

Casual Puzzle Category Review

Last 18 Months | Published July 2021



About This Data: Methodology

1. Estimates:

The estimates provided in this report were compiled using the Sensor Tower platform. Unless specified to the contrary, figures in this report reflect worldwide Unified estimates (i.e. App Store and Google Play) for the period of January 1, 2020 through June 30, 2021.

2. Revenues:

Revenue includes app price, subscriptions, and in-app purchases only and are calculated on a net revenue basis (i.e. minus platform fees).

3. Downloads:

Download estimates presented are on a per-user basis, meaning that only one download per user account is counted towards the total. Downloads of the same app by the same user to multiple devices, updates, or re-installs of the same app by the same user are not counted towards the total.



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Executive Summary: Highlights



Casual Puzzle monthly revenues have grown by 17% since the start of 2020. Monitor shifts in the landscape of games and publishers in the Casual Puzzle category in the last 18 months



Puzzle & Decorate has become the highest grossing Casual Puzzle genre in 2020. Explore which titles are driving this growth and why



New releases have accounted for 9% of revenues and 42% of downloads since the start of 2020, driving >25% revenue increases for the Classic Match-3, Puzzle & Decorate, and Merge sub-genres. Dive deeper into what the keys to success for these titles might be



Zynga, Activision Blizzard, and Playrix have traditionally dominated the category. Track what new entrants are doing from a gameplay design and UA perspective to earn share

Casual Puzzle

Genre Overview

Casual Puzzles: 2019-2021 Comparison

2019

	Total	YoY Growth %	Share owned by Top 10 titles
Downloads	4.2B	+14%	37%
Revenue	\$4.9B	+14%	61%

2020

	Total	YoY Growth %	Share owned by Top 10 titles
Downloads	5.5B	+31%	41%
Revenue	\$6B	+22%	62%

1H'2021*

	Total	YoY Growth %	Share owned by Top 10 titles
Downloads	2.5B	-14%	26%
Revenue	\$3.4B	+17%	57%

Most Downloaded

- 1  **Homescapes** Playrix
Puzzle & Decorate
- 2  **Candy Crush Saga** Activision Blizzard
Classic Match-3
- 3  **Gardenscapes** Playrix
Puzzle & Decorate

Highest Grossing

- 1  **Candy Crush Saga** Activision Blizzard
Classic Match-3
- 2  **Homescapes** Playrix
Puzzle & Decorate
- 3  **Gardenscapes** Playrix
Puzzle & Decorate

Most Downloaded

- 1  **Gardenscapes** Playrix
Puzzle & Decorate
- 2  **Brain Out** Focus Apps
Other Puzzle
- 3  **Homescapes** Playrix
Puzzle & Decorate

Highest Grossing

- 1  **Candy Crush Saga** Activision Blizzard
Classic Match-3
- 2  **Homescapes** Playrix
Puzzle & Decorate
- 3  **Gardenscapes** Playrix
Puzzle & Decorate

Most Downloaded

- 1  **Candy Crush Saga** Activision Blizzard
Classic Match-3
- 2  **Project Makeover** AppLovin
Puzzle & Decorate
- 3  **Homescapes** Playrix
Puzzle & Decorate

Highest Grossing

- 1  **Candy Crush Saga** Activision Blizzard
Classic Match-3
- 2  **Homescapes** Playrix
Puzzle & Decorate
- 3  **Gardenscapes** Playrix
Puzzle & Decorate

*1H'2021 YoY growth is based on 1H'2020

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Casual Puzzles: Key Sub-genre Definitions



Classic Match 3. Puzzle games where players must align 3 or more matching pieces in a row. Level progression typically consists of more complex level boards or additional objectives. *Examples: Candy Crush Saga, Cookie Jam*



Merge. Puzzle games which focus on a player interaction of “merging” two or more objects to create a superior object, skill, or artifact. *Example: Merge Dragons!, Merge Magic!*



Hidden Objects. Puzzle Games, often with a Crime or Detective theme, where the player is tasked with finding objects in an image. *Examples: Criminal Case, Hidden Hotel*



Puzzle & Decorate. Puzzle games (typically, but not entirely Match-3) interspersed with home-building “Decoration” mechanics. *Examples: Homescapes, Matchington Mansion*

[View All Taxonomy Definitions in Sensor Tower](#)

Noteworthy New Titles: Last 2 Years

Merge



Merge Mansion
Sep '20



EverMerge
May '20



Merge Gardens
Sep '20

Puzzle & Decorate



Project Makeover
Nov '20



Manor Matters
Apr '20

Classic Match 3



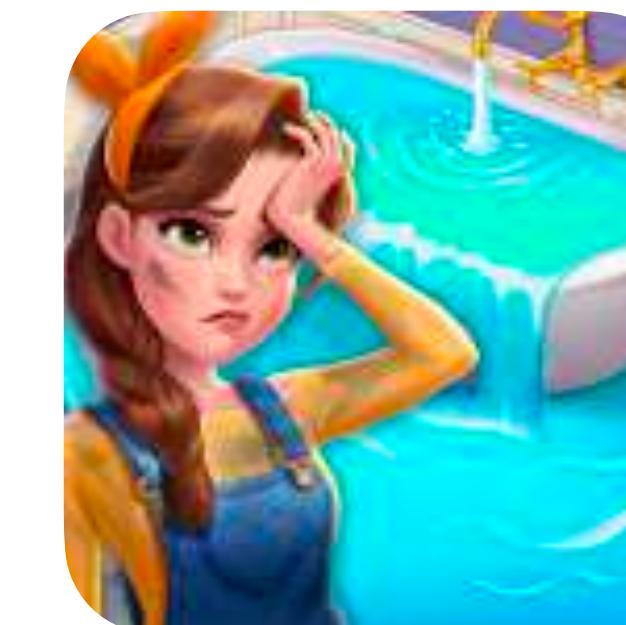
Royal Match
Feb '21



Harry Potter: Puzzles and Spells
Sep '20



Disney Pop Town
May '20



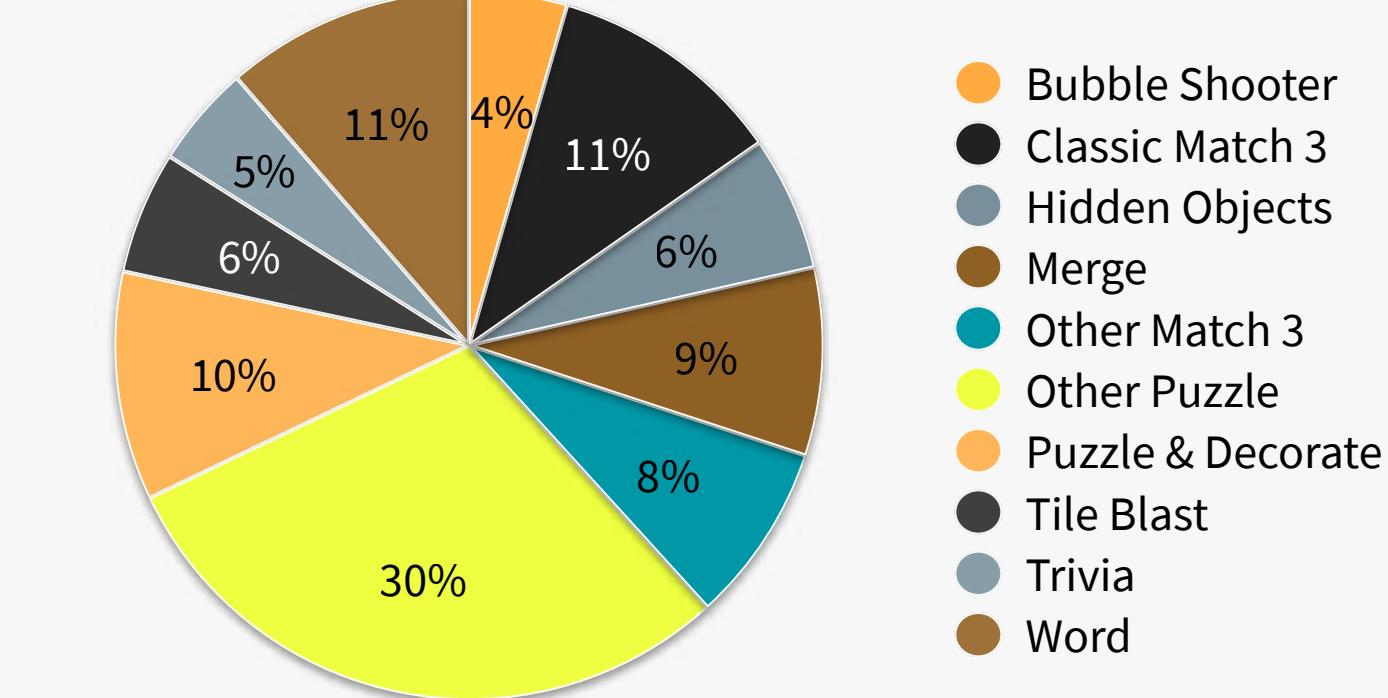
My Story - Mansion Makeover
Jan '21

Since the start of 2020, new titles (released in the last 2 years) have accounted for 9% of worldwide revenues and 42% of worldwide downloads

Project Makeover led the way, capturing 22% of category revenues and 9% of category downloads during the 18-month period, despite only being live for 7 of those months

Other strong-performing new titles include **Royal Match**, **EverMerge**, and **Merge Mansion**, all of which captured top-25 revenues and downloads in the most recent month (June 2021)

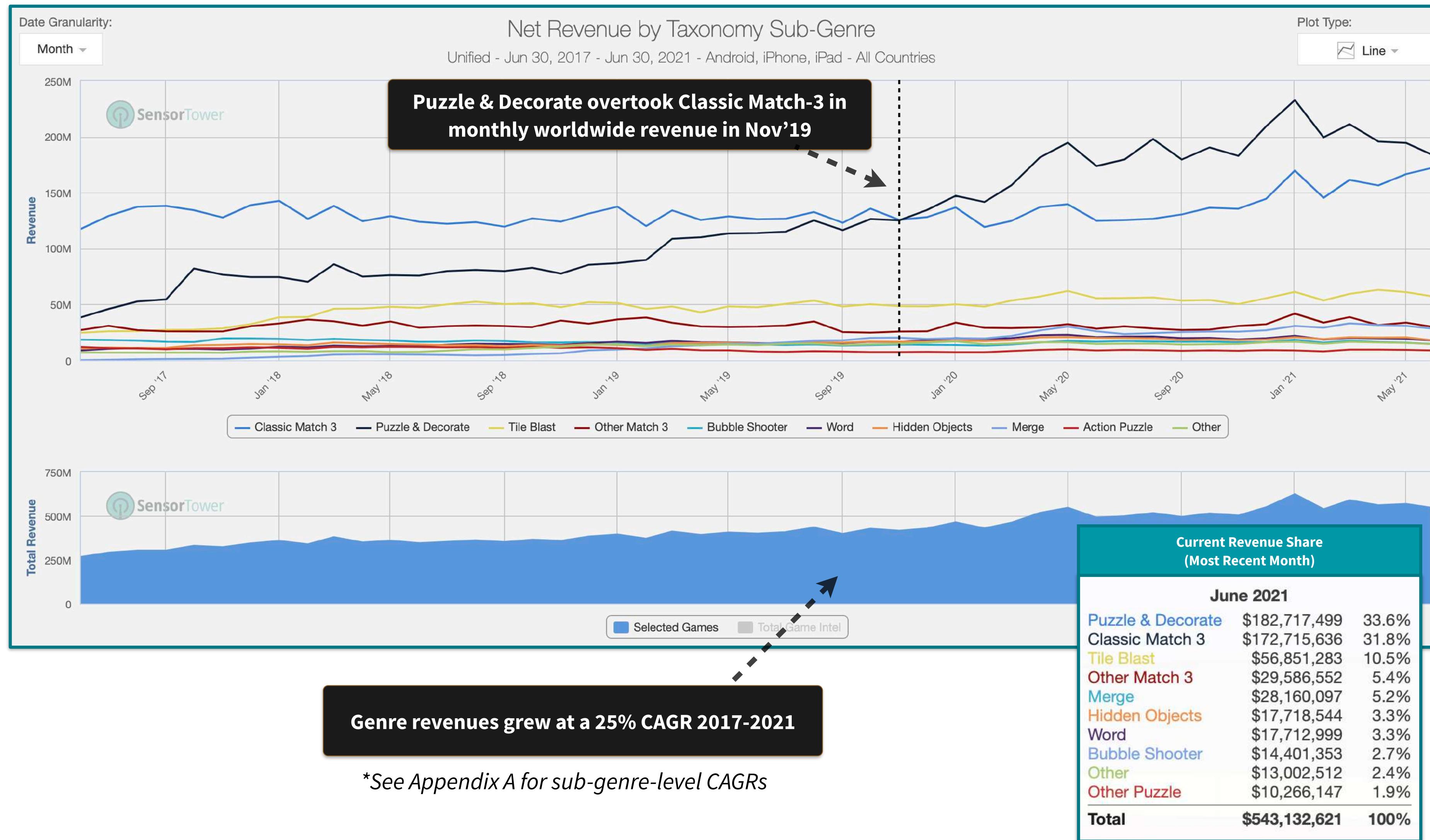
New Title (Last 2 Years)
Sub-genre Distribution



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Genre Breakdown: Revenue Trend

Monthly revenue by Casual Puzzle Sub-genre, last 4 years



In November 2019, **Puzzle & Decorate** unseated **Classic Match-3** as the highest-grossing Casual Puzzle sub-genre on the App Store & Google Play, peaking at \$233 million in the month of January 2021

Puzzle & Decorate revenues led by **Playrix** titles **Homescapes** and **Gardenscapes** historically, while the 2019/2020 spike in revenues resulted from the success of Tactile Games' **Lily's Garden** and AppLovin's **Project Makeover**

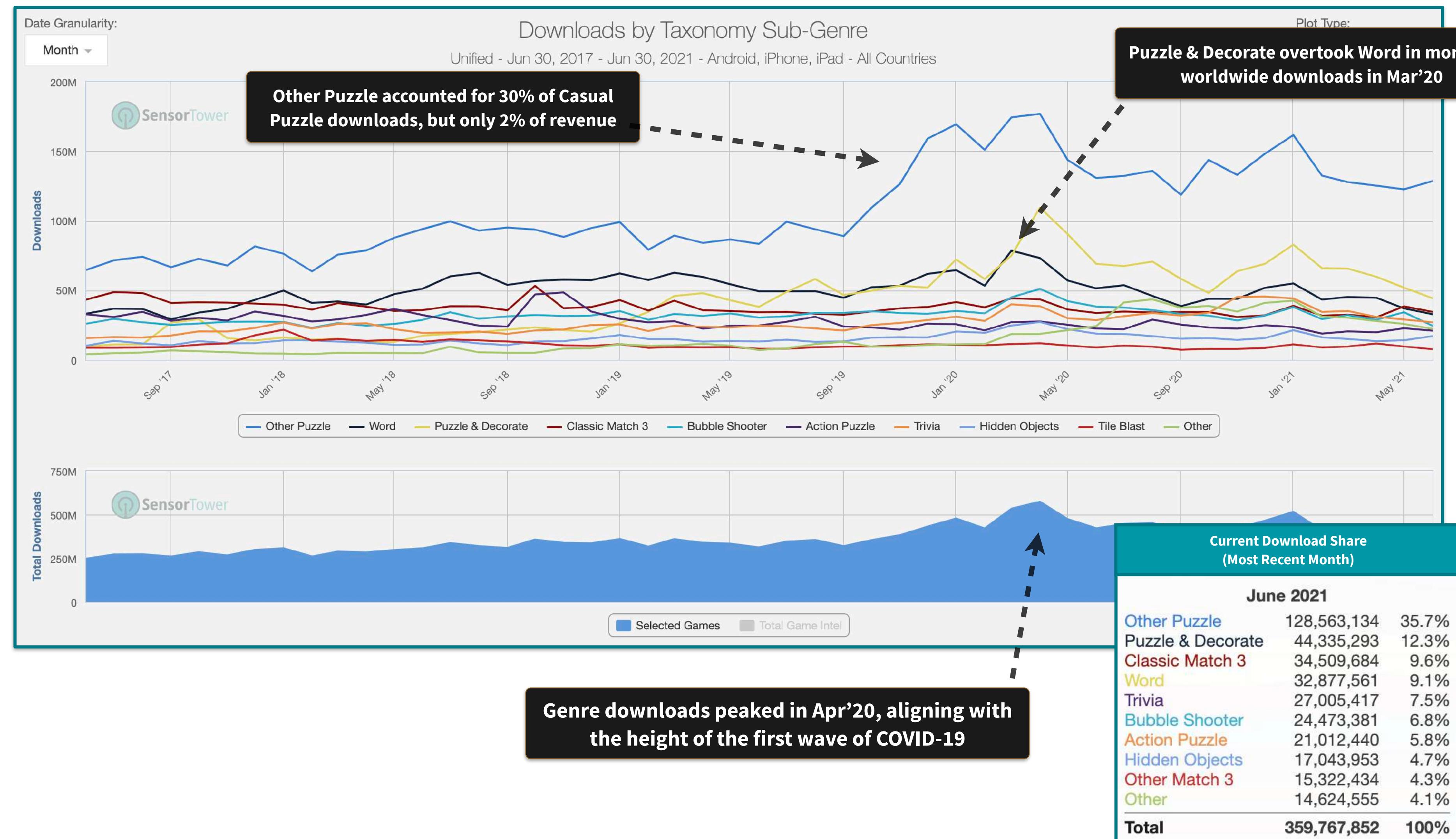
Classic Match-3 Revenue performance led by **Candy Crush Saga**, which is the highest grossing title across all Puzzle sub-genres, accounting for >40% of Classic Match-3 revenues in both the last 4 years and the most recent period (\$58 million in June 2021 alone)

The success of **Royal Match** in 1H'21 has narrowed the gap between **Puzzle & Decorate** and **Classic Match-3** net revenues

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Genre Breakdown: Download Trend

Monthly downloads by Casual Puzzle Sub-genre, last 4 years



Along with the mobile game industry as a whole, **Casual Puzzle downloads reached all-time highs in April 2020**, at the height of the first wave of the COVID-19 pandemic

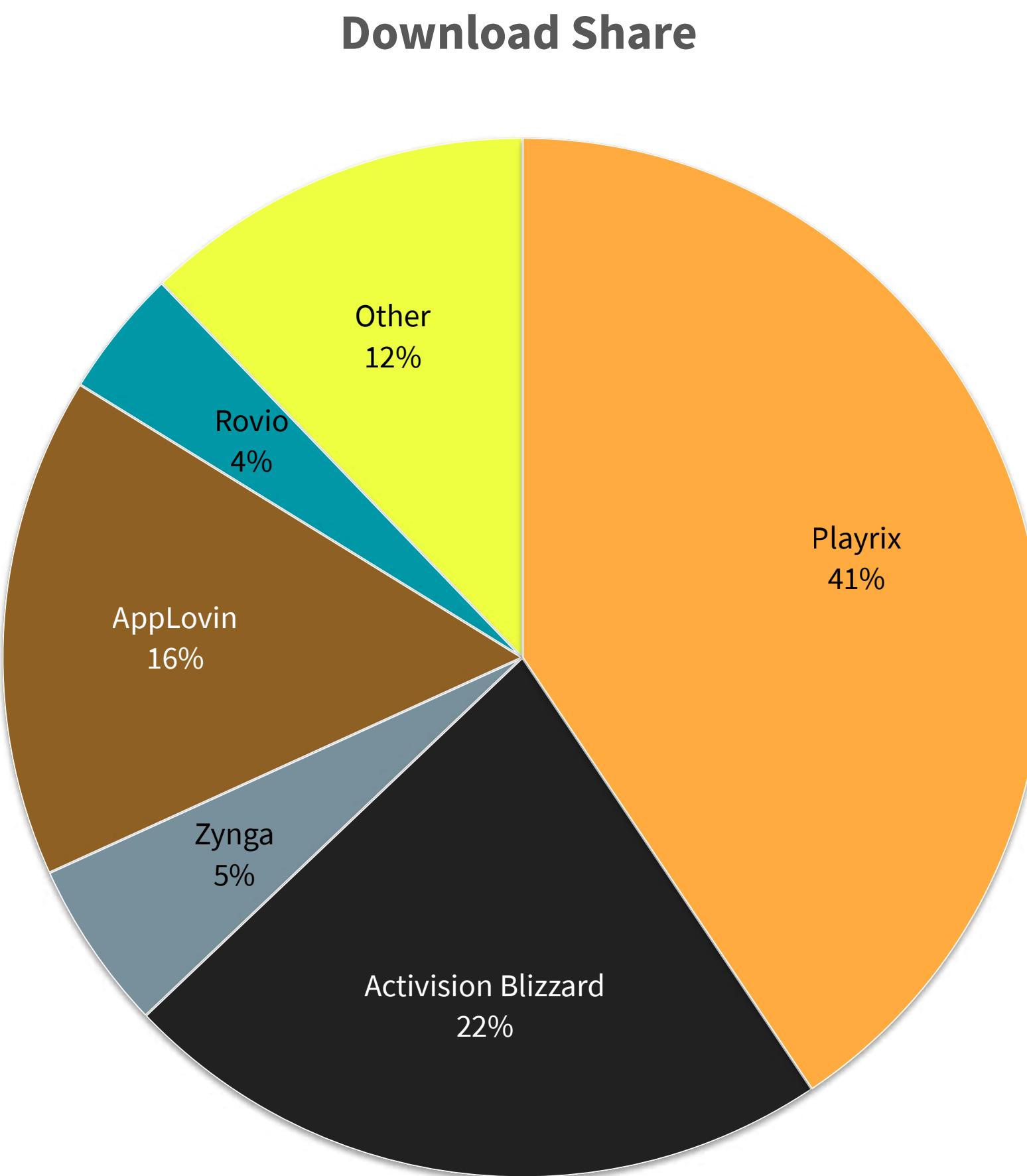
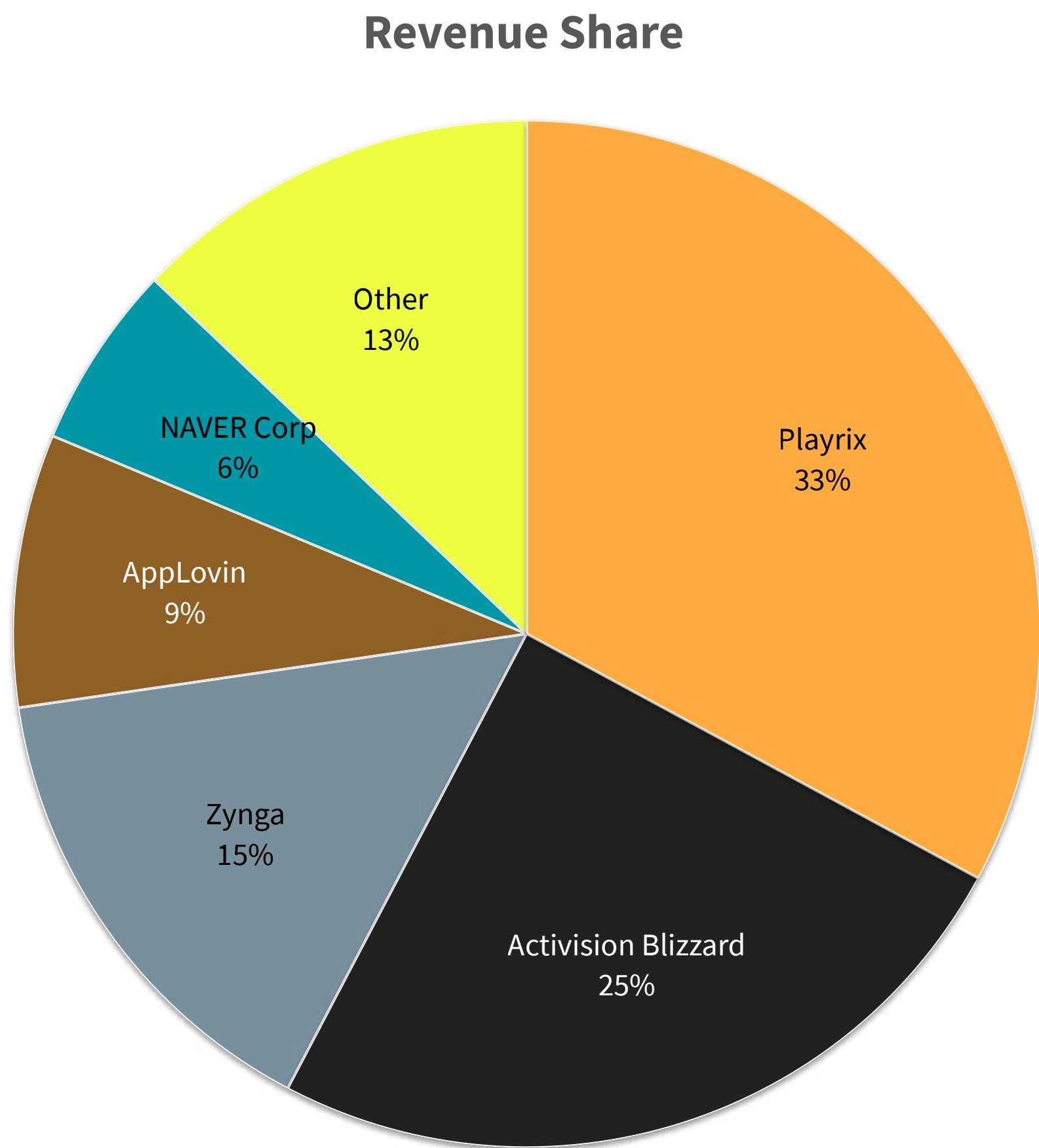
Other Puzzle download performance driven in part by totally free games like *Block Puzzle Jewel* and brain teaser games like *Brain Out* and *Brain Test*. Overall, Other Puzzle doesn't drive significant revenue as a sub-genre (~2%)

