



# Insights into **Global Mobile Game** Marketing Trends for H1 2025

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With SocialPeta, you can spy on your competitors' ad data, and get ad data from networks, media, and advertisers around the world to inspire you. SocialPeta covers more than 80 countries/regions and over 80 well-known ad channels worldwide, such as Facebook, Twitter, YouTube, TikTok, and Unity. We provide nearly 1.6 billion ad creatives, updating millions each day. Through **duration, impressions, popularity, and interactions**, we can quickly locate the active high-quality creatives which will be provided to you in real time to help with your marketing plan.

As one of the world-leading advertising and marketing platforms, SocialPeta boasts a huge database and the experience of working with thousands of game companies and providing mobile game workers with more practical methods in order to develop more popular games.

# 6M

APP Advertisers

# 1.6B

APP Ad Creatives

# 1.20M

Daily Updates

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Founded in 2015 in Santa Clara, Silicon Valley, NewsBreak completed its \$115 million Series C funding round in January 2021, becoming a newly minted unicorn company.

Positioned as a “local news & information” platform, NewsBreak leverages its **unique “precise geolocation” technology** to deliver highly relevant local news and information to users across the U.S. Currently, NewsBreak has **over 16 million daily active users**, partners with more than 2,000 publishers nationwide, and reaches users in over 20,000 cities, making it the leading local news platform in the U.S. It consistently ranks at the top in downloads and user engagement in U.S. mobile app stores.

With its all-in-one proprietary advertising platform, NewsBreak **offers highly targeted and high-conversion advertising services**, helping advertisers drive business growth.

# 16M

Daily Active User

# 40M

Monthly Active Users

# 2K+

nationwide publisher  
network across the U.S.

<https://www.newsbreak.com>

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# Industry Insights



**When asking about the opportunity in mobile gaming and the major trends sharpening the industry,** the in-game advertising market is estimated to reach \$124.5 billion in 2025, and its growth is primarily driven by increased mobile ad spending. While frequently undervalued in market reports, in-game advertising is poised for significant growth.

**Growth in the in-game advertising industry is supported by:**

- **Mobile Ad Spending:** The rise in mobile ad spending, particularly in Western countries, is a key driver. In the US for 2025, retail accounts for 26.7% of total mobile ad spending, followed by CPG (Consumer Packaged Goods) at 16.5%, and financial services at 13.1%. Mobile ad spending also constitutes a significant share of total digital ad spending across various industries, including telecom (72.70%), technology & electronics (72.20%), and CPG (69.30%).
- **The fact that despite users** dedicating a substantial amount of time to gaming, the share of game advertising in overall mobile ad spending significantly lags behind. This creates a considerable growth of investment in that space.
- **In-game advertising in Emerging Markets:** In-game advertising holds significant importance in many countries, and its monetization is growing in emerging markets. For example, in 2025, Brazil's estimated in-game advertising revenue is \$1,058 million, compared to \$405 million for in-app purchases and subscriptions. Similarly, in India, in-game advertising is estimated at \$773 million versus \$297 million for in-app and subscriptions.
- **Player Engagement:** Rewarded ads, which offer in-game benefits for watching, encourage players to engage more with games.

Mariusz Gasiewski

CEE Mobile Gaming and Apps Lead at [Google](#)



**When talking about the biggest challenges facing the gaming industry**, one of the challenges in gaming right now is the **illusion of scale through AI-generated creative** — without a real strategy behind it. AI has made it easy to mass-produce assets, but that's only effective if we feed it the right signals. **Without clear frameworks, methodology, and collaboration between UA and creative teams, we're simply flooding the ecosystem with noise.**

As highlighted in [AppsFlyer's 2024 Creative Report](#), the **top 2% of creatives account for 53% of ad spend in gaming** (and 43% in non-gaming), meaning only a small portion of creatives actually drive performance. This concentration reveals the massive waste happening when creative is produced without purpose or insight.

Yet, many teams still expect a UA manager to suddenly act as a creative strategist. That's a mistake.

**Creative strategy is a discipline.** It involves understanding motivations, emotional triggers, narrative pacing, and audience segmentation. You can't just hand an AI tool to a UA person and expect top-performing creatives.

What we can do is empower them through: 1) **Training on emotional storytelling frameworks**; 2) **Exposure to genre-specific creative benchmarks**; 3) **Clear tagging systems for winners AND low performers**; 4) **AI tools fine-tuned on real retention and monetization data**

AI is a production tool. But to win, teams need to define creative purpose and give the AI the right learning loop, people and skills. Story-driven ads, for example, are highly underutilized. According to the same article, **"Failure-to-success" story arcs in hypercasual games drive 78% higher IPMs**, yet receive significantly less budget than traditional visual hooks. That's not a production problem — it's a strategic blind spot. The real challenge isn't AI. It's our readiness to train **teams and models** with intentional frameworks, and to **redefine collaboration** between UA and creative roles.

**Claire Rozain**  
CEO at RZain Consulting



**User acquisition still remains the top challenge in the mobile free to play games market.** Because of this we are continually seeing the advancement of the fake ads product funnel strategy that is prevalent mainly in the 4X and Casual Puzzle genre. **All other genres are slowly taking note of this strategy and it is steadily proliferating into other categories mainly through ad creatives first.** This complex UA funnel is still mostly executed by Asian companies except few western exceptions with extremely proficient UA expertise such as Playrix, Nexters, Scorewarrior and Dream Games.

### **Current state of Fake Ads product pipeline**

The funnel of fake ads got more and more complex throughout the years. It starts with a fake ad, which usually doesn't even show the genre core gameplay, as that would immediately raise the CPI of the ad. Therefore it shows something such as a heavily accessible minigame, for instance the gates mechanic runner, which is then implemented into the onboarding part of the game to mitigate the contrast between the fake ad and the actual gameplay. Slowly this "onboarding" core is sunsetted as the player progresses throughout the game at which point the game unfolds the main core gameplay - for instance 4X battle with games such as Kingshot or Whiteout Survival.



**Jakub Remiar**

**Product Game Design Consultant at [Two & Half Gamers](#)**



The mobile gaming genre landscape is evolving rapidly in H1 2025, and we've seen very distinct shifts across hypercasual, hybrid casual, and traditional casual segments:

### **Hypercasual Games:**

The traditional hypercasual model — which was once built on rapid testing and ad monetization — is now facing saturation. We are observing shorter product life cycles, higher CPIs, and lower retention. To survive, hypercasual titles must now integrate light progression elements, retention mechanics, and even occasional in-app purchases. Creative production cycles have become much shorter, and performance is increasingly driven by high-quality, platform-native creatives, particularly on TikTok and Reels.

### **Hybrid Casual Games:**

This is the space where most innovation is happening. Hybrid casual blends accessible core loops with monetizable mid-core elements such as leveling systems, narrative progression, or idle layers. These games strike a balance between user-friendly onboarding and long-term value. We've seen titles in this space perform well across both monetization models — ad-based and IAP-driven — and appeal to wider audiences in Tier 1 and Tier 3 regions alike. They also benefit from wider UA targeting due to better retention and monetization metrics.

**S. M. Mehdi Rizvi**  
Head of Growth at [ASOMEHDI](#)



**In my opinion, the top strategies for user acquisition in the competitive market is diversification.**

Focusing on one channel limits growth and increases risk. **My top strategy for user acquisition is to diversify with Mobile OEM Display Ads, which engage users at key stages and complement traditional networks for stronger ROI.**

By leveraging native, premium placements on devices from Samsung, Xiaomi, OPPO, Vivo and others, OEM Display Ads with our mobile partners reach over 1.5 billion daily active users, covering 86% of Android devices worldwide. These placements appear where users naturally engage, beyond crowded app stores and social feeds.

Benefits of OEM Display Ads:

- **Keeps your app visible post-setup in premium OEM-owned placements**
- **Expands reach to high-intent audiences in untapped markets**
- **Supports creative testing and brand awareness campaigns**
- **Advanced targeting capabilities like appographic and user behavior targeting**

This mix ensures reach, engagement, and sustainable growth even in crowded markets.

Ashwin Shekhar  
CRO & Co-Founder at AVOW at [AVOW](#)



Based on Adikteev's analysis of hundreds of gaming campaigns, **it's become evident that retargeting is just as vital as user acquisition (UA) in driving long-term revenue.**

Data shows that 96% of in-app purchase revenue comes from users who were active within the past 1–2 days, while only 18% return organically by day 3–7, contributing a mere 3% of revenue—and after day 7, those numbers fall below 1%.

**During this time, up to 68% of inactive users are being picked up by competitors through retargeting, meaning your UA spend ends up benefiting someone else.**

That's why top-performing apps begin retargeting from day 3–7, when users still recall the game but are slipping away fast.

Retargeting at the right time—not necessarily frequently—is key to maximizing ROAS.

And for marketers wondering whether retargeting truly works, incrementality testing provides the answer. By comparing exposed and control groups, this method isolates the real impact of retargeting, proving it drives incremental performance beyond organic return.

**Simply put, UA brings users in, but retargeting keeps them engaged and monetizing.**

Running both in tandem is essential in today's competitive gaming landscape.

**Junsung Park**  
APAC Sales Director at [Adikteev](#)



**When it comes to emerging trends in H1 2025, the shifts in ad creatives have been especially noteworthy.** First, TikTok has changed the game for gaming ads. Fast, attention-grabbing scenes of 1-2 seconds each now dominate.

Second, Live-action creatives are on the rise, now with bigger budgets and TikTok-style fast cuts. Also, AI is everywhere — from photorealism to glitchy, Gen Z-friendly aesthetics. And the tone of voice in mobile ads has largely shifted to a meme-driven, conversational style.

AIGC is booming thanks to its speed, low cost, and flexibility — perfect for generating multiple variations for testing and iterating quickly.

On the UA side, we're seeing shorter learning cycles, more aggressive creative testing, and greater reliance on automated campaign structures like Advantage+ and Target ROAS. There's also a stronger focus on creative diversification, platform-specific strategies, and feeding the algorithms with fresh, high-performing assets at scale.

**As for the opportunity in mobile gaming industry, it's been said many times already, but the fact is — AI is quickly becoming an indispensable tool.** Creative tasks like concept creation, voiceovers, and editing are already being streamlined with AI.

But beyond that, AI is playing a growing role in user acquisition — from campaign optimization and audience segmentation to automated creative testing, predictive LTV modeling, and keyword search for ASA and Google Ads. Many of these processes can now run with minimal human input, enabling faster decision-making and more efficient budget allocation.

Still, human oversight remains essential for strategic direction, creative quality, and interpreting edge cases. The teams that successfully blend AI automation with human expertise will be the ones driving the next wave of scalable, performance-driven UA for mobile games.

**Julia Morozova**

**PR & Marketing team lead at [AdQuantum](#)**



**As for the next opportunity or disruption in mobile gaming industry, in my opinion non-intrusive in-game audio advertising will present a major opportunity in mobile gaming.**

These ads represent a large opportunity for gaming studios by offering a non-intrusive, revenue-generating format that seamlessly integrates into gameplay. As traditional advertising channels become oversaturated, in-game audio provides a fresh, immersive way to reach players without disrupting the user experience. Unlike video or banner ads, which often pause the game or clutter the screen, audio ads play naturally similar to in-game radio or ambient sounds preserving player immersion while monetizing active playtime.

**For free-to-play and mobile games especially, audio ads unlock additional monetization without increasing ad fatigue or forcing players into watching content.** This means studios can generate more revenue per session while keeping user satisfaction high.

Overall, in-game audio ads offer studios a scalable, player-friendly monetization strategy that enhances user experience while opening new streams of sustainable revenue. Currently majority of the top 10 casual gaming studios are busy implementing them.

**Zack Weiss**  
Gaming/Brand Lead at [Odeeo](#)





Generative AI is changing mobile game development in a big way. Game designers, PMs, and developers are adopting GenAI faster than any other tool since the Unity engine hit the mobile market for low end cross platform development. **GenAI created faster release cycles and widened the aperture of those who can build mobile games.**

I spoke with several designers and product managers who don't write code professionally and recently built games without aid from any developers. Granted these games are often prototypes and just "good enough" to release, but getting user feedback and analytics early on allows their studios to refine ideas that are more testable in higher volume.

**One of the big reasons for the hyper-casual boom in 2015 was not just the new monetization model and game play, it was also the speed games were tested in the market.** Because the game mechanics of hyper-casual games are simpler to build, the development of games in the category reduced the time to market, and allowed game developers to iterate and test more concepts, particularly when developing GTM strategies and materials. A similar pattern is happening again with generative AI but with higher quality games. Higher quality game ideas can undergo faster release cycles with smaller teams and less investment and, as a result, I'd expect a boom of new ideas that compete in the market.

I don't think we've seen any scaled "hits" come out yet, but it's only a matter of time.

**Christopher Farm**  
Co-founder & CEO at [Tenjin](#)



When it comes to new strategies or innovations, **one of the most impactful shifts I've seen this year is the rise of personalization—particularly how companies that have introduced new personalization features are seeing significant gains in both retention and ARPU.** Why? Because where you build connection, revenues follow. The problem then shifts to how to scale. That is where smart app companies (gaming and non-gaming) are harnessing AI to personalize, and more importantly, predict which ads and experiences will resonate with specific audiences.

AI has become the superpower that can transform ordinary marketers into extraordinary ones and provide small companies the punch to achieve big results. But it is not about producing more campaigns or creatives; **the leaders will be the ones who drive a full-cycle creative strategy, from insight to execution, replacing guesswork with replicable success recipes.** This is already happening at studios like GOAT Gaming, and the results are impressive, where AI is at the center of how decisions are made, scaled and validated across the entire organization. From marketing to finance, everyone is shipping software (!)

Zooming out from examples like this, it's easy to see that marketing reinvention is underway, and the next frontier is not about producing more. It's about recognizing patterns and decoding what is at the core to power platform-specific optimizations and, ultimately, wash, rinse and repeat success at scale.

Peggy Anne Salz  
Podcast Host at [Pocket Gamer](#)



With increasing competition in the mobile gaming landscape, efficiently acquiring users is more challenging than ever. **But there's a data-backed way to consistently drive higher conversions: custom product pages (CPPs).** Custom product pages are alternate versions of your App Store product page that can be tailored to specific keywords, user intents, or campaigns. They offer a rare opportunity to create highly targeted campaigns without increasing spend. While Apple allows app marketers to create up to 35 CPPs to match user intent, data from AppTweak's ASO trends & benchmarks report shows that in 2024, CPPs were underutilized: 1) Only 26% of top mobile games used CPPs; 2) And just 8% used more than five CPPs

**Gaming apps that leveraged CPPs saw significant performance gains:**

- +3.5% average lift in conversion rate across all CPP usage
- +4.6% lift in conversion rate in competitor campaigns
- +4.2% lift in conversion rate in generic campaigns

**Gaming apps can take advantage of CPPs to:**

- Tailor CPPs to appeal to different player profiles (e.g., casual vs. midcore gamers)
- Promote gameplay mechanics, events, or characters
- Personalize for seasonality, like holidays or region-specific events
- Re-engage churned users with fan-favorite content

From deep links that guide users directly into gameplay to localized screenshots and campaign-specific visuals, CPPs help UA teams connect with the right players at the right time.

As paid UA costs rise, CPPs remain a powerful, cost-effective tool to personalize acquisition and maximize Apple Ads performance. For gaming apps ready to compete and better align their App Store creatives with user intent, CPPs possess untapped potential to boost performance, lower CPIs, and capture high-intent users.

**Oriane Ineza**

Content Marketing Specialist at [AppTweak](https://www.apptweak.com)



**Playable ads are revolutionizing how games scale by offering interactive mini-games that let potential players experience core gameplay mechanics before installation.** Those who engage deeply are far more likely to convert and stick around. This self selection drastically reduces wasted impressions on low intent users, driving down overall CPI and increasing Day 1 retention.

**To further close the innovation gap, emerging technologies like AI are being integrated into playable ads.** For example, PlayableX has built an AI-first playable editor that lets users tweak their creatives using simple natural-language commands. The AI can instantly spin up A/B test variants, boosting the odds of finding a winning version. It also pulls in rich data, competitor playables, top-performing ads, and extracts best performing game-loop patterns from top spending competitor ads to make evidence-based suggestions that maximize performance.



**Nehir Usta**  
Co-Founder at [PlayableX](https://playablex.com)

01

# Marketing Trends of Global Mobile Games in H1 2025



# Advertising Trends in Global Mobile Games in H1 2025

There were nearly 90K monthly mobile game advertisers and over 7K new advertisers.

