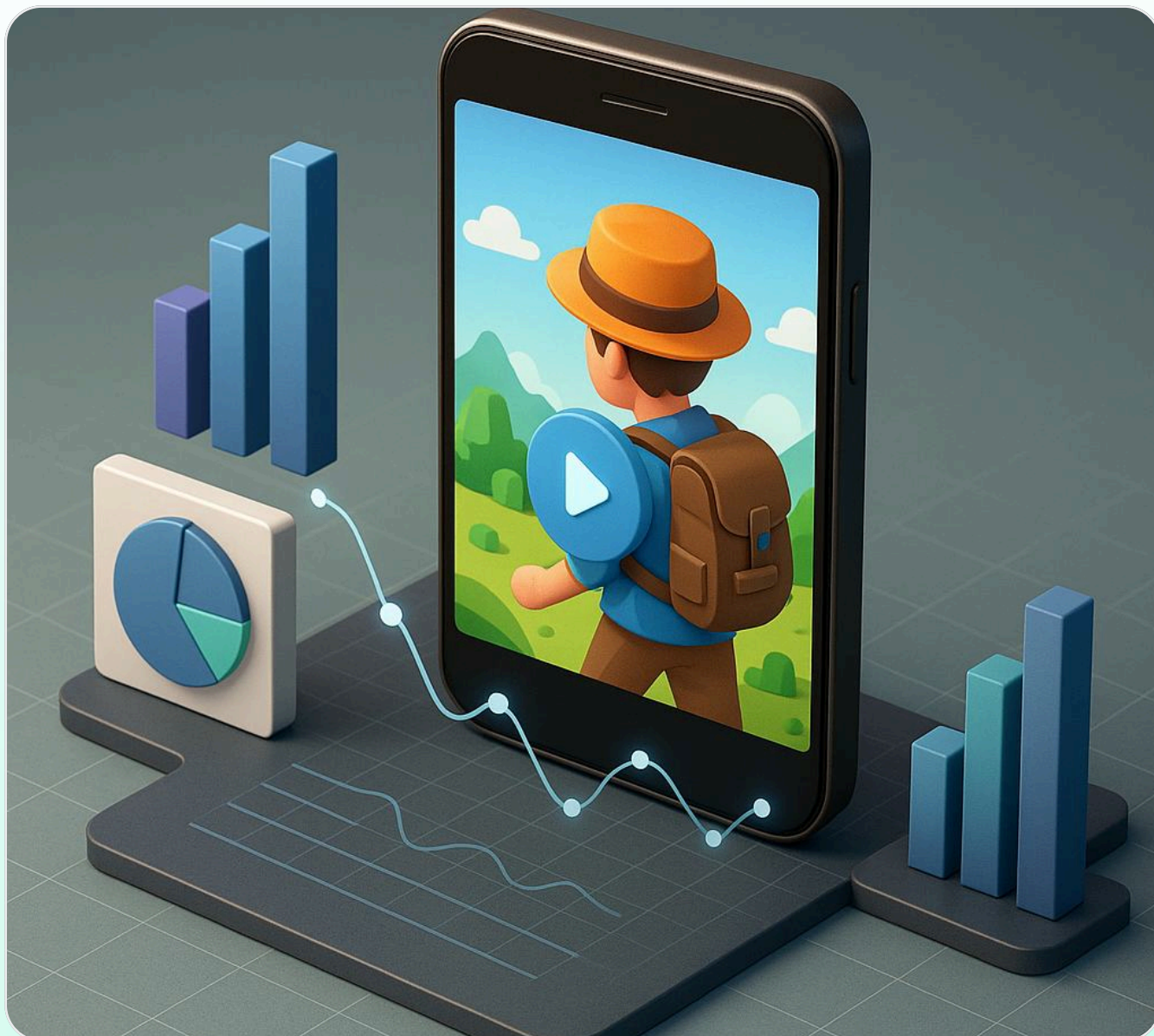# The Q2 2025 Gaming
Ad Snapshot

A quick breakdown of the top-performing mobile game ads across genres, formats, regions, networks, and stores.

Focused on North America and Europe.

snapshot

/ˈsnapʃɒt/

noun
plural noun: snapshots

a brief look or summary.

