

# Apptica x UGC Ninja: Creative analytics

UGC NINJA x  Apptica

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Revenue Growth  
By X8 In 3 Month

Before

After

\$15 k

\$125 k

DATA FROM

UGC  
NINJA

UGC Ninja

UGC-like ads ambassadors. "Transforming Brands with UGC Magic: Ads that Amplify Sales Beyond Imagination."

Advertising Services · Wilmington, Delaware · 898 followers · 11-50 employees

Sonya & 15 other connections work here

✓ Following

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Mobile Market Analytics  
& Ad Intelligence Tool

Apptica

Mobile Ad Intelligence & Market Analytics Tool that provides accurate data on mobile apps

Technology, Information and Internet

Nicosia, Nicosia · 1,590 followers · 11-50 employees

Ksenia & 13 other connections follow this page

✓ Following

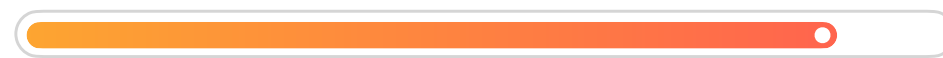
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# Top UGC solutions for Top 5 verticals



Top 5 verticals\*



>1 month rotation\*\*

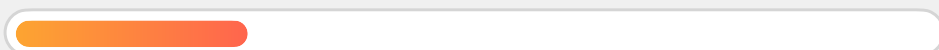


Geo: US



\* as per number of active applications in App Store and Google Play

\*\* a creative was active for more than 1 month within a specific ad network

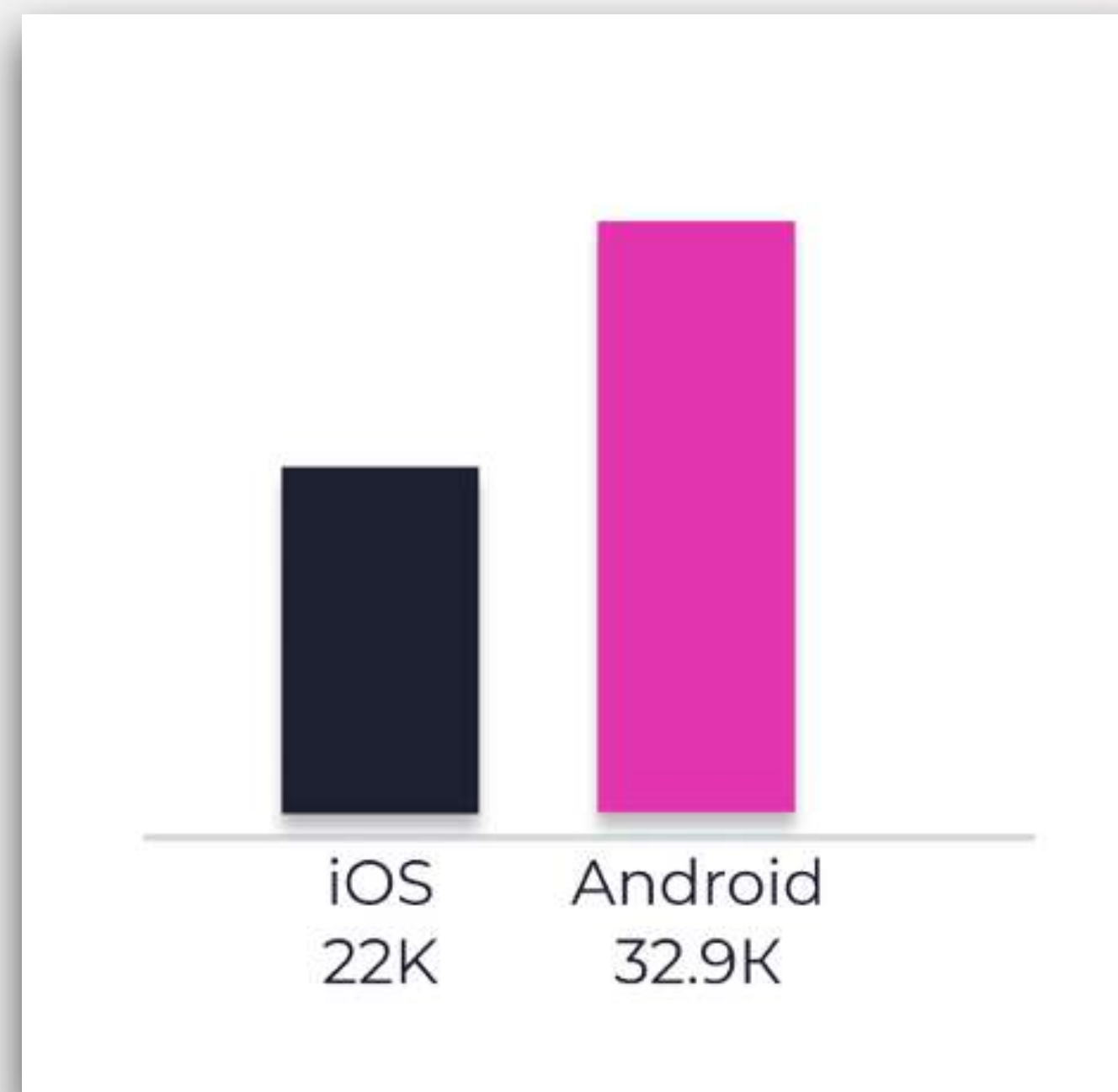


# Overview of Advertising

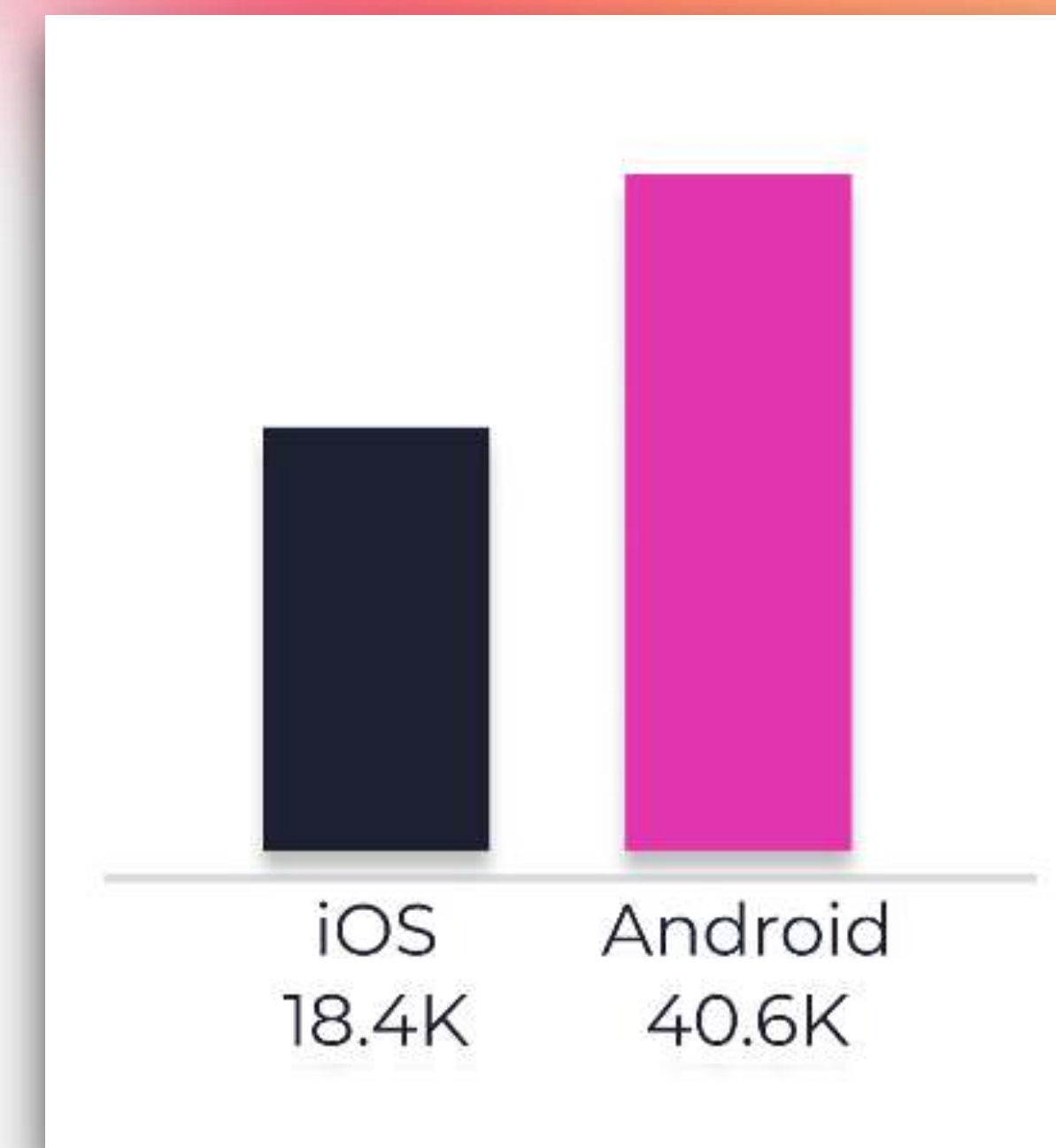
During 2023 there is a slight growth of advertisers number.

- Q1, 2023 - **52K**
- Q2, 2023 - **54K**

However, Q3, 2023 shows a downward trend compared to Q3, 2022 with 59K advertisers (-7%).

