What’s New in iTunes Connect

Session 302

Daniel Miao, Engineering Manager
What’s New

Ratings, reviews, and responses
TestFlight enhancements
The new App Store
Promoting in-app purchases
Phased release
App Review
Ratings, Reviews, and Responses
Ratings, Reviews, and Responses
Scenarios
Ratings, Reviews, and Responses
Scenarios
Ratings, Reviews, and Responses
Scenarios

😊❤️❤️
🤔🤔
😡😡
Ratings and Reviews

Great, but some trails outdated ★★★★★
by kaldawson — Jun 6, 2017
Forest Explorer is my favorite hiking app and I use it almost every weekend. Most of the trails are great, but some in Northern California are really outdated and need to be fixed. I got totally lost on my hike last weekend :-/
Version 1.2.0 | United States | 10 of 15 viewers found this review helpful | Report a Concern

My favorite hiking app ★★★★★
by aureliogonzalez1142 — Jun 6, 2017
I love how the driving directions take me directly to the trailhead. The progress tracker is super accurate and really helpful. Thanks to this app, I've also found new fishing spots along my usual trails that I never even knew existed.
Version 1.2.0 | United States | 12 of 23 viewers found this review helpful | Report a Concern

Super handy ★★★★★
by christianbauer11 — Jun 5, 2017
I've been hiking regularly for the past 7 years and this app has replaced most of my previous gadgets and resources. Almost everyone in my hiking/biking group uses this app exclusively. The comments that members can leave, along with the elevation profiles, help me decide which trail to hike next. Also, Nature Lab's tech support is unbelievably responsive.
Version 1.2.0 | United States | 12 of 23 viewers found this review helpful | Report a Concern
Ratings and Reviews

Average Rating
4.6/5 • 24,467 Ratings

All Ratings

5 Stars
4 Stars
3 Stars
2 Stars
1 Star

Most Recent

App and I use it almost every weekend. Most of the trails are great, but some in Northern California were... I got totally lost on my hike last weekend :-(

972 Reviews

Reply

Report a Concern

Version 1.2.0 • United States

12 of 23 viewers found this review helpful | Report a Concern

Lab's tech support is unbelievably responsive.
All Reviews

With Developer Responses
Reviews with responses currently on the App Store.

✔ Without Developer Responses
Reviews with pending responses will also be shown.

Edited Reviews
Reviews that have been edited after you responded.
Great but some trails outdated ★★★★★
by katdawson — Jun 6, 2017

Forest Explorer is my favorite hiking app and I use it almost every weekend. Most of the trails are great, but some in Northern California are really outdated and need to be fixed. I got totally lost on my hike last weekend :-/
### Ratings and Reviews

#### Average Rating

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 ⭐</td>
<td>18,655</td>
</tr>
<tr>
<td>4 ⭐</td>
<td>4,599</td>
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<tr>
<td>3 ⭐</td>
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</tr>
<tr>
<td>2 ⭐</td>
<td>333</td>
</tr>
<tr>
<td>1 ⭐</td>
<td>159</td>
</tr>
</tbody>
</table>

**24,447 Ratings**

#### All Ratings

<table>
<thead>
<tr>
<th>All Ratings</th>
<th>All Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>972 Reviews</td>
<td></td>
</tr>
</tbody>
</table>

---

**Great, but some trails outdated ★★★★★**

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Version 1.2.0 | United States | 10 of 16 viewers found this review helpful | Report a Concern

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by ktdawson — Jun 6, 2017

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Thanks for the feedback and we’re glad you’re enjoying the app. Just wanted to let you know we updated all the California trails in the latest release.
Developer Response (Pending) — Jun 7, 2017

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<th>Rating</th>
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<tbody>
<tr>
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<tr>
<td>4 stars</td>
<td>4,953</td>
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<td>3 stars</td>
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<tr>
<td>2 stars</td>
<td>959</td>
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<tr>
<td>1 star</td>
<td>9</td>
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</table>

24,467 Ratings

### 2 Stars

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 stars</td>
<td>959</td>
</tr>
</tbody>
</table>

### Without Developer Response

1 Review

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Ratings, Reviews, and Responses

Notifications

Customer

• Push and email notification
• Developer response submitted or updated
Ratings, Reviews, and Responses
Notifications

Customer
- Push and email notification
- Developer response submitted or updated

Developer
- Email notification
- Customer review updated
Great, but some trails outdated

Forest Explorer is my favorite hiking app and I use it almost every weekend. Most of the trails are great, but some in Northern California are really outdated and need to be fixed. I got totally lost on my hike last weekend :-/
Amazing update

Wow, they just updated all the trails in California! Can’t wait to try out the new fishing spot near my favorite trail. This app is awesome.
Amazing update

⭐⭐⭐⭐⭐

katdawson

Wow, they just updated all the trails in California! Can’t wait to try out the new fishing spot near my favorite trail. This app...

