

2022

Global Mobile Game & App (Non-Game) Marketing White Paper



SocialPeta

www.socialpeta.com

Mobile Games / 3

1. Global Mobile Game Marketing Trends / 8
2. Top Global Mobile Games Charts / 18
3. Global Mobile Game Marketing of Game Genres / 26
 - I. Strategy Game / 27
 - II. RPG / 39
 - III. Simulation Game / 50
 - IV. Casual Game / 61
 - V. Casino Game / 72
4. Mobile Game Marketing in Different Regions / 84
 - I. America / 87
 - II. Indonesia / 93
 - III. Vietnam / 99
 - IV. Turkey / 105
5. Hot Mobile Game Campaigns / 111

Mobile Apps (Non-Game) / 116

1. Global Mobile App Marketing Insights & Top Charts / 118
2. Global Mobile App (Non-Game) Marketing of App Genres / 127
 - I. Tool / 130
 - II. Entertainment / 138
 - III. Reading / 146
 - IV. Social / 154
 - V. Education / 162
3. Global Mobile App Marketing in Different Regions / 168
 - I. North America / 171
 - II. Southeast / 174

Industry Insights / 179

Singular, Tenjin, Digital Turbine, Moloco, Storemaven, AdQuantum, Udonis, Mobiclub, Apptamin, AppROI

Mobile Games



PART 01

REPORT DESCRIPTION

Report Description



1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team provided you with insights into the advertising data of the global mobile game market. We collected random sampling advertising data from the globe, which covers over 70 channels and nearly 70 countries and regions. In total, we based over 120 billion data to form our report.

2. Data Cycle and Indicators

The overall date range of the report: Jan-Dec 2022

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

3. Copyright Notice

All texts, 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 Regions

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

JP & ROK: Japan, South Korea

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

South Asia: India, Pakistan

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

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

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

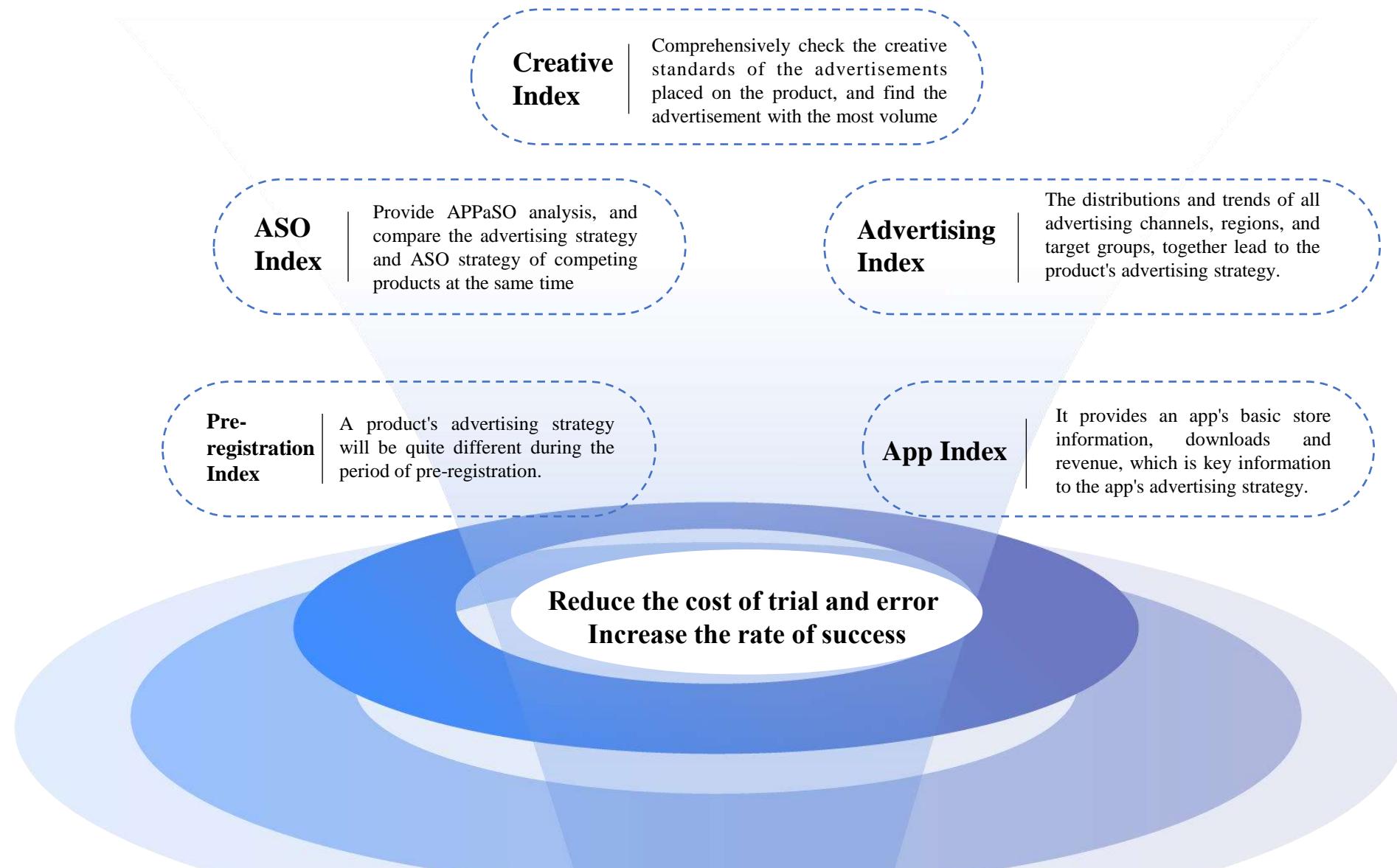
Oceania: Australia, New Zealand

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

Analysis Model of Popular Creatives



Analysis Model of Popular Games



PART 02

Insights into Global Mobile Game Marketing

GLOBAL MOBILE GAME MARKETING INSIGHTS

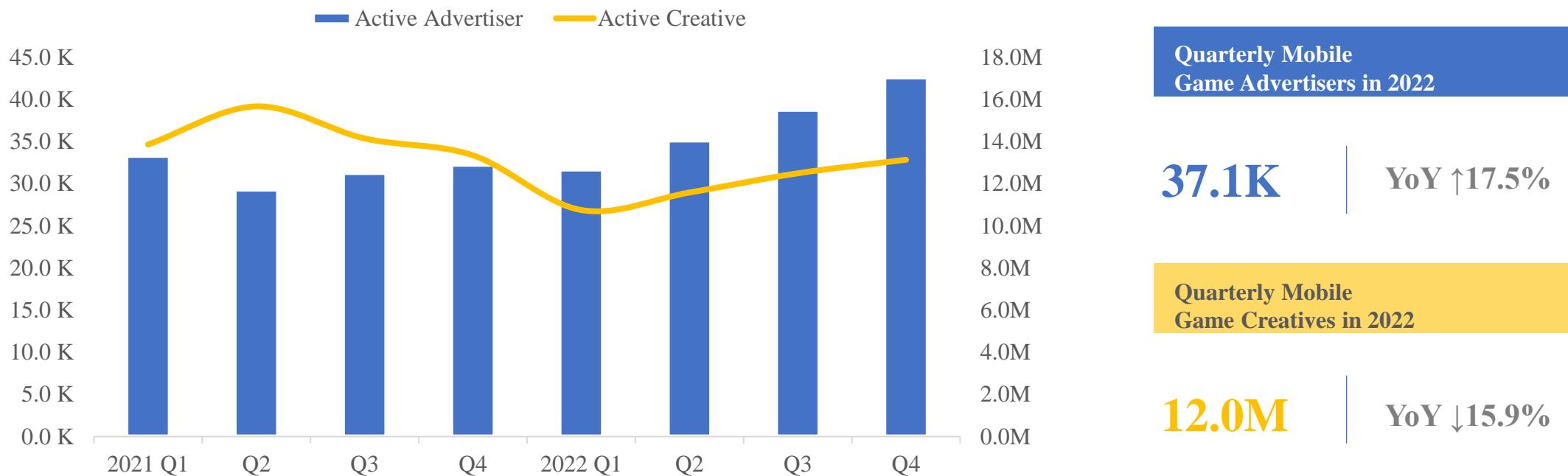


Global Mobile Game Marketing Trends

Insights into Global Mobile Game Marketing

The number of quarterly average advertises grew by 17.5% year-on-year

This year, more than 37,000 mobile game advertisers were captured every quarter, and the growth rate of advertisers was stable every quarter, an increase of 17.5% compared with last year. The average number of materials in this quarter is nearly 12 million, maintaining a quarter-on-quarter growth rate of 7%, but compared with last year's quarter, the material volume has decreased by nearly 16% year-on-year.



Insights into Global Mobile Game Marketing



Over 90% of advertisers released new creatives in each quarter this year, and there were over 6.9 million new creatives per quarter.

In 2022, more than 90% of advertisers will launch new materials every quarter, of which more than 40,000 advertisers will launch new materials in Q4, accounting for more than 94%. The average number of new materials per quarter exceeds 6.9 million, accounting for an average of 57.27%, an increase of 3.82% over last year.



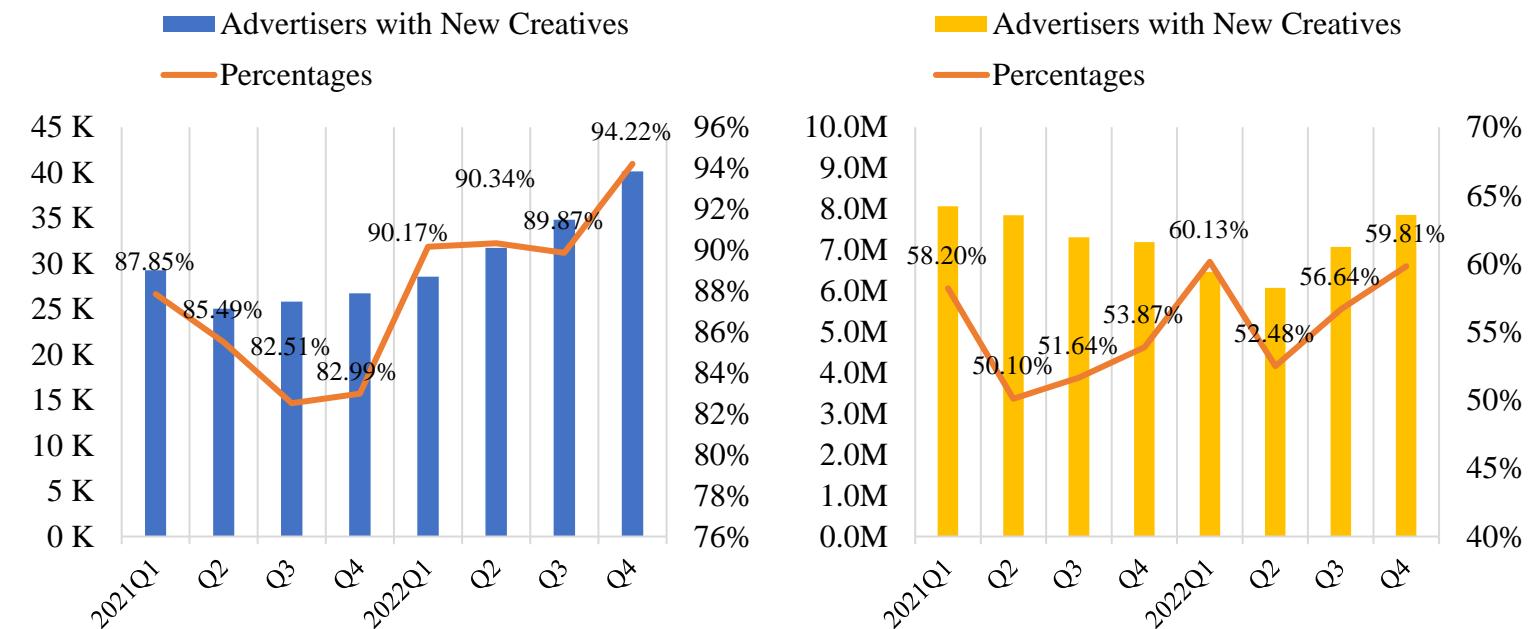
Quarterly Advertisers with New Creatives

33.8K, 91.15%



Quarterly New Creatives

6.9M, 57.27%



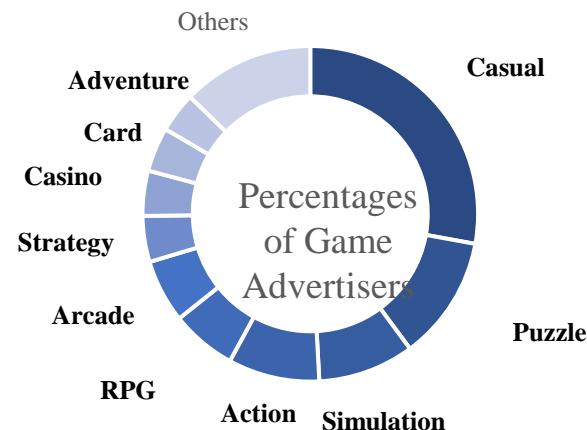
Percentages of Advertisers by Game Genre

Genre	Percentages	Compared to the same period last year
Casual	27.87%	+2.94%
Puzzle	12.00%	+0.59%
Simulation	9.27%	+0.91%
Action	8.82%	+0.30%
RPG	6.32%	-1.61%
Arcade	6.09%	-1.64%
Strategy	4.43%	-0.13%
Casino	4.35%	+0.85%
Card	4.27%	+0.09%
Adventure	3.86%	-0.14%

Top 3 Game Genres by Number of Advertisers

Casual, Puzzle, Simulation

The proportion of leisure product advertisers has increased significantly compared to last year, accounting for 27.87% this year, an increase of 2.94%. In addition, the proportion of simulation and casino advertisers has increased by about 0.9% compared with the whole year. The proportion of arcade advertisers decreased the most, followed by role-playing advertisers. The proportion of advertisers in these two categories dropped by more than 1.6% compared with last year.



Percentages of Creatives by Game Genre

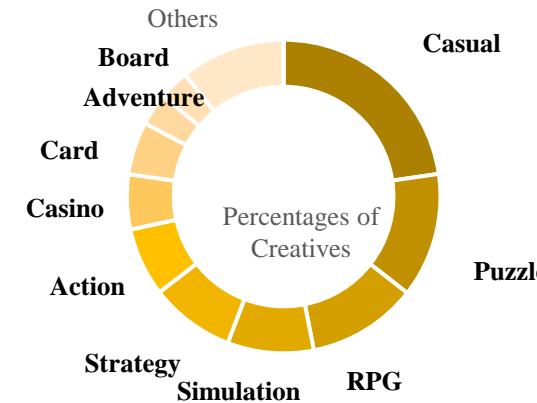
Genre	Percentages	Compared to the same period last year
Casual	22.69%	+4.74%
Puzzle	12.86%	+0.27%
RPG	11.36%	-2.34%
Simulation	8.90%	-0.57%
Strategy	8.74%	-0.50%
Action	7.06%	-0.99%
Casino	5.67%	-0.45%
Card	5.45%	-0.01%
Adventure	3.34%	-0.12%
Board	3.09%	-0.21%

Top 3 Game Genres by Number of Creatives

Casual, Puzzle, RPG

Casual game creatives accounted for 22.69%, an increase of 4.74% compared to last year, marking the largest increase among all game genres.

Except casual and puzzle games, the proportion of most game types has dropped significantly. Among them, the proportion of role-playing game materials has decreased by 2.34% compared with last year, and the ranking has also dropped from second to third.

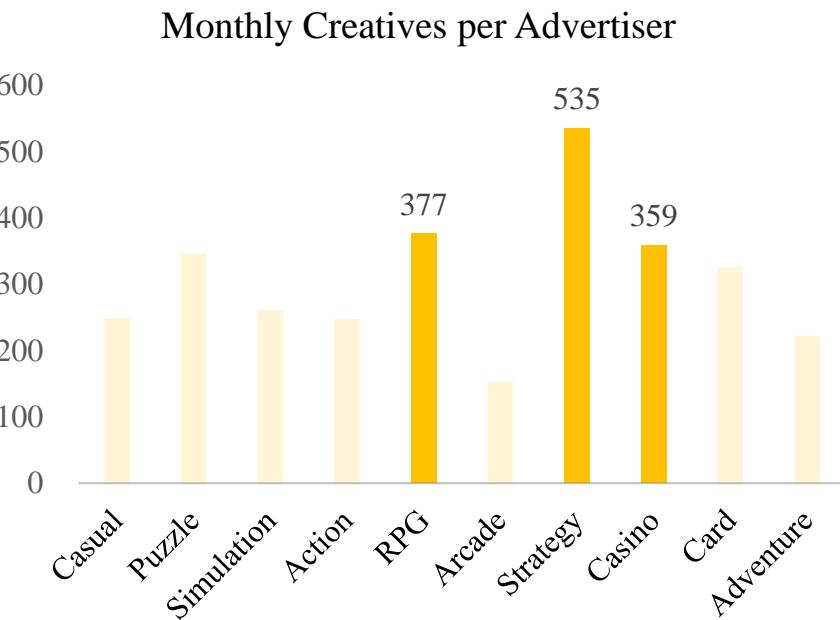
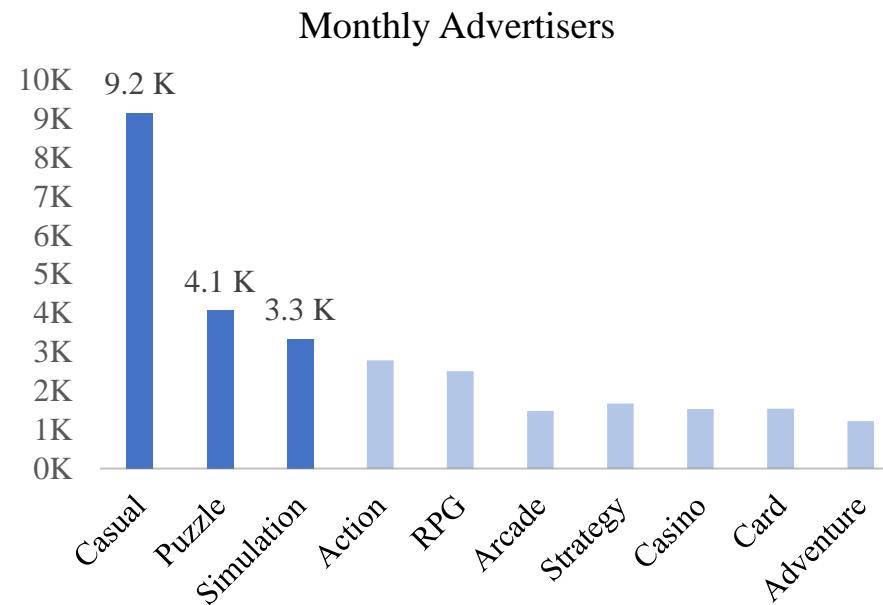


Insights into Mobile Game Advertising by Genre



In 2022, mobile game advertisers per month: 24.3K; monthly creatives per advertiser: 283

Among mobile games, casual games have the highest monthly average number of advertisers, and SocialPeta captures more than 9,200 casual advertisers on average every month, which is 125% higher than the second-ranked puzzle-solving product Strategy games are the highest with an average of 535 pieces of material per month, and advertisers of four types of games, RPG, casino, puzzle solving and card games, have an average monthly delivery of more than 300 pieces.



Insights into Mobile Game Marketing in Different Regions

North America contributed the most monthly advertisers

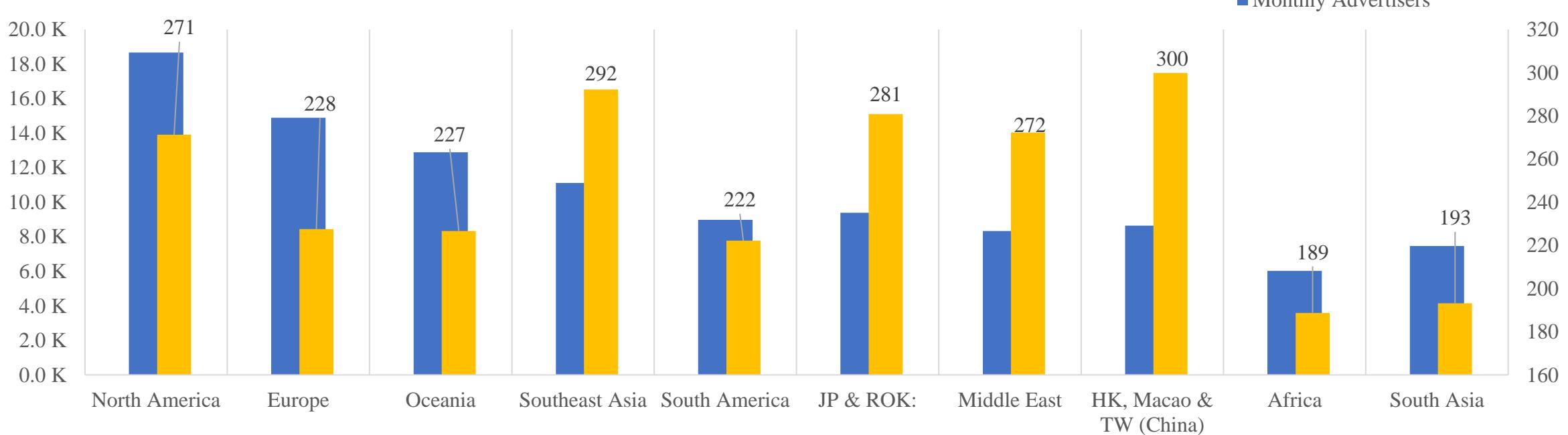
Southeast Asia, HK, Macao & TW, and JP & ROK saw the most monthly creatives

Monthly advertisers in North America: 18.6K

North America still maintains the highest monthly average number of advertisers, with over 18,000 monthly advertisers, 25% higher than the second place in Europe

Monthly creatives in HK, Macao & TW: 300

On average, each advertiser in Hong Kong, Macao and Taiwan places 300 pieces of material per month. Followed by Southeast Asia and Japan and South Korea.



Insights into Advertising of Mobile Games on iOS & Android



This year, iOS reported a continuous advertising growth, contributing nearly 40% advertisers in Q4.

Quarterly Mobile Game Advertisers on iOS & Android

The average amount of material on Android is 33% higher than that on iOS, but iOS advertisers are growing rapidly.



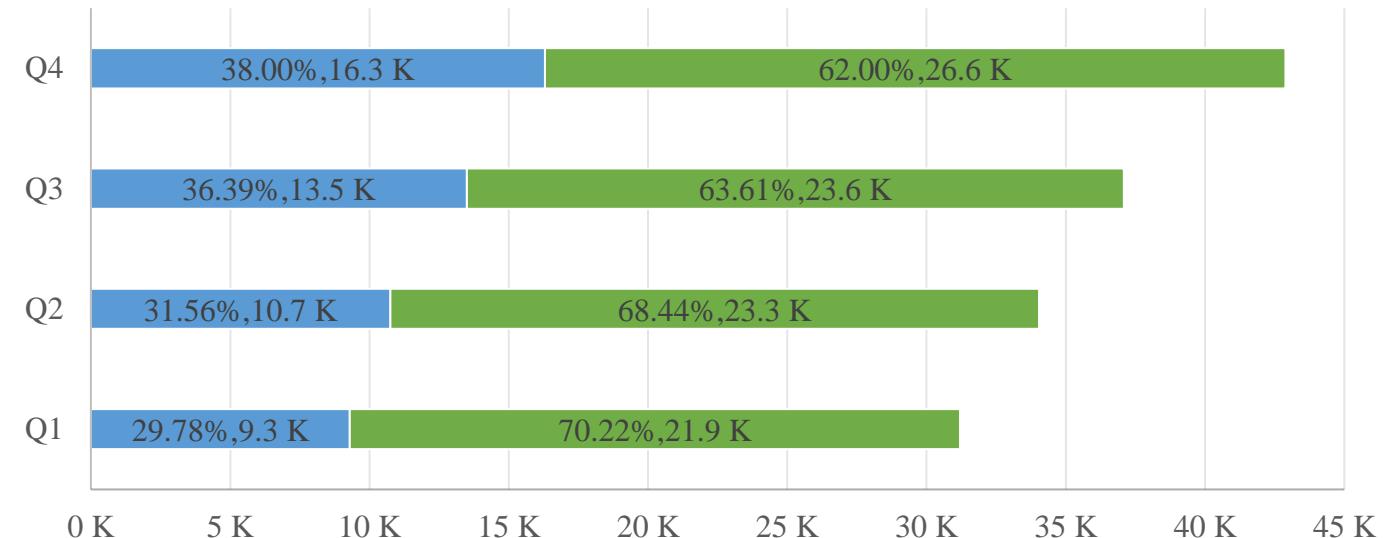
267

Quarterly Creatives on iOS in 2022

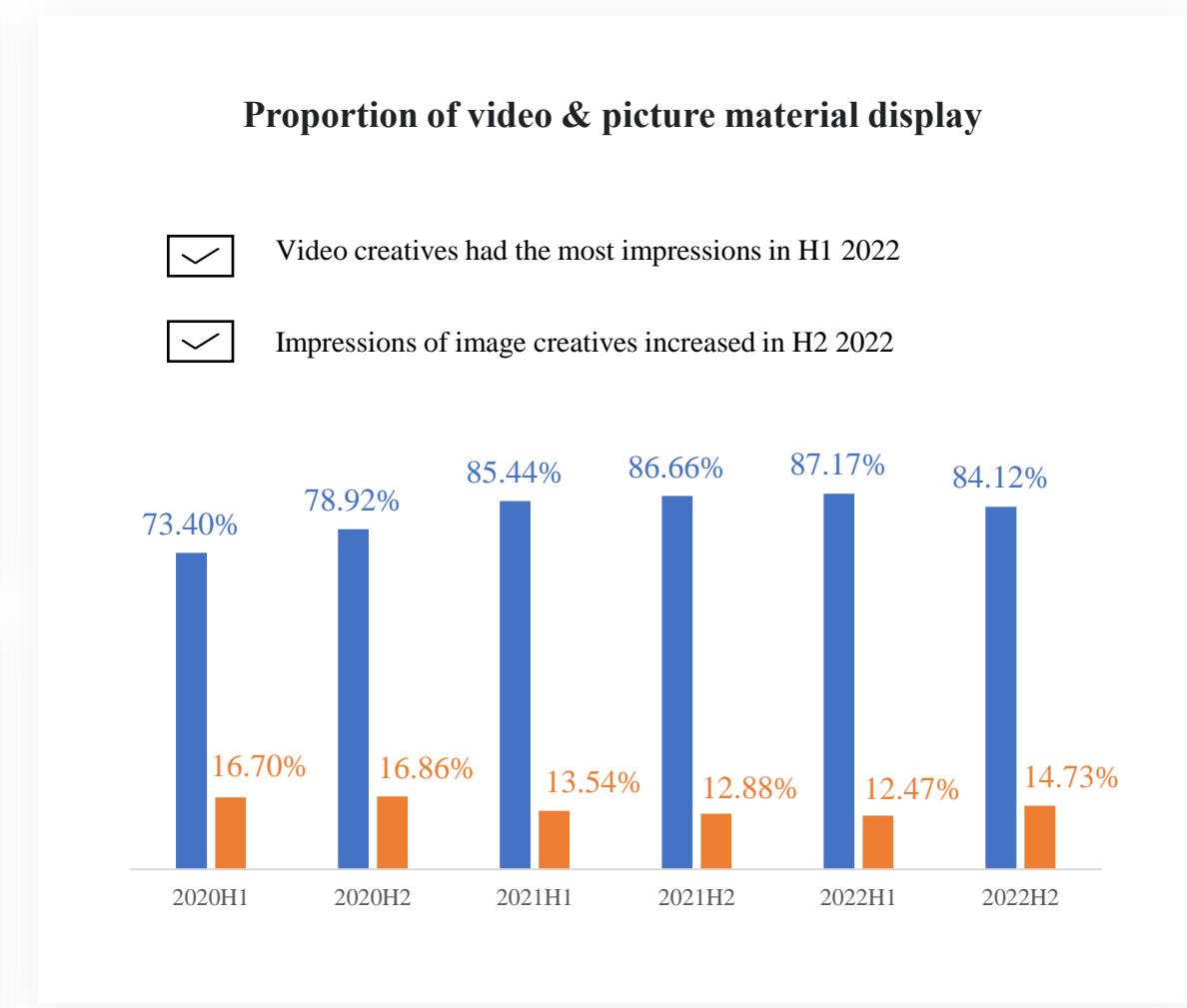
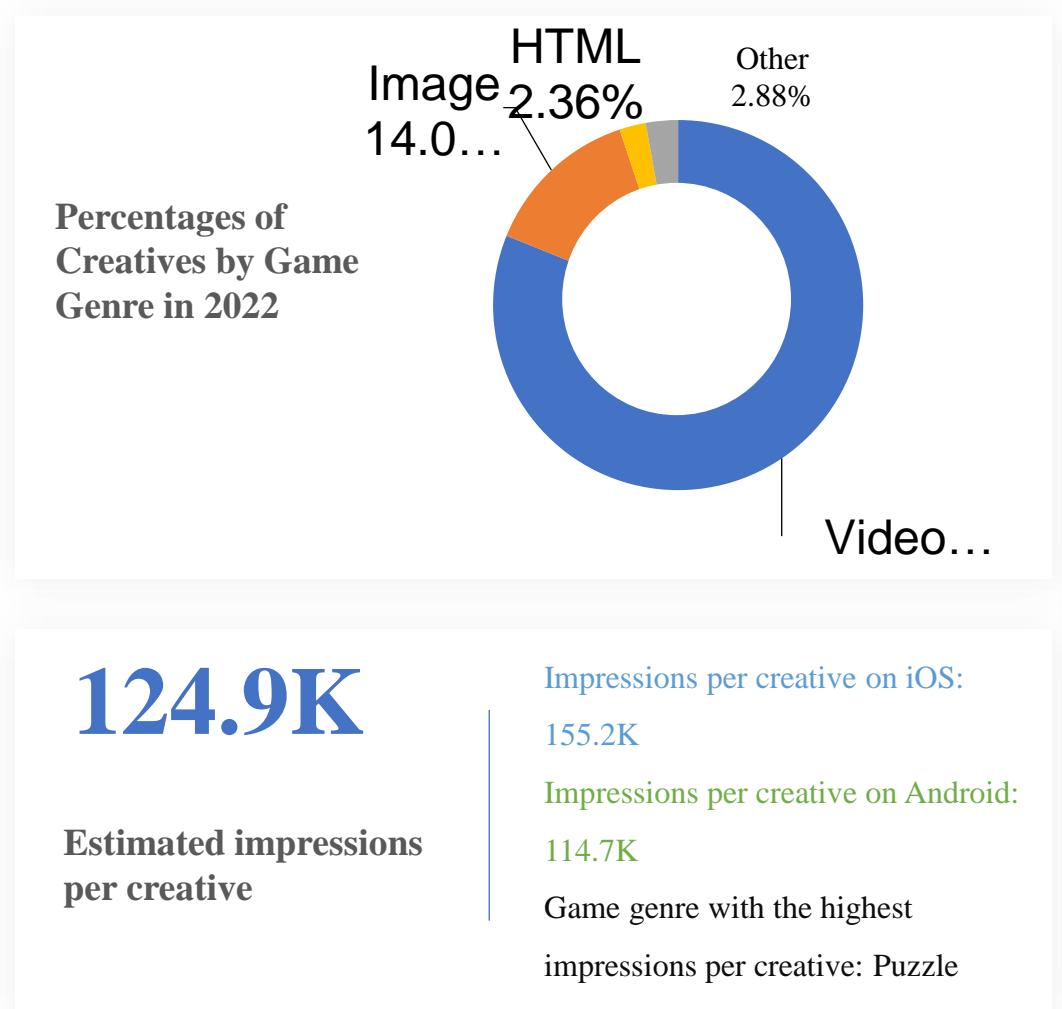


354

Quarterly Creatives on Android in 2022



Proportion of various types of game materials



Top Global Mobile Games Charts

Top Global Mobile Games by Advertising in 2022



1	Coloring Book! Doodle Mobile	11	Township Playrix	21	State of Survival FunPlus	31	花舞宫廷 Origin Mood	41	War Robots Pixonic Games
2	Fishdom Playrix	12	The Grand Mafia Yotta Games	22	Kingdom Guard Tap4Fun	32	1945 ONESOFT	42	Jigsaw Collection Veraxen
3	The Ants StarUnion	13	Purrfect Tale DH Games	23	Define Cleverside	33	Warpath Lilith Games	43	Jackpot Master™ Zeroo Gravity Games
4	Block Puzzle Doodle Mobile	14	Last Fortress IM30	24	Dynasty Legends 2 钛核互动	34	Family Farm Adventure Century Games	44	Royal Match Dream Games
5	Word Trip PlaySimple Games	15	英雄戰紀 Binghuan Network	25	Lords Mobile IGG	35	Solitaire Doodle Mobile	45	Dislyte Lilith Games
6	Rise of Kingdoms Lilith Games	16	Sniper 3D Wildlife Studios	26	Roblox Roblox	36	Rise of Empires IM30	46	IDLE GOG GameWinner
7	歡樂大東家 EWORLD	17	Animal Restaurant DH Games	27	RummyCircle Play Games24x7	37	Mighty Party Panoramik Games	47	FIFA Mobile Electronic Arts
8	Resortopia DH Games	18	Evony Top Games	28	Legend of the Phoenix Modo Global	38	幻想名將傳 Doki Studio	48	Star Trek Fleet Command Scopely
9	Evertale ZigZaGame	19	Tennis Clash Wildlife Studios	29	Jackpot World™ Bole Games	39	Puzzles & Survival 37Games	49	Homescapes Playrix
10	Two Dots PlayDots	20	Mafia City Yotta Games	30	富甲江戶城 Yogame Technology	40	聖樹喚歌 Doki Studio	50	超爆三國志 SpringGame

Source: SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low.
Date Range: 2022/1-2022/12

Top Mobile Games on the App Store in 2022

Download Chart

1		Subway Surfers	Arcade
		Sybo Games	
2		Stumble Guys	Action
		Kitka Games	
3		Roblox	Adventure
		Roblox	
4		Fishdom	Puzzle
		Playrix	
5		8 Ball Pool	Sports
		Miniclip	
6		Candy Crush Saga	Casual
		King	
7		Count Masters	Casual
		AIBY	
8		Among Us!	Action
		InnerSloth	
9		Magic Tiles 3	Music
		Amanotes	
10		Call of Duty®: Mobile	Action
		Tencent & Activision Blizzard	
11		Coloring Match	Party Game
		Supersonic	
12		Fill The Fridge!	Simulation
		Rollic Games	
13		Wordle!	Casual
		Lion Studios	
14		PUBG MOBILE	Action
		Tencent	
15		Going Balls	Casual
		Supersonic	
16		Bridge Race	Casual
		Supersonic	
17		Garena Free Fire	Action
		Garena	
18		Clash Royale	Strategy
		Supercell	
19		Township	Casual
		Playrix	
20		FIFA Mobile	Sports
		Electronic Arts	
21		Survivor!.io	Casual
		Habby	
22		Royal Match	Puzzle
		Dream Games	
23		Homescapes	Casual
		Playrix	
24		UNO!™	Party
		Mattel163	
25		X-HERO	RPG
		Bingchuan Network	
26		Apex Legends Mobile	Action
		Electronic Arts	
27		Evony	Strategy
		Top Games	
28		Clash of Clans	Strategy
		Supercell	
29		Pokémon GO	Adventure
		Niantic	
30		Parking Jam 3D	Casual
		Popcore	

Top Mobile Games on the App Store in 2022

\$ Revenue Chart

1	 Candy Crush Saga	Casual	11	 プロ野球スピリッツA	KONAMI	Sports	21	 Rise of Kingdoms	Lilith Games	Strategy
2	 Roblox	Adventure	12	 パズル&ドラゴンズ	GungHo Online Entertainment	Puzzle	22	 Fishdom	Playrix	Puzzle
3	 Genshin Impact	Adventure	13	 PUBG MOBILE	Tencent	Action	23	 Garena Free Fire	Garena	Action
4	 Pokémon GO	Adventure	14	 Fate/Grand Order	Aniplex	RPG	24	 리니지W	NCSOFT	RPG
5	 モンスターストライク	RPG	15	 Call of Duty®: Mobile	Tencent & Activision Blizzard	Action	25	 Knives Out	NetEase Games	Adventure
6	 Coin Master	Casual	16	 Evony	Top Games	Strategy	26	 ドラゴンクエストウォーク	SQUARE ENIX	RPG
7	 Clash of Clans	Strategy	17	 Puzzles & Survival	37Games	Strategy	27	 Toon Blast	Peak	Casual
8	 ウマ娘 プリティーダービー	Adventure	18	 Clash Royale	Supercell	Strategy	28	 Age of Origins	Camel Games	Strategy
9	 Royal Match	Puzzle	19	 Gardenscapes	Playrix	Casual	29	 Township	Playrix	Casual
10	 Homescapes	Casual	20	 State of Survival	FunPlus	Strategy	30	 Top War	RiverGame	Strategy

Top Global Mobile Games by Advertising in 2022



Android

1	 Jackpot World™ Bole Games	11	 英雄戰紀 Bingchuan Network	21	 Wolf Adventure Rolle Games	31	 Mighty Party Panoramik Games	41	 State of Survival FunPlus
2	 The Grand Mafia Yotta Games	12	 Fill The Fridge Rolle Games	22	 The Ants StarUnion	32	 Two Dots PlayDots	42	 Breaker Fun mogame
3	 Lords Mobile IGG	13	 Rise of Empires IM30	23	 Fishdom Playrix	33	 Vegas Live Slots PLAYDOG	43	 Solitaire Home Design Betta Games
4	 Evony Top Games	14	 Kingdom Guard Tap4Fun	24	 Tap Color Pro Century Games	34	 Homescapes Playrix	44	 JinJinJin IGS
5	 Scatter Slots Murka Games	15	 Last Fortress IM30	25	 Braindom 2 Matchingham Games	35	 Chapters Crazy Maple Studio	45	 Travel Center Tycoon SONOW
6	 Epic Heroes Bingchuan Network	16	 Treasure Anubis App Keep Studio	26	 Crowd Evolution! Rolle Games	36	 Crazy Fox Astak Tech	46	 富甲江戶城 Yogame Technology
7	 Pharaoh's Slinger Dheeraj maurya	17	 Tiles Hop Amanotes	27	 Puzzles & Survival 37Games	37	 Rise of Kingdoms Lilith Games	47	 Coffee Stack Rolle Games
8	 Mafia City Yotta Games	18	 Jackpot Master™ Zero Gravity Games	28	 Township Playrix	38	 Yalla Ludo Yalla	48	 Find Out EYWIND
9	 麻將 明星3缺1 IGS	19	 Lotsa Slots Bole Games	29	 Water Sort IEC	39	 Pethereum Loop Games A.S.	49	 Coloring Book Doodle Mobile
10	 Tongits Go PlayJoy	20	 Cash Frenzy™ Bole Games	30	 Coin Pet ASIA YUTAI NETWORK	40	 Coin Master Moon Active	50	 Braindom Matchingham Games

Top Mobile Games on Google Play in 2022

Download Chart

1		Subway Surfers	Arcade
		Sybo Games	
2		Ludo King™	Board
		Gametion	
3		Candy Crush Saga	Casual
		King	
4		Free Fire MAX	Action
		Garena	
5		Stumble Guys	Action
		Kitka Games	
6		Roblox	Adventure
		Roblox	
7		Race Master 3D	Racing
		SayGames	
8		Bridge Race	Casual
		Supersonic	
9		Garena Free Fire	Action
		Garena	
10		My Talking Tom 2	Casual
		Jinke Tom	
11		Carrom Pool	Sports
		Miniclip	
12		My Talking Tom Friends	Casual
		Jinke Tom	
13		Traffic Rider	Racing
		Soner Kara	
14		Piano Fire	Music
		EDAYSOFT	
15		8 Ball Pool	Sports
		Miniclip	
16		Hill Climb Racing	Racing
		Fingersoft	
17		Merge Master	Arcade
		HOME GAMES	
18		Temple Run	Arcade
		Imangi	
19		DOP 4	Puzzle
		SayGames	
20		Soccer Super Star	Sports
		GameGou	
21		Subway Princess Runner	Arcade
		IvyMobile	
22		Going Balls	Casual
		Supersonic	
23		FIFA Mobile	Sports
		Electronic Arts	
24		Tall Man Run	Casual
		Supersonic	
25		Truck Simulator	Simulation
		Games Wing	
26		My Talking Angela 2	Casual
		Jinke Tom	
27		Snake Lite	Action
		Hippo Lab	
28		Antistress	Puzzle
		JindoBlu	
29		Magic Tiles 3	Music
		Amanotes	
30		Tiles Hop	Music
		Amanotes	

Top Mobile Games on Google Play in 2022

\$ Revenue Chart

1		Coin Master	Casual		11		PUBG MOBILE	Action		21		Fate/Grand Order	RPG
2		Candy Crush Saga	Casual	King	12		Homescapes	Casual	Playrix	22		Bingo Blitz™	Board
3		Roblox	Adventure	Roblox	13		Fishdom	Puzzle	Playrix	23		Puzzles & Survival	Strategy
4		Genshin Impact	Adventure	miHoYo	14		Royal Match	Puzzle	Dream Games	24		Rise of Kingdoms	Strategy
5		Pokémon GO	Adventure	Niantic	15		Empires & Puzzles	Puzzle	Zynga	25		Top War	Strategy
6		Gardenscapes	Casual	Playrix	16		Township	Casual	Playrix	26		Solitaire Grand Harvest	Card
7		Garena Free Fire	Action	Garena	17		Lords Mobile	Strategy	IGG	27		Family Island™	Casual
8		Evony	Strategy	Top Games	18		RAID	RPG	Plarium	28		Rise of Empires	Strategy
9		Clash of Clans	Strategy	Supercell	19		Candy Crush Soda Saga	Casual	King	29		Mobile Legends: Bang Bang	Action
10		State of Survival	Strategy	FunPlus	20		Call of Duty®: Mobile	Action	Tencent & Activision Blizzard	30		Last Shelter: Survival	Strategy

Source: SocialPeta - APP Intelligence. The revenue data were from Google Play, excluding any third-party Android platforms.
Date Range: 2022/1-2022/12

Top Global Game Companies by Advertising in 2022

#	Company Names	Deduplicated creatives	Advertised Products	Mainly advertised products	#	Company Names	Deduplicated creatives	Advertised Products	Mainly advertised products
1	Rollic Games 	313.5K	208	  	11	Supersonic 	71.1K	177	  
2	Bole Games 	147.4K	14	  	12	Century Games 	68.7K	22	  
3	VOODOO  	117K	440	  	13	IGS 	61.6K	14	  
4	Playrix  	106.3K	18	  	14	Murka Games 	61.4K	24	  
5	Yotta Games 	91.3K	6	  	15	HOME GAMES GAMING 	60.8K	126	  
6	IGG 	82.2K	37	  	16	YSO Corp 	59.7K	405	  
7	Zynga 	80.8K	66	  	17	Easybrain 	58.6K	42	  
8	Lion Studios 	78.6K	300	  	18	Azur Interactive Games 	58.5K	187	  
9	MatchingGames 	72.4K	34	  	19	Learnings 	52.6K	7	  
10	SayGames 	71.1K	212	  	20	IM30 	51.1K	6	  

Insights into Global Mobile Game Marketing of Top Genres

38.1

Insights into Strategy Game Marketing

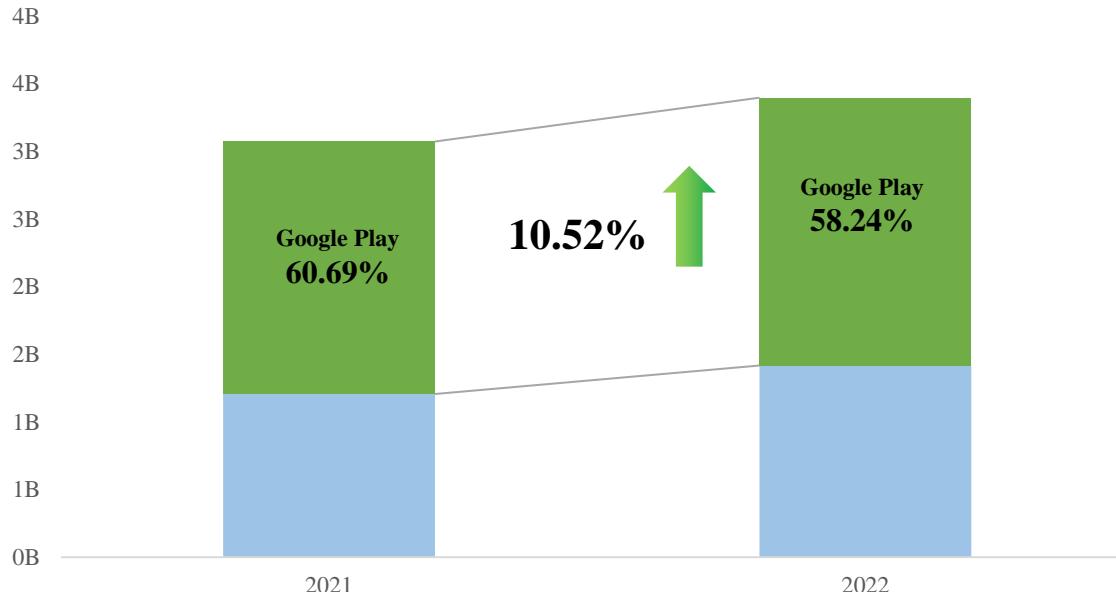


Downloads/Revenue of Strategy Games

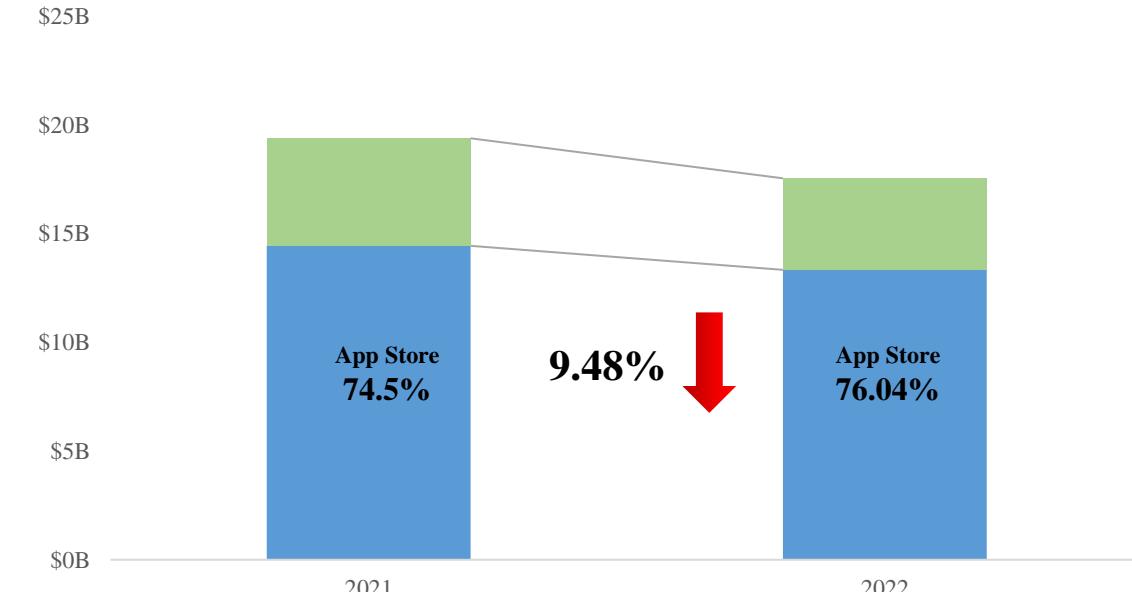
In 2022, the total downloads of strategy mobile games increased by 10.52% YoY. The estimate revenue declined by 9.48% YoY.

In terms of platform sources, the proportion of Google Play on the download side decreased by about 2.45% compared with last year, while the proportion of the App Store on the revenue side increased by about 1.54%. In general, the growth rate of downloads of strategy mobile games is slightly higher than the overall average, while the revenue is lower than the overall change.

Annual downloads changes of global Strategy Games
(2021-2022)



Annual revenue changes of global Strategy Games
(2021-2022)



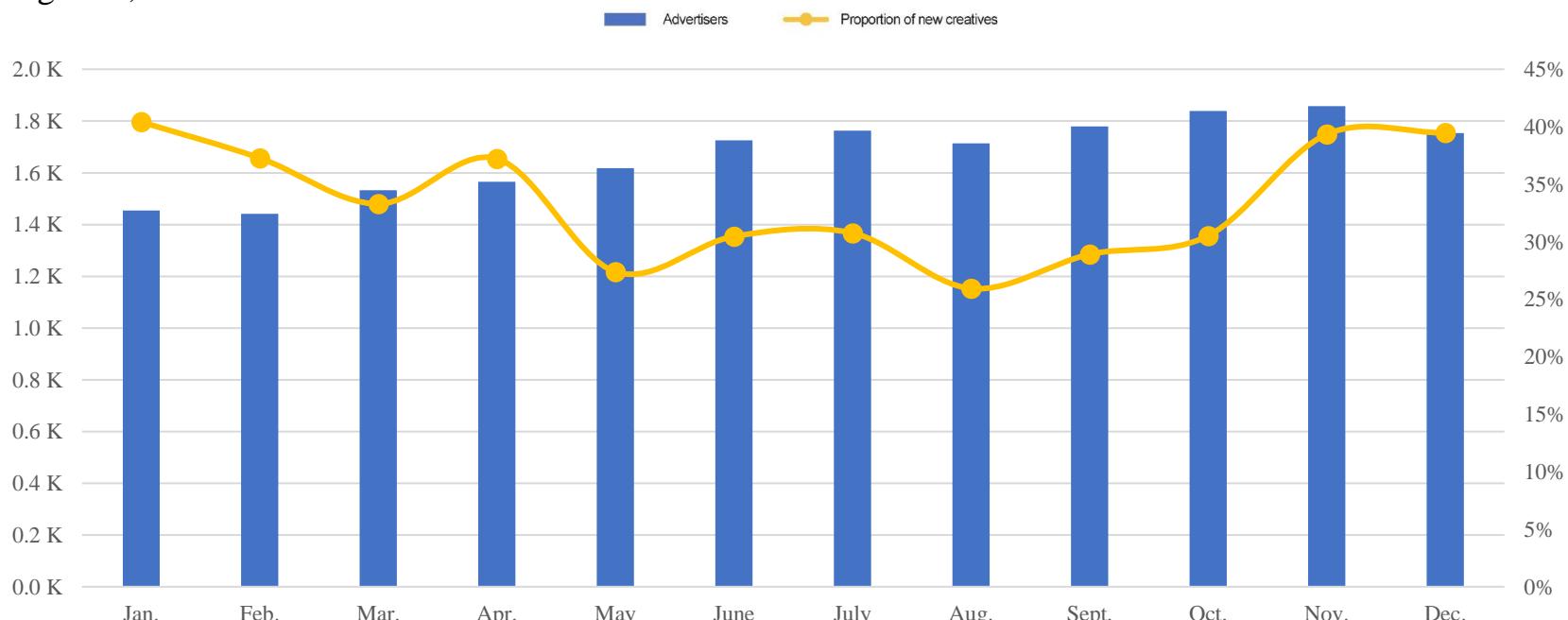
Insights into Global Strategy Game Advertising



In 2022, there were over 4500 strategy game advertisers. New creatives were 30% less in May and September

In H2 2022, total number of strategy game advertisers increased by 12.5% YoY and by 8% as compared to H1 2022. There were nearly 1700 advertisers in H2.

