

Mobile gaming benchmarks for Q1 2024

Access the industry's performance with Q1 2024 benchmarks. Explore key metrics like retention rates and session engagement to benchmark your games against industry standards.

GameAnalytics

GameAnalytics provides game studios and mobile app developers with a full suite of powerful analytics tools, helping them better understand their users and optimize their entire app portfolio. Our analytics solution enhances overall app performance, offering insights into crucial user metrics such as retention, session count, or length, providing advanced Live Ops features, reporting on health and design issues, and more.



What's inside?

| | | | |
|-----------|--|-----------|---|
| 3 | GameAnalytics Benchmarks | 12 | Session length |
| 4 | Key takeaways | 13 | North America |
| 5 | Methodology | 14 | Europe |
| 6 | Retention | 15 | Middle East |
| 7 | North America | 16 | Asia |
| 8 | Europe | 17 | How to successfully optimize session length? |
| 9 | Middle East | 18 | Session count |
| 10 | Asia | 19 | North America |
| 11 | Game analytics 100: The retention curve | 20 | Europe |
| | | 21 | Middle East |
| | | 22 | Asia |

Access industry benchmarks and compare your game to your competitors

While paying attention to your game performance cannot be overstated, it is equally important to deeply understand player preferences and industry standards. Conveniently packaged in [GameAnalytics Pro](#), our industry benchmarks can help you identify areas of strength for their game, or weaknesses that need improvement. Helps game studios prioritize efforts and optimizations alongside the access to next-gen analytics solutions for your game.

We recommend making a holistic approach by comparing and contrasting several benchmarks and metrics to unveil deeper insights.

For instance, by analyzing how changes in session length correlate with retention rates, you can pinpoint optimal session durations that keep players coming back for more. Similarly, understanding how playtime affects retention can inform decisions about game pacing, content depth, and progression mechanics to enhance player engagement over time. [Explore more use-cases here](#).



Key takeaways

Exploring key metrics from Q1 of this year helps us uncover the industry's performance and allows you to benchmark your games against the standards.

The median global D1 retention in that quarter was 22.91%, day 7 was 4.20%, and 0.85% on day 28. While these percentages may seem lower than what is typically considered good retention, it's essential to remember that these are related to the excellent performing games, not the usual ones (which we monitor in this report).

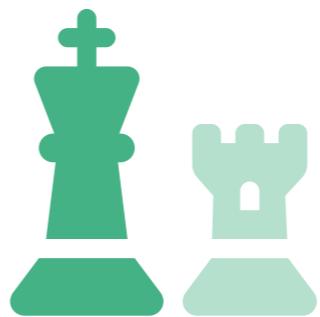
Classic games lead the charts across most of the metrics and regions. This category includes board and card games, casino and trivia, and word games. Notably, this category of games performs exceptionally well in the Middle East.

An honorary mention goes to puzzle games, which, regardless of how other games, especially within the casual category, are performing, consistently perform well across metrics and regions with minimal fluctuation.



Q1 retention median

The median global retention rates across all genres are 22.91% on the first day, 4.20% on day 7, and 0.85% on day 28.



Classic games leading the charts

Games from this category typically exhibit the best performance across all regions and metrics.



Puzzle games

This genre consistently maintains solid performance across all regions in terms of session lengths, session counts, and retention rates, without significant fluctuations.

Methodology

To compile this report, we have utilized **data from over 10K games** leveraging GameAnalytics to optimize their strategies refine mechanics. It's worth noting that, on average, **each game was published in at least 3 regions**. This implies that a single game may contribute data in multiple regions (including MAU).

Consequently, the summarized count of games within individual regions may exceed the actual total of games tracked.

The data in this report, with the exception of retention, are presented in quantiles, specifically highlighting the top 25%, median 50%, and bottom 25% segments. This way, we can offer a holistic view of the industry landscape, catering to a range of developers with varying levels of success and aspiration.

Want to know how **the top 2%, 5% or 10% games** perform in long-term? Access this data with [GameAnalytics Pro](#).



Over 10K games studied

Analysis of over 10K which are currently using GameAnalytics.



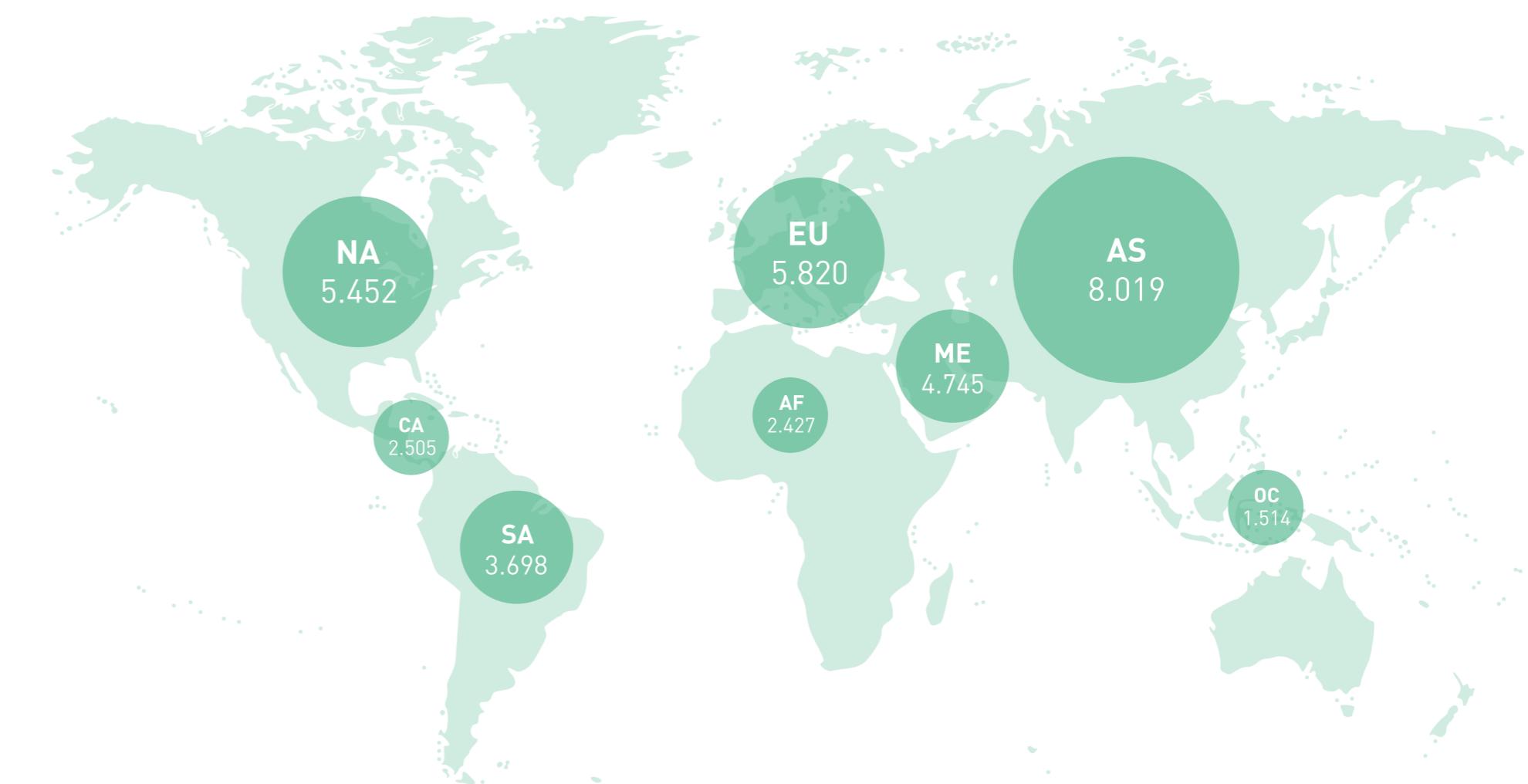
From 2.7 billion MAU

This report represents findings from 1.67 billion average monthly active users.



Q1 2024

The data in this report were collected during the first quarter of 2024.



