

A background image showing two people, a woman and a man, sitting on a couch and playing mobile games. The woman is in the background, wearing a white sweater, and the man is in the foreground, wearing a white shirt. They are both holding smartphones and looking at the screens. The image has a blue and yellow color overlay.

# **2024 Global Mobile Games Marketing Trends & Insights White Paper**



With SocialPeta, you can spy on your competitors' ad data, and get ad data from networks, media, and advertisers around the world to inspire you. SocialPeta covers more than 80 countries/regions and over 80 well-known ad channels worldwide, such as Facebook, Twitter, YouTube, TikTok, and Unity. We provide nearly 1.6 billion ad creatives, updating millions each day. Through **duration, impressions, popularity, and interactions**, we can quickly locate the active high-quality creatives which will be provided to you in real time to help with your marketing plan.

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# Industry Insight

## Industry Insights

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

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

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

Mariusz Gasiewski  
CEE Mobile Gaming and Apps Lead at Google



## Industry Insights

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

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

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

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

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

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



## Industry Insights



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

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



**Steve Young**  
Founder at [App Masters](#)



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



**Oliviero Camilleri**  
BD Manager at [Gamelight](#)



## Industry Insights

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

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

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

Zack Weiss  
Global BD at [Odeeo](#)





## Industry Insights

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

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

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

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

Gil Tov Ly  
CMO at [Appcharge](#)



## Industry Insights

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

### Hyper-Casual Games

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

### Hybrid-Casual Games

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

### Casual Games

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

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

**Faheem Saiyad**  
Director at [AppSamurai](#)



## Industry Insights

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

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

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

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

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

**Batuhan Avucan**  
Founder & Managing Director at [Mobidictum](#)



## Industry Insights

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

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



Mariam Ahmad  
Head of Content at [Gamesforum](https://www.gamesforum.com)



## Industry Insights



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

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



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



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

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



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

## Industry Insights

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

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

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

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

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

Roman Garbar  
Marketing Director at [Tenjin](#)



## Industry Insights

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

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

The whole balance is a delicate dance with small tweaks.

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

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

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

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

**Gökhan Üzmez**  
Game Analyst



## Industry Insights

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

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



Ross Puriasev  
CMO at [UGC Ninja](#)

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

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



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



## Industry Insights

### Advices for advancing User Acquisition efforts in 2025:

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

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

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

Sergey Sukhov

Chief Business Development Officer at [AdQuantum](#)



## Industry Insights

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

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

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

**Daniel Camilo**  
**Gaming Consultant & Journalist**



## Industry Insights

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

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

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

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



A group of four young adults are gathered around a dark wooden table, playing mobile games. A woman on the left is holding a smartphone. Next to her, another woman is holding a smartphone and looking up. On the right, a man is holding a tablet and looking at the screen. Behind him, another woman is cheering with her arms raised. The scene is dimly lit, with a warm, golden light source on the right. A blue gradient overlay covers the left side of the image.

01

# Key Marketing Trends in the Global Mobile Game Market



# Marketing Trends in Global Mobile Games

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

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

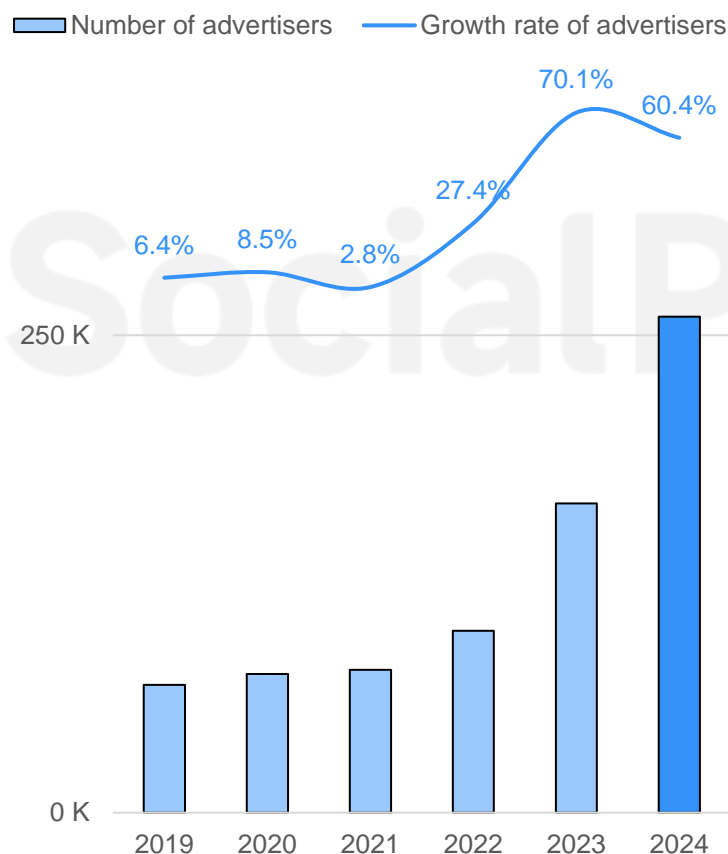
## Global mobile game advertisers in 2024

**259.7K** YoY 60.4%↑

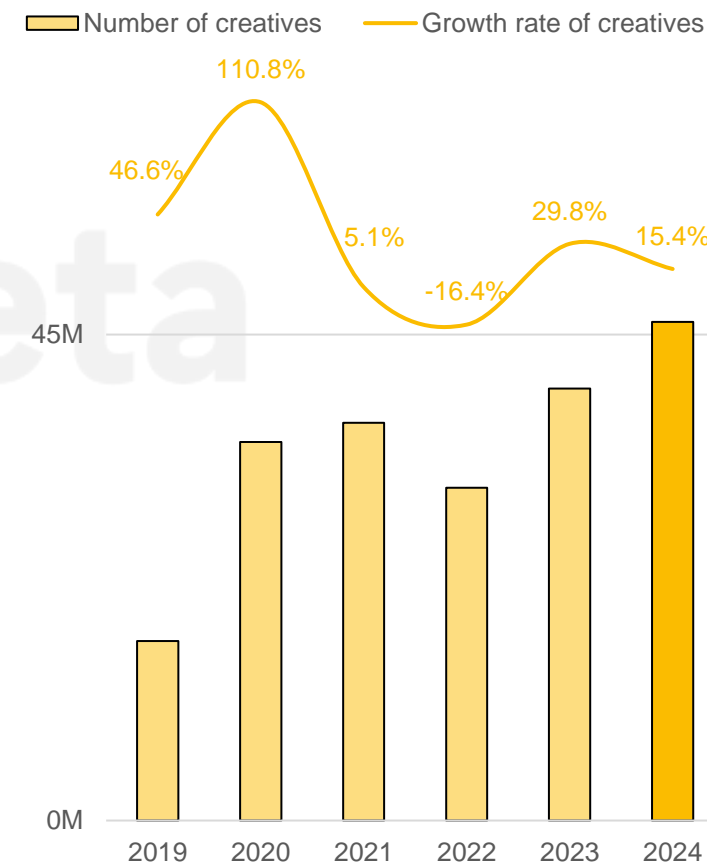
## Creatives for global mobile games in 2024

**46.2M** YoY 15.4%↑

Trends in the number of global mobile game advertisers, 2019-2024



Trends in the number of creatives for global mobile games, 2019-2024



# Marketing Trends in Global Mobile Games

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

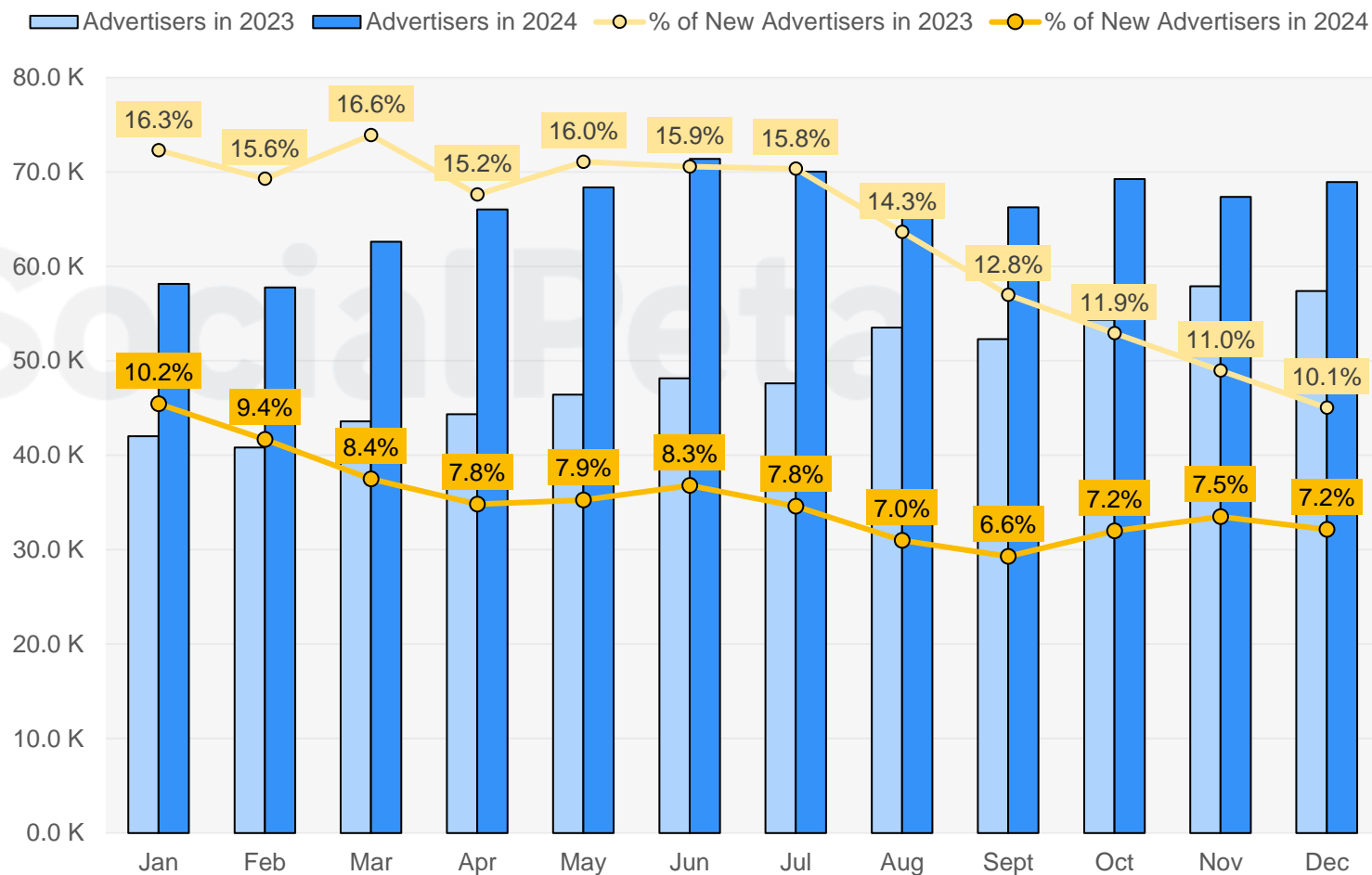
- Monthly active mobile game advertisers exceeded 66K in 2024, a 34.7% YoY increase, with over 65K active each month except Q1.
- Monthly new advertisers in 2024 made up just 8%, down 6.3% YoY, with an average of 5.2K and fewer than 5K for five months.

## Monthly active advertisers in 2024

**66.1 K** YoY 34.7%↑

## Proportion of monthly new advertisers in 2024

**8.0%** YoY 6.3%↓



# Trends in New Ad Creatives of Global Mobile Games

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

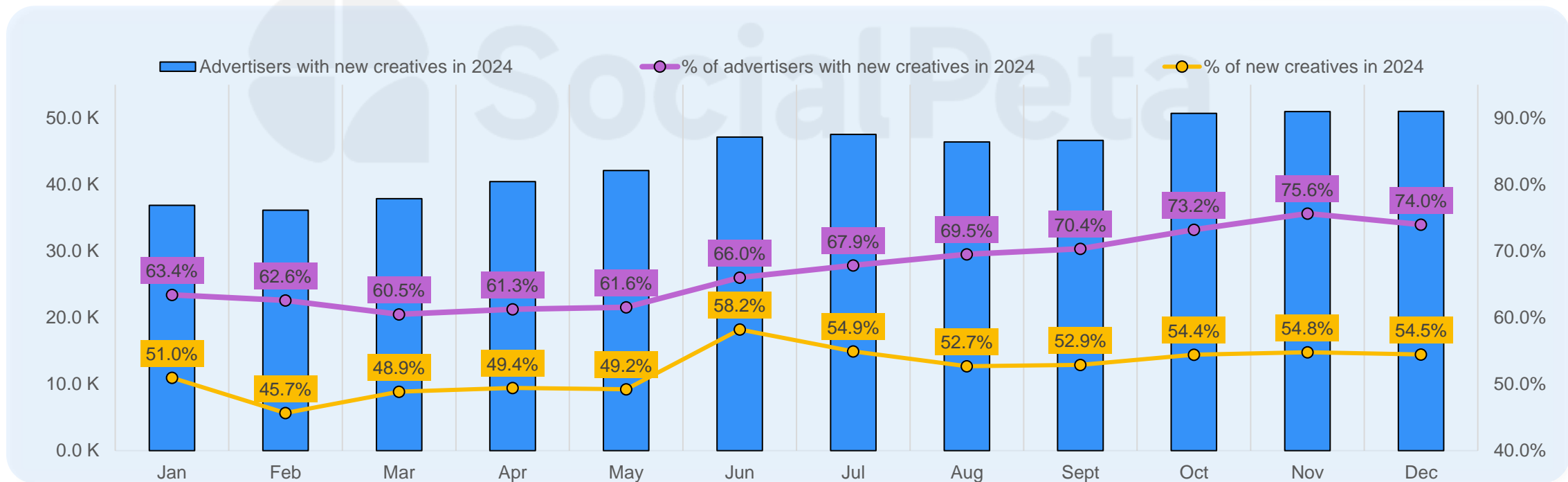
- In 2024, an average of 44K advertisers launched new creatives monthly. This number exceeded 50K each month in Q3, reaching over 70% in September.
- In 2024, new creatives made up 52.2% monthly, up 2.1% YoY, peaking at 58.2% in June and dipping to 45.7% in February, stabilizing at 54.0% in H2.