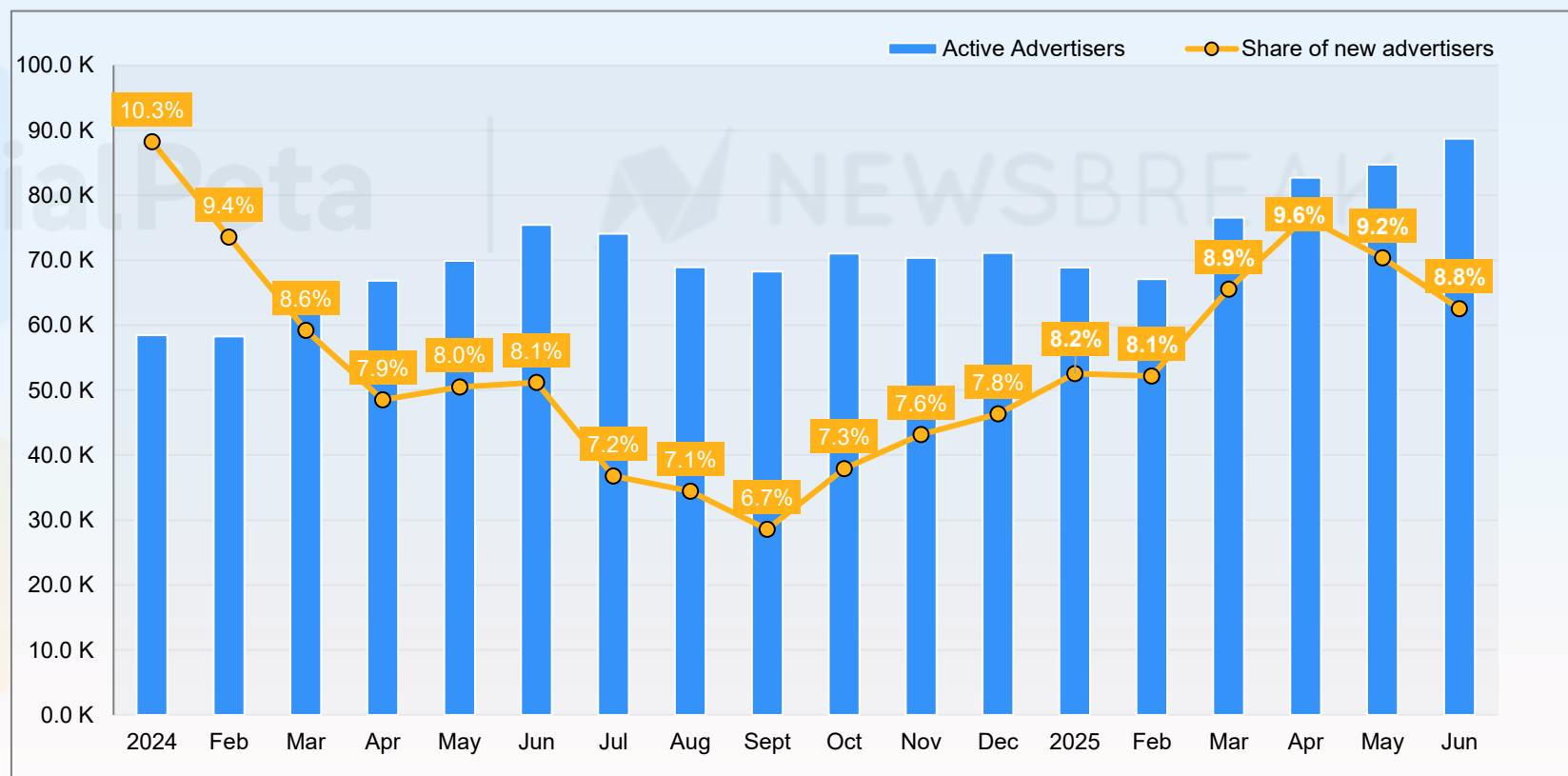
- In H1 2025, there were an average of over 78K monthly mobile game advertisers, up 17.2% from a year ago. Monthly mobile game advertisers had increased since February to reach a peak of nearly 90K in June.
- There were 6900 new mobile game advertisers per month in the first half of this year. Among which, April contributed over 7900 new advertisers, the highest number, accounting for 9.6%.

## Monthly active advertisers in H1 2025

**78.1K** YoY 17.2%↑

## Share of monthly new advertisers in H1 2025

**8.8%** Monthly new advertisers: 6.9K



# Trends in New Ad Creatives for Global Mobile Games in H1 2025

The share of advertisers with new creatives and the share of new creatives showed rising trends in the first half of this year, and both peaked in April.

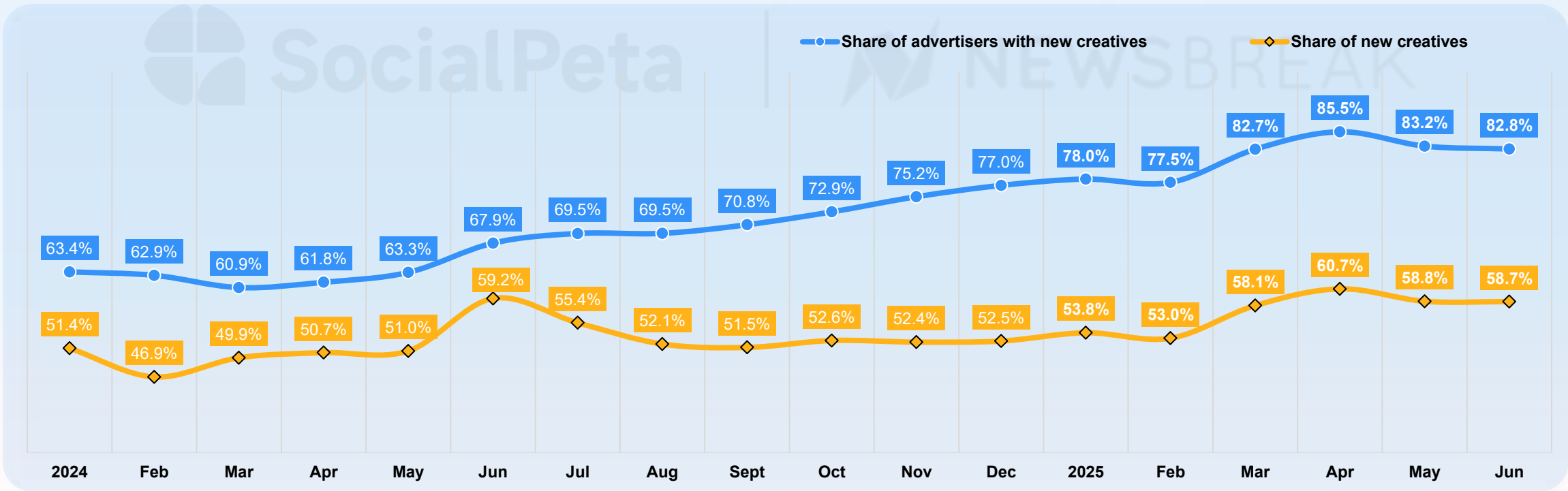
- In H1 2025, over 81% of monthly advertisers used new creatives on average, up 18.2% YoY, surpassing 80% as early as March.
- Since March, the share of monthly new creatives surged, peaking at over 60% in April. The H1 2025 average reached 57%, up 5.7% YoY.

81.6% YoY: 18.2%↑

Share of monthly advertisers with new creatives in H1 2025

57.2% YoY: 5.7%↑

Share of monthly new creatives in H1 2025

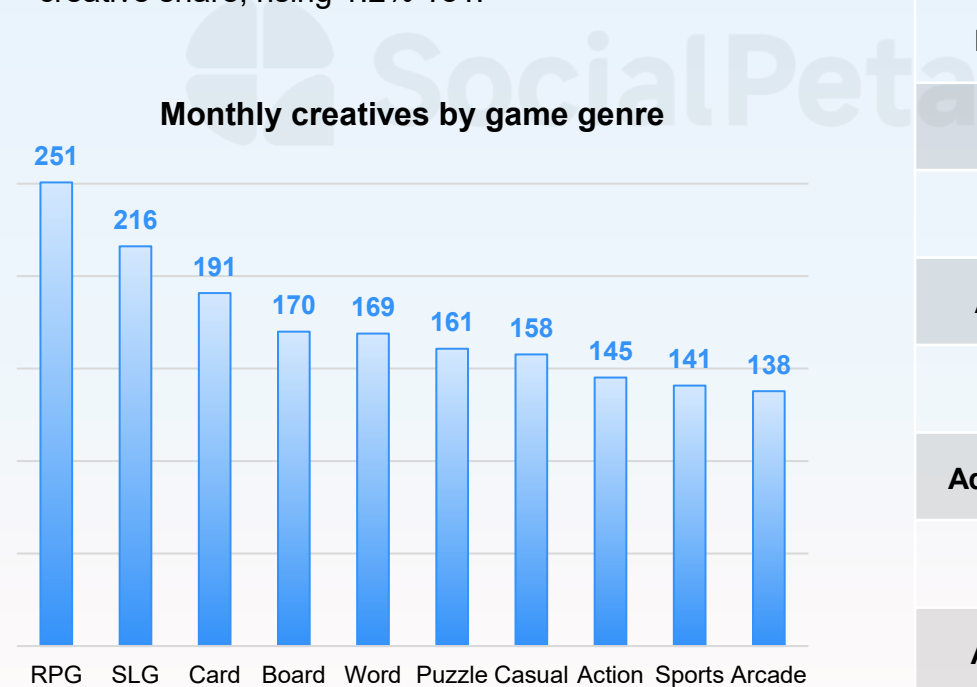


Source: SocialPeta, based on data that were captured and analyzed.  
Date Range: Jan 2024 - Jun 2025

# Advertising Analysis of Global Mobile Games by Genre in H1 2025

RPGs still formed the fiercest advertising competition. Casino games' shares of advertisers and creatives increased significantly.

- RPGs led all genres with 224 monthly creatives per advertiser, marking the fiercest ad competition, followed by SLGs and card games at 157.
- Casino games had the second-largest share of advertisers, up 14.5% YoY. Puzzle games saw the biggest growth in creative share, rising 1.2% YoY.



Genre	Share of advertisers	YoY Change	Genre	Share of creatives	YoY Change
Casual	26.1%	-1.8%	Casual	29.0%	-2.6%
Casino	20.6%	9.9%	Puzzle	12.2%	0.4%
Puzzle	10.8%	-2.2%	Casino	11.2%	5.7%
SIM	8.5%	-0.4%	RPG	10.5%	-1.4%
RPG	6.0%	-0.2%	SIM	7.7%	-0.2%
Action	5.7%	-1.1%	SLG	6.0%	-0.8%
SLG	4.0%	-0.6%	Action	5.8%	-0.4%
Adventure	3.1%	-0.6%	Card	3.7%	0.2%
Card	2.8%	-0.3%	Board	2.8%	0.3%
Arcade	2.5%	-0.9%	Adventure	2.6%	-0.8%

# Marketing Analysis of Mobile Games in Top Regions in H1 2025

Europe recorded over 40K monthly mobile game advertisers. North America was in the fiercest marketing competition in the first half of this year, followed by Hong Kong, Macao, and Taiwan.

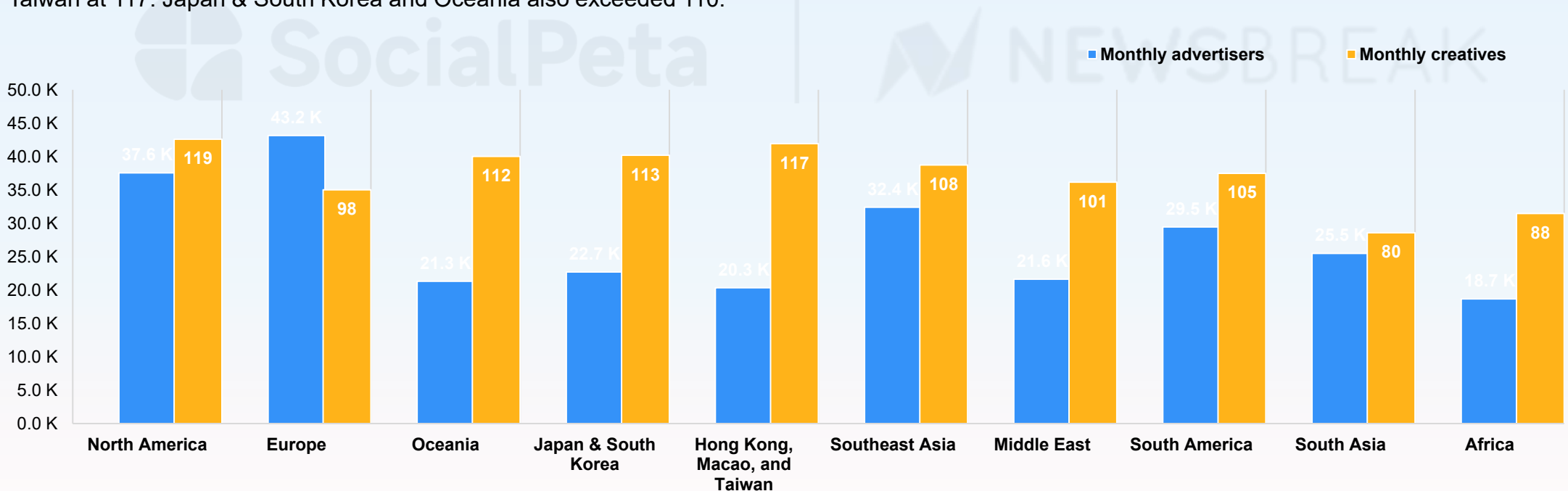
- In H1 2025, Europe led with over 43K monthly mobile game advertisers, up 10K YoY, followed by North America with 37K and Southeast Asia with over 30K.
- In H1 2025, North America saw the fiercest ad competition with 119 monthly creatives per advertiser, followed by Hong Kong, Macao, and Taiwan at 117. Japan & South Korea and Oceania also exceeded 110.

Highest monthly advertisers:

43.2K in Europe

Highest monthly creatives per advertiser:

119 in North America



# User Characteristics of Emerging Platforms Represented by NewsBreak

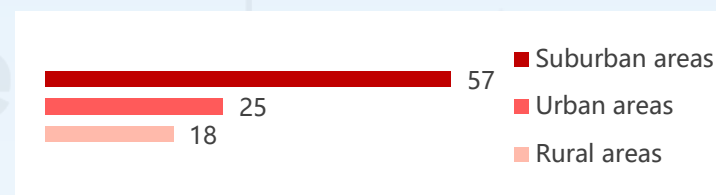
## User Profiles, Media Consumption, and App Usage Habits

The core user base consists of mature individuals aged 45 and above, with a balanced gender distribution.



Overall, users are located “near-urban, non-core” areas, with a high proportion residing in suburban regions.

Users lead stable lives with ample free time, value a high-quality lifestyle, and show strong interest in local news and current affairs.



These are highly engaged users who frequently consume news during fragmented periods throughout the day.

**4 times** daily app opens, **14%** above industry average

**#4** US News APP user engagement ranking

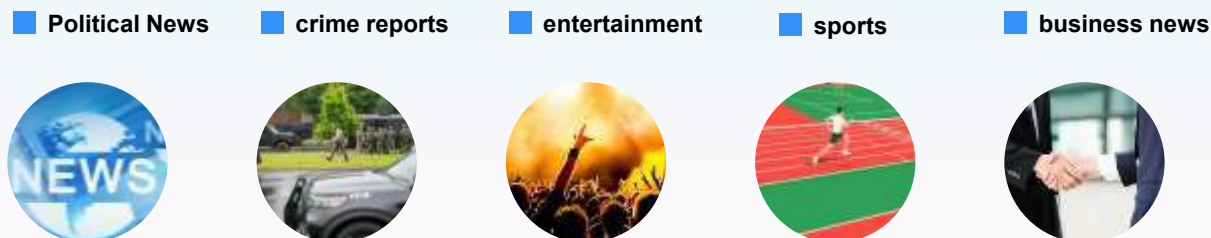
**5X** gaming user engagement vs. user engagement in general

### Trending Content

Users care about **local news** that happens in their **surrounding communities** and is highly relevant to themselves.

During **major political events or annual sports events** (such as the Super Bowl), NewsBreak’s news feed PV shows significant spikes, making it the most prominent area of user interest.

### The most popular content categories on NewsBreak, ranked in order, are:





# Summary of Popular Creative Highlights

## Curiosity and exaggeration to capture attention

### Failure Challenge Type

Intentionally playing poorly to trigger users' "Let me try" mentality.

Example: Watch how I got stuck on Level 1 of a 100-level game.

### Exaggerated Comparison Type

Before-and-after contrast with a sense of progression or upgrade.

Example: LV.1 vs. LV.99 (skills, characters, houses, pets, etc.)

### Visual Contrast Type

Odd actions and illogical gameplay that capture attention through curiosity.

Example: Making water flow upward—counterintuitive but intriguing.

## Gameplay demonstration

### Three-Step Tutorial Method

Simple actions + Clear goals + Reward feedback

Example: Swipe → Merge → Upgrade → Receive reward

### "What Would You Choose?" Interactive Format

Present options to prompt comments or user reflection

Example: Save your mom or your girlfriend? Merge the left or the right side?

### Hyper-Casual Speedrun Levels

Show fast-paced level completions with clear logic

Example: Clear a level in 3 seconds, paired with fast-paced music

## Storyline and scenario integration

### Conflict-Driven Storylines

Open with emotional tension to grab attention

Example: A couple fighting over who gets to play the game first

### Emotion-Triggering Format

Show everyday frustrations and position the game as a way to "relieve stress" and relax

### Everyday Life Scenarios

Show gameplay in relatable settings like the subway, kitchen, or bedroom to highlight "play anytime, anywhere"

Example: "One round before bed" or "A quick break during lunch"

## Brain challenges

**Emphasize the Addictive & Challenging Nature**  
Highlight the "hooked," "brain-burning," and "can't stop playing" feeling.

### Wrong Answer Challenge / Can You Get It Right?

Example: 99% of people got this wrong — can you choose the right answer?

**Optical Illusions & Mini-Tests**  
Use visuals that trick the eye or quick brain teasers to attract attention and spark interaction

Example: Can you spot what's wrong with this card at first glance?

**Progress Bar Integration**  
Incorporate level progress to spark users' competitive drive

Example: I only made it to level 12 — how far can you go?

