

#### 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

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#WWDC16

In-App Purchase

In-App Purchase iTunes Connect for iOS

In-App Purchase iTunes Connect for iOS App Analytics

In-App Purchase iTunes Connect for iOS App Analytics Screenshot Simplification

In-App Purchase iTunes Connect for iOS App Analytics Screenshot Simplification iMessage Apps

In-App Purchase iTunes Connect for iOS App Analytics Screenshot Simplification iMessage Apps Guideline Changes

In-App Purchase

Subscriptions

All categories

NEW



All categories





All categories Territory pricing NEW



All categories Territory pricing





All categories Territory pricing New price tiers

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All categories Territory pricing New price tiers





All categories Territory pricing New price tiers Price preservation NEW



All categories Territory pricing New price tiers Price preservation





All categories Territory pricing New price tiers Price preservation 85/15

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All categories Territory pricing New price tiers Price preservation 85/15





All categories Territory pricing New price tiers Price preservation 85/15 Available Now!





Using Store Kit for In-App Purchases with

Introducing Expanded Subscriptions in iTu

| Swift 3      | Mission         | Tuesday 11:00AM |
|--------------|-----------------|-----------------|
| unes Connect | Pacific Heights | Tuesday 4:00PM  |

Subscriptions

In-App Purchase Promo Codes

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| App Store <b>Features</b> Te                  | est Flight Activity             |                               |                  | App Analytics Sales and Trends |
| In-App Purchases<br>Game Center<br>Encryption | Promo Codes<br>Generate History |                               |                  | Request Codes                  |
| Promo Codes                                   | App Promo Codes                 |                               |                  | 100 of 100 codes remaining     |
|                                               | Version ~                       |                               |                  |                                |
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|                                                              | Trip Guides 2.0                                    | Best Hikes: Tibet Guide        | credit -                                    |
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| App Store Features                            | Test Flight Activity            |                         |   | App Analytics Sales and Trends |
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# Available This Fall

In-App Purchase

In-App Purchase iTunes Connect for iOS App Analytics Screenshot Simplification iMessage Apps Guideline Changes

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


Access to Sales and Trends data



Access to Sales and Trends data Ratings and reviews for your apps



Access to Sales and Trends data Ratings and reviews for your apps The ability to reject a binary



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



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





New push notifications



New push notifications Multiprovider support



New push notifications Multiprovider support Resolution Center



## Push Notifications

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Thursday, June 12



**iTunes Connect** New message from App Review for John Appleseed

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## Push Notifications Apps contract expiring

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Thursday, June 12



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## Push Notifications Apps contract expiring Messages from app review

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## Push Notifications Apps contract expiring Messages from app review App finished processing

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Use Touch ID

Auto Sign-Out

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Resolution Center



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| SKU                 | 061-8746                       |                    |
| Bundle ID           | com.apple.mobile               |                    |
| Rating              | 4+                             |                    |
| Keywords            | iLife                          |                    |
| Copyright           | © 2011 - 2016 Apple Inc.       |                    |
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### Resolution Center

From **É** 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)

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- symbolicated crash logs - if your issue results in a crash log

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### Resolution Center

From **É** Apple 2. - FUNCTIONALITY

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#### Resources

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to the 64-bit Transition Guide for Cocoa

### Reply

### Forward

### Print

### Cancel

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## K Back

From **É** Apple 2. - FUNCTIONALITY

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From **É** Apple 2. - FUNCTIONALITY

### 2.1 Details

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| Units    |          |        |          |
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| May 2        | 6, 2016                                      |                            |  |  |  |  |
| May 2        | May 27, 2016                                 |                            |  |  |  |  |
| May 2        | May 28, 2016<br>May 29, 2016<br>May 30, 2016 |                            |  |  |  |  |
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| May 3        | 1, 2016                                      |                            |  |  |  |  |
| June 1, 2016 |                                              |                            |  |  |  |  |
| Tren         | v ds                                         | Product                    |  |  |  |  |



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

Analytics provides answers

Analytics provides answers Reveals missed opportunities

Analytics provides answers Reveals missed opportunities Helps you build a better app



App Store data

App Store data Sales data

App Store data Sales data Usage data

App Store Data



### Product page views



### Product page views



### Product page views App units (new users)





### Product page views App units (new users)













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Q Search

#### **Trending Searches**

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Updates







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| Q guides                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | $\otimes$                          |
|                                             | Trip Guide<br>App Co<br>★★★★ (5,974)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | +<br>\$3.99<br>In-App<br>Purchases |
| Argenti                                     | Adva<br>na                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | nced Trail                         |
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| Popular                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                    |
| Favorites                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | State                              |
| Recently Viewed Guides         South Africa | SolutionSolutionAspen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                    |
|                                             | Guides by Lonely Plane<br>Onely Planet Publications<br>Editors' Choice                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | et<br>S GET                        |
| eren ? 9:41 /<br>Q lonety pl                | M @ 7 ♥ \$ 100% ➡+<br>onst  Ø Offlin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | e maps                             |
|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                    |
| Featured Cate                               | gories Top Charts Sear                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ch Updates                         |



























| Apple Inc. |             | Ċ        |                         |                          |  |
|------------|-------------|----------|-------------------------|--------------------------|--|
|            |             |          | Kelly                   | Westover ~ (?)<br>App Co |  |
| Search     |             |          | <                       | East 30 Days             |  |
| pressions  | App Units ~ | Sales    | Opt-In Only<br>Sessions | Opt-In Only<br>Crashes   |  |
| 298,647    | 14,932      | \$59,980 | 313,552                 | 624                      |  |
| ▲ 17%      | ▲9%         | ▲ 9%     | ▼ 3%                    | ▼ 1%                     |  |
| 278,543    | 12,759      | \$12,631 | 403,921                 | 1,246                    |  |
| ▲ 1%       | ▲ 1%        | ▲1%      | ▲ 1%                    | ▼1%                      |  |
| 152,689    | 6,454       | \$6,389  | 52,164                  | 456                      |  |
| ▼ 5%       | ▼1%         | ▼1%      | ▲1%                     | ▼1%                      |  |
| 163,332    | 6,221       | \$O      | 87,467                  | 515                      |  |
| ▲ 43%      | ▲ 40%       | -        | ▲14%                    | ▲12%                     |  |
| 15,101     | 124         | \$1,238  | 47,311                  | 26                       |  |
| ▲ 5%       | ▲1%         | ▲1%      | ▲ 9%                    | ▼ 50%                    |  |
| 14,467     | 98          | \$97     | 1,240                   | 110                      |  |
| ▼ 36%      | ▼ 58%       | ▼58%     | ▼ 1%                    | ▲ 52%                    |  |



| Apple Inc.      |             | C        |                         | (Å) (ð) (+             |
|-----------------|-------------|----------|-------------------------|------------------------|
|                 |             |          | Kelly                   | Westover ~ ⑦           |
| <b>Q</b> Search |             |          | <                       | Last 30 Days           |
| pressions       | App Units ~ | Sales    | Opt-In Only<br>Sessions | Opt-In Only<br>Crashes |
| 298,647         | 14,932      | \$59,980 | 313,552                 | 624                    |
| ▲ 17%           | ▲ 9%        | ▲9%      | ▼ 3%                    | ▼ 1%                   |
| 278,543         | 12,759      | \$12,631 | 403,921                 | 1,246                  |
| ▲ 1%            | ▲ 1%        | ▲1%      | ▲ 1%                    | ▼1%                    |
| 152,689         | 6,454       | \$6,389  | 52,164                  | 456                    |
| ▼ 5%            | ▼1%         | ▼1%      | ▲ 1%                    | ▼1%                    |
| 163,332         | 6,221       | \$0      | 87,467                  | 515                    |
| ▲ 43%           | ▲ 40%       | -        | ▲ 14%                   | ▲12%                   |
| 15,101          | 124         | \$1,238  | 47,311                  | <b>26</b>              |
| ▲ 5%            | ▲1%         | ▲1%      | ▲ 9%                    | ▼ 50%                  |
| 14,467          | 98          | \$97     | 1,240                   | 110                    |
| ▼36%            | ▼ 58%       | ▼58%     | ▼ 1%                    | ▲ 52%                  |



