

Jan 2023

Mobile Game

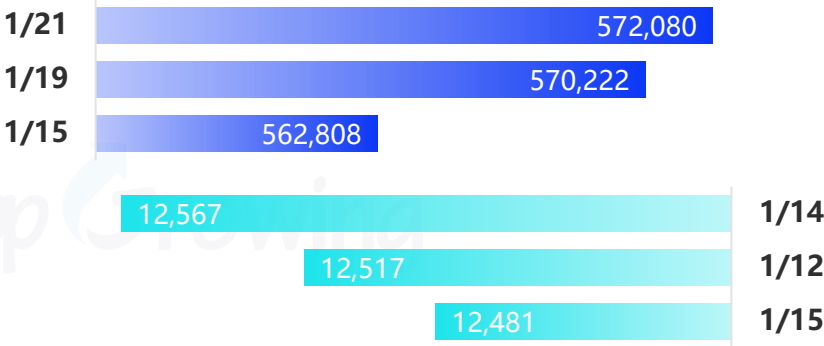
Global Advertising Review



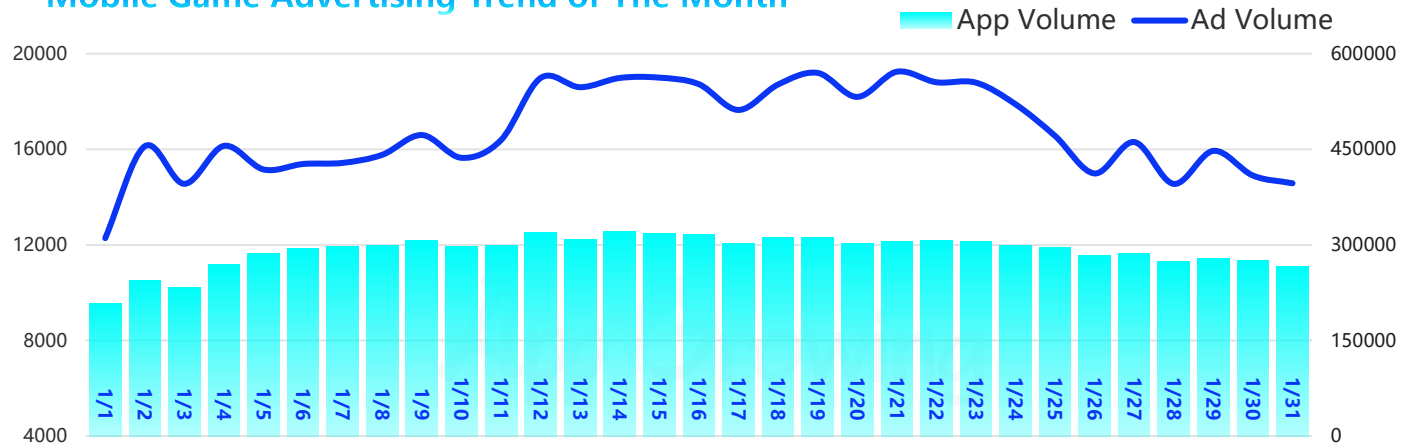
Jan 2023 Mobile Game Advertising Statistics

