iTunes Connect
Sales and Trends Guide: App Store

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Revision History

February 13, 2014—v11. Updates for Sales and Trends redesign.

October 17, 2013—v10. Updates to Autoingestion instructions. Update for the Category field.

April 9, 2013—v9. Weekly reports are now available for the previous 26 weeks. Daily reports are now available for the previous 30 days.

March 6, 2013—v8. Updates for Sales and Trends redesign. Monthly summary reports for the previous 12 months are now available. Yearly summary reports for all previous years can be downloaded. Graph and sales data can be filtered by free or paid content.

November 6, 2012—v7. Major content revision.

Sales and Trends

Sales and Trends on iTunes Connect allows you to:

- View sales within a selected time period

- Group your sales data (for example, by territory)

- Filter sales by one or more values (for example, by content title and transaction type)

Top Content Page

The Sales and Trends homepage shows sales information for all of your top content by default.
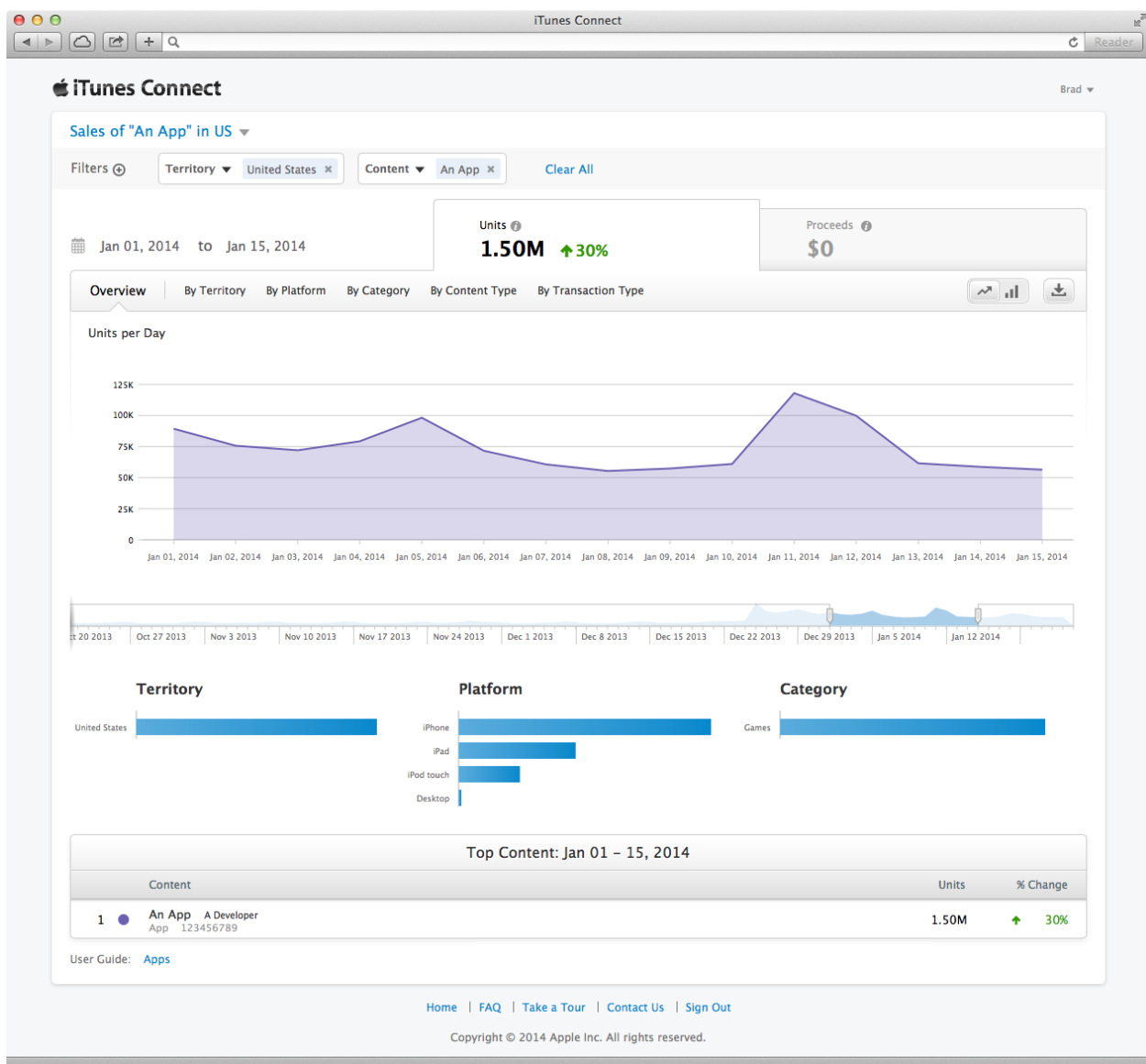
Tabs

View your completed sales by units or by proceeds (in U.S. dollars), or view pre-orders, by selecting the appropriate tab.

The number below the tab name represents the total sales for the current period in the date selector. You can also view the percentage of change between a selected period and the one before it. For example, the units from this week will be compared to the units from last week.

Date

Choose any time period in the Date section. You can click a predefined period (for example, Last 7 Days) or enter a date range.

Date Slide Control

You can also choose a period with the date slider below the main graph: drag the left and right handles to set the beginning and end dates. You can then click and drag the specified time window forward and backward in time, if desired.

Group By

You can group your sales data by various criteria. For example, to view sales across multiple territories, choose By Territory.

Filters

Use filters to create customized sales views. For example, you can view just the sales of a specific app within a specific territory. To return to the default view, click Clear All.

