What’s New in App Store Connect

Tommy McGlynn, Software Engineer
App Lifecycle

Important things to know

- Xcode
- Upload
- TestFlight
- Pricing
- Product Page
- Review
- Analytics
- App Store
App Lifecycle

Important things to know

Recent improvements
App Lifecycle

Important things to know
Recent improvements
Exciting new features
App Lifecycle
Forest Explorer
Go Wild and Discover New Trails and Parks
4.6, 36.2K Ratings
Age 4+
App Lifecycle

- Xcode
- Upload
- TestFlight
- Pricing
- Product Page
- App Store
- Review
- Analytics
App Upload
App Upload
Transporter
Transporter
Sign in with your Apple ID enabled for App Store Connect or Transporter.

Apple ID: cindy_cheung

Forgot Apple ID or Password?

Cancel  Next
Drag your files here.

You can drag your .itmsp, .ipa, or .pkg file here or click to add one.
Drag your files here.

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You can drag your .itmsp, ipa, or .pkg file here or click to add one.
The package can't be verified.

Packages that will be verified.

com.naturelab.forestexplorer
Nature Lab

Forest Explorer

ERROR ITMS-90189: Redundant Binary Upload. You've already uploaded a build with build number '1.0.1' for version number '1.0.1'. Make sure you increment the build string before you upload your app to App Store Connect. Learn more in Xcode Help (https://help.apple.com/xcode/mac/current/#/devba7f53ad4)

Delete Package
Active
Packages that will be verified.

Forest Explorer
com.naturelab.forestexplorer
Nature Lab
<table>
<thead>
<tr>
<th>Package Name</th>
<th>Package URL</th>
<th>Nature Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forest Explorer</td>
<td>com.naturelab.forestexplorer</td>
<td></td>
</tr>
<tr>
<td>Mountain Climber</td>
<td>com.naturelab.mountainclimber</td>
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<td>Ocean Journal</td>
<td>com.naturelab.oceanjournal</td>
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<td>Sunset Seeker</td>
<td>com.naturelab.sunsetseeker</td>
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</table>
We identified one or more issues with a recent submission for TestFlight review for your app, “Forest Explorer” 1.0.0 (100). Please correct the following issues, then upload again.

**ITMS-90712: Invalid Bundle Executable**
- Code Coverage instrumentation usage have been detected in ‘ForestExplorer.app/Frameworks/FXLabel.framework/FXLabel’.
  - Remove any such usage, rebuild the app.

**ITMS-90683: Missing Purpose String in Info.plist**
- Your app’s code references one or more APIs that access sensitive user data. The app’s Info.plist file should contain a NSLocationWhenInUseUsageDescription key with a user-facing purpose string explaining clearly and completely why your app needs the data.
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App Store Connect: Your app "Forest Explorer" (Apple ID: 123456789 Version 1.0.0 Build: 100) Has one or more issues

Cindy Cheung
Apple, Inc.

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<td><strong>Bundle Short Version String</strong></td>
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<td><strong>Original File Name</strong></td>
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<td>Device</td>
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<tr>
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<td>iPhone XS</td>
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<td>iPad mini 2 Wi-Fi + Cellular</td>
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<td>iPad Air 2 Wi-Fi + Cellular</td>
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Notifications

- Customer Reviews
  - On

- App Status Changes
  - On

- Build Processing Changes
  - On
Build Processing Changes
Mountain Climber 2.0 (100) for iOS has finished processing.
App Lifecycle

- Xcode
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- App Store
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- Product Page
TestFlight Update

Payam Yousefi, Software Engineer
Eliza: Have you tried the Forest app?

Do you want to check it out?

Yeah!!

Join the Forest Explorer beta
testflight.apple.com
“TestFlight Public Link reduced friction for our testers. It increased our tester pool in a way that's lightweight and easier to maintain, while providing us more than twice the amount of useful pre-release feedback.”

Lukas Blakk, Release Engineer, Snapchat
What to Test

Explorers, this is our biggest update ever!