Advertising Games
21, 395
Ads
2, 270, 065
Ad Creatives
725, 884

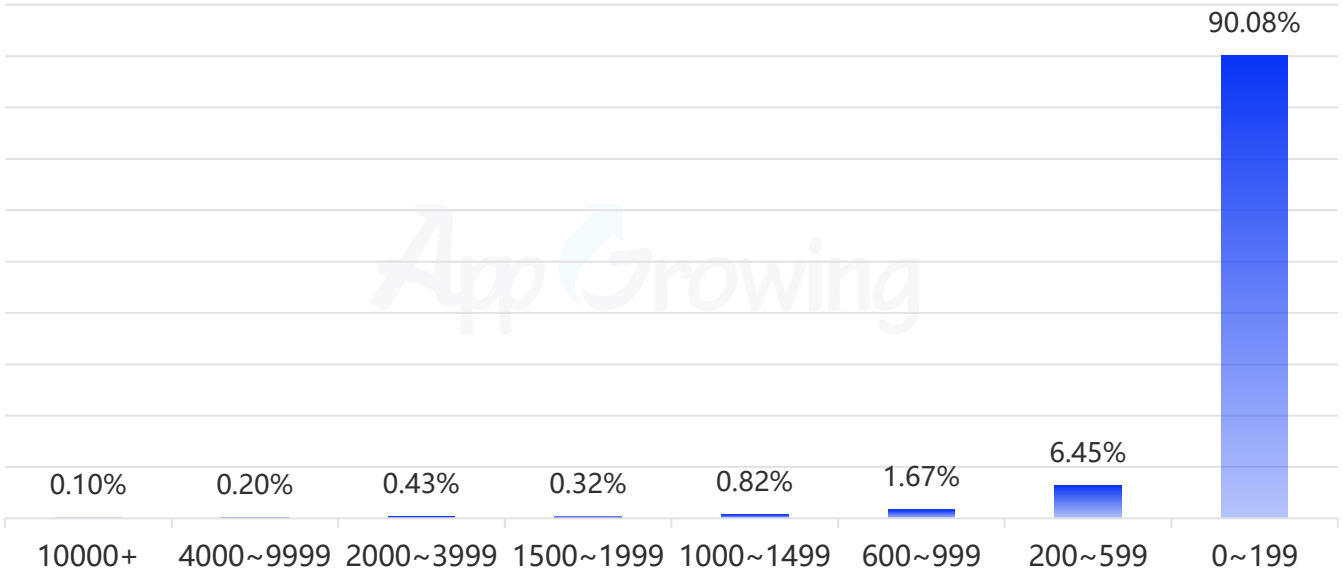
Top 3 Peaks



Mobile Game Advertising Trend of The Month

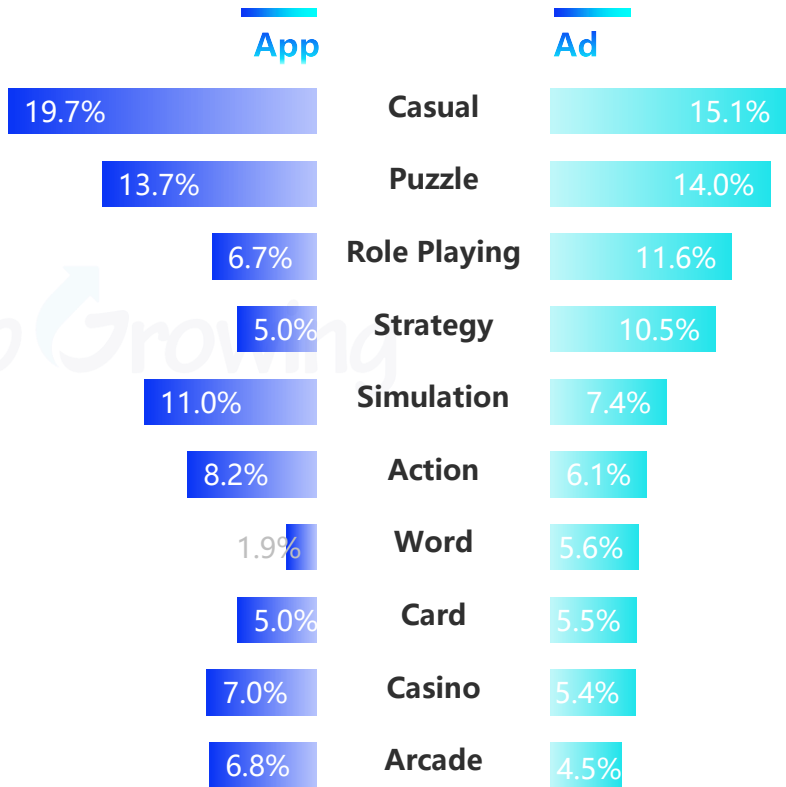


Interval Distribution of Ad Volume of a Single Mobile Game



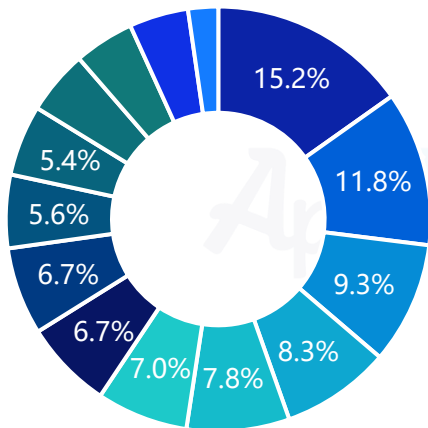
Jan 2023 Most Advertised Game Genres

Average Ad Volume of a Single App	
Word	322.7
Strategy	221.9
Role Playing	184.9
Sport	169.6
Board	118.3

