

Marketing Insights into **Global Mobile Games & Minigames** in 2024

www.socialpeta.com



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 more than 70 countries/regions and over 80 well-known ad channels worldwide, such as Facebook, Twitter, YouTube, TikTok, and Unity. We provide nearly 1.6 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.

6M

APP Advertisers

1.6B

APP Ad Creatives

1.20M

Daily Updates

Website: www.socialpeta.com

CONTENTS

CONTENTS

1 Marketing Trends
in Global Mobile
Games in 2024

2 Trends in
Minigames in
Global Market

3 Advertising Insights
into Hot Minigames

01

Overall Trends in Global Mobile Games in 2024

Overall Marketing Trends in Global Mobile Games

In 2024, mobile game advertisers surpassed 60K every month, and the proportion of new advertisers increasingly declined monthly.

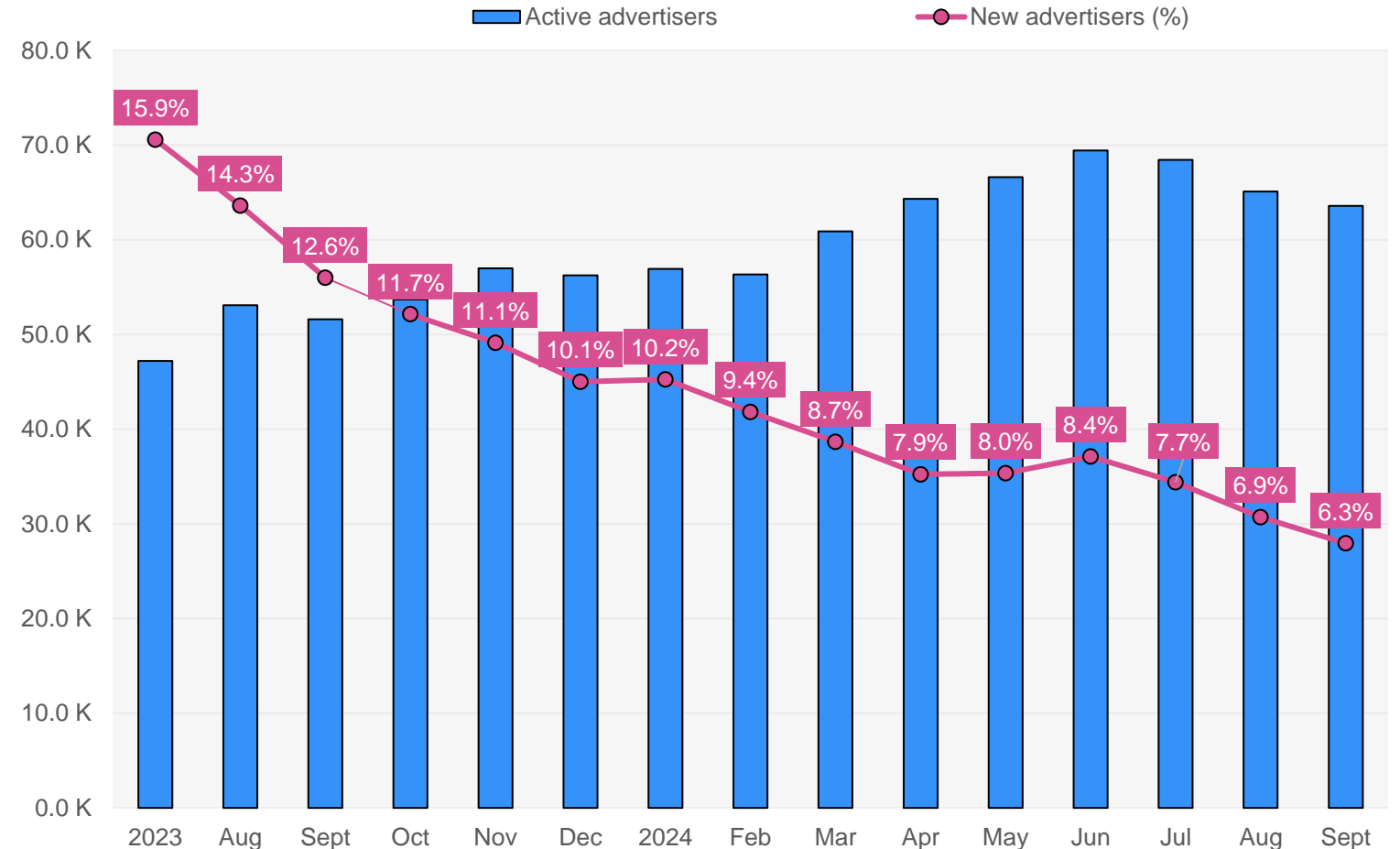
- In 2024, mobile game advertisers surpassed 63K average monthly. Till September, the total figure of advertisers was over 198K. The peak was 70K in June.
- However, the share of new advertisers has steadily declined, dropping below 7% since August.

