2022
Global Mobile Game & App (Non-Game) Marketing White Paper

SocialPeta

CONTENTS

Singular, Tenjin, Digital Turbine, Moloco, Storemaven, AdQuantum, Udonis, Mobidictum, Apptamin, AppROI

Mobile Games

PART   01

REPORT DESCRIPTION

Report Description

1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team provided you with insights into the advertising data of the global mobile game market. We collected random sampling advertising data from the globe, which covers over 70 channels and nearly 70 countries and regions. In total, we based over 120 billion data to form our report.

Data Cycle and Indicators

The overall date range of the report: Jan-Dec 2022

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

Copyright Notice

All tests, images, and graphics contained in this report are protected by the relevant trademark and copyright laws. Some texts and data are public information and their copyrights are owned by their original creators. No organization or person shall copy or distribute, in whole or in part for any purpose, any portion of this report without approval from our company. The copyrights of all creatives mentioned in this report are owned by the respective advertisers. Any unauthorized use of this report for commercial activities is a breach of the Copyright Law of the People's Republic of China and other relevant laws and regulations as well as the relevant provisions of the International Convention.

4. Disclaimer

The industry data and market forecasts presented in this report are based on the data captured by SocialPeta Data Team and estimated by using a statistical forecasting model combined with research methods such as desk study and industry interviews. Limited by the research methods and data resources, this report can only be used as reference material. Our company shall have no liability for any data or points of view in this report. SocialPeta shall hold no responsibility for any legal consequences resulting from any action taken by any organization or individual by using or based on the above data information, and the organization or individual shall take full responsibility for any disputes or legal liabilities arising therefrom.

5. Concerned Regions

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

JP & ROK: Japan, South Korea

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

South Asia: India, Pakistan

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

South America: Brazil, Chile, Argentina, Colombia, Peru, Venezuela, Paraguay
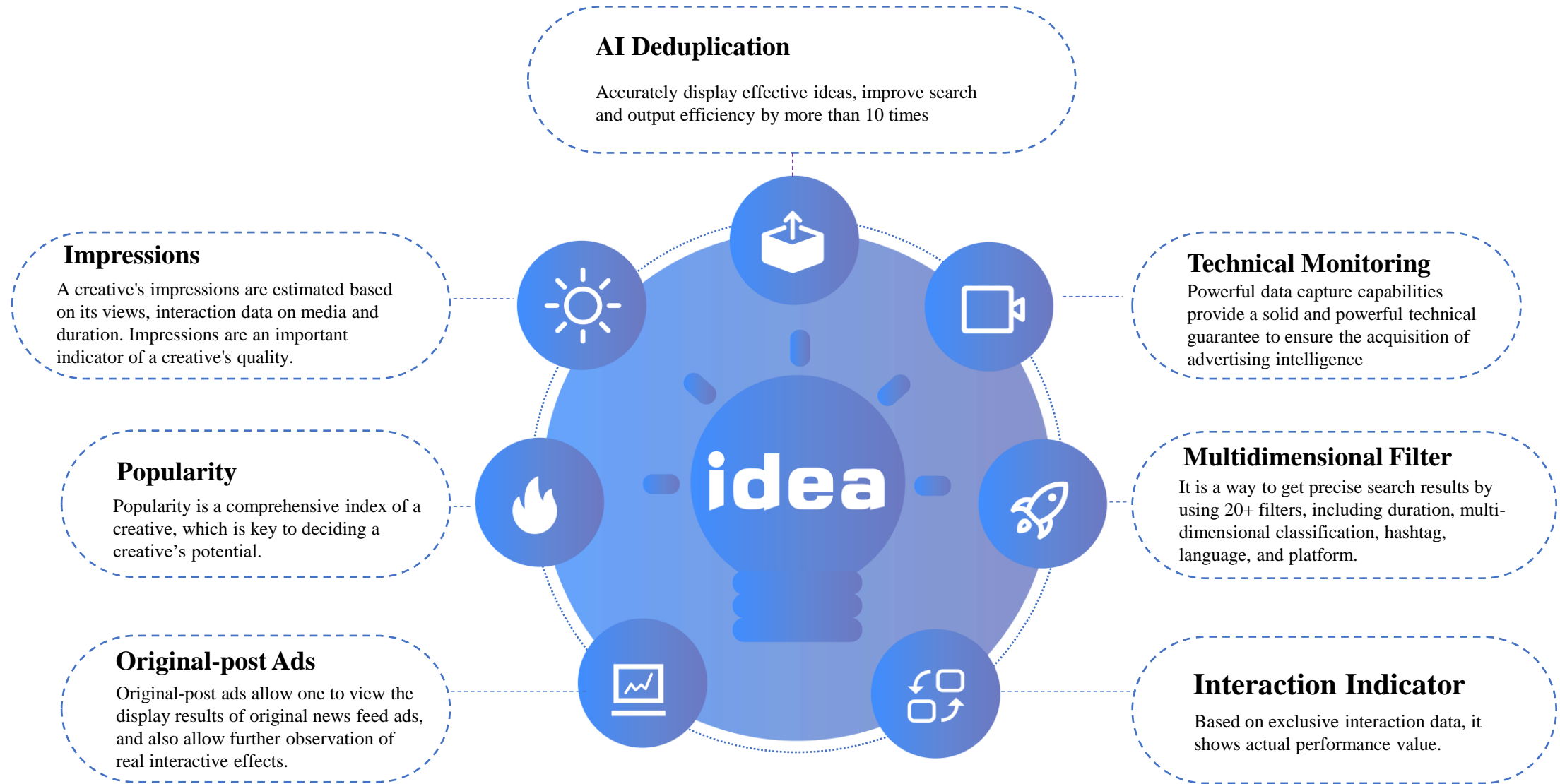
North America: USA, Canada, Mexico, Panama

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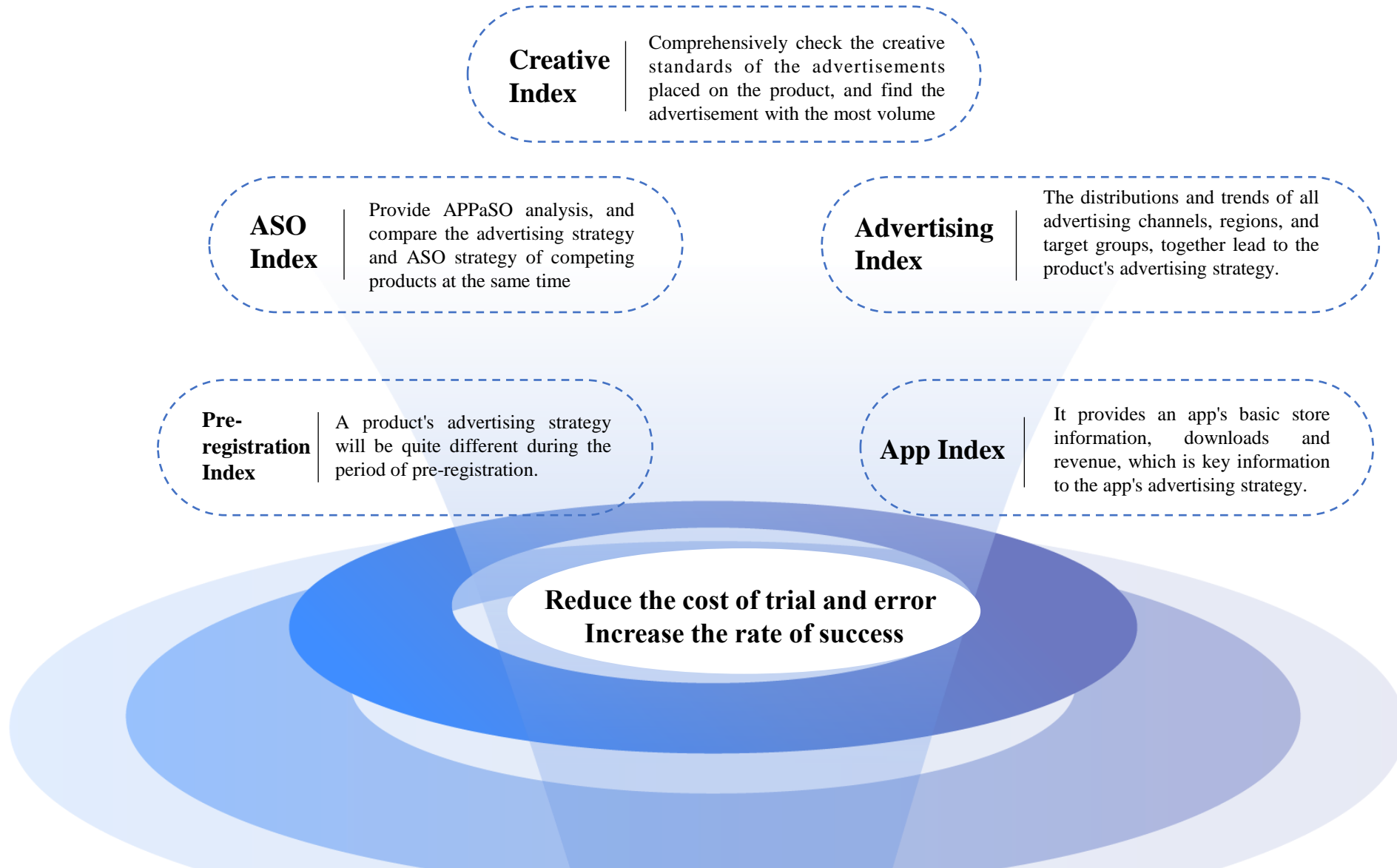
Oceania: Australia, New Zealand

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

Analysis Model of Popular Creatives

SocialPeta

AI Deduplication

Accurately display effective ideas, improve search and output efficiency by more than 10 times

Impressions

A creative's impressions are estimated based on its views, interaction data on media and duration. Impressions are an important indicator of a creative's quality.

Technical Monitoring

Powerful data capture capabilities provide a solid and powerful technical guarantee to ensure the acquisition of advertising intelligence

Popularity

Popularity is a comprehensive index of a creative, which is key to deciding a creative's potential.

Multidimensional Filter

It is a way to get precise search results by using 20+ filters, including duration, multi-dimensional classification, hashtag, language, and platform.

Original-post Ads

Original-post ads allow one to view the display results of original news feed ads, and also allow further observation of real interactive effects.

Interaction Indicator

Based on exclusive interaction data, it shows actual performance value.

idea

Analysis Model of Popular Games

Creative Index

Comprehensively check the creative standards of the advertisements placed on the product, and find the advertisement with the most volume

ASO Index

Provide APPaSO analysis, and compare the advertising strategy and ASO strategy of competing products at the same time

Advertising Index

The distributions and trends of all advertising channels, regions, and target groups, together lead to the product's advertising strategy.

Pre-registration Index

A product's advertising strategy will be quite different during the period of pre-registration.

App Index

It provides an app's basic store information, downloads and revenue, which is key information to the app's advertising strategy.

Reduce the cost of trial and error
Increase the rate of success

PART 02

Insights into Global Mobile Game Marketing

GLOBAL MOBILE GAME MARKETING INSIGHTS

1

Global Mobile Game Marketing Trends

Insights into Global Mobile Game Marketing

The number of quarterly average advertises grew by 17.5% year-on-year

This year, more than 37,000 mobile game advertisers were captured every quarter, and the growth rate of advertisers was stable every quarter, an increase of 17.5% compared with last year The average number of materials in this quarter is nearly 12 million, maintaining a quarter-on-quarter growth rate of 7%, but compared with last year's quarter, the material volume has decreased by nearly 16% year-on-year
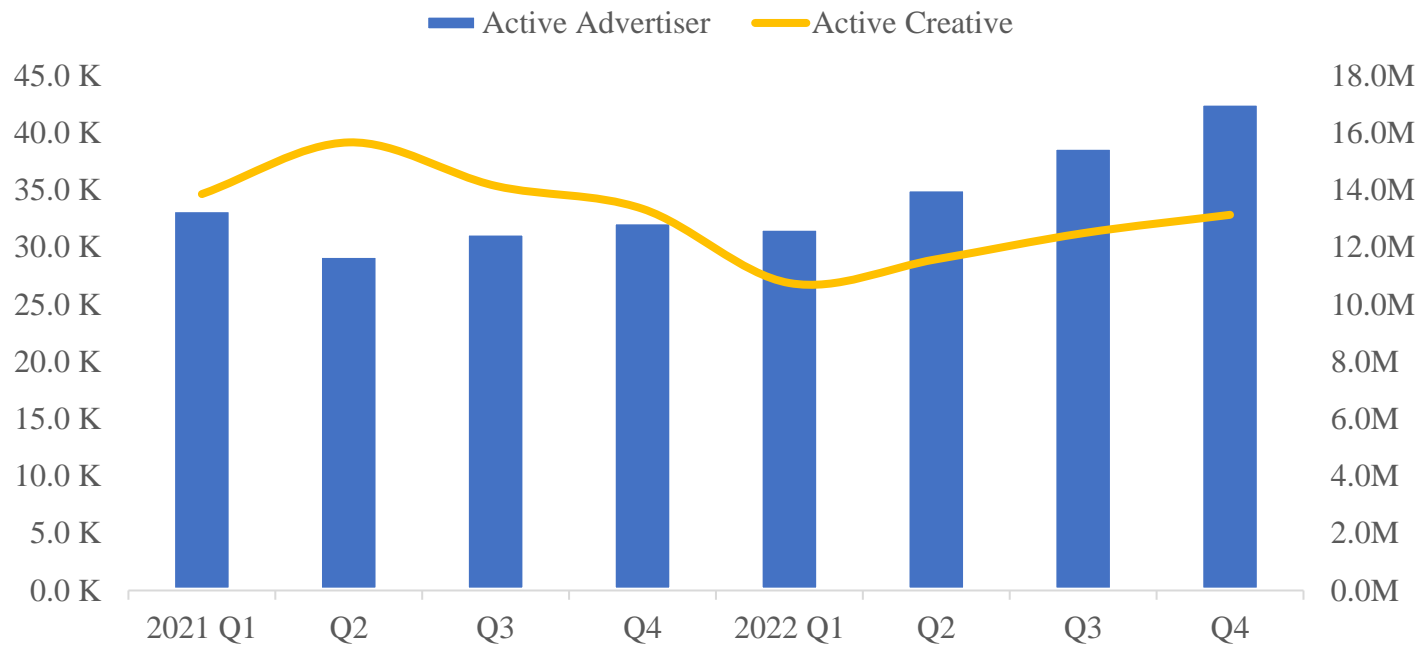
Quarterly Mobile Game Advertisers in 2022

37.1K | **YoY ↑17.5%**

Quarterly Mobile Game Creatives in 2022

12.0M | **YoY ↓15.9%**

Insights into Global Mobile Game Marketing

Over 90% of advertisers released new creatives in each quarter this year, and there were over 6.9 million new creatives per quarter.

In 2022, more than 90% of advertisers will launch new materials every quarter, of which more than 40,000 advertisers will launch new materials in Q4, accounting for more than 94%. The average number of new materials per quarter exceeds 6.9 million, accounting for an average of 57.27%, an increase of 3.82% over last year.

Quarterly Advertisers with New Creatives

33.8K，91.15%

Quarterly New Creatives

6.9M，57.27%

Chart 1 legend: Advertisers with New Creatives / Percentages

Data points (Percentages): 2021Q1 87.85%, Q2 85.49%, Q3 82.51%, Q4 82.99%, 2022Q1 90.17%, Q2 90.34%, Q3 89.87%, Q4 94.22%

Chart 2 legend: Advertisers with New Creatives / Percentages

Data points (Percentages): 2021Q1 58.20%, Q2 50.10%, Q3 51.64%, Q4 53.87%, 2022Q1 60.13%, Q2 52.48%, Q3 56.64%, Q4 59.81%
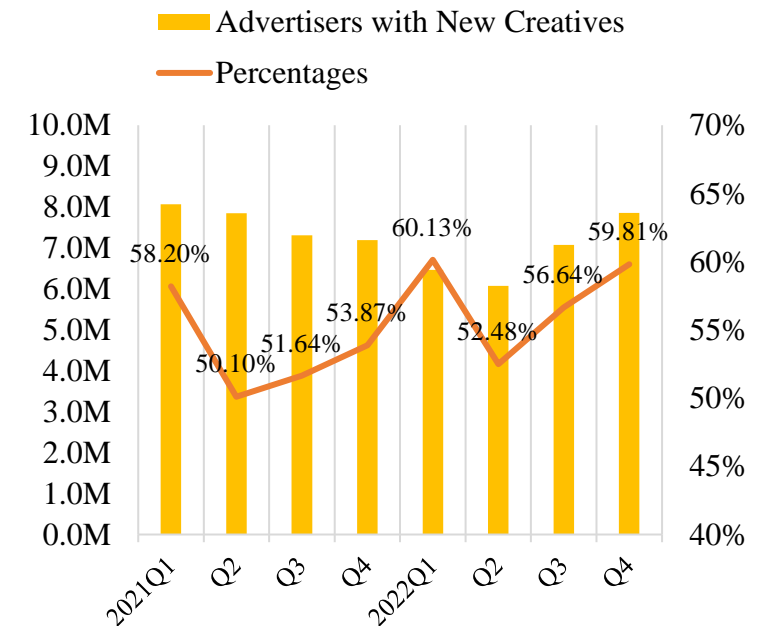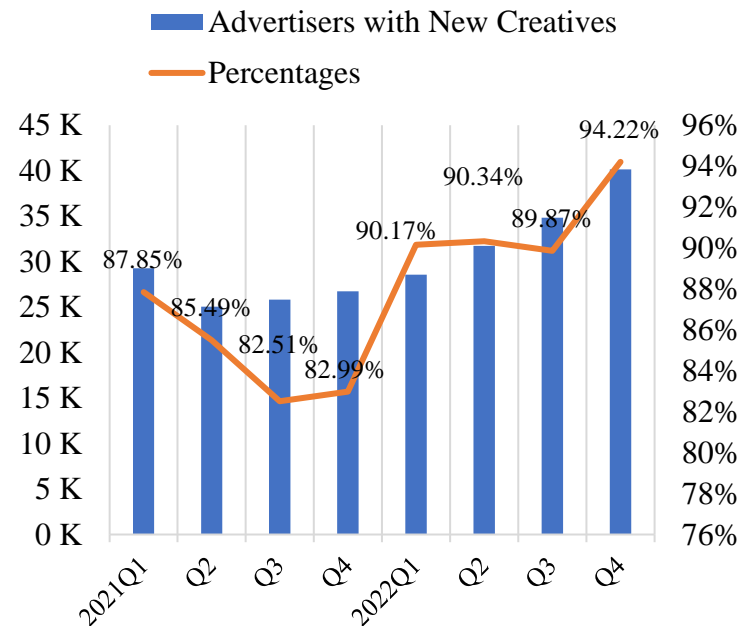
Percentages of Advertisers by Game Genre

Genre	Percentages	Compared to the same period last year
Casual	27.87%	+2.94%
Puzzle	12.00%	+0.59%
Simulation	9.27%	+0.91%
Action	8.82%	+0.30%
RPG	6.32%	-1.61%
Arcade	6.09%	-1.64%
Strategy	4.43%	-0.13%
Casino	4.35%	+0.85%
Card	4.27%	+0.09%
Adventure	3.86%	-0.14%

Top 3 Game Genres by Number of Advertisers

Casual, Puzzle, Simulation

The proportion of leisure product advertisers has increased significantly compared to last year, accounting for 27.87% this year, an increase of 2.94%. In addition, the proportion of simulation and casino advertisers has increased by about 0.9% compared with the whole year. The proportion of arcade advertisers decreased the most, followed by role-playing advertisers. The proportion of advertisers in these two categories dropped by more than 1.6% compared with last year.

Percentages of Game Advertisers
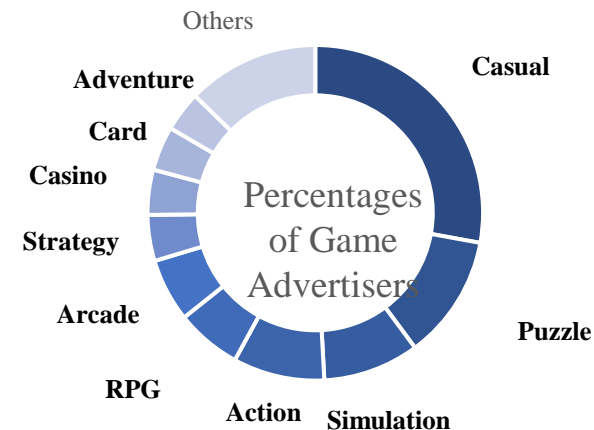
Percentages of Creatives by Game Genre

Genre	Percentages	Compared to the same period last year
Casual	22.69%	+4.74%
Puzzle	12.86%	+0.27%
RPG	11.36%	-2.34%
Simulation	8.90%	-0.57%
Strategy	8.74%	-0.50%
Action	7.06%	-0.99%
Casino	5.67%	-0.45%
Card	5.45%	-0.01%
Adventure	3.34%	-0.12%
Board	3.09%	-0.21%

Top 3 Game Genres by Number of Creatives

Casual, Puzzle, RPG

Casual game creatives accounted for 22.69%, an increase of 4.74% compared to last year, marking the largest increase among all game genres.

Except casual and puzzle games, the proportion of most game types has dropped significantly. Among them, the proportion of role-playing game materials has decreased by 2.34% compared with last year, and the ranking has also dropped from second to third.

Percentages of Creatives

Source: SocialPeta, based on data retrieved from backend data sources
Date Range：2022/1-2022/12
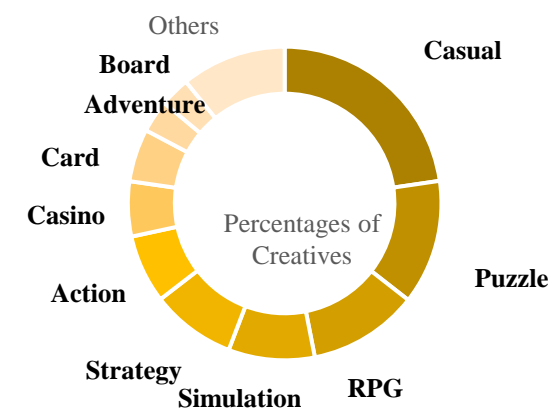
Insights into Mobile Game Advertising by Genre

SocialPeta

In 2022, mobile game advertisers per month: 24.3K; monthly creatives per advertiser: 283

Among mobile games, casual games have the highest monthly average number of advertisers, and SocialPeta captures more than 9,200 casual advertisers on average every month, which is 125% higher than the second-ranked puzzle-solving product Strategy games are the highest with an average of 535 pieces of material per month, and advertisers of four types of games, RPG, casino, puzzle solving and card games, have an average monthly delivery of more than 300 pieces.

Monthly Advertisers

Monthly Creatives per Advertiser
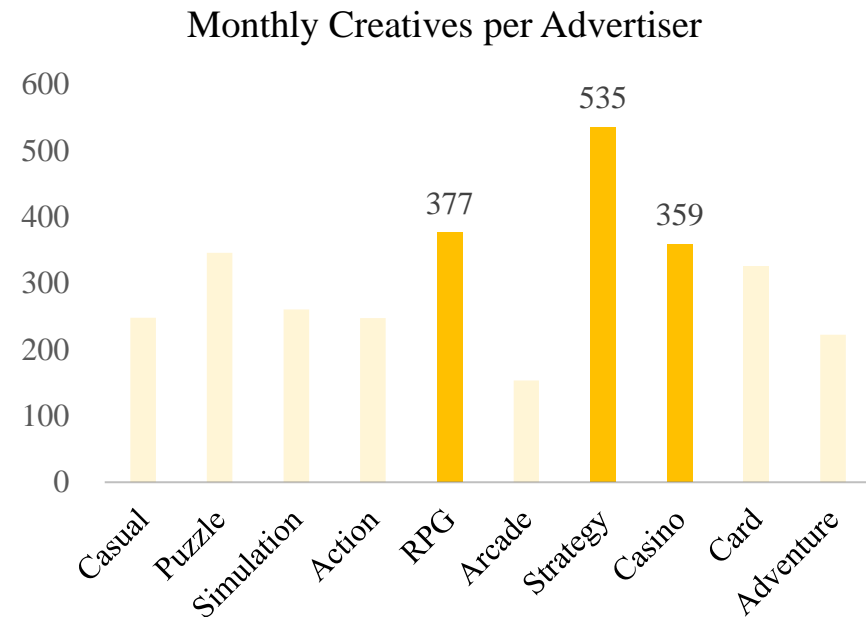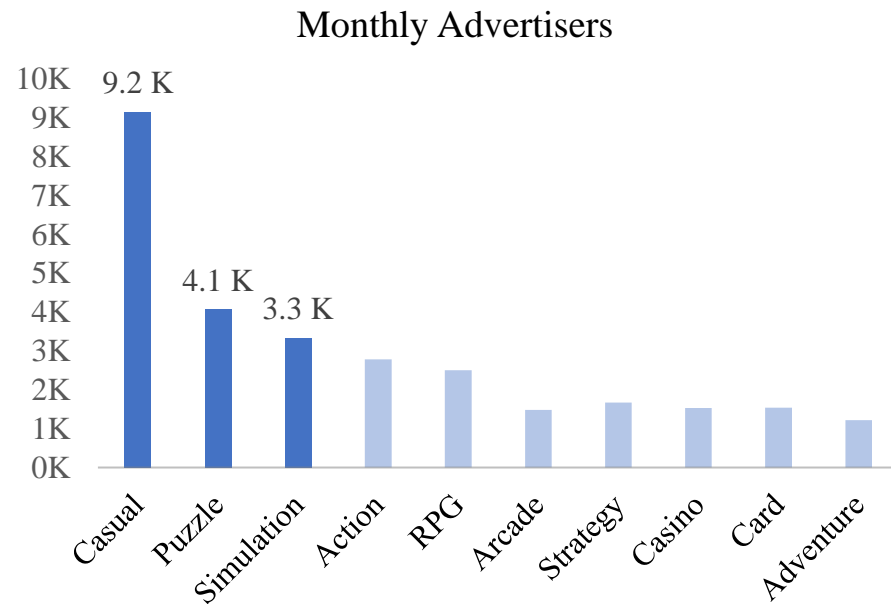
Insights into Mobile Game Marketing in Different Regions

SocialPeta

North America contributed the most monthly advertisers

Southeast Asia, HK, Macao & TW, and JP & ROK saw the most monthly creatives

Monthly advertisers in North America: 18.6K

North America still maintains the highest monthly average number of advertisers, with over 18,000 monthly advertisers, 25% higher than the second place in Europe

Monthly creatives in HK, Macao & TW: 300

On average, each advertiser in Hong Kong, Macao and Taiwan places 300 pieces of material per month. Followed by Southeast Asia and Japan and South Korea.

■ Monthly Advertisers

Region	Value
North America	271
Europe	228
Oceania	227
Southeast Asia	292
South America	222
JP & ROK:	281
Middle East	272
HK, Macao & TW (China)	300
Africa	189
South Asia	193

Insights into Advertising of Mobile Games on iOS & Android

SocialPeta
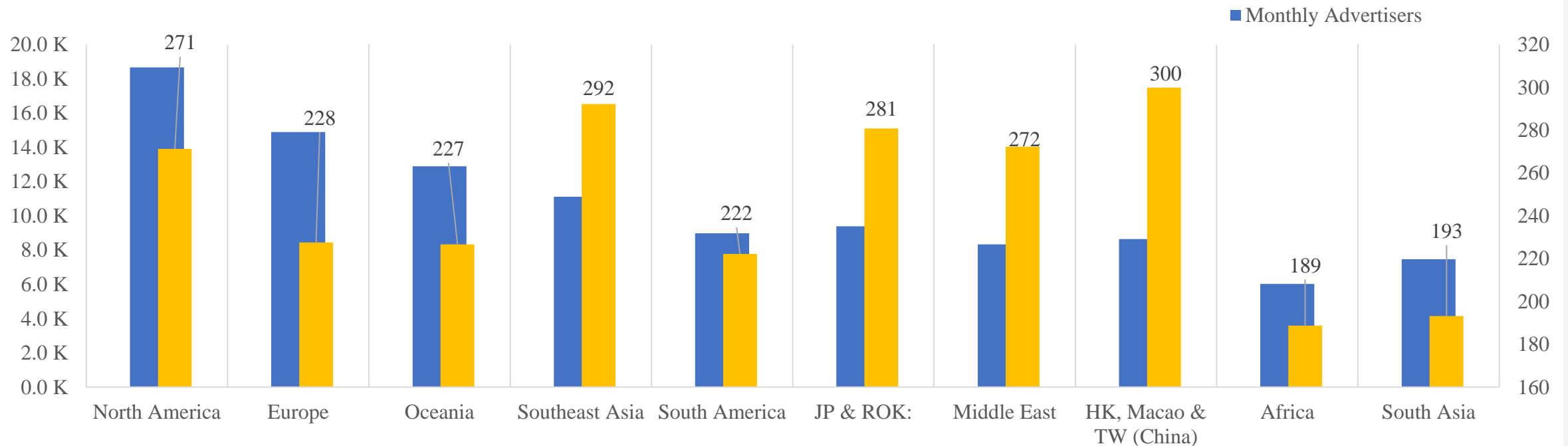
This year, iOS reported a continuous advertising growth, contributing nearly 40% advertisers in Q4.

Quarterly Mobile Game Advertisers on iOS & Android

The average amount of material on Android is 33% higher than that on iOS, but iOS advertisers are growing rapidly.

267
Quarterly Creatives on iOS in 2022

354
Quarterly Creatives on Android in 2022

Quarter	iOS	Android
Q4	38.00%,16.3 K	62.00%,26.6 K
Q3	36.39%,13.5 K	63.61%,23.6 K
Q2	31.56%,10.7 K	68.44%,23.3 K
Q1	29.78%,9.3 K	70.22%,21.9 K

0 K   5 K   10 K   15 K   20 K   25 K   30 K   35 K   40 K   45 K
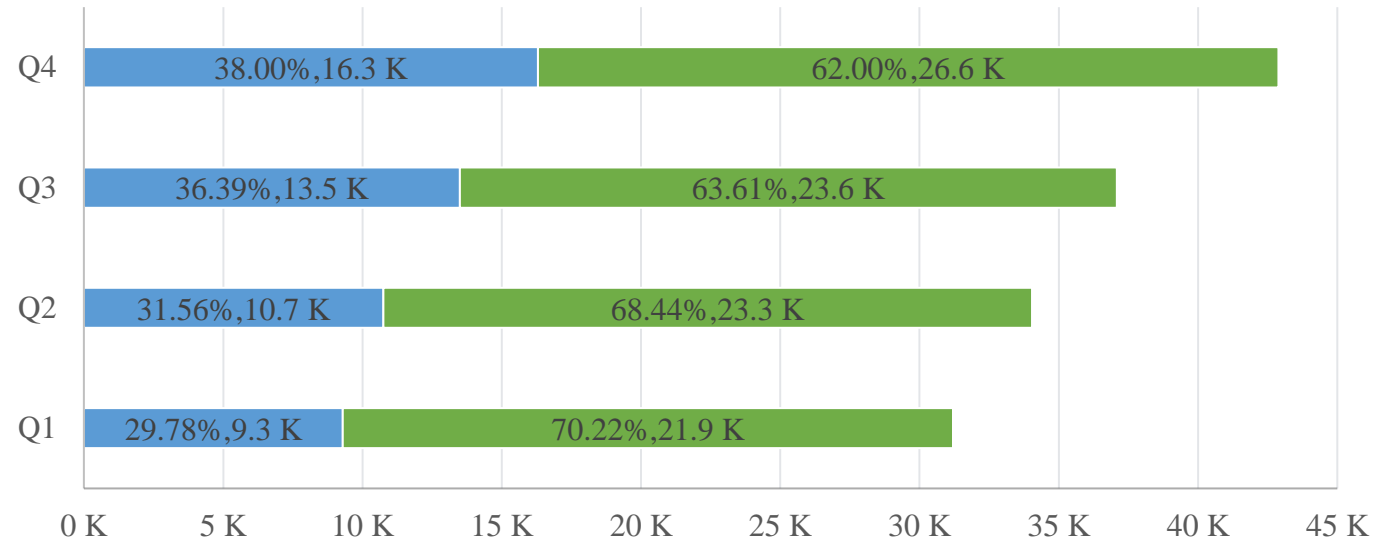
Proportion of various types of game materials

SocialPeta

Percentages of Creatives by Game Genre in 2022

Image 14.0…

HTML 2.36%

Other 2.88%

Video…

124.9K

Estimated impressions per creative

Impressions per creative on iOS:
155.2K

Impressions per creative on Android:
114.7K

Game genre with the highest impressions per creative: Puzzle

Proportion of video & picture material display

☑ Video creatives had the most impressions in H1 2022

☑ Impressions of image creatives increased in H2 2022

	2020H1	2020H2	2021H1	2021H2	2022H1	2022H2
Video	73.40%	78.92%	85.44%	86.66%	87.17%	84.12%
Image	16.70%	16.86%	13.54%	12.88%	12.47%	14.73%

Top Global Mobile Games Charts

Top Global Mobile Games by Advertising in 2022 | iOS

1	**Coloring Book !** Doodle Mobile	11	**Township** Playrix	21	**State of Survival** FunPlus	31	**花舞宮廷** Origin Mood	41	**War Robots** Pixonic Games
2	**Fishdom** Playrix	12	**The Grand Mafia** Yotta Games	22	**Kingdom Guard** Tap4Fun	32	**1945** ONESOFT	42	**Jigsaw Collection** Veraxen
3	**The Ants** StarUnion	13	**Purrfect Tale** DH Games	23	**Define** Cleverside	33	**Warpath** Lilith Games	43	**Jackpot Master™** Zeroo Gravity Games
4	**Block Puzzle** Doodle Mobile	14	**Last Fortress** IM30	24	**Dynasty Legends 2**钛核互动	34	**Family Farm Adventure** Century Games	44	**Royal Match** Dream Games
5	**Word Trip** PlaySimple Games	15	**英雄戰紀** Bingchuan Network	25	**Lords Mobile** IGG	35	**Solitaire** Doodle Mobile	45	**Dislyte** Lilith Games
6	**Rise of Kingdoms** Lilith Games	16	**Sniper 3D** Wildlife Studios	26	**Roblox** Roblox	36	**Rise of Empires** IM30	46	**IDLE GOG** GameWinner
7	**歡樂大東家** EWORLD	17	**Animal Restaurant** DH Games	27	**RummyCircle** Play Games24x7	37	**Mighty Party** Panoramik Games	47	**FIFA Mobile** Electronic Arts
8	**Resortopia** DH Games	18	**Evony** Top Games	28	**Legend of the Phoenix** Modo Global	38	**幻想名將傳** Doki Studio	48	**Star Trek Fleet Command** Scopely
9	**Evertale** ZigZaGame	19	**Tennis Clash** Wildlife Studios	29	**Jackpot World™** Bole Games	39	**Puzzles & Survival** 37Games	49	**Homescapes** Playrix
10	**Two Dots** PlayDots	20	**Mafia City** Yotta Games	30	**富甲江戶城** Yogame Technology	40	**聖樹喚歌** Doki Studio	50	**超爆三國志** SpringGame

Top Mobile Games on the App Store in 2022

SocialPeta

⬇ **Download Chart**

#	Game	Developer	Genre
1	Subway Surfers	Sybo Games	Arcade
2	Stumble Guys	Kitka Games	Action
3	Roblox	Roblox	Adventure
4	Fishdom	Playrix	Puzzle
5	8 Ball Pool	Miniclip	Sports
6	Candy Crush Saga	King	Casual
7	Count Masters	AIBY	Casual
8	Among Us!	InnerSloth	Action
9	Magic Tiles 3	Amanotes	Music
10	Call of Duty®: Mobile	Tencent & Activision Blizzard	Action

#	Game	Developer	Genre
11	Coloring Match	Supersonic	Party Game
12	Fill The Fridge!	Rollic Games	Simulation
13	Wordle!	Lion Studios	Casual
14	PUBG MOBILE	Tencent	Action
15	Going Balls	Supersonic	Casual
16	Bridge Race	Supersonic	Casual
17	Garena Free Fire	Garena	Action
18	Clash Royale	Supercell	Strategy
19	Township	Playrix	Casual
20	FIFA Mobile	Electronic Arts	Sports

#	Game	Developer	Genre
21	Survivor!.io	Habby	Casual
22	Royal Match	Dream Games	Puzzle
23	Homescapes	Playrix	Casual
24	UNO!™	Mattel163	Party
25	X-HERO	Bingchuan Network	RPG
26	Apex Legends Mobile	Electronic Arts	Action
27	Evony	Top Games	Strategy
28	Clash of Clans	Supercell	Strategy
29	Pokémon GO	Niantic	Adventure
30	Parking Jam 3D	Popcore	Casual

Top Mobile Games on the App Store in 2022

$ Revenue Chart

#	Game	Publisher	Genre
1	Candy Crush Saga	King	Casual
2	Roblox	Roblox	Adventure
3	Genshin Impact	miHoYo	Adventure
4	Pokémon GO	Niantic	Adventure
5	モンスターストライク	XFLAG	RPG
6	Coin Master	Moon Active	Casual
7	Clash of Clans	Supercell	Strategy
8	ウマ娘 プリティーダービー	Cygames	Adventure
9	Royal Match	Dream Games	Puzzle
10	Homescapes	Playrix	Casual
11	プロ野球スピリッツA	KONAMI	Sports
12	パズル＆ドラゴンズ	GungHo Online Entertainment	Puzzle
13	PUBG MOBILE	Tencent	Action
14	Fate/Grand Order	Aniplex	RPG
15	Call of Duty®: Mobile	Tencent & Activision Blizzard	Action
16	Evony	Top Games	Strategy
17	Puzzles & Survival	37Games	Strategy
18	Clash Royale	Supercell	Strategy
19	Gardenscapes	Playrix	Casual
20	State of Survival	FunPlus	Strategy
21	Rise of Kingdoms	Lilith Games	Strategy
22	Fishdom	Playrix	Puzzle
23	Garena Free Fire	Garena	Action
24	리니지W	NCSOFT	RPG
25	Knives Out	NetEase Games	Adventure
26	ドラゴンクエストウォーク	SQUARE ENIX	RPG
27	Toon Blast	Peak	Casual
28	Age of Origins	Camel Games	Strategy
29	Township	Playrix	Casual
30	Top War	RiverGame	Strategy

Top Global Mobile Games by Advertising in 2022 | Android

SocialPeta

1	**Jackpot World™** Bole Games	11	**英雄戰紀** Bingchuan Network	21	**Wolf Adventure** Rollic Games	31	**Mighty Party** Panoramik Games	41	**State of Survival** FunPlus
2	**The Grand Mafia** Yotta Games	12	**Fill The Fridge** Rollic Games	22	**The Ants** StarUnion	32	**Two Dots** PlayDots	42	**Breaker Fun** mogame
3	**Lords Mobile** IGG	13	**Rise of Empires** IM30	23	**Fishdom** Playrix	33	**Vegas Live Slots** PLAYDOG	43	**Solitaire Home Design** Betta Games
4	**Evony** Top Games	14	**Kingdom Guard** Tap4Fun	24	**Tap Color Pro** Century Games	34	**Homescapes** Playrix	44	**JinJinJin** IGS
5	**Scatter Slots** Murka Games	15	**Last Fortress** IM30	25	**Braindom 2** Matchingham Games	35	**Chapters** Crazy Maple Studio	45	**Travel Center Tycoon** SONOW
6	**Epic Heroes** Bingchuan Network	16	**Treasure Anubis** App Keep Studio	26	**Crowd Evolution!** Rollic Games	36	**Crazy Fox** Astak Tech	46	**富甲江戶城** Yogame Technology
7	**Pharaoh's Slinger** Dheeraj maurya	17	**Tiles Hop** Amanotes	27	**Puzzles & Survival** 37Games	37	**Rise of Kingdoms** Lilith Games	47	**Coffee Stack** Rollic Games
8	**Mafia City** Yotta Games	18	**Jackpot Master™** Zeroo Gravity Games	28	**Township** Playrix	38	**Yalla Ludo** Yalla	48	**Find Out** EYEWIND
9	**麻將 明星3缺1** IGS	19	**Lotsa Slots** Bole Games	29	**Water Sort** IEC	39	**Pethereum** Loop Games A.S.	49	**Coloring Book** Doodle Mobile
10	**Tongits Go** PlayJoy	20	**Cash Frenzy™** Bole Games	30	**Coin Pet** ASIA YUTAI NETWORK	40	**Coin Master** Moon Active	50	**Braindom** Matchingham Games

Top Mobile Games on Google Play in 2022

⬇ Download Chart

1	**Subway Surfers** Sybo Games	Arcade	
2	**Ludo King™** Gametion	Board	
3	**Candy Crush Saga** King	Casual	
4	**Free Fire MAX** Garena	Action	
5	**Stumble Guys** Kitka Games	Action	
6	**Roblox** Roblox	Adventure	
7	**Race Master 3D** SayGames	Racing	
8	**Bridge Race** Supersonic	Casual	
9	**Garena Free Fire** Garena	Action	
10	**My Talking Tom 2** Jinke Tom	Casual	

11	**Carrom Pool** Miniclip	Sports
12	**My Talking Tom Friends** Jinke Tom	Casual
13	**Traffic Rider** Soner Kara	Racing
14	**Piano Fire** EDAYSOFT	Music
15	**8 Ball Pool** Miniclip	Sports
16	**Hill Climb Racing** Fingersoft	Racing
17	**Merge Master** HOME GAMES	Arcade
18	**Temple Run** Imangi	Arcade
19	**DOP 4** SayGames	Puzzle
20	**Soccer Super Star** GameGou	Sports

21	**Subway Princess Runner** IvyMobile	Arcade
22	**Going Balls** Supersonic	Casual
23	**FIFA Mobile** Electronic Arts	Sports
24	**Tall Man Run** Supersonic	Casual
25	**Truck Simulator** Games Wing	Simulation
26	**My Talking Angela 2** Jinke Tom	Casual
27	**Snake Lite** Hippo Lab	Action
28	**Antistress** JindoBlu	Puzzle
29	**Magic Tiles 3** Amanotes	Music
30	**Tiles Hop** Amanotes	Music

Top Mobile Games on Google Play in 2022

$ Revenue Chart

#	Game	Publisher	Category
1	Coin Master	Moon Active	Casual
2	Candy Crush Saga	King	Casual
3	Roblox	Roblox	Adventure
4	Genshin Impact	miHoYo	Adventure
5	Pokémon GO	Niantic	Adventure
6	Gardenscapes	Playrix	Casual
7	Garena Free Fire	Garena	Action
8	Evony	Top Games	Strategy
9	Clash of Clans	Supercell	Strategy
10	State of Survival	FunPlus	Strategy
11	PUBG MOBILE	Tencent	Action
12	Homescapes	Playrix	Casual
13	Fishdom	Playrix	Puzzle
14	Royal Match	Dream Games	Puzzle
15	Empires & Puzzles	Zynga	Puzzle
16	Township	Playrix	Casual
17	Lords Mobile	IGG	Strategy
18	RAID	Plarium	RPG
19	Candy Crush Soda Saga	King	Casual
20	Call of Duty®: Mobile	Tencent & Activision Blizzard	Action
21	Fate/Grand Order	Aniplex	RPG
22	Bingo Blitz™	Playtika	Board
23	Puzzles & Survival	37Games	Strategy
24	Rise of Kingdoms	Lilith Games	Strategy
25	Top War	RiverGame	Strategy
26	Solitaire Grand Harvest	Supertreat	Card
27	Family Island™	Melsoft	Casual
28	Rise of Empires	IM30	Strategy
29	Mobile Legends: Bang Bang	MOONTON	Action
30	Last Shelter: Survival	IM30	Strategy

Top Global Game Companies by Advertising in 2022

#	Company Names		Deduplicated creatives	Advertised Products	Mainly advertised products	#	Company Names		Deduplicated creatives	Advertised Products	Mainly advertised products
1	Rollic Games	🇹🇷	313.5K	208		11	Supersonic	🇮🇱	71.1K	177	
2	Bole Games	🇨🇳	147.4K	14		12	Century Games	🇨🇳	68.7K	22	
3	VOODOO	🇫🇷	117K	440		13	IGS	🇨🇳	61.6K	14	
4	Playrix	🇮🇪	106.3K	18		14	Murka Games	🇨🇾	61.4K	24	
5	Yotta Games	🇨🇳	91.3K	6		15	HOME GAMES GAMES	🇫🇷	60.8K	126	
6	IGG	🇨🇳	82.2K	37		16	YSO Corp	🇫🇷	59.7K	405	
7	Zynga	🇺🇸	80.8K	66		17	Easybrain	🇧🇾	58.6K	42	
8	Lion Studios	🇺🇸	78.6K	300		18	Azur Interactive Games	🇨🇾	58.5K	187	
9	Matchingham Games	🇬🇧	72.4K	34		19	Learnings	🇨🇳	52.6K	7	
10	SayGames	🇧🇾	71.1K	212		20	IM30	🇨🇳	51.1K	6	

25

Insights into Global Mobile Game Marketing of Top Genres

3.1

Insights into Strategy Game Marketing
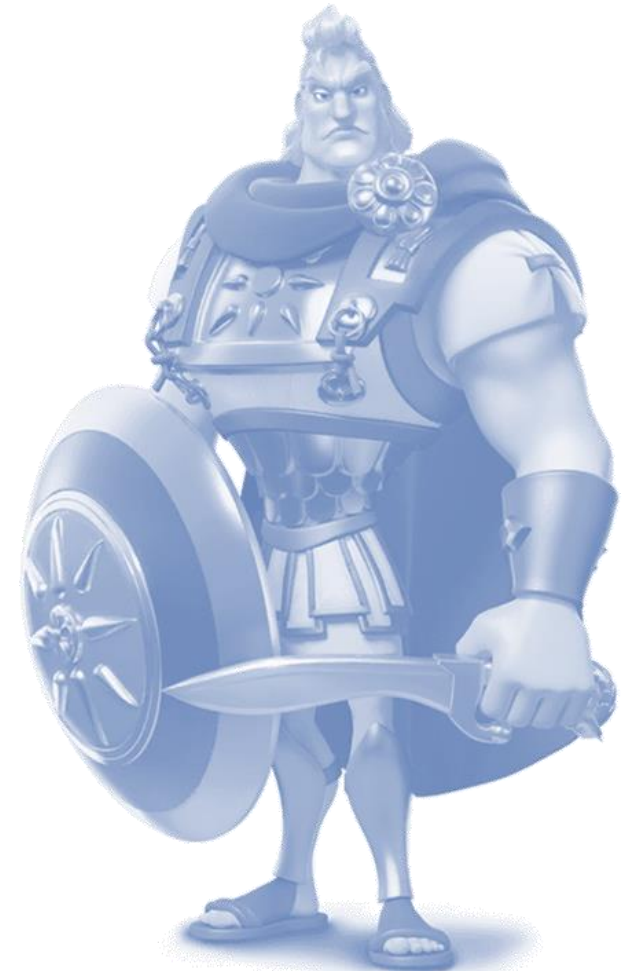
Downloads/Revenue of Strategy Games

SocialPeta

In 2022, the total downloads of strategy mobile games increased by 10.52% YoY. The estimate revenue declined by 9.48% YoY.

In terms of platform sources, the proportion of Google Play on the download side decreased by about 2.45% compared with last year, while the proportion of the App Store on the revenue side increased by about 1.54% In general, the growth rate of downloads of strategy mobile games is slightly higher than the overall average, while the revenue is lower than the overall change.

Annual downloads changes of global Strategy Games（2021-2022）

Google Play 60.69%

10.52% ↑

Google Play 58.24%

2021

2022

Annual revenue changes of global Strategy Games（2021-2022）

App Store 74.5%

9.48% ↓

App Store 76.04%
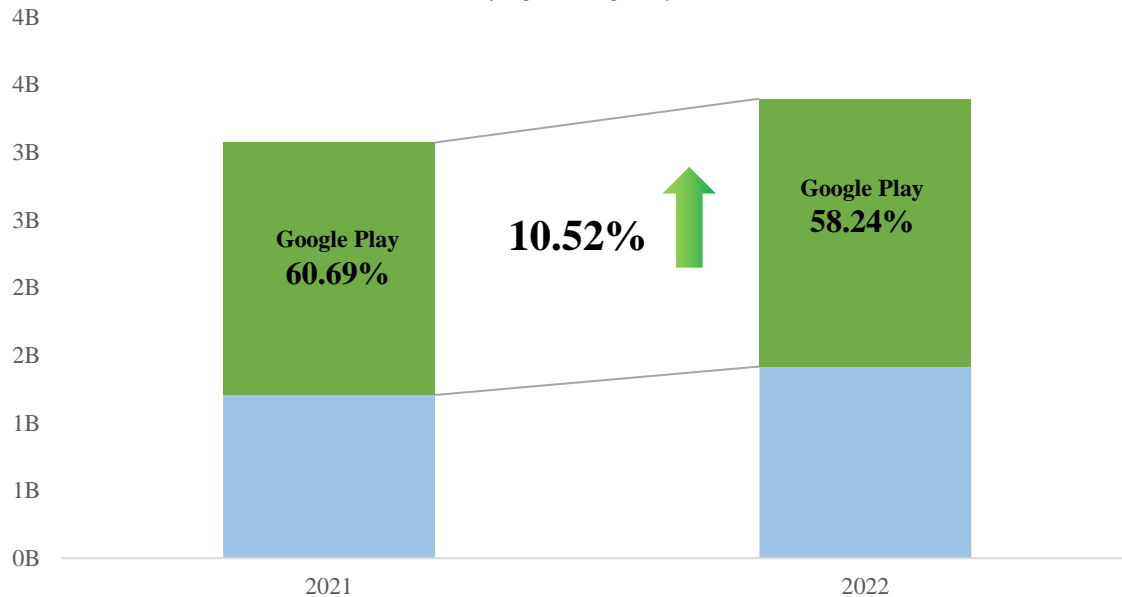
2021
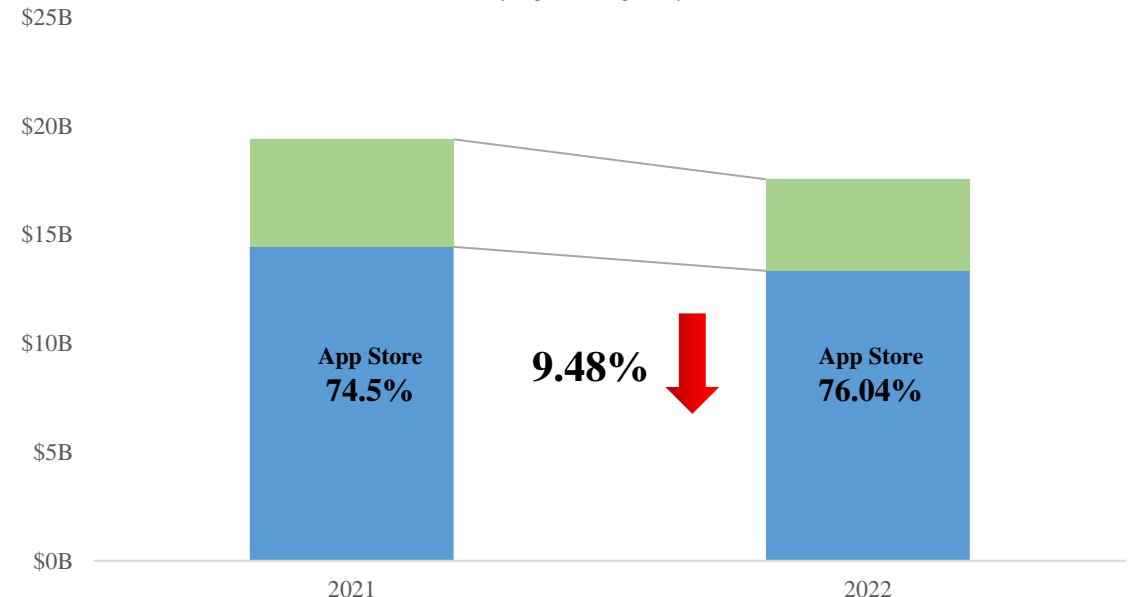
2022

Insights into Global Strategy Game Advertising

SocialPeta

In 2022, there were over 4500 strategy game advertisers. New creatives were 30% less in May and September

In H2 2022, total number of strategy game advertisers increased by 12.5% YoY and by 8% as compared to H1 2022. There were nearly 1700 advertisers in H2.

The total number of strategy game advertisers remained the same. Less new creatives were advertised in May. Affected by the purchasing of mini games, the number of new creatives rebounded.

