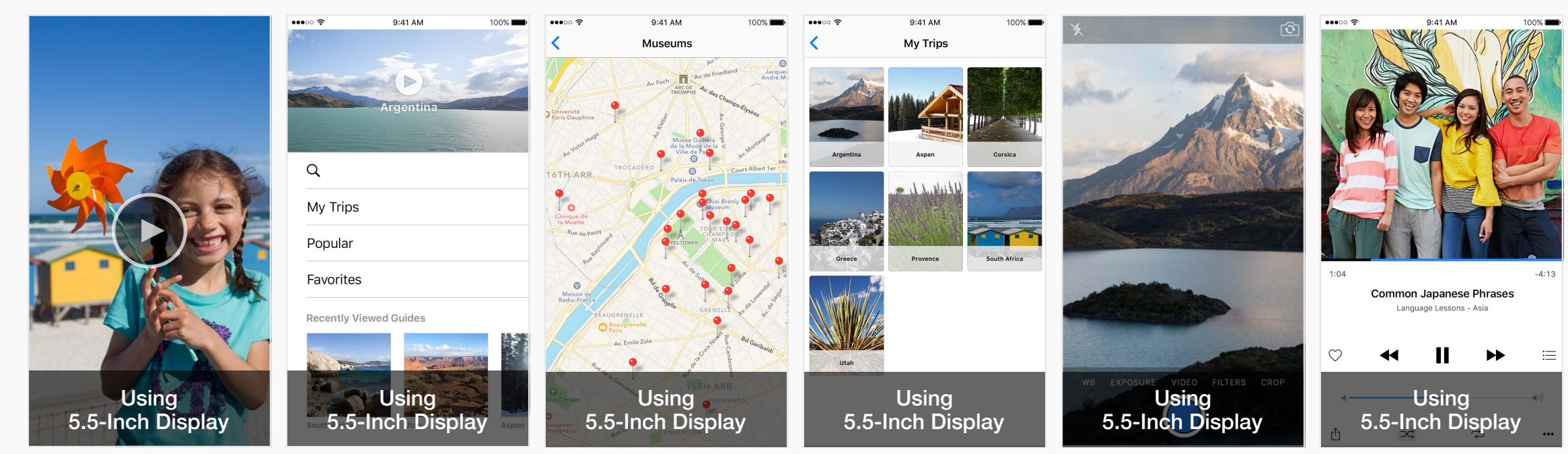
5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

4.7-Inch Display

Use 5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

Apple Inc.

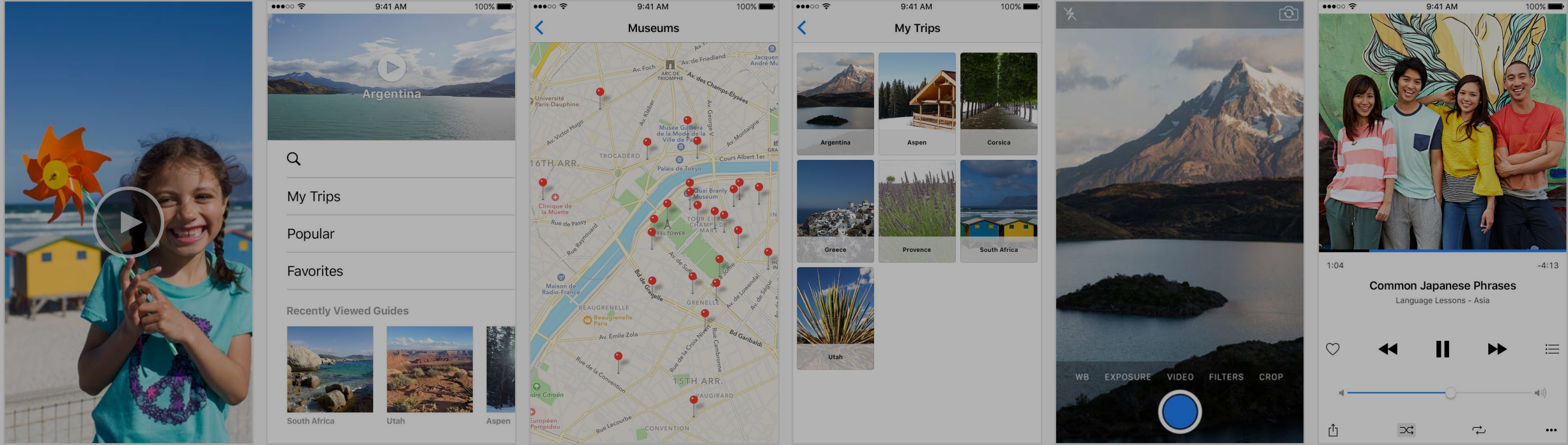
iTunes Connect My Apps Trip Guides Kelly Westover App Co

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch English (U.S.)

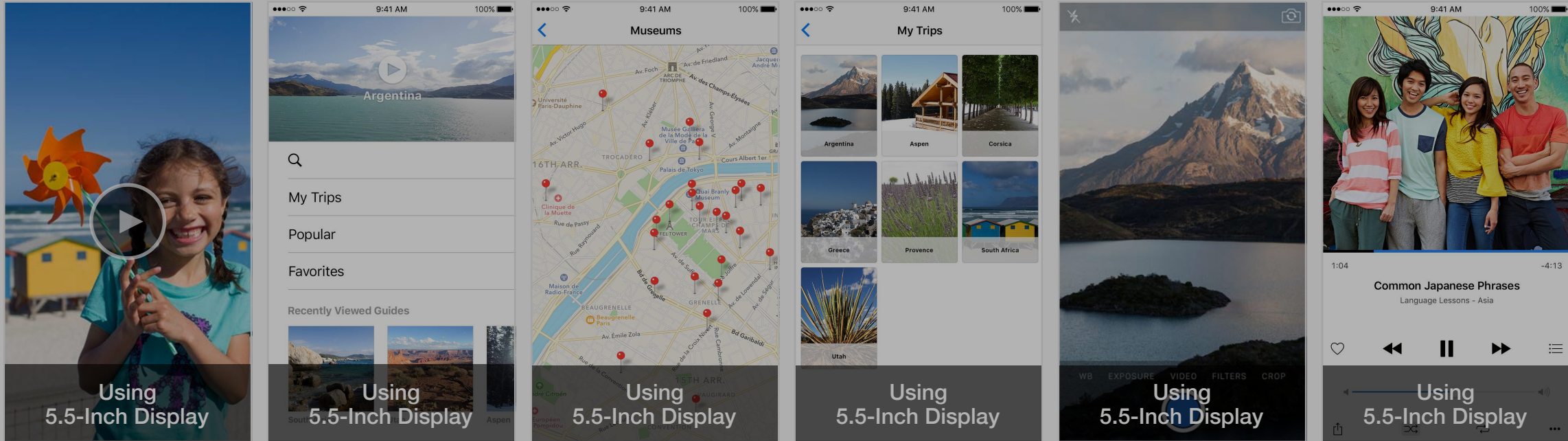
iPhone Delete All

5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

4.7-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

Use 5.5-Inch Display

Apple Inc.

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iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch English (U.S.) ▾ ?

iPhone Delete All

5.5-Inch Display

1/1 App Preview and 5/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display

1/1 App Preview and 5/5 Screenshots | [Choose File](#) | [Delete All](#)

Use 5.5-Inch Display

iOS App 3.0 > Media Manager

Save

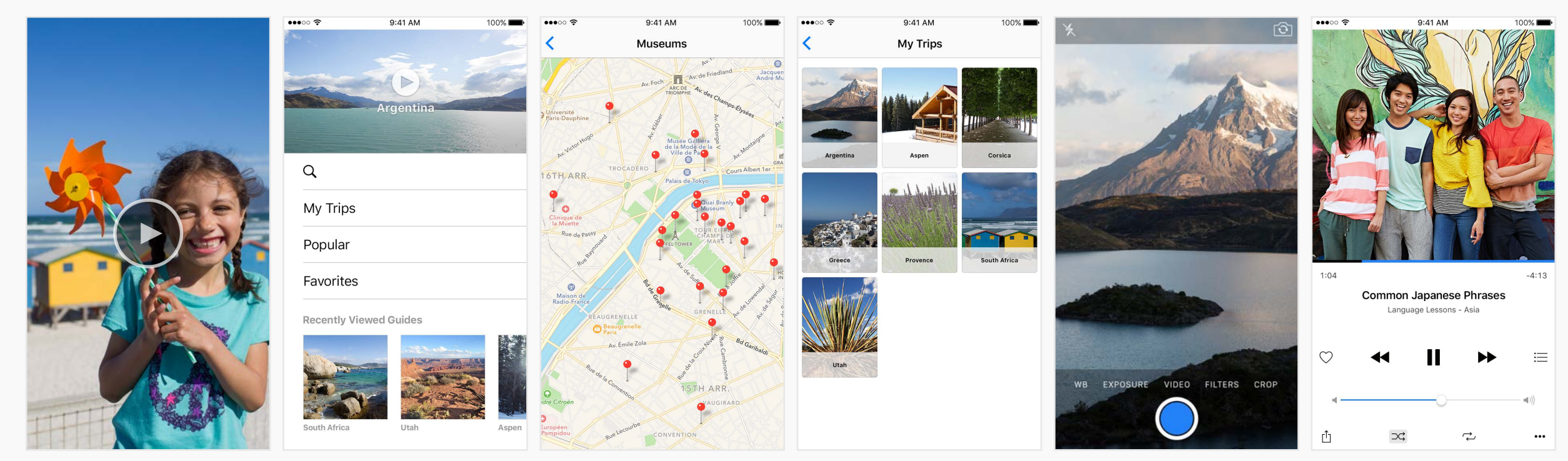
All iOS App iMessage Apple Watch

English (U.S.)

iPhone

Delete All

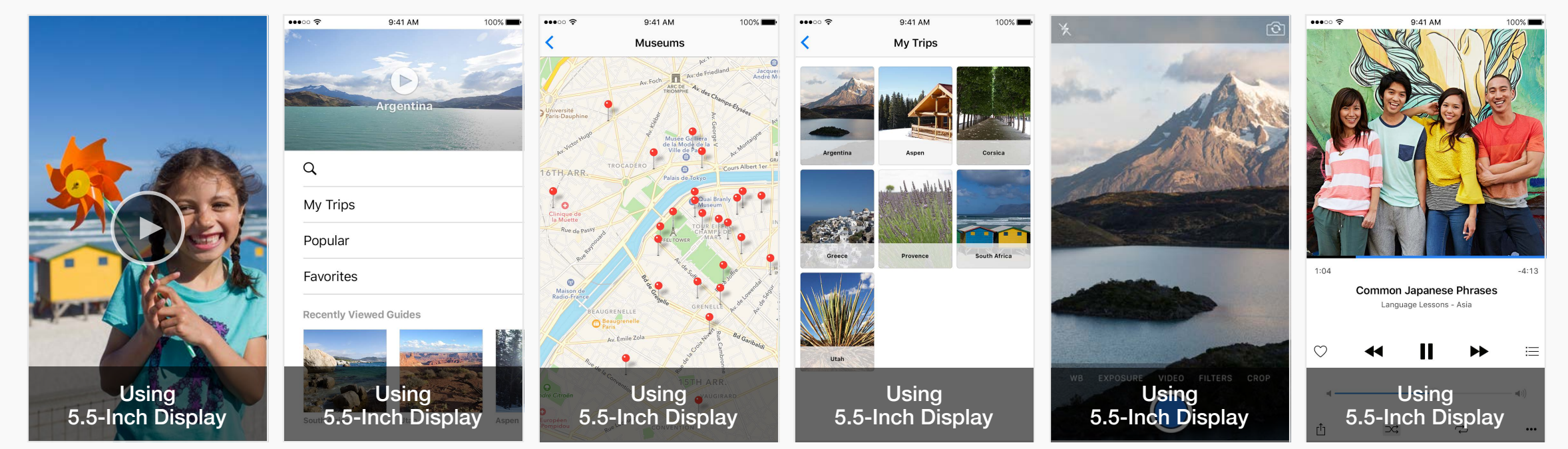
5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

4.7-Inch Display

Use 5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

Apple Inc.

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iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch English (U.S.) ▾ ?

iPhone Delete All

5.5-Inch Display

1/1 App Preview and 5/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display Use 5.5-Inch Display

Drag a video and up to 5 screenshots for a 4.7-inch display.
 We'll use these for the iPhone display sizes and localizations selected in Media Manger.
 View [iOS Screenshot Properties](#) and [App Preview Properties](#).

0/1 App Preview and 0/5 Screenshots | [Choose File](#) | [Delete All](#)

Apple Inc.

iTunes Connect My Apps ▾ Trip Guides ▾ Kelly Westover ▾ App Co ?

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch English (U.S.) ▾ ?

iPhone Delete All

5.5-Inch Display

1/1 App Preview and 5/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display Use 5.5-Inch Display

Drag a video and up to 5 screenshots for a 4.7-inch display.
 We'll use these for the iPhone display sizes and localizations selected in Media Manger.
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screenshots_iphone_1.jpeg

0/1 App Preview and 0/5 Screenshots | [Choose File](#) | [Delete All](#)

iOS App 3.0 > Media Manager

Save

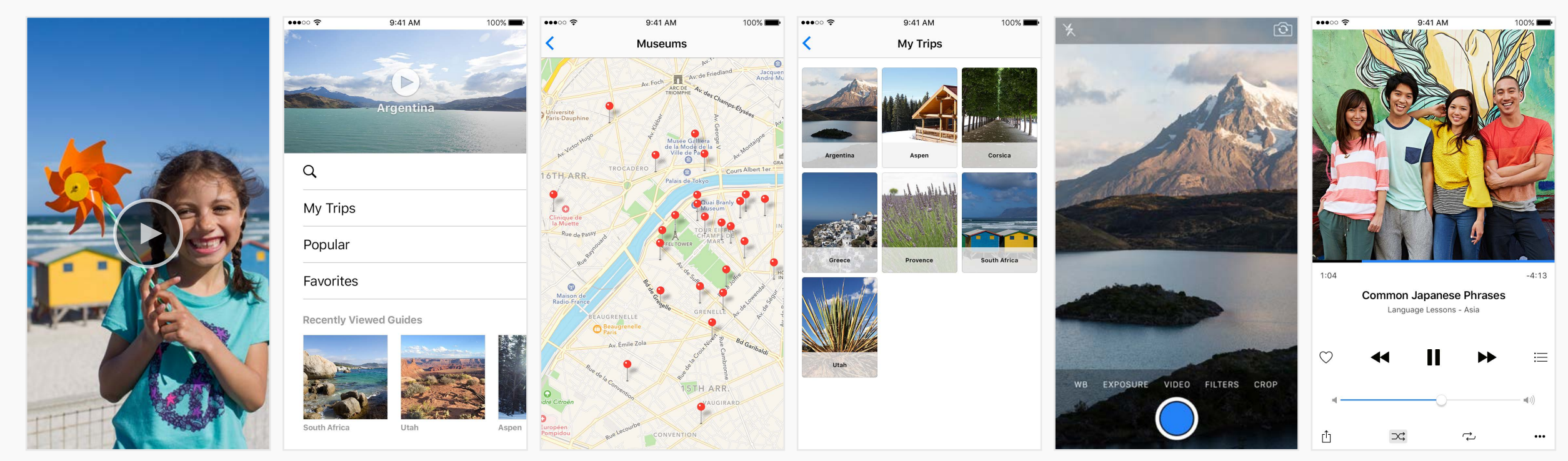
All iOS App iMessage Apple Watch

English (U.S.)