Puzzle & Decorate downloads have increased steadily since 2017, led again by *Homescapes* and *Gardenscapes* historically, with the 2019/2020 spike in download growth resulting from the success of Tactile Games' *Lily's Garden* and AppLovin's *Project Makeover*

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Genre Breakdown: Publisher Market Share

Publisher Breakdown, Top 50 Casual Puzzle games by Revenue, Last 18 Months



Playrix and **Activision Blizzard** together own 58% of category revenues and 63% of category downloads (led by Playrix's Puzzle & Decorate Titles and Activision Blizzard's **Candy Crush** titles)

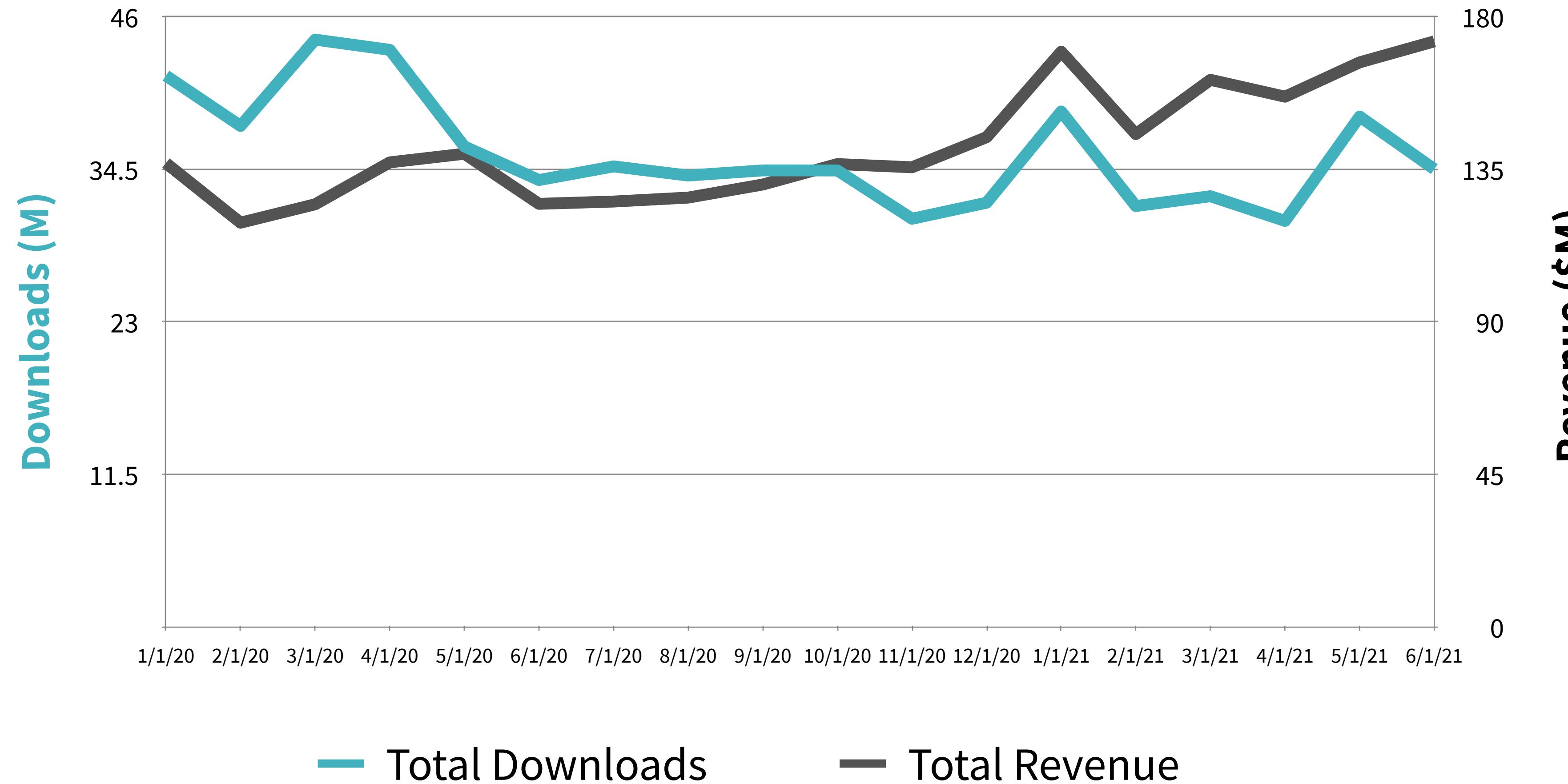
Before 2020, Activision Blizzard consistently led the Casual Puzzle category in market share, but the increasing popularity of Puzzle & Decorate games and entry of new players like AppLovin has eaten into ATVI's share and boosted Playrix to the #1 spot

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Classic Match 3

Sub-genre Overview

Classic Match 3: Revenue & Download Trends

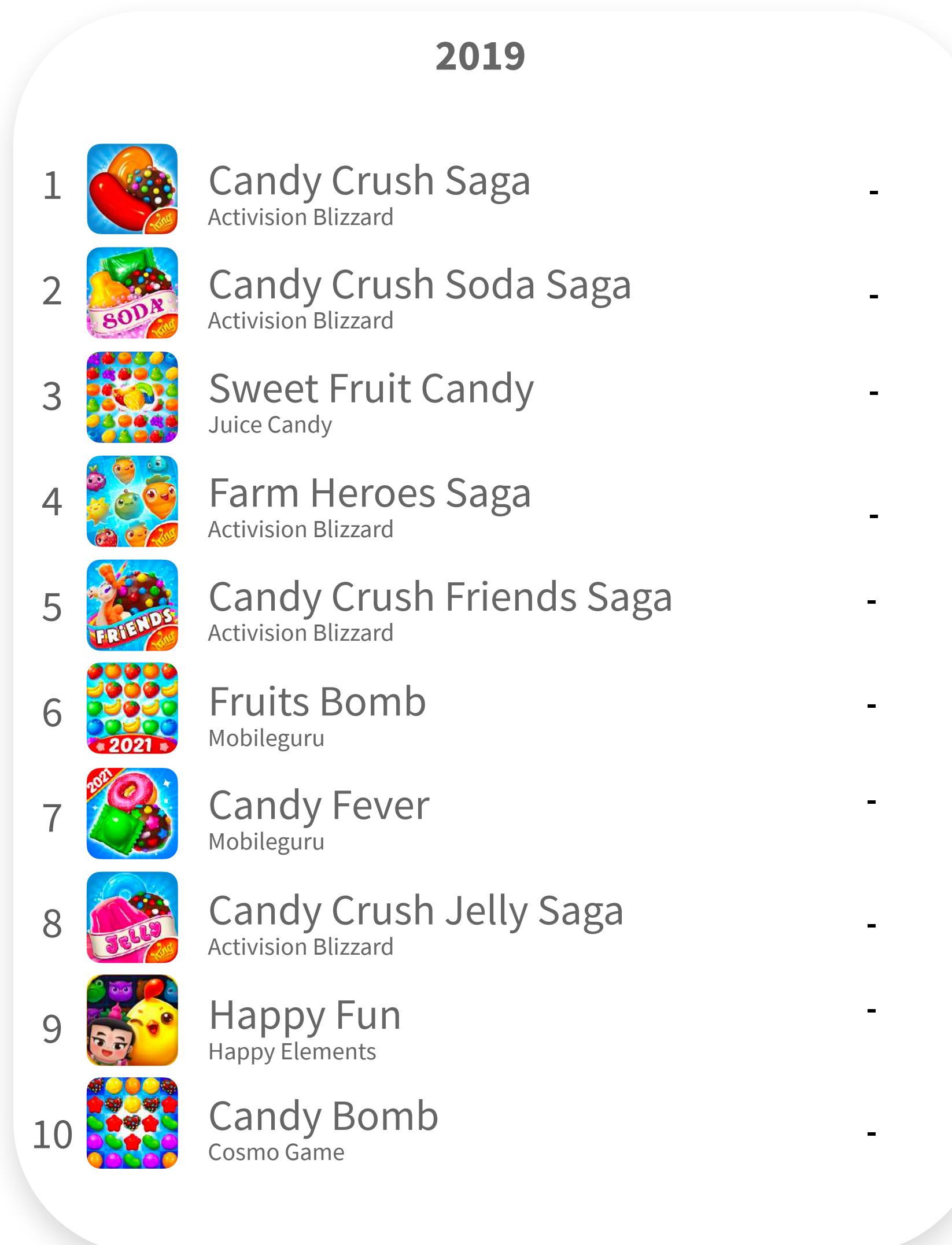


Since the start of 2020, Puzzle & Decorate monthly revenues have increased by over 26%, driven by growth among legacy games like Candy Crush as well as successful new entrants like *Harry Potter: Puzzles & Spells* and *Royal Match*

Similar observations can be made about download trend, which was driven by strong performance of both new and legacy titles

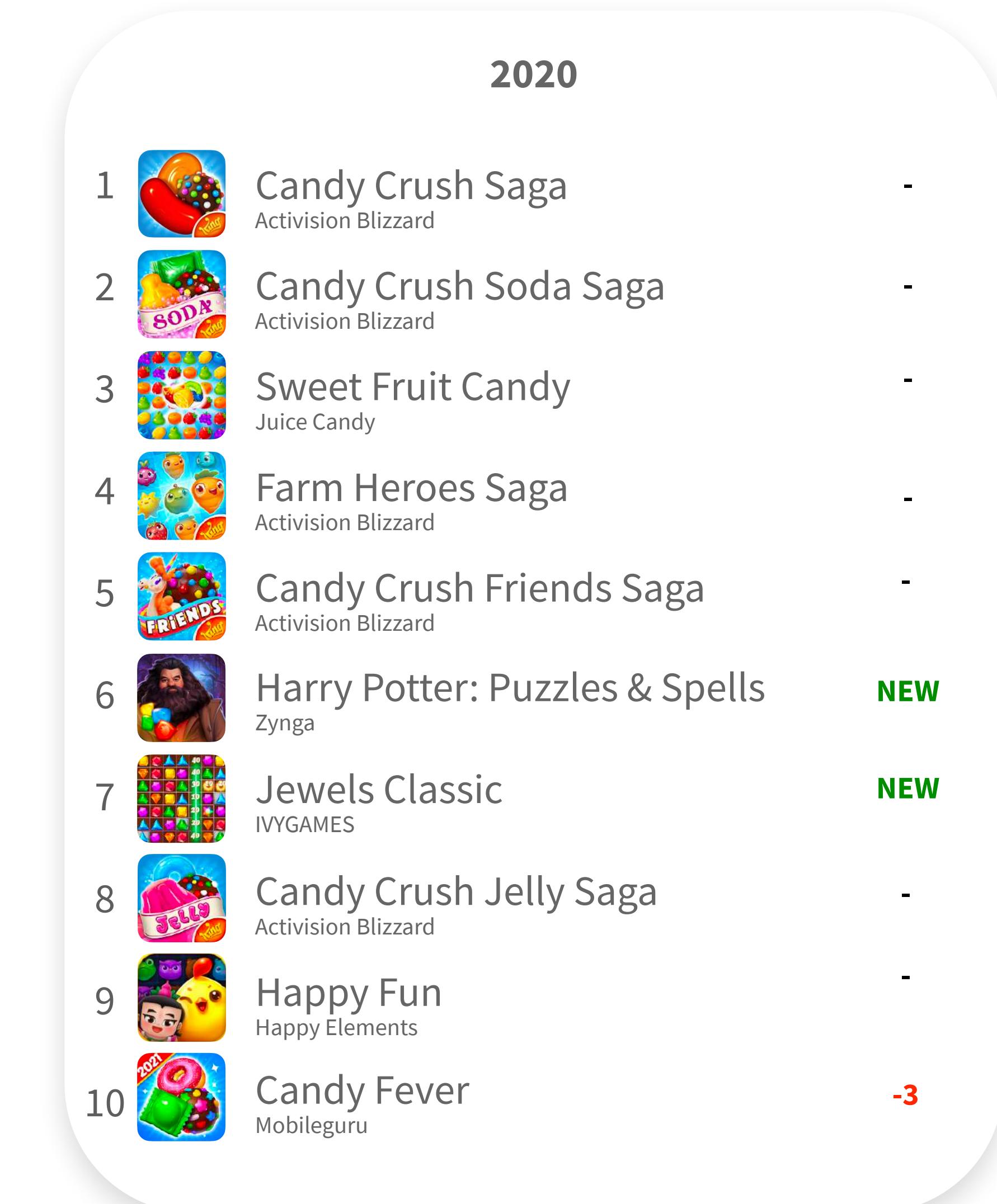
Classic Match 3: Most Downloaded Titles

Most downloaded Classic Match-3 games on App Store and Google Play by year

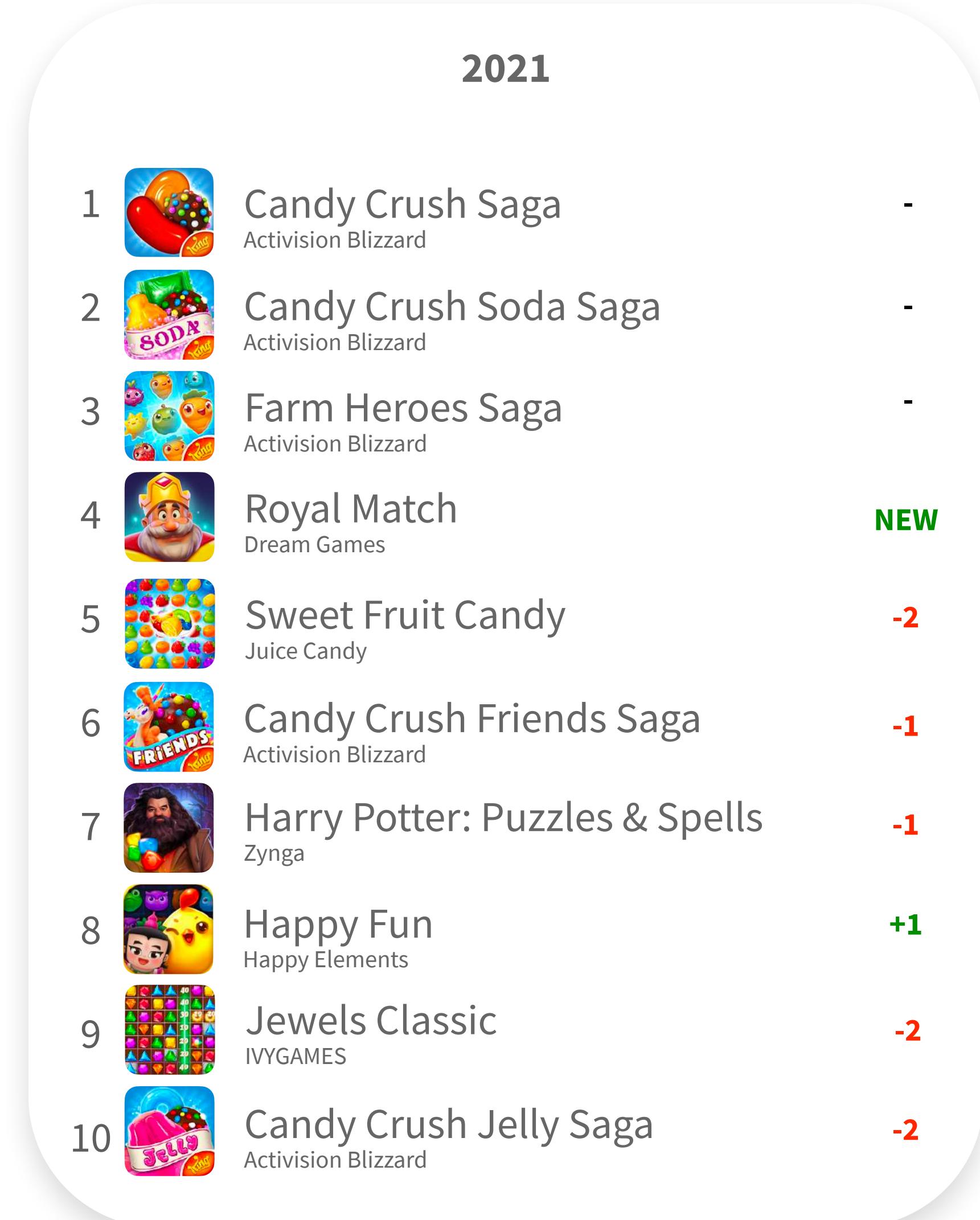


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Sub-genre Overview - Classic Match-3



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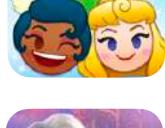
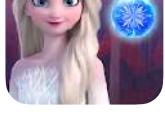


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Classic Match 3: Highest Grossing Titles

Highest grossing Classic Match-3 games on App Store and Google Play by year

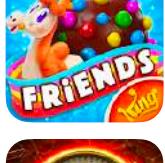
2019

1		Candy Crush Saga Activision Blizzard	-
2		Candy Crush Soda Saga Activision Blizzard	-
3		Happy Fun Happy Elements	-
4		Candy Crush Friends Saga Activision Blizzard	-
5		Farm Heroes Saga Activision Blizzard	-
6		Cookie Jam: Match 3 Games Jam City	-
7		Candy Crush Jelly Saga Activision Blizzard	-
8		Clockmaker: Match 3 Games AppLovin	-
9		Disney Emoji Blitz Jam City	-
10		Disney Frozen Free Fall Game Jam City	-

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Sub-genre Overview - Classic Match-3

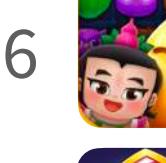
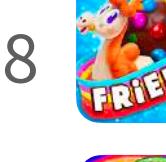
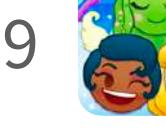
2020

1		Candy Crush Saga Activision Blizzard	-
2		Candy Crush Soda Saga Activision Blizzard	-
3		Farm Heroes Saga Activision Blizzard	+2
4		Happy Fun Happy Elements	-1
5		Candy Crush Friends Saga Activision Blizzard	-1
6		Clockmaker: Match 3 Games AppLovin	+2
7		Cookie Jam: Match 3 Games Jam City	-1
8		Disney Emoji Blitz Jam City	+1
9		Candy Crush Jelly Saga Activision Blizzard	-2
10		Harry Potter: Puzzles & Spells Zynga	NEW

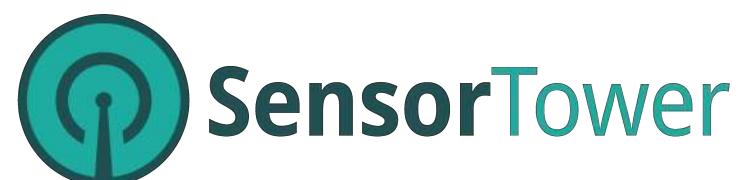
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15

2021

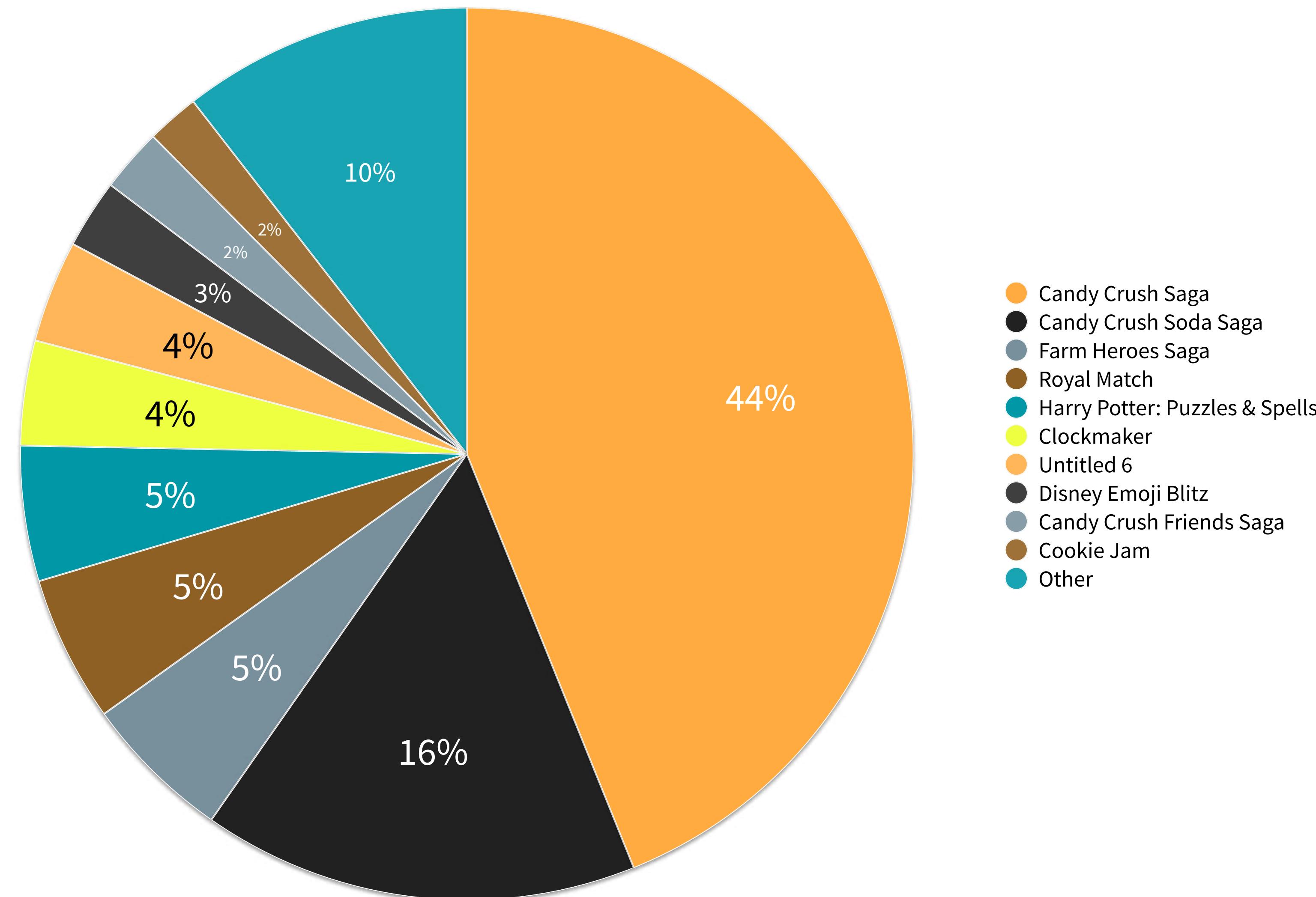
1		Candy Crush Saga Activision Blizzard	-
2		Candy Crush Soda Saga Activision Blizzard	-
3		Farm Heroes Saga Activision Blizzard	-
4		Harry Potter: Puzzles & Spells Zynga	+6
5		Clockmaker: Match 3 Games AppLovin	+1
6		Happy Fun Happy Elements	-2
7		Royal Match Dream Games	NEW
8		Candy Crush Friends Saga Activision Blizzard	-3
9		Disney Emoji Blitz Jam City	-1
10		Cookie Jam: Match 3 Games Jam City	-3

