H1 2023

Insights into Marketing Trends of Global Mobile Apps

MOBILE APPS MARKETING   SocialPeta

About SocialPeta

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 nearly 70 countries/regions and over 70 well-known ad channels worldwide, such as Facebook, Twitter, YouTube, TikTok, and Unity. We provide nearly 1.3 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.

As one of the world-leading advertising and marketing platforms, SocialPeta boasts a huge database and the experience of working with thousands of game companies and providing mobile game workers with more practical methods in order to develop more popular games.

Website: https://www.socialpeta.com/

5.10M
APP Advertisers

1.3B
Ad Creatives

1.20M
Daily Updates

About Snap

Snap Inc. is a technology company. As a social media app popular around the world, Snapchat is a pioneer of AR ads and an advocate of immersive ads, providing services to thousands of Chinese companies when entering the global market.

Snapchat for Business offers omni-channel social media marketing solutions to enterprises in all industries and of all sizes. We believe Snapchat's core users represent the next-generation shoppers who value brand stories and shopping experience and love to try new technologies and immersive interaction with brands. With Snapchat, full-screen immersive experience and highly convincing digital ads are provided for advertised brands to reach quality customers efficiently, so advertised brands can acquire core users and build their unique brand images faster, which, in the end, will lead to a higher conversion rate.

www.snapchatforbusiness.com

383 M

daily active users (DAUs)

750 M

monthly active users (MAUs)

0.5 M

users sending snaps every day

Exclusive insights from Nibbles Lin, Snap's head of China gaming business

As the world has changed with the development of technology in the past 3 years, people's entertainment demands in the new media time have also changed. **Middle East and other emerging markets started to rise.** Thanks to Internet traffic's diversity and independence, the joint realization of brand building and good sales performance has developed in an all-around way. The industry as a whole has advanced to a completely new stage in terms of data and content analysis, and so has Snap by offering its cooperative partners more comprehensive, novelty, and efficient marketing modes and providing perfect solutions for advertisers to completely boost their brand awareness.

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SocialPeta

INSIGHTS INTO MOBILE APP MARKETING IN H1

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Insights into Marketing Trends of Global Mobile Apps

MARKETING TRENDS AND INDUSTRY INSIGHTS

Insights into Global Mobile App Marketing

In Q1 and Q2 2023, new creatives steadily accounted for over 72%, slightly lower than the peak in 2022.

- Q1 2023 saw **nearly 170K** advertisers with new creatives, **accounting for over 93%**

- Q3 2022 saw over 2 million new creatives, and **new creatives have been accounting for over 70%** ever since Q2 2022.
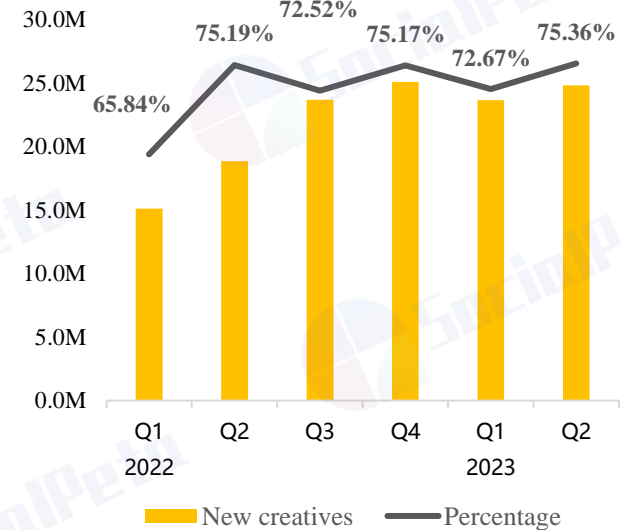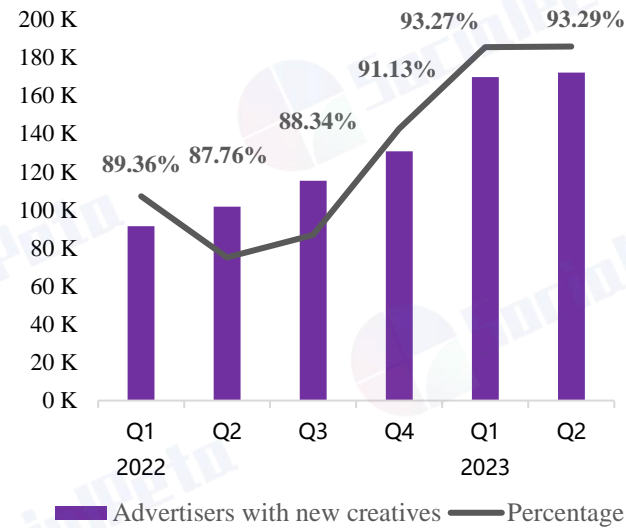
Advertisers with new creatives in Q2 2023

17.2W，93.29%

New creatives in Q2 2023

24.8M，75.36%

Advertisers with new creatives — Percentage

89.36% 87.76% 88.34% 91.13% 93.27% 93.29%

Q1 2022 / Q2 / Q3 / Q4 / Q1 2023 / Q2

New creatives — Percentage

65.84% 75.19% 72.52% 75.17% 72.67% 75.36%

Q1 2022 / Q2 / Q3 / Q4 / Q1 2023 / Q2

SocialPeta

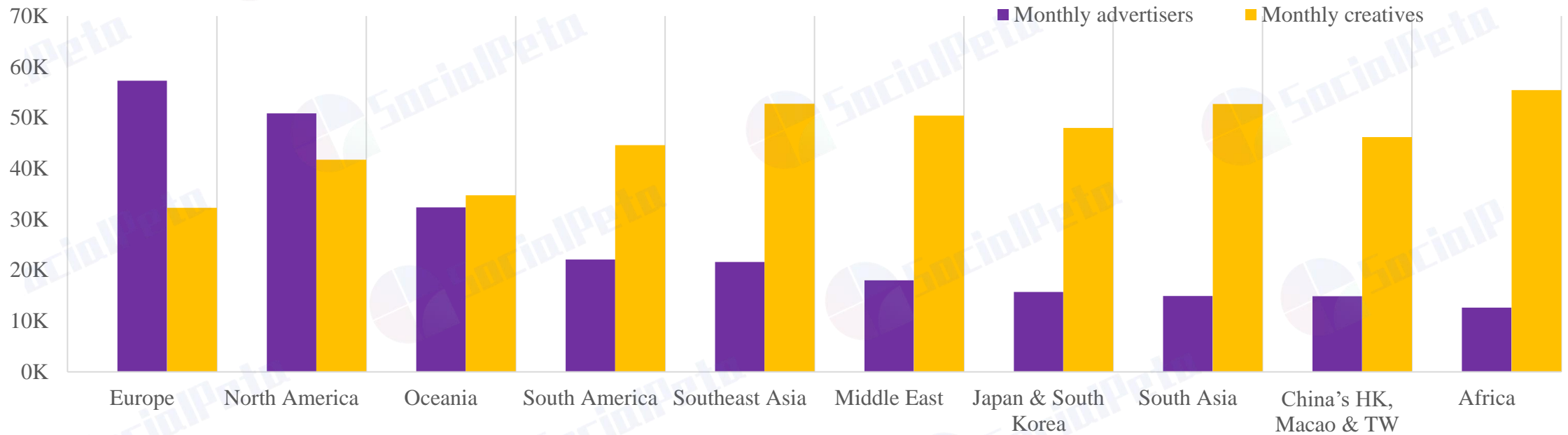# Insights into Mobile App Marketing in Different Regions

Europe had the highest number of monthly advertisers **Southeast Asia, Middle East, Africa, and South Asia** all had over 180 monthly creatives.

Monthly advertisers in Europe: 57.2K

Europe kept the highest number of monthly advertisers, about 57,000, 12.6% more than that of North America which ranked No.2.

Monthly creatives in Africa: 198

Africa reported an average of 198 monthly creatives per advertiser, followed by South Asia and Southeast Asia.

■ Monthly advertisers   ■ Monthly creatives

70K
60K
50K
40K
30K
20K
10K
0K

Europe | North America | Oceania | South America | Southeast Asia | Middle East | Japan & South Korea | South Asia | China's HK, Macao & TW | Africa

Percentages of advertising by app type

Category	% of Advertisers	YoY Change
Office Business	12.51%	+0.22%
Shopping	11.28%	+1.28%
Lifestyle	10.54%	-0.52%
Tools	8.32%	+1.41%
Finance	8.1%	-2.18%
Entertainment	6.2%	+0.31%
Health & Fitness	6%	+0.23%
Food & Drink	5.92%	-0.51%
Education	5.27%	+0.78%
Productivity	4.7%	+0.57%

Category	% of Creatives	YoY Change
Office Business	15%	-2.39%
Shopping	14.92%	+4.65%
Lifestyle	11.1%	+0.79%
Tools	7.45%	+0.9%
Finance	7.36%	-0.78%
Entertainment	6.86%	-0.23%
Health & Fitness	6.82%	-0.66%
Food & Drink	5.54%	-0.94%
Education	3.61%	+0.17%
Productivity	3.5%	+1.05%

Insights into Advertising of Mobile Apps on iOS & Android

Creatives on Android started to rise, accounting for over 70%.

Mobile app advertisers on iOS & Android in H1 2023

Average creatives for advertisers on Android were 39.2% more than those on iOS. And iOS experienced significant fluctuation of the number of creatives to remain below 20M since H2 2021.
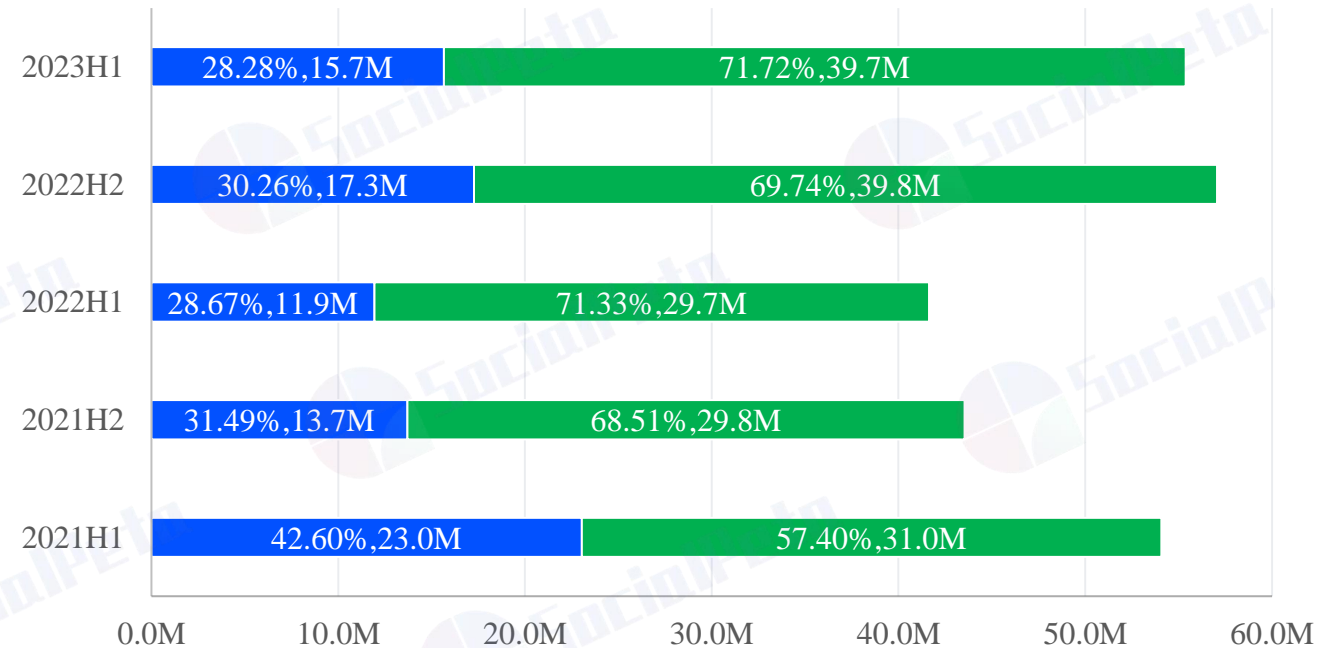
190
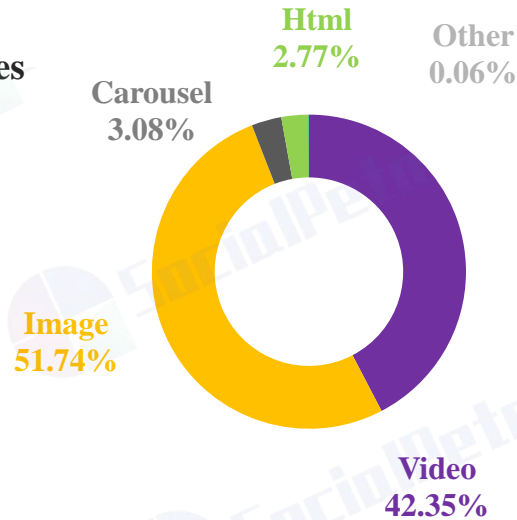Average creatives on iOS in H1 2023
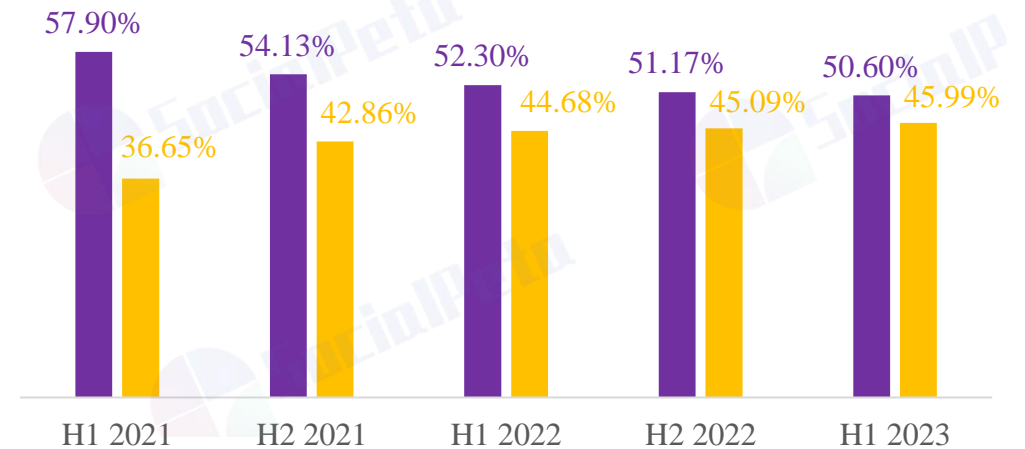
264
Average creatives on Android in H1 2023

	iOS	Android
2023H1	28.28%,15.7M	71.72%,39.7M
2022H2	30.26%,17.3M	69.74%,39.8M
2022H1	28.67%,11.9M	71.33%,29.7M
2021H2	31.49%,13.7M	68.51%,29.8M
2021H1	42.60%,23.0M	57.40%,31.0M

