

Mobile games: state of the market & playtime benchmarks

Q3, 2023

Joint report of Apptica & Gamelight



Methodology

The purpose of this study is to analyse the state of gaming category in Q3 2023.

All data presented in this report has been collected from Apptica and Gamelight platforms.

“Games” category is defined by a store’s tag.

The basis of this analysis is made up of data from the Apptica's Store, Ad and Market Intelligence sections and Gamelight's playtime and app usage data.

We collect data only from App Store and Google Play, we do not cover other alternative stores.

To obtain accurate results, we have analysed data on 37 countries collected from July 01 to September 30, 2023. For a more narrow analysis, we have selected 6 countries: US, UK, Japan, South Korea, France and Germany.

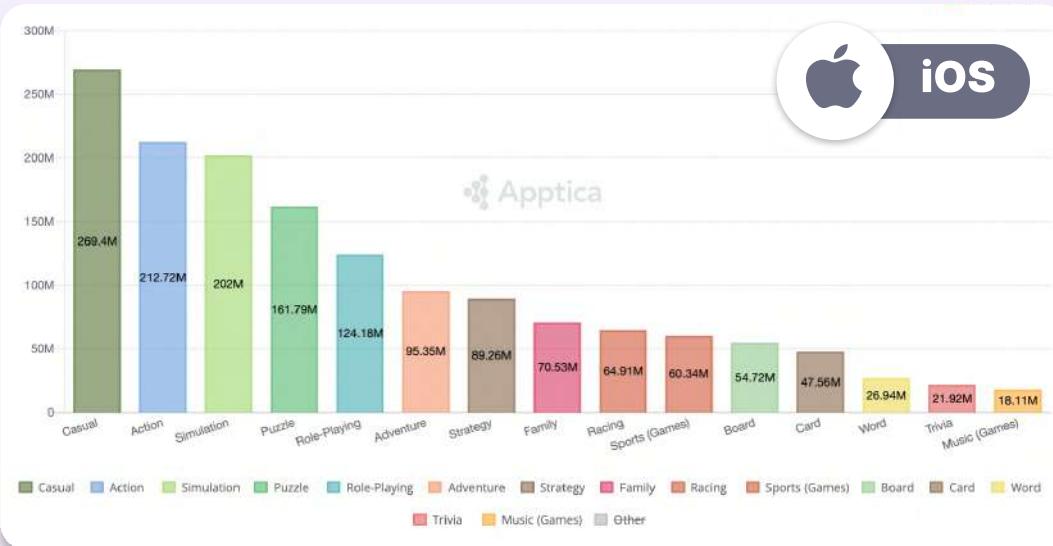
We have not used additional information from other analytical services or resources without mentioning them.

Revenue figures are based on IAP figures, we do not cover other revenue sources. All Revenue is calculated in USD \$.

Average Playtime is daily playtime in minutes. Calculated as total playtime on the each title divided by number of active users that played the game divided by number of days played.



Downloads | Q3 | WW



Casual (269,4M), Action (212,72M) and Simulation (202M) are on the top among iOS users.

Total: 1,54B (20,4% of all downloads).

Compared to Q3 2022 the total rate drops by 14,4% (from 1,8B).

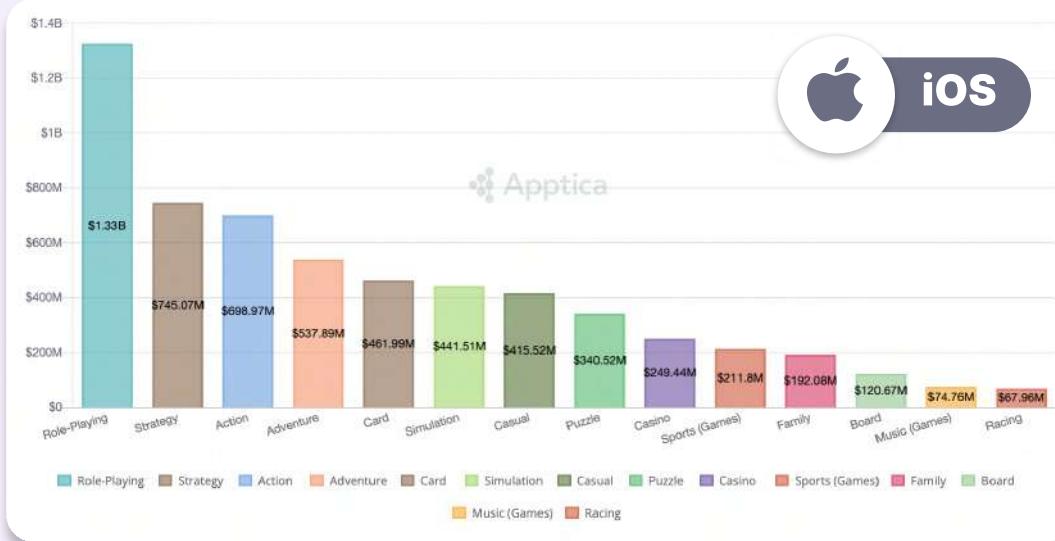
For Android the trend is alike with Casual (1,86B), Action (1,8B) and Simulation (1,51B) being on the first rows.

Total: 12,36B (30,5% of all downloads)

Q3 2023 shows also a downward trend with a 6,8% drop (from 13,26B).



Revenue | Q3 | WW



RPG takes a lead with \$1,33B, followed by Strategy (\$745M) and Action (\$698,97M).
Total revenue generated by iOS users account to \$5,91B.

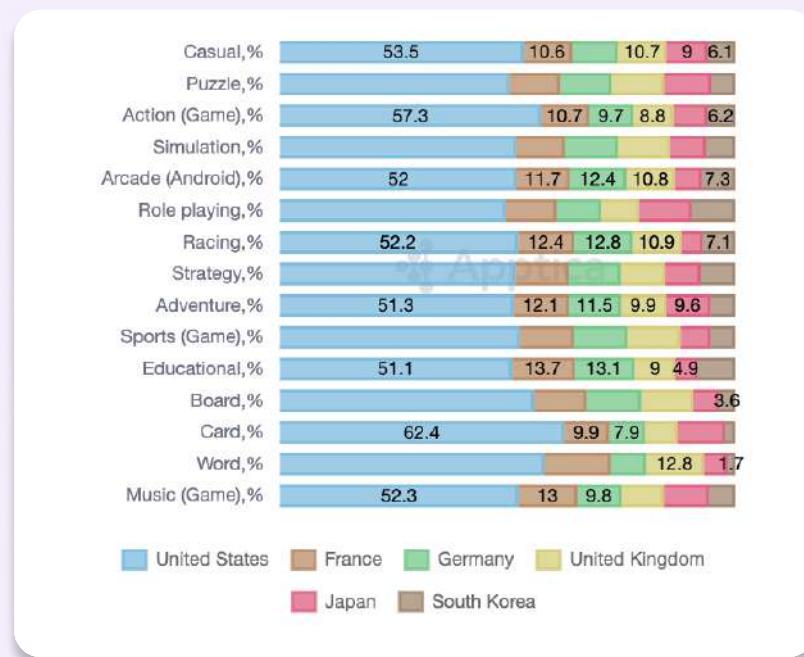
RPG (\$930,64M), Strategy (\$628,67M) and Casual (\$520,49M) are among the most grossing on Android. Total revenue coming from Android users is \$4,64B.