- We've added 7-day weather forecasting with real-time condition updates.
- We fixed a bug that caused the app to crash when recording new hikes.

- Send Beta Feedback
- Beta Program Website

Information

App Details
Privacy Policy
テスト対象

探検者の皆さん、今回はこれまでで最大のアップデートです！

- 週間天気予報が追加され、リアルタイムで状況がアップデートされます。
- 新しいハイキングを記録するとAppがクラッシュするバグを修正しました。

メールフィードバックを送信

βテスターWebサイト

情報

Appの詳細

プライバシーポリシー
TestFlight Feedback
TestFlight Feedback

Tester onboarding
TestFlight Feedback

Tester onboarding

Screenshot feedback
TestFlight Feedback

Tester onboarding

Screenshot feedback

Crash feedback
TestFlight Feedback

Tester onboarding
Screenshot feedback
Crash feedback
Managing feedback in App Store Connect
Demo
Giving feedback with TestFlight
From the Developer

Forest Explorer
Version 2.3.1 (3)
Expires in 89 days

What to Test

Thanks for testing Forest Explorer! In this version, be on the lookout for issues in layout and usability.
- Forest Explorer

“Forest Explorer” Crashed
Do you want to share additional information with the developer?

No Thanks  Share
Feedback in App Store Connect

View and filter feedback
Feedback in App Store Connect

View and filter feedback

See tester device information
Feedback in App Store Connect

View and filter feedback

See tester device information

Download feedback
Feedback in App Store Connect

View and filter feedback

See tester device information

Download feedback

Disable tester feedback
Crash Feedback
Crash feedback from iOS 12 or earlier is not available from App Store Connect.

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Crash Feedback (June 5, 2019 at 12:07 PM)

Tester  
Cindy Cheung

Email  
cindy_cheung@icloud.com

Group  
Friends and Family

---

App

App Version
2.1.3 (3)

Device

Device
iPhone XS

iOS Version
13.0

Battery
99%

Carrier
Timezone
America/Los_Angeles

Architecture
ARM64

Connection Type
Wi-Fi

Wi-Fi Type
Disk Free

Screen Resolution
104.5 GB available of 118.9 GB

414pts by 736pts

Delete
OK
## Crash Feedback (June 5, 2019 at 12:07 PM)

<table>
<thead>
<tr>
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<tr>
<td>Cindy Cheung</td>
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**App Version**

2.1.3 (3)

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**Tester**: Cindy Cheung  
**Email**: cindy_cheung@icloud.com  
**Group**: Friends and Family

## App

**App Version**: 2.1.3 (3)

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**Architecture**: ARM64

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Crash feedback from iOS 12 or earlier is not available from App Store Connect.

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Screenshot Feedback
View the latest feedback from your testers.

Version 2.1.3  All Builds  All iOS Versions  All Devices  All Groups

- iPhone XR
- iPhone XS Max
- iPhone XS
- iPhone X
- iPhone 8
- iPhone 7 Plus
- iPhone SE
- iPad Pro (12.9-inch)
- iPad Pro (11-inch)
- iPad Air 2

Payam Yousefi
2.1.3 (3) · iPhone XS · iOS 13.0
It’s not very clear to me where the trails are located on the map.

Peter Jupp
2.1.3 (3) · iPhone XS · iOS 13.0

Cindy Cheung
2.1.3 (3) · iPad Air 2 · iOS 13.0

Dave Elfving
2.1.3 (3) · iPhone XS · iOS 13.0
The “Forest Explorer” typeface is off-centered and looks too large and off.
Screenshot Feedback
View the latest feedback from your testers.

Version 2.1.3  All Builds  All iOS Versions  iPhone SE  All Groups

Cindy Cheung  1d ago
2.1.3 (3) - iPhone SE - iOS 13.0
The cropping of this screen could be improved. I can't see the full image ...

Cindy Cheung  2d ago
2.1.3 (3) - iPhone SE - iOS 13.0
The tabs at the bottom of the screen are too small. I can't tap on...
Screenshot Feedback from Cindy Cheung

The cropping of this screen could be improved. I can't see the full image of the trails, and I can't tell what the status is. Please fix!