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|---|-------------------------|-------------------------|----------|-------------|----------|
| ) | Westover ~ (?<br>App Co | Kelly                   |          |             |          |
|   | Last 30 Days            | <                       |          |             | Search   |
|   | Opt-In Only<br>Crashes  | Opt-In Only<br>Sessions | Sales    | App Units ~ | essions  |
|   | 624                     | 313,552                 | \$59,980 | 14,932      | 298,647  |
|   | ▼ 1%                    | ▼ 3%                    | ▲9%      | ▲ 9%        | ▲ 17%    |
|   | 1,246                   | 403,921                 | \$12,631 | 12,759      | 278,543  |
|   | ▼1%                     | ▲ 1%                    | ▲1%      | ▲ 1%        | ▲ 1%     |
|   | 456                     | 52,164                  | \$6,389  | 6,454       | 52,689   |
|   | ▼ 1%                    | ▲1%                     | ▼1%      | ▼1%         | ▼ 5%     |
|   | 515                     | 87,467                  | \$0      | 6,221       | 63,332   |
|   | ▲12%                    | ▲14%                    | -        | ▲ 40%       | ▲ 43%    |
|   | 26                      | 47,311                  | \$1,238  | 124         | 15,101   |
|   | ▼ 50%                   | ▲ 9%                    | ▲1%      | ▲1%         | ▲ 5%     |
|   | 110                     | 1,240                   | \$97     | 98          | 14,467   |
|   | ▲ 52%                   | ▼1%                     | ▼58%     | ▼ 58%       | ▼36%     |


#### ••• iTunes Connect App Analytics ~ Retention Overview Metrics Sources APP STORE View By 🗸 🗸 Add Filter × Impressions Unique Devices 298,647 Impressions Product Page Views SALES 20K App Units In-App Purchases Sales 16K Paying Users 12K USAGE Installations Sessions 8K Active Devices Active Last 30 Days 4K Crashes Deletions 19 20 21 22 23 24 25 26 COMPARE TO None 🗸 Date ~ SAVED VIEWS 🕀 May 19 Conversion Rate May 20 Sessions per Device May 21 May 22 May 23 May 24

|    | •    | Apple | e Inc. |     |   |   |   |   |   | Ċ |   |   |   |    |    |     |      |                          | ᠿ         | ) ( ć | -  |
|----|------|-------|--------|-----|---|---|---|---|---|---|---|---|---|----|----|-----|------|--------------------------|-----------|-------|----|
|    | Trip | o Gi  | uide   | ) ~ |   |   |   |   |   |   |   |   |   |    |    | Kel | ly W | <mark>esto</mark><br>App | ver<br>Co | ~     | ?  |
|    |      |       |        |     |   |   |   |   |   |   |   |   |   |    |    |     |      |                          |           |       |    |
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|    |      |       |        |     |   |   |   |   |   |   |   |   |   |    |    | Lir | ne 🔻 | × [                      | Days      | ~     | Û  |
|    |      |       |        |     |   |   |   |   |   |   |   |   |   |    |    |     |      |                          |           |       |    |
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| 27 | 28   | 29    | 30     | 31  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12  | 13   | 14                       | 15        | 16    | 17 |
|    |      |       |        |     |   |   |   |   |   |   |   |   |   |    |    |     |      |                          |           |       |    |

| Impressions |
|-------------|
| 8,563       |
| 9,110       |
| 9,007       |
| 9,098       |
| 8,475       |
| 8,460       |





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|                          |           | Apple Inc.                                | C)          |                                |
|--------------------------|-----------|-------------------------------------------|-------------|--------------------------------|
| unes Connect App         | Analytics | ✓ Trip Guide ✓                            |             | Kelly Westover ~ (?)<br>App Co |
| verview <b>Metrics</b> S | Sources   | Retention                                 |             |                                |
| pressions                | S         |                                           |             | < 🔚 Last 30 Days               |
| Unique                   | Devi      | es                                        |             | Line ~ Days ~ 🖵                |
| In-App Purchases         |           |                                           |             |                                |
| Sales                    | 16K       |                                           |             |                                |
| Paying Users             |           |                                           |             |                                |
| USAGE                    | 12K       |                                           |             |                                |
| Installations            |           |                                           |             |                                |
| Sessions                 | 8K        |                                           |             |                                |
| Active Devices           |           |                                           |             |                                |
| Active Last 30 Days      | 4K        |                                           |             |                                |
| Deletions                |           |                                           |             |                                |
| COMPARE TO<br>None ~     |           | 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 | 4 5 6 7 8 9 | 10 11 12 13 14 15 16 17        |
|                          |           | Date ~                                    |             | Impressions                    |
| SAVED VIEWS 🕀            |           | May 19                                    |             | 8,563                          |
| Sessions per Device      |           | May 20                                    |             | 9,110                          |
|                          |           | May 21                                    |             | 9,007                          |
|                          |           | May 22                                    |             | 9,098                          |
|                          |           | May 23                                    |             | 8,475                          |
|                          |           | Vlay 24                                   |             | 8,460                          |





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|                                |                   | Apple Inc.                          | Ċ           |                                |
|--------------------------------|-------------------|-------------------------------------|-------------|--------------------------------|
| unes Connect App A             | Analytics ~       | Trip Guide ~                        |             | Kelly Westover ~ (?)<br>App Co |
| erview <b>Metrics</b> S        | Sources Retentior | ٦                                   |             |                                |
| pressions                      | 5                 |                                     |             | < 🔳 Last 30 Days               |
| Unique                         | Devices           |                                     |             | Line ~ Days ~ 🖵                |
| n-App Purchases                |                   |                                     |             |                                |
| Sales<br>Paying Users          | 12K               |                                     |             |                                |
| JSAGE<br>nstallations          | 9K                |                                     |             |                                |
| Sessions<br>Active Devices     | 6K                |                                     |             |                                |
| Active Last 30 Days<br>Crashes | 3K                |                                     |             |                                |
| Deletions                      |                   |                                     |             |                                |
| OMPARE TO                      | 19 20 21          | 22 23 24 25 26 27 28 29 30 31 1 2 3 | 4 5 6 7 8 9 | 10 11 12 13 14 15 16 17        |
|                                | Date ~            |                                     |             | Impressions                    |
| Conversion Rate                | May 19            |                                     |             | 4,350                          |
| Sessions per Device            | May 20            |                                     |             | 4,526                          |
|                                | May 21            |                                     |             | 4,498                          |
|                                | May 22            |                                     |             | 4,572                          |
|                                | May 23            |                                     |             | 4,378                          |
|                                | May 24            |                                     |             | 4,360                          |

