

Organic Conversions Reach New Milestones in the GCC App Store



Overview

To strengthen its presence in a competitive GCC market, Almowafir teamed up with Newton to supercharge its iOS app growth. The focus was clear: elevate visibility, optimize for Arabic search intent, and drive meaningful conversions. Powered by Newton's data-driven ASO strategy and AI-led multilingual expertise, the partnership led to significant gains in keyword rankings, user engagement, and App Store performance.



Newton is a performance-driven, iOS App Growth platform. It offers AI-enabled solutions and Managed Services for a 360-degree App Success.



Almowafir is the GCC's premier coupons and discounts platform, partnering with 1000+ brands. They offer verified, up-to-date savings through their website, app, and browser extension.

Unlocking Organic Growth Through Arabic-First Strategy

Keyword Optimization for Increased Visibility and Growth

Targeted keyword enhancements—especially in Arabic—to capture high-intent traffic and drive organic installs

- Used Newton's Gen AI Multilingual Keyword Recommendation tool to identify high-performing Arabic and English keywords
- Restructured the keywords metatags to improve coverage - Inserted terms like "shopping" in subtitle to capture broader intent
- Replaced generic terms with more conversion-friendly alternatives (e.g., "discounts" → "offers", "deals")
- Conducted competitor analysis to uncover underused, high-potential and intent-rich keywords
- Improved rankings for 10+ relevant keywords, pushing several into the top 30



Creative Optimization for Enhanced User Engagement

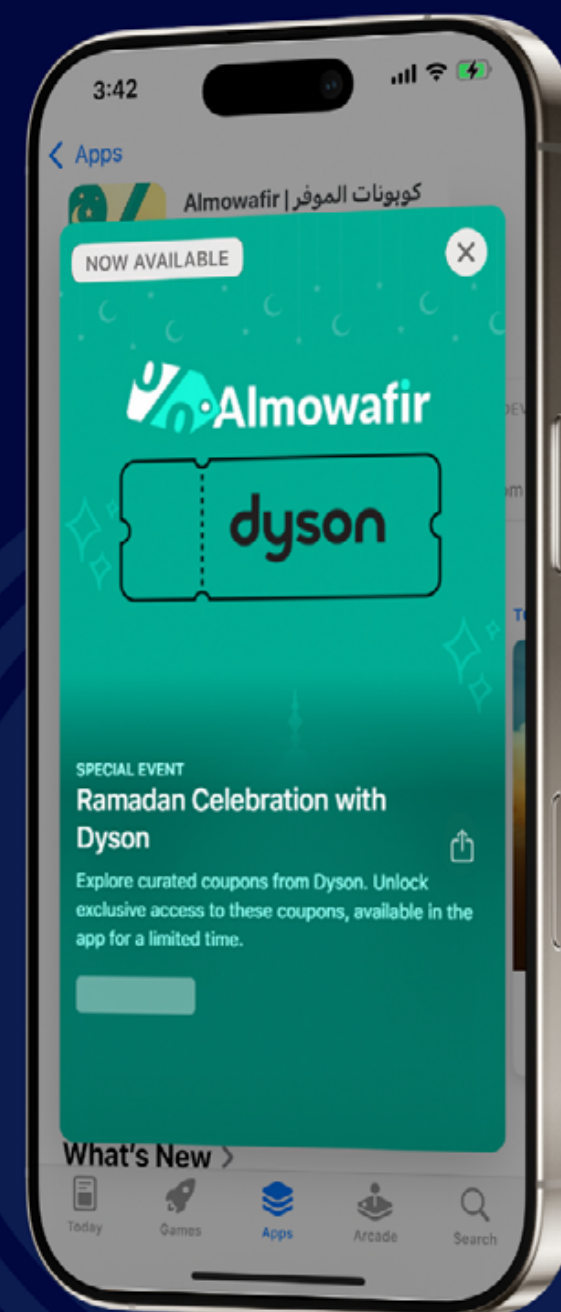
Localized and visually refreshed creatives played a key role in communicating app value and increasing conversion rates

- Fully localized screenshots and captions in Arabic and English
- Highlighted benefits like "verified deals," "instant savings," and "easy-to-use" experience
- Used visual elements like brand icons, phone mockups, and callouts to reinforce trust and drive interest
- Creatives aligned with regional user preferences, improving App Store engagement

In-App Event for Conversion - Leveraging Seasonal Opportunity

A timely, localized in-app event during Ramadan, combined with a premium brand offer, created a high-conversion moment

- Launched a Ramadan-exclusive campaign featuring Dyson coupons
- Localized event descriptions in both English and Arabic to maximize clarity and appeal
- Tapped into seasonal shopping behavior to drive relevance and urgency
- Generated over 21K impressions, increasing in-app exploration and potential conversions



Key Performance Highlights

↑20%

Increase in
Number of Keywords
Ranked

↑37%

Increase in Organic
Conversion Rate

↑60%

Increase in
App Downloads*

*Date Range - 29 March '25 - 03 April '25



Newton's data-driven ASO strategies and A/B testing expertise helped us significantly boost our iOS store CTR from view to download. Their ongoing keyword optimization efforts also drove steady growth in monthly ASO user acquisition. It's been a game changer for our app's visibility and performance.



RABEA ELIAS
Head of Business Development

Summing it all up

By aligning deep market understanding with intelligent execution, Newton enabled Almowafir to successfully elevate its iOS presence across the GCC. The partnership with Newton unlocked new ways to connect with regional audiences—through sharper keyword targeting, localized creative storytelling, and timely campaign planning. This approach set a new benchmark for how performance and relevance can go hand in hand in app growth.

Own the Entire iOS App Store Ecosystem with **Newton**

Get Started Now!