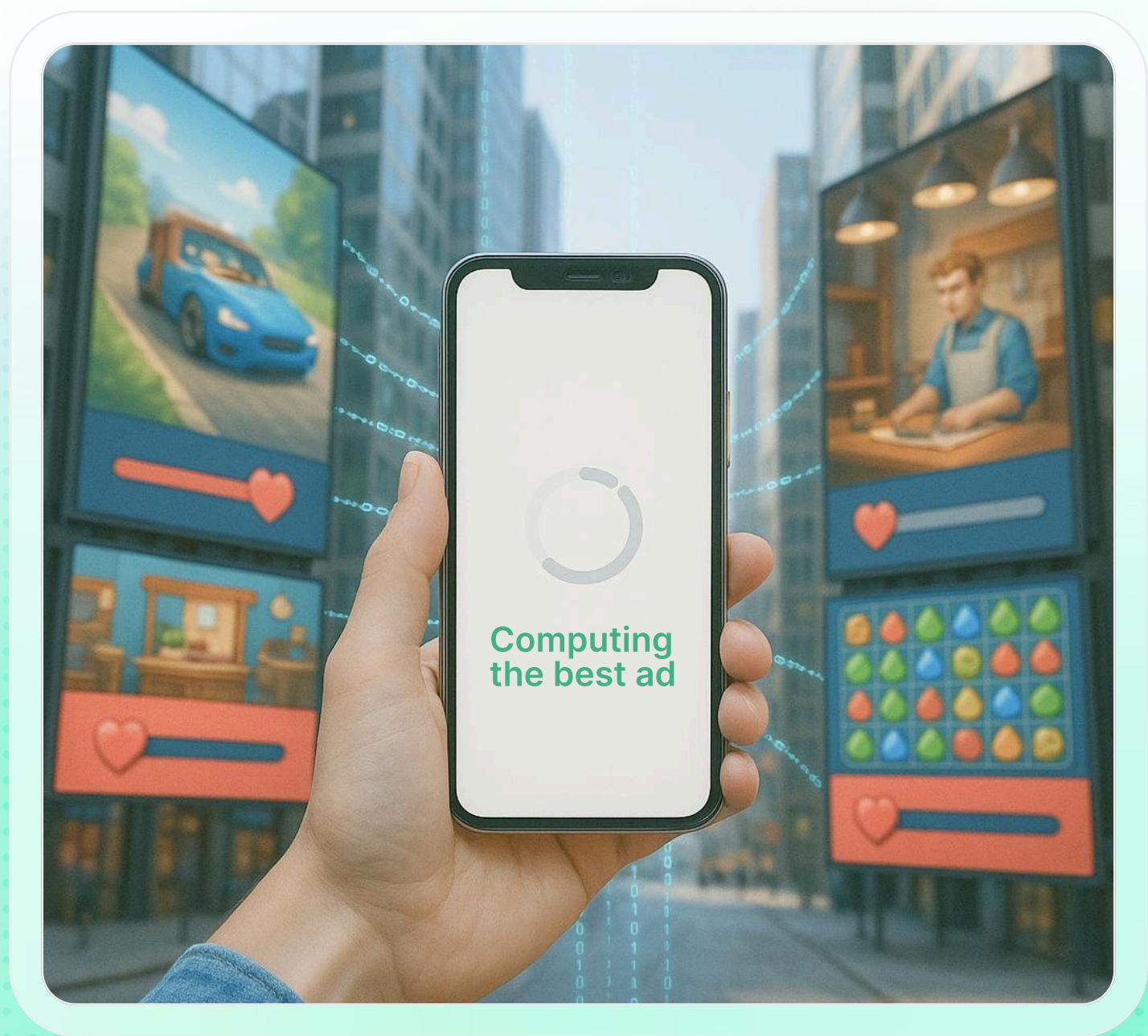


# The Q1 2025 Gaming Ad Snapshot

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

*Focused on North America and Europe.*



# snapshot

/'snapʃpt/

noun

plural noun: snapshots

a brief look or summary.

## What's inside?

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# Introduction

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 Q1 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. For example, Hyper-casual games leaned into playable formats with an overwhelming 83% share, while Hardcore ads favored visually rich videos, making up over half of their creative output. Alongside this, we also spotlight five notable, interesting and/or eye-catching ad examples per genre, offering a peek into the visuals and styles capturing player attention.

To add context to these creative strategies, we've also included CPI benchmarks across genres. With iOS acquisition costs for Casual games nearing \$5 and Hardcore pushing beyond \$6, the stakes are high and making smart, data-driven creative decisions more important than ever.