Monthly active advertisers in 2024

63.5 K YoY 31.6%↑

Proportion of monthly new advertisers in 2024

8.2% YoY 6.0%↓



Trends of New Ad Creatives for Global Mobile Games

Since March, the proportion of advertisers with new creatives has increased monthly. It is expected that the proportion of new creatives will be over 55% every month in the second half of this year.

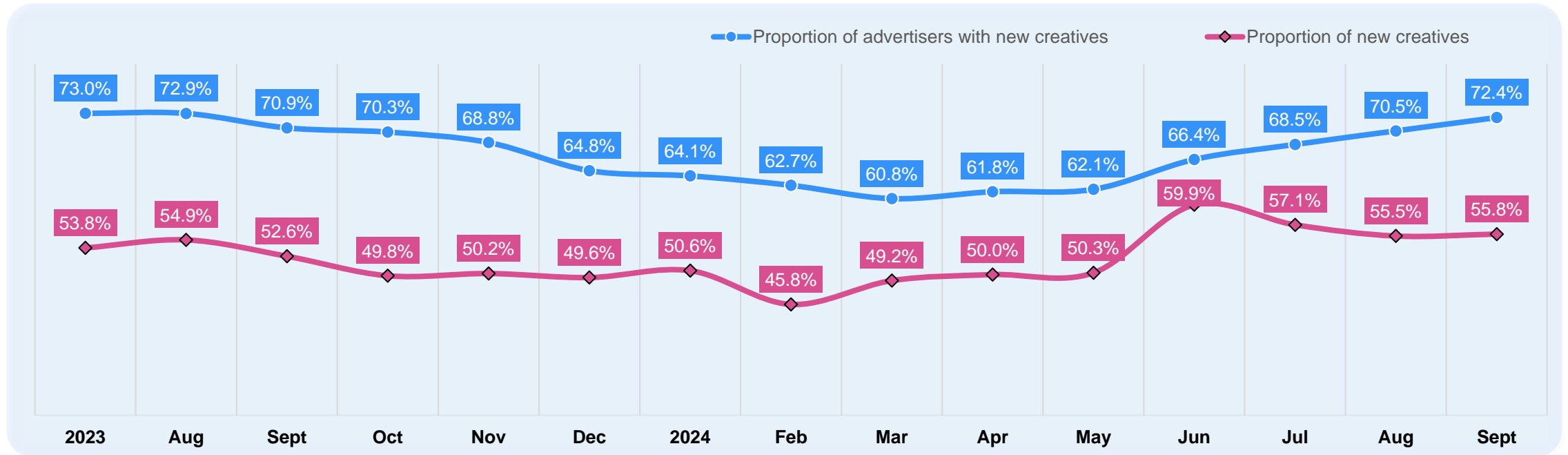
- In 2024, an average of 65.5% of advertisers released new ad creatives each month, a slight 4.0% YoY drop. However, this trend has risen since April, reaching over 72% in September.
- New creatives made up 52.7% of total ads, with a notable increase in June. Advertising competition is expected to intensify in the second half of the year.

