

Unlocking the joy of learning: One download at a time

How Newton helped Kiddopia reach the right families and turn curious kids into happy and loyal learners



Newton is a performance-driven, AI-powered growth lab for delivering end-to-end app growth through its advanced unified tech stack and expert Managed Services, built for success on the App Store.



Kiddopia, an interactive learning platform, is a part of Nazara Group. It's an award-winning, parent-founded preschool educational app that builds a safe, playful, kid-first ecosystem. Created by a team of parents, teachers, artists, and developers, it delivers engaging activities for young children.

What we set out to solve:

Kiddopia was created with one belief - every child deserves a joyful place to learn. But stepping into the crowded iOS market, especially in the US, made it harder to reach the parents who'd genuinely feel that magic. Their goal was simple: get more parents to try Kiddopia once, because one trial was all it took to see the difference.

Newton stepped in to rebuild Kiddopia's Apple Ads campaigns around high-intent keywords with more focus on non-brand scale, to find families seeking better learning options. This helped Kiddopia grow quality first trials while keeping CAC steady, even as they expanded into the UK, Mexico, and Brazil. With the foundation ready, Newton deployed Niko, an AI agent built for automated campaign management, continuously optimising by the hour and powering seamless, scalable growth across geos and time zones.

How Niko Helped Kiddopia Find the Parents Who Need It Most

Niko: Niko is Newton's breakthrough AI agent engineered for real-time, performance-led App Growth.

24x7 Optimization

Processed **2M+** data points hourly to spot shifts and refresh bids and budgets, even at 3 a.m. when the team was offline

Balanced Growth Engine

Blended exploration (new keywords) with **penetration** (scaling what works) to keep growth steady and CPI/CAC in check

