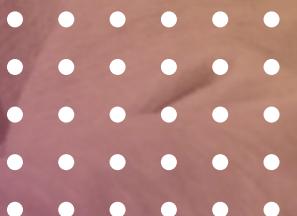


H1 2023

Insights into Marketing Trends of Global Mobile Apps

MOBILE APPS MARKETING



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.

383 M

daily active users (DAUs)

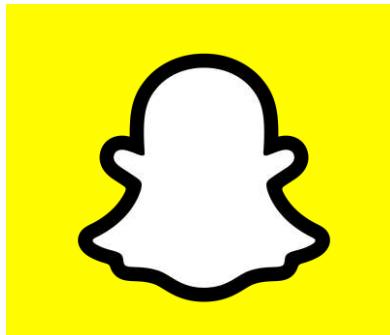
750 M

monthly active users (MAUs)

0.5 M

users sending snaps every day

www.snapchatforbusiness.com





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.





Insights into Global Mobile App Marketing

1. Insights into Marketing Trends of Global Mobile Apps

Overall data, by region, by type, marketing on iOS and Android, charts by advertising, downloads, and revenue

/11

2. Marketing Trends in Top Countries/Regions

North America, Japan & South Korea, Southeast Asia, Middle East, Africa

/22

3. Marketing Trends of Top Mobile App Types

Social, health, reading, tools, entertainment

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Advertising Trends & Marketing Prospects

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| 3. Snapchat AR Begins A New Chapter of Marketing | /66 |



SocialPeta

INSIGHTS INTO MOBILE APP MARKETING IN H1



01

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**

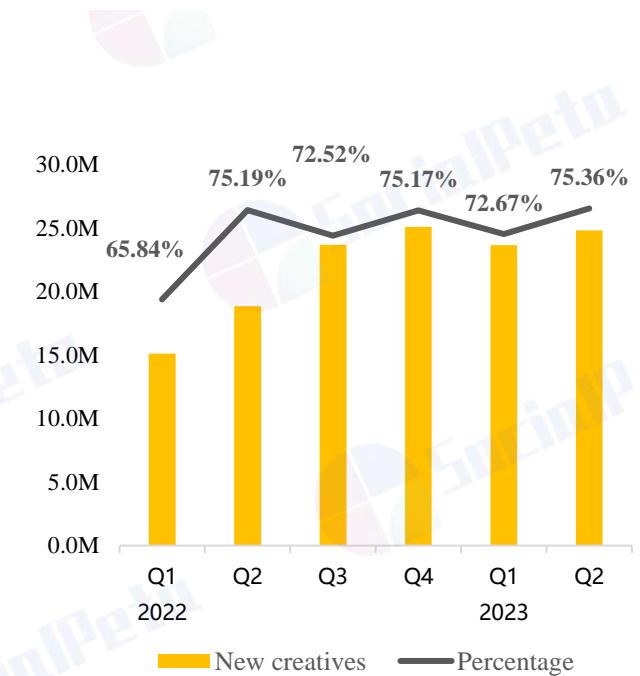
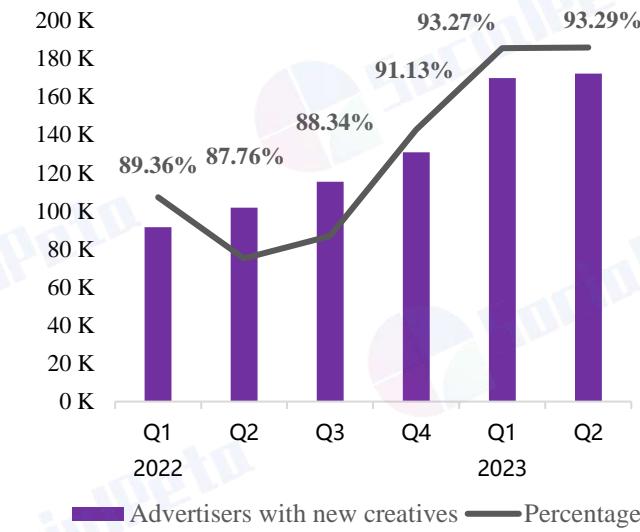
17.2W, 93.29%



New creatives in Q2 2023

24.8M, 75.36%

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023



Insights into Mobile App Marketing in Different Regions

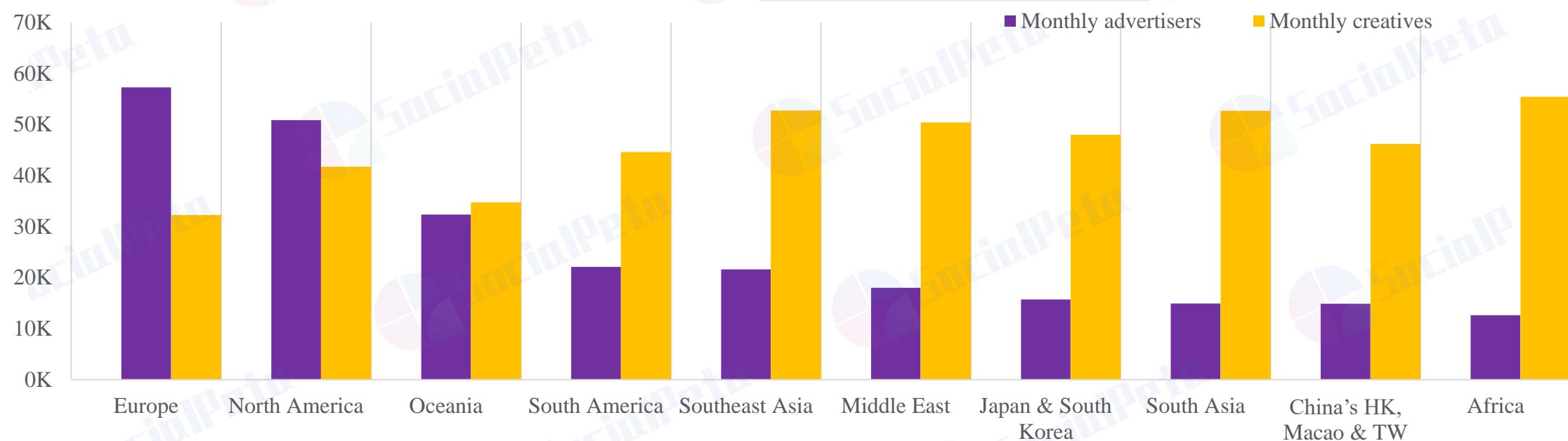
Europe had the highest number of monthly advertisers. Southeast Asia, Middle East, Africa, and South Asia all had over 180 monthly creatives.

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.



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2023 - Jun. 2023



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%

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023

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.



