Client Memo

CREATIVE APP SOLUTIONS

To: All Clients
From: Development Team
Date: April 11, 2017
Re: **New iOS In-App Rating API…**

Following Apple's iOS 10.3 update, we'd like to share details pertaining to the new ratings and reviews capabilities that are available to developers.

As previously noted, iOS 10.3 is changing how reviews and feedback are handled within apps. Rather than inundate users with endless prompts seeking feedback like before, developers now have a new StoreKit API on iOS 10.3 at their disposal.

First and foremost, the StoreKit APIs allow users to provide ratings and reviews without leaving the app they're in. Developers simply choose when they'd like to prompt the user and identify places in their app where it makes sense to ask for feedback, and the system takes care of the rest.

The new in-app prompt lets the user rate mobile and Mac apps, or post a written review, without being taken to App Store. Even better, these prompts take advantage of Touch ID to authenticate the user when they wish to review an app.

In Settings, users can opt out of receiving the new feedback prompts. If the user hasn't already given feedback and a request hasn't been made too recently, the system displays an in-app prompt that asks for a rating and an optional written review.

Like before, ratings are for the App Store territory where the app was originally purchased.
Users can only leave ratings for Apple TV apps, not submit reviews.

Clients will not be charged for this upgrade. This will replace the current CAS App Rating library when your app is next updated. If your app is currently being updated, then the new rating feature will be automatically included shortly.