



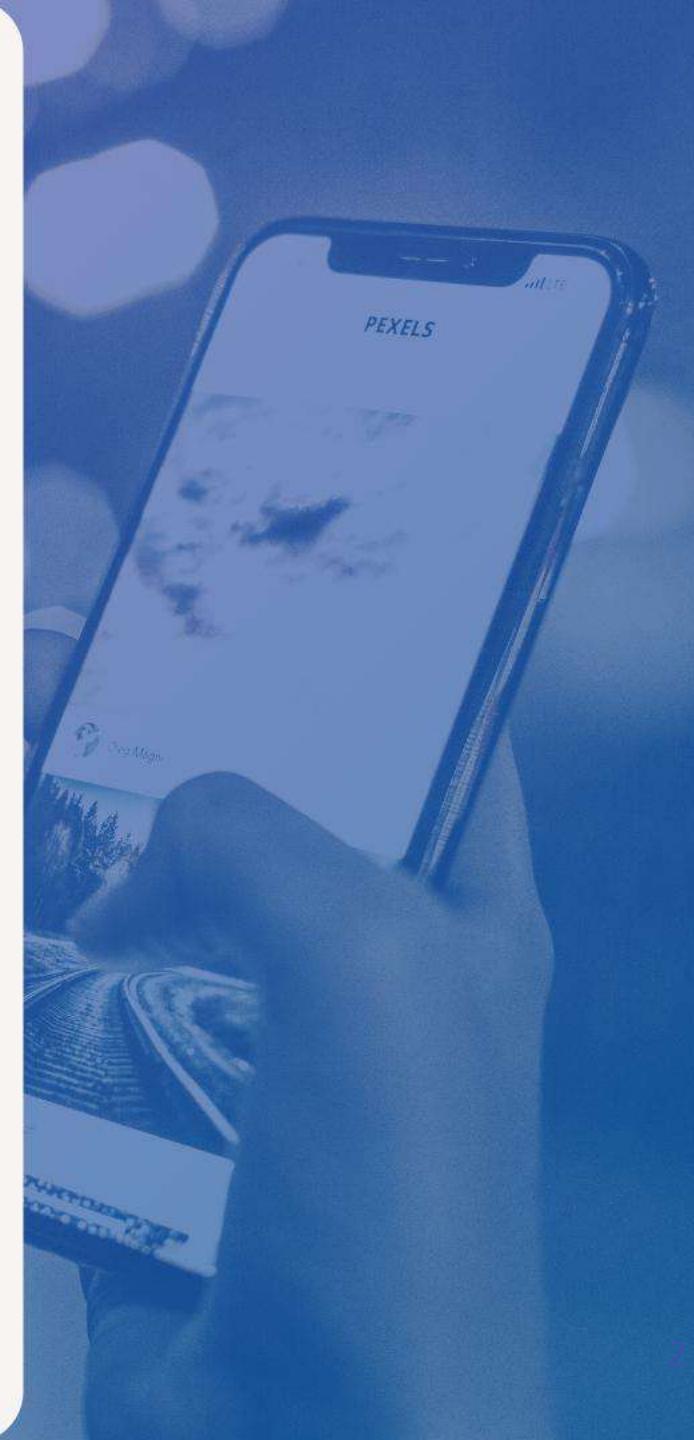
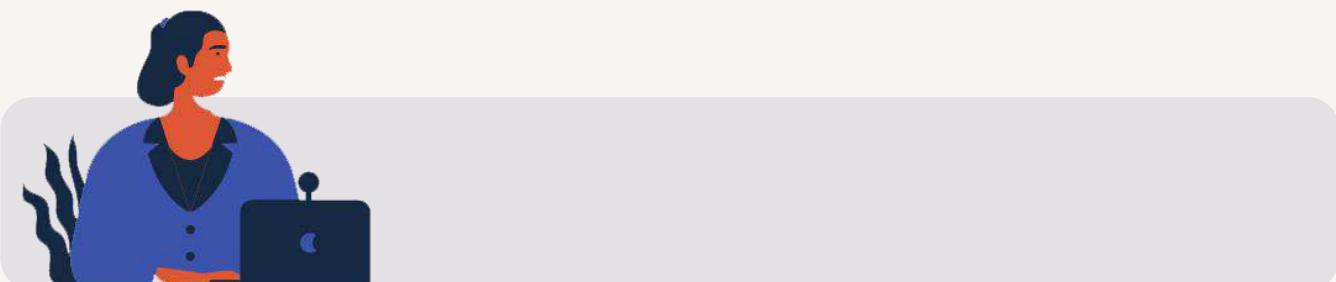
# 2021 H1 Global Mobile App Marketing Whitepaper

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2. 2021 H1 Global Mobile Market Overview
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A close-up photograph of a person's hand holding a smartphone. The screen of the phone displays a game interface, possibly a mobile strategy or RPG game, with various icons and a map. The background is dark, and the phone is held against a dark surface.

# PART 01

## Preface

- Looking at the global mobile app market, 2021 H1 advertisers are paying more attention to media buying. SocialPeta captured more than 19M of creatives data in 2021 H1, an increase of 108% compared to last year. More and more hard core mobile game are also re-participate in advertising. Taking PUBG MOBILE as an example, the average daily creatives is around 480 from 2020, while in 2021 H1, the daily average amount of creatives is 630, an increase of 31%. With similar trends in Genshin Impact, ROBLOX, Call of Duty: Mobile, and etc. Advertising creatives are more important than ever.
- Some policies such as the launch of Apple's IDFA policy are still having a significant impact on the overall mediay buying market. 2021 H1 has seen a 13% drop in the number of creatives of advertisers on iOS compared to the same period last year.
- China's global business forces are gradually expanding its influence in global market, and the share of both mobile games and mobile applications in global market cannot be underestimated. In terms of mobile game media buying, 70% of the top products on the charts are from China; Especially among mobile applications, social live streaming and reading app apps are what China Mobile Development Companies are best at.
- China's domestic mobile gaming market cannot be ignored either, with figures showing that China accounts for more than 25% of the global mobile gaming market and is still on the rise. 2021 H1 saw the top three advertisers in the country in the genres of RPG, casual and puzzle games. Marketing methods have increased, the threshold for user acquisition has increased and there is a tendency to "involution", but running news feed Ads is still the most important way for mobile advertisers to acquire users.
- Based on the data (2021.1~2021.6) captured from the product backend, SocialPeta has published the "Global Mobile Application Media Buying Whitepaper for 2021 H1" through summary, analysis, induction and interviews, aiming to help more mobile industry practitioners to prepare for the changeable global market in the 2021 H2.

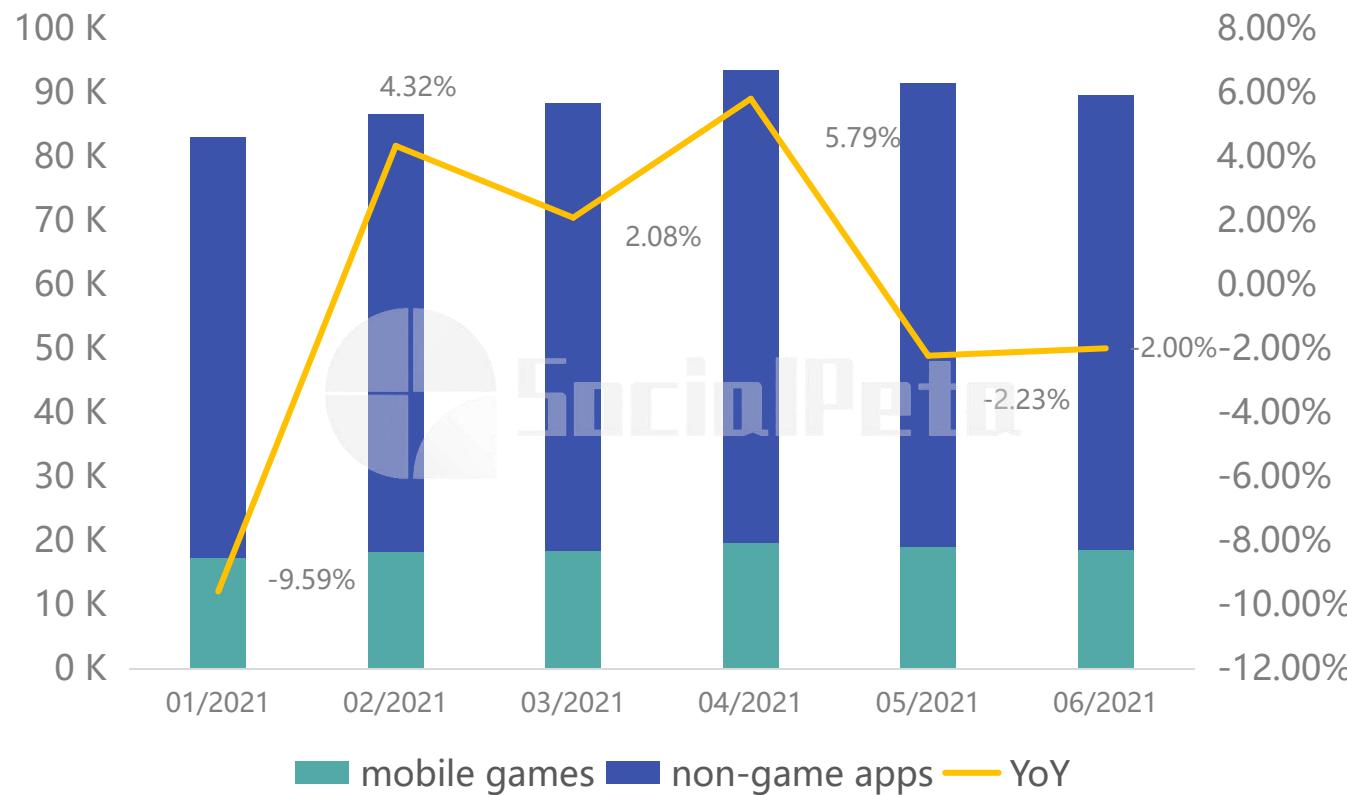
# PART 02

# 2021 H1 Global Mobile Market Review

# 2021 H1 Global mobile app media buying review



2021 H1 Mobile applications (Games & Non-games)  
Trends in the number of advertisers



## No. of advertisers

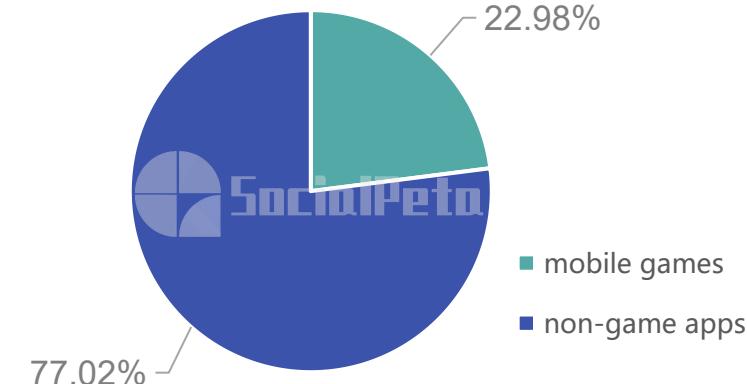
Mobile app advertisers have been growing at a high rate in the first four months, with the largest number of advertisers participating in April and a 5.79% increase year-on-year, totaling over 93K. Of these, 18K per month for mobile game advertisers and 70K per month for non-game app advertisers.

# 2021 H1 Global mobile app media buying review



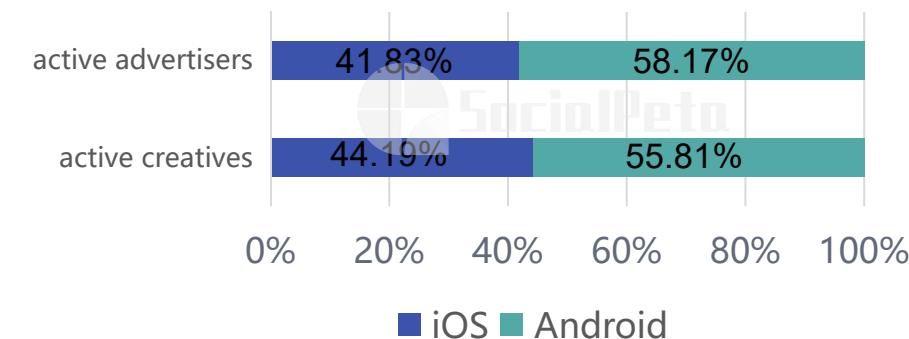
- Proportion of mobile app advertisers (games & apps)
- Mobile game advertisers accounted for around 23% an increase of 3.49% over the same period last year.

Number of mobile app advertisers as a proportion



- The proportion of advertisers and creatives on mobile
- The number of Android advertisers is greater, But single iOS advertisers advertised ads more heavily

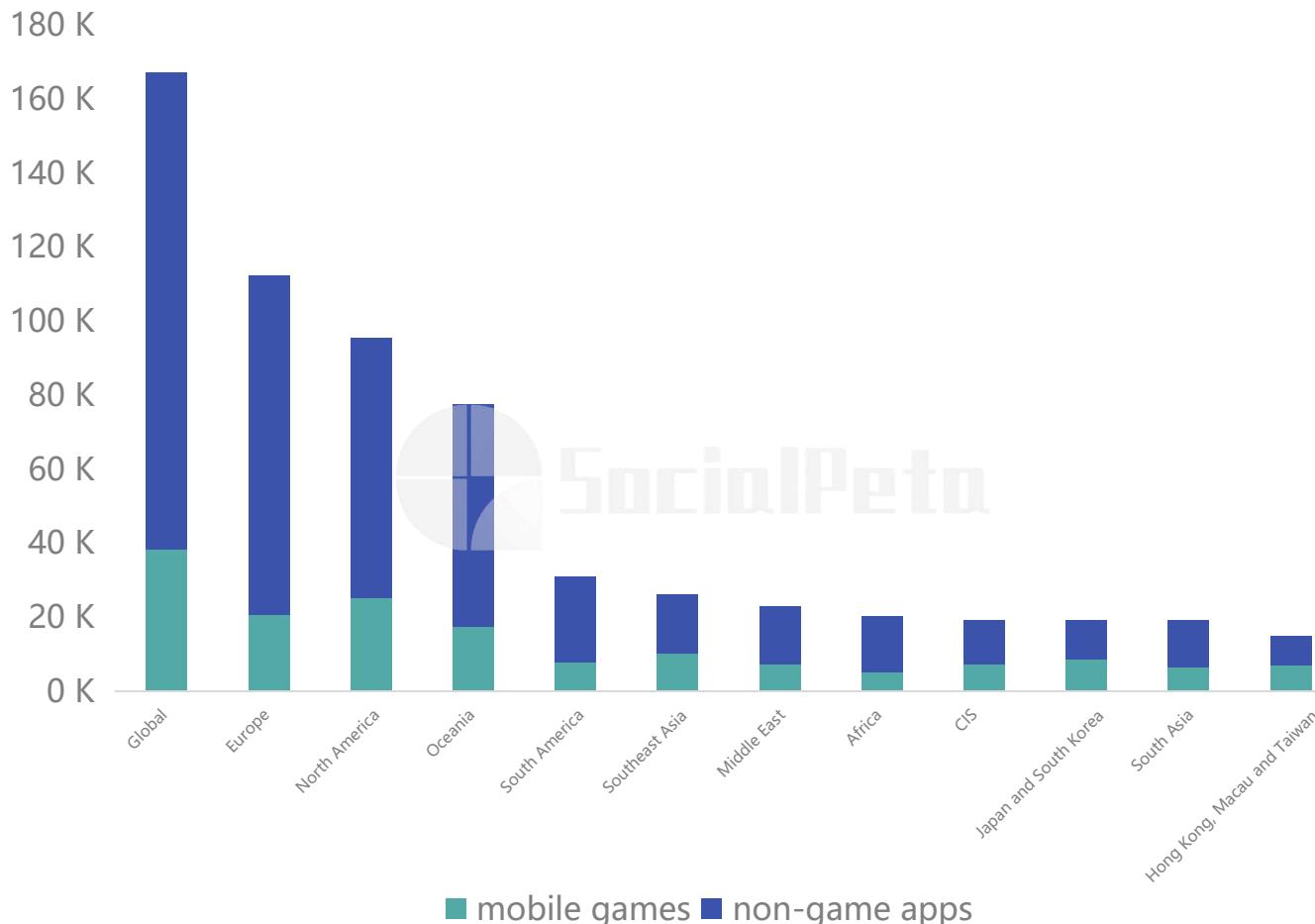
Mobile application media buying by system



# 2021 H1 Global mobile app media buying review



Number of mobile app advertisers by region



- Over 160K cumulative mobile app advertisers worldwide, with Europe, North America and Oceania in the top three mobile app advertisers.
- Overall, North America has the highest number of mobile game advertisers, accounting for 26% of the total number of mobile apps.
- In terms of the proportion of mobile game advertisers, Hong Kong, Macau, Taiwan, Japan and Korea have significantly more native game advertisers than other non-game app advertisers.

PART **03**

A close-up photograph of a person's hand holding a smartphone. The screen of the phone displays a colorful mobile game interface, possibly a strategy or RPG game, with various icons and a map. The background is a solid blue color.

# 2021 H1 Global Mobile Game Market Review

## Surge in volume of creatives and increased competition for media buying

- Because of the ongoing impact of the COVID-19 epidemic, mobile games have been given a unique opportunity to grow, with cumulative smartphone game revenue of US \$7.9 billion, up 4.7% year-on-year, and cumulative tablet game revenue of US\$1.16 billion, up 2.0% year-on-year, according to NEWZOO's data for the 2021 H1.
- In order to achieve better results for their mobile products, mobile game advertisers have accordingly increased the amount of creatives they run, SocialPeta has captured more than 19M of global creatives in H1 in 2021, a year-on-year increase of 108%.

## Impact of Apple's IDFA policy on media buying

- In April, Apple released iOS 14.5, which allows users to actively choose whether to allow to be tracked by ads, in a way that Apple sees as respectful and important to user privacy.
- Some advertising platforms expect that IDFA acquisition rates, which used to be 90%, may only be 30% in the future. When Apple enables the new policy, it will affect the deduped of ads data, attribution and user tracking.
- From the data of SocialPeta, 2021 H1 iOS advertiser material share compared to the same period last year has fallen 13%.

## Chinese global game companies continue to advertising rapidly

- Because of the Chinese government's excellent anti-epidemic policy, China was the first country to recover from the effects of the COVID-19 epidemic and resume normal production and life. The stable social structure and normal office environment also allow
- Chinese game companies to develop more rapidly global. From the perspective of media buying, the top list has more than 70% of the products released by Chinese companies, and the TOP 10 products in the US and Europe are all from Chinese companies.

## More and more hard-core games are starting to advertise

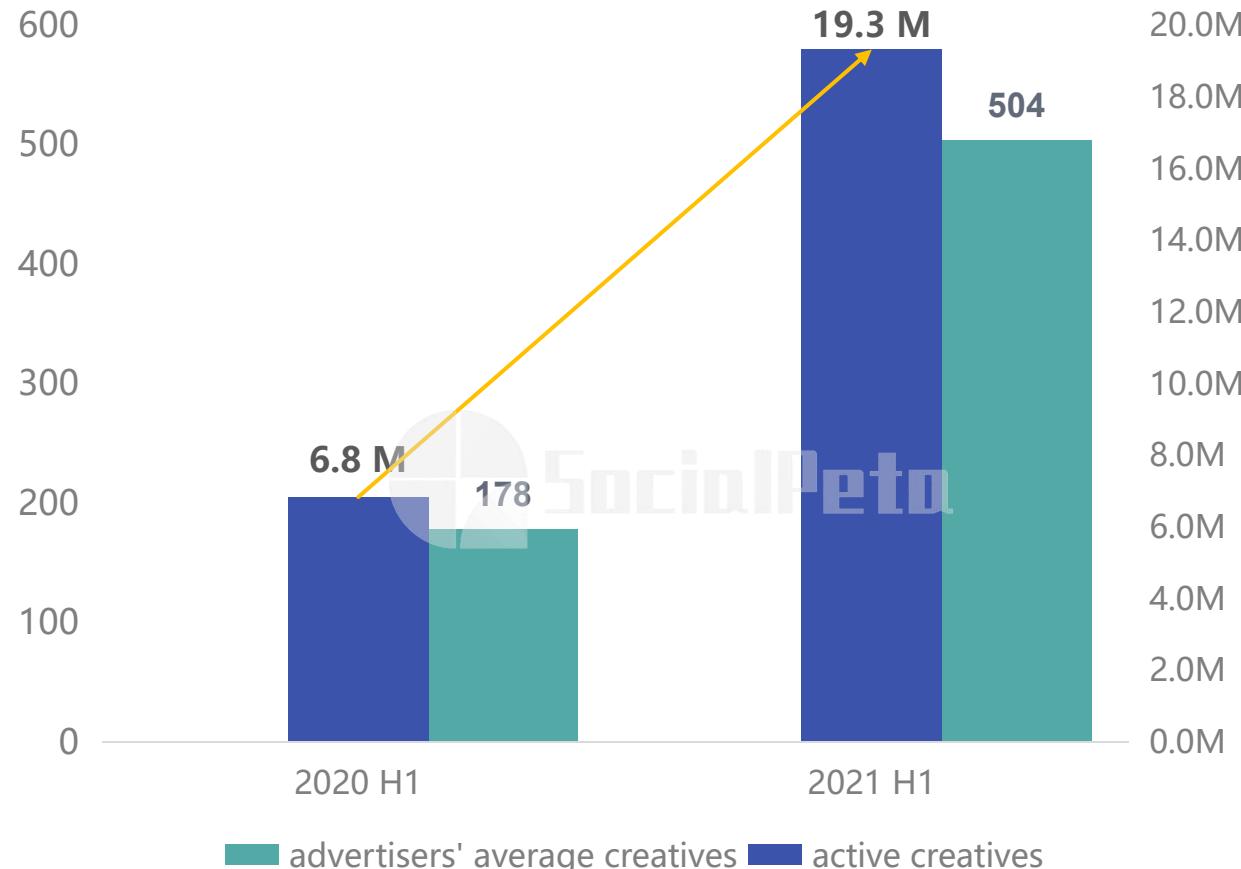
- Some of the quality hard-core games have not used media buying as the primary promotion method in their previous marketing strategy due to their quality game and relatively stable user audience.
- More and more hard-core mobile games start advertising again, take PUBG MOBILE for example, whose average daily number of creatives in H1 2021 was 630, up 31% year-on-year.
- Similar trends can be seen in games such as Genshin Impact, ROBLOX and Call of Duty: Mobile.

