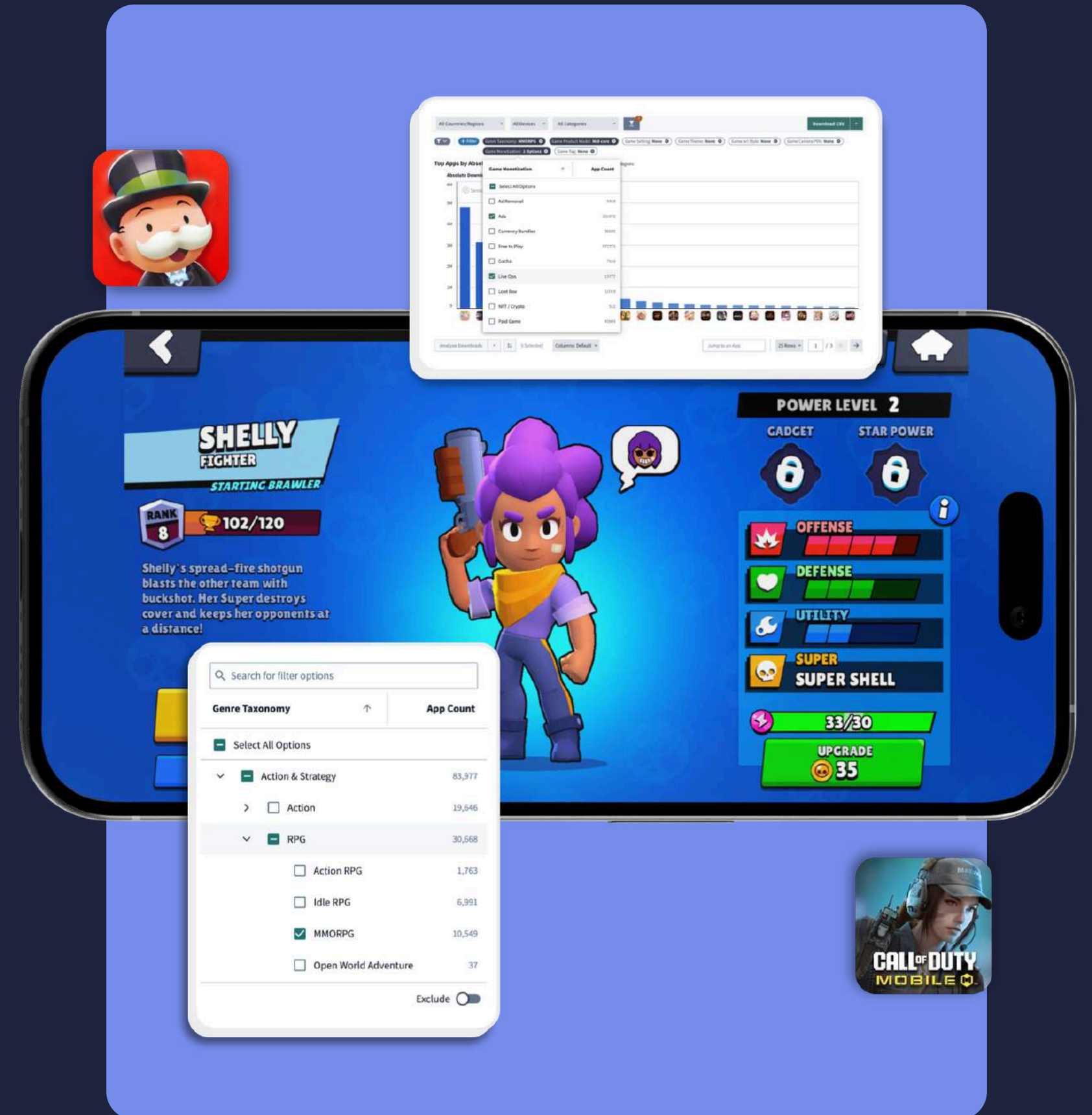# Mobile Game Feature Impact Spotlight

With Sensor Tower's new Game IQ Deep Tags.