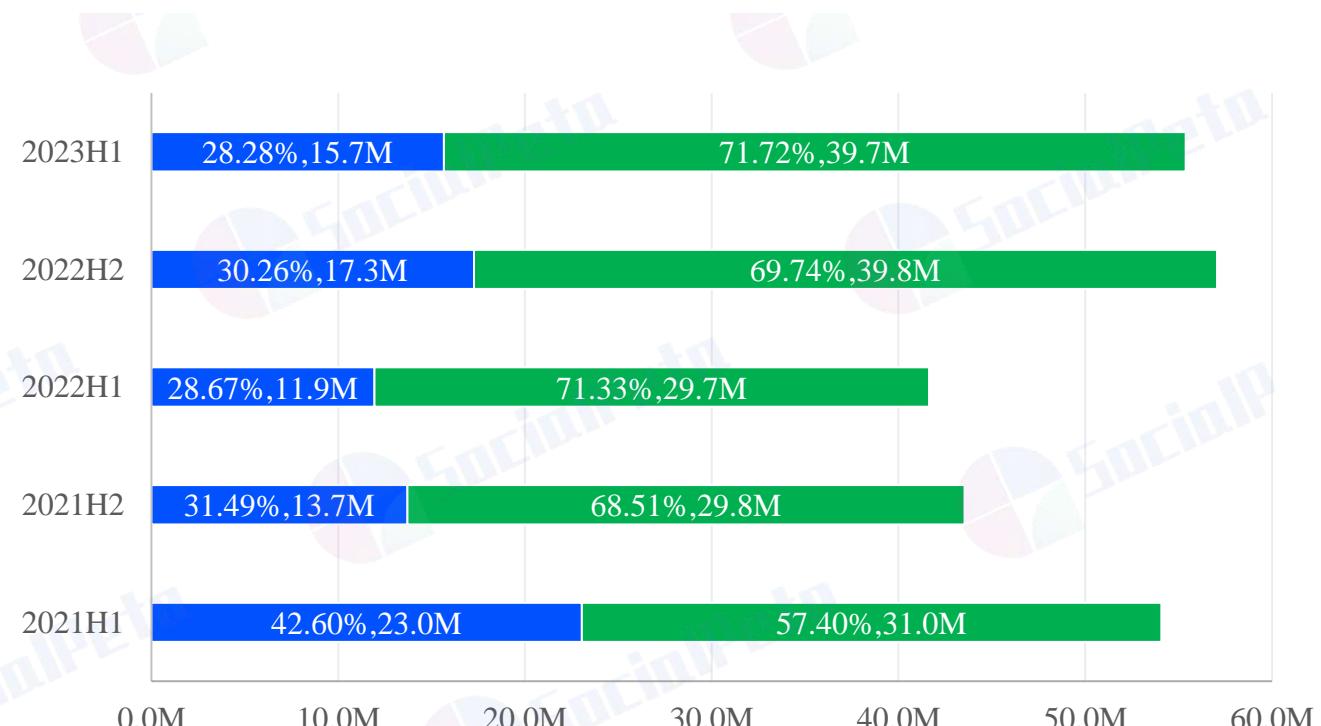
190

Average creatives on iOS in H1 2023



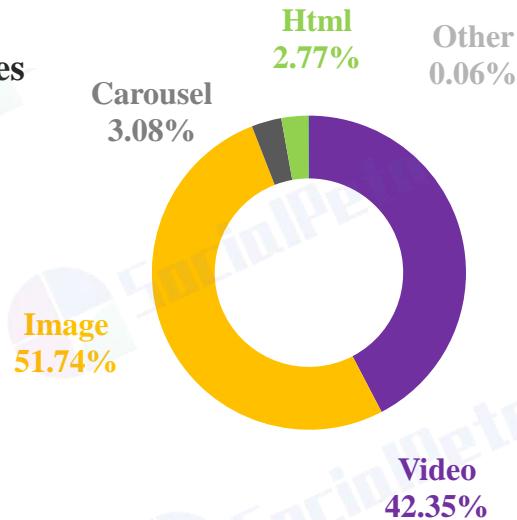
264

Average creatives on Android in H1 2023



Percentages of game ad creatives by type

Percentages of ad creatives by type in H1 2023



87K

Estimated impressions per creative

Impressions per creative on iOS: 95.5K

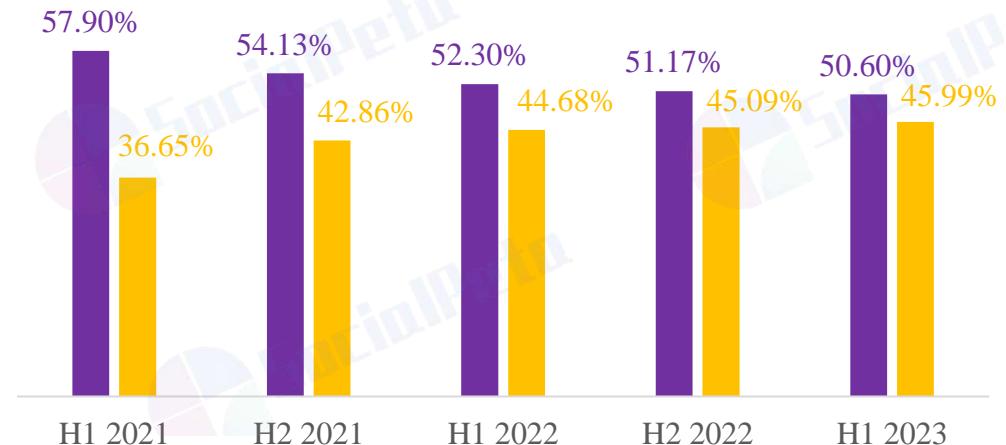
Impressions per creative on Android: 83.3K

Type with the highest impressions per creative: Finance

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2023 - Jun. 2023

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





Apps by Advertising on iOS | TOP30

1	Lazada	Shopping	11	Lemon8	Social	21	falabella.com	Shopping
2	Temu	Shopping	12	Wolt Delivery	Food & Drink	22	Kiwi.com	Photo & Video
3	Fever	Local	13	MoboReader	Online Fiction	23	ICA	Food & Drink
4	SmartNews	News	14	Bored Panda	Entertainment	24	Webfic	Online Fiction
5	GoodNovel	Online Fiction	15	Flamingo Shop	Shopping	25	PeachLive	Social
6	HERE WeGo	Navigation	16	We Heart It	Social	26	DICE: Live Shows	Ticketing
7	Sympla	Ticketing	17	AXS Tickets	Ticketing	27	BueNovela	Online Fiction
8	WhatsApp Messenger	Social	18	SHEIN	Shopping	28	KAYAK	Travel
9	LightInTheBox	Shopping	19	Trendyol	Shopping	29	Monster	Business
10	와디즈	Finance	20	Joyread	Online Fiction	30	HALARA	Shopping

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2023 - Jun. 2023



Top Apps on the APP Store



Download Chart

1	CapCut	Photo & Video
2	WhatsApp Messenger	Social
3	YouTube	Photo & Video
4	Instagram	Photo & Video
5	TikTok	Entertainment
6	Google	Tools
7	Google Maps	Navigation
8	Gmail	Productivity
9	Telegram	Social
10	Facebook	Social

11	Google Chrome	Tools
12	SHEIN	Shopping
13	Messenger	Social
14	Spotify	Music
15	Snapchat	Photo & Video
16	Netflix	Entertainment
17	Temu	Shopping
18	WeChat	Social
19	Twitter	News
20	Google Drive	Productivity

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2023 - Jun. 2023



Revenue Chart

1	YouTube	Photo & Video
2	TikTok	Entertainment
3	Tinder	Social
4	Disney+	Entertainment
5	ピッコマ	Reading
6	HBO Max	Entertainment
7	Bumble	Social
8	Audible	Reading
9	LinkedIn	Business
10	Netflix	Entertainment

11	Hulu	Entertainment
12	Duolingo	Education
13	LINEマンガ	Reading
14	ESPN	Sports
15	YouTube Music	Music
16	TikTok ティックトック	Entertainment
17	Pandora	Music
18	Hinge Dating App	Social
19	Peacock TV	Entertainment
20	Crunchyroll	Entertainment



Apps by Advertising on Android | TOP30

1		NewsBreak	News	
2		Instagram	Photo & Video	
3		Instagram Lite	Photo & Video	
4		Temu	Shopping	
5		Lazada	Shopping	
6		Opera News	News	
7		Public	Social	
8		SHEIN	Shopping	
9		HERE WeGo	Navigation	
10		File Cleanup Expert	Productivity	
11		Fast VPN Pro	Tools	
12		Super VPN	Tools	
13		Calculator Vault	Productivity	
14		App Lock	Productivity	
15		Normal Link	Tools	
16		VPN Proxy	Tools	
17		SecretProxy	Tools	
18		Fast VPN	Tools	
19		QRScanner	Tools	
20		OK VPN	Social	
21		super stable proxy master	Tools	
22		Phone Doctor	Productivity	
23		Cyber Proxy	Tools	
24		Daily VPN	Tools	
25		TikTok	Short video	
26		FlyMax	Tools	
27		Leap Proxy	Tools	
28		Crypto.com	Finance	
29		Wak Master	Tools	
30		Fever	Local	

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2023 - Jun. 2023



Top Apps on Google Play



Download Chart

1	WhatsApp Messenger	Social
2	Instagram	Photo & Video
3	Snapchat	Photo & Video
4	CapCut	Photo & Video
5	Facebook	Social
6	TikTok	Entertainment
7	Telegram	Social
8	WhatsApp Business	Social
9	Facebook Lite	Social
10	Messenger	Social

11	Spotify	Productivity
12	SHEIN	Shopping
13	TikTok Lite	Entertainment
14	Meesho	Shopping
15	Instagram Lite	Photo & Video
16	Truecaller	Communication
17	JioCinema	Entertainment
18	Picsart	Photography
19	QR & Barcode Scanner	Tools
20	Twitter	News

1	Google One	Productivity
2	TikTok	Entertainment
3	Disney+	Entertainment
4	HBO Max	Entertainment
5	Tinder	Social
6	Bumble	Social
7	ピッコマ	Reading
8	Twitch	Entertainment
9	TikTok	Entertainment
10	Crunchyroll	Entertainment



Revenue Chart

11	Microsoft OneDrive	Productivity
12	Pandora	Music
13	Audible	Reading
14	Duolingo	Education
15	BIGO LIVE	Social
16	DAZN	Sports
17	Peacock TV	Entertainment
18	KakaoPage	Reading
19	Chamet	Social
20	LINEマンガ	Reading

Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2023 - Jun. 2023



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

Source: OneSight. BrandOS Top Global Brands on Social Media data from Facebook, Twitter, Instagram, YouTube
Date Range: 1 Jan. 2023 - 15 Jun. 2023



02

Insights into Mobile App Marketing in Top Countries/Regions

MARKETING TRENDS AND INDUSTRY INSIGHTS

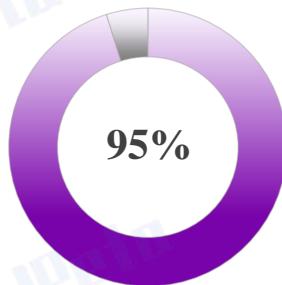


North America

Insights into North American Market

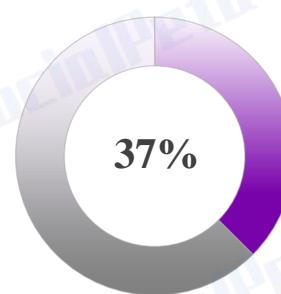
Creatives and advertisers with creatives
newly released in H1 2023

% of advertisers



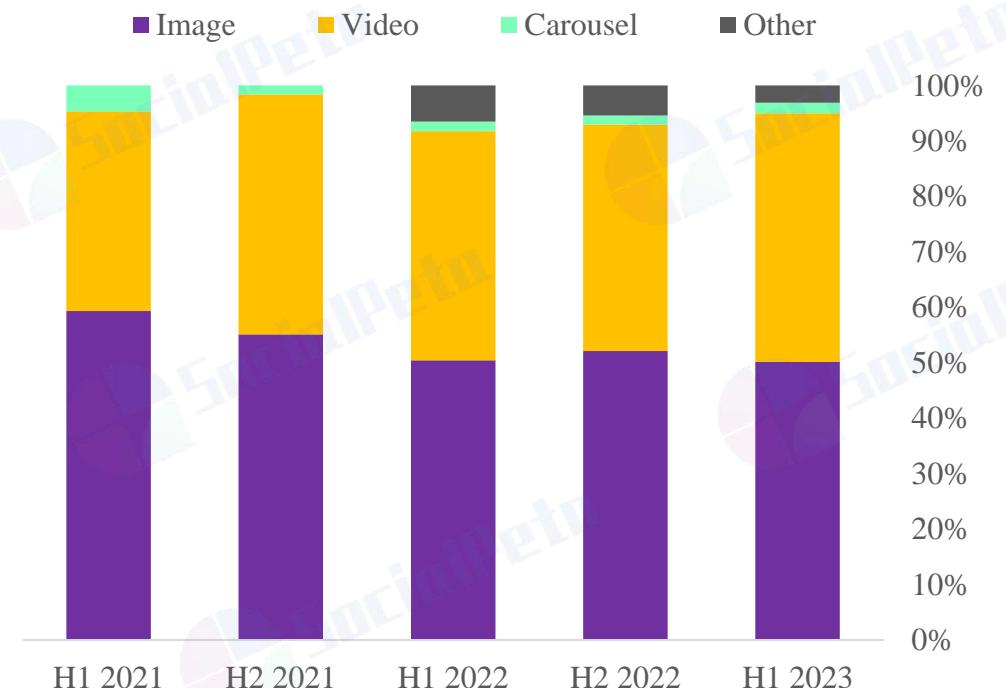
North America experienced the fiercest competition as there were nearly 95% advertisers with new creatives in H1 2023

% of creatives



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.



