Feb 2023
Mobile Game & App
Global Advertising Review
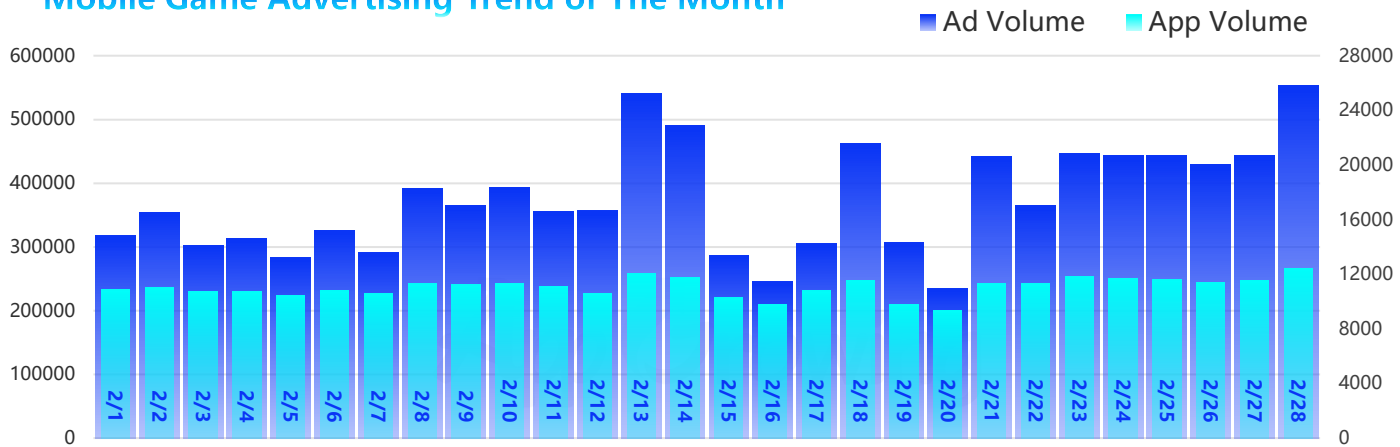
Feb 2023 Mobile Game Advertising Statistics

Advertising Games
20, 677

Ads
2, 038, 121

Ad Creatives
702, 782

Top 3 Peaks

Date	Ad Volume
2/28	553,315
2/13	541,140
2/14	490,080

App Volume	Date
12,433	2/28
12,044	2/13
11,822	2/23
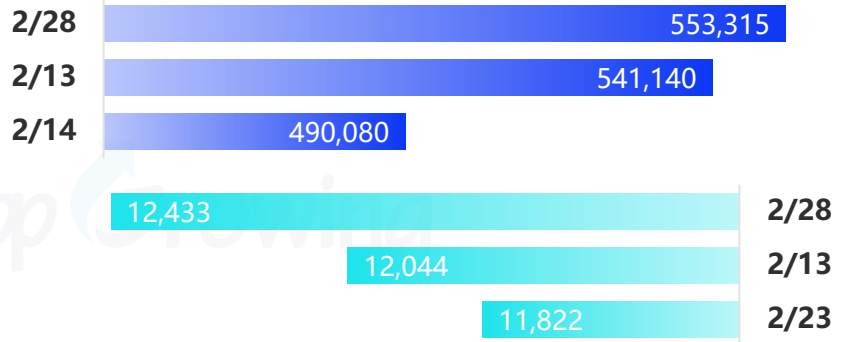
Mobile Game Advertising Trend of The Month

■ Ad Volume ■ App Volume

Interval Distribution of Ad Volume of a Single Mobile Game

0~99	100~299	300~599	600~999	1000~1999	2000~4999	5000~9999	10000+
83.29%	10.09%	3.48%	1.41%	1.17%	0.44%	0.08%	0.04%
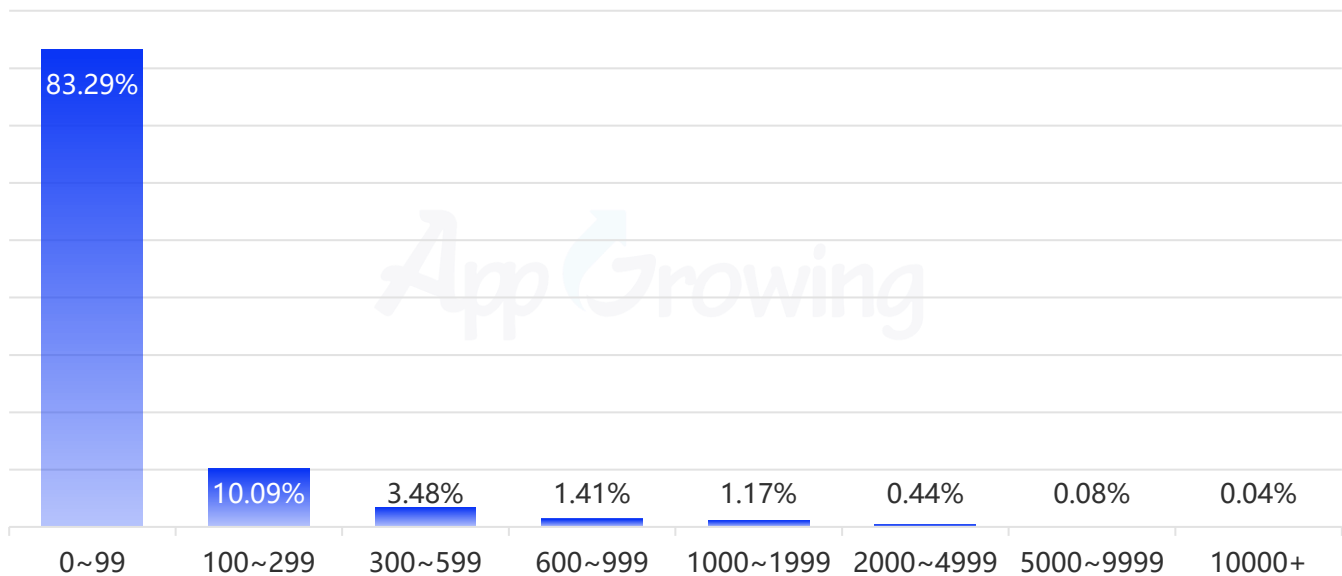
Feb 2023 Most Advertised Game Genres