What's inside?

Introduction

This snapshot isn't just about what's trending. It's about what's performing.

To provide marketers and UA managers a competitive edge in mobile game advertising, we analyzed over 3,600 top creatives by impression volume across four key mobile game genres: Casual, Hyper-casual, Mid-core, and Hardcore. This snapshot provides a quick, data-backed overview of how the most-seen ads in each genre were built, distributed, and targeted during Q2 2025.

We break down the core pillars of mobile advertising strategies - geo targeting, ad network distribution, and ad format - to showcase how leading studios tailor their creative approaches by genre.

Compared to insights from our Q1 Ad Snapshot, most trends held steady, but there were a few notable shifts: Hyper-casual games leaned less on playables, dropping from 83% to 63%, while Mid-core games saw a rise in image and video usage. Unity gained ad network share across several genres, even replacing Applovin in Mid-core. Regionally, North American countries continue leading the way, while various European countries swapped places in the top 5 for various genres.

Methodology

This report was built using data from **MarketIQ, the Ad & Market Intelligence platform from GameAnalytics**. We analyzed 900 top-performing ads per genre, covering Casual, Hyper-casual, Mid-core, and Hardcore games, with selection based on total impression volume during Q2 2025. The focus was on creatives actively promoted in North America and Europe, two of the most competitive and ad-saturated markets in mobile gaming.

The dataset includes metadata around ad formats, durations, target geographies, and ad network distribution. From this, we created several visualizations to uncover key trends and patterns:

- **Ad format:** Displayed as pie charts showing the share of each format (playable, video, image) within each genre's top 900 ads. This helps compare creative preferences across genres.
- **Ad video length:** For video ads only, we visualized duration using a density plot to show the most common video lengths and detect outliers. These are grouped in 5-second intervals.
- **Geo targeting:** We calculated how frequently each country appeared as a targeted location across all ads. Percentages show how often each country was targeted, not how the ads were split. That's why the numbers can add up to more than 100%. Only the top 5 targeted countries are shown.
- **Ad network distribution:** We identified which ad networks the ads were most often distributed through. The visual shows the top three networks per genre, based on frequency across all 300 ads.

Newly, to complement the creative data, we've included insights on which app stores the featured games are promoted on. This helps frame creative format choices and distribution strategies in the context of platform focus.
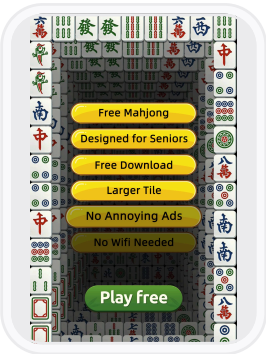
Dig even deeper with MarketIQ

MarketIQ gives you a detailed view into the mobile ad landscape. Whether you want to **analyze trends at the genre level, dive into individual ads, or explore the full creative strategy of a specific studio**. Track what's working across networks, benchmark competitors, and identify new opportunities for growth. Start your free trial →
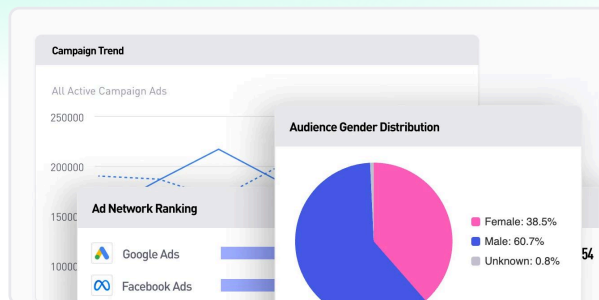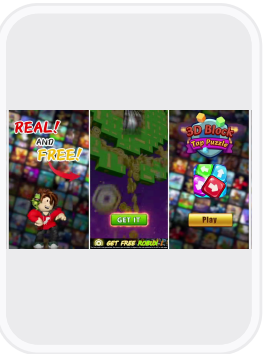
Casual games

