

Mar 2023

# Mobile Game

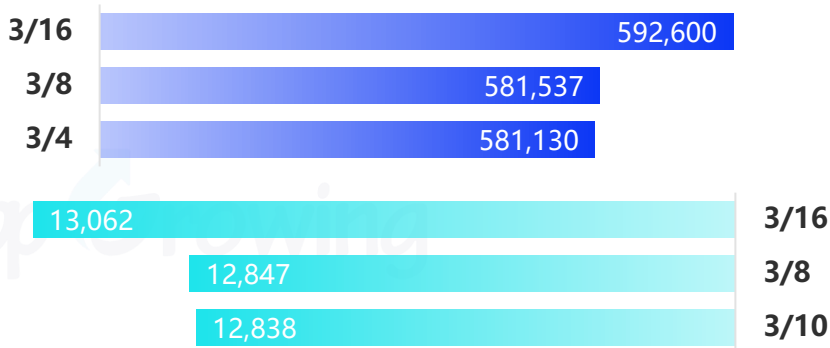
## Global Advertising Review



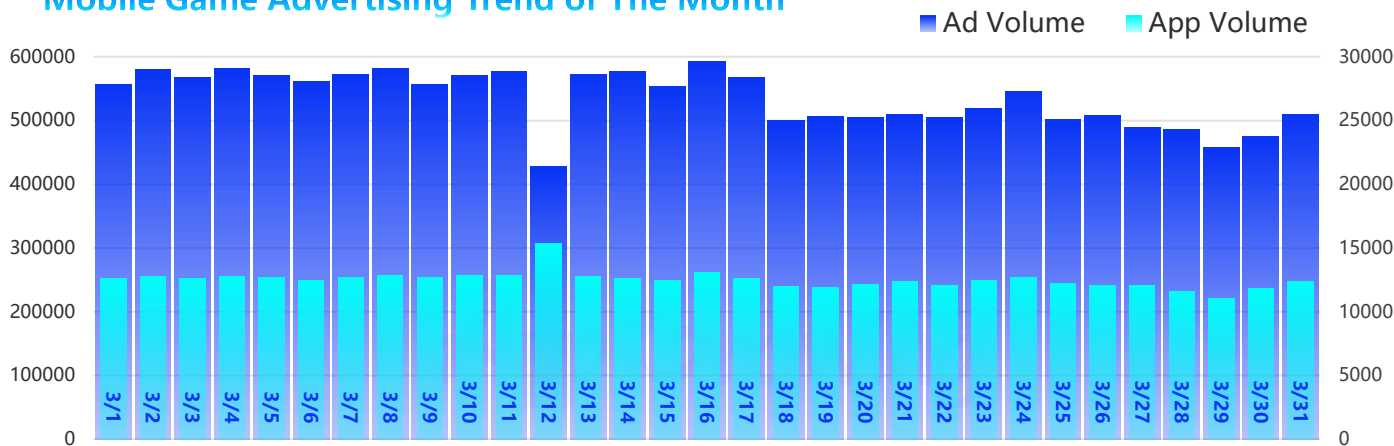
# Mar 2023 Mobile Game Advertising Statistics