65.5% YoY: 4.0%↓

Monthly advertisers with new creatives in 2024

52.7% YoY: 2.4%↑

Proportion of monthly new creatives in 2024



Advertising Analysis of Global Mobile Games by Genre

Casual game advertisers and creatives experienced a decline compared to the same period last year. Casino game advertisers grew by over 10% YoY.

Genre	Advertisers (%)	YoY Change	Advertisers with new creatives (%)
Casual	27.2%	-3.0%	27.0%
Casino	16.8%	10.2%	17.6%
Puzzle	12.3%	0.5%	12.3%
SIM	7.9%	-1.3%	8.0%
Action	6.2%	-1.4%	6.2%
RPG	5.6%	-0.1%	5.7%
SLG	4.2%	0.0%	4.3%
Adventure	3.4%	-0.6%	3.4%
Arcade	3.0%	-2.0%	2.7%
Card	2.8%	-1.1%	2.7%

Genre	Creatives (%)	YoY Change	New creatives (%)
Casual	31.2%	-0.8%	30.7%
RPG	12.3%	1.5%	13.0%
Puzzle	12.2%	1.4%	11.9%
SIM	7.8%	0.4%	7.7%
SLG	6.9%	0.0%	7.1%
Action	6.2%	0.8%	6.1%
Casino	5.6%	-1.8%	5.8%
Card	3.7%	-1.5%	3.7%
Adventure	3.3%	0.3%	3.5%
Arcade	2.6%	-0.5%	2.6%

Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan - Sept 2024

TOP 20 Global Mobile Games by Advertising in 2024



iOS				Android			
1		Pesta Ludo: Permainan Papan	Cavaco Broka	11		Block Puzzle	Doodle Mobile
2		MONOPOLY GO!	Scopely	12		異世界奇妙生活	EWORLD
3		Draconia Saga	Zlongame	13		Last War: Survival	First Fun
4		Block Blast!	Hungry Studio	14		Traffic Puzzle	Huuuge Games
5		新武俠大明星	喬威數位	15		Fishing Master	Tuyoo Games
6		Brain Teaser Guru	Montgame	16		The Grand Mafia	Yotta Games
7		AFK Journey	Lilith Games	17		Whiteout Survival	Century Games
8		マジックカード	Bingchuan Network	18		仙劍奇俠傳: 新的開始	Kingnet
9		Ancient Seal	Xsuper Gamer	19		BangBang Survivor	SPGame
10		Legend of Mushroom	4399	20		Evony	Top Games
1		Jewel Abyss	ENP Games	11		Seat Away	Rollic Games
2		The Grand Mafia	Yotta Games	12		Doomsday	IGG
3		Block Blast!	Hungry Studio	13		Epic Heroes	Bingchuan Network
4		Twisted Tangle	Rollic Games	14		Fishing Game Zone	HomeLand Tongits
5		MONOPOLY GO!	Scopely	15		Braindom	Matchingham Games
6		Mafia City	Yotta Games	16		Ancient Seal	Xsuper Gamer
7		Titan War	Bingchuan Network	17		Whiteout Survival	Century Games
8		Word Search Block Puzzle Game	Pandas of Caribbean	18		Lightning Link Casino Slots	Product Madness
9		Lords Mobile	IGG	19		マジックカード	Bingchuan Network
10		Cash Tornado™ Slots	Zeroo Gravity Games	20		Build Master	First Fun

Source: SocialPeta - APP Intelligence, Advertiser Analysis; advertisers are sorted (from high to low) by the numbers of their deduplicated creatives within the date range.
Date Range: Jan - Sept 2024

