



Playing The Cards Right! Taj Rummy's Apple Search Ads Triumph With **Newton**

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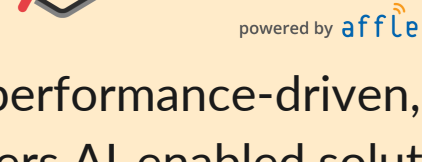
In the highly competitive gaming industry, where established players dominate and rising acquisition costs strain budgets, achieving sustainable growth is a complex puzzle.

Taj Rummy, a valued long-time Newton customer, sought to expand its iOS user base by targeting high-value, high-spending Apple users. Despite an engaging gameplay, opportunities for improvement included optimizing Customer Acquisition Costs and enhancing conversion rates to attract users with high-value in-app behaviors. Additionally, there was a need for a more insight-driven optimization strategy to scale campaigns effectively.

To enhance the user acquisition strategy, Taj Rummy partnered with Newton, leveraging its AI-powered ASA Campaign Management Platform to scale campaigns effectively and achieve sustainable growth.



Taj Rummy is India's leading Rummy App which enables users to play a wide variety of Rummy games based on the players preference. Be it the classic 13 card Rummy or the fast paced variations like Points Rummy or Pool Rummy - the app has it all. It is also India's First Rummy App with AI secured gameplay.



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 enhance its iOS user acquisition strategy to target high-intent, high-spending Apple users. Their primary goal was to drive growth while optimizing for lower Customer Acquisition Costs (CAC).

Key Performance Highlights

↑ 90%

Scale from **non-brand campaigns**. Spending just 10% on brand keywords

↑ 3X

Growth from **performance campaigns** when compared to organic numbers

↑ 5X

Incrementality driven through ASA in the first quarter of running campaigns

↑ 40%

Achieved **lower CAC** compared to other competitors in the Rummy category



By leveraging Newton's AI-powered ASA Campaign Management Platform, Taj Rummy successfully targeted high-value iOS users, achieving exceptional cost efficiency and exponential growth. Newton's advanced capabilities, including rule-based automation and real-time bid optimization, combined with strategic insights from Telescope, transformed our campaign performance. This collaboration not only enhanced our app store strategy but also ensured long-term profitability and competitive advantage

BHANUCHANDER
Digital Marketing Manager



Newton's Approach for Taj Rummy

At the heart of the transformation - **Telescope**

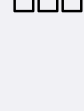
Telescope, an innovative analytics tool from Newton, revolutionizes iOS app growth by offering a comprehensive view of ASA and ASO performance. With its intuitive interface, actionable insights, and detailed reports, it empowers marketers to make data-driven decisions. Telescope played a key role in boosting Taj Rummy's performance with insights across multiple dimensions.

Here's how **Newton** Leveraged **Telescope** for **Taj Rummy's** Strategic Insights and Growth:



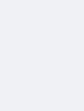
In-Depth Keyword Insights

Telescope provides granular keyword insights, aligning organic and paid traffic with user intent. It identified high-performing keywords driving downloads and FTDs (First-time deposits), optimized branded and non-branded keyword mixes, and ensured inclusion of high-intent terms in the campaign. For instance, keywords like "online poker games" and "real money rummy," which significantly boosted downloads and FTDs, were prioritized through strategic bid adjustments to maximize visibility and impact.