01

## Global Mobile Game Media Buying Overview



# 2021H1 Global Mobile Game Media Buying Overview



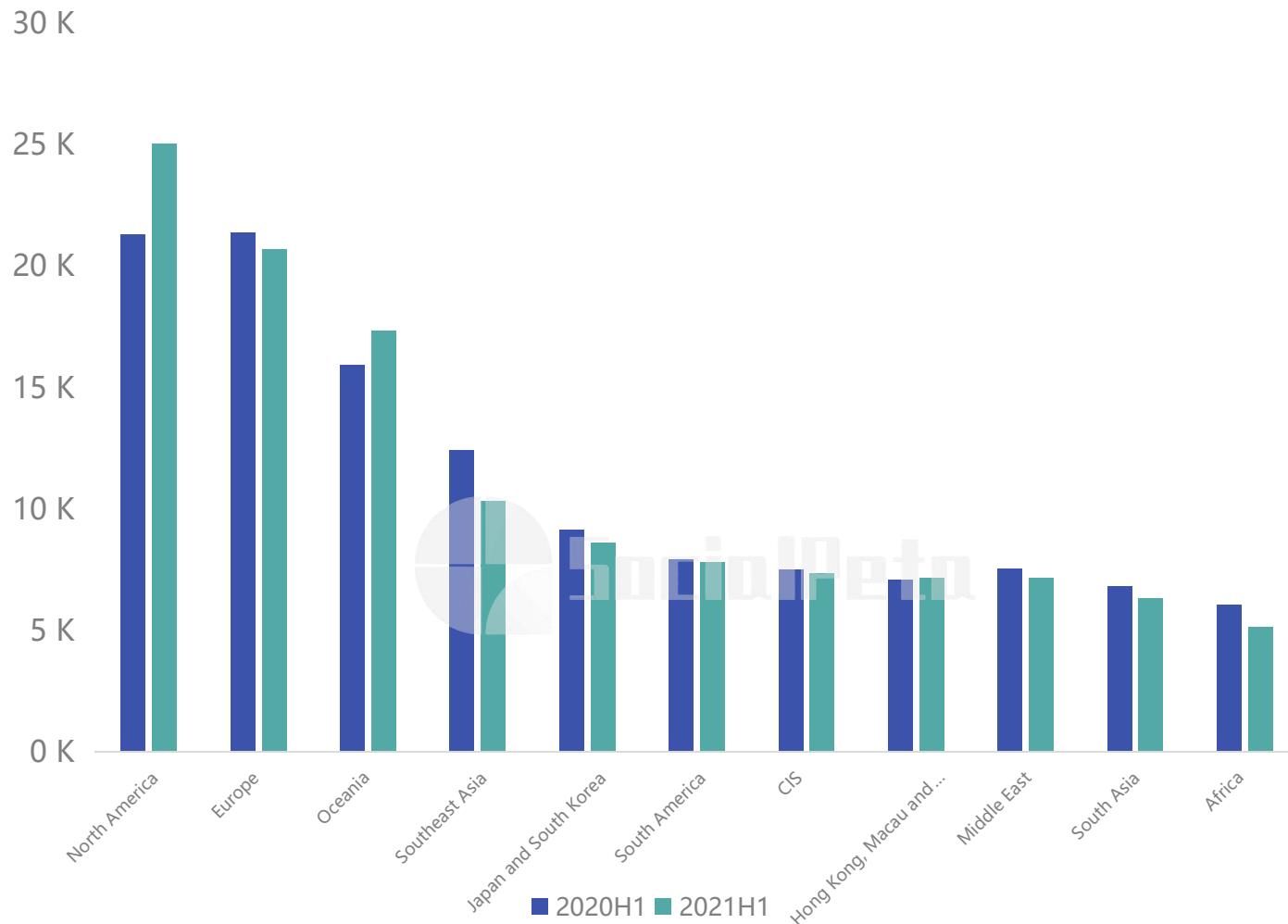
- **Average advertiser material volume**  
2021 H1 cumulative captured advertisers exceeded 38K, with an average of 504 pieces of creatives per advertiser, up 183% year-on-year.

- **Active advertising creatives**  
2021 H1 cumulative captured advertising creatives exceeded 19M, an increase of over 180% over the same period last year.

# 2021H1 Global Mobile Game Media Buying Overview



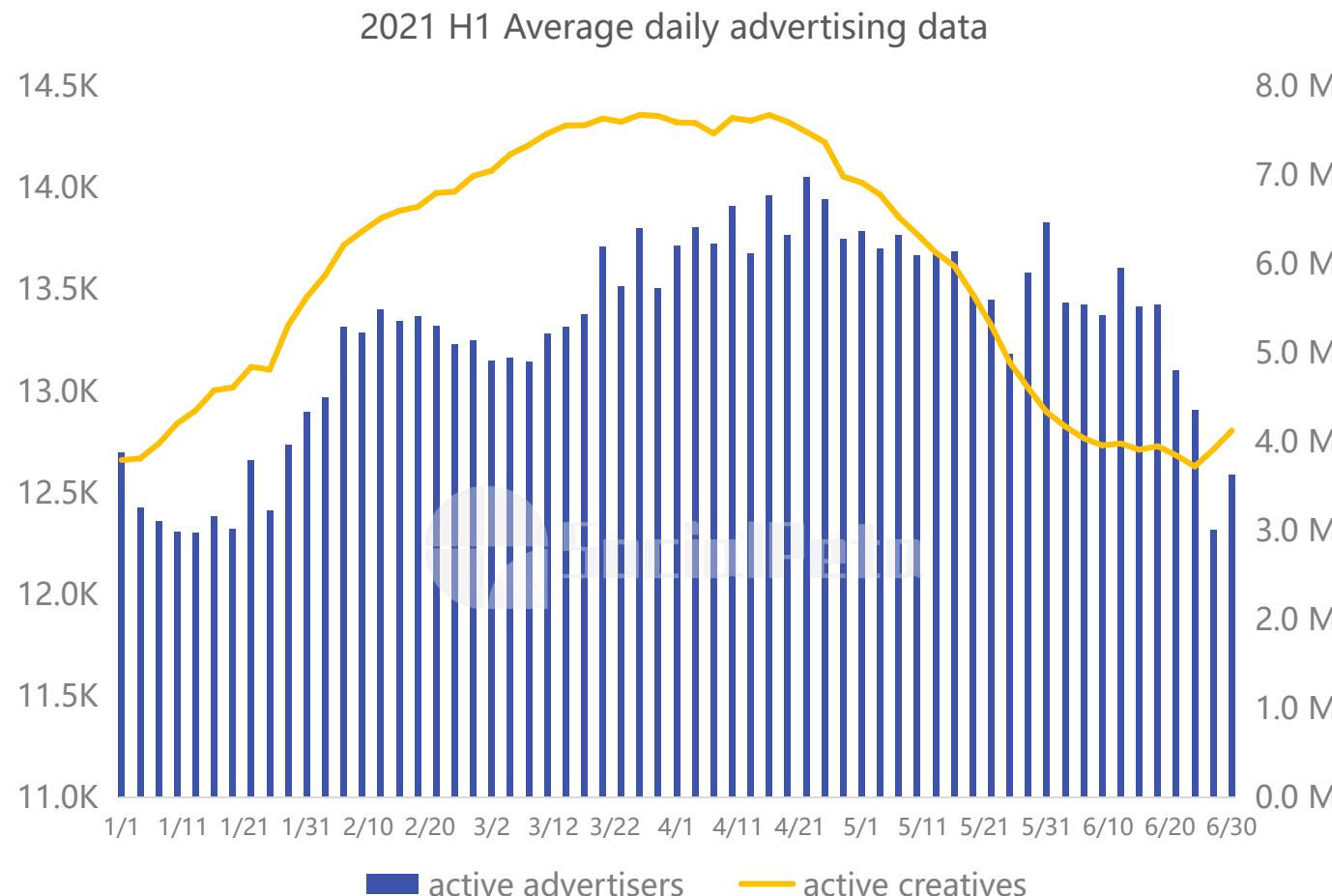
Number of active advertisers by region



- After an unprecedented opportunity in the mobile gaming industry last year due to the COVID-19 epidemic, the number of advertisers in many regions has started to decline as the market gradually calm down this year.

- North America, Oceania and Hong Kong, Macau and Taiwan maintain growth compared to the same period in 2020, with 25K advertisers in North America in 2021 H1, up 17.7% year-on-year.

# 2021H1 Global Mobile Game Media Buying Overview

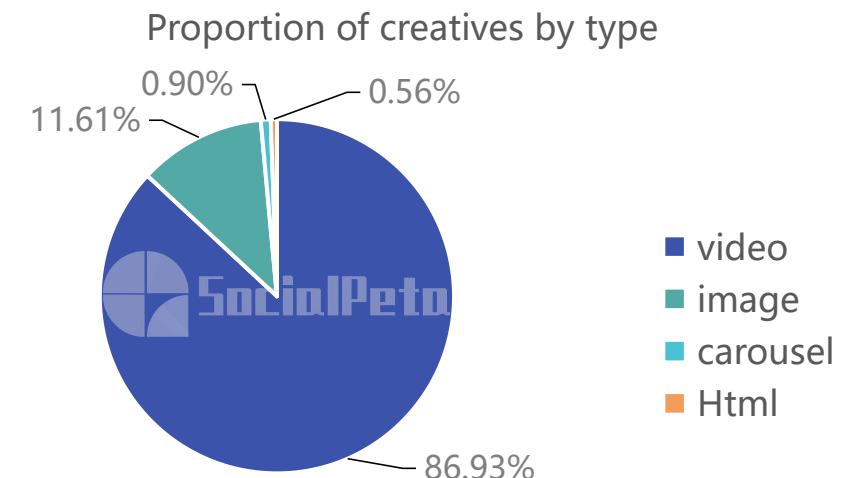


- In 2021 H1, the number of average daily active advertisers was 13K, the average daily creatives advertised 5.9M; of which the data of one-day advertisers reached more than 14K.
- The overall trend shows that the highest number of active advertisers was around 21 April, while the number of creatives was in a state of growth from January to April, with significant reduction in May and June.

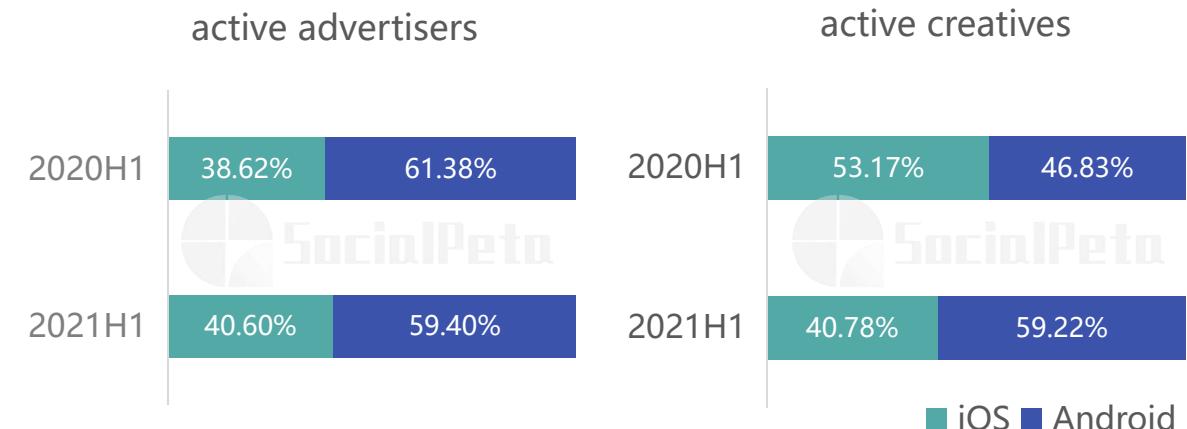
# 2021H1 Global Mobile Game Media Buying Overview



- Video creatives remains the dominant form and reached 17% increase compared to the same period last year.



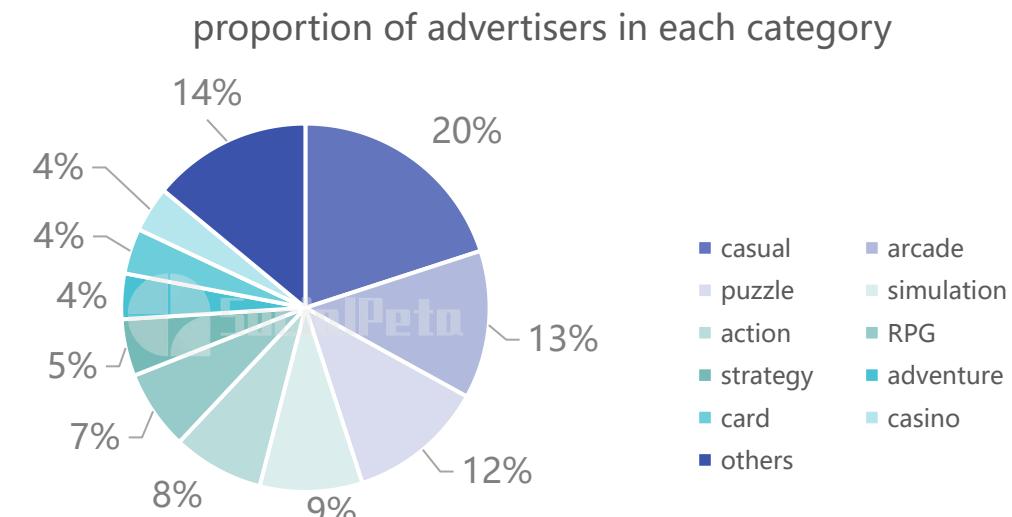
- Apple IDFA has started to have an impact on the number of creatives on iOS.
- The number of iOS and Android advertiser have changed little compared to the same period last year (around 4:6), but the number of creatives on iOS have fallen significantly this year, by almost 13% compared to last year.



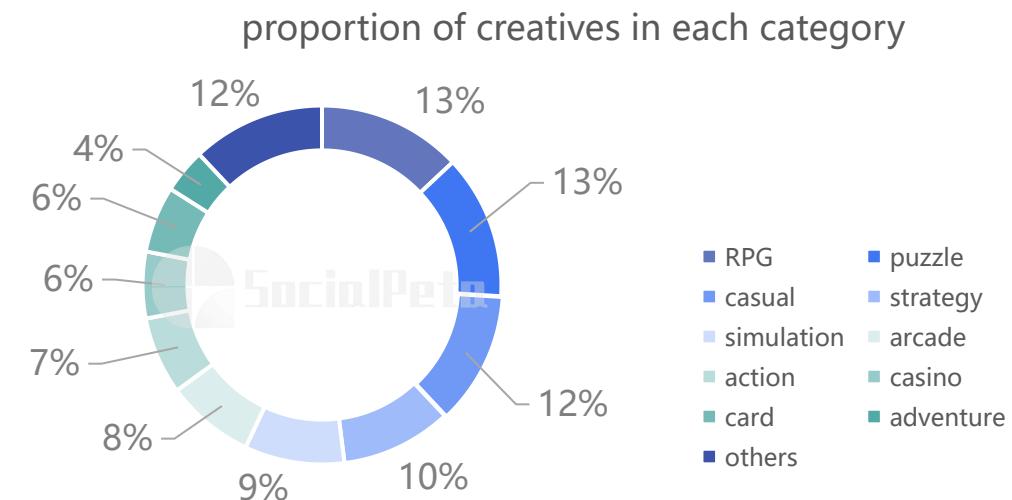
# 2021H1 Global Mobile Game Media Buying Overview



- In terms of the number of advertisers, casual, arcade and puzzle games are the most represented game genres.



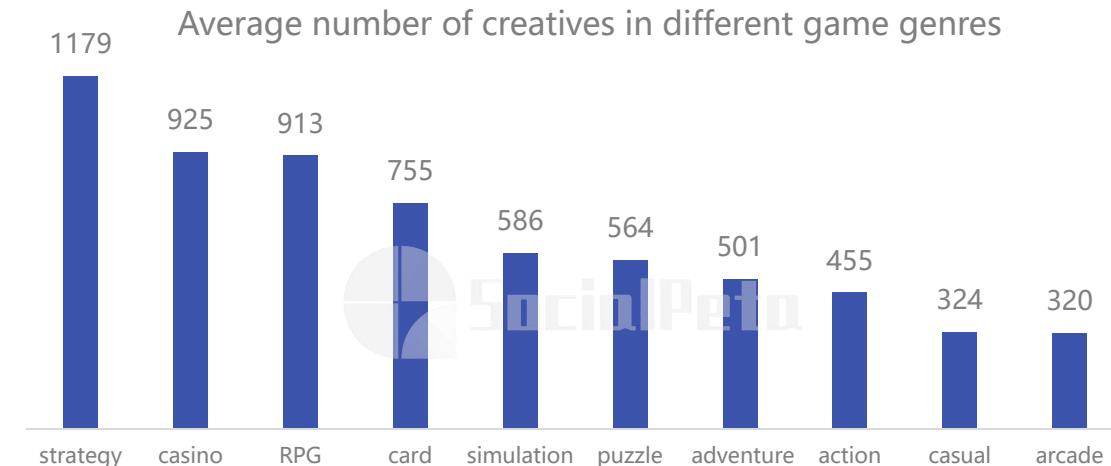
- In terms of creatives volume, the role-playing and puzzle categories ranked top two.



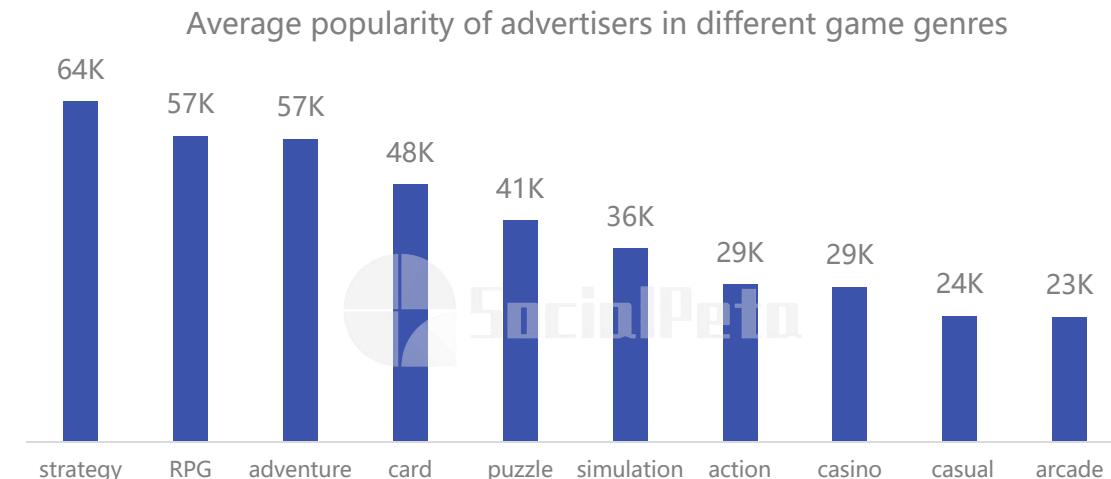
# 2021 H1 Mobile Game Media Buying review by genre



- The strategy game market was the strongest in terms of media buying, with an average of 1,179 pieces of material for a single advertiser.



- According to the popularity, the strategy game is the most popular genre, followed by the role-playing and casino games.



# 2021 H1 Global Media Buying of Top 30 mobile games



Chinese game companies account for over 70%

## Advertisers Type

1 Cash Frenzy™	Casino
2 Jackpot World™	Casino
3 Lotsa Slots™	Casino
4 Idle Arks	Casual
5 Mafia City	SLG
6 Jackpot Crush	Casino
7 Kiss of War	SLG
8 Chapters	Storyline
9 The Grand Mafia	SLG
10 Solitaire	Chess
11 Rise of Kingdoms	SLG
12 Vegas Friends	Casino
13 Mergical	Casual
14 Song of the Clouds	MMO RPG
15 Cash Link	娱乐场

iOS

## Advertisers Type

16 Coloring Book	Coloring
17 Sniper 3D	Shooting
18 Project Makeover	Match 3
19 Saint Seiya: The Legend of Justice	Cards
20 King's Throne	RPG
21 War Machines	Shooting
22 Pocket7Games	Casino
23 Meeerge	Casual
24 Hero Wars	Cards
25 New Immortals: Origins	MMO RPG
26 Find Out	Puzzle
27 Rodeo Stampede	Simulation
28 Bangbang Rabbit!	Action
29 Summoners War	Cards
30 Rise of Empires	SLG

iOS

## Advertisers Type

1 Cash Frenzy™	Casino
2 Jackpot World™	Casino
3 Idle Arks	Casino
4 Lotsa Slots	Casual
5 Mafia City	SLG
6 Vegas Friends	Casino
7 Rise of Empires	SLG
8 Kiss of War	SLG
9 Chapters	Storyline
10 Coloring Book	Casual
11 Flip Trickster	Casual
12 Jackpot Crush	Casino
13 Teen Patti Star	Casino
14 The Grand Mafia	SLG
15 Mergical	Casual

Android

## Advertisers Type

16 King's Throne	RPG
17 Garena Free Fire	Shooting
18 Lords Mobile	SLG
19 Empire:RisingCivilizations	SLG
20 Rise of Kingdoms	SLG
21 Gable	Casino
22 Colorscape	Coloring
23 Wood Block Puzzle	Puzzle
24 Yalla Ludo	Casino
25 Cash Tornado Slots	Casino
26 Guns of Glory	SLG
27 Summoners War	Cards
28 Sudoku	Puzzle
29 Match Tile 3D	Casual
30 Bricks Ball Crusher	Puzzle

Android

Note: Advertisers in blue are Chinese developers.

