



2024 Global Mobile Games Marketing Trends & Insights White Paper

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A photograph of four young adults in a modern office setting. A woman with long brown hair and glasses is seated at a desk, looking at a laptop screen. Behind her, a woman with curly hair and a man with a beard are laughing heartily. To the right, another man with long hair is smiling. The background shows a large window and some office equipment.

Industry Insight



Industry Insights

When discussing the biggest challenges facing the gaming industry, it's clear that the sector has matured significantly over the past few years. Market concentration became very high, ie in mobile gaming top 50 publishers were responsible for around 70% of in-app and subscription revenue in the mobile gaming industry. We can see in gaming what in some we can observe in the whole Tech world: **the quality threshold for the product and entry barrier to the industry is growing.**

In such a concentrated market it is not enough to create a little bit better Puzzle or Role Playing game. **The real success comes from bringing experience people did not see before, ie redefining specific types of the game or a genre.** Of course it is easier said than done. As you cannot really create a universal definition of fun, there is no real recipe to create a fun experience.

What is more, in today's world where capital is still relatively expensive, it is hard to find funding for such new innovative ideas. As finally just a fraction of such ideas achieve significant success. It is a kind of "wicked circle". Market situation forces companies to "play safe" focusing on incremental improvements, what finally brings much less innovation to the market and what finally brings less market growth, so what finally makes it harder to implement more revolutionary ideas. Especially that the biggest growth of gamers comes from Emerging Markets were not necessarily the same monetisation strategies, business models that work very well in US or Western Markets will be very effective. At the same time mobile gaming alone (in-apps, subscriptions, in-game advertising) has value compared with value of cinema, music, podcasts combined. **So finally we are talking about a really huge scale bringing a lot of new business opportunities.**

Mariusz Gasiewski
CEE Mobile Gaming and Apps Lead at Google





Industry Insights

Adapting to the rapid changes in the gaming industry is becoming increasingly challenging. When hyper-casual game scaling rose to prominence, many misunderstood it as a genre rather than what it truly is—a business model. Interestingly, this approach has parallels with what we've been using in SaaS for years. However, **games have a unique power: they evoke emotions. That's where the real magic lies and where our focus should be.**

While apps succeed by solving problems, games thrive when they create emotional connections and deliver unique, memorable experiences. A game's strength isn't just in its mechanics or visuals—it's in how it makes players feel. As we move forward, I believe the industry will see more games with refined designs and sophisticated live-ops systems, driving profitability through meaningful engagement.

There's a quote from Shigeru Miyamoto that continues to inspire me in game creation: "It should be the experience that is touching. What I strive for is to make the person playing the game the director." It reminds me to design not just for functionality but to empower players to craft their own unforgettable moments.

When reflecting on the developments in hyper-casual, hybrid-casual, and traditional casual games, I spent two years working on hyper-casual games, followed by another two years in hybrid-casual, and now I'm in my first year fully dedicated to a casual racing game. Each shift has taught me something new, but this project has opened my eyes to an entirely different level of user behavior.

Here's the truth: you can develop flawless mechanics, craft breathtaking visuals, and design a top-notch economy—but if you don't truly understand your players and their needs, monetization will always be an uphill battle. **Success lies in creating something that genuinely resonates with your audience.** And it doesn't stop there—alignment within your team is just as critical. When everyone is united around the same goals and understands the user deeply, that's when real progress happens. Build for your players, collaborate with your team, and you'll unlock the potential to create something extraordinary.

Emre Ünal
Publishing & Product Manager at
[Leke Games](#)



Industry Insights



When it comes to the new strategies or innovation with lasting impact, it must be AI PERIOD. We use AI to generate app names, descriptions, and even ad creatives. In fact, **AI-generated video ads have at times outperformed "real" UGC video ads.**

As AI becomes more sophisticated, user acquisition managers should focus on becoming better creative strategists, because those who know how to write a great script and tell a great story will win in the new UA landscape.

Steve Young
Founder at [App Masters](#)



When discussing the biggest challenges facing in gaming industry, I think over saturation in terms of creatives. Makes UA managers to shift their attention to what's trendy rather than relying on creativity. Fortunately, big publishers have more room for risk and they find ways to make their games marketable and fresh to new users. The Håland/Clash of Clans strategy is a great example and merges two different entertainment world in such a great way - it's like seeing oil and water mixing well together!

Oliviero Camilleri
BD Manager at [Gamelight](#)



Industry Insights

When discussing the development of hyper-casual, hybrid-casual, and traditional casual games, it's clear that the mobile gaming landscape is evolving rapidly. Hyper-casual is becoming more saturated which means more competition. This paired with short player retention and volatile revenue its becoming harder to sustain. **I believe the hybrid-casual and casual market will increase significantly in 2025.** You can already see examples of studios like SayGames, Voodoo and Rollic making the change.

Hybrid-casual games offer a more sustainable revenue model by blending ad-based monetization with in-app purchases (IAPs), which allows for diversified income streams. Players who prefer a more immersive experience or seek customization options have IAP as an option, while others can still engage with ads for rewards. This creates a more balanced approach, making games more financially viable in the long run.

Casual games are growing larger and generating more revenue due to several key factors. **High quality experience is a core principle, better progression logic keeping the game interesting and engaging and the ability to be social/cross platform allows the user to enjoy across different mediums with a global audience.**



Zack Weiss
Global BD at [Odeoо](#)

Industry Insights

The 2024 trend that surprised me was the return of web games. The resurgence of HTML5 web games has been fascinating to watch - there was so much buzz around them at Gamescom. With advancements in WebGL technologies, web games have shed old limitations, delivering experiences that rival native apps in terms of graphics and interactivity. Developers and publishers are taking advantage of this by creating lightweight, accessible games that players can jump into instantly—no downloads required. This ease of access, combined with the ability to integrate much better monetization and retention mechanics, is turning web games into a viable alternative to traditional app stores. The industry's ongoing excitement reinforced that this trend isn't just a passing phase—it's a shift in how we think about game distribution and engagement. HTML5 games are reclaiming their relevance, and it's thrilling to see where this will lead.

When discussing the major trend shaping the gaming industry. By now everyone knows the usual talking points about DTC—better margins, player loyalty, more control. But what's not talked about enough is the massive impact DTC has on UA. It's not just about bypassing ATT or first-party data (though those help), the real magic is in how DTC boosts player LTV - sometimes by 30-40%.

When your LTV shoots up like that, suddenly the math for UA looks a lot better. CAC/LTV unlocks the ability to scale aggressively. Teams can push higher ad spend confidently, knowing the returns will justify it. And that's where things get exciting - we're starting to see campaigns at scale that feel like they belong in a pre-ATT world.

DTC is giving UA teams the kind of breathing room they haven't had in years, and it's redefining what's possible for growth in this space.

Gil Tov Ly
CMO at [Appcharge](#)



Industry Insights

The mobile gaming landscape is rapidly evolving, driven by technology and player behavior changes. This evolution is particularly evident in the development of hyper-casual, hybrid-casual, and traditional casual games.

Hyper-Casual Games

The trend is moving towards even simpler gameplay loops for instant gratification. Monetization strategies are evolving, with developers exploring subscriptions and in-game purchases to supplement declining ad revenues. Rapid development cycles allow for quick prototyping and real-time player feedback, enhancing game design through data-driven decisions.

Hybrid-Casual Games

Hybrid-casual games blend elements from hyper-casual and mid-core genres, offering deeper gameplay while ensuring accessibility. This approach broadens monetization strategies, combining ads and in-app purchases. As competition intensifies, sustainable content strategies are crucial for maintaining profitability.

Casual Games

Social features are increasingly important, allowing players to connect and share achievements, which enhances engagement. Additionally, these games are expanding onto multiple platforms, capturing a wider audience and exploring diverse monetization opportunities. Community building through forums and social media is also vital for fostering player loyalty.

Overall, the lines between hyper-casual, hybrid-casual, and traditional casual games are blurring. Developers are experimenting across genres to engage diverse player demographics. Those who adapt to changing preferences and leverage data insights will likely lead in this dynamic industry.

Faheem Saiyad
Director at [AppSamurai](#)



Industry Insights

When discussing the biggest challenges currently facing the gaming industry, it's clear that the sector is navigating one of its toughest periods, with several challenges shaping its future and testing its resilience.

One major challenge is the impact of high interest rates on investment. With global economic uncertainty, many investors are pulling back from gaming, particularly at the startup and mid-tier levels. From what I've observed in recent conversations, VCs are increasingly shifting their focus to non-gaming apps, which they see as safer bets with clearer scalability. For game studios, this means securing capital is harder than ever, forcing founders to prioritize profitability earlier and do more with fewer resources.

Another key issue is the high cost of marketing. For mid-sized studios, competing against larger companies with massive budgets has become incredibly difficult. Marketing is no longer optional—without it, scaling is nearly impossible—but the rising costs of user acquisition leave many studios struggling to find the right balance between development and growth.

Adding a new layer of competition is the rise of gamified apps. These aren't traditional games, but apps in fitness, productivity, and education that use gaming mechanics to keep users engaged. I've seen how these apps are stealing users' attention and creating indirect competition for game developers. The time players spend on these apps is time they're not spending on your games, and that creates a bigger fight for retention.

Overcoming these challenges requires focus and adaptability. Founders need sharper strategies, leaner operations, and a deeper understanding of their audience. While the hurdles are significant, there's still room for growth and creativity for those who are ready to evolve and navigate these shifts.

Batuhan Avucan

Founder & Managing Director at [Mobicidictum](#)



Industry Insights

Regarding to the biggest challenges facing the gaming industry, according to Gamesforum's latest report, Top Mobile Games Challenges: A User Acquisition, Ad & Product Monetization Report, **one of the biggest challenges facing mobile gaming is Developing Effective User Segmentation.** This issue was highlighted by 75% of respondents, reflecting its critical role in driving revenue. Proper segmentation allows developers to tailor experiences, offering the right mix of ads, IAPs, and gameplay to different user groups. With ad pricing increasingly outside developers' control, segmentation is vital to maximizing revenue without cannibalizing between payer and non-payer audiences. However, challenges such as small datasets, inconsistent methods, and limited access to data science expertise make achieving meaningful segmentation difficult for many developers.

Another key challenge is Optimizing Ad Placements and Frequency, a task that requires balancing revenue generation with user satisfaction. While automation and bidding have simplified some aspects, strategic decisions about cooldowns, ad limits, and placement remain critical to success. Poorly optimized ads risk frustrating players or leaving revenue on the table. Alongside this is the growing importance of **Implementing Hybrid Monetization Strategies**, blending ads with IAPs to diversify income streams. This balancing act requires deep understanding of game economies to ensure one revenue source doesn't overshadow or erode the other. **Together, these challenges illustrate the evolving complexity of mobile game monetization, with Ad Monetization managers now playing an increasingly strategic role.**

Mariam Ahmad
Head of Content at [Gamesforum](#)



Industry Insights



When it comes to the biggest challenges currently facing the gaming industry, **I recognize that the biggest challenge the gaming industry is currently facing is the decline of Hypercasual games and the increasingly strict requirements from Google Play.** After the boom during the COVID-19 period, Hypercasual has now lost its appeal. Download numbers have dropped significantly, while Google Play continues to raise quality standards – from crash rates and ANR to advertising experience. For games that rely on ads for revenue, like Hypercasual, this has become a tough problem. This forces us to move towards game models that provide a better experience for users in the future.

The key point here is: Quality is no longer an option, but a must. Investing in the player experience not only helps optimize LTV but also makes UA costs more effective.

Quỳnh Hương
UA Marketing at [Gamee Studio](#)



When discussing the emerging technologies like AI, VR, and AR that are shaping the future of gaming, we're seeing an increasing number of AI platforms emerging to support every stage of mobile game development, from initial market research and game design to acquisition. You can now ask readily available AI tools which geos have the highest IAP or suggest what game mechanics to add for better retention. **AI offers shortcuts to the traditional methods of scaling a game, making the teams more efficient.**

But have most studios fully embraced AI in their development process? Likely not. While early adopters are gaining a head start in scaling their games with AI, many studios remain cautious about investing. **In the long run, one may see a greater disparity between the titles from large publishers vs indie studios.**

Ho Yi Ting
Chief Operating Officer at [Cost Center](#)



Industry Insights

When discussing the major trends shaping the gaming industry. The depth of data in performance marketing has become more limited with the introduction of privacy-centered frameworks like SKAdNetwork/AdAttributionKit and Google Privacy Sandbox. Advertisers and industry vendors will never have the same depth of data that they had before.

However, generative AI has made it easier to access and interpret data. In the past, marketers' access to data was often restricted. In larger companies, they could request reports from analytics teams, but independent marketers and smaller companies lacked the time or resources to delve deeply into the data.

I've discussed a use case like this in a video [here](#).

Now, tools like ChatGPT have changed how marketers can access data. You can simply tell the AI what type of report or insight you need, and it will generate a query to pull data directly from the database. You can even ask the AI to interpret the data. While this approach is still in its early stages and is mainly used by advanced advertisers, its growing adoption is set to bring the effectiveness of mobile marketing to a new level.

The next natural step is an AI assistant that can help with all burning questions about your data. This is definitely becoming a reality in 2025.

Roman Garbar
Marketing Director at [Tenjin](#)



Industry Insights

The biggest challenge currently facing the gaming industry is to keep a steady retention with profit. Players have too many choices and they have these choices from get go in User Acquisition side, so competing for 1 valuable player (spends time and money) is very expensive.

To cover the cost, you need to have top notch art and gameplay therefore you need high budgets. Therefore you need to keep the players in the game and make some revenue.

The whole balance is a delicate dance with small tweaks.

When discussing the emerging technologies, AI has not replaced or made things faster in terms of ART. You need actually good looking and smooth animations along with graphics, and while some people relied on AI to do some of this, **they quickly realized dealing with the customization and finalizing the AI art takes just about creating a new one if not more (sometimes) so we still need Artists with game design eye.**

What is that mean? That means artists needs to play successful games and see what is working what is not. What they are thought in school is all great, I get it but if it doesn't apply to player base of their game, its meaningless. They need to be able to quickly shift the overall ART direction. We need more artists.

Developers on the other hand, figured out complex systems and other details of coding and can relatively produce faster.

Designers and Product managers rely on data more than ever, so they are all micro data analysts.

Gökhan Üzmez
Game Analyst



Industry Insights

For the emerging trends and market shift, **one trend that really stood out in the second half of 2024 is the use of AR filters, which started on TikTok and are now being integrated into gaming ads.** These filters make it seem like the creator is interacting with the game itself, adding a fun and immersive touch to the ads. It's an exciting new way to engage users.

To advance in user acquisition, definitely check out the upcoming UGC Ninja course for creative producers. It's a great opportunity to learn about UGC and creative strategies, which are becoming essential in marketing. It's a smart way to stay ahead in the industry.



Ross Puriasev
CMO at [UGC Ninja](#)

When discussing the new strategies and innovation with lasting impact, this year, we've focused on spotting long-lasting trends early on, especially on platforms like Instagram and TikTok. By catching micro and nano trends before they blow up, we've been able to integrate them into our ads, making them feel more authentic. We even have a team dedicated to identifying these trends, and our founder shares a weekly roundup of emerging trends every Monday. This approach keeps us ahead of the curve, and I see it being a bigger part of our strategy in 2025.

For the trends shaping the gaming industry, Looking ahead, personalization is definitely the future for gaming. Players expect more tailored experiences in both the game itself and in the ads they see. Instead of targeting broad audiences, we'll need to focus on niche gamer groups—either individually or in small clusters. This will help attract high-quality players and improve retention.



Renata Ravilova
Head of PR & Community at [UGC Ninja](#)

Industry Insights

Advices for advancing User Acquisition efforts in 2025:

1. **Diversify ad channels** – expand beyond traditional platforms to ensure stability and reach.
2. **Personalize your ad creatives**, explore every ad format, harness the power of AI, and test as many hypotheses as possible.
3. **Work on a product**. As is tradition, this year, like in previous ones, we're seeing an increase in CPA across all app verticals, including mobile games. This is driven by higher ad budgets from key segments, increased competition, and new players entering the market. Products must recognize the importance of continuous improvement, especially in the user journey, to enhance product metrics and LTV.

Lookalike audiences and CTA tests won't fully compensate for low conversion rates. Instead, focus on improving the product itself.

4. **Treat UA as Project Work**. Collaborate across teams, including product, analytics, UA managers, creative producers, and design.
5. **Re-test strategies** that worked before but stopped performing as auctions can shift and these strategies may start performing again
6. **Go Beyond the US**. A worldwide focus can significantly benefit optimization and expand UA options.

Sergey Sukhov
Chief Business Development Officer at [AdQuantum](#)



Industry Insights

When discussing the major trends shaping the gaming industry, **I think one of the major trends already emerging that will have a huge effect in the near future and onwards is the dominance of AAA cross-platform free-to-play games.** In particular from Chinese developers and publishers. Genshin Impact is arguably the pioneer of this trend, bringing unprecedented high-production values at the time of its launch to a F2P game that is hugely successful across global audiences, both on mobile, consoles, PC and cloud-based platforms! More recently, we've witnessed hugely successful launches that follow the same formula, such as Infinity Nikki or Marvel Rivals. There's several other examples, and many more under development.

The success of these games puts a tremendous amount of pressure on traditional AAA games that sell for \$70. Or any price that is not F2P really. We've seen the disastrous launch of Concord as a manifestation of exactly that.

Going forward, these big F2P cross-platform games will continue to exert pressure on other developers and publishers, as well as shape consumer behaviour, as gamers expectations for F2P games will continue to rise, while premium titles will be expected to show even more value for their asking price.

Daniel Camilo
Gaming Consultant & Journalist



Industry Insights

Regarding new strategies or innovations with lasting impact, recently we launched a creative-level attribution framework that will have a lasting impact on mobile marketing. It is an alternative to user-level tracking, which is increasingly harder for marketers to obtain after the deprecation of IDFA and the future privacy changes that Google is set to introduce.

Audencelab allows marketers to analyze and attribute UA performance at the creative level without relying on device identifiers, ensuring privacy compliance. By focusing on the performance of individual creatives, marketers now get real-time, cross-platform insights and deep analytics, it's possible to increase the accuracy of attribution and optimization.

For Talofa Games using Audiencelab has resulted in a 50% reduction in their marketing costs while maintaining user quality, demonstrating the effectiveness of this new approach.

Senni Nurmi
Head of Marketing at [Geeklab](#)



01

Key Marketing Trends in the Global Mobile Game Market

Marketing Trends in Global Mobile Games

With a steady increase in the marketing of global mobile games, there were over 250K mobile game advertisers in 2024.

