Managing Your App in iTunes Connect

You use iTunes Connect to release and maintain versions of your app throughout the lifetime of the product on the store. iTunes Connect is also a marketing and business web tool that team members use to sign contracts, set up tax and banking information, and obtain sales and finance reports. During development, you enter metadata about your app, app services that it uses, and any version information in iTunes Connect. This chapter teaches you additional tasks you perform in iTunes Connect during development and distribution through the store.

Initially, only the individual who joins the Apple Developer Program has access to iTunes Connect. Because iTunes Connect is primarily used to manage the business aspects of your app, and people performing those types of tasks are typically not developers, you can tightly control access to iTunes Connect separately from your developer account. For example, you can add nondeveloper iTunes Connect users and control access to metadata by assigning roles and privileges.

iTunes Connect users with Admin, App Manager, and Developer roles perform a number of additional tasks, explained in this chapter, in support of the development team and related to submitting your app to the store:

1. Add iTunes Connect users to give other team members access to iTunes Connect.

2. Create your app record so you can configure key app services, and upload your app.

3. View the status of your app when you're ready to submit it or waiting for approval.

4. Change the availability date of an app version to release it.

5. View analytics and customer reviews after your app is available.

6. Create a new version of your app.

For complete documentation on iTunes Connect, refer to *iTunes Connect Developer Guide*.

About iTunes Connect User Roles and Privileges

The person who enrolls in the developer program—called the *team agent*—manages access privileges to iTunes Connect. For example, changing the price of an app is a task you likely want to limit to a small number of people in your organization. Access to the iTunes Connect tool is configured separately and is designed to be more fine-grained than the access you set for team members. In iTunes Connect, each user can be assigned one or more roles; each role has different privileges. These are the roles needed to perform the development tasks in this chapter:

- **Admin.** The Admin role can perform all tasks in iTunes Connect, except sign contracts. A team agent is always assigned the Admin role, and this access can't be revoked without changing which person on the team acts as the team agent. An admin can assign iTunes Connect roles to other people on the team.

- **App Manager.** The App Manager role can create apps and submit versions, edit store details, manage TestFlight builds and testers, manage iTunes Connect users and roles, grant users access to apps, and manage TestFlight users.