	App	Ad

Average Ad Volume of a Single App	
Word	281.6
Strategy	197.2
Role Playing	155.1
Sport	137.0
Board	120.8

App	Genre	Ad
19.3%	Casual	15.1%
13.9%	Puzzle	15.0%
6.6%	Role Playing	10.4%
5.1%	Strategy	10.3%
11.0%	Simulation	7.6%
8.5%	Action	6.1%
4.8%	Card	5.7%
2.0%	Word	5.6%
6.4%	Casino	5.0%
7.1%	Arcade	4.8%
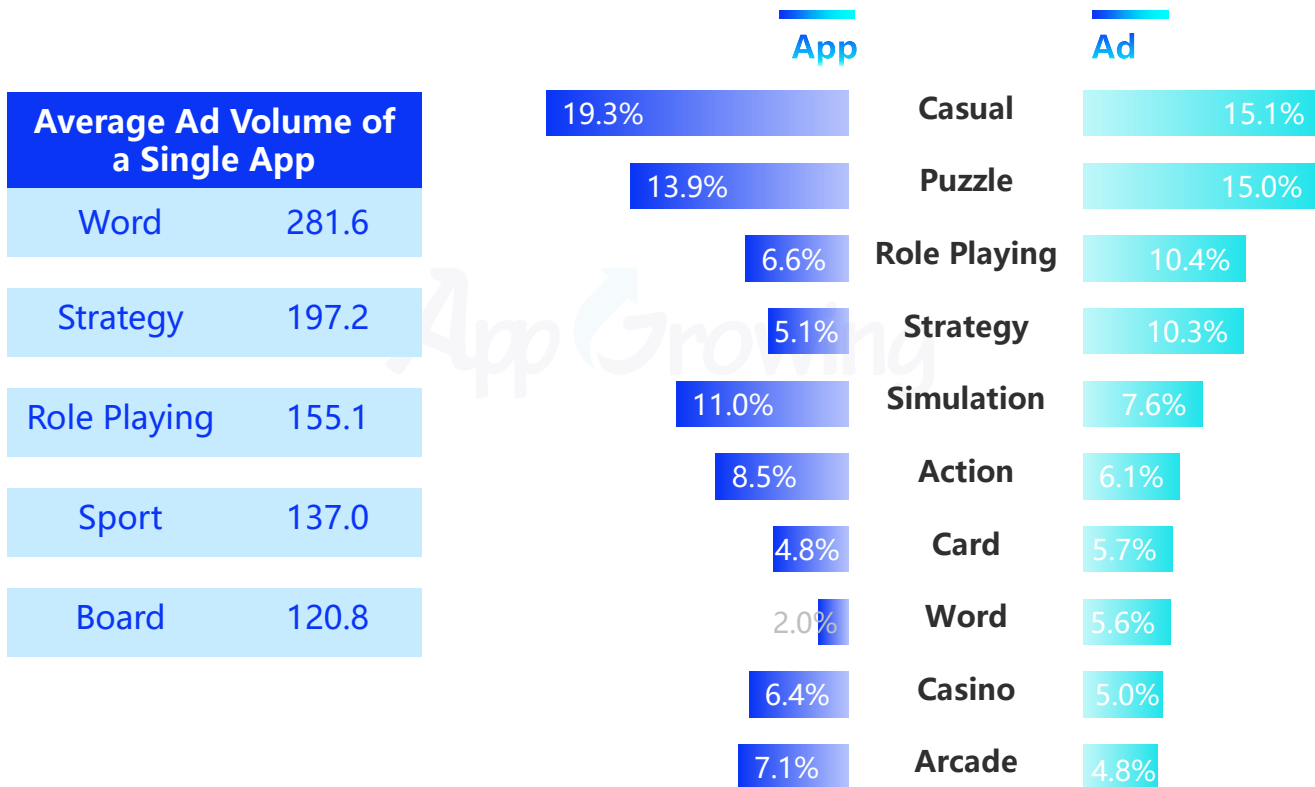
Feb 2023 Most Advertised Markets

- North America
- Southeast Asia
- West Europe
- Latin America
- Hong Kong, Macau, Taiwan of China
- Central Europe
- Middle East
- Oceania
- Japan & Korea
- South Asia
- North Europe
- Africa
- South Europe
- East Europe
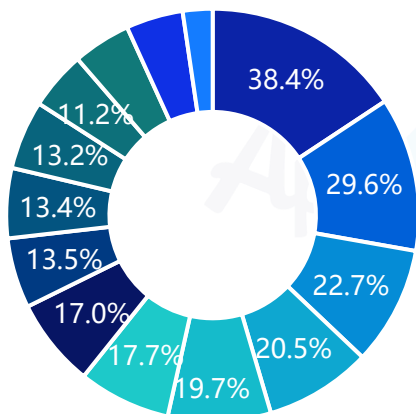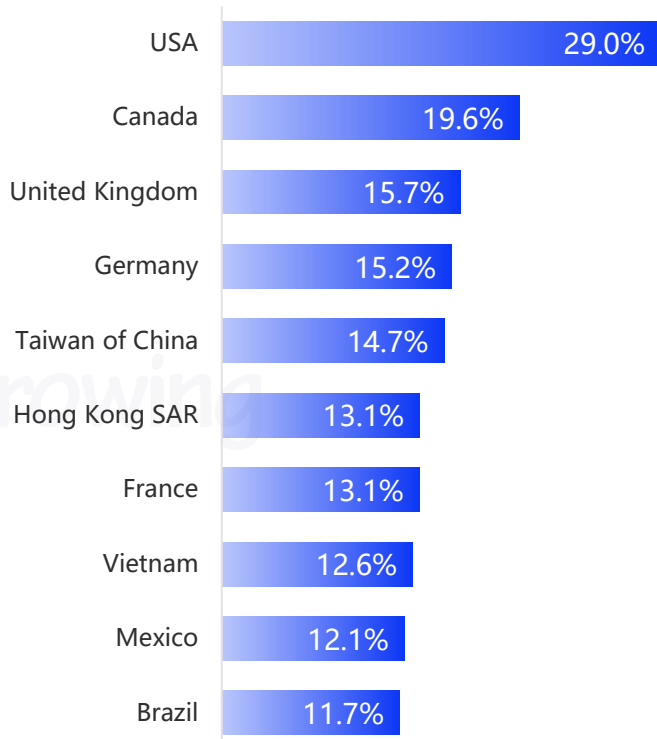
Pie chart values: 38.4%, 29.6%, 22.7%, 20.5%, 19.7%, 17.7%, 17.0%, 13.5%, 13.4%, 13.2%, 11.2%