02

Trends in Minigames in Global Market

Trends in Minigames (H5/mini-program games) Going Global

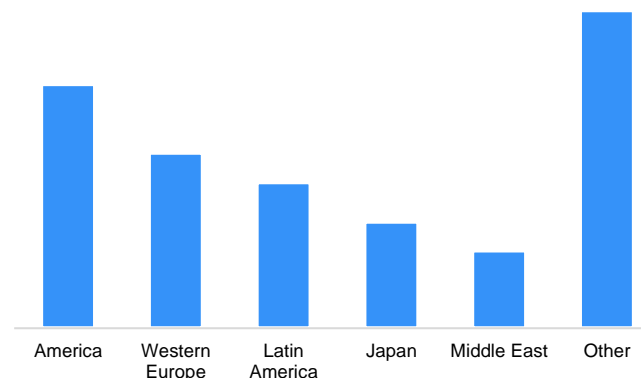
Market performance of minigames in Chinese Market

- WeChat minigame market reached RMB 40 billion in 2023, and is expected to surpass RMB 60 billion this year.
- 2023 saw nearly 400K WeChat minigame developers.
- Overall, there was an increased user stickiness of WeChat minigames. In terms of IAA minigames and hybrid-monetization minigames, the average gaming time was 1 hour per capita, and the Day-7 retention rate was over 60%.

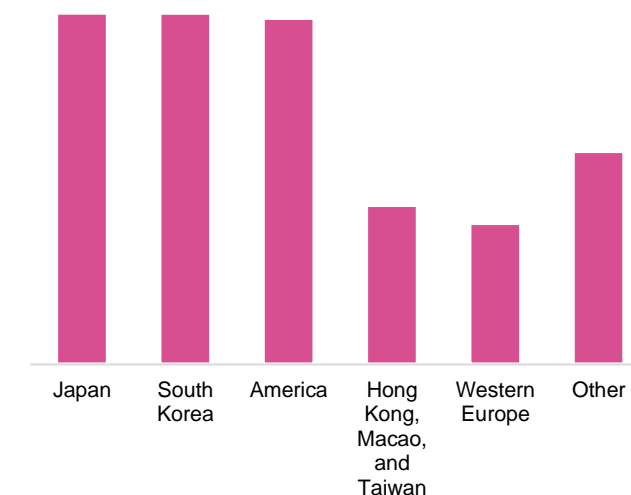
Market performance of minigames in Global Market

- **The over 60 minigames going global were mostly RPGs and SLGs.**
- In terms of markets, the downloads were mainly recorded in America, Western Europe, and Latin America, while the **IAP revenue was mainly generated from Japan, South Korea, and America.**

Downloads by Region in H1 2024



IAP revenue by Region in H1 2024



Trends in Minigames (H5/Mini-program Games) Going Global

Trends in Minigames Going Global

Going-Global Route:

APP → Hong Kong, Macao, and Taiwan → Japan & South Korea → Southeast Asia → Western Countries

Current situation and trends of going global:

- **Trends of game genres:** RPG+, such as hybrid Roguelike, Slimelike, Fishlike, idle, tower-defense...
- **Themes and art styles:** Popular “fresh & cute style”: with chibi-style chicken, puppies, mushrooms, fish, and other **animals and plants** being the leading roles.
- **Marketing trends:** In terms of marketing yield, the main marketing was media-buying, complemented by effective KOL marketing. Media buying creatives highlight three features:
 - 1. Playable without downloading. Relaxing and exciting;
 - “Based on IP”, giving a a feeling of familiarity;
 - Funny, amusing, ridiculous, interesting.

Cases of Successful Minigames Going Global

4399: [Legend of Mushroom]

Mini program → APP

RPG+ Idle + Slimelike

High perks

Strong marketing

[菇勇者传说]’s popularity in South Korea reminds people of Orange Mushroom from “MapleStory”, a well-known game and also Nexon’s brand, making it naturally attractive to gamers. The game provides new players with a reward of 3000 draws for free, which helps them level up in game and also improves the user retention rate and gaming experience.



