

I Can't Believe I'm not a Millionaire

Tales from the App Store

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Something about me

— [Working with Cocoa and its predecessors since 1994

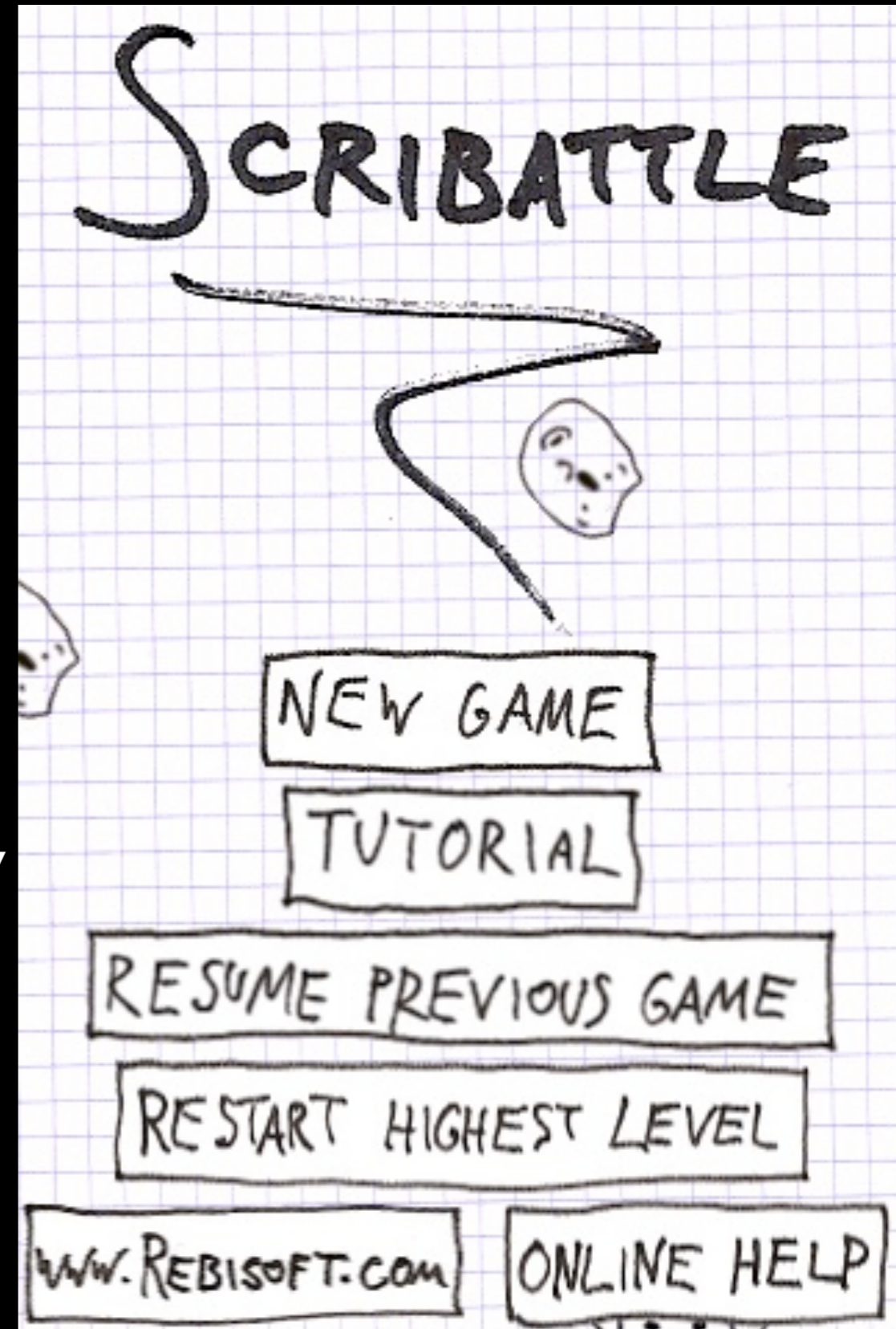
— Internal custom apps, vertical markets

— [Publishing freeware at rebisoft.com

— [First game programming in python, 2004

— [Scribatttle and Scribatttle Lite both available on App Store since February 2009

Signed up for dev program in July
Started coding in September
Beta test in November
Delivered to Apple in January
Available on App Store in February



Critical Steps

- [Apply for the iPhone developer program **now**.

- it could take months.

- you can back out without paying if you want.

- [Download the SDK and start playing.

Your first release

— [Prepare to wait.