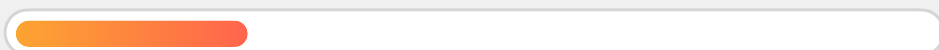


Q3, 2023  
Total number of advertisers: **54,9K**  
(-7%)  
iOS: **22K**  
Android: **32,9K**



Q3, 2022  
Total number of advertisers: **59K.**  
iOS: **18,4K**  
Android: **40,6K advertisers**





# Overview of Advertising

Share of video format keeps growing.



- Android – 68%
- iOS – 32%

Total number of creatives:  
15,2 M

- iOS: 4,9 M (32%)
- Android: 10,3 M (68%)



- Image – 18%
- Video – 80%
- Interactive – 2%

Format of creatives. Q3, 2023

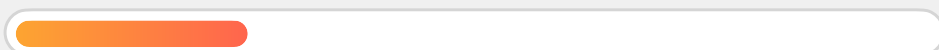
- Video (80%)
- Images (18%)
- Playables (2%)



- Image – 29%
- Video – 69%
- Interactive – 2%

Format of creatives. Q2, 2023

- Video (69%)
- Images (29%)
- Playables (2%)

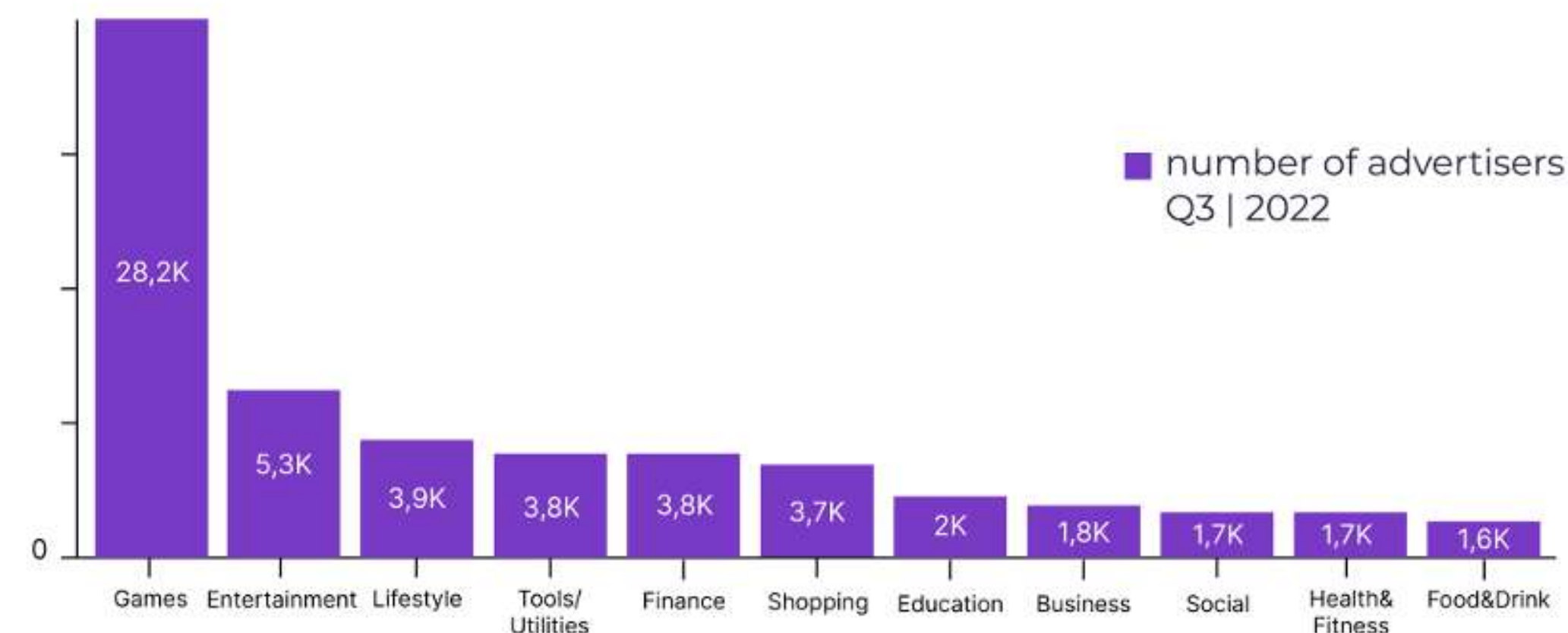


# Number of advertisers. State of the verticals.

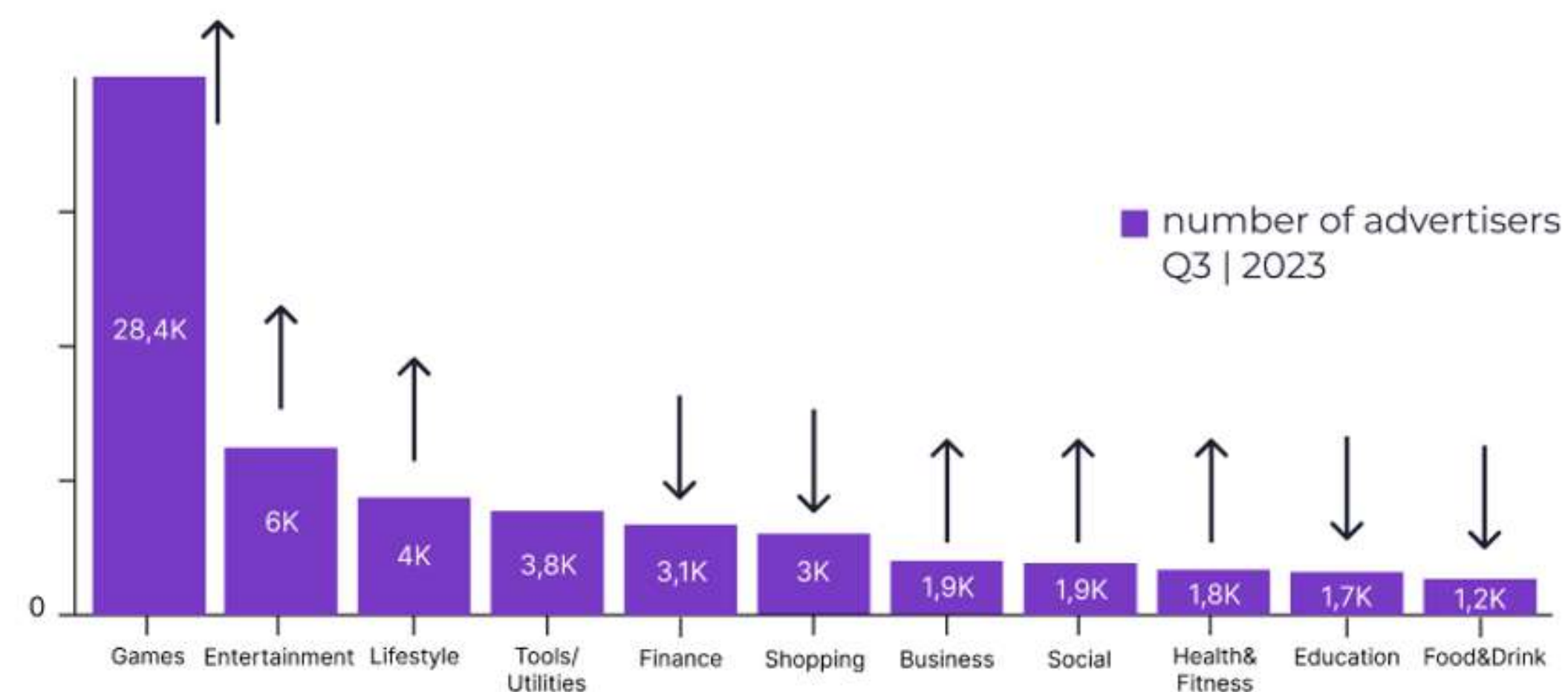
The most active advertisers in terms of numbers are within the gaming vertical, entertainment and lifestyle. All 3 top verticals have shown an upward trend.

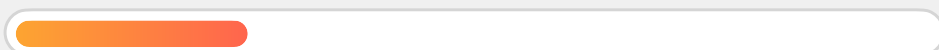
Finance, Shopping, Education and F&D have suffered a drop of ad activity. Business, Social, H&F have enjoyed a slight growth in numbers.