Developer Response

Thank you for your feedback and we are glad that you like our app. Just want ... more
Average increase of 1.5 stars per review
Ratings, Reviews, and Responses

Best practices
Ratings, Reviews, and Responses

Best practices

Be responsive
Ratings, Reviews, and Responses

Best practices

Be responsive

Stay on topic
Ratings, Reviews, and Responses

Best practices

Be responsive

Stay on topic

Leverage “What’s New” text
Ratings, Reviews, and Responses

Best practices

Be responsive
Stay on topic
Leverage “What’s New” text
Be sensitive to customer privacy
Ratings, Reviews, and Responses

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Ratings, Reviews, and Responses

Best practices

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Be sensitive to customer privacy

What’s New in StoreKit

Executive Ballroom

Thursday 11:00AM
What's New

Ratings, reviews, and responses
TestFlight enhancements
The new App Store
Promoting in-app purchases
Phased release
App Review
What's New

- Ratings, reviews, and responses
- TestFlight enhancements
- The new App Store
- Promoting in-app purchases
- Phased release
- App Review
TestFlight Enhancements

Tommy McGlynn, Software Engineer
TestFlight Enhancements

Features

Multiple Build
Distribution
TestFlight Enhancements

Features

- Multiple Build Distribution
- Testing Groups
TestFlight Enhancements

Features

- Multiple Build Distribution
- Testing Groups
- Internal Auto Distribution
TestFlight Enhancements
Features

- Multiple Build Distribution
- Testing Groups
- Internal Auto Distribution
- Individual Tester Metrics
TestFlight Enhancements

Features

- Multiple Build Distribution
- Testing Groups
- Internal Auto Distribution
- Individual Tester Metrics
- Resend Invite
iOS Builds

The following builds are available to test.

Version 2.0.0

<table>
<thead>
<tr>
<th>Build</th>
<th>iTunes Connect Users</th>
<th>External Testers</th>
<th>Invitations</th>
<th>Installations</th>
<th>Last 7 Days</th>
<th>Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Testing Expires in 80 Days</td>
<td>Testing Expires in 80 Days</td>
<td>1,542</td>
<td>1,284</td>
<td>895</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Testing Expires in 59 Days</td>
<td>Testing Expires in 59 Days</td>
<td>1,032</td>
<td>957</td>
<td>289</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Testing Expires in 27 Days</td>
<td>Testing Expires in 27 Days</td>
<td>1,002</td>
<td>869</td>
<td>34</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Testing Expires in 12 Days</td>
<td>Testing Expires in 12 Days</td>
<td>642</td>
<td>540</td>
<td>25</td>
<td>12</td>
</tr>
</tbody>
</table>

Version 1.5.1
Version 1.5.0
Version 1.4.9
## iOS Builds

The following builds are available to test.

### Version 2.0.0

<table>
<thead>
<tr>
<th>Build</th>
<th>iTunes Connect Users</th>
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<td>642</td>
<td>540</td>
<td>25</td>
<td>12</td>
</tr>
</tbody>
</table>

### Version 1.5.1

### Version 1.5.0

### Version 1.4.9
Create a New Group

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Beta Testers
Beta Testers Edit Name
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers Builds

Add Testers
Testers in this group will be notified when a new build is available.
Add New Testers to the Group "Beta Testers"

We'll invite these testers to test the builds you add to this group.

