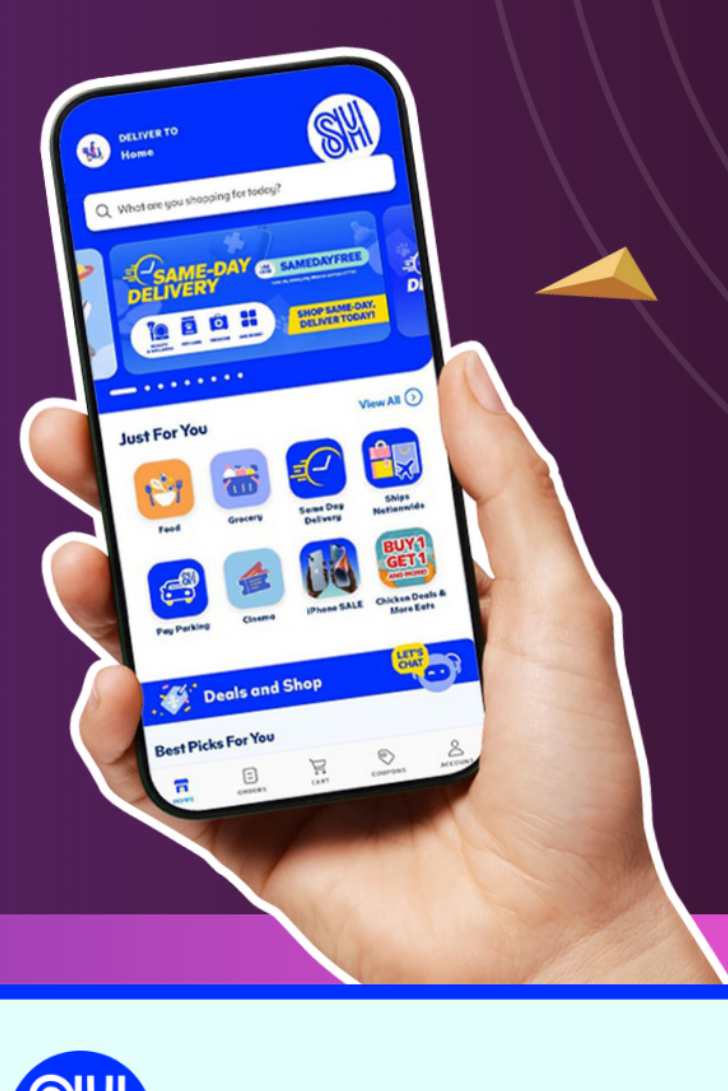


Reimagining App Success: How SM Malls Online Drove Organic Success with Newton



Background:

SM Malls Online sought to unlock new growth opportunities by enhancing its organic installs and improving conversion rates. Recognizing the potential for greater visibility and user engagement, they partnered with Newton to implement a powerful ASO and ASA strategy. Through meticulous optimization of keywords, metadata, and creative assets, Newton transformed SM Malls Online's digital presence—dramatically increasing discoverability, driving high-quality user acquisition, and elevating engagement. This strategic collaboration fueled sustained growth, positioning SM Malls Online for long-term success.

SM MALLS ONLINE

SM Malls Online is the go-to shopping app in the Philippines, combining digital ease with in-mall experiences. It offers a wide range of products, from food and technology to beauty, wellness, and groceries, all from trusted SM Mall brands. Enjoy same-day delivery, single-checkout for multiple stores, and exclusive app-only promotions. SM Malls Online simplifies shopping and elevates convenience for its users.

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powered by affle

Newton is a performance-driven, iOS App Growth platform. It offers AI-enabled solutions and Managed Services for a 360-degree App Success

Key Objective:

To strengthen SM Malls Online's iOS user acquisition strategy by targeting high-intent users and improving organic visibility. The primary focus was on driving growth while optimizing conversion rates and reducing Customer Acquisition Costs (CAC).