### NEW



| ••• <        |            |            |                                      |  |  |  |  |  |
|--------------|------------|------------|--------------------------------------|--|--|--|--|--|
| iTunes Co    | onnect App | o Analytic | CS ∽                                 |  |  |  |  |  |
| Overview     | Metrics    | Sources    | Retention                            |  |  |  |  |  |
| APP STO      | RE         | V          | ∕iew By → Add Filter ×               |  |  |  |  |  |
| Impressior   | าร         |            |                                      |  |  |  |  |  |
| 🗹 Unique     | e Devices  | 4.6        |                                      |  |  |  |  |  |
| Product Pa   | age Views  | 75         | 55,379 Impressions<br>Unique Devices |  |  |  |  |  |
| SALES        |            |            |                                      |  |  |  |  |  |
| App Units    |            | 15         | БК                                   |  |  |  |  |  |
| In-App Pu    | rchases    |            |                                      |  |  |  |  |  |
| Sales        |            | 12         | 2K                                   |  |  |  |  |  |
| Paying Use   | ers        |            |                                      |  |  |  |  |  |
| USAGE        |            | g          | ЭК                                   |  |  |  |  |  |
| Installation | S          |            |                                      |  |  |  |  |  |
| Sessions     |            | 6          | 6K                                   |  |  |  |  |  |
| Active Dev   | vices      |            |                                      |  |  |  |  |  |
| Active Las   | t 30 Days  | 3          | 3К                                   |  |  |  |  |  |
| Crashes      |            |            |                                      |  |  |  |  |  |
| Deletions    |            |            |                                      |  |  |  |  |  |
| COMPAR       | ЕТО        |            | 19 20 21 22 23 24 25 26 27           |  |  |  |  |  |
| None 🗸       |            |            |                                      |  |  |  |  |  |
|              |            |            |                                      |  |  |  |  |  |
|              |            |            | Date ~                               |  |  |  |  |  |
| SAVED V      | iews 🕀     |            | May 19                               |  |  |  |  |  |
| Conversion   | n Rate     |            | May 20                               |  |  |  |  |  |
| Sessions p   | per Device |            | May 21                               |  |  |  |  |  |
|              |            |            | May 22                               |  |  |  |  |  |
|              |            |            | May 23                               |  |  |  |  |  |
|              |            |            | May 24                               |  |  |  |  |  |

|    | Apple  | e Inc. |     |   |   |   |          |   | Ċ |   |   |   |    |    |     |               | 1                        | Û           |       | 0 + |
|----|--------|--------|-----|---|---|---|----------|---|---|---|---|---|----|----|-----|---------------|--------------------------|-------------|-------|-----|
|    | Trip G | uide   | ) ~ |   |   |   |          |   |   |   |   |   |    |    | Kel | ly W          | <mark>esto</mark><br>App | ver 、<br>Co | ~     | ?   |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     | <             | La                       | ist 30      | ) Da  | ys  |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    | Lir | ר אר <b>י</b> | × [                      | Days        | ~     | Û   |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     | _             |                          |             | _     | _   |
|    |        |        |     |   |   |   | <u> </u> |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
| 27 | 28 29  | 30     | 31  | 1 | 2 | 3 | 4        | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12  | 13            | 14                       | 15          | 16    | 17  |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             |       |     |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               | Ir                       | mpre        | essio | ns  |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             | 4,3   | 50  |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             | 4,5   | 26  |
|    |        |        |     |   |   |   |          |   |   |   |   |   |    |    |     |               |                          |             | 4,4   | 98  |

4,572 4,378

4,360



|                                       |                                       | 🖨 Apple Inc.    | Ċ             |                         |
|---------------------------------------|---------------------------------------|-----------------|---------------|-------------------------|
| iTunes Connect App                    | Analytics ~                           | 💮 Trip Guide ~  |               | Kelly Westover ~ 👔 🕐    |
| Overview Metrics S                    | Sources Retention                     |                 |               |                         |
| APP STORE                             | View By ~ Add Filter >                | <               |               | < 🔳 Last 30 Days        |
| ✓ Unique Devices Product Page Views   | 155,379 Impressions<br>Unique Devices |                 |               | Line 🗸 Days 🗸 🖵         |
| App Units<br>In-App Purchases         | 15K                                   |                 |               |                         |
| Sales<br>Paying Users                 | 12K                                   |                 |               |                         |
| USAGE<br>Installations                | 9K                                    |                 |               |                         |
| Active Devices<br>Active Last 30 Days | 6K                                    |                 |               |                         |
| OMPARE                                | ETO                                   | 28 29 30 31 1 2 | 3 4 5 6 7 8 9 | 10 11 12 13 14 15 16 17 |
|                                       |                                       |                 |               | Impressions             |
|                                       |                                       |                 |               | 4,350                   |
| Sessions per Device                   | May 20                                |                 |               | 4,526                   |
|                                       | May 21                                |                 |               | 4,498                   |
|                                       | May 22                                |                 |               | 4,572                   |
|                                       | May 24                                |                 |               | 4,378                   |
|                                       | Iviay 24                              |                 |               | 4,000                   |

# С

|                     | May 20 |
|---------------------|--------|
| Sessions per Device | May 21 |
|                     | May 22 |
|                     | May 23 |
|                     | May 24 |
|                     |        |