37Games: [小妖問道]

Mini program → APP

RPG + Idle + Cultivation of Immortality

Localization

In the overseas game market, though the overseas version of [小妖问道] has remained Pig Bird and other characters, it has blended many classic western elements including Christmas hat, antler, Santa Claus’ cane. The trees chopped by characters also have become Christmas trees that are well-known to westerners, with a Christmas atmosphere to give the players a better localized cultural gaming experience.



大梦龙途: [Doodle Magic: Wizard vs Slime]

Mini program → APP

RPG+ Tower-defense + Hack and slash

High perks

The game’s core gameplay is tower-defense, in which players need to guard their city walls by using various abilities. It is considered a rather light game because it’s auto-battle. Players only need to select buffs to boost their combat power after completing a specified number of kills. With better skills, players unlock more levels to gain generous rewards.



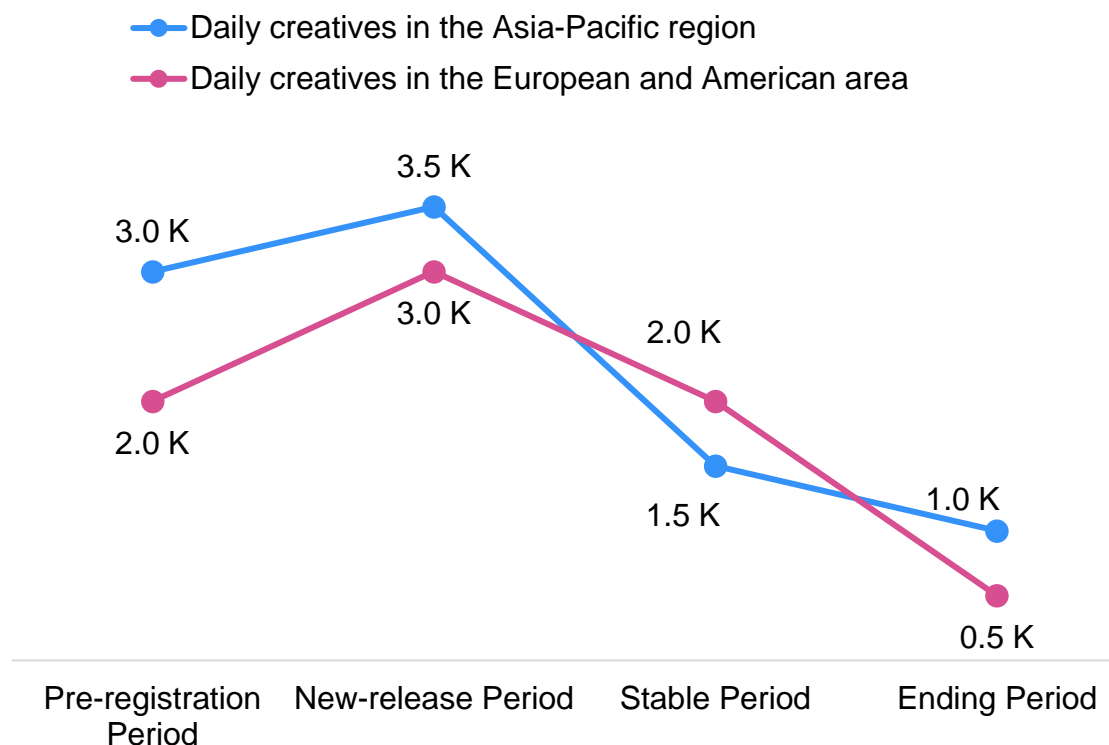
Advertising for Minigames Going Global

- According to the captured data, the marketing of minigames released in Asia-Pacific was obviously different from that of minigames released in Europe & America:

➤ **Asia-Pacific:** The marketing was focused more on pre-registration period and new-release period. The former was generally 1 month before a game's release date and the latter, more importantly, was about 2 months after the release date.

➤ **Europe & America:** There were more creatives in the stable period and a longer marketing period.