Submitted: Jun 4, 2019 at 9:41 AM
Email: cindy_cheung@icloud.com
Group: Friends and Family
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**Device**

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<td>America/Los_Angeles</td>
<td>ARM64</td>
</tr>
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<td>Connection Type</td>
<td>Disk Free</td>
<td>Screen Resolution</td>
</tr>
<tr>
<td>Wi-Fi</td>
<td>5.4 GB available of 30.96 GB</td>
<td>320pts by 568pts</td>
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**Delete**  
**OK**
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WWDC Edit
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Tester Management
Public Link
https://testflight.apple.com/join/AbcXYzR1

Tester Feedback
Disable

Testers (12)

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<tr>
<th>Invitation Type</th>
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<th>Sessions</th>
<th>Crashes</th>
<th>Feedback</th>
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<tr>
<td></td>
<td><a href="mailto:bmeenakshisundran@icloud.com">bmeenakshisundran@icloud.com</a></td>
<td>Installed 2.1.3 (3) Mar 10, 2019</td>
<td>8</td>
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<td></td>
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<td><a href="mailto:cvnthia_fono@icloud.com">cvnthia_fono@icloud.com</a></td>
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**Tester Feedback**
- **Enable**
- **Disable**

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Test Information

About TestFlight Data
TestFlight
developer.apple.com/download
App Lifecycle

- Xcode
- Upload
- TestFlight
- Analytics
- App Store
- Review
- Pricing
- Product Page
155 Territories
Payment Methods

Credit cards
Gift cards
Mobile carriers
Digital wallets
45

Currencies
Consolidated Payment
Subscription Price Tiers

200
Subscription Offers
Subscription Offers

Discount subscription price
Subscription Offers

Discount subscription price

Custom eligibility criteria
Subscription Offers

Discount subscription price

Custom eligibility criteria

Retain existing subscribers
Subscription Offers

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Retain existing subscribers
Win back subscribers
Subscription Offers

Discount subscription price

Custom eligibility criteria

Retain existing subscribers

Win back subscribers

In-App Purchases and Using Server-to-Server Notifications  
Friday 11:00

Subscription Offers Best Practices  
Friday 2:00
App Lifecycle

- Xcode
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- TestFlight
- Pricing
- App Store
- Review
- Analytics

Product Page
Forest Explorer
Go Wild and Discover New Trails and Parks

Forest Explorer has thousands of trails and destinations from around the globe to explore. Whether you're bushwhacking in backcountry or... more

Developer
Nature Lab

Ratings & Reviews

4.7
See All
5% English First Language
New Language Support
App Store Localization

Ethar Elsaka, Software Engineer
9 New Languages
37 Languages
Pop Quiz
اختبار
اختبار
تطبيق
لعب
تطبيق
Test

اختبار

تطبيق

تطبيق
Test

App
Arabic
عربي
Hebrew
עברית
Celebrating Batman

Brawl, sneak, and sleuth while toasting to the Dark Knights’s 80th birthday.

What the Heck Is a MOBA?

ماذا يعني الاختصار موبا؟ MOBA
Traveling as a family isn’t always pleasant, but it can be easier. These apps help you book the best seats for the best prices, keep the kids entertained, and (hopefully) enjoy your in-flight beverage.

For parents
Make travel the best part of your trip with these apps. Find comfy seats, then unwind by meditating, coloring, etc.
עבודה משכבה א-עבדות חוואתי. מווית הרוח תי עHomeController. בחוץ
החברה הדורשת שני מ-לארוונה המודים 22. Mac
Office 365 ל-22, Microsoft Office
ל-22, שישה שונות עבור ב-וירוסים שולחן, כ
שמתור בש-ב-וירוס, Mac-b, ש-ב-וירוס.
הbilit את בולחן. הקלי.