02

# Lists of Top Global Mobile Games in H1 2025

# Top 20 Games on the App Store by Downloads & Revenue in H1 2025



## Downloads Chart

1		<b>Block Blast!</b>	Hungry Studio	11		<b>Gardenscapes</b>	Playrix
2		<b>Township</b>	Playrix	12		<b>Whiteout Survival</b>	Century Games
3		<b>Roblox</b>	Roblox	13		<b>Pizza Ready</b>	Supercent
4		<b>Subway Surfers</b>	Sybo Games	14		<b>Candy Crush Saga</b>	King
5		<b>LastWar: Survival</b>	FUNFLY PTE. LTD.	15		<b>Free Fire</b>	Garena
6		<b>Color Block Jam</b>	Rollic Games	16		<b>Among Us!</b>	InnerSloth
7		<b>Perfect Tidy</b>	OneSoft	17		<b>Vita Mahjong</b>	Vita Studio
8		<b>Pokémon TCG Pocket</b>	Pokemon	18		<b>Magic Tiles 3</b>	Amanotes
9		<b>8 Ball Pool</b>	Miniclip	19		<b>Squid Game: Unleashed</b>	Netflix
10		<b>Goods Puzzle: Sort Challenge</b>	OneSoft	20		<b>Royal Match</b>	Dream Games



## Revenue Chart

1		<b>Royal Match</b>	Dream Games	11		<b>Gardenscapes</b>	Playrix
2		<b>LastWar: Survival</b>	FUNFLY PTE. LTD.	12		<b>Brawl Stars</b>	Supercell
3		<b>Pokémon TCG Pocket</b>	Pokemon	13		<b>PUBG MOBILE</b>	Tencent
4		<b>MONOPOLY GO!</b>	Scopely	14		<b>モンスターストライク</b>	XFLAG
5		<b>Whiteout Survival</b>	Century Games	15		<b>Clash of Clans</b>	Supercell
6		<b>Candy Crush Saga</b>	King	16		<b>Gossip Harbor®</b>	Micro Fun
7		<b>Roblox</b>	Roblox	17		<b>Call of Duty®: Mobile</b>	Tencent & Activision Blizzard
8		<b>Coin Master</b>	Moon Active	18		<b>eFootball</b>	KONAMI
9		<b>Township</b>	Playrix	19		<b>Honkai: Star Rail</b>	miHoYo
10		<b>Pokémon GO</b>	Niantic	20		<b>Toon Blast</b>	Peak Games

Source: SocialPeta - APP Intelligence; the revenue list is based on in-app revenue in App Store, excluding revenue from China's mainland and revenue from third-party advertising.  
Date Range: Jan - Jun 2025




# Top 30 Games by Advertising on iOS in H1 2025

1		<b>Lands of Jail</b> EWORLD	SLG	11		<b>Zen Word®</b> Learnings	Word	21		<b>Paint by Number Coloring Games</b> Learnings	Board
2		<b>Mafia City</b> Yotta Games	SLG	12		<b>冰的啦! 企鹅逗阵战</b> Dream Of Dragon Games	SLG	22		<b>NINETY THOUSAND ACRES</b> DH Games	SLG
3		<b>Draconia Saga GLOBAL</b> Zlongame	RPG	13		<b>The Grand Mafia</b> Yotta Games	SLG	23		<b>Endless Grades: Pixel Saga</b> Lightcore Games	RPG
4		<b>Braindom</b> Matchingham Games	Casual	14		<b>主公快逃</b> Bingchuan Network	RPG	24		<b>One Line: Drawing Puzzle Game</b> Kidding Box	Casual
5		<b>Zen Color</b> Learnings	Board	15		<b>Idle Office Tycoon</b> Warrior Games	SIM	25		<b>Penguin GO! TD</b> Dream Of Dragon Games	SLG
6		<b>Last War: Survival</b> FUNFLY PTE. LTD.	SLG	16		<b>Jigsawscapes®</b> Learnings	Puzzle	26		<b>英雄刷刷刷</b> 37Games	RPG
7		<b>MONOPOLY GO!</b> Scopely	Board	17		<b>Vita Mahjong</b> Vita Studio.	Board	27		<b>Ancient Seal: The Exorcist</b> Game Forever	RPG
8		<b>Archer0 2</b> Habby	RPG	18		<b>Play Rummy Passion Cash Games</b> Passion Gaming	Casino	28		<b>MU Immortal</b> Kingnet	RPG
9		<b>Wuthering Waves</b> Kuro Games	RPG	19		<b>Brain Who? Tricky Riddle Tests</b> Teos Oyun	Casual	29		<b>深渊: 不滅者</b> SPGame	RPG
10		<b>Block Blast!</b> Hungry Studio	Puzzle	20		<b>Riddle Test: Brain Teaser Game</b> Kidding Box	Casual	30		<b>Chúa Công Chạy Mau</b> Nexfun	RPG





















Source: SocialPeta - APP Intelligence, Advertiser Analysis; advertisers are sorted (from high to low) by the numbers of their deduplicated creatives within the date range.  
Date Range: Jan - Jun 2025

# Top 20 Games on Google Play by Downloads & Revenue in H1 2025

## Downloads Chart

1		<b>Block Blast!</b>	Hungry Studio	11		<b>EA SPORTS FC Mobile Soccer</b>	Election Arts
2		<b>Roblox</b>	Roblox	12		<b>Car Race</b>	iKame Games
3		<b>Subway Surfers</b>	Sybo Games	13		<b>Dream11: Fantasy Cricket App</b>	Dream11
4		<b>Ludo King®</b>	Gametion	14		<b>456 Run Challenge: Clash 3D</b>	Amobear Studio
5		<b>Free Fire</b>	Garena	15		<b>Snake Clash!</b>	Supercent
6		<b>Free Fire MAX</b>	Garena	16		<b>8 Ball Pool</b>	Miniclip
7		<b>Pizza Ready</b>	Supercent	17		<b>100+ Offline Games No WiFi Fun</b>	720 Games
8		<b>Mini Games: Calm &amp; Relax</b>	Unicorn Studio	18		<b>Cricket League</b>	Miniclip
9		<b>Hole.io</b>	VOODOO	19		<b>Extreme Car Driving Simulator</b>	AxeSinMotion
10		<b>My Talking Tom 2</b>	Jinke Tom	20		<b>Vita Mahjong</b>	Vita Studio































## Revenue Chart

1		<b>LastWar: Survival</b>	FUNFLY PTE. LTD.	11		<b>Brawl Stars</b>	Supercell
2		<b>Coin Master</b>	Moon Active	12		<b>Pokémon GO</b>	Niantic
3		<b>Royal Match</b>	Dream Games	13		<b>Township</b>	Playrix
4		<b>MONOPOLY GO!</b>	Scopely	14		<b>Free Fire</b>	Garena
5		<b>Whiteout Survival</b>	Century Games	15		<b>PUBG MOBILE</b>	Tencent
6		<b>Roblox</b>	Roblox	16		<b>Evony</b>	Top Games
7		<b>Candy Crush Saga</b>	King	17		<b>Honkai: Star Rail</b>	miHoYo
8		<b>Pokémon TCG Pocket</b>	Pokemon	18		<b>Mobile Legends: Bang Bang</b>	Moonton
9		<b>Gardenscapes</b>	Playrix	19		<b>Fishdom</b>	Playrix
10		<b>Gossip Harbor®</b>	Micro Fun	20		<b>Genshin Impact</b>	miHoYo

Source: SocialPeta - APP Intelligence; the revenue list is based on in-app revenue in Google Play, excluding revenue from third-party Android platforms and revenue from third-party advertising.  
Date Range: Jan - Jun 2025



















































































# Top 30 Games by Advertising on Android in H1 2025

1		<b>Vita Mahjong</b> Vita Studio.	Board	11		<b>Braindom</b> Matchingham Games	Casual	21		<b>Bible Word Puzzle</b> Learnings	Word
2		<b>Jigsawscapes®</b> Learnings	Puzzle	12		<b>One Line: Drawing Puzzle Game</b> Kidding Box	Casual	22		<b>Project Makeover</b> Magic Tavern	Puzzle
3		<b>Paint by Number Coloring Games</b> Learnings	Board	13		<b>MONOPOLY GO!</b> Scopely	Board	23		<b>Epic War</b> Bingchuan Network	RPG
4		<b>Zen Color</b> Learnings	Board	14		<b>Whiteout Survival</b> Century Games	SLG	24		<b>Coin Master</b> Moon Active	Casual
5		<b>Lands of Jail</b> EWORLD	SLG	15		<b>Qblock: Wood Block Puzzle Game</b> Learnings	Puzzle	25		<b>Hero Wars</b> NEXTERS	RPG
6		<b>Tile Explorer</b> Learnings	Puzzle	16		<b>Lords Mobile</b> IGG	SLG	26		<b>AFK Journey</b> Lilith Games	RPG
7		<b>Dark War Survival</b> Florere Game	SLG	17		<b>I9: 인페르노 나인</b> Leniu Game	RPG	27		<b>Archero 2</b> Habby	RPG
8		<b>Block Blast!</b> Hungry Studio	Puzzle	18		<b>Last Z: Survival Shooter</b> Florere Game	SLG	28		<b>Doomsday</b> IGG	SLG
9		<b>The Grand Mafia</b> Yotta Games	SLG	19		<b>Draconia Saga GLOBAL</b> Zlongame	RPG	29		<b>Capybara Go!</b> Habby	RPG
10		<b>Zen Word®</b> Learnings	Word	20		<b>Wittle Defender</b> Habby	RPG	30		<b>Evony</b> Top Games	SLG

Source: SocialPeta - APP Intelligence, Advertiser Analysis; advertisers are sorted (from high to low) by the numbers of their deduplicated creatives within the date range.  
Date Range: Jan - Jun 2025

# Top 20 Global Mobile Game Companies by Advertising in H1 2025

#	Company Name	Number of Advertised Games	Mainly Advertised Games	#	Company Name	Number of Advertised Games	Mainly Advertised Games
1	Learnings	 34	  	11	Century Games	 17	  
2	VNG	 30	  	12	Guru Puzzle Game	 36	  
3	Huuuge Games	 6	  	13	Voodoo	 208	  
4	SayGames	 131	  	14	Homa	 67	  
5	FunPlus	 28	  	15	CASUAL AZUR GAMES	 179	  
6	Yotta Games	 10	  	16	JunHai Games	 29	  
7	LoveColoring Game	 21	  	17	Eskyfun	 17	  
8	Vita Studio.	 9	  	18	Florere Game	 2	  
9	Bingchuan Network	 19	  	19	Bole Games	 16	  
10	Level Infinite (Tencent)	 56	  	20	Rollic Games	 113	  

Source: SocialPeta – Advertising Intelligence – Company Analysis; companies are sorted by their products' total deduplicated creatives from high to low. Each game is counted as a product.  
Date Range: Jan - Jun 2025

03

# Marketing Analysis of Global Mobile Games of Popular Genres in H1 2025

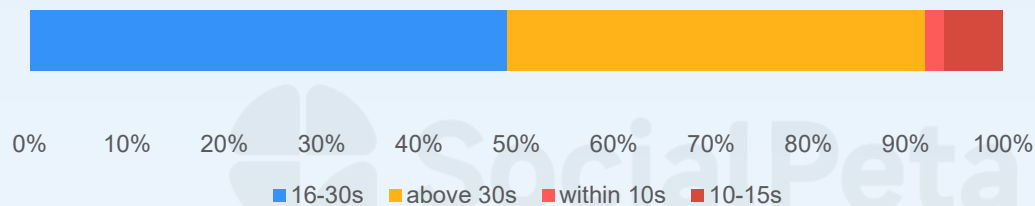


# Casual Game Marketing Insights

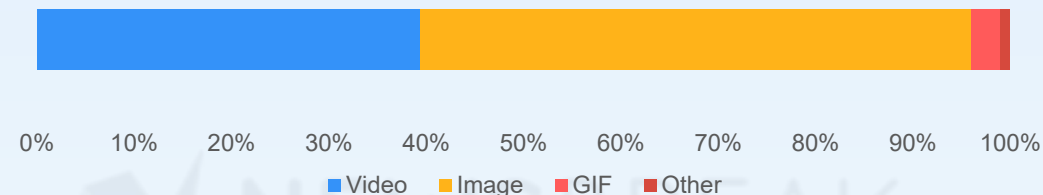
Video creatives account for 40% of total spend, with vertical videos representing a significant proportion.

Trial gameplay creatives have the lowest conversion costs.

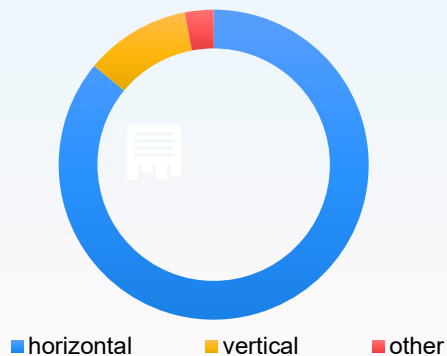
**Casual Mobile Game Video Creative Length Distribution:**  
Mature users prefer videos around 30s



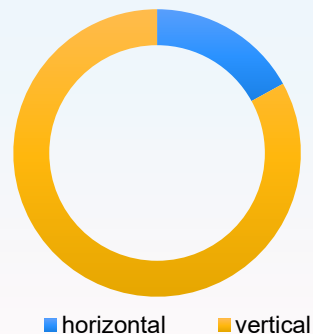
Percentage of Spend by Creative Type



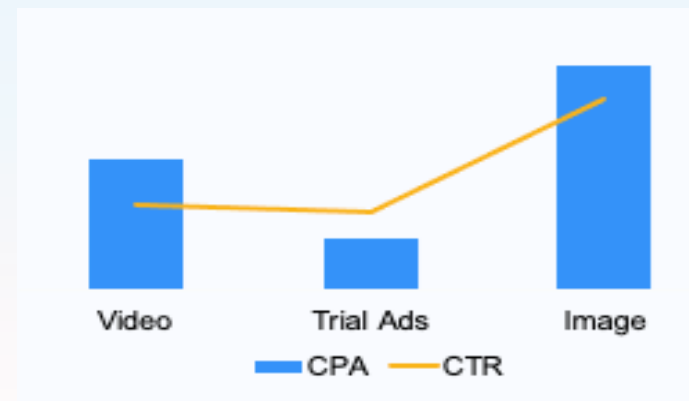
Distribution of Image Creative Formats for Casual Mobile Games



Distribution of Video Creative Formats for Casual Mobile Games



**Comparison of CPA and CTR by Creative Type:** Trial ads have the lowest conversion costs, image creatives achieve higher CTRs, and video creatives provide a balanced performance between CTR and conversion costs.



# Casual Gaming Insights: Advertising Challenges and Monetization Strategies

## Common Advertising Challenges

### Severe content homogenization leads to user fatigue and reduced engagement.

Most casual games use common gameplay mechanics like "match-3 with rewards" or "card games with levels," relying heavily on exaggerated effects or story-driven creatives. This results in a lack of originality and a gradual decline in CTR.

### Mature users have a high awareness of advertisements, resulting in a high drop-off rate within the conversion funnel.

North American users aged 35 and above have strong information discernment; landing pages that load too quickly or overly lengthy conversion paths can raise trust concerns, negatively impacting downloads and retention.

### The initial user quality is uneven, making it difficult for LTV to cover acquisition costs.

Some creatives may generate high click-through rates, but users often exhibit weak retention and low payment potential, resulting in fluctuating ROI and increased monetization pressure over time.

## Three-Step Operational Strategy

Advertising Phase	Initial Stage Build trust and lower barriers to entry	Mid Stage Creative iteration and data-driven feedback	Later Stage Full-scale scaling and refined operations
Objectives	Validate creative concepts and acquire the first batch of core users.	Increase conversions and expand the quality user base.	Scale broadly while controlling ROI fluctuations.
Challenges	High trust barriers Ads feel overly promotional	Creative fatigue leading to CTR decline Insufficient reach to high-quality users	Inconsistent creative specifications across platforms result in low resource utilization. Slow creative deployment leads to long response cycles. Creative update frequency lags behind platform fatigue.
Creative Direction	Native gameplay showcase Simple and clear operation demonstrations	Immersive experiences Challenge- and puzzle-oriented creatives Highly engaging and responsive content	Creatives emphasize promotions and value propositions. A single gameplay creative adapted to multiple platform formats. Build a creative library with 3-5 versions for each gameplay direction.
Advertising Strategy	Establish a basic data feedback system to monitor preliminary metrics such as CTR, CVR, and Day 1 retention. Conduct A/B testing across different creative directions. Control variables by testing only one element at a time (e.g., gameplay or art style) for precise attribution.	Refine audience segmentation by targeting different age groups and interest segments to scale effectively. Analyze creative performance across various retention intervals to optimize campaign allocation. Increase creative update frequency to maintain freshness on the platform.	Increase the frequency of creative updates to ensure freshness on the platform. Quickly replace rejected creatives to maintain novelty. Record differences in creative feedback across platforms in campaign reports to guide future creative directions.

# Marketing Analysis of Casual Mobile Games

Half of the top games by advertising were released by going-global enterprises. And match-3 games contributed over a half of casual games' revenue.

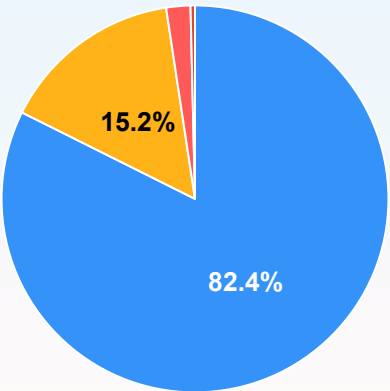
Hyper-casual creatives stood out in the market and inspired many mini-game ad creatives for mid-core and hard-core games.