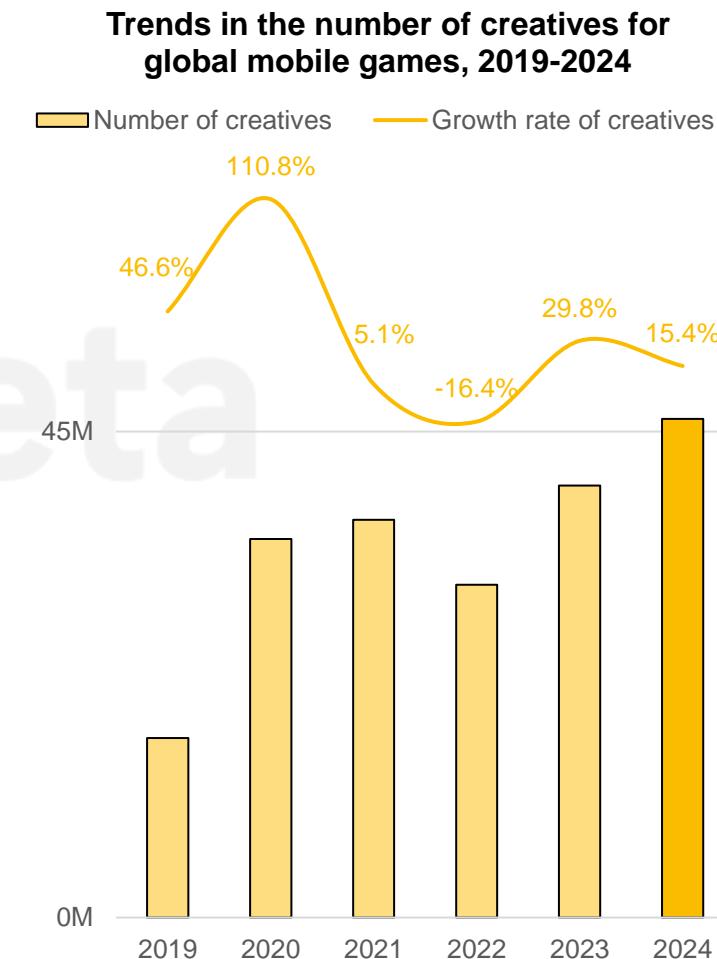
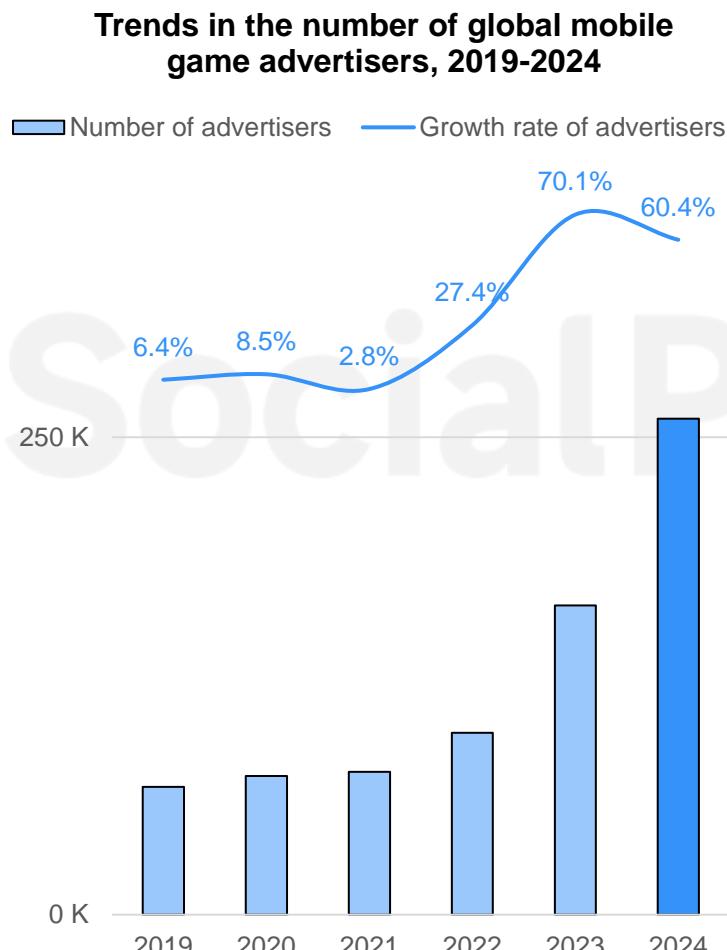
- According to SocialPeta, global mobile game advertisers surpassed 250K in 2024, a 60% YoY increase, with projections to exceed 300K by 2025.
- Creative assets for mobile games reached 4.5M, growing 15.4% YoY but slowing from 29.8% last year. By 2028, creatives are expected to exceed 10M globally.

Global mobile game advertisers in 2024

259.7K **YoY 60.4%↑**

Creatives for global mobile games in 2024

46.2M **YoY 15.4%↑**



Marketing Trends in Global Mobile Games

Except for Q1, every month in 2024 recorded over 65K mobile game advertisers. But the number and proportion of monthly new advertisers continued to decline.

- Monthly active mobile game advertisers exceeded 66K in 2024, a 34.7% YoY increase, with over 65K active each month except Q1.
- Monthly new advertisers in 2024 made up just 8%, down 6.3% YoY, with an average of 5.2K and fewer than 5K for five months.

Monthly active advertisers in 2024

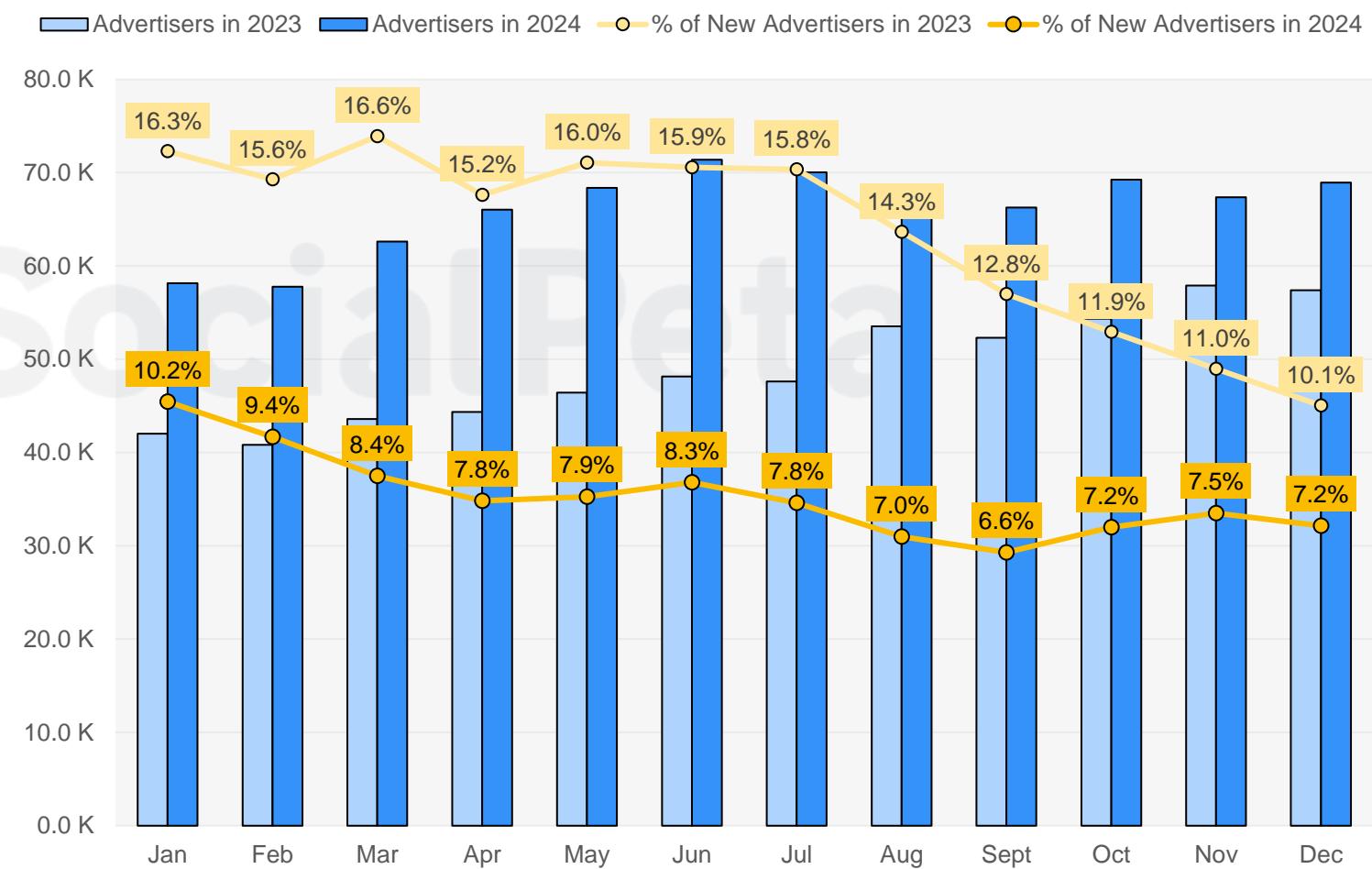
66.1 K

YoY 34.7%↑

Proportion of monthly new advertisers in 2024

8.0%

YoY 6.3%↓



Trends in New Ad Creatives of Global Mobile Games

Advertisers with new creatives continued to increase every month, and the proportion of monthly new creatives remained above 52% after June.

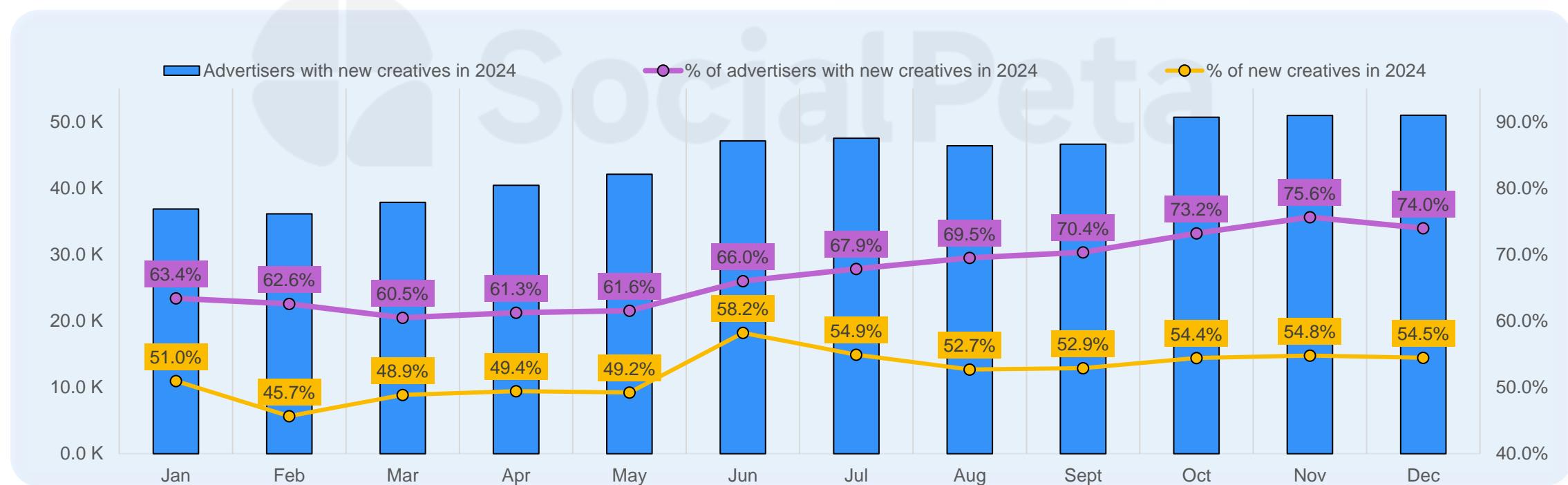
- In 2024, an average of 44K advertisers launched new creatives monthly. This number exceeded 50K each month in Q3, reaching over 70% in September.
- In 2024, new creatives made up 52.2% monthly, up 2.1% YoY, peaking at 58.2% in June and dipping to 45.7% in February, stabilizing at 54.0% in H2.

67.2% YoY: 1.7%↓

% of monthly advertisers with new creatives in 2024

52.2% YoY: 2.1%↑

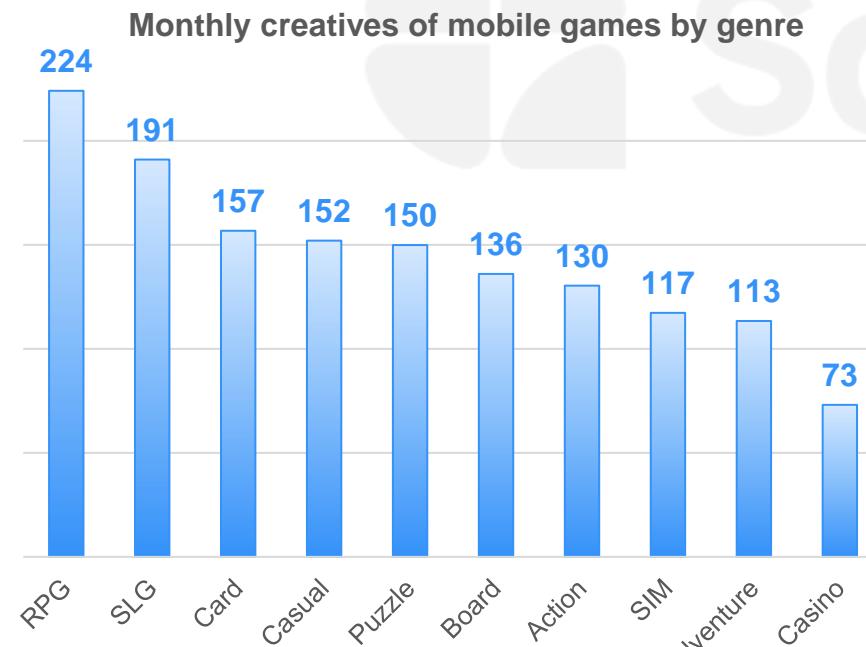
% of monthly new creatives in 2024



Advertising Analysis of Global Mobile Games by Genre

RPG released 224 monthly creatives to become the game genre with the greatest marketing efforts. The proportion of casino game advertisers increased by over 14.5% compared with last year.

- RPGs released 224 monthly creatives to beat SLGs and become the most competitive genre in terms of marketing. Card games came in third with 157 monthly creatives.
- The proportion of casino game advertisers was the second highest, up 14.5% YoY. The proportion of puzzle game creatives increased by 1.2% YoY, representing the greatest proportion growth among all creatives.



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

Genre	% of advertisers	YoY Change	Genre	% of creatives	YoY Change
Casual	27.2%	-2.5%	Casual	30.6%	-1.4%
Casino	21.0%	14.5%	Puzzle	12.2%	1.2%
Puzzle	11.6%	-0.8%	RPG	12.0%	1.1%
SIM	7.3%	-1.8%	SIM	7.5%	0.1%
Action	5.7%	-1.9%	SLG	6.9%	0.0%
RPG	5.2%	-0.5%	Casino	6.8%	-0.1%
SLG	3.9%	-0.4%	Action	6.1%	0.5%
Adventure	3.2%	-0.8%	Card	4.0%	-1.0%
Card	2.5%	-1.3%	Adventure	3.3%	0.3%
Board	2.2%	-0.4%	Board	2.7%	0.1%

Advertising Analysis of Global Mobile Games in Popular Regions

In 2024, Hong Kong, Macau, and Taiwan saw the most intense marketing efforts for global mobile games. The USA had more monthly mobile game advertisers than all of Europe combined.

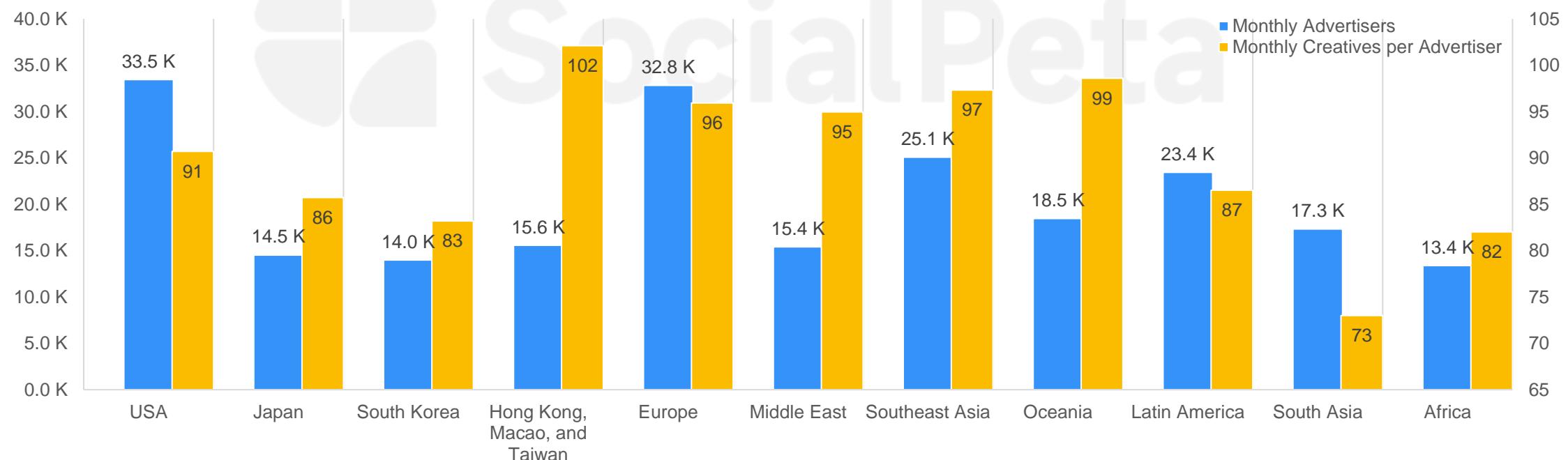
- Hong Kong, Macau, and Taiwan were the only regions that had over 100 monthly creatives, followed by Oceania and Southeast Asia.
- USA had the highest number of over 33K monthly advertisers, which was higher than that in Europe as a whole.

Monthly advertisers: 33.5K in USA

In 2024, USA contributed the most monthly advertisers of over 33K, followed by Europe. Southeast Asia and Latin America both had over 20K monthly advertisers.