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

## 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 Q1 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 binned 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, again based on frequency across all 300 ads.

To complement the creative data, we've included CPI benchmarks for each genre. This metric helps put format choices, targeting, and distribution strategies into context by showing how much it typically costs to acquire a user.

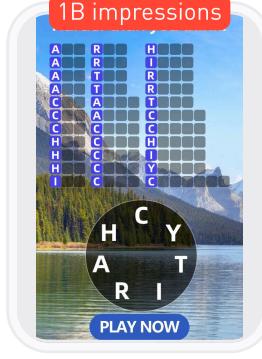
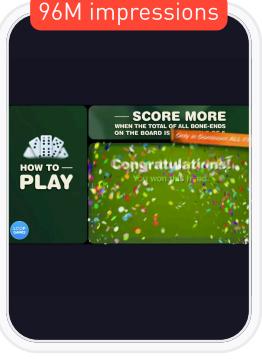
### Dig even deeper with MarketIQ

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 →](#)

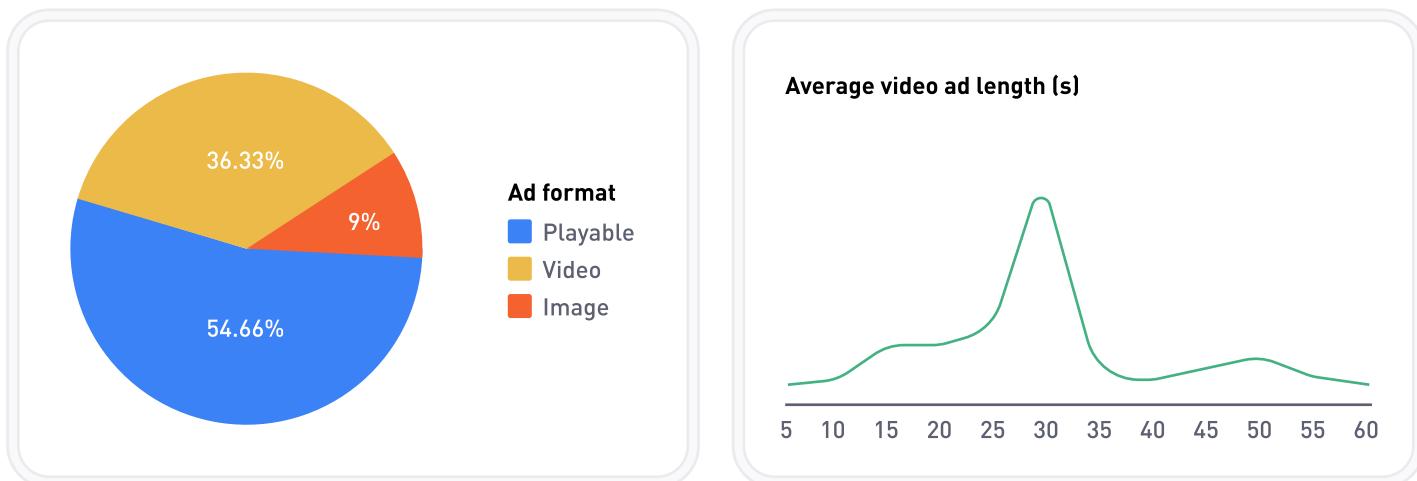


# Casual games

Casual game ads lean heavily into playable formats (55%) and show a strong U.S. targeting preference. With iOS CPIs reaching \$4.83, efficient creative strategies are key. We showcase geo trends, ad network usage, and five eye-catching and interesting ads.

 <p>1B impressions</p> <p>Zen Word</p> <p>Oakever Games</p> <p>Playable</p> <p>Mintegral</p>	 <p>2M impressions</p> <p>Solitaire Classic</p> <p>Albayoo</p> <p>Image</p> <p>Unity</p>	 <p>96M impressions</p> <p>Dominoes</p> <p>Loop Games</p> <p>Video</p> <p>Unity</p>	 <p>5M impressions</p> <p>Vita Mahjong</p> <p>Vita Studio</p> <p>Playable</p> <p>Applovin</p>	 <p>32M impressions</p> <p>101 Okey Yalla</p> <p>Yalla Technology</p> <p>Playable</p> <p>Applovin</p>
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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.