02

## Global Popular Advertising Networks Review

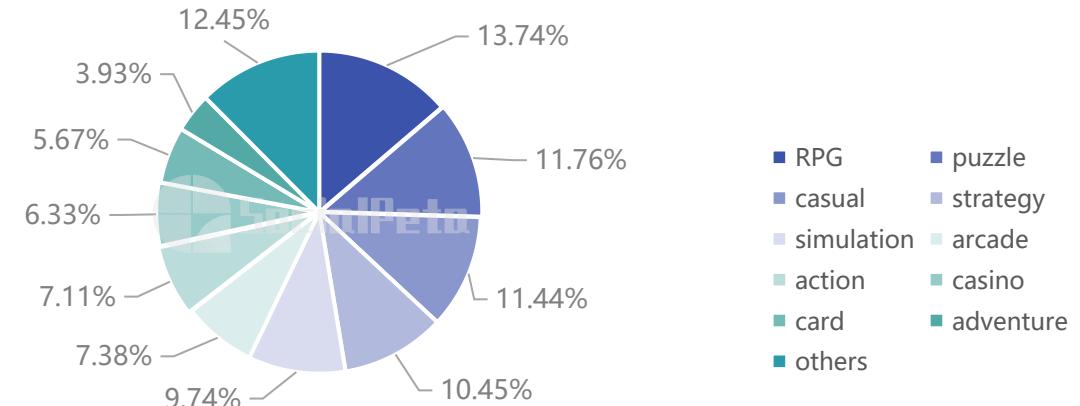


# Global Popular Ad Platform —— Facebook News Feed

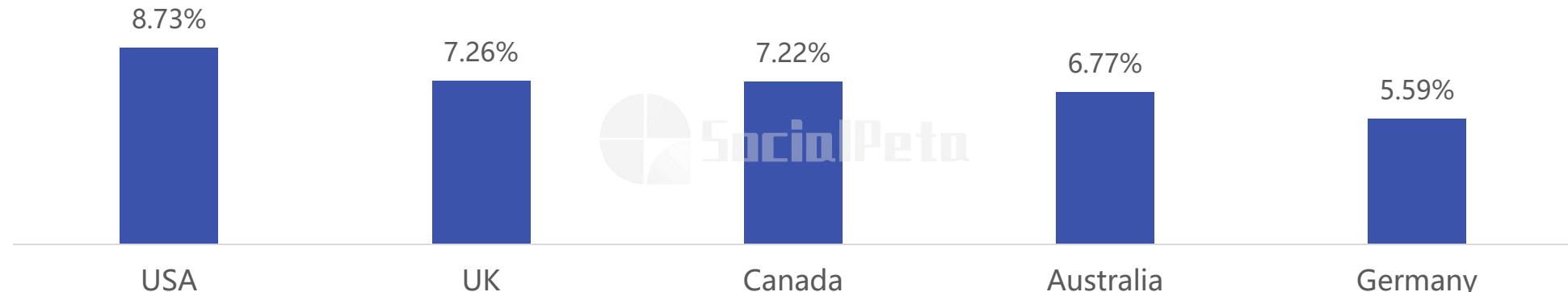


- 2021H1 has the highest volume of RPG, puzzle and casual material in the FB News Feed channel; in terms of region, the US region has the highest volume of material at 8.73%.

proportion of creatives volume by type of advertiser



proportion of creatives from top 5 countries



# FB News Feed——Top 10 mobile game advertisers



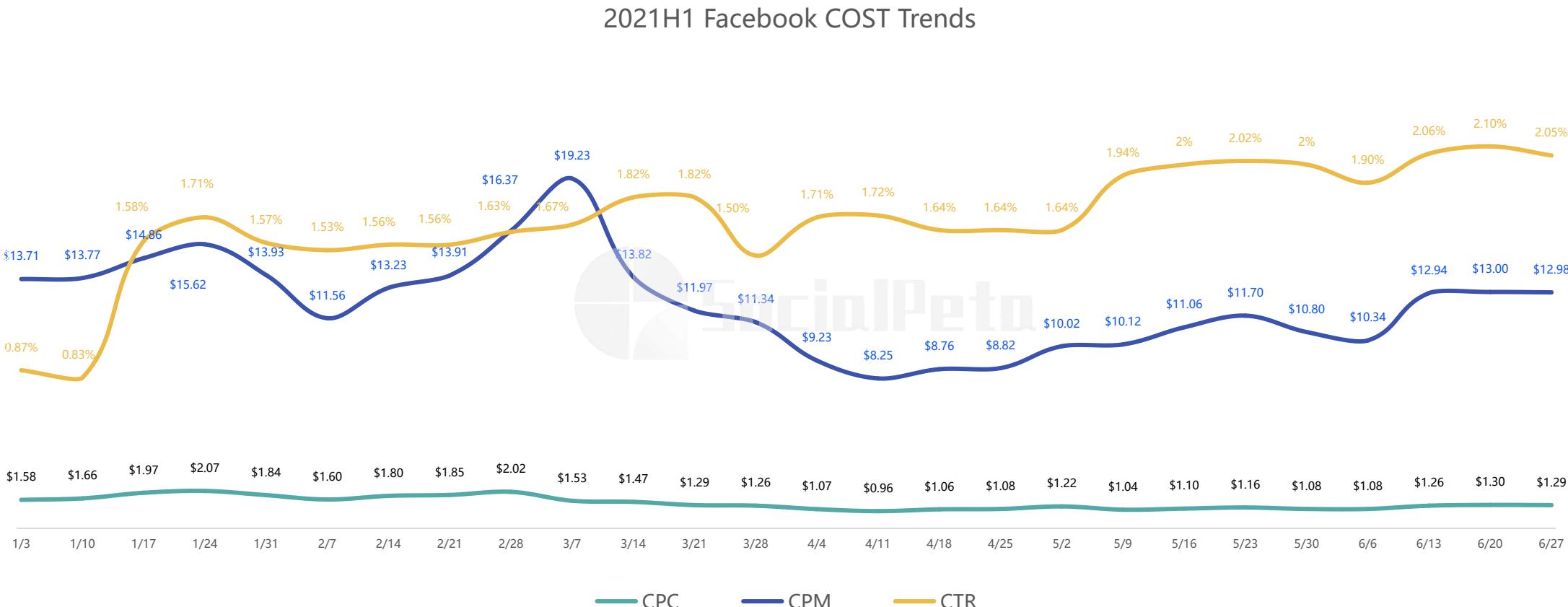
The top 10 advertisers are all from Chinese global game companies, of which SpinX Games has 4 products on the list

Advertisers	Publishers	Mobile	Type of game
 Cash Frenzy™	SpinX Games		Casino
 Jackpot World™	SpinX Games		Casino
 Cash Frenzy™	SpinX Games		Casino
 Idle Arks	BIANFENG		Casual
 Lotsa Slots	SpinX Games		Casino
 Jackpot World™	SpinX Games		Casino
 Mafia City	Youta Network		SLG
 Vegas Friends	SpinX Games		Casino
 Lotsa Slots	SpinX Games		Casino
 Rise of Empires	IM30.NET		SLG

# FB News Feed——Top 10 mobile game advertisers



The average CPC for 2021 H1 was \$1.89, up 128% YoY; the average CPM was \$14.71, up 128% YoY; and the average CTR was 1.78%, up 80% YoY



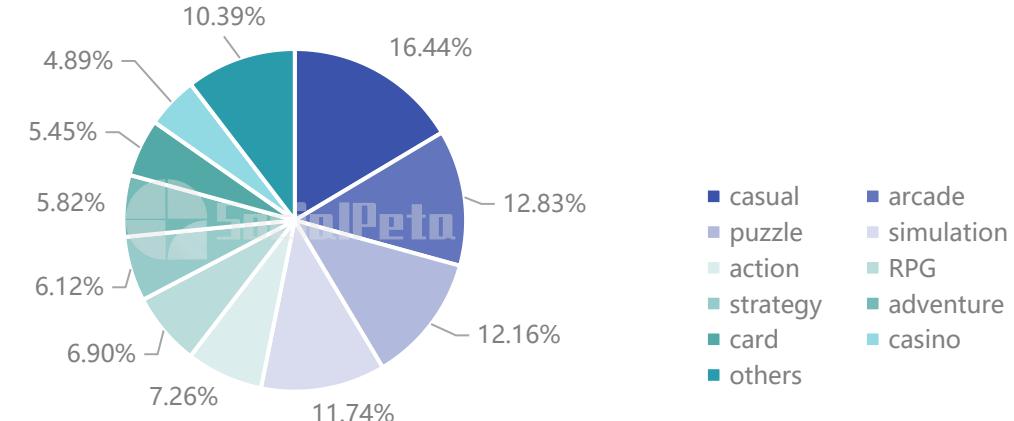
Source: SocialPeta backend data  
Date: 01/01/2021 - 06/30/2021

# Global Popular Networks——Google Ads (AdMob)



- 2021 H1 had the highest volume of puzzle game creatives in Google Ads (AdMob) at 16.44%; in terms of region, Canada had the highest volume of ads advertised at 18.7%.

proportion of creatives volume by type of advertiser



18.70%



Canada

17.33%



Australia

17.05%



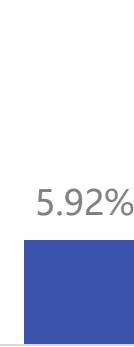
USA

15.19%



UK

5.92%



Japan

# Google Ads (AdMob) —— Top 10 mobile games advertisers



Yotta Games *Mafia City* is at the top of the list, with Chinese game studios has accounted for half on the list

Advertisers	Publishers	Mobile	Type of game
 Mafia City	Yotta Games		SLG
 MythWars & Puzzles	KarmaGame		Match 3& SLG
 Sudoku	Learnings		Puzzle
 Puzzles & Survival	37Games		Match 3 & SLG
 State of Survival	FunPlus		SLG
 Homescapes	Playrix		Match 3
 Fishdom	Playrix		Match 3
 Hero Wars	NEXTERS		Cards
 The Grand Mafia	Yotta Games		SLG
 Mobile Legends: Bang Bang	MOONTON		MOBA

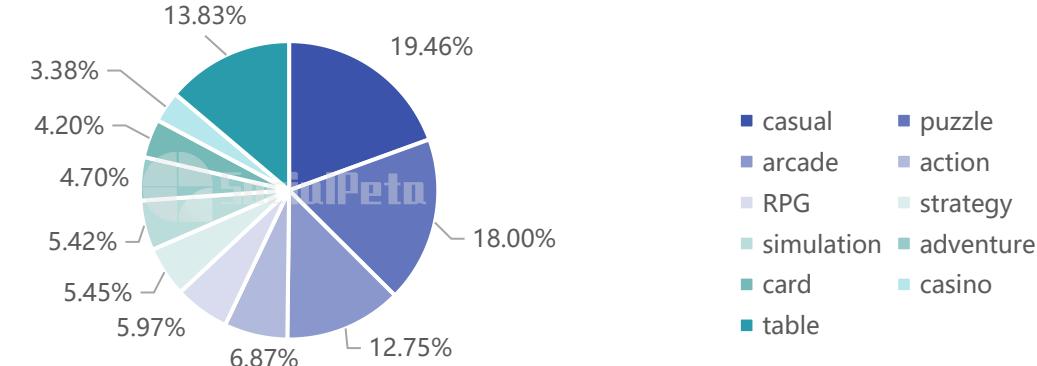
Source: SocialPeta - advertiser intelligence, deduped ads in descending order.  
Date: 01/01/2021 - 06/30/2021

# Global Popular Networks——Unity Ads (AdMob)

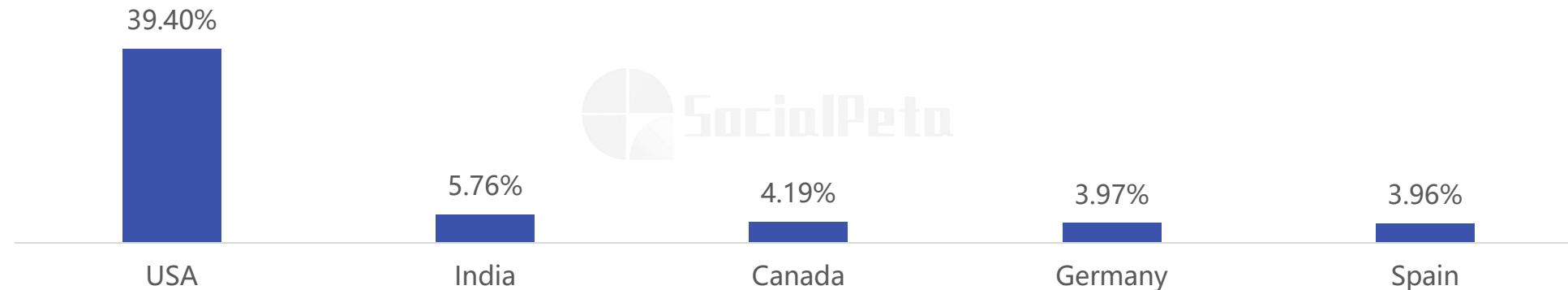


- 2021H1 has the largest share of casual material in Unity Ads at nearly a fifth of the volume; from a regional perspective, the US region has the highest share of creatives at nearly 40%.

proportion of creatives volume by type of advertiser



proportion of creatives from top 5 countries



# Unity Ads——Top 10 mobile game advertisers



Casual advertisers have a higher share of the channel's headlines, with OneSoft having 2 flight games on the list

Advertisers	Publishers	Mobile	Type of game
 Lords Mobile	IGG		SLG
 Brain Out	EYEWIND		Casual
 Tile Connect	BOKE		Casual
 1945 Air Force	OneSoft		Action, Shooting
 Empires & Puzzles	Small Giant Games		Match 3 & RPG
 Tile Master	BOKE		Casual
 Falcon Squad: Galaxy Attack	OneSoft		Action, Shooting
 1945 Air Force	OneSoft		Action, Shooting
 Super Bob's World	ONESOFT		Adventure
 Puzzles & Survival	37Games		Match 3 & SLG

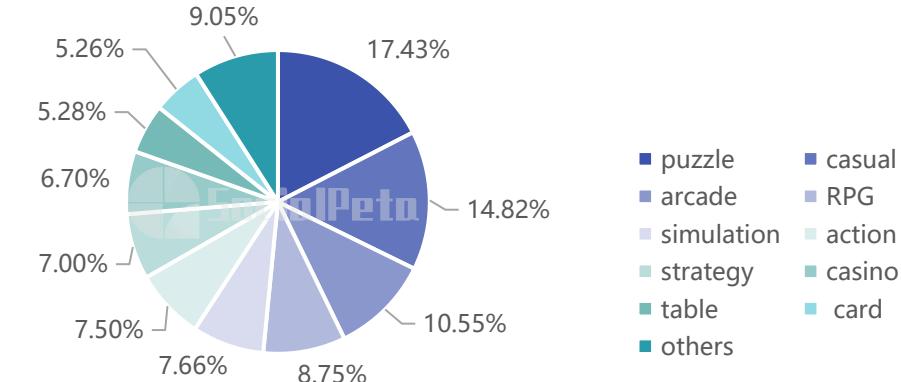
Source: SocialPeta - advertiser intelligence, deduped ads in descending order.  
Date: 01/01/2021 - 06/30/2021

# Global Popular Networks——Vungle



- 2021 H1 had the highest volume of Creatives in the puzzle category on the Vungle at 17.42%.
- In terms of region, the US had the highest volume of Creatives at 26.94%.

proportion of creatives volume by type of advertiser



proportion of creatives from top 5 countries



# Vungle——Top 10 mobile game advertisers



IGG's *Lords Mobile* has a strong advertising on Vungle, with ranking on both iOS and Android

Advertisers	Publishers	Mobile	Type of game
 Lords Mobile	IGG		SLG
 Age of Z Origins	Camel Games		SLG
 Hōchi Shōjo	C4 Games		Cards
 Lords Mobile	IGG		SLG
 Solitaire Cube	Tether		Cards
 Toon Blast	Peak		Casual
 Blackout Bingo	Big Run Studios		Casino
 Empires & Puzzles	Small Giant Games		Match 3 & RPG
 Royal Match	Dream Games		Puzzle
 Full House Casino	ME2ON		Casino

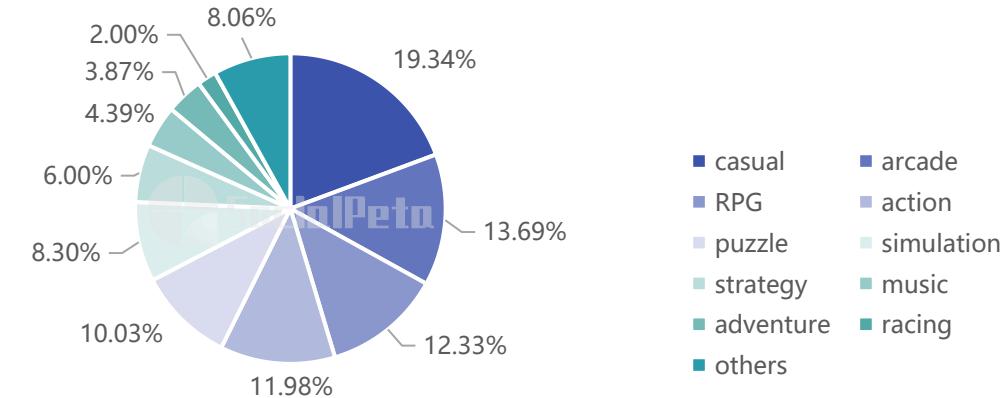
Source: SocialPeta - advertiser intelligence, deduped ads in descending order.  
Date: 01/01/2021 - 06/30/2021

# Global Popular Networks——TikTok

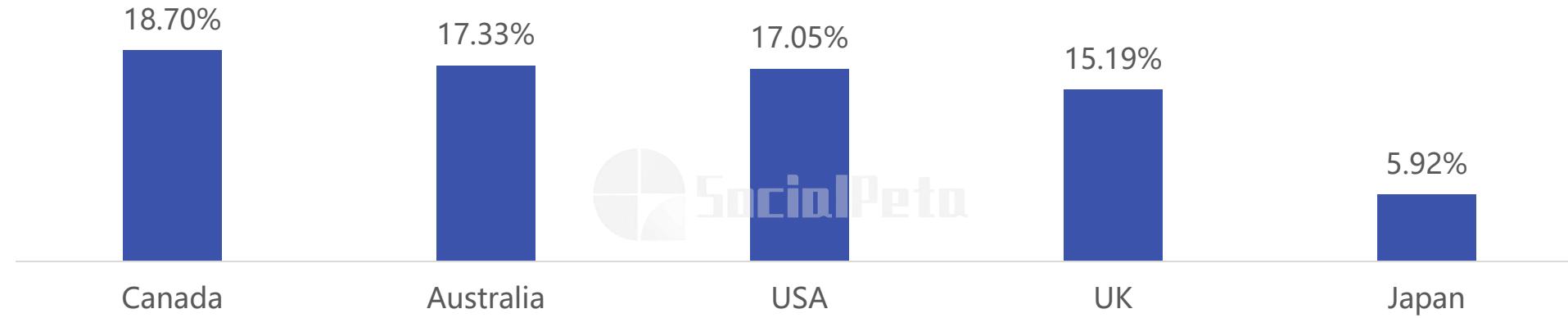


- 2021H1 had the highest volume of creatives in the puzzle category on TikTok, with 17.42%.
- In terms of region, the US region had the highest volume of creatives at 26.94%.

proportion of creatives volume by type of advertiser



proportion of creatives from top 5 countries



# TikTok——Top 10 mobile games advertisers



3 hyper-casual games on the list are promoted on TikTok, short video has become the main form for hyper-casual games advertising

Advertisers	Publishers	Mobile	Type of game
 Merge Snake!	WePie Team		Casual
 Idol Party	i-games		Music
 Age of Z Origins	Camel Games		SLG
 High Heels!	Rollic Games		Casual
 Ball Sort Puzzle	IEC		Casual
 Brain Out	EYEWIND		Casual
 Magic Kento	4399		RPG
 Save them all	FTY		Casual
 Pokémon GO	Niantic		RPG
 Song of the Clouds	SpringGame		RPG

Source: SocialPeta - advertiser intelligence, deduped ads in descending order.  
Date: 01/01/2021 - 06/30/2021

03

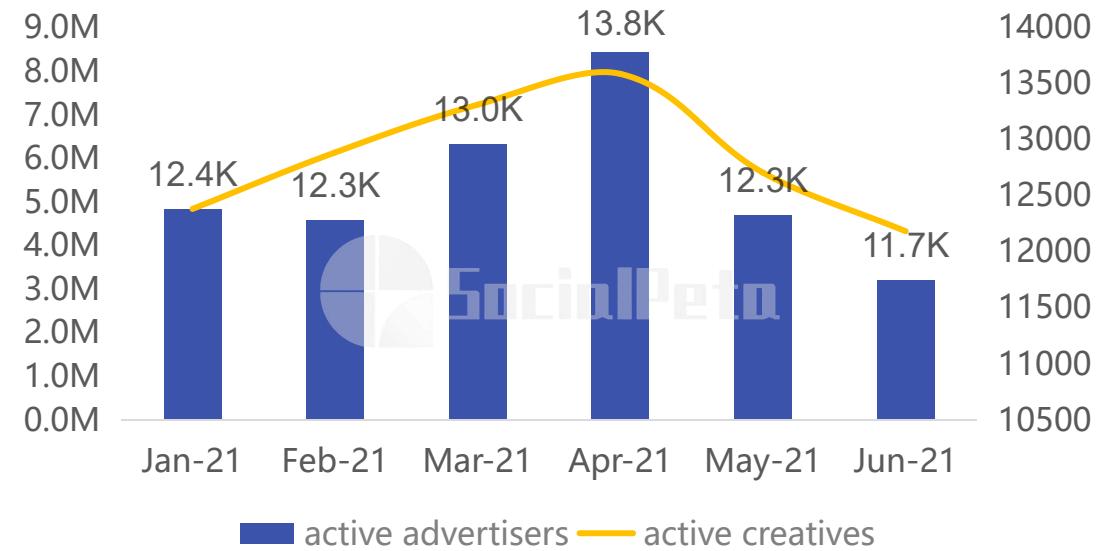
## Global Top Regions Insight



## Top 10 mobile games

Advertisers	Publishers	Mobile	Type of game
 Cash Frenzy™	SpinX Games		Casino
 Cash Frenzy™	SpinX Games		Casino
 Idle Arks	Bianfeng		Casual
 Jackpot World™	SpinX Games		Casino
 Idle Arks	Bianfeng		Casual
 Rise of Empires	IM30.NET		SLG
 Coloring Book	Doodle Mobile		Coloring
 Vegas Friends	SpinX Games		Casino
 Jackpot World™	SpinX Games		Casino
 Jackpot Crush	SpinX Games		Casino

## Monthly US mobile game advertising in USA

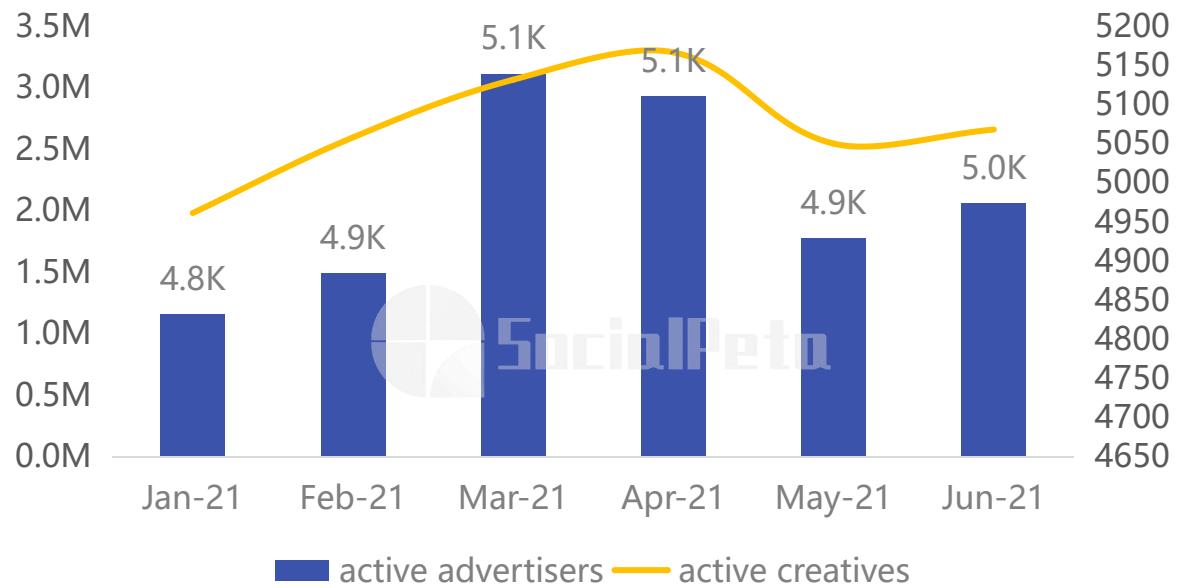


- Casino games are advertised extremely strongly in the US, while the US top advertisers are still full of Chinese global game studios.
- The average number of active advertisers in the US remained at 12.5K per month in 2021 H1; in April, the number of advertisers in the US peaked at around 13.8K.
- The average monthly volume of creatives is over 6M, making it top country by the volume of creatives.