| ITunes Connect App Analytics ✓   Overview Metrics Sources Retention   APP STORE View By ✓ Add Filter ×   Impressions Inique Devices   Product Page Views 155,379 Impressions 14,93   SALES App Units   App Units 7K   In-App Purchases 6K   Sales 6K   Paying Users 5K   USAGE 4K   Installations 3K   Sessions 3K   Active Devices 2K                                                                                                                              |                                |                                             |  |  |  |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------------------------------------------|--|--|--|--|--|--|--|--|
| Overview       Metrics       Sources       Retention         APP STORE       View By ✓       Add Filter ×         Impressions       Impressions       14,93         Worduct Page Views       155,379 Impressions       14,93         SALES       7K       In-App Purchases         Apping Users       5K       Impressions         USAGE       4K       Installations         Sessions       3K       Impressions         Active Devices       2K       Impressions | iTunes Connect App Analytics ~ |                                             |  |  |  |  |  |  |  |  |
| APP STORE View By Add Filter   Impressions Inique Devices   Product Page Views 155,379 Impressions 14,93   SALES Inique Devices 14,93   App Units 7K   In-App Purchases 6K   Sales 5K   Paying Users 5K   USAGE 4K   Installations 3K   Sessions 3K   Active Devices 2K                                                                                                                                                                                             | Overview Metrics               | Sources Retention                           |  |  |  |  |  |  |  |  |
| Impressions    ✓ Unique Devices    Product Page Views   SALES   App Units   In-App Purchases   Sales   Paying Users   USAGE   Installations   Sessions   Active Devices   2K                                                                                                                                                                                                                                                                                        | APP STORE                      | View By v Add Filter x                      |  |  |  |  |  |  |  |  |
| ☑ Unique Devices   Product Page Views   SALES   App Units   In-App Purchases   6K   Sales   Paying Users   USAGE   4K   Installations   Sessions   Active Devices   2K                                                                                                                                                                                                                                                                                              | Impressions                    |                                             |  |  |  |  |  |  |  |  |
| Product Page Views       155,379 Impressions       14,93         SALES       App Units       7K         App Units       7K       6K         In-App Purchases       6K         Sales       6K         Paying Users       5K         USAGE       4K         Installations       3K         Sessions       3K         Active Devices       2K                                                                                                                          | Unique Devices                 |                                             |  |  |  |  |  |  |  |  |
| SALES   App Units   In-App Purchases   6K   Sales   Paying Users   5K   USAGE   Installations   Sessions   3K   Active Devices   2K                                                                                                                                                                                                                                                                                                                                 | Product Page Views             | 155,379 Impressions 14,93<br>Unique Devices |  |  |  |  |  |  |  |  |
| App Units 7K   In-App Purchases 6K   Sales 6K   Paying Users 5K   USAGE 4K   Installations 3K   Sessions 3K   Active Devices 2K                                                                                                                                                                                                                                                                                                                                     | SALES                          |                                             |  |  |  |  |  |  |  |  |
| In-App Purchases 6K   Sales 5K   Paying Users 5K   USAGE 4K   Installations 3K   Sessions 3K   Active Devices 2K                                                                                                                                                                                                                                                                                                                                                    | App Units                      | 7K                                          |  |  |  |  |  |  |  |  |
| Sales   Paying Users   USAGE   Installations   Sessions   Active Devices   2K                                                                                                                                                                                                                                                                                                                                                                                       | In-App Purchases               |                                             |  |  |  |  |  |  |  |  |
| Paying Users 5K   USAGE 4K   Installations 3K   Sessions 3K   Active Devices 2K                                                                                                                                                                                                                                                                                                                                                                                     | Sales                          | UIX                                         |  |  |  |  |  |  |  |  |
| USAGE 4K<br>Installations 3K<br>Active Devices 2K<br>Active Last 30 Days                                                                                                                                                                                                                                                                                                                                                                                            | Paying Users                   | 5K                                          |  |  |  |  |  |  |  |  |
| USAGE       4K         Installations       3K         Sessions       3K         Active Devices       2K         Active Last 30 Days       4K                                                                                                                                                                                                                                                                                                                        |                                |                                             |  |  |  |  |  |  |  |  |
| Installations Sessions 3K Active Devices 2K Active Last 30 Days                                                                                                                                                                                                                                                                                                                                                                                                     | USAGE                          | 4K                                          |  |  |  |  |  |  |  |  |
| Sessions       3K         Active Devices       2K         Active Last 30 Days       2K                                                                                                                                                                                                                                                                                                                                                                              | Installations                  |                                             |  |  |  |  |  |  |  |  |
| Active Devices<br>2K<br>Active Last 30 Days                                                                                                                                                                                                                                                                                                                                                                                                                         | Sessions                       | 3K                                          |  |  |  |  |  |  |  |  |
| Active Last 30 Days                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Active Devices                 |                                             |  |  |  |  |  |  |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Active Last 30 Days            | 2K                                          |  |  |  |  |  |  |  |  |

### COMPARE TO

### App Units

 $\times$ 

|                     |        | Impressions | App Unit |
|---------------------|--------|-------------|----------|
|                     |        | 4,350       | 60-      |
| Secciona por Davias | May 17 | 4,526       | 56       |
| Sessions per Device | May 18 | 4,498       | 56       |
|                     | May 19 | 4,572       | 57       |
|                     | May 20 | 4,378       | 60       |
|                     | May 21 | 4,360       | 61       |
|                     |        |             |          |



|                      |                                       | 🔒 Apple Inc.                  | Ċ                       | Ē ē                          |
|----------------------|---------------------------------------|-------------------------------|-------------------------|------------------------------|
| iTunes Connect App A | Analytics ~                           | Trip Guide ~                  |                         | Kelly Westover ~ (<br>App Co |
| Overview Metrics S   | ources Retention                      |                               |                         |                              |
| APP STORE            | View By v Add F                       | -ilter ×                      |                         | < 🔳 Last 30 Days             |
| Impressions          |                                       |                               |                         |                              |
| Unique Devices       | 155 070 1                             |                               |                         |                              |
| Product Page Views   | 155,379 Impressions<br>Unique Devices | 14,932 App Units              | Single Axis V           | Line - Days - y              |
| SALES                |                                       | Impressions (Unique Devices)  | App Units               |                              |
| App Units            | 7K                                    |                               |                         |                              |
| In-App Purchases     | 6K                                    |                               |                         |                              |
| Sales                |                                       |                               |                         |                              |
| Paying Users         | 5K                                    |                               |                         |                              |
| USAGE                |                                       |                               |                         |                              |
| Installations        | 4K                                    |                               |                         |                              |
| Sessions             | ЗК                                    |                               |                         |                              |
| Active Devices       |                                       |                               |                         |                              |
| Active Last 30 Days  | 2K                                    |                               |                         |                              |
| Crashes              | 1K                                    |                               |                         |                              |
| Deletions            |                                       |                               |                         |                              |
| COMPARE TO           | 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 1             |
| App Units ×          |                                       |                               |                         |                              |
|                      | -                                     |                               |                         |                              |
|                      | Date ~                                |                               | Impressio               | ns App Units                 |
| SAVED VIEWS 🕀        | May 16                                |                               | 4,3                     | 50 604                       |
|                      | May 17                                |                               | 4,5                     | 26 566                       |
| Sessions per Device  | May 18                                |                               | 4,4                     | 98 569                       |
|                      | May 19                                |                               | 4,5                     | 72 571                       |
|                      | May 20                                |                               | 4,3                     | 78 608                       |
|                      | May 21                                |                               | 4,3                     | 60 614                       |



|                                                                |                                         | Apple Inc.                   | C                             | <u> </u>                                  |
|----------------------------------------------------------------|-----------------------------------------|------------------------------|-------------------------------|-------------------------------------------|
| Tunes Connect App                                              | o Analytics ~                           | Trip Guide ~                 | Kel                           | l <mark>y Westover</mark> ∽ │ (<br>App Co |
| Overview Metrics                                               | Sources Retention                       |                              |                               |                                           |
|                                                                | View By v Add Filter                    | ×                            | •                             | Last 30 Days                              |
| <ul> <li>Unique Devices</li> <li>Product Page Views</li> </ul> | 155,379 Impressions 1<br>Unique Devices | 4,932 App Units              | Single Axis ~ Lir             | ne ~ Days ~ 🖵                             |
| SALES<br>App Units                                             | 7K                                      | Impressions (Unique Devices) | ✓ Single Axis                 |                                           |
| In-App Purchases<br>Sales                                      | 6K                                      |                              | Dual Axis                     |                                           |
| Paying Users                                                   | 5K<br>4K                                |                              | Ratio                         |                                           |
| Installations<br>Sessions<br>Active Devices                    | ЗК                                      |                              | Hide Annotations              | S                                         |
| Active Last 30 Days                                            | 2K                                      |                              |                               |                                           |
| Deletions                                                      |                                         |                              |                               |                                           |
| COMPARE TO<br>App Units                                        | 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                                 |
| SAVED VIEWS 🕀                                                  | May 16                                  |                              | 4,350                         | 604                                       |
| Conversion Rate                                                | May 17                                  |                              | 4,526                         | 566                                       |
| Sessions per Device                                            | May 18                                  |                              | 4,498                         | 569                                       |
|                                                                | May 19                                  |                              | 4,572                         | 571                                       |
|                                                                | May 20                                  |                              | 4,378                         | 608                                       |
|                                                                | May 21                                  |                              | 4,360                         | 614                                       |