Top 10 Most Advertised Regions

Region	Percentage
USA	29.0%
Canada	19.6%
United Kingdom	15.7%
Germany	15.2%
Taiwan of China	14.7%
Hong Kong SAR	13.1%
France	13.1%
Vietnam	12.6%
Mexico	12.1%
Brazil	11.7%

Feb 2023 Major Regions of Game Developers

Ad Volume

App Volume

Mainland China

Turkey

Vietnam

Russia

France

United Kingdom

Korea

Israel

32.0%
28.0%
24.0%
20.0%
16.0%
12.0%
8.0%
4.0%
0.0%

0.0%   2.0%   4.0%   6.0%   8.0%   10.0%   12.0%

Feb 2023 Top 10 Developers by Ad Volume

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

	Name	App
06	Voodoo	
07	SayGames	
08	Azur Games	
09	Supersonic	
10	Yotta Games	

Feb 2023 Most Advertised Mobile Games

Google Play

	Name	Category
01	Braindom	Word
02	Braindom 2	Word
03	Lords Mobile	Strategy
04	Gardenscapes	Casual
05	Township	Casual
06	Block Blast	Puzzle
07	Fishdom	Puzzle
08	Braindom Draw Puzzle	Word
09	Flashback: Tricky Fun Riddles	Puzzle
10	The Grand Mafia	Strategy
11	1945 Air Force: Airplane games	Arcade
12	Candy Crush Saga	Casual
13	Coin Master	Casual
14	Stormshot: Isle of Adventure	Strategy
15	Genshin Impact	Adventure

App Store

	Name	Category
01	Airship Knights	Role Playing
02	Jigsaw Puzzle Gáme for Adults	Board
03	Two Dots	Board
04	Royal Match	Casual
05	緋紅的神約 Echocalypse	Adventure
06	Medieval Merge	Puzzle
07	Lords Mobile	Strategy
08	Top Eleven Be Football Manager	Sport
09	花舞宮廷	Role Playing
10	Block Blast	Puzzle
11	Merge Mansion	Puzzle
12	Car Parking Jam:3D City Mayor	Puzzle
13	Water Sort Puzzle: Get Colour	Trivia
14	Going Balls	Action
15	Dream Piano	Music

Feb 2023 Top Pre-registration

App Store

	Name	Category	Regions
01	Call of Dragons	Role Playing	Germany, USA, France, Canada...(38)
02	龍與世界的盡頭	Adventure	Hong Kong, Macau, Taiwan of China
03	War of GAMA	Role Playing	Macau SAR, Taiwan of China...(42)
04	404 GAME RE:SET -錯誤遊戲 Re:set-	Role Playing	Hong Kong, Macau, Taiwan of China
05	퇴근길랠리	Action	Korea
06	소녀세계	Card	Korea
07	The Legend of Tianding	Adventure	Hong Kong, Macau, Taiwan of China...(44)
08	東離劍遊紀M	Role Playing	Hong Kong, Macau, Taiwan of China

Google Play

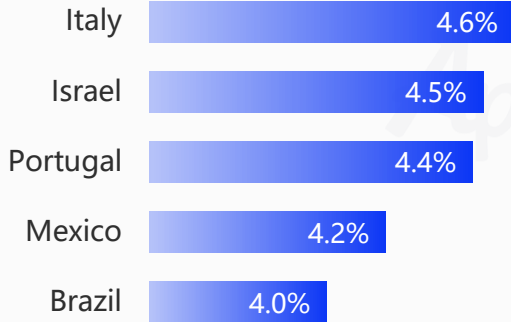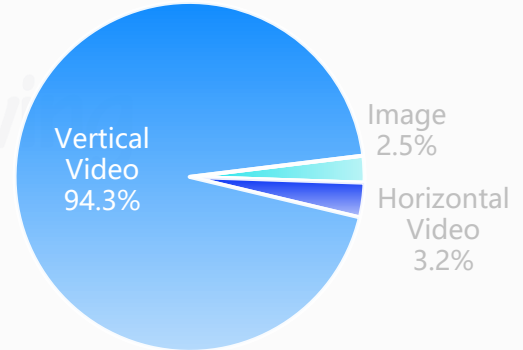|	Name	Category	Regions
01	Call of Dragons	Strategy	Mexico, Indonesia, Philippines, Canada...(26)
02	暮色雙城-意涵雙城主代言	Role Playing	Hong Kong, Macau, Taiwan of China...(5)
03	White Out Survival	Strategy	Bahrain, Kuwait, Oman, Qatar...(6)
04	Bloodline: Heroes of Lithas	Role Playing	Argentina, Brazil, Mexico
05	Ever Legion	Role Playing	India, Pakistan, Thailand, Vietnam...(6)
06	Summoners War: Chronicles	Role Playing	USA, Canada, Thailand...(39)
07	Big Farm: Mobile Harvest	Casual	Macau SAR, Nigeria
08	NBA All-World	Sport	Iraq, Saudi Arabia, Nigeria