Legend: Advertisers | Proportion of new creatives
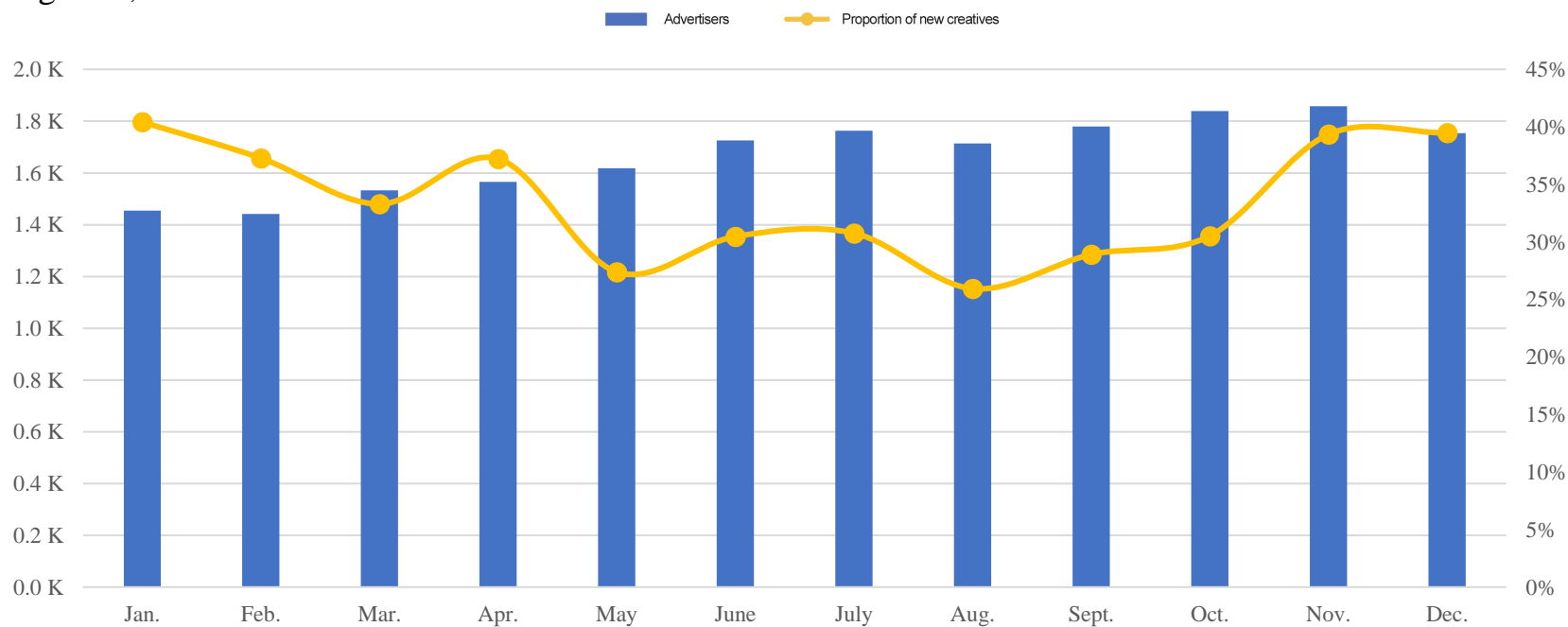
Monthly Active Advertisers

1671

Percentages of New Creatives

33.42%

Source: SocialPeta, based on data retrieved from backend data sources
Date Range：2022/1~2022/12

Insights into Strategy Game Advertising in Different Regions

Southeast Asia, HK, Macao & TW contributed the most strategy game advertisers

Southeast Asian strategic advertisers accounted for as high as 5.79%; African strategic materials accounted for 11.22%, the highest proportion.

Percentages of Strategy Game Advertiser in Different Regions

- Southeast Asia
- HK, Macao & TW
- JP & ROK
- Middle East
- Africa
- Oceania
- Europe
- South Asia
- South America
- North America

(0%, 2%, 4%, 6%, 8%)

5%

Percentages of Global Strategy Game **Advertisers**

11%

Percentages of Global Strategy Game **Creatives**
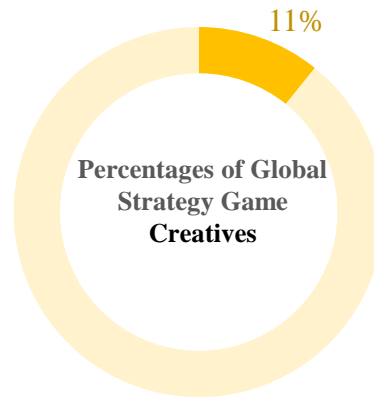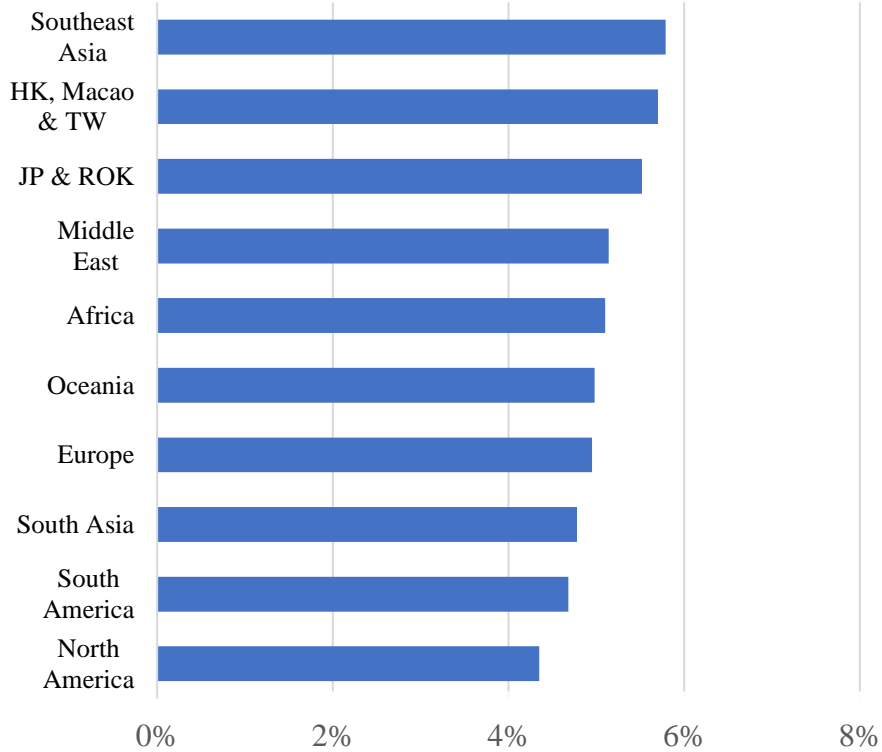
Percentages of Strategy Game Creative in Different Regions

- Africa
- Southeast Asia
- Middle East
- HK, Macao…
- Europe
- Oceania
- South America
- JP & ROK
- North America
- South Asia

(0%, 2%, 4%, 6%, 8%, 10%, 12%)

Source: SocialPeta, based on data retrieved from backend data sources. HK, Macao & TW: it's short for Hong Kong (China), Macao (China), and Taiwan (China).
Date Range：2022/1-2022/12 Note: Some advertisers release creatives in multiple countries, so regional new creatives generally account for a smaller share than global new creatives

Insights into Advertising of Strategy Games on iOS & Android

SocialPeta

There were over 2500 strategy game advertisers in Q4. The number of strategic advertisers on the iOS side is slightly dominant.

The proportion of strategic advertisers on the iOS side is slightly higher, but the Android side is more aggressive in creative advertising. The average creative volume of the Android side in 2022 is 1,108, which is 80% higher than that of the iOS side.

Trends of Advertisers on iOS & Android

Percentages of Advertisers
52%
48%

Percentages of Creatives
38%
62%

Android | **1108** Annual Creatives in 2022

iOS | **607** Annual Creatives in 2022
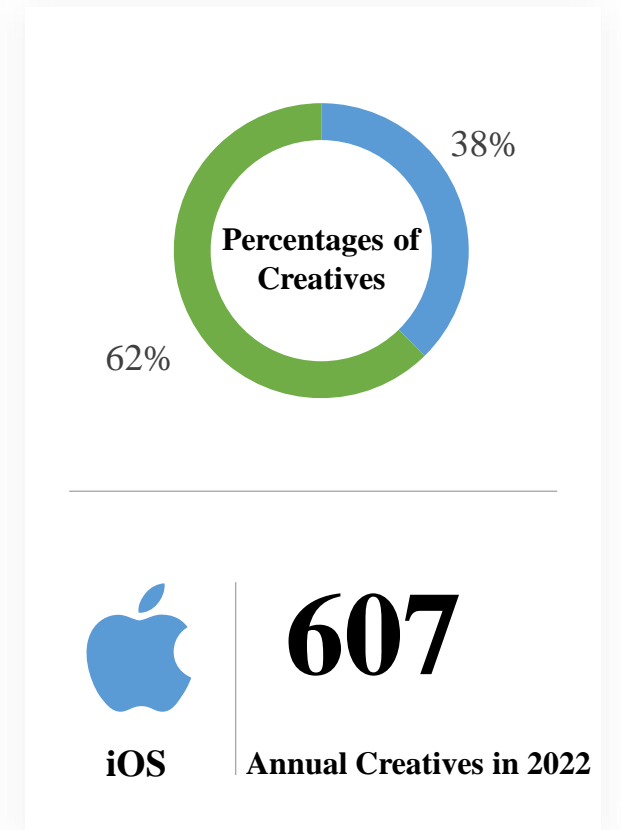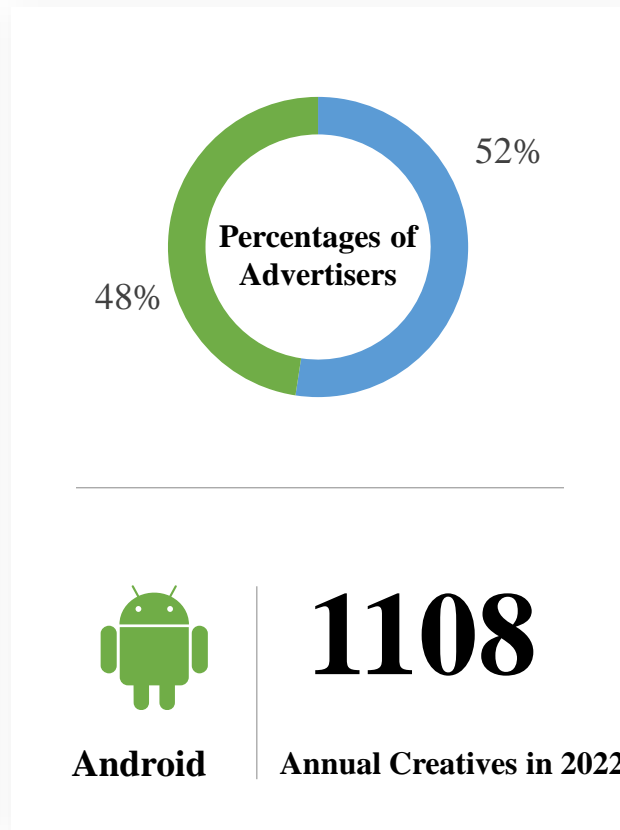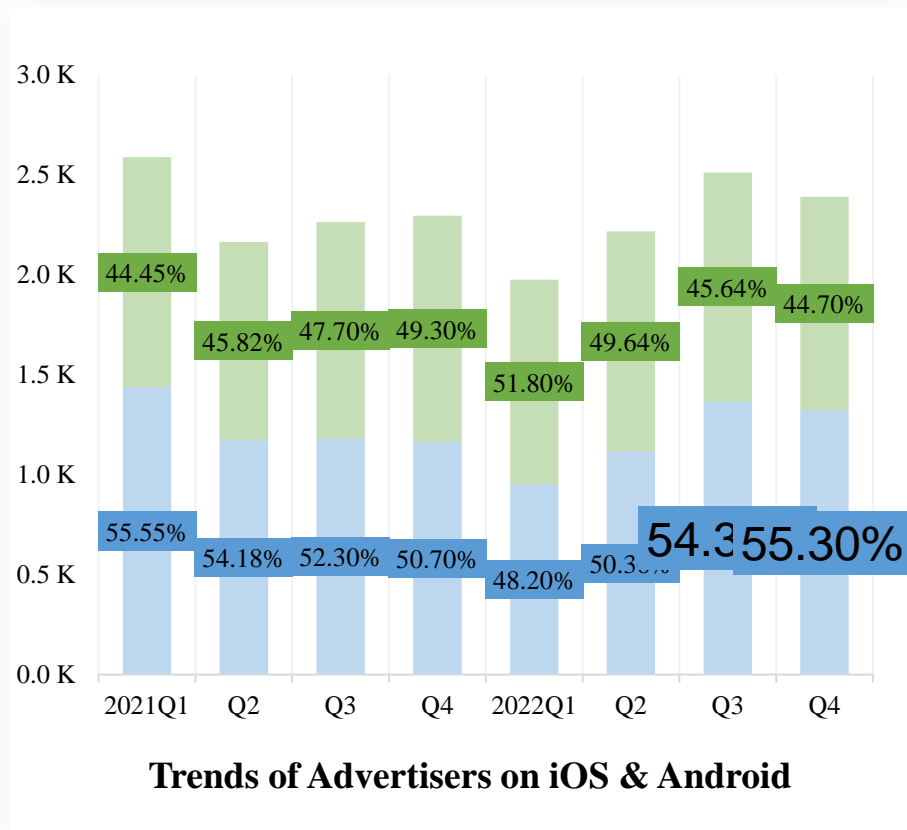
Top 10 Strategy Games by Advertising

iOS

1	**The Ants** StarUnion	Ants SLG
2	**Rise of Kingdoms** Lilith Games	Battle SLG
3	**歡樂大東家** EWORLD	Business Simulation
4	**The Grand Mafia** Yotta Games	Mafia SLG
5	**Last Fortress** IM30	Apocalypse SLG
6	**Evony** Top Games	Battle SLG
7	**Mafia City** Yotta Games	Mafia SLG
8	**State of Survival** FunPlus	Apocalypse SLG
9	**Kingdom Guard** TAP4FUN	Tower Defense SLG
10	**Lords Mobile** IGG	Tower Defense SLG

Android

1	**The Grand Mafia** Yotta Games	Mafia SLG
2	**Lords Mobile** IGG	Tower Defense SLG
3	**Rise of Empires** IM30	Battle SLG
4	**Kingdom Guard** TAP4FUN	Tower Defense SLG
5	**Last Fortress** IM30	Apocalypse SLG
6	**Evony** Top Games	Battle SLG
7	**The Ants** StarUnion	Ants SLG
8	**Rise of Kingdoms** Lilith Games	Battle SLG
9	**Mafia City** Yotta Games	Mafia SLG
10	**Puzzles Survival** 37Games	Apocalypse SLG

Strategy Games leading in globalization

The games that topped the advertising charts of strategy games in 2022 were: StarUnion's [The Ants], with 12000 unique creatives on iOS, and Yotta Games' [The Grand Mafia], with nearly 40000 unique creatives on Android.

Except for the business simulation game [歡樂大東家], all the other games in the top 10 are SLGs. Most of them are about animals, survival, and wars. All mafia games are from Yotta Games.

Overall, there was intense competition in subjects, creativity, and advertising in the global market.

Source: SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low
Date Range：2022/1-2022/12

32

Top Strategy Game Advertisers
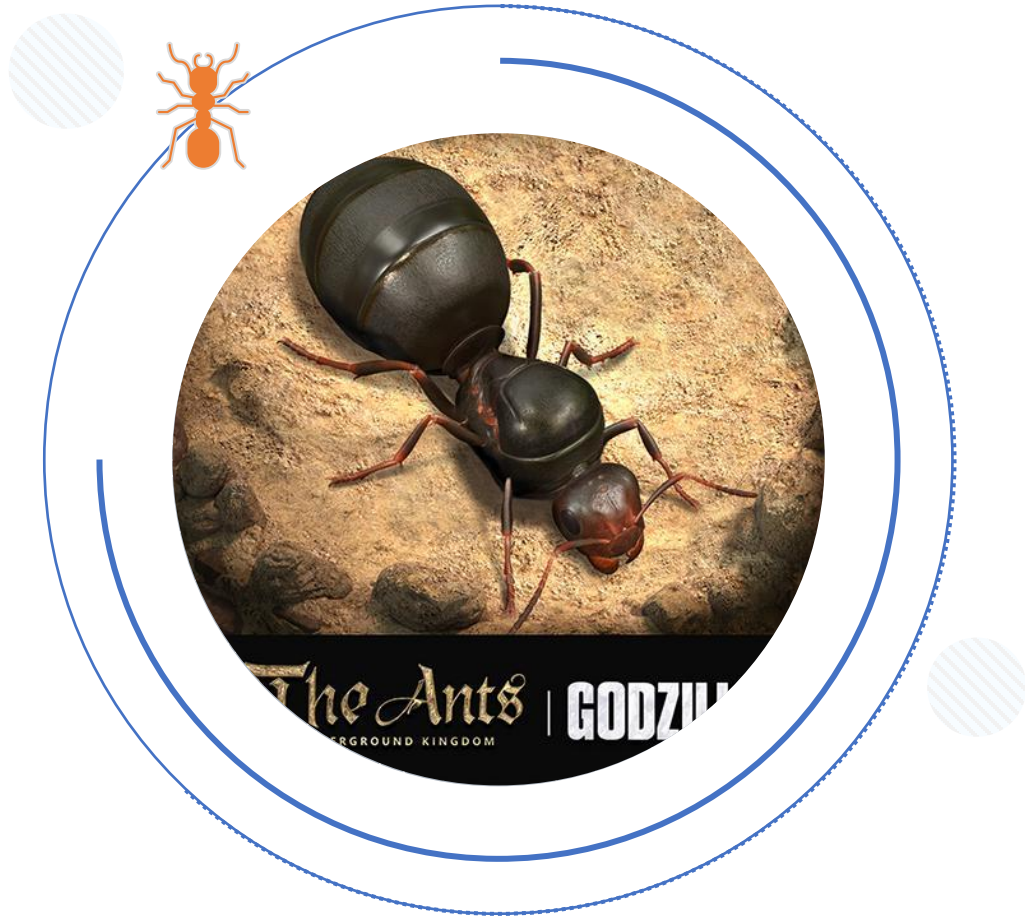
The Ants: Underground Kingdom

StarUnion

[The Ants: Underground Kingdom], released by StarUnion, is a strategy SLG featuring ants. This game opened a new SLG type: animal simulation.

In 2022, [The Ants] had about 36000 unique creatives in total. For years, the game had remained among the top 10 Chinese games advertising-wise. And it currently stayed on the App Store's top 20 free strategy games in 11 countries/regions.

590+
Days of Duration

11.9K
Deduplicated Creatives on iOS

23.6K
Deduplicated Creatives on Android

Insights into Global Advertising of [The Ants]

Daily creatives on Android were 120% more than on iOS. Creatives were mainly released on Meta platforms.

Advertisers focused on Android. 3372 new creatives daily. The peak appeared in May and August. The peak showed 4600 creatives daily.

There were 1522 creatives on iOS daily. Creatives peaked on iOS in May when there were nearly 2800 daily creatives.

Advertising Platform

Daily Creatives on Android
3372

Daily Creatives on iOS
1522

Source: SocialPeta - Advertiser Analysis; based on advertisers' numbers of creatives captured and analyzed
Date Range：2022/1-2022/12

34
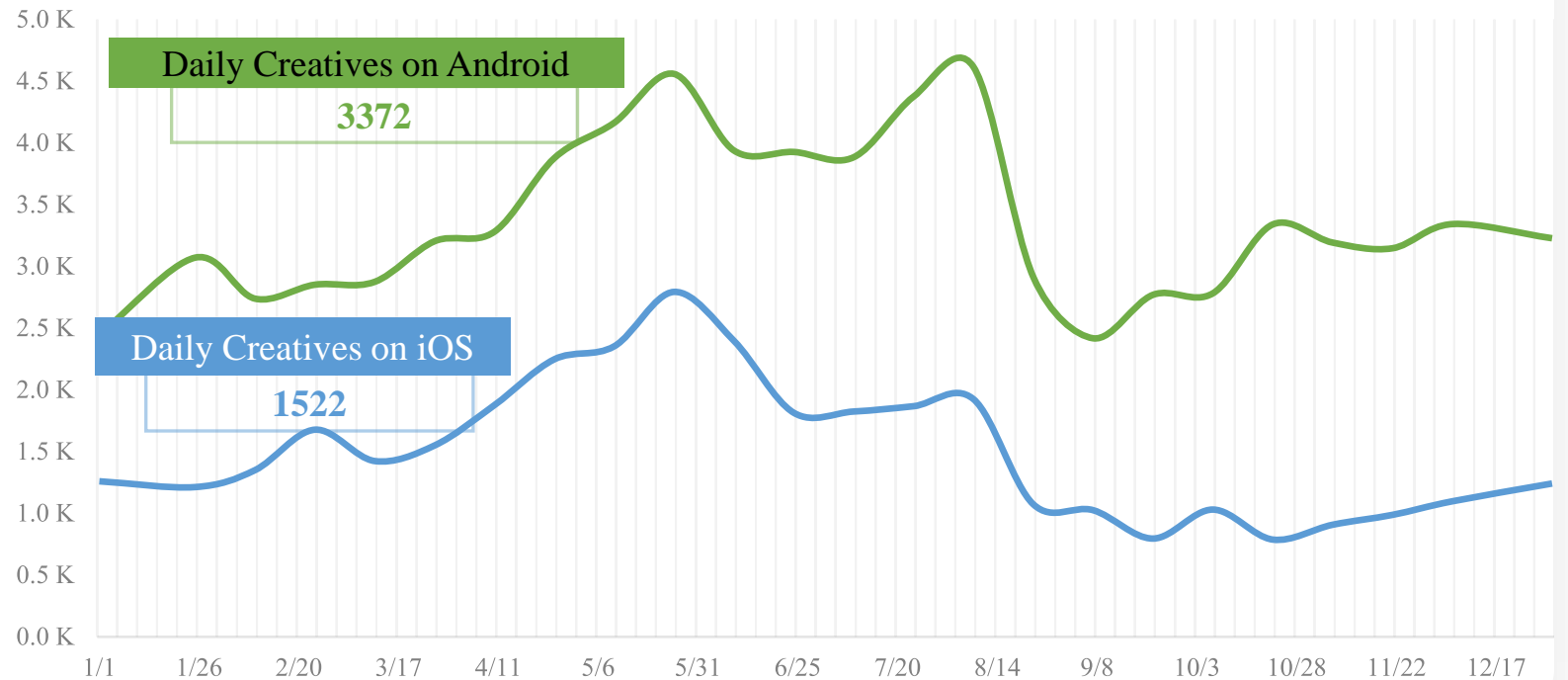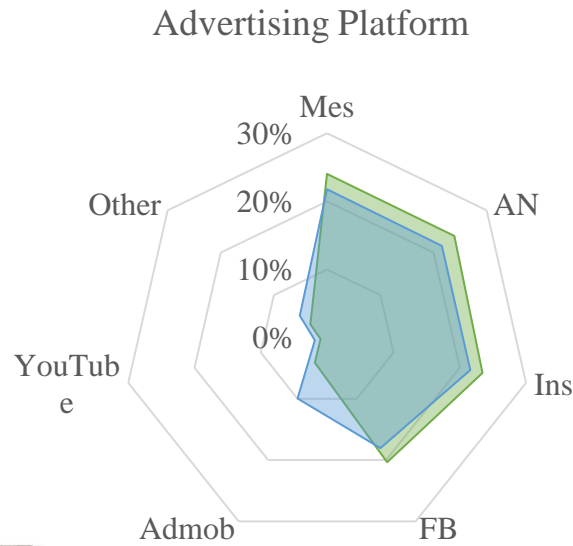
[The Ants]'s Hot Marketing Creative

Duration: 77 days

Dimensions: 640 * 640

Advertising Platform: FB News Feed

Advertising Copy:

Super Ants Army

Witness the rise of ANT EMPIRE!

◀ Click to view the complete creative

More interactive through drawing lines

Estimated Impressions: 1.1M

Popularity: 220

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range：2022/1-2022/12   Popularity (0-1000) is an overall numerical value related to ad duration, views, and market effect. Creatives with higher popularity are more competitive.

Popular Creatives of SLGs with Hot Themes

With a little innovation in gameplay, strategy SLGs focused on art and subjects and released "Casual + X" creatives.

Nautical adventure: PC gaming experience
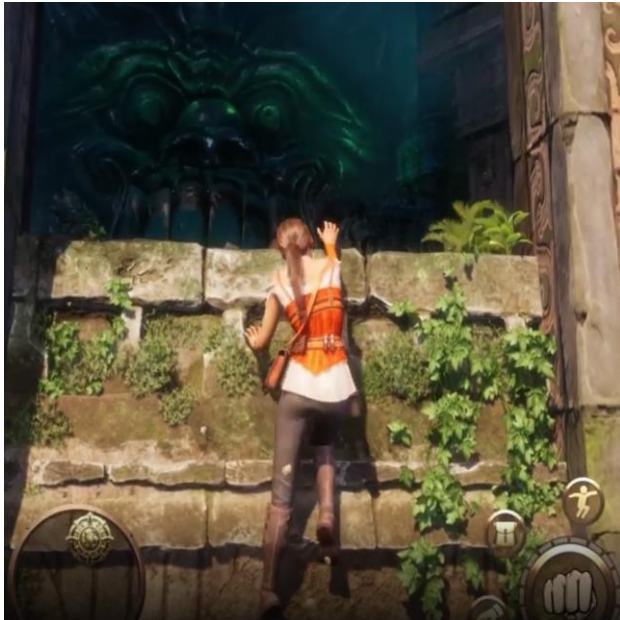
Post-apocalyptic survival: zombie siege
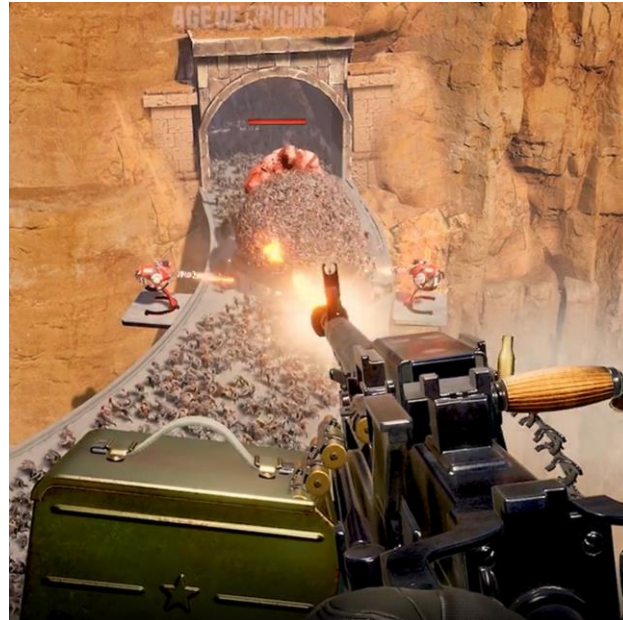
Western fantasy: romantic vampires

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: 2022/1-2022/12   Popularity (0-1000) is an overall numerical value related to ad duration, views, and market effect. Creatives with higher popularity are more competitive.

Popular Creatives of Strategy SLGs

As the major game genre in the global market, strategy game released "Casual + X" creatives.

Mixed gameplay: number growth + Roguelike
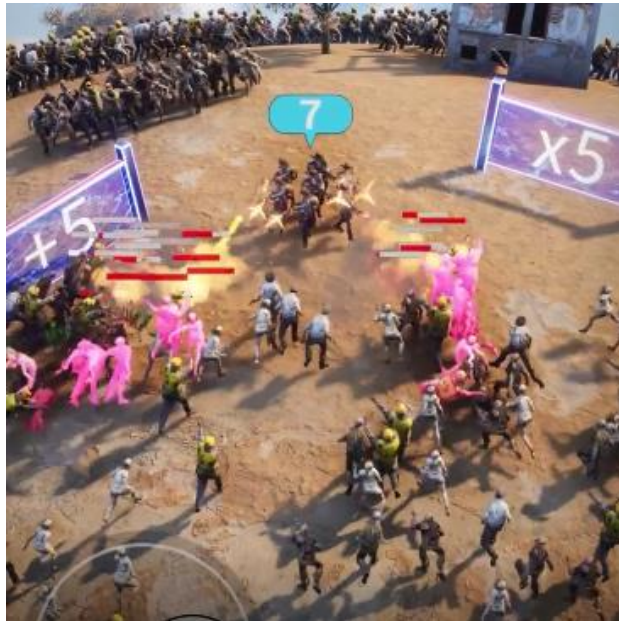
Click to view the complete creative

Attractive casual gameplay: tower climbing + failure

Click to view the complete creative

Cliff-hanger: impasse + life-or-death choice

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range：2022/1-2022/12

37
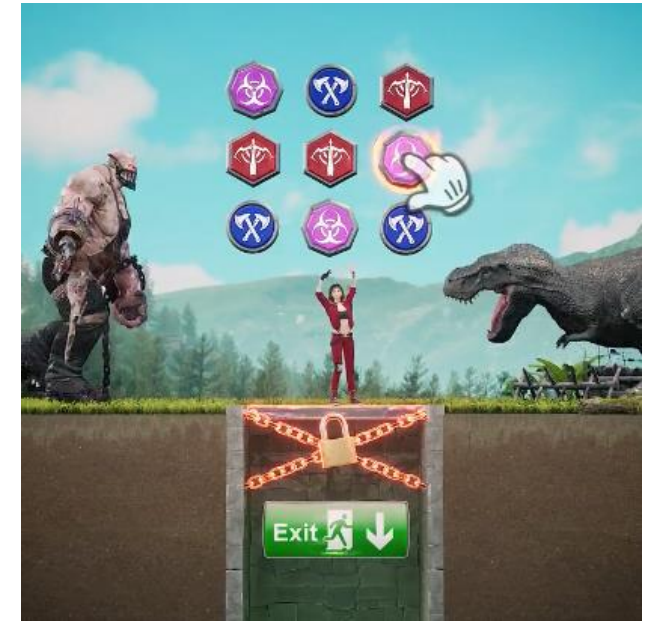
3.2 Insights into RPG Marketing

Downloads/Revenue of RPGs

In 2022, RPGs recorded an increase of approx. 4.76% YoY in total downloads and a decline of over 13.06% YoY in estimated revenue.

In terms of platforms, there was little change in the shares of downloads and revenue from different platforms, compared to the change in total downloads and revenue.

Overall, RPGs experienced a growth in downloads that was lower than the overall average growth, and a revenue decline that was greater than the overall change.

Annual downloads changes of global RPGs（2021-2022）

Google Play 66.41%

4.76%

Google Play 67.41%

2021

2022

Annual revenue changes of global RPGs（2021-2022）

App Store 69.75%

13.06%

App Store 68.94%

2021

2022

Source: Diandian, based on data retrieved from backend data sources
Date Range：2021/1-2022/12

39
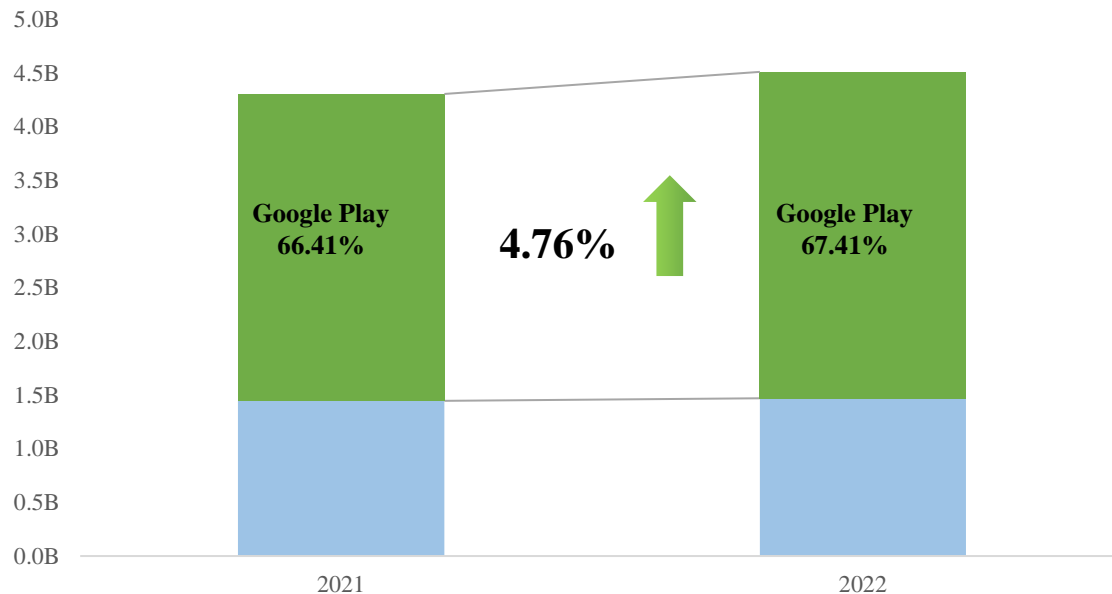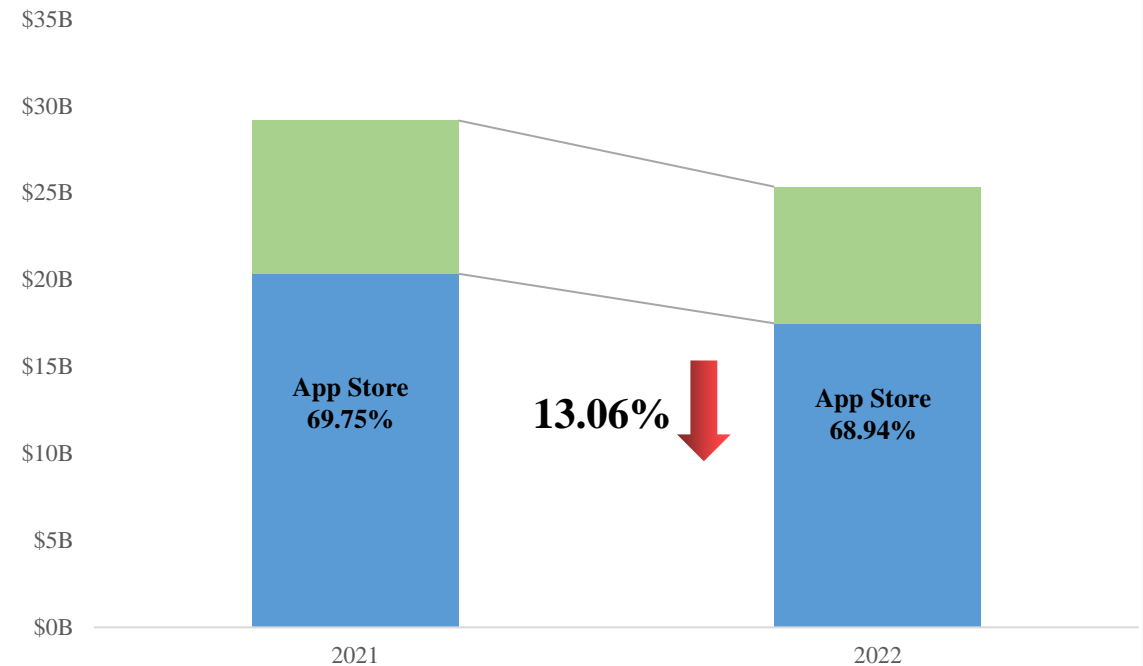
Insights into Global RPG Advertising

SocialPeta

In 2022, there were nearly 5000 RPG advertisers, with a significant increase in the proportion of new creatives' ads placement in August and November.

In H2 2022, the total number of strategy game advertisers increased by 6.9% YoY and by 18.3% as compared to H1 2022; and there were about 2500 monthly advertisers.

The total number of RPG advertisers showed an overall upward trend, while RPGs contributed the biggest share of new creatives which stabilized at about 41% since August.

Legend: ■ Advertisers — Proportion of new creatives

Chart x-axis: Jan., Feb., Mar., Apr., May, Jun., Jul., Aug., Sep., Oct., Nov., Dec.
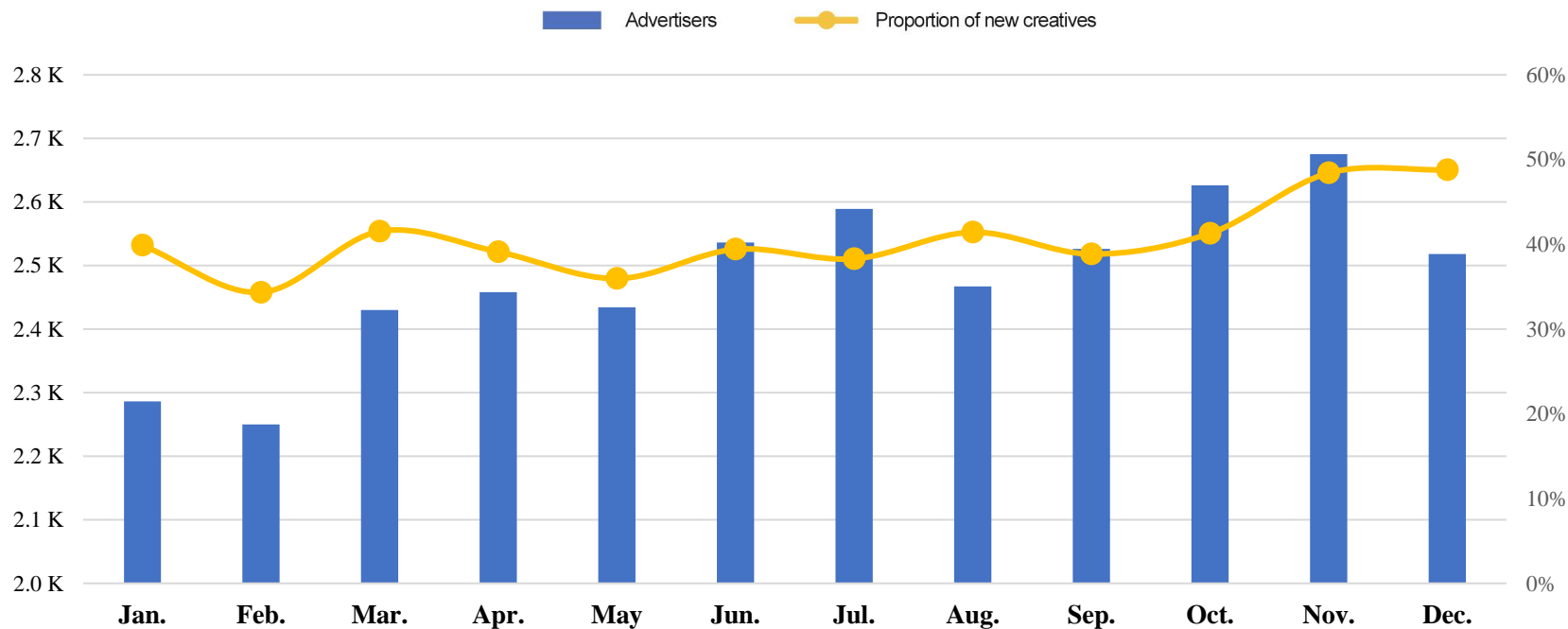
Monthly Active Advertisers

2483

Percentages of New Creatives

40.6%
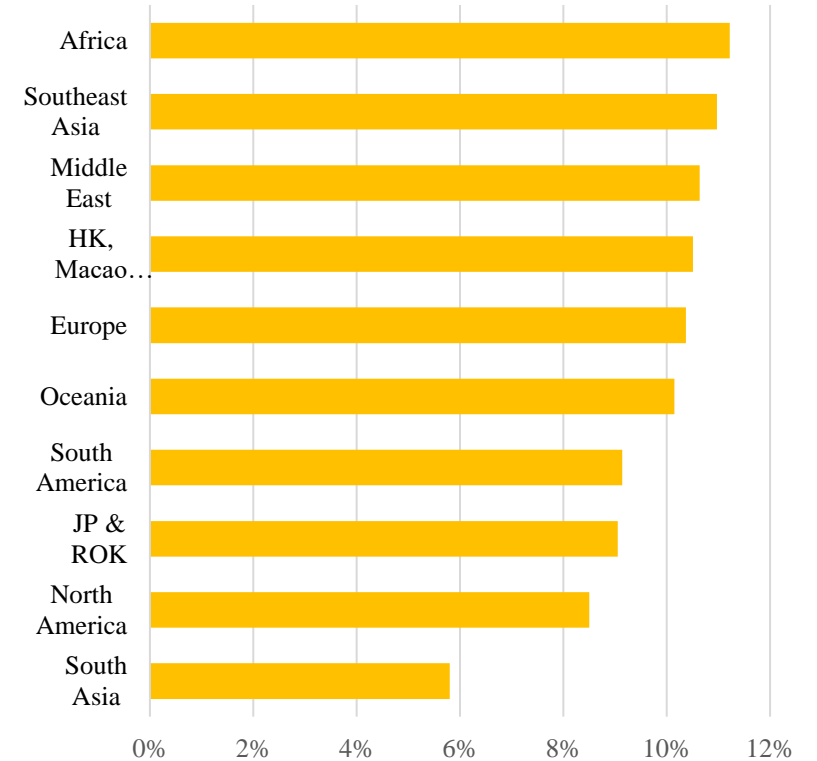
Insights into RPG Advertising in Different Regions

SocialPeta

RPG creatives accounted for a very big share, which was twice as big as RPGs' share of game advertisers in the world.

The Top 3 most popular markets were: HK, Macao & TW, JP & ROK, and Southeast Asia. Southeast Asia had 8.74% of RPG advertisers and 12.43% of RPG ad creatives.

Percentages of RPG Advertisers in Different Regions

Percentages of Global RPG Advertisers — 7%

Percentages of Global RPG Creatives — 14%
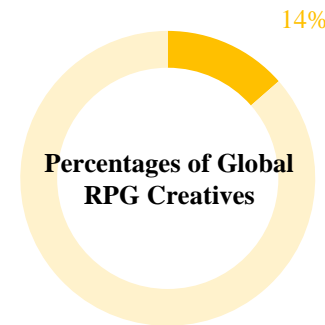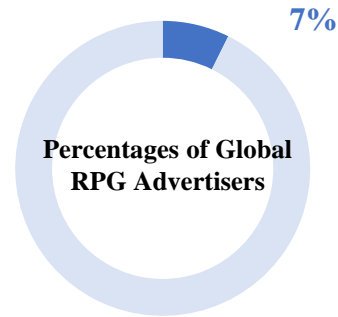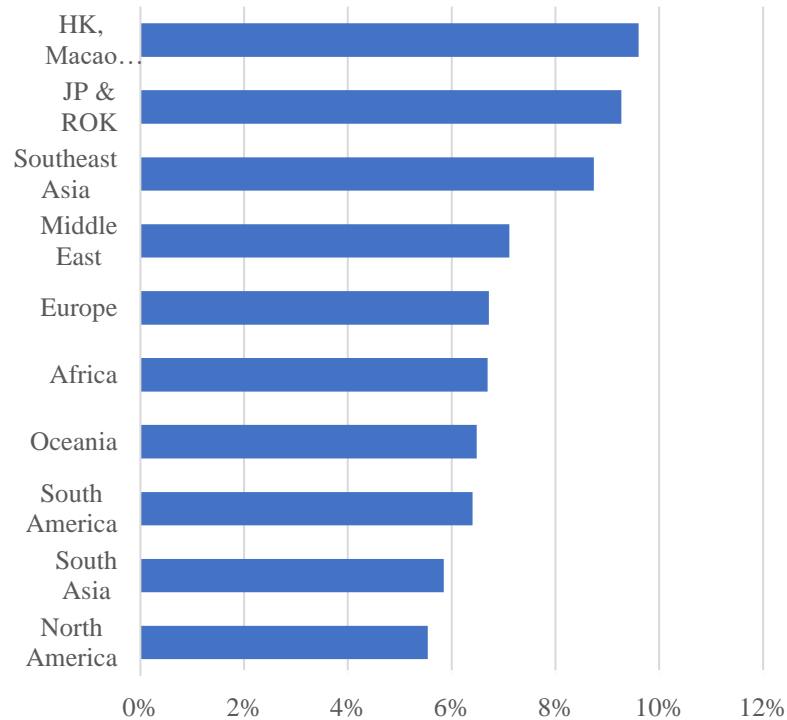
Percentages of RPG Creatives in Different Regions
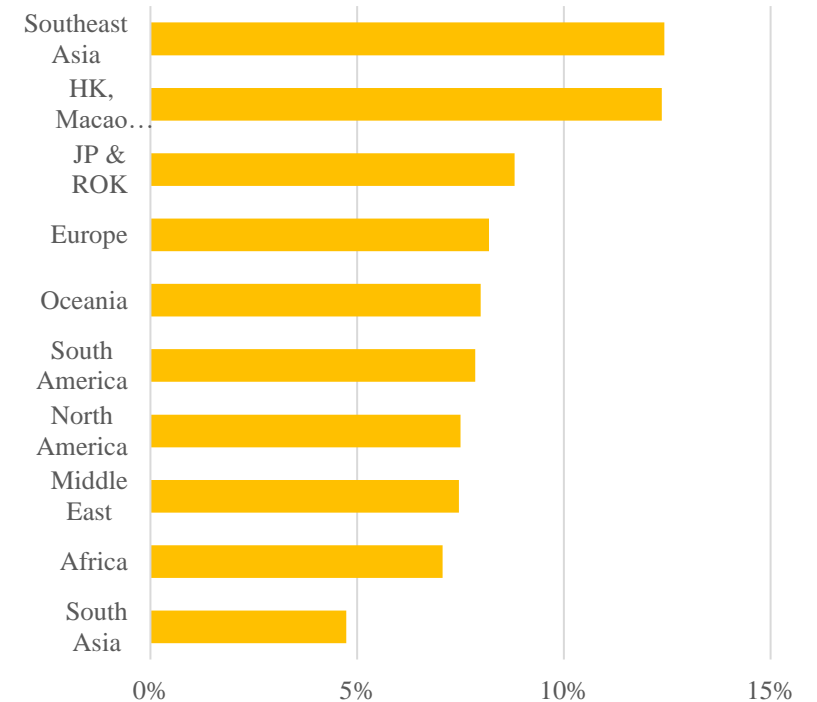
Insights into Advertising of RPGs on iOS & Android

Q4 saw over 3400 RPG advertisers, with equal numbers of advertisers on both iOS and Android and a 55% higher number of creatives on Android.

The share of iOS advertisers had stabilized at 45% until Q4 2022 when it rose back to 50%. There were an average of 909 creatives per advertiser on Android in 2022, 45% higher than on iOS.

Trends of Advertisers on iOS & Android

Percentages of Advertisers

48%

52%
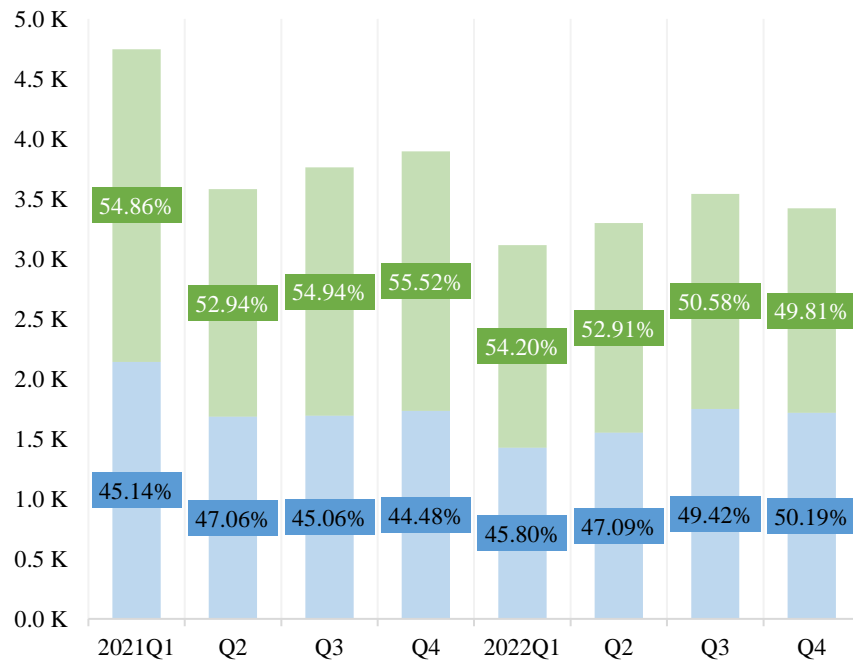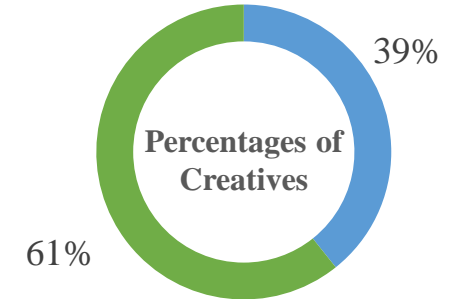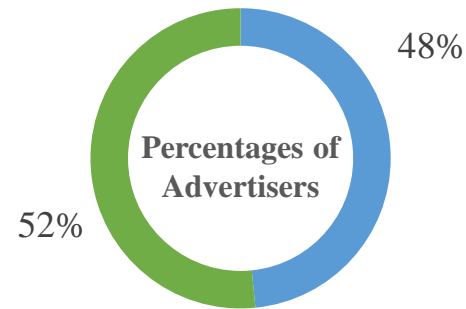
Android **909** Annual Creatives in 2022

Percentages of Creatives

39%

61%

iOS **627** Annual Creatives in 2022

Source: Diandian, based on data retrieved from backend data sources
Date Range：2021/1-2022/12

Top 10 RPGs by Advertising

iOS

1	**Evertale** ZigZaGame	Japanese SLG
2	**Legend of the Phoenix** Modo Global	Palace Scheming
3	花舞宮廷 Origin Mood	Palace Scheming
4	**Mighty Party** Panoramik Games	Wargame
5	**AFK Arena** Lilith Games	Card
6	一念逍遙 Leiting Games	Chinese Cultivation Clicker
7	聖樹喚歌 Doki Studio	Card
8	**Idle Heroes** DH Games	Card Clicker
9	**Nonstop Game** Big Kraken	Card Clicker
10	**Valor Legends** Century Games	Card

Android

1	**Epic Heroes** Bingchuan Network	Card RPG
2	**Mighty Party** Panoramik Games	Wargame
3	**Pethereum** Loop Games A.S.	Pet Simulation
4	花舞宮廷 Origin Mood	Palace Scheming
5	一念逍遙 Leiting Games	Chinese Cultivation Clicker
6	聖鑰 SpringGame	Chinese Cultivation MMO
7	**Mythic Heroes** IGG	Card Clicker
8	**Legend of the Phoenix** Modo Global	Palace Scheming
9	戀戀清庭:邂逅 Ludoo Games	Palace Scheming
10	一個官人一個妻 HEYYO GAME	Power Scheming

Hyper-casual mini games Dominates RPG Media-Buying

Mini-games featuring dog heads officially joined the advertising creatives in August Bingchuan Network's card RPG [Epic Heroes] was the RPG advertiser with the most deduplicated creatives in 2022. The game had nearly 40000 deduplicated creatives on Android.

[Valor Legends] had a total of 4200 creatives on iOS; [Mighty Party] had a total of around 20000 creatives on Android, quickly following the trend of dog heads.

Overall, hyper-casual mini-games were used to attract users as usual. And a stable number of cultivation card games and MMO games were launched in the Southeast Asian market.

Source: SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low

Date Range：2022/1-2022/12

43

Top RPG Advertisers

X-HERO (iOS)

Bingchuan Network

[X-HERO] is a **card idle RPG** of American anime style. The game was released for iOS in 2020. It once stayed on the chart of top 100 best-selling games for a short time, but it never stood out with its performance.

In August 2022, [X-HERO] was gaining great popularity again thanks to its new icon and "dog-head line-drawing" ad creatives. Later, the company's other card RPGs tried to combine the such creative pattern with the games, in order to attract more players through **the combination of hyper-casual gameplay and level-ups and through MiniGames.**

800+	8.3K	20-12-23
Days of Duration	**Deduplicated Creatives on iOS**	**Release Date**

Insights into Global Advertising of [X-HERO]

Mini games and updated icon make a global big hit

Creatives peaked twice in late August and middle December 2022, respectively. Each peak was reached when the game's icon had a major change. This year the game's icon was changed 5 times.

The game advertiser started to release more creatives in early May 2022 and its creatives peaked in late August at nearly 900 daily creatives.