Graph

The graph displays your data according to your chosen date range, group, and filters.

Charts

Below the graph, bar charts display sales by territory and category. Click any bar in the charts to add that territory or category to your filters. Note that books is the only content type available to book providers.

Table

The table at the end of the page displays total sales, revenue, or pre-orders, based on the chosen date range, group, and filters.

Click any row in the table to add the corresponding value to your filters. This will also update the table content to display subgroups automatically. For example, if you group by territory and click the Europe row, the table displays sales, revenue, or pre-orders for all European App Store territories.

Top Content Page Features

Saved Views

To save your current chosen date range, group, and filter selections, click Save next to Untitled Report. You can later choose your saved views from the Top Content menu.

Export

To download the data currently displayed by the graph, or copy it to the clipboard, click the download button in the upper right of the graph.

Custom Territory Groups

To create custom territory groups that filter your content according to territories you've selected, choose Create Custom Territory Group from Territory in the Filters menu.

Reports Page

Download your Sales and Trends reports by choosing Reports from the Top Content menu. If you have more than one contract, choose the vendor for each of your contracts.
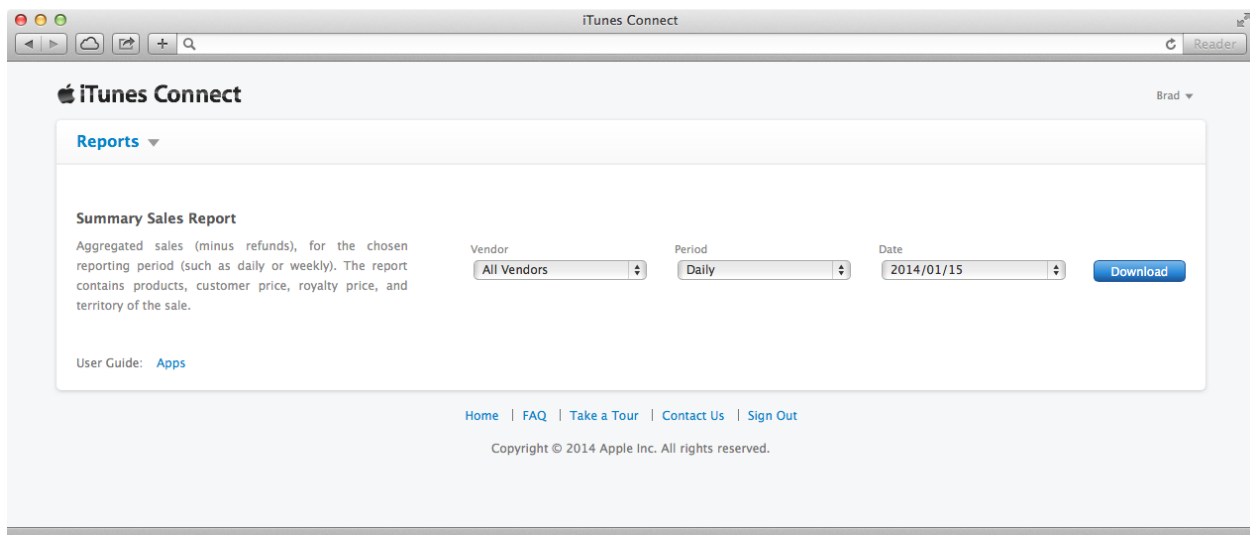
Downloading Reports

To download a report, choose a vendor, report period, and date. Reports are delivered in the ZIP file format and contain tab-delimited text. For a complete list of all report fields, see Appendix A, Appendix B, and Appendix L.

Reports are only available at certain times and only retained for certain periods. Reports should be downloaded regularly for your records.

- Daily reports include data for the previous day in the selected territory and are retained for 30 days.
- Weekly reports include data starting on Monday and ending on Sunday of the previous week. Weekly reports are available on Mondays and retained for 26 weeks.
- Monthly reports are available five days after the month's end date and are retained for 12 months.
- Yearly reports are available six days after the year's end date and are retained indefinitely.

- All reports are generally available by 9:00 a.m. Pacific Time (PT).

Apple does not store or regenerate the data after these periods have expired. For more information on the definition of day and week, see Appendix C.

Downloading Newsstand Reports

If you have one or more Newsstand apps available on the App Store, you can download Detailed Sales reports. If your app has auto-renewable In-App Purchase subscriptions, you can download Opt In reports, which contain contact information for customers who chose to opt in to share personal information. Both reports are available via the Reports page and Autoingestion.