<b>Advertising Games</b>	23,051
<b>Ads</b>	2,383,288
<b>Ad Creatives</b>	784,943

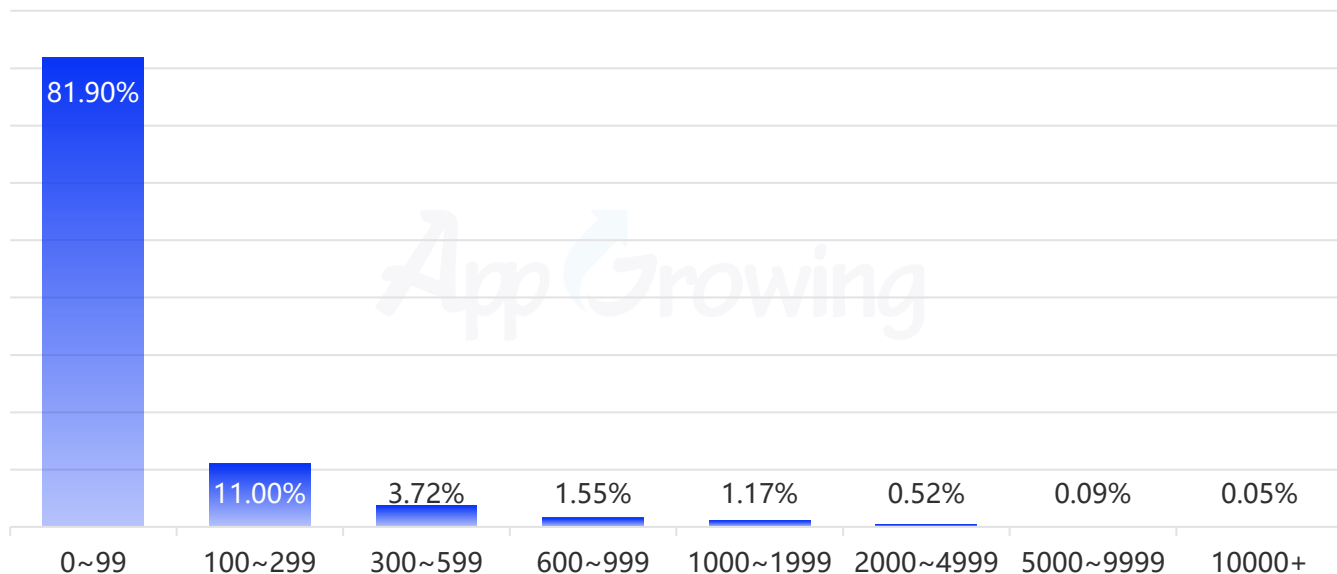
## Top 3 Peaks



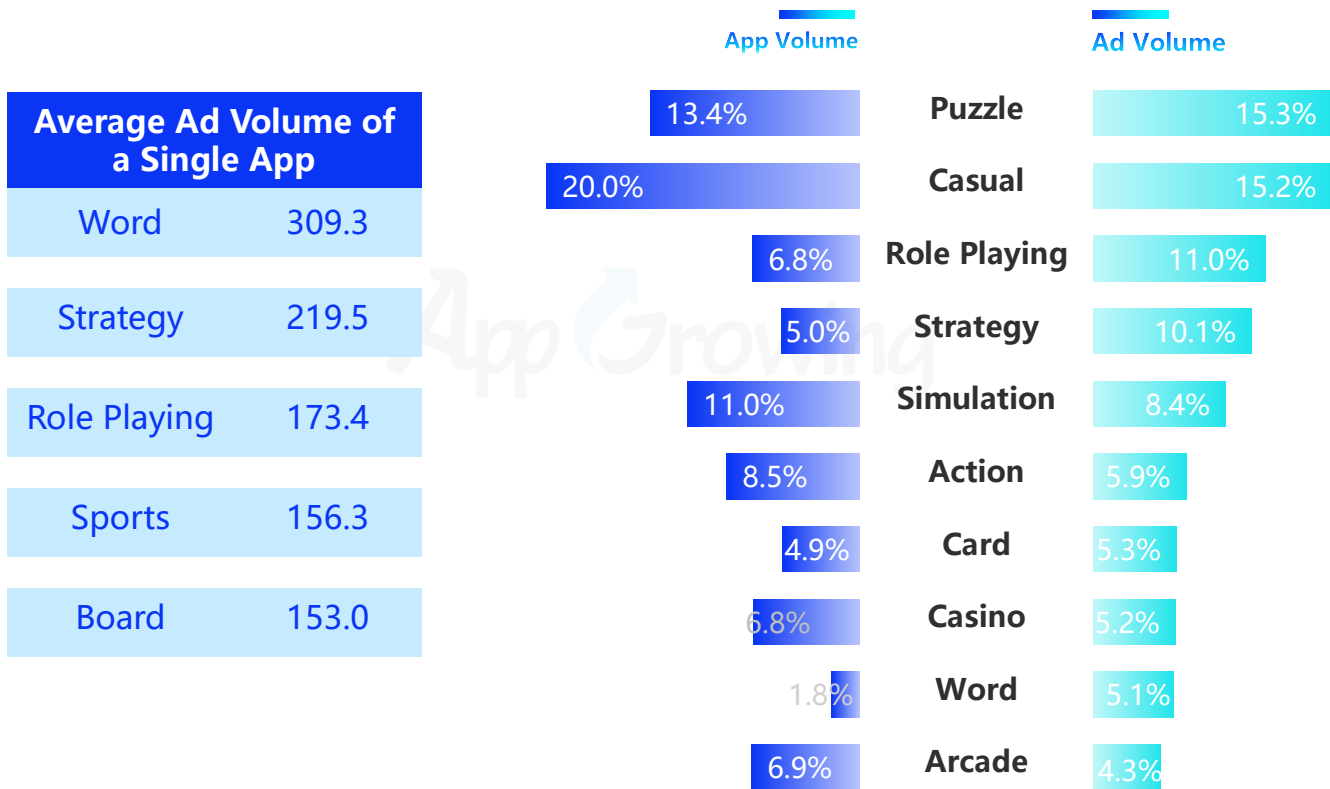
## Mobile Game Advertising Trend of The Month