Retention

Retention tracks the number of players who continue to engage with the game over time, in the case of this report measured at day 1, day 7, and day 28 after install. High retention rates mean players found the game compelling and were likely return. On the other hand, low retention rates suggest issues with gameplay, onboarding, or overall user experience.

Explore the retention rates of the top 25% of games across various regions, including North America, Europe, the Middle East, and Asia. These rates are organized by genre for easy comparison. Here is your guide to reading this data:

| Genre | Day 1 | Day 7 | Day 28 |
|-------|-------|-------|--------|
|-------|-------|-------|--------|

Looking for diverse metrics?

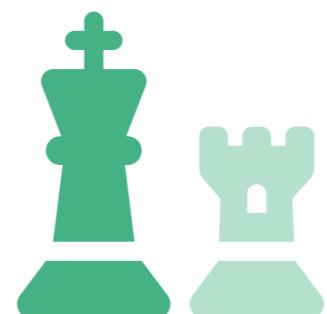
Unlock wide range of benchmarks from regions, quantiles, or platforms of your choice. Upgrade to **GameAnalytics Pro** for unlimited access.

[Get custom benchmarks now](#)



Puzzles

Highest D7 retention in Casual category across all regions.



Classic games

Generally show lower D1 retention than casual and mid-core games, but highest D7 and D28.



North America

This region displays highest average of D1, D7, and D28 retention rates across all regions.

North America | Retention

Top 25% of games - Q1 2024

| Genre | Day 1 | Day 7 | Day 28 |
|-------|-------|-------|--------|
|-------|-------|-------|--------|

North America boasts the highest day 1 retention in mid-core titles, with an average of 31.7% for the genre. This is buoyed by particularly strong day 1 retention for multiplayer games. Remarkably, retention in mid-core games is also the highest when comparing to other regions.

Casual games

| Action | Adventure | Arcade | Casual | Puzzle |
|--------|-----------|--------|--------|--------|
| 29.27% | 6.67% | 1.72% | 30.52% | 11.67% |
| 29.23% | 7.11% | 1.93% | 30.52% | 7.79% |
| 29.23% | 7.79% | 2.06% | 30.52% | 7.17% |
| 32.40% | 11.67% | 4.54% | 31.69% | 14.47% |

Classic games

| Board | Card | Casino | Trivia | Word |
|--------|--------|--------|--------|--------|
| 26.59% | 10.83% | 4.54% | 27.84% | 8.08% |
| 28.57% | 13.18% | 5.95% | 30.19% | 11.56% |
| 30.19% | 11.56% | 4.10% | 31.69% | 14.47% |
| 31.69% | 14.47% | 6.77% | 31.69% | 14.47% |

Mid-core games

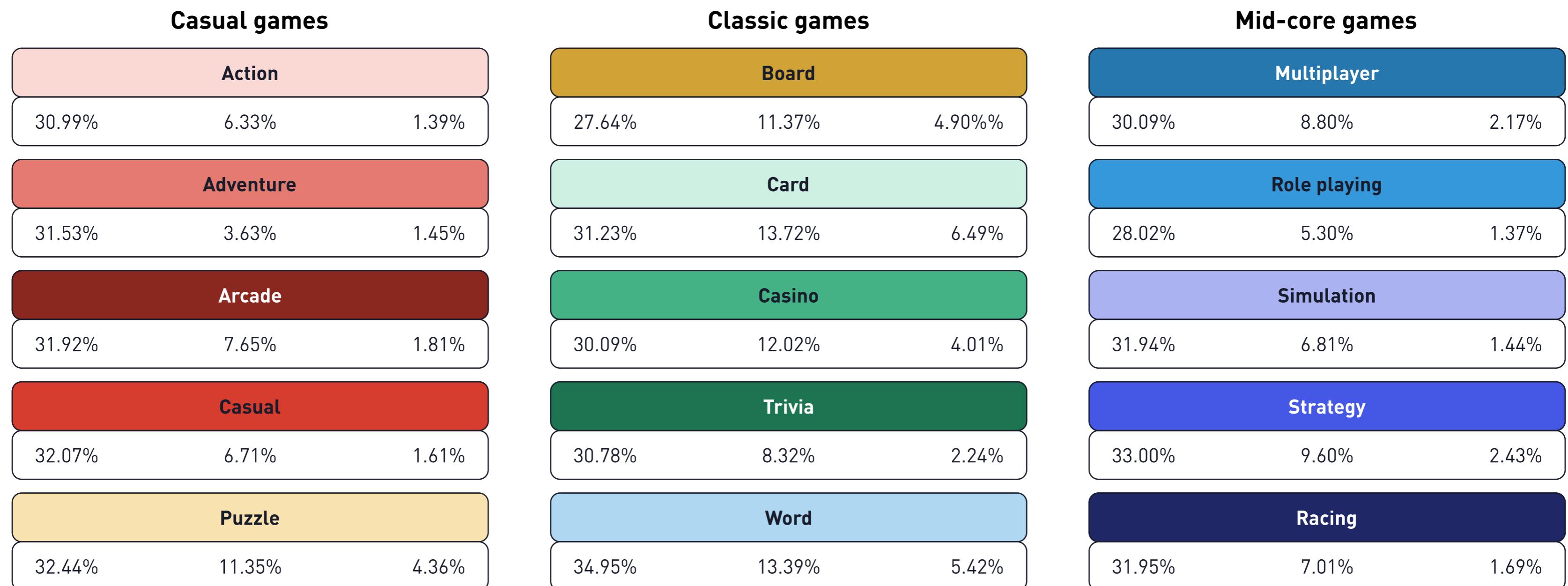
| Multiplayer | Role playing | Simulation | Strategy | Racing |
|-------------|--------------|------------|----------|--------|
| 33.5% | 9.73% | 2.46% | 33.26% | 3.06% |
| 31.4% | 7.26% | 1.72% | 33.26% | 3.06% |
| 31.84% | 8.06% | 1.94% | 33.26% | 3.06% |
| 28.67% | 7.30% | 1.82% | 28.67% | 1.82% |

Europe | Retention

Top 25% of games - Q1 2024

| Genre | Day 1 | Day 7 | Day 28 |
|-------|-------|-------|--------|
|-------|-------|-------|--------|

In Europe, casual games boast the highest retention at 31.79%. Adventure games display high day 1 retention but lag on day 7. Additionally, this region ties North America for top puzzle day 1 retention. It also leads in word games with 34% day 1 retention and tops simulation and racing games rates.

