



2025 Global Mobile Game Marketing Insights & Creative Breakdown

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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


www.socialpeta.com



Reforged Labs transforms the way mobile game studios approach creative strategy with Boa, the first creative intelligence platform purpose-built for mobile games. Using powerful AI agents and robust data sourcing, Boa helps mobile marketers turn intuition into insights.

 Search massive ad libraries to see which campaigns are winning.

 Analyze performance data to understand why they work.

 Generate instant insights and one-click creative briefs to launch your next winning campaign.

With Boa, marketers can ship campaigns 2–3x faster and drive stronger ROAS with every launch. Built in partnership with three of the world's largest game publishers, Boa is redefining creative strategy in mobile gaming.

Based in San Francisco, the team is founded by AI, adtech, and gaming veterans on a mission to reimagine advertising and marketing using GenAI technology.

250K+

Ads Creatives Analyzed

10K+

Mobile Games Tracked

1B+

Data Points

<https://reforgedlabs.com/>

01

Ad Creatives Trends for Global Mobile Games in 2025

Analysis of Creatives for Global Mobile Games

In 2025, there were 123 average monthly creatives per mobile game advertiser, up nearly 20% YoY. New creatives accounted for an average of 58%. New creatives accounted for over 60% in October.

Analysis of creatives

Average monthly creatives per mobile game advertiser in 2025

123

YoY: 19.4%↑

Max: 132

Min: 117

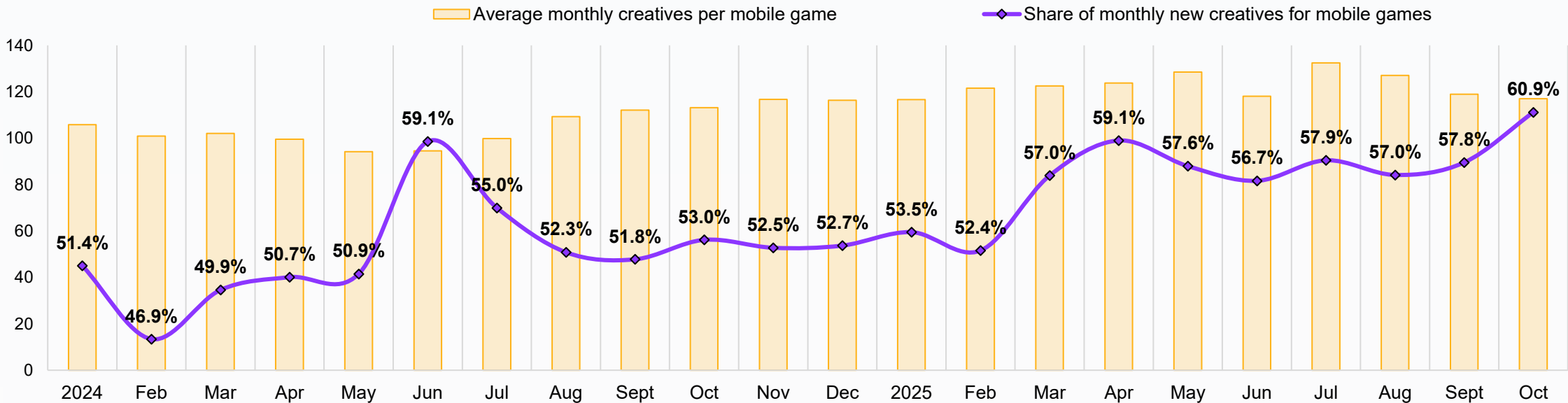
Share of monthly new creatives for mobile games in 2025

58.0%

YoY: 5.0%↑

Max: 60.9%

Min: 52.4%



Observation of Ad Creatives for Mobile Games by Region

Monthly creatives were the highest in North America and Hong Kong, Macao & Taiwan. Europe had the highest share of monthly new creatives.

- In North America and Hong Kong, Macao & Taiwan, there were 117 monthly creatives per mobile game advertiser, which means the most advertising effort was made there in 2025, followed by Oceania and Southeast Asia.
- Europe had the highest share of monthly new creatives of 46.4%, followed by 44.4% in South America and 44.0% in North America. Creatives were updated the slowest in Africa, with a share of monthly new creatives of 34.7%.

Highest monthly creatives:
North America

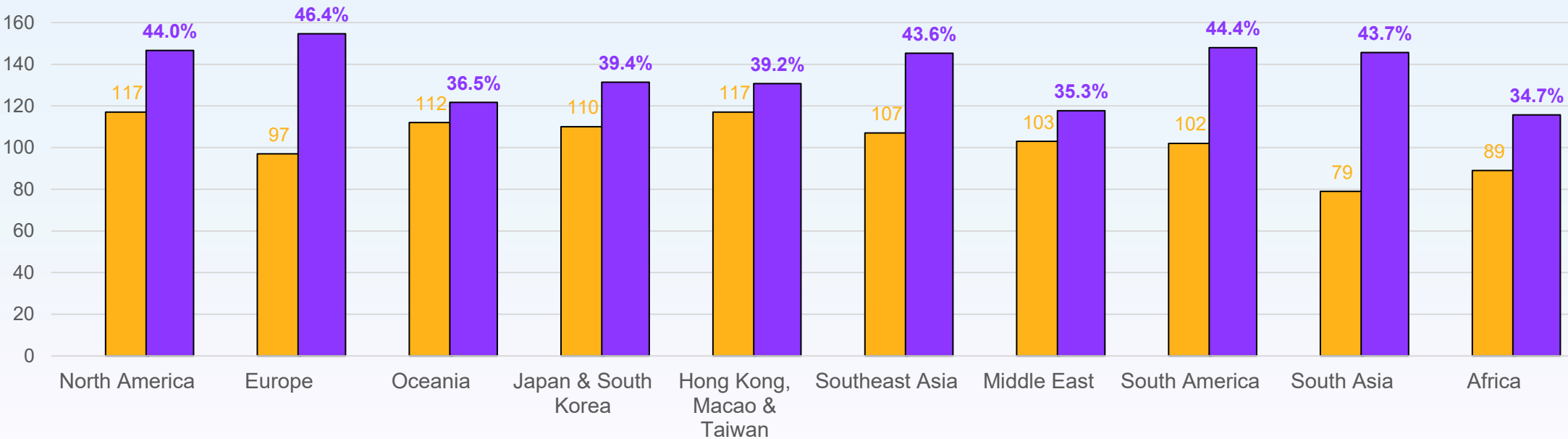
117

Highest share of monthly
new creatives: Europe

46.4%

Monthly creatives per advertiser

Monthly new creatives (%)



Observation of Ad Creatives for Mobile Games by Genre

SLGs contributed over 300 monthly creatives per advertiser, far more than other genres. For casino, RPG, and arcade mobile games, new creatives accounted for over 60% of creatives.