## Interval Distribution of Ad Volume of a Single Mobile Game

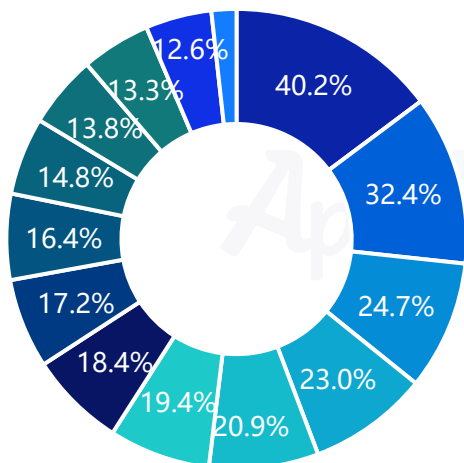


# Mar 2023 Most Advertised Game Genres

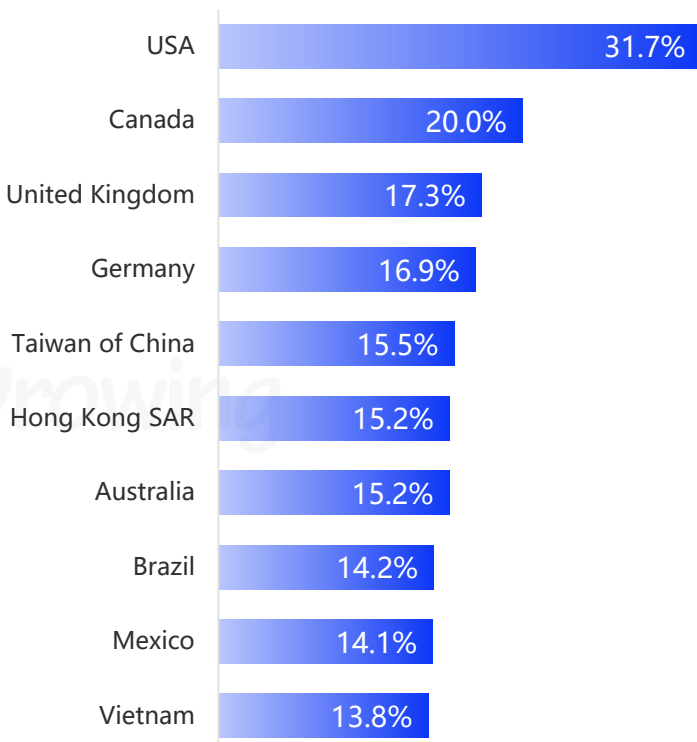


# Mar 2023 Most Advertised Markets

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



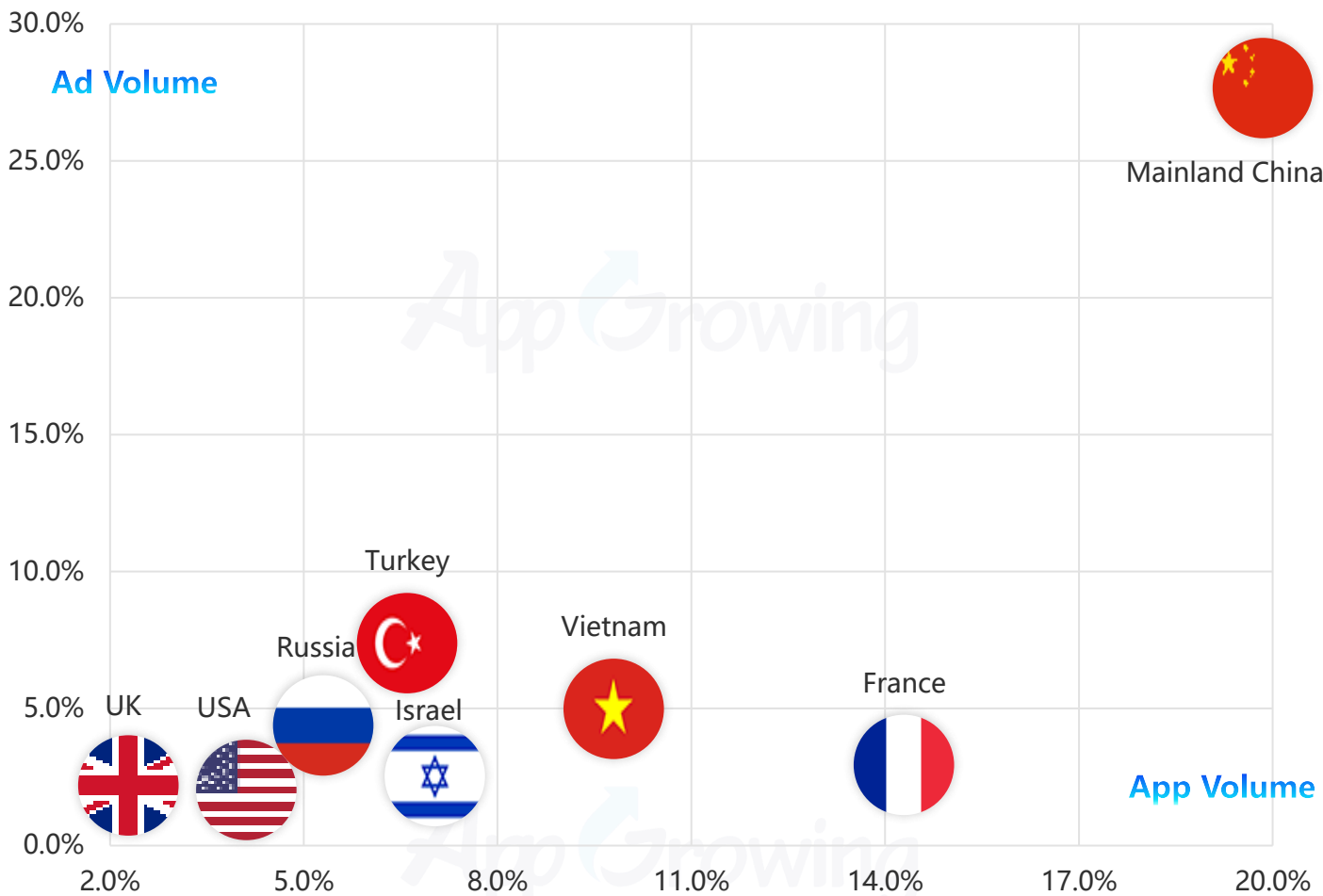
## Top 10 Most Advertised Regions



Source: AppGrowing Global Ad Intelligence, Mar 2023.

Percentages may not sum to exactly 100%, due to ads running in multiple regions are counted repeatedly.

# Mar 2023 Major Regions of Game Developers


















# Mar 2023 Top 10 Developers by Ad Volume

Name	App	Name	App
01 Matchingam Games		06 Yotta Games	
02 Playrix		07 Pixodust Games	
03 IGG		08 Century Games	
04 Rollic Games		09 SP-Game	
05 OneSoft		10 Azur Games	

# Mar 2023 Most Advertised Mobile Games


















Google Play

	Name	Category
01	 Braindom	Word
02	 Braindom 2	Word
03	 Doomsday: Last Survivors	Strategy
04	 Gardenscapes	Casual
05	 Township	Casual
06	 Block Blast Adventure Master	Puzzle
07	 Medieval Merge	Puzzle
08	 暮色雙城	Role Playing
09	 Flashback: Tricky Fun Riddles	Puzzle
10	 Braindom Draw Puzzle: Sketch	Word
11	 Fishdom	Puzzle
12	 Lords Mobile	Strategy
13	 The Grand Mafia	Strategy
14	 Coin Master	Casual
15	 Onet Puzzle	Board



App Store









	Name	Category
01	 Block Blast	Puzzle
02	 Medieval Merge	Puzzle
03	 Two Dots	Board
04	 Doomsday: Last Survivors	Strategy
05	 Township	Adventure
06	 Coin Master	Adventure
07	 Royal Match	Casual
08	 Gardenscapes	Puzzle
09	 花舞宮廷	Role Playing
10	 Stormshot	Strategy
11	 暮色雙城	Role Playing
12	 Survivor!.io	Action
13	 Jigsaw Puzzle	Board
14	 Call of Dragons	Role Playing
15	 Lords Mobile	Strategy

# Mar 2023 Top Pre-registration

## App Store

	Name	Category	Regions
01	 Viking Rise	Strategy	Hong Kong & Taiwan of China...(8)
02	 다크테일즈 ~ 鏡と狂い姫	Card	Japan
03	 英靈戰線	Strategy	Korea, Hong Kong & Macao & Taiwan of China
04	 Bright Mage Saga	Puzzle	USA, Singapore, Canada, Germany...(44)
05	 Demian Saga	Role Playing	Japan, Korea, Singapore, Canada...(44)
06	 Code Geass 反叛的魯路修 失落物語	Role Playing	Macao & Taiwan of China
07	 코드기어스 반역의 를르슈 로스트 스토리즈	Card	Macao & Taiwan of China
08	 퍼펫마스터	Casual	Japan, Korea