**67.2%** YoY: 1.7%↓

% of monthly advertisers with new creatives in 2024

**52.2%** YoY: 2.1%↑

% of monthly new creatives in 2024

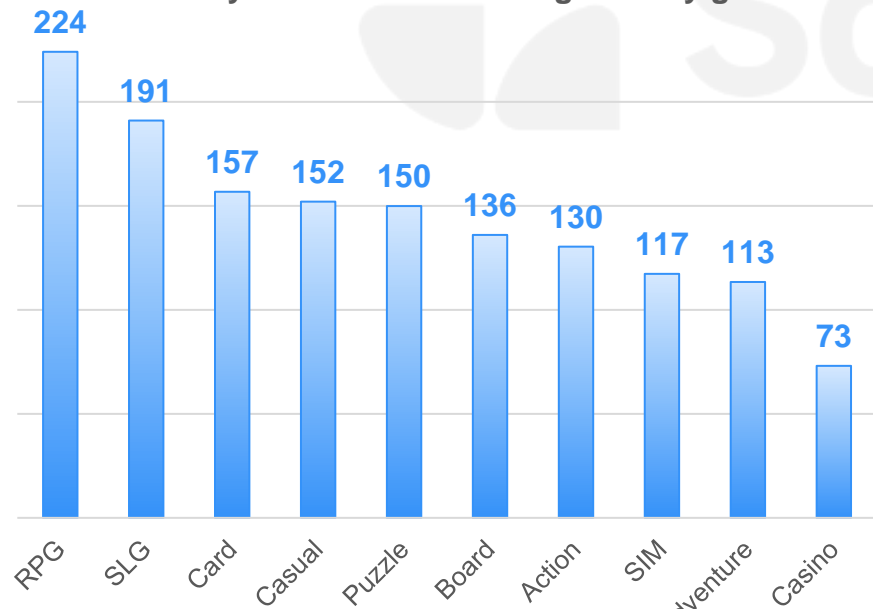


# Advertising Analysis of Global Mobile Games by Genre

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

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

Monthly creatives of mobile games by genre



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



# Advertising Analysis of Global Mobile Games in Popular Regions

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

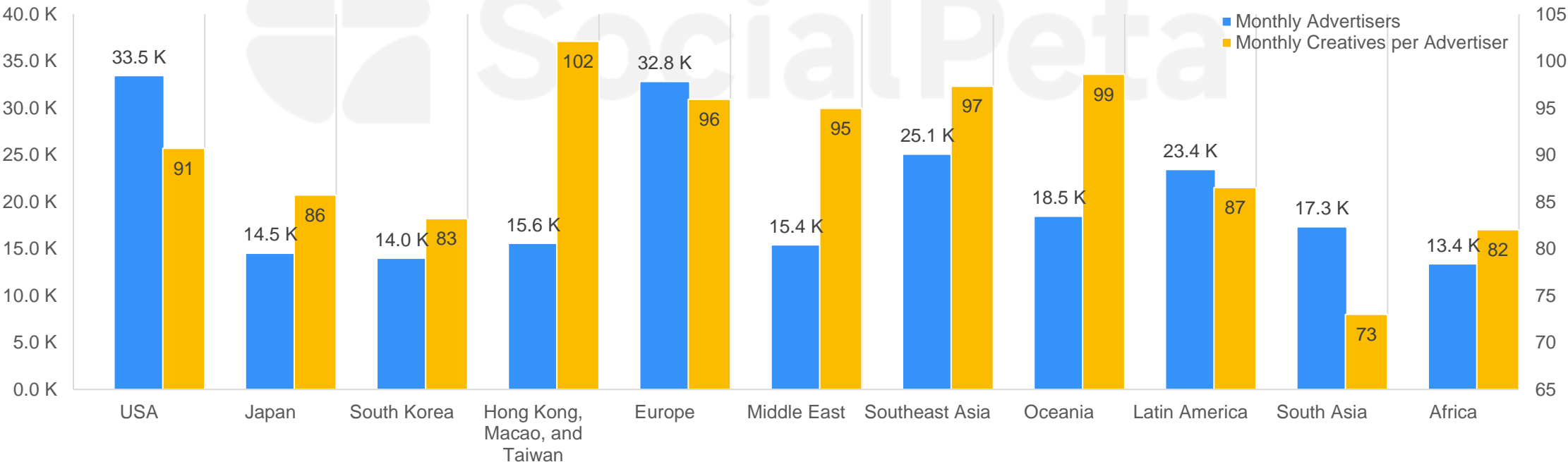
- Hong Kong, Macau, and Taiwan were the only regions that had over 100 monthly creatives, followed by Oceania and Southeast Asia.
- USA had the highest number of over 33K monthly advertisers, which was higher than that in Europe as a whole.

## Monthly advertisers: 33.5K in USA

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

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

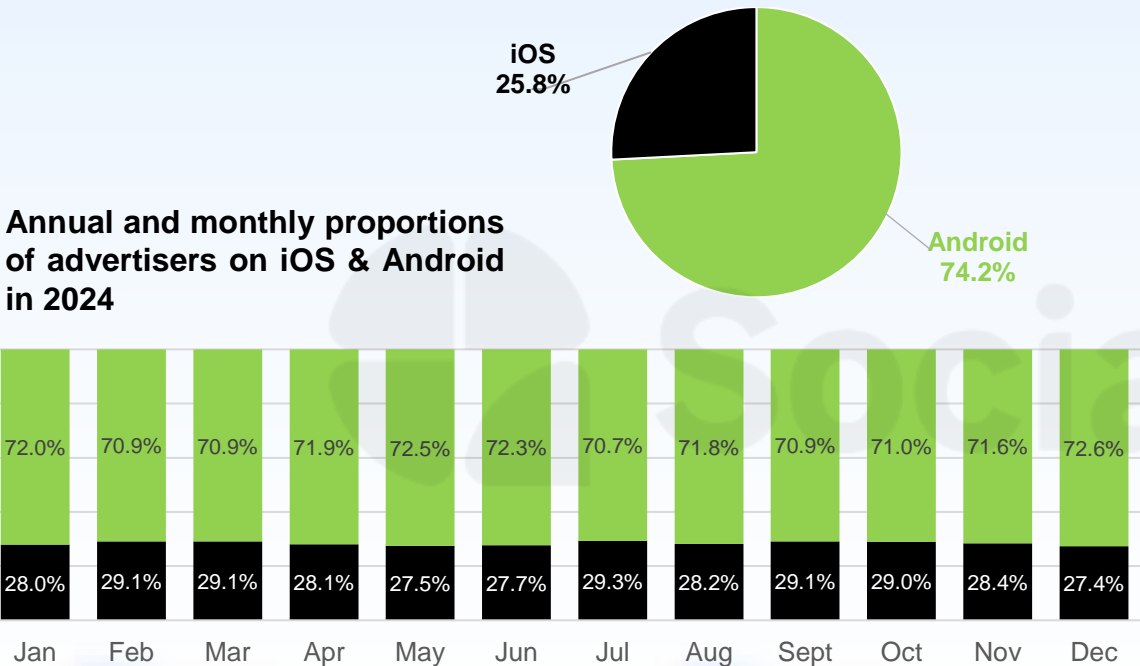
Hong Kong, Macau, and Taiwan were the only regions that had over 100 monthly creatives, followed by Oceania and Southeast Asia. Meanwhile, 6 regions including USA, Europe, and Middle East each reported more than 90 monthly creatives.



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

# Analysis of Global Mobile Game Advertisers on iOS & Android

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



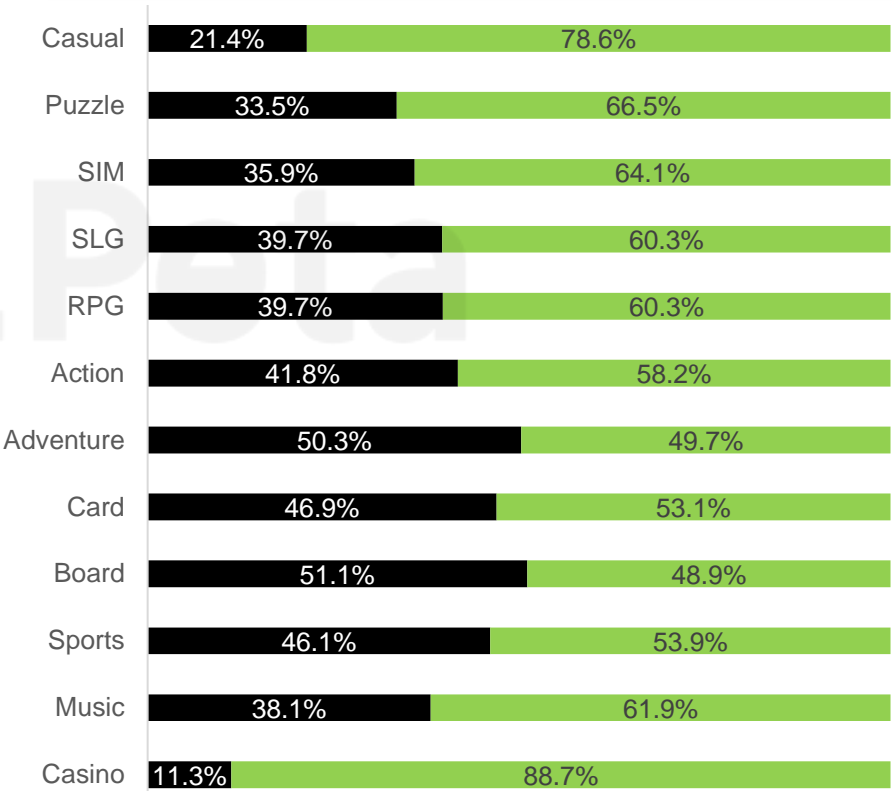
## iOS Advertisers

Monthly advertisers: 12.7K  
 Monthly advertisers with new creatives: 70.0%

## Android Advertisers

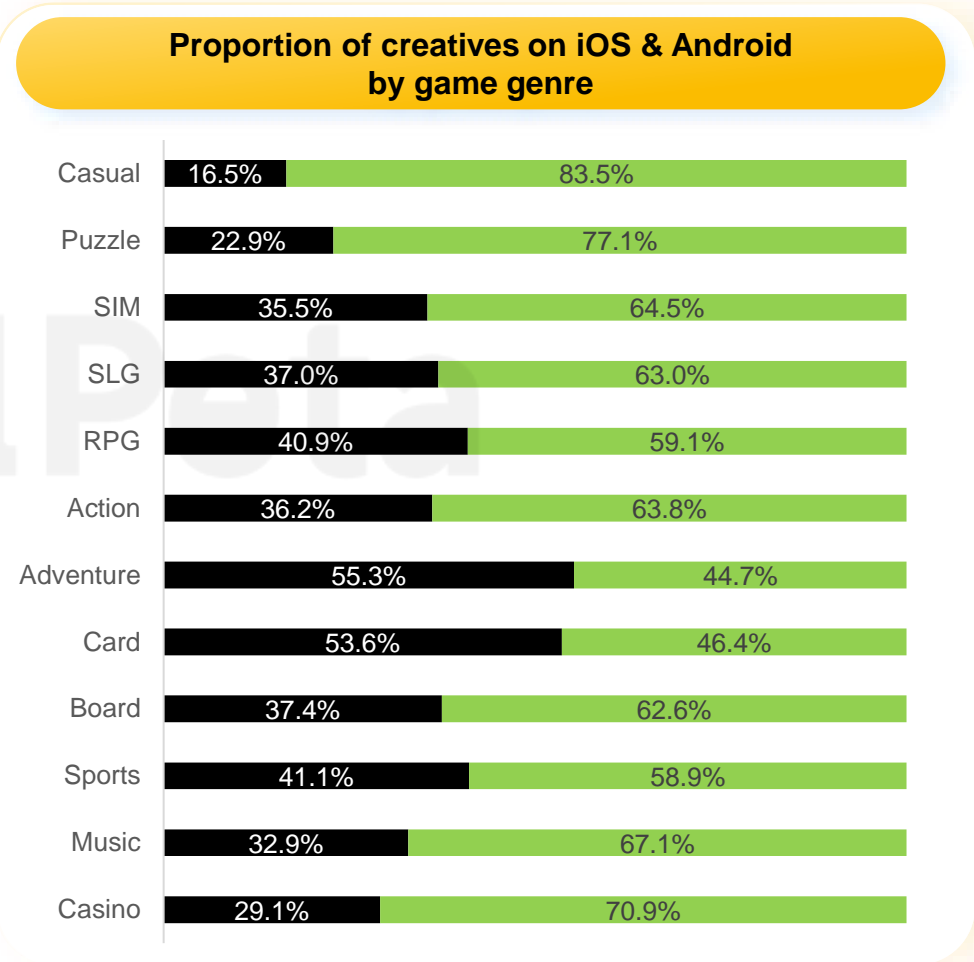
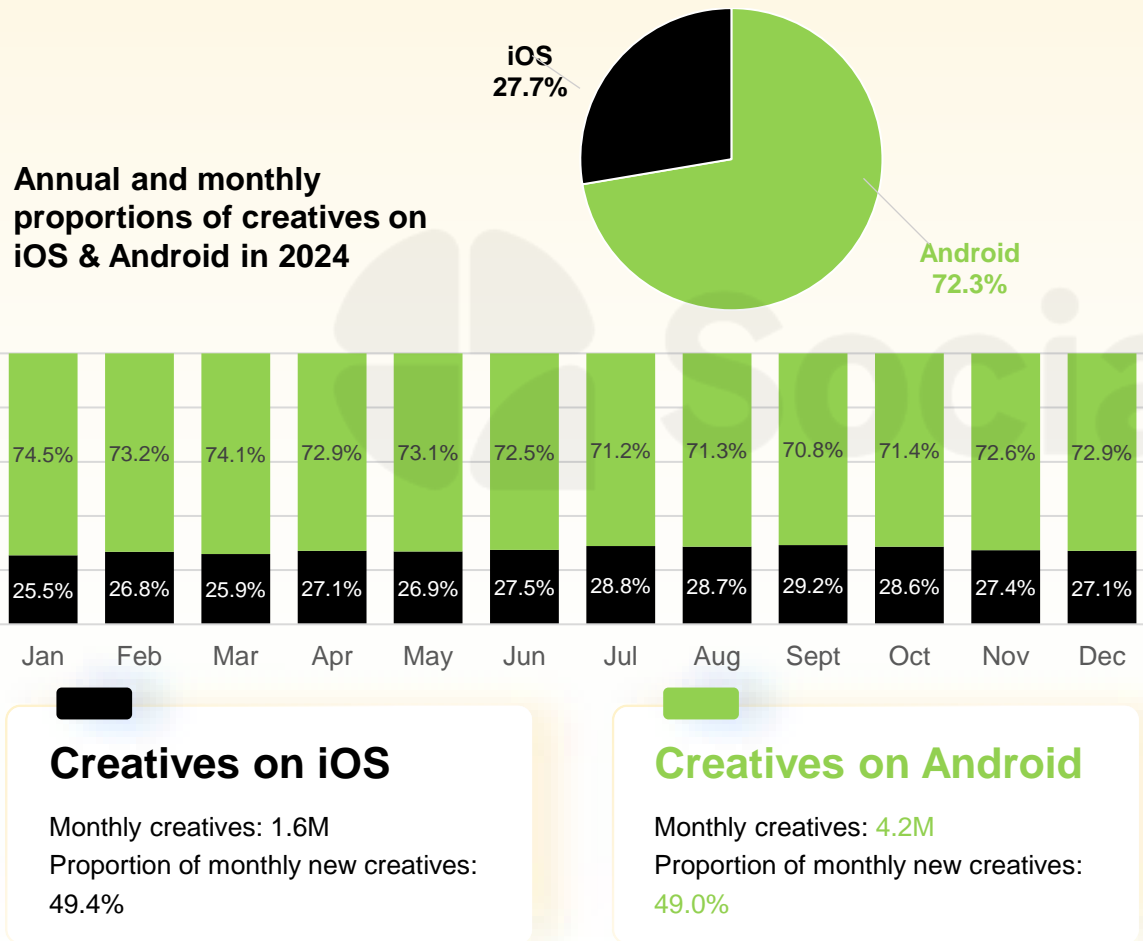
Monthly advertisers: 32.1K  
 Monthly advertisers with new creatives: 50.9%

