

# The New iTunes Connect

Session 302  
**Dave Van Tassell**  
Engineering Manager—iTunes Store, iTunes Connect

# The New iTunes Connect

# The New iTunes Connect

All-new design

# The New iTunes Connect

All-new design

App previews

# The New iTunes Connect

All-new design

App previews

App bundles

# The New iTunes Connect

All-new design

App previews

App bundles

App analytics

# The New iTunes Connect

All-new design

App previews

App bundles

App analytics

TestFlight beta testing

itunesconnect.apple.com

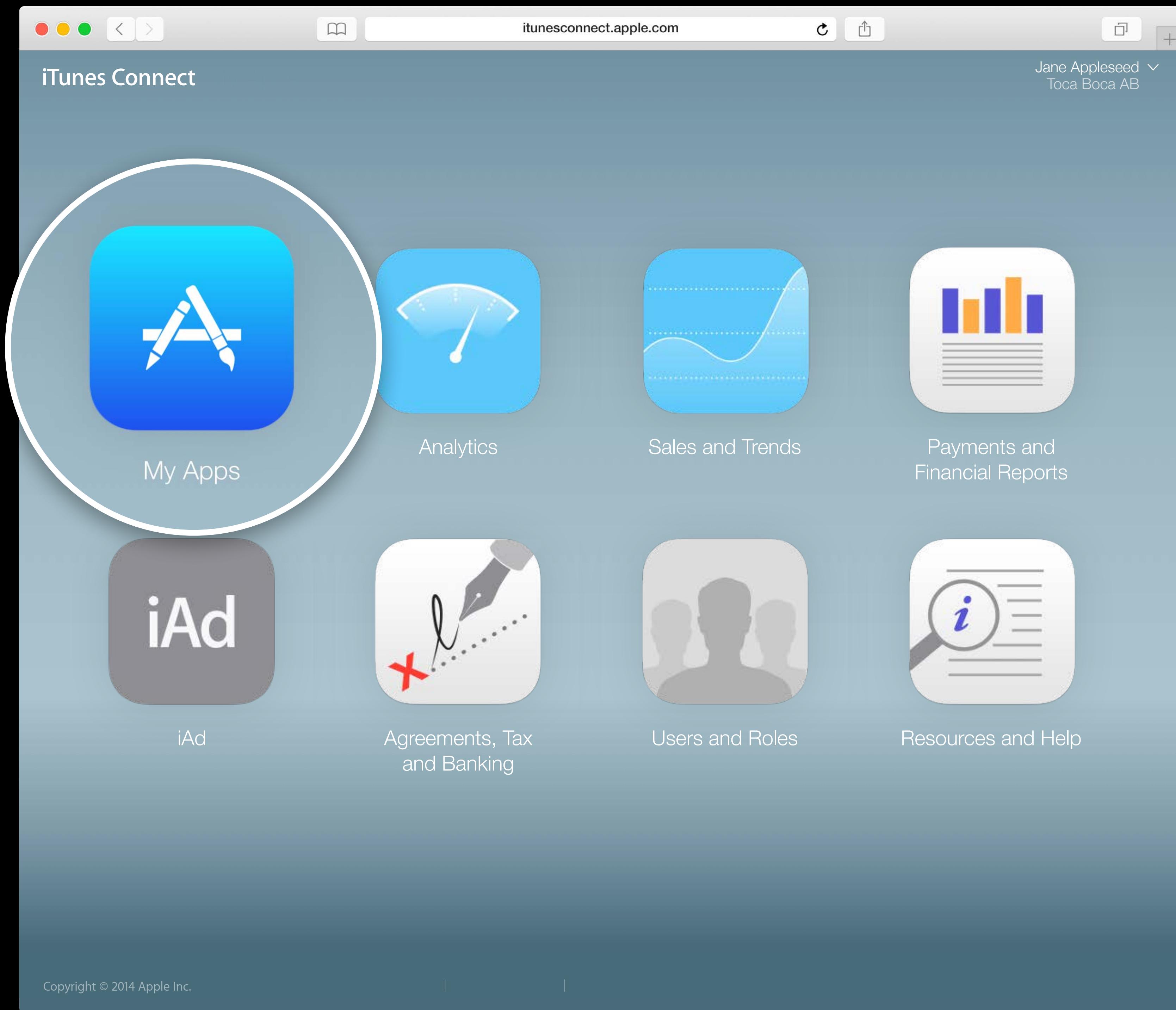
Jane Appleseed ▾  
Toca Boca AB

# iTunes Connect

My Apps      Analytics      Sales and Trends      Payments and Financial Reports

iAd      Agreements, Tax and Banking      Users and Roles      Resources and Help

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iTunes Connect My Apps [Jane Appleseed](#) [Toca Boca AB](#)

+ ... Search All Types All Statuses

 Toca Lab <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.1 Ready for Sale	 Toca Cars <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0 Ready for Sale <span style="color: yellow;">●</span> 1.0.1 Prepare for Upload	 Toca Builders <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.3 Ready for Sale	 Toca Hair Salon <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.2.4 Ready for Sale
 Toca Mini <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.2 Ready for Sale	 Toca Tailor <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.5 Ready for Sale	 Toca Band <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.4 Ready for Sale	 Toca Train <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.3 Ready for Sale
 Toca Hair Salon <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.2.4 Ready for Sale	 Toca Tailor <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.5 Ready for Sale	 Toca Band <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.4 Ready for Sale	 Toca Train <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.3 Ready for Sale

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Toca Lab iOS 1.0.1 Ready for Sale

Toca Mini iOS 1.0.2 Ready for Sale

**Toca Cars** iOS

- 1.0 Ready for Sale
- 1.0.1 Prepare for Upload

Toca Hair Salon iOS 1.2.4 Ready for Sale

Toca Train iOS 1.0.3 Ready for Sale

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+ ... Search All Types All Statuses

 Toca Lab iOS ● 1.0.1 Ready for Sale	 Toca Cars iOS ● 1.0 Ready for Sale ● 1.0.1 Prepare for Upload	 Toca Builders iOS ● 1.0.3 Ready for Sale	 Toca Hair Salon iOS ● 1.2.4 Ready for Sale
 Toca Mini iOS ● 1.0.2 Ready for Sale	 Toca Tailor iOS ● 1.0.5 Ready for Sale	 Toca Band iOS ● 1.0.4 Ready for Sale	 Toca Train iOS ● 1.0.3 Ready for Sale
			

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+ ... Search All Types All Statuses

 Toca Lab <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.1 Ready for Sale	 Toca Cars <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0 Ready for Sale <span style="color: yellow;">●</span> 1.0.1 Prepare for Upload	 Toca Builders <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.3 Ready for Sale	 Toca Hair Salon <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.2.4 Ready for Sale
 Toca Mini <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.2 Ready for Sale	 Toca Tailor <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.5 Ready for Sale	 Toca Band <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.4 Ready for Sale	 Toca Train <span style="float: right;">iOS</span> <span style="color: green;">●</span> 1.0.3 Ready for Sale
			

iTunes Connect My Apps + ... hair salon All Types All Statuses grid list

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 Toca Lab <span>iOS</span> <span>1.0.1 Ready for Sale</span>	 Toca Cars <span>iOS</span> <span>1.0 Ready for Sale</span> <span>1.0.1 Prepare for Upload</span>	 Toca Builders <span>iOS</span> <span>1.0.3 Ready for Sale</span>	 Toca Hair Salon <span>iOS</span> <span>1.2.4 Ready for Sale</span>
 Toca Mini <span>iOS</span> <span>1.0.2 Ready for Sale</span>	 Toca Tailor <span>iOS</span> <span>1.0.5 Ready for Sale</span>	 Toca Band <span>iOS</span> <span>1.0.4 Ready for Sale</span>	 Toca Train <span>iOS</span> <span>1.0.3 Ready for Sale</span>
			

itunesconnect.apple.com

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iTunes Connect My Apps ▾

+

hair salon

All Types ▾ All Statuses ▾

Toca Hair Salon iOS  
1.2.4 Ready for Sale

Toca Hair Salon Me iOS  
1.0 Ready for Sale

Toca Hair Salon 2 iOS  
1.1.1 Ready for Sale

Toca Hair Salon - Christmas Gift iOS  
1.0.6 Ready for Sale

itunesconnect.apple.com

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iTunes Connect My Apps ▾

+ ⚡ Search All Types ▾ All Statuses ▾

 Toca Hair Salon iOS ● 1.2.4 Ready for Sale	 Toca Hair Salon Me iOS ● 1.0 Ready for Sale	 Toca Hair Salon 2 iOS ● 1.1.1 Ready for Sale	 Toca Hair Salon - Christmas Gift iOS ● 1.0.6 Ready for Sale
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iTunes Connect My Apps

Jane Appleseed Toca Boca AB

+ ... Search All Types All Statuses

 Toca Lab iOS ● 1.0.1 Ready for Sale	 Toca Cars iOS ● 1.0 Ready for Sale ● 1.0.1 Prepare for Upload	 Toca Builders iOS ● 1.0.3 Ready for Sale	 Toca Hair Salon iOS ● 1.2.4 Ready for Sale
 Toca Mini iOS ● 1.0.2 Ready for Sale	 Toca Tailor iOS ● 1.0.5 Ready for Sale	 Toca Band iOS ● 1.0.4 Ready for Sale	 Toca Train iOS ● 1.0.3 Ready for Sale
			

iTunes Connect My Apps

Search

All Types

All Statuses

✓ All Statuses (24)

Ready for Sale (23)

Prepare for Upload (1)

Toca Lab iOS  
1.0.1 Ready for Sale

Toca Cars iOS  
1.0 Ready for Sale  
1.0.1 Prepare for Upload

Toca Builders iOS  
1.0.3 Ready for Sale

Toca Hair Salon iOS  
1.2.4 Ready for Sale

Toca Mini iOS  
1.0.2 Ready for Sale

Toca Tailor iOS  
1.0.5 Ready for Sale

Toca Band iOS  
1.0.4 Ready for Sale

Toca Train iOS  
1.0.3 Ready for Sale

iTunes Connect My Apps

Search

All Types

All Statuses

✓ All Statuses 24

Ready for Sale 23

Prepare for Upload 1

App	Status	Count
Toca Lab	Ready for Sale	1
Toca Cars	Ready for Sale	1
Toca Builders	Ready for Sale	1
Toca Hair Salon	Ready for Sale	1
Toca Mini	Ready for Sale	1
Toca Tailor	Ready for Sale	1
Toca Band	Ready for Sale	1
Toca Train	Ready for Sale	1

iTunes Connect My Apps

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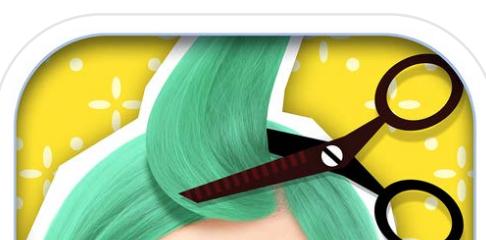
+ ... Search All Types All Statuses

 Toca Lab iOS ● 1.0.1 Ready for Sale	 Toca Cars iOS ● 1.0 Ready for Sale ● 1.0.1 Prepare for Upload	 Toca Builders iOS ● 1.0.3 Ready for Sale	 Toca Hair Salon iOS ● 1.2.4 Ready for Sale
 Toca Mini iOS ● 1.0.2 Ready for Sale	 Toca Tailor iOS ● 1.0.5 Ready for Sale	 Toca Band iOS ● 1.0.4 Ready for Sale	 Toca Train iOS ● 1.0.3 Ready for Sale
			

iTunes Connect My Apps

Jane Appleseed Toca Boca AB

+ ... Search All Types All Statuses

 Toca Lab iOS ● 1.0.1 Ready for Sale	 Toca Cars iOS ● 1.0 Ready for Sale ● 1.0.1 Prepare for Upload	 Toca Builders iOS ● 1.0.3 Ready for Sale	 Toca Hair Salon iOS ● 1.2.4 Ready for Sale
 Toca Mini iOS ● 1.0.2 Ready for Sale	 Toca Tailor iOS ● 1.0.5 Ready for Sale	 Toca Band iOS ● 1.0.4 Ready for Sale	 Toca Train iOS ● 1.0.3 Ready for Sale
			

iTunes Connect My Apps

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+

Search

All Types All Statuses

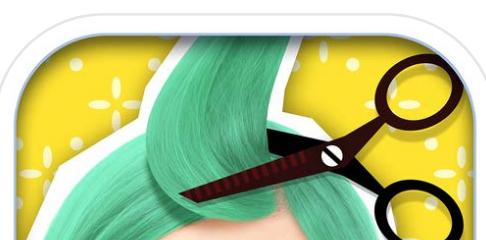
Name Type Version Status Last Modified

Name	Type	Version	Status	Last Modified
Toca Lab	iOS	1.0.1	● Ready for Sale	Dec 12, 2013
Toca Cars	iOS	1.0 1.0.1	● Ready for Sale ● Prepare for Upload	Dec 12, 2013
Toca Builders	iOS	1.0.3	● Ready for Sale	Nov 19, 2013
Toca Hair Salon	iOS	1.2.4	● Ready for Sale	Nov 19, 2013
Toca Mini	iOS	1.0.2	● Ready for Sale	Nov 19, 2013
Toca Tailor	iOS	1.0.5	● Ready for Sale	Oct 3, 2013
Toca Band	iOS	1.0.4	● Ready for Sale	Sep 10, 2013
Toca Train	iOS	1.0.3	● Ready for Sale	Sep 10, 2013

iTunes Connect My Apps

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+ ... Search All Types All Statuses

 Toca Lab iOS ● 1.0.1 Ready for Sale	 Toca Cars iOS ● 1.0 Ready for Sale ● 1.0.1 Prepare for Upload	 Toca Builders iOS ● 1.0.3 Ready for Sale	 Toca Hair Salon iOS ● 1.2.4 Ready for Sale
 Toca Mini iOS ● 1.0.2 Ready for Sale	 Toca Tailor iOS ● 1.0.5 Ready for Sale	 Toca Band iOS ● 1.0.4 Ready for Sale	 Toca Train iOS ● 1.0.3 Ready for Sale
			

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+ ... Search All Types All Statuses

The screenshot displays a grid of 12 mobile application icons from the Toca Boca studio, arranged in three rows of four. Each icon includes the app name, an iOS badge, and its current version and status.

App Icon	Name	Type	Version	Status		
	Toca Lab	iOS	1.0.1	Ready for Sale		
	Toca Cars	iOS	1.0	Ready for Sale	1.0.1	Prepare for Upload
	Toca Builders	iOS	1.0.3	Ready for Sale		
	Toca Hair Salon	iOS	1.2.4	Ready for Sale		
	Toca Mini	iOS	1.0.2	Ready for Sale		
	Toca Tailor	iOS	1.0.5	Ready for Sale		
	Toca Band	iOS	1.0.4	Ready for Sale		
	Toca Train	iOS	1.0.3	Ready for Sale		

iTunes Connect My Apps

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< My Apps

Analytics | Sales and Trends

Toca Lab iOS

1.0.1 Ready for Sale

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

1.0.1 Save New Version

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

The screenshot shows the iTunes Connect interface for the Toca Lab app. At the top, it displays the URL 'itunesconnect.apple.com'. The main title is 'iTunes Connect My Apps' with a dropdown arrow. On the right, it shows the user's name 'Jane Appleseed' and company 'Toca Boca AB'. Below the title, there's a back arrow and a link to 'My Apps'. To the right are links for 'Analytics' and 'Sales and Trends'. The app itself is titled 'Toca Lab' with an 'iOS' badge. It shows a green cartoon character with a beaker. Below the title, it says '1.0.1 Ready for Sale'. A row of navigation links includes 'Versions', 'Prerelease', 'Pricing', 'In-App Purchases', 'Game Center', 'Newsstand', 'Reviews', and 'More'. Under '1.0.1', there are 'Save' and 'New Version' buttons. The 'Version Information' section has a dropdown set to 'English (U.S.)'. Below that is a 'Video Preview and Screenshots' section with tabs for '4-Inch', '3.5-Inch', and 'iPad'. The first screenshot shows a pink lab with large letters spelling 'TOCA'. The second shows a character pouring liquid into a flask. The third shows a periodic table with text 'Discover the periodic table of the elements' and 'Meet all 118 elements'. The fourth shows a character interacting with a machine. Each screenshot has a 'TOCA BOCA' logo in the top left corner.

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< My Apps

Analytics | Sales and Trends

# Toca Lab iOS

1.0.1 Ready for Sale

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

1.0.1 Save New Version

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

New Version

Store Version Number 1.0.2

Cancel Create

Explore Toca Lab!

cover the periodic table of the elements

Meet all 118 elements

Have fun while exploring

TOCA BOCA

The image shows a screenshot of the iTunes Connect 'My Apps' interface for the 'Toca Lab' app. At the top, the app's icon is displayed, followed by its name 'Toca Lab' and the 'iOS' badge. Below this, it says '1.0.1 Ready for Sale'. A navigation bar with tabs like 'Versions', 'Prerelease', 'Pricing', etc., is visible. The main content area shows a preview of the app's screens: a 4-inch screen showing a cartoon character, a 3.5-inch screen showing a lab scene with text 'Explore Toca Lab!', and an iPad screen showing a periodic table with text 'cover the periodic table of the elements' and 'Meet all 118 elements'. A modal dialog box is overlaid on the screen, prompting the user to enter a 'Store Version Number' (1.0.2) and providing 'Cancel' and 'Create' buttons.

iTunes Connect My Apps

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< My Apps

Analytics | Sales and Trends

# Toca Lab iOS

1.0.1 Ready for Sale | 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

1.0.1 1.0.2 Save Submit for Review

## Version Information

English (U.S.) ▾

### Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Explore Toca Lab!

Discover the periodic table of the elements

Meet all 118 elements

0s | 76

Have fun while exploring!

iTunes Connect My Apps

Jane Appleseed ▾  
Toca Boca AB

< My Apps

Analytics | Sales and Trends

# Toca Lab iOS

1.0.1 Ready for Sale | 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More ▾

1.0.1 1.0.2 Save Submit for Review

Version Information English (U.S.) ▾

Video Preview and Screenshots ?

4-Inch 3.5-Inch iPad

The screenshot shows the iTunes Connect interface for the Toca Lab app. The app icon features a green, cartoonish character with a drooling mouth and a blue liquid being poured over it. The title 'Toca Lab' is next to an 'iOS' badge. Below the badge are two status dots: a green one for '1.0.1 Ready for Sale' and a yellow one for '1.0.2 Prepare for Upload'. A navigation bar at the top includes links for Versions, Prerelease, Pricing, In-App Purchases, Game Center, Newsstand, Reviews, and More. Below the bar are two version numbers, 1.0.1 and 1.0.2, with a 'Save' button and a prominent 'Submit for Review' button. The main content area is titled 'Version Information' and shows 'English (U.S.)'. Under 'Video Preview and Screenshots', there are four preview images: 1) A 4-inch screen showing a pink-themed laboratory with large letters spelling 'TOCA' and a play button. 2) A 3.5-inch screen showing a character pouring purple liquid into a flask with a green cloud of vapor. 3) A larger screenshot showing a periodic table of elements where each element is a different cartoon character. A speech bubble says 'Discover the periodic table of the elements' and another says 'Meet all 118 elements'. 4) An iPad screen showing a complex scientific experiment with multiple flasks and a speech bubble saying 'Have fun while exploring!'. The entire interface is set against a light gray background.

itunesconnect.apple.com

Save Submit for Review

## Version Information

English (U.S.) ▾

### Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Explore Toca Lab!

Discover the periodic table of the elements

Meet all 118 elements

0s | 76

Have fun while exploring!

Name ?

Toca Lab

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version ?

2500

Keywords ?

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Name

Toca Lab

Description

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version

2500

Keywords

 **Toca Lab** 1.0.2

\* Add a drop or two of mysterious liquids from the test tubes.  
\* Change their voltage and make them magnetic with the oscilloscope.

Each element has its own personality. In Toca Lab, what does Neon sound like? Is Gold heavy or light? Is Nitrogen squishy or light? Is Nitrogen squishy or hard? Explore, inspect, and study

2403

**Marketing URL** <http://tocaboca.com/game/toca-lab>

**Privacy Policy URL** <http://tocaboca.com/privacy>

### General App Information

**App Icon** [?](#)



**Version** [?](#)

1.0.2

**Category** [?](#)

Entertainment

Choose Secondary

**Rating** [Edit](#)

Ages 4+, Made for Ages 6–8

[Additional Ratings](#)

**License Agreement** [Edit](#)  
[Apple's Standard License Agreement](#)

**Copyright** [?](#)

Toca Boca

**Trade Representative Contact Information** [?](#)

Display Trade Representative Contact Information on the Korean App Store.

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Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Name

Toca Lab

Description

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version

2500

Keywords

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

The screenshot shows four iPad screenshots of the Toca Lab app. The first screenshot shows a play button over a pink background with large letters 'TOCA' and 'LAB'. The second screenshot shows a flask with green liquid being poured into another flask, with a speech bubble saying 'Explore Toca Lab!'. The third screenshot shows a periodic table with a speech bubble saying 'Discover the periodic table of the elements' and another one below it saying 'Meet all 118 elements'. The fourth screenshot shows a close-up of a scientific instrument with a speech bubble saying 'Have fun while exploring'.

Name

Toca Lab

Description

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version

2500

Keywords

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.) ▾

Video Preview and Screenshots ?

4-Inch 3.5-Inch iPad

Drag video preview and up to 5 screenshots here.

Required for Universal Apps

Choose File

Name ?

Toca Lab

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version ?

2500

Keywords ?

itunesconnect.apple.com

# Toca Lab 1.0.2

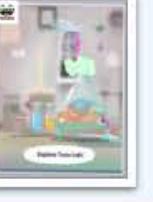
Save Submit for Review

## Version Information

English (U.S.) ▾

### Video Preview and Screenshots ?

4-Inch 3.5-Inch iPad

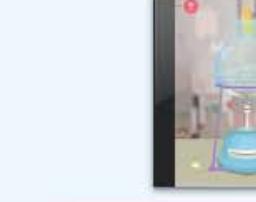
  
toca lab ipad screenshot 1.png

  
toca lab ipad screenshot 2.png

  
toca lab ipad screenshot 3.png

  
toca lab ipad screenshot 4.png

  
toca lab ipad screenshot 5.png

  
toca lab ipad video preview.mov

+ 6

Drag video preview and up to 5 screenshots here.

Required for Universal Apps

Choose File

### Name ?

Toca Lab

### Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

### What's New in This Version ?

2500

### Keywords ?

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

The video preview shows a cartoon character with a play button over its mouth, followed by three screenshots. The first screenshot shows a laboratory setup with a flask being poured into a beaker, with a speech bubble saying 'Explore Toca Lab!'. The second screenshot shows a periodic table of elements with a speech bubble saying 'Discover the periodic table of the elements'. The third screenshot shows a close-up of the periodic table with a specific element highlighted, showing its symbol and atomic number.

Name

Toca Lab

Description

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version

2500

Keywords

itunesconnect.apple.com

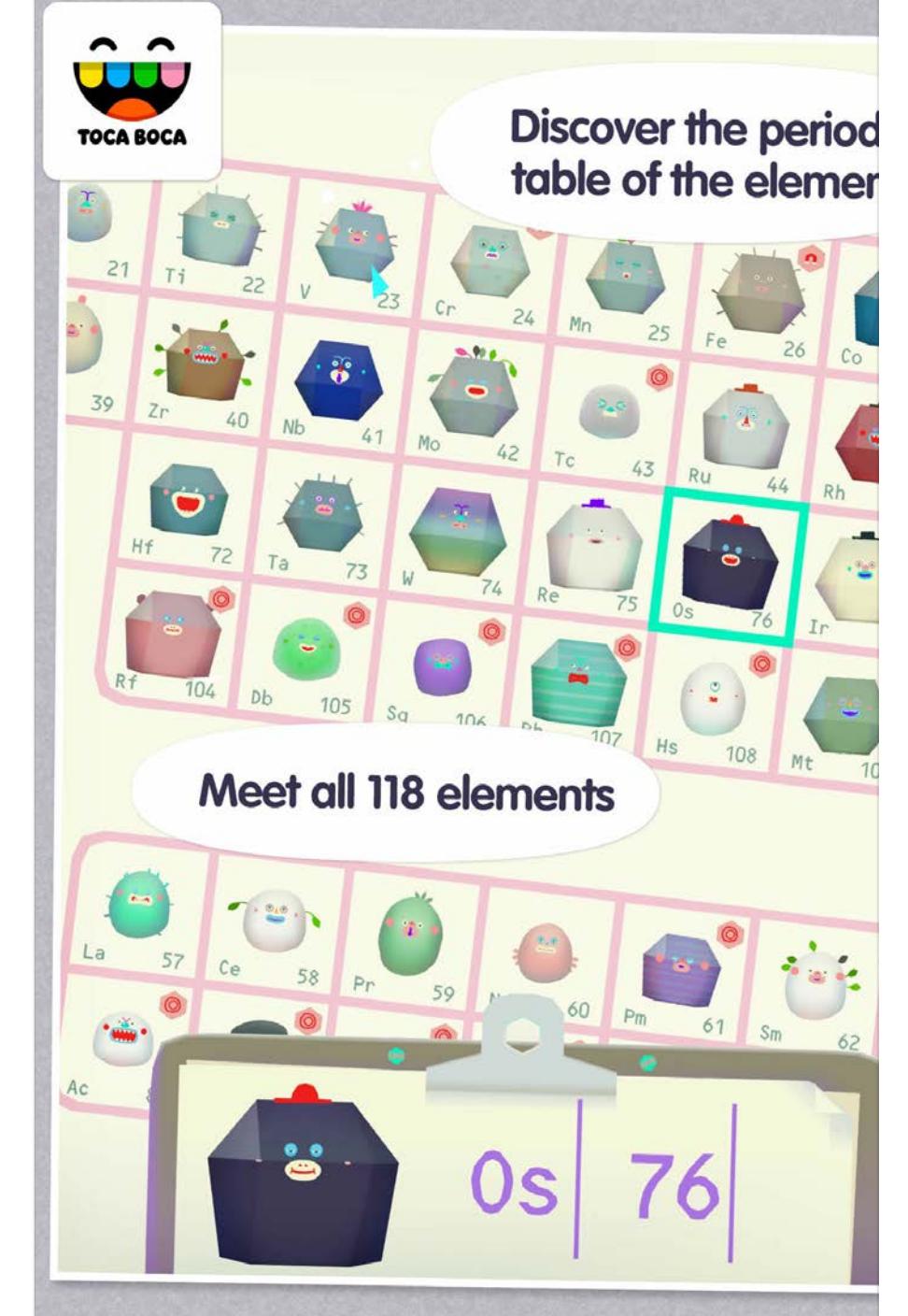
Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad



Name ?

Toca Lab

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version ?

2500

Keywords ?

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Edit Poster Frame

Name Toca Lab

Description Calling all future scientists! Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

What's New in This Version

Keywords

The screenshot shows the iTunes Connect interface for the Toca Lab app. At the top, there are standard browser controls (back, forward, search, refresh) and a URL bar with 'itunesconnect.apple.com'. Below the URL is the app's name 'Toca Lab 1.0.2' with its icon. To the right are 'Save' and 'Submit for Review' buttons. The main content area is titled 'Version Information' and 'English (U.S.)'. It features three screenshots: a poster frame with a cartoon face and play button, a lab scene with a flask pouring liquid, and a periodic table of elements. A cursor points to the 'Edit Poster Frame' button. Below the screenshots are sections for 'Name' (Toca Lab), 'Description' (Calling all future scientists! Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.), 'What's New in This Version' (empty), and 'Keywords' (empty). There is also a note indicating a word count of 2500.

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Info English (U.S.)

Edit Poster Frame

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

Name ?

Toca Lab

Set as Poster Frame

Restore Default

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords ?

Cancel Done

2500

4-Inch 3

TOCA BOCA

TOCA BOCA

Discover the periodic table of the elements

76

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Info

English (U.S.)

Edit Poster Frame

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

00:00 -00:30

Set as Poster Frame

Name Toca Lab

Description Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords

Cancel Done

2500

TOCA BOCA

Discover the periodic table of the elements

Ir

76

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Info

Edit Poster Frame

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

00:00 00:30

Name ? Toca Lab

Description ? Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords ?

English (U.S.)

2500

Cancel Done

4-Inch 3

TOCA BOCA

TOCA BOCA

Discover the periodic table of the elements

76

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Info

Edit Poster Frame

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

Name ?

Toca Lab

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords ?

English (U.S.)

2500

4-Inch 3

Set as Poster Frame

Restore Default

Cancel Done

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Info

Edit Poster Frame

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

Name ?

Toca Lab

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords ?

English (U.S.)

2500

Cancel Done

4-Inch 3

Set as Poster Frame

Restore Default

A screenshot of the iTunes Connect application showing the 'Edit Poster Frame' dialog for the app 'Toca Lab'. The dialog displays two versions of a video preview frame: 'Video Preview' on the left and 'Poster Frame' on the right. Both frames show a colorful 3D laboratory scene with cartoonish characters shaped like letters (T, O, C, A, B) and various scientific equipment. In the 'Poster Frame' version, the character shapes are slightly larger and more prominent. Below the preview are two buttons: 'Set as Poster Frame' with a circular arrow icon and 'Restore Default' with a circular arrow icon. On the far left, there's a sidebar with 'Name' set to 'Toca Lab'. At the bottom, there's a note about calling future scientists and a welcome message about exploring the periodic table. The top of the screen shows the iTunes Connect URL and standard browser controls.

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Info

Edit Poster Frame

Change the poster frame by selecting a still image from the video preview.

Video Preview

Poster Frame

Name ?

Toca Lab

Set as Poster Frame

Restore Default

Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords ?

English (U.S.)

Done

Cancel

2500

A screenshot of the iTunes Connect app showing the 'Edit Poster Frame' dialog for the game 'Toca Lab'. The dialog displays two versions of a video preview frame: 'Video Preview' on the left and 'Poster Frame' on the right. Both frames show a colorful laboratory scene with cartoonish characters shaped like letters (T, O, C, A, B) and various scientific equipment. Below the frames are buttons for 'Set as Poster Frame' and 'Restore Default'. On the left side of the dialog, there are fields for 'Name' (set to 'Toca Lab') and 'Description' (set to 'Calling all future scientists!'). At the bottom right of the dialog, there are 'Cancel' and 'Done' buttons, with a cursor pointing at the 'Done' button. The background shows parts of the game's interface, including a periodic table of elements.

itunesconnect.apple.com

Toca Lab 1.0.2

Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Discover the periodic table of the elements