## Google Play

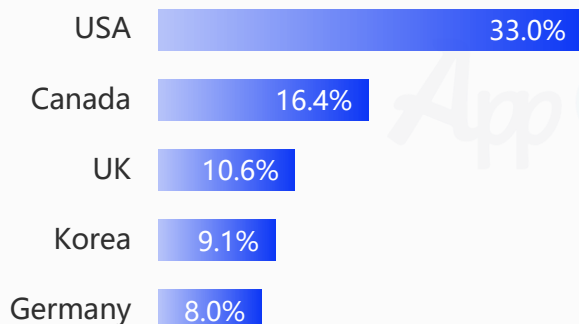
	Name	Category	Regions
01	 Ragnarok Origin Global	Role Playing	Indonesia, Malaysia, Philippines...(7)
02	 Viking Rise	Strategy	Canada, United Kingdom, Singapore...(26)
03	 MONOPOLY GO!	Board	Sweden, Norway, Netherlands...(26)
04	 Honkai: Star Rail	Adventure	Germany, France, Japan, USA...(44)
05	 Puzzles & Commander	Strategy	Japan
06	 Meta World: My City	Casual	Thailand, USA, Malaysia...(41)
07	 Puzzles & Chaos: Frozen Castle	Strategy	Germany, USA, Mexico, Indonesia...(27)
08	 Big Farm: Mobile Harvest	Casual	Macao of China, Nigeria

# Mar 2023 Mobile Game Advertising Case

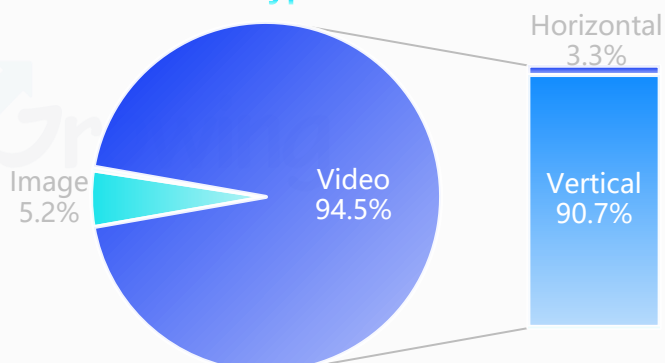


**Block Blast Adventure Master**  
Hungry Studio

## Top 5 Regions



## Creatives Type



## Ad Creatives

**Ad Format:** Rewarded Video, Interstitial Ads, Native Ads

**Duration:** 24s

**Media:**

**Regions:** USA, United Kingdom, Canada, Thailand...(11)

**Content:** In the beginning, the bricks are about to reach the top, which creates a sense of crisis of game failure. With the step-by-step operation of the bricks being eliminated layer by layer, the excitement increases step by step.



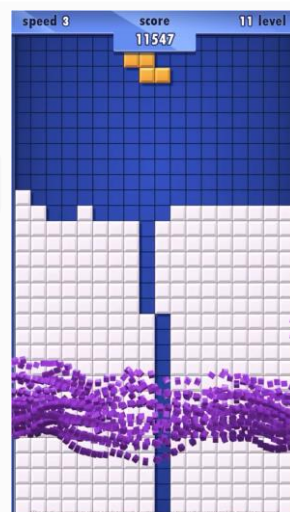
**Ad Format:** Rewarded Video, Interstitial Ads, Native Ads

**Duration:** 22s

**Media:**

**Regions:** Canada, USA, United Kingdom, Mexico...(6)

**Content:** The white bricks to be eliminated at the bottom contrast with the colored bricks falling from above. When eliminated, the white bricks turn into colored bricks, broken and fall, creating a vivid and strong visual stimulus.



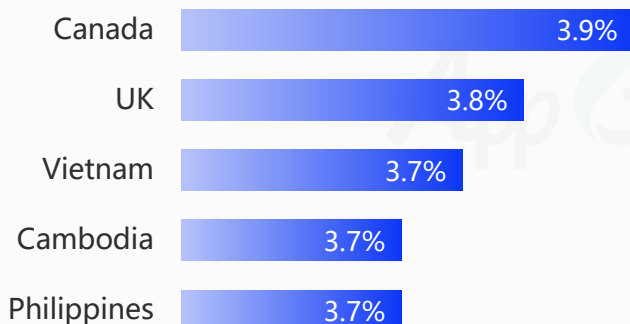
# Mar 2023 Mobile Game Advertising Case



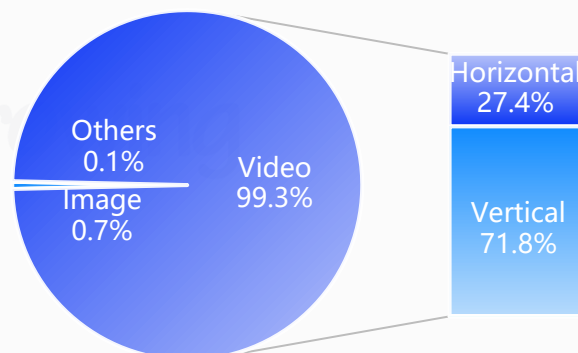
## Onet Puzzle

Amber Mobile

### Top 5 Regions



### Creatives Type



### Ad Creatives

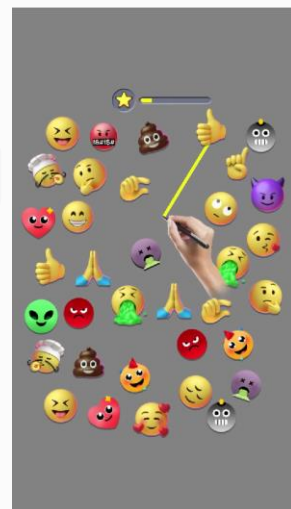
**Ad Format:** In-Feed

**Duration:** 30s

**Media:**

**Regions:** Turkey, Vietnam, Philippines, Cambodia...(20)

**Content:** Traditional bricks are replaced by dynamic emoticons to make the picture vivid. The hand holding the pen as the only moving element in the frame can better capture the user's attention and thus demonstrate the gameplay.



**Ad Format:** In-Feed

**Duration:** 15s

**Media:**

**Regions:** Nigeria, Bahrain, Kenya, Pakistan, Thailand...(29)

**Content:** It starts with a spoof video of real people, which quickly attracts attention, and then turns to the game screen to show the elimination gameplay. Elements such as high heels and red nail polish enhance the appeal to female players.