## Proportion of advertisers on iOS & Android by game genre



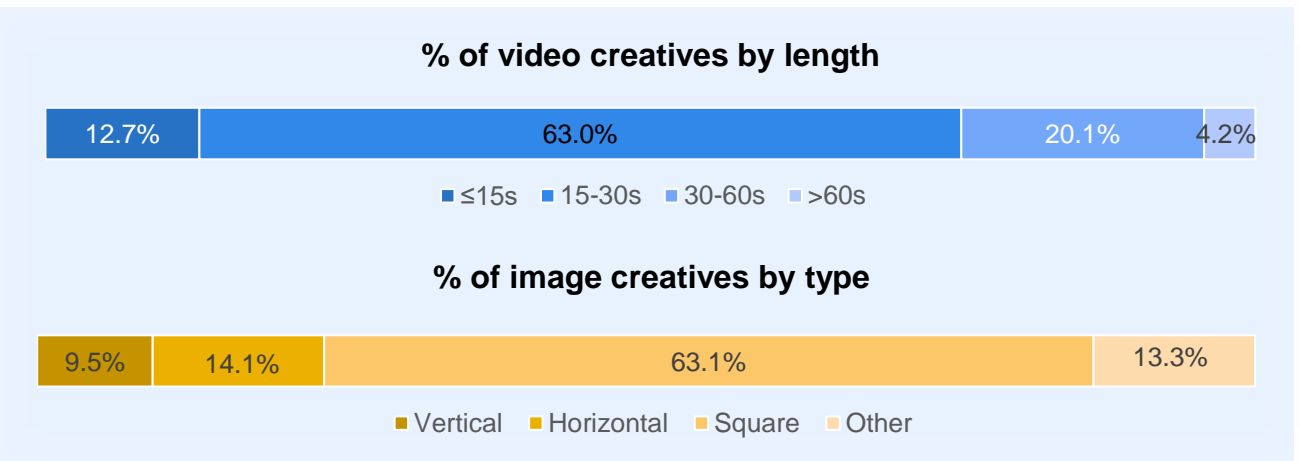
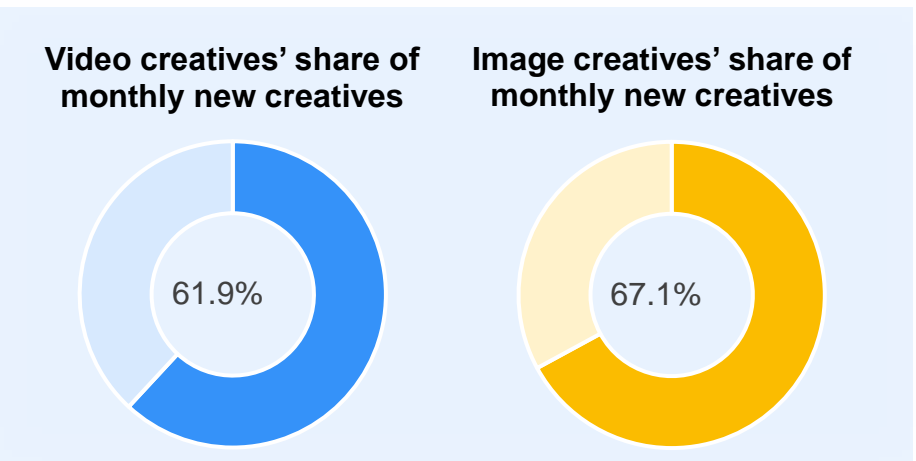
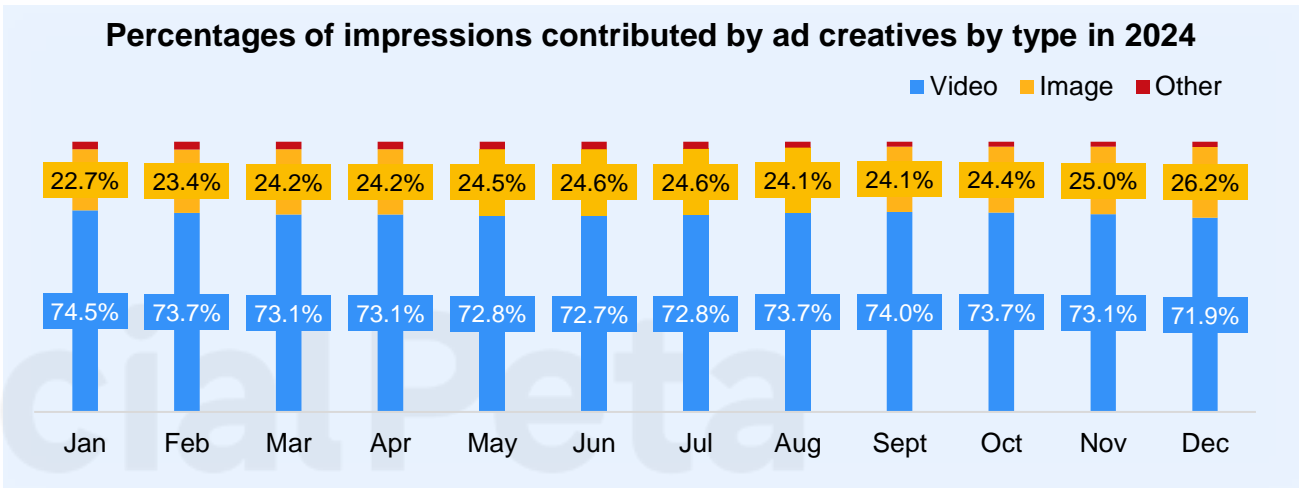
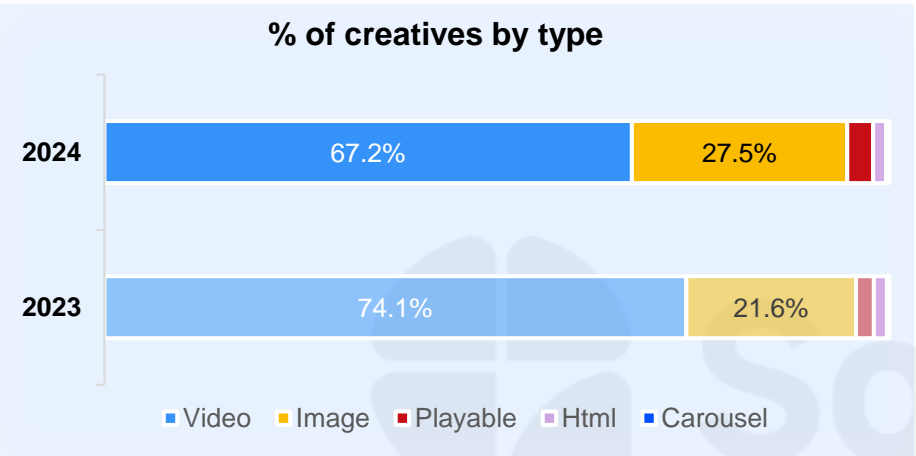
# Analysis of Global Mobile Game Creatives on iOS & Android

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



# Advertising Analysis of Global Mobile Game Creatives by Type

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



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

The background image shows three people sitting on the floor, engaged in playing mobile games. On the left, a person is holding a smartphone, displaying a game with a sci-fi or fantasy theme. In the center, another person is also holding a smartphone, looking at the screen. On the right, a third person is sitting cross-legged, holding a smartphone and smiling. The image is overlaid with a blue gradient on the left side and a yellow gradient on the right side.

02

# Lists of Top Global Mobile Games

































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

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

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

# Top 30 Global Mobile Games by Downloads in 2024

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

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

# Top 30 Global Mobile Games by Advertising in 2024 on iOS

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

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









































# Top 30 Global Mobile Games by Advertising in 2024 on Android

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

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



# Top 20 Global Mobile Game Companies by Advertising in 2024

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

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





03

# Marketing Analysis of Mobile Games in Top Regions

# Marketing Analysis in the USA

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

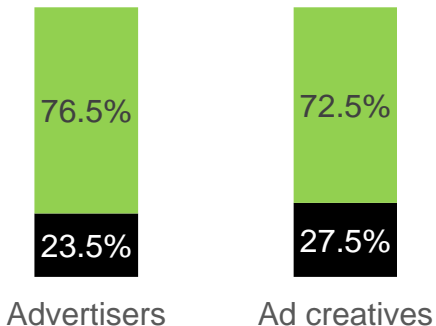
## Mobile game advertisers in USA in 2024

**91.7K** **-7.1%**  
YoY Change

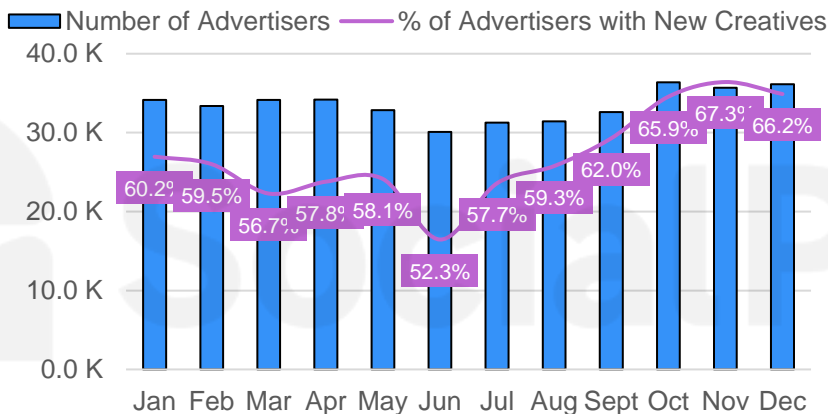
## Mobile game creatives in USA in 2024

**15.6M** **+2.0%**  
YoY Change

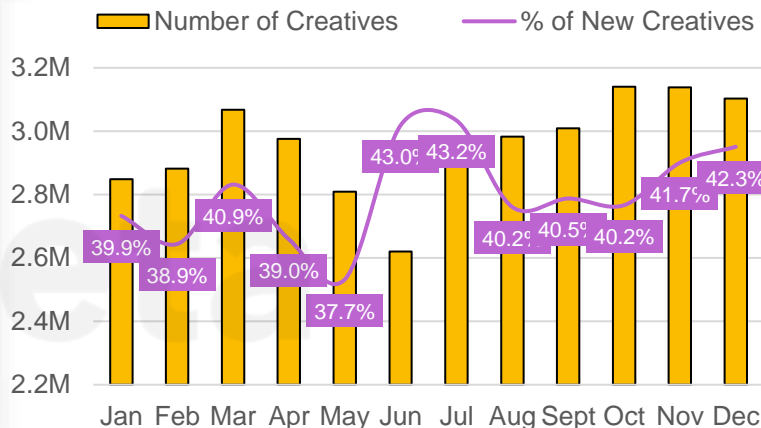
■ iOS ■ Android



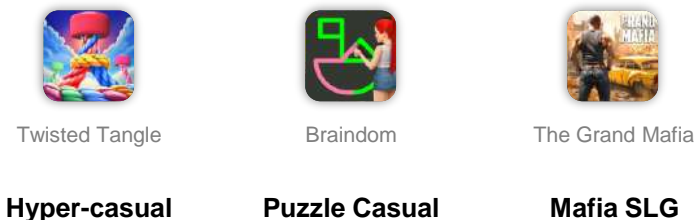
## Trends in the Number of Advertisers by Month



## Trends in the Number of Creatives by Month



## Top games by advertising



## Popular new games



# Marketing Analysis in Japan

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

## Mobile game advertisers in Japan in 2024

36.6K

+6.4%

YoY Change

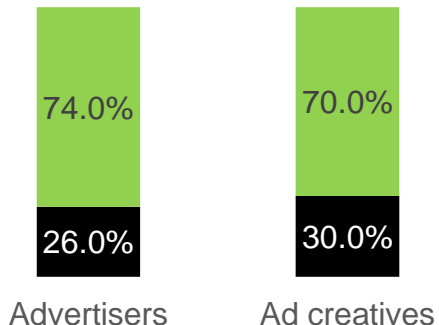
## Mobile game creatives in Japan in 2024

5.5M

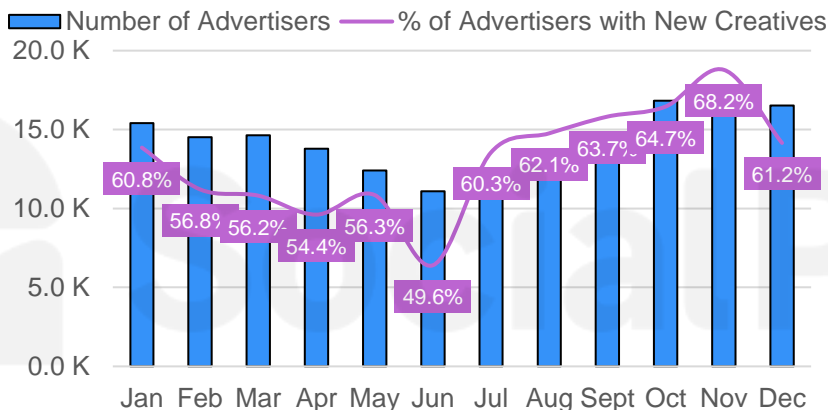
+5.8%

YoY Change

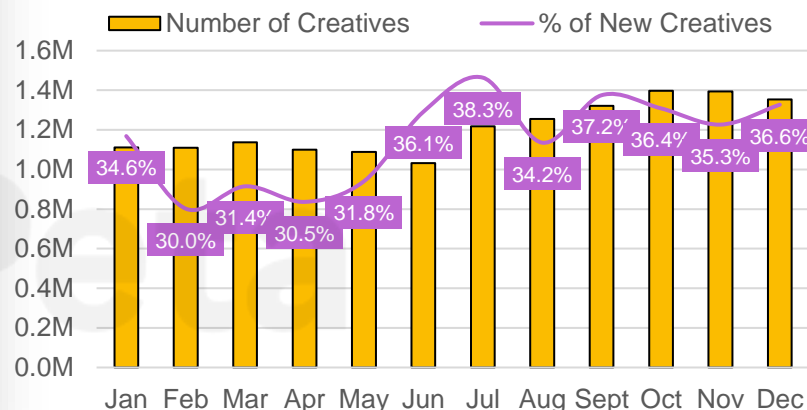
■ iOS ■ Android



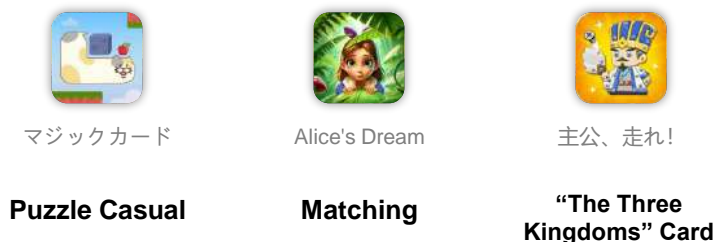
## Trends in the Number of Advertisers by Month



## Trends in the Number of Creatives by Month



## Top games by advertising



## Popular new games



# Marketing Analysis in South Korea

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

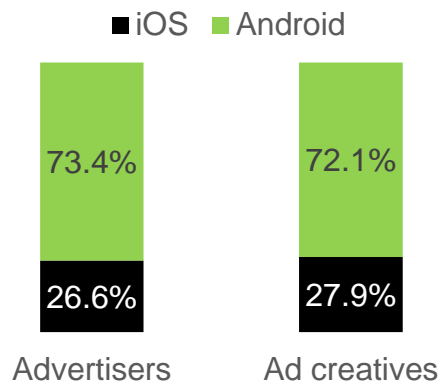
As competition in the industry intensifies, nearly 60% of advertisers are releasing new creatives monthly.

## Mobile game advertisers in South Korea in 2024

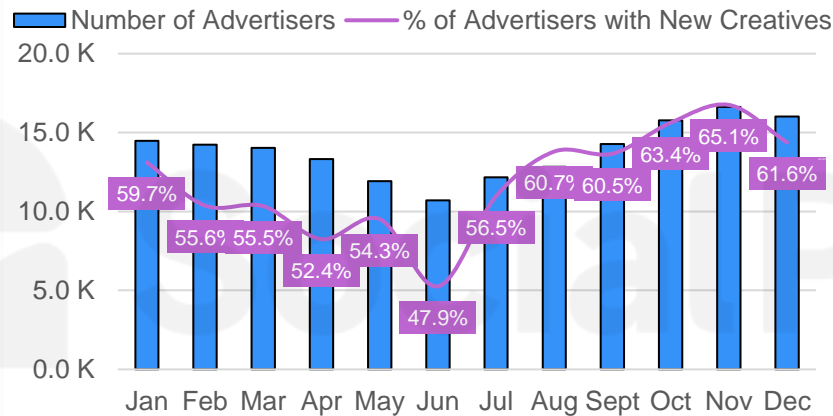
**34.3K**  
+3.9%  
YoY Change

## Mobile game creatives in South Korea in 2024

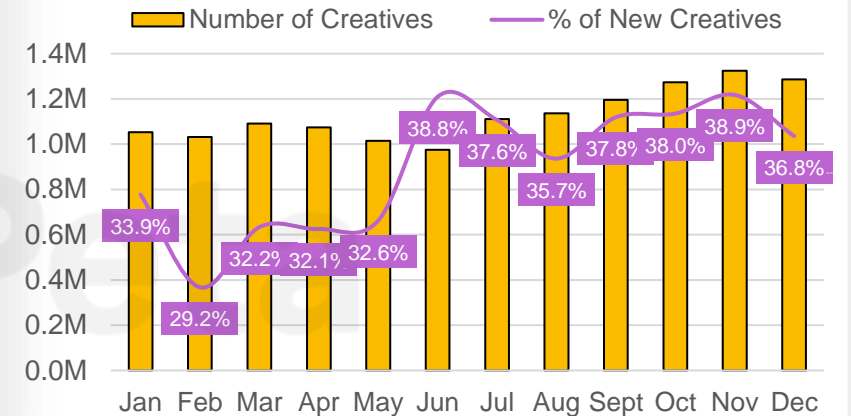
**5.3M**  
+1.9%  
YoY Change



## Trends in the Number of Advertisers by Month



## Trends in the Number of Creatives by Month



## Top games by advertising



## Popular new games





# Marketing Analysis in Hong Kong, Macau, and Taiwan

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

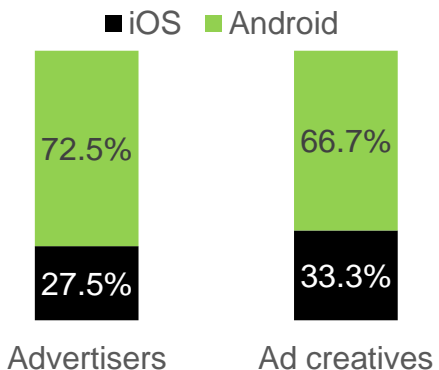
Thanks to AI technology, high-quality ad creatives were produced quickly and in large volumes. New creatives accounted for nearly 40%.