Meet all 118 elements

Name

Toca Lab

What's New in This Version

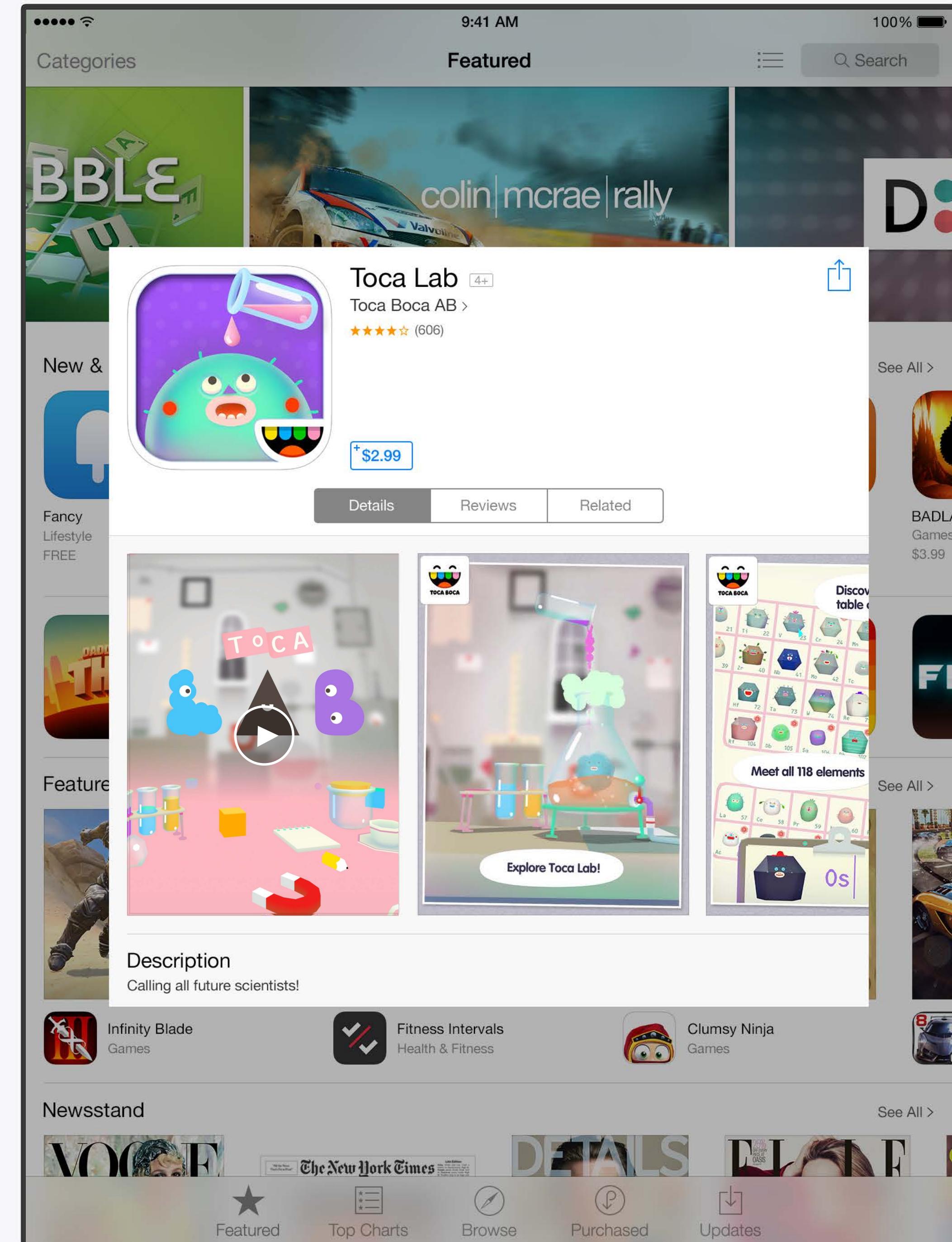
Description

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Keywords

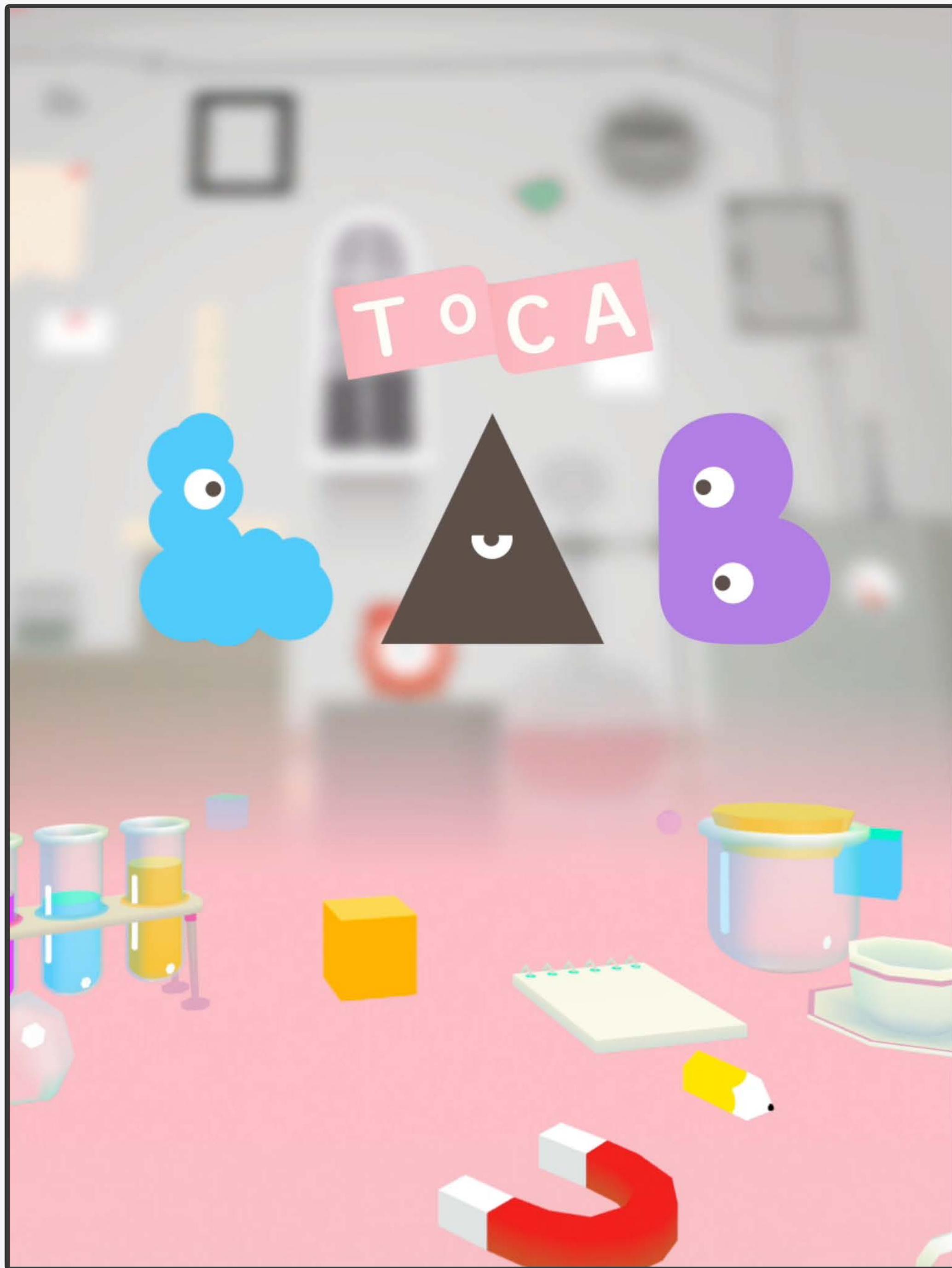
2500

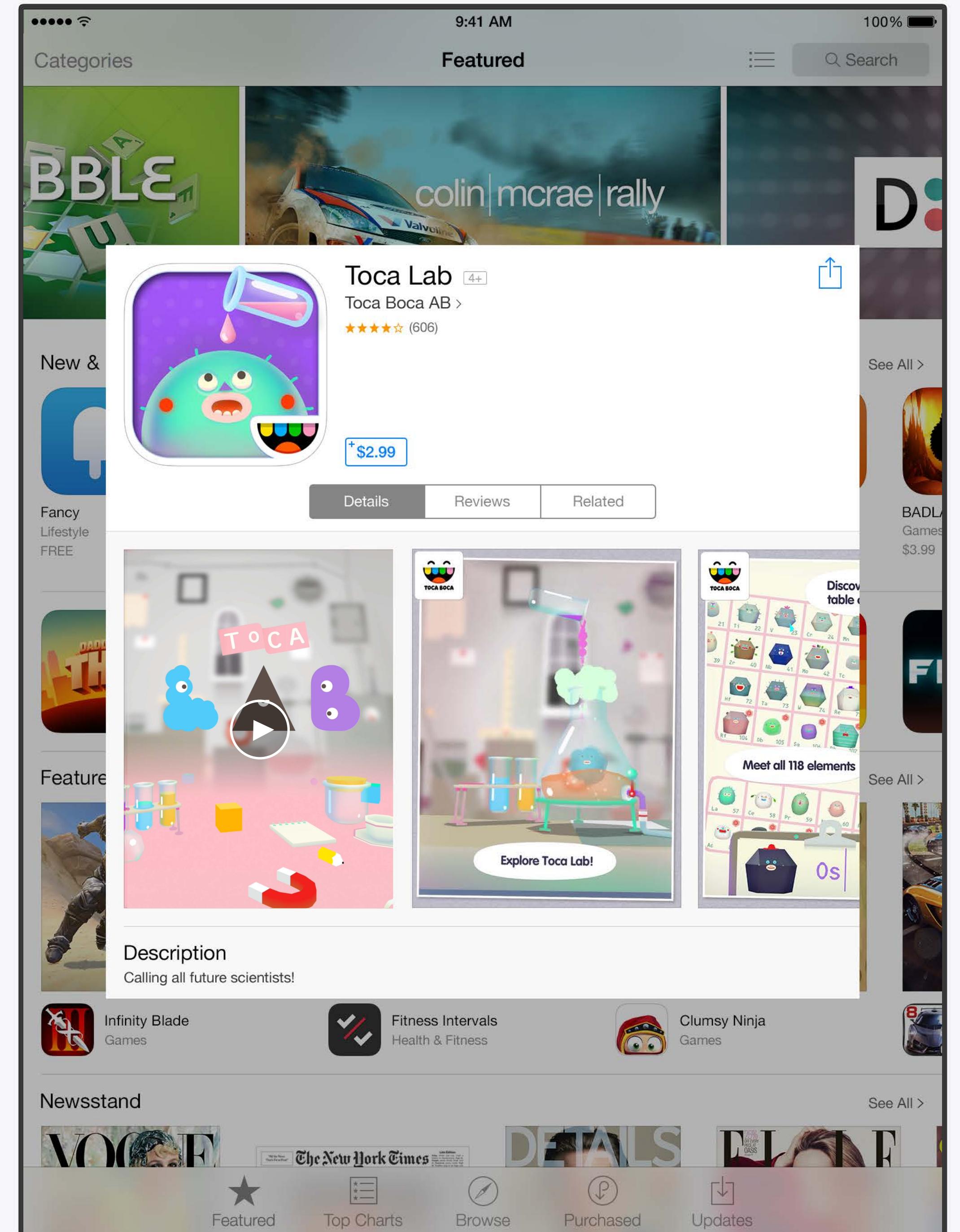


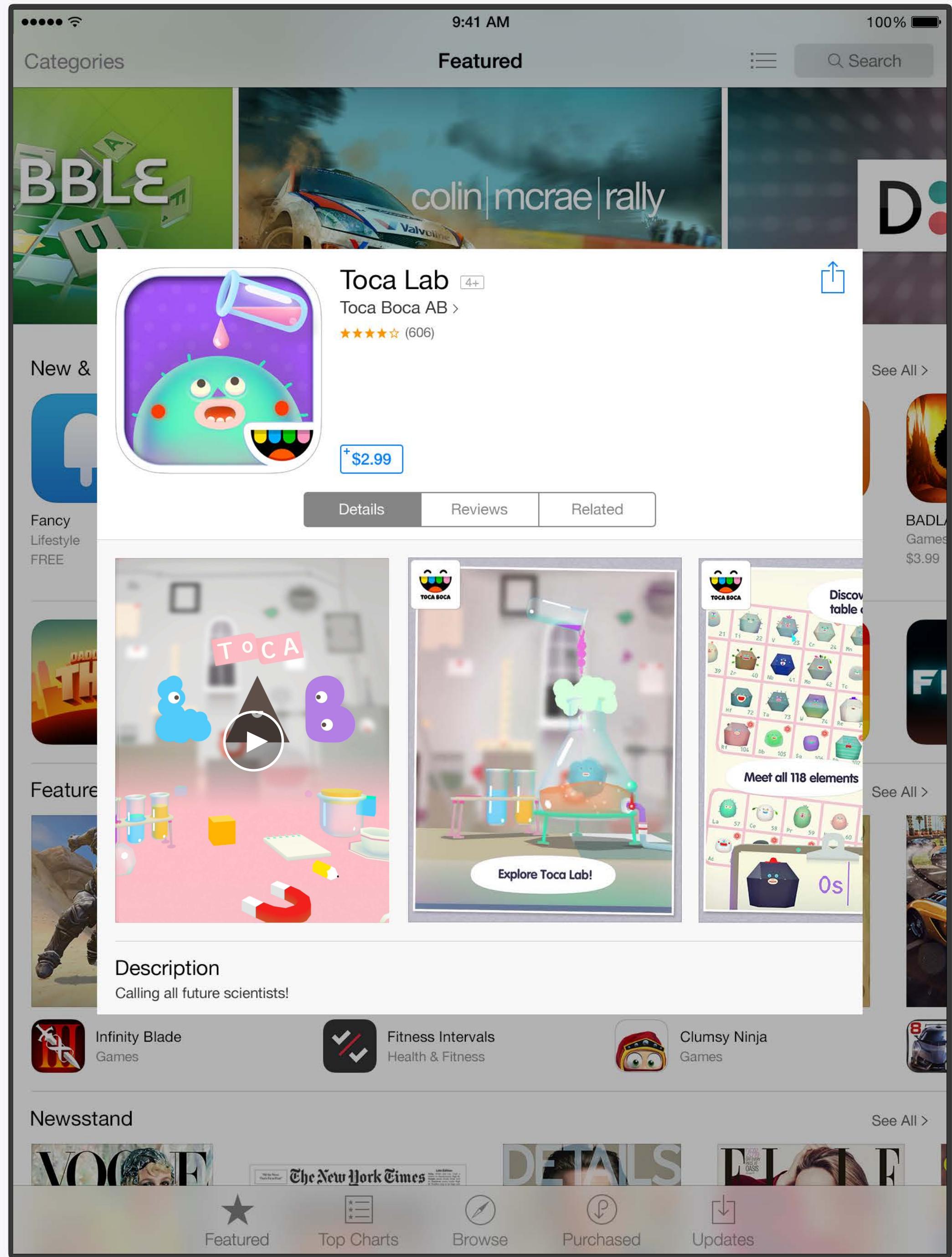


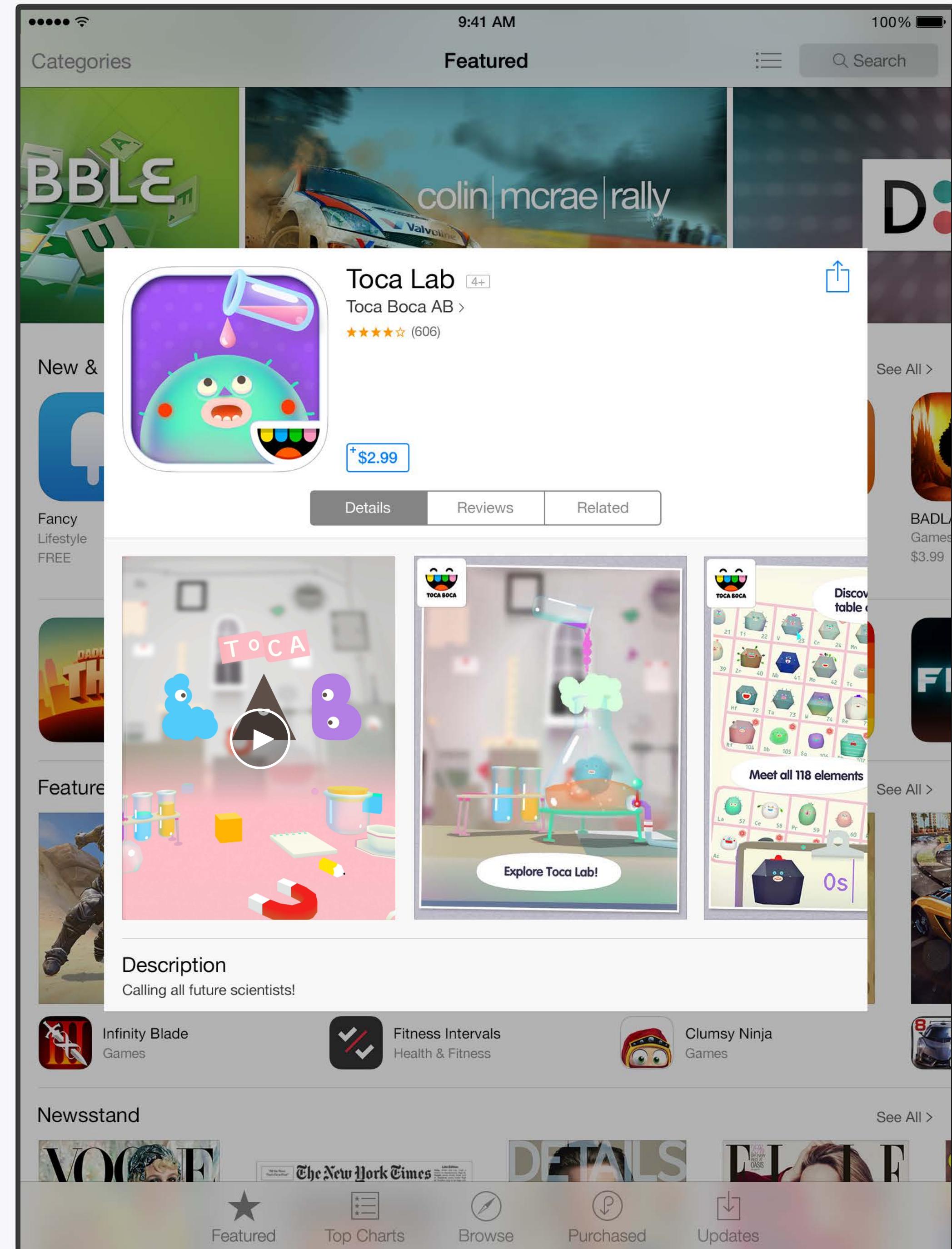




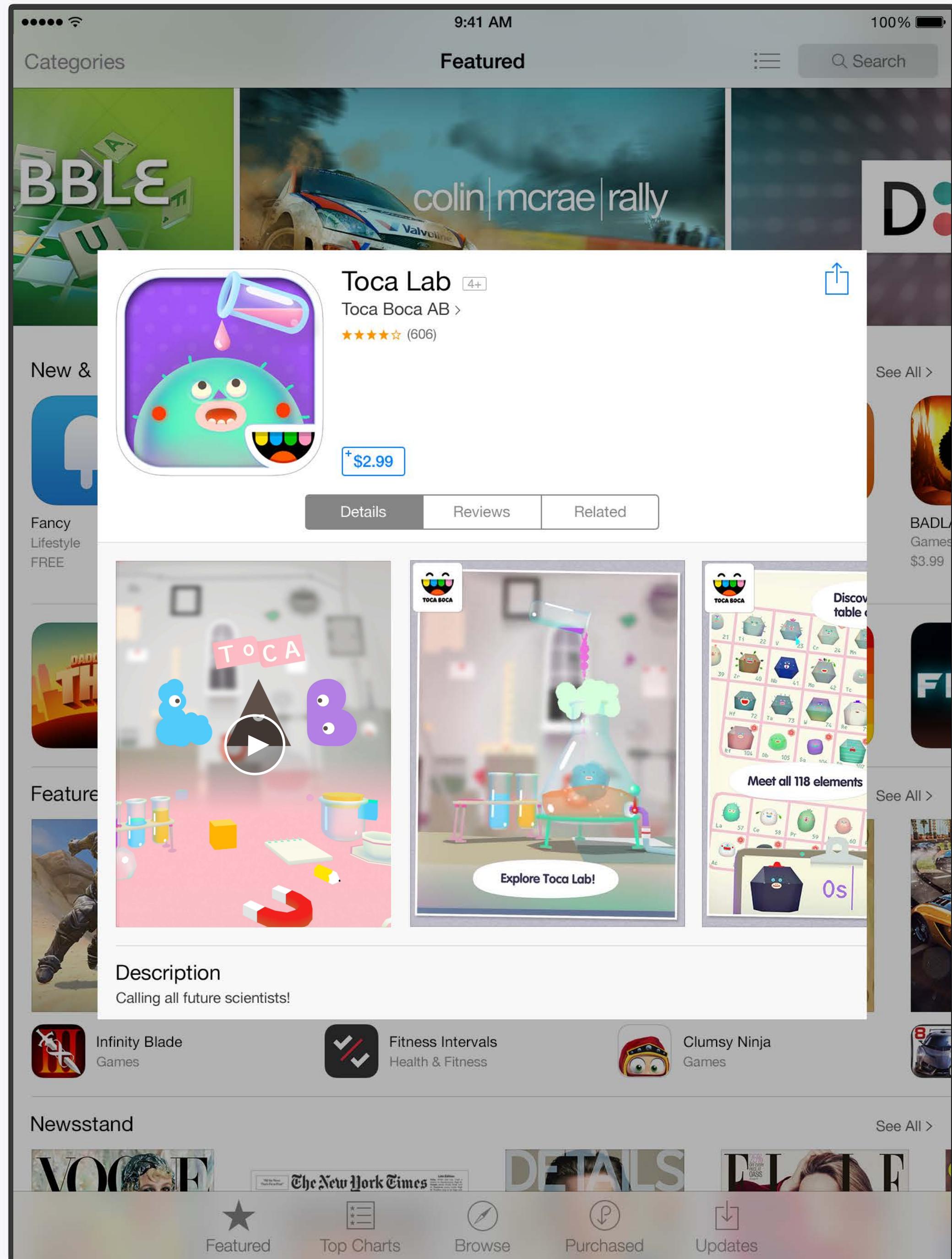






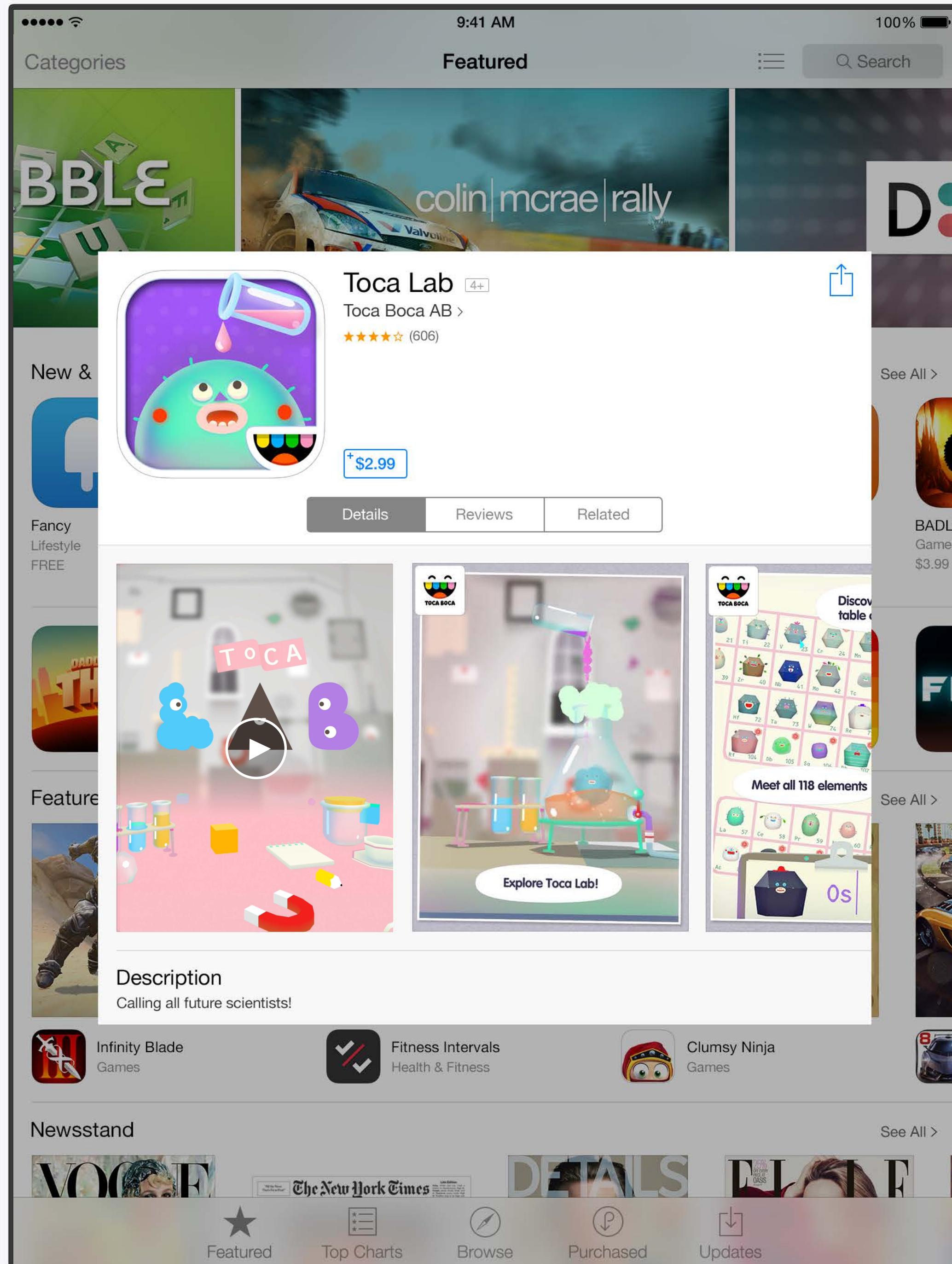


UI walkthrough, not an ad



UI walkthrough, not an ad

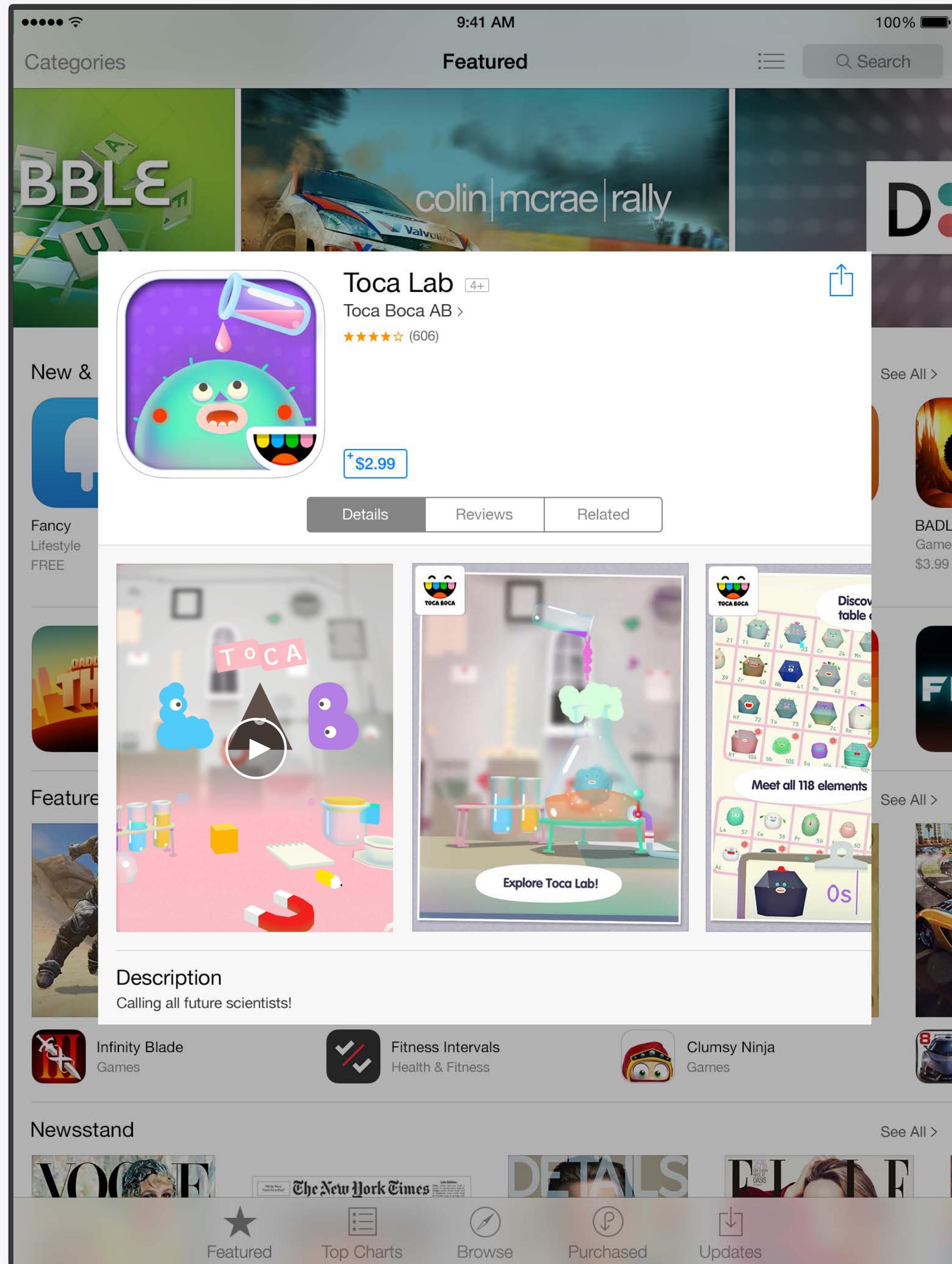
Capture from iOS 8 on  
OS X Yosemite



UI walkthrough, not an ad

Capture from iOS 8 on  
OS X Yosemite

Up to 30 seconds



UI walkthrough, not an ad

Capture from iOS 8 on  
OS X Yosemite

Up to 30 seconds

Deliver in H.264 or ProRes

# App Bundles











More value



More value

Single install



More value

Single install

Complete my Bundle



# Bundle

---

Name

---

Description

---

Price

---

SKU

---

Marketing URL

---

## Bundle

---

## First App

---

Name

First screenshot

---

Description

First app preview

---

Price

Categories

---

SKU

App Store contact

---

Marketing URL

Privacy URL

---

## Bundle

## First App

## All Apps

Name

First screenshot

Rating

Description

First app preview

Made for Kids

Price

Categories

Screenshot

SKU

App Store contact

App preview

Marketing URL

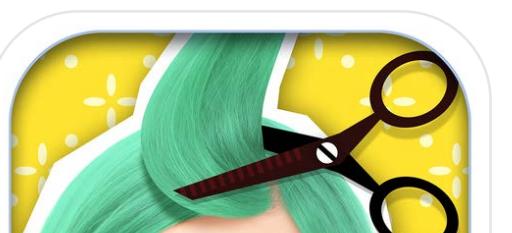
Privacy URL

Keywords

iTunes Connect My Apps

Jane Appleseed Toca Boca AB

+ ... Search All Types All Statuses

 Toca Lab iOS ● 1.0.1 Ready for Sale ● 1.0.2 Prepare for Upload	 Toca Cars iOS ● 1.0 Ready for Sale ● 1.0.1 Prepare for Upload	 Toca Builders iOS ● 1.0.3 Ready for Sale	 Toca Hair Salon iOS ● 1.2.4 Ready for Sale
 Toca Mini iOS ● 1.0.2 Ready for Sale	 Toca Tailor iOS ● 1.0.5 Ready for Sale	 Toca Band iOS ● 1.0.4 Ready for Sale	 Toca Train iOS ● 1.0.3 Ready for Sale
			

iTunes Connect My Apps

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+ ... Search All Types All Statuses

New iOS App  
New Mac App  
New App Bundle

Toca Lab iOS  
● 1.0.1 Ready for Sale  
● 1.0.2 Prepare for Upload

Toca Cars iOS  
● 1.0 Ready for Sale  
● 1.0.1 Prepare for Upload

Toca Builders iOS  
● 1.0.3 Ready for Sale

Toca Hair Salon iOS  
● 1.2.4 Ready for Sale

Toca Mini iOS  
● 1.0.2 Ready for Sale

Toca Tailor iOS  
● 1.0.5 Ready for Sale

Toca Band iOS  
● 1.0.4 Ready for Sale

Toca Train iOS  
● 1.0.3 Ready for Sale

itunesconnect.apple.com

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Toca Boca AB

## New App Bundle

Name ?

Cancel Create

Apps in This Bundle ?

Search

 Toca Band iOS
 Toca Builders iOS
 Toca Cars iOS
 Toca Hair Salon iOS
 Toca Hair Salon Me iOS

Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.

itunesconnect.apple.com

Jane Appleseed  
Toca Boca AB

## New App Bundle

Name ?  
Toca Toy Box

Apps in This Bundle ?

Search

 Toca Band iOS
 Toca Builders iOS
 Toca Cars iOS
 Toca Hair Salon iOS
 Toca Hair Salon Me iOS

Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.

Cancel Create

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Toca Boca AB

## New App Bundle

Name ?  
Toca Toy Box

Apps in This Bundle ?

Search

 Toca Band iOS
 Toca Builders iOS
 Toca Cars iOS
 Toca Hair Salon iOS
 Toca Hair Salon Me iOS

Drag up to 10 apps here.

The first app in your bundle determines the bundle icon, screenshot position, default language, and other settings.

Cancel Create

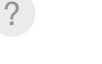
iTunes Connect My Apps 

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## New App Bundle

[Cancel](#) [Create](#)

Name  Toca Toy Box

Apps in This Bundle 

Search 

App	Platform
Toca Band	iOS
Toca Builders	iOS
Toca Hair Salon	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Cars	iOS

1

itunesconnect.apple.com

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## New App Bundle

Name ?  
Toca Toy Box

Apps in This Bundle ?

Search

	Toca Band	iOS
	Toca Builders	iOS
	Toca Hair Salon	iOS
	Toca Hair Salon Me	iOS
	Toca Hair Salon 2	iOS
		iOS (iPhone and iPad)

Cancel Create

itunesconnect.apple.com

Jane Appleseed  
Toca Boca AB

## New App Bundle

Name ?  
Toca Toy Box

Apps in This Bundle ?

Search

	Toca Band	iOS
	Toca Builders	iOS
	Toca Hair Salon	iOS
	Toca Hair Salon Me	iOS
	Toca Hair Salon 2	iOS
	Toca Cars	iOS

Cancel Create

iOS (iPhone and iPad)

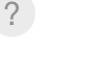
iTunes Connect My Apps 

Jane Appleseed  Toca Boca AB

## New App Bundle

[Cancel](#) [Create](#)

Name 

Apps in This Bundle 

Search

App	Platform
Toca Band	iOS
Toca Hair Salon	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Hair Salon - Christmas Gift	iOS
Toca Cars	iOS
Toca Builders	iOS

iOS (iPhone and iPad)

itunesconnect.apple.com

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Toca Boca AB

## New App Bundle

Name ?  
Toca Toy Box

Apps in This Bundle ?

Search

	Toca Band iOS		Toca Cars iOS
	Toca Hair Salon iOS		Toca Builders iOS
	Toca Hair Salon Me iOS		
	Toca Hair Salon 2 iOS		
	Toca Hair Salon - Christmas Gift iOS		iOS (iPhone and iPad)

Cancel Create

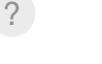
iTunes Connect My Apps 

Jane Appleseed  Toca Boca AB

## New App Bundle

[Cancel](#) [Create](#)

Name 

Apps in This Bundle 

Search

App	Platform
Toca Band	iOS
Toca Hair Salon	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Hair Salon - Christmas Gift	iOS
Toca Cars	iOS
Toca Builders	iOS

iOS (iPhone and iPad)

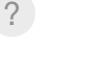
iTunes Connect My Apps 

Jane Appleseed  Toca Boca AB

## New App Bundle

[Cancel](#) [Create](#)

Name  Toca Toy Box

Apps in This Bundle 

Search 

App	Platform
Toca Band	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Hair Salon - Christmas Gift	iOS
Toca Lab	iOS
Toca Cars	iOS
Toca Builders	iOS
Toca Hair Salon	iOS

iOS (iPhone and iPad)

iTunes Connect My Apps 

Jane Appleseed   
Toca Boca AB

## New App Bundle

[Cancel](#) [Create](#)

Name 

Toca Toy Box

Apps in This Bundle 

Search 

App	Platform
Toca Band	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Hair Salon - Christmas Gift	iOS
Toca Lab	iOS
Toca Cars	iOS
Toca Builders	iOS
Toca Hair Salon	iOS

iOS (iPhone and iPad)

iTunes Connect My Apps  Jane Appleseed   
Toca Boca AB

## New App Bundle

[Cancel](#) [Create](#)

Name 

Apps in This Bundle 

Search 

App	Platform
Toca Band	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Hair Salon - Christmas Gift	iOS
Toca Lab	iOS
Toca Cars	iOS
Toca Builders	iOS
Toca Hair Salon	iOS

iOS (iPhone and iPad) 

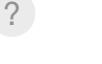
iTunes Connect My Apps 

Jane Appleseed  Toca Boca AB

## New App Bundle

[Cancel](#) [Create](#)

Name 

Apps in This Bundle 

Search 

App	Platform
Toca Band	iOS
Toca Hair Salon Me	iOS
Toca Hair Salon 2	iOS
Toca Hair Salon - Christmas Gift	iOS
Toca Mini	iOS

 1

App	Platform
Toca Cars	iOS
Toca Builders	iOS
Toca Hair Salon	iOS
Toca Lab	iOS

iOS (iPhone and iPad)

iTunes Connect My Apps Jane Appleseed Toca Boca AB

## New App Bundle

Cancel Create

Name ?  
Toca Toy Box

Apps in This Bundle ?

Search

 Toca Band iOS	 Toca Lab iOS	 Toca Cars iOS	 Toca Builders iOS	 Toca Hair Salon iOS
 Toca Hair Salon Me iOS				
 Toca Hair Salon 2 iOS				
 Toca Hair Salon - Christmas Gift iOS				
 Toca Mini iOS				iOS (iPhone and iPad)

iTunes Connect My Apps

Jane Appleseed ▾  
Toca Boca AB

< My Apps      Analytics | Sales and Trends

 Toca Toy Box iOS  
● Prepare for Submission

Save   Submit for Review

Apps in This Bundle [Edit](#)

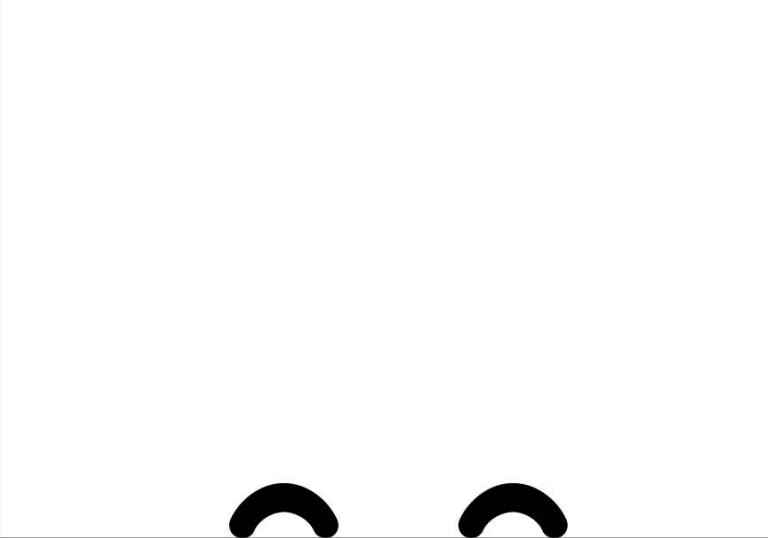
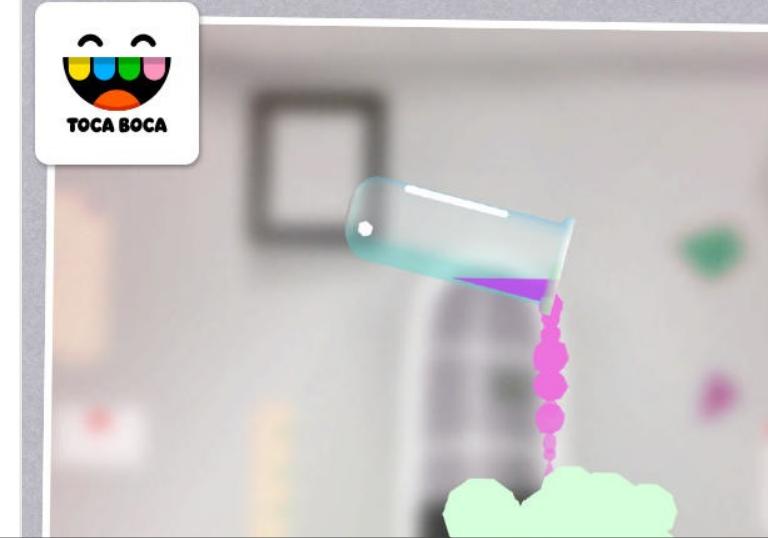
 Toca Lab iOS  
 Toca Cars iOS  
 Toca Builders iOS  
 Toca Hair Salon iOS

Bundle Information

English (U.S) Primary  
Chinese (Simplified)  
Danish  
Dutch  
Finnish  
French  
German  
Greek  
Indonesian

Video Preview and Screenshots [?](#)

4-Inch 3.5-Inch iPad


itunesconnect.apple.com

Save Submit for Review

### Apps in This Bundle [Edit](#)



Toca Lab  
iOS



Toca Cars  
iOS



Toca Builders  
iOS



Toca Hair Salon  
iOS

### Bundle Information

English (U.S) Primary

Chinese (Simplified)

Danish

Dutch

Finnish

French

German

Greek

Indonesian

Italian

Japanese

Korean

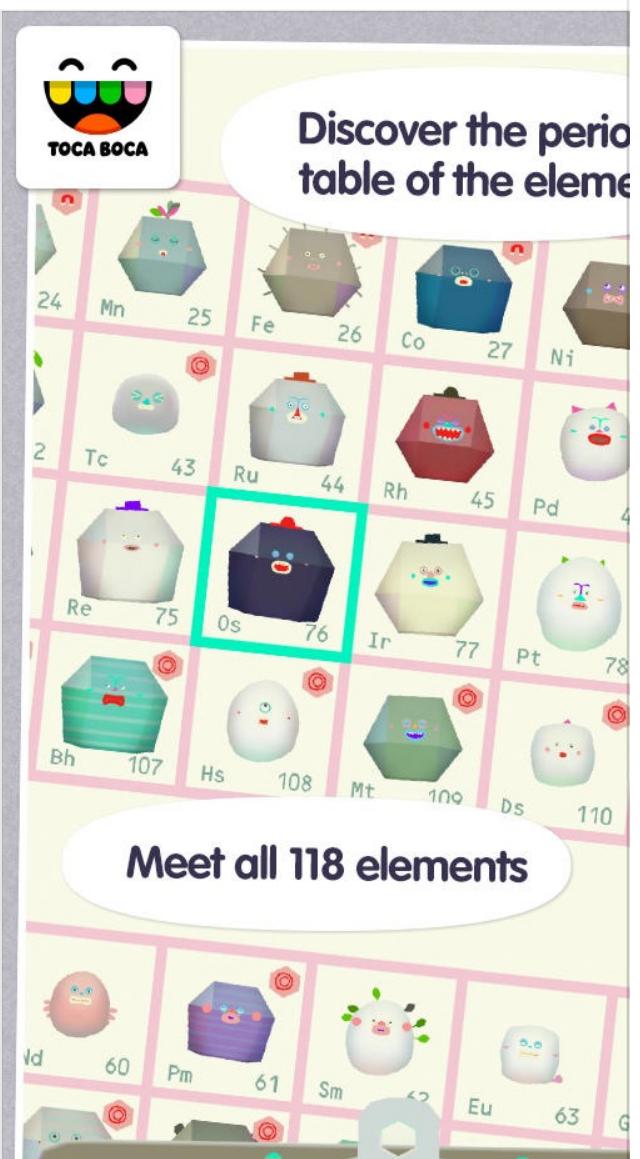
Malay

Norwegian

Portuguese

Video Preview and Screenshots [?](#)

4-Inch 3.5-Inch iPad



itunesconnect.apple.com

Toca Toy Box

Save Submit for Review

Apps in This Bundle [Edit](#)

Toca Lab

iOS

Toca Cars

iOS

Toca Builders

iOS

Toca Hair Salon

iOS

Bundle Information

English (U.S) Primary

Chinese (Simplified)

Danish

Dutch

Finnish

French

German

Greek

Indonesian

Italian

Japanese

Korean

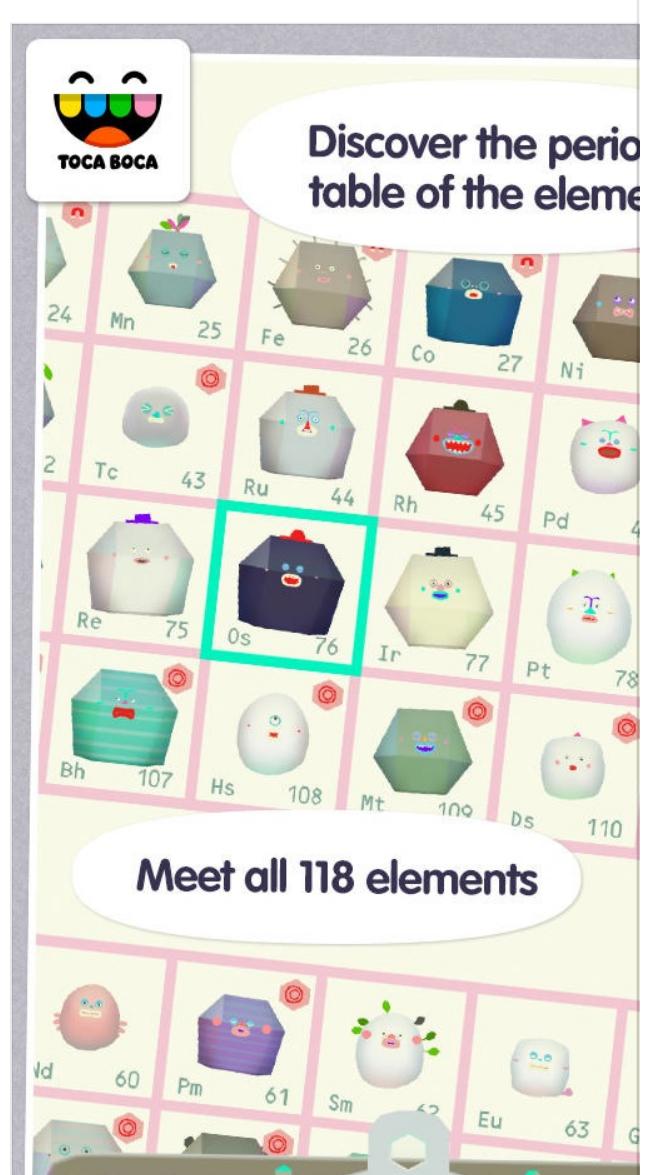
Malay

Norwegian

Portuguese

Video Preview and Screenshots [?](#)

4-Inch 3.5-Inch iPad



itunesconnect.apple.com

Save Submit for Review

Dutch

Finnish

French

German

Greek

Indonesian

Italian

Japanese

Korean

Malay

Norwegian

Portuguese

Russian

Spanish

Swedish

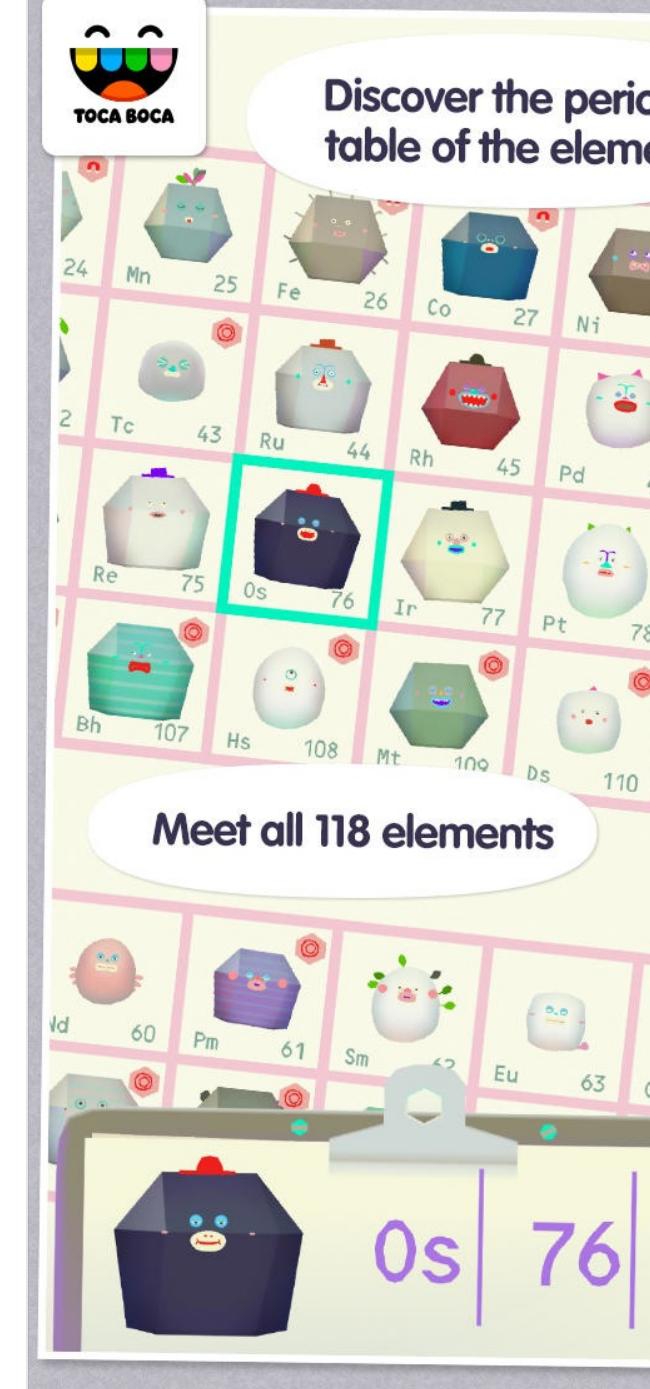
Thai

Turkish

**Toca Toy Box**







Name ?

Toca Toy Box

Description ?

4000

Marketing URL ?

Privacy Policy URL ?