## Top 10 mobile games

Advertisers	Publishers	Mobile	Type of game
 Hero Wars	Nexters		Cards
 Mergical	Betta Games		Casual
 Mergical	Betta Games		Casual
 Last Shelter: Survival	IM30.NET		SLG
 The Rising Directory - Sengoku	Yoozoo Games		RPG
 Kitten Match	Magic Prime		Match 3
 Kitten Match	Magic Prime		Match 3
 Jackpot World™	SpinX Games		Casino
 Gardenscapes	Playrix		Match 3
 Project Makeover	MAGGIE TAI MAN		Match 3

## Monthly mobile game advertising in Japan

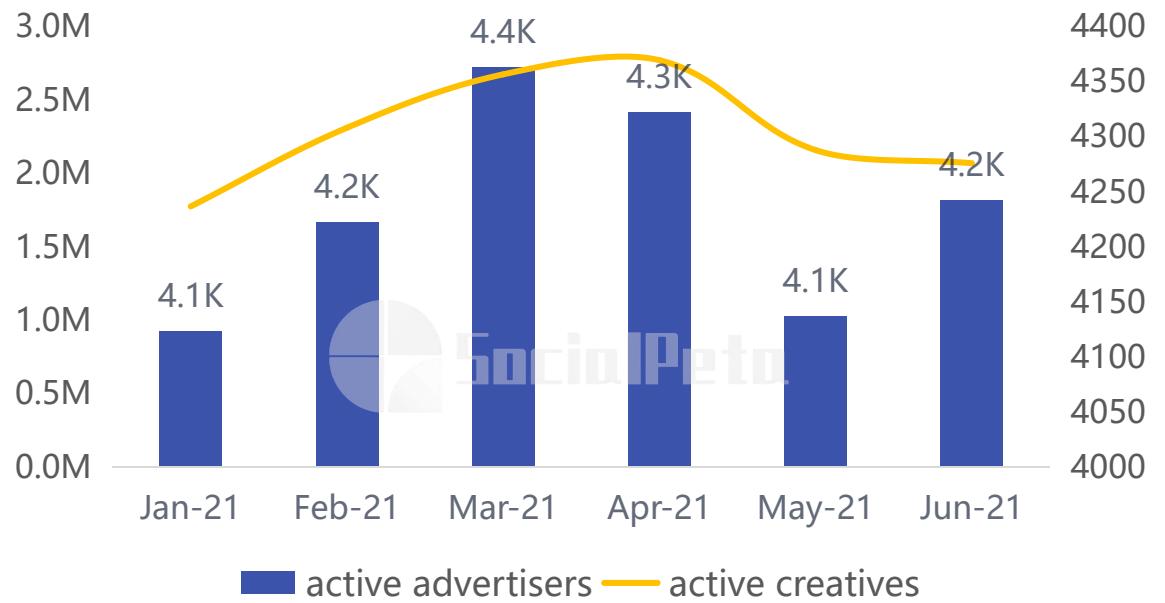


- The top list in Japan is dominated by RPG and casual match 3 advertisers.
- The average monthly number of advertisers in Japan remains at 5K and the average monthly number of creatives remains at 2.6M in 2021 H1.

## Top 10 mobile games

Advertisers	Publishers	Mobile	Type of game
 짐삼국	Icebird Games		Cards
 Mergical	Betta Games		Casual
 Idle Arks	Bianfeng		Casual
 Mergical	Betta Games		Casual
 원펀맨:최강의 남자	Beijing Ourpalm		Cards
 원펀맨:최강의 남자	Beijing Ourpalm		Cards
 삼국지 전략판	EJOY		SLG
 Idol Party	i-games		Music
 Guns of Glory: The Iron Mask	FunPlus		SLG
 Hero Wars	Nexters		Cards

## Monthly mobile game advertising in Korea



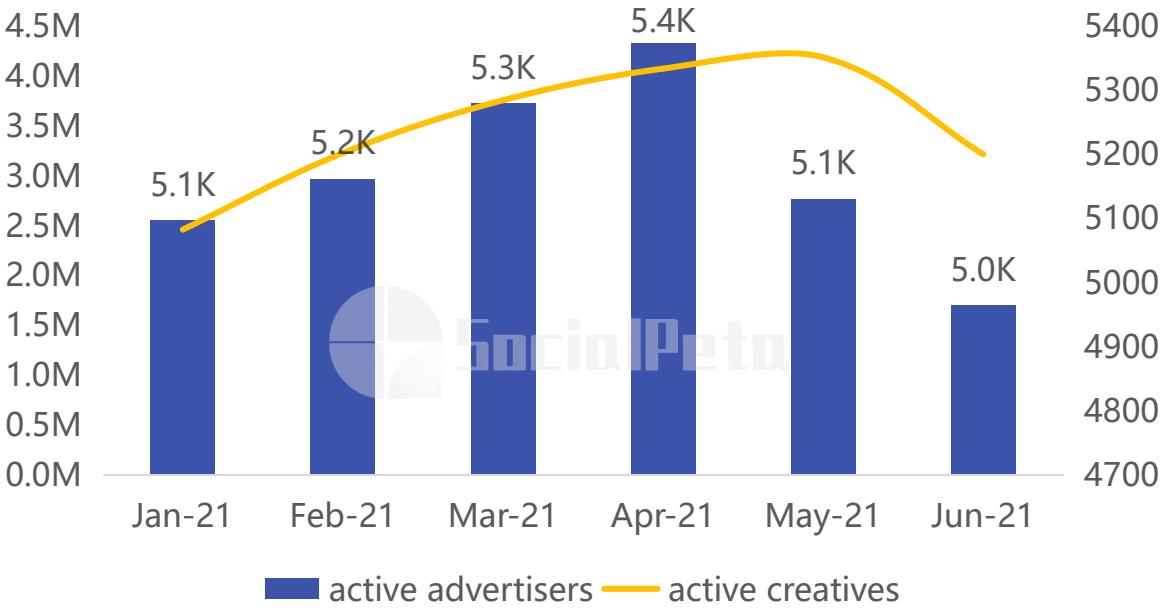
- Card, casual and SLG games have been strongly promoted by ads in Korea.
- The average monthly number of advertisers in the Korea remained at 4.2K and the average monthly number of advertising creatives remained at 2.2M in 2021H1.

## Top 10 mobile games

Advertisers	Publishers	Mobile	Type of game
 Jackpot World™	SpinX Games		Casino
 Legend of Cloud	SpringGame		RPG
 Legend of Cloud	SpringGame		RPG
 Jackpot World™	SpinX Games		Casino
 聖鬥士星矢：正義傳說	Hoolai		Casual
 Rise of Empires	IM30.NET		SLG
 新仙俠：起源	SKYFUN		RPG
 聖鬥士星矢：正義傳說	Hoolai		Cards
 Vegas Friends	SpinX Games		Casino
 Idle Arks	Bianfeng		Casual

Source: Broadly large, obtained based on backend crawl data statistics; advertisers ranked according to the number of crawled material after de-weighting  
Date Range: 2021/1/1~2021/6/30

## Monthly mobile game advertising in Hong Kong, Macau and Taiwan

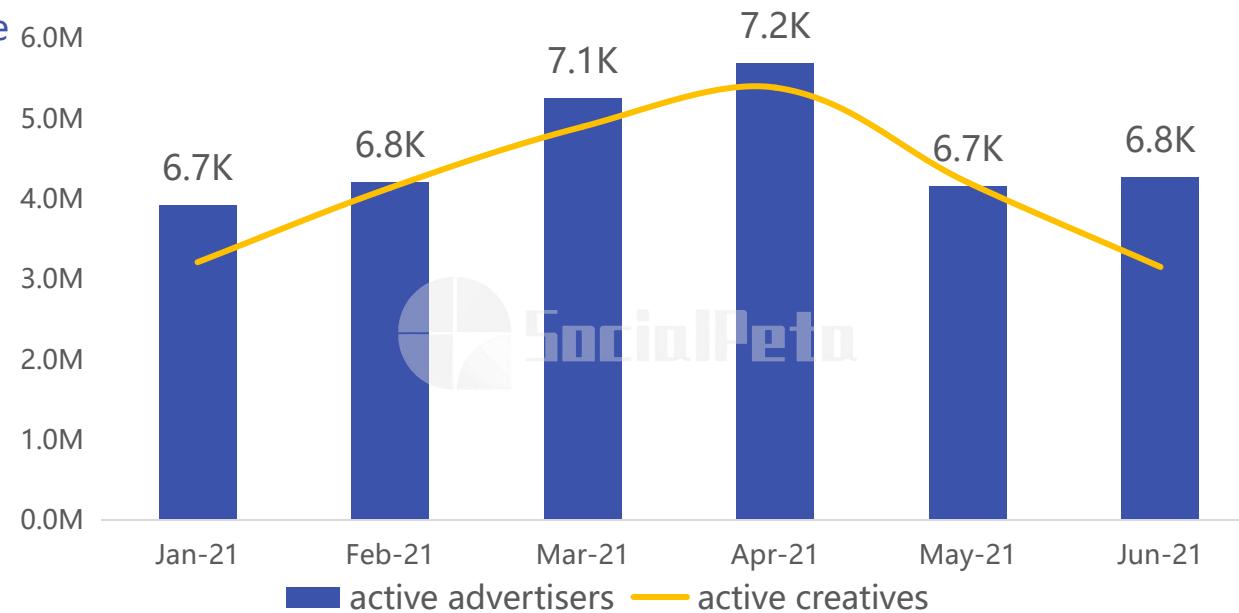


- New advertisers in the three regions placing extremely strongly, with both Legend of Cloud and Saints Row: Legends of Justice on the list as new promotion for 2021.
- The average monthly number of advertisers in the three regions remained at 5.1K in 2021H1, and the average monthly number of creatives remained at 3.4M.
- In terms of trends, the volume of creatives and the number of advertisers in Hong Kong, Macau and Taiwan grew very significantly in 2021H1, exceeding 5.4K in April.

## Top 10 mobile games

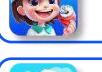
Advertisers	Publishers	Mobile	Type of game
 Jackpot World™	SpinX Games		Casino
 Gaple	Fingertip Network		Casino
 Idle Arks	Bianfeng		Casual
 Sniper 3D	Wildlife Studios		Shooting
 Jackpot World™	SpinX Games		Casino
 Rise of Kingdoms	Lilith Games		SLG
 Sniper 3D	Wildlife Studios		Shooting
 ONE PUNCH MAN: The Strongest	Beijing Ourpalm		Cards
 Rise of Kingdoms	Lilith Games		SLG
 Mafia City	Yotta Games		SLG

## Monthly mobile game advertising in South East Asia

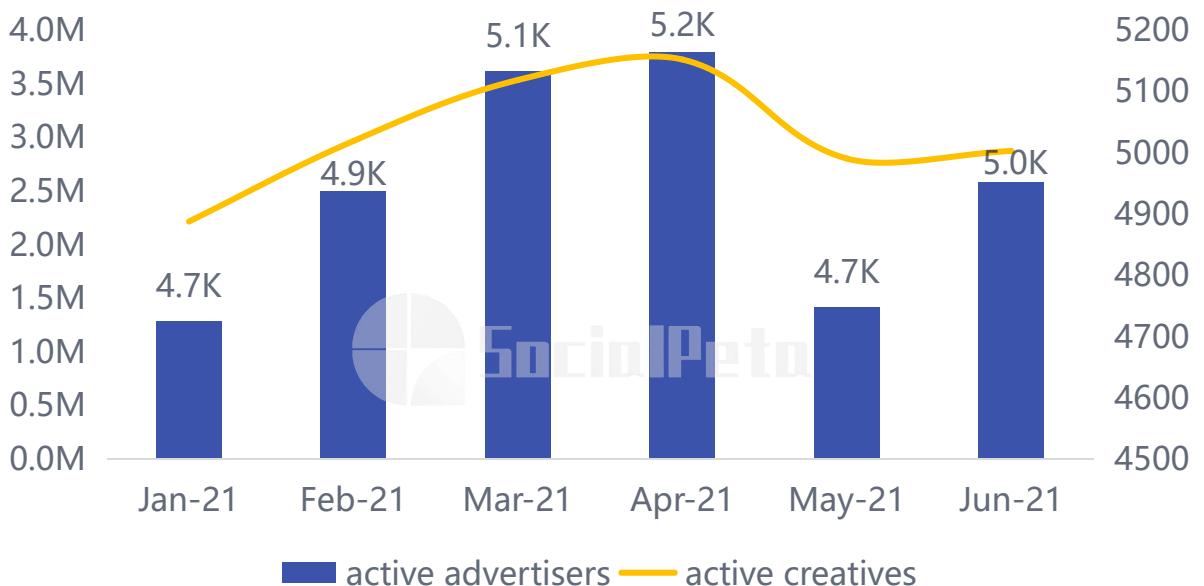


- Chinese casino games advertised ads in Southeast Asia extremely strongly.
- The average monthly number of advertisers in the SEA remains at 6.8K and the average monthly number of creatives remains at 4.1M in 2021H1.

## Top 10 mobile games

Advertisers	Publishers	Mobile	Type of game
 Idle Arks	Bianfeng		Casual
 Idle Arks	Bianfeng		Casual
 Sniper 3D	Wildlife Studios		Shooting
 Rise of Kingdoms	Lilith Games		SLG
 Rise of Kingdoms	Lilith Games		SLG
 Mafia City	Yotta Games		SLG
 Hero Wars	Nexters		Cards
 Sniper 3D	Wildlife Studios		Shooting
 Mergical	Betta Games		Casual
 Idle Island	Bianfeng		Casual

## Monthly mobile game advertising in CIS



- SLG, action shooting games advertised ads strongly in CIS.
- The average monthly number of advertisers in the CIS region remains at 5K and the average monthly number of creatives remains at 3.0M in 2021H1.

04

## Popular Mobile Game Creative Features

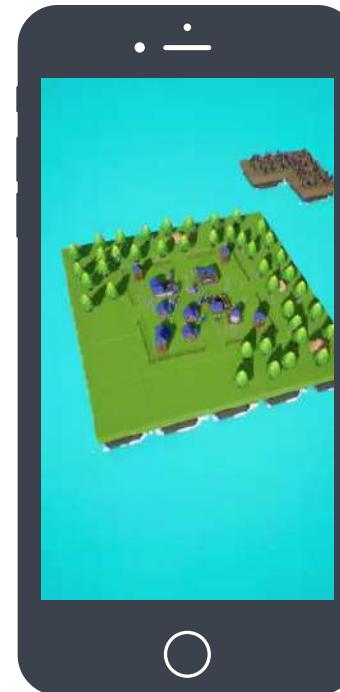
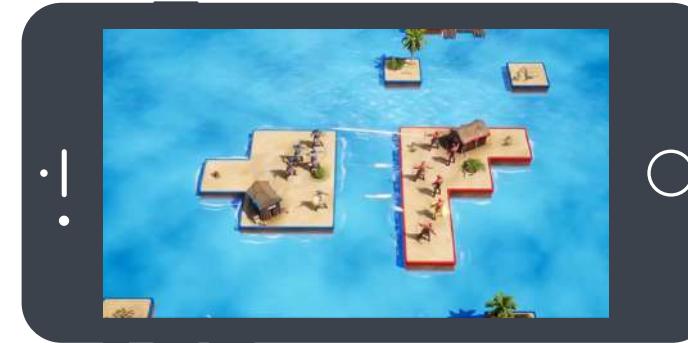


# 2021 H1 Popular SLG Creative Features - Maritime platform warfare



This type of creatives has been gaining attention due to the popularity of the game "Pokémon Go", which combines casual elements with strategic ones.

It attracts the viewer's sight and make them want to download the game.



Top War: Battle Game  
River Game



Estimated Impression: 2M Duration: 21 Popularity: 200  
Networks: FB News Feed  
Dimensions: 854 \* 854

Rise of Empires  
Longjoys



Estimated Impression: 293K Duration: 42 Popularity: 142  
Networks: Google Ads  
Dimensions: 640 \* 360

Lords Mobile  
IGG



Estimated Impression: 569K Duration: 87 Popularity: 278  
Networks: FB News Feed  
Dimensions: 240 \* 426

# 2021 H1 Popular SLG Creative Features - Inspiration from client games



Creatives similar to client games is very attractive to experienced gamers.

SLG mobile games are usually hard-core games with a high degree of overlap with client game players, and creatives similar to client games can help them attract precise target players.



Analogous "spinning tyres"  
Creatives



Estimated Impression: 71K Duration: 25 Popularity: 83

Networks: Messenger

Dimensions: 640 \* 640

Analogous "Command &  
Conquer" Creatives



Estimated Impression: 40K Duration: 15 Popularity: 98

Networks: Google Ads

Dimensions: 640 \* 360

Analogous "Assassin's Creed" -  
like naval creatives



Estimated Impression: 2M Duration: 155 Popularity: 768

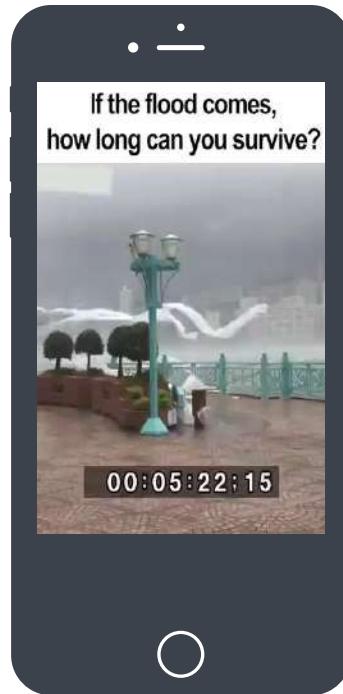
Networks: Google Ads

Dimensions: 1280 \* 720

# 2021 H1 Popular Casual Creative Features - Gameplay extensions



Creatives for casual games is generally based on Gameplay, but with constant creative innovation, gameplay creatives with extended elements will make the interactive data of advertising better.



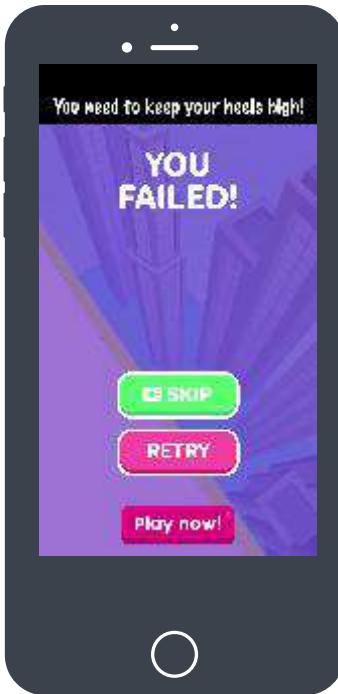
The opening attracts the playing of short videos



Estimated Impression: 7M Duration: 292 Popularity: 999

Networks: FB News Feed

Dimensions: 340 \* 426



Demonstration of "brain-dead" operation



Estimated Impression: 1M Duration: 76 Popularity: 640

Networks: Mintegral (Mobvista)

Dimensions: 1080 \* 1920



Lure of tangible prizes



Estimated Impression: 2M Duration: 99 Popularity: 762

Networks: Google Ads (AdMob)

Dimensions: 720 \* 720

# 2021 H1 Popular MMO Creative Features - Showcase of roles



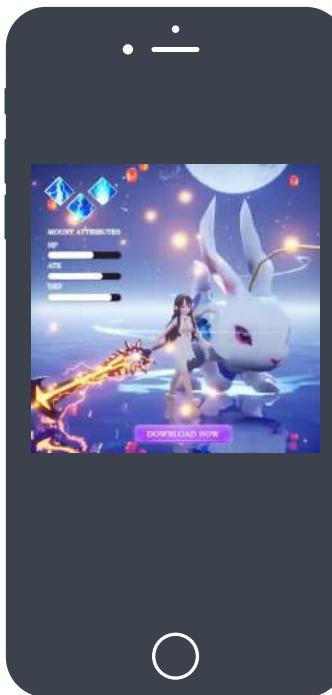
Occupation, identity and powerful skill display, providing players with a variety of options in order to attract target players who like different characters such as cool, hazy and elegant. Moreover, the proportion of female users in this type of mobile game is currently showing a growing trend.