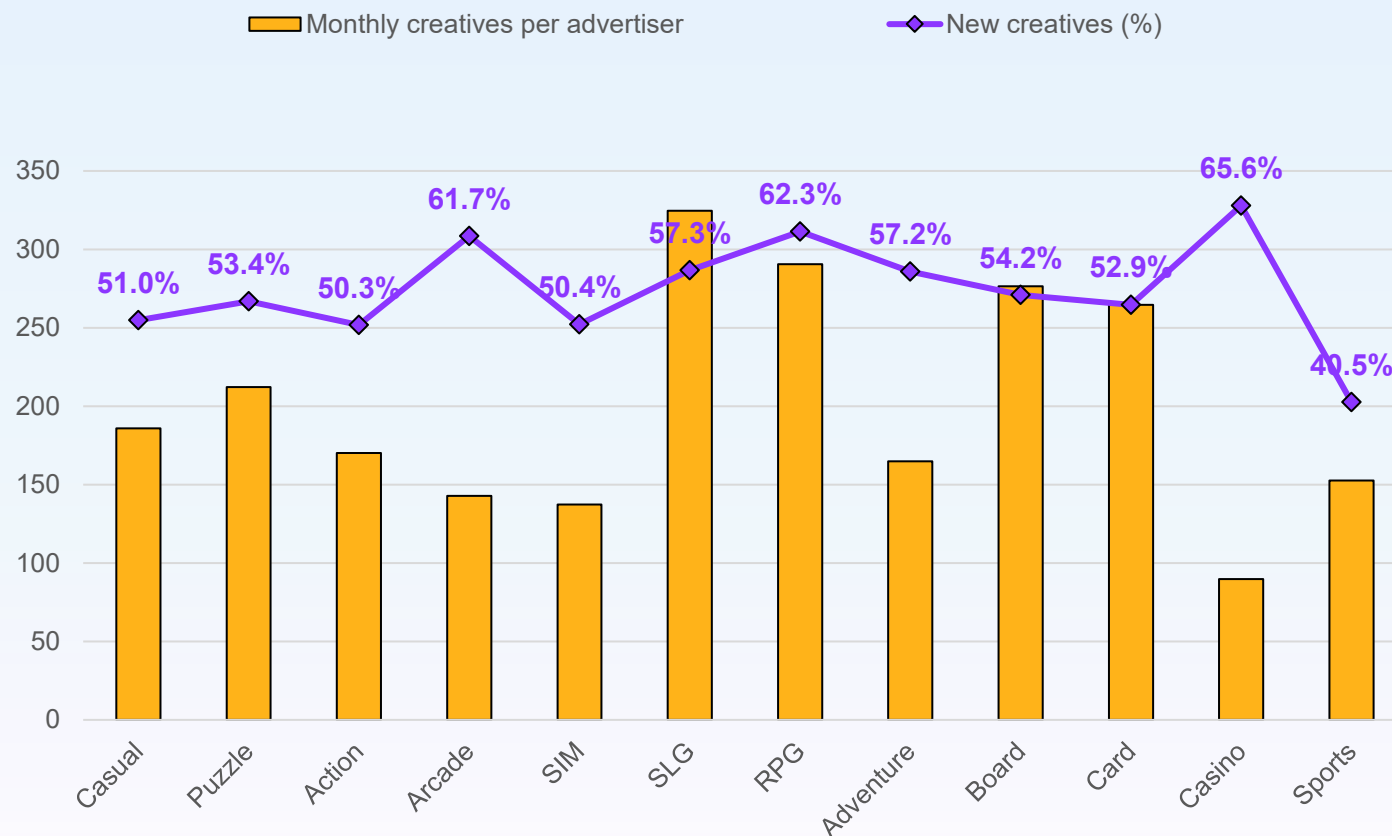
Highest monthly creatives per advertiser: SLG

In 2025, SLGs had 325 monthly creatives per advertiser, the highest among all genres, followed by RPGs with 291 and board mobile games with 276.

Highest share of new creatives: Casino

Casino released new creatives the most frequently among all genres this year with monthly new creatives accounting for over 65%, followed by RPGs with monthly new creatives accounting for over 62.3%.

Observations of creatives for games of popular genres in 2025

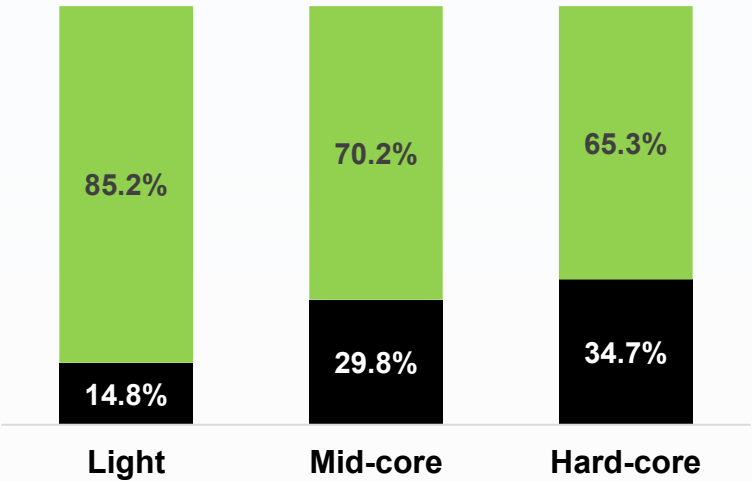


Analysis of Creatives shares for Mobile Games on Android and iOS

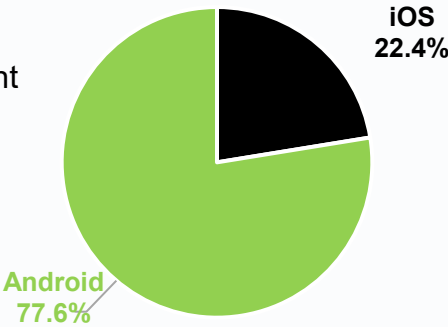
Hard-core games dominated iOS creatives, with Hong Kong, Macao & Taiwan contributing the largest share. New creatives made up over 55% on both iOS and Android, with Android showing a slightly higher proportion.

Shares of creatives for top mobile game genres on Android and iOS

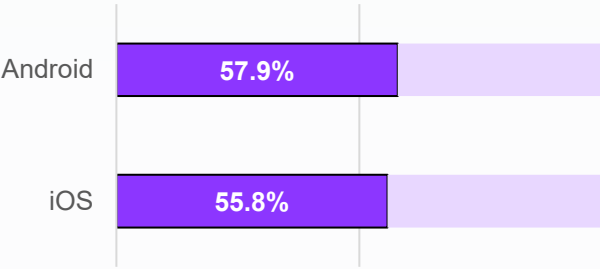
Hard-core games led iOS creatives at 34.7%, while light games had the lowest share at 14.8%.