The platform disparity is 56,01% (iOS) vs 43,99% (Android). iOS remains the more grossing platform.



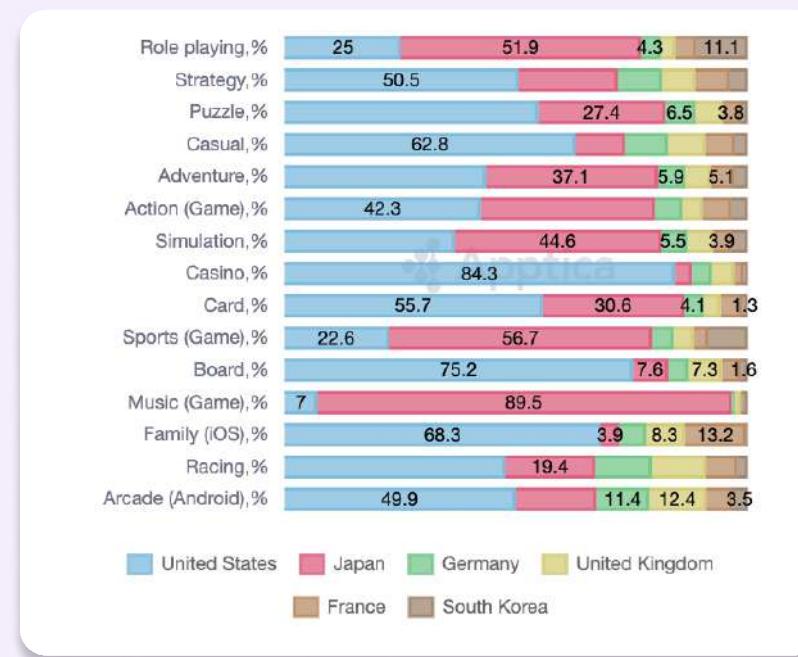
Revenue and downloads per category | US, France, Germany, UK, Japan, South Korea

Downloads



US takes the largest share of downloads among the selected 6 countries. The most popular genre is Card (62,4%), followed by Word (58,6%) and Action (57,3%). France with UK cover a relatively big share in Word (14,64% and 12,75%), Germany - in Educational (13,1%), Japan and South Korea - in RPG (11,58% and 9,55%).

Revenue



US has the largest share in more categories: Strategy (50,5%), Casual (62,8%), Adventure (43,46%), Action (42,3%), Casino (84,3%), Card (55,7%), Board (75,2%), Family iOS (68,3%), Racing (47,6%) and Arcade (49,9%). However, Japan has the strongest position in RPG (51,9%), Simulation (44,6%), Sports (56,7%), Music (89,5%).

Total revenue and downloads | US, France, Germany, UK, Japan, South Korea



US takes the first position with 1,28B of installs. US and France show a negative trend compared to Q3, 2022 (-5% and -0,7%), while Germany (+5,6%), UK (+14%), Japan (+7%) and South Korea (+32%) enjoy growth.

In total all 6 countries accumulated 2,41B of installs that is 17,3% of WW rate in gaming.



US (\$2.92B) and Japan (\$2.03B) have generated significantly more revenue within the chosen group.

All 6 countries cover 59% (6,25B\$) of WW revenue in gaming.

Top games | Downloads | WW



Android

		Downloads
1.		Subway Surfers
2.		Candy Crush Saga
3.		Roblox
4.		Free Fire
5.		Ludo King
6.		Royal Match
7.		My Talking Tom 2
8.		Free Fire MAX
9.		Football League 2023
10.		My Talking Tom Friends

Downloads



iOS

		Downloads
1.		MONOPOLY GO!
2.		Royal Match
3.		Roblox
4.		Subway Surfers
5.		My Perfect Hotel
6.		巅峰极速
7.		逆水寒
8.		Magic Tiles 3: Piano Game
9.		Survivor!.io
10.		蛋仔派对

Downloads

*Discord - Chat, Talk & Hangout is omitted in iOS ranking with 8,8 M downloads



Top games | Revenue | WW



Android

		Revenue
1.		MONOPOLY GO!
2.		Coin Master
3.		Royal Match
4.		Candy Crush Saga
5.		Roblox
6.		Pokémon GO
7.		Honkai: Star Rail
8.		Gardenscapes
9.		Fate/Grand Order
10.		ウマ娘 プリティーダービー



iOS

		Revenue
1.		王者荣耀
2.		逆水寒
3.		和平精英
4.		Royal Match
5.		Roblox
6.		MONOPOLY GO!
7.		Candy Crush Saga
8.		Pokémon GO
9.		Gardenscapes
10.		モンスターストライク

*Discord - Chat, Talk & Hangout is omitted in iOS ranking with 8,8 M downloads



Top games | Downloads | US



Android

Downloads

1.		Roblox	5,3 M
2.		Candy Crush Saga	4,7 M
3.		MONOPOLY GO!	4,3 M
4.		Subway Surfers	3,9 M
5.		Royal Match	3,2 M
6.		Rainbow Survivor: Find Daddy	2,6 M
7.		Block Blast: Puzzle Games	2,5 M
8.		Magic Tiles 3: Piano Game	2,5 M
9.		Stumble Guys	2,3 M
10.		My Talking Tom 2	2,2 M



iOS

Downloads

1.		MONOPOLY GO!	7,6 M
2.		Royal Match	4,9 M
3.		Roblox	4 M
4.		My Perfect Hotel	2,9 M
5.		Happy Hospital: ASMR Doctor	2,5 M
6.		Subway Surfers	2,4 M
7.		Call of Duty®: Mobile	2,2 M
8.		Wordscapes	2 M
9.		Fishdom	1,8 M
10.		Whiteout Survival	1,7 M



*Discord - Chat, Talk & Hangout is omitted in iOS ranking with 3,4 M downloads

Top games | Revenue | US



Android

		Revenue
1.		MONOPOLY GO!
2.		Royal Match
3.		Coin Master
4.		Candy Crush Saga
5.		Roblox
6.		Pokémon GO
7.		Puzzles & Survival
8.		Solitaire Grand Harvest
9.		Jackpot Party - Casino Slots
10.		Township



iOS

		Revenue
1.		Roblox
2.		MONOPOLY GO!
3.		Royal Match
4.		Candy Crush Saga
5.		Pokémon GO
6.		Jackpot Party - Casino Slots
7.		Gardenscapes
8.		DoubleDown™ Casino Vegas Slots
9.		Call of Duty®: Mobile
10.		Coin Master