Dragon Storm Fantasy  
Guangzhou Yi Phantasy



Estimated Impression: 322K Duration: 48 Popularity: 259  
Networks: Google Ads  
Dimensions: 640 \* 360



Rainbow Story  
Guangzhou Sky Tour



Estimated Impression: 308K Duration: 44 Popularity: 240  
Networks: Messenger  
Dimensions: 640 \* 640



Song of the City on Cloud  
37 Hootsuite

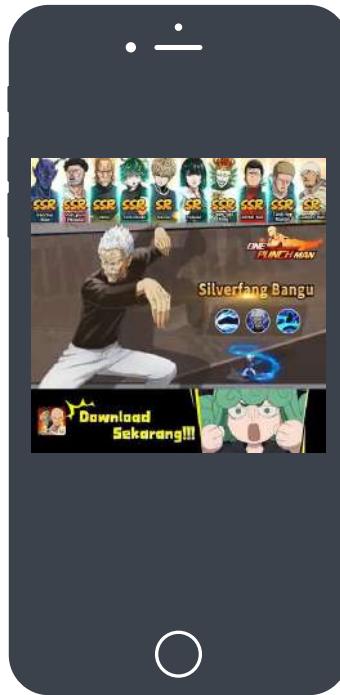


Estimated Impression: 595K Duration: 65 Popularity: 263  
Networks: Audience Network  
Dimensions: 1280 \* 720

# 2021 H1 Popular Cards Creative Features - Powerful cards on display



These creatives generally show the feature of the card and then focus on showing the character's skills in the game.



ONE PUNCH MAN  
PDA



Estimated Impression: 18M Duration: 241 Popularity: 999

Networks: FB News Feed  
Dimensions: 400 \* 400

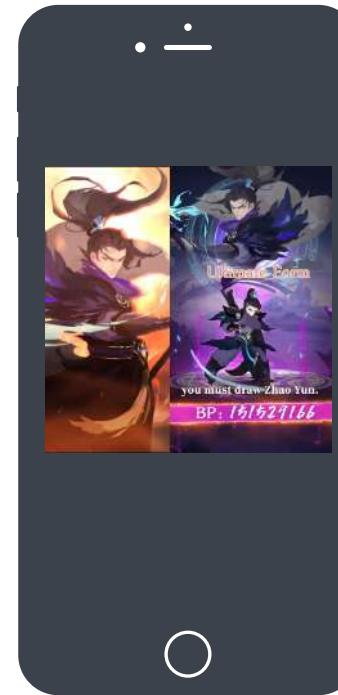


짠삼국  
Guangzhou Icebird



Estimated Impression: 805K Duration: 69 Popularity: 392

Networks: Messenger  
Dimensions: 426 \* 426



Ode To Heroes  
Chengdu Jouhang



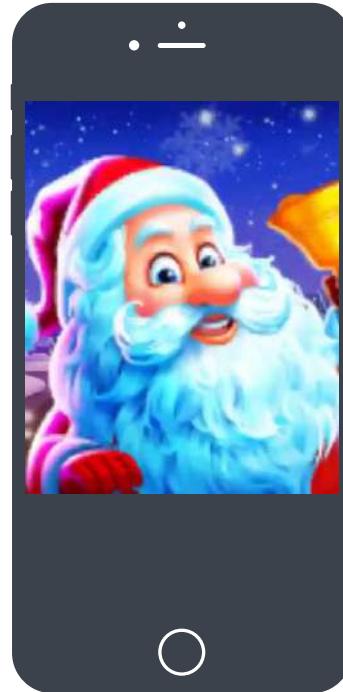
Estimated Impression: 5M Duration: 50 Popularity: 848

Networks: Audience Network  
Dimensions: 640 \* 640

# 2021 H1 Popular Casino Creative Features - Holiday elements



Christmas creative is often appear: Santa Claus, reindeer, Christmas trees, etc., applicable to most regions.



Tycoon Casino™  
Triwin Inc.



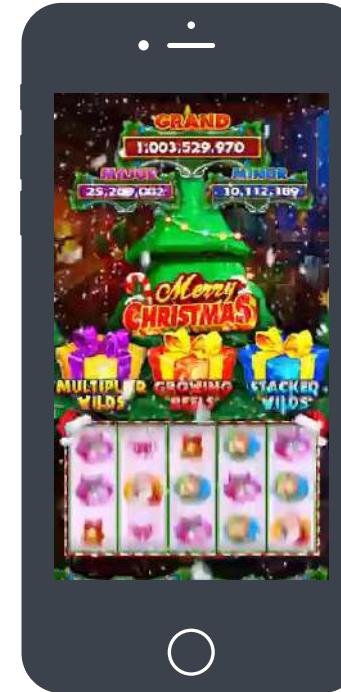
Estimated Impression: 525K Duration: 69 Popularity: 484  
Networks: FB News Feed  
Dimensions: 340\*426



Poker World Mega Billions  
Wonderful Moment(HK) Limited



Estimated Impression: 9K Duration: 3 Popularity: 53  
Networks: Audience Network  
Dimensions: 426\*426



Cash Link  
Madness Limited

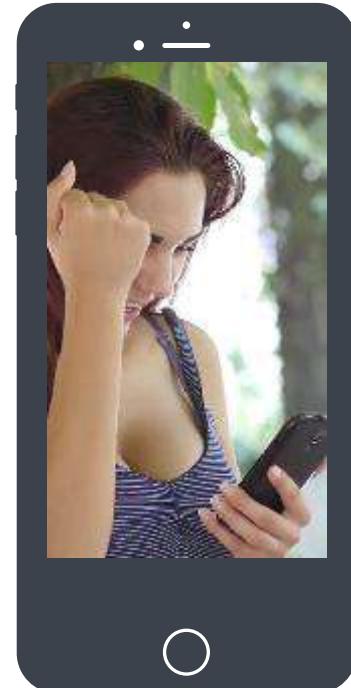


Estimated Impression: 18K Duration: 6 Popularity: 57  
Networks: Instagram  
Dimensions: 240\*426

# 2021 H1 Popular Casino Creative Features - Live action creatives



This type of creative has been gaining attention due to the popularity of the game "Pokémon Go", which combines casual elements with strategic ones, attracting viewers' sight and making them want to download the game.



**Luxy Poker**  
Gamesofa Global Inc.



Estimated Impression: 5M Duration: 60 Popularity: 848

Networks: FB News Feed  
Dimensions: 400\*224

**Mahjong·Golden Horse·Slots**  
Bonus Winner Online Entertainment Co., Ltd.



Estimated Impression: 4M Duration: 58 Popularity: 770

Networks: FB News Feed  
Dimensions: 1280\*720

**Zynga Poker**  
Zynga



Estimated Impression: 4M Duration: 6 Popularity: 620

Networks: Google Ads  
Dimensions: 406\*720

PART **04**



# 2021 H1 Global Mobile Application Market Review

## Oceania sees a surge in the number of mobile apps

- Over 60K cumulative mobile app advertisers were captured in Oceania in the first half of 2021, an increase of 35.4% over the same period last year and the largest increase of any region.
- The largest number of advertisers in the lifestyle category, with a total of over 9,700, up 2,000 on the same period last year

## Global influence of Chinese apps

- Social live streaming apps are an area that Chinese development companies good at, so many live streaming formats that are hot in China have also exploded due to Chinese social live streaming apps going global, the most prominent of which is the live PK format.
- Reading apps are also one of the best category for Chinese development companies, especially the romance novels.

## Social apps prefer Google Ads channel

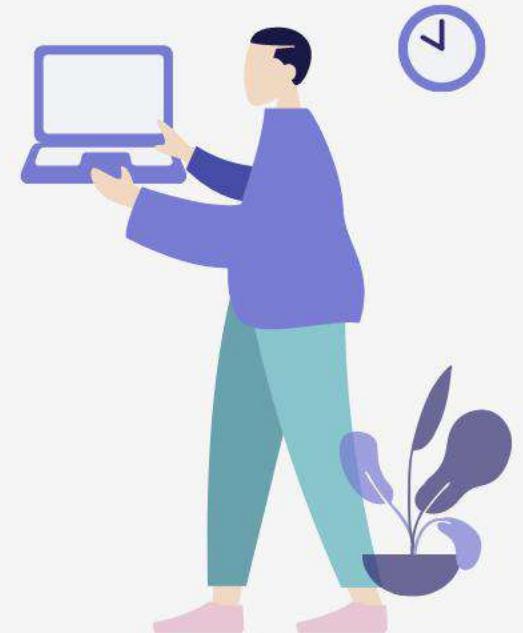
- According to SocialPeta's data capture of media buying for non-game apps in the first half of the year, 6 of the top 10 advertisers in Google Ads channels are social applications
- More than 2,000 social advertisers are placing creatives on Google Ads, and social creatives is the second most popular type of non-game apps in the channel.

## Increased investment of media buying in education apps

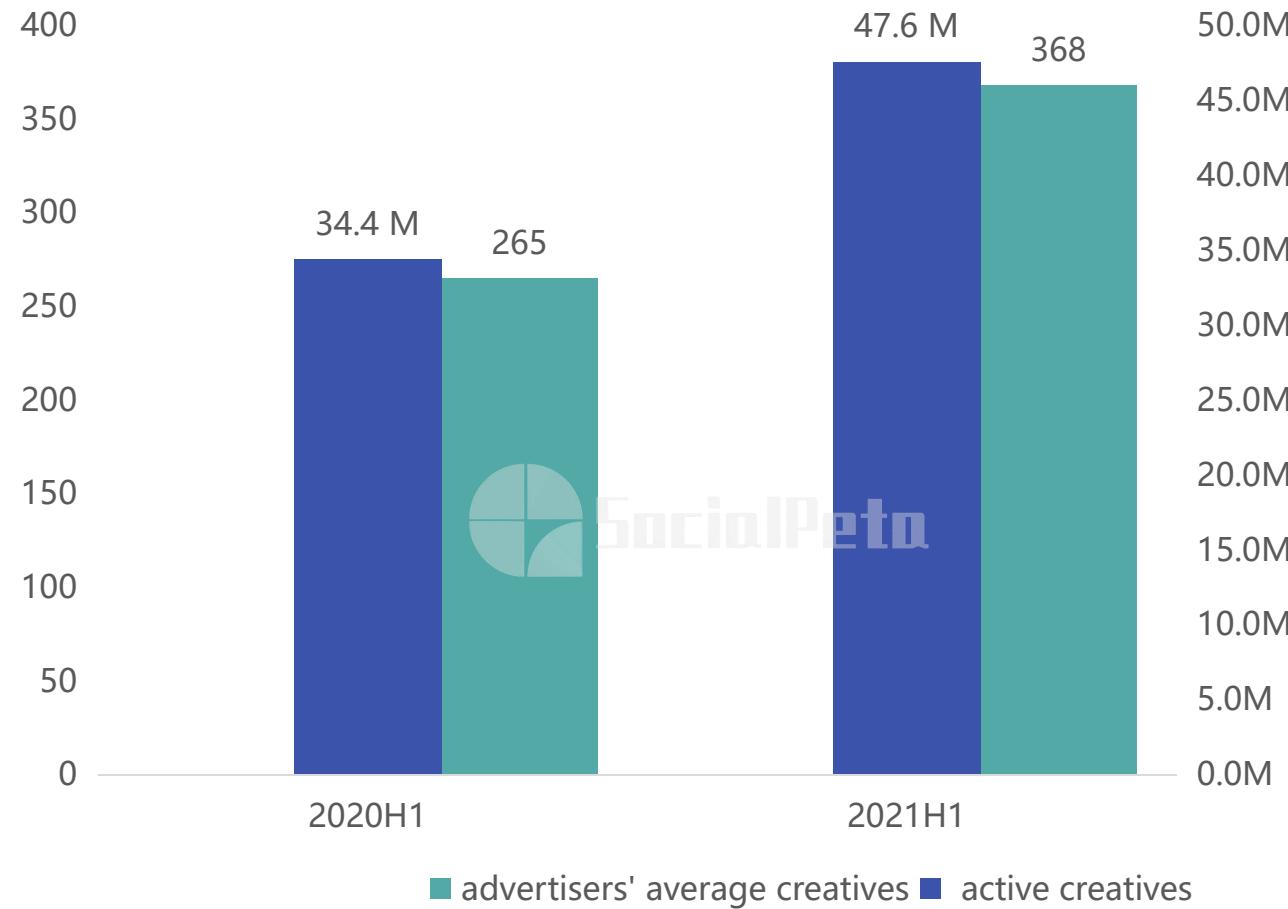
- The Covid-19 has given many people a longer period of freely allocatable time, which, combined with measures to limit social distance in many countries, the intensity of the launch of educational apps has also been significantly increased
- Some of the more prominent ones are the language learning app Duolingo and the Spanish video course app Domestika.

01

# Global Non-game Apps Media Buying Overview



# 2021 H1 Global Non-game Apps Media Buying Overview



- **Average number of creatives for advertiser**

2021 H1 cumulative captured data of advertisers exceeded 129K, with a single advertiser placing 368 pieces of creatives, up 39% on the same period last year

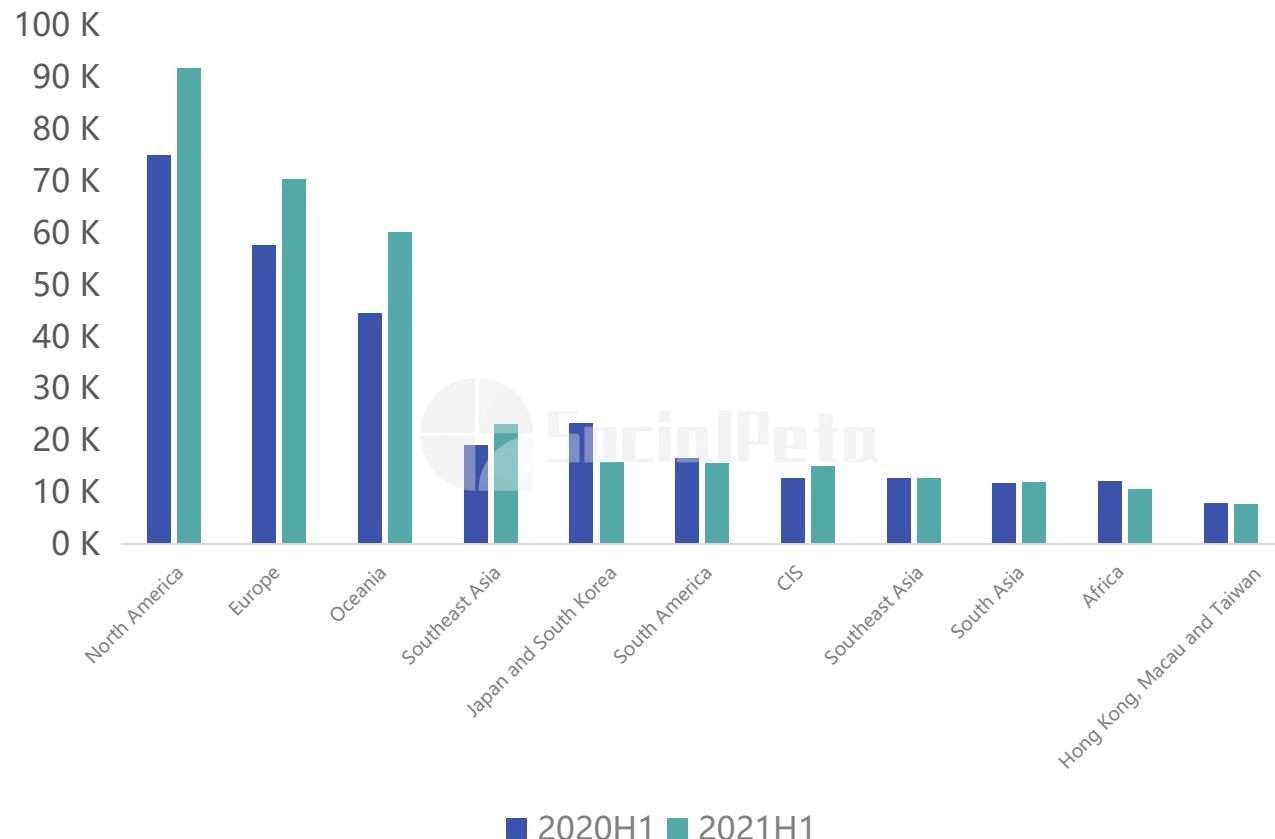
- **Active creatives**

Cumulative captured data of over 47.6M of ad creatives in 2021 H1, up 38% on the same period last year

# 2021 H1 Global mobile app media buying overview



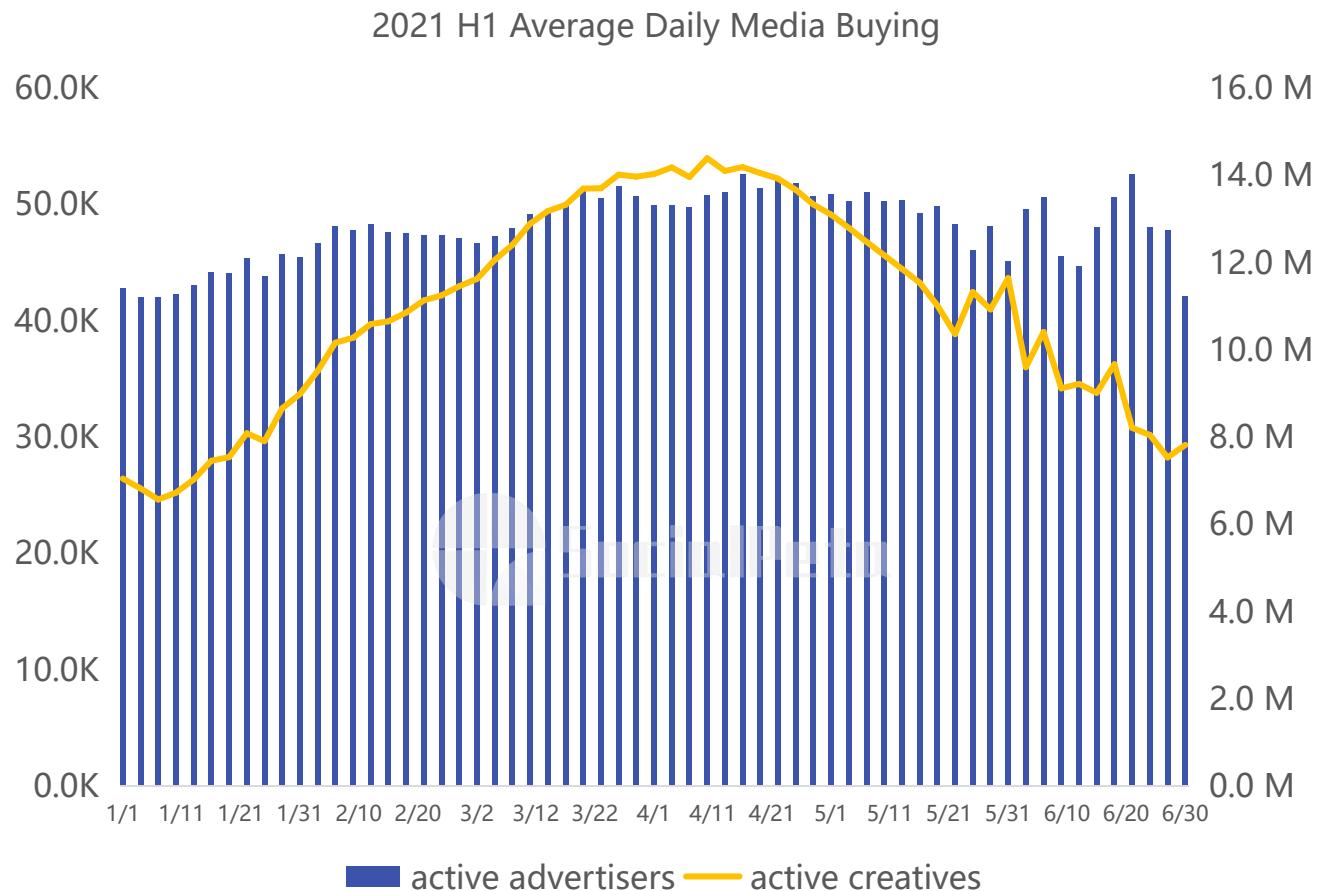
Number of active advertisers by region



- The Oceania region captured over 60K advertisers in the first half of the year, an increase of 35.4% year-on-year, the most significant growth among all regions.

- This was followed by Europe and the Americas, both of which also saw more significant growth in the number of advertisers in non-game apps.

# 2021 H1 Global Non-game Apps Media Buying Overview



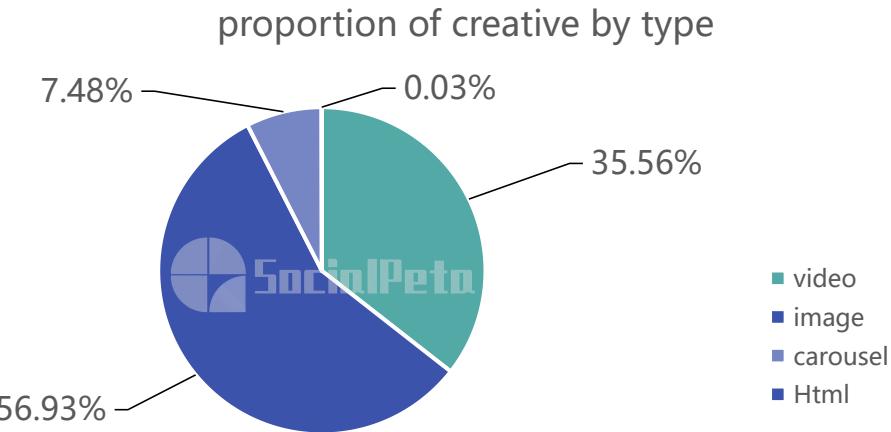
- The average daily active advertiser in the global non-game apps in 2021 H1 is 48K and the average daily number of creatives is nearly 11M

- The highest single day active advertiser exceeded 51K.