|                     |                                        | Apple Inc.                 | Ċ                    |                     | ð Ø        |
|---------------------|----------------------------------------|----------------------------|----------------------|---------------------|------------|
| iTunes Connect App  | Analytics ~                            | 🍈 Trip Guide ~             |                      | Kelly Westov<br>App | ver 🖌   C  |
| Overview Metrics    | Sources Retention                      |                            |                      |                     |            |
| APP STORE           | View By 🗸 🖌 Add F                      | ïlter ×                    |                      | < 🔳 La              | st 30 Days |
| Impressions         |                                        |                            |                      |                     |            |
| Unique Devices      |                                        |                            |                      |                     |            |
| Product Page Views  | IU.4 Impressions / A<br>Unique Devices | App Units ₹                |                      | {atio ∽ Line ∽ L    | Jays ~ ų   |
| SALES               |                                        |                            |                      |                     |            |
| App Units           | 25                                     |                            | Single Ax            | is                  |            |
| In-App Purchases    |                                        |                            |                      |                     | - 84       |
| Sales               | 20                                     |                            | Dual Axis            |                     |            |
| Paying Users        |                                        |                            | Potio                |                     | - 11       |
| USAGE               | 15                                     |                            |                      |                     |            |
| Installations       |                                        |                            |                      |                     |            |
| Sessions            | 10                                     |                            | Hide Ann             | otations            |            |
| Active Devices      |                                        |                            | 1                    |                     |            |
| Active Last 30 Days |                                        |                            |                      |                     |            |
| Crashes             | 5                                      |                            |                      |                     |            |
| Deletions           |                                        |                            |                      |                     |            |
| COMPARE TO          | 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   |
| App Units ×         |                                        |                            |                      |                     |            |
|                     | Date ~                                 |                            | Impressions          | App Units           | Ratio      |
| SAVED VIEWS 🕀       | May 16                                 |                            | 4,350                | 604                 | 7.2        |
| Conversion Rate     | May 17                                 |                            | 4,526                | 566                 | 8.0        |
| Sessions per Device | 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        |
|                     |                                        |                            |                      |                     |            |



#### ••• iTunes Connect App Analytics ~ Retention Overview Metrics Sources APP STORE View By 🗸 🗸 Add Filter × Impressions Unique Devices 10.4 Impressions / App Units Product Page Views Unique Devices SALES 25 App Units In-App Purchases Sales 20 Paying Users 15 USAGE Installations Sessions 10 Active Devices Active Last 30 Days Crashes Deletions COMPARE TO 16 17 18 19 20 21 22 23 App Units Date ~ SAVED VIEWS 🕀 May 16 Conversion Rate May 17 Sessions per Device May 18 May 19 May 20

May 21

|    | •        | Apple | e Inc. |     |    |    |    |    |    | Ċ  | )      |    |    |       |    |     |           |                          | Û         |          | 5 4 |
|----|----------|-------|--------|-----|----|----|----|----|----|----|--------|----|----|-------|----|-----|-----------|--------------------------|-----------|----------|-----|
|    | Tri      | o Gi  | uide   | ) ~ |    |    |    |    |    |    |        |    |    |       |    | Kel | ly W      | <mark>esto</mark><br>App | ver<br>Co | <b>~</b> | ?   |
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|    |          |       |        |     |    |    |    |    |    |    |        |    |    |       |    | <   | <         | 🛛 La                     | ast 30    | ) Day    | /S  |
| S  | <b>↑</b> |       |        |     |    |    |    |    |    |    |        |    | F  | Ratio | ~  | Lir | ר א<br>ופ | /                        | Days      | ~        | Ū   |
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| 24 | 25       | 26    | 27     | 28  | 29 | 30 | 01 | 02 | 03 | 04 | 05     | 06 | 07 | 08    | 09 | 10  | 11        | 12                       | 13        | 14       | 15  |

| Ratio | App Units | Impressions |
|-------|-----------|-------------|
| 7.2   | 604       | 4,350       |
| 8.0   | 566       | 4,526       |
| 7.9   | 569       | 4,498       |
| 8.0   | 571       | 4,572       |
| 7.2   | 608       | 4,378       |
| 7.1   | 614       | 4,360       |



Available Now

What's Next

# How Are Customers Finding My App?

Sources

| ••••• ?                |
|------------------------|
| Q guides               |
| <image/> <image/>      |
| Q                      |
| My Trips               |
| Popular                |
| Favorites              |
| Recently Viewed Guides |



## App Store

| ···· ?            | 9:41 AM                                                              | 100% 🔲                             |
|-------------------|----------------------------------------------------------------------|------------------------------------|
| Q guides          |                                                                      | 8                                  |
|                   | Trip Guide<br>App Co<br>★★★★★ (5,974)                                | +<br>\$3.99<br>In-App<br>Purchases |
| Arg               | Dentina (i)                                                          | Advanced Trail                     |
| Q                 | Strans!                                                              | 45<br>min Rest Stop                |
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| Popular           |                                                                      |                                    |
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| Recently Viewed G | uides<br>Utah Aspen                                                  |                                    |
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## App Store



# App Store Websites



# App Store Websites Apps



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Trip Guide @tripguideappco10mOur favorite trips, using TripGuide:appsto.re/use/teews...





Kelly Westover @kellywestnyc 30m Just landed in Monterey and heading to Pebble Beach. Excited!



# App Store Websites Apps



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...