0.0M   10.0M   20.0M   30.0M   40.0M   50.0M   60.0M

Percentages of game ad creatives by type

Percentages of ad creatives by type in H1 2023

Html 2.77%

Other 0.06%

Carousel 3.08%

Image 51.74%

Video 42.35%

87K

Estimated impressions per creative

Impressions per creative on iOS: 95.5K

Impressions per creative on Android: 83.3K

Type with the highest impressions per creative: Finance

Percentages of impressions of video and image creatives

☑ Impressions of video creatives accounted for over 45% in H1 2023

☑ Impressions of image creatives started a downward trend

	H1 2021	H2 2021	H1 2022	H2 2022	H1 2023
Video	57.90%	54.13%	52.30%	51.17%	50.60%
Image	36.65%	42.86%	44.68%	45.09%	45.99%

Apps by Advertising on iOS | TOP30

#	App	Company	Category
1	Lazada	Lazada	Shopping
2	Temu	Pinduoduo	Shopping
3	Fever	Fever Labs	Local
4	SmartNews	SmartNews	News
5	GoodNovel	GoodNovel	Online Fiction
6	HERE WeGo	HERE Apps	Navigation
7	Sympla	Sympla	Ticketing
8	WhatsApp Messenger	Meta	Social
9	LightInTheBox	LightInTheBox	Shopping
10	와디즈	WADIZ	Finance
11	Lemon8	ByteDance	Social
12	Wolt Delivery	Wolt	Food & Drink
13	MoboReader	畅读科技	Online Fiction
14	Bored Panda	Bored Panda	Entertainment
15	Flamingo Shop	Flamingo Technologies	Shopping
16	We Heart It	We Heart It	Social
17	AXS Tickets	AXS	Ticketing
18	SHEIN	Shein	Shopping
19	Trendyol	Trendyol	Shopping
20	Joyread	Joyread	Online Fiction
21	falabella.com	Falabella	Shopping
22	Kiwi.com	Kiwi.com	Photo & Video
23	ICA	ICA Sverige	Food & Drink
24	Webfic	Dianzhong Tech	Online Fiction
25	PeachLive	乐积科技	Social
26	DICE: Live Shows	DICE.fm	Ticketing
27	BueNovela	GoodNovel	Online Fiction
28	KAYAK	Kayak	Travel
29	Monster	Randstad	Business
30	HALARA	dfsapp	Shopping

Top Apps on the APP Store

Download Chart

#	App	Developer	Category	#	App	Developer	Category
1	CapCut	ByteDance	Photo & Video	11	Google Chrome	Google	Tools
2	WhatsApp Messenger	Meta	Social	12	SHEIN	Shein	Shopping
3	YouTube	Google	Photo & Video	13	Messenger	Meta	Social
4	Instagram	Meta	Photo & Video	14	Spotify	Spotify	Music
5	TikTok	ByteDance	Entertainment	15	Snapchat	Snap	Photo & Video
6	Google	Google	Tools	16	Netflix	Netflix	Entertainment
7	Google Maps	Google	Navigation	17	Temu	Pinduoduo	Shopping
8	Gmail	Google	Productivity	18	WeChat	Tencent	Social
9	Telegram	Telegram	Social	19	Twitter	Twitter	News
10	Facebook	Meta	Social	20	Google Drive	Google	Productivity

Revenue Chart

#	App	Developer	Category	#	App	Developer	Category
1	YouTube	Google	Photo & Video	11	Hulu	Hulu	Entertainment
2	TikTok	ByteDance	Entertainment	12	Duolingo	Duolingo	Education
3	Tinder	Match Group	Social	13	LINEマンガ	LINE	Reading
4	Disney+	Disney	Entertainment	14	ESPN	Disney	Sports
5	ピッコマ	Kakao piccoma	Reading	15	YouTube Music	Google	Music
6	HBO Max	WarnerMedia	Entertainment	16	TikTok ティックトック	ByteDance	Entertainment
7	Bumble	Bumble	Social	17	Pandora	Pandora	Music
8	Audible	Audible	Reading	18	Hinge Dating App	Match Group	Social
9	LinkedIn	LinkedIn	Business	19	Peacock TV	Peacock TV	Entertainment
10	Netflix	Netflix	Entertainment	20	Crunchyroll	Ellation	Entertainment

Apps by Advertising on Android | TOP30

#	App	Developer	Category
1	NewsBreak	Particle Media	News
2	Instagram	Meta	Photo & Video
3	Instagram Lite	Meta	Photo & Video
4	Temu	Pinduoduo	Shopping
5	Lazada	Lazada	Shopping
6	Opera News	Opera	News
7	Public	Inshorts	Social
8	SHEIN	Shein	Shopping
9	HERE WeGo	HERE Apps	Navigation
10	File Cleanup Expert	File Tech	Productivity

#	App	Developer	Category
11	Fast VPN Pro	VPM Master	Tools
12	Super VPN	MiniVPN Dev	Tools
13	Calculator Vault	Lara Pollar	Productivity
14	App Lock	Lara Pollar	Productivity
15	Normal Link	Normal Mobile Tec	Tools
16	VPN Proxy	VPM Master	Tools
17	SecretProxy	OVER TOOL	Tools
18	Fast VPN	VPM Master	Tools
19	QRScanner	VPM Master	Tools
20	OK VPN	OKVpnTeam	Social

#	App	Developer	Category
21	super stable proxy master	PRIME DIGITAL	Tools
22	Phone Doctor	Cheryl Cook	Productivity
23	Cyber Proxy	SeasMall ECommerce	Tools
24	Daily VPN	UPUP TECHNOLOGY	Tools
25	TikTok	ByteDance	Short video
26	FlyMax	ouou Zhou	Tools
27	Leap Proxy	YIZE DEV	Tools
28	Crypto.com	Crypto.com	Finance
29	Wak Master	Hugeco	Tools
30	Fever	Fever Labs	Local

Top Apps on Google Play

Download Chart

#	App	Company	Category
1	WhatsApp Messenger	Meta	Social
2	Instagram	Meta	Photo & Video
3	Snapchat	Snap	Photo & Video
4	CapCut	ByteDance	Photo & Video
5	Facebook	Meta	Social
6	TikTok	ByteDance	Entertainment
7	Telegram	Telegram	Social
8	WhatsApp Business	Meta	Social
9	Facebook Lite	Meta	Social
10	Messenger	Meta	Social
11	Spotify	Spotify	Productivity
12	SHEIN	Shein	Shopping
13	TikTok Lite	ByteDance	Entertainment
14	Meesho	Meesho	Shopping
15	Instagram Lite	Meta	Photo & Video
16	Truecaller	Truecaller	Communication
17	JioCinema	Reliance Jio	Entertainment
18	Picsart	Picsart	Photography
19	QR & Barcode Scanner	Gamma Play	Tools
20	Twitter	Twitter	News

Revenue Chart

#	App	Company	Category
1	Google One	Google	Productivity
2	TikTok	ByteDance	Entertainment
3	Disney+	Disney	Entertainment
4	HBO Max	WarnerMedia	Entertainment
5	Tinder	Match Group	Social
6	Bumble	Bumble	Social
7	ピッコマ	Kakao piccoma	Reading
8	Twitch	Twitch Interactive	Entertainment
9	TikTokティックトック	ByteDance	Entertainment
10	Crunchyroll	Ellation	Entertainment
11	Microsoft OneDrive	Microsoft	Productivity
12	Pandora	Pandora	Music
13	Audible	Audible	Reading
14	Duolingo	Duolingo	Education
15	BIGO LIVE	JOYY	Social
16	DAZN	DAZN	Sports
17	Peacock TV	Peacock TV	Entertainment
18	KakaoPage	Kakao	Reading
19	Chamet	富聊科技	Social
20	LINEマンガ	LINE	Reading

BrandOS in H1 2023: Top Global App Brands on Social Media

Rank	Chinese Name	English Name	BrandOS	Rank	Chinese Name	English Name	BrandOS
1	Tencent视频	WeTV	320.6	11	BIGO LIVE	BIGO LIVE	163.5
2	抖音	TikTok	269.8	12	BueNovela	BueNovela	157.8
3	爱奇艺	iQIYI	257.4	13	KKBOX	KKBOX	152.9
4	芒果TV	MangoTV	243.7	14	美易照片	picsart	148.2
5	Boomplay	Boomplay	222.1	15	Trovo	Trovo	136.0
6	哔哩哔哩	Bilibili	220.4	16	优酷	Youku	127.0
7	Filmora	Filmora	185.6	17	滴滴	DiDi	124.3
8	WeComics	WeComics	179.9	18	Inshot	Inshot	120.7
9	快手	Kwai	175.5	19	宝宝巴士	BabyBus	117.1
10	Dreame	Dreame	174.7	20	GoodNovel	GoodNovel	116.8

02

Insights into Mobile App Marketing in Top Countries/Regions

MARKETING TRENDS AND INDUSTRY INSIGHTS
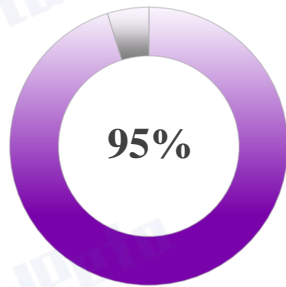
North America

Insights into North American Market
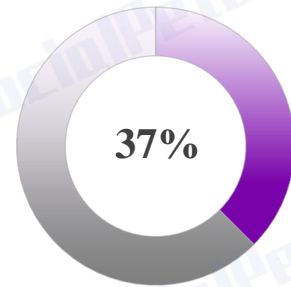
Creatives and advertisers with creatives
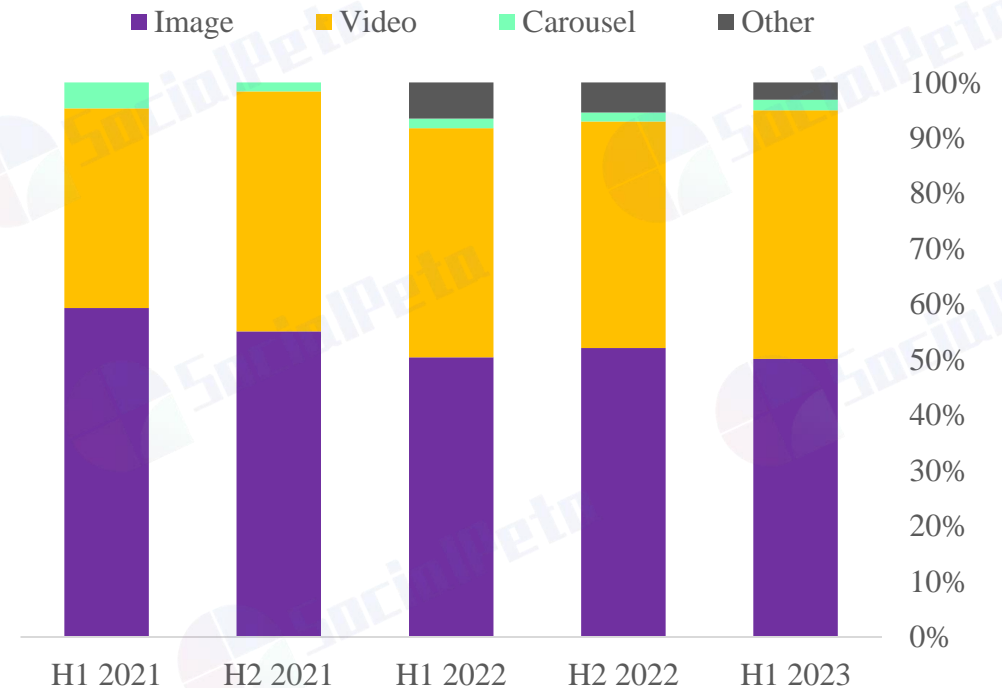
newly released in H1 2023

% of advertisers

95%

North America experienced the fiercest competition as there were nearly 95% advertisers with new creatives in H1 2023

% of creatives

37%

In North America, new creatives accounted for about 37% of all active creatives for mobile apps (non-game) in H1 2023, indicating the highest update frequency of creatives

- Despite a slight change, the overall share of image creatives remained at 50% or above;
- Compared to H1 2021, the share of image creatives reduced by about 9% in H1 2023;
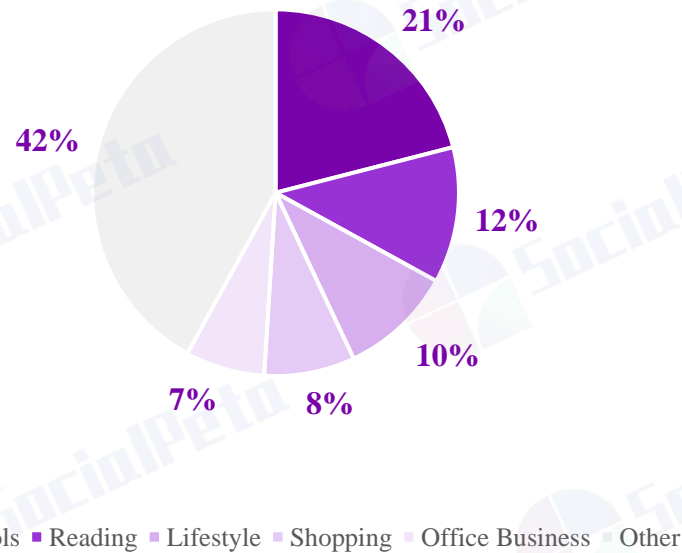- The share of video creatives rose slightly to exceed 44% in H1 2023.