Share of creatives on iOS & Android in 2025

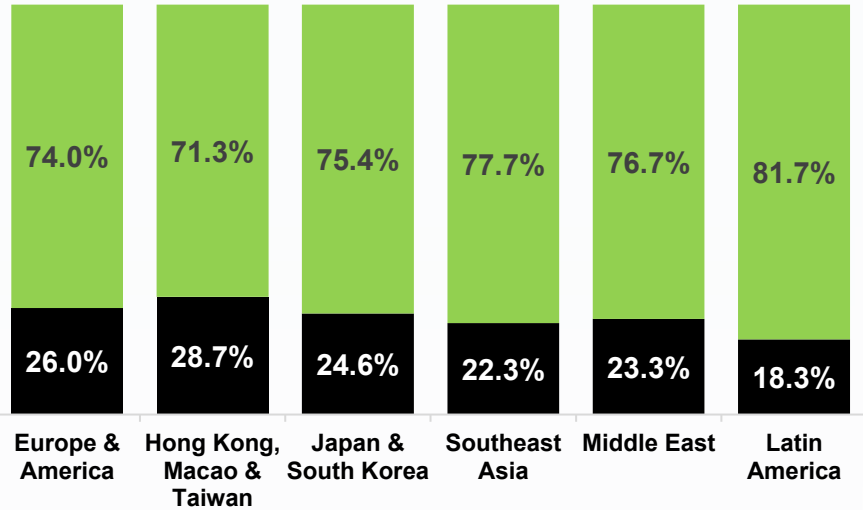


Shares of monthly new creatives on iOS & Android



Shares of creatives for mobile games in top regions on Android and iOS

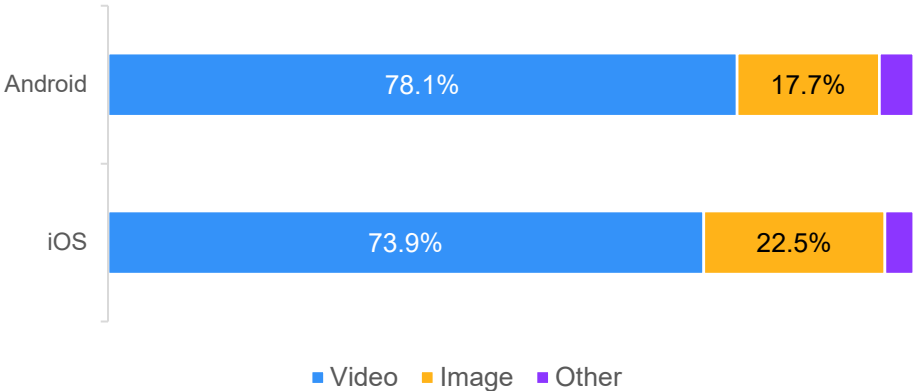
Hong Kong, Macao & Taiwan contributed the biggest share of creatives on iOS, 28.7%, followed by Europe and the USA with 26%. Latin America had over 80% creatives on Android, which was the biggest share.



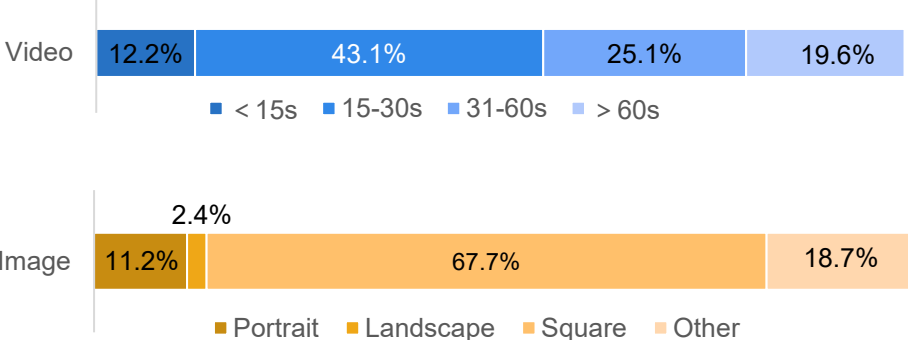
Trends in Mobile Game Creatives by Type

Video creatives on Android accounted for a share that was 4.2% higher than on iOS. Puzzle mobile games had the biggest share of video creatives, 83.5%. Casino mobile games had the biggest share of image creatives, 38.4%.

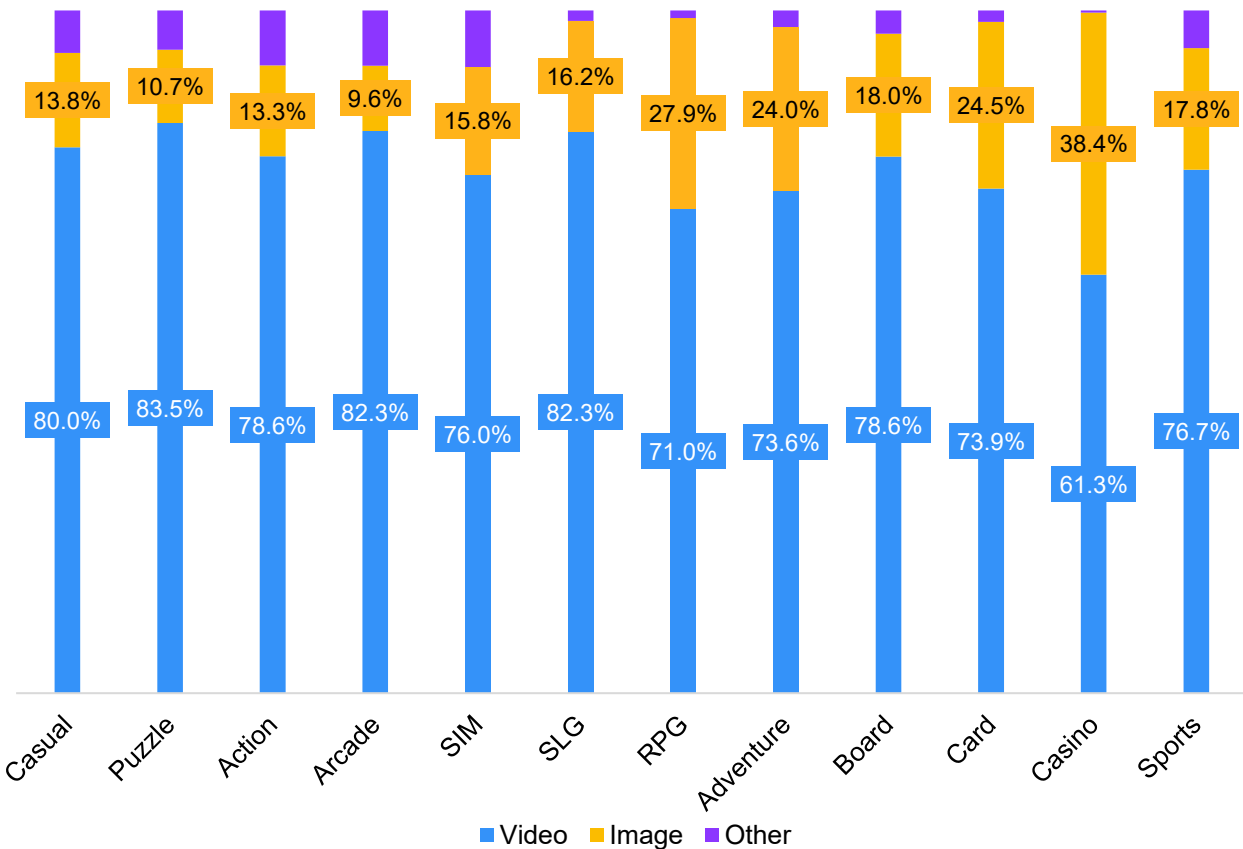
Share of creatives by type on Android and iOS