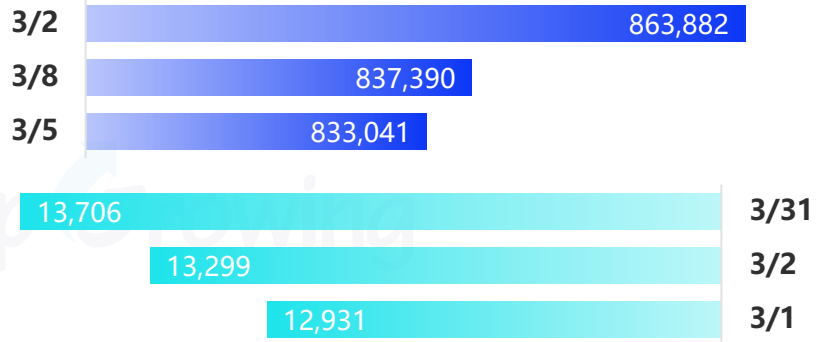




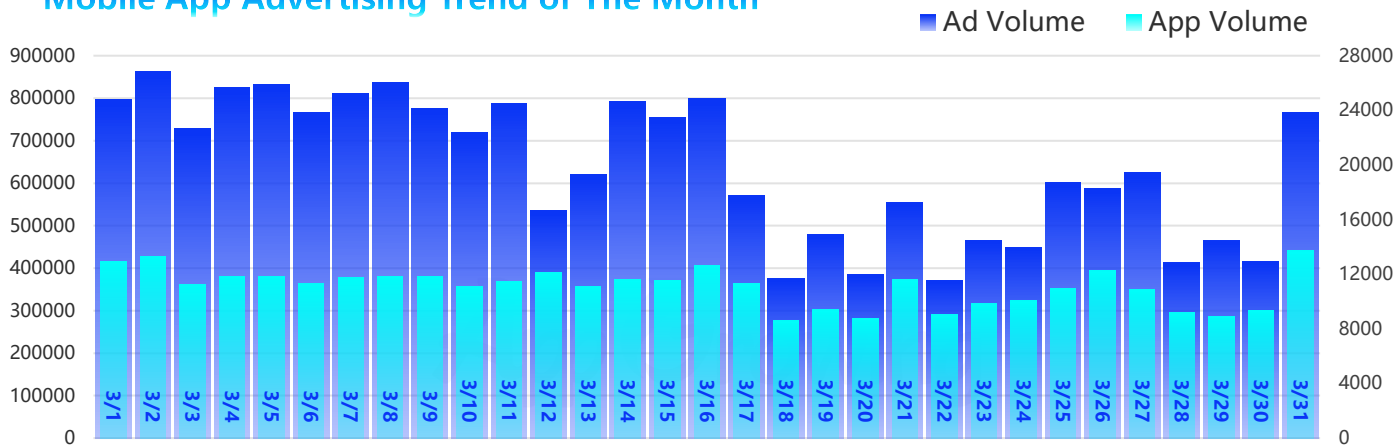
# Mar 2023 Mobile App Advertising Statistics

