**App Store Listing**

Ex Libris campusM Configuration Form

**Overview**

Your campusM app will be a white-label app and appear in the app stores under the institution developer account with your app name and branding.

The App Store Listing is used when the app is submitted to Apple and Google stores for approval, and contains all the formal information needed to submit the app, such as: app name, app long name, keywords, app description, etc.

During the activation, your campusM team will submit the app to the Apple and Google stores for approval using the institution developers account and the information in this form.

|  |  |
| --- | --- |
| **Complexity Level** | Medium |
| **Customer Owner** | Marketing, Communications, Student Affairs (typically) |
| **Required for activation** | Yes, can be updated during post-activation and post go-live |
| **More information** |  |

**RECOMMENDATIONS**

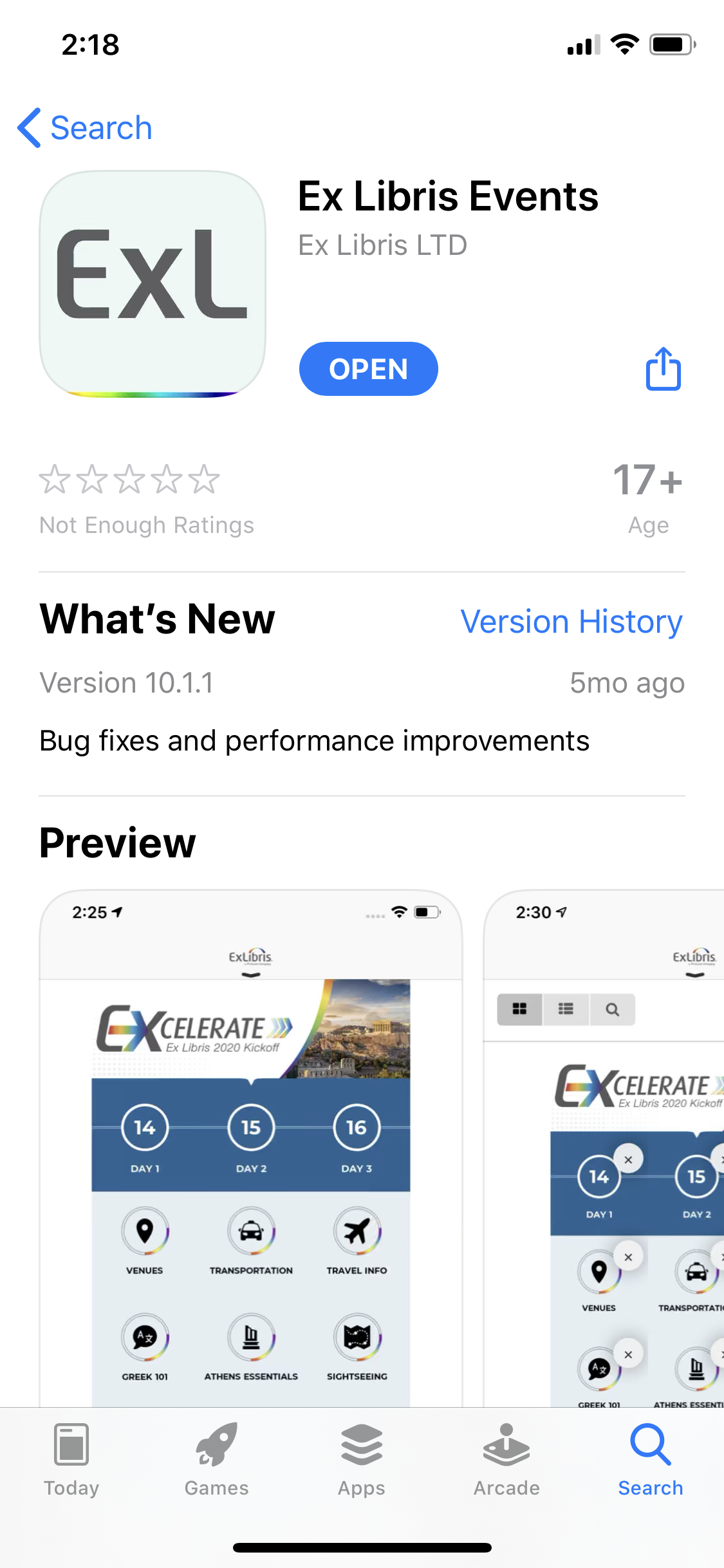
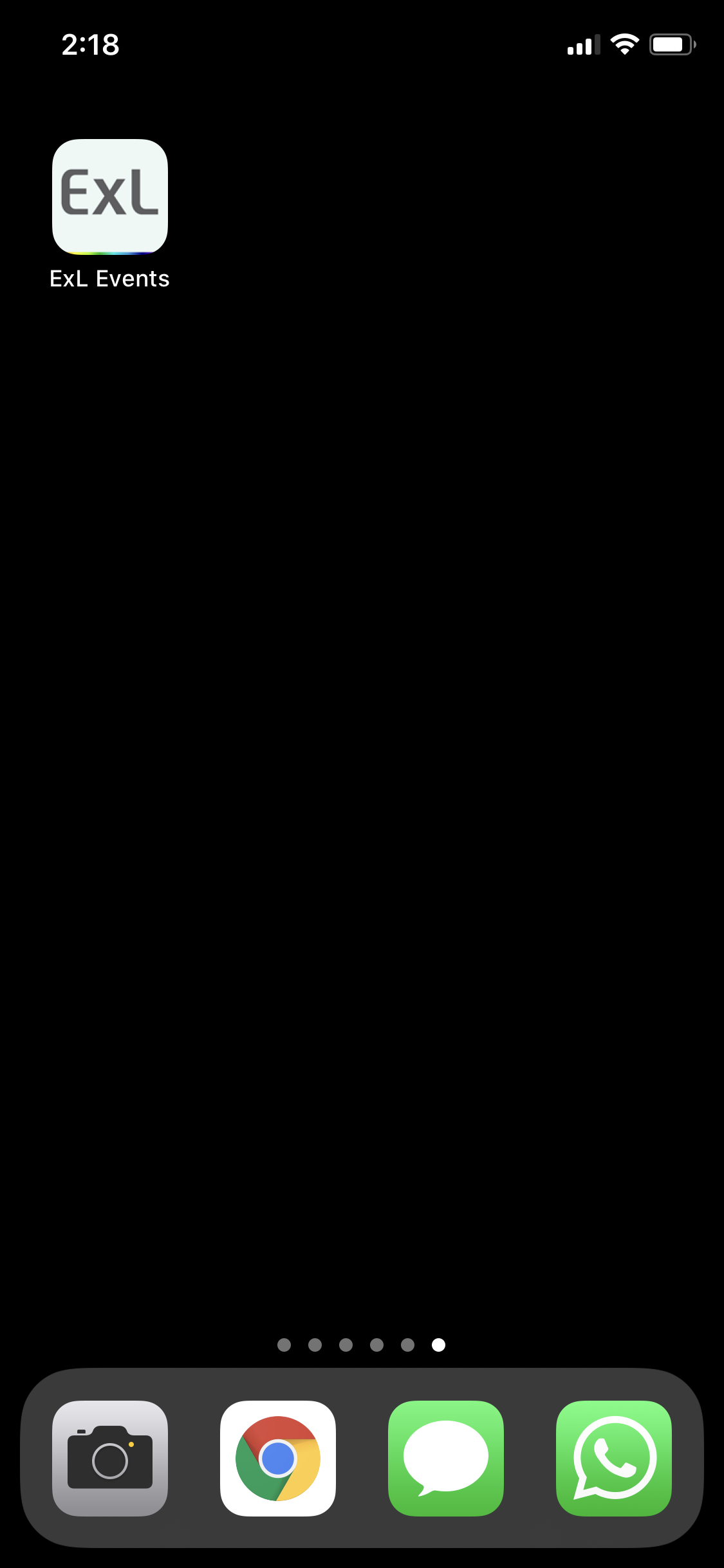
|  |  |  |
| --- | --- | --- |
|  Search Keywords |  Unique App Name |  Unique Icon |

**your APP STORE pages**

Please provide the information that you would like to display in the iOS and Android store listing pages for your app. For each category please provide the relevant value.