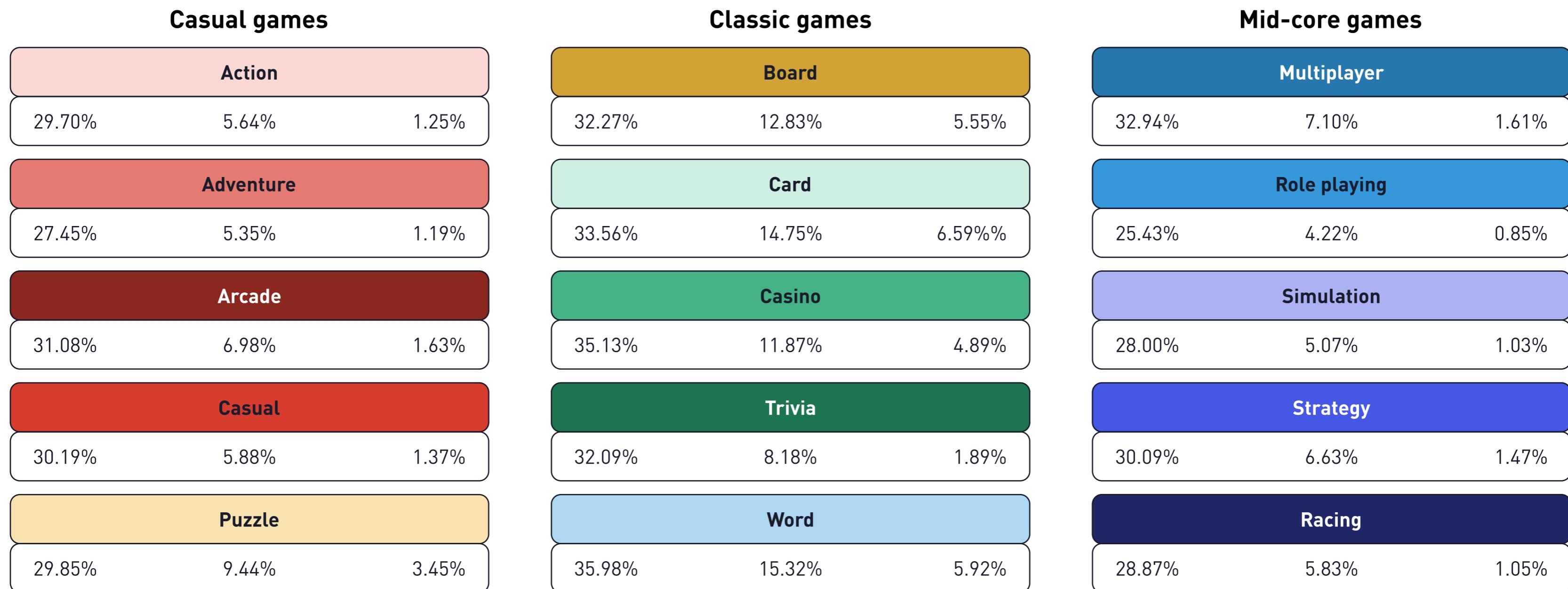


Middle East | Retention

Top 25% of games - Q1 2024

| Genre | Day 1 | Day 7 | Day 28 |
|-------|-------|-------|--------|
|-------|-------|-------|--------|

In the Middle East, classic games boast the highest day 1, day 7, and day 28 retention rates across all regions. Classic games also outperform casual and mid-core games within the region. This is mainly driven by word and casino games, although all sub-genres exhibit high or good retention rates. While other categories aren't low performing, they lag behind North America and Europe.

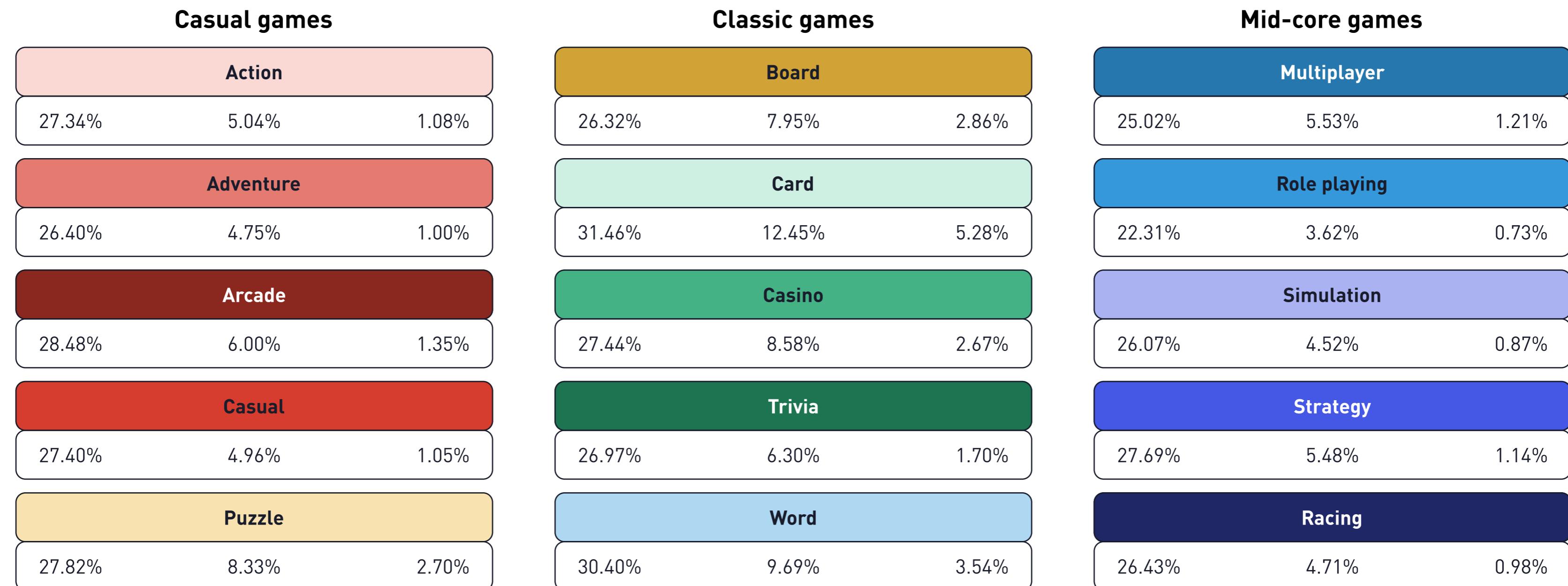


Asia | Retention

Top 25% of games - Q1 2024

| Genre | Day 1 | Day 7 | Day 28 |
|-------|-------|-------|--------|
|-------|-------|-------|--------|

In Asia, there's a general trend of the lowest performance when comparing to other genres across monitored regions. However, classic games stand out as the best performers in this region, particularly card games.



Game analytics 100: The retention curve

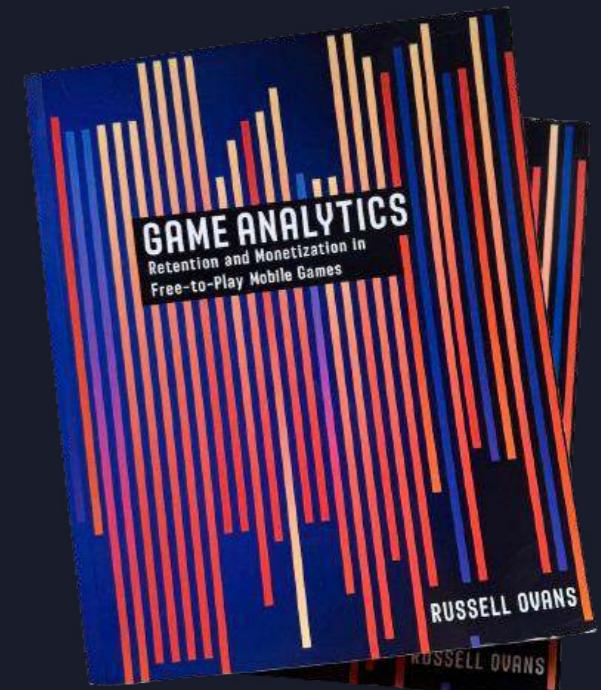
Retaining customers is paramount for game studios, as acquiring new customers involves significant costs. In “*Game Analytics 100: The Retention Curve*,” Russell Ovans from East Side Games delves into the critical aspect of customer retention in the gaming industry.

What will you learn?

- Importance of retention: Customer retention is crucial for game studios, as acquiring new customers is expensive compared to retaining existing ones.
- Day-n retention: Measures the proportion of players returning to play a game n days after installation, providing insights into player engagement.
- Retention curve: Generalizes day-n retention by predicting player retention for any day after installation, derived from historical data.
- Key metrics: Includes day-n retention, average player duration, and lifetime value (LTV) to assess and optimize game performance.
- Tools: Utilizes statistical regression and data analysis tools like Excel and Tableau to analyze retention data and predict player behavior.

DAU_n = r(n) × cohort size PD_n = $\sum_{i=0}^n D_i \cdot R_i \cdot \sum_{i=0}^n r(i)$ LTV_n = ARPAU $\sum_{i=0}^n r(i)$ D_nR_n = DAU_n / installs r(n) = aⁿ

Portions of this paper previously appeared in the book *Game Analytics: Retention and Monetization in Free-to-Play Games*. Available on Amazon in various regions.



Session length

Session length measures the average duration of a single gaming session, indicating how long players typically play the game in one sitting. Longer session lengths suggest high player engagement and enjoyment, while shorter session lengths may indicate issues with pacing, content depth, or player frustration.

