

CROSS-STORE GROWTH BRIEF

READY TO SELL
AS A \$79
CROSS-STORE BRIEF

Planner sample app has Apple-side premium trust. Android needs Pro clarity and sync reassurance.

Public evidence points to a practical store-page job: keep the visual-planner promise, then make Google Play explain free vs Pro, cross-device sync, and support paths before buyers hit friction.

7/10
SEVERITY SCORE
Pro clarity and Android trust friction.

4.8
APPLE PROOF
160K ratings and Editors' Choice evidence on the public listing.

1M+
PLAY REACH
Google Play shows broad Android reach and visible in-app purchases.

3
EXACT FIXES
Pro table, sync support, release-note trust.

RECOMMENDED 30-DAY MOVE

Rewrite Google Play around a clear Free / Trial / Pro table, add Android sync support language, and make release notes answer the exact public review objections. This is not a broad metadata rewrite; it is a cross-store trust cleanup for a product that already has demand.

Source confidence: Apple public listing

Google Play public listing

Public review signals

Competitor public listings

WHAT THE CLIENT GETS

A \$79-\$99 ASO diagnostic deliverable with copy fixes, reply templates, release notes, and a 30-day store-surface plan.

The brief packages public-store evidence into exact copy, reply, positioning, and 30-day execution assets. Sample uses anonymized and/or mock public-evidence data to demonstrate report structure. It is not a client case study and does not claim private analytics, App Store Connect, Google Play Console, paid ASO data, or guaranteed outcomes.

Listing copy fixes

Google Play opening paragraph plus Free / Trial / Pro table.

Review reply templates

Sync, Pro confusion, and reminder expectation responses.

Release-note rewrite

Plain-language note tied to calendar connection, sync, and reminder trust.

Cross-store trust gap

Apple proof versus Android friction with source labels.

Competitor positioning

Win on calmer visual planning, not broad feature bloat.

30-day action plan

Week-by-week changes and re-check cadence.

AGENCY USE CASE

Sell this as a client teardown, quarterly retention touchpoint, or pre-roadmap diagnostic. The agency can hand the client exact copy blocks, reply templates, and a prioritized store-work plan without needing console access.

BOUNDARY

The deliverable uses public app-store evidence only. It does not promise ranking, installs, revenue, rating, conversion, or sentiment lift; it shows what to change, why, where, and what to re-check.

BUYER QUESTION 1

Apple rating proof plus Play monetization friction support a paid ASO teardown.

The sample profile has both stores, visible monetization, large public review volume, and a store-specific Google Play copy problem a small app team or agency can act on.

APPLE EVIDENCE MODULE

ANONYMIZED PUBLIC LISTING FACT: 4.8 rating, 160K ratings, editorial badge, iPhone/iPad/Mac/Watch support, visible Pro prices, and positive reviews around planning, inbox capture, energy planning, Mac workflow, and one-time purchase preference.

GOOGLE PLAY EVIDENCE MODULE

ANONYMIZED PUBLIC REVIEW THEME: 4.4 rating, 25K+ public reviews, 1M+ downloads, in-app purchases, Android sync complaints, and reviews showing confusion about what is free versus Pro.

RECOMMENDED ACTION

Position the brief as a paid ASO teardown of cross-store readiness: Apple proves demand and paid trust; Google Play shows the upgrade and reliability questions that need clearer short-description copy, replies, and release notes.

Apple claim confidence: public listing

Play claim confidence: public listing

Review themes: user-reported, not verified defects

The ASO scorecard ties public evidence to the exact Play surfaces that need the first fixes.

Scores are buyer triage labels from public evidence confidence plus store-surface impact. Inputs exclude private analytics, official rank tracking, install data, revenue data, conversion data, rating forecasts, and sentiment guarantees.

SEVERITY SCORE TABLE

SCORE	PUBLIC EVIDENCE REASON	30-DAY PRIORITY
Revenue/Conversion Risk: 7/10	ANONYMIZED FACT: Google Play has visible IAP plus public Free / Trial / Pro confusion.	Week 1: add Free / Trial / Pro table.
Trust/Support Risk: 8/10	ANONYMIZED PUBLIC REVIEW THEME: Android sync and reminder expectations repeat.	Week 2: publish sync FAQ and route replies.
Competitive Gap: 6/10	ANONYMIZED COMPETITOR CONTRAST: rivals own planning, routines, time-blocking, or native calendar jobs.	Week 3: defend calmer visual planning.

