

The Top 10 Reasons That Apple Rejects Apps

In the name of transparency, Apple has revealed the top reasons why it rejects apps from its App Store.

The most common mistake that developers make when submitting their apps for approval isn't censorship, as some folks might believe. About 14 percent of apps rejected during the seven-day period ending Aug. 28 were rejected because more information was needed.

Apple's decisions are often shrouded in mystery, but the post shows the company is making efforts to communicate better to the millions of developers who are submitting apps by the thousands. Still, there are experts who are specializing in helping people understand this kind of information. Michael Ehrenberg, a former Apple marketing manager, will give a talk at our upcoming GamesBeat University section of GamesBeat 2014 on what you can do to improve your chances of getting your app featured in the Apple App Store.

The second most popular reason, coming in at 8 percent, is that the apps have bugs or cause crashes. The third one is pretty vague. About 6 percent of apps are rejected because they do not comply with the terms in the Developer Program License Agreement.

In its post, Apple said, "You should submit your app for review only when it is complete and ready to be published. Make sure to thoroughly test your app on devices and fix all bugs before submitting."

It noted that all links in an app must be functional. The app must include a link to a privacy policy (especially for kids titles), as well as a link for user support. Apps can't have placeholder images. Descriptions have to be accurate, and your app can't be misleading. The user interface has to be clean. The app has to display ads properly if it uses them, and the app should be "engaging and useful." You're also not allowed to resubmit similar apps that have already been rejected.

Top 10 reasons for app rejections during the 7-day period ending August 28, 2014.

- 14% More information needed
- 8% Guideline 2.2: Apps that exhibit bugs will be rejected
- 6% Did not comply with terms in the Developer Program License Agreement
- 6% Guideline 10.6: Apple and our customers place a high value on simple, refined, creative, well thought through interfaces. They take more work but are worth it. Apple sets a high bar. If your user interface is complex or less than very good, it may be rejected
- 5% Guideline 3.3: Apps with names, descriptions, or screenshots not relevant to the App content and functionality will be rejected
- 5% Guideline 22.2: Apps that contain false, fraudulent or misleading representations or use names or icons similar to other Apps will be rejected
- 4% Guideline 3.4: App names in iTunes Connect and as displayed on a device should be similar, so as not to cause confusion
- 4% Guideline 3.2: Apps with placeholder text will be rejected
- 3% Guideline 3.8: Developers are responsible for assigning appropriate ratings to their Apps. Inappropriate ratings may be changed/deleted by Apple
- 2% Guideline 2.9: Apps that are "beta", "demo", "trial", or "test" versions will be rejected

Total Percent of App Rejections

58% Top 10 Reasons 42% Other Reasons (<2% each)



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