

2025 Report on Marketing Trends of Productivity Apps



With SocialPeta, you can spy on your competitors' ad data, and get ad data from networks, media, and advertisers around the world to inspire you. SocialPeta covers more than 80 countries/regions and over 80 well-known ad channels worldwide, such as Facebook, Twitter, YouTube, TikTok, and Unity. We provide nearly 1.6 billion ad creatives, updating millions each day. Through **duration, impressions, popularity, and interactions**, we can quickly locate the active high-quality creatives which will be provided to you in real time to help with your marketing plan.

As one of the world-leading advertising and marketing platforms, SocialPeta boasts a huge database and the experience of working with thousands of game companies and providing mobile game workers with more practical methods in order to develop more popular games.

6M

APP Advertisers

1.6B

APP Ad Creatives

1.20M

Daily Updates

[Website: www.socialpeta.com](http://www.socialpeta.com)



Mega Digital is a trusted growth partner for utility and app developers, specializing in performance-driven marketing that maximizes installs, engagement, and ROI.

As a top-tier **TikTok Marketing Partner**, we offer publishers and studios a unique competitive edge through **early access to new features, exclusive beta programs, scalable creative solutions, and a dedicated fast-track process for ad approvals.**

With deep expertise in user acquisition, ASO, retention, and monetization, we ensure every campaign is data-driven, creatively optimized, and designed for sustainable long-term growth.

30,000+

Businesses

100+

Countries

\$50 million

Ad spending

[Website: www.megadigital.ai](http://www.megadigital.ai)

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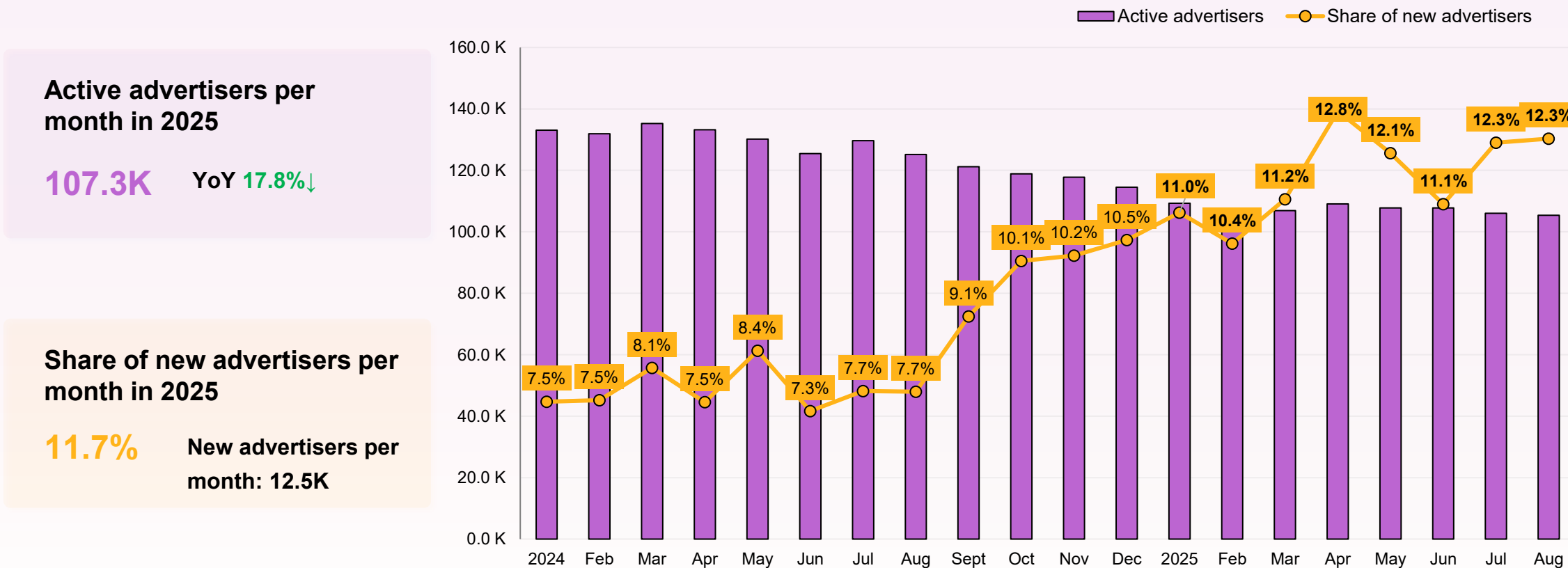
2025 Insights into Global Mobile Apps Marketing (Non-game)



Observation on Global Mobile Apps (Non-game) Marketing Trends in 2025

There were 107K+ mobile app (non-game) advertisers per month, and an increasing share of new advertisers per month.

- The number of mobile app (non-game) advertisers per month showed a declining trend, averaging 107K in 2025, down 17.8% YoY. The highest monthly count was 109K, recorded in January.
- The share of new advertisers per month kept increasing to reach 11.7% in 2025, a YoY growth of 4 percentage points, with over 12K new advertisers per month.



Observation on Global Non-Gaming Mobile App Marketing in Different Regions in 2025

Europe had over 60K app (non-game) advertisers per month, while Oceania released the highest number of monthly creatives.

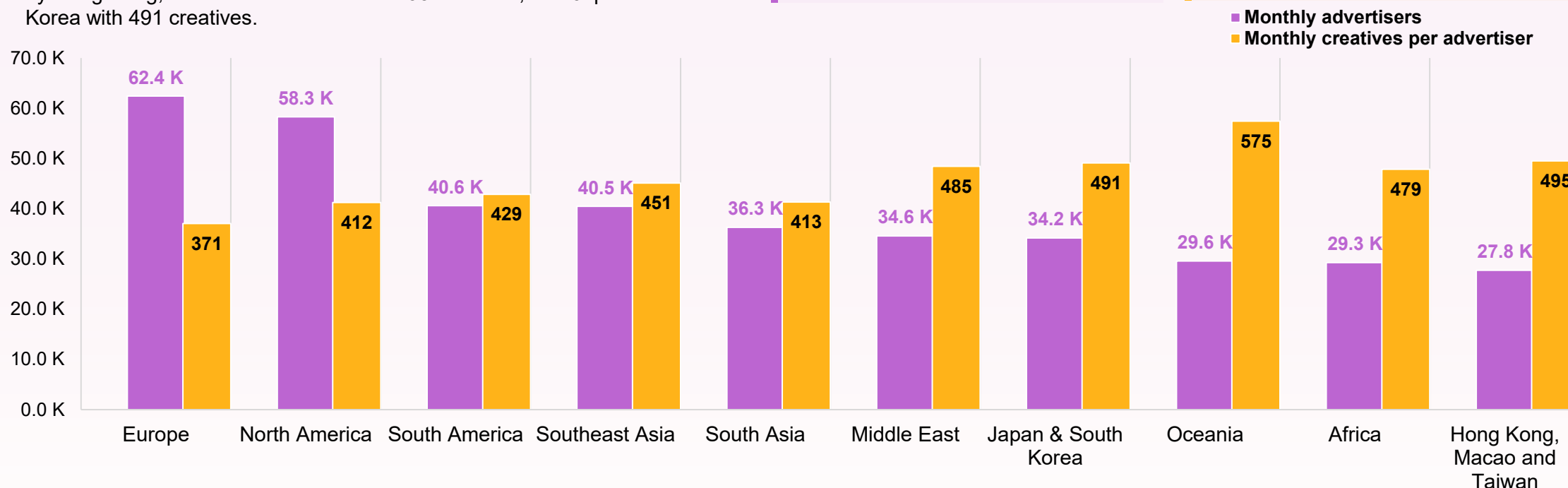
- Europe had over 62K app (non-game) advertisers, the highest, followed by North America with 58.3K. Hong Kong, Macao and Taiwan recorded the fewest advertisers, which were 27.8K.
- Oceania recorded 575 monthly creatives per advertiser, the highest, followed by Hong Kong, Macao and Taiwan with 495 creatives, and Japan and South Korea with 491 creatives.