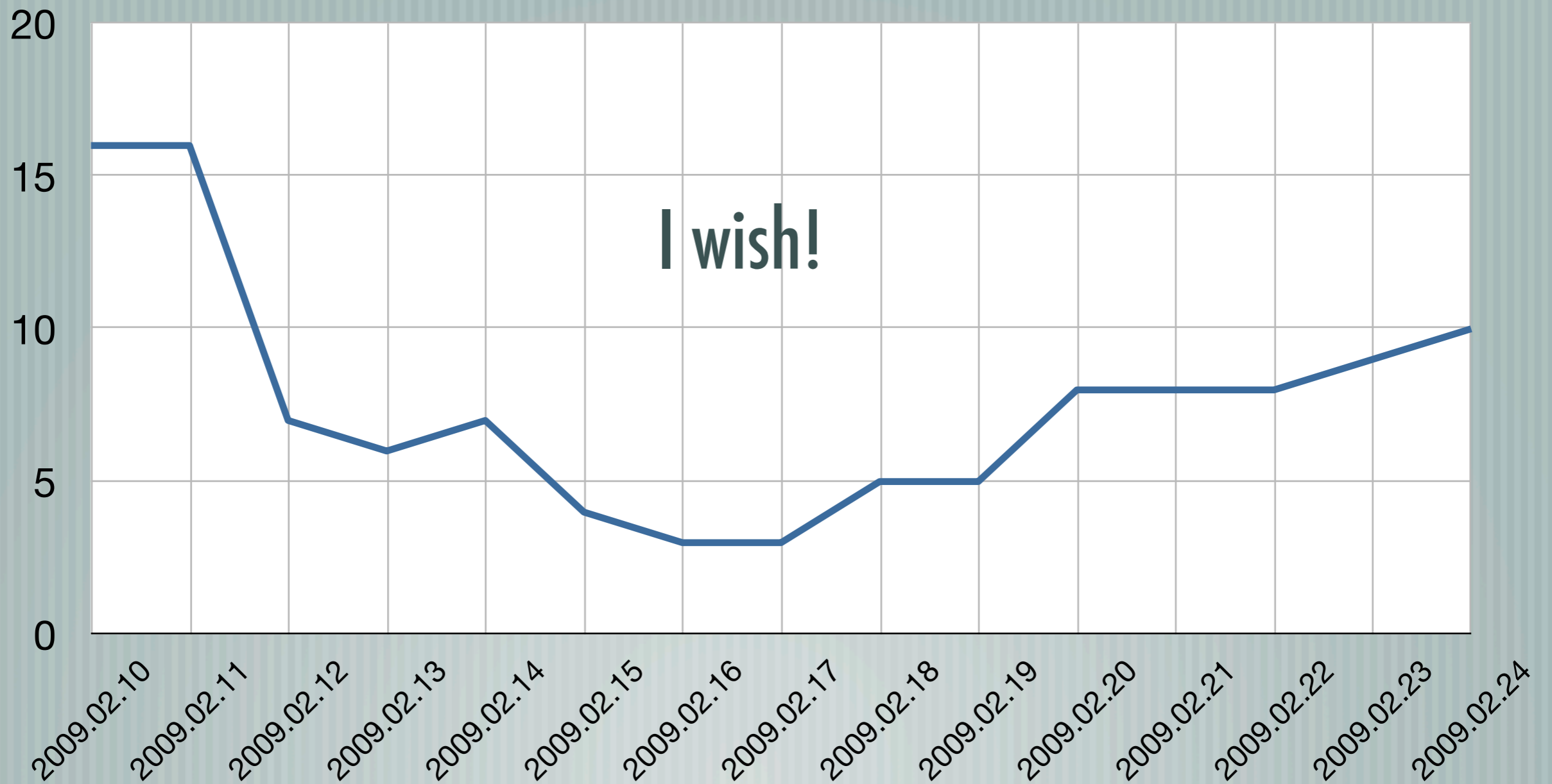
— Apple won't finalize your contract until you've uploaded an app. This last step can take weeks.

— [Build in your own delay.

— If you set your app for immediate release, the app approval date becomes the official release date, even if contracts drag out for a month.