- **Developer.** The Developer role can upload builds, view store details, view TestFlight builds, manage internal TestFlight testers, view crash logs, manage in-app purchases, and enter Game Center information.
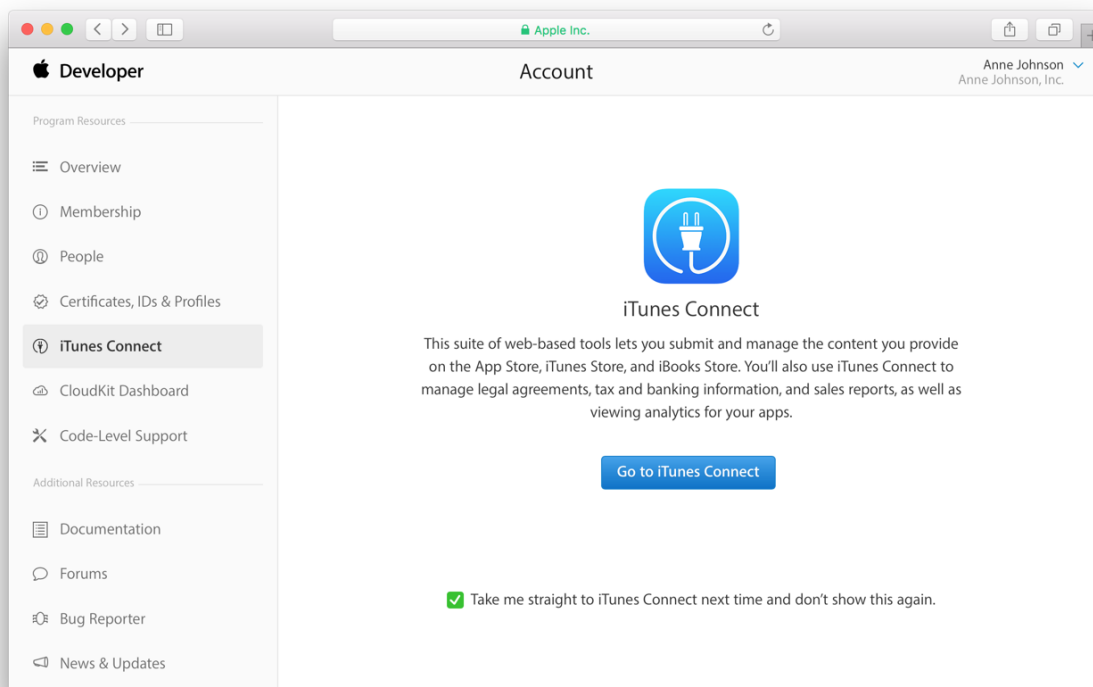
To view details on all the roles and privileges in iTunes Connect, see Adding iTunes Connect Users and Viewing Roles.
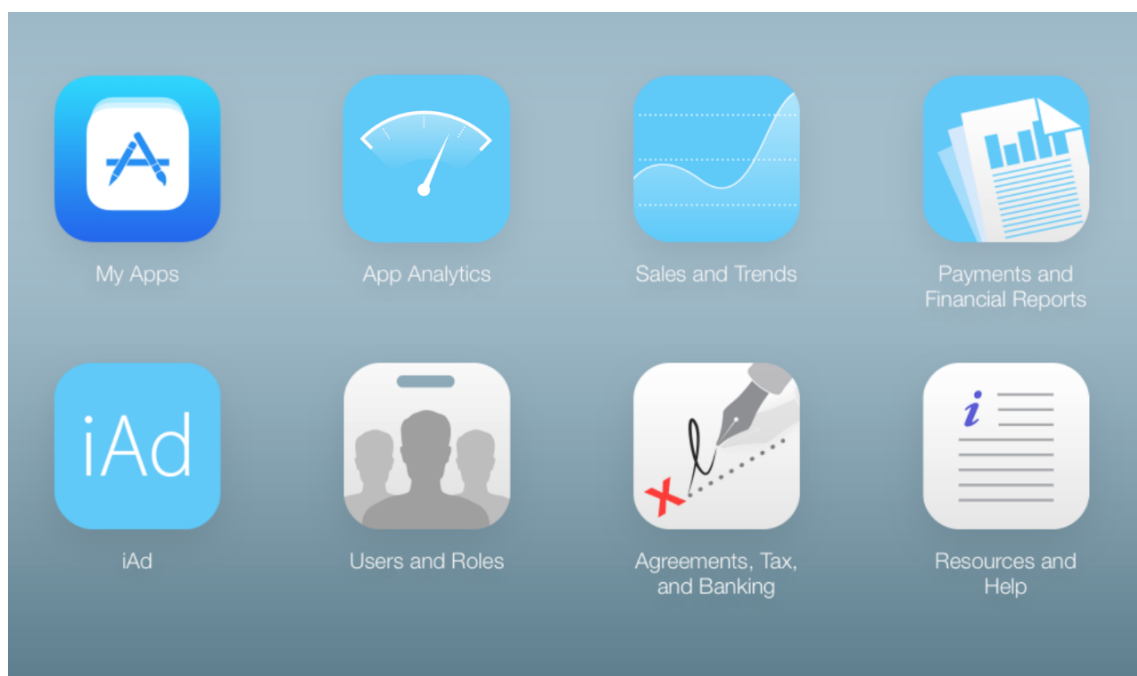
Accessing iTunes Connect

iTunes Connect is the repository for all store-related assets, including the builds of your app that you upload using Xcode. You access iTunes Connect from your developer account or by going directly to the iTunes Connect website.

To go to iTunes Connect from Your Developer Account

1. Sign in to developer.apple.com/account, and click iTunes Connect in the left column.

2. Select "Take me straight to iTunes Connect…" and click Go to iTunes Connect.

The iTunes Connect homepage appears showing the sections that contain tasks you can perform depending on your role.

The next time you click iTunes Connect in the left column, you won't need to sign in to iTunes Connect.