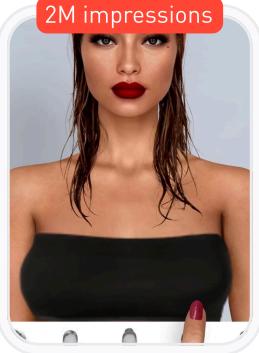


The tables below show the top countries targeted and ad networks used by casual game ads in Q1 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a breakdown of a single whole.

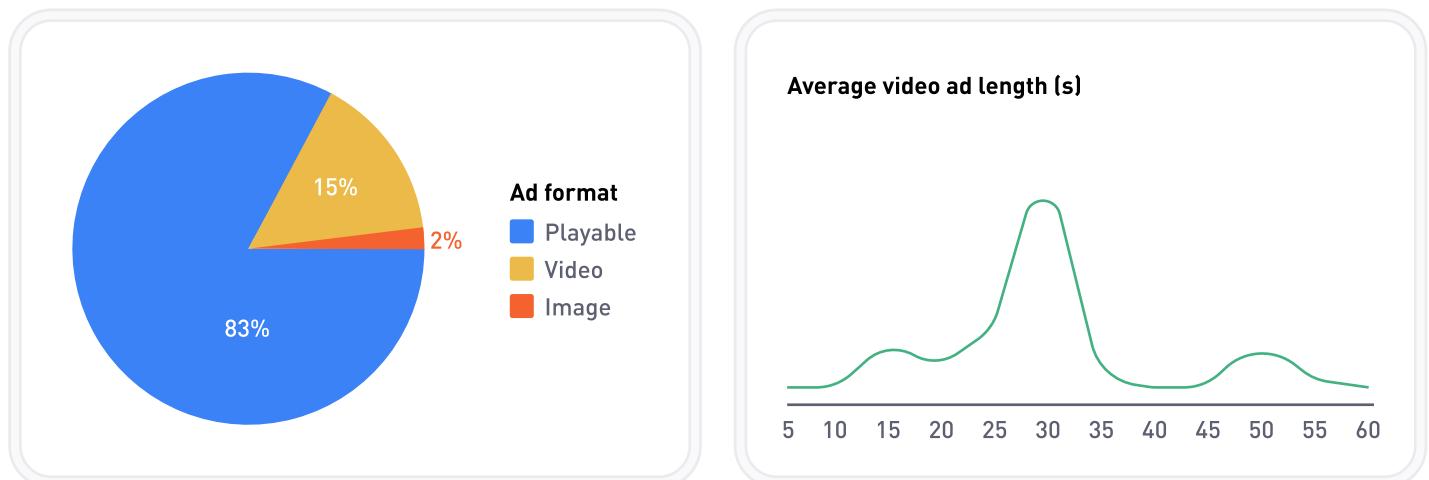
#	Top targeted countries		#	Ad network share of voice	
1	 USA	84.9%	1	 Applovin	49.5%
2	 Canada	64.2%	2	 Mintegral	27.1%
3	 UK	58.9%	3	 Unity	19.1%
4	 Netherlands	53.5%	Average CPI   Casual game ads, 2025 <i>(Source)</i>		
5	 Russia	40.5%	 \$1.41  \$0.14		

# Hyper-casual games

Dominated by playables (83%) and skewing toward broad reach with lower Android CPIs (~\$1.50), Hyper-casual game ads favor lightweight formats and global distribution. We've mapped out targeting, network trends, and featured five representative ads from our dataset.

				
Dressup Life Shenzhen Yuzijiang Playable Watch Applovin	DREST Drest Ltd. Video Watch Unity	456 Running Challenge Amobear Studio Playable Watch Mintegral	Screw Factory 3D Anna Bunin Image View Unity	Ice Cream Roll YotamZ Playable Watch 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.



The tables above show the top countries targeted and ad networks used by ads for hypercasual games in Q1 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a breakdown of a single whole.

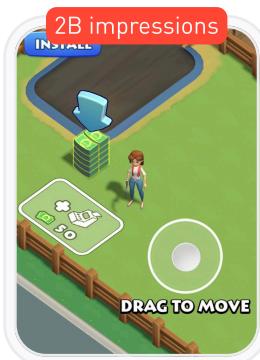
#	Top targeted countries	Ad network share of voice
1	USA	97.0%
2	France	68.9%
3	Russia	68.6%
4	UK	59.9%
5	Canada	45.8%

Average CPI | Hyper-casual game ads, 2024-2025 [\(Source\)](#)

Apple \$2.50    Android \$1.50

# Mid-core games

With a strong tilt toward playables (66%) and a more balanced geo spread, Mid-core ad campaigns often favor Android (CPI ~\$3.25). Explore how top studios approach format mix, ad network choices, and see five notable ad previews.