<table>
<thead>
<tr>
<th>Testers</th>
<th>Email</th>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

0 of 2,000 Available
Add New Testers to the Group "Beta Testers"

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<table>
<thead>
<tr>
<th>Testers</th>
<th>Email</th>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="mailto:josh@app.co">josh@app.co</a></td>
<td>Josh</td>
<td>Brolin</td>
</tr>
<tr>
<td>2</td>
<td><a href="mailto:sara@app.co">sara@app.co</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2 of 2,000 Available
### Beta Testers

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

<table>
<thead>
<tr>
<th>Email</th>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:josh@app.co">josh@app.co</a></td>
<td>Josh Brolin</td>
<td>No builds available</td>
</tr>
<tr>
<td><a href="mailto:sara@app.co">sara@app.co</a></td>
<td></td>
<td>No builds available</td>
</tr>
</tbody>
</table>
Beta Testers Edit Name

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers Builds

Builds (0) +

Add a build to start testing.

Testers in this group will be notified when a new build is available.
Select a Build to Test

Select a build, and we’ll invite the group “Beta Testers” to start testing. Before your build can be tested, it may have to be approved by Beta App Review.

<table>
<thead>
<tr>
<th>Build</th>
<th>Upload Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Icon" /> 2</td>
<td>Ready to Submit&lt;br&gt;Expires in 89 Days</td>
</tr>
<tr>
<td><img src="image" alt="Icon" /> 1</td>
<td>Ready to Submit&lt;br&gt;Expires in 86 Days</td>
</tr>
</tbody>
</table>
Testing Information

Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

- English (U.S.)
Testing Information

Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

English (U.S.)

We've added a new share feature. Give it a try and let us know what you think?
<table>
<thead>
<tr>
<th>Testers</th>
<th>Builds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builds (1)</td>
<td>1.5.3 (2) Testing Expires in 89 Days</td>
</tr>
</tbody>
</table>
Nature Lab has invited you to test “Forest Explorer.”

March 10, 2017 at 1:32 PM

Forest Explorer
by Nature Lab for iOS

App Description
Go wild and discover trails, parks, and off-the-beaten-path terrain with Forest Explorer. Whether you’re bushwhacking in...
Nature Lab has invited you to test “Forest Explorer.”

March 10, 2017 at 1:32 PM

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What to Test
We've added a new share feature. Give it a try and let us know what you think?

Information
Developer: Nature Lab
Release Date: Mar 10, 2017
Version: 2.0.0 (10)
Size: 2.6 MB
Expires: Aug 21, 2017, 10:14 PM
Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad and iPod touch.

Privacy Policy
Developer Website
Previous Builds
Notifications
Stop Testing
What to Test

We’ve added a new share feature. Give it a try and let us know what you think?
Send Feedback

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Stop Testing
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Select a build, and we'll invite the group "Beta Testers" to start testing. Before your build can be tested, it may have to be approved by Beta App Review.

<table>
<thead>
<tr>
<th>Build</th>
<th>Upload Date</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>May 10, 2017 01:58 AM (GMT)</td>
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<tr>
<td>2</td>
<td>April 27, 2017 07:29 AM (GMT)</td>
</tr>
<tr>
<td>1</td>
<td>April 26, 2017 06:00 PM (GMT)</td>
</tr>
</tbody>
</table>
Testing Information

Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

We’ve heard your feedback about the share screen crash and it’s now been fixed. Please verify.
Beta Testers

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers | Builds
--- | ---

Builds (2)

<table>
<thead>
<tr>
<th>Build</th>
<th>Platform</th>
<th>Last 7 Days</th>
<th>Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5.3 (2)</td>
<td></td>
<td>1,253</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>146</td>
<td>9</td>
</tr>
</tbody>
</table>

Testing
Expires in 89 Days
Beta Testers Edit Name

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers Builds

Builds (2)

<table>
<thead>
<tr>
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<th>Last 7 Days</th>
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<td>9</td>
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Test Information
About TestFlight Data
Create a New Goup

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Stakeholders

[Cancel] [Create]
Stakeholders

Edit Name

Testers

Builds

Testers (0)

Add Testers

Testers in this group will be notified when a new build is available.
<table>
<thead>
<tr>
<th>Email</th>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
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<td><a href="mailto:power_user_tf_02@app.co">power_user_tf_02@app.co</a></td>
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<td></td>
<td>No builds available</td>
</tr>
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Testers | Builds
--- | ---

Builds (1)