On the following pages, we delve into the session lengths of the top and bottom 25% of games, along with their median values. This exploration spans four regions: North America, Europe, Middle East, and Asia and 15 game genres. Use this guide to interpret the data accurately:

- ▲ Top 25% of games
- Genre median
- ▼ Bottom 25% of games

Looking for diverse metrics?

Unlock wide range of benchmarks from regions, quantiles, or platforms of your choice. Upgrade to **GameAnalytics Pro** for unlimited access.

[Get custom benchmarks now](#)

4+



Global median

The session length median across all genres in the 4 regions is 4.45 minutes.

Casino and card games

Casino games consistently boast remarkable session lengths, while European card games stand out with sessions surpassing 25 minutes, the longest across all genres.



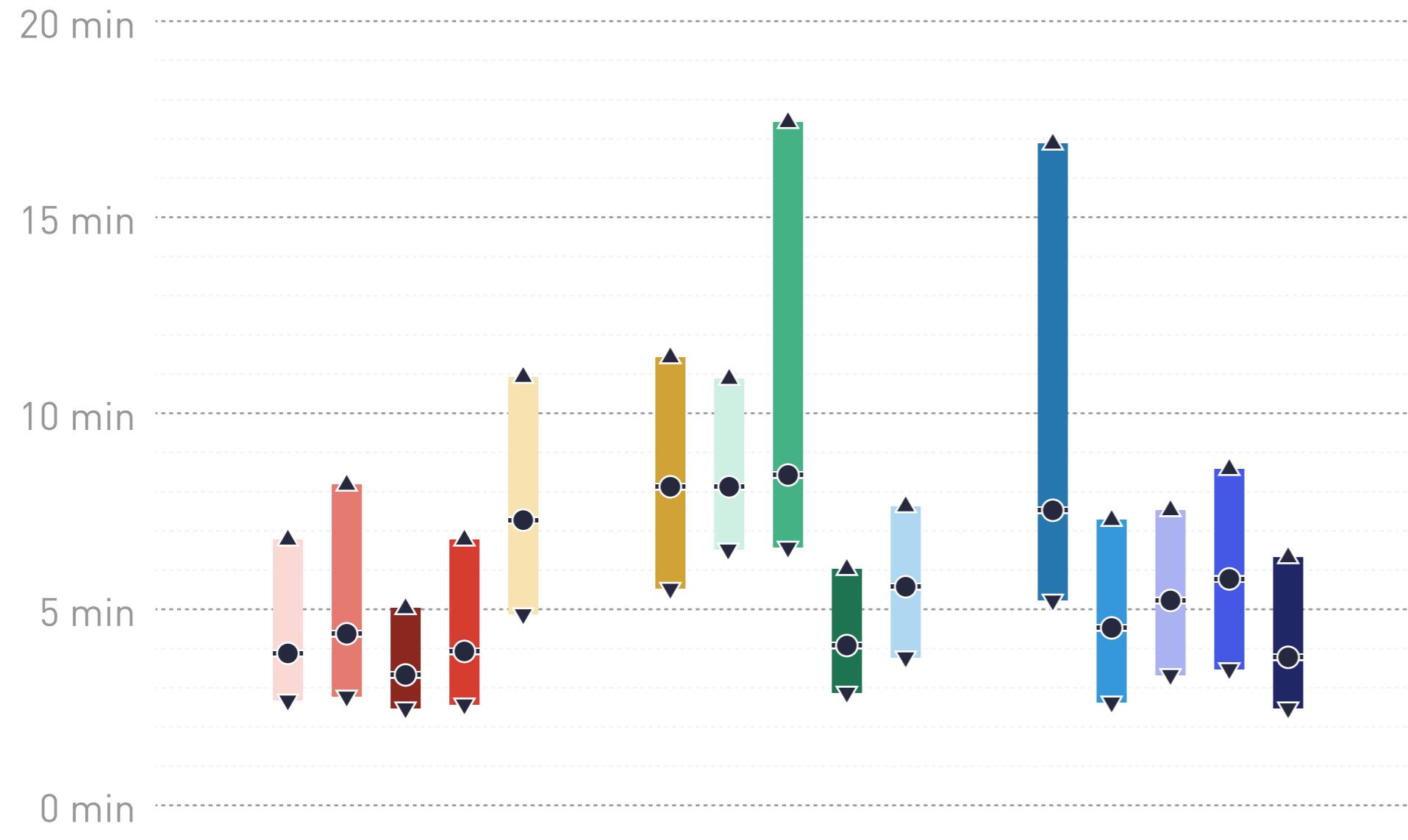
Europe

Games launched in Europe drive the longest sessions of all regions.

North America | Session length

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



In North America, multiplayer games consistently exhibit the longest session lengths, even among the bottom 25% of games. Remarkably, this genre, along with casino games, is also the only one where the session length of the top 25% of games surpassed 15 minutes.

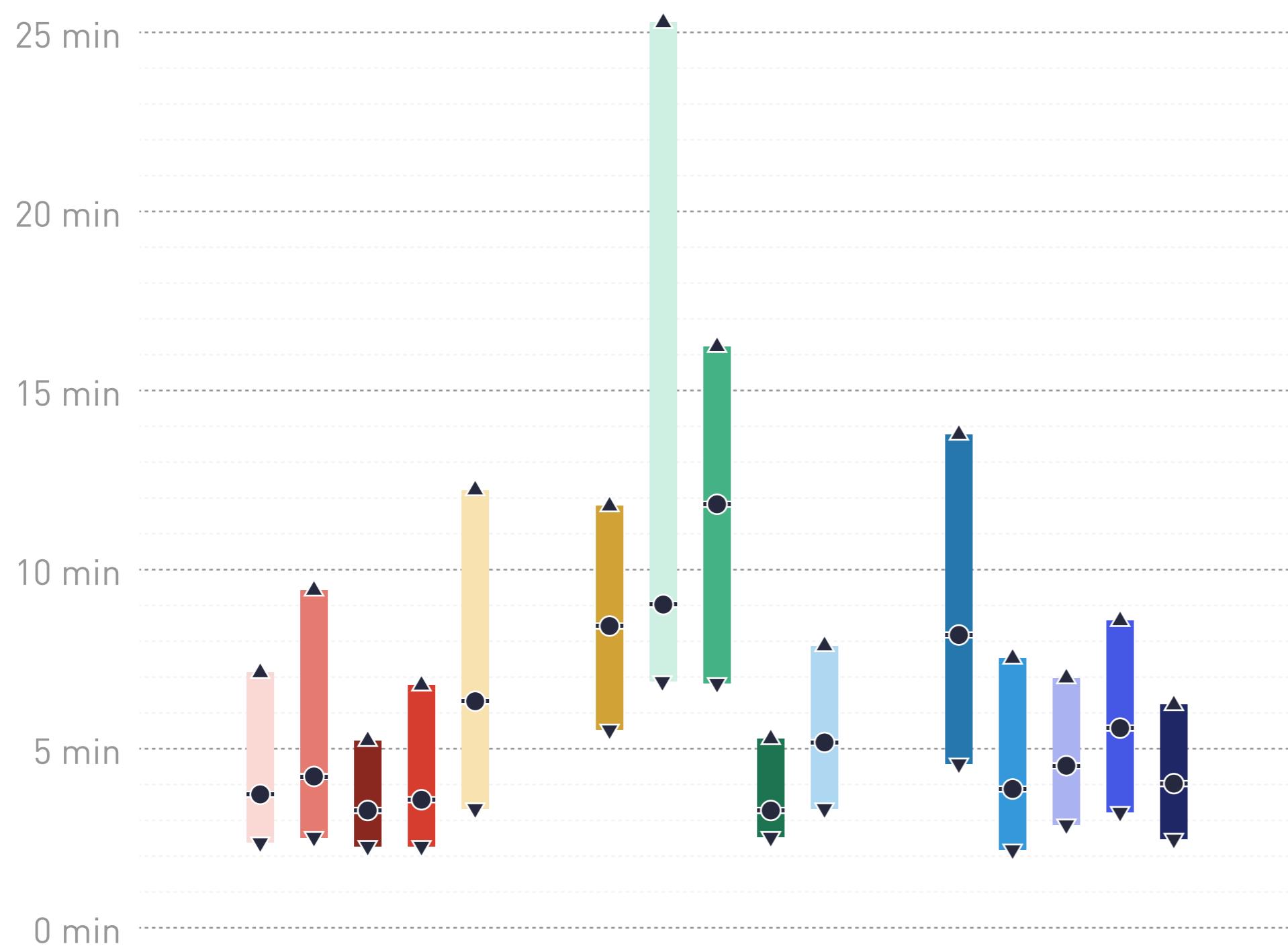
The majority of genre medians fall within the range of 4 to 9 minutes.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