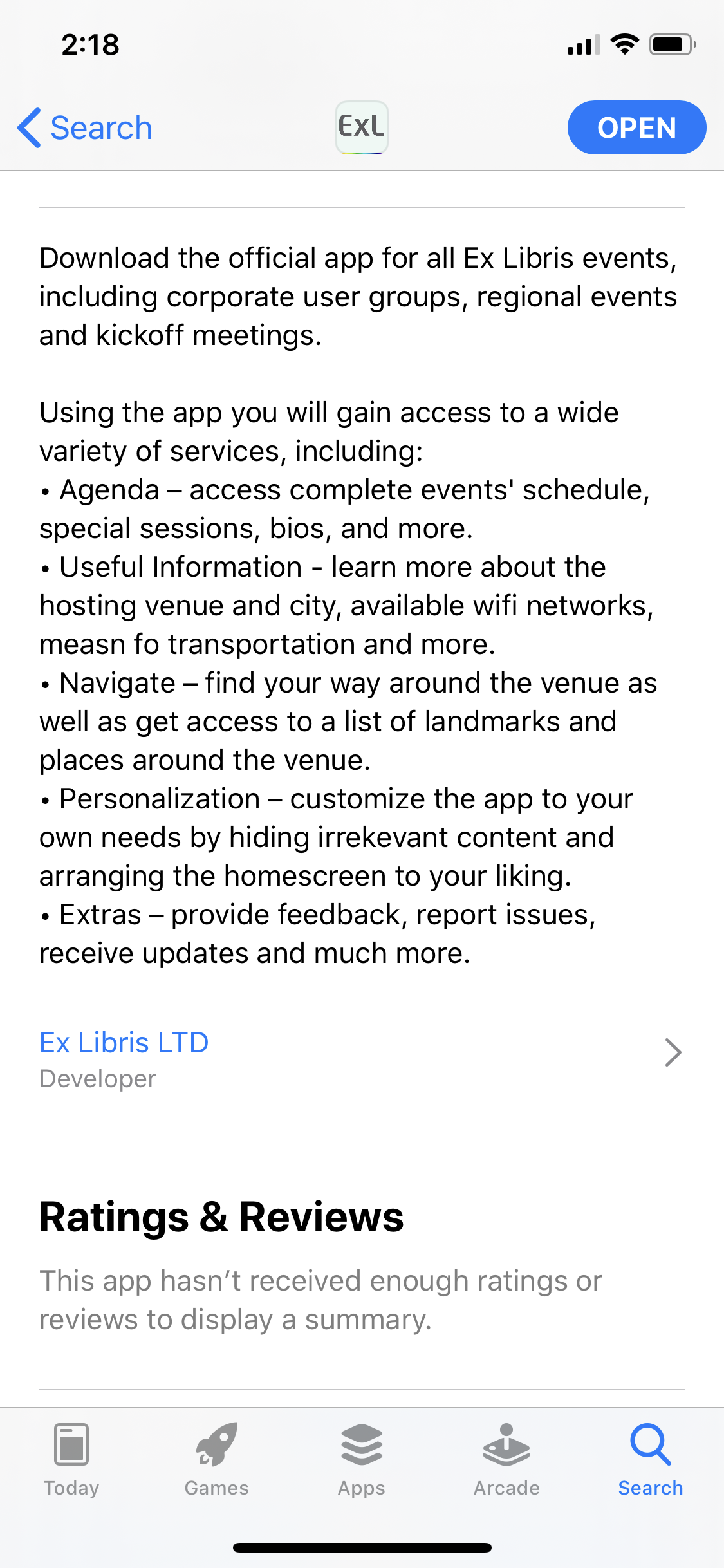
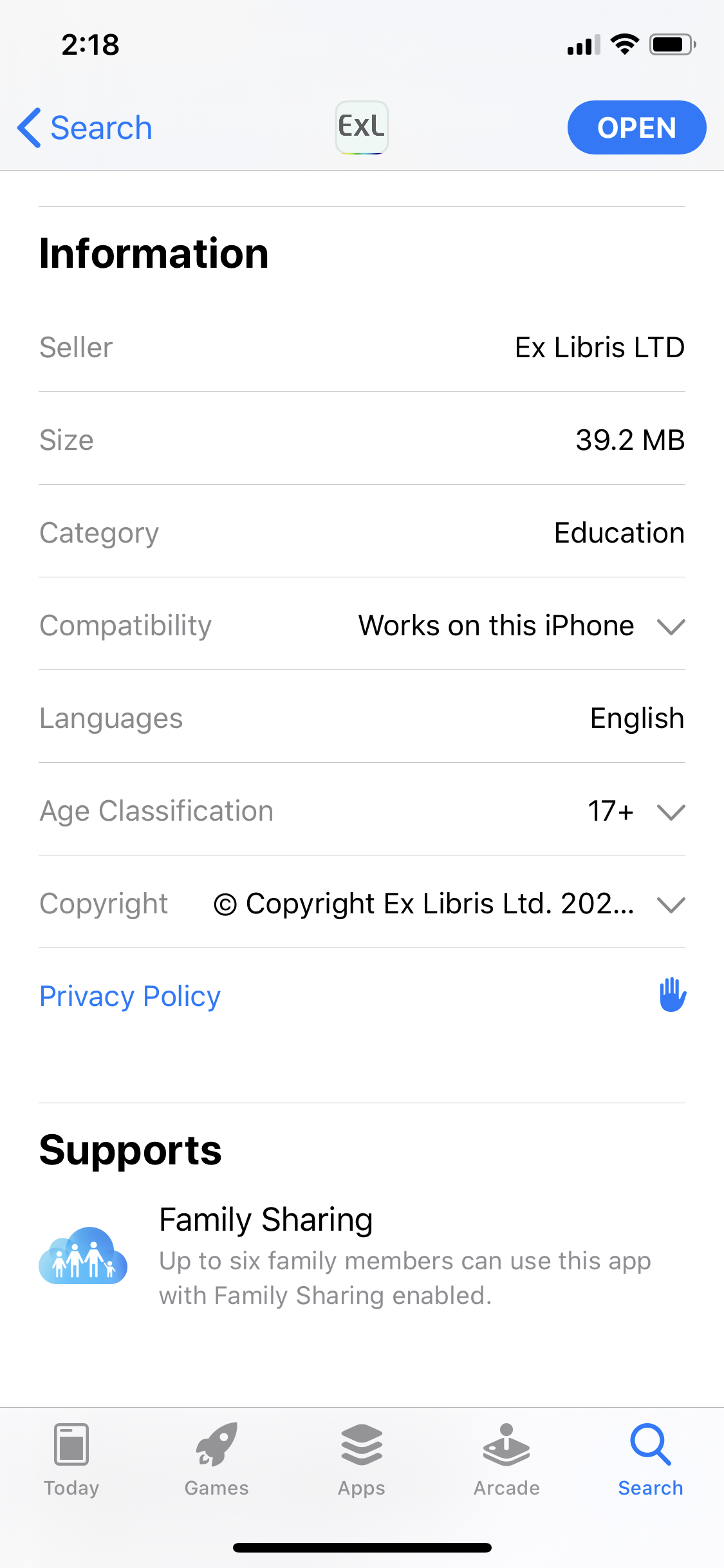
|  |  |  |
| --- | --- | --- |
| **Branding Option** | **More Information** | **Value** |
| Application Name | * 12 Characters max * Unique on App Store |  |
| Application Long Name | * 30 Characters max * Unique on App Store |  |
| Short Description | * 80 Characters max * If applicable, an English translation below original |  |
| Developer Name | * 30 Characters max |  |
| Application Description | * 4000 Characters max If applicable, an English translation below original * Do not include: beta, testing, demo, etc. |  |
| Search Keywords | * 100 Characters max * Comma Separated * Do not include: beta, testing, demo, etc. |  |
| Test user | * Working Login Credentials (Username & Password) * Required for screenshots and app submissions * Must be set up to show what a user will see, no beta content |  |
| Primary Category | * iOS - Defaults to Education * Android - Set as Application and should not be changed |  |
| Secondary Category | * iOS - Not used by default * Android - Set as Education and should not be changed |  |
| Application URL | * Usually main website |  |
| Support URL | * Can be specific support website or main website |  |
| Privacy Policy URL |  |  |
| Support Email | * for Apple use, not seen by end users |  |