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# App Store Websites Apps



9:41 AM

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





**Trip Guide** Travel

0



This is exactly what I was looking for. Thanks!

iMessage

| iTunes Connect App Analytics ~     | ¢ |
|------------------------------------|---|
| Overview Metrics Sources Retention |   |
| All Apps Websites Campaigns        |   |
| Websites                           |   |
| App Purchase Date None ~           |   |
| Name                               |   |
| facebook.com                       |   |
| travelappseeker.com                |   |
| twitter.com                        |   |
| getoutthere.today                  |   |
| apple.com                          |   |
| travellertrust.co                  |   |
| trailsnwhales.com                  |   |

| Apple Inc.     | Ċ           |                | t o .                    |
|----------------|-------------|----------------|--------------------------|
| 🌐 Trip Guide ~ |             | Kelly V        | Vestover ~ (?)<br>App Co |
|                |             |                |                          |
|                |             |                |                          |
|                |             |                |                          |
| 9 Search       |             |                |                          |
|                |             | < (            | East 30 Days             |
| Impressions ~  | App Units   | Sales          | Opt-In Only<br>Sessions  |
| 8,486<br>▲ 2%  | 818<br>▲ 3% | \$809<br>▲ 3%  | 12,147<br>▲ 1%           |
| 2,114<br>▲ 1%  | 110<br>▲ 1% | \$1,123<br>▲1% | 56,647<br>▲ 1%           |
| 1,547<br>▲ 3%  | 65<br>▲ 2%  | \$64<br>▲ 2%   | 20,214<br>▲ 2%           |
| 818<br>▼ 1%    | 54<br>▼1%   | \$53<br>▼ 1%   | 2,224<br>▲ 1%            |
| 221<br>▲ 2%    | 5<br>▲1%    | \$5<br>▲1%     | 125<br>▲ 1%              |
| 135<br>▼ 1%    | 2<br>▲1%    | \$2<br>▲1%     | 76<br>▲ 1%               |
| 50<br>▼ 1%     | 9<br>▼1%    | \$9<br>▼1%     | 225<br>▲1%               |

| iTunes Connect App Analytics ~     | ¢ |
|------------------------------------|---|
| Overview Metrics Sources Retention |   |
| All Apps Websites Campaigns        |   |
| Apps                               |   |
| App Purchase Date None -           |   |
| Name                               |   |
| Facebook                           |   |
| Twitter                            |   |
| Messages                           |   |
| Tide Minder                        |   |
| Mail                               |   |
| Track Runner                       |   |
| Bike Fixer                         |   |

|    | Apple Inc.     | C             |                |                          |
|----|----------------|---------------|----------------|--------------------------|
| Ti | rip Guide ~    |               | Kelly          | Westover ~ (?)<br>App Co |
|    |                |               |                |                          |
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| Q  | Search         |               |                |                          |
|    |                |               | <              | East 30 Days             |
|    | Impressions ~  | App Units     | Sales          | Opt-In Only<br>Sessions  |
|    |                |               |                |                          |
|    | 12,324<br>▲ 2% | 1,912<br>▲ 3% | \$1892<br>▲ 3% | 57,334<br>▲ 1%           |
|    |                |               |                |                          |
|    | 12,114<br>▲ 1% | 1,147<br>▲ 1% | \$1,135<br>▲1% | 67,174<br>▲ 10%          |
|    |                |               |                |                          |
|    | 10,212         | 650           | \$643          | 21,431                   |
|    |                |               |                |                          |
|    | 5,651          | 245           | \$242          | 9,547                    |
|    | ▼1%            | ▼1%           | ▼1%            | ▲ 1%                     |
|    | 1,211          | 56            | \$55           | 2,124                    |
|    | ▲2%            | ▲1%           | ▲1%            | ▲ 1%                     |
|    | 0E /           | 101           | ¢110           | 167                      |
|    | 504<br>▼1%     | 1∠1<br>▼1%    | ΦΠ9<br>▼1%     | 407<br>▼1%               |
|    |                |               |                |                          |
|    | 162<br>▼1%     | 34<br>▼1%     | \$33<br>▼1%    | 334<br>▲1%               |
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| Apple Inc.                | Ċ          |                          | 1) (d) (+  |   |
|---------------------------|------------|--------------------------|------------|---|
| 🌐 Trip Guide ~            |            | Kelly Westov<br>App      | ′er ∽   ⑦  | N |
|                           |            |                          |            |   |
|                           |            |                          |            |   |
|                           |            | < 🔳 La                   | st 30 Days |   |
|                           |            |                          |            |   |
|                           |            |                          |            |   |
|                           |            |                          |            |   |
| 18% (52K)<br>App Referrer | •          | 7% (20K)<br>Web Referrer |            |   |
|                           |            |                          |            |   |
|                           |            |                          |            |   |
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| 29 30 01 02 03 04 05 06   | 6 07 08 09 | 10 11 12 13 14           | 1 15       |   |



|                                           | 🔒 Apple Inc.              | C                 | (Å)(ð) +                       |   |
|-------------------------------------------|---------------------------|-------------------|--------------------------------|---|
| Tunes Connect App Analytics ~             | Trip Guide ~              |                   | Kelly Westover ~ (?)<br>App Co | 1 |
| Overview Metrics <b>Sources</b> Retention |                           |                   |                                |   |
| All Apps Websites Campaigns               |                           |                   |                                |   |
| Impressions V Unique Devices              |                           |                   | < 🖩 Last 30 Days               |   |
|                                           |                           |                   |                                |   |
| Impressions >                             |                           |                   |                                |   |
| Product Page Views >                      |                           |                   |                                |   |
| App Units                                 |                           |                   |                                |   |
| In-App Purchases 75% (21                  | 4K) <b>18%</b> (5         | 2K) <b>7</b>      | <b>7%</b> (20K)                |   |
| Sales App Store                           | App Refer                 | rer V             | Veb Referrer                   |   |
| Paying Users                              |                           |                   |                                |   |
| Installations                             |                           |                   |                                |   |
| Sessions                                  |                           |                   |                                |   |
| Active Devices                            |                           |                   |                                |   |
| Active Last 30 Days                       |                           |                   |                                |   |
| 1000                                      |                           |                   |                                |   |
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|                                           |                           |                   |                                |   |
| 16 17 18 19 20 21 22 23 24 25 20          | 6 27 28 29 30 01 02 03 04 | 05 06 07 08 09 10 | 11 12 13 14 15                 |   |



#### ••• iTunes Connect App Analytics ~ Retention Overview Metrics Sources APP STORE View By 🗸 🗸 Add Filter × Impressions Unique Devices 10.4 Impressions / App Units Product Page Views Unique Devices SALES 25 App Units In-App Purchases Sales 20 Paying Users 15 USAGE Installations Sessions 10 Active Devices Active Last 30 Days Crashes Deletions COMPARE TO 16 17 18 19 20 21 22 23 App Units Date ~ SAVED VIEWS 🕀 May 16 Conversion Rate May 17 Sessions per Device May 18 May 19 May 20

May 21

|    | •        | Apple | e Inc. |     |    |    |    |    |    | Ċ  | )      |    |    |       |    |     |           |                          | Û         |          | 5 4 |
|----|----------|-------|--------|-----|----|----|----|----|----|----|--------|----|----|-------|----|-----|-----------|--------------------------|-----------|----------|-----|
|    | Tri      | o Gi  | uide   | ) ~ |    |    |    |    |    |    |        |    |    |       |    | Kel | ly W      | <mark>esto</mark><br>App | ver<br>Co | <b>~</b> | ?   |
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| 24 | 25       | 26    | 27     | 28  | 29 | 30 | 01 | 02 | 03 | 04 | 05     | 06 | 07 | 08    | 09 | 10  | 11        | 12                       | 13        | 14       | 15  |

| Ratio | App Units | Impressions |
|-------|-----------|-------------|
| 7.2   | 604       | 4,350       |
| 8.0   | 566       | 4,526       |
| 7.9   | 569       | 4,498       |
| 8.0   | 571       | 4,572       |
| 7.2   | 608       | 4,378       |
| 7.1   | 614       | 4,360       |