Share of video & image creatives by length & format



Shares of creatives of different types for mobile games by genre



TOP 20 Global Mobile Games by Advertising in 2025



iOS				Android			
1		Vita Mahjong	Vita Studio	11		Idle Office Tycoon	Warrior Games
2		Lands of Jail	EWORLD	12		The Grand Mafia	Yotta Games
3		Block Blast!	Hungry Studio	13		MONOPOLYGO!	Scopely
4		Mafia City	Yotta Games	14		Wuthering Waves	Kuro Games
5		Jigsawscapes®	Learnings	15		Emblem Assemble: Neo	HONGKONG LOME
6		Zen Color	Learnings	16		Block Crush	Wonderful Studio
7		Braindom	Matchingham Games	17		Paint by Number Coloring Games	Learnings
8		Last War:Survival	FUNFLY	18		BrainWho?	Matchingham Games
9		Tile Explorer	Learnings	19		Play Rummy Passion Cash Games	Passion Gaming
10		Zen Word®	Learnings	20		主公快逃	Bingchuan Network
1		Vita Mahjong	Vita Studio	11		Jigsaw Puzzles for Kids	Spekadol
2		Tile Explorer	Learnings	12		Braindom	Matchingham Games
3		Lands of Jail	EWORLD	13		Last War:Survival	FUNFLY
4		Jigsawscapes®	Learnings	14		Last Z:Survival Shooter	Florere Game
5		Zen Color	Learnings	15		Whiteout Survival	Century Games
6		Block Blast!	HungryStudio	16		One Line: Drawing Puzzle Game	Kidding Box
7		Dark War Survival	FlorereGame	17		Titan War	Bingchuan Network
8		Paint by Number Coloring Games	Learnings	18		MONOPOLYGO!	Scopely
9		The Grand Mafia	Yotta Games	19		Jig Fun	Milton Clarke
10		Zen Word®	Learnings	20		Hero Clash	Bingchuan Network

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

02

Analysis of Advertising & Creatives for Top Mobile Games

Advertising Analysis of a Top Mobile Game Advertiser: Royal Match

It was the highest-grossing match-3 mobile game globally, remaining one of the top 3 best-selling games in the U.S., UK, Germany, and other European countries.

Royal Match

Dream Games

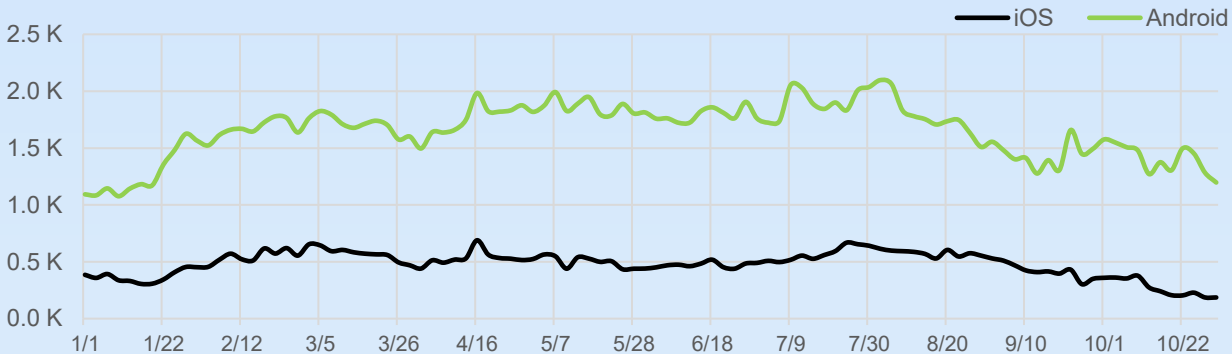
Advertising Data

First advertising date: July 2020

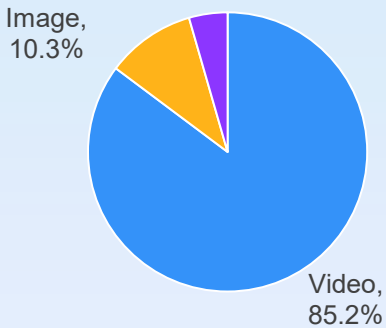
Total deduplicated creatives: 99.4K



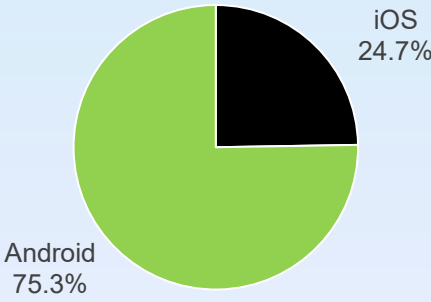
The game's ad creatives on iOS and Android in 2025



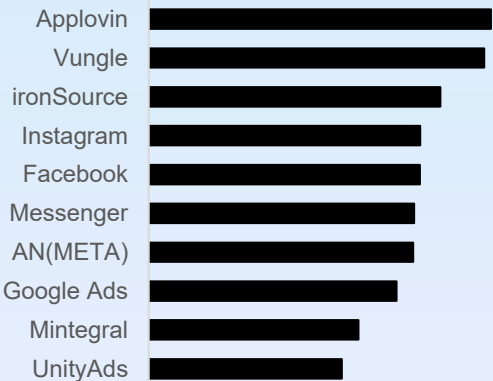
Share of creatives by type



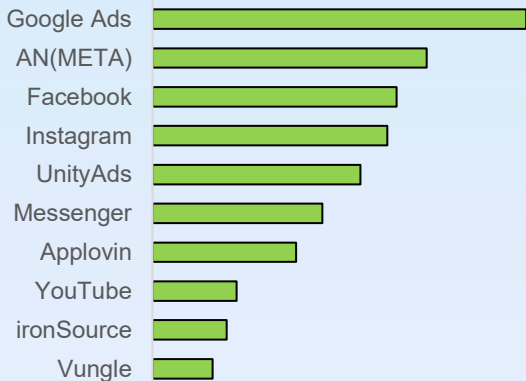
Share of creatives on iOS & Android



Major advertising platforms on iOS



Major advertising platforms on Android



Case Study: Royal Match

The hook of this top-performing Royal Match ad uses a tried and true formula, but with more effective elements like a simple yet dynamic peril paired with diegetic sound effects.



Click the image to play

Studio
Dream Games

Network Applovin
First Seen June 2025

Total Impression Share
~10.5%

Network Impression Share
~31.5%

Ad Style
Gameplay, CGI Animation

Ad Emotions
Tension, Urgency, Panic

Hook Analysis

This hook is uniquely effective because...

- **Simple and immediate, yet dynamic peril:** Many lower performing ads either have the king already in peril (e.g. chamber already filled with metal balls), or require too much setup (e.g. complex multi-pronged route for the balls to fall). This hook goes from no peril to serious peril in seconds in a simple yet dynamic way.
- **Diegetic sound:** This hook relies on sound of action that is actually happening on screen to convey the peril (cascade of metal balls), which is more visceral than the ominous music often used by other similar but lower performing ads.

...while still embracing tried and true elements

- **Juxtaposed for clarity:** The dark, dangerous trap is set above a bright puzzle board. It draws the eye to the solution (the puzzle) and makes the stakes of the puzzle incredibly clear. Solving the puzzle isn't for points; it's for survival.