Highest monthly advertisers:

62.4K in Europe

Highest monthly creatives per advertiser:

575 in Oceania

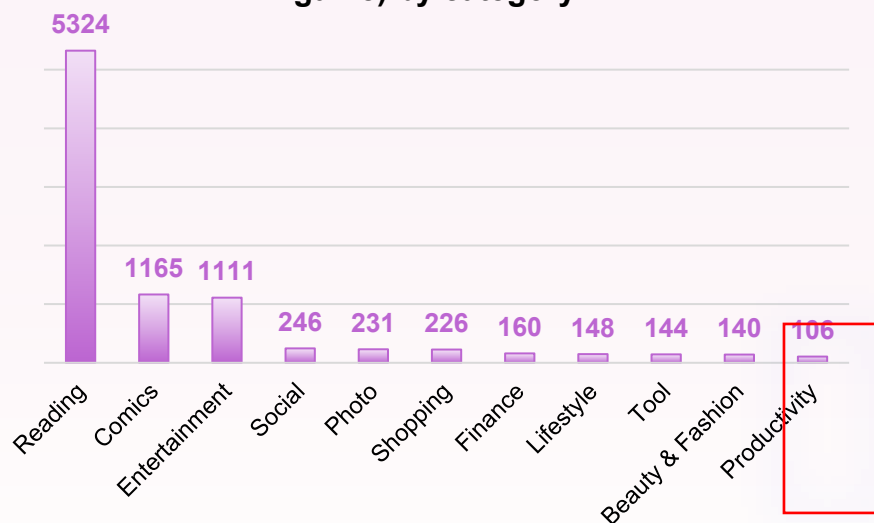


Observations on Global Non-Gaming Mobile App Marketing by Category in 2025

Business & office apps and entertainment apps accounted for the greatest share of advertisers and the greatest share of creatives, respectively. Reading apps had over 5000 monthly creatives.

- Business & office apps accounted for 14.4% of advertisers, the greatest share, up 1.3% YoY. Entertainment apps contributed the largest share of creatives, which was 32.7%, up 18% YoY.
- Reading, comics, and entertainment apps had over 1K monthly creatives, with reading apps averaging 5324 creatives per month, far surpassing the other categories

Monthly creatives of popular apps (non-game) by category



Category	Share of advertisers	YoY Change	Category	Share of creatives	YoY Change
Business & Office	14.4%	1.3%	Entertainment	32.7%	18.0%
Tool	12.0%	1.6%	Reading	23.4%	9.9%
Finance	8.1%	0.2%	Tool	6.6%	-1.9%
Entertainment	7.8%	0.8%	Business & Office	4.7%	-2.6%
Lifestyle	7.6%	-1.8%	Finance	4.7%	-1.3%
Productivity	7.0%	1.1%	Shopping	4.2%	-9.5%
Health & Fitness	7.0%	0.8%	Lifestyle	3.9%	-5.8%
Education	6.7%	1.0%	Health & Fitness	3.1%	-0.9%
Shopping	4.8%	-3.2%	Productivity	2.8%	-1.0%
Food & Drink	3.9%	-0.8%	Social	2.8%	-0.5%

TOP 20 Global Mobile Apps (Non-game) by Advertising in 2025



1	NetShort	NETSTORY PTE. LTD.	11	NovelaGo	Hong Kong Begin Wealth
2	DramaWave	STORYMATRIX PTE. LTD.	12	ReelShort	NewLeaf Publishing
3	ShortMax	SHORTTV LIMITED	13	My Drama	Holywater
4	DramaBox	STORYMATRIX PTE. LTD.	14	Novellair	QVON
5	StardustTV	Hongxing Media	15	AnyStories	READ ASAP LTD
6	Kalos TV	QINRON	16	Joyread	UREAD GLOBAL
7	GoodNovel	New Reading	17	MiniShorts	NOVENTURE PTE. LTD.
8	GoodShort	New Reading	18	HoneyReels	HK YAWEN INFORMATION
9	MoboReels	CHANGDU TECHNOLOGY	19	Filterly	Asana Rebel
10	FlickReels	FARSUN PTE. LTD.	20	Lera: Best eBooks & Webnovels	CHANGDU TECHNOLOGY

1	NewsBreak	Particle Media	11	GoodNovel	New Reading
2	Temu	Temu	12	Kalos TV	QINRON
3	DramaWave	STORYMATRIX PTE. LTD.	13	FlickReels	FARSUN PTE. LTD.
4	NetShort	NETSTORY PTE. LTD.	14	SHEIN	Roadget Business PTE. LTD.
5	ShortMax	SHORTTV LIMITED	15	NovelaGo	Hong Kong Begin Wealth
6	DramaBox	STORYMATRIX PTE. LTD.	16	Readink	Hong Kong Begin Wealth
7	StardustTV	Hongxing Media	17	My Drama	Holywater
8	ReelShort	NewLeaf Publishing	18	Pocket FM	Pocket FM
9	MoboReels	CHANGDU TECHNOLOGY	19	Novellair	QVON
10	GoodShort	New Reading	20	Joyread	UREAD GLOBAL

Source: SocialPeta - APP Intelligence, Advertisers; advertisers are sorted (from high to low) by the number of their deduplicated creatives within the date range.
Date Range: Jan - Aug 2025

02

Global Productivity App Creative Optimization Guide



Performance Across Different Platforms for Utility Apps

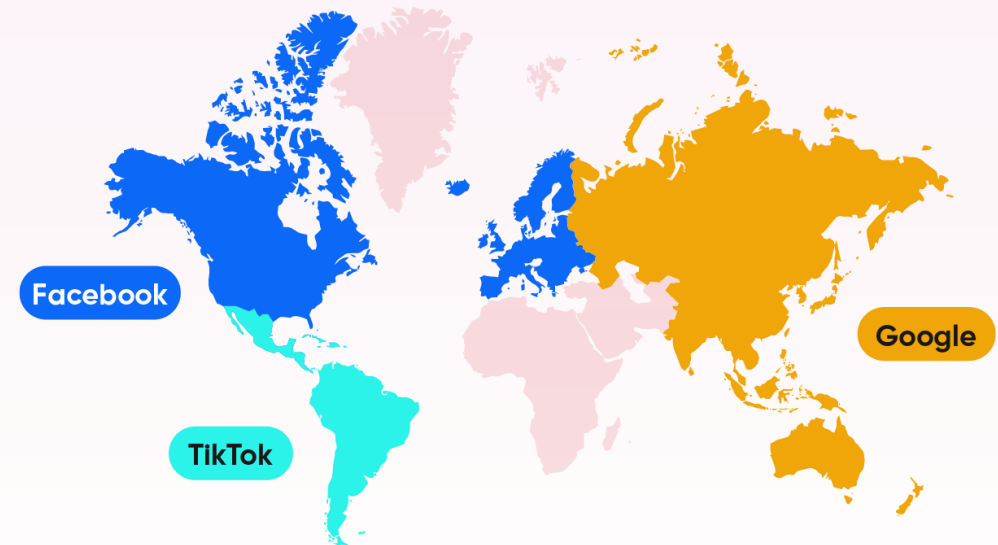
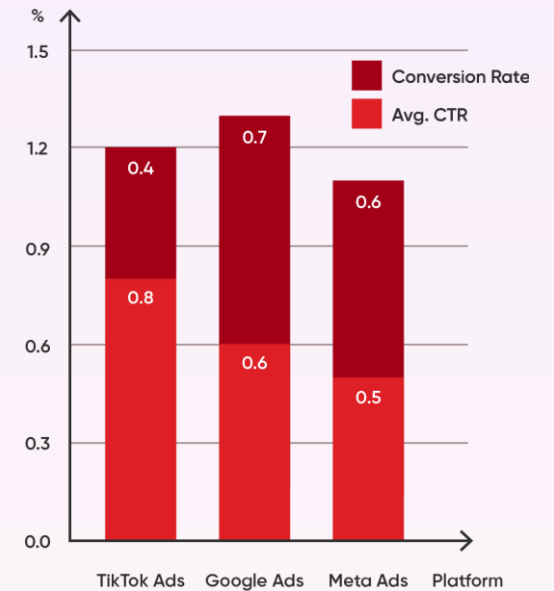
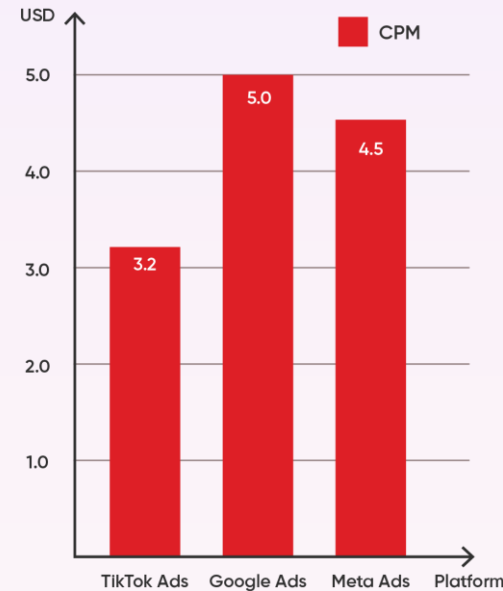
In 2025, **productivity app advertisers** run cross-platform campaigns: **Meta, Google, TikTok are the top 3.**

TikTok CPM around **\$3.2**, **CTR ~0.8%**, strong Gen Z engagement → rapid growth in LATAM.