iPhone

Delete All

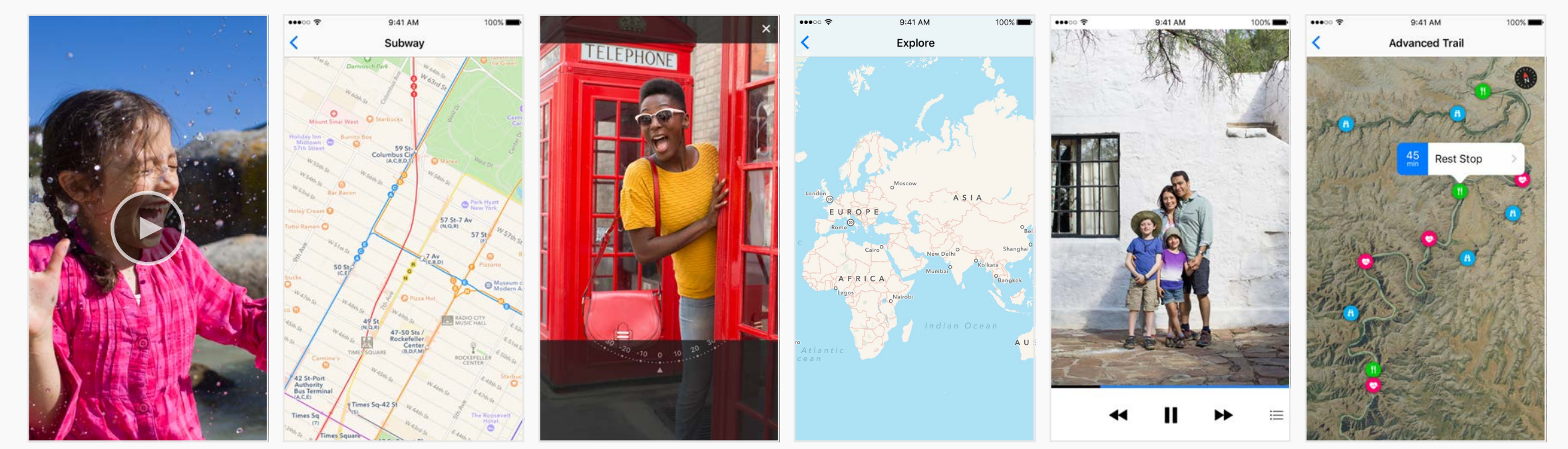
5.5-Inch Display



1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

4.7-Inch Display

Use 5.5-Inch Display



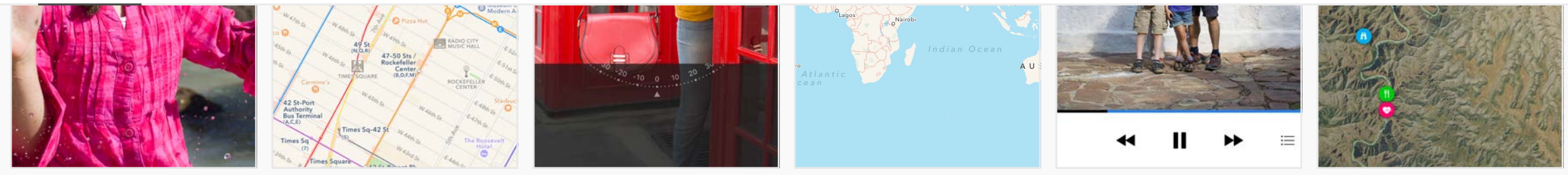
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iOS App 3.0 > Media Manager

Save

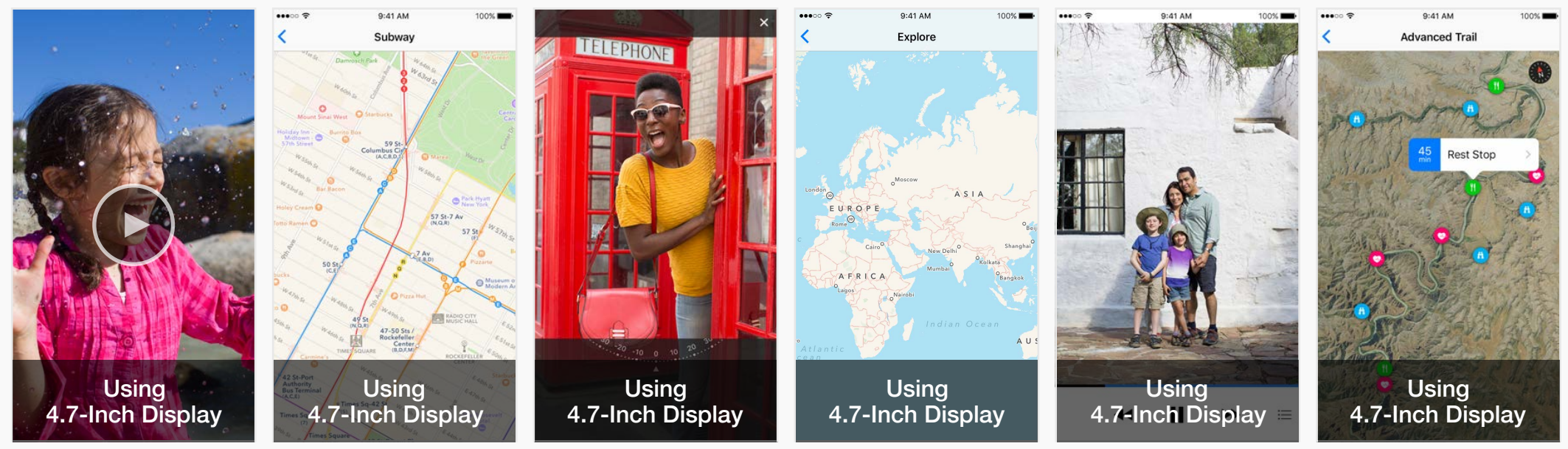
All iOS App iMessage Apple Watch

English (U.S.)



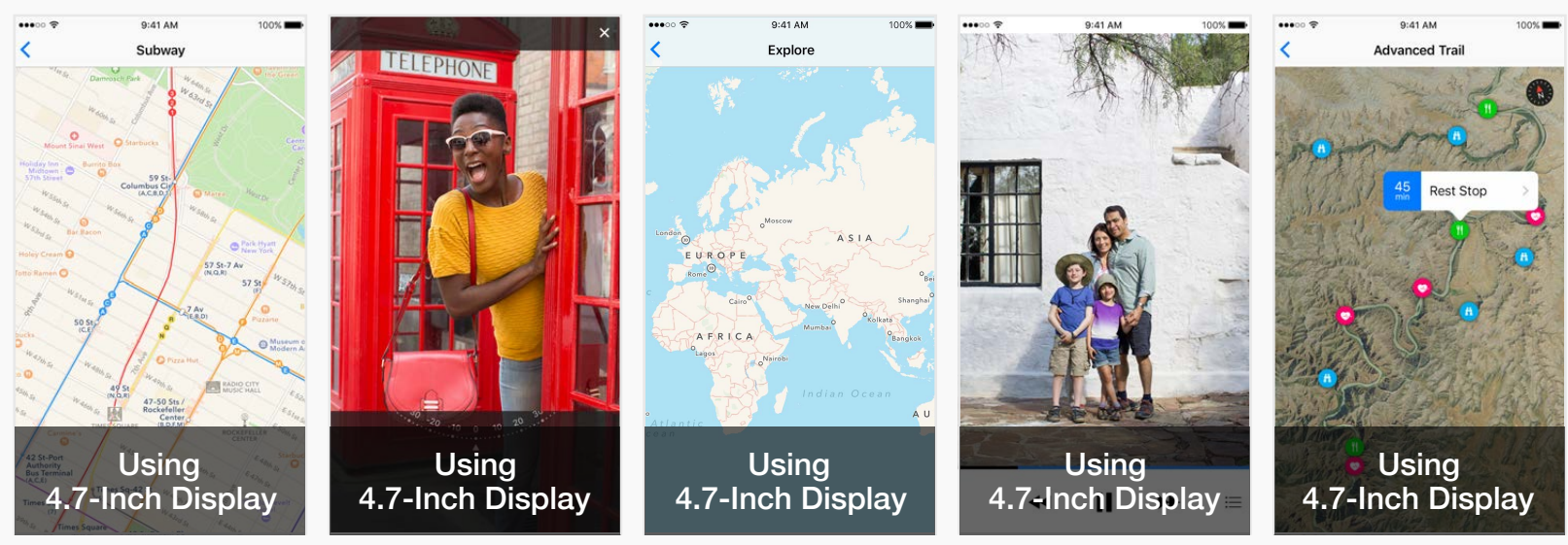
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4-Inch Display Use 4.7-Inch Display



1/1 App Preview and 5/5 Screenshots | [Choose File](#) | [Delete All](#)

3.5-Inch Display Use 4.7-Inch Display



5/5 Screenshots | [Choose File](#) | [Delete All](#)

iTunes Connect My Apps ▾ Apple Inc. Trip Guides ▾ Kelly Westover ▾ App Co ?

iOS App 3.0 > Media Manager Save

All **iOS App** iMessage Apple Watch English (U.S.) ▾ ?

1/1 App Preview and 5/5 Screenshots Choose File Delete All

4-Inch Display

Using 4.7-Inch Display

1/1 App Preview and 5/5 Screenshots Choose File Delete All

3.5-Inch Display

Using 4.7-Inch Display

5/5 Screenshots Choose File Delete All

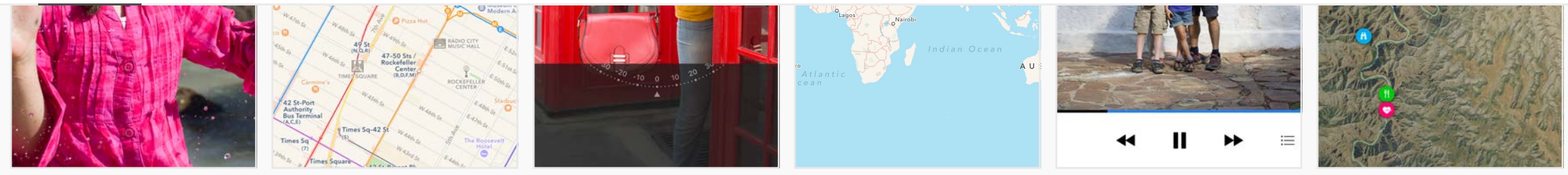
- Localized
- English (U.S.) Primary
- Chinese (Traditional)
- French
- German**
- Japanese
- Not Localized
- Danish
- Dutch
- English (Australia)

iOS App 3.0 > Media Manager

Save

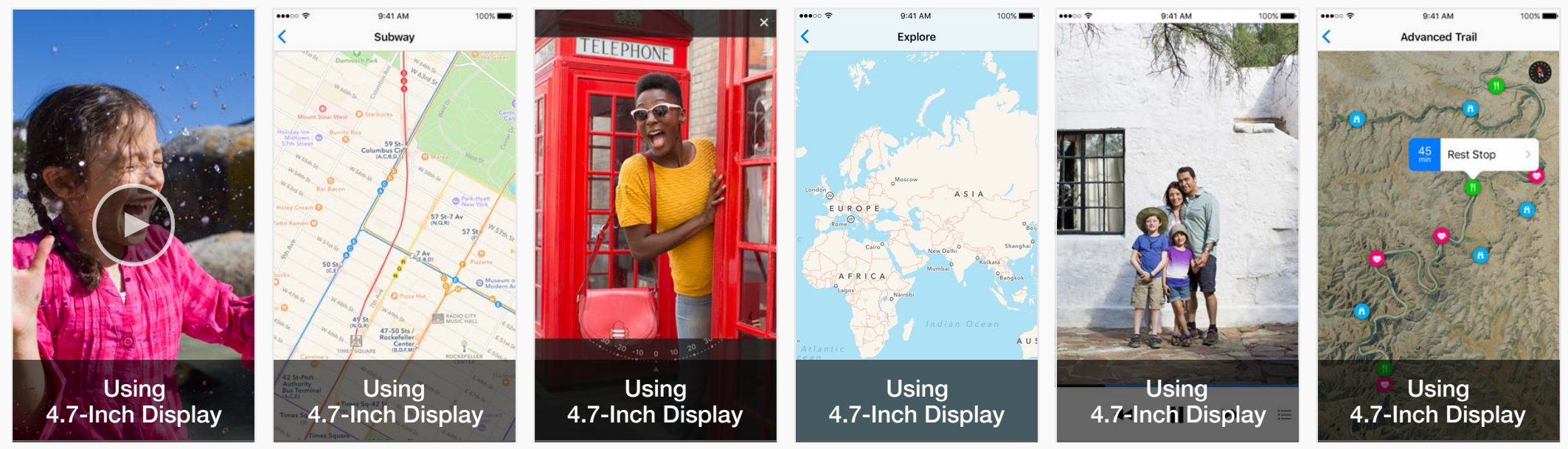
All iOS App iMessage Apple Watch

English (U.S.)



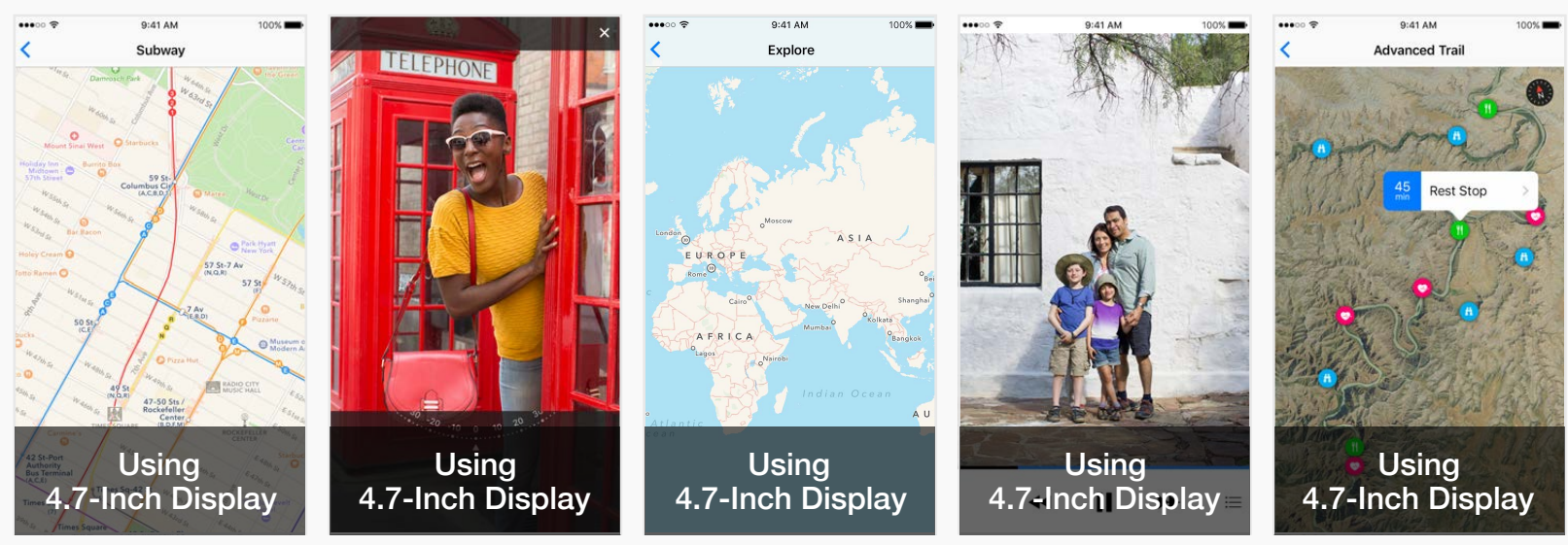
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4-Inch Display Use 4.7-Inch Display



1/1 App Preview and 5/5 Screenshots | [Choose File](#) | [Delete All](#)