**1.5.3 (3)**

**Testing**

Expires in 89 Days
Groups for Development Cycle

- Alpha
- Beta
- Release Candidate
Groups for Development Cycle

- Alpha
- Beta
- Release Candidate
Groups for Development Cycle

- Alpha
- Beta
- Release Candidate
Groups for Development Cycle

- Alpha
- Beta
- Release Candidate
Multiple Lines of Development

- Alpha
- Beta
- Release Candidate
Multiple Lines of Development

- Alpha
- Beta
- Release Candidate

Experiments
WWDC  Edit Name
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers  Builds

Testers (0)

Add Testers
Testers in this group will be notified when a new build is available.
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers

Add Testers

Testers in this group will be notified when a new build is available.
iTunes Connect Users

WWDC
Edit Name

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers
Builds

Add Testers

Testers in this group will be notified when a new build is available.
iTunes Connect Users

iTunes Connect Users can use the TestFlight app to test all available builds. They’ll also be notified when a new build is added and can test builds before they’re approved by Beta App Review.

<table>
<thead>
<tr>
<th>Testers</th>
<th>Builds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Name</td>
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<td>Tim Milton</td>
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<td><a href="mailto:sandra_c@app.co">sandra_c@app.co</a></td>
<td>Sandra Clois</td>
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<td><a href="mailto:patricia@app.co">patricia@app.co</a></td>
<td>Patricia Campbell</td>
</tr>
<tr>
<td><a href="mailto:kc_240@app.co">kc_240@app.co</a></td>
<td>Katy Carter</td>
</tr>
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<td><a href="mailto:kelmore@app.co">kelmore@app.co</a></td>
<td>Andrea Kelmore</td>
</tr>
<tr>
<td><a href="mailto:justin_l@app.co">justin_l@app.co</a></td>
<td>Justin Leng</td>
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<tr>
<td><a href="mailto:joshy@app.co">joshy@app.co</a></td>
<td>Joshua Hippo</td>
</tr>
<tr>
<td><a href="mailto:martin@app.co">martin@app.co</a></td>
<td>Martin Kleuk</td>
</tr>
</tbody>
</table>
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Version 2.0.0 (10)
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Developer: Nature Lab
Release Date: Mar 10, 2017
Version: 2.0.0 (10)
Size: 2.6 MB
Expires: Aug 21, 2017, 10:14 PM
Compatibility: Requires iOS 8.0 or later. Compatible with iPhone, iPad and iPod touch.

Privacy Policy

Developer Website

Previous Builds

Notifications

Stop Testing
Forest Explorer
Version 2.0.0 (10)
Nature Lab

What to Test
We’ve added a new share feature. Give it a try and let us know what you think?

Information
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Previous Builds
- Notifications
- Stop Testing
(9)

Fixed a bug that caused the share sheet to crash.

Expires in 53 Days

(8)

Minor bug fixes and improvements.

Expires in 53 Days

(7)

Minor bug fixes and improvements.

Expires in 52 Days

(6)
All Testers

<table>
<thead>
<tr>
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## All Testers

View everyone you've invited to test your app.

### Testers (1,996)

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*Resend Invite: Mar 10, 2017*
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Copyright 2016 Apple Inc. All rights reserved. Terms of Service | Privacy Policy | Contact Us
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### Selected (6) Remove

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Build Expiration

90 Days

Builds Expire 90 Days
After Upload
Build Expiration

90 Days

Builds Expire 90 Days After Upload

You Can Manually Expire Builds
Build Expiration

90 Days
Builds Expire 90 Days After Upload

You Can Manually Expire Builds

Manual Expiration Does Not Affect Builds Already Installed
Tester Limits

2,000

External Testers
Tester Limits

2,000

External Testers
Tester Limits

10,000

External Testers Coming Later This Year!
## iOS Builds

The following builds are available to test.