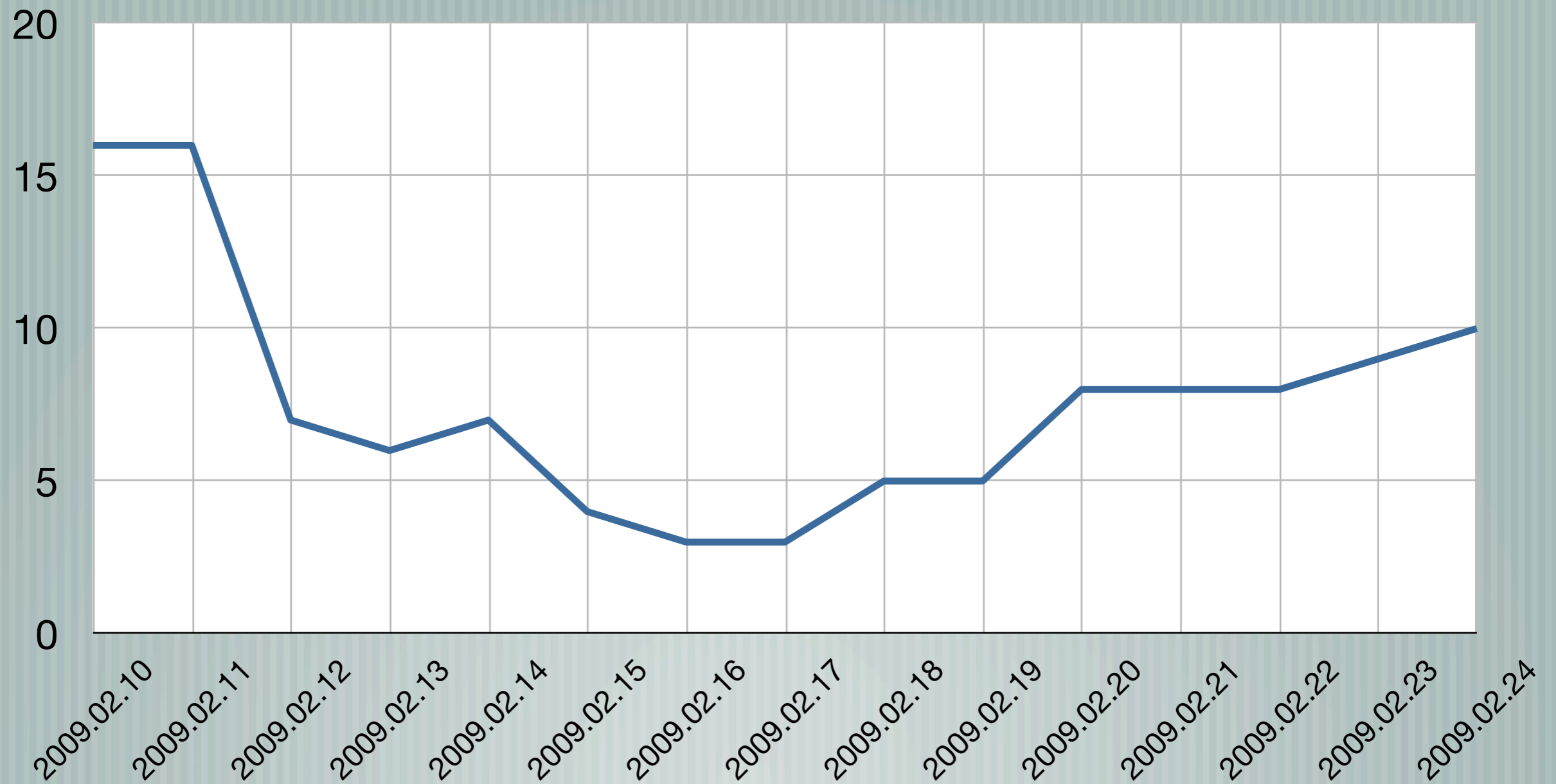
Scribatttle initial sales

Daily Purchases (in thousands)



Scribatttle initial sales (real)

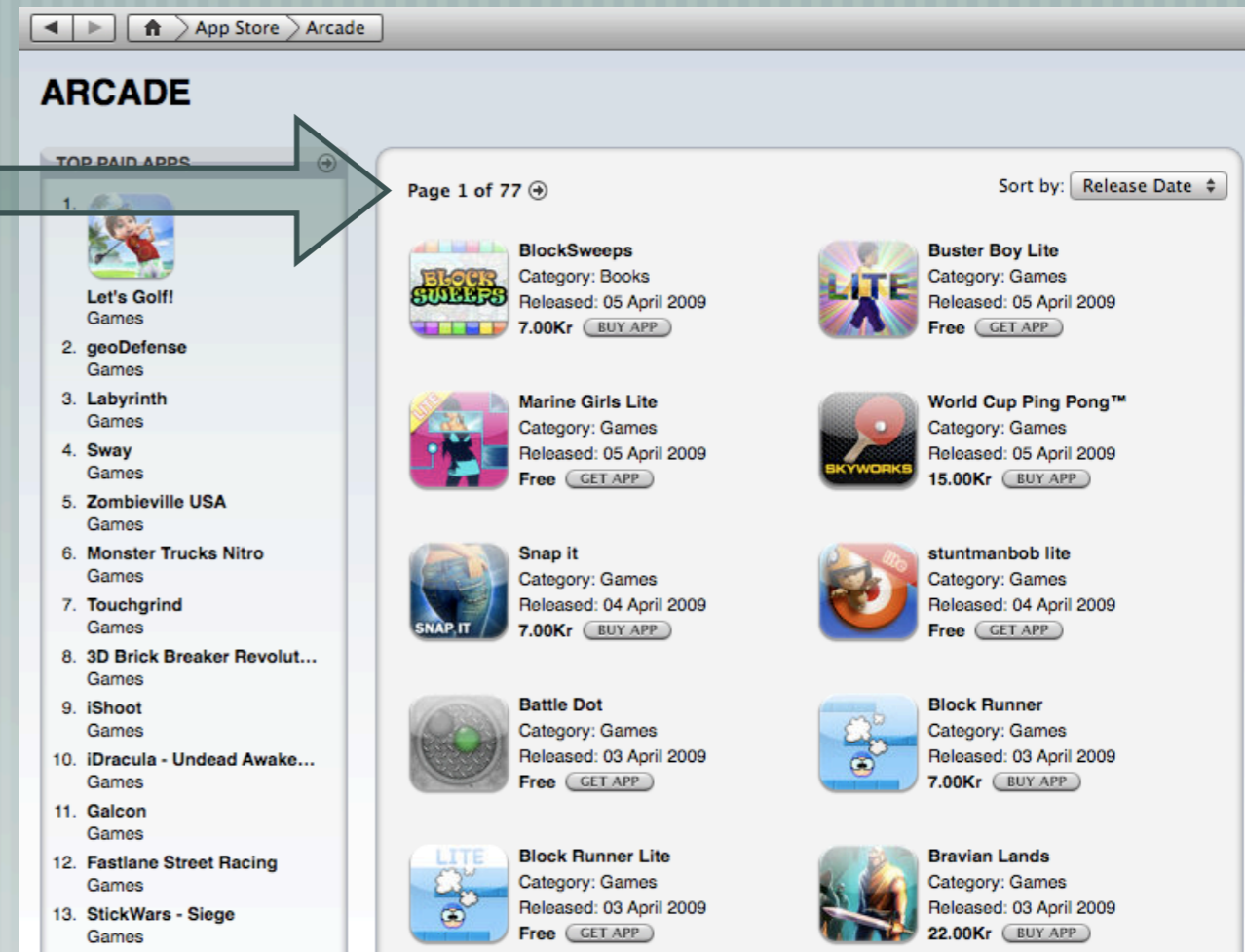
Daily Purchases



What happened?

“Sort by Release Date” failed me.