Q3 | 2022



Q3 | 2023





# Top verticals in the USA. Q3, 2023

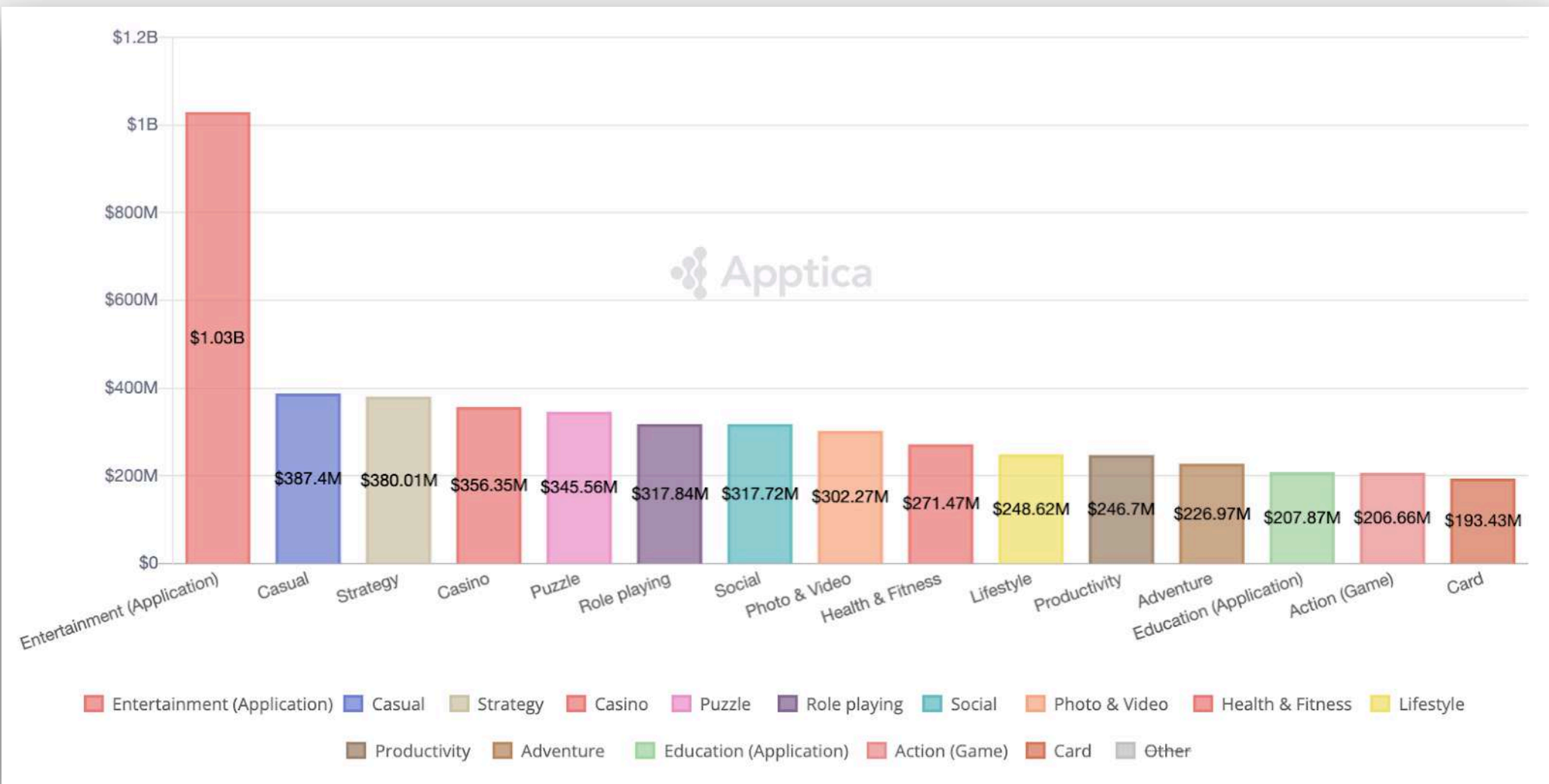
Downloads.  
Total: **4.68B** (-3% drop vs Q3, 2022)  
If aggregate, gaming takes a top position with 1,3B.

Revenue.  
Total: **6.5B USD** (-9% drop vs Q3, 2022)  
If aggregate, gaming takes the first place with 2,8B USD.

## Downloads. Q3, 2023



## Revenue. Q3, 2023







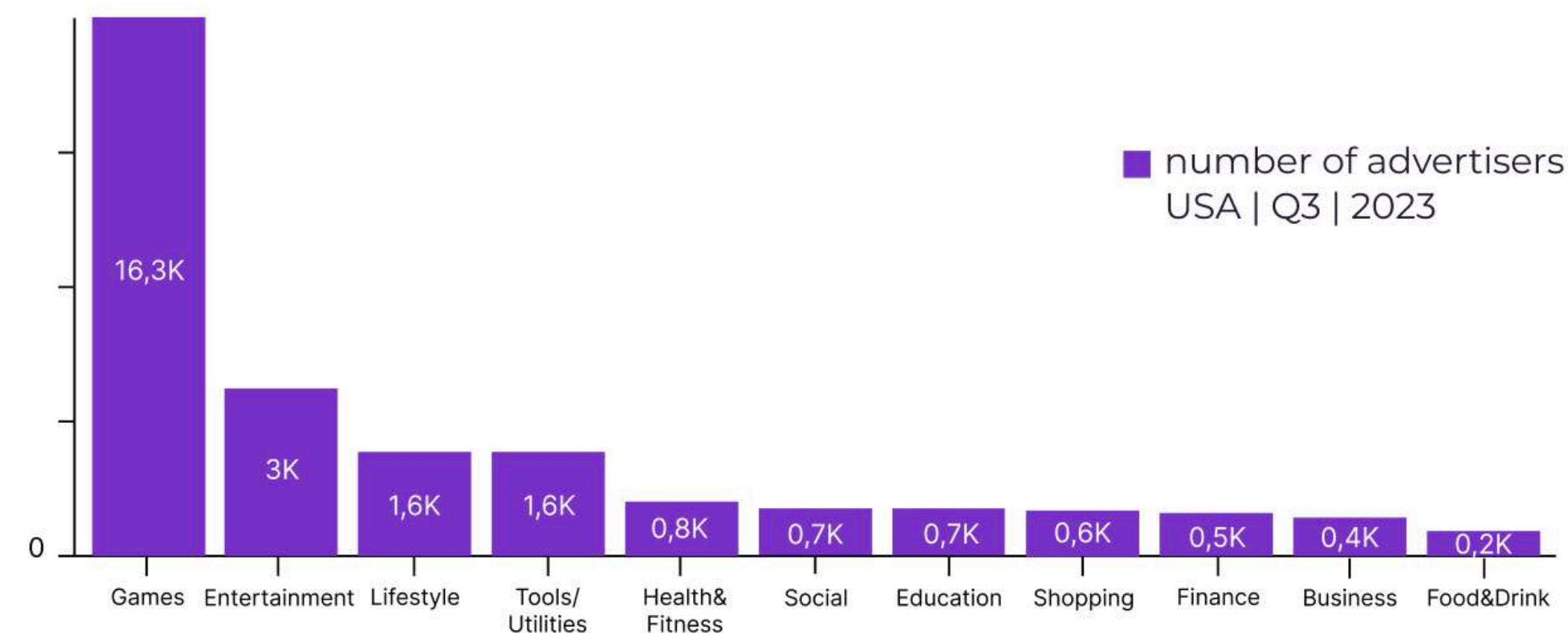
# State of the advertising in the USA. Q3, 2023

Total number of advertisers: **24,9K**

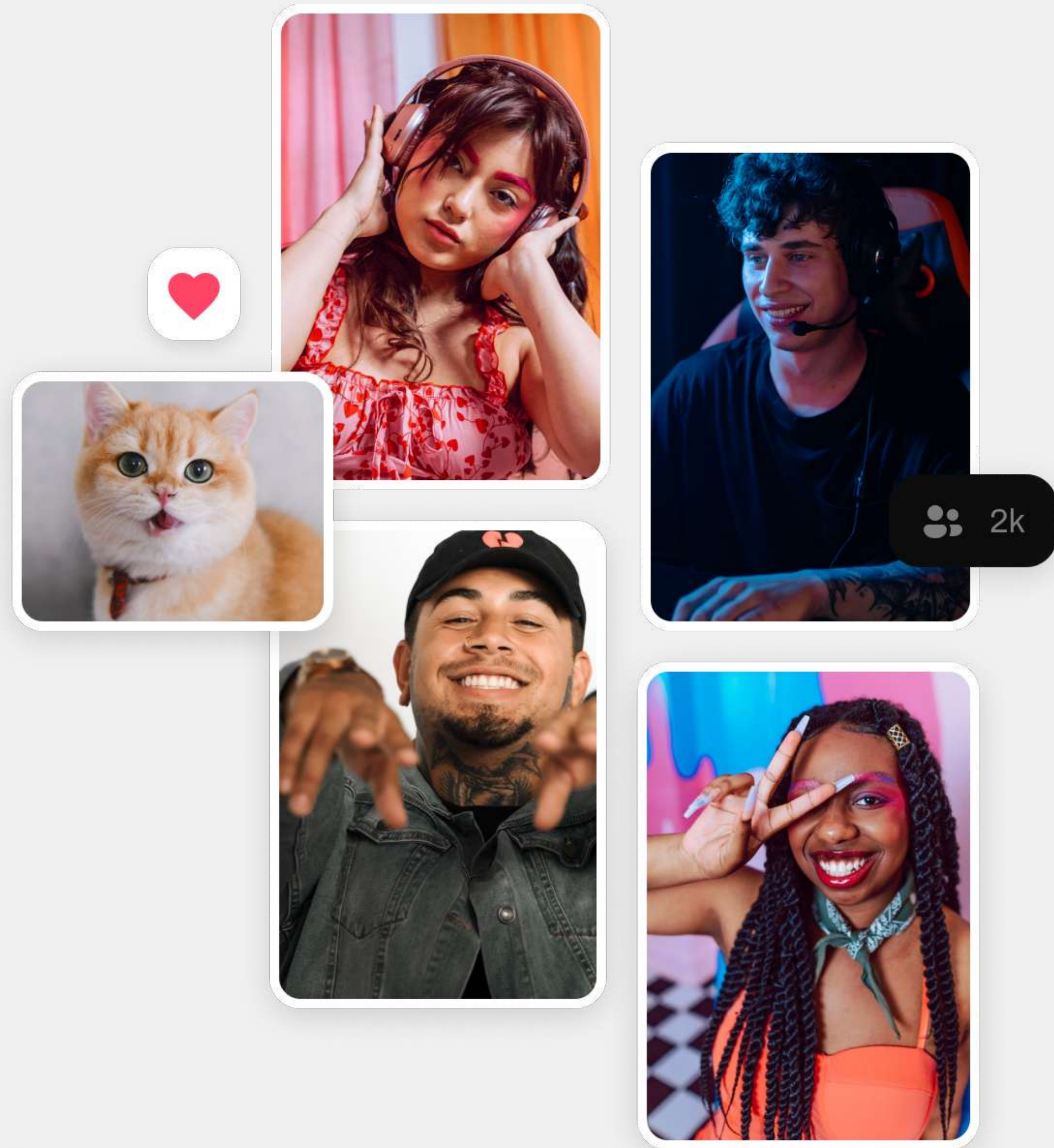
Maximum number of creatives per advertiser: **452K**