OBSERVED FACT PLUS BUYER IMPACT

ANONYMIZED PUBLIC LISTING FACT: Apple shows strong premium proof while Google Play shows lower rating, Android reach, and Pro confusion. Buyer impact: the product can look proven on Apple but riskier on Android before a visitor understands the paid boundary.

EXACT FIX PLUS SOURCE CONFIDENCE

Before publishing, verify this against current product behavior. If verified, add this Google Play opening structure: **"Start free. Test Pro with a trial. Upgrade only if recurring tasks, AI planning, calendar/reminder integrations, rescheduling tools, and custom notifications fit your workflow."** Source confidence: public Apple listing, Google Play listing, public review signal, and anonymized competitor contrast.

PRIORITY RULE

The 30-day plan follows the score order: Pro clarity first, Android sync/support trust second, release-note trust third, review-theme re-check fourth.

BUYER QUESTION 2

Apple store proof is stronger than Google Play's Pro and sync trust surfaces.

AREA	APPLE APP STORE	GOOGLE PLAY
Trust proof	Editors' Choice, 4.8 rating, 160K ratings.	1M+ downloads, but lower 4.4 rating and Android-specific complaints.
Paid surface	Monthly, yearly, and lifetime Pro prices are visible.	Reviews suggest users do not always understand free, trial, and Pro boundaries.
Platform surface	Apple ecosystem breadth is a strength: iPhone, iPad, Mac, Watch.	Android-to-Mac sync expectations need clearer support and release-note language.
Release notes	Planning reminders and What's New dialog.	External calendar connection is visible, but reviews ask for trust around sync and reminders.

SCORE

7/10
Cross-store readiness

PRIORITY

1
Android Pro clarity

ACTION TYPE

Copy
Listing, reply, release note

Supported by: Apple public listing

Supported by: Google Play public listing

Supported by: public review signal

Not supported: private conversion analytics

BUYER QUESTION 3

Google Play short description and first paragraph need Free / Trial / Pro clarity before feature depth.

The Android listing needs to make the business model feel fair before users discover limits inside the product.

OBSERVED FRICTION

- Public reviews describe the free experience as too limited.
- Reminder and repeated-task expectations are not clear enough before use.
- Developer replies clarify trial and Pro rules after the negative review has already happened.

REWRITE MODULE

Add a Free / Trial / Pro table: Free daily timeline, inbox, basic planning, reminders. Trial: test Pro workflow before deciding. Pro: recurring tasks, AI planning, calendar/reminder integrations, rescheduling tools, custom notifications.

RECOMMENDED ACTION

Before publishing, verify this against current product behavior. If verified, publish this exact wording in the Google Play opening paragraph: **"Start with a free visual day planner, test Pro with a trial, then upgrade only if recurring tasks, AI planning, calendar/reminder integrations, rescheduling tools, and custom notifications fit your workflow."**

WHERE TO CHANGE

Google Play short description/opening paragraph, first 500 characters of the long description, and support FAQ link near Pro/trial language.

SOURCE CONFIDENCE

GOOGLE PLAY PUBLIC LISTING

PUBLIC REVIEW SIGNAL

APPLE IAP PUBLIC LISTING

BUYER QUESTION 4

Google Play review replies should convert sync, Pro, and reminder complaints into support-path proof.

SYNC COMPLAINT

Template: Thanks for reporting this Android-to-Mac sync issue. Please send app version, device model, and account state to support so we can inspect the sync path. Keep both apps updated while we troubleshoot.

PRO CONFUSION

Template: The planner sample app can be started for free. Pro unlocks advanced planning tools such as recurring tasks, AI planning, and custom notification workflows. A trial is available so you can test fit first.

REMINDER CONCERN

Template: Basic reminders and custom notification behavior are different. We are making this clearer in the app and listing; support can help check your settings and platform permissions.

RECOMMENDED ACTION

Reply templates should clarify boundaries without blaming the user. Each response needs a support path, one concrete next step, and no promise that a reported issue is universally fixed unless the team can verify it.

Where to change: Google Play review replies

Support/sync FAQ: link one canonical path

Source confidence: public review signal

BUYER QUESTION 5

Short description, screenshot 1, and What's New should answer Pro, sync, and reminder objections first.

The snippet test checks whether public surfaces answer Pro, sync, and reminder objections before the user has to read reviews. It is not a keyword-rank claim.