3.5-Inch Display Use 4.7-Inch Display



5/5 Screenshots | [Choose File](#) | [Delete All](#)

iTunes Connect My Apps Trip Guides Kelly Westover App Co

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German

iPhone

5.5-Inch Display

English (U.S.) 5.5-Inch Display

English (U.S.) 5.5-Inch Display

English (U.S.) 5.5-Inch Display

English (U.S.) 5.5-Inch Display

English (U.S.) 5.5-Inch Display

5/5 Screenshots Choose File Delete All

4.7-Inch Display Use English (U.S.) 4.7-Inch Display

English (U.S.) 4.7-Inch Display

English (U.S.) 4.7-Inch Display

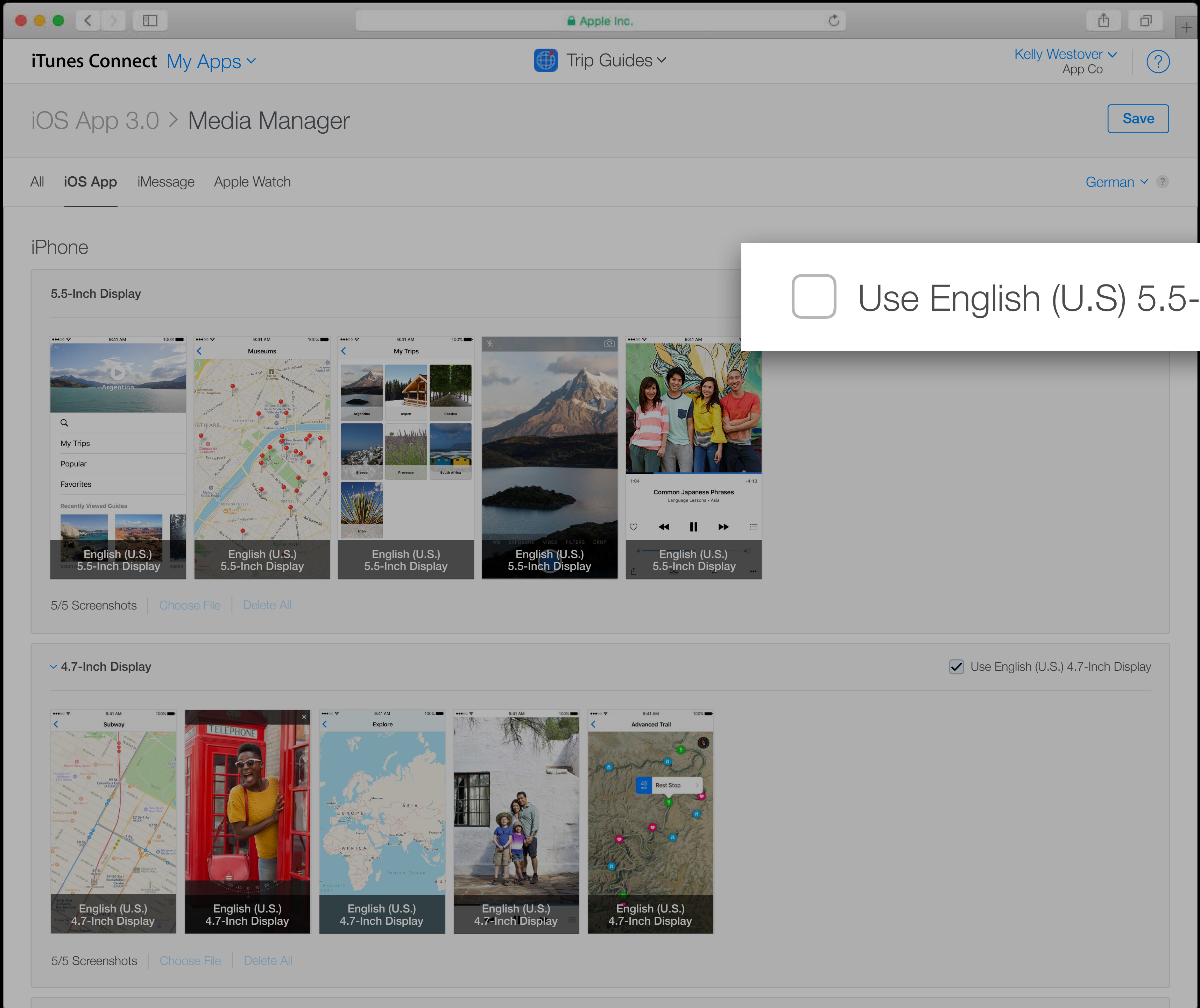
English (U.S.) 4.7-Inch Display

English (U.S.) 4.7-Inch Display

English (U.S.) 4.7-Inch Display

5/5 Screenshots Choose File Delete All

Use English (U.S) 5.5-Inch Display



Use English (U.S) 5.5-Inch Display

Use English (U.S.) 4.7-Inch Display

iOS App 3.0 > Media Manager

Save

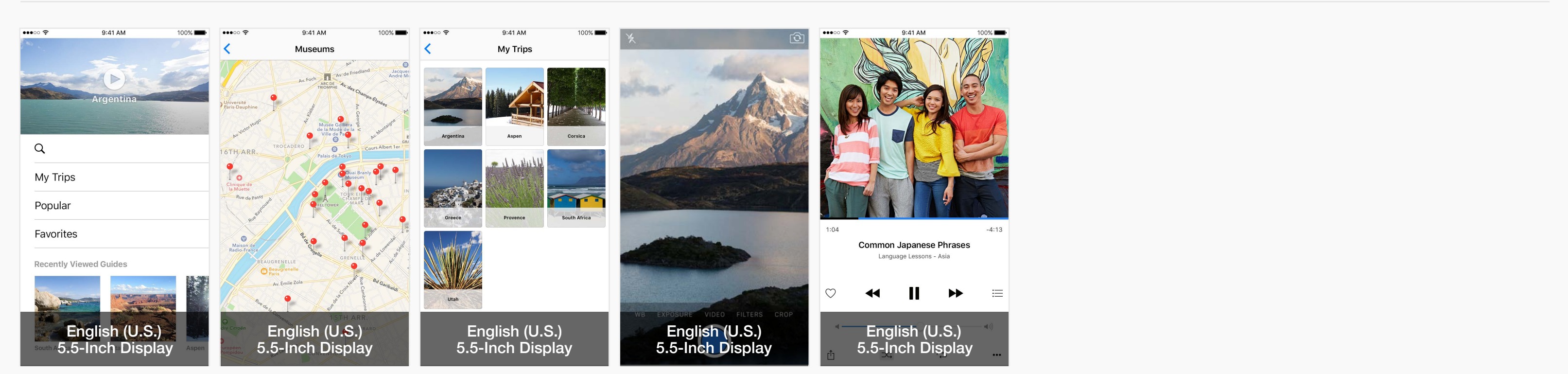
All iOS App iMessage Apple Watch

German

iPhone

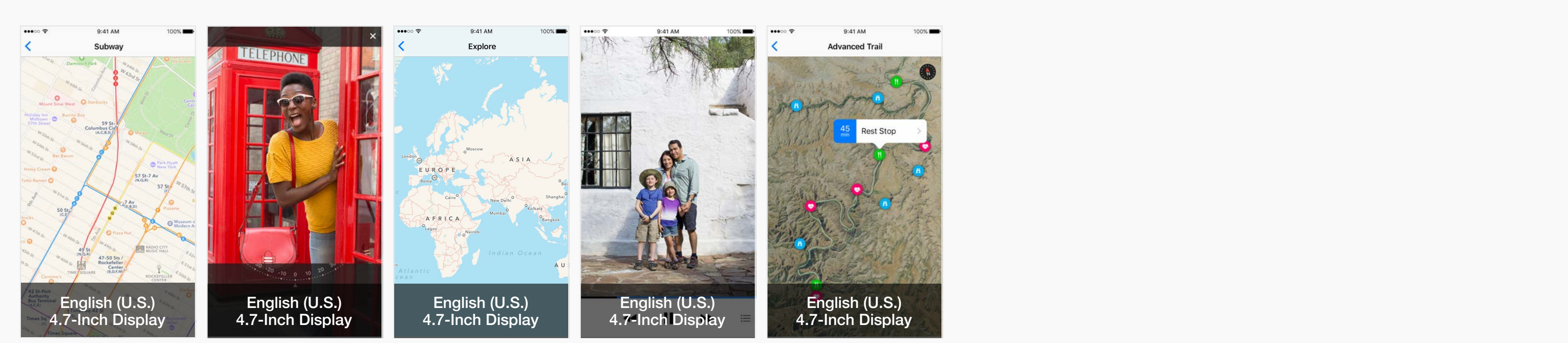
Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots | Choose File | Delete All

4.7-Inch Display Use English (U.S.) 4.7-Inch Display



5/5 Screenshots | Choose File | Delete All

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iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German ▾ ?

iPhone Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display

Drag up to 5 screenshots for a 5.5-inch display.
We'll use these for the iPhone display sizes selected in Media Manger.
View [iOS Screenshot Properties](#) and [App Preview Properties](#).

0/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display Use German 5.5-Inch Display

The 4.7-inch display will use the German 5.5-inch display.

0/5 Screenshots | [Choose File](#) | [Delete All](#)

Apple Inc.

iTunes Connect My Apps Trip Guides Kelly Westover App Co

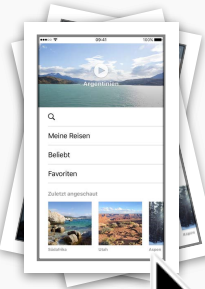
iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German

iPhone Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display

Drag up to 5 screenshots for a 5.5-inch display.
We'll use these for the iPhone display sizes selected in Media Manger.
View [iOS Screenshot Properties](#) and [App Preview Properties](#).



screenshots_iphone_1.jpeg

0/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display Use German 5.5-Inch Display

The 4.7-inch display will use the German 5.5-inch display.

0/5 Screenshots | [Choose File](#) | [Delete All](#)

iOS App 3.0 > Media Manager

Save

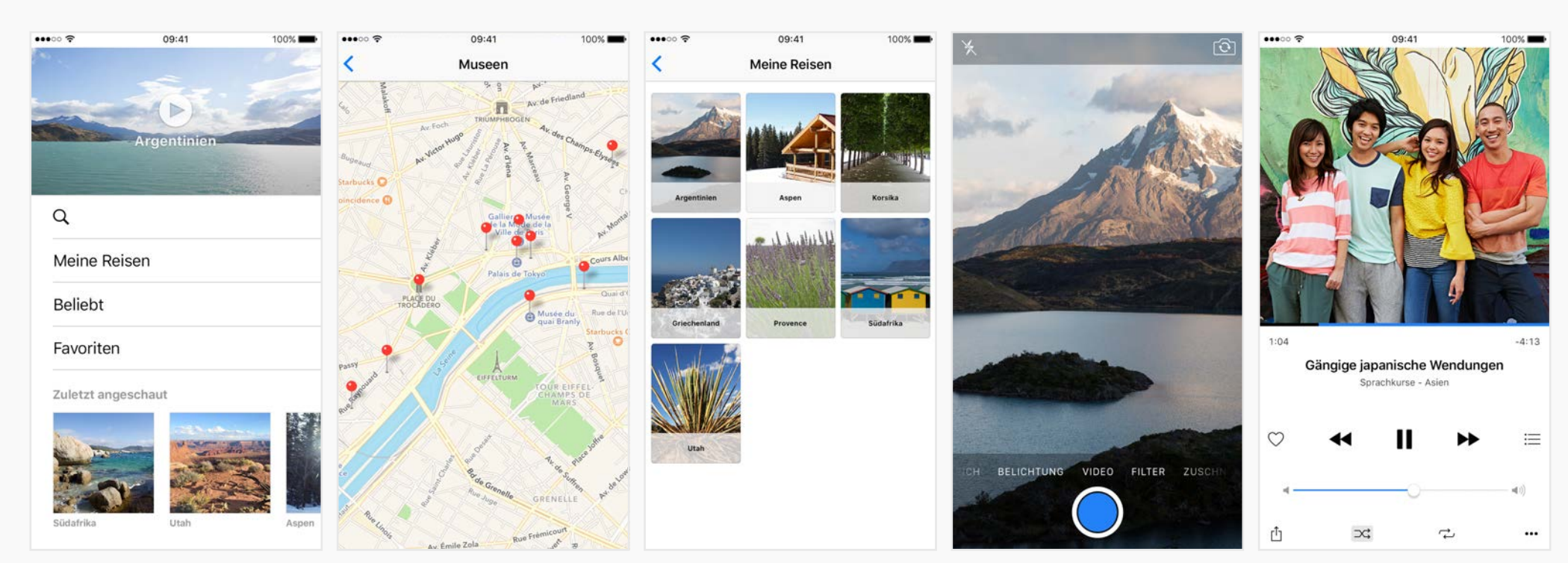
All iOS App iMessage Apple Watch

German ?

iPhone

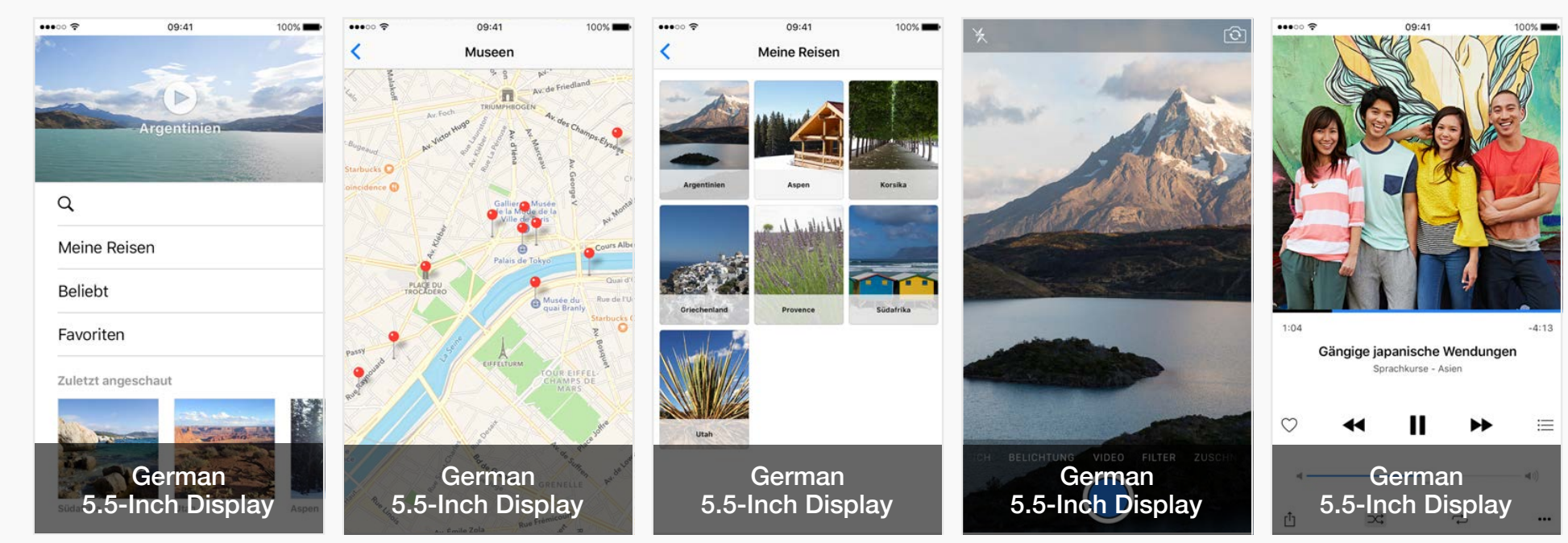
Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots | Choose File | Delete All

4.7-Inch Display Use German 5.5-Inch Display



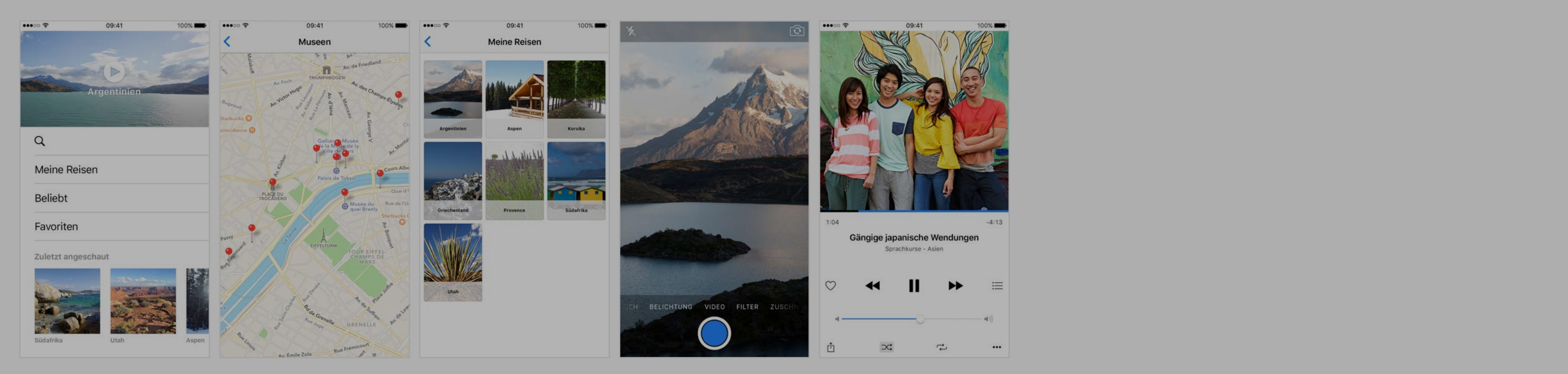
5/5 Screenshots | Choose File | Delete All