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

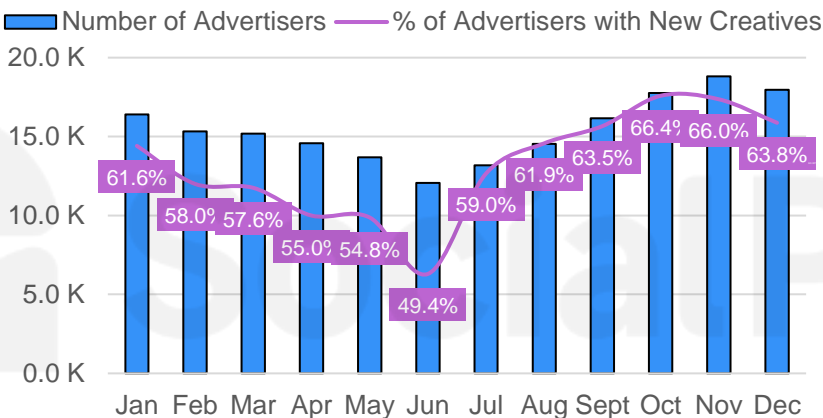
**38.6K** **+2.9%**  
YoY Change

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

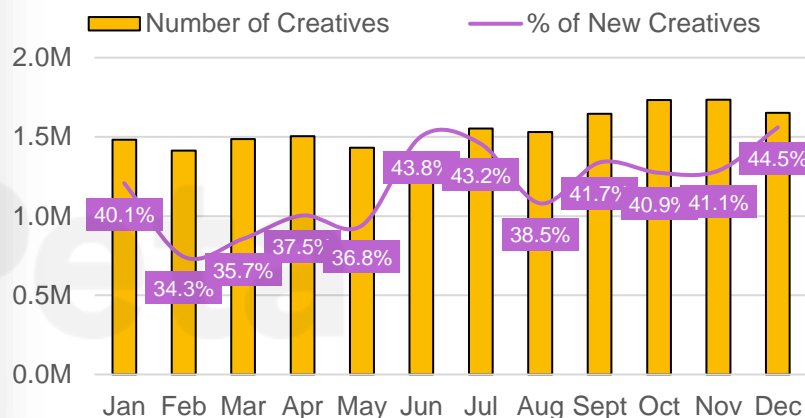
**8.0M** **+2.6%**  
YoY Change



Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



Popular new games





# Marketing Analysis in Europe

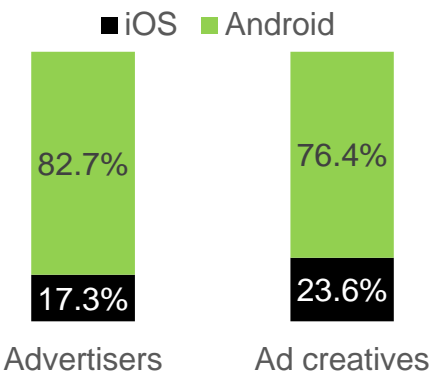
The number of advertisers peaked in March, June, and November, with a high of 34K advertisers in a single month. Casual game advertisers made up only 29.3%, the lowest share across all regions.

## Mobile game advertisers in Europe in 2024

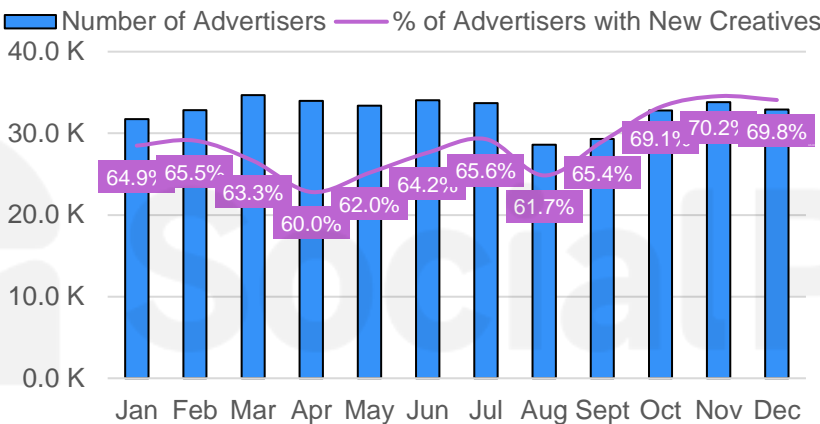
**116.7K** **+24.2%**  
YoY Change

## Mobile game creatives in Europe in 2024

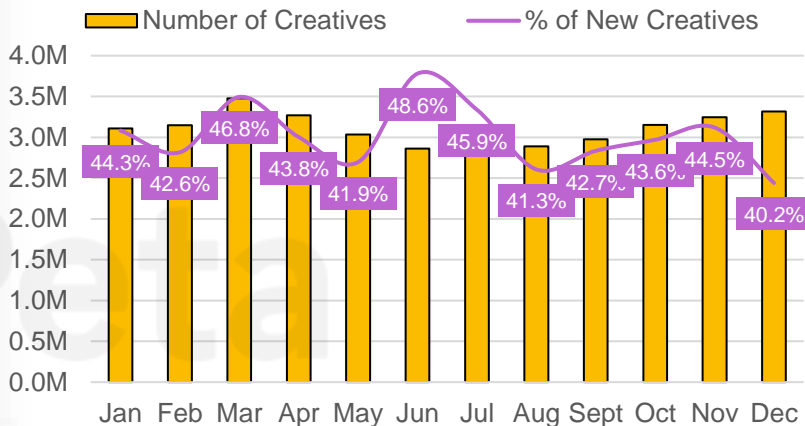
**17.6M** **+18.1%**  
YoY Change



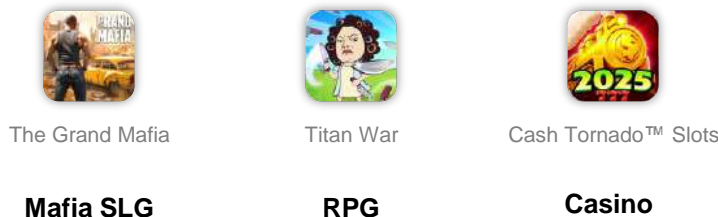
## Trends in the Number of Advertisers by Month



## Trends in the Number of Creatives by Month



## Top games by advertising



## Popular new games



# Marketing Analysis in Southeast Asia

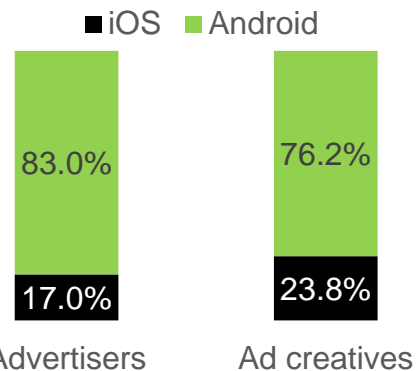
The number of mobile game advertisers surged by 40% which was much greater than the average growth of global market. Among these, casino game advertisers accounted for nearly 20%, only second to casual games.

## Mobile game advertisers in Southeast Asia in 2024

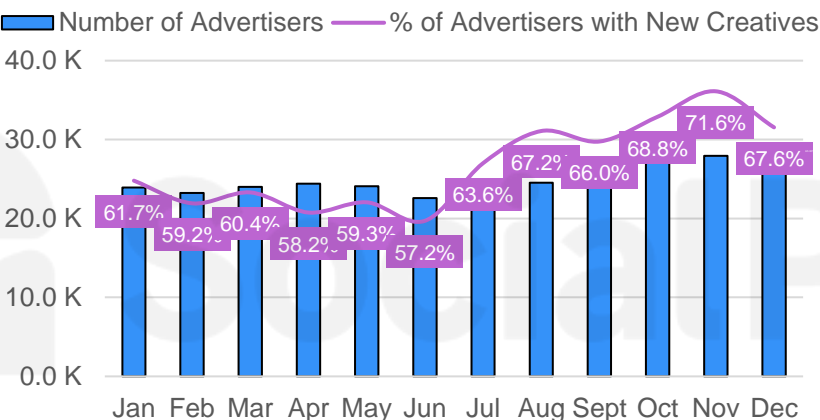
**82.4K** **+41.8%**  
YoY Change

## Mobile game creatives in Southeast Asia in 2024

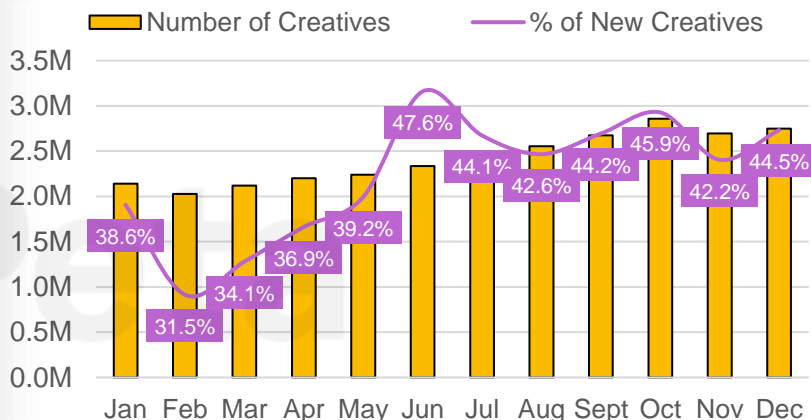
**12.7M** **+10.4%**  
YoY Change



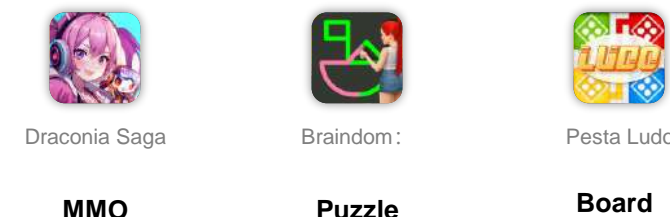
## Trends in the Number of Advertisers by Month



## Trends in the Number of Creatives by Month



## Top games by advertising



## Popular new games



# Marketing Analysis in Middle East

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

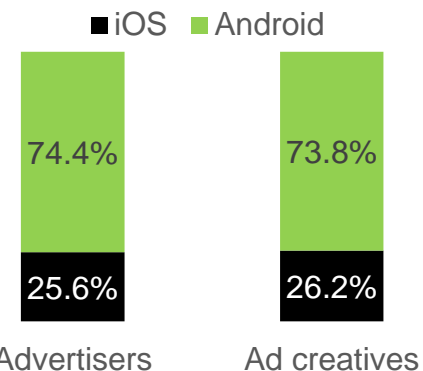
There were over 15K advertisers with 1.43M creatives per month, an average of 95 ad creatives per advertiser.

Mobile game advertisers in Middle East in 2024

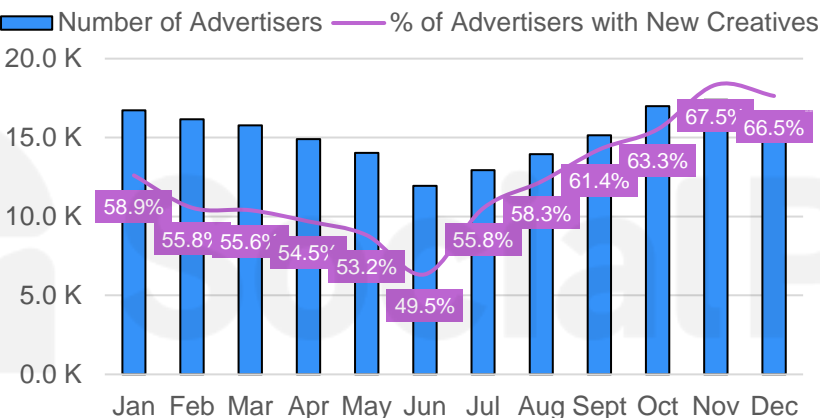
**39.1K** **+1.0%**  
YoY Change

Mobile game creatives in Middle East in 2024

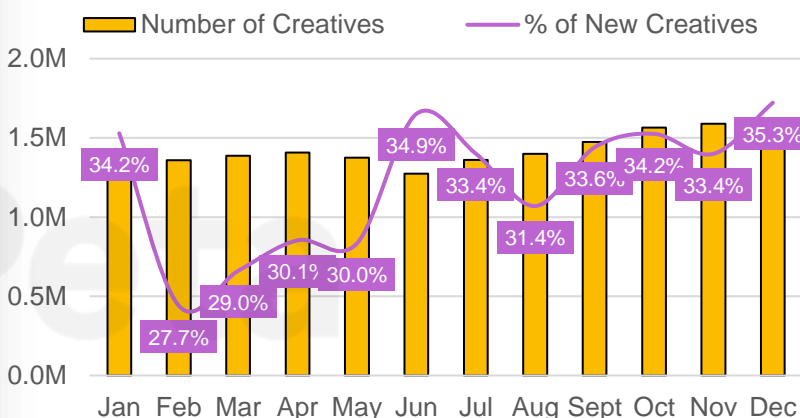
**6.2M** **+5.1%**  
YoY Change



Trends in the Number of Advertisers by Month



Trends in the Number of Creatives by Month



Top games by advertising



Braindom

Puzzle



Sky Utopia

MMO



Mafia City

Mafia SLG

Popular new games



Age of Empires Mobile

SLG



Jackaroo King

Board



Saudi Pursuit  
Police Car Game

Car Racing Simulator

# Marketing Analysis in Latin America

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

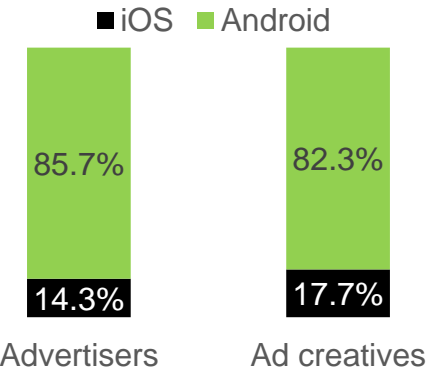
In the region, Android led in both advertisers and ad creatives, while iOS advertisers made up just 14%.