The total number of strategy game advertisers remained the same. Less new creatives were advertised in May. Affected by the purchasing of mini games, the number of new creatives rebounded.



Monthly Active Advertisers
1671

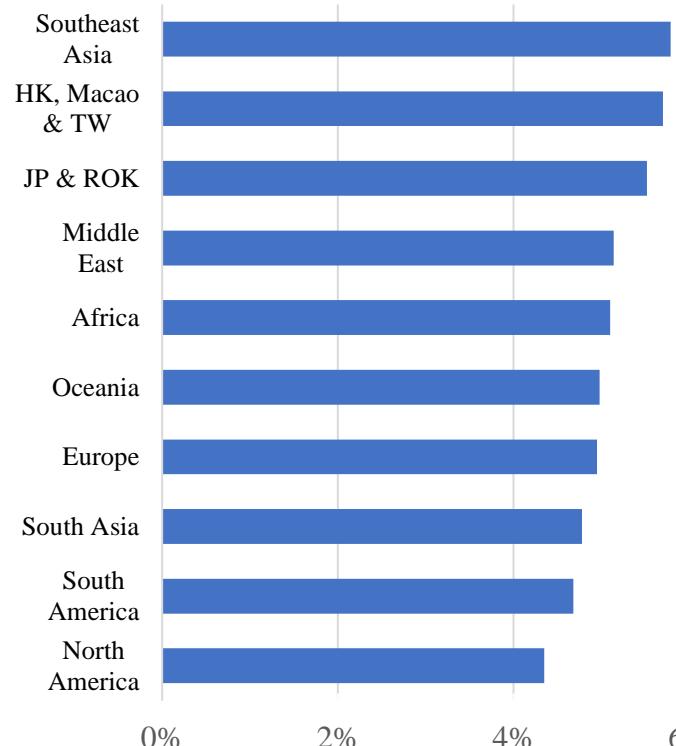
Percentages of New Creatives
33.42%

Insights into Strategy Game Advertising in Different Regions

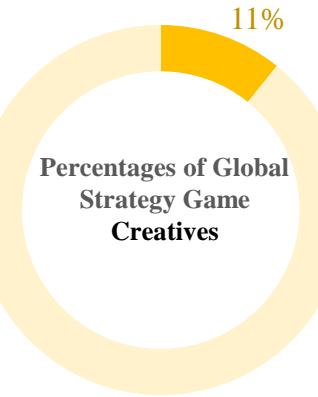
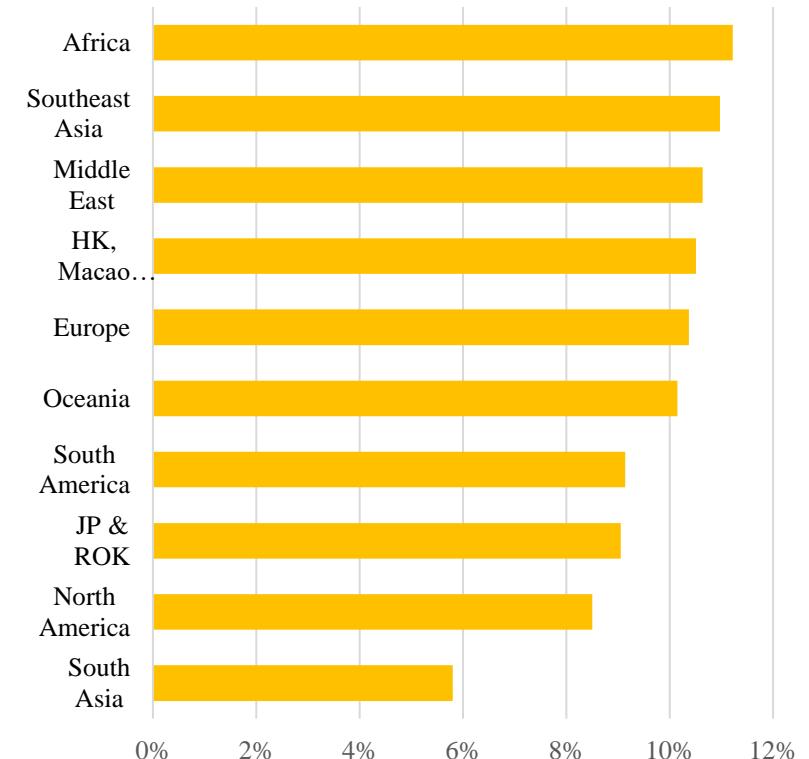
Southeast Asia, HK, Macao & TW contributed the most strategy game advertisers

Southeast Asian strategic advertisers accounted for as high as 5.79%; African strategic materials accounted for 11.22%, the highest proportion.

Percentages of Strategy Game Advertiser in Different Regions



Percentages of Strategy Game Creative in Different Regions



Source: SocialPeta, based on data retrieved from backend data sources. HK, Macao & TW: it's short for Hong Kong (China), Macao (China), and Taiwan (China).

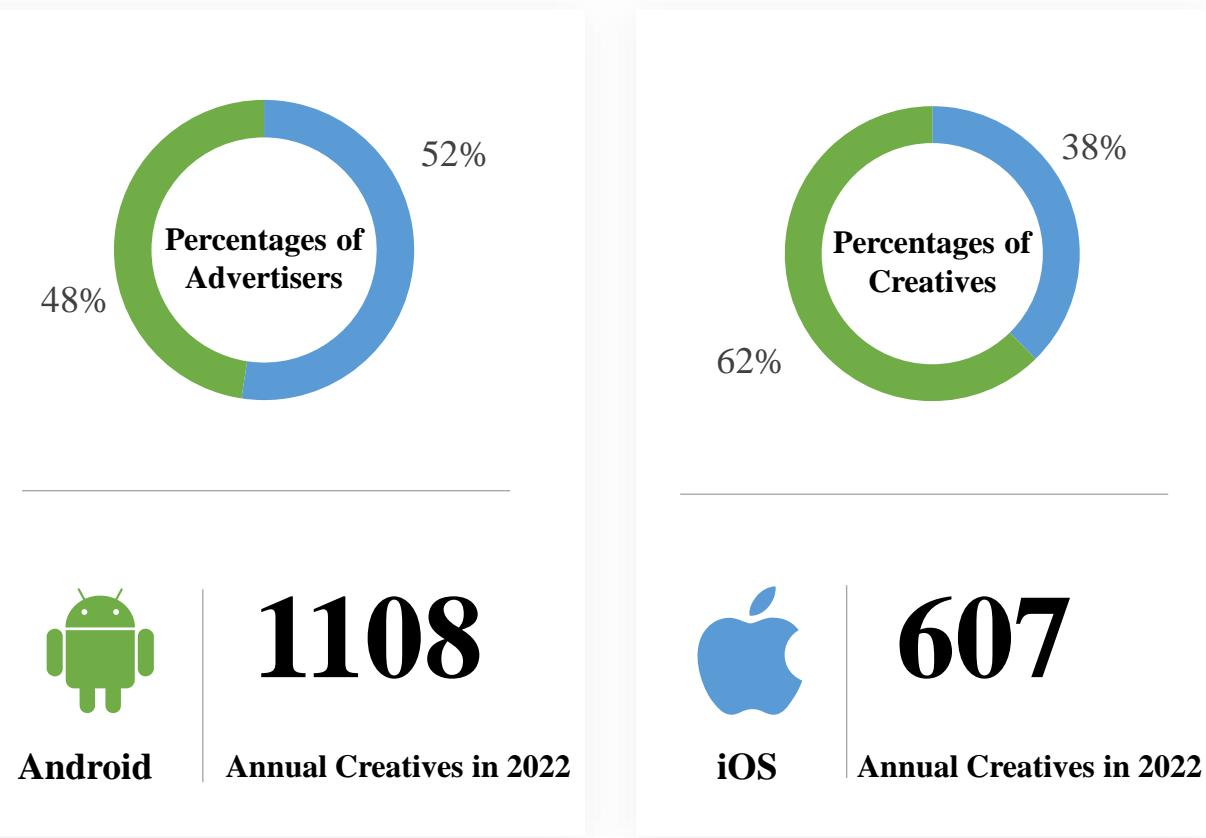
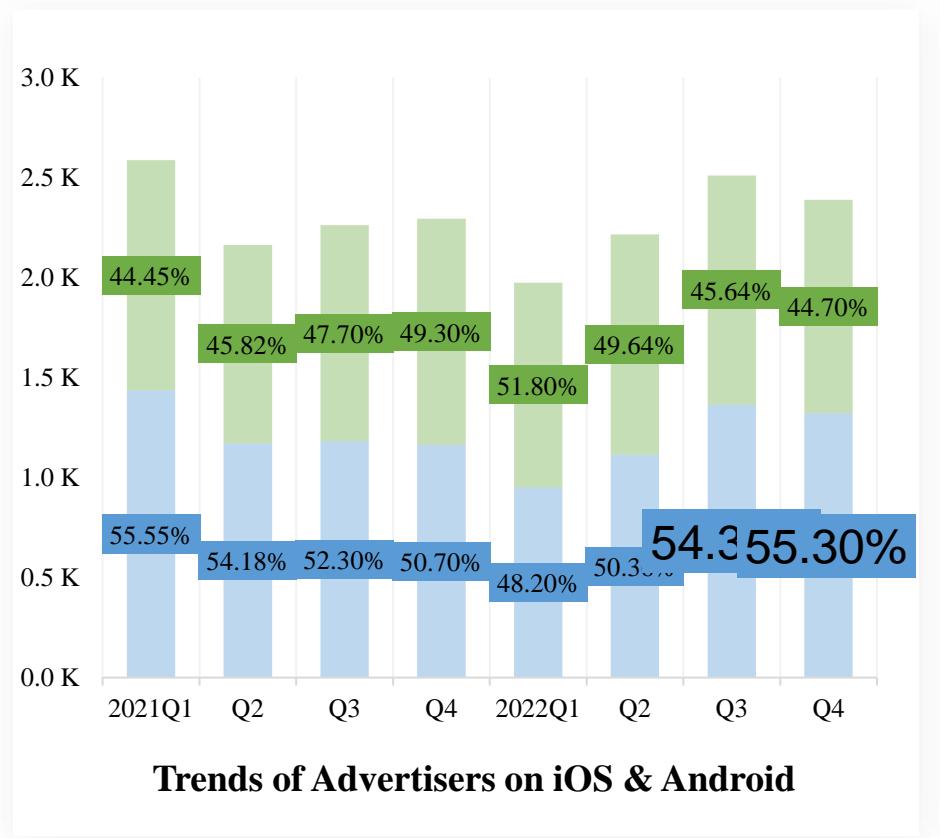
Date Range: 2022/1-2022/12 Note: Some advertisers release creatives in multiple countries, so regional new creatives generally account for a smaller share than global new creatives

Insights into Advertising of Strategy Games on iOS & Android



There were over 2500 strategy game advertisers in Q4. The number of strategic advertisers on the iOS side is slightly dominant.

The proportion of strategic advertisers on the iOS side is slightly higher, but the Android side is more aggressive in creative advertising. The average creative volume of the Android side in 2022 is 1,108, which is 80% higher than that of the iOS side.



Top 10 Strategy Games by Advertising



1	 The Ants	Ants SLG
2	 Rise of Kingdoms	Battle SLG
3	 歡樂大東家	Business Simulation
4	 The Grand Mafia	Mafia SLG
5	 Last Fortress	Apocalypse SLG
6	 Evony	Battle SLG
7	 Mafia City	Mafia SLG
8	 State of Survival	Apocalypse SLG
9	 Kingdom Guard	Tower Defense SLG
10	 Lords Mobile	Tower Defense SLG



1	 The Grand Mafia	Mafia SLG
2	 Lords Mobile	Tower Defense SLG
3	 Rise of Empires	Battle SLG
4	 Kingdom Guard	Tower Defense SLG
5	 Last Fortress	Apocalypse SLG
6	 Evony	Battle SLG
7	 The Ants	Ants SLG
8	 Rise of Kingdoms	Battle SLG
9	 Mafia City	Mafia SLG
10	 Puzzles Survival	Apocalypse SLG

Source: SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low
Date Range: 2022/1-2022/12

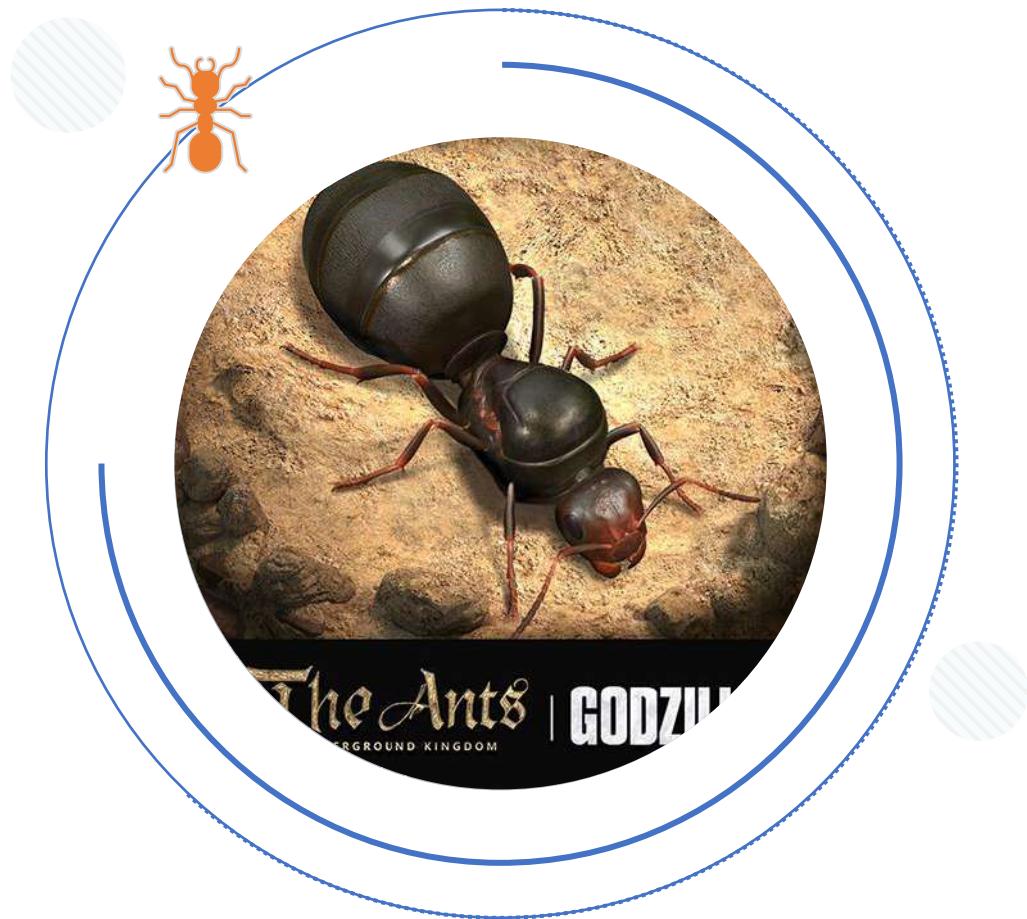
Strategy Games leading in globalization

The games that topped the advertising charts of strategy games in 2022 were: StarUnion's [The Ants], with 12000 unique creatives on iOS, and Yotta Games' [The Grand Mafia], with nearly 40000 unique creatives on Android.

Except for the business simulation game [歡樂大東家], all the other games in the top 10 are SLGs. Most of them are about animals, survival, and wars. All mafia games are from Yotta Games.

Overall, there was intense competition in subjects, creativity, and advertising in the global market.

Top Strategy Game Advertisers



The Ants: Underground Kingdom

StarUnion

[The Ants: Underground Kingdom], released by StarUnion, is a strategy SLG featuring ants. This game opened a new SLG type: animal simulation.

In 2022, [The Ants] had about 36000 unique creatives in total. For years, the game had remained among the top 10 Chinese games advertising-wise. And it currently stayed on the App Store's top 20 free strategy games in 11 countries/regions.

590+

Days of Duration

11.9K

Deduplicated Creatives on iOS

23.6K

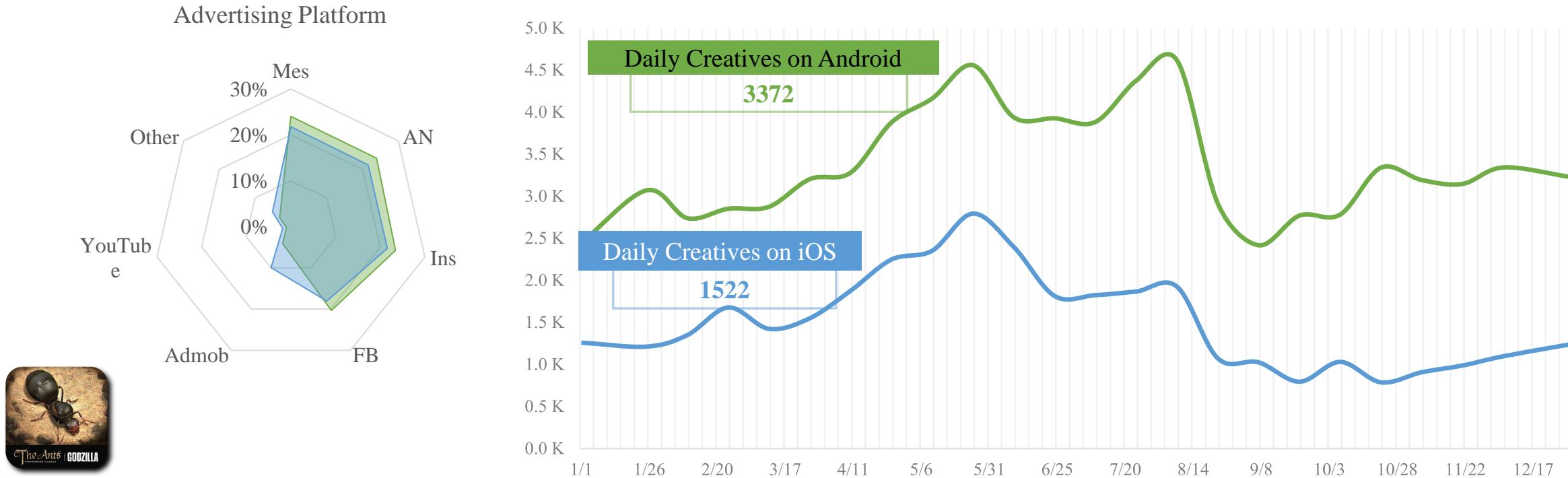
Deduplicated Creatives on Android

Insights into Global Advertising of [The Ants]

Daily creatives on Android were 120% more than on iOS. Creatives were mainly released on Meta platforms.

Advertisers focused on Android. 3372 new creatives daily. The peak appeared in May and August. The peak showed 4600 creatives daily.

There were 1522 creatives on iOS daily. Creatives peaked on iOS in May when there were nearly 2800 daily creatives.



[The Ants]'s Hot Marketing Creative



Estimated Impressions: 1.1M

Popularity: 220

Duration: 77 days

Dimensions: 640 * 640

Advertising Platform:  FB News Feed

Advertising Copy:

Super Ants Army

Witness the rise of ANT EMPIRE!



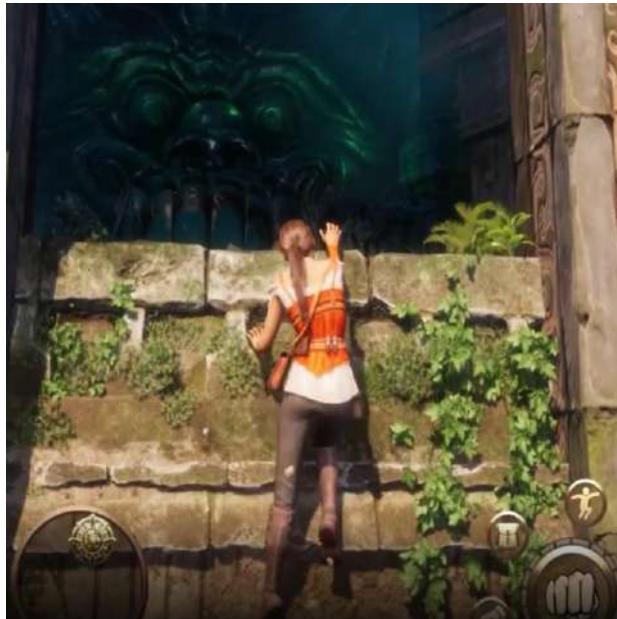
 Click to view the complete creative

More interactive through drawing lines

Popular Creatives of SLGs with Hot Themes

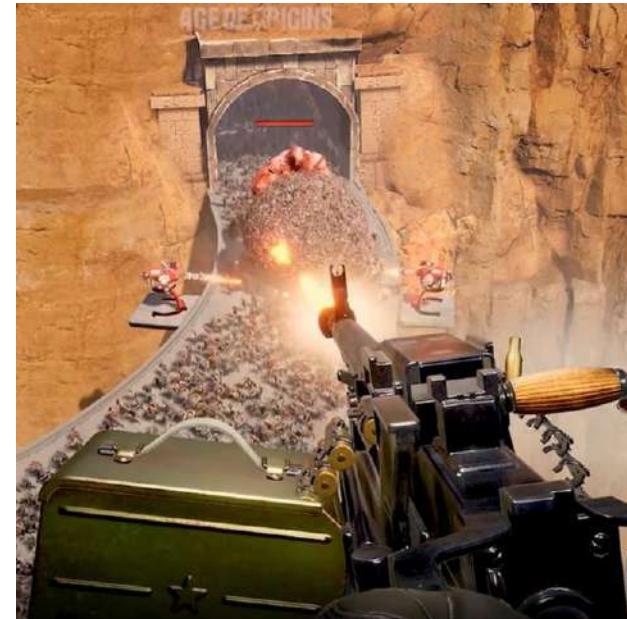
With a little innovation in gameplay, strategy SLGs focused on art and subjects and released "Casual + X" creatives.

Nautical adventure: PC gaming experience



[Click to view the complete creative](#)

Post-apocalyptic survival: zombie siege



[Click to view the complete creative](#)

Western fantasy: romantic vampires

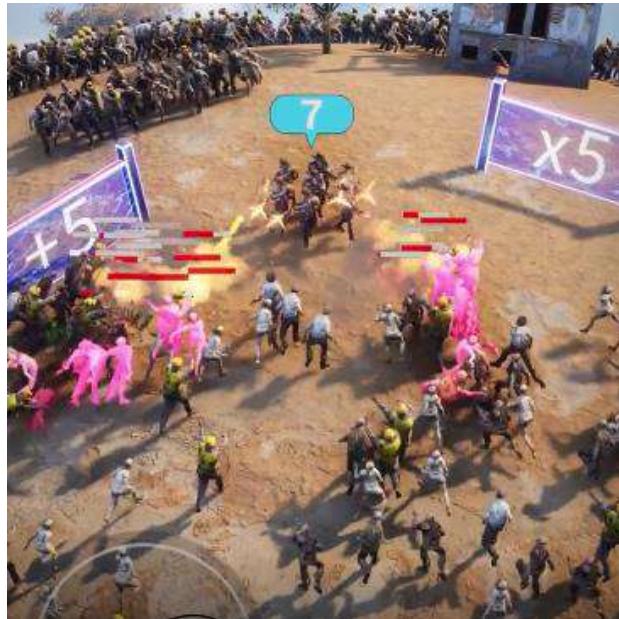


[Click to view the complete creative](#)

Popular Creatives of Strategy SLGs

As the major game genre in the global market, strategy game released "Casual + X" creatives.

Mixed gameplay: number growth + Roguelike



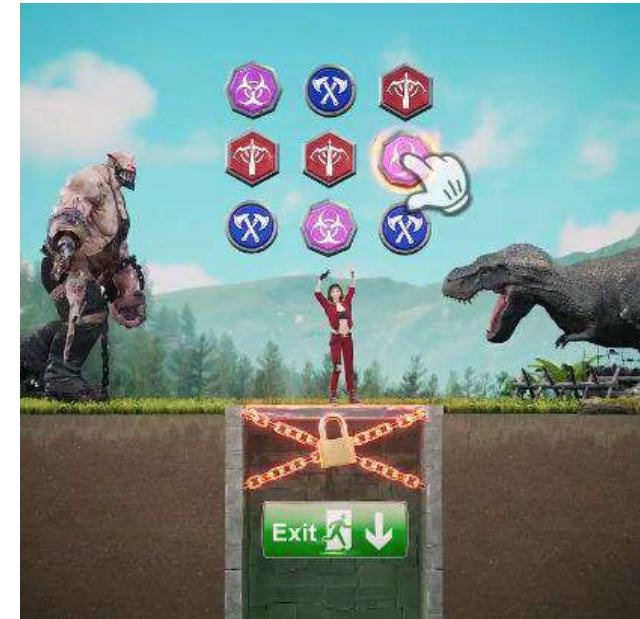
[Click to view the complete creative](#)

Attractive casual gameplay: tower climbing + failure



[Click to view the complete creative](#)

Cliff-hanger: impasse + life-or-death choice



[Click to view the complete creative](#)

3.2

Insights into RPG Marketing



Downloads/Revenue of RPGs

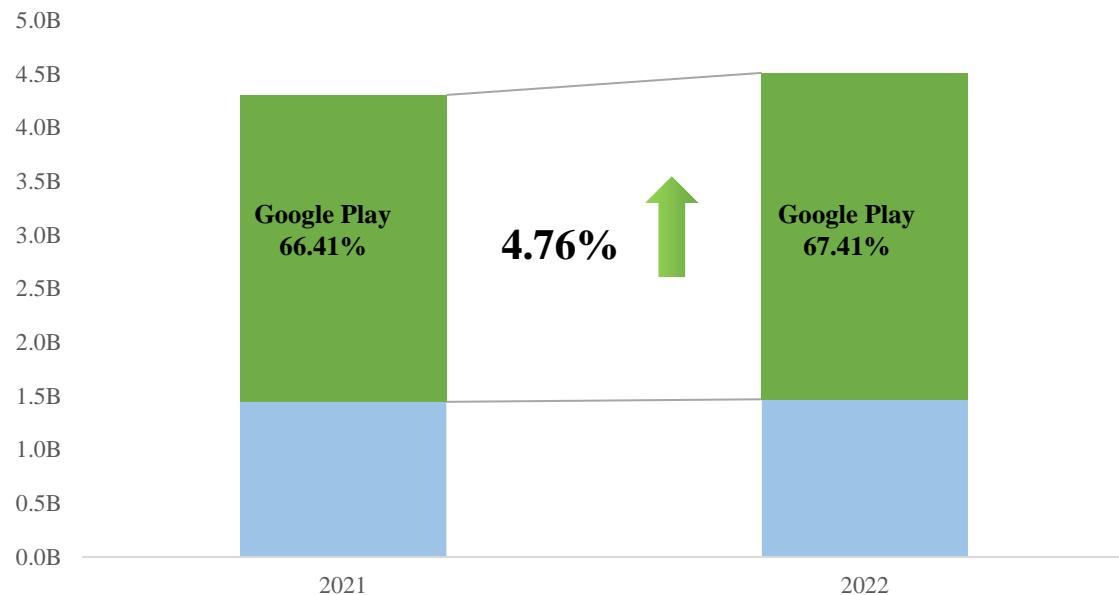


In 2022, RPGs recorded an increase of approx. 4.76% YoY in total downloads and a decline of over 13.06% YoY in estimated revenue.

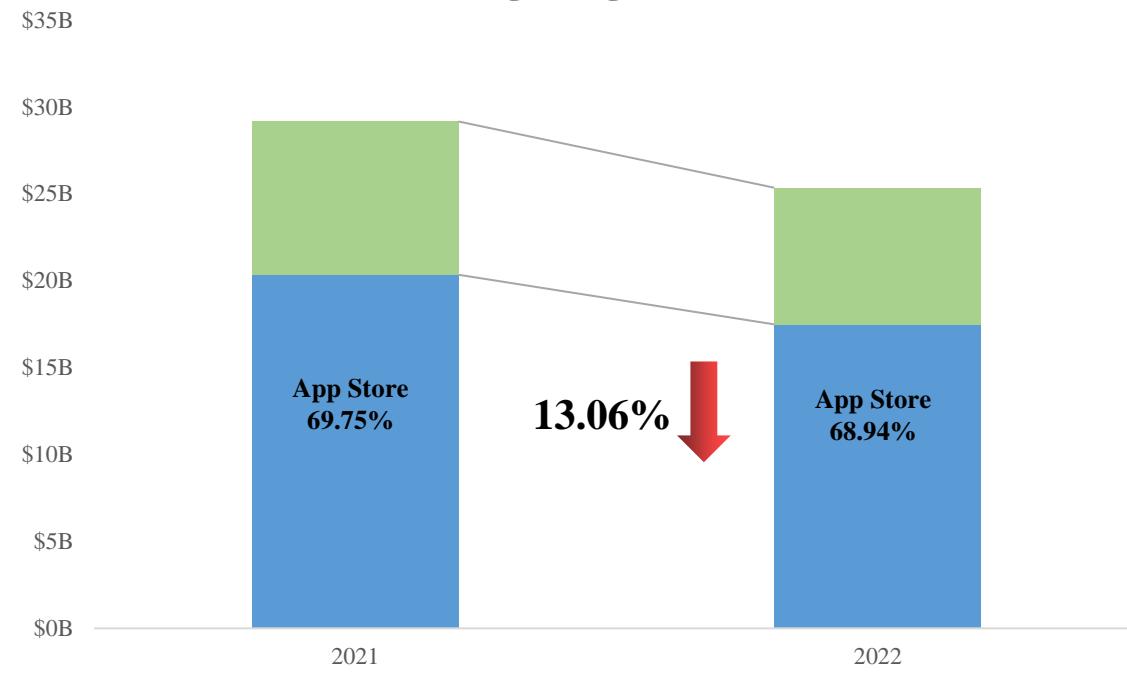
In terms of platforms, there was little change in the shares of downloads and revenue from different platforms, compared to the change in total downloads and revenue.

Overall, RPGs experienced a growth in downloads that was lower than the overall average growth, and a revenue decline that was greater than the overall change.

Annual downloads changes of global RPGs (2021-2022)



Annual revenue changes of global RPGs (2021-2022)



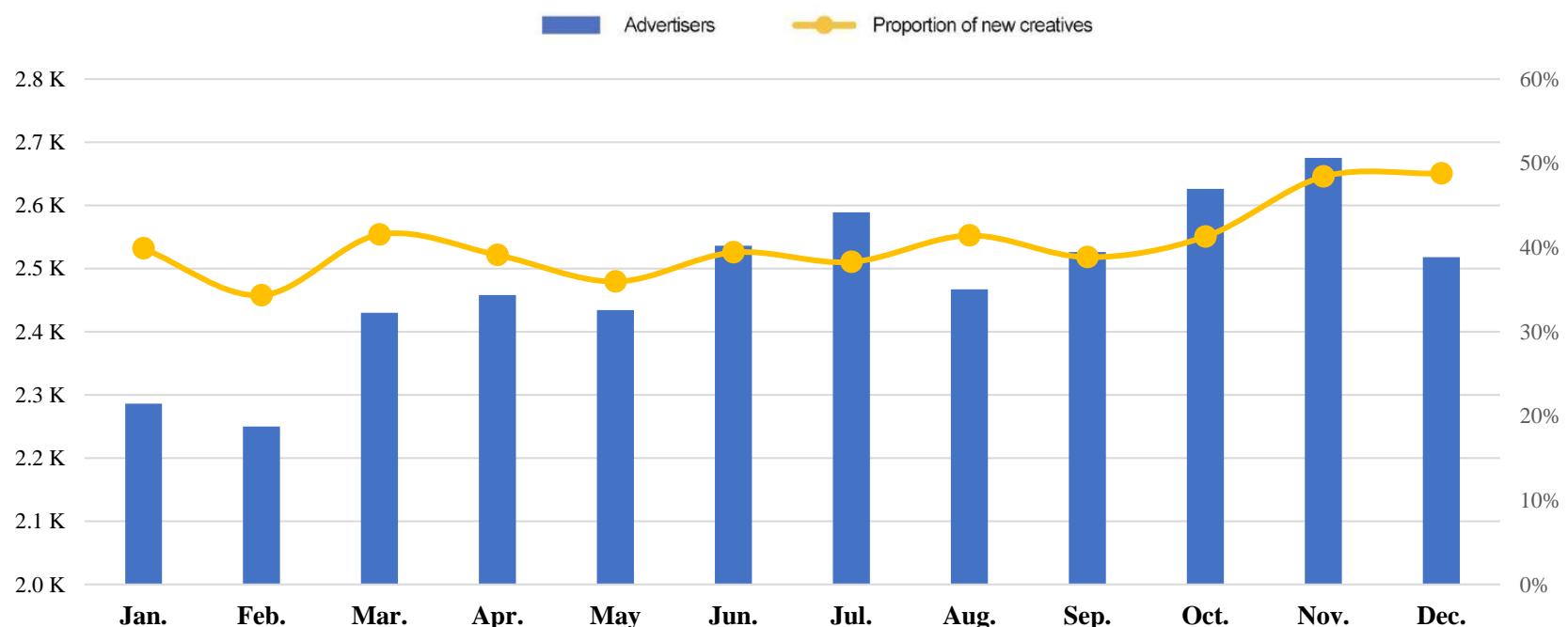
Insights into Global RPG Advertising



In 2022, there were nearly 5000 RPG advertisers, with a significant increase in the proportion of new creatives' ads placement in August and November.

In H2 2022, the total number of strategy game advertisers increased by 6.9% YoY and by 18.3% as compared to H1 2022; and there were about 2500 monthly advertisers.

The total number of RPG advertisers showed an overall upward trend, while RPGs contributed the biggest share of new creatives which stabilized at about 41% since August.



Monthly Active Advertisers
2483

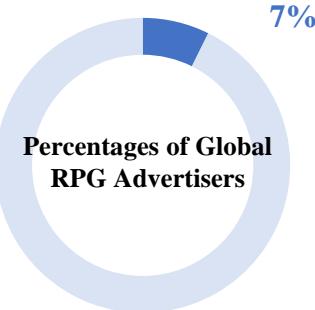
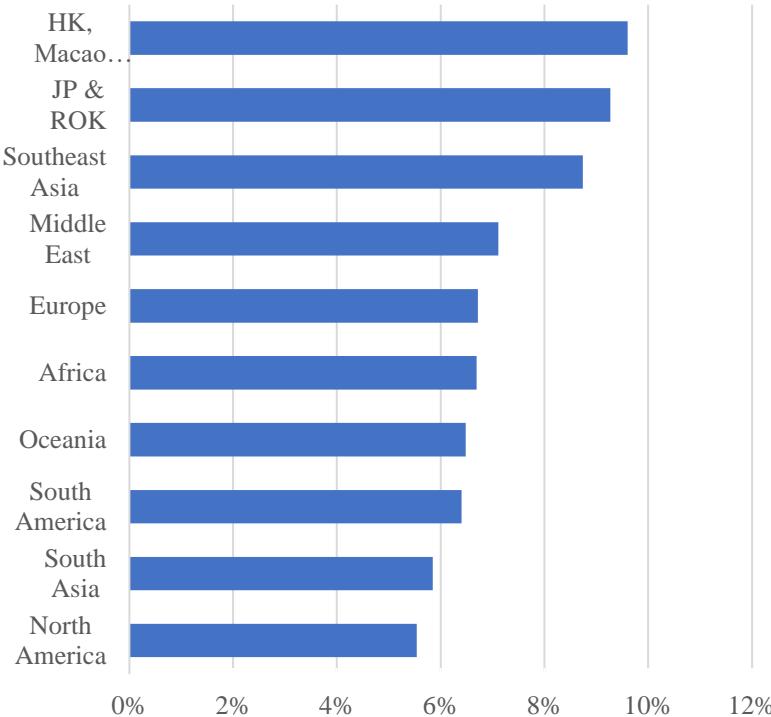
Percentages of New Creatives
40.6%

Insights into RPG Advertising in Different Regions

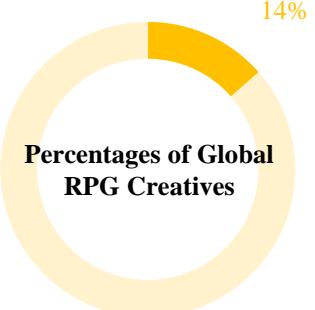
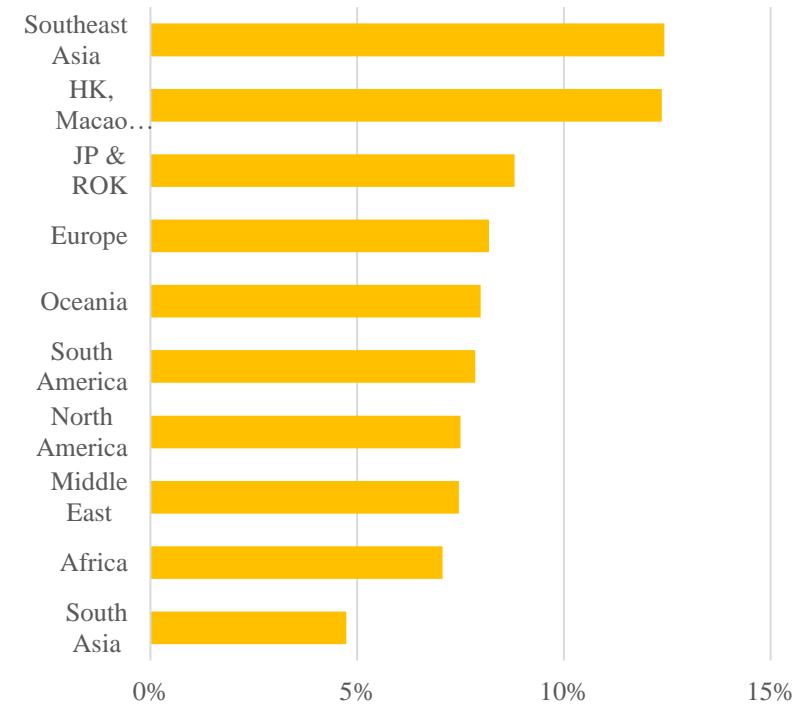
RPG creatives accounted for a very big share, which was twice as big as RPGs' share of game advertisers in the world.

The Top 3 most popular markets were: HK, Macao & TW, JP & ROK, and Southeast Asia. Southeast Asia had 8.74% of RPG advertisers and 12.43% of RPG ad creatives.

Percentages of RPG Advertisers in Different Regions



Percentages of RPG Creatives in Different Regions



Source: SocialPeta, based on data retrieved from backend data sources. HK, Macao & TW: it's short for Hong Kong (China), Macao (China), and Taiwan (China).

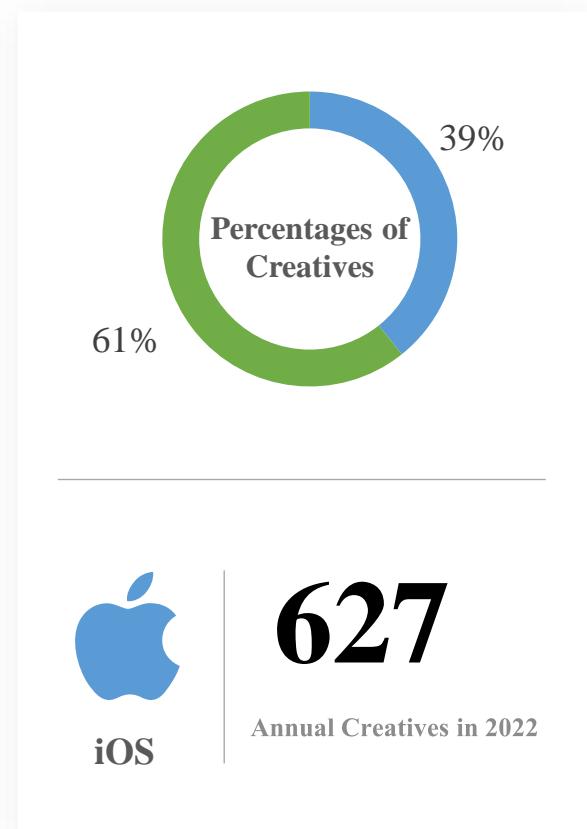
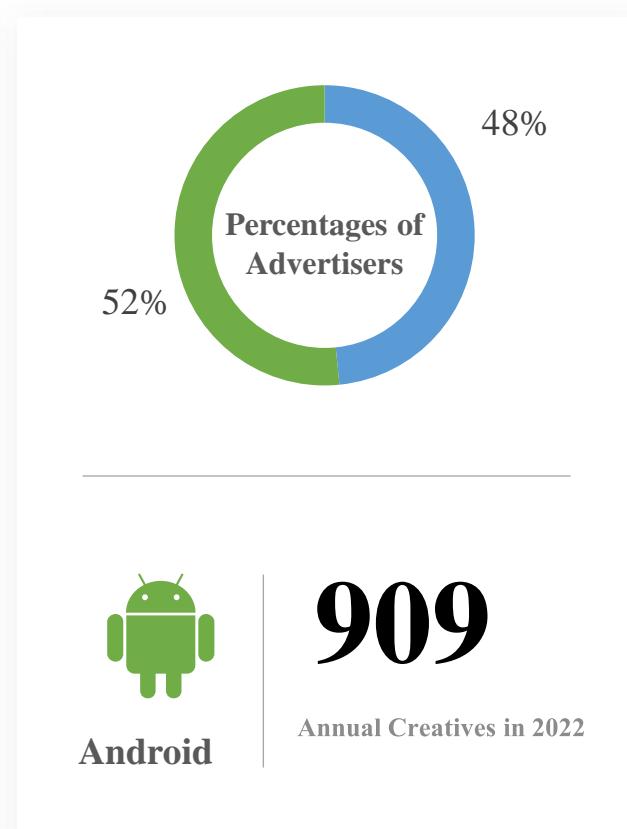
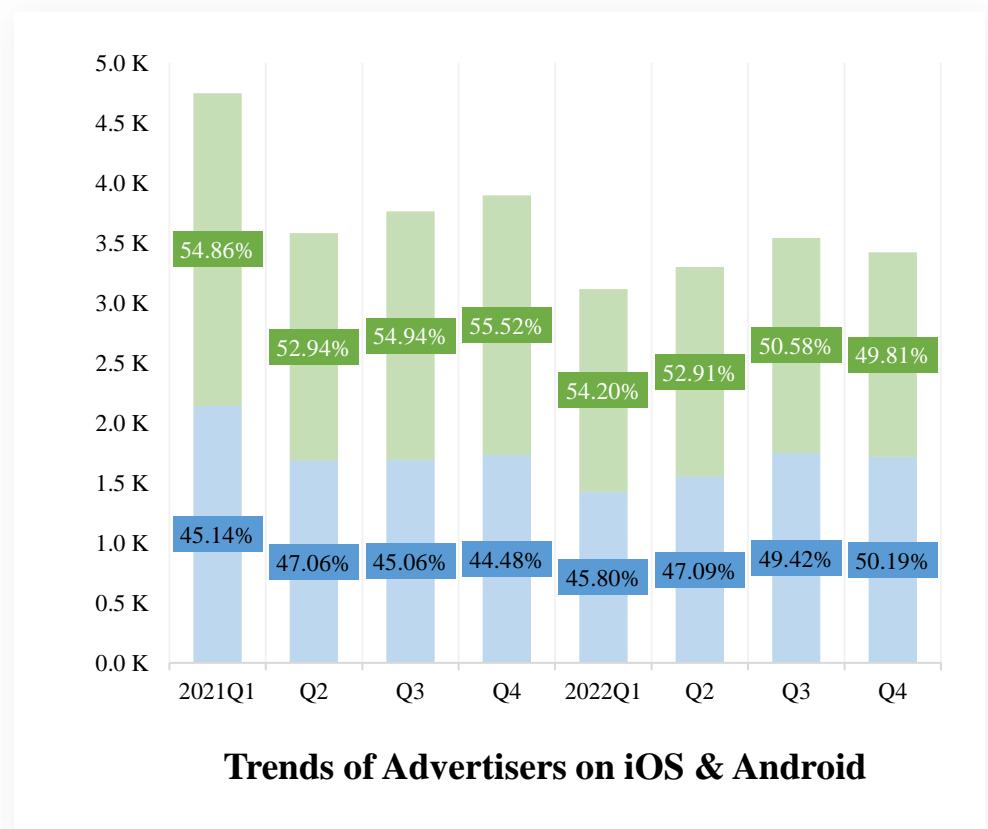
Date Range: Jan.-Dec. 2022. Note: Some advertisers release creatives in multiple countries, so regional new creatives generally account for a smaller share than global new creatives

Insights into Advertising of RPGs on iOS & Android



Q4 saw over 3400 RPG advertisers, with equal numbers of advertisers on both iOS and Android and a 55% higher number of creatives on Android.

The share of iOS advertisers had stabilized at 45% until Q4 2022 when it rose back to 50%. There were an average of 909 creatives per advertiser on Android in 2022, 45% higher than on iOS.



Top 10 RPGs by Advertising



	iOS	
1	Evertale ZigZaGame	Japanese SLG
2	Legend of the Phoenix Modo Global	Palace Scheming
3	花舞宫廷 Origin Mood	Palace Scheming
4	Mighty Party Panoramik Games	Wargame
5	AFK Arena Lilith Games	Card
6	一念逍遙 Leiting Games	Chinese Cultivation Clicker
7	聖樹喚歌 Doki Studio	Card
8	Idle Heroes DH Games	Card Clicker
9	Nonstop Game Big Kraken	Card Clicker
10	Valor Legends Century Games	Card

	Android	
1	Epic Heroes Bingchuan Network	Card RPG
2	Mighty Party Panoramik Games	Wargame
3	Pethereum Loop Games A.S.	Pet Simulation
4	花舞宫廷 Origin Mood	Palace Scheming
5	一念逍遙 Leiting Games	Chinese Cultivation Clicker
6	聖鑰 SpringGame	Chinese Cultivation MMO
7	Mythic Heroes IGG	Card Clicker
8	Legend of the Phoenix Modo Global	Palace Scheming
9	戀戀清庭:邂逅 Ludoo Games	Palace Scheming
10	一個官人一個妻 HEYYO GAME	Power Scheming

Hyper-casual mini games Dominates RPG Media-Buying

Mini-games featuring dog heads officially joined the advertising creatives in August. Bingchuan Network's card RPG [Epic Heroes] was the RPG advertiser with the most deduplicated creatives in 2022. The game had nearly 40000 deduplicated creatives on Android.

[Valor Legends] had a total of 4200 creatives on iOS; [Mighty Party] had a total of around 20000 creatives on Android, quickly following the trend of dog heads. Overall, hyper-casual mini-games were used to attract users as usual. And a stable number of cultivation card games and MMO games were launched in the Southeast Asian market.

Top RPG Advertisers



X-HERO (iOS)

Bingchuan Network

[X-HERO] is a [card idle RPG](#) of American anime style. The game was released for iOS in 2020. It once stayed on the chart of top 100 best-selling games for a short time, but it never stood out with its performance.

In August 2022, [X-HERO] was gaining great popularity again thanks to its new icon and “dog-head line-drawing” ad creatives. Later, the company’s other card RPGs tried to combine the such creative pattern with the games, in order to attract more players through [the combination of hyper-casual gameplay and level-ups and through MiniGames](#).

800+

Days of Duration

8.3K

Deduplicated
Creatives on iOS

20-12-23

Release Date

Insights into Global Advertising of [X-HERO]



Mini games and updated icon make a global big hit

Creatives peaked twice in late August and middle December 2022, respectively. Each peak was reached when the game's icon had a major change. This year the game's icon was changed 5 times.

The game advertiser started to release more creatives in early May 2022 and its creatives peaked in late August at nearly 900 daily creatives.

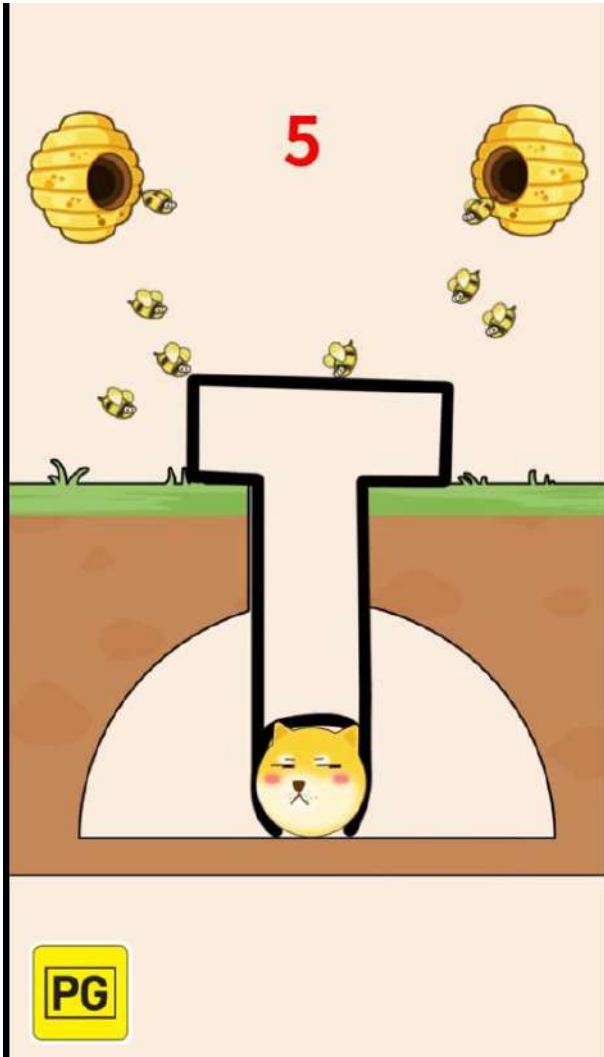


[X-HERO]'s Hot Marketing Creative



Popularity: 943

Estimated Impressions:
2.7M



Duration: 29 days

Dimensions: 540 * 960

Advertising Platform:

Advertising Copy:



How many levels can you pass?