Key Performance Highlights

↑ **8%**

Week-over-week growth in **organic installs**

↑ **30%**

Rise in conversions with improved metadata and promotional text

↑ **10th**

Rank secured for high-volume terms, boosting **competitor keyword performance**

↑ **90%**

Visibility on keywords outperforming competitors in several areas

Powering Growth with Telescope

Telescope, Newton's advanced analytics tool, provides deep keyword insights, competitive benchmarking, and real-time performance tracking for optimizing ASA and ASO strategies. For SM Malls Online, it delivered actionable insights on keyword performance and metadata optimization, helping improve visibility, rankings, and overall user acquisition efficiency in a competitive landscape.

How Newton Utilized Telescope's In-Depth Analytics for SM Malls iOS App Growth

Competitive Event Analysis & Visual Optimization for Growth

Telescope provided SM Malls Online with competitive insights on in-app events, helping optimize engagement by tracking event frequency, duration, and competitor strategies. Screenshot analysis ensured best practices for visual appeal and feature prioritization.

Telescope's Role in Competitive Insights & Adaptive Optimization

Telescope provided real-time competitive intelligence, helping SM Malls Online refine ASA-ASO strategies and optimize bidding. It identified high-intent competitor keywords for better visibility and enabled quick ad refreshes and bid adjustments to counter performance drops.

Data-Driven Insights for Keyword & Visibility Growth

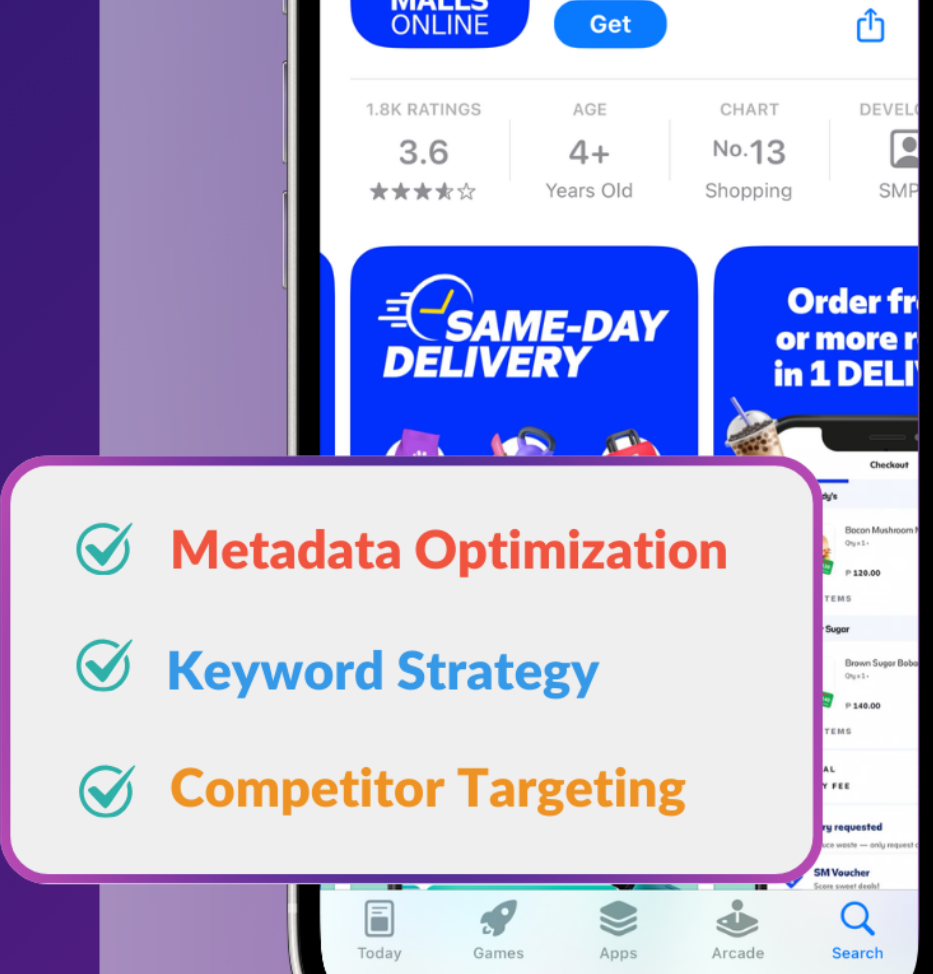
Telescope helped SM Malls Online optimize metadata, strengthen keywords, and boost discoverability. Aligning ASA-ASO strategies secured top 10 rankings for key terms like "online shop," driving organic growth. Competitive benchmarking and real-time insights enhanced visibility, conversions, and engagement.