<http://tocaboca.com/privacy>

itunesconnect.apple.com

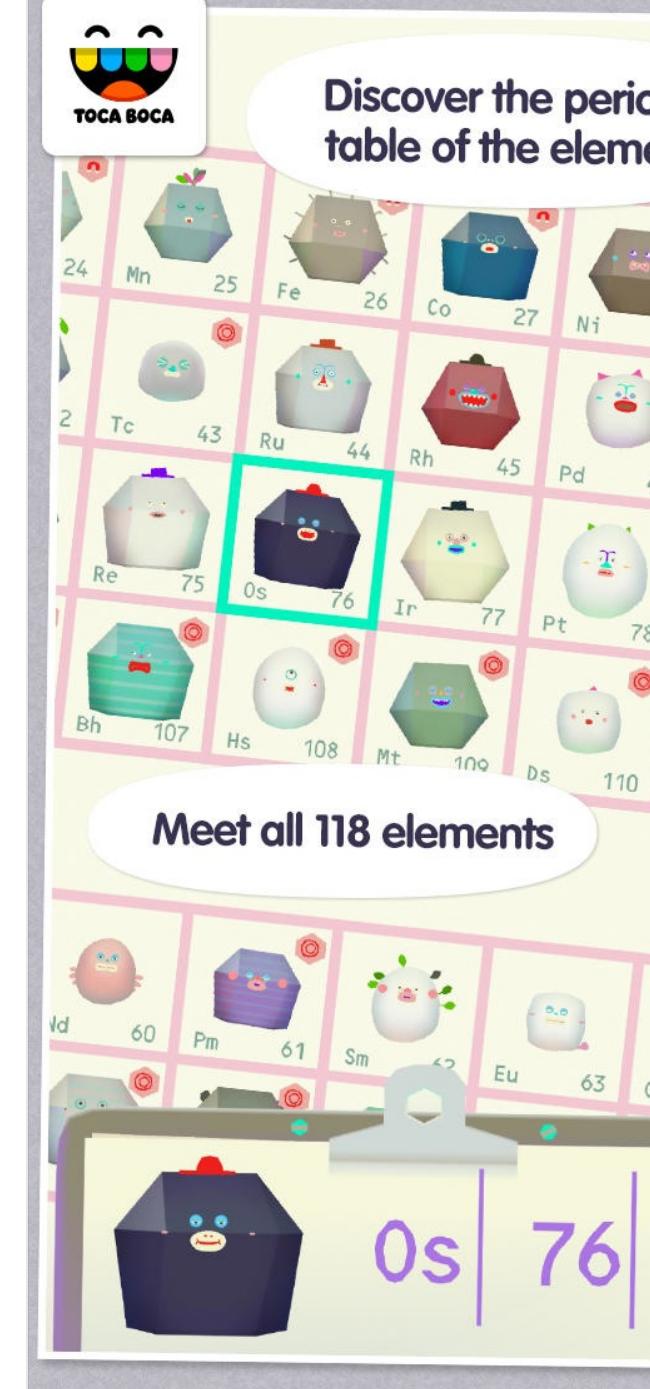
Save Submit for Review

# Toca Toy Box

- Dutch
- Finnish
- French
- German
- Greek
- Indonesian
- Italian
- Japanese
- Korean
- Malay
- Norwegian
- Portuguese
- Russian
- Spanish
- Swedish
- Thai
- Turkish



## TOCA BOCA



Name ?

Toca Toy Box

Description ?

Welcome friends! Unlock a treasure trove of fun with Toca Toy Box. Save big on this bundle, featuring four of our most popular apps. Builders, racers, scientists and stylists, there's hours of play for everyone. What new worlds will you discover from Toca Boca? Jump in and find out!

3717

Marketing URL ?

<http://tocaboca.com/toca-toy-box>

Privacy Policy URL ?

<http://tocaboca.com/privacy>

itunesconnect.apple.com

# Toca Toy Box

Save Submit for Review

## Availability and Price

Cleared for Sale

Price ?

Choose ▾

SKU ?

General Information

Category ?

Entertainment

Rating ?

Ages 4+, Made for Ages 6–8

[Additional Ratings](#)

License Agreement ?

[Apple's Standard License Agreement](#)

Copyright ?

Toca Boca

Trade Representative Contact Information ?

Toca Boca AB  
Jane Appleseed

25 Taylor St  
San Francisco CA 94102  
United States

+1 415 314 1759  
[info@tocaboca.com](mailto:info@tocaboca.com)

Apple ID ?

012122013

itunesconnect.apple.com

# Toca Toy Box

Save Submit for Review

## Availability and Price

Cleared for Sale

Price ?  
Tier 7 | [Currency Conversion](#)

SKU ?  
24

## General Information

Category ?  
Entertainment

Rating ?  
Ages 4+, Made for Ages 6–8  
[Additional Ratings](#)

License Agreement ?  
[Apple's Standard License Agreement](#)

Copyright ?  
Toca Boca

Trade Representative Contact Information ?  
Toca Boca AB  
Jane Appleseed  
25 Taylor St  
San Francisco CA 94102  
United States  
+1 415 314 1759  
info@tocaboca.com

Apple ID ?  
012122013

9:41 AM 100% 

Featured  

 Toca Toy Box   
Toca Boca AB >

 (33)

**App Bundle**  + \$6.99  
Purchased Separately: \$11.96

Details Reviews Related

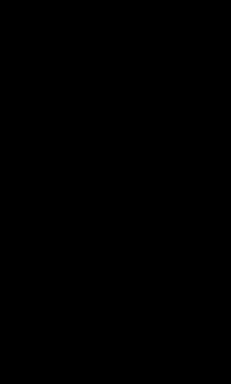
Apps in This Bundle

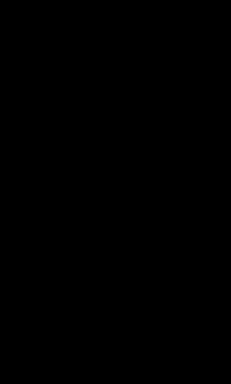
 Toca Lab  
Education  
\$2.99

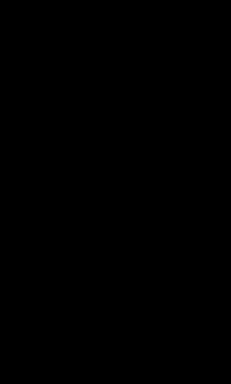
 Toca Cars  
Education  
\$2.99

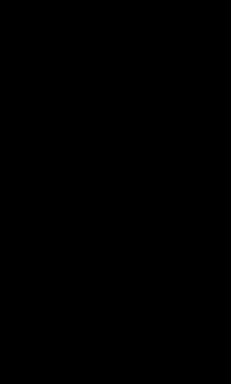
 Toca Builders  
Education  
\$2.99

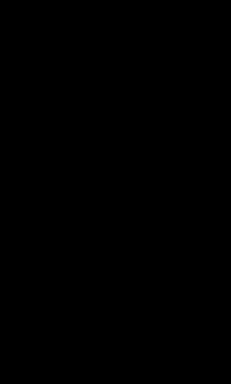
 Toca Kitchen  
Education  
\$2.99

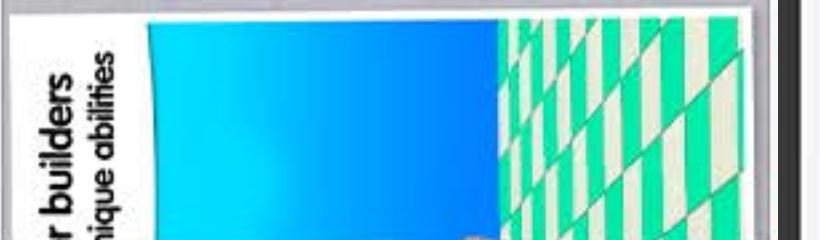
 Toca Hair Salon  
Education  
\$2.99

 Toca Doctor  
Education  
\$2.99

 Toca Painter  
Education  
\$2.99

 Toca Diner  
Education  
\$2.99

 Toca Studio  
Education  
\$2.99

 you want!  
 unique abilities

Featured Top Charts Explore Search Updates

9:41 AM 100%

Featured

Toca Toy Box 4+

Toca Boca AB >

★★★★★ (33)

App Bundle + \$6.99  
Purchased Separately: \$11.96

Details Reviews Related

Apps in This Bundle

Toca Lab Toca Cars Toca Builders Toca

Education Education Education Edu

\$2.99 \$2.99 \$2.99 \$2.99

you want! builders unique abilities

Featured Top Charts Explore Search Updates

9:41 AM 100%

Featured

Toca Toy Box 4+  
Toca Boca AB >

★★★★★ (33)

App Bundle + \$6.99  
Purchased Separately: \$11.96

Details Reviews Related

Apps in This Bundle

Toca Lab Toca Cars Toca Builders Toca...  
Education Education Education Education  
\$2.99 \$2.99 \$2.99 \$2.99

you want! builders unique abilities

Featured Top Charts Explore Search Updates

Up to 10 paid apps

9:41 AM 100%

Featured

Toca Toy Box 4+  
Toca Boca AB >

★★★★★ (33)

App Bundle  
Purchased Separately: \$11.96 + \$6.99

Details Reviews Related

Apps in This Bundle

Toca Lab Education \$2.99	Toca Cars Education \$2.99	Toca Builders Education \$2.99	Toca...
---------------------------------	----------------------------------	--------------------------------------	---------

you want! builders unique abilities

Featured Top Charts Explore Search Updates

Up to 10 paid apps

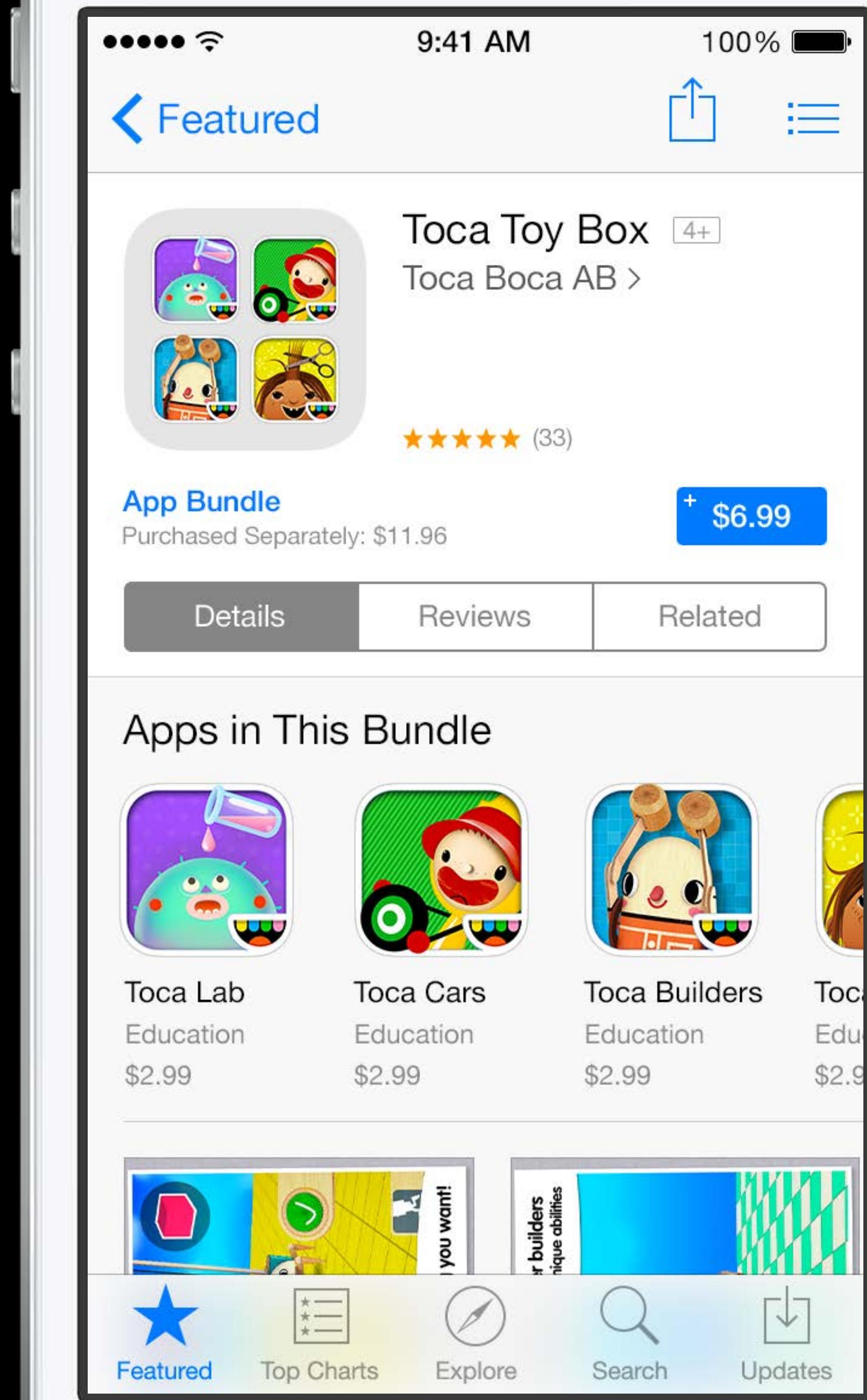
Discounted price

The screenshot shows the App Store interface for the 'Toca Toy Box' app. At the top, there are five dots indicating more items, the time '9:41 AM', and a battery level of '100%'. Below this, a blue 'Featured' button with a left arrow is visible. In the top right corner are icons for sharing and more options. The main title 'Toca Toy Box' is displayed with a '4+' rating indicator. Below the title is the developer 'Toca Boca AB >'. To the left of the title is a square icon containing four smaller screenshots of the app's characters and activities. Below the developer information is a rating of '★★★★★ (33)'. Underneath the rating, it says 'App Bundle' and 'Purchased Separately: \$11.96'. A blue button shows the price '\$6.99' with a '+' sign. Below the price are three tabs: 'Details' (selected), 'Reviews', and 'Related'. The section 'Apps in This Bundle' follows, showing four apps: 'Toca Lab' (Education, \$2.99), 'Toca Cars' (Education, \$2.99), 'Toca Builders' (Education, \$2.99), and 'Toca Hair Salon' (Education, \$2.99). At the bottom are navigation icons for 'Featured' (blue), 'Top Charts', 'Explore', 'Search', and 'Updates'.

Up to 10 paid apps

Discounted price

Uses first preview or screenshot

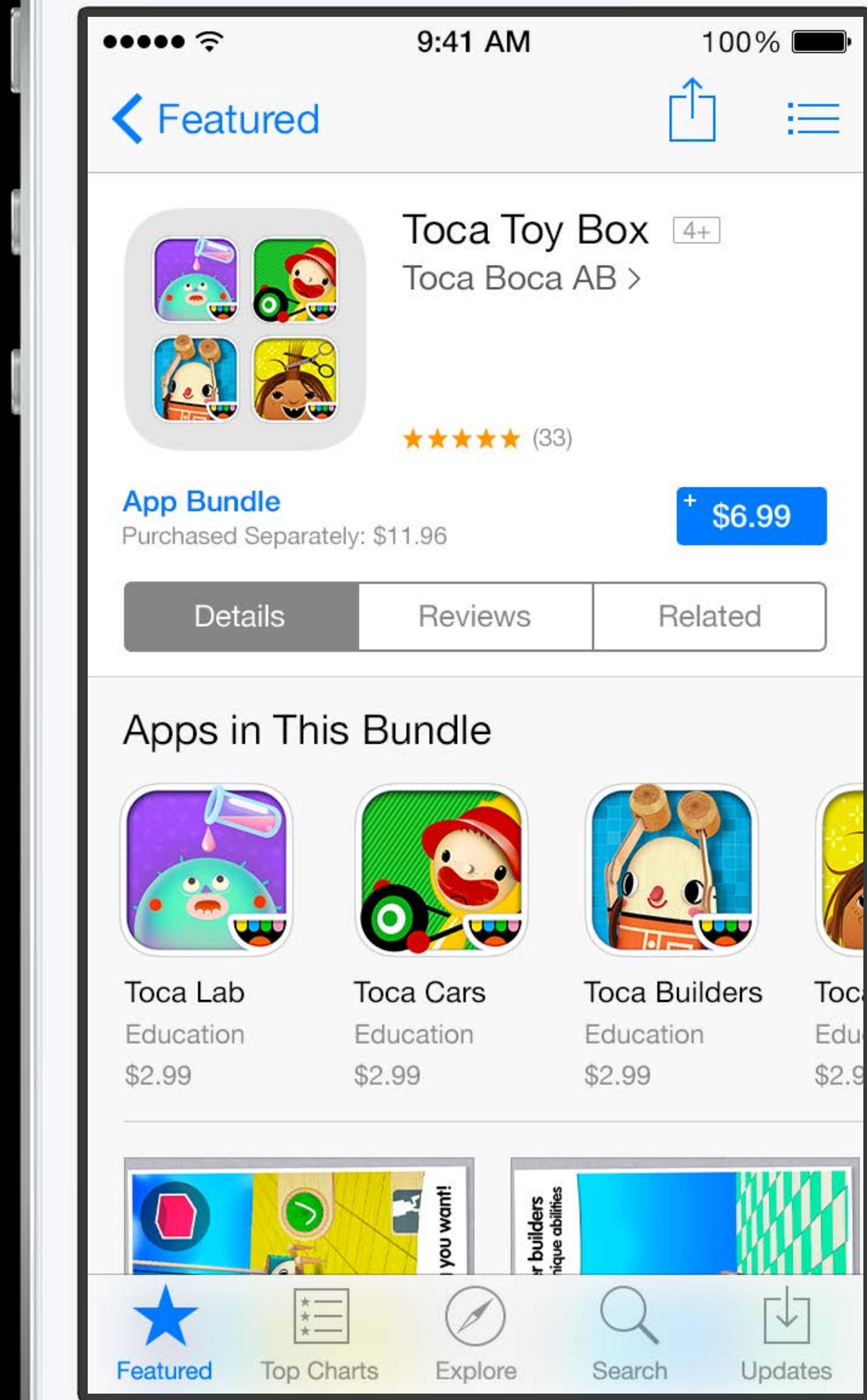


Up to 10 paid apps

Discounted price

Uses first preview or screenshot

Links to bundle from each app



Up to 10 paid apps

Discounted price

Uses first preview or screenshot

Links to bundle from each app

Complete My Bundle

# App Analytics

Trystan Kosmynka  
Engineering Manager—iTunes Store, App Analytics

# Building a Great App

# Building a Great App



# Building a Great App



Great idea

# Building a Great App



Great idea  
Thoughtful design

# Building a Great App



Great idea  
Thoughtful design  
Bug-free code

# Building a Great App



Great idea  
Thoughtful design  
Bug-free code  
Test, test, and test

# Building a Great App



Great idea  
Thoughtful design  
Bug-free code  
Test, test, and test  
Submit to App Store

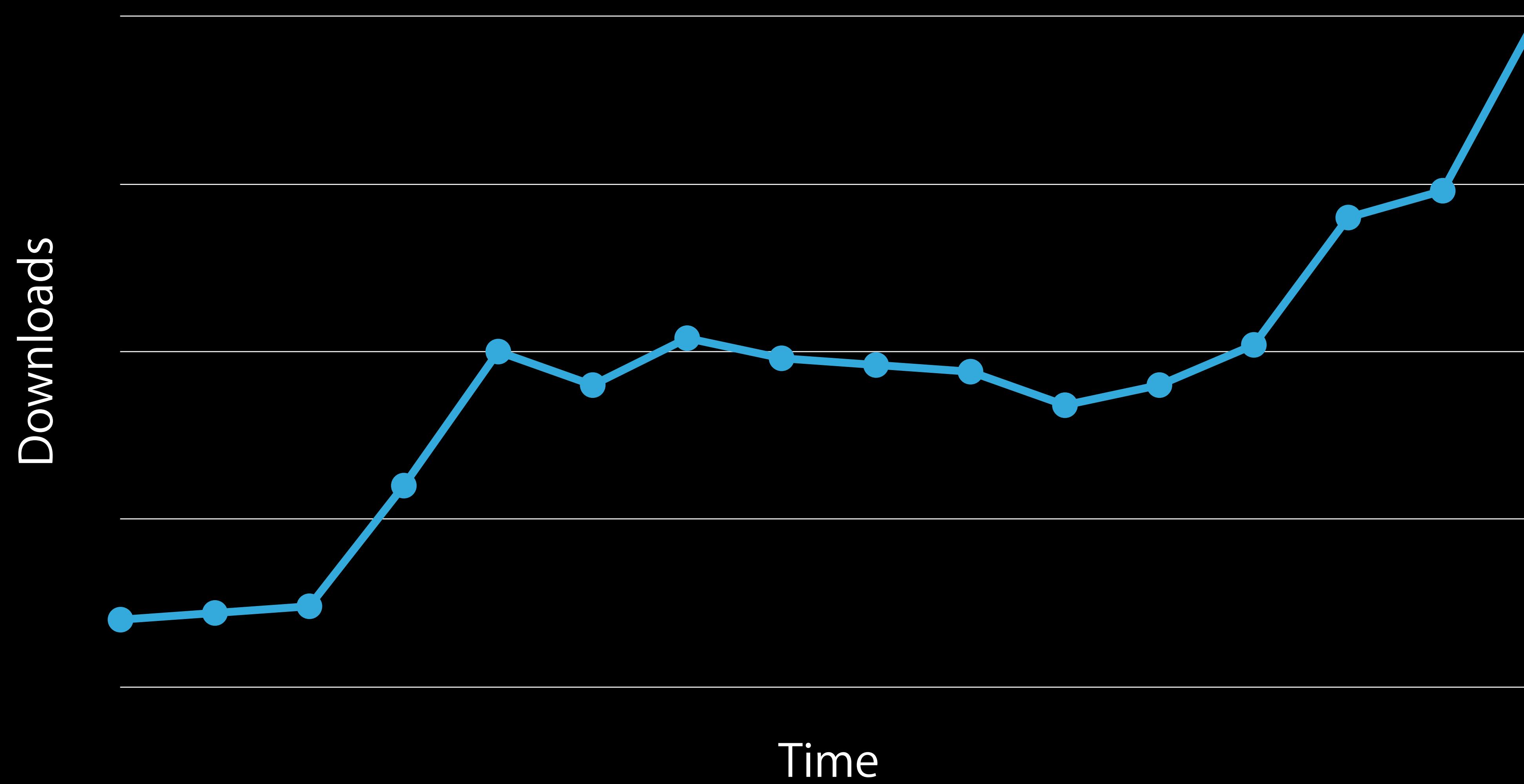
# Building a Great App



Great idea  
Thoughtful design  
Bug-free code  
Test, test, and test  
Submit to App Store  
All done?

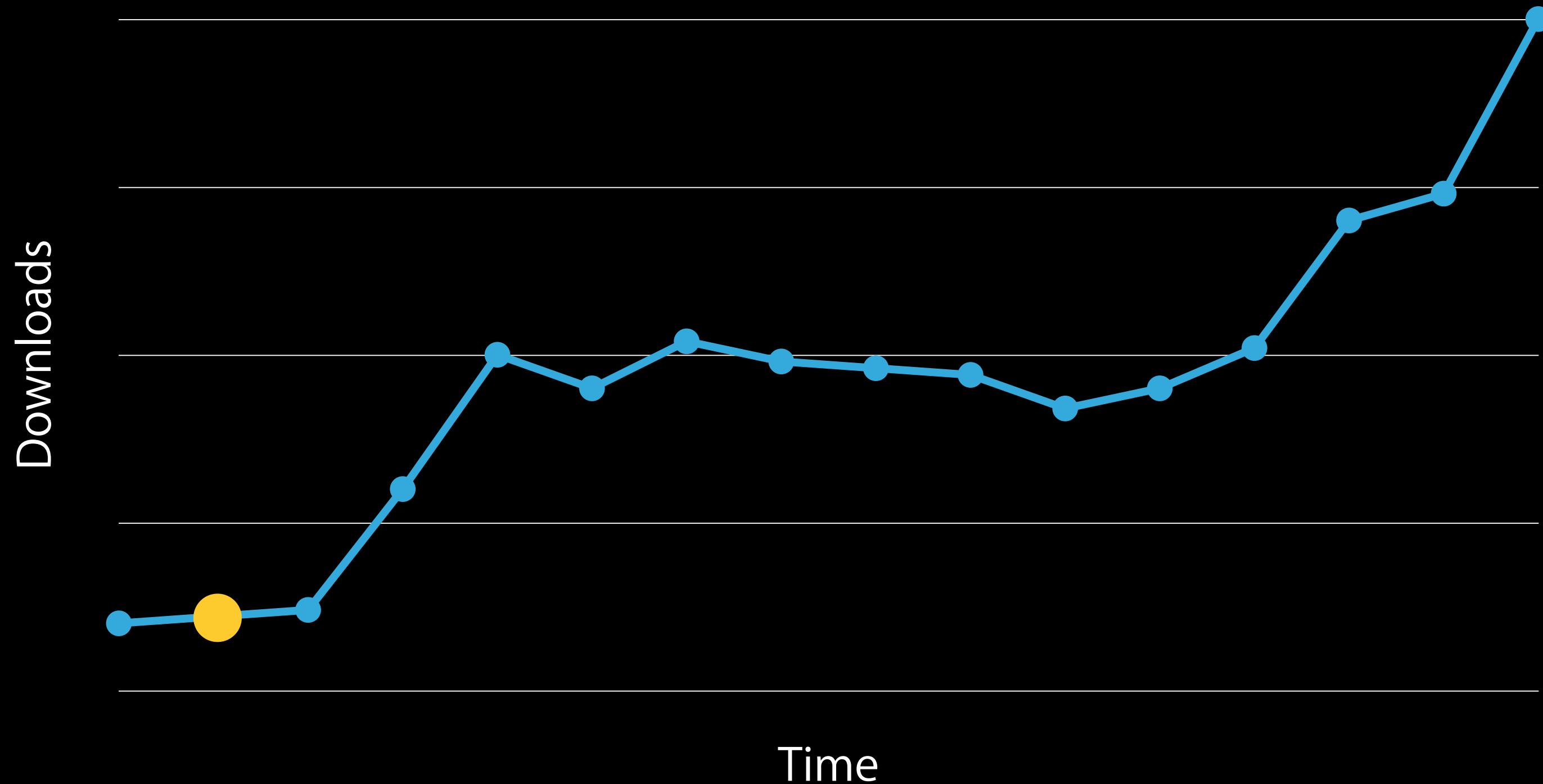
# After Launch

# After Launch



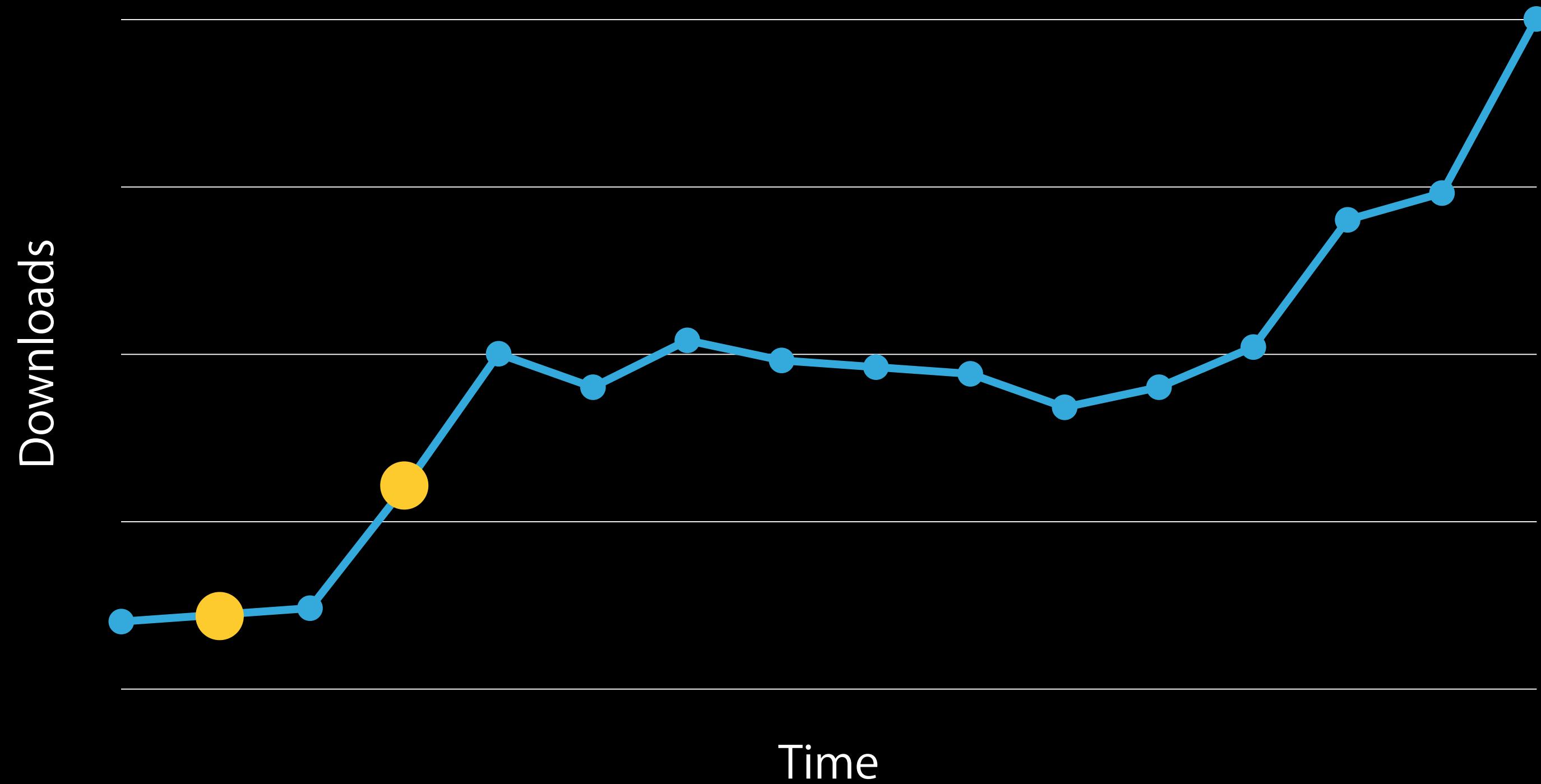
# After Launch

App Store presence



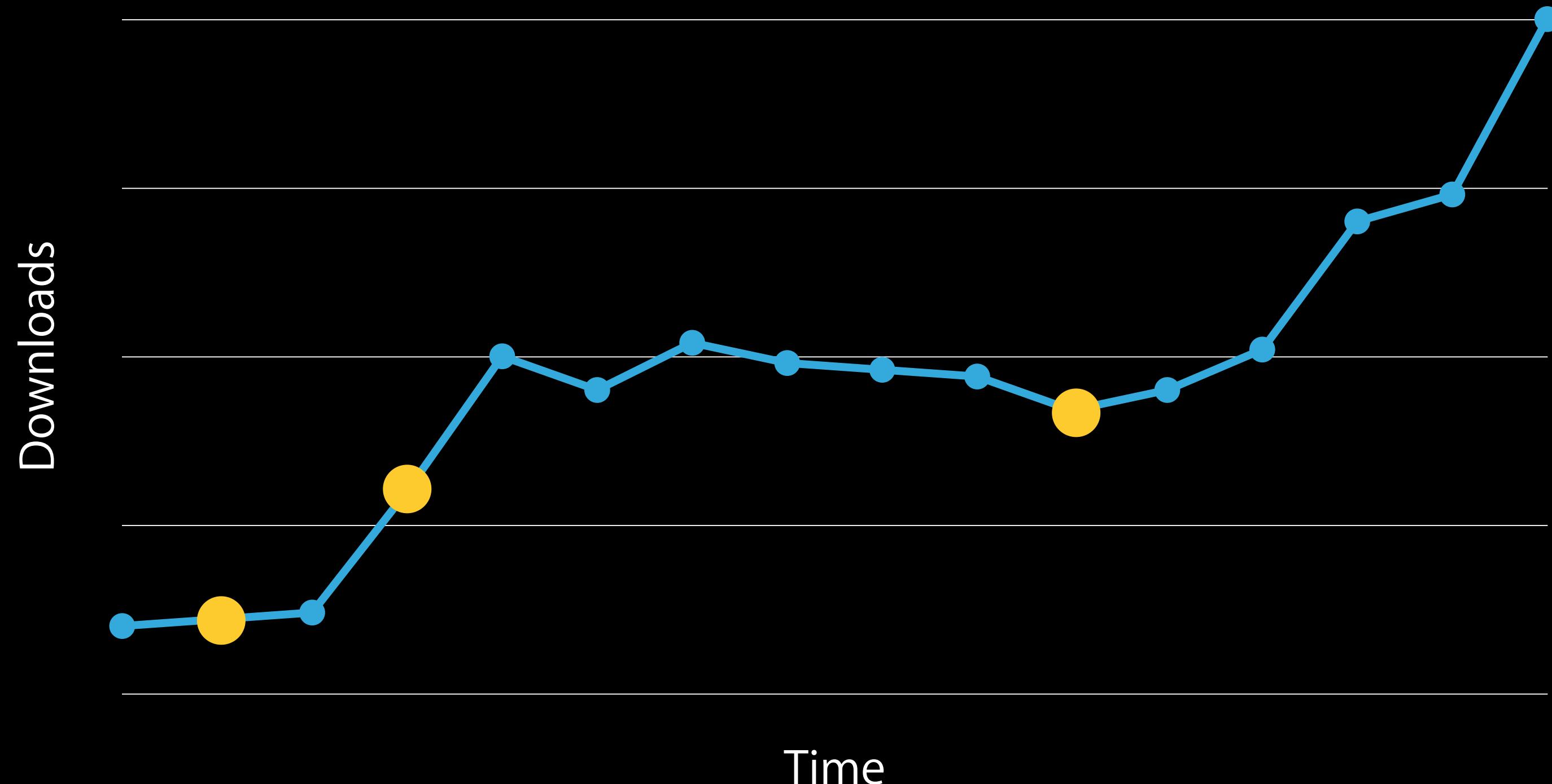
# After Launch

App Store presence  
Marketing



# After Launch

App Store presence  
Marketing  
New updates



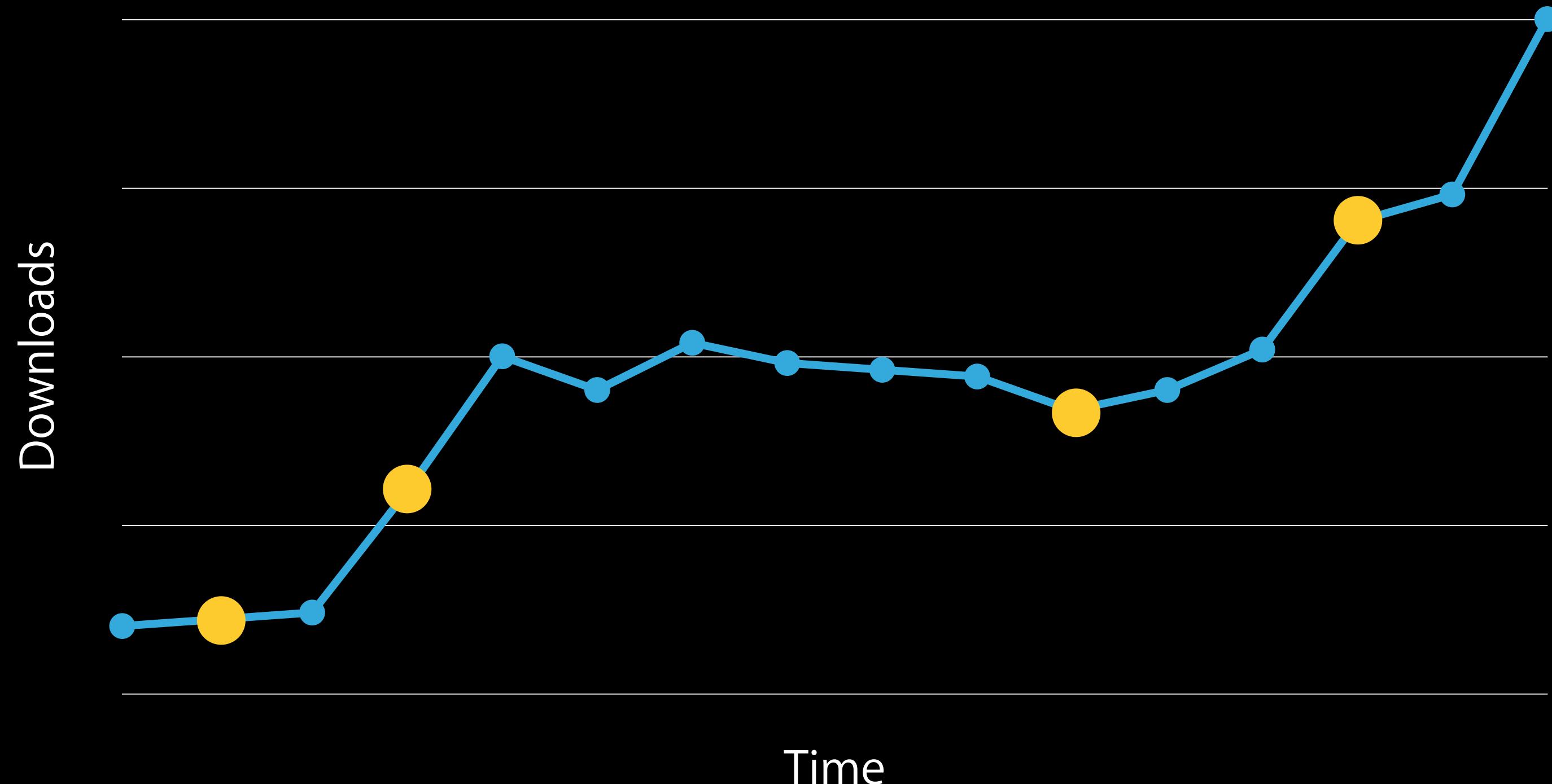
# After Launch

# App Store presence

# Marketing

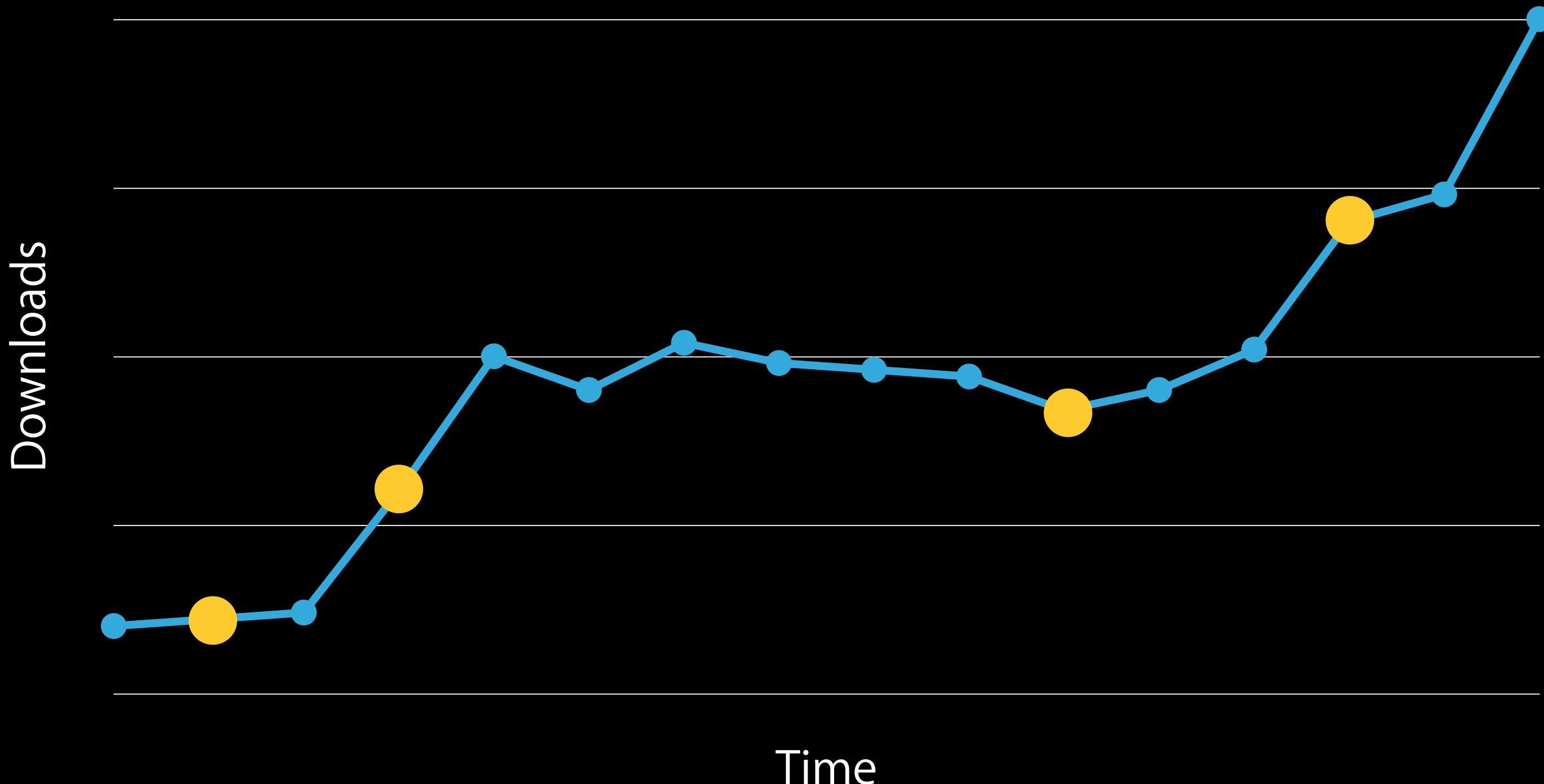
# New updates

# Advertising



# After Launch

App Store presence  
Marketing  
New updates  
Advertising  
Analytics



# Why Analytics

# Analytics Provides Answers

How's my app doing?