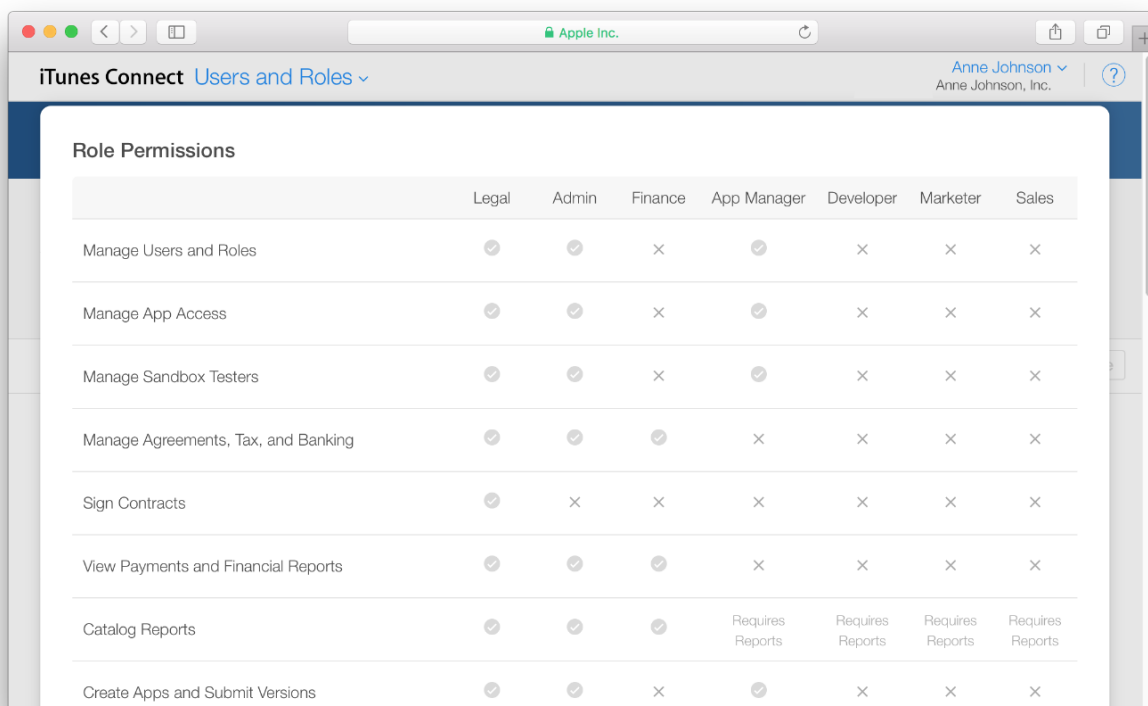# Adding iTunes Connect Users and Viewing Roles

The team agent can add iTunes Connect users and change their roles. Before adding users, review the privileges for each role in iTunes Connect.

To view the privileges for each role

1. Sign in to iTunes Connect.

2. Click "Users and Roles."

3. Select an Apple ID from the list of users.

4. Click Roles.

5. Click the question mark next to Role and in the text that appears, select "View role permissions."

   A table appears showing the responsibilities for each role.

Role Permissions	Legal	Admin	Finance	App Manager	Developer	Marketer	Sales
Manage Users and Roles	✓	✓	✕	✓	✕	✕	✕
Manage App Access	✓	✓	✕	✓	✕	✕	✕
Manage Sandbox Testers	✓	✓	✕	✓	✕	✕	✕
Manage Agreements, Tax, and Banking	✓	✓	✓	✕	✕	✕	✕
Sign Contracts	✓	✕	✕	✕	✕	✕	✕
View Payments and Financial Reports	✓	✓	✓	✕	✕	✕	✕
Catalog Reports	✓	✓	✓	Requires Reports	Requires Reports	Requires Reports	Requires Reports
Create Apps and Submit Versions	✓	✓	✕	✓	✕	✕	✕

To add an iTunes Connect user or change user roles, read Setting Up User Accounts in *iTunes Connect Developer Guide*.

Creating an App Record

Certain app services require you to create an app record and enter the bundle ID using iTunes Connect during development. Later, you also need to create an app record in iTunes Connect to upload your app for distribution. When you're ready to create your app record, read Creating an iTunes Connect Record for an App in *iTunes Connect Developer Guide*. To learn about other information you enter in iTunes Connect, and to view the versions and builds you upload to iTunes Connect, read Viewing and Changing Your App's Metadata.

Creating a Universal Purchase (iOS, tvOS)

A *universal purchase* allows you to distribute a related iOS and tvOS app together. To create a universal purchase, the tvOS app must use the same bundle ID and app record as the iOS app, have its own version in the app record, and be uploaded from a separate Xcode project. The tvOS app may have different version numbers and build strings as the iOS app.

> **Note:** You don't need to create a universal purchase for a watchOS app because it is already included in the same Xcode project as an iOS app.