Niko + Hourly Heatmap in Sync

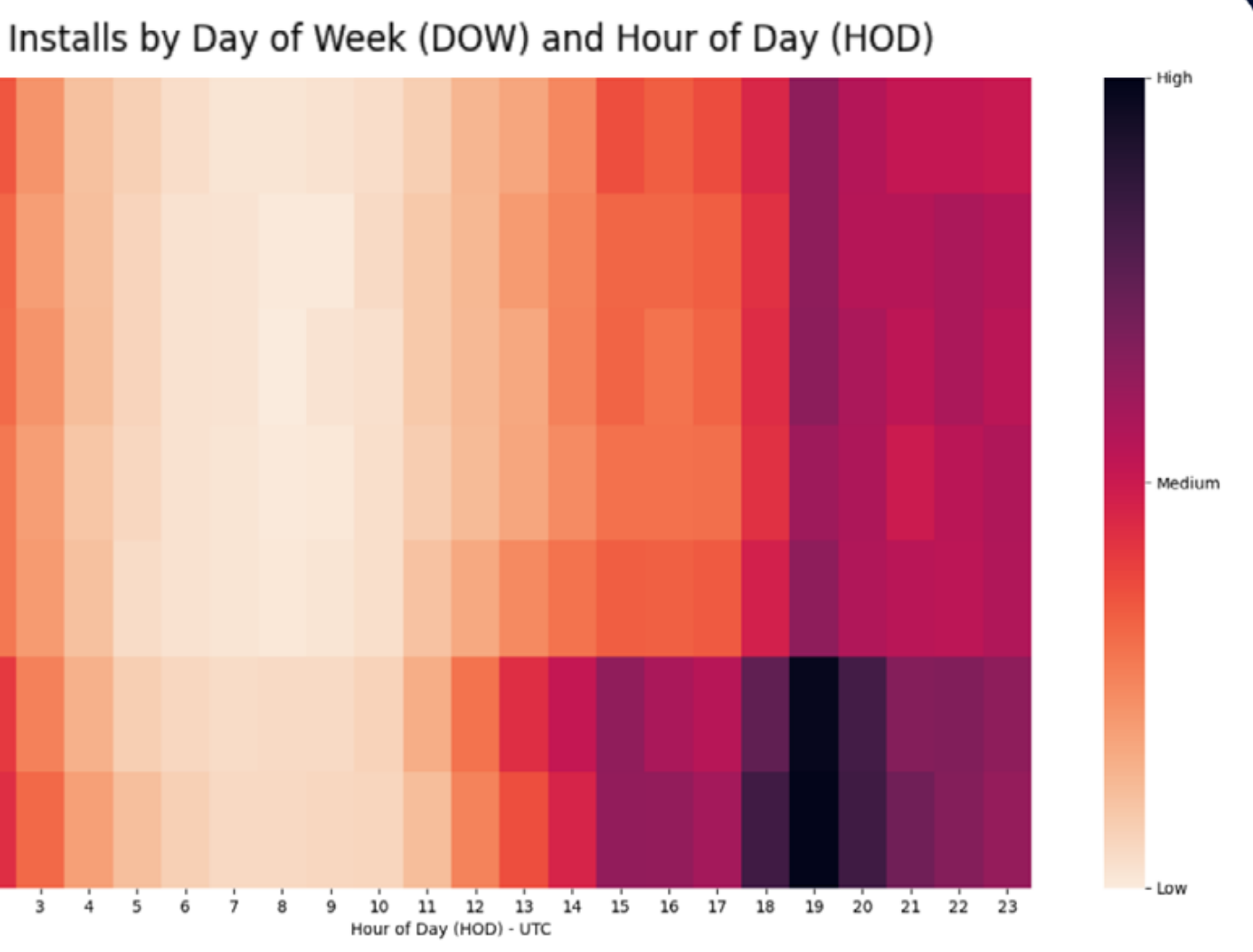
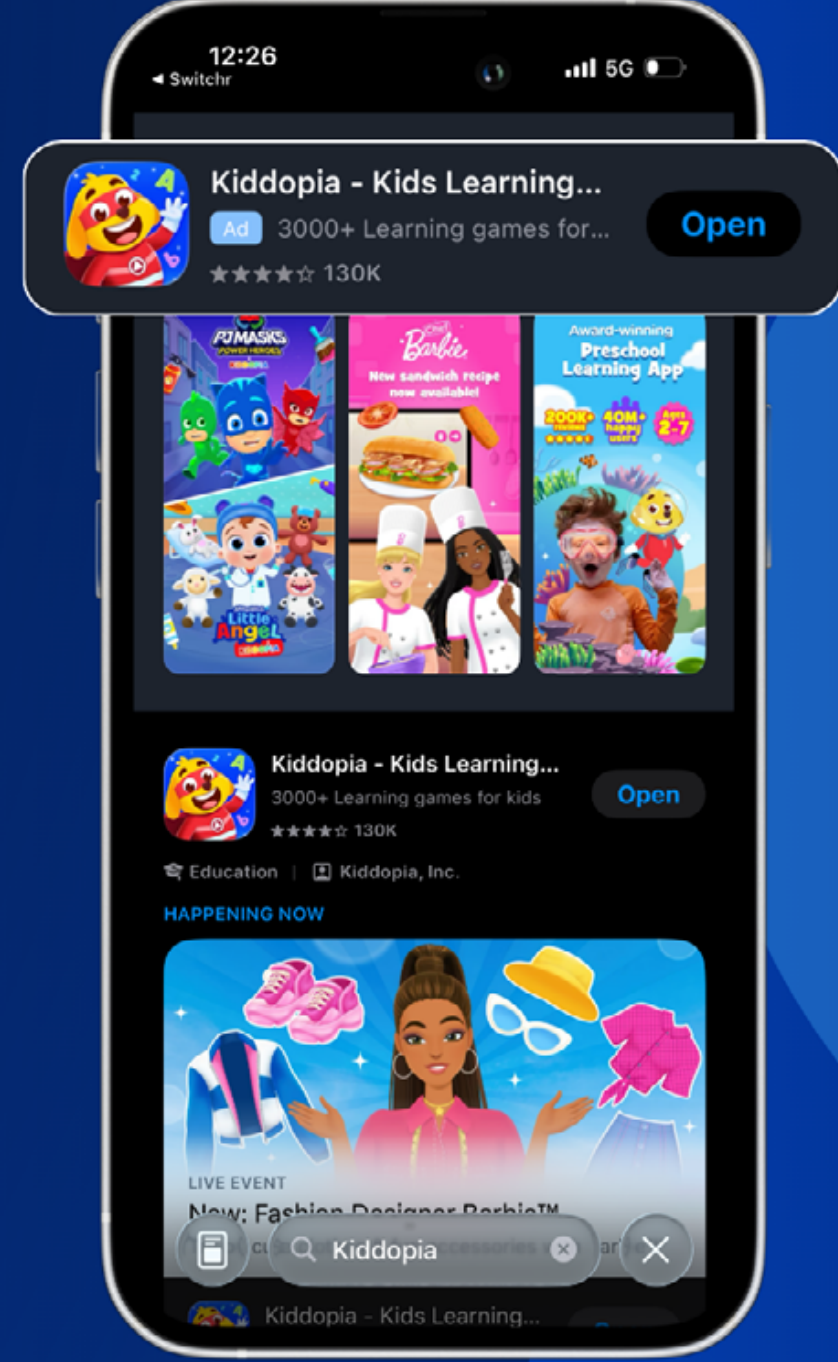
Heatmap flagged **peak hours and weekend spikes** (2x day-to-day traffic) and Niko scaled into them boosting visibility and volume