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German

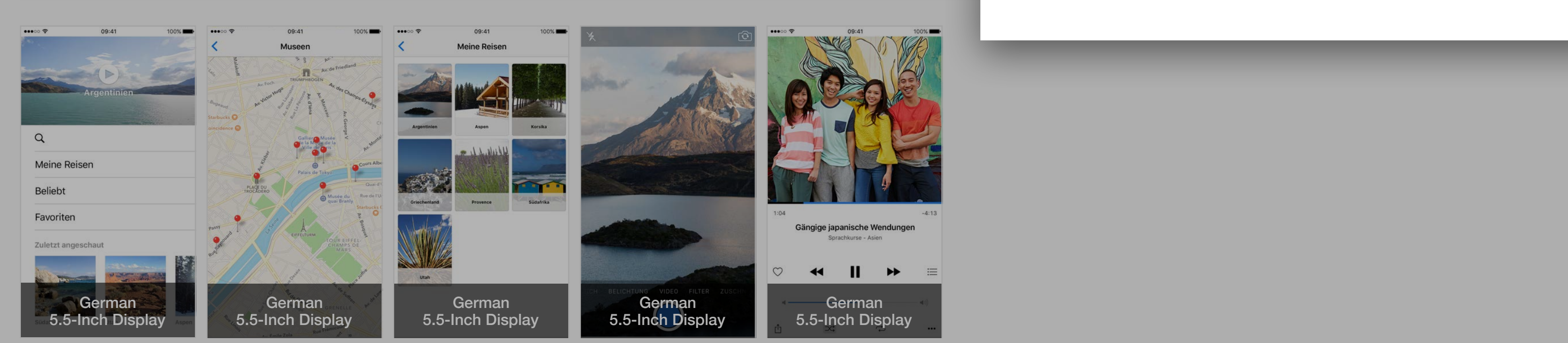
iPhone Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots Choose File Delete All

4.7-Inch Display



5/5 Screenshots Choose File Delete All

Use German 5.5-Inch Display

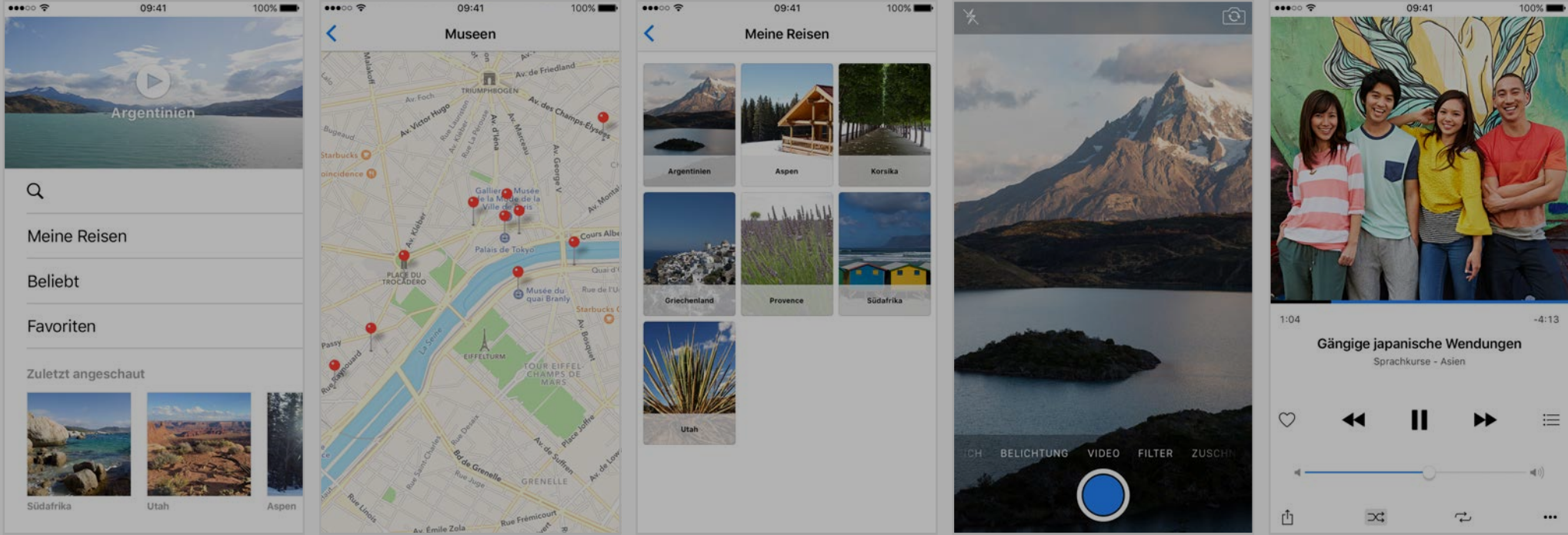
iTunes Connect My Apps ▾ Apple Inc. Trip Guides ▾ Kelly Westover ▾ App Co ?

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German ▾ ?

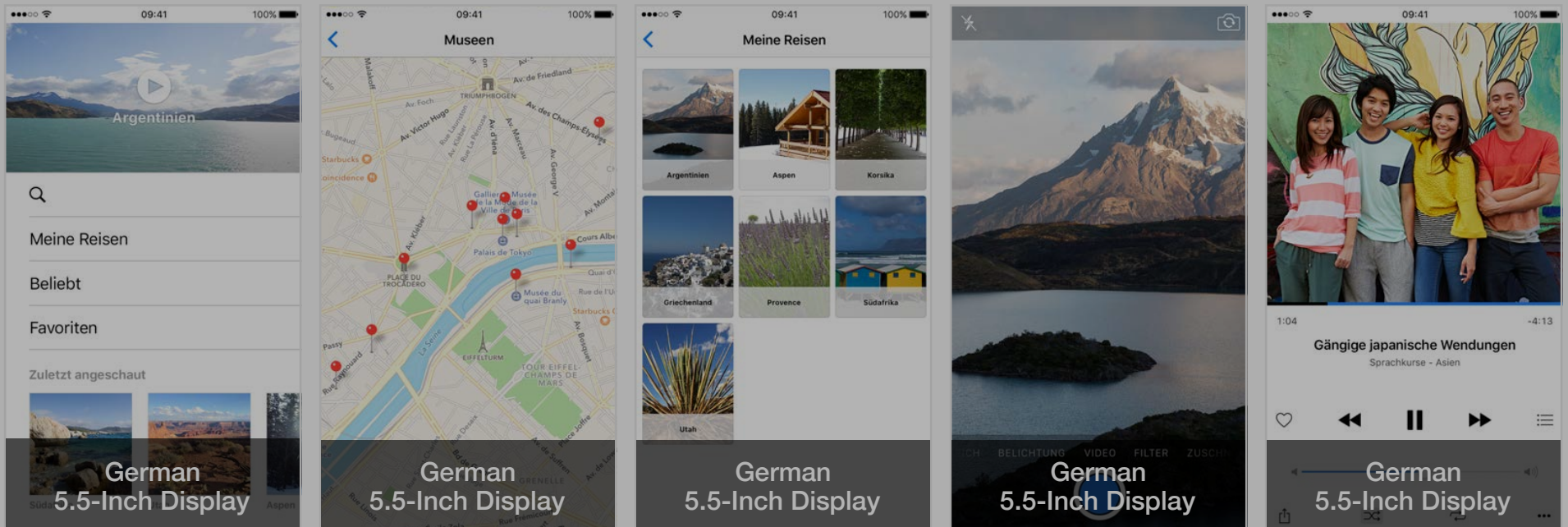
iPhone Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display



5/5 Screenshots | [Choose File](#) | [Delete All](#)

Use German 5.5-Inch Display

iOS App 3.0 > Media Manager

Save

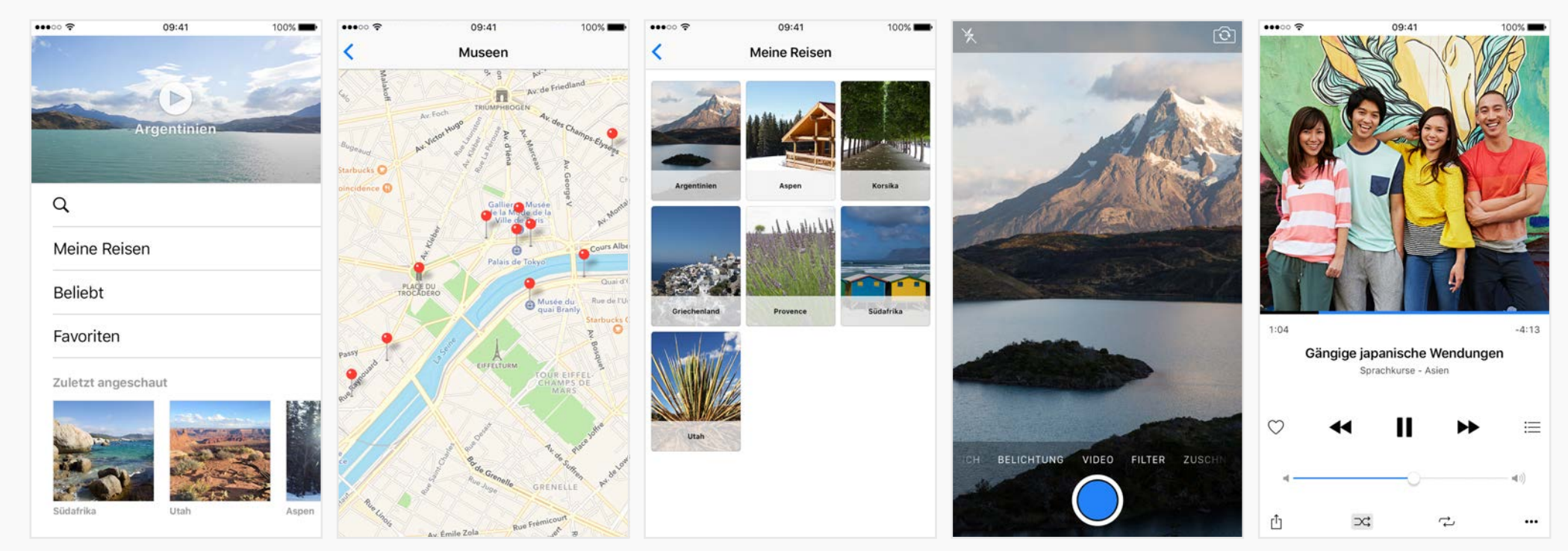
All iOS App iMessage Apple Watch

German ?

iPhone

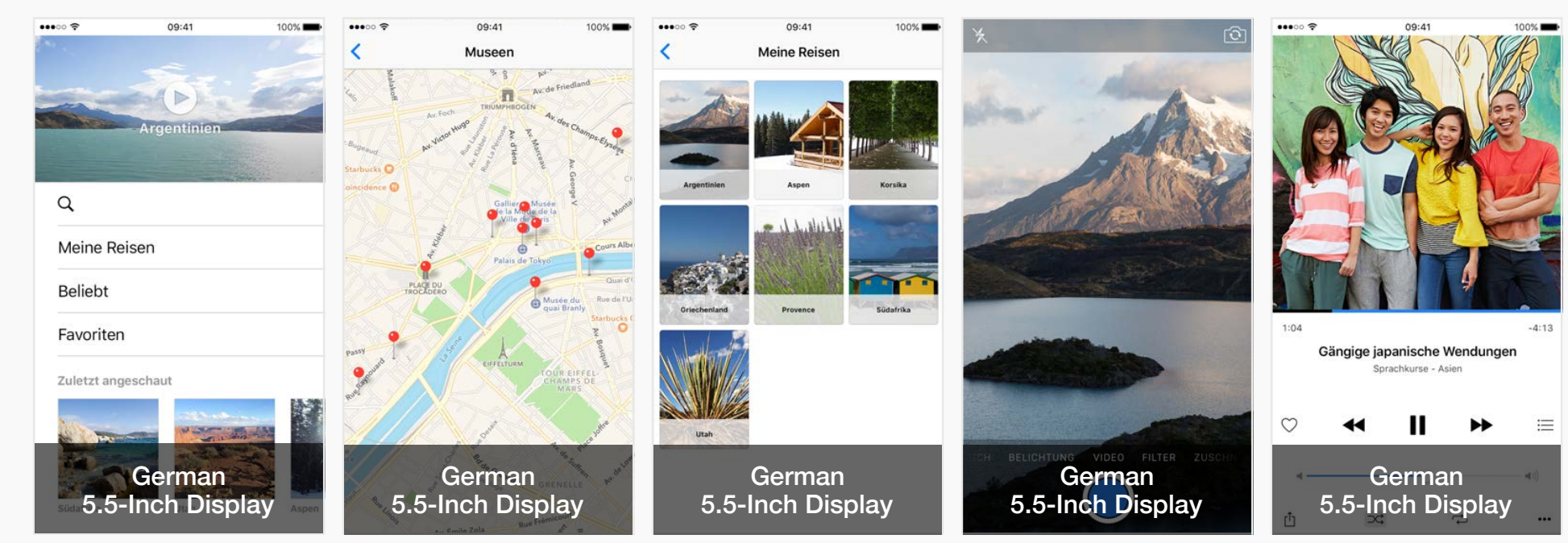
Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots | Choose File | Delete All

4.7-Inch Display Use German 5.5-Inch Display



5/5 Screenshots | Choose File | Delete All

Apple Inc.

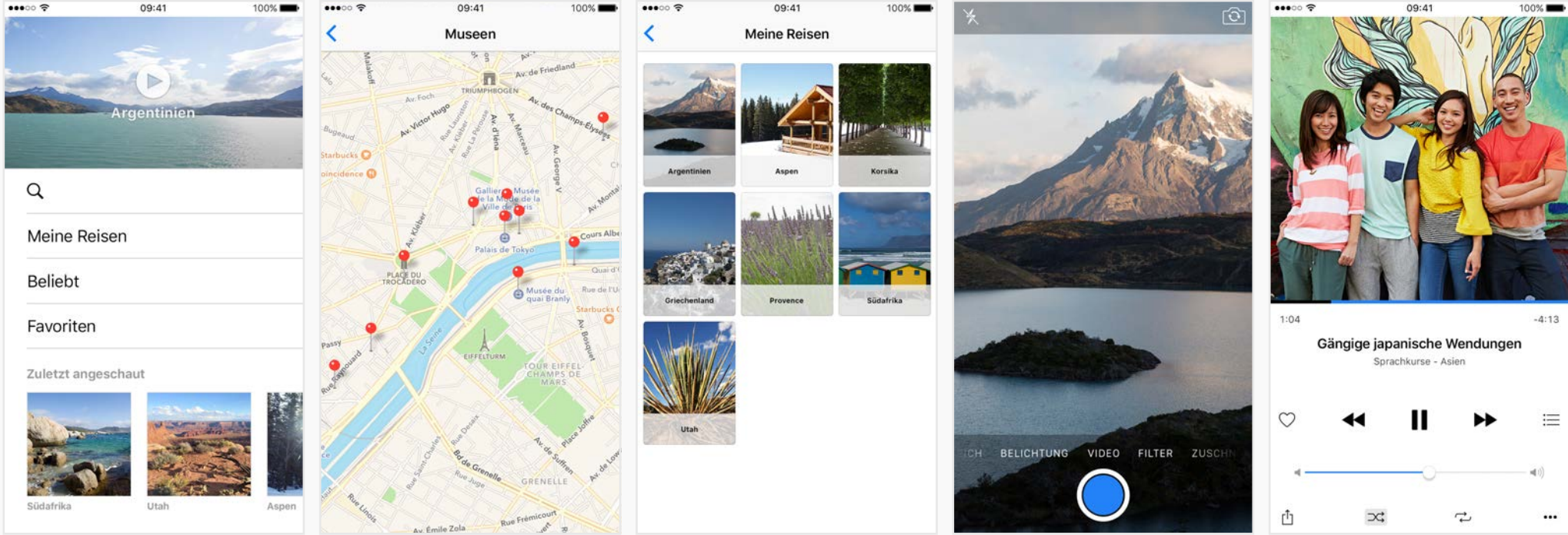
iTunes Connect My Apps Trip Guides Kelly Westover App Co

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German

iPhone Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots | Choose File | Delete All

4.7-Inch Display Use German 5.5-Inch Display

Drag up to 5 screenshots for a 4.7-inch display.
We'll use these for the iPhone display sizes selected in Media Manger.
View [iOS Screenshot Properties](#) and [App Preview Properties](#).