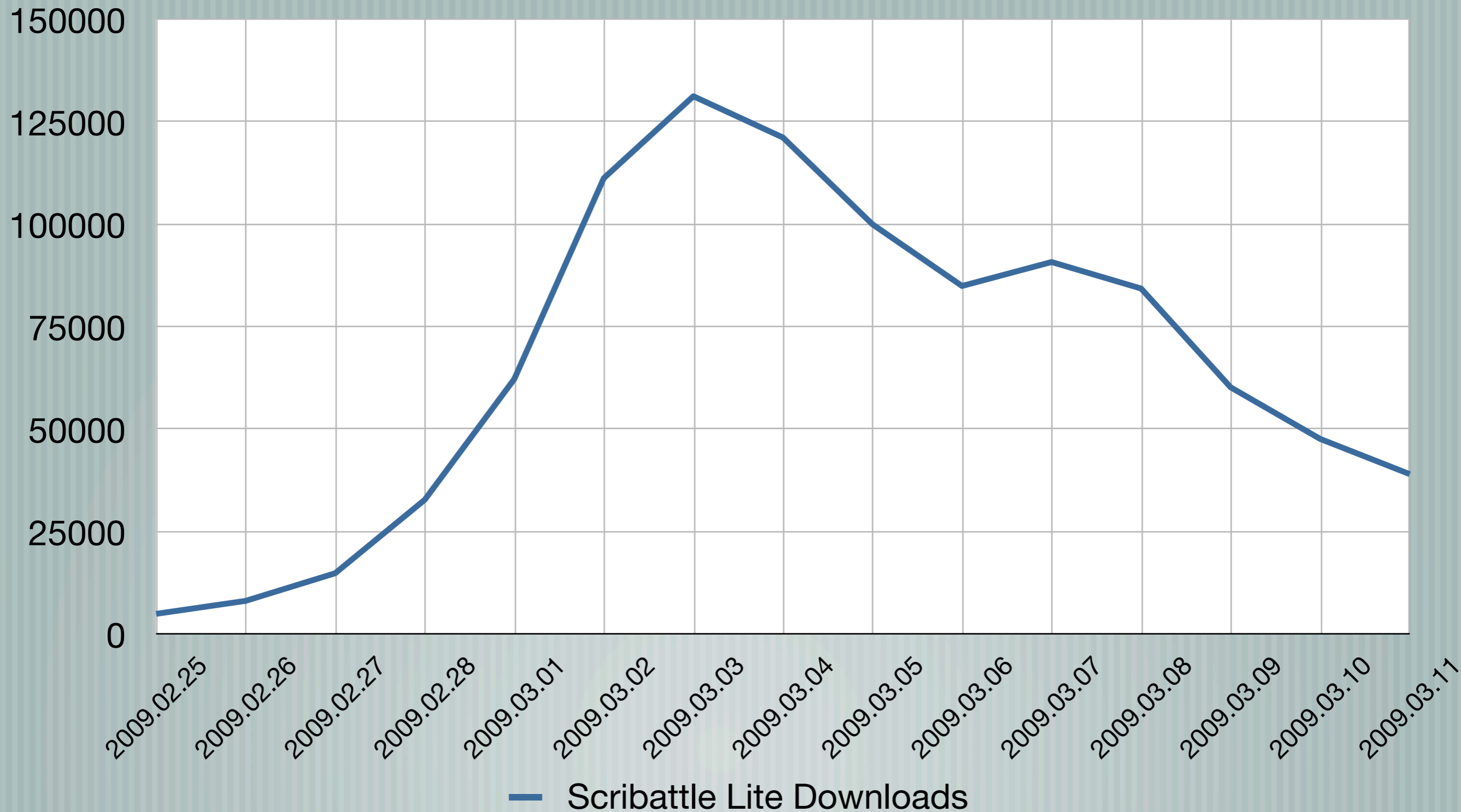
Lesson: Build in your own delay for your first app, by specifying a “distant future” release date and then changing it when your contract is ready.