Meta **Advantage+ AI targeting**, broad yet precise reach → strong in North America & Europe.

Google UAC Highest conversion rates thanks to **search intent** → leading in APAC.

TikTok emerges as a key advertising platform alongside **Meta** and **Google**, boasting **1.59 billion monthly users** and projected **ad revenue of \$23.6 billion** (+39% YoY). With a CPM of \$3.2- lower than Google (\$5.0) and Meta (\$4.5) and a CTR of ~0.8%, TikTok delivers strong **Gen Z engagement and rapid growth in LATAM**. Its ads are viewed by 67% of users as entertaining and non-intrusive, making TikTok a **cost-efficient and high-impact channel** for brands targeting younger audiences.



Creative Format for Productivity App Ads

Creative format choice significantly impacts user acquisition and retention in productivity app campaigns.

Usage Breakdown

Video ads make up **over 30%** of creative assets deployed. TikTok favors short, native-style videos; Meta utilizes a combination of carousel and videos; Google UAC employs automated asset mixes adapting dynamically to audience context. Static images and playable ads are still present but less dominant.

Performance by Format

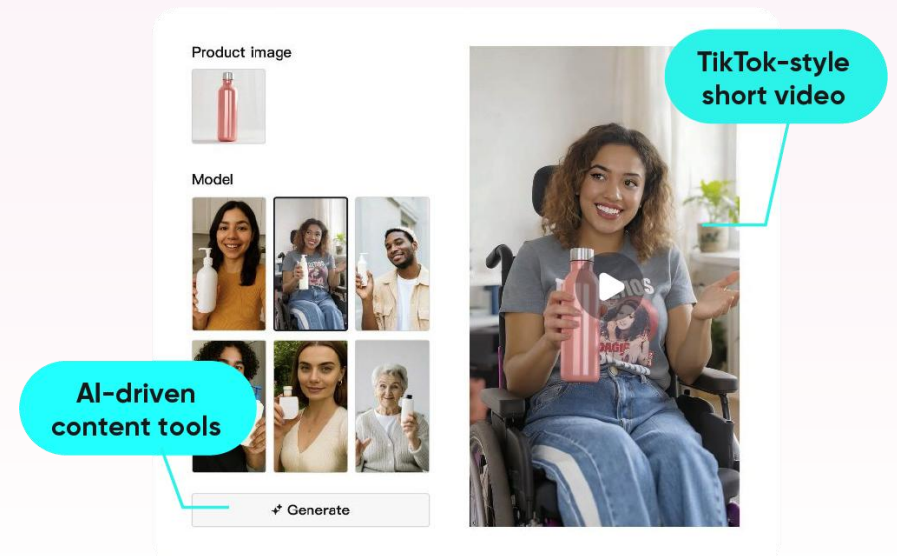
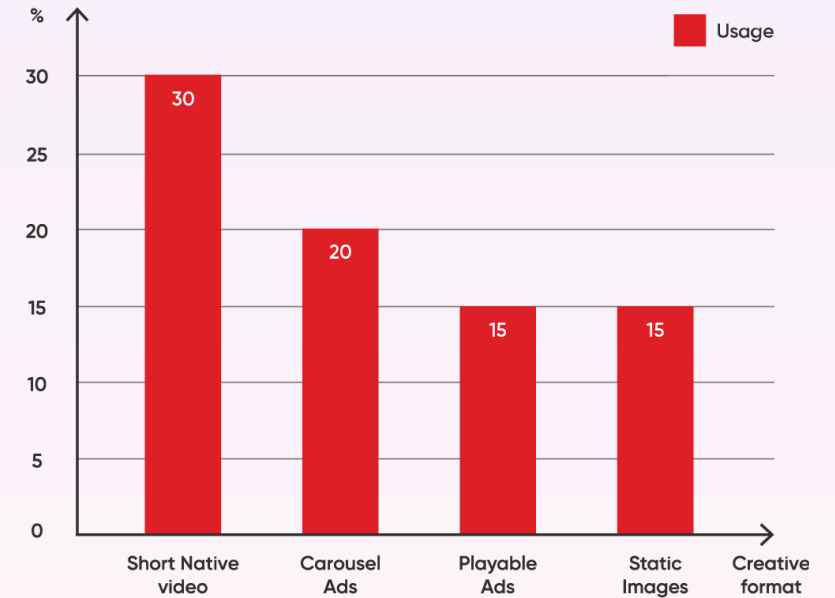
Video and interactive/playable ads outperform static creatives in engagement, CTR, and cost-per-install (CPI). **Playable ads** provide hands-on experience, supporting strong retention and funnel progression.

Creative Tools

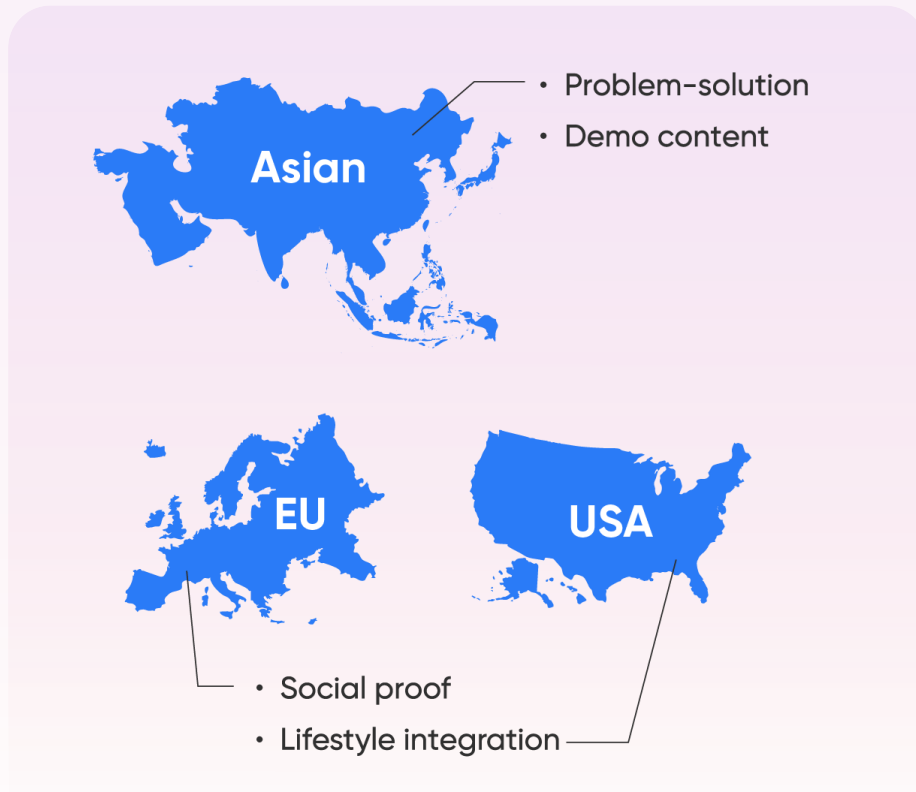
AI-driven content creation tools allow rapid generation and testing of content variants improving campaign efficiency.

Optimal Length

Videos between 15 to 60 seconds maintain viewer retention best, with **hooks in the first 3-6 seconds** essential to minimize drop-offs.



Common Creative Types for Productivity App Advertising in 2025



4 Social Proof and Reviews

- **Description:** Incorporates authentic user testimonials, ratings, or influencer endorsements highlighting positive app experiences.
- **Insight:** Boosts credibility and trustworthiness. Social proof creatives are a major factor in reducing friction during decision-making.

5 Urgency & Incentive-Based Ads

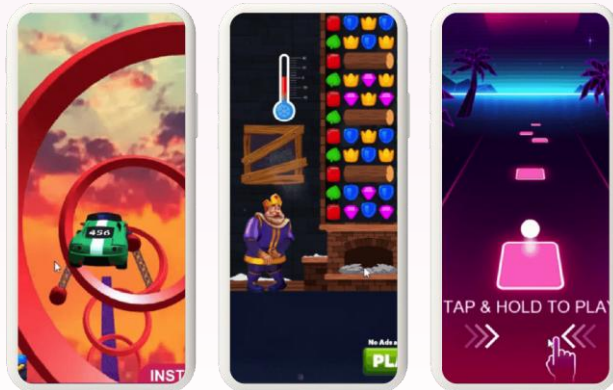
- **Description:** Ads that offer time-limited deals, trials, or bonus features to encourage immediate download.
- **Insight:** Creating a sense of urgency combined with value propositions significantly increases near-term conversions and user acquisition velocity.