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<th>Version</th>
<th>Build</th>
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TestFlight
Summary

Multiple build distribution
TestFlight

Summary

Multiple build distribution

Tester groups
TestFlight
Summary

Multiple build distribution

Tester groups

More external testers
What's New

Ratings, reviews, and responses
TestFlight enhancements
The new App Store
Promoting in-app purchases
Phased release
App Review
What's New

• Ratings, reviews, and responses
• TestFlight enhancements
• The new App Store
• Promoting in-app purchases
• Phased release
• App Review
The New App Store

Today
The New App Store

Today

Daily destination
The New App Store

Daily destination

Editorial curation
The New App Store

Today

Daily destination

Editorial curation

Stories
The New App Store
Product page

Forest Explorer
Hikes, trails, and maps

4.7, 24K Ratings
App
#26 in Travel
Age Rating 4+

Forest Explorer
Nearby Trails
Half Dome
14.2 mi - 4,550 ft elevation
Upper Yosemite Fall
7.9 mi - 2,980 ft elevation
Mirror Lake & Tenaya Lake
3.3 mi - 1,400 ft elevation
Lower Yosemite Fall
5.5 mi - 2,270 ft elevation

Expand More
The New App Store

Forest Explorer
Hikes, trails, and maps

4.7, 24K Ratings
App in Travel
#26
Age Rating 4+
The New App Store

App icon

Asset catalog
The New App Store

App icon

Asset catalog

Wide gamut
The New App Store

App icon

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Wide gamut

Color management
The New App Store

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Wide gamut

Color management

App thinning
Forest Explorer
Hikes, trails, and maps

The New App Store
App subtitle
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App subtitle

Brief summary
The New App Store

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Brief summary

Up to 30 characters
The New App Store

App subtitle

Brief summary

Up to 30 characters

Complements app name
Forest Explorer—Hikes, trails, and maps
Forest Explorer
Hikes, trails, and maps
The New App Store

App previews

Get Forest Explorer free for a limited time.
The New App Store
App previews

Up to three app previews
The New App Store
App previews

Up to three app previews
Per language
The New App Store
App previews

Up to three app previews
Per language
Autoplay
Get Forest Explorer free for a limited time.

Go wild and discover trails, parks, and off-the-beaten-path terrain with Forest Explorer. Whether you’re bushwhacking in backcountry or ... more

Ratings & Reviews

4.7 out of 5

Fantastic Travel App

One of the most useful travel apps out there. Initially I was skeptical that a free app could save me so much money on a flight to Fiji, but I was able to book my flight in under 5 minutes! TripGuides recommended
The New App Store

Promotional text

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24,467 Ratings

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PattyGallagher2017

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The New App Store
Promotional text

Always editable

Frequently changing information

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1d ago

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Locked description

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Promoting In-App Purchases

Will Averill, Software Engineer
Promoting In-App Purchases

Subscriptions
- Pro Subscription
  - Detailed topography and satellite imagery.
  - $35.99

In-App Purchases
- Fishing Hot Spots
  - Find hidden streams and lakes for hundreds of top fishing spots.
  - $1.99

Information
- Seller: Nature Lab
- Size: 14.4 MB
Promoting In-App Purchases

Product page

Listed by type
Promoting In-App Purchases

Product page

Listed by type

Limit of 20
Promoting In-App Purchases
Product page

Listed by type
Limit of 20
Control order and visibility
Promoting In-App Purchases

Search
Promoting In-App Purchases

Search

Searchable
Promoting In-App Purchases

Searchable

Trending section
Promoting In-App Purchases

Featured

Pro Subscription for Forest Explorer
Detailed topography and satellite imagery.

$35.99

Forest Explorer is the ultimate trail-finder app for all outdoor enthusiasts. View the map with all nearby trails icons for each specific activity. Get specific details on any trail, reviews, photos ...
Promoting In-App Purchases

Featured

Today

Pro Subscription for **Forest Explorer**

Detailed topography and satellite imagery.

$35.99

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**Featured**

**Today**

**Apps**

**Pro Subscription for Forest Explorer**
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Today

Apps

Games

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Forest Explorer is the ultimate trail-finder app for all outdoor enthusiasts. View the map with all nearby trails icons for each specific activity. Get specific details on any trail, reviews, photos...
Promoting In-App Purchases
Implementation
Promoting In-App Purchases

Implementation

Promotional Data

Image

Name

Description
Promoting In-App Purchases

Implementation

Promotional Data

- Image
- Name
- Description

Configuration

- Activation
- Order
- Visibility
Promoting In-App Purchases

Implementation

Promotional Data
- Image
- Name
- Description

Configuration
- Activation
- Order
- Visibility

StoreKit
- SKPaymentTransactionObserver
- SKProductStorePromotionController
Promoting In-App Purchases

