

Mac App Store

Why sell in the Mac App Store?

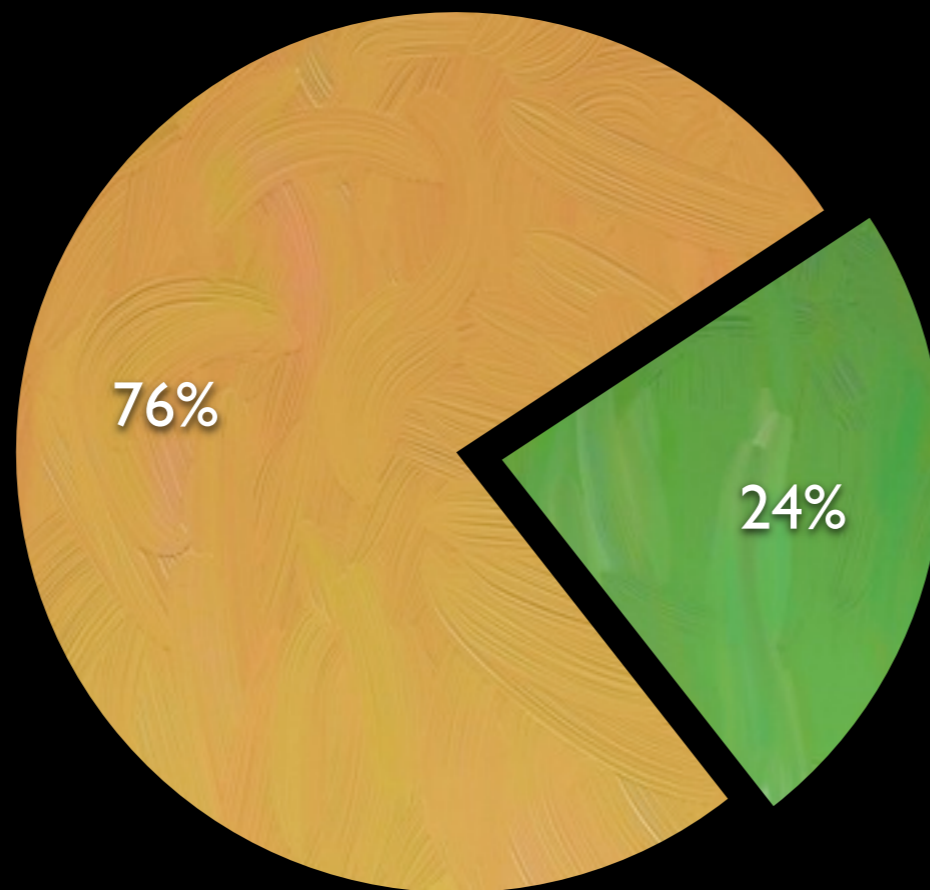
- Exposure
- Credibility
- Some customers prefer buying experience

Why sell through your web site?