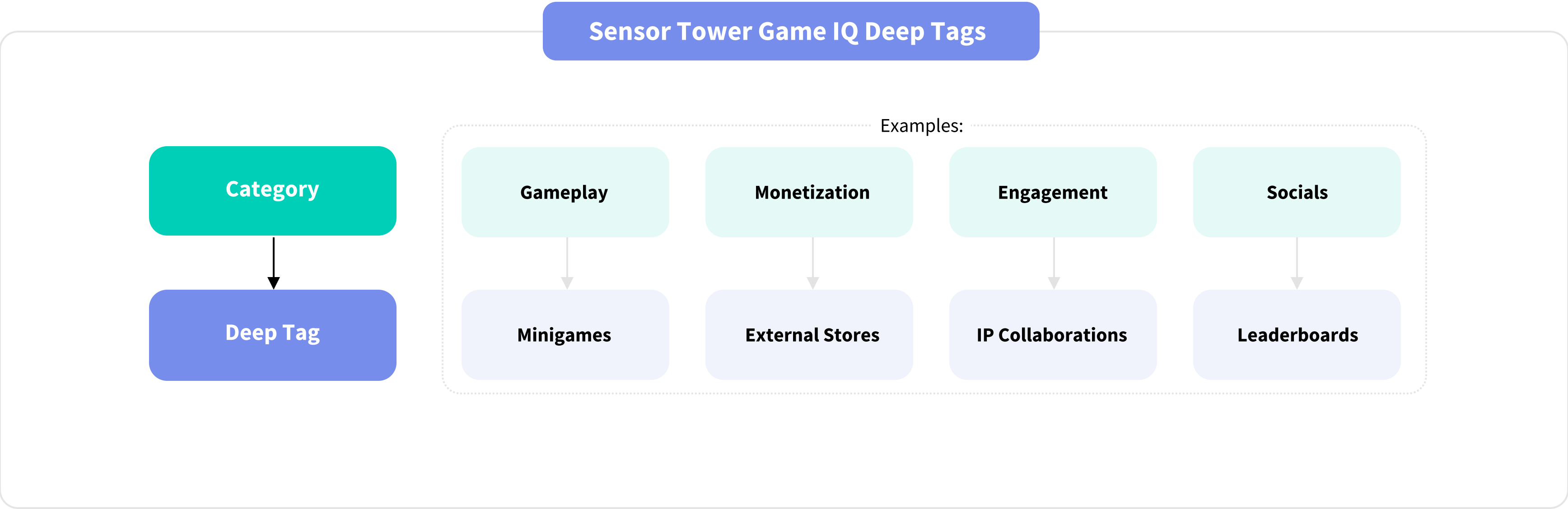# Understanding how features are performing on the market is key to roadmap prioritization.

What are our competitors' feature sets? What percentage of games in our niche already have this feature? How do games with this feature perform compared to games without this feature? These questions are key to understanding how crucial a feature is to your game.