**iOS Store Page**

Application Long Name

App Icon



Application Description

Application Name

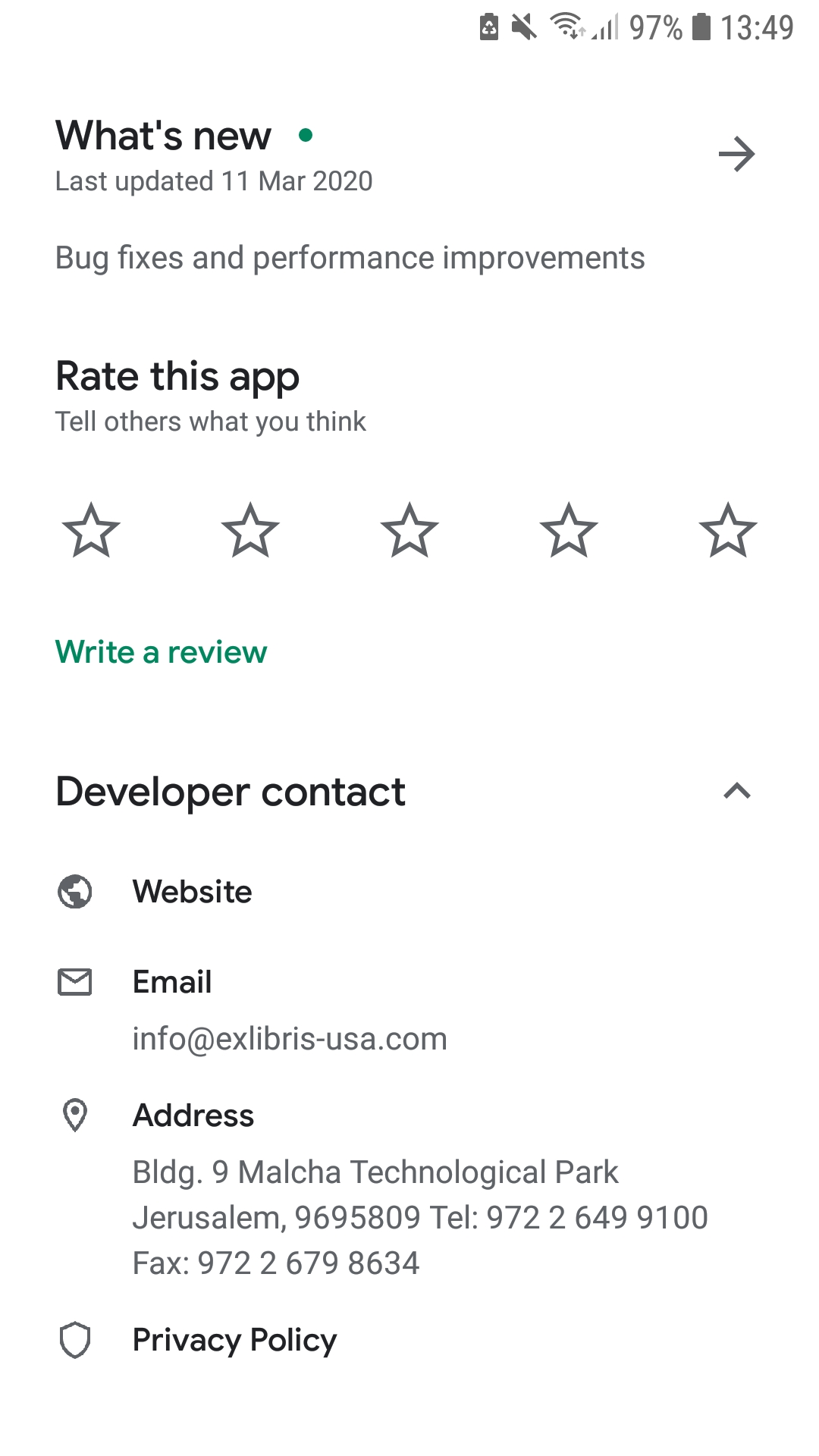
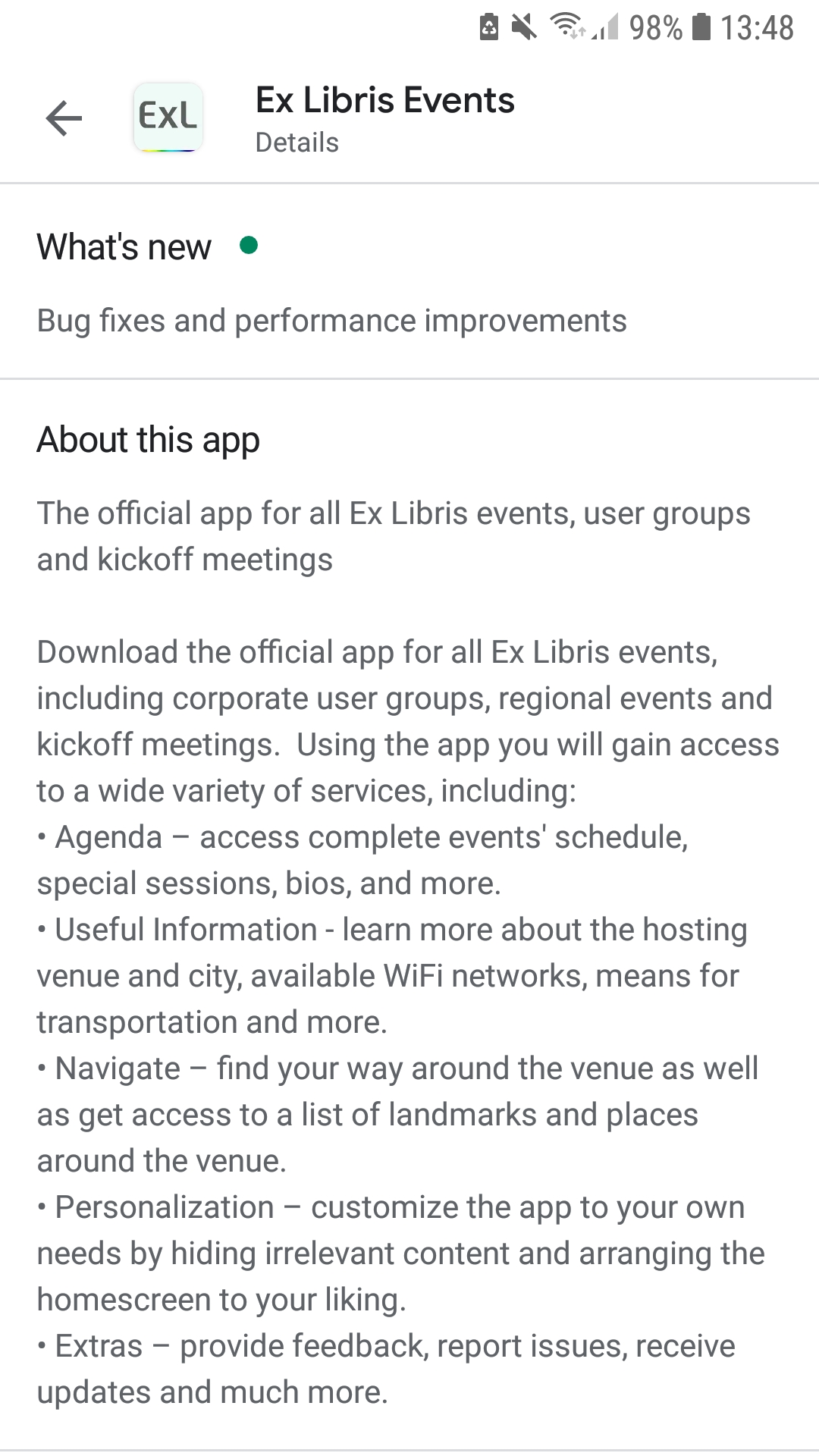
Developer Name

What's New

Primary Category

Privacy Policy URL

**ANDROID Store Page**



Developer Details

Application Name

Application Description

Application Long Name

App Icon

Privacy Policy URL

What's New

App Short Description