METADATA DIFF TABLE

SURFACE	OBSERVED PUBLIC PATTERN	EXACT FIX
Short description	ANONYMIZED FACT: visual-planner benefit appears before Free / Trial / Pro boundaries.	Add "start free, test Pro, then upgrade only if advanced planning fits."
Screenshot 1	ANONYMIZED CREATIVE OBSERVATION: premium workflow proof is clearer than Android sync reassurance.	Show timeline plus sync/support cue in first two images.
What's New	ANONYMIZED FACT: release notes mention shipped work more than user-facing trust repair.	Name calendar connection clarity, Android setup checks, and support path.

KEYWORD OPPORTUNITY SNAPSHOT

MOCK POINT-IN-TIME SAMPLE: visual planner, daily planner, routine planner, calendar tasks, ADHD planner. Use as copy coverage checks only; no live search-rank source was used.

SEVERITY SCORE BASIS

7/10 severity comes from public evidence confidence plus buyer impact: large Android reach, visible paid upgrade path, repeated review themes, and fixes that can be made on store/support surfaces.

RELEASE NOTES REWRITE

Before publishing, verify this against current product behavior. If verified, publish: **"This update makes calendar connection status easier to understand and adds clearer Android setup checks for sync and reminders. If something still looks off, Support can inspect app version and device path."**

BUYER QUESTION 6

Competitor listings leave room for a calmer visual-planner ASO position if Android copy stays specific.

POSITION TO DEFEND

The planner sample app is the premium visual planner for people who need a calmer way to turn calendars, tasks, routines, and habits into one timeline.



Strongest moat: visual timeline plus Apple ecosystem trust.

PRESSURE TO RESIST

Avoid chasing every habit, AI, or calendar suite claim. Competitors can own broad feature depth; the planner sample app should own planning clarity and lower overwhelm.



Risk: Android copy reads like a generic productivity app.

COMPETITOR NOTE

ANONYMIZED COMPETITOR CONTRAST: competitor A leads with neurodivergent planning, competitor B leads with broad routines and analytics, competitor C leads with time-blocking simplicity, and native calendar tools compete on zero switching cost. The planner sample app should counter with one clear App Store and Play listing claim: a visual timeline that makes daily planning feel manageable.

CLAIM TO AMPLIFY

Calmer daily planning for people who turn tasks, calendars, routines, and habits into one visual timeline.

CLAIM TO AVOID

Avoid broad clinical outcomes, guaranteed productivity gains, or superiority over every calendar/habit tool.

BUYER QUESTION 7

Run the 30-day ASO sequence: Play Pro table, sync FAQ, release-note rewrite, then review-theme re-check.

WEEK 1

Add Free / Trial / Pro table to Google Play and web support copy.
Owner: listing copy.

WEEK 2

Publish Android sync FAQ and route Play replies to one support path.
Owner: support/reputation.

WEEK 3

Rewrite release notes to name user-facing fixes, not only shipped features.
Owner: release comms.

WEEK 4

Re-check Play reviews for Pro confusion, sync, and reminder themes.
Owner: growth/reputation.

SUCCESS CHECK

Look for fewer new public reviews about paywall confusion, clearer developer replies, and less repeated sync-support confusion. Boundary: ranking, install, revenue, rating, and sentiment outcomes require separate evidence.

RELEASE-NOTE REWRITE

Before publishing, verify this against current product behavior. If verified, publish this exact wording: **"This update improves calendar-connection clarity and makes Android setup easier to troubleshoot. If sync or reminder behavior looks off, open Support with your app version and device so we can check the exact path."**

Where to change: Google Play What's New

Also update: support/sync FAQ

Re-check: public review themes after 30 days

SOURCE BOUNDARIES

Source confidence covers public listings, ratings, reviews, IAP, update notes, and competitor surfaces only.

USED

- Apple App Store public listing.
- Apple public rating, IAP, review, and editorial signals visible on listing pages.
- Google Play public listing, data safety, rating, downloads, review, and developer-response signals.
- Public competitor listings for positioning.

NOT USED

- No App Store Connect or Google Play Console access.
- No paid Apify actors.
- No private analytics, outreach, account creation, or production scraping.
- No guaranteed ranking, install, revenue, rating, or sentiment claims.

DELIVERY NOTE

For a live client brief, refresh counts and screenshot panels immediately before delivery. Public review themes should remain source-labeled and framed as user-reported signals, not verified product defects.

Supported claims: listing fields, ratings, downloads, IAP, update notes

Unsupported claims: screenshots not manually inspected in this polish pass

Commercial claim: sell as \$79-\$99 brief, not outcome guarantee