Casual game advertisers in Q2 2025 went big on playables and video. AppLovin captured nearly half of all campaigns, with ads mainly zeroing in on US audiences. Most campaigns ran across both stores, with Android even ahead, showing that casual titles aim wide but focus hard on top-tier regions.
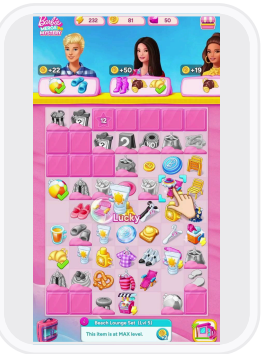
Vita Mahjong	**Solitaire Classic**	**Block Mania: Tap Away**	**Barbie™ Merge Mystery**	**Travel Town**
Vita Studio	Albayoo	月华 杜	Rollic Games	Moon Active
Playable	Image View	Video Watch	Video Watch	Playable Watch
Mintegral	Unity	Mintegral	Applovin	Applovin

The charts below highlight the distribution of ad formats and average video lengths. These factors directly influence ad engagement, completion rates, and overall campaign performance.

Ad format
- Playable — 54.3%
- Video — 33%
- Image — 12.7%

Average video ad length (s)

5 10 15 20 25 30 35 40 45 50 55 60
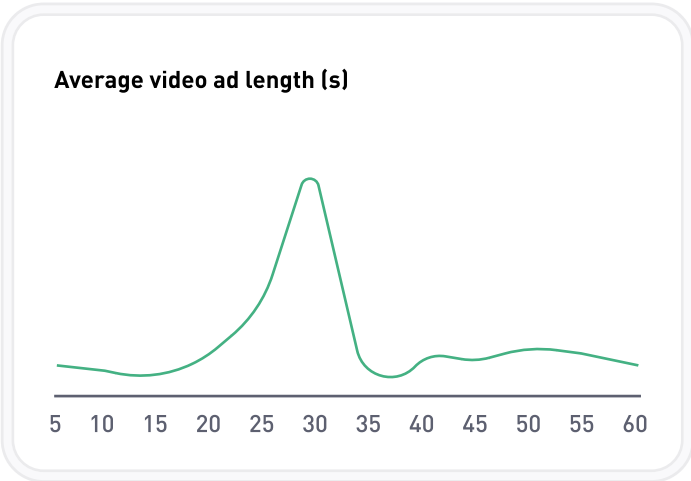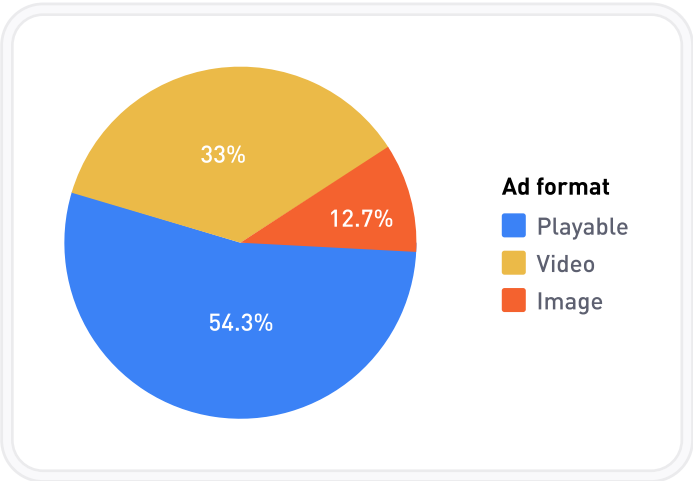
The tables below show the top countries targeted and ad networks used by casual game ads in Q2 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a slice of collective pie.

#	Top targeted countries	
1	USA	81.7%
2	Canada	58.0%
3	UK	58.0%
4	France	51.0%
5	Russia	36.3%

| #	Ad network share of voice	
1	Applovin	49.3%
2	Unity	25.0%
3	Mintegral	18.7%

Promoter type

 65.3% 82.7%

Hyper-casual games

Hyper-casual game ads in Q2 2025 leaned heavily into playables, making up nearly two-thirds of all formats. The US dominated targeting, appearing in almost 95% of all ads, showing where budgets are primarily focused. On the network side, Mintegral led the charge with over 62% share, while App Store and Android placements were nearly evenly split.