Going-global enterprises' share of top 100 casual games by advertising

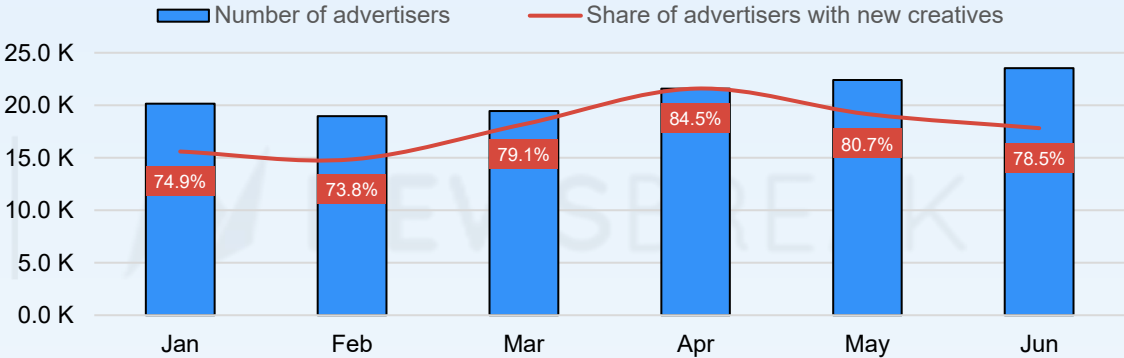


Share of impressions by type of creatives

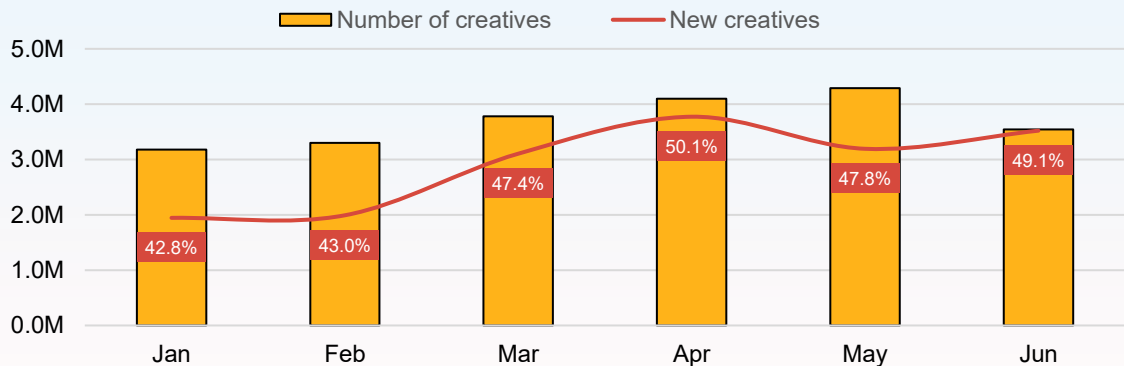
■ Video ■ Image ■ Playable ■ Other



Trends of monthly advertisers



Trends of monthly creatives

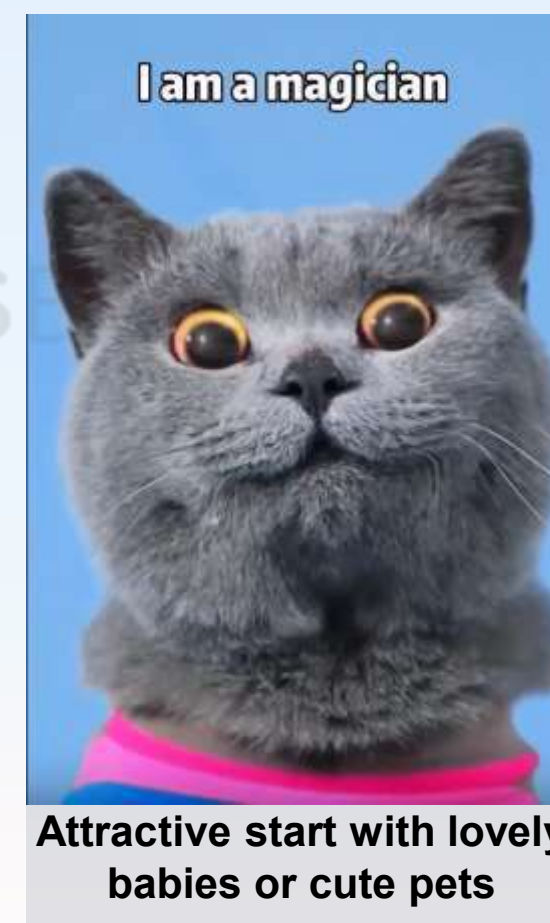
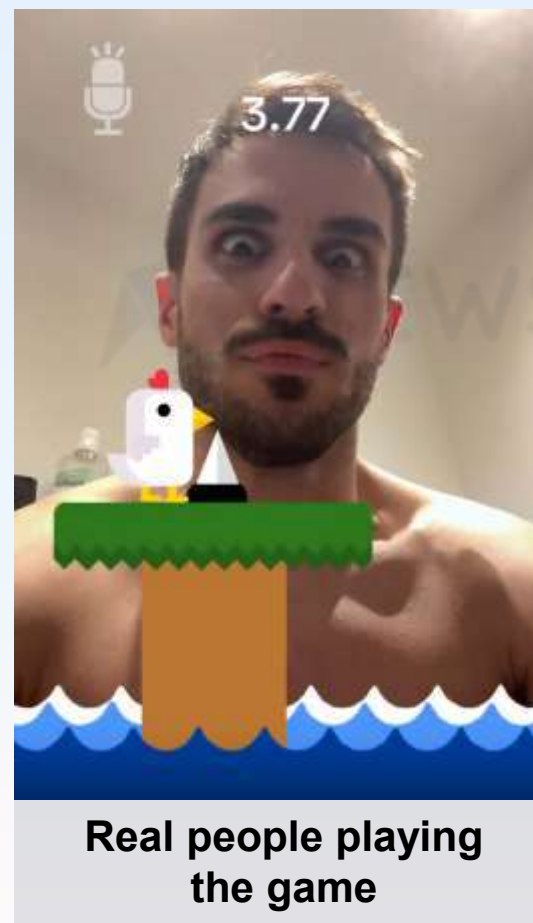




## Examples of Casual Games' Popular Creatives

Casual games enjoyed and did a good job in adding popular elements into their creatives which had been leading the latest trend from Toilet Man, cat meme, to AI-generated Classic of Mountains and Seas.

Click the image to play

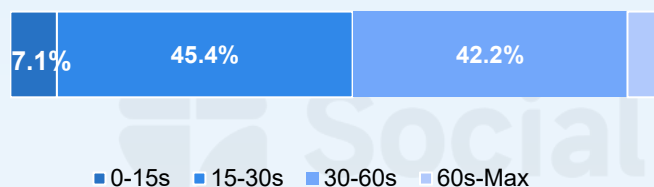


# Marketing Analysis of Puzzle Mobile Games

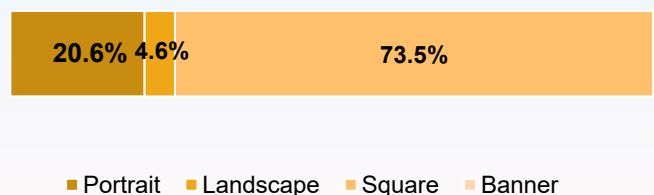
Going-global puzzle games focused on brain teasers, word puzzles, and coloring modes, with impressions of their video creatives accounting for nearly 90% to top all game genres.

Ad creatives peaked in May and then declined slowly.

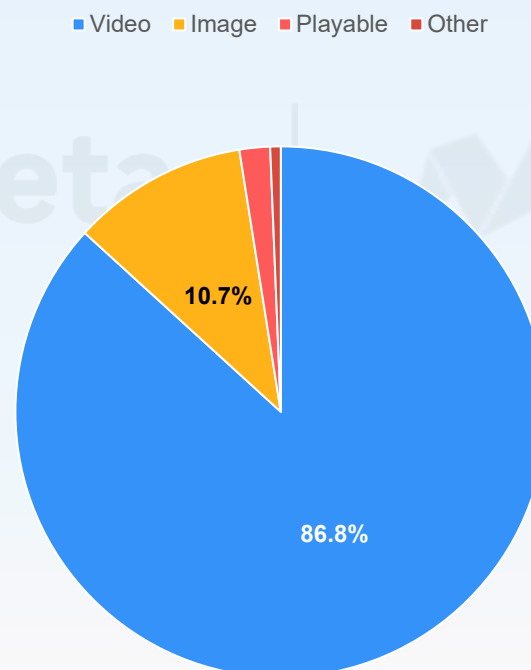
Share of puzzle mobile games' video creatives by length



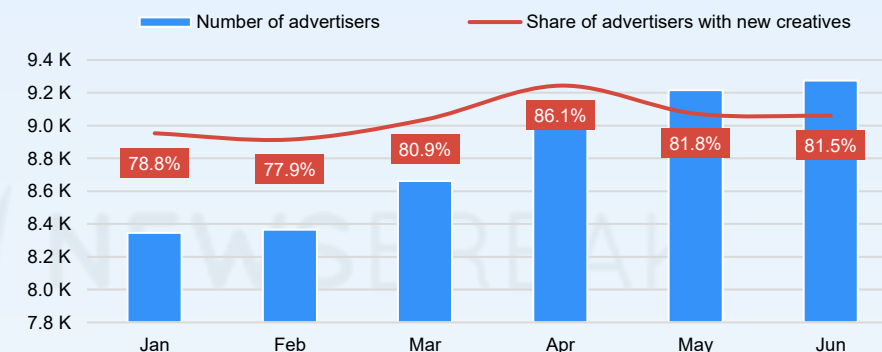
Share of puzzle mobile games' image creatives by format



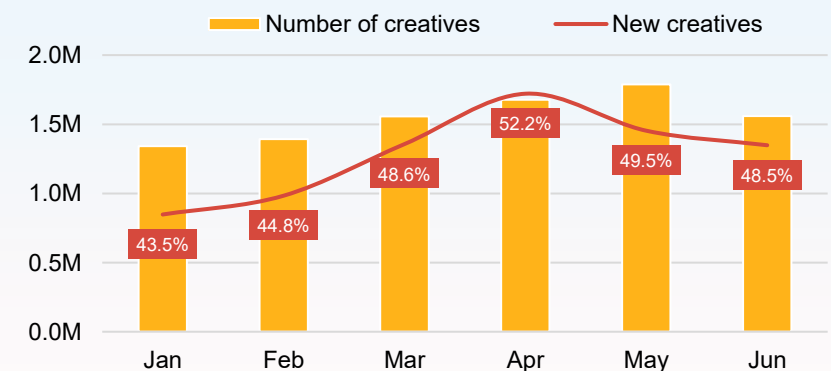
Share of impressions by type of creatives



Trends of monthly advertisers



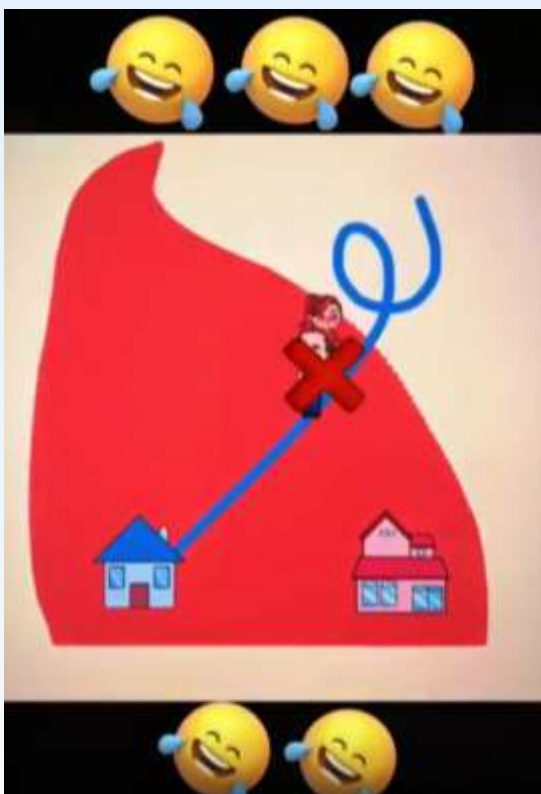
Trends of monthly ad creatives



## Examples of Puzzle Games' Popular Creatives

For brain teaser games, a screen recording about gameplay itself could be a very appealing ad creative. Word puzzle games focused on advertising their function of brain training.

Click the image to play



**Funny solutions + a deliberate failure**



**A collage of brain teasers**



**Additional functions of the game**

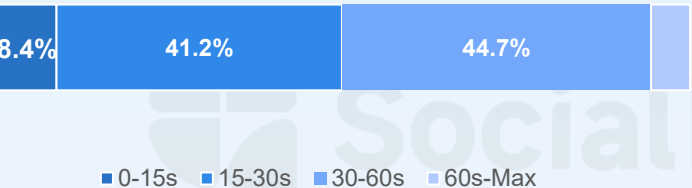


**A reality reconstruction of the game's content**

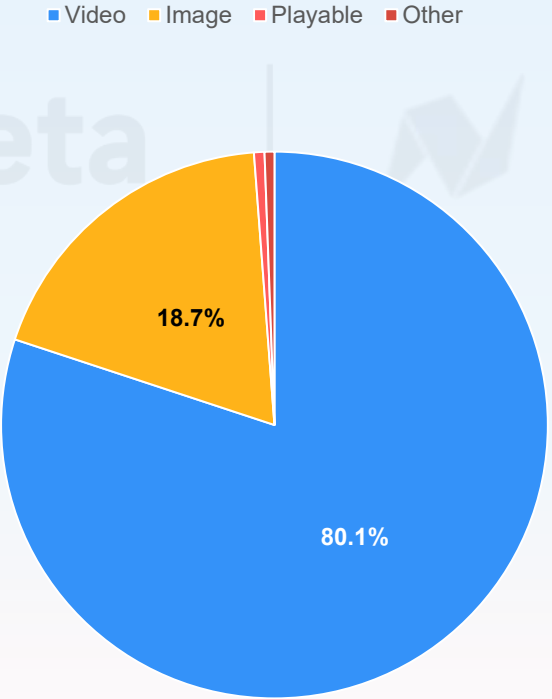
# Marketing Analysis of SLGs

Tower-defense and Roguelike SLGs formed a large share of the going-global games. Mini-game ad creatives remained popular. Over 80% of impressions were from video creatives that were mainly of 15-60s long.

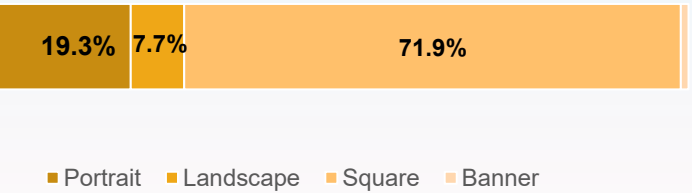
Share of SLGs' video creatives by length



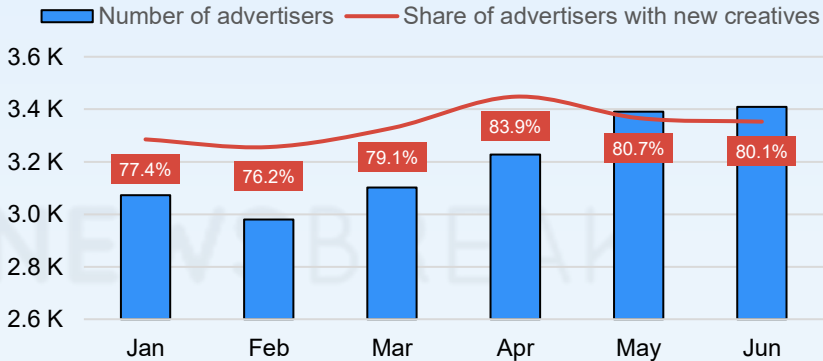
Share of impressions by type of creatives



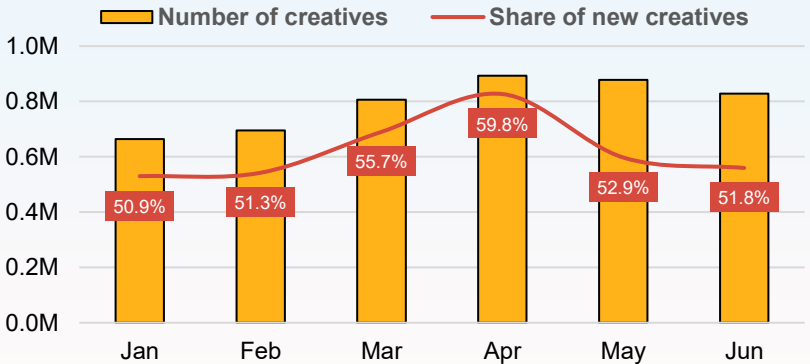
Share of SLGs' image creatives by format



Trends of monthly advertisers



Trends of monthly creatives





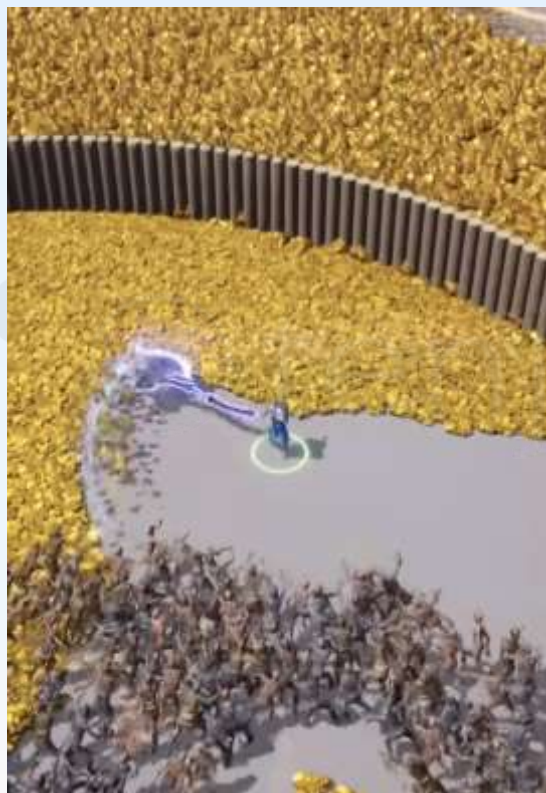
## Examples of SLGs' Popular Creatives

Almost all SLGs released mini-game creatives featuring mathematical gates and parkour. Besides, creatives about leveling up through lying flat were also effective in attracting attention.