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Classic Match 3: Revenue Share

Market Share by App, Top 25 Classic Match-3 games by Revenue, last 90 days



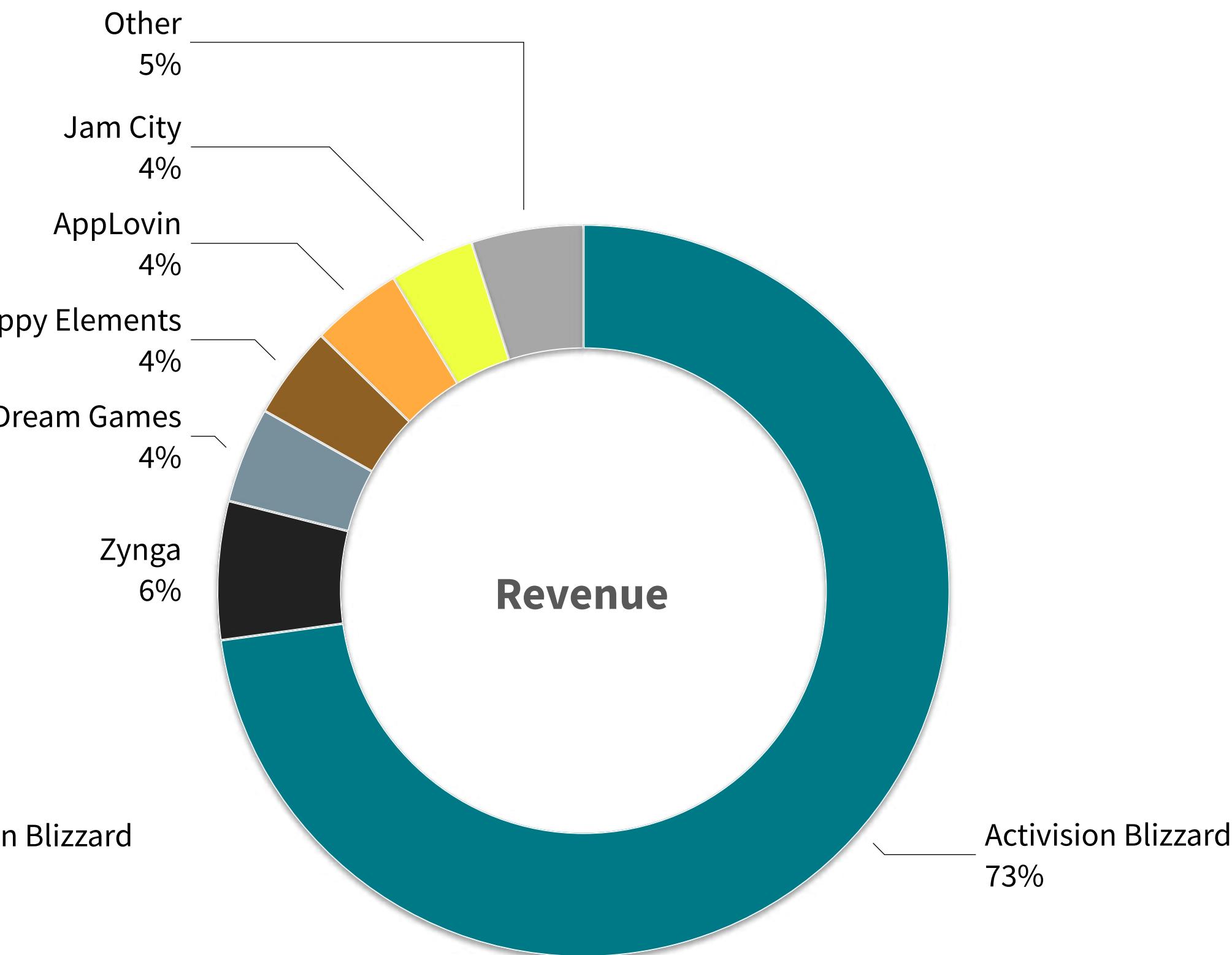
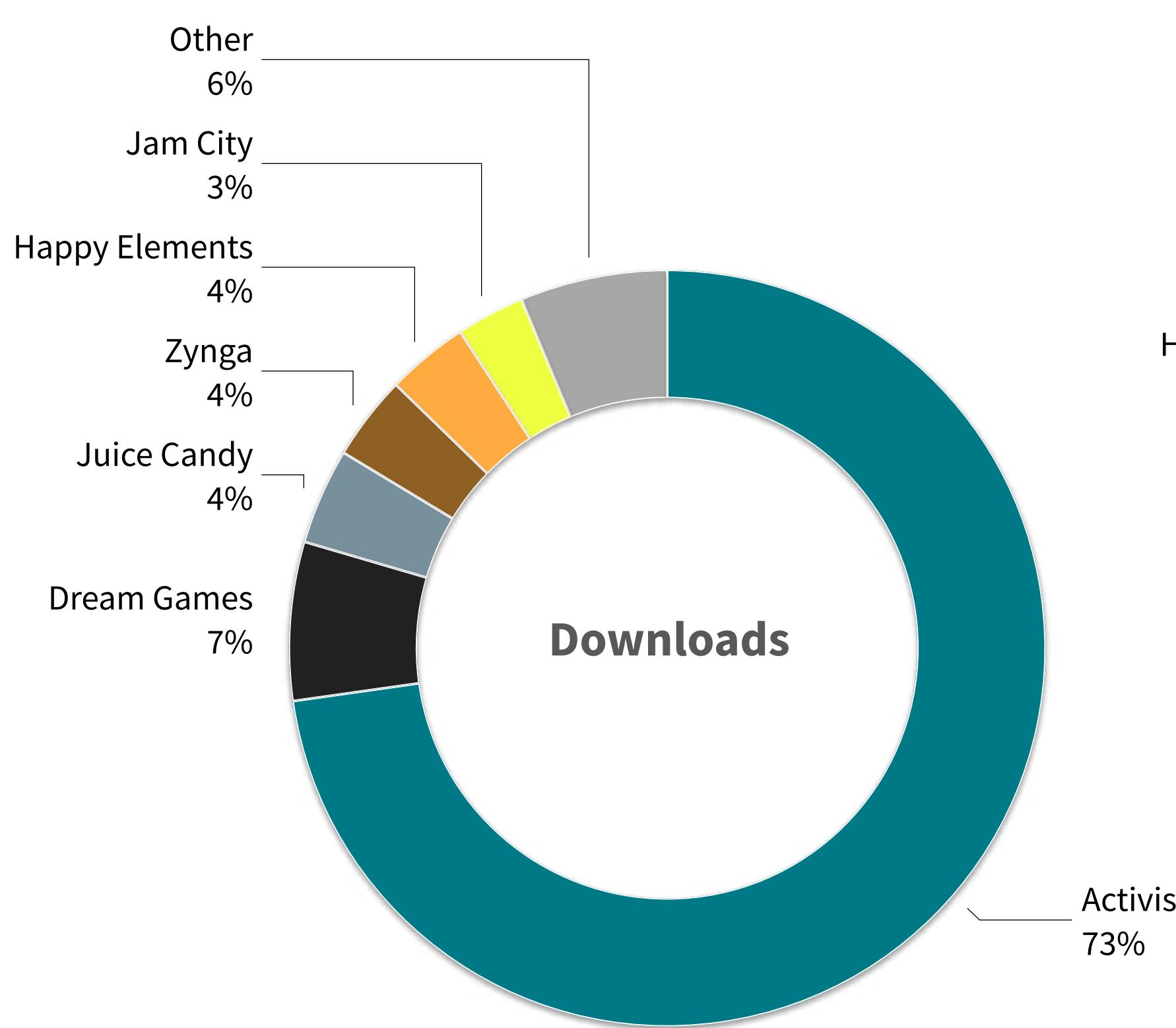
Candy Crush Saga continues to dominate the sub-genre with 44% revenue share in the last 90 days. Activision Blizzard titles **Candy Crush Soda Saga** and **Farm Heroes Saga** round out the top 3 during the period, with Dream Games' **Royal Match** revenues eclipsing **Farm Heroes Saga** by June

June 2021	
Candy Crush Saga	\$76,316,215
Candy Crush Soda Saga	\$24,400,713
Other	\$18,215,034
Royal Match	\$14,106,926
Farm Heroes Saga	\$8,032,815
Harry Potter	\$6,914,908
开心消消乐	\$6,191,790
Clockmaker: Match 3 Games! Three	\$5,318,250
Disney Emoji Blitz	\$3,706,718
Candy Crush Friends Saga	\$3,372,695
Total	\$166,576,064

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Classic Match 3: Publisher Breakdown

Activision Blizzard still rules the category with 2 popular franchises, but Dream Games has quickly gained download and revenue share with Royal Match



Activision Blizzard owns 73% of category Downloads and Revenue, led by four **Candy Crush** titles and two **Farm Heroes** titles. **Candy Crush Saga** remains the sub-genre leader by a large margin, owning ~45% of sub-genre downloads and revenue

Since its launch, Dream Games's Royal Match has accounted for 7% of sub-genre downloads and 4% of sub-genre revenues, trailing only Activision Blizzard in downloads during that period

Jam City and Zynga have multiple top Classic Match-3 titles based on popular IP, Zynga with **Harry Potter: Puzzles & Spells** and **The Wizard of Oz Magic Match 3**, and Jam City with **Disney Emoji Blitz** and **Disney Frozen Free Fall Game**

Juice Candy's Sweet Fruit Candy is 100% ad-supported and free to play (no IAPs), earning the publisher its 4% global download share through its popularity in India and the rest of Southeast Asia

**Download & Revenue data since Royal Match launch (2/24/2021 - 6/15/2021)

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Game Highlight: Royal Match



"Decorate King Robert's Castle by solving puzzles along the way!"

Publisher: Dream Games

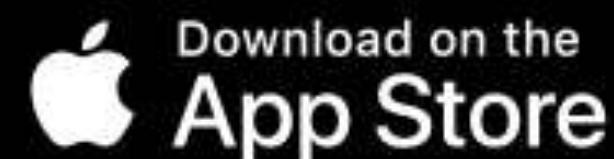
Soft Launch: 7/21/2020

Worldwide Launch: 2/25/2021

All-time Downloads: 10.7M

All-time Revenue: \$34M

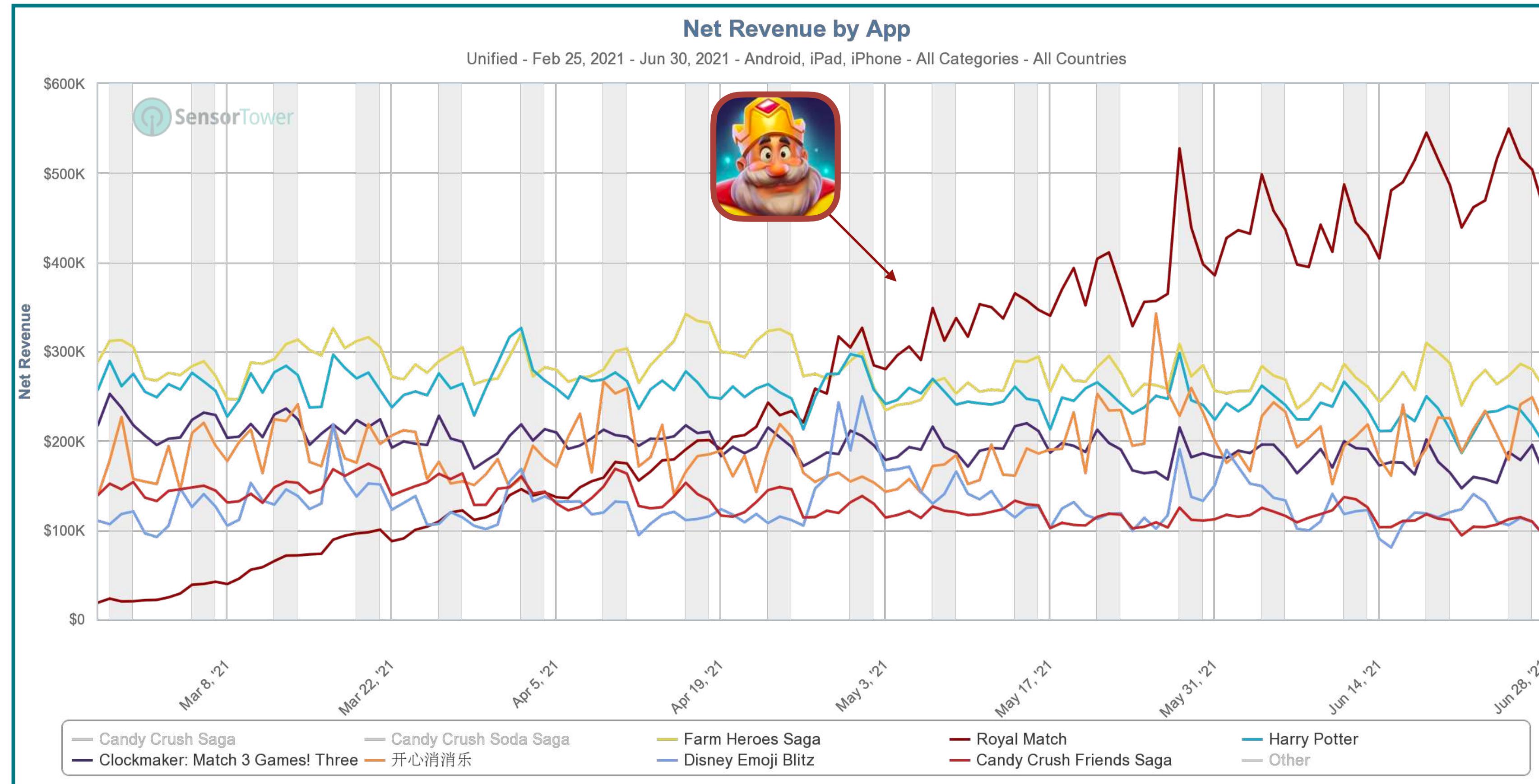
All-time RPD: \$3.58



*All-time Download and Revenue figures through 6/30/2021

Royal Match: Performance

Quickly captured Top-3 revenue share



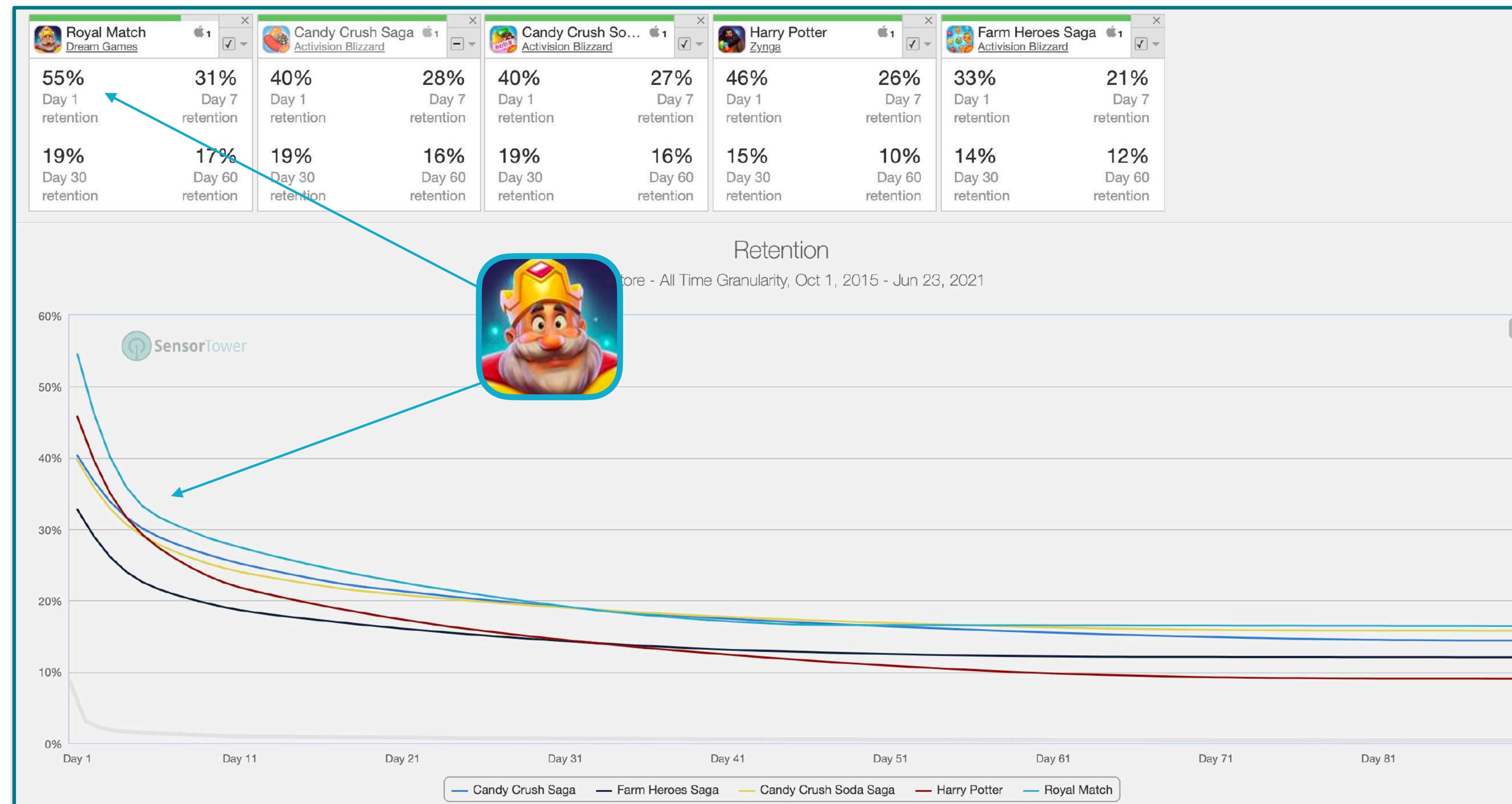
After 2 months on the App Store & Google Play, **Royal Match** grew to #3 in market share among Classic Match-3 titles.

As of June 2021, 70% of total revenue among this cohort was captured by 3 games: **Candy Crush Saga** (46%), **Candy Crush Soda Saga** (15%), and **Royal Match** (9%)

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Royal Match: Performance

Sub-genre-leading Day-1 retention



Day-1 retention dwarfs competitors (55% vs ~40%), and *Royal Match* keeps pace with competitors across all other retention milestones, leading the pack from Day 50 onward

[View in Usage Intelligence](#)

Royal Match: Key Gameplay Differentiators

More Gameplay Variety



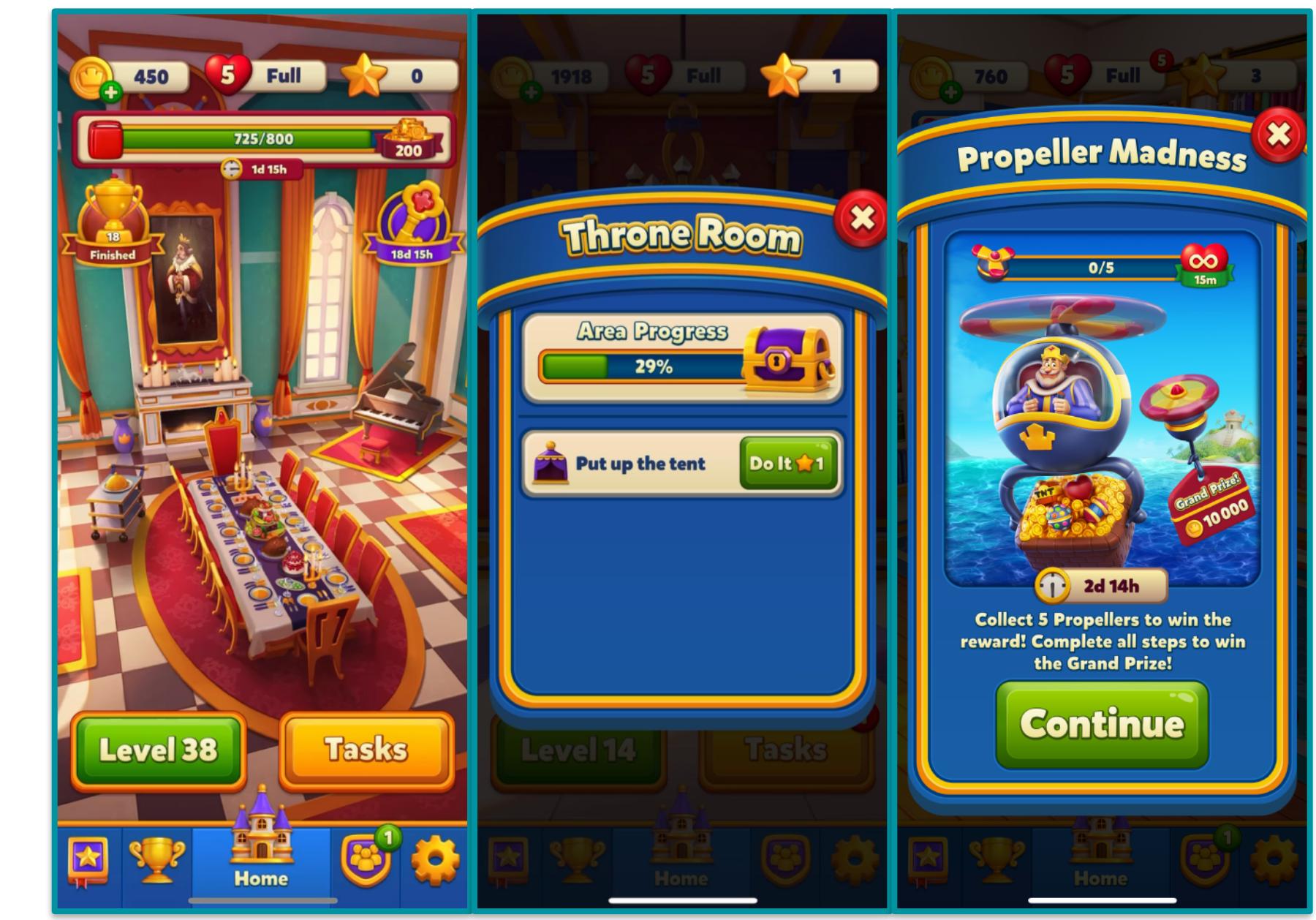
Combines the best of its Match-3 predecessors in its board and obstacle design, move variety, and power-up effectiveness. *Royal Match* also includes 2 additional gameplay types: timed challenges similar to those of competitors like Candy Crush, as well as new 'Bonus Levels' that serve as an easy source of hard currency

Fast, Fluid, and Forgiving Puzzle Play



Moves faster than its match-3 competitors. Game pieces are also very distinct, allowing players to assess the board quicker giving gameplay a swifter, more fluid feeling. Rewarding win streak systems help create positive momentum for players, and add an additional incentive to pay-to-continue that often feels worthwhile. Bonus Levels as a hard currency source contribute further to the feeling that the game is on your side