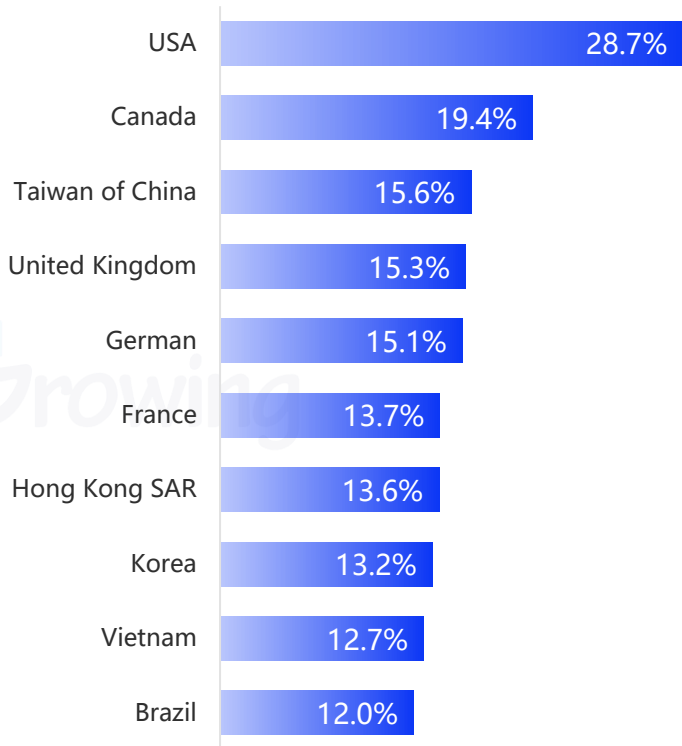


Jan 2023 Most Advertised Markets

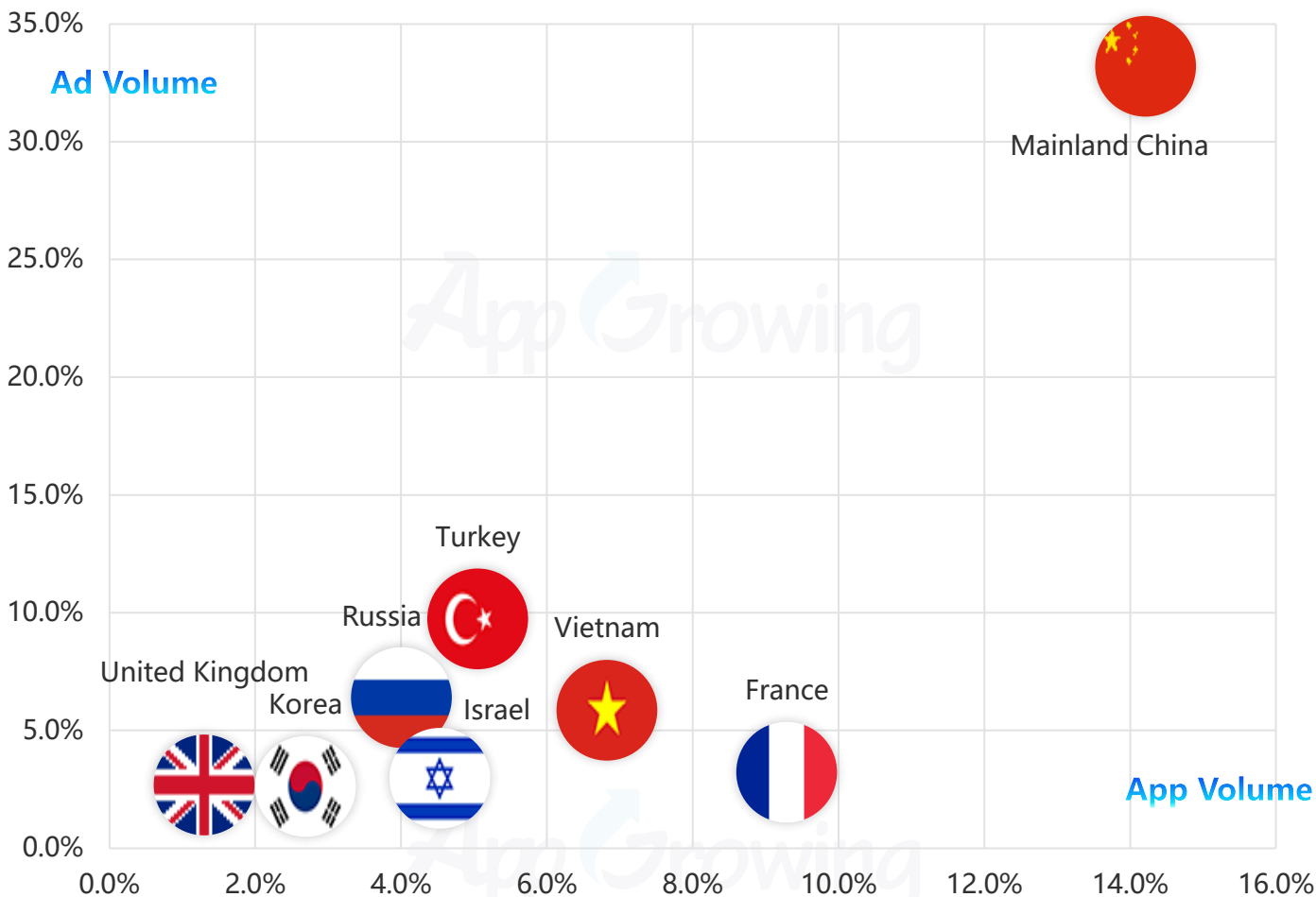
- North America
- Southeast Asia
- West Europe
- Hong Kong, Macau, Taiwan of China
- Latin America
- Central Europe
- Middle East
- Japan & Korea
- Oceania
- South Asia
- North Europe
- Africa
- South Europe
- East Europe








Top 10 Most Advertised Regions








Jan 2023 Major Regions of Game Developers



Jan 2023 Top 10 Developers by Ad Volume
















Name	App
01 Matchingam Games	
02 Playrix	
03 Rollic Games	
04 IGG	
05 OneSoft	

Name	App
06 King	
07 Yotta Games	
08 SayGames	
09 Miniclip	
10 JunHai Games	

Jan 2023 Most Advertised Mobile Games


















Google Play

	Name	Category
01	 Braindom	Word
02	 Lords Mobile	Strategy
03	 Braindom 2	Word
04	 Township	Casual
05	 Gardenscapes	Casual
06	 Braindom Draw Puzzle	Word
07	 Candy Crush Saga	Casual
08	 DIY Boba Tea	Casual
09	 Crowd Evolution!	Arcade
10	 Airship Knights	Role Playing
11	 Flashback: Tricky Fun Riddles	Puzzle
12	 Last Fortress: Underground	Strategy
13	 Fishdom	Puzzle
14	 Genshin Impact	Adventure
15	 Block Blast	Puzzle