Advertising Analysis of a Top Mobile Game Advertiser: MONOPOLY GO!

Thanks to the Monopoly IP, the game grossed over \$5 billion within 24 months after its launch. The game focused on hiring internationally A-listers for its advertising.

MONOPOLY GO!

Scopely

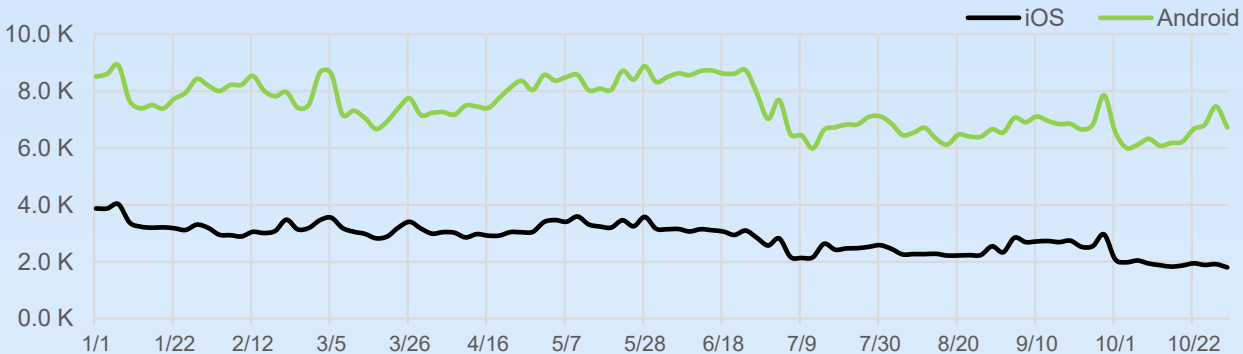
Advertising Data

First advertising date: July 2022

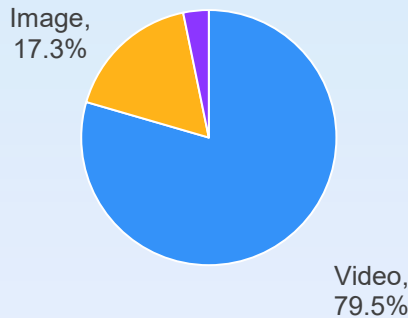
Total deduplicated creatives: 178.4K



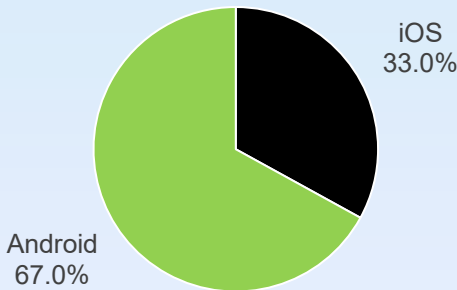
The game's ad creatives on iOS and Android in 2025



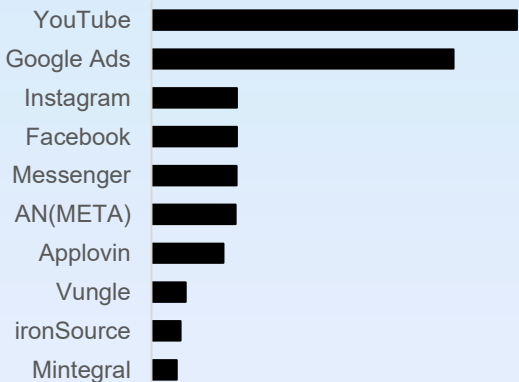
Share of creatives by type



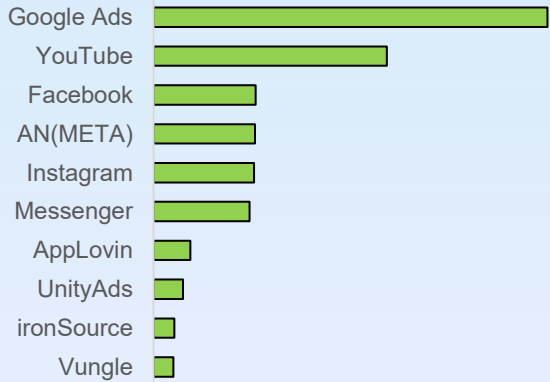
Share of creatives on iOS & Android



Major advertising platforms on iOS

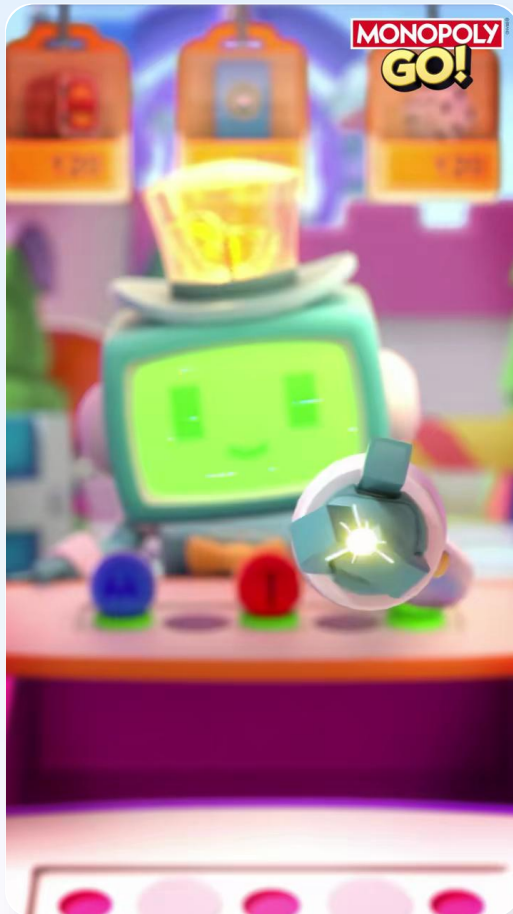


Major advertising platforms on Android



Case Study: MONOPOLY GO!

The hook of this top-performing MONOPOLY GO! ad is effective because it avoids the brand's preconceived associations; it promises that the full game has calm mini-games beyond one's notions of a Monopoly game.



Click the image to play

Studio
Scopely

Network **First Seen**
AdMob July 2025

Total Impression Share
~2.5%

Network Impression Share
~9%

Ad Style
CGI Animation

Ad Emotions
Curiosity, Amusement,
Satisfaction

Hook Analysis

This hook is uniquely effective because...

- **Strategic disconnect from Monopoly brand:** Hides Monopoly's associations of being a long, slow board game and instead sparks curiosity by showing an unexpected robot mini-game.
- **Broader, simpler appeal:** While many MONOPOLY GO! ads feature hooks with live influencers or actors highlighting the game's social competition aspect, not all players are looking for social competition or connect with the chosen influencers. This hooks' simple, instantly understandable, and satisfying mini-game has broader appeal and requires lower cognitive load.

Advertising Analysis of a Top Mobile Game Advertiser: Kingshot

Though it was only released in 2025, the game had grossed over \$100 million in revenue in a single month. “Shoot Bow + Kingdom Construction” made the game another global phenomenal success of Century Games.