Feb 2023 Mobile Game Advertising Case

Medieval Merge: Epic Adventure
Pixodust Games

Top 5 Regions

- Italy 4.6%
- Israel 4.5%
- Portugal 4.4%
- Mexico 4.2%
- Brazil 4.0%

Creatives Type

- Vertical Video 94.3%
- Image 2.5%
- Horizontal Video 3.2%

Ad Creatives

Ad Format: In-Feed, Rewarded Video, Vertical Video

Duration: 30s

Media:

Regions: Germany, Singapore, Taiwan of China...(36)

Content: This ad highlights the "stupid" operation of noob players through the comparison between noobs and masters to arouse users' emotions. Meanwhile, popular casual elements such as "Home Decoration" are displayed.
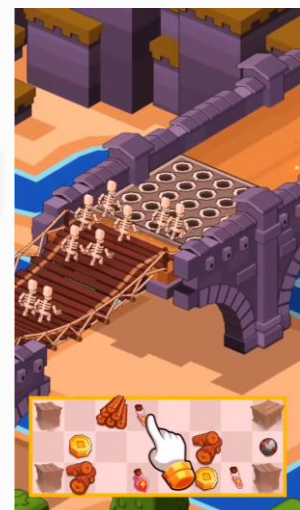

Ad Format: In-Feed

Duration: 30s

Media:

Regions: Spain, Italy, Canada, Portugal...(48)

Content: The top of the screen shows the tower defense gameplay, and the bottom shows the merge gameplay. End the video on a flop, featuring brand identity and call to action in large print.
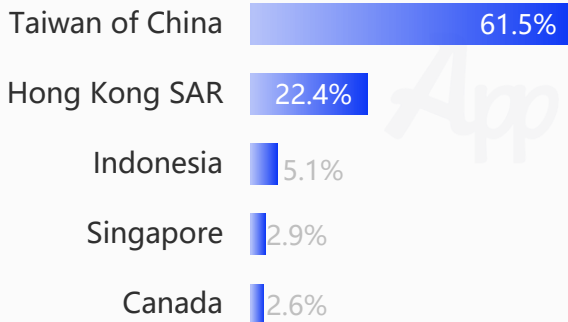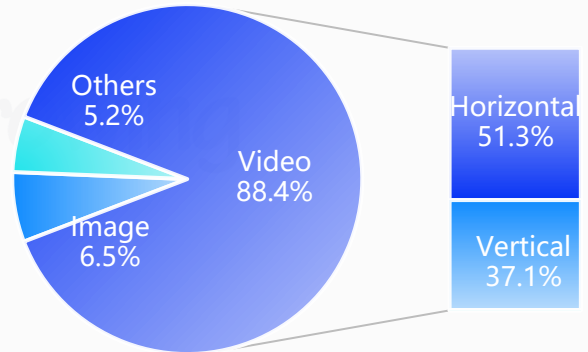
Feb 2023 Mobile Game Advertising Case

龍與世界的盡頭
Giant Network

Top 5 Regions

Taiwan of China	61.5%
Hong Kong SAR	22.4%
Indonesia	5.1%
Singapore	2.9%
Canada	2.6%

Creatives Type

- Video 88.4%
- Image 6.5%
- Others 5.2%

Horizontal 51.3%
Vertical 37.1%

Ad Creatives

Ad Format：Rewarded Video

Duration：31s

Media：

Regions：Hong Kong SAR, Taiwan of China

Content： The video starts with a sense of crisis, giving players a sense of mission to "protect the world", and then shows the fierce battle scenes of various characters.

魔　王　蘇　醒

Ad Format：Rewarded Video, Vertical Video

Duration：18s

Media：

Regions：Taiwan of China

Content： The cute anime characters quickly attract attention, and the girly dubbing enhances the intimacy, then shows the characters' Live 2D, 3D modeling, skills and in-game combat special effects in turn.