Township

Playrix

Playable Watch

Applovin

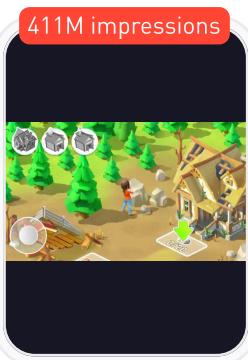


Top Heroes

River Game

Playable Watch

Applovin



Goodville

Goodville

Video Watch

Vungle



Merge Dragons!

Gram Games

Image View

Mintegral



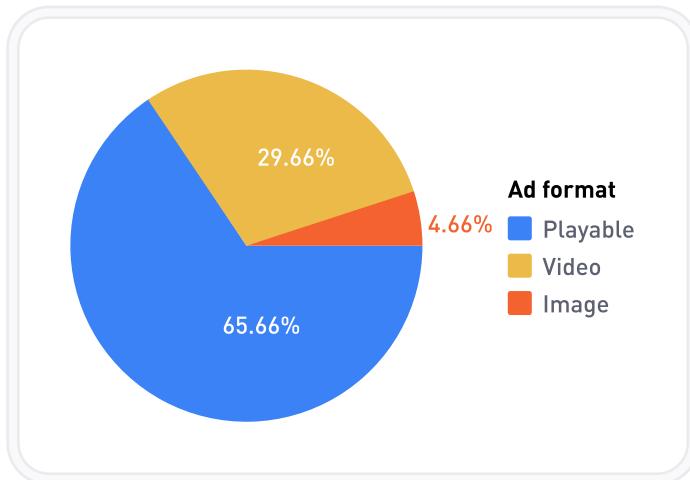
Zoo 2: Animal Park

Upjers

Video Watch

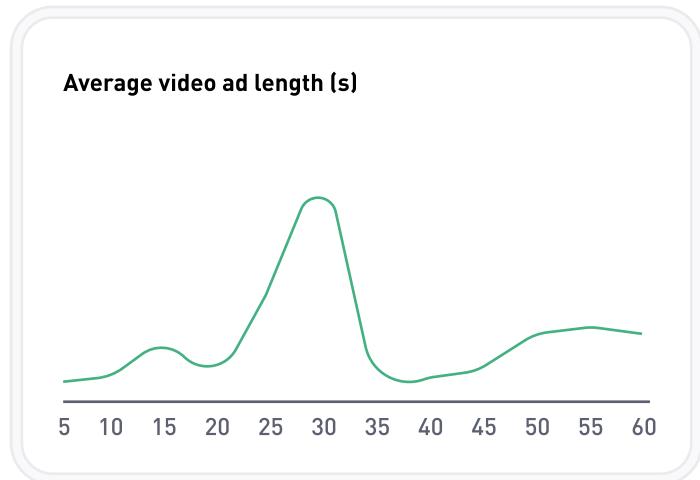
Chartboost

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.



The tables above show the top countries targeted and ad networks used by ads for midcore games in Q1 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a breakdown of a single whole.

#	Top targeted countries	
1	USA	89.3%
2	UK	58.2%
3	France	57.2%
4	Germany	47.5%
5	Russia	44.1%



#	Ad network share of voice	
1	Applovin	41.8%
2	Mintegral	33.4%
3	Unity	14.7%

Average CPI | Mid-core game ads, 2024-2025 ([Source](#))