Telescope

Newton's Approach for SM Malls

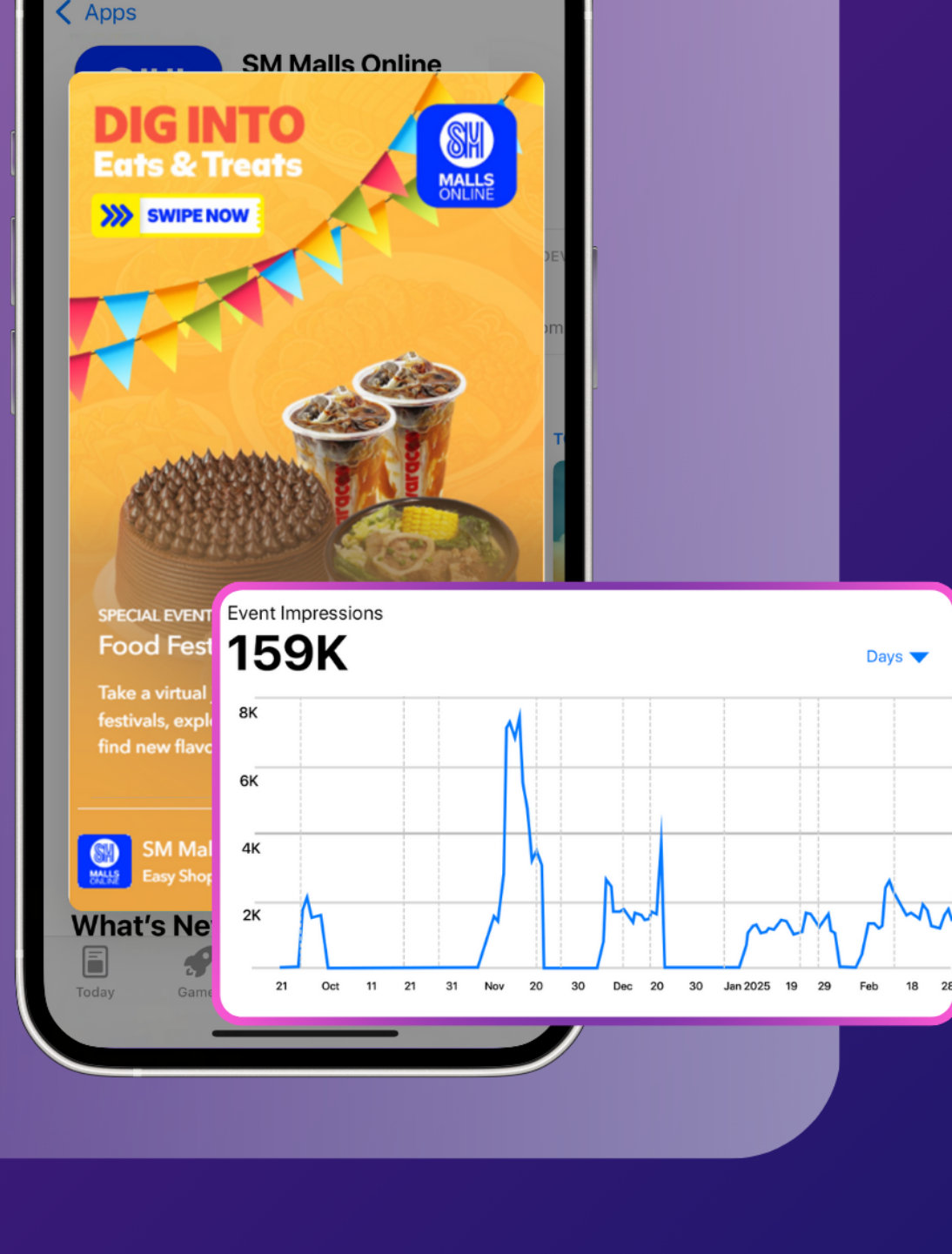
First steps towards organic upliftment

- **Metadata Optimization & Regional Targeting:** Enhanced subtitles, keywords, and metadata across regions to improve global reach and search visibility.
- **Keyword Strategy & Ranking Gains:** Integrated high-volume, non-brand competitor keywords, improving rankings from unranked to top #15 and #20, with key competitor keywords securing top 10 positions.
- **Reversing Visibility Decline:** Refined 'What's New text' to counteract ranking drops and restore visibility
- **Competitive Analysis & Targeting:** Benchmarked keyword performance to identify strengths and competitor's organic advantage
- **Strategic Localization:** Applied cross-localization strategies to boost rankings across multiple regions



Enhancing User Engagement Through A/B Testing & In-App Events