我來啦

Feb 2023 Mobile App Advertising Statistics

Advertising Apps
20, 677
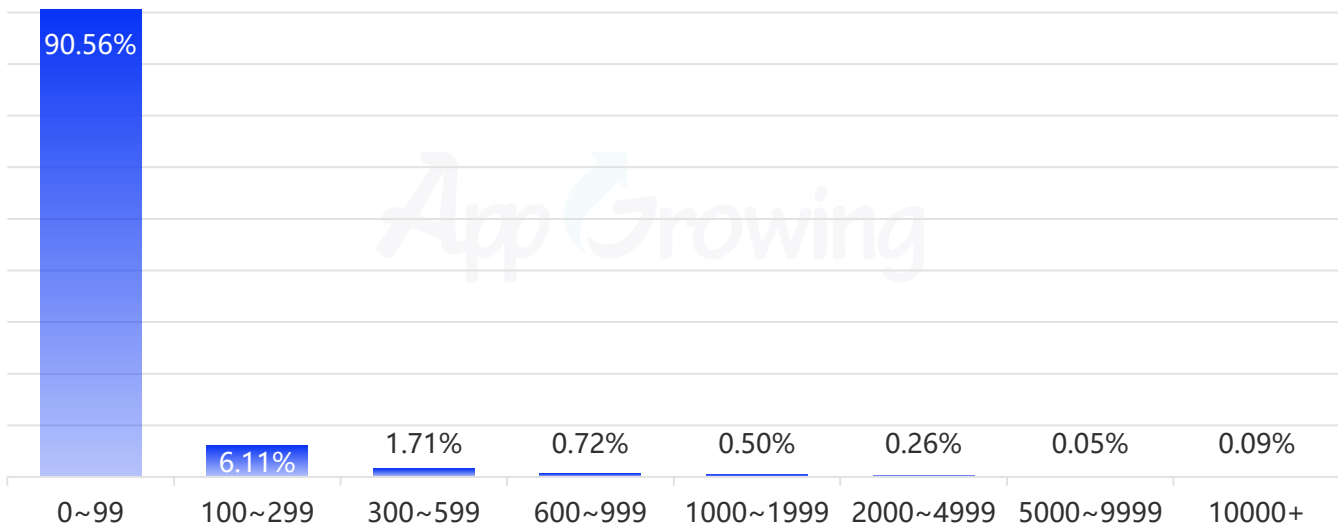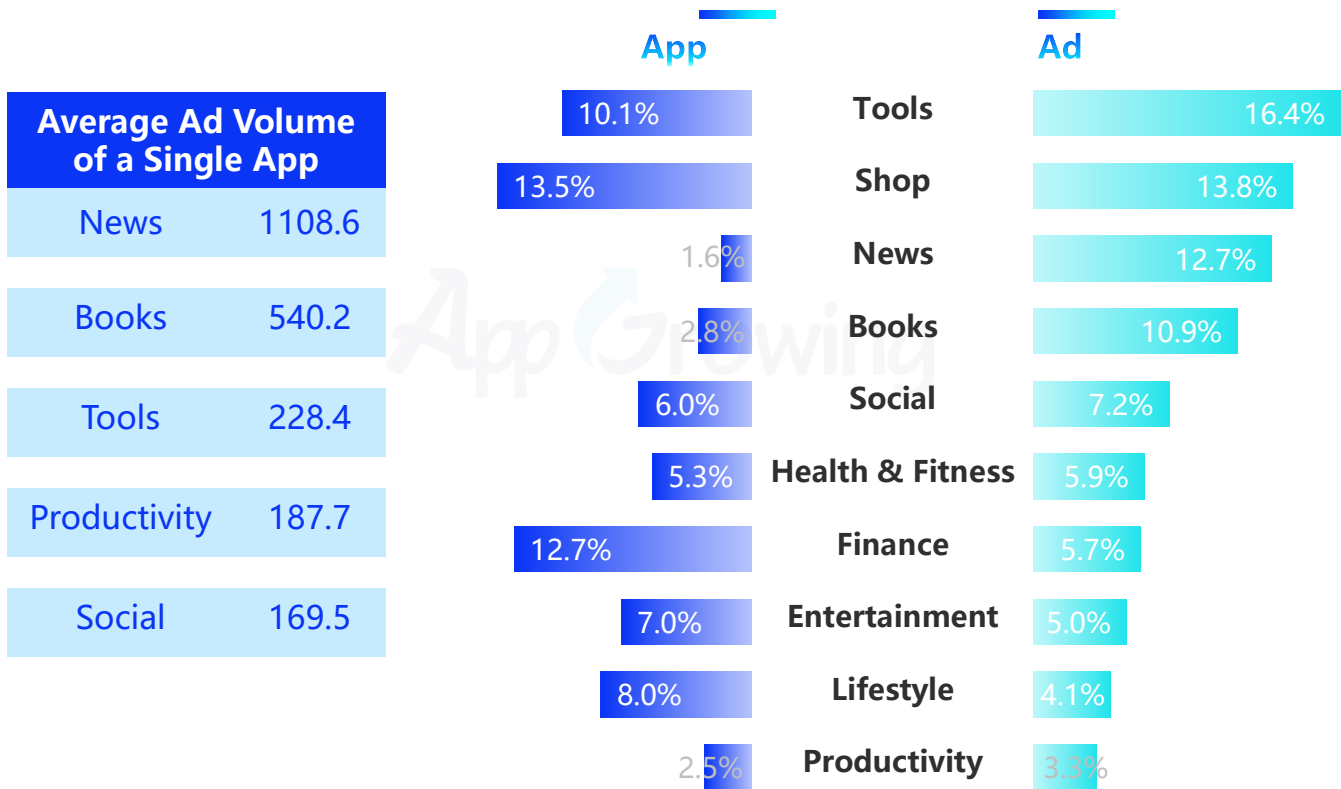
Ads
3, 207, 137

Ad Creatives
1, 222, 757

Top 3 Peaks

2/13		810,124
2/28	762,493	
2/14	752,527	

13,409		2/13
	13,058	2/28
	13,046	2/14
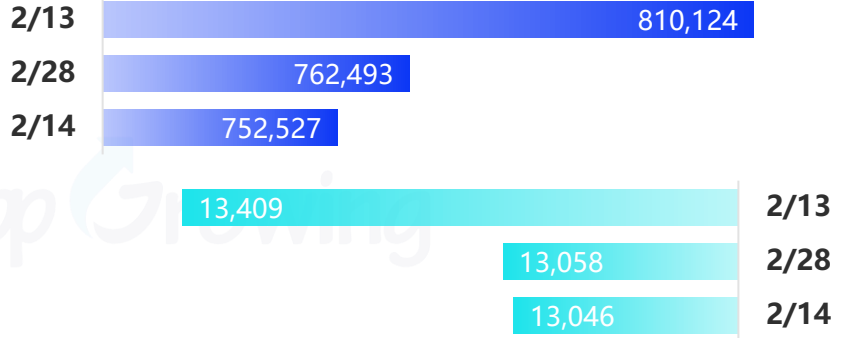
Mobile App Advertising Trend of The Month

