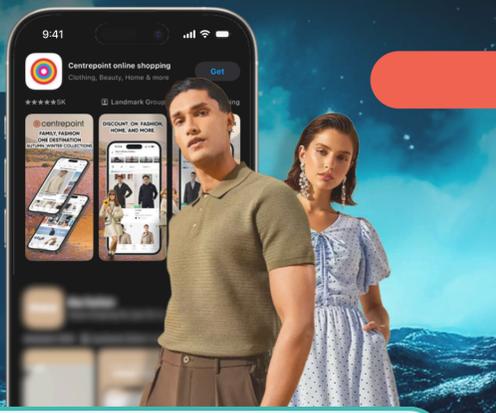


Turning Ramadan Intent into Meaningful Moments

How Newton helped Centrepoint unlock a 32% conversion lift during a season of purpose



Newton is a performance-driven, AI-powered growth lab for iOS - delivering end-to-end app growth through its advanced unified tech stack and expert Managed Services, built for App Store success.



Centrepoint is one of the Middle East's leading omnichannel retailers, offering fashion, beauty, kidswear, and home products across Saudi Arabia, UAE, Qatar, and Kuwait.

When The Crescent Moon Rose...

The Season

When Ramadan arrived, something shifted across the Gulf. Not just in the skies, but in the hearts of millions. Families rose before dawn, returned from Taraweeh with quiet peace, and children tried on new clothes, already dreaming of Eid. In the still moments after Iftar, people turned to their phones with purpose. *What should I wear this Eid? How can I make our home feel special?* These weren't just purchases. They were intentions taking shape and iPhones became companions to moments that truly mattered.

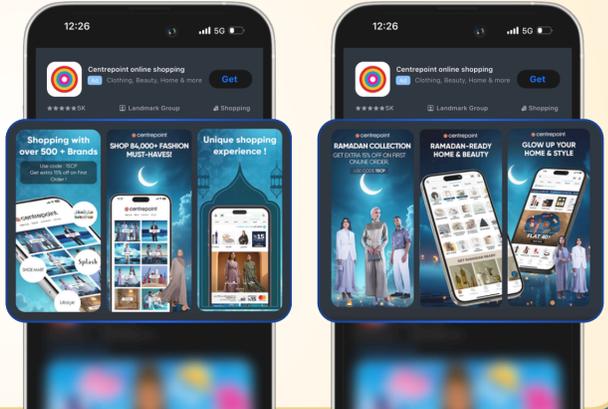
The Promise

For Centrepoint, Ramadan was about showing up when it mattered most. Partnering with Newton, Centrepoint made a quiet promise: *We'll be there. When your heart knows what it wants.* Through Apple Ads and ASO, they showed up with relevance and care, meeting people in those tender moments when a simple search became a small act of love. By consistently showing up across high-intent Ramadan micro-moments, Centrepoint drove discovery for Eid and built sustained category momentum well beyond the festive peak.

Winning Ramadan with OpticksAI

To turn those moments of intent into meaningful discovery, Newton created festive custom product pages at scale using OpticksAI, tailored for Ramadan & Eid shopping intent.

- ▶ Promoted **limited-time Ramadan and Eid offers** with festive-first creatives
- ▶ Reinforced **Centrepoint's key USPs versus regional and global competitors**
- ▶ Highlighted top **fashion, beauty, and home brands** available on Centrepoint
- ▶ Drove higher engagement, **contributing to 3,500+ orders** during the campaign



Market Intelligence & Demand Capture

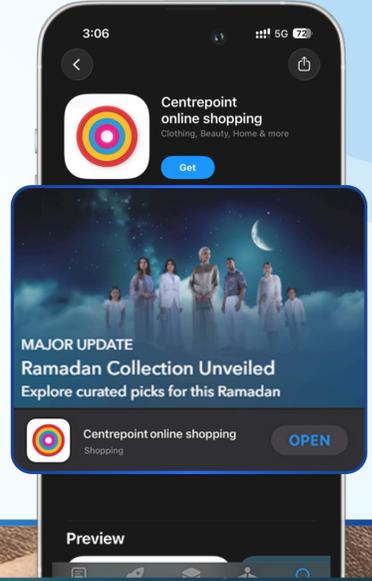
Centrepoint was competing in a saturated shopping category dominated by regional and global players, making it critical to **understand gaps in visibility and capture high-intent demand.**

- ▶ Analysed Centrepoint's Share of Voice using **Telescope** across shopping verticals like **fashion, home decor, and beauty**
- ▶ Benchmarked Centrepoint's performance against **key competitors** at a **keyword and impression-share level**
- ▶ Built a **multilingual (English & Arabic), intent-driven** keyword strategy within Apple Ads using **Newton's Gen AI Multilingual Keyword Tool**
- ▶ Scaled **brand keywords** ("Centrepoint", "سنتر بوينت") to **95%+ impression share** and captured non-brand demand via **generic keywords** ("shopping", "fashion shopping", "clothing store", "home decor") and **competitor keyword campaigns** ("Namshi", "Trendyol", "Amazon", "Shein")

Full-Funnel Activation & Optimization

Capturing festive intent alone wasn't enough. Centrepoint needed to **convert discovery into purchases efficiently**, without overspending during the most competitive days of Ramadan.

- ▶ **Optimized bids using down-funnel, install-to-purchase insights**, scaling high-efficiency keywords and cutting low performers
- ▶ Activated ads on the **Today tab, Search tab, and product pages ad placements** along with search results ads, delivering **360,000+ impressions** on the App Store during key Ramadan days
- ▶ Launched **Ramadan-specific In-App Events** to boost conversions, seasonal relevance, and sustained organic visibility during and post-Ramadan



"Ramadan is a critical period for Centrepoint, and Newton proved to be a strong partner during this high-stakes window. Their team helped us strengthen our App Store presence with a data-driven approach - combining competitive intelligence, festive-led creatives, and precise campaign optimization. Beyond delivering a significant lift in conversions, the team was collaborative, proactive, and easy to work with throughout the campaign. Their ability to combine deep Apple Ads expertise with thoughtful execution made the entire process seamless and impactful."



Ayush Ambardar
Head of Performance Marketing

Key Performance Highlights in Apple Ads

360K+

Impressions via all four ad placements on the App Store

95%+

Share-Of-Voice (SOV) on Brand Keywords

3,500+

Orders generated during Ramadan period

32% ↑

Increase in Conversion Rate

20% ↓

Decrease in Cost per Lead

Impact

When the crescent moon set and Eid arrived, the quiet promise had been kept. Centrepoint didn't just show up during Ramadan, they showed up for the people who needed them most. By partnering with Newton, the brand became visible exactly when hearts were ready and intent was highest, meeting shoppers in those precious moments when choice carried meaning. The results reflected what happens when strategy meets soul through Apple Ads: 32% lift in conversions, 3,500+ orders, and trust built in the season that mattered most. Because when you're there for someone's most meaningful moments, they remember. And they return.

Get Started Now!