

Managing Your Apple and Google **Developer Accounts**

The Do's & Don'ts and the importance of maintaining these accounts. Plus, a review of key administrative console sections.

Developer Account Management – Today's Topics

- **Branded App vs Container App**
- **Apple Developer Account Review & Best Practices**
- **Google Developer Account Review**
- **Administrative Console Review & Reminders**

Developer Account Management

Branded vs Container App

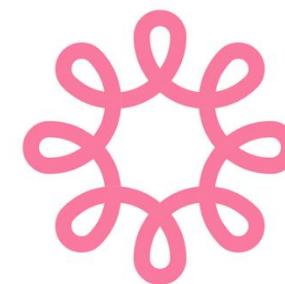
- The foundation is identical.
- All content, branding, & functionality in the app is the same

What is a 'branded' app?

- A dedicated app published under your organization's name in the app stores. Users search for and download your branded app, with your logo displayed as the app icon on their device.
- Branded apps require your organization to maintain an Apple Developer account.
- A Google Developer account is optional as we put most apps under our account.

What is a 'container' app?

- Your app is hosted within the GoEngage or MC Member app. Users download and enter a unique code to access your branded content, while MobileUp manages the app store accounts and maintenance.
- There is no Apple Developer or Google Developer account to maintain.



Developer Account Management – Apple Emails

Apple Developer Account – *Emails w/ Action Required*

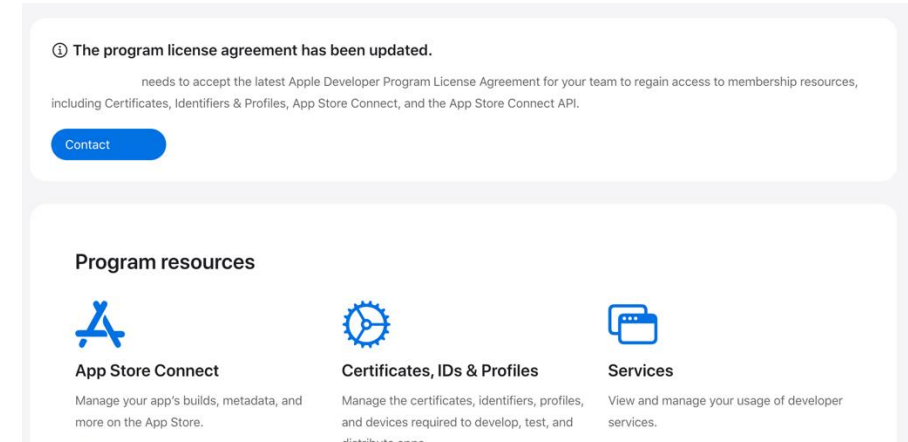
- These are both required for our support team to be able to push updates to your app which includes new features, feature enhancements, bug fixes, and branding changes.

1. User Agreements –

- Apple typically updates its terms and conditions quarterly. Watch for these emails, as update cannot be deployed by our support team until the latest terms are accepted.

2. Annual Membership Subscription –

- Developer accounts expire annually. We recommend enabling auto-renew to avoid expiration, as Apple will temporarily remove the app from the store if the account is not renewed.



Hello Alison,

Thank you for bringing your creativity and innovation to Apple platforms as a member of the Apple Developer Program. Please note that your membership expires in 15 days.

Renew your membership to keep your content on the App Store, send in new submissions, utilize advanced app capabilities, get personal technical support, and more. You'll also get access to powerful new tools and technologies to help you create even more compelling and higher-quality software.

Easily renew as an auto-renewable subscription through the Apple Developer app, if the App Store is supported in your region. Renewal through the app includes support for many local currencies and payment methods.

1. Open the [Apple Developer app](#).
2. In the Account tab, sign in to your Apple Developer account.
3. Tap/click Renew and follow the prompts.

Alternatively, you can [renew on the web](#).* We look forward to supporting you as you create and deliver great software to people around the world. If you have any questions, [contact us](#).

Best regards,
Apple Developer Relations

Developer Account Management - Apple Emails

Apple Developer Account – *Emails w/ No Action Required*

- The following three requires no action.

1. SDK Requirements –

- Disregard these emails. Our development team ensures all apps meet new requirements released for the next routine app update.

2. Certificates –

- Disregard these emails. These expire annually and only affect apps during an update. Our support team will validate the certificate automatically during the next routine app update.

3. App Rejections –

- Disregard these emails. Our support team handles these responses during all app updates and initial app submission. Please do not reply to Apple on these emails or release updates.

Hello,

We noticed one or more issues with a recent delivery for the following app:

- ANA-NY
- App Apple ID 6621271457
- Version 1.0.23
- Build 23

Although delivery was successful, you may want to correct the following issues in your next delivery. Once you've corrected the issues, upload a new binary to App Store Connect.

ITMS-90725: SDK version issue – This app was built with the iOS 18.5 SDK. Starting April 28, 2026, all iOS and iPadOS apps must be built with the iOS 26 SDK or later, included in Xcode 26 or later, in order to be uploaded to App Store Connect or submitted for distribution.