Are people returning  
to my app?

Are people converting  
on In-App Purchases?

# Advertising?

Reveal missed opportunities

Build a better app

That's Analytics

# Acquisition to Engagement

9:41 AM 100%

Top Charts

Trip Guider 4+

App Co >  
Offers In-App Purchases

★★★★★ (4,974)

\$2.99

Details Reviews Related

My Trips

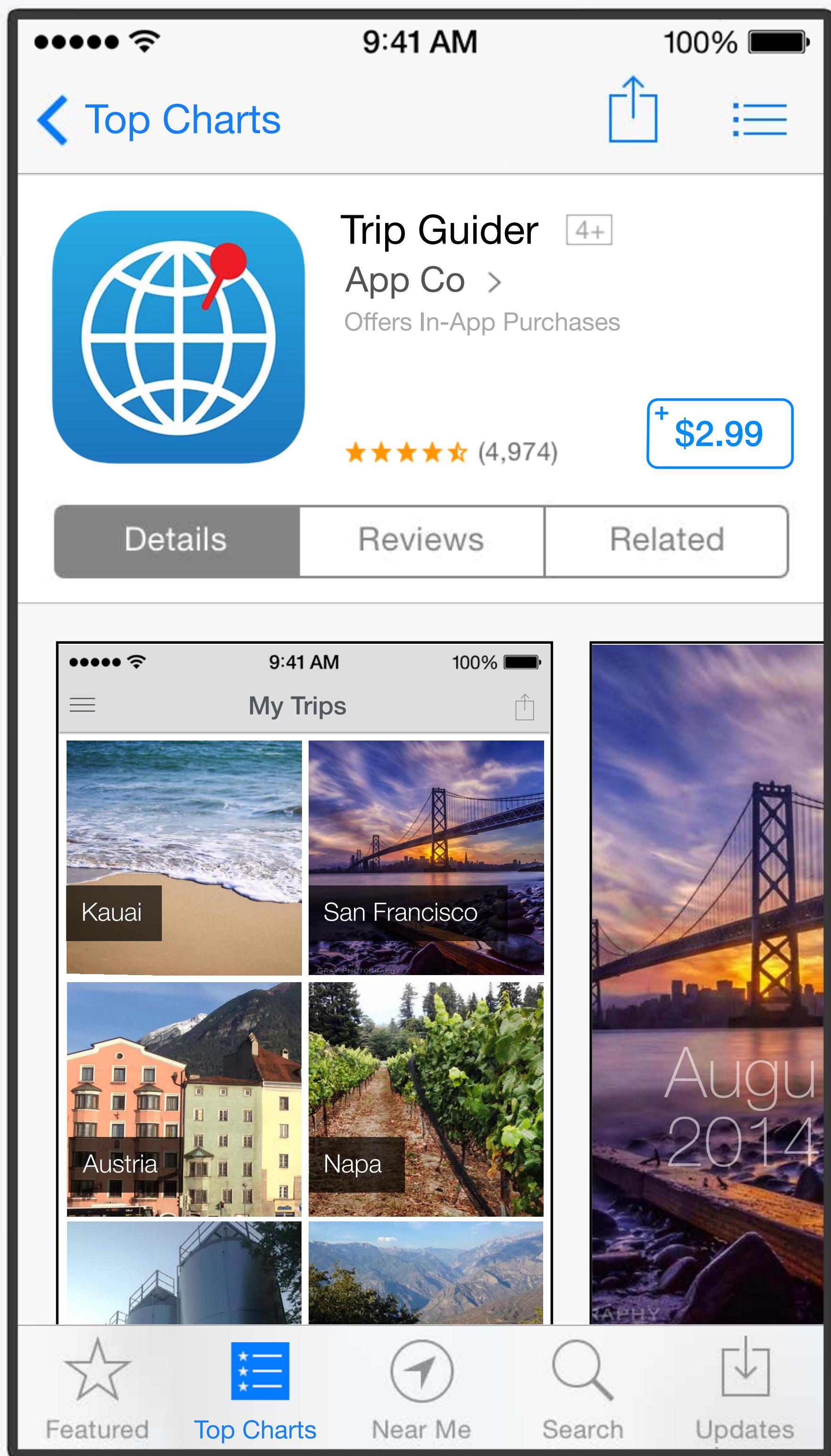
Kauai San Francisco

Austria Napa

Augu 2014

Featured Top Charts Near Me Search Updates

# App Store views





# App Store views

9:41 AM 100%

< Top Charts

Trip Guider 4+

App Co >

Offers In-App Purchases

★★★★★ (4,974)

+ \$2.99

Details Reviews Related

My Trips

Kauai

San Francisco

Austria

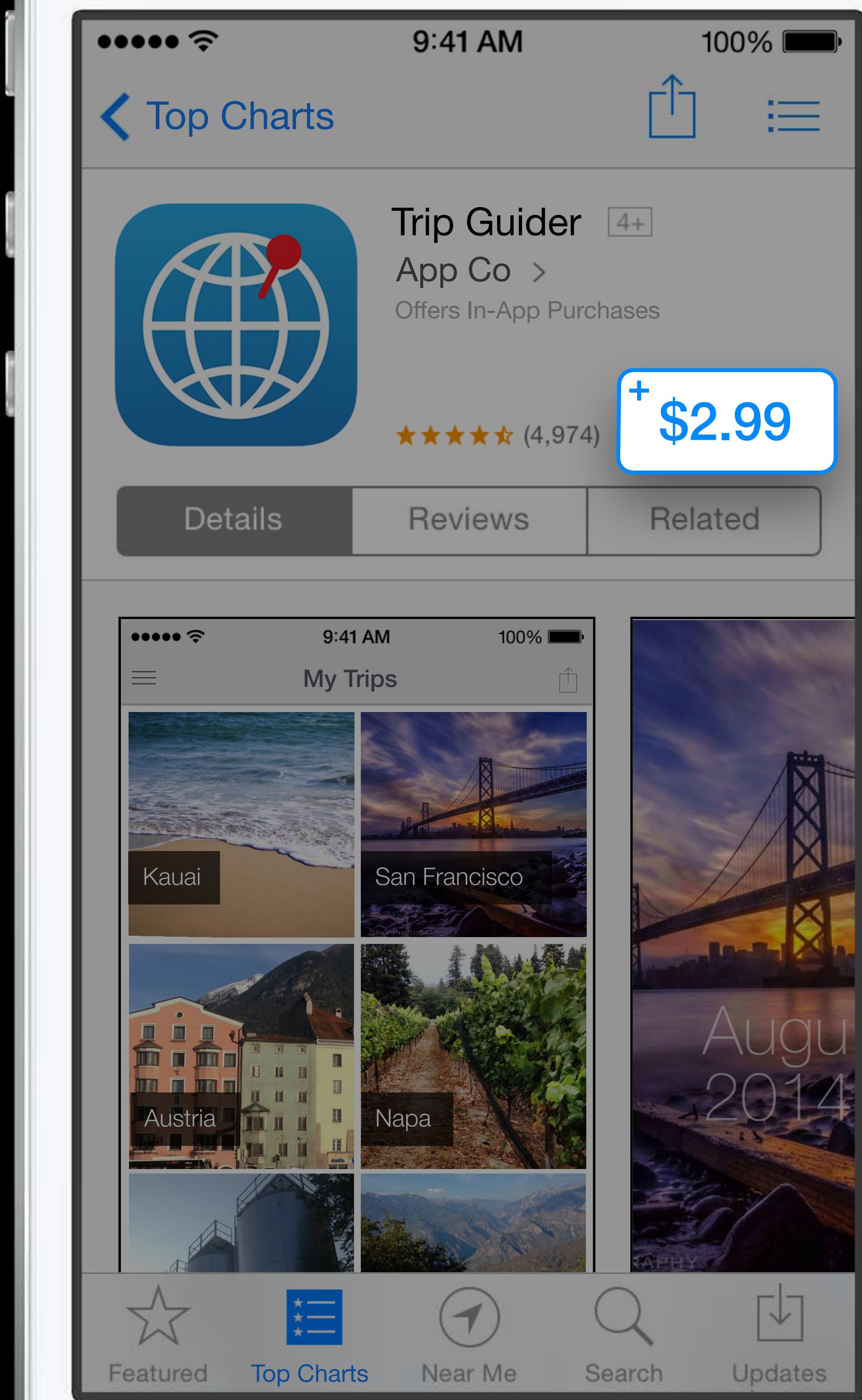
Napa

Augu 2014

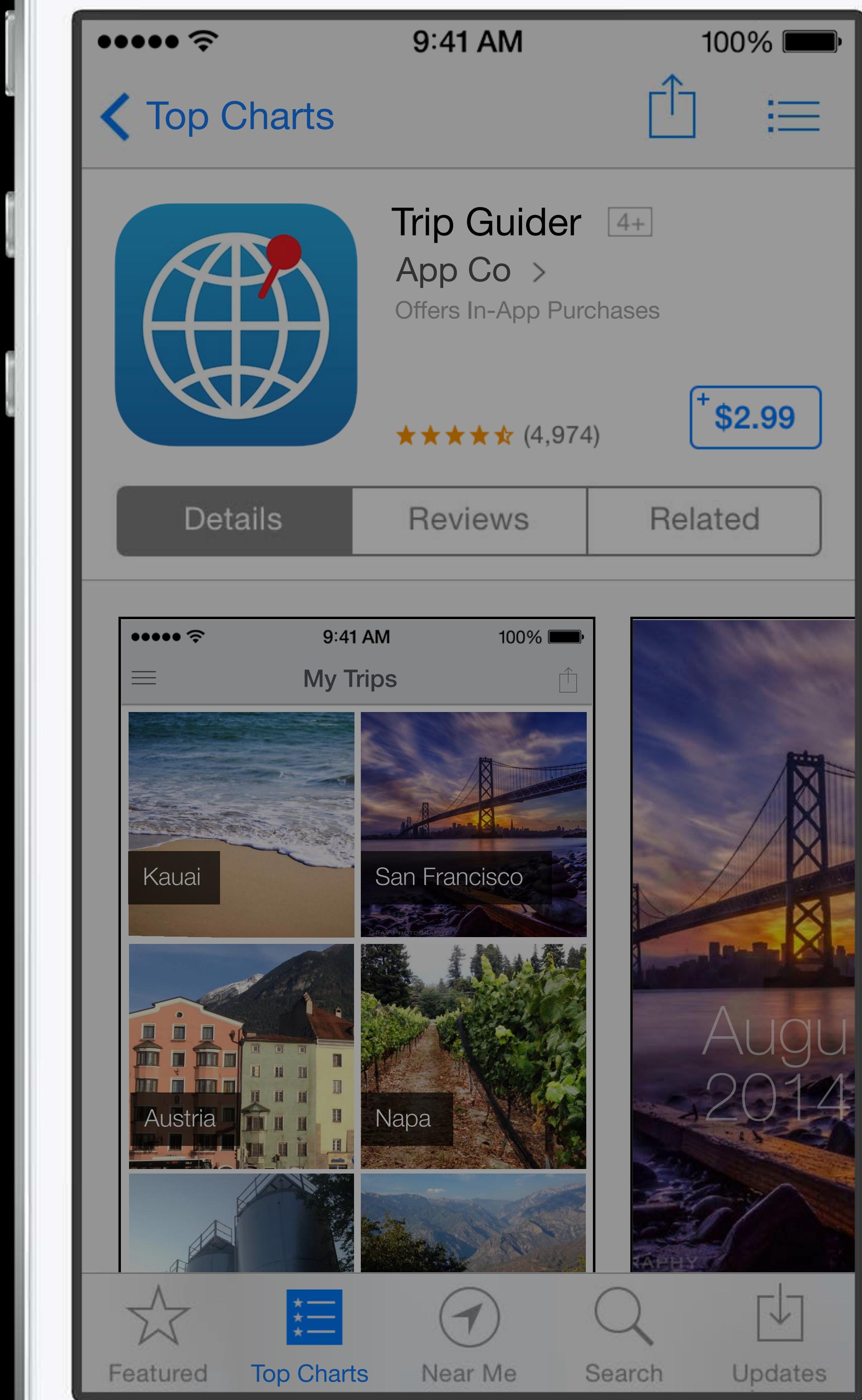
Featured Top Charts Near Me Search Updates

The image shows a smartphone displaying the Apple App Store interface. At the top, the status bar shows the time as 9:41 AM, battery level at 100%, and signal strength. Below the status bar, the title 'Top Charts' is visible with a back arrow. The main content area displays the 'Trip Guider' app. The app icon is a blue globe with a red pin. The app name 'Trip Guider' is followed by a '4+' rating. Below the name, it says 'App Co >' and 'Offers In-App Purchases'. The price '\$2.99' is shown in a blue button with a plus sign. Below the price, there are five yellow stars and the text '(4,974)'. Underneath the app details, there are three tabs: 'Details', 'Reviews' (which is selected), and 'Related'. A preview of the app's interface is shown below, titled 'My Trips'. It displays a grid of travel destinations: Kauai (beach photo), San Francisco (bridge sunset), Austria (city buildings), and Napa (vineyard). To the right of the grid is a large image of the San Francisco Bay Bridge at sunset with the text 'Augu 2014' overlaid. At the bottom of the screen are navigation icons for 'Featured', 'Top Charts' (which is highlighted in blue), 'Near Me', 'Search', and 'Updates'.