Top games | Downloads | Japan



Android

Downloads
1. Royal Match 792 K
2. Woodoku 547 K
3. Triple Tile: Match Puzzle Game 538 K
4. Block Blast: Puzzle Games 524 K
5. Survivor!.io 465 K
6. Brain Test: Tricky Puzzles 452 K
7. Pokémon GO 428 K
8. Fishdom 422 K
9. Roblox 403 K
10. ドット勇者 三時のおやつと昼寝付きの冒険 362 K



iOS

Downloads
1. Survivor!.io 3,6 M
2. Royal Match 1,3 M
3. ダンまち バトル・クロニクル 1,3 M
4. Pokémon Sleep 1 M
5. 青鬼オンライン 909 K
6. LINE Bubble 2 768 K
7. LINE : ディズニー ツムツム 521 K
8. 妖怪ウォッチ ぷにぷに 494 K
9. アスター タタリクス 487 K
10. Dragonscapes Adventure 465 K

Top games | Revenue | Japan



Android

		Revenue
1.	Fate/Grand Order	48,9 M
2.	ウマ娘 プリティーダービー	45,1 M
3.	モンスターストライク	31 M
4.	ドラゴンクエストウォーク	31 M
5.	パズル&ドラゴンズ(Puzzle & Dragons)	27,8 M
6.	ブルーアーカイブ	20,7 M
7.	プロ野球スピリッツA	19,6 M
8.	ドラゴンボールZ ドッカンバトル	18,2 M
9.	LINE : ディズニー ツムツム	17,6 M
10.	プロジェクトセカイ カラフルステージ ! feat. 初音ミク	16,4 M



iOS

		Revenue
1.	モンスターストライク	69,3 M
2.	プロ野球スピリッツA	53 M
3.	Fate/Grand Order	50,7 M
4.	パズル&ドラゴンズ(Puzzle & Dragons)	46,5 M
5.	ウマ娘 プリティーダービー	46 M
6.	ドラゴンクエストウォーク	34 M
7.	ONE PIECE バウンティラッシュ - アクションゲーム	28,7 M
8.	eFootball™ 2024	28 M
9.	Knives Out	22,8 M
10.	Pokémon GO	22,2 M

Top games | Downloads | South Korea



Android

Downloads

1.		Royal Match	786 K
2.		Roblox	588 K
3.		개판오분전 - 1004뽑기 증정	552 K
4.		Block Blast!	499 K
5.		Candy Crush Saga	464 K
6.		Brawl Stars	438 K
7.		Pokémon Sleep	437 K
8.		Dancing Cats - Music Tiles	434 K
9.		Triple Tile: Match Puzzle Game	414 K
10.		Minigame Party: Pocket Edition	346 K



iOS

Downloads

1.		삼국지 러쉬 Origins : 타워 디펜스	470 K
2.		픽셀 히어로	454 K
3.		소녀 에볼루션	244 K
4.		미르: 레볼루션	213 K
5.		쾌도난마	178 K
6.		Minigame Party: Pocket Edition	178 K
7.		Royal Match	149 K
8.		기사단 키우기 - 8888회 뽑기 증정	131 K
9.		Ammo Fever: Tower Gun Defense	130 K
10.		Roblox	108 K

Top games | Revenue | South Korea



Android

		Revenue
1.		11,7 M
2.		9,6 M
3.		7,8 M
4.		5,8 M
5.		4,9 M
6.		4,6 M
7.		4,3 M
8.		2,2 M
9.		2 M
10.		2 M



iOS

		Revenue
1.		4,9 M
2.		3,6 M
3.		3 M
4.		2,8 M
5.		2,8 M
6.		2,8 M
7.		2,4 M
8.		2,3 M
9.		1,9 M
10.		1,6 M

Top games | Downloads | France



Android

Downloads

1.		MONOPOLY GO!	1,4 M
2.		Roblox	1,1 M
3.		Subway Surfers	1 M
4.		Royal Match	951 K
5.		Block Blast!	871 K
6.		Brain Test: Tricky Puzzles	762 K
7.		Magic Tiles 3	721 K
8.		Dice Dreams	712 K
9.		Race Master 3D - Car Racing	614 K
10.		Candy Crush Saga	574 K



iOS

Downloads

1.		MONOPOLY GO!	1 M
2.		My Perfect Hotel	518 K
3.		Royal Match	513 K
4.		Crostic Crossword—Word Puzzles	415 K
5.		Idle Survivors: Last Stand	387 K
6.		Roblox	385 K
7.		Subway Surfers	379 K
8.		Plato: Games To Play Together	377 K
9.		Bridge Race	295 K
10.		Idle Bank Tycoon: Money Game	295 K

Top games | Revenue | France



Android

		Revenue
1.	Coin Master	5,3 M
2.	MONOPOLY GO!	3,8 M
3.	DRAGON BALL Z DOKKAN BATTLE	3 M
4.	Summoners War	2,9 M
5.	Candy Crush Saga	2,8 M
6.	Royal Match	2,3 M
7.	Gardenscapes	2 M
8.	Honkai: Star Rail	1,9 M
9.	Roblox	1,8 M
10.	Homescapes	1,7 M



iOS

		Revenue
1.	MONOPOLY GO!	8,9 M
2.	Coin Master	6,2 M
3.	Candy Crush Saga	6,1 M
4.	Royal Match	5,6 M
5.	Gardenscapes	5,5 M
6.	Lightning Link Casino Slots	5 M
7.	Pokémon GO	4,6 M
8.	Roblox	4,5 M
9.	Clash Royale	4,3 M
10.	DRAGON BALL Z DOKKAN BATTLE	3,9 M

Top games | Downloads | Germany



Android

		Downloads
1.		Subway Surfers
2.		MONOPOLY GO!
3.		Roblox
4.		Royal Match
5.		Block Blast!
6.		Idle Lumber Empire
7.		Ludo King
8.		Get Color - Water Sort Puzzle
9.		My Perfect Hotel
10.		QuizzLand. Quiz & Trivia game

Downloads



iOS

		Downloads
1.		My Perfect Hotel
2.		Royal Match
3.		MONOPOLY GO!
4.		Subway Surfers
5.		Fishdom
6.		Idle Survivors: Last Stand
7.		Dragonscapes Adventure
8.		Spaghetti Break
9.		Roblox
10.		Block Blast Adventure Mater