6 Lifestyle Integration Content

- **Description:** Demonstrates app usage in everyday scenarios relevant to target demographics (e.g., young professionals using a VPN on public Wi-Fi).
- **Insight:** Building lifestyle context helps increase relevance and emotional connection, especially on social platforms popular with younger audiences.

Common Creative Types for Productivity App Advertising in 2025

Productivity apps are increasingly adopting interactive and engaging ad creatives that go beyond static images or simple videos. The rise of playable ads and other interactive formats has been particularly impactful in driving higher engagement and conversion rates. Below are key creative types commonly used in productivity app advertising, with insights from industry data



1 Playable Ads Featuring Core App Features

- **Description:** These ads allow users to interact with a mini-version or demo of the app before downloading. For productivity apps, this could be simulating a feature like cleaning, scanning, or VPN connection setup.
- **Insight:** Playable ads show significantly higher attention and conversion rates compared to regular video ads, because they give a hands-on preview of the app's value proposition. Users who engage with playable ads tend to have a stronger intent to install and use the app.
- **Example:** A cleaning app playable ad might let users "clean" a sample device screen or remove junk files interactively.

2 Problem-Solution Stories

- **Description:** These creatives frame common user pain points (slow phone, privacy concerns) and highlight how the productivity app provides a solution.
- **Insight:** Story-driven ads create emotional resonance and help users relate to the app's benefits quickly. Problem-solution framing is highly effective at improving recall and motivating installs.

3 Feature Demonstration Videos

- **Description:** Short videos showcasing key functionalities or walkthroughs of the app interface.
- **Insight:** Demonstrative content alleviates hesitation by educating users on ease of use and highlighting unique features. It serves as a clear call-to-action driver for tech-savvy and analytical users.

Recommendations for advertisers

As the productivity app market becomes increasingly competitive, advertisers must evolve beyond single-channel execution and move toward an **integrated, cross-platform strategy**. Each platform serves a distinct role within the conversion funnel: **Google** captures *high-intent users* through search-driven demand, **Meta** provides *scalable precision* via AI-enhanced targeting, and **TikTok** fuels *creative engagement* and discovery through immersive, short-form video formats.

To maximize performance, success depends on **embracing interactive, video-led storytelling**, reinforced by **AI-driven optimization, real-time creative testing**, and agile content iteration. This approach not only improves conversion metrics but also builds stronger emotional resonance and brand recall, especially among **Gen Z and mobile-first audiences**.

At **Mega Digital**, we've seen that success comes from aligning creativity with data. By combining platform-specific strengths with rapid creative iteration, advertisers can achieve not only higher ROI but also sustainable, long-term brand impact.



Adopt **cross-platform strategy**, but allocate budgets by platform strength.



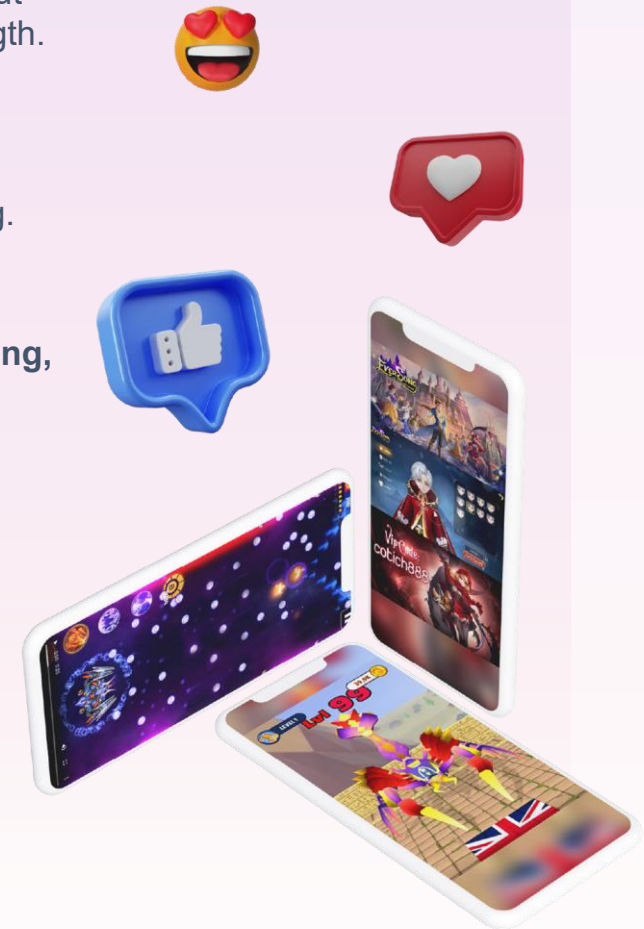
Focus on **video + playable ads**, leverage AI tools for scaling/testing.



Creatives should be **short, engaging, with interactive hooks**.



Add **social proof + lifestyle relevance** to boost trust and connection.



03

2025 Insights into Marketing Trends of Productivity Apps



Observation on Global Productivity Apps Marketing Trends in 2025

Active productivity app advertisers declined slightly from last year. The share of new advertisers surpassed 30% after Q2 2025.

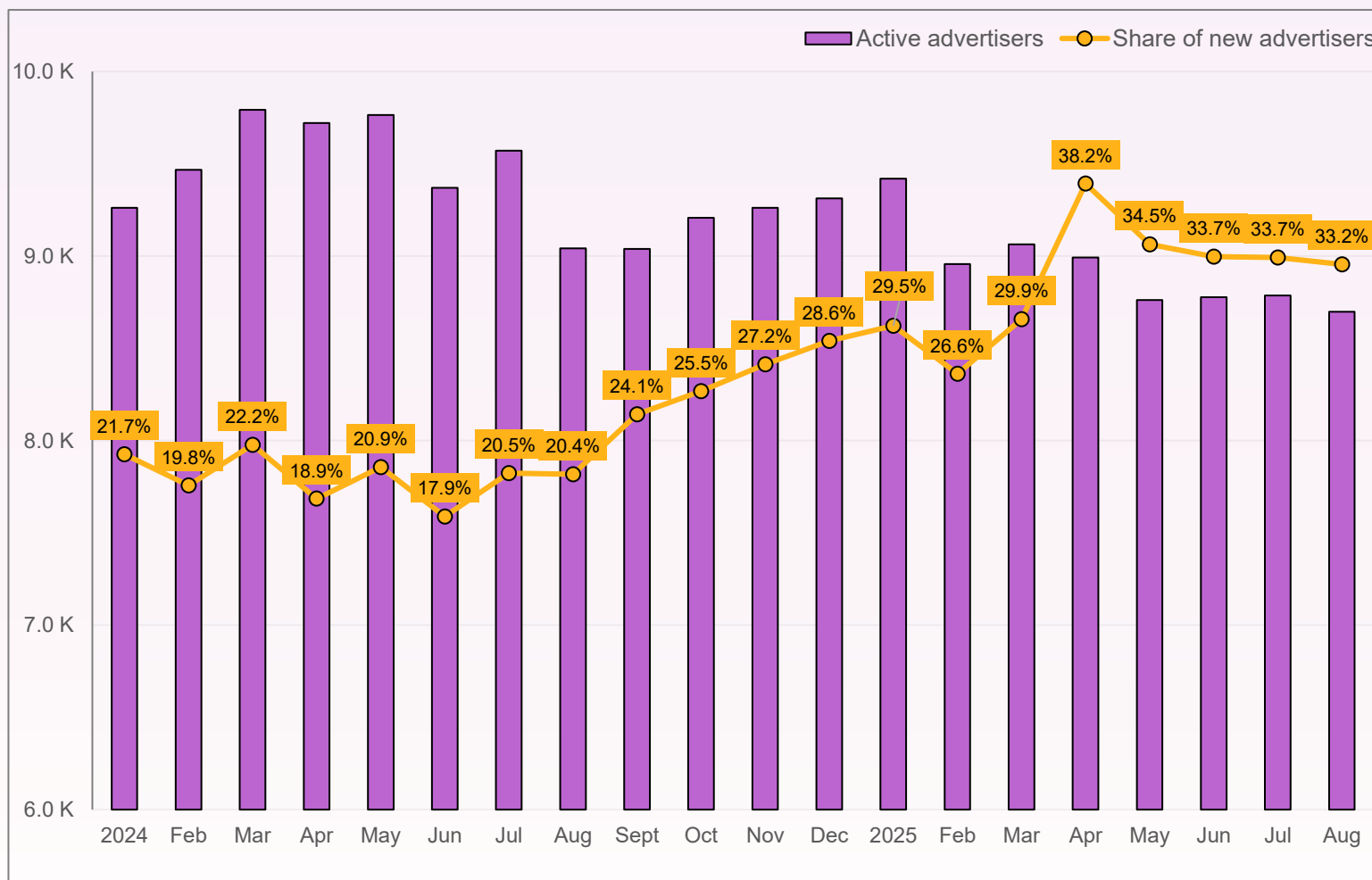
- In 2025, there were 8900 productivity app advertisers per month, a 6% decline YoY, showing a downward trend.
- The share of monthly new productivity app advertisers kept rising, peaking at 38.2% in April and remaining above 30% thereafter.