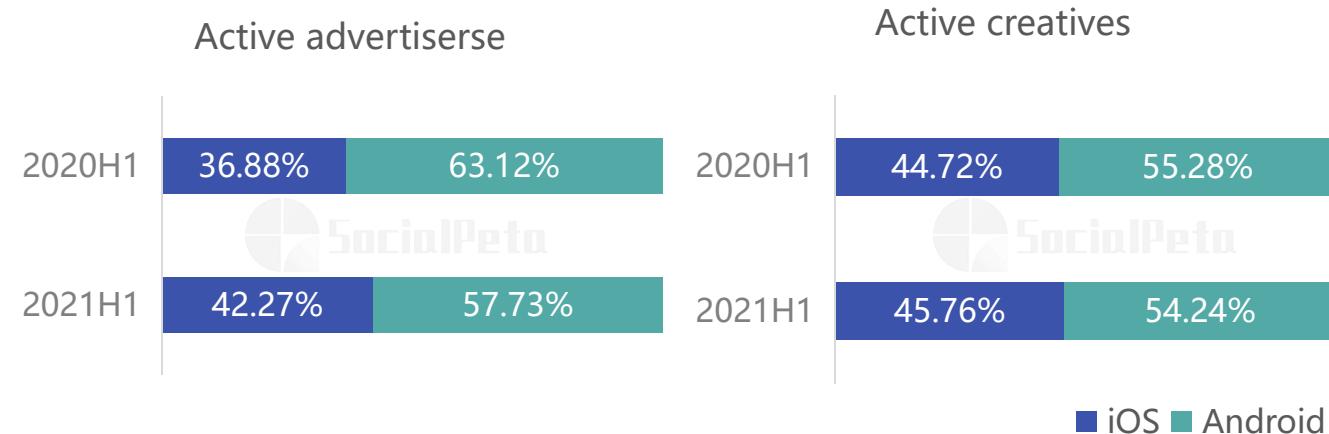
# 2021 H1 Overview of the types of creatives in Non-game apps



- Non-game apps creatives are mainly in the form of images,, accounting for over 50% of the total number of creatives.

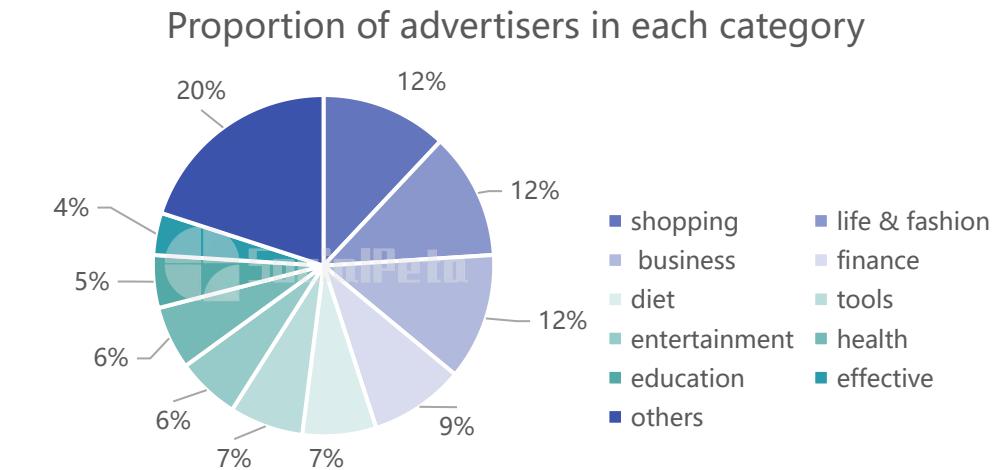


- The proportion of non-game app advertisers on iOS increased by 6% this year, and the proportion of creatives for both IOS and Android remained the same as the same period last year.

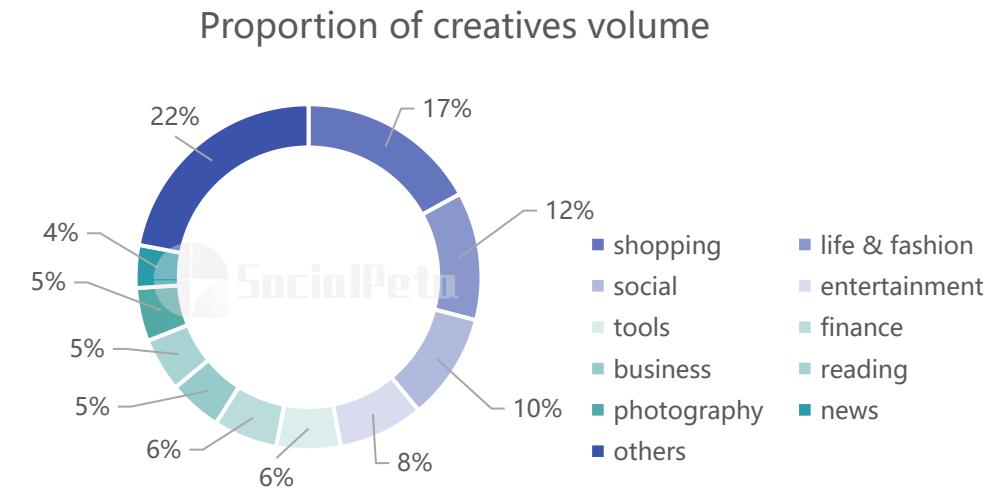


# 2021 H1 Overview of media buying by type of Non-game apps

- In terms of the number of advertisers, the shopping, lifestyle and business office app make up the largest proportion.



- In terms of number of creatives, social apps had the highest volume of media buying, followed by photography and reading tool app advertisers.

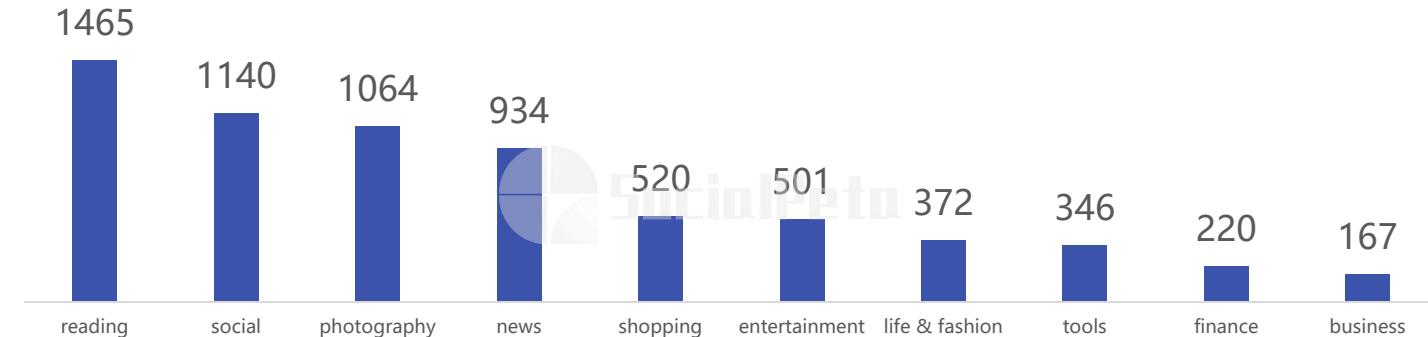


# 2021 H1 Overview of media buying by type of Non-game apps



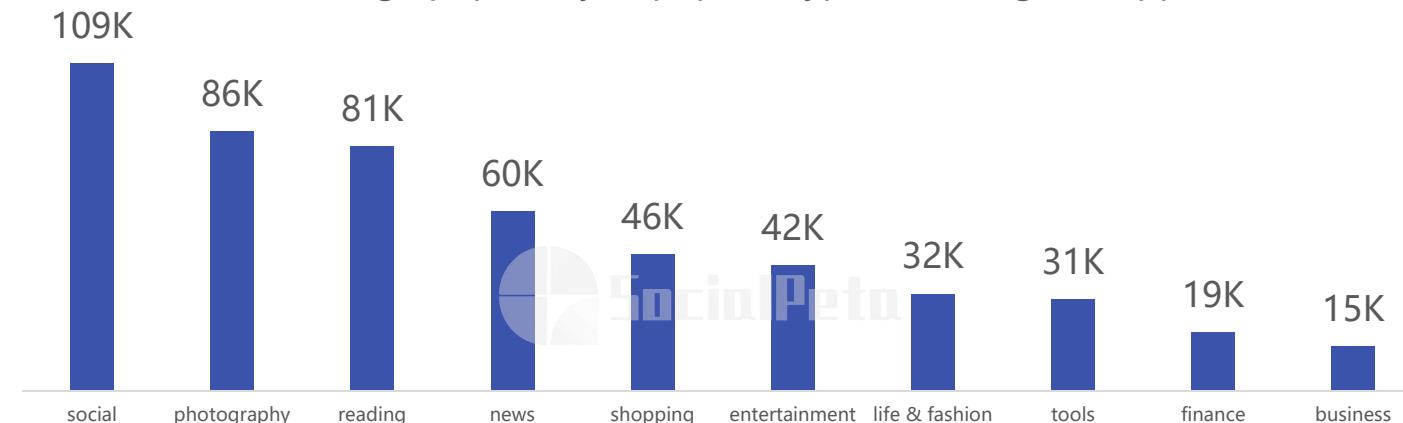
Average creatives volume of popular types of non-game apps

- In terms of creatives volume, the reading, social and photography categories all have average creatives volumes of over 1,000.



Average popularity of popular types of non-game apps

- In terms of popularity averages, social app creative performs best overall, followed by photography and reading creative.



# 2021 H1 Top 30 non-game apps for media buying



News and social apps dominate the top of the charts

## Application Name Type

1 News Break	News
2 Instagram	Social
3 IGTV from Instagram	Entertainment
4 Duolingo	Education
5 WhatsApp Messenger	Communication
6 Google Authenticator	Tools
7 Messenger	Social
8 Dreame	Reading
9 Wolt: Food delivery	Diet
10 Shopee	Shopping
11 Opera News	News
12 Domestika	Education
13 SHEIN	Shopping
14 Uplive	Social
15 Speedd	Shopping

iOS

## Application Name Type

16 AliExpress	News
17 Flipread	Life
18 TripleNS: Photo Translator	Tools
19 Flamingo Shop	Shopping
20 Bravonovel	Reading
21 IvRose	Shopping
22 Lilacnovel	Reading
23 immowelt	Efficiency
24 F Circle	Tools
25 Nebula	Life
26 FoxNovel	Reading
27 Chic Me	Shopping
28 WidgetBox	Life
29 TikTok	Entertainment
30 Uber Eats	Diet

iOS

## Application Name Type

1 News Break	News
2 Duolingo	Education
3 Instagram Lite	Social
4 Kwai	Social
5 Google Authenticator	Tools
6 Opera News	News
7 SnackVideo	Social
8 Public	Social
9 Messenger	Social
10 TikTok	Entertainment
11 FileMaster	Tools
12 Instagram	Social
13 Dreame	Reading
14 Opera News Lite	Entertainment
15 AliExpress	Shopping

Android

## Application Name Type

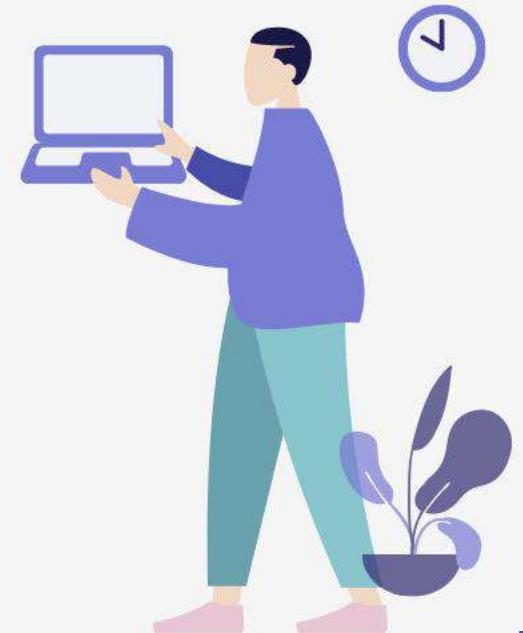
16 Shopee	News
17 Wolt: Food delivery	Diet
18 Domestika	Education
19 One Security	Tools
20 Innoval	Reading
21 One Booster	Tools
22 Uplive	Social
23 Helo	Social
24 FindNow	Social
25 Pratilipi	Reading
26 Speedd	Shopping
27 Translatley	Tools
28 BIGO LIVE	Social
29 SHEIN	Shopping
30 inDriver	Travel

Android

Note: apps marked in blue are money earning games

02

## Global Popular Networks Review

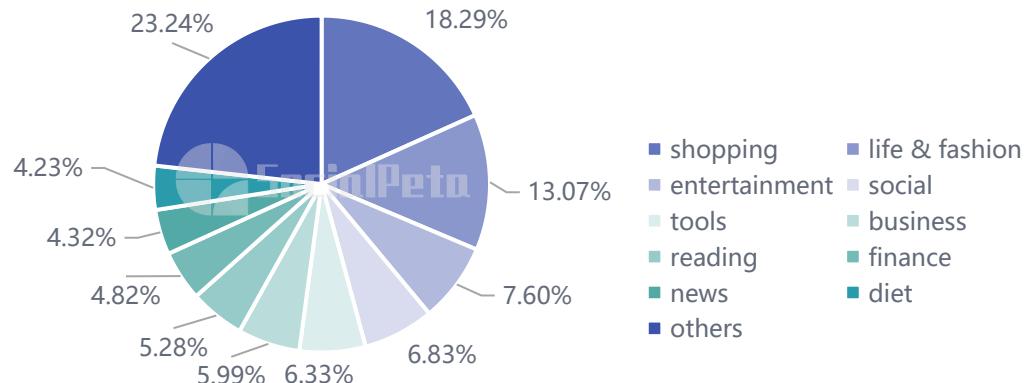


# Global Popular channels ——FB News Feed



- In 2021 H1, FB News Feed accounted for nearly 20% of the creatives in the shopping app category; regionally, the US had the highest creatives volume in the non-game app category on the FB channel.

Proportion of advertisers in each category



11.21%

proportion of creatives from top 5 countries

9.02%

8.62%

8.30%

4.58%

USA

UK

Canada

Australia

Mexico

# FB News Feed——Top 10 non-game apps for popular media buying



Kuaishou's two global apps have a large amount of advertising on the FB channel

Advertiser	Publishers	Mobile	Category
 News Break	Particle Media		News
 News Break	Particle Media		News
 Instagram	Facebook		Photography
 Kwai	Kuaishou		Social
 WhatsApp Messenger	Facebook		Communication
 IGTV from Instagram	Facebook		Entertainment
 Google Authenticator	Google		Tools
 Google Authenticator	Google		Tools
 Opera News	Opera		News
 SnackVideo	Kuaishou		Social

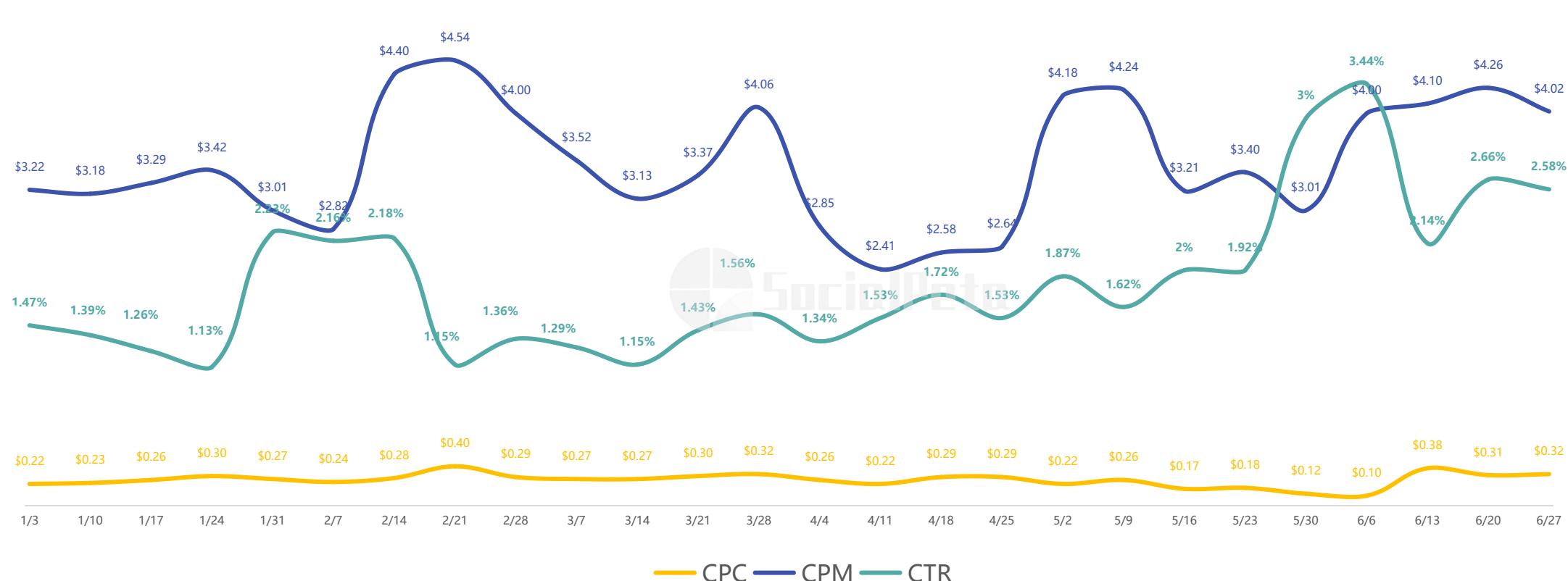
Source: SocialPeta backend data. Advertiser intelligence, deduped ads in descending order.  
Date: 01/01/2021 - 06/30/2021

# 2021 H1 Facebook Channel COST Overview



2021 H1 CPC was \$0.2, up 5% YoY; CPM was \$3.31, up 49% YoY; CTR was 3.13%, up 120% YoY

2021 H1 Facebook COST Trends



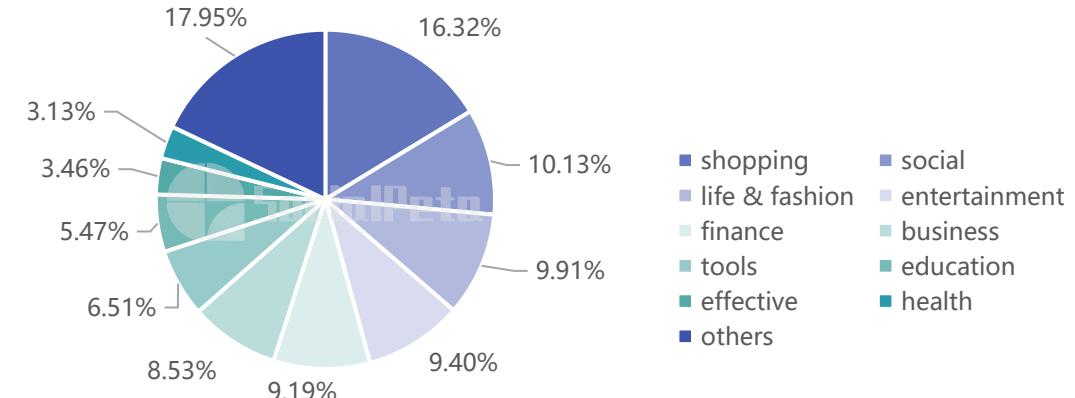
Source: SocialPeta backend data  
Date: 01/01/2021 - 06/30/2021

# 2021 H1 Global Popular channels ——Google Ads (AdMob)

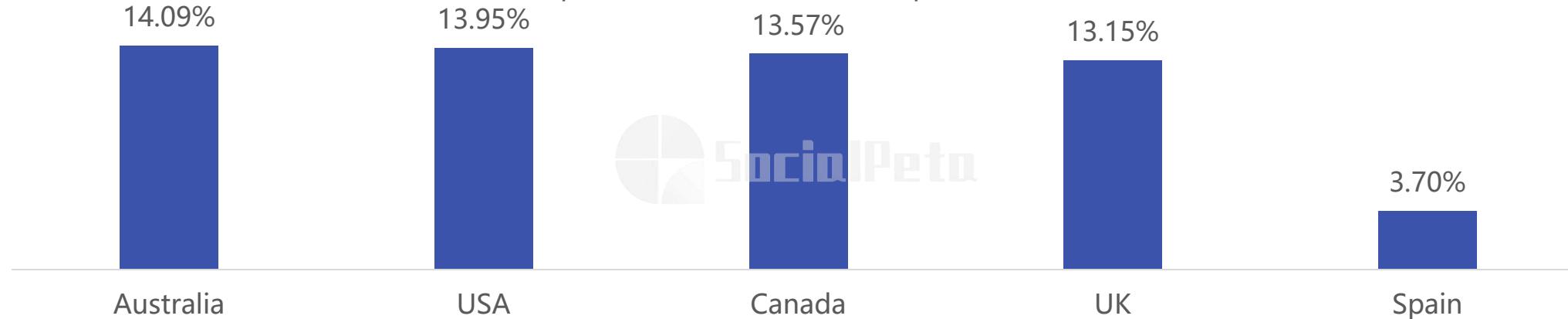


- Shopping creatives continues to account for the highest proportion of creatives at 16.32%
- Australia has the largest volume of non-game app on the Google channel.

Proportion of advertisers in each category



Proportion of creatives from top 5 countries



# 2021 H1 Google Ads (AdMob) —— Top 10 Mobile Applications



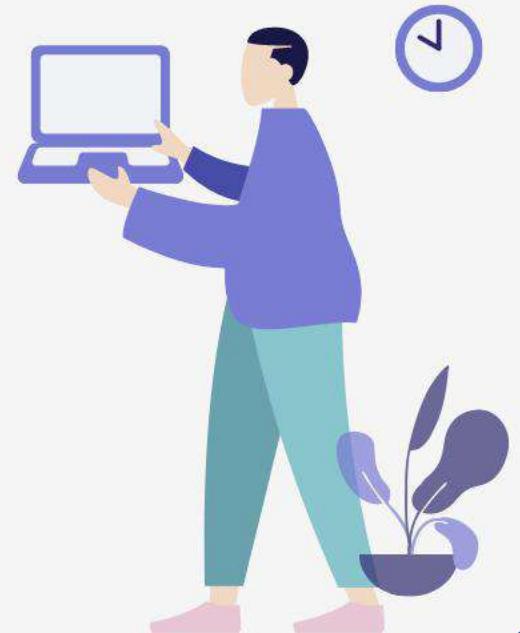
Tiktok's advertising volume dominated the Google Ads list on both iOS and Android.