Advertising Platform

Daily Creatives on iOS

421

Early

12 May 2022

9 Aug. 2022

26 Aug. 2022

1 Dec. 2022

15 Dec. 2022

Source: SocialPeta - Advertiser Analysis; based on advertisers' numbers of creatives captured and analyzed
Date Range: Jan. 2021 - Dec. 2022

45

[X-HERO]'s Hot Marketing Creative

Duration: 29 days

Dimensions: 540 * 960

Advertising Platform: TikTok

Advertising Copy:

How many levels can you pass？

◀ Click to view the complete creative

Popularity: 943

Estimated Impressions: 2.7M

The rise of saving-dog-head gameplay

MiniGames dominate the list of creatives

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2021 - Dec. 2022

46

[X-HERO]'s Hot Marketing Creative

MiniGames and ad creatives are combined into new **line-drawing creatives**

Block balls by drawing lines to become the best goalkeeper
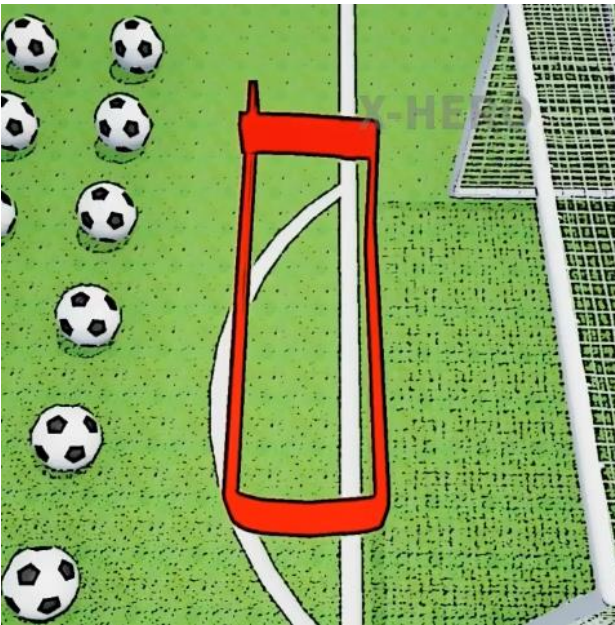
Click to view the complete creative

Start with an anime, saving the lovers

Click to view the complete creative

Break out of prison by drawing lines as ropeway

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2021 - Dec. 2022

47
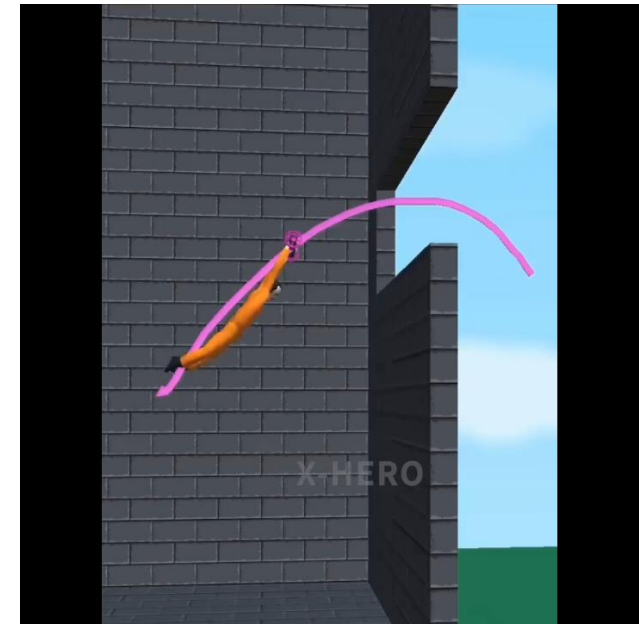
Popular Creatives of RPG's Other Mimi Games

Dog heads were not the only popular one, creatively drawing lines was also a hot gameplay

Reflection of Bullets
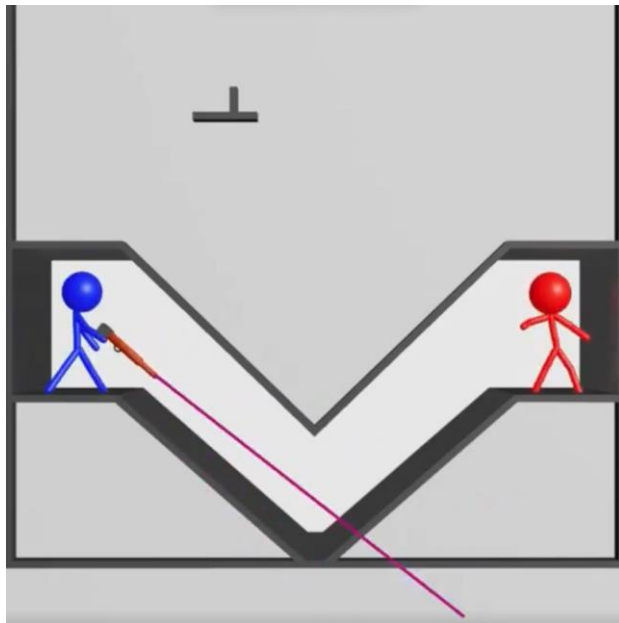
Click to view the complete creative

The Magical Brush

Click to view the complete creative

Merge in Line

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range：2022/1-2022/12

3.3

Insights into Simulation Game Marketing

Downloads/Revenue of Simulation Games

SocialPeta

In 2022, simulation games recorded an increase of about 10.65% YoY in total downloads and a decline of over 16.67% YoY in estimated revenue.

In terms of platforms, downloads from Google Play accounted for a bigger share, up 2.15% YoY, while revenue from the App Store accounted for a small share, down 2.61%.

Overall, simulation games experienced a growth in downloads that was higher than the overall average growth, and a revenue decline that was greater than the overall change.

Annual downloads changes of global Simulation Games（2021-2022）
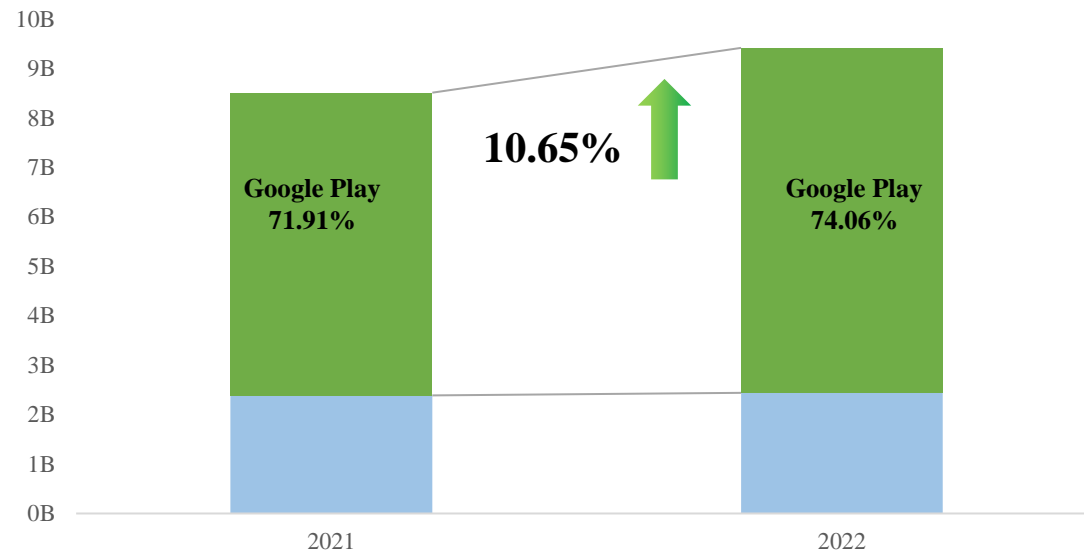
Annual revenue changes of global Simulation Games（2021-2022）
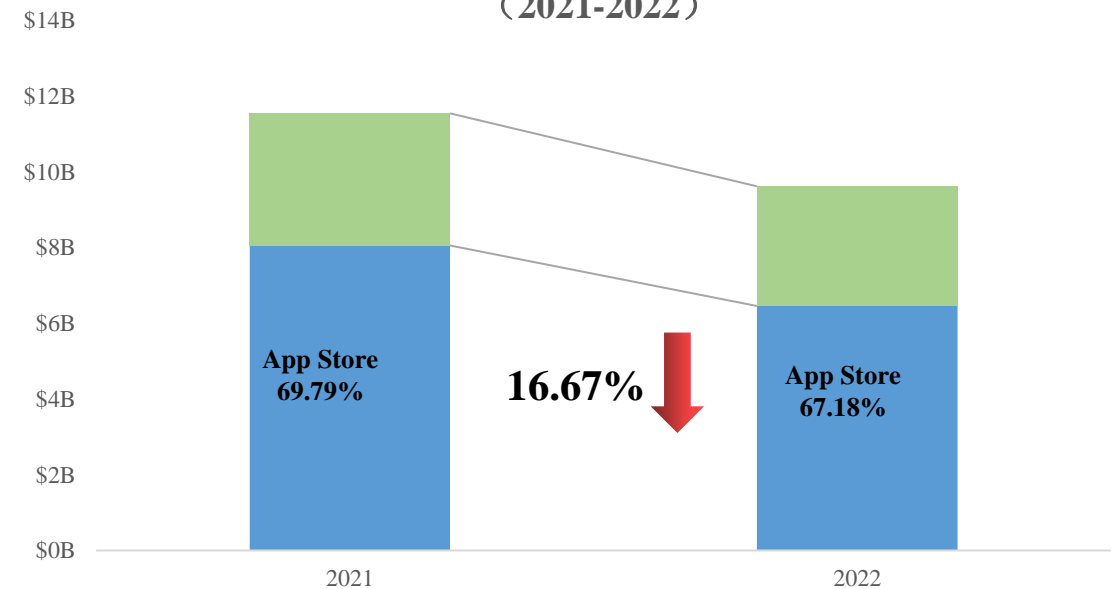
Insights into Global Simulation Game Advertising

SocialPeta

In 2022, there were over 9600 simulation game advertisers. The number of advertisers and the share of new creatives peaked in November.

In H2 2022, the total number of simulation game advertisers increased by 36.7% YoY and by 19.8% as compared to H1 2022; and there were nearly 3300 monthly advertisers.

Simulation game advertisers increased significantly in the first half of this year, and new creatives started to rise steadily in May.

Legend: Advertisers ▬ Proportion of new creatives
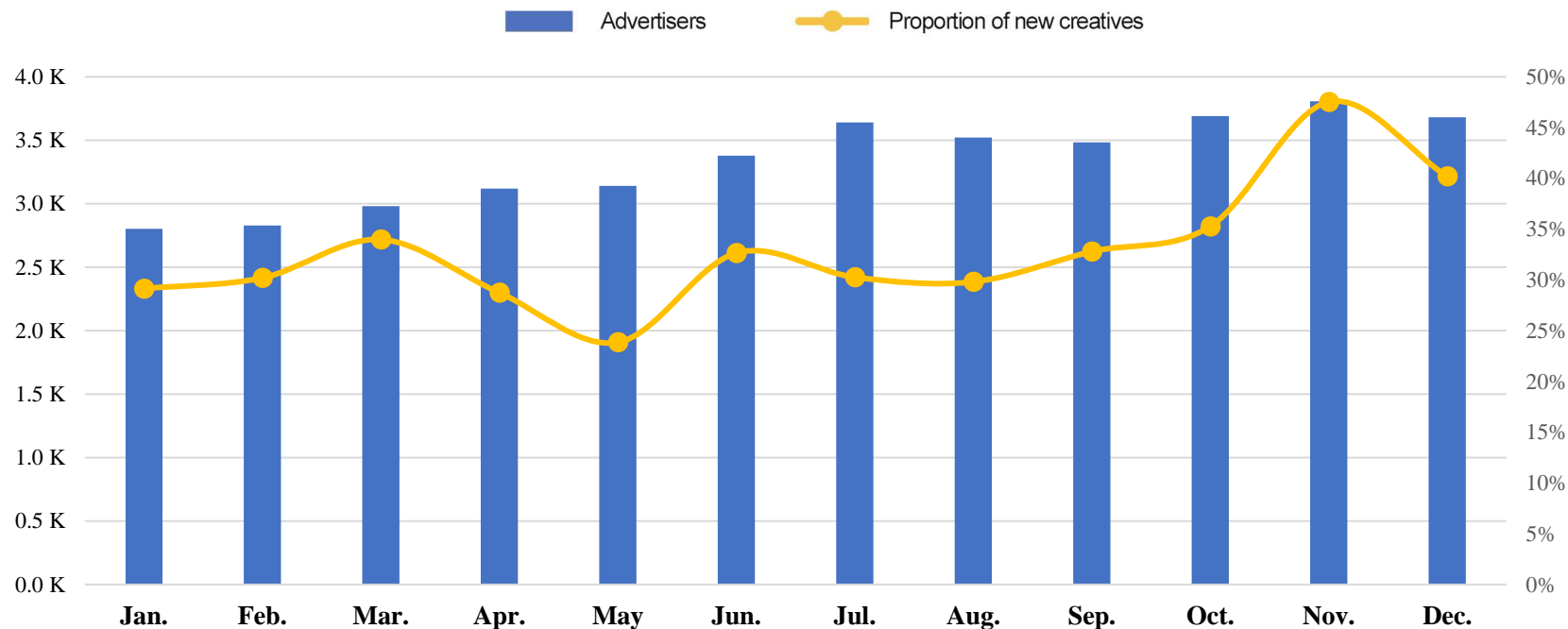
Monthly Active Advertisers

3281

Percentages of New Creatives

31.2%

Insights into Simulation Game Advertising in Different Regions

Simulation game advertisers accounted for the biggest shares in JP & ROK, and HK, Macao & TW regions.

Simulation game advertisers accounted for 10.94% of Africa. Simulation game creatives accounted for the biggest share of 11.83%.

Percentages of Simulation Advertiser in Different Regions

Percentages of Global Simulation Advertisers — 10%

Percentages of Global Simulation Creatives — 11%
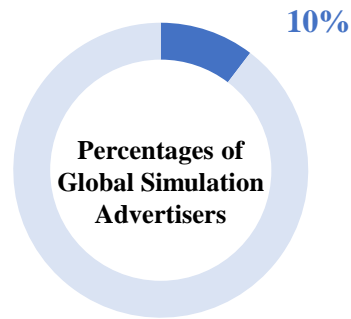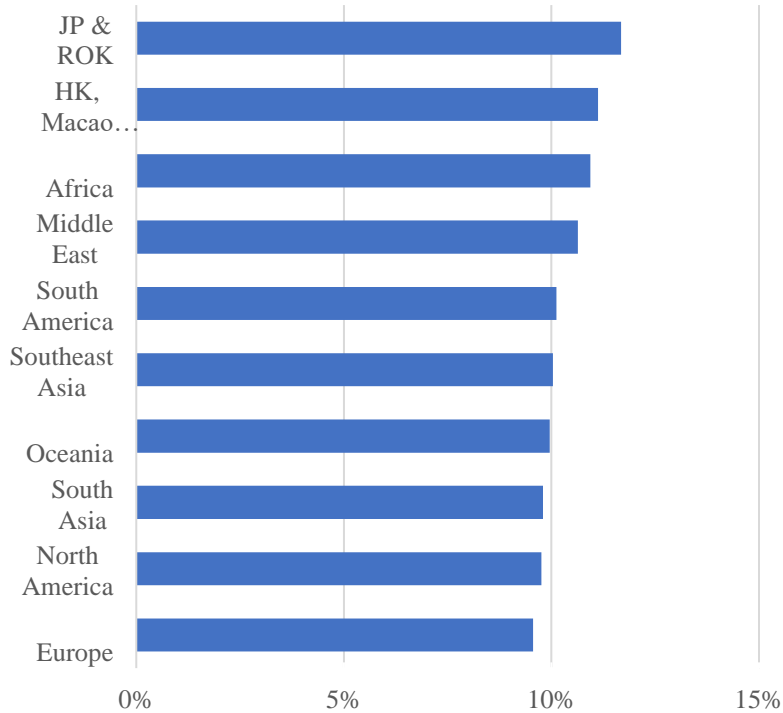
Percentages of Simulation Creatives in Different Regions

Source: SocialPeta, based on data retrieved from backend data sources. HK, Macao & TW: it's short for Hong Kong (China), Macao (China), and Taiwan (China).
Date Range: Jan.-Dec. 2022. Note: Some advertisers release creatives in multiple countries, so regional new creatives generally account for a smaller share than global new creatives

Insights into Advertising of Simulation Games on iOS & Android

SocialPeta

Q4 saw over 5400 simulation game advertisers. Most of the advertisers and released creatives were on Android.

The share of iOS advertisers had dropped since Q1 2021 and didn't go up until Q2 2022. There were average of 421 creatives per advertiser on Android, 4% higher than on iOS.

Trends of Advertisers on iOS & Android

Percentages of Advertisers

46%

54%

Percentages of Creatives

45%

55%

Android 421 — Annual Creatives in 2022

iOS 405 — Annual Creatives in 2022
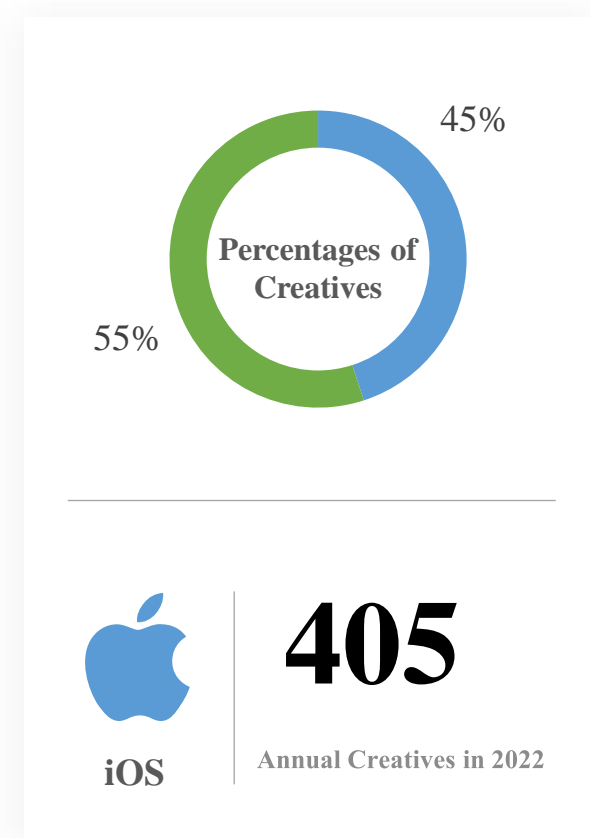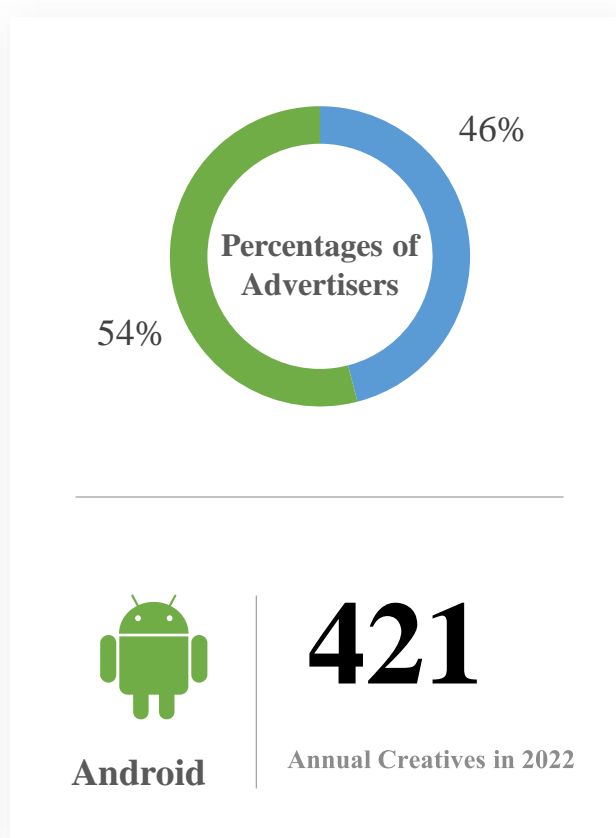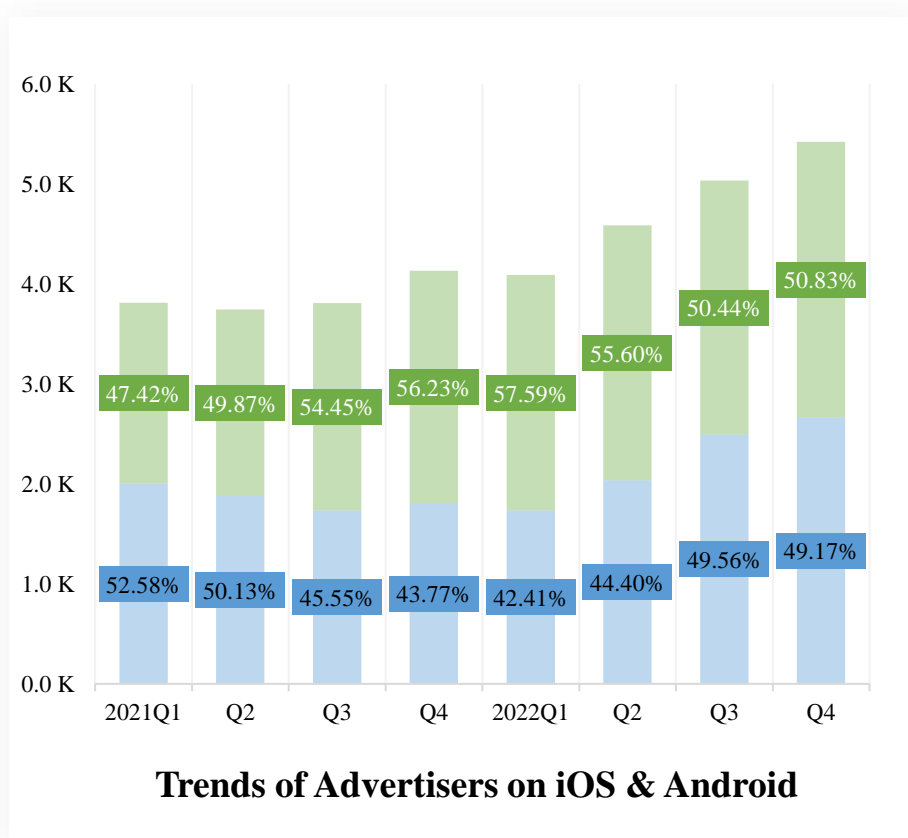
Top 10 Simulation Games by Advertising

SocialPeta

iOS

1	**Fishdom** Playrix	Match 3	
2	**Resortopia** DH Games	Simulation Clicker	
3	**歡樂大東家** EWORLD	Business Simulation	
4	**Township** Playrix	Farming Simulation	
5	**Purrfect Tale** DH Games	Cultivation Clicker	
6	**animal restaurant** DH Games	Simulation Clicker	
7	**Legend of the Phoenix** Modo Global	Palace Scheming	
8	**富甲江戶城** Yogame Technology	Business Simulation	
9	**花舞宮廷** Origin Mood	Palace Scheming	
10	**Family Farm Adventure** Century Games	Business Simulation	

Android

1	**Travel Center Tycoon** SONOW	Simulation Clicker	
2	**歡樂大東家** EWORLD	Business Simulation	
3	**Office Fever** Rollic	Business Simulation	
4	**Family Farm Adventure** Century Games	Business Simulation	
5	**Chapters** Crazy Maple Studio	Interactive Fiction	
6	**Camping Tycoon** SONOW	Simulation Clicker	
7	**Idle Lumber Empire** Game Veterans	Simulation Clicker	
8	**Case Hunter** EYEWIND	Puzzle	
9	**富甲江戶城** Yogame Technology	Business Simulation	
10	**Dragonscapes Adventure** Century Games	Business Simulation	

Casual idle business
Fierce advertising competition

There was a significant difference between the top 1 simulation games by advertising on iOS and Android in 2022. And Playrix's [Fishdom] topped the iOS advertising chart with 12000 deduplicated creatives.

SONOW's [Travel Center Tycoon] topped the advertising chart on Android by releasing over nearly 19000 creatives on Android.

DH Games' three cartoon idle games stayed at the front of the iOS advertising chart. Yogame Technology's new business simulation game [富甲江戶城] in 2022 released a total of 21000 creatives on both iOS and Android.

Source: SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low.
Date Range：2022/1-2022/12

54

Popular Simulation Game Advertisers

Township

Playrix

[Township], a farm simulation mobile game developed by Playrix, was released in 2013 and has been available in the market for over 9 years. The game remains **one of the top 10 best-selling games in nearly 20 countries** including the United States and has been **specially recommended in 172 countries**, all thanks to its great ability to generate revenue and survive in the market.

[Township] shows a unique combination of city construction and farm management! You can continuously develop your town through a coordinated process of harvesting crops, processing crops into goods, and selling goods to islands in the distance. You can also establish cinemas, restaurants, and other commercial buildings to make it a bustling and thriving town.

2900+
Days of Duration

9K
Deduplicated Creatives on iOS

19.3K
Deduplicated Creatives on Android

Insights into [Township]'s Global Advertising

Daily creatives on Android were 97% more than on iOS. Creatives were mainly released on Meta platforms.

Advertisers focused on Android, with 1357 daily creatives. Creatives on Android peaked in June and July **at nearly 5000 daily creatives.**

There were 1357 daily creatives on iOS. Though the number of creatives on iOS was relatively stable, it peaked in May and October **at nearly 2000 daily creatives.**

Advertising Platform

Daily Creatives on iOS
1357

Daily Creatives on Android
2677
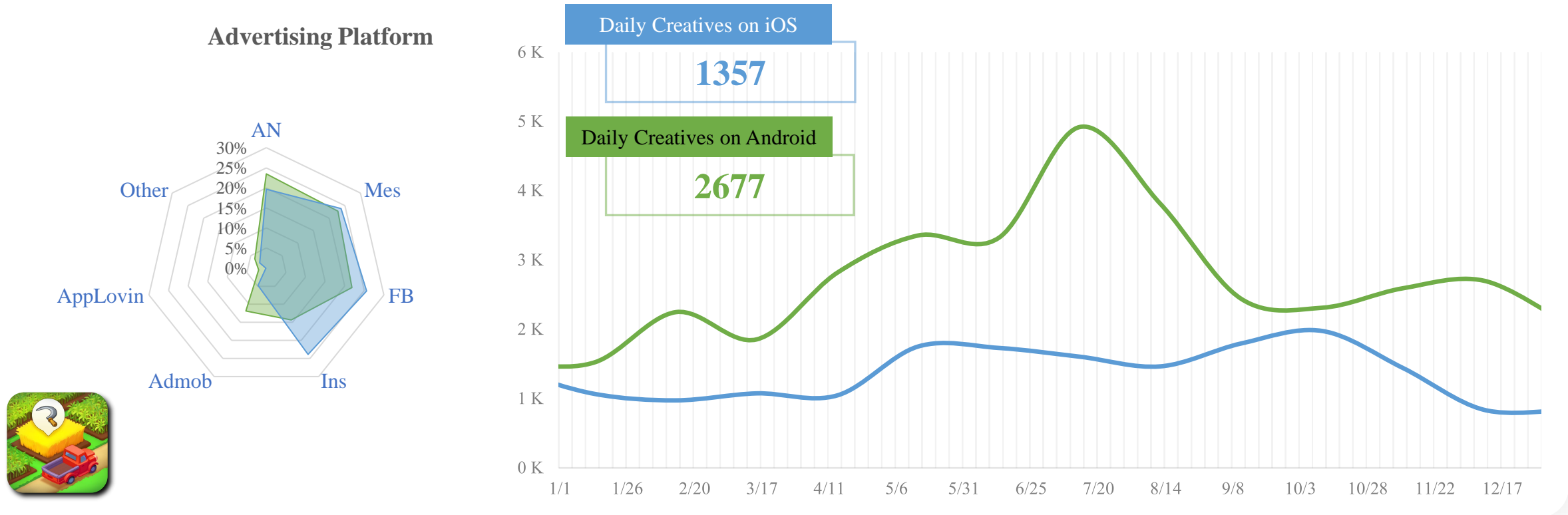
[Township]'s Hot Marketing Creative

Duration: 84 days

Dimensions: 1280 * 720

Platform: FB News Feed

Ad copy:

Unique farm & city game

◀ Click to view the complete creative

Smooth harvesting

Combines with upgrade, building, and other elements

Estimated Impressions: 9M

Popularity: 994

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2022 - Dec. 2022

57

[Township]'s Hot Marketing Creative

Mini games are used to display gameplays in a simple way, reaching target gamers from many levels

Clean up + Level up, a very satisfying formula

Tap, deliver, level up, to relax and have fun
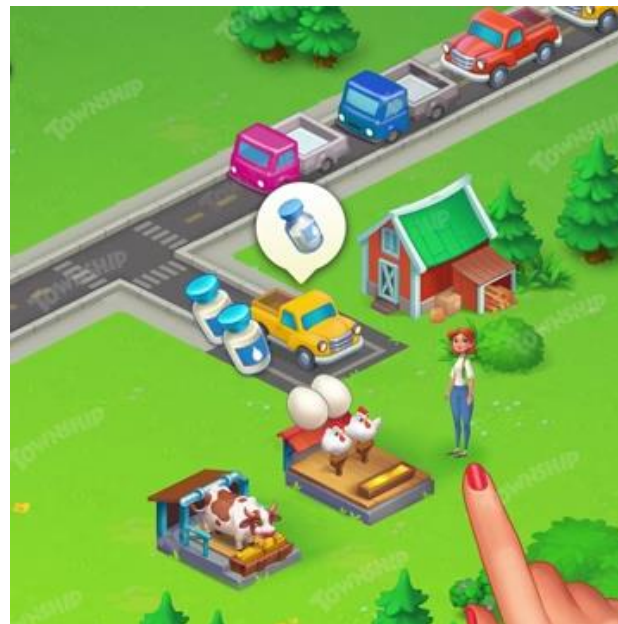
Rewards to win back old gamers

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: Jan. 2022 - Dec. 2022

58
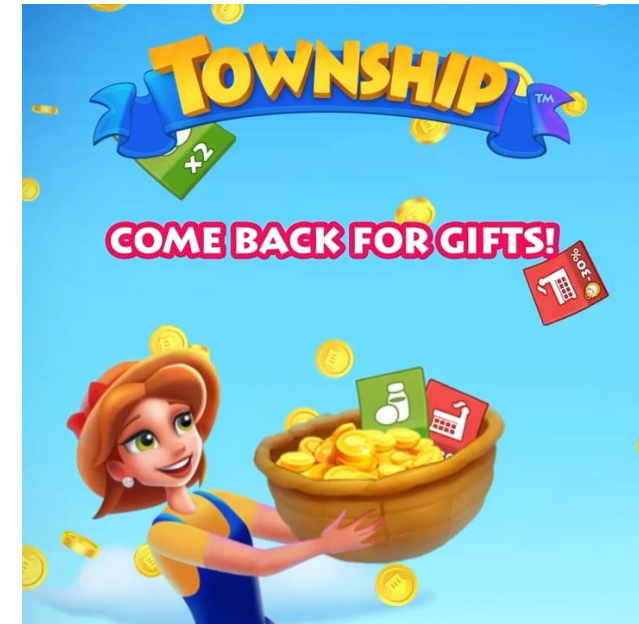
Popular Creatives of Simulation Games

Use wrong options + dramatic stories to create contradictory feelings. Responses were given fast after a sharp contrast between success and failure.

Fox catching hens + QTE of laying eggs

SAVE THE EGGS!
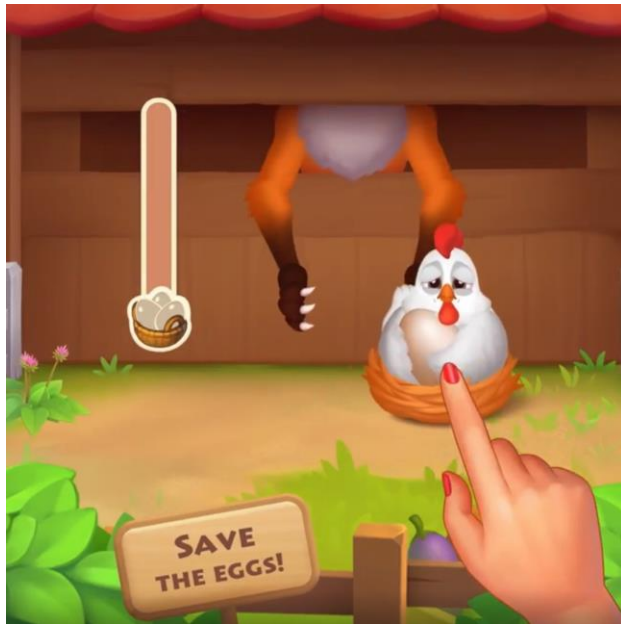
Click to view the complete creative

Fail at start + a twist of drama

請選你的處理方式

娶十個　娶一個

老婆説生孩子沒那麼快

Click to view the complete creative

Drawing lines + building bridges

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range：2022/1-2022/12

59
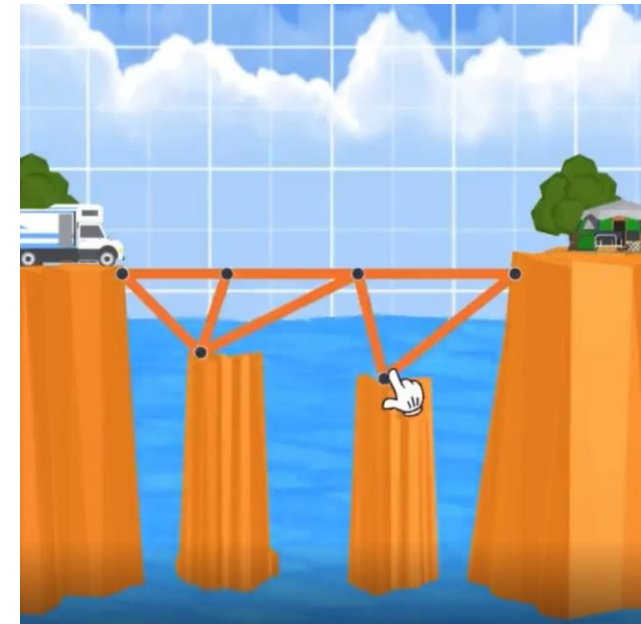
3.4

Insights into Casual Game Marketing

Downloads/Revenue of Casual Games

SocialPeta

**In 2022, casual games recorded an increase of about 8.56% YoY in total downloads and a decline of over 11.26% YoY in estimated revenue.**

Downloads from Google Play accounted for a bigger share, up 1.49% YoY, while revenue from the App Store accounted for a small share, down 7.38%.

Revenue from both platforms tended to be equal.

Overall, casual games experienced a growth in downloads that was slightly lower than the overall average growth, and a revenue decline that was smaller than the overall change.

Annual downloads changes of global Casual Games （2021-2022）

2021: Google Play 74.89%	2022: Google Play 76.38%

8.56% ↑

Annual revenue changes of global Casual Games （2021-2022）

2021: App Store 62.6%	2022: App Store 55.22%

11.26% ↓
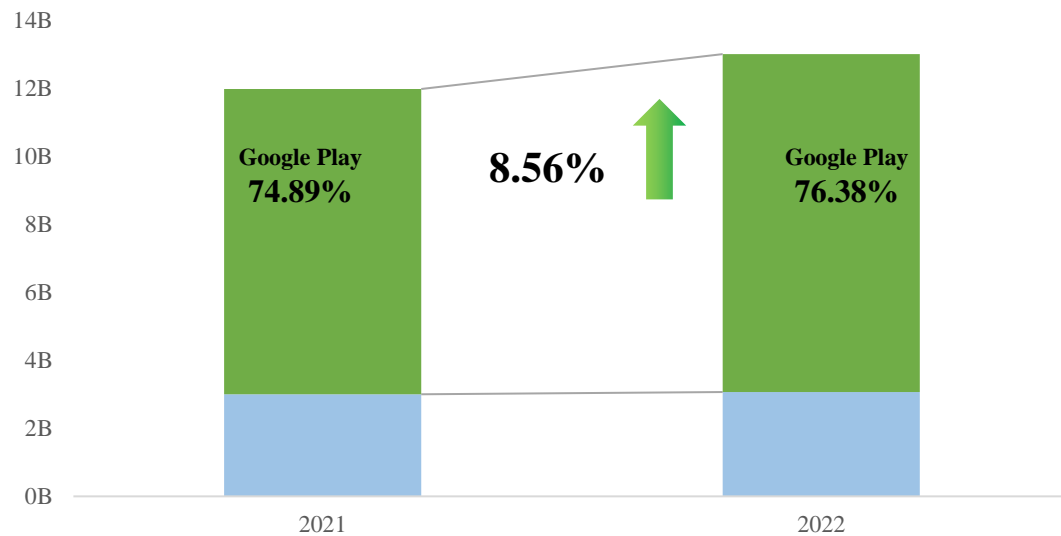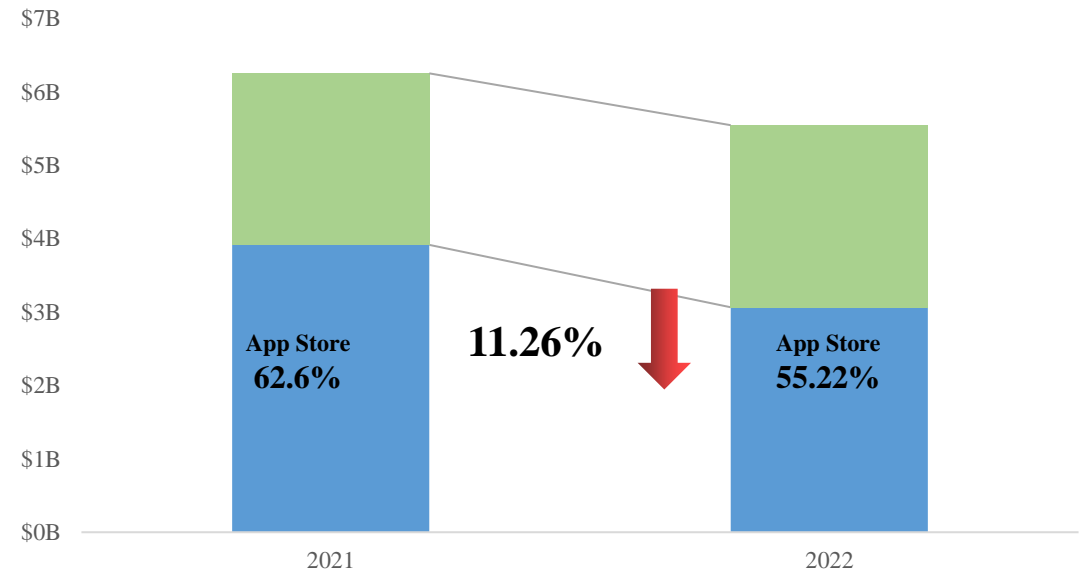
Insights into Global Casual Game Advertising

SocialPeta

In 2022, there were over 22000 casual game advertisers, with over 10000 advertisers in each of July, October, and November.

In H2 2022, the total number of casual game advertisers increased by 31% YoY and by 6% as compared to H1 2022; and there were nearly 9000 monthly advertisers.

Casual game advertisers increased slowly. The share of new creatives peaked in March and November, respectively.

Legend: ■ Advertisers ─●─ Proportion of new creatives

X-axis: Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Dec. Nov. Dec.

Left Y-axis: 0.0 K – 12.0 K; Right Y-axis: 0% – 60%
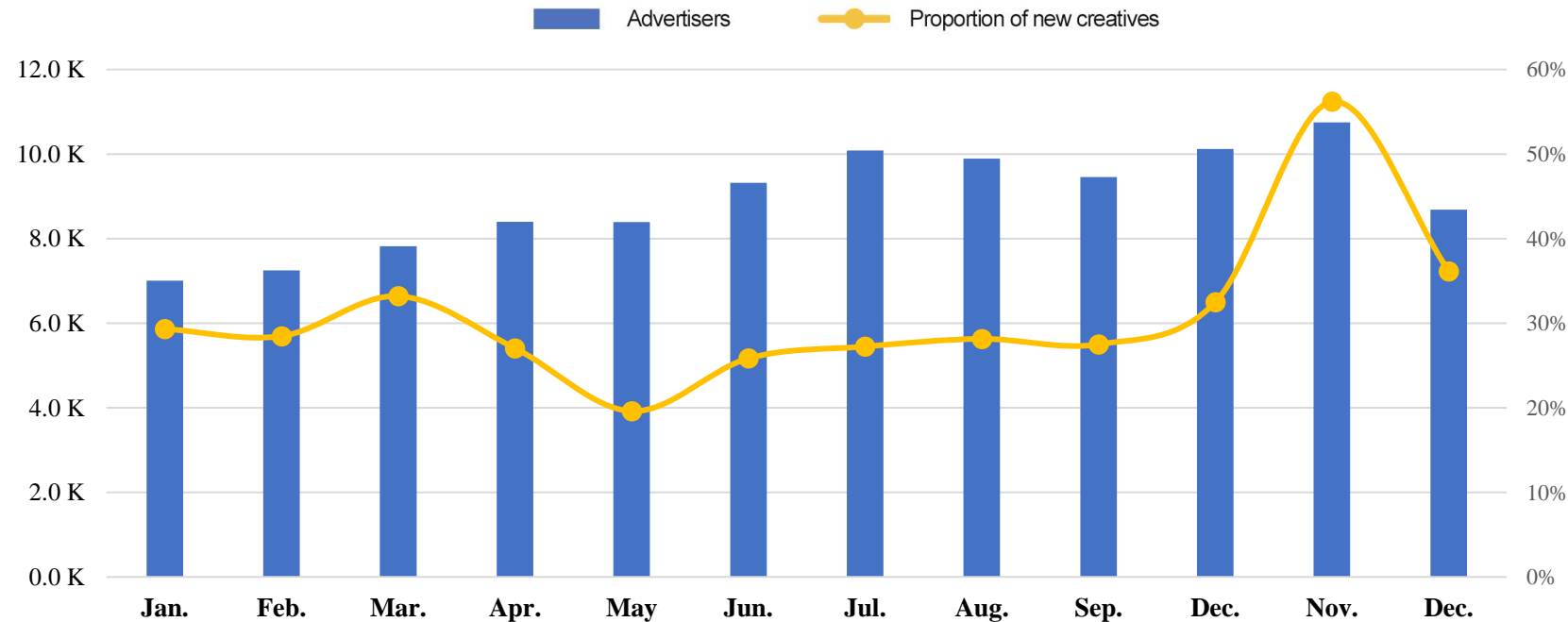
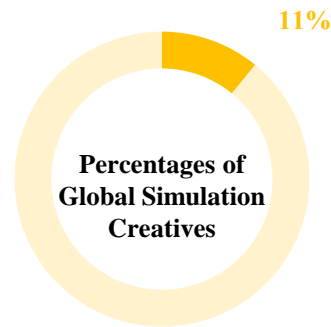**Monthly Active Advertisers**

8934

Percentages of New Creatives
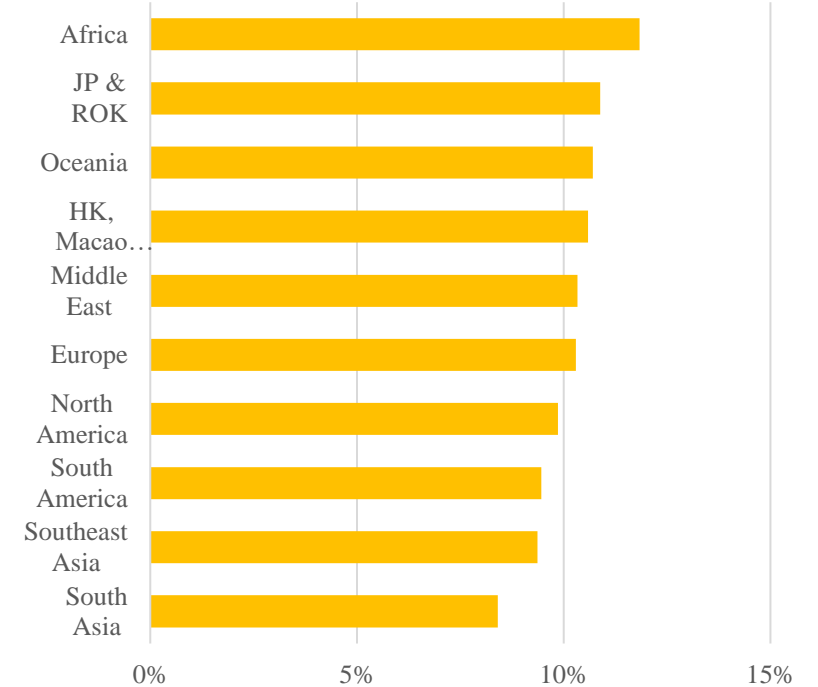
30.9%

Insights into Casual Game Advertising in Different Regions

SocialPeta

Casual game advertisers and creatives both accounted for the biggest shares of all game genres.

There was intense competition among casual game advertisers in South America, with casual game advertisers and creatives accounting for 30.49% and 25.87%, respectively.

Shares of casual game advertisers in different regions

- South America
- Africa
- North America
- Middle East
- South Asia
- Southeast Asia
- JP & ROK
- HK, Macao…
- Oceania
- Europe

24%　26%　28%　30%　32%

26%

Percentages of global casual game advertisers

23%

Percentages of global casual game creatives
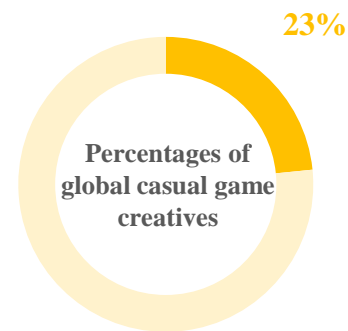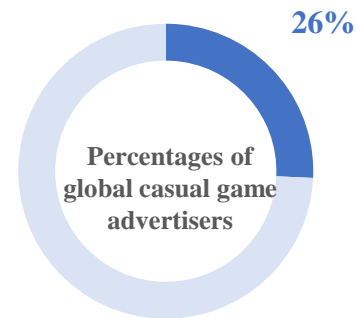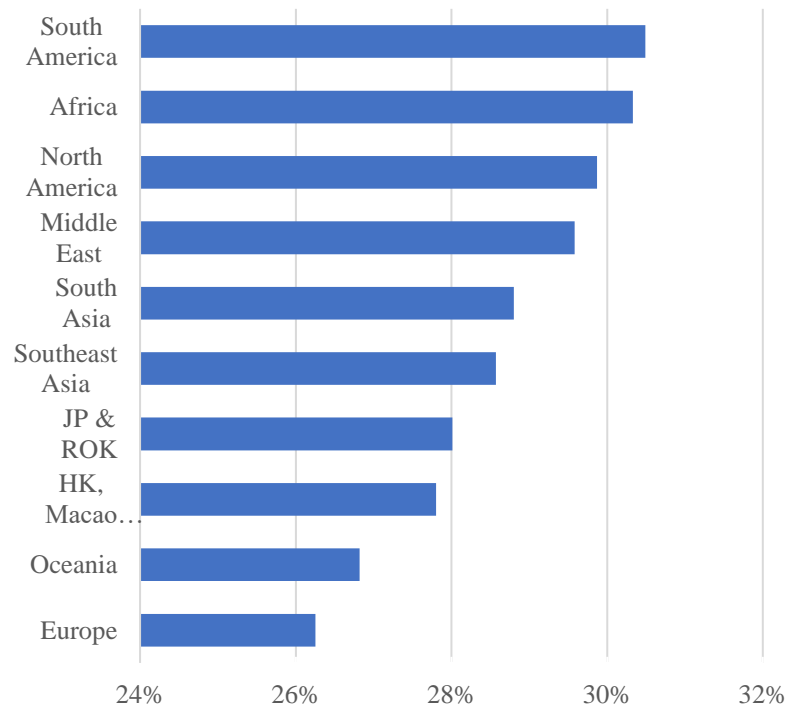
Shares of casual game creatives in different regions

- South Asia
- South America
- Middle East
- JP & ROK
- North America
- Oceania
- Europe
- Africa
- HK, Macao…
- Southeast Asia

21%　22%　23%　24%　25%　26%　27%　28%
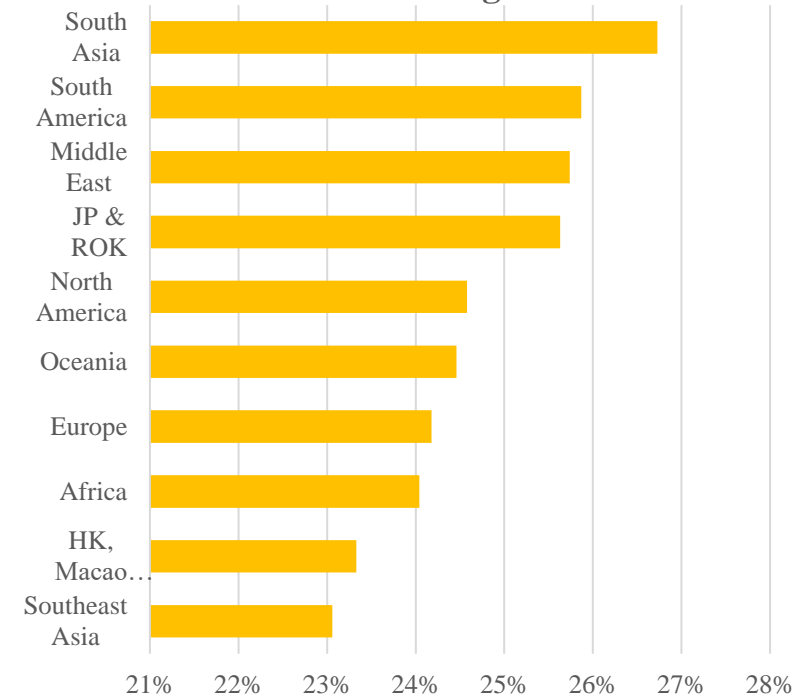
Insights into Advertising of Casual Games on iOS & Android

SocialPeta

Q4 saw nearly 11000 casual game advertisers, with Android advertisers accounting for a stable share of 70%.

The share of iOS advertisers dropped to the lowest level in Q1 2022. There were an average of 367 creatives per advertiser on Android in 2022, 26.1% higher than on iOS.

Trends of Advertisers on iOS & Android

Quarter	Green (Android)	Blue (iOS)
2021Q1	59.88%	40.12%
Q2	62.76%	37.24%
Q3	69.72%	30.28%
Q4	72.60%	27.40%
2022Q1	76.10%	23.90%
Q2	75.50%	24.50%
Q3	71.09%	28.91%
Q4	69.69%	30.31%

Percentages of Advertisers
26%
74%

Percentages of Creatives
22%
78%

Android
367
Annual Creatives in 2022

iOS
291
Annual Creatives in 2022
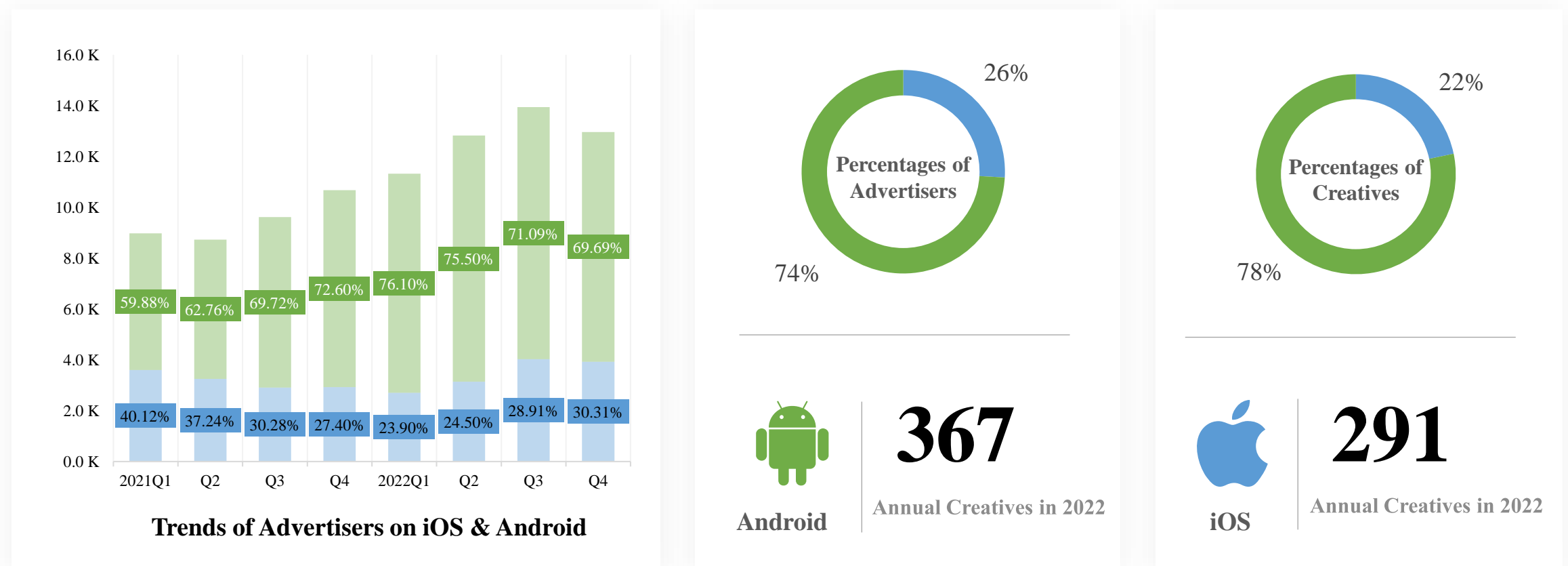
Top 10 Casual Games by Advertising

SocialPeta

iOS

1	**Block Puzzle** 涂鸦移动	Tile matching
2	**Resortopia** 成都卓杭	Simulation Clicker
3	**Purrfect Tale** 成都卓杭	Cultivation Clicker
4	**英雄戰紀** 冰川网络	Card
5	**Sniper 3D** Fun Games For Free	Shooting
6	**animal restaurant** 成都卓杭	Simulation Clicker
7	**Define** Cleverside	Spot the difference
8	**1945** ONESOFT	Shooting
9	**Wordle!** Lion Studios	Crossword
10	**Rabbit Empire** 澄迈优目	Simulation Clicker

Android

1	**英雄戰紀** 冰川网络	Card
2	**Township** Playrix	Farming Simulation
3	**Crowd Evolution!** Rollic Game	Hyper Casual
4	**Coin Pet** ASIA YUTAI NETWORK	Slots
5	**Car Fix Tycoon** 速诺科技	Clicker
6	**Homescapes** Playrix	Match 3
7	**Crazy Fox** ASTAK TECH	Slots
8	**Coin Master** Moon Active	Slots
9	**Merge Master** HOME GAMES	Arcade
10	**Breaker Fun** mogame	Marble

Industrial capacity
+ video clips

Doodle Mobile's [Block Puzzle] topped the 2022 iOS advertising chart with a total of over 11000 creatives. Bingchuan Network's [英雄戰紀] topped the Android advertising chart with a total of nearly 30000 creatives.

Casual games varied from each other in style. Playrix's fantasy series of games often remained on the chart. Rollic Game launched a few wacky hyper-casual games. ONESOFT achieved a dominant position among all casual shooter games thanks to its aircraft shooter games.

Overall, game companies were familiar with the old pattern of using video clips and industrial capacities to keep making big hits.

Source：SocialPeta - Advertiser Analysis; advertisers are sorted by their deduplicated creatives within the date range from high to low
Date Range：2022/1~2022/12

65

Top Casual Game Advertisers

SocialPeta

Survivor!.io

Habby

[Survivor!.io] is a cartoon-style casual Roguelike mobile game. The game was released for iOS in September 2020, while it was released for Android in July this year and topped the top 15 global mobile games by revenue in August. With its elaborative advertising strategy and solid Roguelike gameplay, the game topped the three charts by downloads, revenue, and by advertising. It grossed a total of over $30 million from the App Store and Google Play. It released about 163 creatives daily.