Opt In reports are delivered in a compressed, password-protected ZIP file format and contains tab-delimited text. To open the file, use a decompression tool that supports password-protected ZIP files. The password is provided on the Reports page.
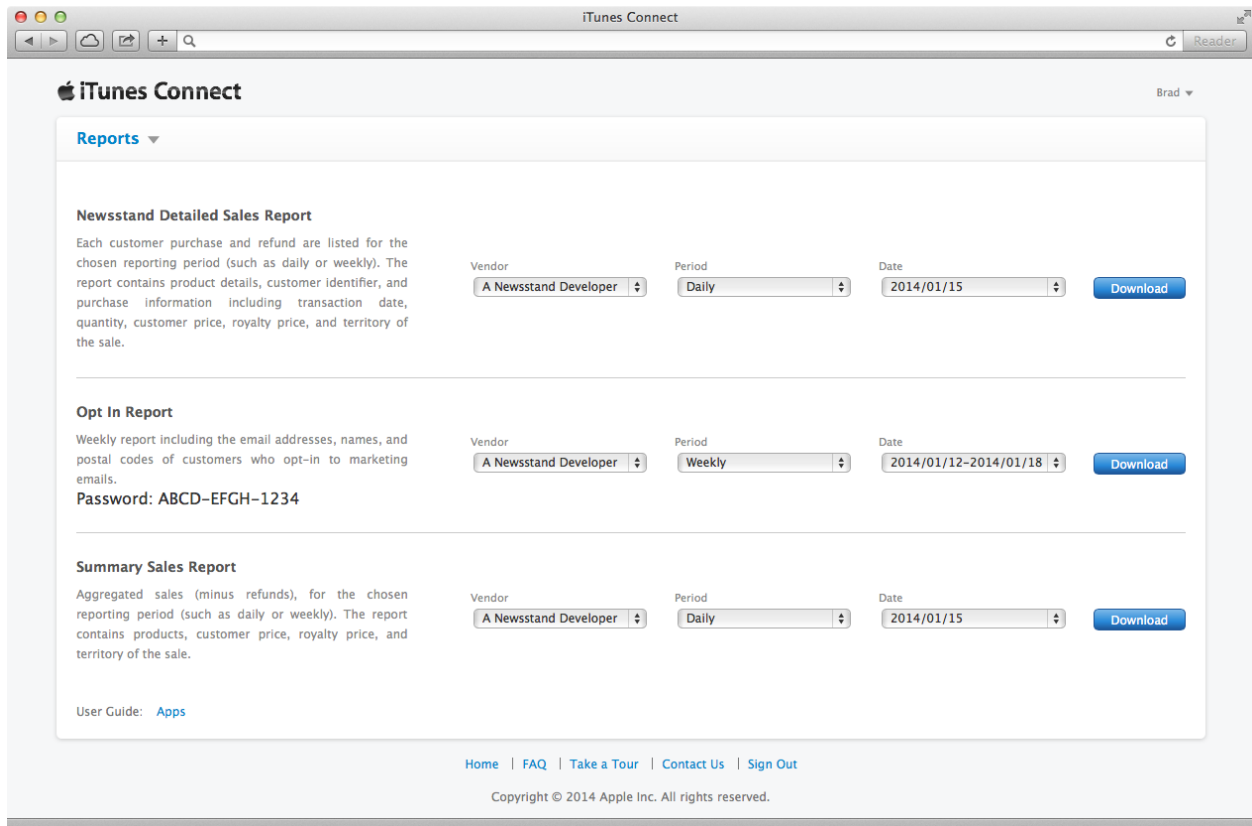
Autoingestion Tool

To automate the download of your Sales and Trends reports, you can use Apple's Java-based Autoingestion tool to retrieve the reports listed below.

Report Type	Report Subtype	Date Types
Sales	Summary	Daily, Weekly, Monthly, Yearly
Sales	Opt-In	Weekly
Newsstand	Detailed	Daily, Weekly

Instructions

Follow the steps below to set up and use the Autoingestion tool. Note that Java 1.6 or later is required:

- Download the Autoingestion.class file to the directory where you want the reports delivered.
    - You must not alter or disseminate the Autoingestion tool for any reason. Apple reserves the right to revoke access for usage or distribution beyond its intended use.
- Because Autoingestion requires authentication, you must create a properties file that contains your Apple ID and password in the format below. Note that parameters with <> are placeholders; you must insert your own values.

```
userID = <Apple_ID>
password = <password>
```

- The properties file must use the file extension ".properties" and can only contain one Apple ID and password. Save the properties file in the same directory as Autoingestion.class.

- To retrieve a report, open a command line in a tool such as the Terminal app in OS X, change to the directory where Autoingestion.class is located and run the command below.

```
java Autoingestion <properties_filename> <vendor_id> <report_type>
<date_type> <report_subtype> <date>
```

- The table below describes the parameters and values that Autoingestion uses.

  - All parameters are required, except for the date. If the date parameter is not provided, the latest available report will be downloaded.

  - You must delimit parameters with a space.

  - Autoingestion also supports encoded parameters. For details, see Appendix N.

Parameter	Values	Notes
properties_filename	Name of the properties file	Make sure the file extension is ".properties". For example, jane_doe.properties.
vendor_id	Your unique vendor number	The vendor ID for which you want to download the report. For example, 80012345.
report_type	Sales or Newsstand	
date_type	Daily, Weekly, Monthly, Yearly	
report_subtype	Summary, Detailed, or Opt-In	Opt-In only applies to Sales report.
date (optional)	YYYYMMDD (Daily or Weekly) YYYYMM (Monthly) YYYY (Yearly)	The date of the report you are requesting. Date parameter is optional. If it is not provided, you will get the latest report available.

Examples

The examples below assume that the user Jane Doe, who works for a company with the vendor ID 80012345, has created a properties file called jane_doe.properties that is located in the same directory as Autoingestion.class:

Example	Command
Summary of sales for Sep 19, 2013	`java Autoingestion jane_doe.properties 80012345 Sales Daily Summary 20130919`
Summary of sales for Sep 2013	`java Autoingestion jane_doe.properties 80012345 Sales Monthly Detailed 201309`

Example	Command
Opt-In report for week ending Sep 15, 2013	`java Autoingestion jane_doe.properties 80012345 Sales Weekly Opt-In 20130915`
Detailed Newsstand report for week ending Sep 15, 2013	`java Autoingestion jane_doe.properties 80012345 Newsstand Weekly Detailed 20130915`

