The New iTunes Connect

Session 302
Dave Van Tassell
Engineering Manager—iTunes Store, iTunes Connect
The New iTunes Connect
The New iTunes Connect

All-new design
The New iTunes Connect

All-new design
App previews
The New iTunes Connect

All-new design
App previews
App bundles
The New iTunes Connect

All-new design
App previews
App bundles
App analytics
The New iTunes Connect

All-new design
App previews
App bundles
App analytics
TestFlight beta testing
iTunes Connect
My Apps

Toca Lab
1.0.1 Ready for Sale

Toca Cars
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Builders
1.0.3 Ready for Sale

Toca Hair Salon
1.2.4 Ready for Sale

Toca Mini
1.0.2 Ready for Sale

Toca Tailor
1.0.5 Ready for Sale

Toca Band
1.0.4 Ready for Sale

Toca Train
1.0.3 Ready for Sale
iTunes Connect  My Apps

Toca Lab  iOS
1.0.1 Ready for Sale

Toca Hair Salon  iOS
1.2.4 Ready for Sale

Toca Cars
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Mini  iOS
1.0.2 Ready for Sale

Toca Tailor
1.0.5 Ready for Sale

Toca Band
1.0.4 Ready for Sale

Toca Train
1.0.3 Ready for Sale
iTunes Connect  My Apps

- Toca Lab (iOS) 1.0.1 Ready for Sale
- Toca Cars (iOS) 1.0 Ready for Sale
- Toca Builders (iOS) 1.0.3 Ready for Sale
- Toca Hair Salon (iOS) 1.2.4 Ready for Sale
- Toca Mini (iOS) 1.0.2 Ready for Sale
- Toca Tailor (iOS) 1.0.5 Ready for Sale
- Toca Band (iOS) 1.0.4 Ready for Sale
- Toca Train (iOS) 1.0.3 Ready for Sale

Jane Appleseed  Toca Boca AB

Toca Lab 1.0.1 Prepare for Upload
Toca Cars 1.0.1 Prepare for Upload
Toca Hair Salon 1.0 Ready for Sale
Toca Lab 1.0.1 Ready for Sale
Toca Cars 1.0 Ready for Sale
Toca Builders 1.0.3 Ready for Sale
Toca Hair Salon 1.2.4 Ready for Sale
Toca Mini 1.0.2 Ready for Sale
Toca Tailor 1.0.5 Ready for Sale
Toca Band 1.0.4 Ready for Sale
Toca Train 1.0.3 Ready for Sale
Toca Lab 1.0.1 Prepare for Upload
Toca Cars 1.0.1 Ready for Sale
Toca Hair Salon 1.2.4 Ready for Sale
Toca Hair Salon Me 1.0 Ready for Sale
Toca Hair Salon 2 1.1.1 Ready for Sale
Toca Hair Salon - Christmas Gift 1.0.6 Ready for Sale
<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Version</th>
<th>Status</th>
<th>Last Modified</th>
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<td>1.0.3</td>
<td>Ready for Sale</td>
<td>Sep 10, 2013</td>
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iTunes Connect  My Apps

- Toca Lab (iOS) 1.0.1 Ready for Sale
- Toca Cars (iOS) 1.0 Ready for Sale, 1.0.1 Prepare for Upload
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- Toca Hair Salon (iOS) 1.2.4 Ready for Sale
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- Toca Tailor (iOS) 1.0.5 Ready for Sale
- Toca Band (iOS) 1.0.4 Ready for Sale
- Toca Train (iOS) 1.0.3 Ready for Sale

All Types  All Statuses  Search

Jane Appleseed  Toca Boca AB
Toca Lab

1.0.1 Ready for Sale

Version Information

Video Preview and Screenshots

4-inch 3.5-inch iPad

Explore Toca Lab!

Discover the periodic table of the elements

Meet all 118 elements

Have fun while exploring
Version Information

Video Preview and Screenshots

Store Version Number

1.0.2

Cancel  Create
Name

Toca Lab

Description

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

Keywords

toca boca, toca lab, game, science, periodic table, elements

What's New in This Version

More entertaining!
Calling all future scientists!