שתיים שורות מסומנות בטחון
PowerPoint Waterloo Office, מחשבים
אלכט ל-22, Riyadh, ה-ל-וירוסים ממוקד
 Lanscown, רדס. ברובים
שישים. מחשבים
ם-לארוונה המודים 22. Mac
ברובים לשון ב-וירוסים שולחן, כ
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הbilit את בולחן. הקלי.

Rob Howard, "אמרתי שזו Mac-Office
"אמרתי שזו Mac-Office".
ברך לשון ב-וירוסים ממוקד
 Lanscown, רדס. ברובים
שישים. מחשבים
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הbilit את בולחן. הקלי.

לנגה ב-חיתוך השורש לא כולל רכיבים. עם
בעבר Mac 365 גורם ל-22,ხבול שישכון ו-22, Mac
Office 365 גורם ל-22,ხבול שישכון ו-22, Mac
Office 365 ו-22,ם-לארוונה המודים 22. Mac
ברובים לשון ב-וירוסים שולחן, כ
שמתור בש-ב-וירוס, Mac-b, ש-ב-וירוס.
הbilit את בולחן. הקלי.
Demo
Product page localization
Forest Explorer has thousands of trails and destinations from around the globe to explore. Whether you're bushwhacking in backcountry or navigating through city parks, Forest Explorer is your go-to app for nature lovers.

Developer: Nature Lab

Ratings:

4.7 out of 5 stars

4,000 Ratings

4+ Age Rating

See All Ratings & Reviews
Welcome to TestFlight

Accept Invites
Accept invitations to beta programs and install the latest beta software.

Test Beta Apps
Test out new functionality before it's released on the App Store.

Provide Feedback
Help developers build better apps by providing feedback and reporting bugs.

Your email address and account will be linked when you accept an invitation. Beta feedback and device information will be shared with the developer and Apple. See how your data is managed...

Continue

مرحباً بك في TestFlight

قبول الدعوات
قبول الدعوات إلى الإصدارات التجريبية للبرنامج واتخاذ إصدار مزود للبرنامج.

اختبار النسخ التجريبية للتطبيقات
اختبار الوظائف الجديدة قبل أن يتم إصدارها في App Store.

إرسال الملاحظات
بناء التطبيقات المجنون من خلال إرسال ملاحظات وإبلاغ عن المشكلات.

سيتم ربط حسابك مع معلومات بريدك الإلكتروني عندما تقوم بقبول الدعوة. سيتم مشاركة معلومات الجهاز والإجراءات مع المطورين لغرض مراقبة، لعمليات مراقبة وإبلاغ بإمكان إكان.

تابع
App Store Localization

Reach new customers with localization
App Store Localization

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App Store supports 39 languages
App Store Localization

Reach new customers with localization

App Store supports 39 languages

Right-to-left support for the first time
App Store Localization

Reach new customers with localization

App Store supports 39 languages

Right-to-left support for the first time

Submit your Arabic and Hebrew localizations in App Store Connect today
انقر للاستكشاف حول العالم، سواء كنت تتجول حول العالم أو تبحث عن مسار للمشي، فإن لديك آلاف المسارات والوجهات في Forest Explorer.
Before App Review

Test your app
Before App Review

Test your app

Complete app metadata

Name

Description
Before App Review

Test your app
Complete app metadata
Update contact info

Email
Phone
Before App Review

Test your app
Complete app metadata
Update contact info
Credentials for demo account

Username
Password
Before App Review

- Test your app
- Complete app metadata
- Update contact info
- Credentials for demo account
- Explain non-obvious features
Frequent Review Feedback

Accurate screenshots
Frequent Review Feedback

Accurate screenshots

Only request login when required
Frequent Review Feedback

Accurate screenshots

Only request login when required

Clear purpose strings
Frequent Review Feedback

Accurate screenshots

Only request login when required

Clear purpose strings

Clear and simple subscriptions
App Lifecycle

- Xcode
- Upload
- TestFlight
- Pricing
- Product Page
- App Store
- Analytics
- Review
App Lifecycle

- Xcode
- Upload
- TestFlight
- Pricing
- Review
- Product Page
- App Store
- Analytics
4.7 out of 5, 24,467 Ratings

A trustworthy companion

ZigZag22
Mountain Climber is designed to help hikers and climbers find extensive details about trails in their area, and it does just that. I don’t use a lot of the social features that it offers, but I’m sure they’re great. It’s always been a reliable app, and it’s also saved me a few times thanks to the GPS tracking.