Click the image to play



**Classic mathematical gates  
+ parkour mini-games**



**Full-screen special effects  
+ hack and slash**



**Tower-defense + building  
upgrade + hack and slash**

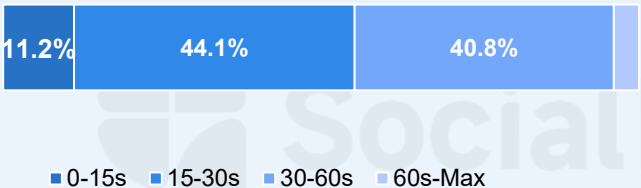


**Lying flat + fatal moments**

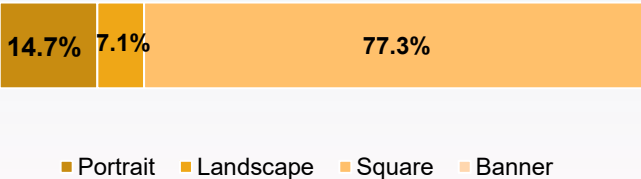
# Marketing Analysis of RPGs

Going-global RPGs saw rapid growth, with the fastest-growing subgenres being MMO, idle, Roguelike, and Anime-style RPGs. Advertisers and ad creatives peaked in June and May, respectively, and showed an overall rising trend.

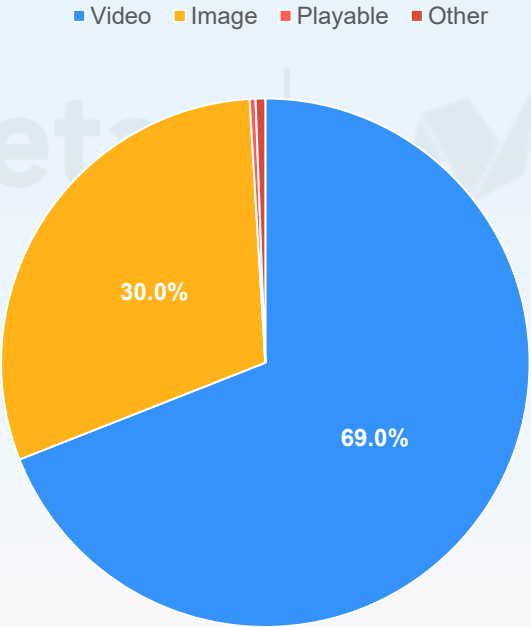
Share of RPGs' video creatives by length



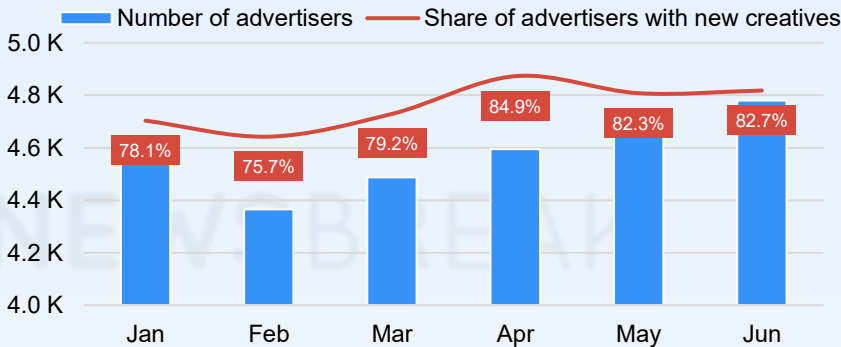
Share of RPGs' image creatives by format



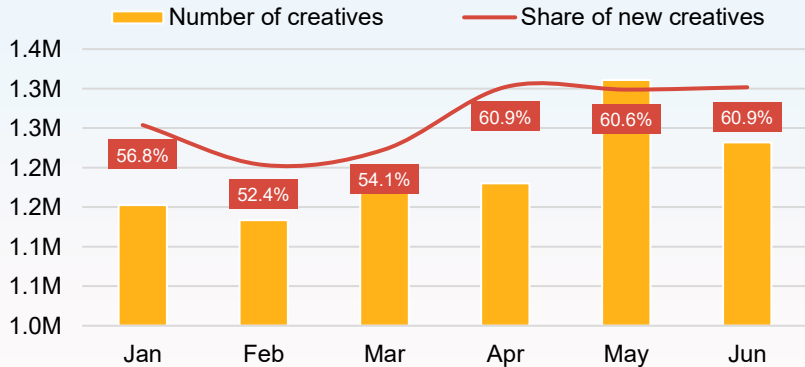
Share of impressions by type of creatives



Trends of monthly advertisers



Trends of monthly creatives





# Examples of RPGs’ Popular Creatives

AI-generated materials including collections of beauties and game world displays were widely used in ad creatives for MMO games. Idle games preferred ad creatives that contrasted characters before and after building.

Click the image to play



Live actors acting out a reversal of fortune



Character building+ rare gear display



Collaboration with popular IPs



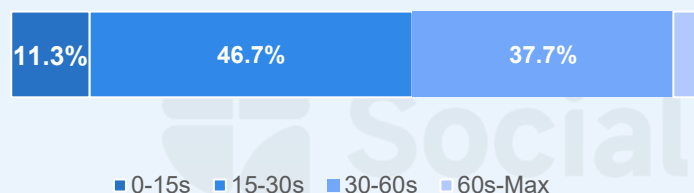
Plenty of AI beauties

# Marketing Analysis of SIMs

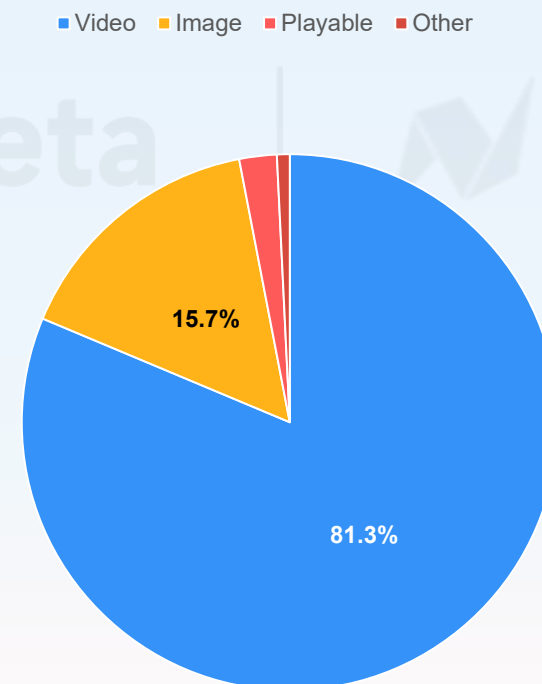
Running restaurants and ASMR elements were outstanding. Female-oriented games emphasize more on the game stories.

Advertisers started increasing in April and peaked in June. New creatives accounted for nearly 50% in the middle of the year, which was a big rise from 40% at the start of the year.

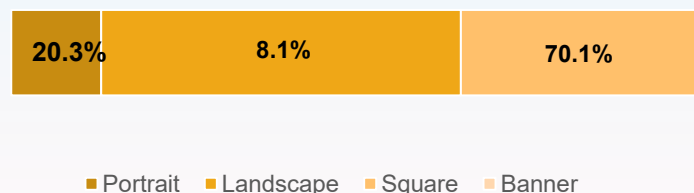
Share of SIMs' video creatives by length



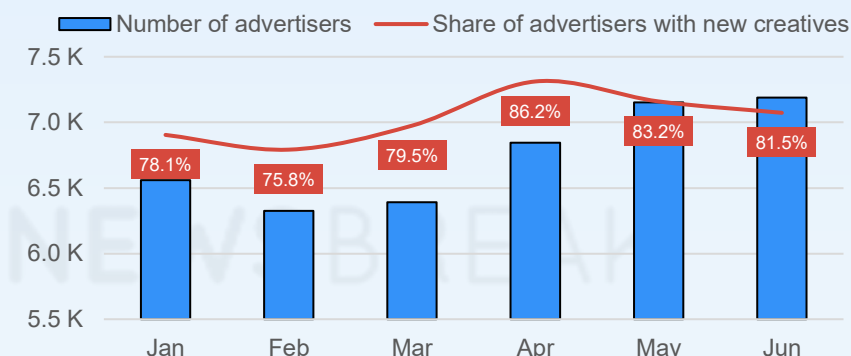
Share of impressions by type of creatives



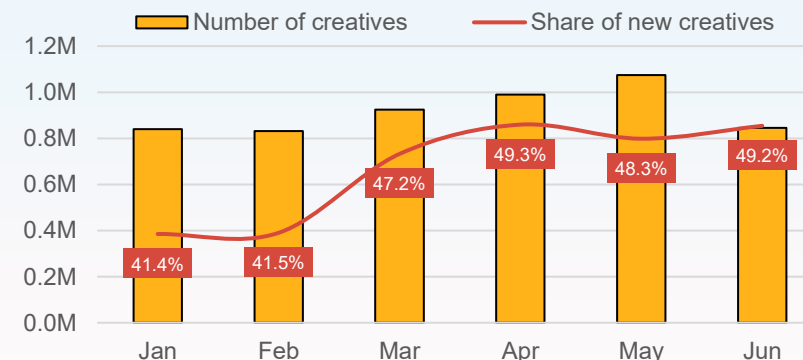
Share of SIMs' image creatives by format



Trends of monthly advertisers



Trends of monthly creatives



# Examples of SIMs' Popular Creatives

Female-oriented SIM ads often aimed to evoke anger or sympathy, creating emotional resonance. Most were mass-produced using in-game footage paired with sound effects and background music.

Click the image to play



Industry upgrading



Mischief + a deliberate failure



Cheesy dramatics + an incredible story



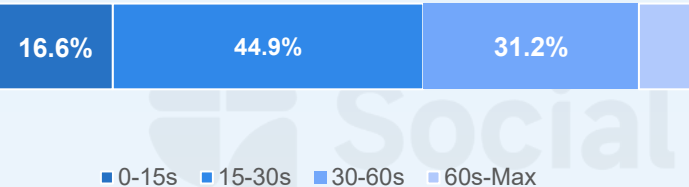
Create dangerous situations on purpose

# Marketing Analysis of Casino Mobile Games

Casino advertisers continued to increase and peaked in April 2025. Share of new creatives steadied at above 70%.

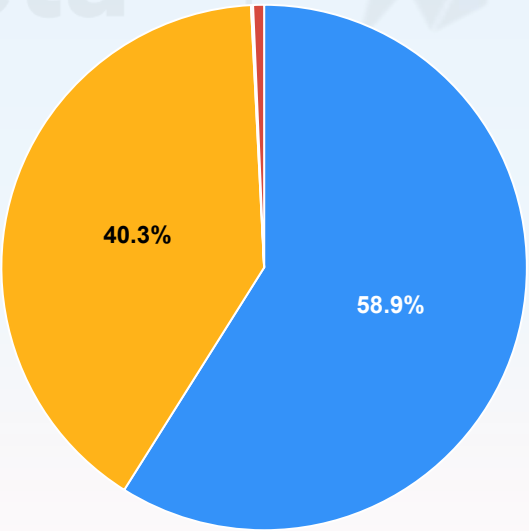
Image creatives contributed over 40% of impressions to become the top 1 among all types.

Share of Casino Mobile Games' video creatives by length

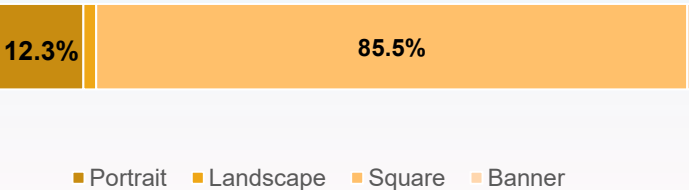


Share of impressions by type of creatives

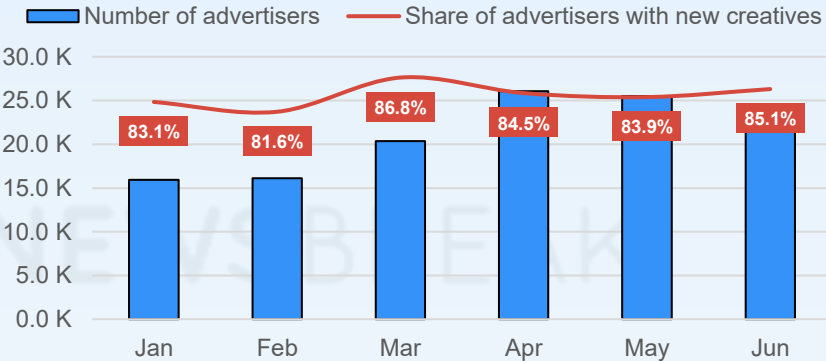
■ Video ■ Image ■ Playable ■ Other



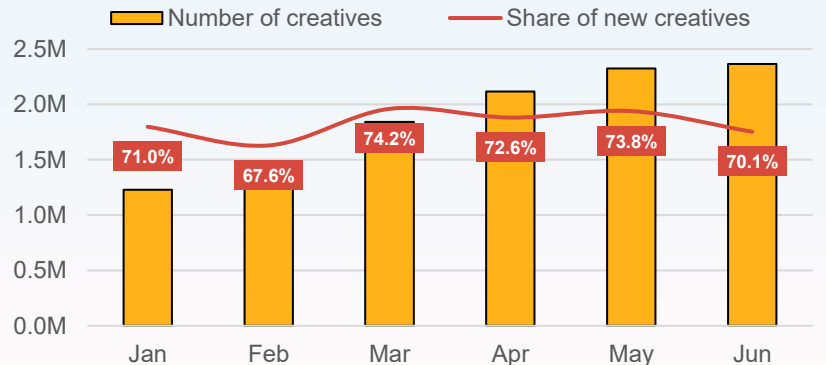
Share of Casino Mobile Games' image creatives by format



Trends of monthly advertisers



Trends of monthly creatives





# Examples of Casino Games' Popular Creatives

The creatives often involved news, press interviews, hospitals and other similar scenes in order to look more trustworthy. And they often told two kinds of stories, including poor people get rich and rich people flaunt wealth.

Click the image to play



Advertise the game through identifying fake ones



flaunting wealth in a strange way



Backed by experts to be more convincing



Win at the start



04

# Marketing Analysis of Global Mobile Games in Top Regions in H1 2025

# Analysis of Marketing in North America

In H1 2025, mobile game advertisers and ad creatives saw strong growth in North America, driven by heightened market activity. Some new games stood out with diversified gameplays, proving the competition pattern of diversity.

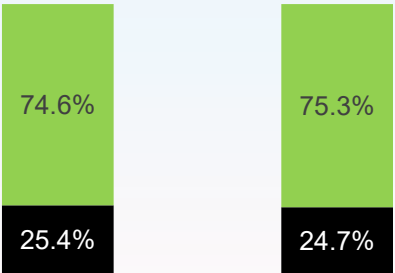
## Mobile game advertisers in North America in H1 2025

80.3K  
+25.8%  
YoY change

## Mobile game creatives in North America in H1 2025

13.6M  
+36.4%  
YoY change

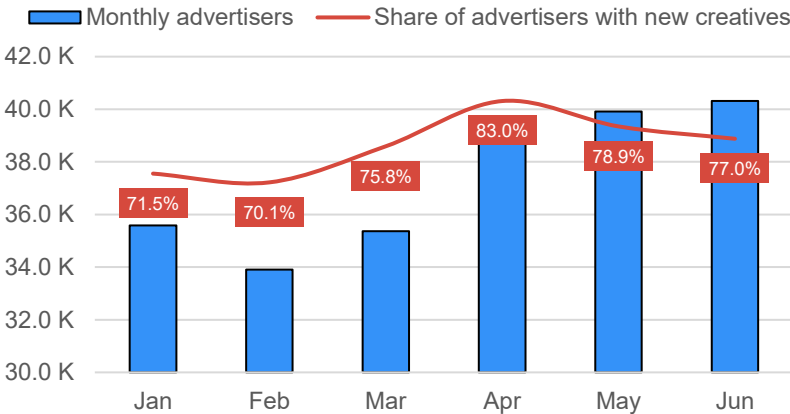
■ iOS ■ Android



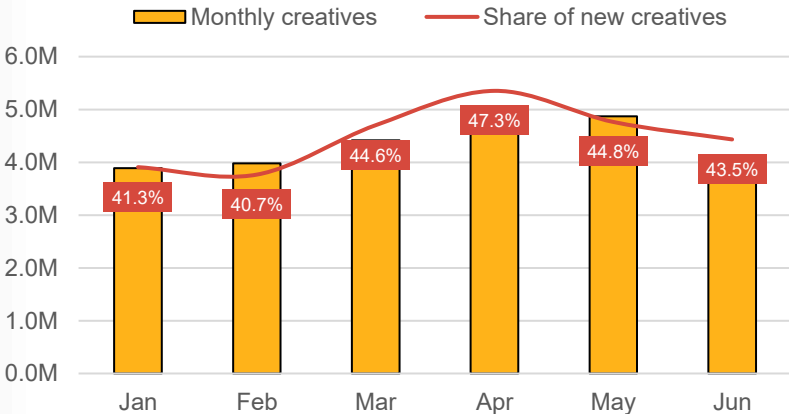
Advertisers

Ad creatives

## Trends of monthly advertisers



## Trends of monthly creatives



## Top games by advertising



Dark War Survival

SLG



Vita Mahjong

Puzzle



MU Immortal

MMO

## Popular new games



Disney Solitaire

Card



DC: Dark Legion™

SLG



Delta Force

Shooter

# Effective Creative Formula for Local News Platforms

## Native Format: Engage Users with a “Non-Intrusive” Approach

Native ads on local news platforms must seamlessly integrate with the news content in format, visuals, and UI to reduce the intrusive ad feel, aligning with mature users’ high trust in local news and their longer engagement times.