Active productivity app advertisers per month in 2025

8.9K YoY 6.0%↓

Share of new productivity app advertisers per month in 2025

32.4% New advertisers per month: 2.9K



Observation on Global Productivity Apps Advertising in Different Regions in 2025

Advertisers declined in North America & Europe. Average creatives dropped by nearly 40% in South Asia & Middle East.

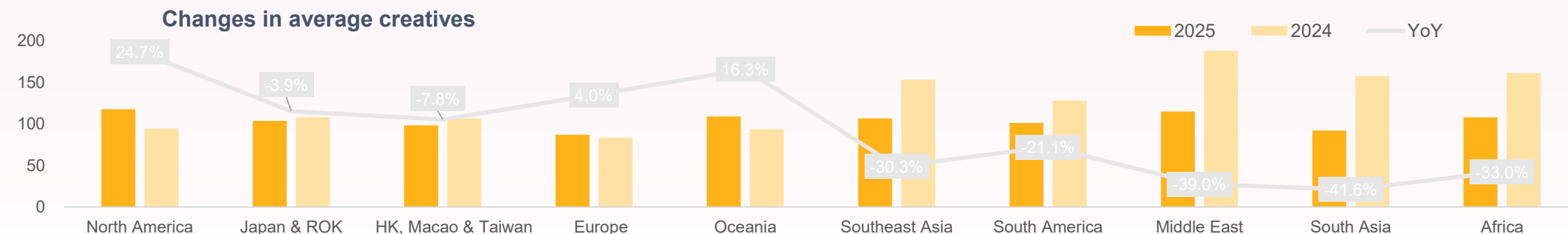
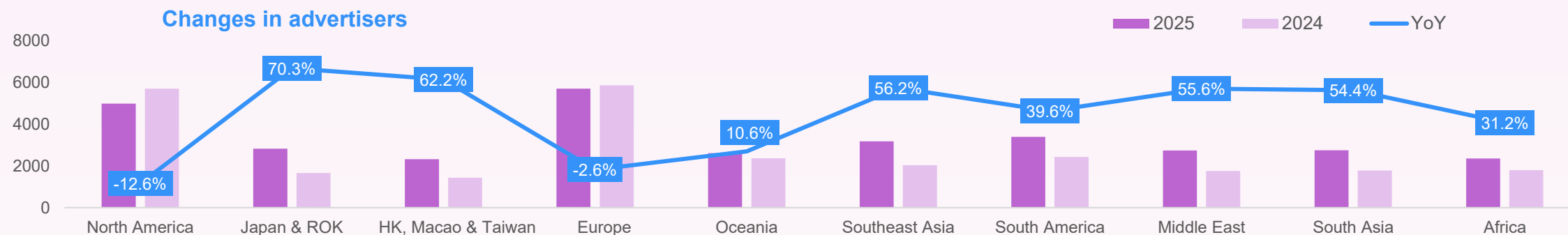
- In 2025, Productivity app advertisers were on the rise in most regions, excluding Europe and North America. Advertisers dropped by over 10% in North America.
- Average creatives for productivity apps declined in most regions, especially in South Asia with a decline of over 40%.

Highest number of advertisers in 2025: Europe

As of August 2025, Europe had the most productivity app advertisers, down 2.6% YoY, followed by North America with nearly 5K monthly advertisers.

Highest number of total creatives in 2025: North America

North America had over 110 monthly creatives for productivity apps, up over 20% YoY, followed by Middle East which however reported a nearly 40% YoY decline.



Analysis of Ad Copies for Global Productivity Apps in 2025

Top 10 advertising languages

Language	Share
English	72.7%
Spanish	5.7%
Portuguese	5.0%
French	3.6%
German	3.3%
Dutch	1.3%
Italian	1.0%
Japanese	0.8%
Arabic	0.8%
Korean	0.7%

Top 10 frequent words

Word
back
time
eyes
free
phone
voice
sleep
minutes
visualmind
looked

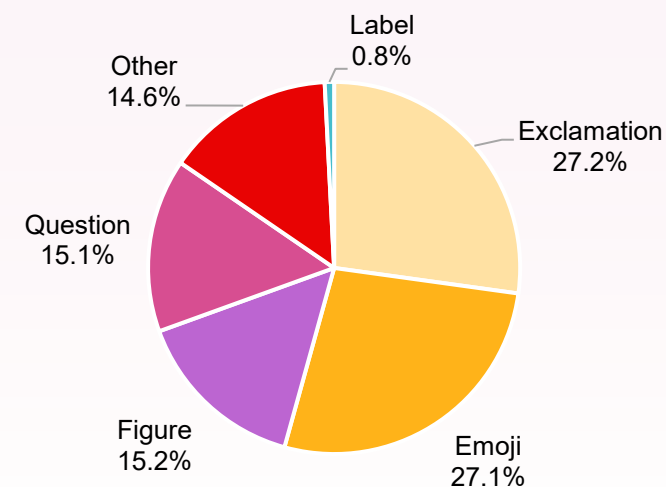
Features of ad copies

In 2025, English was the dominant language for advertising productivity apps, used in over 70% of the apps' ad copies, followed by Spanish and Portuguese, each accounting for over 5%.

Frequent words include productivity-related words (e.g., back, time), words related to customer acquisition (e.g., free, phone), and words that are closely related to productivity (e.g., visualmind).

Exclamation and emoji each accounted for 27% of all tones, followed by figure and question. Overall, most ad copies combined productivity-focused messaging with emojis.

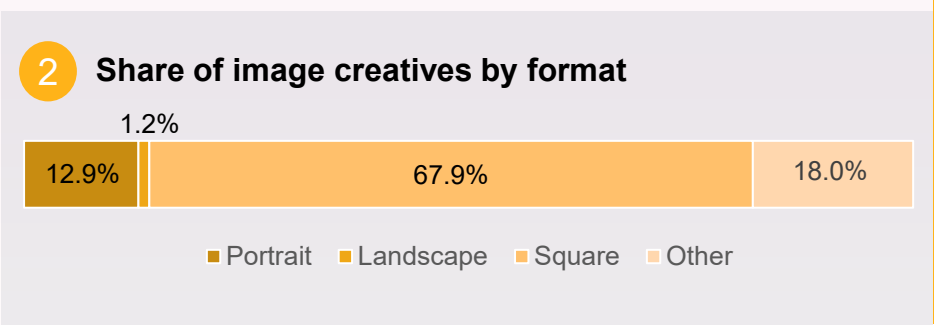
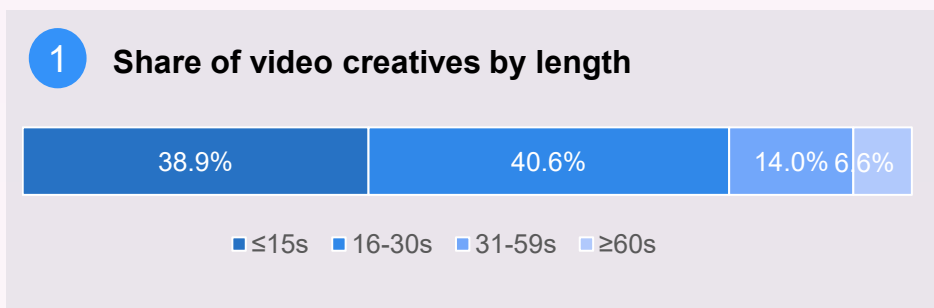
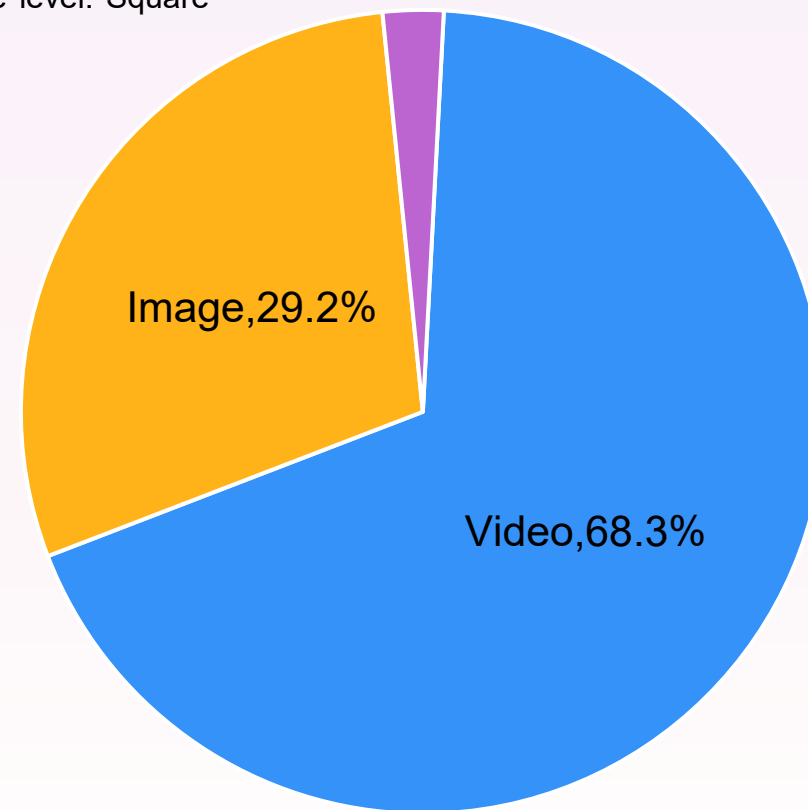
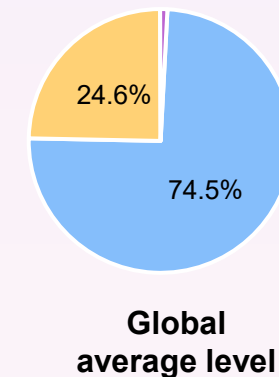
Shares of tones