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

Keywords: toca boca, toca lab, game, science, periodic table, elements
Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

* Take your element for a spin in the centrifuge.
* Warm them up in the Bunsen burner.
* Put the element on ice with the cooling agent!
* Add a drop or two of mysterious liquids from the test tubes.
* Change their voltage and make them magnetic with the oscilloscope.

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table. Discover elements by experimenting with the lab tools!

Keywords: toca boca, toca lab, game, science, periodic table, elements

What's New in This Version:
- More entertaining!
Calling all future scientists!

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

Discover elements by experimenting with the lab tools!
Calling all future scientists!
Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords
- toca boca
- toca lab
- game
- science
- periodic table
- elements

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Keywords: toca boca, toca lab, game, science, periodic table, elements

What's New in This Version:

- More entertaining!

Edit Poster Frame:

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

Set as Poster Frame  Restore Default
Calling all future scientists!

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

Discover elements by experimenting with the lab tools!
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Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Calling all future scientists!
Toca Lab
Toca Boca AB
★★★★★ (500)
$2.99

Description
Calling all future scientists!
UI walkthrough, not an ad

Capture from iOS 8 on OS X Yosemite
UI walkthrough, not an ad

Capture from iOS 8 on OS X Yosemite

Up to 30 seconds
UI walkthrough, not an ad

Capture from iOS 8 on OS X Yosemite

Up to 30 seconds

Deliver in H.264 or ProRes
App Bundles
More value
More value
Single install
More value
Single install
Complete my Bundle
<table>
<thead>
<tr>
<th>Bundle</th>
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<tr>
<td>Name</td>
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<tr>
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iTunes Connect
My Apps

+ ...

New iOS App
New Mac App
New App Bundle

Toca Lab
1.0.1 Ready for Sale
1.0.2 Prepare for Upload

Toca Cars
1.0 Ready for Sale
1.0.1 Prepare for Upload

Toca Builders
1.0.3 Ready for Sale

Toca Hair Salon
1.0 Ready for Sale

Toca Mini
1.0.2 Ready for Sale

Toca Tailor
1.0.5 Ready for Sale

Toca Band
1.0.4 Ready for Sale

Toca Train
1.0.3 Ready for Sale
New App Bundle

Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.
New App Bundle

Name
Toca Toy Box

Apps in This Bundle

Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.
New App Bundle

Name

Toca Toy Box

Apps in This Bundle

Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.
New App Bundle

Name
Toca Toy Box

Apps in This Bundle
Search
Toca Band [iOS]
Toca Builders [iOS]
Toca Hair Salon [iOS]
Toca Hair Salon Me [iOS]
Toca Hair Salon 2 [iOS]
Toca Hair Salon - Christmas Gift [iOS]
Toca Toy Box [iOS]
Toca Cars [iOS]
Toca Toy Box [iOS]
New App Bundle

Name
Toca Toy Box

Apps in This Bundle
Toca Band
Toca Builders
Toca Hair Salon
Toca Hair Salon Me
Toca Hair Salon 2
Toca Toy Box
Toca Cars

Cancel  Create
New App Bundle

Name

Toca Toy Box

Apps in This Bundle

Search

Toca Band

Toca Builders

Toca Hair Salon

Toca Hair Salon Me

Toca Hair Salon 2

Toca Cars

Toca Toy Box

Apps in This Bundle

Search

Toca Band

Toca Builders

Toca Hair Salon

Toca Hair Salon Me

Toca Hair Salon 2

Toca Cars

Toca Toy Box
New App Bundle

Name: Toca Toy Box

Apps in This Bundle:
- Toca Band
- Toca Hair Salon
- Toca Hair Salon Me
- Toca Hair Salon 2
- Toca Hair Salon - Christmas Gift
- Toca Lab
- Toca Cars
- Toca Builders

Drag up to 10 apps here. The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.
New App Bundle