### Copy headlines should be concise and to the point.

Minimize overt branding and hard-sell messages.  
Balance the level of detail in copywriting to reduce users’ cognitive load.

### Low-Disruption In-Feed Creatives

Top-layer images and video styles should be natural and consistent with news content, avoiding excessive flashiness.

### Enhance credibility on the landing page

Use educational articles and video content on the landing page, accompanied by genuine user reviews to deepen user understanding.

## Senior-Friendly Design: Clear to See, Easy to Understand, and Trustworthy

For mature users, content design should align with their information reception and reading habits to ensure that advertisements are easier to understand and accept.

### Large fonts with clear, meaningful copywriting

Use large-font copy for easy reading, highlighting core keywords such as “free to play,” “no cost,” and “brain training.”

### Soothing background music combined with slow-paced narration.

Maintain a moderate video pace with balanced scene transitions and information points, complemented by voice narration or subtitles to aid comprehension.

### Authentic and trustworthy appearances by real people on camera.

Feature retired doctors, authoritative experts, or individuals of similar age groups (such as uncles and aunts) to share testimonials, enhancing relatability and trust.

# Effective Creative Formula for Local News Platforms

**Key Appeal: Enjoyable gameplay, clear benefits, and direct calls to action.**

## Quickly highlight the peak moments of enjoyment.

Use first-person gameplay demonstrations to highlight the ease of getting started, exciting levels, and the addictive fun that keeps players hooked.

## Clearly communicate the key benefits.

Emphasize practical advantages such as “free trial,” “no Wi-Fi required,” and “no hidden charges” to alleviate user concerns.

## Strong call to action (CTA)

Use concise and powerful action verbs like “Try Now” and “Click to Download” to prompt immediate user action.

## BGM with Real Person Appearances

Pair with background music that matches the game’s atmosphere, featuring real players or authoritative figures on screen to enhance the creative’s relatability and trustworthiness.

**Emotional Resonance: Relatable storylines and authentic testimonials that inspire download intent.**

By incorporating relatable, life-like scenarios and authentic user experience sharing, strengthen emotional impact, enhance creative appeal and memorability, motivating users to resonate and take the first step to download.

## Relatable, everyday storylines

Focus on scenarios such as family, community, and everyday leisure to showcase how the game naturally integrates into users’ lives.

## Authentic user testimonials

Feature real people who match the target user profile, sharing authentic experiences and game benefits to strengthen credibility.

## High emotional-impact highlights

Use conflict reversals, humor, or heartfelt dramatic scenes to boost viewer engagement and content memorability.

## Clear calls to action

Include a clear end card at the conclusion of the story to help users easily complete the conversion.

# Analysis of Marketing in Europe

In Europe, the share of advertisers using new creatives remained above 75% from March onward, ranking second after North America.

However, Europe recorded more monthly mobile game advertisers than North America to become the top 1.

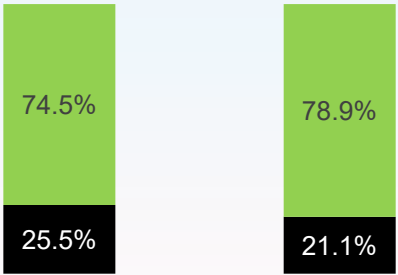
Mobile game advertisers in Europe in H1 2025

116.1K **+45.3%**  
YoY change

Mobile game creatives in Europe in H1 2025

13.1M **+29.3%**  
YoY change

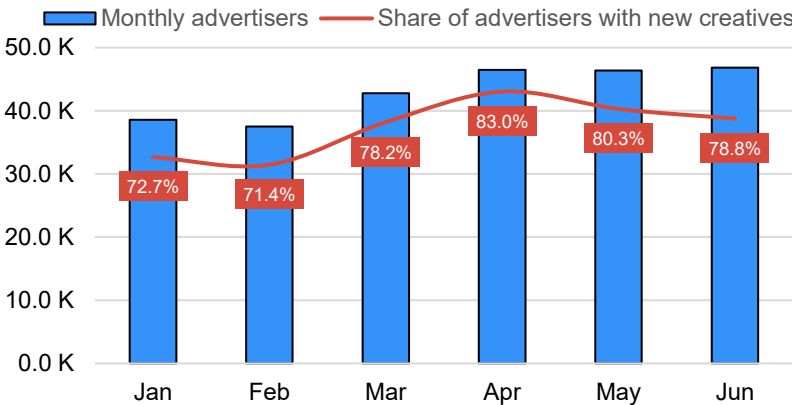
■ iOS ■ Android



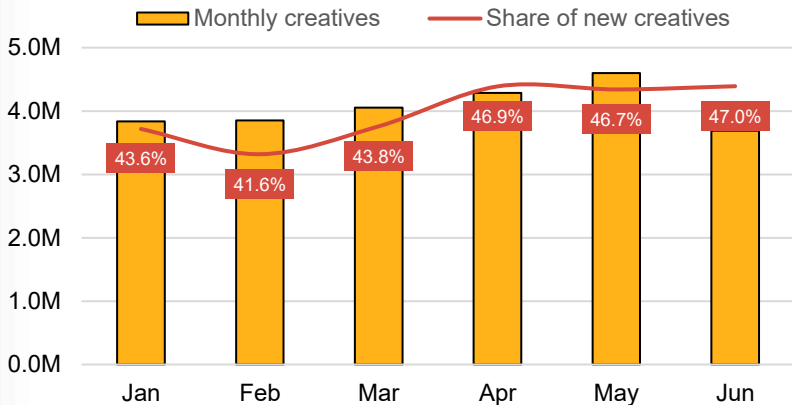
Advertisers

Ad creatives

Trends of monthly advertisers



Trends of monthly creatives



Top games by advertising



Popular new games





# Analysis of Marketing in Japan & South Korea

In Japan & South Korea, game advertisers and creatives were both on a steady rise, with strong demand for fresh, innovative content. Idle RPGs, MMOs, and puzzle games remained the top ones by advertising. While new games were surging in genres including racing, and anime-style RPGs.

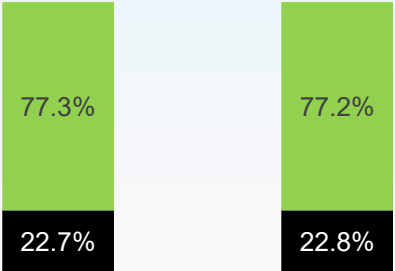
Mobile game advertisers in Japan & South Korea in H1 2025

**44.1K** **+56.3%**  
YoY change

Mobile game creatives in Japan & South Korea in H1 2025

**7.1M** **+80.1%**  
YoY change

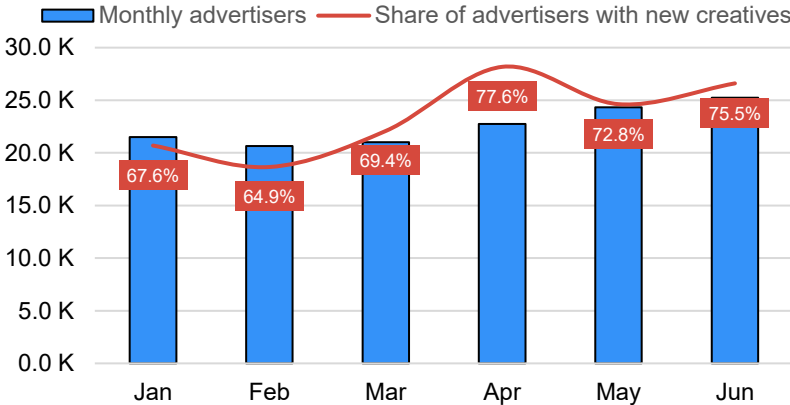
■ iOS ■ Android



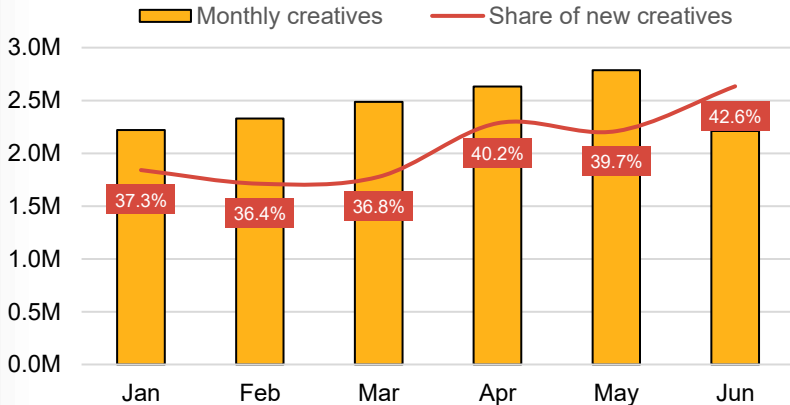
Advertisers

Ad creatives

Trends of monthly advertisers



Trends of monthly creatives



Top games by advertising



Popular new games



# Analysis of Marketing in Hong Kong, Macao and Taiwan

Advertisers started to rebound in February. Advertisers with new creatives averagely accounted for 70%.

Hong Kong, Macao and Taiwan became the first choice for minigames going global. There was a relatively increasing popularity of live streaming marketing and influencer marketing.

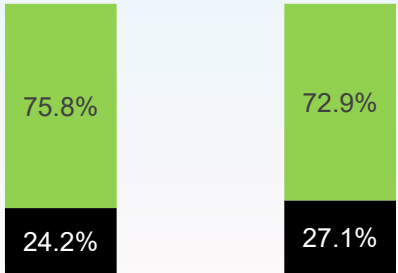
Mobile game advertisers in Hong Kong, Macao and Taiwan in H1 2025

**38.2K**  
+51.5%  
YoY change

Mobile game creatives in Hong Kong, Macao and Taiwan in H1 2025

**6.6M**  
+59.3%  
YoY change

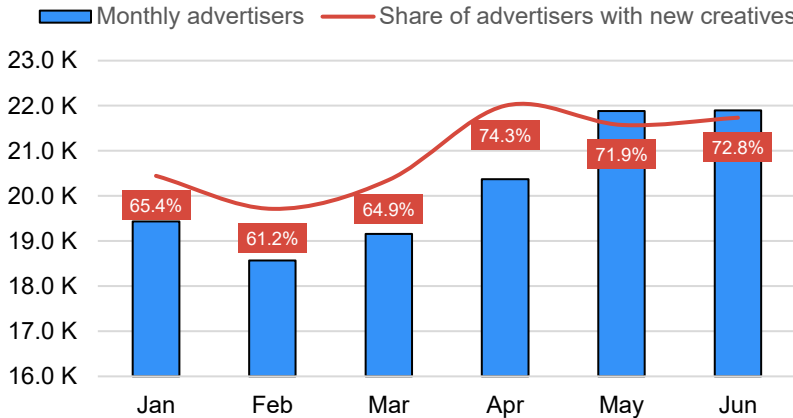
■ iOS ■ Android



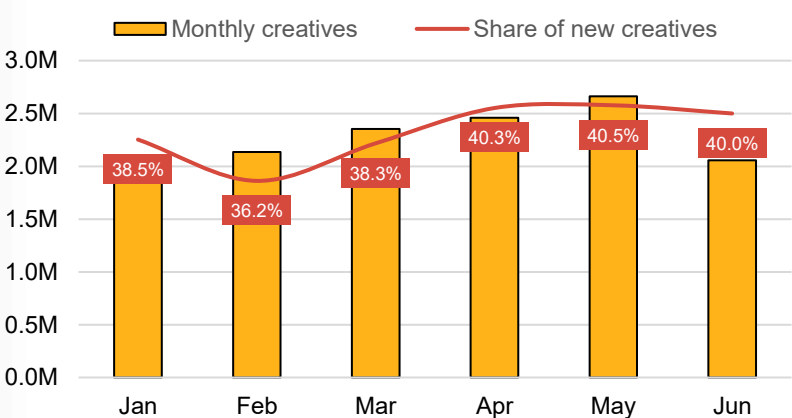
Advertisers

Ad creatives

Trends of monthly advertisers



Trends of monthly creatives



Top games by advertising



Going Global

Popular new games



# Analysis of Marketing in Hong Kong, Macao and Taiwan

Advertisers started to rebound in February. Advertisers with new creatives averagely accounted for 70%. Hong Kong, Macao and Taiwan became the first choice for minigames going global. There was a relatively increasing popularity of live streaming marketing and influencer marketing.

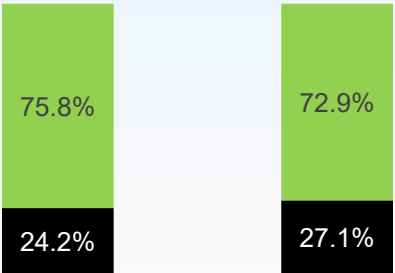
Mobile game advertisers in Hong Kong, Macao and Taiwan in H1 2025

38.2K  
+51.5%  
YoY change

Mobile game creatives in Hong Kong, Macao and Taiwan in H1 2025

6.6M  
+59.3%  
YoY change

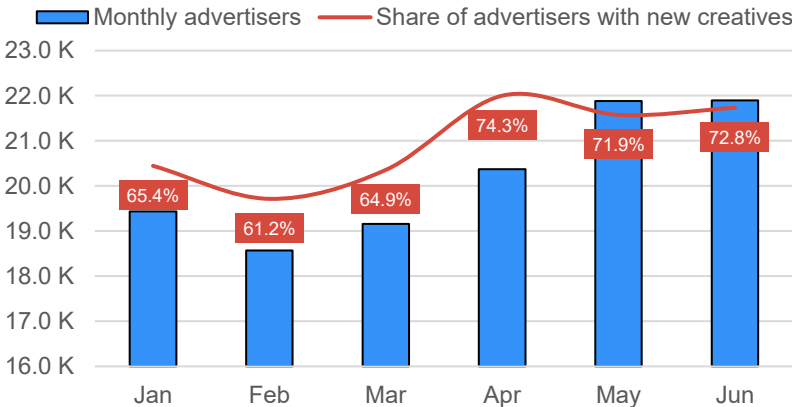
■ iOS ■ Android



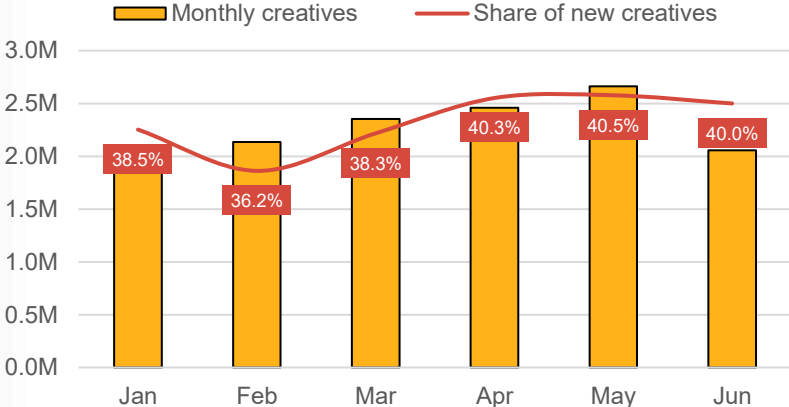
Advertisers

Ad creatives

## Trends of monthly advertisers



## Trends of monthly creatives



## Top games by advertising



冰的啦!企鵝逗陣戰

Minigames

Going Global



時光大爆炸

SIM



深淵:不滅者

MMO

## Popular new games



時光雜貨店

Business SIM



屍鬼三國

Three Kingdoms Card



運氣突擊隊

Tower-defense

# Analysis of Marketing in Middle East

Action game and SLG advertisers were most outstanding, followed by casino and casual games.  
Religious elements and social features of games were given priority when localizing games for overseas markets.