Advertising Apps
24135
Ads
3,580,338
Ad Creatives
1,337,002

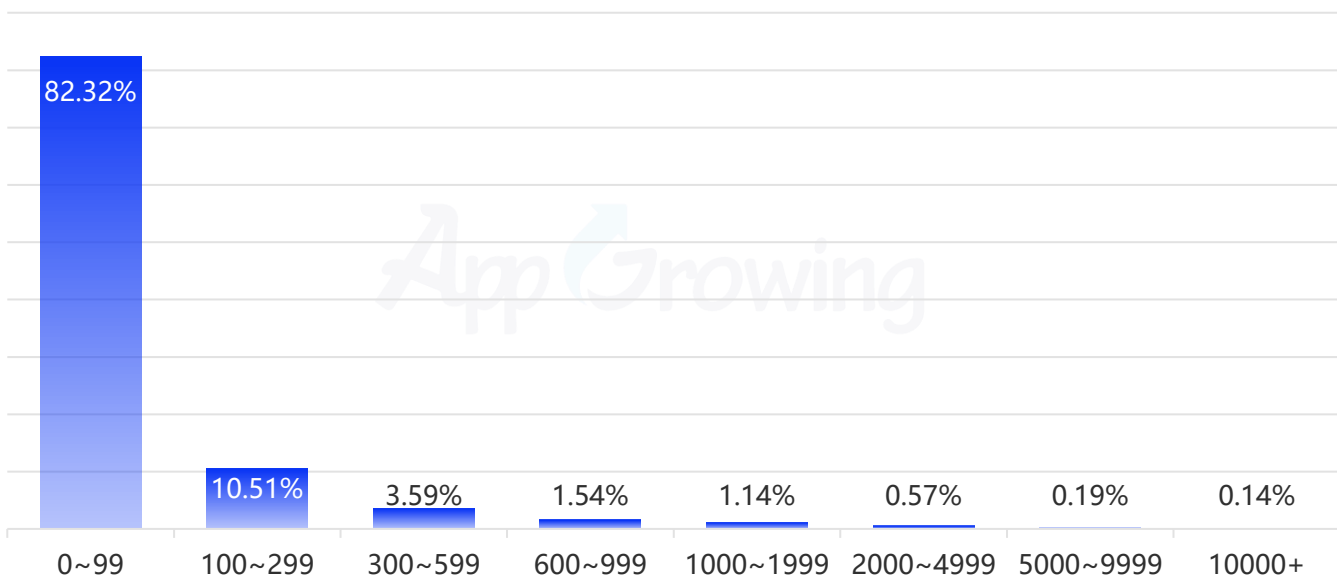
## Top 3 Peaks



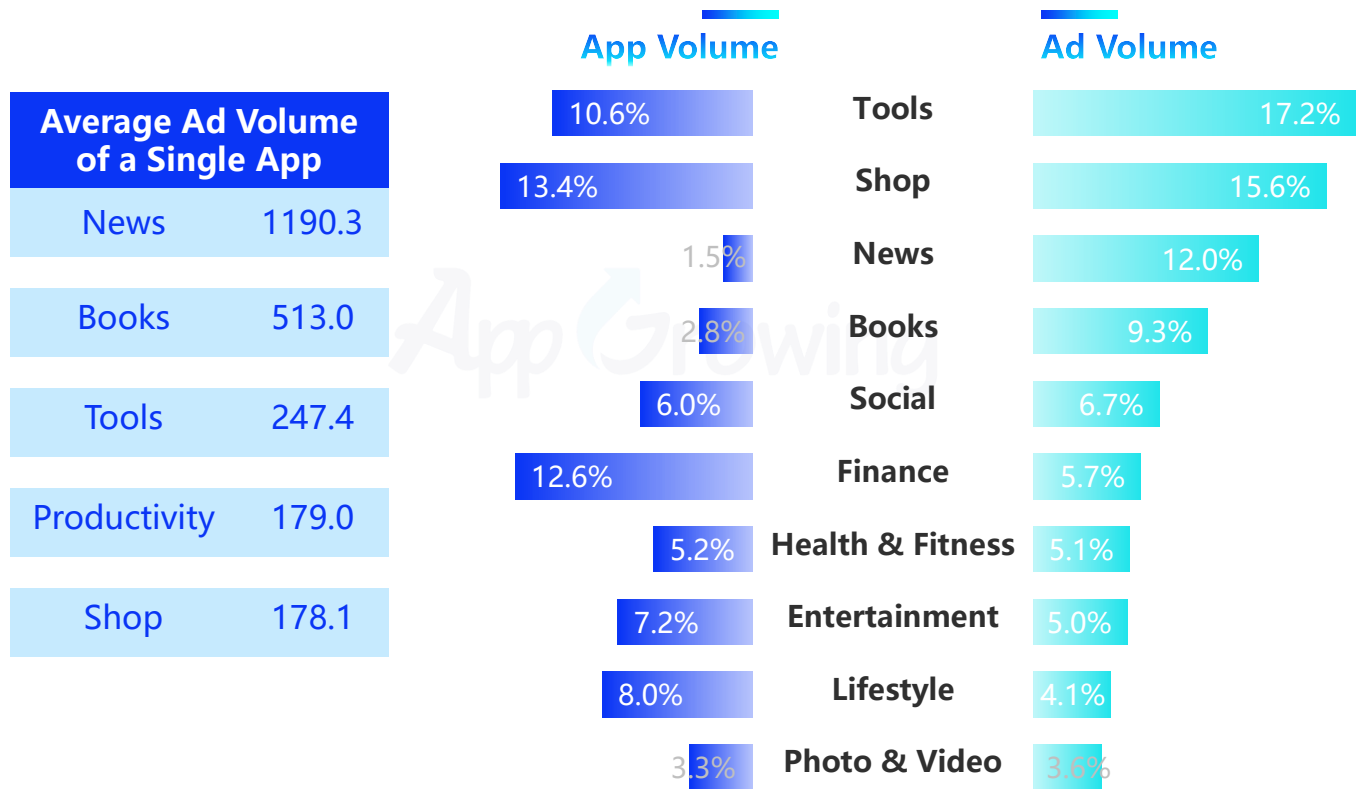
## Mobile App Advertising Trend of The Month