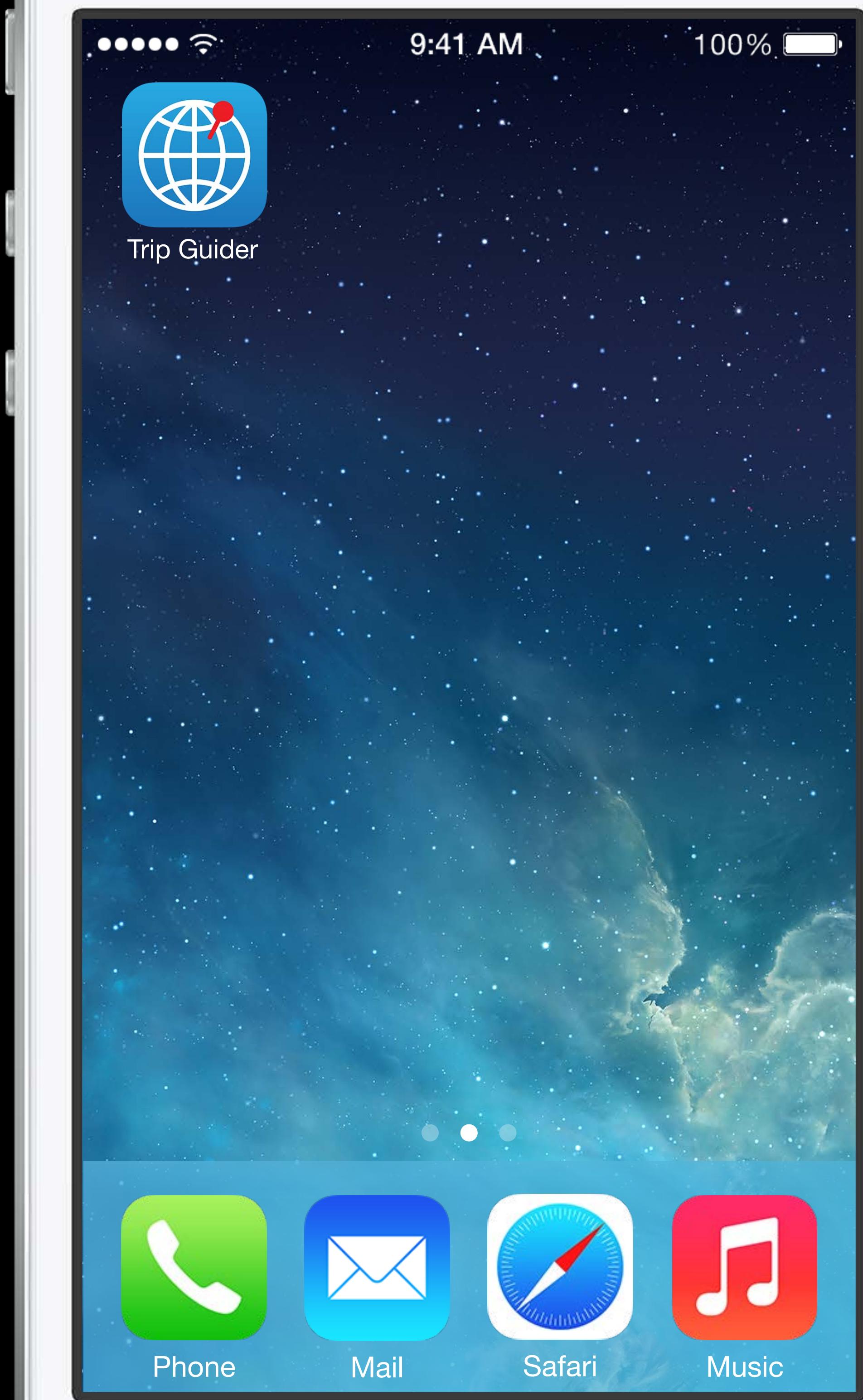
App Store views  
App units  
Sales



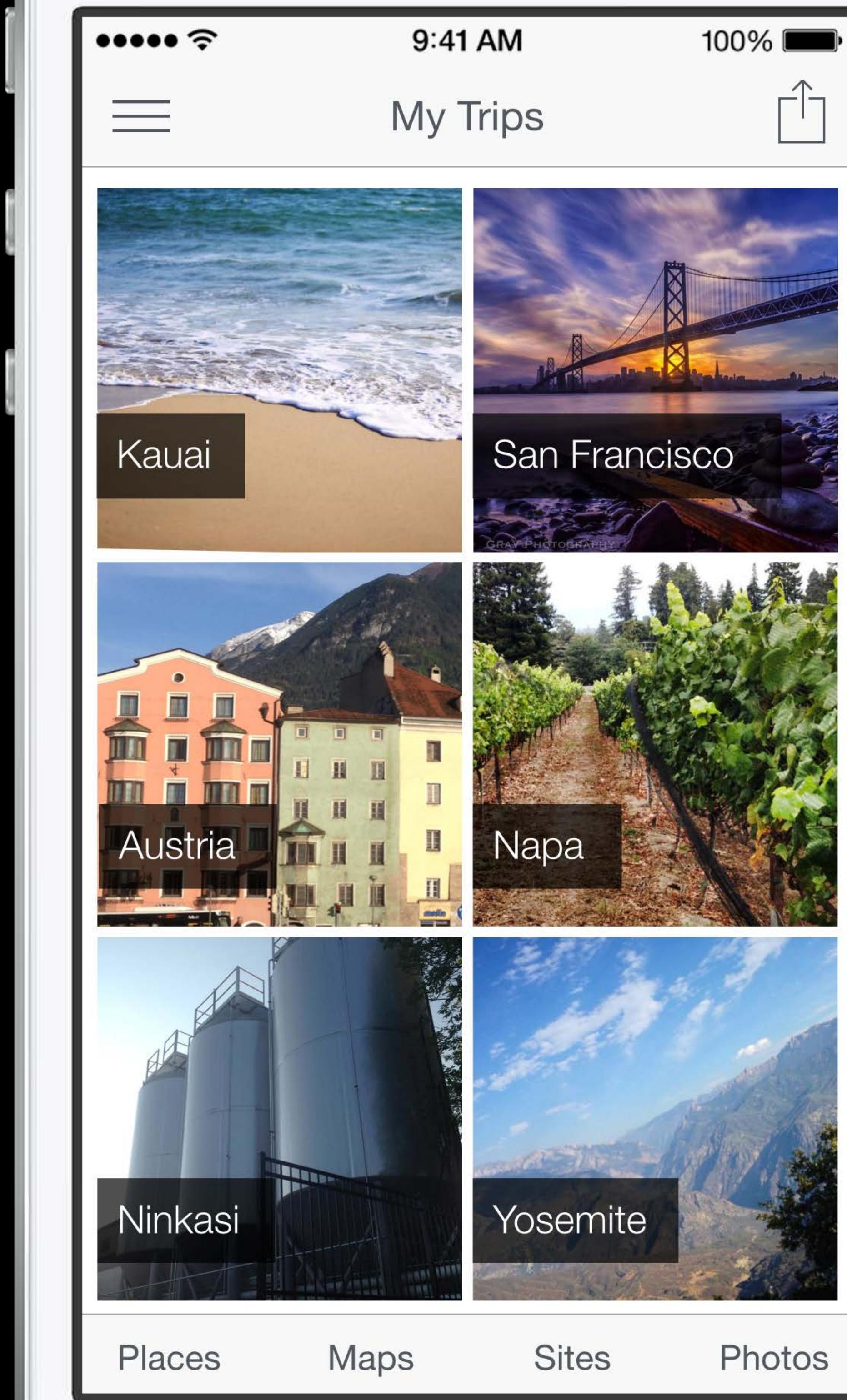
App Store views  
App units  
Sales



App Store views  
App units  
Sales



App Store views  
App units  
Sales  
Installs



App Store views

App units

Sales

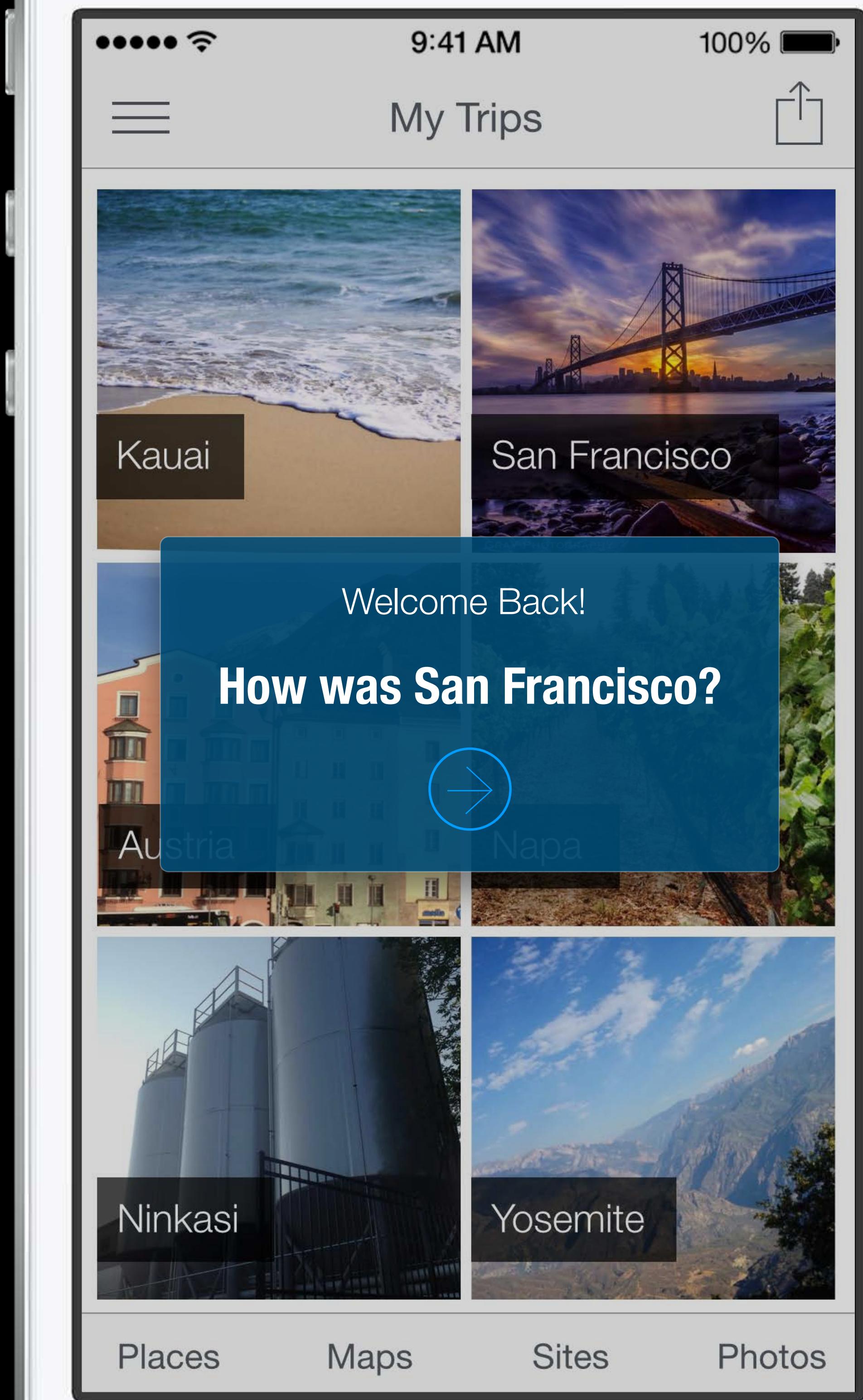
Installs

Sessions

Active devices

Retention

Stickiness



App Store views

App units

Sales

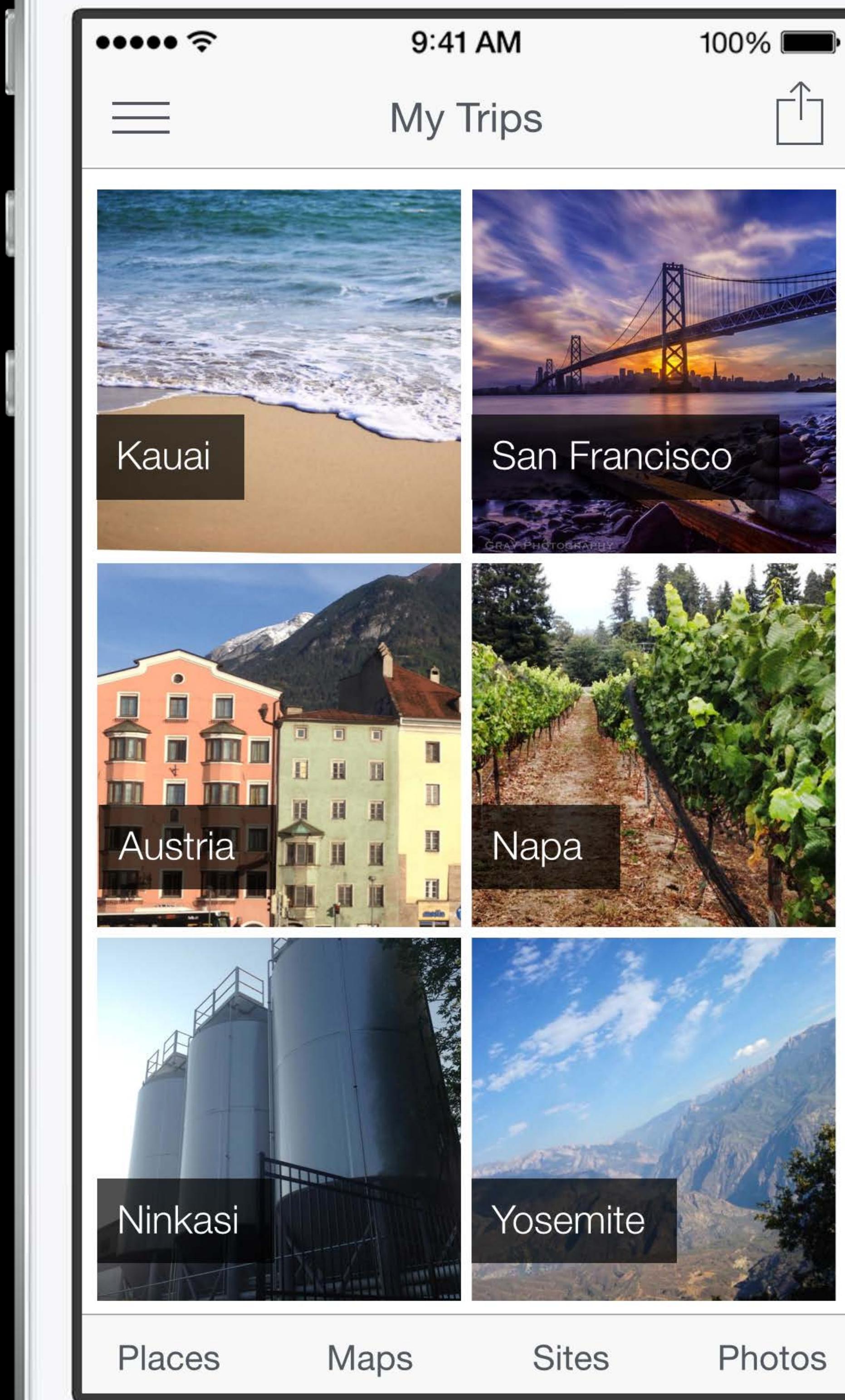
Installs

Sessions

Active devices

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App Store views

App units

Sales

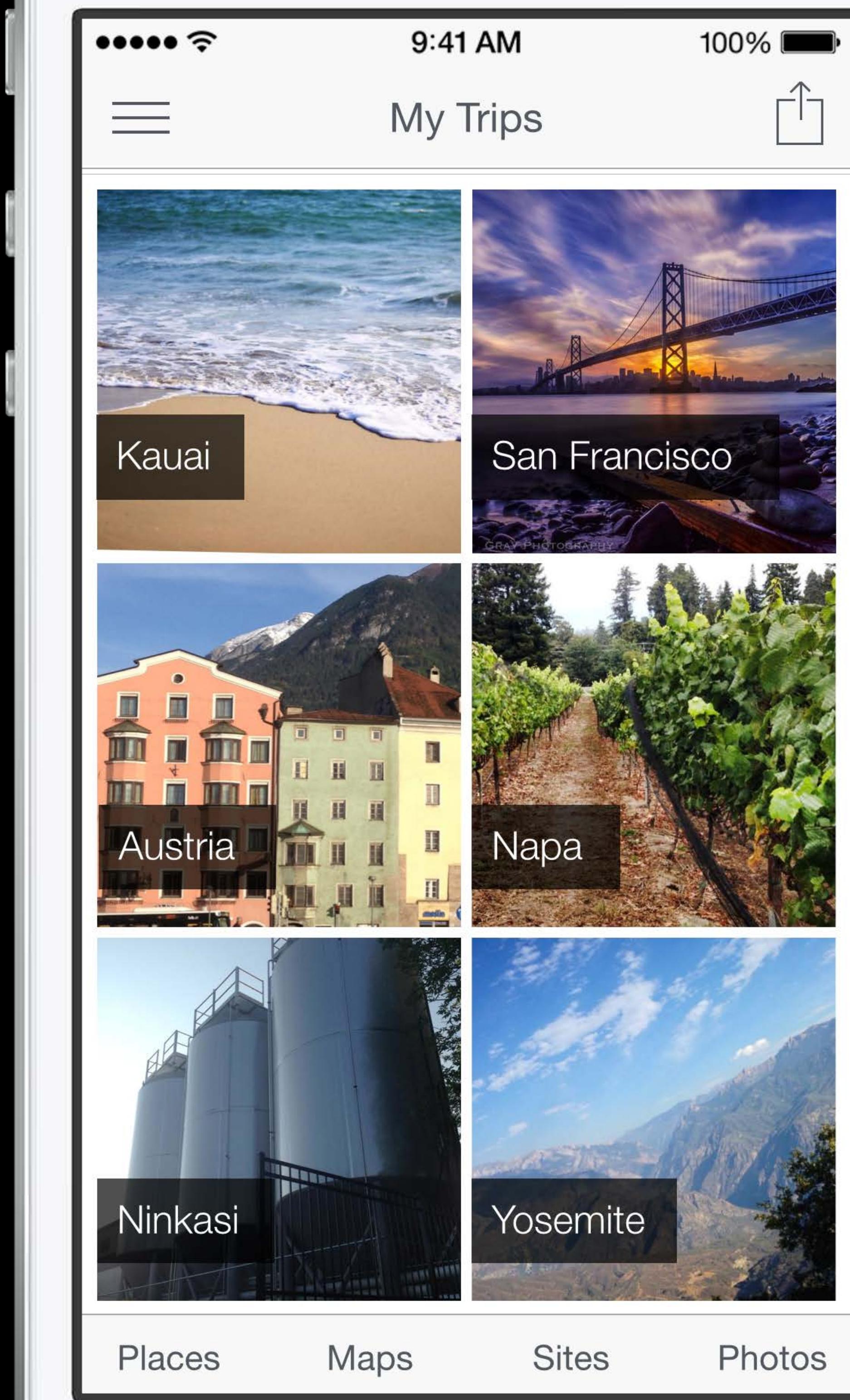
Installs

Sessions

Active devices

Retention

Stickiness



App Store views

App units

Sales

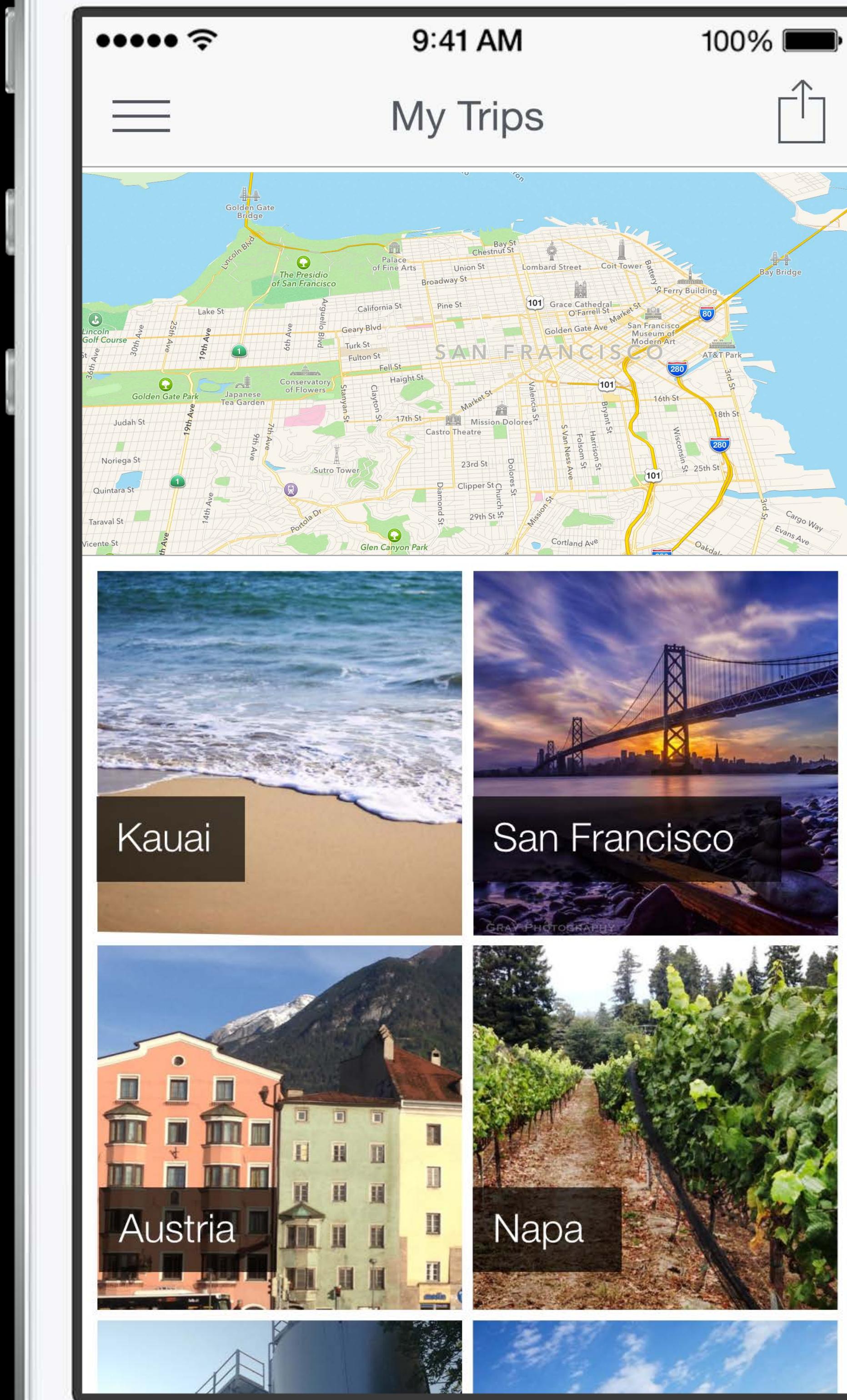
Installs

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Stickiness



App Store views

App units

Sales

Installs

Sessions

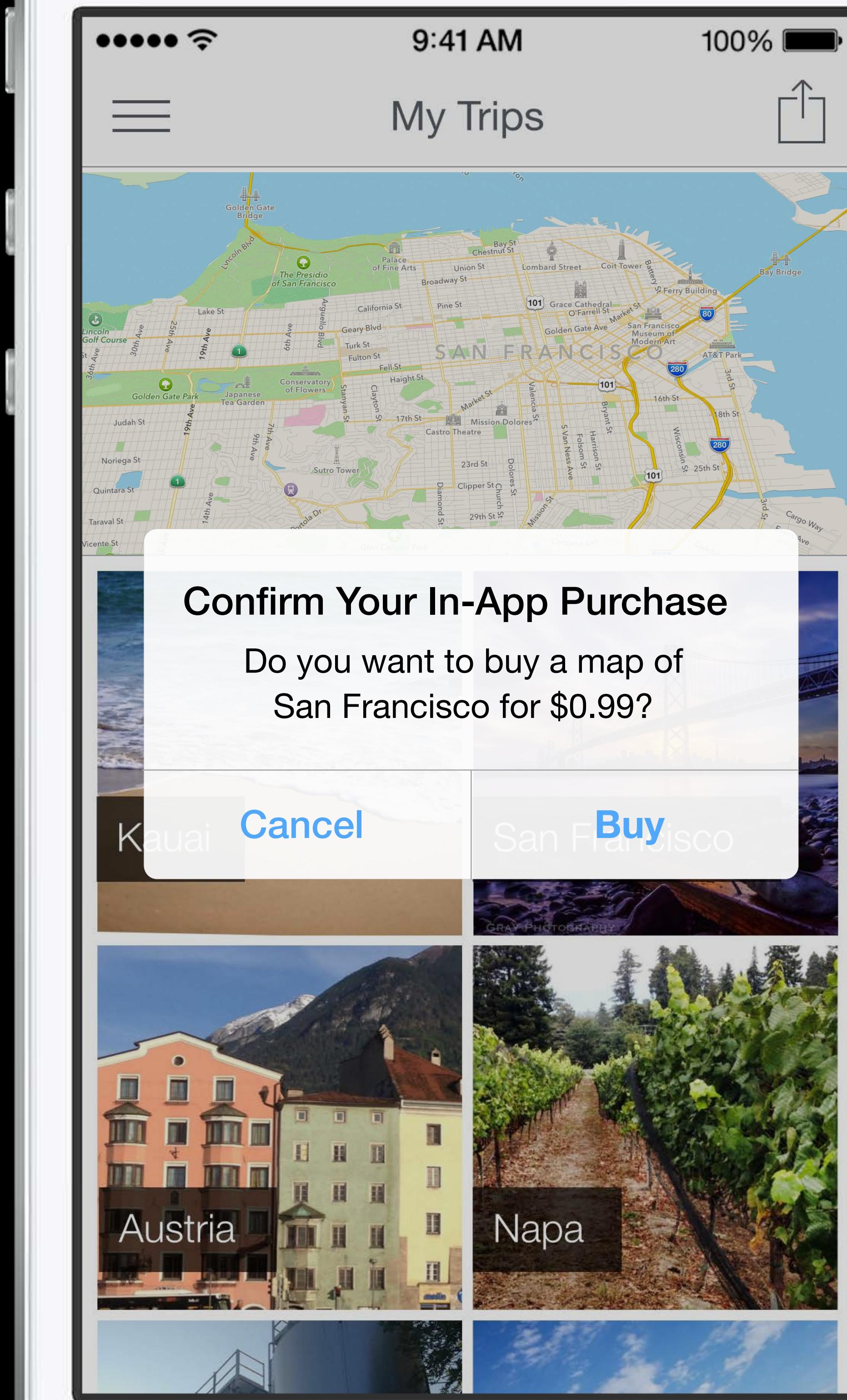
Active devices

Retention

Stickiness

In-App Purchases

Average sales



App Store views

App units

Sales

Installs

Sessions

Active devices

Retention

Stickiness

In-App Purchases

Average sales

# Customer Lifecycle

---

App Store Views

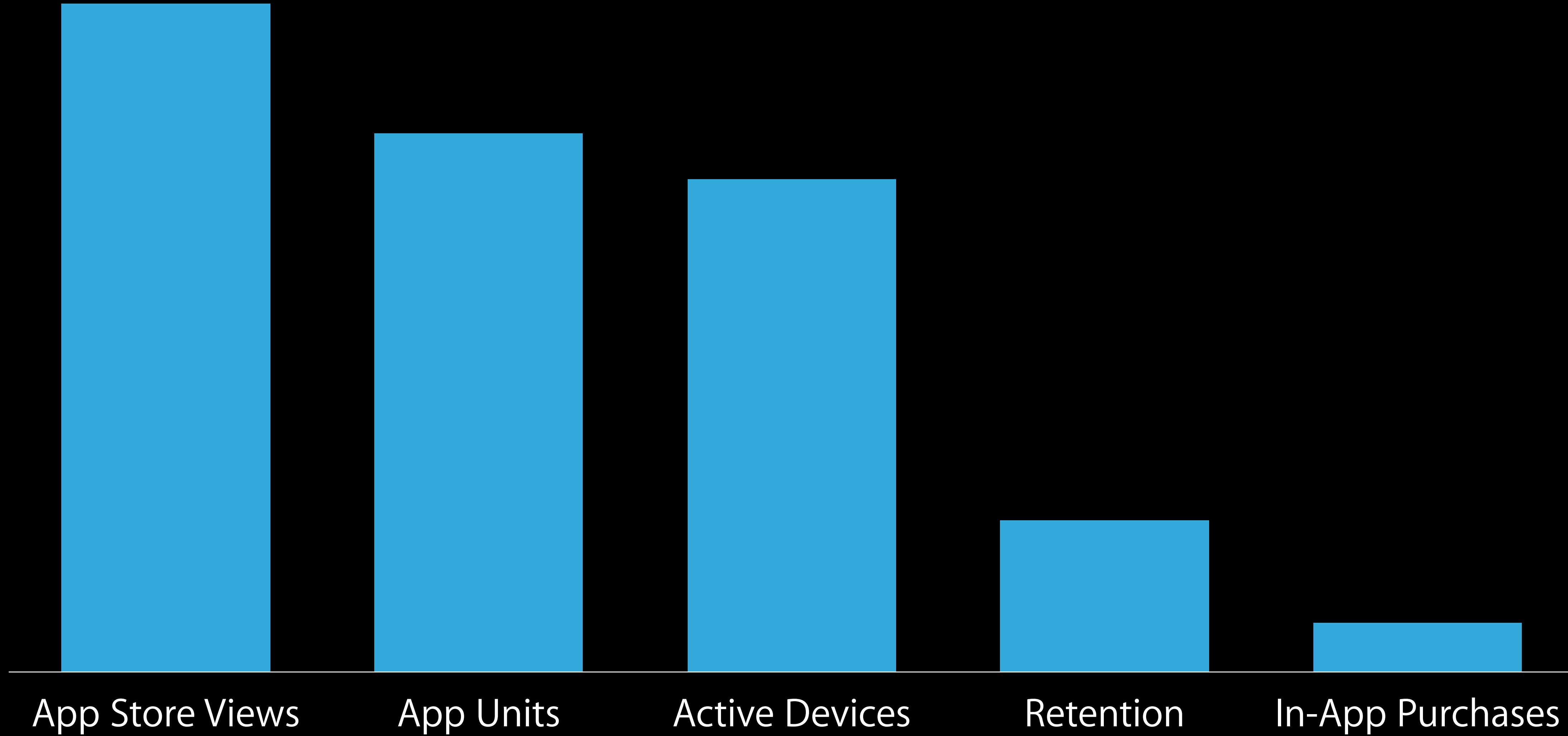
App Units

Active Devices

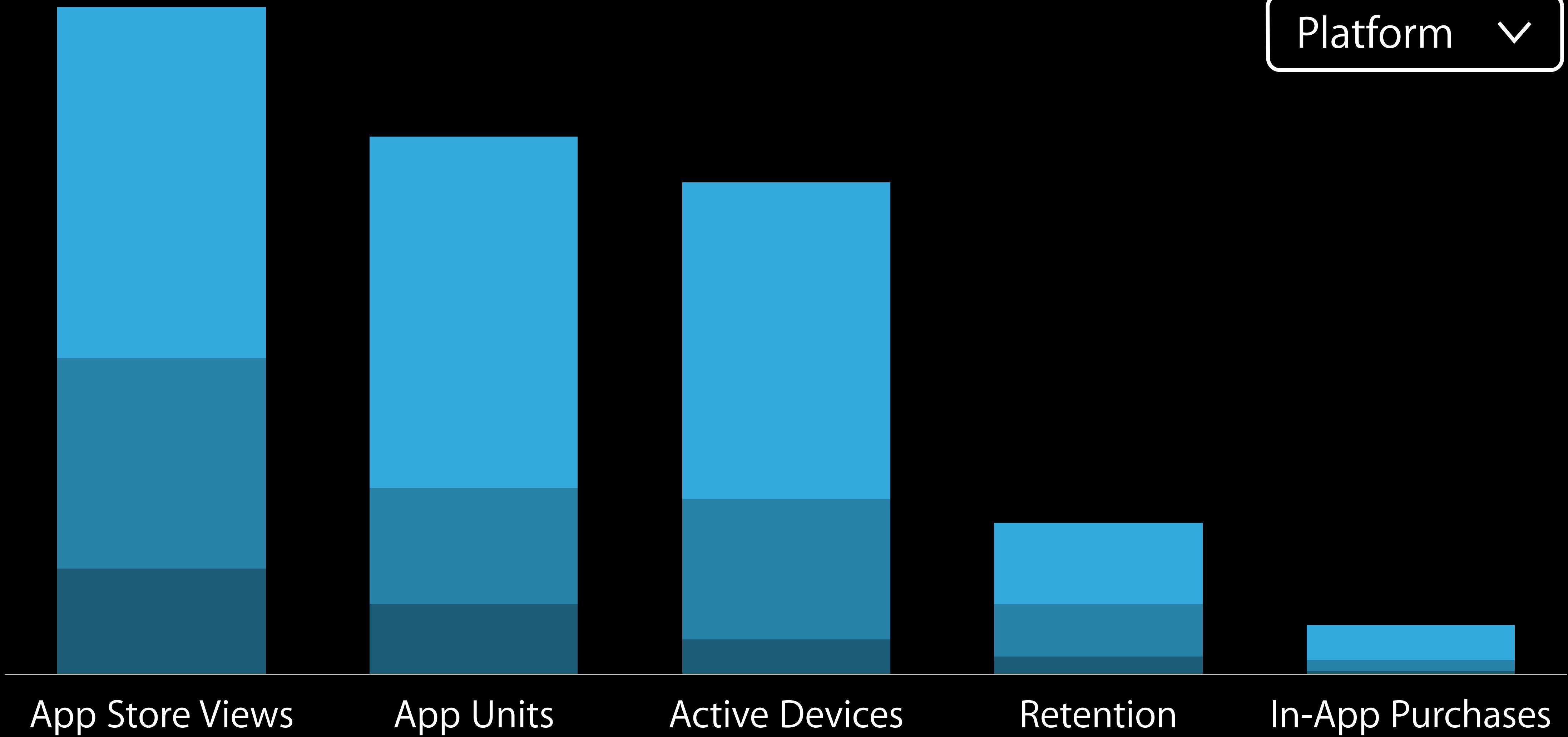
Retention

In-App Purchases

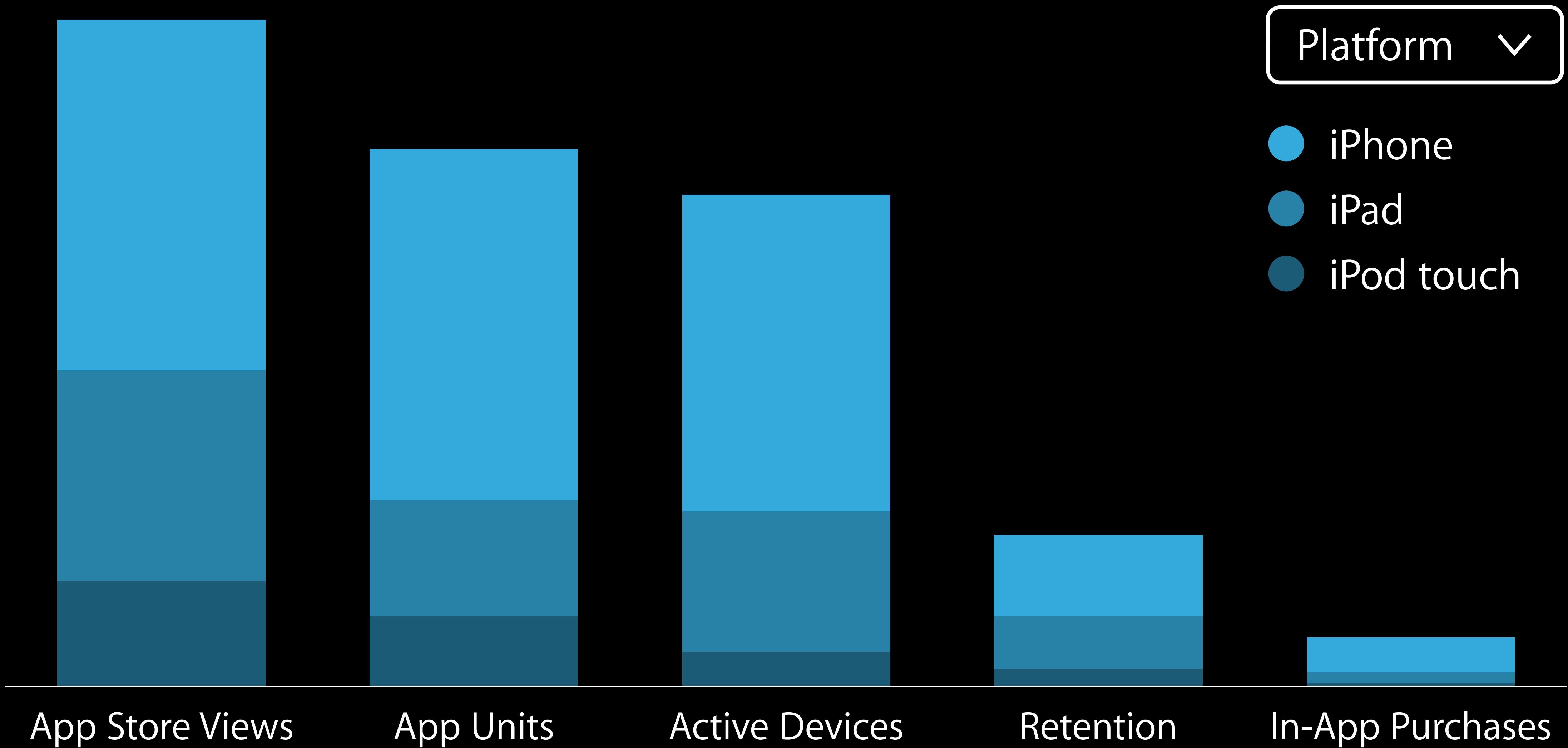
# Customer Lifecycle



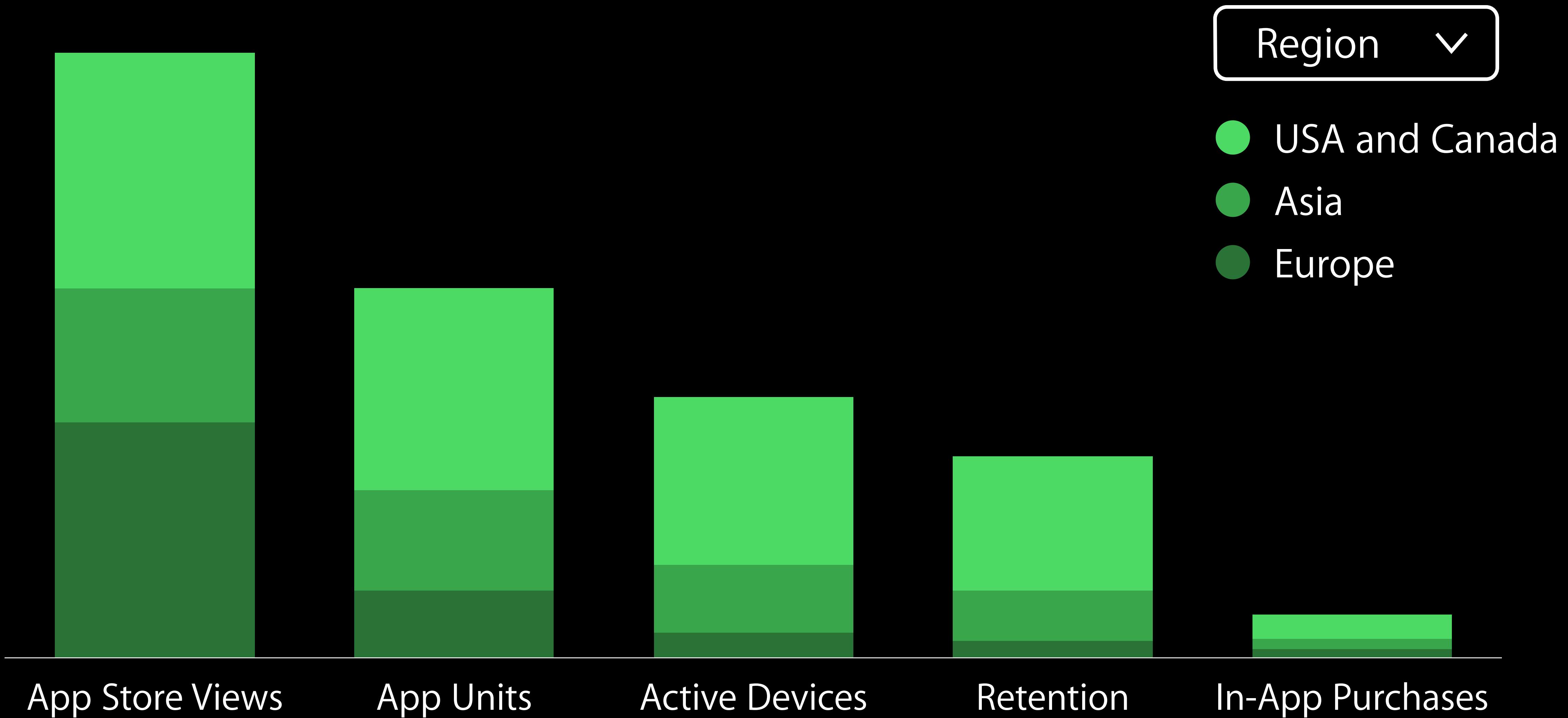
# Customer Lifecycle



# Customer Lifecycle



# Customer Lifecycle



# iTunes Connect Analytics

itunesconnect.apple.com

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Toca Boca AB

# iTunes Connect

My Apps      Analytics      Sales and Trends      Payments and Financial Reports

iAd      Agreements, Tax and Banking      Users and Roles      Resources and Help

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Analytics

My Apps

Sales and Trends

Payments and Financial Reports

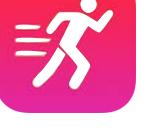
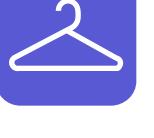
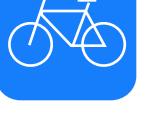
iAd

Agreements, Tax and Banking

Users and Roles

Resources and Help

Copyright © 2014 Apple Inc.

iTunes Connect Analytics		Jane Appleseed ▾ App Co.			
Apps	Search	May 2014 ▾			
Name		App Store Views	App Units ▾	Sales	Sessions
 Trip Guider		203,071 ▲ 4%	54,357 ▲ 5%	\$52,860 ▲ 3%	371,785 ▲ 4%
 Nutri Counter		43,371 ▲ 9%	14,457 ▲ 11%	0	72,285 ▲ 9%
 Tide Minder		25,644 ▲ 12%	8,548 ▲ 17%	\$10,664 ▲ 8%	42,740 ▲ 12%
 Goal Keeper		25,368 ▲ 6%	8,456 ▲ 8%	0	42,280 ▲ 11%
 Track Runner		24,702 ▲ 8%	8,234 ▲ 6%	\$10,272 ▲ 4%	41,170 ▲ 8%
 Closet Finder		19,170 ▲ 11%	6,390 ▲ 10%	\$7,972 ▲ 5%	31,950 ▲ 10%
 Bike Fixer		16,701 ▲ 14%	5,567 ▲ 12%	\$6,945 ▲ 18%	27,835 ▲ 14%
 Task Lister		10,035 ▲ 12%	3,345 ▲ 12%	\$4,173 ▲ 12%	16,725 ▲ 14%

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iTunes Connect Analytics

Jane Appleseed ▾  
App Co.

Apps

Search

May 2014

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iTunes Connect Analytics

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Apps

Search

May 2014

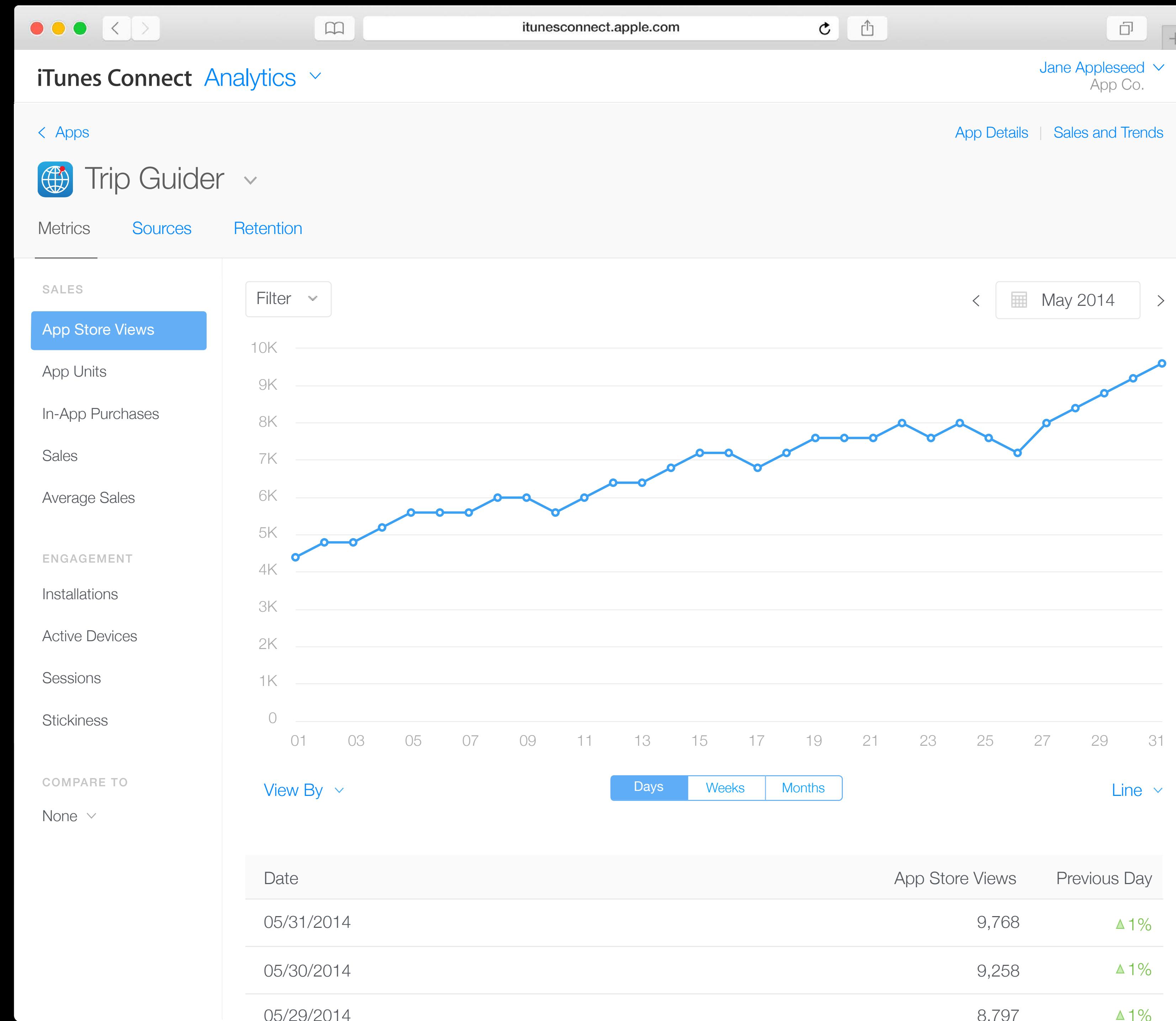
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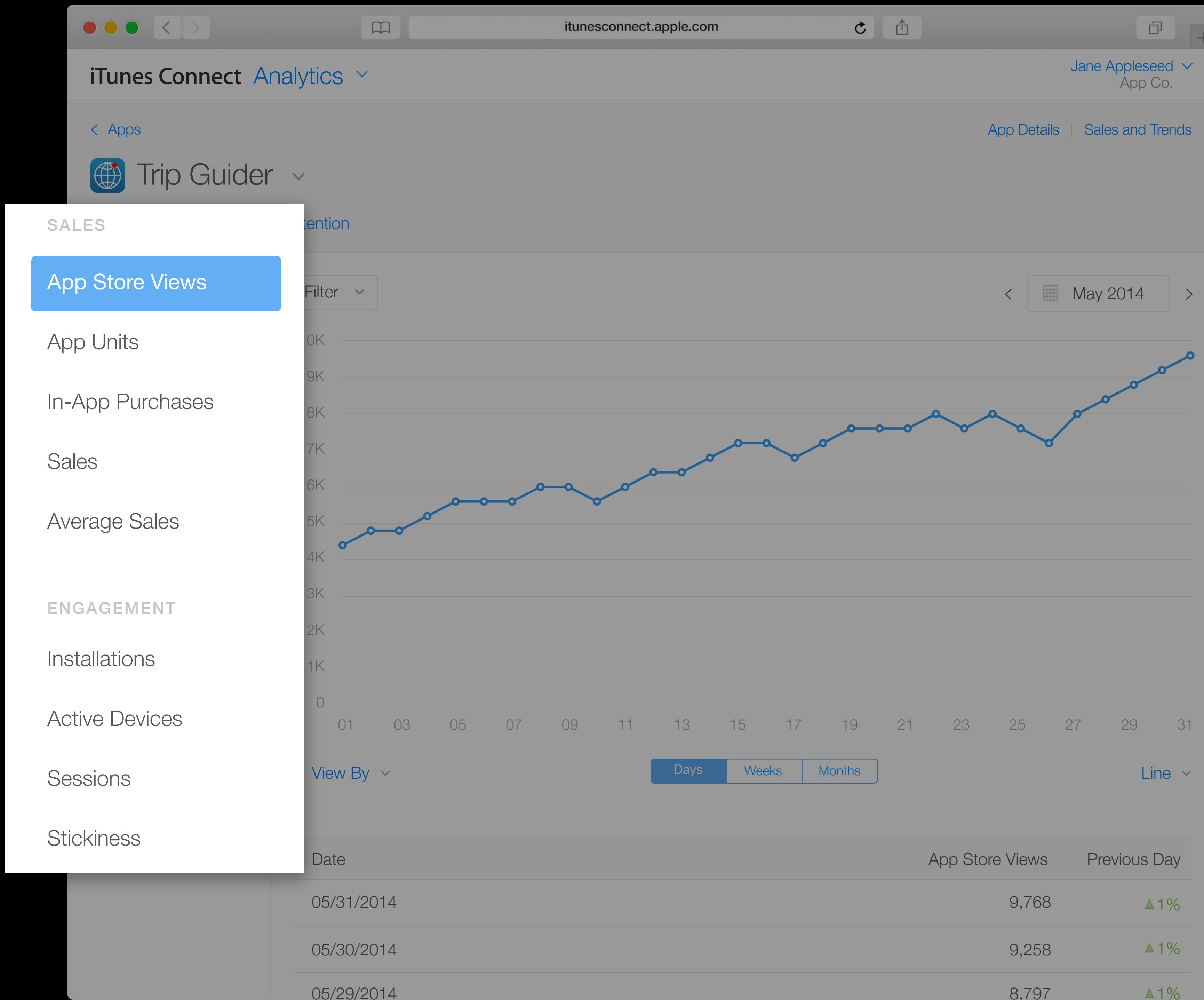
iTunes Connect Analytics

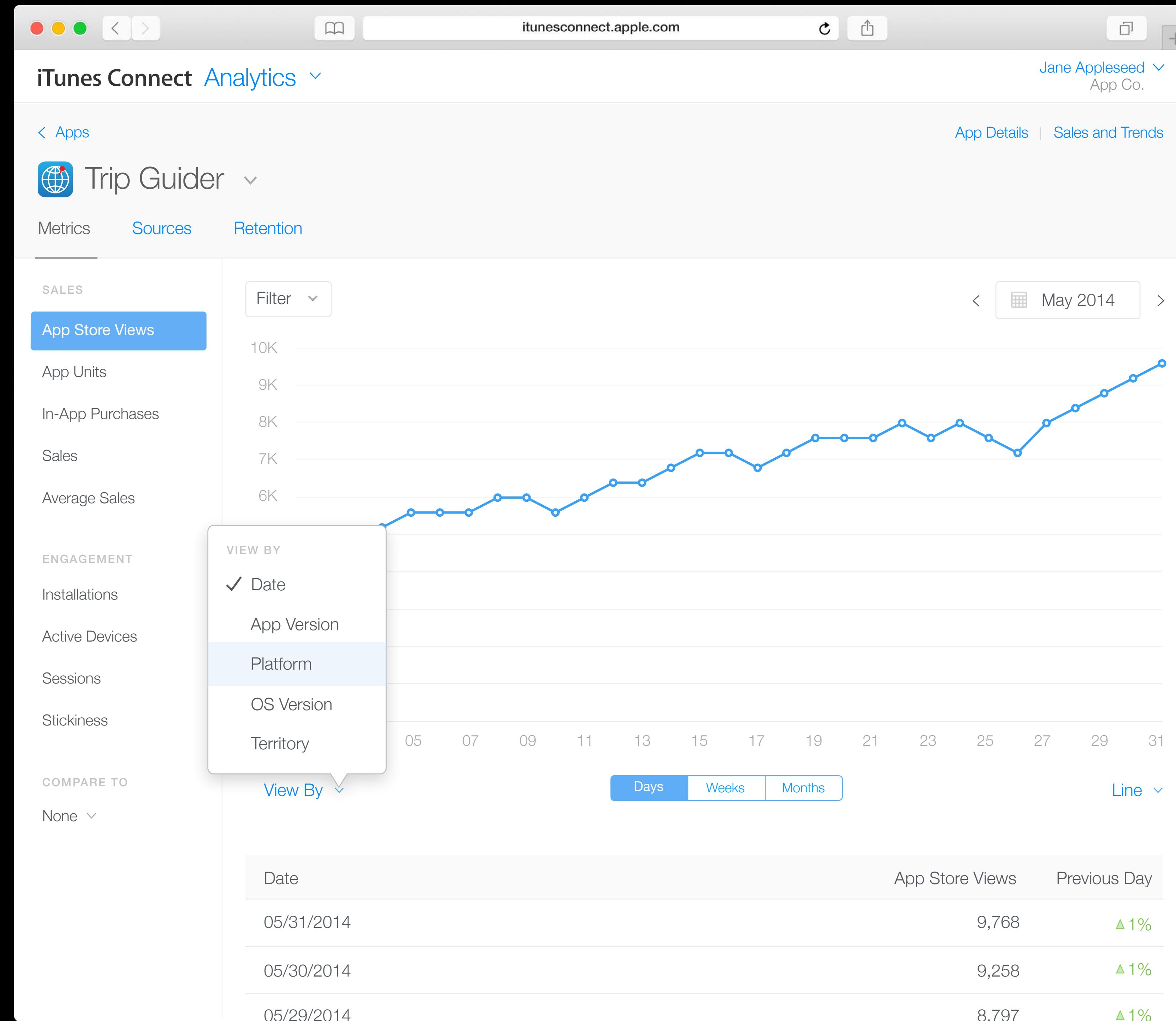
App Store Views App Units Sales Sessions

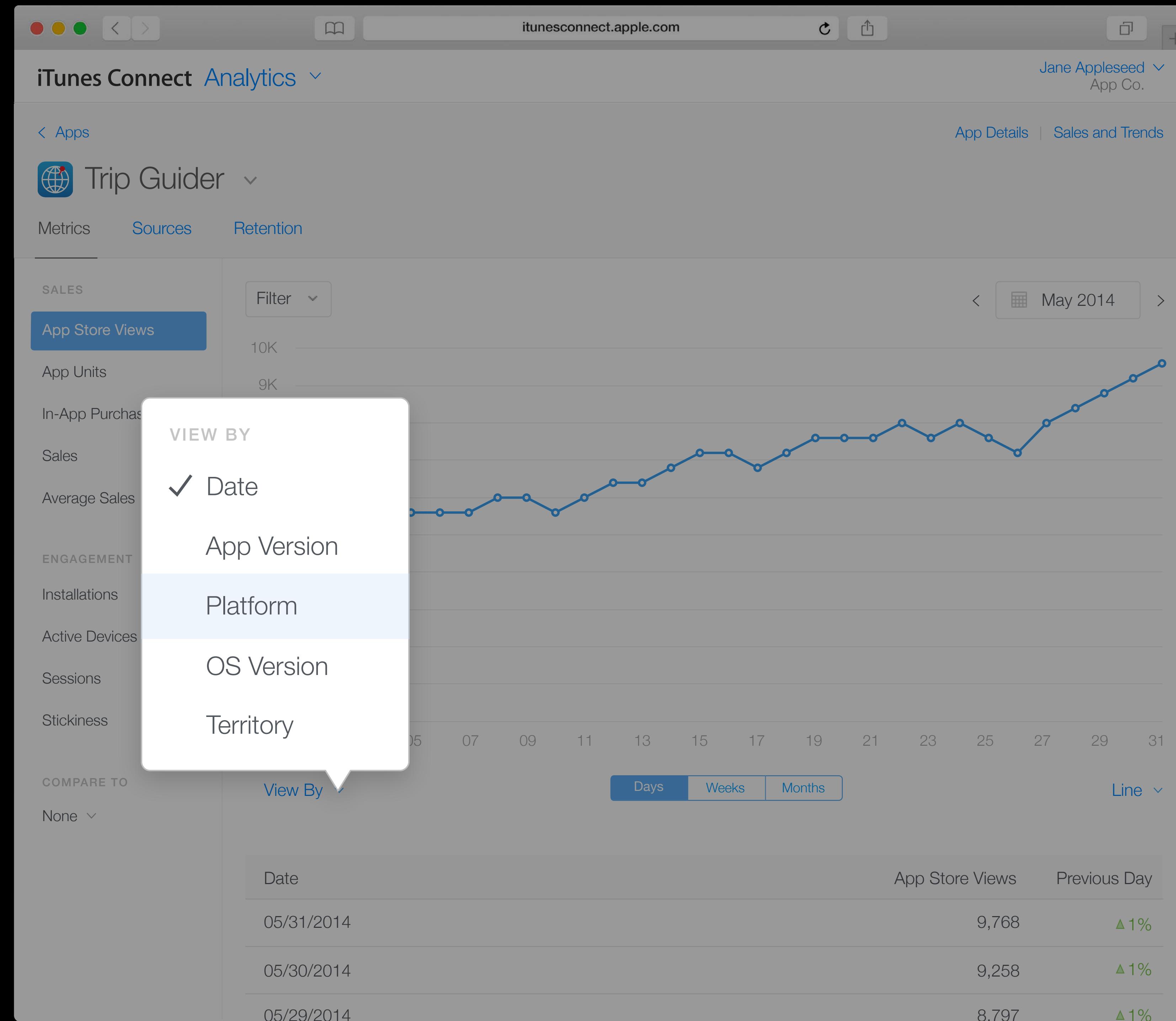
May 2014

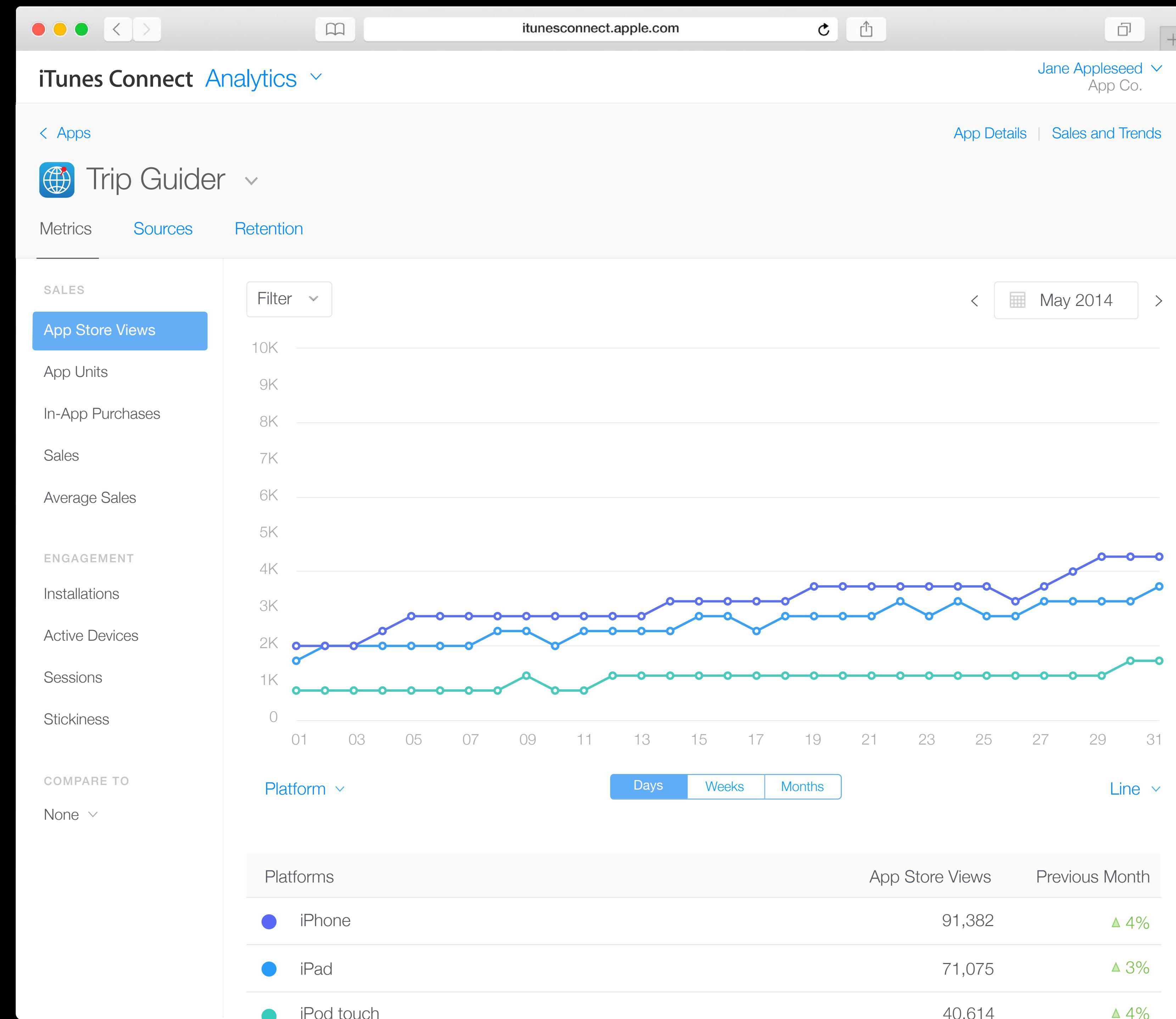
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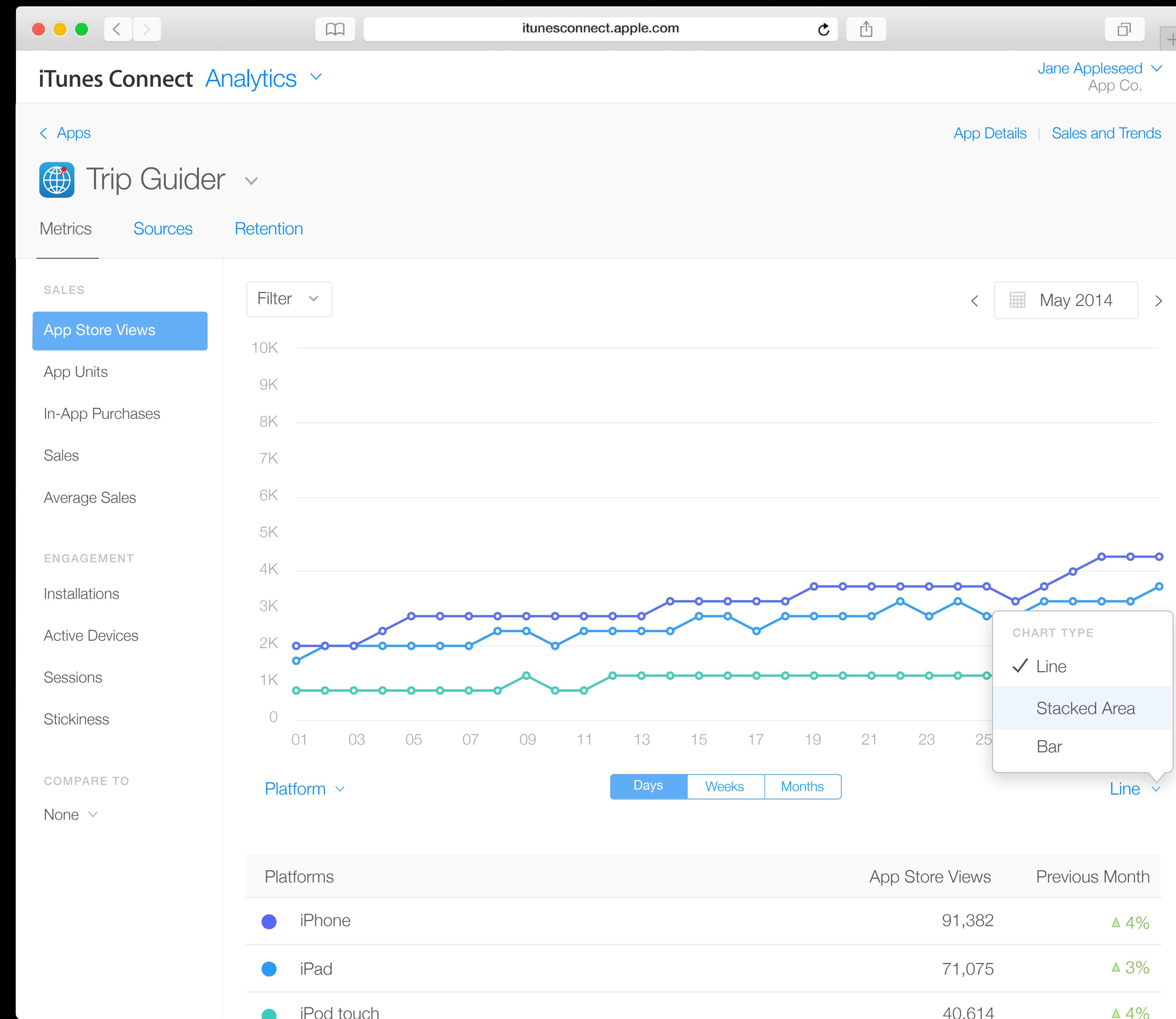