Kingshot

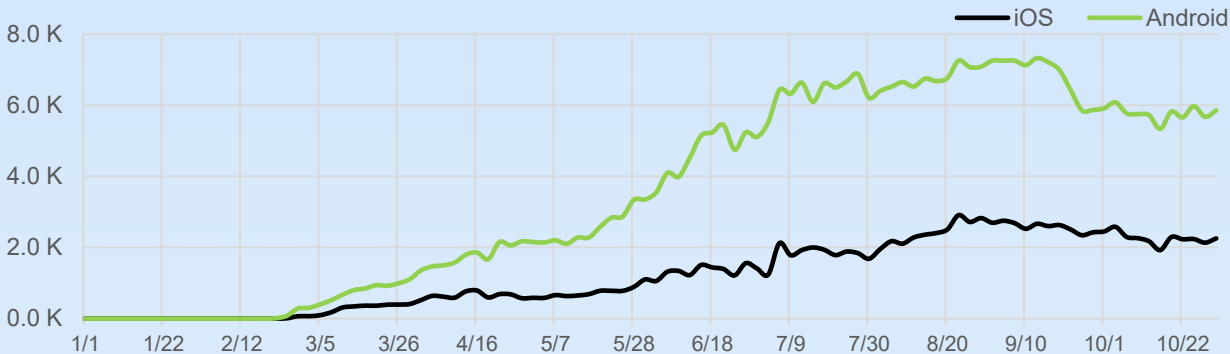
Century Games

Advertising Data

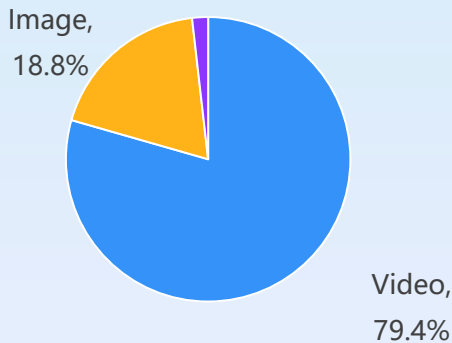
First advertising date: August 2024
Total deduplicated creatives: 45.3K



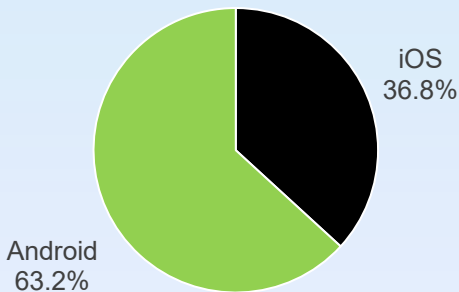
The game’s ad creatives on iOS and Android in 2025



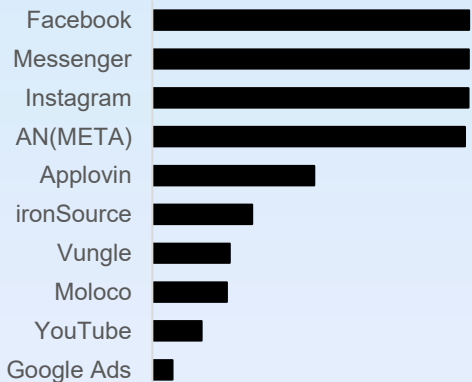
Share of creatives by type



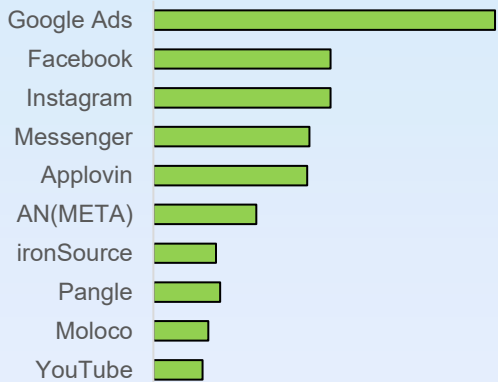
Share of creatives on iOS & Android



Major advertising platforms on iOS

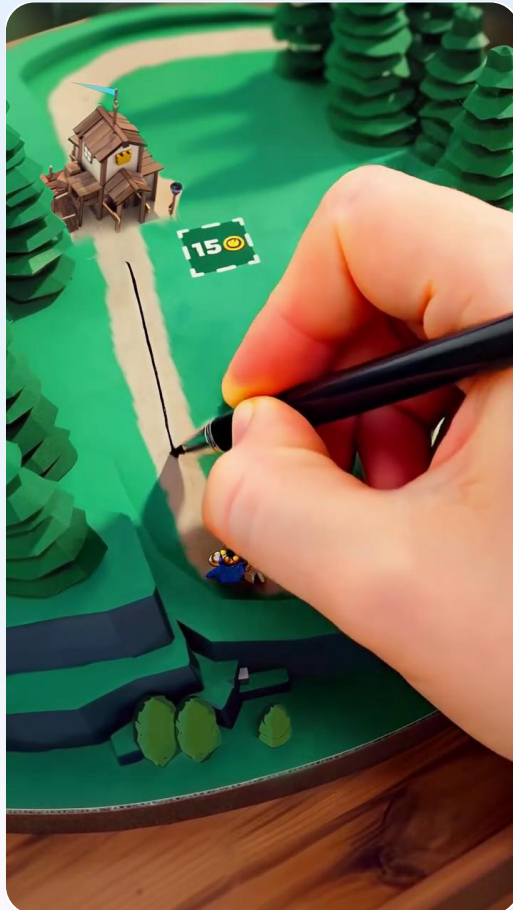


Major advertising platforms on Android



Case Study: Kingshot

The hook of this top-performing Kingshot ad is effective because it is unique, sensory-rich, and perfectly symbolic of the game's core promise, setting it apart from the sea of high-urgency "fail ads" used by its competitors.



Click the image to play

Studio
Century Games

Network **First Seen**
Facebook June 2025

Total Impression Share
~25%

Network Impression Share
~70%

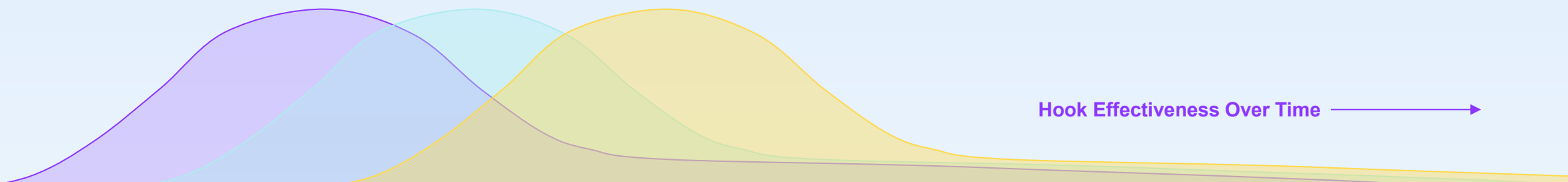
Ad Style
Live Action, Gameplay,
CGI Animation

Ad Emotions
Curiosity, Intrigue,
Tactile Satisfaction

Hook Analysis

- **Hook creativity:** Subverts expectations with a real human hand drawing on a mini diorama instead of using shock or failure.
- **Player agency:** The hand represents the player as the guiding force, showcasing control and strategy as the game's core mechanic.
- **Sensory detail:** Pencil scratching sound adds a satisfying, tactile layer often seen in puzzle ads.
- **Competitor contrast:** Competing ads rely on stress, chaos, or overwhelming enemies to hook players.
- **Unique positioning:** Kingshot's calm and creative hook stands out, promising strategy and control over reaction and survival.
- **Broader appeal:** Likely attracts players interested in clever mechanics, not just action or chaos.