0/5 Screenshots | Choose File | Delete All

Apple Inc.

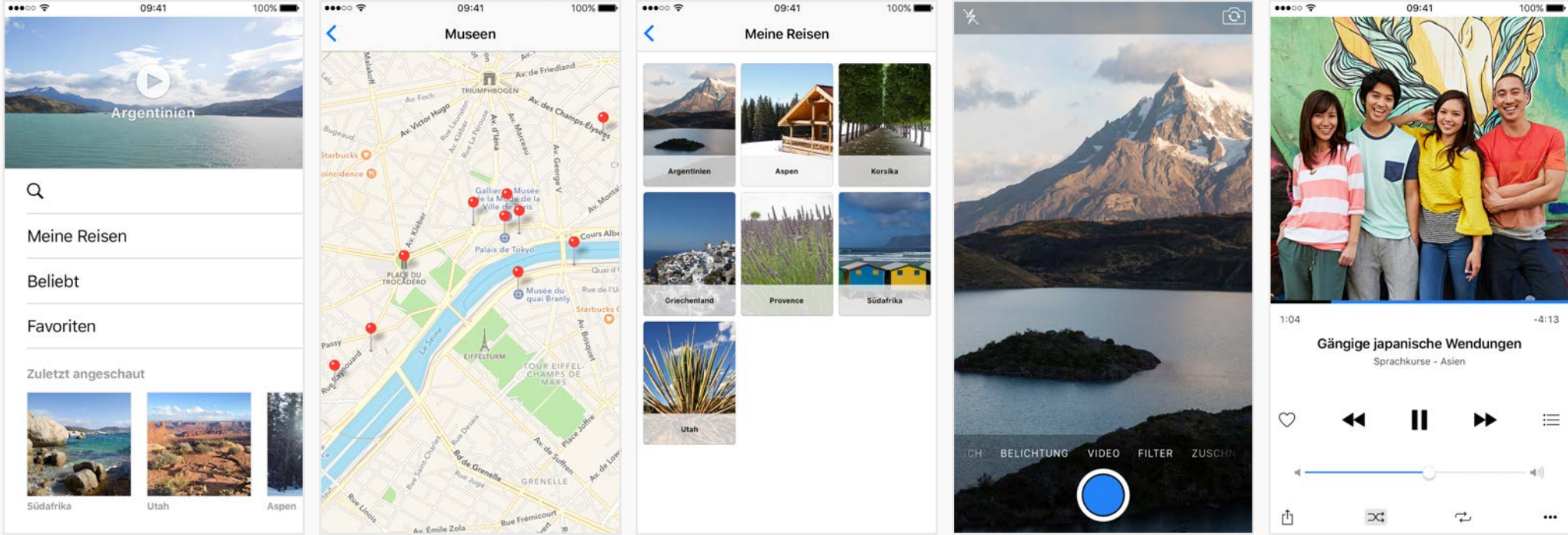
iTunes Connect My Apps Trip Guides Kelly Westover App Co

iOS App 3.0 > Media Manager Save

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Apple Inc.

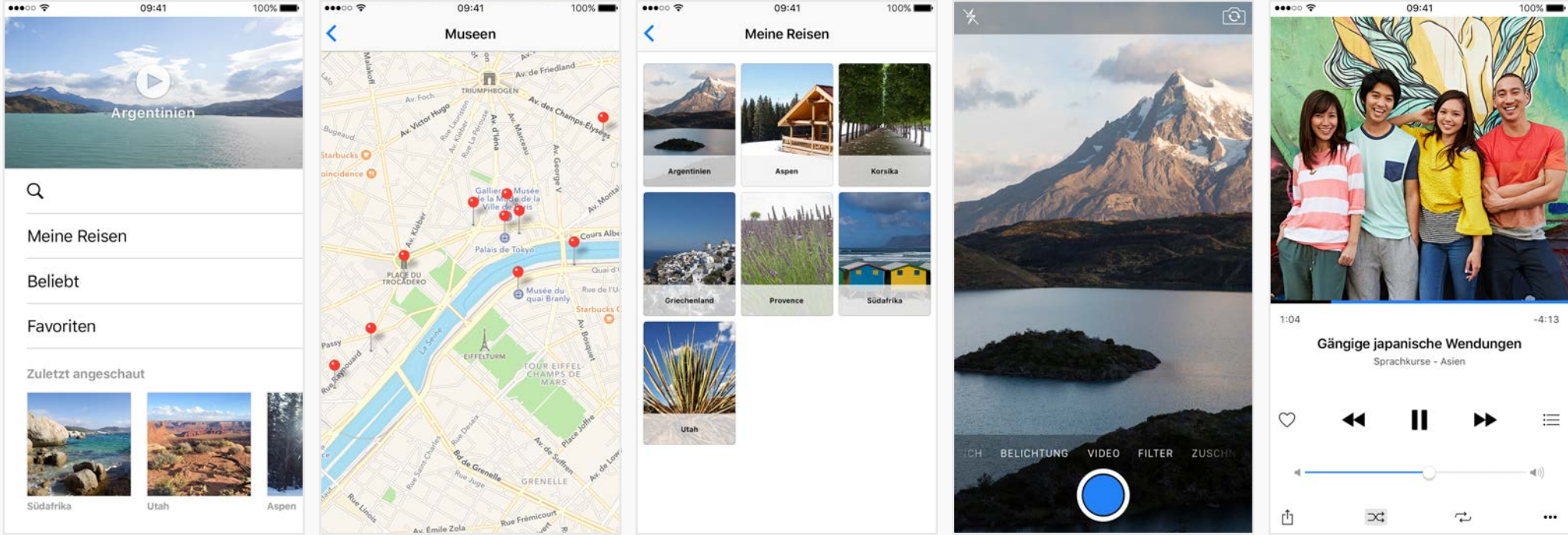
iTunes Connect My Apps Trip Guides Kelly Westover App Co

iOS App 3.0 > Media Manager Save

All iOS App iMessage Apple Watch German

iPhone Delete All

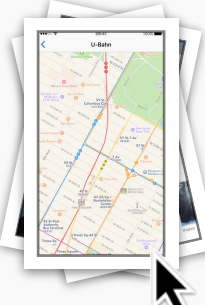
5.5-Inch Display Use English (U.S.) 5.5-Inch Display



5/5 Screenshots | Choose File | Delete All

4.7-Inch Display Use German 5.5-Inch Display

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View [iOS Screenshot Properties](#) and [App Preview Properties](#).



screenshots_iphone_1.jpeg

0/5 Screenshots | Choose File | Delete All

iOS App 3.0 > Media Manager

Save

All iOS App iMessage Apple Watch

German

iPhone

Delete All

5.5-Inch Display Use English (U.S.) 5.5-Inch Display

5/5 Screenshots | [Choose File](#) | [Delete All](#)

4.7-Inch Display Use German 5.5-Inch Display

5/5 Screenshots | [Choose File](#) | [Delete All](#)

Media Management

NEW

iPhone

iPad

Localization

Size

Media Management

NEW

iPhone

iPad

Localization



Size



Media Management

NEW

iPhone

iPad

Apple TV

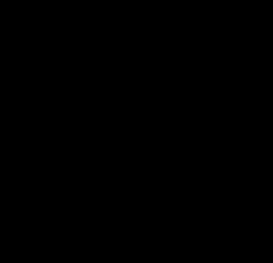
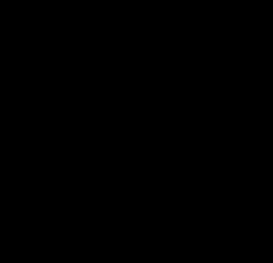
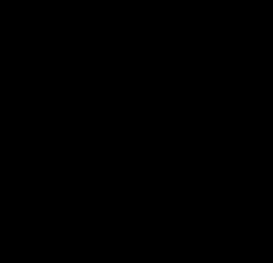
Apple Watch

Mac

Localization



Size



How Do I Upload All 980 Screenshots?

Transporter XML Feed

Transporter XML Feed

All screenshot sizes

Localized metadata

Pricing

In-App purchase

Game Center



<https://developer.apple.com/videos/play/wwdc2015/304/>

Screenshot Simplification

Create only required screenshots

Share across devices

Share across locales

Available This Summer

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

What's New in iTunes Connect

In-App Purchase

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App Analytics

Screenshot Simplification

iMessage Apps

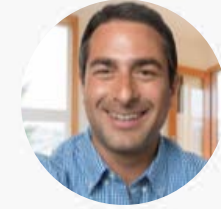
Guideline Changes

iMessage Apps



9:41 AM

100%



John



iMessage
Today 9:41 AM

Hey John! What are you up to this weekend?

I hear the weather is going to be good. Let's go for a hike?



That sounds so fun!

Delivered



iMessage



iMessage Apps



iMessage Apps

New Stickers category



iMessage Apps

New Stickers category
Device screenshots



iMessage Apps

New Stickers category
Device screenshots



iMessage Apps

New Stickers category
Device screenshots



Media Management

NEW

iPhone

iPad

Apple TV

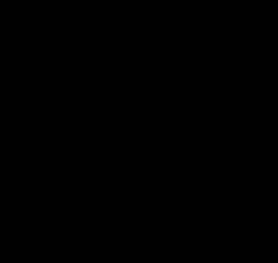
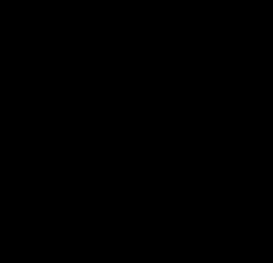
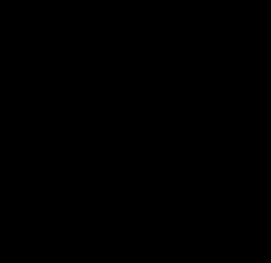
Apple Watch

Mac

Localization



Size



Media Management

NEW

iPhone

iPad

iMessage

Apple TV

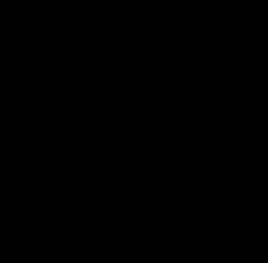
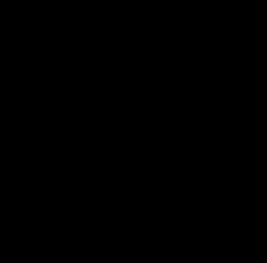
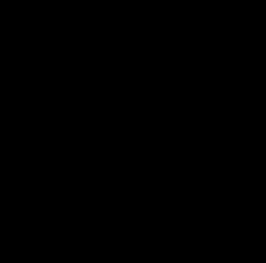
Apple
Watch