Creatives during different periods for minigames going global



Top Minigames Going Global by Advertising in H2 2024

In H2 2024, there was greater diversity in minigames going global:

- **More diversified gameplays.** More than just knights-like (opening-chests) games;
- **More regions than just Hong Kong, Macao, and Taiwan.** Many new and old games tried their releases in Europe and America, Southeast Asia, and Japan and South Korea.

In the second half of the year, the top 1 big hit was “backpack-like” games, with multiple games released globally in Q3.

Screw-pin puzzle games and picking-up puzzle games were as hot in China as globally. But most of them were released by Vietnamese companies.

#	Game Name	Gameplay	Deduplicated Creatives	First Advertising Date	Publisher
	新武俠大明星	Chickenlike	30.2K	May 2024	喬葳數位
	Maple Tale	Vertical MMO	26K	Aug. 2024	奇创星动
	Capybara Go!	Word Rogue	21.9K	Aug. 2024	Habby
	Bacon's Revenge	Backpack-Like	14.2K	July 2024	喬葳數位
	Brain Teaser Guru	Brain teaser puzzle	14.1K	May 2024	游梦科技
	BangBang Survivor	Bullseye-like	14.1K	April 2024	SpringGame
	Rent Please! Landlord Sim	Business Simulation	12.2K	June 2022	Shimmer Games
	Bus Mania	Pickup Puzzle	12.2K	July 2024	ZPLAY Games
	Zombie Waves	Zombielike	10.9K	Oct. 2022	Fun Formula
	Legend of Mushroom	Knights-Like	9.8K	Feb. 2024	4399
	Combo Hero	Slimelike	9.2K	June 2024	ULU GAMES
	Maple Rush	Knights-Like	6.6K	Jan. 2024	4399
	小小修仙記	Knights-Like	6K	July 2024	Evolens Game
	Zombie.io	Zombielike	5.9K	March 2024	4399
	Ninety Thousand Acres	Pixel SLG	5.5K	May 2023	DH Games

03

Advertising Insights into Hot Minigames

The Most-expected Minigame in H2 2024

The game attracted much attention in the domestic during its test period, and became a hot topic among gamers upon its global release at the end of October, projecting to gross a daily revenue of over 600K USD.

Capybara Go!