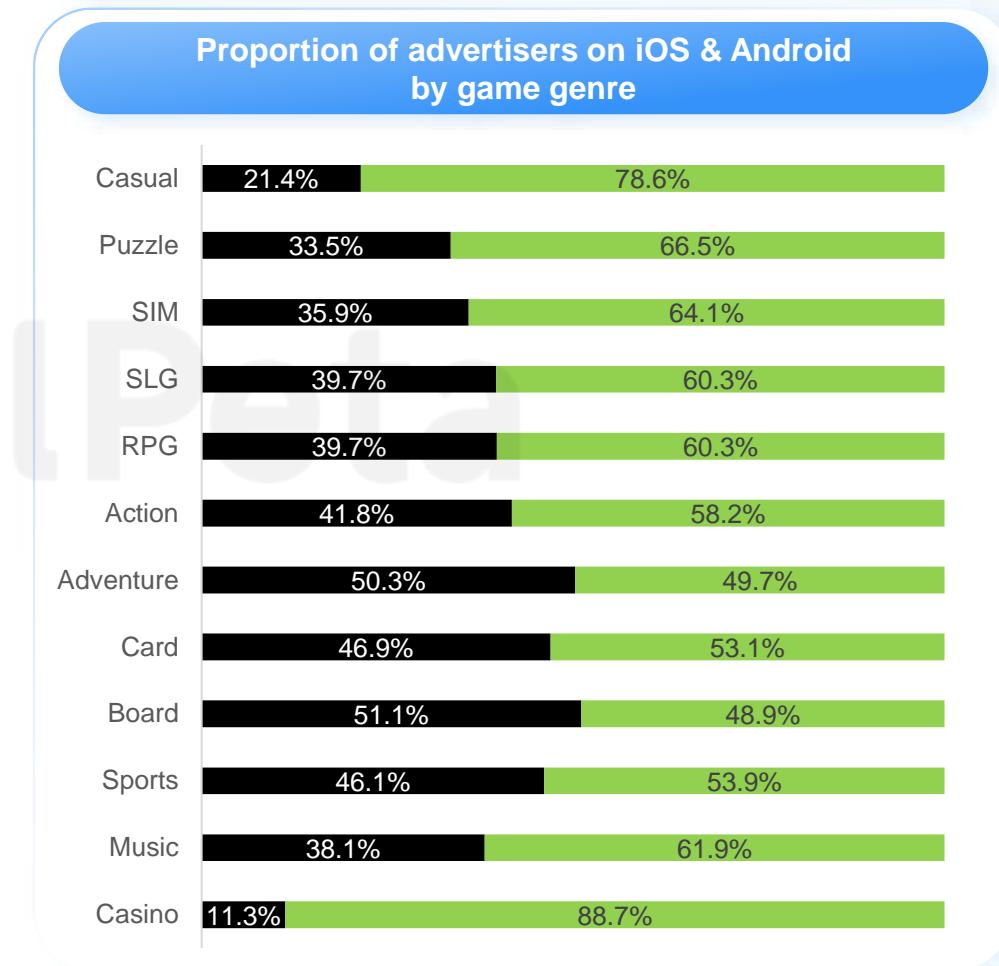
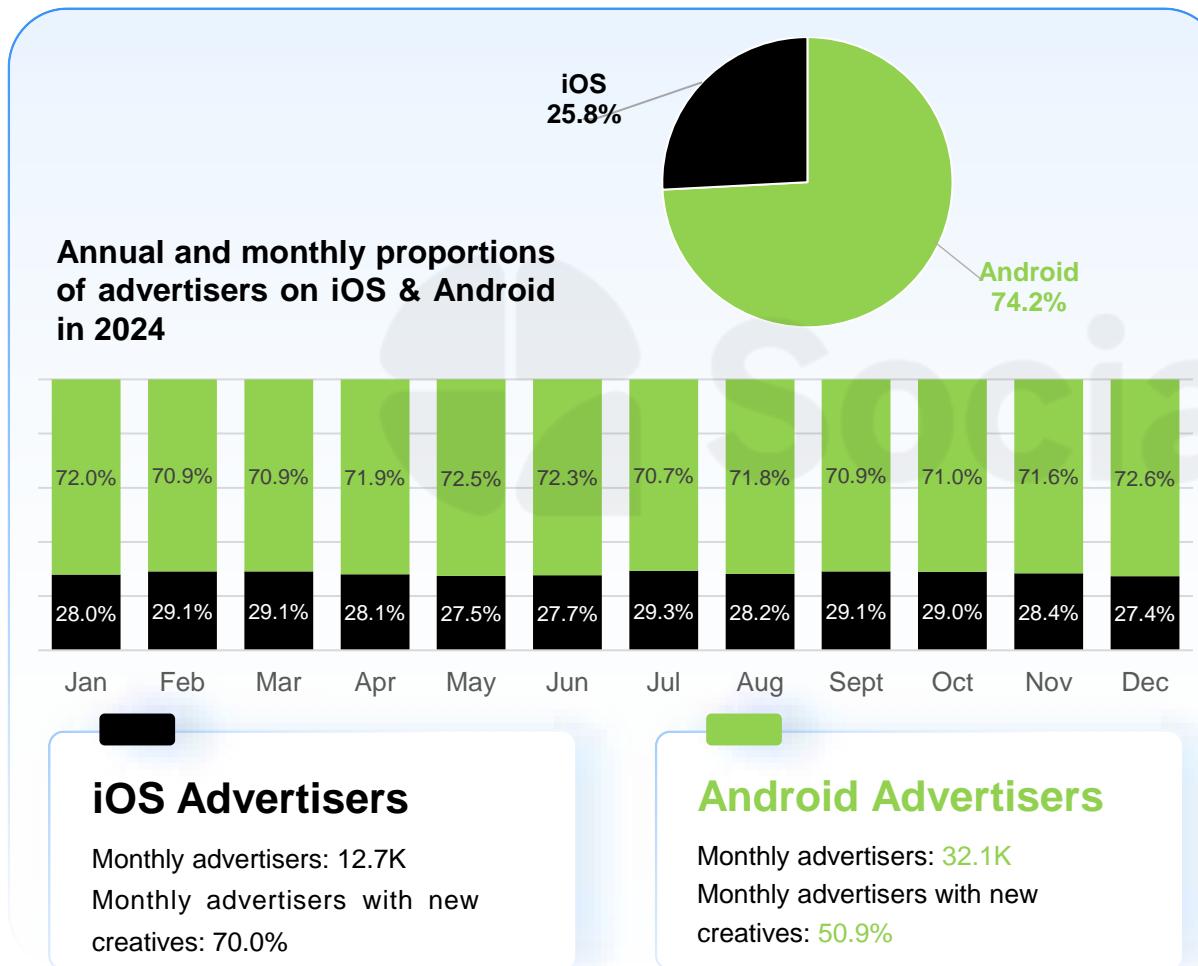
Highest monthly creatives: 102 in Hong Kong, Macau, and Taiwan

Hong Kong, Macau, and Taiwan were the only regions that had over 100 monthly creatives, followed by Oceania and Southeast Asia. Meanwhile, 6 regions including USA, Europe, and Middle East each reported more than 90 monthly creatives.



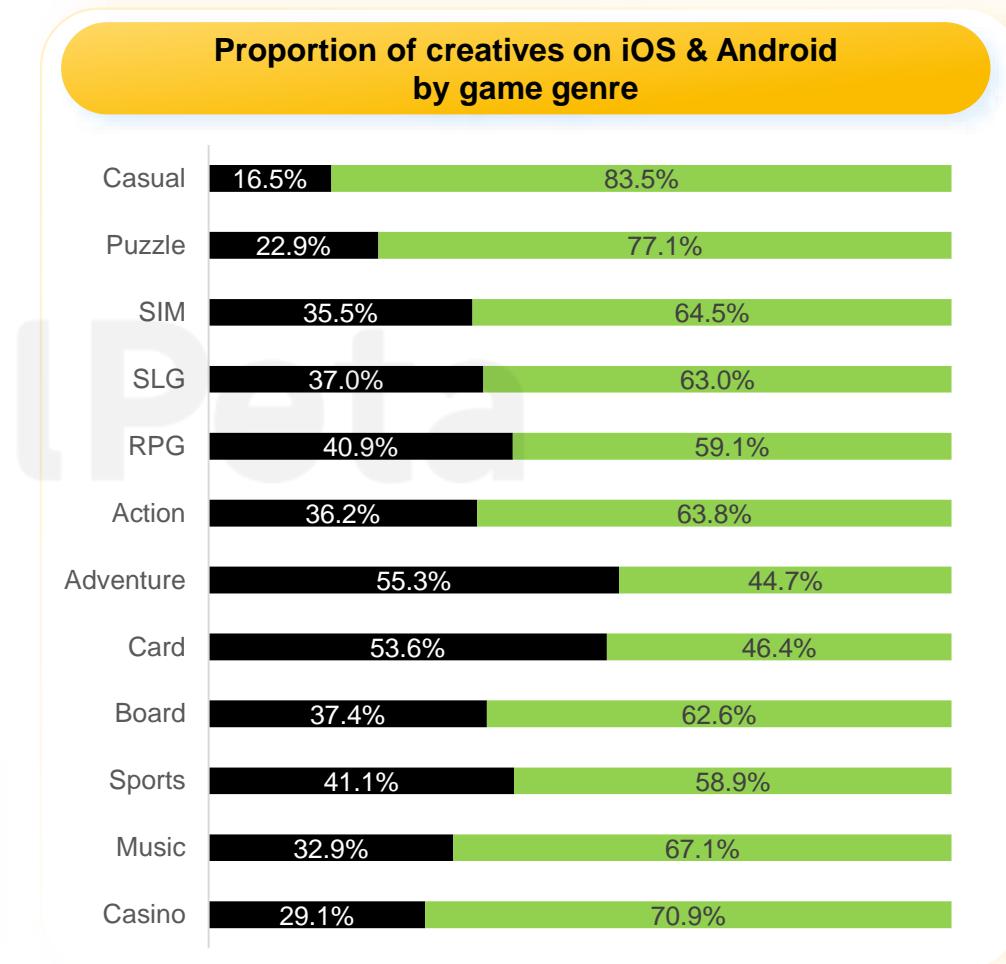
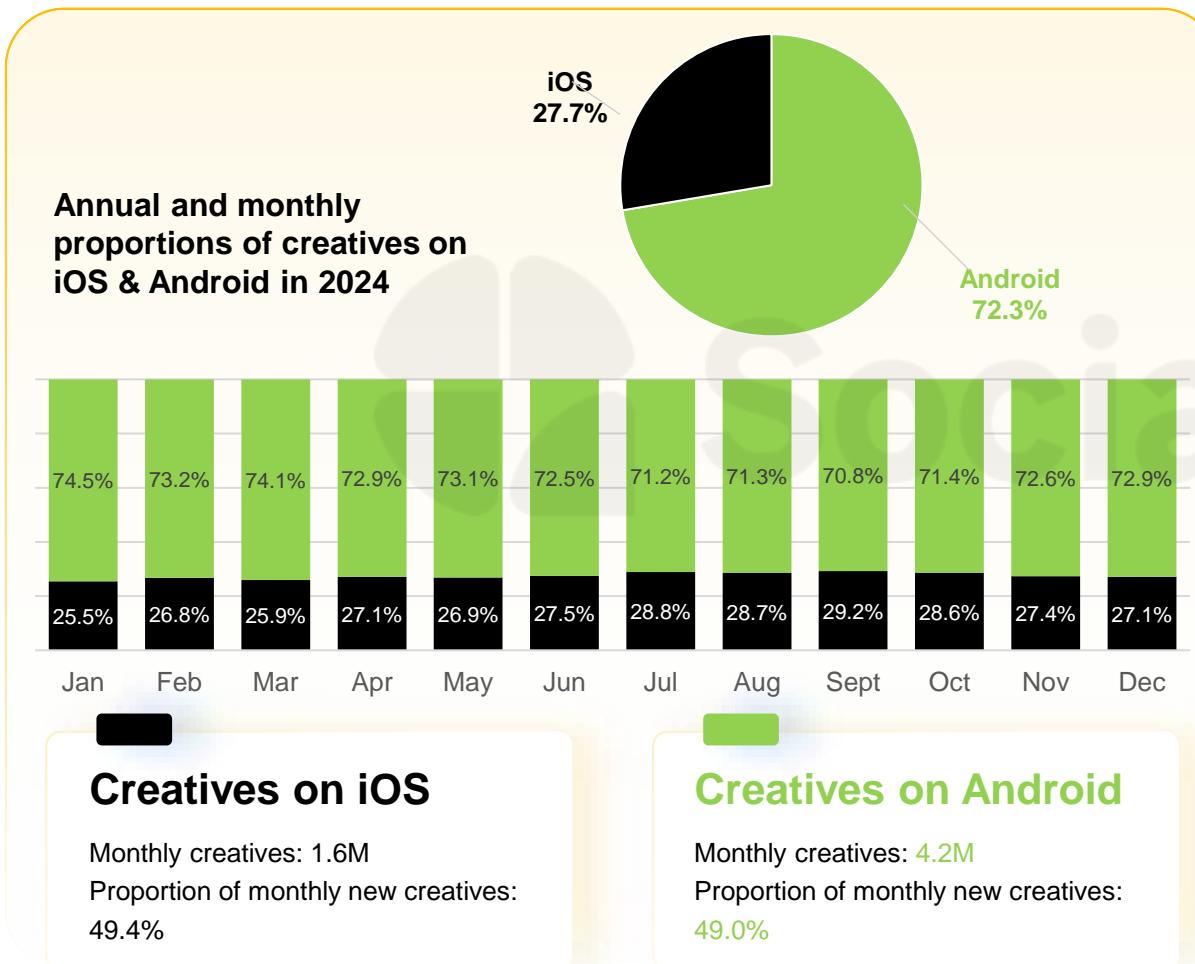
Analysis of Global Mobile Game Advertisers on iOS & Android

There was an increasingly smaller proportion of iOS advertisers, less than 26% in 2024. But monthly advertisers with new creatives accounted for 70% on iOS, nearly 20% higher than that on Android.



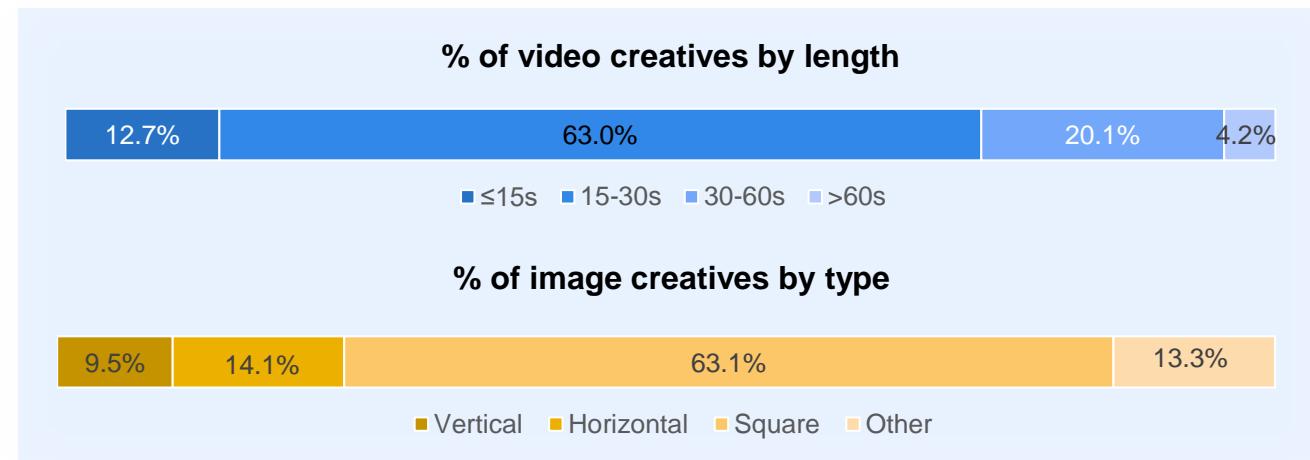
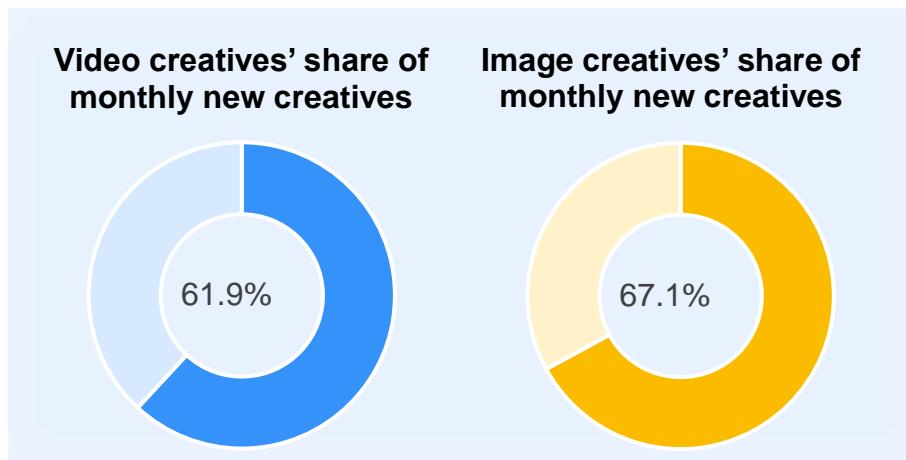
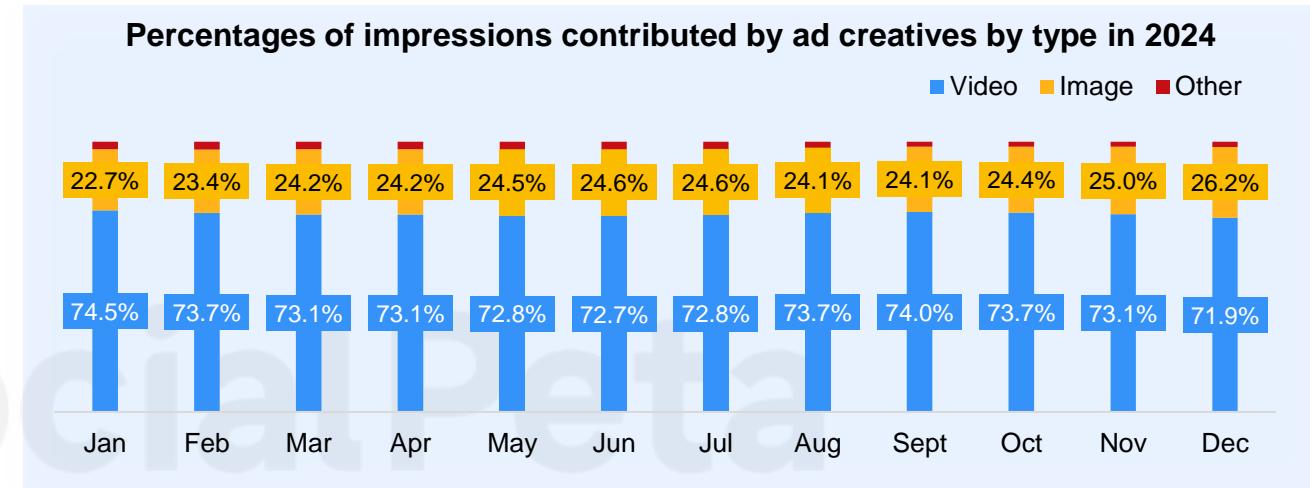
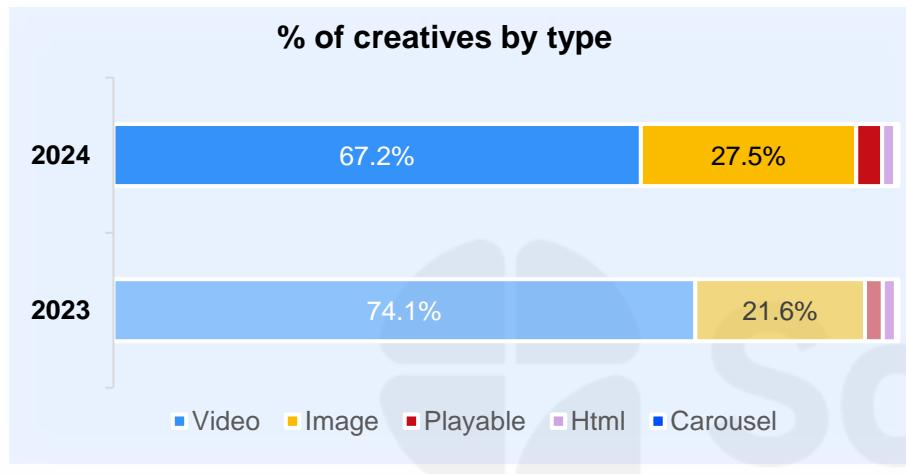
Analysis of Global Mobile Game Creatives on iOS & Android

72.3% of total creatives were from Android, among which casual game creatives contributed over 83% of the creatives on Android. Monthly new creatives accounted for about 49% on both iOS and Android.