Name

Toca Toy Box

Apps in This Bundle

Toca Band

Toca Hair Salon

Toca Hair Salon Me

Toca Hair Salon 2

Toca Hair Salon - Christmas Gift

Toca Lab

Toca Cars

Toca Builders

Cancel
Create
New App Bundle

Name
Toca Toy Box

Apps in This Bundle
- Toca Band
- Toca Hair Salon
- Toca Hair Salon Me
- Toca Hair Salon 2
- Toca Hair Salon - Christmas Gift
- Toca Cars
- Toca Builders
iTunes Connect
My Apps

New App Bundle

Name
Toca Toy Box

Apps in This Bundle

Toca Band (iOS)
Toca Hair Salon Me (iOS)
Toca Hair Salon 2 (iOS)
Toca Hair Salon - Christmas Gift (iOS)
Toca Lab (iOS)
Toca Mini (iOS)
Toca Toy Box (iOS)
Toca Cars (iOS)
Toca Builders (iOS)
Toca Hair Salon (iOS)

Apps in This Bundle

Search

Cancel
Create
Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.

Name

Toca Toy Box

Apps in This Bundle

Toca Band

Toca Hair Salon Me

Toca Hair Salon 2

Toca Hair Salon - Christmas Gift

Toca Lab

Toca Cars

Toca Builders

Toca Hair Salon

iOS (iPhone and iPad)
New App Bundle

Name:
Toca Toy Box

Apps in This Bundle:
- Toca Band
- Toca Hair Salon Me
- Toca Hair Salon 2
- Toca Hair Salon - Christmas Gift
- Toca Cars
- Toca Builders
- Toca Hair Salon
- Toca Cars
- Toca Builders
- Toca Hair Salon

Cancel  Create
Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.

iTunes Connect  My Apps  ▼

New App Bundle

Name ▼
Toca Toy Box

Apps in This Bundle ▼

Search

- Toca Band (iOS)
- Toca Hair Salon Me (iOS)
- Toca Hair Salon 2 (iOS)
- Toca Hair Salon - Christmas Gift (iOS)
- Toca Mini (iOS)
- Toca Lab (iOS)
- Toca Cars (iOS)
- Toca Builders (iOS)
- Toca Hair Salon (iOS)

iOS (iPhone and iPad)
Prepare for Submission

Toca Toy Box

Apps in This Bundle

- Toca Lab (iOS)
- Toca Cars (iOS)
- Toca Builders (iOS)
- Toca Hair Salon (iOS)

Bundle Information

- Video Preview and Screenshots

- Video Preview

- Screenshots

Edit

Save

Submit for Review
Prepare for Submission

Toca Toy Box

Apps in This Bundle

- Toca Lab (iOS)
- Toca Cars (iOS)
- Toca Builders (iOS)
- Toca Hair Salon (iOS)

Bundle Information

- Video Preview and Screenshots
  - 3.5-Inch iPad
  - 4-Inch iPad

Edit Toca Lab

Save

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

Marketing URL: http://tocaboca.com/toca-toy-box
Privacy Policy URL: http://tocaboca.com/privacy
Welcome friends! Unlock a treasure trove of fun with Toca Toy Box. Save big on this bundle, featuring four of our most popular apps. Builders, racers, scientists and stylists, there’s hours of play for everyone. What new worlds will you discover from Toca Boca? Jump in and find out!

Marketing URL: http://tocaboca.com/toca-toy-box
Privacy Policy URL: http://tocaboca.com/privacy
# Toca Toy Box

## Availability and Price

- **Cleared for Sale**

## Price

Choose

## SKU

- 24

## General Information

- **Category**: Entertainment
- **Rating**: Ages 4+, Made for Ages 6–8

## Trade Representative Contact Information

- **Toca Boca AB**
  - Jane Appleseed
  - 25 Taylor St
  - San Francisco CA 94102
  - United States
  - +1 415 314 1759
  - info@tocaboca.com