[Survivor!.io] is the 4th hit game released by Habby. The game has completely broken the deadlock of weak IAP in casual games through a combination of high industrial capacity and a well-designed top-up system.

150+

Days of Duration

3.9K

Deduplicated Creatives on iOS

15.1K

Deduplicated Creatives on Android

Insights into Global Advertising of [Survivor!.io]

After its launch on Android, there were big increases on both Android and iOS, with creatives mainly released on Pangle.

Advertisers focused on Android, with 2326 daily creatives. Creatives on Android peaked in September and November, **over 3400 daily creatives.**

There were 613 daily creatives on iOS. Creatives peaked on iOS in November when **there were over 900 daily creatives.**

Advertising Platform

Daily Creatives on iOS
613

Daily Creatives on Android
2326

Release on Sept. 3rd

Source: SocialPeta - Advertiser Analysis; based on advertisers' numbers of creatives captured and analyzed
Date Range：2022/1~2022/12

67
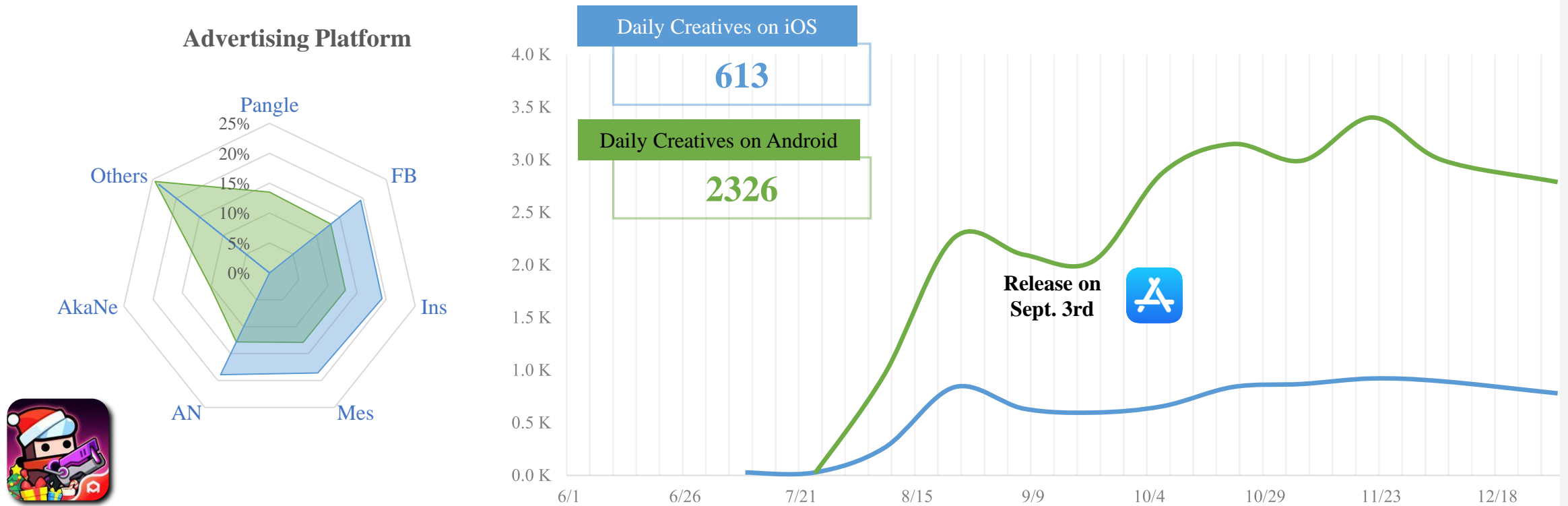
[Survivor!.io]'s Hot Marketing Creative

I saw someone playing yesterday

Estimated Impressions: 13.9M

Popularity： 999

Duration: 14

Dimensions: 1280 * 720

Advertising Platform: TikTok

Advertising Copy:

Can you survive to the end?

◄ **Click to view the complete creative**

Roguelike + splendid bullet screen

Exaggerated item effects offer visually impactful scenes

[Survivor!.io]'s Popular Creatives

SocialPeta

It is mainly about the gameplay of Roguelike and **emphasizes visual effects,** greatly improving the creative's popularity on short video platforms.

Collect items + upgrade weapons

Starting with a live-action video on TikTok

Current news: World Cup carnival

Click to view the complete creative

Click to view the complete creative
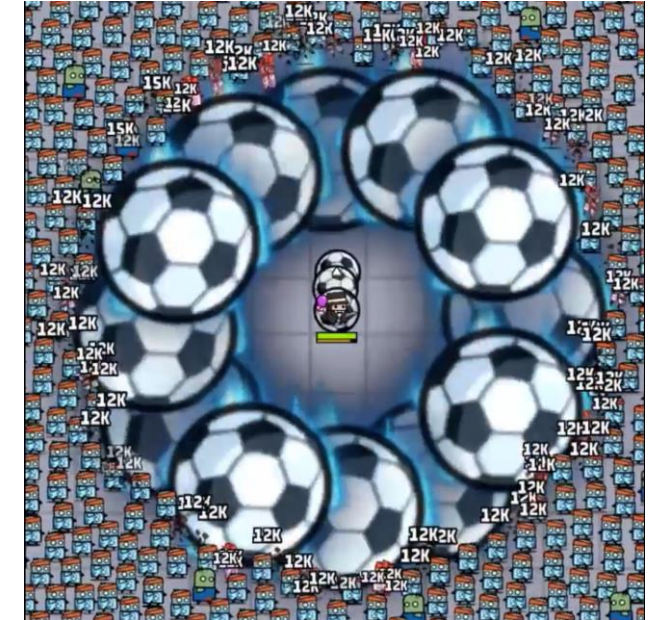
Click to view the complete creative

Popular Creatives of Hyper-Casual Games

Hyper-casual simulator games gained great popularity with ways to get exciting and relaxing.

Perfect starting: Starting with real life materials

Relaxing simulator: friendly to people with OCD

A hair-cutting big hit: weird controls drive up the anxiety

Can you fill them all?

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative

3.5

Insights into Casino Game Marketing

Distribution map of sub-types of casino games

Slots, bingo, and cards are the three major sub-types of casino games.
While China's HK, Macao & TW regions focus more on Mahjong and fishing.

North America
- Card
- Bingo
- Slots

Europe
- Card
- Play-to-Earn
- Bingo

HK, Macao & TW
- Mahjong
- Fishing
- Card
- Slots

Africa
- Play-to-Earn
- Slots
- Bingo

Southeast Asia
- Card
- Slots
- Fishing

South America
- Slots
- Card
- Bingo

Middle East
- Jigsaw puzzle
- Slots
- Card

South Asia
- Card
- Slots
- Roulette

Oceania
- Slots
- Card

Downloads/Revenue of Casino Games

In 2022, casino games recorded an increase of about 0.66% YoY in total downloads and a decline of over 9.04% YoY in estimated revenue.

Downloads from Google Play increased by 1.49% YoY, while revenue from the App Store decreased by 7.38%. Revenue from both platforms tended to be equal. Overall, casual games experienced a growth in downloads that was slightly lower than the overall average growth, and a revenue decline that was smaller than the overall change.

Annual downloads changes of global Casino Games（2021-2022）

App Store 50.6% (2021)	0.66% ↑
App Store 53.82% (2022)	

Annual revenue changes of global Casino Games （2021-2022）

App Store 58.59% (2021)	9.04% ↓
App Store 57.53% (2022)	
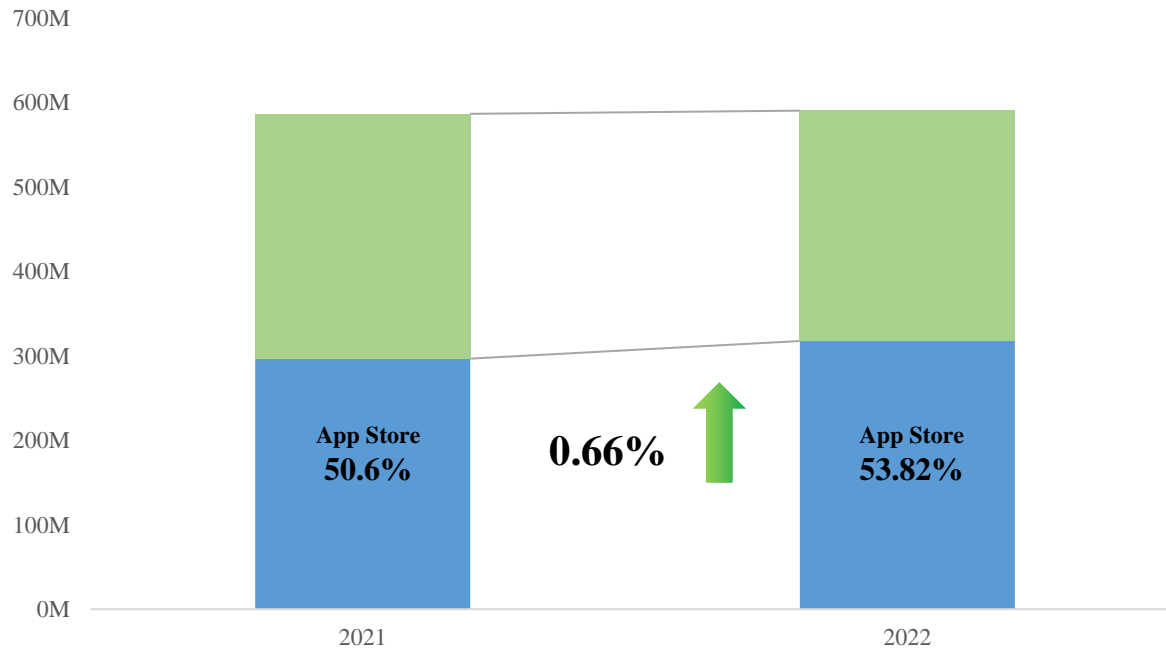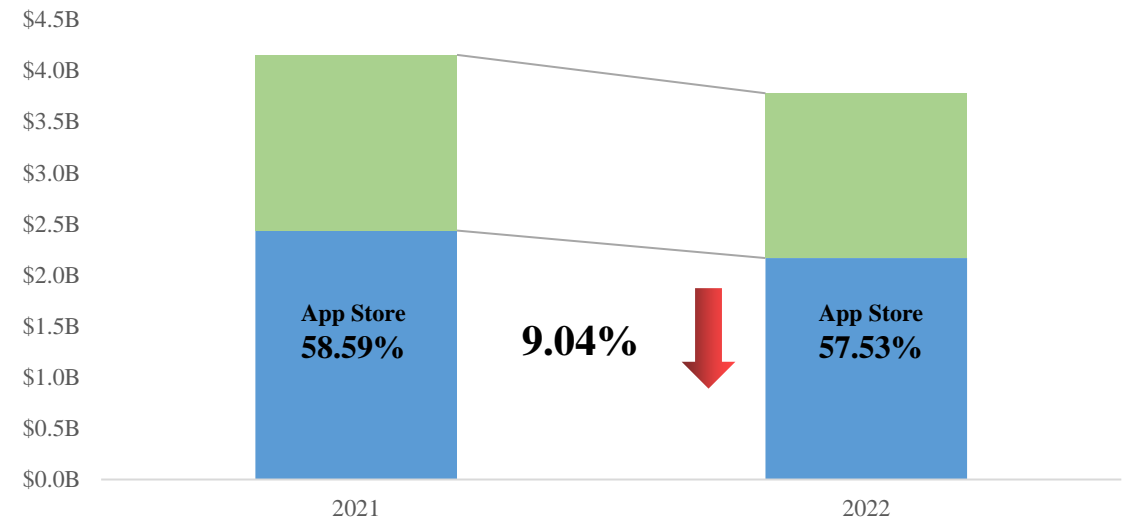
Insights into Global Casino Game Advertising

In 2022, casino game advertisers had a stable growth to reach about 3500.

In H2 2022, the total number of casino game advertisers increased by 49.3% YoY and by 40.9% as compared to H1 2022; and there were over 1500 monthly advertisers. This May saw the lowest share of new creatives for casino games, and the creatives increased in March and November to account for over 30%.
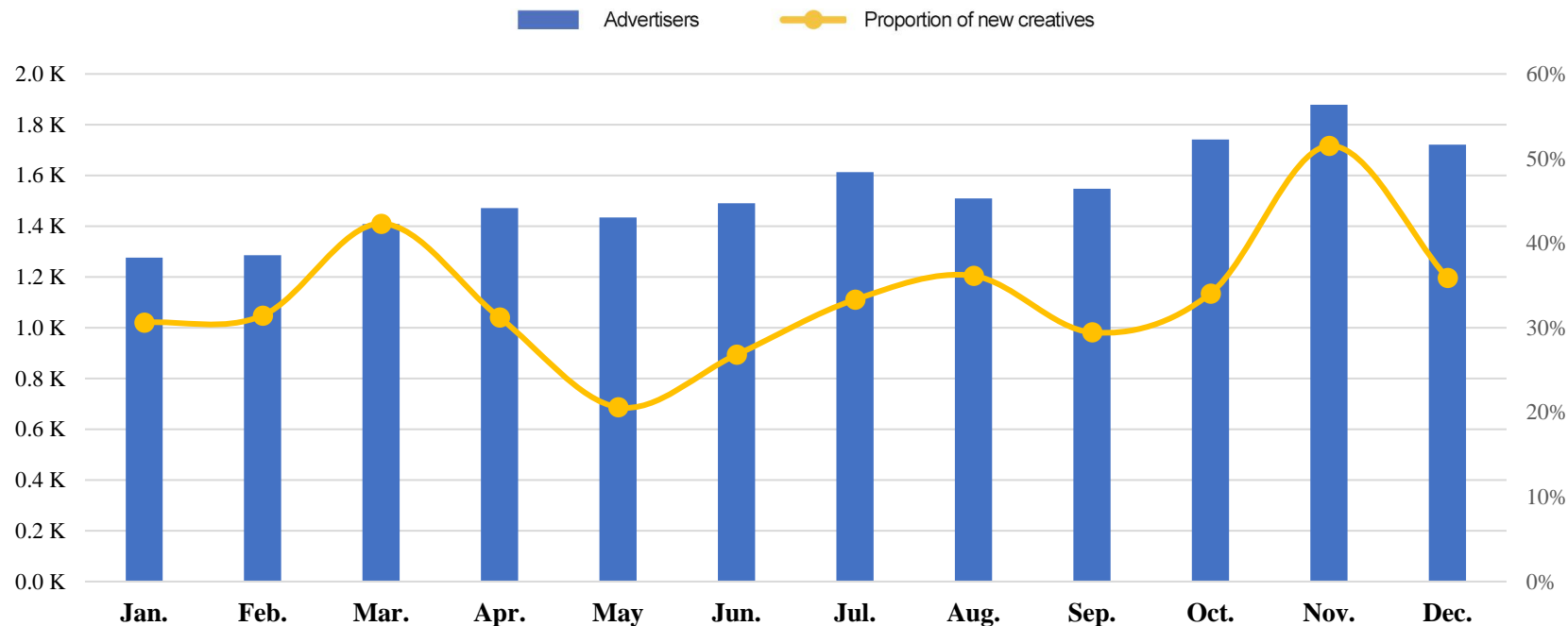
Monthly Active Advertisers
1531

Percentages of New Creatives
33.6%

Insights into Casino Game Advertising in Different Regions

SocialPeta

In Oceania, shares of both casino game advertisers and creatives were among the top 3.

Simulation game advertisers accounted for 4.72% in South Asia. Casino game creatives accounted for 5.4% in North America, 8% higher than in Oceania.
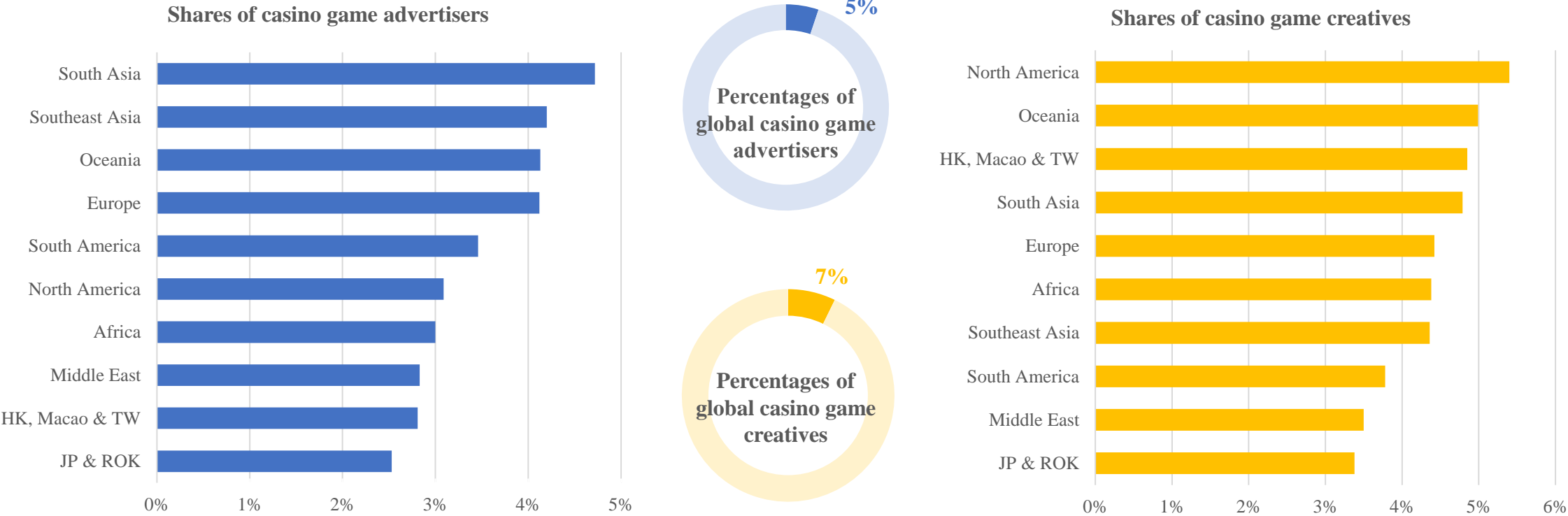
Shares of casino game advertisers

- South Asia
- Southeast Asia
- Oceania
- Europe
- South America
- North America
- Africa
- Middle East
- HK, Macao & TW
- JP & ROK

0% 1% 2% 3% 4% 5%

5%

Percentages of global casino game advertisers

7%

Percentages of global casino game creatives

Shares of casino game creatives

- North America
- Oceania
- HK, Macao & TW
- South Asia
- Europe
- Africa
- Southeast Asia
- South America
- Middle East
- JP & ROK

0% 1% 2% 3% 4% 5% 6%

Insights into Advertising of Casino Games on iOS & Android

SocialPeta

Q4 saw over 2400 casino game advertisers, with absolutely more advertisers and creatives on Android

The total number of casino game advertisers was on the rise, and peaked in Q3 2021 and Q4 2022. Also, Advertisers on iOS accounted for less than 30% for the first time.

Trends of Advertisers on iOS & Android

	2021Q1	Q2	Q3	Q4	2022Q1	Q2	Q3	Q4
Green	56.87%	60.98%	66.72%	67.71%	68.86%	68.88%	69.34%	71.70%
Blue	43.13%	39.02%	33.28%	32.29%	31.14%	31.12%	30.66%	28.30%

Percentages of Advertisers
24%
76%

Android — **526**
Average Annual Creatives in 2022

Percentages of Creatives
29%
71%

iOS — **691**
Average Annual Creatives in 2022
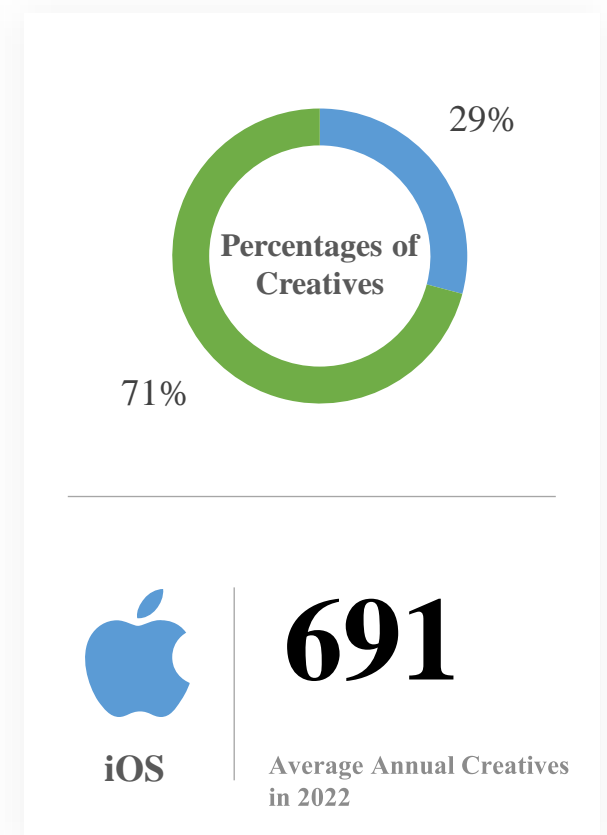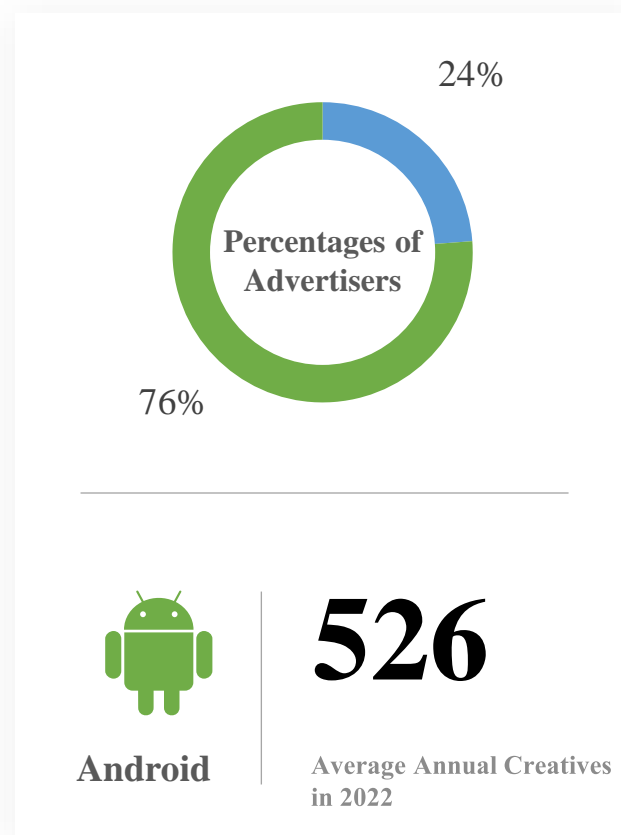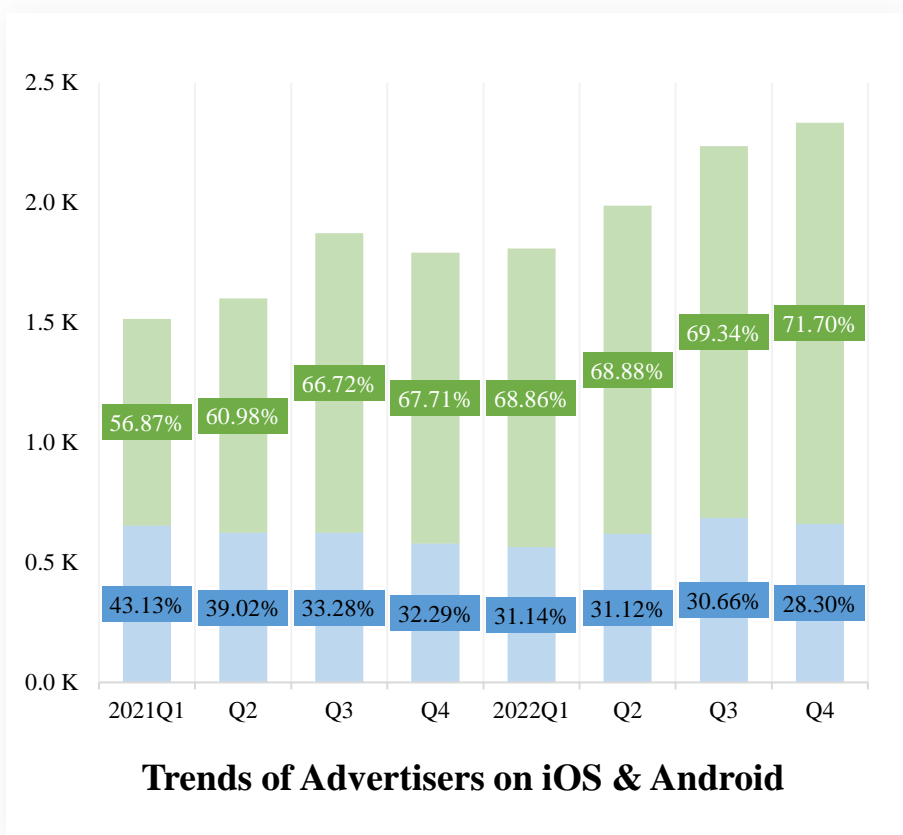
Top 10 Casino Games by Advertising

SocialPeta

iOS

1	**RummyCircle** PLAY GAMES24X7	Card
2	**Jackpot World™** Bole Games	Slots
3	**Solitaire** 涂鸦移动	Card
4	**Bingo Clash** Aviagames	Bingo
5	**Jackpot Master™ Slots** 新创娱游	Slots
6	**Slots GoldenHoYeah** 鈊象電子	Slots
7	**Cash Tornado™ Slots** 新创娱游	Slots
8	**Pocket7Games** Aviagames	Others
9	**Four Winds Online Casino MI** FourWinds	Slots
10	**神來也麻將多合1** Gamesofa	Mahjong

Android

1	**Jackpot World™** Bole Games	Slots
2	**Lotsa Slots** Bole Games	Slots
3	**Jackpot Master™** 新创娱游	Slots
4	**Cash Frenzy™** Bole Games	Slots
5	**Cash Club Casino** Bole Games	Slots
6	**Jackpot Crush** Bole Games	Slots
7	**Golden HoYeah** 鈊象電子	Slots
8	**Cash Tornado™ Slots** 新创娱游	Slots
9	**Vegas Friends** Bole Games	Slots
10	**Bingo Frenzy** Gluon Interactive	Bingo

Chinese game companies captured half of the spots on the chart

In 2022, slots contributed the most creatives among all casino games. Slots accounted for 80% of the top 10 game advertisers on Android and 50% on iOS.

Half of the top 10 advertisers on iOS and Android were games published by Chinese companies, including Bole Games, Zeroo Gravity Games, and IGS.

Source：SocialPeta - Advertiser Analysis; advertisers are sorted by their Deduped creatives within the date range from high to low
Date Range：2022/1~2022/12

77

Top Casino Game Advertisers

7

Jackpot World™

Bole Games

BoleGaming was founded in 2014 and headquartered in Beijing. The company focused on free casino mobile games, and has developed some famous gambling games including [Cash Frenzy], [Lotsa Slots], and [Jackpot World™]. According to SocialPeta's App Intelligence, [Jackpot World™] generated a monthly revenue of about $5 million from each of iOS and Android.

1600+	5.8K	38.9K
Days of Duration	Deduped Creatives on iOS	Deduped Creatives on Android

Insights into Global Advertising of [Jackpot World™]

Android had 3.4K+ daily creatives while iOS had 837 daily creatives. Creatives on both Android and iOS were on a downtrend since May.

Advertisers focused on Android, with an average of 3486 daily creatives and a peak of over 5400 daily creatives. On iOS, there were an average of 808 daily creatives and a peak of over 1500.

Advertising Platform

Daily Creatives on Android
3486

Daily Creatives on iOS
837

Source：SocialPeta - Advertiser Analysis; based on advertisers' numbers of creatives captured and analyzed
Date Range：2022/1~2022/12

79
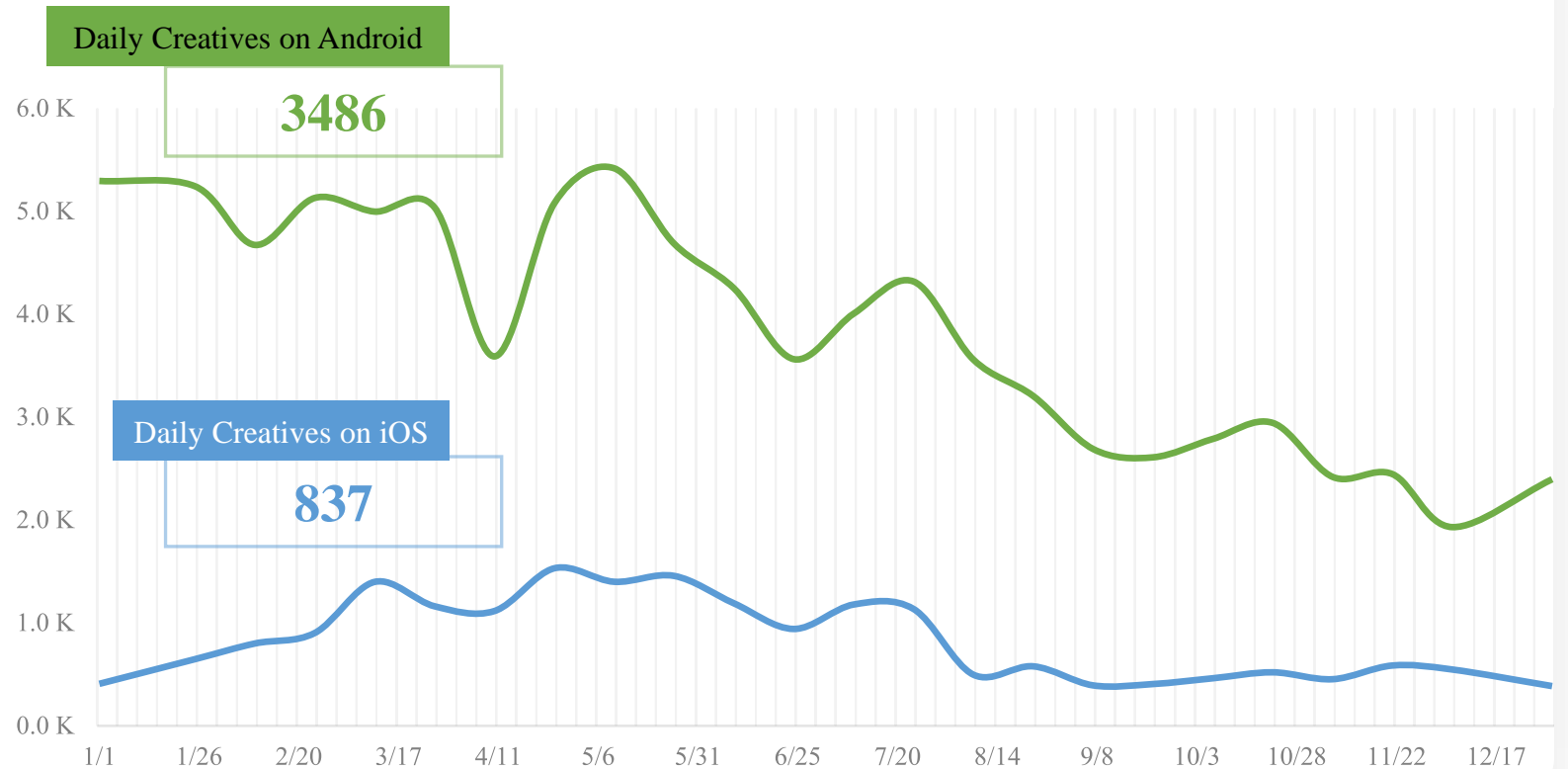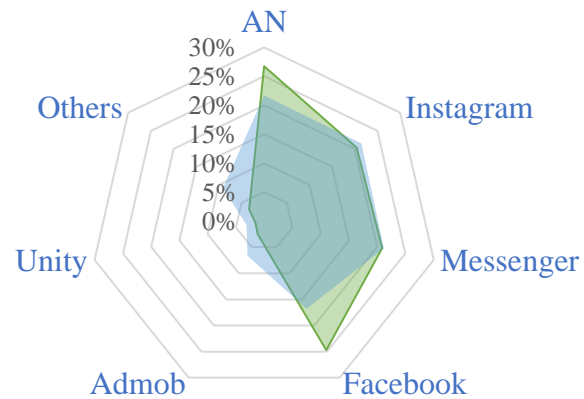
[Jackpot World™]'s Hot Marketing Creative

Duration： 188

Dimensions： 1280 * 720

Advertising Platform: FB News Feed

Advertising Copy:

Free coins EVERY HOUR！ 😎 👑

The most fun slots here! 👑 🏆

Join NOW

◀ Click to view the complete creative

Lure of cash rewards

Estimated Impressions: 4.2M

Popularity： 876

A live-action video is more trustworthy

Popular Creatives of Slot Casino Games

Gameplays were displayed to attract attention and **scenes of winning prizes** were shown to further intrigue people

A hyperbolic but real-life story, making the prize more convincing
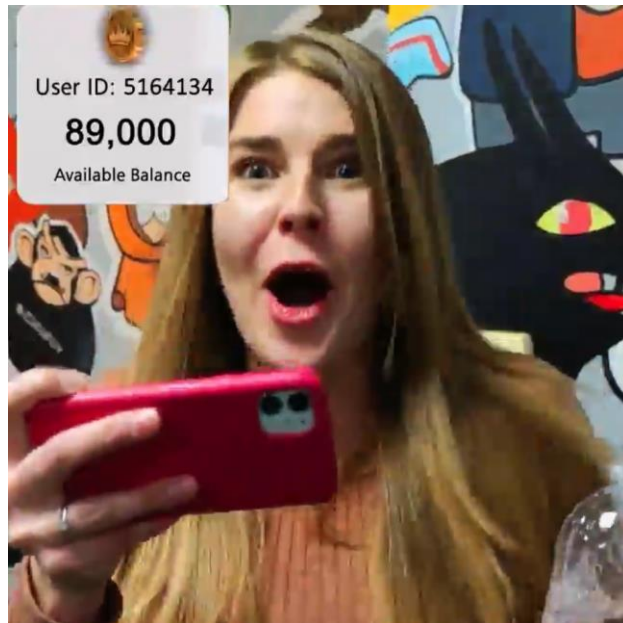
Random rewards; it's now or never

Gameplay display: super gaming experience with super prizes

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative

Popular Creatives of Card Casino Games

Gameplays were displayed to attract attention and **scenes of winning prizes** were shown to further intrigue people

Multi-players playing online
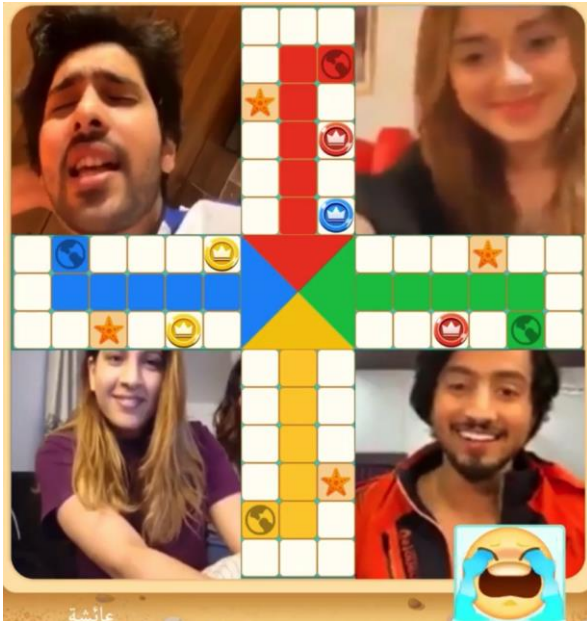
Click to view the complete creative

Wonderfully twisted drama

Click to view the complete creative

Log in to get electronic products

Click to view the complete creative

4

Insights into Mobile Game Marketing in Top Countries

Insights into Mobile Game Market in Top Countries/Regions

America had the second most DAU which grew by 5%. Southeast Asia reported a great growth in DAU.

India recorded the highest but also dramatically dropped DAU. By comparison, America had better DAU, with the second-highest number of users and the fastest growth. America was expected to surpass India in DAU.

Japan also recorded a rapid increase in game DAU to account for 5%, the same share as in America. Southeast Asia recorded a relatively high growth of users. Indonesia, Thailand, the Philippines, and Malaysia all recorded an increasing number of users.

2021-2022 Trends of DAUs of global mobile games (by region)〕

Legend: DAU 2021 | DAU 2022 Prediction | DAU Trends

Categories: IN, US, BR, ID, MX, TR, VN, TH, GB, DE, JP, FR, SA, PH, IT, AR, KR, ES, EG, CO, PK, MY, CA, TW, AU, HK
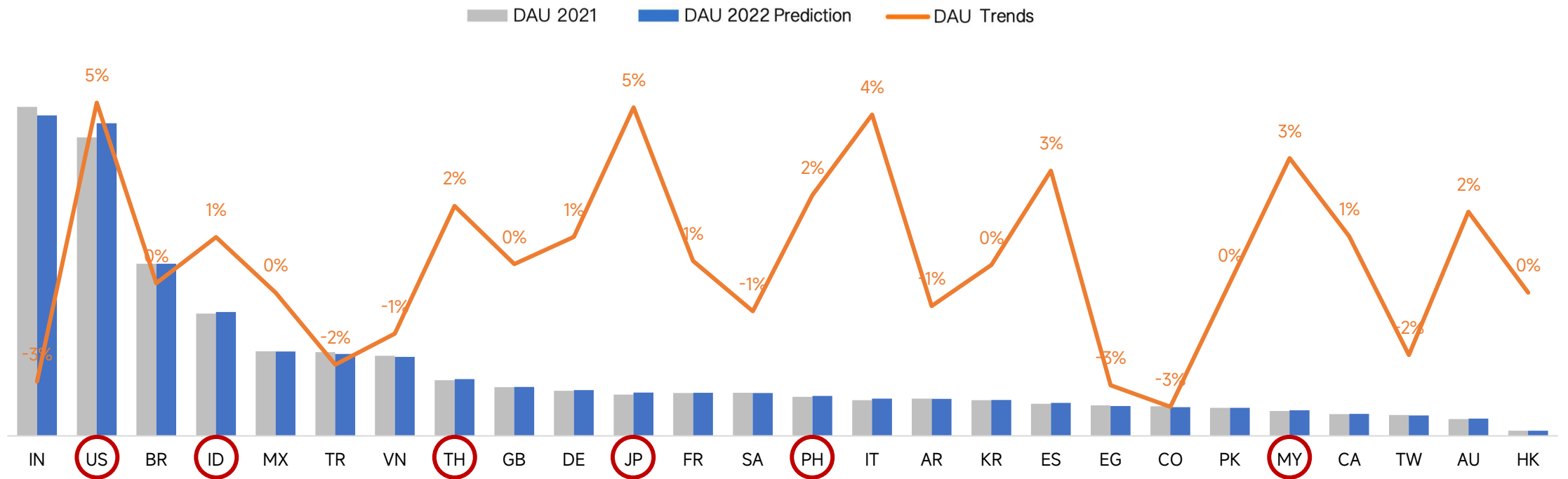
Insights into Mobile Game Market in Top Countries/Regions

With revenue decline in many regions, Japan, America, and South Korea were still the major regions as mobile game revenue was concerned.

Japan, America, and South Korea remained the major regions in terms of in-game purchase revenue, together accounting for 75% of the total global revenue. In terms of in-game purchase revenue, Turkey had a slight increase of 1%, but all the other regions recorded declines.

2021-2022 IAP (unit: $) trends of global mobile games (by region)

Legend: IAP 2021 · IAP 2022 Prediction · IAP Trends
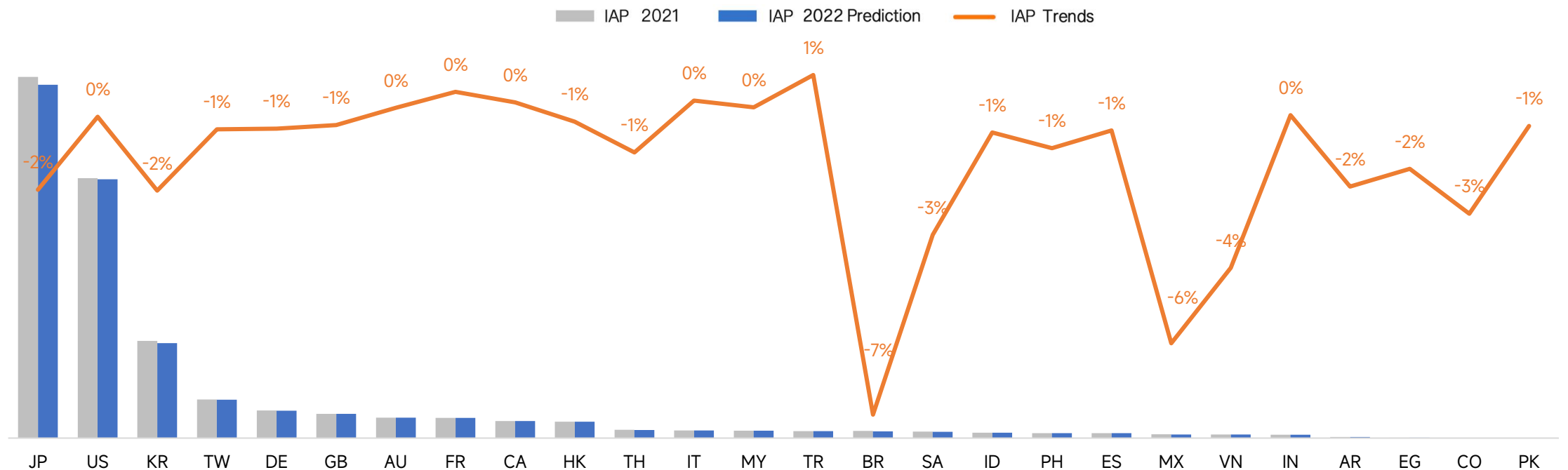
America

Insights into Mobile Game Marketing

Insights into Mobile Game Marketing in America

With more advertisers in the American market, creatives were not increasing.

Though there was a slight decline in active advertisers in Q1, the total number of advertisers was on the rise this year. Q4 contributed the most active advertisers, but there was a slight decline in the total number of creatives.

Annual advertisers with new creatives

There were about 56,000 advertisers with new creatives, and only 2% advertisers without any new creatives.

56.2K 98%

Annual new creatives

Creatives were updated very frequently in the American market, with new creatives accounting for 87% of all active creatives.

14.9M 87%

Insights into quarterly new creatives
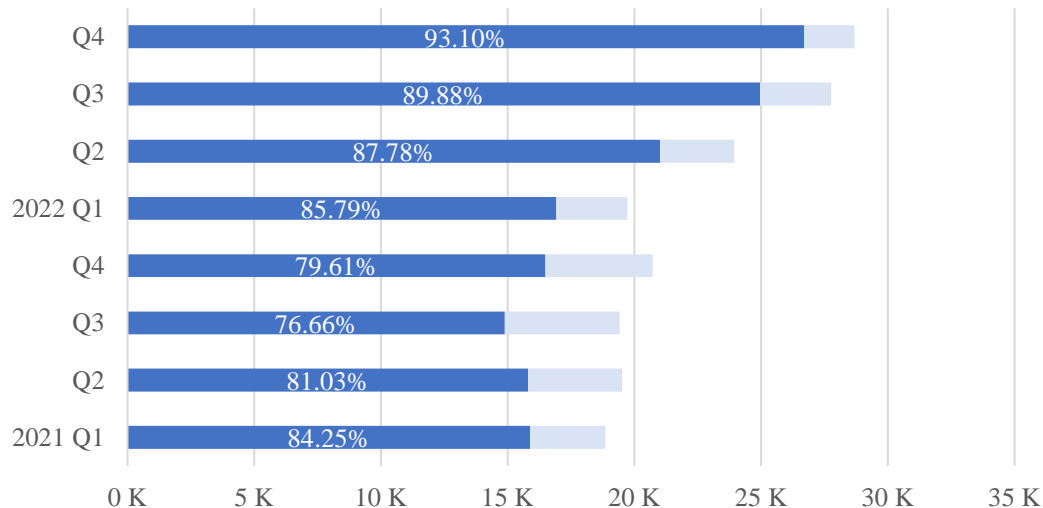
Quarter	Value
Q4	93.10%
Q3	89.88%
Q2	87.78%
2022 Q1	85.79%
Q4	79.61%
Q3	76.66%
Q2	81.03%
2021 Q1	84.25%

Insights into quarterly advertisers with new creatives

Quarter	Value
Q4	57.99%
Q3	50.29%
Q2	50.40%
2022 Q1	55.14%
Q4	48.46%
Q3	43.78%
Q2	45.24%
2021 Q1	71.01%
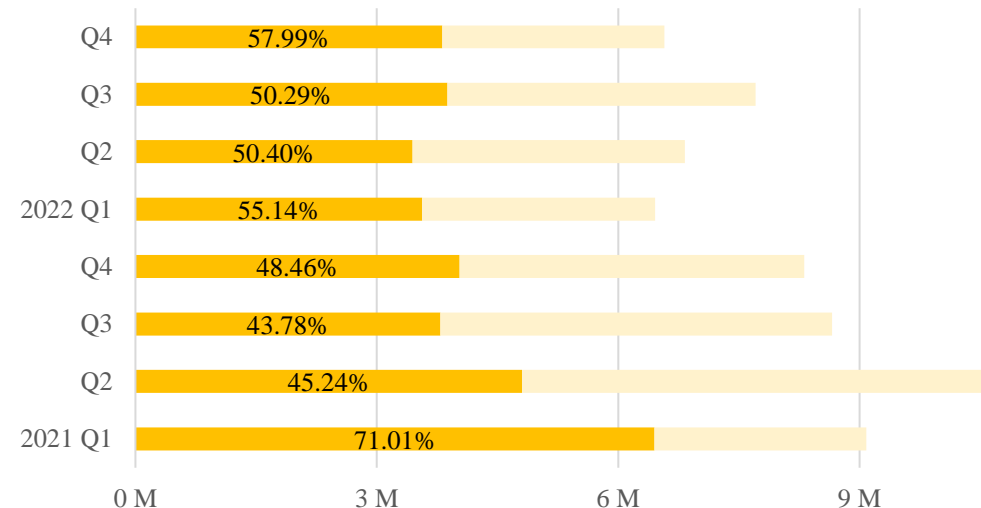
Insights into Mobile Game Marketing in America

Active creatives for casual games increased significantly by about 5.22% YoY to account for 24.98% in total.

In terms of active advertisers, 4 game genres including casual, puzzle, simulation, and action all reported some increases, with casual game advertisers accounting for the biggest share of 30.28%.

Active Advertisers

+0.24%
Simulation, 9.81% +0.63%
Action, 9.58% +0.41%
+2.64%
Puzzle, 12.81%
Arcade, 6.13% -1.37%
Strategy, 4.28% -0.10%
Adventure -0.07%
Other -0.94%
RPG, 5.51% -0.90%
Card -0.44%
Casino -0.10%
Casual, 30.28%

Active Creatives

+1.02%
Puzzle, 15.02%
Simulation, 9.89% -0.48%
Strategy, 8.31% -0.24%
RPG, 7.42% -1.89%
Casino -1.49%
Card -0.78%
+5.22%
Casual, 24.98%
Other -1.62%
Action, 7.29% -0.58%
Board -0.50%
Adventure -0.45%
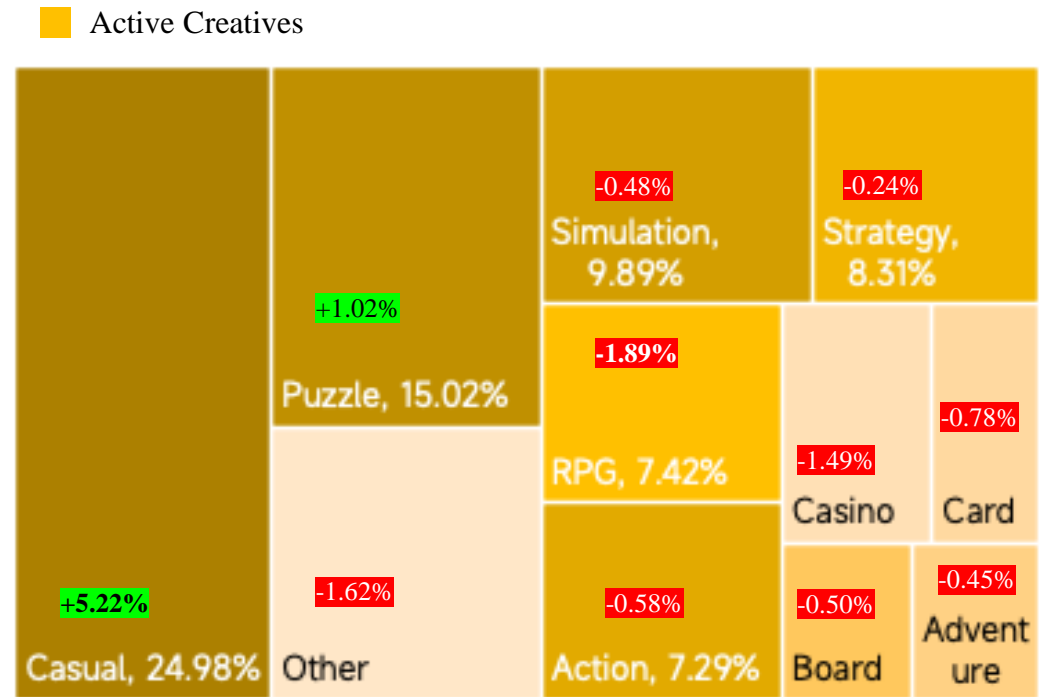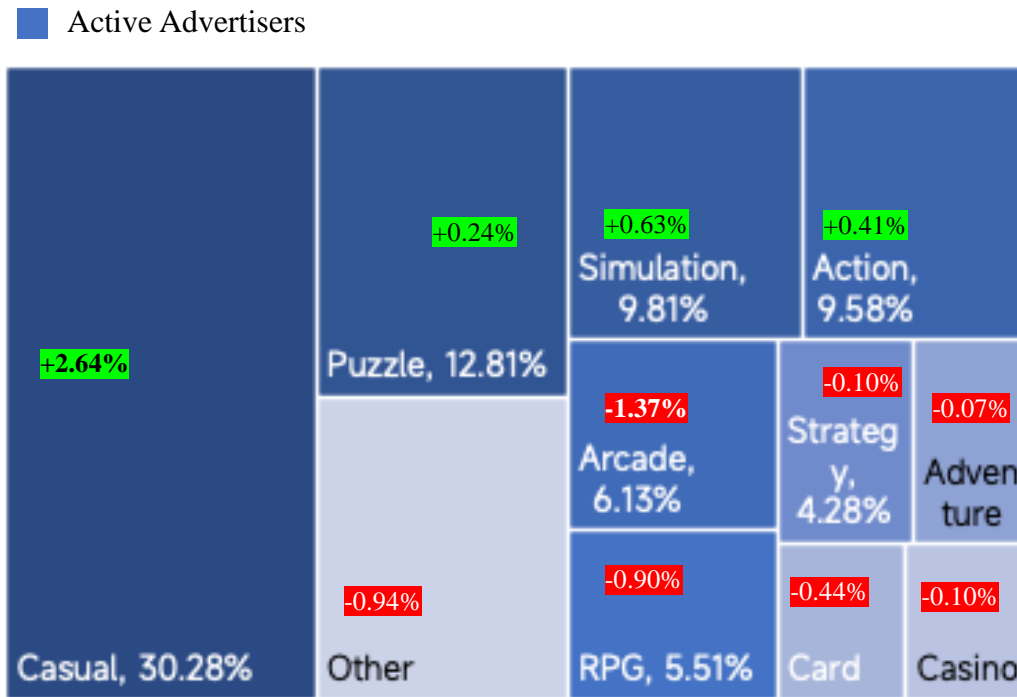
Insights into Advertising of Mobile Games on iOS & Android in America

Android had about 64% advertisers and 72% creatives.