Decoration Meta + Social / Collection Events

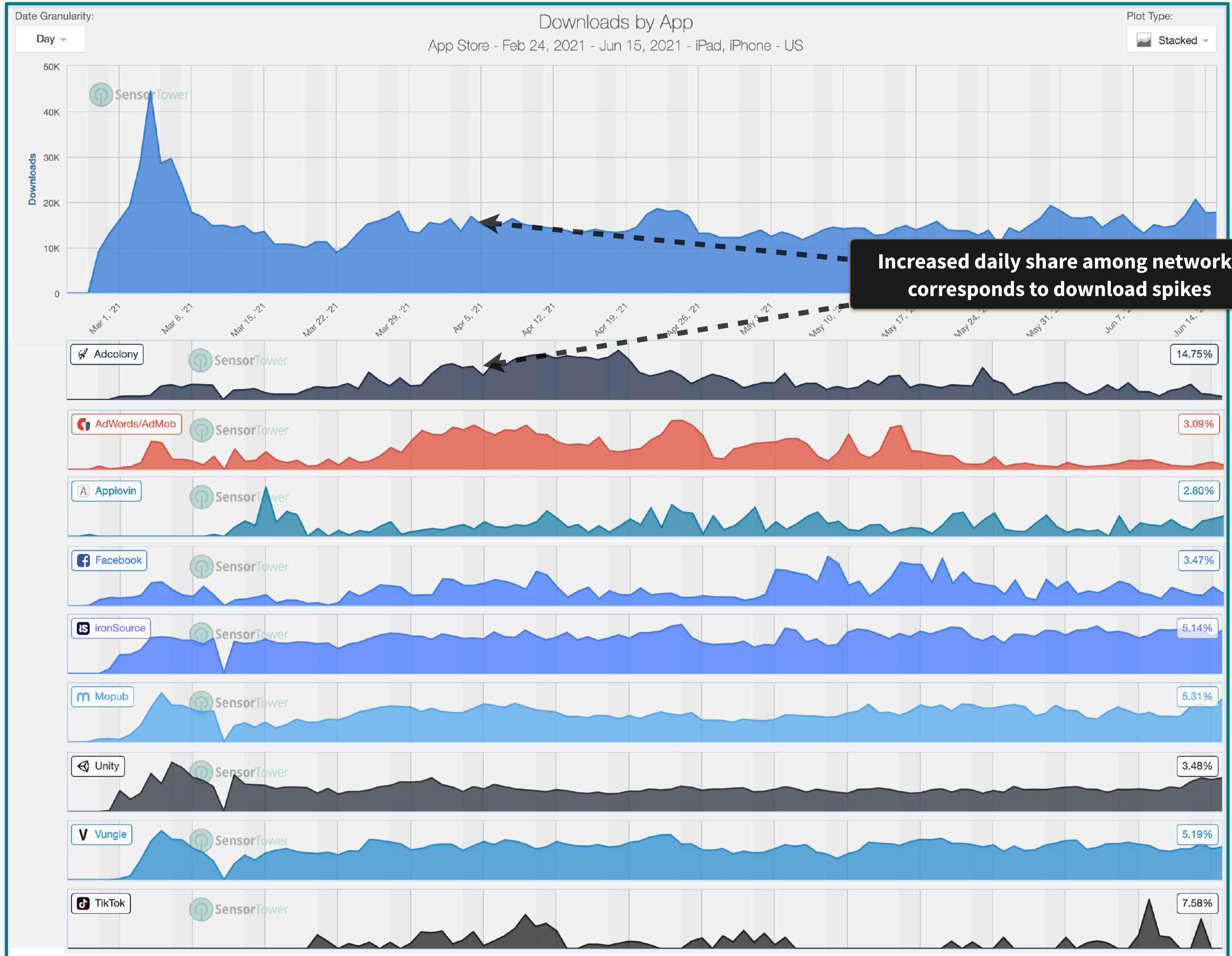


Capitalizes on surging popularity of Puzzle & Decorate with a Decoration-based progression mechanic (though users make no design decisions, just choose which task to complete when). Team- and individual-based leaderboard system and collection events create time pressure and could help drive early retention

Game Highlight: Royal Match

Royal Match: Network Analysis

Downloads and Impressions by Selected Networks since launch (iOS, US) (Feb 2021 - June 2021)



Most Used Networks:

AdColony, ironSource, and Vungle were the most utilized networks for **Royal Match** in the US on iPhone/iPad

Networks used sporadically:

TikTok was used sporadically, with an average SOV of 0.38%, but a peak SOV 7.58%

UA Resources in US:

Royal Match has shown a consistent UA presence on iPhone/iPad since launch. Not pictured on this chart is YouTube, where **Royal Match** has begun to show light activity in mid-June

[View Network Analysis for Post Launch \(US\)](#)

Game Highlight: Royal Match

Royal Match: Creative Strategy

Video Ad



Playable Ad



Royal Match's creative strategy highlights the strength of its core gameplay, rather than the game's narrative elements or decoration meta

Most served Video creative features the timed 'King's Nightmare' levels, a key gameplay differentiator vs Classic Match-3 competition

Playable ads are also commonly used, and include what feels like a full level of **Royal Match**, accurately recreating the experience of the real game and showcasing the core gameplay strengths discussed on slide 22

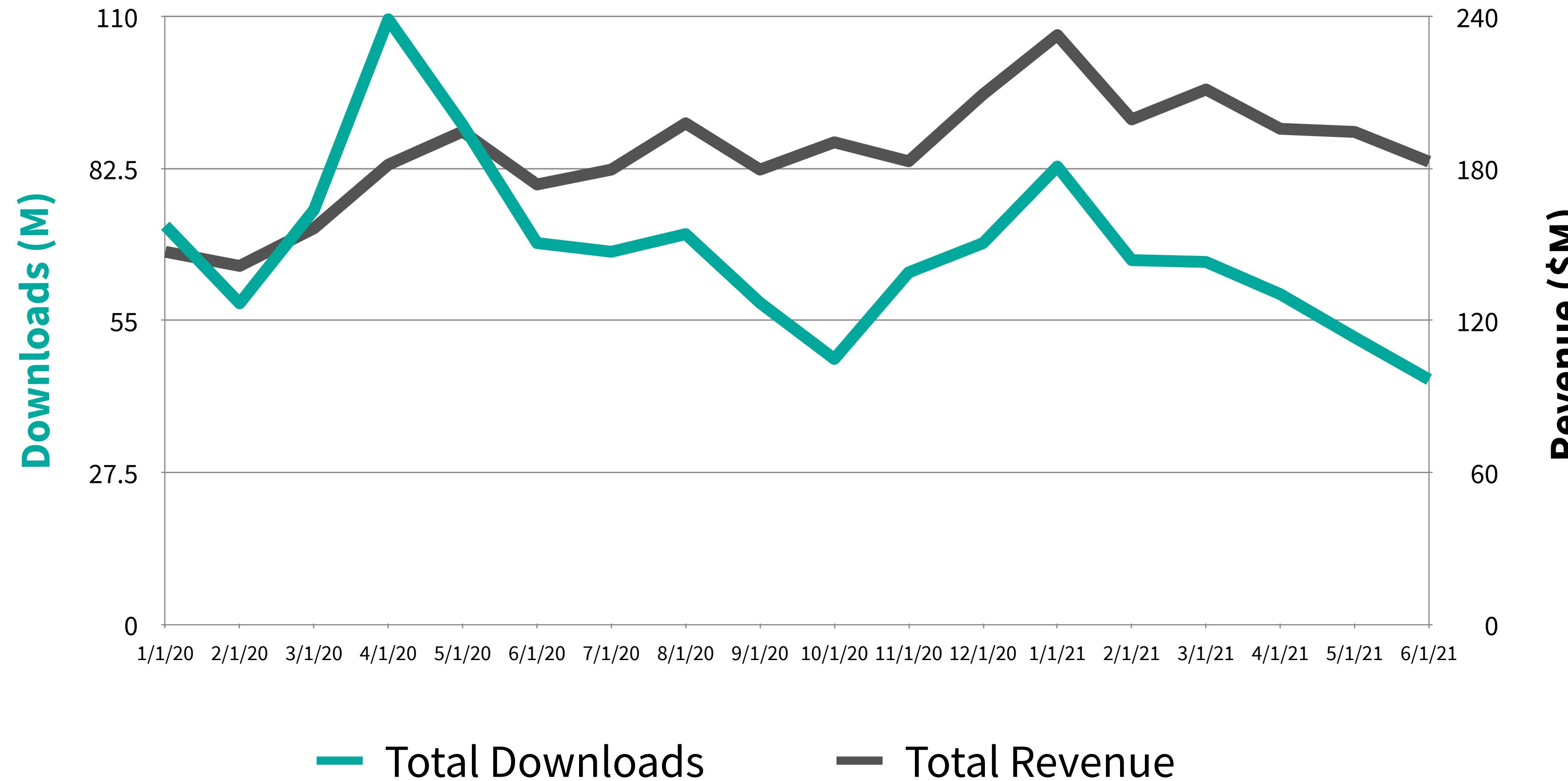
Additionally, the playable creative calls out that **Royal Match** is ad-free

[View in Ad Intelligence](#)

Puzzle & Decorate

Sub-genre Overview

Puzzle & Decorate: Revenue & Download Trends



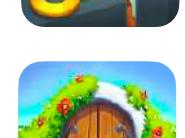
Since the start of 2020, Puzzle & Decorate monthly revenues have increased by over 25%, driven mostly by the success of *Project Makeover* in Q4'20/Q1'21

April '20 download spike driven by *Gardenscapes*, while January '21 peaks driven by *Project Makeover*

Puzzle & Decorate: Most Downloaded Titles

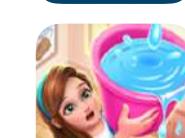
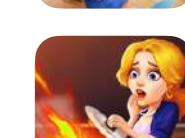
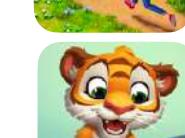
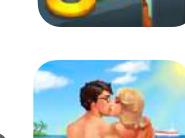
Most downloaded Puzzle & Decorate games on App Store and Google Play by year

2019

1		Homescapes	-
2		Gardenscapes	-
3		Matchington Mansion	-
4		My Home - Design Dreams	-
5		Fishdom	-
6		Home Design Makeover	-
7		Lily's Garden	-
8		Property Brothers Home Design	-
9		Wildscapes	-
10		Lost Island: Blast Adventure	-

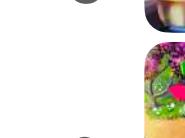
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2020

1		Homescapes	-
2		Gardenscapes	-
3		Fishdom	+2
4		My Home - Design Dreams	-
5		Matchington Mansion	-2
6		Project Makeover	NEW
7		Property Brothers Home Design	+1
8		Lily's Garden	-1
9		Wildscapes	-
10		Family Hotel: Home Renovation	NEW

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2021

1		Project Makeover	+5
2		Homescapes	-1
3		Gardenscapes	-1
4		Fishdom	-1
5		Manor Matters	NEW
6		My Home - Design Dreams	-2
7		Candy Manor - Home Design	NEW
8		Matchington Mansion	-3
9		Lily's Garden	-1
10		My Story - Mansion Makeover	NEW

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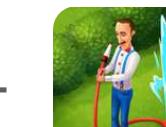
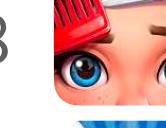
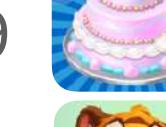
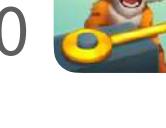
Puzzle & Decorate: Highest Grossing Titles

Highest Grossing Puzzle & Decorate games on App Store and Google Play by year

2019

1		Homescapes	-
2		Gardenscapes	-
3		Matchington Mansion	-
4		Fishdom	-
5		Home Design Makeover	-
6		Lily's Garden	-
7		Lost Island: Blast Adventure	-
8		My Home - Design Dreams	-
9		Jellipop Match	-
10		Angry Birds Match 3	-

2020

1		Gardenscapes	+1
2		Homescapes	-1
3		Fishdom	+1
4		Matchington Mansion	-1
5		Lily's Garden	+1
6		Property Brothers Home Design	NEW
7		Home Design Makeover	-2
8		Project Makeover	NEW
9		Sweet Escapes	NEW
10		Wildscapes	NEW

1H'2021

1		Homescapes	+1
2		Gardenscapes	-1
3		Fishdom	-
4		Project Makeover	+4
5		Matchington Mansion	-1
6		Lily's Garden	-1
7		Manor Matters	NEW
8		Property Brothers Home Design	-2
9		Penny & Flo: Finding Home	NEW
10		Home Design Makeover	-3

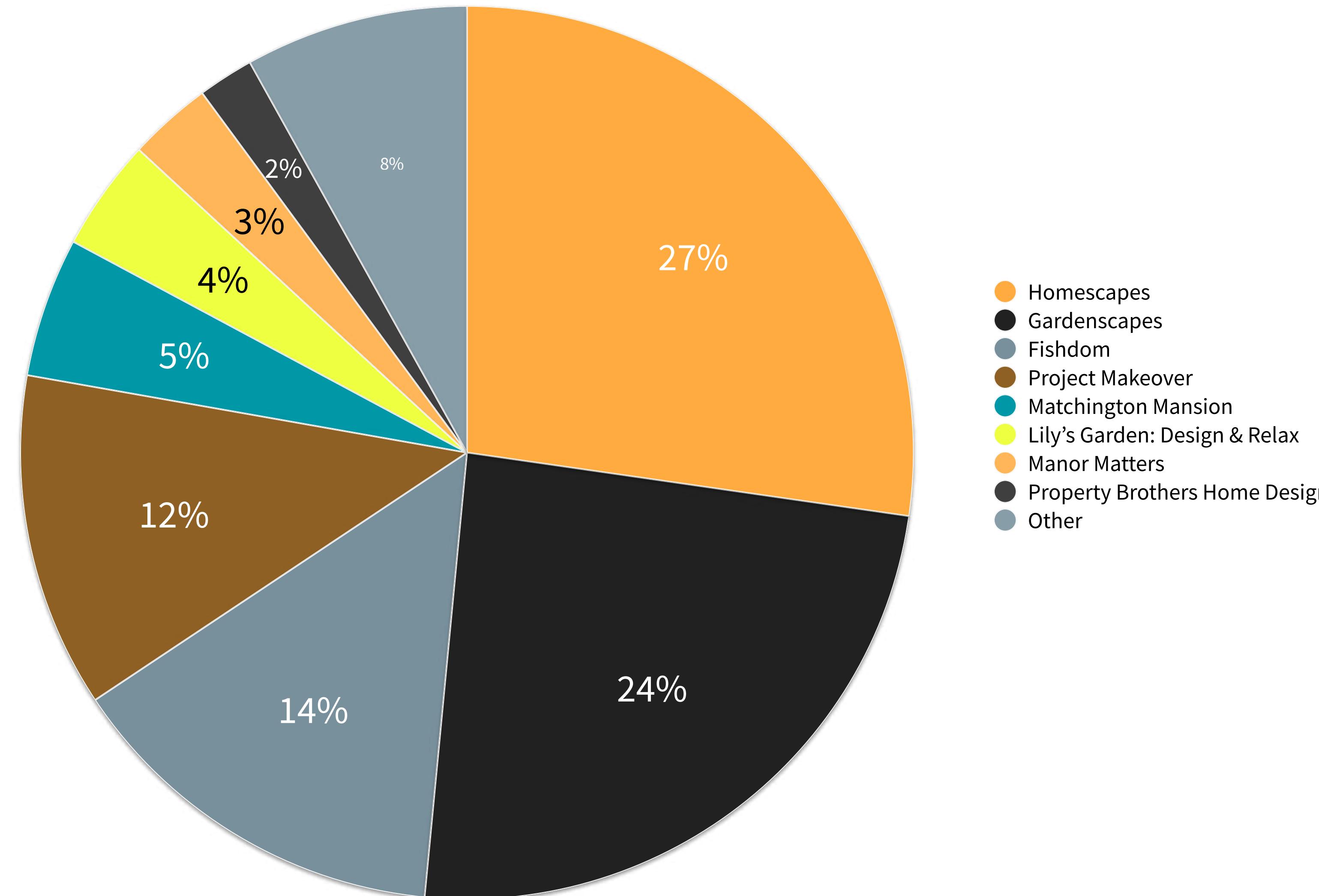
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Puzzle & Decorate: Revenue Share

Market Share by App, Top 25 Puzzle & Decorate games by Revenue, last 90 days



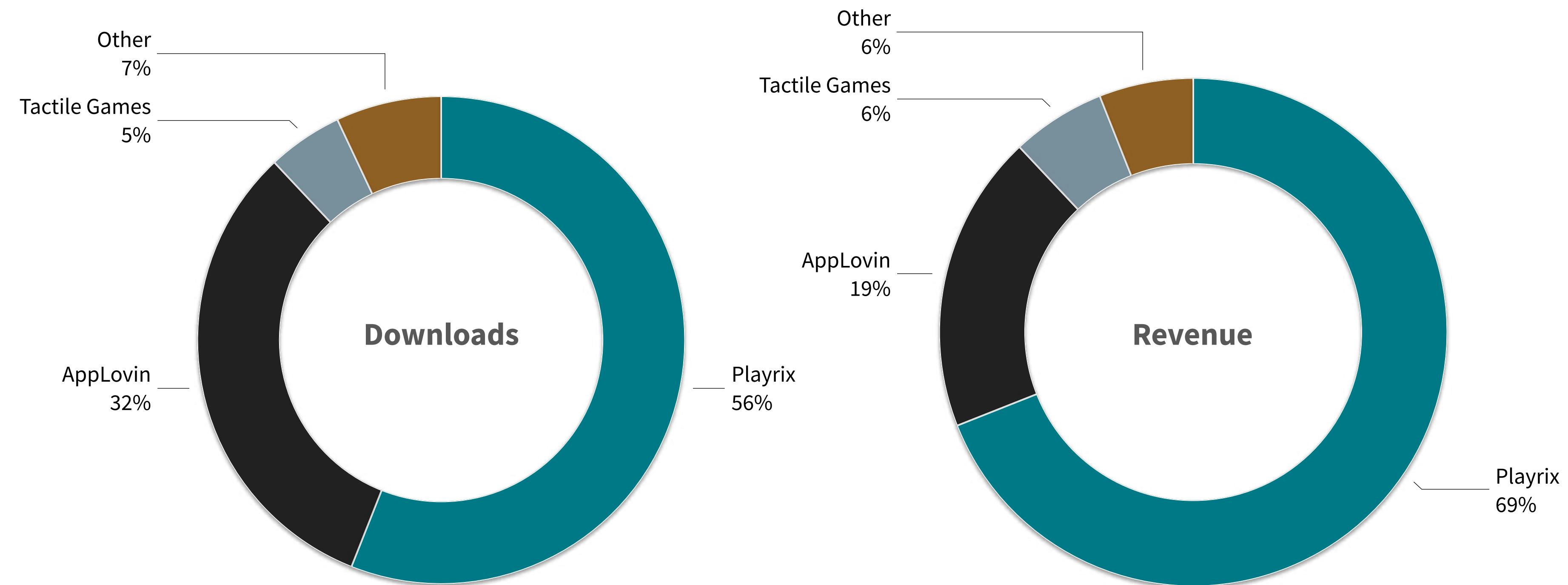
Playrix titles **Homescapes**, **Gardescapes**, and **Fishdom** owned 65% of sub-genre revenues in the last 90 days. AppLovin titles **Project Makeover** and **Matchington Mansion** round out the top 5 Puzzle & Decorate games during the period, together owning 17% of sub-genre revenues:

June 2021	
Homescapes	\$21,955,997
Gardescapes	\$20,797,991
Fishdom	\$11,566,759
Project Makeover	\$8,095,662
Other	\$5,032,627
Matchington Mansion	\$4,196,218
Lily's Garden	\$3,832,121
Manor Matters	\$2,965,493
Penny & Flo	\$1,132,621
Kitten Match-Mansion	\$917,688
Total	\$80,493,176

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Puzzle & Decorate: Publisher Breakdown

Download and Revenue share by Publisher, Top 25 Puzzle & Decorate Apps



Together, **Playrix** and **AppLovin** have accounted for 88% of both downloads and revenue since the launch of Playrix's **Project Makeover** in November 2020.

Both publishers have 5 different Puzzle & Decorate games in the top 25 (release dates shown):

Playrix	AppLovin
Fishdom December 2015	Matchington Mansion October 2017
Gardenscapes August 2016	My Home: Design Dreams August 2018
Homescapes September 2017	Sweet Escapes July 2019
Wildscapes August 2019	Project Makeover November 2020
Manor Matters May 2020	My Story: Mansion Makeover January 2021

Tactile Games rounds out the top 3 publishers in this sub-genre with two top-25 titles: **Lily's Garden** and **Penny & Flo: Finding Home**

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Game Highlight: Project Makeover



"MAKEOVER helpless clients and give them the confidence to follow their dreams!"

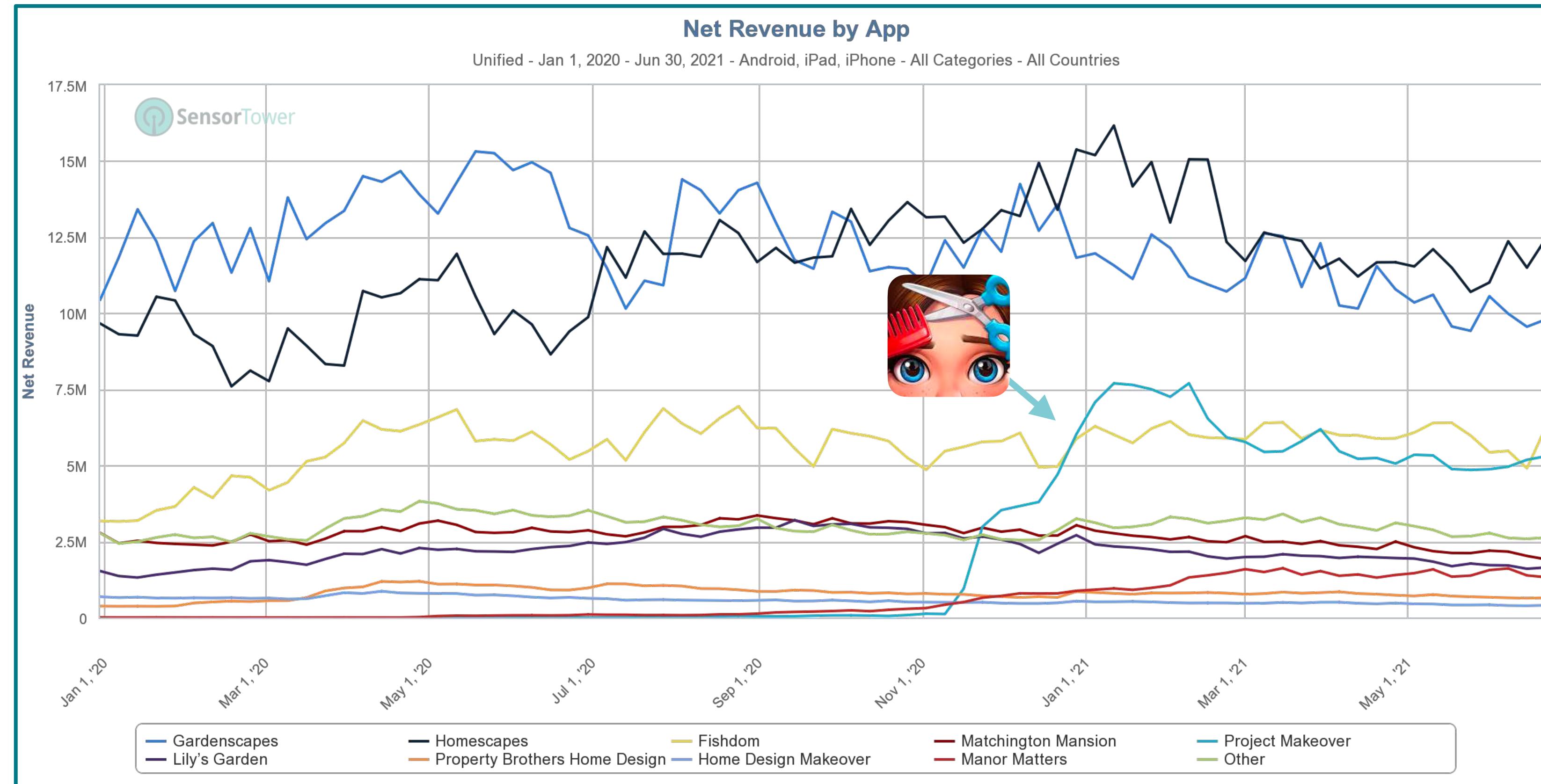
Publisher: AppLovin
Soft Launch: 9/13/2020
Worldwide Launch: 11/15/2020
All-time Downloads: 89.8M
All-time Revenue: \$176.4M
All-time RPD: \$2.04