# ITunes Connect App Analytics ~ Overview Metrics Sources Retention

View By 🗸 🗸 Add Filter × Impressions Unique Devices App Version App Units Product Page Views Device Platform Version SALES App Units Region In-App Purchases Territory Sales Paying Users Source Type App Referrer USAGE Installations Web Referrer Sessions Campaign Active Devices Active Last 30 Days Crashes Deletions 16 17 18 19 20 21 22 23 COMPARE TO App Units

SAVED VIEWS 🕀

Conversion Rate

Sessions per Device

| Date ~ |  |  |
|--------|--|--|
| May 16 |  |  |
| May 17 |  |  |
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| 24 | 25       | 26    | 27     | 28  | 29 | 30 | 01 | 02 | 03 | 04 | 05     | 06 | 07 | 08    | 09 | 10  | 11   | 12                       | 13        | 14    | 15 |

| Ratio | App Units | Impressions |
|-------|-----------|-------------|
| 7.2   | 604       | 4,350       |
| 8.0   | 566       | 4,526       |
| 7.9   | 569       | 4,498       |
| 8.0   | 571       | 4,572       |
| 7.2   | 608       | 4,378       |
| 7.1   | 614       | 4,360       |

| iTunes Connect App  | Analytics ~                |
|---------------------|----------------------------|
| Overview Metrics    | Sources Retention          |
| APP STORE           | View By ~ Add Filter ×     |
| Impressions         |                            |
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| SAVED VIEWS 🕀       | May 16                     |
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| Impressio | ns App l | Jnits F | Ratio |
|-----------|----------|---------|-------|
| 4,38      | 50       | 604     | 7.2   |
| 4,52      | 26       | 566     | 8.0   |
| 4,49      | 98       | 569     | 7.9   |
| 4,57      | 72       | 571     | 8.0   |
| 4,37      | 78       | 608     | 7.2   |
| 4,30      | 60       | 614     | 7.1   |

#### ••• iTunes Connect App Analytics ~ Retention Overview Metrics Sources APP STORE Source Type 🗸 🛛 🗙 Add Filter Impressions Unique Devices App Units 🛛 🤁 Impressions Product Page Views Unique Devices SALES App Store 25 App Units In-App Purchases Sales 20 Paying Users 15 USAGE Installations Sessions 10 Active Devices Active Last 30 Days Crashes Deletions 16 17 18 19 20 21 22 23 COMPARE TO App Units Chart Source Type SAVED VIEWS 🕀 $\checkmark$ App Store Conversion Rate $\checkmark$ App Referrer Sessions per Device $\checkmark$ Web Referrer

| 🔒 Apple Inc.   |               | ¢     | <u>j</u> |         |         |         | Ê                        |            |
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| 24 25 26 27 28 | 29 30 01 02 0 | 03 04 | 05       | 06 07   | 08 09   | 9 10 11 | 12 13                    | 14 15      |

| Ratio | App Units | Impressions |
|-------|-----------|-------------|
| 10    | 21,434    | 214,349     |
| 12.2  | 4,271     | 52,114      |
| 5.6   | 3,610     | 20,221      |

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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# One Set of Screenshots per Device Family







|                                                     |                                                              | Apple Inc.                                                                              | Ċ                                                                                                | Å Ø +                          |
|-----------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------|
| iTunes Connect My Apps                              | ~                                                            | 🍈 Trip Guides 🗸                                                                         |                                                                                                  | Kelly Westover ~ (?)<br>App Co |
| App Store Features Test                             | Flight Activity                                              |                                                                                         |                                                                                                  | App Analytics Sales and Trends |
| APP STORE INFORMATION<br>App Information<br>Pricing | <ul><li>iOS App 3.0</li><li>Prepare for Submission</li></ul> |                                                                                         |                                                                                                  | Save Submit for Review         |
| IOS APP                                             | Version Information                                          |                                                                                         |                                                                                                  | English (U.S.) ~ ?             |
| 3.0 Prepare for Submission                          | App Preview and Screenshots ?                                |                                                                                         |                                                                                                  |                                |
| 2.0 Ready for Sale                                  | iPhone iPad                                                  |                                                                                         |                                                                                                  |                                |
| + VERSION OR PLATFORM                               | Drag a<br>We'll use these for th<br>View iC                  | video and up to 5 screer<br>he iPhone display sizes a<br><b>S Screenshot Properties</b> | nshots for a 5.5-inch display.<br>nd localizations selected in Me<br>and App Preview Properties. | edia Manger.                   |
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| iTunes Connect My Apps ~   App Store Features   App Store INFORMATION   App Information   Pricing   OS APP   • 3.0 Prepare for S   • 2.0 Ready for Se   IPACING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Activity<br>App 3.0<br>are for Submission<br>• Information                                              |                                                                                                                 | Kelly Westover ~<br>App Co ?   App Analytics Sales and Trends Save Submit for Review English (U.S.) ~ ? |
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| APP STORE INFORMATION<br>App Information<br>Pricing<br>IOS APP<br>• 3.0 Prepare for S<br>• 2.0 Ready for Sa<br>• VERSION OR PLATFORM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | App 3.0<br>are for Submission                                                                           |                                                                                                                 | Save Submit for Review<br>English (U.S.) $\checkmark$ ?                                                 |
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| <ul> <li>3.0 Prepare for S</li> <li>2.0 Ready for Sa</li> <li>The second s</li></ul> | iPad                                                                                                    |                                                                                                                 |                                                                                                         |
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|                                                     |                                                              | Apple Inc.                                                                              | Ċ                                                                                                | Å Ø +                          |
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| iTunes Connect My Apps                              | ~                                                            | 🍈 Trip Guides 🗸                                                                         |                                                                                                  | Kelly Westover ~ (?)<br>App Co |
| App Store Features Test                             | Flight Activity                                              |                                                                                         |                                                                                                  | App Analytics Sales and Trends |
| APP STORE INFORMATION<br>App Information<br>Pricing | <ul><li>iOS App 3.0</li><li>Prepare for Submission</li></ul> |                                                                                         |                                                                                                  | Save Submit for Review         |
| IOS APP                                             | Version Information                                          |                                                                                         |                                                                                                  | English (U.S.) ~ ?             |
| 3.0 Prepare for Submission                          | App Preview and Screenshots ?                                |                                                                                         |                                                                                                  |                                |
| 2.0 Ready for Sale                                  | iPhone iPad                                                  |                                                                                         |                                                                                                  |                                |
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| iTunes Connect My Apps                              | ~                                                            | 🍈 Trip Guides 🗸                                                                         |                                                                                                  | Kelly Westover ~ (?)<br>App Co |
| App Store Features Test                             | Flight Activity                                              |                                                                                         |                                                                                                  | App Analytics Sales and Trends |
| APP STORE INFORMATION<br>App Information<br>Pricing | <ul><li>iOS App 3.0</li><li>Prepare for Submission</li></ul> |                                                                                         |                                                                                                  | Save Submit for Review         |
| IOS APP                                             | Version Information                                          |                                                                                         |                                                                                                  | English (U.S.) ~ ?             |
| 3.0 Prepare for Submission                          | App Preview and Screenshots ?                                |                                                                                         |                                                                                                  |                                |
| 2.0 Ready for Sale                                  | iPhone iPad                                                  |                                                                                         |                                                                                                  |                                |
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# ● ● ● ● < > □ iTunes Connect My Apps ~ App Store Features Test Flight Activity iOS App 3.0 APP STORE INFORMATION Prepare for Submission App Information Pricing Version Information IOS APP App Preview and Screenshots ? 3.0 Prepare for Submission iPhone iPad 2.0 Ready for Sale 5.5-Inch Display + VERSION OR PLATFORM 9:41 AM ••••• ? Q My Trips Popular Favorites **Recently Viewed Guides** 1/1 App Preview and 5/5 Screenshots Media M > Other Sizes (17)