Implementation

Promotional Data
- Image
- Name
- Description

Configuration
- Activation
- Order
- Visibility

StoreKit
- SKPaymentTransactionObserver
- SKProductStorePromotionController

What’s New in StoreKit

Executive Ballroom

Thursday 11:00AM
Demo
Promoting In-App Purchases
Promoting In-App Purchases

Availability
Promoting In-App Purchases

Availability

All in-app purchase types
Promoting In-App Purchases

Availability

All in-app purchase types

iOS and universal apps
Promoting In-App Purchases

Availability

All in-app purchase types

iOS and universal apps

iOS 11
What's New

Ratings, reviews, and responses
TestFlight enhancements
The new App Store
Promoting in-app purchases
Phased release
App Review
What's New

Ratings, reviews, and responses
TestFlight enhancements
The new App Store
Promoting in-app purchases
Phased release
App Review
Phased Release

Features
Phased Release

Features

Immediately available on the App Store
Phased Release
Features

Immediately available on the App Store

Users with automatic updates enabled
Phased Release
Features

Immediately available on the App Store

Users with automatic updates enabled

Seven-day delivery period
Phased Release

Daily distribution

Day 1
Day 2
Day 3
Day 4
Day 5
Day 6
Day 7
Phased Release

Daily distribution

Percentage of Total Devices

Day 1
Day 2
Day 3
Day 4
Day 5
Day 6
Day 7

Day 1: 1%
Day 2: 2%
Phased Release

Daily distribution

- 1% distribution on Day 1
- 2% distribution on Day 2
- 5% distribution on Day 3
Phased Release

Daily distribution

Percentage of Total Devices

Day 1: 1%
Day 2: 2%
Day 3: 5%
Day 4: 10%
Day 5: 10%
Day 6: 10%
Day 7: 10%
Phased Release
Daily distribution

- Day 1: 1%
- Day 2: 2%
- Day 3: 5%
- Day 4: 10%
- Day 5: 20%
Phased Release
Daily distribution

<table>
<thead>
<tr>
<th>Day</th>
<th>1%</th>
<th>2%</th>
<th>5%</th>
<th>10%</th>
<th>20%</th>
<th>50%</th>
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<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td>50%</td>
</tr>
<tr>
<td>Day 2</td>
<td>2%</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Day 3</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 4</td>
<td>10%</td>
<td>20%</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 5</td>
<td>20%</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 6</td>
<td>50%</td>
<td></td>
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<tr>
<td>Day 7</td>
<td>100%</td>
<td></td>
<td></td>
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</table>
Phased Release
Daily distribution

Day 1  1%
Day 2  2%
Day 3  5%
Day 4  10%
Day 5  20%
Day 6  50%
Day 7  100%

Percentage of Total Devices
Version Release

After your app has been approved, we can release it for you immediately. If you want to release the app yourself, choose a date or manually release it at any point after the approval. While your app is in the "Pending Developer Release," you can give out promotional codes, continue TestFlight Beta Testing, or reject the release and submit a new build. Whichever of these you choose, we have to process your app before it's made available on the App Store. While your app is in the "Processing for App Store" state, you can't get new promotional codes, invite new testers, or reject your app.

Phased Release for Automatic Updates

Phased release for automatic updates lets you gradually release this update over a 7-day period to users who have turned on automatic updates. Keep in mind that this version will still be available to all users as a manual update from the App Store. You can pause the phased release for up to 30 days or release this update to all users at any time. Learn More

Release update to all users immediately
Release update over 7-day period using phased release
After your app has been approved, we can release it for you immediately. If you want to release the app yourself, choose a date or manually release it at any point after the approval. While your app is in the “Pending Developer Release,” you can give out promotional codes, continue TestFlight Beta Testing, or reject the release and submit a new build. Whichever of these you choose, we have to process your app before it’s made available on the App Store. While your app is in the “Processing for App Store” state, you can’t get new promotional codes, invite new testers, or reject your app.

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- Release update to all users immediately
- Release update over 7-day period using phased release
Phased Release for Automatic Updates

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- Release update to all users immediately
- Release update over 7-day period using phased release
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

This update will be available through automatic updates to the maximum percentage shown for each day.

Additional Information

Crash Reports
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

**Phased Release for Automatic Updates (Day 3)**

- Use phased release
- Pause phased release (30 days remaining)

Additional Information

Crash Reports
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

**Phased Release for Automatic Updates (Day 3)**

This update will be available through automatic updates to the maximum percentage shown for each day.