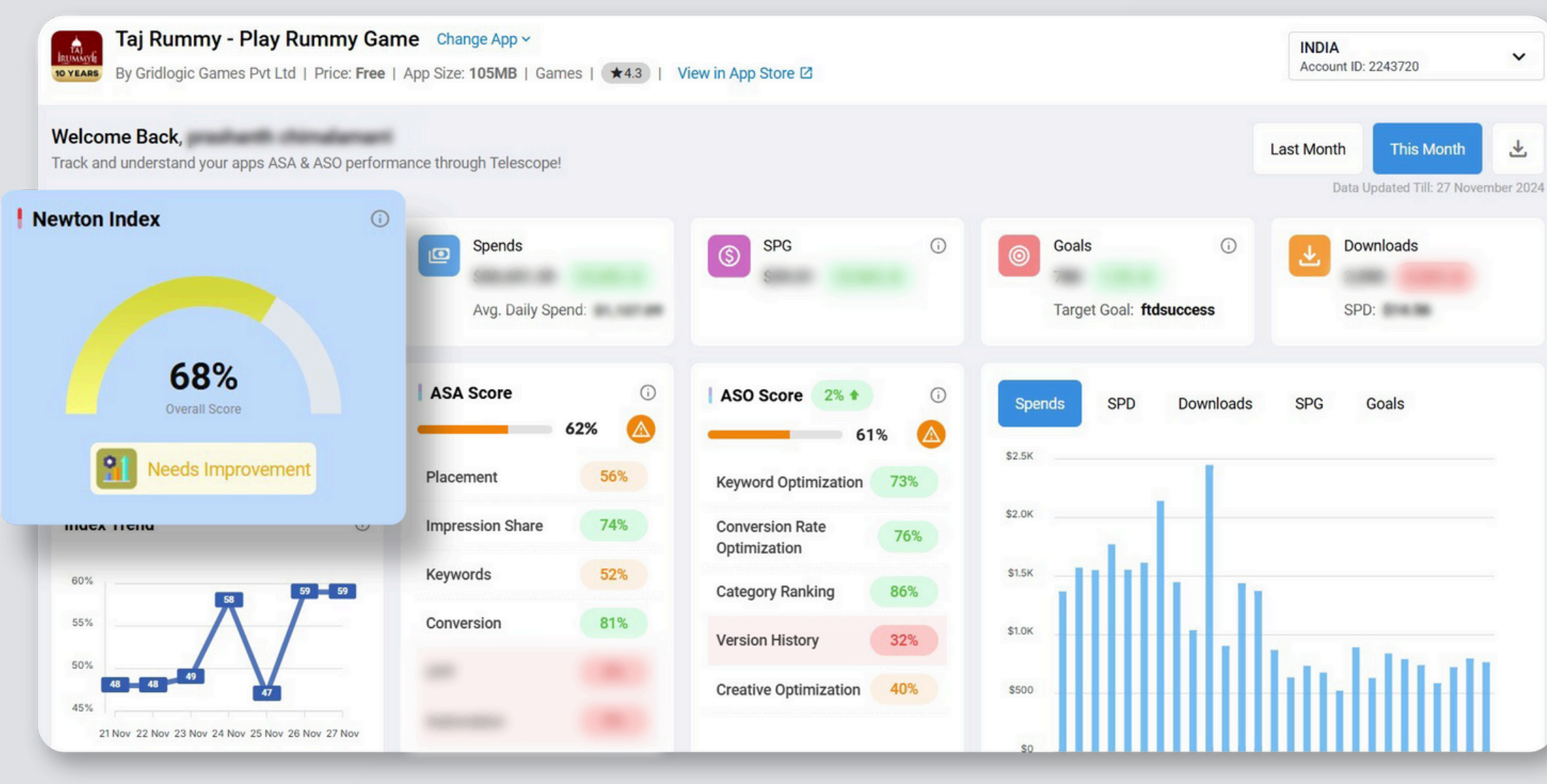
Competitive Benchmarking & Share of Voice (SOV):

Telescope monitored Share of Voice (SOV) for critical keywords, providing valuable insights into Taj Rummy's performance against competitors. For instance, if competitors held a 60% SOV on a keyword like "rummy app," Telescope identified opportunities to increase bids and introduce creative variations, enabling Taj Rummy to reclaim a larger share. This competitive benchmarking facilitated proactive adjustments, ensuring that Taj Rummy maintained a leading edge.



Creative Optimization

Telescope analyzed ad creatives at the FTD level to identify those most effective with users. Creatives emphasizing "instant deposits" and "real cash rewards" performed best, guiding campaign optimizations. High-performing creatives were continuously monitored and prioritized with increased budgets to maximize returns.



Taj Rummy's Accelerated Growth with **Apple Search Ads**



Rule-Based Automation for Campaign Optimization:

Newton implemented Rule-Based Automation to streamline campaign management with specific rules set on TTR, CR, FTD, CAC, etc

- **Keyword Scaling:** High-performing keywords (e.g., TTR > 5%, CR > 40%, CAC < \$40) were automatically scaled up to capture more valuable traffic
- **Pausing Underperformers:** Keywords with poor performance metrics were paused to prevent wasted budget
- **Time-Sensitive Adjustments:** Bids were increased during peak hours and weekends to capture higher traffic volumes
- **CAC Control:** Bid adjustments ensured that the campaign stayed within the defined Customer Acquisition Cost (CAC) targets
- **Efficient Budget Allocation:** The system dynamically allocated the budget to the most impactful keywords, maximizing campaign effectiveness and responsiveness.



Real-Time Bid Optimization with Machine Learning Algorithms:

Newton utilized ML Algorithms to adjust bids based on real-time user-behaviour:

- Analyzed organic user behavior, such as peak activity times and session patterns, to use high-conversion behaviors in ASA campaigns
- Bid adjustments were tailored to specific times of the day and week ensuring maximum exposure to high-intent users during peak moments
- Adjusted bids in real-time based on keyword performance to secure higher SOV and optimize budget utilization