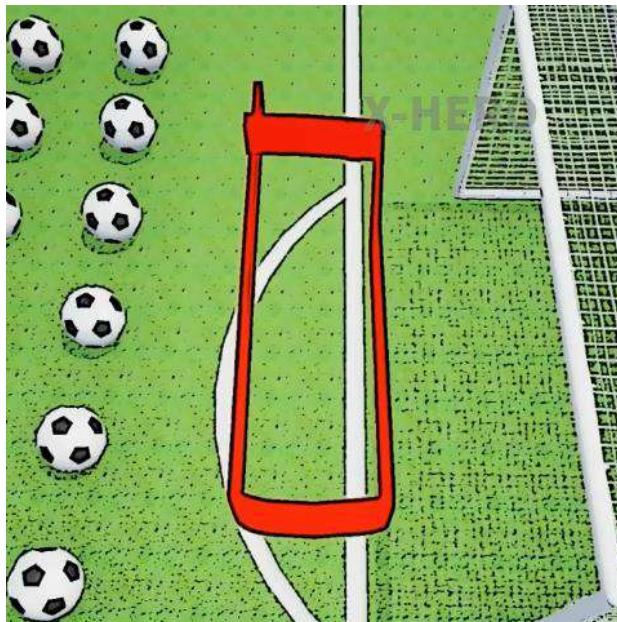
◀ Click to view the complete creative

The rise of [saving-dog-head](#) gameplay
MiniGames dominate the list of creatives

[X-HERO]'s Hot Marketing Creative

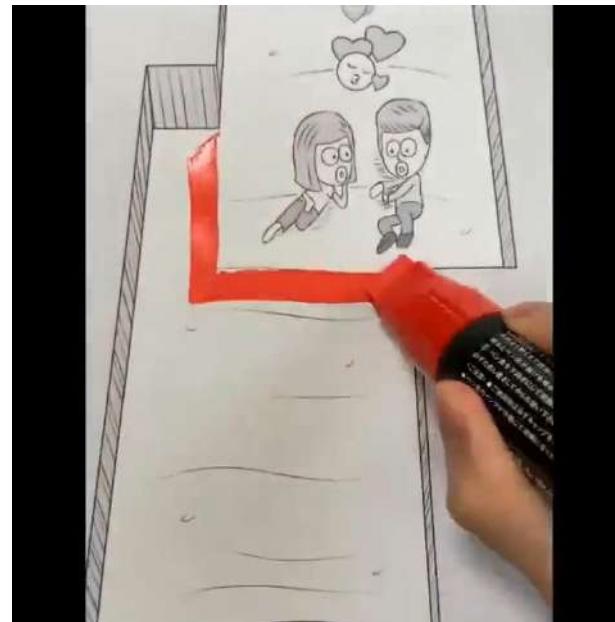
MiniGames and ad creatives are combined into new line-drawing creatives

Block balls by drawing lines to become the best goalkeeper



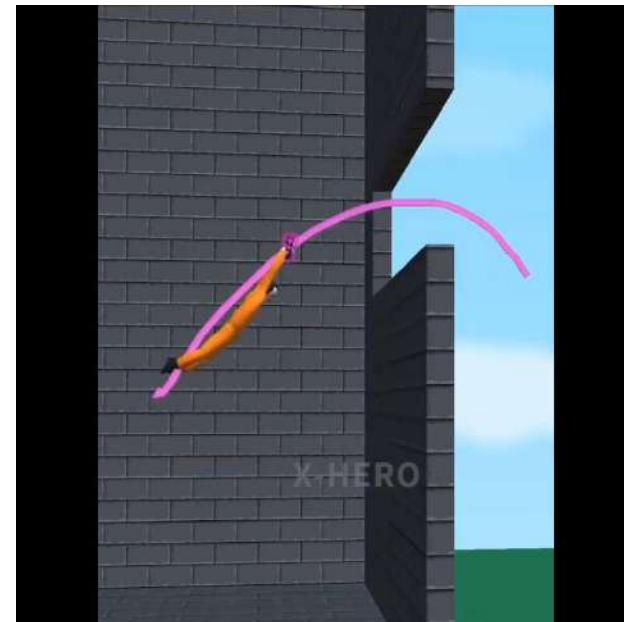
[Click to view the complete creative](#)

Start with an anime, saving the lovers



[Click to view the complete creative](#)

Break out of prison by drawing lines as ropeway

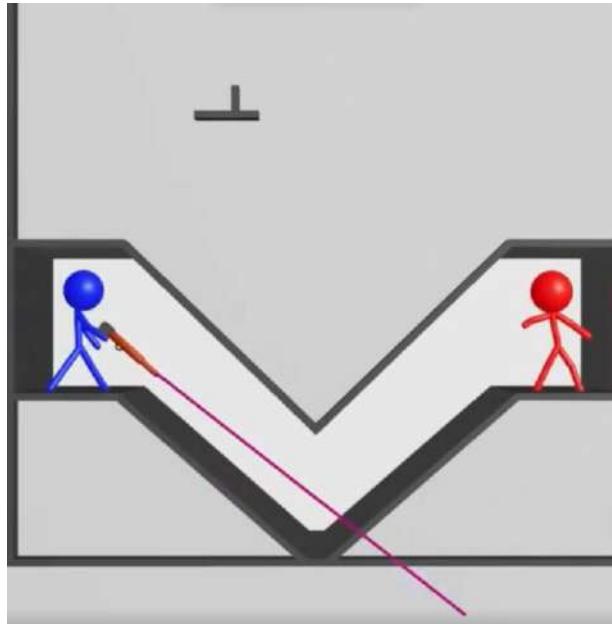


[Click to view the complete creative](#)

Popular Creatives of RPG's Other Mimi Games

Dog heads were not the only popular one, creatively drawing lines was also a hot gameplay

Reflection of Bullets



[Click to view the complete creative](#)

The Magical Brush



[Click to view the complete creative](#)

Merge in Line



[Click to view the complete creative](#)

3
3

Insights into Simulation Game Marketing



Downloads/Revenue of Simulation Games

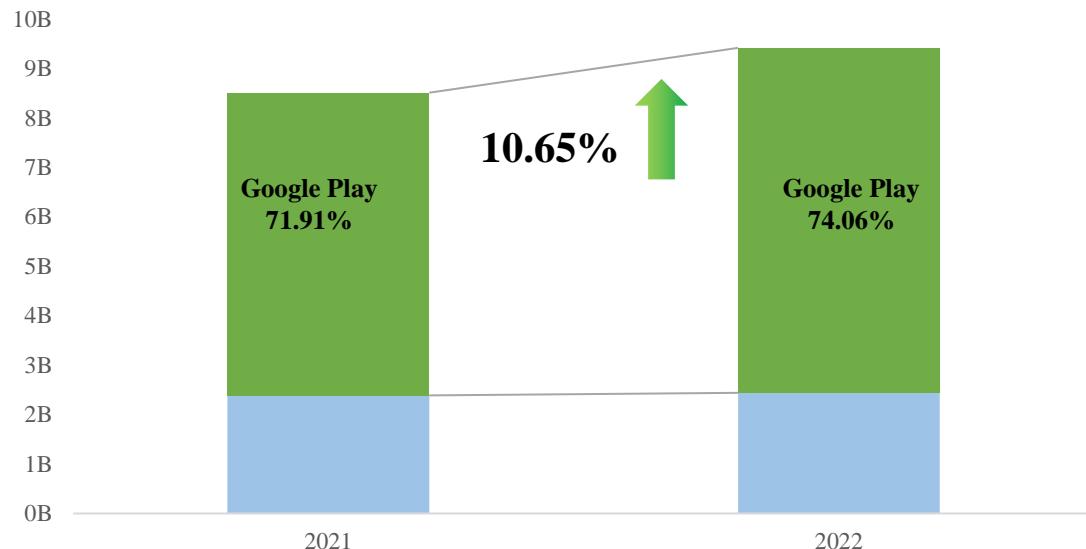


In 2022, simulation games recorded an increase of about 10.65% YoY in total downloads and a decline of over 16.67% YoY in estimated revenue.

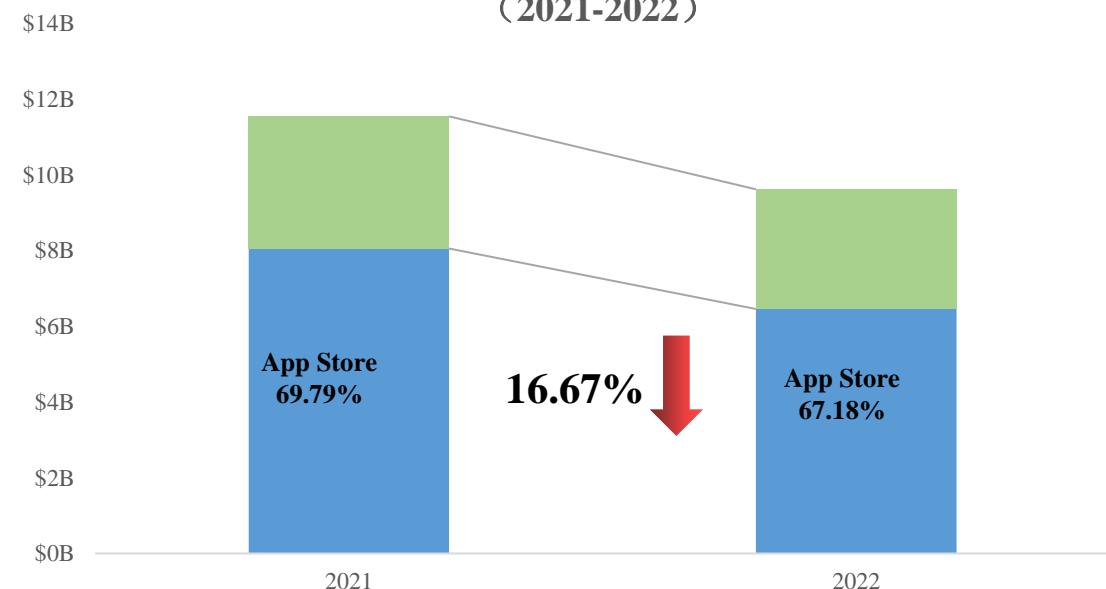
In terms of platforms, downloads from Google Play accounted for a bigger share, up 2.15% YoY, while revenue from the App Store accounted for a small share, down 2.61%.

Overall, simulation games experienced a growth in downloads that was higher than the overall average growth, and a revenue decline that was greater than the overall change.

Annual downloads changes of global Simulation Games (2021-2022)



Annual revenue changes of global Simulation Games (2021-2022)



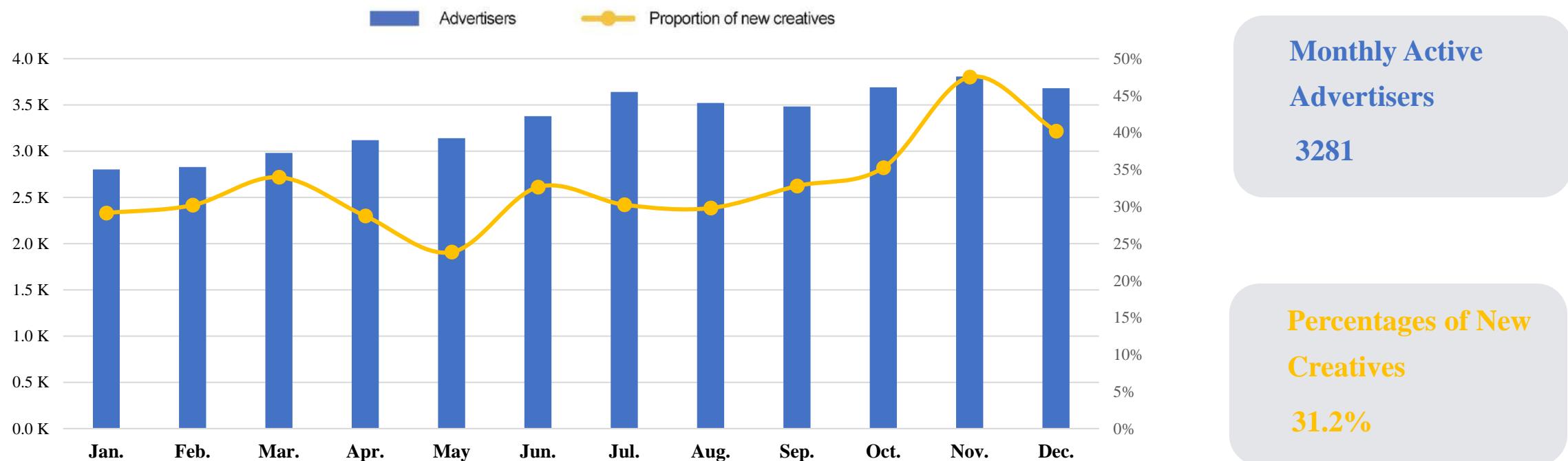
Insights into Global Simulation Game Advertising



In 2022, there were over 9600 simulation game advertisers. The number of advertisers and the share of new creatives peaked in November.

In H2 2022, the total number of simulation game advertisers increased by 36.7% YoY and by 19.8% as compared to H1 2022; and there were nearly 3300 monthly advertisers.

Simulation game advertisers increased significantly in the first half of this year, and new creatives started to rise steadily in May.



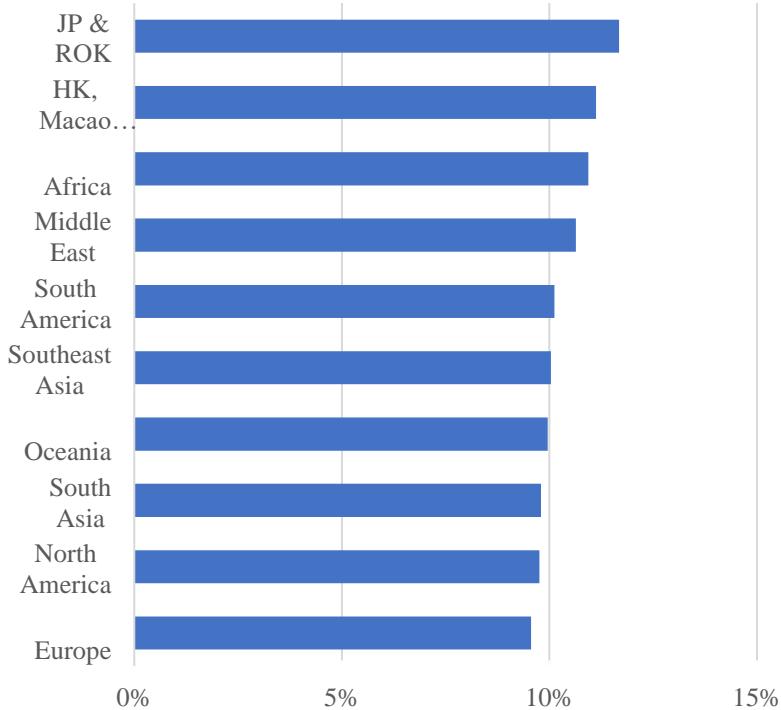
Insights into Simulation Game Advertising in Different Regions



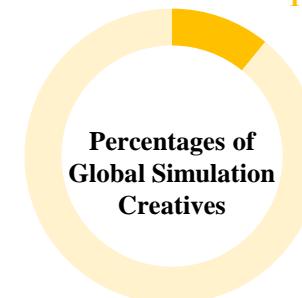
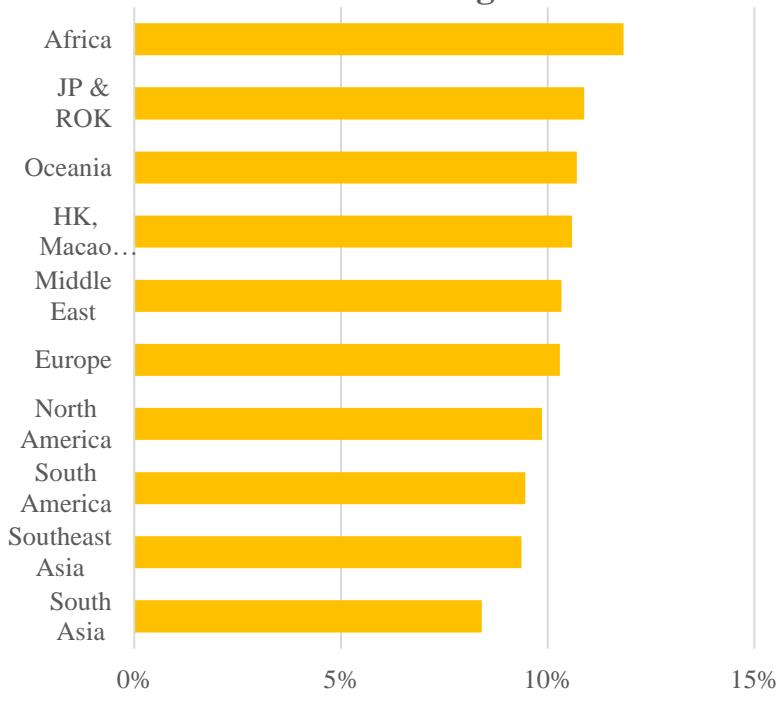
Simulation game advertisers accounted for the biggest shares in JP & ROK, and HK, Macao & TW regions.

Simulation game advertisers accounted for 10.94% of Africa. Simulation game creatives accounted for the biggest share of 11.83%.

Percentages of Simulation Advertiser
in Different Regions



Percentages of Simulation Creatives in
Different Regions



Source: SocialPeta, based on data retrieved from backend data sources. HK, Macao & TW: it's short for Hong Kong (China), Macao (China), and Taiwan (China).

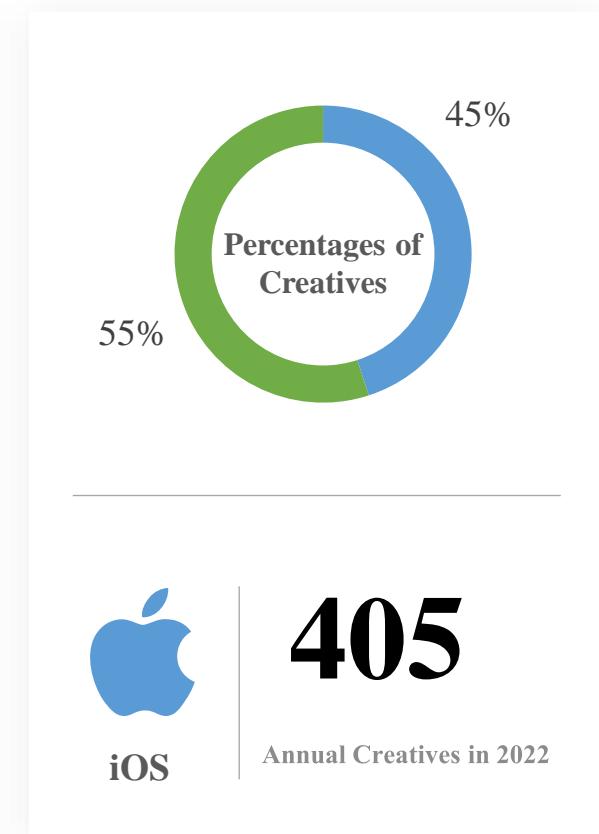
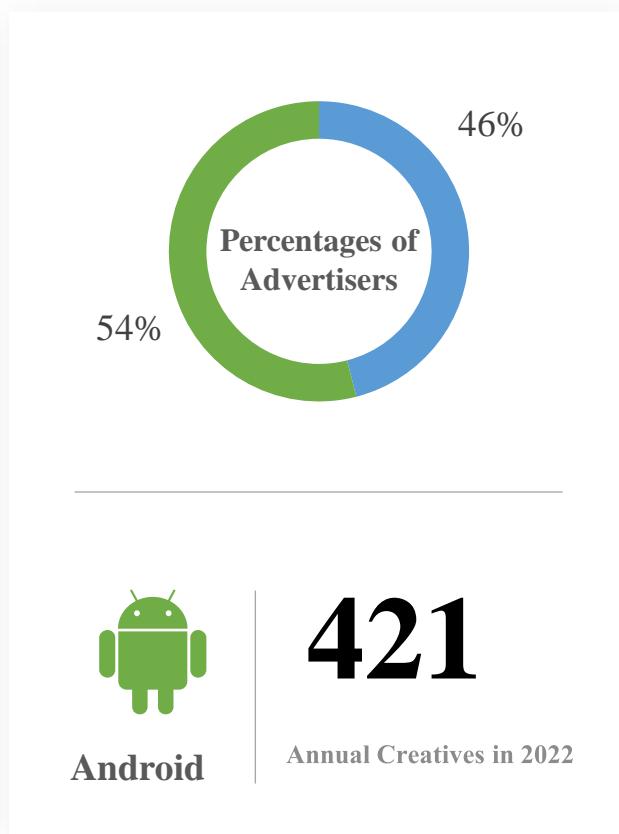
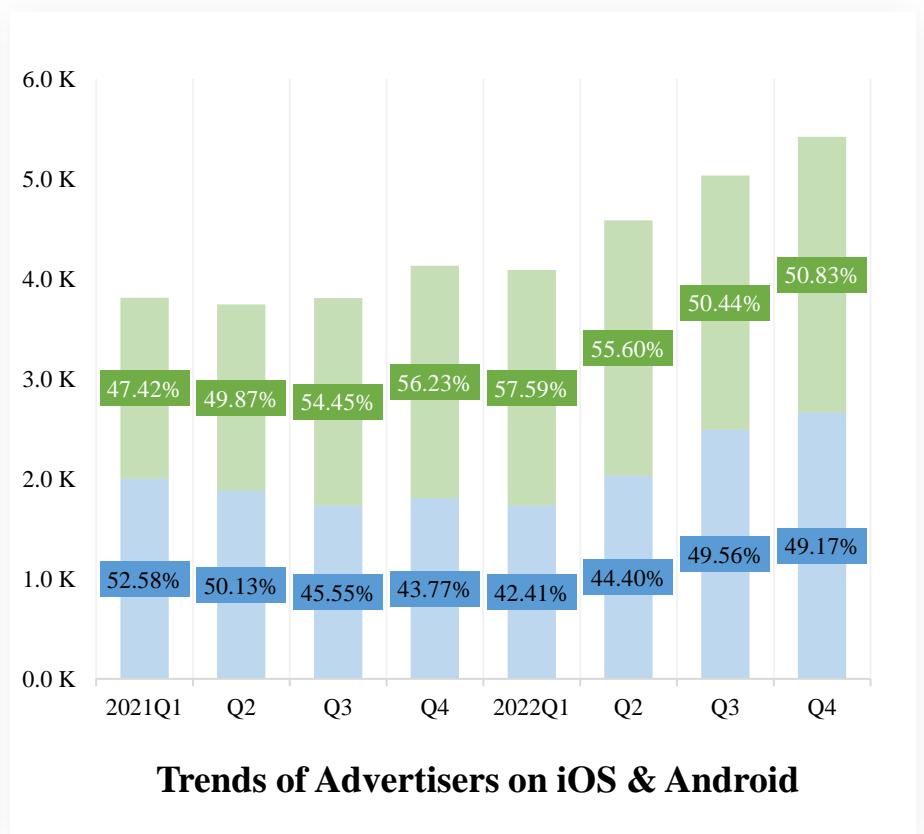
Date Range: Jan.-Dec. 2022. Note: Some advertisers release creatives in multiple countries, so regional new creatives generally account for a smaller share than global new creatives

Insights into Advertising of Simulation Games on iOS & Android



Q4 saw over 5400 simulation game advertisers. Most of the advertisers and released creatives were on Android.

The share of iOS advertisers had dropped since Q1 2021 and didn't go up until Q2 2022. There were average of 421 creatives per advertiser on Android, 4% higher than on iOS.



Top 10 Simulation Games by Advertising



		iOS
1		Fishdom Playrix
2		Resortopia DH Games
3		歡樂大東家 EWORLD
4		Township Playrix
5		Purrfect Tale DH Games
6		animal restaurant DH Games
7		Legend of the Phoenix Modo Global
8		富甲江戸城 Yogame Technology
9		花舞宫廷 Origin Mood
10		Family Farm Adventure Century Games



		Android
1		Travel Center Tycoon SONOW
2		歡樂大東家 EWORLD
3		Office Fever Rolleic
4		Family Farm Adventure Century Games
5		Chapters Crazy Maple Studio
6		Camping Tycoon SONOW
7		Idle Lumber Empire Game Veterans
8		Case Hunter EYWIND
9		富甲江戸城 Yogame Technology
10		Dragonscapes Adventure Century Games

Casual idle business Fierce advertising competition

There was a significant difference between the top 1 simulation games by advertising on iOS and Android in 2022. And Playrix's [Fishdom] topped the iOS advertising chart with 12000 deduplicated creatives.

SONOW's [Travel Center Tycoon] topped the advertising chart on Android by releasing over nearly 19000 creatives on Android.

DH Games' three cartoon idle games stayed at the front of the iOS advertising chart. Yogame Technology's new business simulation game [富甲江戸城] in 2022 released a total of 21000 creatives on both iOS and Android.

Popular Simulation Game Advertisers



Township

Playrix

[Township], a farm simulation mobile game developed by Playrix, was released in 2013 and has been available in the market for over 9 years. The game remains **one of the top 10 best-selling games in nearly 20 countries** including the United States and has been **specially recommended in 172 countries**, all thanks to its great ability to generate revenue and survive in the market.

[Township] shows a unique combination of city construction and farm management! You can continuously develop your town through a coordinated process of harvesting crops, processing crops into goods, and selling goods to islands in the distance. You can also establish cinemas, restaurants, and other commercial buildings to make it a bustling and thriving town.

2900+

Days of Duration

9K

Deduplicated Creatives on iOS

19.3K

Deduplicated Creatives on Android

Insights into [Township]'s Global Advertising



Daily creatives on Android were 97% more than on iOS. Creatives were mainly released on Meta platforms.

Advertisers focused on Android, with 1357 daily creatives. Creatives on Android peaked in June and July at nearly 5000 daily creatives.

There were 1357 daily creatives on iOS. Though the number of creatives on iOS was relatively stable, it peaked in May and October at nearly 2000 daily creatives.



[Township]'s Hot Marketing Creative



Estimated Impressions:
9M

Popularity: 994

Duration: 84 days

Dimensions: 1280 * 720

Platform: FB News Feed

Ad copy:

Unique farm & city game

Click to view the complete creative

Smooth harvesting

Combines with upgrade, building, and other elements

[Township]'s Hot Marketing Creative

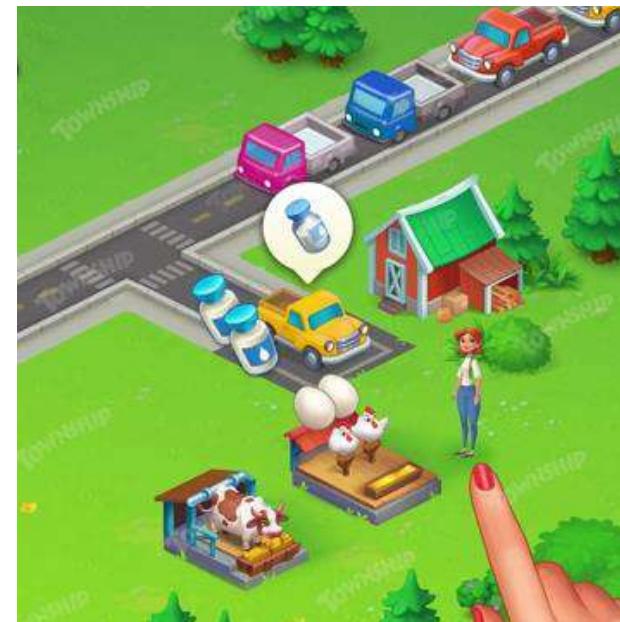
Mini games are used to display gameplays in a simple way, reaching target gamers from many levels

Clean up + Level up, a very satisfying formula



[Click to view the complete creative](#)

Tap, deliver, level up, to relax and have fun



[Click to view the complete creative](#)

Rewards to win back old gamers

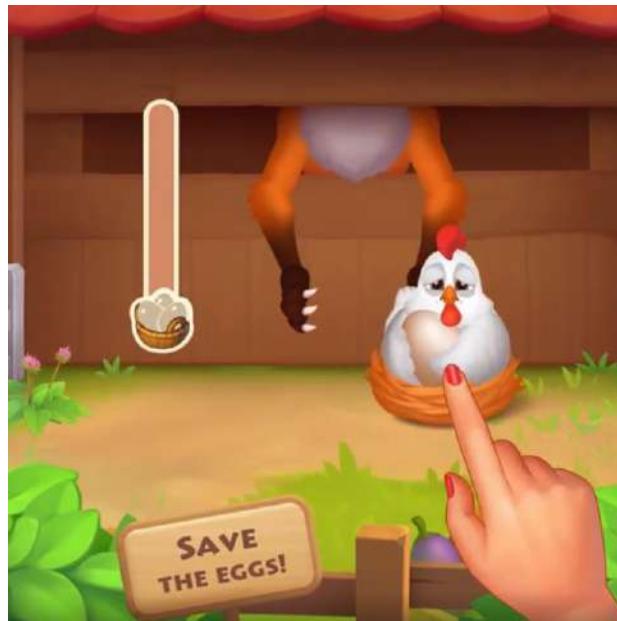


[Click to view the complete creative](#)

Popular Creatives of Simulation Games

Use wrong options + dramatic stories to create contradictory feelings. Responses were given fast after a sharp contrast between success and failure.

Fox catching hens + QTE of laying eggs



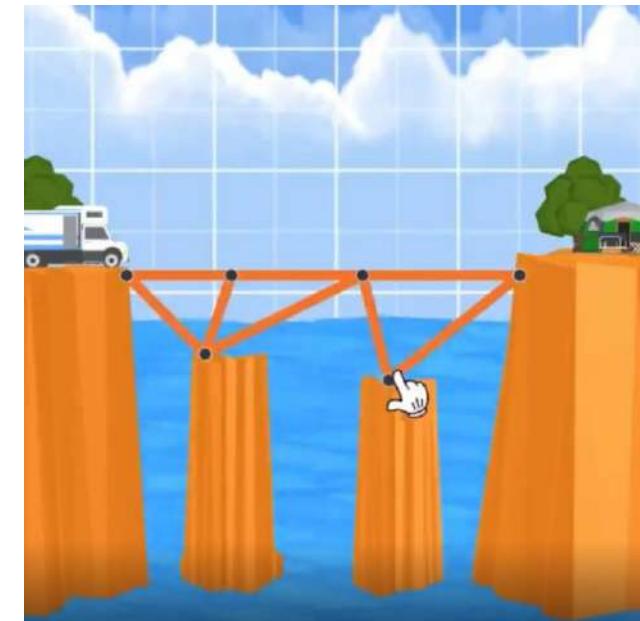
[Click to view the complete creative](#)

Fail at start + a twist of drama



[Click to view the complete creative](#)

Drawing lines + building bridges



[Click to view the complete creative](#)

3 . 4

Insights into Casual Game Marketing



Downloads/Revenue of Casual Games



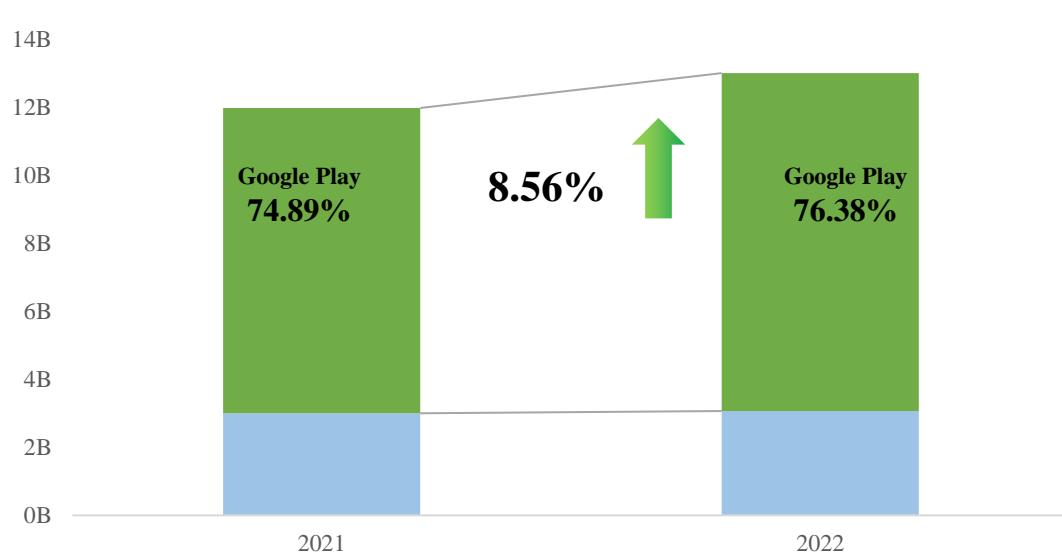
In 2022, casual games recorded an increase of about 8.56% YoY in total downloads and a decline of over 11.26% YoY in estimated revenue.

Downloads from Google Play accounted for a bigger share, up 1.49% YoY, while revenue from the App Store accounted for a small share, down 7.38%.

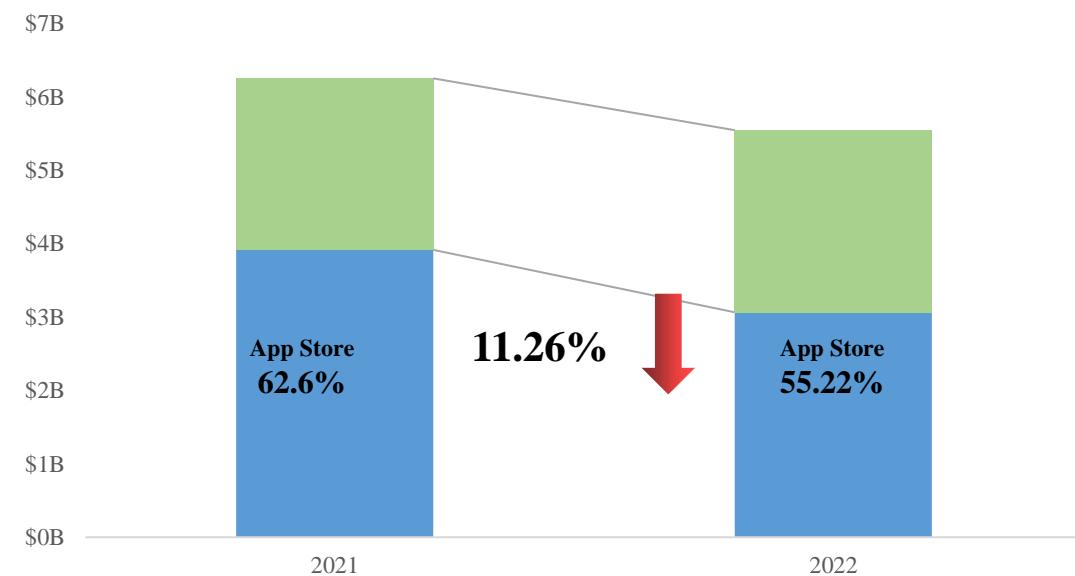
Revenue from both platforms tended to be equal.

Overall, casual games experienced a growth in downloads that was slightly lower than the overall average growth, and a revenue decline that was smaller than the overall change.

Annual downloads changes of global Casual Games
(2021-2022)



Annual revenue changes of global Casual Games
(2021-2022)



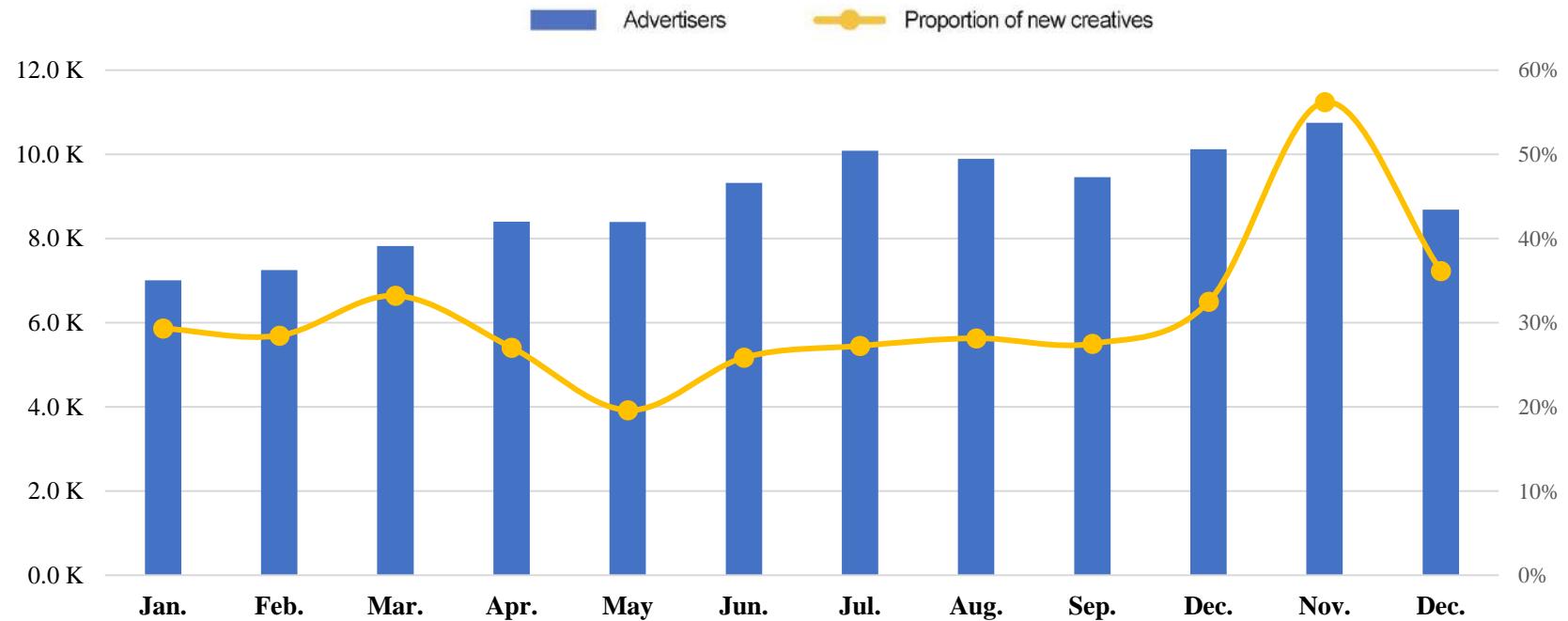
Insights into Global Casual Game Advertising



In 2022, there were over 22000 casual game advertisers, with over 10000 advertisers in each of July, October, and November.

In H2 2022, the total number of casual game advertisers increased by 31% YoY and by 6% as compared to H1 2022; and there were nearly 9000 monthly advertisers.

Casual game advertisers increased slowly. The share of new creatives peaked in March and November, respectively.



Monthly Active Advertisers
8934

Percentages of New Creatives
30.9%

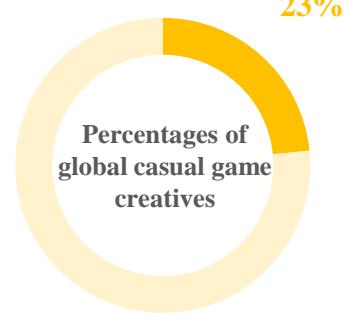
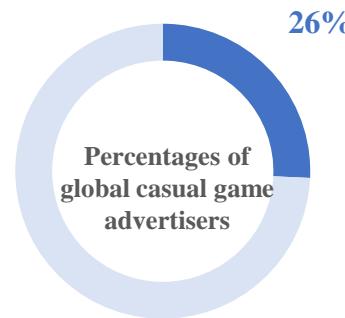
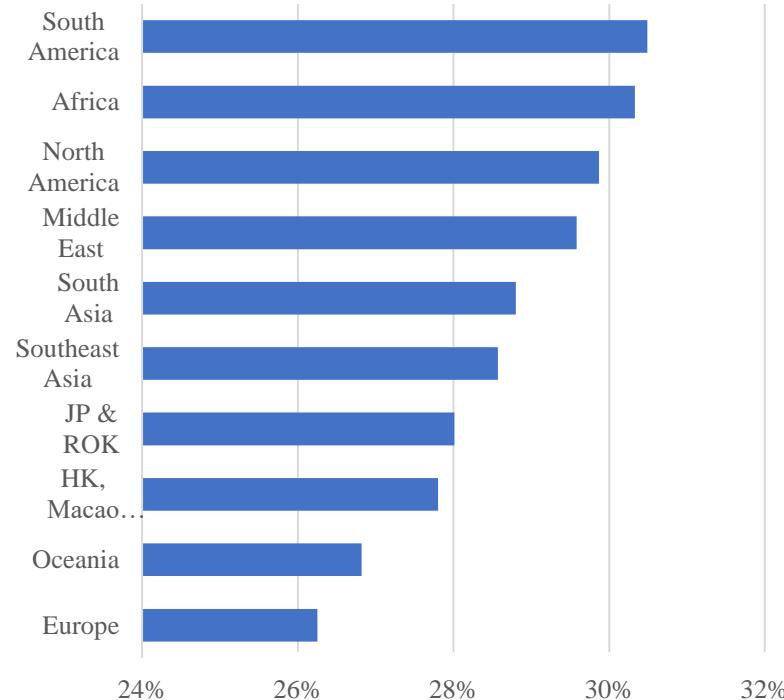
Insights into Casual Game Advertising in Different Regions



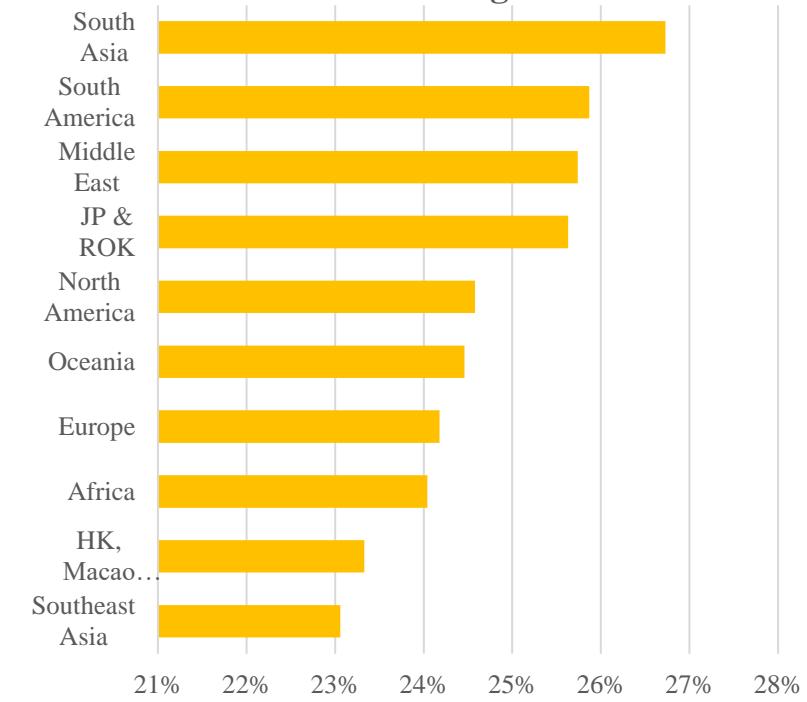
Casual game advertisers and creatives both accounted for the biggest shares of all game genres.

There was intense competition among casual game advertisers in South America, with casual game advertisers and creatives accounting for 30.49% and 25.87%, respectively.

Shares of casual game advertisers in different regions



Shares of casual game creatives in different regions

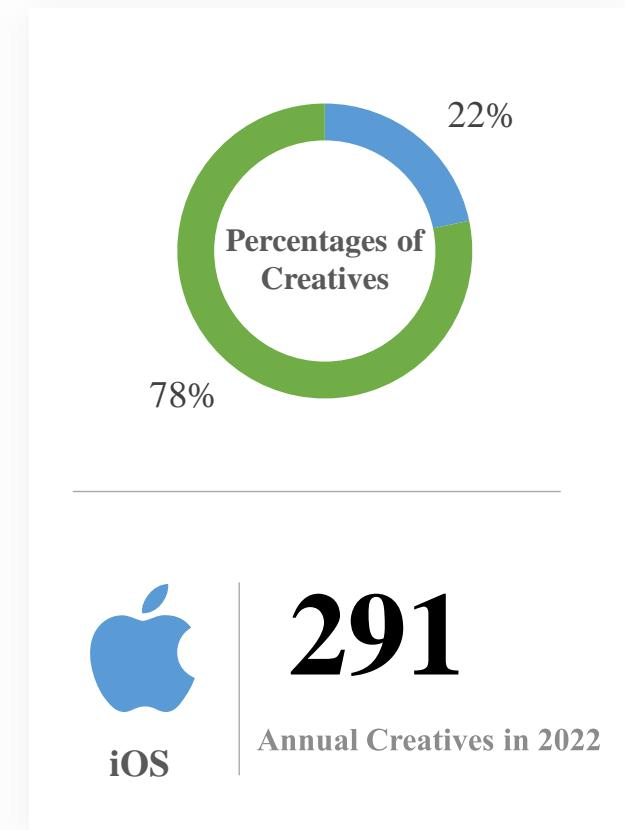
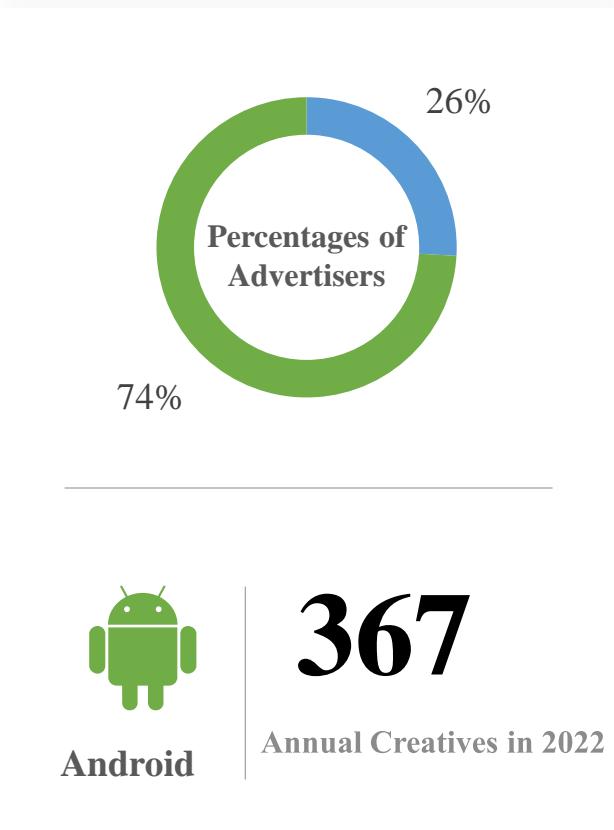
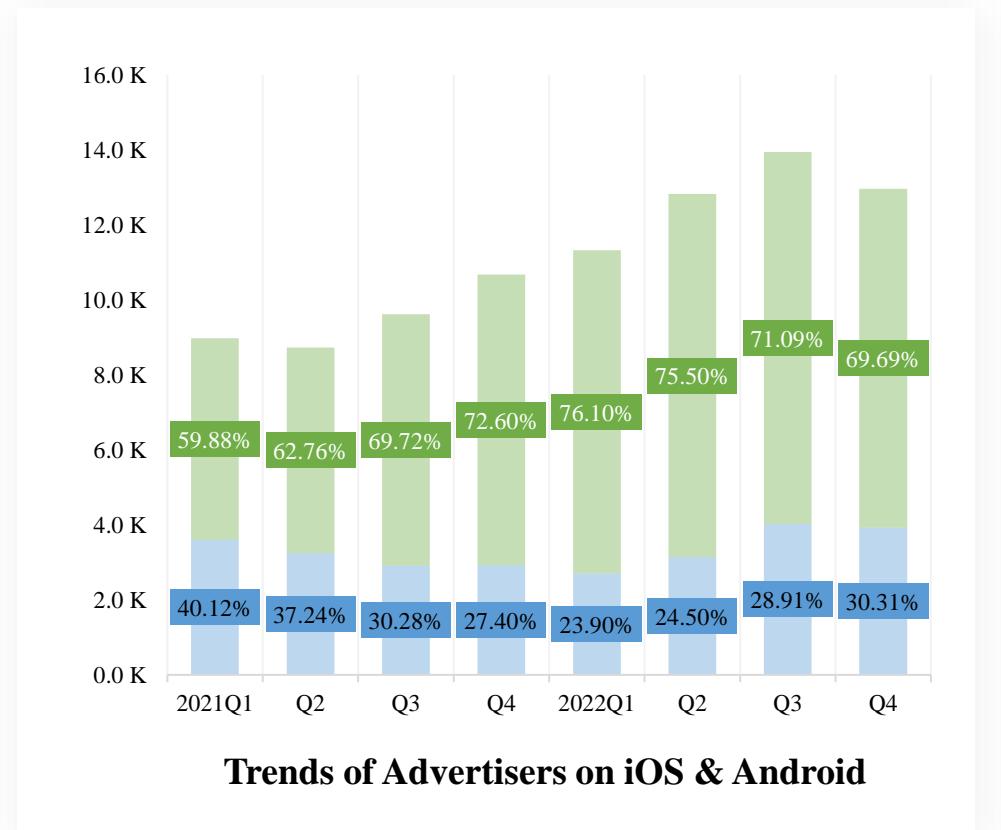


Insights into Advertising of Casual Games on iOS & Android



Q4 saw nearly 11000 casual game advertisers, with Android advertisers accounting for a stable share of 70%.

The share of iOS advertisers dropped to the lowest level in Q1 2022. There were an average of 367 creatives per advertiser on Android in 2022, 26.1% higher than on iOS.



Top 10 Casual Games by Advertising



		iOS
1	Block Puzzle 涂鸦移动	Tile matching
2	Resortopia 成都卓杭	Simulation Clicker
3	Purrfect Tale 成都卓杭	Cultivation Clicker
4	英雄戰紀 冰川网络	Card
5	Sniper 3D Fun Games For Free	Shooting
6	animal restaurant 成都卓杭	Simulation Clicker
7	Define Cleverside	Spot the difference
8	1945 ONESOFT	Shooting
9	Wordle! Lion Studios	Crossword
10	Rabbit Empire 澄迈优目	Simulation Clicker



		Android
1	英雄戰紀 冰川网络	Card
2	Township Playrix	Farming Simulation
3	Crowd Evolution! Rolle Game	Hyper Casual
4	Coin Pet ASIA YUTAI NETWORK	Slots
5	Car Fix Tycoon 速诺科技	Clicker
6	Homescapes Playrix	Match 3
7	Crazy Fox ASTAK TECH	Slots
8	Coin Master Moon Active	Slots
9	Merge Master HOME GAMES	Arcade
10	Breaker Fun mogame	Marble

Industrial capacity + video clips

Doodle Mobile's [Block Puzzle] topped the 2022 iOS advertising chart with a total of over 11000 creatives. Bingchuan Network's [英雄戰紀] topped the Android advertising chart with a total of nearly 30000 creatives.

