

Newton Elevates PDAX to 1st Position on App Store



Background:

PDAX aimed to expand its user base and solidify its presence in the competitive iOS Finance app market. To achieve this, PDAX partnered with Newton to enhance organic app rankings for relevant keywords and improve conversion rates.

By leveraging Newton's integrated strategy of Apple Search Ads and App Store Optimization, the collaboration focused on increasing keyword visibility, optimizing app creatives, and improving user engagement. This approach sought to attract more users and support the growth of the digital finance landscape in the Philippine market.



PDAX, a prominent platform in the Philippines, enables users to securely buy, sell, and trade cryptocurrencies and tokenized securities. With its user-friendly interface and adherence to strict security and regulatory standards, PDAX makes digital finance accessible to a wider audience.



Newton is a performance-driven, iOS App Growth platform offering AI-enabled solutions and Managed Services for a holistic end-to-end iOS App Growth.

Key Objective:

To expand the user base of PDAX's iOS app within the highly competitive Finance category in the Philippines. The primary focus was improving organic rankings for high-relevance generic keywords while also enhancing conversion rates.

ACE with Newton



Accelerate Growth with **Apple Search Ads**

- Boost Downloads
- More Lower Funnel Conversions
- Beat Competition



Creating engagement with **Creative Optimisation**

- ↑ Increased Conversion
- ↓ Lower CAC



Elevate Visibility with **App Store Optimisation**

- Boost App Relevancy
- Boost Visibility
- Boost Ranking
- Boost Installs



Working with Newton has been a truly rewarding experience. Their ASA and ASO initiatives have produced impressive results in a remarkably short time. By tackling both areas in parallel, we've seen results that might not have been as pronounced otherwise. Newton's deep understanding of our market allowed us to leverage the best practices tailored to our industry and region.

Anna Margarita Amat
AVP, Head of Marketing, PDAX

↑ **33%**

Conversion Rate

Results

↑ **125%**

Organic ranking for selected keyword

↑ **1st**

Position for key generic finance-related keywords

Newton's Approach for **PDAX**



Accelerate Growth with **Apple Search Ads**:

Targeted Keyword Strategy:

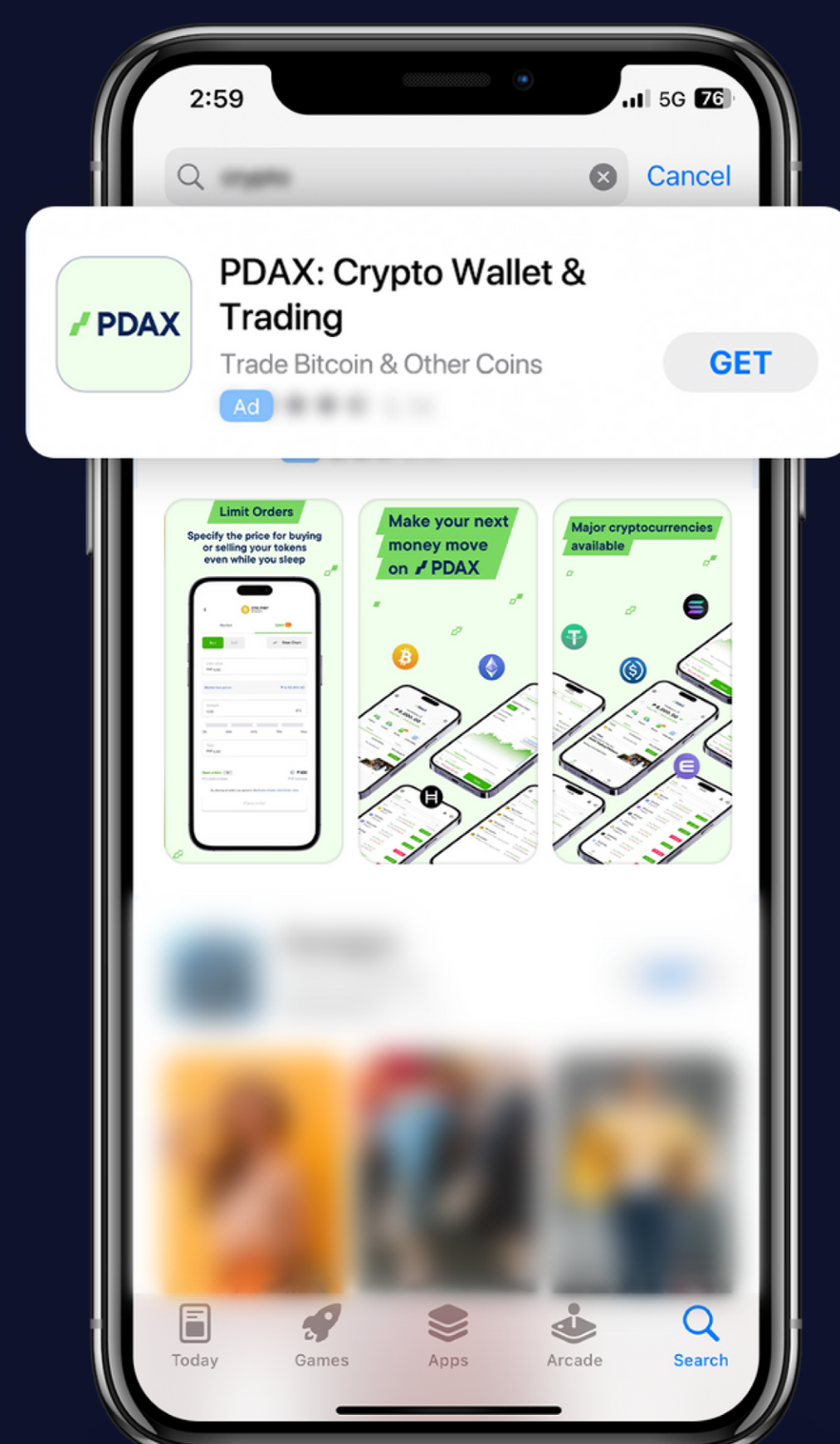
Newton utilized its Gen AI-powered keyword tool to identify high-potential, generic finance-related keywords crucial for enhancing PDAX's visibility in the cryptocurrency market.

Budget Allocation:

Increased budgets were allocated specifically for the high-relevance keywords to improve search results placement and maximize ad visibility.

Performance Monitoring:

Ad groups were created and monitored to measure keyword impact, enabling Newton to refine bidding strategies. Automated bid adjustments further optimized bottom-funnel performance at the keyword level.



	Rank		
Keyword	2024-05-31	2024-06-19	Growth
Keyword 1	122	1	121 ↑
Keyword 2	95	2	93 ↑
Keyword 3	72	2	70 ↑
Keyword 4	104	3	101 ↑
Keyword 5	114	3	111 ↑



Elevate Visibility with **App Store Optimisation**

Keyword Analysis and Optimization:

Newton conducted thorough keyword research and optimized metadata fields by integrating 10-15 high-relevance generic keywords into PDAX's App Store listing, driving organic traffic.

Creative Recommendations:

Visual elements like screenshots, captions, and UI design were optimized to increase user engagement and improve conversion rates.

In-App Events and Promotions:

Newton initiated in-app events and promotions to boost visibility and app interaction on the App Store, further enhancing PDAX's discoverability and user engagement.



Synergy Between **ASA** and **ASO**

Parallel Execution:

ASA campaigns targeted the same generic keywords being organically optimized through ASO, creating a multiplier effect that accelerated keyword ranking improvements.

Faster Results:

The combined efforts led to a 124.6% improvement in PDAX's organic rankings, securing the 1st position for several keywords.

Enhanced Visibility:

By working on ASA and ASO in tandem, Newton ensured higher visibility for PDAX in search results, maximizing app discovery and download potential.

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

Get Started Now!