## Apple ID

- 012122013

---

**Marketing URL**

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

**Privacy Policy URL**

http://tocaboca.com/privacy

**License Agreement**

- Apple's Standard License Agreement

**Copyright**

- Toca Boca
## Availability and Price

- **Cleared for Sale**

**Price**

- **Tier 7**

**SKU**

- 24

## General Information

**Category**

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**Rating**

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**Additional Ratings**

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**Apple ID**

- 012122013
Up to 10 paid apps
Up to 10 paid apps

Discounted price
Up to 10 paid apps

Discounted price

Uses first preview or screenshot
Up to 10 paid apps

Discounted price

Uses first preview or screenshot

Links to bundle from each app
Up to 10 paid apps

Discounted price

Uses first preview or screenshot

Links to bundle from each app

Complete My Bundle
App Analytics

Trystan Kosmynka
Engineering Manager — iTunes Store, App Analytics
Building a Great App
Building a Great App
Building a Great App

Great idea
Building a Great App

Great idea
Thoughtful design
Building a Great App

- Great idea
- Thoughtful design
- Bug-free code
Building a Great App

Great idea
Thoughtful design
Bug-free code
Test, test, and test
Building a Great App

- Great idea
- Thoughtful design
- Bug-free code
- Test, test, and test
- Submit to App Store
Building a Great App

Great idea
Thoughtful design
Bug-free code
Test, test, and test
Submit to App Store
All done?
After Launch
After Launch

App Store presence
After Launch

App Store presence
Marketing
After Launch

App Store presence
Marketing
New updates

Downloads

Time
After Launch

App Store presence
Marketing
New updates
Advertising
After Launch

- App Store presence
- Marketing
- New updates
- Advertising
- Analytics

Diagram: Line graph showing 'Downloads' over 'Time'.
Why Analytics
Analytics Provides Answers
How’s my app doing?
Are people returning to my app?
Are people converting on In-App Purchases?
Advertising?
Reveal missed opportunities
Build a better app
That’s Analytics
Acquisition to Engagement
Trip Guider
App Co
Offers In-App Purchases

Top Charts
App Store views

$2.99 +

Augu 2014

My Trips
Kauai
San Francisco
Napa
Austria
Welcome Back!

How was San Francisco?
App Store views
App units
Sales
Installs
Sessions
Active devices
Retention
Stickiness
In-App Purchases
Average sales
Sessions
Active devices
Retention
Stickiness
Installs
App units
App Store views
Sales
In-App Purchases

Confirm Your In-App Purchase
Do you want to buy a map of San Francisco for $0.99?

Cancel  Buy

App Store views
App units
Sales
Installs
Sessions
Active devices
Retention
Stickiness
In-App Purchases
Average sales
## Customer Lifecycle

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<th>App Store Views</th>
<th>App Units</th>
<th>Active Devices</th>
<th>Retention</th>
<th>In-App Purchases</th>
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Customer Lifecycle

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

Region Options:
- USA and Canada
- Asia
- Europe
iTunes Connect
Analytics
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</tr>
<tr>
<td>-------------------</td>
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</tr>
<tr>
<td>Nutri Counter</td>
<td>43,371</td>
<td>14,457</td>
<td>0</td>
</tr>
<tr>
<td>Tide Minder</td>
<td>25,644</td>
<td>8,548</td>
<td>$10,864</td>
</tr>
<tr>
<td>Goal Keeper</td>
<td>25,368</td>
<td>8,456</td>
<td>0</td>
</tr>
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<td>Track Runner</td>
<td>24,702</td>
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<td>$10,272</td>
</tr>
<tr>
<td>Closet Finder</td>
<td>19,170</td>
<td>6,390</td>
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<tr>
<td>Bike Fixer</td>
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<td>$6,945</td>
</tr>
<tr>
<td>Task Lister</td>
<td>10,035</td>
<td>3,345</td>
<td>$4,173</td>
</tr>
</tbody>
</table>