## Interval Distribution of Ad Volume of a Single Mobile App

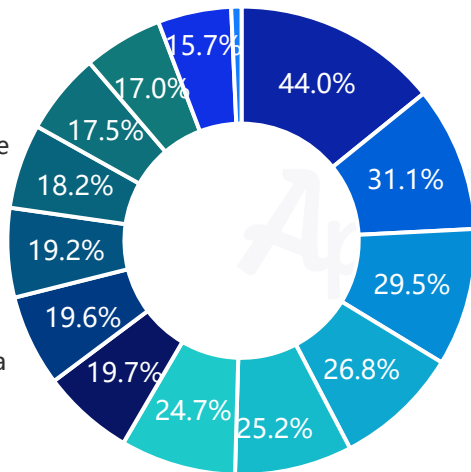


# Mar 2023 Most Advertised App Genres

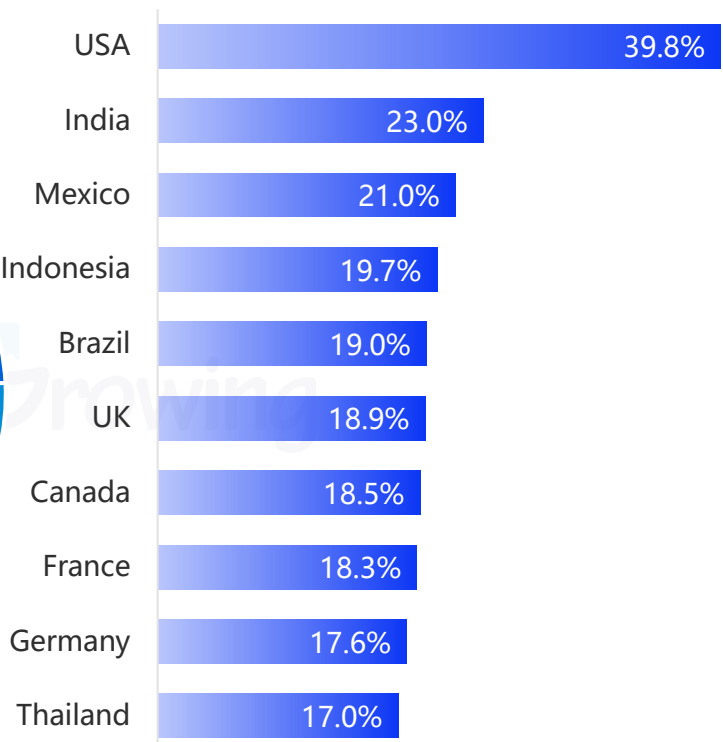


# Mar 2023 Most Advertised Market

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

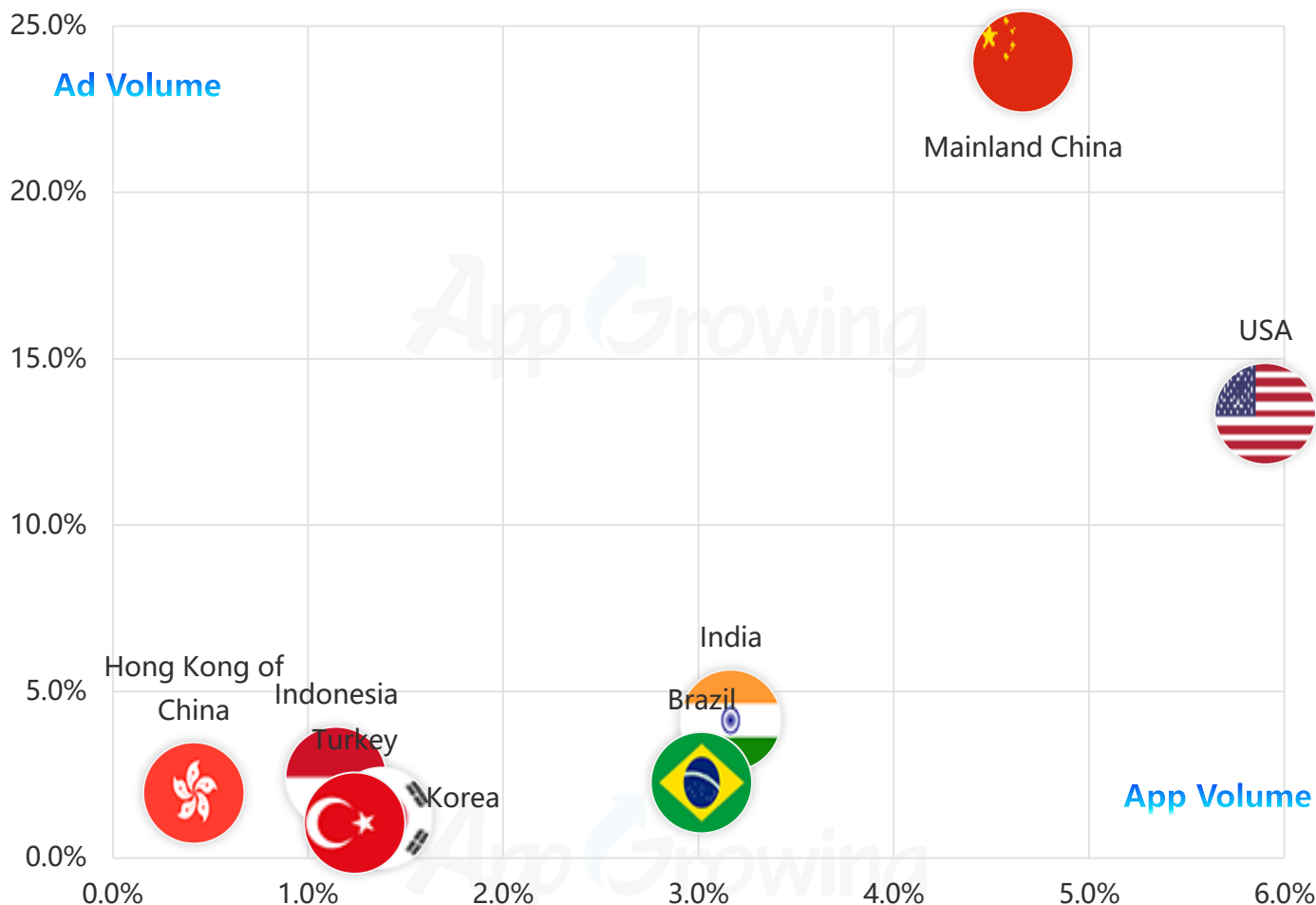


## Top 10 Most Advertised Regions



Source: AppGrowing Global Ad Intelligence, Mar 2023. Percentages may not sum to exactly 100%, due to ads running in multiple regions are counted repeatedly.

# Mar 2023 Major Regions of App Developers


















# Mar 2023 Top 10 Developers by Ad Volume

Name	App	Name	App
01 Particle Media		06 Prime Digital	
02 SHEIN		07 Shopee	
03 Alibaba		08 TikTok Pte. Ltd.	
04 Dreame Media		09 SINGAPORE NEW READING TECHNOLOGY PTE. LTD.	
05 Roji Osi		10 VPM Master	

# Mar 2023 Most Advertised Mobile Apps


















Google Play

	Name	Category
01	 NewsBreak	News
02	 Blood Pressure	Health & Fitness
03	 SHEIN	Shop
04	 Dreame	Books
05	 Lazada	Shop
06	 MaSpeed	Productivity
07	 Normal VPN	Tools
08	 TikTok	Social
09	 PhotoRoom AI Photo Editor	Photo & Video
10	 Bigo Live	Social
11	 AliExpress	Shop
12	 Secret Net proxy	Productivity
13	 Nike	Shop
14	 LibStory	Books
15	 FlyProxy	Tools











App Store









	Name	Category
01	 Shopee Big Ramadan	Shop
02	 GoodNovel	Books
03	 SHEIN	Shop
04	 Adobe Creative Cloud	Productivity
05	 와디즈	Social
06	 BueNovela	Books
07	 Dreame	Books
08	 MoboReader	Books
09	 Digital Trends Video	News
10	 Burn Boot Camp	Health & Fitness
11	 Lemon8	Lifestyle
12	 Emmiol	Shop
13	 Domestika	Educational
14	 Manobook	Books
15	 PhotoRoom AI Photo Editor	Photo & Video

# Mar 2023 Ad Ranking in Selected Categories









## Photo & Video

- 01  PhotoRoom AI Photo Editor
- 02  Mivi :Music & Beat Video Maker
- 03  Beat.ly: music video maker
- 04  PREQUEL AI Filter Photo Editor
- 05  Mivo: Face swap video deepfake
- 06  VivaCut - PRO Video Editor APP
- 07  BeautyPlus-Edit,Retouch,Filter
- 08  Picsart Photo Editor AI









## Books

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

## Tools

- 01  Normal VPN
- 02  FlyProxy
- 03  3D Live wallpaper
- 04  Blood Pressure BPM Tracker
- 05  FastNet Proxy
- 06  GeekNet-Network tool
- 07  Daily VPN - Secure VPN Proxy
- 08  VPN Master Pro

## Social

- 01  TikTok
- 02  Bigo Live
- 03  Public - Indian Local Videos
- 04  Lokal App : Local area updates
- 05  Instagram
- 06  Kwai - Funny & Cool Video
- 07  Snapchat
- 08  SoulChill-Connect Similar Soul