Sensor Tower already provides the most comprehensive suite of tags that helps developers answer these questions, but we've just upgraded it even further with **Game IQ Deep Tags**. This report spotlights insights generated using these new tags.
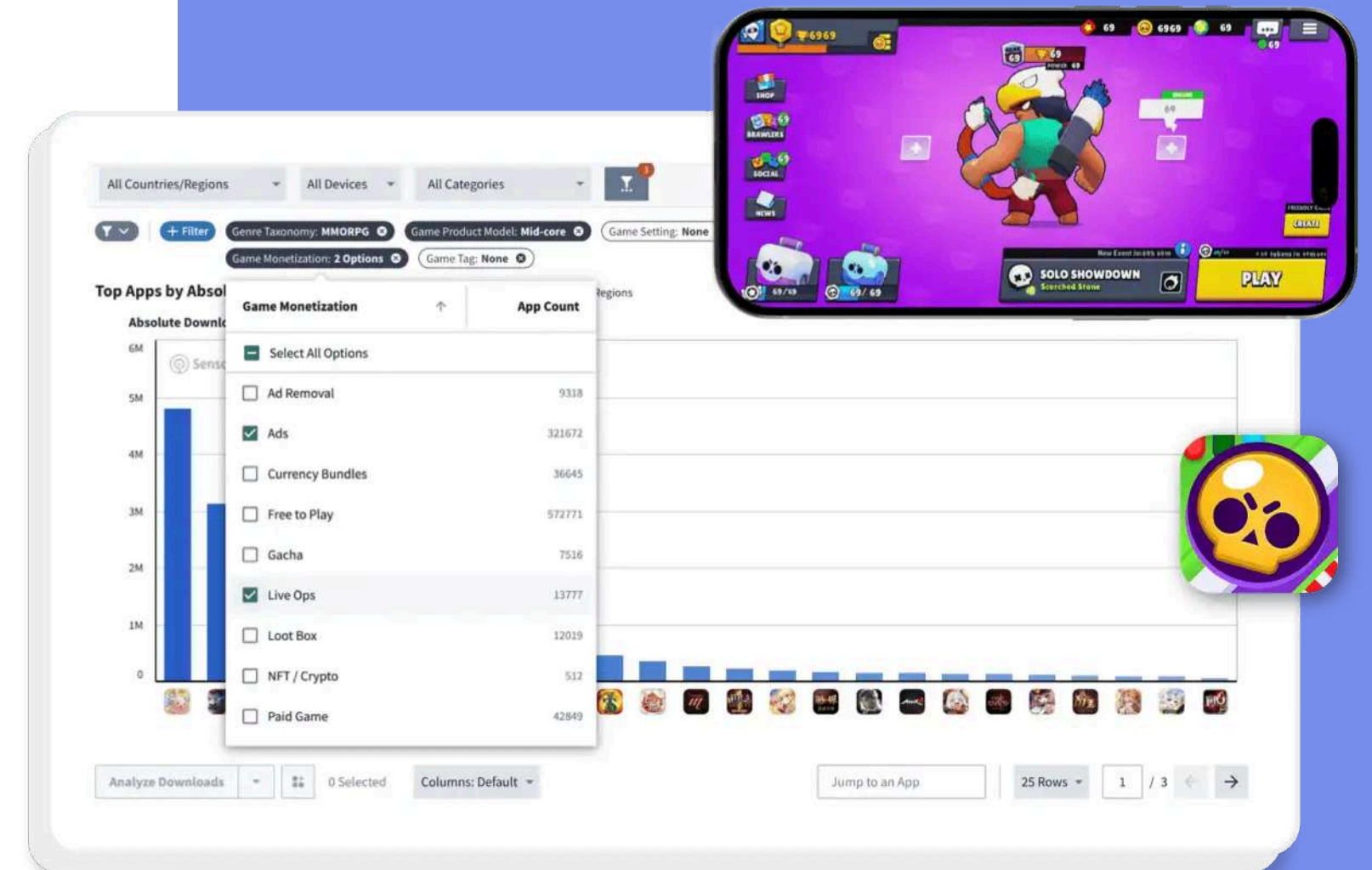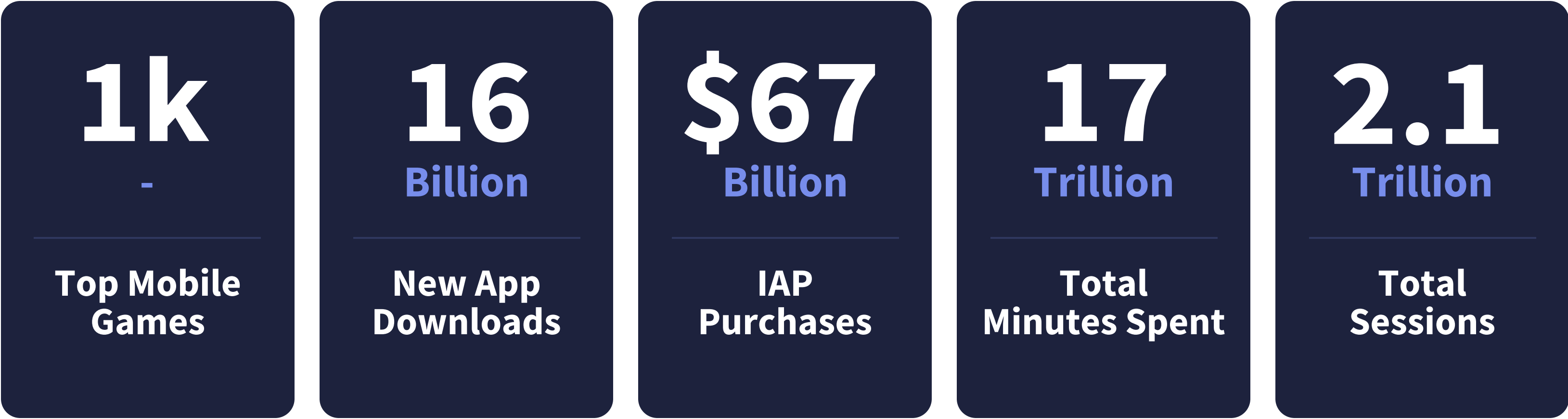
What are Game IQ Deep Tags?

