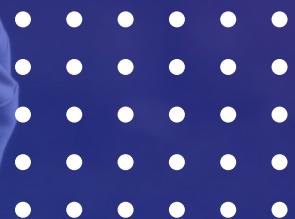


# Q3 2023

# Insights into Marketing Trends of Global Mobile Games

MOBILE GAMES  
MARKETING

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# 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 1.4 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/>





# Declaration



## 1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team has provided you with insights into the mobile advertising data of global game market. We collect advertising data by sampling worldwide, covering over 70 channels and nearly 70 countries and regions worldwide, and have captured a total of over 1.4 billion advertising data, with over 1 million ad data being updated by the hour each day. Based on such huge data, we can gain insights into the advertising market trends.

## 2. Data Cycle and Indicators

Overall date range of the report: Jul - Sept 2023

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

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## 4. Disclaimer

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North America: USA, Canada, Mexico, Panama

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

JP & ROK: Japan, South Korea

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

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

Oceania: Australia, New Zealand

South Asia: India, Pakistan

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

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

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



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# 01

## Overall Trends in Global Mobile Game Marketing

TRENDS IN MOBILE GAME MARKETING

# Advertising Trends of Global Mobile Games in 2023

As of this September, there were over 110K global mobile game advertisers, up 72.3% YoY, and 169 monthly creatives per advertiser, representing a drop of about 38% YoY.

## Total Advertisers (As of this Sept.)

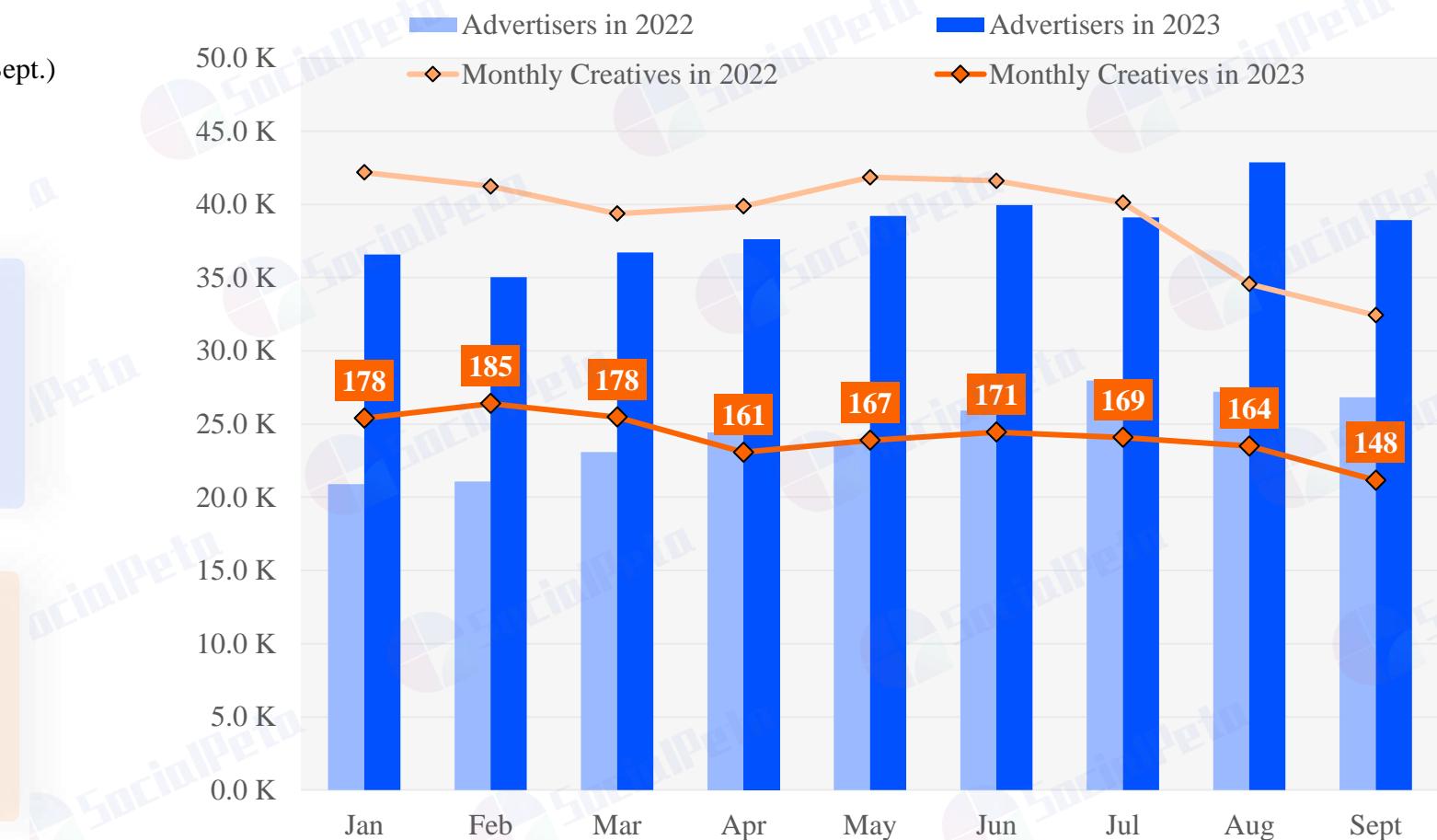
**115.5K**      YoY **72.3%↑**

Monthly Active  
Advertisers

**38.4K**      YoY **56.5%↑**

Monthly Creatives

**169**      YoY **38.4%↓**



# Insights into Global Mobile Game Marketing

The number of advertisers with new creatives kept increasing to reach a 2-year peak, accounting for over 94%.

- Q3 2023 saw an increasing number of over 58K advertisers with new creatives, accounting for 94.10%, up 9.6% QoQ.
- Q3 2023 saw over 10.8 million new creatives, accounting for 80%, a huge rise compared to 60% in 2022, and a higher frequency of updating creatives.



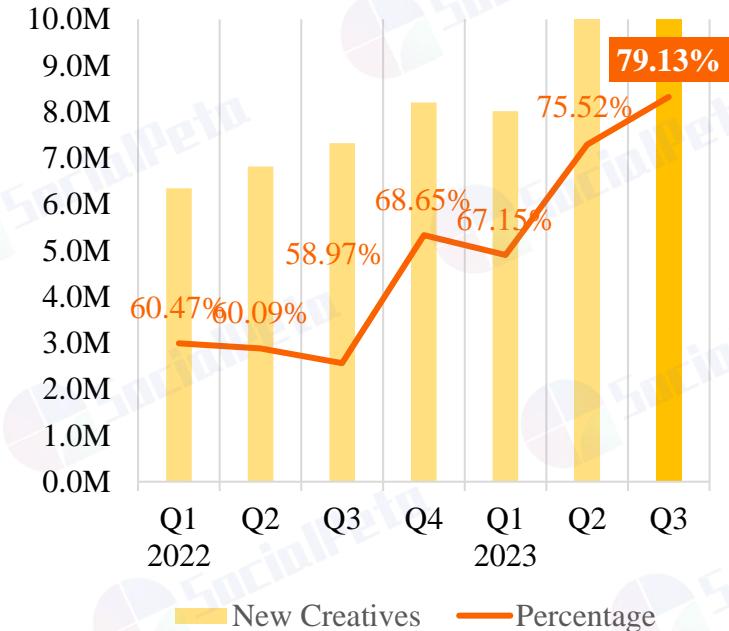
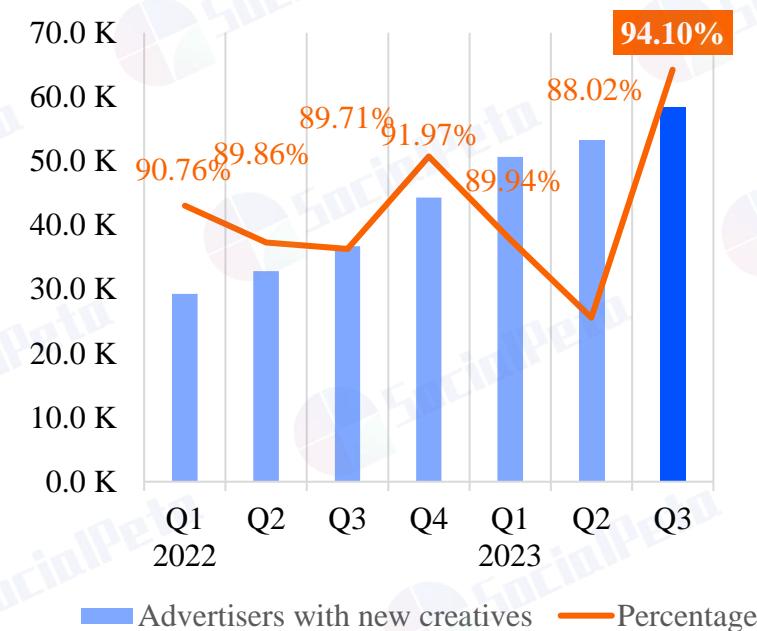
Advertisers with new creatives in Q3 2023

**58.3K 94.10%**



New creatives in Q3 2023

**10.80M 79.13%**



# Q3 2023 Insights into Mobile Game Marketing in Different Regions

In Middle East, the number of monthly advertisers reached 13.4K, with great potential to continue its upward trend.

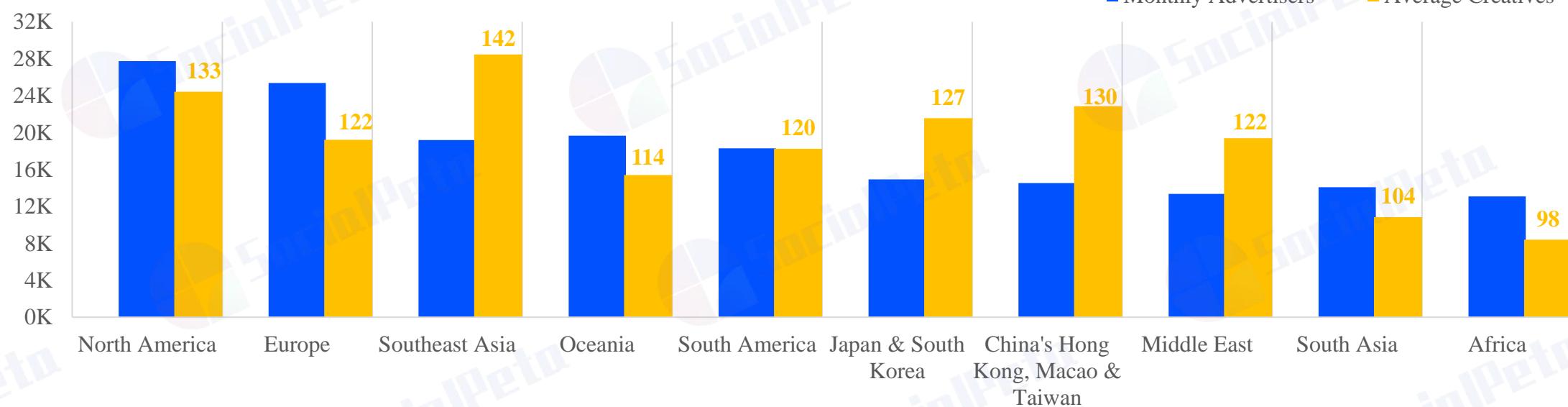
Southeast Asia recorded 142 monthly creatives, ranking among the top 3 global markets together with North America and China's Hong Kong, Macao & Taiwan.