■ Image ■ Video ■ Carousel ■ Other

Chart categories: H1 2021, H2 2021, H1 2022, H2 2022, H1 2023

Y-axis: 0% to 100%

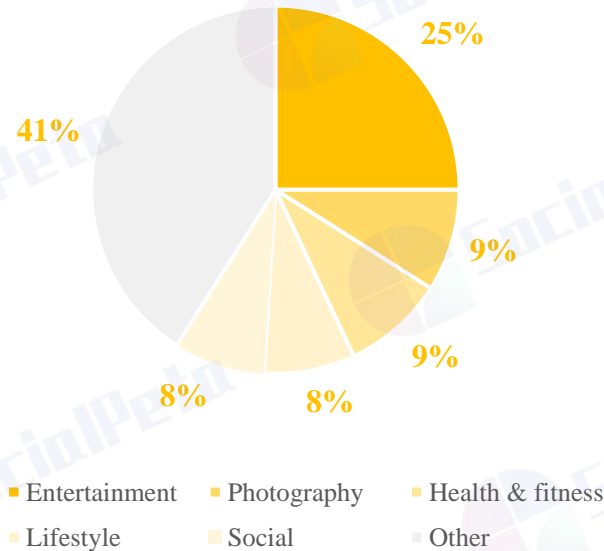# Insights into Top Mobile App Types in North American Market

Reading apps contributed the most ad creatives, followed by lifestyle apps.

- Entertainment apps grossed the highest revenue, much higher than those of photography apps and health & fitness apps.

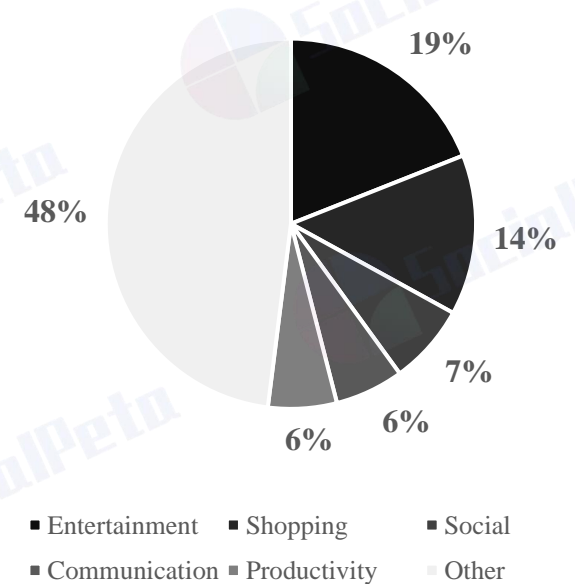- Entertainment apps also reported the most downloads, followed by shopping apps.

Top app types by **advertising**

21%
12%
10%
8%
7%
42%

■ Tools ■ Reading ■ Lifestyle ■ Shopping ■ Office Business ■ Other

Top app types by **revenue**

25%
9%
9%
8%
8%
41%

■ Entertainment ■ Photography ■ Health & fitness
■ Lifestyle ■ Social ■ Other

Top app types by **downloads**

19%
14%
7%
6%
6%
48%

■ Entertainment ■ Shopping ■ Social
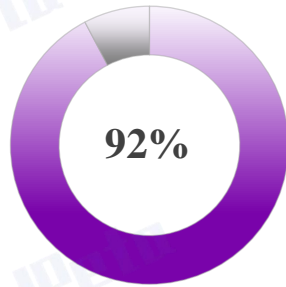■ Communication ■ Productivity ■ Other

Japan & South Korea

Insights into Japanese & South Korean Markets

Creatives and advertisers with creatives

newly released in H1 2023

% of advertisers

92%

In Japan & South Korea, advertisers with new creatives accounted for nearly 92% in H1 2023, a percentage slightly lower than in Southeast Asia and North America.

% of creatives

28%

In Japan & South Korea, new creatives accounted for about 28% of all active creatives for mobile apps (non-game) in H1 2023, indicating a lower update frequency of creatives than in Africa, Middle East, Southeast Asia, and North America.
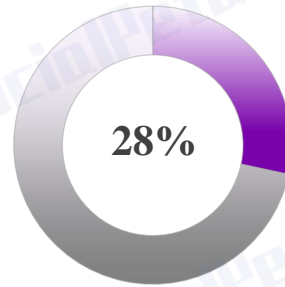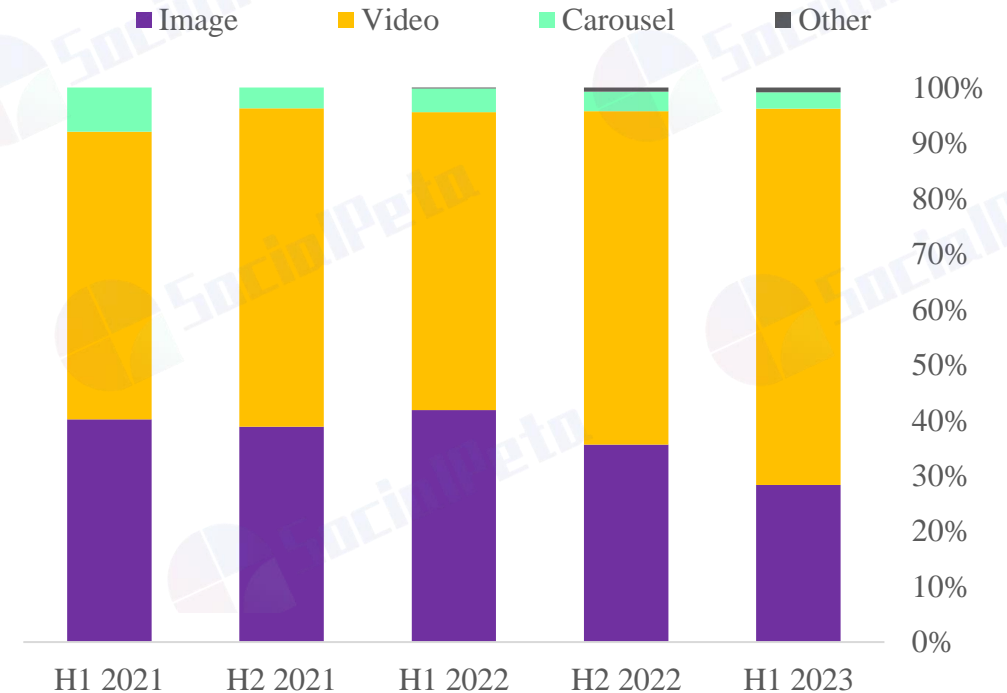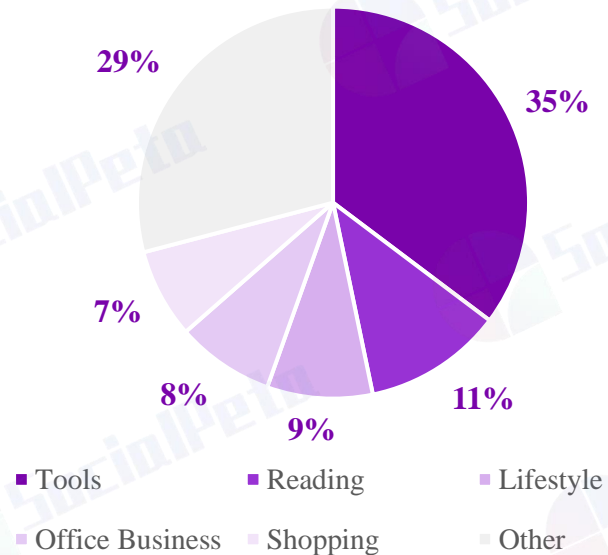
- Image creatives increased and then reduced to record a drop of about 12% in H1 2023 as compared to H1 2021;
- Video creatives started to rise, accounting for over 68% in H1 2023;
- Other types of creatives started to increase, accounting for 0.86%.

■ Image   ■ Video   ■ Carousel   ■ Other

H1 2021   H2 2021   H1 2022   H2 2022   H1 2023

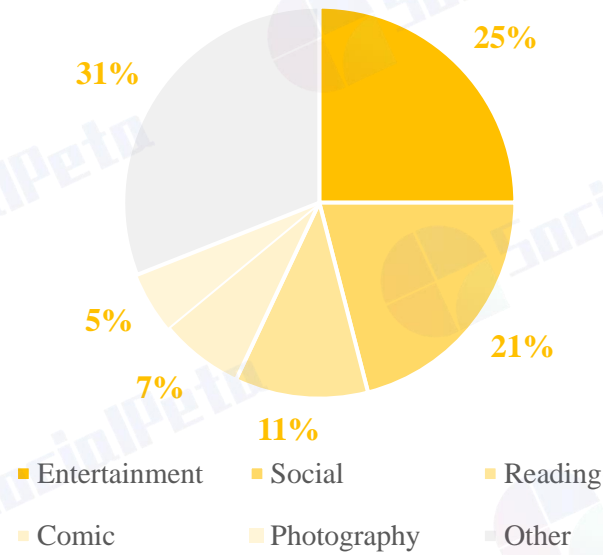# Insights into Top Mobile App Types in Japanese & South Korean Markets

Tool apps contributed the most ad creatives, followed by reading apps.

- Entertainment and social apps grossed a higher revenue than reading apps and comic apps.
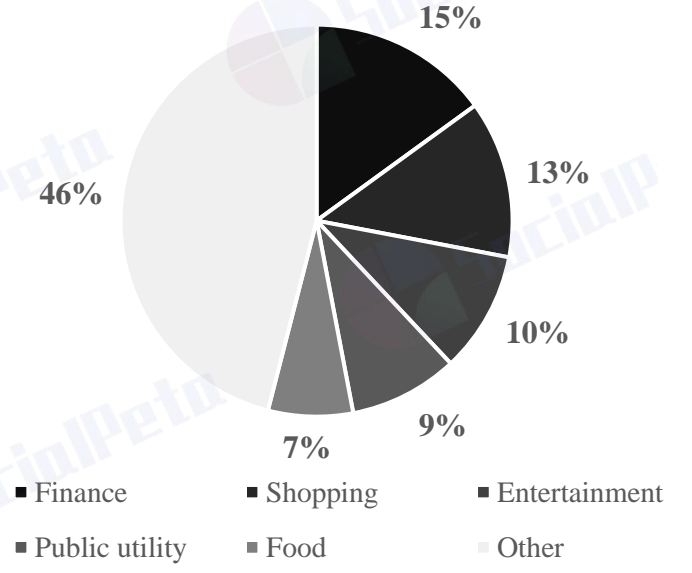- Finance apps had the most downloads, followed by shopping apps.

Top app types by advertising

- 35% Tools
- 11%
- 9%
- 8%
- 7%
- 29%

■ Tools ■ Reading ■ Lifestyle
■ Office Business ■ Shopping ■ Other

Top app types by revenue

- 25%
- 21%
- 11%
- 7%
- 5%
- 31%

■ Entertainment ■ Social ■ Reading
■ Comic ■ Photography ■ Other

Top app types by downloads

- 15%
- 13%
- 10%
- 9%
- 7%
- 46%

■ Finance ■ Shopping ■ Entertainment
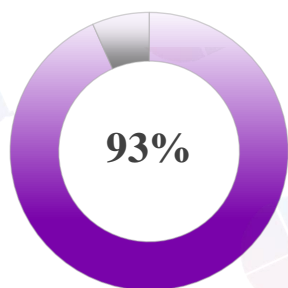■ Public utility ■ Food ■ Other

Southeast Asia

Insights into Southeast Asian Market

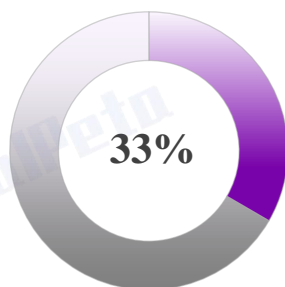**Creatives and advertisers with creatives**

newly released in H1 2023

% of advertisers

93%

In Southeast Asia, nearly 93% of advertisers released new creatives in H1 2023, slightly lower than that in North America.

% of creatives

33%

In Southeast Asia, new creatives accounted for about 33% of all active creatives for mobile apps (non-game) in H1 2023, indicating a lower update frequency of creatives than that in North America.