Average number of creatives among Top-10 advertisers  
(distribution share): **53,9K**

Average number of ad networks among Top-10 advertisers  
(distribution share): **9**





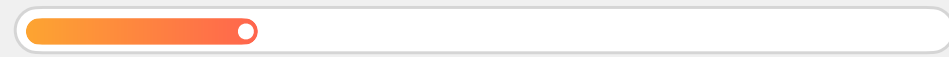


## TOP 5 Verticals iOS / AN

- Tools
- Lifestyle
- Gaming
- Education
- Business

\*all creatives in this report are available on click





## Tools | Top's

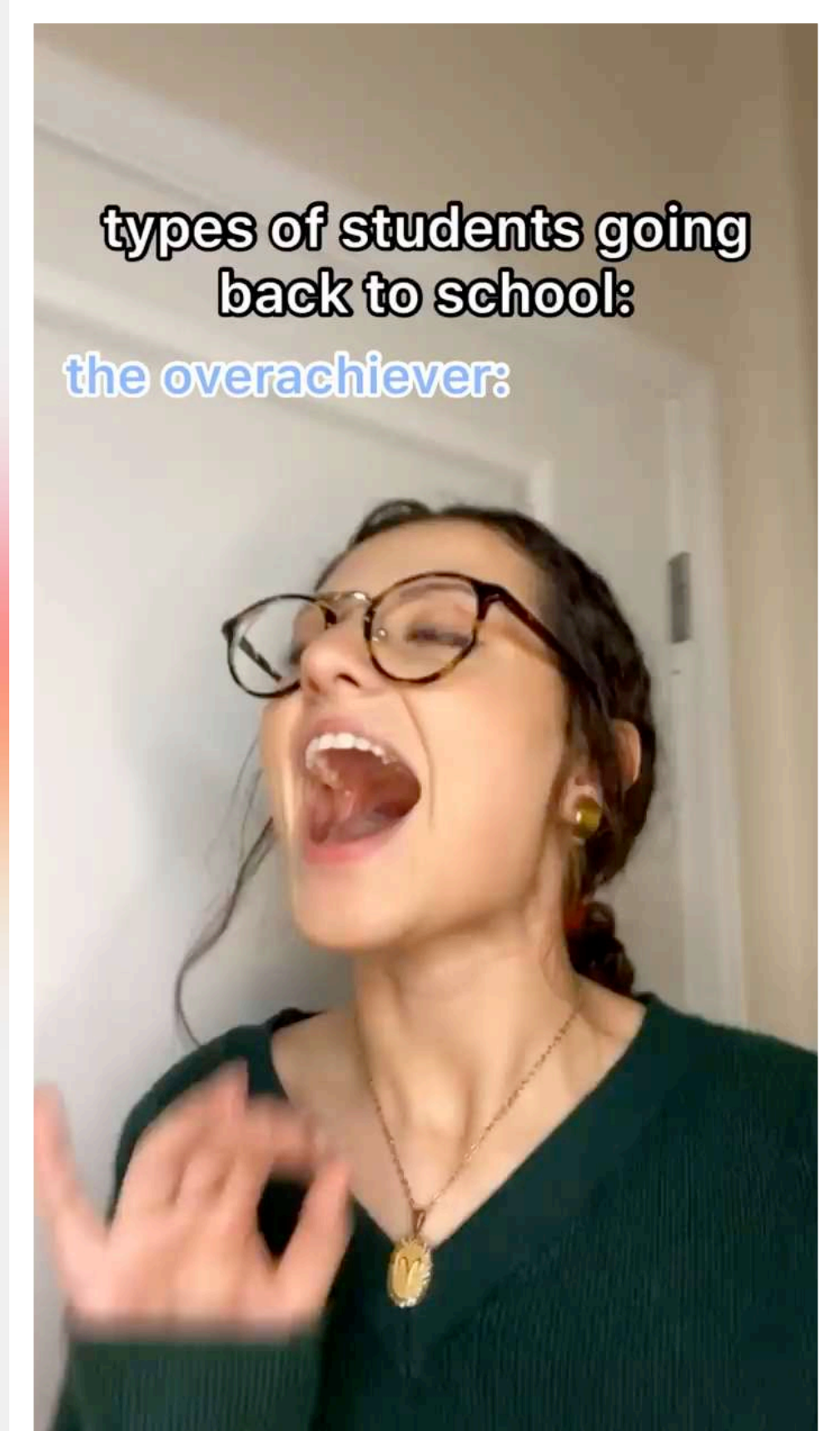
- Android 183K
- iOS 142K



Smart Cleaner



Google



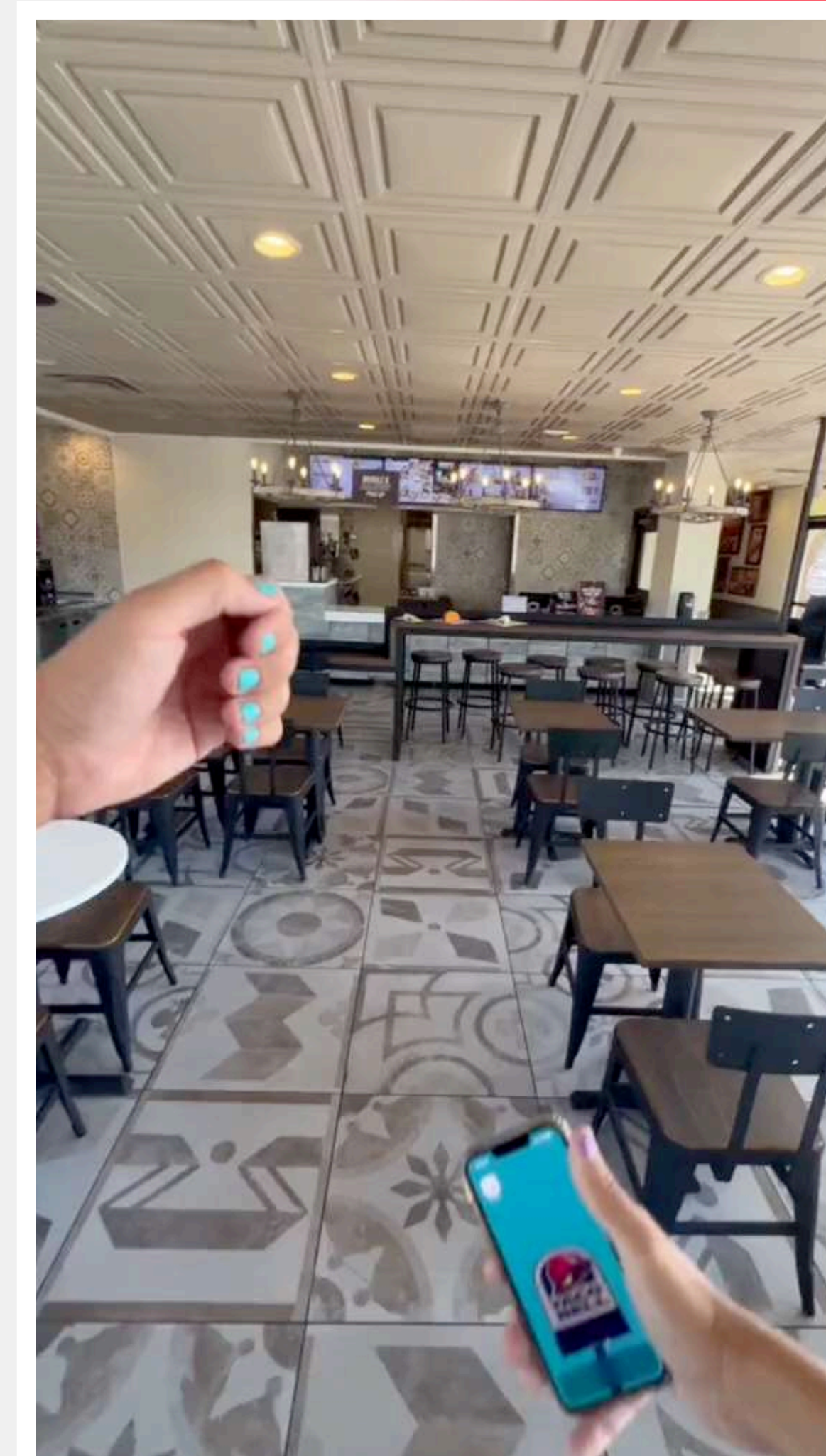
Grammarly



# UGC: Be trendy

Use organic trends to tell your story.

- Adapt trends for your product;
  - It's important to ensure that the content is relevant and appropriate to the brand image and values.
- 
- Using trends can help to increase brand awareness, engagement, virality, and connection with an audience.