Casual games varied from each other in style. Playrix's fantasy series of games often remained on the chart. Rollic Game launched a few wacky hyper-casual games. ONESOFT achieved a dominant position among all casual shooter games thanks to its aircraft shooter games.

Overall, game companies were familiar with the old pattern of using video clips and industrial capacities to keep making big hits.

Top Casual Game Advertisers



Survivor!.io

Habby

[Survivor!.io] is a cartoon-style casual Roguelike mobile game. The game was released for iOS in September 2020, while it was released for Android in July this year and topped the top 15 global mobile games by revenue in August. With its elaborative advertising strategy and solid Roguelike gameplay, the game topped the three charts by downloads, revenue, and by advertising. It grossed a total of over \$30 million from the App Store and Google Play. It released about 163 creatives daily.

[Survivor!.io] is the 4th hit game released by Habby. The game has completely broken the deadlock of weak IAP in casual games through a combination of high industrial capacity and a well-designed top-up system.

150+

Days of Duration

3.9K

Deduplicated
Creatives on iOS

15.1K

Deduplicated
Creatives on Android

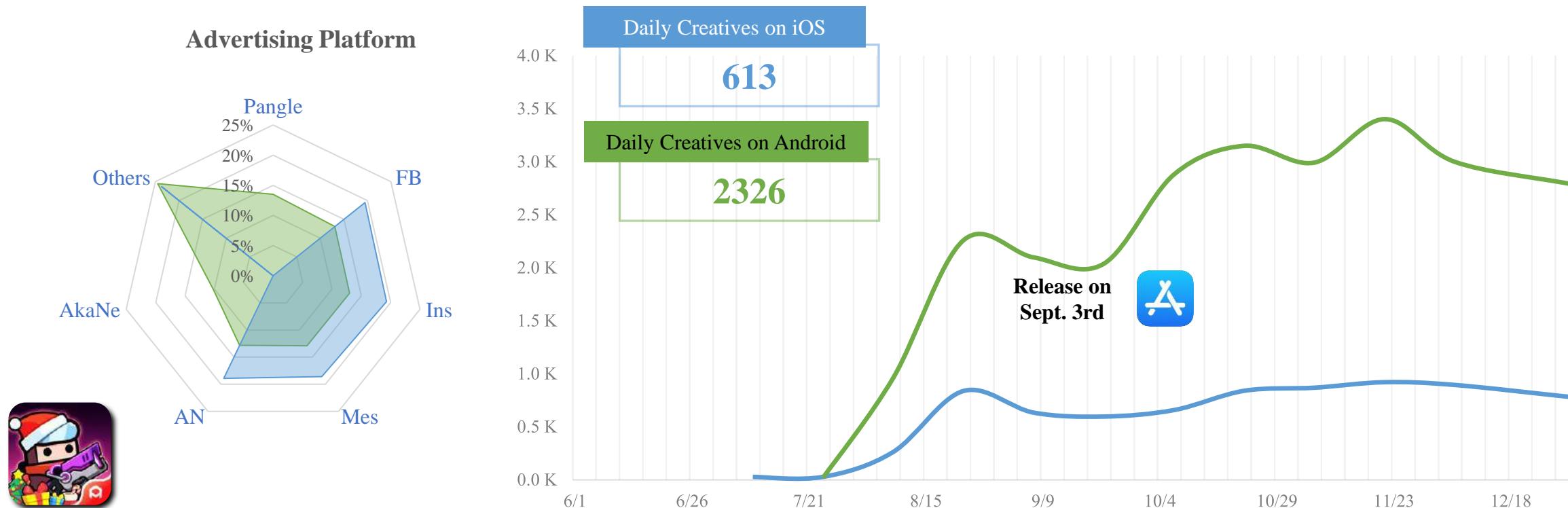
Insights into Global Advertising of [Survivor!.io]



After its launch on Android, there were big increases on both Android and iOS, with creatives mainly released on Pangle.

Advertisers focused on Android, with 2326 daily creatives. Creatives on Android peaked in September and November, over 3400 daily creatives.

There were 613 daily creatives on iOS. Creatives peaked on iOS in November when there were over 900 daily creatives.



[Survivor!.io]'s Hot Marketing Creative



Estimated Impressions:
13.9M

Popularity: 999

Duration: 14

Dimensions: 1280 * 720

Advertising Platform: TikTok

Advertising Copy:

Can you survive to the end?

Click to view the complete creative



Roguelike + splendid bullet screen

Exaggerated item effects offer visually impactful scenes

[Survivor!.io]'s Popular Creatives



It is mainly about the gameplay of Roguelike and emphasizes visual effects, greatly improving the creative's popularity on short video platforms.

Collect items + upgrade weapons



[Click to view the complete creative](#)

Starting with a live-action video on TikTok



[Click to view the complete creative](#)

Current news: World Cup carnival



[Click to view the complete creative](#)

Popular Creatives of Hyper-Casual Games

Hyper-casual simulator games gained great popularity with ways to get exciting and relaxing.

Perfect starting: Starting with real life materials



[Click to view the complete creative](#)

Relaxing simulator: friendly to people with OCD



[Click to view the complete creative](#)

A hair-cutting big hit: weird controls drive up the anxiety



[Click to view the complete creative](#)

38
5

Insights into Casino Game Marketing



Distribution map of sub-types of casino games

Slots, bingo, and cards are the three major sub-types of casino games.

While China's HK, Macao & TW regions focus more on Mahjong and fishing.



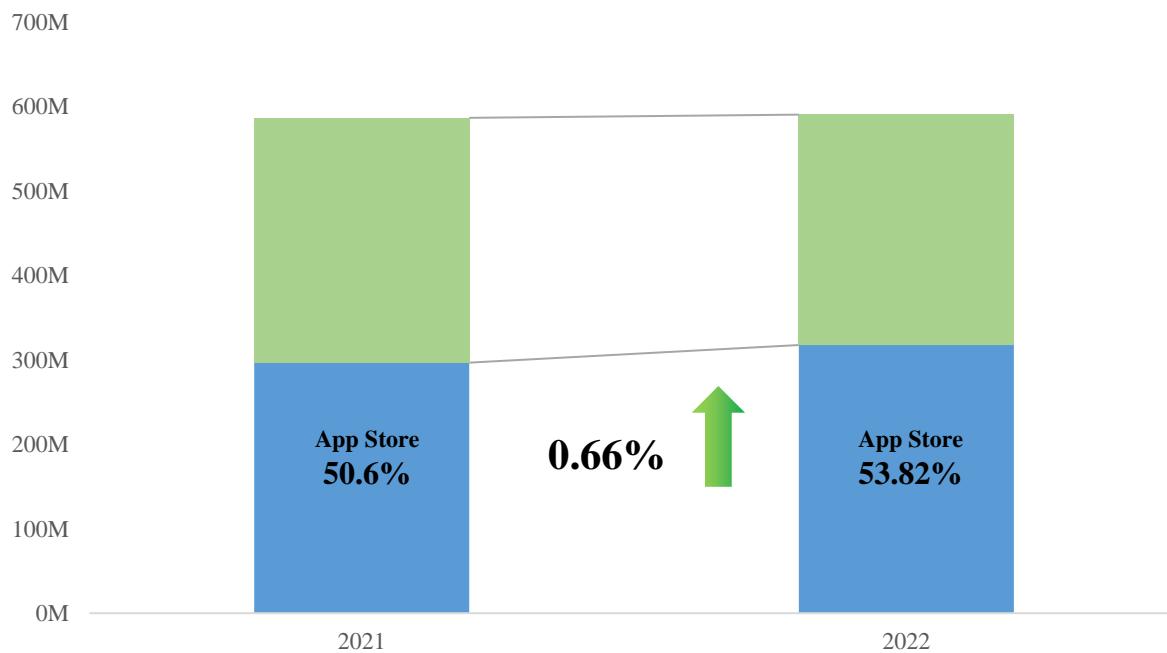
Downloads/Revenue of Casino Games



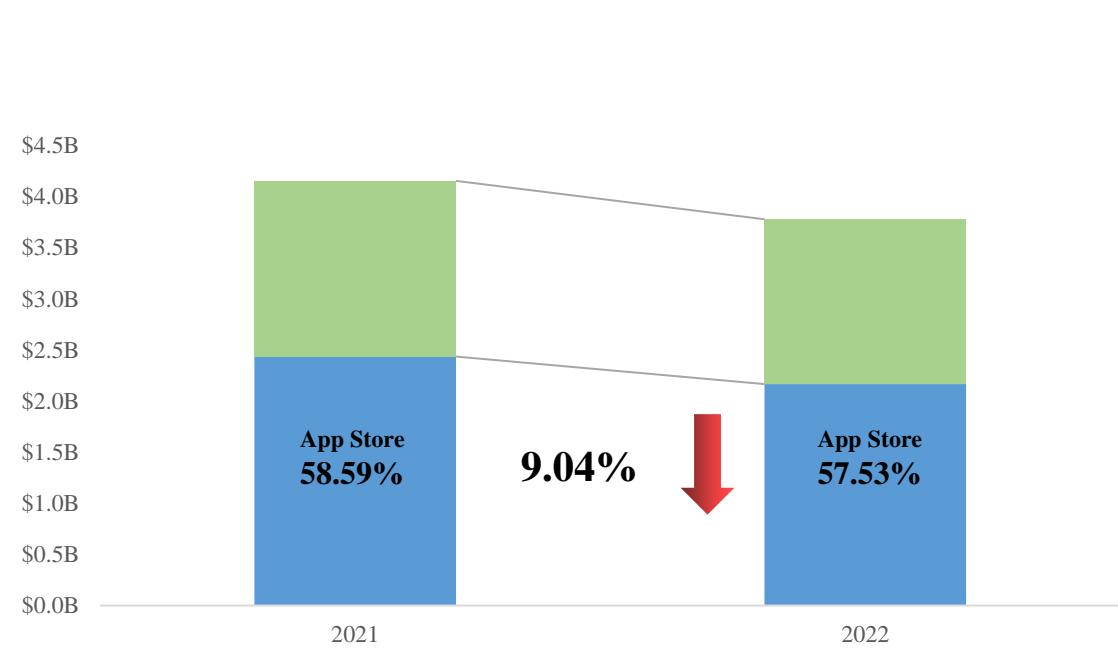
In 2022, casino games recorded an increase of about 0.66% YoY in total downloads and a decline of over 9.04% YoY in estimated revenue.

Downloads from Google Play increased by 1.49% YoY, while revenue from the App Store decreased by 7.38%. Revenue from both platforms tended to be equal. Overall, casual games experienced a growth in downloads that was slightly lower than the overall average growth, and a revenue decline that was smaller than the overall change.

Annual downloads changes of global Casino Games (2021-2022)



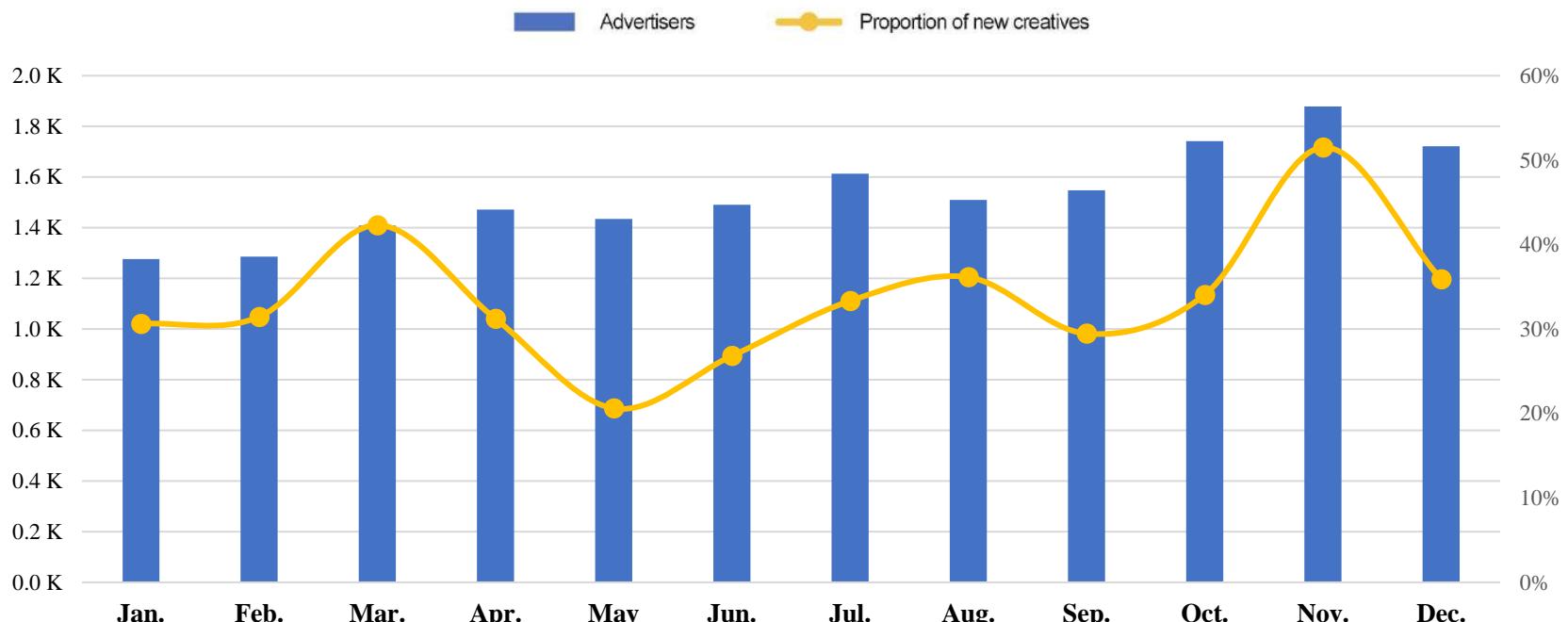
Annual revenue changes of global Casino Games (2021-2022)



Insights into Global Casino Game Advertising

In 2022, casino game advertisers had a stable growth to reach about 3500.

In H2 2022, the total number of casino game advertisers increased by 49.3% YoY and by 40.9% as compared to H1 2022; and there were over 1500 monthly advertisers. This May saw the lowest share of new creatives for casino games, and the creatives increased in March and November to account for over 30%.



Monthly Active
Advertisers
1531

Percentages of
New Creatives
33.6%

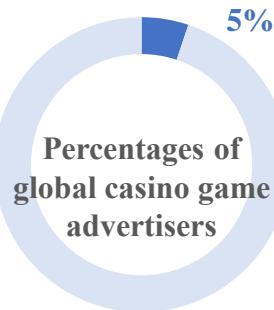
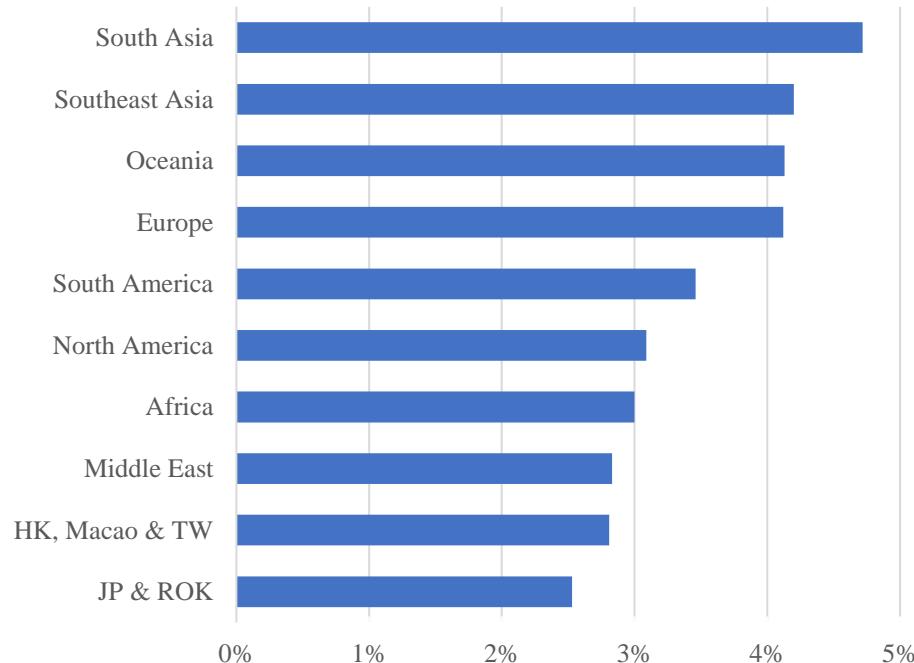
Insights into Casino Game Advertising in Different Regions



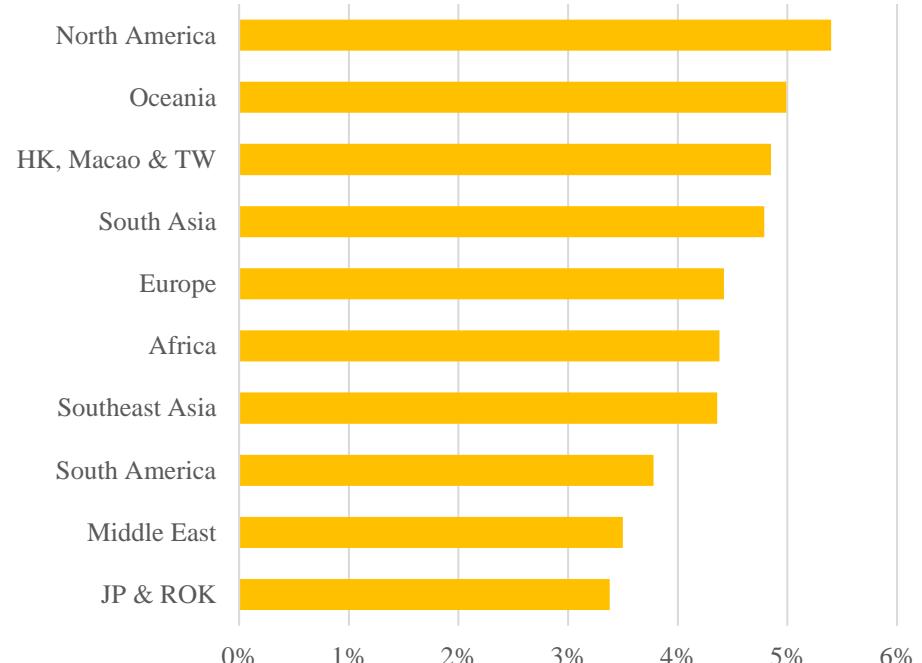
In Oceania, shares of both casino game advertisers and creatives were among the top 3.

Simulation game advertisers accounted for 4.72% in South Asia. Casino game creatives accounted for 5.4% in North America, 8% higher than in Oceania.

Shares of casino game advertisers



Shares of casino game creatives



Source: SocialPeta, based on data retrieved from backend data sources. HK, Macao & TW: it's short for Hong Kong (China), Macao (China), and Taiwan (China).

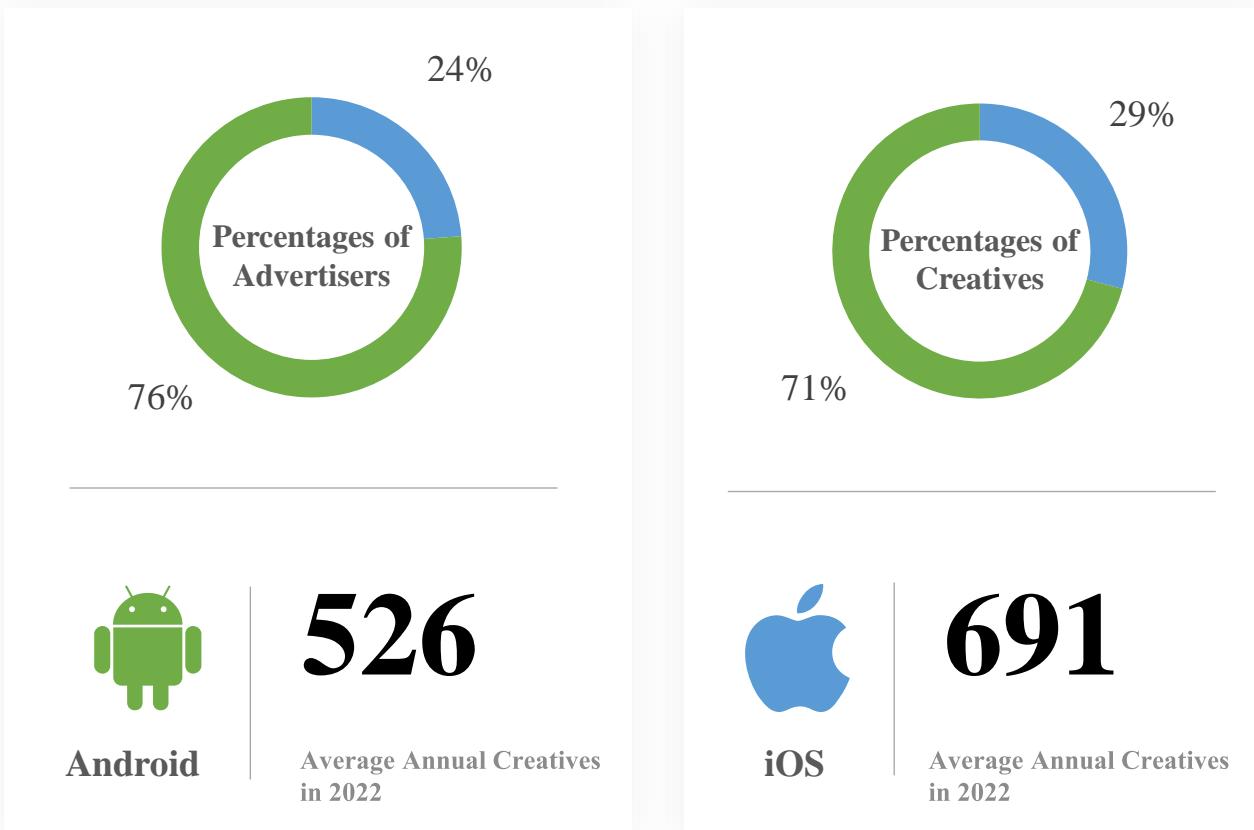
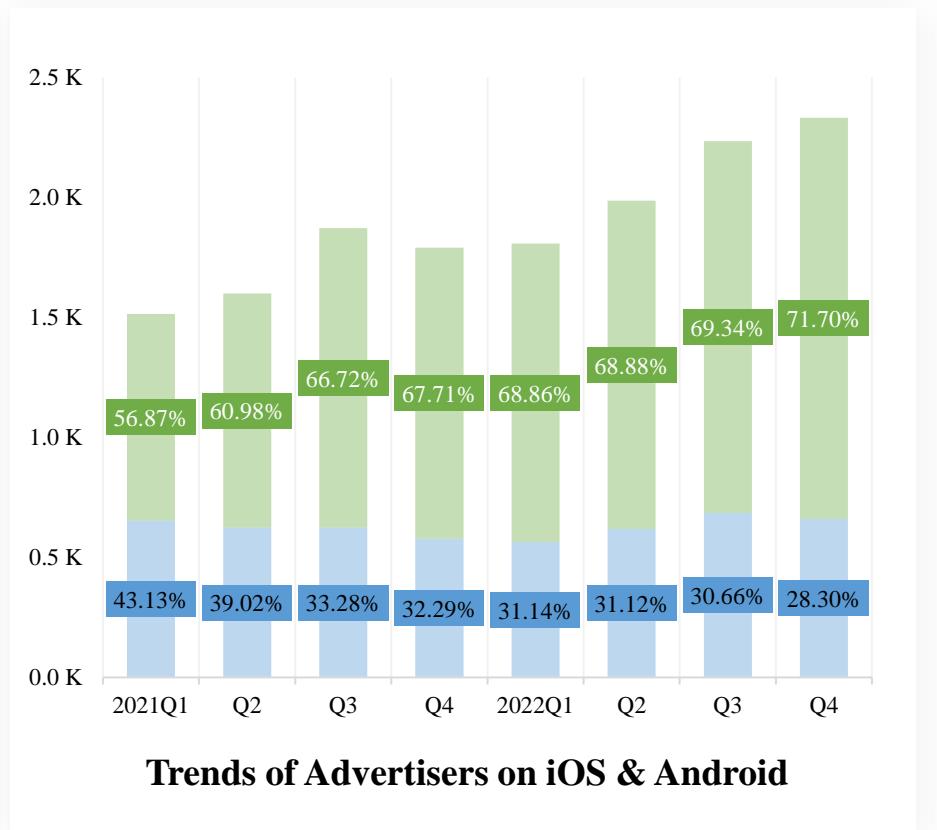
Date Range: Jan.-Dec. 2022. Note: Some advertisers release creatives in multiple countries, so regional new creatives generally account for a smaller share than global new creatives

Insights into Advertising of Casino Games on iOS & Android



Q4 saw over 2400 casino game advertisers, with absolutely more advertisers and creatives on Android

The total number of casino game advertisers was on the rise, and peaked in Q3 2021 and Q4 2022. Also, Advertisers on iOS accounted for less than 30% for the first time.



Top 10 Casino Games by Advertising



Rank	Game Name	Category
1	RummyCircle PLAY GAMES24X7	Card
2	Jackpot World™ Bole Games	Slots
3	Solitaire 涂鸦移动	Card
4	Bingo Clash Aviagames	Bingo
5	Jackpot Master™ Slots 新创娱乐	Slots
6	Slots GoldenHoYeah 鈍象電子	Slots
7	Cash Tornado™ Slots 新创娱乐	Slots
8	Pocket7Games Aviagames	Others
9	Four Winds Online Casino MI FourWinds	Slots
10	神來也麻將多合1 Gamesofa	Mahjong



Rank	Game Name	Category
1	Jackpot World™ Bole Games	Slots
2	Lotsa Slots Bole Games	Slots
3	Jackpot Master™ 新创娱乐	Slots
4	Cash Frenzy™ Bole Games	Slots
5	Cash Club Casino Bole Games	Slots
6	Jackpot Crush Bole Games	Slots
7	Golden HoYeah 鈍象電子	Slots
8	Cash Tornado™ Slots 新创娱乐	Slots
9	Vegas Friends Bole Games	Slots
10	Bingo Frenzy Gluon Interactive	Bingo

Chinese game companies captured half of the spots on the chart

In 2022, slots contributed the most creatives among all casino games. Slots accounted for 80% of the top 10 game advertisers on Android and 50% on iOS.

Half of the top 10 advertisers on iOS and Android were games published by Chinese companies, including Bole Games, Zeroo Gravity Games, and IGS.

Top Casino Game Advertisers



Jackpot World™

Bole Games

BoleGaming was founded in 2014 and headquartered in Beijing. The company focused on free casino mobile games, and has developed some famous gambling games including [Cash Frenzy], [Lotsa Slots], and [Jackpot World™]. According to SocialPeta's App Intelligence, [Jackpot World™] generated a monthly revenue of about \$5 million from each of iOS and Android.

1600+

Days of Duration

5.8K

Deduped
Creatives on iOS

38.9K

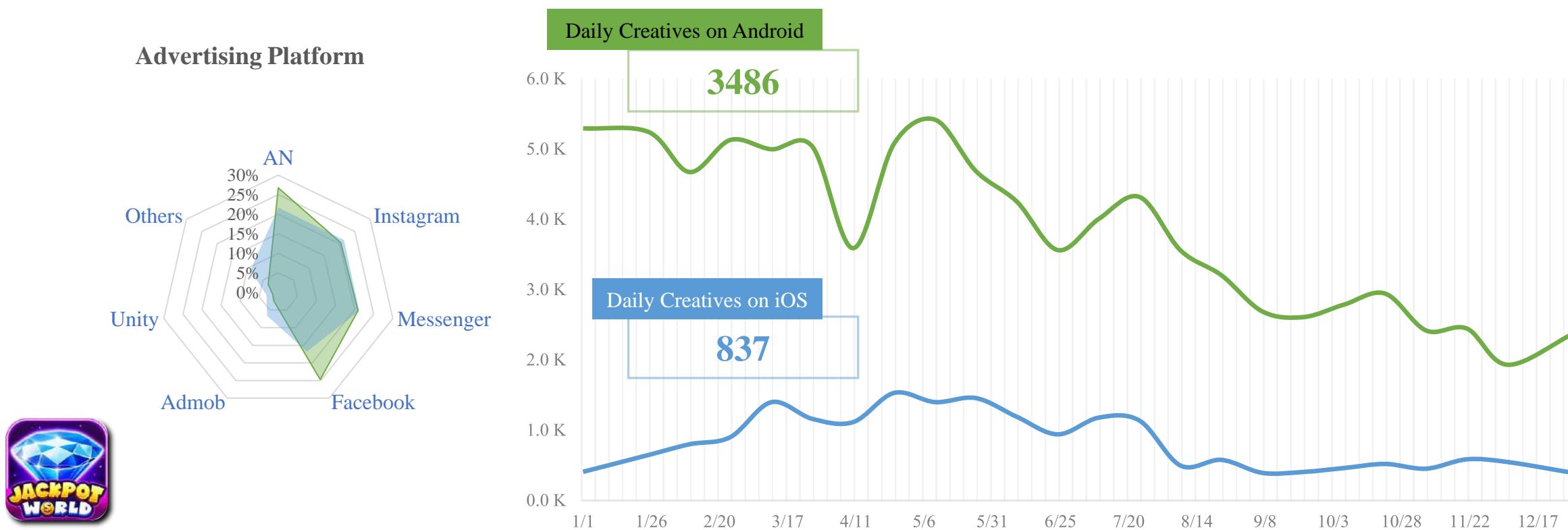
Deduped Creatives
on Android

Insights into Global Advertising of [Jackpot World™]



Android had 3.4K+ daily creatives while iOS had 837 daily creatives. Creatives on both Android and iOS were on a downtrend since May.

Advertisers focused on Android, with an average of 3486 daily creatives and a peak of over 5400 daily creatives. On iOS, there were an average of 808 daily creatives and a peak of over 1500.



[Jackpot World™]'s Hot Marketing Creative



Estimated Impressions:
4.2M

Popularity: 876

Duration: 188

Dimensions: 1280 * 720

Advertising Platform: FB News Feed

Advertising Copy:



Free coins EVERY HOUR! 😊 🎉

The most fun slots here! 🎉 🏆

Join NOW

◀ Click to view the complete creative

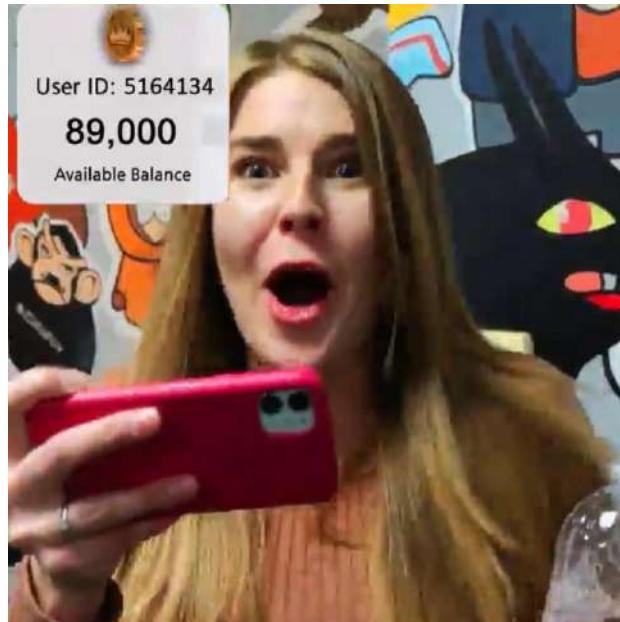
Lure of cash rewards

A live-action video is more trustworthy

Popular Creatives of Slot Casino Games

Gameplays were displayed to attract attention and **scenes of winning prizes** were shown to further intrigue people

A hyperbolic but real-life story, making the prize more convincing



[Click to view the complete creative](#)

Random rewards; it's now or never



[Click to view the complete creative](#)

Gameplay display: super gaming experience with super prizes



[Click to view the complete creative](#)

Popular Creatives of Card Casino Games

Gameplays were displayed to attract attention and scenes of winning prizes were shown to further intrigue people

Multi-players playing online



[Click to view the complete creative](#)

Wonderfully twisted drama



[Click to view the complete creative](#)

Log in to get electronic products



[Click to view the complete creative](#)



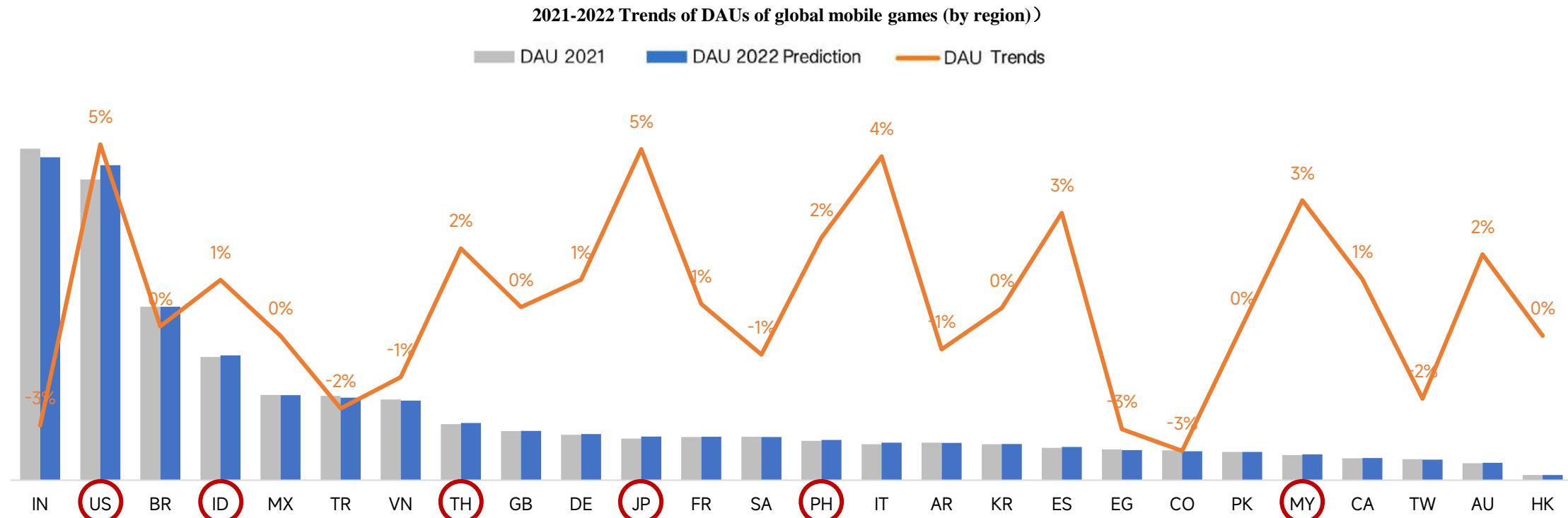
Insights into Mobile Game Marketing in Top Countries

Insights into Mobile Game Market in Top Countries/Regions

America had the second most DAU which grew by 5%. Southeast Asia reported a great growth in DAU.

India recorded the highest but also dramatically dropped DAU. By comparison, America had better DAU, with the second-highest number of users and the fastest growth. America was expected to surpass India in DAU.

Japan also recorded a rapid increase in game DAU to account for 5%, the same share as in America. Southeast Asia recorded a relatively high growth of users. Indonesia, Thailand, the Philippines, and Malaysia all recorded an increasing number of users.

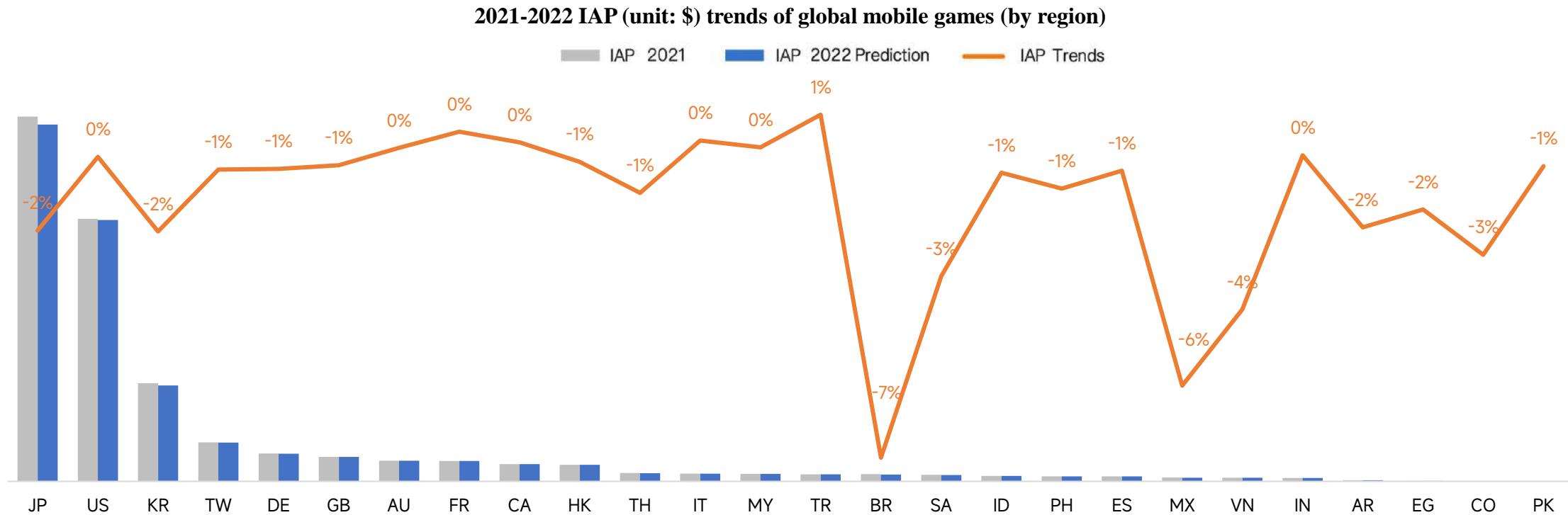


Insights into Mobile Game Market in Top Countries/Regions



With revenue decline in many regions, Japan, America, and South Korea were still the major regions as mobile game revenue was concerned.

Japan, America, and South Korea remained the major regions in terms of in-game purchase revenue, together accounting for 75% of the total global revenue. In terms of in-game purchase revenue, Turkey had a slight increase of 1%, but all the other regions recorded declines.



America



Insights into Mobile
Game Marketing

Insights into Mobile Game Marketing in America



With more advertisers in the American market, creatives were not increasing.

Though there was a slight decline in active advertisers in Q1, the total number of advertisers was on the rise this year. Q4 contributed the most active advertisers, but there was a slight decline in the total number of creatives.

Annual advertisers with new creatives

There were about 56,000 advertisers with new creatives, and only 2% advertisers without any new creatives.

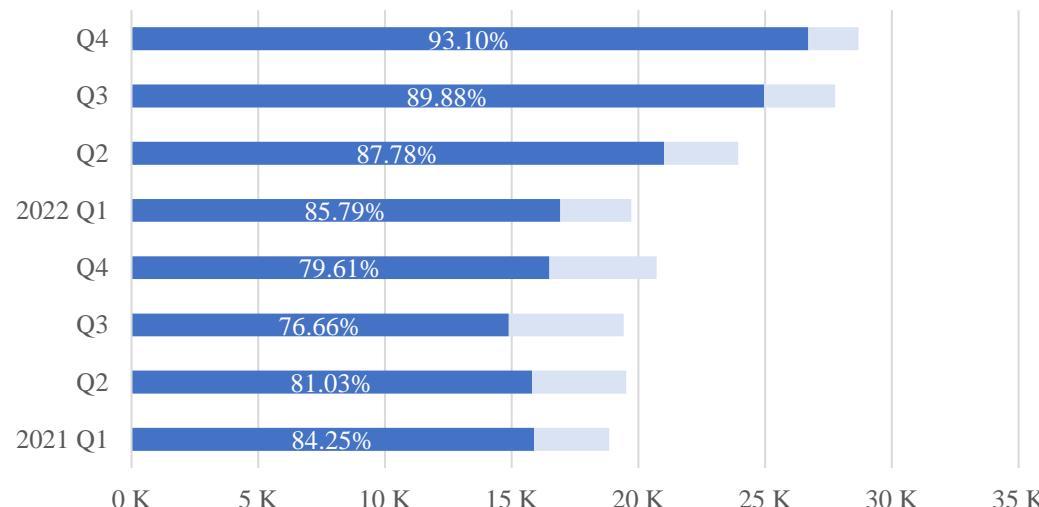
56.2K 98%

Annual new creatives

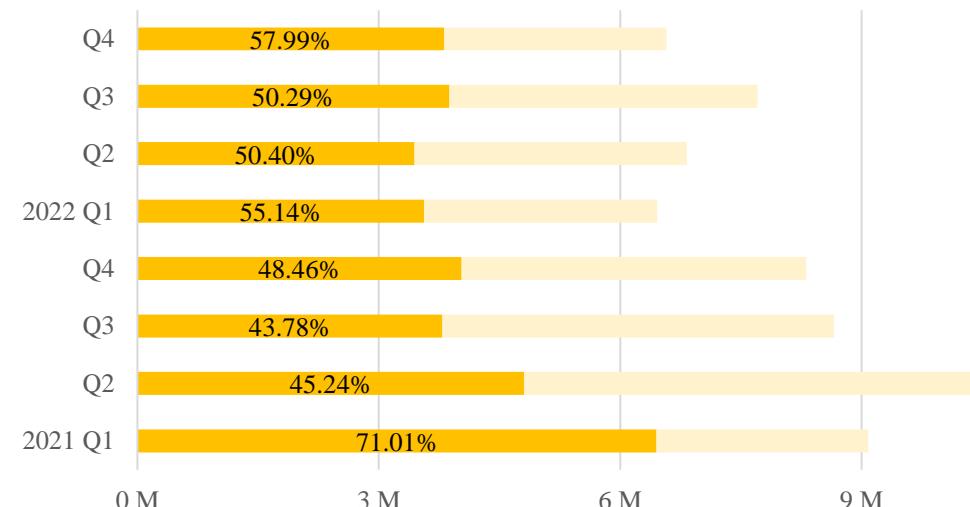
Creatives were updated very frequently in the American market, with new creatives accounting for 87% of all active creatives.

14.9M 87%

Insights into quarterly new creatives



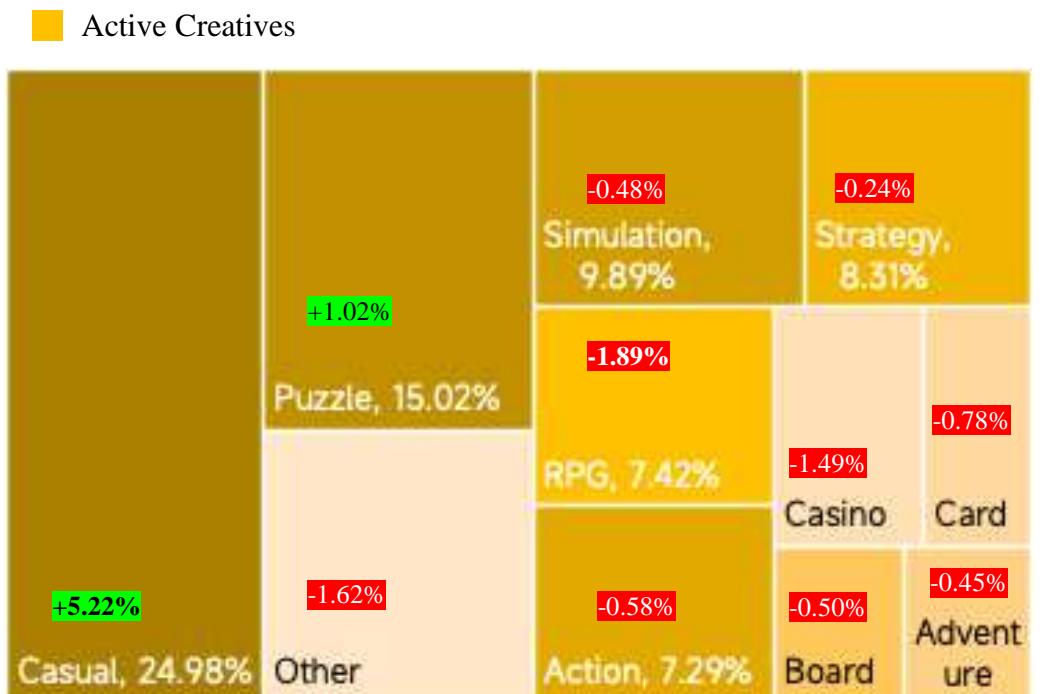
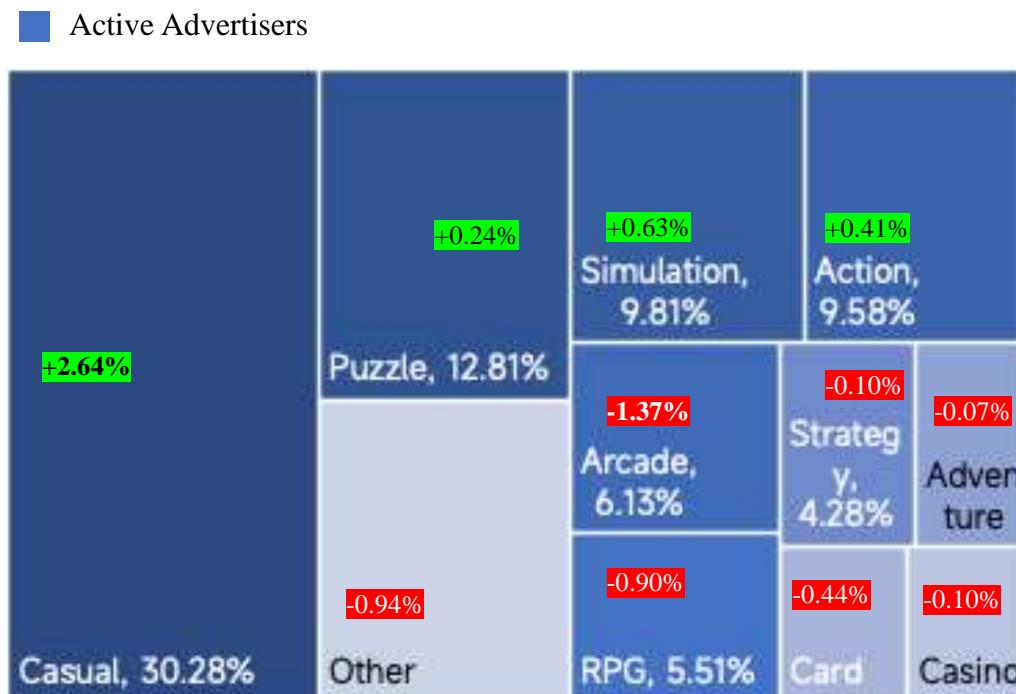
Insights into quarterly advertisers with new creatives



Insights into Mobile Game Marketing in America

Active creatives for casual games increased significantly by about 5.22% YoY to account for 24.98% in total.

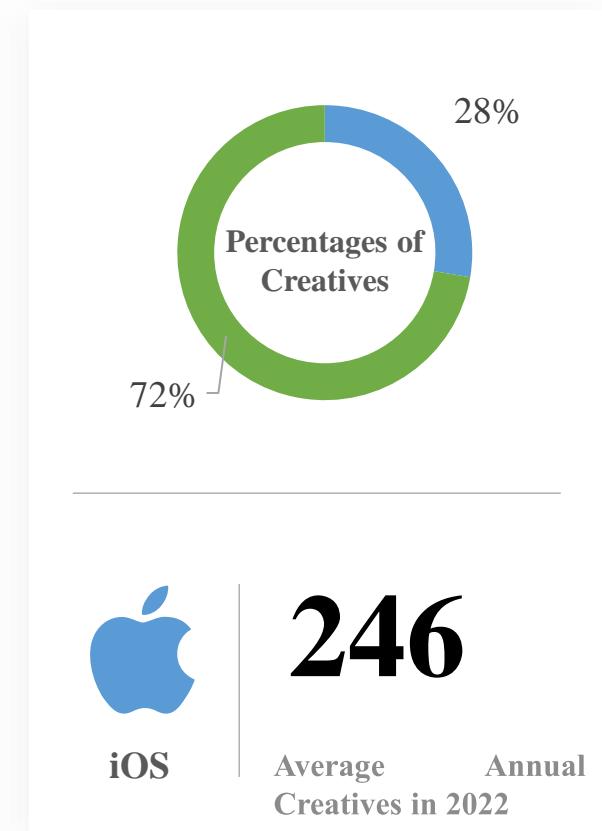
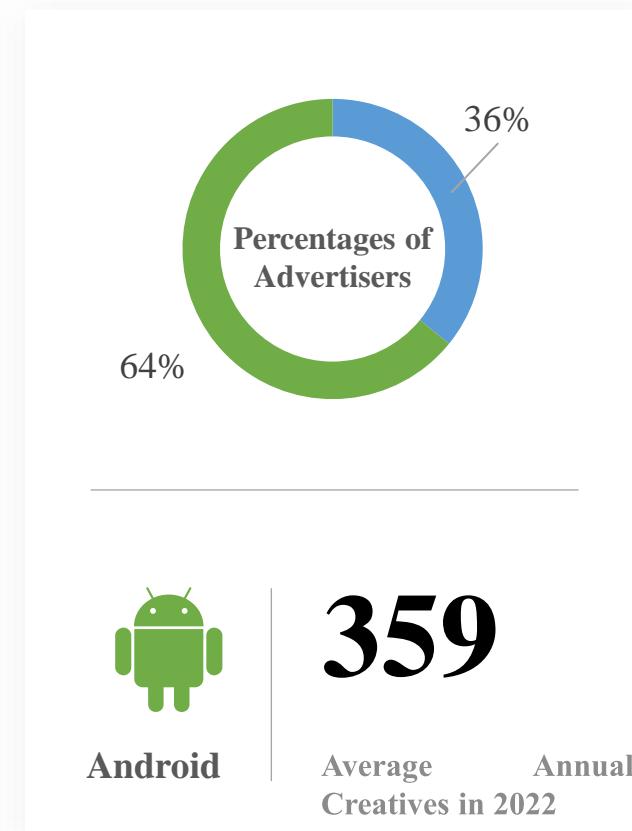
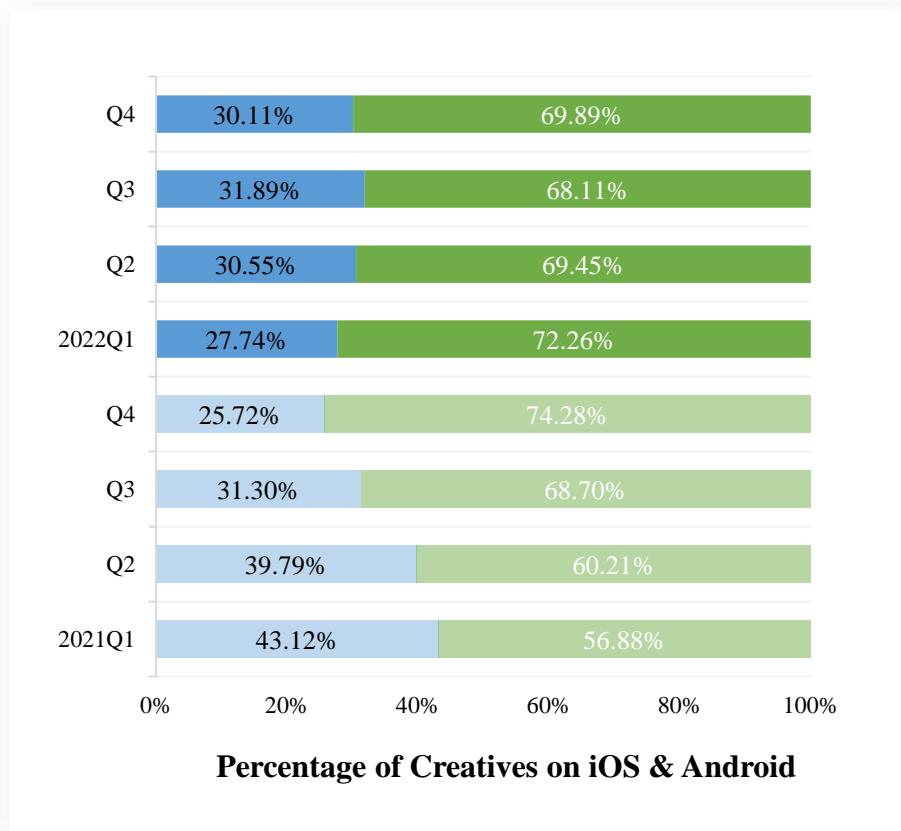
In terms of active advertisers, 4 game genres including casual, puzzle, simulation, and action all reported some increases, with casual game advertisers accounting for the biggest share of 30.28%.