■ Ad Volume ■ App Volume

Interval Distribution of Ad Volume of a Single Mobile App

Interval	Percentage
0~99	90.56%
100~299	6.11%
300~599	1.71%
600~999	0.72%
1000~1999	0.50%
2000~4999	0.26%
5000~9999	0.05%
10000+	0.09%
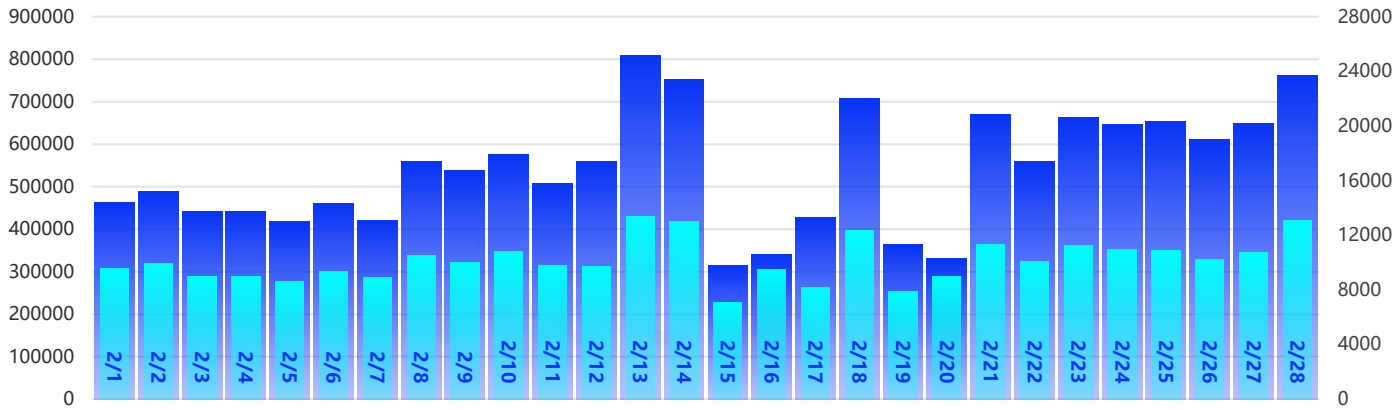
Feb 2023 Most Advertised App Genres

	App	Ad

Average Ad Volume of a Single App	
News	1108.6
Books	540.2
Tools	228.4
Productivity	187.7
Social	169.5

Genre	App	Ad
Tools	10.1%	16.4%
Shop	13.5%	13.8%
News	1.6%	12.7%
Books	2.8%	10.9%
Social	6.0%	7.2%
Health & Fitness	5.3%	5.9%
Finance	12.7%	5.7%
Entertainment	7.0%	5.0%
Lifestyle	8.0%	4.1%
Productivity	2.5%	3.3%

Feb 2023 Most Advertised Markets

- North America
- Southeast Asia
- Middle East
- South Asia
- West Europe
- Japan & Korea
- Latin America
- Central Europe
- Oceania
- East Europe
- Africa
- South Europe
- Hong Kong, Macau, Taiwan of China
- North Europe
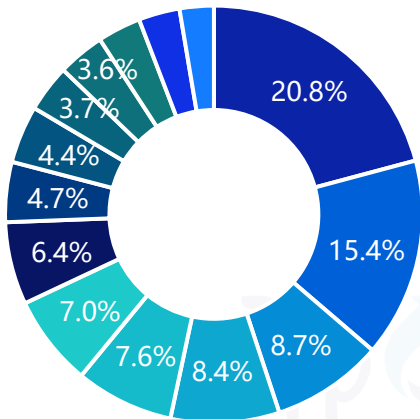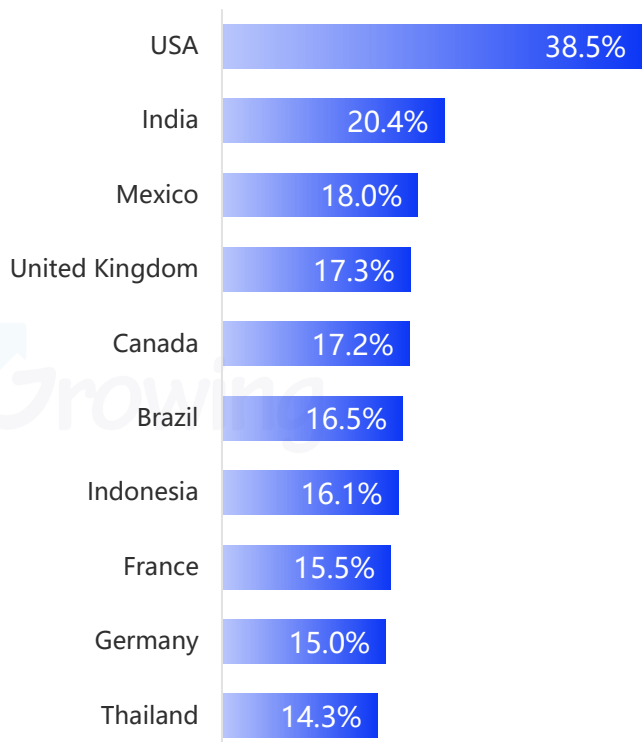
Pie chart values: 20.8%, 15.4%, 8.7%, 8.4%, 7.6%, 7.0%, 6.4%, 4.7%, 4.4%, 3.7%, 3.6%

Top 10 Most Advertised Regions

Region	Percentage
USA	38.5%
India	20.4%
Mexico	18.0%
United Kingdom	17.3%
Canada	17.2%
Brazil	16.5%
Indonesia	16.1%
France	15.5%
Germany	15.0%
Thailand	14.3%

