





[App Store Connect API](#) / App Store

App Store


Manage all aspects of your app, App Clips, in-app purchases, and customer reviews in the App Store.

Topics


Apps and App Metadata

-  Apps
Manage your apps in App Store Connect.
-  App Metadata
Manage the metadata of apps in App Store Connect.
-  Custom Product Pages and Localizations
Create and manage your app's custom product pages and localizations.
-  App Events and Metadata
Create and schedule in-app events and manage in-app event metadata.

App Clips

-  App Clips and App Clip Experiences
Read App Clip information and manage App Clip experiences.

Builds

-  Builds
Manage builds for testers and submit builds for review.

- ⌵ Build Bundles

Read metadata for app and App Clip binaries included in a build you upload to App Store Connect.
- ⌵ Build Icons

Get icons from your app's binary that are uploaded to App Store.
- ⌵ Build uploads

Read metadata for app builds you upload to App Store Connect.
- ⌵ App Encryption Declarations

View, and assign to builds, the declarations about types of encryption used in your app.

In-App Purchases and Subscriptions

- ⌵ In-App Purchase

Create and manage in-app purchases, including localizations, price schedules, and submissions for review.
- ⌵ Auto-Renewable Subscriptions

Create and manage auto-renewable subscriptions, including managing subscription groups and submissions for review.
- ⌵ Promoted Purchases

Manage promoted in-app purchases and auto-renewable subscriptions, including their visibility and images.
- ⌵ Win-back offers

Create and manage win-back offers for your auto-renewable subscriptions.
- ⌵ In-App Purchase and Subscription App Store Review Submissions

Manage submissions for App Store Review for in-app purchases and auto-renewable subscriptions, including their screenshots.
- ⌵ Testing In-App Purchase and Subscriptions

Customer Reviews and Responses

- ⌵ Customer Reviews

Get the customer reviews for your app.

☰ Customer Review Responses

Get, create, update, and delete your responses to customer reviews.

App Pricing and Availability

☰ Territories

Get a list of active App Store storefronts in which you make your app available.

App Store Review Submissions

☰ Review submissions

Create and manage your submissions for review, which can include your App Store version, App Store version experiments, custom product page versions, and in-app events.

☰ Review submission items

Manage the contents of your review submission, which can include your App Store version, App Store version experiments, custom product page versions, and in-app events.

☰ App Store review details

Manage the required information you provide for App Review.

☰ App Clip App Store review details

Manage required App Clip information you provide for App Review.

☰ App Store review attachments

Manage the attachments you upload to App Store Connect for App Review.

☰ App Store version submissions

Submit versions of your app to App Review.

☰ Actors

Get information about who or which service made a review submission.

App Store Publishing

☰ App Store Version Phased Releases

Manage phased releases of updates to your app.

☰ App Store Version Release Requests

Manually release an App Store approved version of your app to the App Store.

☰ App Pre-Orders

Manage the settings that make your app available for pre-order.

☰ App availability

Manage territory and date settings that make your app available for pre-order.

Apple-hosted background assets

☰ Background assets

Assets for your app that you can upload and download separately from the Apple hosted app.

Featuring Nominations

☰ Featuring nominations

Tell Apple about a noteworthy app or update to an existing one for consideration for featuring opportunities.

App Store Version Experiments

☰ App Store version experiments

Test elements of your App Store product page.

☰ App Store Version Experiment Treatments

Create and update the metadata and the optional icon that represent the treatment you apply to an App Store version experiment.

☰ App Store Version Experiment Treatment Localizations

Manage the localized assets, including screenshots and previews, for an App Store version experiment treatment.

☰ App Store Version Promotions

Apply a version experiment treatment to your app's product page in the App Store, or to your upcoming App Store version.