



Lesson 5 is a run-through of iTunes Connect. Everything you learn here will also apply to Google Play. You will learn:

- How apps interact with iTunes Connect
- What information is included
- How to transfer apps
- How to deal with rejections from the app store

What Is iTunes Connect?

There are four major parts to the iTunes Connect platform:

- Administrative— a one-time deal. Enter financial and legal information, set up developer permissions, enter contact information, and approve contracts.
- Analytics— where you can get all the information you ever wanted. Monitor downloads and revenue, and track your portfolio here.
- Advertisements— it's all about the iAds platform. To show iAds in your own app, turn them on here. You can also buy traffic.
- Publishing and Marketing— they show you different stages of the app train. At Publishing, enter app information and add a code to allow your developer to upload the marketing files into iTunes Connect. At Marketing, upload the icon and screenshots, and enter the description, keywords, support website, and marketing website. Beyond Marketing, there's a whole Developer side where you can upload source code, app status, in-app purchases, etc.

The Launch

When you launch your app, begin at iTunes Connect's App area:



- Pricing: Select all pricing tiers.
- Country: Which what country do you want this to go live in? Maybe you're doing a bay launch, or maybe you want to take it out of a certain country for legal reasons.
- Promotion Codes: You get 100 promotion codes for every version you create.
- Beta Testing : If you have a paid App and you want to give it to someone for beta testing, you can get all that in iTunes Connect.
- Resolution Center : If you are rejected, this area tells you why, allows you to reply if you think they made a mistake, or allows you to simply resubmit.
- TestFlight : TestFlight was an independent software company that Apple bought. It allows you to create a test build that you can load on your phone without going live.
 - Follow the tutorial in iTunes or Apple to get a unique device identification (UDID).
 - Send your testers their invitations from iTunes by copying and pasting your UDID, and sending it over.
- Transferring Apps : A new feature that eases the buying and selling of apps. The turnaround is about an hour. Apps that you intend to transfer cannot be 'pending developer release' or 'rejected;' they must be ready for sale . Have your Apple ID and the Team ID of the two parties ready, and iTunes Connect tells you exactly what to do.
- Member Center : The technical-level sibling of iTunes Connect. It is a repository for top-level information such as rights/permissions, certificates, identifiers, provisioning profiles, permission slips, etc. It allows you to give access to your developers.



Homework

Make sure to do the following before moving on to the next lesson:

- Set up your iTunes Connect account.
- Create a Bundle ID in the Membership Center.
- Create an actual App in iTunes Connect using that Bundle ID and the walk-through instructions.
- Upload a mock screenshot, an icon, and metadata. If you need one, do a Google search for “mock blank icon for App Store,” download one, and use it as a placeholder.
- Put some text into marketing areas and the support URLs.
- Define and name your new app template.