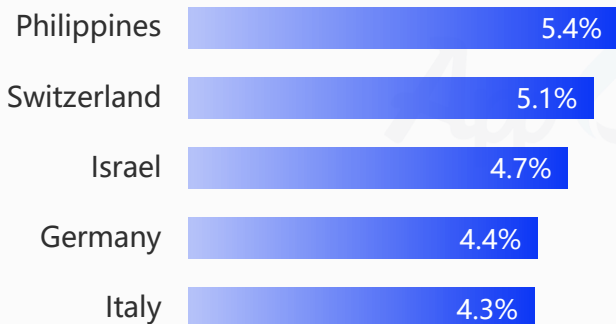
# Mar 2023 Mobile App Advertising Case



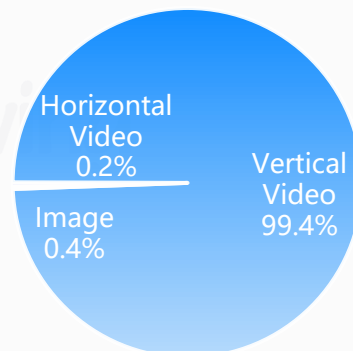
## PhotoRoom AI Photo Editor

PhotoRoom Background Editor App

### Top 5 Regions



### Creatives Type



### Ad Creatives

**Ad Format:** In-Feed, Interstitial Ads, Rewarded Video

**Duration:** 30s

**Media:**

**Regions:** India, Vietnam, Egypt, South Africa...(39)

**Content:** This video begins with a mistaken action, pointing out that it's not refined enough for photography. Then it cuts into the interface, showing scanning, cropping, and background changing functions that make professional pictures easily.



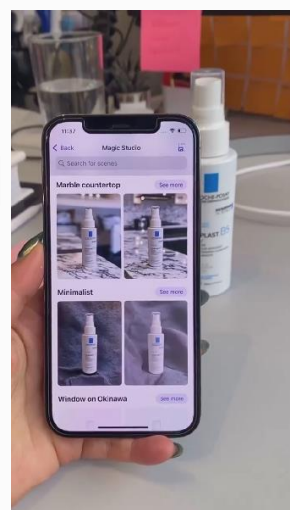
**Ad Format:** In-Feed, Interstitial Ads, Rewarded Video

**Duration:** 28s

**Media:**

**Regions:** Singapore, Canada, Australia, ...(43)

**Content:** Real people and scenes. Taking a small item as an example, this video shows the function of AI background designing. It also makes a comparison of the generated professional images with the real one.



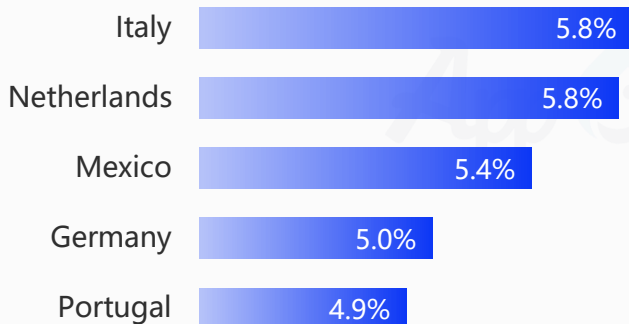
# Mar 2023 Mobile App Advertising Case



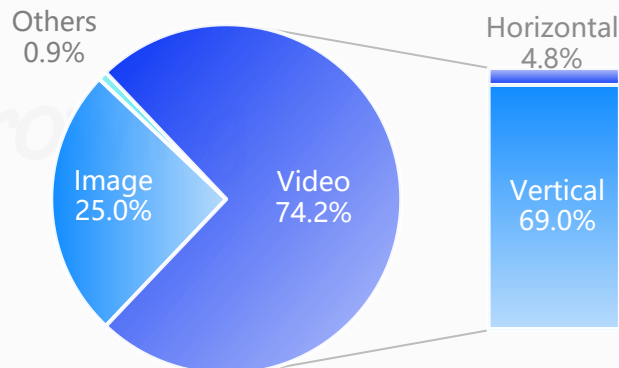
## Picsart AI Photo Editor, Video

PicsArt, Inc.

### Top 5 Regions



### Creatives Type



### Ad Creatives

**Ad Format:** In-Feed, Interstitial Ads, Rewarded Video

**Duration:** 13s

**Media:**

**Regions:** Vietnam, France, Switzerland, Mexico, Iraq...(37)

**Content:** A real person showed at the beginning, who directs the viewer's attention to the AI-generated image behind her through surprised face and finger-pointing. Then several different styles of portrait images flash by.



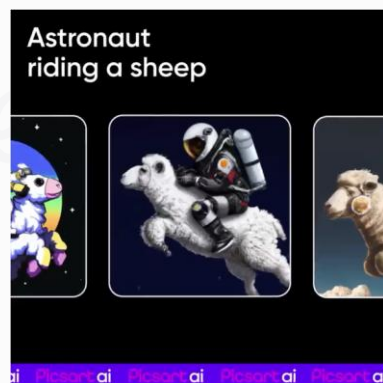
**Ad Format:** Rewarded Video

**Duration:** 11s

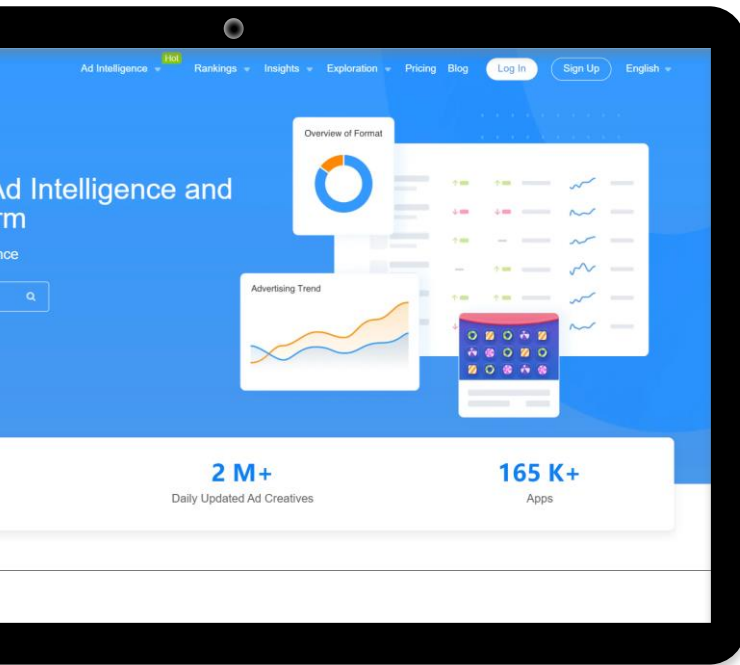
**Media:**

**Regions:** USA, Mexico

**Content:** This video shows the whole process of generating pictures by AI, which includes text description, picture generation, and detail adjustment. It emphasizes the powerful productivity of AI.



# To Help Solving Dilemma While Exploring Global Market



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



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