Insights into Advertising of Mobile Games on iOS & Android in America

Android had about 64% advertisers and 72% creatives.

In 2022, iOS creatives accounted for a stable share of about 30%, with 246 creatives per advertiser.



American Popular Mobile Game Companies



Zynga was originally famous across the world for its "farm" "Texas hold'em" web games, and many years of being top has laid it a solid foundation. As time passed and mobile games rose, Zynga started to fall into decline. However, the company decisively made changes and provided its big-hit games for mobile phones, which soon stopped its decline by retaining users.

For greater diversity of its products, Zynga started its investment strategy. In 2020, Zynga bought the famous game company Peak, increasing its investment in casual games. Currently, Zynga's main games are casino, casual, puzzle, and simulation. And [Empires & Puzzles] and [Game of Thrones] are the most popular ones.

Casino Games



Wizard of Oz

Slots



Game of Thrones

Slots



Zynga Poker™

Card

Puzzle&Casual Games



Golf Rival

Simulation, Casual, Sports



Empires & Puzzles

Match-3 + X



Tangle Master 3D

Puzzle, Casual



Words With Friends 2

Puzzle, Word

Zynga's popular marketing case

Real-life or live-action gaming, which makes the audience feel as if they are playing the game

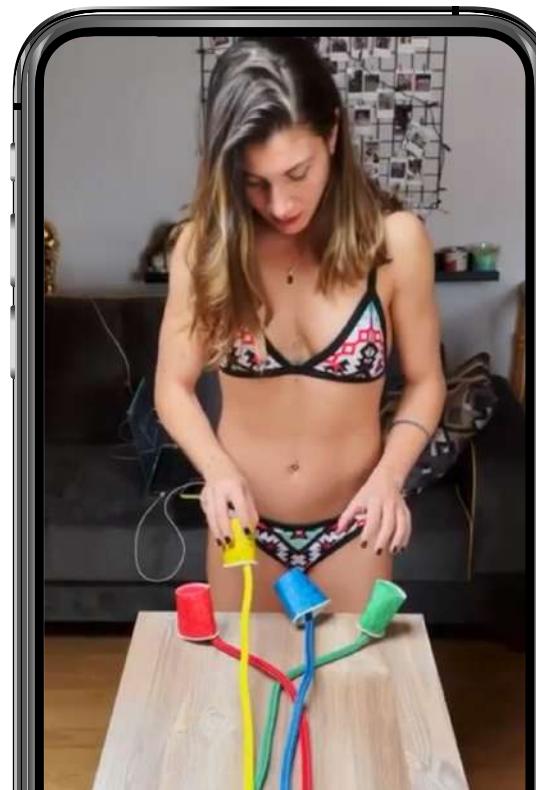
Formula for a big hit

Real people + real-life scenario + playable ads

Common elements

Pretty and handsome, simulated items, live commentary, rankings, fail in the game

(A combination of the formula for a big hit and 2-3 of the above elements)



Indonesi a



Insights into Mobile
Game Marketing

Insights into Mobile Game Marketing in Indonesia

Each quarter of 2022 saw over 6000 active advertisers, with nearly 3 million creatives released.

Q4 2022 saw nearly 10,000 active advertisers, and 77.02% (the highest share) of advertisers releasing new creatives. New creatives in each quarter of 2022 accounted for less than 50%.

Annual advertisers with new creatives

There were about 9% advertisers that didn't release new creatives in 2022, slightly higher than other regions.

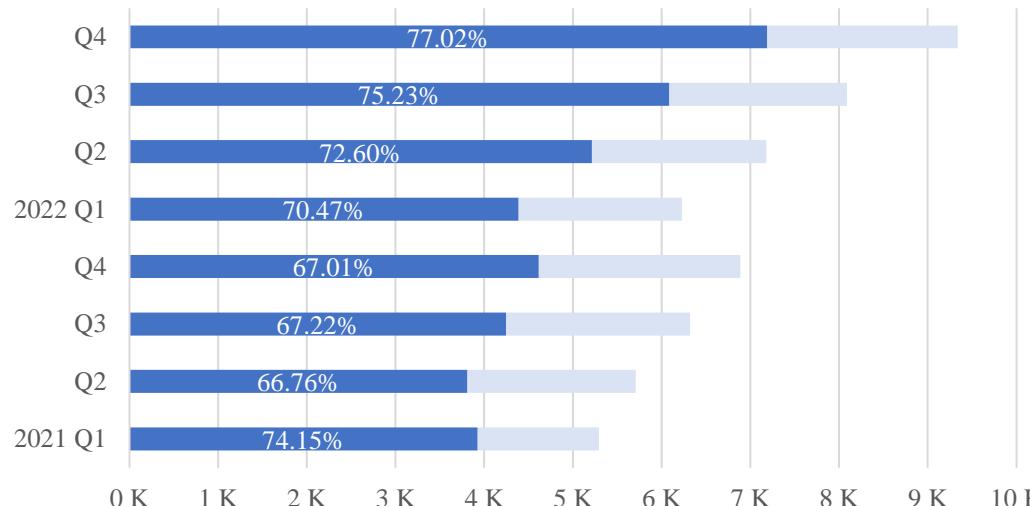
13.3K 91%

Annual new creatives

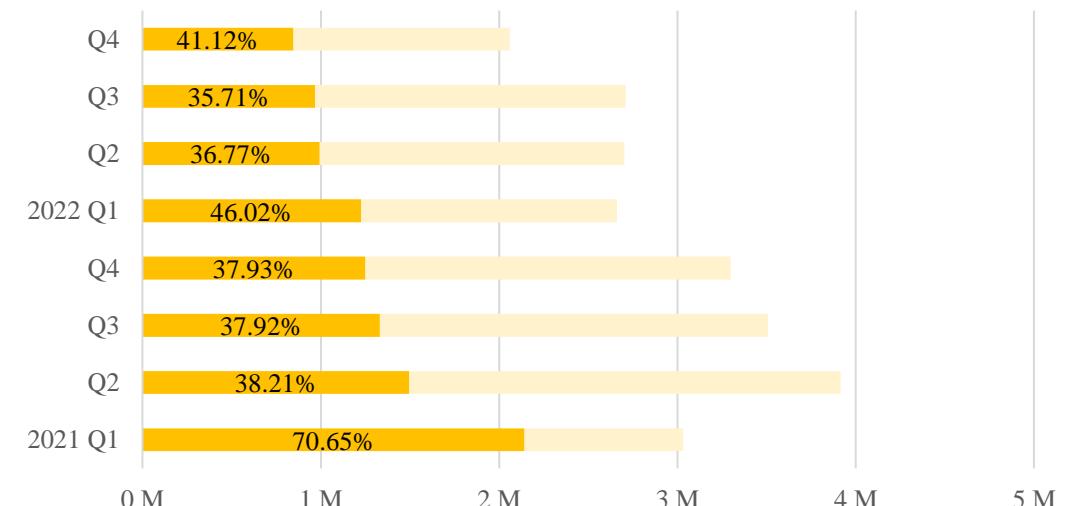
With a low frequency of updating creatives in Indonesia, old creatives accounted for 26% in 2022.

5.5M 74%

Insights into quarterly new creatives



Insights into quarterly advertisers with new creatives

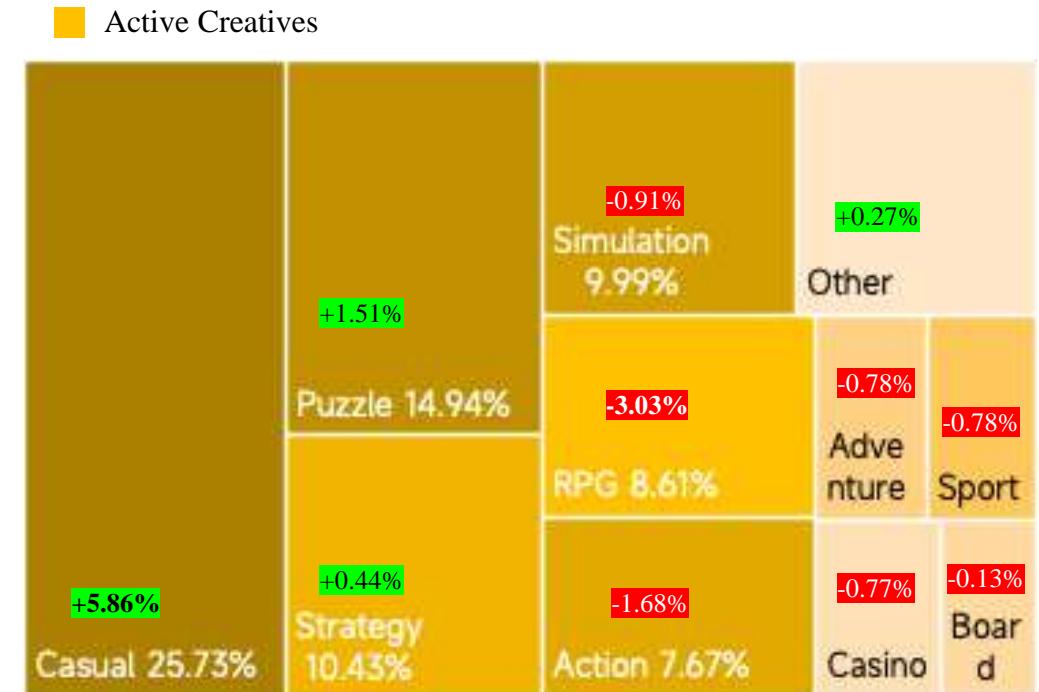
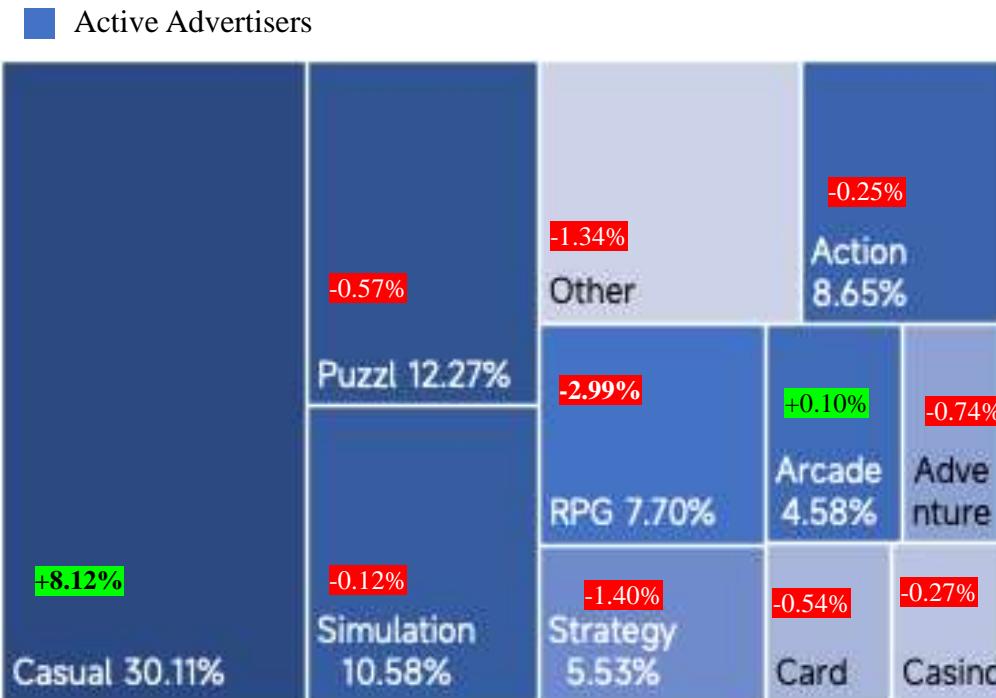


Insights into Mobile Game Marketing in Indonesia



In addition to casual and puzzle, strategy game creatives also accounted for a big share in 2021.

Casual game advertisers accounted for 30.11%, representing the greatest rise. Arcade games had a slight increase. In terms of active creatives, RPGs accounted for only 8.61% of all creatives, representing the greatest decline.

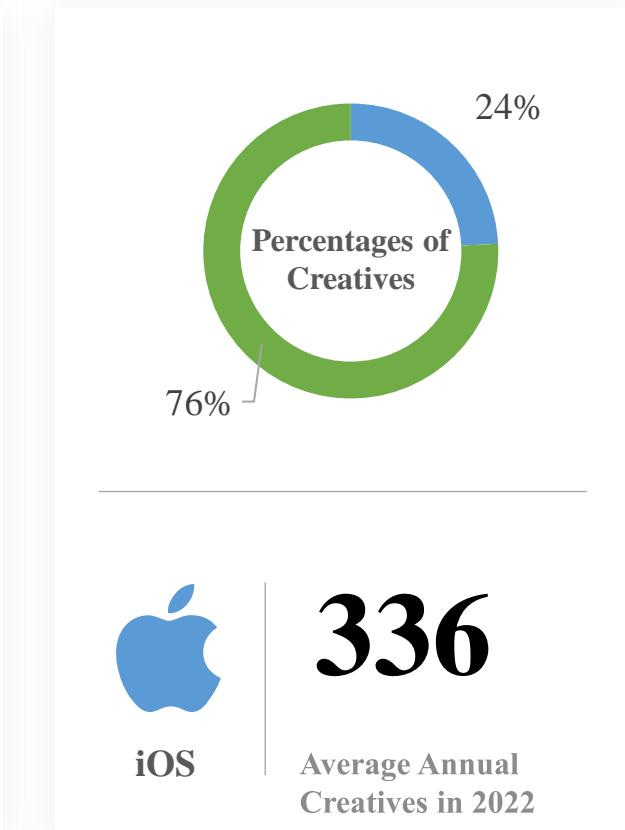
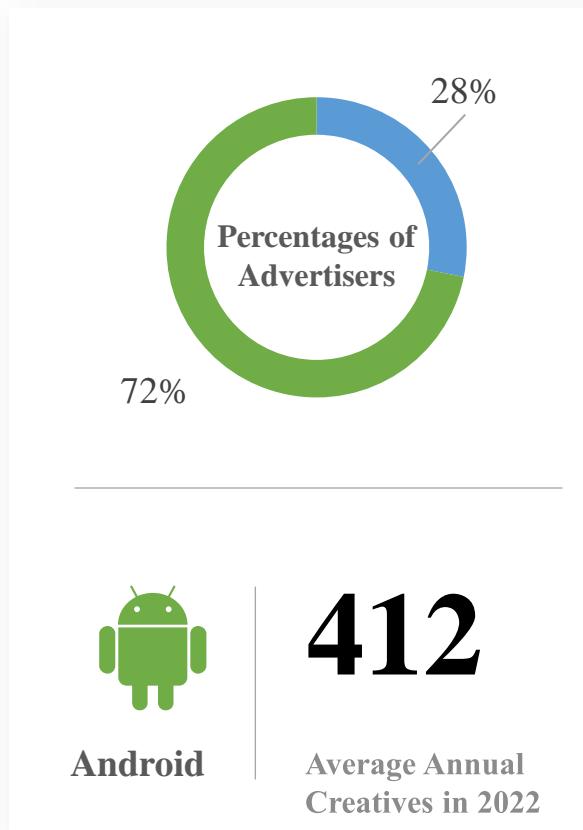
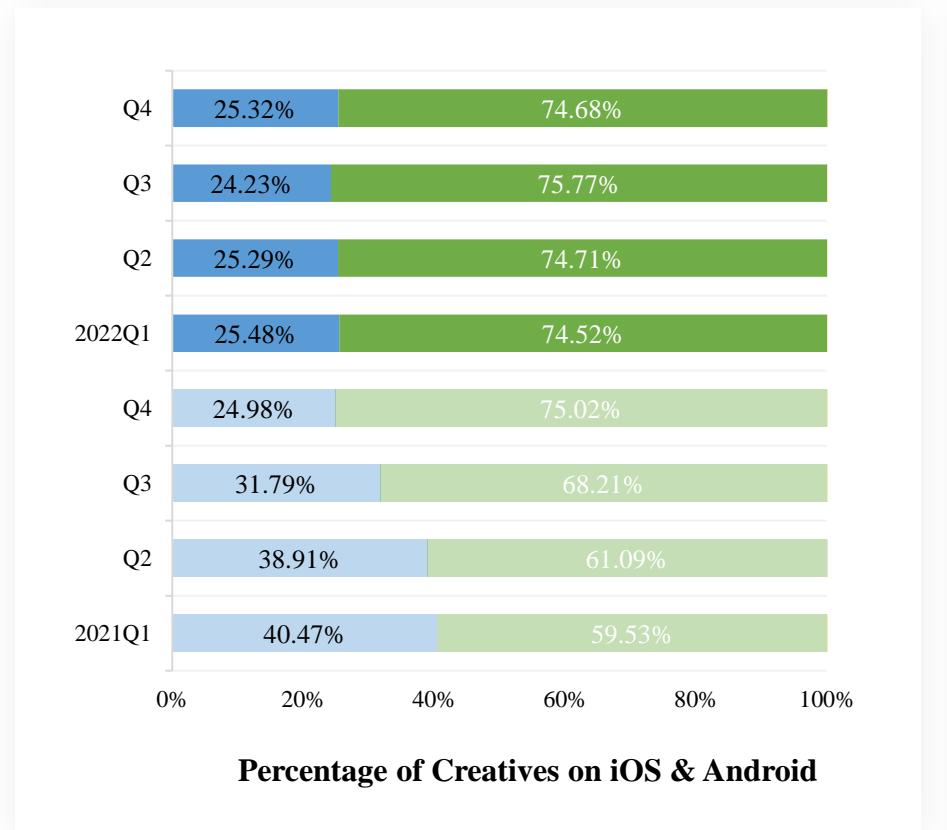


Insights into Advertising of Mobile Games on iOS & Android in Indonesia



In each quarter of 2022, creatives on iOS accounted for about 25%, and advertisers on Android accounted for about 74%.

Creatives on iOS accounted for the lowest share of 24.23% in Q3 2022.



Indonesian Popular Mobile Game Companies



Indofun is a company founded in 2016 and invested by two Chinese listed companies. Headquartered in Indonesia's Jakarta, the company has a staff of nearly 200 people and established branches in Guangzhou, China in June 2020.

Most of the games published by Indofun are RPGs. The company released many well-known games in Southeast Asia.

RPG Games



Love Destiny: นักพรตอวคล่า
RPG



Idle Dynasty
RPG



เทพมารสารากก
RPG



Rich and Famous
RPG

Others Game Genres



War of the Three Kingdoms
SLG



Audistar Mobile
Music



Hero Rush
Action

Indofun's popular marketing case

A few live-action elements, including live commentary, live-action stories

Formula for a big hit

Live commentary (stories) + playable + displaying prizes + ways to download

Common elements

Pretty and handsome, cosplay, dramatic story, subtitle
(A combination of the formula for a big hit and 2-3 of the above elements)



Vietnam



Insights into Mobile
Game Marketing

Insights into Mobile Game Marketing in Vietnam

Only 7% of advertisers didn't release any new creatives, showing a high frequency of updating creatives.

In Q4 2022, advertisers with new creatives accounted for 82.93%. And the frequency of updating creatives was slightly lower than in America, Japan, and South Korea.

Annual advertisers with new creatives

93% of advertisers released new creatives this year, and only a few advertisers didn't update their creatives.

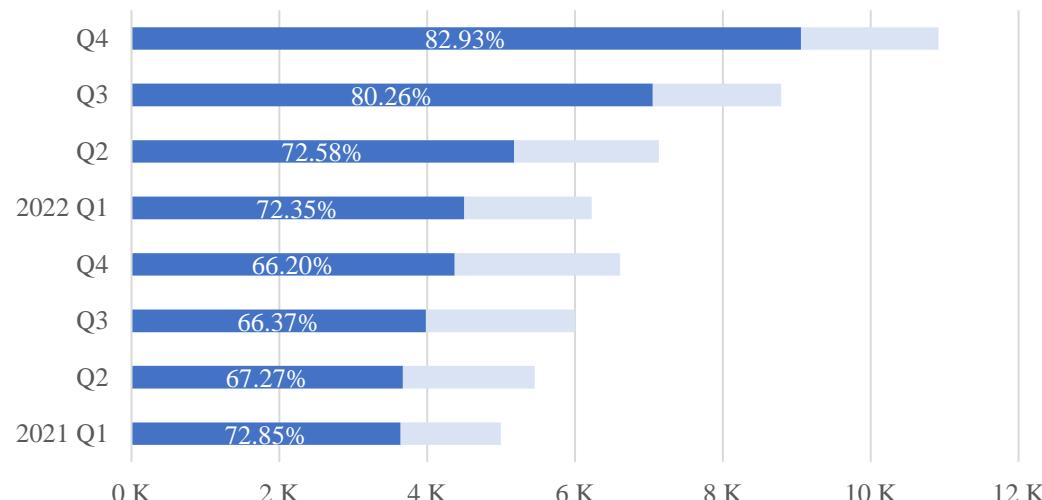
14.8K 93%

Annual new creatives

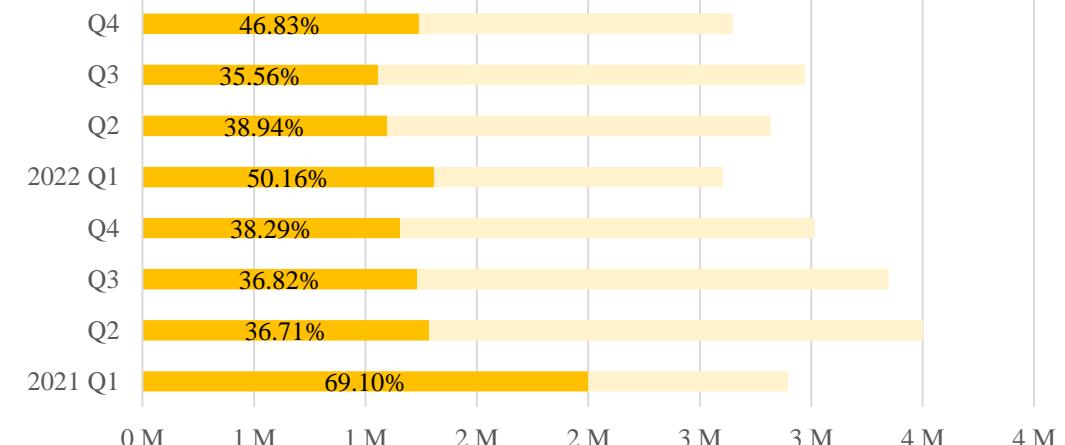
Creatives in South Korea were updated pretty frequently, and old creatives only accounted for 20%.

4.7M 78%

Insights into quarterly new creatives



Insights into quarterly advertisers with new creatives



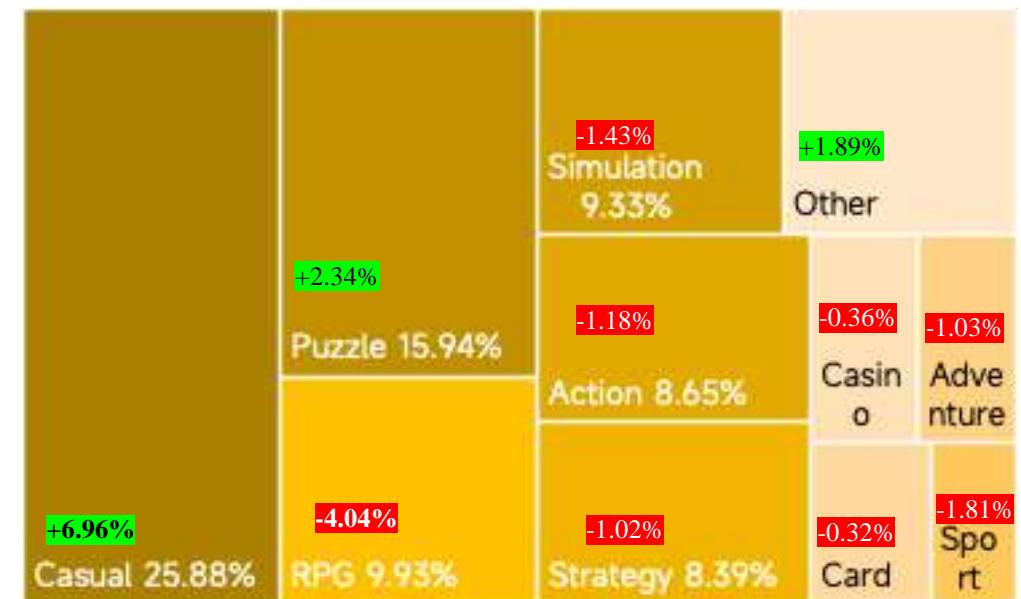
Insights into Mobile Game Marketing in Vietnam

Casual advertisers increased significantly by 8.83% YoY. RPGs had a slight down.

Simulation game advertisers released fewer creatives, but arcade and action game creatives increased slightly. Casual and puzzle games remained top 1 and top 2 with their active creatives.

■ Active Advertisers

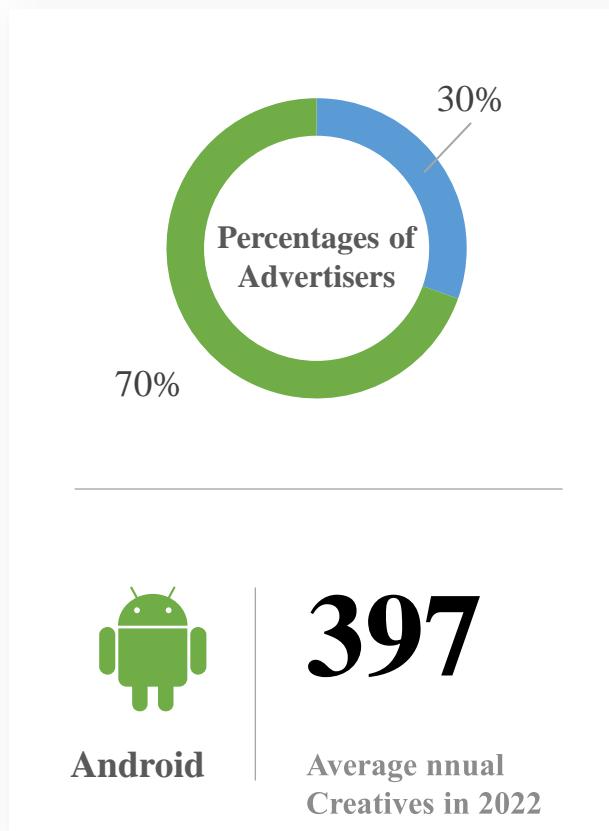
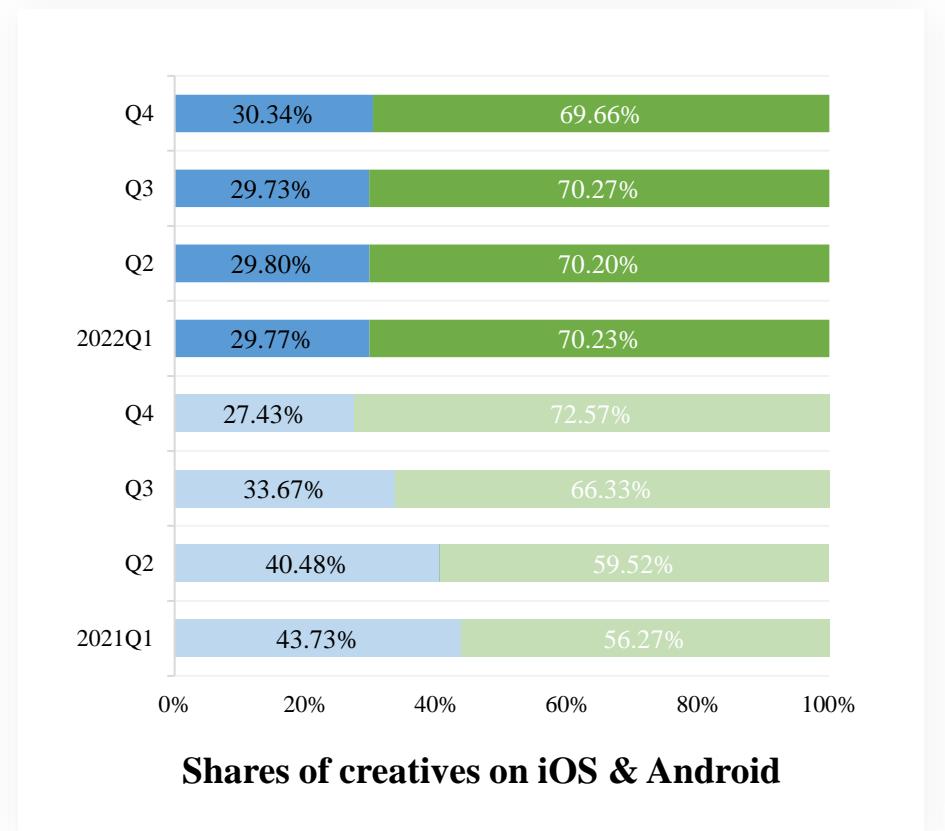
■ Active Creatives



Insights into Advertising of Mobile Games on iOS & Android in Vietnam

Android game advertisers and creatives each accounted for about 70%, but Android and iOS had a little difference in annual creatives per advertiser.

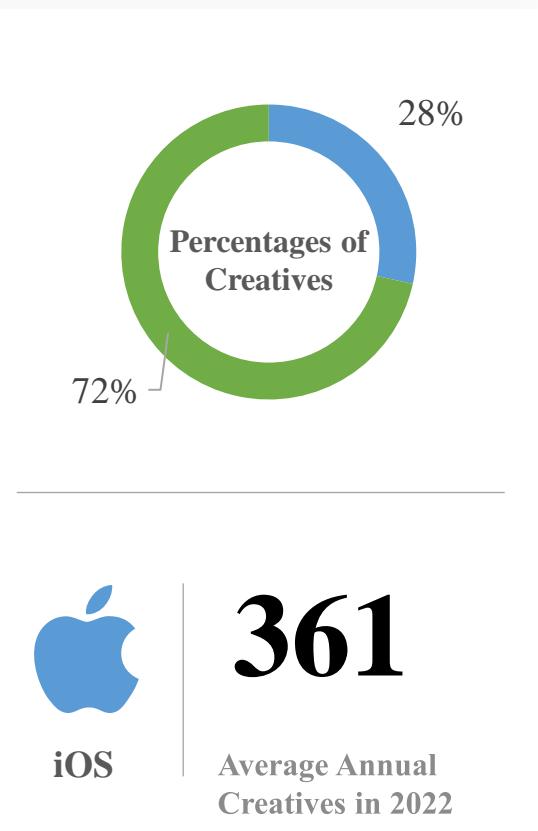
Creatives on iOS in each quarter of 2022 accounted for about 30%, close to the share of advertisers.



Android

397

Average Annual Creatives in 2022



iOS

361

Average Annual Creatives in 2022

Vietnamese Popular Mobile Game Companies



amanotes
EVERYONE CAN MUSIC



Amanotes is a Vietnamese game company focusing on music casual games. Gamers love those games for their easy-to-learn casual gameplays and pleasant music rhythms. Music games are not a major game genre, but Amanotes managed to grow into a major hyper-casual game company by releasing a few great games.

Most of its games are for free, so the company mainly generates revenue through in-game advertising, in-app purchase, and subscription.

Casual music games



Tiles Hop
Crossword、Music



Magic Tiles 3
Crossword、Music



Dancing Road
Crossword、Music



Hop Ball 3D
Crossword、Music

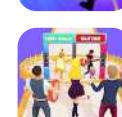
Hyper-casual games



Dancing Race
Crossword、Action



Clash Gang: Epic Beat Em
Crossword、Action



Superstar Rush
Crossword、Action

Amanotes' popular marketing case

Well-known pop music

Character's accurate reactions to music rhythms

Formula for a big hit

Popular music + playable + growth feedback

Common elements

Mad controls, gold, scores, stages, provoking messages

(A combination of the formula for a big hit and 2-3 of the above elements)



Turkey



Insights into Mobile
Game Marketing

Insights into Mobile Game Marketing in Turkey



Q4 2022 contributed the biggest share of advertisers releasing new creatives, and Q1 2022 contributed the biggest share of new creatives.

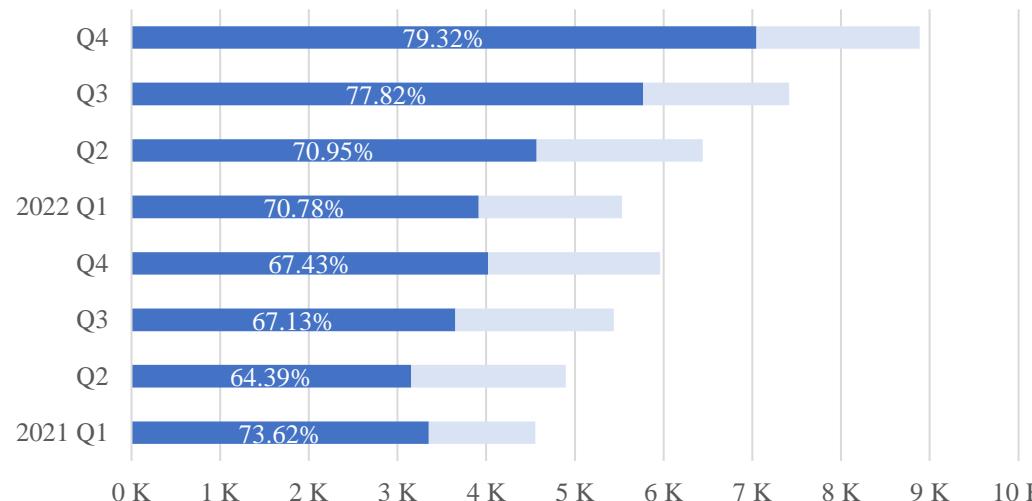
New creatives in Turkey accounted for only 74% of all creatives this year, an updating frequency far lower than those in other regions.

Annual advertisers with new creatives

Turkey reported an overall growth in advertising, with about 13400 advertisers who released creatives this year.

12.4K 92%

Insights into quarterly new creatives

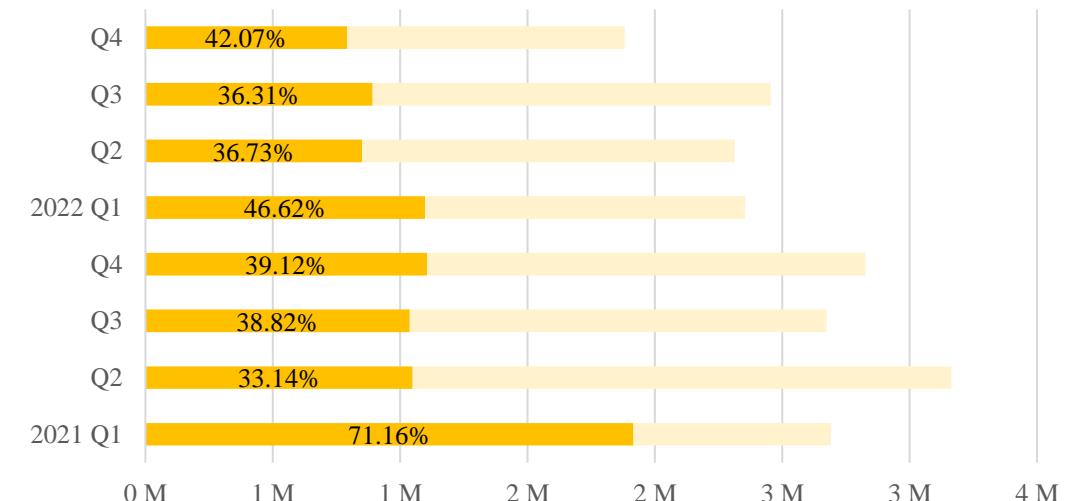


Annual new creatives

New creatives in each quarter of 2022 accounted for less than 50%. Old creatives were mainly relied on to bring effects.

3.6M 74%

Insights into quarterly advertisers with new creatives



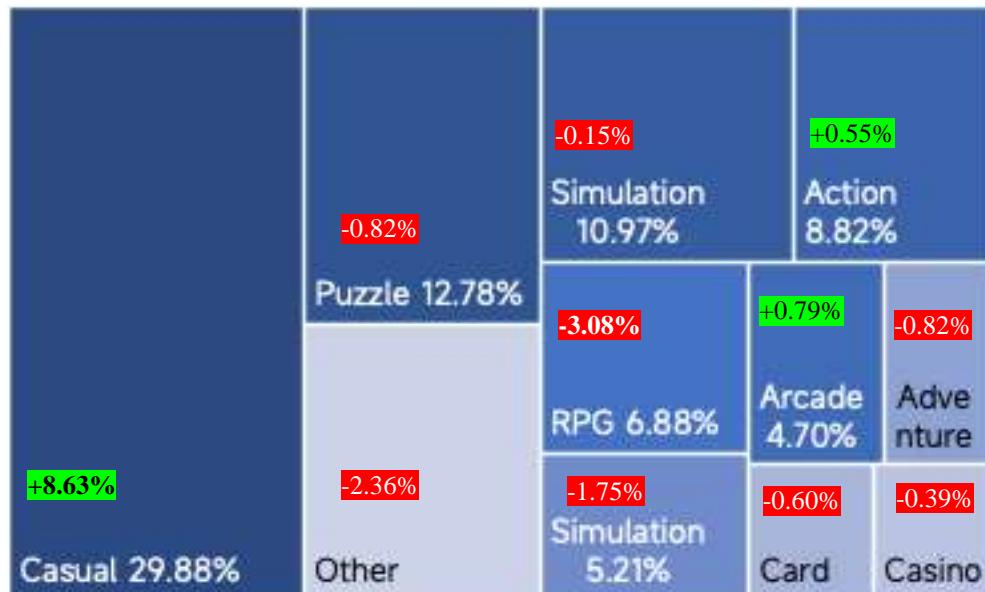
Insights into Mobile Game Marketing in Turkey



The greatest increase was in the share of casual game advertisers, followed by arcade and action games. And the top 3 game genres with the most creatives remained casual, puzzle, and strategy.

Casual game advertisers accounted for about 29.88%, up 8.63% YoY. Both RPG advertisers and creatives had the greatest declines.

■ Active Advertisers



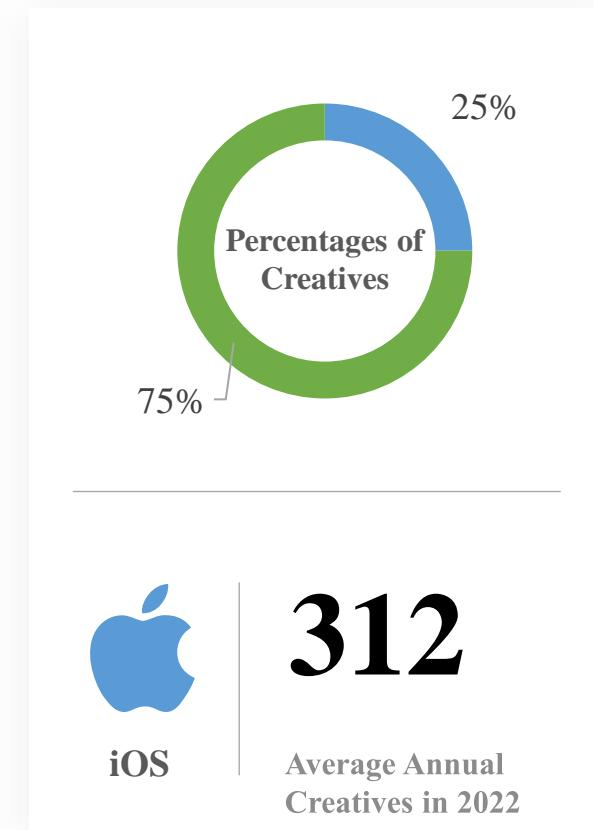
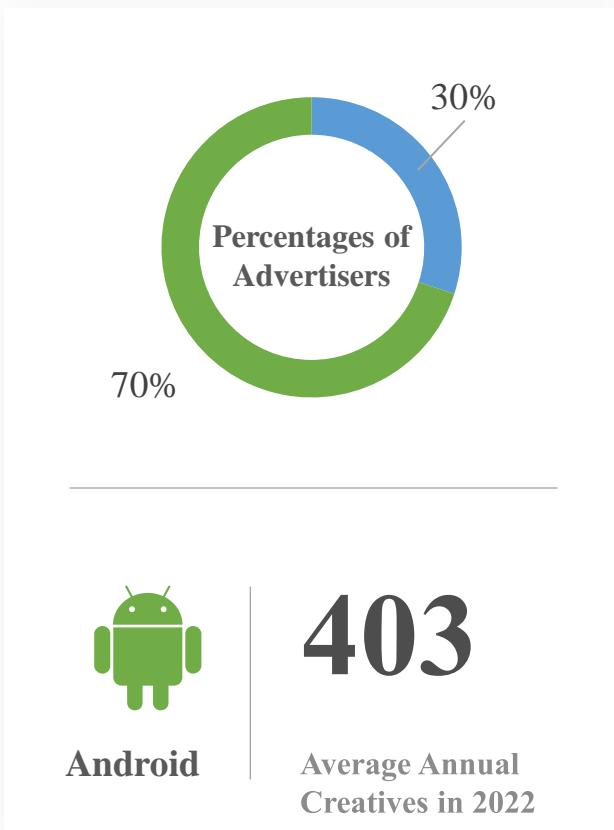
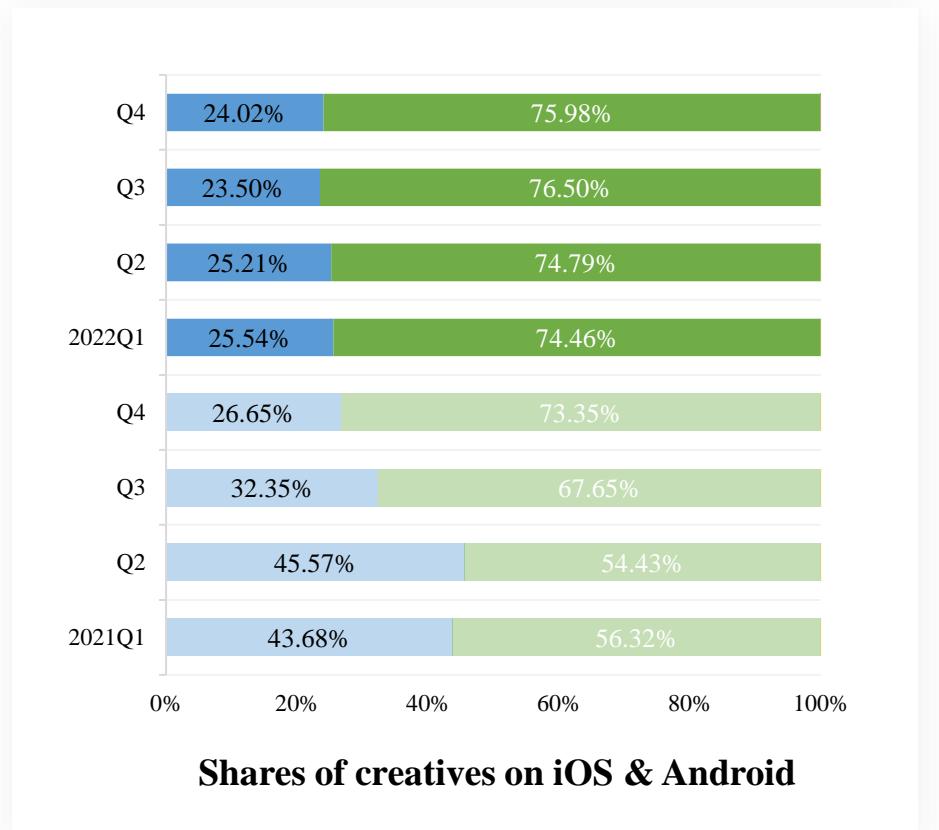
■ Active Creatives



Insights into Advertising of Mobile Games on iOS & Android in Turkey

Creatives on iOS accounted for about 25%, with 312 creatives per advertiser. Turkish advertisers preferred to release creatives on Android.

Advertisers on Android accounted for about 70%, and there were averagely 403 creatives per advertiser.



Turkish Popular Mobile Game Companies

The logo for Dream Games consists of the word "dream" in a bold, lowercase, blue sans-serif font. A small, stylized blue starburst graphic is positioned above the letter "m".

Match-3 + Decoration games



Royal Match

Casual, Match-3



In Turkey, games are big business, generating an average revenue of \$1 billion each year, with half of it coming from phone games. Led by Good Job Games, Soner Kara, Fast Free Games, and other game companies, Turkish game companies have attracted over 30 million local gamers and hundreds of millions of global gamers. In 2019, another game company Dream Games rose in Turkey by raking in tens of millions of US dollars in a month and attracting lots of investment.

The company's first game [Royal Match] was launched globally on March 1, 2021. Soon the game generated over \$100 million from in-game spending within just half a year. Thanks to the game, Dream Games raised a \$255 million Series C that brought the company's valuation to \$2.75 billion.

Dream Games' popular marketing case

Purposefully make wrong moves to put the character in danger, so when the character fails in the game, audience may feel upset and want to play it themselves

Formula for a big hit

Playable + characters' voice + fail in game + ways to download

Common elements

Flame, iceberg & shipwreck, escape through waterpipes, cliff
(A combination of the formula for a big hit and 2-3 of the above elements)



PART 03

Hot Mobile Game Marketing Campaigns

2022 TOP MOBILE GAME MARKETING EVENTS

Attractive titles and icons of mini games



On 26 August, [X-HERO] changed its dog-head icon



On 26 August, [X-HERO] got a new icon, the dog head, driving a media buying trend about drawing lines and dog heads.

1. Focus on the key element, gaining popularity from dog-head packages

Meanwhile, keywords including Doge, Rescue, and Save dominated the charts of top games by downloads and advertising. Soon, many game icons were changed into dog heads, bees, and other hot elements.

2. Update creatives, from saving dog heads to saving frogs

In respect of improving creatives, some companies preferred doing it by changing game icons into dog heads, cat heads, or frogs, adding user comments or video records of playing games; while some companies put efforts in adding gameplays about drawing lines, including numbers, letters, stickmen, which drove another trend of re-creation.

3. SLG joined it, upgrading mini-games

Amid the trend of dog-head creatives, SLG companies implemented marketing strategies comprising 4 steps imitation, update, deconstruction and made more attempts at keywords of mini-games. According to SocialPeta Data Research Institute, ad creatives were mainly based on puzzles, freedom, and re-creation. Gamers were offered again with mini-games played mostly by swiping screens, featuring drawing lines, parkour, parking lots, firing bullets, Zuma, Puzzle Bobble, and LinkGame.

4. On December 1, [X-HERO] changed its head-dog icon

Finally, [X-HERO], which started the trend of dog heads, changed to a new icon. Earlier than that, [英雄戰紀] had changed into an icon featuring parking lots, and all matured games of Bingchuan Network started trying new things other than dog heads. But it didn't mean the end of the dog-head trend. On November 5, Bingchuan Network officially launched the card game [Hero Clash], starting the 3rd chapter of dog-head popularity.

Mini games were popular in advertising again

Pin-pulling



Playrix

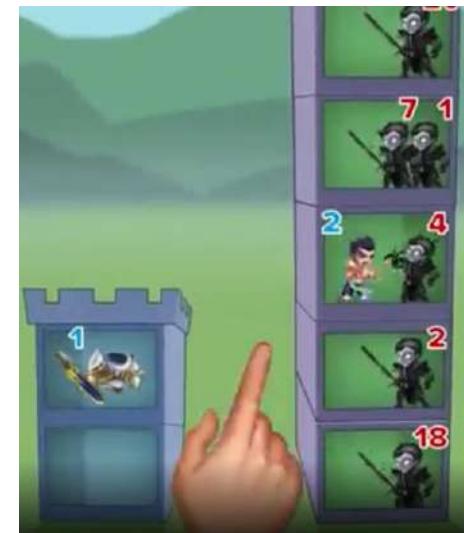


[Click to view the complete creative](#)

Tower climbing



Top Games

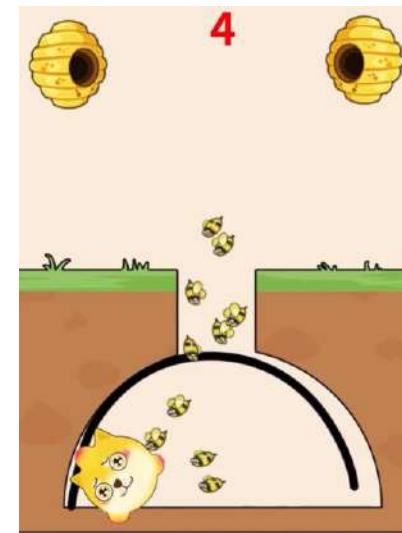


[Click to view the complete creative](#)

Dog heads



Bingchuan Network

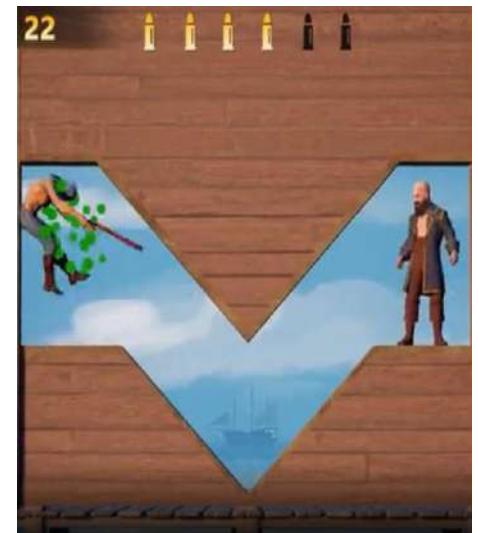


[Click to view the complete creative](#)

Bullets



Century Games



[Click to view the complete creative](#)

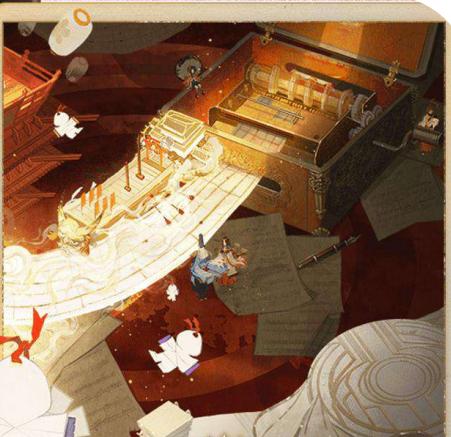
Anime-style games' energy outside games



Many mature anime-style games were adapted into anime. New anime-style games pursued the anime graphic effects



Stage effects of games were improving



Audiovisual effects

On one hand, frequent offline collaborations and events bridged the distance between anime-style games and real life, and expanded the influence of anime-style games. Obviously, anime-style games gained higher popularity in various ways in 2022 thanks to gamers' special sociability and passion, resulting in more potential users and higher recognition.