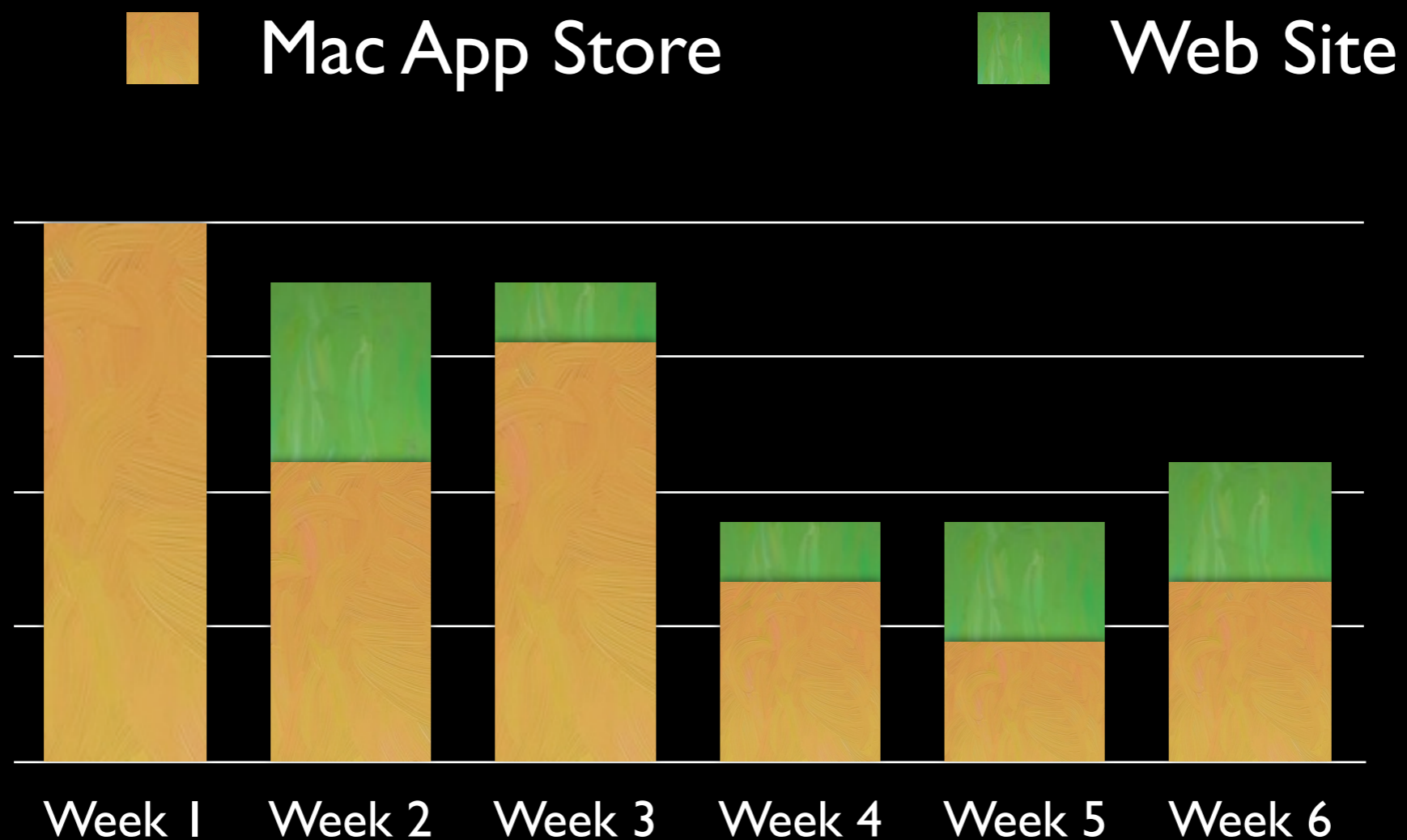
- Trial periods
- Avoid Apple 30% commission
- Faster bug fix updates
- Discounts, coupons, site licenses

Sales Comparison

● Mac App Store ● Web Site



Week-by-Week



Keep in Mind

- First week of Mac App Store - novelty
- 30 day trial period on web site
- Didn't publicize outside Mac App Store until second week

What you need to sell through your web site:

- Online store
- Registration code system
- Software update mechanism

In the Mac App Store

- Apple provides store, software update
- Need to implement receipt validation

For the best of both worlds:

- Custom build script for Mac App Store
- Mac App Store build must have no trace of software update or registration codes

Not allowed in the Mac App Store

- Private API's
- Administrator/root access
- Installers
- UI guideline violations
- File system guideline violations

Review Process

- Required for every version of every app
- Typically takes about a week. Can take much more or less
- Bogus rejections happen

Customer Reviews

- Help establish quality
- Presence of reviews avoids “empty restaurant” look
- Give away promotional codes (free copies) to encourage reviews

Thank You