## Mobile game advertisers in Latin America in 2024

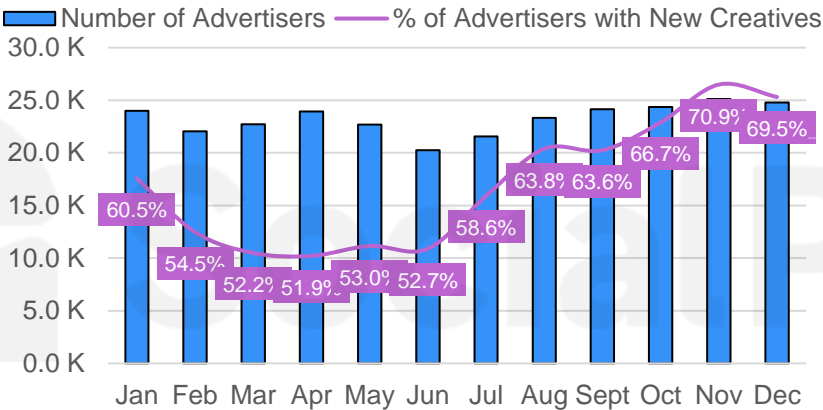
**77.9K** **+6.2%**  
YoY Change

## Mobile game creatives in Latin America in 2024

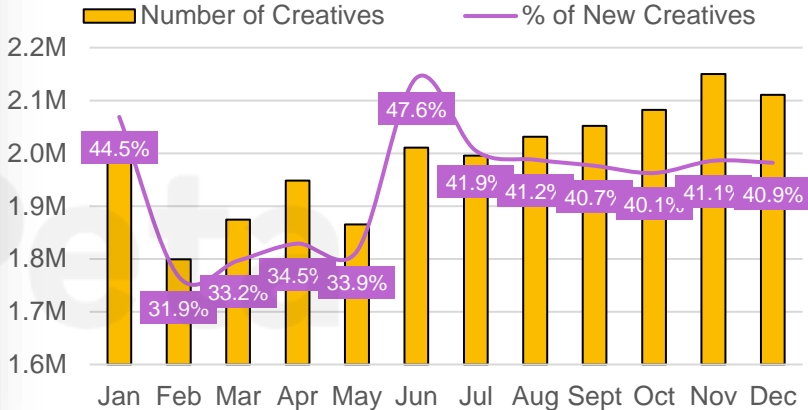
**10.3M** **+35.5%**  
YoY Change



## Trends in the Number of Advertisers by Month



## Trends in the Number of Creatives by Month



## Top games by advertising



## Popular new games





04

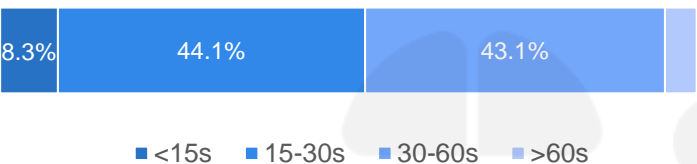
# Marketing Analysis of Different Popular Game Genres



# Marketing Analysis of Mobile SLGs

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

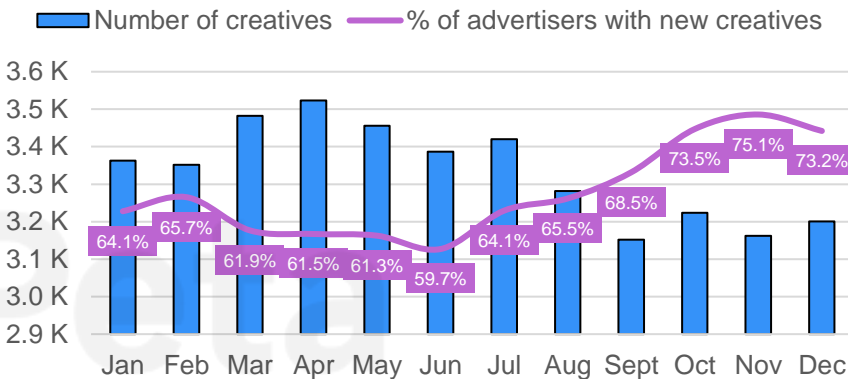
Share of SLGs' video creatives by length



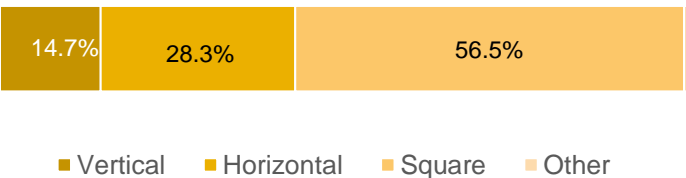
Going-global companies' share of Top 100 advertisers by advertising



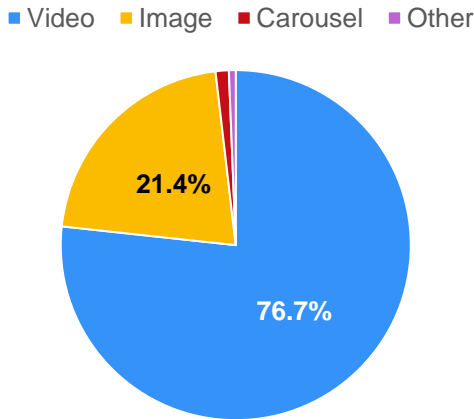
Trend in the number of advertisers by month



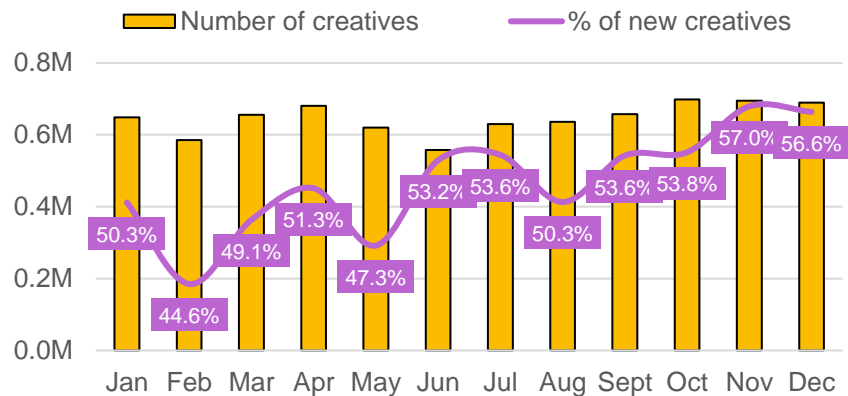
Share of SLGs' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month



# Examples of SLGs' Popular Creatives

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

Click the image to play the complete creative



**Number growth mini-game**



**AI beauty + Screw-pin puzzle**



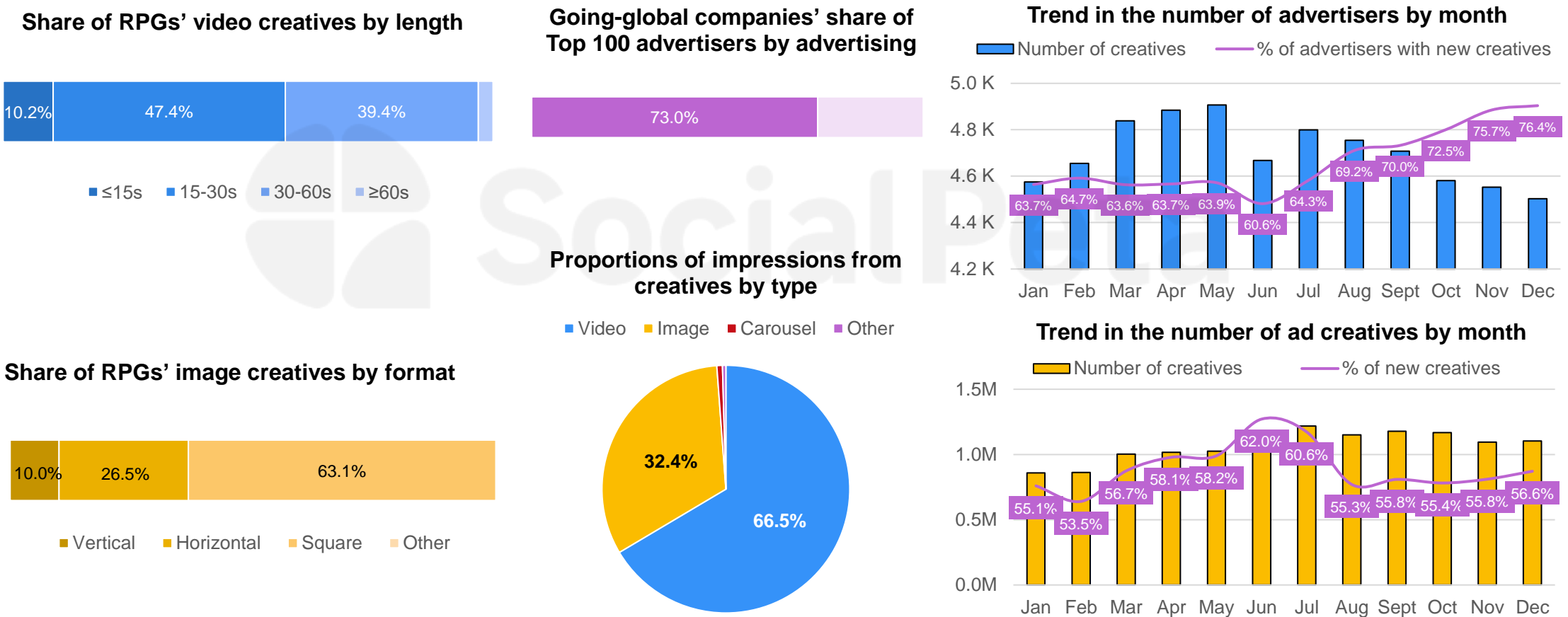
**Battles in game**



**Crisis solving + industry upgrading**

# Marketing Analysis of Mobile RPGs

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



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



## Examples of RPGs' Popular Creatives

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

Click the image to play the complete creative



Lots of AI beauties



Apology-like promotion



Lots of free items



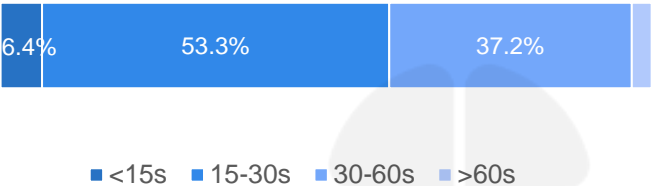
Local celebrity endorsement

# Marketing Analysis of Puzzle Mobile Games

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

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

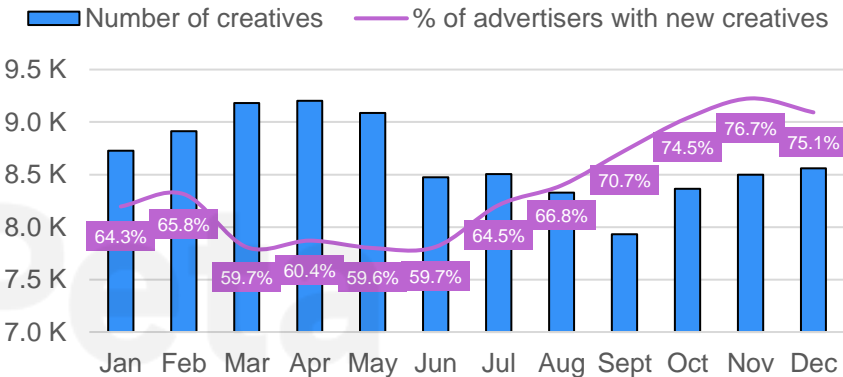
Share of puzzle games' video creatives by length



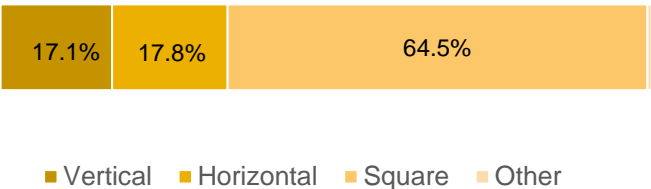
Going-global companies' share of Top 100 advertisers by advertising



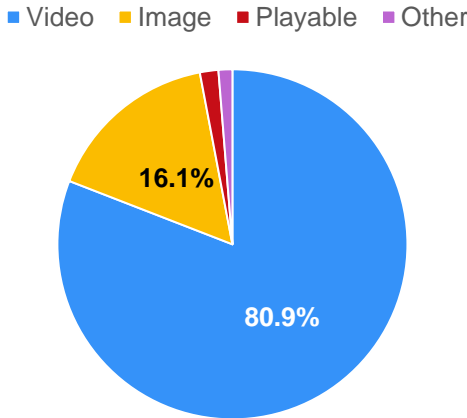
Trend in the number of advertisers by month



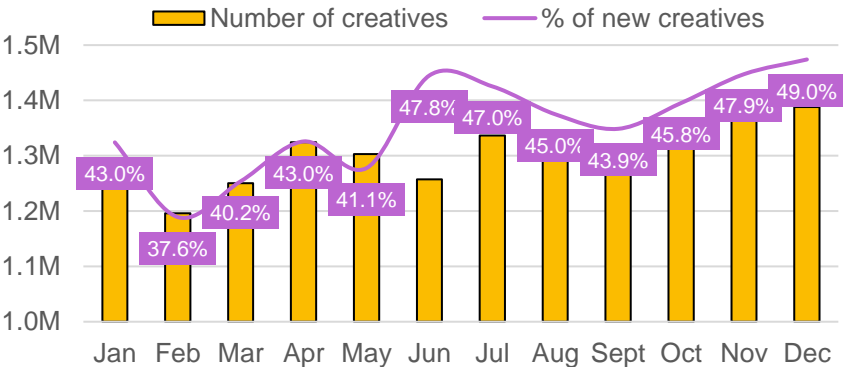
Share of puzzle games' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month





# Examples of Puzzle Games' Popular Creatives

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

Click the image to play the complete creative



**Body painting + displaying gameplays**



**Eye-catching novelty and riddling**



**Authority endorsement**

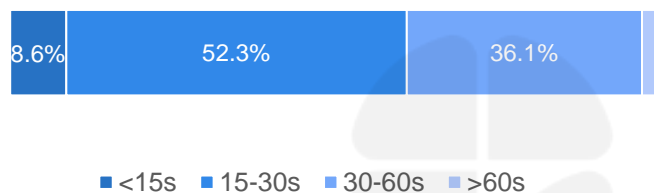


**Play the game on iPad on speaker**

# Marketing Analysis of Casual Mobile Games

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

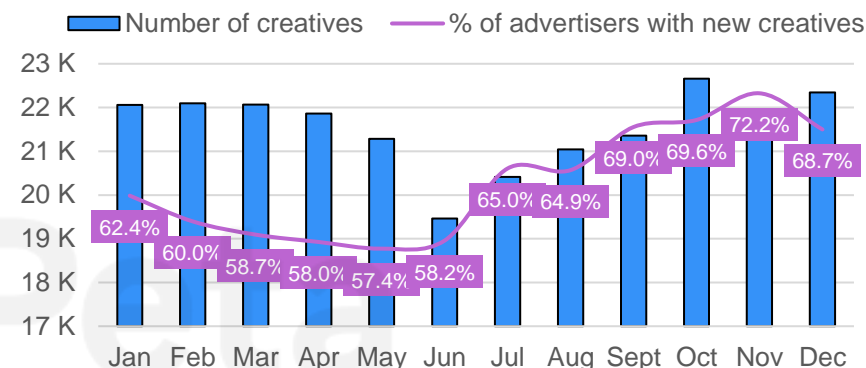
Share of casual games' video creatives by length



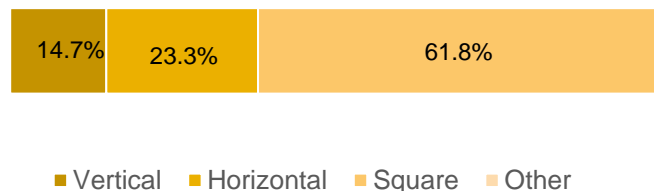
Going-global companies' share of Top 100 advertisers by advertising



Trend in the number of advertisers by month

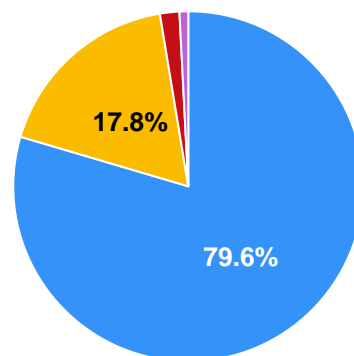


Share of casual games' image creatives by format

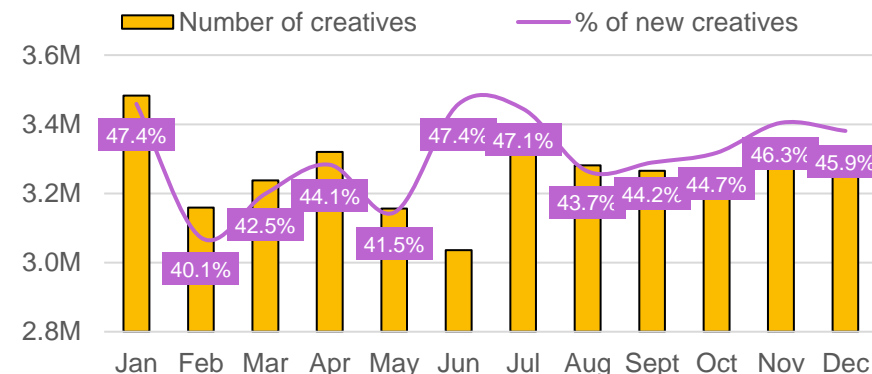


Proportions of impressions from creatives by type

■ Video ■ Image ■ Playable ■ Other



Trend in the number of ad creatives by month



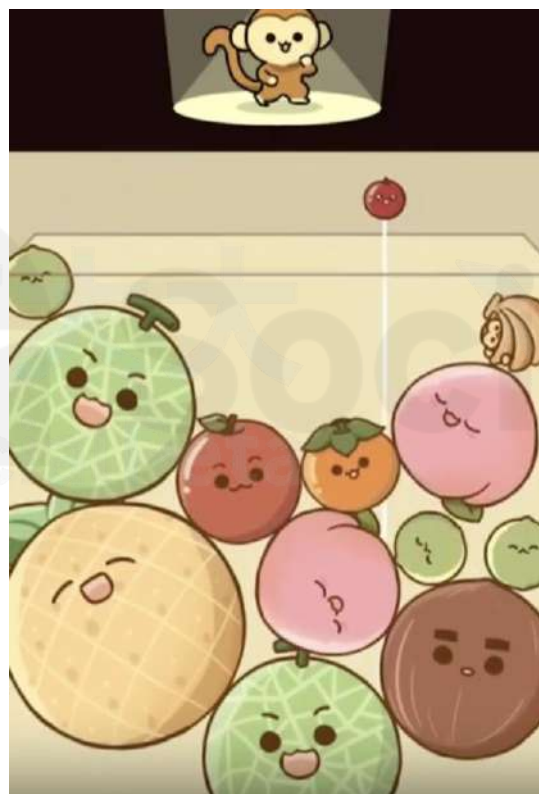
# Examples of Casual Games' Popular Creatives