On the other hand, in anime, concerts, and music projects, the extraordinary audiovisual effects of anime-style games were improved through advanced technologies including VR, XR, and virtual idols. While gaining popularity through social activities, anime-style games were further improved in content.

With constantly improved game content, supportive social activities, dominating fan works, and endless re-creation works, the anime-style game market was booming.

Why are roguelike casual games so attractive

Roguelike has always been a game genre with a relatively small player group, because many players find the controls and constructions too difficult for them. However, a roguelike casual game triggered a wave of roguelike games.

The Roguelike casual game [Survivor.io] had simple gameplay and less difficult construction, allowing gamers to enjoy themselves by simply mowing. [Survivor.io] grossed over \$10 million in a month after it was launched, and the game has been keeping a revenue growth, which has attracted many game companies' attention.

In fact, roguelike games have been possessing the potential to become more popular. There have been many great roguelike games, such as the free game [Soul Knight], [Night of Full Moon] (a card game based on the tale of Little Red Riding Hood), and [Warm Snow] (overwhelmingly popular on Bilibili recently). All those popular roguelike games share the following features:

1. Easy game controls

To allow players to understand roguelike gameplays more easily, those roguelike games all have simple controls, including fewer virtual controls or just changing into virtual joysticks. So, players find the game more relaxing.

2. Simple construction formulas

As the pace of modern life is increasing, more players prefer games with simple construction formulas. In those games, players only need to follow the formulas for matching weapons or gear, so they won't feel any pressure while playing the games.

3. Mature design of growth feedback

Roguelike games on mobile phones should emphasize the upgrade each time a weapon or gear is obtained, giving more growth feedback to players to show where they have been by far. Compared with the PC version of a game, the mobile version has a higher growth.



More and more major game companies center around mobile games



2022 obviously saw many PC games going mobile. Mobile games' great potential to rake in huge profits has convinced many world-known PC game companies to place mobile games in an important position in their future development.

The mobile versions of PC games launched by major game companies allow us to experience those great PC games on mobile devices. Especially in 2022, many classic PC games released their mobile versions:

Major game companies launch mobile versions of PC games usually with an ambition to dominate the mobile game market. With the user bases of PC games, their mobile versions often receive enormous attention upon release, and top the free game charts in many countries or regions for a few days.

However, major game companies are often expected to offer fine games. So those mobile versions of famous PC games won't truly face their challenges until 6 months or a year after their release. When the initial popularity fades, will those mobile games still be able to gross a high revenue? How many gamers will spend money on those mobile games because of their PC versions? It's a question that constantly faces game companies.

How many famous PC games will go mobile in 2023?

던전앤파이터 모바일 (Dungeon & Fighter Mobile)

Release date: 2022-3-23

Publisher: NEXON



Apex Legends Mobile

Release date: 2022-4-5

Publisher: Electronic Arts



Diablo Immortal

Release date: 2022-6-1

Publisher: Blizzard Entertainment



Football marketing during the World Cup

In November 2022, Qatar attracted the world's attention by hosting the World Cup. This tournament (held every four years) is one of the top three world sports events (including Formula 1, the Olympics, the World Cup), the first World Cup held in the Arab world in the Middle East and the second held entirely in Asia.

Though the 2022 World Cup is over, sports lovers have many nice memories of what happened during the event. So games related to the tournament gained increasing popularity.

There were mainly three types of football mobile games in the market:

1. Classic football simulation games (e.g. [FIFA Mobile])
2. Strategy games featuring football managers (e.g. [Top Eleven])
3. Puzzle casual games with football elements (e.g. [Soccer Super Star])

Take the classic football game [FIFA Mobile] for example. The game was not among the top 300 free games on the App Store in America in January, but it rose quickly on the chart since November and remained one of the top 10 free games during the World Cup.

Many other top mobile games also tried to mention the World Cup in game or during their marketing campaigns. SocialPeta Data Research Institute reviewed the mobile game creatives released from November to December 2022 and found the following marketing cases related to the World Cup:

For more marketing cases related to the World Cup, please visit: www.socialpeta.com



Celebrity endorsers and collaborative skins

[Call of Duty: Mobile] Season 10 collaborated with the world-known footballers Messi, Neymar Jr. and Pogba who also joined the game as playable Operators.



In-game celebration events

[Perfect World] released creatives in November to promote its in-game celebration event for the World Cup. The server event lasted till November 30 and allowed players to play the game in the World Cup atmosphere.



Anime re-creation about the World Cup

[PUBG Mobile] also released many creatives related to football. Besides collaborations with football stars, anime re-creation works about the World Cup are also very inspiring.



Real-time prediction of the tournament

During the World Cup, [FIFA Mobile] released creatives predicting winners and pushed the creatives to the countries/regions that were predicted to win, drawing people's attention to the game.

Mobile Applications

Introduction

In 2022, while the prevention policies for COVID-19 are becoming looser around the world, people's lifestyles, consumption, work, and other habits are constantly being reshaped. The mobile app industry is no exception. Then what changes have taken place? To answer this question, SocialPeta Data Research Institute released the "2022 Mobile Application (Non-Game) Marketing White Paper" to provide global insights to help your products go global. According to the global data captured by SocialPeta, the mobile application (non-game) market in 2022 had the following major trends:

1. The number of advertisers in the Japanese and South Korean markets surged while the number of creatives in the European region plummeted:

The number of application advertisers in 2022 increased by 1.69% compared to 2021, and the total number of creatives decreased by 0.68% MoM; among them, the number of advertisers in the Japanese and South Korean regions increased significantly, with a year-on-year increase of 46.7%, followed by Southeast Asia, which increased by about 38.02% year-on-year. In terms of the overall creative volume, the creative volume in Europe plummeted, down by about 24.41% year-on-year. In addition, the creative volume in South America also dropped by about 1.66%.

2. The number of educational applications continued to grow, and digital transformation was the future trend:

Even though living with the pandemic has become a new normal, the development of the online education market has never ceased. In 2022, the global revenue of educational applications exceeded US\$1.8 billion, especially in Asia, where educational applications for early education and examination preparation are very popular among users. The most outstanding of these is Duolingo, a language learning application, which has always been the top one in the best-selling list of educational applications in the United States all year round. Educational applications have higher localization requirements, but they are also proven to be profitable based on the captured data. It is worth paying attention to them.

3. The concept of metaverse kept being explored, and major manufacturers were deploying virtual social networks:

Even though the metaverse strategy has been questioned by the outside world, Meta does not seem to abandon this department. In December, its CTO said that Meta would continue to invest 20% of its cost in RealityLabs, the metaverse department, in 2023. It's worth looking forward to where it will head to. Although it takes time for the metaverse to land, the Sims, its derivative technology, has already been put into use in industries such as live streaming and social networking. Many manufacturers are already dipping their toes into virtual social networks. Considering the performance of each application, they all have their competitive edges and weaknesses. The market hasn't yet been monopolized by the top companies. Therefore, there are still opportunities to enter the market.

4. The book market was expanding again; the monetization of novel and comic advertisements was stronger:

In 2022, the scale of the global book market expanded again with the revenue rising as well. According to a report released by Google recently, the annual growth rate of advertising revenue in novels has reached 40%, and the annual growth rate of CPM in comics applications has also reached 30%, which shows the huge potential of advertising monetization. In addition, SocialPeta Data Research Institute has also observed that religious applications such as the Bible have a wide audience in regions with religious beliefs such as the United States. Understanding and adapting to the market is the only way to stand out in the increasingly fierce competition. Let SocialPeta help your business flourish.

01

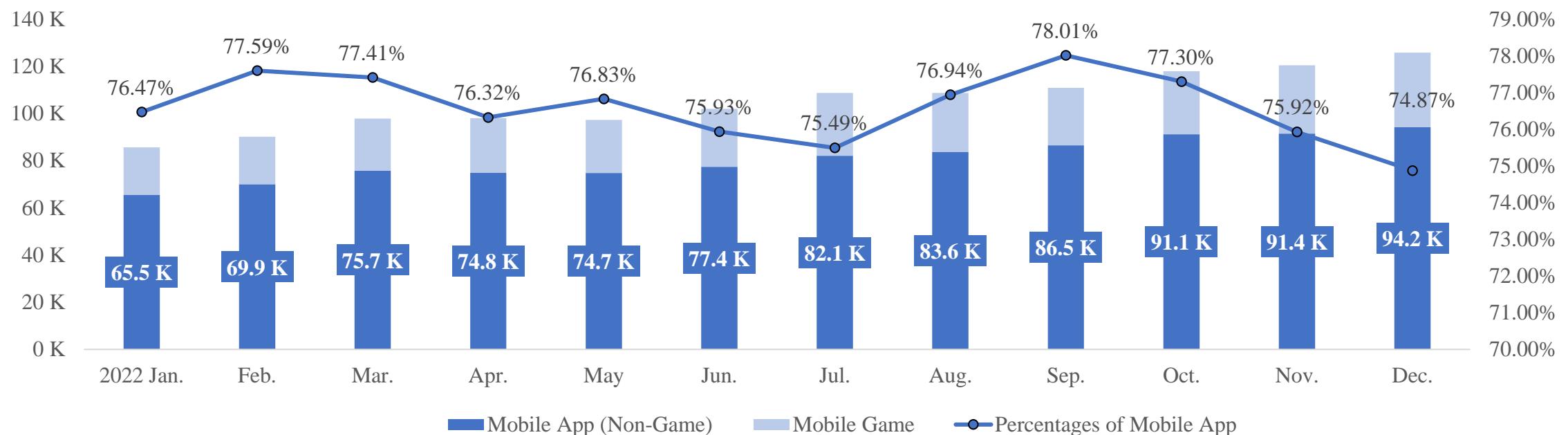
2022 Global Mobile Application (Non-Game) Marketing Insight

Insights into Global Mobile App (Non-Game) Marketing

In 2022, the number of mobile advertisers increased by 1.69% MoM, among which mobile application (non-game) advertisers accounted for about 76.6% of the total

After the normalization of the pandemic worldwide, the number of mobile advertisers began to rise again with a significant rise in mobile applications (non-game), from 65.5K in January to 94.2K in December.

2022 Mobile Application (Games & Non-Game)
Monthly average number of advertisers **105.2K**

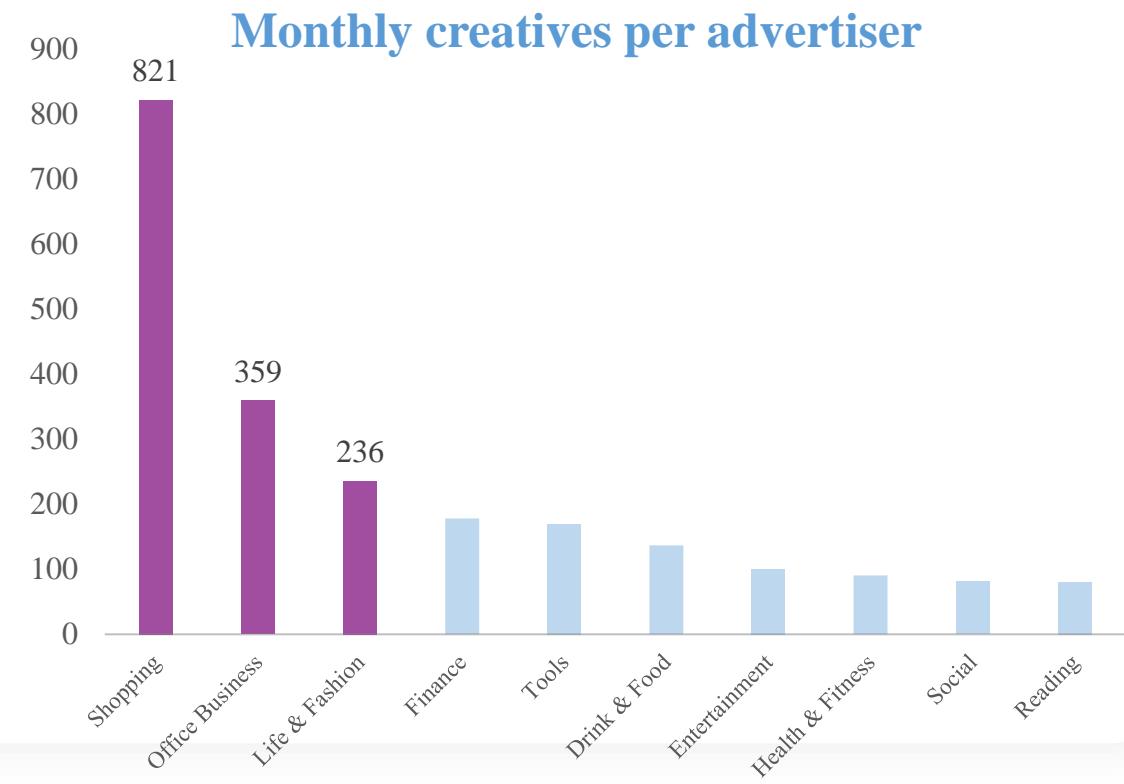
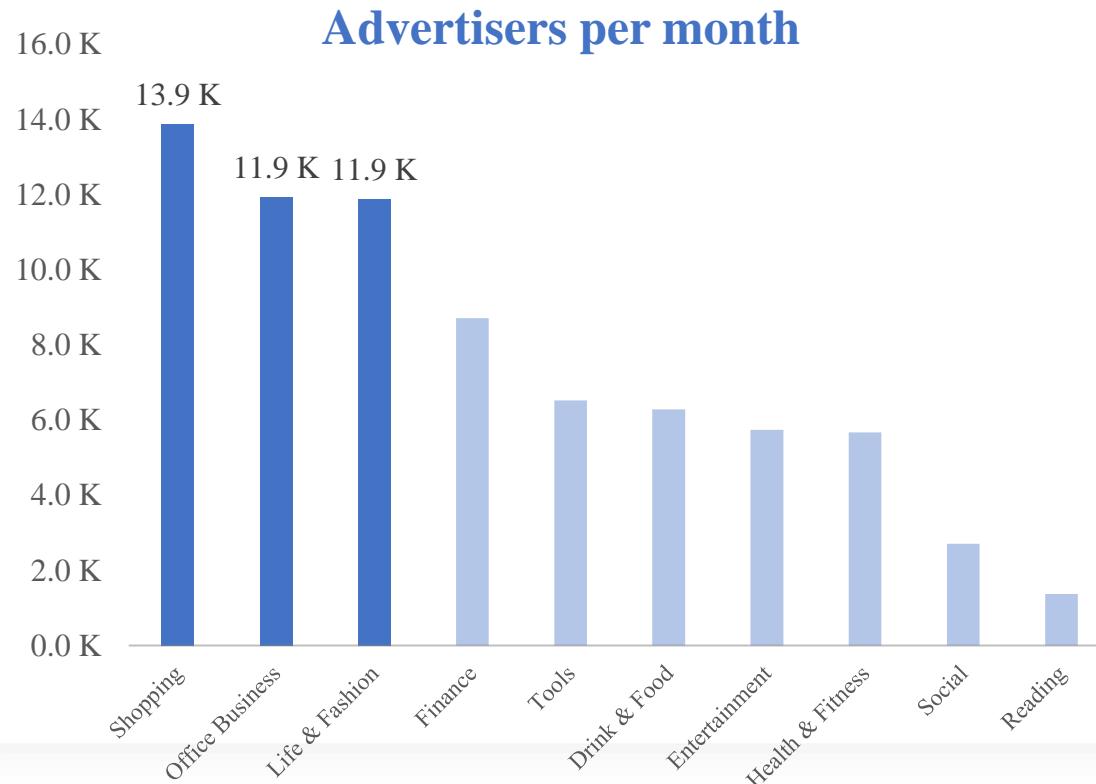


Insights into Mobile Application (Non-Game) Marketing



2022 monthly average number of advertisers in the mobile application (non-game): 79K; monthly average number of creatives: 163

In terms of mobile applications, **shopping applications** had the highest monthly average number of advertisers. SocialPeta captured nearly 14,000 shopping advertisers on average every month, followed by business and life & fashion advertisers. In terms of the monthly average number of creatives, reading, social, and tools applications were still among the top three, while advertisers of dining and restaurant applications released the least number of creatives on average per month.

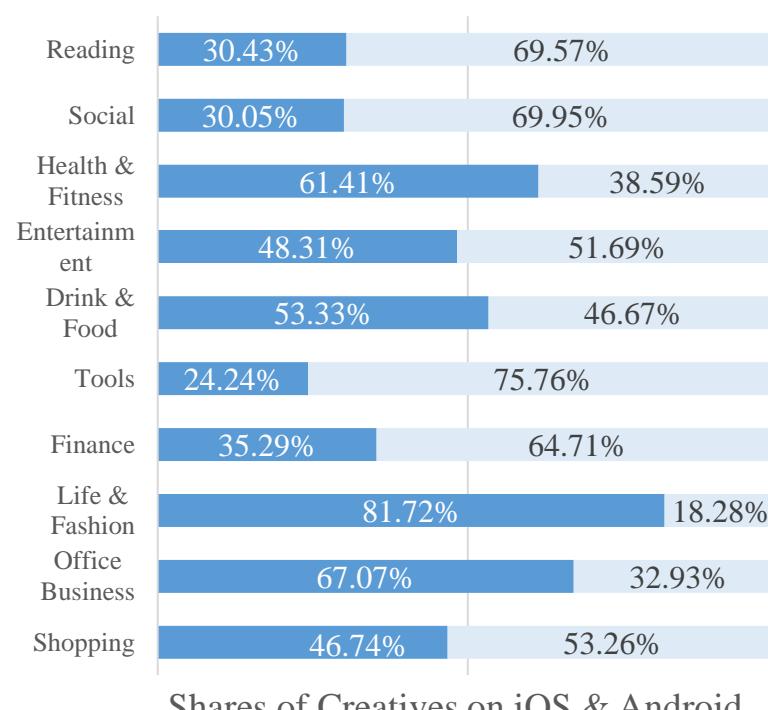
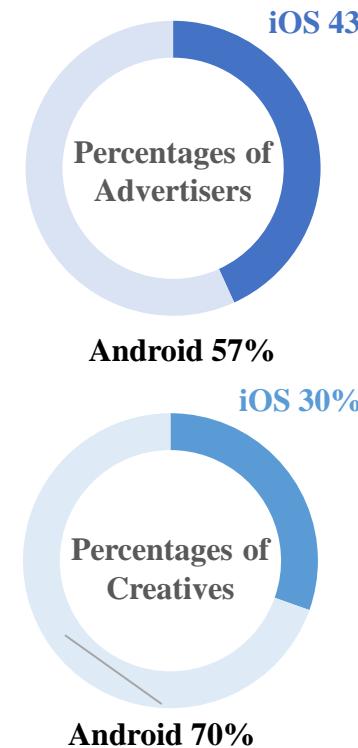
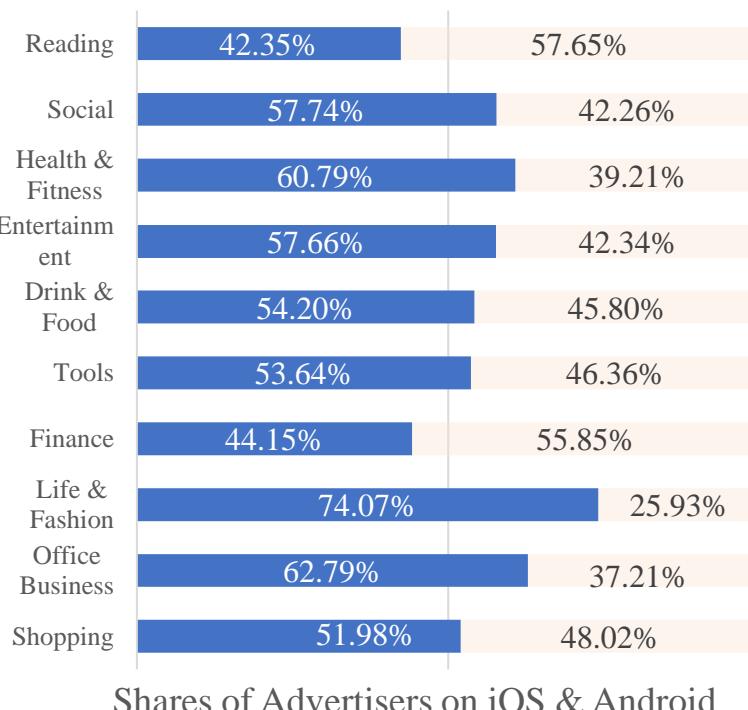


Insight into Mobile Application (Non-Game) Systematic Advertising



Overall speaking, the proportions of iOS advertisers and creatives were lower than that of Android

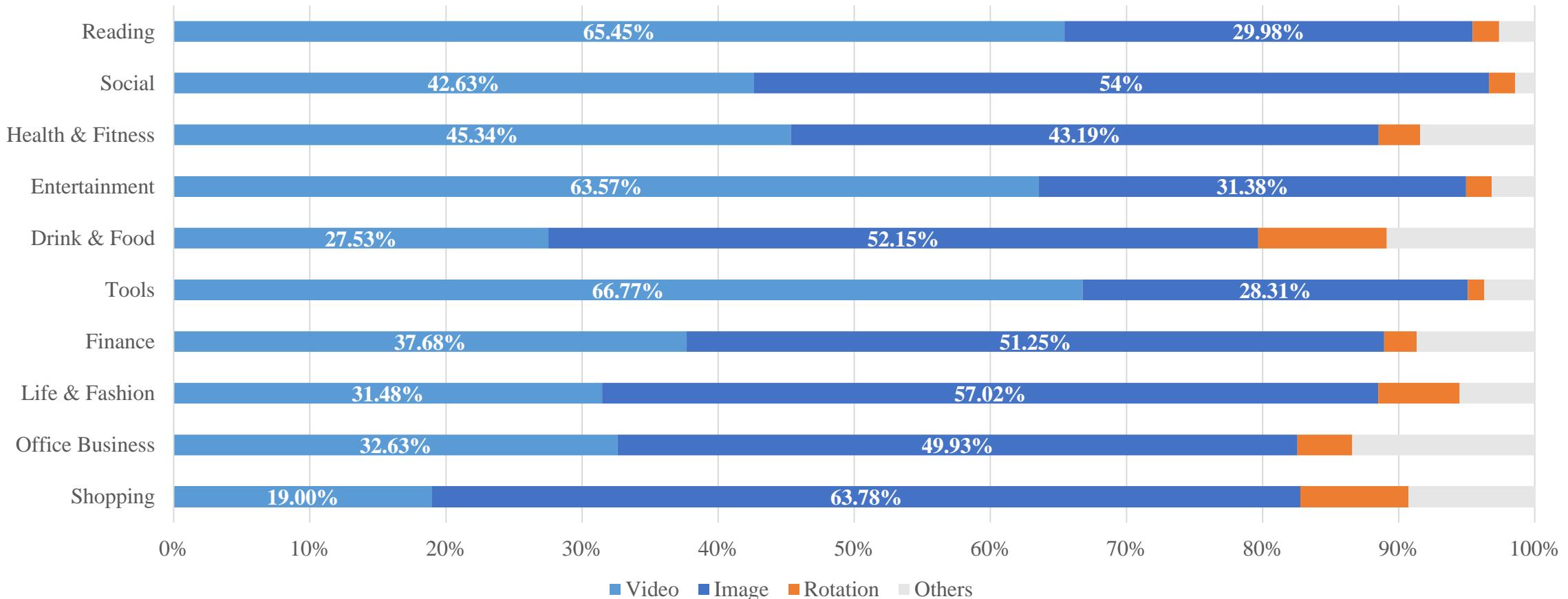
iOS (non-game) application advertisers mainly focused on **life, business, and health** sector, while the number of creatives on Android was significantly higher than that on iOS, with daily life related applications taking up over 80%.



Insight into Mobile Application (Non-Game) Creative Types



Video creatives of reading, entertainment, and tool applications took up over 60%. Image creatives of shopping applications had the highest proportion at 64%



TOP Application Chart on APP Store

Download Chart

1		WhatsApp Messenger	Social
2		YouTube	Photography
3		Instagram	Photography
4		TikTok	Entertainment
5		Google Maps	Navigation
6		CapCut	Photography
7		Google	Tools
8		Facebook	Social
9		Telegram	Social
10		Messenger	Social
11		Gmail	Effective
12		Google Chrome	Tools
13		Snapchat	Photography
14		Netflix	Entertainment
15		SHEIN	Shopping
16		Spotify	Music
17		ZOOM Cloud Meetings	Business
18		BeReal.	Social
19		Twitter	News
20		Google Drive	Effective

Revenue Chart

1		YouTube	Photography
2		TikTok	Entertainment
3		Tinder	Life
4		Disney+	Entertainment
5		HBO Max	Entertainment
6		ピッコマ	Books
7		Bumble	Life
8		Netflix	Entertainment
9		Audible	Books
10		LinkedIn	Business
11		Hulu	Entertainment
12		YouTube Music	Music
13		LINE マンガ	Books
14		Pandora	Music
15		ESPN	Sports
16		Duolingo	Education
17		Hinge	Life
18		LINE	Social
19		Canva	Photography
20		BIGO LIVE	Social

TOP Application Advertising Chart



1	WhatsApp Messenger Meta	11	SmartNews SmartNews	21	BueNovela New Reading	31	Bored Panda Bored Panda	41	Impulse Impulse
2	Lazada Lazada	12	We Heart It We Heart It	22	Emmiol Starwe	32	LightInTheBox LightInTheBox	42	PopFic Lun Li
3	NewsBreak Particle Media	13	Flamingo Shop Flamingo Technologies	23	CASETiFY Colab CASETiFY	33	Trendyol Trendyol	43	Digital Trends Video DigitalTrends
4	GoodNovel New Reading	14	Fever Fever Labs, Inc.	24	Dreame STARY	34	Lemon8 ByteDance	44	Speedd ® Speedd srl
5	Domestika Domestika	15	Kiwi.com Kiwi.com	25	MoboReader Changdu Technology	35	AXS Tickets AXS	45	Guanabara Fullpack Comunicação
6	CVC CVC Brasil	16	와디즈 WADIZ	26	Daraz Daraz	36	SWOODOO Kayak	46	Lattelier APONIC INC
7	Wolt Delivery Wolt	17	Falabella Falabella	27	Uber Eats Uber Technologies	37	Answear WearCo	47	PeachLive PeachLive
8	HAVAN Havan Lojas de Departamentos	18	Sympla Sympla	28	H&M H&M	38	Spotify Spotify	48	Smart Fit App Smart Fit Oficial
9	Chic Me Shanghai Jigao	19	Pizza Fan Greece Fanatics Pizza	29	DressLily DressLily	39	FunStory Junjie Zhang	49	Buser Buser
10	COVID19 Dubai Health Authority	20	ICA ICA Sverige AB	30	RIU Riu Resorts	40	CDLLife CDLLife	50	Funtel Zhichao Yang

TOP Application Chart on Google Play

Download Chart

1	 Instagram Meta	Photography
2	 WhatsApp Messenger Meta	Social
3	 Snapchat Snap	Photography
4	 Facebook Meta	Social
5	 Telegram Telegram	Social
6	 WhatsApp Business Meta	Communication
7	 Meesho Meesho	Shopping
8	 Facebook Lite Meta	Social
9	 TikTok ByteDance	Entertainment
10	 Spotify Spotify	Music
11	 CapCut ByteDance	Photography
12	 Shopsy Flipkart	Shopping
13	 Messenger Meta	Social
14	 Truecaller Truecaller	Communication
15	 Flipkart Flipkart	Shopping
16	 PhonePe PhonePe	Finance
17	 TikTok Lite ByteDance	Social
18	 Instagram Lite Meta	Photography
19	 MX Player MX Player	Video Playing
20	 ZOOM Cloud Meetings ZOOM	Business

Revenue Chart

1	 Google One Google	Effective
2	 TikTok ByteDance	Entertainment
3	 Disney+ Disney	Entertainment
4	 HBO Max WarnerMedia	Entertainment
5	 Tinder Match Group	Life
6	 Twitch Twitch	Photography
7	 ピッコマ Kakao piccoma	Books
8	 BIGO LIVE JOYY	Social
9	 Pandora Pandora	Music
10	 Bumble Bumble	Life
11	 OneDrive Microsoft	Effective
12	 Crunchyroll Ellation	Entertainment
13	 DAZN DAZN	Sports
14	 Audible Audible	Books
15	 Duolingo Duolingo	Education
16	 TikTok (Japan) ByteDance	Entertainment
17	 Peacock TV Peacock TV	Entertainment
18	 Facebook Meta	Social
19	 LINE マンガ LINE	Books
20	 LINE LINE	Social

TOP Application Advertising Chart



Android



1	NewsBreak Particle Media	11	NewsBreak Lite Particle Media	21	Clatter hdapp	31	Domestika Domestika	41	One Security One Dot Mobile
2	Public Inshorts	12	TikTok ByteDance	22	Bigo Live JOYY	32	HAVAN Havan Lojas de Departamentos	42	COVID19 Dubai Health Authority
3	SHEIN SHEIN	13	Dreame STARY	23	PoMelo File Explorer Android Does	33	RavoVPN Five Oceans E-Commerce	43	Passion MMTEAM
4	Opera News Opera	14	Audible Audible	24	TextNow TextNow	34	Noizz JOYY	44	We Heart It Super Basic
5	KeepBooster APPS INNOVA	15	Helo ByteDance	25	GoodNovel New Reading	35	FirstCry India FirstCry.com	45	Webnovel China Literature
6	KeepClean APPS INNOVA	16	Flipped MMTEAM	26	inDriver inDriver	36	Spotify Spotify	46	Beat.ly Ufoto
7	Lazada Lazada	17	Speedbooster PRIME DIGITAL PTE. LTD.	27	PublicVibe Dailyhunt	37	Chic Me Shanghai Jigao	47	Battery Saver APPS INNOVA
8	SmartNews SmartNews	18	FileMaster SmartVisionMobi	28	Pinterest Pinterest	38	Uber Eats Uber Technologies	48	NetGO ouou Zhou
9	StarMaker Kunlun Tech	19	Blossom MMTEAM	29	Kwai Kuaishou	39	Pinterest Lite Pinterest	49	Shopee Shopee
10	FREE NOW Intelligent Apps	20	Joyread Joyread	30	CVC CVC Brasil	40	Gojek GoTo Group	50	Lyft Lyft

Source: SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low.

Date Range: 2022/1~2022/12

02

Insights into Marketing of Mobile Apps (Non-Games) in Popular Countries/Regions Around the World

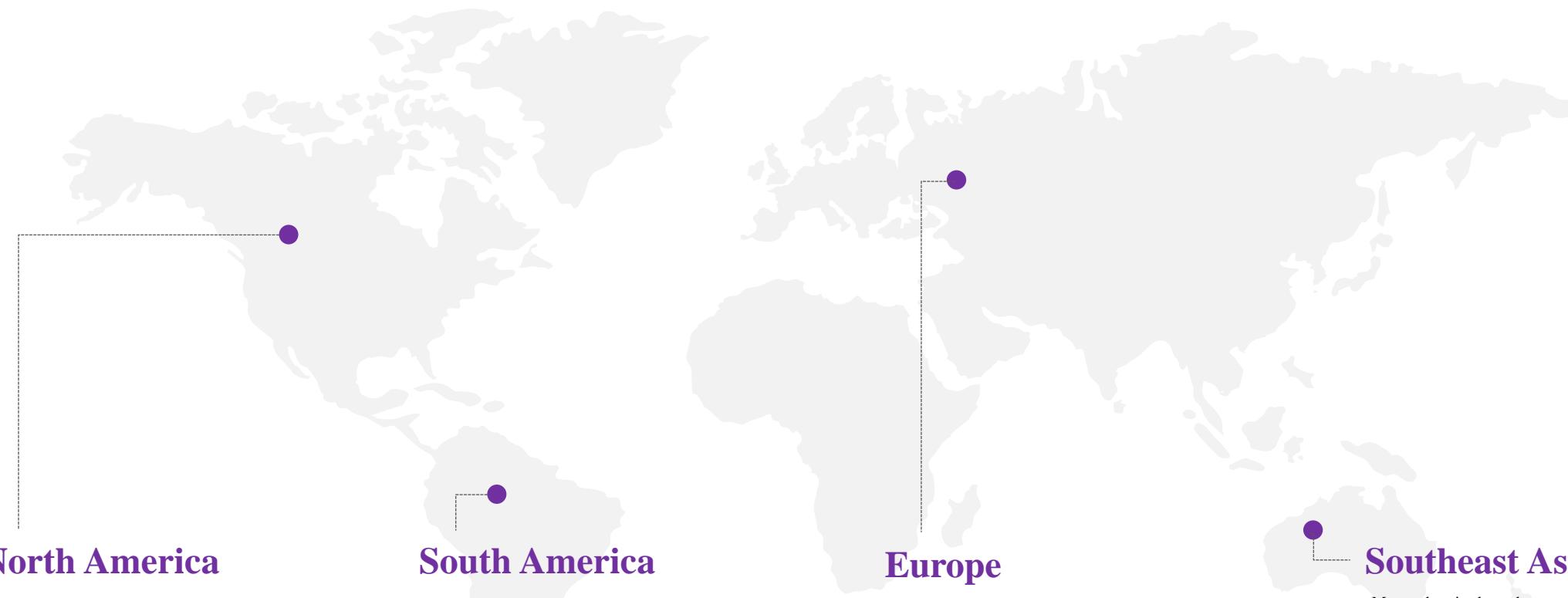
MARKETING INSIGHT OF GLOBAL POPULAR MOBILE APPLICATIONS (NON GAMES)

Tool



Insights into
Mobile App Marketing

Tool Application Advertising Map



North America

- Most advertised products were: mobile accelerators and network optimization tools
- Video creatives took up a fairly large proportion at above 75%
- Representatives: KeepBooster, VPN GO, Speedbooster
- Among them, the annual advertising volume of Speedbooster in North America was about 190K

South America

- Most advertised products were: mobile cleaners and accelerators, followed by communication tools
- Video creatives took up a fairly large proportion at above 76%
- Representatives: KeepBooster, WhatsApp Messenger, KeepClean;
- Among them, the annual advertising volume of WhatsApp and Messenger in South America was about 250K

Europe

- Most advertised products were: mobile accelerators, file management tools, and network optimization tools
- Video creatives took up a fairly large proportion at above 70%
- Representatives: One Booster, PoMelo File Explorer, RavoVPN
- Among them, the annual advertising volume of PoMelo File Explorer in Europe was about 110K

Southeast Asia

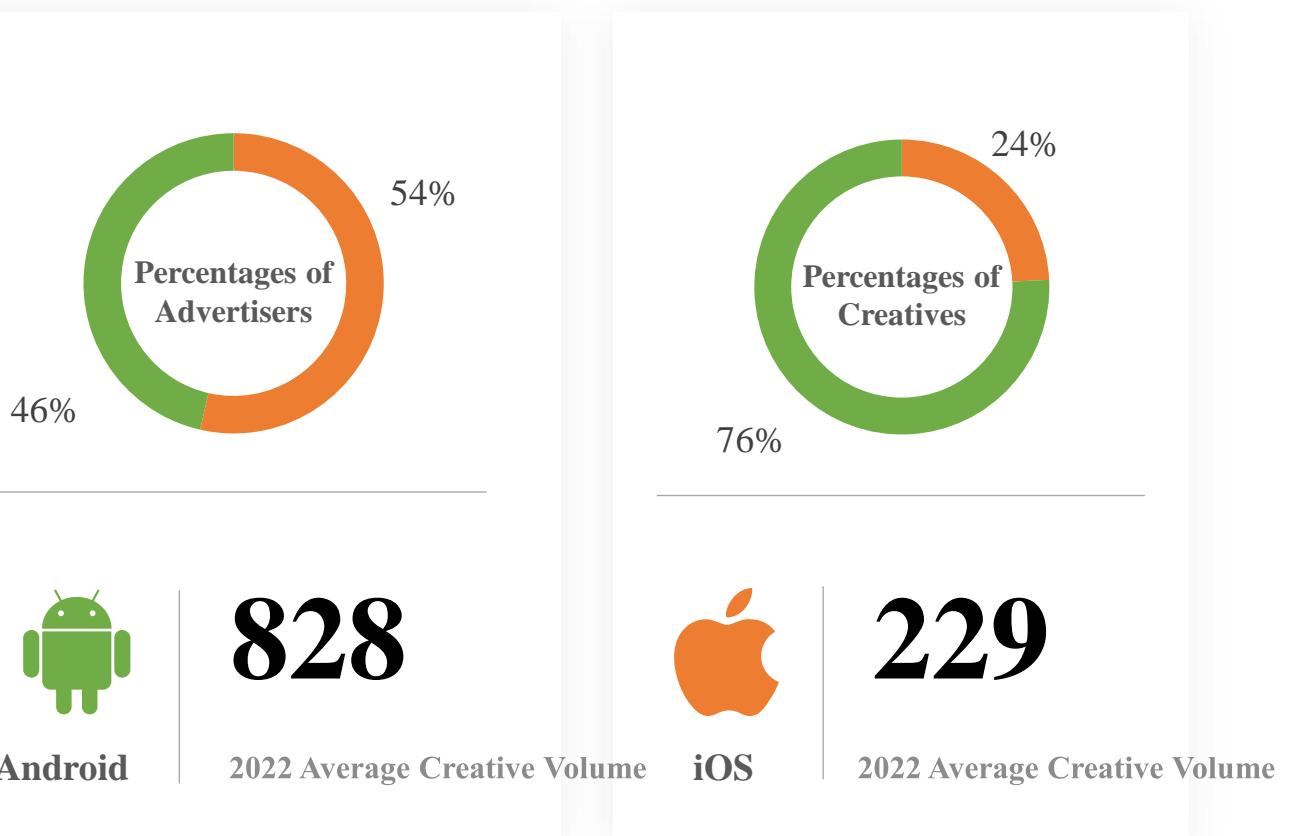
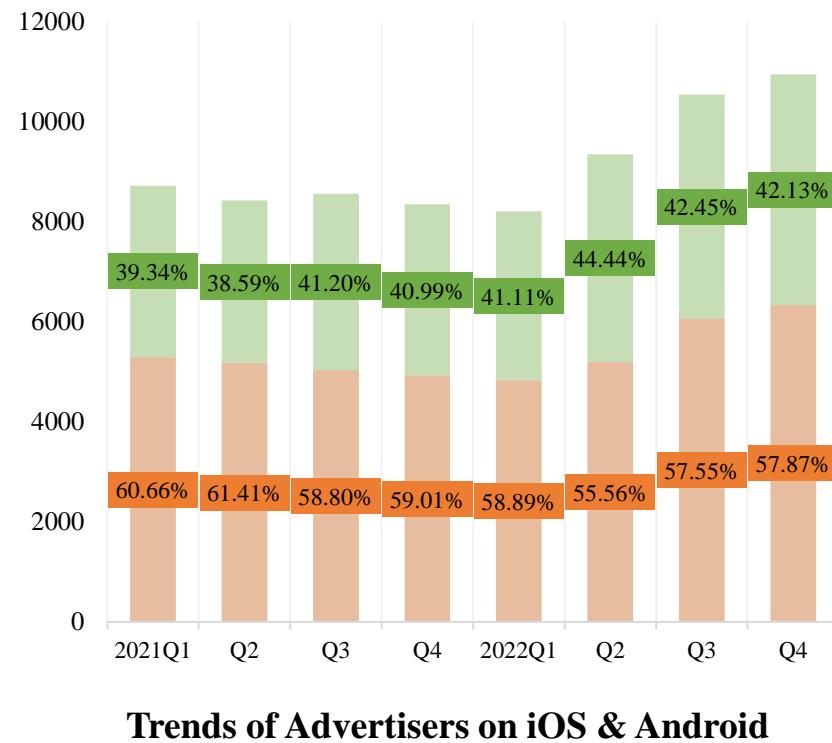
- Most advertised products were: mobile cleaners and accelerators, followed by network optimization tools
- Video creatives took up a fairly large proportion at above 79%
- Representatives: KeepBooster, KeepClean, Daily VPN
- Among them, the annual advertising volume of KeepBooster in Southeast Asia was about 340K

Insight into Tool Application Advertising

The number of advertisers on App Store and Google Play in Q1-Q4 showed a significant increase

The number of Android advertisers was slightly lower than that of iOS, but the number of creatives on Android was two times as much as that on iOS

This year's peak occurred in Q4, and the number of advertisers had exceeded the peak in 2021 since Q2; the average creative volume on Android was nearly three times as much as that on iOS.



Tool TOP Application Chart on iOS



Advertising Chart

1		WhatsApp Messenger	Meta
2		FunStory	Junjie Zhang
3		Speedd	Speedd srl
4		Google Authenticator	Google
5		GreenSpeed	THREE PANDA DIGITAL
6		BlueSpeed	Shaanxi Mei Te You Pin Network Technology
7		Imovelweb	Imovelweb Comunicacao S/A
8		Hero	Hero MotoCorp
9		Panvel Farmácia e Perfumaria	Panvel
10		Scan Player	Shanghai Xinniao Information Technology Co.



Download Chart

1		Google	Google
2		Google Chrome	Google
3		Google Authenticator	Google
4		gov.br	Federal Government of Brazil
5		Cleanup	Codeway
6		Fonts Art	AIBY
7		Top Widgets	Guluoying Technology
8		Truecaller	Truecaller
9		マイナポータル	Cabinet Office
10		Sticker.ly	SNOW



Revenue Chart

1		Cleanup	Codeway
2		Robokiller	TelTech
3		Phone Cleaner	KK Keyboard Studio
4		Smart Cleaner	BP Mobile
5		ドラゴンクエストX冒険者のおでかけ超便利ツール	SQUARE ENIX
6		Norton360	NortonLifeLock
7		Fonts Art	AIBY
8		Burner	Ad Hoc Labs
9		Getcontact	Getverify
10		Codigo QR	TinyLab

Tool TOP Application Chart on Android



Advertising Chart

1		KeepBooster	APPS INNOVA
2		KeepClean	APPS INNOVA
3		Speedbooster	PRIME DIGITAL
4		FileMaster	SmartVision Mobi
5		PoMelo File Explorer	Android Does Team
6		RavoVPN	Five Oceans E-Commerce
7		Noizz	JOYY
8		One Security	One Dot Mobile Limited
9		Battery Saver	APPS INNOVA
10		VPN GO	ouou Zhou



Advertising Chart

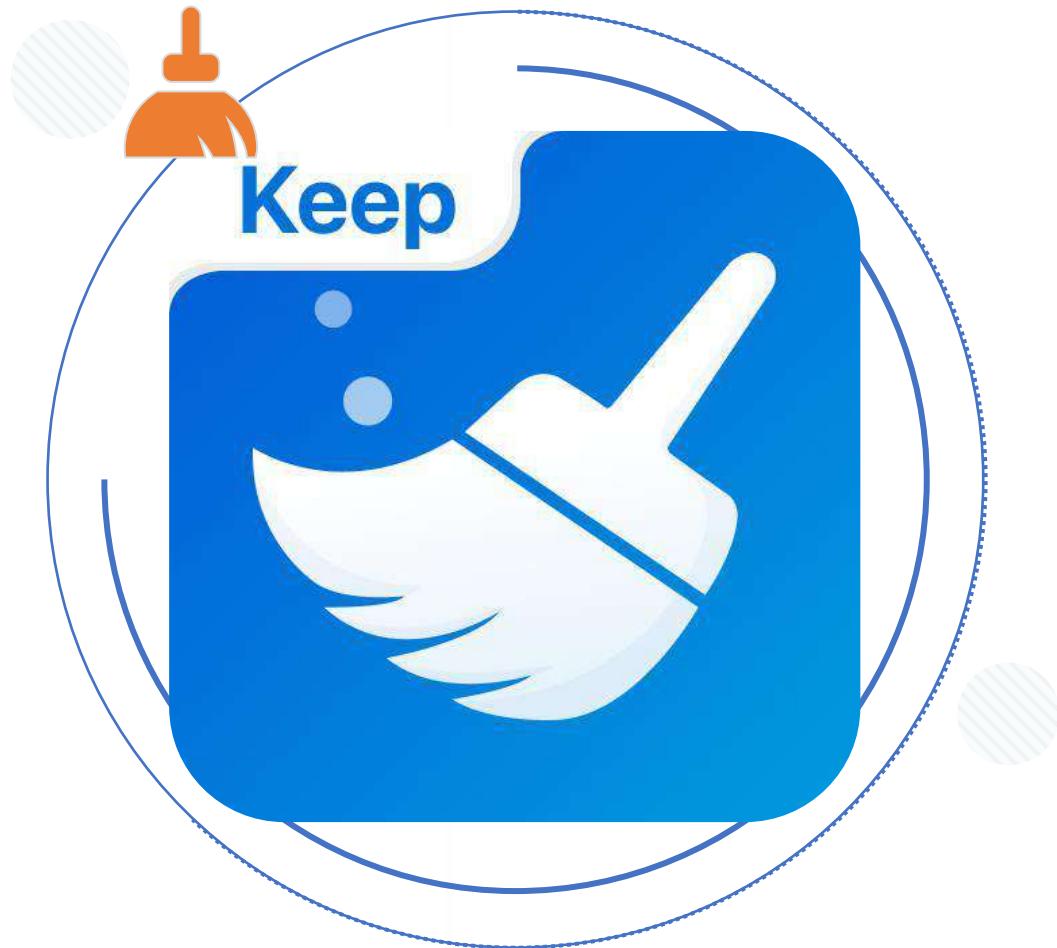
1		QR Barcode Scanner	Gamma Play
2		Speedbooster	PRIME DIGITAL
3		Noizz	JOYY
4		SHAREit	SHAREit
5		VD Browser	DS tools
6		Google Translate	Google
7		Terabox	Flextech
8		File Recovery	File Tech
9		Zarchiver	Zdevs
10		ShareKaro	Nikita Kapadia



Revenue Chart

1		Norton360	NortonLifeLock
2		AVG AntiVirus Security	AVG
3		Avast	Avast
4		ドラゴンクエストX冒險者 のおでかけ超便利ツール	SQUARE ENIX
5		Pokémon HOME	Pokémon
6		Norton Secure VPN	NortonLifeLock
7		VirusBuster Mobile	Trend Micro
8		ESET	ESET
9		LastSeen	Web-Source
10		Lookout	Lookout

Insight into Popular Tool Application



KeepClean

APPS INNOVA owned by IGG

[KeepClean] is a product that features mobile cleaning, memory optimization, anti-virus, super power saving, and other useful functions. Its publisher is APPS INNOVA. The launch of [KeepClean] marks the official entry of IGG into the tool application global market. Since 2022, [KeepClean] showed strong momentum and had been in the TOP 3 of the Android Advertising Chart many times.

Though cleaning tools are not highly profitable, there is still a heavy demand market for them. It is unlikely to make quick profits with such tools, but like IGG, you can make good use of the resources behind it to channel traffic to other products.

39.65M

Annual
Downloads

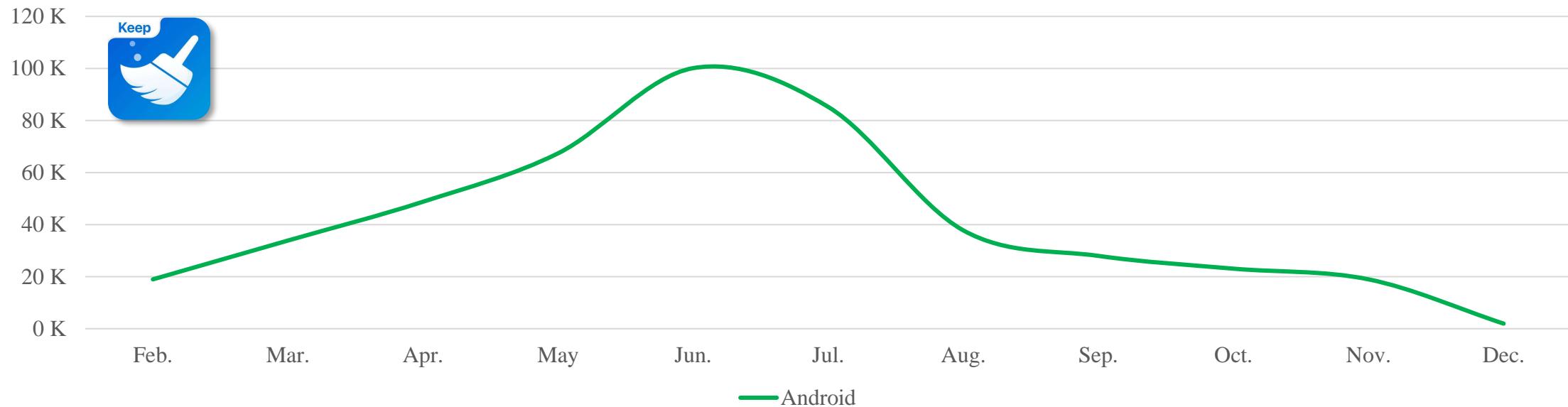
2019-11

First Advertising
Date

118M

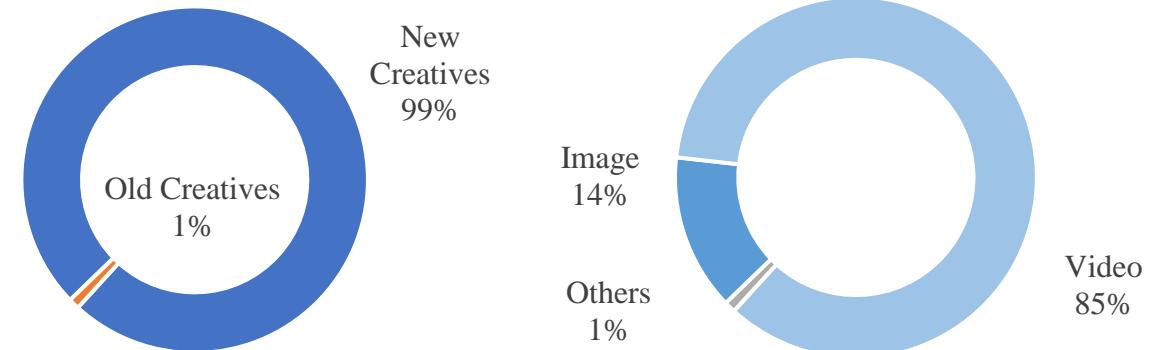
Deduplicated
Creatives

[KeepClean] Marketing Trend in the Past Year



The advertising volume reached its peak in June this year

This product was only advertised on Android, and it was mainly advertised on Meta channels; it increased its advertising volume since the beginning of the year, peaking in June. Based on the released creatives, 99% of the creatives released by [KeepClean] this year were new, and the update frequency was relatively high; among them, video creatives accounted for about 86%, and image creatives took up 14%.