Europe | Session length

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



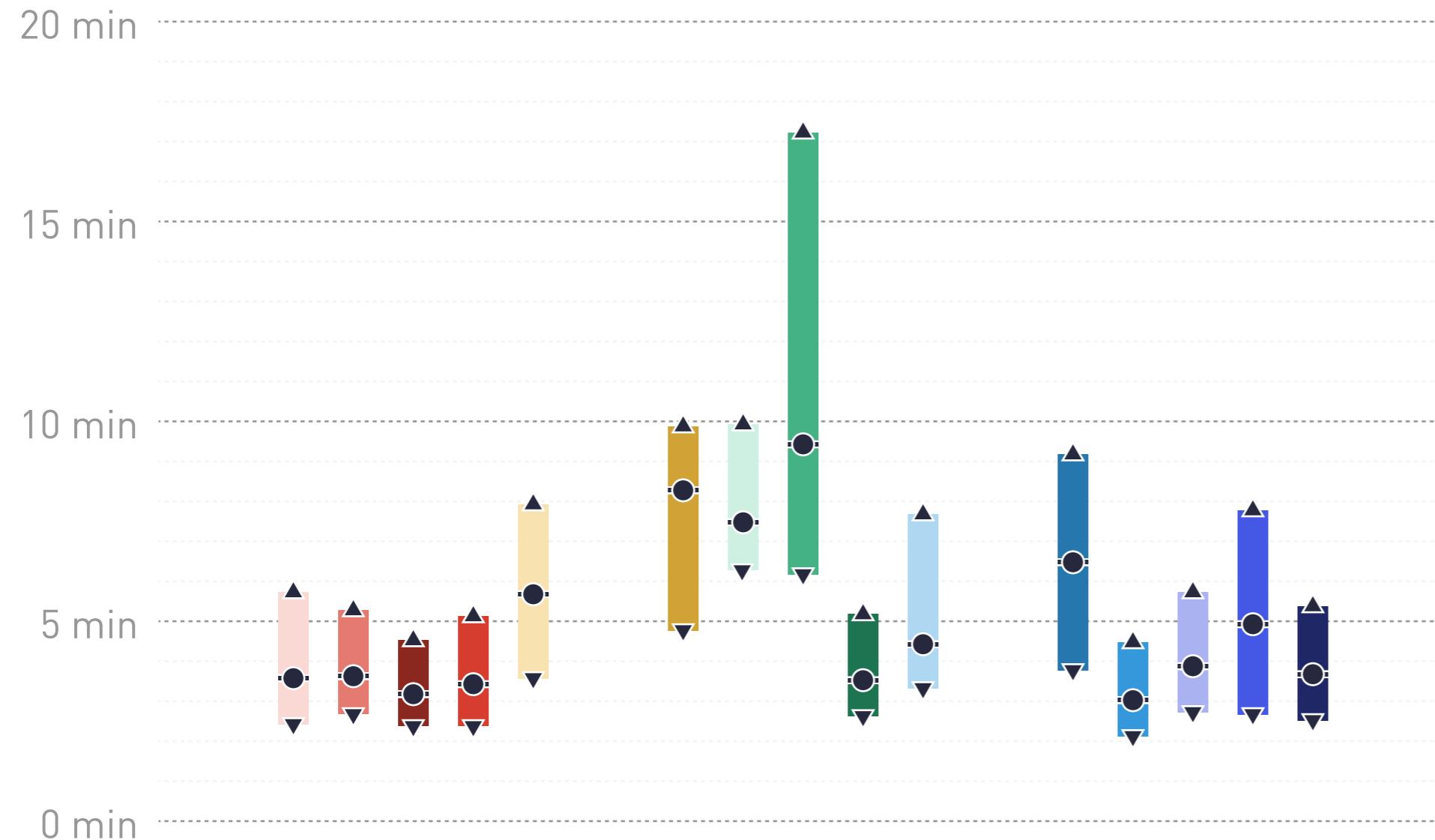
Surprisingly, in Europe, casino games did not exhibit the longest sessions lengths as they do in other regions. It is card games where the top 25% of games exceed 25 minutes of session length. However, the median session length for card games does not surpass 10 minutes, with casino games still holding the top spot at nearly twelve minutes.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

Middle East | Session length

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



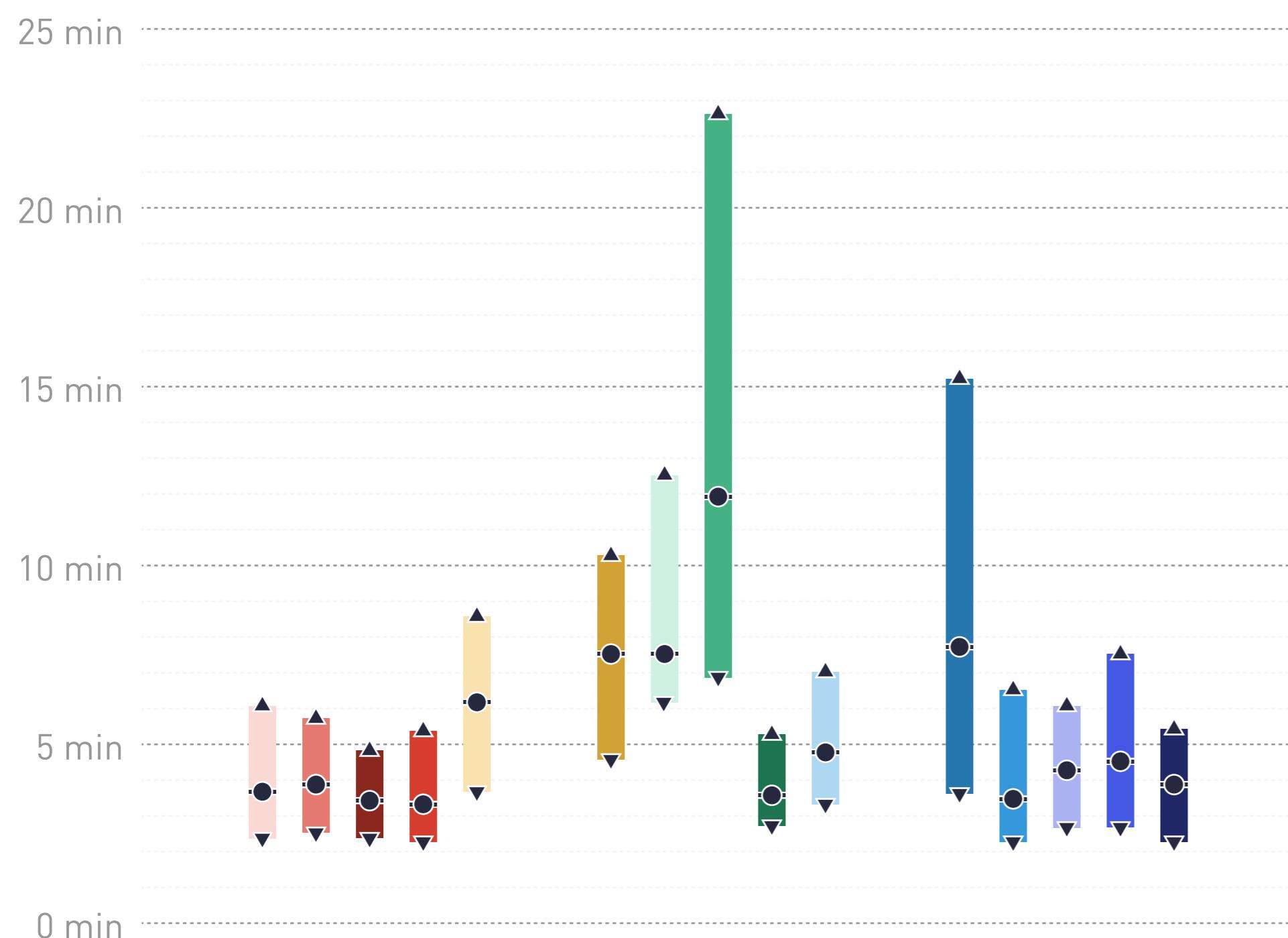
In the Middle East, the majority of players, as indicated by the genre medians, do not spend more than 5 minutes playing their mobile games. However, the top-performing games in the casino genre exceed 15 minutes of session length. This pattern contrasts with other regions, where casino games generally perform similarly to other genres.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

Asia | Session length

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



In Asia, casino games hold players' attention the longest compared to other regions, with the best-performing games boasting session lengths of nearly 23 minutes. Additionally, multiplayer games display longer sessions in this region.