## Lifestyle | Top's

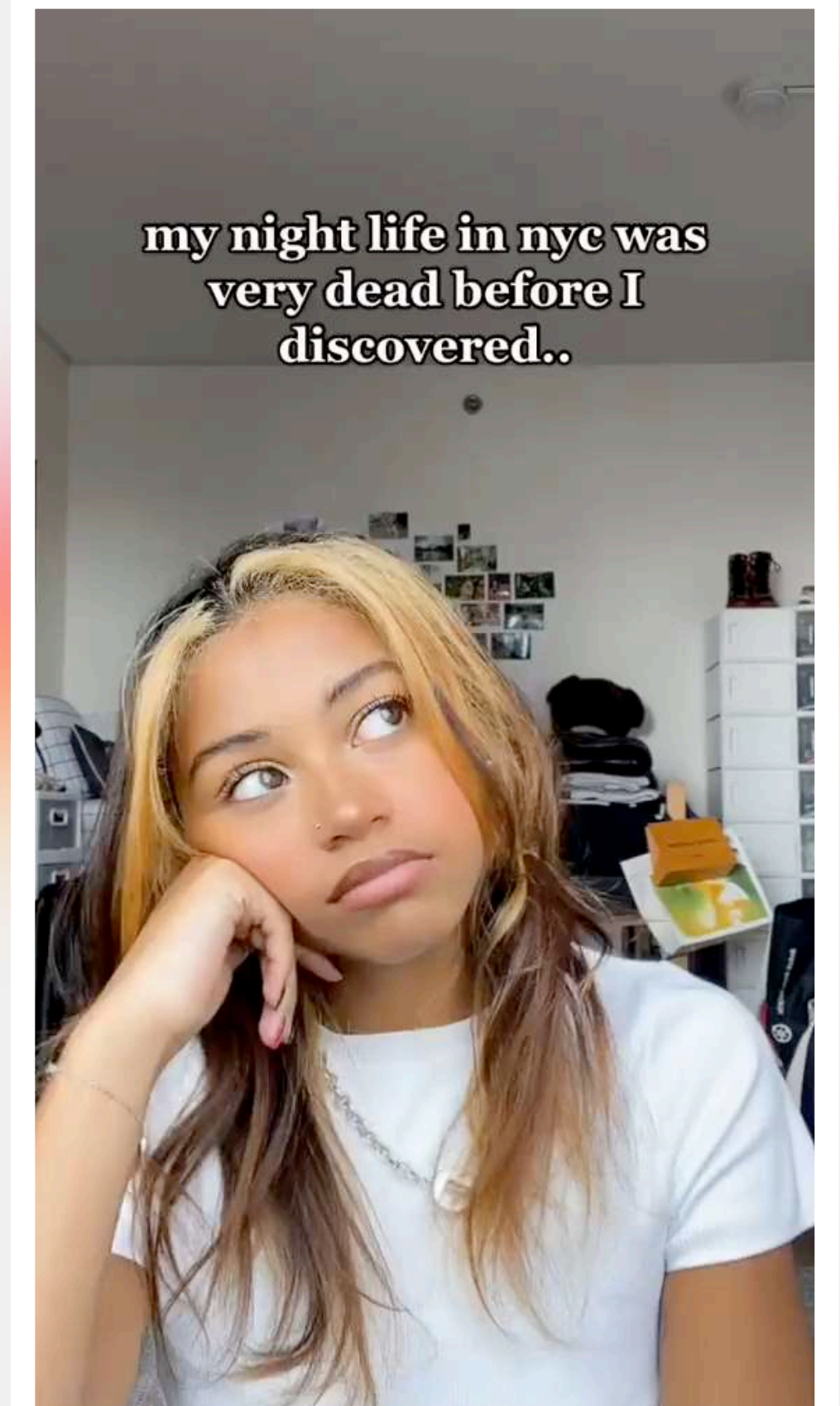
- Android 103 K
- iOS 239K



**Moonly**



**Everclear**



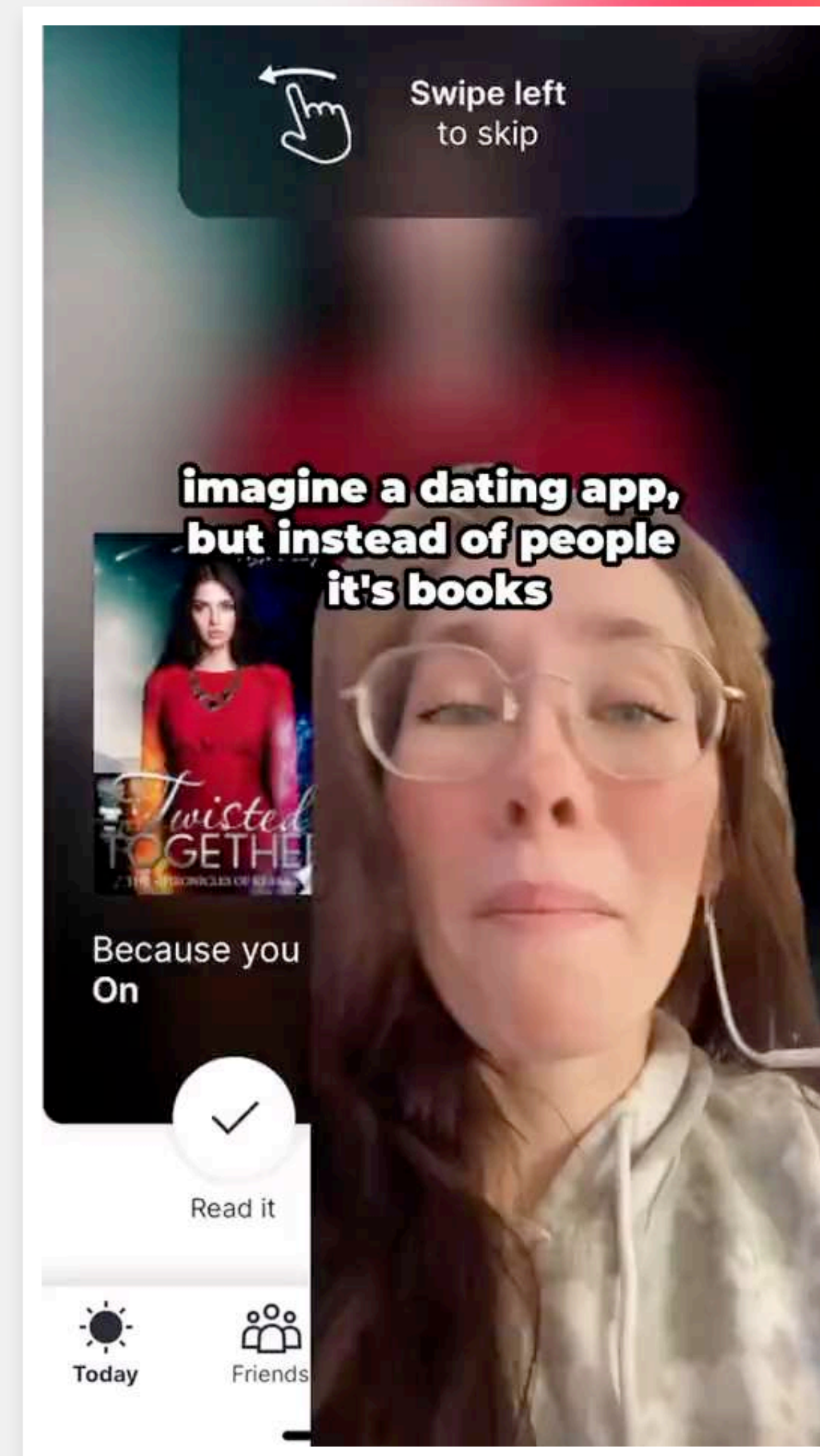
**Cobble**



# UGC: Simple story

Adding a live person to the picture makes your video more native.

- Look for some charisma and show emotions.
  - Describe the relevant problem in the first seconds, solve it with the product in the next.
- 
- Show the person and the product, show the result of use.



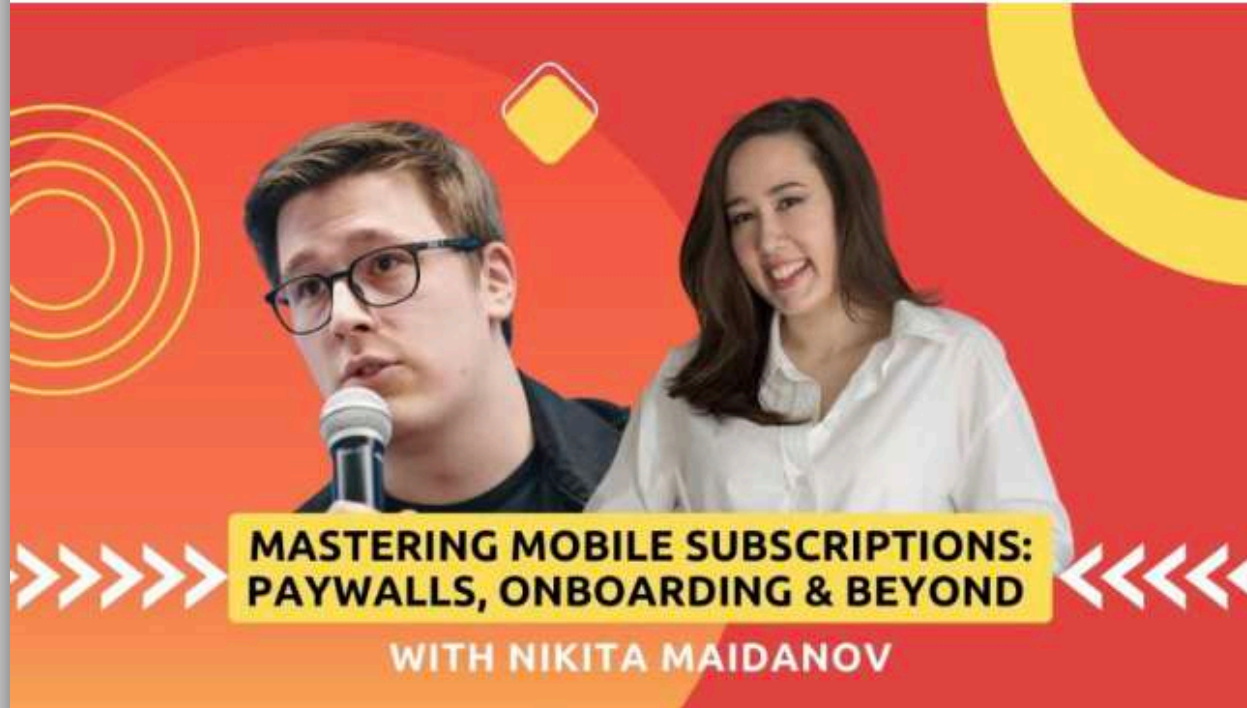


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Mastering Mobile Subscriptions: Paywalls, Onboarding & Beyond, UGC Byt...