## Monthly Advertisers in Europe: 25.4K

Europe ranked 0.2 with 25K monthly advertisers, closing the gap with North America. Advertisers in Japan and South Korea reduced to be on par with those in China's Hong Kong, Macao & Taiwan.

## Monthly Creatives in Southeast Asia: 142

Southeast Asia recorded 142 monthly creatives per advertiser in Q3 2023, remaining No.1 among global markets.



# % of Creatives by Game Genre in Q3 2023

The share of puzzle game advertisers rose by 0.45% QoQ, while the share of RPG creatives dropped significantly both QoQ and YoY.

Genre	% of Advertisers	QoQ	YoY
Casual	30.32%	-0.82%	2.77%
Puzzle	12.08%	0.45%	-0.04%
SIM	9.39%	0.15%	-0.17%
Action	7.55%	0.09%	-0.89%
Casino	6.34%	-0.69%	2%
RPG	6.11%	0.32%	0.78%
Arcade	4.7%	-0.24%	-0.05%
SLG	4.42%	0.31%	-0.35%
Card	3.99%	-0.33%	-0.40%
Adventure	3.66%	-0.14%	-0.84%

Genre	% of Creatives	QoQ	YoY
Casual	32.19%	-0.96%	10.24%
Puzzle	11.32%	0.46%	-1.85%
RPG	9.96%	-0.09%	-0.99%
Casino	7.20%	-0.15%	1.29%
SIM	7.11%	0.49%	-1.71%
SLG	6.86%	0.01%	-2.28%
Action	5.76%	0.52%	-0.85%
Card	5.31%	-0.20%	0.26%
Arcade	2.87%	-0.36%	-0.04%
Adventure	2.75%	-0.10%	-1.72%

# Insights into Mobile Game Advertising on iOS & Android

There was an increase in creatives released by mid-core and hard-core game advertisers, and a steady rise in average creatives released on iOS.

## Advertisers on iOS & Android in Q3 2023

Due to reduced creatives released by casual and hyper-casual game advertisers, Android experienced a dramatic decline in both percentage of advertisers and average creatives.



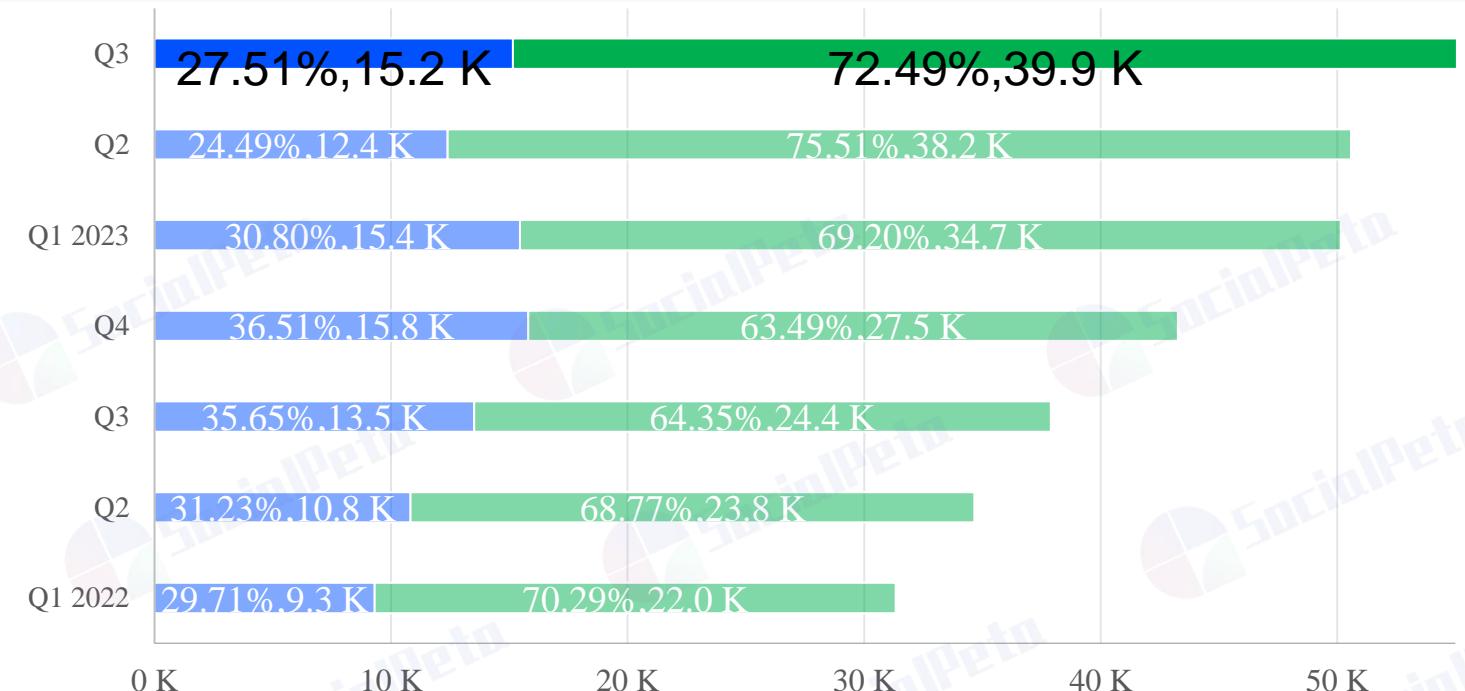
**190** QoQ: 1.06% ↑

Average creatives on iOS in Q3 2023



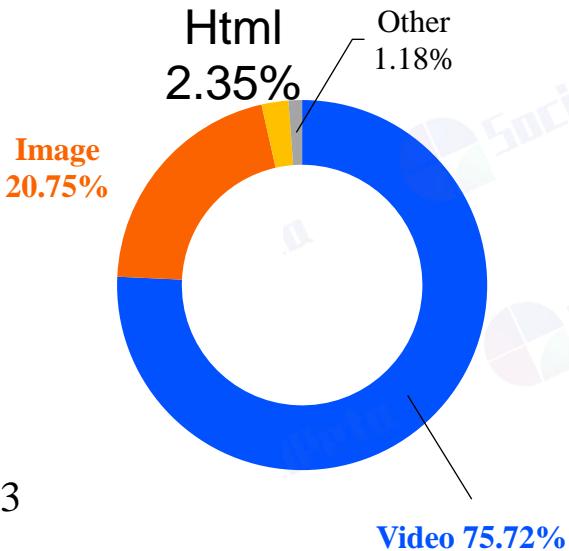
**260** QoQ: 4.67% ↓

Average creatives on Android in Q3 2023



# % of Game Ad Creatives by Type

% of ad creatives  
by type in Q3 2023

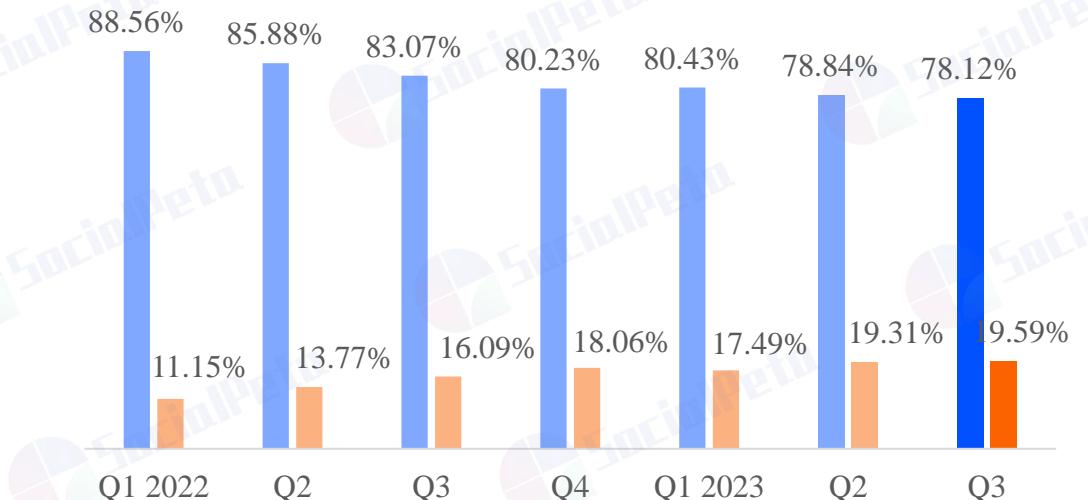


**90.3K**  
QoQ: **22.36%↓**  
Estimated impressions  
per creative in Q3 2023

Impressions per creative on iOS: 121.9K  
Impressions per creative on Android: 80.3K  
Type with the highest impressions per  
creative: Word

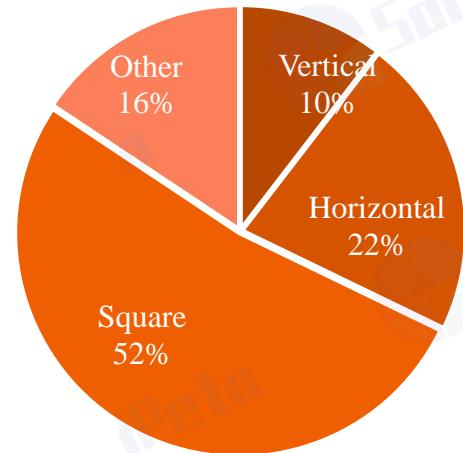
## Percentages of impressions of video and image creatives

- The impressions of video creatives accounted for less than 80% after declining for 2 consecutive years.
- The impressions of image creatives accounted for an increasing share of over 20%, all thanks to AIGC.

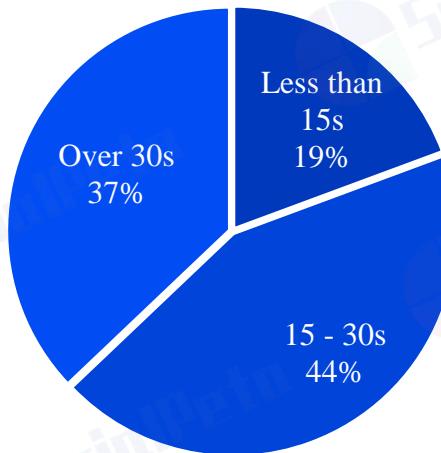


# % of Game Ad Creatives by Type

Most video creatives are 30 seconds or less in length, and square image creatives are more widely used.