In 2022, iOS creatives accounted for a stable share of about 30%, with 246 creatives per advertiser.
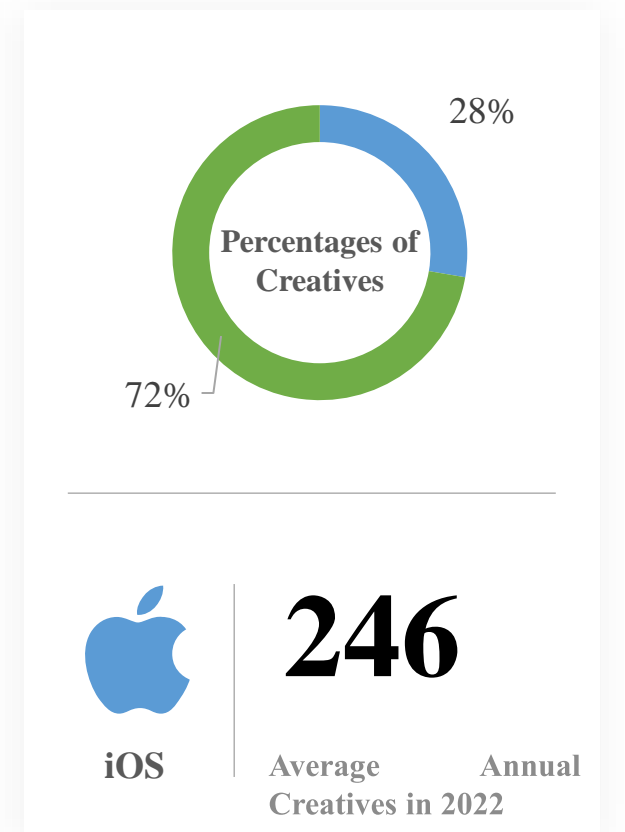
Q4	30.11%	69.89%
Q3	31.89%	68.11%
Q2	30.55%	69.45%
2022Q1	27.74%	72.26%
Q4	25.72%	74.28%
Q3	31.30%	68.70%
Q2	39.79%	60.21%
2021Q1	43.12%	56.88%

0% 20% 40% 60% 80% 100%

Percentage of Creatives on iOS & Android

Percentages of Advertisers

36%

64%

Percentages of Creatives

28%

72%

Android — **359** — Average Annual Creatives in 2022

iOS — **246** — Average Annual Creatives in 2022
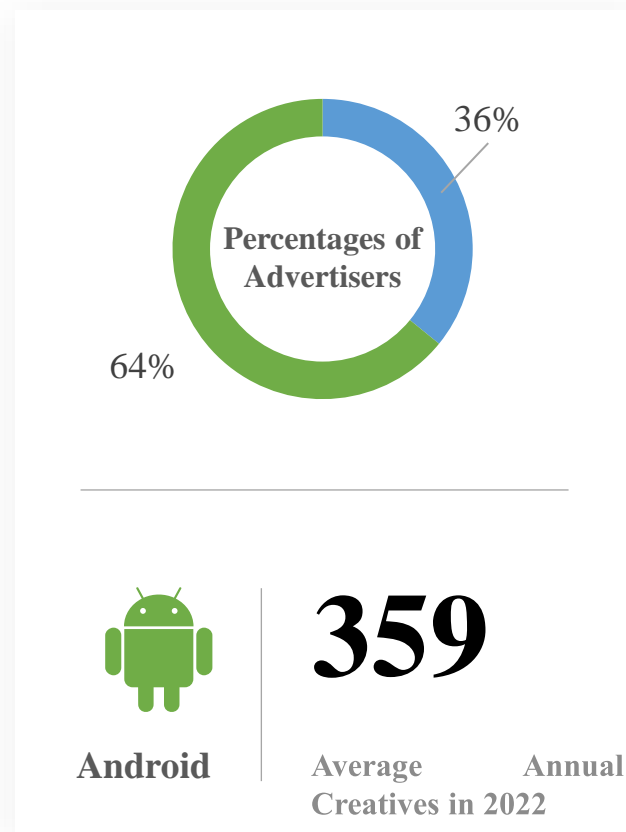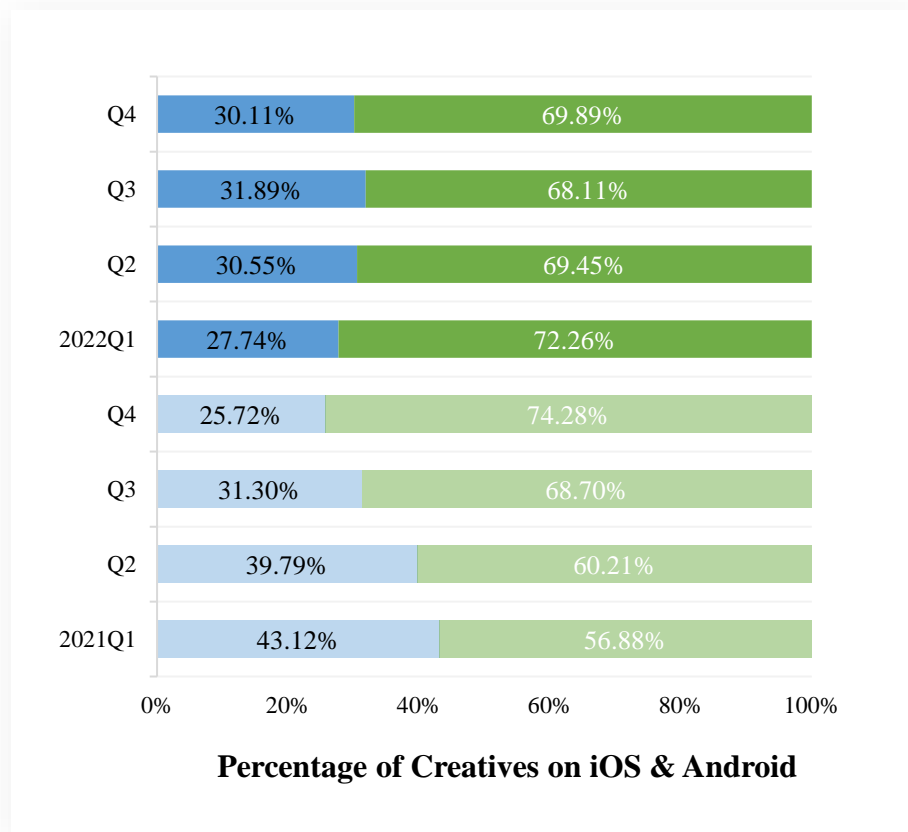
American Popular Mobile Game Companies

Zynga

Zynga was originally famous across the world for its "farm" "Texas hold'em" web games, and many years of being top has laid it a solid foundation. As time passed and mobile games rose, Zynga started to fall into decline. However, the company decisively made changes and provided its big-hit games for mobile phones, which soon stopped its decline by retaining users.

For greater diversity of its products, Zynga started its investment strategy. In 2020, Zynga bought the famous game company Peak, increasing its investment in casual games. Currently, Zynga's main games are casino, casual, puzzle, and simulation. And [Empires & Puzzles] and [Game of Thrones] are the most popular ones.

Casino Games

Wizard of Oz
Slots

Game of Thrones
Slots

Zynga Poker ™
Card

Puzzle&Casual Games

Golf Rival
Simulation, Casual, Sports

Empires & Puzzles
Match-3 + X

Tangle Master 3D
Puzzle, Casual

Words With Friends 2
Puzzle, Word

Zynga's popular marketing case

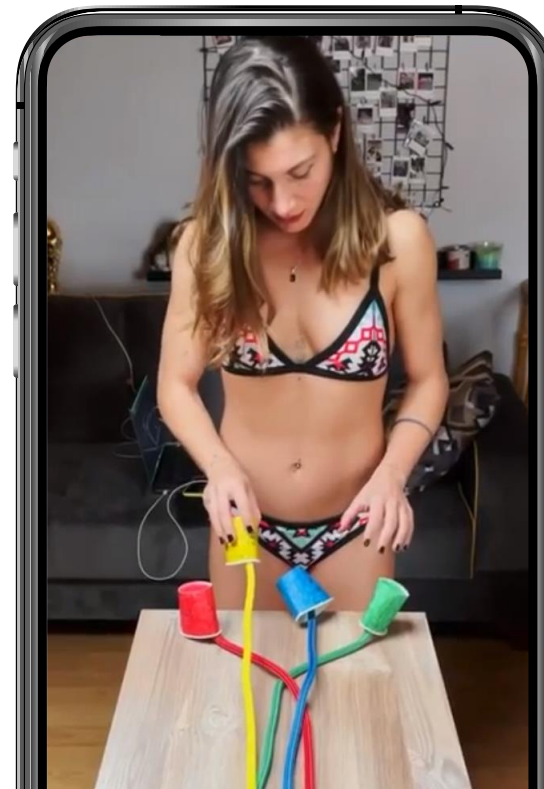## Real-life or live-action gaming, which makes the audience feel as if they are playing the game

Formula for a big hit

Real people + real-life scenario + playable ads

Common elements

Pretty and handsome, simulated items, live commentary,

rankings, fail in the game

(A combination of the formula for a big hit and 2-3 of the

above elements)

Insights into Mobile Game Marketing in Indonesia

Each quarter of 2022 saw over 6000 active advertisers, with nearly 3 million creatives released.

Q4 2022 saw nearly 10,000 active advertisers, and 77.02% (the highest share) of advertisers releasing new creatives. New creatives in each quarter of 2022 accounted for less than 50%.

Annual advertisers with new creatives

There were about 9% advertisers that didn't release new creatives in 2022, slightly higher than other regions.
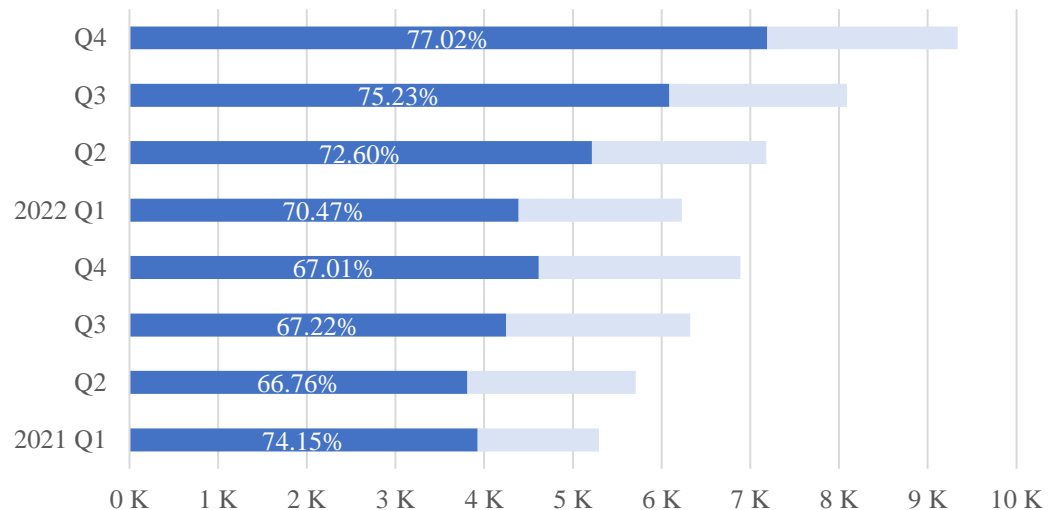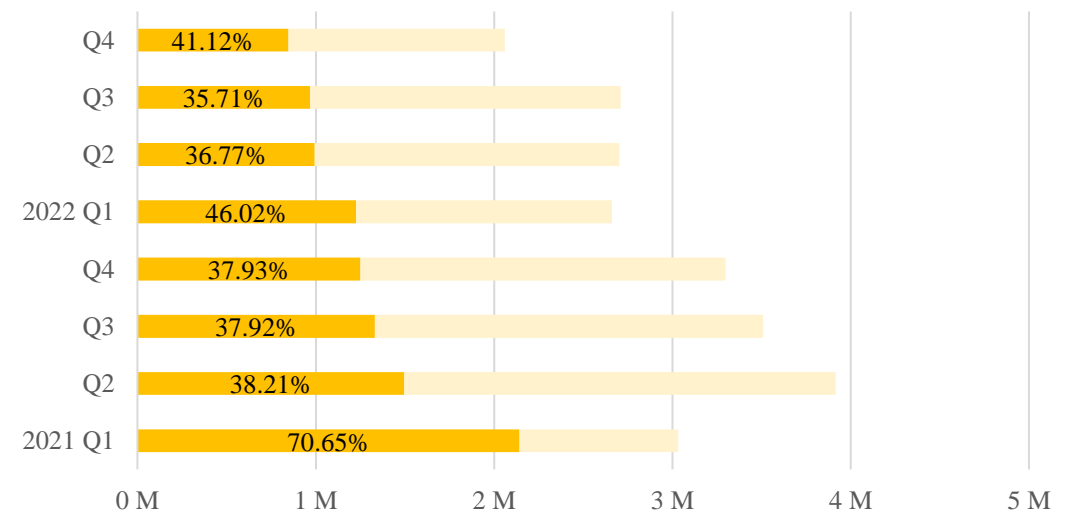
13.3K 91%

Annual new creatives

With a low frequency of updating creatives in Indonesia, old creatives accounted for 26% in 2022.

5.5M 74%

Insights into quarterly new creatives

Quarter	%
Q4	77.02%
Q3	75.23%
Q2	72.60%
2022 Q1	70.47%
Q4	67.01%
Q3	67.22%
Q2	66.76%
2021 Q1	74.15%

Insights into quarterly advertisers with new creatives

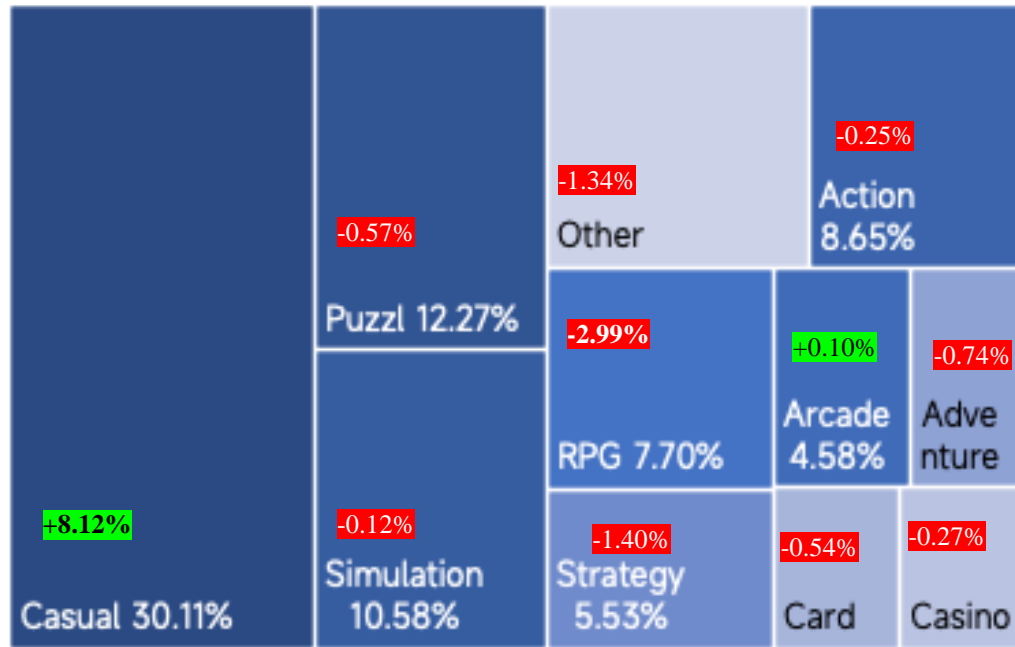| Quarter	%
Q4	41.12%
Q3	35.71%
Q2	36.77%
2022 Q1	46.02%
Q4	37.93%
Q3	37.92%
Q2	38.21%
2021 Q1	70.65%

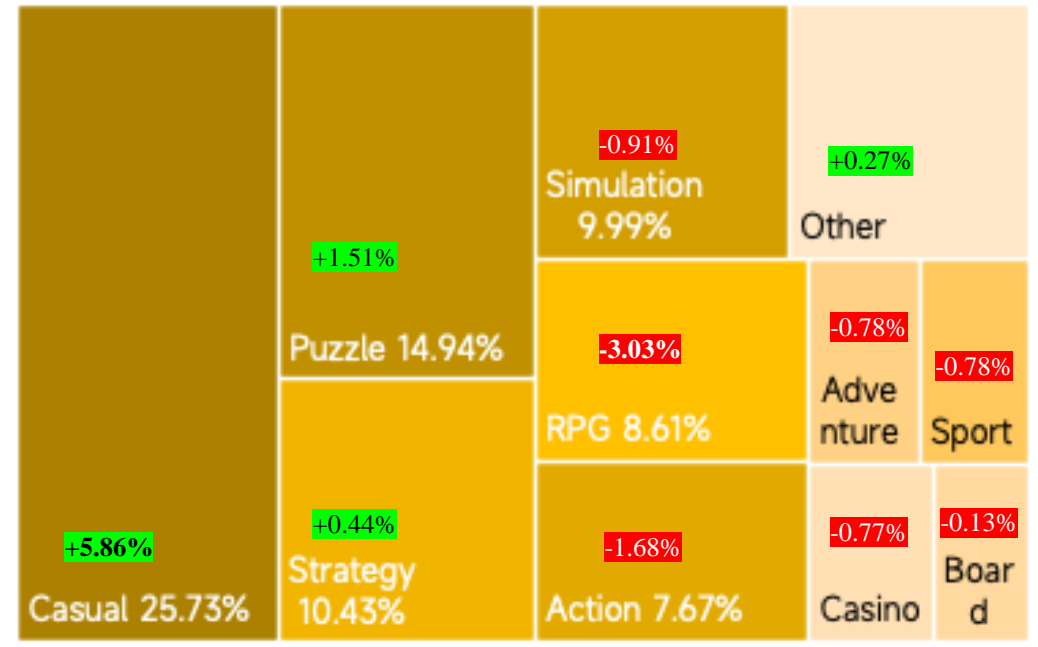# Insights into Mobile Game Marketing in Indonesia

In addition to casual and puzzle, strategy game creatives also accounted for a big share in 2021.

Casual game advertisers accounted for 30.11%, representing the greatest rise. Arcade games had a slight increase. In terms of active creatives, RPGs accounted for only 8.61% of all creatives, representing the greatest decline.
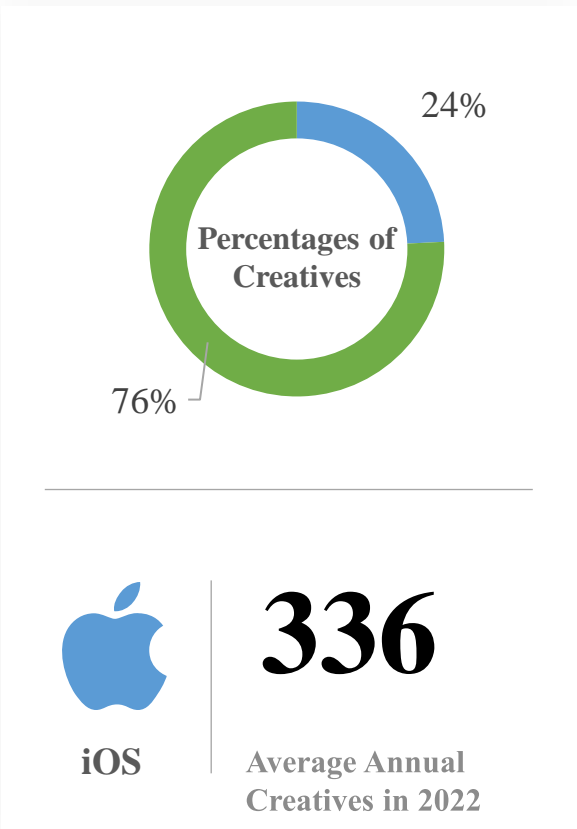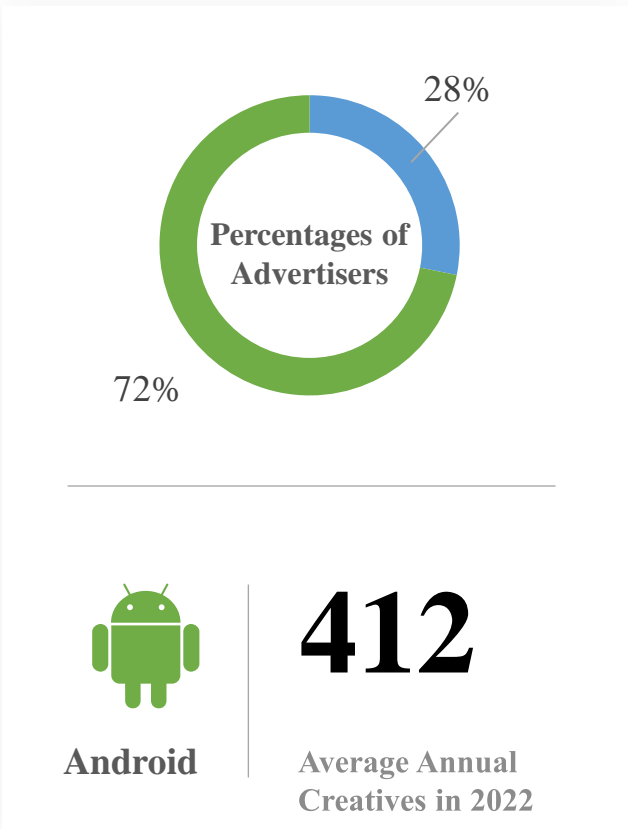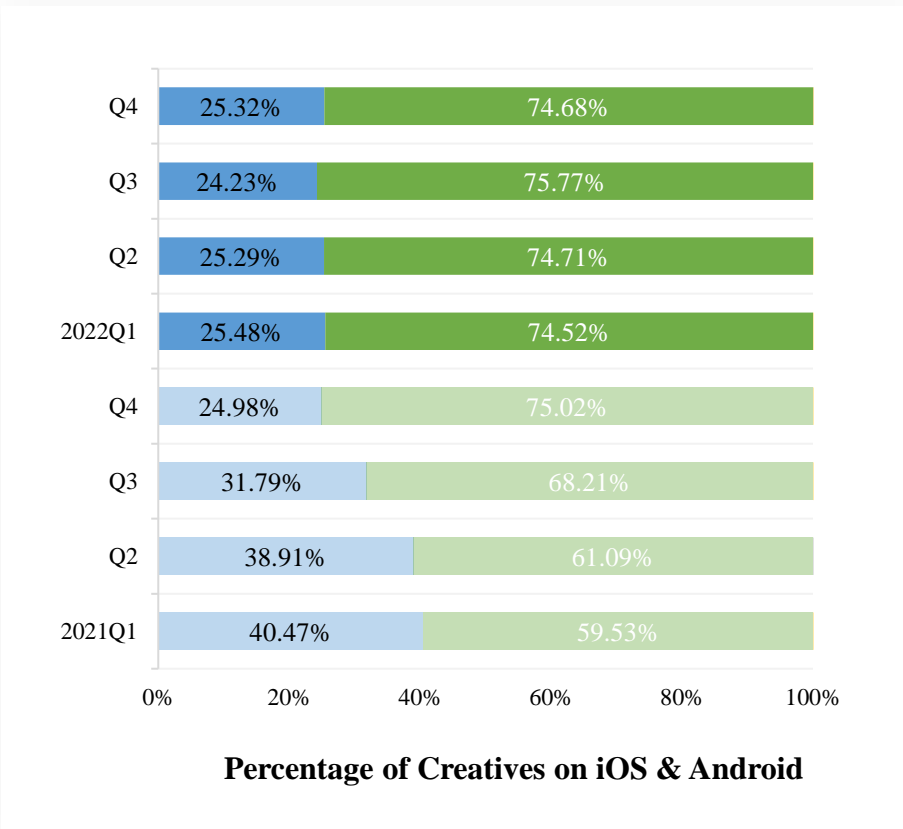

■ Active Advertisers

- Casual 30.11% +8.12%
- Puzzl 12.27% -0.57%
- Simulation 10.58% -0.12%
- Other -1.34%
- RPG 7.70% -2.99%
- Strategy 5.53% -1.40%
- Action 8.65% -0.25%
- Arcade 4.58% +0.10%
- Card -0.54%
- Adventure -0.74%
- Casino -0.27%

■ Active Creatives

- Casual 25.73% +5.86%
- Puzzle 14.94% +1.51%
- Strategy 10.43% +0.44%
- Simulation 9.99% -0.91%
- RPG 8.61% -3.03%
- Action 7.67% -1.68%
- Other +0.27%
- Adventure -0.78%
- Sport -0.78%
- Casino -0.77%
- Board -0.13%

Insights into Advertising of Mobile Games on iOS & Android in Indonesia

SocialPeta

In each quarter of 2022, creatives on iOS accounted for about 25%, and advertisers on Android accounted for about 74%.

Creatives on iOS accounted for the lowest share of 24.23% in Q3 2022.

Quarter	iOS	Android
Q4	25.32%	74.68%
Q3	24.23%	75.77%
Q2	25.29%	74.71%
2022Q1	25.48%	74.52%
Q4	24.98%	75.02%
Q3	31.79%	68.21%
Q2	38.91%	61.09%
2021Q1	40.47%	59.53%

Percentage of Creatives on iOS & Android

Percentages of Advertisers

28%

72%

![Android]

Android | **412** Average Annual Creatives in 2022

Percentages of Creatives

24%

76%

![iOS]

iOS | **336** Average Annual Creatives in 2022

Indonesian Popular Mobile Game Companies

INDOFUN GAMES

Indofun is a company founded in 2016 and invested by two Chinese listed companies. Headquartered in Indonesia's Jakarta, the company has a staff of nearly 200 people and established branches in Guangzhou, China in June 2020.

Most of the games published by Indofun are RPGs. The company released many well-known games in Southeast Asia.

RPG Games
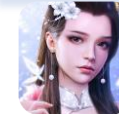
Love Destiny: นักพรตออกล่า
RPG

Idle Dynasty
RPG

เทพมารสามก๊ก
RPG

Rich and Famous
RPG

Others Game Genres

War of the Three Kingdoms
SLG

Audistar Mobile
Music
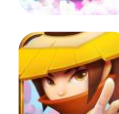
Hero Rush
Action

Indofun's popular marketing case

A few live-action elements, including live commentary, live-action stories

Formula for a big hit

Live commentary (stories) + playable + displaying prizes +

ways to download

Common elements

Pretty and handsome, cosplay, dramatic story, subtitle

(A combination of the formula for a big hit and 2-3 of the

above elements)

Insights into Mobile Game Marketing in Vietnam

Only 7% of advertisers didn't release any new creatives, showing a high frequency of updating creatives.

In Q4 2022, advertisers with new creatives accounted for 82.93%. And the frequency of updating creatives was slightly lower than in America, Japan, and South Korea.

Annual advertisers with new creatives

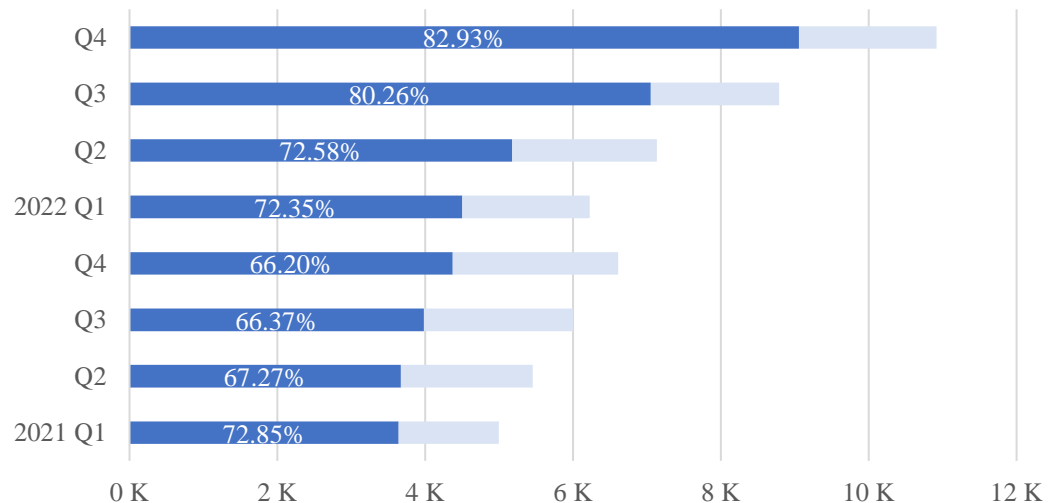93% of advertisers released new creatives this year, and only a few advertisers didn't update their creatives.
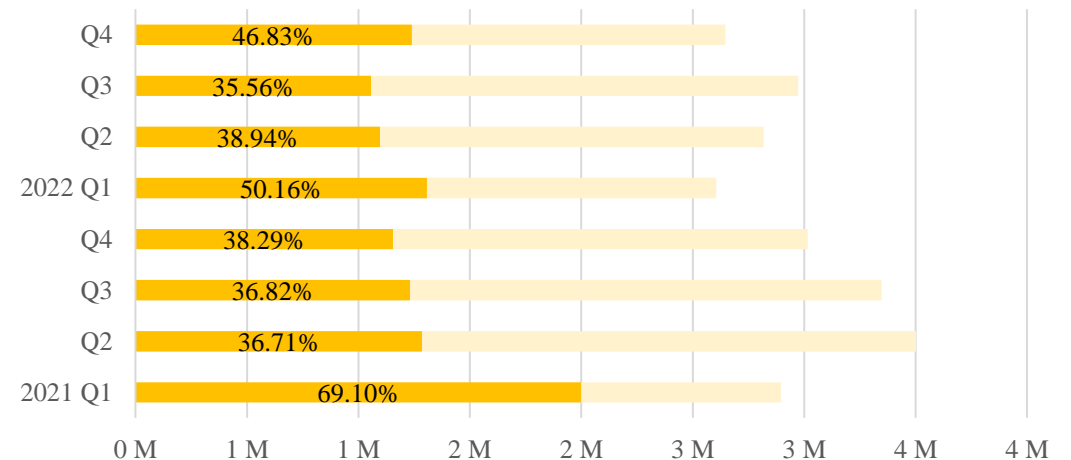
14.8K 93%

Annual new creatives

Creatives in South Korea were updated pretty frequently, and old creatives only accounted for 20%.

4.7M 78%

Insights into quarterly new creatives

Quarter	Value
Q4	82.93%
Q3	80.26%
Q2	72.58%
2022 Q1	72.35%
Q4	66.20%
Q3	66.37%
Q2	67.27%
2021 Q1	72.85%

Insights into quarterly advertisers with new creatives

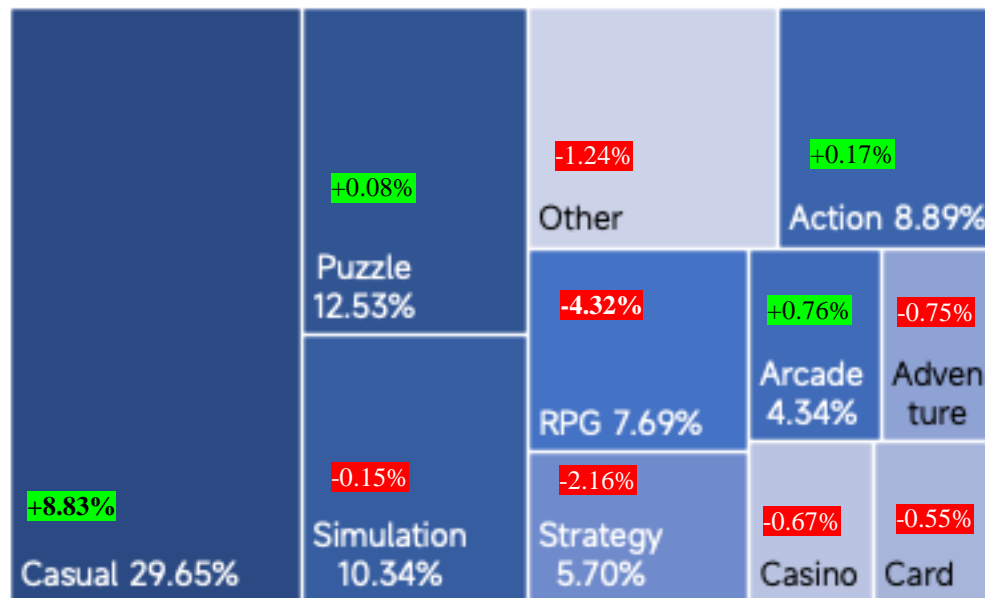| Quarter	Value
Q4	46.83%
Q3	35.56%
Q2	38.94%
2022 Q1	50.16%
Q4	38.29%
Q3	36.82%
Q2	36.71%
2021 Q1	69.10%

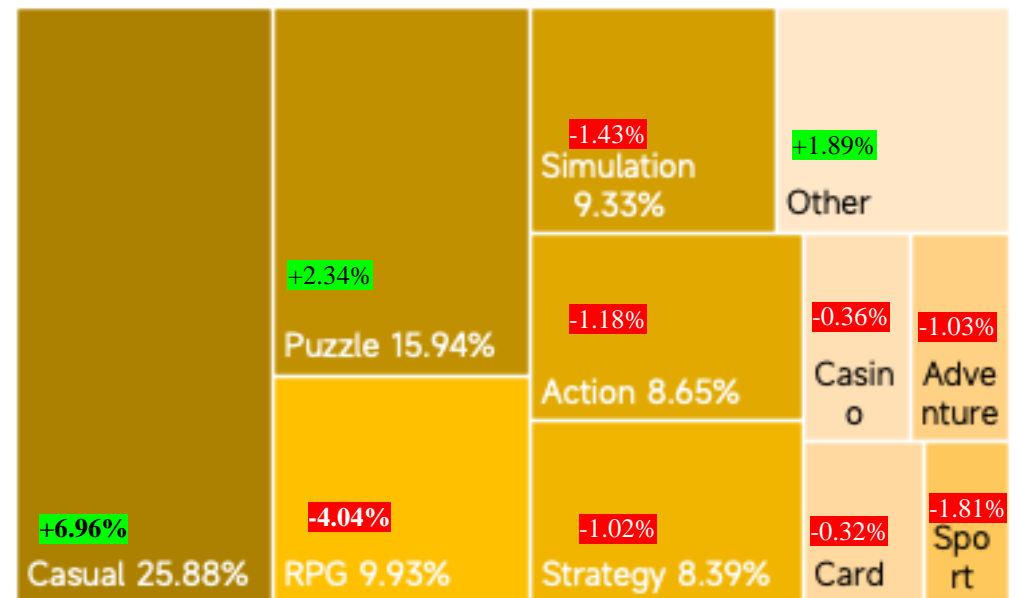# Insights into Mobile Game Marketing in Vietnam

Casual advertisers increased significantly by 8.83% YoY. RPGs had a slight down.

Simulation game advertisers released fewer creatives, but arcade and action game creatives increased slightly. Casual and puzzle games remained top 1 and top 2 with their active creatives.
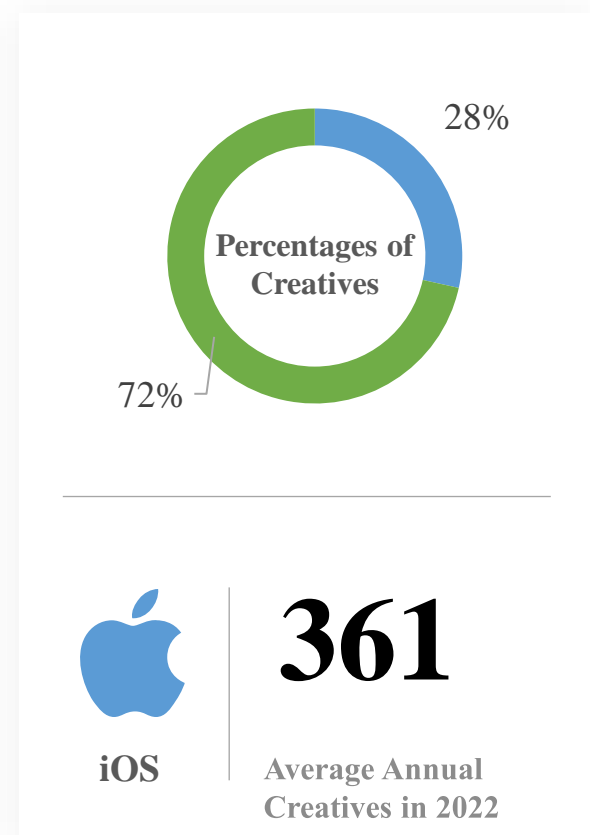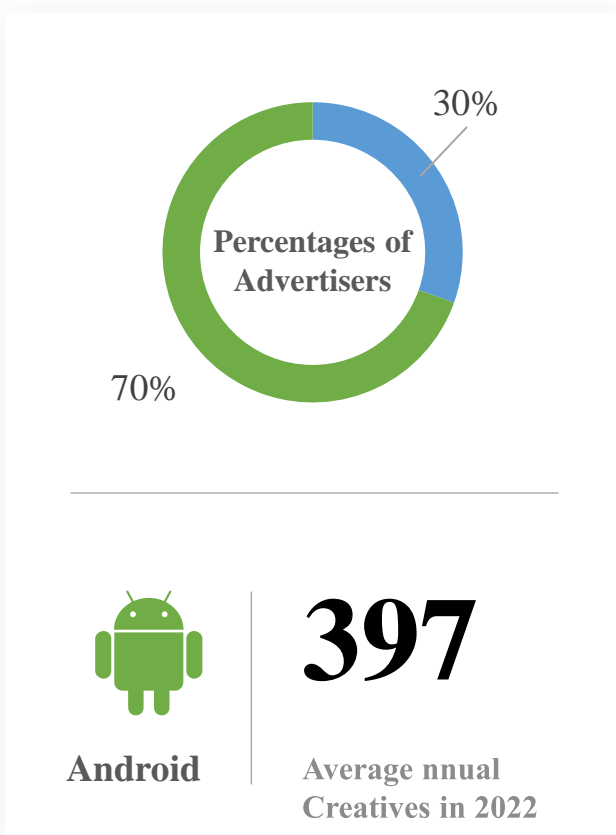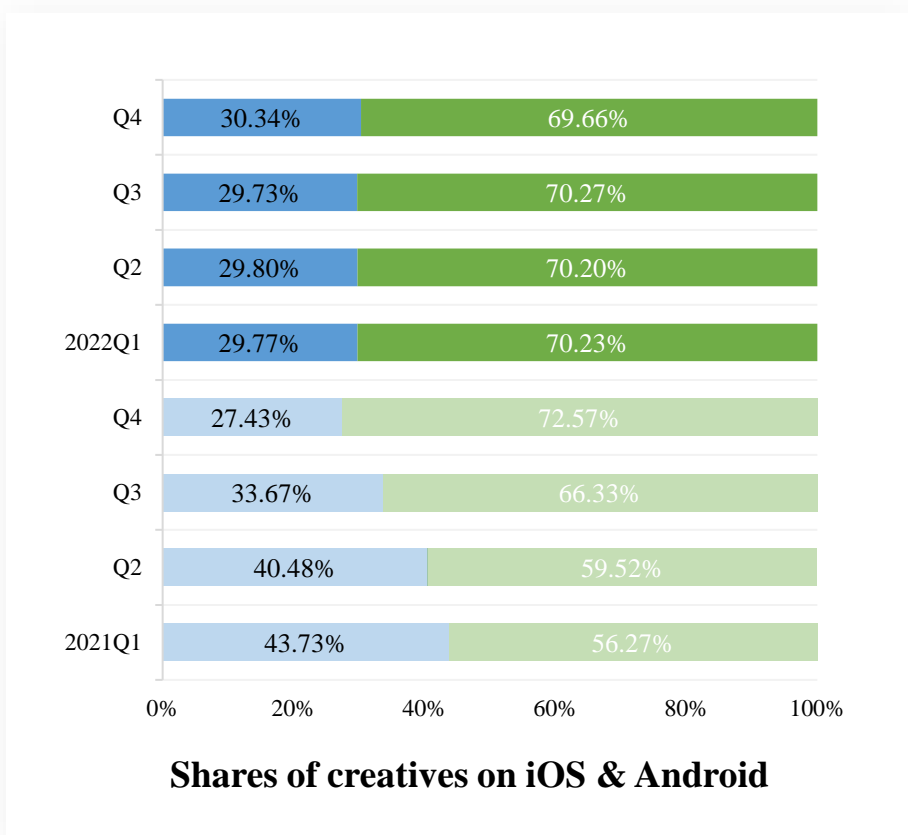

■ Active Advertisers

■ Active Creatives

Source：SocialPeta, based on data retrieved from backend data sources
Date Range：2022/1~2022/12

Insights into Advertising of Mobile Games on iOS & Android in Vietnam

SocialPeta

Android game advertisers and creatives each accounted for about 70%, but Android and iOS had a little difference in annual creatives per advertiser.

Creatives on iOS in each quarter of 2022 accounted for about 30%, close to the share of advertisers.

Q4	30.34%	69.66%
Q3	29.73%	70.27%
Q2	29.80%	70.20%
2022Q1	29.77%	70.23%
Q4	27.43%	72.57%
Q3	33.67%	66.33%
Q2	40.48%	59.52%
2021Q1	43.73%	56.27%

0%   20%   40%   60%   80%   100%

Shares of creatives on iOS & Android

Percentages of Advertisers

30%

70%

Android   **397**
Average nnual Creatives in 2022

Percentages of Creatives

28%

72%

iOS   **361**
Average Annual Creatives in 2022

Vietnamese Popular Mobile Game Companies

amanotes
EVERYONE CAN MUSIC

Amanotes is a Vietnamese game company focusing on music casual games. Gamers love those games for their easy-to-learn casual gameplays and pleasant music rhythms. Music games are not a major game genre, but Amanotes managed to grow into a major hyper-casual game company by releasing a few great games.

Most of its games are for free, so the company mainly generates revenue through in-game advertising, in-app purchase, and subscription.

Casual music games

Tiles Hop
Crossword、Music

Magic Tiles 3
Crossword、Music
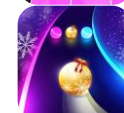
Dancing Road
Crossword、Music
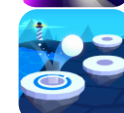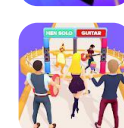
Hop Ball 3D
Crossword、Music

Hyper-casual games
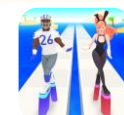
Dancing Race
Crossword、Action
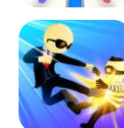
Clash Gang: Epic Beat Em
Crossword、Action

Superstar Rush
Crossword、Action

Amanotes' popular marketing case

Well-known pop music
Character's accurate reactions to music rhythms

Formula for a big hit

Popular music + playable + growth feedback

Common elements

Mad controls, gold, scores, stages, provoking messages

(A combination of the formula for a big hit and 2-3 of the

above elements)

Source：SocialPeta - Ad Creatives; summative characteristics of selected companies' popular creatives.
Date Range：2022/1~2022/12

103

Turkey

Insights into Mobile Game Marketing

Insights into Mobile Game Marketing in Turkey

Q4 2022 contributed the biggest share of advertisers releasing new creatives, and Q1 2022 contributed the biggest share of new creatives.

New creatives in Turkey accounted for only 74% of all creatives this year, an updating frequency far lower than those in other regions.

Annual advertisers with new creatives

Turkey reported an overall growth in advertising, with about 13400 advertisers who released creatives this year.

12.4K 92%

Annual new creatives

New creatives in each quarter of 2022 accounted for less than 50%. Old creatives were mainly relied on to bring effects.

3.6M 74%

Insights into quarterly new creatives
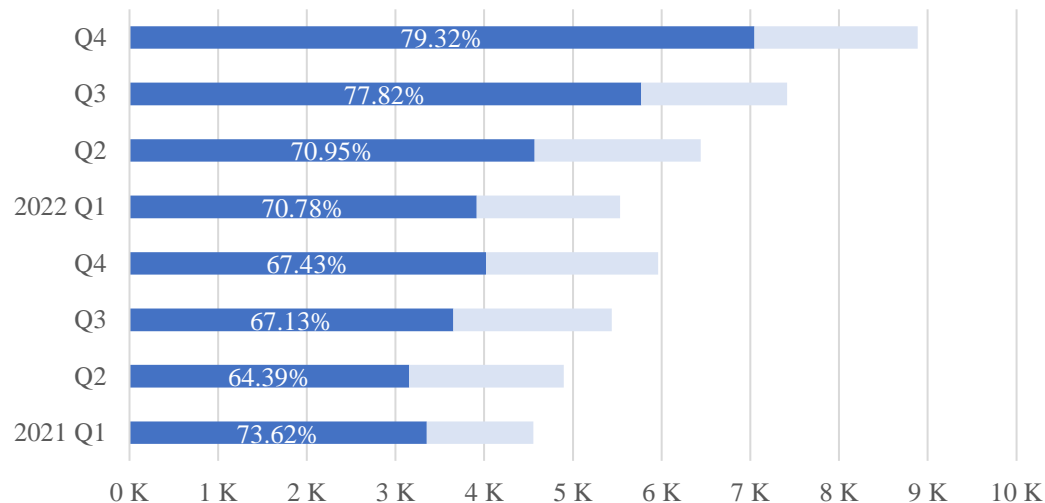
Quarter	Value
Q4	79.32%
Q3	77.82%
Q2	70.95%
2022 Q1	70.78%
Q4	67.43%
Q3	67.13%
Q2	64.39%
2021 Q1	73.62%

0 K 1 K 2 K 3 K 4 K 5 K 6 K 7 K 8 K 9 K 10 K

Insights into quarterly advertisers with new creatives

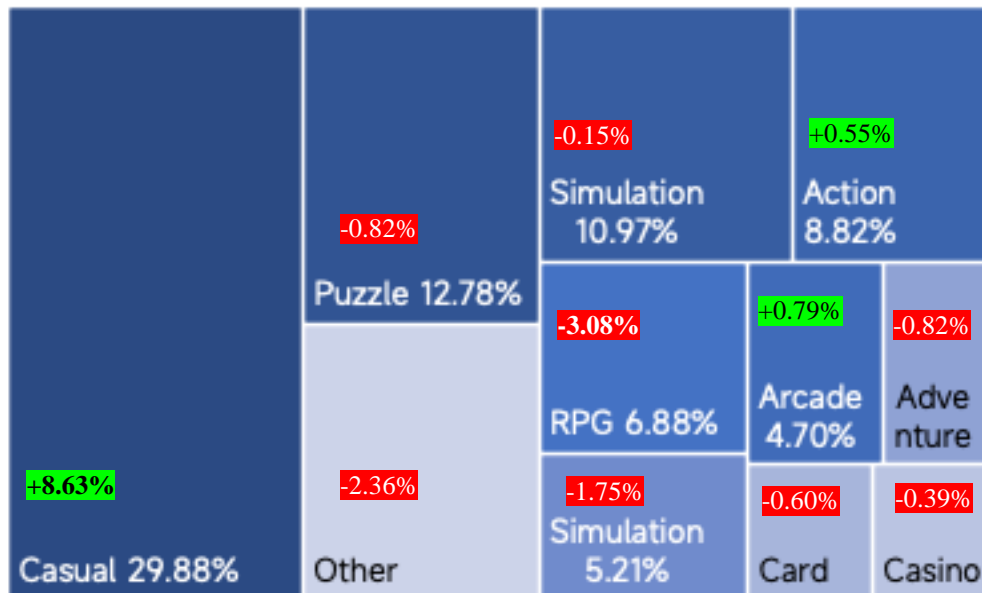| Quarter	Value
Q4	42.07%
Q3	36.31%
Q2	36.73%
2022 Q1	46.62%
Q4	39.12%
Q3	38.82%
Q2	33.14%
2021 Q1	71.16%

0 M 1 M 1 M 2 M 2 M 3 M 3 M 4 M
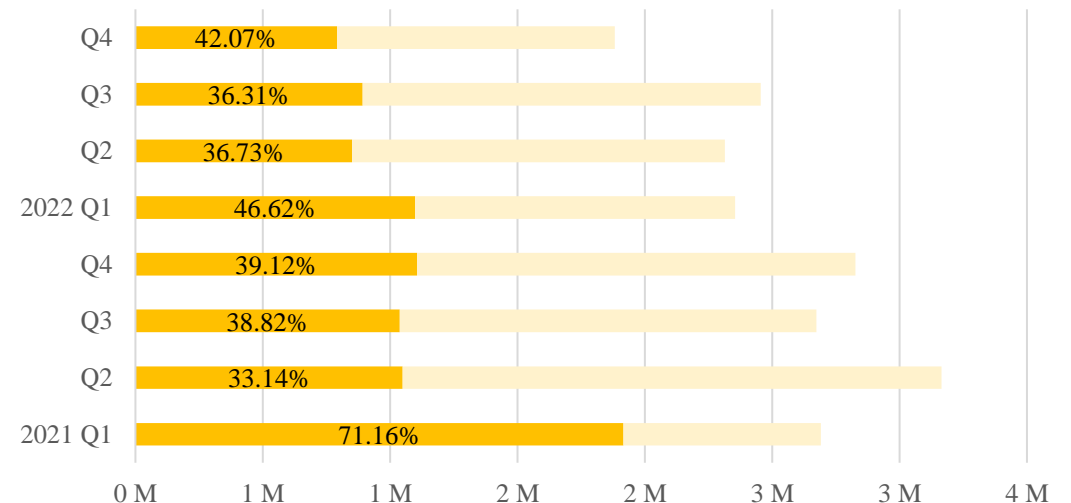
Insights into Mobile Game Marketing in Turkey

The greatest increase was in the share of casual game advertisers, followed by arcade and action games. And the top 3 game genres with the most creatives remained casual, puzzle, and strategy.

Casual game advertisers accounted for about 29.88%, up 8.63% YoY. Both RPG advertisers and creatives had the greatest declines.
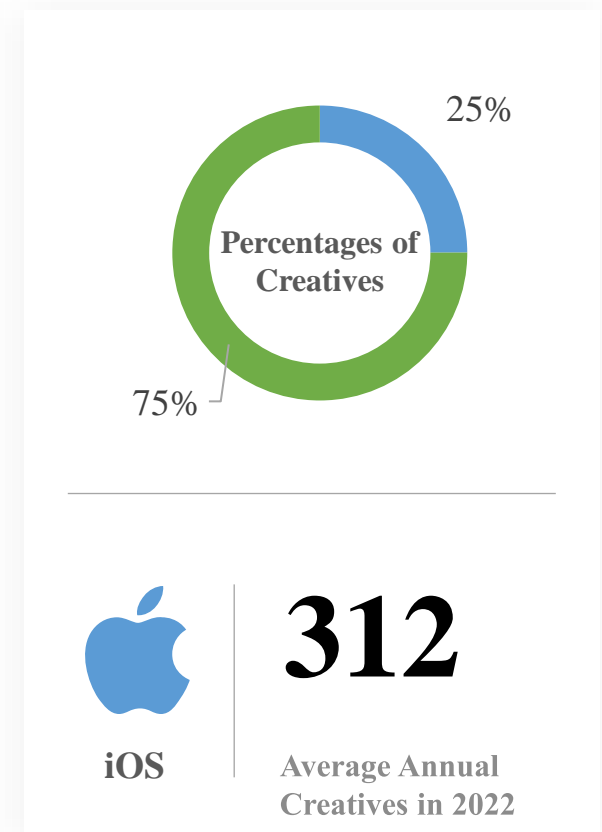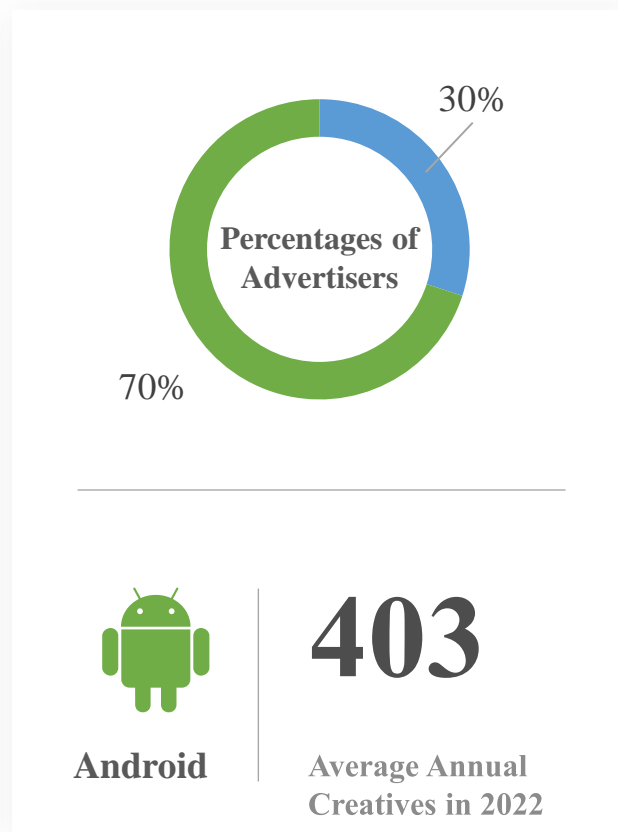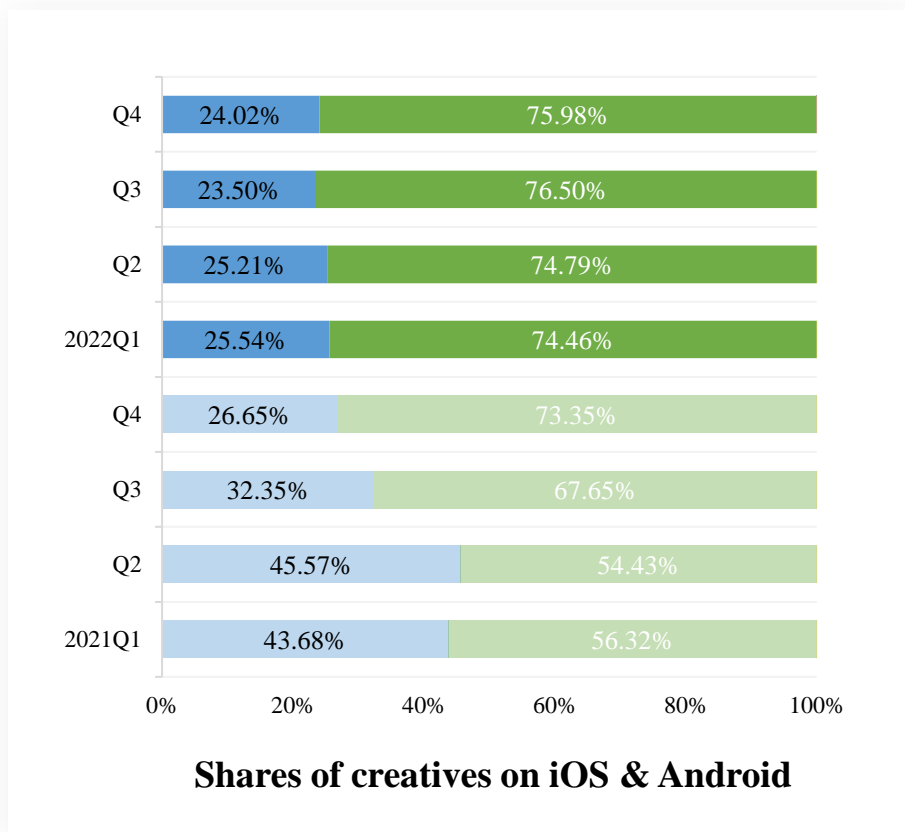

■ Active Advertisers

-0.15% Simulation 10.97%	+0.55% Action 8.82%
-0.82% Puzzle 12.78%	-3.08% RPG 6.88% / +0.79% Arcade 4.70% / -0.82% Adventure
+8.63% Casual 29.88%	-2.36% Other / -1.75% Simulation 5.21% / -0.60% Card / -0.39% Casino

■ Active Creatives

+0.60% Puzzle 15.16%	-0.18% Simulation 10.47% / -0.11% Other
+5.87% Casual 25.25%	+0.67% Strategy 10.92% / -1.79% Action 7.94% / -0.38% Casino / -0.68% Adventure
	-2.64% RPG 7.82% / -1.06% Sport / -0.30% Board

Insights into Advertising of Mobile Games on iOS & Android in Turkey

Creatives on iOS accounted for about 25%, with 312 creatives per advertiser. Turkish advertisers preferred to release creatives on Android.

