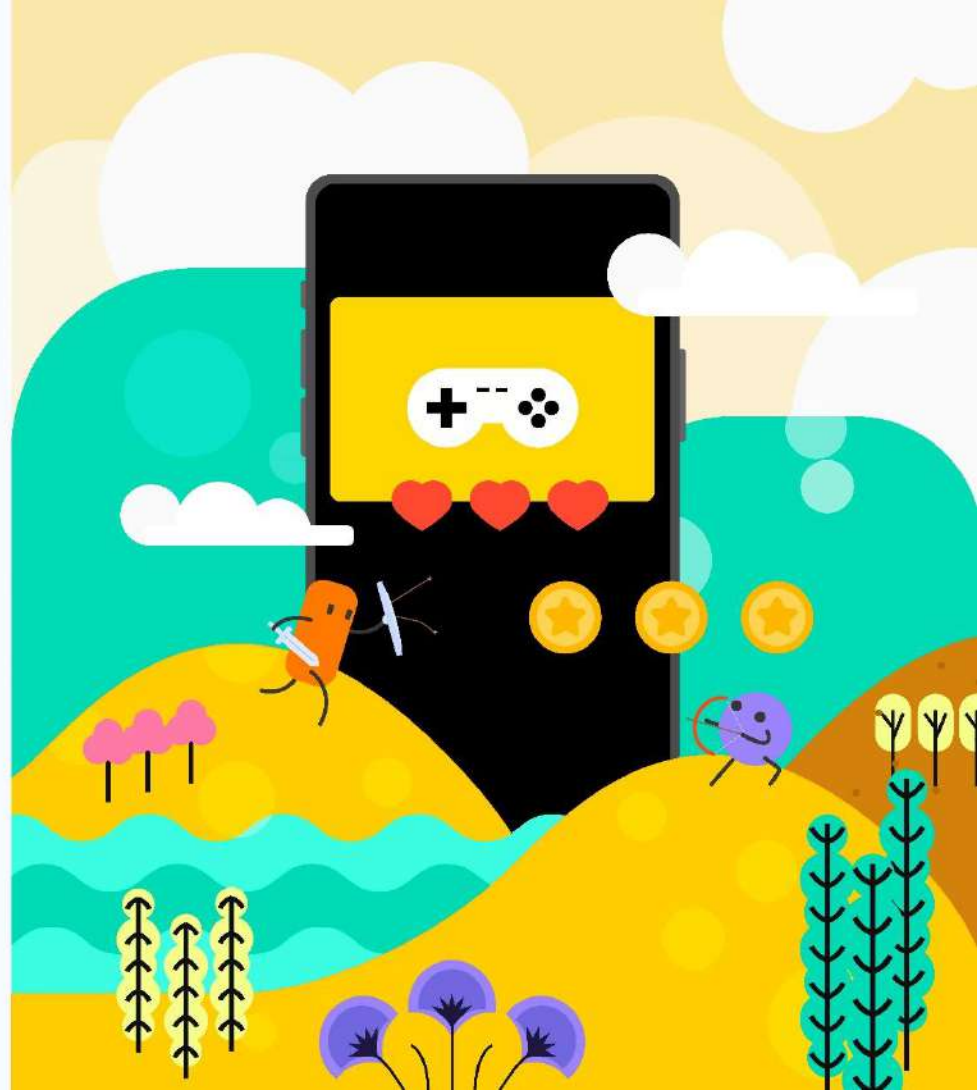


Mintegral

The State of **GAMES MEDIA BUYING** 2024

UNITED STATES SPOTLIGHT



Methodology

Reference Period

This report is based on data collected between H2 2023 to H1 2024, with YoY comparisons based on H1 2023.

Market Scope

The United States, Japan, South Korea, Southeast Asia, the United Kingdom, France, Germany, Brazil, and over 100 others. Our data excludes Mainland China.

Game Genre

Action & Shooting, Adventure, Arcade, Board, Card, Casino, Music, Racing, Role-Playing, Simulation, Sports, Strategy, Trivia, Word, and others.

Metrics

- 1. App Advertiser Volume:** The total number of apps advertising in a set period.
- 2. Ad Purchase Volume:** The quantity of ads bought by apps.
- 3. Ad Impression Volume:** The count of in-app ads displayed in a given period.
- 4. Ad Format Adoption:** The number of ads displayed by format, relative to other formats.
- 5. Ad Campaign Duration:** The length of time (in days) a typical campaign runs for.

Key Findings

The US Market

#1

In number of advertisers globally.

#2

In ad impressions.

Video Ads

are the most popular ad format in the region.

Introduction



There has been no more volatile app market than gaming in the past decade. However, opportunities exist for app companies ready to strike.