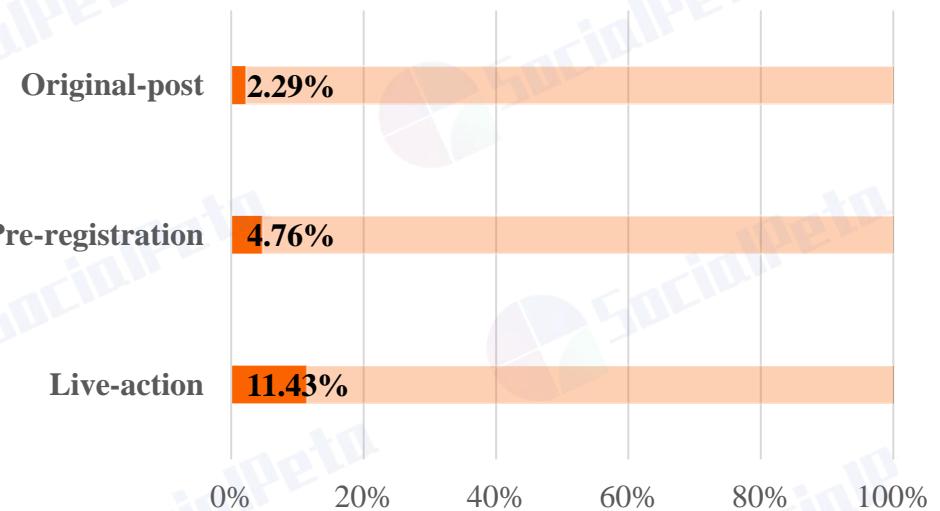


Share of image creatives  
by type in Q3



Share of video creatives  
by length in Q3

- Live-action creatives accounted for a considerable share, because they are more convincing.
- In a mature market, more creatives were released during pre-registration for a cold start.





02

# Q3 2023 Top Charts of Global Mobile Games

2023Q3 GLOBAL MOBILE GAME TOP LIST

# Mobile Games by Advertising on iOS | TOP30

1		Metal Slug: Awakening VNG & Tencent	Action	11		神魔傳說: 靈山遺跡 Hong Kong Tianzong	RPG	21		Whiteout Survival Century Games	SLG
2		天命三國志 HotGame Center	Card	12		Rise of Empires: IM30	SLG	22		鈴蘭之劍: 為這和平的世界 X.D. Network	RPG
3		Mighty Party Panoramilk Games	SLG	13		Call of Dragons Lilith Games	SLG	23		Mafia City Yotta Games	SLG
4		月光魔盜團 SpringGame	RPG	14		おねがい社長! EWORLD	SIM	24		Omniheroes OmniDream Games	RPG
5		Royal Match Dream Games	Puzzle	15		MONOPOLY GO! Scopely	Board	25		Stormshot FunPlus	SLG
6		Block Blast Adventure Master Hungry Studio	Casual	16		Play Rummy Passion Cash Games Passion Gaming Private Limited	Casino	26		IDLE GOG VN Aladinfun	RPG
7		森之物語 SpringGame	RPG	17		Parallel Realms 栖慕网络	RPG	27		Overmortal Leiting Games	RPG
8		神隱: 月之城 Kingnet	RPG	18		Merge Fairy Tales Chuan Ying Game	Casual	28		王牌銀行長 Richway Digital	SIM
9		1945 ONESOFT	Arca de	19		輪迴雙生 Eskyfun	RPG	29		Solitaire -jeu Classique Aged Studio	Casual
10		Among Heroes Game TimeOut	RPG	20		Evony Top Games	SLG	30		X-HERO: Survival! Bingchuan Network	SLG



# Top Mobile Games on the APP Store

## Download Chart

1		<b>MONOPOLY GO!</b>	Board
2		<b>Royal Match</b>	Puzzle
3		<b>Roblox</b>	Adventure
4		<b>Subway Surfers</b>	Casual
5		<b>My Perfect Hotel</b>	Casual
6		<b>Bridge Race</b>	Casual
7		<b>Block Blast Adventure Master</b>	Casual
8		<b>8 Ball Pool™</b>	Sports
9		<b>Bridge Race</b>	Casual
10		<b>Magic Tiles 3</b>	Music

11		<b>Among Us!</b>	Action
12		<b>Fishdom</b>	SIM
13		<b>Candy Crush Saga</b>	Puzzle
14		<b>Call of Duty®: Mobile</b>	Action
15		<b>Whiteout Survival</b>	SLG
16		<b>Happy Hospital: ASMR Doctor</b>	SIM
17		<b>Free Fire</b>	Action
18		<b>Idle Bank Tycoon</b>	SIM
19		<b>Gardenscapes</b>	SIM
20		<b>PUBG MOBILE</b>	Action

## Revenue Chart

11		<b>Fate/Grand Order</b>	RPG
12		<b>PUBG MOBILE</b>	Action
13		<b>Clash of Clans</b>	SLG
14		<b>ウマ娘 プリティーダービー</b>	SIM
15		<b>Whiteout Survival</b>	SLG
16		<b>Call of Duty®: Mobile</b>	Action
17		<b>Genshin Impact</b>	RPG
18		<b>Age of Origins</b>	SLG
19		<b>eFootball™ 2024</b>	Sports
20		<b>パズル＆ドラゴンズ</b>	RPG

Source: Diandian, based on data retrieved from backend data sources  
Date Range: Jul. - Sept. 2023

# Mobile Games by Advertising on Android | TOP30

1	 <b>Epic Heroes</b> Bingchuan Network	RPG
2	 <b>The Grand Mafia</b> Yotta Games	SLG
3	 <b>Block Blast Adventure Master</b> Hungry Studio	Casual
4	 <b>Word Search Block Puzzle Game</b> Pandas of Caribbean	Puzzle
5	 <b>Ludo Flying Chess</b> shivkumar	Board
6	 <b>Weapon Craft Run</b> Rolleic Games	Hyper-casual
7	 <b>天命三國志</b> HotGame Center	RPG
8	 <b>Whiteout Survival</b> Century Games	SLG
9	 <b>Evony</b> Top Games	SLG
10	 <b>Mergeland</b> Newborn Town	Casual
11	 <b>Lords Mobile</b> IGG	SLG
12	 <b>1945 Air Force</b> ONESOFT	Arcade
13	 <b>Dragonscapes Adventure</b> Century Games	SIM
14	 <b>Last Fortress</b> IM30	SLG
15	 <b>Block Mania</b> Loop Games A.S.	Casual
16	 <b>Mafia City</b> Yotta Games	SLG
17	 <b>おねがい社長!</b> EWORLD	SIM
18	 <b>Metal Slug: Awakening</b> VNG & Tencent	Action
19	 <b>花舞宫廷</b> Origin Mood	SIM
20	 <b>月光魔盜團</b> SpringGame	RPG
21	 <b>Mighty Party</b> PANORAMIK GAMES	SLG
22	 <b>Stormshot</b> FunPlus	SLG
23	 <b>Cash Tornado™ Slots</b> Zeroo Gravity Games	Casino
24	 <b>Jackpot World™</b> Bole Games	Casino
25	 <b>MONOPOLY GO!</b> Scopely	Board
26	 <b>Omniheroes</b> OmniDream Games	RPG
27	 <b>State of Survival</b> FunPlus	SLG
28	 <b>Happy Match Cafe:</b> KINGS FORTUNE	ASMR
29	 <b>The Ants</b> StarUnion	SLG
30	 <b>Jigsaw - Jigsaw Puzzle</b> Pandas of Caribbean	Puzzle



# Top Mobile Games on Google Play

## Download Chart

1	<b>Ludo King™</b> Gametion	Board
2	<b>Subway Surfers</b> Sybo Games	Casual
3	<b>Roblox</b> Roblox	Adventure
4	<b>Candy Crush Saga</b> King	Puzzle
5	<b>Tic Tac Toe - 2 Player XO</b> CDT Puzzle Games	Board
6	<b>Royal Match</b> Dream Games	Puzzle
7	<b>Mi Talking Tom 2</b> Jinke Tom	SIM
8	<b>Free Fire</b> Garena	Action
9	<b>Traffic Rider</b> skgames	Racing
10	<b>Indian Bikes Driving 3D</b> Rohit Gaming Studio	SIM

11	<b>Free Fire MAX</b> Garena	Action
12	<b>Race Master 3D</b> SayGames	Casual
13	<b>Football League 2023 MOBILE SOCCER</b>	Sports
14	<b>Block Blast</b> Hungry Studio	Puzzle
15	<b>My Talking Tom Friends</b> Jinke Tom	SIM
16	<b>Hill Climb Racing</b> Fingersoft	Arcade
17	<b>Bridge Race</b> Supersonic	Casual
18	<b>My Talking Angela 2</b> Jinke Tom	SIM
19	<b>FPS Online Strike</b> FPS Shooter & Action Game	Action
20	<b>8 Ball Pool</b> Miniclip	Casual

1	<b>Coin Master</b> Moon Active	Casual
2	<b>Candy Crush Saga</b> King	Puzzle
3	<b>리니지W</b> NCSOFT	RPG
4	<b>Royal Match</b> Dream Games	Puzzle
5	<b>Roblox</b> Roblox	Adventure
6	<b>MONOPOLY GO!</b> Scopely	Board
7	<b>Pokémon GO</b> Niantic	RPG
8	<b>Gardenscapes</b> Playrix	SIM
9	<b>Honkai: Star Rail</b> miHoYo	RPG
10	<b>ウマ娘 プリティーダービー</b> Cygames	SIM

## Revenue Chart

11	<b>Evony</b> Top Games	SLG
12	<b>PUBG MOBILE</b> Tencent	Action
13	<b>나이트 크로우</b> Wemade	RPG
14	<b>Homescapes</b> Playrix	SIM
15	<b>Fate/Grand Order</b> Aniplex	RPG
16	<b>Clash of Clans</b> Supercell	SLG
17	<b>Township</b> Playrix	SIM
18	<b>Whiteout Survival</b> Century Games	SLG
19	<b>Call of Duty Mobile</b> Tencent & Activision Blizzard	Action
20	<b>Free Fire</b> Garena	Action

Source: Diandian, based on data retrieved from backend data sources  
Date Range: Jul. - Sept. 2023