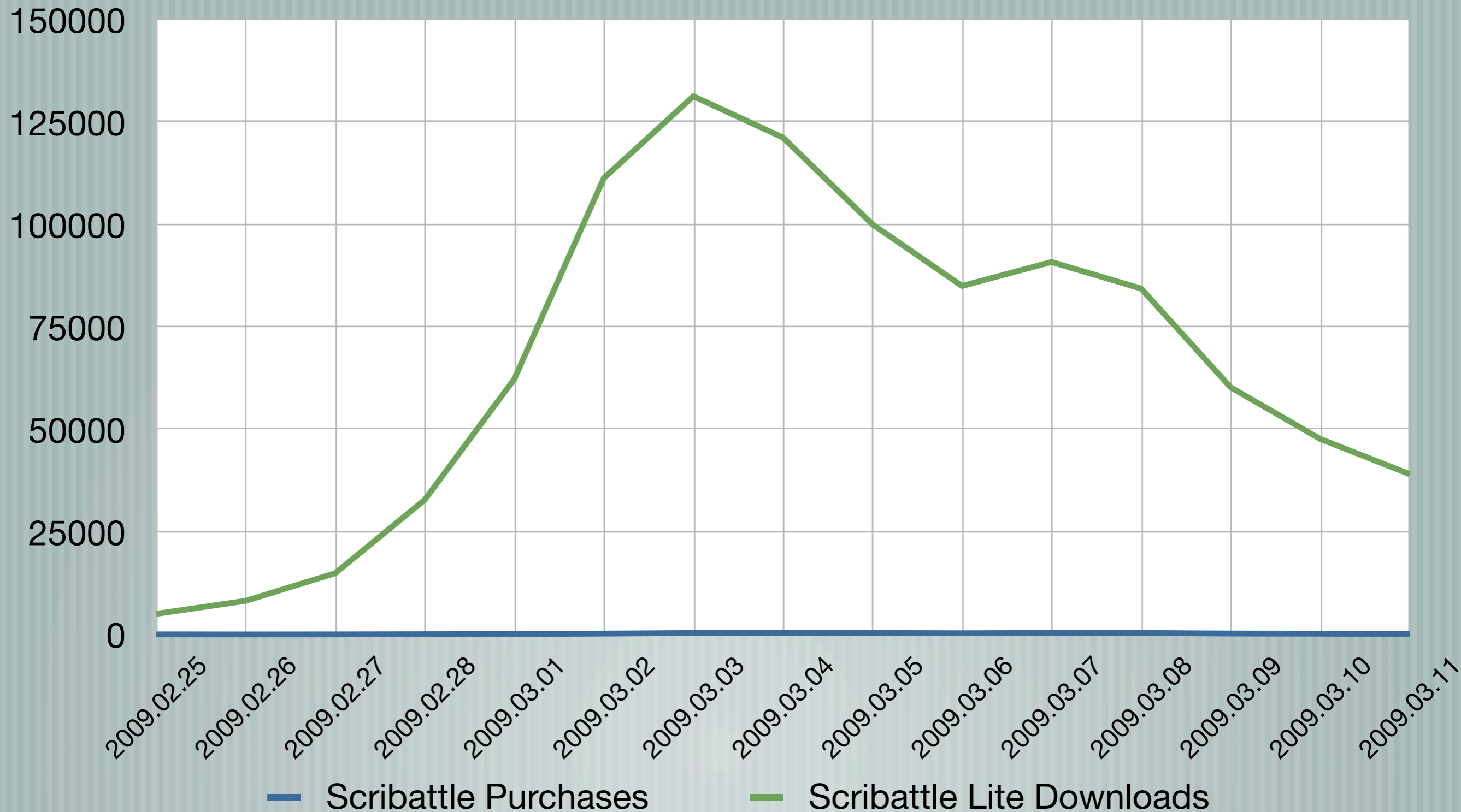


Lite version!