Mac

Localization



Size



iMessage Apps

iMessage Apps and Stickers, Part 1

Presidio

Tuesday 11:00AM

iMessage Apps and Stickers, Part 2

Presidio

Thursday 1:40PM

What's New in iTunes Connect

In-App Purchase

iTunes Connect for iOS

App Analytics

Screenshot Simplification

iMessage Apps

Guideline Changes

What's New in iTunes Connect

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iTunes Connect for iOS

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Screenshot Simplification

iMessage Apps

Guideline Changes

Guideline Changes

Guideline Changes

Human readable

Guideline Changes

Human readable

Localization

Guideline Changes

Human readable

Localization

Combined with macOS guidelines

Guideline Changes

Human readable

Localization

Combined with macOS guidelines

Organized contextually

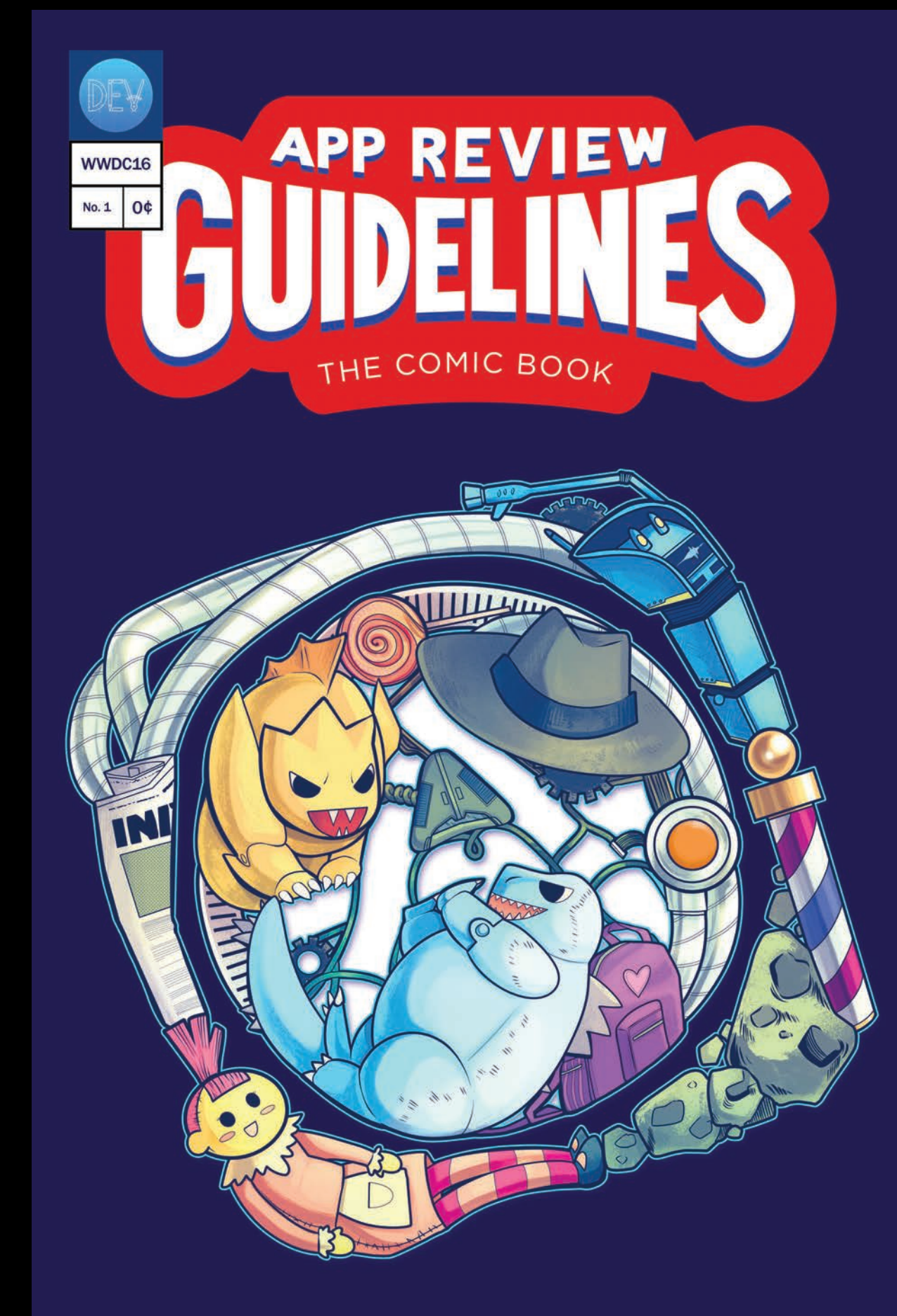
Guideline Changes

Human readable

Localization

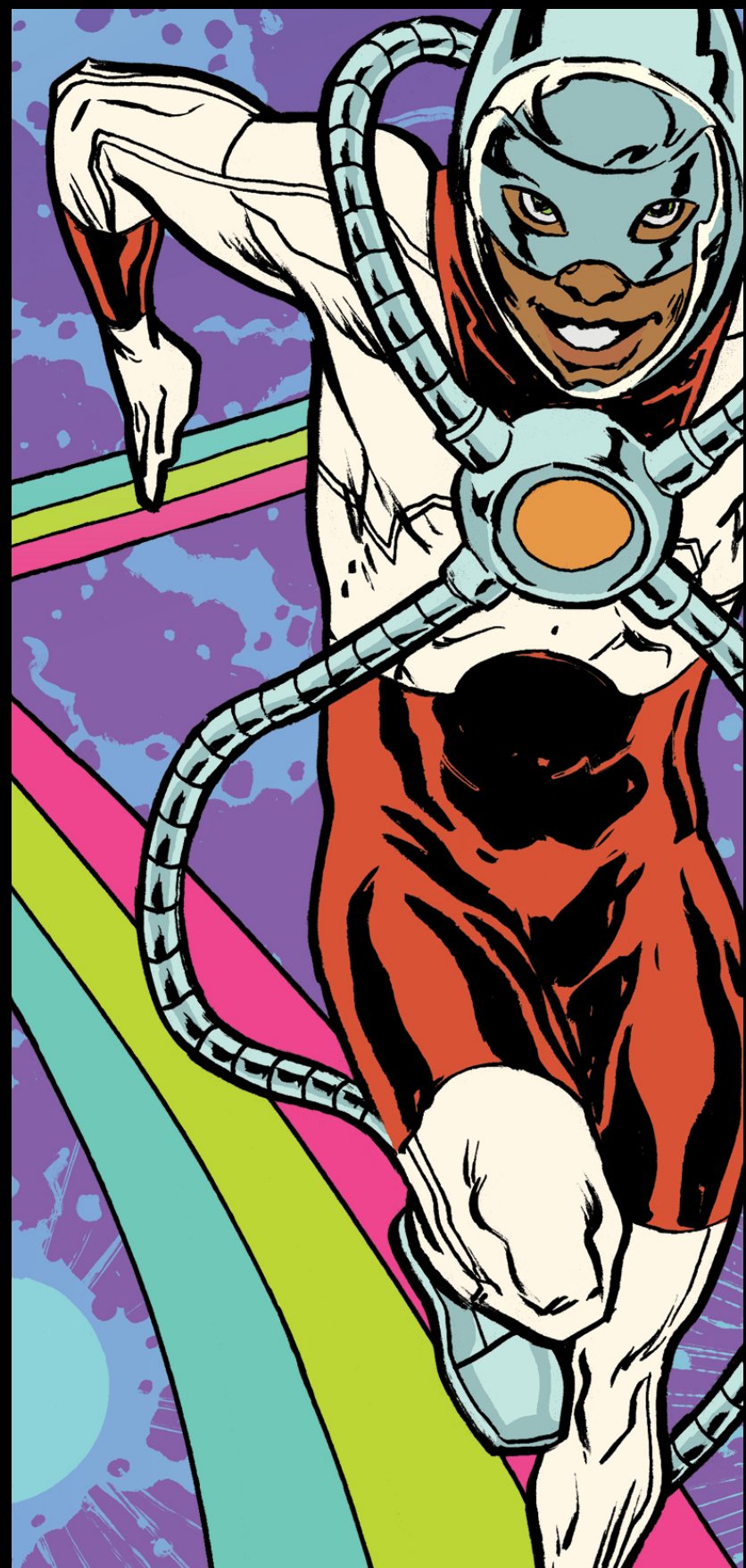
Combined with macOS guidelines

Organized contextually

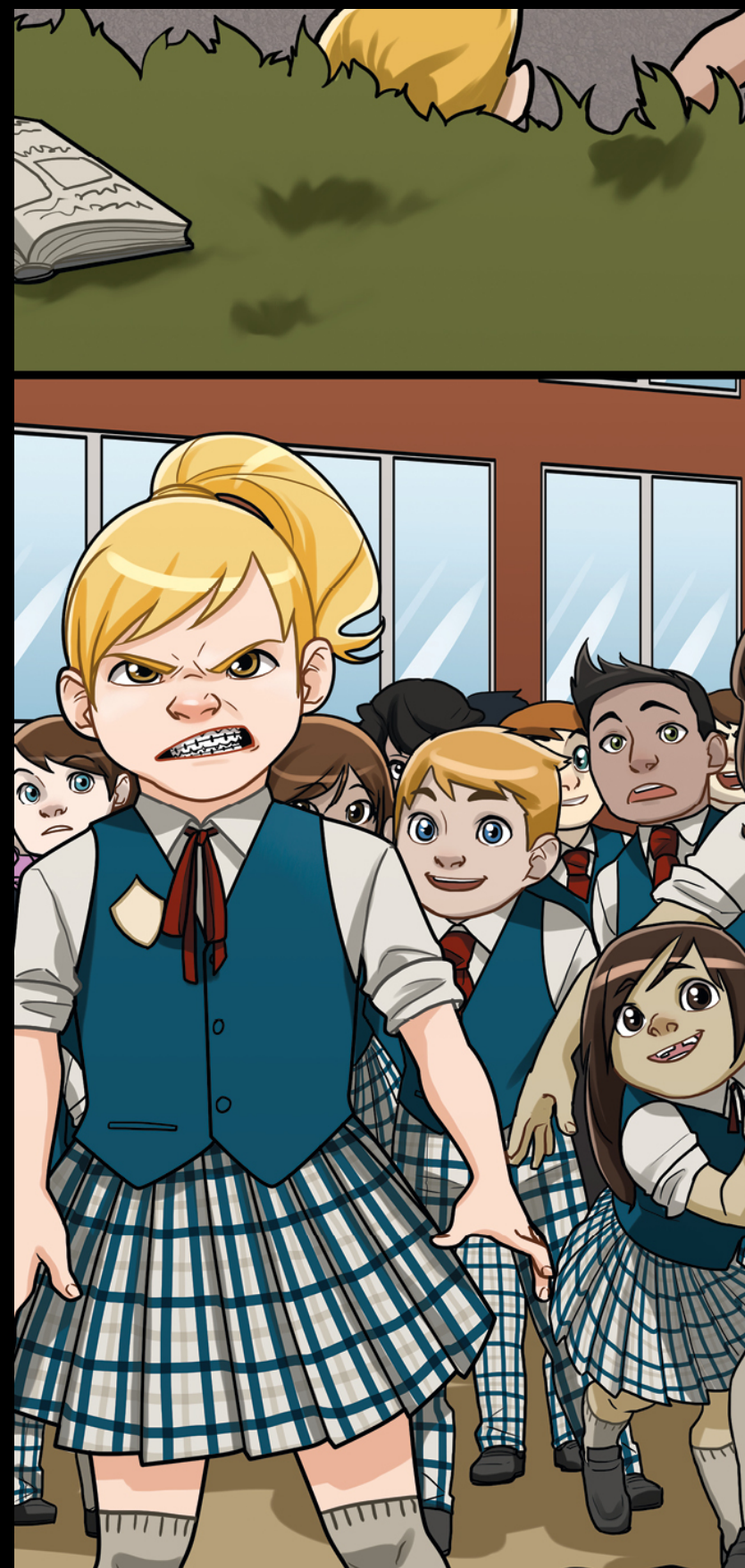


Guideline Changes

Safety



Performance



Business



Design



Legal



Guideline Changes

Safety

Content

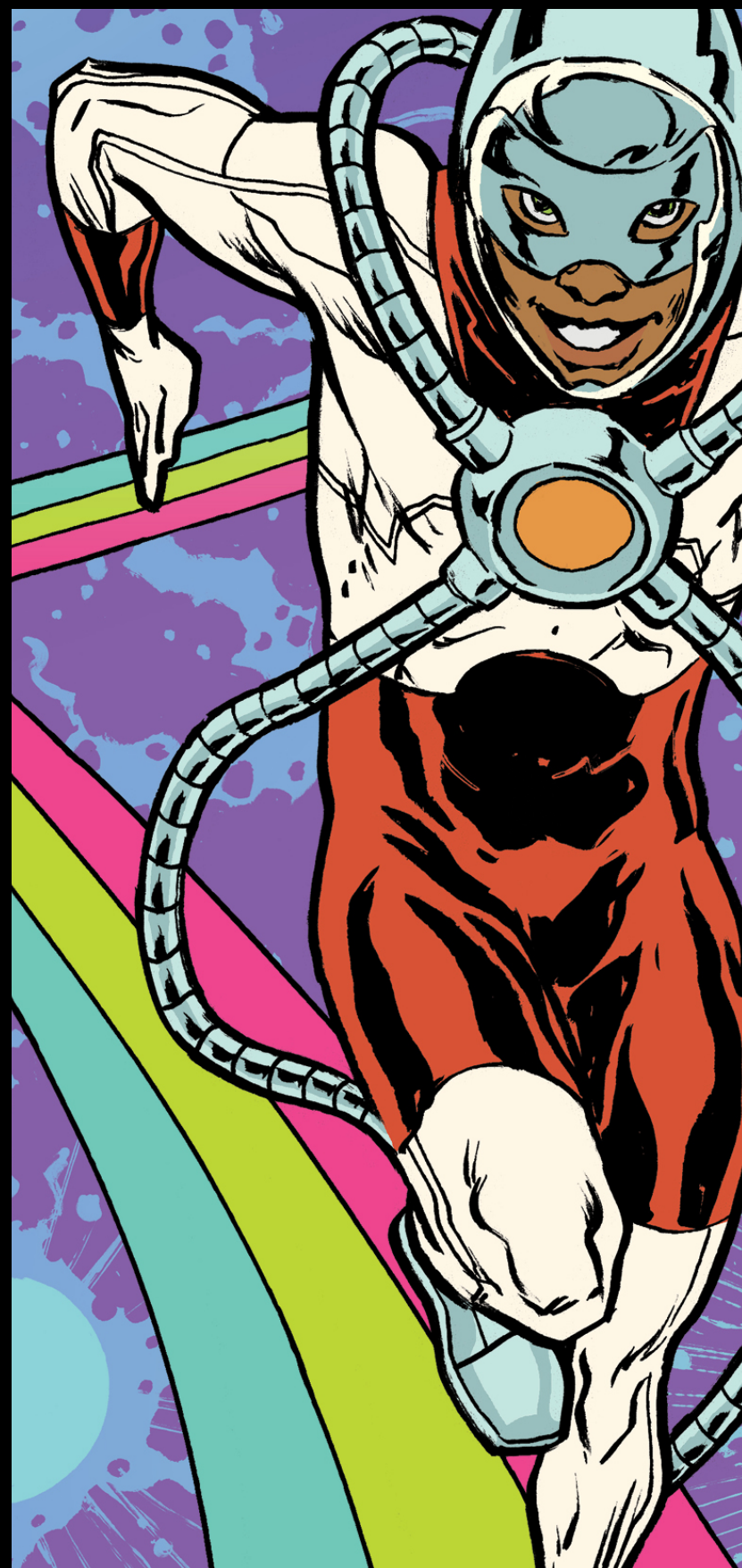