However, similar to the Middle East, the majority of games (genre medians) do not extend sessions beyond 5 minutes.

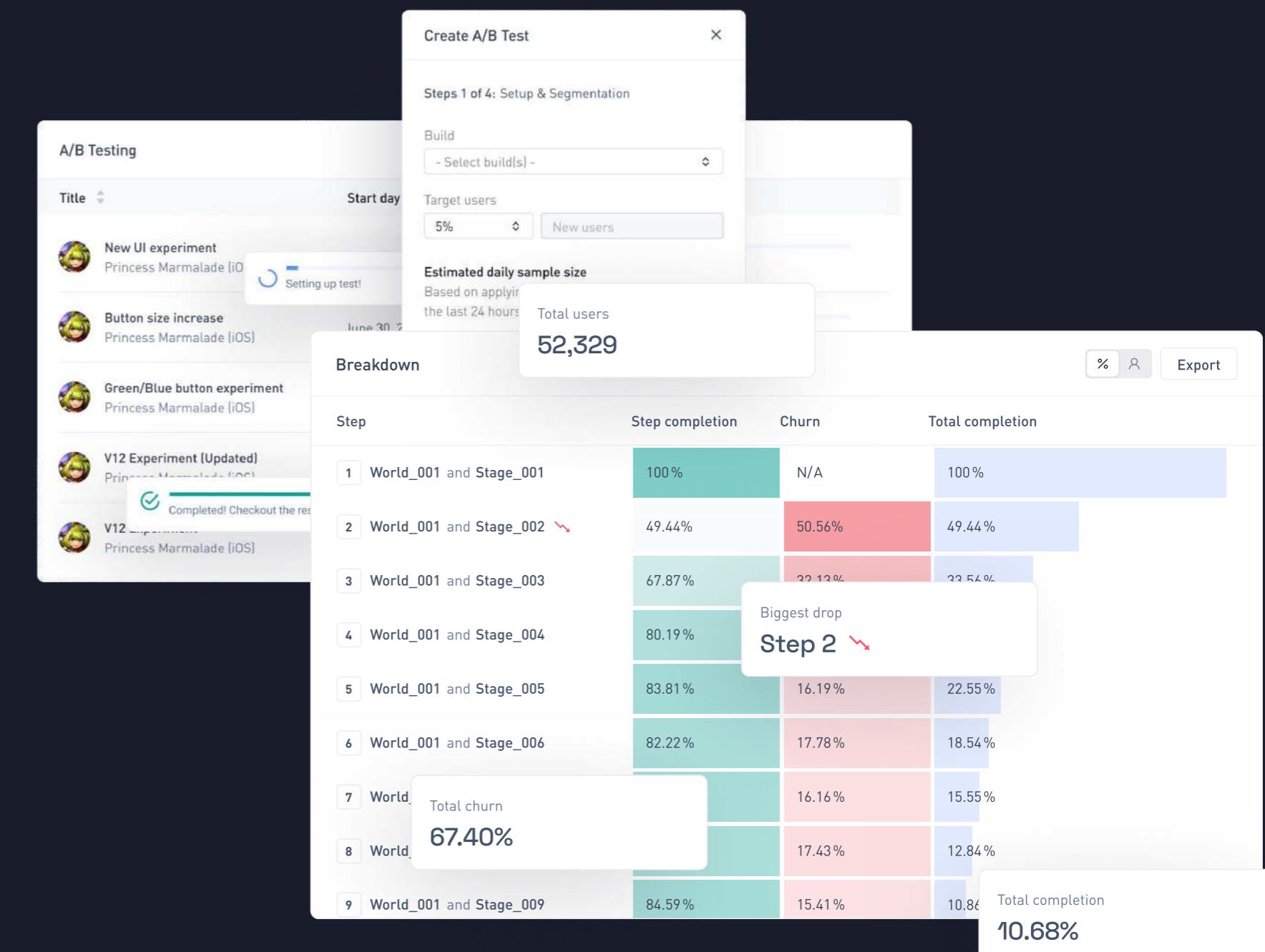
| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

How to successfully optimize session length?

To increase session length, it's important to integrate captivating gameplay mechanics, clear progression paths, and social features that foster player interaction. Engaging gameplay elements like challenging levels, rewarding achievements, and dynamic content keep players activated and motivated to continue playing. Providing clear goals and milestones will encourage players to play your game longer. Additionally, incorporating social features such as multiplayer modes and in-game chat facilitates social interaction, making the gaming experience more enjoyable and encouraging longer play sessions with friends. This is supported by session length averages across the regions - and especially across iOS games.

Understanding player behavior through data insights will help you optimize session length effectively. **Analyzing funnels, digging into player segmentation and conducting A/B tests can guide improvements in game mechanics, leading to longer session lengths.** Additionally **embracing LiveOps methodologies** allows real-time adaptation based on player feedback and performance data. By monitoring sentiment, engagement metrics, and session lengths, you can respond promptly with

updates and promotions to keep players engaged. This blend of content-driven and data-driven strategies enhances the gaming experience and prolongs session length.



Session count

Session count tracks the number of gaming sessions initiated by players within a defined timeframe, providing insights into player engagement frequency and habits. Higher session counts indicate strong player engagement and interest in the game, while lower session counts may signal waning interest or competing priorities.

Presented in candlestick charts, following data represents the average number of daily sessions across the top and bottom 25% of games, including medians, across 15 genres. Our focus spans 4 key regions: North America, Europe, Middle East, and Asia. Here is how to read the data:

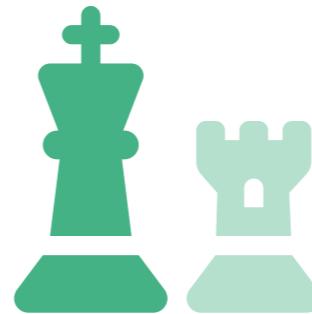
- ▲ Top 25% of games
- Genre median
- ▼ Bottom 25% of games

Looking for diverse metrics?

Unlock wide range of benchmarks from regions, quantiles, or platforms of your choice. Upgrade to **GameAnalytics Pro** for unlimited access.

[Get custom benchmarks now](#)

4.5



Average number of daily sessions

Across all regions, the majority of games (genre medians) engage their players 4-5 times a day on average.