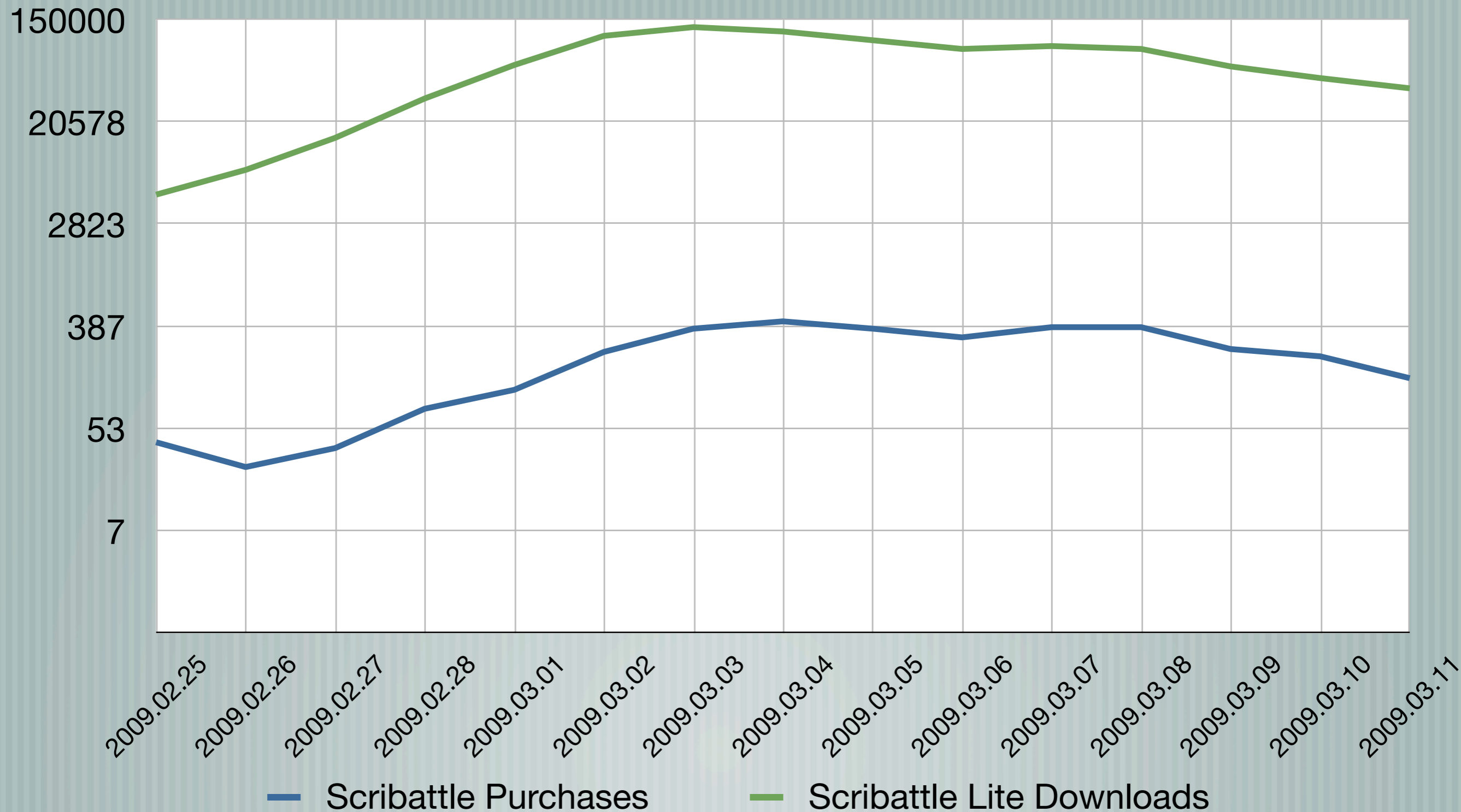
Scribatttle Lite joins the fray



Scribatttle Lite joins the fray



Scribatttle Lite joins the fray



Gathering Statistics

- [iTunes Connect; see download stats each day

- Download daily reports, dump them into a spreadsheet

- AppViz, Heartbeat, appsales-mobile

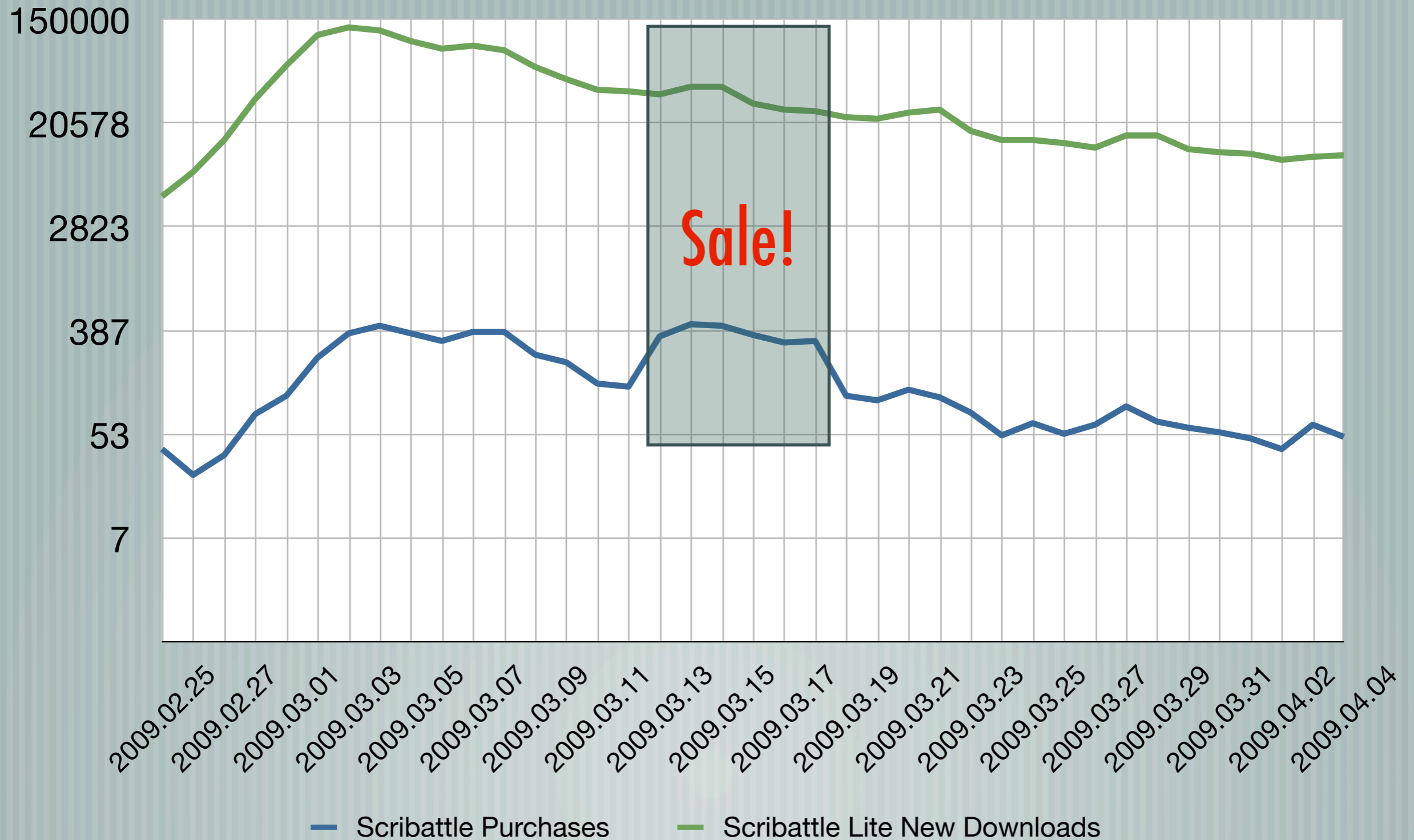
- [Advanced usage tracking with 3rd-party library; track app runs, specific user actions, etc