*All-time Download and Revenue figures worldwide through 6/30/2021



Project Makeover:

Performance

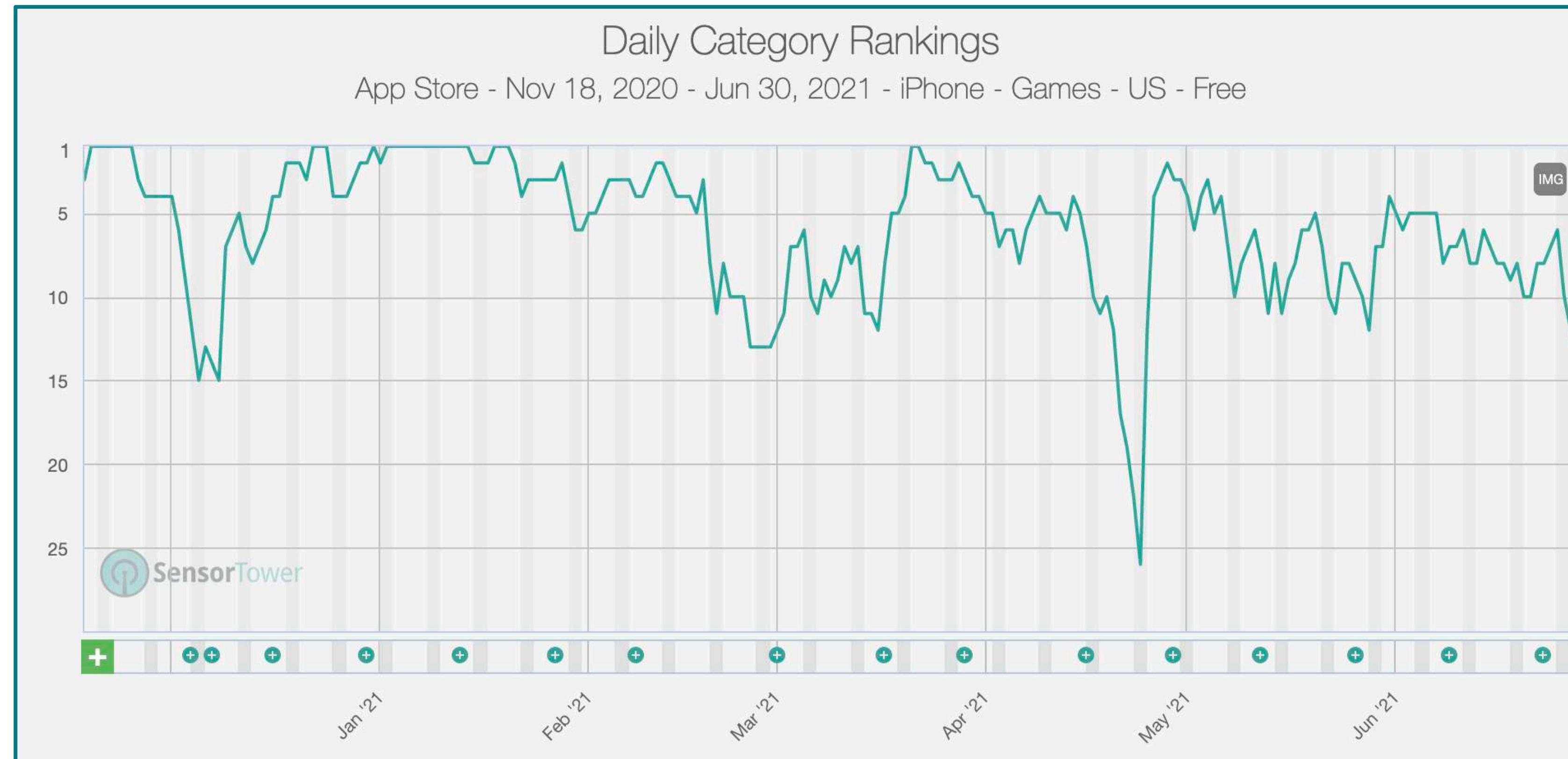


Within 2 months of launch, **Project Makeover** became the 3rd highest-grossing Puzzle & Decorate title.

After peaking at around \$7.5M in weekly revenues in February, **Project Makeover** has slowed to closer to \$5M a week in the months since

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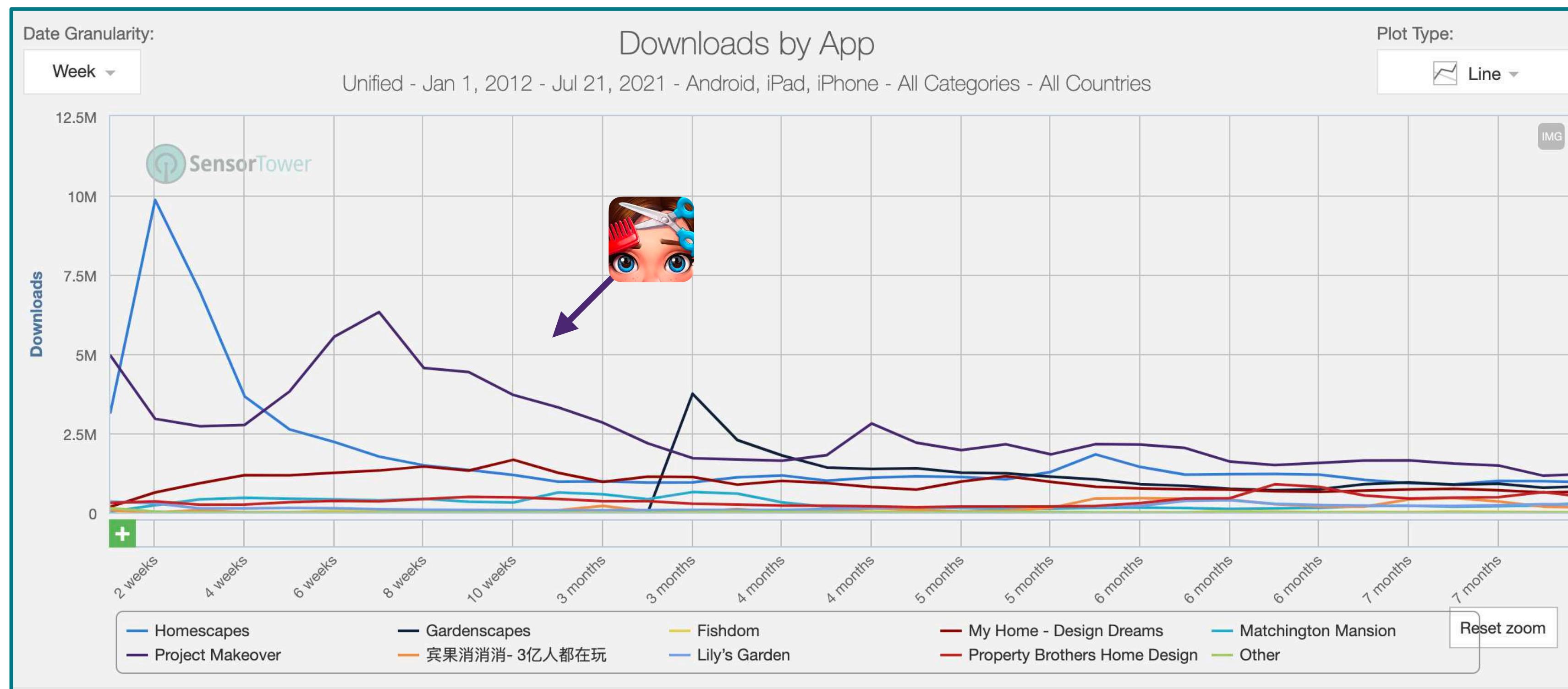
Project Makeover: Performance



Project Makeover captured the #1 free ranking on iPhone within 3 days of release. It fell below 15 for one week in April, but has mostly maintained a top 10 daily position since launch, reaching #1 multiple times

[View in App Intelligence](#)

Project Makeover: Performance



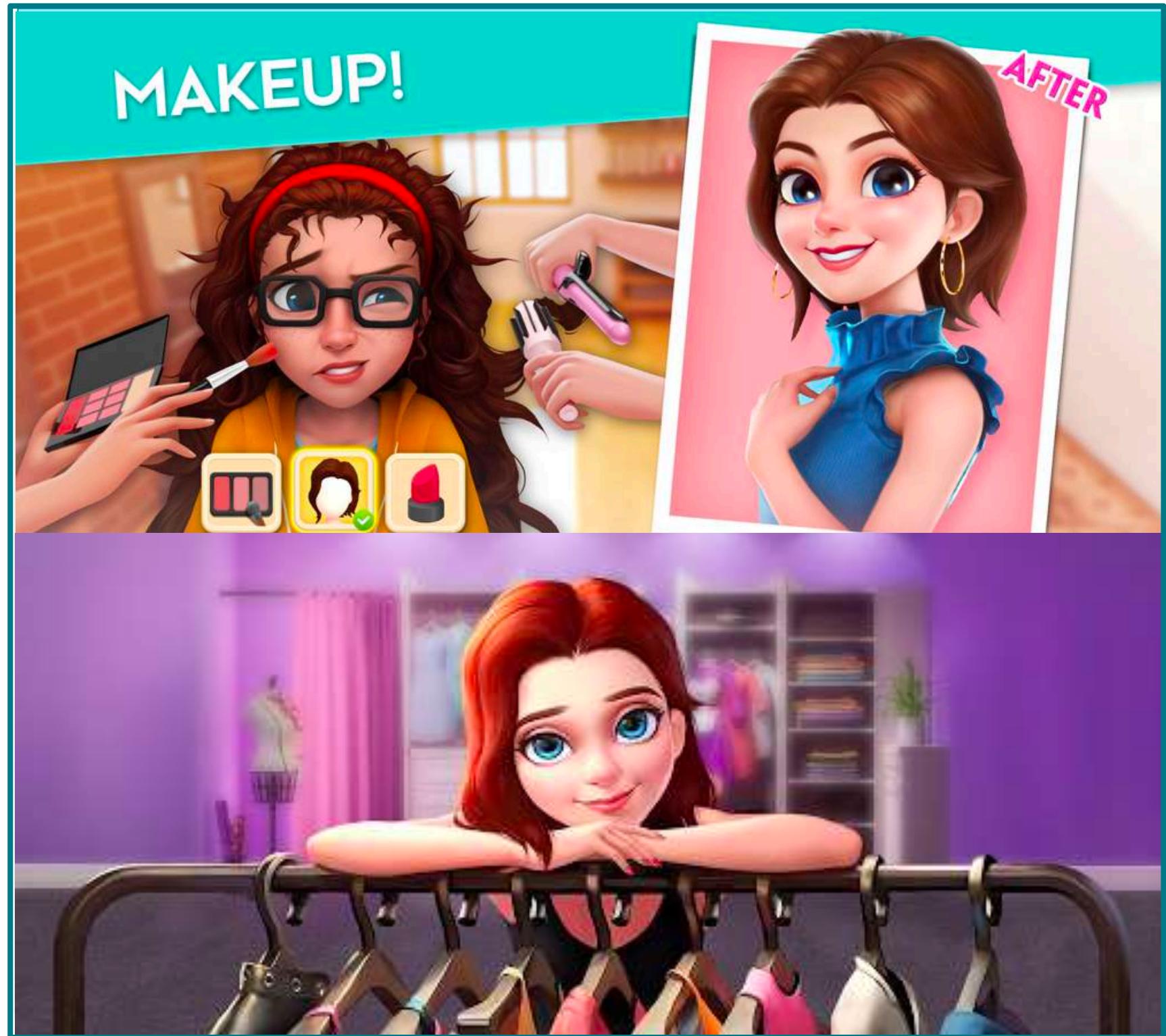
Comparing the launches of top titles in the sub-genre, **Project Makeover's** weekly download volume was consistently higher than leading competitors through its first 7 months, with the exception of a few, temporary download spikes for **Homescapes** and **Gardenscapes**

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[View in Ad Intelligence](#)

Project Makeover: Key Differentiators

Unique Art Style: 3D Cartoon



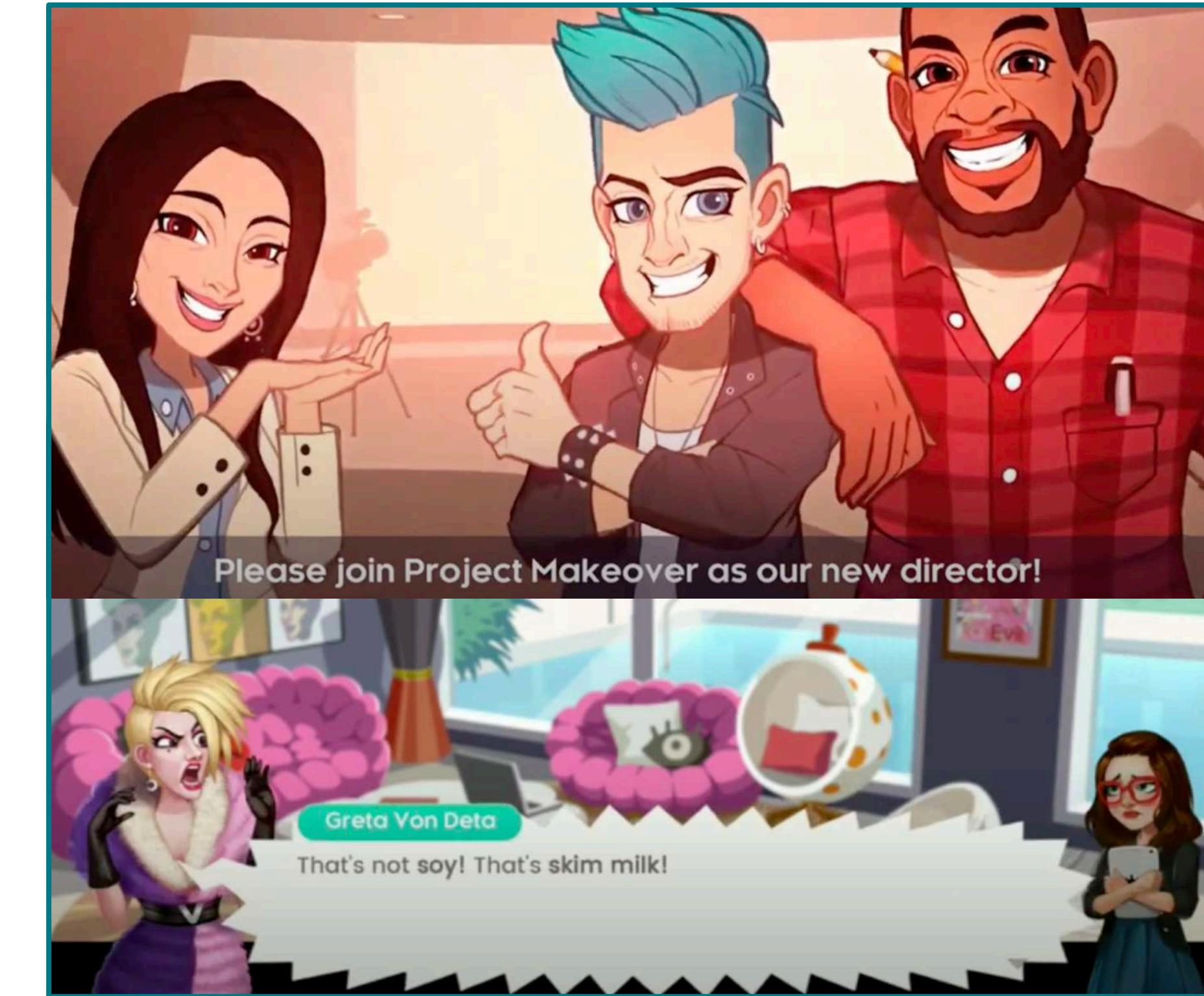
Before the launch of *Project Makeover*, games with a 2D Cartoon art style accounted for 97% of Puzzle & Decorate revenues. Project Makeover's 3D cartoon art style is showcased heavily in advertising creative

Customizable Avatar & Social Discovery



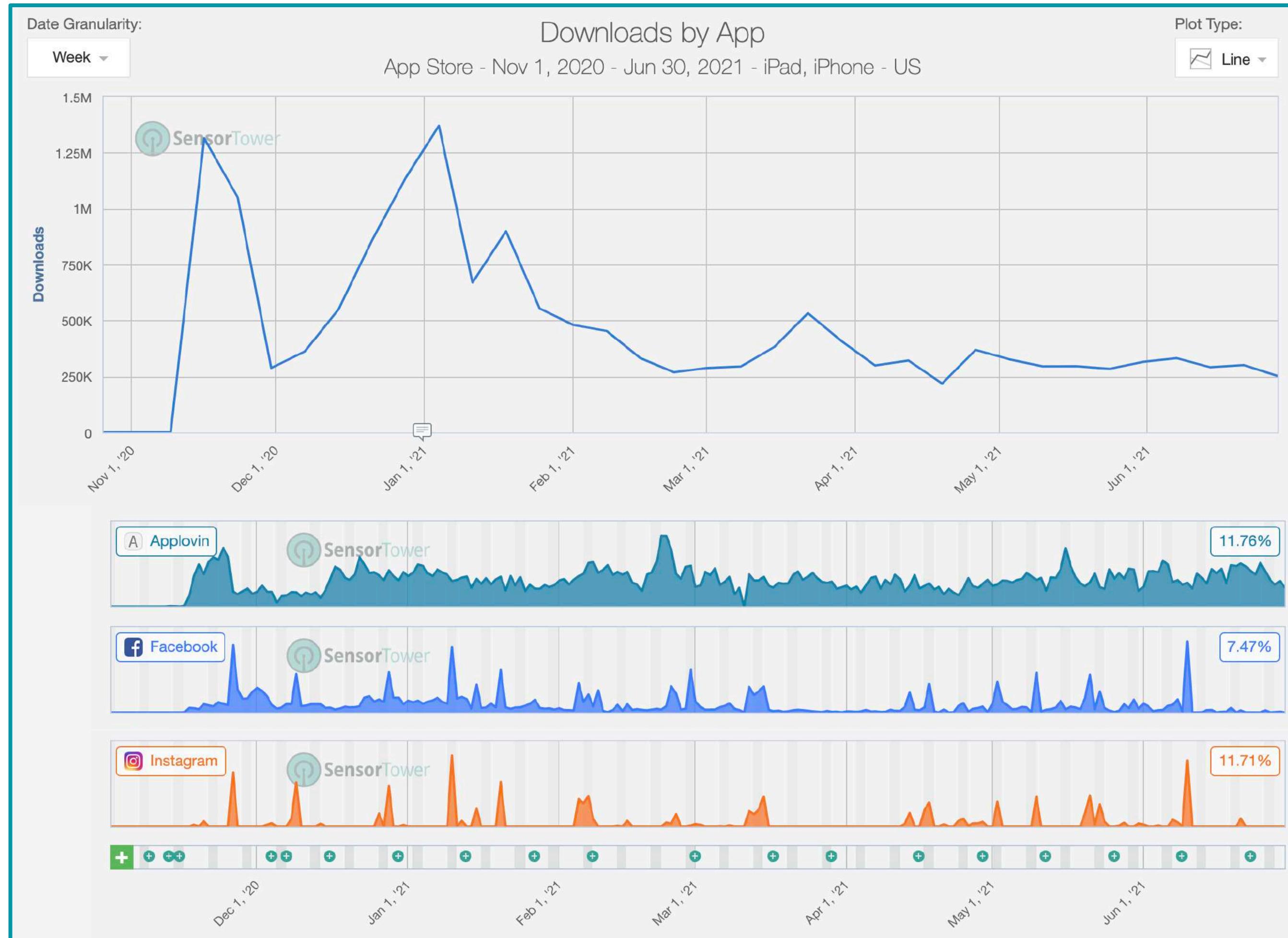
Only top Puzzle & Decorate game to feature customizable player avatars. Avatars can be shared with other players through a social discovery mechanic, where players are shown a random player's avatar and asked to react to it (choosing from 3 positive options). Players can then add each other as friends and share free lives (a system typical of most casual puzzle games)

Culturally Connected, Narrative-driven Meta



To progress through the game, players use coins earned through puzzle gameplay to complete makeover 'episodes', where they give NPCs full makeovers for an in-game reality show (a familiar real-life format). In addition the narrative component of 'episodes', the game features an additional 'drama' meta, where players unlock cinematic clips that tell a serialized story

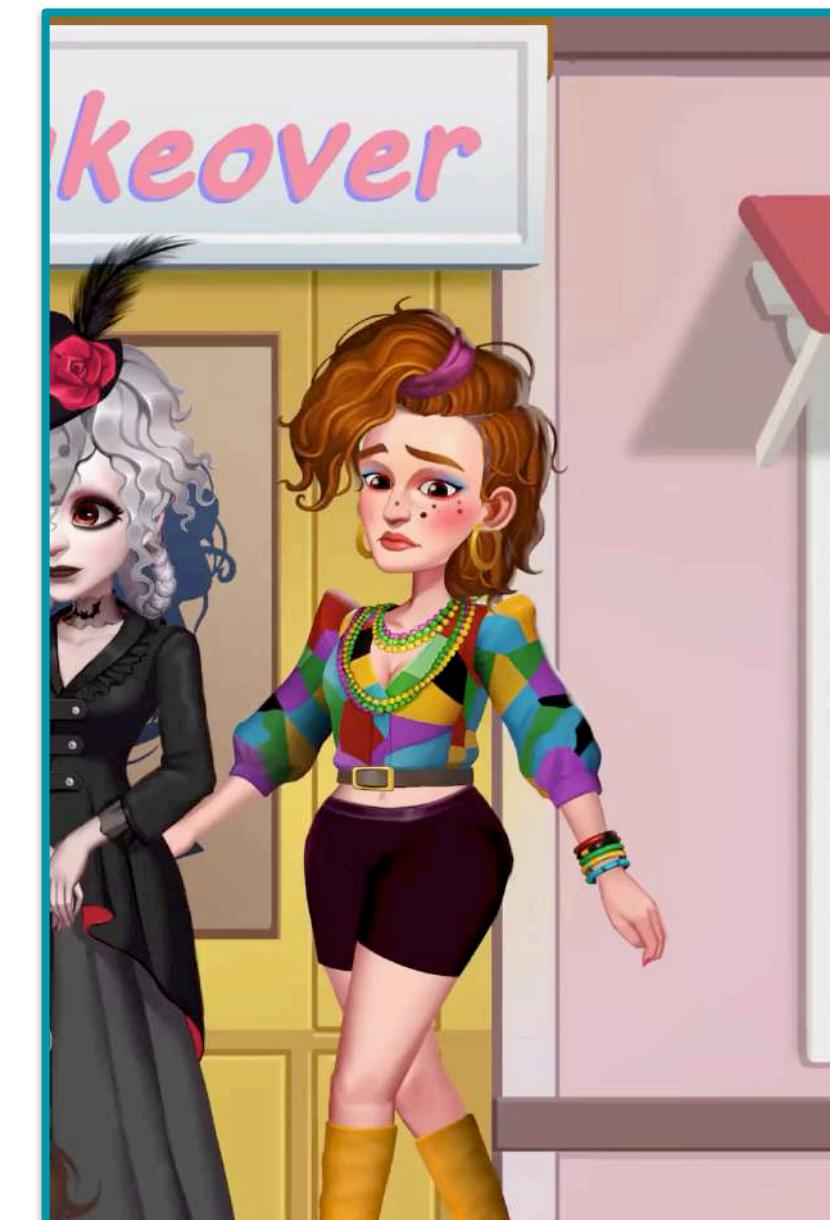
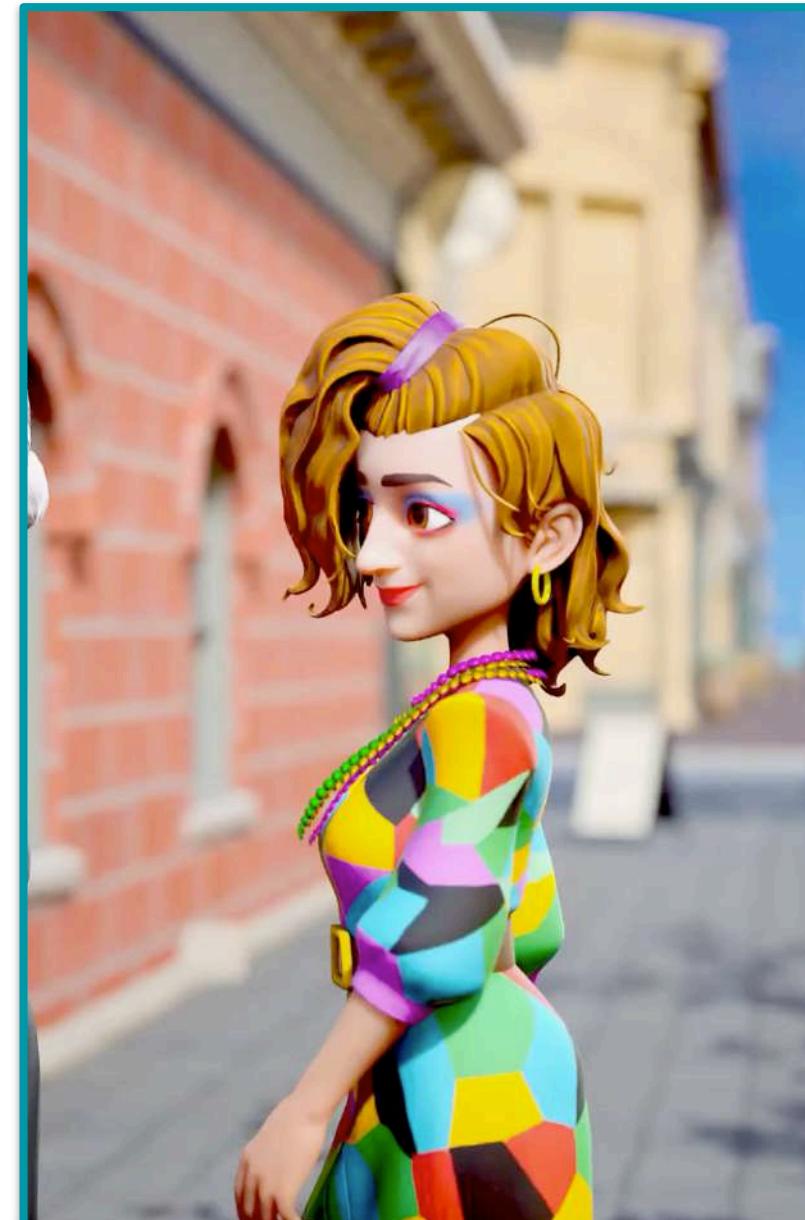
Project Makeover: User Acquisition Strategy



[View in Ad Intelligence](#)

Sustained SOV presence on owned AppLovin ad network (peaking at over 11% on iOS), helped **Project Makeover** to quickly capture top-4 market share in the category. **Project Makeover** also invested sporadically in social ad platforms like Instagram and Facebook.