# Global Mobile Game Advertisers TOP20

#	Company Name	Deduplicated Creatives	Advertised Products	Mainly Advertised Products	#	Company Name	Deduplicated Creatives	Advertised Products	Mainly Advertised Products
1	<b>Rollic Games</b> 	70K	86	  	11	<b>FunPlus</b> 	28.1K	16	  
2	<b>Bingchuan Network</b> 	57.4K	12	  	12	<b>Pandas of Caribbean</b> 	25.9K	13	  
3	<b>Century Games</b> 	43.7K	21	  	13	<b>Sticky Hands</b> 	25.5K	1	
4	<b>Guru Puzzle Game</b> 	36.4K	21	  	14	<b>IGG</b> 	25.5K	23	  
5	<b>Yotta Games</b> 	33.9K	13	  	15	<b>Easybrain</b> 	20.6K	43	  
6	<b>Bole Games</b> 	33K	13	  	16	<b>Tencent</b> 	20.3K	30	  
7	<b>JunHai Games</b> 	32.1K	21	  	17	<b>Azur Interactive Games</b> 	20.2K	178	  
8	<b>Homa</b> 	30.9K	50	  	18	<b>StarUnion</b> 	19.6K	13	  
9	<b>Voodoo</b> 	30.5K	174	  	19	<b>SayGames</b> 	19.1K	128	  
10	<b>Aged Studio</b> 	29.3K	31	  	20	<b>Playrix</b> 	16.9K	19	  

Source: SocialPeta - Company Analysis; companies are sorted by their products' deduplicated creatives from high to low.  
Date Range: Jul. - Sept. 2023



# 03

# Marketing Analysis of Popular Mobile Game Genres

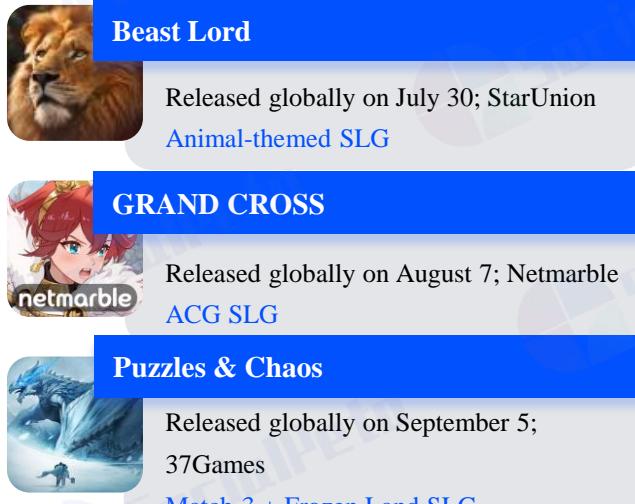
(SLG, RPG, Action, SIM, Casual, Casino)

POPULAR MOBILE GAME TYPE MARKETING TRENDS

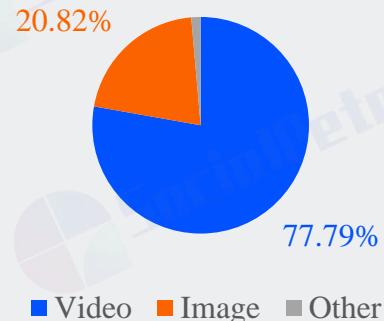
# SLG Games: New Games Were Active Attempts to Develop New Market Segments

- Q3 reported 2300 monthly SLG game advertisers, and nearly 86% of the advertisers released new creatives. Over 77% of the new creatives were video, which was 1.95% higher than the global average percentage.
- Newly launched SLG games were active attempts to develop new market segments, such as animal SLG, ACG SLG, frozen land SLG, etc.
- Chinese developers owed more than half of their revenue to SLG games, of which over 70% was contributed by App Store.

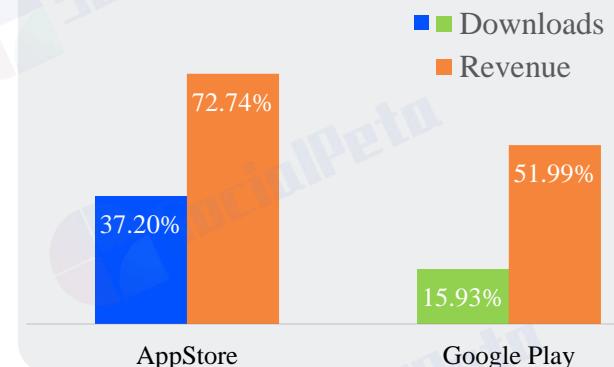
## Popular SLG games newly released in Q3 2023



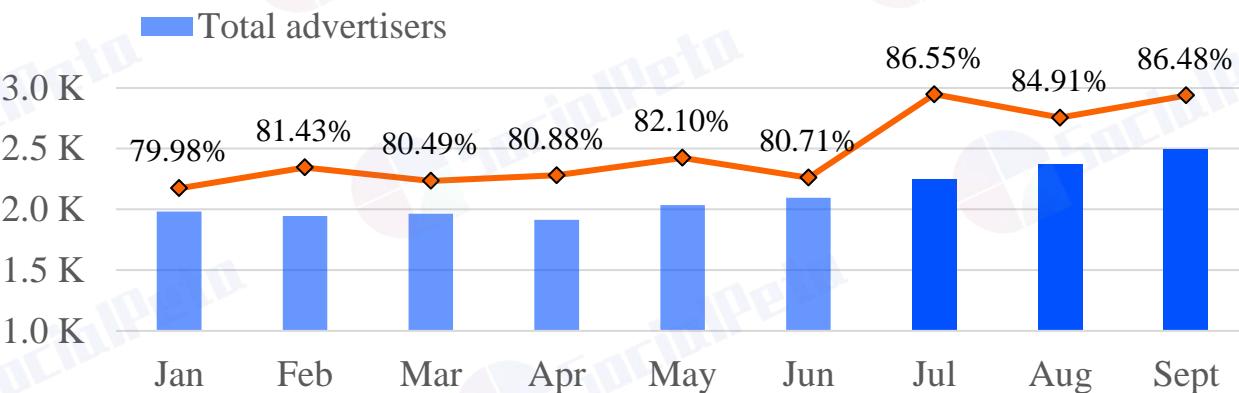
% of SLG games' new creatives by type in Q3 2023



% of downloads and revenue achieved by Chinese developers



## Trends of SLG Game Advertisers in 2023

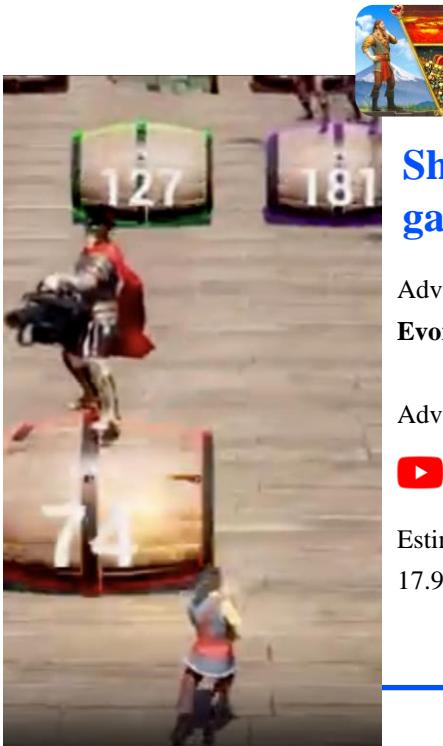


Source: SocialPeta & Diandian; based on data that were captured and analyzed, and limited to the downloads and revenue of Top 1000 games in stores. Date Range: Jan. - Sept. 2023

# SLG Games' Popular Creatives

**Mini-game** advertising creatives remained the most effective, of which the most popular were “shooter + hitting gates”, “tower climbing” mini games.

Dramatic situations and live-action short videos were often used to catch people's attention in the first 3 seconds.



**Shooter + Hitting gates**

Advertiser:  
**Evony**

Advertising Platform:



Estimated Impressions:  
17.9M



**Dramatic conflict + A loser wins**

Advertiser:  
**The Grand Mafia**

Advertising Platform:



Estimated Impressions:  
6.9M



**Short Video + Gameplay**

Advertiser:  
**Whiteout Survival**

Advertising Platform:



Estimated Impressions:  
617.7K

Click to play the complete creative

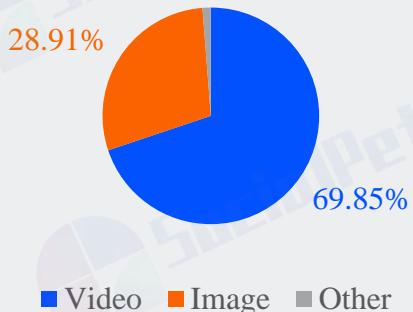
# RPGs: Many RPGs were big hits, making it the most popular market segment in Q3

- Q3 recorded 3300 RPG advertisers per month, and 86% of the advertisers released new creatives. Compared to other game types, RPGs had a higher percentage of image creatives, nearly 29%.
- Many new RPGs became big hits; MMO grew popular in Hong Kong, Macao & Taiwan, and Southeast Asia; idle card RPGs impressed the European and American markets.
- Chinese RPG developers achieved more downloads and revenue on the AppStore, contributing over 57% of total revenue.

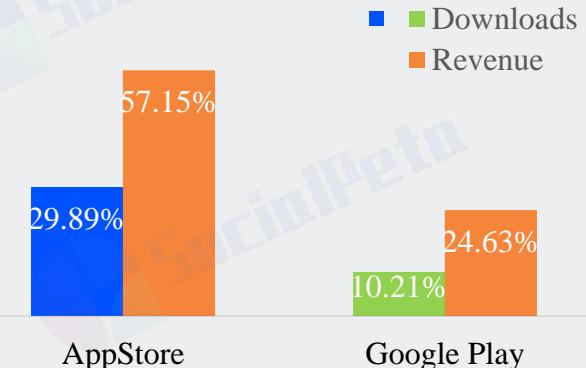
## Popular RPGs newly released in Q3 2023



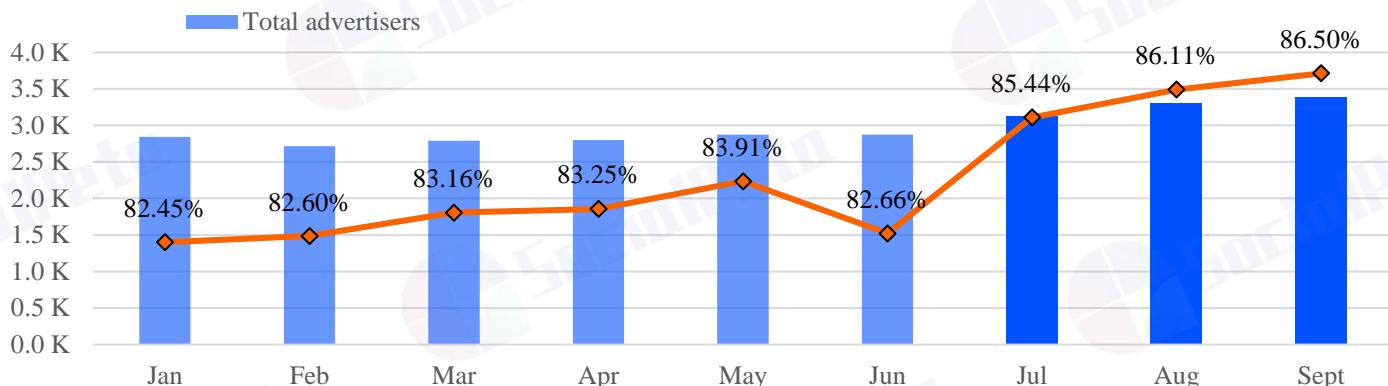
% of RPGs' new creatives by type in Q3 2023