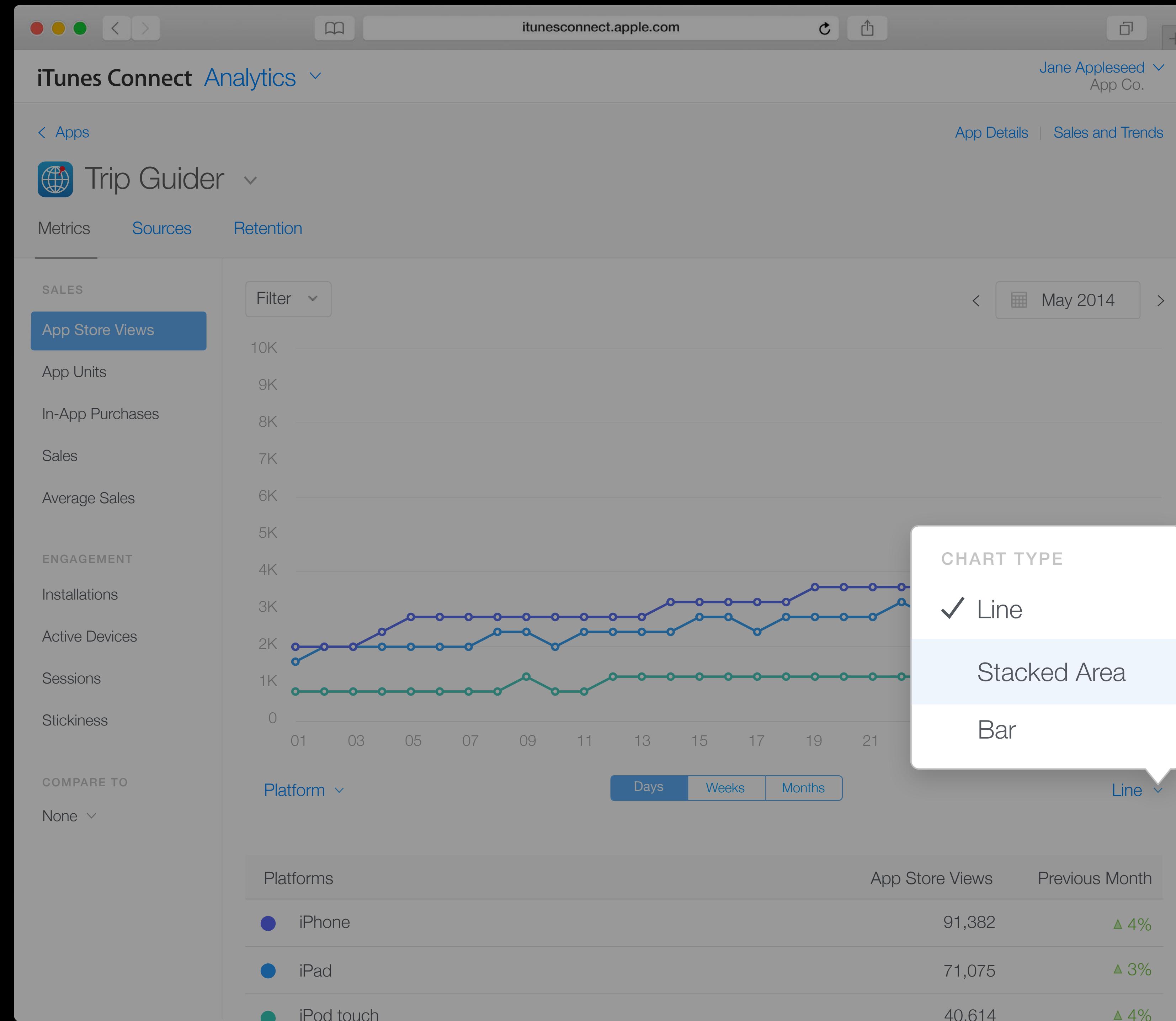


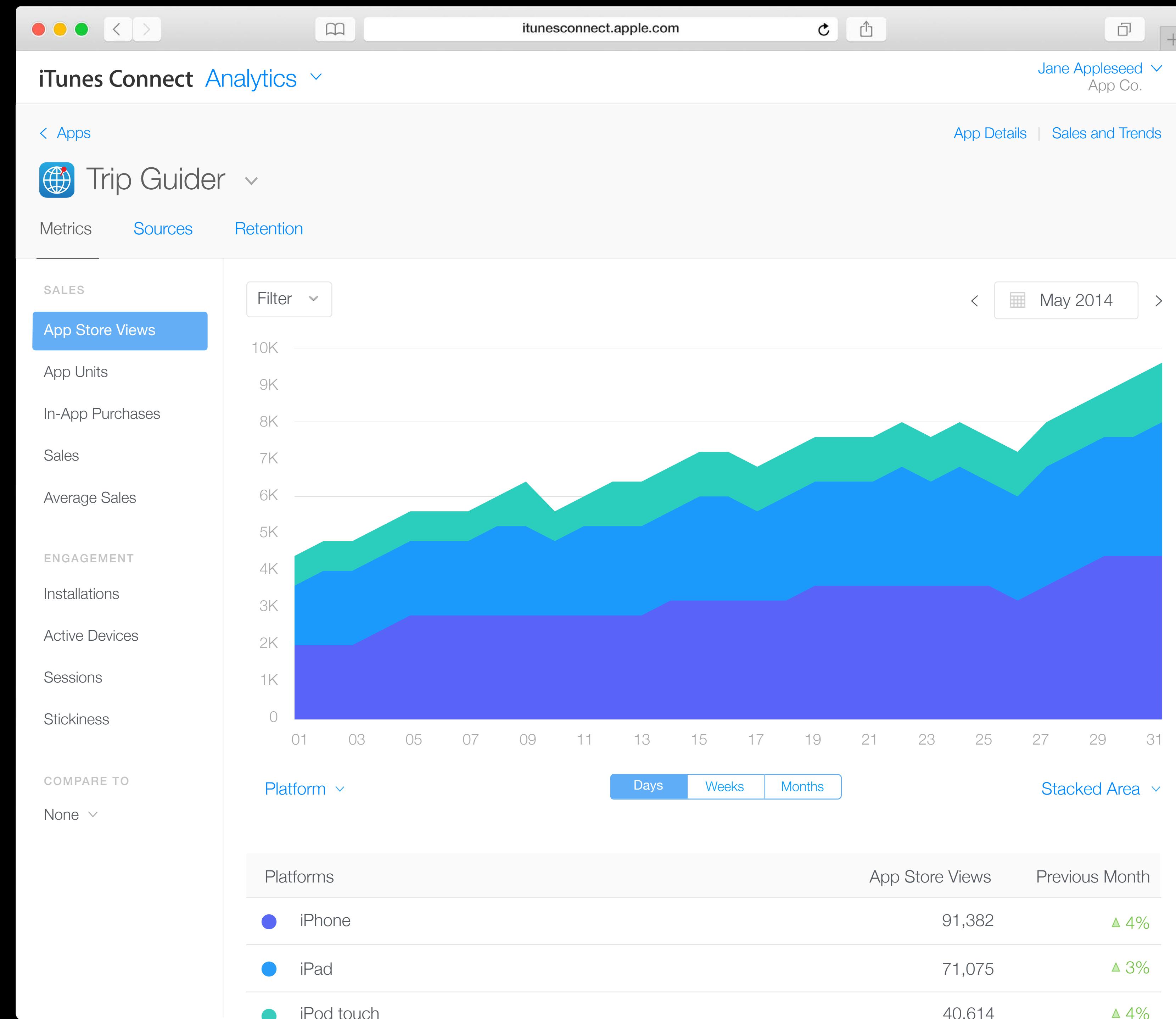


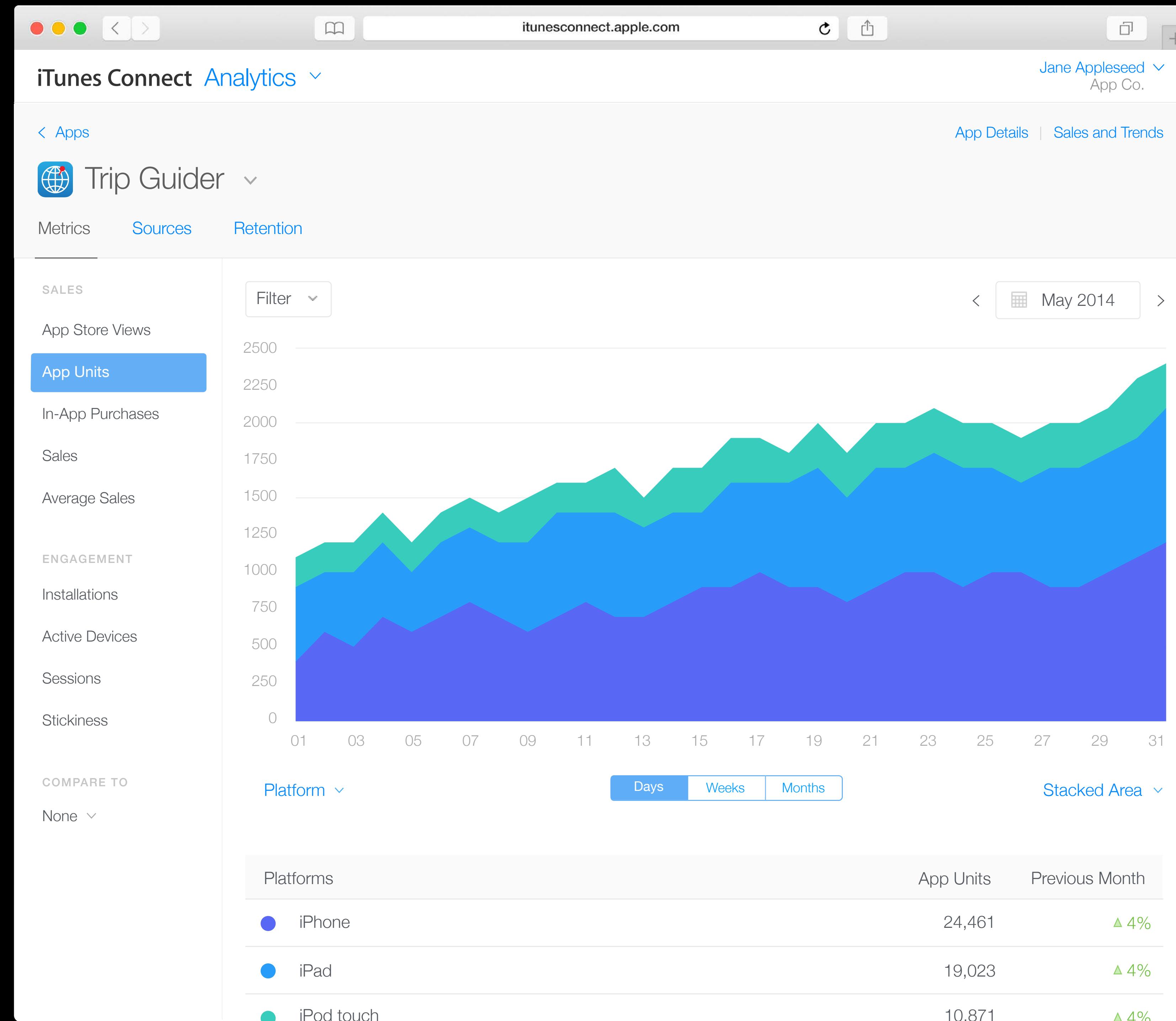


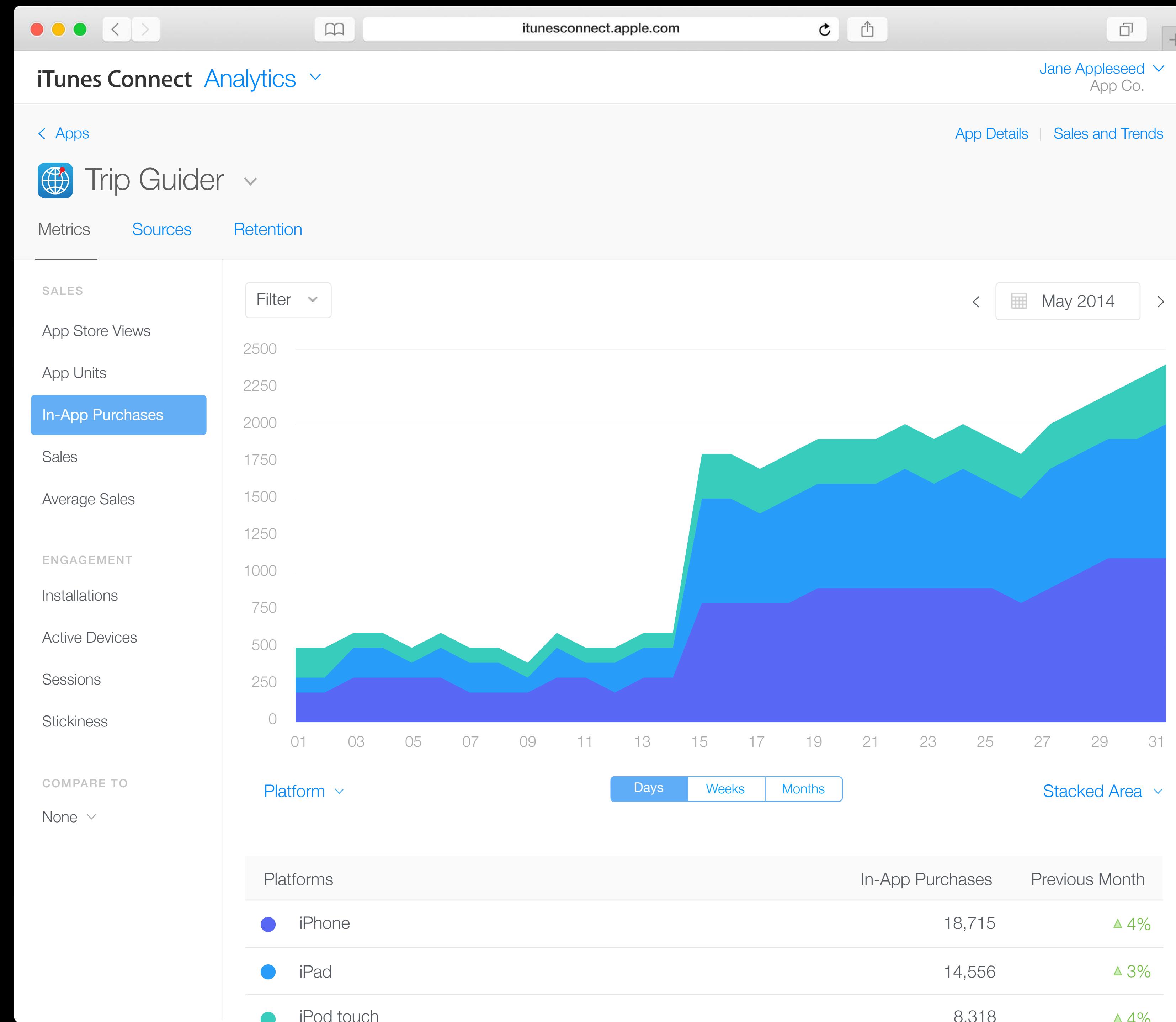


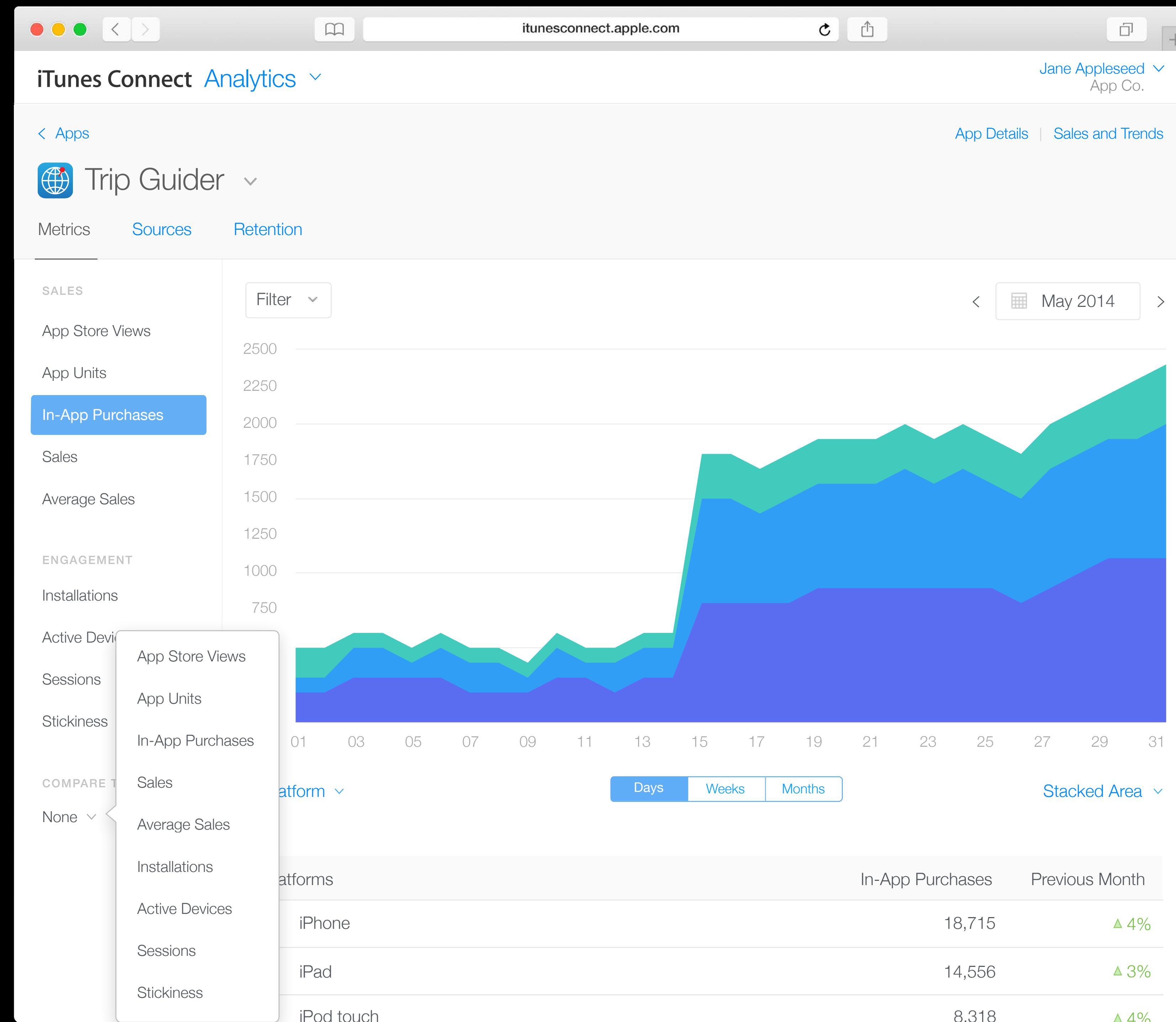


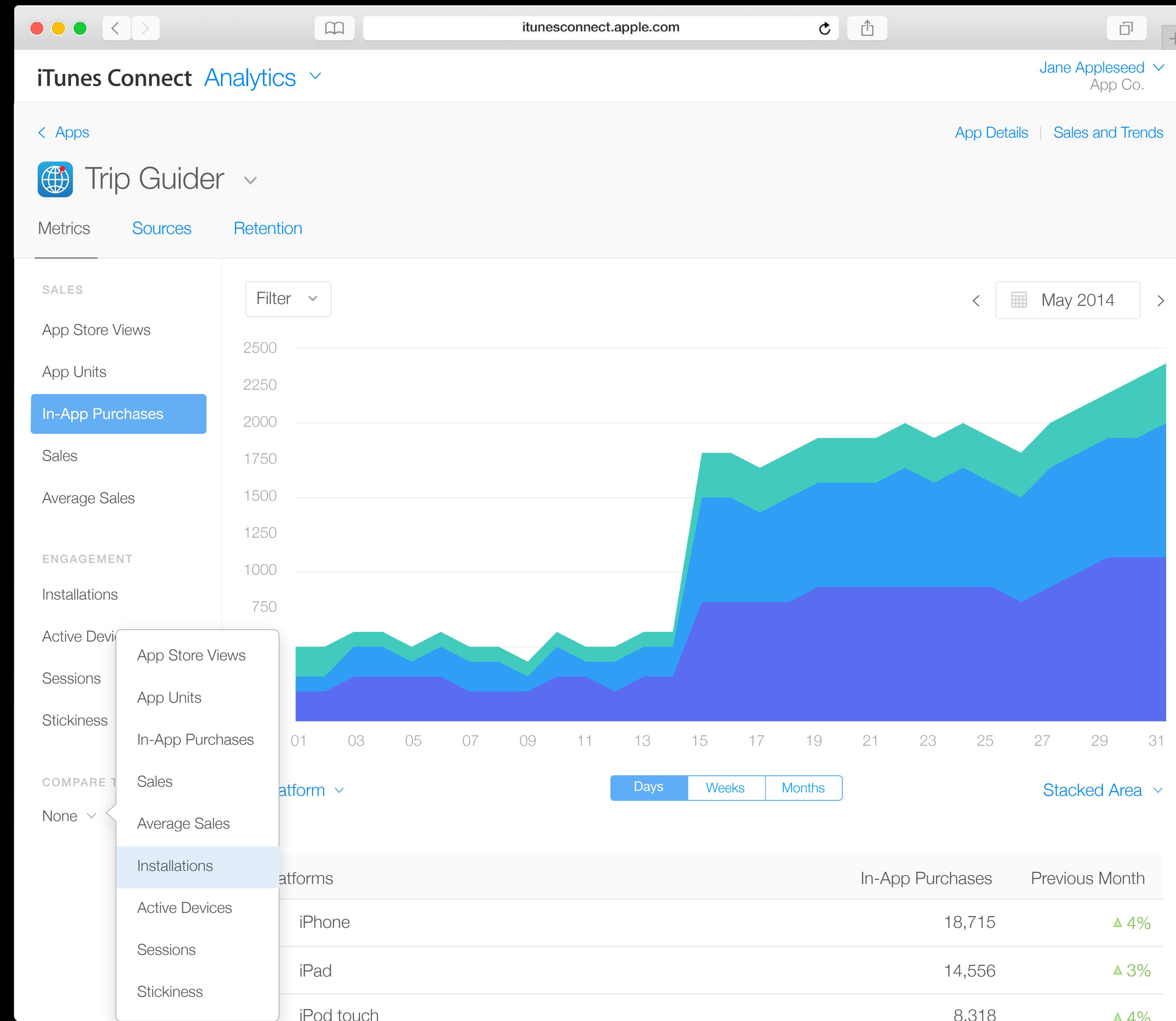


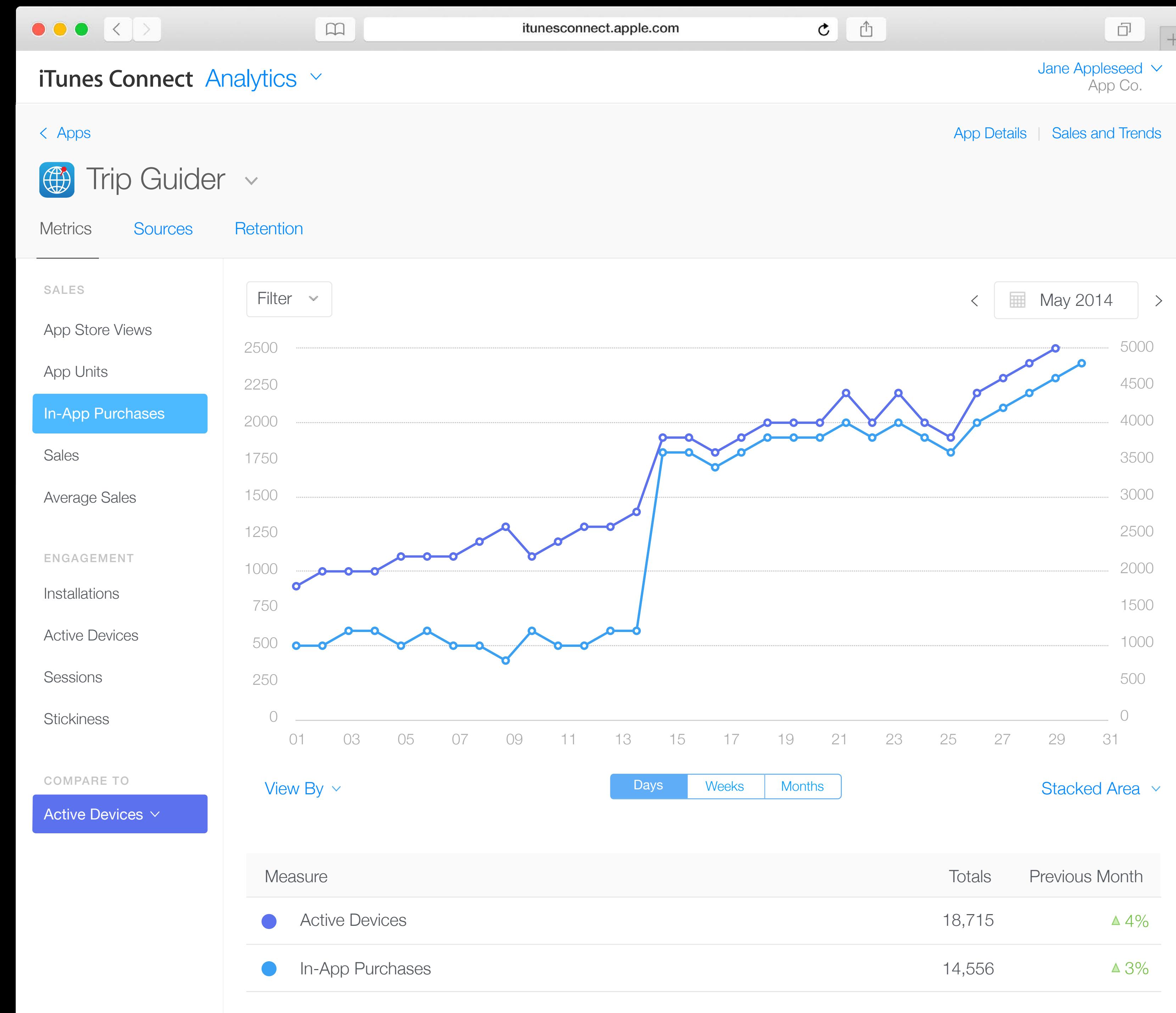


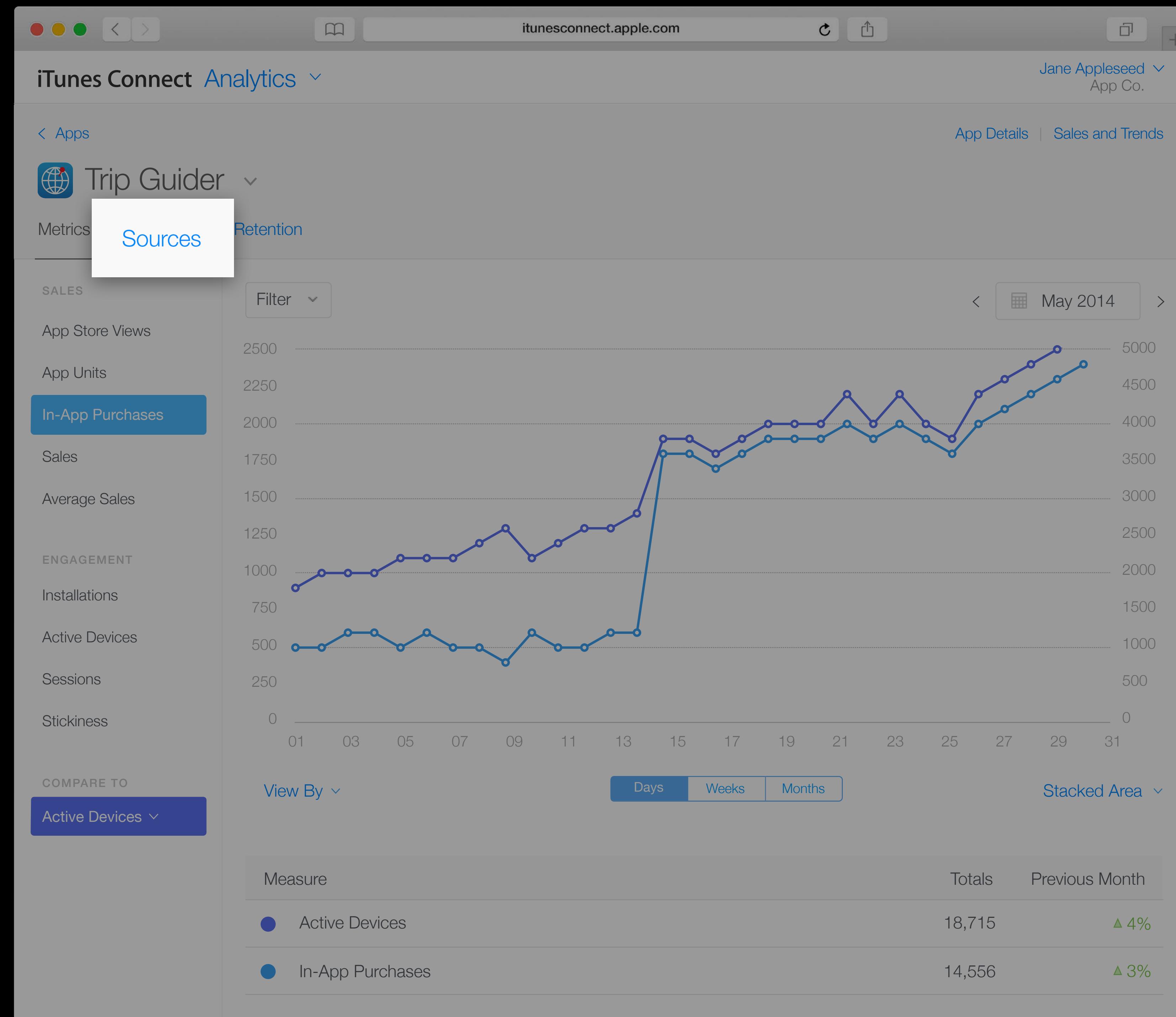












# How do people find my app?

# Two types of sources



Websites  
Campaigns

Websites

*Link to your App Store page*

Campaigns

Websites

*Link to your App Store page*

Campaigns

*Link with Campaign ID*

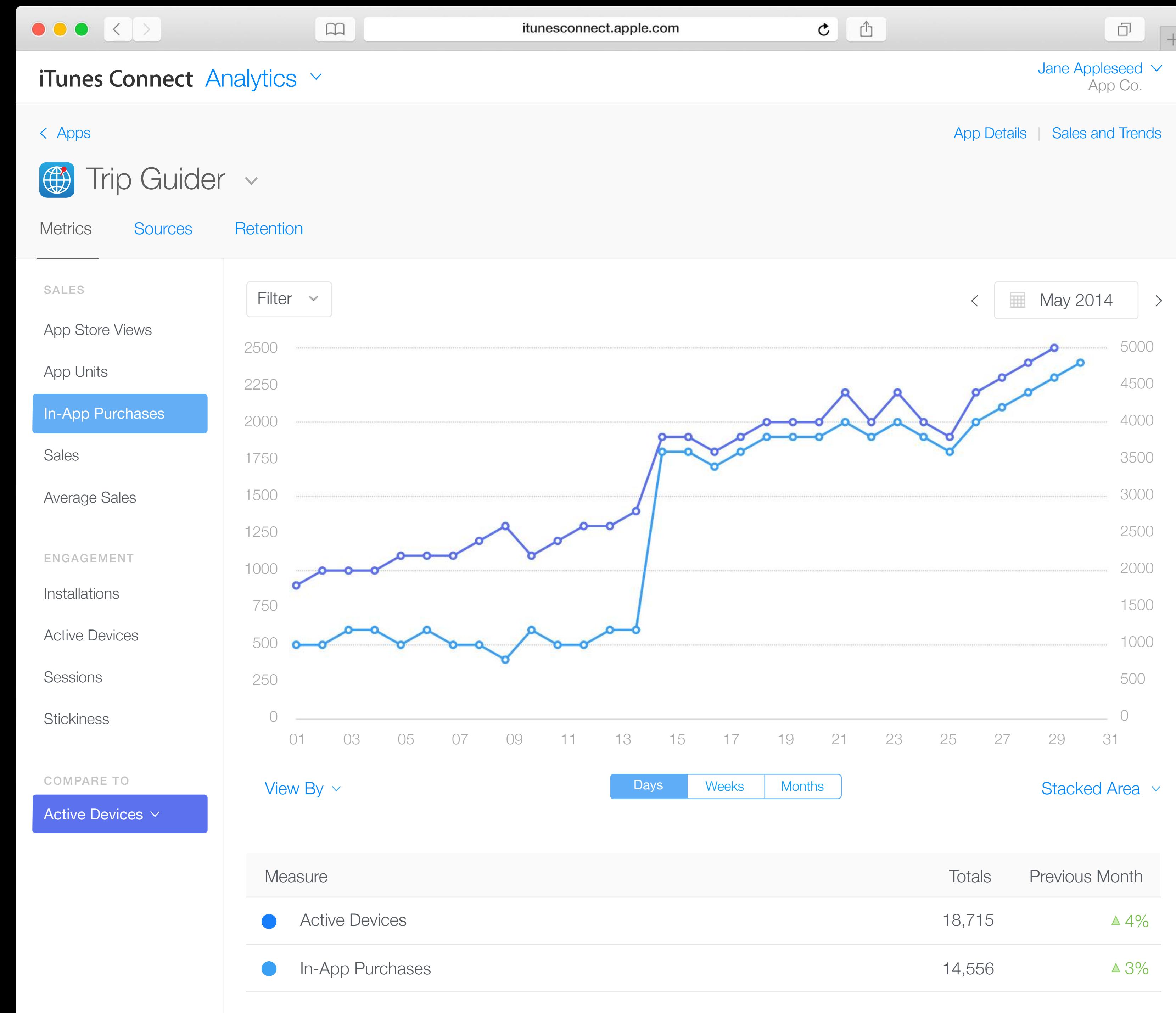
# Campaign ID

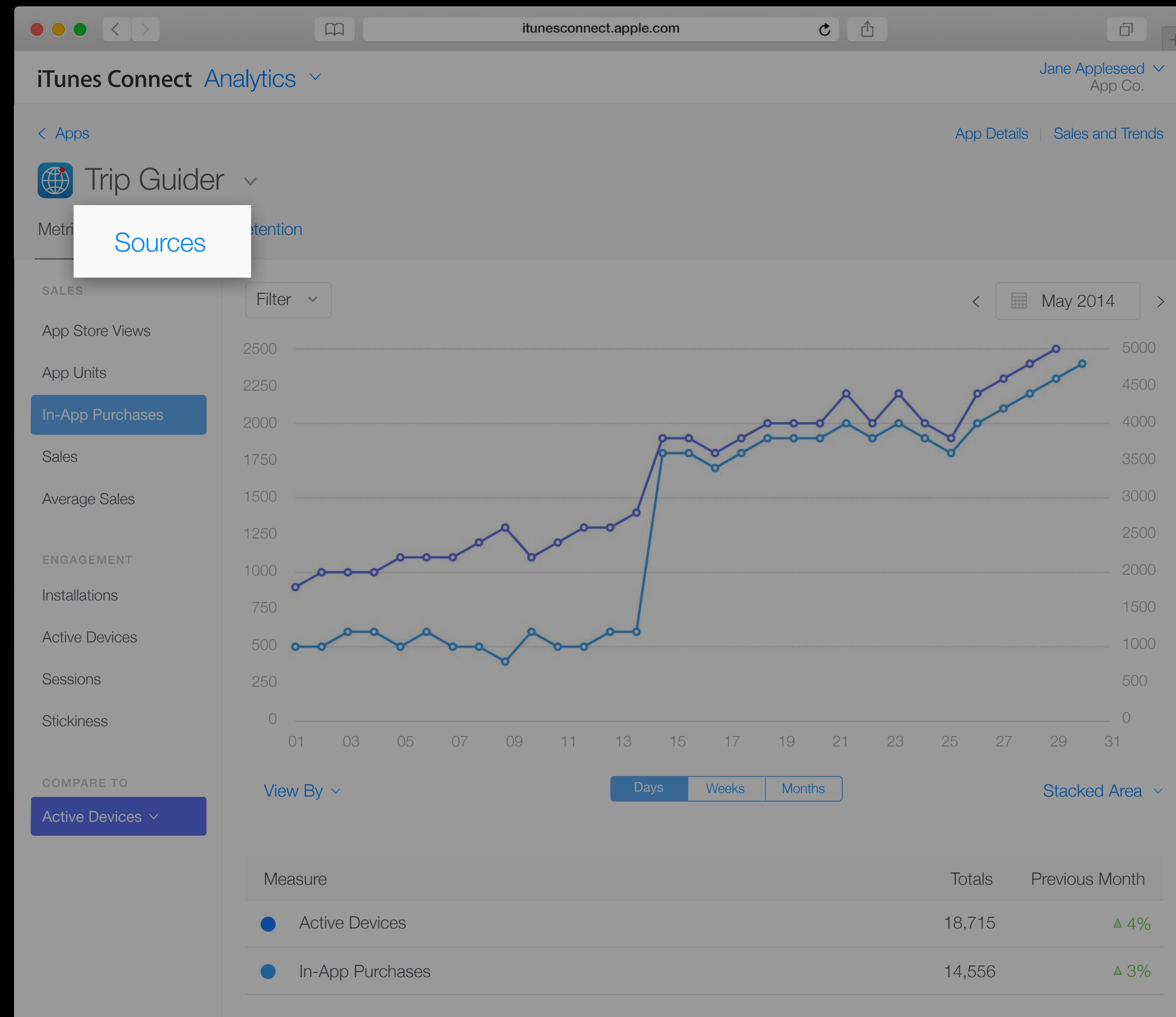
[itunes.apple.com/us/app/id377298193?mt=8](https://itunes.apple.com/us/app/id377298193?mt=8)

e.com/us/app/id377298193?mt=8&pid=1234

98193?mt=8&pid=1234&cid=My\_Campaign

iAd Campaign IDs are automatic





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< Apps App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

Top Websites (50)

Search May 2014

Domain	App Store Views	App Units	Sales	Sessions
apple.com	2,356 ▲ 4%	932 ▲ 5%	\$1,345 ▲ 3%	4,564 ▲ 4%
espn.com	1,567 ▲ 9%	763 ▲ 11%	\$1,134 ▲ 3%	3,452 ▲ 9%
techcrunch.com	1,367 ▲ 12%	678 ▲ 17%	\$789 ▲ 8%	2,356 ▲ 12%
mashable.com	1,145 ▲ 6%	563 ▲ 8%	\$589 ▲ 3%	3,245 ▲ 11%
nytimes.com	1,424 ▲ 8%	456 ▲ 6%	\$548 ▲ 4%	3,429 ▲ 8%
time.com	1,546 ▲ 11%	367 ▲ 10%	\$546 ▲ 5%	2,853 ▲ 10%

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Trip Guider

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< Apps App Details | Sales and Trends