- Flurry, Pinch Analytics

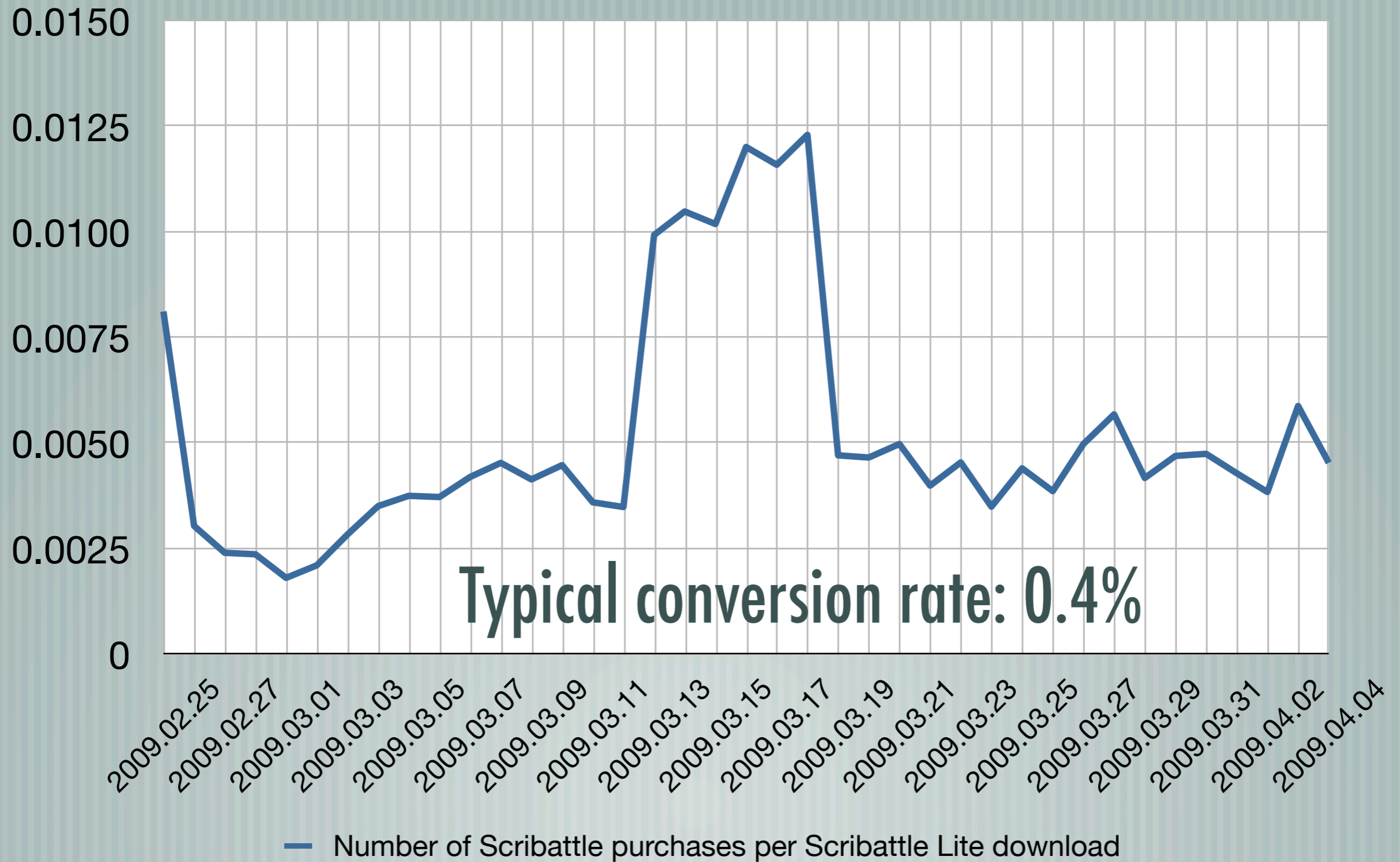
What people are saying

<http://www.moopf.com/appstorereviews/>

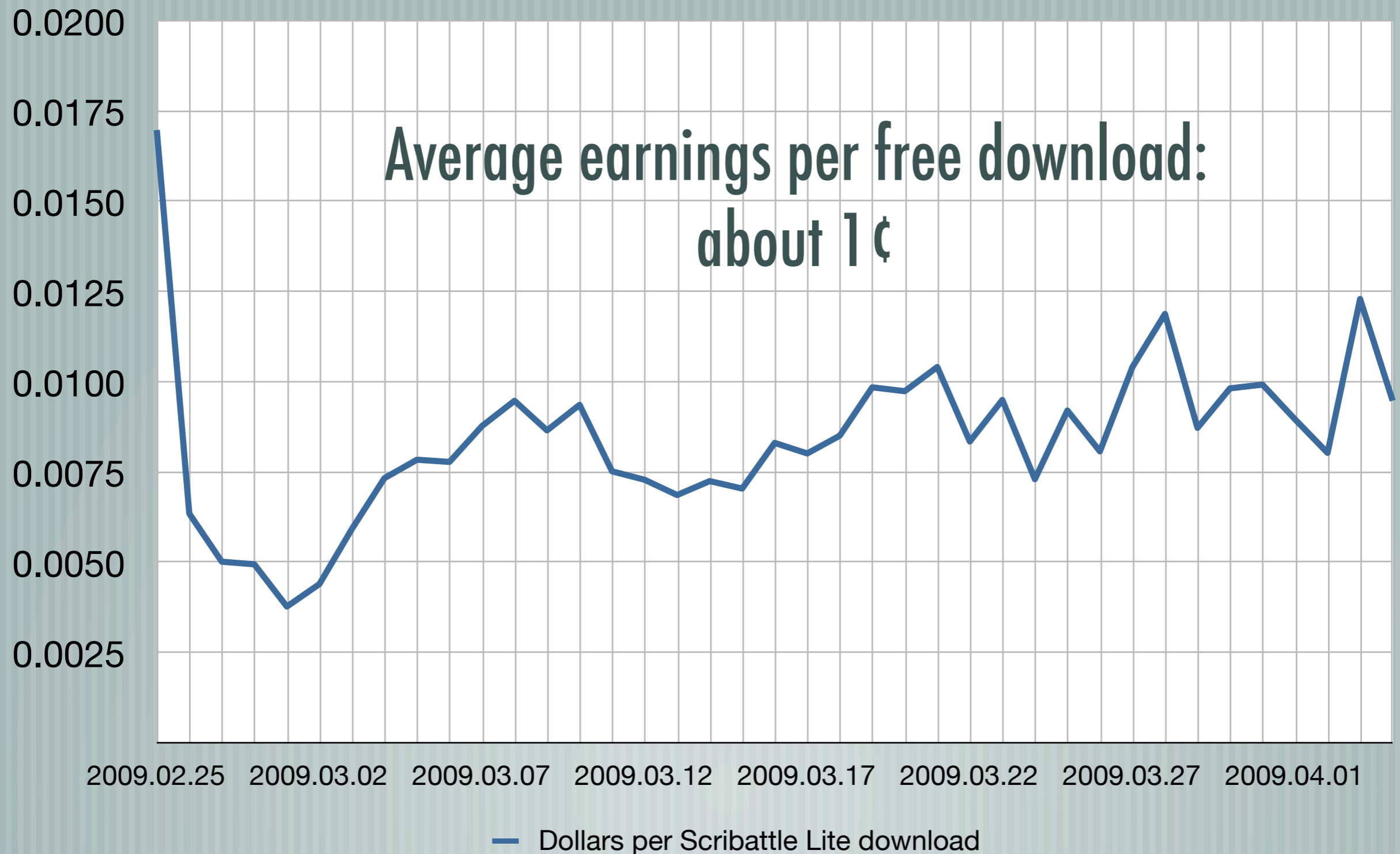
Sliding toward the tail



Conversion rate



Revenues per freebie



Ad-supported software

- [A way to get paid for your free stuff.