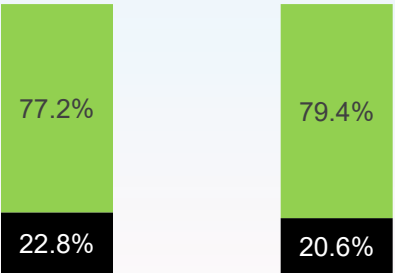
## Mobile game advertisers in Middle East in H1 2025

41.9K  
+51.1%  
YoY change

## Mobile game creatives in Middle East in H1 2025

5.6M  
+63.5%  
YoY change

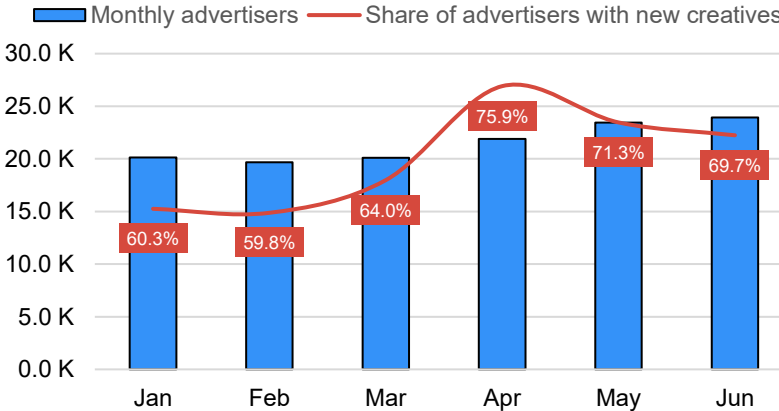
■ iOS ■ Android



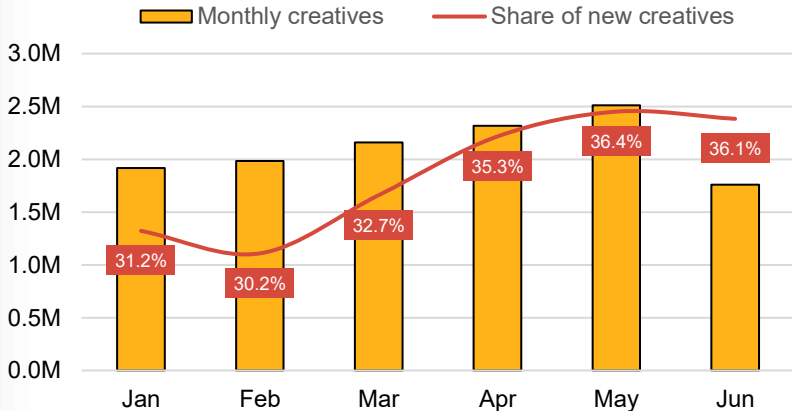
Advertisers

Ad creatives

## Trends of monthly advertisers



## Trends of monthly creatives



## Top games by advertising



Mafia City

SLG



Cash Tornado™ Slots

Casino



Lama Ludo

Board

## Popular new games



I Am Security

Action



Carve Quest

Hyper-casual



Endless Grades

Idle

# Analysis of Marketing in South America

Due to network and device limitations, the South American market had the globally highest share of advertisers on Android. The outstanding game genres were light casual games and hybrid SLGs.

Share of advertisers with new creatives and share of new creatives increased significantly in April and fell after peaking for the first time.

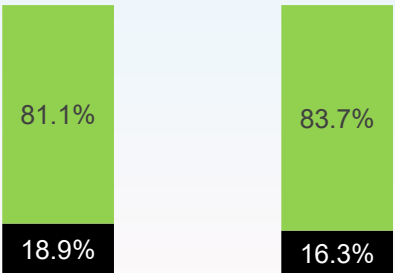
Mobile game advertisers in South America in H1 2025

65.5K +38.4%  
YoY change

Mobile game creatives in South America in H1 2025

9.2M +66.4%  
YoY change

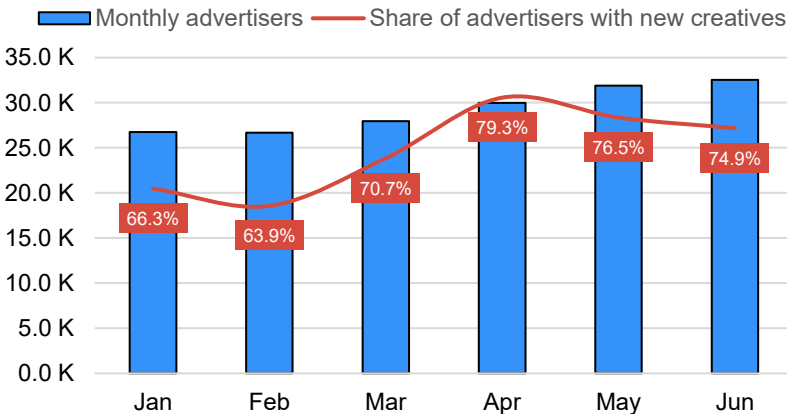
■ iOS ■ Android



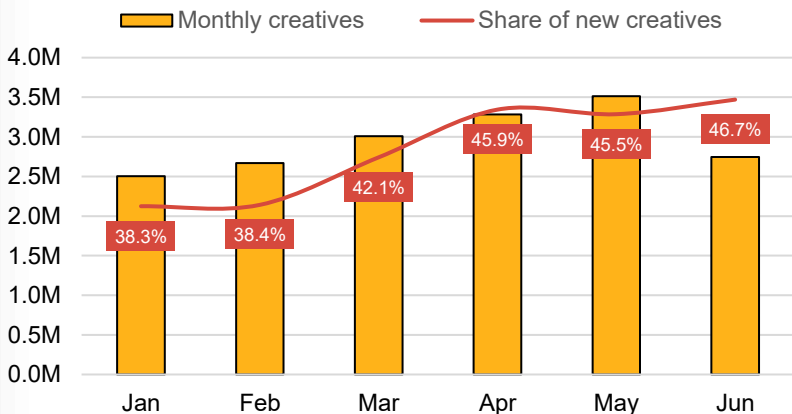
Advertisers

Ad creatives

Trends of monthly advertisers



Trends of monthly creatives



Top games by advertising



Hero Clash

RPG



Project Makeover

SIM



Dark War Survival

SLG

Popular new games



Dunk City Dynasty

Sports



Flop House

Hyper-casual



Nightmare Puzzles

Brain teaser



**05**

# Marketing Analysis of Top Global Mobile Game Advertisers in H1 2025

# Marketing Analysis of Top Casual Mobile Game Advertisers

Screw-pin was the most outstanding casual game mode in H1 2025. Several screw-pin games had accumulated over a million installs to become hit games, especially such games published in Vietnam.

## Screwdom

Screw-pin puzzle iKame Games

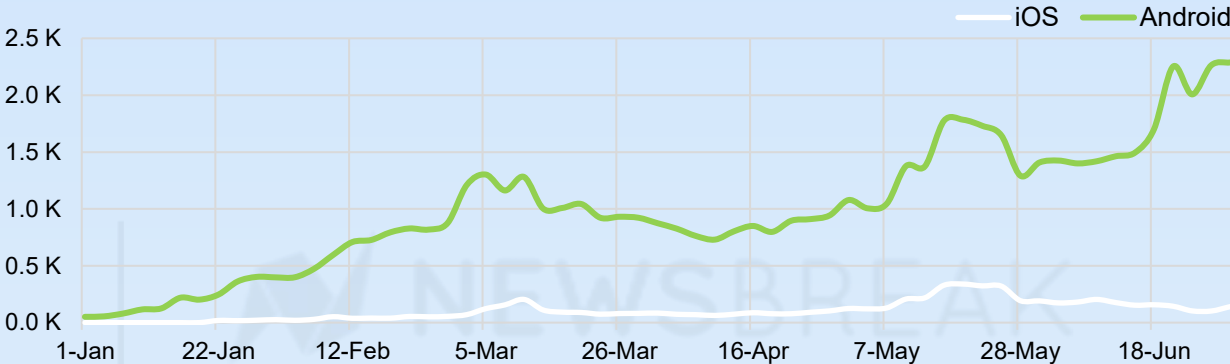
### Advertising Data

First advertising date: Dec 2024

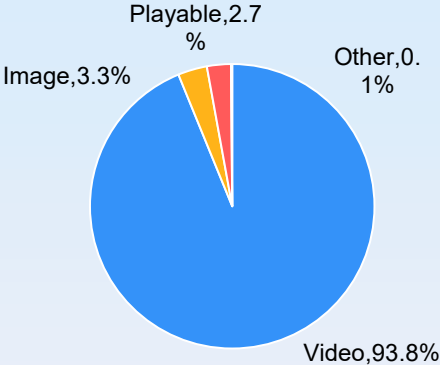
Total deduplicated creatives: 10.6K



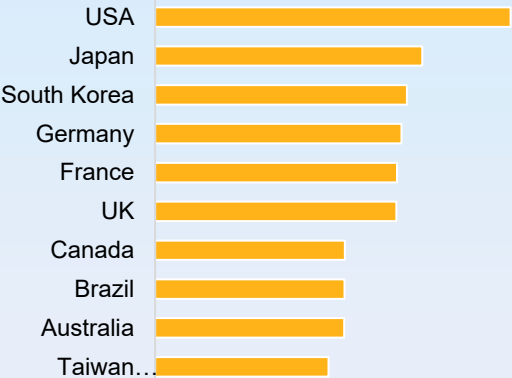
The game's ad creatives on iOS and Android in 2025



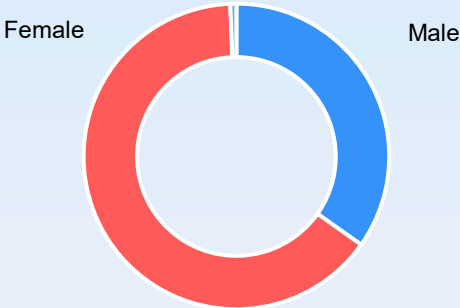
% of creatives by type



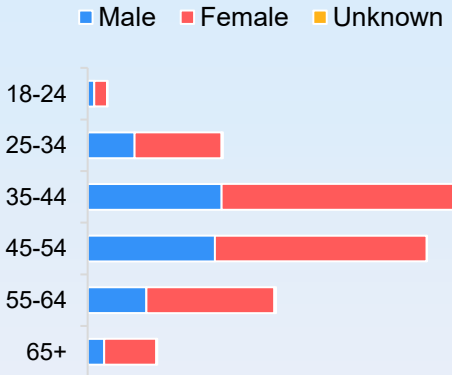
Top 10 countries/regions by advertising



Audience Gender Distribution



Audience Age Distribution



# Screwdom's Excellent Ad Creative in H1 2025



Released on:  APPLOVIN

**Creative Data:** Portrait; 720\*1280; 52s

**Features:**

The game's ad creatives all focus on the gameplay of unscrewing pins. But this creative combines a gameplay display with a street interview. Through the interview, the audience will know that the game is "free of charge, ad-free, and no-wifi required".

In addition, the unscrewing sound effects match well with the BGM, beaty but not too noisy.

1.3M

Estimated Impressions

130 Days

Duration



点击图片播放完整素材



# Marketing Analysis of Top Minigame Advertisers

The game launched in Hong Kong, Macao, Taiwan, and Southeast Asia last November, followed by its global release in February and Japanese version in April. It quickly became one of the top-performing minigames going global.

## Penguin GO!

LD Like Dream Of Dragon Games

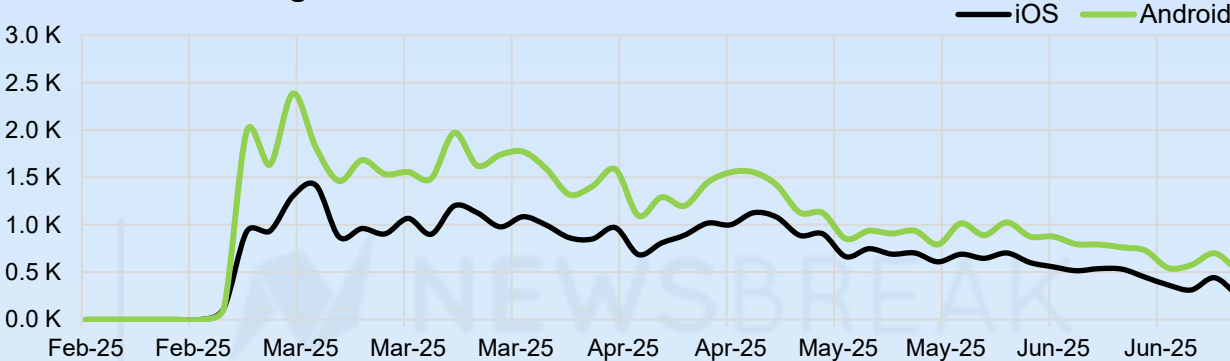
### Advertising Data

First advertising date: Feb 2025

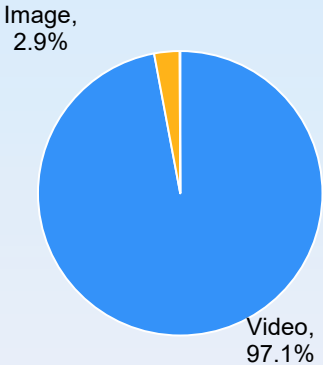
Total deduplicated creatives: 15.5K



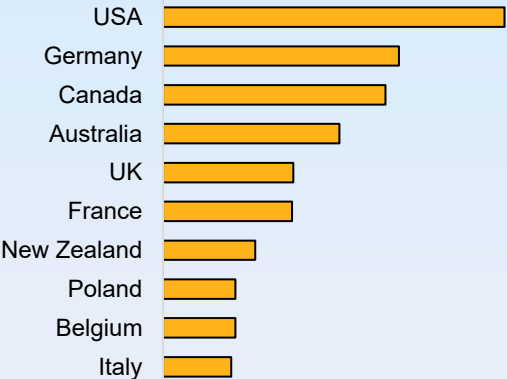
The game’s ad creatives on iOS and Android in 2025



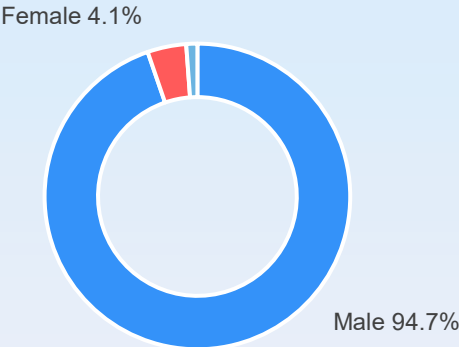
Share of creatives by type



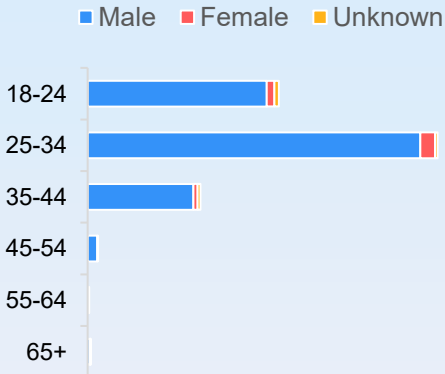
Top 10 countries/regions by advertising



Audience Gender Distribution



Audience Age Distribution



# Penguin GO!'s Excellent Active Ad Creative in H1 2025



Released on: **facebook**

**Creative Data:** Portrait; 720\*1280; 52s

## Features:

This ad creative is a mini-game about backpack merge, which replaces the in-game tower-defense heroes with tower-defense tiles and shows powerful hero battles through merging. How exciting it is.

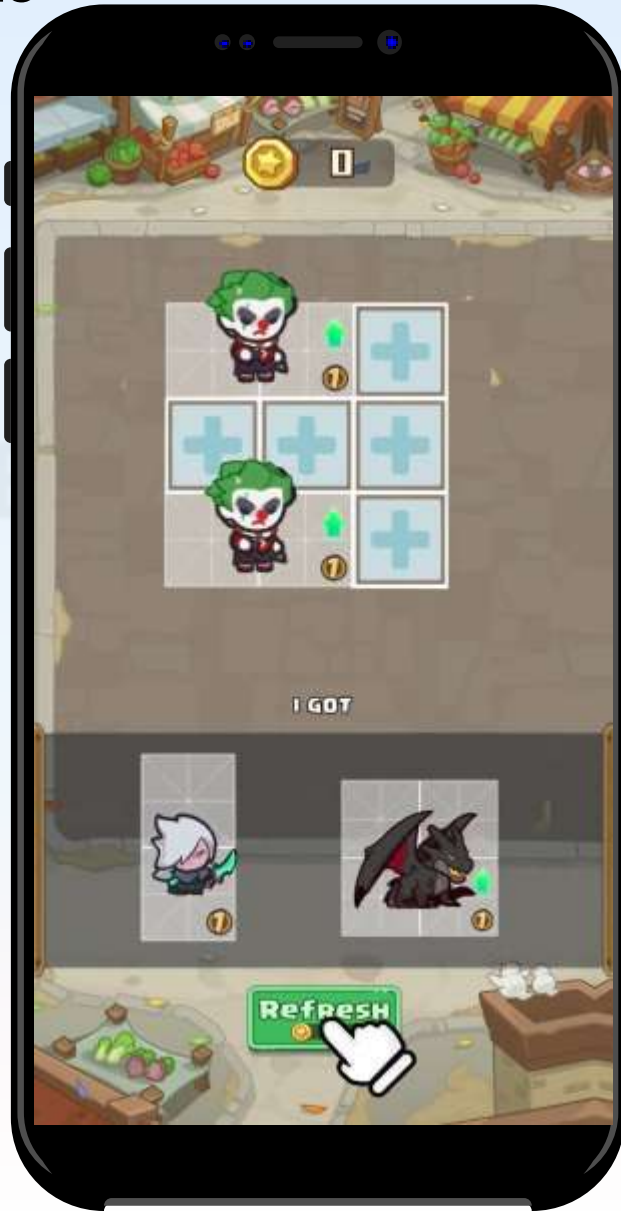
And, the creative uses a type of subtitles that is very popular on TikTok and other short video platforms, trying to cater to the taste of people in Europe and America.

