

A Homegrown Brand's Epic Comeback, Powered by Niko

How **Jahez** Reclaimed the Food Delivery
Market with **12x Installs** & **50% Lower CAC**



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.



Jahez is one of Saudi Arabia's leading food delivery apps, connecting users with thousands of restaurants, cafés, and stores across the Kingdom.

The Story So Far...

In 2025, a Chinese-backed entrant drove Saudi food delivery ad costs sharply upward, forcing local players like Jahez to keep overspending just to protect own brand terms. Despite high impressions from their Apple Ads campaigns, conversions dropped and acquisition costs increased far above the regional benchmark.

The Mission for App Growth

Newton stepped in to help Jahez with their Apple Ads campaigns. With Niko's always-on intelligence, our goal was to help Jahez reclaim dominance in Saudi Arabia's Food & Drinks category by minimizing the acquisition costs while increasing conversions.

Niko: Mastering Peak Mealtimes

Niko is Newton's breakthrough AI agent engineered for real-time, performance-led App Growth. Niko's always-on, real-time campaign optimization helped **Jahez** sustain growth during **late night surges and weekends**, extremely crucial periods for food delivery apps:

Maintained peak performance **even when teams were offline** by processing **2M+ data points** across signals like keywords, bids, audience cohorts, time blocks & placement behavior

Niko learned **real-time order behavior and conversion patterns** with Newton Intelligence, our in-house analytics layer that delivers an **Hourly Heatmap Trend**

Niko smartly optimized bids for top-performing brand & competitor keywords and reallocated budgets toward high-converting campaigns, keeping **CAC & CPI stable while scaling performance**

Performed ongoing **creative testing** across **Arabic and English** custom product pages, in tandem with OpticksAI

Seizing the Saudi National Day

Saudi National Day along with the last week of September was a cultural and commercial milestone that Newton wasn't going to miss. Niko converted seasonal demand into measurable growth by:

- Leveraging competitor keywords to capture users actively exploring alternatives on the App Store
- Refreshing custom product pages and creatives with local, patriotic themes to drive emotional resonance
- Strengthening brand keyword ownership, achieving an 80% impression share on the Saudi National Day

The Impact: Improved brand recall and category dominance when the competition was at its fiercest



Owning the App Store: The Taps Behind the Taste

The Newton team empowered Jahez to establish a strong foundation **across multiple ad placements**, including **Search tab** and **Today tab**, on the App Store:

- The team rebuilt Jahez's entire keyword structure by adding missing branded terms, **high-intent** competitor & category queries, and **Arabic-English variations** that reflected real Saudi search behavior
- Newton utilized **OpticksAI** to design custom product pages that mirrored user intent including **competitor search terms, discount-driven queries & festive themes**
- Newton reinforced paid visibility with **ASO updates** by optimizing **metadata** with top-performing ad keywords and refreshing visuals to match ad creatives

Together, this unified approach boosted tap-through rates, strengthened install intent, and drove sustained organic growth on top of paid performance



We're thrilled to have had the opportunity to work with the exceptional team at Newton. Their expertise has been instrumental in taking Jahez's Apple Ads performance to the next level. Newton brought a level of sophistication we hadn't seen before in the market, from establishing crystal-clear KPIs to implementing innovative optimization tactics that transformed our campaign results. Their forward-thinking approach and deep strategic insights have positioned us exactly where we wanted to be. Congratulations to the entire Newton team for their outstanding work and commitment to excellence!



MUHANNAD ALLAZZAM
Senior - Digital Marketing

Key Performance Highlights

50% ↓

Drop in acquisition costs

12x ↑

Increase in installs while scaling aggressively

3x ↑

Improvement in Conversion Rate

4x ↑

Growth in Completed Orders

80%

SoV on key competitor terms during Saudi National Day

6x ↑

Uplift in TTR

Summing it up

In a year when a deep-pocketed new entrant reshaped Saudi Arabia's food delivery ecosystem, Jahez refused to be pushed into the margins. With Newton and Niko's real-time intelligence, Jahez rebuilt efficiency where it was slipping, reclaimed momentum where it was fading, and restored category leadership on the App Store. Beyond just performance metrics, it was a win in resilience, relevance, and Saudi Arabian market leadership.

Own Opportunities Across the App Store Ecosystem with **Newton**

We are now Apple Ads Partner

Get Started Now!