Advertisers on Android accounted for about 70%, and there were averagely 403 creatives per advertiser.

Q4	24.02%	75.98%
Q3	23.50%	76.50%
Q2	25.21%	74.79%
2022Q1	25.54%	74.46%
Q4	26.65%	73.35%
Q3	32.35%	67.65%
Q2	45.57%	54.43%
2021Q1	43.68%	56.32%

Shares of creatives on iOS & Android

Percentages of Advertisers

30%

70%

Android — 403 — Average Annual Creatives in 2022

Percentages of Creatives

25%

75%

iOS — 312 — Average Annual Creatives in 2022

Turkish Popular Mobile Game Companies

Match-3 + Decoration games

Royal Match
Casual, Match-3

In Turkey, games are big business, generating an average revenue of $1 billion each year, with half of it coming from phone games. Led by Good Job Games, Soner Kara, Fast Free Games, and other game companies, Turkish game companies have attracted over 30 million local gamers and hundreds of millions of global gamers. In 2019, another game company Dream Games rose in Turkey by raking in tens of millions of US dollars in a month and attracting lots of investment.

The company's first game [Royal Match] was launched globally on March 1, 2021. Soon the game generated over $100 million from in-game spending within just half a year. Thanks to the game, Dream Games raised a $255 million Series C that brought the company's valuation to $2.75 billion.

Dream Games' popular marketing case

Purposefully make wrong moves to put the character in danger, so when the character fails in the game, audience may feel upset and want to play it themselves

Formula for a big hit

Playable + characters' voice + fail in game + ways to download

Common elements

Flame, iceberg & shipwreck, escape through waterpipes, cliff (A combination of the formula for a big hit and 2-3 of the above elements)
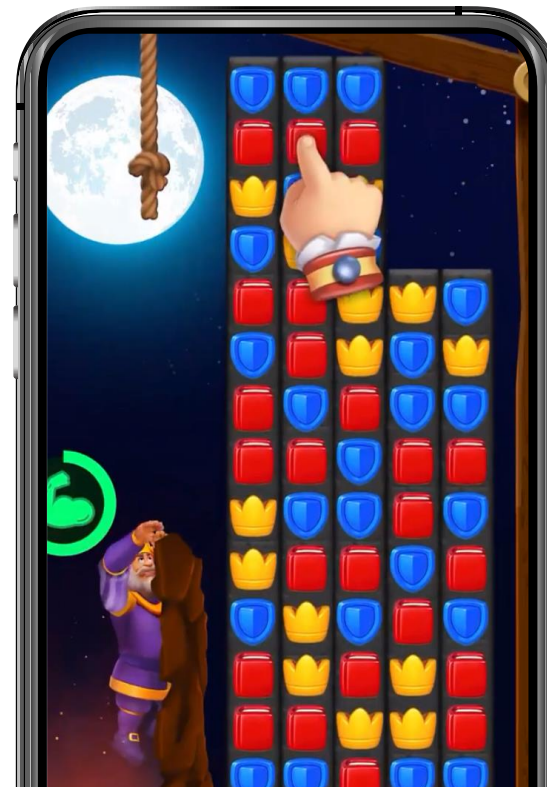
PART 03

Hot Mobile Game Marketing Campaigns

2022 TOP MOBILE GAME MARKETING EVENTS

SocialPeta

Attractive titles and icons of mini games

On 26 August, [X-HERO] changed its dog-head icon
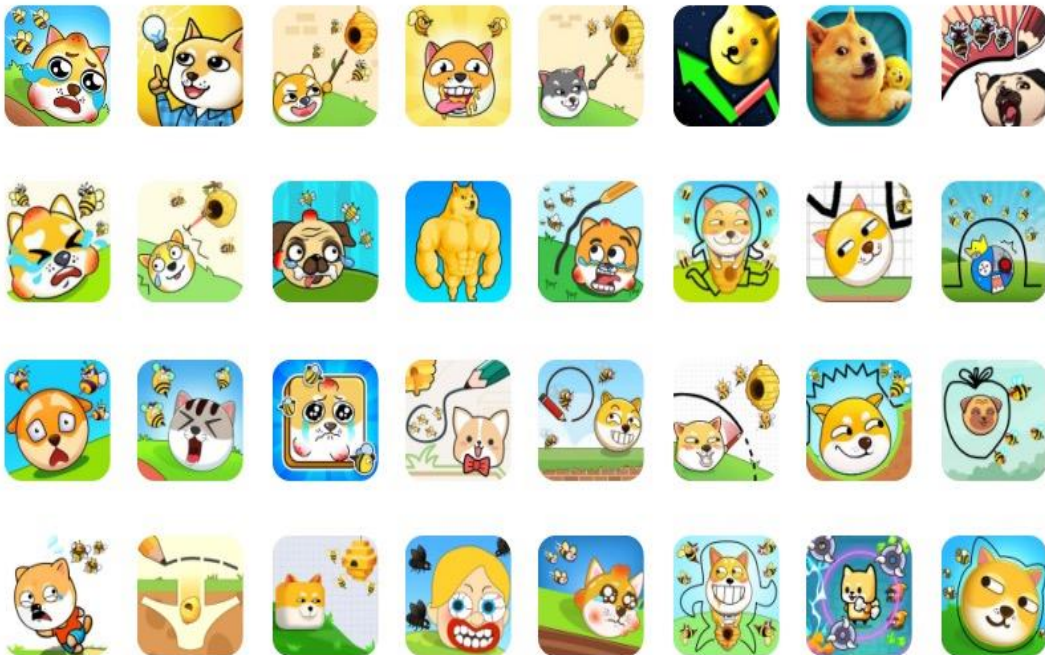
On 26 August, [X-HERO] got a new icon, the dog head, driving a media buying trend about drawing lines and dog heads.

1. Focus on the key element, gaining popularity from dog-head packages

Meanwhile, keywords including Doge, Rescue, and Save dominated the charts of top games by downloads and advertising. Soon, many game icons were changed into dog heads, bees, and other hot elements.

2. Update creatives, from saving dog heads to saving frogs

In respect of improving creatives, some companies preferred doing it by changing game icons into dog heads, cat heads, or frogs, adding user comments or video records of playing games; while some companies put efforts in adding gameplays about drawing lines, including numbers, letters, stickmen, which drove another trend of re-creation.

3. SLG joined it, upgrading mini-games

Amid the trend of dog-head creatives, SLG companies implemented marketing strategies comprising 4 steps imitation, update, deconstruction and made more attempts at keywords of mini-games. According to SocialPeta Data Research Institute, ad creatives were mainly based on puzzles, freedom, and re-creation. Gamers were offered again with mini-games played mostly by swiping screens, featuring drawing lines, parkour, parking lots, firing bullets, Zuma, Puzzle Bobble, and LinkGame.

4. On December 1, [X-HERO] changed its head-dog icon

Finally, [X-HERO], which started the trend of dog heads, changed to a new icon. Earlier than that, [英雄戰紀] had changed into an icon featuring parking lots, and all matured games of Bingchuan Network started trying new things other than dog heads. But it didn't mean the end of the dog-head trend. On November 5, Bingchuan Network officially launched the card game [Hero Clash], starting the 3rd chapter of dog-head popularity.

Mini games were popular in advertising again

Pin-pulling
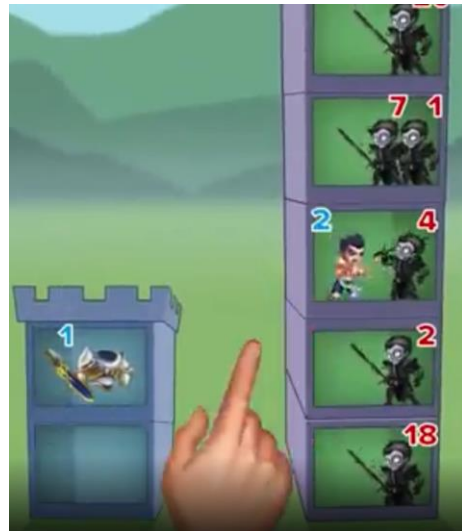
Tower climbing

Dog heads

Bullets

Playrix

Top Games

NEXTERS

Panoramik Games

Bingchuan Network
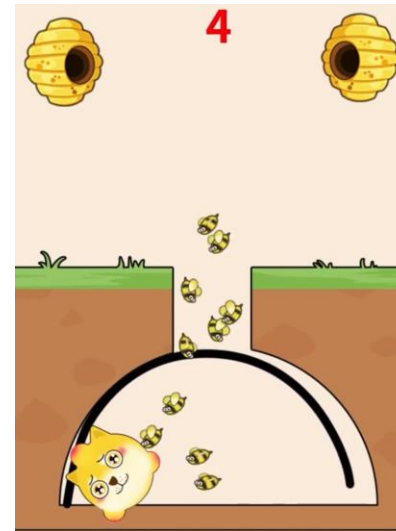
Century Games

FunPlus

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative
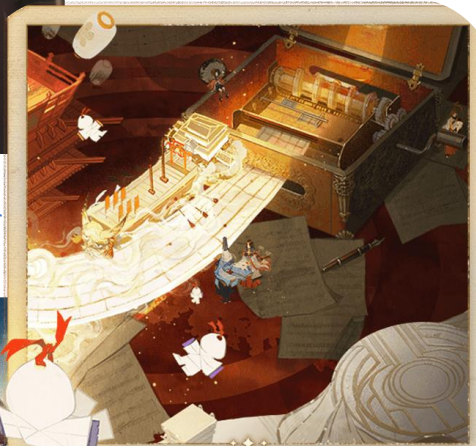
Anime-style games' energy outside games

Many mature anime-style games were adapted into anime. New anime-style games pursued the anime graphic effects

Stage effects of games were improving

Audiovisual effects

On one hand, frequent offline collaborations and events bridged the distance between anime-style games and real life, and expanded the influence of anime-style games. Obviously, anime-style games gained higher popularity in various ways in 2022 thanks to gamers' special sociability and passion, resulting in more potential users and higher recognition.

On the other hand, in anime, concerts, and music projects, the extraordinary audiovisual effects of anime-style games were improved through advanced technologies including VR, XR, and virtual idols. While gaining popularity through social activities, anime-style games were further improved in content.

With constantly improved game content, supportive social activities, dominating fan works, and endless re-creation works, the anime-style game market was booming.

Why are roguelike casual games so attractive

Roguelike has always been a game genre with a relatively small player group, because many players find the controls and constructions too difficult for them. However, a roguelike casual game triggered a wave of roguelike games.

The Roguelike casual game [Survivor.io] had simple gameplay and less difficult construction, allowing gamers to enjoy themselves by simply mowing. [Survivor.io] grossed over $10 million in a month after it was launched, and the game has been keeping a revenue growth, which has attracted many game companies' attention.

In fact, roguelike games have been possessing the potential to become more popular. There have been many great roguelike games, such as the free game [Soul Knight], [Night of Full Moon] (a card game based on the tale of Little Red Riding Hood), and [Warm Snow] (overwhelmingly popular on Bilibili recently). All those popular roguelike games share the following features:

1. Easy game controls
To allow players to understand roguelike gameplays more easily, those roguelike games all have simple controls, including fewer virtual controls or just changing into virtual joysticks. So, players find the game more relaxing.

2. Simple construction formulas
As the pace of modern life is increasing, more players prefer games with simple construction formulas. In those games, players only need to follow the formulas for matching weapons or gear, so they won't feel any pressure while playing the games.

3. Mature design of growth feedback
Roguelike games on mobile phones should emphasize the upgrade each time a weapon or gear is obtained, giving more growth feedback to players to show where they have been by far. Compared with the PC version of a game, the mobile version has a higher growth.
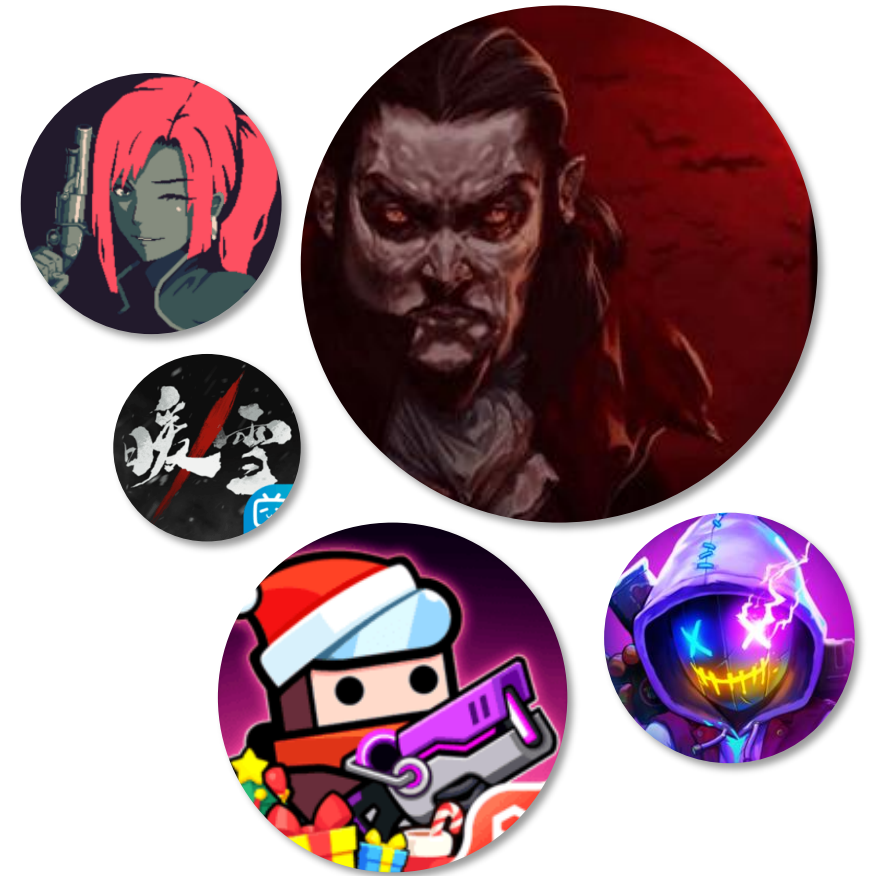
More and more major game companies center around mobile games

2022 obviously saw many PC games going mobile. Mobile games' great potential to rake in huge profits has convinced many world-known PC game companies to place mobile games in an important position in their future development.

The mobile versions of PC games launched by major game companies allow us to experience those great PC games on mobile devices. Especial in 2022, many classic PC games released their mobile versions:

Major game companies launch mobile versions of PC games usually with an ambition to dominate the mobile game market. With the user bases of PC games, their mobile versions often receive enormous attention upon release, and top the free game charts in many countries or regions for a few days.

However, major game companies are often expected to offer fine games. So those mobile versions of famous PC games won't truly face their challenges until 6 months or a year after their release. When the initial popularity fades, will those mobile games still be able to gross a high revenue? How many gamers will spend money on those mobile games because of their PC versions? It's a question that constantly faces game companies.

How many famous PC games will go mobile in 2023?

던전앤파이터 모바일
（Dungeon & Fighter Mobile）

Release date：2022-3-23

Publisher：NEXON

Apex Legends Mobile

Release date：2022-4-5

Publisher：Electronic Arts

Diablo Immortal

Release date：2022-6-1

Publisher：Blizzard Entertainment

Football marketing during the World Cup

In November 2022, Qatar attracted the world's attention by hosting the World Cup. This tournament (held every four years) is one of the top three world sports events (including Formula 1, the Olympics, the World Cup), the first World Cup held in the Arab world in the Middle East and the second held entirely in Asia.

Though the 2022 World Cup is over, sports lovers have many nice memories of what happened during the event. So games related to the tournament gained increasing popularity.

There were mainly three types of football mobile games in the market:
1. Classic football simulation games (e.g. [FIFA Mobile])
2. Strategy games featuring football managers (e.g. [Top Eleven])
3. Puzzle casual games with football elements (e.g. [Soccer Super Star])

Take the classic football game [FIFA Mobile] for example. The game was not among the top 300 free games on the App Store in America in January, but it rose quickly on the chart since November and remained one of the top 10 free games during the World Cup.

Many other top mobile games also tried to mention the World Cup in game or during their marketing campaigns. SocialPeta Data Research Institute reviewed the mobile game creatives released from November to December 2022 and found the following marketing cases related to the World Cup:

For more marketing cases related to the World Cup, please visit: www.socialpeta.com

Celebrity endorsers and collaborative skins

[Call of Duty: Mobile] Season 10 collaborated with the world-known footballers Messi, Neymar Jr. and Pogba who also joined the game as playable Operators.

In-game celebration events

[Perfect World] released creatives in November to promote its in-game celebration event for the World Cup. The server event lasted till November 30 and allowed players to play the game in the World Cup atmosphere.

Anime re-creation about the World Cup

[PUBG Mobile] also released many creatives related to football. Besides collaborations with football stars, anime re-creation works about the World Cup are also very inspiring.

Real-time prediction of the tournament

During the World Cup, [FIFA Mobile] released creatives predicting winners and pushed the creatives to the countries/regions that were predicted to win, drawing people's attention to the game.

Mobile Applications

Introduction

In 2022, while the prevention policies for COVID-19 are becoming looser around the world, people's lifestyles, consumption, work, and other habits are constantly being reshaped. The mobile app industry is no exception. Then what changes have taken place? To answer this question, SocialPeta Data Research Institute released the "2022 Mobile Application (Non-Game) Marketing White Paper" to provide global insights to help your products go global. According to the global data captured by SocialPeta, the mobile application (non-game) market in 2022 had the following major trends:

1. The number of advertisers in the Japanese and South Korean markets surged while the number of creatives in the European region plummeted:

The number of application advertisers in 2022 increased by 1.69% compared to 2021, and the total number of creatives decreased by 0.68% MoM; among them, the number of advertisers in the Japanese and South Korean regions increased significantly, with a year-on-year increase of 46.7%, followed by Southeast Asia, which increased by about 38.02% year-on-year. In terms of the overall creative volume, the creative volume in Europe plummeted, down by about 24.41% year-on-year. In addition, the creative volume in South America also dropped by about 1.66%.

2. The number of educational applications continued to grow, and digital transformation was the future trend:

Even though living with the pandemic has become a new normal, the development of the online education market has never ceased. In 2022, the global revenue of educational applications exceeded US$1.8 billion, especially in Asia, where educational applications for early education and examination preparation are very popular among users. The most outstanding of these is Duolingo, a language learning application, which has always been the top one in the best-selling list of educational applications in the United States all year round. Educational applications have higher localization requirements, but they are also proven to be profitable based on the captured data. It is worth paying attention to them.

3. The concept of metaverse kept being explored, and major manufacturers were deploying virtual social networks:

Even though the metaverse strategy has been questioned by the outside world, Meta does not seem to abandon this department. In December, its CTO said that Meta would continue to invest 20% of its cost in RealityLabs, the metaverse department, in 2023. It's worth looking forward to where it will head to. Although it takes time for the metaverse to land, the Sims, its derivative technology, has already been put into use in industries such as live streaming and social networking. Many manufacturers are already dipping their toes into virtual social networks. Considering the performance of each application, they all have their competitive edges and weaknesses. The market hasn't yet been monopolized by the top companies. Therefore, there are still opportunities to enter the market.

4. The book market was expanding again; the monetization of novel and comic advertisements was stronger:

In 2022, the scale of the global book market expanded again with the revenue rising as well. According to a report released by Google recently, the annual growth rate of advertising revenue in novels has reached 40%, and the annual growth rate of CPM in comics applications has also reached 30%, which shows the huge potential of advertising monetization. In addition, SocialPeta Data Research Institute has also observed that religious applications such as the Bible have a wide audience in regions with religious beliefs such as the United States. Understanding and adapting to the market is the only way to stand out in the increasingly fierce competition. Let SocialPeta help your business flourish.

01

2022 Global Mobile Application (Non-Game)

Marketing Insight

Insights into Global Mobile App (Non-Game) Marketing

In 2022, the number of mobile advertisers increased by 1.69% MoM,among which mobile application (non-game) advertisers accounted for about 76.6% of the total

After the normalization of the pandemic worldwide, the number of mobile advertisers began to rise again with a significant rise in mobile applications (non-game), from 65.5K in January to 94.2K in December.

2022 Mobile Application (Games & Non-Game)
Monthly average number of advertisers 105.2K

	Mobile App (Non-Game)	Mobile Game	Percentages of Mobile App
2022 Jan.	65.5 K		76.47%
Feb.	69.9 K		77.59%
Mar.	75.7 K		77.41%
Apr.	74.8 K		76.32%
May	74.7 K		76.83%
Jun.	77.4 K		75.93%
Jul.	82.1 K		75.49%
Aug.	83.6 K		76.94%
Sep.	86.5 K		78.01%
Oct.	91.1 K		77.30%
Nov.	91.4 K		75.92%
Dec.	94.2 K		74.87%
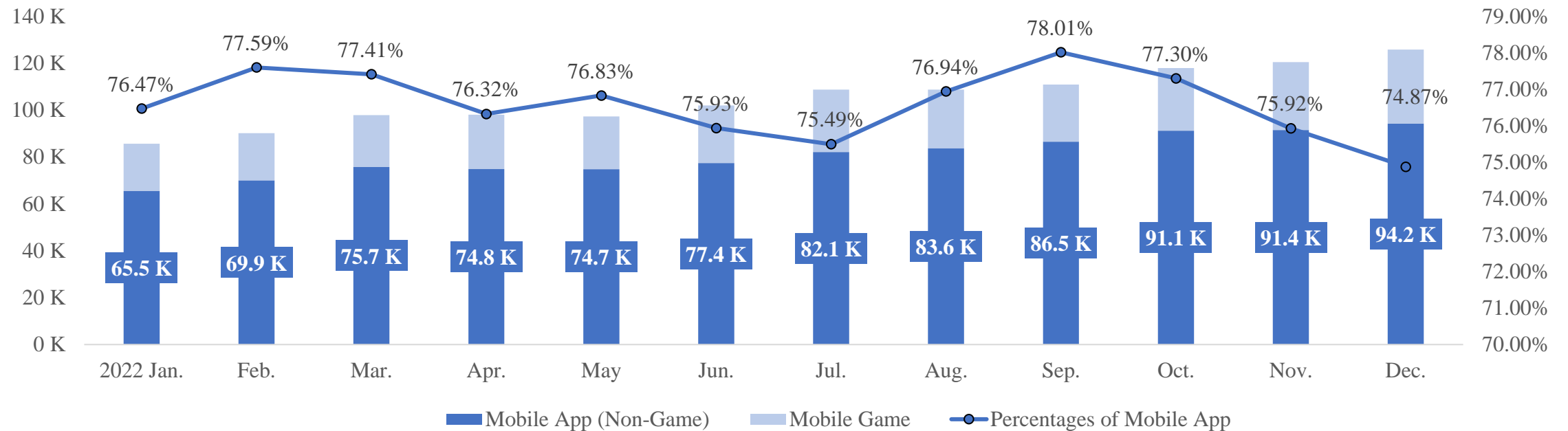
Insights into Mobile Application (Non-Game) Marketing

2022 monthly average number of advertisers in the mobile application (non-game): **79K；monthly average number of creatives: 163**

In terms of mobile applications, **shopping applications** had the highest monthly average number of advertisers. SocialPeta captured nearly 14,000 shopping advertisers on average every month, followed by business and life & fashion advertisers. In terms of the monthly average number of creatives, reading, social, and tools applications were still among the top three, while advertisers of dining and restaurant applications released the least number of creatives on average per month.

Advertisers per month

Category	Value
Shopping	13.9 K
Office Business	11.9 K
Life & Fashion	11.9 K

Monthly creatives per advertiser

Category	Value
Shopping	821
Office Business	359
Life & Fashion	236

Source: SocialPeta, based on data retrieved from backend data sources
Date Range: 2022/1~2022/12
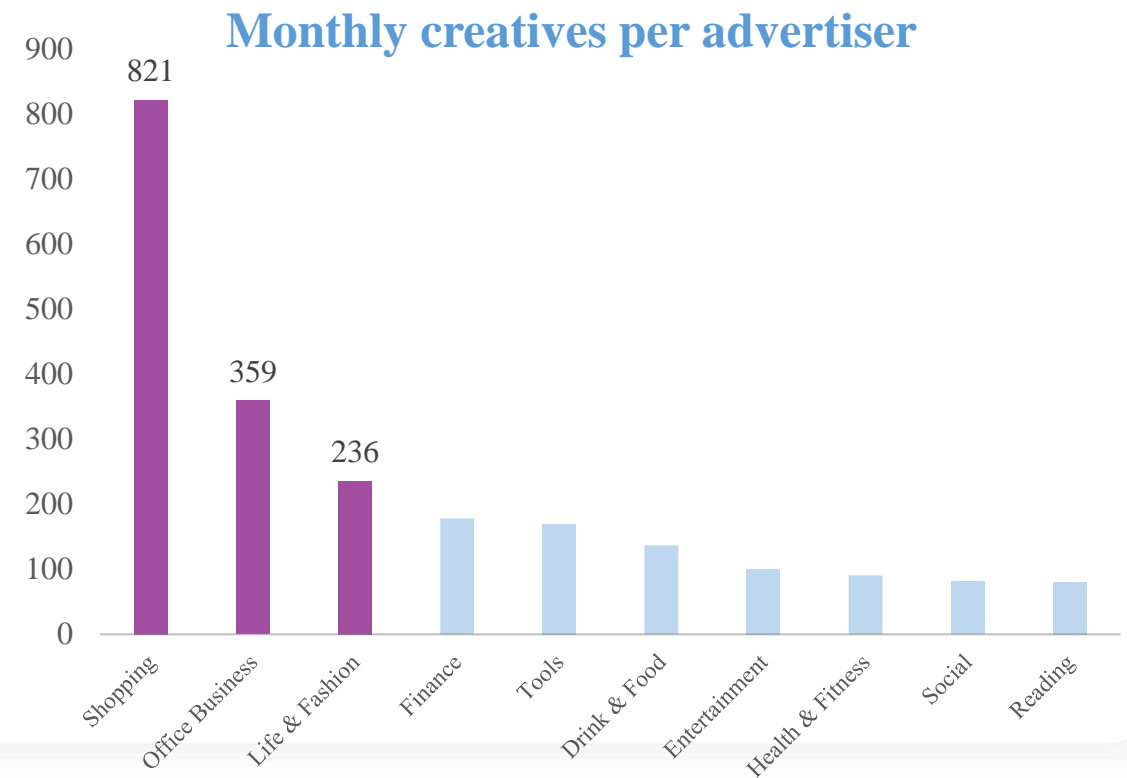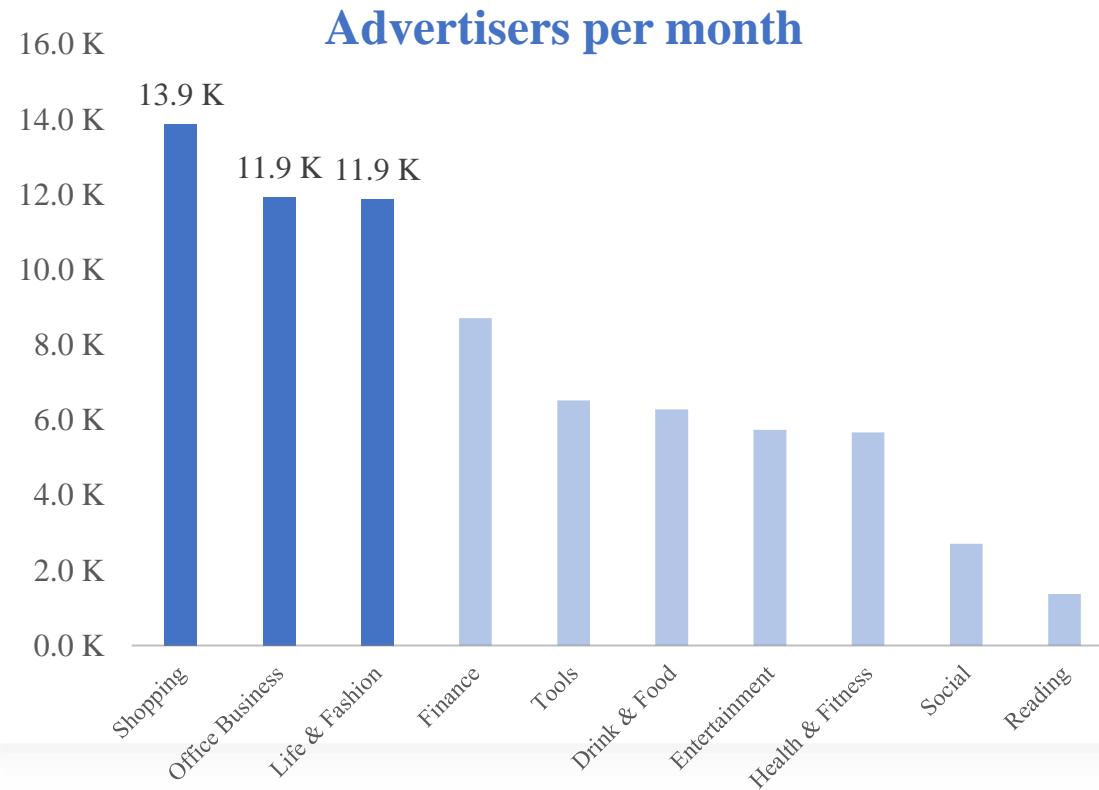
Insight into Mobile Application (Non-Game) Systematic Advertising

Overall speaking, the proportions of iOS advertisers and creatives were lower than that of Android

iOS (non-game) application advertisers mainly focused on **life, business, and health** sector, while the number of creatives on Android was significantly higher than that on iOS, with daily life related applications taking up over 80%.

Category	iOS	Android
Reading	42.35%	57.65%
Social	57.74%	42.26%
Health & Fitness	60.79%	39.21%
Entertainment	57.66%	42.34%
Drink & Food	54.20%	45.80%
Tools	53.64%	46.36%
Finance	44.15%	55.85%
Life & Fashion	74.07%	25.93%
Office Business	62.79%	37.21%
Shopping	51.98%	48.02%

Shares of Advertisers on iOS & Android

iOS 43%

Percentages of Advertisers

Android 57%

iOS 30%

Percentages of Creatives

Android 70%

Category	iOS	Android
Reading	30.43%	69.57%
Social	30.05%	69.95%
Health & Fitness	61.41%	38.59%
Entertainment	48.31%	51.69%
Drink & Food	53.33%	46.67%
Tools	24.24%	75.76%
Finance	35.29%	64.71%
Life & Fashion	81.72%	18.28%
Office Business	67.07%	32.93%
Shopping	46.74%	53.26%

Shares of Creatives on iOS & Android

Insight into Mobile Application (Non-Game) Creative Types

SocialPeta

Video creatives of reading, entertainment, and tool applications took up over 60%. Image creatives of shopping applications had the highest proportion at 64%

Category	Video	Image	Rotation	Others
Reading	65.45%	29.98%		
Social	42.63%	54%		
Health & Fitness	45.34%	43.19%		
Entertainment	63.57%	31.38%		
Drink & Food	27.53%	52.15%		
Tools	66.77%	28.31%		
Finance	37.68%	51.25%		
Life & Fashion	31.48%	57.02%		
Office Business	32.63%	49.93%		
Shopping	19.00%	63.78%		

Legend: Video · Image · Rotation · Others
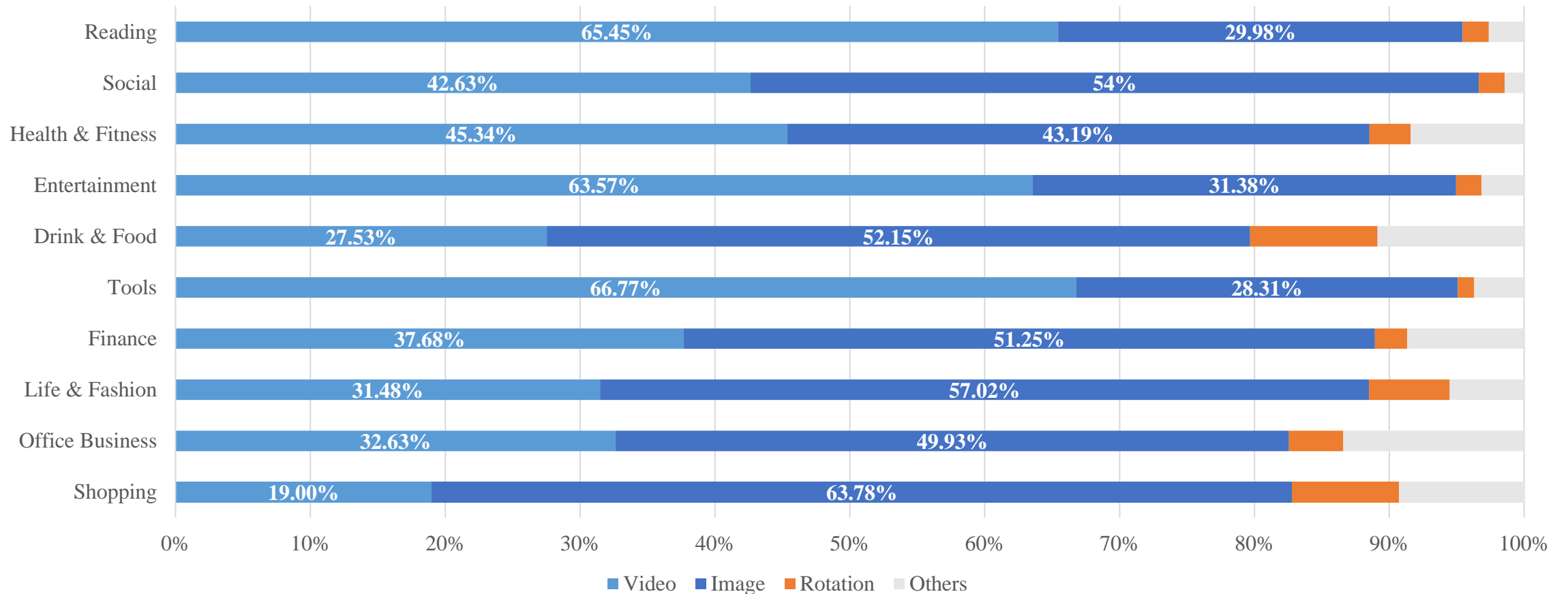
TOP Application Chart on APP Store

SocialPeta

⬇ Download Chart

1	**WhatsApp Messenger** Meta	Social	11	**Gmail** Google	Effective
2	**YouTube** Google	Photography	12	**Google Chrome** Google	Tools
3	**Instagram** Meta	Photography	13	**Snapchat** Snap	Photography
4	**TikTok** ByteDance	Entertainment	14	**Netflix** Netflix	Entertainment
5	**Google Maps** Google	Navigation	15	**SHEIN** SHEIN	Shopping
6	**CapCut** ByteDance	Photography	16	**Spotify** Spotify	Music
7	**Google** Google	Tools	17	**ZOOM Cloud Meetings** ZOOM	Business
8	**Facebook** Meta	Social	18	**BeReal.** BeReal	Social
9	**Telegram** Telegram	Social	19	**Twitter** Twitter	News
10	**Messenger** Meta	Social	20	**Google Drive** Google	Effective

$ Revenue Chart

1	**YouTube** Google	Photography	11	**Hulu** Hulu	Entertainment
2	**TikTok** ByteDance	Entertainment	12	**YouTube Music** Google	Music
3	**Tinder** Match Group	Life	13	**LINEマンガ** LINE	Books
4	**Disney+** Disney	Entertainment	14	**Pandora** Pandora	Music
5	**HBO Max** WarnerMedia	Entertainment	15	**ESPN** Disney	Sports
6	**ピッコマ** Kakao piccoma	Books	16	**Duolingo** Duolingo	Education
7	**Bumble** Bumble	Life	17	**Hinge** Match Group	Life
8	**Netflix** Netflix	Entertainment	18	**LINE** LINE	Social
9	**Audible** Audible	Books	19	**Canva** Canva	Photography
10	**LinkedIn** LinkedIn	Business	20	**BIGO LIVE** JOYY	Social

TOP Application Advertising Chart

iOS

1	WhatsApp Messenger	11	SmartNews	21	BueNovela	31	Bored Panda	41	Impulse
	Meta		SmartNews		New Reading		Bored Panda		Impulse
2	Lazada	12	We Heart It	22	Emmiol	32	LightInTheBox	42	PopFic
	Lazada		We Heart It		Starwe		LightInTheBox		Lun Li
3	NewsBreak	13	Flamingo Shop	23	CASETiFY Colab	33	Trendyol	43	Digital Trends Video
	Particle Media		Flamingo Technologies		CASETiFY		Trendyol		DigitalTrends
4	GoodNovel	14	Fever	24	Dreame	34	Lemon8	44	Speedd ®
	New Reading		Fever Labs, Inc.		STARY		ByteDance		Speedd srl
5	Domestika	15	Kiwi.com	25	MoboReader	35	AXS Tickets	45	Guanabara
	Domestika		Kiwi.com		Changdu Technology		AXS		Fullpack Comunicação
6	CVC	16	와디즈	26	Daraz	36	SWOODOO	46	Lattelier
	CVC Brasil		WADIZ		Daraz		Kayak		APONIC INC
7	Wolt Delivery	17	Falabella	27	Uber Eats	37	Answear	47	PeachLive
	Wolt		Falabella		Uber Technologies		WearCo		PeachLive
8	HAVAN	18	Sympla	28	H&M	38	Spotify	48	Smart Fit App
	Havan Lojas de Departamentos		Sympla		H&M		Spotify		Smart Fit Oficial
9	Chic Me	19	Pizza Fan Greece	29	DressLily	39	FunStory	49	Buser
	Shanghai Jigao		Fanatics Pizza		DressLily		Junjie Zhang		Buser
10	COVID19	20	ICA	30	RIU	40	CDLLife	50	Funtel
	Dubai Health Authority		ICA Sverige AB		Riu Resorts		CDLLife		Zhichao Yang

125

TOP Application Chart on Google Play

SocialPeta

⬇ Download Chart

1	**Instagram** — Meta	Photography
2	**WhatsApp Messenger** — Meta	Social
3	**Snapchat** — Snap	Photography
4	**Facebook** — Meta	Social
5	**Telegram** — Telegram	Social
6	**WhatsApp Business** — Meta	Communication
7	**Meesho** — Meesho	Shopping
8	**Facebook Lite** — Meta	Social
9	**TikTok** — ByteDance	Entertainment
10	**Spotify** — Spotify	Music
11	**CapCut** — ByteDance	Photography
12	**Shopsy** — Flipkart	Shopping
13	**Messenger** — Meta	Social
14	**Truecaller** — Truecaller	Communication
15	**Flipkart** — Flipkart	Shopping
16	**PhonePe** — PhonePe	Finance
17	**TikTok Lite** — ByteDance	Social
18	**Instagram Lite** — Meta	Photography
19	**MX Player** — MX Player	Video Playing
20	**ZOOM Cloud Meetings** — ZOOM	Business

$ Revenue Chart

1	**Google One** — Google	Effective
2	**TikTok** — ByteDance	Entertainment
3	**Disney+** — Disney	Entertainment
4	**HBO Max** — WarnerMedia	Entertainment
5	**Tinder** — Match Group	Life
6	**Twitch** — Twitch	Photography
7	**ピッコマ** — Kakao piccoma	Books
8	**BIGO LIVE** — JOYY	Social
9	**Pandora** — Pandora	Music
10	**Bumble** — Bumble	Life
11	**OneDrive** — Microsoft	Effective
12	**Crunchyroll** — Ellation	Entertainment
13	**DAZN** — DAZN	Sports
14	**Audible** — Audible	Books
15	**Duolingo** — Duolingo	Education
16	**TikTok（Japan）** — ByteDance	Entertainment
17	**Peacock TV** — Peacock TV	Entertainment
18	**Facebook** — Meta	Social
19	**LINEマンガ** — LINE	Books
20	**LINE** — LINE	Social

Source: SocialPeta - APP Intelligence. Download and revenue data were from Google Play, excluding third-party Android platforms;
Date Range: 2022/1~2022/12

126

TOP Application Advertising Chart | Android

SocialPeta

1	**NewsBreak** Particle Media	11	**NewsBreak Lite** Particle Media	21	**Clatter** hdapp	31	**Domestika** Domestika	41	**One Security** One Dot Moblie
2	**Public** Inshorts	12	**TikTok** ByteDance	22	**Bigo Live** JOYY	32	**HAVAN** Havan Lojas de Departamentos	42	**COVID19** Dubai Health Authority
3	**SHEIN** SHEIN	13	**Dreame** STARY	23	**PoMelo File Explorer** Android Does	33	**RavoVPN** Five Oceans E-Commerce	43	**Passion** MMTEAM
4	**Opera News** Opera	14	**Audible** Audible	24	**TextNow** TextNow	34	**Noizz** JOYY	44	**We Heart It** Super Basic
5	**KeepBooster** APPS INNOVA	15	**Helo** ByteDance	25	**GoodNovel** New Reading	35	**FirstCry India** FirstCry.com	45	**Webnovel** China Literature
6	**KeepClean** APPS INNOVA	16	**Flipped** MMTEAM	26	**inDriver** inDriver	36	**Spotify** Spotify	46	**Beat.ly** Ufoto
7	**Lazada** Lazada	17	**Speedbooster** PRIME DIGITAL PTE. LTD.	27	**PublicVibe** Dailyhunt	37	**Chic Me** Shanghai Jigao	47	**Battery Saver** APPS INNOVA
8	**SmartNews** SmartNews	18	**FileMaster** SmartVisionMobi	28	**Pinterest** Pinterest	38	**Uber Eats** Uber Technologies	48	**NetGO** ouou Zhou
9	**StarMaker** Kunlun Tech	19	**Blossom** MMTEAM	29	**Kwai** Kuaishou	39	**Pinterest Lite** Pinterest	49	**Shopee** Shopee
10	**FREE NOW** Intelligent Apps	20	**Joyread** Joyread	30	**CVC** CVC Brasil	40	**Gojek** GoTo Group	50	**Lyft** Lyft

02

Insights into Marketing of Mobile Apps (Non-Games)

in Popular Countries/Regions Around the World

MARKETING INSIGHT OF GLOBAL POPULAR MOBILE APPLICATIONS (NON GAMES)

SocialPeta

Tool

Insights into Mobile App Marketing

Tool Application Advertising Map
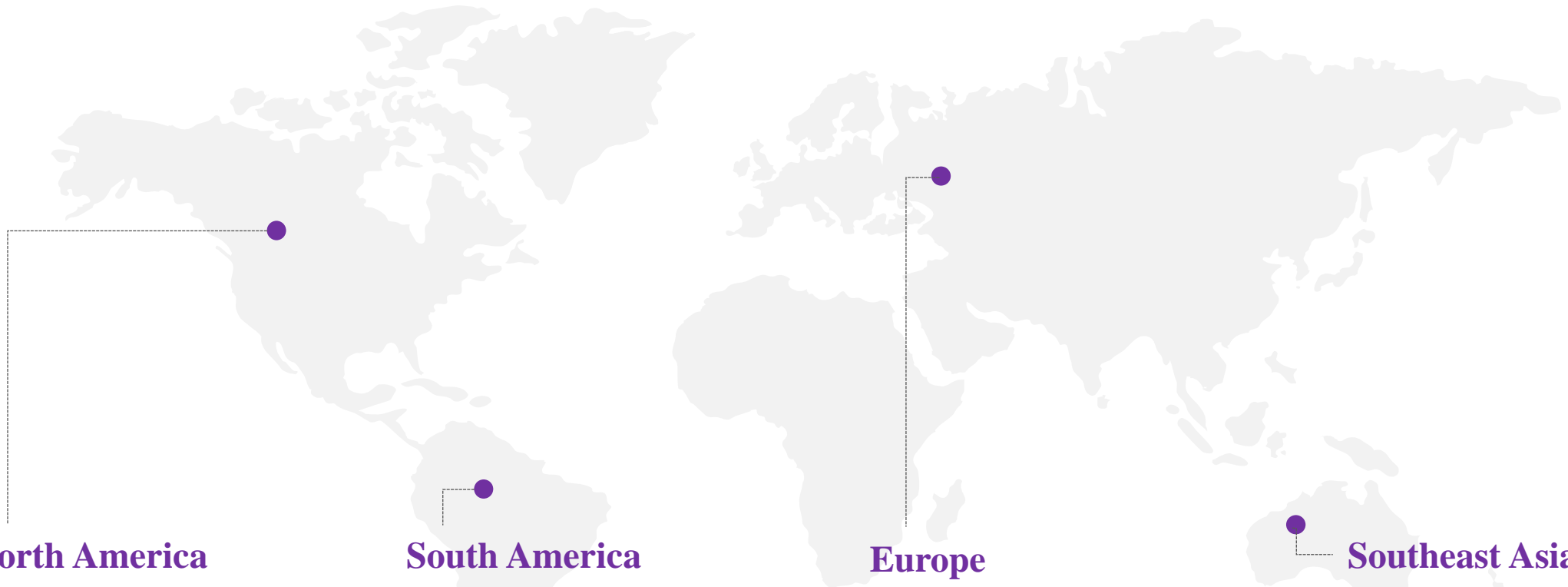
North America

- Most advertised products were: mobile accelerators and network optimization tools
- Video creatives took up a fairly large proportion at above 75%
- Representatives: KeepBooster, VPN GO, Speedbooster
- Among them, the annual advertising volume of Speedbooster in North America was about 190K

South America

- Most advertised products were: mobile cleaners and accelerators, followed by communication tools
- Video creatives took up a fairly large proportion at above 76%
- Representatives: KeepBooster, WhatsApp Messenger, KeepClean;
- Among them, the annual advertising volume of WhatsApp and Messenger in South America was about 250K

Europe

- Most advertised products were: mobile accelerators, file management tools, and network optimization tools
- Video creatives took up a fairly large proportion at above 70%
- Representatives: One Booster, PoMelo File Explorer, RavoVPN
- Among them, the annual advertising volume of PoMelo File Explorer in Europe was about 110K

Southeast Asia

- Most advertised products were: mobile cleaners and accelerators, followed by network optimization tools
- Video creatives took up a fairly large proportion at above 79%
- Representatives: KeepBooster, KeepClean, Daily VPN
- Among them, the annual advertising volume of KeepBooster in Southeast Asia was about 340K

Insight into Tool Application Advertising

The number of advertisers on App Store and Google Play in Q1-Q4 showed a significant increase
The number of Android advertisers was slightly lower than that of iOS, but the number of creatives on Android was two times as much as that on iOS

This year's peak occurred in Q4, and the number of advertisers had exceeded the peak in 2021 since Q2; the average creative volume on Android was nearly three times as much as that on iOS.

Trends of Advertisers on iOS & Android

Percentages of Advertisers

54%
46%

Percentages of Creatives

24%
76%
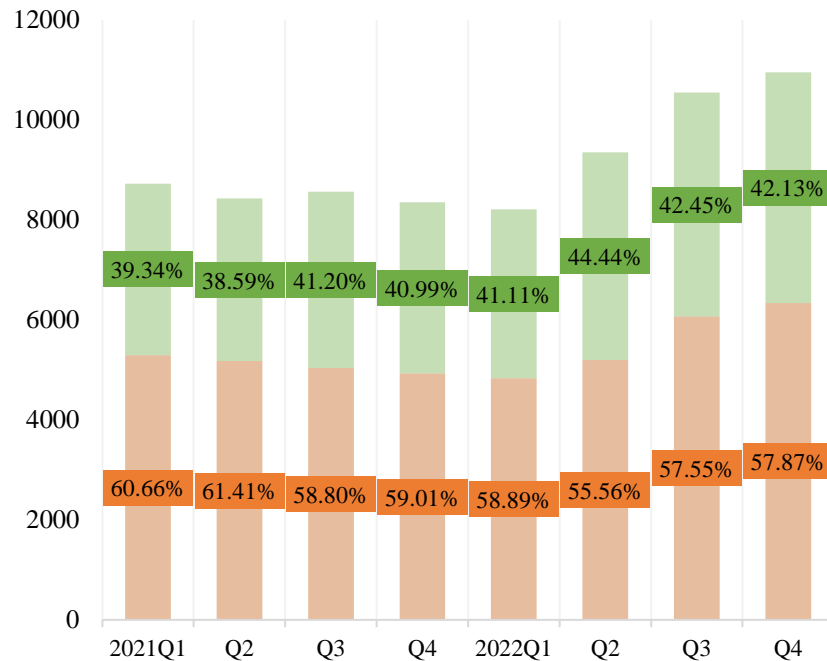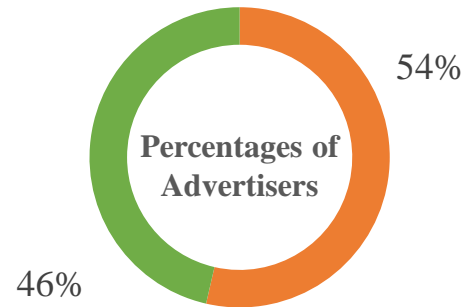
Android — 828 — *2022 Average Creative Volume*
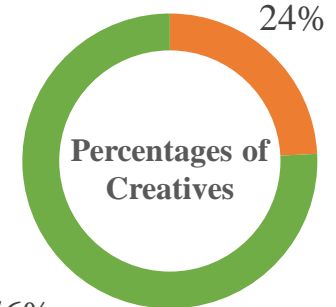
iOS — 229 — *2022 Average Creative Volume*

Source: SocialPeta, based on data retrieved from backend data sources
Date Range: 2021/1~2022/12

Tool TOP Application Chart on iOS

SocialPeta

Advertising Chart

1		WhatsApp Messenger	Meta
2		FunStory	Junjie Zhang
3		Speedd	Speedd srl
4		Google Authenticator	Google
5		GreenSpeed	THREE PANDA DIGITAL
6		BlueSpeed	Shaanxi Mei Te You Pin Network Technology
7		Imovelweb	Imovelweb Comunicacao S/A
8		Hero	Hero MotoCorp
9		Panvel Farmácia e Perfumaria	Panvel
10		Scan Player	Shanghai Xinniao Information Technology Co.

Download Chart

1		Google	Google
2		Google Chrome	Google
3		Google Authenticator	Google
4		gov.br	Federal Government of Brazil
5		Cleanup	Codeway
6		Fonts Art	AIBY
7		Top Widgets	Guluoying Technology
8		Truecaller	Truecaller
9		マイナポータル	Cabinet Office
10		Sticker.ly	SNOW

Revenue Chart

1		Cleanup	Codeway
2		Robokiller	TelTech
3		Phone Cleaner	KK Keyboard Studio
4		Smart Cleaner	BP Mobile
5		ドラゴンクエストX冒険者のおでかけ超便利ツール	SQUARE ENIX
6		Norton360	NortonLifeLock
7		Fonts Art	AIBY
8		Burner	Ad Hoc Labs
9		Getcontact	Getverify
10		Codigo QR	TinyLab

Source: SocialPeta - APP Intelligence. Download and revenue data were from App Store, excluding data from the Chinese mainland;
Date Range: 2022/1~2022/12

132

Tool TOP Application Chart on Android

SocialPeta

Advertising Chart

1	KeepBooster	APPS INNOVA
2	KeepClean	APPS INNOVA
3	Speedbooster	PRIME DIGITAL
4	FileMaster	SmartVision Mobi
5	PoMelo File Explorer	Android Does Team
6	RavoVPN	Five Oceans E-Commerce
7	Noizz	JOYY
8	One Security	One Dot Moblie Limited
9	Battery Saver	APPS INNOVA
10	VPN GO	ouou Zhou

Advertising Chart

1	QR Barcode Scanner	Gamma Play
2	Speedbooster	PRIME DIGITAL
3	Noizz	JOYY
4	SHAREit	SHAREit
5	VD Browser	DS tools
6	Google Translate	Google
7	Terabox	Flextech
8	File Recovery	File Tech
9	Zarchiver	Zdevs
10	ShareKaro	Nikita Kapadia

Revenue Chart

1	Norton360	NortonLifeLock
2	AVG AntiVirus Security	AVG
3	Avast	Avast
4	ドラゴンクエストX冒険者のおでかけ超便利ツール	SQUARE ENIX
5	Pokémon HOME	Pokémon
6	Norton Secure VPN	NortonLifeLock
7	VirusBuster Mobile	Trend Micro
8	ESET	ESET
9	LastSeen	Web-Source
10	Lookout	Lookout

Insight into Popular Tool Application

KeepClean

APPS INNOVA owned by IGG

[KeepClean] is a product that features mobile cleaning, memory optimization, anti-virus, super power saving, and other useful functions. Its publisher is APPS INNOVA. The launch of [KeepClean] marks the official entry of IGG into the tool application global market.

Since 2022, [KeepClean] showed strong momentum and had been in the TOP 3 of the Android Advertising Chart many times.

Though cleaning tools are not highly profitable, there is still a heavy demand market for them. It is unlikely to make quick profits with such tools, but like IGG, you can make good use of the resources behind it to channel traffic to other products.