Creative assets feature makeover meta element only and make no mention of the Match-3 Puzzle core loop

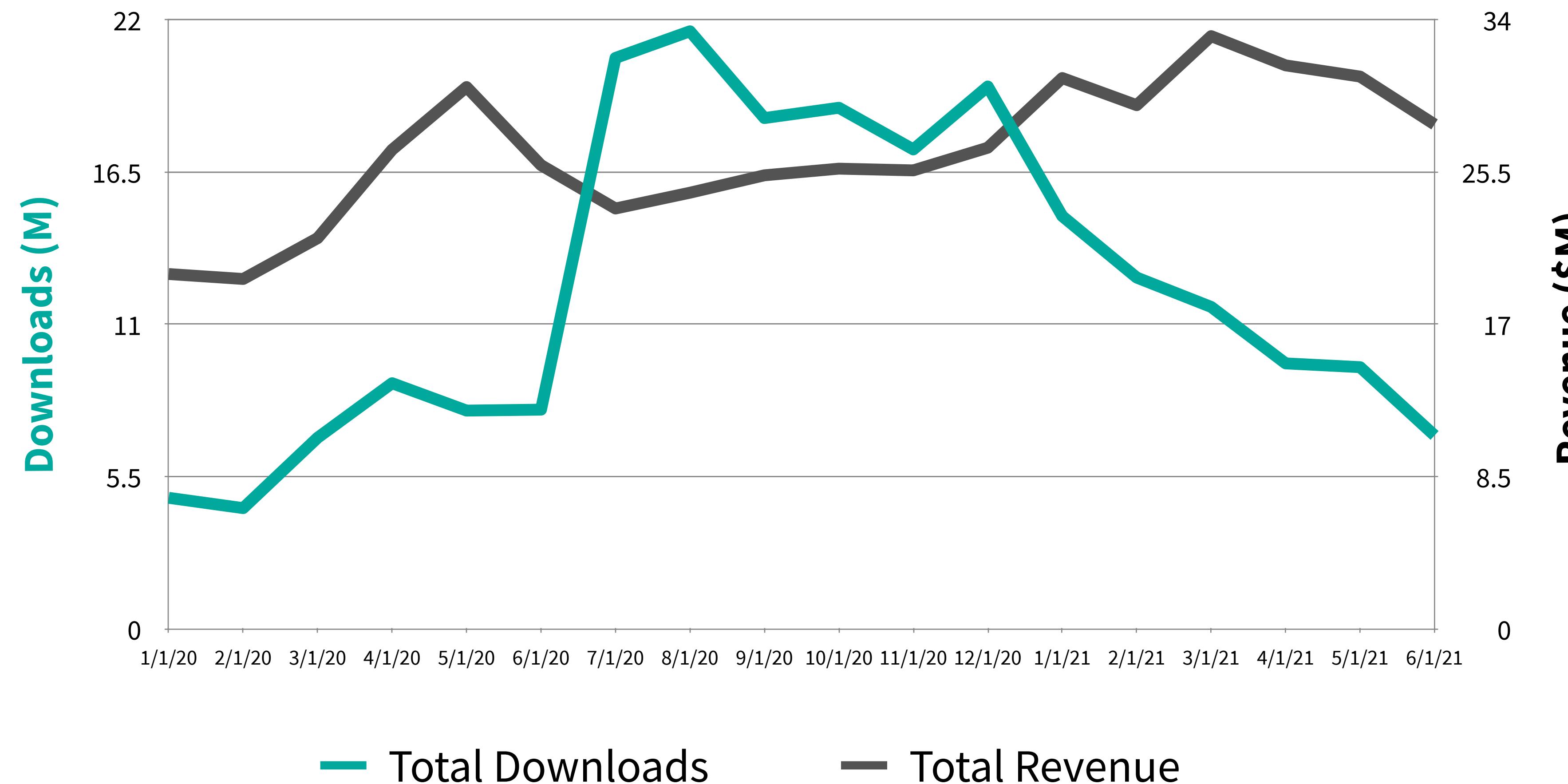


Game Highlight: Project Makeover

Merge Sub-genre Overview

Merge

Revenue & Download Trends

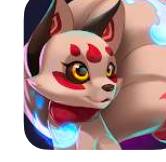
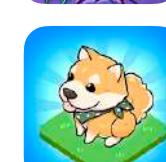


Since the start of 2020, Merge monthly revenues have increased by over 27%, driven mostly by the success of new titles *EverMerge* and *Merge Mansion*.
2H'2020 download spike driven by *Puppy Town - Merge*, which is completely free to play (no IAPs), only available on Google Play, and for which US is not a primary market (less than 10% of downloads come from US; primary markets are in Southeast Asia)

Merge: Most Downloaded Titles

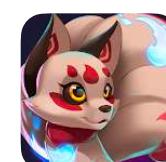
Most downloaded Merge games on App Store and Google Play by year

2019

1		Merge Dragons!	Zynga	-
2		Homo Evolution: Human Origins	Azur	-
3		Merge Magic!	Zynga	-
4		Merge Flowers vs Zombies	Onegame	-
5		Big Bang Evolution	Azur	-
6		Merge Quest	PotatoPlay	-
7		Merge Town!	Zynga	-
8		Park of Monster	LT Fun	-
9		Merge Dogs	Zepni	-
10		Merge Gems!	Zynga	-

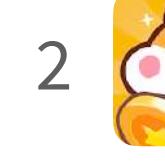
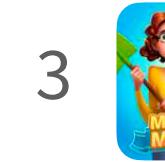
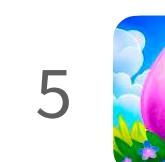
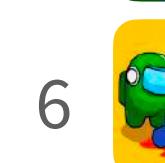
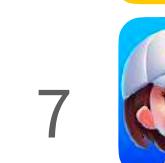
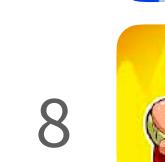
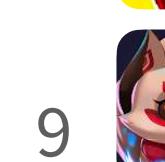
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2020

1		Puppy Town - Merge & Win	MeetJoy Studio	NEW
2		Merge Dragons!	Zynga	-1
3		Homo Evolution: Human Origins	Azur	-1
4		EverMerge: Merge 3 Puzzle	Onegame	NEW
5		Merge Magic!	Zynga	-2
6		Cutie Garden	MiniJoy	NEW
7		Imposter Academy	Azur	NEW
8		'Multi-Millionaire'	Yi Jang	NEW
9		Happy Golden Hen	Happy Merge Games	NEW
10		Brick Merge 3D	Alictus	NEW

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2021

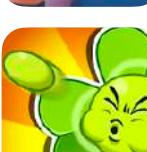
1		Puppy Town - Merge & Win	MeetJoy Studio	-
2		Cutie Garden	MiniJoy	+4
3		Merge Mansion	Metacore	NEW
4		EverMerge: Merge 3 Puzzle	Onegame	-
5		Merge Dragons!	Zynga	-3
6		Imposter Academy	Azur	+1
7		Mergical	Betta Games	NEW
8		Homo Evolution: Human Origins	Azur	-5
9		Merge Magic!	Zynga	-4
10		Merge Gardens	Futureplay	NEW

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Merge: Highest Grossing Titles

Highest Grossing Merge games on App Store and Google Play by year

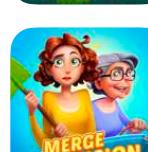
2019

1		Merge Dragons!	Zynga	-
2		Merge Magic!	Zynga	-
3		Park of Monster	LT Fun	-
4		Mergical	Betta Games	-
5		Homo Evolution: Human Origins	Azur	-
6		Merge Quest	PotatoPlay	-
7		Merge Farm!	Zynga	-
8		Merge Flowers vs Zombies	OneGame	-
9		Merge Town!	Zynga	-
10		Big Bang Evolution	Azur	-

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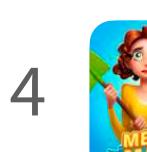
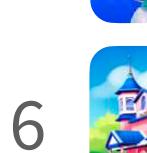
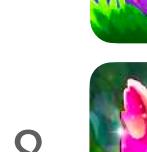
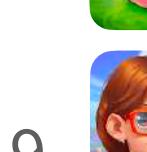
Sub-genre Overview - Merge

2020

1		Merge Dragons!	Zynga	-
2		Merge Magic!	Zynga	-
3		EverMerge: Merge 3 Puzzle	OneGame	+3
4		Mergical	Betta Games	-
5		Merge World Above	Mail.Ru	NEW
6		Park of Monster	LT Fun	-3
7		Merge Gardens	Futureplay	NEW
8		Merge Mansion	Metacore	NEW
9		幻兽爱合成	LT Fun	NEW
10		Mergeland	LiliJoy	NEW

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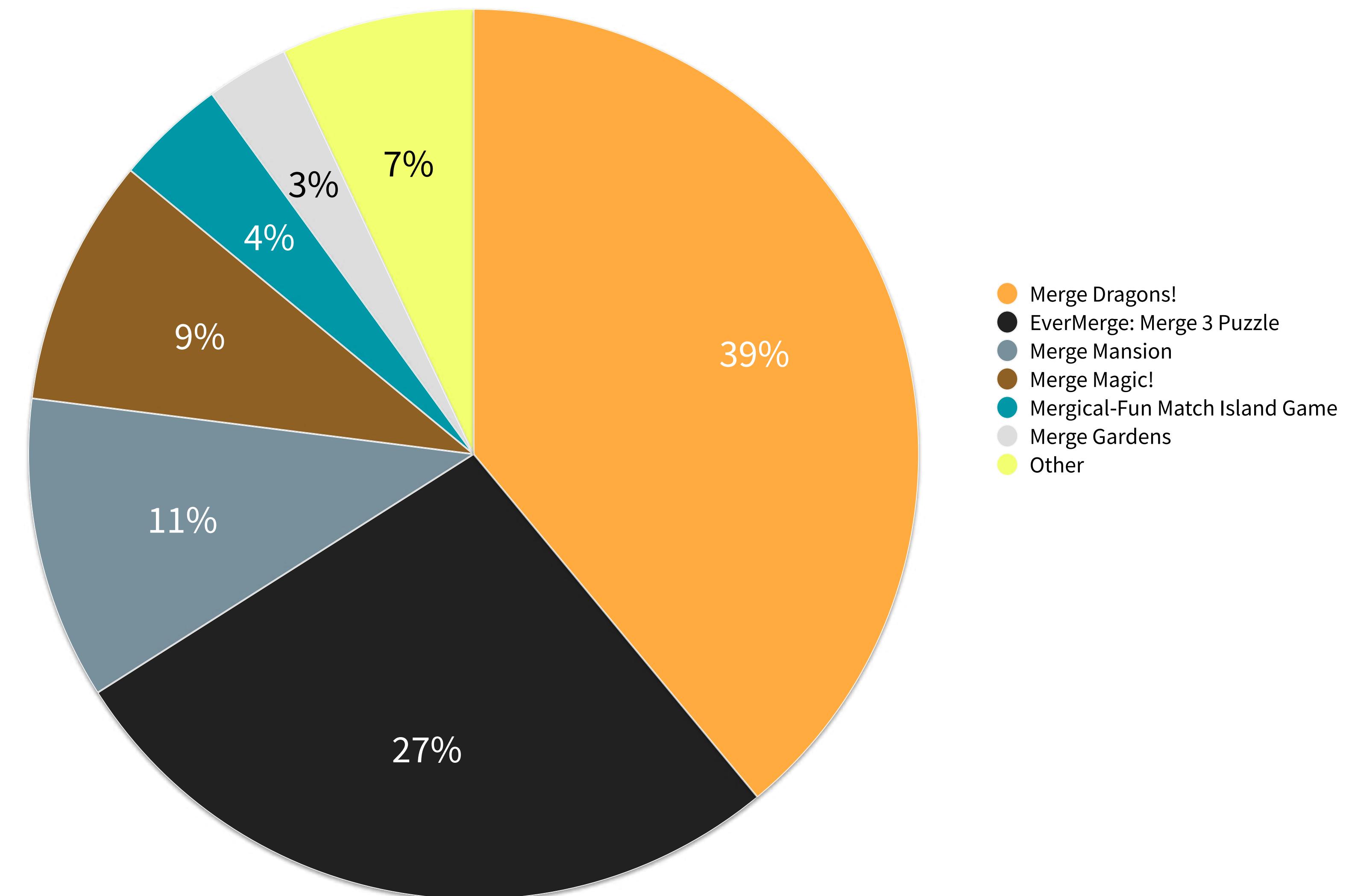
1H'2021

1		Merge Dragons!	Zynga	-
2		EverMerge: Merge 3 Puzzle	OneGame	+1
3		Merge Magic!	Zynga	-1
4		Merge Mansion	Metacore	+4
5		Mergical	Betta Games	-1
6		Merge Gardens	Futureplay	+1
7		幻兽爱合成	LT Fun	+2
8		Wonder Merge	MergeGames	NEW
9		Merge Tales	MergeGames	NEW
10		Merge World Above	Mail.Ru	-5

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Merge: Revenue Share by Title

Market Share by title, Top 25 Merge games by Revenue, last 90 days



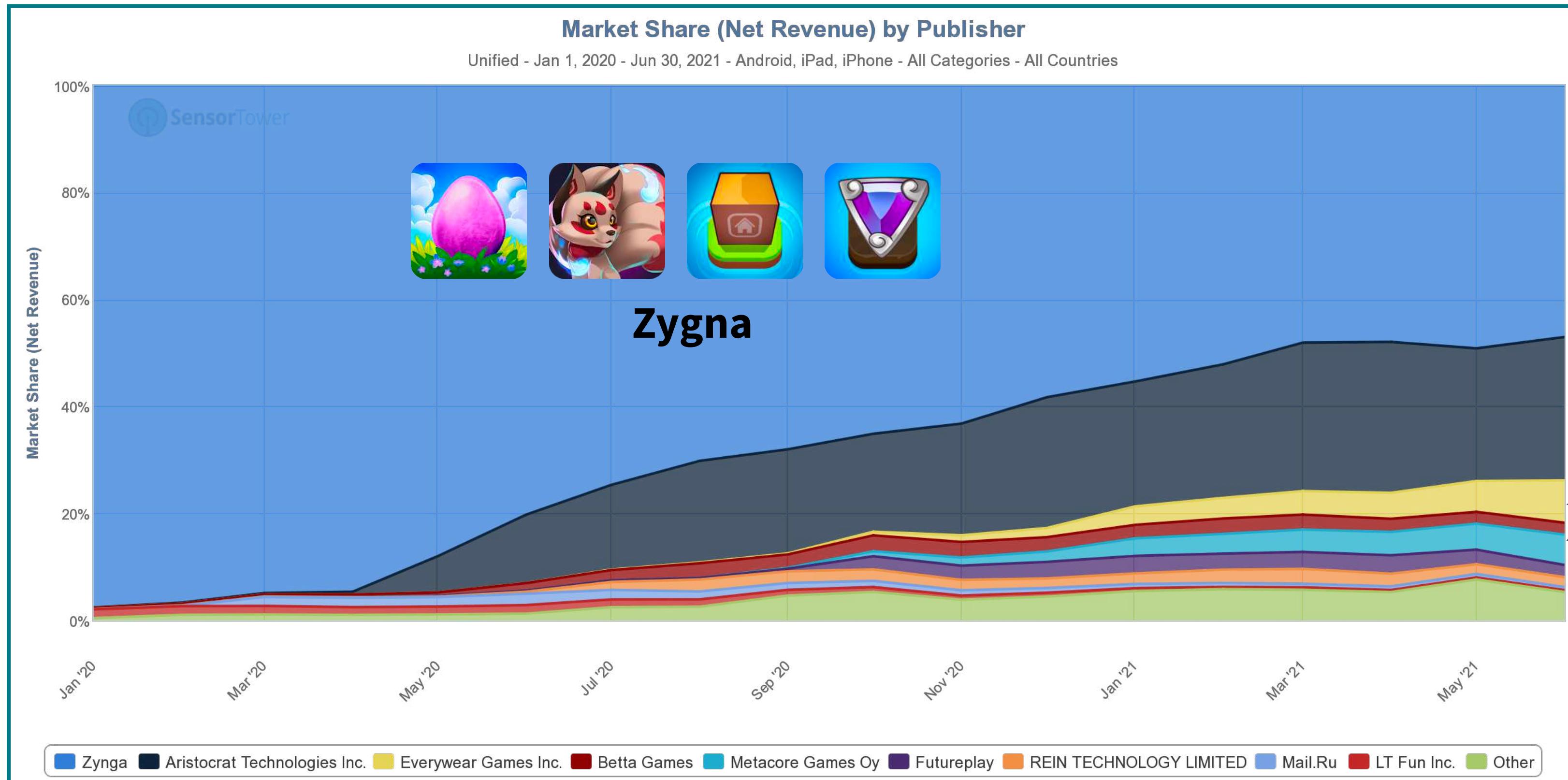
Zynga's **Merge Dragons!** has led the category in revenue for the last 2 years, and continued to hold that position through the last 90 days.

EverMerge and **Merge Mansion** have quickly earned share after launching in 2020.

June 2021	
Merge Dragons!	\$4,974,523
EverMerge: Merge 3 Puzzle	\$3,204,415
Merge Mansion	\$2,234,239
Merge Magic!	\$1,041,189
Mergical-Fun Match Island Game	\$523,955
幻兽爱合成	\$378,823
Merge Gardens	\$304,052
Wonder Merge	\$107,057
Other	\$95,214
Merge World Above	\$71,066
Total	\$12,934,533

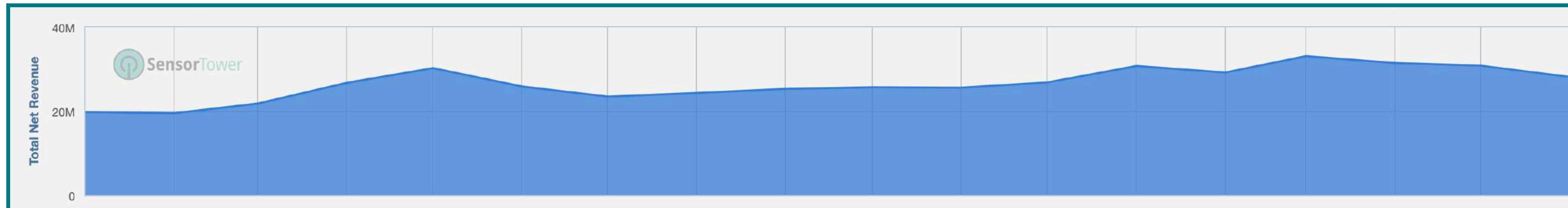
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Merge: Publisher Revenue Trend



Revenues for the top-25 Merge games grew 44% in the last 18 months, with Zynga losing 50% market share during the same period, mostly to Aristocrat's *Evermerge*, Metacore/Everwear's *Merge Mansion*, and Betta Games' *Mergical*, which all launched in 2020

Metacore launched in 2015 as 'Everywear Games', focusing on developing content for the Apple Watch, before rebranding to 'Metacore' in Q3'2020. The 'Everywear' slice in the chart shown represents iOS revenue, while the 'Metacore' slice represents Android, as they are listed that way in currently in each store



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Game Highlight: Merge Mansion



"MAKEOVER helpless clients and give them the confidence to follow their dreams!"