Downloads

*Discord - Chat, Talk & Hangout is omitted in iOS ranking with 291 K downloads

Top games | Revenue | Germany



Android

		Revenue
1.	Coin Master	6,7 M
2.	Royal Match	5,9 M
3.	Gardenscapes	4,4 M
4.	Candy Crush Saga	4,3 M
5.	Pokémon GO	4,3 M
6.	Homescapes	3,1 M
7.	Fishdom	3 M
8.	Township	2,9 M
9.	Solitaire Grand Harvest	2,7 M
10.	Dice Dreams™	2,6 M



iOS

		Revenue
1.	Gardenscapes	5,2 M
2.	Royal Match	5,2 M
3.	Pokémon GO	5 M
4.	Candy Crush Saga	4,9 M
5.	Coin Master	4,7 M
6.	MONOPOLY GO!	4,5 M
7.	Homescapes	3,3 M
8.	Clash Royale	3,3 M
9.	Fishdom	3 M
10.	Clash of Clans	2,9 M

Top games | Downloads | UK

**Android**

Downloads

1.		MONOPOLY GO!	1,2 M
2.		Roblox	911 K
3.		Candy Crush Saga	721 K
4.		Royal Match	720 K
5.		Subway Surfers	716 K
6.		Block Blast!	672 K
7.		Get Color - Water Sort Puzzle	573 K
8.		Geometry Dash Lite	553 K
9.		Fishdom	515 K
10.		Rainbow Survivor: Find Daddy	492 K

**iOS**

Downloads

1.		MONOPOLY GO!	985 K
2.		Royal Match	554 K
3.		My Perfect Hotel	543 K
4.		Fishdom	472 K
5.		Roblox	426 K
6.		Premier League - Official App	412 K
7.		Wordscapes	320 K
8.		Twisted Tangle	297 K
9.		Gardenscapes	283 K
10.		Subway Surfers	280 K



*Discord - Chat, Talk & Hangout is omitted in iOS ranking with 370 K downloads

Top games | Revenue | UK



Android

Revenue

1.		Coin Master	7 M
2.		MONOPOLY GO!	4,7 M
3.		Candy Crush Saga	4 M
4.		Roblox	3,8 M
5.		Pokémon GO	3,6 M
6.		Gardenscapes	2,9 M
7.		Royal Match	2,7 M
8.		Solitaire Grand Harvest	2,7 M
9.		Homescapes	2,4 M
10.		Bingo Blitz™ - Bingo Games	2,1 M

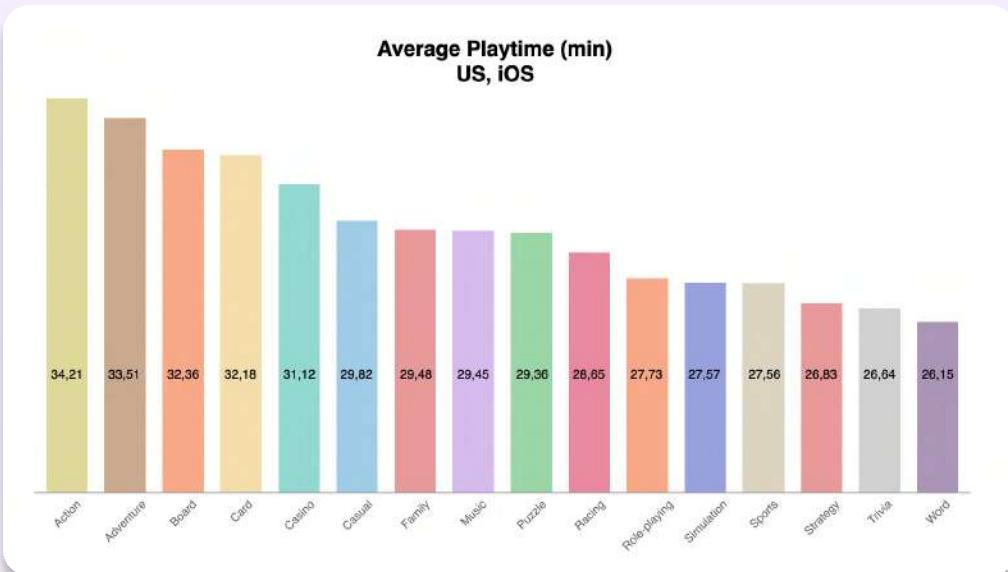
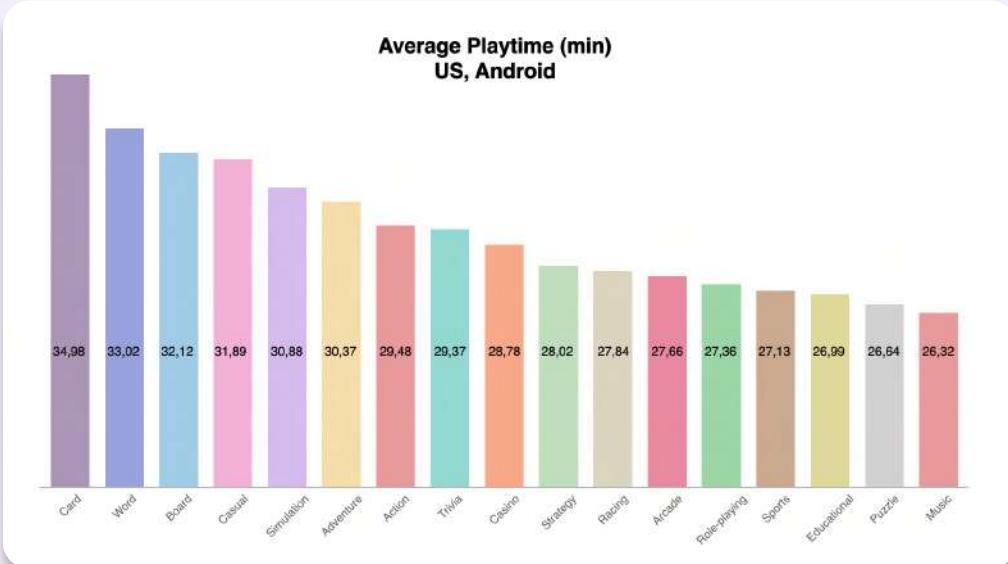