Trip Guider

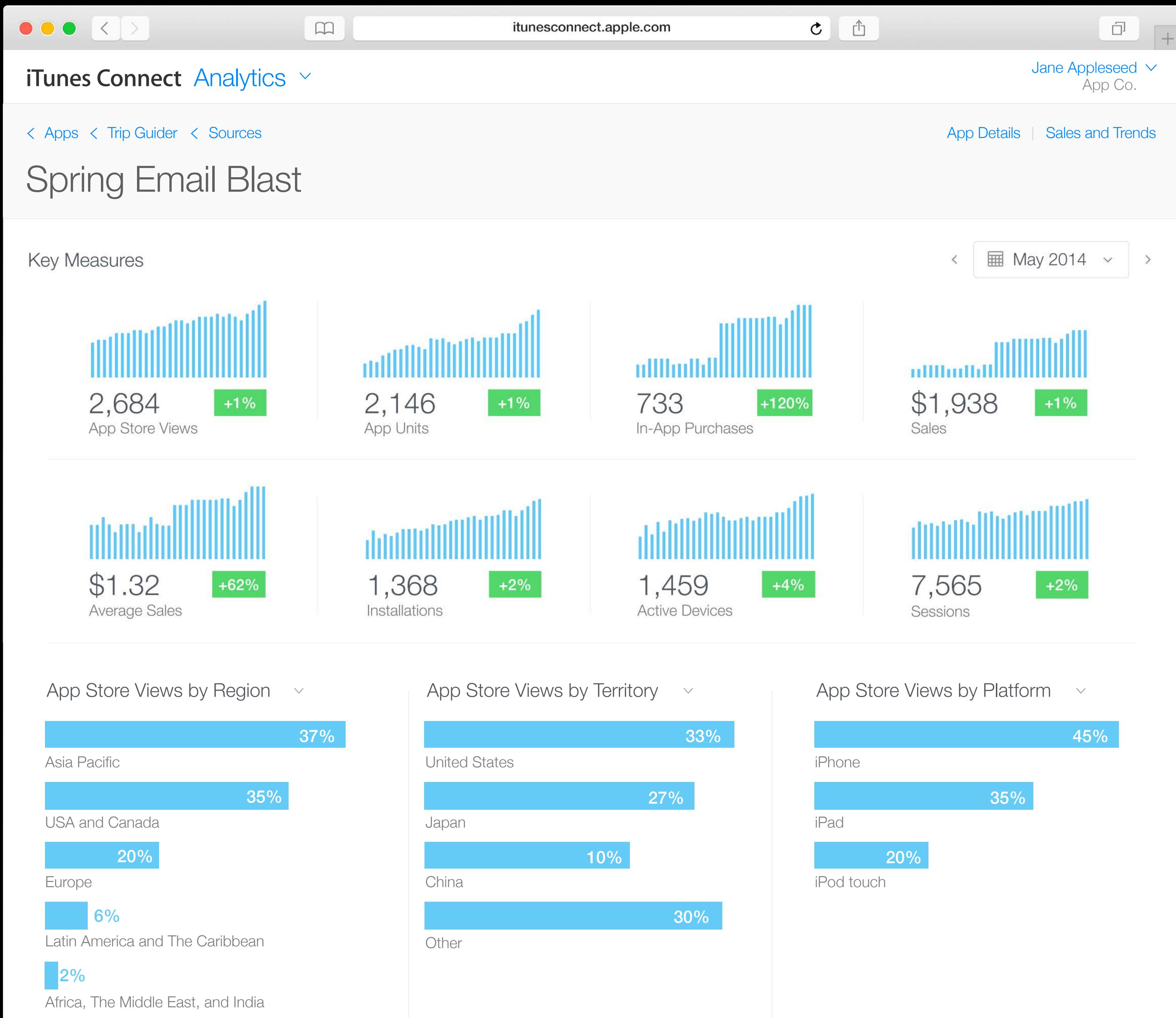
Metrics Sources Retention

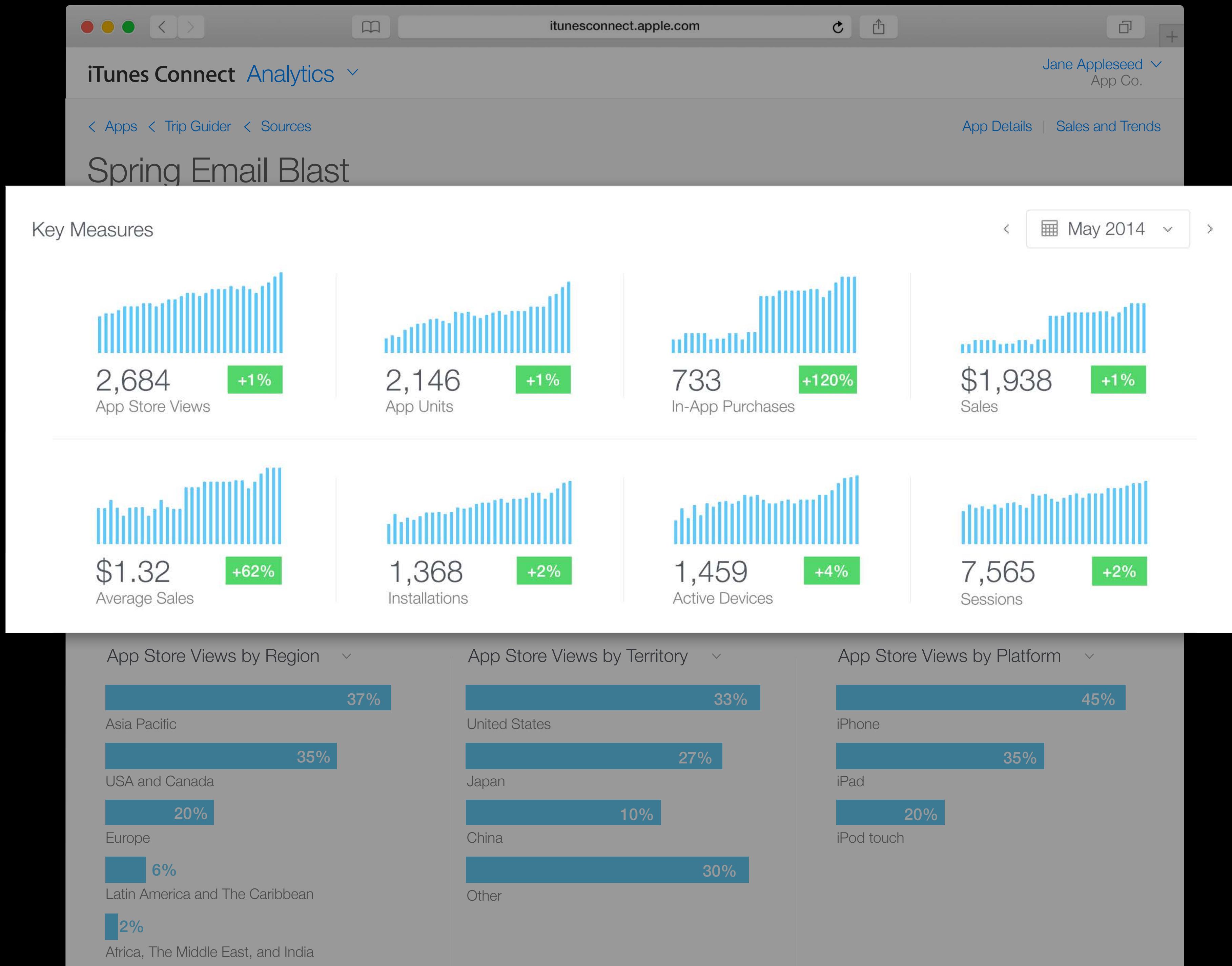
Top Websites Top Campaigns

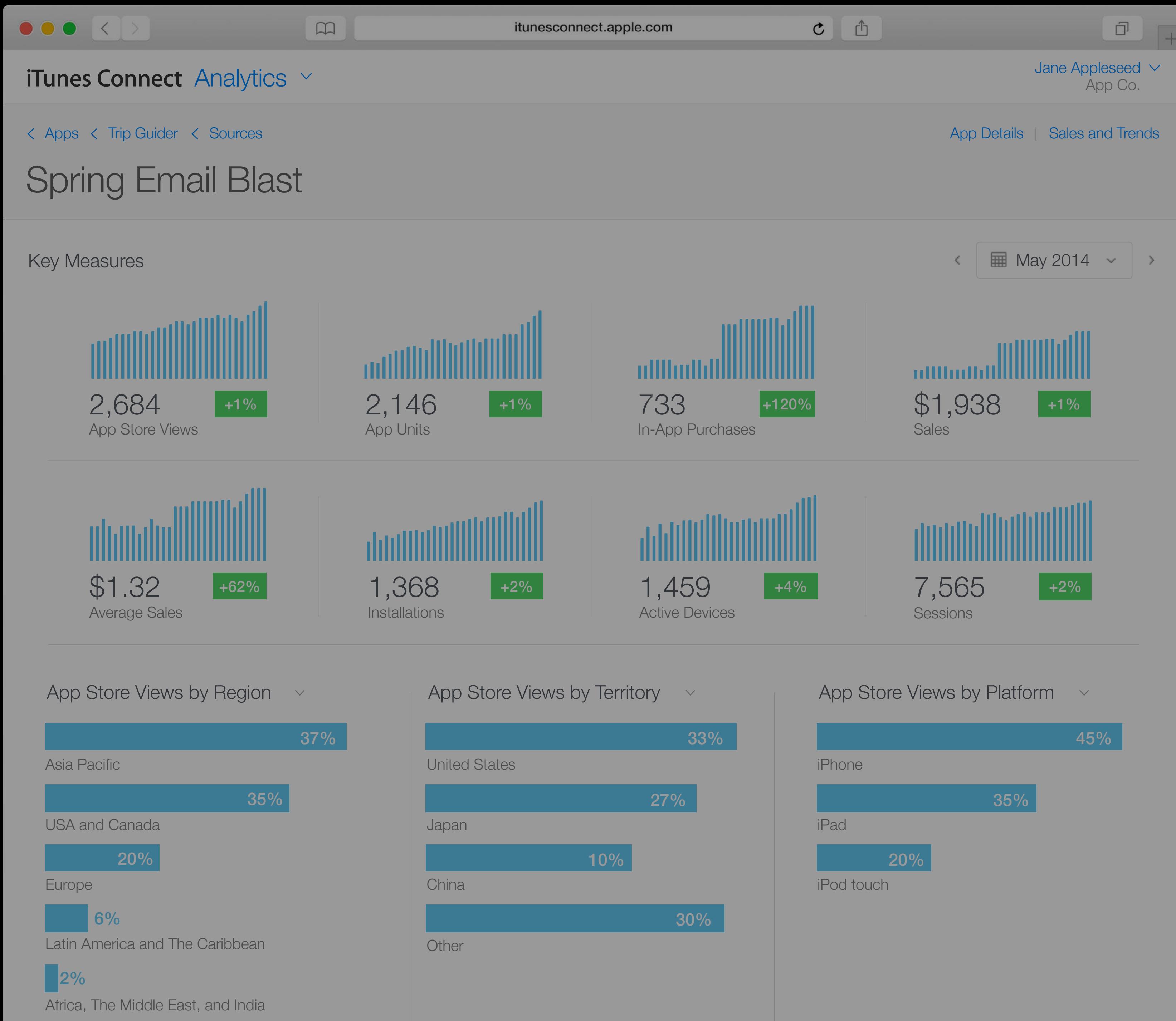
Top Campaigns (50) + Search May 2014

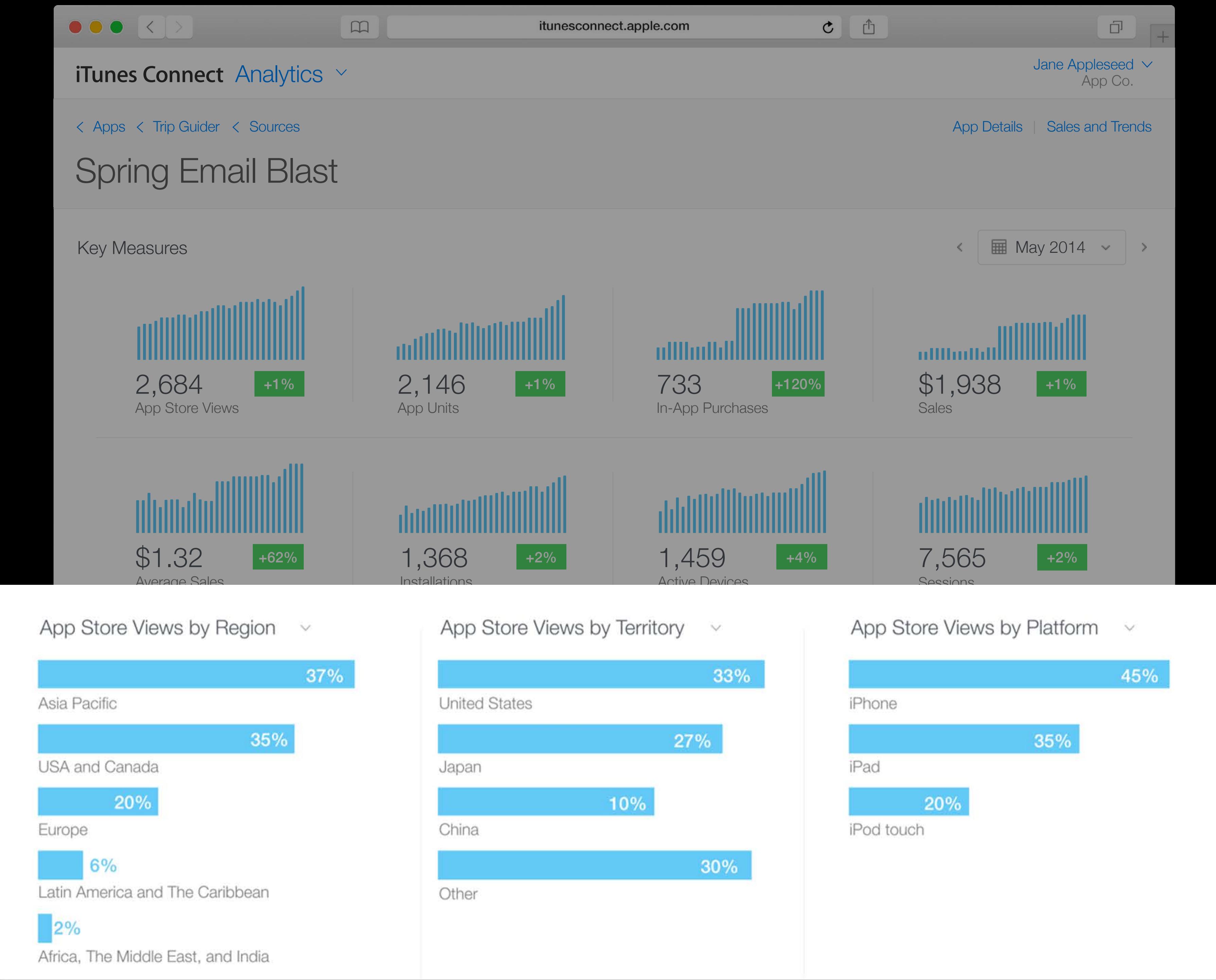
Campaigns	App Store Views	App Units	Sales	Sessions
All Campaigns	12,920	5,508	\$9,327	17,510
iAd April Campaign	4,510 ▲ 4%	1,648 ▲ 4%	\$1,234 ▲ 4%	3,852 ▲ 4%
Mashable Home Page	3,042 ▲ 4%	1,247 ▲ 4%	\$2,210 ▲ 4%	4,555 ▲ 4%
Spring Email Blast	2,684 ▲ 1%	2,146 ▲ 1%	\$1,938 ▲ 1%	7,565 ▲ 1%
Home Page Newest Copy	2,457 ▼ 2%	467 ▼ 2%	\$745 ▼ 2%	2,456 ▼ 2%
Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	\$546 ▼ 2%	2,984 ▼ 2%

Top Campaigns (50)					<input type="text"/> Search	May 2014
Campaigns	App Store Views	App Units	Sales	Sessions		
All Campaigns	12,920	5,508	\$9,327	17,510		
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Mashable Home Page	3,042 ▲ 4%	1,247 ▲ 4%	\$2,210 ▲ 4%	4,555 ▲ 4%		
Spring Email Blast	2,684 ▲ 1%	2,146 ▲ 1%	\$1,938 ▲ 1%	7,565 ▲ 1%		
Home Page Newest Copy	2,457 ▼ 2%	467 ▼ 2%	\$745 ▼ 2%	2,456 ▼ 2%		
Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	\$546 ▼ 2%	2,984 ▼ 2%		









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< Apps App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

Top Campaigns (50) + Search May 2014

Campaigns	App Store Views	App Units	Sales	Sessions
All Campaigns	12,920	5,508	\$9,327	17,510
iAd April Campaign	4,510 ▲ 4%	1,648 ▲ 4%	\$1,234 ▲ 4%	3,852 ▲ 4%
Mashable Home Page	3,042 ▲ 4%	1,247 ▲ 4%	\$2,210 ▲ 4%	4,555 ▲ 4%
Spring Email Blast	2,684 ▲ 1%	2,146 ▲ 1%	\$1,938 ▲ 1%	7,565 ▲ 1%
Home Page Newest Copy	2,457 ▼ 2%	467 ▼ 2%	\$745 ▼ 2%	2,456 ▼ 2%
Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	\$546 ▼ 2%	2,984 ▼ 2%

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Metrics Sources Retention

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Spring Email Blast	2,684 ▲ 1%	2,146 ▲ 1%	\$1,938 ▲ 1%	7,565 ▲ 1%
Home Page Newest Copy	2,457 ▼ 2%	467 ▼ 2%	\$745 ▼ 2%	2,456 ▼ 2%
Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	\$546 ▼ 2%	2,984 ▼ 2%

# Retention

100%

75%

50%

25%

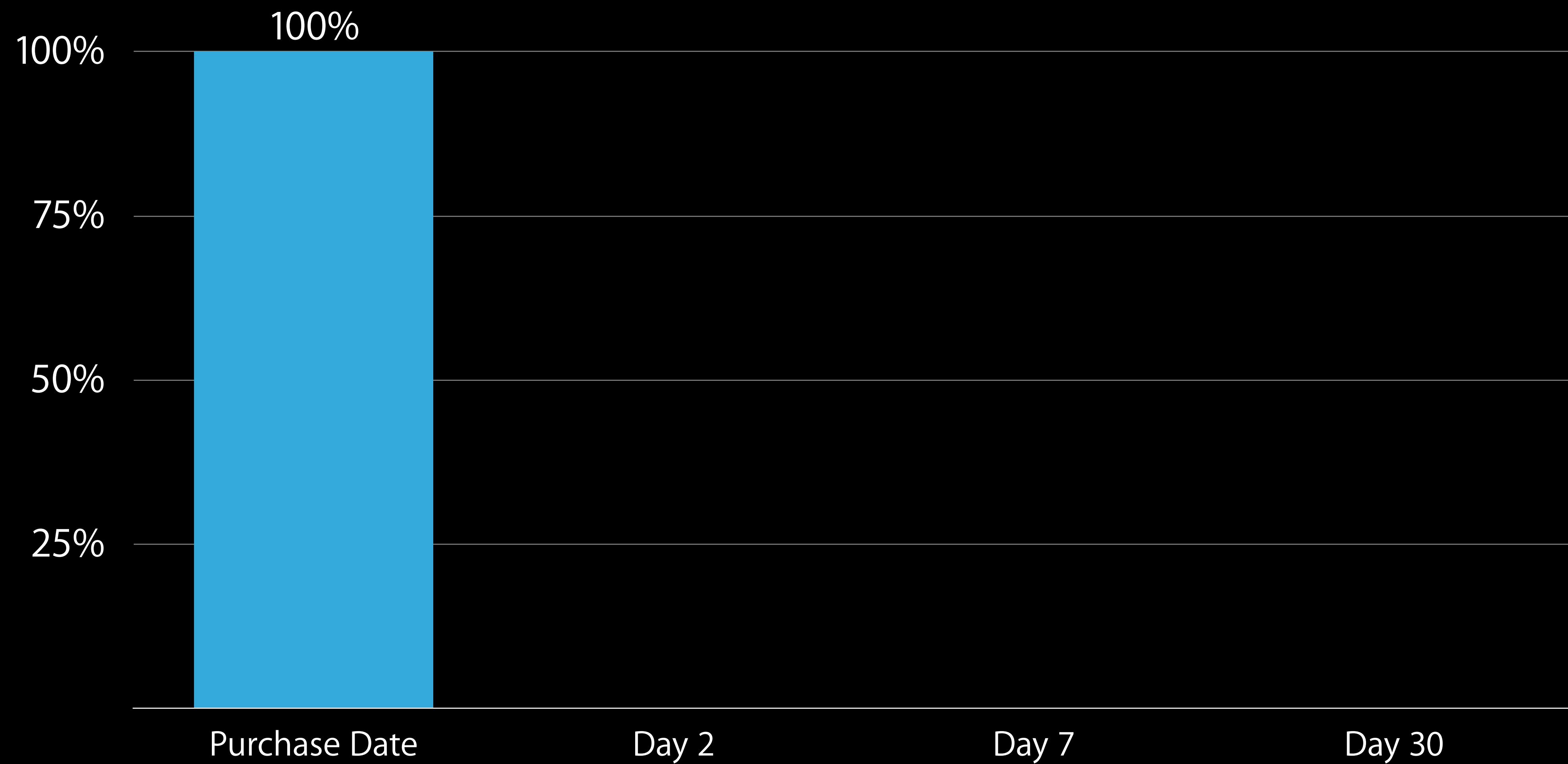
Purchase Date

Day 2

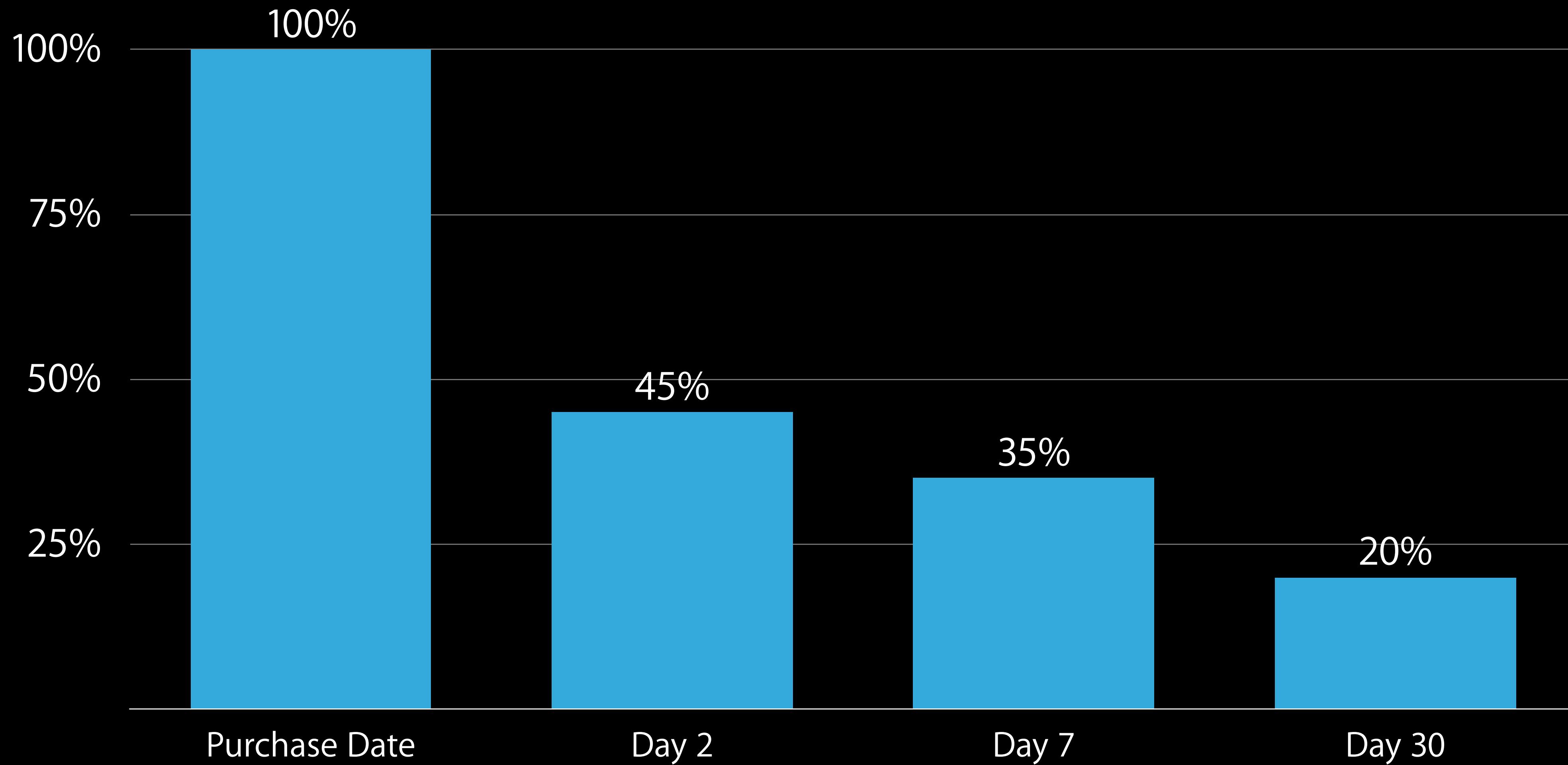
Day 7

Day 30

# Retention



# Retention



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Trip Guider

Metrics Sources Retention

Top Websites Top Campaigns

Top Campaigns (50) + Search May 2014

Campaigns	App Store Views	App Units	Sales	Sessions
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Tide Minder Cross App	2,093 ▼ 2%	349 ▼ 2%	\$546 ▼ 2%	2,984 ▼ 2%

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App Details | Sales and Trends

Trip Guider ▾

Metrics Sources Retention

Filter Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%

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App Co.

iTunes Connect Analytics ▾

< Apps

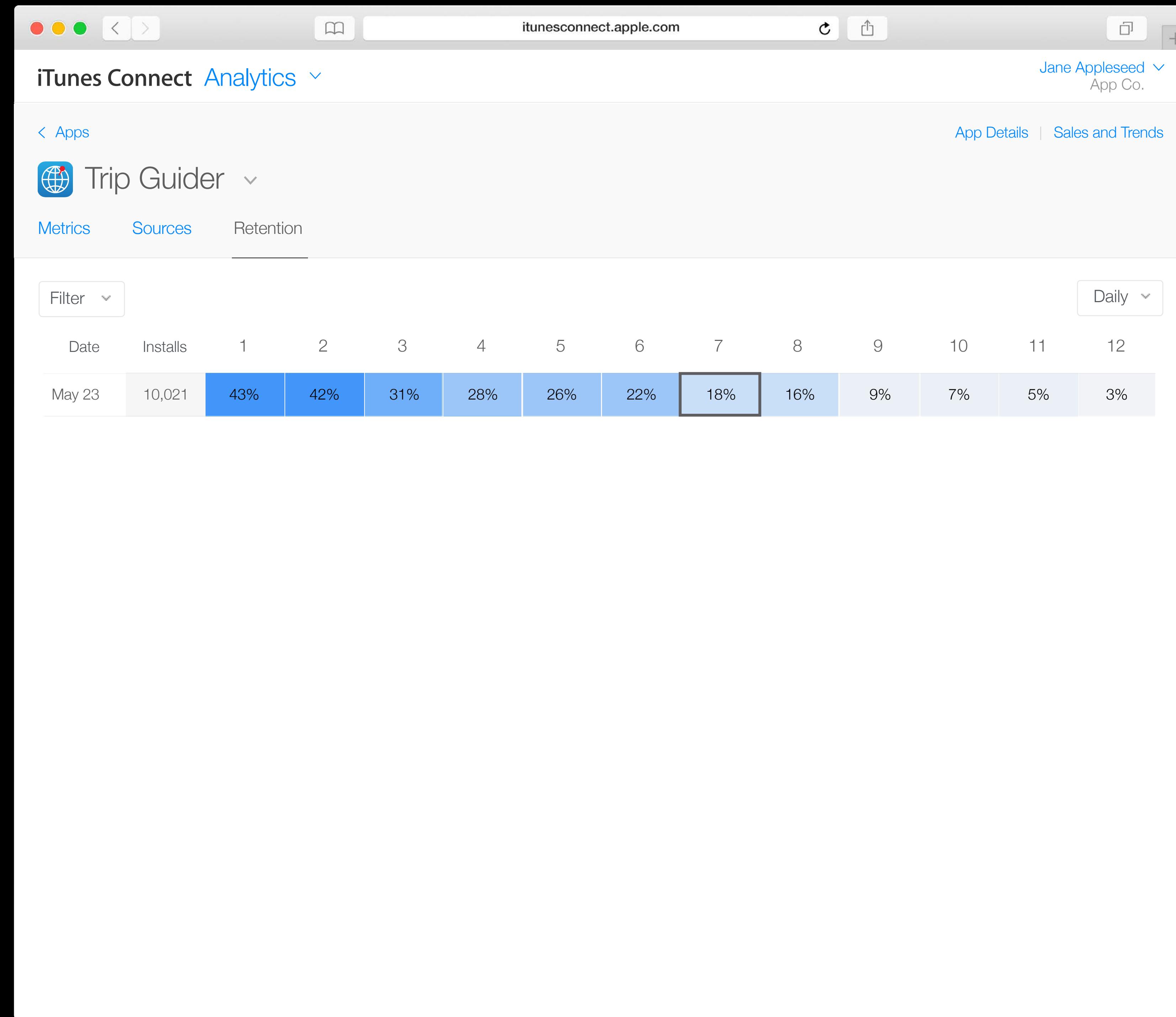
App Details | Sales and Trends

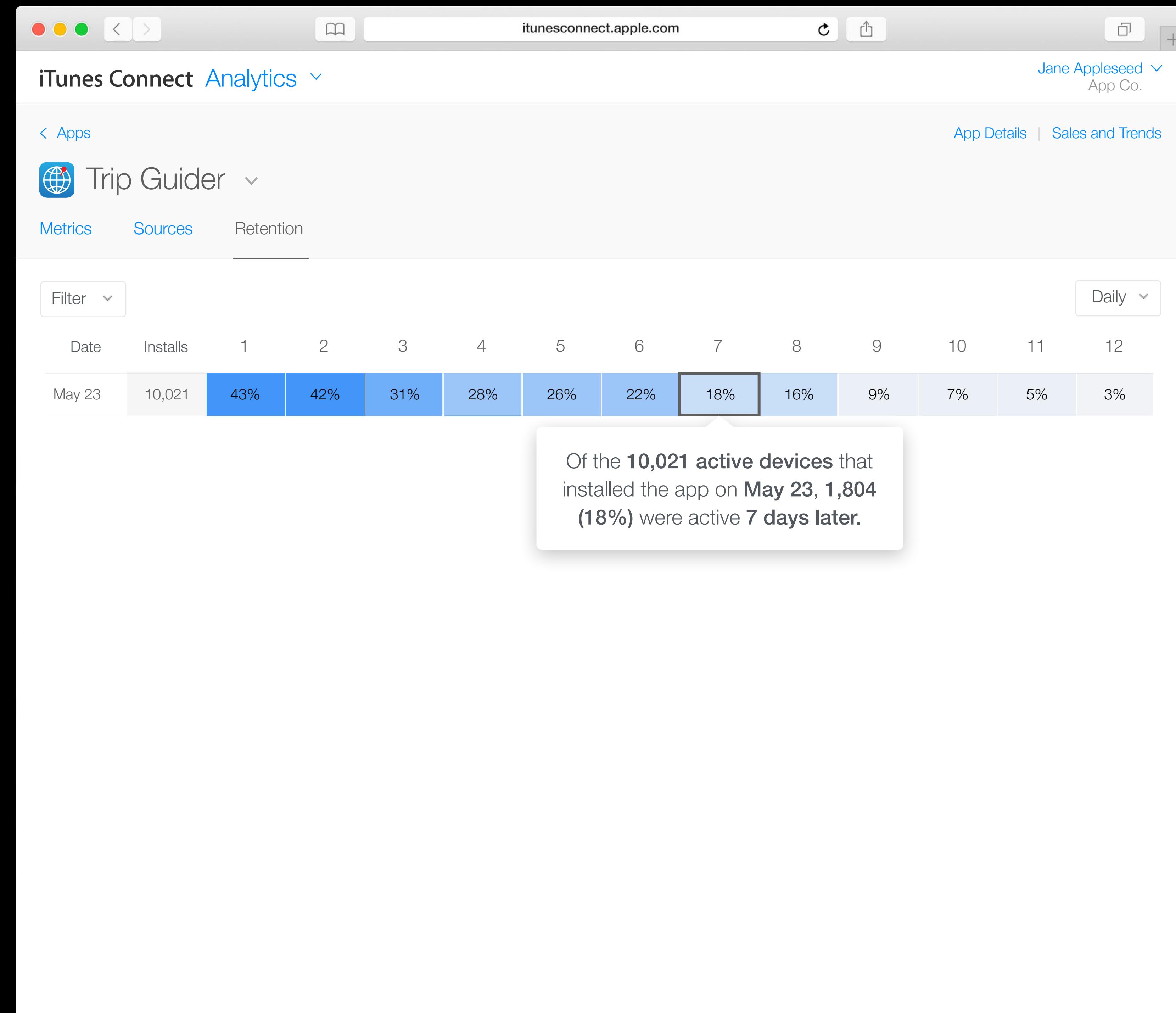
Trip Guider ▾

Metrics Sources Retention

Filter Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%





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App Details | Sales and Trends

Trip Guider

Metrics Sources Retention

Filter Daily

Date	Installs	1	2	3	4	5	6	7	8	9	10	11	12
May 23	10,021	43%	42%	31%	28%	26%	22%	18%	16%	9%	7%	5%	3%
May 24	10,091	42%	41%	36%	34%	27%	24%	17%	14%	8%	7%	6%	







What do you need to do?

Nothing





No code

No app updates required





App Store and iOS 8

# Privacy Matters

Free



Analytics

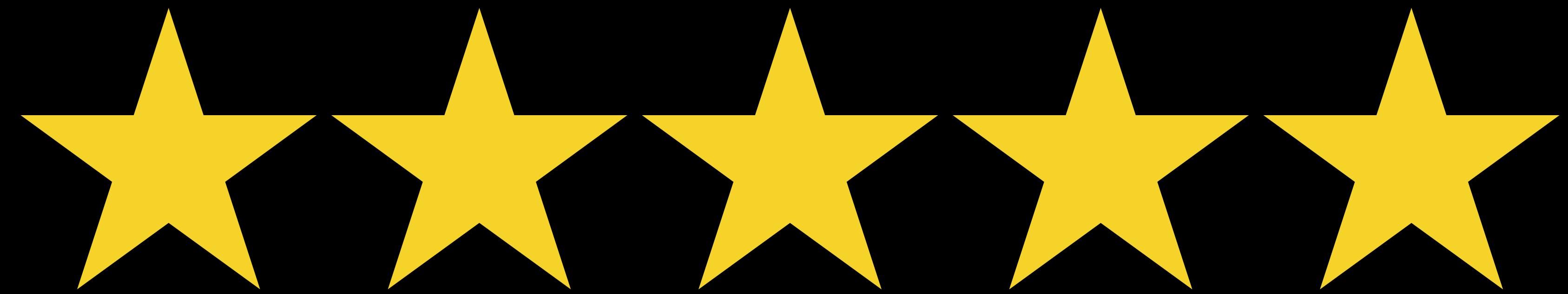
# TestFlight Beta Testing

Daniel Miao  
Sr. Software Engineer—iTunes Store, iTunes Connect

Better apps through better tools



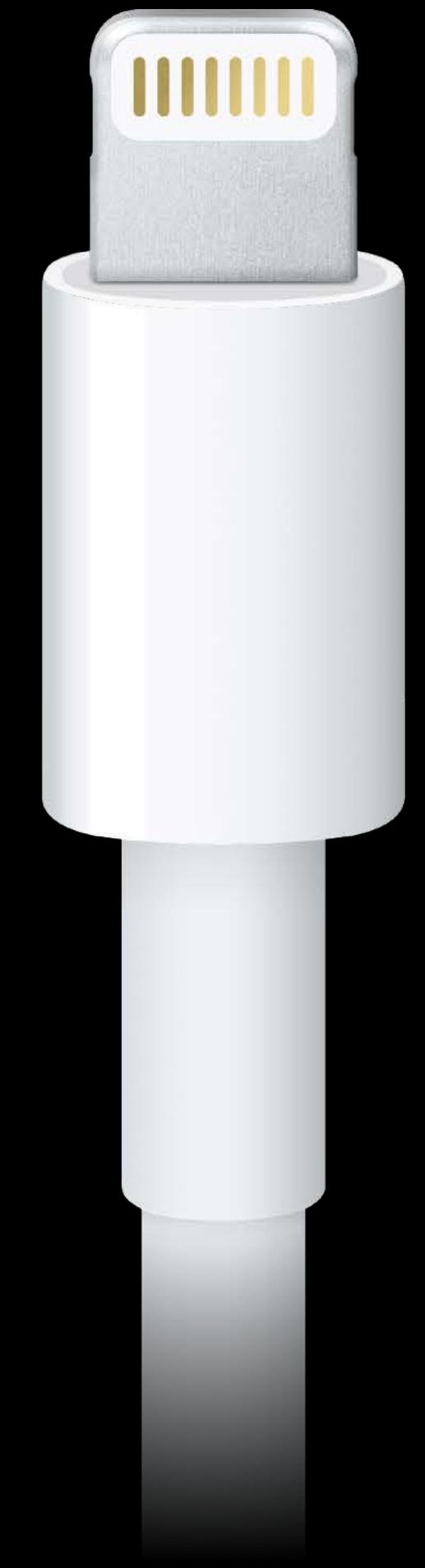




# Beta Distribution







0

0

100

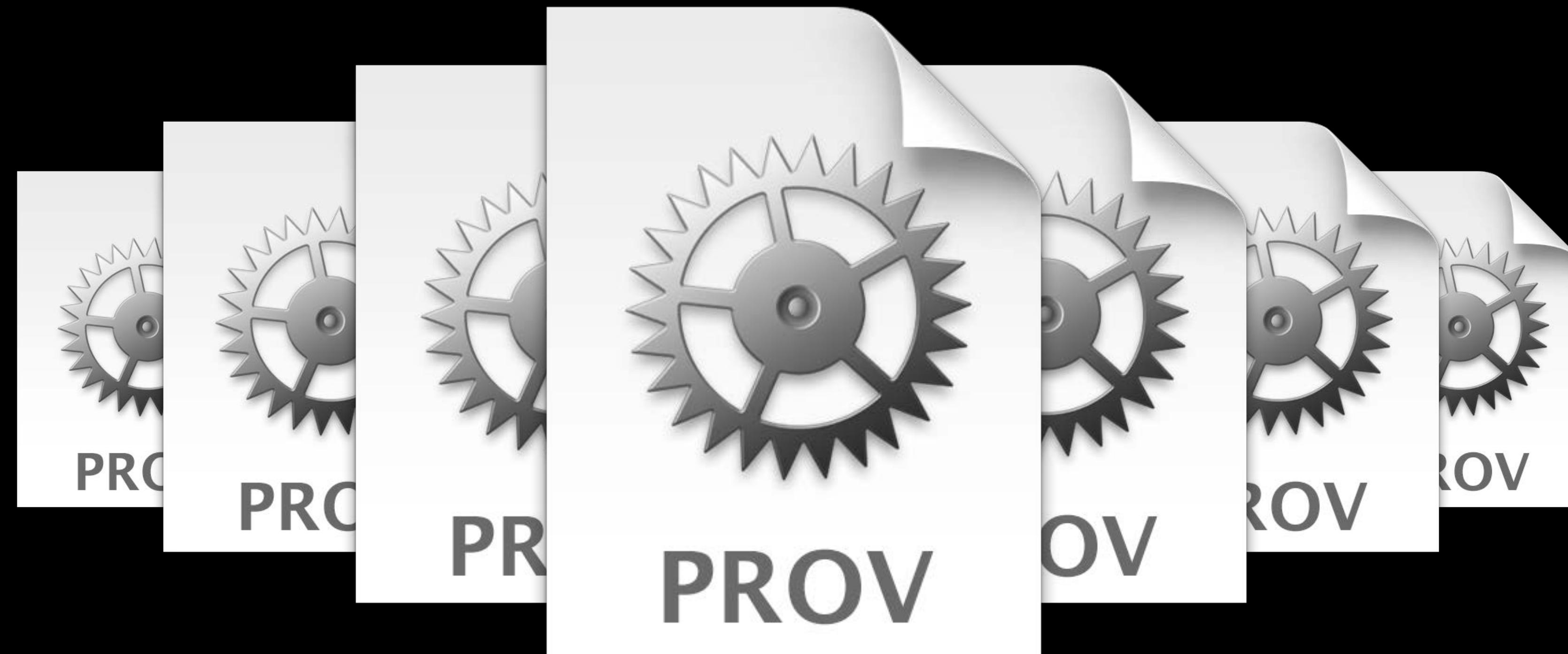
100

500

500



UDID



UDID



Email Invitation



Email Invitation



iTunes Connect





Upload pre-release builds



Upload pre-release builds  
Distribute pre-releases to testers



Upload pre-release builds

Distribute pre-releases to testers

Insight into tester activity





Manage beta apps



Manage beta apps

One-tap install or update



Manage beta apps

One-tap install or update

Send feedback

Internal Testers

---

Beta Testers

---

---

Internal Testers

---

Beta Testers

---

iTunes Connect users

---

---

Internal Testers

---

iTunes Connect users

---

Beta Testers

Anyone with email

---

## Internal Testers

---

iTunes Connect users

---

25 people

---

## Beta Testers

Anyone with email

---

## Internal Testers

---

iTunes Connect users

---

25 people

---

## Beta Testers

Anyone with email

---

1,000 people

---

## Internal Testers

---

iTunes Connect users

---

25 people

---

Available on upload

---

## Beta Testers

---

Anyone with email

---

1,000 people

---

## Internal Testers

---

iTunes Connect users

---

25 people

---

Available on upload

---

## Beta Testers

Anyone with email

---

1,000 people

---

Beta app review

---

# Sandbox Accounts

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# Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

1.0.1 1.0.2 Save Submit for Review

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

The screenshot shows the iTunes Connect interface for the Toca Lab app. At the top, it displays the status "1.0.1 Ready for Sale" and "1.0.2 Prepare for Upload". Below this, there are tabs for Versions, Prerelease, Pricing, In-App Purchases, Game Center, Newsstand, Reviews, and More. The "1.0.2" version is highlighted. On the right, there are "Save" and "Submit for Review" buttons. The main content area is titled "Version Information" and "English (U.S.)". It features a "Video Preview and Screenshots" section with three preview options: 4-Inch, 3.5-Inch, and iPad. Four screenshots are displayed: 1) A pink-themed laboratory scene with large letters spelling "TOCA B". 2) A laboratory setup with a flask containing green liquid being poured from a beaker. 3) A periodic table of elements where each element is represented by a cartoon character. A speech bubble says "Discover the periodic table of the elements" and "Meet all 118 elements". 4) A close-up of a scientific instrument with a speech bubble saying "Have fun while exploring".

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Toca Lab iOS

1.0.1 Ready for Sale | 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More ▾

1.0.1 1.0.2 Save Submit for Review

Version Information English (U.S.) ▾

Video Preview and Screenshots ?

4-Inch 3.5-Inch iPad

The screenshot shows the iTunes Connect interface for the Toca Lab app. The app icon features a green blob character with a surprised expression. The title 'Toca Lab' is next to an 'iOS' badge. Below the title, there are two status indicators: a green dot for '1.0.1 Ready for Sale' and a yellow dot for '1.0.2 Prepare for Upload'. A white callout box highlights the word 'Prerelease' in blue text. The main menu tabs include Versions, Pricing, In-App Purchases, Game Center, Newsstand, Reviews, and More. Below these are two version numbers, 1.0.1 and 1.0.2, with a 'Save' button and a 'Submit for Review' button. The 'Version Information' section shows the language as English (U.S.). Under 'Video Preview and Screenshots', there are four preview images: one showing a play button over a pink background, another showing a laboratory scene with a blob pouring liquid, a third showing a periodic table with a blob, and a fourth showing a close-up of a blob interacting with a screen. Each preview image includes a 'TOCA BOCA' logo.