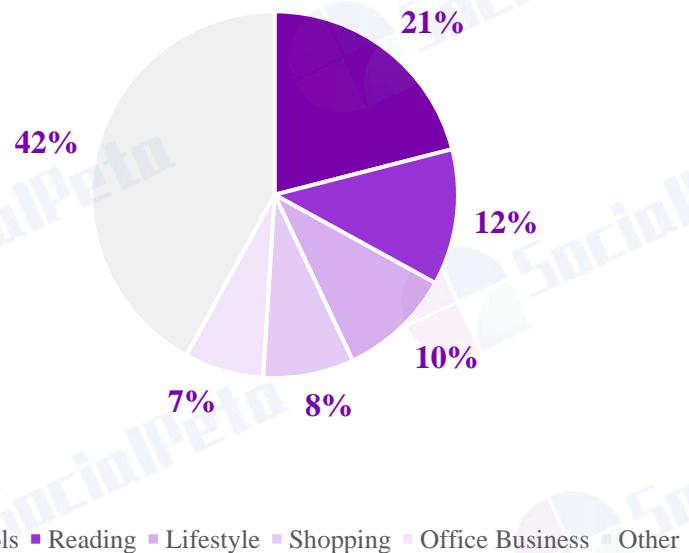
Source: Online data from Wikipedia & World Bank, only covering some top countries/regions

Insights into Top Mobile App Types in North American Market

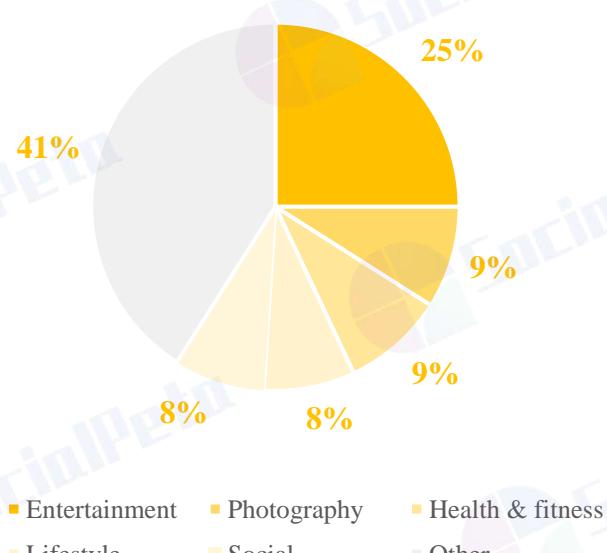
Reading apps contributed the most ad creatives, followed by lifestyle apps.

- 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.

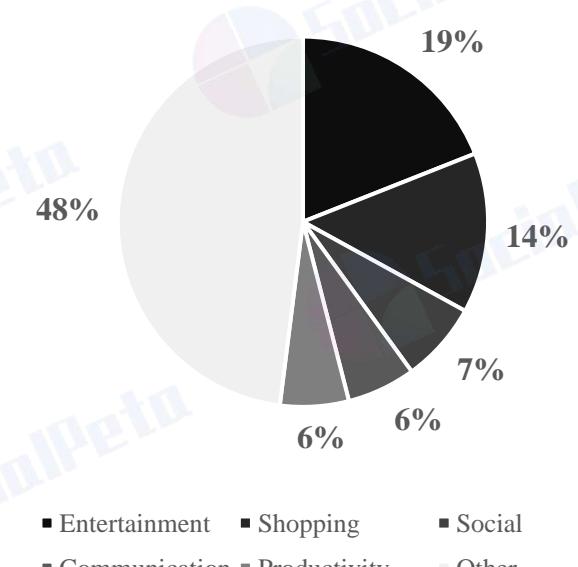
Top app types by advertising



Top app types by revenue



Top app types by downloads



Source: SocialPeta - APP Intelligence; collecting data of regional advertising, and data of downloads and revenue from App Store & Google Play
Date Range: Jan. 2023 - Dec. 2023

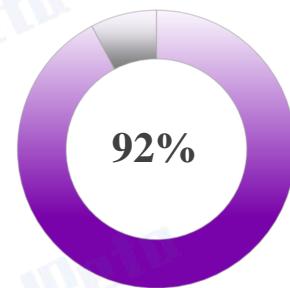


Japan & South Korea

Insights into Japanese & South Korean Markets

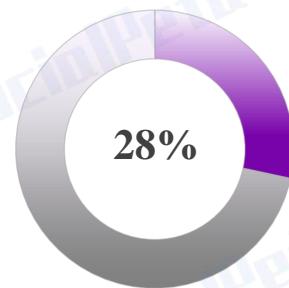
Creatives and advertisers with creatives
newly released in H1 2023

% of advertisers



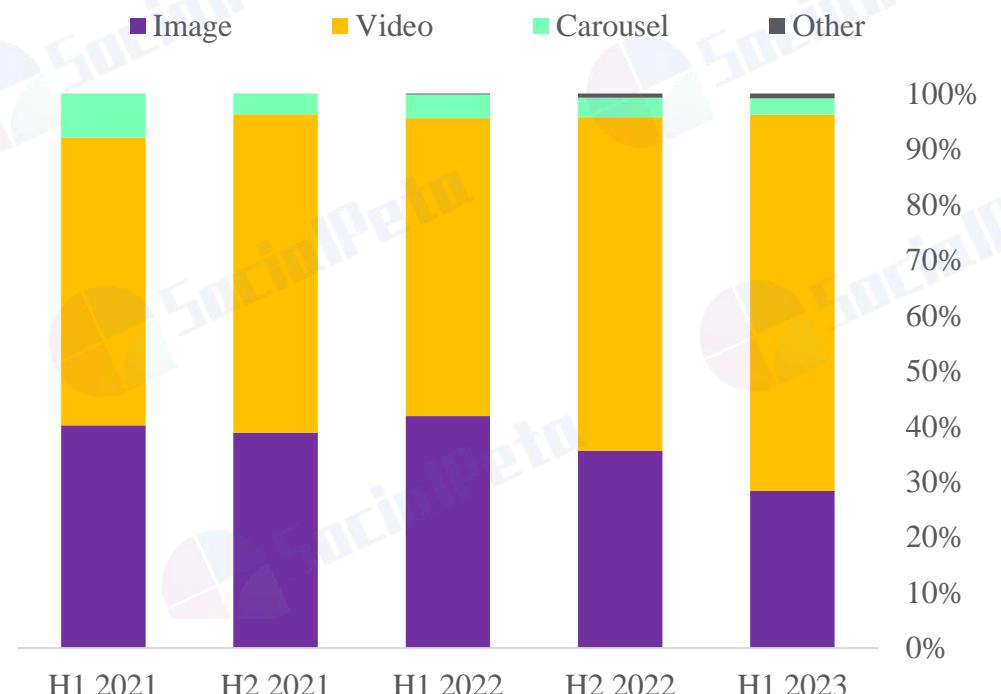
In Japan & South Korea, advertisers with new creatives accounted for nearly 92% in H1 2023, a percentage slightly lower than in Southeast Asia and North America.

% of creatives



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%.

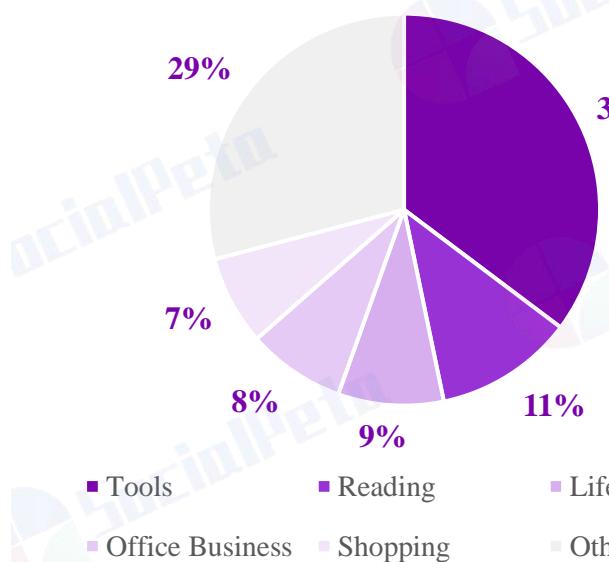


Insights into Top Mobile App Types in Japanese & South Korean Markets

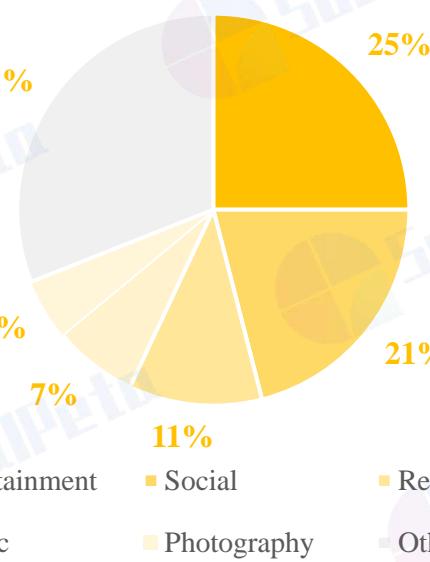
Tool apps contributed the most ad creatives, followed by reading apps.