Advertisers	Publishers	Mobile	Category
 TikTok	ByteDance		Social
 TikTok	ByteDance		Social
 BIGO LIVE	BIGO		Social
 SHEIN	SHEIN		Shopping
 Facebook	Facebook		Social
 Kwai	Kwai		Social
 Instagram	Facebook		Photography
 SnackVideo	Kwai		Social
 Opera News	Opera		Shopping
 Google Authenticator	Google		Tools

Source: SocialPeta backend data. Advertiser intelligence, deduped ads in descending order.  
Date: 01/01/2021 - 06/30/2021

03

## Global Popular Region Insights

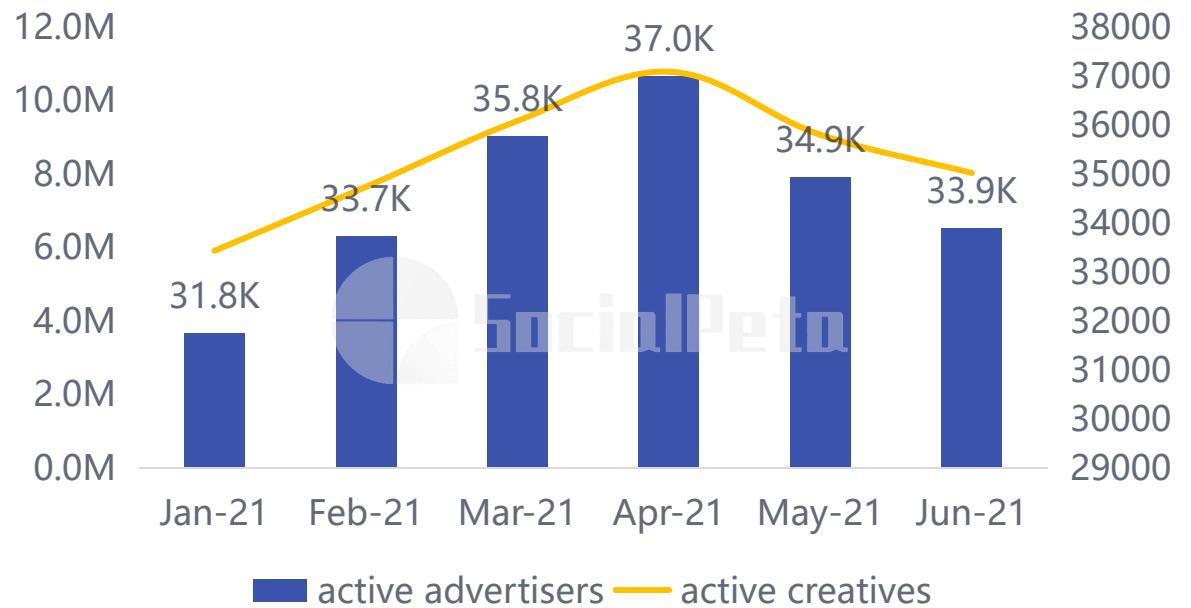


# The United States

Top 10 non-game apps in advertising

Advertisers	Publishers	Mobile Category
 News Break	Particle Media 	News
 News Break	Particle Media 	News
 Instagram	Facebook 	Photography
 IGTV from Instagram	Facebook 	Video
 Opera News	Opera 	News
 Duolingo	Duolingo 	Education
 Duolingo	Duolingo 	Education
 Dreame	Chinese Reading Culture 	News
 Dreame	Chinese Reading Culture 	News
 Opera News	Opera 	News

Monthly non-game apps media buying in the US

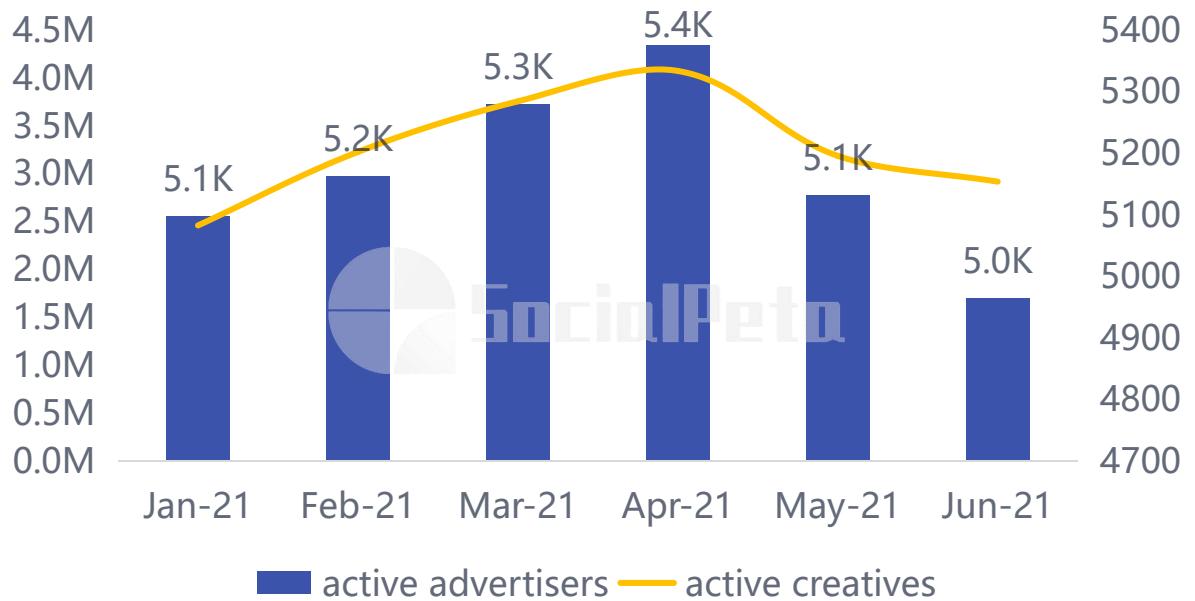


- Educational service and news products have been heavily advertised
- The monthly average amount of mobile advertising is around 34.5K with the highest in April
- The monthly average amount of advertising creatives is around 8 with a total of 10 M.

## Top 10 non-game apps in advertising

Advertisers	Publishers	Mobile	Category
 SnackVideo	Kwai		Social
 Instagram	Facebook		Photo & Video
 Innovel	Huayue		Casual
 FileMaster	SmartVisionMobi		Utilities
 Shopee	Sea		Entertainment
 IGTV from Instagram	Facebook		Video
 TikTok	ByteDance		Social
 Yugto	Huayue		Reading
 One Security	One Dot Mobiie		utilities
 Hinovel	HiRead		Reading

## Monthly non-game apps media buying in South East Asia

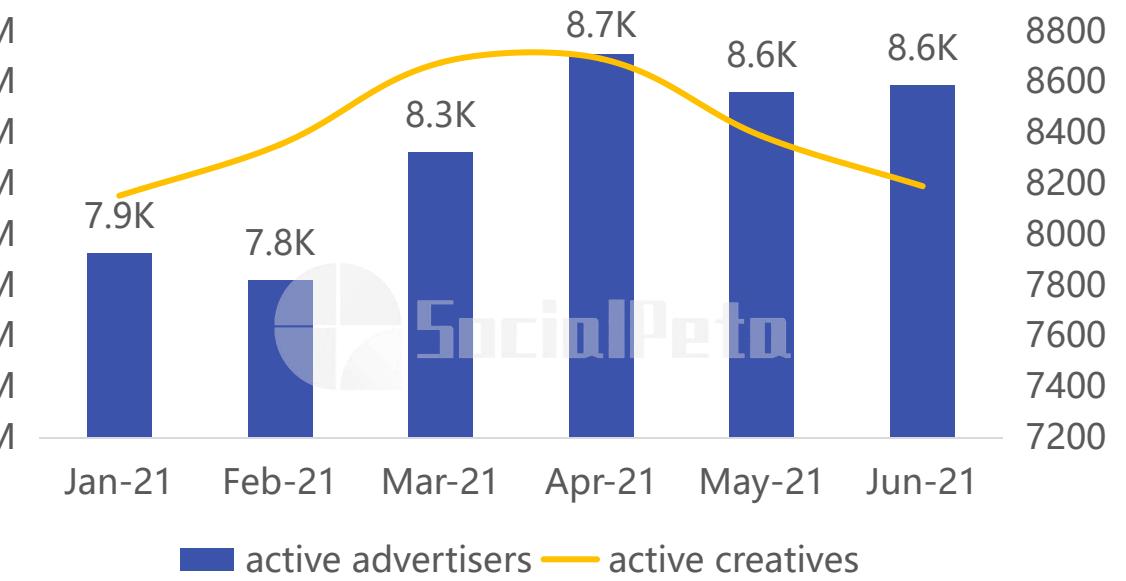


- Southeast Asia's top charts are filled with Chinese publishers
- The monthly average amount of Utility app advertisers is around 8.6K; the monthly average ads creatives volume is approximately 4.1 M.

## Top 10 non-game apps in advertising

Advertisers	Publishers	Mobile	Category
 Instagram	Facebook		Photography
 FileMaster	SmartVisionMobi		Tools
 Fordeal	Guangzhou Dora Technology		Shopping
 IGTV from Instagram	Facebook		Video
 Nebula	Genesis Media		Life
 One Booster	One Dot Mobile		Tools
 Fordeal	Guangzhou Dora Technology		Shopping
 Domestika	Domestika		Education
 Domestika	Domestika		Education
 PoMelo File Explorer	Android Does		Tools

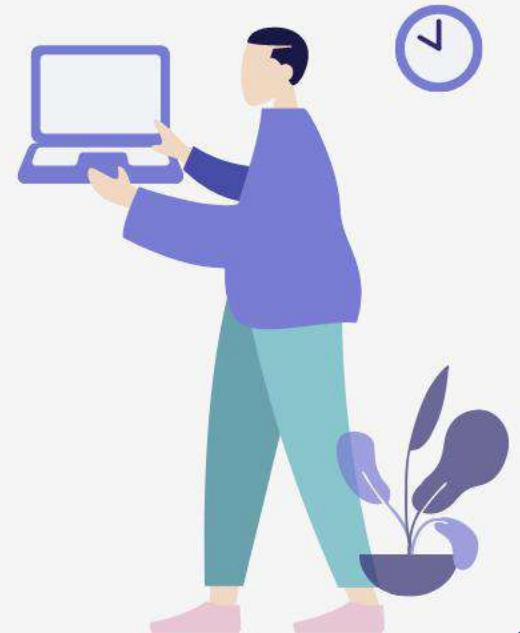
## Monthly non-game apps media buying in the Middle East



- The top advertising applications are utility and shopping
- 2021 H1 Middle East's tool app in-pitch advertisers maintain a monthly average of nearly 8.3K and a monthly average active creatives volume of approximately 3.0M.

04

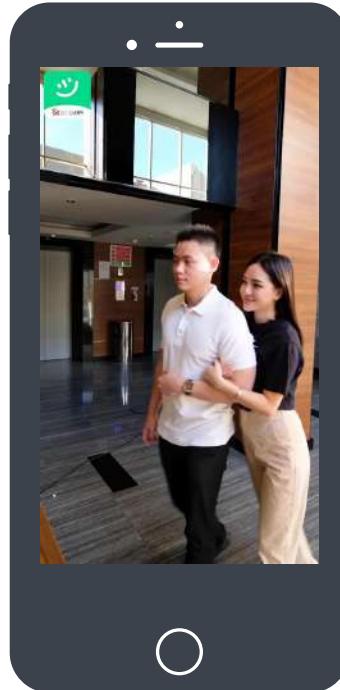
## Popular Non-Game App Creatives Features



# Creatives Features in Finance Apps – People in real-life situation



Similar to mobile games, the usage of people in real-time situation has been proven effective in Finance ads. Featuring real people who get solved their finance problem is a common pattern seen in financial ads. Financial ads yield the best outcomes when they are relatable and reliable.

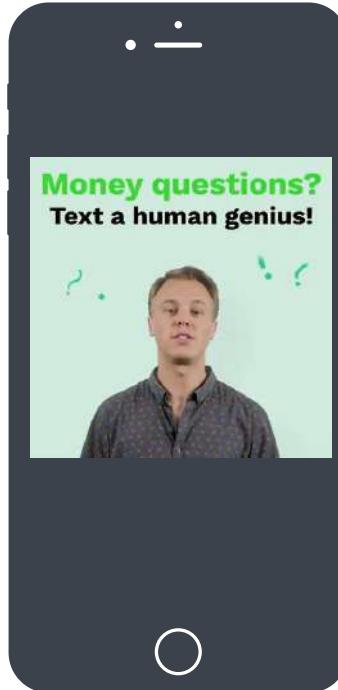


Easycash  
FINTOPIA



Estimated Impression: 490K Duration: 162 :  
Popularity 582

Networks: FB News Feed  
Dimensions: 720 \* 1280



Albert  
Albert Corporation



Estimated Impression : 2M Duration 115  
Popularity: 576

Networks : Audience Network  
Dimensions : 426 \* 426



OPay  
OPay Digital Services



Estimated Impression : 403K Duration : 62  
Popularity : 384

Networks: FB News Feed  
Dimensions : 426 \* 240

# Creatives Features in live-streaming app: competition between influencers



Live-streaming competition between two influencers. Viewers get to pick the winner and the loser are going to face punishments. It is proven to be the fastest way to engage audiences, and number of follower often soar after that.

It first gets popular in China, and goes viral around the global later because of the popularity of Chinese live streaming apps.



**MICO**  
Akiko City Technology

Estimated Impression: 2M Duration : 178  
Popularity : 874

Networks: Instagram  
Dimensions : 426 \* 426



**BIGO LIVE**  
BAGO Technology

Estimated Impression: 7M Duration : 10  
Popularity : 999

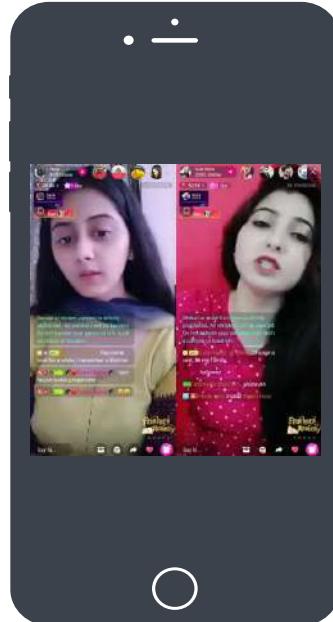
Networks : FB News Feed  
Dimensions: 600 \* 600



**StreamKar**  
Milo Group

Estimated Impression: 414K Duration : 100  
Popularity : 710

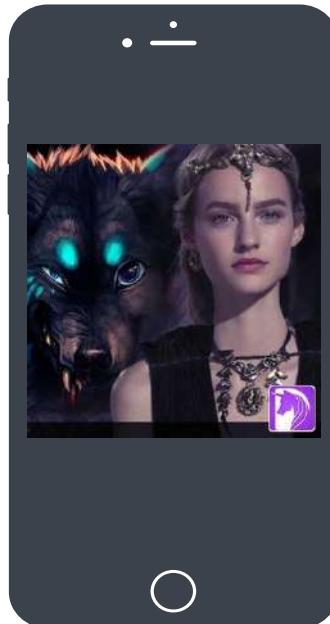
Networks: Instagram  
Dimensions : 400 \* 400



# Creatives Features in popular reading apps



Ads in reading apps often feature two gorgeous characters that give out a romantic vibe. The ads come with imbedded texts are are supposed to rise people' s curiosity and lead to download.

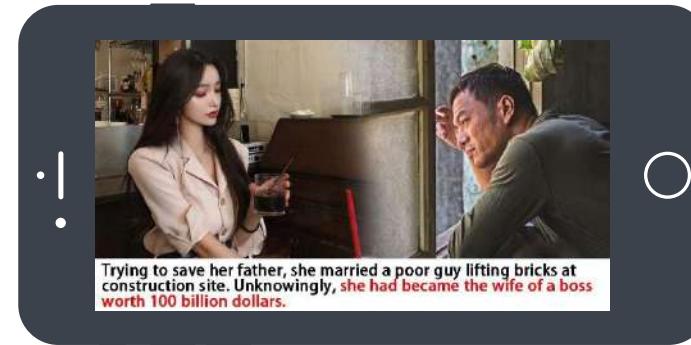


Beauty & The Beast



Estimated Impression: 9M Duration : 268  
Popularity : 999

Networks: FB News Feed  
Dimensions: 800 \* 800  
Creatives: Image



The global version of the  
"Dragon King's son-in-law"



Estimated Impression: 3M Duration: 157  
Popularity: 942

Networks: Messenger  
Dimensions: 1200 \* 628  
Creatives: Image



Bullying President



Estimated Impression : 760K Duration: 85  
Popularity: 664

Networks: Audience Network  
Dimensions: 1080 \* 1080  
Creatives: Image

PART **05**



## Chinese mobile game market review

## Casual games' media buying Increased

- Approximately 6,100 Chinese mobile game advertisers competing for media buying on daily basis. Most of them are RPG advertisers, made up of 25% of the total amount.
- The second and third are casual and puzzle game advertisers, made up of a total of 30%. Given the less sensitive game content, casual game and puzzle game are favored by game company in since they often easily pass the review

## KOL endorsement apps expand their reach

- With the continued development of short video platforms and live streaming platforms, Chinese KOLs are doing good at bringing conversion. It is normal to see KOLs endorsing for game company.

## The return of Real Money Earning Games

- Sunshine Pig Farm, a real money earning game, has made a strong impression
- Real money earning games are trendy in 2021. In Android, 25 out of the top 30 products are games to earn money

## Increased impact of ACGN

- With last year's unprecedented success of "Genshin Impact" released by miHoYo. Two dimension has become a popular culture in China; hence, games with ACGN elements are going to be the next big hit in the market.

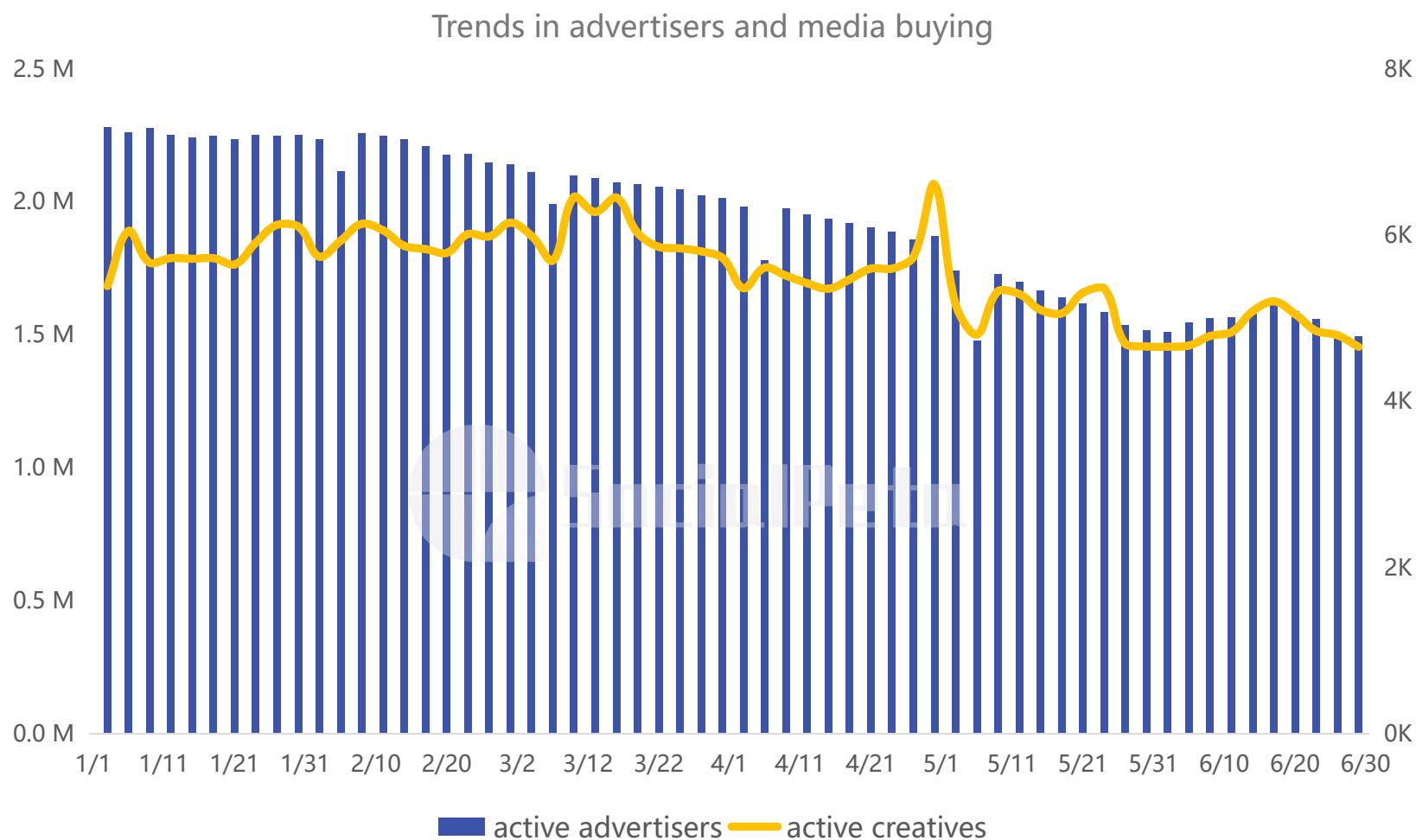
01

# Mobile Game Media Buying in China

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# 2021 H1 mobile game media buying in the Chinese market

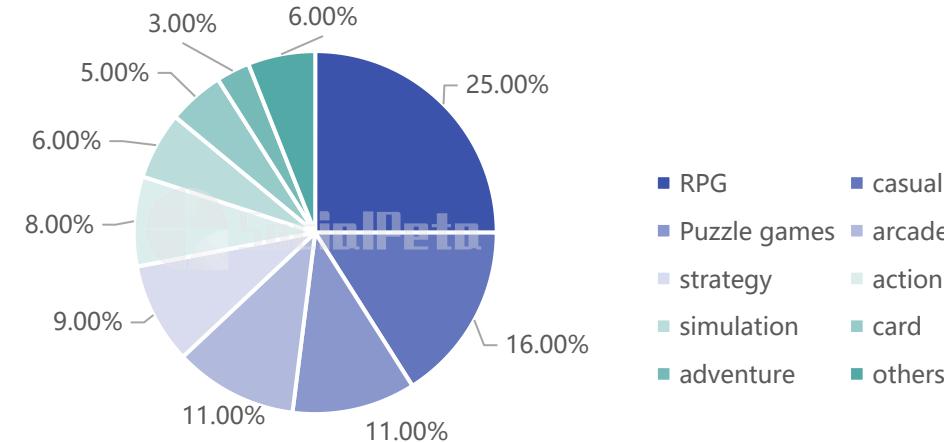


- The average daily advertisers in China's mobile app market is close to 6,300, maximum of more than 7200 in a single day.
- The daily average creatives are 175 million, with a daily record of 200+ materials.