Feb 2023 Major Regions of App Developers

Ad Volume

App Volume

Mainland China
USA
India
Brazil
Indonesia
Hong Kong SAR
Vietnam
Germany
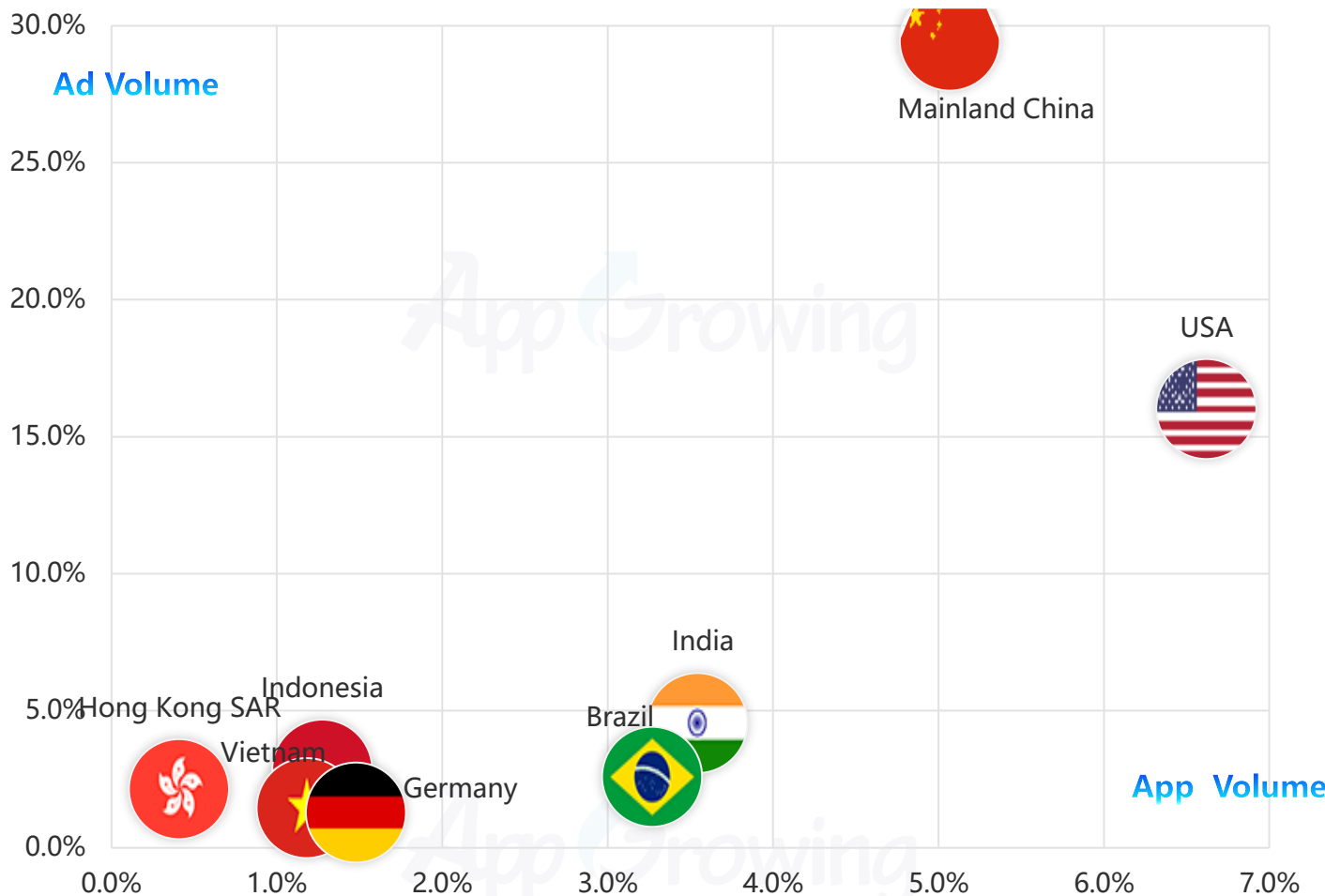
Feb 2023 Top 10 Developers by Ad Volume

	Name	App		Name	App
01	Particle Media		06	ByteDance	
02	SHEIN		07	New Reading	
03	STARY		08	Alibaba	
04	Roji Osi		09	Normal Mobile Tec	
05	Prime Digital		10	Over Tool	

Feb 2023 Most Advertised Mobile Apps

Google Play

	Name	Category
01	NewsBreak	News
02	Dreame	Books
03	Blood Pressure	Health & Fitness
04	SHEIN	Shop
05	MaSpeed	Productivity
06	TikTok	Social
07	Normal VPN	Tools
08	Blood Pressure BPM Tracker	Tools
09	Lazada	Shop
10	Bigo Live	Social
11	Fly VPN	Tools
12	3D Live wallpaper	Tools
13	Opera News	News
14	Nike: Shoes, Apparel & Stories	Shop
15	Vold Speed	Tools

App Store

	Name	Category
01	GoodNovel	Books
02	Shopee	Shop
03	Dreame	Books
04	SHEIN	Shop
05	Adobe Creative Cloud	Productivity
06	Burn Boot Camp	Health & Fitness
07	와디즈	Social
08	BueNovela	Books
09	MoboReader	Books
10	MegaNovel	Books
11	Digital Trends Video	News
12	Harlem Globetrotters	Entertainment
13	Emmiol	Shop
14	Domestika	Education
15	Lemon8	Lifestyle

Feb 2023 Ad Ranking in Selected Categories

Social

01		TikTok
02		Bigo Live
03		Public - Indian Local Videos
04		Instagram
05		Lokal App : Local area updates
06		SoulChill-Connect Similar Soul
07		Helo - Humor and Social Trends
08		Facebook

Shop

01		SHEIN-Fashion Shopping Online
02		Lazada - Online Shopping App!
03		Shopee 3.3 Grand Fashion Sale
04		Nike: Shoes, Apparel & Stories
05		AliExpress
06		Temu: Shop Like a Billionaire
07		Alibaba.com - B2B marketplace
08		HaffPrice

Books

01		Dreame
02		GoodNovel & Books Web Novels
03		Lingerbook -Story Shines
04		Readom - Where Story Shines
05		BueNovela & leer novela libro
06		MoboReader-The Alpha King
07		MegaNovel - fiction&webtoon
08		Readom Lite

Education

01		Domestika - Online courses
02		PragerU
03		Doping Hafıza
04		upGrad-Online Learning Courses
05		Boop Kids - Smart Parenting
06		Headway: Fun & Easy Growth
07		PlantIn: Plant Identification
08		10 Minute English

Feb 2023 Mobile App Advertising Case

GoodNovel & Books Web Novels
New Reading

Top 5 Regions

Region	Percentage
USA	4.6%
United Kingdom	3.3%
Australia	3.2%
Canada	3.1%
Turkey	3.1%