iOS

Revenue

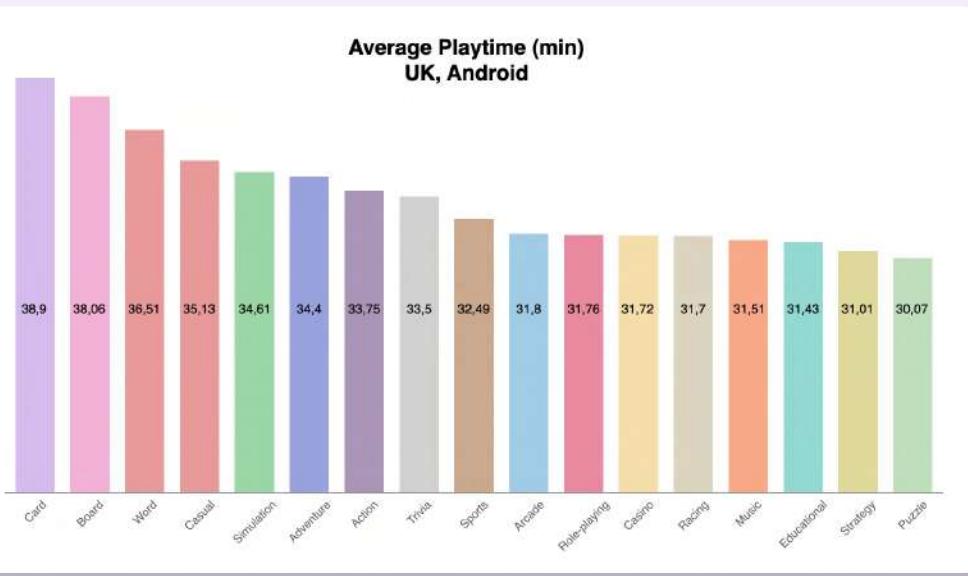
1.		MONOPOLY GO!	7 M
2.		Coin Master	6,5 M
3.		Roblox	6,2 M
4.		Candy Crush Saga	5,7 M
5.		Royal Match	5 M
6.		Gardenscapes	3,7 M
7.		Pokémon GO	3,4 M
8.		Homescapes	2,8 M
9.		Fishdom	2,4 M
10.		Bingo Blitz™ - Bingo Games	1,9 M

Average Playtime | US



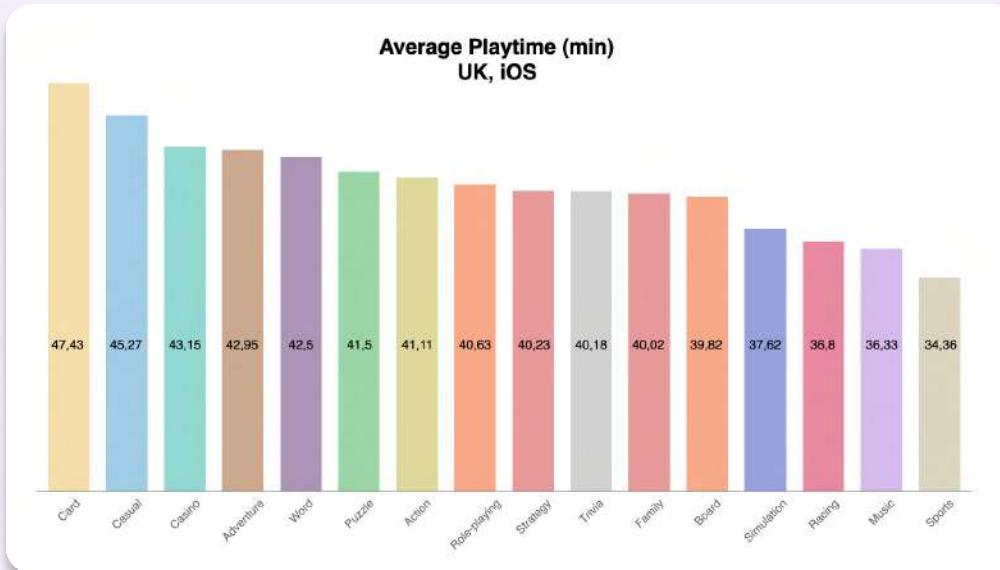
Android users are more engaged with Card, Word and Board games, whereas the iOS ones - with Action, Adventure and Board. iOS users spend more time on average playing mobile games (35.77 min vs 29.34 min on Android).

Average Playtime | UK

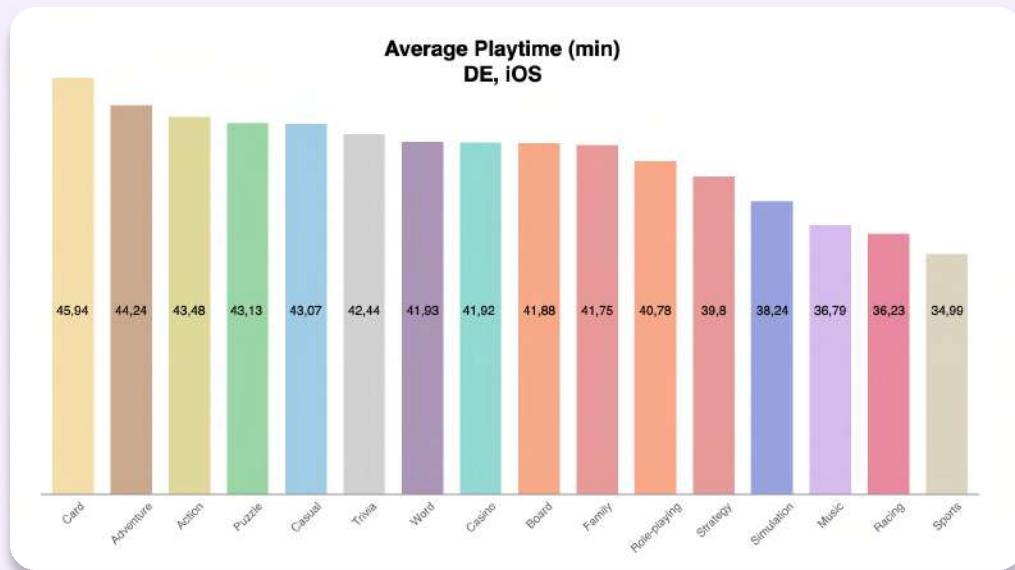
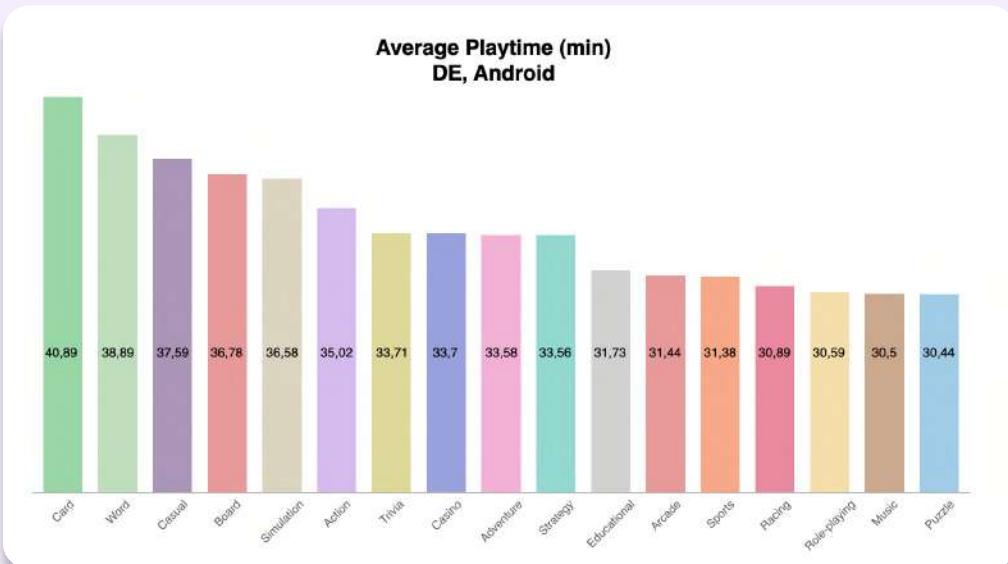


Android users are more engaged with Card, Board and Word games, whereas the iOS ones - with Card, Casual and Casino.

iOS users spend more time on average playing mobile games (40.62 min vs 33.47 min on Android).