Optimizing visual elements and promotional strategies played a key role in increasing user engagement, improving conversion rates, and driving app installs



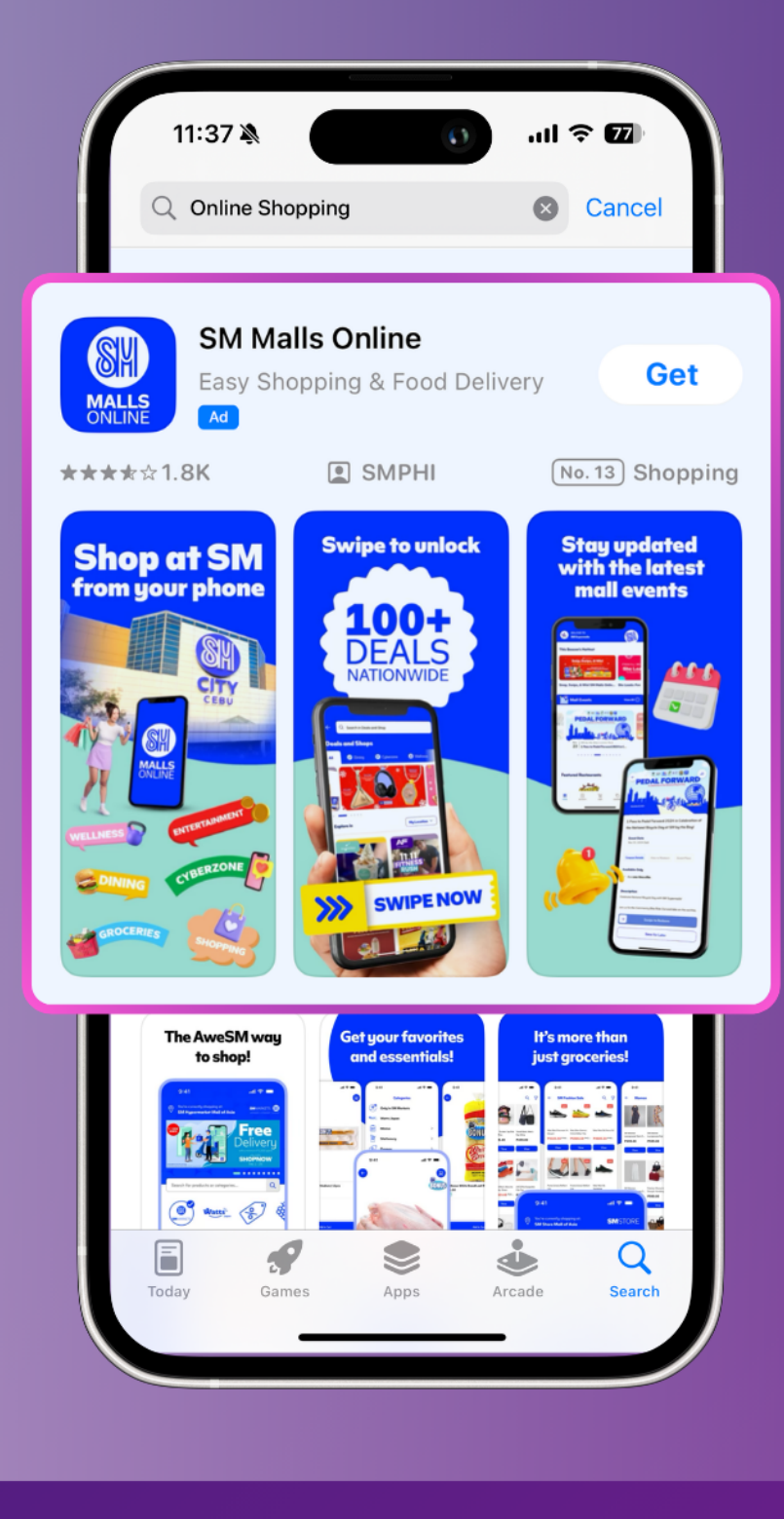
- **A/B Testing for Visual Impact:** Conducted A/B tests on app screenshots to determine the most engaging designs.
- **High-Impact In-App Events:** In-app events like the Food Festival, New Mall launches, Valentines Day and others generated over 150K+ additional impression opportunities leading to increased Brand Awareness and Downloads
- **Correlation Between Events & App Installs:** Increased downloads during event periods suggest a strong link between user activity and engagement.
- **Behavioral-Driven Promotional Text:** Used data insights from Telescope to craft compelling promotional text emphasizing offers for higher conversions.
- **Promotional Text Effectiveness:** Highlighting offers in promotional text led to a 30% increase in conversion rates, reinforcing the impact of targeted messaging.