The market is evolving: hyper-casual has grown into hybrid casual. Live Ops continues to put the onus on retention, and rewarded ads gain real traction. New monetization strategies like value-driven bundles keep players engaged.

For success in 2024 and beyond, data-driven approaches remain crucial. Our latest report is a valuable tool for marketers looking for an edge on the competition.

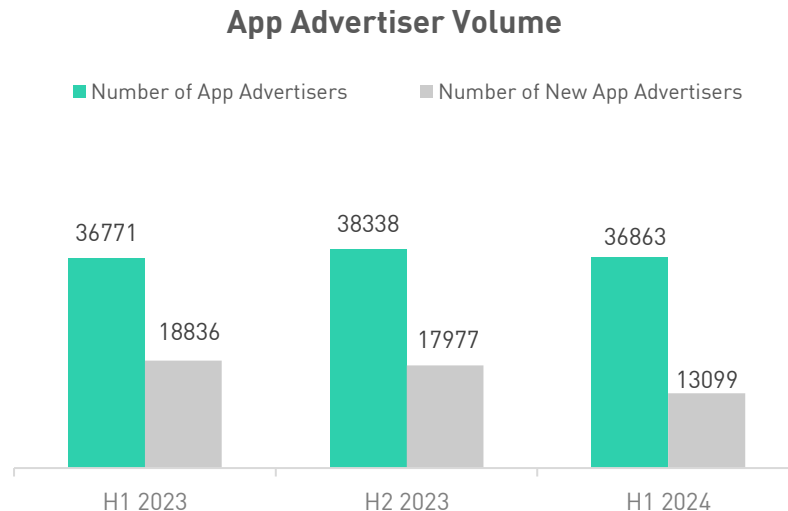


The US ranks **1st** in the number of advertisers and **2nd** in ad impressions.

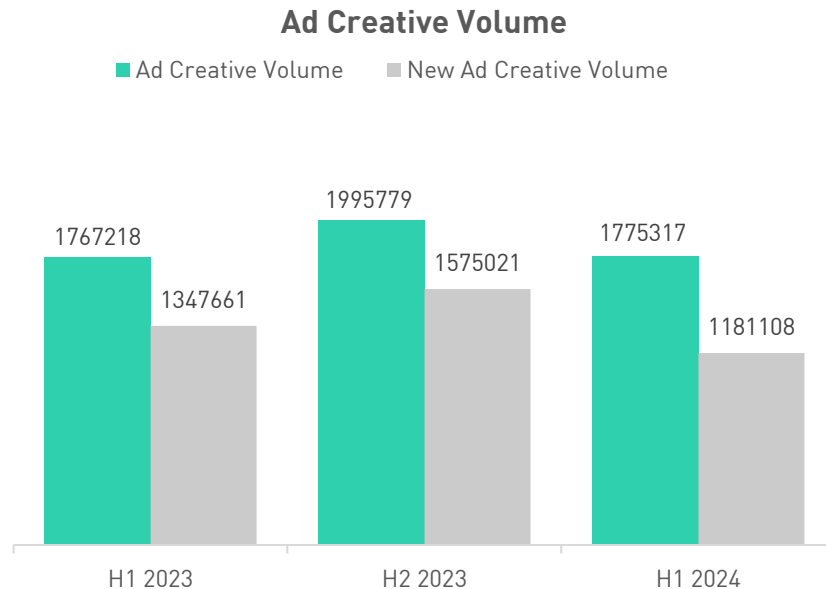
Key Market Rankings, H1 2024

Key Market	App Advertiser Volume Ranking	Key Market	Ad Impression Volume Ranking
US	1	SEA	1
SEA	2	US	2
India	3	Middle East	3
Middle East	4	India	4

Since 2023, the number of US-based app advertisers remains stable, increasing just 0.25% YoY. The proportion of new advertisers fell by 29%.



Ad purchases increased slightly (by 0.46% YoY). However, the proportion of purchases of new ads decreased by 12%.