Word & Adventure Habby

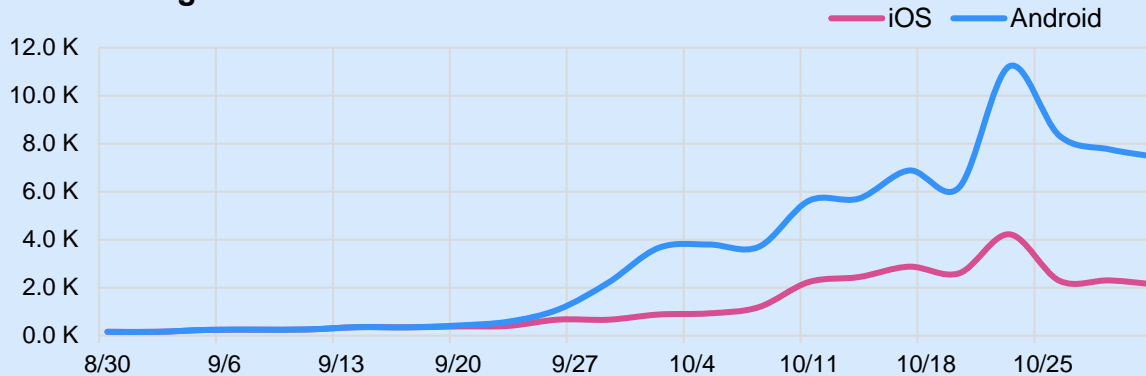
Advertising Data

First advertising date: Aug. 2024

Total deduplicated creatives: 27.5K



The game's ad creatives on iOS and Android in 2024



% of creatives by type

Image,
13.7%



Video,
86.1%

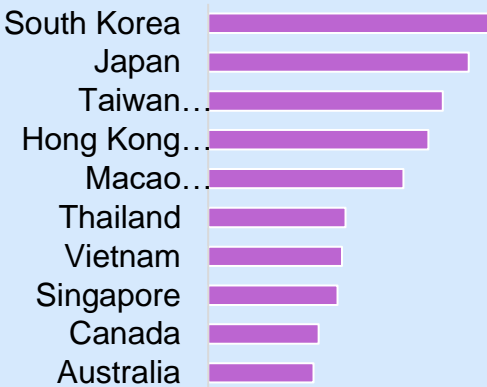
Resolution of the most video creatives:

720 * 900

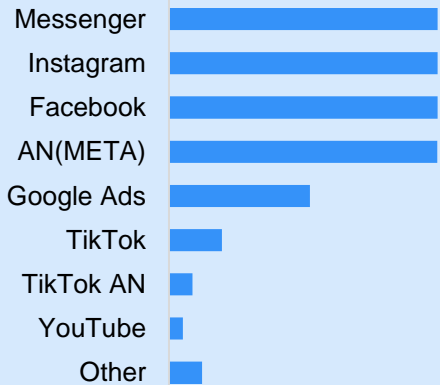
Resolution of the most image creatives:

1080 * 1080

Top 10 countries/regions by advertising




Top advertising platforms



Capybara Go!'s Excellent Active Video Creative



Released on: 

Advertised in countries/regions: Malaysia, Singapore

Features:

A combination of hot online pictures and in-game scenes lowers the audience's resistance to ads, and better publicizes the game's mount system. The combination arouses the audience's interest in playing the game.

244K

**Estimated
Impressions**

900

Popularity

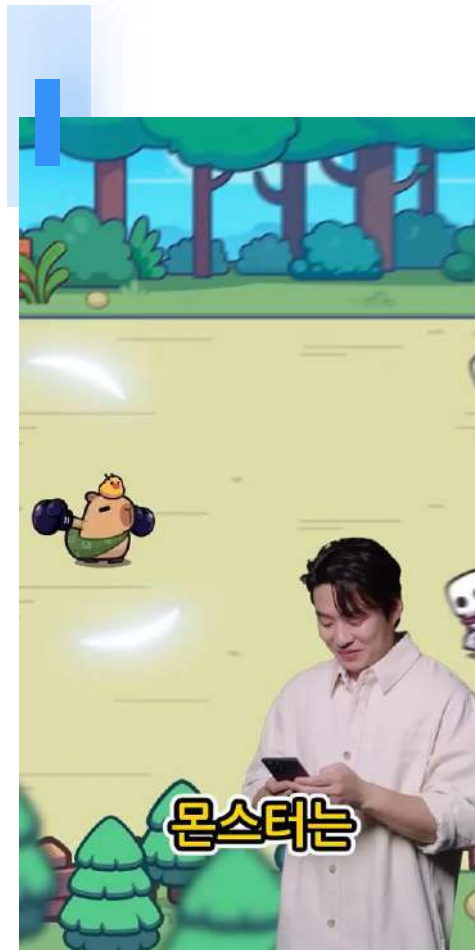




Capybara Go!'s Other Marketing Patterns



A 4-square showing the level-up progress



Broadcast of a local celebrity



Street interview

Marketing Insights into Backpack-Like Games Going Global

The hottest game genre was backpack-like in H2 2024. The game has a domestic name of [口袋宠物猪], and a name of [衝阿背包猪] for its version in Hong Kong, Macao, and Taiwan.