Reading Reports
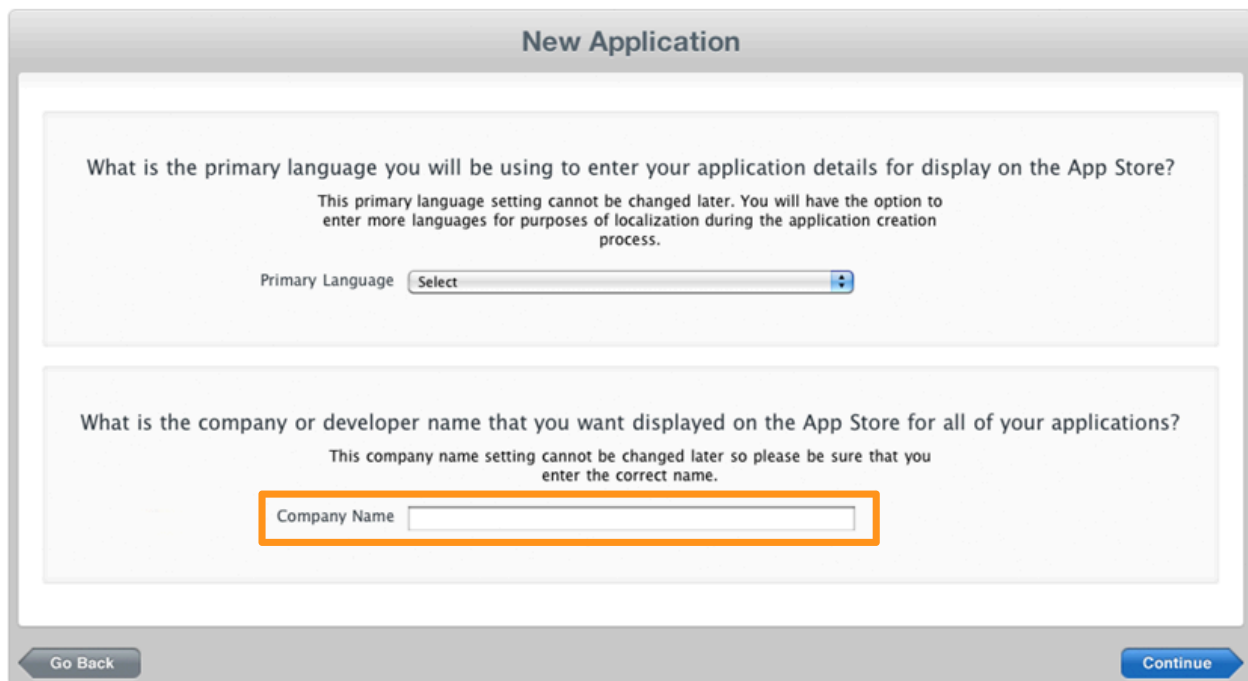
All reports contain a header row with the field names for each column. The reports include transactions that can be tracked by ISBN, vendor ID, or Apple ID. For a complete list of report fields, see Appendix A, Appendix B, and Appendix L. For a description of report naming conventions, see Appendix M.

Key Field Mapping

The following screenshots will help you understand which fields in the report were set up by you on iTunes Connect and where they are on the App Store.

Developer Field

The Developer field in the report is provided on iTunes Connect when you are adding a new app. The field on iTunes Connect is called Company Name.

On the App Store, this field is displayed on the app's product page after the genre.

App Store › Entertainment › Apple®

Remote
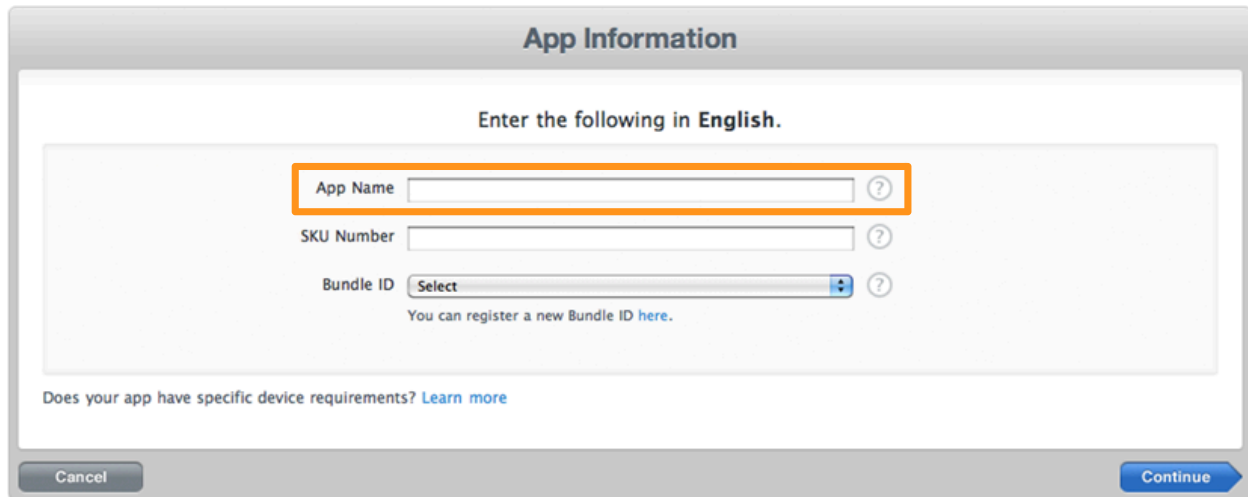
Description

Control iTunes and Apple TV using your iPhone, iPod touch, or iPad over y
right in front of your computer or Apple TV. From anywhere in your home c
flick of your finger, you can even control every aspect of the Apple TV user i

Apple® Web Site ›   **Remote Support** ›   **Application License Agreem**

Title Field

The Title field in the report is provided on iTunes Connect when you are adding a new app. The field on iTunes Connect is called App Name.