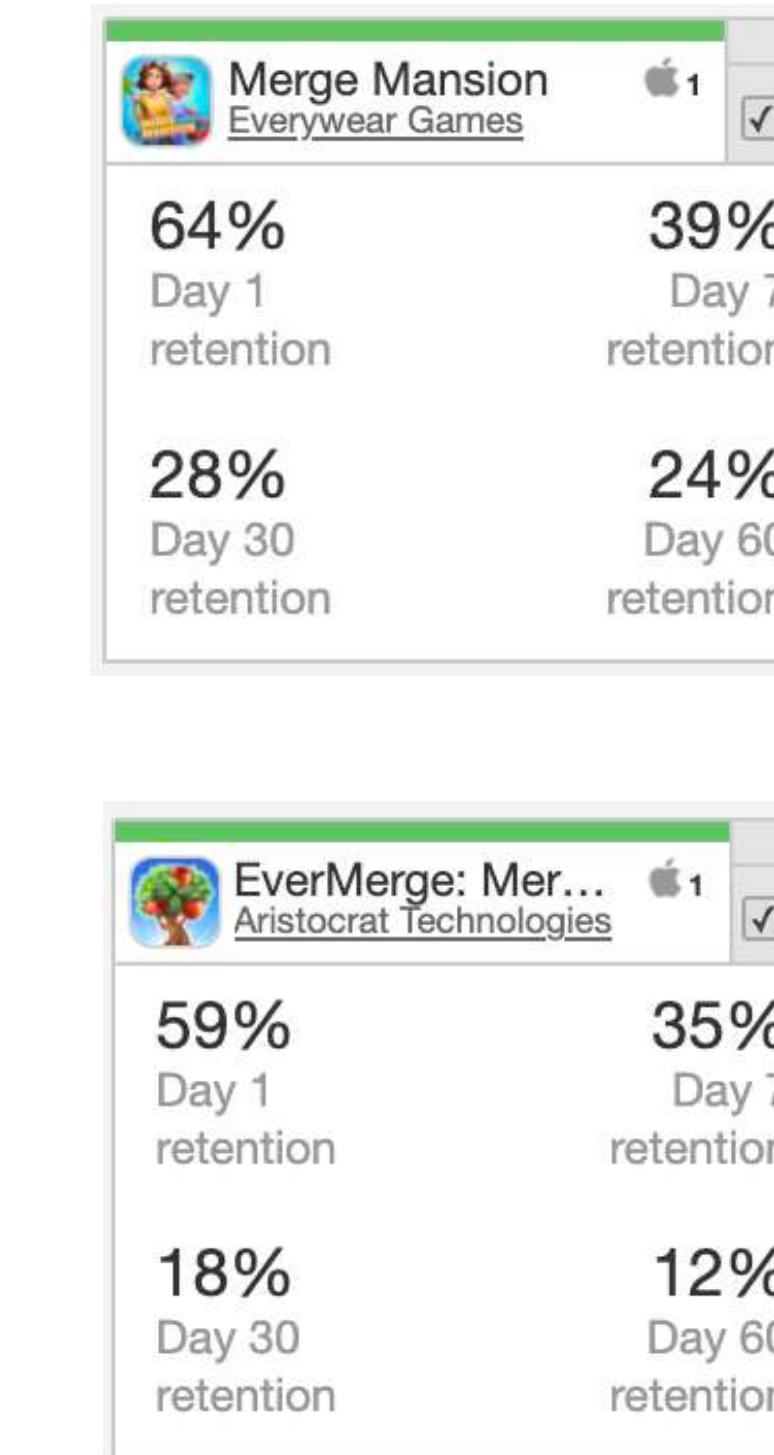
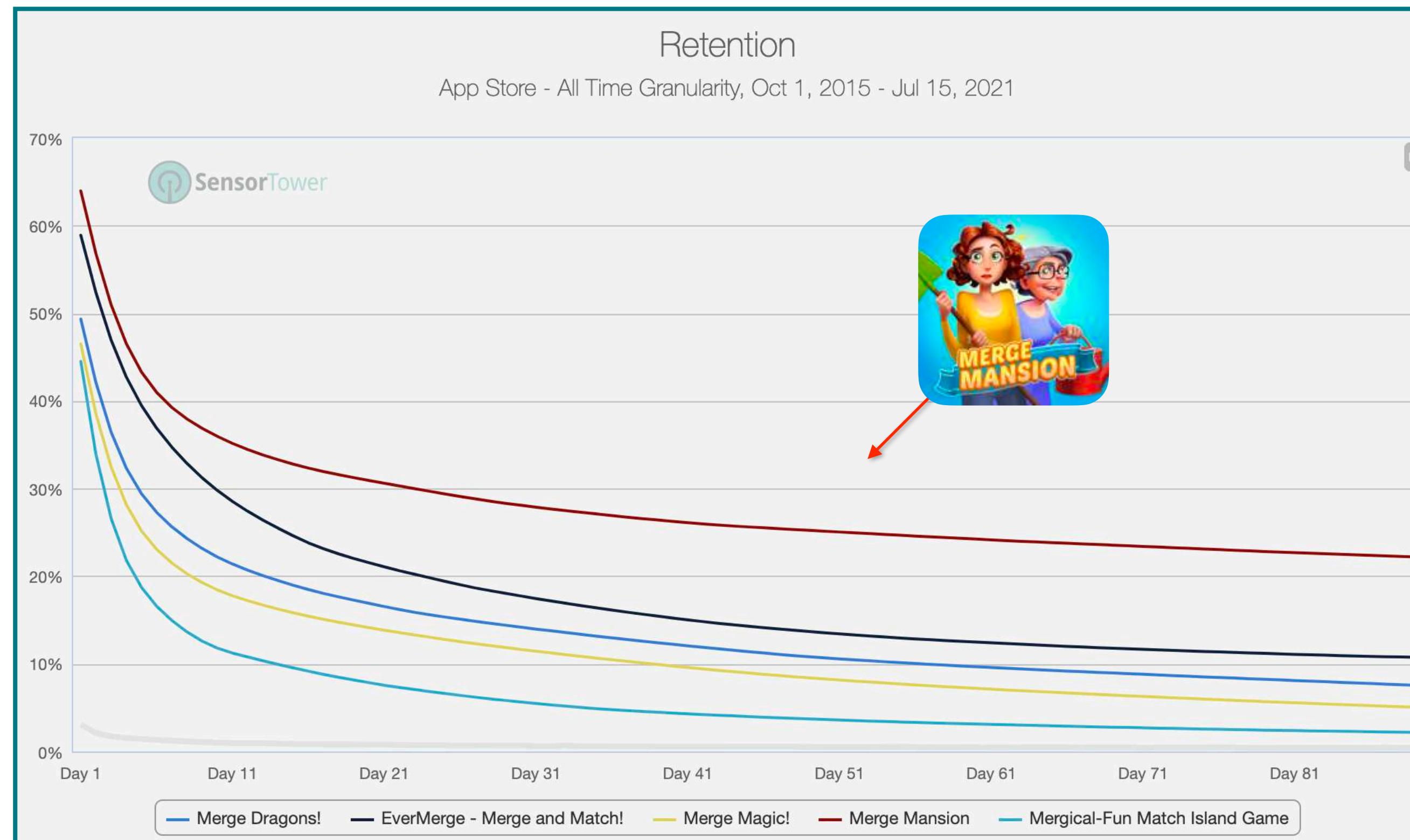
Publisher:	Metacore Games
Soft Launch:	6/18/2020
Worldwide Launch:	9/16/2020
All-time Downloads:	8.1M
All-time Revenue:	\$19.4M
All-time RPD:	\$2.43

*All-time Download and Revenue figures worldwide through 6/30/2021



Merge Mansion: Performance

Day 1-100 retention, Top Merge Titles (last 18 months)



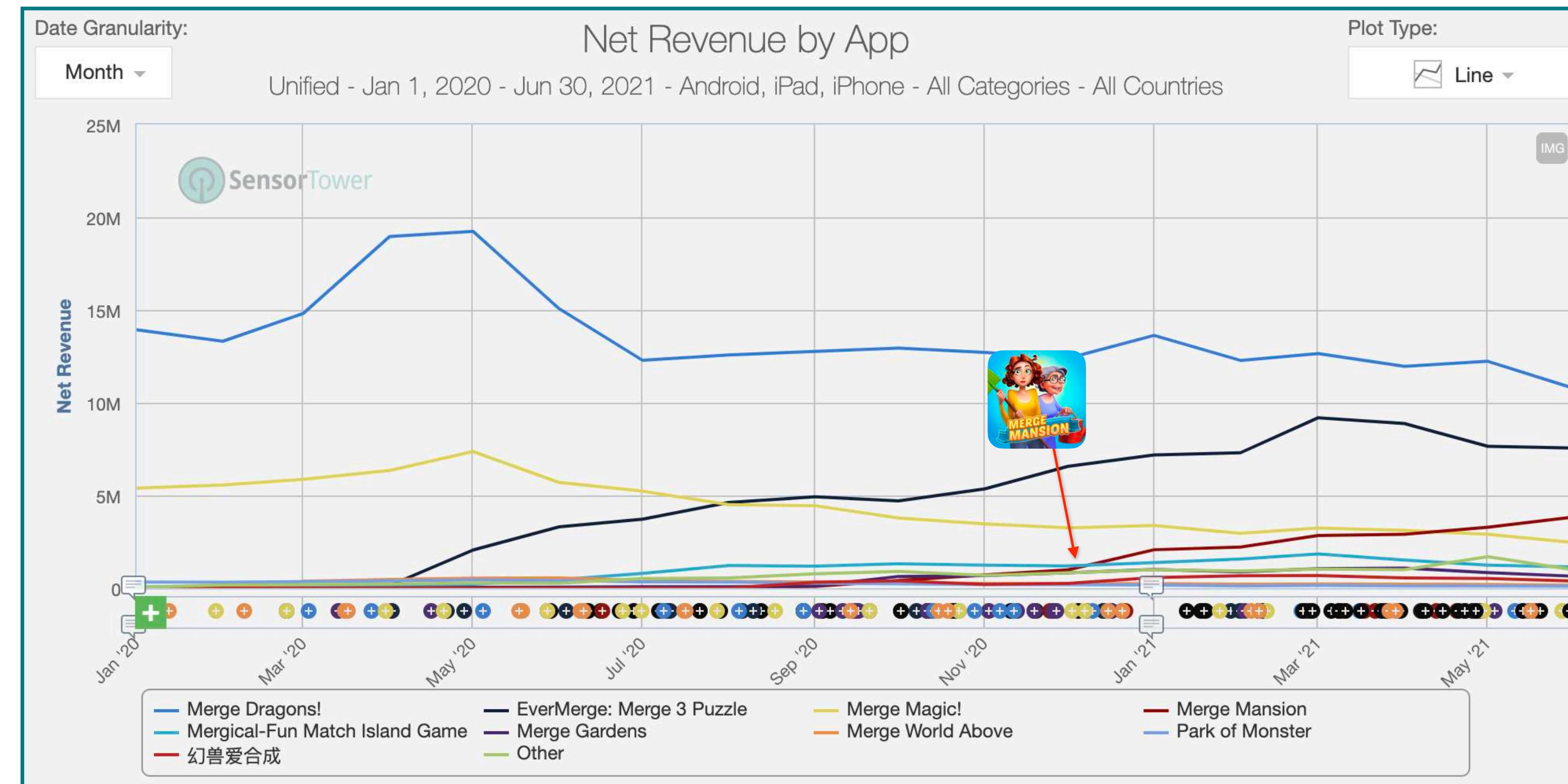
Best-in-class retention

Merge Mansion is significantly outperforming all Merge competitors in Day 1-100 retention, especially at later milestones like Day 60 and beyond (24% Day-60 retention is 2x higher than next closest competitor, **EverMerge**)

[View in Usage Intelligence](#)

Merge Mansion: Performance

Net Revenue by title, Top 25 Merge Titles (last 18 months)



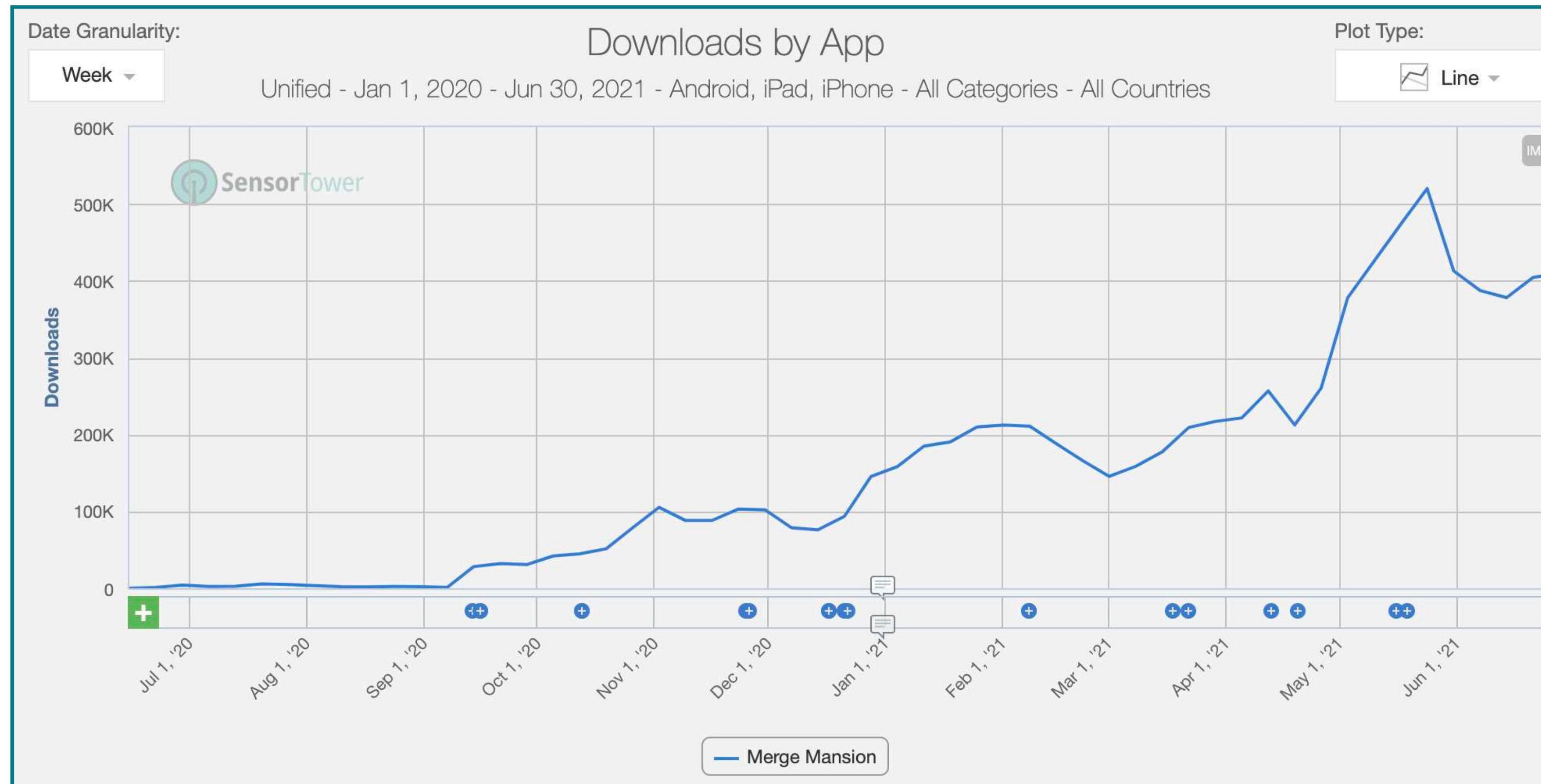
Top 5 in sub-genre revenues after <4 months in market

In January 2021, **Merge Mansion** overtook **Mergical** to become the 4th highest grossing Merge game. Monthly revenues have nearly doubled since that time, and **Merge Mansion** is now the 3rd highest grossing Merge title on a monthly basis, behind **Merge Dragons!** and **EverMerge**

[View In Store Intelligence](#)

Merge Mansion: Performance

Merge Mansion download trend (last 18 months)



Recent UA push driving spike in downloads, but RPD is lagging behind the competition

Large download spike in May followed cash infusion from Supercell to scale via increased ad spend in both online and offline channels (primarily the latter).

However, **Merge Mansion** is lagging behind competitors in all-time RPD (\$2.44 vs top-10 sub-genre averages of ~\$6-7). It will be interesting to see how this metric trends as the game attempts to monetize the recent influx of new players

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Merge Mansion: Key Gameplay Differentiators

New-to-sub-genre progression Meta helps drive retention



Like *Royal Match*, *Merge Mansion* capitalizes on the decoration trend in the casual puzzle space through a narrative progression meta that involves fixing up an old mansion and its grounds, one task at a time — a first for Merge sub-genre. By swiping around the mansion grounds, players can see all the tasks to be done that lay ahead, which also tease future developments to the story (an enticing carrot to drive retention)

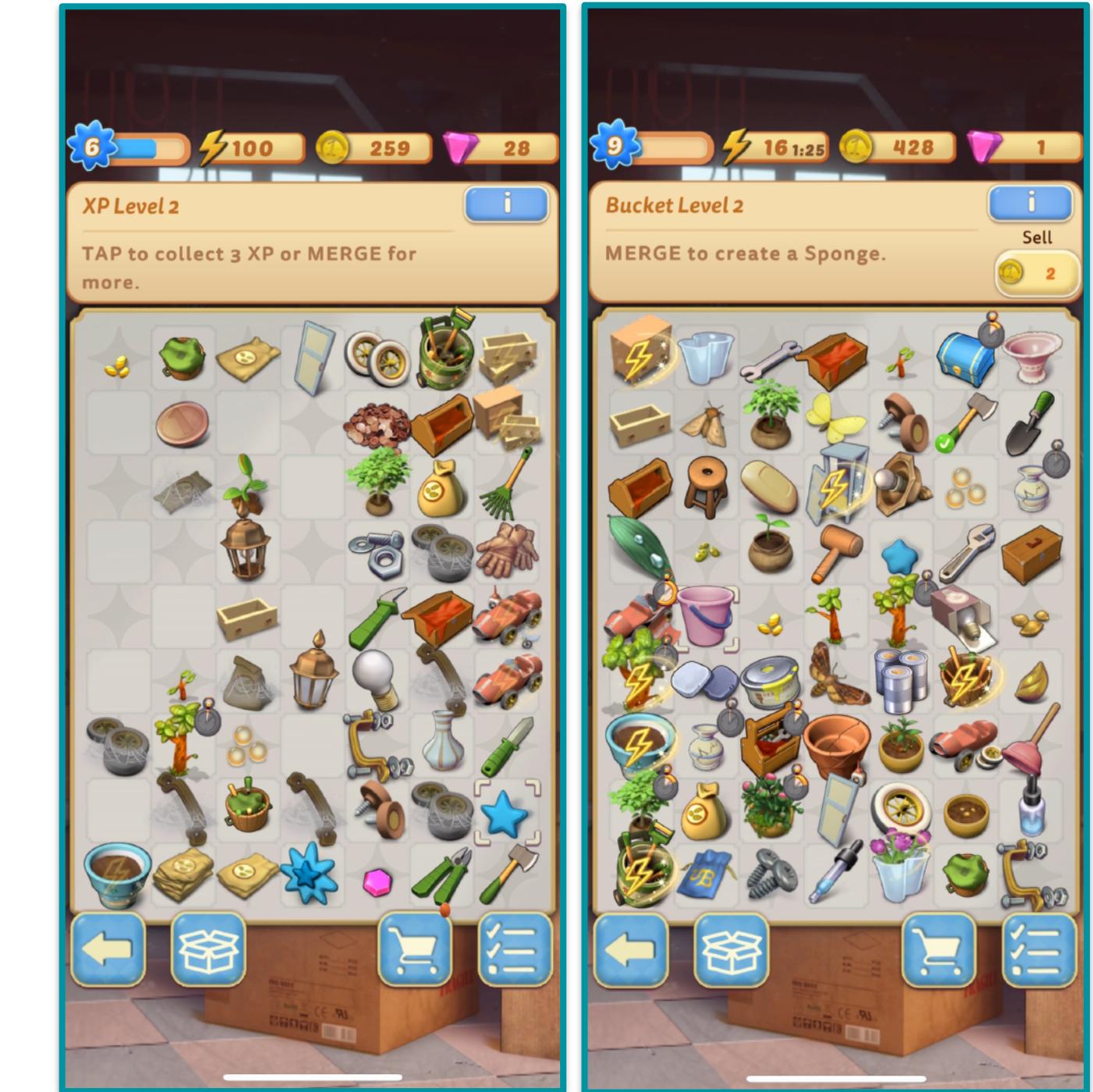
Game Highlight: Merge Mansion

New Twist on Merge Core Loop



Merge Mansion features a fixed, 7x9 grid called the 'Garage', the main 'board' where players merge **2 pieces at a time** to construct the necessary resources to progress through the decoration Meta. Gameplay is feels faster when compared to 'merge-3' predecessors like *EverMerge* and *Merge Dragons!*

More player Agency



The new core loop allows for more optionality, player agency, and strategy as they manage the limited space in their garage to Merge/Craft the items they need. Players are required to make choices in allocating their resources and space that drastically impact the pace of progression. Timed events are also user initiated (i.e, user starts their own clock) adding to the feeling of agency

Merge Mansion: A closer look at Usage



Rest of
Top 5 (avg)

Day 1 Retention: **64%**

Day 60 Retention: **24%**

Session Count: **13% more than 15 sessions**

Session Duration: **4.25 min**

Day 1 Retention: **50%**

Day 60 Retention: **8%**

Session Count: **11% more than 15 sessions**

Session Duration: **9.75 min**

Merge Mansion's retention is strong and its sessions are short but frequent, suggesting that the core loop is effectively driving repeated engagement from casual players. Players can open the game and exhaust all of their moves within 5 minutes of meaningful task completion. They can then leave and let the board develop while they're away through idle cooldown mechanics, then come back to new moves being available so they can continue progressing through tasks. Long-term retention may also indicate that a portion of players are engaging positively with the narrative/decoration meta

Merge Mansion: User Acquisition Strategy

NEWS

Supercell lends Metacore \$180 million to scale Merge Mansion

Mobile puzzle game aiming for the big league

Date	Type	Companies involved	Size
May 4th, 2021	INVESTMENT	Metacore Supercell	\$180m

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Recent cash infusion from Supercell is reportedly being used primarily on offline UA activity like TV, radio and influencer marketing. This likely contributed to the massive download spike observed in May 2021, given there was only a slight increase in UA activity on mobile channels tracked in Sensor Tower during the same period



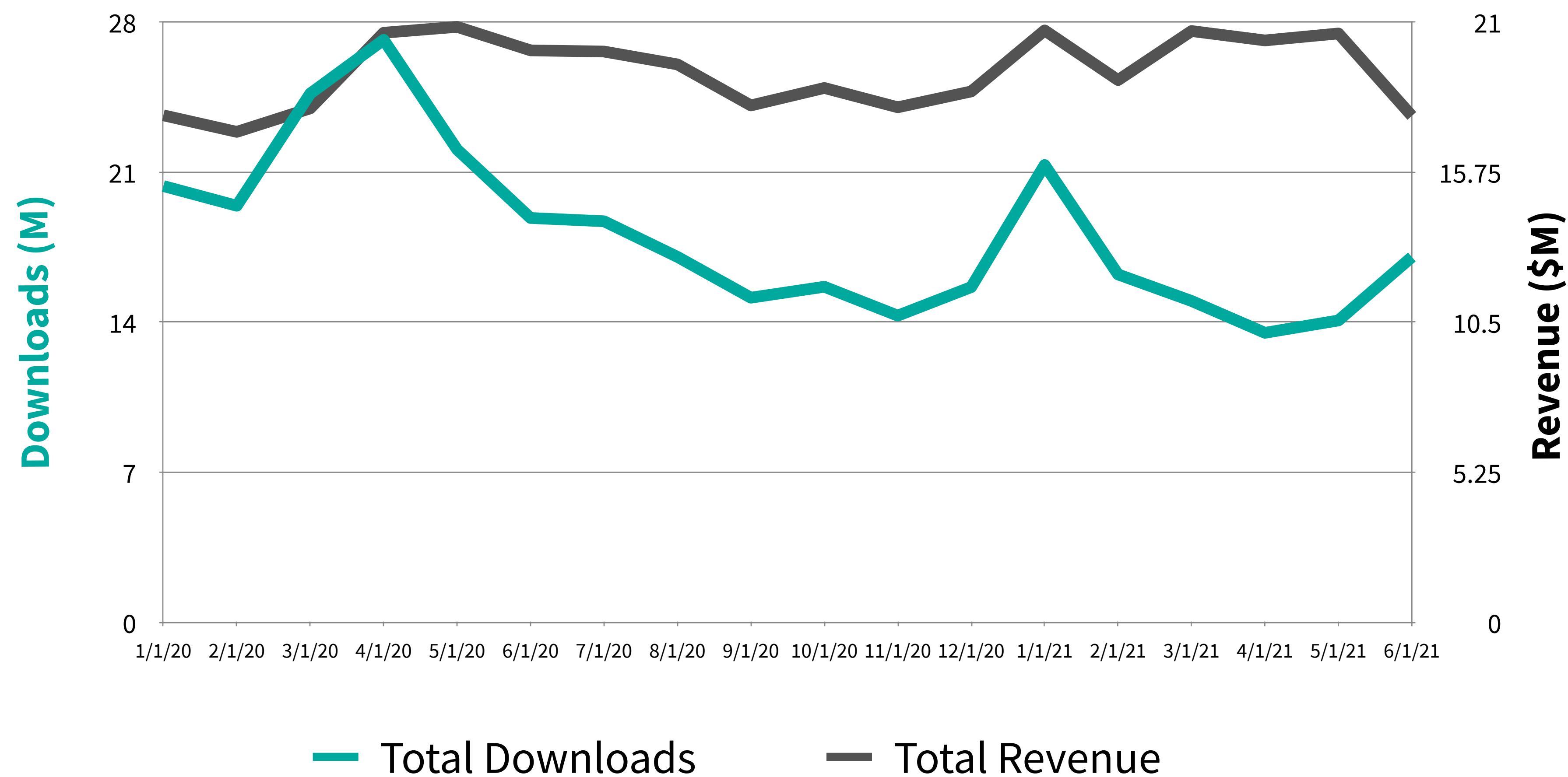
On Mobile, playable and video ads have seen the most impressions, with the playable showcasing the new-to-category merge-2 mechanics. Video creative focuses the game's on narrative element (shown above)

