Niko in Action
The AI Agent Powering iOS App Growth

Explore how a leading Fintech brand scaled Apple Ads performance through intelligent automation.

Swipe right to explore Niko

Niko - Engineered for real time App Growth

App campaigns are fluid - bids, budgets, and keywords shift by the hour under the influence of competition, seasonality, and user intent. Niko monitors thousands of such variables in real time, making adaptive, data-led decisions to maximize campaign performance.

Downloads / Goals	**CPD / SPG**	**Search Term Performance**
Impression Share	**App monthly budget**	**Competetion Trend**
Conversion rate	**Brand vs Non Brand**	**App Relevancy**
High Impressions	**High Downloads**	**Lower CAC**

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Leading fintech app achieved 2.5× first trades with 50% lower CAC, powered by Niko

Background

A user-first stock market app catering to modern investors across asset classes, it focuses on simplicity and innovation for India's new-age traders.

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Objective

In the world of investing, every moment counts. Markets shift, intent fluctuates, and user decisions happen in seconds. For a fintech brand built for modern traders, the challenge wasn't reach - it was relevance.

The goal was clear: increase first trades by finding high-value iOS users ready to act. As competition intensified, campaign efficiency demanded constant adaptation. Budgets, bids, and audience signals evolved by the minute and that's when Newton brought in Niko, the AI agent designed to learn from thousands of performance signals and optimize Apple Ads in real time.

With Niko powering Apple Ads, campaigns stayed sharp, responsive, and always-on, driving high-quality iOS users to take their first trade, exactly when they were ready.

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Here's what Niko did

Performance-Driven Bidding

- Delivered always-on bidding with **24/7 monitoring** and **157 bid updates**

- **Auto-optimized bids** and **peak-time scheduling** to hit CPG targets

Adaptive Budget Optimization

- **Reallocated budget** from underperformers to high performers, maintaining **low CAC**

- Captured **3 am peak opportunities** with dynamic, **real-time shifts**

Smart Keyword Targeting

- Used **Telescope + GenAI** to surface winning keywords

- **Pruned and restructured** campaigns in real time

- Reallocated spend to **high-intent queries;** excluded **brand-lookalike low-quality terms**

- Expanded the keyword set to include **event-driven trading terms and common misspellings**

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Quantifying the fintech App's Success

2.5X Growth in first trades (in-app event)

63% Reduction in Cost Per Tap (CPT)

50% Reduction in Customer Acquisition Cost (CAC)

49% Increase in App Downloads

51% Increase in Taps

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The only way to stay ahead is with Niko

Always-on, Goal-driven, & Adaptive
Aligns with goals like reducing costs, scaling spend, etc., via real-time optimization
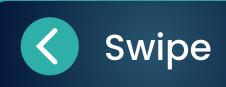
Minimum ad wastage
Optimizes bids, budgets, and keywords in real time, ensuring spend goes only to what drives growth

Co-pilot Powering Every Campaign
By analyzing thousands of signals in real time, Niko drives smarter decisions and maximizes performance

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

Get in touch with us

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