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

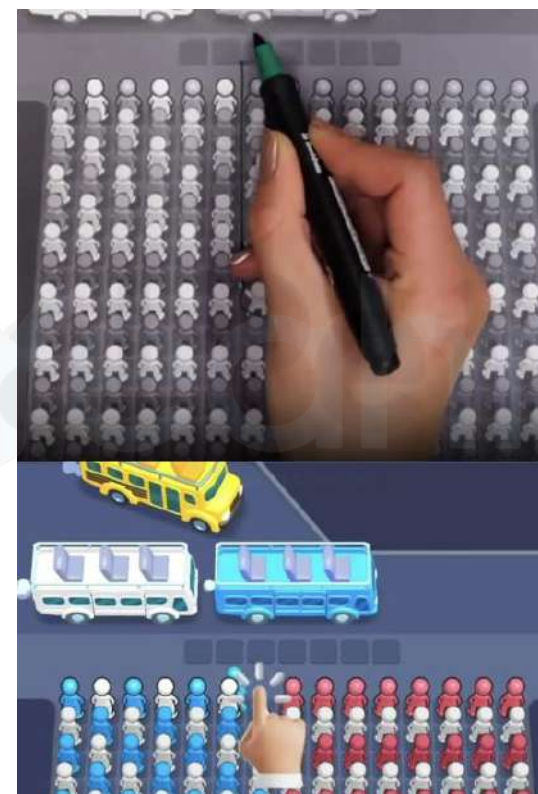
Click the image to play the complete creative



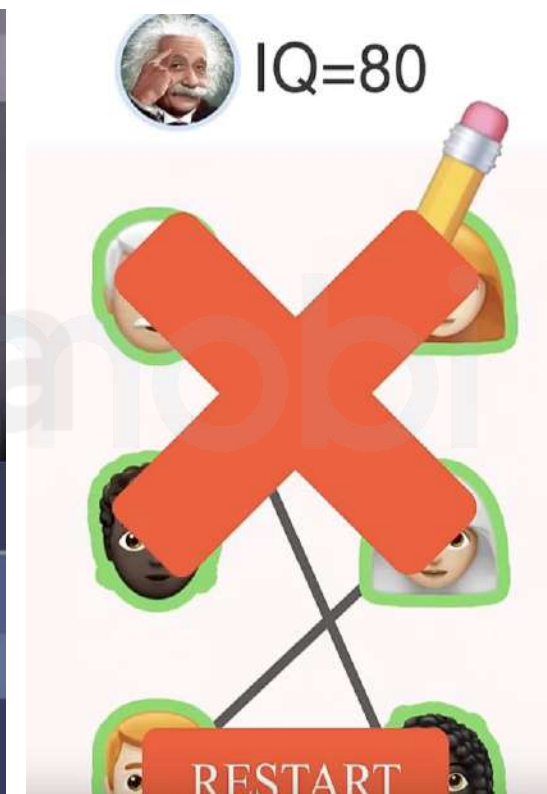
Live-action TT challenge



Hot dance of cute pets



Attractive DIY



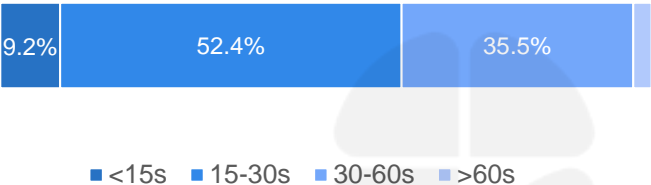
Intellectual challenge +  
Deliberate failure

# Marketing Analysis of SIM Mobile Games

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

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

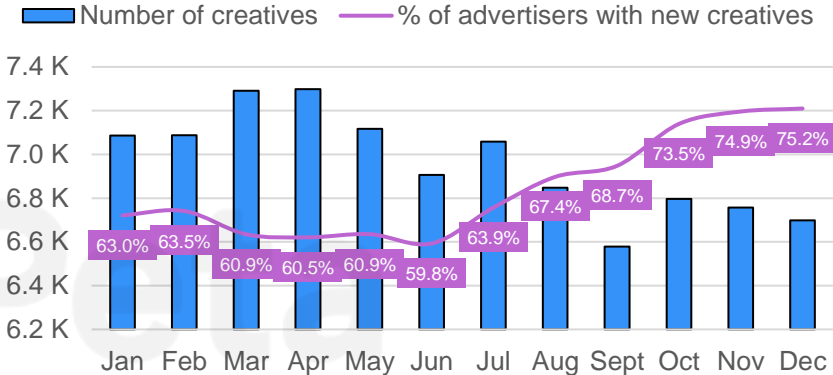
Share of SIM games' video creatives by length



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



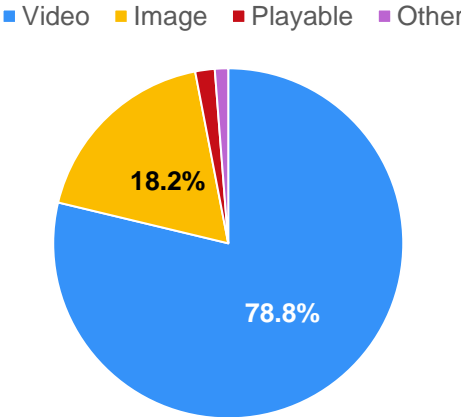
Trend in the number of advertisers by month



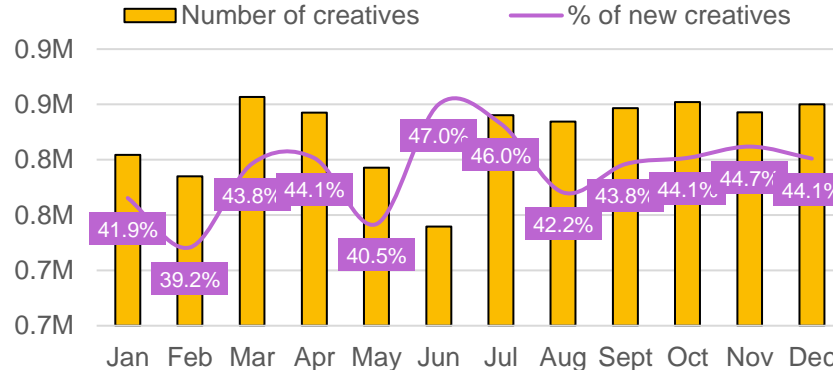
Share of SIM games' image creatives by format



Proportions of impressions from creatives by type



Trend in the number of ad creatives by month





## Examples of SIM Games' Popular Creatives

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

[Click the image to play the complete creative](#)



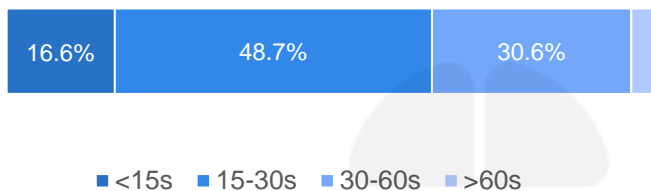


# Marketing Analysis of Casino Mobile Games

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

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

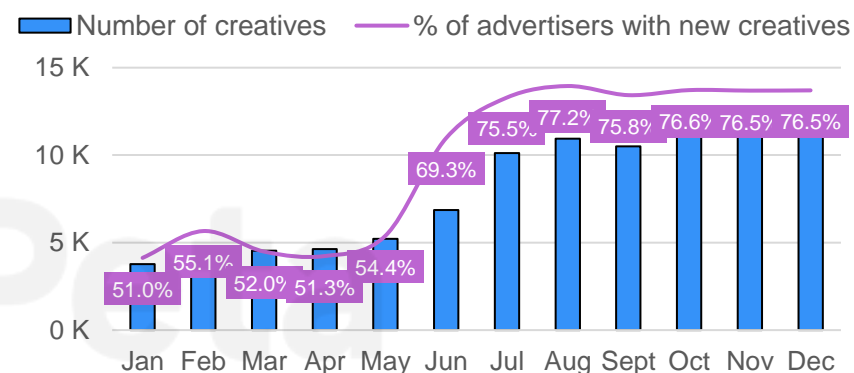
Share of casino games' video creatives by length



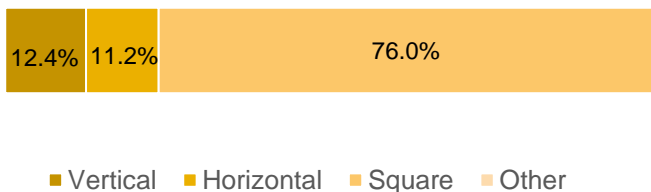
Going-global companies' share of Top 100 advertisers by advertising



Trend in the number of advertisers by month

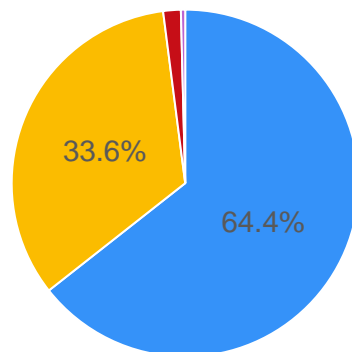


Share of casino games' image creatives by format

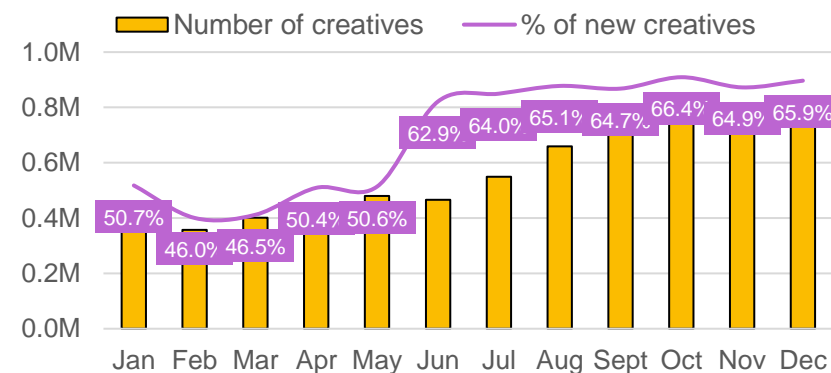


Proportions of impressions from creatives by type

■ Video ■ Image ■ Carousel ■ Other



Trend in the number of ad creatives by month



# Examples of Casino Games' Popular Creatives

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

Click the image to play the complete creative



**Expensive gift and money temptation**



**News-like promotion**



**Start with unusual remarks**



**Winning in SIM games**



A man and a woman are sitting on a couch, playing video games. The man is on the left, holding a controller, and the woman is on the right, also holding a controller. They are both looking intently at the screen (not visible) and appear to be enjoying the game. The background is a blurred indoor setting with a brick wall and a window. The image has a blue and yellow color overlay.

05

# Marketing Analysis of Popular Mobile Games in 2024

# Marketing Analysis of Popular New Games in 2024

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

## Capybara Go!

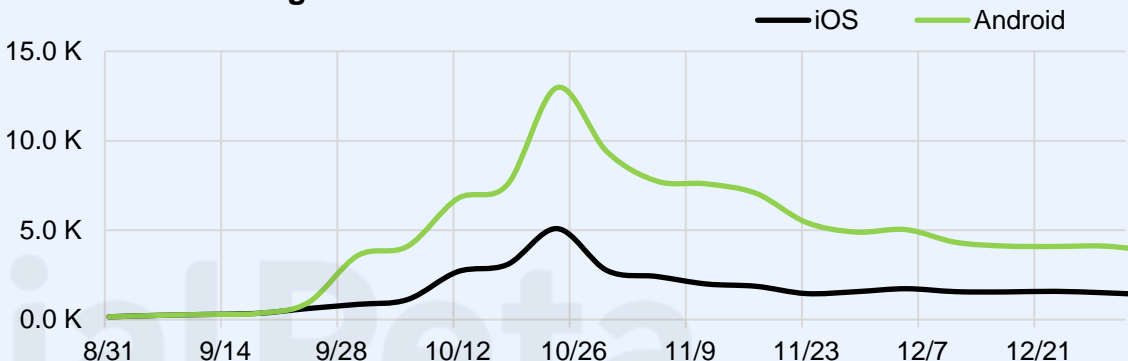
Word Rogue Adventure Habby

### Advertising Data

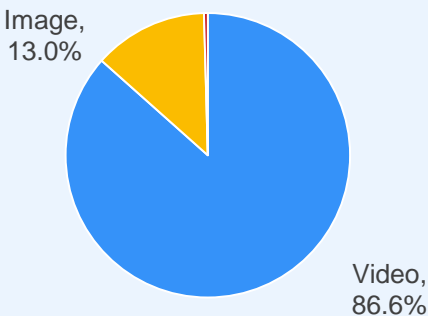
First advertising date: Aug 2024  
Total deduplicated creatives: 37.5K



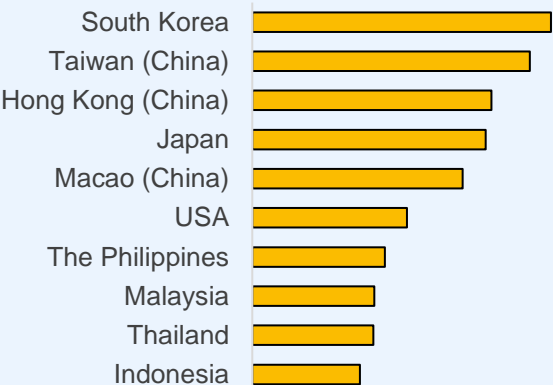
### The game's ad creatives on iOS and Android in 2024



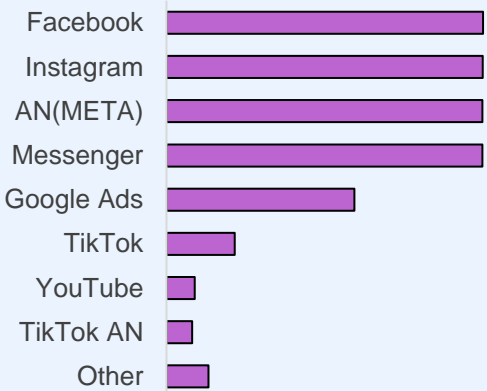
### % of creatives by type



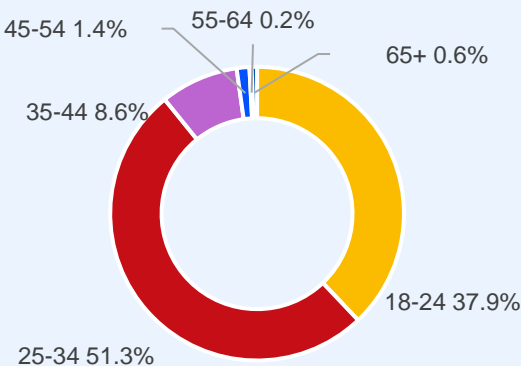
### Top 10 countries/regions by advertising



### Top advertising platforms



### Age distribution of audience



Source: Advertising data were from SocialPeta – Advertiser Analysis; the advertising audience data are summarized data and only for your information.  
Date Range: Aug - Dec 2024