Use phased release

Pause phased release (30 days remaining)
Phased Release for Automatic Updates: Paused at Day 3

This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

- Resume phased release
- Pause phased release (30 days remaining)

10/15/2017
Release Started

This update will be available through automatic updates to the maximum percentage shown for each day.

Additional Information

Crash Reports
2.7.1 Ready for Sale — Phased Release

Demo Account

A demo account is required to use all the features of the app.

Phased Release for Automatic Updates: Paused at Day 3

This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

- Resume phased release
- Pause phased release (22 days remaining)

10/15/2017 Release Started

This update will be available through automatic updates to the maximum percentage shown for each day.

Additional Information

Crash Reports
Phased Release for Automatic Updates (Day 3)

This update is being gradually released over a 7-day period to users with automatic updates turned on. It’s currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

- Resume phased release
- Pause phased release (22 days remaining)

Additional Information

Crash Reports
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

- Resume phased release
- Pause phased release (22 days remaining)

This update will be available through automatic updates to the maximum percentage shown for each day.
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

- **Use phased release**
- **Pause phased release** (22 days remaining)

This update will be available through automatic updates to the maximum percentage shown for each day.

Additional Information

- **Crash Reports**
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

**Phased Release for Automatic Updates (Day 5)**

This update will be available through automatic updates to the maximum percentage shown for each day.

**Demo Account**

- A demo account is required to use all the features of the app.

**Additional Information**

- **Crash Reports**
This update is being gradually released over a 7-day period to users with automatic updates turned on. It's currently available on the App Store, and all users can update to this version manually. You can release this update to all users at any time or pause phased release.

This update will be available through automatic updates to the maximum percentage shown for each day.
Phase Release
Availability
Phase Release
Availability

Today
Phase Release

Availability

Today

All iOS versions
What's New

• Ratings, reviews, and responses
• TestFlight enhancements
• The new App Store
• Promoting in-app purchases
• Phased release
• App Review
What's New

- Ratings, reviews, and responses
- TestFlight enhancements
- The new App Store
- Promoting in-app purchases
- Phased release
- App Review
App Review
Best practices

Make sure app functions throughout review
App Review
Best practices

Make sure app functions throughout review
Run on an actual device
App Review

Best practices

Make sure app functions throughout review

Run on an actual device

Sign-in information
App Review

Best practices

Make sure app functions throughout review
Run on an actual device
Sign-in information
Use App Review notes
App Review
Best practices

Make sure app functions throughout review
Run on an actual device
Sign-in information
Use App Review notes
Binary compatibility
App Review
Best practices

Make sure app functions throughout review
Run on an actual device
Sign-in information
Use App Review notes
Binary compatibility
Relevant keywords
Conclusion

Ratings, reviews, and responses
TestFlight enhancements
The new App Store
Promoting in-app purchases
Phased release
App Review
More Information

## Related Sessions

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<tr>
<th>Session</th>
<th>Location</th>
<th>Date</th>
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<tbody>
<tr>
<td>What’s New in Cocoa Touch</td>
<td>WWDC 2017</td>
<td></td>
</tr>
<tr>
<td>Introducing the New App Store</td>
<td>WWDC 2017</td>
<td></td>
</tr>
<tr>
<td>What’s New in StoreKit</td>
<td>Executive Ballroom</td>
<td>Thursday 11:00AM</td>
</tr>
<tr>
<td>Advanced StoreKit</td>
<td>Grand Ballroom A</td>
<td>Thursday 1:50PM</td>
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<td>Location</td>
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<td>App Store Lab B</td>
<td>Thur 9:00AM-6:00PM</td>
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<tr>
<td>App Store and iTunes Connect Lab</td>
<td>Technology Lab H</td>
<td>Thur 12:00PM-1:50PM</td>
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<td>StoreKit Lab</td>
<td>Technology Lab E</td>
<td>Thur 3:10PM-6:00PM</td>
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<tr>
<td>iTunes Connect by Appointment Lab</td>
<td>App Store Lab B</td>
<td>Fri 9:00AM-4:00PM</td>
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<tr>
<td>StoreKit Lab</td>
<td>Technology Lab E</td>
<td>Fri 1:50PM-4:00PM</td>
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