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

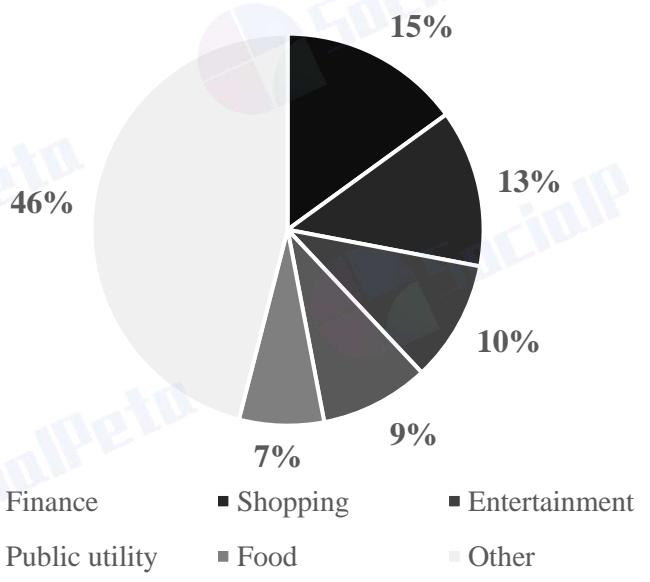
Top app types by advertising



Top app types by revenue



Top app types by downloads



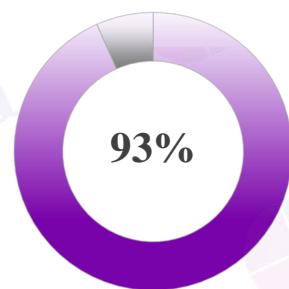


Southeast Asia

Insights into Southeast Asian Market

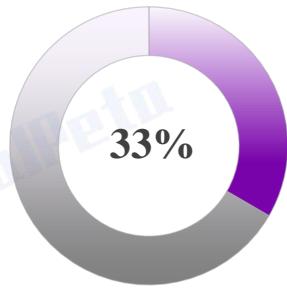
**Creatives and advertisers with creatives
newly released in H1 2023**

% of advertisers



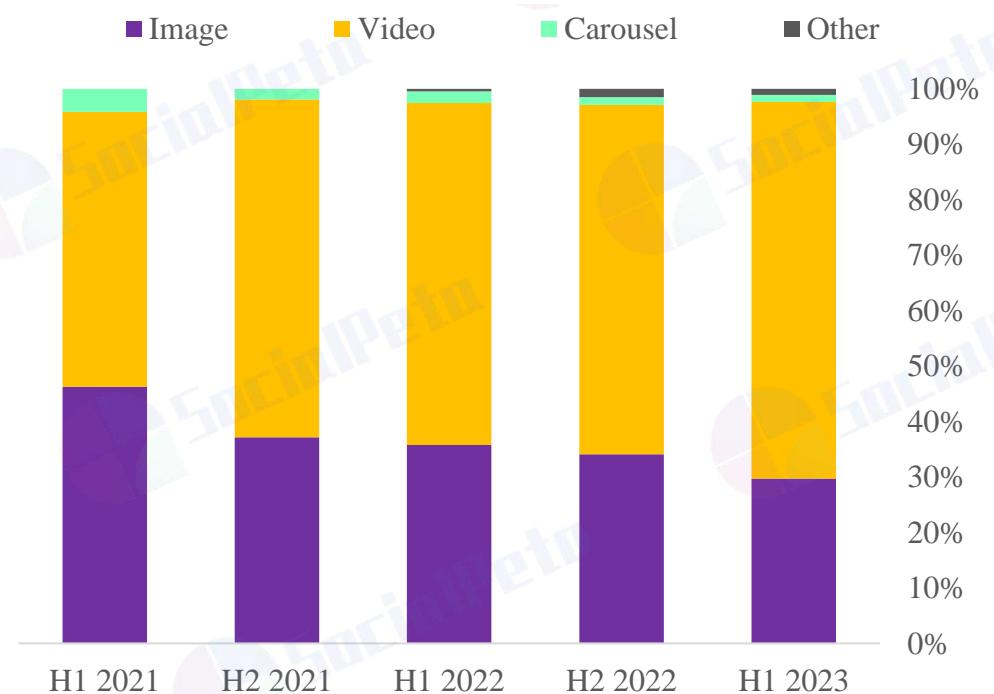
In Southeast Asia, nearly 93% of advertisers released new creatives in H1 2023, slightly lower than that in North America.

% of creatives



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.

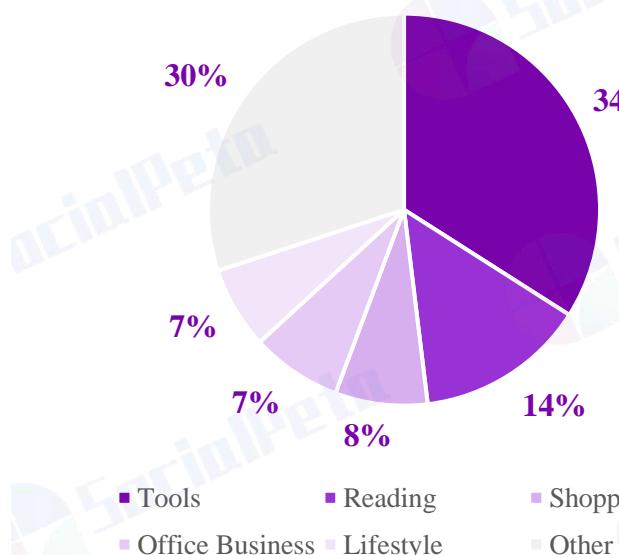


Insights into Top Mobile App Types in Southeast Asian Market

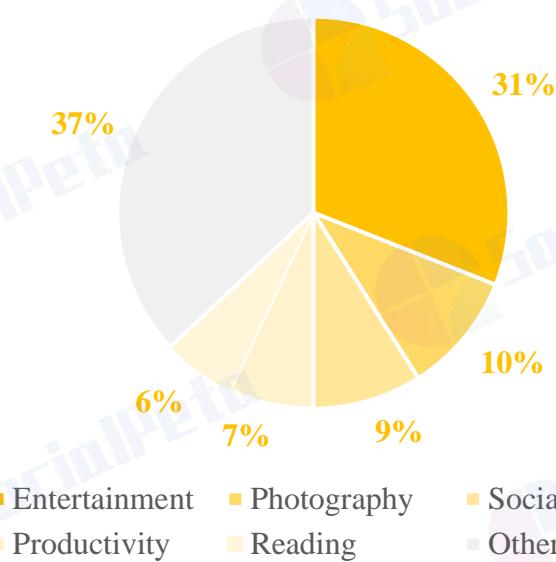
Tool apps contributed the most ad creatives, followed by reading apps.

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

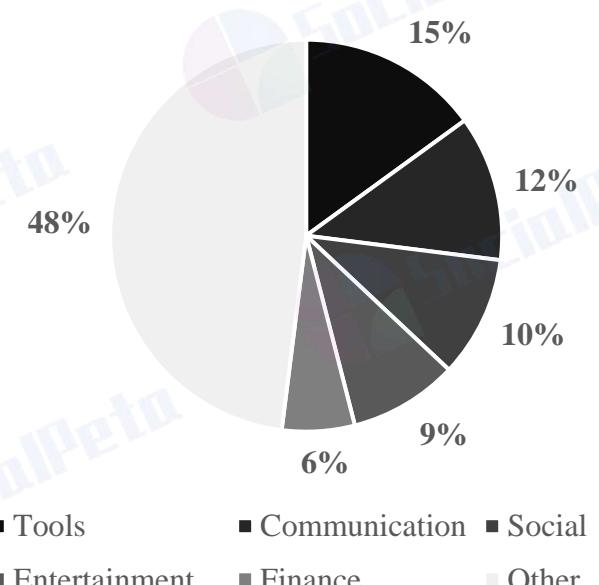
Top app types by advertising



Top app types by revenue



Top app types by downloads



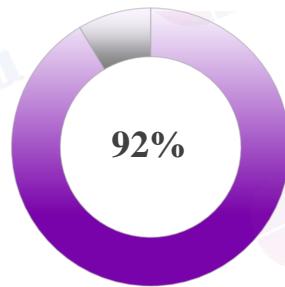


Middle East

Insights into Middle East Market

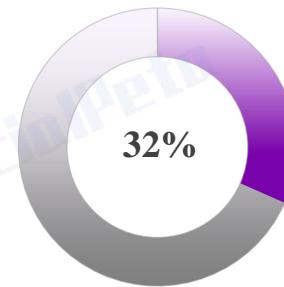
**Creatives and advertisers with creatives
newly released in H1 2023**

% of advertisers



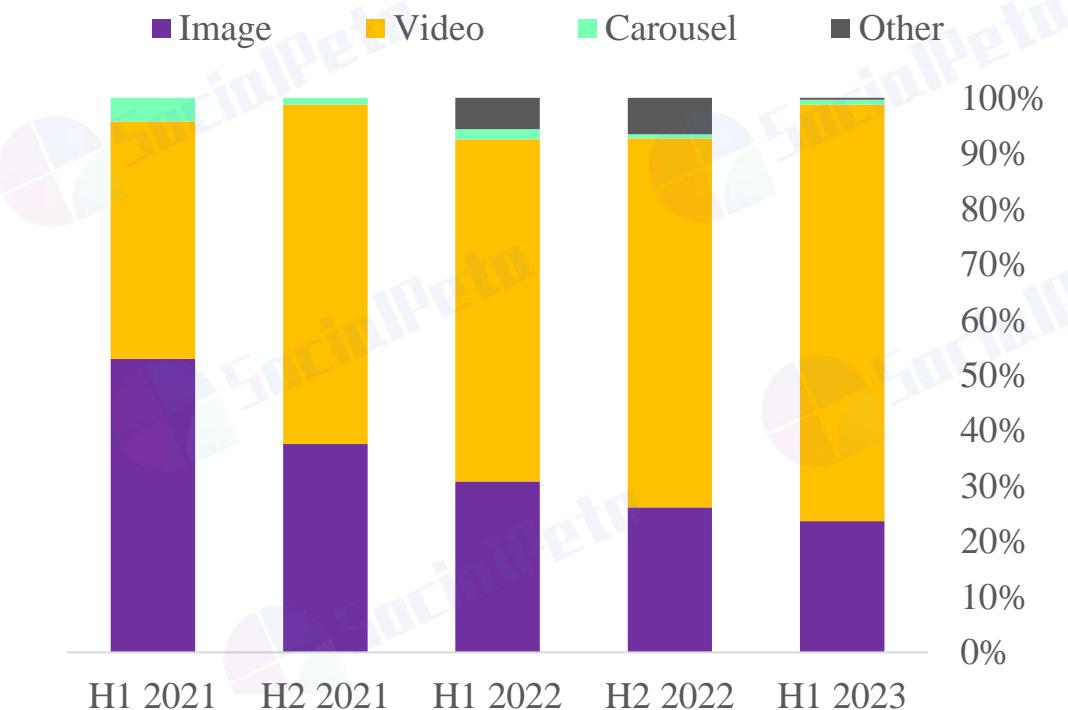
In Middle East, nearly 92% of advertisers released new creatives in H1 2023, a percentage that was the same as in Japan & South Korea but slightly lower than in North America and Southeast Asia.