39.65M	2019-11	118M
Annual Downloads	**First Advertising Date**	**Deduplicated Creatives**

Source: SocialPeta, based on data retrieved from backend data sources. Sorted based on the number of creatives after deduplication;
Date Range: 2022/1~2022/12

134

[KeepClean] Marketing Trend in the Past Year
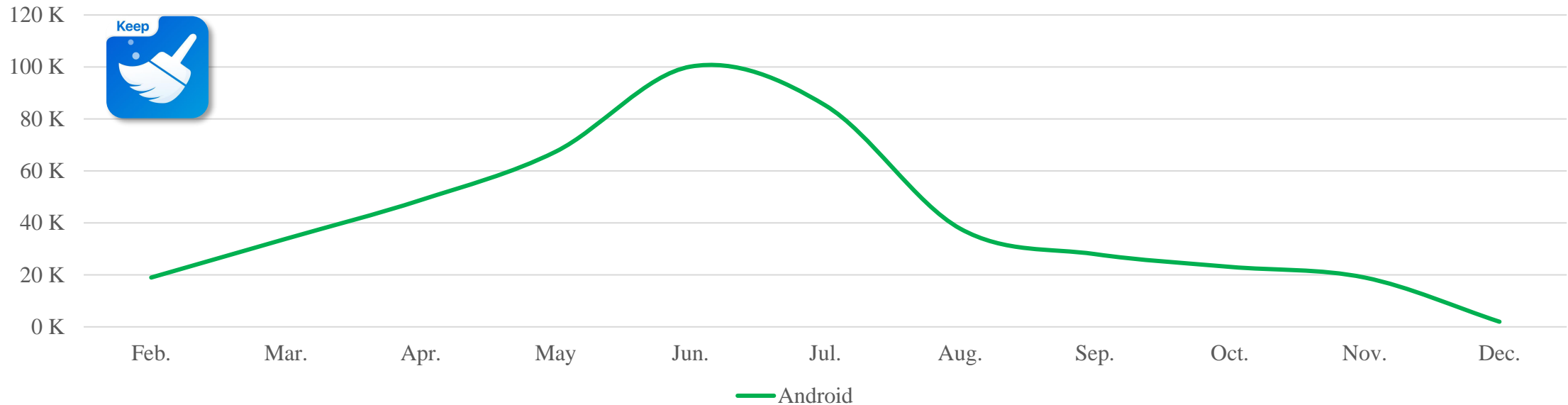
Android

The advertising volume reached its peak in June this year

This product was only advertised on Android, and it was mainly advertised on Meta channels; it increased its advertising volume since the beginning of the year, peaking in June. Based on the released creatives, 99% of the creatives released by [KeepClean] this year were new, and the update frequency was relatively high; among them, video creatives accounted for about 86%, and image creatives took up 14%.

New Creatives 99%

Old Creatives 1%

Image 14%

Others 1%

Video 85%

Source: SocialPeta - analysis of advertisers. Presented after sorting the number of creatives published by advertisers
Date Range: 2022/1~2022/12

135
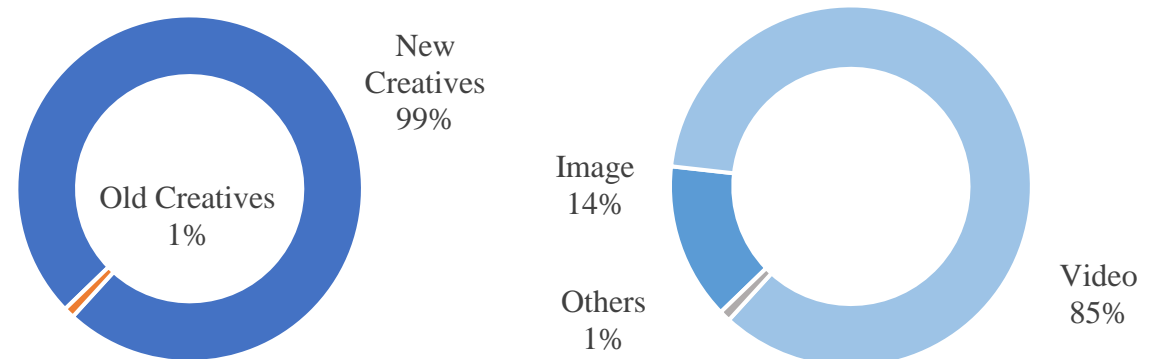
Baked into daily life.
Show products' advantages by comparison and twist

Comparison between Before and After

—— **KeepBooster**

Click to view the complete creative

Twist performed by real people

—— **WhatsApp**

Click to view the complete creative

Everyday use scenarios for ordinary people

—— **Daily VPN**
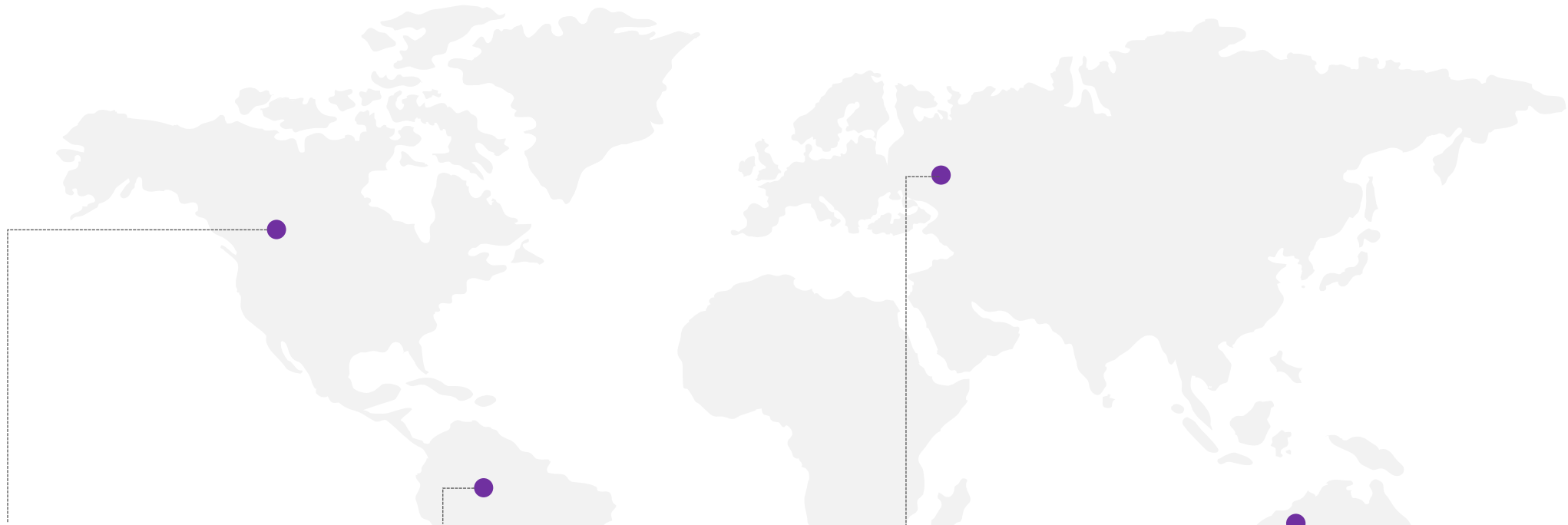
Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: 2022/1~2022/12

136

Entertainment

Insights into Mobile App Marketing

SocialPeta

Entertainment Application Advertising Map

SocialPeta

North America

- Most advertised products were: live streaming, short videos, audio, and reading applications
- Video creatives took up over 65%
- Representative: Spotify, TikTok, GoodNovel
- Among them, the annual advertising creatives' quantity of Spotify in North America was about 12.9K

South America

- Most advertised products were: tickets, reading, live streaming, and audio chat applications
- Video creatives took up over 67%
- Representatives: Sympla, LeReader, Flipped
- Among them, the annual advertising creatives' quantity of Sympal in South America was about 53.4K

Europe

- Most advertised products were: tickets, live streaming, reading, and dating applications
- Video creatives took up over 57%
- Representative: Fever, BeeNovel, Dice
- Among them, the annual advertising creatives' quantity of Fever in Europe was about 35.8K

Southeast Asia

- Most advertised products were: dating, reading, and films & TV applications
- Video creatives took up over 72%
- Representatives: Waha, LeReader, meWATCH
- Among them, tthe annual advertising creatives' quantity of Waha in Southeast Asia was about 27.8K

Insight into Entertainment Application Advertising

The number of active advertisers was the lowest in Q1 this year, and reached its peak in Q4, with iOS advertisers accounting for 57%.

Although the number of active advertisers dropped significantly in Q1 2022, advertisers resumed their enthusiasm for advertising after that, and the number of advertisers rose quarter by quarter; based on the creative volume, the average creative volume on Android was still higher.

Trends of Advertisers on iOS & Android

| | 59.35% | 56.53% | 53.75% | 55.82% | 57.81% | 58.45% | 61.71% | 61.90% |
| | 40.65% | 43.47% | 46.25% | 44.18% | 42.19% | 41.55% | 38.29% | 38.10% |

Percentages of Advertisers: 57%, 43%

Percentages of Creatives: 48%, 52%

Android — **519** — 2022 Average Creative Volume

iOS — **360** — 2022 Average Creative Volume

TOP Entertainment Application Chart on iOS

SocialPeta
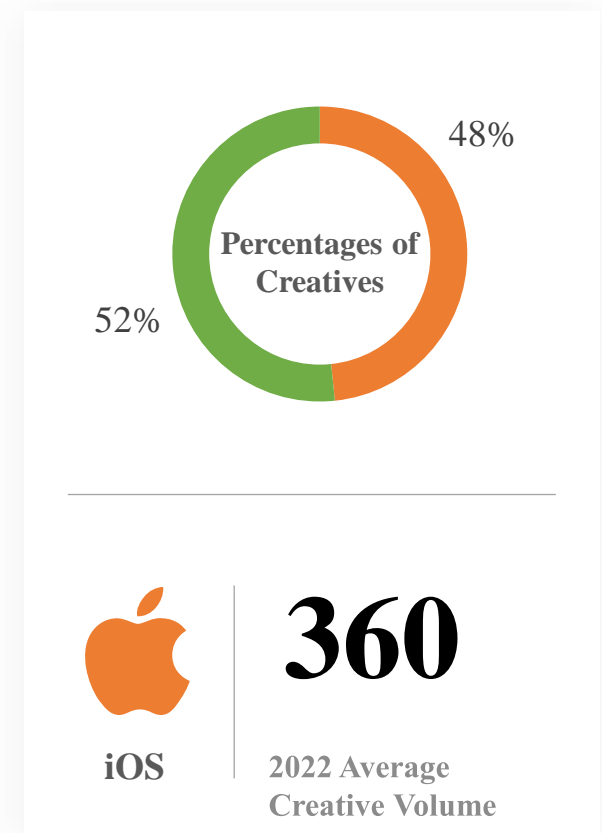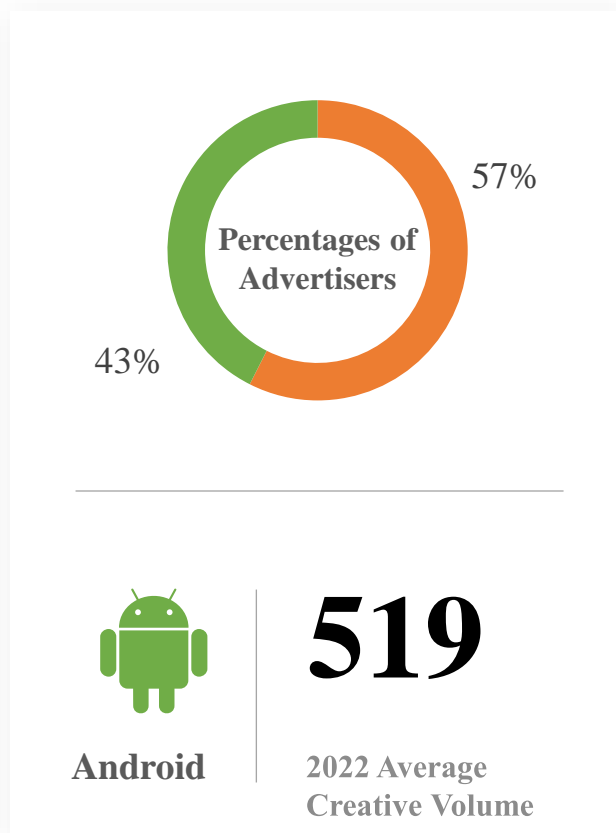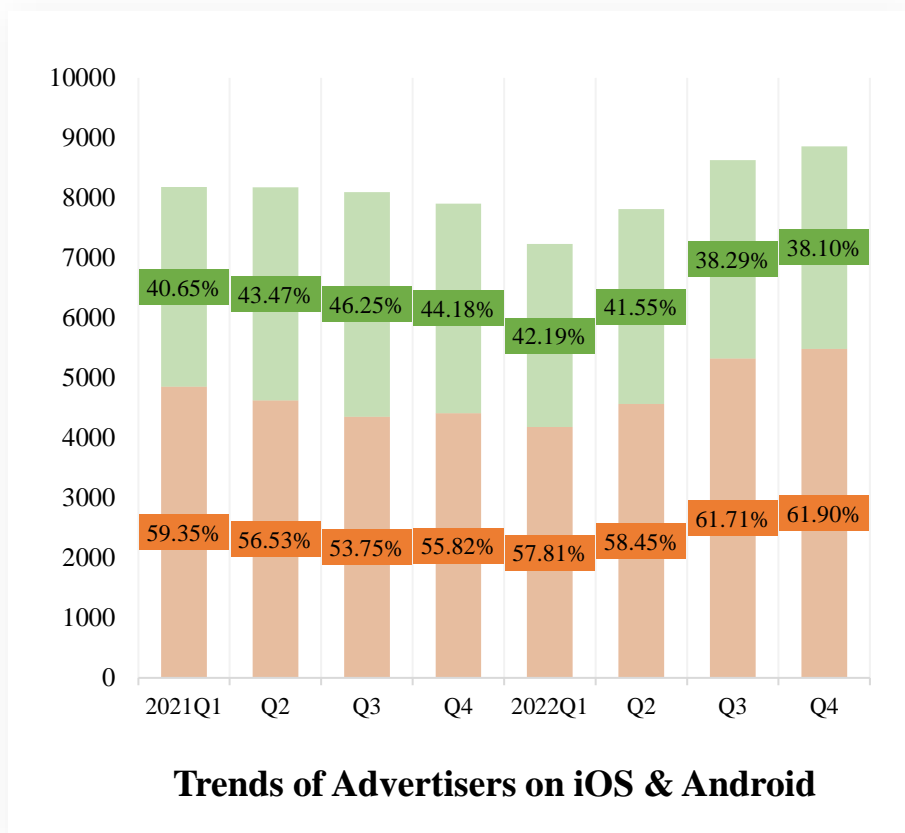
Advertising Chart

1		Sympla	Sympla
2		Bored Panda	Bored Panda
3		AXS Tickets	AXS
4		Spotify	Spotify
5		PeachLive	PeachLive
6		DICE: Live Shows	Dice.fm
7		FANDOM	FANDOM
8		TikTok	ByteDance
9		Uplive	Asia Innovations Group Limited
10		Readfic	Liang Guo

Advertising Chart

1		YouTube	Google
2		Instagram	Meta
3		Facebook	Meta
4		TikTok	ByteDance
5		Messenger	Meta
6		Telegram	Telegram
7		Netflix	Netflix
8		WeChat	Tencent
9		Spotify	Spotify
10		Snapchat	Snap

Revenue Chart

1		TikTok	ByteDance
2		YouTube	Google
3		Tinder	Match Group
4		Disney+	Disney
5		ピッコマ	Kakao piccoma
6		HBO Max	WarnerMedia
7		Netflix	Netflix
8		Twitch	Twitch
9		Bumble	Bumble
10		BIGO LIVE	JOYY

140

TOP Entertainment Application Chart on Android

SocialPeta

Advertising Chart

1		Flipped	MMTEAM
2		Blossom	MMTEAM
3		Passion	MMTEAM
4		LeReader	LeReader
5		Glamour	GTteam
6		Bored Panda	Bored Panda
7		AXS Tickets	AXS
8		Yalla	Yalla
9		Waha	MeeLive
10		ZEE5	Zee Entertainment Enterprises

Advertising Chart

1		Instagram	Meta
2		Snapchat	Snap
3		Facebook	Meta
4		TikTok Lite	ByteDance
5		Facebook Lite	Meta
6		TikTok	ByteDance
7		Josh	Dailyhunt
8		MX TakaTak	ShareChat
9		Twitter	Twitter
10		Moj	ShareChat

Revenue Chart

1		Bigo Live	JOYY
2		TikTok	ByteDance
3		Tango	TangoMe
4		Facebook	Meta
5		Likee	JOYY
6		Pococha Live	DeNA
7		17LIVE	17LIVE LIMITED
8		Grindr	Grindr
9		LivU	Riley Cillian
10		Chamet	Fuliao Technology

Insight into Popular Entertainment Application

TikTok

ByteDance

TikTok is a short-form video hosting service owned by the Chinese company ByteDance. It gained a firm foothold in North America through massive media buying and localized marketing in the early stage. After that, it expanded its market to all over the world, gaining large users. It took less than 5 years for TikTok to overtake Google as the world's most searched Internet domain name.

Since then, [TikTok] launched other related products in various aspects or regions, including the content-sharing platform [Lemon8] and the social platform [TikTok Now].

The short video business drives the music service of [TikTok], which may compete with [Spotify] in the future.

367.5M	2015-07	225.2K
Annual Downloads	**First Advertising Date**	**Deduplicated Creatives**

[TikTok] Marketing Trend in the Past Year

SocialPeta

Android ——— **iOS**
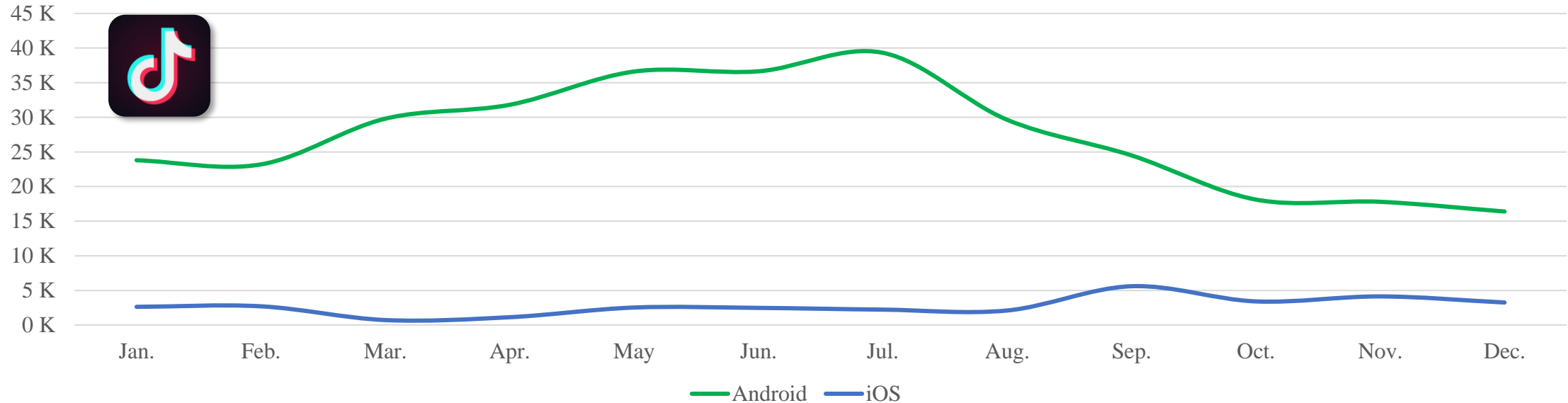
The advertising creatives volume reached its peak in July this year

The monthly average advertising creatives volume of [TikTok] this year exceeded 10k and peaked in July. Since September, [TikTok] began to promote its new app [TikTok Now], and increased the advertising volume on iOS. In September, the creatives released on iOS exceeded 5.7K.

In addition, 95% of the released creatives of [TikTok] this year were new and the update frequency was relatively high. Among them, image creatives took up over 50%, while video creatives only accounted for 40%.

New Creatives...

Old Creatives...

Image 50%

Video 38%

Others 12%

Source: SocialPeta - analysis of advertisers. Presented after sorting the number of creatives published by advertisers
Date Range: 2022/1~2022/12

143
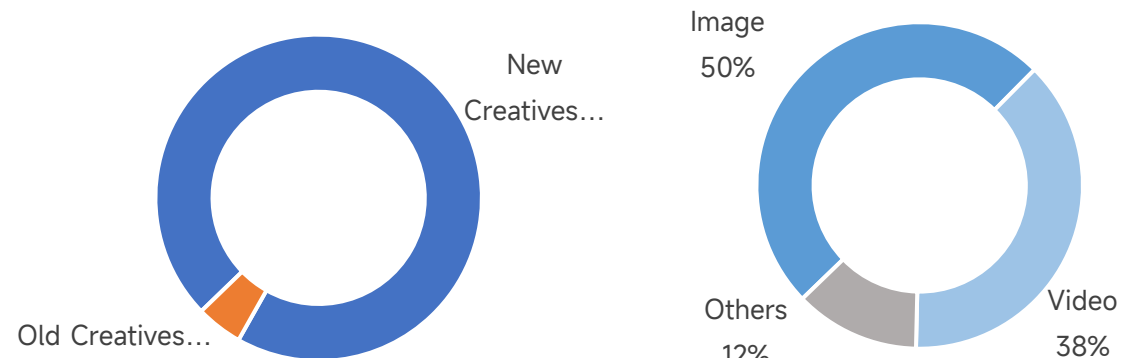
All applications have distinct features that can show their competitive edges

Annual Music-Listening Report + Live-Action Videos

——— **Spotify**

Hot Films & TV + Short Videos

——— **WeTV**

Function Display

——— **YouTube**

Click to view the complete creative

Click to view the complete creative
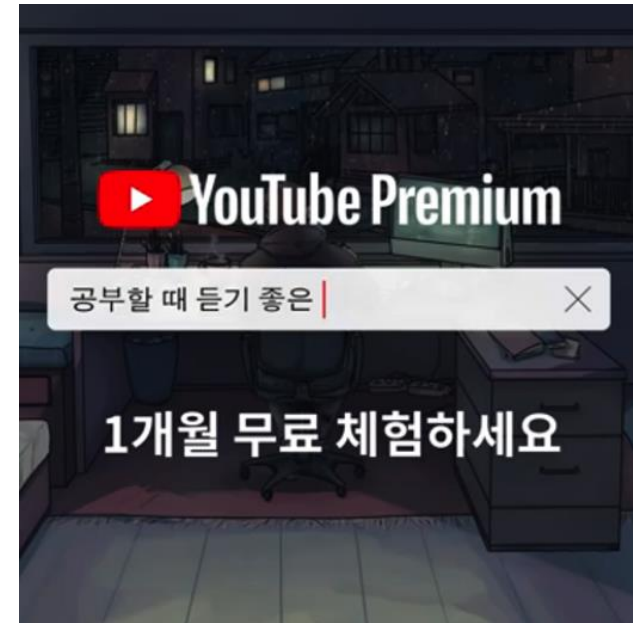
Click to view the complete creative

Reading

Insights into Mobile App Marketing

Reading Application Advertising Map
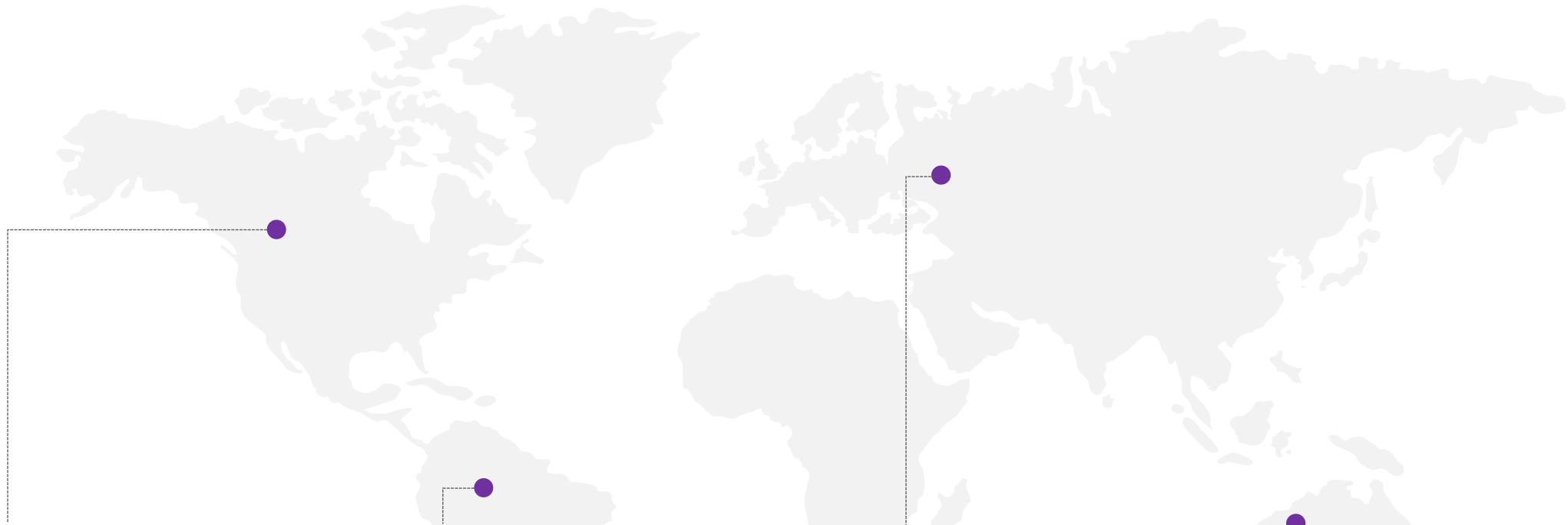
North America

- Most advertised products were: web novels and audiobooks applications
- Video creatives took up over 68% while image creatives took up about 29%
- Representatives: Dreame, GoodNovel, Joyread
- Among them, the annual advertising volume of Dreame in North America was about 134K

South America

- Most advertised products were: web novels and comics applications
- Video creatives took up over 71% while image creatives took up about 29%
- Representatives: Dreame, Joyread, Caminovela
- Among them, the annual advertising volume of Caminovela in South America was about 23.8K

Europe

- Most advertised products were: web novels applications
- Video creatives took up a fairly large proportion at above 70%, while image creatives took up about 29%
- Representatives: Dreame, Joyread, GoodNovel
- Among them, the annual advertising volume of Joyread in Europe was about 85.9K

Southeast Asia

- Most advertised products were: web novels applications
- Video creatives took up over 70% while image creatives took up about 30%
- Representatives: Dreame, Joyread, Novelenders
- Among them, the annual advertising volume of Novelenders in Southeast Asia was about 41.3K

Reading Application Advertising Insight

**The number of advertisers on App Store and Google Play in Q1-Q4 showed an obvious increase
The number of advertisers on Android was slightly higher than that on iOS, and the average creative volume in 2022 on Android was about 1.68 times that on iOS.**

The total number of advertisers peaked in Q4; the average creative volume on Android exceeded that on iOS by about 68%.

Trends of Advertisers on iOS & Android

| | 52.12% | 54.23% | 57.82% | 57.60% | 55.01% | 55.09% | 54.33% | 56.55% |
| 47.88% | 45.77% | 42.18% | 42.40% | 44.99% | 44.91% | 45.67% | 43.45% |

Percentages of Advertisers: 42% / 58%

Percentages of Creatives: 30% / 70%

Android — **2262** — 2022 Average Creative Volume

iOS — **1348** — 2022 Average Creative Volume

Source: SocialPeta, based on data retrieved from backend data sources
Date Range: 2021/1~2022/12
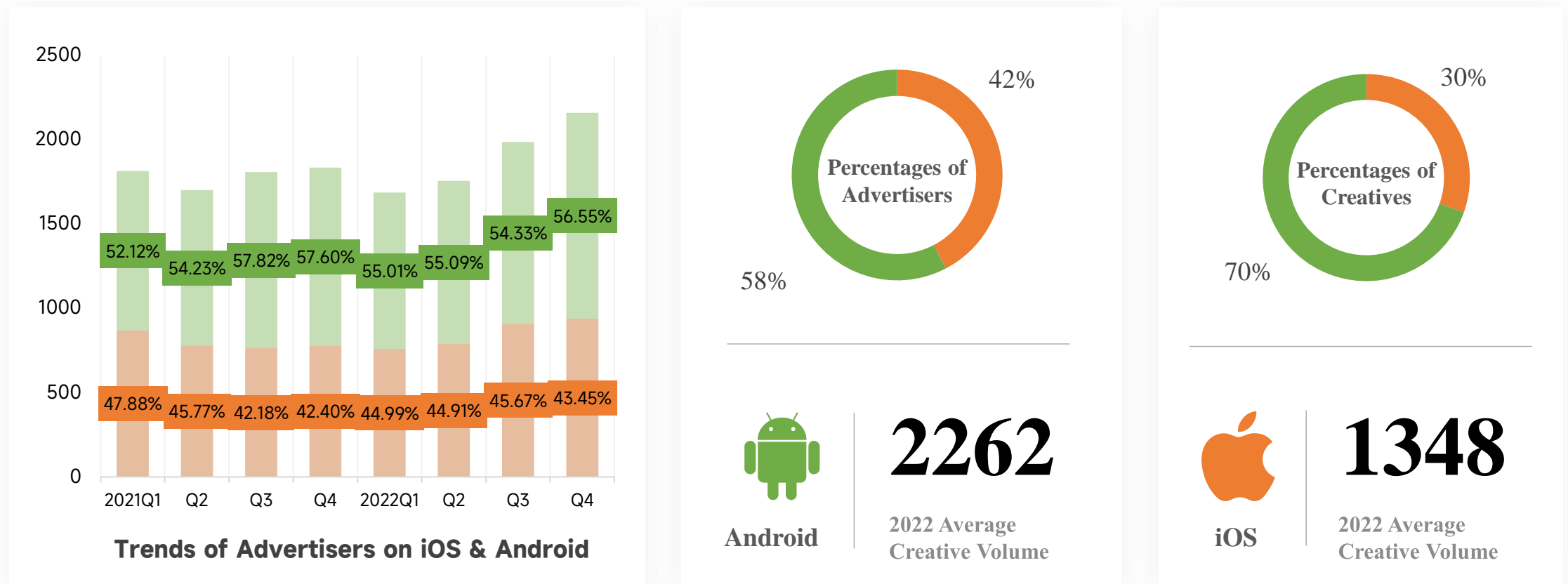
TOP Reading Application Chart on iOS

Advertising Chart

#	App	Publisher
1	GoodNovel	New Reading
2	BueNovela	New Reading
3	Dreame	STARY
4	MoboReader	Changdu Technology
5	PopFic	Lun Li
6	Manobook	Changdu Technology
7	WhatsRead	Zhihui Peng
8	マガポケ-人気マンガが毎日楽しめるコミックアプリ	Kodansha
9	POCKET COMICS	NHN comico Corporation
10	Readfic	Liang Guo

Advertising Chart

#	App	Publisher
1	Kindle	Amazon
2	Audible	Audible
3	Wattpad	Wattpad
4	少年ジャンプ+人気漫画が読める雑誌アプリ	SHUEISHA
5	Libby	OverDrive
6	Goodreads	Goodreads
7	ピッコマ	Kakao piccoma
8	LINEマンガ	LINE
9	マ加ク マガポケ-人気マンガが毎日楽しめるコミックアプリ	Kodansha
10	قرآن كريم القرآن الكريم كامل دون انترنت	Simppro

Revenue Chart

#	App	Publisher
1	ピッコマ	Kakao piccoma
2	Audible	Audible
3	LINEマンガ	LINE
4	少年ジャンプ+人気漫画が読める雑誌アプリ	SHUEISHA
5	GoodNovel	New Reading
6	マガポケ-人気マンガが毎日楽しめるコミックアプリ	Kodansha
7	Dreame	STARY
8	マン マンガBANG！人気漫画が毎日読めるマンガアプリ	Amazia
9	漫画なら、めちゃコミック 人気のまんがやコミックが続々登場	AMUTUS
10	Tapas	Radish

TOP Reading Application Chart on Android

Advertising Chart

1	Dreame	STARY
2	Audible	Audible
3	Joyread	Joyread
4	GoodNovel	New Reading
5	Webnovel	China Literature
6	Novelenders	Novelenders
7	Readme-Story	Reader Lab
8	Buenovela	New Reading
9	iReader	IReader Technology Co.
10	Hinovel	HiRead

Advertising Chart

1	King James Bible	Learnings
2	Wattpad	Wattpad
3	Fizzo Novel	ByteDance
4	Bible Offline	Biblia Offline
5	Google Play Books Audiobooks	Google
6	Kindle	Amazon
7	Audible	Audible
8	Pratilipi	Pratilipi
9	YouVersion Bible App Audio	Life. Church
10	AI QURAN	9D Muslim Apps

Revenue Chart

1	Audible	Audible
2	GoodNovel	New Reading
3	Webnovel	China Literature
4	Dreame	STARY
5	Joyread	Joyread
6	Hinovel	HiRead
7	Storytel	Storytel
8	GALATEA	Inkitt
9	Ancestry	Ancestry
10	MoboReader	Changdu Technology

Popular Reading Application Insight

GoodNovel

New Reading

The online reading application [GoodNovel], under New Reading's ownership, has been reaching out to massive online users by releasing a large number of creatives, and it had a strong performance in revenue. Later, New Reading launched several new products to try to replicate its success.

[GoodNovel] has a relatively complete incentive system and community building. It provides creators with continuous rewards to make up for the potential risk of insufficient original IP resources. At the same time, it is trying to achieve globalized localization.

4.26M
Annual Downloads

2020-04
First Advertising Date

520K
Deduplicated Creatives

[GoodNovel] Marketing Trend in the Past Year

SocialPeta

Android —— iOS
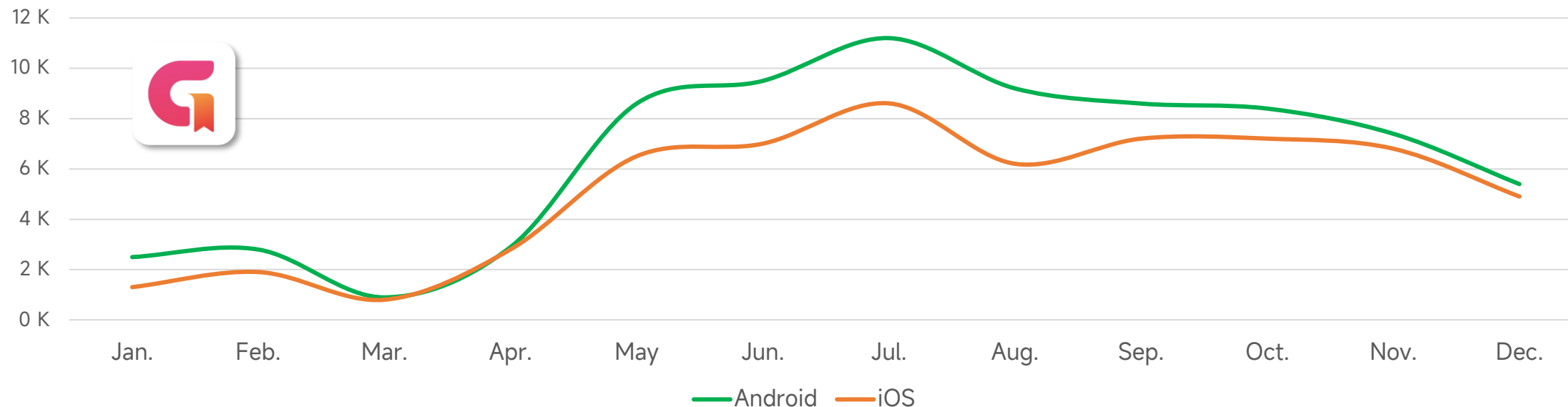
The advertising volume reached its peak in July this year

The product began to increase its advertising volume in mid-March this year and peaked in July; the advertising volume on iOS was slightly lower than that on Android, but the advertising frequency remained basically the same. Based on the released creatives, 96% of the creatives released by [GoodNovel] this year were new, and the update frequency was relatively high; among them, image creatives took up over 60%, and video creatives took up 40%．

New Creativ…

Old Creatives…

Image 62%

Video 38%

Source: SocialPeta - analysis of advertisers. Presented after sorting the number of creatives published by advertisers
Date Range: 2022/1~2022/12

151
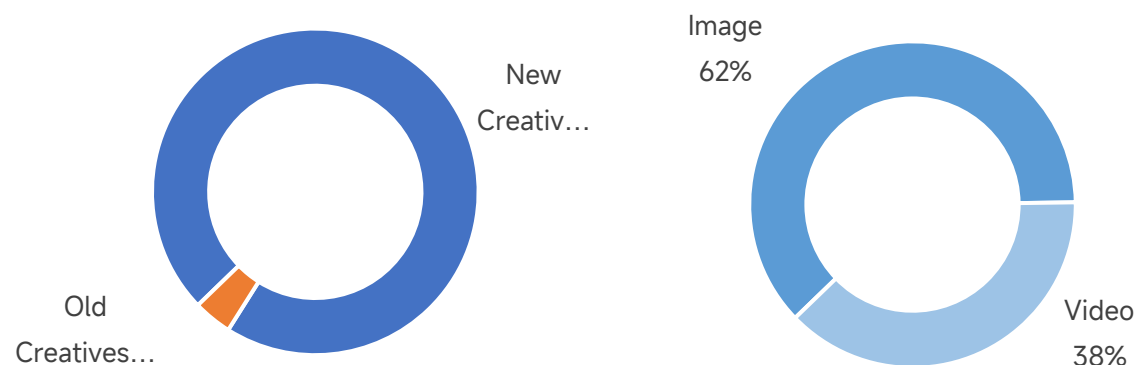
Attract users to download using excellent plots and massive resources

Web Novels: conflict + display of paragraphs

—— **BueNovela**
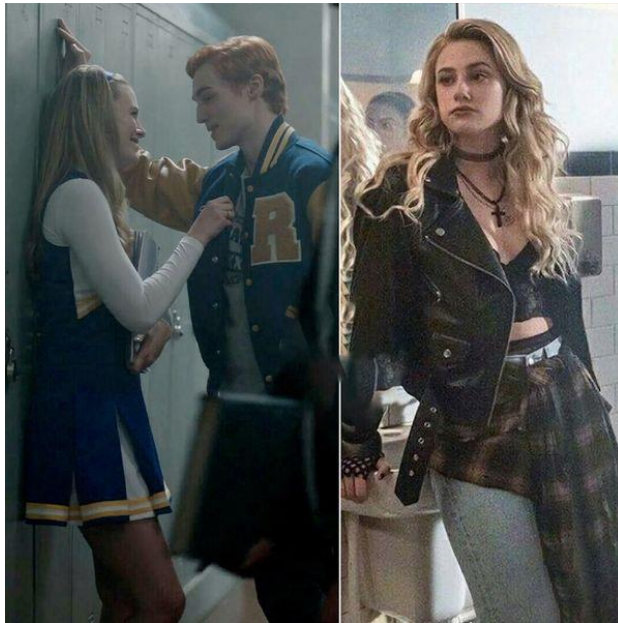
Click to view the complete creative

Audiobook: emphasize its massive resources

—— **Audible**

Click to view the complete creative

Anime: make clips of the climax

—— ピッコマ

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: 2022/1~2022/12

152

Social

Insights into Mobile App Marketing

SocialPeta

Social Application Advertising Map
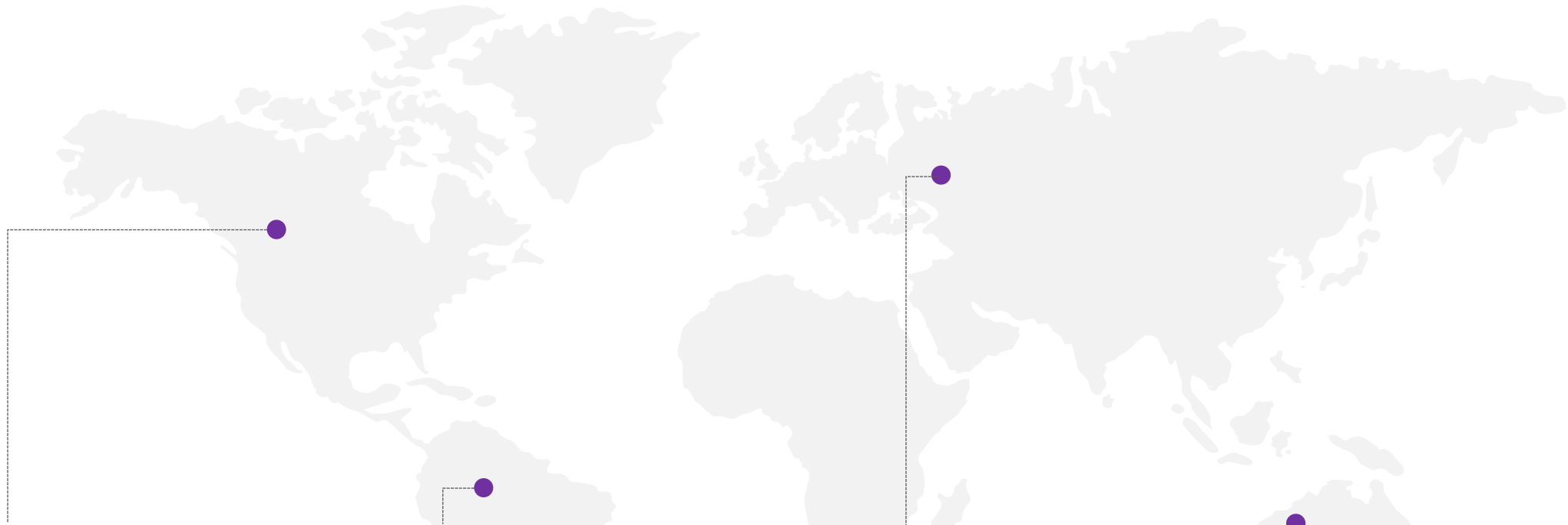
North America

- Most products advertised by the top companies were: social videos applications, followed by communication applications

- Image creatives took up a slightly high proportion at 45% while video creatives took up 34%

- Representatives: TikTok, WhatsApp Messenger, CDLLife Messenger 、 CDLLife

- Among them, the annual advertising volume of TikTok in North America was about 198K

South America

Most products advertised by the top companies were: communication applications, followed by social media applications

Image creatives took up 42%, basically the same as video creatives at 40%

Representatives: WhatsApp Messenger, Helo, Clatter;

Among them, the annual advertising volume of Clatter in South America was about 19.1K

Europe

Most products advertised by the top companies were: live steaming applications, followed by communication applications

Image creatives took up 47% while video creatives took up 32%

Representatives: TikTok, WhatsApp Messenger, Bigo Live

Among them, the annual advertising volume of Bigo Live in Europe was about 105K

Southeast Asia

Most products advertised by the top companies were: social media applications, followed by live streaming & chat applications

Image creatives accounted for 45%, and video creatives accounted for 41%

Representatives: Helo, Bigo Live, Clatter

Among them, the annual advertising volume of Helo in Southeast Asia was about 23K

Social Application Advertising Insight

The number of advertisers in Q1-Q4 is gradually increasing, but the overall figure was lower than that in 2021; the number of creatives released by advertisers on Android far exceeded that on iOS

In Q4, the number of advertisers was the highest, and the difference in the number of advertisers on iOS and Android was the largest as well; the average creative volume on Android in 2022 was twice that on iOS.

Trends of Advertisers on iOS & Android

	2021Q1	Q2	Q3	Q4	2022Q1	Q2	Q3	Q4
Green	45.52%	42.98%	45.03%	44.36%	41.78%	42.26%	42.18%	42.15%
Orange	54.48%	57.02%	54.97%	55.64%	58.22%	57.74%	57.82%	57.85%

Percentages of Advertisers
58%
42%

Percentages of Creatives
30%
70%

Android — 2022 Average Creative Volume: **1394**

iOS — 2022 Average Creative Volume: **439**

TOP Social Application Chart on iOS

SocialPeta
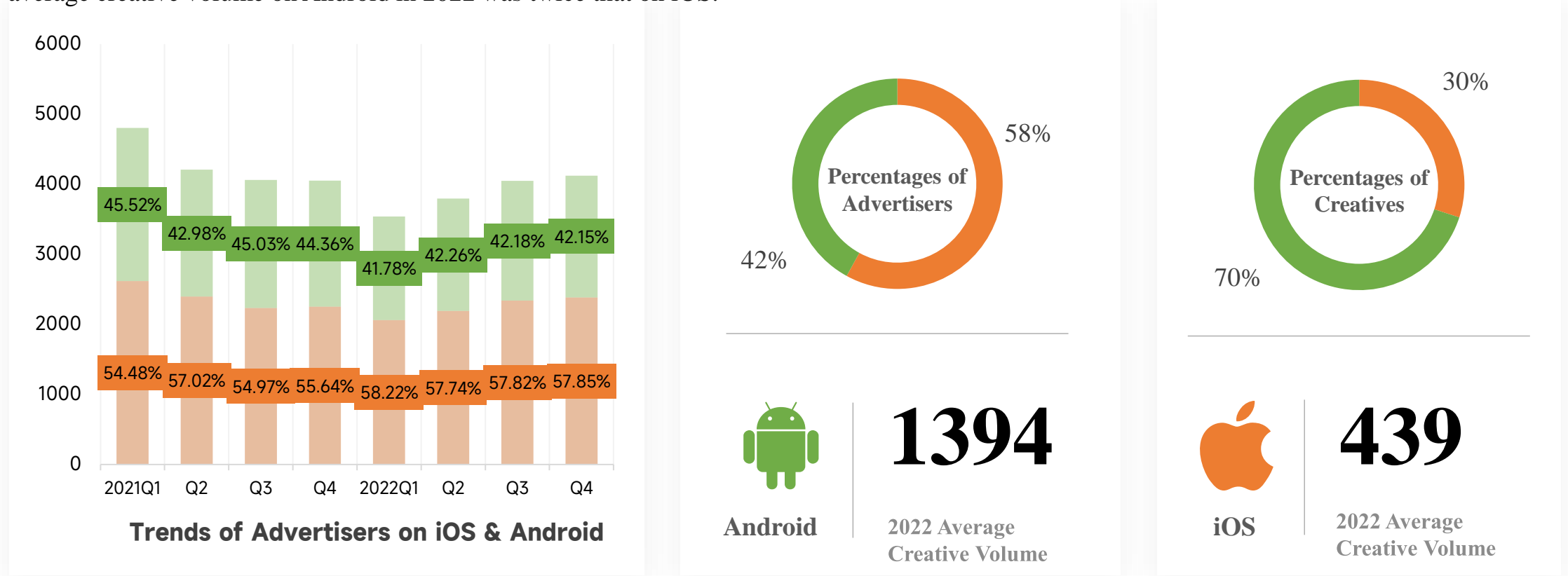
Advertising Chart

1		WhatsApp Messenger	Meta
2		We Heart It	Super Basic
3		CDLLife	CDLLife
4		PeachLive	LODY EDU
5		Uplive	Asia Innovations Group Limited
6		Bingo Live	Nelson Ternate
7		Telegram Messenger	Telegram
8		Messenger	Meta
9		PLINK	PLINK INCORPORATED
10		BIGO LIVE	JOYY

Advertising Chart

1		WhatsApp Messenger	Meta
2		Facebook	Meta
3		Messenger	Meta
4		Telegram Messenger	Telegram
5		BeReal.	BeReal
6		Discord	Discord
7		Locket Widget	Locket Labs
8		Zalo	Zalo
9		LINE	LINE
10		Life360	Life360

Revenue Chart

1		LINE	LINE
2		BIGO LIVE	JOYY
3		Azar	Hyperconnect
4		Grindr	Grindr
5		Discord	Discord
6		Pairs	Match Group
7		Life360	Life360
8		Facebook	Meta
9		tango	TangoMe
10		Plenty of Fish Dating	Match Group

TOP Social Application Chart on Android

SocialPeta

🤖 Advertising Chart

1		Public	Public
2		TikTok	ByteDance
3		Helo	ByteDance
4		Clatter	hdapp
5		BIGO LIVE	JOYY
6		PublicVibe	Eterno Infotech
7		Pinterest Lite	Pinterest
8		We Heart It	Super Basic
9		Uplive	Asia Innovations Group Limited
10		BlissU	hdapp

⬇️ Advertising Chart

1		Instagram	Meta
2		Snapchat	Snap
3		Facebook	Meta
4		Facebook Lite	Meta
5		TikTok	ByteDance
6		TikTok Lite	ByteDance
7		Instagram Lite	Meta
8		Twitter	Twitter
9		ShareChat	ShareChat
10		Josh	Dailyhunt

💲 Revenue Chart

1		TikTok	ByteDance
2		BIGO LIVE	JOYY
3		Facebook	Meta
4		tango	TangoMe
5		Chamet	Fuliao Technology
6		Grindr	Grindr
7		17LIVE	17LIVE
8		Pococha	DeNA
9		LivU	Riley Cillian
10		Likee	JOYY

Popular Social Application Insight

ZEPETO

Naver Z

[ZEPETO] is a product of Naver, the South Korean Internet giant, which once ignited the craze of face customization in WeChat Moments in 2018. Users can use [ZEPETO] to create virtual avatars to take photos, record videos, and use them on social networking.

Its monthly active users ranged from 15 million to 20 million, mainly in South Korea, Japan, and China, of which 70% were female users aged between 13 to 21 years old. As a result, it is also known as "the electronic amusement park for Generation Z".

While actively implementing the internationalization strategy, [ZEPETO] was also establishing a business model similar to that of [Roblox]. It focused on the marketing of "items and experiences that serve the personal virtual world".

43.08M	2019-9	18K
Annual Downloads	First Advertising Date	Deduplicated Creatives

Source: SocialPeta, based on data retrieved from backend data sources. Sorted based on the number of creatives after deduplication;
Date Range: 2022/1~2022/12

158

[ZEPETO] Marketing Trend in the Past Year

SocialPeta

1000
800
600
400
200
0

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

Android —— iOS
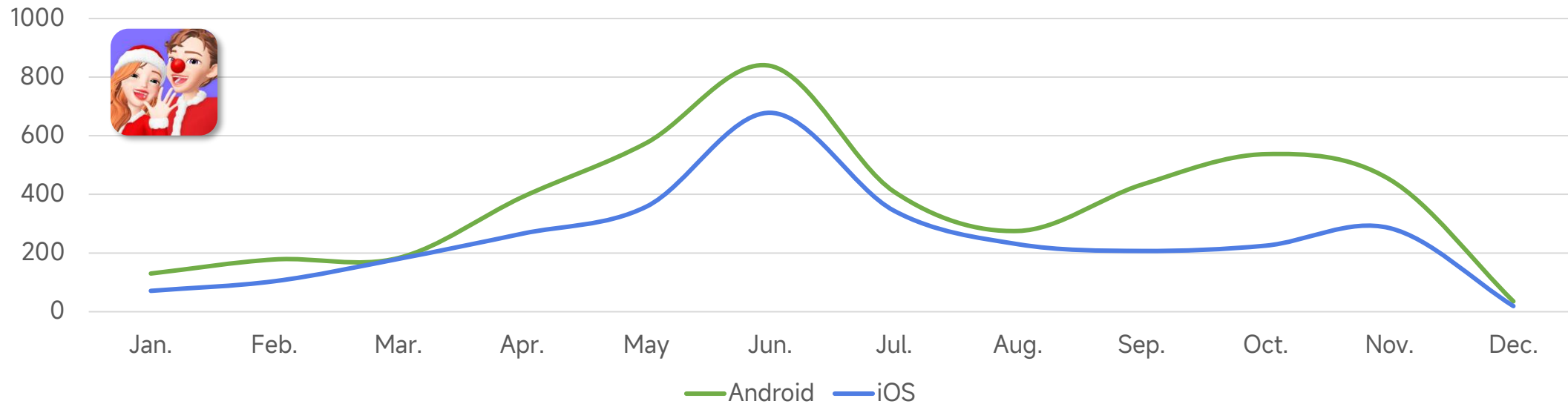
The advertising volume reached its peak in June this year

The product increased its advertising volume since the beginning of the year and reached its peak in June, followed by a second wave of small peaks in October; the number of creatives on Android was slightly higher than that on iOS. Based on the released creatives, 89% of the creatives released by [ZEPETO] this year were new, and the update frequency was relatively high; among them, video creatives accounted for about 90%, and image creatives took up 10%.

New Creatives...

Old Creatives...