Smart Budget Reallocation

Automatically shifted spend to best-performing campaigns across time zones and geos in real time scaling conversions

From Being Seen to Being Chosen: Guiding Little Minds to Bright Future

- To reach new users, Kiddopia leveraged GenAI keyword intelligence to identify localized, non-brand opportunities, with Telescope continuously monitoring performance and competitor keywords
- Organized brand and non-brand keywords by intent, layered match types, and excluded negatives to keep CAC low
- Mapped the category's **search + browse patterns** on high-intent terms and across ad placements for discovery where parents were most likely to find Kiddopia
- Built **persona-led campaigns** (e.g., a dedicated campaign for coloring-related terms) and paired each with specific custom product pages for a personalized journey



Newton's Heatmap:

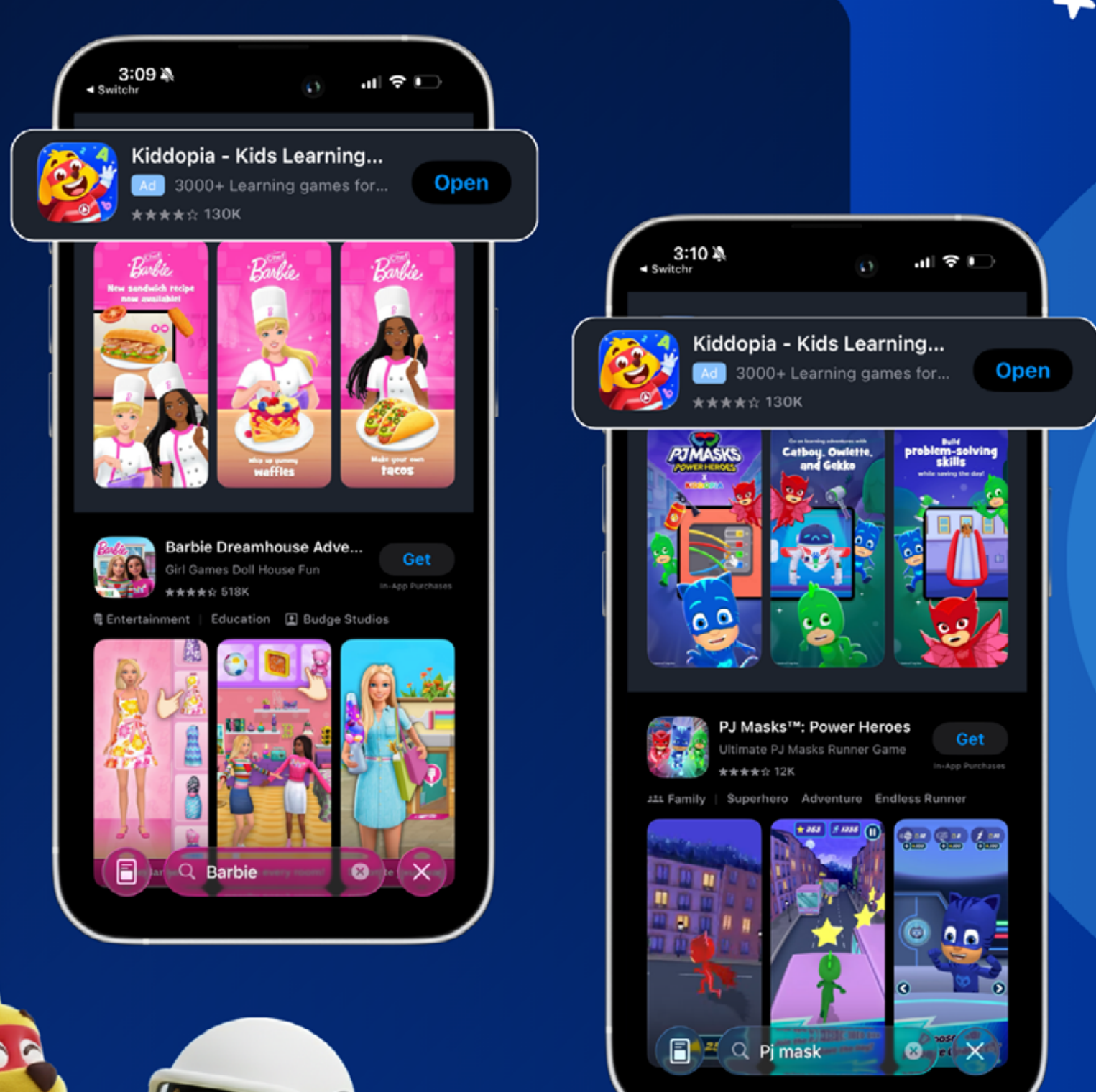
Finding the Quiet 'Yes', 'No' & 'Maybe' in a Parent's Day