Advertising Analysis of Global Mobile Game Creatives by Type

Video creatives declined by 6.9% compared with last year. Image creatives' share of monthly new creatives was 5.2% higher than video creatives.



02

Lists of Top Global Mobile Games

Top 30 Global Mobile Games by In-app Revenue in 2024

1		Royal Match	Dream Games	Match-3	11		Gardenscapes	Playrix	Match-3	21		Call of Duty: Mobile	Level Infinite	Shooter
2		Roblox	Roblox	Sandbox	12		PUBG MOBILE	Level Infinite	Shooter	22		Homescapes	Playrix	Match-3
3		Last War: Survival	First Fun	SLG	13		Lineage M	NCSOFT	MMO	23		Fishdom	Playrix	Match-3
4		Candy Crush Saga	King	Match-3	14		Honkai: Star Rail	COGNOSPHERE	RPG	24		Fate/Grand Order	Komoe	RPG
5		MONOPOLY GO!	Scopely	Party	15		モンスターストライク	XFLAG	RPG	25		Free Fire	Garena	Shooter
6		Whiteout Survival	Century Games	SLG	16		Clash of Clans	Supercell	SLG	26		Evony	Top Games	SLG
7		Coin Master	Moon Active	Party	17		Township	Playrix	SIM	27		던전앤파이터 모바일	NEXON	Action
8		Brawl Stars	Supercell	Action	18		Genshin Impact	COGNOSPHERE	RPG	28		Toon Blast	Peak	Casual
9		Honor of Kings	Level Infinite	MOBA	19		Legend of Mushroom	Joy Nice Games	RPG	29		ウマ娘 プリティーダービー	Cygames	SIM
10		Pokémon GO	Niantic	RPG	20		eFootball 2024	KONAMI	Sports	30		DRAGON BALL Z DOKKAN BATTLE	BANDAI NAMCO	RPG

Source: SocialPeta - APP Intelligence; the revenue list is based on the in-app revenue in Google Play & App Store, excluding any data from China's mainland or any third-party Android platforms, also excluding any third-party advertising revenue. Date Range: Jan - Dec 2024

Top 30 Global Mobile Games by Downloads in 2024

1	 Free Fire Garena	Shooter	11	 Candy Crush Saga King	Match-3	21	 Screw Puzzle: Nuts & Bolts iKame	Puzzle
2	 Roblox Roblox	Sandbox	12	 8 Ball Pool Miniclip	Sports	22	 My Talking Angela 2 Outfit7	SIM
3	 Subway Surfers Sybo	Action	13	 Build A Queen Supersonic	Casual	23	 Football League™ 2024 MOBILE SOCCER	Sports
4	 Block Blast! Hungry Studio	Puzzle	14	 Brawl Stars Supercell	Action	24	 Going Balls Supersonic	Casual
5	 Pizza Ready Supercell	Casual	15	 PUBG MOBILE Level Infinite	Shooter	25	 Traffic Rider Skgames	Racing
6	 Ludo King Gametion	Board	16	 Wood Nuts & Bolts Puzzle OneSoft	Puzzle	26	 Magic Tiles 3 Amanotes	Music
7	 Squad Busters Supercell	Action	17	 My Talking Tom Friends Outfit7	SLG	27	 Car Race iKame	Racing
8	 Offline Games JindoBlu	Puzzle	18	 EA SPORTS FC™ MOBILE 24 SOCCER Electronic Arts	Sports	28	 My Perfect Hotel SayGames	Casual
9	 Royal Match Dream Games	Match-3	19	 Race Master Beresnev Games	Racing	29	 Subway Princess Runner Ivy	Action
10	 My Talking Tom 2 Outfit7	SIM	20	 Honor of Kings Level Infinite	Action	30	 Stumble Guys Scopely	Party

Source: SocialPeta - APP Intelligence; the downloads list is based on the downloads in Google Play & App Store, excluding any data from China's mainland or any third-party Android platform. Date Range: Jan - Dec 2024

Top 30 Global Mobile Games by Advertising in 2024 on iOS

1	 RummyCircle Play Games24x7	Card	11	 Last War: Survival FUNFLY PTE. LTD.	SLG	21	 Mafia City Phantix Games	SLG
2	 MONOPOLY GO! Scopely	Party	12	 Legend of Mushroom Joy Nice Games	RPG	22	 Bingo Drive Gliding Deer	Casino
3	 Pesta Ludo Cavaco Broka	Board	13	 Ancient Seal: The Exorcist Xsuper Gamer	MMO	23	 Evony Top Games	SLG
4	 Draconia Saga SugarFun Game	MMO	14	 Braindom Matchingham Games	Casual	24	 BangBang Survivor SPGAME	SLG
5	 Bloc Hungry Studio	Puzzle	15	 Fishing Master ARK GAME	SIM	25	 仙劍奇俠傳: 新的開始 Gamezaaa	MMO
6	 マジックカード Glaciers Game	RPG	16	 Block Puzzle Block Puzzle Jewel Games	Puzzle	26	 Frost & Flame: King of Avalon FunPlus	SLG
7	 AFK Journey FARLIGHT	RPG	17	 Whiteout Survival Century Games	SLG	27	 Wuthering Waves HK KURO GAMES LIMITED	Action
8	 新武侠大明星 CloudOcean Star	RPG	18	 Play Rummy Passion Cash Games Passion Gaming	Card	28	 主公、走れ! Glaciers Game	RPG
9	 Brain Teaser Guru montgame	Puzzle	19	 異世界奇妙生活 ESTARGAMES	RPG	29	 Rent Please! Landlord Sim Shimmer Games	SIM
10	 The Grand Mafia Phantix Games	SLG	20	 Traffic Puzzle Huuuge Games	Casual	30	 超能世界 Glaciers Game	RPG

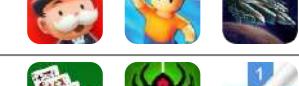
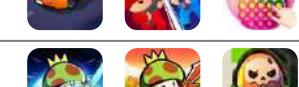
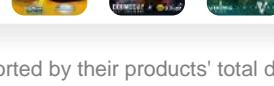
Source: SocialPeta - APP Intelligence, Advertiser Analysis; advertisers are sorted (from high to low) by the numbers of their deduplicated creatives within the date range. Date Range: Jan - Dec 2024

Top 30 Global Mobile Games by Advertising in 2024 on Android

1		Jewel Abyss	Puzzle	11		Doomsday	IGG	SLG	21		AFK Journey	RPG
2		The Grand Mafia	SLG	12		Cash Tornado™ Slots	Zeroo Gravity Games	Casino	22		Candy Crush Saga	Puzzle
3		Block Blast!	Puzzle	13		Seat Away	Rollic Games	Casual	23		Jigsawscapes®	Puzzle
4		MONOPOLY GO!	Party	14		Whiteout Survival	Century Games	SLG	24		Sky Utopia	MMO
5		Twisted Tangle	Casual	15		Fishing Game Zone	Homeland Interactive	Casino	25		Capybara Go!	RPG
6		Mafia City	SLG	16		Epic Heroes	Glaciers Game	RPG	26		Realm of Mystery	SLG
7		Titan War	RPG	17		マジックカード	Glaciers Game	RPG	27		Epic War	RPG
8		Word Search Block Puzzle Game	Word	18		Vita Mahjong	Vita Studio	Board	28		Bus Jam	Casual
9		Braindom	Casual	19		Ancient Seal: The Exorcist	Xsuper Gamer	MMO	29		BangBang Survivor	SLG
10		Lords Mobile	SLG	20		Last War: Survival	First Fun	SLG	30		Build Master	SIM

Source: SocialPeta - APP Intelligence, Advertiser Analysis; advertisers are sorted (from high to low) by the numbers of their deduplicated creatives within the date range. Date Range: Jan - Dec 2024

Top 20 Global Mobile Game Companies by Advertising in 2024

#	Company Name	Number of Advertised Products	Mainly Advertised Products	#	Company Name	Number of Advertised Products	Mainly Advertised Products
1	Glaciers Game	62		11	Level Infinite (Tencent)	34	
2	Rollic Games	171		12	Learnings	39	
3	Phantix Games	13		13	Hungry Studio	5	
4	Homa	79		14	VOODOO	237	
5	Dreamstar Network	60		15	AZUR GAMES	236	
6	FunPlus	33		16	Scopely	34	
7	OneSoft	24		17	Aged Studio	47	
8	Guru Game	34		18	SayGames	149	
9	BoleGaming	28		19	Joy Nice Games	16	
10	IGG	26		20	37Games	18	

Source: SocialPeta – Advertising Intelligence – Company Analysis; companies are sorted by their products' total deduplicated creatives from high to low.
Each game is counted as a product. Date Range: Jan - Dec 2024

03

Marketing Analysis of Mobile Games in Top Regions

Marketing Analysis in the USA

Among all the regions, only USA advertisers declined YoY among all regions. Casual games contributed over 35% of ad creatives. The USA list was dominated by collections of mini games and mobile versions of client games.

Mobile game advertisers in USA in 2024

91.7K **-7.1%**
YoY Change

Mobile game creatives in USA in 2024

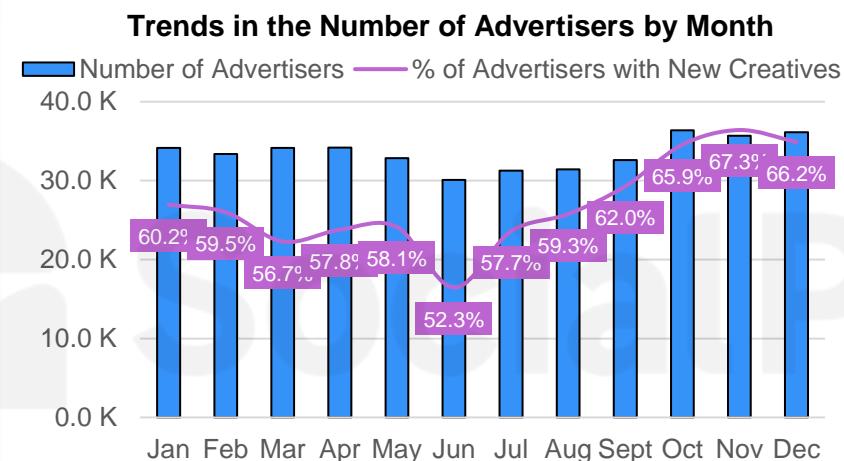
15.6M **+2.0%**
YoY Change

■ iOS ■ Android

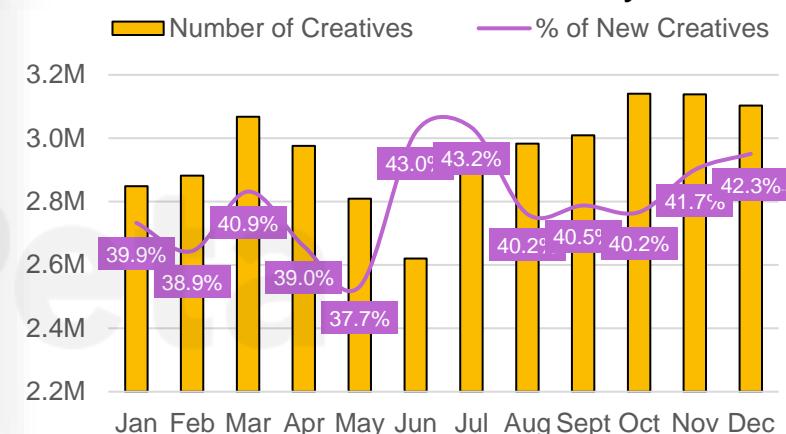


Advertisers

Ad creatives



Trends in the Number of Creatives by Month



Top games by advertising



Twisted Tangle



Braindom



The Grand Mafia

Hyper-casual

Puzzle Casual

Mafia SLG

Popular new games



Mini Games



Royal Kingdom



My Supermarket
Simulator 3D

Collection of
Mini Games

Match-3

Realistic
Simulator

Marketing Analysis in Japan

There was a surge in IP-based games, including games adapted from anime and console games, and sequels to ACGN games. They were all well received. Nearly 60% of the advertisers released new ad creatives. Affected by the mobile devices in Japan, 30% of the ad creatives were released by iOS advertisers.

Mobile game advertisers in Japan in 2024

36.6K **+6.4%**
YoY Change

Mobile game creatives in Japan in 2024

5.5M **+5.8%**
YoY Change

■ iOS ■ Android

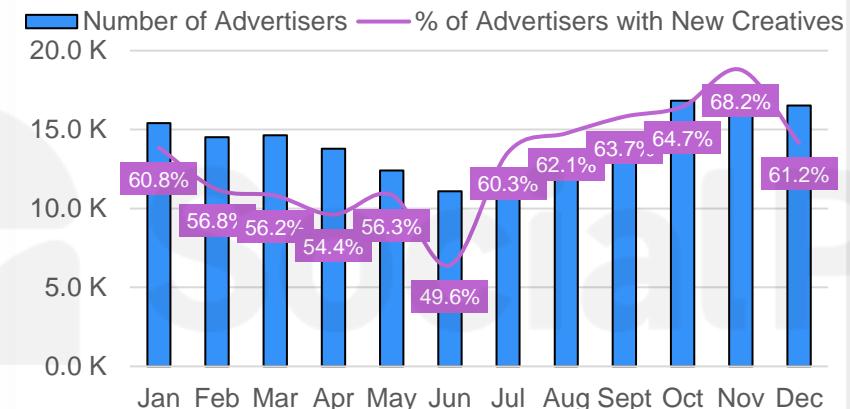


Advertisers

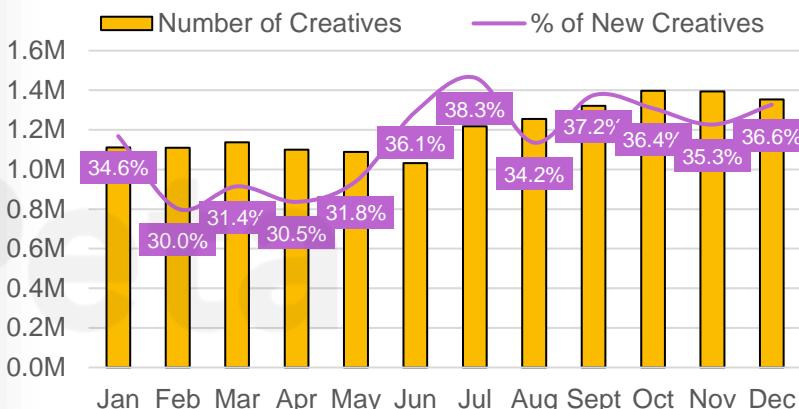


Ad creatives

Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



マジックカード



Alice's Dream



"The Three
Kingdoms" Card

Puzzle Casual

Matching

主公、走れ!

Popular new games



ゼンレスゾーンゼロ



Pokémon TCG Pocket



学園アイドルマスター

ARPG & ACGN

IP & Card

IP & ACGN

Marketing Analysis in South Korea

MMO games from established franchises dominated ad creatives, while the share of creatives by genre grew, driven by light SLG mini-games.

As competition in the industry intensifies, nearly 60% of advertisers are releasing new creatives monthly.

Mobile game advertisers in South Korea in 2024

34.3K **+3.9%**
YoY Change

Mobile game creatives in South Korea in 2024

5.3M **+1.9%**
YoY Change

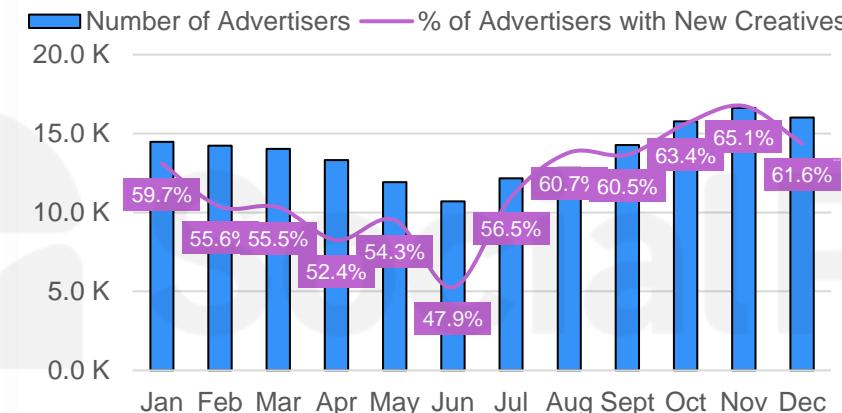
■ iOS ■ Android



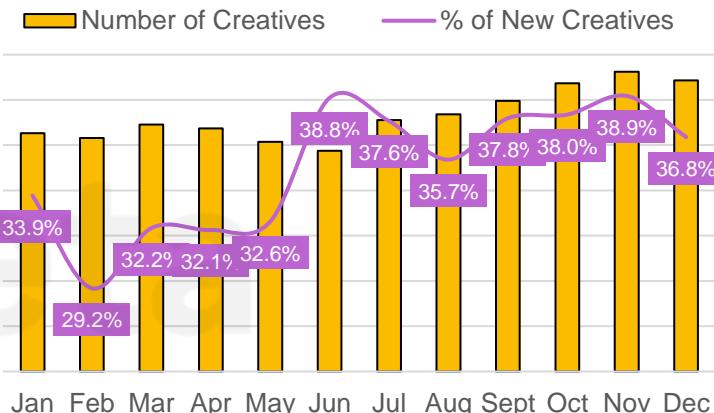
Advertisers

Ad creatives

Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



주공을 지켜라



Realm of Mystery



하어로 클래시 :
그림자 트릭

**"The Three
Kingdoms" Card**

SLG

Card RPG

Popular new games



나 혼자만 레벨업 :
어라이즈



트리 오브 세이비어 :
네버랜드



운빨존 많겜

ARPG & ACGN

MMO

SLG & Tower Defense

Marketing Analysis in Hong Kong, Macau, and Taiwan

There was a steady increase of advertisers and creatives. It was obvious that wuxia games and light gameplays were gaining popularity.