Creatives Type

- Video 55.1%
- Image 44.7%
- Others 0.2%

- Horizontal 49.1%
- Vertical 6.0%
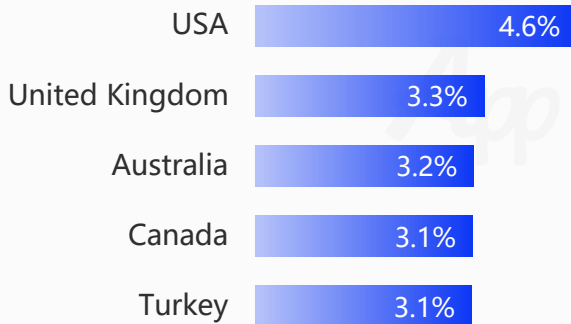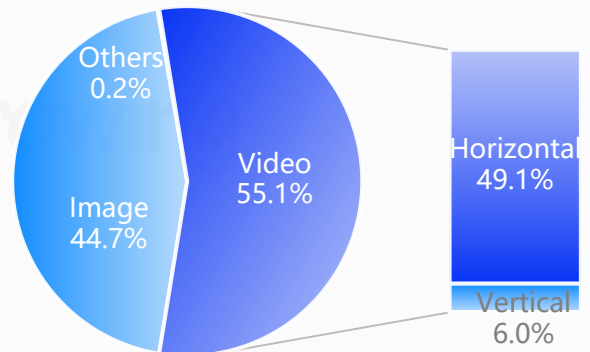
Ad Creatives

Ad Format: In-Feed+Landing Page

Duration: 25s

Media:

Regions: USA, Canada, Norway, Singapore...(49)

Content: The video mainly focuses on themes such as "marriage" and "love triangle" that are common in love novels. Edited video clips and sad BGM enhance emotional appeal. At the bottom of the video, eye-catching words emphasize "FREE READING".

The advertisement does not directly lead users to the app store, but the landing page. There are 12 chapters on the landing page with about 10,000 words of novel content, which can provide users with a more immersive reading experience.

"READING NOW"
ALL CHAPTERS ARE FREE

Married at First Sight

It never crossed her mind that her new husband would be clingy like a piece of gum stuck to the bottom of a shoe.
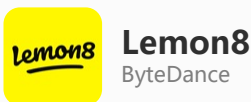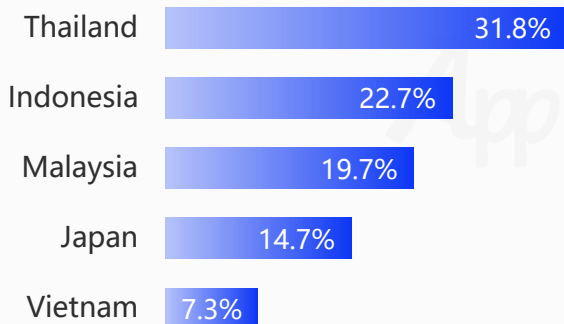
GoodNovel Mar 1 2023

99,153

Chapter 1

"We're going Dutch from now on, and I'm talking about everything! Your sister should be splitting
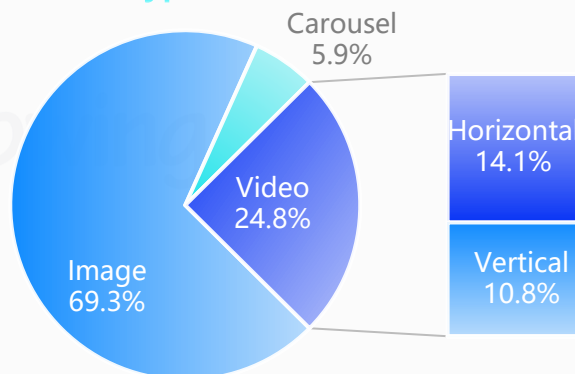
CONTINUE READING

Feb 2023 Mobile App Advertising Case

Lemon8
ByteDance

Top 5 Regions

- Thailand — 31.8%
- Indonesia — 22.7%
- Malaysia — 19.7%
- Japan — 14.7%
- Vietnam — 7.3%

Creatives Type

- Carousel 5.9%
- Video 24.8%
  - Horizontal 14.1%
  - Vertical 10.8%
- Image 69.3%

Ad Creatives

Ad Format: In-Feed

Image Size: 1080*1080

Media:

Regions: Indonesia, Malaysia

Content: The ad adopts the form commonly seen on social media. Question-style copywriting makes users think. The comparison chart brings rich information and shapes the desire for further understanding.

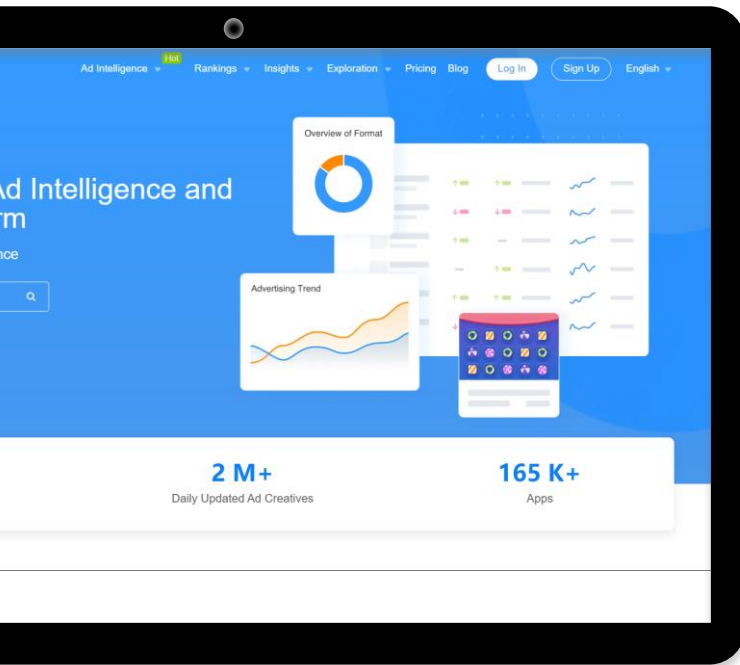**Ad Format**: In-Feed

Image Size: 1080*1080

Media:

Regions: Indonesia

Content: Women wearing hijab show various styles of outfits, conveying concepts such as "fashion" and "clothing". The app interface on the right showing more content related to fashion leads to download.

To Help Solving Dilemma
While Exploring Global Market

- **Ad Creative Inspiration**

- **Competitive Strategy Analysis**

- **Market Intelligence**

www.appgrowing.net

service@appgrowing.net

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