Client Testimonial

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How do we know which App Store change is actually worth making?

Fibe

"With the Newton team leveraging Prism, ASO became more structured and predictable. Since Prism went live for Fibe, it gave us greater confidence in understanding what changes matter and the impact they could drive. The platform + expert strategy approach helped Fibe achieve **+58% organic impressions and +113% organic installs.**"



Utkarsh
Assistant Manager, Fibe

★★★★★



Here's why we recommend Prism for ASO to all app marketers

Fibe's Title Optimization

The Newton team identified an opportunity in one of our most valuable App Store assets: the title.

Before



After



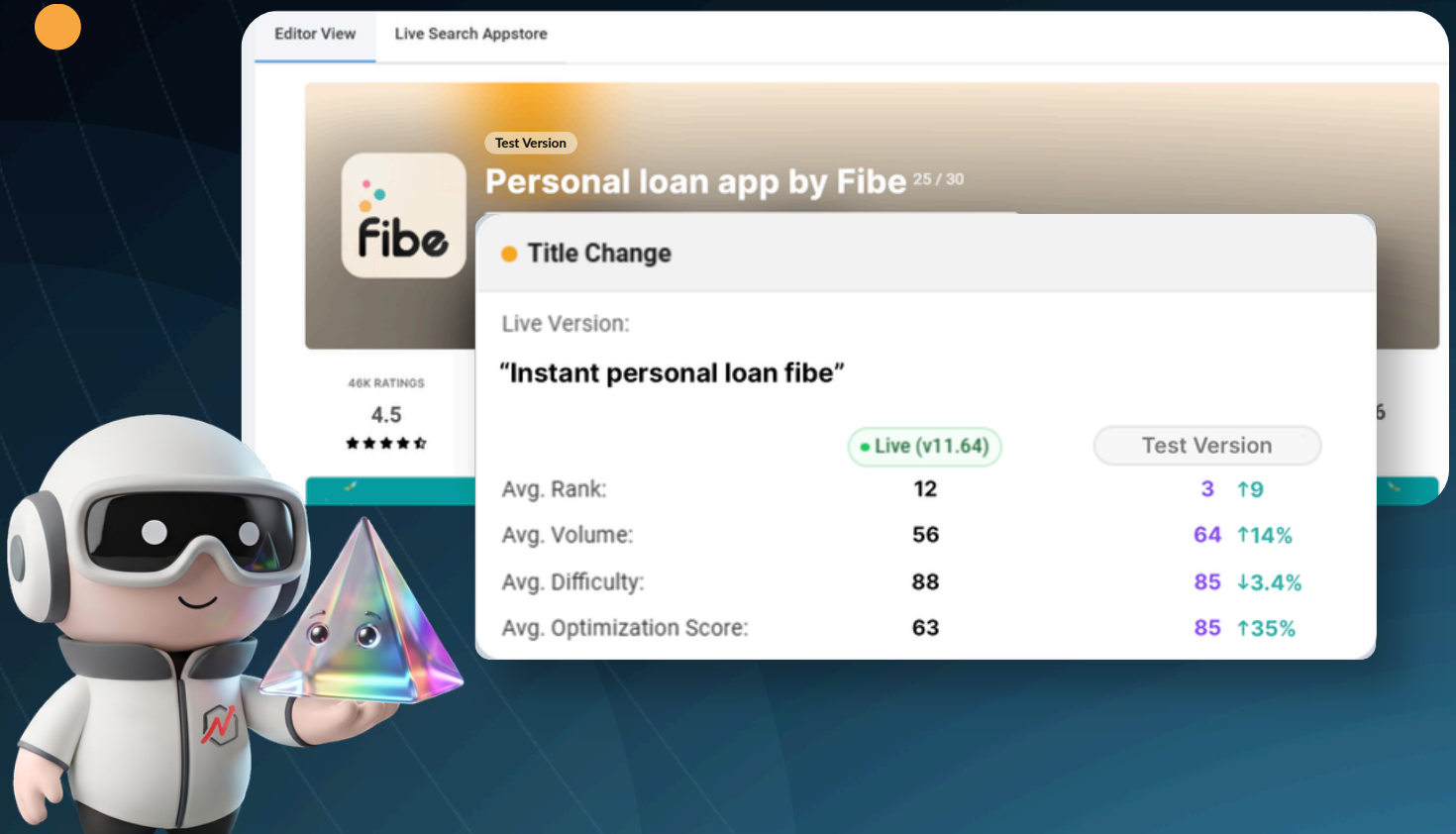
The reasoning was clear

- **"Instant" keyword's** volume was dropping by almost 85%, while **"personal loan app"** aligned more closely with what users were actually searching for, with an increasing demand trend of 25%
- The recommendation was to give that high-value phrase the front position, while retaining **Fibe** for brand relevance

The Question that we had
"Will this change work?"

Validate the change before it goes live

- The **Prism App Store Builder** was an important part of the organic optimization process
- The Newton team leveraged it to **simulate proposed changes across key growth elements** and **predict their potential impact** before implementation
- These recommendations were then brought to our team with a clearer view of **the opportunity and expected impact**
- Prism predicted the growth. The results were clearly reflected on the App Store
- **26% increase in rankings** in just three months for the **"personal loan app"** keyword



Keep finding what's next

- Prism also helped us look beyond our own listing
- By bringing together **keyword** footprints, **rankings**, **search demand** and **competitor** visibility, the team could identify where competitors were gaining ground and where Fibe has room to grow
- And with **Prism Analytics**, those opportunities could be connected back to performance across the **App Store funnel**

The Newton team brought the expertise.
Prism brought intelligence.



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Did the change actually move the needle?

- Prism **Analytics** connected the dots across the App Store funnel, from **impressions** and **page views** to **downloads**, **installs** and **conversion**
- Alongside this, **Keyword Discovery** helped track keyword rankings, relevance, volume and competitor visibility to uncover where performance was changing and where **new opportunities** were emerging
- This made every optimization more **measurable**, and every result a signal for **what to do next**



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From Optimization to Outstanding Growth

+58%
Organic Impressions

+20%
Organic Page Views

+113%
Organic Installs



Fibe's growth story was a result of smarter decisions, backed by intelligence and expertise.

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Discover how Newton's performance-driven platform can help you unlock full-scale iOS app growth success

Ready to write your next app growth story?

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