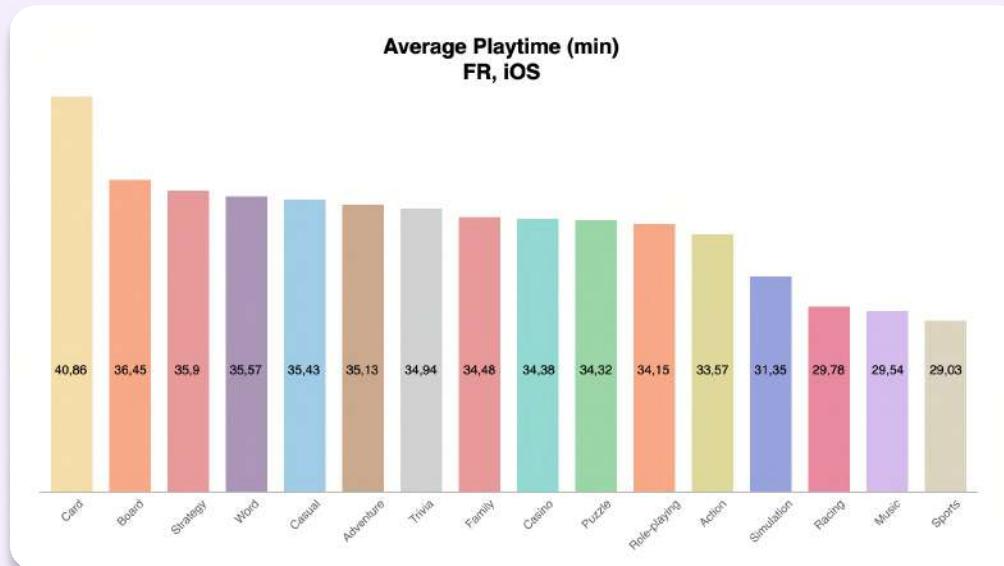
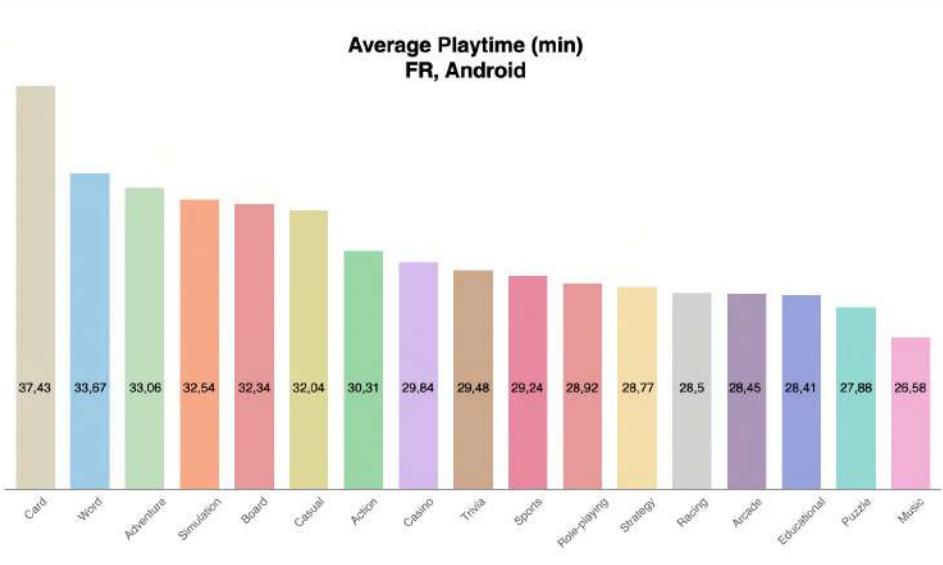


Average Playtime | Germany



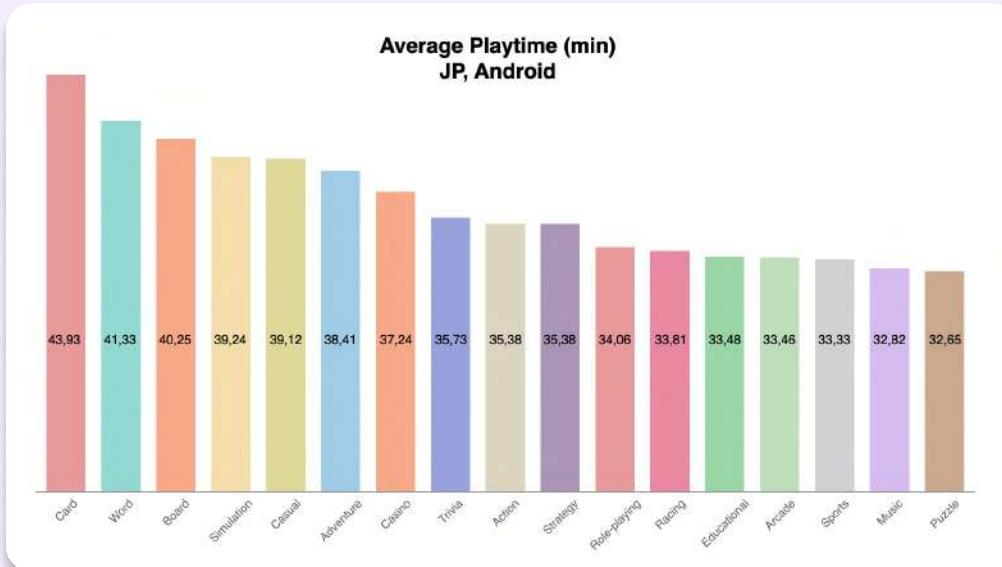
Android users are more engaged with Card, Word and Casual games, whereas the iOS ones - with Card, Adventure and Action. The platform disparity is in favour of iOS with average playtime 41.04 min (vs 33.96 min on Android).