**890K**

**Estimated Impressions**

**100 Days**

**Duration**



Click the image to play



# Marketing Analysis of Top Anime-style Game Advertisers

It was the most outstanding anime-style game in the first half of this year. Advertising efforts for this game surged in May during its first anniversary.

## Wuthering Waves

Open world Kuro Games

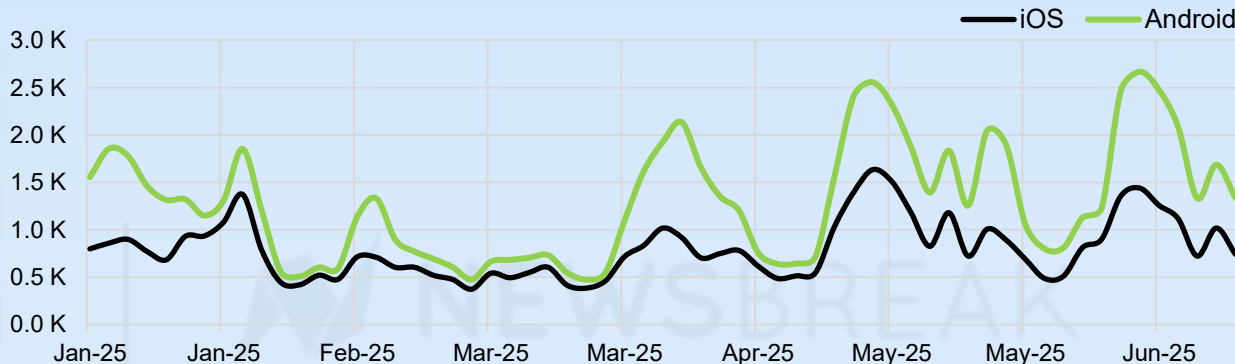
### Advertising Data

First advertising date: Apr 2023

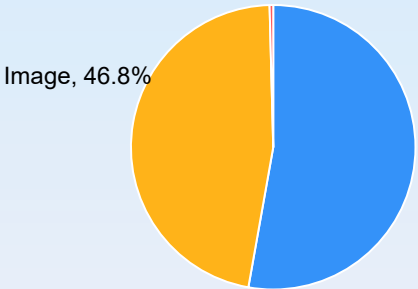
Total deduplicated creatives: 49.3K



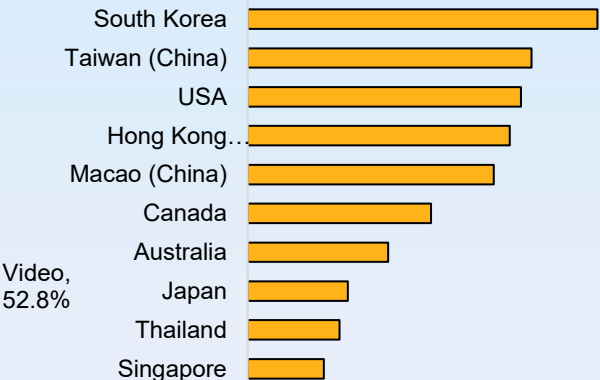
The game's ad creatives on iOS and Android in 2025



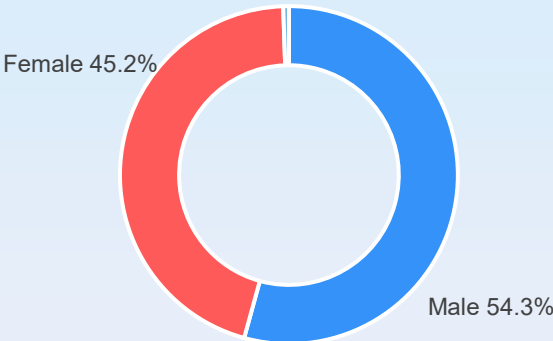
Share of creatives by type



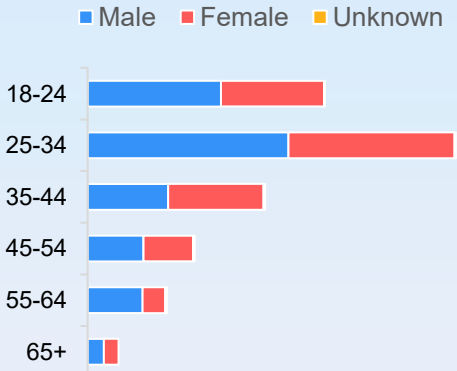
Top 10 countries/regions by advertising



Audience Gender Distribution




Audience Age Distribution



# Wuthering Waves' Excellent Active Ad Creative in H1 2025



Released on:  AdMob

**Creative Data:** Landscape; 640\*360; 32s

**Features:**

Anime-style games release ad creatives in a certain time pattern, usually tied to the game's card pool updates. And newly added popular characters were the most effective advertising materials.

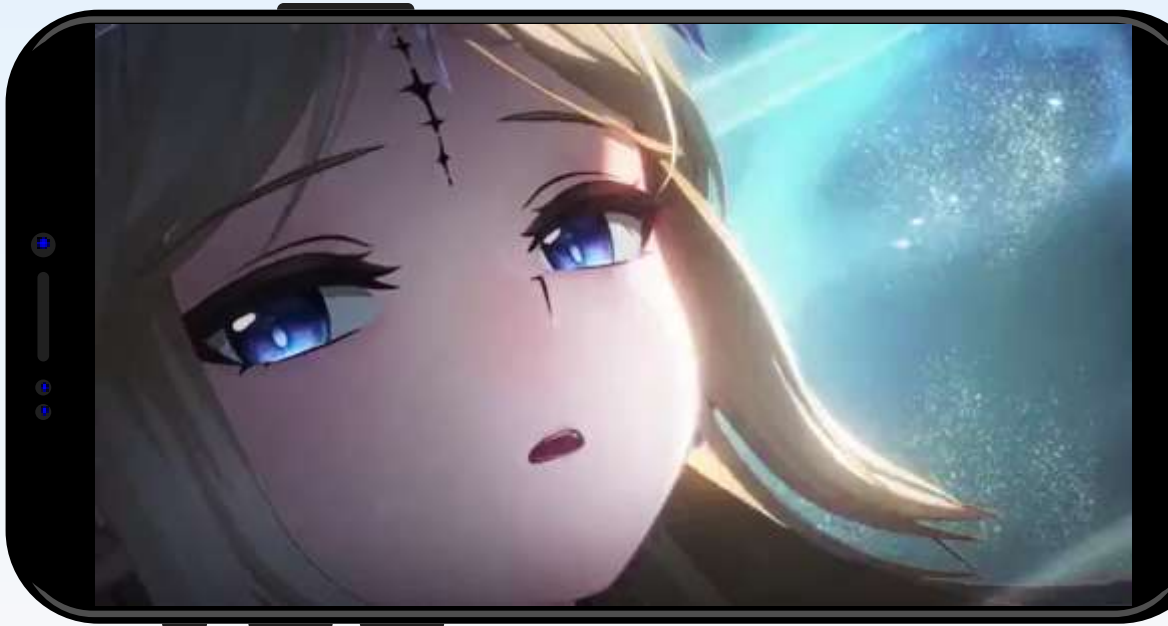
This creative is made of the interactions between the new character Cartethyia and the main character. Excellent content and pretty characters can attract many potential users to play the game.

1.1M

Estimated Impressions

105 Days

Duration



Click the image to play

# Marketing Analysis of Top SLG Game Advertisers

It was a new SLG that Century Games mainly advertised this year. Its gameplay contains Thronefall's idle tower-defense element. The game grossed over \$100 million in revenue within 100 days since its official release.

## Kingshot

Cartoon Tower-defense SLG Century Games

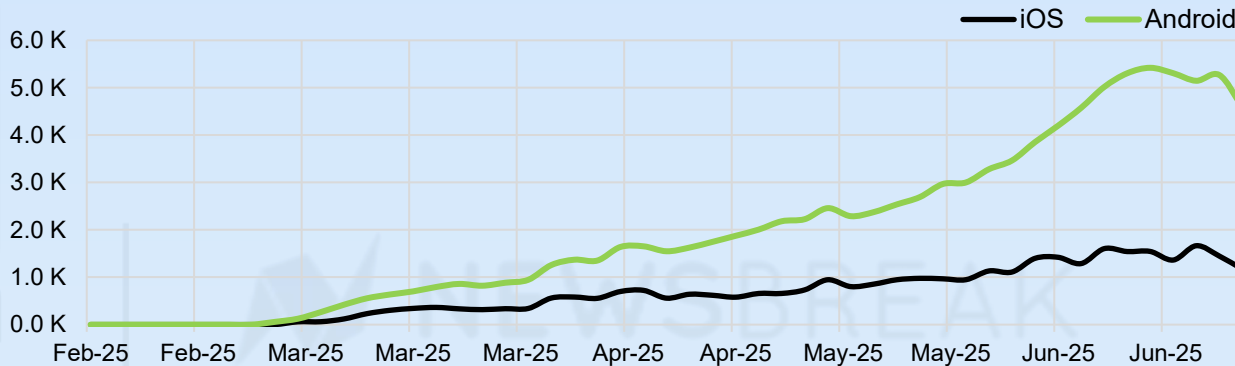
### Advertising Data

First advertising date: Aug 2024

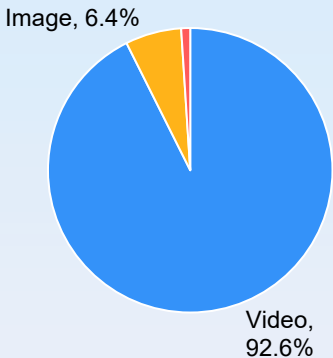
Total deduplicated creatives: 16.9K



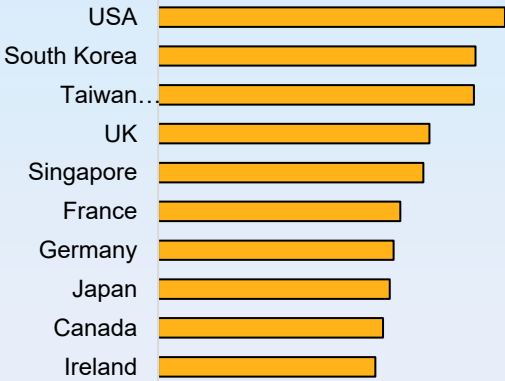
The game's ad creatives on iOS and Android in 2025



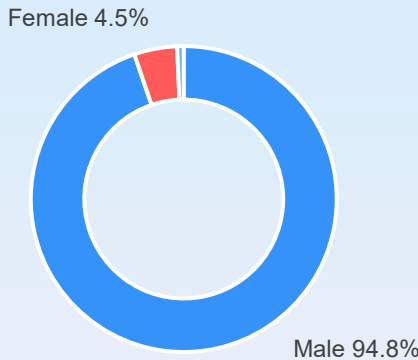
Share of creatives by type



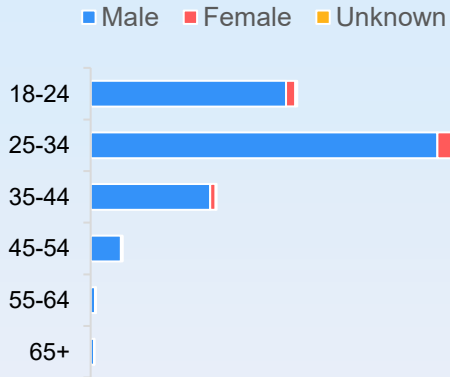
Top 10 countries/regions by advertising



Audience Gender Distribution



Audience Age Distribution



# Kingshot's Excellent Active Ad Creative in H1 2025



Released on: YouTube

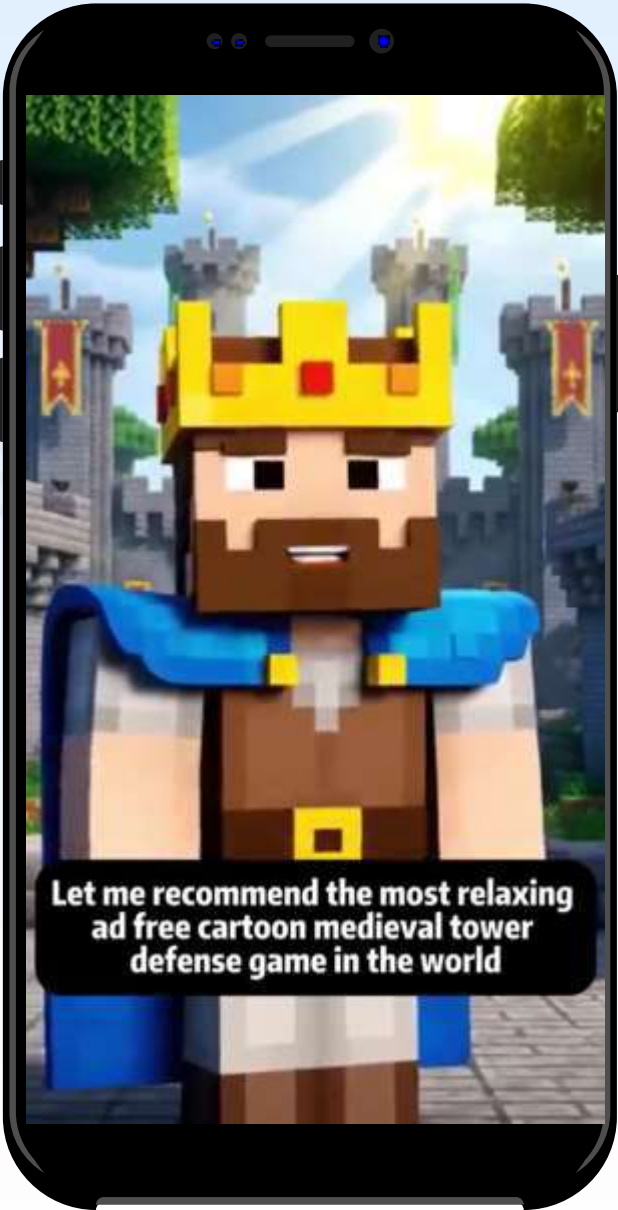
Creative Data: Portrait; 720\*1280; 52s

Features:

AI-generated creatives are now widely used for advertising mobile games. This creative features clear AI elements at both the beginning and the middle. An AI-generated Minecraft-style king can attract many potential players.

The game's tower-defense gameplay is very appealing. So many of its creatives mainly display the tower-defense battles.

1.3M	June 2025
Estimated Impressions	First Release



Click the image to play

# Declaration

## 1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team has provided you with insights into the mobile advertising data of global game market. We collect advertising data by sampling worldwide, covering over 80 channels and nearly 70 countries and regions worldwide, and have captured a total of over 1.6 billion advertising data, with over 1 million ad data being updated by the hour each day. Based on such huge data, we can gain insights into the advertising market trends.

## 2. Data Cycle and Indicators

Overall date range of the report: Jan –Jun 2025

For specific data indicators, please see the notes on each page.

## 3. Copyright Notice

All tests, images, and graphics contained in this report are protected by the relevant trademark and copyright laws. Some texts and data are public information and their copyrights are owned by their original creators. No organization or person shall copy or distribute, in whole or in part for any purpose, any portion of this report without approval from our company. The copyrights of all creatives mentioned in this report are owned by the respective advertisers. Any unauthorized use of this report for commercial activities is a breach of the Copyright Law of the People's Republic of China and other relevant laws and regulations as well as the relevant provisions of the International Convention.

## 4. Disclaimer

The industry data and market forecasts presented in this report are based on the data captured by SocialPeta Data Team and estimated by using a statistical forecasting model combined with research methods such as desk study and industry interviews. Limited by the research methods and data resources, this report can only be used as reference material. Our company shall have no liability for any data or points of view in this report. SocialPeta shall hold no responsibility for any legal consequences resulting from any action taken by any organization or individual by using or based on the above data information, and the organization or individual shall take full responsibility for any disputes or legal liabilities arising therefrom.

## 5. Concerned Countries and Regions (based on the distribution area of SocialPeta's products, not the actual geographical distribution)

North America: USA, Canada, Mexico, Panama

Europe: Turkey, France, Germany, United Kingdom, Italy, Spain, Netherlands, Norway, Poland, Portugal, Belgium, Switzerland, Austria, Romania, Sweden, Greece, Denmark, Luxembourg, Ireland, Finland

JP & ROK: Japan, South Korea

China's HK, Macao & TW: Hong Kong (China), Macao (China), Taiwan (China)

Southeast Asia: Thailand, Indonesia, Singapore, Malaysia, Vietnam, Philippines, Cambodia

Oceania: Australia, New Zealand

South Asia: India, Pakistan

Middle East: Bahrain, Qatar, Saudi Arabia, UAE, Azerbaijan, Lebanon, Kuwait, Israel, Oman, Iraq, Morocco

South America: Brazil, Chile, Argentina, Colombia, Peru, Venezuela, Paraguay

Africa: Egypt, Kenya, Nigeria, Angola, South Africa, Algeria, Libya, Senegal, Ivory Coast



# THANKS

2025H1 GLOBAL MOBILE GAME MARKETING WHITE PAPER



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