## Capybara Go!'s Excellent Active Video Creative



Released on:  TikTok

Creative Data: Portrait; 540 x 960; 28s

### Features:

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

1.7M

Estimated  
Impressions

16.6K

Likes



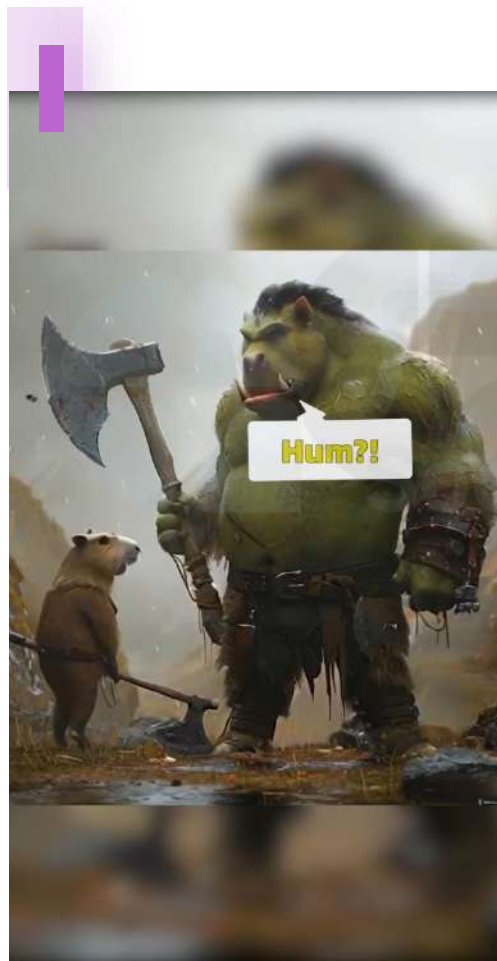
Click the image to play the complete creative



## Capybara Go!'s Other Marketing Patterns



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



AI-generated  
animated  
images



Mini-game



Street  
interview

# Marketing Analysis of Popular Puzzle Mobile Games in 2024

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

## Vita Mahjong

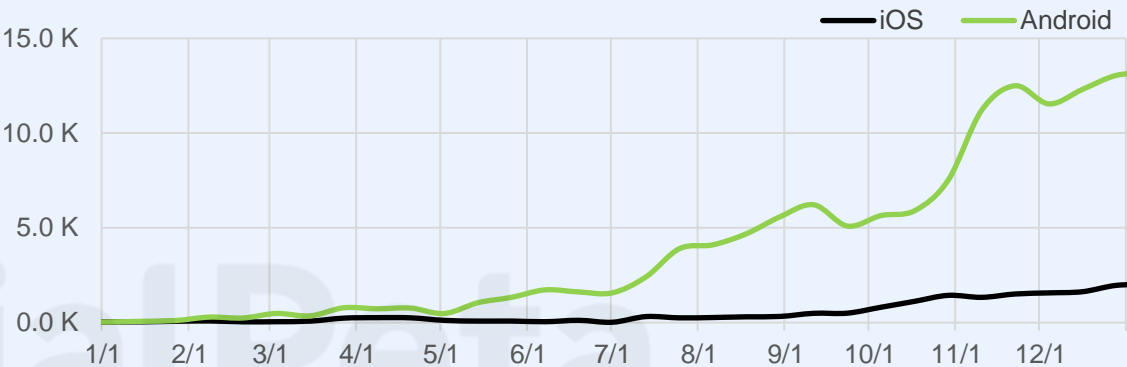
Mahjong matching Vita Studio

### Advertising Data

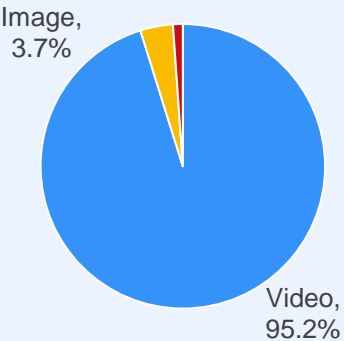
First advertising date: Dec 2023  
Total deduplicated creatives: 45.1K



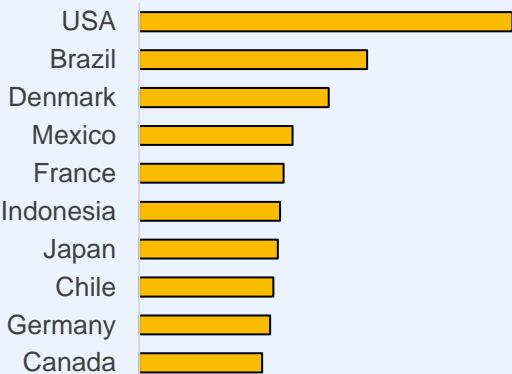
The game's ad creatives on iOS and Android in 2024



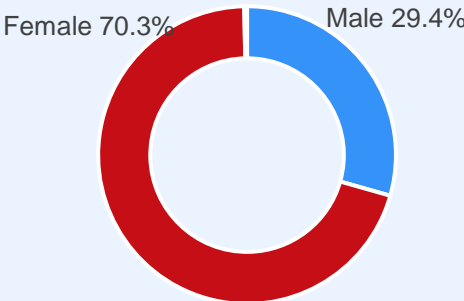
% of creatives by type



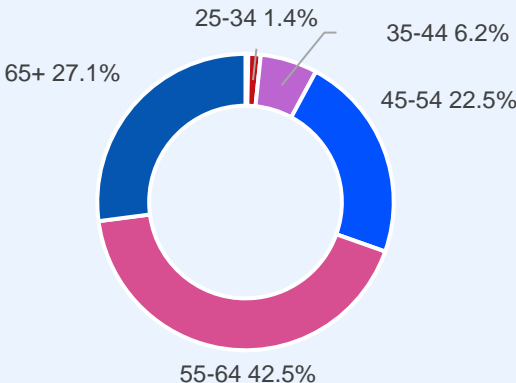
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



## Vita Mahjong's Excellent Active Video Creative



Released on: Google Ads

Creative Data: Landscape; 640 x 360; 60s

### Features:

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

613K

Estimated  
Impressions

85 days

Duration

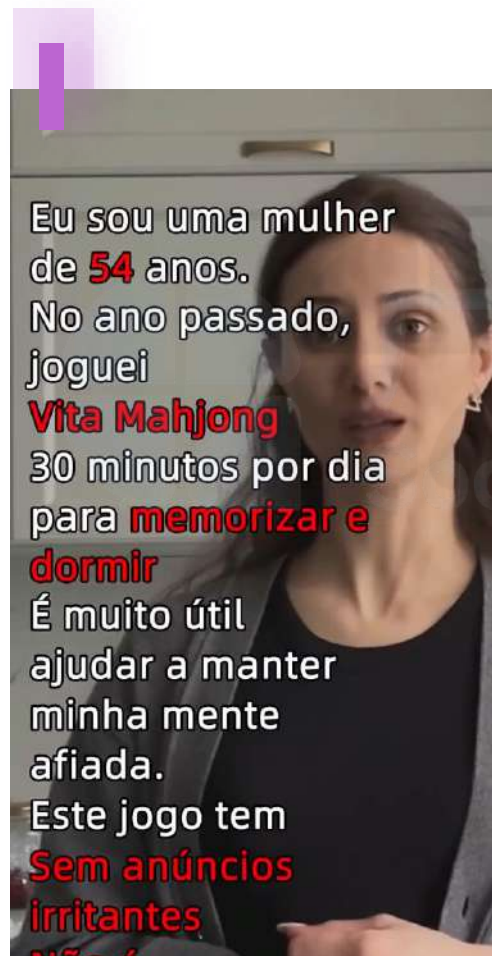


Click the image to play the complete creative

# Vita Mahjong's Other Popular Video Creatives



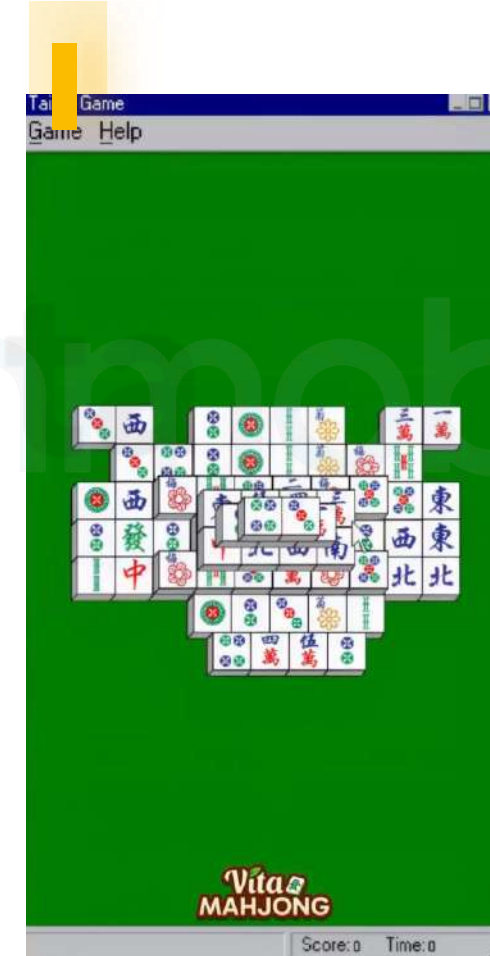
As the game's main target audiences are middle-aged and senior people, a lot of AI-generated broadcast creatives were used by the game advertiser, as well as some hospital scenes and creatives of retro style.



AI-generated  
people  
giving game  
commentaries



Stories in  
hospital



Retro game  
scenes

# Marketing Analysis of Popular Team RPG in 2024

Since the game was first released in app stores in 2026, it has been available for over 8 years, during which many classic mobile game creatives were produced, including tower climbing, screw puzzle, and number maze.

## Hero Wars: Alliance

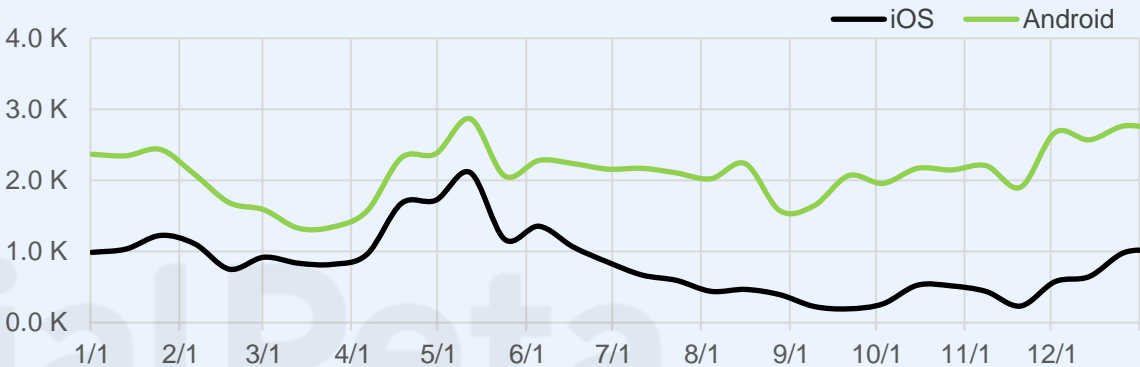
Team RPG Nexters

### Advertising Data

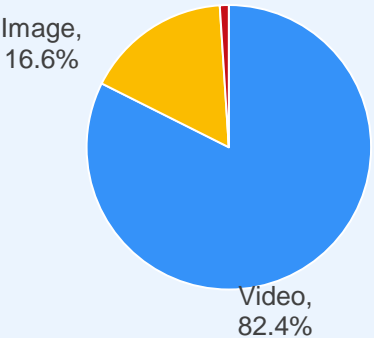
First advertising date: Oct 2017  
Total deduplicated creatives: 106.3K



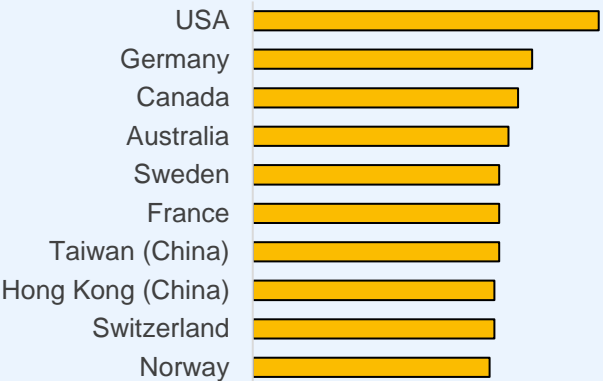
The game's ad creatives on iOS and Android in 2024



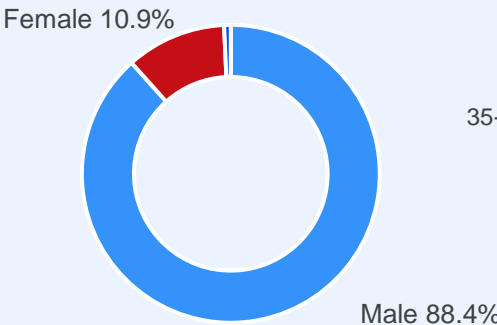
% of creatives by type



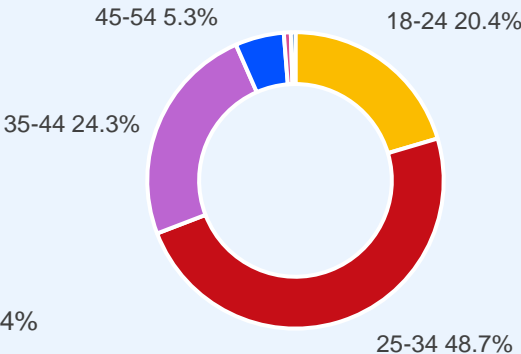
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



Source: Advertising data were from SocialPeta – Advertiser Analysis; the advertising audience data are summarized data and only for your information.  
Date Range: Jan - Dec 2024



## Hero Wars: Alliance's Excellent Active Video Creative



Released on: [facebook](#)

Creative Data: Portrait; 720 x 900; 90s

### Features:

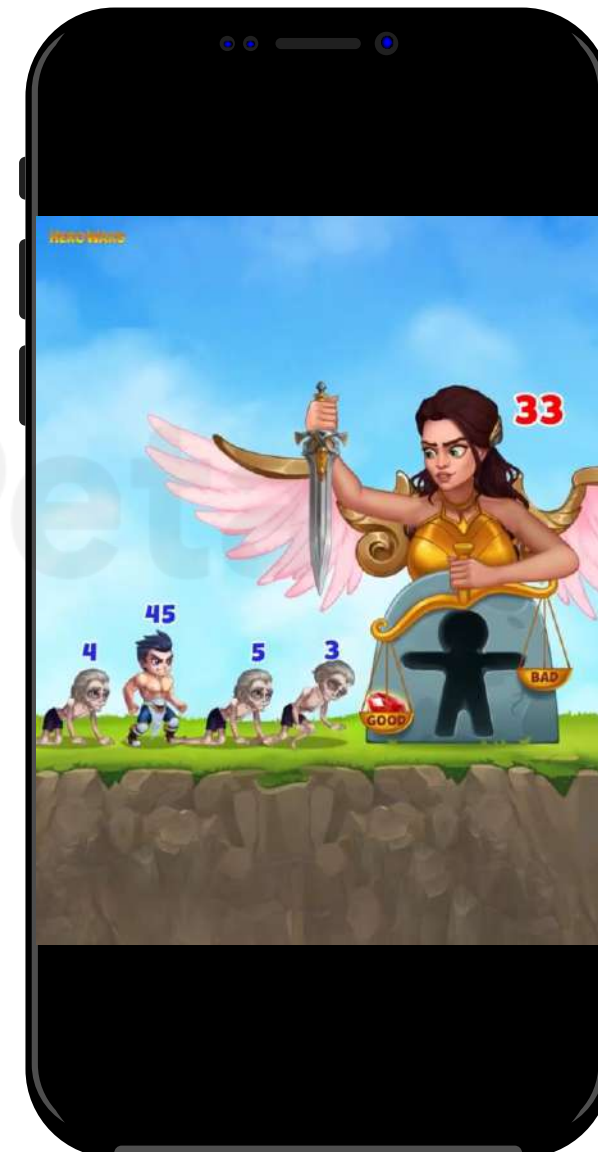
Hero Wars' video creatives are generally over 1 minute in length. The advertiser is very good at making long-form video creatives. In the first 20 seconds, there's a simple but eye-catching number comparison. The second half of the creative is about number-based exploration, battle, and collection. It's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