Baked into daily life. Show products' advantages by comparison and twist

Comparison between Before
and After

— KeepBooster



[Click to view the complete creative](#)

Twist performed by real people

— WhatsApp



[Click to view the complete creative](#)

Everyday use scenarios for
ordinary people

— Daily VPN



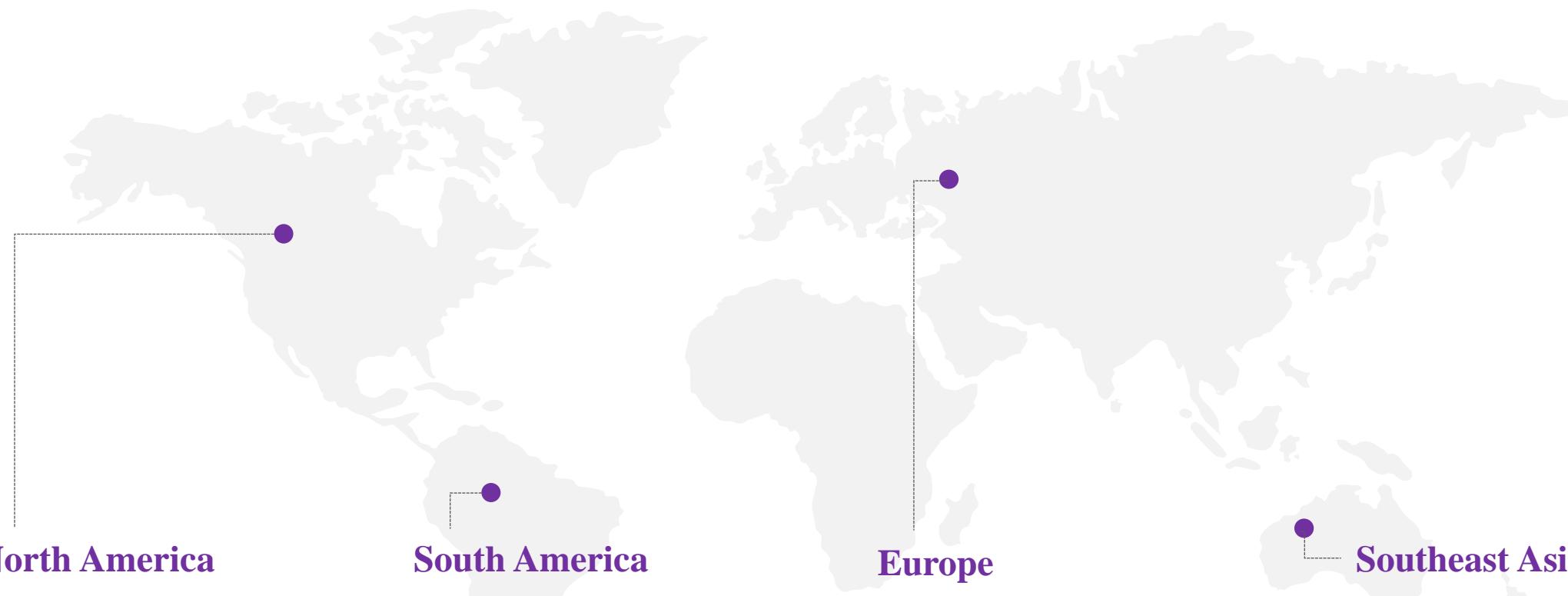
[Click to view the complete creative](#)

Entertainment



Insights into
Mobile App Marketing

Entertainment Application Advertising Map



North America

- Most advertised products were: live streaming, short videos, audio, and reading applications
- Video creatives took up over 65%
- Representative: Spotify, TikTok, GoodNovel
- Among them, the annual advertising creatives' quantity of Spotify in North America was about 12.9K

South America

- Most advertised products were: tickets, reading, live streaming, and audio chat applications
- Video creatives took up over 67%
- Representatives: Sympla, LeReader, Flipped
- Among them, the annual advertising creatives' quantity of Sympla in South America was about 53.4K

Europe

- Most advertised products were: tickets, live streaming, reading, and dating applications
- Video creatives took up over 57%
- Representative: Fever, BeeNovel, Dice
- Among them, the annual advertising creatives' quantity of Fever in Europe was about 35.8K

Southeast Asia

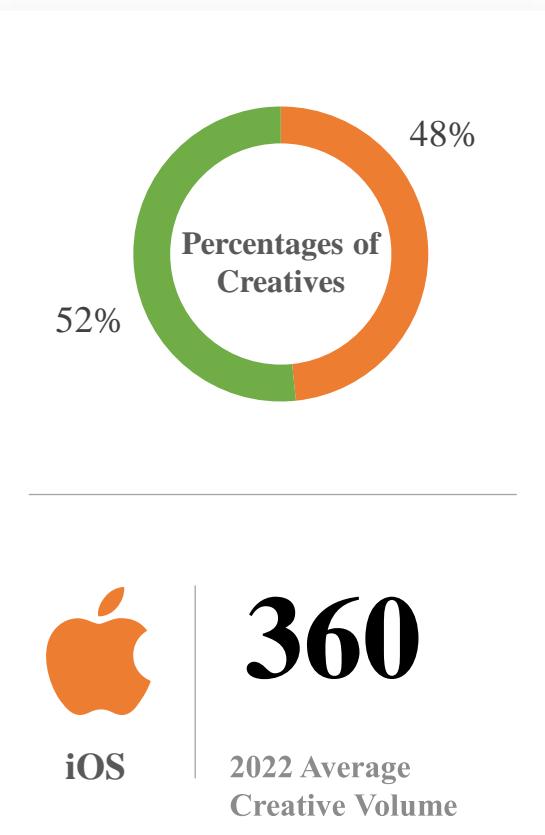
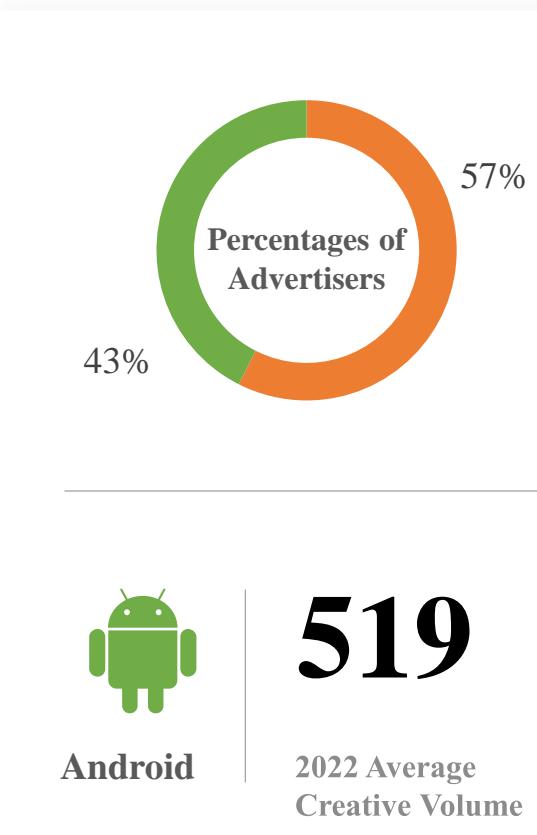
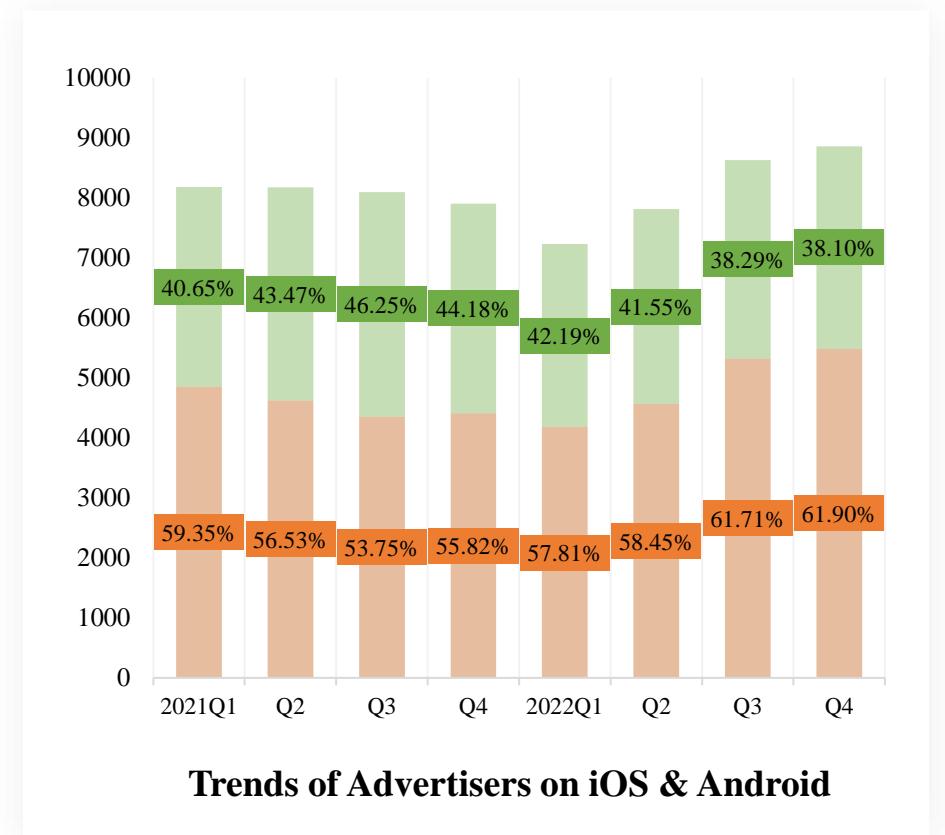
- Most advertised products were: dating, reading, and films & TV applications
- Video creatives took up over 72%
- Representatives: Waha, LeReader, meWATCH
- Among them, the annual advertising creatives' quantity of Waha in Southeast Asia was about 27.8K

Insight into Entertainment Application Advertising



The number of active advertisers was the lowest in Q1 this year, and reached its peak in Q4, with iOS advertisers accounting for 57%.

Although the number of active advertisers dropped significantly in Q1 2022, advertisers resumed their enthusiasm for advertising after that, and the number of advertisers rose quarter by quarter; based on the creative volume, the average creative volume on Android was still higher.



TOP Entertainment Application Chart on iOS



Advertising Chart

1	Sympla	Sympla
2	Bored Panda	Bored Panda
3	AXS Tickets	AXS
4	Spotify	Spotify
5	PeachLive	PeachLive
6	DICE: Live Shows	Dice.fm
7	FANDOM	FANDOM
8	TikTok	ByteDance
9	Uplive	Asia Innovations Group Limited
10	Readfici	Liang Guo



Advertising Chart

1	YouTube	Google
2	Instagram	Meta
3	Facebook	Meta
4	TikTok	ByteDance
5	Messenger	Meta
6	Telegram	Telegram
7	Netflix	Netflix
8	WeChat	Tencent
9	Spotify	Spotify
10	Snapchat	Snap



Revenue Chart

1	TikTok	ByteDance
2	YouTube	Google
3	Tinder	Match Group
4	Disney+	Disney
5	ピッコマ	Kakao piccoma
6	HBO Max	WarnerMedia
7	Netflix	Netflix
8	Twitch	Twitch
9	Bumble	Bumble
10	BIGO LIVE	JOYY

TOP Entertainment Application Chart on Android



Advertising Chart

1		Flipped	MMTEAM
2		Blossom	MMTEAM
3		Passion	MMTEAM
4		LeReader	LeReader
5		Glamour	GTteam
6		Bored Panda	Bored Panda
7		AXS Tickets	AXS
8		Yalla	Yalla
9		Waha	MeeLive
10		ZEE5	Zee Entertainment Enterprises

Advertising Chart

1		Instagram	Meta
2		Snapchat	Snap
3		Facebook	Meta
4		TikTok Lite	ByteDance
5		Facebook Lite	Meta
6		TikTok	ByteDance
7		Josh	Dailyhunt
8		MX TakaTak	ShareChat
9		Twitter	Twitter
10		Moj	ShareChat

Revenue Chart

1		Bigo Live	JOYY
2		TikTok	ByteDance
3		Tango	TangoMe
4		Facebook	Meta
5		Likee	JOYY
6		Pococha Live	DeNA
7		17LIVE	17LIVE LIMITED
8		Grindr	Grindr
9		LivU	Riley Cillian
10		Chamet	Fuliao Technology

Insight into Popular Entertainment Application



TikTok

ByteDance

TikTok is a short-form video hosting service owned by the Chinese company ByteDance. It gained a firm foothold in North America through massive media buying and localized marketing in the early stage. After that, it expanded its market to all over the world, gaining large users. It took less than 5 years for TikTok to overtake Google as the world's most searched Internet domain name.

Since then, [TikTok] launched other related products in various aspects or regions, including the content-sharing platform [Lemon8] and the social platform [TikTok Now].

The short video business drives the music service of [TikTok], which may compete with [Spotify] in the future.

367.5M

Annual
Downloads

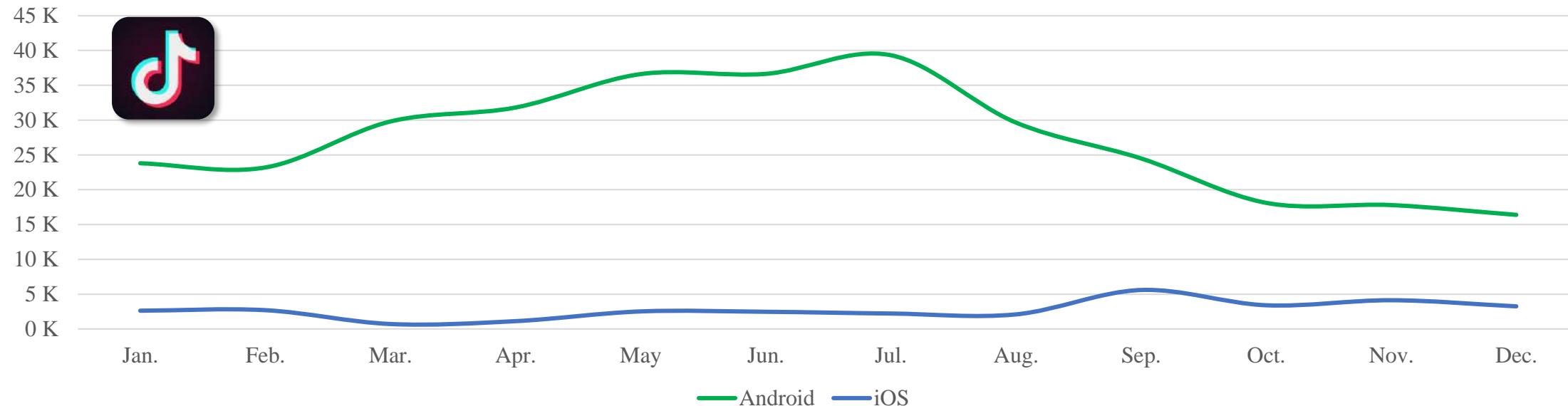
2015-07

First Advertising
Date

225.2K

Deduplicated
Creatives

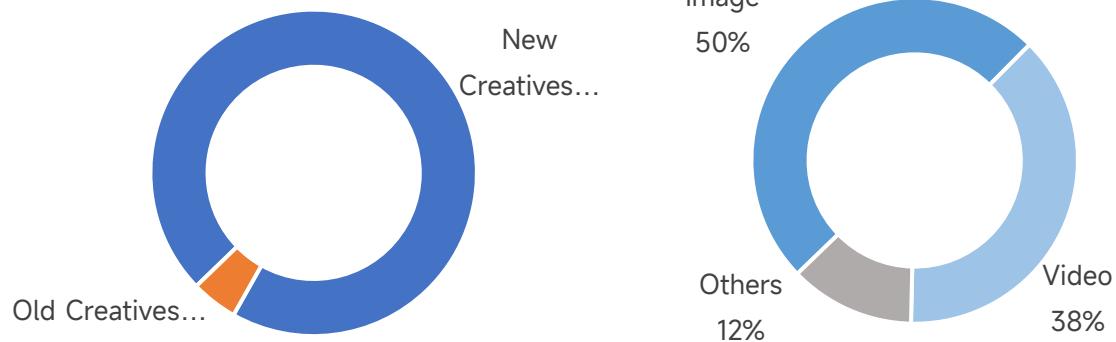
[TikTok] Marketing Trend in the Past Year



The advertising creatives volume reached its peak in July this year

The monthly average advertising creatives volume of [TikTok] this year exceeded 10k and peaked in July. Since September, [TikTok] began to promote its new app [TikTok Now], and increased the advertising volume on iOS. In September, the creatives released on iOS exceeded 5.7K.

In addition, 95% of the released creatives of [TikTok] this year were new and the update frequency was relatively high. Among them, image creatives took up over 50%, while video creatives only accounted for 40%.



All applications have distinct features that can show their competitive edges



Annual Music-Listening Report
+ Live-Action Videos



Spotify



[Click to view the complete creative](#)

Hot Films & TV + Short Videos



WeTV

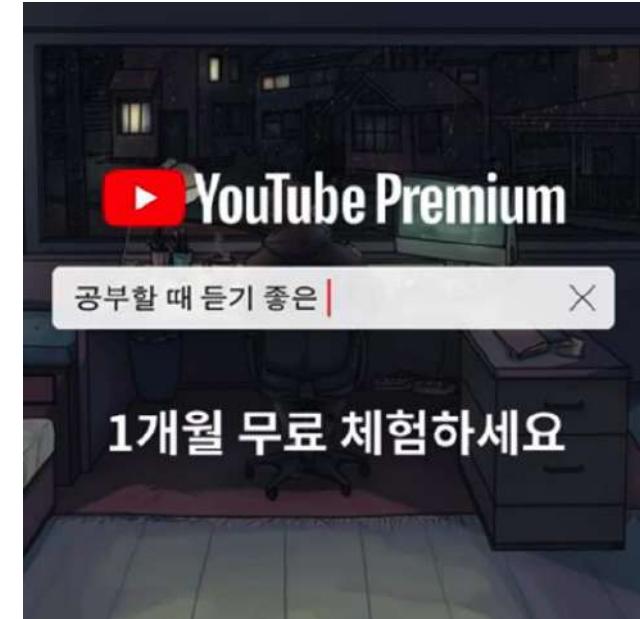


[Click to view the complete creative](#)

Function Display



YouTube



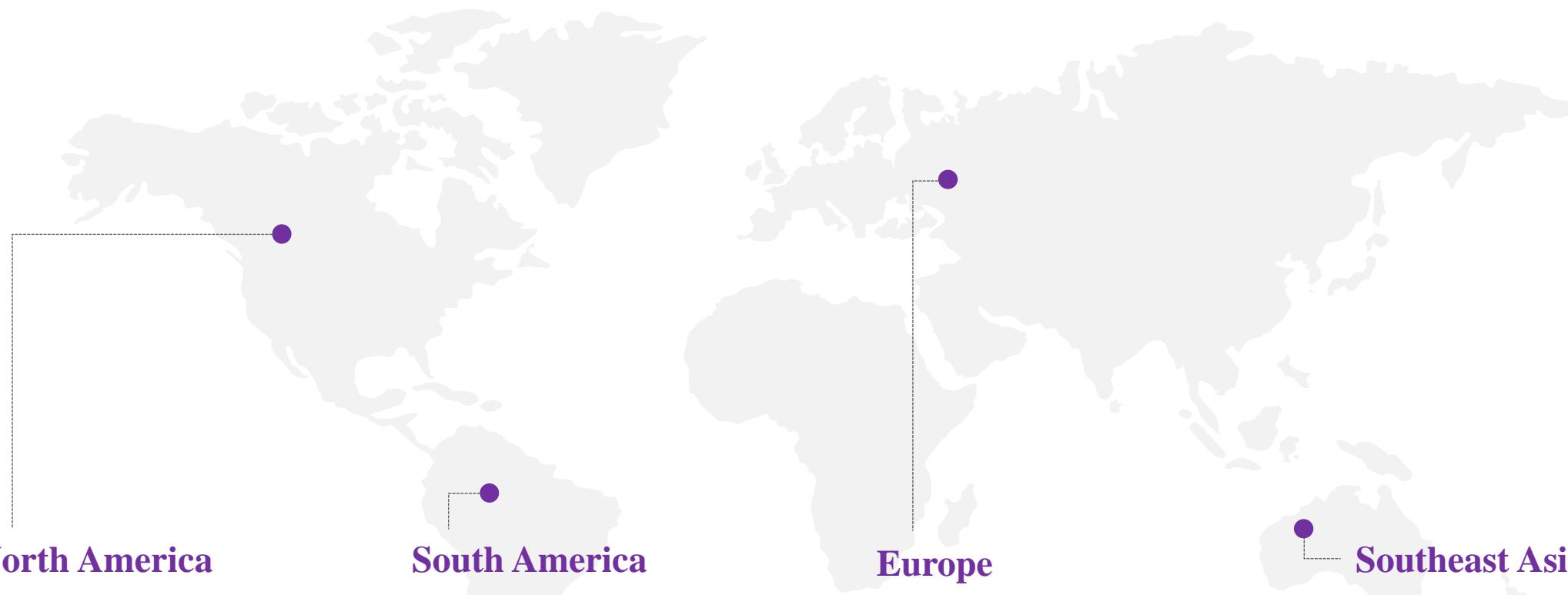
[Click to view the complete creative](#)

Reading



Insights into
Mobile App Marketing

Reading Application Advertising Map



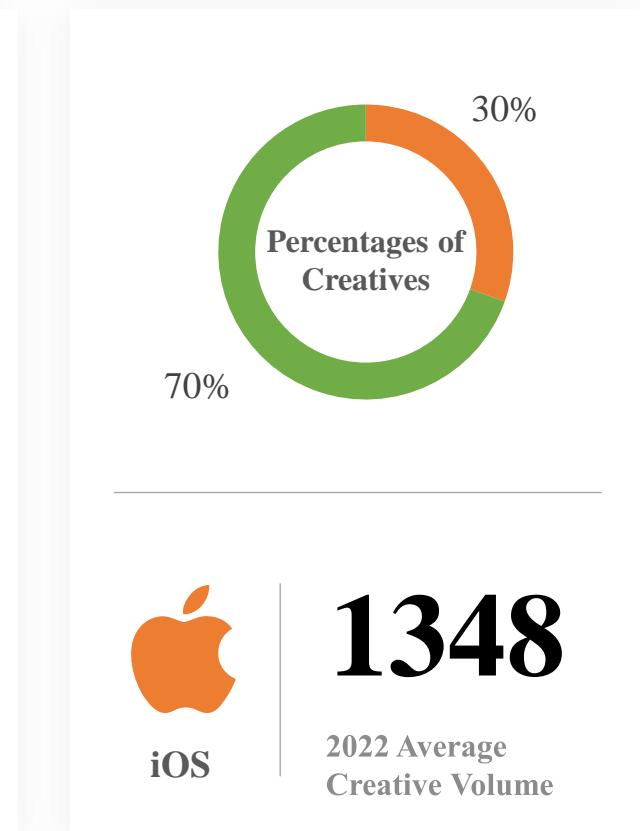
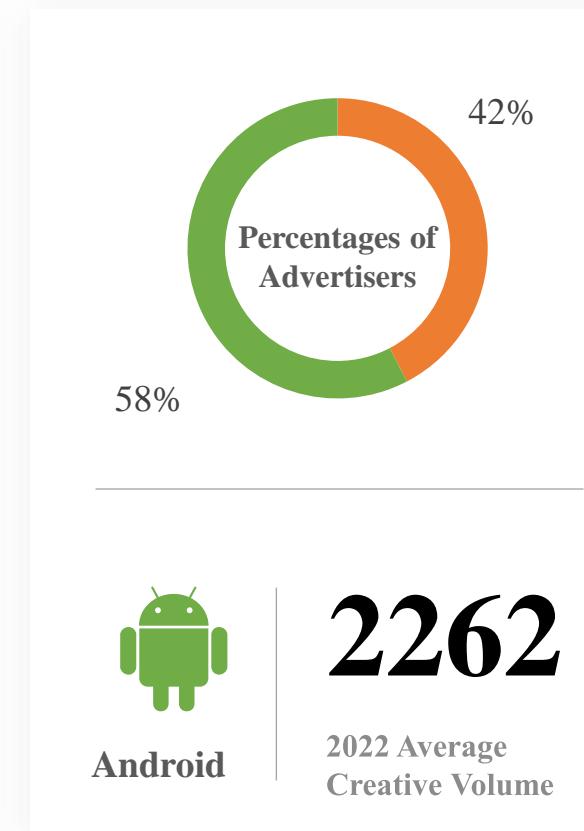
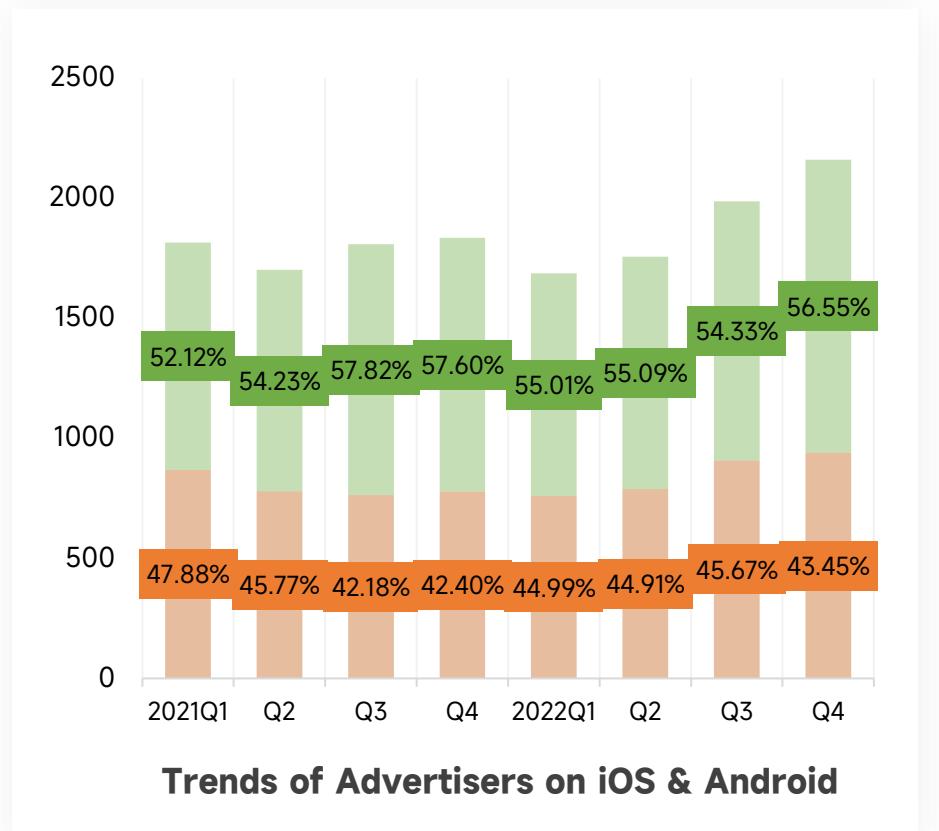
Reading Application Advertising Insight



The number of advertisers on App Store and Google Play in Q1-Q4 showed an obvious increase

The number of advertisers on Android was slightly higher than that on iOS, and the average creative volume in 2022 on Android was about 1.68 times that on iOS.

The total number of advertisers peaked in Q4; the average creative volume on Android exceeded that on iOS by about 68%.



TOP Reading Application Chart on iOS

Advertising Chart

1		GoodNovel	New Reading
2		BueNovela	New Reading
3		Dreame	STARY
4		MoboReader	Changdu Technology
5		PopFic	Lun Li
6		Manobook	Changdu Technology
7		WhatsRead	Zhihui Peng
8		マガポケ-人気マンガが毎日楽しめるコミックアプリ	Kodansha
9		POCKET COMICS	NHN comico Corporation
10		Readfic	Liang Guo

Advertising Chart

1		Kindle	Amazon
2		Audible	Audible
3		Wattpad	Wattpad
4		少年ジャンプ+人気漫画が読める雑誌アプリ	SHUEISHA
5		Libby	OverDrive
6		Goodreads	Goodreads
7		ピッコマ	Kakao piccoma
8		LINEマンガ	LINE
9		マガポケ-人気マンガが毎日楽しめるコミックアプリ	Kodansha
10		ترتها نود الماك ميركلا نارقلا	Simppro

Revenue Chart

1		ピッコマ	Kakao piccoma
2		Audible	Audible
3		LINEマンガ	LINE
4		少年ジャンプ+人気漫画が読める雑誌アプリ	SHUEISHA
5		GoodNovel	New Reading
6		マガポケ-人気マンガが毎日楽しめるコミックアプリ	Kodansha
7		Dreame	STARY
8		マンガBANG! 人気漫画が毎日読めるマンガアプリ	Amazia
9		漫画なら、めちゃコミック	AMUTUS
10		Tapas	Radish

TOP Reading Application Chart on Android



Advertising Chart

1		Dreame	STARY
2		Audible	Audible
3		Joyread	Joyread
4		GoodNovel	New Reading
5		Webnovel	China Literature
6		Novelenders	Novelenders
7		Readme-Story	Reader Lab
8		Buenovela	New Reading
9		iReader	IReader Technology Co.
10		Hinovel	HiRead



Advertising Chart

1		King James Bible	Learnings
2		Wattpad	Wattpad
3		Fizzo Novel	ByteDance
4		Bible Offline	Biblia Offline
5		Google Play Books Audiobooks	Google
6		Kindle	Amazon
7		Audible	Audible
8		Pratilipi	Pratilipi
9		YouVersion Bible App Audio	Life. Church
10		AI QURAN	9D Muslim Apps



Revenue Chart

1		Audible	Audible
2		GoodNovel	New Reading
3		Webnovel	China Literature
4		Dreame	STARY
5		Joyread	Joyread
6		Hinovel	HiRead
7		Storytel	Storytel
8		GALATEA	Inkitt
9		Ancestry	Ancestry
10		MoboReader	Changdu Technology

Popular Reading Application Insight



GoodNovel

New Reading

The online reading application [GoodNovel], under New Reading's ownership, has been reaching out to massive online users by releasing a large number of creatives, and it had a strong performance in revenue. Later, New Reading launched several new products to try to replicate its success.

[GoodNovel] has a relatively complete incentive system and community building. It provides creators with continuous rewards to make up for the potential risk of insufficient original IP resources. At the same time, it is trying to achieve globalized localization.

4.26M

Annual
Downloads

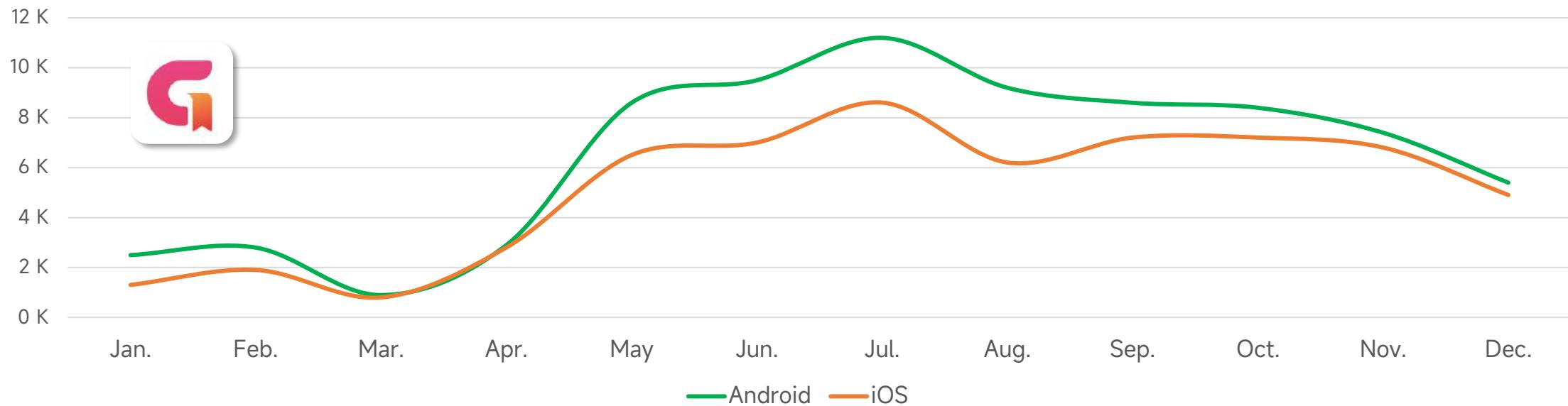
2020-04

First Advertising
Date

520K

Deduplicated
Creatives

[GoodNovel] Marketing Trend in the Past Year



The advertising volume reached its peak in July this year

The product began to increase its advertising volume in mid-March this year and peaked in July; the advertising volume on iOS was slightly lower than that on Android, but the advertising frequency remained basically the same. Based on the released creatives, 96% of the creatives released by [GoodNovel] this year were new, and the update frequency was relatively high; among them, image creatives took up over 60%, and video creatives took up 40%.



Attract users to download using excellent plots and massive resources



Web Novels: conflict + display of paragraphs



BueNovela

Audiobook: emphasize its massive resources



Audible

Anime: make clips of the climax



ピッコマ

[Click to view the complete creative](#)

[Click to view the complete creative](#)

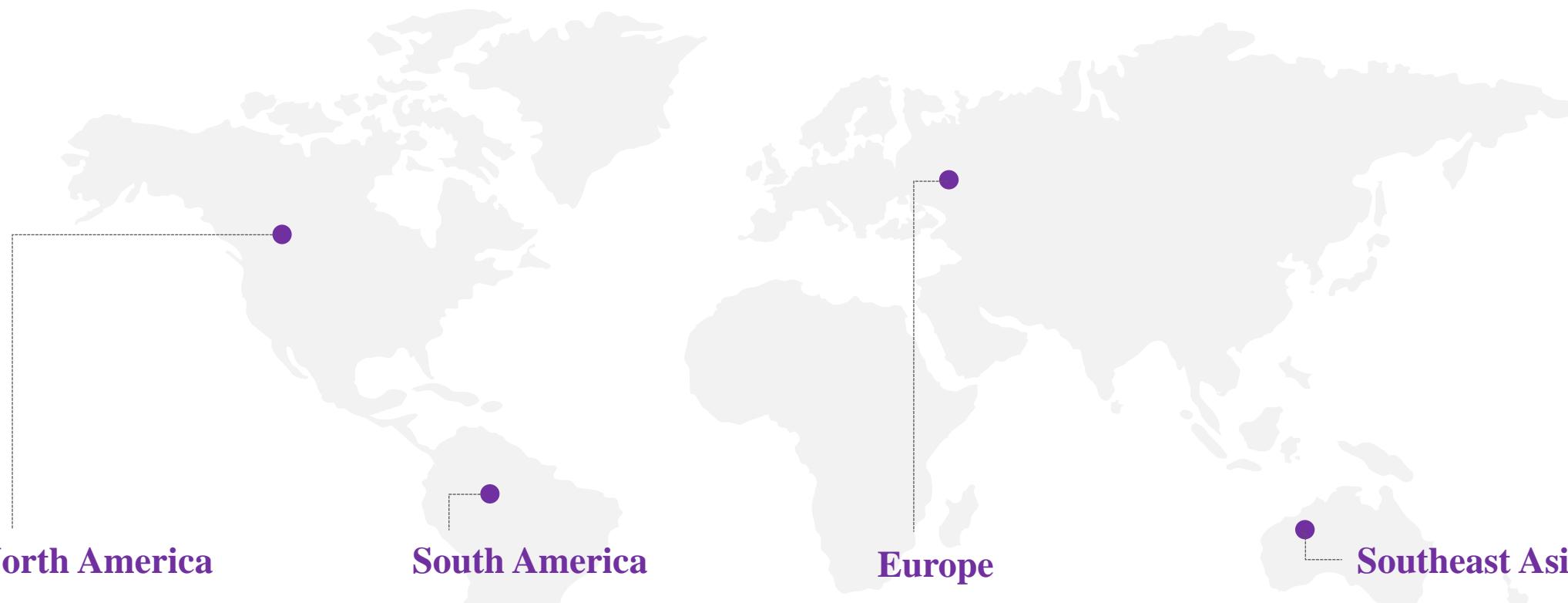
[Click to view the complete creative](#)

Social



Insights into
Mobile App Marketing

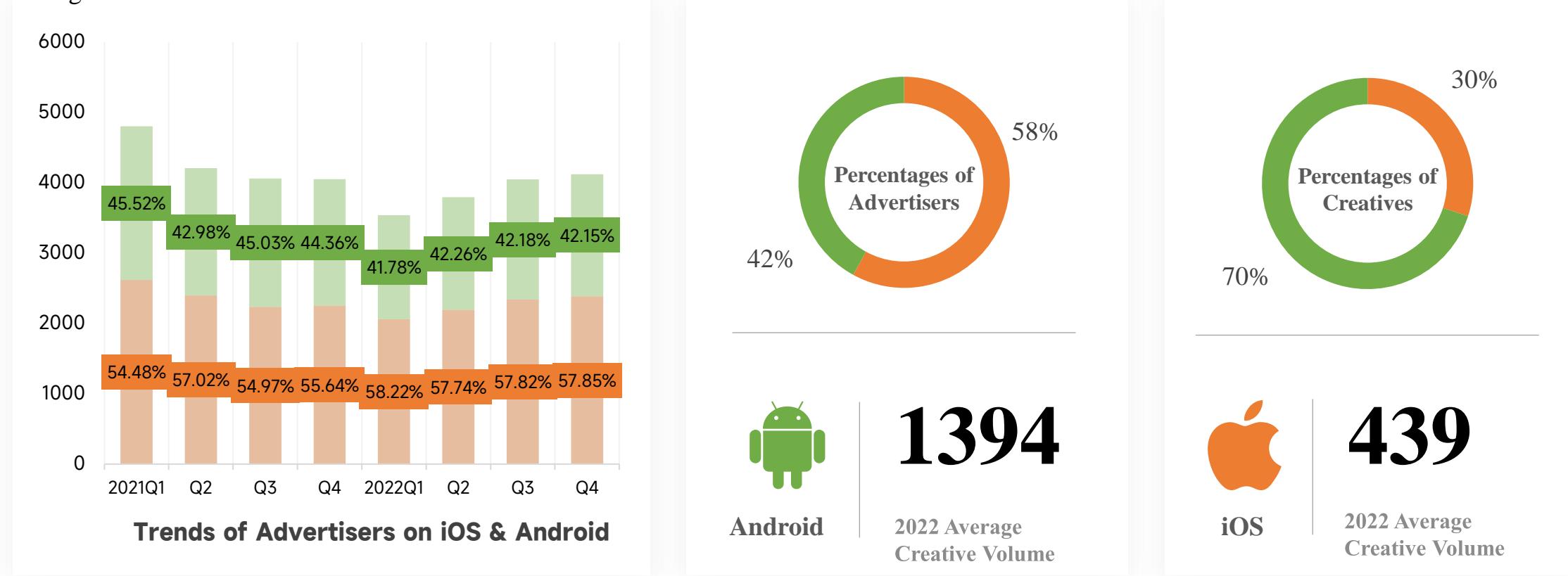
Social Application Advertising Map



Social Application Advertising Insight

The number of advertisers in Q1-Q4 is gradually increasing, but the overall figure was lower than that in 2021; the number of creatives released by advertisers on Android far exceeded that on iOS

In Q4, the number of advertisers was the highest, and the difference in the number of advertisers on iOS and Android was the largest as well; the average creative volume on Android in 2022 was twice that on iOS.



TOP Social Application Chart on iOS

Advertising Chart

1		WhatsApp Messenger	Meta
2		We Heart It	Super Basic
3		CDLLife	CDLLife
4		PeachLive	LODY EDU
5		Uplive	Asia Innovations Group Limited
6		Bingo Live	Nelson Ternate
7		Telegram Messenger	Telegram
8		Messenger	Meta
9		PLINK	PLINK INCORPORATED
10		BIGO LIVE	JOYY

Advertising Chart

1		WhatsApp Messenger	Meta
2		Facebook	Meta
3		Messenger	Meta
4		Telegram Messenger	Telegram
5		BeReal.	BeReal
6		Discord	Discord
7		Locket Widget	Locket Labs
8		Zalo	Zalo
9		LINE	LINE
10		Life360	Life360

Revenue Chart

1		LINE	LINE
2		BIGO LIVE	JOYY
3		Azar	Hyperconnect
4		Grindr	Grindr
5		Discord	Discord
6		Pairs	Match Group
7		Life360	Life360
8		Facebook	Meta
9		tango	TangoMe
10		Plenty of Fish Dating	Match Group

TOP Social Application Chart on Android



Advertising Chart

1		Public	Public
2		TikTok	ByteDance
3		Helo	ByteDance
4		Clatter	hdapp
5		BIGO LIVE	JOYY
6		PublicVibe	Eterno Infotech
7		Pinterest Lite	Pinterest
8		We Heart It	Super Basic
9		Uplive	Asia Innovations Group Limited
10		BlissU	hdapp



Advertising Chart

1		Instagram	Meta
2		Snapchat	Snap
3		Facebook	Meta
4		Facebook Lite	Meta
5		TikTok	ByteDance
6		TikTok Lite	ByteDance
7		Instagram Lite	Meta
8		Twitter	Twitter
9		ShareChat	ShareChat
10		Josh	Dailyhunt



Revenue Chart

1		TikTok	ByteDance
2		BIGO LIVE	JOYY
3		Facebook	Meta
4		tango	TangoMe
5		Chamet	Fuliao Technology
6		Grindr	Grindr
7		17LIVE	17LIVE
8		Pococha	DeNA
9		LivU	Riley Cillian
10		Likee	JOYY

Popular Social Application Insight



ZEPETO

Naver Z

[ZEPETO] is a product of Naver, the South Korean Internet giant, which once ignited the craze of face customization in WeChat Moments in 2018. Users can use [ZEPETO] to create virtual avatars to take photos, record videos, and use them on social networking. Its monthly active users ranged from 15 million to 20 million, mainly in South Korea, Japan, and China, of which 70% were female users aged between 13 to 21 years old. As a result, it is also known as "the electronic amusement park for Generation Z".

While actively implementing the internationalization strategy, [ZEPETO] was also establishing a business model similar to that of [Roblox]. It focused on the marketing of "items and experiences that serve the personal virtual world".

43.08M

Annual
Downloads

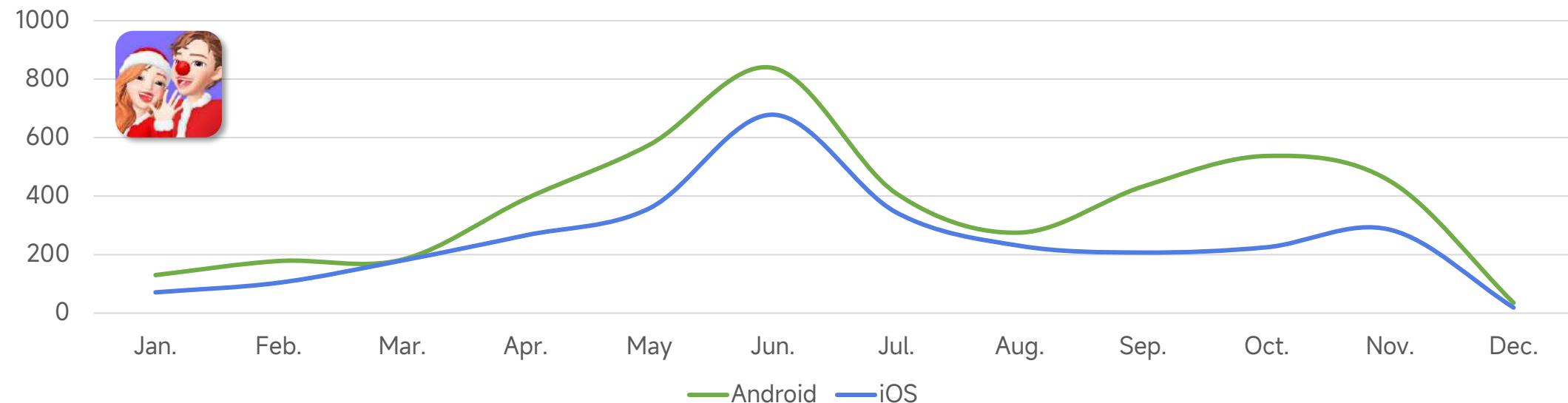
2019-9

First Advertising
Date

18K

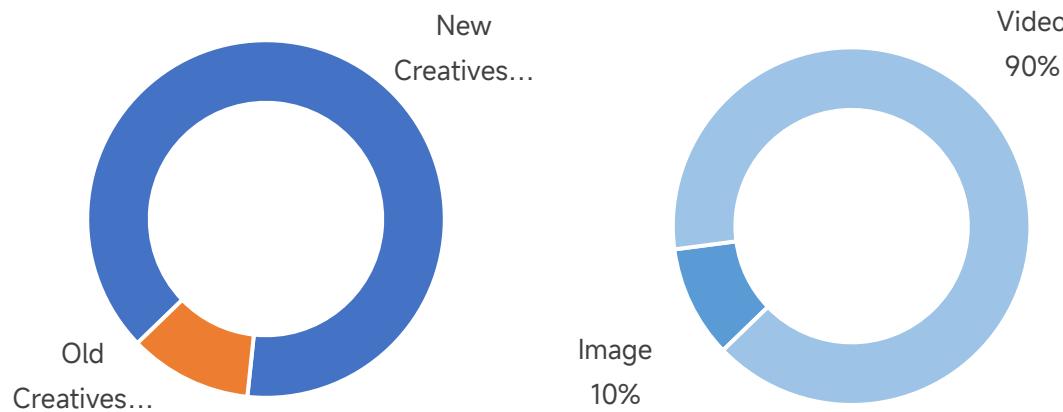
Deduplicated
Creatives

[ZEPETO] Marketing Trend in the Past Year



The advertising volume reached its peak in June this year

The product increased its advertising volume since the beginning of the year and reached its peak in June, followed by a second wave of small peaks in October; the number of creatives on Android was slightly higher than that on iOS. Based on the released creatives, 89% of the creatives released by [ZEPETO] this year were new, and the update frequency was relatively high; among them, video creatives accounted for about 90%, and image creatives took up 10%.



Emphasize the attraction of beautiful things, ideal life, and broad horizon



**Beauty, cosmetics,
beautiful life**

We Heart It



[Click to view the complete creative](#)

**Chat with various types
of beauties**

BIGO LIVE



[Click to view the complete creative](#)

**A diverse and open
international community**

Facebook



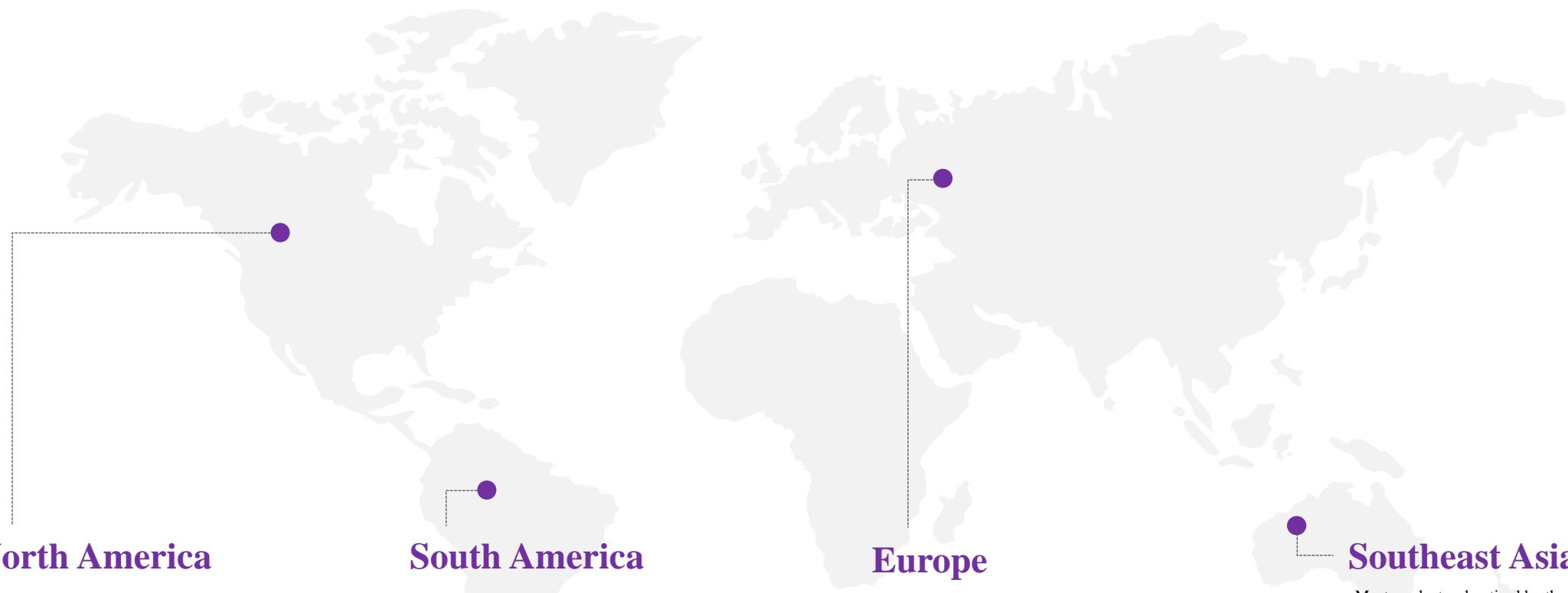
[Click to view the complete creative](#)

Education

A photograph of a graduation ceremony. Several people are seen from behind, wearing white caps and gowns, raising their right hands in a traditional academic gesture. Some are holding small square certificates or diplomas above their heads. The scene is set outdoors under a clear sky.