Average Playtime | France



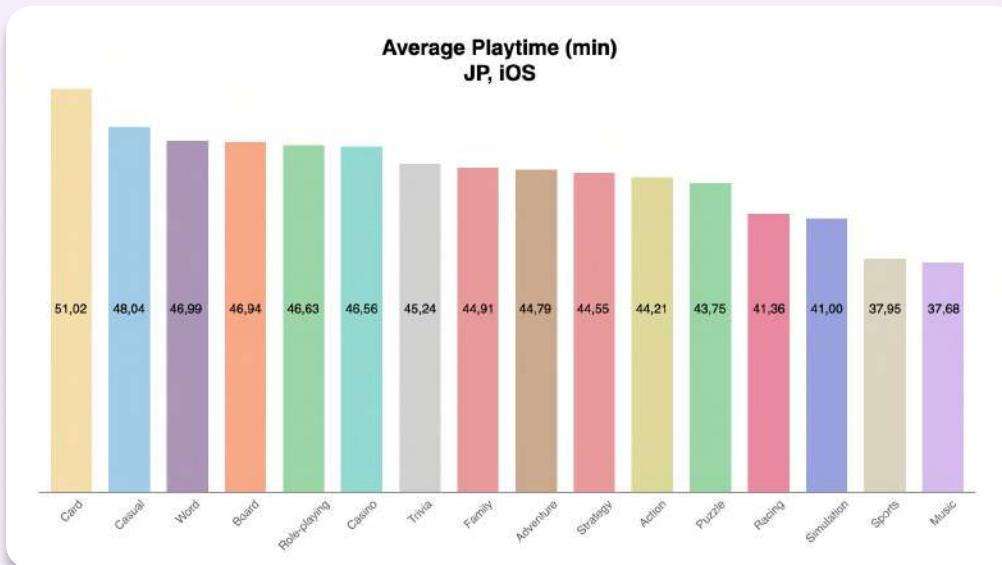
Android users are more engaged with Card, Word and Adventure games, whereas the iOS ones - with Card, Board and Strategy. Only in France strategy reaches the top-3 ranking on iOS. France has the smallest average platform discrepancy (3,61 min) and the shortest average session of 2 platforms combined - 32,19 min.

Average Playtime | Japan

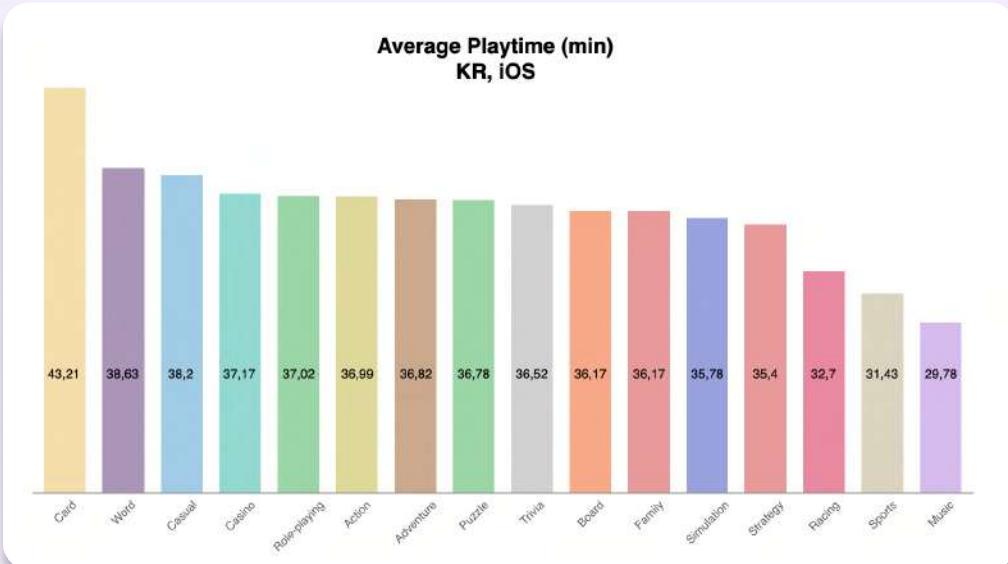
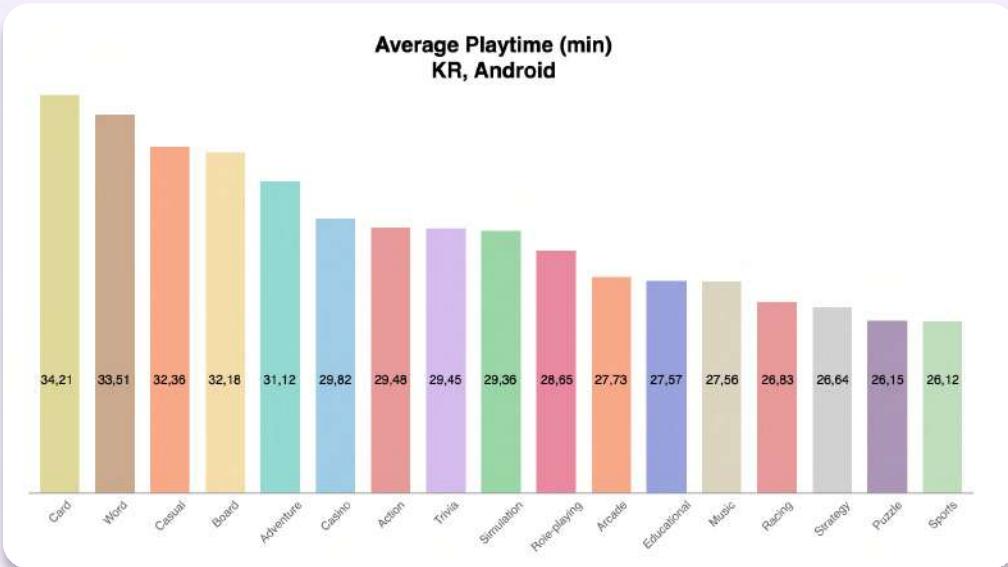


Japan shows the longest sessions both on Android and iOS with Cards on the top: 43.93 min vs 51.02 min.

Average playtime on Android (36.45 min) and iOS (44.48 min) is also on the top.



Average Playtime | South Korea



Android and iOS users have the same preferences with Card, Word and Casual taking the first 3 positions. The platform disparity is in favour of iOS with average playtime 36.17 min (vs 29.34 min on Android).

Highest Playtime Titles | France



Android

1. Candy Crush Saga
2. Clash of Clans
3. MONOPOLY GO!
4. Klondike Adventures
5. Coin Master
6. CSR 2 Realistic Drag Racing
7. War Robots Multiplayer Battles
8. Solitaire Grand Harvest
9. Family Island™ — Farming game
10. Wordscapes



iOS

1. Clash Royale
2. Dice Dreams™
3. MONOPOLY GO!
4. Candy Crush Saga
5. Coin Master
6. Evony
7. Huuuge Casino Slots Vegas 777
8. Empires & Puzzles: Match 3 RPG
9. Candy Crush Soda Saga
10. POP! Slots ™ Live Vegas Casino

Highest Playtime Titles | Germany



Android

1. Coin Master
2. MONOPOLY GO!
3. Empires & Puzzles: Match-3 RPG
4. Candy Crush Soda Saga
5. Royal Match
6. Gardenscapes
7. RAID: Shadow Legends
8. Genshin Impact 3rd Anniversary
9. Zynga Poker™ - Texas Holdem Game
10. War Robots Multiplayer Battles



iOS

1. Pokémons GO
2. Royal Match
3. Dice Dreams™
4. MONOPOLY GO!
5. Matchington Mansion
6. Genshin Impact 3rd Anniversary
7. Candy Crush Saga
8. Coin Master
9. Solitaire Grand Harvest
10. Evony