% of creatives



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%.

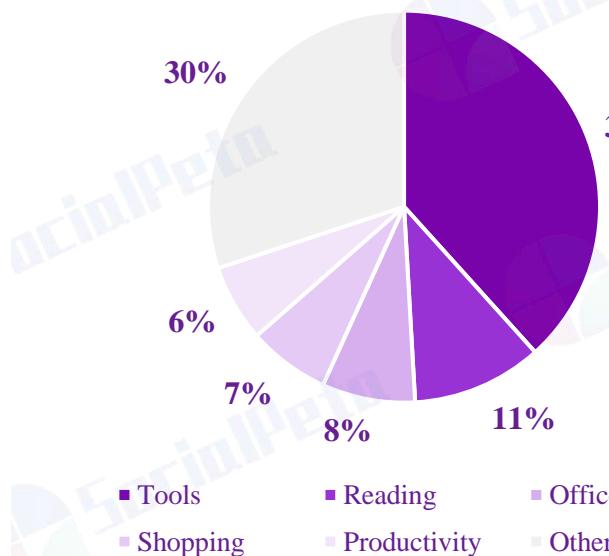


Insights into Top Mobile App Types in Middle East Market

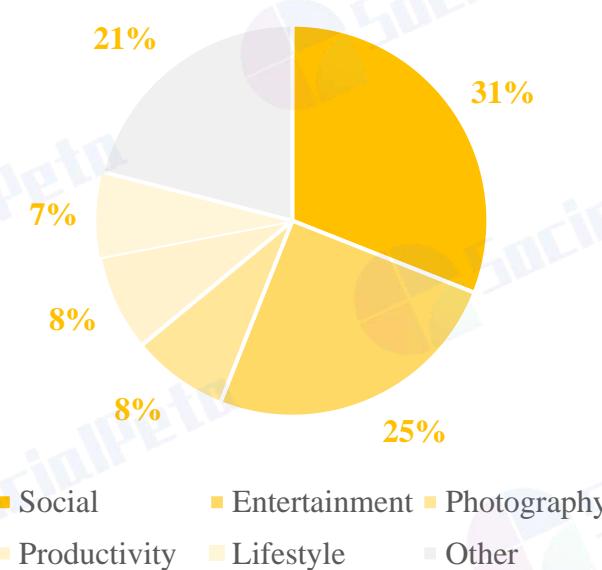
Tool apps contributed the most ad creatives, followed by reading apps.

- Social apps grossed the highest revenue, followed by entertainment apps.
- Tool apps had the most downloads, followed by shopping apps.

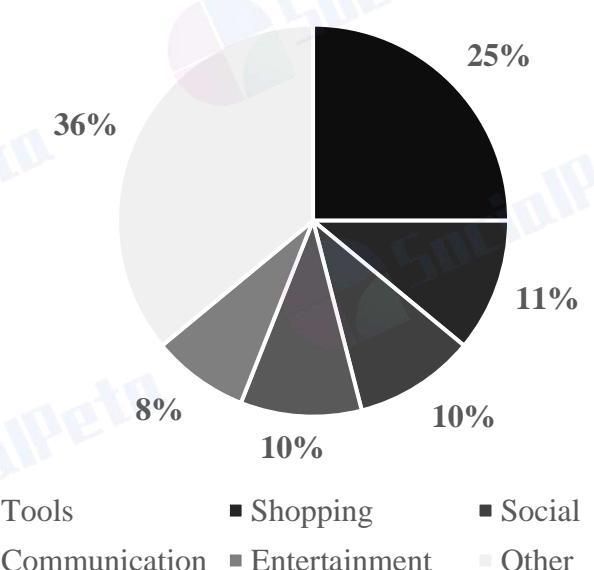
Top app types by advertising



Top app types by revenue



Top app types by downloads



Source: SocialPeta - APP Intelligence; collecting data of regional advertising, and data of downloads and revenue from App Store & Google Play
Date Range: Jan. 20 23 - Mar. 20 23



03

Global Marketing Insights into Top Mobile App Types

MARKETING TRENDS AND INDUSTRY INSIGHTS



Social Apps

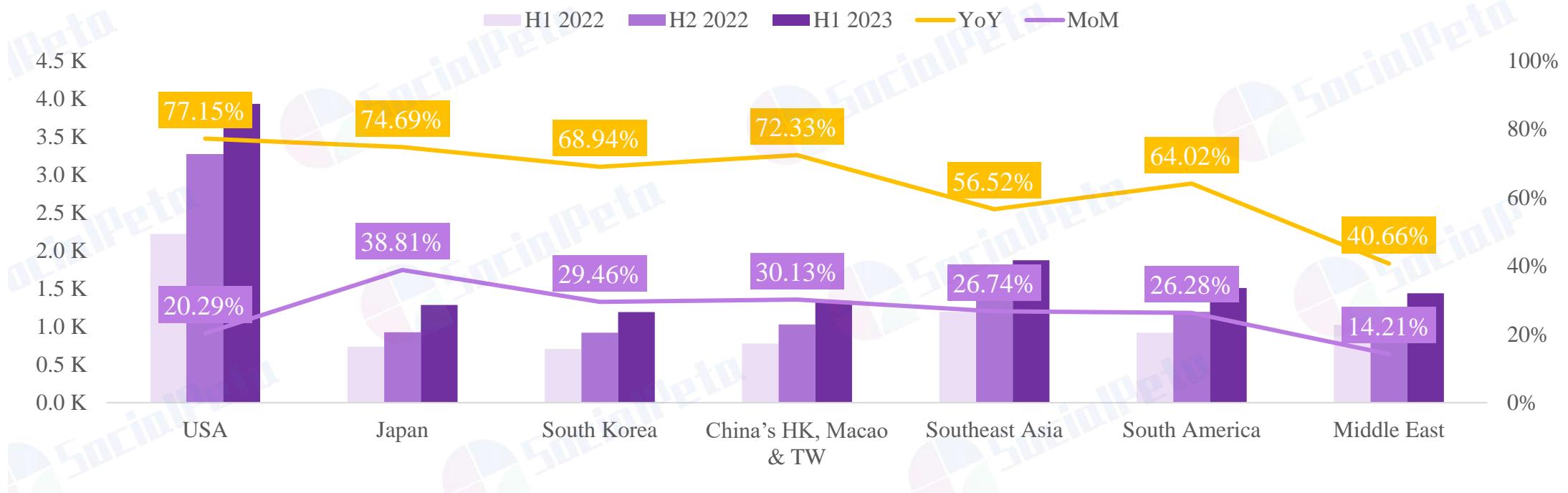


Social apps kept increasing, driven by strong demands

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



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023

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

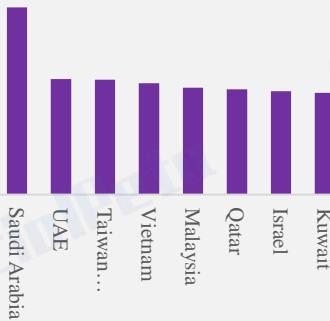
“Social + livestream” pioneer
Newborn Town

H1 2023

Total deduplicated creatives: 5.8K
% of monthly new creatives: 83.24%



Top countries/regions by advertising



Creatives in the past 90 days



Azar

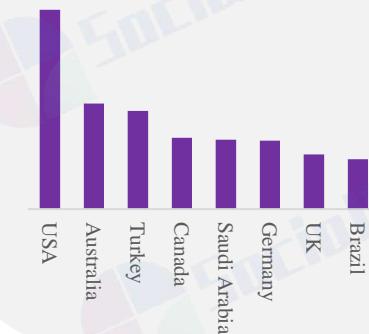
1V1 video social networking Hyperconnect

H1 2023

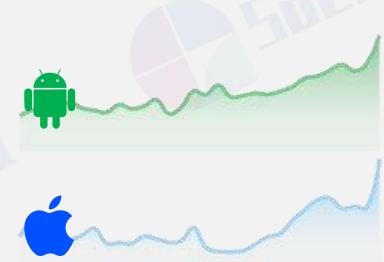
Total deduplicated creatives: 1.8K
% of monthly new creatives: 92.73%