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## ●●● < > □ iTunes Connect My Apps ~ App Store Features Test Flight Activity iOS App 3.0 APP STORE INFORMATION Prepare for Submission App Information Pricing iPad iPhone IOS APP 5.5-Inch Display • 3.0 Prepare for Submission ••••• ? 9:41 AM 2.0 Ready for Sale + VERSION OR PLATFORM Q My Trips Popular Favorites **Recently Viewed Guides** 2 Or 1/1 App Preview and 5/5 Screenshots Media Other Sizes (17)



Using



**4-Inch Display** 1 App Preview 5 Sscreenshots

| Apple Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Ċ                                                     | Å Ø .                           |
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## ●●● < > □ iTunes Connect My Apps ~ App Store Features Test Flight Activity iOS App 3.0 APP STORE INFORMATION Prepare for Submission App Information Pricing iPad iPhone IOS APP 5.5-Inch Display • 3.0 Prepare for Submission ••••• ? 9:41 AM 2.0 Ready for Sale + VERSION OR PLATFORM Q My Trips Popular Favorites **Recently Viewed Guides** 2 Or 1/1 App Preview and 5/5 Screenshots Media Other Sizes (17)



Using



**4-Inch Display** 1 App Preview 5 Sscreenshots

| Apple Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Ċ                                                     | Å Ø .                           |
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## ●●● < > □ iTunes Connect My Apps ~ App Store Features Test Flight Activity iOS App 3.0 APP STORE INFORMATION Prepare for Submission App Information Pricing iPad iPhone IOS APP 5.5-Inch Display • 3.0 Prepare for Submission ••••• ? 9:41 AM 2.0 Ready for Sale + VERSION OR PLATFORM Q My Trips Popular Favorites **Recently Viewed Guides** 2 Or 1/1 App Preview and 5/5 Screenshots Media Other Sizes (17)



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**4-Inch Display** 1 App Preview 5 Sscreenshots

| Apple Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Ċ                                                     | Å Ø .                           |
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### iTunes Connect My Apps ~

# iOS App 3.0 > Media Manager

All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



#### ✓ 4.7-Inch Display



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

| Apple Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | C | Å Ø +                      |
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# iOS App 3.0 > Media Manager

All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



#### ✓ 4.7-Inch Display



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# iOS App 3.0 > Media Manager

All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



#### 4.7-Inch Display



1/1 App Preview and 5/5 ScreenshotsChoose FileDelete All

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5.5-Inch Display



4.7-Inch Display

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# iOS App 3.0 > Media Manager

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5.5-Inch Display



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✓ 4-Inch Display



#### ✓ 3.5-Inch Display



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#### 4.7-Inch Display

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5.5-Inch Display

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4.7-Inch Display

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### iOS App 3.0 > Media Manager

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5.5-Inch Display



#### 4.7-Inch Display



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### iTunes Connect My Apps ~



### iOS App 3.0 > Media Manager

All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



#### 4.7-Inch Display



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### Use German 5.5-Inch Display

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### iTunes Connect My Apps ~



All **iOS App** iMessage Apple Watch

#### iPhone

#### 5.5-Inch Display



#### ✓ 4.7-Inch Display



| Apple Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Ċ | Å Ø +                               |
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### iTunes Connect My Apps ~



All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



4.7-Inch Display

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### iTunes Connect My Apps ~



All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



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### iTunes Connect My Apps ~



### All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



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| Apple Inc. C                                                                                                            | 1 <del>-</del> +                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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### iTunes Connect My Apps ~



All **iOS App** iMessage Apple Watch

#### iPhone

5.5-Inch Display



#### ✓ 4.7-Inch Display



| Apple Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Ċ | Å Ø +                               |
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### iPad iPhone

Localization

Size

NEW







NEW







### Apple TVApple WatchMac





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 iTunes Connect for iOS App Analytics Screenshot Simplification iMessage Apps Guideline Changes









#### 9:41 AM



 $(\mathbf{i})$ 



iMessage Today 9:41 AM

John



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

That sounds so fun!

::

Delivered



1.20





iMessage

 $\textcircled{1} \bullet \bullet \bullet \bullet \bullet \bullet \bullet \bullet$ 



6

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New Stickers category



#### 9:41 AM



(i)



iMessage Today 9:41 AM

John



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

That sounds so fun!

Delivered



1.1





iMessage

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6

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### New Stickers category Device screenshots



#### 9:41 AM



(i)



iMessage Today 9:41 AM

John



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

That sounds so fun!

Delivered







iMessage

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### New Stickers category Device screenshots



### New Stickers category Device screenshots







### Apple TVApple WatchMac











iMessage Apps and Stickers, Part 1

iMessage Apps and Stickers, Part 2

| Presidio | Tuesday 11:00AM |
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| 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

In-App Purchase iTunes Connect for iOS App Analytics Screenshot Simplification iMessage Apps Guideline Changes

Human readable

Human readable Localization

Human readable Localization Combined with macOS guidelines

Human readable Localization Combined with macOS guidelines Organized contextually

Human readable Localization Combined with macOS guidelines Organized contextually


### Safety



### Performance





#### Business

### Design





# Guideline Changes Safety

Content Kids category Physical harm



### Safety



### Performance





#### Business

### Design





### Guideline Changes Performance

Ready for app review Accurate metadata App experience Hardware compatibility Software requirements



### Safety



### Performance





#### Business

### Design





### Guideline Changes Business

Clear business model Payments Acceptable business models



### Safety



### Performance





#### Business

### Design





# Guideline Changes Design

Simple Refined Innovative Easy to use



### Safety



### Performance





#### Business

### Design





# Guideline Changes Legal

Privacy Intellectual property Gambling



### Safety



### Performance





#### Business

### Design





In-app purchase



In-app purchase iTunes Connect for iOS



In-app purchase iTunes Connect for iOS App analytics



In-app purchase iTunes Connect for iOS App analytics Screenshot simplification



In-app purchase iTunes Connect for iOS App analytics Screenshot simplification iMessage apps



In-app purchase 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

Using Store Kit for In-App Purchases with

Introducing Expanded Subscriptions in iTu

iMessage Apps and Stickers, Part 2

|              | Presidio        | Tuesday 11:00AM |
|--------------|-----------------|-----------------|
| Swift 3      | Mission         | Tuesday 11:00AM |
| unes Connect | Pacific Heights | Tuesday 4:00PM  |
|              | Presidio        | Thursday 1:40PM |