Types of Ad Creatives for Global Productivity Apps in 2025

Video creatives accounted for nearly 70%, with almost 80% of them under 30s. Square images made up the largest share of image creatives.

- Most creatives for productivity apps were video, forming a share 6.2% smaller than the global average level. Videos of 16-30s accounted for 40.6%, the greatest share, followed by videos within 15s, accounting for 38.9%.
- Image creatives accounted for 29.2%, 4.6% higher than the global average level. Square images accounted for 67.9% of image creatives, the greatest share.



TOP 20 Global Productivity Apps (Non-game) by Advertising in 2025



iOS				Android							
1	VisualMind Asana Rebel	AI chatbot	11	Lexy PDF Viewer MONSTER SHOW	E-reader	1	File Miner Cheryl Cook	File management	11	Zeely Zeely, Inc.	Business
2	Headway GTHW App Limited	E-reader	12	QR Code Scanner HAPPY TOOLS HK LIMITED	QR code scanner	2	DailyLit YOUNIU	E-book	12	Yun PDF Dituo Technology	E-reader
3	RISE: Sleep Tracker Rise Science	Sleep tracker	13	Smart Cleaner NAICOO PTE. LTD.	Cleanup	3	Cow Cat DroidHicrek Dev	Translation	13	Krode Translation Jia.Dev	Translation
4	NovelPal 斐欣 李	Novel	14	KakaoTalk Kakao Corp	Communication	4	FLY PDF Shenzhen Yayi E-commerce Co., Ltd.	E-reader	14	Pic+ redshift	Photo editor
5	Canva Canva	Design	15	Siko Translator FOR MORE WORTH	Translation	5	Savy Translate Elloit	Translation	15	Tero Translator Ma Dav	Translation
6	Speechify Speechify Inc.	E-reader	16	Zeely Zeely, Inc.	Business	6	Cici SPRING (SG) PTE. LTD.	AI chatbot	16	PDF Reader and Photo to PDF Wavez Technology Ltd	E-reader
7	Ploet Translate Guangzhou Kangyimei Network Technology Co., Ltd.	Translation	17	Linkfly Qumai, Inc.	Business	7	Mork QR Create RELOO MELANIE	QR code scanner	17	AI Chatbot – Nova HubX	AI+
8	Ezy PDF HELPING HAND NETWORK	E-reader	18	Point QR Scanner EINMOB LIMITED	QR code scanner	8	Beit Qrcode Ma Dav	QR code scanner	18	Plok PDF View Jia.Dev	E-reader
9	QR Antin FOR MORE WORTH	QR code scanner	19	Format Output Bouncing Bubble	File management	9	AstroLink Proxy Sentex Lab	VPN	19	GriProxy Sentex Lab	VPN
10	SVF PDF TROT (HK) COMPANY LIMITED	E-reader	20	AI Chatbot – Nova SCALEUP YAZILIM HIZMETLERI	AI+	10	Linkfly Qumai, Inc.	Business	20	Pekly Translation RELOO MELANIE	Translation

Source: SocialPeta - APP Intelligence, Advertisers; advertisers are sorted (from high to low) by the number of their deduplicated creatives within the date range.
Date Range: Jan - Aug 2025

04

2025 Insights into Marketing of Top Productivity App Advertisers



Marketing of Top Productivity App Advertisers: AI +

It was one of the productivity apps achieving the greatest growth in downloads in 2025, with nearly 80% of its creatives on iOS.

Videa: AI Video Maker, Effects

Pure Apps

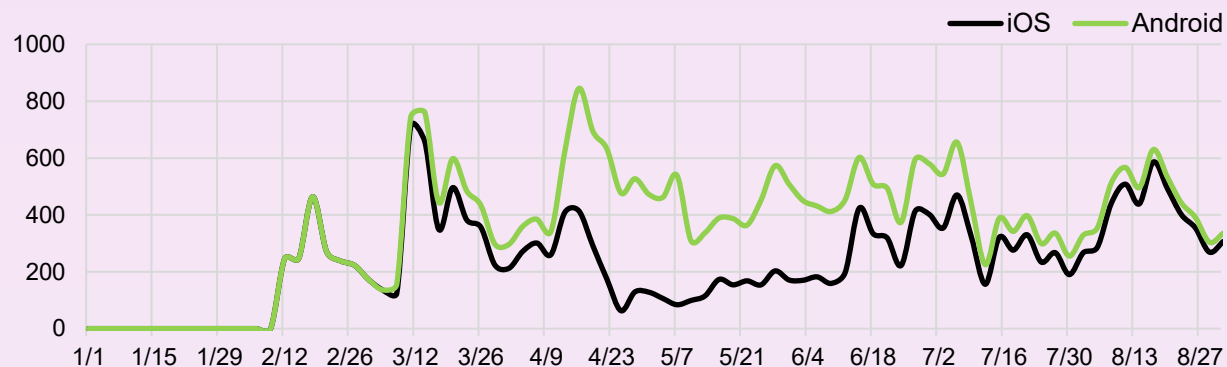


Advertising Data

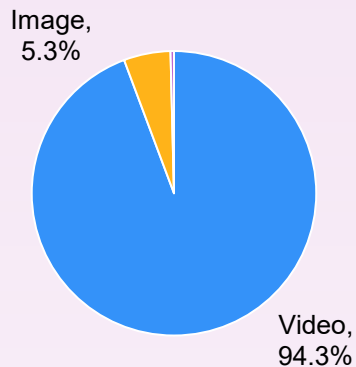
First advertising date: Feb 2025

Total deduplicated creatives: 3.6K

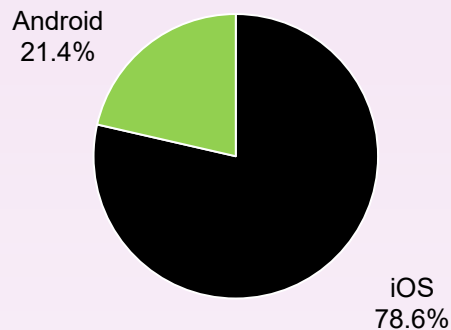
The app's ad creatives on iOS and Android



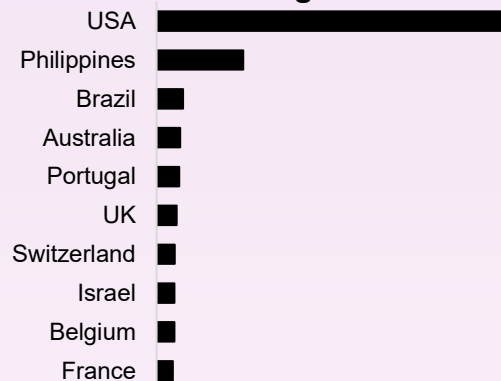
Shares of creatives by type



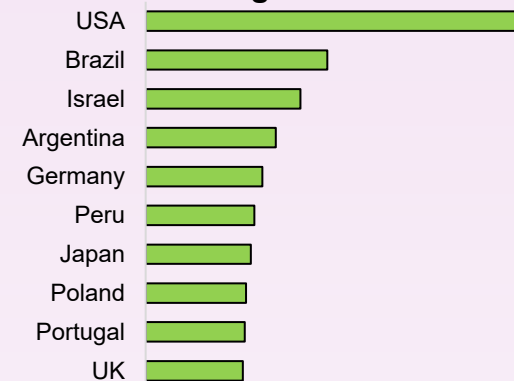
Shares of creatives on iOS & Android



Major countries/regions of advertising on iOS



Major countries/regions of advertising on Android



Videa's Excellent Active Ad Creatives

Click the image to play



Videa's creatives were mostly AI videos combined with oral advertising. The more novelty the video, the more popular it will be.