Trip Guider

- App Store Views: 203,071
- App Units: 54,357
- Sales: $52,860
- Sessions: 371,785
<table>
<thead>
<tr>
<th>Name</th>
<th>App Store Views</th>
<th>Sales</th>
<th>Sessions</th>
<th>App Units</th>
<th>App Co.</th>
<th>Sales %</th>
<th>Sessions %</th>
<th>App Units %</th>
</tr>
</thead>
<tbody>
<tr>
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<td>43,371</td>
<td>14,457</td>
<td>0</td>
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<td>5%</td>
<td>9%</td>
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<tr>
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<td>25,644</td>
<td>8,548</td>
<td>0</td>
<td>42,740</td>
<td>12%</td>
<td>17%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Goal Keeper</td>
<td>25,368</td>
<td>8,456</td>
<td>0</td>
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<td>11%</td>
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<td>Track Runner</td>
<td>24,702</td>
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<tr>
<td>Closet Finder</td>
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<td>11%</td>
<td>10%</td>
<td>5%</td>
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<td>Bike Fixer</td>
<td>16,701</td>
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<td>27,835</td>
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May 2014

- **Trip Guider**
  - App Store Views: 203,071
  - Sales: $52,860
  - Sessions: 371,785

Percent changes:

- **Nutri Counter**: 
  - App Store Views: 9%
  - Sales: 3%
  - Sessions: 4%

- **Tide Minder**: 
  - App Store Views: 12%
  - Sales: 8%
  - Sessions: 4%

- **Goal Keeper**: 
  - App Store Views: 6%
  - Sales: 5%
  - Sessions: 8%

- **Track Runner**: 
  - App Store Views: 8%
  - Sales: 4%
  - Sessions: 8%

- **Closet Finder**: 
  - App Store Views: 11%
  - Sales: 5%
  - Sessions: 10%

- **Bike Fixer**: 
  - App Store Views: 14%
  - Sales: 18%
  - Sessions: 14%

- **Task Lister**: 
  - App Store Views: 12%
  - Sales: 12%
  - Sessions: 14%
### Trip Guider

#### Metrics

<table>
<thead>
<tr>
<th>Platform</th>
<th>App Store Views</th>
<th>Previous Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>91,382</td>
<td>▲4%</td>
</tr>
<tr>
<td>iPad</td>
<td>71,075</td>
<td>▲3%</td>
</tr>
<tr>
<td>iPod touch</td>
<td>40,614</td>
<td>▲4%</td>
</tr>
</tbody>
</table>

#### Platforms

- **App Store Views**
- **Previous Month**

### Engagement

- **Filter**
- **Line**
- **Stacked Area**
- **Bar**

### Platforms

- **iPhone**
- **iPad**
- **iPod touch**

### Sales and Trends

#### App Details

- **Line**

#### Chart Type

- **Bar**
- **Stacked Area**
- **Line**

---

**Note:** The screenshot shows the analytics interface for the app Trip Guider, displaying metrics such as app store views, previous month's metrics, and a chart showing trends over time with options to filter by days, weeks, and months.
### Sales Metrics

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<td>iPod touch</td>
<td>40,614</td>
<td>39,534</td>
</tr>
</tbody>
</table>

### Sales and Trends

The graph shows the overall trend of App Store Views for the month of May 2014. The platform chart below highlights the sales for different devices:

- **iPhone**: 91,382 views (4% increase from previous month)
- **iPad**: 71,075 views (3% increase from previous month)
- **iPod touch**: 40,614 views (4% increase from previous month)
**SALES**
- **App Store Views**
- **App Units**
- **In-App Purchases**
- **Sales**
- **Average Sales**

**ENGAGEMENT**
- **Installations**
- **Active Devices**
- **Sessions**
- **Stickiness**

**COMPARISON TO**
- **Active Devices**

**View By**
- Days
- Weeks
- Months

**Filter**

**Measure** | **Totals** | **Previous Month**
---|---|---
Active Devices | 18,715 | ▲ 4%
In-App Purchases | 14,556 | ▲ 3%
How do people find my app?
Two types of sources
Websites
Campaigns
Websites
Campaigns