To add a tvOS app to an iOS app record

1. In Xcode, create a separate project for the tvOS app.

2. Select the tvOS target and set the bundle ID to the iOS app's bundle ID.
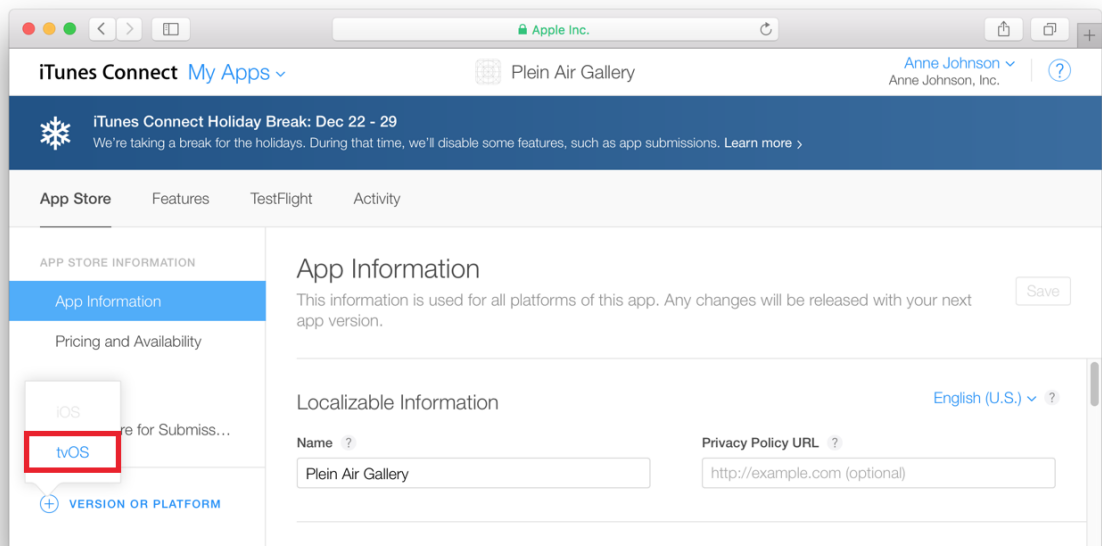
3. Set the version number and build string.

   The tvOS app can have different version and build numbers than the iOS app.

4. On the iTunes Connect homepage, click My Apps.

5. Click the iOS app you want to edit.

6. In the left column, from the "Version or Platform" pop-up menu, choose tvOS.

   A version record for the tvOS app appears under tvOS App.

7. To enter the version information, click the tvOS version record.

   Enter the information needed for the tvOS app on the right.

8. In Xcode, upload the tvOS app to iTunes Connect.

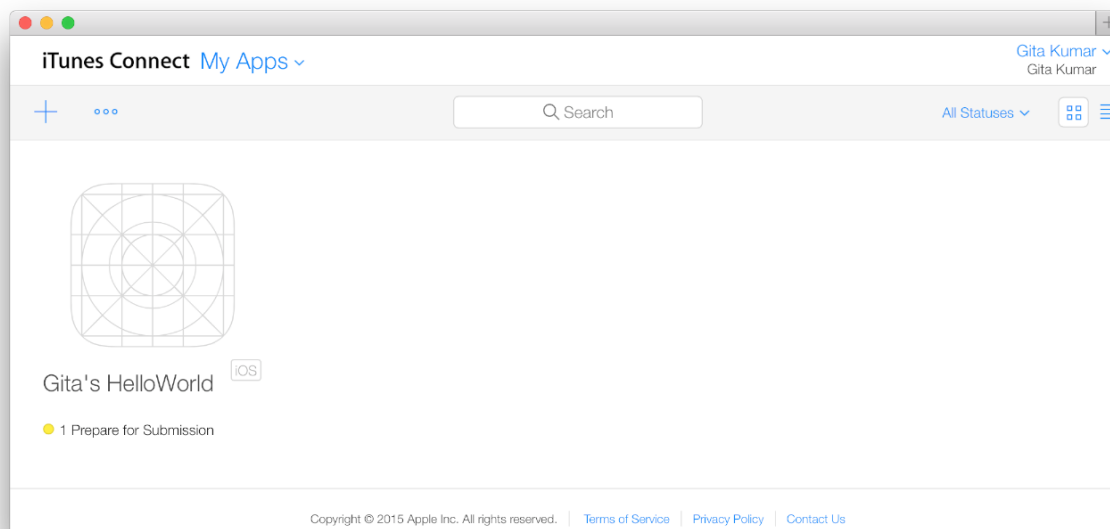   iTunes Connect adds the build to the tvOS version.