Novelty AI videos: People will be more likely to tap to open novelty videos for visually impactful scenes.

“Money-making” oral advertising: The oral advertising focused on how “young people make money through AI,” a publicity stunt for acquiring more users.

Following trends: Keep up to date with the latest popular AI-generated images or videos, and link the product with them.

Marketing of Top Productivity App Advertisers: **Book Reading**

It raised \$260 million during 2 years. It features AI voice and its revenue kept growing in H2 2025.

Speechify – Text to Speech

Speechify Inc.

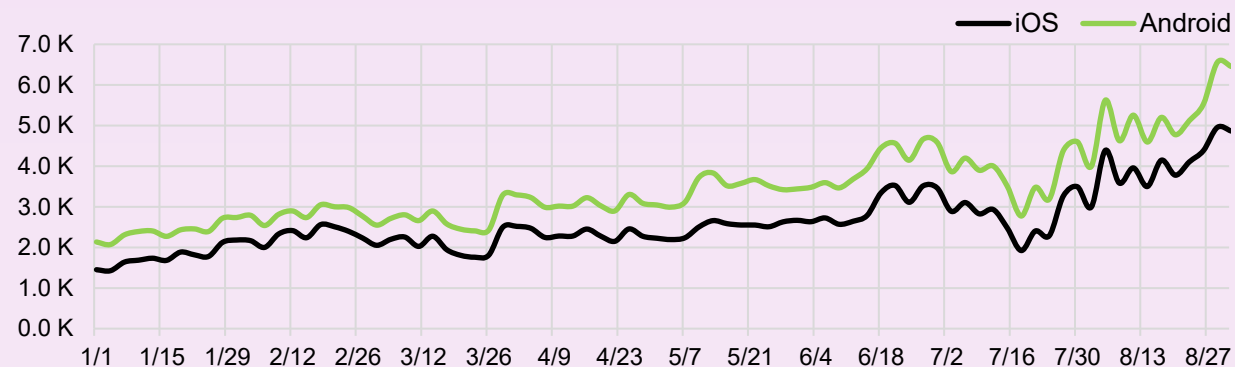


Advertising Data

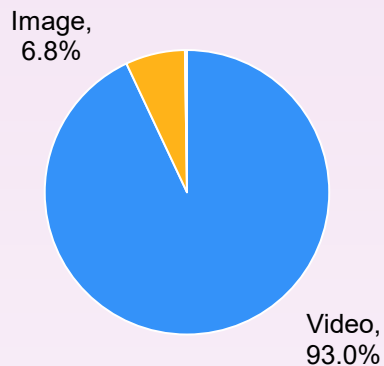
First advertising date: Oct 2019

Total deduplicated creatives: 92.6K

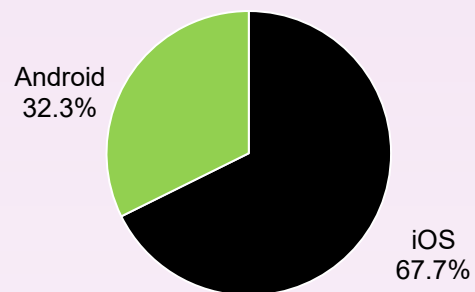
The app's ad creatives on iOS and Android



Shares of creatives by type



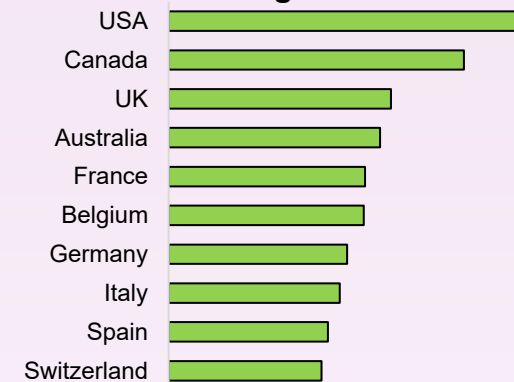
Shares of creatives on iOS & Android



Major countries/regions of advertising on iOS

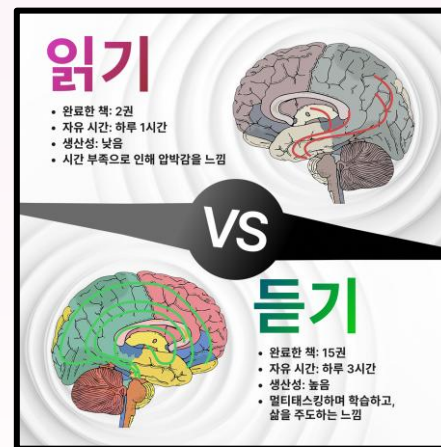
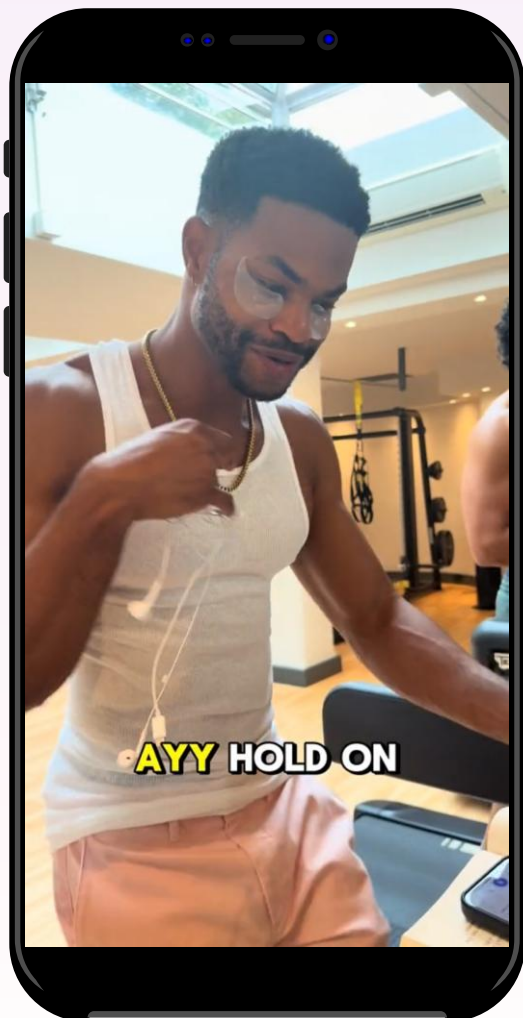


Major countries/regions of advertising on Android



Speechify's Excellent Active Ad Creatives

Click the image to play



Speechify's most effective ad creatives were live-action scenario videos, which performed best on short-video platforms.

Scene plays: The scene plays show the product's usage scenarios, revealing the product's advantages.

Street interview: Street interviews were very common in creatives. Through them, the product's advantages can be introduced more naturally.

Comparative analysis: In the image creatives, detailed comparisons were made to show the advantage of listening over reading.