Link to your App Store page
Websites
Campaigns

Link to your App Store page
Link with Campaign ID
Campaign ID
iAd Campaign IDs are automatic
## Top Websites (50)

<table>
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<tr>
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<th>Sales</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
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<td>2,356</td>
<td>932</td>
<td>$1,345</td>
<td>4,564</td>
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<tr>
<td>espn.com</td>
<td>1,567</td>
<td>763</td>
<td>$1,134</td>
<td>3,452</td>
</tr>
<tr>
<td>techcrunch.com</td>
<td>1,367</td>
<td>678</td>
<td>$789</td>
<td>2,356</td>
</tr>
<tr>
<td>mashable.com</td>
<td>1,145</td>
<td>563</td>
<td>$589</td>
<td>3,245</td>
</tr>
<tr>
<td>nytimes.com</td>
<td>1,424</td>
<td>456</td>
<td>$548</td>
<td>3,429</td>
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<td>time.com</td>
<td>1,546</td>
<td>367</td>
<td>$546</td>
<td>2,853</td>
</tr>
</tbody>
</table>

*App Store Views and App Units reflect changes from the previous month.*

*Sales and Sessions reflect changes from the previous month.*

### Metrics

- **App Store Views**
- **Sales**
- **Sessions**

### Sources

- **mashable.com**
- **nytimes.com**
- **time.com**
- **espn.com**
- **TechCrunch**

### Retention

- 4%
- 7%
- 6%
- 9%
- 11%

### Domain

- **mashable.com**
- **nytimes.com**
- **time.com**
- **espn.com**
- **TechCrunch**

### App Store Views

- **mashable.com**
- **nytimes.com**
- **time.com**
- **espn.com**
- **TechCrunch**

### Sales

- **mashable.com**
- **nytimes.com**
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- **espn.com**
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### Sessions

- **mashable.com**
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# Trip Guider

## Metrics

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## Sources

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<th>App Store Views</th>
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<tbody>
<tr>
<td>All Campaigns</td>
<td>12,920</td>
<td>5,508</td>
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</tr>
<tr>
<td>iAd April Campaign</td>
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<td>$1,234</td>
<td>3,852</td>
</tr>
<tr>
<td>Mashable Home Page</td>
<td>3,042</td>
<td>1,247</td>
<td>$2,210</td>
<td>4,555</td>
</tr>
<tr>
<td>Spring Email Blast</td>
<td>2,684</td>
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<tr>
<td>Home Page Newest Copy</td>
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Spring Email Blast

Key Measures

- **App Store Views by Region**
  - Asia Pacific: 37%
  - USA and Canada: 35%
  - Europe: 20%
  - Latin America and The Caribbean: 6%
  - Africa, The Middle East, and India: 2%

- **App Store Views by Territory**
  - United States: 33%
  - Japan: 27%
  - China: 10%
  - Other: 30%

- **App Store Views by Platform**
  - iPhone: 45%
  - iPad: 35%
  - iPod: 20%

- **App Store Views**
  - 2,684 (+1%)
  - 2,146 (+1%)
  - 733 (+120%)
  - $1,938 (+1%)

- **Average Sales**
  - $1.32 (+62%)

- **Installations**
  - 1,368 (+2%)

- **Active Devices**
  - 1,459 (+4%)

- **Sessions**
  - 7,565 (+2%)

- **App Units**
  - 2,146 (+1%)

- **Sales**
  - 733 (+120%)

- **Sales**
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- **App Details**
  - App Co.