Balancing between experimentation and exploitation



Hooks, as with many ad elements, have a predictable life cycle:

1. A novel yet effective hook is discovered and sees outsized ROAS for early adopters
2. Competitors fast follow with copies, though the concept is still very effective
3. The concept becomes oversaturated and tired, losing its effectiveness and requiring new concepts or refinement of existing concepts.

Top advertisers are able to keep their hooks fresh and effective in their latest ads with a variety of tactics:

- Royal Match using a tried and true “King in Peril” hook, but with a more dynamic peril and more diegetic sound
- MONOPOLY GO! featuring universally appealing mini-games instead of focusing on board game or social elements
- Kingshot borrowing a hook idea more commonly found in the Puzzles genre to great effect

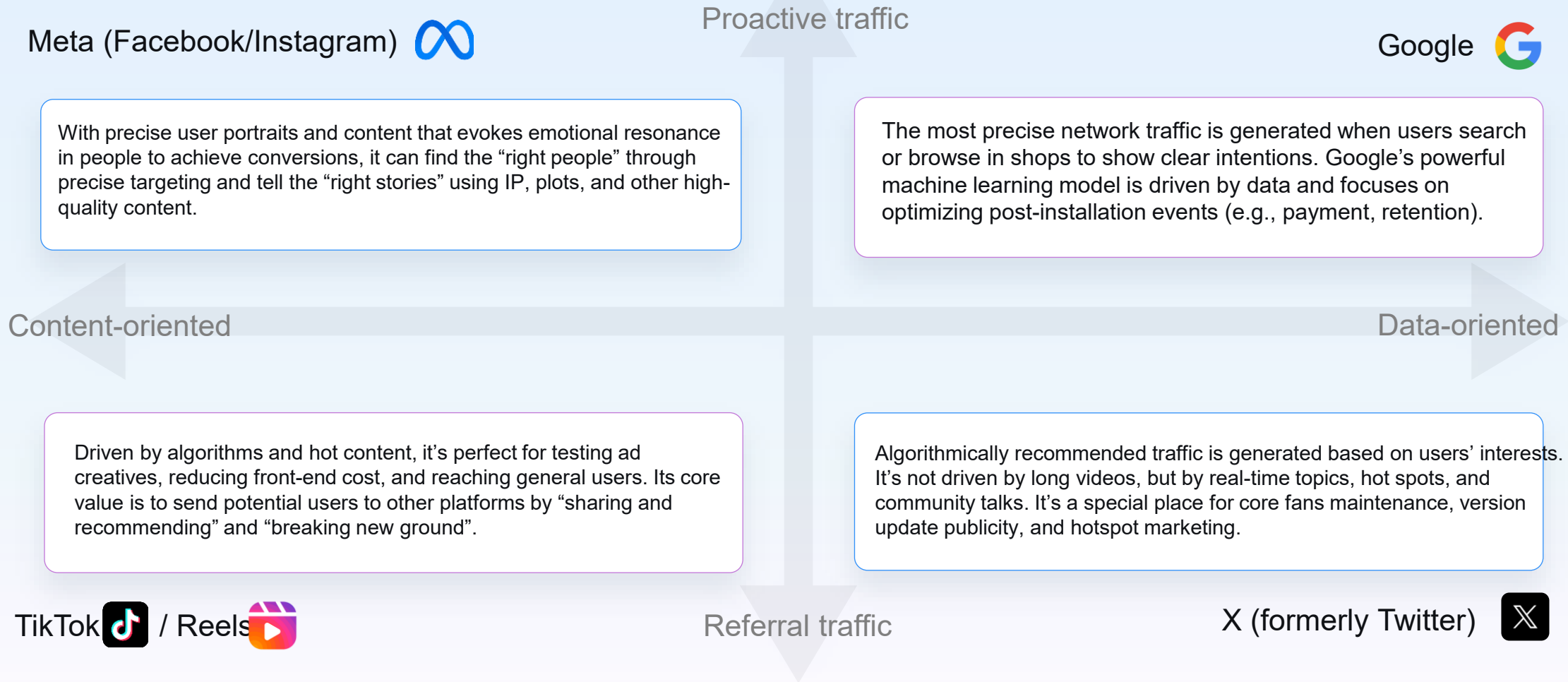
With Reforged Labs, mobile game studios can rapidly see when their own hooks are losing effectiveness, what new hooks are working for competitors, and understand why.

03

Analysis & Case Studies of Trending Mobile Game Ad Creatives

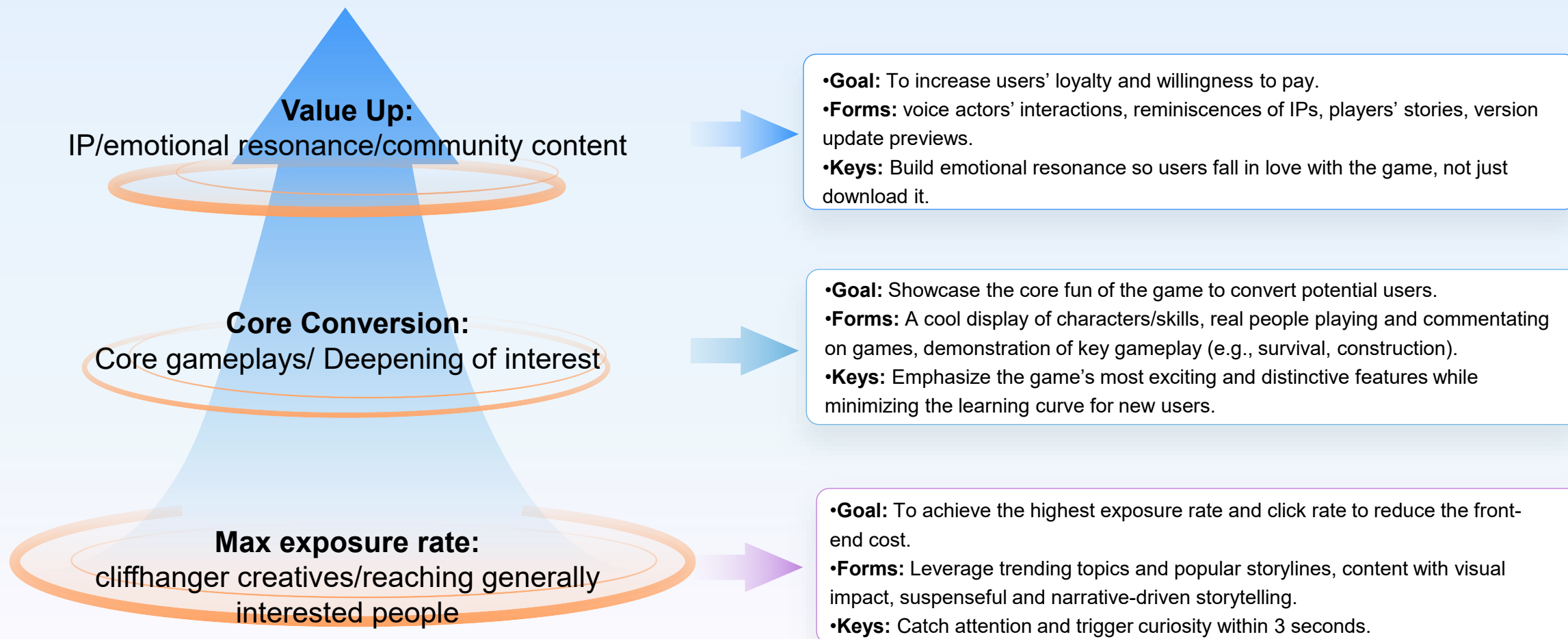
Advertising – Refined Operation Strategies of Traffic End

Operation of network traffic must go deep on different platforms, from massive advertising to precise targeting.