Insights into
Mobile App Marketing

Educational Application Advertising Map



- Most products advertised by the top companies were: creative design, intelligence training, and reference books applications
- Video creatives took up a slightly higher proportion at above 51% while image creatives took up about 44%
- Representatives: Domestika, NatureID, Bright
- Among them, the annual advertising volume of Domestika in North America was 165K

- Most products advertised by the top companies were: creative design, online courses, and higher education applications
- Video creatives shared a similar proportion with image creatives, with video creatives taking up about 50% and image creatives about 47%
- Representatives: Domestika, Gran Cursos Online, Uninter
- Among them, the annual advertising volume of Gran Cursos Online in South America was 29K

- Most products advertised by the top companies were: creative design, intelligence training, and reference books applications
- Video creatives took up a fairly large proportion at above 70%, while image creatives took up about 29%
- Representatives: Domestika, Headway, Impulse
- Among them, the annual advertising volume of Headway in Europe was 13.6K

- Most products advertised by the top companies were: creative design, adolescent education, and online courses applications
- Video creatives took up a fairly high proportion at about 56% and image creatives took up about 42%
- Representatives: Domestika, Ruangguru, Wingfox
- Among them, the annual advertising volume of Wingfox in Southeast Asia was 10.4K

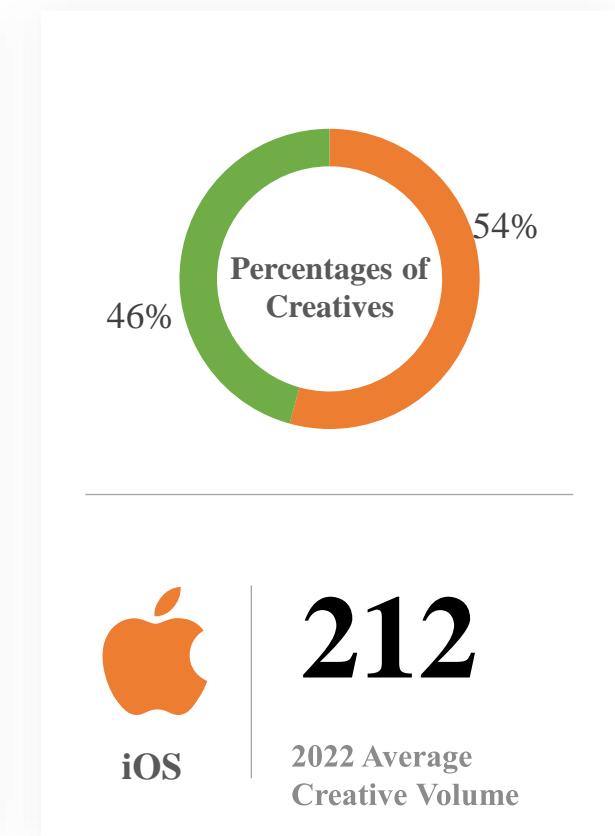
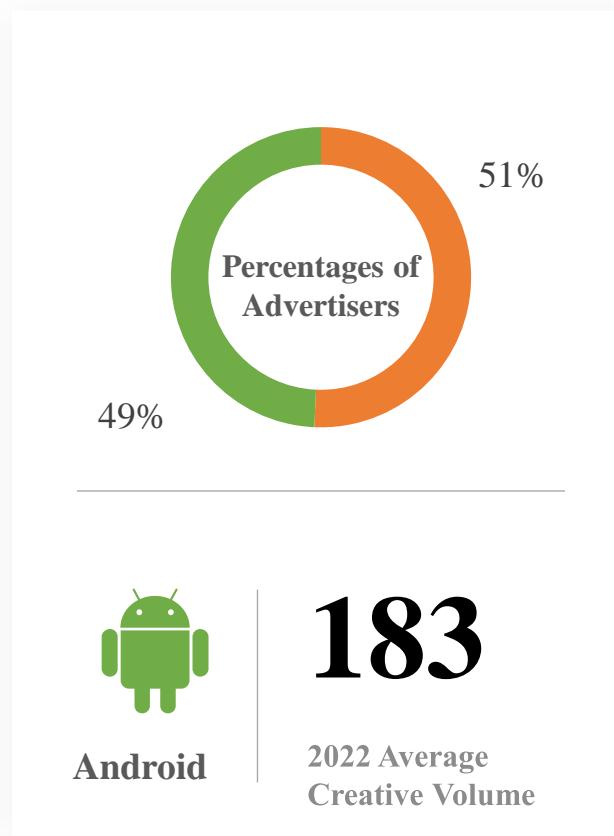
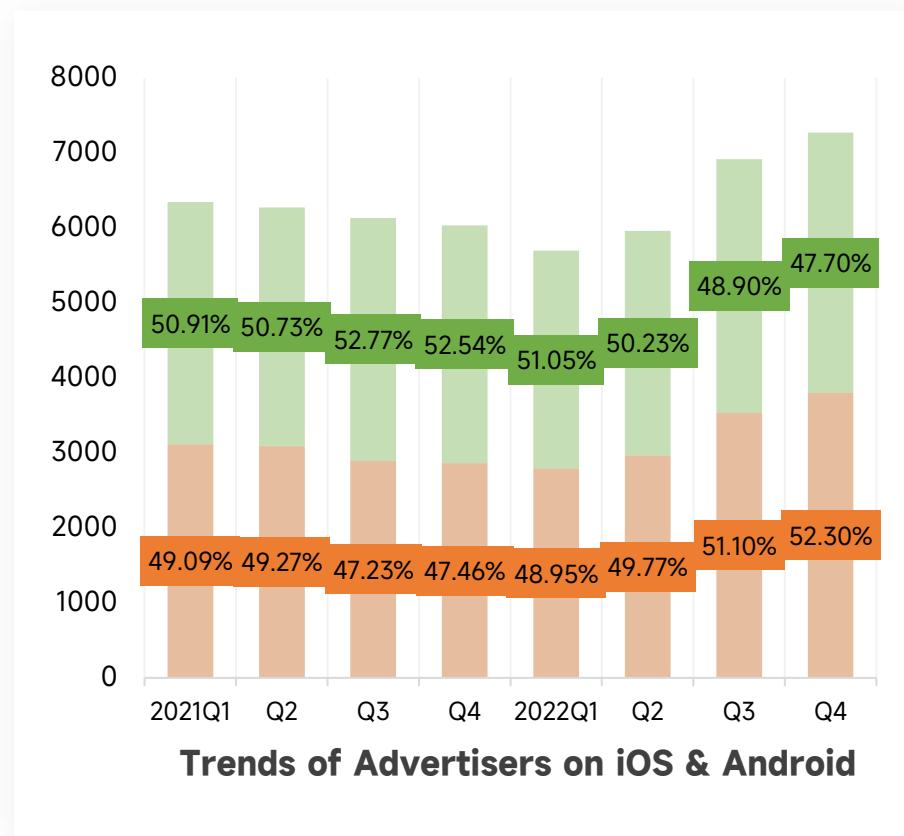
Educational Application Advertising Insight



The number of advertisers on App Store and Google Play continued to grow from Q1 to Q4; the total number of advertisers began to exceed the peak in 2021 from Q3

The number of advertisers on Android was basically the same as that on iOS, but the total creative volume was slightly lower than that on iOS

The number of advertisers on Android was slightly higher than that on iOS from Q1 to Q2; the average creative volume on iOS was slightly higher than that on Android.



TOP Educational Application Chart on iOS



Advertising Chart

1		Domestika	Domestika
2		Impulse	Impulse
3		upGrad	UpGrad Education Private Limited
4		Binance Academy	Binance LTD
5		Gran Cursos Online	GG EDUCACIONAL LTDA
6		Uninter	CENECT Centro Integrado de Educacao
7		Wingfox	QIXIONG XIE
8		Bright-English	Language Apps Limited
9		EWA	Lithium Lab Pte Ltd
10		Doping Hafiza	DOPING BILISIM TEKNOLOJILERI ANONI

Advertising Chart

1		Duolingo	Duolingo
2		Impulse	Impulse
3		Google Classroom	Google
4		Photomath	Microblink
5		Toca Life World	Toca Boca
6		PictureThis	Ruiqi Software Co.
7		Kahoot!	Kahoot!
8		Brainly	Brainly
9		Quizlet	Quizlet
10		Simply Piano	Simply

Revenue Chart

1		Duolingo	Duolingo
2		Toca Life World	Toca Boca
3		PictureThis	Ruiqi Software Co.
4		Simply Piano	Simply
5		Babbel	Babbel
6		ABCmouse.com	Age of Learning
7		Impulse	Impulse
8		Chegg Study	Chegg
9		Photomath	Microblink
10		ClassDojo	ClassDojo

TOP Educational Application Chart on Android



Advertising Chart

1		Domestika	Domestika
2		Headway	Universe
3		Binance Academy	Binance LTD
4		upGrad	UpGrad Education Private Limited
5		Gran Cursos Online	GG EDUCACIONAL LTDA
6		Uninter	CENECT Centro Integrado de Educacao
7		Learn 33 Languages	ATi Studios
8		Novakid	Novakid
9		Doping Hafiza	DOPING BILISIM TEKNOLOJILERI ANONI
10		Ringle	Ringle

Advertising Chart

1		Duolingo	Duolingo
2		Brainly	Brainly
3		Photomath	Microblink
4		Google Classroom	Google
5		QANDA	Mathpresso
6		Cake-Learn English Korean	Playlist Corporation
7		Miga Town	XiHe
8		BYJU'S	BYJU'S
9		Bible App for Kids	Life. Church
10		Toca Hair Salon 4	Toca Boca

Revenue Chart

1		Duolingo	Duolingo
2		Babbel	Babbel
3		PictureThis	Ruiqi Software Co.
4		Udemy	Udemy
5		ClassDojo	ClassDojo
6		Simply Piano	Simply
7		Blinkist	Blinks
8		Learn 33 Languages	ATi Studios
9		Lingokids	Lingokids
10		Headway	Universe

Popular Educational Application Insight



BYJU'S

BYJU'S

BYJU'S is an educational technology unicorn in India. The core function of its product [BYJU'S] is to provide video learning courses and test preparation services for K-12 students. BYJU'S made history as the first Indian official sponsor of the FIFA World Cup 2022, making itself renowned by sponsoring up to \$100 million. In addition, in 2022, it was also the third-largest advertiser in India for educational applications on Android.

[BYJU'S]'s marketing strategy was to attract families who often used social media in areas with developed networks through massive advertising. It invited well-known celebrities to endorse their products to deepen users' recognition of them. In addition, they also attached great importance to establishing a professional company image.

14.10M

Annual
Downloads

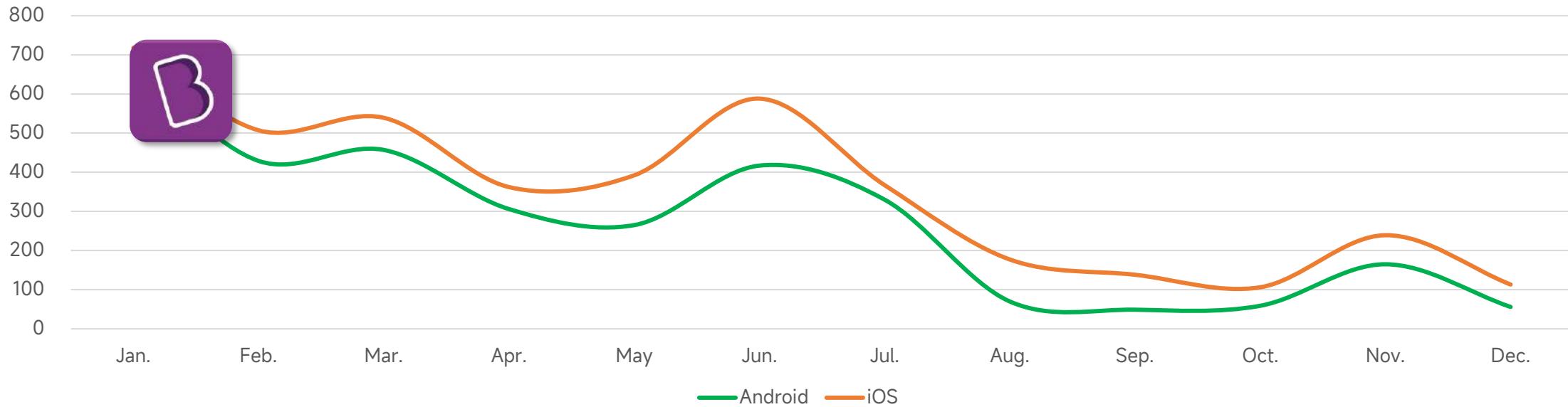
2016-07

First Advertising
Date

13K

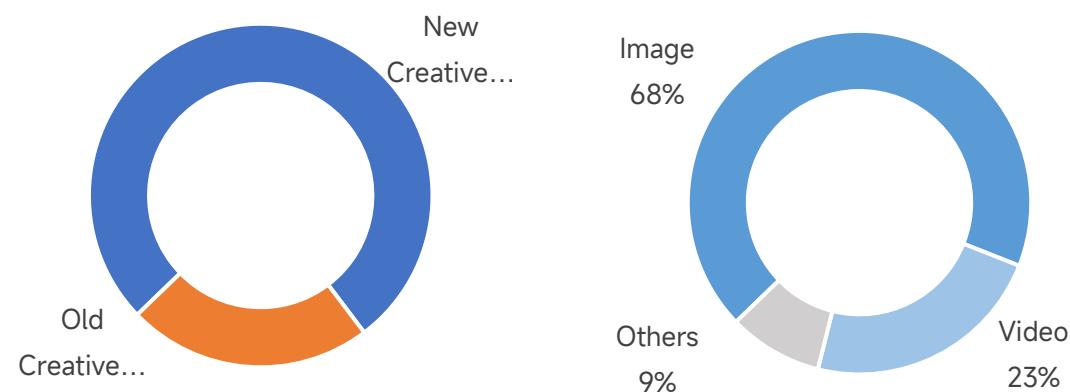
Deduplicated
Creatives

[BYJU'S] Marketing Trend in the Past Year



It focused on releasing ads in Q1

Its advertisements were concentrated in Q1 2022 and peaked in early January. During that period, the total peak number of creatives on iOS and Android was about 1.4K; advertising frequency on iOS was basically the same as that on Android, but the advertising volume was slightly higher than that on Android. Based on the released creatives, 77% of the creatives released by [BYJU'S] this year were new, and the update frequency was relatively high; among them, image creatives accounted for over 60%.



Focus on showing the fun of learning and the convenience of using it. Tend to be gamified



Language Learning: Funny, free, and efficient



Duolingo

Intelligence Training: Display of a failed attempt



Impulse

Plant Identification: Show everyday scenes



PictureThis



hard.

[Click to view the complete creative](#)



[Click to view the complete creative](#)

Identify plants with your p



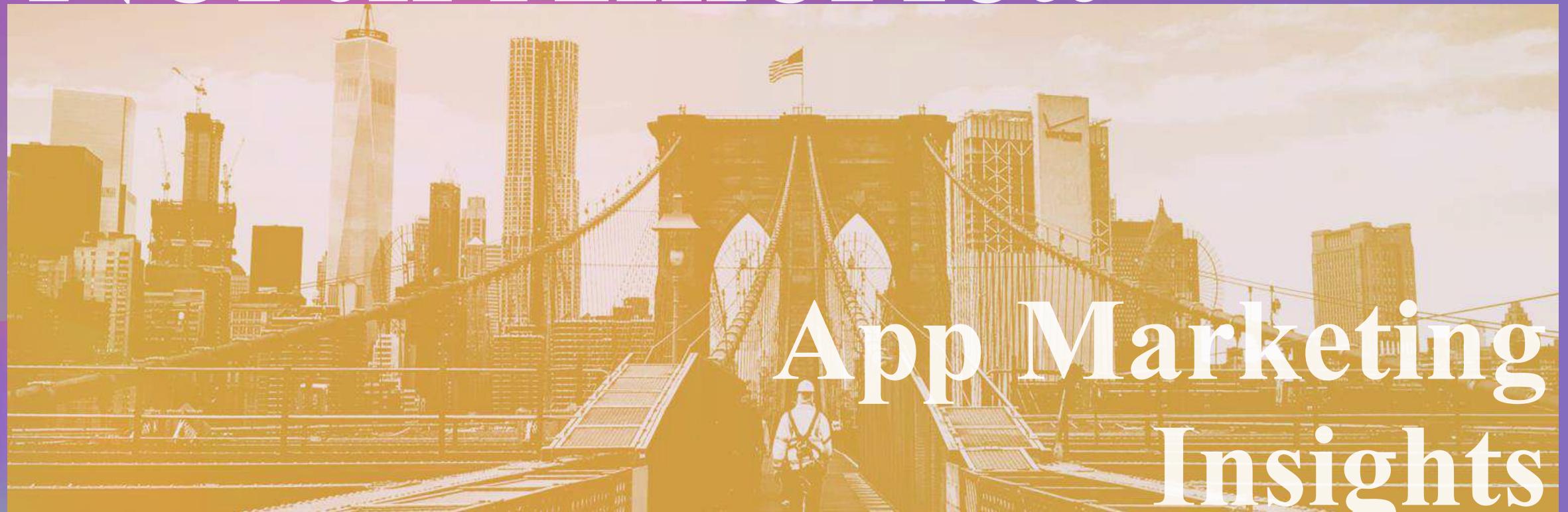
[Click to view the complete creative](#)

03

Insights into Marketing of Mobile Apps (Non-Games) in Popular Countries/Regions Around the World

INSIGHTS INTO MARKETING OF MOBILE APPS (NON-GAMES) IN POPULAR
COUNTRIES/REGIONS AROUND THE WORLD

North America



App Marketing Insights

North America Application Advertising Insight

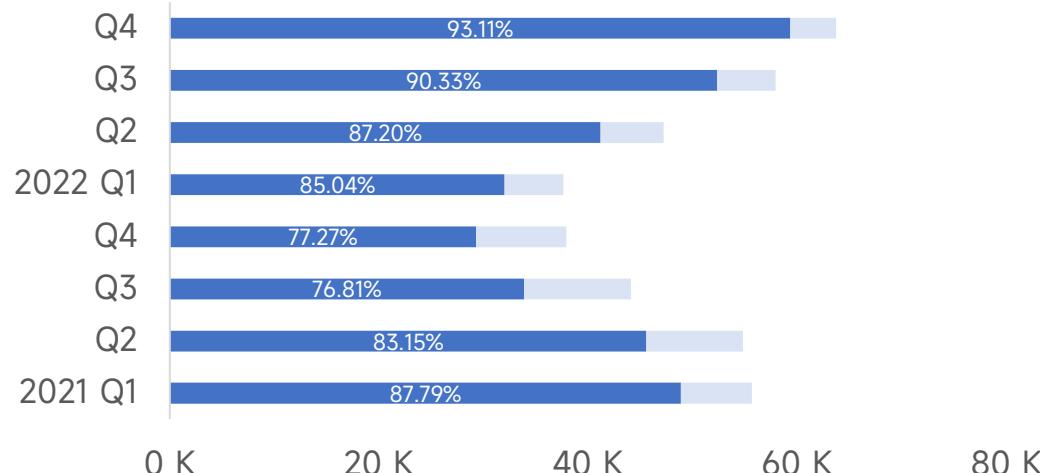
In 2022, **97% of the advertisers** in North America released new advertisements, among which **90%** were new creatives

The competition for application advertisers was very fierce. Only about 2% of the advertisers didn't release new creatives, and about 89% of the active creatives were new.

New creatives advertisers in 2022

Nearly 90% of the advertisers released new advertisements this year. Fierce competition remained in North America

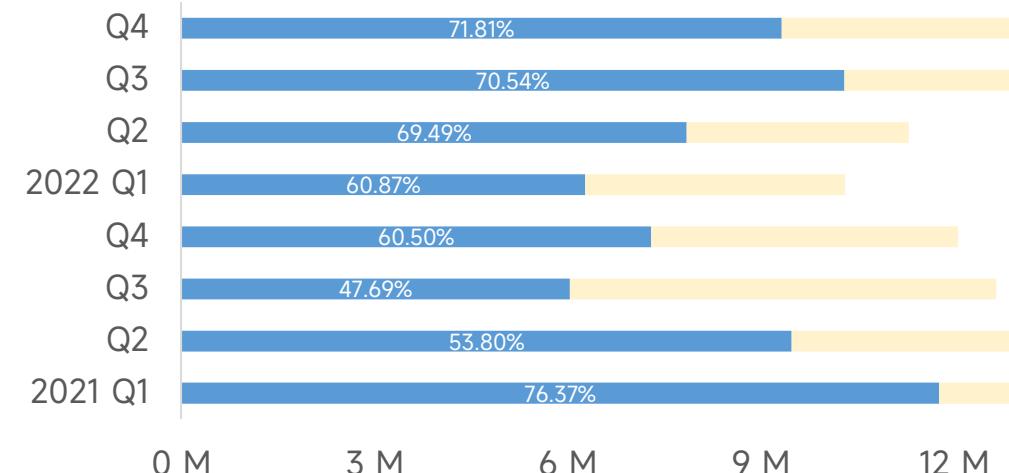
98K 97%



New creatives released in 2022

New creatives accounted for more than 60% in all four quarters this year in North America and peaked at 71.81% in Q4

34.3M 89%



North America Application Advertising Insight



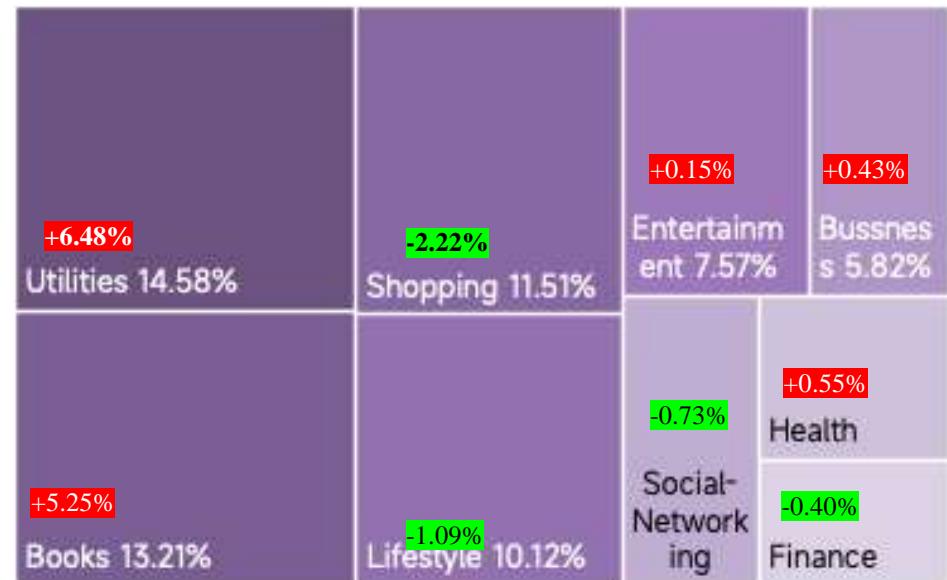
Tool applications increased significantly. The number of advertisers and active creatives increased by 1.37% and 6.48% respectively compared with those in 2021

The competition for reading applications in North America was fierce as well. The number of active creatives this year increased by 5.25% compared with last year; the number of business advertisers and active creatives both increased slightly. The innovation of office applications brought by the pandemic was still continuing. In addition, the number of shopping advertisers decreased by about 1.20%

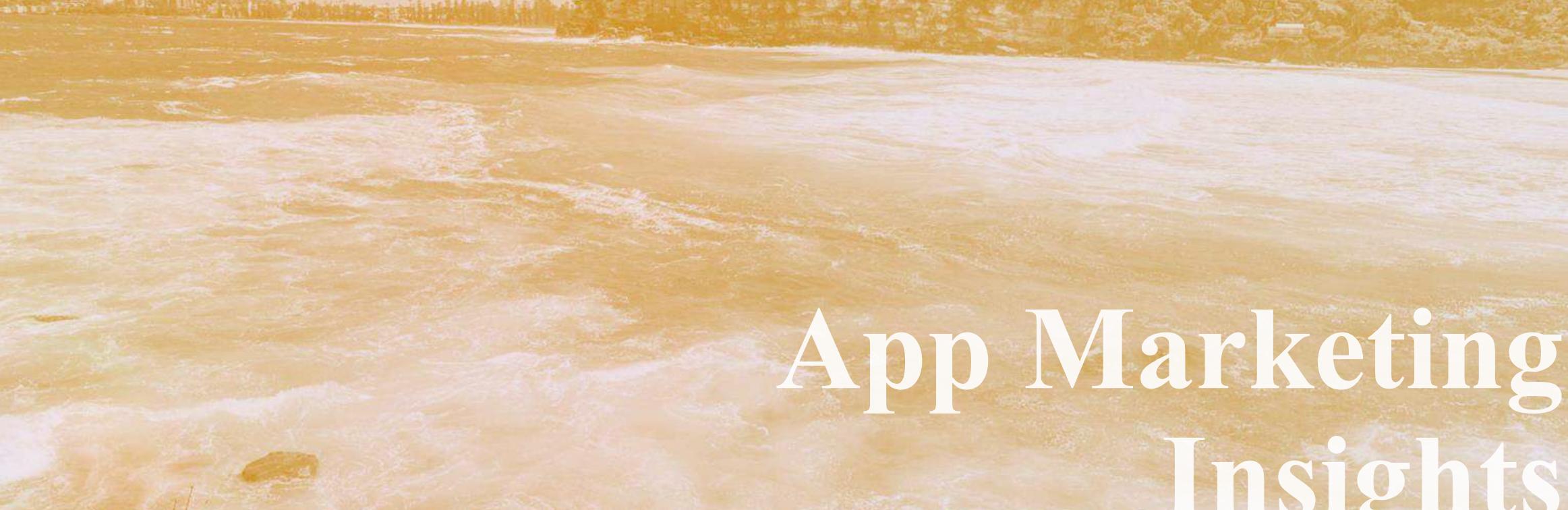
■ Active Advertisers



■ Active Creatives



Southeast Asia



App Marketing
Insights

Southeast Asia Application Advertising Insight



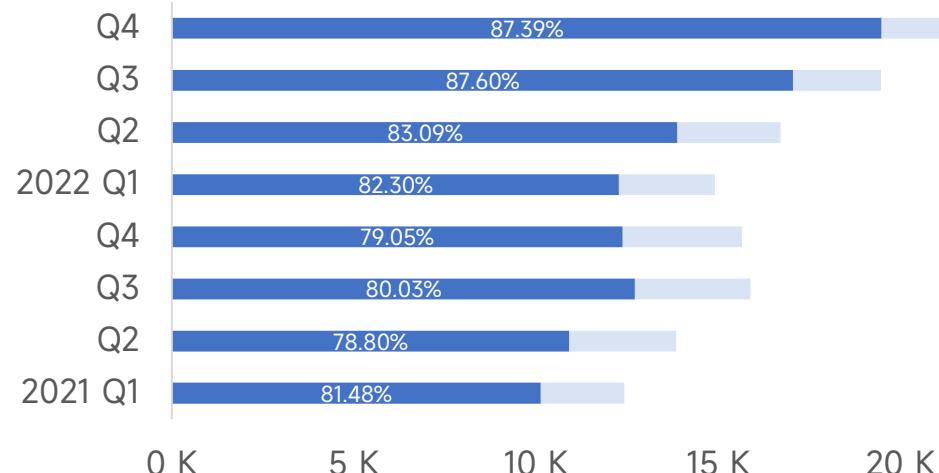
In 2022, 85% of the advertisers in Southeast Asia released new advertisements, among which, 60% were new creatives

The number of application advertisers peaked in Q4 2022 in this region, but in the same period, the number of active creatives was the lowest.

Advertisers that released new creatives in 2022

There were about 73k application advertisers in total in Southeast Asia, and 85% of them released new advertisements

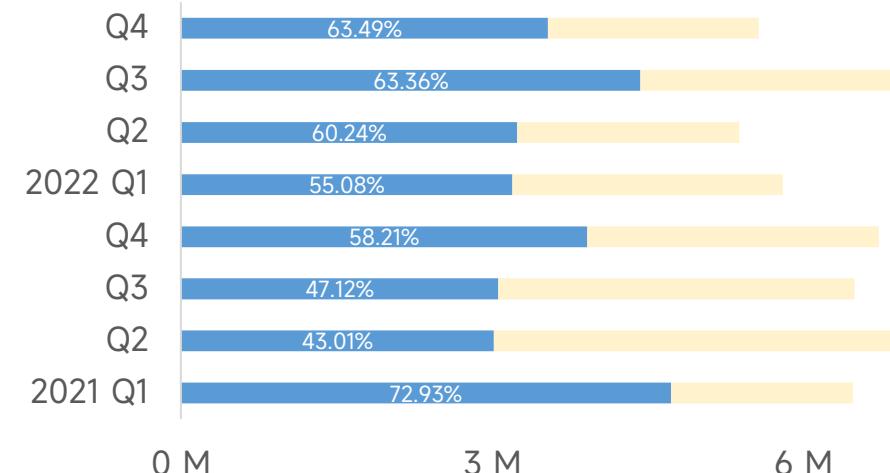
63K 85%



New creatives released in 2022

The update frequency of creatives in Southeast Asia this year was higher than that in 2021, and 61% of the creatives were new

14.4M 61%



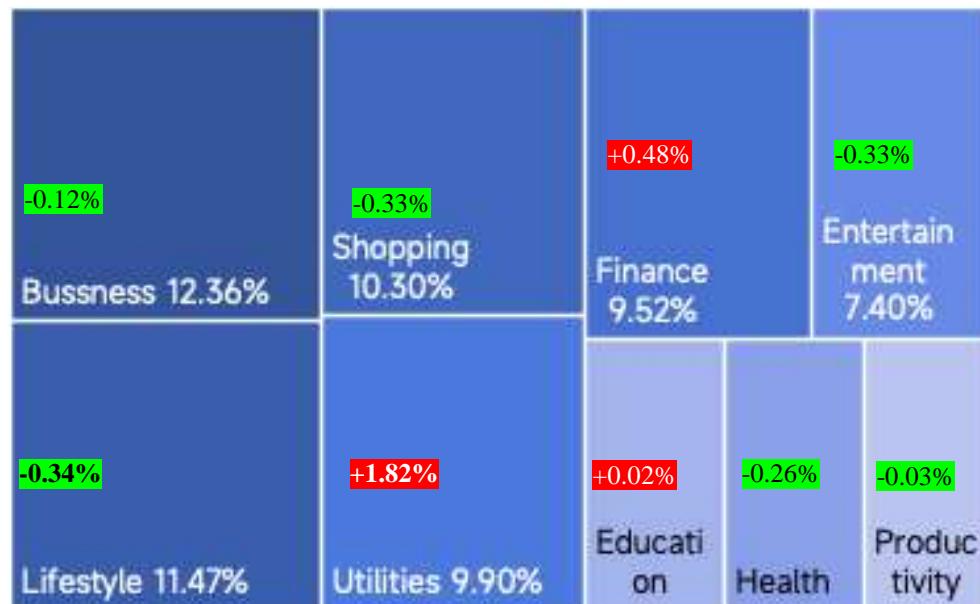
Southeast Asia Application Advertising Insight



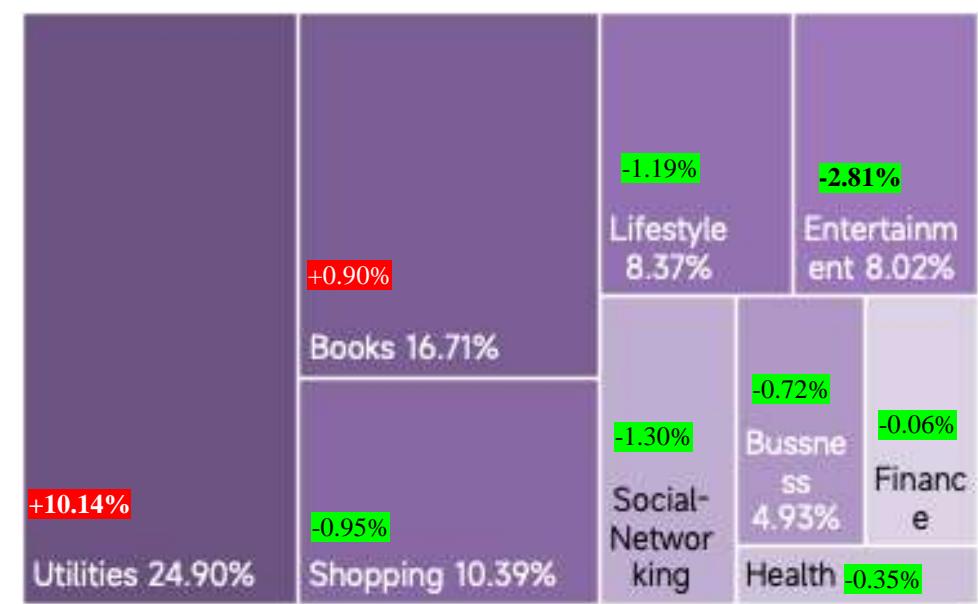
Creatives of tool applications accounted for nearly 25%, and the proportion of reading creatives increased slightly

Based on the proportions of advertisers, the number of tools and financial advertisers increased more, and the active advertisers of tool applications took up nearly 10%. In addition, the number of active advertisers of educational applications increased slightly; tools and reading applications had the most active creatives, and creatives of tool applications took up 24.9%, an increase of 10.14% over 2021

Active Advertisers



Active Creatives



Europe

A photograph of the London skyline at sunset, featuring the Elizabeth Tower (Big Ben), the Palace of Westminster, and the River Thames with a bridge in the foreground. The sky is a warm orange and yellow.

App Marketing
Insights

Europe Application Advertising Insight



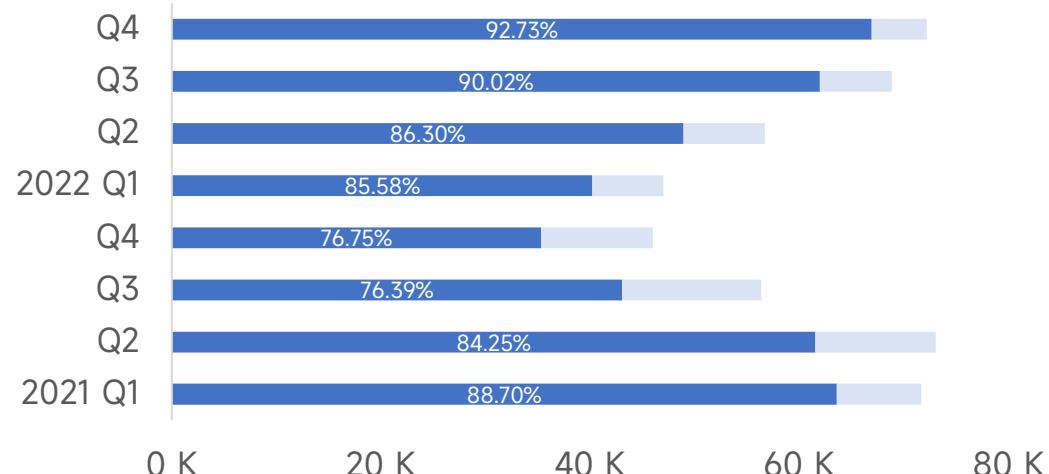
In 2022, there were about 245K advertisers in Europe, and 89% of them released new advertisements

In 2022, the numbers of active advertisers and creatives in Europe were both lower than those in 2021, but the number of advertisers who released new creatives showed an obvious increase.

Advertisers that released new creatives in 2022

218K 89%

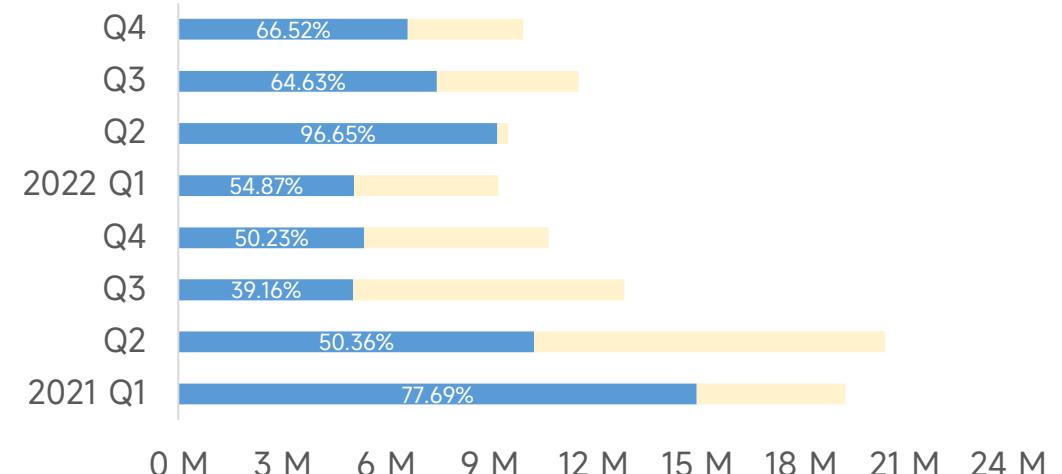
The number of advertisers that released new creatives in Europe peaked in Q4, taking up over 92%



New creatives released in 2022

28.4M 70%

Though the number of creatives released in Europe this year wasn't much, new creatives took up a higher proportion



Industry Insights

Industry Insights



How can app marketers scale their [user acquisition](#) in 2023? Singular gathered three key tips to answer that precise question.

1. Go beyond D7 campaign performance

A major mistake of 2022 to not repeat in 2023 is to view D7 performance as the holy grail of user acquisition performance.

Some users take time to produce value. Some channels are better over the long term. It's challenging when you want immediate insights — and you can certainly learn the signals of future value in each app over time — but D30, D90, and even D180 performance are really important, especially in subscription apps and especially in high-value verticals.

2. Story-telling is the new targeting

Targeting is gone. Whether that's due to black boxes at Facebook or Google, or due to privacy shifts like Apple's App Tracking Transparency or the coming Privacy Sandbox for Android, the way mobile UA marketers target users is massively changing.

But using the right creative and messaging to ensure the right kind of users — the ones who will be high-value — notice your ad and users —

the ones who will be high-value — notice your ad and install your app is genius. It's a mix of using whatever targeting you can by channel, partner, and context, and then applying a mass marketing strategy to narrowcast to specific audiences within the crowd.

3. Pick an MMP that provides you with accurate marketing ROI

You can pick the cheapest MMP. You can pick the oldest MMP. You can pick the MMP that you've always picked because it's the MMP that you've always picked. Or you can pick the MMP that the fastest-growing apps around the world trust. I would hate to name-drop here, but they might be apps like Rovio, Airbnb, Supercell, Riot, Uber, EA, and more.

Getting the right data the right way right away is critical to mobile user acquisition. Innovation matters. Combining cost and conversions matters. Smart modeling for missing data matters. [Find out why](#).

Industry Insights



Data or, rather, the ability to turn data into insight has never been so important as it is today. Mobile marketing isn't going anywhere, but it's not getting any easier, either.

That said, while nowadays games lack familiar user-level data to inform their marketing, they aren't lacking in other data sources. The actionable data is still there. It's just been aggregated and scattered around, which makes it hard to analyze. The majority of app publishers rarely use it.

However, user acquisition and monetization strategies from 3 years ago simply aren't working anymore. App publishers can't keep using the same formulas over and over again; they need to innovate to stay ahead of the curve. That's especially true for small and medium-sized app publishers.

While enterprise publishers can afford long experiments, risk diversification, and other big-company perks, smaller developers need to focus on lowering their business expenses and trying to maintain their gross margins at reasonable levels. And 99% of publishers in mobile don't have the capabilities of their enterprise counterparts.

At Tenjin, we've already been helping publishers with more comprehensive questions throughout 2022.

Here are some examples:

- How can I customize LTV prediction so it fits my app's business model?
- How can I keep my analytics costs at a minimum when self-publishing?
- What other data sources do I need to fill in the gaps in my reporting?
- How can I increase my ad revenue by segmenting users based on UA source?
- How can I best utilize my existing app portfolio of effective cross-promo campaigns?
- How can I automate the most routine aspects of my app business?

Mobile market complexity keeps increasing drastically. Having a toolset to resolve questions similar to those listed above is no longer a sign of advanced developers; it's becoming a necessity for publishers that want to grow in 2023.

Industry Insights

Changes for app developers on the monetization front:

“App developers are forced to share a large percentage of in-app-purchase revenue with platform holders but there are changes on the horizon. In many countries around the world regulators are starting to force the Apple/Google duopoly to support alternative payment options and app stores. In the coming years we’re going to see big changes for app developers on how they distribute and monetize their apps. That’s the kind of on-device empowerment we hope to see more of in 2023.”

UA:

“It’s hard enough already to build and monetize an app given the battle for the share of time and minds of consumers. User acquisition through traditional methods is getting more expensive and continues to be problematic in its complexity – why are we still expecting users to take multiple hops and steps simply to download an app? Developers should look to solutions that allow consumers to skip the store and have a more frictionless UA experience.”

Kevin McGuire, Chief Product Officer, Digital Turbine

Industry Insights

The mobile gaming industry is rapidly evolving, and we expect it to continue growing in 2023. While mobile gaming has become one of the most popular forms of entertainment for consumers, marketers need to be smarter about how they monetize and, crucially, how they acquire users.

At Moloco, we are seeing app marketers become more focused on privacy-preserving methods of attribution, being smarter about how they leverage the data provided by SKAdNetwork (SKAN) to run more effective user acquisition campaigns on iOS. Nearly 100% of all the iOS campaigns we manage are leveraging SKAdNetwork in some capacity.

In October 2022, Apple finally released SKAdNetwork 4.0. In 2023, we anticipate seeing wide adoption of SKAN 4.0 among publishers and marketers by the end of Q1.

For Android, Privacy Sandbox won't go live until 2024 at the earliest. In 2023, expect more marketers to really explore the guidelines and alter their plans accordingly. Considering the long runway Google is providing, marketers need to give themselves ample time to fully familiarize themselves with what's in store.

Another big trend we see continuing in 2023 is greater adoption of incremental testing and measurement. Incrementality became a major buzzword in 2022 – and for good reason. Marketers are becoming smarter about how they allocate their media budgets, aiming to ensure that every line item is bringing in tangible, measurable results.

In addition, expect to see even more interest in ad creatives in 2023. With one-to-one ad targeting becoming increasingly problematic, it's becoming more important than ever to use advertising to actually convince someone of the value and worth of your app. You can't rely on targeting alone to drive installs. In 2023, expect a lot more video ads and ads featuring user-generated content.

Further, we expect the average number of creatives used in a given campaign to increase in 2023, with marketers becoming more proactive about fighting ad fatigue.

Industry Insights



There have been numerous challenges faced by mobile gaming practitioners in recent years. We adjusted to a privacy-centric environment, navigated new attribution frameworks, and pivoted UA models in order to experience growth and generate revenue.

So as we look to 2023, amidst a worsening recession and slashed budgets across all teams, how can folks in the field ensure they can drive their businesses forward? Here are two 2023 trends in mobile gaming you should take into account.

1. Optimize your funnel's" with Custom Product Pages and Custom Store Listings

If you're still using one message to guide users through app discovery to conversion and retention, you're likely leaking potential high quality users at every stage. Users don't all have the same needs or wants, so you should use different messaging to appeal to each. One simplified way to do this is to "segment" users into specific audiences and communicate with them as a group. Understanding your audiences better- knowing who they are and why they came- will allow you to modify your creatives and messages for each one specifically, at every step of their journey. Apple's Custom Product Pages and Google's Custom Store Listings are effective tools for executing this, and also help you test and reiterate which creatives and messages work for your audiences.

2. Get into a data-driven mindset with Media Mix Modelling

It can be a challenge to understand marketing and ad ROI, especially at a time when the ways to track where a user comes from are limited.

If you're collecting data from various online and offline channels, media mix modeling (a statistical method that helps you measure how your marketing inputs are impacting your output and evaluate what contributed to success) is a great way to create one source of truth when it comes to understanding effectiveness.

Which discovery channels are producing the best results? How can you predict the likelihood of success in the future? MMM is key to making more informed decisions, particularly for budget allocation.

We recommend starting to start thinking with a more data-driven mindset for 2023, with the end goal of maximizing ROI and enjoying higher profits for your business.

Overall about the year

2022 has been a challenging year in terms of app growth and performance. The trend of H1 2022 for a decrease in media budgets has continued and will probably go on in 2023 against the backdrop of the global economic situation.

An advertising auction in 2022 is becoming even more heated and competitive, which in one way or another stimulates ad publishers to increase LTV. This is also evidenced by the last year's trend toward an increase in the average cost of non-gaming app subscriptions (40% on the App Store and 9% on Google Play).

The cost of user acquisition in advertising platforms is unlikely to get cheaper, therefore 2023 is going to be the year of investment in product quality.

Trends and challenges for 2023

In 2022, a decrease in Retention Rate was observed in a number of app verticals. This says a lot about the increasing competition in the mobile app market and the challenge awaiting developers to improve the long-term LTV of their products. This can be done with the following:

- building a decent strategy for re-engaging existing users (retargeting, sms and e-mail marketing, push marketing, or creating your own media sources)
- improving user experience and product metrics

VR, AR, AI, and machine learning

The AI trend continues to spread around the globe and is increasingly being used in mobile apps for improving user experience and providing personalized recommendations. In 2023, we will likely see even more apps using machine learning and augmented reality technologies. However, quite a few of them will become independent products that will take their place in the mobile ecosystem and will not disappear after the hype wave goes away.

SKADNetwork 4.0

In 2022, Apple released an update to its SKAdNetwork framework. It will come into full use with all its innovations in 2023, where marketers will have to learn and adapt to its use along with advertising sources. Among the updates will be the increase in the number of postbacks to 3, the expansion of traffic source identifiers to 10,000, and, in general, the expansion of privacy thresholds should be fruitful and improve the quality of user acquisition and real-time traffic analytics.

Anton Kuzmin, User acquisition group head

Industry Insights



2022 was a dynamic year for mobile. Global mobile marketing spends have gone down by some 30%, which was to be expected following the boom caused by the global pandemic. We've also seen a lot of mergers and acquisitions, so it will be exciting to see what these companies have been building and what they will bring to the market. It seems that the mobile market was setting itself up for new growth during 2022 and it looks like we're in for quite a ride in 2023.

MOBIDICTUM

The hyper-casual market has already slowed down, and we see examples of this, especially in Türkiye. Big hyper-casual publishers are looking for alternative business models, focusing on hybrid-casual and casual games. Game studios are also looking for alternative ways to have income. Most of the studios either considering casual projects. Since the hype on blockchain gaming has also slowed down, the only alternative is to focus on games where you can build content. 2023 will be the survival of the fittest year.

Türkiye's scene is shifting. We will see a much stronger mobile gaming scene after 2023. Studios that can show their survival skills with their successful projects will access capital much easier in the long run. We also see examples of different genres where our know-how as a country will be more diverse and won't be dependent only on match-3 games.

Industry Insights



One of the biggest marketing trends we've seen emerging lately for mobile games is UGCs. With the rise of TikTok as a UA platform and the success the short-video app brought to several mobile games (High Heels, survivor.io, etc.), user-generated content (or fake UGC) has become a staple of mobile game marketing.

UGC or UGC-like ads allow users to really connect with the game thanks to social proof, they trust the user or actor that introduces the game to them. UGCs rely on several marketing trends that have popped up these last few years: storytelling, authenticity, honesty, strong branding, and community.

This type of marketing ad content answers all of the audience's needs, it shows a less polished side of the game which feels more authentic to potential players and makes them want to try their hand at it.

While mobile gaming marketing is a fast-paced environment where trends evolve rapidly and mix with one another. However, users are more often than not looking to feel a connection to the gaming brands and community, which is why the focus in mobile game marketing shifted more recently toward a more story and people-centric approach.

UGC-like ads are a great way to boost brand awareness while delivering relatable content and connecting with potential players.

There's no doubt that UGCs will be the biggest mobile game marketing tool of 2023.

Industry Insights

I. Behaviour is shifting

The main trends of Audience age is shifting from “old-aged” players into gen Z, this is accurate for both the Worldwide & Vietnam market, these youngbloods are curious and love to try new things & new technology. This trend will remain the same throughout a few next years.

Along with the new generation of gamers, people's interest is changing from Chinese Martial Arts to other cultures, to EU/Anime art style & EU storyline (with Genshin Impact is the most successful title). There are a few standard features of this kind of game that make users pay a lot:

- Season Pass
- Gacha
- Subscription

These three show a strong relationship between many money-printing game titles led by Fortnite, Genshin Impact, League of Legends mobile,

Furthermore, people should be aware of a more important fact: the mobile game industry is dominating the world of gaming, offering a compact, anytime, anyplace, any condition.

II. Cloud gaming

With the rise of 5G technology, cloud gaming is expected to lift up the potential of mobile games to another level.

New cloud gaming services continue to launch, existing ones are expanding, and all of them are tweaking their marketing and business to better align with consumers' wants and needs.

Cloud gaming's use cases continue to expand, offering something appealing to almost every player (across all platforms) while benefitting developers and publishers

As Cloud gaming is rising, people now can play AAA-PC/Console-supposed game on their own phones. Some already offer this service in Subscription model, some offer single-buy, the former will grow better in future

III. NFTs Game

Besides the traditional game industry, the NFT-based game is the new gold mine for both big corporations and indie companies. It's new, it's fun and it also makes money, so how can people ignore playing it?

That is a normal thought, and it's also the tip of the iceberg only. NFT-based games are flooded with scams, Ponzi schemes, and the whole crypto market condition. Yes, NFT is a high potential industry, but users MUST choose carefully or all of their money will turn into dust.

SocialPeta -- the world's leading advertising and marketing platform



Provide real-time updates of global market trends, and insights into competitors' advertising data, promotion/monetization strategies, and cost-efficient ways to acquire global customers.

Broad

Platform, coverage of countries/regions, analysis dimensions

Large

Data size

Rapid

Data updating

In-depth

Intelligent recommendation, self-developed algorithm



Over 1.2 billion advertising data



Covering 5.1 million advertisers



Multidimensional in-depth analysis of products



Exclusive data and traffic intelligence



Covering 70 countries/regions and over 70 channels worldwide



Updated hourly
Over 1 million ad data are updated each day

Top Mobile App Companies' Selection



Google

PERFECT
WORLD

37GAMES



elex

:DeNA

Klarna.



INMOBI

UNGAMES

zynga.

CyberAds



Follow SocialPeta on LinkedIn



for more latest information and insightful reports about mobile apps



White Paper



Webinar/Events



Industry Insights



Follow SocialPeta Via QR Code

Top Charts



Trending News



Corporate Culture



THANKS

MOBILE GAME & APP MARKETING WHITE PAPER

SocialPeta