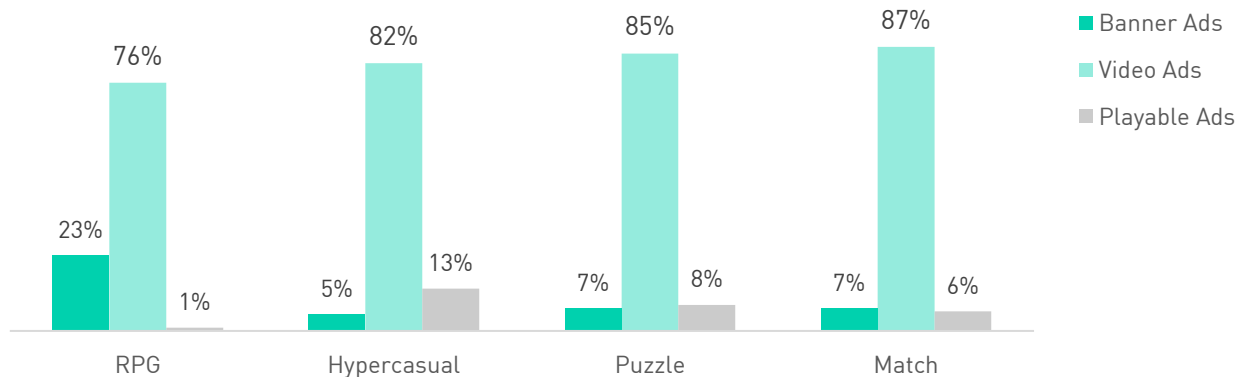
Sports games rapidly rose up the charts of ad impressions by genre (an increase of six places). Puzzle games rank first, and Match games fell from the top spot.

Changes in Ad Impression Ranking of the Top 10 Mobile Game Genres

Ranking H1 2024	Genres	Ranking Compared to H1 2023
1	Puzzle	+1
2	Match	-1
3	Sim-Management	+2
4	Strategy	-1
5	RPG	+3
6	Casino	--
7	Hypercasual	-3
8	Shooting	+4
9	Sports	+6
10	Chess and Card	--

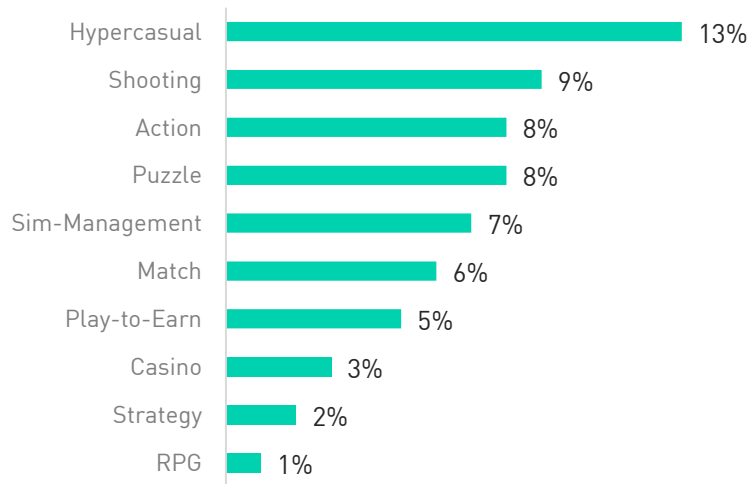
Video ads are the most prevalent ad type, dominating the top genres. Playable ads are a casual-friendly genre, only used in 1% of RPG ads, but 13% of Hypercasual.

Ad Types by the Top Genres, H1 2024



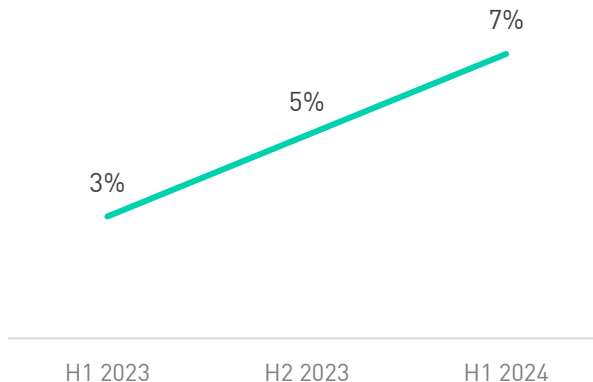
Playable ads are most used by Hypercasual (13%) titles. Shooting (9%) follows close behind.

Playable Ad Format Adoption in H1 2024, by Genre



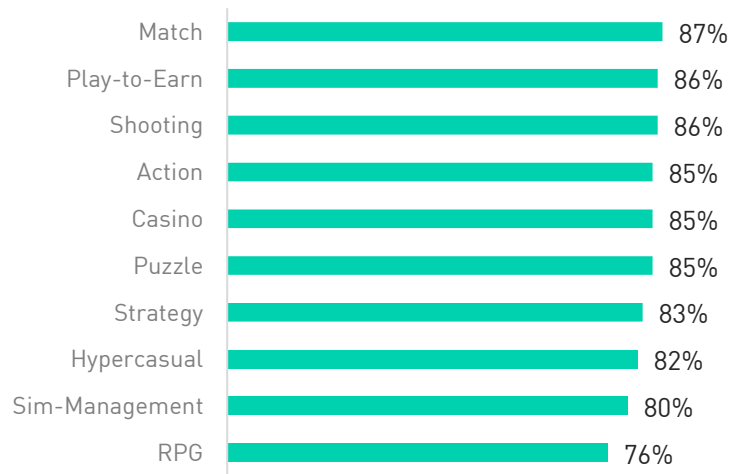
The use of playable ads has more than doubled, from 3% in H1 2023 to **7%** in H1 2024.