% of downloads and revenue achieved by Chinese developers



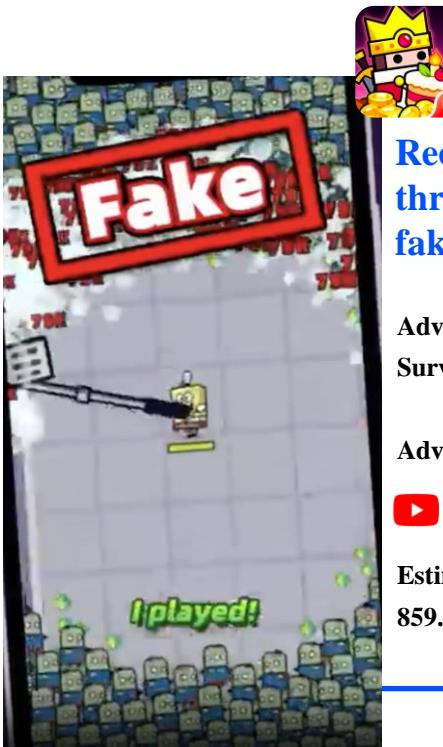
## Trends of RPG Advertisers in 2023



# RPGs' Popular Creatives

According to downloads and revenue performance, ACG RPGs were quite profitable with a considerable market volume. RPGs stopped perfecting graphic art and spent more effort on developing mixed gameplays.

Graphic art and dubbing are the most important features of RPGs. A simple promotion video about characters and a show of a live-streamer playing gacha will arouse people's interest and attract them to download the game.



**Recommend the game through identifying fake ones**

Advertiser:  
Survivor.io

Advertising Platform:



Estimated Impressions:  
859.4k



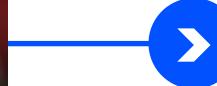
**A show of KOL playing gacha**

Advertiser:  
Honkai: Star Rail

Advertising Platform:



Estimated Impressions:  
5.4M



**ASMR highlighting character's charm**

Advertiser:  
ブルーアーカイブ

Advertising Platform:



Estimated Impressions:  
9.3M

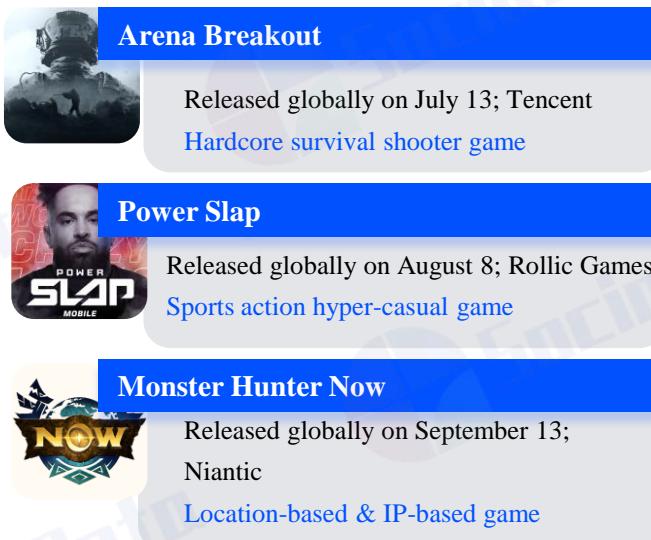


Click to play the complete creative

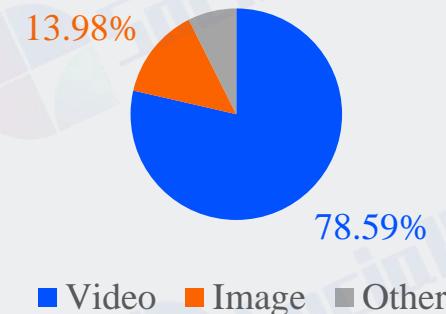
# Action Games: With many large new games launched, it became the most promising market segment

- Q3 recorded 4000 action game advertisers per month, and 85% of the advertisers released new creatives. 78% of the new creatives were video.
- Many new games were released in Q3 with great potential to become big hits, including shooter games, sports games, remake games based on their PC version, etc.
- Google Play Chinese developers owed about 27% of their revenue to action games. App Store contributed more of the downloads than Google Play did.

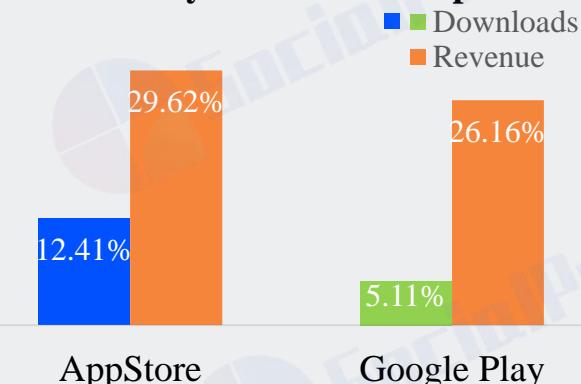
## Popular action games newly released in Q3 2023



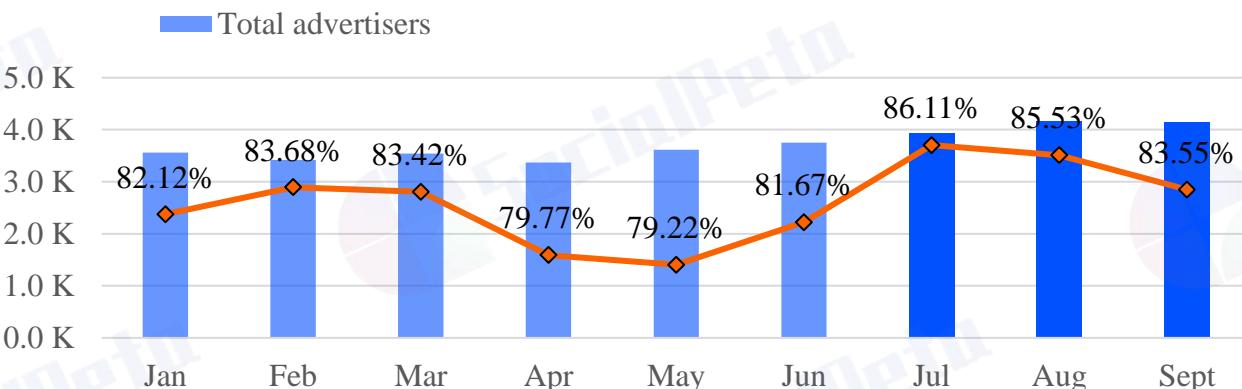
% of action games' new creatives by type in Q3 2023



% of downloads and revenue achieved by Chinese developers



## Trends of Action Game Advertisers in 2023



Source: SocialPeta & Diandian; based on data that were captured and analyzed, and limited to the downloads and revenue of Top 1000 games in stores. Date Range: Jan. - Sept. 2023

# Action Games' Popular Creatives

Action games' key feature is a combination of socializing and game-playing. That's why most action games are MOBA and battle royale. Animated videos of playing pranks on great buddies are attractive and amusing. Collaboration of popular cartoons will attract non-core gamers. A collection of kills in rhythmic background music will cause great excitement.



**Social and  
mischievous stories**

Advertiser:  
**Free Fire**

Advertising Platform:



Estimated Impressions:  
484k



**Collaboration of  
popular cartoons**

Advertiser:  
**PUBG MOBILE**

Advertising Platform:



Estimated Impressions:  
4.4M



**Collection of kills in  
quick rhythm**

Advertiser:  
**Mobile Legends: Bang  
Bang**

Advertising Platform:



Estimated Impressions:  
551.5K



[Click to play the complete creative](#)

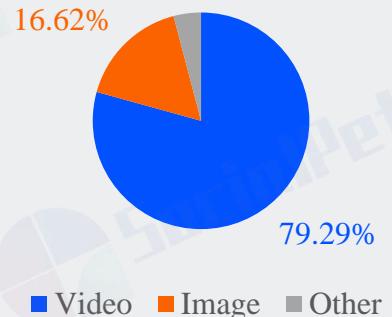
# SIM Games: More advertisers in the last month of each quarter

- Q3 recorded 5100 SIM game advertisers per month, and 83% of the advertisers released new creatives. There were more SIM game advertisers in the last month than other months of each quarter.
- Among all new games in Q3, merge games delivered outstanding performance.
- Chinese developers' s SIM games generated as much as 36% of total revenue on App Store, while only 12% on Google Play.

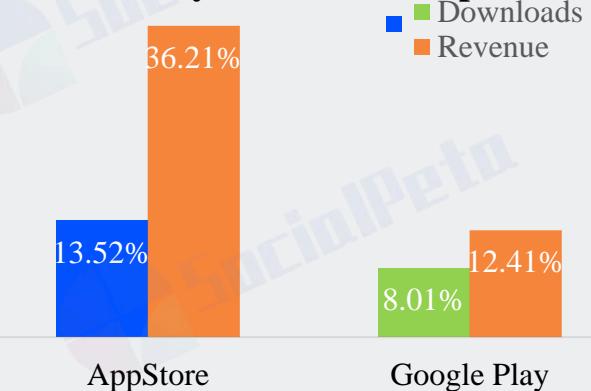
## Popular SIM games newly released in Q3 2023

	<b>공부의 신M</b>
	Released in China's Hong Kong, Macao & Taiwan, and South Korea on July 5; wanjoy Cartoon school SIM game
	<b>Merge Bloom</b>
	Released globally on August 25; ManyFun Merge & decoration SIM game
	<b>Retro Bowl College</b>
	Released globally on September 18; New Star Games Rugby (sports) SIM game