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Spring Email Blast

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Jane Appseed
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- App Store Views: 12,920
- Sales: $9,327
- Sessions: 17,510
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Retention

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Retention

- Purchase Date: 100%
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## Trip Guider

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### Trip Guider Analytics

#### Retention

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Of the 10,021 active devices that installed the app on **May 23**, 1,804 (18%) were active 7 days later.
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Filter: Daily
## Apps Retention Metrics

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What do you need to do?
Nothing
No code
No app updates required
App Store and iOS 8
Privacy Matters
Free
Analytics
TestFlight Beta Testing

Daniel Miao
Sr. Software Engineer—iTunes Store, iTunes Connect
Better apps through better tools
Beta Distribution
UDID
Email Invitation
Email Invitation
Upload pre-release builds
Upload pre-release builds
Distribute pre-releases to testers
Upload pre-release builds
Distribute pre-releases to testers
Insight into tester activity
Manage beta apps
Manage beta apps
One-tap install or update
Manage beta apps
One-tap install or update
Send feedback
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Sandbox Accounts
Version Information

Video Preview and Screenshots

- 4-Inch
- 3.5-Inch
- iPad
## Toca Lab

### Versions

- **1.0.1 Ready for Sale**
- **1.0.2 Prepare for Upload**

### Prerelease

- **1.0.2**

### Pricing

- In-App Purchases
- Game Center
- Newsstand
- Reviews
- More

### Builds

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### Build History

- 103
- 102
- 101

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*Music manuscripts and other documents related to this project are available in the resources section.*
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Build History

- 103: Jun 2, 2014
- 102: Jun 1, 2014
- 101: May 30, 2014
## Toca Lab

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Build History
## Beta App Information

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

**Beta App Description**

*Calling all future scientists!*

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

*Discover elements by experimenting with the lab tools!*

*  Take your element for a spin in the centrifuge.
*  Warm them up in the Bunsen burner.*
Calling all future scientists!

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

Discover elements by experimenting with the lab tools!

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

What to Test

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

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

Discover elements by experimenting with the lab tools!

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

**Version:**
- 1.0.1 Ready for Sale
- 1.0.2 Prepare for Upload

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iTunes Connect  My Apps

My Apps

1.0.1 Ready for Sale

1.0.2 Prepare for Upload

Toca Lab

Versions

Prerelease

In-App Purchases

Game Center

Newsstand

Reviews

More

Builds

Internal Testers

Beta Testers

1.0.2

Testing

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

Build History
# Toca Lab

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## Build History

- **104**: upload on Jun 3, 2014
- **103**: upload on Jun 2, 2014
- **102**: upload on Jun 1, 2014
- **101**: upload on May 30, 2014

## In-App Purchases

- **1.0.1**: Ready for Sale
- **1.0.2**: Prepare for Upload
### Toca Lab

**1.0.1 Ready for Sale**

**Toca Lab**

**1.0.2 Prepare for Upload**

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### Build History

Submit

**Inactive**

**Testing**
## Toca Lab

**Versions**

- **1.0.1 Ready for Sale**
- **1.0.2 Prepare for Upload**

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**Versions**
- 1.0.1 Ready for Sale
- 1.0.2 Prepare for Upload

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**Beta Testers**

- 1.0.2
  - Build 105 (Jun 4, 2014): Active (Expires in 30 Days)
  - Build 104 (Jun 3, 2014): Inactive
  - Build 103 (Jun 2, 2014): Inactive
  - Build 102 (Jun 1, 2014): Inactive
  - Build 101 (May 30, 2014): Inactive
# Toca Lab

**iOS**

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## Build History

- Build 105
- Build 104
- Build 103
- Build 102
- Build 101

## Beta Testers

### 1.0.2

- Build 105: Jane Appleseed (Toca Boca AB)
- Build 104: Jane Appleseed (Toca Boca AB)
- Build 103: Jane Appleseed (Toca Boca AB)
- Build 102: Jane Appleseed (Toca Boca AB)
- Build 101: Jane Appleseed (Toca Boca AB)

Note: Inactive builds are not testing and do not have active beta testers.
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## Testers (421 of 1000 Added)

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<tr>
<th>Name</th>
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<tbody>
<tr>
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<td>2.1 (112)</td>
</tr>
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<td>Daniel Esch</td>
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<tr>
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<tr>
<td>Andreas Lindemann</td>
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<tr>
<td>Anita Meier</td>
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<td></td>
</tr>
<tr>
<td>Damian Milea</td>
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<td></td>
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<tr>
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<td>Invited</td>
<td></td>
</tr>
<tr>
<td>Brian Schmitt</td>
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</table>
# My Apps