Top countries/regions by advertising



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

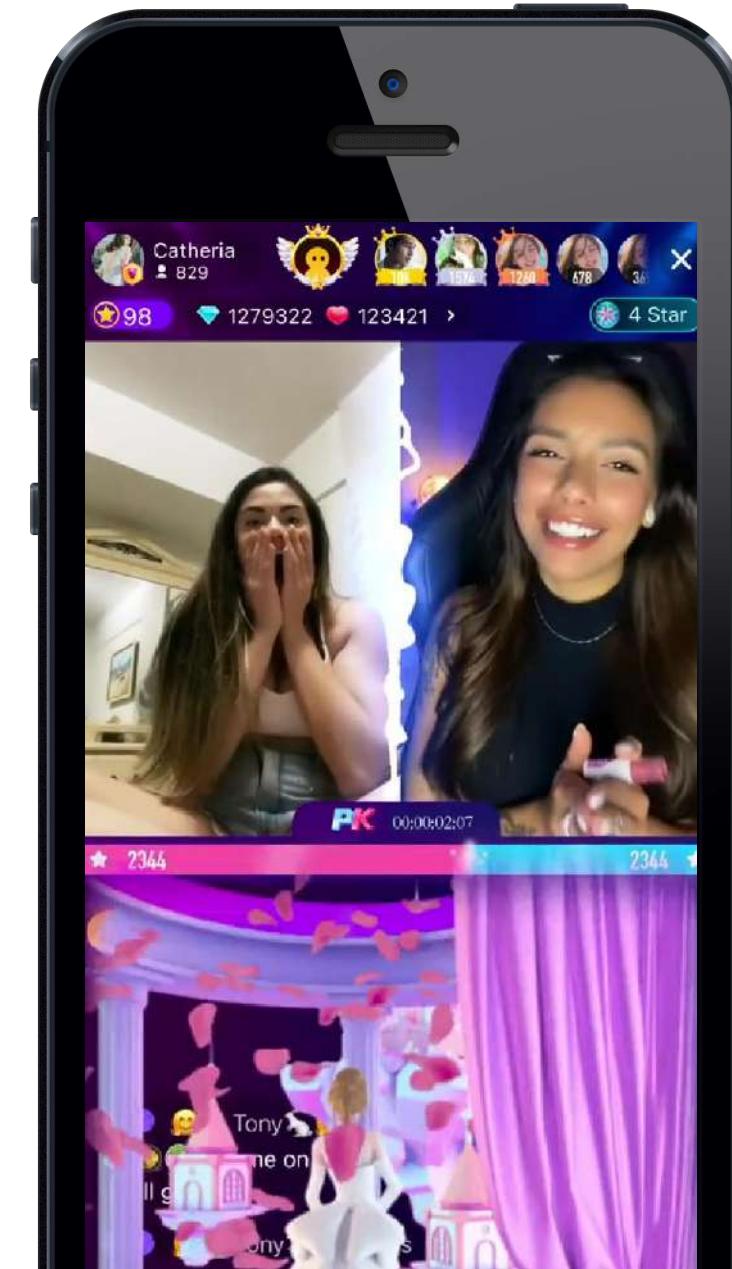
978

Popularity

31.5K

Likes

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2023 - Jun. 2023



Click the image to
play the creative



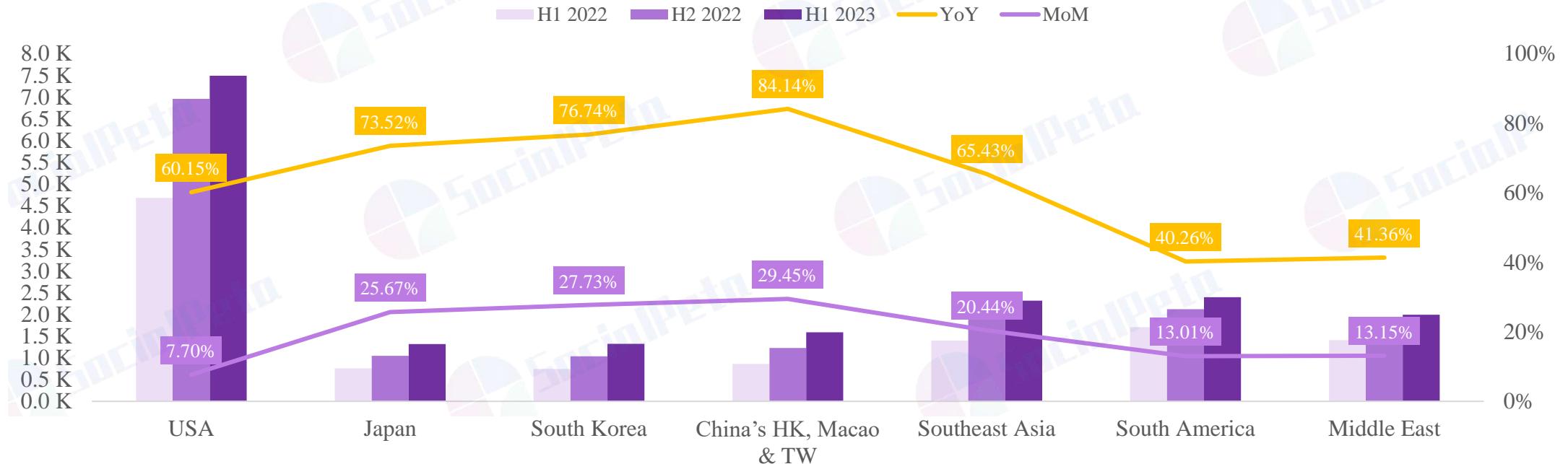
Health Apps

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



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023

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

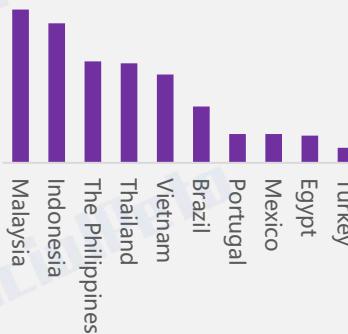
A period tracker
Xiamen Meet You

H1 2023

Total deduplicated creatives: 6.1K
% of monthly new creatives: 78.87%



Top countries/regions by advertising



Creatives in the past 90 days



MuscleBooster

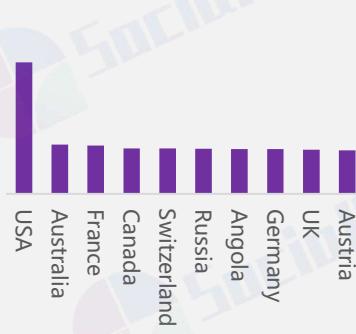
An app specially developed for men to work out WELLTECH

H1 2023

Total deduplicated creatives: 10.0K
% of monthly new creatives: 92.97%



Top countries/regions by advertising



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

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2023 - Jun. 2023



Click the image to play the creative

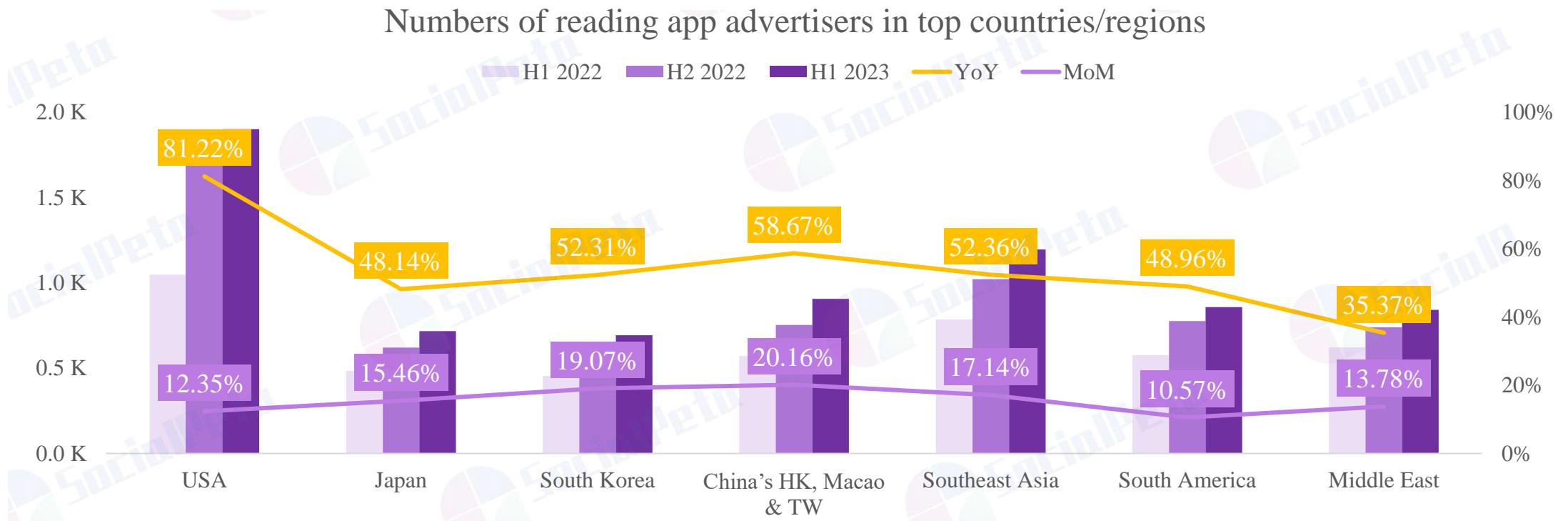


Reading Apps

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.



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023

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.





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

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2023 - Jun. 2023



Click the image to play the creative



Tool Apps

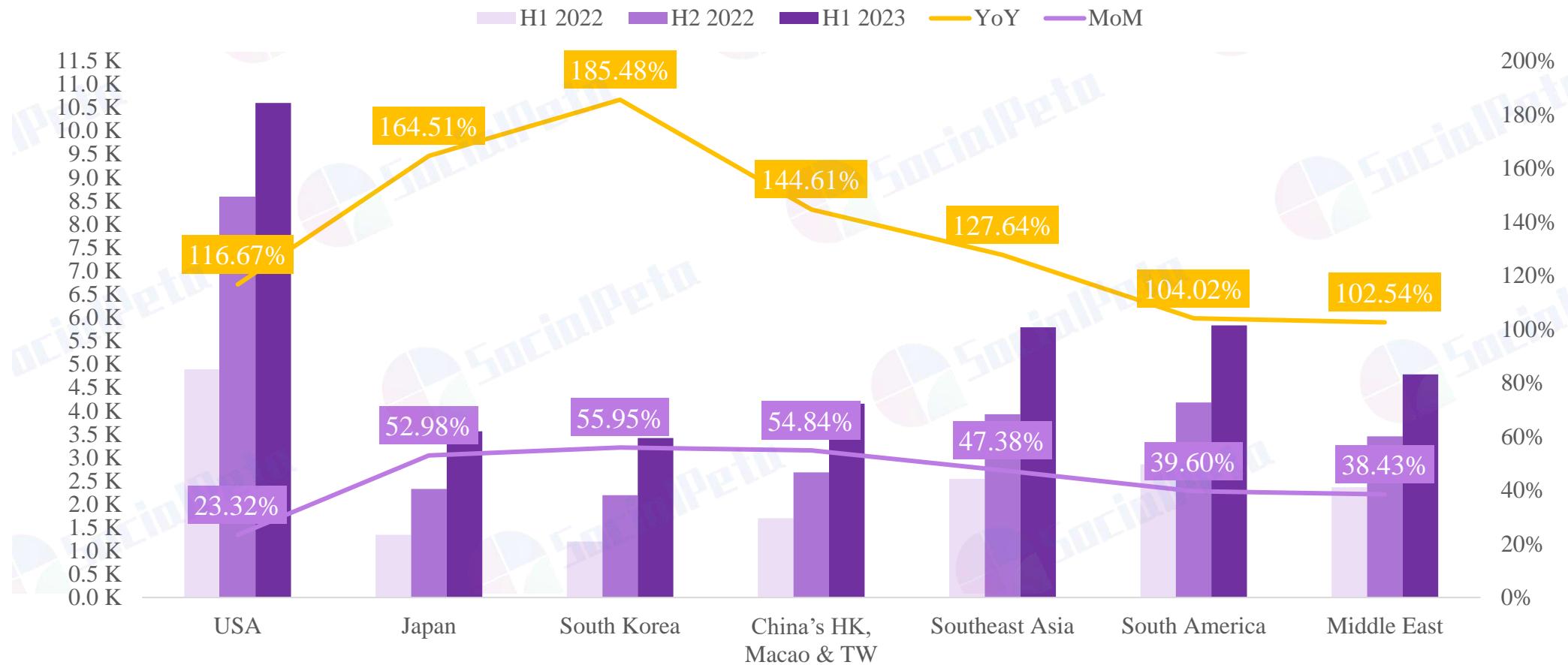


Tool apps increased significantly, kicking off an AI boom

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



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023

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.