Playable Ad Format Adoption

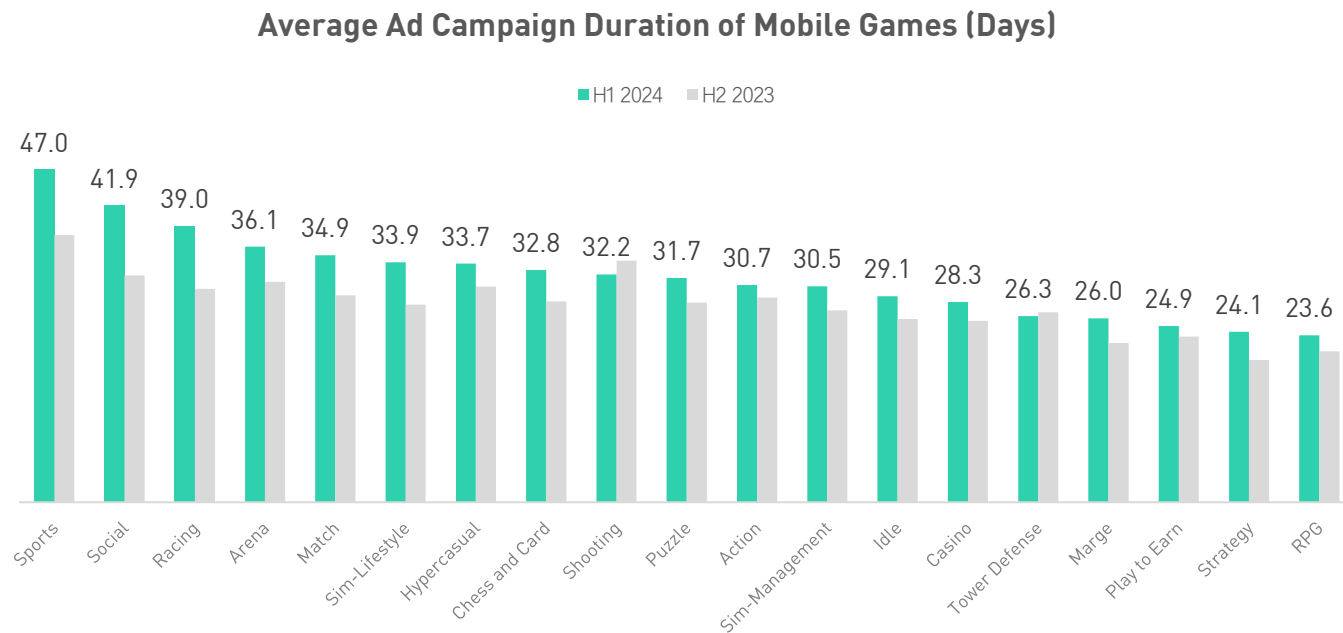


Video ads dominate as the most popular format. Match (87%) games show them the most among their ad format mix.

Video Ad Format Adoption in H1 2024, by Genre



Sports game ad campaigns ran the longest (47 days) than any other. RPG campaigns (23.6) ran at almost half that rate.



Mintegral case study: Winning the US market through intelligent bidding



Screw Puzzle: Nuts and Bolts

Publisher: [AdOne](#)

Challenges Achieve revenue growth through profitable and scalable user acquisition.

Strategies Simultaneously target ROAS and CPI to maximize ROI.

Result

1.5x

Increase in ROAS

2nd


US *Google Play*
Download Chart
for Free Games

#1

Global Partner




Screw Puzzle: Nuts and Bolts



The hyper-casual gaming market, especially in the U.S., is fiercely competitive. To achieve sustainable growth, a multi-faceted approach that combines major media platforms with alternative channels like SDKs is essential.

Mintegral's focus on Target ROAS and intelligent bidding has been instrumental in optimizing our user acquisition efforts and driving efficient growth.



Jessie
Director of Mint Games

Check out more client testimonials and how Mintegral can help apps grow on our website.



Mintegral is the leading programmatic advertising platform dedicated to helping mobile apps grow globally. With access to premium traffic, industry-leading machine learning, and interactive creatives, Mintegral's AppGrowth, Retargeting, and Monetization solutions enable marketers to scale audiences and revenue with ease.

Discover more at www.mintegral.com.