Hidden Objects

Sub-genre Overview

Hidden Objects

Revenue & Download Trends



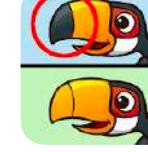
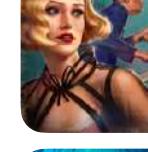
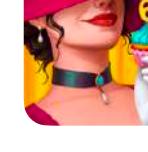
Since the start of 2020, Hidden Objects monthly revenues have remained relatively flat, going from \$17M in Jan'20, to a peak of \$21M in Jan'21, back down to \$17M in June'21. A single title, *June's Journey*, accounted for 56% of revenues during the period (and only 10% of downloads)

More recent download spike in May'21 can be attributed to *June's Journey* as well, which experienced a >200% month-over-month increase in downloads April to May (see slide 53)

Hidden Objects: Most Downloaded Titles

Most downloaded Merge games on App Store and Google Play by year

2019

1		Criminal Case	Pretty Simple	-
2		Hidden Hotel: Miami Mystery	Tilting Point	-
3		Escape game: 50 rooms 1	BusColdApp	-
4		Spot it: Find the Difference	Arclite Systems	-
5		June's Journey: Hidden Objects	Playtika	-
6		Find the Difference 750+ levels	SuperSwell	-
7		Murder in the Alps	NordCurrent	-
8		Hidden City	G5 Entertainment	-
9		Difference Find King	MOBIRIX	-
10		Seekers Notes: Hidden Mystery	MyTona	-

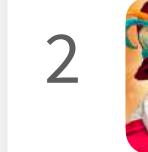
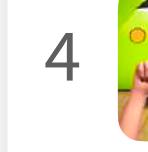
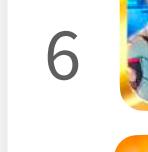
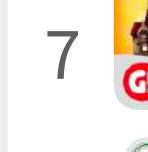
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2020

1		Find Out	Pretty Simple	NEW
2		Find the Difference 750+ levels	SuperSwell	+4
3		Criminal Case	Pretty Simple	-2
4		June's Journey: Hidden Objects	Playtika	+1
5		Find the Difference 1000+ levels	Game Play.com	NEW
6		Difference Find Tour	Metajoy	NEW
7		Hidden Objects - Puzzle Game	NordCurrent	NEW
8		Mystery Manor	Game Insight	NEW
9		Hidden Hotel: Miami Mystery	Tilting Point	-7
10		Escape game: 50 rooms 1	BusColdApp	-7

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2021

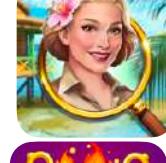
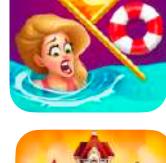
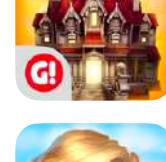
1		Find the Difference 1000+ levels	Game Play.com	+4
2		June's Journey: Hidden Objects	Playtika	+2
3		Find Out	Pretty Simple	NEW
4		Hidden Objects - Puzzle Game	NordCurrent	+3
5		Can You Spot It	Brightika	NEW
6		Criminal Case	Pretty Simple	-3
7		Mystery Manor	Game Insight	+1
8		Find the Difference 750+ levels	SuperSwell	-6
9		我眼神儿贼好! - 脑洞大开的休闲解谜游戏	SuperSwell	NEW
10		Seekers Notes: Hidden Mystery	MyTona	+1

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Hidden Objects: Highest Grossing Titles

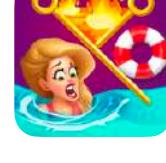
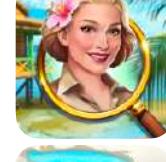
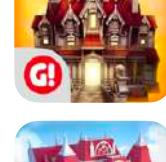
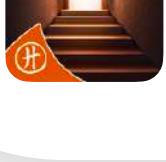
Highest Grossing Merge games on App Store and Google Play by year

2019

1		June's Journey: Hidden Objects Playtika	-
2		Hidden City G5 Entertainment	-
3		Seekers Notes: Hidden Mystery MyTona	-
4		Hidden Hotel: Miami Mystery Tilting Point	-
5		Pearl's Peril: Hidden Objects Playtika	-
6		5 Differences Online Smarkproject	-
7		Mystery Manor Game Insight	-
8		The Secret Society: Mystery G5 Entertainment	-
9		Homocide Squad:Hidden Objects G5 Entertainment	-
10		Ravenhill: Hidden Mystery MyTona	-

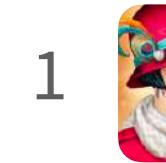
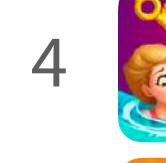
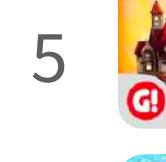
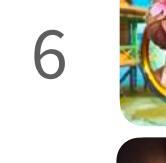
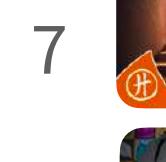
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2020

1		June's Journey: Hidden Objects Playtika	-
2		Seekers Notes: Hidden Mystery MyTona	+1
3		Hidden City G5 Entertainment	-1
4		5 Differences Online Smarkproject	+2
5		Pearl's Peril: Hidden Objects Playtika	-
6		Hidden Hotel: Miami Mystery Tilting Point	-2
7		Mystery Manor Game Insight	-
8		Ravenhill: Hidden Mystery MyTona	+2
9		Homocide Squad:Hidden Objects G5 Entertainment	-
10		Adventure Escape Mysteries Haiku Games	NEW

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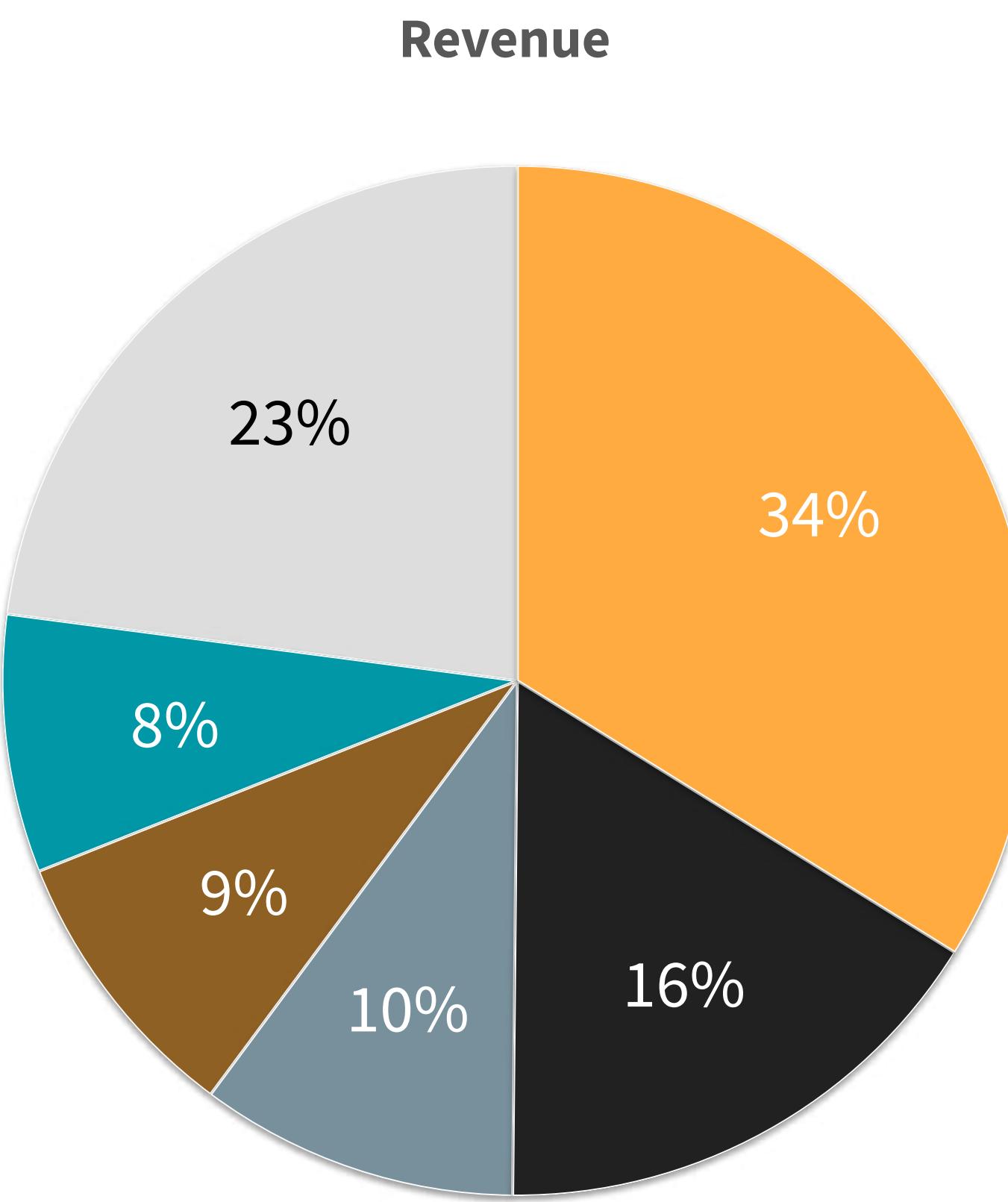
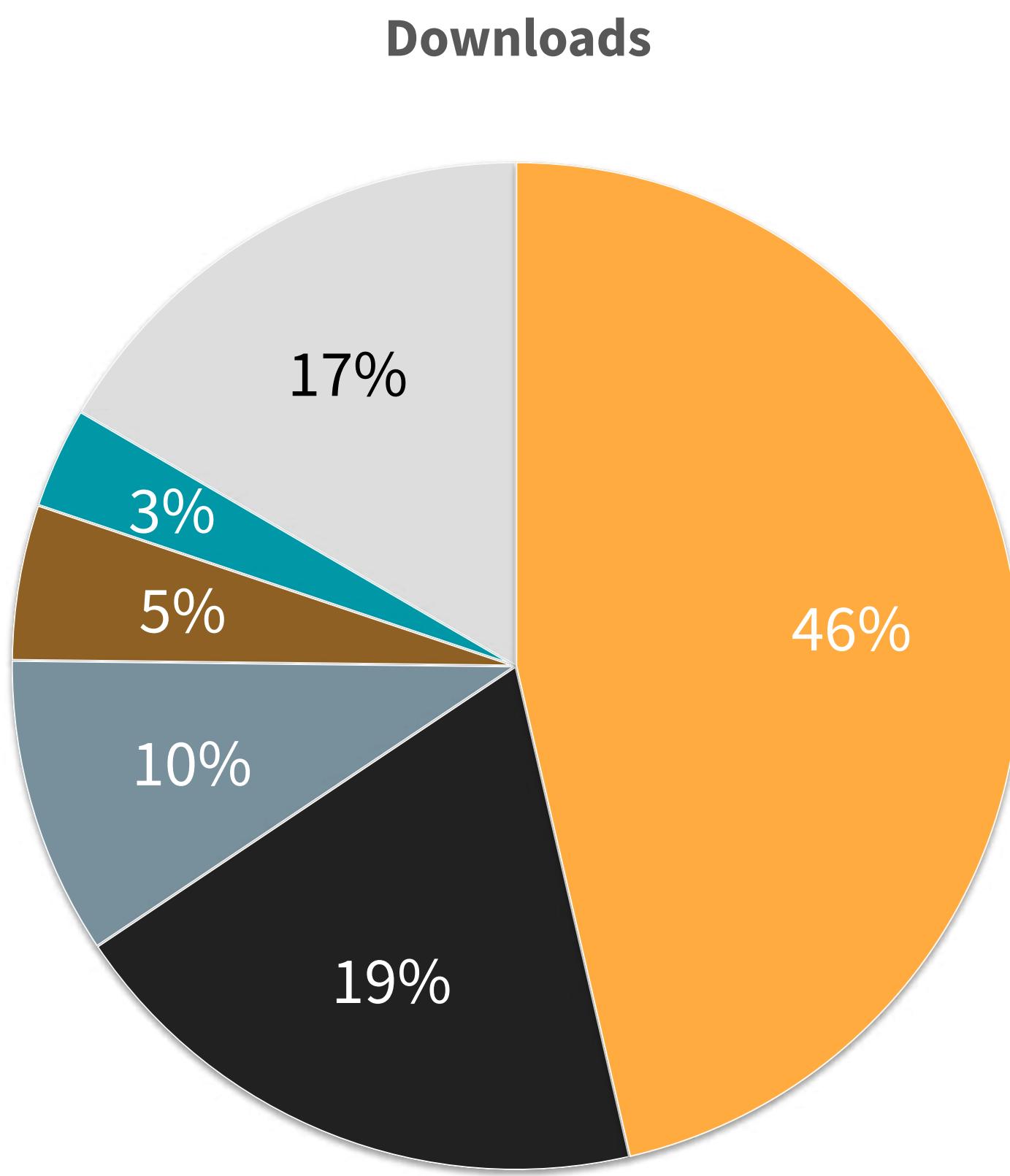
1H'2021

1		June's Journey: Hidden Objects Playtika	-
2		Seekers Notes: Hidden Mystery MyTona	-
3		Hidden City G5 Entertainment	-
4		5 Differences Online Smarkproject	-
5		Mystery Manor Game Insight	+2
6		Pearl's Peril: Hidden Objects Playtika	-1
7		Adventure Escape Mysteries Haiku Games	+3
8		Sherlock: Hidden Match 3 MyTona	NEW
9		Murder in the Alps NordCurrent	NEW
10		Homocide Squad:Hidden Objects G5 Entertainment	-1

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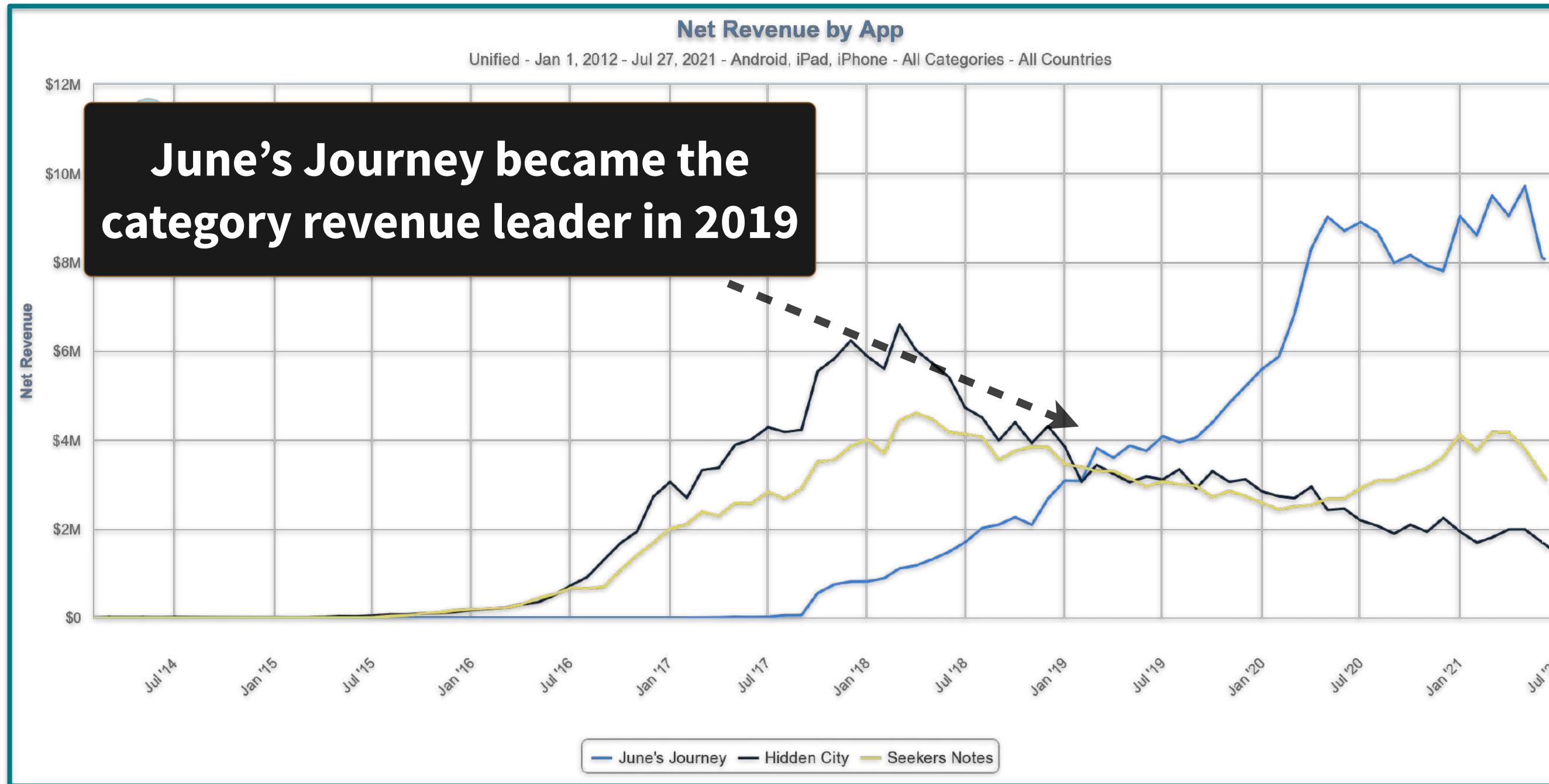
Hidden Objects: Market Share by Title

Revenue and Download share by title, Top 25 Hidden Object games by Revenue, last 90 days

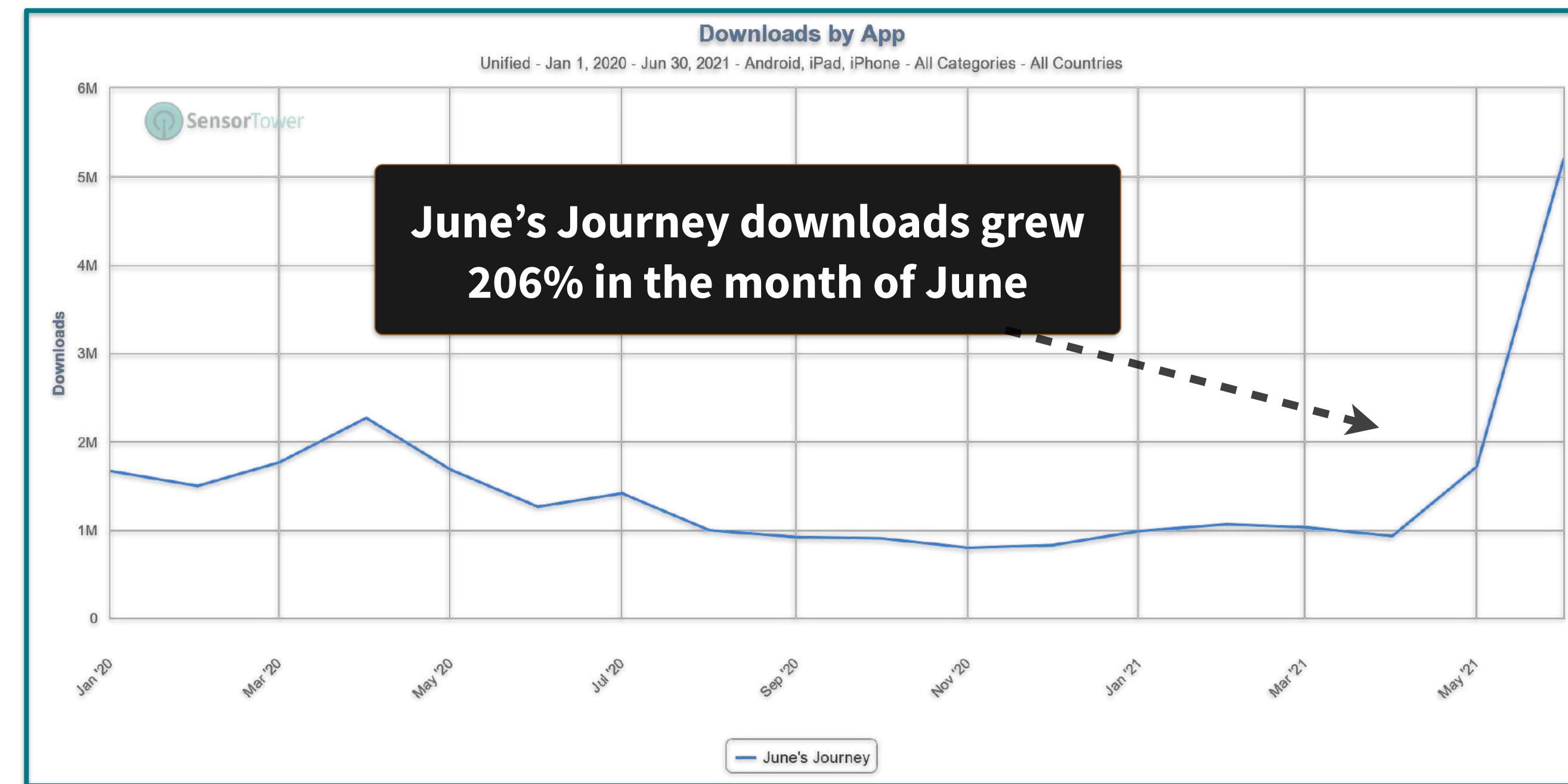


June's Journey continues to dominate category revenues at **34% share** in the last 90 days. During the same period, its download share skyrocketed to 46% (up from the 7% in the previous 90 days). See more on following slide

Noteworthy Development: June's Journey Download Spike



June's Journey became the category revenue leader in 2019, overtaking older titles like **Seekers Notes** and **Hidden City**, and has dominated revenue charts ever since



In June 2021, **June's Journey** saw a massive downloads spike, driven largely by markets in Asia and LATAM. Look for the revenue delta between June's Journey and its hidden objects competitors to widen as the game monetizes this influx of new users

Conclusion

Conclusion: Key Takeaways



New entrants have made impactful gameplay and meta improvements/changes to challenge legacy titles and carve out their place in a highly competitive category. In more mature categories like Classic Match, these tweaks are more incremental than they are in a growing category like Merge. Look for these winning mechanics to be copied by existing competitors and future new entrants



Significant UA activity has driven strong early download numbers for new, successful titles. As these games mature, monitor RPD to analyze the effectiveness of their monetization tactic



Decoration metas are all the rage. Beyond the rapidly-growing Puzzle & Decorate genre itself, decoration metas have become extremely popular across all Casual Puzzle sub-genres. Will this trend continue?

Appendix

Appendix A

Casual Puzzle sub-genre Growth

	2017	2018	2019	2020	2021	2y CAGR	3y CAGR	4y CAGR
Action Puzzle	5,805,357	6,292,022	4,719,230	5,420,174	5,627,388	9%	-4%	-1%
Bubble Shooter	8,968,607	7,099,590	6,096,075	9,343,426	7,744,719	13%	3%	-4%
Classic Match 3	59,919,730	65,628,937	70,567,368	75,404,424	106,947,952	23%	18%	16%
Hidden Objects	5,954,473	6,531,751	7,533,524	11,043,128	9,603,636	13%	14%	13%
Merge	13,227	2,677,198	8,150,138	16,536,440	16,964,627	44%	85%	498%
Other Match 3	841,690	630,530	2,257,297	3,564,232	5,615,629	58%	107%	61%
Other Puzzle	2,319,010	2,426,836	5,040,668	5,597,091	5,679,968	6%	33%	25%
Puzzle & Decorate	14,246,916	31,086,941	50,350,948	85,148,331	85,298,350	30%	40%	56%
Tile Blast	11,538,077	24,309,308	26,504,130	28,264,951	27,802,539	2%	5%	25%
Trivia	839,877	1,242,105	2,116,200	2,384,795	2,478,222	8%	26%	31%
Word	6,111,121	9,567,206	12,258,476	16,775,552	13,909,145	7%	13%	23%
TOTAL	116,558,085	157,494,443	195,594,054	259,484,564	287,672,173	21%	22%	25%