Game IQ Deep Tags are a collection of 70 new tags marking games that have a certain feature. These 70 tags are further broken down into four categories.

Sensor Tower Game IQ Deep Tags

Examples:

Category	Gameplay	Monetization	Engagement	Socials
Deep Tag	Minigames	External Stores	IP Collaborations	Leaderboards

What do Game IQ Deep Tags cover?

Game IQ Deep Tags give insight into the most successful games in the market. The following metrics shows how games covered by Deep Tags performed in the last twelve months.

For Q2 2024 - Q1 2025, worldwide, iOS and Google Play:

1k -	**16** Billion	**$67** Billion	**17** Trillion	**2.1** Trillion
Top Mobile Games	**New App Downloads**	**IAP Purchases**	**Total Minutes Spent**	**Total Sessions**

Top casual puzzle games Royal Match and Candy Crush Saga are not as feature rich as Playrix competitors.

Game IQ Deep Tags - selected Gameplay tags
Top casual puzzle games by in-app purchase revenue 2Q2024 - 1Q2025

|	Royal Match	Candy Crush Saga	Gardenscapes	Homescapes	Fishdom	Adoption among casual puzzle games
Voice Acting			✓	✓		12%
Replayable Stages/Levels		✓				28%
Activated Automation						1%
Dialogue Skip			✓	✓		25%
Rarity System					✓	24%
Cosmetics			✓	✓	✓	36%
Opening Sequence			✓	✓		23%
Cinematic Cutscenes			✓	✓		25%
Dynamic Transitions		✓	✓	✓	✓	18%
Dialogue			✓	✓	✓	39%
Minigames			✓	✓	✓	22%
Collection	✓		✓	✓	✓	56%
User Level	✓	✓	✓	✓	✓	34%
Tutorials	✓	✓	✓	✓	✓	84%
Login System	✓	✓	✓	✓	✓	75%
In-game notification	✓	✓	✓	✓	✓	68%
Competitive PvE	✓	✓	✓	✓	✓	49%
Total # of Gameplay Tags (Out of 36)	7	8	12	17	12	

Match swap is one of the biggest genres in mobile gaming, and sitting at the pinnacle of this competitive sub-genre are **Royal Match** and **Candy Crush Saga**. One might expect these titans to be extremely feature rich, but, compared to Playrix competitors, that doesn't seem to be the case.

Gardenscapes and **Homescapes** in particular includes several luxury features like Voice Acting and Cinematic Cutscenes, which Royal Match and Candy Crush Saga don't have. While any publisher would be extremely happy with the performance of Homescapes throughout the years, it seems that casual puzzle games don't strictly need all of these features to find success.

Some new strategy games have solid monetization despite lacking competitors' features.