- The share of image creatives dropped significantly;
- Compared to H1 2021, the share of image creatives reduced by about 17% in H1 2023;
- The share of video creatives continued increasing to exceed 69% in H1 2023.
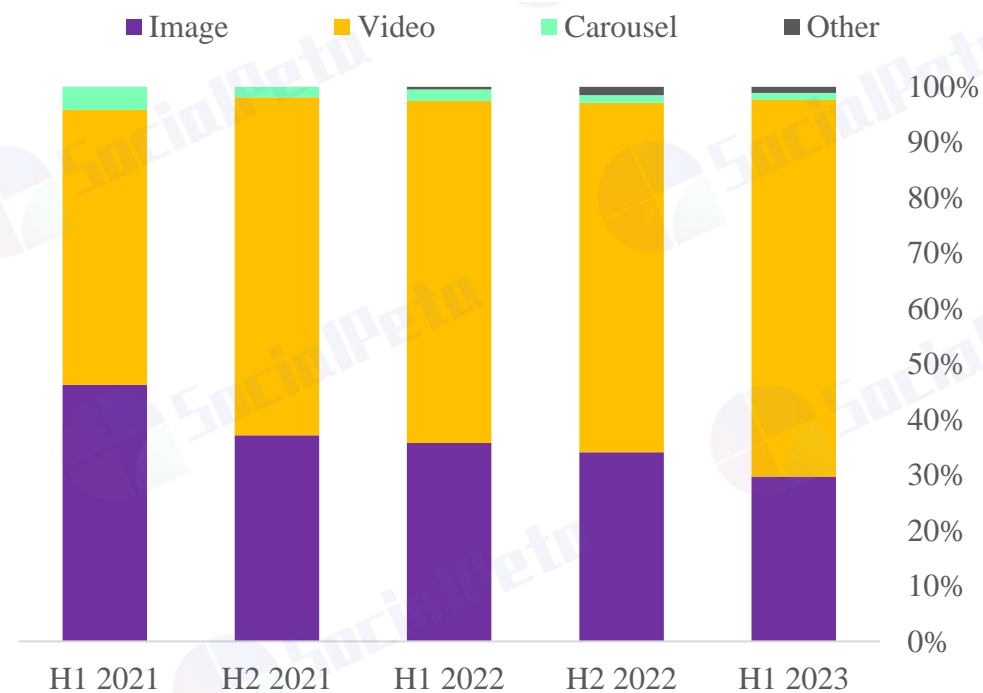
■ Image   ■ Video   ■ Carousel   ■ Other

Insights into Top Mobile App Types in Southeast Asian Market

Tool apps contributed the most ad creatives, followed by reading apps.

- Entertainment apps grossed the highest revenue, much higher than photography apps and social apps.
- Tool apps reported the most downloads, followed by communication apps.

Top app types by advertising

34%
30%
14%
8%
7%
7%

- Tools
- Reading
- Shopping
- Office Business
- Lifestyle
- Other

Top app types by revenue

37%
31%
10%
9%
7%
6%

- Entertainment
- Photography
- Social
- Productivity
- Reading
- Other

Top app types by downloads

48%
15%
12%
10%
9%
6%

- Tools
- Communication
- Social
- Entertainment
- Finance
- Other
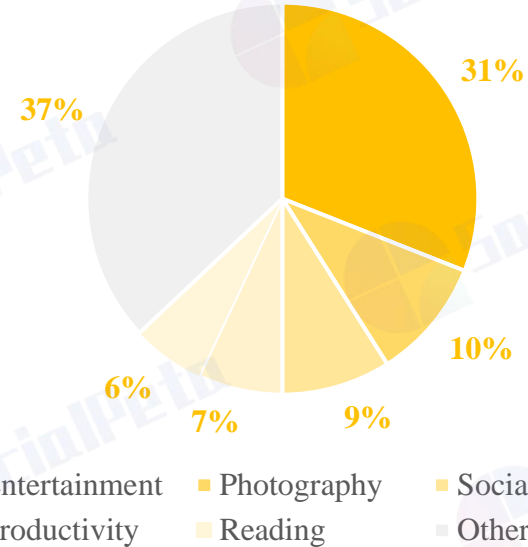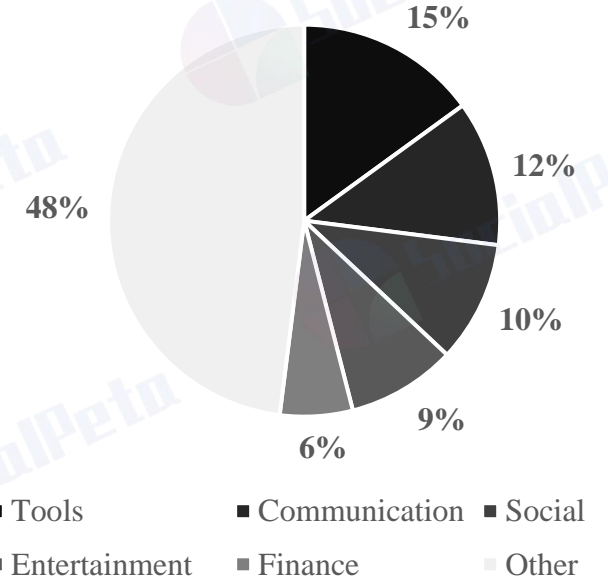
Middle East

Insights into Middle East Market

Creatives and advertisers with creatives

newly released in H1 2023

% of advertisers

92%

% of creatives

32%
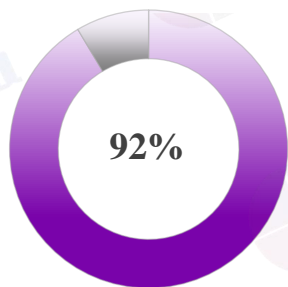
In Middle East, nearly 92% of advertisers released new creatives in H1 2023, a percentage that was the same as in Japan & South Korea but slightly lower than in North America and Southeast Asia.
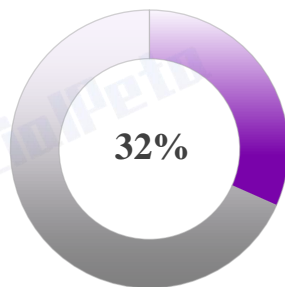
In Middle East, new creatives accounted for about 32% of all active creatives for mobile apps (non-game) in H1 2023, indicating a lower update frequency of creatives than in Southeast Asia and North America.

- The share of image creatives dropped significantly by about 16% as compared to H1 2021;
- The proportion of video materials continues to grow, with a proportion exceeding 72% in H1 2023.
- Other types of creatives declined greatly to account for less than 0.32%.

■ Image ■ Video ■ Carousel ■ Other

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

H1 2021   H2 2021   H1 2022   H2 2022   H1 2023
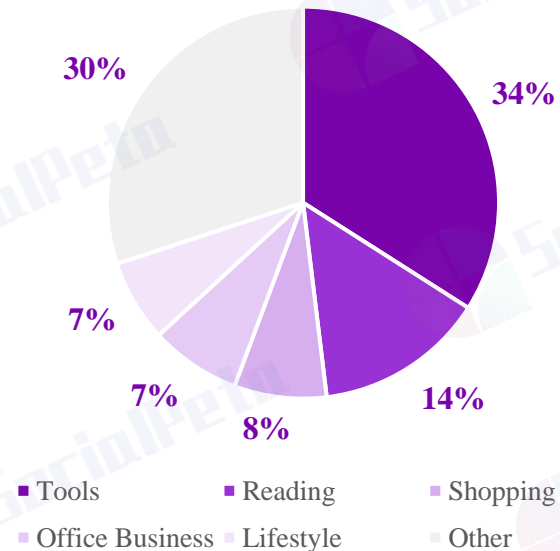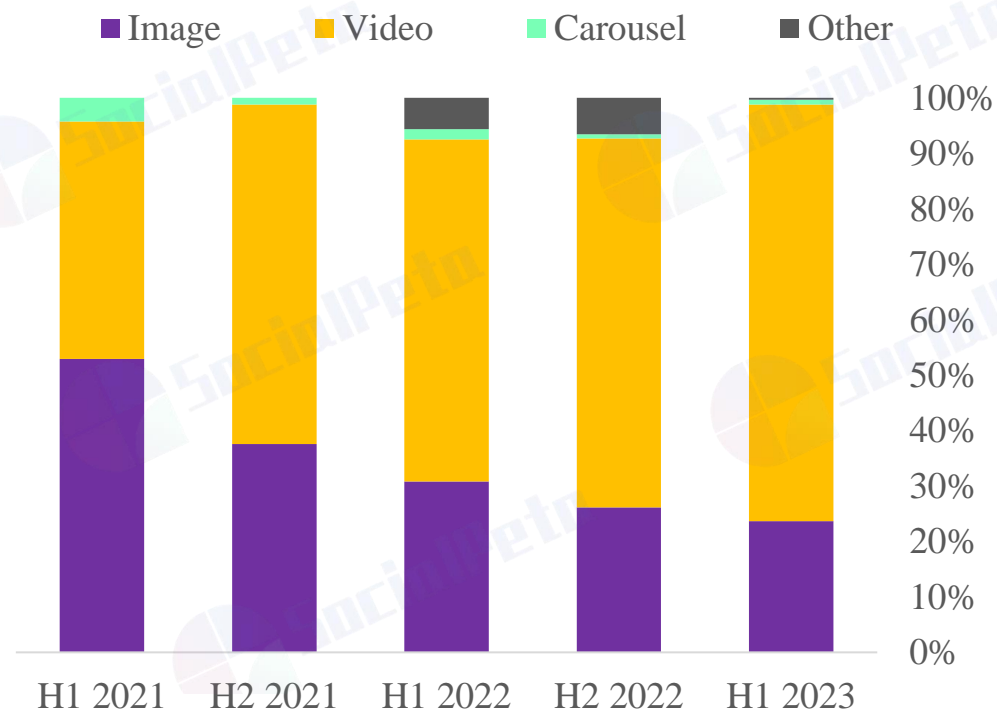
Insights into Top Mobile App Types in Middle East Market

Tool apps contributed the most ad creatives, followed by reading apps.

- Social apps grossed the highest revenue, followed by entertainment apps.

- Tool apps had the most downloads, followed by shopping apps.
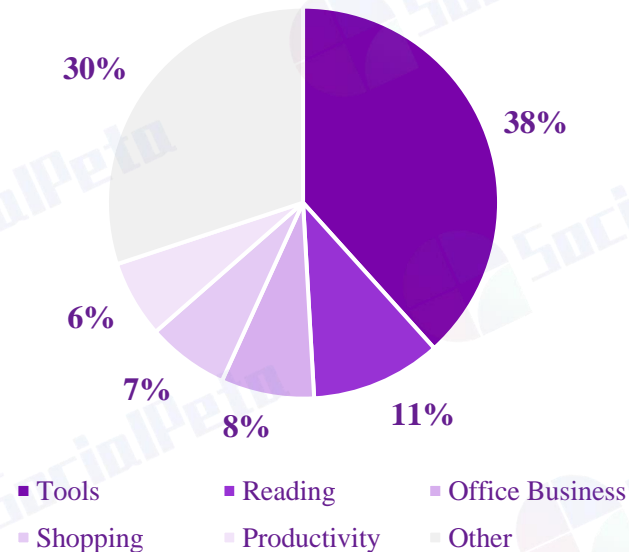
Top app types by advertising

30%
38%
6%
7%
8%
11%

- Tools
- Reading
- Office Business
- Shopping
- Productivity
- Other

Top app types by revenue

21%
31%
7%
8%
8%
25%

- Social
- Entertainment
- Photography
- Productivity
- Lifestyle
- Other

Top app types by downloads

36%
25%
11%
8%
10%
10%

- Tools
- Shopping
- Social
- Communication
- Entertainment
- Other
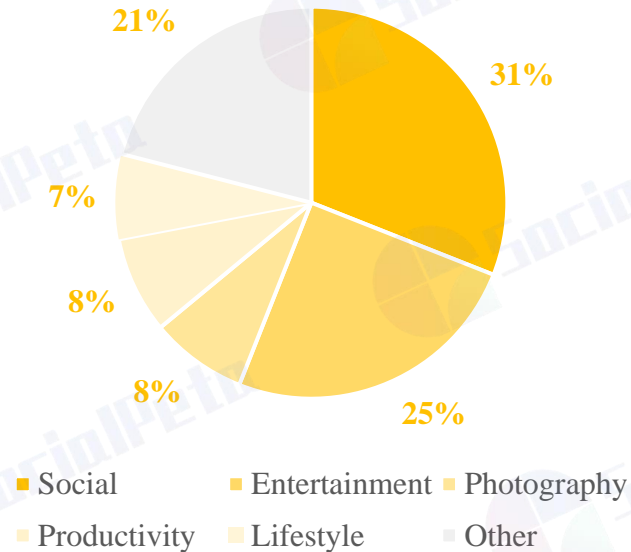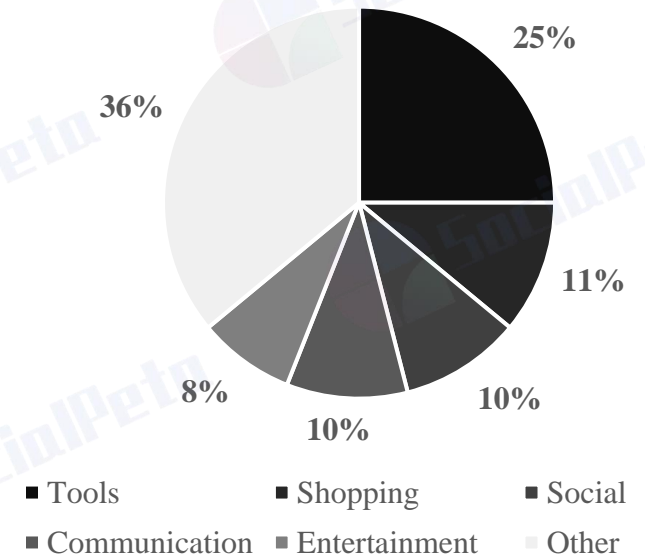
03

Global Marketing Insights into Top Mobile App Types

MARKETING TRENDS AND INDUSTRY INSIGHTS

Social Apps

Social apps kept increasing, driven by strong demands

Social app advertisers kept increasing to rank among the top ones out of all types of mobile apps, and reported the greatest YoY change in the USA.

- The highest MoM increase of social apps was 38.81% in Japan in H1 2023, followed by China's HK, Macao & TW regions.