Thanks to AI technology, high-quality ad creatives were produced quickly and in large volumes. New creatives accounted for nearly 40%.

Mobile game advertisers in Hong Kong, Macau, and Taiwan in 2024

38.6K **+2.9%**
YoY Change

Mobile game creatives in Hong Kong, Macau, and Taiwan in 2024

8.0M **+2.6%**
YoY Change

■ iOS ■ Android

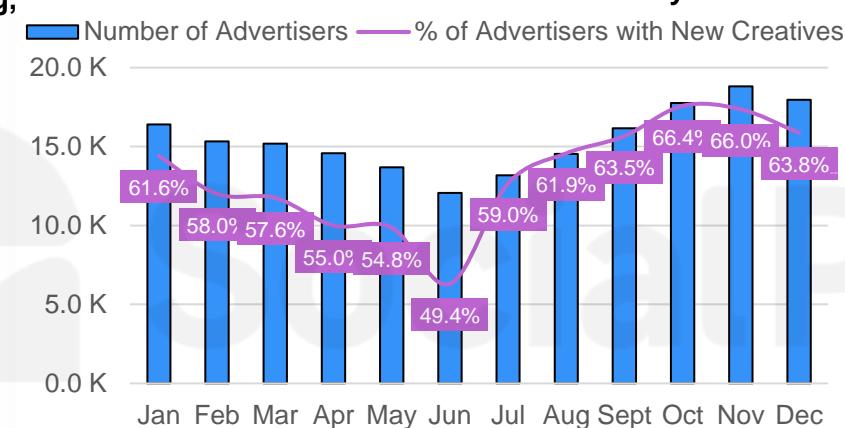


Advertisers

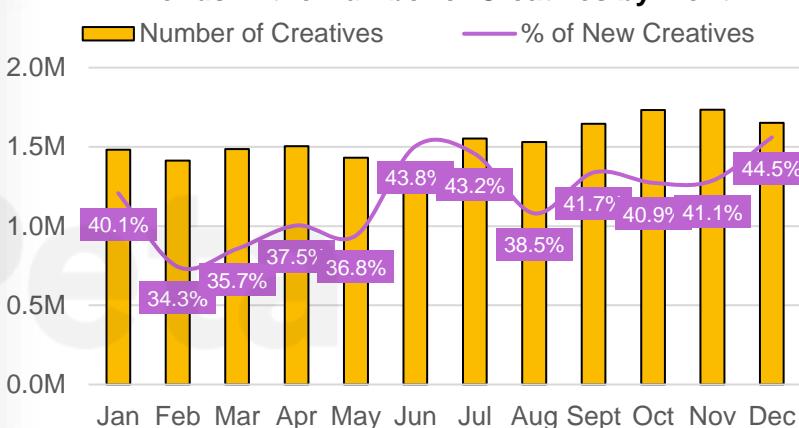


Ad creatives

Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



Brain Teaser Guru



新武俠大明星



歡樂大東家

Puzzle

Idle Rogue

Business Simulation

Popular new games



向殭屍開炮



逆水寒



三國雲夢錄

SLG & Tower-Defense

MMO

MMO

Marketing Analysis in Europe

The number of advertisers peaked in March, June, and November, with a high of 34K advertisers in a single month. Casual game advertisers made up only 29.3%, the lowest share across all regions.

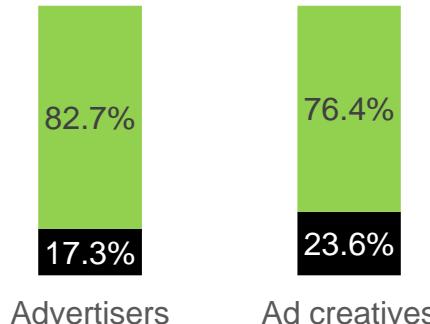
Mobile game advertisers in Europe in 2024

116.7K +24.2%
YoY Change

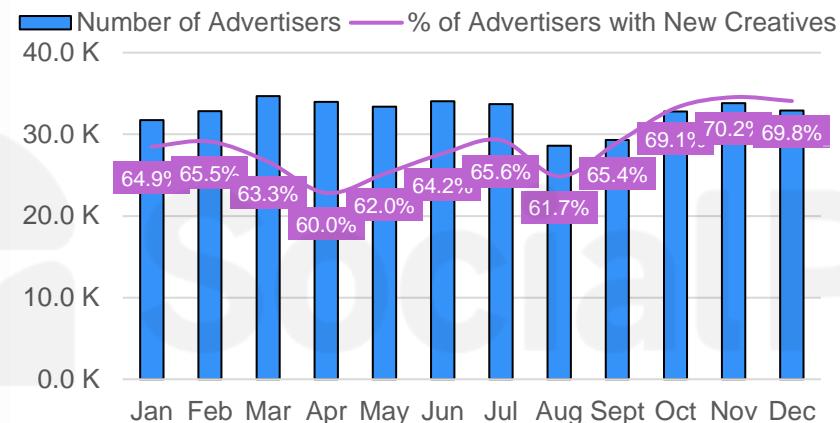
Mobile game creatives in Europe in 2024

17.6M +18.1%
YoY Change

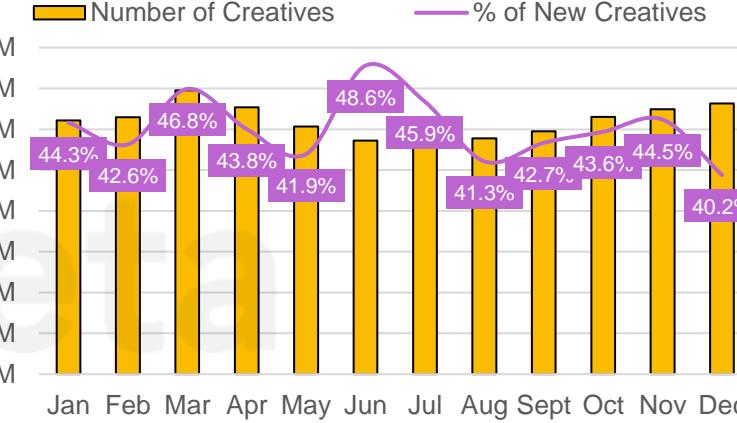
■ iOS ■ Android



Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



The Grand Mafia



Titan War



Cash Tornado™ Slots

Mafia SLG

RPG

Casino

Popular new games



Find The Cat



CookieRun



All in Hole

Hidden Object
Puzzle

IP & action

Hyper-casual

Marketing Analysis in Southeast Asia

The number of mobile game advertisers surged by 40% which was much greater than the average growth of global market. Among these, casino game advertisers accounted for nearly 20%, only second to casual games.

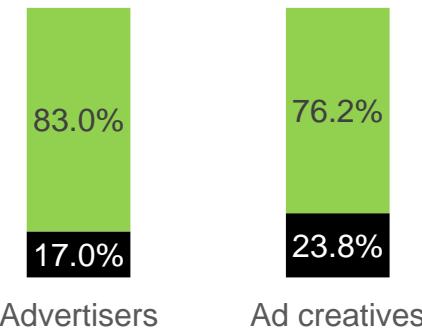
Mobile game advertisers in Southeast Asia in 2024

82.4K **+41.8%**
YoY Change

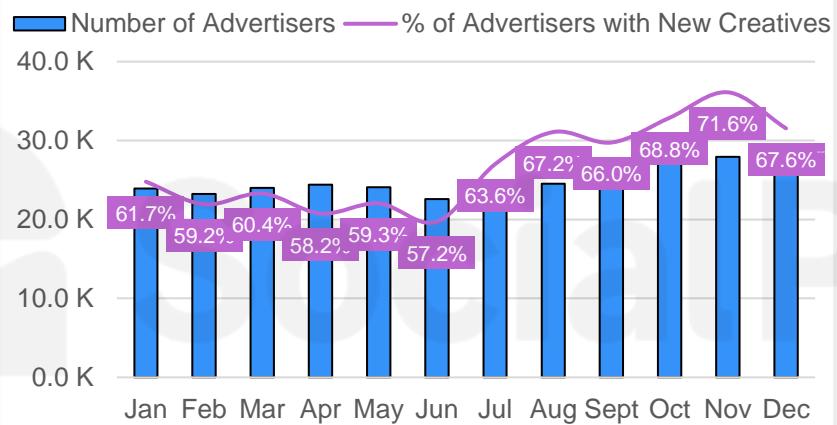
Mobile game creatives in Southeast Asia in 2024

12.7M **+10.4%**
YoY Change

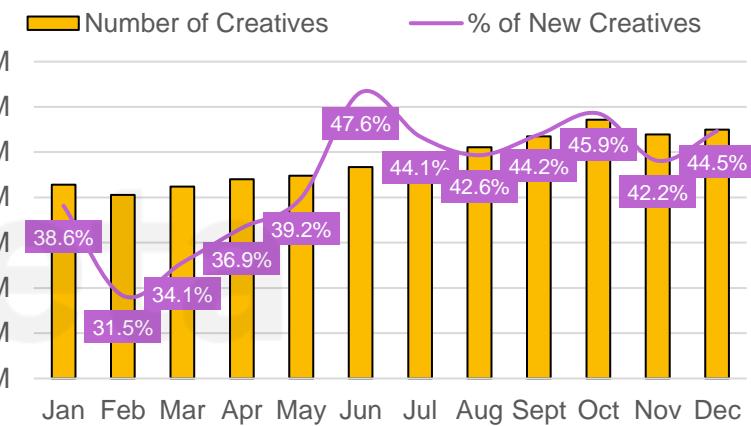
■ iOS ■ Android



Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



Draconia Saga



Braindom:



Pesta Ludo

Popular new games



仙劍奇俠傳: 新的開始



王國之歌



Thiên Long Bát Bộ VNG

MMO

SLG & Tower-
Defense

MMO

Marketing Analysis in Middle East

SIM, SLG, and board games stood out the most, with several classic social board games appearing on the list in the Middle East.

There were over 15K advertisers with 1.43M creatives per month, an average of 95 ad creatives per advertiser.

Mobile game advertisers in Middle East in 2024

39.1K +1.0%

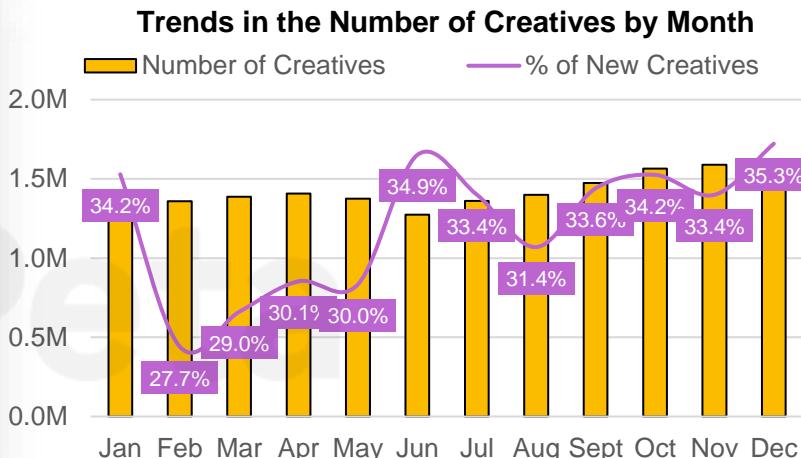
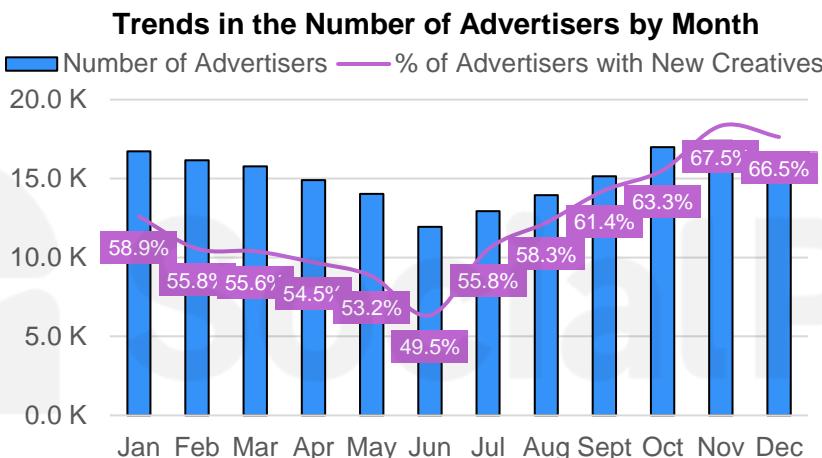
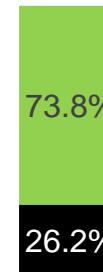
YoY Change

Mobile game creatives in Middle East in 2024

6.2M +5.1%

YoY Change

■ iOS ■ Android



Top games by advertising



Braindom



Sky Utopia



Mafia City

Mafia SLG

Popular new games



Age of Empires Mobile



Jackaroo King



Saudi Pursuit Police Car Game

SLG

Board

Car Racing Simulator

Marketing Analysis in Latin America

South America saw the highest growth rate of ad creatives among all regions. Casual, Puzzle, and RPG were the top three game genres by ad creatives.

In the region, Android led in both advertisers and ad creatives, while iOS advertisers made up just 14%.

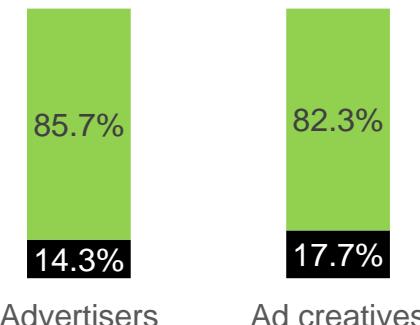
Mobile game advertisers in Latin America in 2024

77.9K **+6.2%**
YoY Change

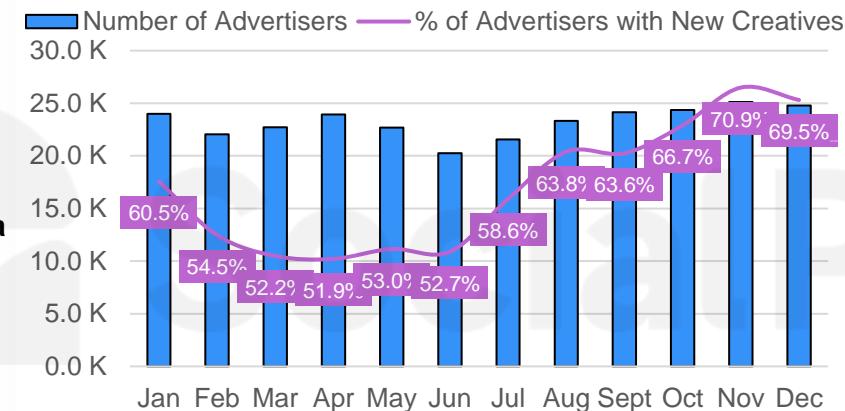
Mobile game creatives in Latin America in 2024

10.3M **+35.5%**
YoY Change

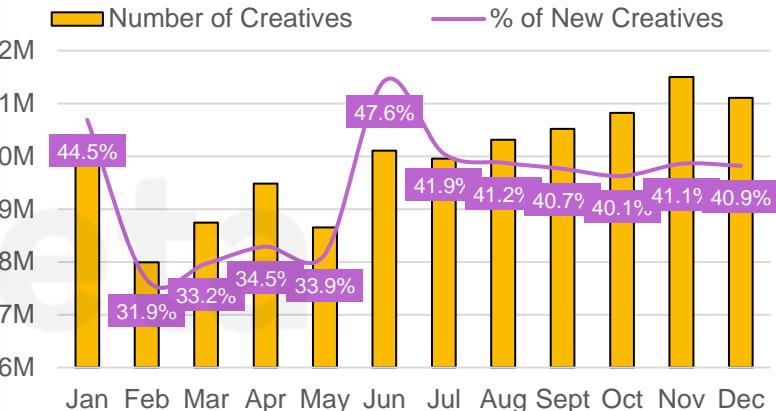
■ iOS ■ Android



Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



Honor of Kings



Twisted Tangle



Doomsday

MOBA

Hyper-casual

SLG

Popular new games



Porca Parafuso
Madeira Puzzle



Horror Sprankly Beats



NIGHT CROWS

Puzzle Casual

Horror Music Game

MMO

04

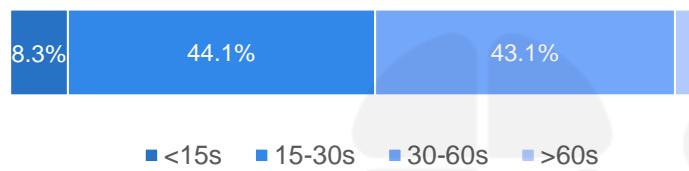
Marketing Analysis of Different Popular Game Genres



Marketing Analysis of Mobile SLGs

SLGs have long been a key genre for going global, with game companies releasing more creatives for SLGs than any other genre. Of these, over 51% were new creatives. High-quality, mass-produced video creatives accounted for 77% of the total impressions.