youtube.com

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Do influencer marketing they said. It is easy they said. (Spoiler: it isn't)

...see more

**Apptica Talks**

With

**Kristina Nikeenko**  
Head of Influencer Marketing



**ZORKA**  
AGENCY

Influencer marketing and common campaign mistakes with Kristina Nikeenko from...

open.spotify.com

**UGC NINJA**

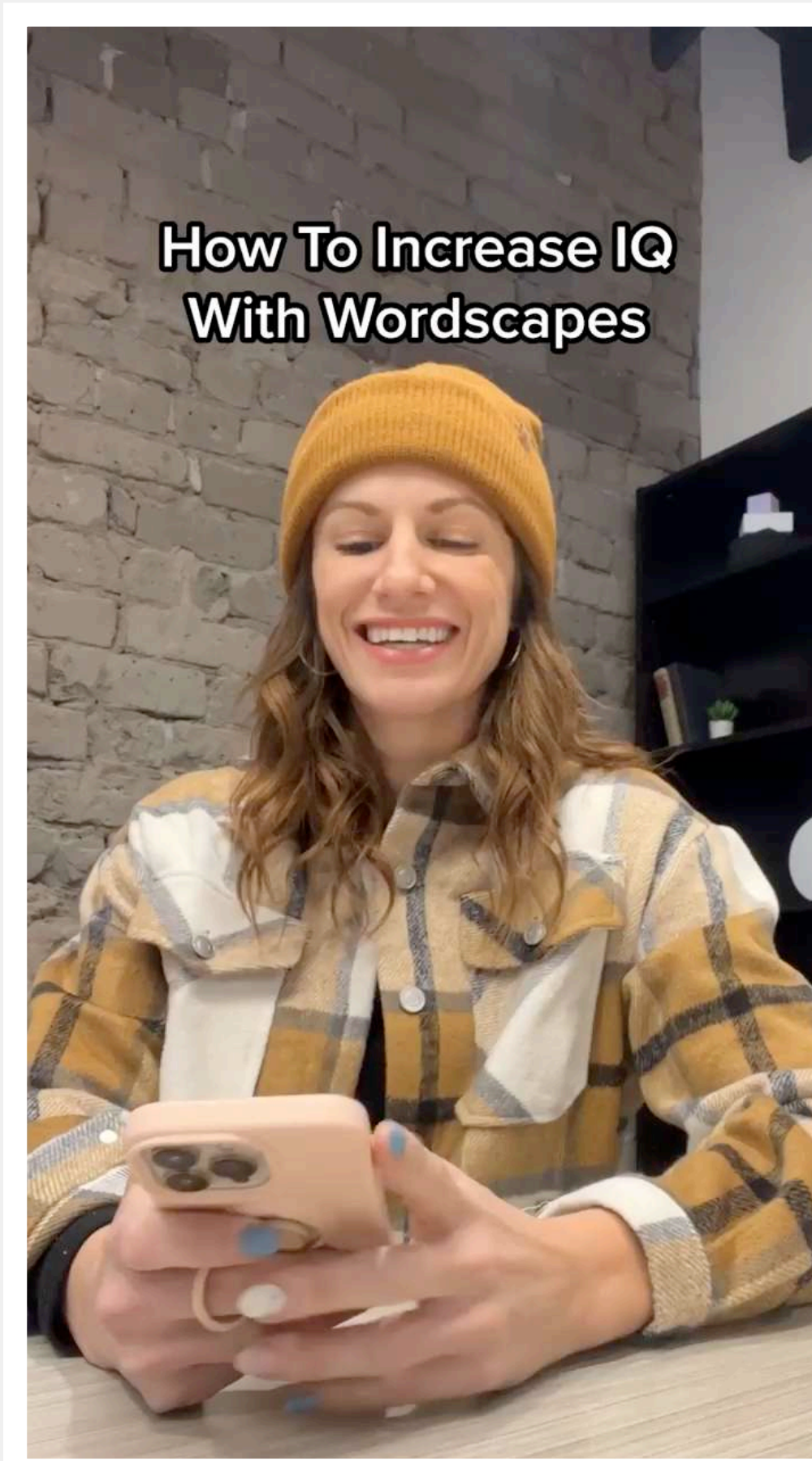
 **Apptica**

**UGC NINJA** x  **Apptica**

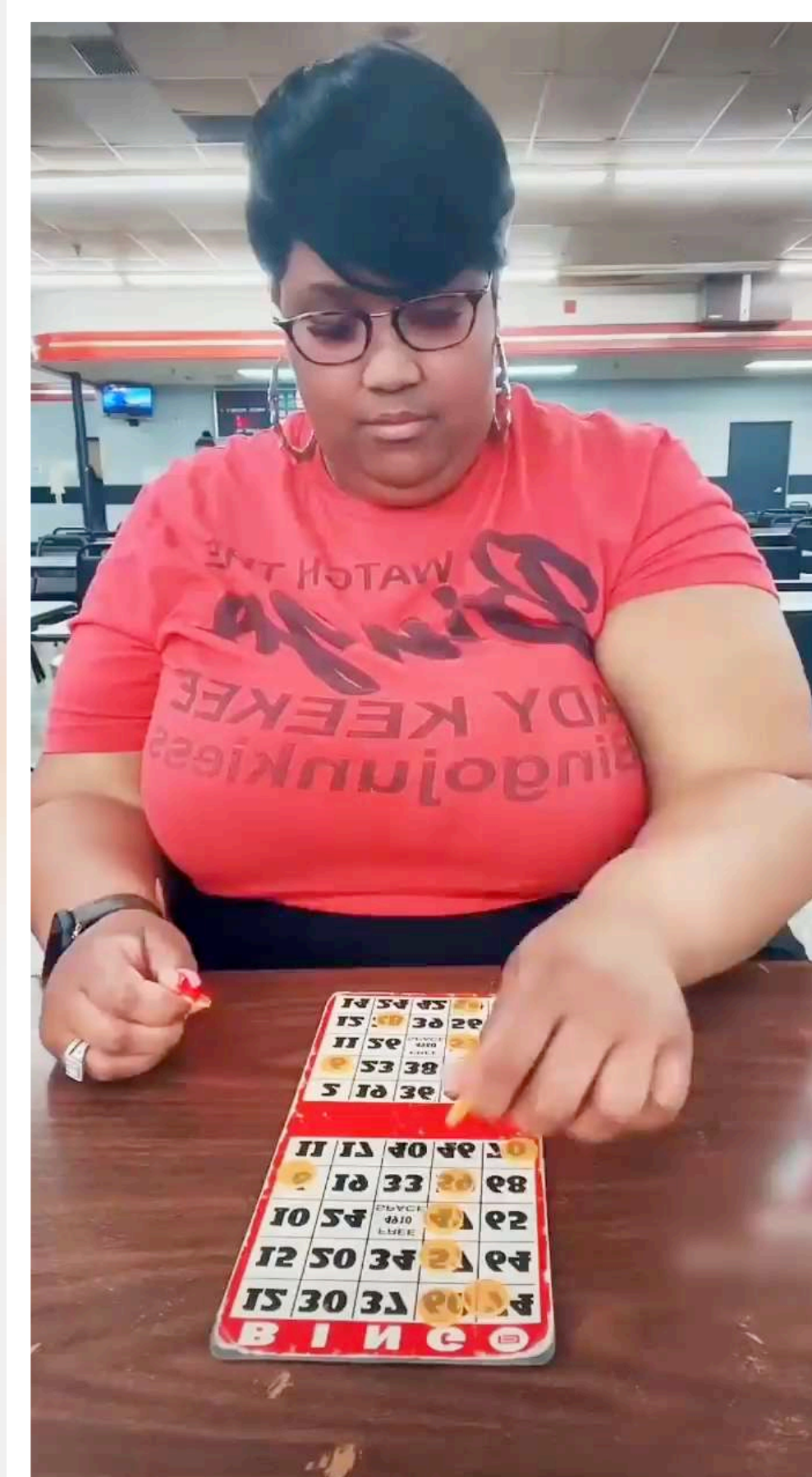