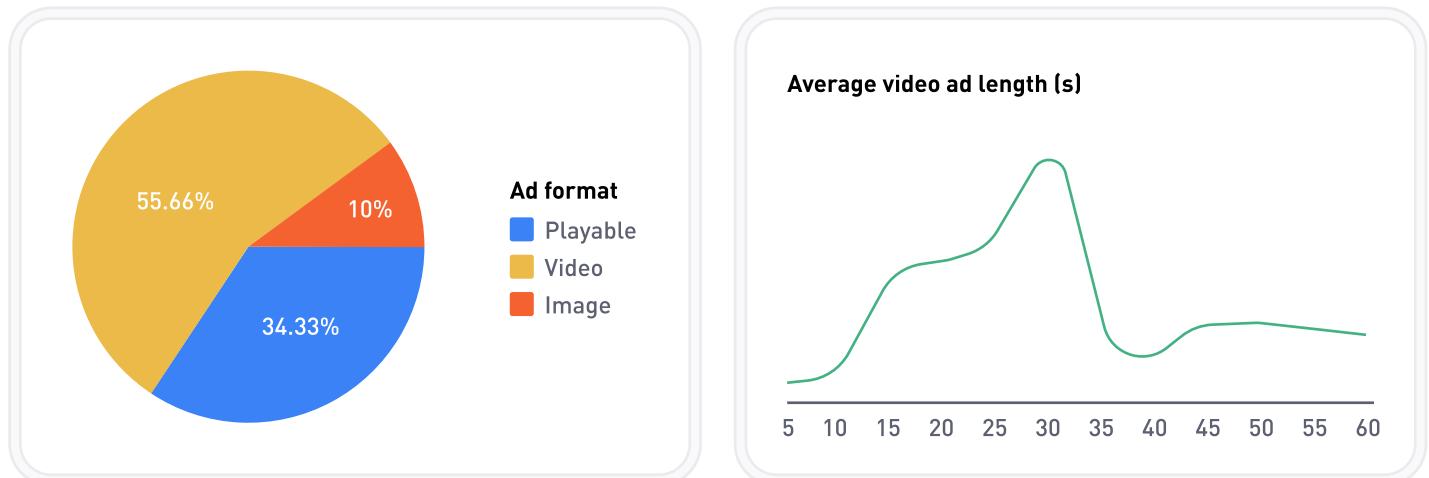
\$4.50   \$3.25

# Hardcore games

Video dominates the format split (56%) of Hardcore game ads, aligning with the genre's need for cinematic storytelling and high production value. With the highest CPI across genres (\$6+), every impression counts. We cover geo focus, acquisition channel strategy, and five compelling ad examples.

152M impressions	1B impressions	6M impressions	327M impressions	656M impressions
				
8 Ball Shoot It All Square Enix Video Watch Unity	RAID: Shadow Legend Plarium Global Video Watch Mintegral	Pok閙on GO Niantic Image View Appier	Doomsday IGG Singapore Playable Watch Applovin	Sniper 3D Wildlife Studios Video Watch 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.



The tables above show the top countries targeted and ad networks used by ads for hardcore games in Q1 2025, based on how many ads included each region or network. Percentages reflect the share of ads featuring each, not a breakdown of a single whole.

#	Top targeted countries	Ad network share of voice
1	USA	Applovin 32.4%
2	France	Mintegral 31.4%
3	UK	Unity 15.7%
4	Russia	
5	Canada	

Average CPI | Hardcore game ads, 2024-2025 [\(Source\)](#)

Apple \$6.00    Android \$4.50

# 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 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 competitors' 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 lead of top studios: see what ads your competitors are running, learn why they work, and create your own that perform even better. Without the guesswork.

**Voodoo**

**no pact**

**ARCADIAN LAB**

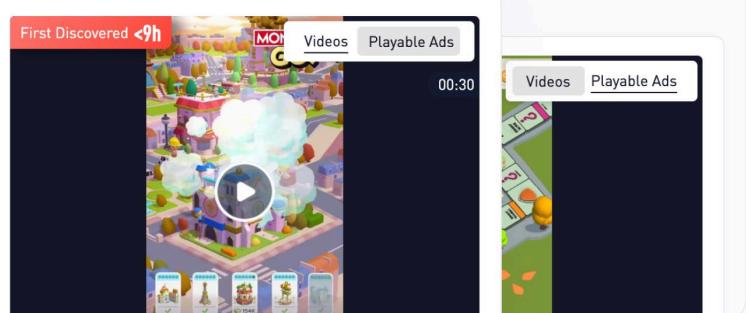
**Scrambly**

**LIGHTHEART**  
SLIGHTLY MAGICAL

**GAMEBIT Studio**

**Rendered IDEAS**

**R**  
RETURN ENTERTAINMENT



**ARCADIAN LAB**

*"The winning ratio of ads has increased significantly. When I think of our previous processes and the winning ratio, we see great improvements since we switched to MarketIQ."*

Shehroz Ali, COO of Arcadian Lab

🚀 **Explore MarketIQ from GameAnalytics 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 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 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.



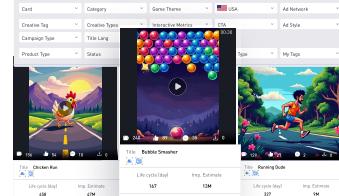
## Data Management: Your data, your rules

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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{"session_num": "3",  
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"custom_01": "TestGroupB",  
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}
```

## Ad & Market Intelligence

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.



Curious to hear more? Head to [GameAnalytics.com](https://GameAnalytics.com) for more details, or book a demo for a personalized walk-through.

## HOME

*"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

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