On the App Store, this field is displayed at the top of the app's product page.
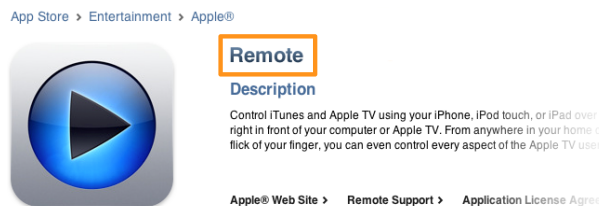
SKU Field

The SKU field in the report is provided on iTunes Connect when you are adding a new app. The field on iTunes Connect is called SKU Number.

The SKU field is not displayed on the App Store.

Apple ID

The Apple ID included in each row of your sales reports is the unique product identifier assigned to your app by Apple. Note that this is different from the Apple ID that you use with your password to sign in. If you contact support, include the Apple ID of your app. You can also access an app's Apple ID by using the links on the App Store:
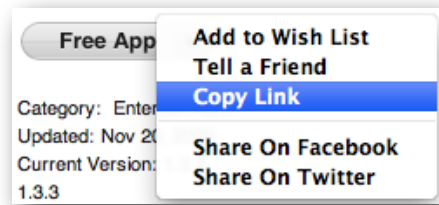
Click Copy Link. The copied link looks similar to the link below. The number in bold is the app's Apple ID.

itunes.apple.com/us/app/remote/id**284417350**?mt=85

Understanding Units

Reports are designed to provide information about the activity of your apps on the App Store. This can result in many lines for a given product. For each product with an Apple ID and SKU, units are split into:

- Storefront and country code

- Sales and refunds

- Product type

- Price

- Promo code

- App version

Examples

Below are example descriptions of how units are grouped and displayed in preview and in the downloaded reports.

- **Example 1:** If you have one product and you are selling the product in the U.S., you will see one row (for U.S. sales). This example does not include refunds, price changes, or promo codes for that period.

- **Example 2:** If you are selling 30 products in the U.S., and ten of the products have refunds, the preview and the downloaded report will have 40 rows. You will see one row for sales and one row for refunds.

- **Example 3:** If you are selling 30 products in the U.S., and five products have a price change in the middle of the week, your full report and your previews will have 35 rows. You will see two lines per app with a price change.

- **Example 4:** If ten new customers purchase your app, and ten existing customers update to the latest version of your app in the U.S., your preview and downloaded report will have one row for purchases and one row for updates.

- **Example 5:** If ten customers purchase version 1.1 of your product in the U.S., and those same customers then update to version 1.2 of the same product, your preview and downloaded report will have two rows, one row for purchases of version 1.1 and one row for updates to version 1.2.

Contact Us

If you have any questions or have difficulties viewing or downloading your Sales and Trends reports, use Contact Us on iTunes Connect.

For Sales and Trends inquiries, choose the Sales and Trends topic, then choose the subtopic you need help with. Provide as much detail as you can to help us replicate and resolve the issue.

Appendix A - Sales Report Field Definitions

The definitions apply to Daily and Weekly Reports.

Report Field	Report Data Type	Values	Notes
Provider	CHAR(5) - APPLE	Up to 5 Characters	The service provider in your reports (typically Apple).
Provider Country	CHAR(2) - US	Up to 2 Characters	The service provider country code (typically U.S.).
SKU	VARCHAR(100)	Up to 100 Characters	A product identifier provided by you during app setup.
Developer	VARCHAR(4000)	Up to 4000 Characters	Provided by you during the initial account setup.
Title	VARCHAR(600)	Up to 600 Characters	Provided by you during app setup.
Version	VARCHAR(100)	Up to 100 Characters	Provided by you during app setup.
Product Type Identifier	VARCHAR(20)	Up to 20 Characters	Defines the type of transaction (for example, initial download, update, and so on). For more information, see Appendix D.
Units	DECIMAL(18,2)	Up to 18 Characters	The aggregated number of units.
Developer Proceeds (per item)	DECIMAL(18,2)	Up to 18 Characters	The proceeds for each item delivered.
Begin Date	Date	Date in MM/DD/YYYY	Start date of report.
End Date	Date	Date in MM/DD/YYYY	End date of report.
Customer Currency	CHAR(3)	Up to 3 Characters	Three-character ISO code indicating the customer's currency. For more information, see Appendix G.
Country Code	CHAR(2)	Up to 2 Characters	Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Appendix E.
Currency of Proceeds	CHAR(3)	Up to 3 Characters	The currency in which your proceeds are earned. For more information, see Appendix G.
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	The Apple ID for your app.
Customer Price	DECIMAL(18,2)	Up to 18 Characters	Price displayed on the App Store.

Report Field	Report Data Type	Values	Notes
Promo Code	VARCHAR(10)	Up to 10 Characters	If the transaction was part of a promotion, this field will contain a value. This field is empty for all nonpromotional items. For more information, see Appendix F.
Parent Identifier	VARCHAR(100)	Up to 100 Characters	In-App Purchases will show the SKU of the associated app.
Subscription	VARCHAR(10)	Up to 10 Characters	Defines whether an auto-renewable subscription is new or a renewal. For more information, see Appendix H.
Period	VARCHAR(30)	Up to 30 Characters	Defines the duration of an auto-renewable subscription purchase. For more information, see Appendix H.
Category	VARCHAR(50)	Up to 50 Characters	

[1] Apple generally does not modify this field. Whatever you provided when setting up your app is in the report.