% of simulation games' new creatives by type in Q3 2023

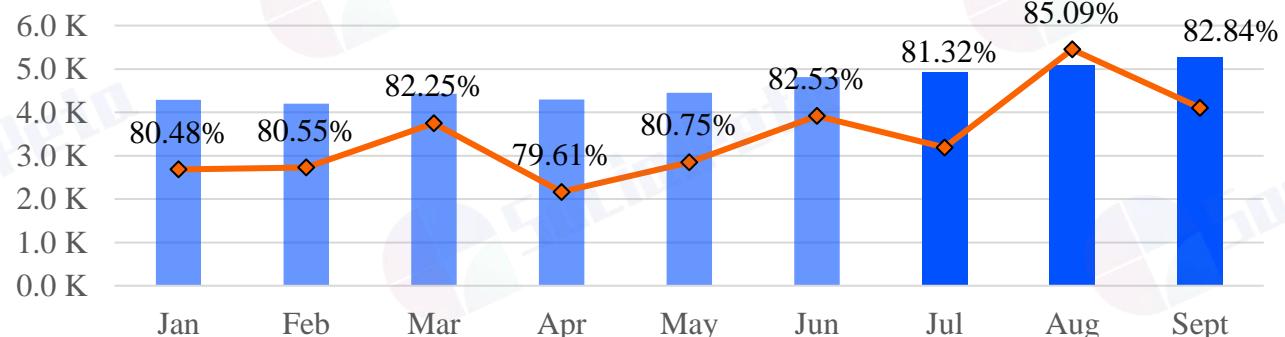


% of downloads and revenue achieved by Chinese developers



## Trends of Simulation Game Advertisers in 2023

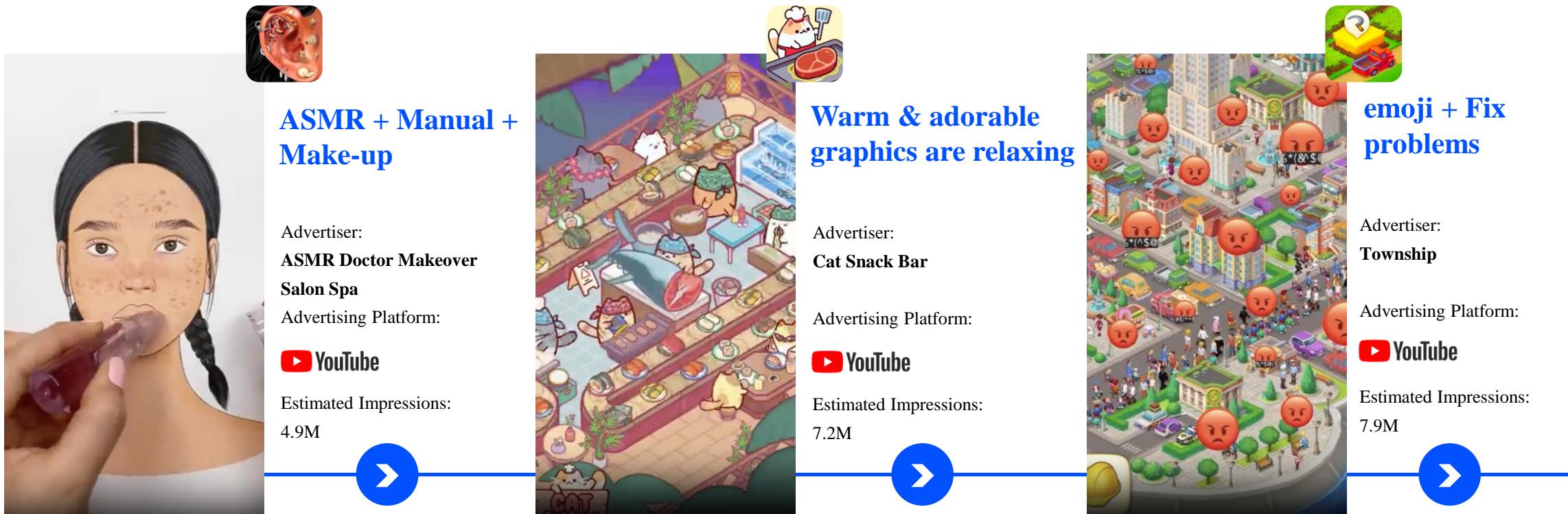
Total advertisers



# SIM Games' Popular Creatives

With ASMR leading the way, mini-game advertising has entered the SIM game market. The fun of playing SIM games is displayed by combining gameplay with live-action videos.

Female gamers are more likely to be attracted by game ad creatives containing dramatic situations, putting on make-up, and warm and adorable graphics.

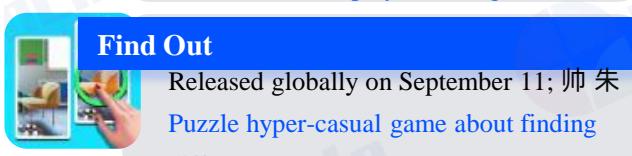
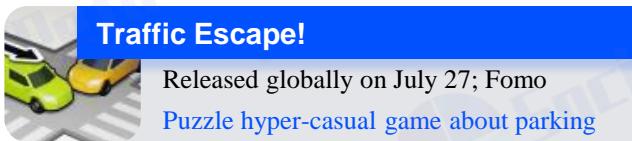


Click to play the complete creative

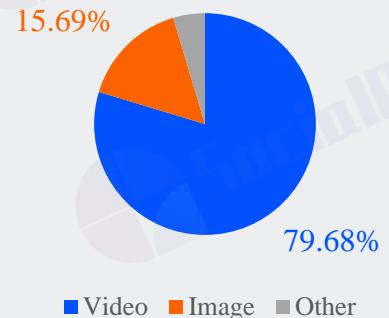
# Casual Games: The number of advertisers is the highest and steadily increasing

- Q3 recorded 16,700 casual game advertisers per month, the highest number among all game types, and 82% of the advertisers released new creatives.
- Parking-lot-themed hyper-casual games delivered excellent performance in Q3. Play-to-earn games in the United States and the United Kingdom often merge with the puzzle bobble gameplay.
- According to revenue and downloads, Chinese developers achieved more on the App Store.

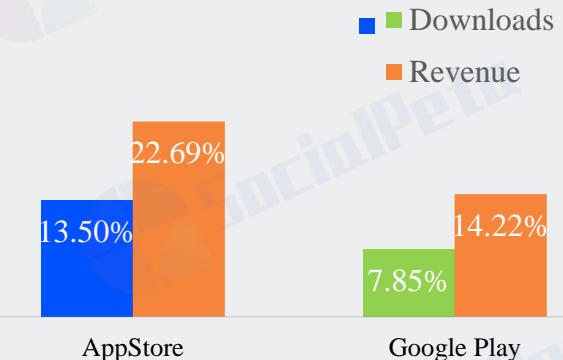
## Popular casual games newly released in Q3 2023



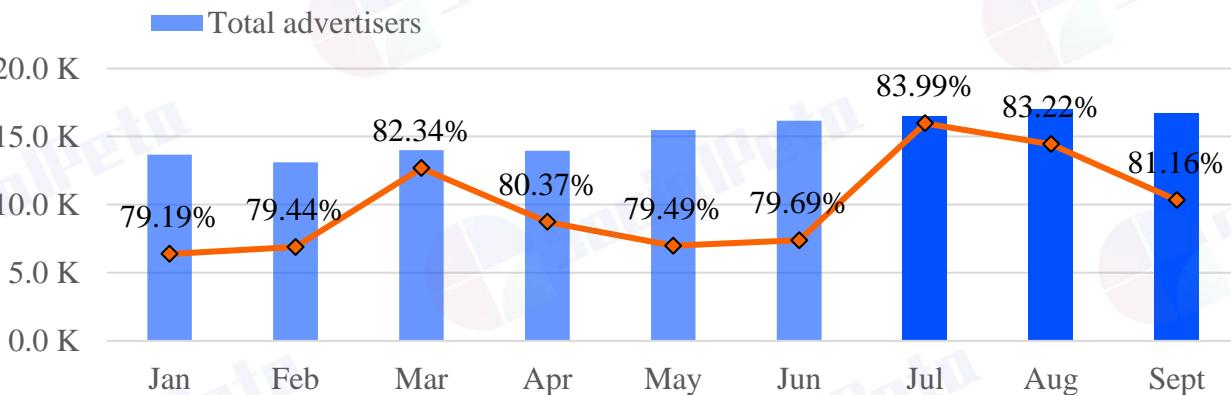
% of casual games' new creatives by type in Q3 2023



% of downloads and revenue achieved by Chinese developers



## Trends of Casual Game Advertisers in 2023



Source: SocialPeta & DianDian; based on data that were captured and analyzed, and limited to the downloads and revenue of Top 1000 games in stores. Date Range: Jan. - Sept. 2023

# Casual Games' Popular Creatives

Most casual game companies target **TikTok and YouTube** where exist massive UGCs as their primary sources of inspiration. Novelty and wacky ideas give a guarantee of high-quality creatives. Rhythmic music makes the display of gameplay more attractive.



**A live-streamer playing and explaining the game**

Advertiser:  
**Soccer Super Star**

Advertising Platform:



Estimated Impressions:  
223.2K



**Inspiration from a popular manga franchise**

Advertiser:  
**Shoot Skibd Toilet Survival.io**

Advertising Platform:



Estimated Impressions:  
265.2M



**Sloganizing promotion**

Advertiser:  
**My Perfect Hotel**

Advertising Platform:



Estimated Impressions:  
632.2K

Click to play the complete creative

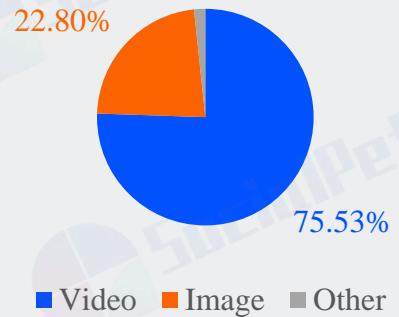
# Casino Games: Old games has a stronger dominance and over 80% of advertisers released new creatives

- Q3 recorded 3300 casino game advertisers per month, and 83% of the advertisers released new creatives. Video accounted for 75% of the new creatives.
- In Q3, most new casino games delivered unremarkable performance, while old casino games were dominating in the market. Different regions had different types of popular casino games.
- Chinese developers achieved a relatively low percentage of downloads and revenue on Google Play, both around 6%.

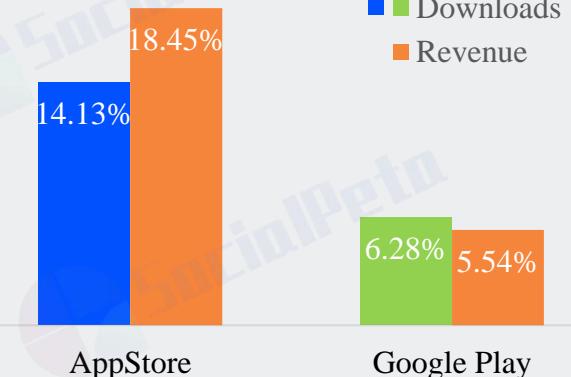
**Popular casino games released in the USA, Japan, or South Korea in Q3 2023**



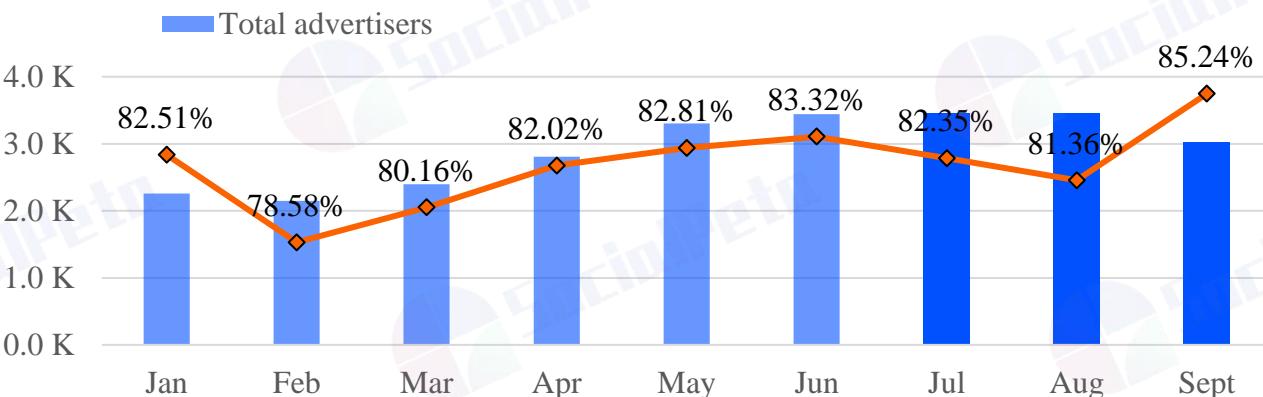
% of casino games' new creatives by type in Q3 2023



% of downloads and revenue achieved by Chinese developers



Trends of Casino Game Advertisers in 2023



# Casino Games' Popular Creatives

**High cash rewards** are still the absolute core competence of many cash casino games. These games released ad creatives focusing on how exciting it is to have continuous wins and winnings.