865K

Estimated  
Impressions

79 days

Duration



Click the image to play the complete creative

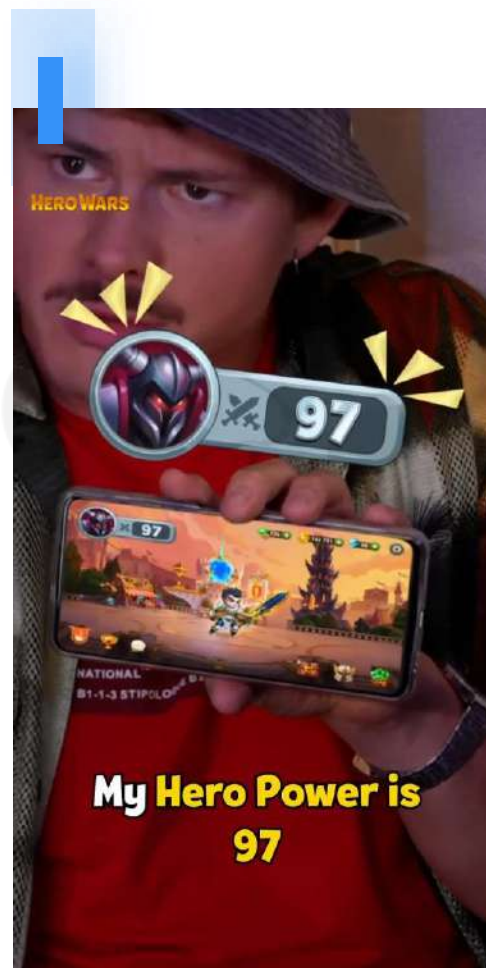


## Hero Wars: Alliance's Other Popular Video Creatives

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



Animation  
with special  
characteristics



Real people  
playing the  
game



Mini game  
marketing

# Marketing Analysis of Popular Mobile SLGs in 2024

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

## Whiteout Survival

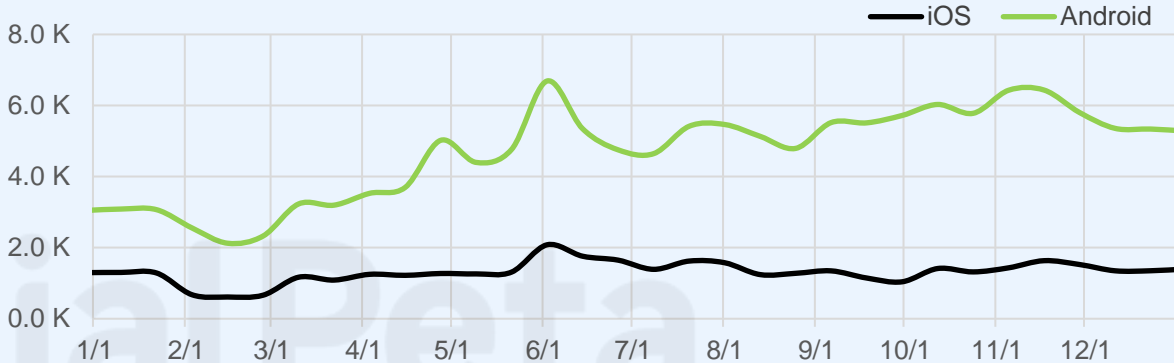
Frozen apocalypse SLG Century Games

### Advertising Data

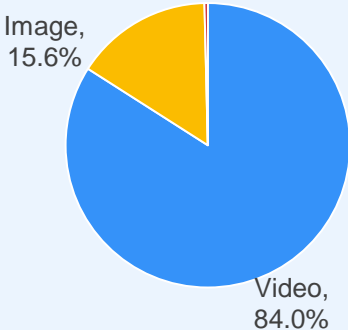
First advertising date: Nov 2022  
Total deduplicated creatives: 86.2K



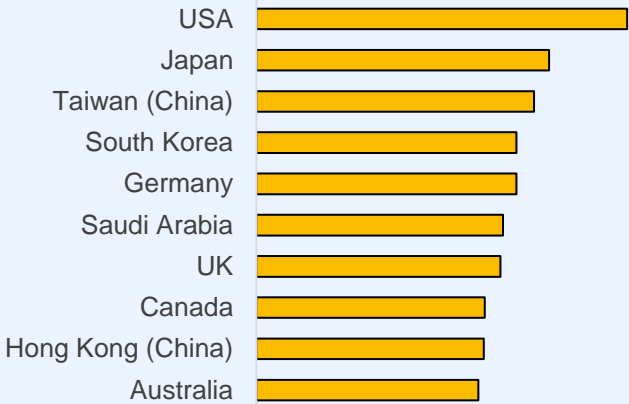
The game's ad creatives on iOS and Android in 2024



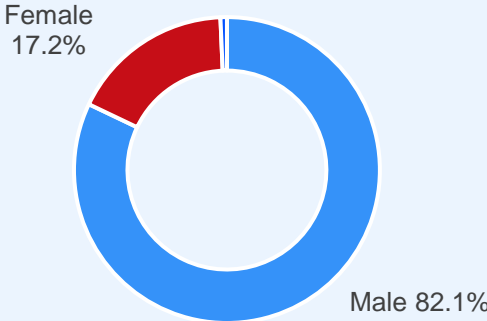
% of creatives by type



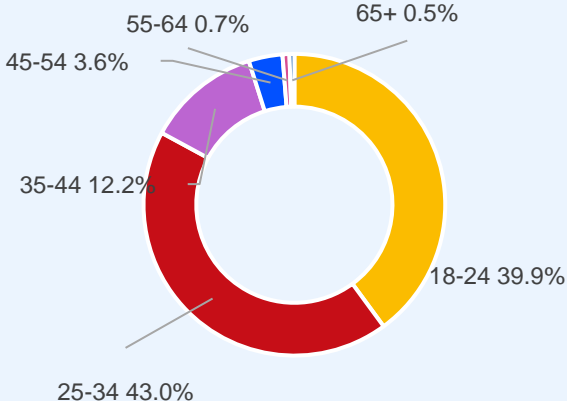
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



## Whiteout Survival's Excellent Active Video Creative



Released on:  unity ADS

Creative Data: Portrait; 720 x 1280; 40s

### Features:

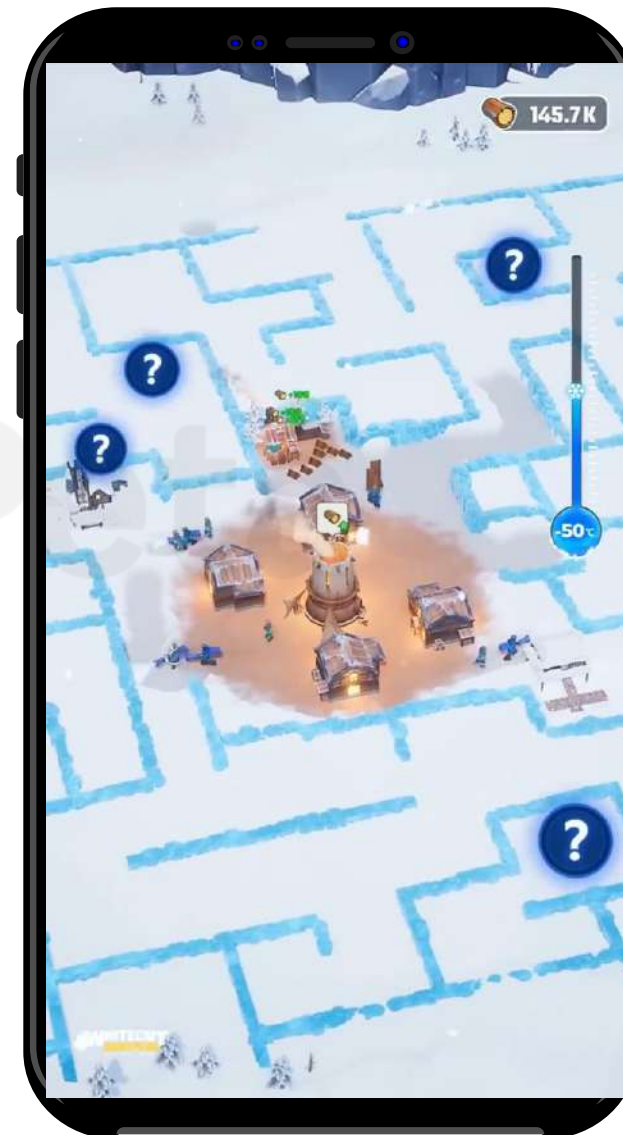
During the first 3 seconds of the creative, there are real snowy scenes to catch people's attention. The creative proceeds to show in-game characters sweeping the snow, which echoes the earlier scenes. As the snow cleaning goes on, the maze map is unfolded to reveal the construction system.

4.1M

Estimated  
Impressions

354 days

Duration



Click the image to play the complete creative



## Whiteout Survival's Active AI Image Creatives



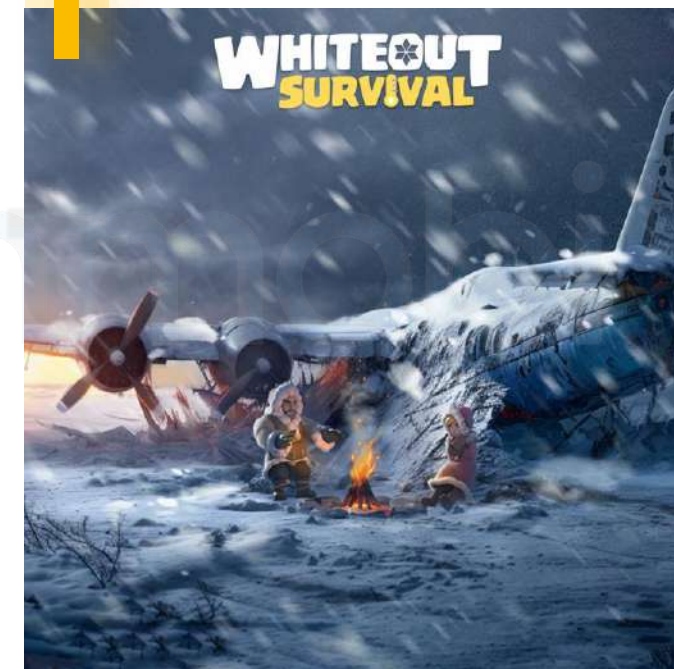
AI-generated creatives are very common in advertising mobile games, especially SLGs which would use AI-generated images to introduce the game lore and other elements.



Steampunk mecha



AI anime-style girl



Airplane crash & game characters



# Marketing Analysis of Popular Anime-Based Games in 2024

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

## Jujutsu Kaisen Phantom Parade

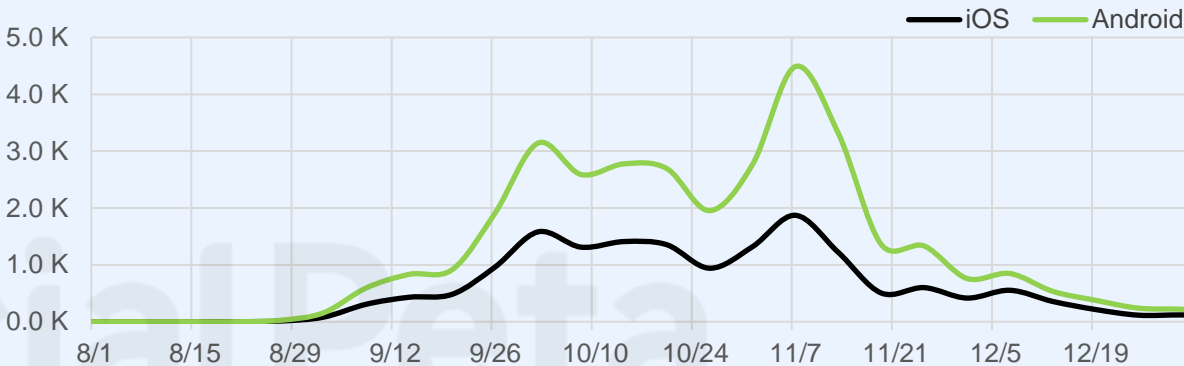
Anime-based, turn-based RPG Bilibili

### Advertising Data

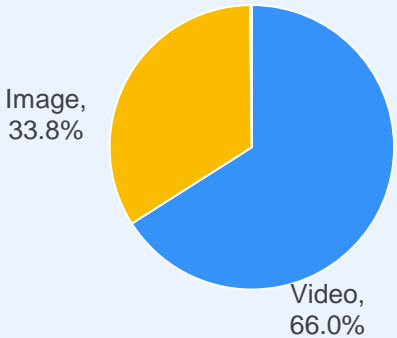
First advertising date: Aug 2024  
Total deduplicated creatives: 17.5K



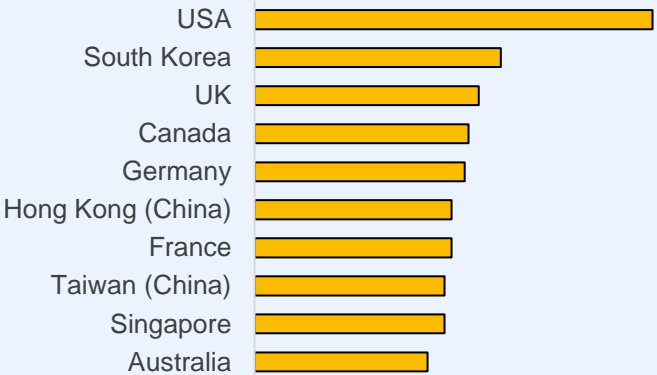
The game's ad creatives on iOS and Android in 2024



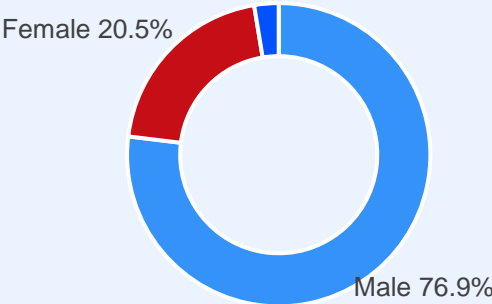
% of creatives by type



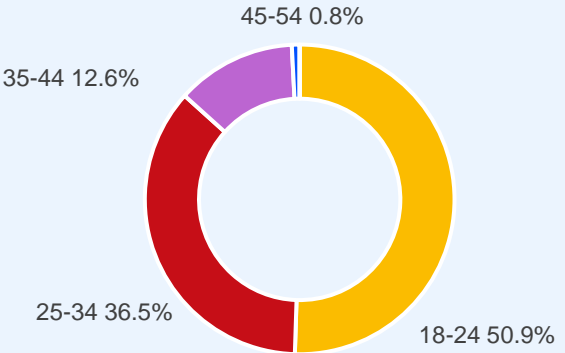
Top 10 countries/regions by advertising



Gender distribution of audience



Age distribution of audience



Source: Advertising data were from SocialPeta – Advertiser Analysis; the advertising audience data are summarized data and only for your information.  
Date Range: Aug - Dec 2024

## Jujutsu Kaisen Phantom Parade's Excellent Active Video Creative



Released on:  YouTube

Creative Data: Landscape; 1920 x 1080; 89s

### Features:

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

47.9K

Estimated  
Impressions

38 days

Duration



Click the image to play the complete creative

# Jujutsu Kaisen Phantom Parade's Active Image Creatives



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



Popular characters



Game benefits



Gacha strategy

# Declaration

## 1. Data Sources

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

## 2. Data Cycle and Indicators

Overall date range of the report: Jan – Dec 2024

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

## 3. Copyright Notice

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## 5. Concerned Countries and Regions (based on the distribution area of SocialPeta's products, not the actual geographical distribution)

North America: USA, Canada, Mexico, Panama

Europe: Turkey, France, Germany, United Kingdom, Italy, Spain, Netherlands, Norway, Poland, Portugal, Belgium, Switzerland, Austria, Romania, Sweden, Greece, Denmark, Luxembourg, Ireland, Finland

JP & ROK: Japan, South Korea

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

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

Oceania: Australia, New Zealand

South Asia: India, Pakistan

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

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

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





# SocialPeta

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