Hole.io
Voodoo
Playable _Watch_
Mintegral
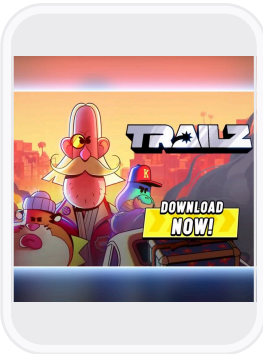
TRAILZ
Lootheads
Image _View_
Unity
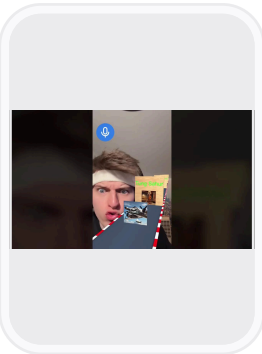
Mini Games: Calm & Chill
CTC Technology Limited
Video _Watch_
Unity

Cookingdom
ABI Games Studio
Playable _Watch_
Applovin

Magic DIY paper doll games
HappyTapLand
Video _Watch_
InMobi

The charts below highlight the distribution of ad formats and average video lengths. These factors directly influence ad engagement, completion rates, and overall campaign performance.

Ad format
- Playable — 63.6%
- Video — 30.4%
- Image — 6%

Average video ad length (s)
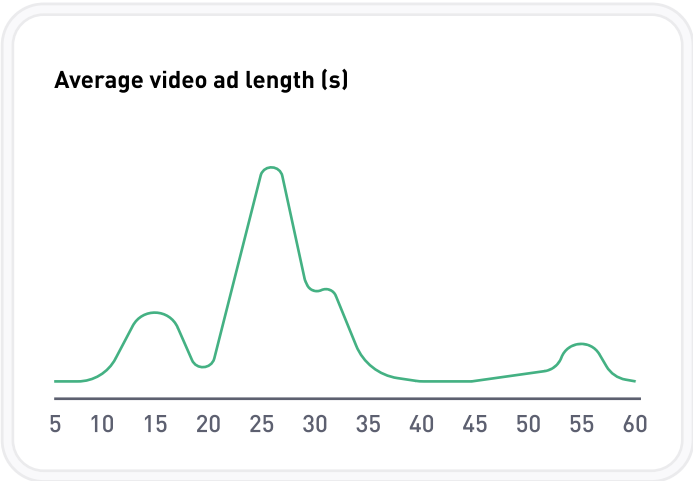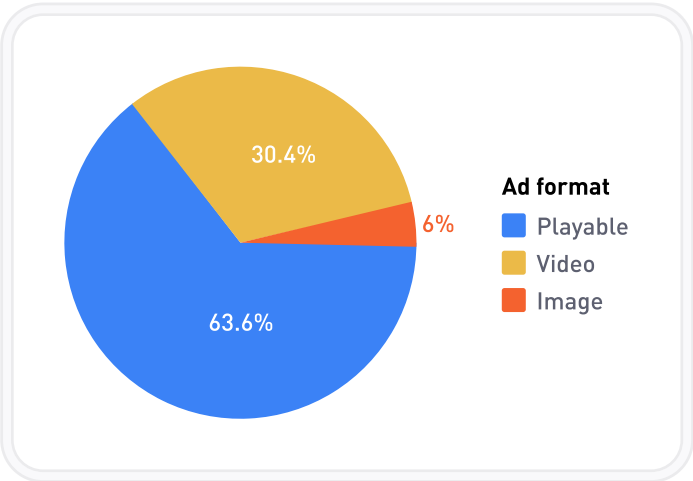
The tables below show the top countries targeted and ad networks used by hyper-casual game ads in Q2 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a slice of collective pie.

#	Top targeted countries	
1	🇺🇸 USA	94.7%
2	🇷🇺 Russia	72.2%
3	🇫🇷 France	59.3%
4	🇨🇦 Canada	53.3%
5	🇩🇪 Germany	48.0%
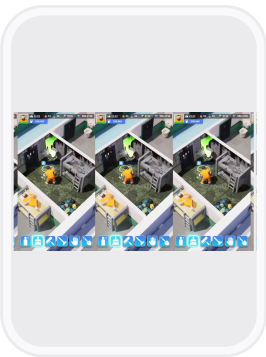
#	Ad network share of voice	
1	Mintegral	62.7%
2	Applovin	25.0%
3	InMobi	9.3%