Apple Developer Relations

Dear Daniel,

Your Distribution Certificate will no longer be valid in 30 days. To generate a new certificate, sign in and visit [Certificates, Identifiers & Profiles](#).

Certificate: Distribution
Team ID: VRU6LYTXFR

To learn more about expired certificates, visit the [certificates support page](#).

Best regards,
Apple Developer Relations

Developer Account Management – Best Practices

Apple Developer Account – *Best Practices*

1. Account Holder Email –

- Use a shared email address for the account holder and ensure multiple team members can access it.
Examples: admin@yourorgname.org, appledev@yourorgname.org, etc.
- Add multiple phone numbers for two-factor authentication. This is done through the Apple Account or Apple Business Account website.
- Transfer the account holder role ***before*** the current holder leaves the organization. If using a generic email, then ensure other people have access to it, including the phone number(s) connected to it.

Users and Access [People](#) [Sandbox](#) [Integrations](#) [Xcode Cloud](#)

Users	+ All Apps Edit		
All			
Account Holder	APPLE ACCOUNT	NAME ^	ROLE
Admin			Admin
Finance			
Access to Reports			Admin
Sales			All Apps
Developer			Account Holder, Admin, Developer
App Manager			All Apps
Customer Support	onboard@mobileupsoftware.com	Mobileup Software	Admin
Marketing			All Apps

Apple Account [Sign Out](#)



Mobileup Software
onboard@mobileupsoftware.com

Personal Information
[Sign-In and Security](#)
Payment & Shipping
Subscriptions
Family Sharing
Devices
Privacy

Sign-In and Security

Manage settings related to signing in to your account, account security, as well as how to recover your data when you're having trouble signing in.

Email & Phone Numbers

onboard@mobileupsoftware.com

Password

Last updated February 28, 2023

Account Security

Two-factor authentication
8 trusted phone numbers
2 trusted devices

Notification Email

billing@mobileupsoftware.com

Developer Account Management – Best Practices

Apple Developer Account – *Best Practices*

1. User Agreement –

- Email our support team at support@mobileup.io once you have accepted the new user agreement ***IF*** your event is coming up in the next 2-3 weeks. Apple does not notify us when agreements are accepted, so this helps to ensure your app is updated before your next event.

2. Annual Subscription –

- Enable auto-renew to prevent your developer account from expiring. If the subscriptions lapses, Apple will temporarily remove your app from the App Store.

Developer Account Management – Best Practices

Google Developer Account – *Best Practices*

- Most apps are published under our Google Developer account, so no action is required on your end.
- For the select few that elected to put the app under your Google Developer account during onboarding, please reach out to us individually with any questions.

Developer Account Management – Admin Console

Administrative Console – ‘App Tab’

- Changes made under **Settings > App** require a new app submission. These updates include app names, descriptions, app images, etc.
- After making updates, please email support@mobileup.io with changes so our team can submit the update to Apple and Google.
- App review and approval typically takes 3 – 5 business days but is ultimately determined by Apple and Google.
- To avoid any delays, we recommend submitting app updates at least 2 -3 weeks before your event.

Please Note:

- *Branded App* – all of the above applies.
- *Container App* – No submission required. Only applies to app icon, app name, and app code.

The screenshot displays the MobileUp 365 Admin Console interface. On the left is a sidebar menu with options: Home, App Designer, Membership, Events, Activities & Check-Ins, Groups, Surveys, Notifications, Analytics, Settings (highlighted with a red box), and Access Control. The main content area shows the breadcrumb 'Manage > Settings > app-settings' and the title 'MobileUp 365'. Below this is a horizontal tab bar with 'App' (highlighted with a red box), 'Apple App Store', 'Google Play Store', 'Apple Notifications', and 'Android Notifications'. The 'App' tab is active, showing a form for 'MU 365'. The form includes fields for 'App Name *' (containing 'MU 365'), 'Name of App in Store *' (containing 'MU 365'), and 'App Identifier *' (containing 'org.assocpro365.mustaff'). Each field has a descriptive note below it. At the top right of the form are 'Save' and 'Cancel' buttons. The top of the console has a blue header with the MobileUp 365 logo and a 'Switch to User Mode' link.

Developer Account Management – Admin Console

Administrative Console – Adding Admins

- There is no limit to the number of administrators that you can provide admin privileges to.
- Below are two ways to add admins depending on if they already exist in the system database or not.
Here is a link to the [help page instructions](#) as well.

If the person already exists in Access Control:

1. Go to Access Control
2. Search for the person based upon their email address
 - If they exist, then continue to follow these steps
 - If they do not exist, then skip to the next section
3. Once found, click on their name
4. Check the 'Is Administrator' box
5. Click 'Save'
6. Then you will send them the link to the admin console where they will sign in with the verification code that was sent to their email and create a password.

If the person **does not exist** in Access Control:

1. Go to Access Control
2. Search for the person based upon their email address
3. Click on the '+sign
4. Check the 'Is Administrator' box
5. Add their First Name, Last Name, and Email
6. Click 'Save'
7. Then you will send them the link to the admin console where they will sign in with the verification code that was sent to their email and create a password.