Highest Playtime Titles | UK



Android

1. Royal Match
2. Roblox
3. MONOPOLY GO!
4. Dragonscapes Adventure
5. Merge Dragons!
6. Dice Dreams™
7. Coin Master
8. Merge Gardens
9. YAHTZEE With Buddies Dice Game
10. Slotomania™ Slots Casino Games



iOS

1. MONOPOLY GO!
2. Candy Crush Saga
3. Genshin Impact 3rd Anniversary
4. Gardenscapes
5. Coin Master
6. Evony
7. Clash Royale
8. Zynga Poker™ - Texas Holdem Game
9. DRAGON BALL LEGENDS
10. EA SPORTS FC™ MOBILE 24 SOCCER

Highest Playtime Titles | US



Android

1. MONOPOLY GO!
2. Clash of Clans
3. Candy Crush Saga
4. Roblox
5. Royal Match
6. Evony: The King's Return
7. Coin Master
8. Match Masters - PvP Match 3
9. RAID: Shadow Legends
10. Gardenscapes



iOS

1. Royal Match
2. MONOPOLY GO!
3. Roblox
4. Clash of Clans
5. Candy Crush Saga
6. Genshin Impact 3rd Anniversary
7. Gardenscapes
8. Coin Master
9. YAHTZEE With Buddies Dice Game
10. Jackpot Party - Casino Slots

Highest Playtime Titles | Japan



Android

1. Genshin Impact 3rd Anniversary
2. Monster Hunter Now
3. モンスターストライク
4. Royal Match
5. Survivor.io
6. Homescapes
7. ディズニー ツイステッドワンダーランド
8. シャドウバース (Shadowverse)
9. Candy Crush Saga
10. Huuuge Casino Slots Vegas 777



iOS

1. モンスターストライク
2. Monster Hunter Now
3. Genshin Impact 3rd Anniversary
4. Royal Match
5. ドット勇者 三時のおやつと昼寝付きの冒険
6. Pokémon GO
7. Knives Out
8. Candy Crush Saga
9. Yu-Gi-Oh! Master Duel
10. Disney Magic Kingdoms

Highest Playtime Titles | KR



Android

1. 리나지M
2. PUBG Mobile
3. Monster Hunter Now
4. Yu-Gi-Oh! Master Duel
5. Royal Match
6. 한게임 포커
7. Whiteout Survival
8. Gardenscapes
9. Candy Crush Saga
10. Dragonscapes Adventure



iOS

1. Honkai: Star Rail
2. 메이플스토리M
3. Matchington Mansion
4. Whiteout Survival
5. Seven Knights Idle Adventure
6. Royal Match
7. Animal Crossing: Pocket Camp
8. Gardenscapes
9. Survivor!.io
10. Candy Crush Saga

Key Takeaways

Downloads, WW: Casual (269,4M), Action (212,72M) and Simulation (202M) are on the top among iOS users. Gaming accumulates in total 1,54B of installs, that makes 20,4% of all downloads. Compared to Q3 2022 the total rate in gaming drops by 14,4% (from 1,8B).

For Android the trend is alike with Casual (1,86B), Action (1,8B) and Simulation (1,51B) being on the first rows. Total: 12,36B (30,5% of all downloads). Q3 2023 shows also a downward trend with a 6,8% drop (from 13,26B).

Revenue, WW: RPG takes a lead with \$1,33B, followed by Strategy (\$745M) and Action (\$698,97M).

Total revenue generated by iOS users account to \$5,91B.

RPG (\$930,64M), Strategy (\$628,67M) and Casual (\$520,49M) are among the most grossing on Android.

Total revenue coming from Android users is \$4,64B.

The platform disparity is 56,01% (iOS) vs 43,99% (Android). iOS remains the more grossing platform.

US takes the largest share of downloads among the selected 6 countries (France, UK, South Korea, Germany, Japan). The most popular genre is Card (62,4%), followed by Word (58,6%) and Action (57,3%).

France with UK cover a relatively big share in Word (14,64% and 12,75% correspondingly), Germany - in Educational (13,1%), Japan and South Korea - in RPG (11,58% and 9,55%).

US has the largest share of revenue in more categories within the same country selection: Strategy (50,5%), Casual (62,8%), Adventure (43,46%), Action (42,3%), Casino (84,3%), Card (55,7%), Board (75,2%), Family iOS (68,3%), Racing (47,66%) and Arcade (49,9%). However, Japan has the strongest position in RPG (51,9%), Simulation (44,6%), Sports (56,7%), Music (89,5%).

Key Takeaways

US takes the first position with 1,28B of installs. US and France show a negative trend compared to Q3, 2022 (-5% and -0,7%), while Germany (+5,6%), UK (+14%), Japan (+7%) and South Korea (+32%) enjoy growth. In total all 6 selected countries accumulated 2,41B of installs that is 17,3% of WW rate in gaming.

US (2,92B\$) and Japan (2,03B\$) have generated significantly more revenue within the chosen group. All 6 countries cover 59% (6,25B\$) of WW revenue in gaming.

Cards is the most time-engaging genre (average: 41,68 min). It takes the first position in all countries (except for the US, iOS where Action is placed on the top). The least engaging one is Educational (29,94 min).

Average daily playtime on iOS (38,69 min) is longer than on Android (32,17 min) among the chosen countries.

Candy Crush secures its position as the highest playtime titles in all 6 countries. Royal Match and 2 titles by Playrix (Homescapes or Gardenscapes) are also the leaders making to the top-10 in 5 countries (except for France).

Compared to Q2, 2023: Subway Surfers, Candy Crush Saga, Free Fire Max, Ludo King, Roblox, My Talking Tom 2, My Talking Tom Friends save their positions as the titles with more downloads on Android. Royal Match and Football Leagues 2023 join the ranking this time.

iOS: MONOPOLY GO!, Royal Match, Roblox, Subway Surfers, 蛋仔派对 remain in the top-10. My Perfect Hotel, 巅峰极速, 逆水寒, Magic Tiles 3: Piano Game, Survivor!.io make it to the top in Q3.

Compared to Q2, 2023: MONOPOLY GO, 逆水寒, Pokémon GO, モンスターストライク appear in the ranking of Q3, 2023 as top-grossing games on iOS. There are less new top-grossing titles on Android. Only 2 games Fate/Grand Order, MONOPOLY GO! join the list.

Gamelight is the largest rewarded mobile marketing platform that employs AI Algorithm to analyze user behaviour, playing patterns and demographic data to identify games that align with each user's specific interests. This data-driven approach optimizes partner campaigns, consistently exceeding ROAS targets.





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