Numbers of social app advertisers in top countries/regions
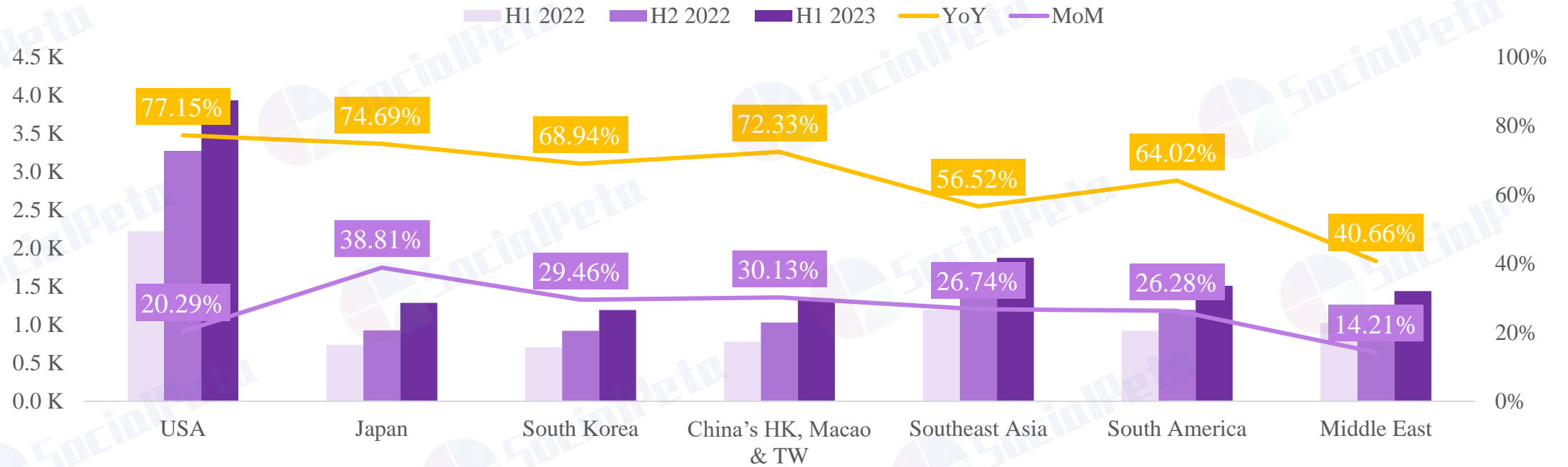
Legend: H1 2022, H2 2022, H1 2023, YoY, MoM

Region	YoY	MoM
USA	77.15%	20.29%
Japan	74.69%	38.81%
South Korea	68.94%	29.46%
China's HK, Macao & TW	72.33%	30.13%
Southeast Asia	56.52%	26.74%
South America	64.02%	26.28%
Middle East	40.66%	14.21%

Powerful technologies + Fully customized localization

Popular social products, besides relying on their powerful AI technology, are also making efforts in global expansion. They establish subsidiaries and carry out offline promotional activities based on local customs, all of which contribute significantly to building the brand awareness.

MICO

"Social + livestream" pioneer
Newborn Town

H1 2023

Total deduplicated creatives: 5.8K

% of monthly new creatives: 83.24%

Top countries/regions by advertising

Saudi Arabia · UAE · Taiwan… · Vietnam · Malaysia · Qatar · Israel · Kuwait
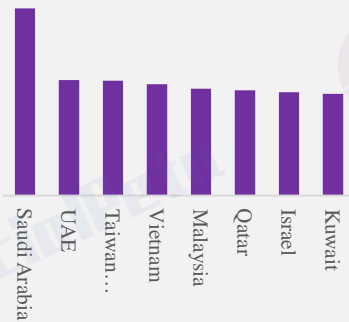
Creatives in the past 90 days
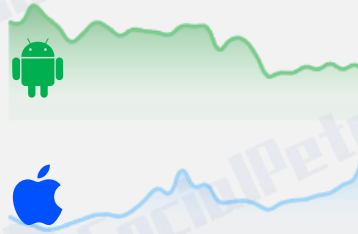
Azar

1V1 video social networking Hyperconnect

H1 2023

Total deduplicated creatives: 1.8K

% of monthly new creatives: 92.73%

Top countries/regions by advertising

USA · Australia · Turkey · Canada · Saudi Arabia · Germany · UK · Brazil
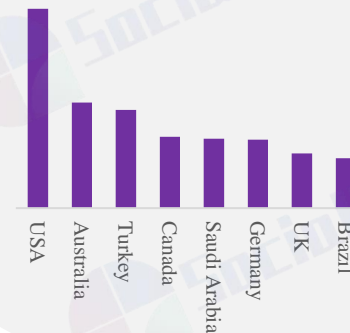
Creatives in the past 90 days
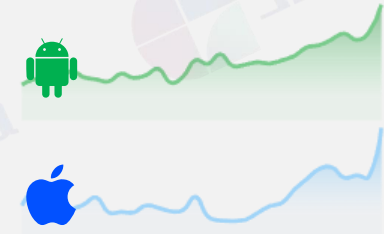
An active popular creative of MICO

Advertising Platform: TikTok

Regions of Advertising: Turkey, UAE, Kuwait, Qatar...

Advertising Copy: Hediye vermek daha eğlenceli

Translation: Sending gifts for more fun

Formula for the creative: Competitions between beautiful streamers + Gifts with splendid special effects + Message flood

978
Popularity

31.5K
Likes
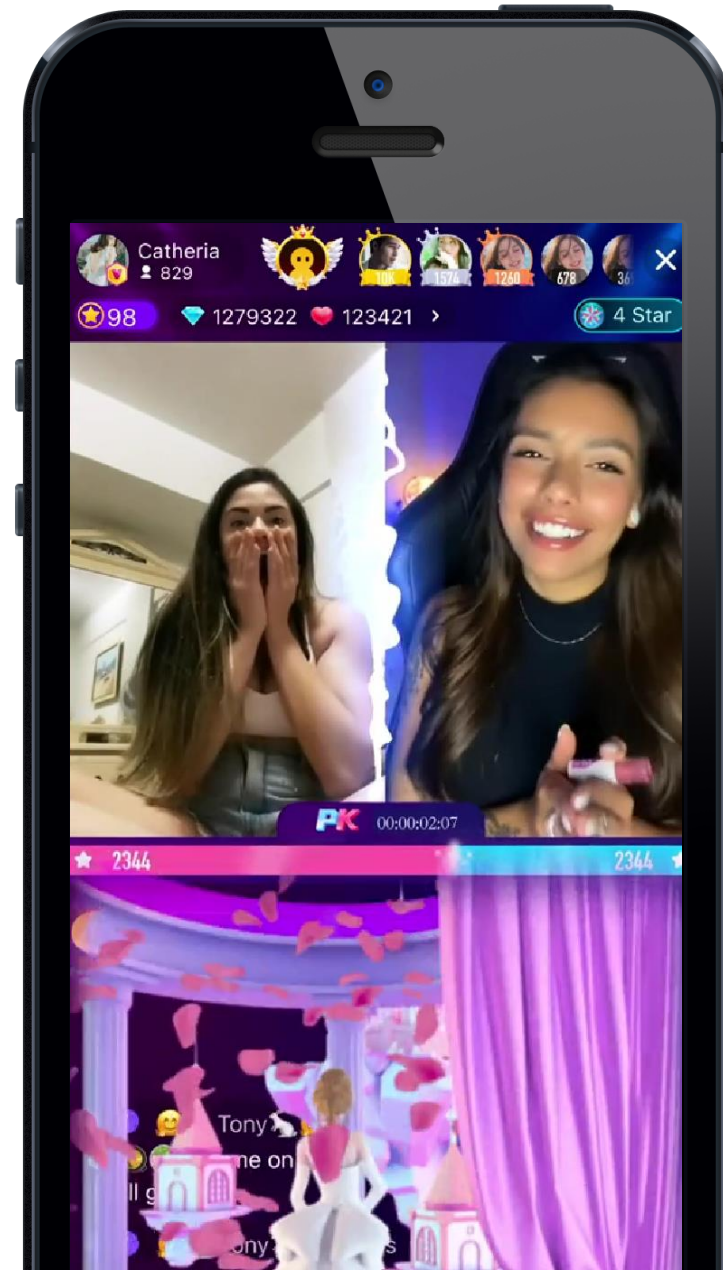
Click the image to play the creative

Health Apps

After the COVID-19 pandemic, people were more concerned about their health

All the countries/regions reported a great increase in health apps, with the greatest increase in China's HK, Macao & TW.

- The USA saw the slightest MoM change, only 7.7%.

- Besides China's HK, Macao & TW, Japan & South Korea experienced the greatest MoM change, all exceeding 25%.

Numbers of health & fitness app advertisers in top countries/regions
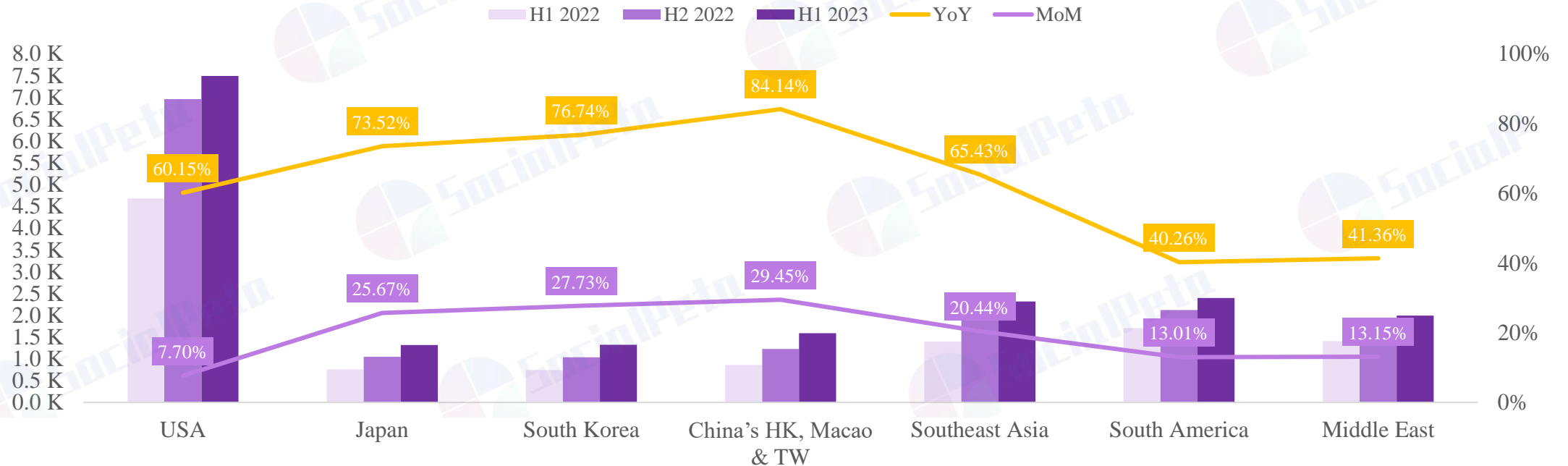
Legend: H1 2022, H2 2022, H1 2023, YoY, MoM

YoY: USA 60.15%, Japan 73.52%, South Korea 76.74%, China's HK, Macao & TW 84.14%, Southeast Asia 65.43%, South America 40.26%, Middle East 41.36%

MoM: USA 7.70%, Japan 25.67%, South Korea 27.73%, China's HK, Macao & TW 29.45%, Southeast Asia 20.44%, South America 13.01%, Middle East 13.15%

Professional + Customized, Trending

The popular health applications are mostly targeted and precise. There are menstrual cycle tracking apps designed for female users, as well as personal training apps specifically designed for men. There are even eating time planning and management apps that closely follow the Hollywood celebrities.

MeetYou

A period tracker
Xiamen Meet You

H1 2023
Total deduplicated creatives: **6.1K**
% of monthly new creatives: **78.87%**

Top countries/regions by advertising

Malaysia
Indonesia
The Philippines
Thailand
Vietnam
Brazil
Portugal
Mexico
Egypt
Turkey
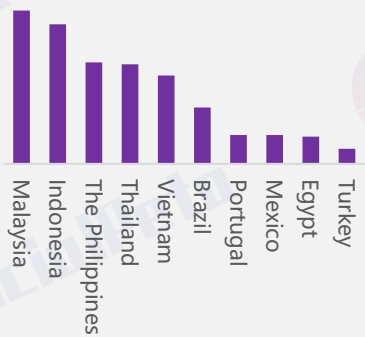
Creatives in the past 90 days
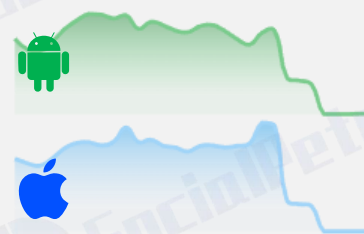
MuscleBooster

An app specially developed for men to work out WELLTECH

H1 2023
Total deduplicated creatives: **10.0K**
% of monthly new creatives: **92.97%**

Top countries/regions by advertising

USA
Australia
France
Canada
Switzerland
Russia
Angola
Germany
UK
Austria
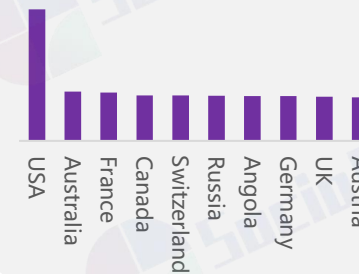
Creatives in the past 90 days
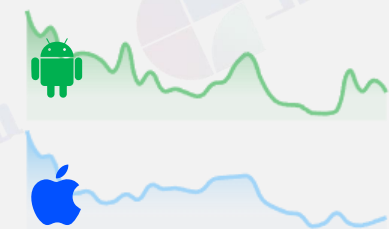
An active popular creative of Daily Yoga

Advertising Platform: YouTube

Regions of Advertising: USA

Advertising Copy: Easily exercises for a week just 3 minutes to get slimmer body

Translation: 轻松锻炼一周只需3分钟让身材更苗条

Formula for the creative: Workout calendar + audio special effects + live-action demonstration