Video 90%

Image 10%

Source: SocialPeta - analysis of advertisers. Presented after sorting the number of creatives published by advertisers
Date Range: 2022/1~2022/12

159
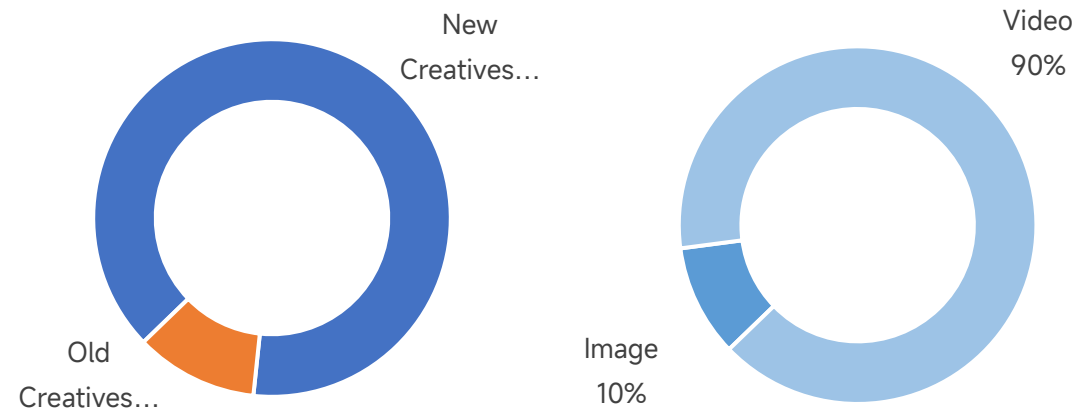
Emphasize the attraction of beautiful things, ideal life, and broad horizon

Beauty, cosmetics, beautiful life

We Heart It

Click to view the complete creative

Chat with various types of beauties

BIGO LIVE

Click to view the complete creative

A diverse and open international community

Facebook
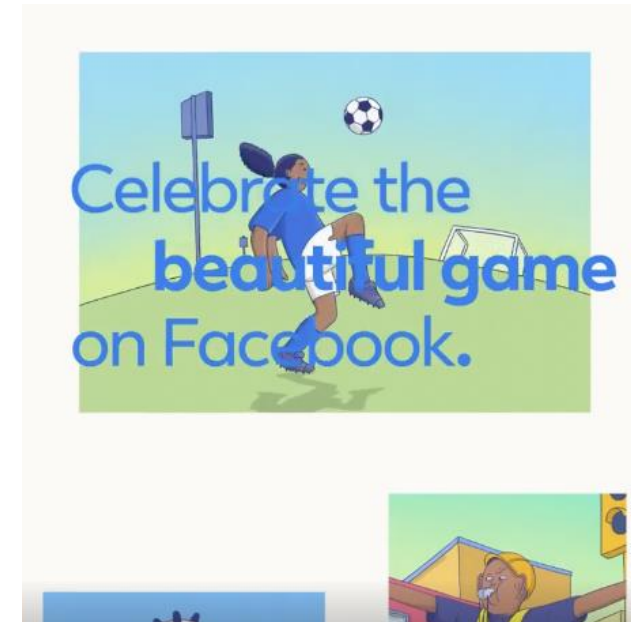
Click to view the complete creative

Education

Insights into Mobile App Marketing

SocialPeta

Educational Application Advertising Map

North America

- Most products advertised by the top companies were: creative design, intelligence training, and reference books applications

- Video creatives took up a slightly higher proportion at above 51% while image creatives took up about 44%

- Representatives: Domestika, NaturelD, Bright

- Among them, the annual advertising volume of Domestika in North America was 165K

South America

- Most products advertised by the top companies were: creative design, online courses, and higher education applications

- Video creatives shared a similar proportion with image creatives, with video creatives taking up about 50% and image creatives about 47%

- Representatives: Domestika, Gran Cursos Online, Uninter

- Among them, the annual advertising volume of Gran Cursos Online in South America was 29K

Europe

- Most products advertised by the top companies were: creative design, intelligence training, and reference books applications

- Video creatives took up a fairly large proportion at above 70%, while image creatives took up about 29%

- Representatives: Domestika, Headway, Impulse

- Among them, the annual advertising volume of Headway in Europe was 13.6K

Southeast Asia

- Most products advertised by the top companies were: creative design, adolescent education, and online courses applications

- Video creatives took up a fairly high proportion at about 56% and image creatives took up about 42%

- Representatives: Domestika, Ruangguru, Wingfox

- Among them, the annual advertising volume of Wingfox in Southeast Asia was 10.4K

Educational Application Advertising Insight

The number of advertisers on App Store and Google Play continued to grow from Q1 to Q4; the total number of advertisers began to exceed the peak in 2021 from Q3
The number of advertisers on Android was basically the same as that on iOS, but the total creative volume was slightly lower than that on iOS

The number of advertisers on Android was slightly higher than that on iOS from Q1 to Q2; the average creative volume on iOS was slightly higher than that on Android.

Trends of Advertisers on iOS & Android

| | 50.91% | 50.73% | 52.77% | 52.54% | 51.05% | 50.23% | 48.90% | 47.70% |
| 49.09% | 49.27% | 47.23% | 47.46% | 48.95% | 49.77% | 51.10% | 52.30% |

Percentages of Advertisers: 51% / 49%

Percentages of Creatives: 54% / 46%

Android — 2022 Average Creative Volume: **183**

iOS — 2022 Average Creative Volume: **212**

TOP Educational Application Chart on iOS

SocialPeta
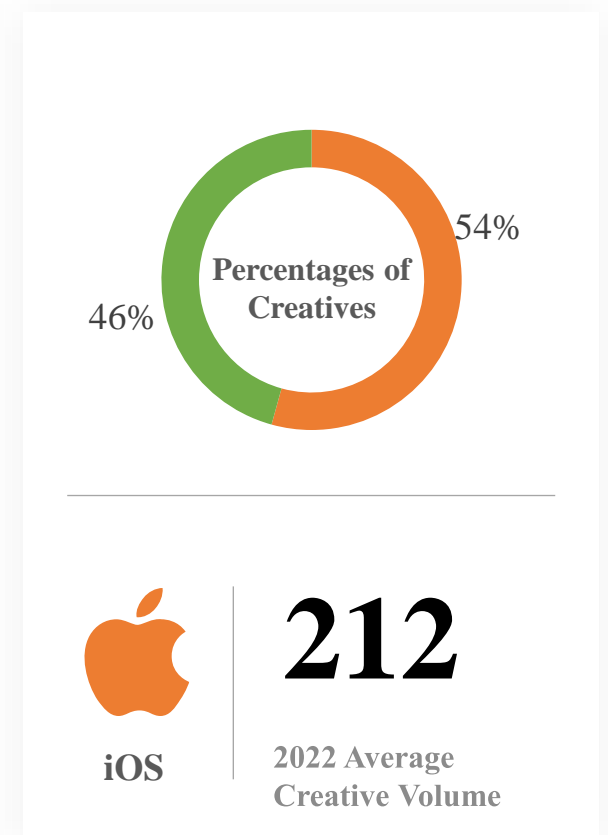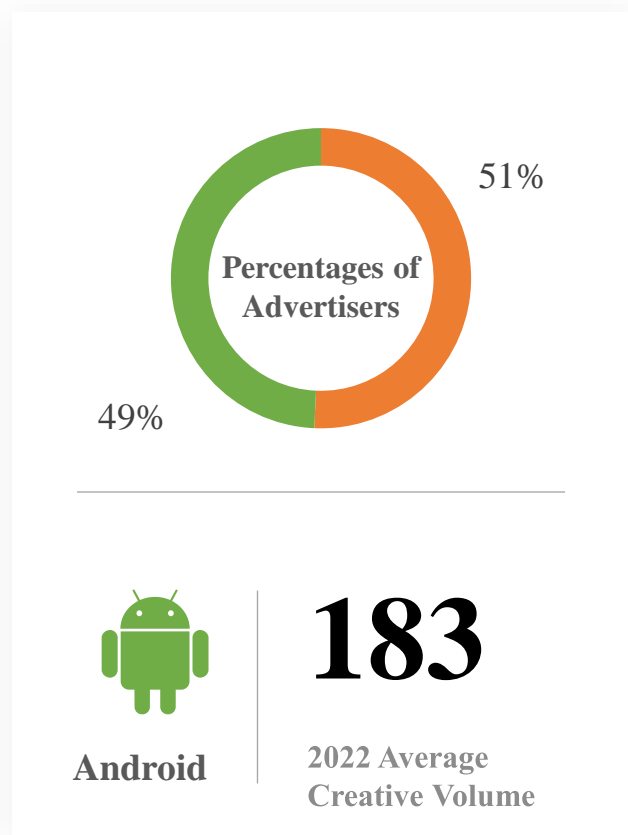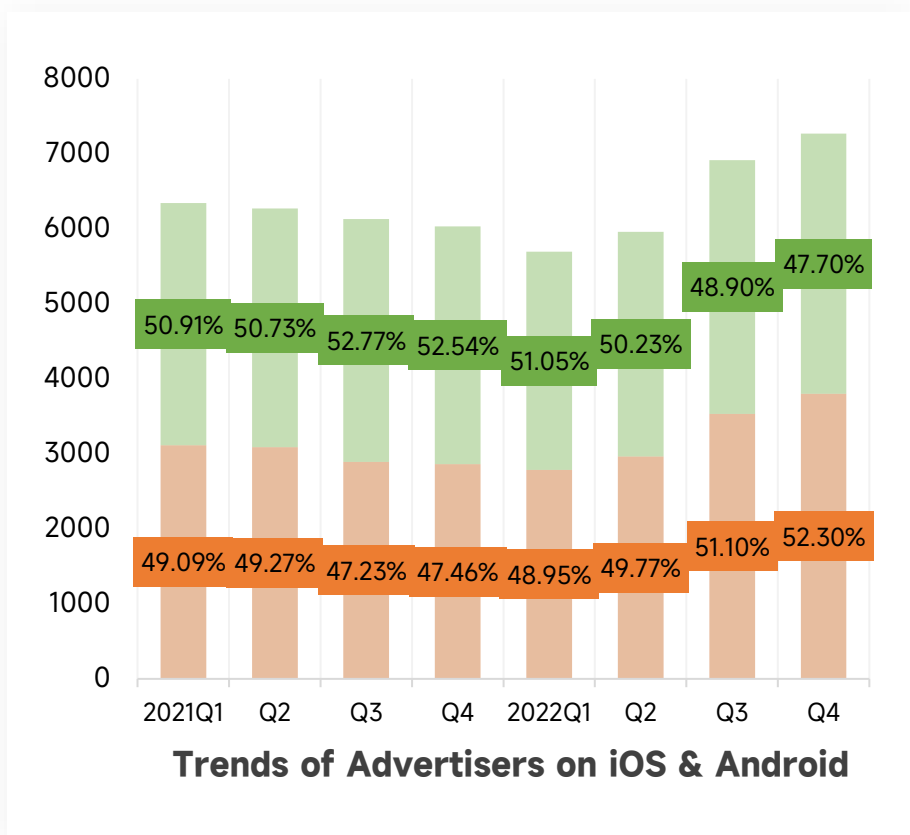
Advertising Chart

1		Domestika	Domestika
2		Impulse	Impulse
3		upGrad	UpGrad Education Private Limited
4		Binance Academy	Binance LTD
5		Gran Cursos Online	GG EDUCACIONAL LTDA
6		Uninter	CENECT Centro Integrado de Educacao
7		Wingfox	QIXIONG XIE
8		Bright-English	Language Apps Limited
9		EWA	Lithium Lab Pte Ltd
10		Doping Hafiza	DOPING BILISIM TEKNOLOJILERI ANONI

Advertising Chart

1		Duolingo	Duolingo
2		Impulse	Impulse
3		Google Classroom	Google
4		Photomath	Microblink
5		Toca Life World	Toca Boca
6		PictureThis	Ruiqi Software Co.
7		Kahoot!	Kahoot!
8		Brainly	Brainly
9		Quizlet	Quizlet
10		Simply Piano	Simply

Revenue Chart

1		Duolingo	Duolingo
2		Toca Life World	Toca Boca
3		PictureThis	Ruiqi Software Co.
4		Simply Piano	Simply
5		Babbel	Babbel
6		ABCmouse.com	Age of Learning
7		Impulse	Impulse
8		Chegg Study	Chegg
9		Photomath	Microblink
10		ClassDojo	ClassDojo

TOP Educational Application Chart on Android

SocialPeta

🤖 Advertising Chart

1	**Domestika**	Domestika
2	**Headway**	Universe
3	**Binance Academy**	Binance LTD
4	**upGrad**	UpGrad Education Private Limited
5	**Gran Cursos Online**	GG EDUCACIONAL LTDA
6	**Uninter**	CENECT Centro Integrado de Educacao
7	**Learn 33 Languages**	ATi Studios
8	**Novakid**	Novakid
9	**Doping Hafiza**	DOPING BILISIM TEKNOLOJILERI ANONI
10	**Ringle**	Ringle

⬇ Advertising Chart

1	**Duolingo**	Duolingo
2	**Brainly**	Brainly
3	**Photomath**	Microblink
4	**Google Classroom**	Google
5	**QANDA**	Mathpresso
6	**Cake-Learn English Korean**	Playlist Corporation
7	**Miga Town**	XiHe
8	**BYJU'S**	BYJU'S
9	**Bible App for Kids**	Life. Church
10	**Toca Hair Salon 4**	Toca Boca

💲 Revenue Chart

1	**Duolingo**	Duolingo
2	**Babbel**	Babbel
3	**PictureThis**	Ruiqi Software Co.
4	**Udemy**	Udemy
5	**ClassDojo**	ClassDojo
6	**Simply Piano**	Simply
7	**Blinkist**	Blinks
8	**Learn 33 Languages**	ATi Studios
9	**Lingokids**	Lingokids
10	**Headway**	Universe

Source: SocialPeta - APP Intelligence. Download and revenue data were from Google Play, excluding third-party Android platforms;
Date Range: 2022/1~2022/12

165

Popular Educational Application Insight

BYJU'S

BYJU'S

BYJU'S is an educational technology unicorn in India. The core function of its product [BYJU'S] is to provide video learning courses and test preparation services for K-12 students. BYJU'S made history as the first Indian official sponsor of the FIFA World Cup 2022, making itself renowned by sponsoring up to $100 million. In addition, in 2022, it was also the third-largest advertiser in India for educational applications on Android.

[BYJU'S]'s marketing strategy was to attract families who often used social media in areas with developed networks through massive advertising. It invited well-known celebrities to endorse their products to deepen users' recognition of them. In addition, they also attached great importance to establishing a professional company image.

14.10M
Annual Downloads

2016-07
First Advertising Date

13K
Deduplicated Creatives

[BYJU'S] Marketing Trend in the Past Year

Android ——— iOS
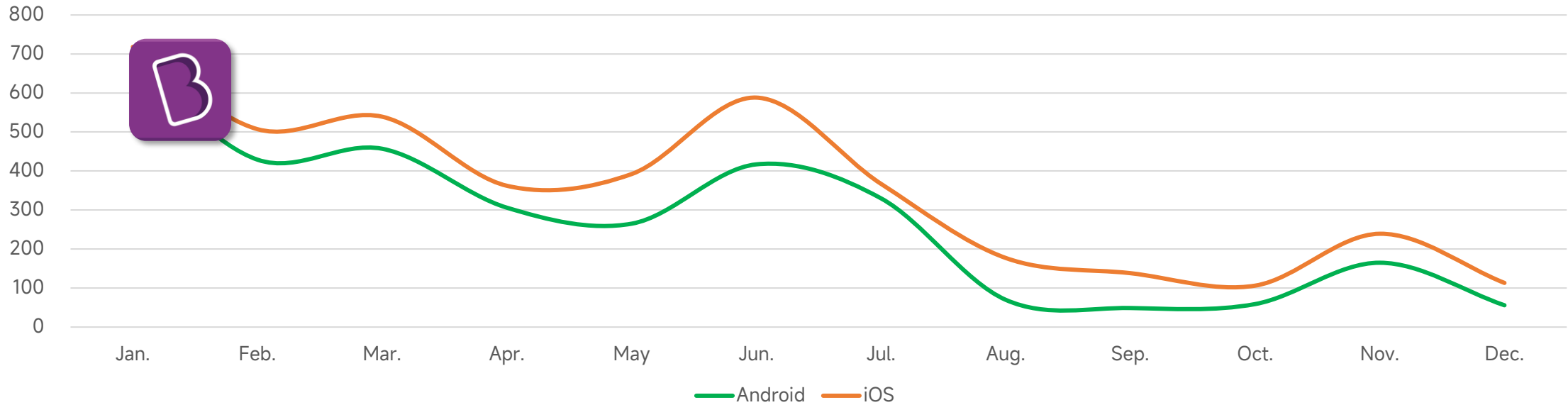
It focused on releasing ads in Q1

Its advertisements were concentrated in Q1 2022 and peaked in early January. During that period, the total peak number of creatives on iOS and Android was about 1.4K; advertising frequency on iOS was basically the same as that on Android, but the advertising volume was slightly higher than that on Android. Based on the released creatives, 77% of the creatives released by [BYJU'S] this year were new, and the update frequency was relatively high; among them, image creatives accounted for over 60%.

New Creative…

Old Creative…

Image 68%

Others 9%

Video 23%
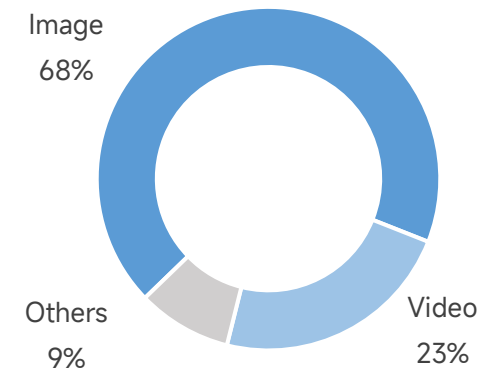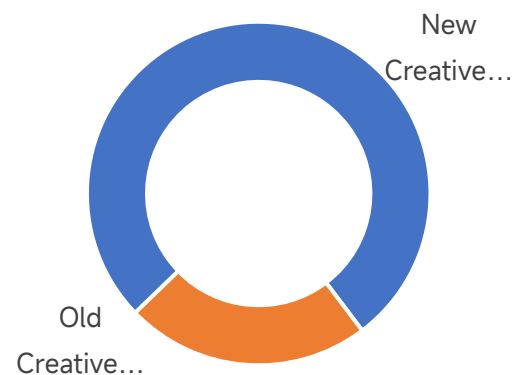
Focus on showing the fun of learning and the convenience of using it. Tend to be gamified

Language Learning: Funny, free, and efficient

—— **Duolingo**

Intelligence Training: Display of a failed attempt

—— **Impulse**

Plant Identification: Show everyday scenes

—— **PictureThis**

Click to view the complete creative

Click to view the complete creative

Click to view the complete creative

Source: SocialPeta - Ad Display, displaying the new and relatively popular creatives within the date range.
Date Range: 2022/1~2022/12

168

03

Insights into Marketing of Mobile Apps (Non-Games) in Popular Countries/Regions Around the World

INSIGHTS INTO MARKETING OF MOBILE APPS (NON-GAMES) IN POPULAR COUNTRIES/REGIONS AROUND THE WORLD

North America

App Marketing Insights

North America Application Advertising Insight

In 2022, 97% of the advertisers in North America released new advertisements, among which 90% were new creatives

The competition for application advertisers was very fierce. Only about 2% of the advertisers didn't release new creatives, and about 89% of the active creatives were new.

New creatives advertisers in 2022

Nearly 90% of the advertisers released new advertisements this year. Fierce competition remained in North America

98K 97%
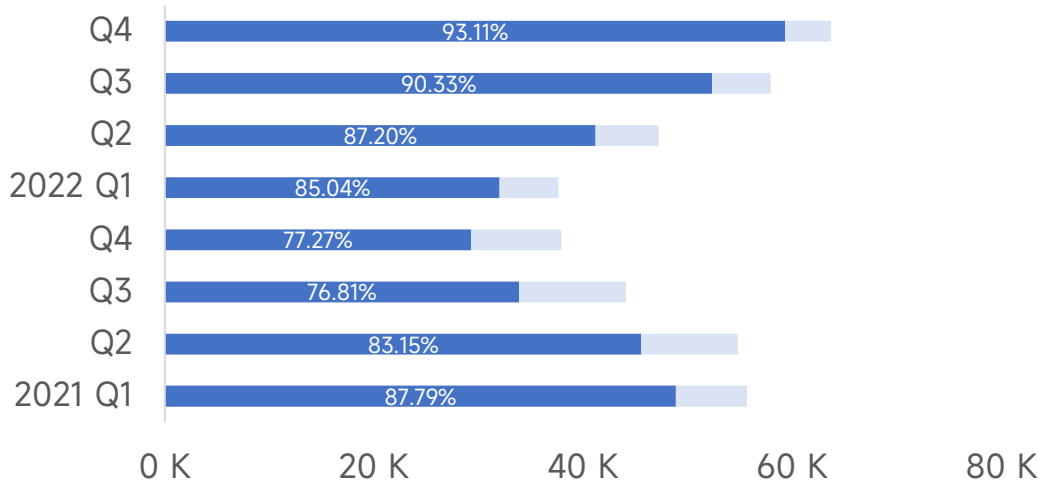
New creatives released in 2022

New creatives accounted for more than 60% in all four quarters this year in North America and peaked at 71.81% in Q4

34.3M 89%

	New creatives advertisers
Q4	93.11%
Q3	90.33%
Q2	87.20%
2022 Q1	85.04%
Q4	77.27%
Q3	76.81%
Q2	83.15%
2021 Q1	87.79%

(X-axis: 0 K, 20 K, 40 K, 60 K, 80 K)

	New creatives released
Q4	71.81%
Q3	70.54%
Q2	69.49%
2022 Q1	60.87%
Q4	60.50%
Q3	47.69%
Q2	53.80%
2021 Q1	76.37%

(X-axis: 0 M, 3 M, 6 M, 9 M, 12 M)

Source: SocialPeta, based on data retrieved from backend data sources
Date Range: 2021/1~2022/12
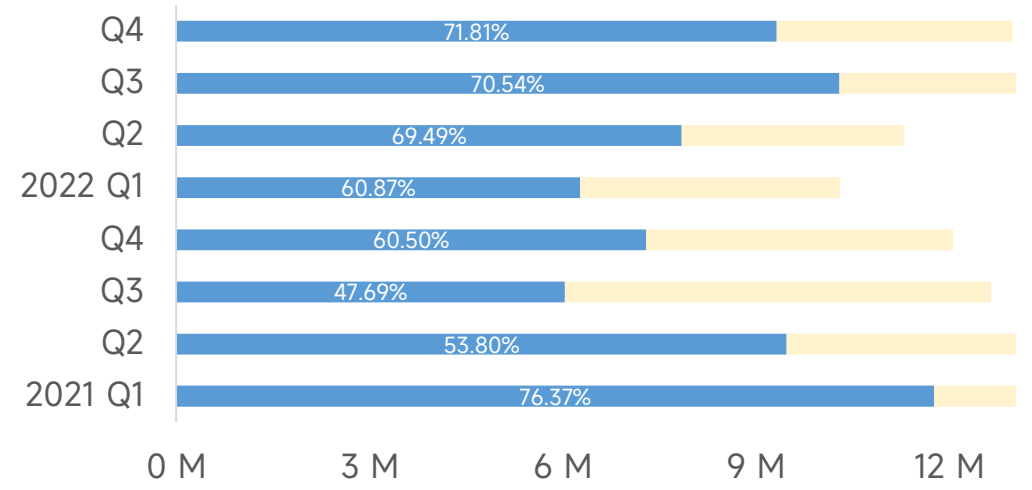
North America Application Advertising Insight

Tool applications increased significantly. The number of advertisers and active creatives increased by 1.37% and 6.48% respectively compared with those in 2021

The competition for reading applications in North America was fierce as well. The number of active creatives this year increased by 5.25% compared with last year; the number of business advertisers and active creatives both increased slightly. The innovation of office applications brought by the pandemic was still continuing. In addition, the number of shopping advertisers decreased by about 1.20%

■ **Active Advertisers**   ■ **Active Creatives**

Active Advertisers treemap:
- +0.83% Bussness 12.86%
- -1.20% Shopping 10.12%
- +1.37% Utilities 7.95%
- -0.09% Entertainment 6.42%
- -0.78% Lifestyle 11.53%
- +0.76% Finance 8.15%
- -0.31% Health
- +0.22% Education
- +0.57% Productivity

Active Creatives treemap:
- +6.48% Utilities 14.58%
- -2.22% Shopping 11.51%
- +0.15% Entertainment 7.57%
- +0.43% Bussness 5.82%
- +5.25% Books 13.21%
- -1.09% Lifestyle 10.12%
- -0.73% Social-Networking
- +0.55% Health
- -0.40% Finance
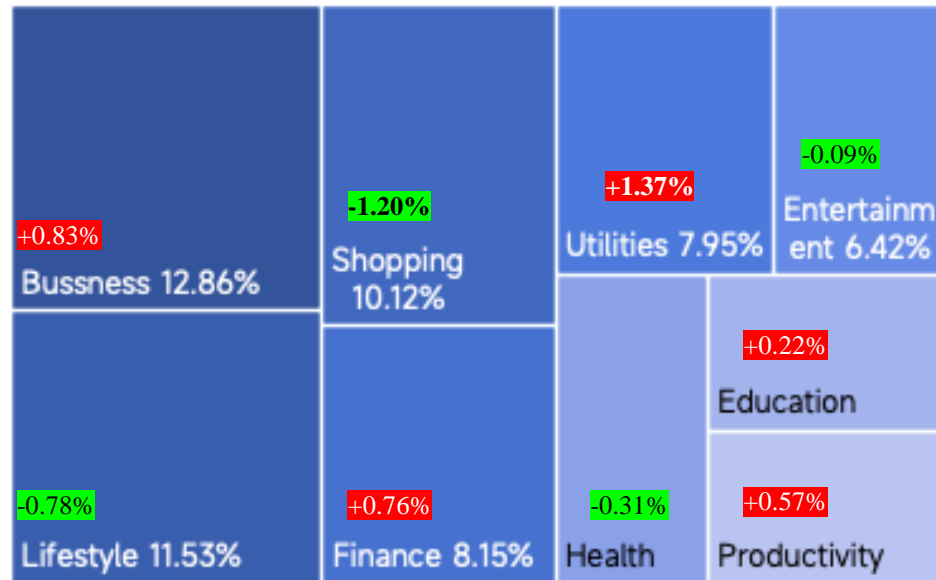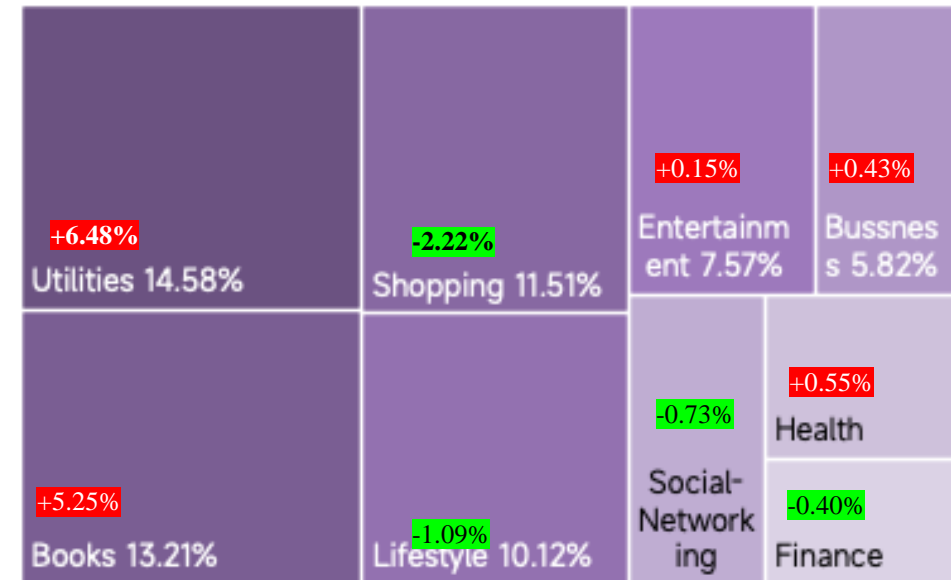
Southeast Asia

App Marketing Insights

Southeast Asia Application Advertising Insight

SocialPeta

In 2022, 85% of the advertisers in Southeast Asia released new advertisements, among which，60% were new creatives

The number of application advertisers peaked in Q4 2022 in this region, but in the same period, the number of active creatives was the lowest.

Advertisers that released new creatives in 2022

There were about 73k application advertisers in total in Southeast Asia, and 85% of them released new advertisements

63K 85%

New creatives released in 2022

The update frequency of creatives in Southeast Asia this year was higher than that in 2021, and 61% of the creatives were new

14.4M 61%

	Advertisers	New creatives
Q4	87.39%	63.49%
Q3	87.60%	63.36%
Q2	83.09%	60.24%
2022 Q1	82.30%	55.08%
Q4	79.05%	58.21%
Q3	80.03%	47.12%
Q2	78.80%	43.01%
2021 Q1	81.48%	72.93%

Advertisers axis: 0 K – 5 K – 10 K – 15 K – 20 K

New creatives axis: 0 M – 3 M – 6 M

Southeast Asia Application Advertising Insight

SocialPeta
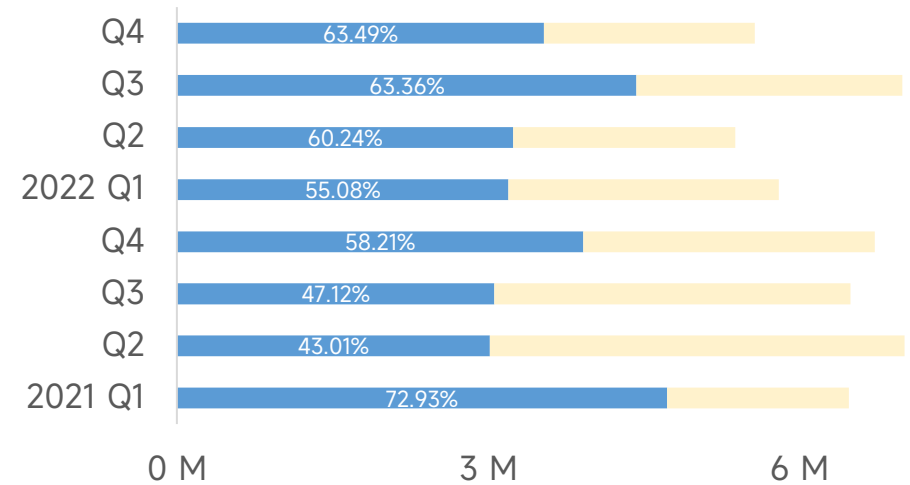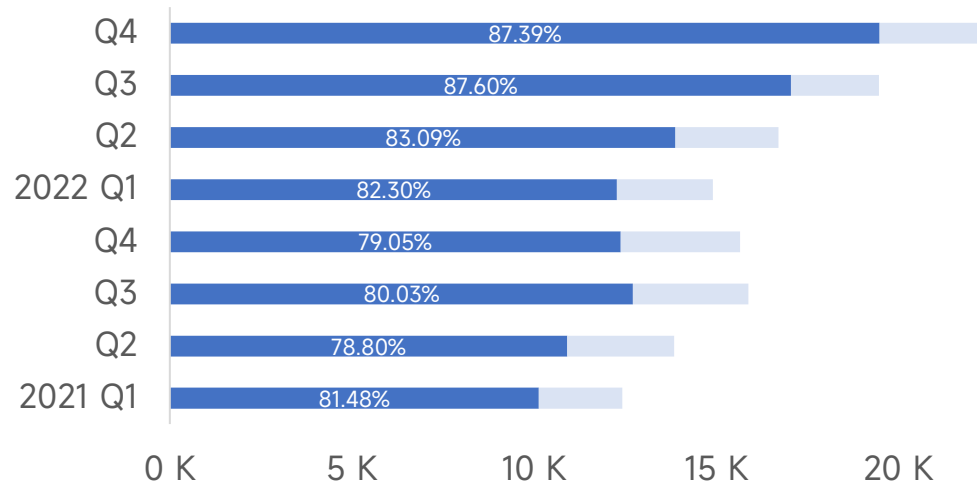
Creatives of tool applications accounted for nearly 25%, and the proportion of reading creatives increased slightly

Based on the proportions of advertisers, the number of tools and financial advertisers increased more, and the active advertisers of tool applications took up nearly 10%. In addition, the number of active advertisers of educational applications increased slightly; tools and reading applications had the most active creatives, and creatives of tool applications took up 24.9%, an increase of 10.14% over 2021

■ Active Advertisers

- Bussness 12.36% — -0.12%
- Shopping 10.30% — -0.33%
- Finance 9.52% — +0.48%
- Entertainment 7.40% — -0.33%
- Lifestyle 11.47% — -0.34%
- Utilities 9.90% — +1.82%
- Education — +0.02%
- Health — -0.26%
- Productivity — -0.03%

■ Active Creatives

- Utilities 24.90% — +10.14%
- Books 16.71% — +0.90%
- Shopping 10.39% — -0.95%
- Lifestyle 8.37% — -1.19%
- Entertainment 8.02% — -2.81%
- Social-Networking — -1.30%
- Bussness 4.93% — -0.72%
- Finance — -0.06%
- Health — -0.35%

Europe

App Marketing Insights
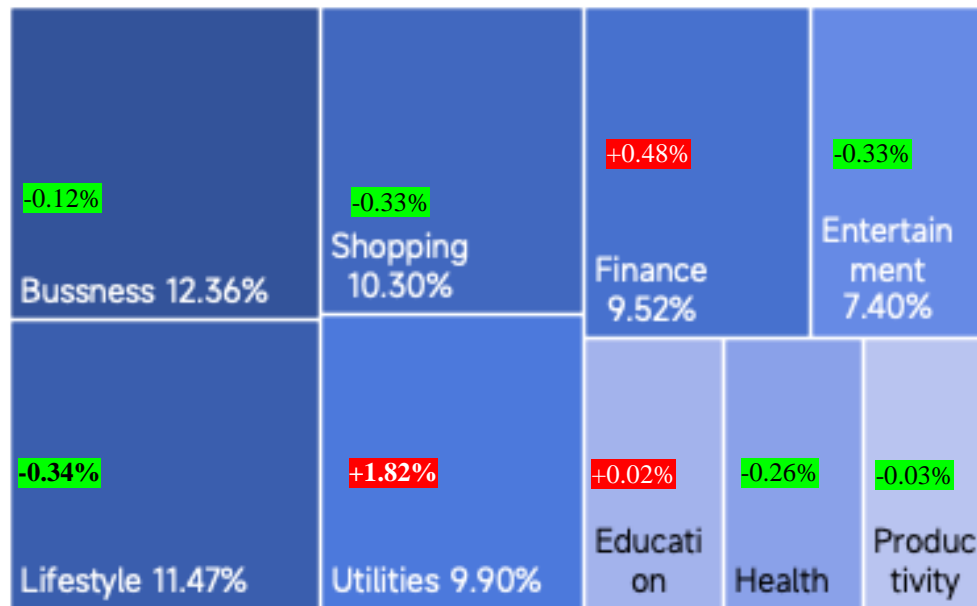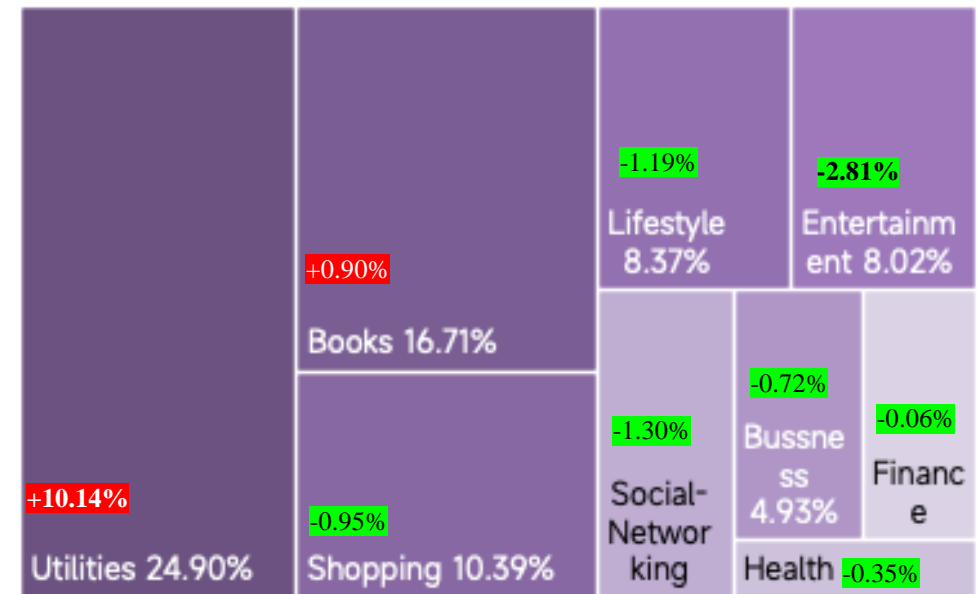
Europe Application Advertising Insight

In 2022, there were about 245K advertisers in Europe, and 89% of them released new advertisements

In 2022, the numbers of active advertisers and creatives in Europe were both lower than those in 2021, but the number of advertisers who released new creatives showed an obvious increase.

Advertisers that released new creatives in 2022

The number of advertisers that released new creatives in Europe peaked in Q4, taking up over 92%

218K 89%

New creatives released in 2022

Though the number of creatives released in Europe this year wasn't much, new creatives took up a higher proportion

28.4M 70%

Left chart (Advertisers):
Quarter	Value
Q4	92.73%
Q3	90.02%
Q2	86.30%
2022 Q1	85.58%
Q4	76.75%
Q3	76.39%
Q2	84.25%
2021 Q1	88.70%

X-axis: 0 K, 20 K, 40 K, 60 K, 80 K

Right chart (New creatives):
Quarter	Value
Q4	66.52%
Q3	64.63%
Q2	96.65%
2022 Q1	54.87%
Q4	50.23%
Q3	39.16%
Q2	50.36%
2021 Q1	77.69%

X-axis: 0 M, 3 M, 6 M, 9 M, 12 M, 15 M, 18 M, 21 M, 24 M
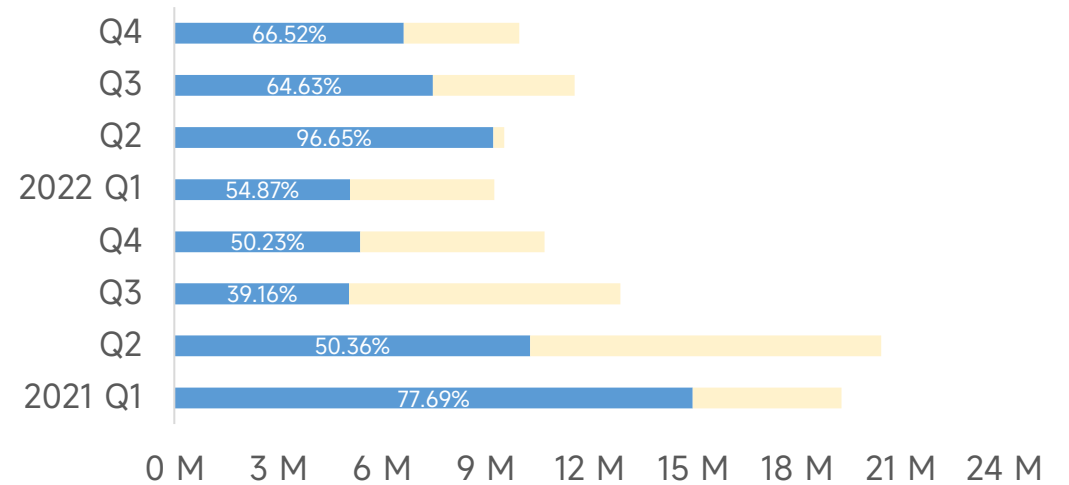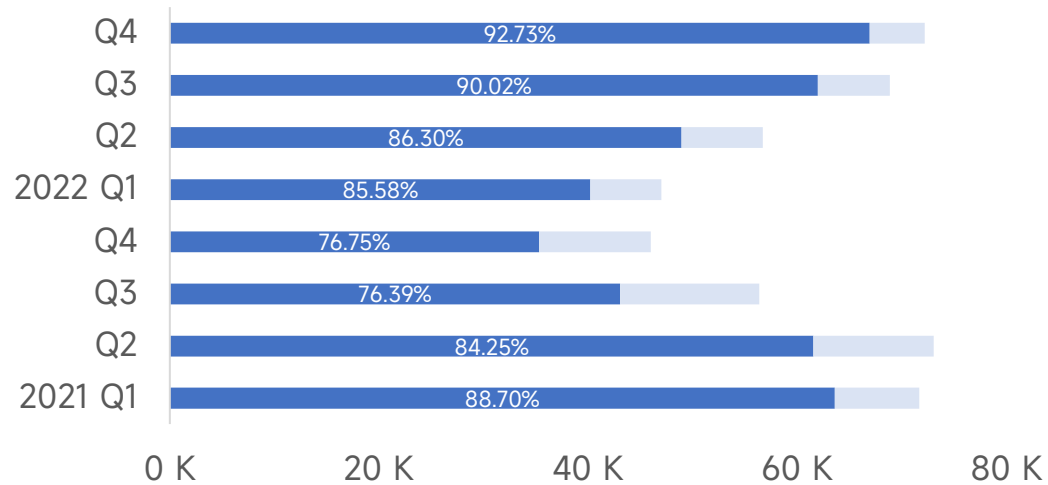
Industry Insights

How can app marketers scale their user acquisition in 2023? Singular gathered three key tips to answer that precise question.

1. Go beyond D7 campaign performance

A major mistake of 2022 to not repeat in 2023 is to view D7 performance as the holy grail of user acquisition performance.

Some users take time to produce value. Some channels are better over the long term. It's challenging when you want immediate insights — and you can certainly learn the signals of future value in each app over time — but D30, D90, and even D180 performance are really important, especially in subscription apps and especially in high-value verticals.

2. Story-telling is the new targeting

Targeting is gone. Whether that's due to black boxes at Facebook or Google, or due to privacy shifts like Apple's App Tracking Transparency or the coming Privacy Sandbox for Android, the way mobile UA marketers target users is massively changing.

But using the right creative and messaging to ensure the right kind of users — the ones who will be high-value — notice your ad and users —

the ones who will be high-value — notice your ad and install your app is genius. It's a mix of using whatever targeting you can by channel, partner, and context, and then applying a mass marketing strategy to narrowcast to specific audiences within the crowd.

3. Pick an MMP that provides you with accurate marketing ROI

You can pick the cheapest MMP. You can pick the oldest MMP. You can pick the MMP that you've always picked because it's the MMP that you've always picked. Or you can pick the MMP that the fastest-growing apps around the world trust. I would hate to name-drop here, but they might be apps like Rovio, Airbnb, Supercell, Riot, Uber, EA, and more.

Getting the right data the right way right away is critical to mobile user acquisition. Innovation matters. Combining cost and conversions matters. Smart modeling for missing data matters. Find out why.

Industry Insights

Data or, rather, the ability to turn data into insight has never been so important as it is today. Mobile marketing isn't going anywhere, but it's not getting any easier, either.

That said, while nowadays games lack familiar user-level data to inform their marketing, they aren't lacking in other data sources. The actionable data is still there. It's just been aggregated and scattered around, which makes it hard to analyze. The majority of app publishers rarely use it.

However, user acquisition and monetization strategies from 3 years ago simply aren't working anymore. App publishers can't keep using the same formulas over and over again; they need to innovate to stay ahead of the curve. That's especially true for small and medium-sized app publishers.

While enterprise publishers can afford long experiments, risk diversification, and other big-company perks, smaller developers need to focus on lowering their business expenses and trying to maintain their gross margins at reasonable levels. And 99% of publishers in mobile don't have the capabilities of their enterprise counterparts.

At Tenjin, we've already been helping publishers with more comprehensive questions throughout 2022.

Here are some examples:
- How can I customize LTV prediction so it fits my app's business model?
- How can I keep my analytics costs at a minimum when self-publishing?
- What other data sources do I need to fill in the gaps in my reporting?
- How can I increase my ad revenue by segmenting users based on UA source?
- How can I best utilize my existing app portfolio of effective cross-promo campaigns?
- How can I automate the most routine aspects of my app business?

Mobile market complexity keeps increasing drastically. Having a toolset to resolve questions similar to those listed above is no longer a sign of advanced developers; it's becoming a necessity for publishers that want to grow in 2023.

Changes for app developers on the monetization front:

"App developers are forced to share a large percentage of in-app-purchase revenue with platform holders but there are changes on the horizon. In many countries around the world regulators are starting to force the Apple/Google duopoly to support alternative payment options and app stores. In the coming years we're going to see big changes for app developers on how they distribute and monetize their apps. That's the kind of on-device empowerment we hope to see more of in 2023."

UA:

"It's hard enough already to build and monetize an app given the battle for the share of time and minds of consumers. User acquisition through traditional methods is getting more expensive and continues to be problematic in its complexity – why are we still expecting users to take multiple hops and steps simply to download an app? Developers should look to solutions that allow consumers to skip the store and have a more frictionless UA experience."

Kevin McGuire, Chief Product Officer, Digital Turbine

Industry Insights

The mobile gaming industry is rapidly evolving, and we expect it to continue growing in 2023. While mobile gaming has become one of the most popular forms of entertainment for consumers, marketers need to be smarter about how they monetize and, crucially, how they acquire users.

At Moloco, we are seeing app marketers become more focused on privacy-preserving methods of attribution, being smarter about how they leverage the data provided by SKAdNetwork (SKAN) to run more effective user acquisition campaigns on iOS. Nearly 100% of all the iOS campaigns we manage are leveraging SKAdNetwork in some capacity.

In October 2022, Apple finally released SKAdNetwork 4.0. In 2023, we anticipate seeing wide adoption of SKAN 4.0 among publishers and marketers by the end of Q1.

For Android, Privacy Sandbox won't go live until 2024 at the earliest. In 2023, expect more marketers to really explore the guidelines and alter their plans accordingly. Considering the long runway Google is providing, marketers need to give themselves ample time to fully familiarize themselves with what's in store.

Another big trend we see continuing in 2023 is greater adoption of incremental testing and measurement. Incrementality became a major buzzword in 2022 – and for good reason. Marketers are becoming smarter about how they allocate their media budgets, aiming to ensure that every line item is bringing in tangible, measurable results.

In addition, expect to see even more interest in ad creatives in 2023. With one-to-one ad targeting becoming increasingly problematic, it's becoming more important than ever to use advertising to actually convince someone of the value and worth of your app. You can't rely on targeting alone to drive installs. In 2023, expect a lot more video ads and ads featuring user-generated content.

Further, we expect the average number of creatives used in a given campaign to increase in 2023, with marketers becoming more proactive about fighting ad fatigue.

Industry Insights

There have been numerous challenges faced by mobile gaming practitioners in recent years. We adjusted to a privacy-centric environment, navigated new attribution frameworks, and pivoted UA models in order to experience growth and generate revenue.

So as we look to 2023, amidst a worsening recession and slashed budgets across all teams, how can folks in the field ensure they can drive their businesses forward? Here are two 2023 trends in mobile gaming you should take into account.

1. Optimize your funnel"s" with Custom Product Pages and Custom Store Listings

If you're still using one message to guide users through app discovery to conversion and retention, you're likely leaking potential high quality users at every stage. Users don't all have the same needs or wants, so you should use different messaging to appeal to each. One simplified way to do this is to "segment" users into specific audiences and communicate with them as a group. Understanding your audiences better- knowing who they are and why they came- will allow you to modify your creatives and messages for each one specifically, at every step of their journey. Apple's Custom Product Pages and Google's Custom Store Listings are effective tools for executing this, and also help you test and reiterate which creatives and messages work for your audiences.

2. Get into a data-driven mindset with Media Mix Modelling

It can be a challenge to understand marketing and ad ROI, especially at a time when the ways to track where a user comes from are limited.

If you're collecting data from various online and offline channels, media mix modeling (a statistical method that helps you measure how your marketing inputs are impacting your output and evaluate what contributed to success) is a great way to create one source of truth when it comes to understanding effectiveness.

Which discovery channels are producing the best results? How can you predict the likelihood of success in the future? MMM is key to making more informed decisions, particularly for budget allocation.

We recommend starting to start thinking with a more data-driven mindset for 2023, with the end goal of maximizing ROI and enjoying higher profits for your business.

Overall about the year

2022 has been a challenging year in terms of app growth and performance. The trend of H1 2022 for a decrease in media budgets has continued and will probably go on in 2023 against the backdrop of the global economic situation.

An advertising auction in 2022 is becoming even more heated and competitive, which in one way or another stimulates ad publishers to increase LTV. This is also evidenced by the last year's trend toward an increase in the average cost of non-gaming app subscriptions (40% on the App Store and 9% on Google Play).

The cost of user acquisition in advertising platforms is unlikely to get cheaper, therefore 2023 is going to be the year of investment in product quality.

Trends and challenges for 2023

In 2022, a decrease in Retention Rate was observed in a number of app verticals. This says a lot about the increasing competition in the mobile app market and the challenge awaiting developers to improve the long-term LTV of their products. This can be done with the following:

- building a decent strategy for re-engaging existing users (retargeting, sms and e-mail marketing, push marketing, or creating your own media sources)
- improving user experience and product metrics

VR, AR, AI, and machine learning

The AI trend continues to spread around the globe and is increasingly being used in mobile apps for improving user experience and providing personalized recommendations. In 2023, we will likely see even more apps using machine learning and augmented reality technologies. However, quite a few of them will become independent products that will take their place in the mobile ecosystem and will not disappear after the hype wave goes away.

SKADNetwork 4.0

In 2022, Apple released an update to its SKAdNetwork framework. It will come into full use with all its innovations in 2023, where marketers will have to learn and adapt to its use along with advertising sources. Among the updates will be the increase in the number of postbacks to 3, the expansion of traffic source identifiers to 10,000, and, in general, the expansion of privacy thresholds should be fruitful and improve the quality of user acquisition and real-time traffic analytics.

Anton Kuzmin, User acquisition group head

Industry Insights

udonis.

2022 was a dynamic year for mobile. Global mobile marketing spends have gone down by some 30%, which was to be expected following the boom caused by the global pandemic. We've also seen a lot of mergers and acquisitions, so it will be exciting to see what these companies have been building and what they will bring to the market. It seems that the mobile market was setting itself up for new growth during 2022 and it looks like we're in for quite a ride in 2023.

MOBiDiCTUM

The hyper-casual market has already slowed down, and we see examples of this, especially in Türkiye. Big hyper-casual publishers are looking for alternative business models, focusing on hybrid-casual and casual games. Game studios are also looking for alternative ways to have income. Most of the studios either considering casual projects. Since the hype on blockchain gaming has also slowed down, the only alternative is to focus on games where you can build content. 2023 will be the survival of the fittest year.

Türkiye's scene is shifting. We will see a much stronger mobile gaming scene after 2023. Studios that can show their survival skills with their successful projects will access capital much easier in the long run. We also see examples of different genres where our know-how as a country will be more diverse and won't be dependent only on match-3 games.

Industry Insights

apptamin | THE APP VIDEO AGENCY

One of the biggest marketing trends we've seen emerging lately for mobile games is UGCs. With the rise of TikTok as a UA platform and the success the short-video app brought to several mobile games (High Heels, survivor.io, etc.), user-generated content (or fake UGC) has become a staple of mobile game marketing.

UGC or UGC-like ads allow users to really connect with the game thanks to social proof, they trust the user or actor that introduces the game to them. UGCs rely on several marketing trends that have popped up these last few years: storytelling, authenticity, honesty, strong branding, and community.

This type of marketing ad content answers all of the audience's needs, it shows a less polished side of the game which feels more authentic to potential players and makes them want to try their hand at it.

While mobile gaming marketing is a fast-paced environment where trends evolve rapidly and mix with one another. However, users are more often than not looking to feel a connection to the gaming brands and community, which is why the focus in mobile game marketing shifted more recently toward a more story and people-centric approach.

UGC-like ads are a great way to boost brand awareness while delivering relatable content and connecting with potential players.

There's no doubt that UGCs will be the biggest mobile game marketing tool of 2023.

Industry Insights

I. Behaviour is shifting

The main trends of Audience age is shifting from "old-aged" players into gen Z, this is accurate for both the Worldwide & Vietnam market, these youngbloods are curious and love to try new things & new technology.This trend will remain the same throughout a few next years.

Along with the new generation of gamers, people's interest is changing from Chinese Martial Arts to other cultures, to EU/Anime art style & EU storyline (with Genshin Impact is the most successful title). There are a few standard features of this kind of game that make users pay a lot:
- Season Pass
- Gacha
- Subscription

These three show a strong relationship between many money-printing game titles led by Fornite, Genshin Impact, League of Legends mobile, ….

Furthermore, people should be aware of a more important fact: the mobile game industry is dominating the world of gaming, offering a compact, anytime, anyplace, any condition.

II. Cloud gaming

With the rise of 5G technology, cloud gaming is expected to lift up the potential of mobile games to another level.

New cloud gaming services continue to launch, existing ones are expanding, and all of them are tweaking their marketing and business to better align with consumers' wants and needs.

Cloud gaming's use cases continue to expand, offering something appealing to almost every player (across all platforms) while benefitting developers and publishers

As Cloud gaming is rising, people now can play AAA-PC/Console-supposed game on they own phones. Some already offer this service in Subscription model, some offer single-buy, the former will grow better in future

III. NFTs Game

Besides the traditional game industry, the NFT-based game is the new gold mine for both big corporations and indie companies. It's new, it's fun and it also makes money, so how can people ignore playing it?

That is a normal thought, and it's also the tip of the iceberg only. NFT-based games are flooded with scams, Ponzi schemes, and the whole crypto market condition. Yes, NFT is a high potential industry, but users MUST choose carefully or all of their money will turn into dust.

SocialPeta -- the world's leading advertising and marketing platform

SocialPeta

Provide real-time updates of global market trends, and insights into competitors' advertising data, promotion/monetization strategies, and cost-efficient ways to acquire global customers.

Broad	**Large**	**Rapid**	**In-depth**
Platform, coverage of countries/regions, analysis dimensions	Data size	Data updating	Intelligent recommendation, self-developed algorithm

Over 1.2 billion advertising data

Covering 5.1 million advertisers

Multidimensional in-depth analysis of products

Exclusive data and traffic intelligence

Covering 70 countries/regions and over 70 channels worldwide

Updated hourly
Over 1 million ad data are updated each day

Top Mobile App Companies' Selection

THANKS

MOBILE GAME & APP MARKETING WHITE PAPER

SocialPeta