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Versions Pricing In-App Purchases Game Center Newsstand Reviews More

1.0.1 1.0.2 Save Submit for Review

Prerelease

Version Information English (U.S.)

Video Preview and Screenshots

4-Inch 3.5-Inch iPad

Explore Toca Lab!

Discover the periodic table of the elements

Meet all 118 elements

Have fun while exploring

Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

The screenshot shows the iTunes Connect interface for managing apps. The main focus is on the 'Toca Lab' app, specifically its version 1.0.2 which is in a 'Prepare for Upload' state. A prominent feature is the 'Prerelease' button, which is being interacted with by a cursor. Below the button, four screenshots of the app are displayed, illustrating its playful and educational content related to chemistry and the periodic table.

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 Toca Lab iOS  
● 1.0.1 Ready for Sale   ● 1.0.2 Prepare for Upload

Versions   Prerelease   Pricing   In-App Purchases   Game Center   Newsstand   Reviews   More ▾

Builds   Internal Testers   Beta Testers

1.0.2   Testing

Build	Upload Date	Internal	Beta	Installations
 103	Jun 2, 2014	<input type="radio"/>	<input type="radio"/>	13
 102	Jun 1, 2014	<input type="radio"/>	<input type="radio"/>	9
 101	May 30, 2014	<input type="radio"/>	<input type="radio"/>	5

Build History ?

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Toca Lab iOS

1.0.1 Ready for Sale    1.0.2 Prepare for Upload

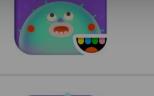
Versions   Prerelease   Pricing   In-App Purchases   Game Center   Newsstand   Reviews   More ▾

Builds   Internal Testers   Beta Testers

1.0.2

Testing

Build   Upload Date ▾   Internal ?   Beta ?   Installations

	Build	Upload Date	Internal	Beta	Installations
	103	Jun 2, 2014			13
	102	Jun 1, 2014			9
	101	May 30, 2014			5

Build History ?

A screenshot of the iTunes Connect My Apps interface for the app "Toca Lab".

The top navigation bar shows the URL [itunesconnect.apple.com](https://itunesconnect.apple.com). The user is logged in as "Jane Appleseed" under "Toca Boca AB".

The main header includes a back arrow ([My Apps](#)), a search icon, and links for "Analytics" and "Sales and Trends".

The app card for "Toca Lab" (iOS) shows two versions:

- 1.0.1 Ready for Sale
- 1.0.2 Prepare for Upload

Below the card are navigation tabs: Versions, Prerelease, Pricing, In-App Purchases, Game Center, Newsstand, Reviews, and More.

Under "More", there are sub-tabs: Builds, Internal Testers, and Beta Testers. The "Builds" tab is selected.

The build list for version 1.0.2 is displayed:

Build	Upload Date	Internal	Beta	Installations
103	Jun 2, 2014	?	?	13
102	Jun 1, 2014	?	?	9
101	May 30, 2014	?	?	5

A mouse cursor is hovering over the "103" link in the first row.

At the bottom left, there is a "Build History" link with a question mark icon.

iTunes Connect My Apps < My Apps < Toca Lab < Builds

# Toca Lab 1.0.2 (103)

Test Information **Testers** Build Details

Save

Internal Testing Beta Testing Expiration Date ?

### Beta App Information

English (U.S.) ▾

What to Test ?

- Buy two or more In-App Purchases
- Switch between landscape and portrait mode
- Local multiplayer support with Game Center
- AirPlay from iPad mini with Retina display

122

Beta App Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Discover elements by experimenting with the lab tools!

\* Take your element for a spin in the centrifuge.  
\* Warm them up in the Bunsen burner.

612

itunesconnect.apple.com

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Toca Boca AB

iTunes Connect My Apps ▾

< My Apps < Toca Lab < Builds

# Toca Lab 1.0.2 (103)

Test Information Testers Build Details

Save

Internal Testing Beta Testing Expiration Date ?

What to Test ?

Buy two or more In-App Purchases  
Switch between landscape and portrait mode  
Local multiplayer support with Game Center  
AirPlay from iPad mini with Retina display

122

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

Discover elements by experimenting with the lab tools!

\* Take your element for a spin in the centrifuge.  
\* Warm them up in the Bunsen burner.

612

iTunes Connect My Apps < My Apps < Toca Lab < Builds

# Toca Lab 1.0.2 (103)

Test Information **Testers** Build Details

Save

Internal Testing Beta Testing Expiration Date ?

### Beta App Information

English (U.S.) ▾

What to Test ?

- Buy two or more In-App Purchases
- Switch between landscape and portrait mode
- Local multiplayer support with Game Center
- AirPlay from iPad mini with Retina display

122

Beta App Description ?

Calling all future scientists!

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table.

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612

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
103	Jun 2, 2014			13
102	Jun 1, 2014			9
101	May 30, 2014			5

Build History ?

iTunes Connect My Apps

Analytics | Sales and Trends

Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2

Testing

Build	Upload Date	Internal	Beta	Installations
103	Jun 2, 2014			13
102	Jun 1, 2014			9
101	May 30, 2014			5

Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2

Testing

Build	Upload Date	Internal	Beta	Installations
103	Jun 2, 2014	✓	Submit	13
102	Jun 1, 2014	Inactive	Submit	9
101	May 30, 2014	Inactive	Submit	5

Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

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Build History ?

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 Toca Lab iOS  
● 1.0.1 Ready for Sale   ● 1.0.2 Prepare for Upload

Versions   Prerelease   Pricing   In-App Purchases   Game Center   Newsstand   Reviews   More ▾

Builds   Internal Testers   Beta Testers

1.0.2   Testing

Build	Upload Date	Internal	Beta	Installations
 103	Jun 2, 2014	?	Submit	13
 102	Jun 1, 2014	Inactive	Submit	9
 101	May 30, 2014	Inactive	Submit	5

Build History ?

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
104	Jun 3, 2014	✓	Submit	0
103	Jun 2, 2014	Inactive	Submit	13
102	Jun 1, 2014	Inactive	Submit	9
101	May 30, 2014	Inactive	Submit	5

Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
104	Jun 3, 2014		Submit	2
103	Jun 2, 2014	Inactive	Submit	13
102	Jun 1, 2014	Inactive	Submit	9
101	May 30, 2014	Inactive	Submit	5

Build History ?

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
105	Jun 4, 2014	✓	Submit	0
104	Jun 3, 2014	Inactive	Submit	2
103	Jun 2, 2014	Inactive	Submit	13
102	Jun 1, 2014	Inactive	Submit	9
101	May 30, 2014	Inactive	Submit	5

Build History ?

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
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104	Jun 3, 2014	Inactive	Submit	2
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102	Jun 1, 2014	Inactive	Submit	9
101	May 30, 2014	Inactive	Submit	5

Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

Testing

Build	Upload Date	Internal	Beta	Installations
105	Jun 4, 2014	✓	Submit	0
104	Jun 3, 2014	Inactive	Submit	2
103	Jun 2, 2014	Inactive	Submit	13
102	Jun 1, 2014	Inactive	Submit	9
101	May 30, 2014	Inactive	Submit	5

Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
105	Jun 4, 2014	✓	In Review	1
104	Jun 3, 2014	Inactive	Inactive	2
103	Jun 2, 2014	Inactive	Inactive	13
102	Jun 1, 2014	Inactive	Inactive	9
101	May 30, 2014	Inactive	Inactive	5

Build History ?

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Toca Lab iOS  
1.0.1 Ready for Sale    1.0.2 Prepare for Upload

Versions   Prerelease   Pricing   In-App Purchases   Game Center   Newsstand   Reviews   More ▾

Builds   Internal Testers   Beta Testers

1.0.2   Testing

Build	Upload Date	Internal	Beta	Installations
105	Jun 4, 2014	✓	✓ (Expires in 30 Days)	223
104	Jun 3, 2014	Inactive	Inactive	2
103	Jun 2, 2014	Inactive	Inactive	13
102	Jun 1, 2014	Inactive	Inactive	9
101	May 30, 2014	Inactive	Inactive	5

Build History ?

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Analytics | Sales and Trends

Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
105	Jun 4, 2014	✓	✓ (Expires in 30 Days)	223
104	Jun 3, 2014	Inactive	Inactive	2
103	Jun 2, 2014	Inactive	Inactive	13
102	Jun 1, 2014	Inactive	Inactive	9
101	May 30, 2014	Inactive	Inactive	5

Build History ?

iTunes Connect My Apps

Analytics | Sales and Trends

Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers

Beta Testers

1.0.2

Testing

Build	Upload Date	Internal	Beta	Installations
105	Jun 4, 2014	✓	✓ (Expires in 30 Days)	223
104	Jun 3, 2014	Inactive	Inactive	2
103	Jun 2, 2014	Inactive	Inactive	13
102	Jun 1, 2014	Inactive	Inactive	9
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Build History

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Toca Lab iOS

1.0.1 Ready for Sale 1.0.2 Prepare for Upload

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

Builds Internal Testers

Beta Testers

1.0.2 Testing

Build	Upload Date	Internal	Beta	Installations
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104	Jun 3, 2014	Inactive	Inactive	2
103	Jun 2, 2014	Inactive	Inactive	13
102	Jun 1, 2014	Inactive	Inactive	9
101	May 30, 2014	Inactive	Inactive	5

Build History

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● 1.0.1 Ready for Sale   ● 1.0.2 Prepare for Upload

Versions   Prerelease   Pricing   In-App Purchases   Game Center   Newsstand   Reviews   More ▾

Builds   Internal Testers   Beta Testers

Testers (421 of 1000 Added) [+](#)

Search   Edit

Name	Status	Latest Build
Chris DelVillagio	Testing	2.1 (112)
Chris Duggan	Testing	2.1 (112)
Daniel Esch	Testing	2.1 (110)
Arnold Freidling	Testing	2.1 (112)
Aurelio Guzman	Testing	2.1 (110)
Brian Leitner	Testing	2.1 (106)
Andreas Lindemann	Accepted	
Anita Meier	Accepted	
Damian Millea	Invited	
Eunice Park	Invited	
Brian Schmitt	Invited	

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Toca Lab iOS  
● 1.0.1 Ready for Sale ● 1.0.2 Prepare for Upload

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Builds Internal Testers Beta Testers

Testers (421 of 1000 Added)  Search Edit

Name	Status	Latest Build
Chris DelVillagio	Testing	2.1 (112)
Chris Duggan	Testing	2.1 (112)
Daniel Esch	Testing	2.1 (110)
Arnold Freidling	Testing	2.1 (112)
Aurelio Guzman	Testing	2.1 (110)
Brian Leitner	Testing	2.1 (106)
Andreas Lindemann	Accepted	
Anita Meier	Accepted	
Damian Millea	Invited	
Eunice Park	Invited	
Brian Schmitt	Invited	

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Jane Appleseed Toca Boca AB

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## Invite Beta Testers

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## Invite Beta Testers

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Inbox (10) ^ ⌄

From: Toca Boca AB > Hide

To: emily@icloud.com >

TestFlight: You're invited to test Toca Lab 1.0.2.

May 21, 2014 at 9:41 AM



## Toca Lab 1.0.2

Jane Appleseed invited you to test Toca Lab 1.0.2 for iOS.

Open in TestFlight 

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Inbox (10) ^ ⌄

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Toca Lab  
Toca Boca AB >  
Version 1.0.2

INSTALL

**What to Test** Updated May 21, 2014

- \* Buy two or more In-App Purchases
- \* Switch between landscape and portrait mode
- \* Local multiplayer support with Game Center... [more](#)

**Description** Updated May 21, 2014

Welcome to Toca Lab! Explore the colorful and electrifying world of science and meet all 118 of the elements from the periodic table. Discover el... [more](#)

**Information**

Developer	Toca Boca AB
Release Date	May 21, 2014
Version	1.0.2
Size	57.9 MB
Expires in	30 Days
Compatibility	Requires iOS 5.0 or later. Compatible with iPhone, iPad, or iPod touch. This app is optimized for iPhone 5.

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**Toca Lab**  
Toca Boca AB >  
Version 1.0.2

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## Testing 4

 Toca Lab  
Version 1.0.2  
What to Test ▾ OPEN  
Expires in 30 days

 Monument Valley  
Version 1.0.3  
What to Test ▾ OPEN  
Expires in 24 days

 Trip Guider  
Version 3.0  
What to Test ▾ OPEN  
Expires in 15 days

 Touch Fighter 3  
Version 2.3  
What to Test ▾ OPEN  
Expires in 10 days

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Testing 4

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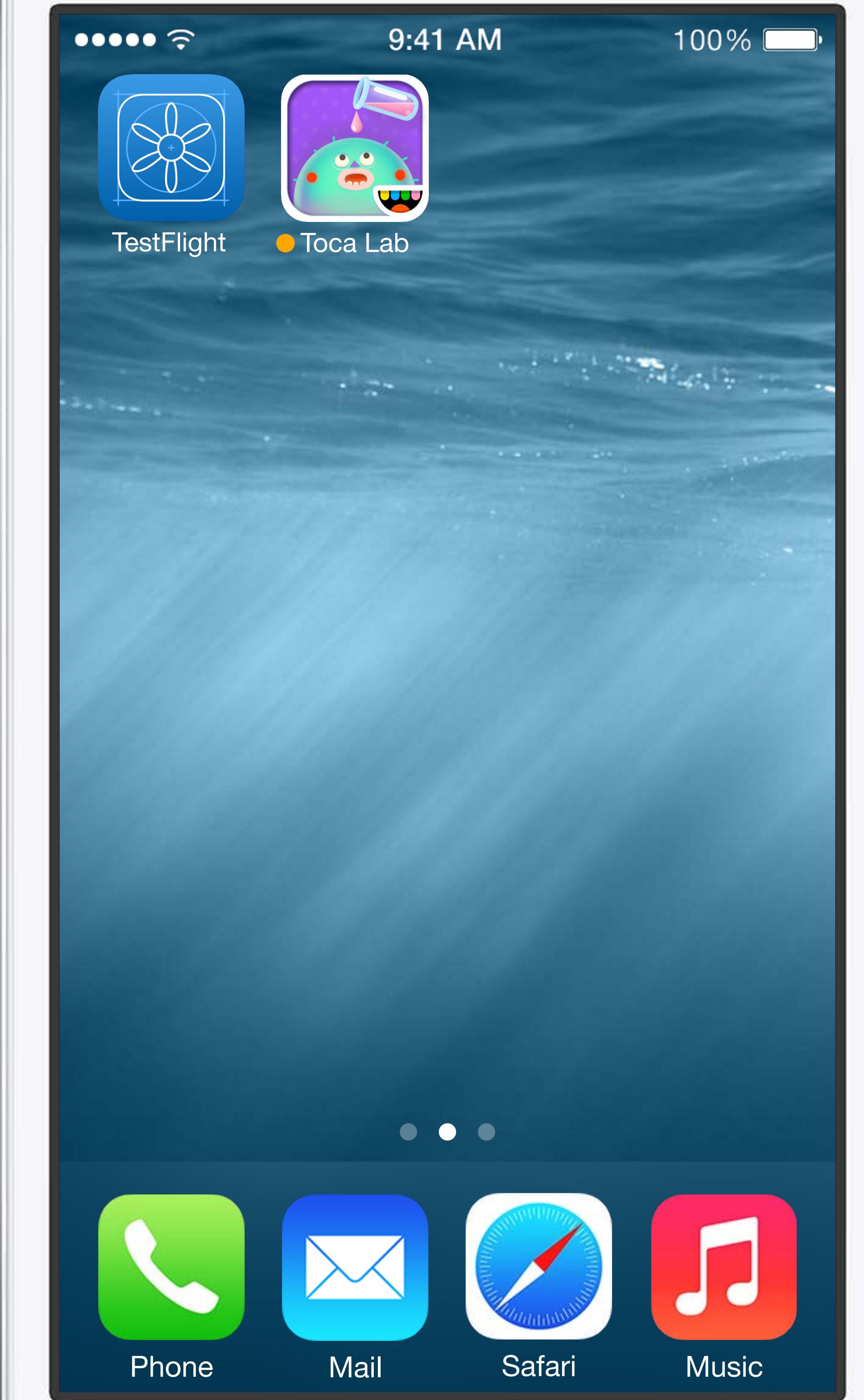
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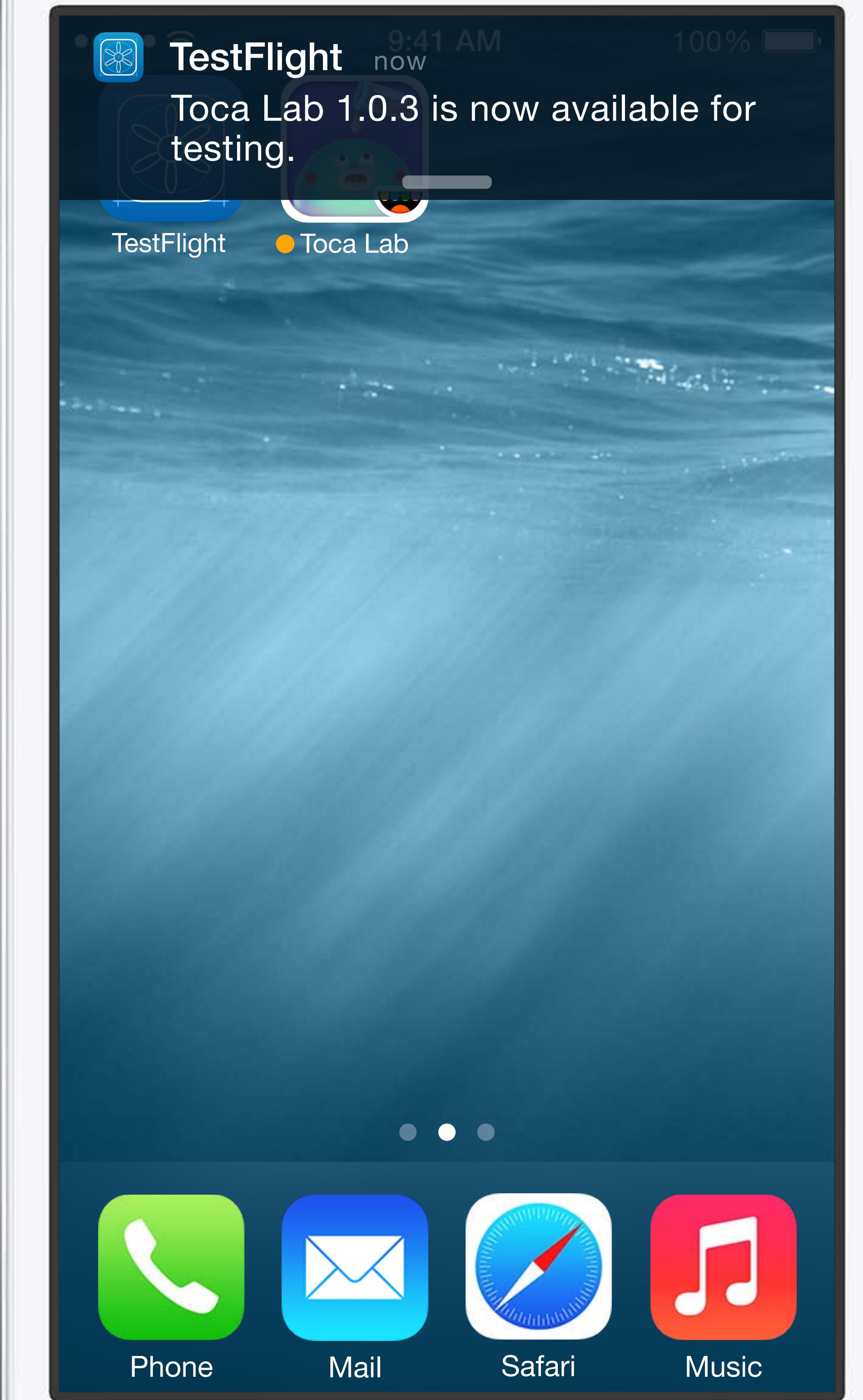
 Touch Fighter 3  
Version 2.3  
What to Test ▾ OPEN  
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Updates 1

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Version 1.0.3  
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Expires in 30 days

Testing 3

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### Testing

4

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What to Test ▾

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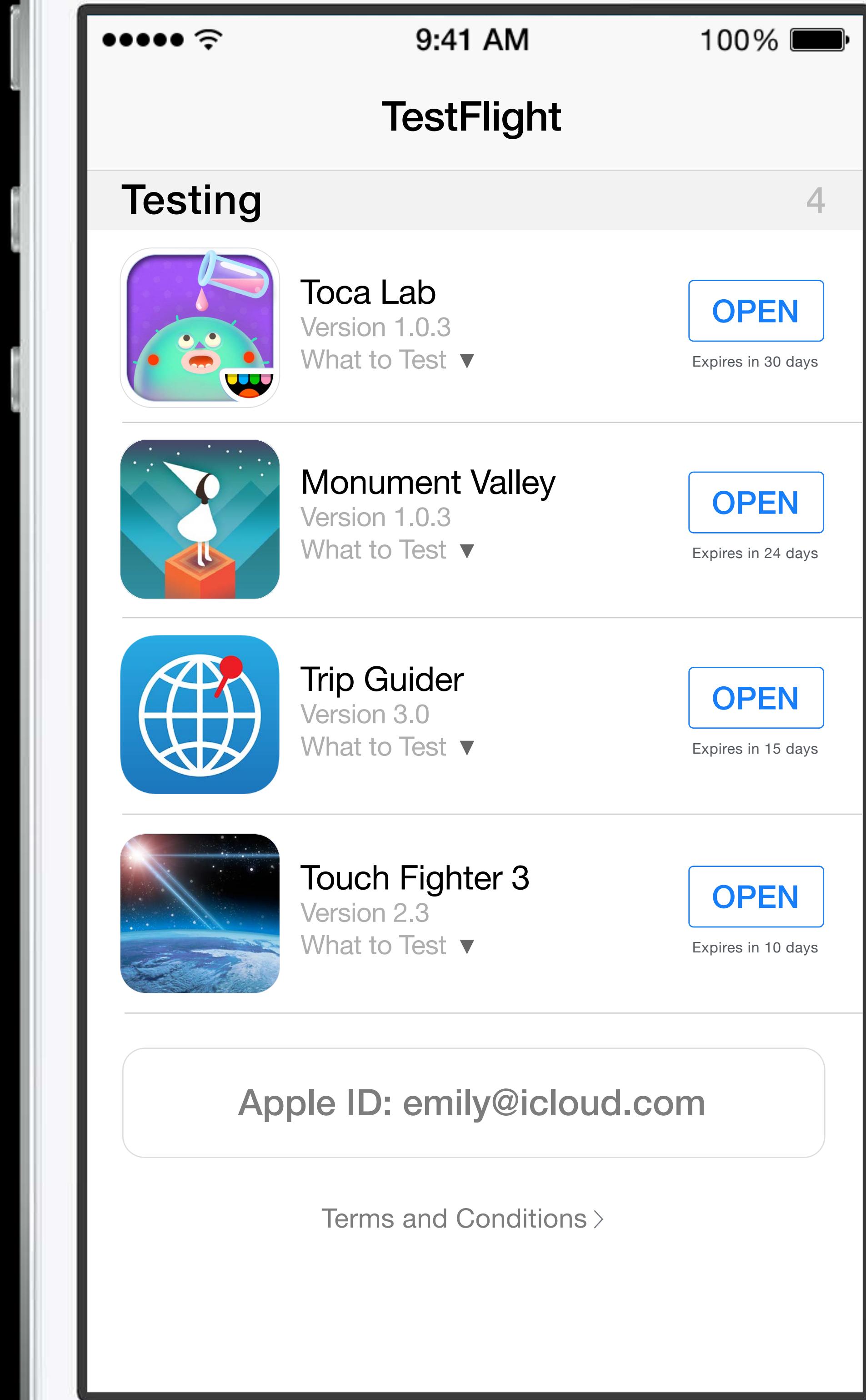
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No UDIDs or profiles

One-tap install or update

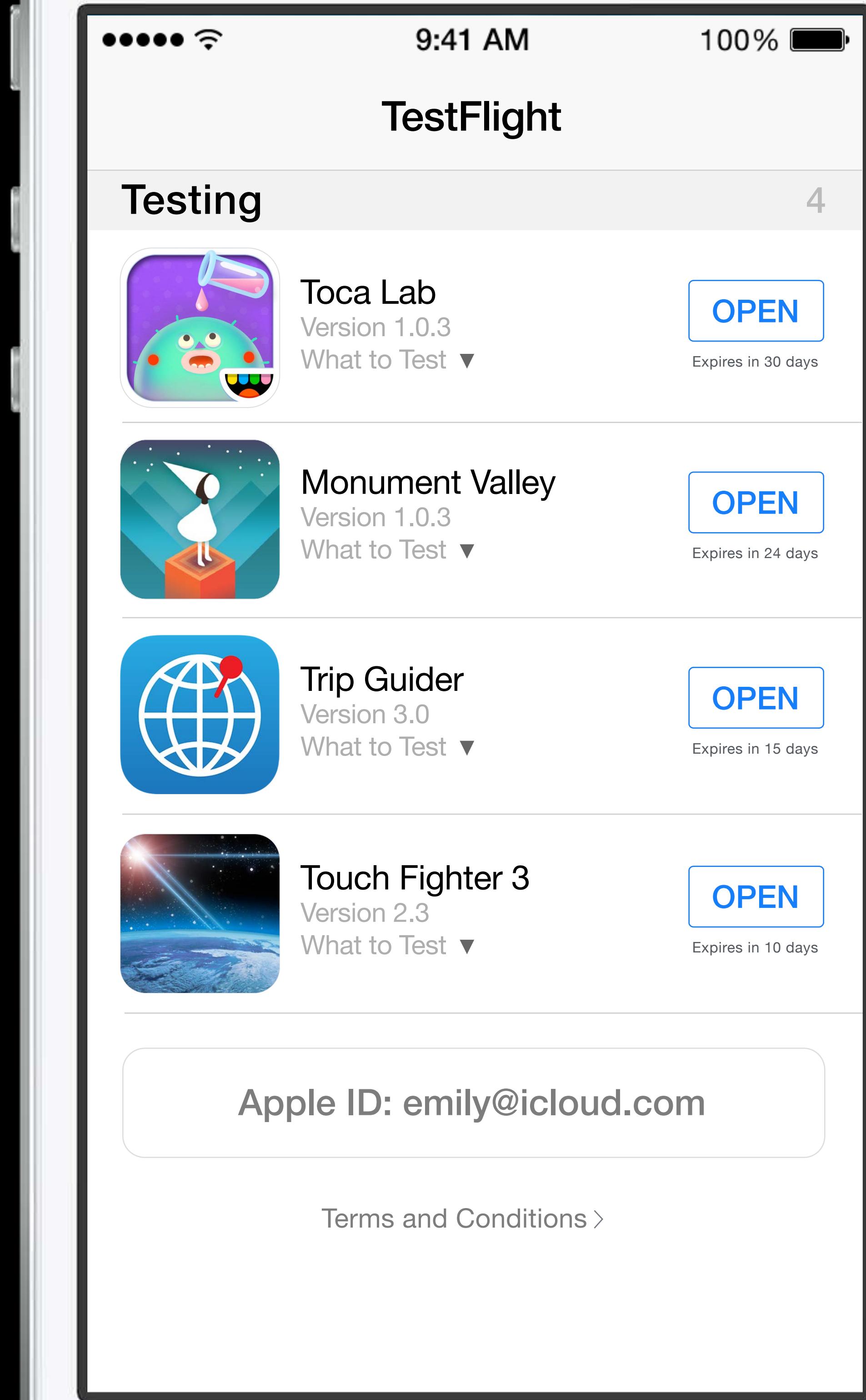


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In-App Purchase Sandbox



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TestFlight app for iOS



TestFlight Beta Testing

# Wrap Up

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Test! test! test!—targeted hardware is key

# App Submission Tips

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Bad Signature—Use Xcode on OS X

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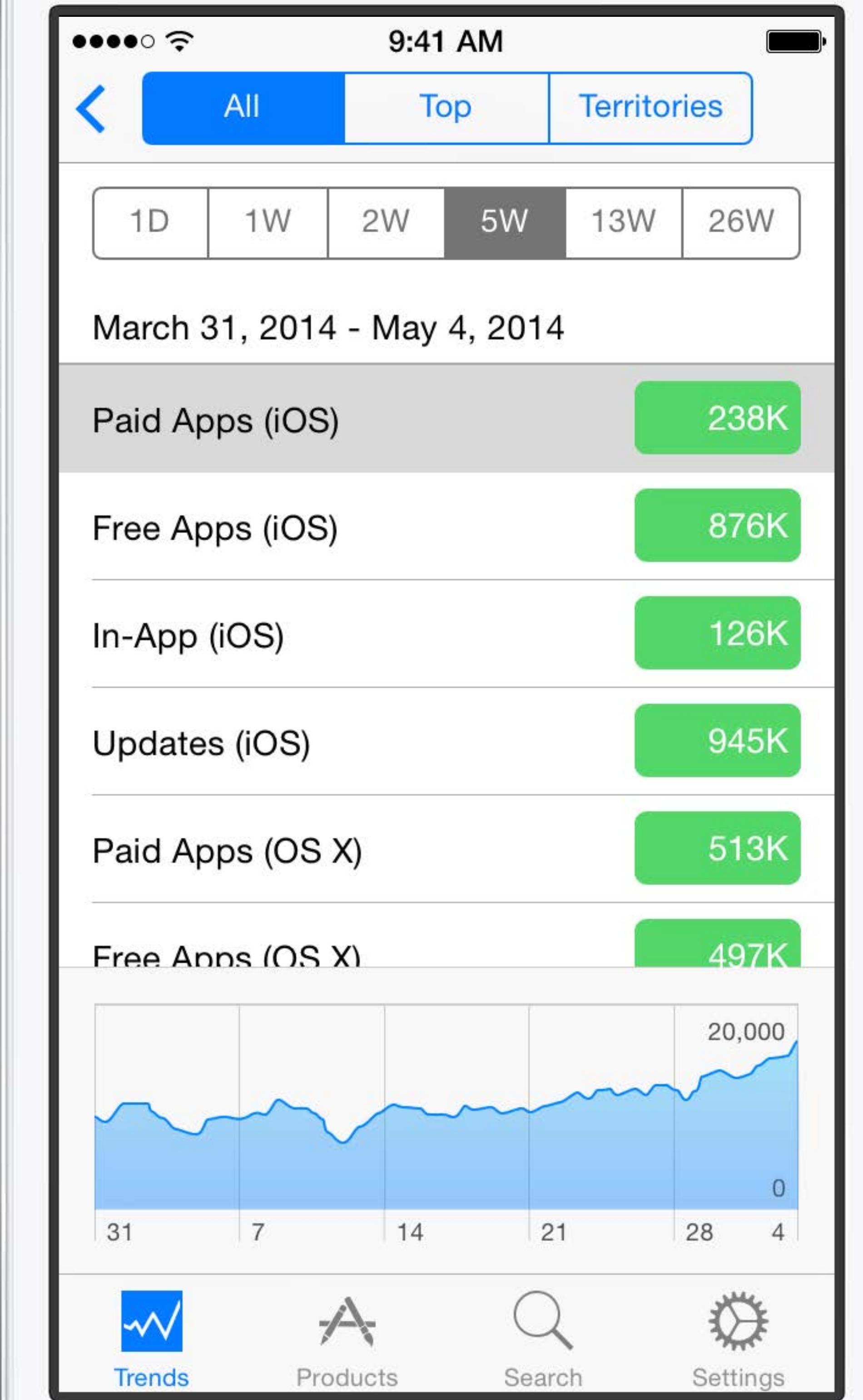
Toolchains—Use the correct version of Xcode

Bad Signature—Use Xcode on OS X

Mac App Sandboxing—Select the checkbox in Xcode



iTunes Connect for iOS



Recent View in App Store

Trip Guider iOS ★★★★★ (905)

10.0.3 10.0.2 Reviews

Release This Version

Reject This Binary

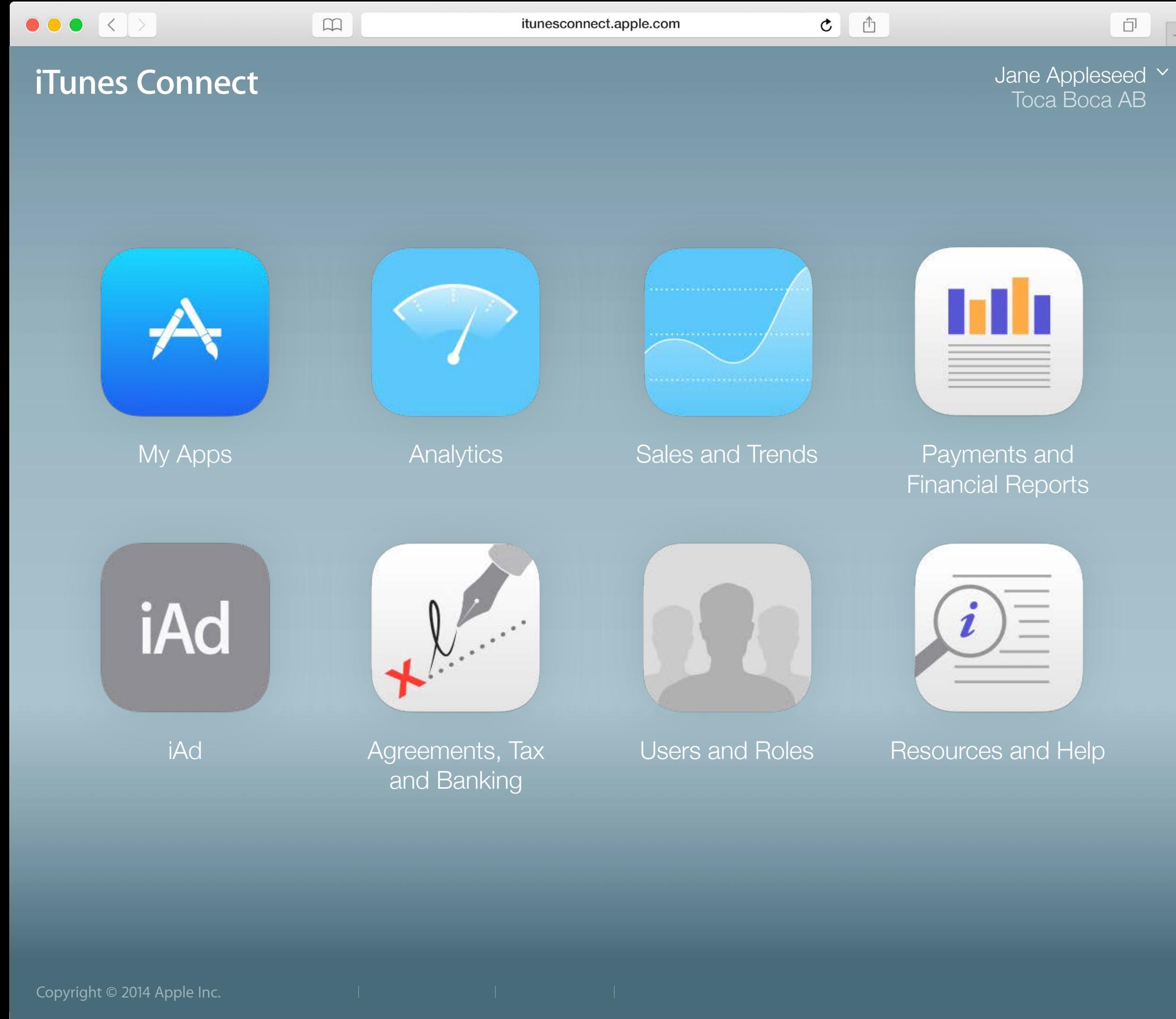
Status Pending Developer Release >

Language English >

Version Information

App Name	Trip Guider
Apple ID	408981434
SKU	23

Products Search Settings



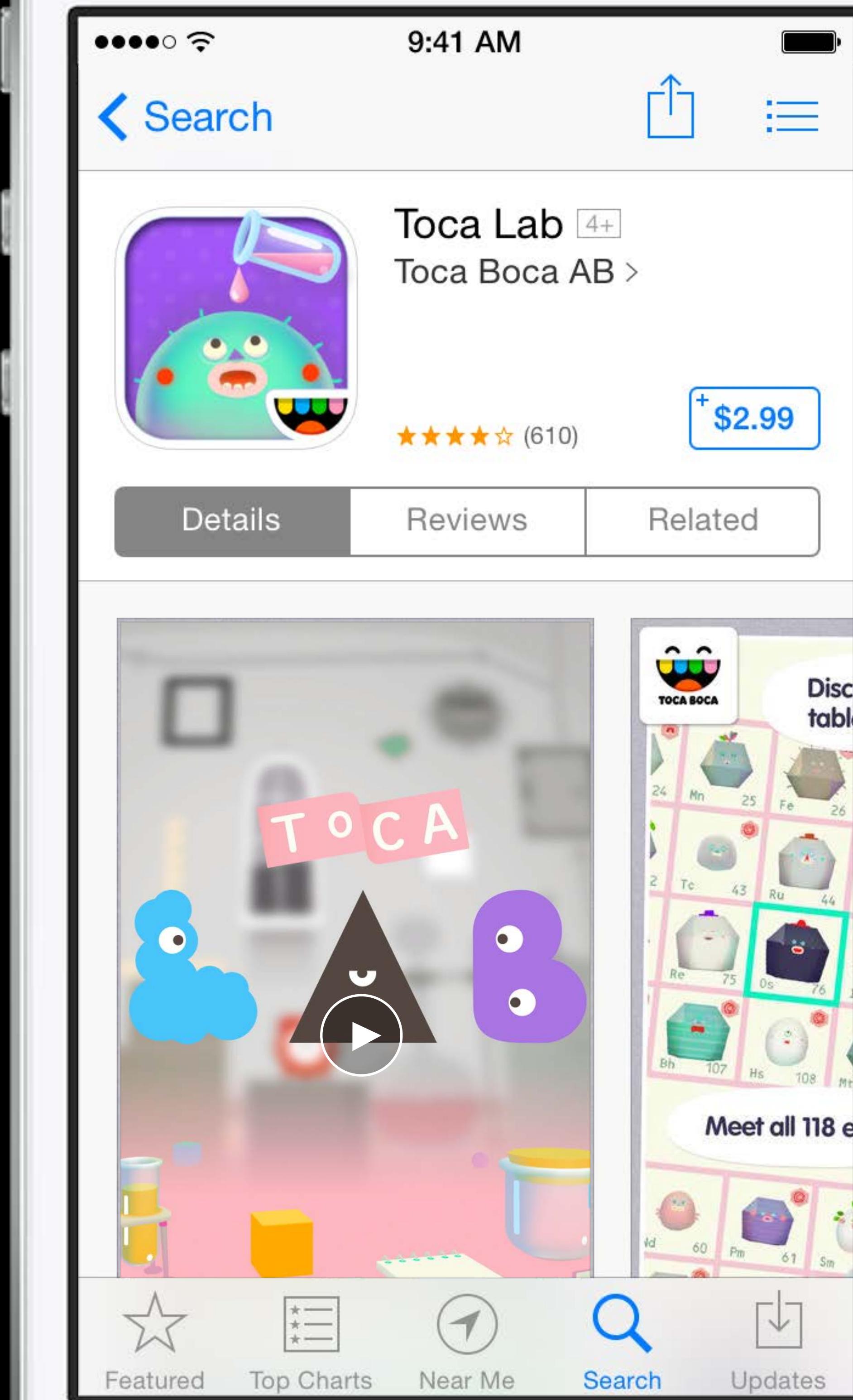
## All-New Design

## App Previews

## App Bundles

## App Analytics

## TestFlight Beta Testing



All-New Design

App Previews

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All-New Design

App Previews

App Bundles

App Analytics

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App Analytics

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App Previews

App Bundles

App Analytics

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This Fall

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Evangelism

[evangelism@apple.com](mailto:evangelism@apple.com)

Contact

Developer Technical Support

<http://www.apple.com/itunes/go/itunesconnect/contactus>

Documentation

iTunes Connect Developer Guide

<http://developer.apple.com/library/ios/iTunesConnectGuide>

Apple Developer Forums

<http://devforums.apple.com>

# Related Sessions

- 
- Optimizing In-App Purchases Nob Hill Wednesday 3:15PM
  - What's New in iAd Workbench Russian Hill Thursday 9:00AM
  - User Privacy in iOS and OS X Nob Hill Thursday 2:00PM
  - Advanced User Interfaces with Collection Views Marina Thursday 3:15PM
  - Creating Great App Previews Russian Hill Thursday 3:15PM
-

# Labs

- iTunes Connect Services Lab A Wednesday 11:30AM
  - iTunes Connect Services Lab A Thursday 3:15PM
  - App Store Lab Daily