1000
Popularity

386W
Views
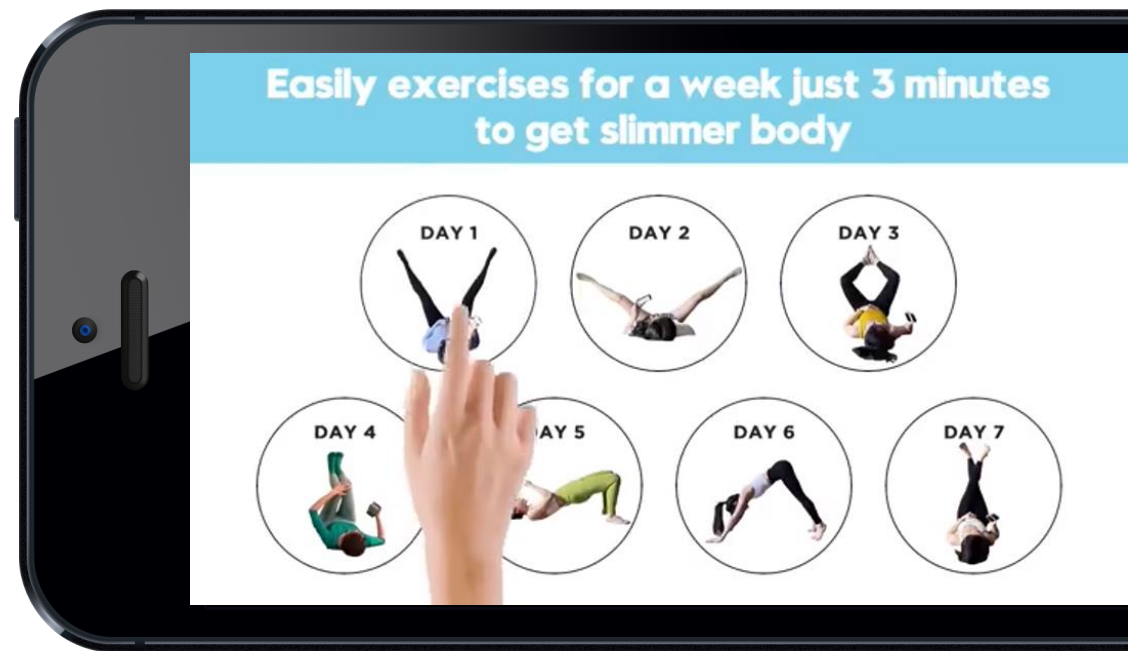
Click the image to play the creative

Reading Apps

Southeast Asia saw increasingly intense competition while there were fewer newcomers in the industry

Reading app advertisers had the lowest MoM growth and YoY growth among all app types, indicating the steadiest increase.

- Besides the USA, Southeast Asia contributed the most reading app advertisers, followed by China's HK, Macao & TW.

Numbers of reading app advertisers in top countries/regions
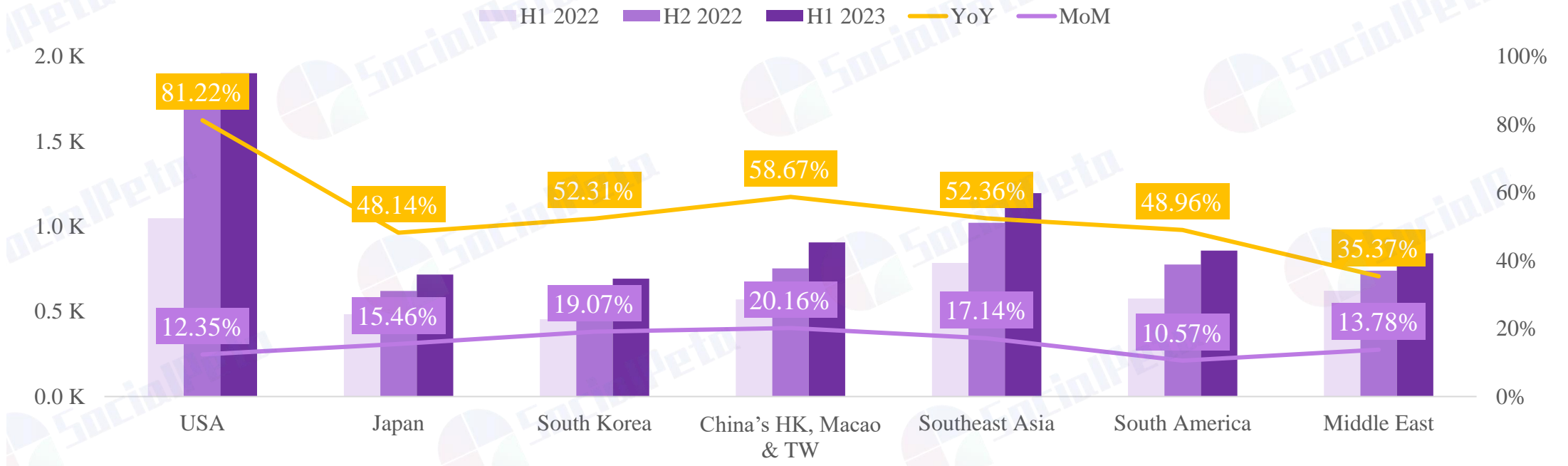
Legend: H1 2022 · H2 2022 · H1 2023 · YoY · MoM

Country/Region	MoM	YoY
USA	12.35%	81.22%
Japan	15.46%	48.14%
South Korea	19.07%	52.31%
China's HK, Macao & TW	20.16%	58.67%
Southeast Asia	17.14%	52.36%
South America	10.57%	48.96%
Middle East	13.78%	35.37%

Creatives were updated more frequently and top apps were more rewarding

Top companies in the countries/regions all joined the market of online fiction comics. It was easier for apps with popular IPs and "dark horse" apps to gain popularity. Besides that, media buying was still one of the main ways for reading apps to acquire customers. There were cases of small and medium-sized apps coming to the top through media buying.

Webfic

Online fiction
Dianzhong Tech

H1 2023

Total deduplicated creatives: **4.8W**

% of monthly new creatives: **93.7%**

Top countries/regions by advertising

USA, Australia, UK, Canada, The Philippines, New Zealand, Taiwan (China), Malaysia, Japan, South Africa
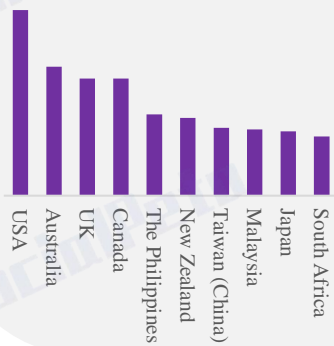
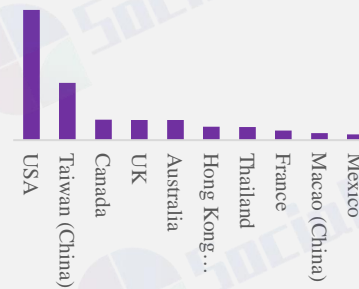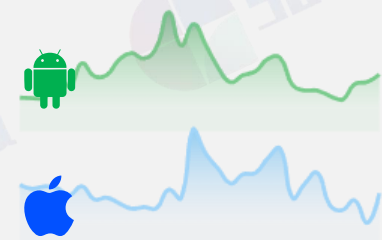**Creatives in the past 90 days**
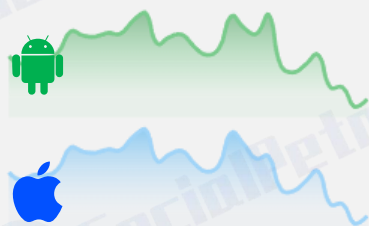
WEBTOON

Online comic NAVER

H1 2023

Total deduplicated creatives: **7.7K**

% of monthly new creatives: **95.03%**

Top countries/regions by advertising

USA, Taiwan (China), Canada, UK, Australia, Hong Kong…, Thailand, France, Macao (China), Mexico

Creatives in the past 90 days

An active popular creative of GoodNovel

Advertising Platform: Facebook

Regions of Advertising: Indonesia, Malaysia

Advertising Copy: Dia menerima panggilan telephone dari cinta pertamanya yang berpura-pura sedang sakit, mengabaikan istrinya yang sedang melahirkan, dan menerima surat kematian 3 hari setelahnya. Membuat dia menjadi gila.

Translation: He received a call from his first love pretending to be sick, leaving his wife who was giving birth. Three days later, he received a death certificate, which drove him crazy.

Formula for the creative: Contrast between poverty and wealthy life + dramatic story + imaginative empathy

301
Popularity

298K
Estimated Impressions

Click the image to play the creative

Tool Apps

Tool apps increased significantly, kicking off an AI boom

Tool app advertisers reported the greatest increase as the YoY increases in all the countries/regions exceeded 100%.

- South Korea saw the greatest growth, a YoY growth of over 185% and a MoM growth of over 55%.

Numbers of tool app advertisers in top countries/regions
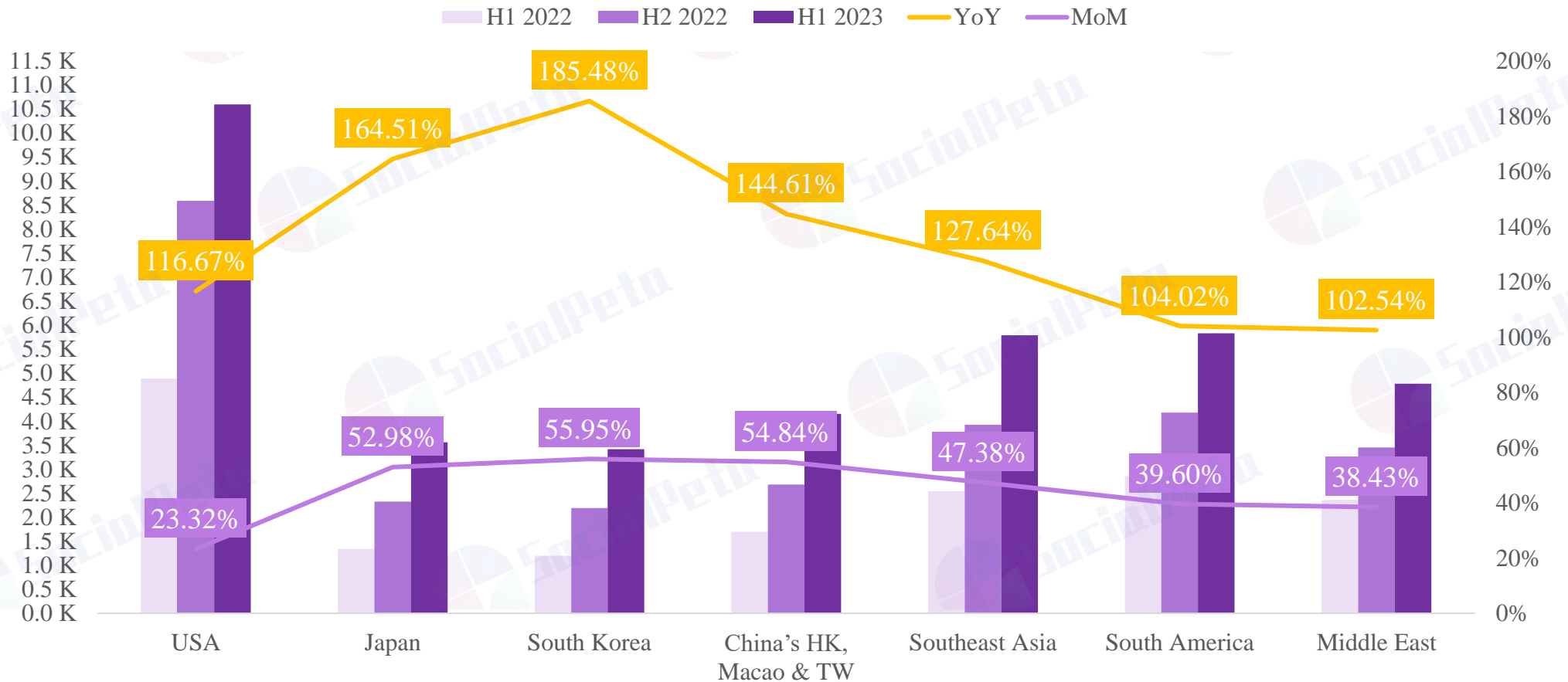
Legend: H1 2022 | H2 2022 | H1 2023 | YoY | MoM

YoY values: 116.67% (USA), 164.51% (Japan), 185.48% (South Korea), 144.61% (China's HK, Macao & TW), 127.64% (Southeast Asia), 104.02% (South America), 102.54% (Middle East)

MoM values: 23.32% (USA), 52.98% (Japan), 55.95% (South Korea), 54.84% (China's HK, Macao & TW), 47.38% (Southeast Asia), 39.60% (South America), 38.43% (Middle East)

As ChatGPT ushered in AI revolution, tool apps provided significantly increased output efficiency

There was a wide variety of AI apps, among which ChatGPT apps were the most popular, and most advertising efforts were made in T1 markets. Bytedance's CapCut, featuring templates for creating videos, started to generate profit.