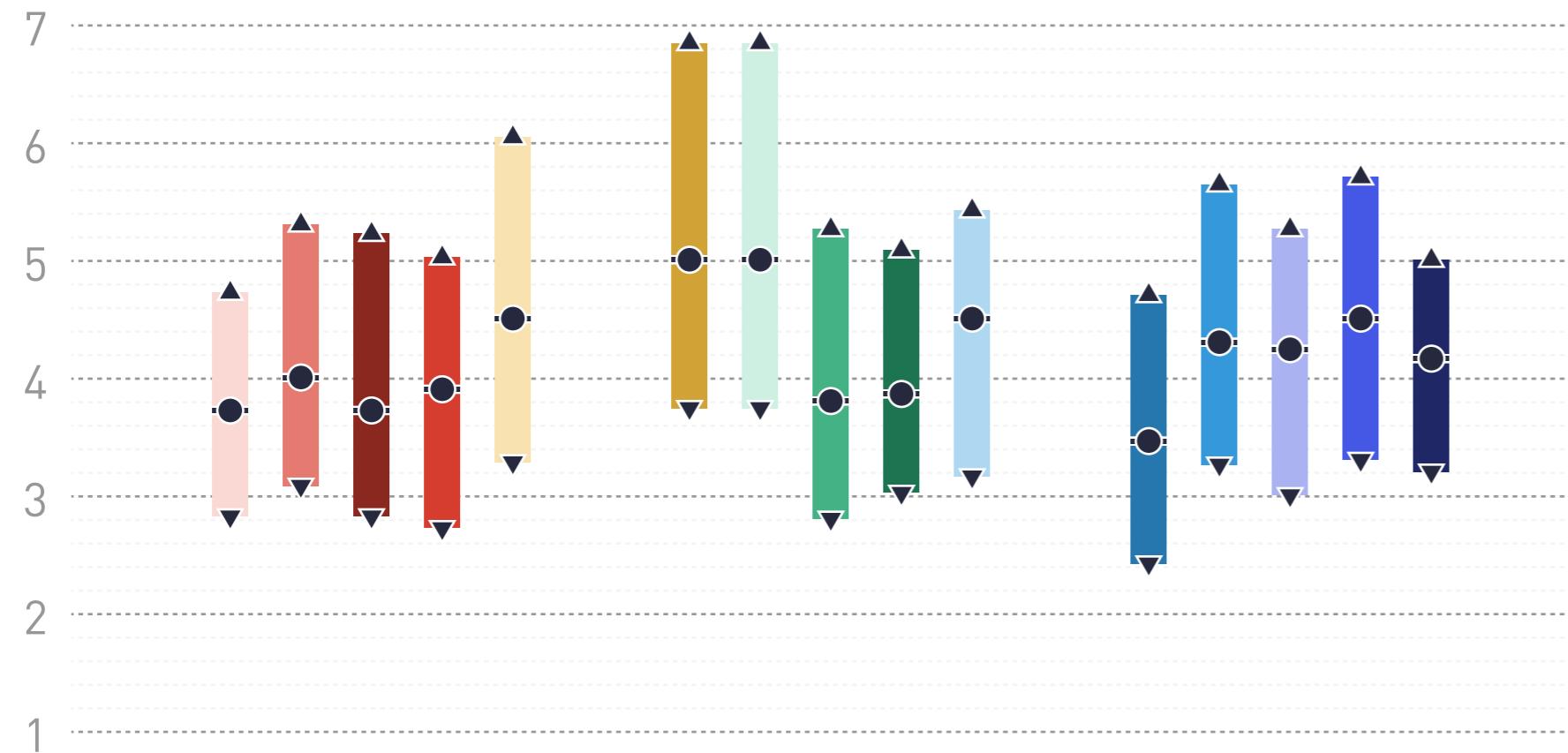
Middle East

Players from the Middle East engage in gaming the most, particularly favoring word and puzzle games.

North America | Session count

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



In North America, mobile games across genres typically initiate between 3 to 5 daily sessions on average. However, the best-performing puzzle, board, and card games exceed 6 sessions, approaching 7.

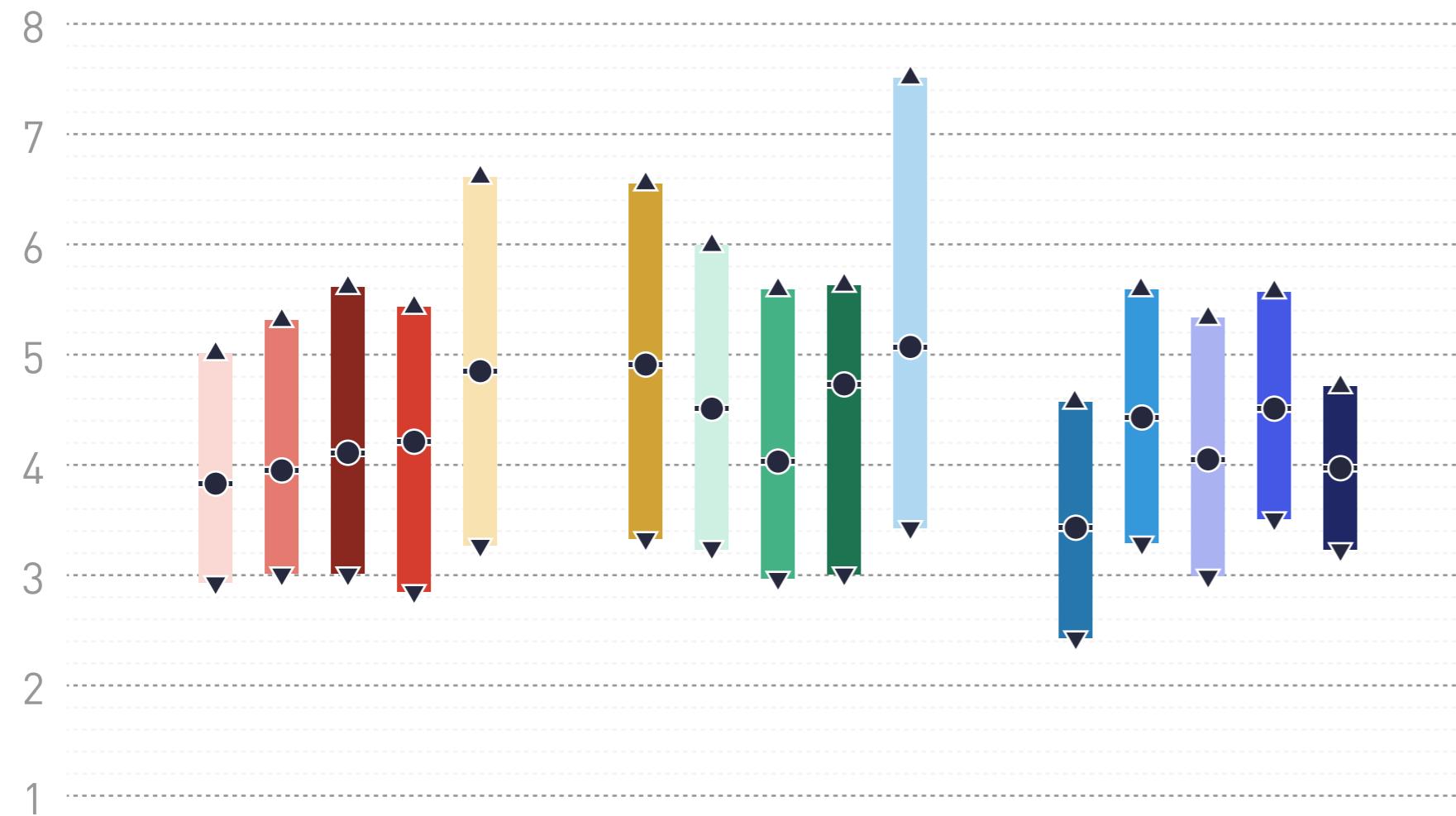
On the other hand, multiplayer games in North America generated as little as approximately 2.4 daily average sessions among the bottom 25% of games.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

Europe | Session count

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



In terms of session count, Europe follows a similar pattern to North America, displaying a daily average of 3 to 5 sessions across all genre medians. However, word games are more popular in this region, totaling over 7 average daily sessions.