Marketing of Top Productivity App Advertisers: **Personalized**

It achieved the greatest revenue growth among all going-global productivity apps in H1 2025, and intensively released creatives in Q2 2025.

iThemes - Easy Widgets & Icons

HONGKONG KOALA MOBILE LIMITED

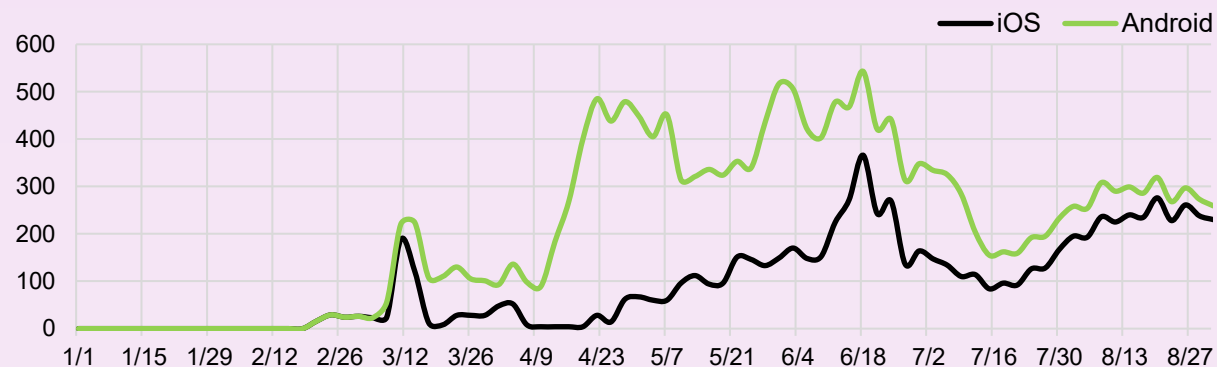
Advertising Data

First advertising date: Feb 2025

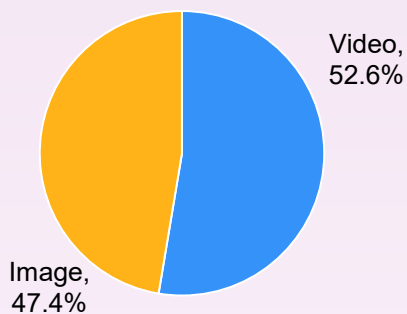
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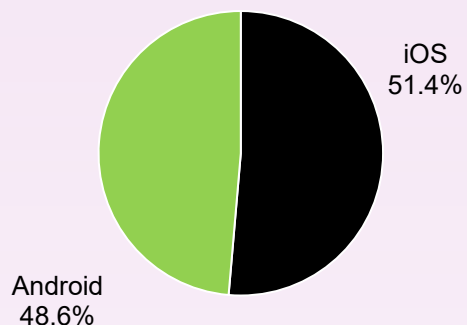
The app's ad creatives on iOS and Android



Shares of creatives by type



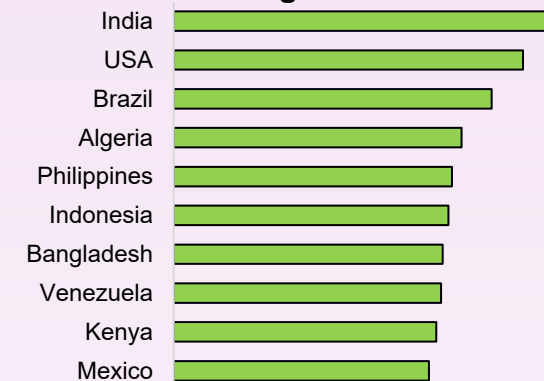
Shares of creatives on iOS & Android



Major countries/regions of advertising on iOS

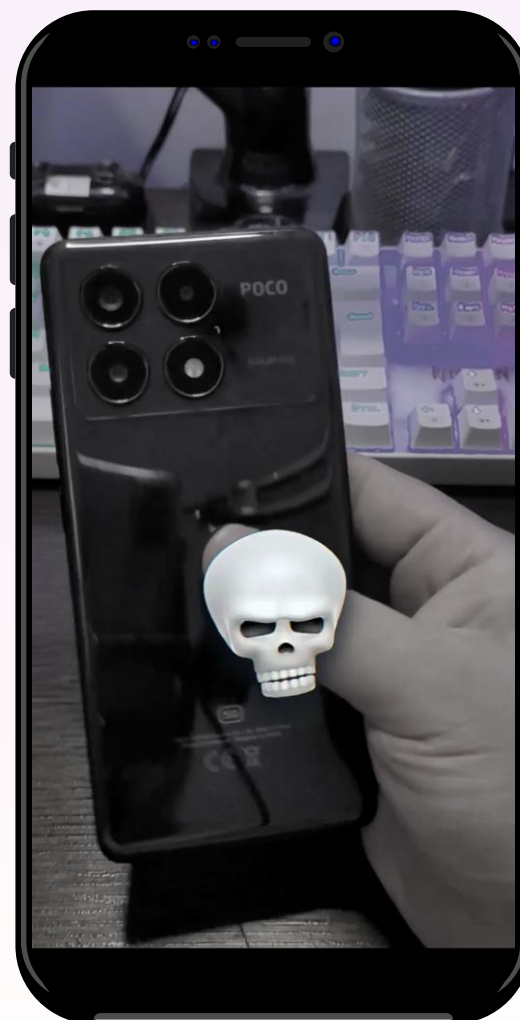
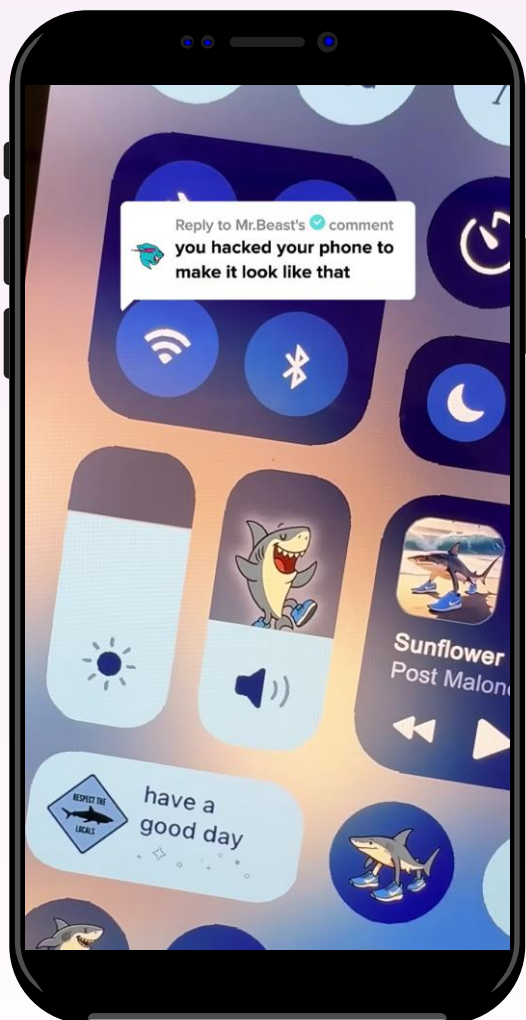


Major countries/regions of advertising on Android



iThemes's Excellent Active Ad Creatives

Click the image to play



iThemes's creatives were often about excellent phone themes, enriched with other elements.

Following trends: AI Classic of Mountains and Seas became a global sensation. Such themes were a great attraction to people.

Dramatic starting: The first 3s of creatives about nuisance calls attracted people's attention, before displaying the product's rich themes.

Reversal: Mostly released for Android, the creatives showed the same theme of several phones which turned out to be Android phones. The creatives focused on the similarity to iOS phones.

Declaration

1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team has provided you with insights into the mobile advertising data of global game market. We collect advertising data by sampling worldwide, covering over 80 channels and nearly 70 countries and regions worldwide, and have captured a total of over 1.6 billion advertising data, with over 1 million ad data being updated by the hour each day. Based on such huge data, we can gain insights into the advertising market trends.

2. Data Cycle and Indicators

Overall date range of the report: Jan –Jun 2025

For specific data indicators, please see the notes on each page.

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4. Disclaimer

The industry data and market forecasts presented in this report are based on the data captured by SocialPeta Data Team and estimated by using a statistical forecasting model combined with research methods such as desk study and industry interviews. Limited by the research methods and data resources, this report can only be used as reference material. Our company shall have no liability for any data or points of view in this report. SocialPeta shall hold no responsibility for any legal consequences resulting from any action taken by any organization or individual by using or based on the above data information, and the organization or individual shall take full responsibility for any disputes or legal liabilities arising therefrom.

5. Concerned Countries and Regions (based on the distribution area of SocialPeta's products, not the actual geographical distribution)

North America: USA, Canada, Mexico, Panama

Europe: Turkey, France, Germany, United Kingdom, Italy, Spain, Netherlands, Norway, Poland, Portugal, Belgium, Switzerland, Austria, Romania, Sweden, Greece, Denmark, Luxembourg, Ireland, Finland

JP & ROK: Japan, South Korea

China's HK, Macao & TW: Hong Kong (China), Macao (China), Taiwan (China)

Southeast Asia: Thailand, Indonesia, Singapore, Malaysia, Vietnam, Philippines, Cambodia

Oceania: Australia, New Zealand

South Asia: India, Pakistan

Middle East: Bahrain, Qatar, Saudi Arabia, UAE, Azerbaijan, Lebanon, Kuwait, Israel, Oman, Iraq, Morocco

South America: Brazil, Chile, Argentina, Colombia, Peru, Venezuela, Paraguay

Africa: Egypt, Kenya, Nigeria, Angola, South Africa, Algeria, Libya, Senegal, Ivory Coast



THANKS

2025 REPORT ON MARKETING TRENDS OF PRODUCTIVITY APPS



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