# 2021 H1 Chinese game media buying by genre

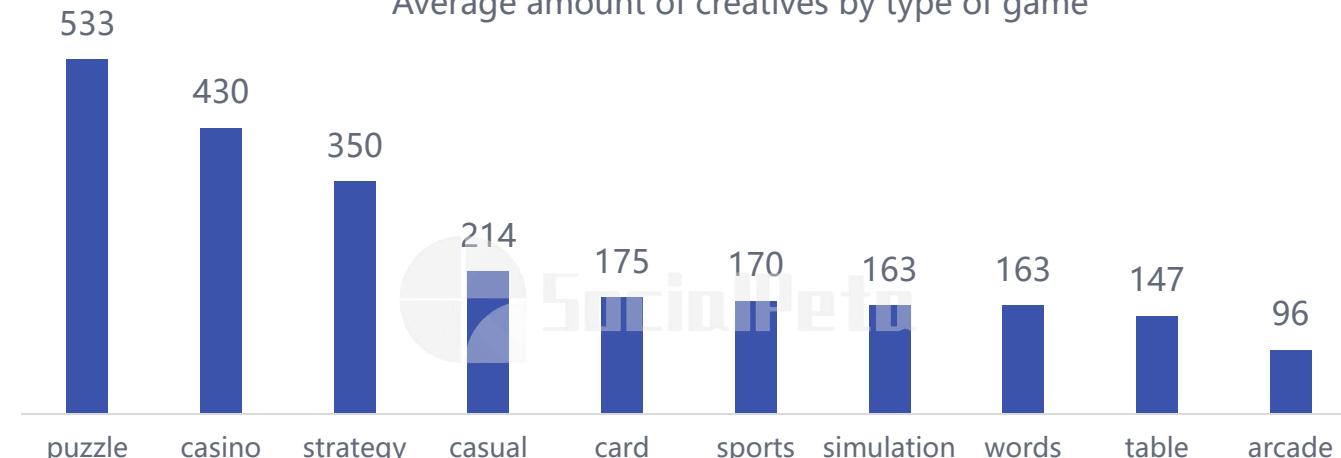
- In the first half of 2021, RPG, casual and puzzle games made up of over 50% of all genre

proportion of advertisers in each category



- Puzzle games contributes the most ads creative; each advertisers put in 533 ads creative on average

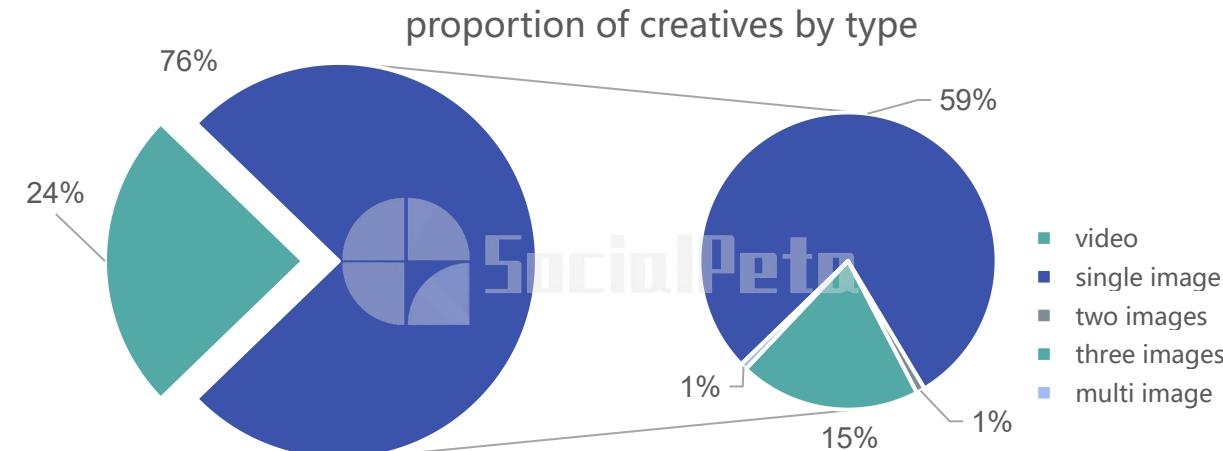
Average amount of creatives by type of game



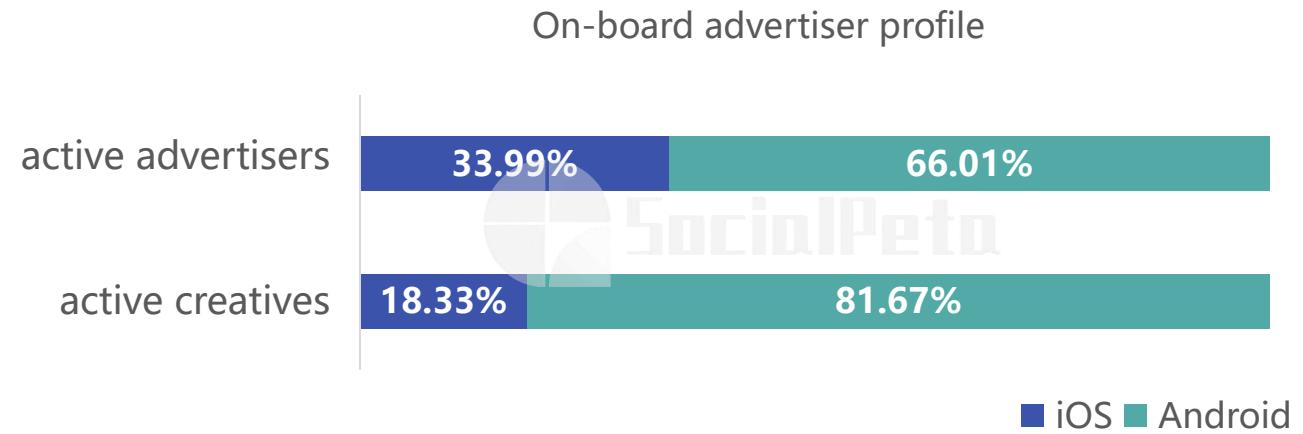
# 2021 H1 Ad creatives type for mobile games



- For H1 2021 Chinese mobile game market, image appeared to be the most popular creatives type. Single image make up the largest proportion among all image type.



- Chinese advertisers advertised more on Android devices compare to iOS



# 2021 H1 TOP 30 Media Buying Games



Top games in iOS are hard-core games

Advertiser	Category
01 三国志·战略版	SLG
02 僵尸榨汁机	Action
03 复古传奇	RPG
04 万国觉醒	SLG
05 剑与远征	Card
06 三国志幻想大陆	Card
07 云上城之歌	RPG
08 我功夫特牛	Action
09 少年三国志：零	Card
10 魔力宝贝归来	RPG
11 爱上消消消	Casual
12 传世复古版之金装裁决	RPG
13 乐乐捕鱼	Arcade
14 少年三国志2	Card
15 捕鱼炸翻天	Arcade

iOS

Advertiser	Category
16 阳光养猪场	Simulation
17 天涯明月刀	RPG
18 我爱拼模型	Casual
19 疯狂猜成语	Puzzle
20 班主任模拟器	Simulation
21 我的小家	Simulation
22 率土之滨	SLG
23 Clay Slime	Casual
24 使命召唤手游	Shooting
25 网吧模拟器	Simulation
26 第六天魔王	Card
27 新射雕群侠传之铁血丹心	RPG
28 Super Bumper Ball	Casual
29 梦幻西游	RPG
30 冰雪复古传奇之盟重英雄	RPG

iOS

Top games in iOS are money earning games

Advertiser	Category
01 疯狂娱乐城	Arcade
02 阿伟爱消消	Casual
03 魔性小飞机	Simulation
04 粘土模拟器	Casual
05 全民来找茬	Puzzle
06 爱上消消消	Casual
07 星战模拟器	Simulation
08 兔兔	Casual
09 全民养鲸鱼	Simulation
10 最强答人	Puzzle
11 消灭星星新版	Casual
12 矿牛守卫赚	Casual
13 开心餐厅	Simulation
14 幸运乐翻天	Puzzle
15 我的饭店	Simulation

Android

Note: apps marked in blue are money earning games

Advertiser	Category
16 全民爱消消	Casual
17 饭店模拟器	Simulation
18 龙生九子	Casual
19 彩蛋消除	Casual
20 一画到底	Puzzle
21 宠物萌萌消	Casual
22 阿伟弹力球	Casual
23 2048球球碰碰乐	Casual
24 彩泥史莱姆	Casual
25 宠物对决	Casual
26 救救财神爷	Casual
27 我要养明星	Simulation
28 乐乐捕鱼	Arcade
29 疯狂猜成语	Puzzle
30 聊天模拟器	Simulation

Android

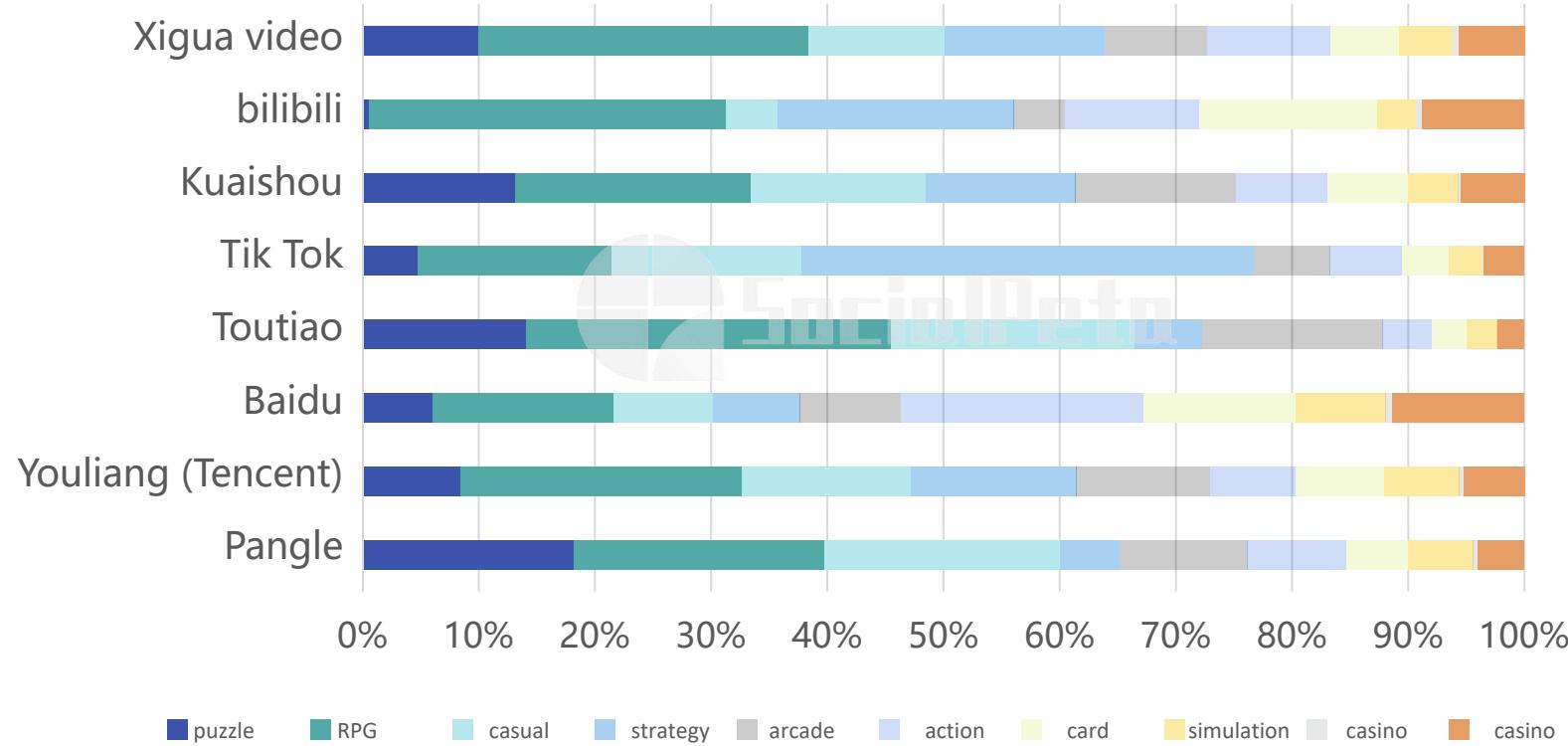
02

## Popular Chinese Advertising Networks

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# 2021 H1 Trends of Game Types in Popular networks



- Most of advertisers on Pangle are puzzle games. RPG and Strategy advertisers make up the largest proportions on Bilibili
- More than one third of advertisers on Tiktok were promoting strategy games.
- RPG games were heavily promoted in all networks; TopBuzz appeared to be the most popular network where advertisers promoted RPG games.

# 2021 H1 TOP10 Advertisers



## 2021 H1 Top 10 advertisers on Pangle

8 out 10 are money earning games

Advertisers	Publishers	System	Category
	疯狂娱乐城	上海桥瀚科技有限公司	Arcade,money earning
	阿伟爱消消	福建瑞趣创享网络科技有限公司	Casual, money earning
	魔性小飞机	福州来玩互娱网络科技有限公司	Casual, money earning
	星战模拟器	广西无及网络科技有限公司	Simulation
	兔兔	福建瑞趣创享网络科技有限公司	Casual, money earning
	全民养鲸鱼	成都智亿联网络科技有限公司	Casual, money earning
	全民来找茬	福州来玩互娱网络科技有限公司	Puzzle, money earning
	粘土模拟器	广西无及网络科技有限公司	Simulation
	最强答人	福州来玩互娱网络科技有限公司	Puzzle, money earning
	消灭星星新版	深圳全民互动科技有限公司	Casual, money earning

## 2021 H1 Top 10 advertisers on Youliang (Tencent)

Besides money earning games, advertisers love to promote fish catching games

Advertisers	Publishers	System	Category
	全民来找茬	福州来玩互娱网络科技有限公司	Puzzle, money earning
	疯狂娱乐城	上海桥瀚科技有限公司	Arcade,money earning
	阿伟弹力球	福建瑞趣创享网络科技有限公司	Casual, money earning
	阿伟爱消消	福建瑞趣创享网络科技有限公司	Casual, money earning
	捕鱼游戏王	波克科技股份有限公司	Arcade, fish catching
	捕鱼大世界	波克科技股份有限公司	Arcade, fish catching
	矿牛守卫赚	上海桥瀚科技有限公司	Casual, money earning
	魔力宝贝归来	上海游斐网络科技有限公司	RPG
	表情包战争	百羽游戏	Casual
	赛博纪元	腾讯广告游戏优选	Action

Source: SocialPeta backend data. Advertiser intelligence, deduped ads in descending order.

Date: 01/01/2021 - 06/30/2021

# 2021 H1 TOP10 Advertisers



## 2021 H1 Top 10 advertisers on Baidu and its related networks

4 out 10 are fish catching games

Advertisers	Publishers	System	Category
乐乐捕鱼	游酷盛世科技(北京)有限公司		Arcade, fish catching
乐乐捕鱼	游酷盛世科技(北京)有限公司		Arcade, fish catching
战神遗迹	完美世界(北京)软件科技发展有限公司		RPG
百战绝世	北京聚乐网络科技有限公司		RPG
斗斗堂	深圳市拇指游玩科技有限公司		Arcade
三国志·战略版	灵犀互娱		SLG
捕鱼大作战	在线途游(北京)科技有限公司		Arcade, fish catching
捕鱼炸翻天	上海姚际信息科技有限公司		Arcade, fish catching
捕鱼大世界	波克科技股份有限公司		Arcade, fish catching
魔力宝贝归来	上海游斐网络科技有限公司		RPG

## 2021 H1 Top 10 advertisers on Tiktok

Most of them are SLG games and casual games

Advertisers	Publishers	System	Category
粘土模拟器	广西无及网络科技有限公司		Casual, Simulation
星战模拟器	广西无及网络科技有限公司		Utility
万国觉醒	莉莉丝游戏		SLG
万国觉醒	莉莉丝游戏		SLG
三国志·战略版	灵犀互娱		SLG
宝箱与勇士	Ohayoo		RPG
宝箱与勇士	Ohayoo		RPG
星战前夜模拟器	广西无及网络科技有限公司		Simulation
魔力宝贝归来	上海游斐网络科技有限公司		RPG
航海王热血航线	朝夕光年		Action

03

## Popular Chinese Creatives Features

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# Celebrity Endorsement

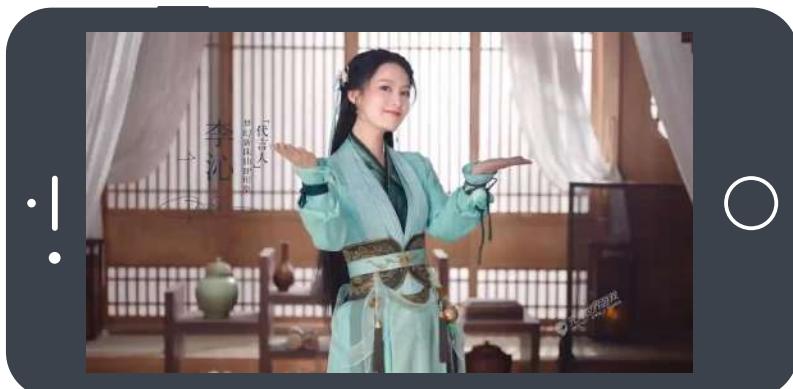
It is very common to invite some hosts or actors with high national recognition to speak for the game.



郭德纲



任达华



李沁



马东

## KOL Endorsement

Top gaming influencers are favored by game companies.



一条小团团



大司马



旭旭宝宝



张大仙

# Script for Money earning games

It is important to show users that they really can earn money; incentive users with real money in red pocket



Interview



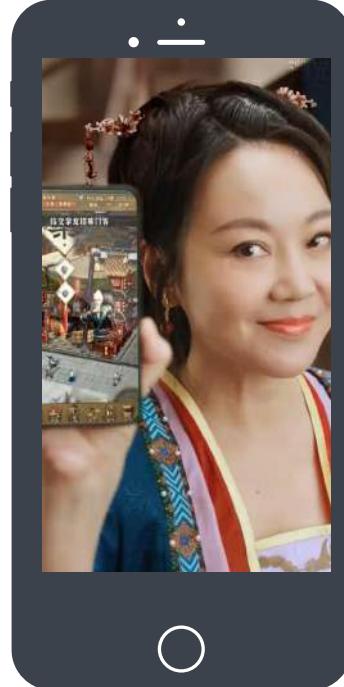
Introduce three types of  
fake money earning games



Imitate mobile phone operation

# Familiar Television Stars

Remake of television episodes recalls the past time and triggers our emotion.



武林外传



铁齿铜牙纪晓岚



寻秦记

# PART **06**

## Extra: Industry Perspectives



## Rovio: In-game ads help increase retention

I've seen first-hand that well designed in-game advertising can actually make the game more fun, increase retention and have no adverse effects on other monetisation key performance indicators (KPIs).



## Vidyard: The field of short video creatives is changing, and audience requirements are increasing

In recent years we've seen the shifts from promotional video content to educational video content, and long-form information to short-form 'snackable' content. I expect we'll continue to see these trends accelerate in the years ahead, but I also expect more B2B brands to start thinking and creating like B2C brands. This includes producing video content specifically for their YouTube, Instagram, LinkedIn and TikTok channels (yes, even TikTok!).



## Adverty: In-game ads will bring huge revenue

From now on, more and more marketers will be making a necessary shift towards seamless and non-interruptive in-game advertising. Whilst in-game advertising is uncharted territory for the vast majority of brands, we predict the combination of differing in-game ad formats will garner advertisers the greatest success in 2021.



## inMobi: The form of in-game ads will be more diverse in the future

Additionally, I predict a proliferation of more diverse in-game ad formats in the future, including but not limited to 3D and rich media ads. Right now, in-game advertising closely aligns with its real-world equivalents (ads placed in billboards, stadiums, etc.) but I think app publishers and developers will develop additional, more creative ways to incorporate in-game advertising natively into their mobile games in the future.

## Newzoo: IDFA has a big impact on the mobile game industry, and IP-based mobile games will increase



We also expect the disruptions in global digital advertising market, catalyzed by Apple's removal of IDFA, to negatively impact some stakeholders within the mobile games market, though not enough to stop consumers' strong mobile spending. Many mobile game companies are eyeing new markets, monetization strategies, genres, and even platforms to offset these challenges. At the same time, console- and PC-first publishers are continuing to bring their IP to mobile in hopes of increasing their reach and total addressable markets to maintain strong growth.

## Vungle: Excellent advertising creatives is important to mobile marketers



During lockdown, people's way of living, working, and playing moved from the real world to the digital world, particularly to mobile in-app. Today, app developers are challenged with finding new ways to reach, acquire, and monetize these valuable users. Unique ad creative that melds with the user experience becomes even more important to grab user attention.

## ironSource: Advertising creativity has an increasing influence on user acquisition



As we've experienced over the past three years, ad creatives are increasingly making waves in how they push the needle in user acquisition campaigns. The sometimes dramatic increase in a game's marketability and reach, brought about by a strong creative, has encouraged a new way of thinking on how to incorporate strong marketing concepts into the actual game. In 2020, we saw the beginning of hypercasual games taking the best of their ads with regards to marketability and retention, and packing them into one game, resulting in a game that is actually a combination of many successful minigames or marketing themes, in one.

## PART **07**

## About SocialPeta

# Introduction

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Use SocialPeta to gain insight into competitors' advertising data, which can be informed and inspired by different dimensions of advertising data from global networks, media, and advertisers.

## Get inspired by a billion advertising creatives

SocialPeta covers 66 countries and regions, with over 70 global advertising channels. For example, Unity, Twitter, YouTube, Facebook, Tik Tok and other well-known advertising platforms, the creatives have reached a billion level, more than a million updates every day. It will help you to solve the problem of lack of creative inspiration for your ads.

### Contact details:

#### Official website:

[www.sociapeta.com](http://www.sociapeta.com)

#### Phone number:

+86 18910503414

#### E-mail :

[summer@socialpeta.com](mailto:summer@socialpeta.com)

# SocialPeta's Global Partners



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## Exemption

The industry data and related market forecasts in the white paper are obtained through desktop research, industry interviews, market surveys and other research methods by internal researchers in combination with SocialPeta product data estimates, and are used for industry reference only.

The survey data released in the report are obtained through sample surveys, with the data results subject to the samples. Given the limitations of survey methods and samples and the limited scope of survey data collection, the data only represents the basic situation of when the surveys occurred and who the surveys targeted, and only serves the purpose of the surveys at the time to provide a basic reference point for markets and users.

Given the limited research methods and data acquisition resources, the report is only available to users as market reference data. SocialPeta do not assume legal responsibility for the data and views contained in the report.



# #1 Advertising Intelligence Platform

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