ASA Strategy: Efficient Scaling with Competitive Insights

Newton's ASA strategy, powered by AI automation and strategic keyword targeting, drove 302K+ impressions, 10K+ taps, and 5K+ downloads with a 51.29% conversion rate, ensuring cost efficiency

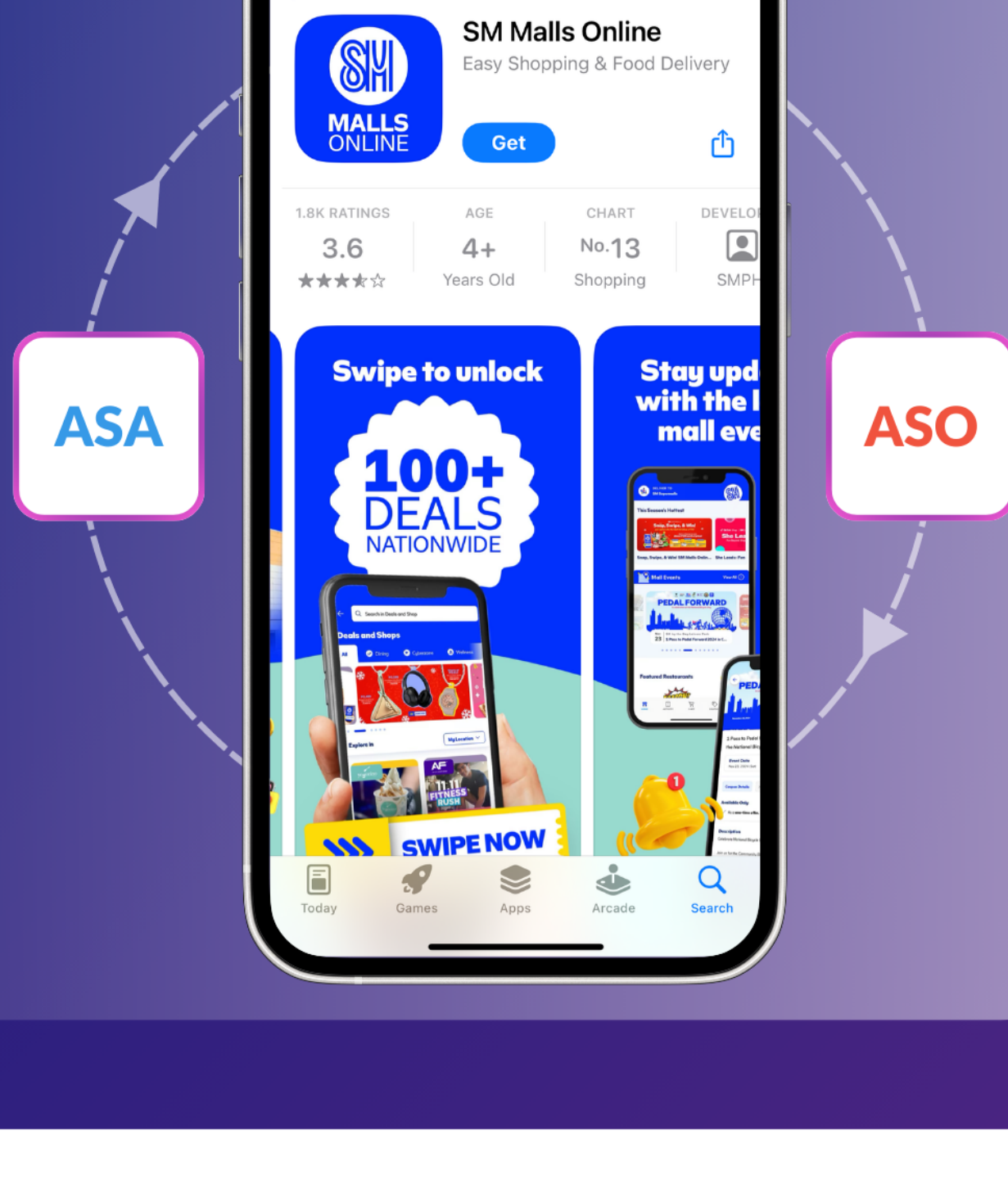
- **Captured Competitor Traffic** Telescope identified high-intent competitor keywords with low SOV due to competitor bidding. Strategic bid increases boosted SOV from 30% to 55%, driving 15% more downloads.
- **Optimized Bidding with Rule-Based Automation** Automated bid adjustments to maximize conversions while controlling costs.

Example : IF CR ≥ 45% AND CAC ≤ \$20, THEN increase bid by 15% to scale volume. This ensured the budget was allocated efficiently, prioritizing high-performing keywords.
- **Leveraged Competitive Benchmarking** Identified SOV gaps and adjusted bidding strategies, increasing visibility on generic terms from 35% to 50% and improving overall market share.
- **Adapted to Market Shifts in Real Time** Adjusted bids and refreshed Custom Product Pages (CPPs) during peak periods, with special offers boosting TTR from 2.5% to 4.1% and increasing downloads by 18%



ASA-ASO Keyword Synergy: Bridging Paid and Organic for Maximum Impact

Aligning ASA and ASO enhances keyword rankings, ad relevance, and organic visibility, driving sustained growth and better performance.



- **Integrated Keyword Strategies:** Identified and incorporated under-utilized keywords into ASA targeting and ASO metadata, leading to improved visibility and sustained growth.
- **Boosting High-Value Keywords:** Newton intensified ASA bids and refined ASO for top-performing terms like "online shop", ensuring higher installs and securing top 10 rankings.
- **Compounding Impact:** The synergistic effect of ASA and ASO created a cascading impact, where paid visibility boosted organic rankings, leading to continuous growth and improved performance metrics.

Summing it all up:

SM Malls Online partnered with Newton to optimize their app's visibility and user acquisition through a blend of ASA and ASO strategies. By refining metadata, leveraging competitive insights, and launching in-app events, they achieved a 30% increase in conversions and a 18% growth in downloads. The combination of Newton's AI-driven insights and data-backed strategies resulted in top rankings and sustained app growth, making SM Malls Online a leader in the competitive iOS shopping space.

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

Get Started Now!