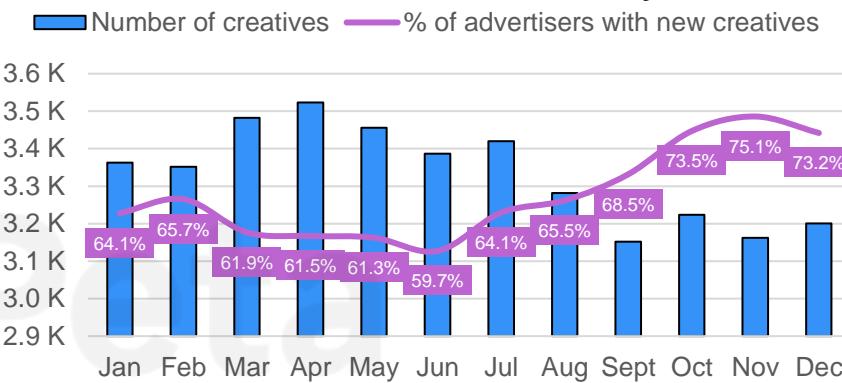
Share of SLGs' video creatives by length



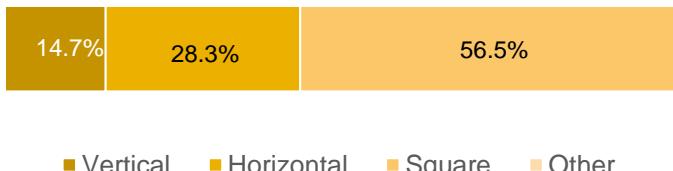
Going-global companies' share of Top 100 advertisers by advertising



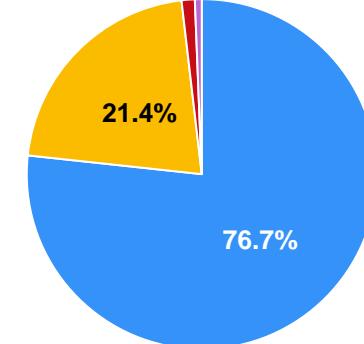
Trend in the number of advertisers by month



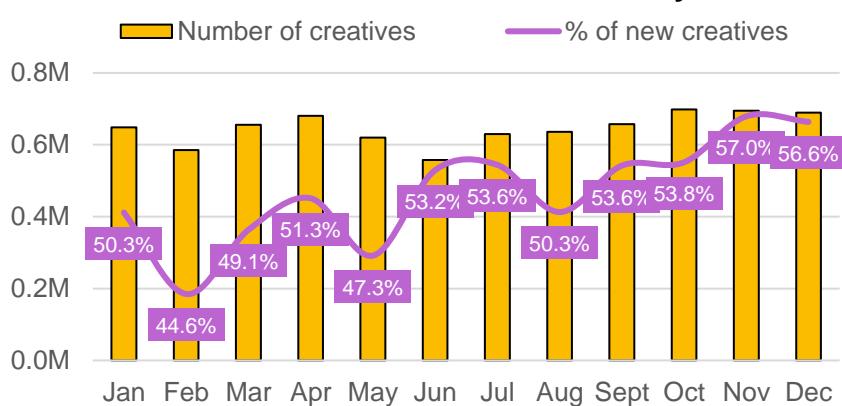
Share of SLGs' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month



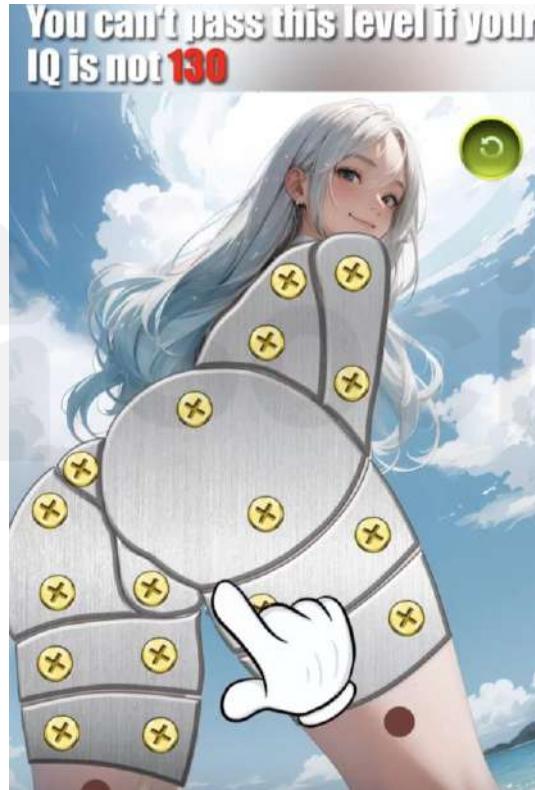
Examples of SLGs' Popular Creatives

Mini-games were still the most popular advertising strategy for SLGs, among which hitting-gates parkour and screw-pin puzzle were especially remarkable.

Click the image to play the complete creative



Number growth mini-game



AI beauty + Screw-pin puzzle



Battles in game

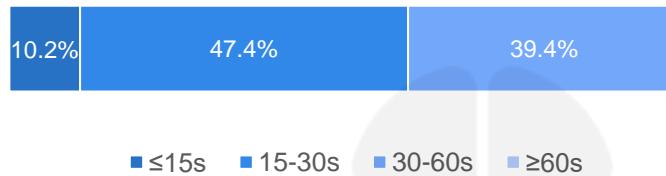


Crisis solving + industry upgrading

Marketing Analysis of Mobile RPGs

Companies that release going-global games dominate the RPG genre. The number of advertisers with new creatives was increasing in fluctuation. Of all RPGs, MMO games and ACGN games gained the most popularity. Video creatives below 30s in length were more popular among players.

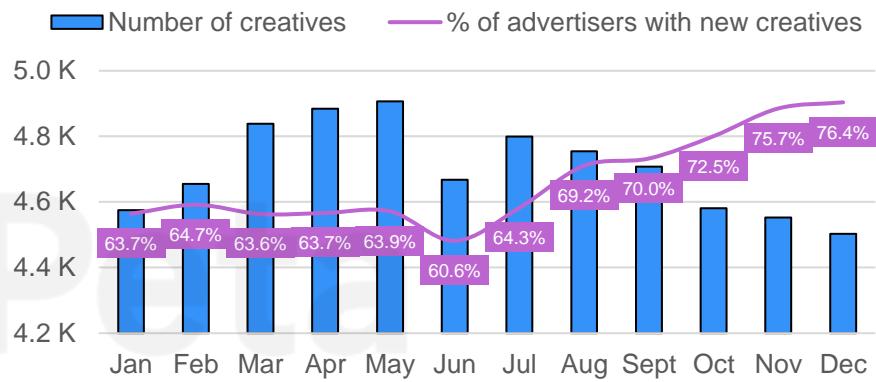
Share of RPGs' video creatives by length



Going-global companies' share of Top 100 advertisers by advertising



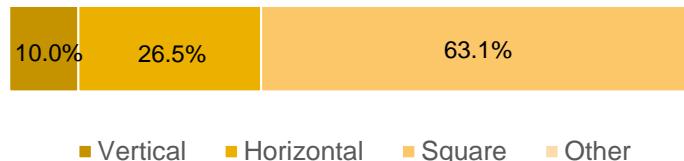
Trend in the number of advertisers by month



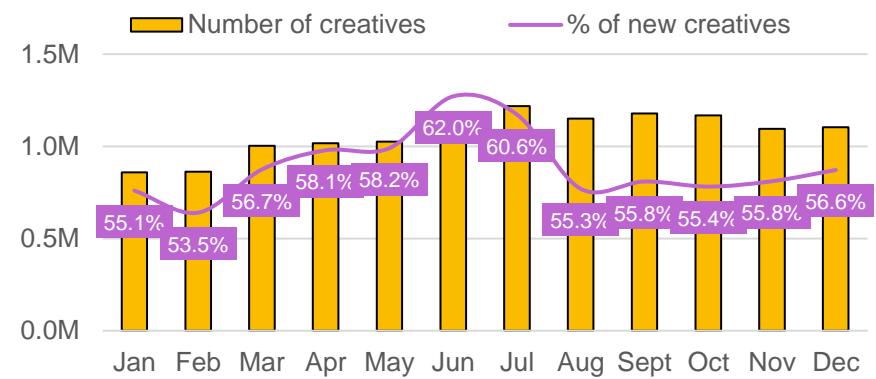
Proportions of impressions from creatives by type



Share of RPGs' image creatives by format



Trend in the number of ad creatives by month



Examples of RPGs' Popular Creatives

Thanks to the development of text-to-video generation technology, there was a significant growth in the proportions of AI-generated video creatives for game genres including magic, fantasy, and urban.

Click the image to play the complete creative



Lots of AI beauties



Apology-like promotion



Lots of free items



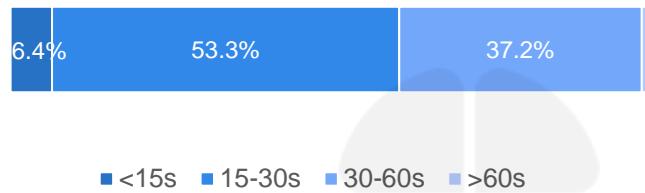
Local celebrity endorsement

Marketing Analysis of Puzzle Mobile Games

Video creatives contributed about 81% of impressions, and 60% of video creatives were less than 30 seconds in length.

Puzzle game advertisers and creatives peaked in April and December, respectively.

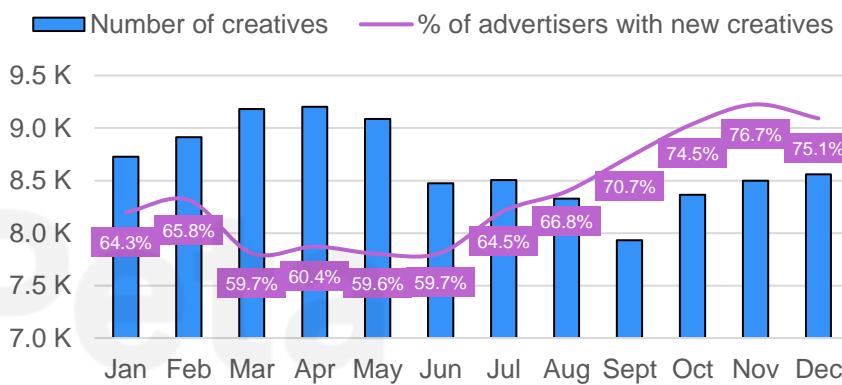
Share of puzzle games' video creatives by length



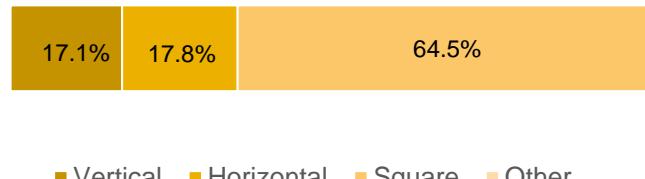
Going-global companies' share of Top 100 advertisers by advertising



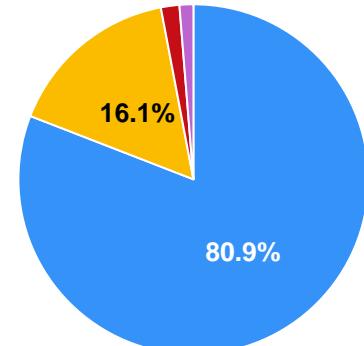
Trend in the number of advertisers by month



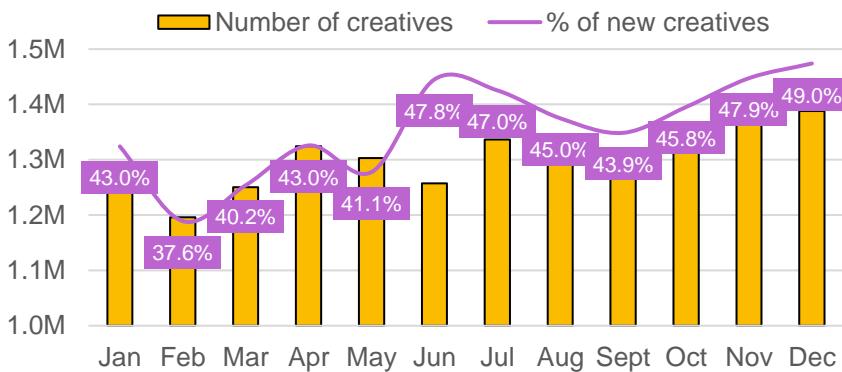
Share of puzzle games' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month



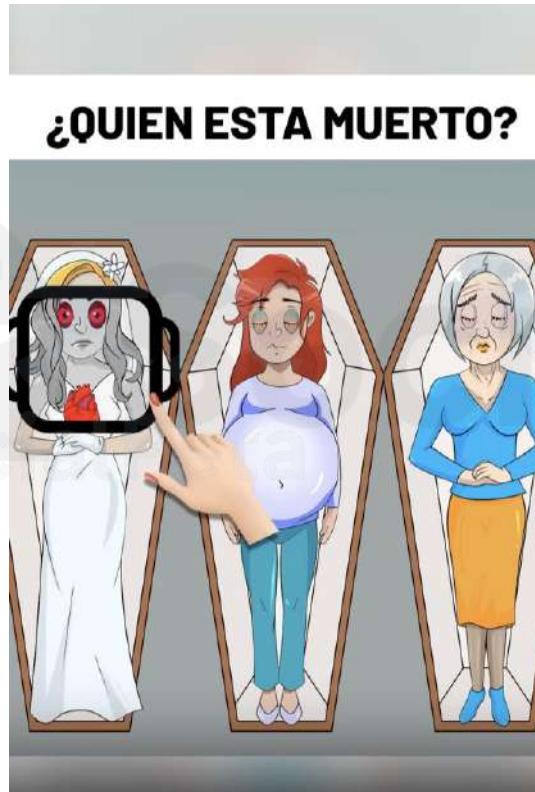
Examples of Puzzle Games' Popular Creatives

Puzzle game creatives often begin with intriguing scenarios to capture attention, while brain-teasing game creatives highlight the added value, such as memory training for middle-aged and senior audiences.

Click the image to play the complete creative



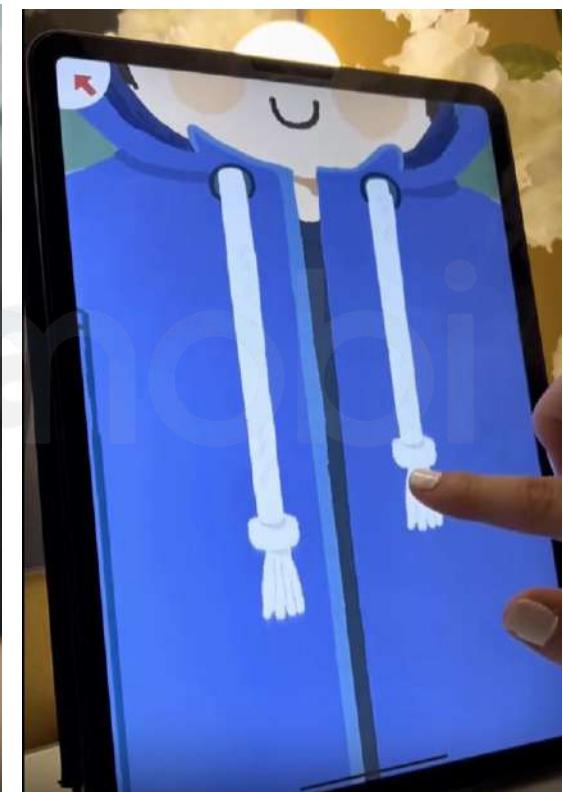
Body painting + displaying gameplays



Eye-catching novelty and riddling



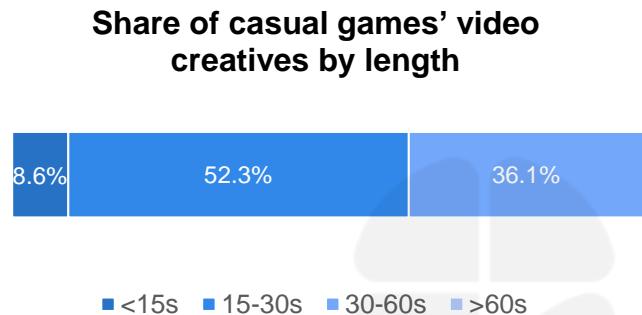
Authority endorsement



Play the game on iPad on speaker

Marketing Analysis of Casual Mobile Games

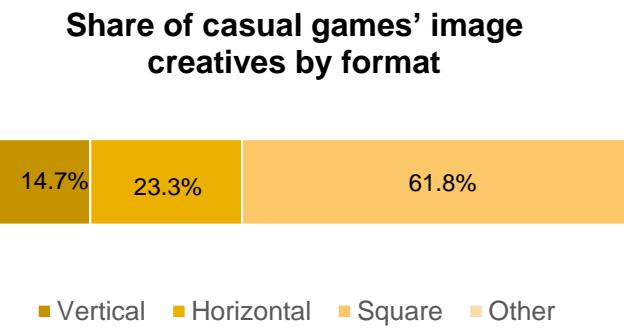
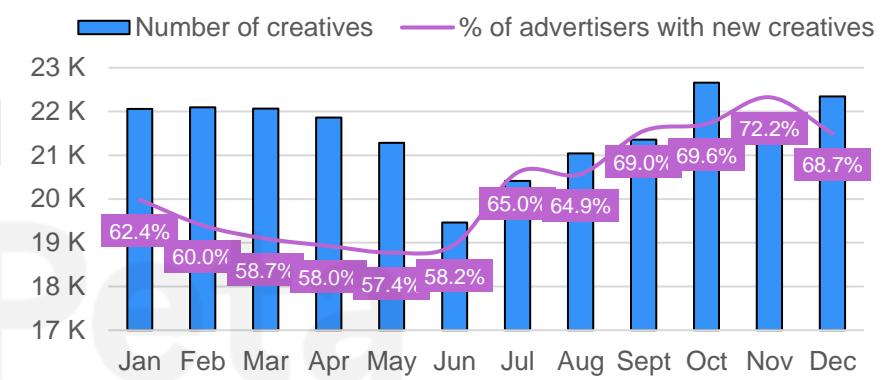
On average, 21K casual game advertisers released ad creatives each month, with 45% of them being new creatives. In addition to mid-core and hard-core mobile game advertisers, light casual game companies expanding globally have also performed well. Notably, 45 of the top 100 advertisers were global companies.