Advertising – Stratified Communication Strategy of Creatives

Creatives must be designed differently, telling stories to general users and introducing gameplay to core users.



Examples and Summaries of Popular Creatives

Novelty, Theatrical, and Eye-catching

Challenge and Defeat

Lousy performance in the creatives sparks viewers' urge to try it themselves.

e.g., Let's see how I get stuck on stage 1 of a 100-stage game.

Striking Contrast Effect

Contrast + Level-up experience

e.g., Lv.1 vs Lv.99 (in skills/characters/houses/pets, etc.)

Strong Visual Impact

Attractively strange actions and illogical gameplays

e.g., Reverse-flowing water, counter-intuitive but intriguing.

Gameplay Demonstration

3-Step Tutorial

Easy to play + A clear goal + Successful feedback

e.g., Slide → Combine → Upgrade → Rewards

"Which one will you choose"

The options trigger debates & thoughts

e.g., Save your mom or girlfriend? Combine the left or the right?

Hyper-casual Speedrun

The creatives show how to clear stages in a fast way.

e.g., Clear a stage within 3 seconds, with urgent, high-tempo music.

Embedded Dramas or Scenarios

Conflicts

Start with emotional conflicts

e.g., Couples/spouses fight over a mobile phone to play a game.

Trigger Emotions

The creatives show common troubles and how to feel better and relaxed by playing games.

Real Scenes of Life

Play games everywhere, in a subway, kitchen, bedroom, etc.

e.g., "Play before bed", "Play after lunch"

Intellectual Challenges

The challenges are stimulating, brain-teasing, and hard to put down.

Difficult questions / Can you get it right?

e.g., 99% people failed the question. How about you?

Use tricky images / quick quizzes to grab users' attention and get them thinking.

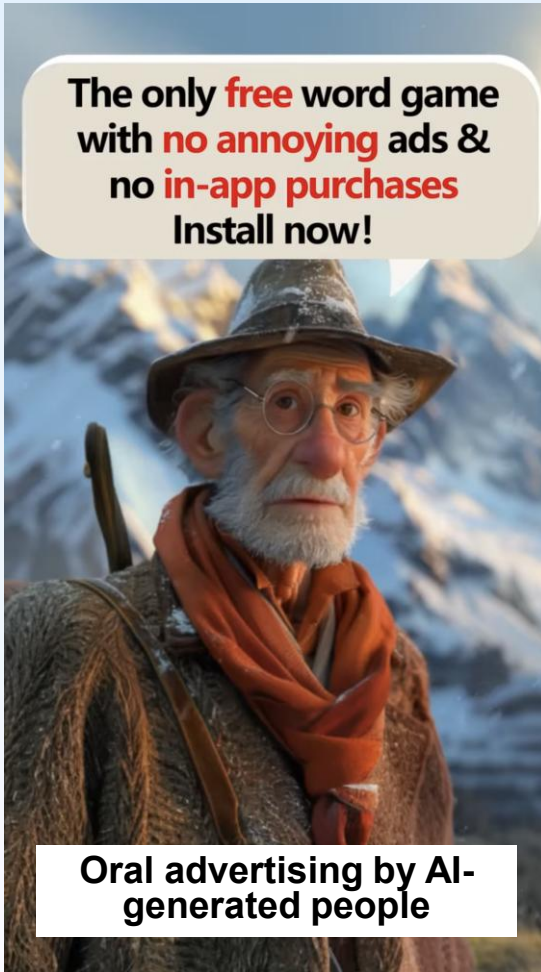
e.g., Who can figure out at a glance what's wrong with this card?

Using a progress bar to trigger a sense of challenge.

e.g., I can get to stage 12 at best. How about you?

Analysis of Popular Creatives for Mobile Games: AI-generated Creatives

With the rapid development of AI technology in 2025, there was a surging number of AI creatives for mobile games. Over 90% advertisers had used AI to make ad creatives for their mobile games.



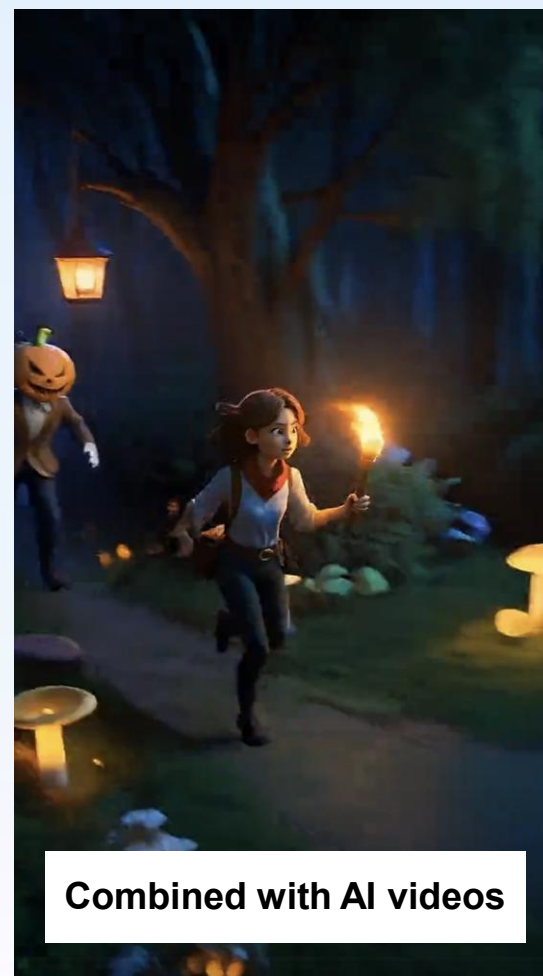
Analysis of Popular Creatives for Mobile Games: Mini-game Creatives

Mathematical gates have been an ever-popular element for mini-game creatives. In 2025, there were many new “tower-defense” mini-game creatives. There was also an increasing share of creatives with stimulation elements.



Analysis of Popular Creatives for Mobile Games: Classic 3s-Start

A good start helps a video creative attract more clicks and reach a higher completion rate. The following are four types of starts of most effective creatives according to SocialPeta.



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 80 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 2025– Oct 2025

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

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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

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