For more information on universal purchase, go to Universal Purchase of iOS and tvOS Apps.

Viewing the Status of Your App

You can view the status of your app in iTunes Connect.

To view the status of your app

1. Sign in to iTunes Connect.

2. On the iTunes Connect homepage, click My Apps.

3. Locate the app you want to edit.

The status of each version of your app appears below the icon and title.

4. Click the large icon or app name to see more details.

For details on each status and to change the availability date of your app, read Viewing and Changing Your App's Status and Availability in *iTunes Connect Developer Guide*.

Viewing Analytics

If you have the admin, finance, or sales role, view app analytics to track user app acquisition, usage, and monetization. On the iTunes Connect homepage, click App Analytics to view the data collected for each app. To learn more about understanding your analytics, read App Analytics User Guide.
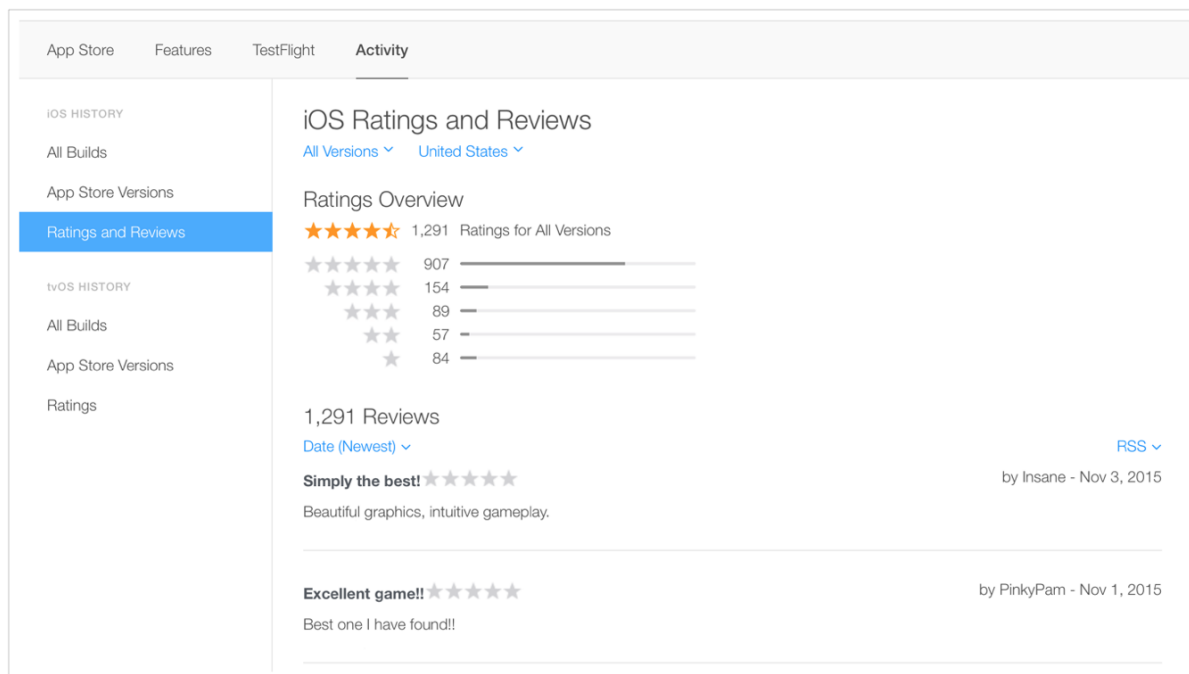
Viewing Customer Reviews

You can view the most recent feedback from your users for an app that is available on the store.

To view customer reviews

1. Sign in to iTunes Connect.

2. On the iTunes Connect homepage, click My Apps.

3. Locate the app, and click the large icon or app name.

4. Click Activity.

5. Click either Ratings and Reviews or Ratings under the appropriate platform to view ratings and reviews for that platform.

   The list of customer reviews appears.

Creating New Versions of Your App

To create new versions of your app, read Replacing Your App with a New Version in *iTunes Connect Developer Guide*.

Recap

In this chapter, you learned how to grant access to iTunes Connect and perform common iTunes Connect tasks performed by team members during development.