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

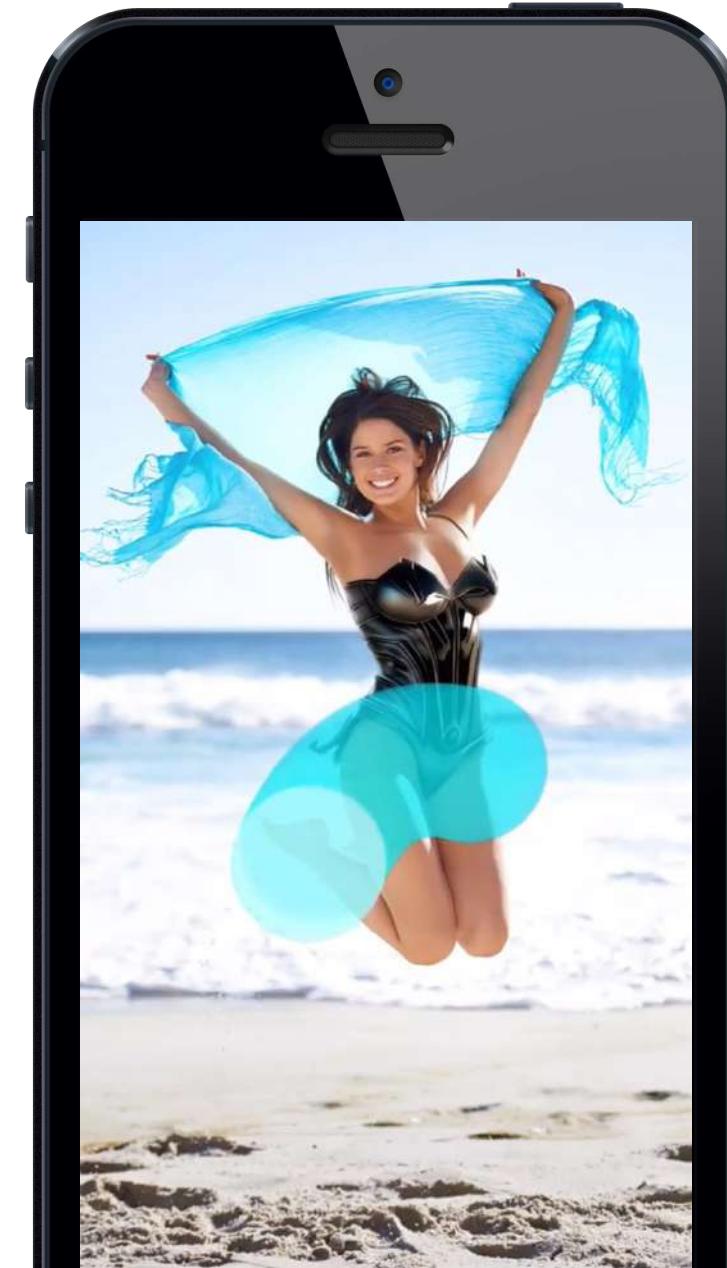
53

Popularity

11.1K

Estimated
Impressions

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2023 - Jun. 2023



Click the image to
play the creative



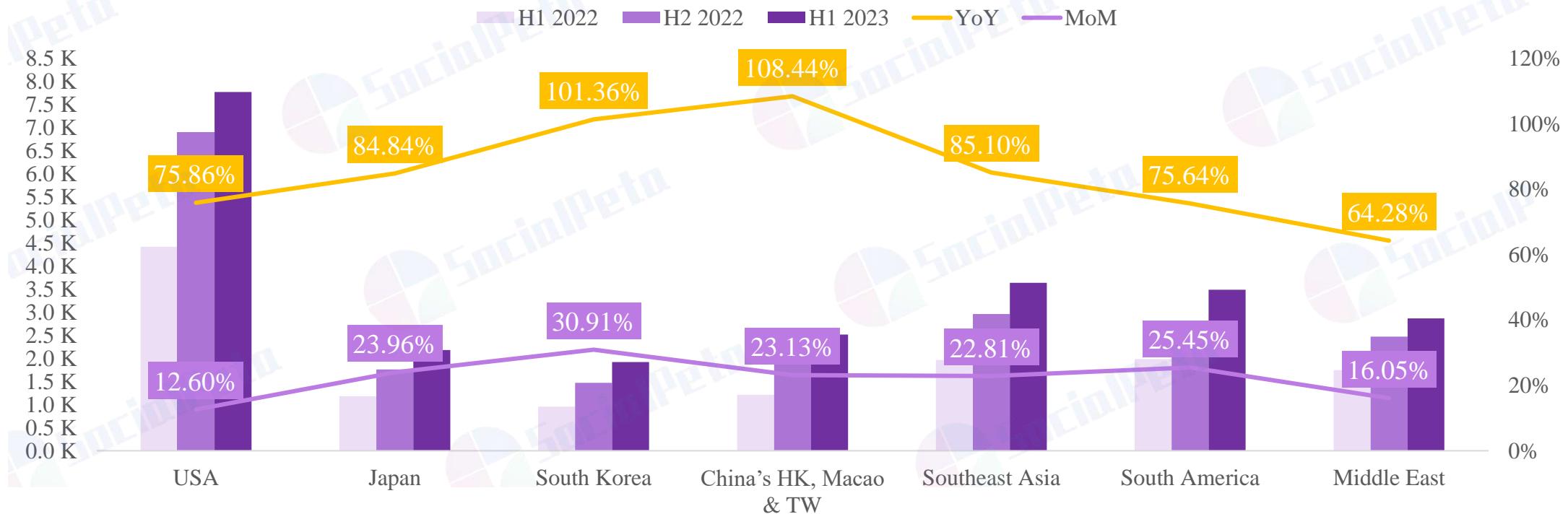
Entertainment Apps

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



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023

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.



Source: SocialPeta, based on data that were captured and analyzed
Date Range: Jan. 2022 - Jun. 2023



An active popular creative of 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

Popularity

7.9K

Views

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2023 - Jun. 2023



Click the image to play the creative



Snapchat

INSIGHTS INTO MOBILE APP MARKETING IN H1



Chrome



Gmail



Spotify



Messenger





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

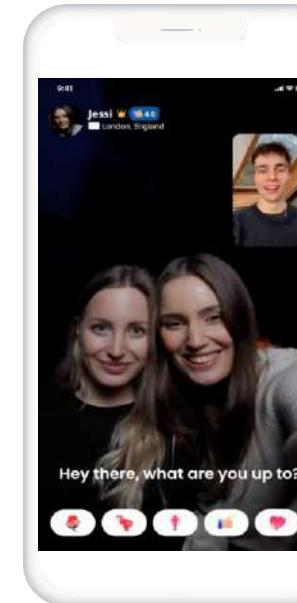
Understand your target audience, and attract their attention by adding the latest trending topics or music in your ad creatives.



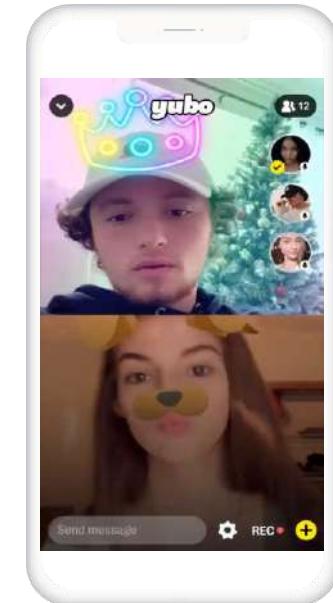
Real successful cases



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

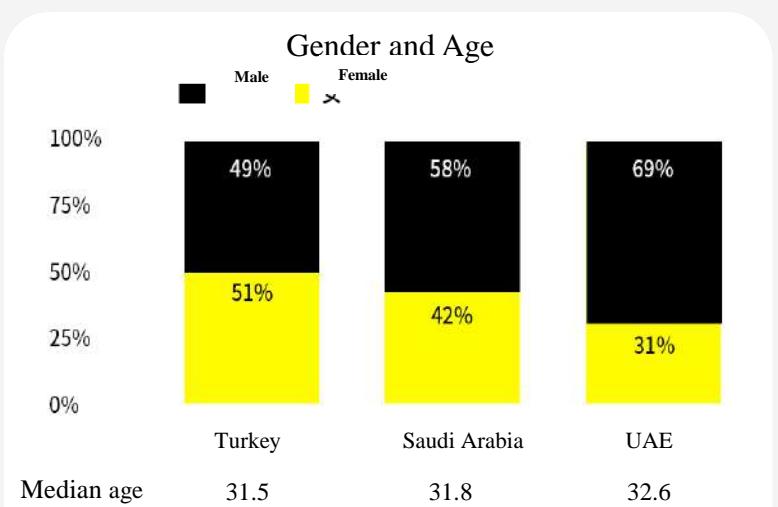
Middle East was expected to reach a record-high growth rate of per capita GDP, with a world-leading position in digitization.