Ask AI

Chatbot Codeway

H1 2023

Total deduplicated creatives: **2.5K**

% of monthly new creatives: ALL

Top countries/regions by advertising

USA, Canada, Hong Kong (China), Brazil, Taiwan (China), Australia, Argentina, Vietnam, UK, South Korea

Creatives in the past 90 days
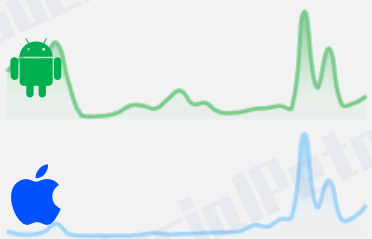
CapCut

Video editor ByteDance

H1 2023

Total deduplicated creatives: **1.3K**

% of monthly new creatives: **92.55%**

Top countries/regions by advertising
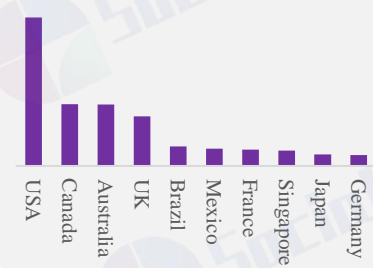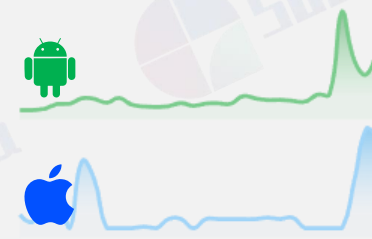
USA, Canada, Australia, UK, Brazil, Mexico, France, Singapore, Japan, Germany

Creatives in the past 90 days

An active popular creative of AirBrush

Advertising Platform: Facebook

Regions of Advertising: Canada, Turkey, USA

Advertising Copy: AirBrush - Best photo editor
Translation: AirBrush - 最好的照片编辑器

Formula for the creative: Paint with a brush + Typing simulation + AI editing

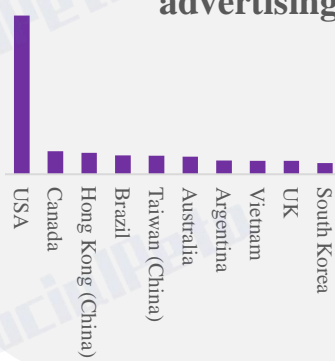| 53	11.1K
Popularity	**Estimated Impressions**

Click the image to play the creative

Entertainment Apps

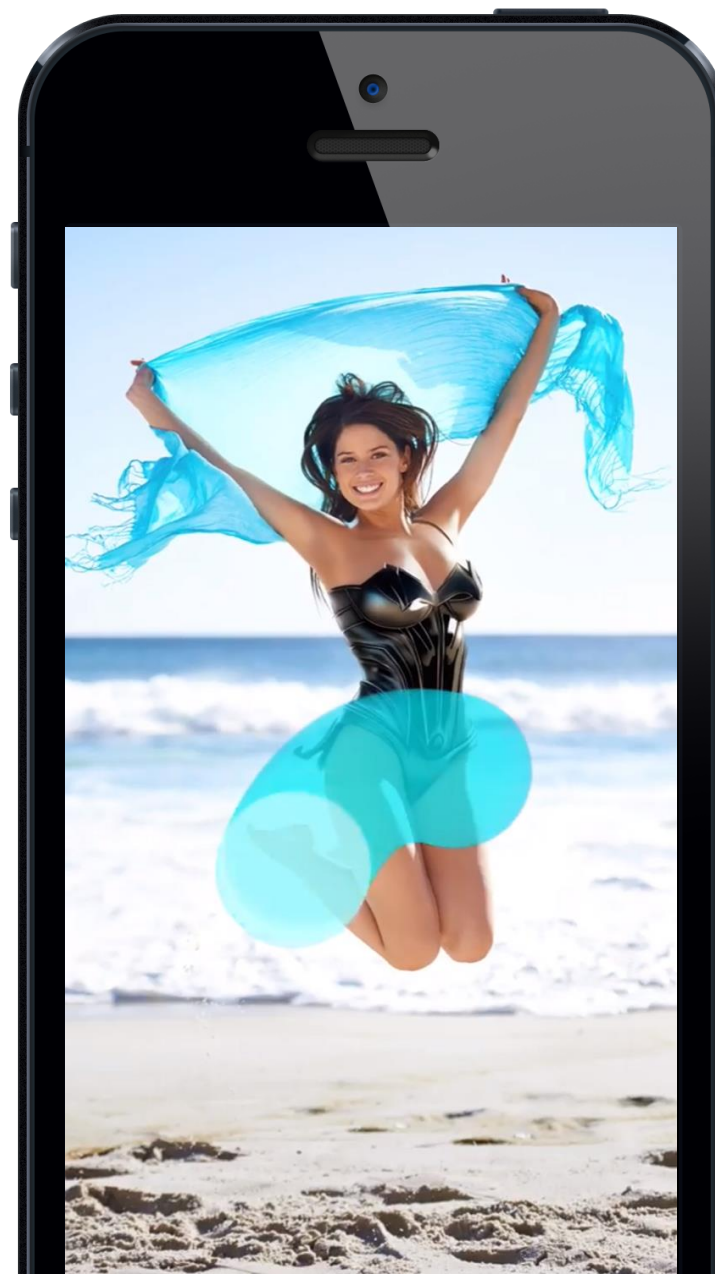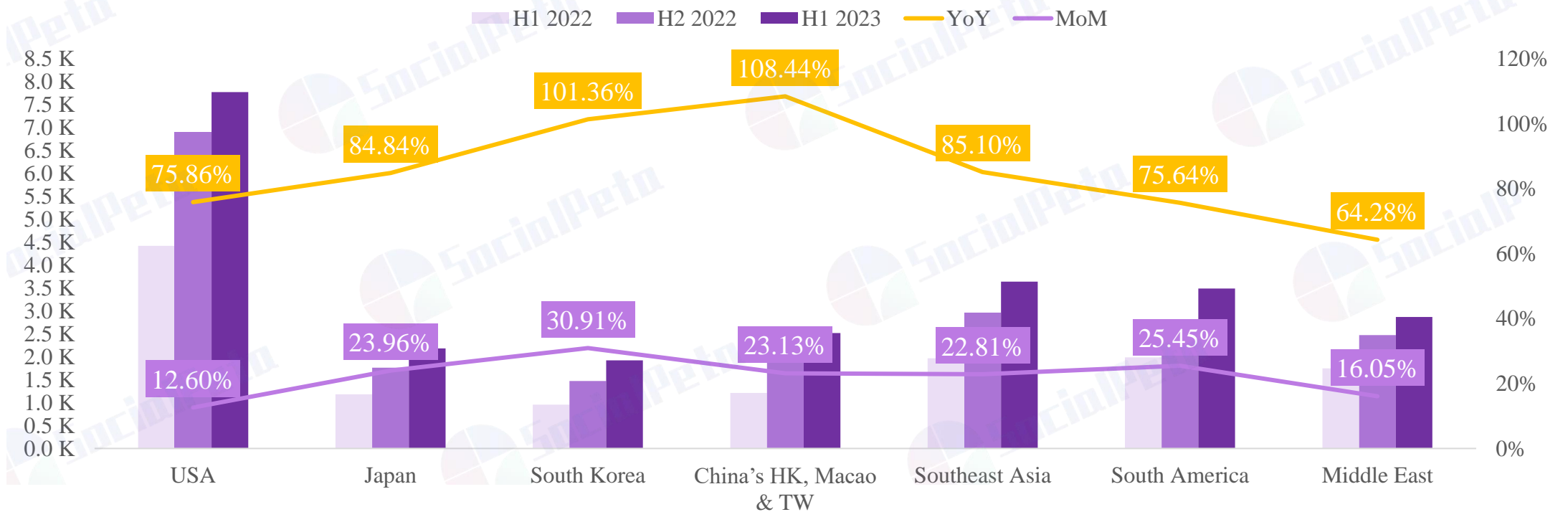# There was the greatest increase in China's HK, Macao & TW and increasingly intense competition in South Korea

Entertainment app advertisers recorded a medium level of increase, with the greatest MoM increase being 30.91% in South Korea.

- Besides South Korea, South America had the greatest MoM increase in entertainment app advertisers, an increase of over 25.45% MoM.

Numbers of entertainment app advertisers in top countries/regions

Legend: H1 2022 | H2 2022 | H1 2023 | YoY | MoM

YoY values: USA 75.86%, Japan 84.84%, South Korea 101.36%, China's HK, Macao & TW 108.44%, Southeast Asia 85.10%, South America 75.64%, Middle East 64.28%

MoM values: USA 12.60%, Japan 23.96%, South Korea 30.91%, China's HK, Macao & TW 23.13%, Southeast Asia 22.81%, South America 25.45%, Middle East 16.05%

Categories: USA | Japan | South Korea | China's HK, Macao & TW | Southeast Asia | South America | Middle East

Show-room live-streaming was still trending; "social+" apps were strong competitors

Entertainment apps were defined more widely. Show-room live-streaming generated more revenue. There was intense competition among "Social +" apps which released more deduplicated creatives and new creatives than other apps did.
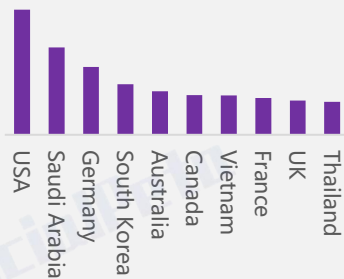
BIGO LIVE

Show-room live-streaming
JOYY

H1 2023

Total deduplicated creatives: **6.9W**

% of monthly new creatives: **84.06%**

Top countries/regions by advertising

USA, Saudi Arabia, Germany, South Korea, Australia, Canada, Vietnam, France, UK, Thailand

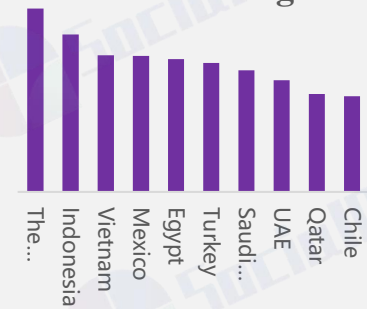### Creatives in the past 90 days

StarMaker

Music + Social Kunlun Tech

H1 2023

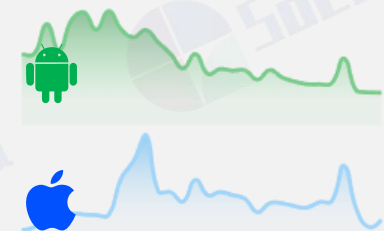Total deduplicated creatives: **5.8W**

% of monthly new creatives: **91.38%**

Top countries/regions by advertising

The..., Indonesia, Vietnam, Mexico, Egypt, Turkey, Saudi..., UAE, Qatar, Chile

Creatives in the past 90 days

SocialPeta

An active popular creative of iQIYI

iQIYI

Advertising Platform: YouTube

Regions of Advertising: Taiwan (China)

Duration: 2 days

Original post link:

https://www.youtube.com/watch?v=Qo9XZp3dXy0

Formula for the creative: Popular drama series + exciting clips + leaving suspense

178	7.9K
Popularity	**Views**

Click the image to play the creative

Snapchat

INSIGHTS INTO MOBILE APP MARKETING IN H1

Trends of Social Media Advertising

SNAPCHAT FORMULA FOR AD CREATIVES AND BEST PRACTICES

Snapchat Formula for Ad Creatives and Best Practices

1. Inspire Potential Users' Interest

○ Inspire interest and create connections: Use UGC to tell users' great experience with your apps, focusing on your apps' positive influence on users' lives, which will inspire the potential users' interest in your apps.

○ Share real user stories: Through sharing real user experience and successful cases, tell the potential users how your apps solve problems and provide value.

2. App Demonstration

A video demonstrating an app's functions and features tells people how to use the app to solve problems, improve efficiency, or provide entertainment experience. It will increase potential users' interest in an app by demonstrating how convenient and practical the app is when used in different real scenarios.
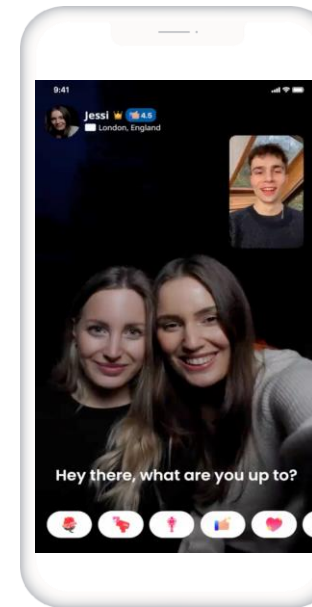
3. Integrate with latest trends

Understand your target audience, and attract their attention by adding the latest trending topics or music in your ad creatives.
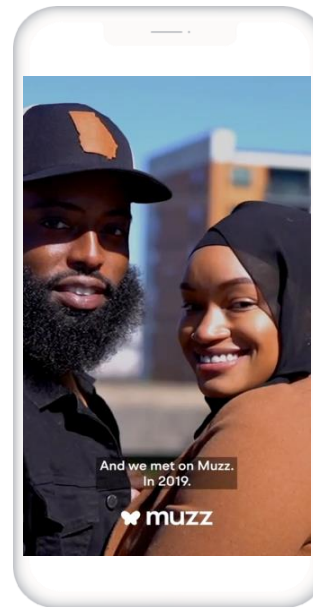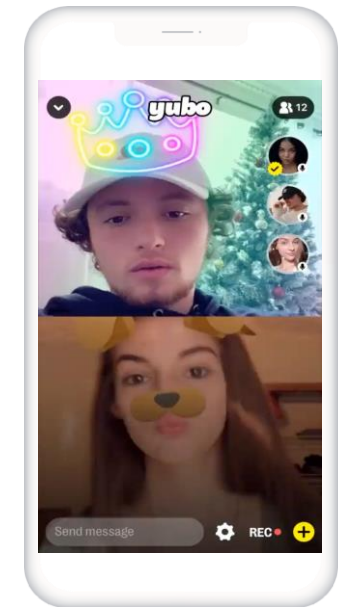

Real successful cases Inspire interest App features and user experience Trending filter

Insights into Middle East Mobile App Marketing

MIDDLE EAST MARKET TRENDS AND USER ANALYSIS

Oil producing countries in the Middle East were expected to see a record high economic growth in 2022 with the rejuvenation of population
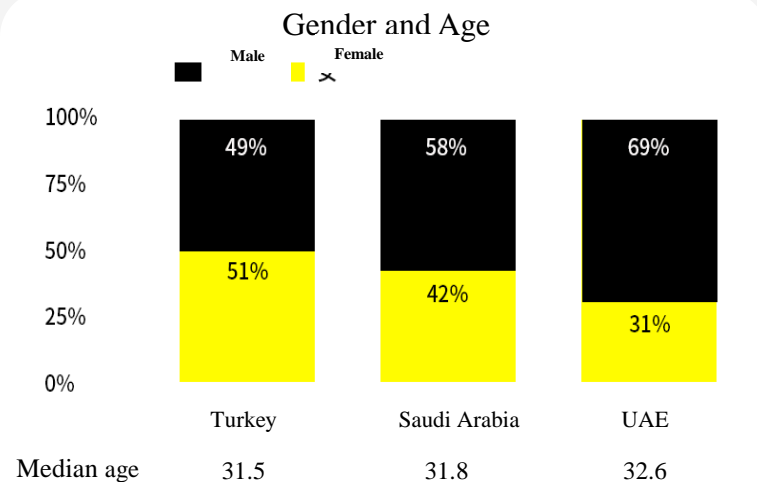
Middle East was expected to reach a record-high growth rate of per capita GDP, with a world-leading position in digitization.