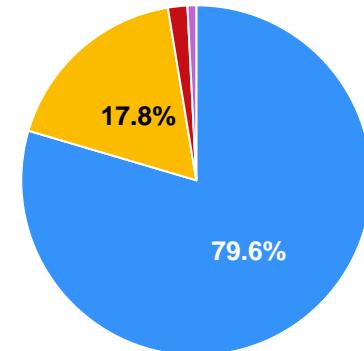
Going-global companies' share of Top 100 advertisers by advertising



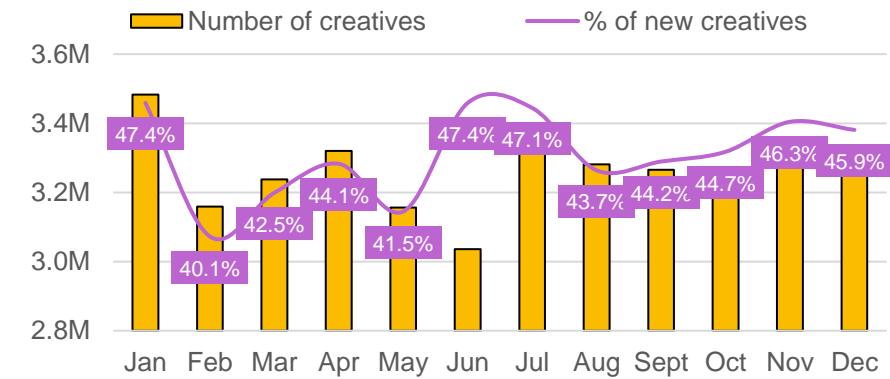
Trend in the number of advertisers by month



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month



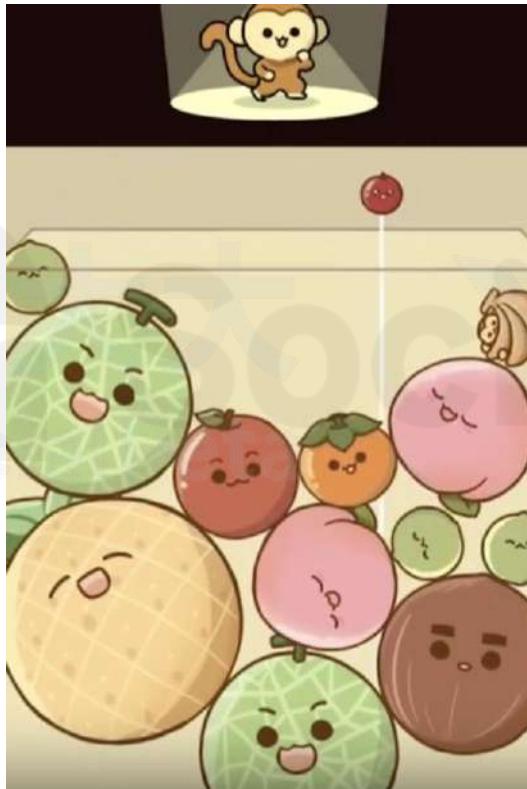
Examples of Casual Games' Popular Creatives

While mid-core and hard-core mobile games were attracting attention by using casual gameplays, hyper-casual mobile games targeted at live-action short video creatives.

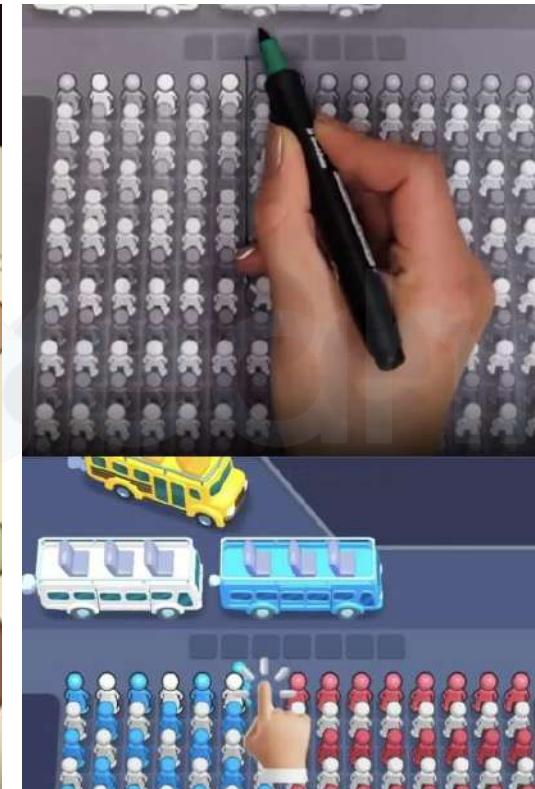
Click the image to play the complete creative



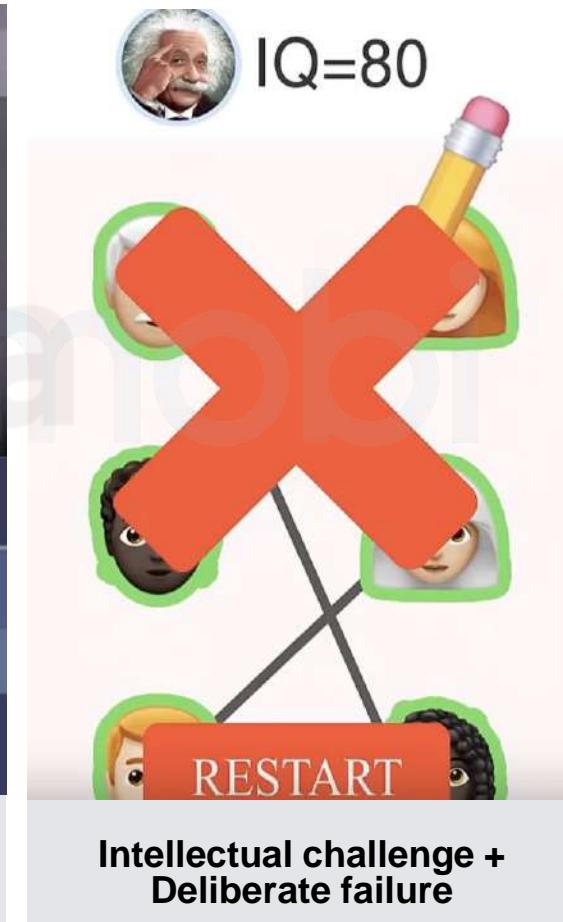
Live-action TT challenge



Hot dance of cute pets



Attractive DIY



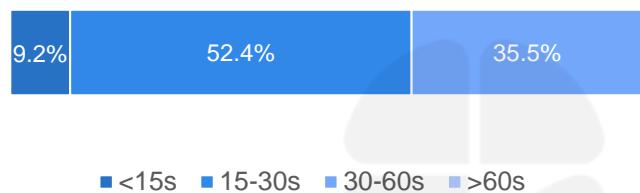
Intellectual challenge +
Deliberate failure

Marketing Analysis of SIM Mobile Games

The number of advertisers decreased in fluctuation to the lowest values in April and September, respectively.

Realistic-style simulators stood out in the market. Light idle business genre was popular in going-global mini games.

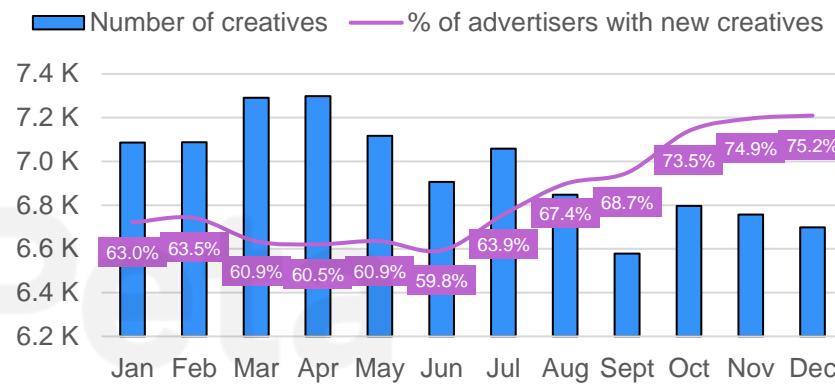
Share of SIM games' video creatives by length



Going-global companies' share of Top 100 advertisers by advertising



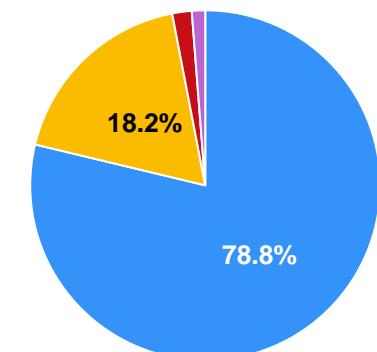
Trend in the number of advertisers by month



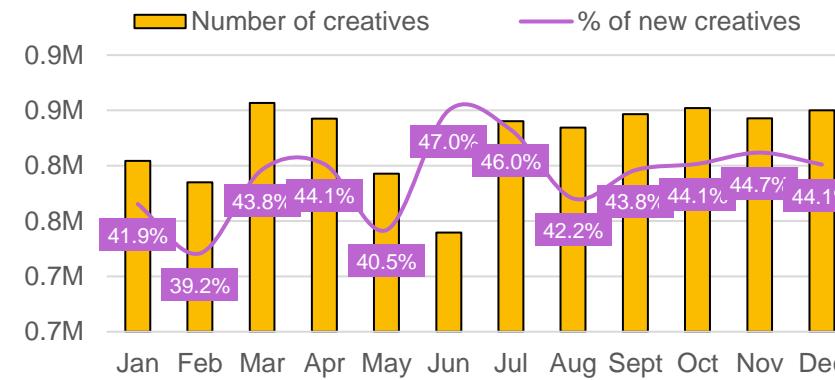
Share of SIM games' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month



Examples of SIM Games' Popular Creatives

ASMR and short drama were still the most commonly used patterns of creatives for female-oriented mobile games. This year saw many big hits of realistic style, driving the growth of live-action creatives.

Click the image to play the complete creative



Novelty ASMR



Dramatic and heartbreaking short story



Crisis solving + Deliberate failure



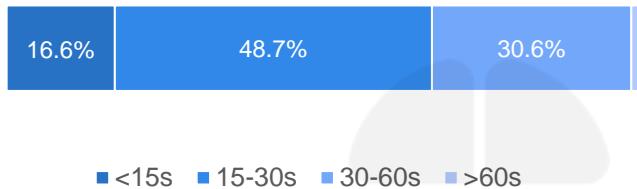
Live-action sitcom

Marketing Analysis of Casino Mobile Games

Advertisers and creatives grew rapidly in the second half of the year to peak in October.

In the second half of the year, monthly new creatives accounted for as much as 60%, with an average of 72 ad creatives per advertiser per month.

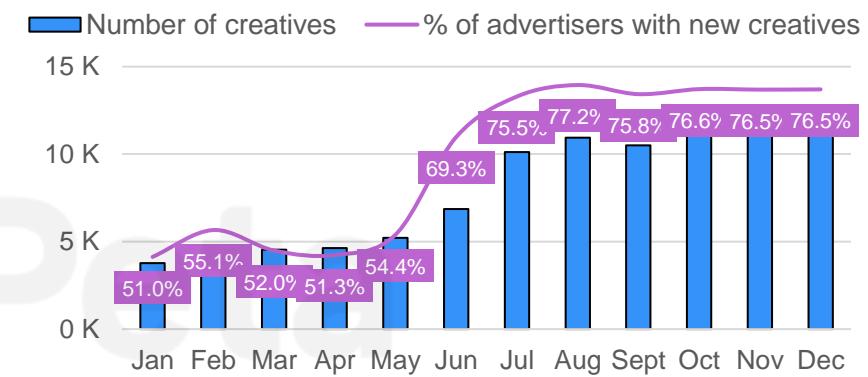
Share of casino games' video creatives by length



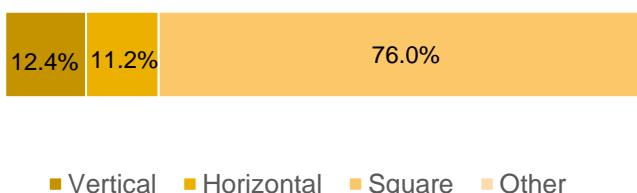
Going-global companies' share of Top 100 advertisers by advertising



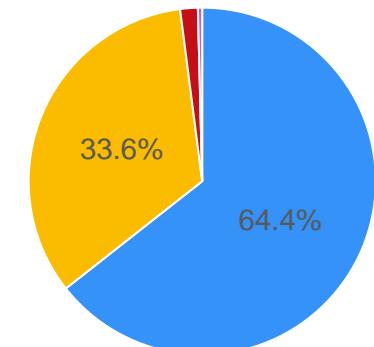
Trend in the number of advertisers by month



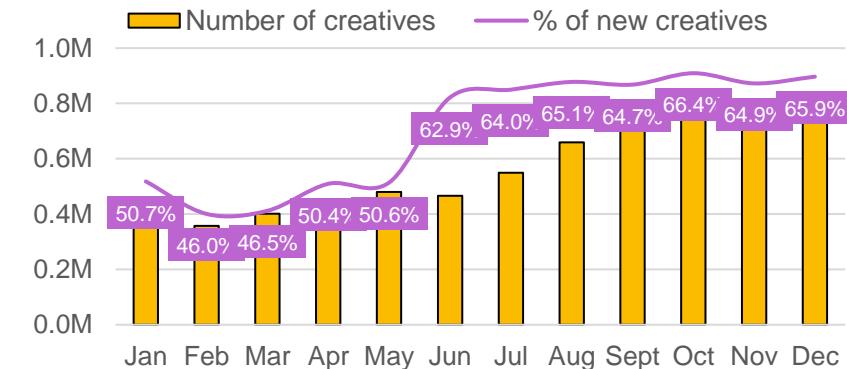
Share of casino games' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month



Examples of Casino Games' Popular Creatives

Casino game creatives often involve real people and real money in order to be more convincing. In addition, there're odd lines and controversial stories to attract people to watch the creatives.

Click the image to play the complete creative



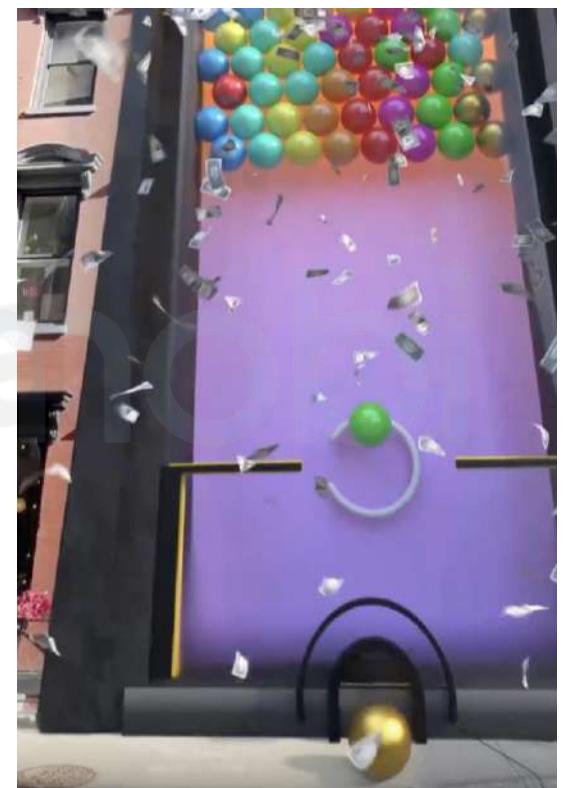
Expensive gift and
money temptation



News-like promotion



Start with unusual
remarks



Winning in SIM games

05

Marketing Analysis of Popular Mobile Games in 2024



Marketing Analysis of Popular New Games in 2024

The game was globally released on 23 October, with most of its marketing effort spent in South Korea. The game topped the South Korean list of best-selling games within 1 month since its launch.

Capybara Go!

Word Rogue Adventure Haby



Advertising Data

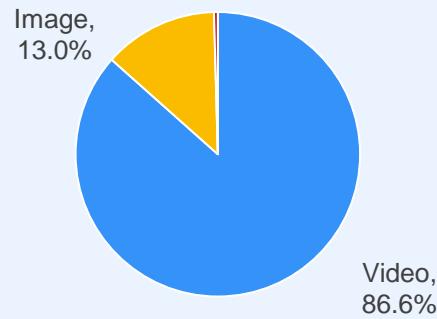
First advertising date: Aug 2024

Total deduplicated creatives: 37.5K

The game's ad creatives on iOS and Android in 2024



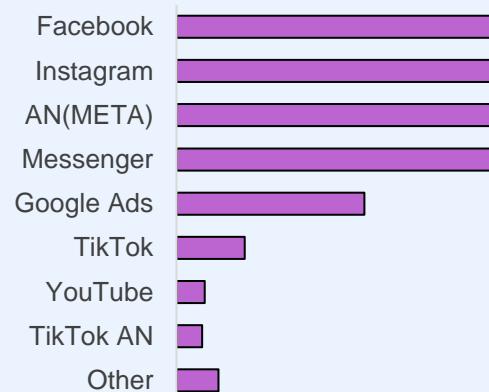
% of creatives by type



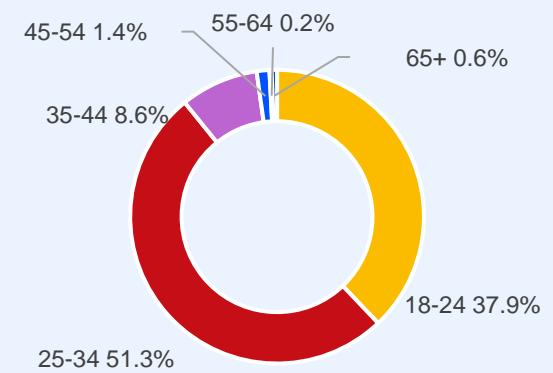
Top 10 countries/regions by advertising



Top advertising platforms



Age distribution of audience



Capybara Go!'s Excellent Active Video Creative



Released on:  TikTok

Creative Data: Portrait; 540 x 960; 28s

Features:

This creative, perfectly tailored to the audience on Tiktok. It begins with the popular [#Stomp to change scenes](#), quickly grabbing the attention of viewers in the first 3 seconds, followed by tempting game benefits. The middle and rear parts of the creative show that the character's gear changes over time, in order to attract RPG players.

1.7M

Estimated Impressions

16.6K

Likes



Click the image to play the complete creative

Capybara Go!'s Other Marketing Patterns



The game also attached great importance to the beginning part of creatives, trying to attract more attention through AI, mini-games, and simulated interviews.



AI-generated
animated
images



Mini-game



Street
interview

Marketing Analysis of Popular Puzzle Mobile Games in 2024

It's a tile-matching game that is very suitable for middle-aged and senior people. In Q4 2024, the game started gaining wide popularity and remained one of the top 5 free board games in the USA.

Vita Mahjong

Mahjong matching Vita Studio



Advertising Data

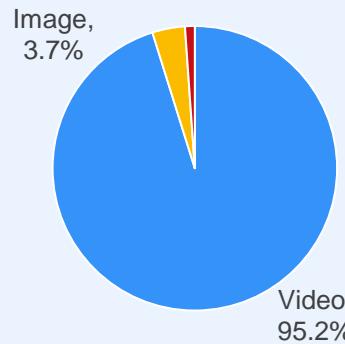
First advertising date: Dec 2023

Total deduplicated creatives: 45.1K

The game's ad creatives on iOS and Android in 2024



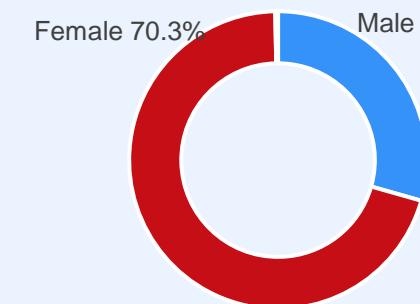
% of creatives by type



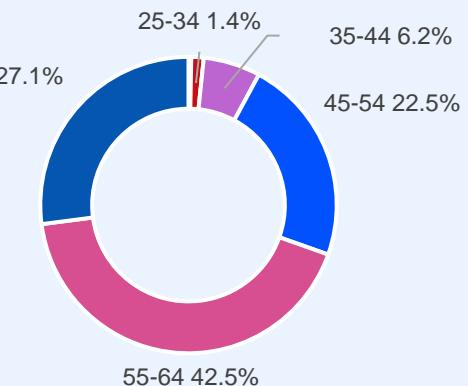
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



Vita Mahjong's Excellent Active Video Creative



Released on: Google Ads

Creative Data: Landscape; 640 x 360; 60s

Features:

The creative starts with introducing “hypnic jerk”, a common physiological phenomenon that often happens to middle-aged and senior people in sleep. Then there is a broadcast advertising by a real person as a doctor. An authority figure makes it easier to convince people to download the game.