## Toca Lab (iOS)

### Versions
- 1.0.1 Ready for Sale
- 1.0.2 Prepare for Upload

### Builders
- Internal Testers
- Beta Testers

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Invite Beta Testers

Toca Lab

Invite

0 of 529 Available

You agree you have the right, and the recipient's consent, to send emails to these addresses in accordance with applicable law. You also agree that you are the initiator and sender of all emails to these recipients.
You agree you have the right, and the recipient’s consent, to send emails to these addresses in accordance with applicable law. You also agree that you are the initiator and sender of all emails to these recipients.
TestFlight: You're invited to test Toca Lab 1.0.2.
May 21, 2014 at 9:41 AM

Toca Lab 1.0.2

Jane Appleseed invited you to test Toca Lab 1.0.2 for iOS.
TestFlight: You’re invited to test Toca Lab 1.0.2.
May 21, 2014 at 9:41 AM

Toca Lab 1.0.2

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

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

What to Test
Updated May 21, 2014
* Buy two or more In-App Purchases
* Switch between landscape and portrait mode
* Local multiplayer support with Game Center… more

Description
Updated May 21, 2014
Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table. Discover el… more

Information
Developer: Toca Boca AB
Release Date: May 21, 2014
Version: 1.0.2
Size: 57.9 MB
Expires in: 30 Days
Compatibility: Requires iOS 5.0 or later. Compatible with iPhone, iPad, or iPod touch. This app is optimized for iPhone 5.
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From: May 21, 2014 at 9:41
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Inbox (10)
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  - Version 1.0.2
  - What to Test
  - Expires in 30 days

- **Monument Valley**
  - Version 1.0.3
  - What to Test
  - Expires in 24 days

- **Trip Guider**
  - Version 3.0
  - What to Test
  - Expires in 15 days

- **Touch Fighter 3**
  - Version 2.3
  - What to Test
  - Expires in 10 days

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**Terms and Conditions**
Toca Lab 1.0.3 is now available for testing.
Toca Lab 1.0.3 is now available for testing.
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Apple ID: emily@icloud.com

Terms and Conditions >
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Toca Lab
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What to Test

UPDATE
Expires in 30 days

Testing

3

Monument Valley
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Touch Fighter 3
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Terms and Conditions ▶
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One-tap install or update
Hi

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TestFlight Beta Testing
Wrap Up
App Review Tips
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Test! test! test!—targeted hardware is key
App Submission Tips
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IDFA—Answer correctly in iTunes Connect
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Mac App Sandboxing—Select the checkbox in Xcode
### Paid Apps (iOS)
238K

### Free Apps (iOS)
876K

### In-App (iOS)
126K

### Updates (iOS)
945K

### Paid Apps (OS X)
513K

### Free Apps (OS X)
497K

**March 31, 2014 - May 4, 2014**
All-New Design

App Previews

App Bundles

App Analytics

TestFlight Beta Testing
All-New Design

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App Bundles

App Analytics

TestFlight Beta Testing
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App Bundles
App Analytics
TestFlight Beta Testing
This Fall
More Information

Evangelism
evangelism@apple.com

Contact
Developer Technical Support

Documentation
iTunes Connect Developer Guide

Apple Developer Forums
http://devforums.apple.com
## Related Sessions

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<th>Topic</th>
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<th>Date and Time</th>
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<td>Nob Hill</td>
<td>Wednesday 3:15PM</td>
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<tr>
<td>What’s New in iAd Workbench</td>
<td>Russian Hill</td>
<td>Thursday 9:00AM</td>
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<tr>
<td>User Privacy in iOS and OS X</td>
<td>Nob Hill</td>
<td>Thursday 2:00PM</td>
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<tr>
<td>Advanced User Interfaces with Collection Views</td>
<td>Marina</td>
<td>Thursday 3:15PM</td>
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<tr>
<td>Creating Great App Previews</td>
<td>Russian Hill</td>
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