App Store

	Name	Category
01	 Gardenscapes	Puzzle
02	 Train Simulator PRO USA	Family
03	 PINKO Wonderland	Casual
04	 Airship Knights	Role Playing
05	 Royal Match	Casual
06	 Fishdom	Puzzle
07	 Braindom Draw Puzzle	Word
08	 Lords Mobile	Strategy
09	 Top Eleven Be Football Manager	Sport
10	 Homescapes	Puzzle
11	 Airlines Manager: Tycoon 2023	Strategy
12	 Water Sort Puzzle	Trivia
13	 Jigsaw Puzzle Game for Adults	Board
14	 Block Blast	Puzzle
15	 Township	Adventure

Jan 2023 Top Pre-registration










App Store

	Name	Category	Region
01	 緋紅的神約 Echocalypse	Adventure	Hong Kong SAR, Macau SAR, Taiwan of China
02	 獵人×獵人	Card	Hong Kong SAR, Macau SAR, Taiwan of China
03	 卡利茲傳說	Role Playing	Macau SAR, Taiwan of China
04	 Nhật Niệm Tiêu Dao	Role Playing	Vietnam
05	 不良人3	Role Playing	Hong Kong SAR, Macau SAR, Taiwan of China
06	 Call of Dragons	Role Playing	India, Pakistan, Malaysia...(38)
07	 Happy Desserts!	Casual	Indonesia, Malaysia, Philippines...(5)
08	 SNK: 格鬥世代	Word	Hong Kong SAR, Macau SAR, Singapore...(5)



Google Play

	Name	Category	Region
01	 Doomsday: Last Survivors	Strategy	Thailand, Argentina, Brazil, Mexico...(9)
02	 Call of Dragons	Strategy	India, Pakistan, Malaysia, Singapore...(27)
03	 NBA All-World	Sport	Iraq, United Arab Emirate, Nigeria
04	 永恒大陸	Role Playing	France
05	 Shining Land: สัตว์เลี้ยงช่วยรบ	Role Playing	Singapore
06	 GUNS UP! Mobile	Strategy	Russia
07	 Vikingard	Role Playing	Russia
08	 Time Raiders	Role Playing	Thailand

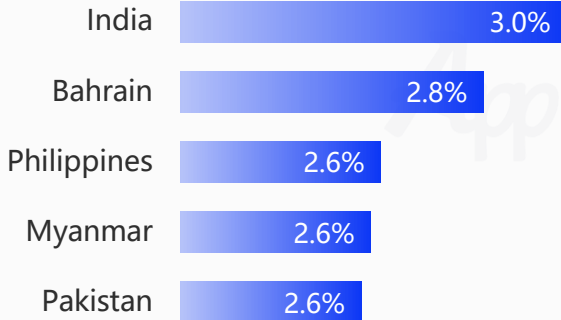
Jan 2023 Mobile Game Advertising Cases



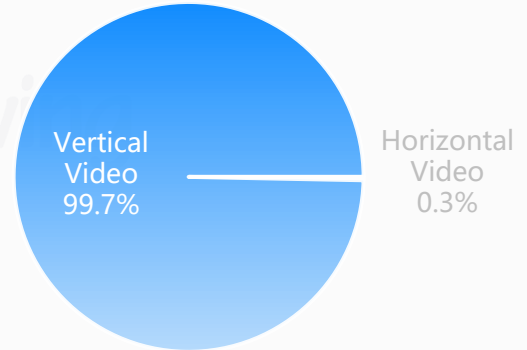
Braindom Draw Puzzle: Sketch

Matchingham Games

Top 5 Regions



Creatives Type



Ad Creatives

Ad Format: In-Feed

Duration: 30s

Media:    

Regions: Hong Kong SAR, Macau SAR...(50)

Content: The critical situation quickly catches the eye. Finger scribing enhances the sense of substitution. After repeated failures, the successful rescue at the last moment brings emotional ups and downs.



Ad Format: In-Feed

Duration: 28s

Media:    

Regions: Hong Kong SAR, Macau SAR...(50)

Content: Draw lines by hand to fill in the incomplete parts of daily objects, testing the ability to observe life, and highlighting the characteristics of the intelligence test of puzzle games.

