

Time Estimation: 18 hrs

Task Documentation for App Analytics and Reporting

1. Creating API Keys for App Store Connect API
2. Generating Tokens for API Requests

Creating API Keys for App Store Connect API

Generate a Private Key and Assign It a Role

To generate an API key to use with the App Store Connect API, log in to [App Store Connect](#).

1. Select Users and Access, and then select the API Keys tab.
2. Click Generate API Key or the Add (+) button.
3. Enter a name for the key. The name is for your reference only and is not part of the key itself.
4. Under Access, select the role for the key.
5. Click Generate.

Download and Store the Private Key

If the key becomes lost or compromised, remember to revoke it immediately

Generating Tokens for API Requests

To generate a signed JWT:

1. Create the JWT header.
2. Create the JWT payload.
3. Sign the JWT.

Create the JWT Header

To get your key ID, copy it from App Store Connect by logging in to [App Store Connect](#), then:

1. Select Users and Access, then select the API Keys tab.

2. The key IDs appear in a column under the Active heading. Hover the cursor next to a key ID to display the Copy Key ID link.
3. Click Copy Key ID.

```
{  
  "alg": "ES256",  
  "kid": "HV22H8A3KS",  
  "typ": "JWT"  
}
```

Create the JWT Payload

To get your issuer ID, log in to [App Store Connect](#) and:

1. Select Users and Access, then Select the API Keys tab.
2. The issuer ID appears near the top of the page. To copy the issuer ID, click Copy next to the ID.

```
{  
  "iss": "a7b33467-896c-4262-b303-06433e64fde4",  
  "iat": 1528407600,  
  "exp": 1528408800,  
  "aud": "appstoreconnect-v1",  
  "scope":  
  [  
    "GET /v1/apps?filter[platform]=IOS",  
    "GET /v1/apps/StarMarket"  
  ]  
}
```

Determine the Scope of the Token

- The token defines a scope.
- The scope only includes GET requests.
- The resources in the scope allow long-lived tokens.

Sign the JWT

Use the private key associated with the key ID you specified in the header to sign the token.
open source libraries available online for creating and signing JWT tokens. See [JWT.io](https://jwt.io)

Include the JWT in the Request's Authorization Header

```
curl -v -H 'Authorization: Bearer [signed token]' https://api.appstoreconnect.apple.com/v1/apps
```

APP ANALYTICS DATA

App Store

1. How many times your app was viewed on the App Store
2. How many times users have visited your app's product page

Downloads

3. Total times your app was downloaded
4. Which of those were first-time downloads and re-downloads.

Sales

5. The total number of pre-orders
6. First-time app downloads,
7. In-app purchases
8. Their associated sales
9. View how many unique paying users your app has
10. Available date of an app for preorder
11. Release date of an app for preorder
12. Information about apps preorder configuration

Usage

13. Track a variety of user engagement metrics
14. Installations,
15. Sessions,
16. Crashes,
17. And active devices.

APP ANALYTICS API

Default App Clip Experience Information

Get a specific default App Clip experience.

URL:

GET <https://api.appstoreconnect.apple.com/v1/appClipDefaultExperiences/{id}>

App Store Review Detail for a Default App Clip Experience

Get App Store Review details for a specific default App Clip experience.

URL:

GET

<https://api.appstoreconnect.apple.com/v1/appClipDefaultExperiences/{id}/appClipAppStoreReviewDetail>

Localization Information for a Default App Clip Experience

URL:

GET

<https://api.appstoreconnect.apple.com/v1/appClipDefaultExperiences/{id}/appClipDefaultExperienceLocalizations>

App Store Version Information for a Default App Clip Experience

URL:

GET

<https://api.appstoreconnect.apple.com/v1/appClipDefaultExperiences/{id}/releaseWithAppStoreVersion>

The App Store Versions Resource ID for a Default App Clip Experience

Get IDs for App Store Versions related to a default App Clip experience.

URL:

GET

<https://api.appstoreconnect.apple.com/v1/appClipDefaultExperiences/{id}/relationships/releaseWithAppStoreVersion>

In-app event performance

Getting App Event Information

URL:

GET <https://api.appstoreconnect.apple.com/v1/appEvents/{id}>

URL:

GET <https://api.appstoreconnect.apple.com/v1/appEvents/{id}/localizations>

URL:

GET <https://api.appstoreconnect.apple.com/v1/apps/{id}/appEvents>

App engagement and usage

List all territories where the App Store operates.

URL:

GET <https://api.appstoreconnect.apple.com/v1/territories>

Get a list of App Store territories where an app is or will be available.

URL:

GET <https://api.appstoreconnect.apple.com/v1/apps/{id}/availableTerritories>

URL:

GET

<https://api.appstoreconnect.apple.com/v1/endUserLicenseAgreements/{id}/territories>

Pre-orders

Get the available date and release date of an app that is available for pre-order.

URL:

GET <https://api.appstoreconnect.apple.com/v1/apps/{id}/preOrder>

Get information about your app's pre-order configuration.

URL:

GET <https://api.appstoreconnect.apple.com/v1/appPreOrders/{id}>