613K

Estimated Impressions

85 days

Duration

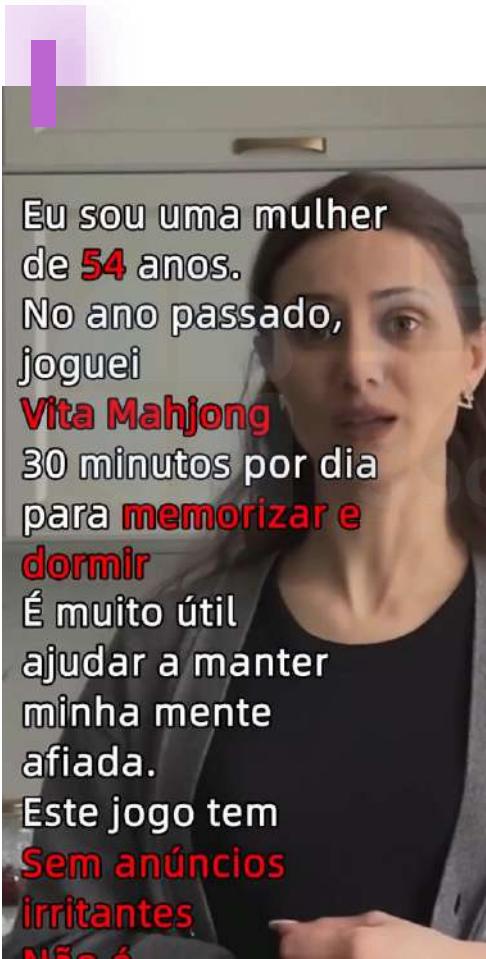


Click the image to play the complete creative

Vita Mahjong's Other Popular Video Creatives



As the game's main target audiences are middle-aged and senior people, a lot of AI-generated broadcast creatives were used by the game advertiser, as well as some hospital scenes and creatives of retro style.



AI-generated people giving game commentaries



Stories in hospital



Retro game scenes

Marketing Analysis of Popular Team RPG in 2024

Since the game was first released in app stores in 2016, it has been available for over 8 years, during which many classic mobile game creatives were produced, including tower climbing, screw puzzle, and number maze.

Hero Wars: Alliance

Team RPG Nexters

Advertising Data

First advertising date: Oct 2017

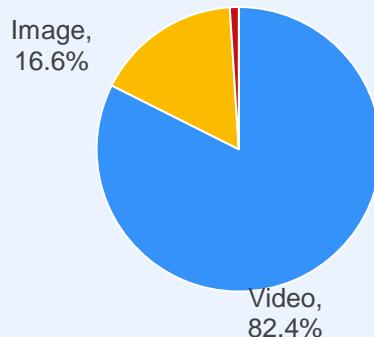
Total deduplicated creatives: 106.3K



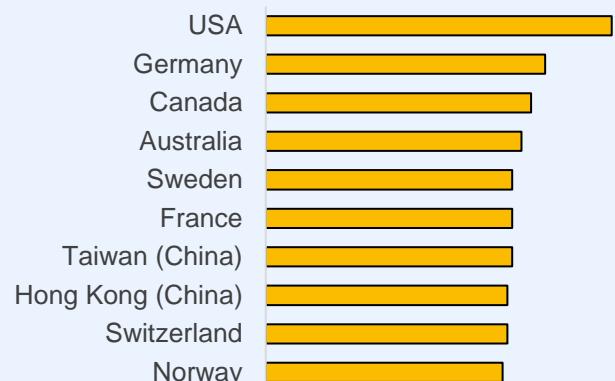
The game's ad creatives on iOS and Android in 2024



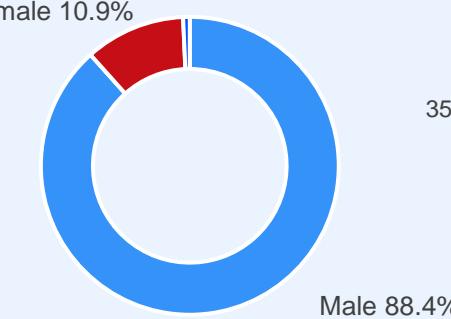
% of creatives by type



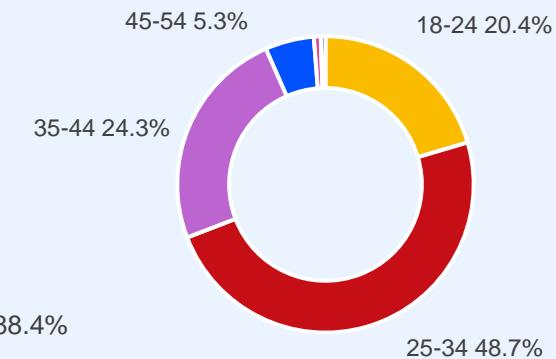
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



Hero Wars: Alliance's Excellent Active Video Creative



Released on: [facebook](#)

Creative Data: Portrait; 720 x 900; 90s

Features:

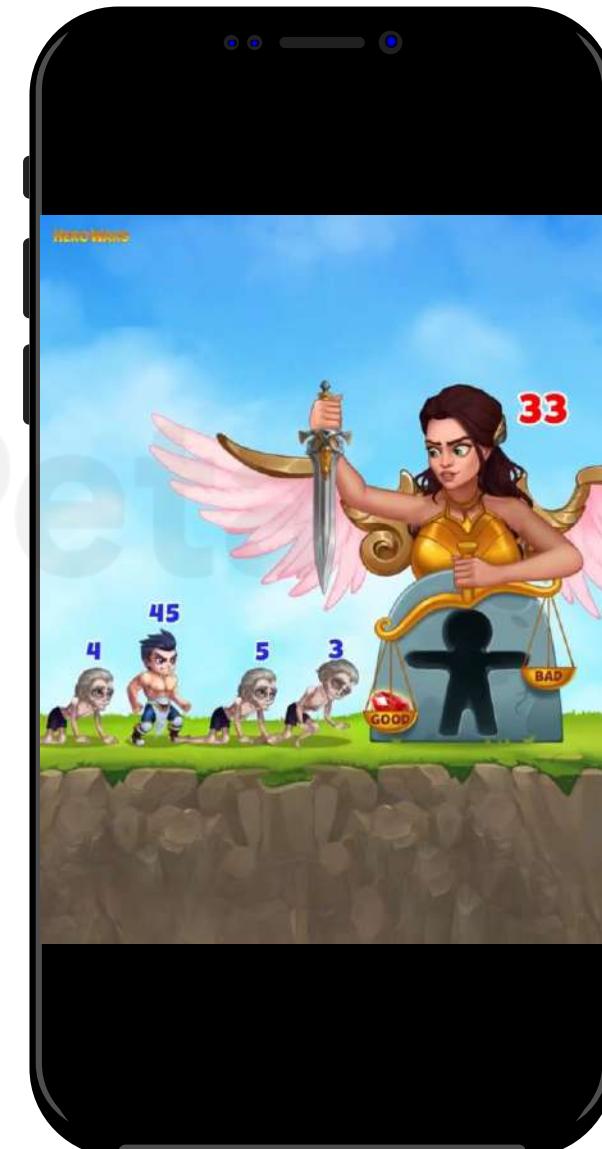
Hero Wars' video creatives are generally over 1 minute in length. The advertiser is very good at making long-form video creatives. In the first 20 seconds, there's a simple but eye-catching number comparison. The second half of the creative is about number-based exploration, battle, and collection. It's extremely appealing to players.

865K

Estimated Impressions

79 days

Duration



Click the image to play the complete creative

Hero Wars: Alliance's Other Popular Video Creatives



In addition to the highly distinctive number upgrade, many other types of ad creatives were tried this year, such as animation, live-action, mini game gameplays.



Animation
with special
characteristics



Real people
playing the
game



Mini game
marketing

Marketing Analysis of Popular Mobile SLGs in 2024

It's the highest-grossing game of all Chinese mobile games going global. Frozen world + hybrid SLG became a new gameplay for many SLGs to start with.

Whiteout Survival

Frozen apocalypse SLG Century Games

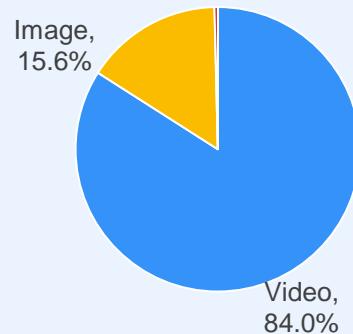
Advertising Data

First advertising date: Nov 2022

Total deduplicated creatives: 86.2K



% of creatives by type



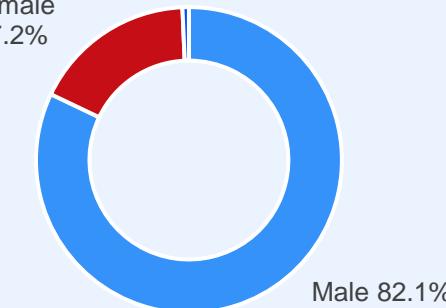
Top 10 countries/regions by advertising



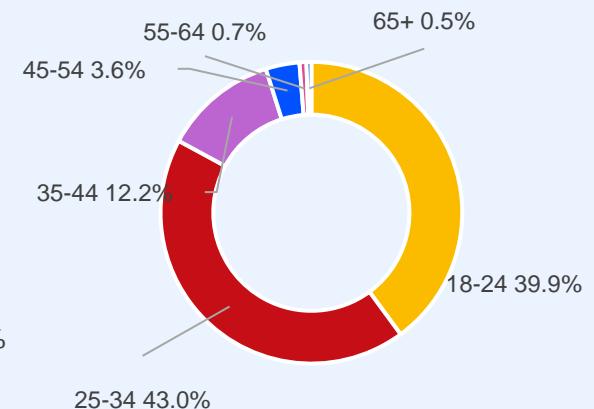
The game's ad creatives on iOS and Android in 2024



Gender distribution of audience



Age distribution of audience



Whiteout Survival's Excellent Active Video Creative



Released on:  unity ADS

Creative Data: Portrait; 720 x 1280; 40s

Features:

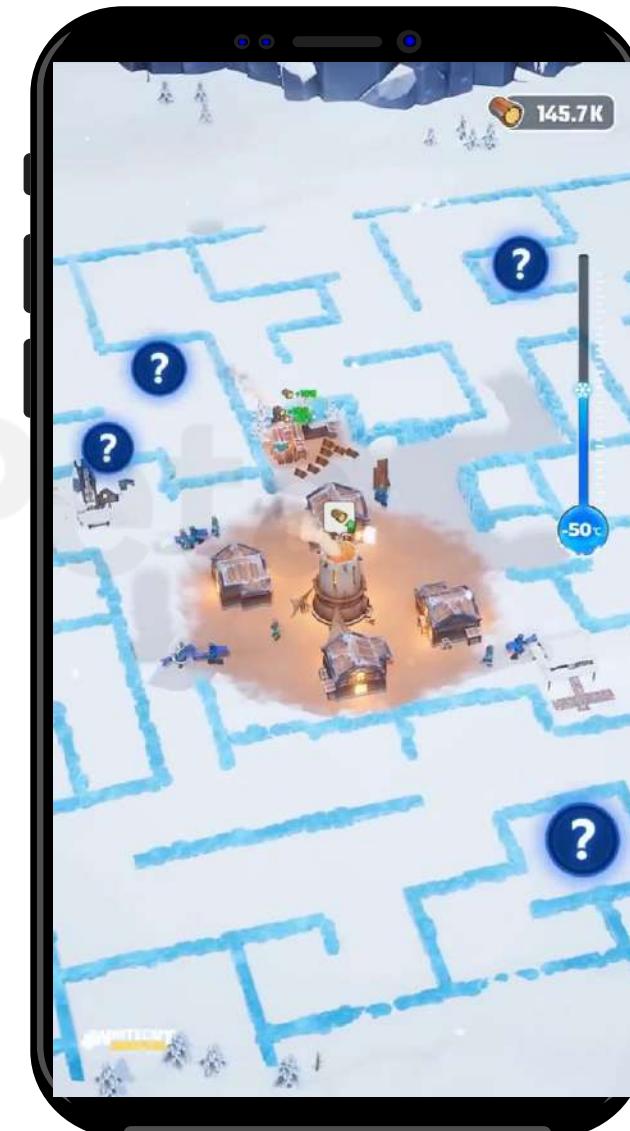
During the first 3 seconds of the creative, there are real snowy scenes to catch people's attention. The creative proceeds to show in-game characters sweeping the snow, which echoes the earlier scenes. As the snow cleaning goes on, the maze map is unfolded to reveal the construction system.

4.1M

Estimated Impressions

354 days

Duration



Click the image to play the complete creative

Whiteout Survival's Active AI Image Creatives



AI-generated creatives are very common in advertising mobile games, especially SLGs which would use AI-generated images to introduce the game lore and other elements.



Steampunk mecha



AI anime-style girl



Airplane crash & game characters

Marketing Analysis of Popular Anime-Based Games in 2024

It's a mobile game based on the famous manga “Jujutsu Kaisen”, developed by CyberAgent and published by BiliBili except for its Japanese version.

Jujutsu Kaisen Phantom Parade

Anime-based, turn-based RPG Bilibili

Advertising Data

First advertising date: Aug 2024

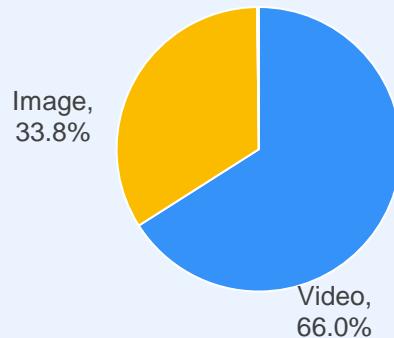
Total deduplicated creatives: 17.5K



The game's ad creatives on iOS and Android in 2024



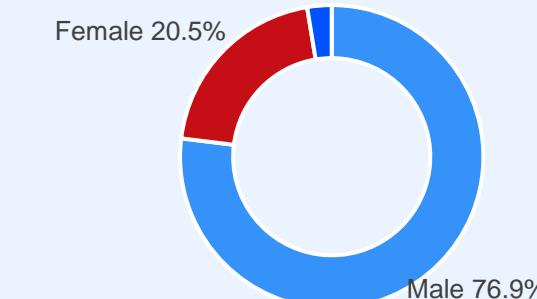
% of creatives by type



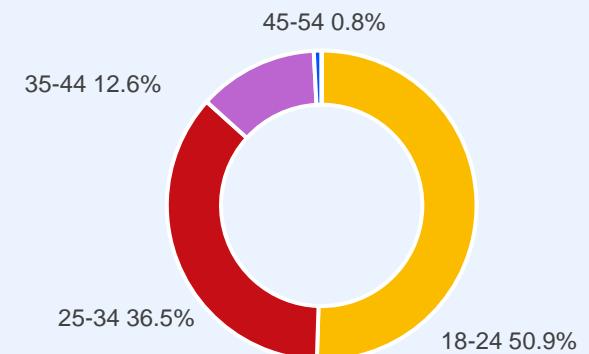
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



Jujutsu Kaisen Phantom Parade's Excellent Active Video Creative



Released on:  YouTube

Creative Data: Landscape; 1920 x 1080; 89s

Features:

"Jujutsu Kaisen" is the most popular anime IP in recent years that boasts an enormous number of fans in the world. The ACGN group generally embraces and enjoys re-creations based on anime characters. This creative was released for the game in South Korea, very attractive in the market thanks to its funny elements.

47.9K

Estimated Impressions

38 days

Duration



Click the image to play the complete creative

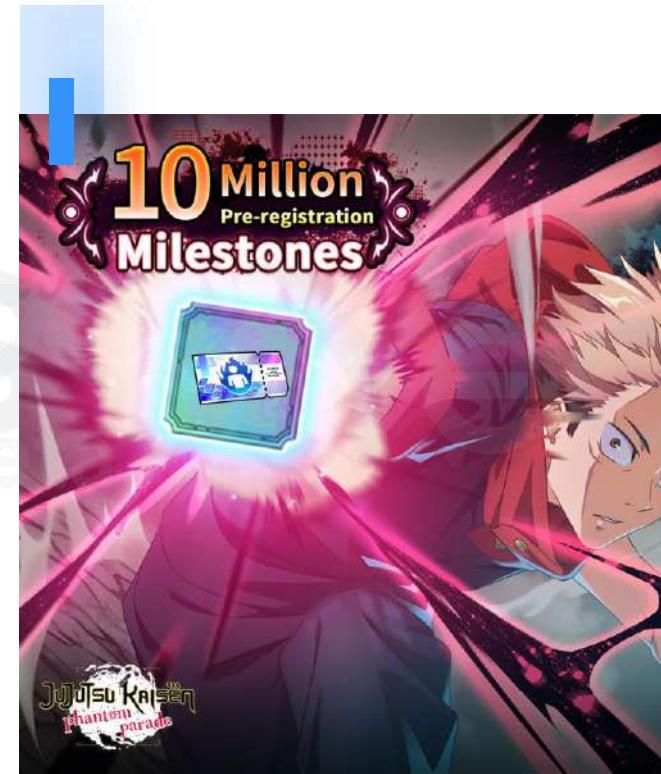
Jujutsu Kaisen Phantom Parade's Active Image Creatives



For anime-based mobile games, popular characters should be used properly to attract attention to the games. Meanwhile, game benefits and in-game strategy guides can also attract many users who are into both anime and games.



Popular characters



Game benefits



Gacha strategy

Declaration

1. Data Sources

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

2. Data Cycle and Indicators

Overall date range of the report: Jan – Dec 2024

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

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JP & ROK: Japan, South Korea

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

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

Oceania: Australia, New Zealand

South Asia: India, Pakistan

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

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

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

A young couple is sitting on a brown couch, looking at a smartphone together. The woman, on the left, is wearing a white cable-knit sweater and smiling. The man, on the right, is wearing a light-colored hoodie and looking down at the phone. The background is blurred with blue and yellow lights.

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