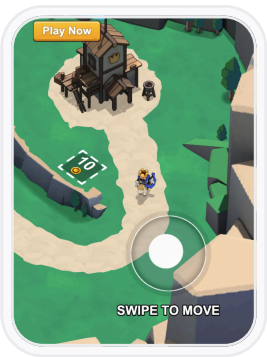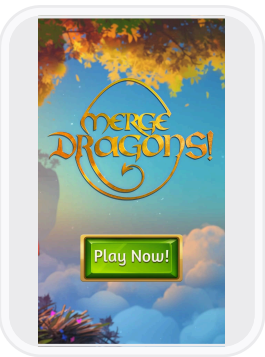**Promoter type**

 81.6%   84.8%

Mid-core games

Mid-core advertisers took a balanced approach in Q2 2025. App Store and Android campaigns were nearly identical in share, while creatives spanned a healthy mix: mostly playables, but with strong video and image support. The strategy was heavily US-focused, with Mintegral leading ad network placements by a wide margin.
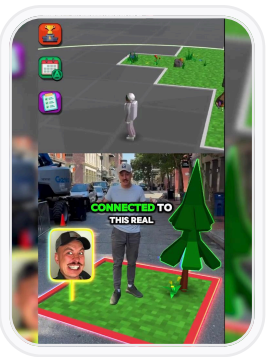
Lands of Jail	**Kingshot**	**Merge Dragons!**	**Atlas Earth**	**Space shooter**
Singapore Just Game	Century Games	Gram Games	Atlas Reality	1SOFT
Video Watch	Playable Watch	Image View	Video Watch	Playable Watch
Unity	Applovin	Mintegral	Mintegral	Mintegral

The charts below highlight the distribution of ad formats and average video lengths. These factors directly influence ad engagement, completion rates, and overall campaign performance.

Ad format
- Playable — 50.33%
- Video — 37.67%
- Image — 12%

Average video ad length (s)

The tables below show the top countries targeted and ad networks used by mid-core game ads in Q2 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a slice of collective pie.

#	Top targeted countries	
1	USA	86.0%
2	Russia	53.3%
3	Germany	48.3%
4	France	47.0%
5	Canada	43.7%

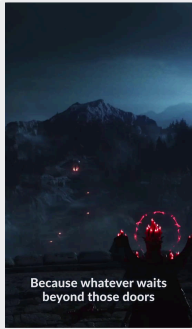| #	Ad network share of voice	
1	Mintegral	39.0%
2	Unity	26.3%
3	Applovin	23.7%

Promoter type

 67.1%   68.0%

Hardcore games

In Q2 2025, Hardcore advertisers favored cinematic, longer-form storytelling - with video making up over half of all creatives, most clocking in around 30 seconds. Mintegral and AppLovin dominated network distribution, while campaigns targeted both App Store and Android almost equally. The US remained the core focus, alongside key European markets.
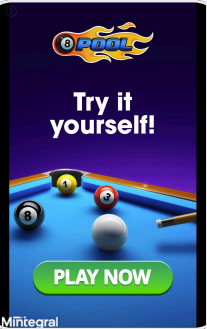
Lords Mobile	RAID: Shadow Legend	Game of Sultans	8 Ball Pool	Clash of Clans
IGG SINGAPORE	Plarium Global	DreamPlus Games	Miniclip.com	Supercell
Playable Watch	Video Watch	Image View	Playable Watch	Video Watch
Applovin	Mintegral	Appier	Mintegral	Mintegral
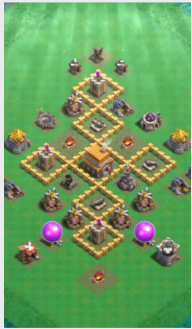
The charts below highlight the distribution of ad formats and average video lengths. These factors directly influence ad engagement, completion rates, and overall campaign performance.