你可以修理椅子嗎？



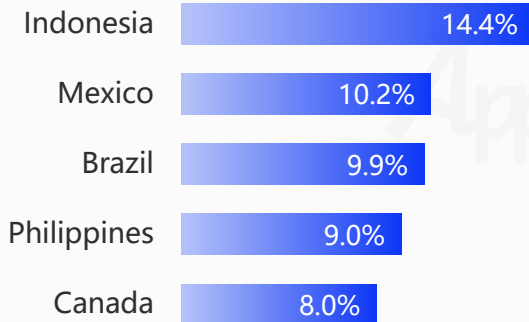
Jan 2023 Mobile Game Advertising Cases



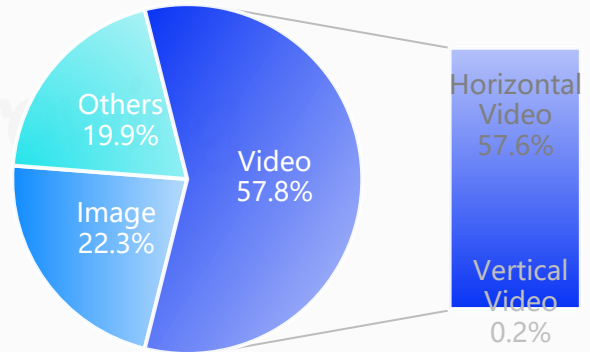
Call of Dragons

Lilith Games

Top 5 Regions



Creatives Type



Ad Creatives

Ad Format: Native, Interstitial, In-Feed

Size: 1200*1200

Media:    

Regions: Taiwan of China, Indonesia, Philippines...(20)

Content: Display the iconic character that is consistent with the game icon, deepening the user's impression.



Ad Format: In-Feed

Duration: 46s

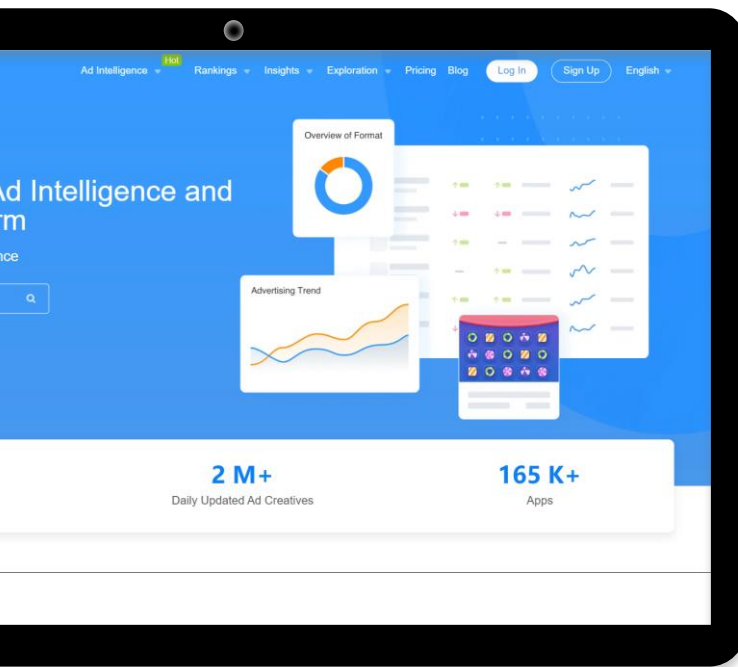
Media: 

Regions: Indonesia, Brazil, Canada, Mexico...(6)

Content: Starting with low resources, lost the first challenge. Then develop in a low-key manner, upgrading urban construction and arms. Finally challenge again to successfully counterattack.



To Help Solving Dilemma While Exploring Global Market



- **Ad Creative Inspiration**
- **Competitive Strategy Analysis**
- **Market Intelligence**



www.appgrowing.net



service@appgrowing.net



[@AppGrowing](https://www.linkedin.com/company/appgrowing)