Game IQ Deep Tags - Monetization tags
Top mid-core strategy games launched in last twelve months 2Q2024 - 1Q2025

	Pokémon TCG Pocket	Age of Empires Mobile	Dark War:Survival	Last Z: Survival Shooter	DC: Dark Legion™	Squad Busters
Piggy Bank						
Periodic Refresh Shop	✓	✓	✓			✓
Monetized Continue/Retry						
Monetized Timer	✓	✓		✓		
Soft Currency	✓	✓		✓		
Shop - Free Purchase	✓	✓				✓
Consumables	✓	✓	✓			✓
Hard Currency	✓	✓	✓	✓	✓	✓
External Stores		✓				✓
IAP Bundles	✓	✓	✓	✓	✓	✓
VIP System		✓	✓			
Monetization tag count (out of 11)	7	9	5	3	2	6
Lifetime revenue per download	$7.30	$5.46	$3.62	$3.34	$2.61	$1.17

Age of Empires Mobile has the most comprehensive monetization of top strategy games released in the past twelve months. The game is only missing Piggy Bank and Monetized Continue/Retry, neither of which have seen much adoption in strategy yet.

In contrast, **Dark War: Survival** only has five tags. This suggests that Dark War: Survival has opportunities to improve its monetization on top of its already considerable success.

Source: Sensor Tower
Lifetime revenue per download is worldwide, iOS and Google Play.

Most top social gambling games have strong social feature sets, but they aren't identical.

Game IQ Deep Tags - Social tags
Top casual casino games by in-app purchase revenue 2Q2024 - 1Q2025

	MONOPOLY GO!	Coin Master	Bingo Blitz™ - BINGO Games	Dice Dreams™	Jackpot Party Casino Slots
Matchmaking	✅	✅	✅	✅	
Profile Picture	✅	✅	✅	✅	✅
See Other Players' Progression	✅	✅	✅	✅	✅
Multiplayer PVP	✅	✅	✅	✅	
PVP - Synchronous PVP			✅		
Referral Program	✅	✅	✅	✅	
Social Assistance		✅	✅	✅	
Emotes/Phrases	✅	✅	✅		
Chat System	✅	✅	✅	✅	
PVP - Asynchronous PVP	✅	✅		✅	
Multiplayer Coop	✅				
External Account Linking	✅	✅	✅	✅	✅
External Share Function	✅	✅	✅	✅	
Friend Systems	✅	✅	✅	✅	
Leaderboards	✅	✅	✅	✅	✅
Count of social features out of 15	13	13	11	10	3
Average MAU in last twelve months	10,800,000	10,500,000	3,400,000	2,500,000	700,000

All five of the top five casino games by in-app purchase revenue are "social gambling" games (an existing Sensor Tower tag that is not one of the newly released Deep Tags). As you might expect, these games generally have strong social feature sets.

Jackpot Party, as the sole slots game in this top five, seems to not lean as heavily into social features as the other social gambling games.

There are also some interesting differences among the more feature rich social gambling games. For example, Dice Dreams doesn't include Emotes/Phrases, while **MONOPOLY GO!** is the only one to include Multiplayer Coop.

Top RPGs are designed to monopolize players' time.

	Honkai: Star Rail	Genshin Impact	Monster Strike	Fate/Grand Order	Lineage M
IP Collaborations			✓		
Returning bonus	✓	✓		✓	
Task System	✓	✓	✓	✓	✓
Task System - Recurring	✓	✓	✓	✓	✓
Daily bonus	✓	✓	✓	✓	✓
Recurring Minievents	✓	✓	✓	✓	✓
Energy System	✓	✓	✓	✓	
Engagement tag count out of 7	6	6	5	6	4
Average minutes spent per monthly active user	321	389	434	528	437

Top mobile RPGs have comprehensive engagement feature sets. The. However, there are interesting feature omissions when comparing top RPGs.

The Deep Tag that stands out across top RPGs is IP (intellectual property) collaborations. Top RPGs generally have an innate IP, like **Fate/Grand Order** (which originated from a visual novel which became a popular anime) or are open to IP collaborations, like **Monster Strike**. miHoYo games like Honkai Star Rail and Genshin Impact used to fall into the former bucket, but Honkai: Star Rail has recently announced a collaboration with competing IP Fate (the same IP powering Fate/Grand Order).

Source: Sensor Tower
Minutes spent per monthly active users are worldwide, iOS and Google Play.

Only half of Hybridcasual games utilize IAP bundles.