Appendix B - Opt-In Report Field Definitions

The definitions apply to Weekly Opt-In Reports.

Report Field	Report Data Type	Values	Notes
First Name	VARCHAR(100)	Up to 100 Characters	Customer's first name.
Last Name	VARCHAR(100)	Up to 100 Characters	Customer's last name.
Email Address	VARCHAR(100)	Up to 100 Characters	Customer's email address.
Postal Code	VARCHAR(50)	Up to 50 Characters	Customer's postal code.
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	The Apple ID for your app.
Report Start Date	DATE	Date in MM/DD/YYYY	Date of start of report.
Report End Date	DATE	Date in MM/DD/YYYY	Date of end of report.

Appendix C - Definition of Day and Week

How is a day defined for these reports?

A day starts at 12:00:00 a.m. and ends at 11:59:59 p.m. in the territory's time zone (see table below).

How is a week defined for these reports?

A week starts on Monday at 12:00:00 a.m. and ends on Sunday at 11:59:59 p.m.

What time is the report date based on?

Territory	Time Zone
U.S., Canada, Latin America	Pacific Time (PT)
Europe, Middle East, Africa, Asia Pacific	Central Europe Time (CET)
Japan	Japan Standard Time (JST)
Australia, New Zealand	Western Standard Time (WST)

Appendix D – Product Type Identifiers

Product Type Identifier	Type	Description
1	Free or paid app	iPhone and iPod touch (iOS)
7	Update	iPhone and iPod touch (iOS)
IA1	In-App Purchase	Purchase (iOS)
IA9	In-App Purchase	Subscription (iOS)
IAY	In-App Purchase	Auto-renewable subscription (iOS)
IAC	In-App Purchase	Free subscription (iOS)
1F	Free or paid app	Universal (iOS)
7F	Update	Universal (iOS)
1T	Free or paid app	iPad (iOS)
7T	Update	iPad (iOS)
F1	Free or paid app	Mac app
F7	Update	Mac app
FI1	In-App Purchase	Mac app
1E	Paid app	Custom iPhone and iPod touch (iOS)
1EP	Paid app	Custom iPad (iOS)
1EU	Paid app	Custom universal (iOS)

Appendix E – Country Codes

Country Code	Country Name	Country Code	Country Name	Country Code	Country Name
AL	Albania	GR	Greece	PA	Panama
DZ	Algeria	GD	Grenada	PG	Papua New Guinea
AO	Angola	GT	Guatemala	PY	Paraguay
AI	Anguilla	GW	Guinea-Bissau	PE	Peru
AG	Antigua and Barbuda	GY	Guyana	PH	Philippines
AR	Argentina	HN	Honduras	PL	Poland
AM	Armenia	HK	Hong Kong	PT	Portugal
AU	Australia	HU	Hungary	QA	Qatar
AT	Austria	IS	Iceland	KR	Republic Of Korea
AZ	Azerbaijan	IN	India	MD	Republic Of Moldova
BS	Bahamas	ID	Indonesia	RO	Romania
BH	Bahrain	IE	Ireland	RU	Russia
BB	Barbados	IL	Israel	ST	São Tomé and Príncipe
BY	Belarus	IT	Italy	SA	Saudi Arabia
BE	Belgium	JM	Jamaica	SN	Senegal
BZ	Belize	JP	Japan	SC	Seychelles
BJ	Benin	JO	Jordan	SL	Sierra Leone
BM	Bermuda	KZ	Kazakhstan	SG	Singapore
BT	Bhutan	KE	Kenya	SK	Slovakia

Country Code	Country Name	Country Code	Country Name	Country Code	Country Name
BO	Bolivia	KW	Kuwait	SI	Slovenia
BW	Botswana	KG	Kyrgyzstan	SB	Solomon Islands
BR	Brazil	LA	Lao, People's Democratic Republic of	ZA	South Africa
VG	British Virgin Islands	LV	Latvia	ES	Spain
BN	Brunei	LB	Lebanon	LK	Sri Lanka
BG	Bulgaria	LR	Liberia	KN	St. Kitts and Nevis
BF	Burkina Faso	LT	Lithuania	LC	St. Lucia
KH	Cambodia	LU	Luxembourg	VC	St. Vincent and The Grenadines
CA	Canada	MO	Macau	SR	Suriname
CV	Cape Verde	MK	Macedonia	SZ	Swaziland
KY	Cayman Islands	MG	Madagascar	SE	Sweden
TD	Chad	MW	Malawi	CH	Switzerland
CL	Chile	MY	Malaysia	TW	Taiwan
CN	China	ML	Mali	TJ	Tajikistan
CO	Colombia	MT	Malta	TZ	Tanzania
CG	Congo, Republic of the	MR	Mauritania	TH	Thailand
CR	Costa Rica	MU	Mauritius	TT	Trinidad and Tobago
HR	Croatia	MX	Mexico	TN	Tunisia
CY	Cyprus	FM	Micronesia, Federated States of	TR	Turkey

Country Code	Country Name	Country Code	Country Name	Country Code	Country Name
CZ	Czech Republic	MN	Mongolia	TM	Turkmenistan
DK	Denmark	MS	Montserrat	TC	Turks and Caicos
DM	Dominica	MZ	Mozambique	UG	Uganda
DO	Dominican Republic	NA	Namibia	UA	Ukraine
EC	Ecuador	NP	Nepal	AE	United Arab Emirates
EG	Egypt	NL	Netherlands	GB	United Kingdom
SV	El Salvador	NZ	New Zealand	US	United States
EE	Estonia	NI	Nicaragua	UY	Uruguay
FJ	Fiji	NE	Niger	UZ	Uzbekistan
FI	Finland	NG	Nigeria	VE	Venezuela
FR	France	NO	Norway	VN	Vietnam
GM	Gambia	OM	Oman	YE	Yemen
DE	Germany	PK	Pakistan	ZW	Zimbabwe
GH	Ghana	PW	Palau		

Appendix F – Promotional Codes

The promo code field values indicate the type of code used. Only one value is possible per line in the report. Note that "null" means that this is a standard transaction. The values below can appear in the promo code field.