With exaggerating slogans and live-action dubbing or acting, creatives are more convincing.

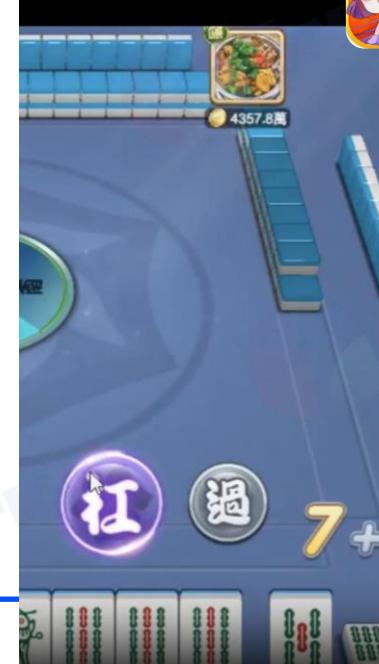


## The charm of cash

Advertiser:  
**Cash Club Casino**

Advertising Platform:  
**TikTok**

Estimated Impressions:  
1.6M



## Endless wins

Advertiser:  
**麻將無雙**

Advertising Platform:  
**facebook**

Estimated Impressions:  
1.4M



## Slogans on the streets

Advertiser:  
**Jackpot Wins**

Advertising Platform:  
**facebook**

Estimated Impressions:  
1.2M

Click to play the complete creative



04

# Marketing Analysis of Hit Mobile Games In Q3 2023

POPULAR MOBILE GAME MARKETING INVENTORY

# 合金彈頭：覺醒, published by VNG, became a hit game in Q3

The game gets a fresh look from “Metal Slug”, through which, Tencent helped VNG expand beyond Vietnamese market.

## 合金彈頭：覺醒

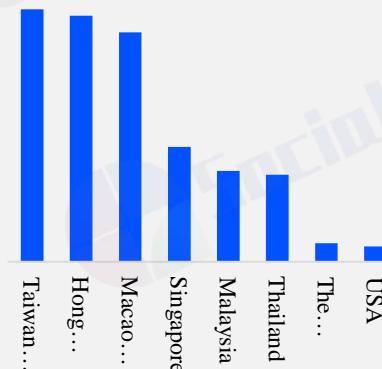
IP Action RPG VNG & Tencent

### Ad Creatives in Q3 2023

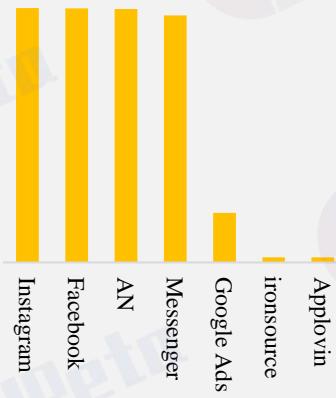
Total deduplicated creatives: 1.8万

% of new creatives: 99.6%

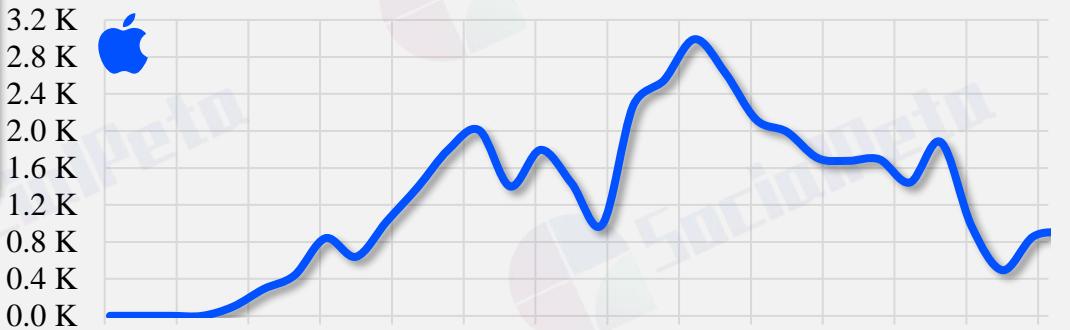
### Top countries/regions by advertising



### Top Advertising Platforms



### Global Advertising Trends in Q3 2023



# 合金彈頭：覺醒's Popular Active Ad Creative



Advertising Platform:  Messenger

Advertising countries/regions: USA, Hong Kong (China)...

Features:

A sharp contrast between new and old graphics, nostalgic  
2D pixels and long-anticipated 3D HD.

Formula for the creative: A mobile game based on a console  
game, a full reproduction of the classic game.

17

Duration (Days)

86.3K

Impressions



Click to play the  
complete creative

# 鈴蘭之劍, an authentic Japanese wargame RPG

It's a new game developed and published by XD Entertainment. As a nostalgic pixel-style SRPG, the game climbed to the top of the best-selling games' list in Taiwan (China) thanks to its high quality and vigorous promotion.

## 鈴蘭之劍

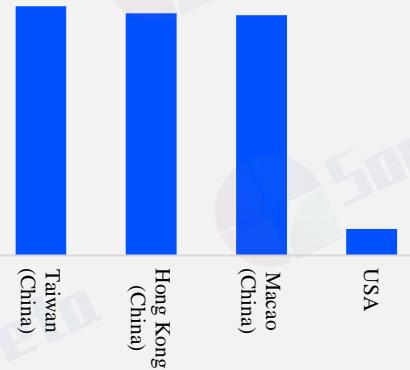
Medieval alternate history SRPG  
XD Entertainment

### Ad Creatives in Q3 2023

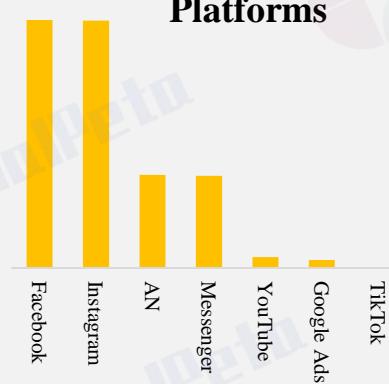
Total deduplicated creatives: 6600

% of new creatives: 96.2%

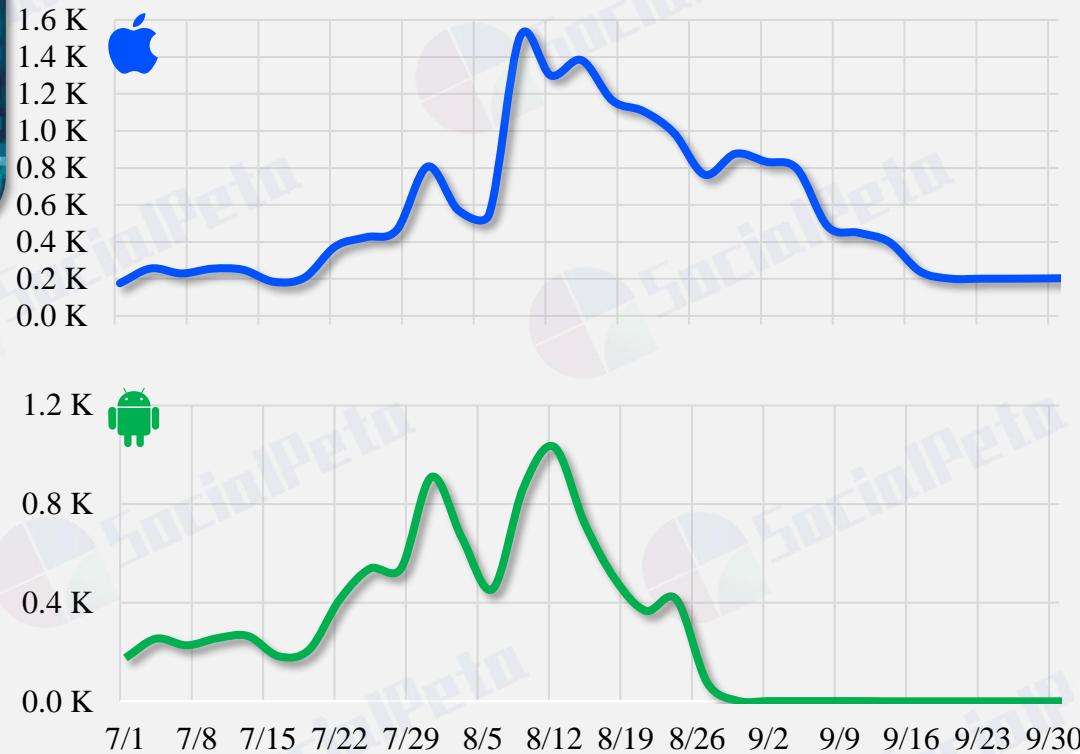
### Top countries/regions by advertising



### Top Advertising Platforms



### Global Advertising Trends in Q3 2023



# 鈴蘭之劍's Popular Active Ad Creative



Advertising Platform: [facebook](#)

Advertising countries/regions: Taiwan (China), USA...

Features:

A drama video game allows players to be an important character of the story who would **save the day**

Formula for the creative: Dramatic conflicts + interactive stories + fighting scenes

53

Duration (Days)

1.30M

Impressions



Click to play the complete creative

# Beast Lord, a hit animal-themed SLG

Following “ant-themed” SLG, StarUnion released another big SLG, expanding the market of animal-themed SLGs.