Top underutilized Deep Tags in Hybridcasual games
Metrics are across 2Q2024 – 1Q2025, worldwide, iOS and Google Play

Tag Category	Top Underutilized Tag (<50% adoption)	How did hybridcasual games with this tag perform against hybridcasual games without this tag?	Adoption
Monetization	IAP Bundles	Average +$1.77 lifetime revenue per download	50%
	Consumable	Average +1.67 lifetime revenue per download	37%
	Periodic Refresh Shop	Average +0.98 lifetime revenue per download	21%
Engagement	Returning Bonus	Average +71 minutes per MAU	6%
	Energy System	Average +65 minutes per MAU	24%
	IP collaboration	Average +64 minutes per MAU	5%

Hybridcasual is the hot new product model still showing strong growth, and the market still isn't showing its full potential. Some features, like IAP bundles, seem to be underutilized.

Of course, some features, like Energy System or IP collaboration, aren't suited for every game. And, part of Hybridcasual's effectiveness comes from how cheaply a Hybridcasual game can be made compared to a premium mid-core or casual game, a model which might lend itself to less feature rich games.

Still, something like IAP bundles seems like low hanging fruit.

Top publishers strongly prioritize login systems in their portfolios.

Top Deep Tags by count in portfolio
Three top publishers by in-app purchase revenue

Tencent 腾讯 **SCOPELY** **King**

Rank	Tencent Mobile Games	Scopely	King
1	Login System (18)	Leaderboards (11)	Consumables (9)
2	Collection (17)	Login System (11)	Login System (9)
3	Hard Currency (17)	Task System (11)	Monetized Continue/Retry (9)
4	External Account Linking (17)	Task System - Recurring (11)	Recurring Minievents (9)
5	Task System (16)	User Level (10)	Tutorials (9)
6	Recurring Minievents (16)	External Account Linking (10)	Hard Currency (8)
7	Friend Systems (16)	Hard Currency (10)	IAP Bundles (8)
8	Multiplayer PVP (16)	Recurring Minievents (10)	External Account Linking (8)
9	Daily bonus (16)	Collection (10)	Leaderboards (8)
10	Matchmaking (15)	Chat System (10)	Daily bonus (7)

By counting how many of each tag publishers have in their portfolios, we can get an idea for which features these publishers have seen the most success with or are most key to their strategy.

Login systems are a top priority for all three of these publishers, showcasing the importance of understanding and tracking players across different titles.

Collections are another top priority for Tencent and Scopely, but not King. On the other hand, as a casual puzzle publisher, King prioritizes monetized continued/retry, while the other two don't.

This is just the tip of the iceberg.

We can learn an incredible amount about different corners of the gaming market with Game IQ Deep Tags, and the number of tags and depth of coverage will only increase from here. Beyond tags, Sensor Tower has even more to offer. By effectively utilizing the Sensor Tower suite of products in concert, you can generate the perfect actionable insights for your games that can't be found anywhere else.

Sam Aune
Gaming Insights Analyst

Author

SensorTower **+** data.ai

Next level insights.

data.ai is now part of Sensor Tower

Sensor Tower

Interested in our Digital Market Insights Solutions?

If you want to learn more about Sensor Tower, please request a demo:

Request a free demo!

Get the latest insights on our blog: **sensortower.com/blog**

Sensor Tower | Our Customers

Top publishers trust Sensor Tower insights to grow their business.

L'ORÉAL	Target	Google	EA	European Commission	Disney
petco	HERSHEY	amazon	ROVIO	DOORDASH	depop
Walmart	7 ELEVEN	Microsoft	SEGA	dyson	SONY
fetch REWARDS	Pizza Hut	Meta	OUTFIT7	Gett.	ByteDance
Alibaba	POPEYES	Tencent 腾讯	WARNER BROS. GAMES	P&G	NBA
CVS Health	Domino's	Johnson&Johnson	Discord	Welch's	Revolut

About Sensor Tower

Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe.

With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions.

Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app landscape with visibility into usage, engagement, and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Pathmatics Digital Advertising Insights, helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social, and mobile.

Press Inquiries: press@sensortower.com