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.



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.

* The Middle East generally refers to an area of over 15 million square kilometers and with a total population of about 500 million that encompasses 24 countries/regions in West Asia and North Africa, including Saudi Arabia, UAE, and other Arab states of the Persian Gulf (all possess abundant natural resources and are high-income countries), as well as Turkey, Egypt, and other emerging/developing countries.



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.



20 million

DAUs in the Middle East

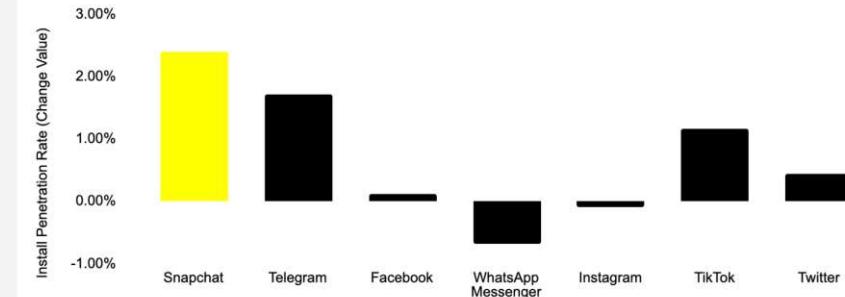
70 million +

MAUs in the Middle East

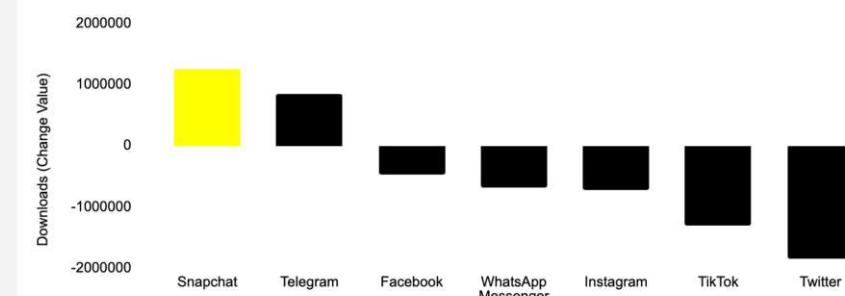
>90%

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

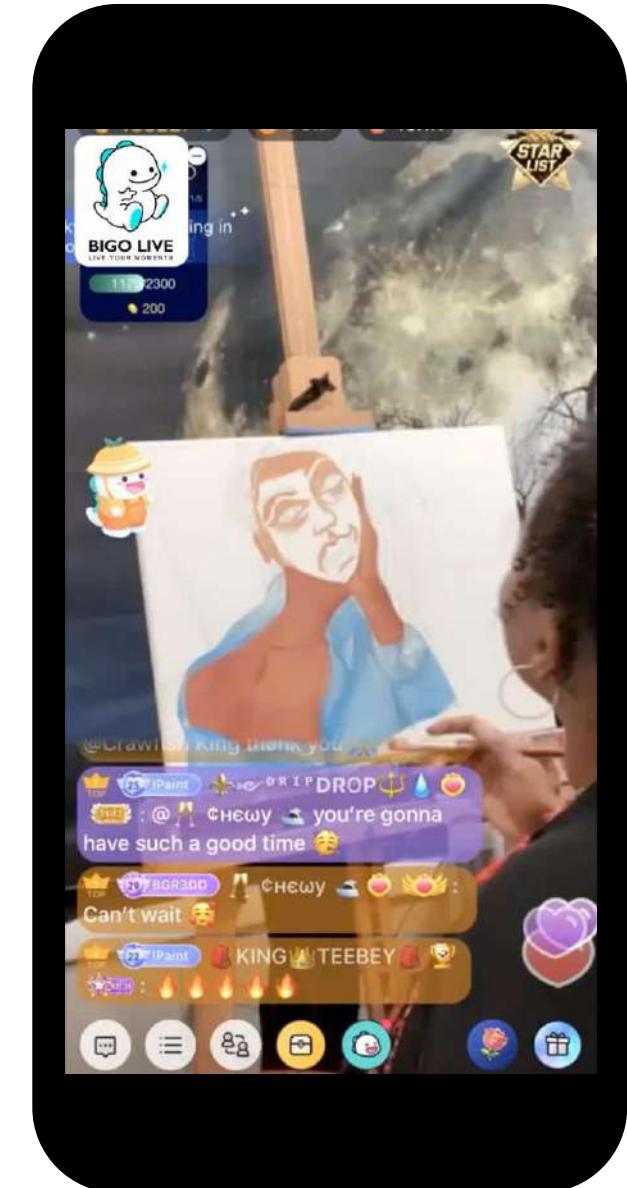




BIGO LIVE reached an unexpectedly high conversion rate by creating clips from live streams



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.





Snapchat AR Begins A New Chapter of Marketing

FIVE MAJOR PLATFORMS AND ALL-INDUSTRY-CHAIN MARKETING STRATEGY

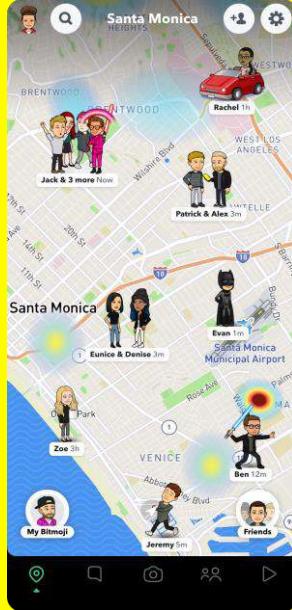


Snapchat: A new opportunity for mobile app marketing

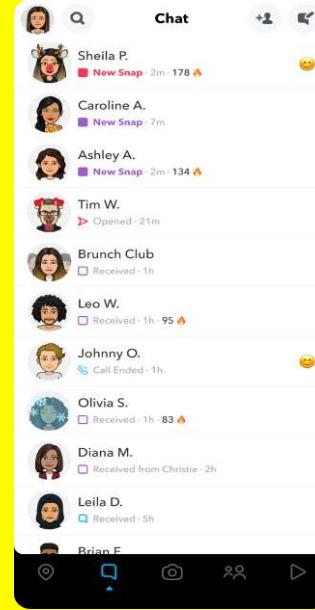
Snap is a camera company. As a social media platform popular around the world, Snapchat is a pioneer of AR ads and an advocate of immersive ads. Now Snapchat has 383 million DAUs and 750 million MAUs, including 90% of the 13-34-year-olds across global key markets.

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



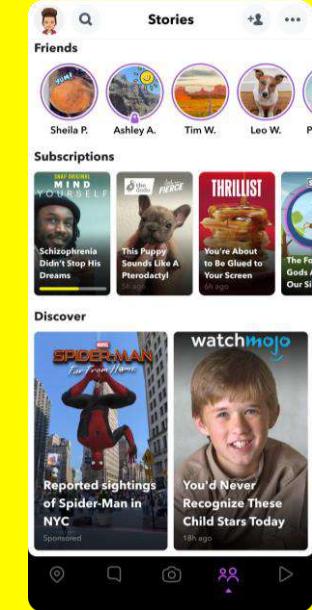
Map



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 day¹

Over 300 million

daily AR users²

250,000

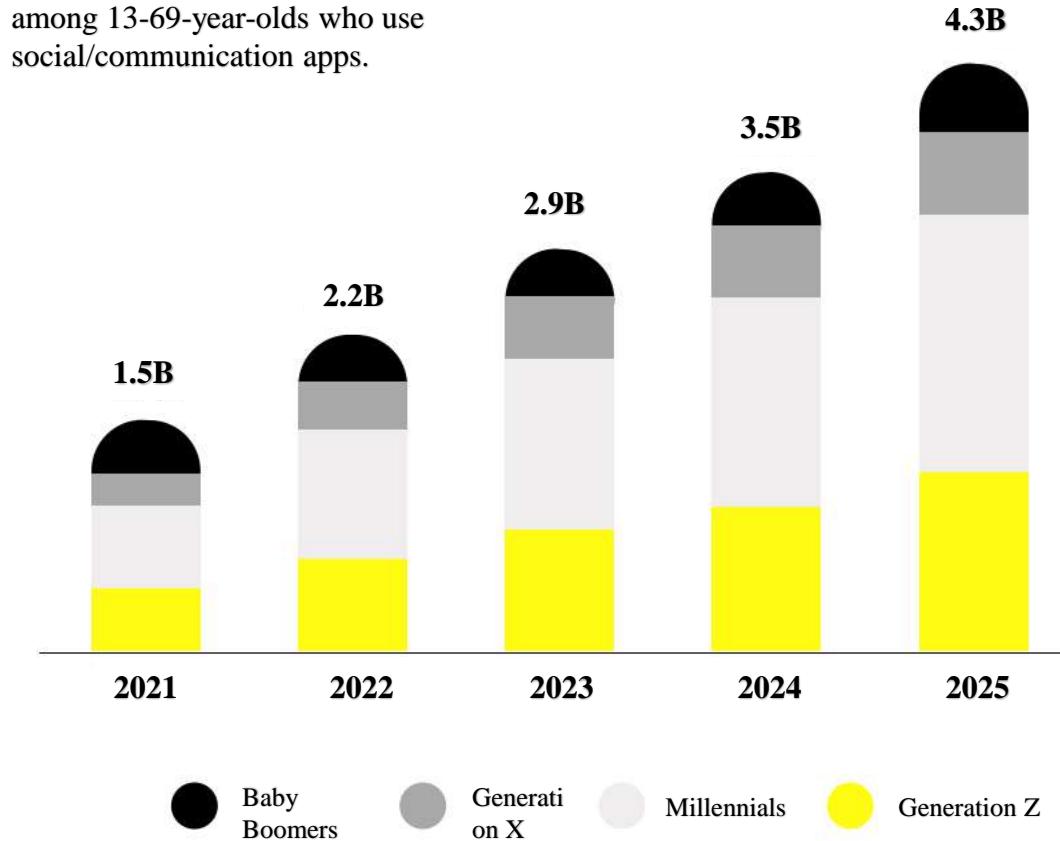
AR Lens creators have used Lens Studio³



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.





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

2023H1 Global Mobile APPS Marketing Report