Promo Code	Description
CR - RW	Promotional codes where the proceeds have been waived. The customer price will be 0 and the proceeds will be 0. These transactions are redemptions of iTunes Connect Developer Codes.
GP	Purchase of a gift.
GR	Redemption of a gift. (Deprecated in September 2013.)
EDU	Education Store transaction.

Appendix G – Currency Codes

Currency Code	Currency Name
AUD	Australian Dollar
CAD	Canadian Dollar
CHF	Swiss Franc
DKK	Danish Krone
EUR	Euro
GBP	Pound Sterling
JPY	Japanese Yen
MXN	Mexican Peso
NOK	Norwegian Krone
NZD	New Zealand Dollar
SEK	Swedish Krona
USD	United States Dollar

Appendix H - Subscription and Period Field Values

The Subscription field indicates whether the purchase of the auto-renewable subscription purchase is new or a renewal.

Subscription Field Value
New
Renewal

The Period field indicates the duration of the auto-renewable subscription purchase or renewal.

Period Field Value
7 Days
1 Month
2 Months
3 Months
6 Months
1 Year

Appendix I - FAQ

What does each column represent in my reports?

To find out what each column represents, see Appendix A and Appendix B.

Why am I seeing differences between Financial Reports and Sales and Trends reports?

The difference between the two reports is the timeframe. Daily and weekly Sales and Trends reports are real-time and based on customer interactions. Monthly Payments and Financial reports are based on actual financial transactions in our system.

Note that weekly Sales and Trends reports end on Sunday and start on Monday, while the Payment and Financial reports are based on Apple Fiscal Quarters that always end on a Saturday. The timeframe difference between the Sales and Trends reports and the Payments and Financial reports is intentional. Combining the reports is not recommended because of the timeframe and reporting difference.

Do weekly reports include the daily reports?

Yes, weekly reports include the daily reports. Daily and weekly Sales and Trends reports are based on the same customer interactions.

Why do I see a high volume of sales for a short period of time followed by a significant drop?

It is common that some items see a significant increase in sales and, after a short period, the numbers return to normal. This is generally due to promotional activities by blogs or a sales campaign that might be associated with your content.

Why can't I see any sales for a particular item?

This can be an indication of an item not being available on the store. Check the product availability on iTunes Connect and ensure that the latest contracts are agreed to and in place. If your contracts are in place, go to the Rights and Pricing area in the Manage Your Applications module on iTunes Connect and ensure your app is cleared for sale.

How can I identify refunds?

To monitor your refund rate, the Sales and Trends reports show refunds by product. Refund transactions have a negative unit value.

Why there are refunds on my reports?

Apple will provide a refund if the customer experience was unsatisfactory due to the app's content or quality.

You can monitor the rate of refunds and the content that is refunded and use it as an indication of content quality.

Appendix J - Sample Sales Report

To help you interpret the sales report, see the sample report below.

Price fields are dependent on the store in the territory[1] from which the customer purchases the app, and the price at the time of purchase.[2]

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU1	Apple Inc.	App-1	1.0.0	1	352	3.65	GBP	GB	GBP	123456789	5.99

Reading the Report

The example above is the most common scenario:

SKU	The SKU attached to this app by the developer (SKU1).
Developer	The developer name or company that the app is sold under (Apple Inc.).
Title	The name of the app (App-1).
Product Type Identifier	The type of transaction (1).
Units	The number of units sold for a given day or week (352).
Developer Proceeds	Proceeds, after commission, you will receive for each app sale (3.65).
Customer Currency	The currency in which the customer purchased the app (GBP - Pound Sterling).
Currency of Proceeds	The currency in which your proceeds were earned (GBP - Pound Sterling).
Customer Price	The price paid by the customer for the app (5.99).

[1] With more territories added, the price fields may be differentiated further.

[2] If you change your app's price during the reporting period, the report will show multiple prices for the same country.

Additional Reporting Scenarios

Below is one additional scenario and sample extract to help you further understand your reports. In your reports, the Product Type Identifier denotes the type of transaction. The identifier must be taken into account in all of the scenarios below. For a list of all identifier types, see Appendix D.

Scenario 1 (Product Type Identifier is 1; Units is 16; Developer Proceeds is 4.86)

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU1	Apple Inc.	App-1	1.0.1	1	16	4.86	8/30/10	8/30/10	EUR	AT	EUR	123456789	7.99

The Developer Proceeds value is always 0 for free apps and greater than 0 for paid apps.

Scenario 2 (Product Type Identifier is 7; Units is 1; Developer Proceeds is 0)

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU2	Apple Inc.	App-2	1.2.1	7	1	0	8/30/10	8/30/10	EUR	FR	EUR	234567890	0

Some items have 0 in the Developer Proceeds field. Proceeds from updates are always 0 (Product Type Identifier is 7).