Kids category

Physical harm



Guideline Changes

Safety



Performance



Business



Design



Legal



Guideline Changes

Performance

Ready for app review

Accurate metadata

App experience

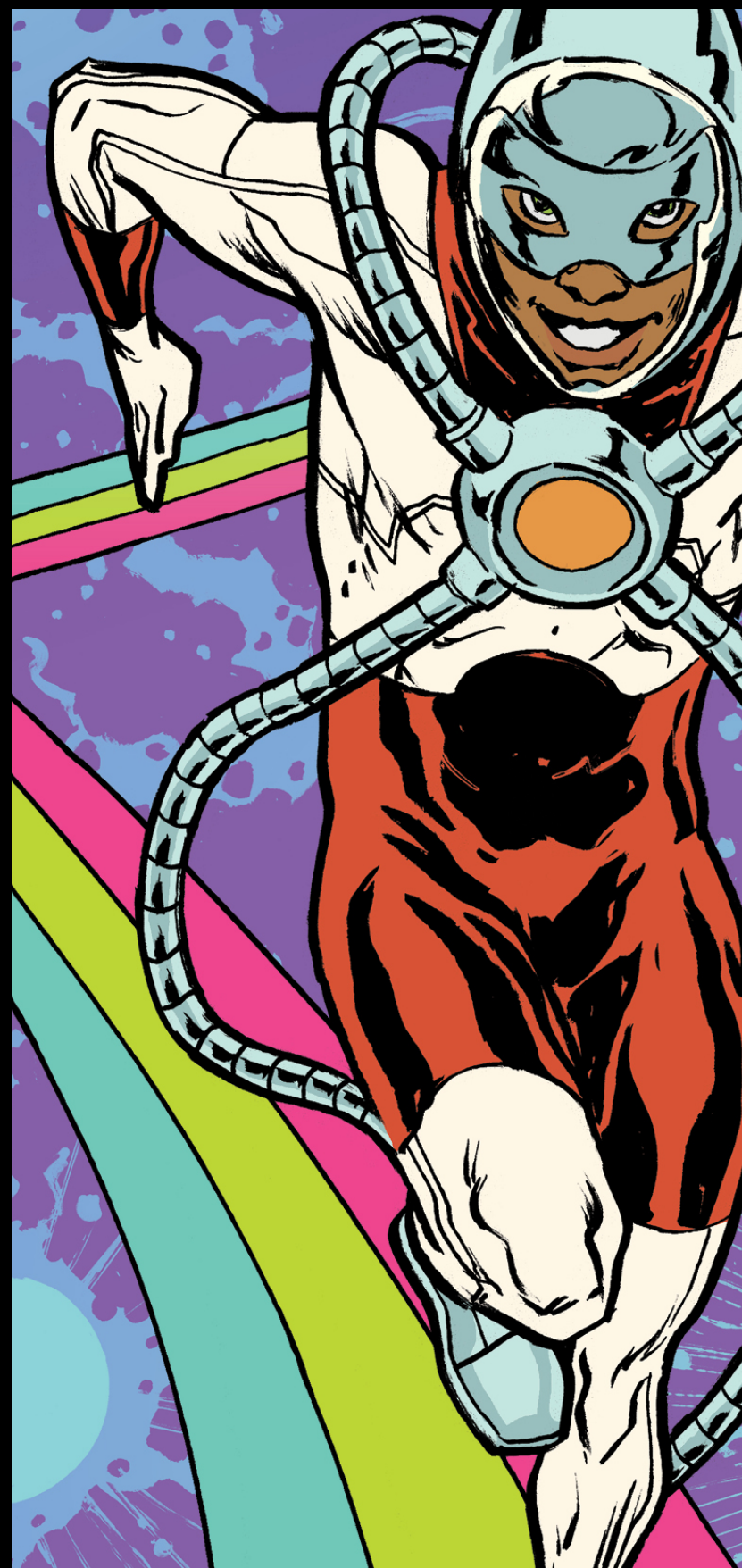
Hardware compatibility

Software requirements

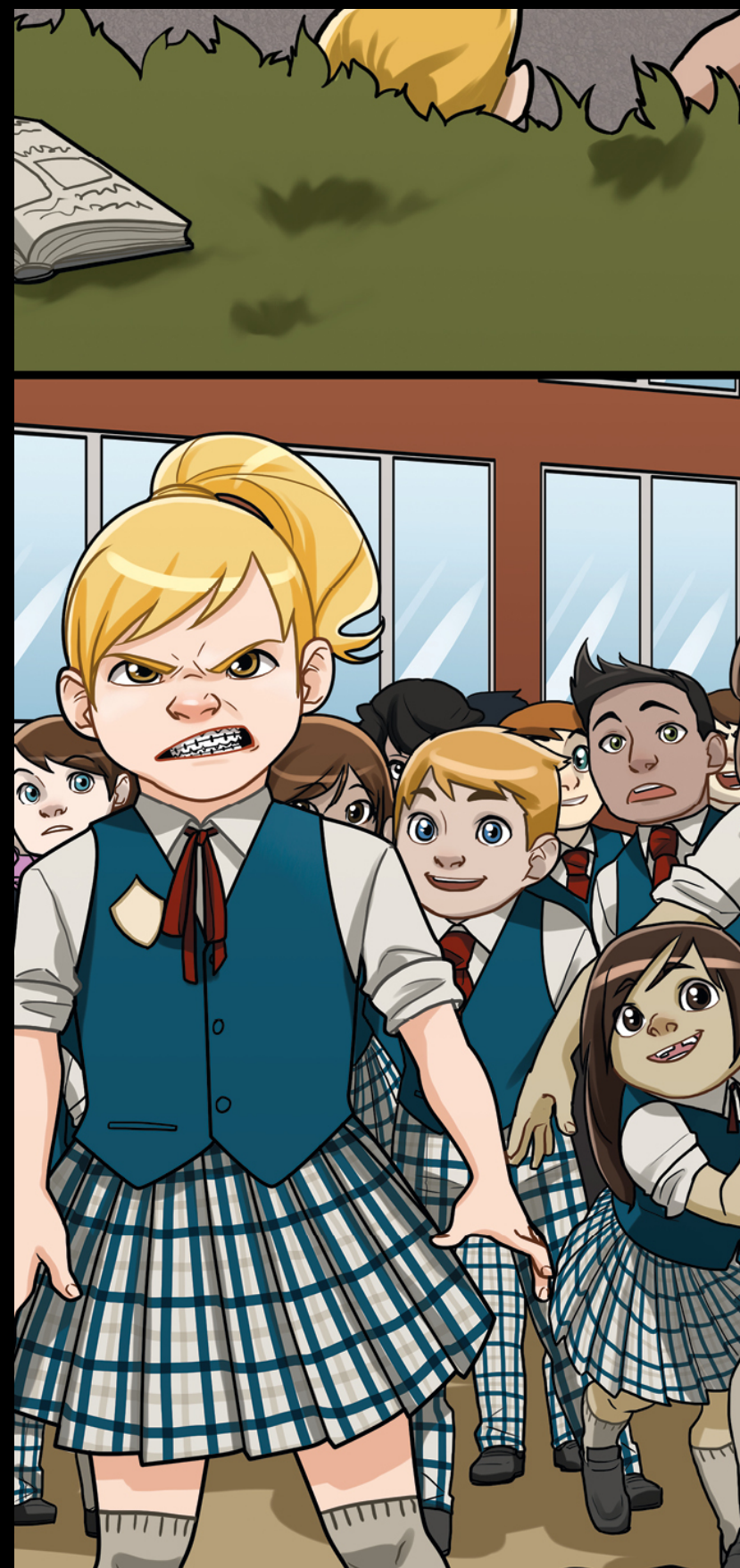


Guideline Changes

Safety



Performance



Business



Design



Legal



Guideline Changes

Business

Clear business model

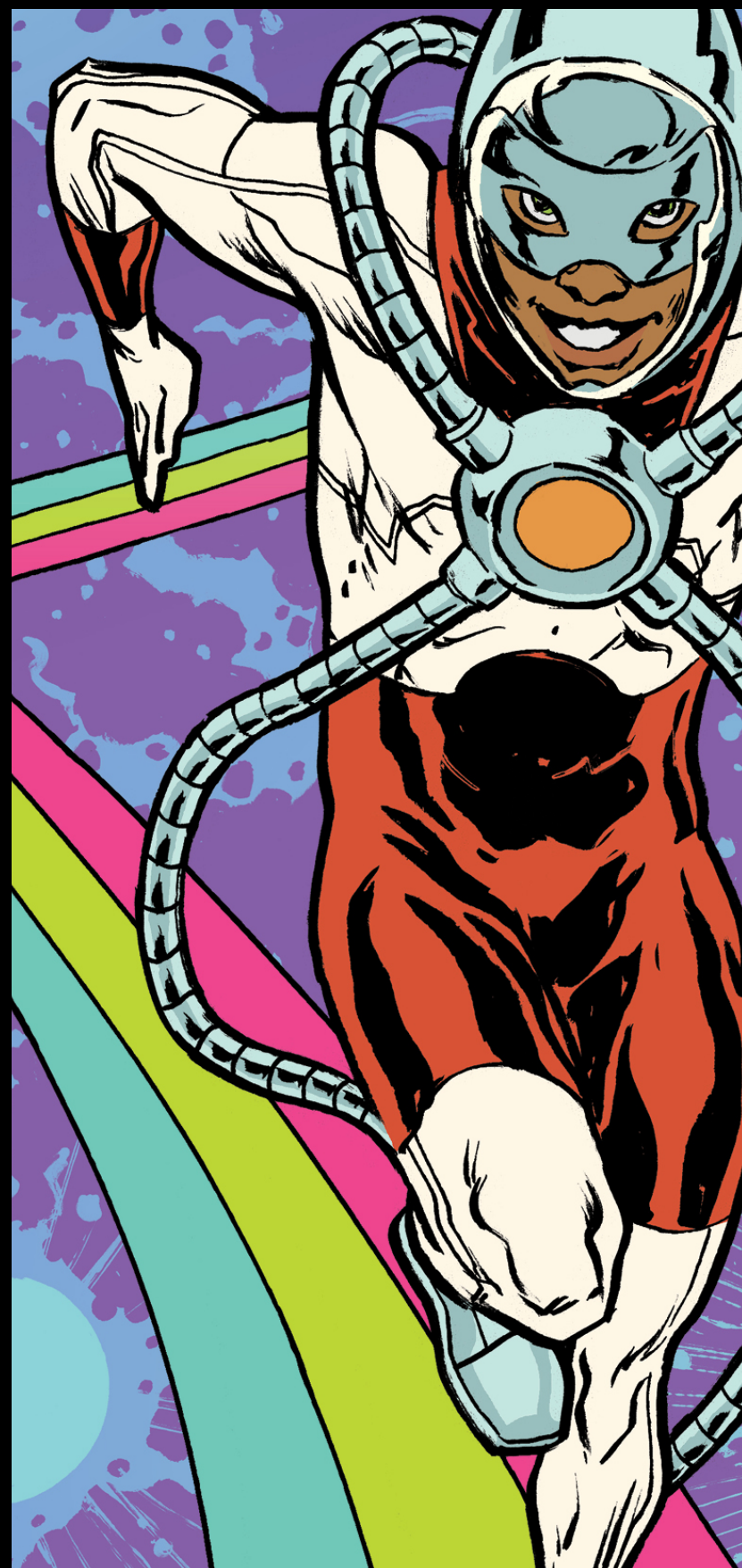
Payments

Acceptable business models

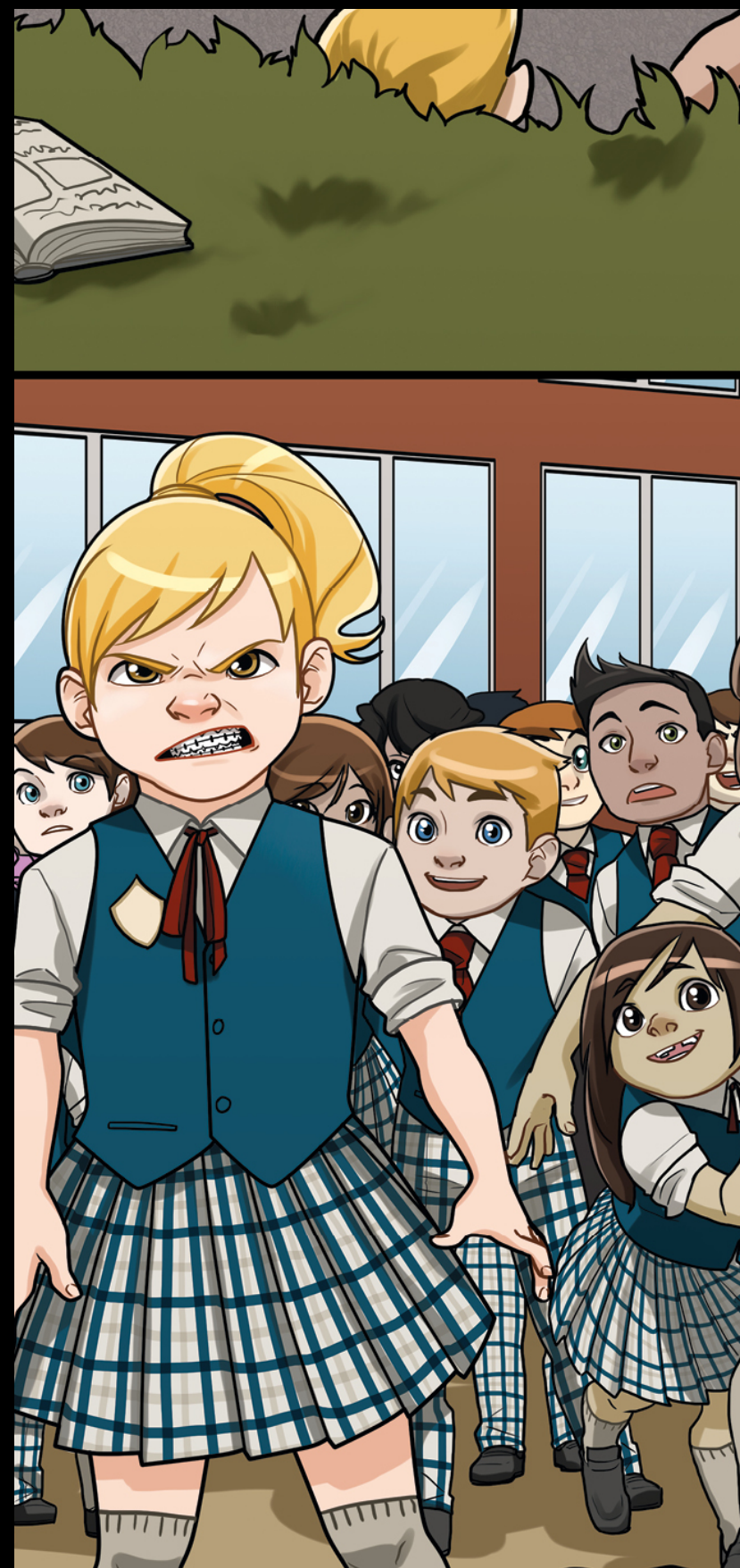


Guideline Changes

Safety



Performance



Business



Design



Legal



Guideline Changes

Design

Simple

Refined

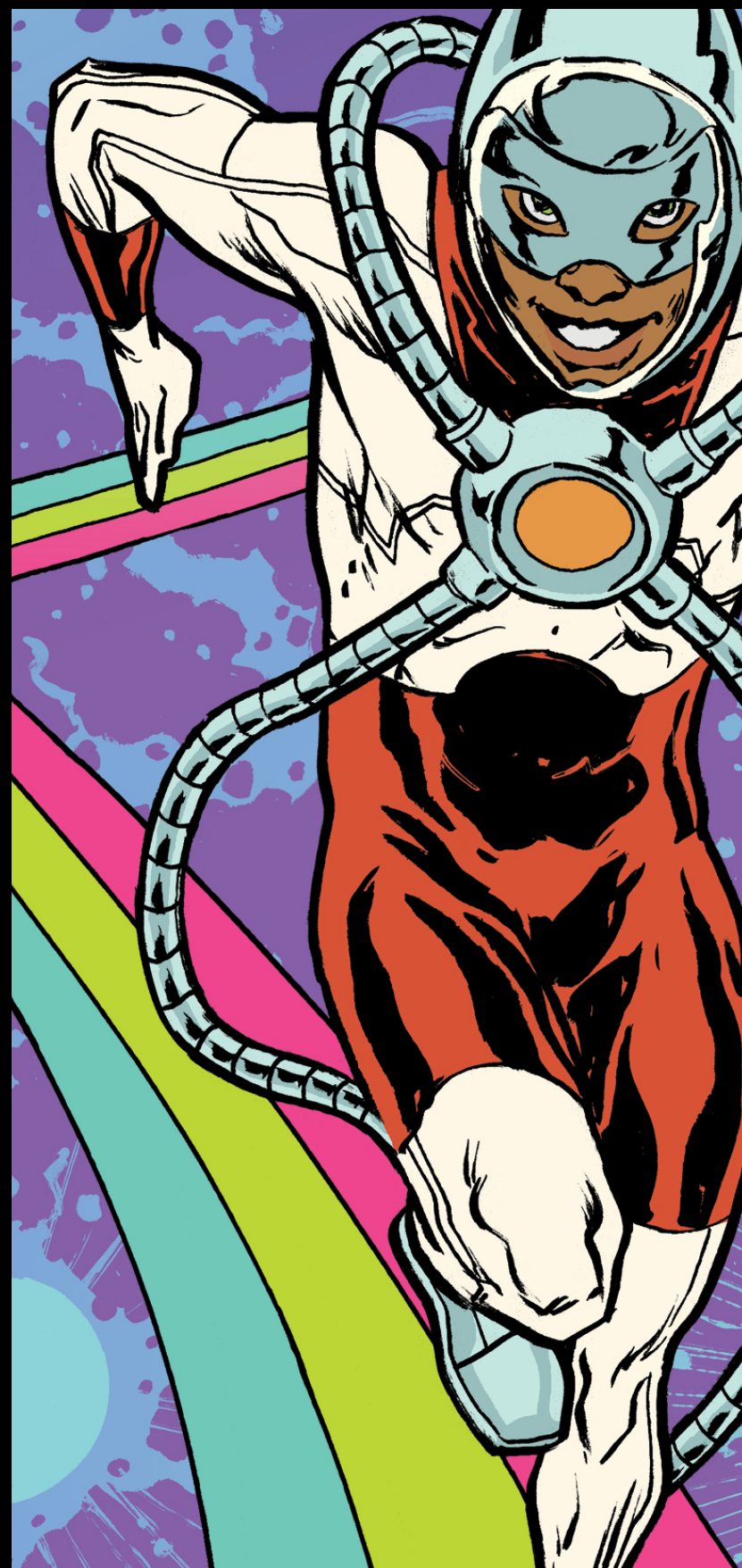
Innovative

Easy to use

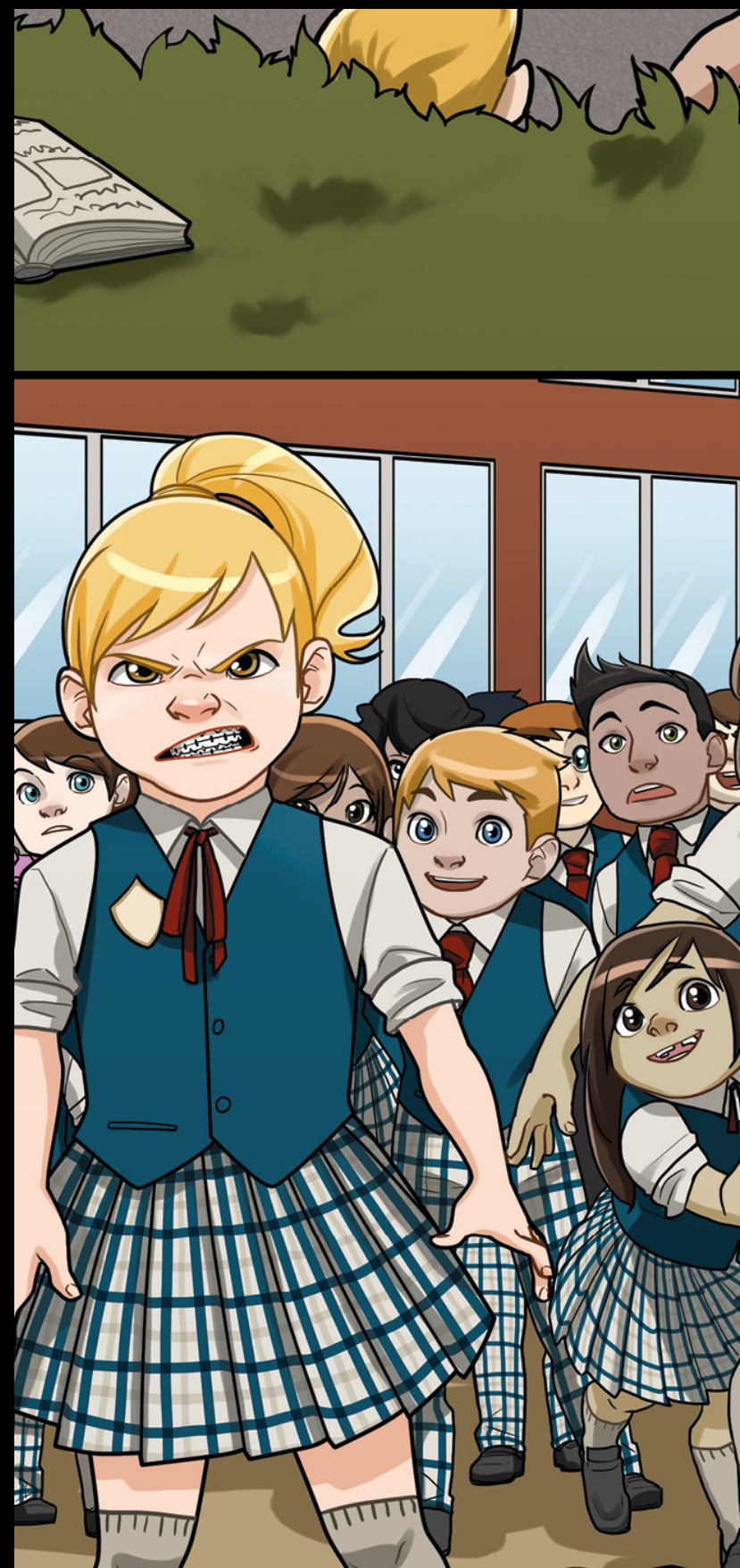


Guideline Changes

Safety



Performance



Business



Design



Legal



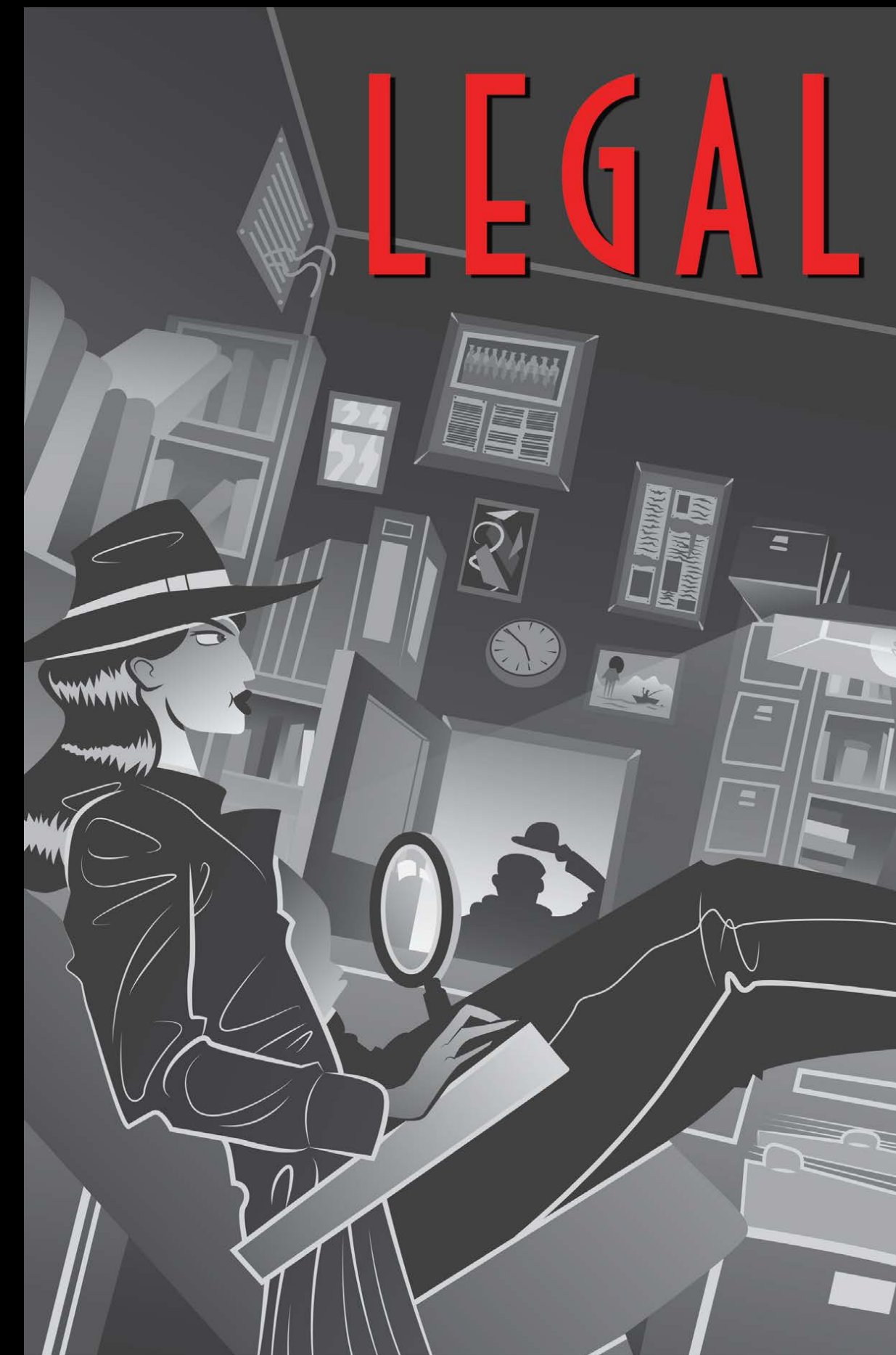
Guideline Changes

Legal

Privacy

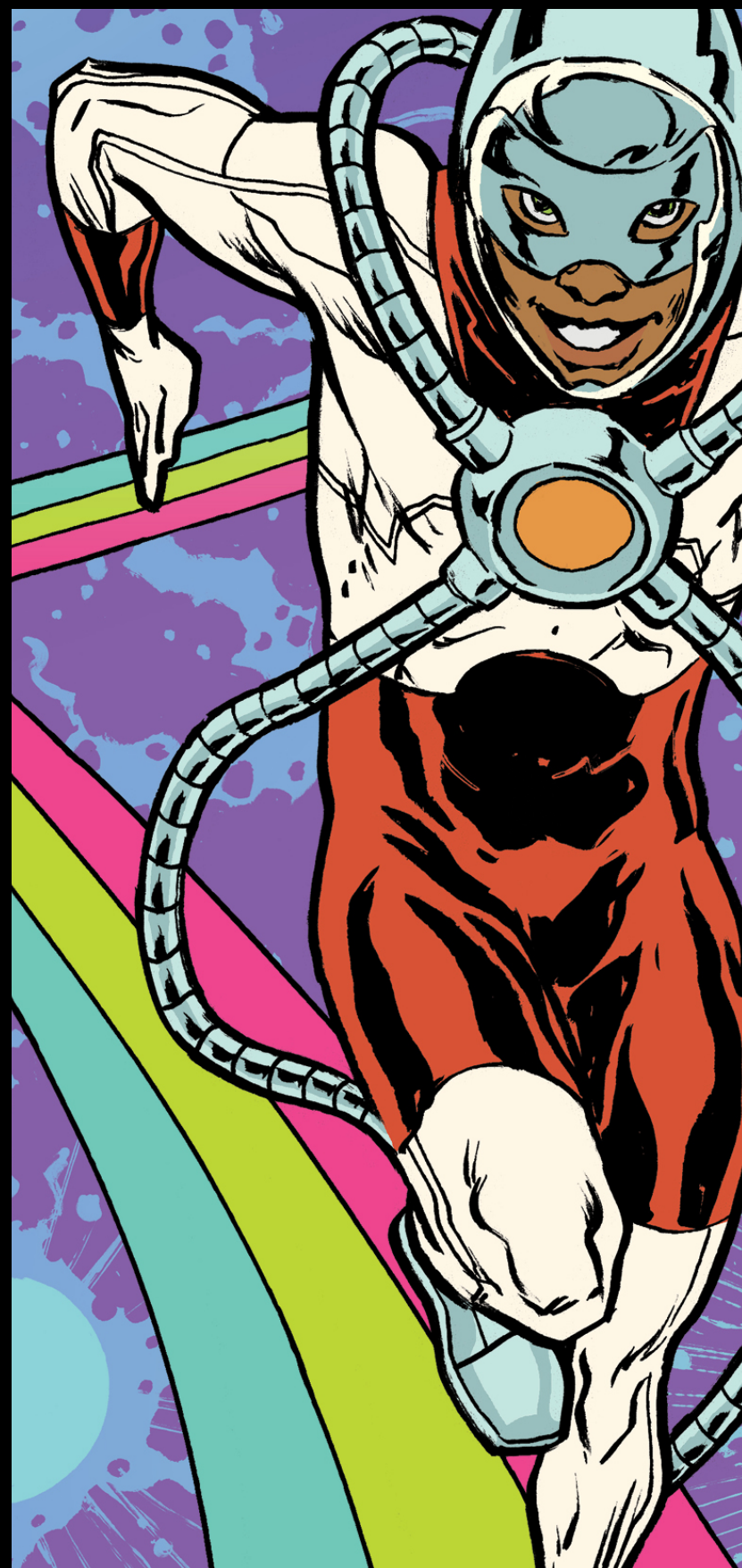
Intellectual property

Gambling



Guideline Changes

Safety



Performance



Business



Design



Legal



Guideline Changes

What's New in iTunes Connect

In-app purchase



What's New in iTunes Connect