Newton Intelligence is our in-house analytics layer that delivers an Hourly Heatmap Trend identifying peak-performing hours and turns real-time patterns into simple, actionable inferences.

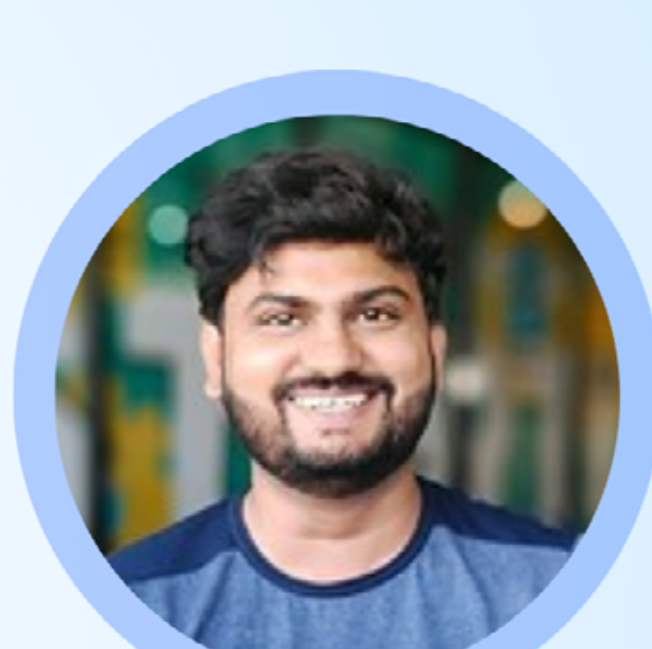
- First, hourly performance mapping revealed the strongest converting windows, guiding moves like "raise bids 8–10 AM" or "pause 1–3 AM."
- Then, seasonality and anomaly tracking helped identify shifts early, and adjusted campaigns before performance dipped
- Finally, A live heatmap fed these signals into Niko, turning them into real bid and budget optimizations within minutes

Intent-Led custom product pages That Earn Parents' Trust

- Built **10+** custom product pages mapped to intent clusters, aligned visuals, hooks, and value props to keywords; modified screenshots, metadata, and previews to lift conversion
- Ran A/B tests with tailored custom product pages with licensed intellectual property (e.g., Barbie, Pocoyo) to boost engagement
- Created separate campaign for top competitor keywords and paired them with competitor-specific custom product pages to boost relevance



Newton helped us cut through one of the most competitive iOS categories across the US and international markets by reaching the right users at exactly the right moment. They re-architected our Apple Ads strategy around true search intent and paired it with highly relevant custom product pages, driving a meaningful lift in trial volume while simultaneously reducing CAC. With the deployment of Newton's AI agent, Niko, our campaigns were continuously optimized 24/7, ensuring performance kept compounding as we scaled into new geographies. The result was consistent, efficient growth we could trust and build on.



SHASHWAT RAI

Performance Marketing Manager



Key Performance Highlights

2x ↑

Increase in trial volume

40% ↓

Reduction in acquisition cost

36% ↑

Uplift in downstream conversion (Install to trial)

#1

Rank for 6 months (Paid)

51% ↑

Improvement in top-funnel conversion via custom product pages

2M+

Data points analysed by Niko for real-time campaign optimization



Summing it up

Kiddopia transformed an intent-ambiguous iOS category into an efficient, durable scale. Apple Ads campaigns were focused more around non-brand intent tiers and mapped tailored custom product pages to key parent personas. Then **Niko, Newton's AI agent**, came in as the performance engine, reading the hourly heatmap and autonomously optimizing bids, keywords, and budgets to reduce CAC and push results higher week after week. Together, these moves delivered higher conversion at a lower CAC.



Get Started Now!