Ad format

- 53.67% Video
- 33.33% Playable
- 13.00% Image

Average video ad length (s)

5 10 15 20 25 30 35 40 45 50 55 60
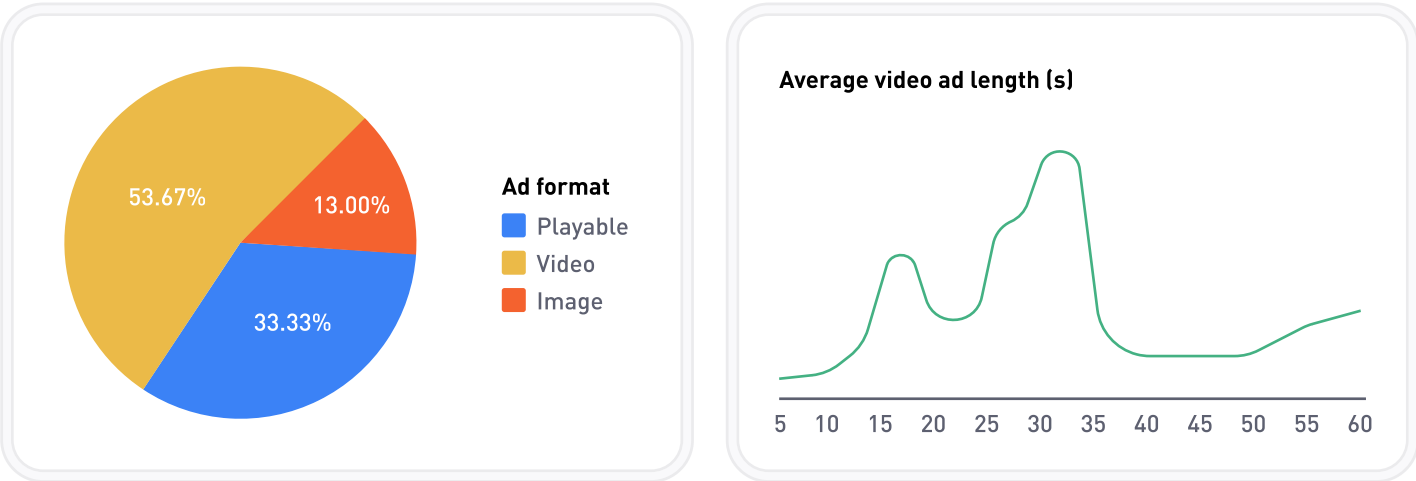
The tables below show the top countries targeted and ad networks used by hardcore game ads in Q2 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a slice of collective pie.

#	Top targeted countries	
1	USA	75.0%
2	France	62.3%
3	UK	49.7%
4	Germany	47.3%
5	Canada	41.0%

#	Ad network share of voice	
1	Mintegral	30.0%
2	Applovin	29.0%
3	Google Ads	23.3%

Promoter type

 72.3%   64.7%

GA | MarketIQ + playturbo

From insights to ads: A practical guide to crafting winning game creatives

GAMEANALYTICS
Stephanie Zhang
Live Operations Director
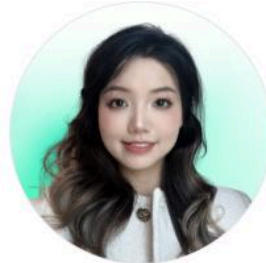
PLAYTURBO
Krystal Liang
Creative Consultant

Backed by insights from MarketIQ, this snapshot unpacks where ads run, which formats dominate, what regions are being targeted, and how store strategies differ across genres. To turn these insights into action, don't miss our live webinar:

From insights to ads: A practical guide to crafting winning game creatives

📅 Live on August 13th, 14:00 CEST*
📍 Hosted on LinkedIn

In just one hour, we'll walk you through how to:
✅ Identify winning ad concepts for your game
✅ Use AI-powered tools to build and test variations fast
✅ Learn from real game studios blending creative instinct with hard data

This report is your creative intelligence toolkit. The webinar is your playbook to apply it.

Register here

If you can't make it live, the recording will remain available on LinkedIn. Just submit the RSVP form to access the video at any time.

# Powering user acquisition with MarketIQ

MarketIQ isn't just a tool for tracking ads. It's **built to support creative teams** at every step of the ad production process.

Whether you're creating new ad concepts, looking for references, or validating ideas, MarketIQ helps you stay aligned with what's working right now in mobile marketing.