The Middle East possesses obvious economic advantages from a global perspective. According to a report by World Bank, The Middle East was expected to achieve a per capita GDP growth of at least 40% from 2017 to 2045 and a 37% revenue growth in the manufacturing industry of unit production factor, and to top the list of emerging markets, and even global markets, with its economic growth in the coming two years. Based on IMF's data in 2022, the Arab states of the Persian Gulf were high-income countries with their per capita GDP of $23,000 - $84,000.

Furthermore, The Middle East is advantaged by possessing the world-leading digitization, indicators of which, including Internet broadband subscriptions, penetration of social media, and population of mobile smart devices, all improved significantly as the local GDP increased.

Markets of great vitality and potential, with young people aged 30 years or below accounting for over 60% of total population.

The Middle East has a rejuvenated population with people aged 30 years or below accounting for about 60%-80%. And, Turkey, Saudi Arabia, and UAE, which have a median age of around 31, are markets of great vitality and potential.

Gender and Age

	Male	Female

	Turkey	Saudi Arabia	UAE
Male	49%	58%	69%
Female	51%	42%	31%
Median age	31.5	31.8	32.6

(Y-axis: 0%, 25%, 50%, 75%, 100%)

* Source: DotC United Group's Global Market Research Institute

Rich religious cultures in the Middle East increased the demand for Internet entertainment.

And the Muslim religion in the world also originated from the Middle East, with an Islam population accounting for 20% of the world's population and living under strict Islamic rules and cultures. Most Muslims follow Islamic doctrines strictly. Middle East's oppressive social environment with very little social life and entertainment resulted in young people's increasing demand for the Internet.

since the global pandemic of COVID-19 broke out, content-oriented mobile apps, including online social, gaming, and short video apps, all recorded explosive growth in the Middle East market.

With gaming and social apps accounting for a majority, Snapchat has a market penetration rate of 90% in the Middle East

1 Social and gaming apps occupied over 70% of the mobile app market

According to the App Store & Google Play Store lists of mobile apps in the Middle East in the past year, social apps accounted for 40% of the top 30 most-downloaded apps and gaming apps 30%. And all top 5 mobile apps were social apps.

2 Excellent increase in user base and daily average online time

According to Global Web Index, the Middle Eastern people have an average of 8.4 social media accounts per person and spend a daily average online time of over 3.5 hours on social media.

3 Snapchat's penetration rate among young people in the Middle East >90%

As one of the social apps targeted at and popular among North American millennials, Snapchat has gained great popularity not only in Europe and America but also in the Middle East, thanks to a very large group of young users there. In the Middle East, Snapchat has over 70 million MAUs and a market penetration rate of 90%. In Saudi Arabia, Snapchat has more DAUs than Facebook or Instagram.

Cable knit pom beanie

20 million
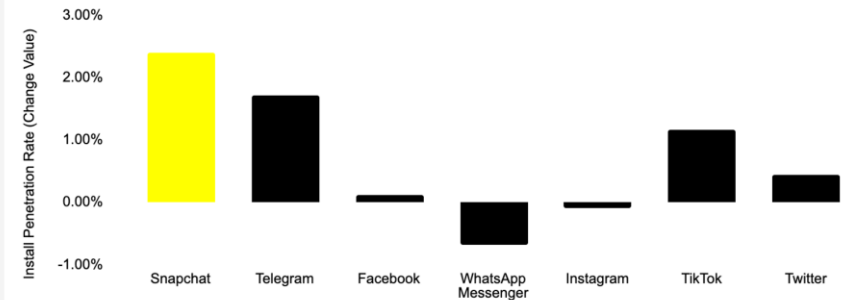
DAUs in the Middle East
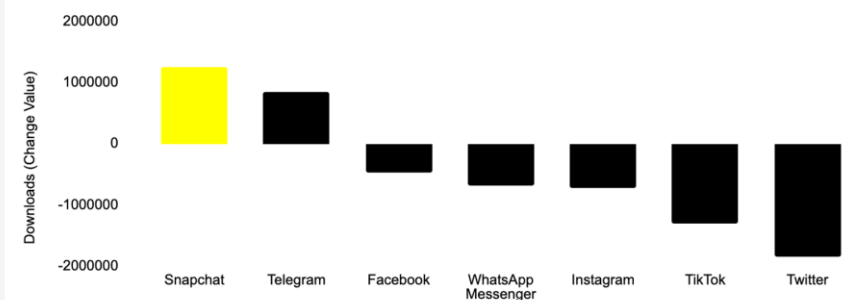
70 million +

MAUs in the Middle East

>90%

Penetration rate among 13-34-year-olds in the Middle East

Install penetration (changing value) of social apps in the Middle East in H1 2022/H1 2021

Downloads (changing value) of social apps in the Middle East in H1 2022/H1 2021

BIGO LIVE reached an unexpectedly high conversion rate by creating clips from live streams

BIGO LIVE is a world-leading live streaming platform. To attract more people and increase its user conversion rate, BIGO LIVE has released full-screen audio ads, created clips from live streams, secured the audience's attention with a full-screen CTA, and provided separate download paths for iOS and Android devices. In the USA, BIGO LIVE acquired more new users at less cost. In Saudi Arabia, Snapchat achieved a much better advertising effect than any other platform did. BIGO LIVE plans on deeper research on Snapchat Ads in order to unlock more functions.

5%	**24%**	**33%**	**19%**	**10%**
CPI lower than any other platforms in the USA	24-hour retention rate higher than any other platforms in the USA	24-hour retention rate higher than any other platforms in Saudi Arabia	Sign-up rate higher than any other platforms in Saudi Arabia	D7 ROI higher than any other platforms in Saudi Arabia

Snapchat AR Begins A New Chapter of Marketing

FIVE MAJOR PLATFORMS AND ALL-INDUSTRY-CHAIN MARKETING STRATEGY

# Snapchat: A new opportunity for mobile app marketing

Snap is a camera company. As a social media platform popular around the world, Snapchat is a pioneer of AR ads and an advocate of immersive ads. Now Snapchat has 383 million DAUs and 750 million MAUs, including 90% of the 13-34-year-olds across global key markets.

Snapchat focuses on digital youth who emphasize brand value and personalized experience and love to try new technologies and immersive interaction with brands. With Snapchat, full-screen immersive experiences and highly convincing digital ads are provided for advertised brands to reach quality customers efficiently, so advertised brands can acquire core users and build their unique brand awareness, which, in the end, will lead to a higher conversion rate.
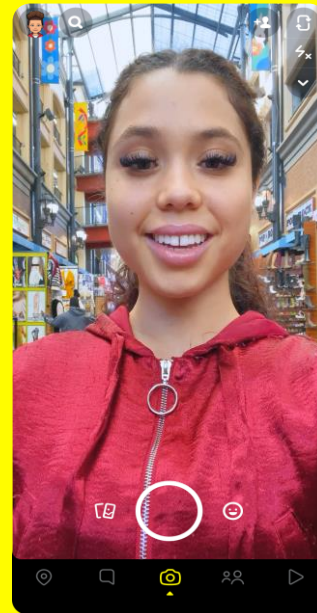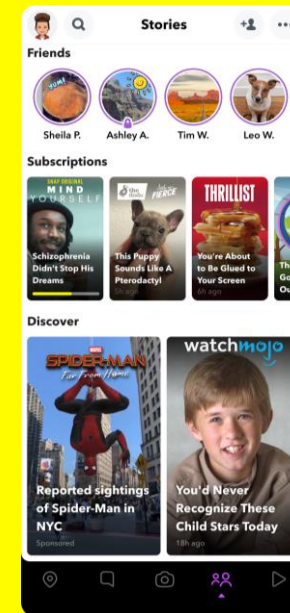
Snapchat's five core platforms
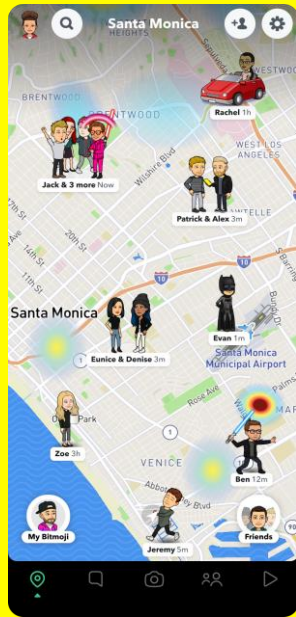
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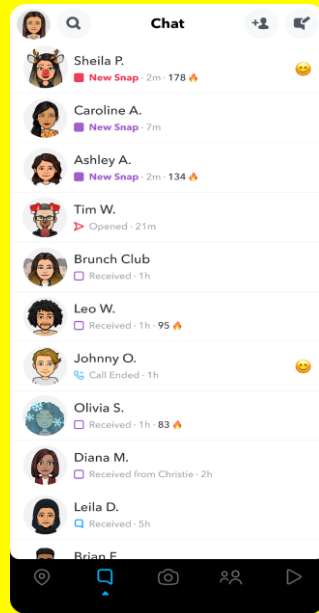
Chat

Lenses

Stories

Spotlight

Snapchat, a social media app for communicating and sharing fun stuff with friends and families

Snapchat is distinguished from other social media apps by focusing on friends and families.

Snapchat makes it possible for you to express yourselves and communicate with your friends and families without the pressure to be popular or perfect. And happy users are more willing to be convinced by ads on the app. We believe that brands can fully expand their influence through such a happy place for friends!

- 91% of users enjoy themselves on Snapchat;
- 75% of users interact with their families and friends on Snapchat;
- 91% of Snapchatters trust the brands and services recommended by their friends and families.

We are ushering in an AR revolution

30 times

of AR use per person per day[1]

Over 300 million

daily AR users2

250,000

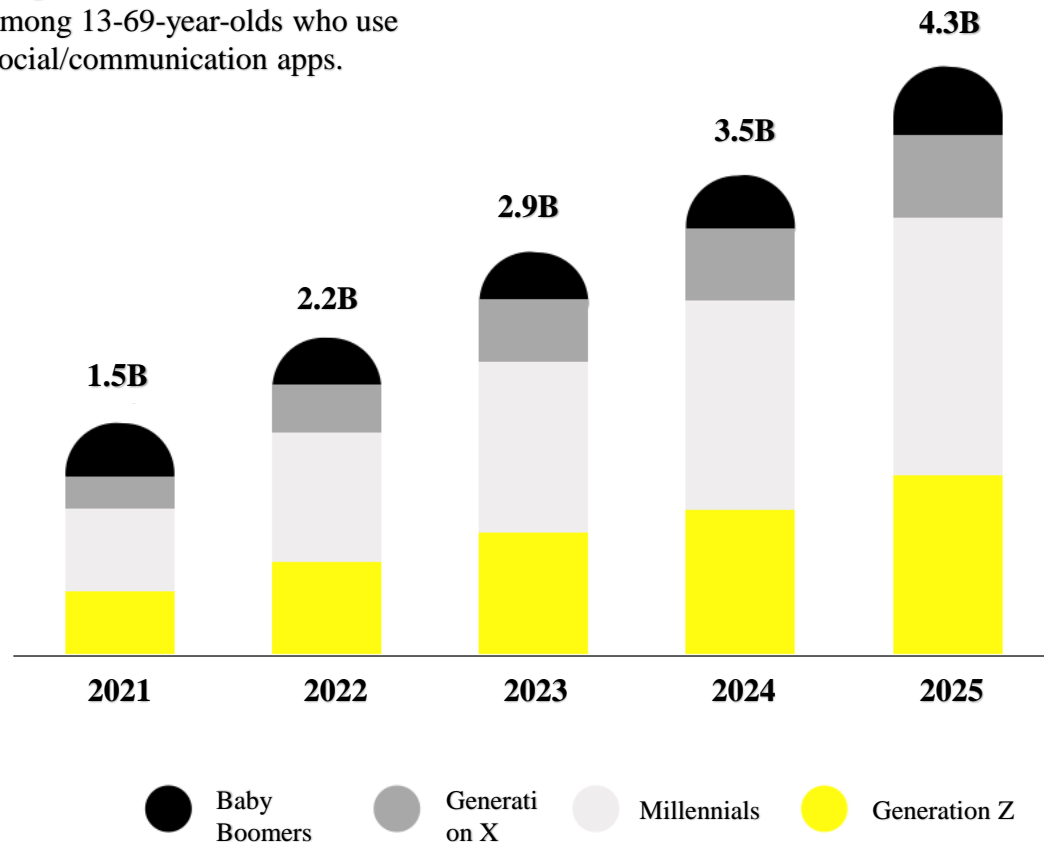AR Lens creators have used Lens Studio[3]

AR is the next milestone in the field of science and technology

As of 2025, nearly 75% of the world's population and almost all users of social/communication apps will become regular users of AR.[1]

Regular users of AR
among 13-69-year-olds who use social/communication apps.

1.5B	2.2B	2.9B	3.5B	4.3B
2021	2022	2023	2024	2025

● Baby Boomers ● Generation X ● Millennials ● Generation Z

Compared with non-AR media equivalents, AR media attracts twice as much visual attention, leaving a deeper impression on users and evoking more positive reactions from users.

THANKS

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