## Gaming | Top's

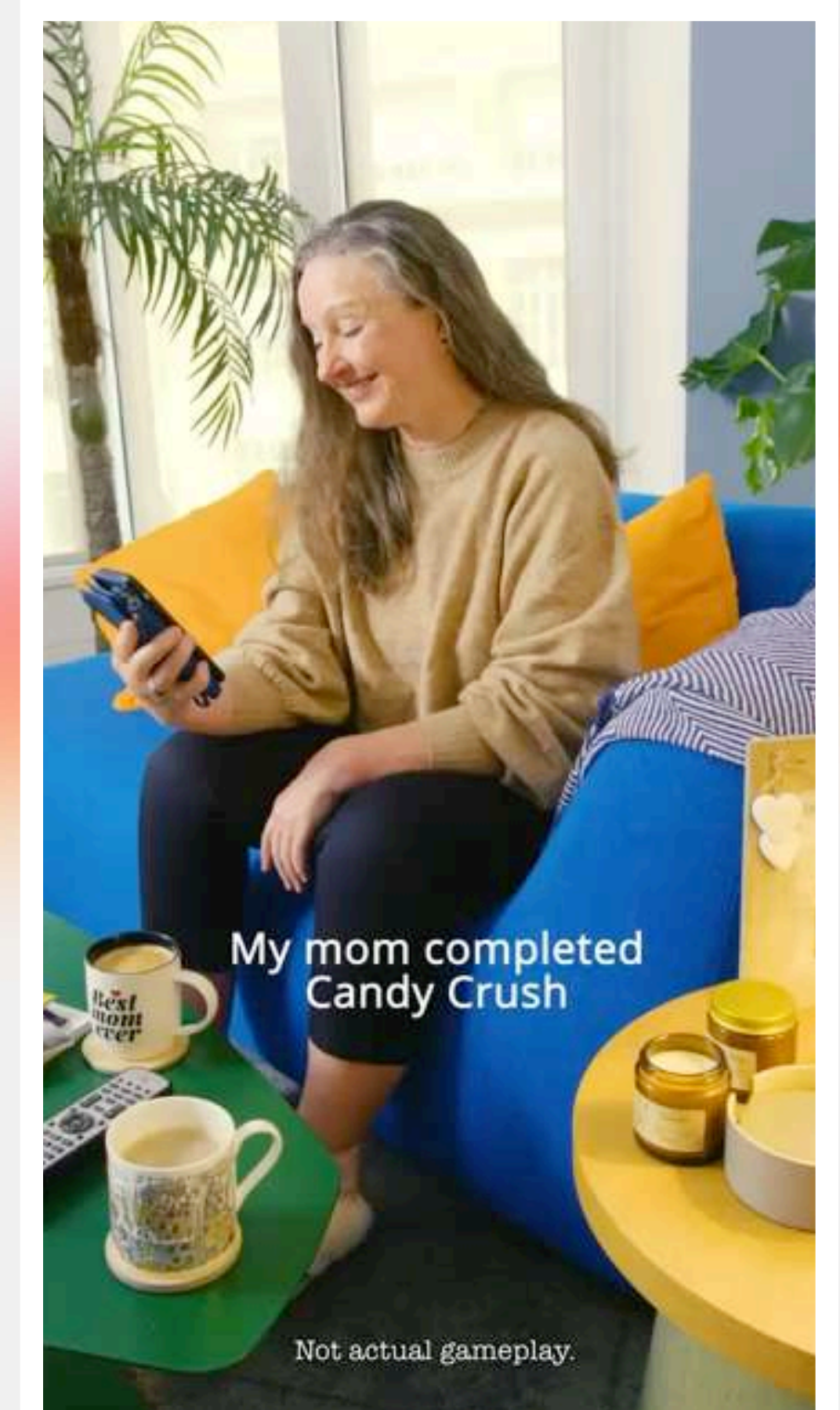
- Android 290K
- iOS 152K



Wordscapes



Bingo



Candy Crush



# UGC: Voiceovers

Simple slide shows or stock videos can work as well

- Use text layovers
  - Use cliffhangers
- 
- Use popular music
  - Use creators that your users would like



[Watch](#)



## Education | Top's

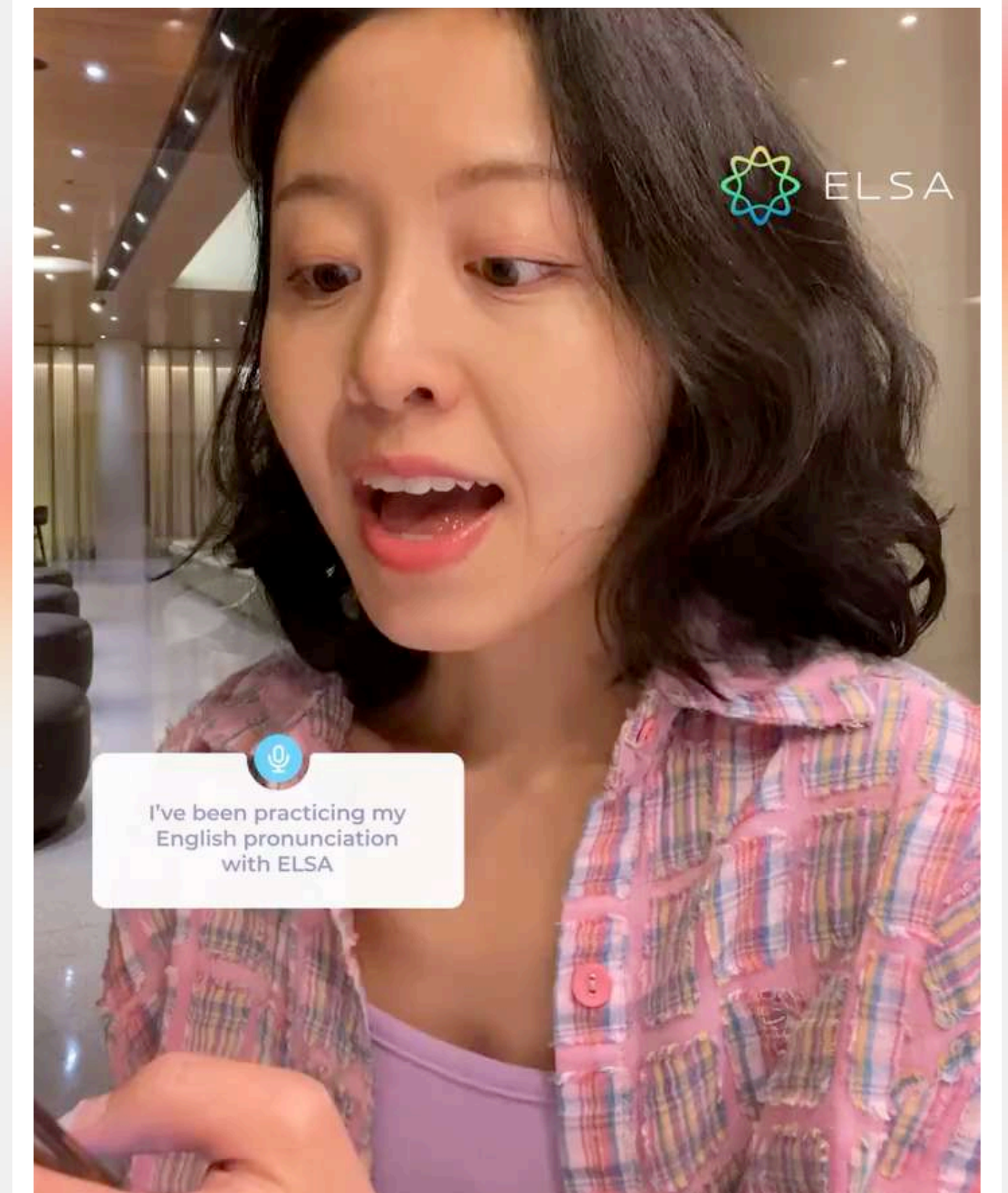
- Android 332K
- iOS 219K



Simply Sing



Headway



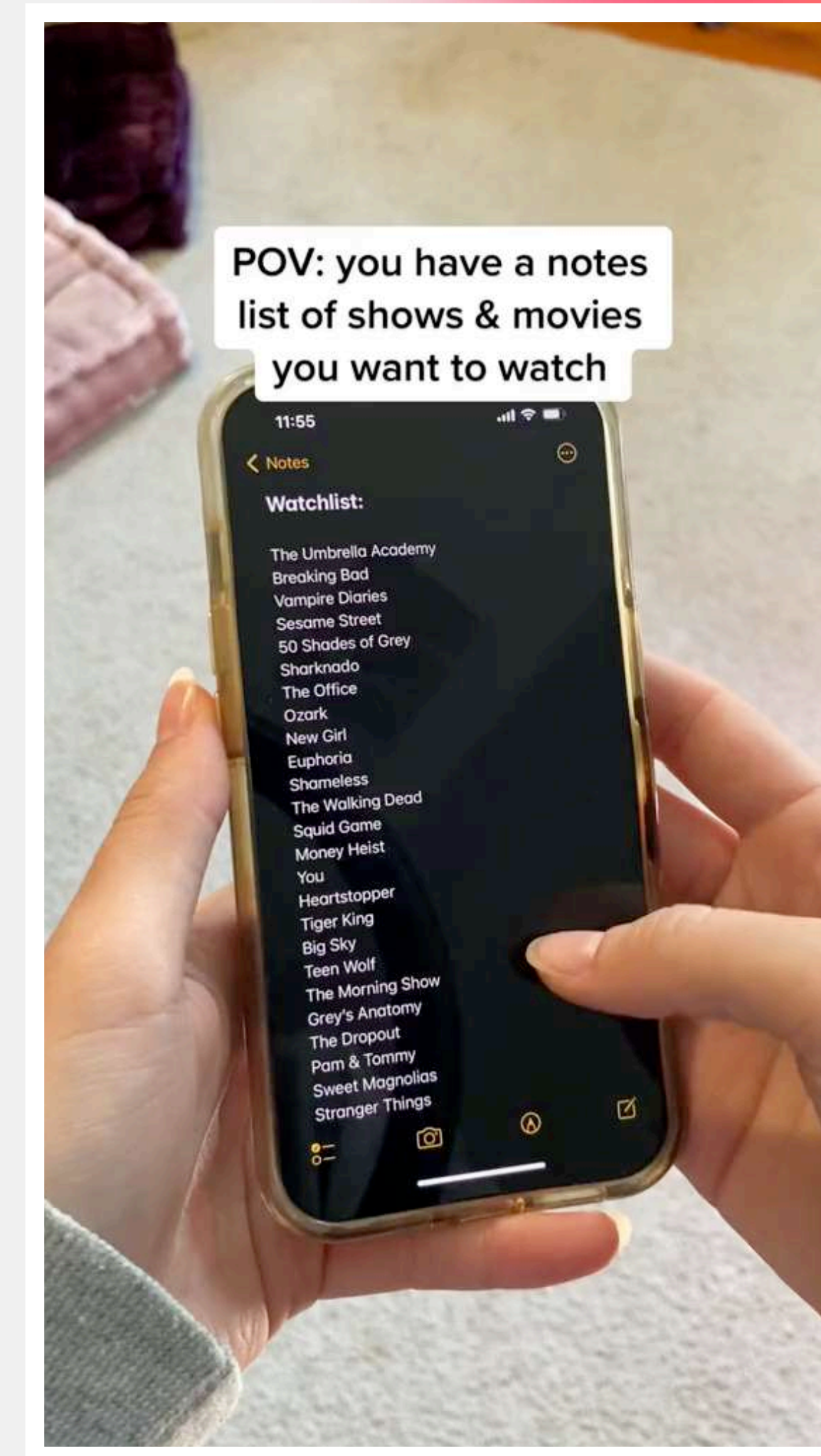
Elsa



# UGC: Text layovers

Tell your stories via text layovers.