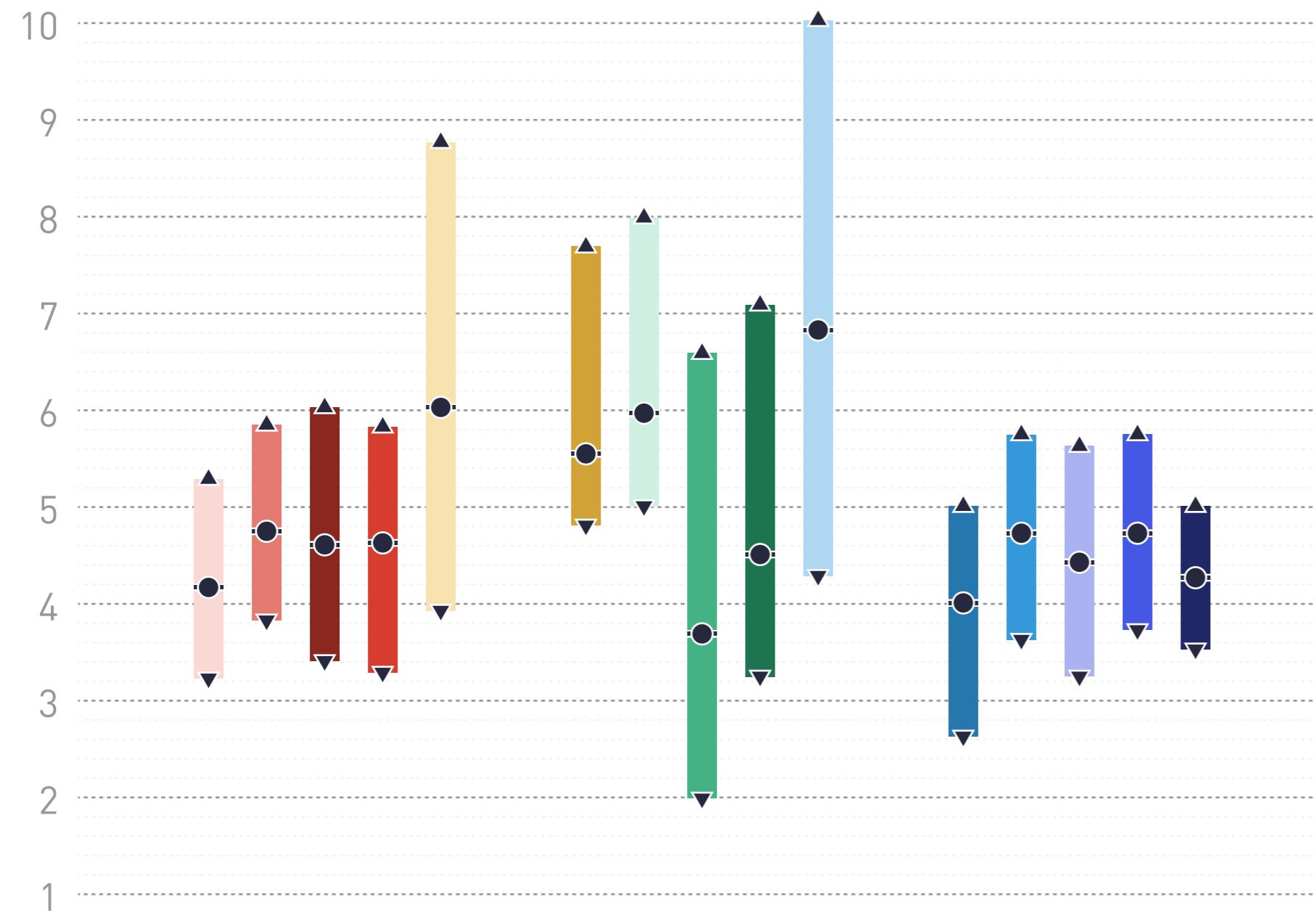
Additionally, multiplayer games in Europe generated as few as approximately 2.4 daily average sessions among the bottom 25% of games.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

Middle East | Session count

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



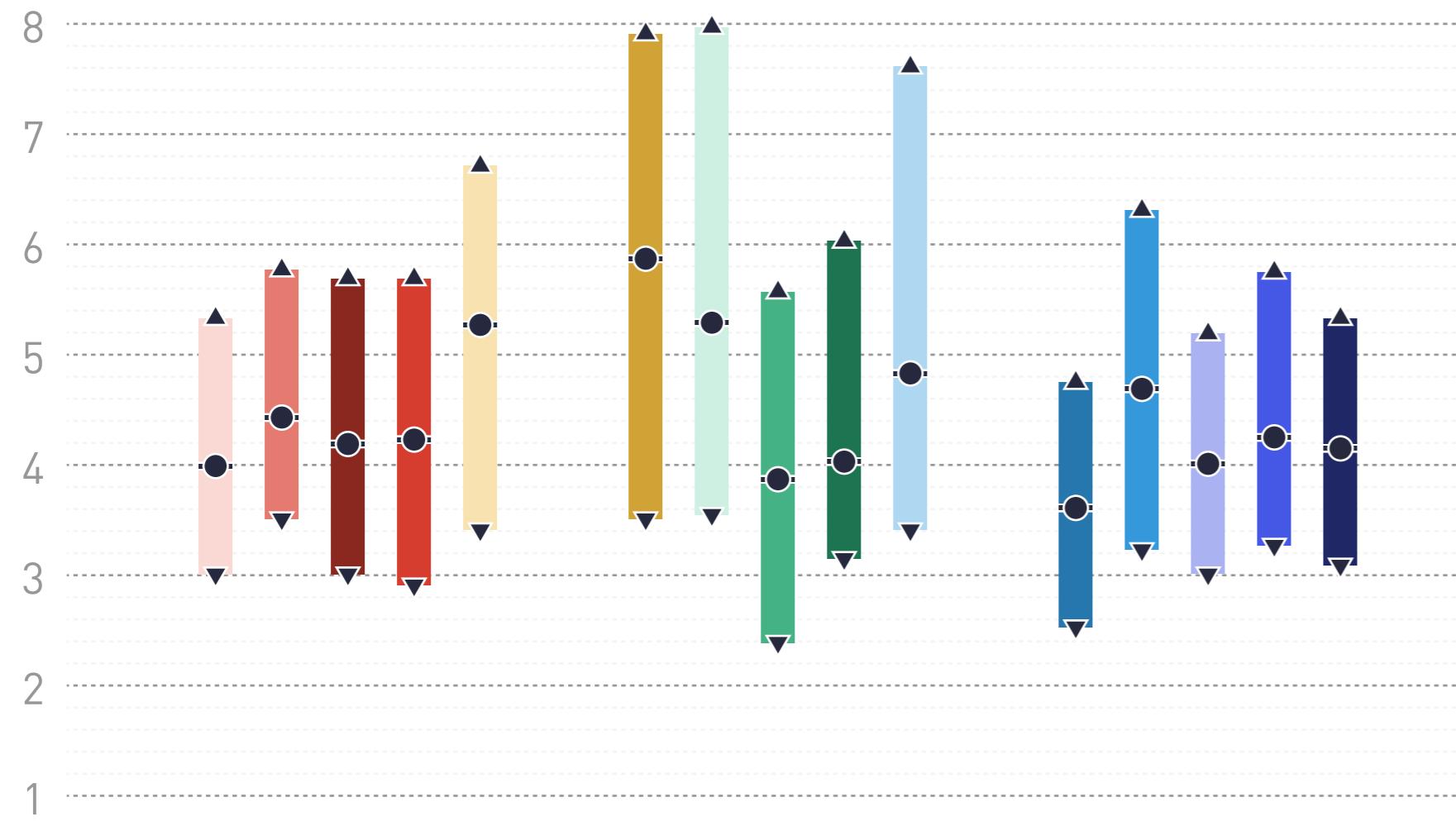
The Middle East appears to favor puzzle and word games, with the daily average session count across all quantiles being the highest of all regions. However, at the same time, this region holds the record for the lowest session counts for casino games, displaying 2 sessions per day among the bottom 25% of games.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

Asia | Session count

Q1 2024

Top 25% of games
Genre median
Bottom 25% of games



Asia exhibits a high session count among the top 25% of board, card, and word games, with board and card games nearing 8 sessions.

However, with an average of 4.71, the session count for the rest of the mobile game genres in Asia is comparable to that in other regions.

| Casual | Classic | Mid-core |
|-----------|---------|--------------|
| Action | Board | Multiplayer |
| Adventure | Card | Role playing |
| Arcade | Casino | Simulation |
| Casual | Trivia | Strategy |
| Puzzle | Word | Racing |

GameAnalytics

Turning data into insights.