## Beast Lord

Animal-themed SLG StarUnion

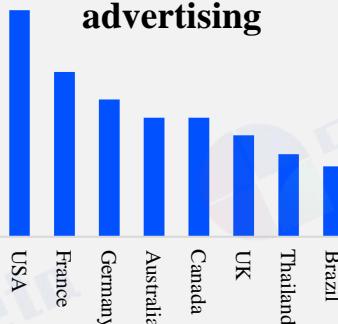


### Ad Creatives in Q3 2023

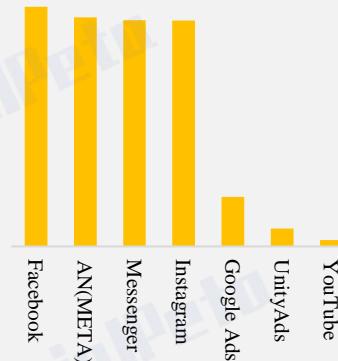
Total deduplicated creatives: **6500**

% of new creatives: **85.21%**

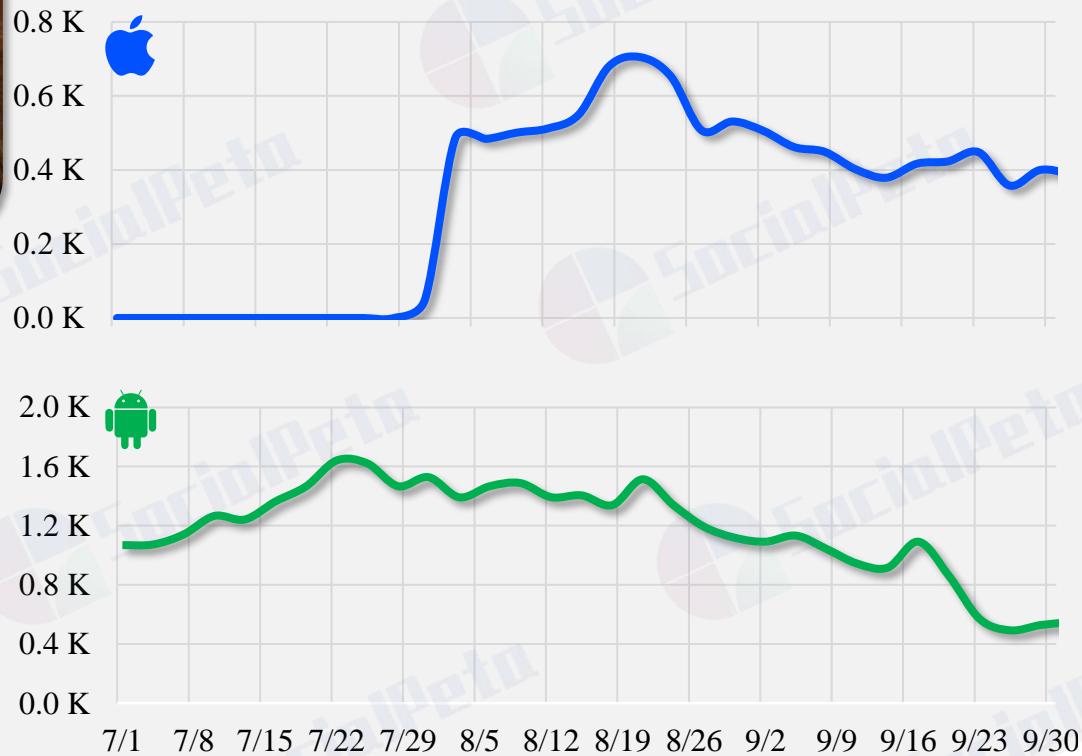
### Top countries/regions by advertising



### Top Advertising Platforms



## Global Advertising Trends in Q3 2023



# Beast Lord's Popular Active Ad Creative



Advertising Platform: [facebook](#)

Advertising countries/regions: Germany

Features:

**Based on [The Ants: Underground Kingdom]'s success, the game's creatives focus on displaying story-related elements.**

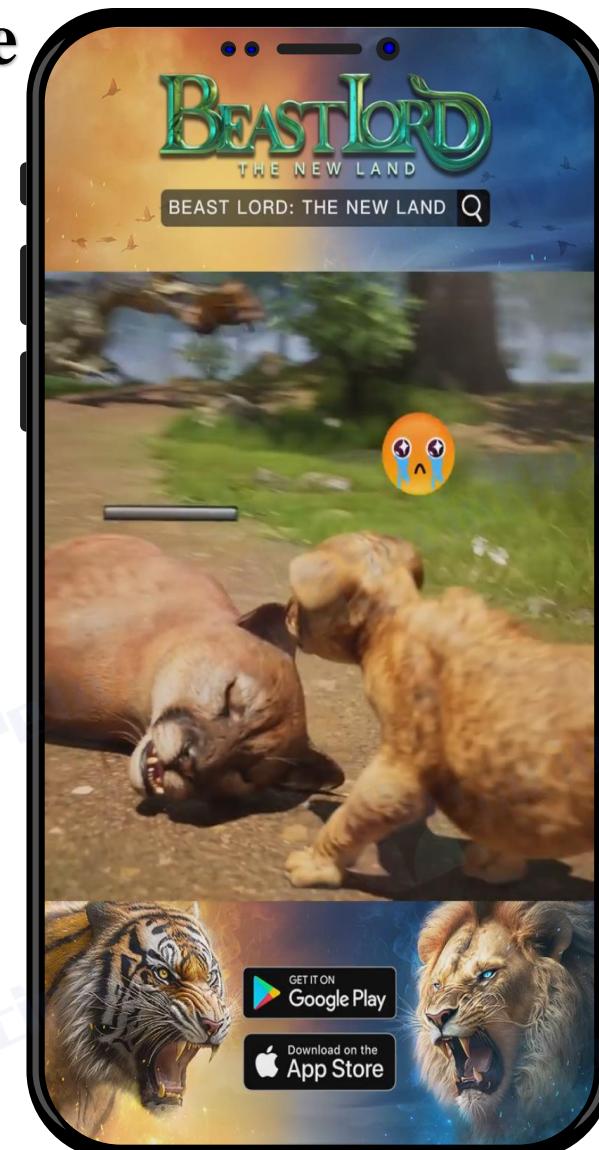
Formula for the creative: A tragic beginning + Growth experience + BOSS battles

67

Duration (Days)

540.4K

Impressions



Click to play the complete creative

# MapleStory R: Evolution, a classic PC game making a fresh start by releasing its mobile version

Soon after its official release on 27 July, [MapleStory R: Evolution] topped the iOS chart of top free games in Singapore, Malaysia, and Thailand, and topped the chart of best-selling games and remained on the chart for 10 days.

## MapleStory R: Evolution

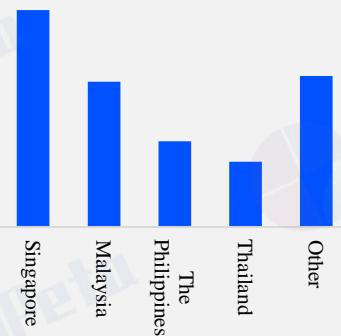
Vertical pixel MMO Rastar

### Ad Creatives in Q3 2023

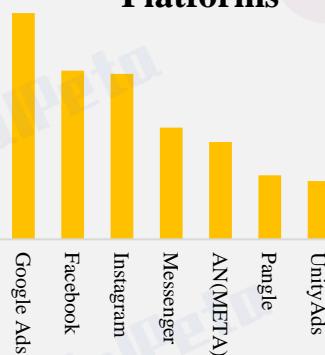
Total deduplicated creatives: 5100

% of new creatives: 87.28%

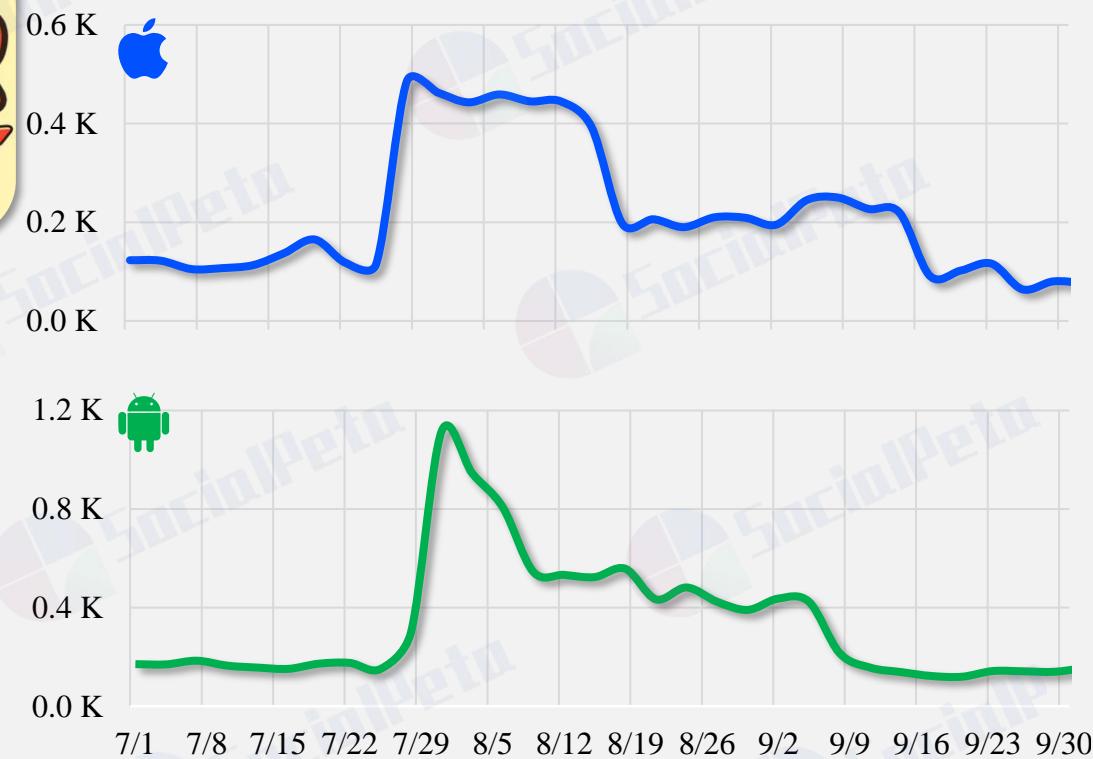
### Top countries/regions by advertising



### Top Advertising Platforms



### Global Advertising Trends in Q3 2023



# MapleStory R: Evolution's Popular Active Ad Creative



Advertising Platform:  YouTube

Interactive data: 1400 Likes

Features:

The creative starts with a girl quarreling with her boyfriend, and **in the middle of the creative** a third party appears and eases the tension by introducing the game.

Formula for the creative: Live-action conflict + Displaying the game + A live-broadcast introduction

25	85.3K
Duration (Days)	Impressions



Click to play the complete creative



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A professional-looking man with glasses and a suit is shown from the chest up, looking down at a tablet device he is holding. The background is a blurred cityscape at night with bokeh light effects.

# THANKS

2023Q3 GLOBAL MOBILE GAME MARKETING REPORT

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