In-app purchase

iTunes Connect for iOS



What's New in iTunes Connect

In-app purchase

iTunes Connect for iOS

App analytics



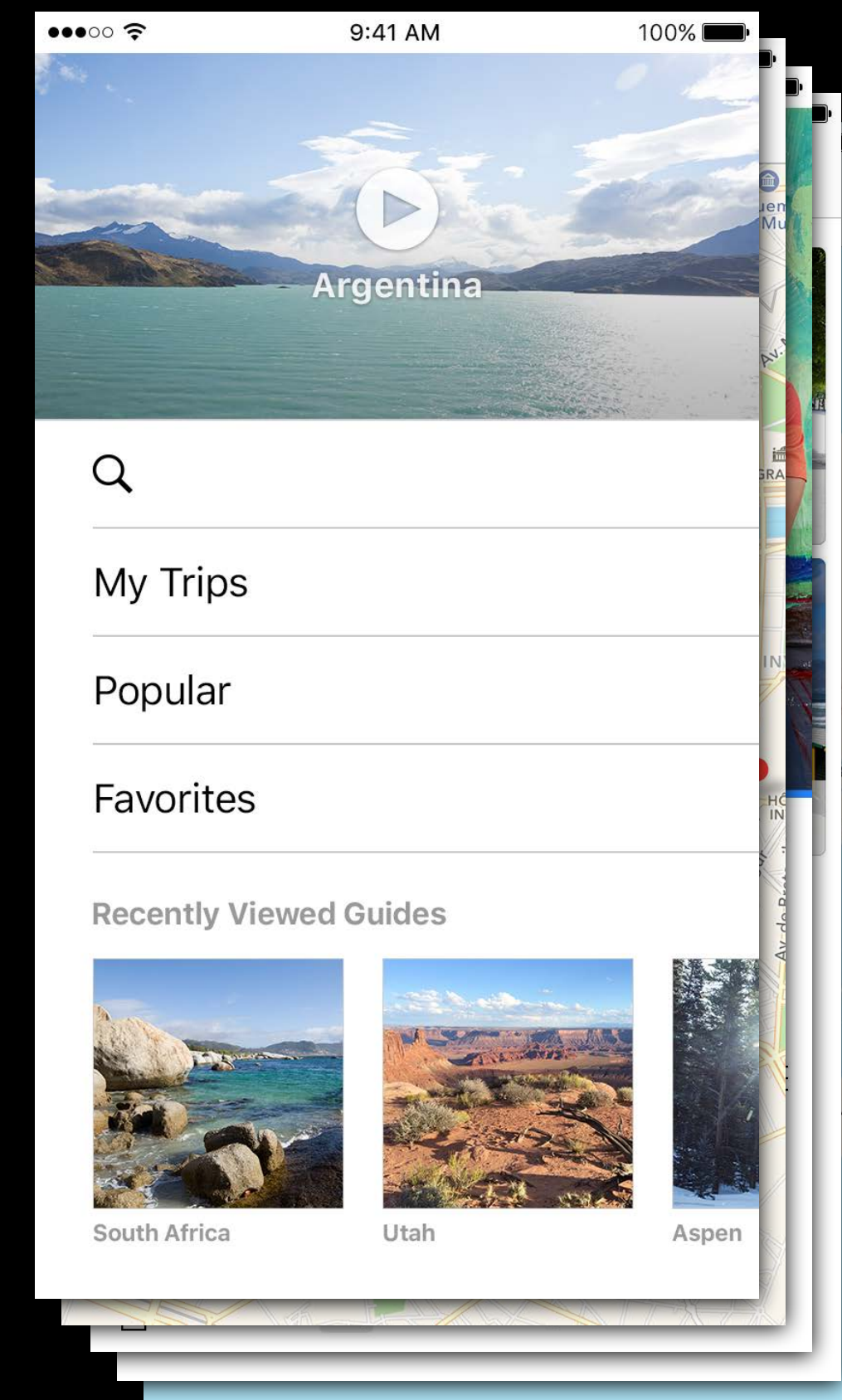
What's New in iTunes Connect

In-app purchase

iTunes Connect for iOS

App analytics

Screenshot simplification



What's New in iTunes Connect

In-app purchase

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iMessage apps



What's New in iTunes Connect

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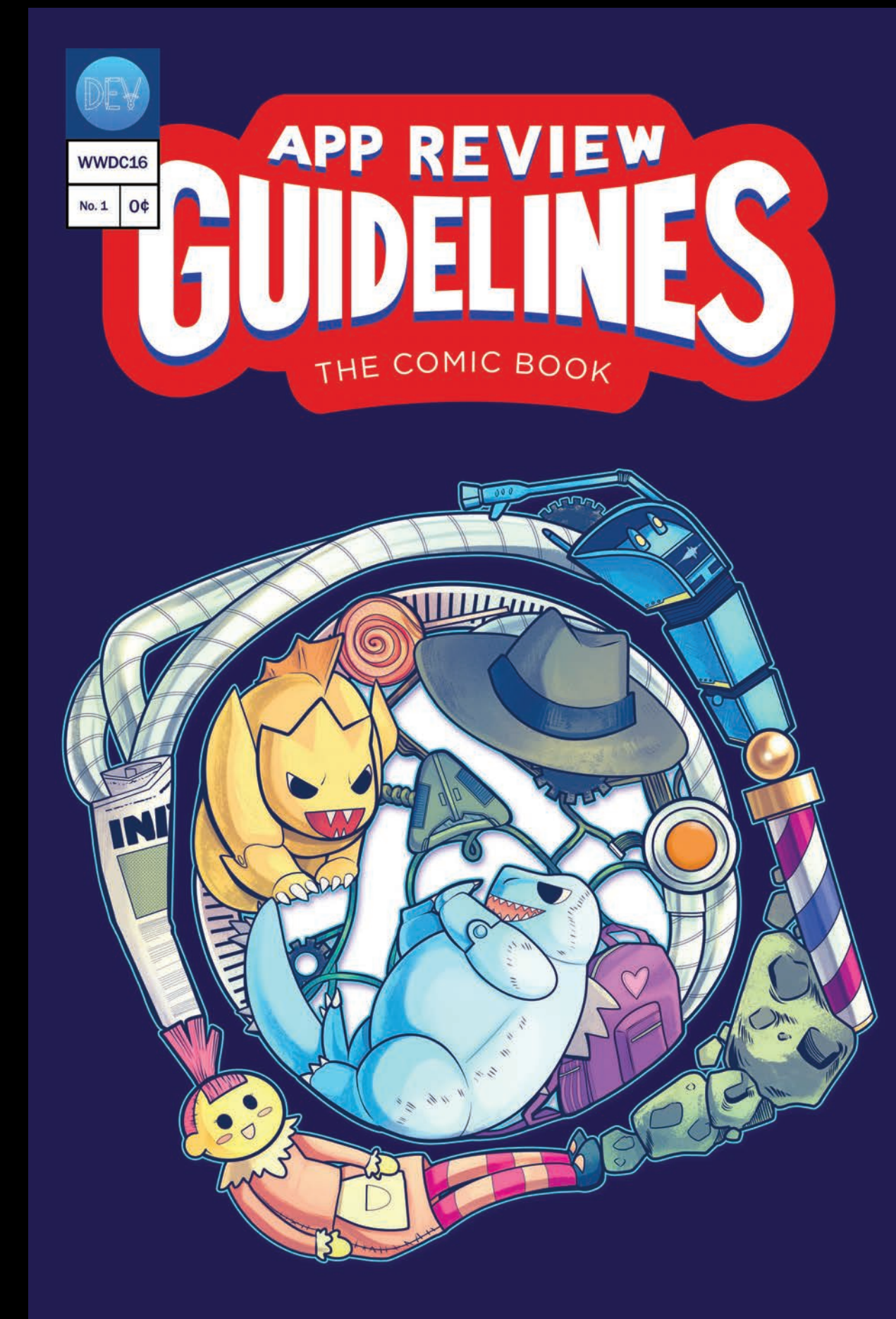
iTunes Connect for iOS

App analytics

Screenshot simplification

iMessage apps

Guideline changes



More Information

<https://developer.apple.com/wwdc16/305>

Related Sessions

iMessage Apps and Stickers, Part 1	Presidio	Tuesday 11:00AM
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Using Store Kit for In-App Purchases with Swift 3	Mission	Tuesday 11:00AM
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Introducing Expanded Subscriptions in iTunes Connect	Pacific Heights	Tuesday 4:00PM
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iMessage Apps and Stickers, Part 2	Presidio	Thursday 1:40PM
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