With MarketIQ, you can:

- Access a database of over 3 billion ads to identify the best-performing ad formats and copy.
- See campaigns grouped by images, videos, and playables to get a combined benchmark or inspiration for turning one idea into multiple ad formats.
- Understand successful app's advertising strategies by analyzing their campaign trends, acquisition channels, target countries, creative specs and audience demographics.
- Explore app and genre performance with trends in downloads, revenue, and growth. Compare by time and region to identify patterns in audience behavior, market potential, and benchmarks to target.
- Seamlessly analyze and compare trends across multiple titles in one view. Auto-generate charts for the titles you follow most, or configure your own to track app and creative data in one view.

Follow the footsteps of leading studios. See which ads your competitors are running, learn why they work, and create your own that perform even better. Without the guesswork.
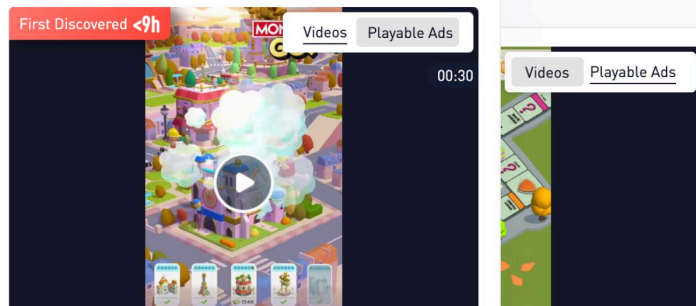
"The winning ratio of ads has increased significantly. When I think of our previous processes, we see great improvements since we switched to MarketIQ."

Shehroz Ali, COO of Arcadian Lab

🚀 Explore MarketIQ with a free trial

Get the insights behind the world's top-performing mobile game ads. Start a **7-day free trial** to explore creative libraries, track competitor strategies, and power your campaigns with data that actually matters. Ready to level up your ad game?

Start your free trial   Learn more

About GameAnalytics

GameAnalytics is a top provider of **analytics, data management, and market intelligence** for mobile, Roblox, PC, and VR/AR games, offering powerful tools that deliver deep insights into player behavior and external market dynamics. With over 13 years of industry expertise, 100,000 monthly active games, and over 27 billion daily events processed through their platforms, their data-driven tools help developers optimize their acquisition, monetization, and engagement strategies.

From real-time analytics and performance reporting to LiveOps capabilities and advertising insights, GameAnalytics supports every stage of development - whether you're building, growing your audience, or optimizing your portfolio at scale.

Join the leading studios, developers, and publishers transforming data into actionable insights.

Our product suite:

Analytics: Easy setup, countless insights

A robust analytics platform designed for game developers to track player behavior, engagement, retention, and monetization. With intuitive dashboards, real-time insights, and customizable reporting, analytics helps studios optimize their games and make data-driven decisions effortlessly.

| DAU		MAU		Playtime
90K	+5%	2.25M	+2%	12m 2
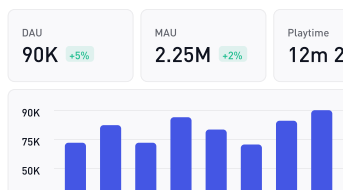
Data Management: Your data, your rules

A powerful data pipeline that delivers raw, aggregated and player-level data to the cloud solution of your choice. Run flexible queries with SQL, connect to your BI tools, or build custom workflows to uncover deeper insights and optimize game performance.

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"custom_03": "Regular",
"custom_02": "Journalist",
"custom_01": "TestGroupB",
"country_code": "US"
}
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Ad Intelligence: Taking games to new heights

A mobile advertising and market intelligence tool helping studios and publishers analyze competitor ad strategies, creative trends, and UA performance. Gain insights into top-performing ads, track industry trends, and refine your acquisition strategy with data-driven decision-making.
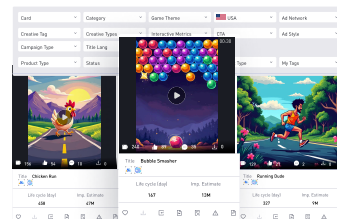
Want to hear more? Head to gameanalytics.com for more details, or book a demo for a personalized walk-through.

HOMA

"At Homa, we evaluate tons of prototypes & KPIs simultaneously to release the next chart-topping titles. Thanks to GameAnalytics, the process has become more efficient."

Alexandre Pari, Head of LaunchOps at Homa

GameAnalytics

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