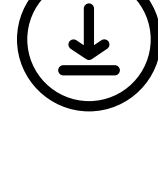
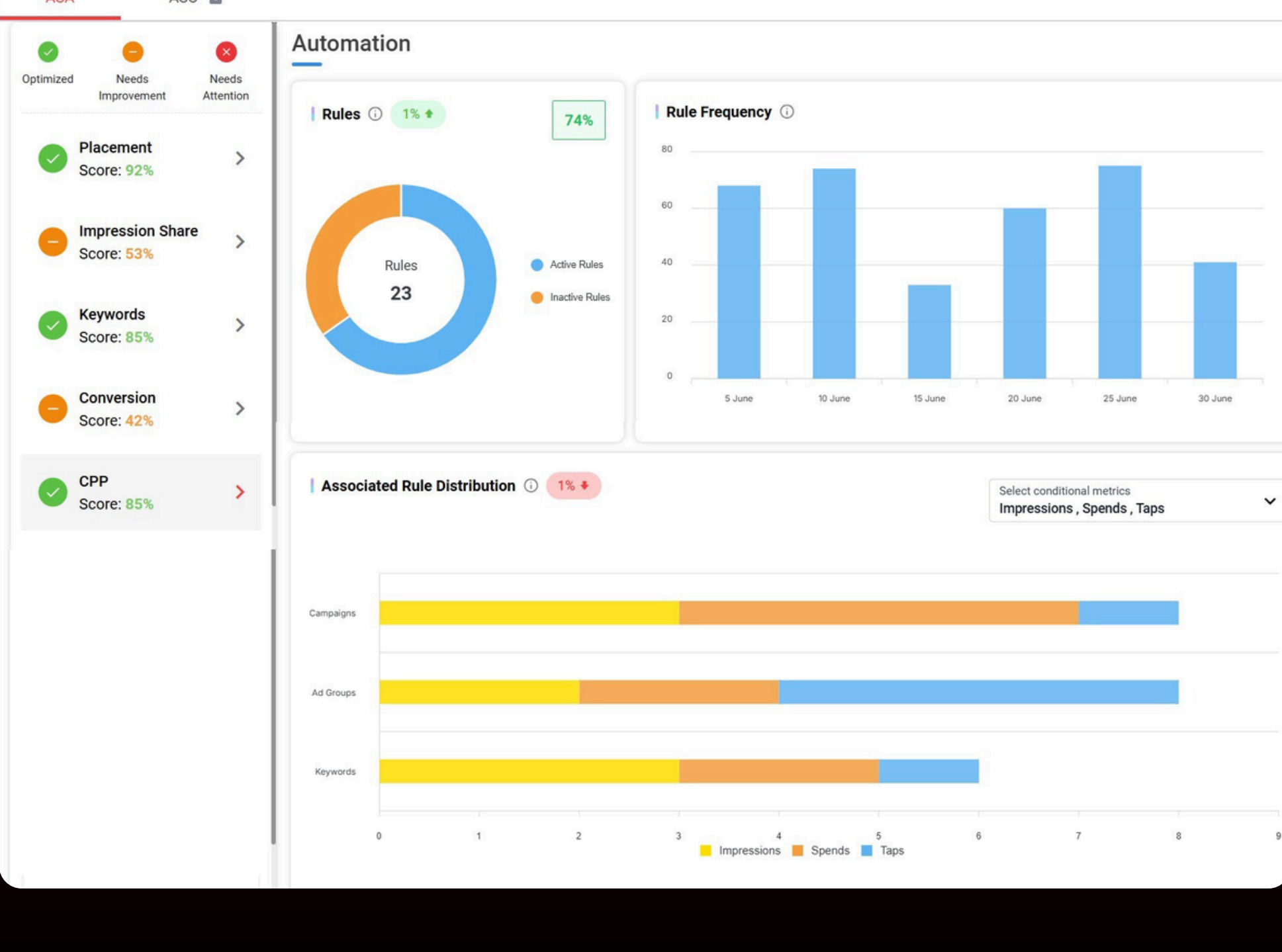
Strategic Scaling with Data-Driven Insights

Newton's platform provided in-depth insights into user behavior and keyword performance, enabling:

- Strategic scaling of campaigns by focusing on keywords with the highest relevance and conversion potential
- A continuous feedback loop that refined targeting precision, ensuring campaigns consistently reached the right audience



Duration: 3 Months



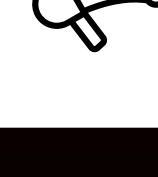
20x
First-Time
Downloads



Improved
Cost Efficiency



Maximized
ROAS



Sustainable
Campaign
Scaling

Summing it all up :

By partnering with Newton, Taj Rummy achieved its goal of acquiring high-spending iOS users while maintaining exceptional cost efficiency. Newton's advanced ASA capabilities, such as rule-based automation and real-time bid optimization, combined with the powerful insights from Telescope, transformed their campaign performance. Telescope provided in-depth audits, competitive benchmarking, and actionable recommendations, enabling Taj Rummy to refine its app store strategy and stay ahead of competitors. This collaboration not only drove exponential growth and long-term profitability but also underscored Newton's expertise in ASA optimization, offering unparalleled tools and proven results for businesses seeking to scale effectively.

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

Get Started Now!