Developer Account Management – Event Website

Event Website – ‘Get the App’ tab

- The Apple Store link must be added manually – follow the instructions below.
 1. Sign in to your Apple Developer Account > Go To ‘Apps’ > choose the app > Click ‘App Information’ under General, scroll to the bottom click ‘View on App Store’ > copy the ID number at the end of the URL link in your web browser
 2. Sign in to the admin console > Go to ‘Settings’ > click on the ‘App’ tab > go to ‘Apple App Store’ tab > paste the ID number in the ‘Apple Store App Id’ field > click ‘Save’
 3. You will now be see the link on the event website under the ‘Get the App’ page.
- The Google Play Store link is connected automatically so no action is required

The image contains two screenshots illustrating the setup process. The top screenshot shows the Apple App Store page for the 'GoEngage' app. A red box highlights the URL 'apps.apple.com/it/app/goengage/id1590880753', and a red arrow points to the ID number '1590880753'. The bottom screenshot shows the 'MobileUp 365' admin console. In the left sidebar, the 'Settings' tab is selected. The main area shows the 'App' settings, with the 'Apple App Store' sub-tab active. A red box highlights the 'Apple App Store' tab, and another red box highlights the 'Apple Store App Id' field, which contains the ID '1590880753'. A red arrow points from this ID to the 'Apple App Store' link in the 'Get the App' section of the event website shown in the bottom right corner.

Developer Account Management – Event Website

Administrative Console – Home Tab

- Important Reminders
- Training Videos & Webinar Recordings
- Product Updates & Release Notes
- Marketing Docs & Client Newsletters
- Support & Contact Information

MobileUp 365 Switch to User Mode

Home Manage

New Release 3/30/2026 – More details under Product Updates & Releases

- New Event Copy feature. [Watch Now](#)
- New SMS/Txt Login Verification. [Watch Now](#)

Event Lead Capture – Alive and Ready For Your Next Event:

Watch the Event Lead Capture Webinar/Demonstration here. [Watch Now](#)

'How to' Video for Exhibitor & Sponsors. Share this link to all Exhibitors and Sponsors.

Event Lead Capture Complete Marketing Materials & Instructions. [Download Now](#)

Event Lead Capture Enablement Form. [Download](#) this form and submit to clientsuccess@mobileup.io to have Event Lead Capture activated.

Specific Event Lead Capture Marketing Materials Page Downloads:

- Event Lead Capture Overview Flyer. [Download Now](#)
- Printed Badge Lead Capture Instructions. [Download Now](#)
- Exhibitor Promotional Flyer. Use this standard stock promotional flyer to send out to Exhibitor prospects. [Download Now](#)
- Exhibitor Promotional Flyer (Canva Template) enable you to brand it to your organization. [Download Now](#)
- Admin Instructions – How to Enable Lead Capture for Exhibitors. [Download Now](#)
- Exhibitor Instructions – How To Set Up Lead Capture (2-sided). [Download Now](#)

Important Reminders **Training Videos & Webinar Recordings** **Product Updates & Release Notes** **Marketing Docs & Client Newsletters** **Support & Contact Info**

Let us know about upcoming events!

By providing us with advance notice about your upcoming events, our team can make sure your app is updated, your attendees are synced, and your app's certificates with Apple are valid! When possible, we ask that you provide us with notice at least 30 days in advance of your event. Contact your account manager at clientsuccess@mobileup.io.

If you need assistance in building out your event due to time constraints, staff shortage, etc. our client success team can assist.

Developer Account Management Summary

For Branded Apps Only

A branded app is an app published under your organization's name in the app stores, featuring your organization logo as the app icon. It requires your organization to maintain an Apple Developer account.

Apple Developer Account

- ☐ Monitor Apple emails for user agreement updates and membership renewal notices.
- ☐ Accept Apple user agreements promptly to avoid delays in app updates.
- ☐ Keep the Apple Developer membership active and set to auto-renew.
- ☐ Use a shared email address and multiple phone numbers for account access and security.
- ☐ Transfer the Account Holder role before the current holder leaves the organization.
- ☐ Notify support@mobileup.io after accepting a user agreement if an event is within 2–3 weeks.
- ☐ SDK notifications, certificate expiration notices, and app rejection emails are handled by MobileUp and do not require action. Disregard these Apple emails.

Administrative Console

- ☐ Updates to app names, descriptions, or app images require a new submission to the app stores.
 - o Email support@mobileup.io after making these changes.
 - o Allow at least 3–5 business days for app review and approval.
 - o Submit app updates 2–3 weeks before an event to avoid delays.
- ☐ Add administrators as needed; there is no limit to the number of admins.
- ☐ Manually add the Apple App Store ID to the event website's "Get the App" page.

Thank you!

Contact us

Our team is here to help you maximize your investment. Reach out to us at anytime.

 clientsuccess@mobileup.io

 support@mobileup.io