Mobile: How To Build In-App Rate Us Campaigns

Brief Overview

In-app rating was introduced as a built-in feature of iOS in iOS version 10.3. The feature enables you to prompt app users with a request to rate your app in the App Store, and the app users can do it directly from the prompt without leaving your app.

The WalkMe Mobile SDK for iOS provides an interface for invoking the prompt for a custom audience via a static trigger.

Steps For Building an In-App Rating Campaign

Follow these steps to build an In-App Rating Campaign for your iOS app:

1. Create a new campaign;
2. Select the *IN-APP RATE US* template (the icon in the template will be your app's icon):
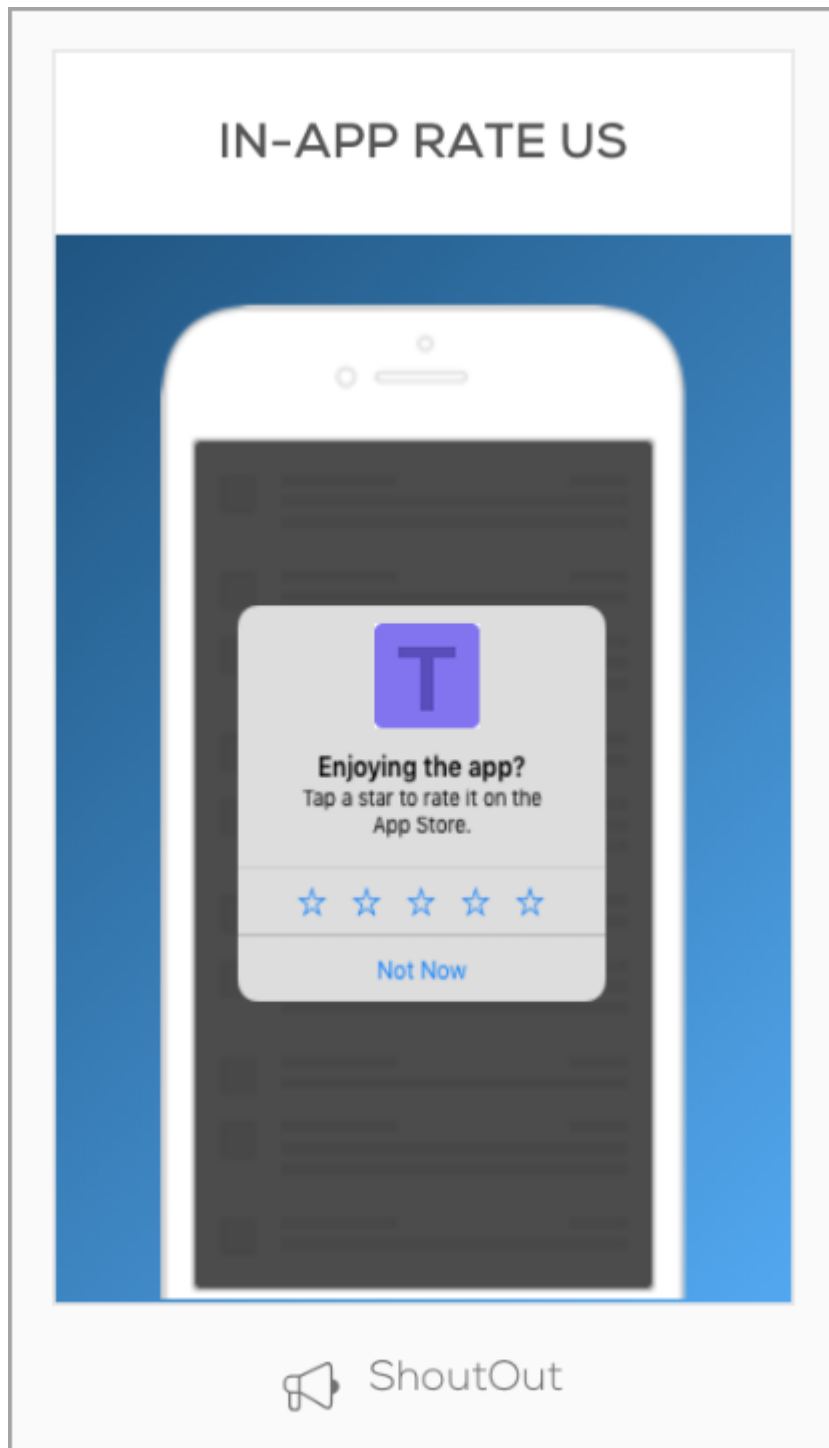
The campaign's UI cannot be customized since it is a native iOS dialog.

3. Click *Next* to customize the campaign's trigger and audience;
4. Publish the campaign.

Additional Information

Built-in limitations on impressions limit and audience

Regardless of the campaign trigger and audience, iOS has built-in limitations for the in-app rating feature:

- iOS users can turn off the in-app prompt from their phone's settings;
- iOS automatically limits the impressions number to three per user within a 365-day period;
- Only users with iOS version 10.3 and above will see the prompt (this is the minimum iOS version supporting this API).

In-app rating campaign analytics

There is no way for the WalkMe Mobile SDK to tell if an attempt to prompt the user will be successful, and so this campaign-type's analytics have a different meaning than other ShoutOuts':

- A "Rate Us" campaign impression means there was an attempt to display the campaign;
- Any successful attempt to display the prompt is counted as a campaign success CTA;
- In case of a successful impression, there is no way to tell what the end-user's response will be. This information will need to be monitored by manually following the app's rating in the App Store.

Apple documentation

- https://developer.apple.com/app-store/ratings-and-reviews/