

Article

App Store Purchases

Analyze total revenue generated by your apps on the App Store.

Overview

The App Store Purchases Report includes App Store paid app and in-app purchase data. Using the data in this report, you can measure your total revenue generated on the App Store, attribute sales to download sources and page types, and measure how many paying users you have for each individual row. Paying user counts are not summable across rows, because the same user can exist in multiple rows.

- Territories: Worldwide
- Platforms: iOS, iPadOS, macOS, tvOS, visionOS
- Availability:
 - Daily: Every day
 - Weekly: Every Friday for the previous week (Monday to Sunday).
 - Monthly: On the fifth day of the following month.
- Completeness: Within two days. Weekly and monthly reports are complete by default.
- History: On request, data is available beginning from January 1, 2024.
- Privacy: Data is available in two reports: standard and detailed. *Standard* reports include fields not easily related to uniquely identifiable user data. *Detailed* reports include all fields and also include additional privacy measures for the data, to help protect uniquely identifiable information for individuals. Download the standard report unless you need to analyze the unique fields in the detailed report. To learn more, see [Protecting user privacy in report data](#).

The Analytics Reports framework delivers new portions of report content as instances. Each instance can contain one or more batches of data, to accommodate late-arriving events, or in rare

cases, data corrections. To learn more, see [Data Completeness and Corrections](#).

Report Fields

Report Field	Description	Data Type	Standard Report	Detailed Report
Date	Date on which the event occurred. For weekly and monthly instances, this column represents the first day of the week and month, respectively.	date	✓	✓
App Name	The name of the app provided by you during app setup in App Store Connect.	string	✓	✓
App Apple Identifier	Your app's Apple ID.	integer	✓	✓
Purchase Type	The type of purchase made by the user on the App Store.	string	✓	✓
Content Name	The name of the content being purchased. For paid apps, the field will populate the name of app as set in App Store. For in-app purchases, the	string	✓	✓

Report Field	Description	Data Type	Standard Report	Detailed Report
	field will populate the name of the SKU as set in App Store Connect.			
Content Apple Identifier	Your content's Apple ID.	integer	✓	✓
Payment Method	The payment type used to charge the customer.	string	✓	✓
Device	The device on which the purchase occurred.	string	✓	✓
Platform Version	The OS version of the device on which the purchase occurred.	string	✓	✓
Source Type	The source from where the user discovered the app.	string	✓	✓
Source Info	The app or web referrer that led the user to purchase your content.	string		✓
Campaign	The Campaign Token of the campaign created in App Analytics. Column available	string		✓

Report Field	Description	Data Type	Standard Report	Detailed Report
	starting November 19, 2024.			
Page Type	The page type from where the app was downloaded.	string	✓	✓
Page Title	The name of the product page or in-app event page that led the user to download the app.	string		✓
App Download Date	The date on which the app was downloaded onto the device. This field is only populated if the download occurred in the previous 30 days, otherwise it is null.	date	✓	✓
Pre-Order	Indicates whether the purchase originated from someone who pre-ordered the app.	string	✓	✓

Report Field	Description	Data Type	Standard Report	Detailed Report
Territory	The App Store country or region in which the purchase occurred.	string	✓	✓
Purchases	Aggregated count of purchases made. Negative value indicates refunds. If purchases count is 0 and proceeds, and sales are negative, it indicates partial refunds.	integer	✓	✓
Proceeds in USD	The estimated proceeds in USD from purchases of your app and in-app purchases. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of the Paid Apps Agreement.	float	✓	✓
Sales in USD	The estimated sales in USD from purchases of your app and in-app purchases.	float	✓	✓

Report Field	Description	Data Type	Standard Report	Detailed Report
Paying Users	The number of unique users who paid for your app or in-app purchases. This metric is not summable across rows.	integer	✓	✓

Glossary

Dimension	Value	Definition
Purchase Type	App purchase	Purchases of your app from the App Store. Free aps are not included.
Purchase Type	In-app purchases	Purchases of extra content, features, or services within your app using Apple's in-app purchase system.
Source Type	App Store search	Purchases from users who discovered your app within search results on the App Store. Includes users who discovered your app from Search Ads results. Doesn't include users who discovered your app through the Suggested section of the search landing page.
Source Type	App Store browse	Purchases from users who discovered your app while browsing the App Store (for example, in the Today, Games, or Apps sections).
Source Type	App referrer	Purchases from users who discovered your app from within another app.
Source Type	Web referrer	Purchases from users who discovered your app from a website in Safari.
Source Type	App Clip	Purchases from users who discovered your app from an App Clip.

Dimension	Value	Definition
Source Type	Unavailable	The source from which the user discovered your app is unavailable.
Source Type	Institutional purchase	Purchases from users who downloaded your app from Apple Business Manager or Apple School Manager .
Source Type	In-store purchase	Your in-app purchase was viewed directly in the App Store and purchased by the customer.
Page Type	Product page	Purchases from users who downloaded your app from a product page.
Page Type	In-app event	Purchases from users who downloaded your app from an in-app event page.
Page Type	Store sheet	Purchases from users who downloaded your app from a store sheet in the App Store.
Page Type	No page	Purchases from users who downloaded your app from a list view on the App Store.

See Also

App Store Commerce



App Store Downloads

Analyze how many times people download your app on the App Store.



App Store Pre-orders

Analyze details on the number of pre-orders that people place and cancel for your app on the App Store.