- [Static Banners

 - PinchMedia

- [Rich Media Banners

 - AdMob

- [Rich Media full-screen ads

 - Greystripe

Ad revenues

— [CPM (cost per mille): Your payout per 1000 impressions

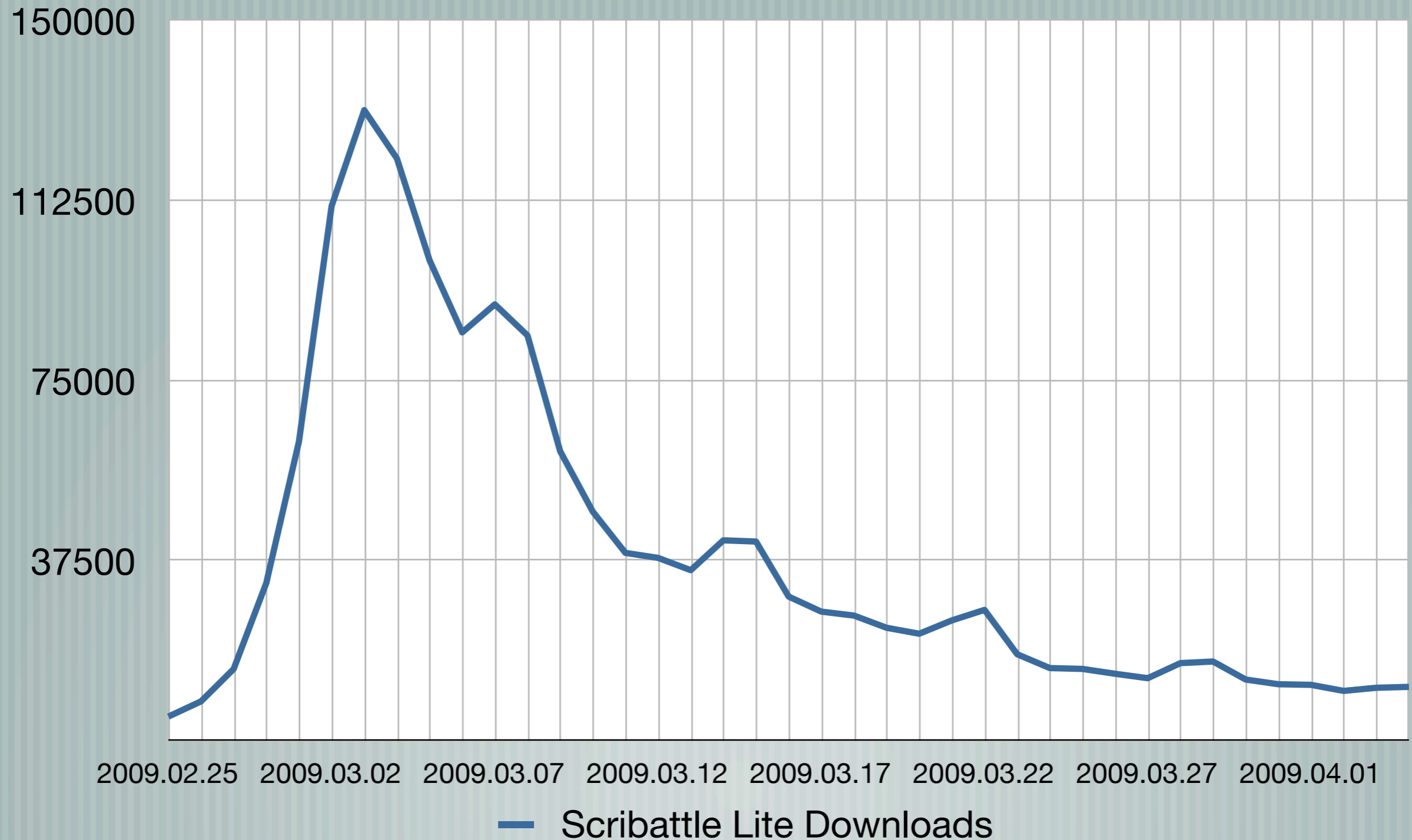
— [Payouts from a high-volume free app can be substantial.

— [Scribble Lite: 1.5 million users

— assume 1,000,000 get update

— if each sees 1 ad, at \$5 CPM, I'll get \$5,000

The weekend bump



Promo codes

— [Only valid for U.S. iTunes users

— [50 codes per released version

— [Give them to anyone who wants one!

Publicity

- [Worldwide media/websites

- tuaw.com, macworld.com, toucharcade.com, appvee.com

- [Local media/websites

- omiphone.se, macworld.se, aftonbladet, ???

- [Twitter giveaways

- [YouTube reviews

Twitter giveaways

— [Third-parties collect promo codes for a variety of apps, give them away over time

— [First follower to use a code “wins”, everyone else might take a look at your app anyway

— [Examples:

— freeiphoneapps – 2489 followers

— row_13 – 1442 followers

YouTube reviews

- [People will film themselves using your app, and will say good things about it, and it costs you nothing but a promo code!
- Give them some extra promo codes for giveaways.
- Most of the people doing this seem to be children.

Other iPhone resources

- [Google Groups

- iPhoneSDK

- iPhoneSB

- [Google Spreadsheet

- iPhone developers on Twitter

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