Scenario 3 (Product Type Identifier is 1; Units is -1; Developer Proceeds is 7; Customer Price is -9.99)

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU3	Apple Inc.	App-3	1.0.0	1	-1	7	8/30/10	8/30/10	USD	US	USD	345678901	-9.99

You see negative units when a customer returns a product. All returns will have the Product Type Identifier 1. Both, Units and Customer Price, will have a negative value. For more information on returns, see Appendix I.

Appendix K – Other Uses

Below are some examples on how you use the Sales and Trends reports on a daily basis.

Business Health Monitoring

You can use your revenue or sales volume to track the health of your business. Sudden drops in sales may indicate content issues.

Content Quality Issues

By tracking the refunds, you can identify and modify the assets that are being refunded. Typically, the refund ratio should not exceed 0.10 percent.

Pricing Issues

You can use the Sales and Trends reports to identify potential errors in the metadata and pricing. Price tracking provides the opportunity to fix issues early and minimize the impact of errors.

Price Elasticity

Careful price management can help increase your sales. By using the reports you can monitor and correlate a change in sales with a change in price. This can help you find and set the best price for your product to maximize your revenue.

Appendix L - Newsstand Report Field Definitions

Report Field	Report Data Type	Values	Notes
Provider	CHAR(5) - APPLE	Up to 5 Characters	The service provider in your reports (typically Apple).
Provider Country	CHAR(2) - US	Up to 2 Characters	The service provider country code (typically U.S.).
SKU	VARCHAR(100)	Up to 100 Characters	The product identifier provided by you during app setup.
Developer	VARCHAR(4000)	Up to 4000 Characters	Provided by you during the initial account setup.
Title	VARCHAR(600)	Up to 600 Characters	Provided by you during app setup.
Version	VARCHAR(100)	Up to 100 Characters	Provided by you during app setup.
Product Type Identifier	VARCHAR(20)	Up to 20 Characters	Defines the type of transaction (for example, initial download, update, and so on). For more information, see Appendix D.
Units	DECIMAL(18,2)	Up to 18 Characters	The aggregated number of units.
Developer Proceeds (per item)	DECIMAL(18,2)	Up to 18 Characters	The proceeds for each item delivered.
Customer Currency	CHAR(3)	Up to 3 Characters	Three-character ISO code indicating the customer's currency. For more information, see Appendix G.
Country Code	CHAR(2)	Up to 2 Characters	Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Appendix E.
Currency of Proceeds	CHAR(3)	Up to 3 Characters	The currency in which your proceeds are earned. For more information, see Appendix G.
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	The Apple ID for your app.
Customer Price	DECIMAL(18,2)	Up to 18 Characters	Retail Price displayed on the App Store and charged to the customer.

Report Field	Report Data Type	Values	Notes
Promo Code	VARCHAR(10)	Up to 10 Characters	If the transaction was part of a promotion, this field will contain a value. This field is empty for non-promotional items. For more information, see Appendix F.
Parent Identifier	VARCHAR(100)	Up to 100 Characters	In-App Purchases will show the SKU of the associated app.
Subscription	VARCHAR(10)	Up to 10 Characters	Defines whether an auto-renewable subscription is new or a renewal. For more information, see Appendix H.
Period	VARCHAR(30)	Up to 30 Characters	Defines the duration of an auto-renewable subscription purchase. For more information, see Appendix H.
Download Date (PST)	TIMESTAMP(0)	Date in MM/DD/YYYY	The download date.
Customer Identifier	DECIMAL(18,0)	Up to 18 Characters	The customer identification.
Report Date (Local)	DATE	Date in MM/DD/YYYY	The date of the report. The date and time is always the local.
Sales/Return	CHAR(1)	Up to 1 Character	Can be S or R. R is a refund and not a reversal.
Category	VARCHAR(50)	Up to 50 Characters	

Appendix M – Report File Names

The file names for downloaded reports follow the naming convention below:

Report Type	Report Subtype	Date Type	Naming Convention	Example
Sales	Summary	Daily	`S_D_<vendor_id>_<date>`	`S_D_80012345_20130919`
Sales	Summary	Weekly	`S_W_<vendor_id>_<date>`	`S_W_80012345_20130915`
Sales	Summary	Monthly	`S_M_<vendor_id>_<date>`	`S_M_80012345_201309`
Sales	Summary	Yearly	`S_Y_<vendor_id>_<date>`	`S_Y_80012345_2013`
Sales	Opt-In	Weekly	`O_S_W_<vendor_id>_<date>`	`O_S_W_80012345_20130915`
Newsstand	Detailed	Daily	`N_D_D_<vendor_id>_<date>`	`N_D_D_80012345_20130919`
Newsstand	Detailed	Weekly	`N_D_W_<vendor_id>_<date>`	`N_D_W_80012345_20130915`

Appendix N – Encoded Autoingestion Parameters

The table below gives numeric and character codes that can be used in place of full parameter values. The following sets of three commands, for example, are equivalent:

```
java Autoingestion jane_doe.properties 80012345 Sales Daily Summary 20130919
java Autoingestion jane_doe.properties 80012345 1 2 2 20130919
java Autoingestion jane_doe.properties 80012345 S D S 20130919
```

Parameter Type	Value	Numeric Code	Character Code
Date Type	Weekly	1	W
Date Type	Daily	2	D
Date Type	Monthly	3	M
Date Type	Yearly	4	Y
Report	Sales	1	S
Report	Newsstand	5	N
Report Subtype	Detailed	1	D
Report Subtype	Summary	2	S
Report Subtype	Opt-In	4	O