Bacon's Revenge

Backpack-Like 深圳一起玩科技

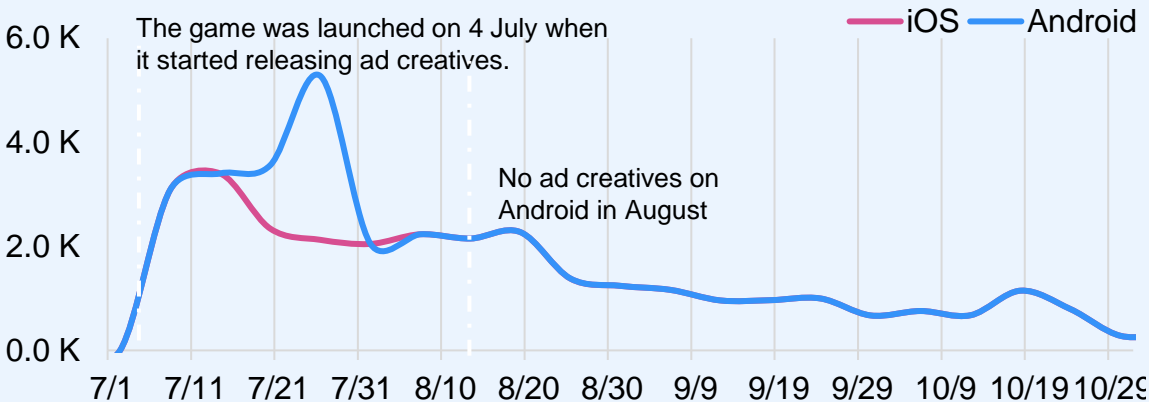
Advertising Data

First advertising date: July, 2024

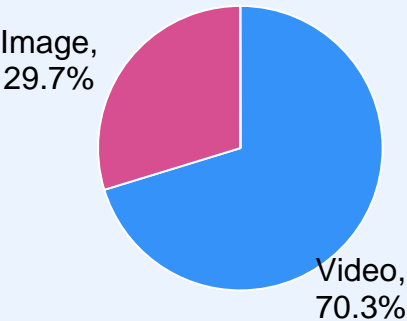
Total deduplicated creatives: 14.4K



The game's ad creatives on iOS and Android



% of creatives by type



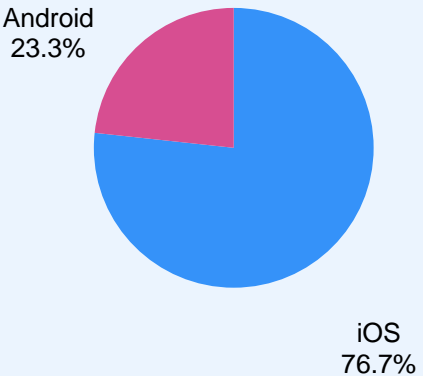
Resolution of the most video creatives:

720 * 1280

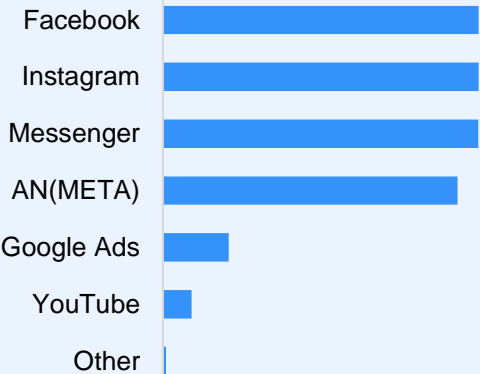
Resolution of the most image creatives:

1080 * 1080

% of creatives on iOS and Android



Top advertising platforms



Bacon's Revenge's Excellent Active Video Creative



Released on: 

Creative Data: Portrait/720 * 1280, 42s

Features: Many marketing patterns for minigames going global were inspired by publishing ideas in the domestic. Some of the patterns were useful indeed. The following creative is a walkthrough broadcast, attracting people by sharing ways to clear stages in game.

314K

Estimated Impressions

216

Popularity





Bacon's Revenge's Domestic Marketing Patterns



An attractive contrast



The excitement of playing a matching game



Relaxing from the start

THANKS



Follow us on LinkedIn