The app I’ve been looking for!

YanniOrLaurel
I just got into climbing recently, but have been finding that a lot of the trails around me are too strenuous. Mountain Climber has helped me find trails that are better suited for my experience level.

Packed with features

TrueNorth
There’s a few of these apps to choose from on the App Store, but IMO, Mountain Climber is the best one. It’s easy to navigate, has really useful information
App Lifecycle

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App Analytics for Mac Apps
App Analytics for Mac Apps

Impressions
App Analytics for Mac Apps

Impressions

Product page views
App Analytics for Mac Apps

Impressions

Product page views

App units
App Analytics for Mac Apps

Impressions

Product page views

App units

Sales
iOS App Deletions
App Store Connect  

App Analytics  

Forest Explorer  

Overview  
Metrics  
Sources  
Retention  

APP STORE  
Impressions  
Product Page Views  

SALES  
App Units  
In-App Purchases  
Sales  
PayPal Users  

USAGE  
Installations  
Sessions  
Active Devices  
Active Last 30 Days  
Crashes  

Deletions  

View By  
Add Filter  

63,019 Deletions  
Graph Only  
iOS 12+  

Last 30 Days (Apr 27-May 26)  

Line  
Days  

Date  
Deletions  

May 26  
2,529  

May 25  
2,451  

About App Analytics Data  

Last 24 Hours
$1.45M Sales ▲ 1.7%

Sales per Day

Name | Type | Platforms | Apple ID | Sales (USD) | Previous 7 Days | % Change
--- | --- | --- | --- | --- | --- | ---
1 Bag of Gems (Beach Racer) | In App | iOS | 1693876439 | $785K | $783K | ▲ 0.2%
2 Bucket of Gems (Beach Racer) | In App | iOS | 1664429630 | $428K | $415K | ▲ 3.1%
3 Barrel of Gems (Beach Racer) | In App | iOS | 1065010392 | $79.6K | $76K | ▲ 4.6%
4 Basic Subscription (Forest Explorer) | In App | iOS and tvOS | 840064633 | $62.4K | $61K | ▲ 2.1%
5 Purse of Gems (Beach Racer) | In App | iOS | 1268440325 | $51.2K | $49.7K | ▲ 3.1%
### Sales and Trends

$1.29M Sales ▲ 1.4%

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Platforms</th>
<th>Apple ID</th>
<th>Sales (USD)</th>
<th>Previous 7 Days</th>
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<tbody>
<tr>
<td>1 Bag of Gems</td>
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<tr>
<td>3 Barrel of Gems</td>
<td>In App</td>
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<td>1065010392</td>
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<tr>
<td>4 Event powerup 1</td>
<td>In App</td>
<td>iOS</td>
<td>1003304360</td>
<td>$0</td>
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</tbody>
</table>

**Graph:**
- **Sales per Day**
- **Date Range:** May 16 - May 22
- **Area Filters:**
  - Last 7 Days: May 16 - 22, 2019
  - UTC

**Additional Features:**
- **Content Filters:**
  - Bag of Gems
  - Bucket of Gems
  - Barrel of Gems
  - Event powerup 1
  - Add Filters
  - Clear All
$1.29M Sales ▲ 1.4%

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$1.29M Sales ▲ 1.4%

Sales per Day

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</table>

Last 7 Days: May 16 - 22, 2019
$622.8K Sales **237%**

<table>
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<tr>
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<th>Sales (USD)</th>
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More Information

developer.apple.com/wwdc19/301

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>App Store Connect and TestFlight Lab</td>
<td>Friday, 9:00</td>
</tr>
<tr>
<td>In-App Purchases and Subscriptions Lab</td>
<td>Friday, 3:00</td>
</tr>
</tbody>
</table>