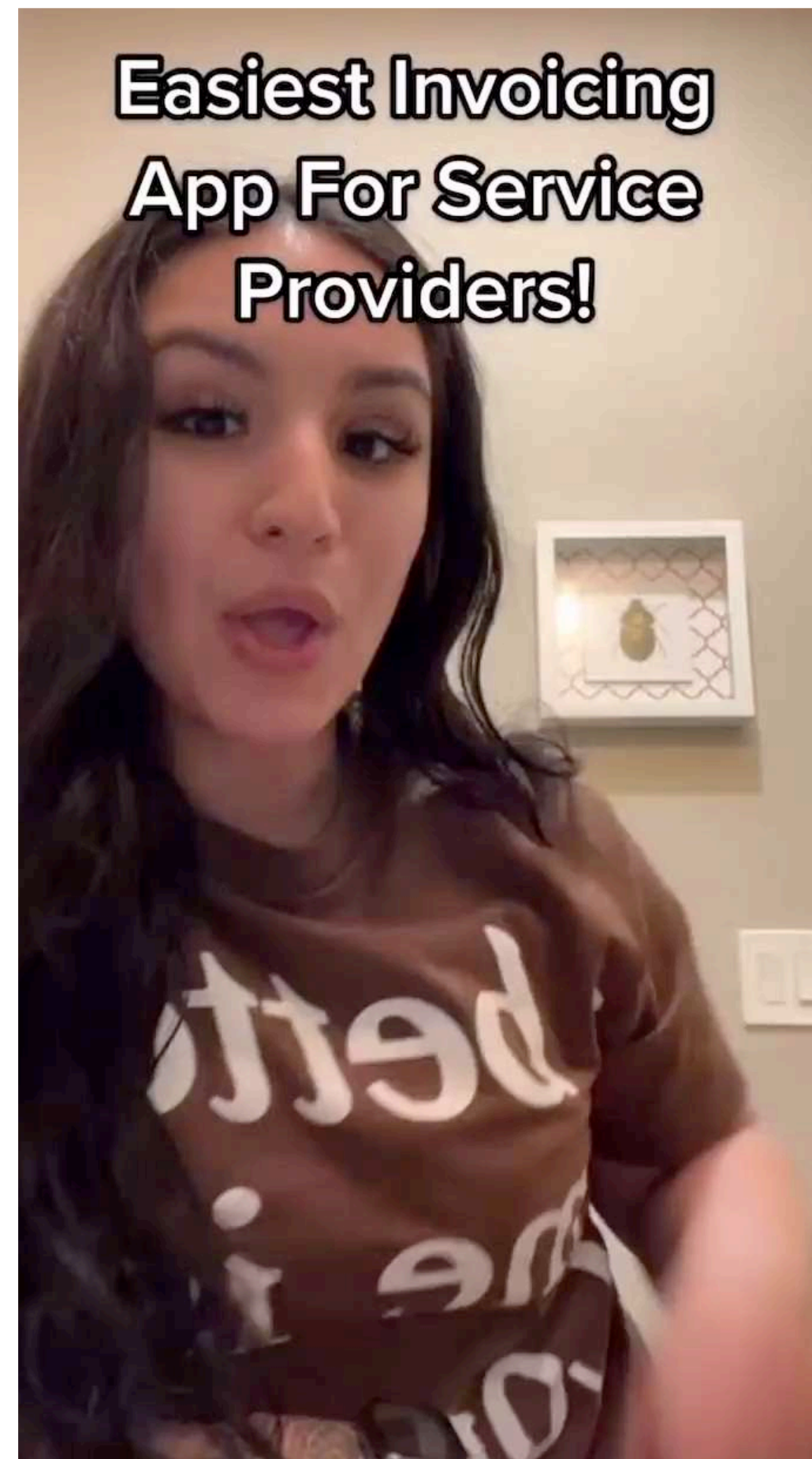
- Bring the strongest points/key features
- Text overlays are an effective way to communicate a message and call to action in a TikTok ad.
- They allow conveying information without relying solely on audio, which is important since many TikTok users watch videos without sound.
- Don't forget about the safe zone.





## Business | Top's

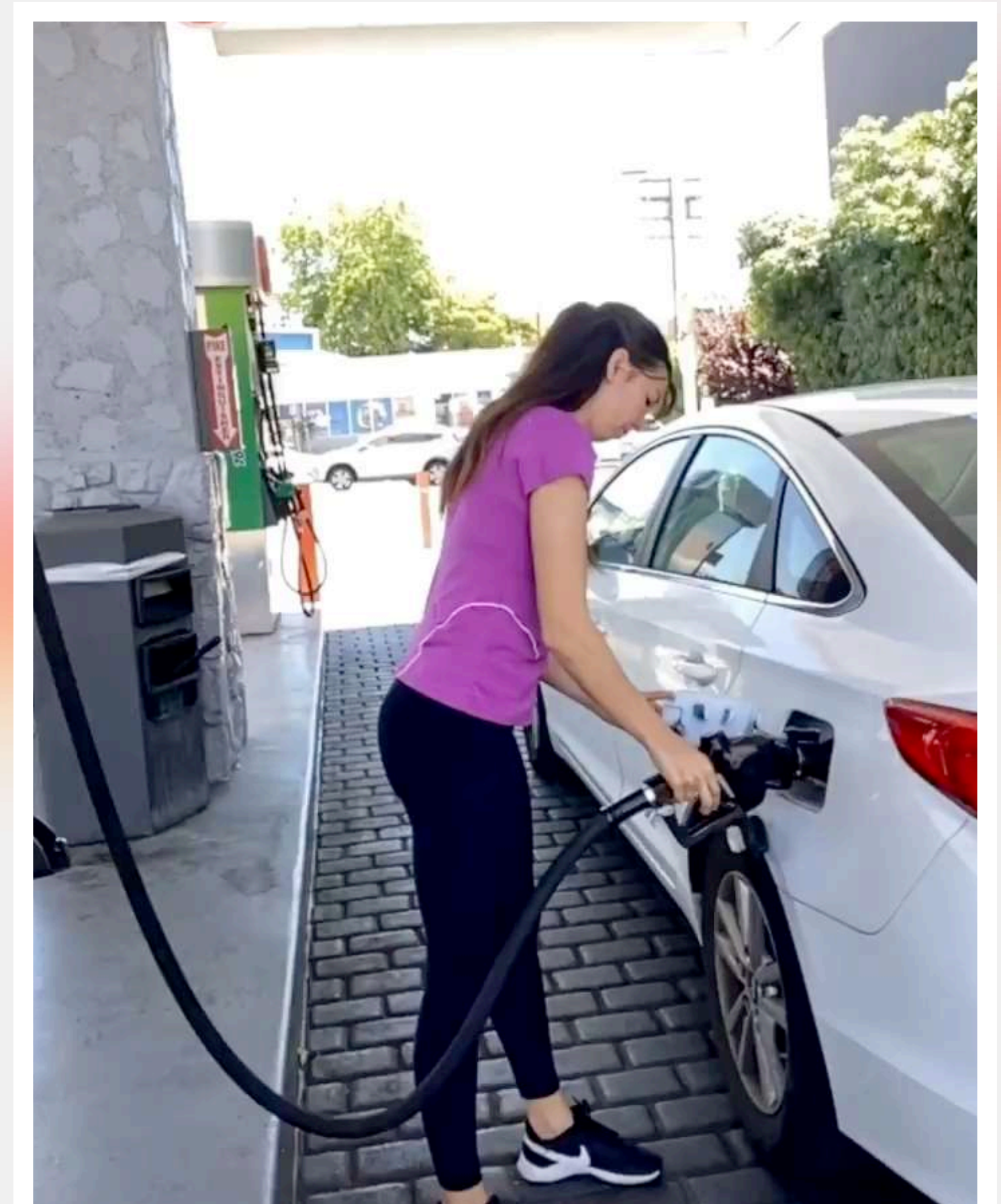
- Android 207K
- iOS 122K



Invoice fly



Job swipe



Everlance



# UGC: Sketches

The unique presentation of the creator is the key to a non-standard presentation of your app in the creative.

- Sketches work best when they are short, simple, and to the point, with a clear message or call to action.
- The style of the sketch should be consistent with the brand image and values and should be designed to appeal to the target audience.



[Watch](#)



**UGC approaches can help scale  
your creativity without stretching your  
resources**



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