

2024 Global Mobile Apps Marketing Trends White Paper

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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

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Industry Insights

1

[Overall Marketing
Data Analysis of
Global Mobile Apps](#)

2

[Special Marketing
Analysis of Short
Dramas & AI](#)

3

Social, Health, Finance

[Marketing Analysis of
Popular Mobile App
Categories](#)

4

[Marketing Analysis of
Mobile Apps in Top
Regions](#)

CONTENT

Industry Insights

Industry Insights

When discussing the major trends shaping the mobile app industry, we are clearly witnessing a decline in the share of affiliate traffic across all verticals and regions. **Clients are no longer prioritizing cheap traffic but are focusing on long-term metrics beyond user acquisition costs.** There's also a growing emphasis on traffic quality, with more clients willing to accept higher traffic costs to minimize cannibalization and reattribution.

With the introduction of Google Sandbox, I believe this trend toward more robust analytics will only accelerate. Another noticeable shift is that many clients are moving away from audience segmentation. In some cases, campaigns are being launched without specific targeting, even for apps unavailable in entire countries. This change is driven by advancements in traffic source algorithms, with Google leading the way in audience automation. **At present, deep segmentation in major DSPs and traffic sources often results in higher costs without a proportional increase in efficiency. I anticipate that full automation will become the standard across all platforms in the future.**

Lastly, we're seeing a clear trend toward market monopolization and a move away from self-serve platforms. Many traffic sources have been acquired by large holding companies or similar organizations. Furthermore, several historically self-serve platforms have shifted entirely to managed services. While this reflects the growing trend toward automation, it also indicates that traffic management is becoming increasingly opaque – a "black box."

Karina Vasyukevich
Head of User Acquisition at [Zorka.Agency](https://zorka.agency)



Industry Insights

When it comes to the major trends, the mobile app industry will be shaped by two forces: **stricter privacy regulations and rising user expectations for seamless, personalized interactions**. To succeed, apps must unify and activate their user data responsibly—ensuring every interaction, from push notifications to email and SMS, aligns with personal preferences and consent.

Retention-first growth will define most app categories, but earning user trust remains a challenge. **There's no AI-driven shortcut to loyalty—brands must prove their value with consistent, relevant engagement.**

Still, **automation and machine learning will be essential for high-value retention**. Apps need to process months of behavioral data and thousands of precise triggers to ensure they deliver the right message when users are most receptive. Success will require a blend of technology and deep human understanding—those who balance it right will amplify lifetime value without compromising trust.

Max Konev
CEO & Founder at [Pushwoosh](https://pushwoosh.com)



Industry Insights

The mobile app industry presents both challenges and opportunities. **Challenges include the need for transparency and fairness, particularly regarding policies and regulations, as well as the necessity to bridge gaps in cross-device media strategies. Opportunities lie in several major trends reshaping user engagement and monetization strategies.**

One standout trend is the CTV integration and mobile apps. As CTV gains popularity, app developers are leveraging its seamless cross-device experiences to create more interactive and immersive advertising campaigns. Apps with in-built support for CTV ensure users can switch effortlessly between devices while advertisers capitalize on precise targeting across screens.

Telegram-based apps and platforms are another rising trend in Europe. Telegram's ecosystem has become a hub for mini-apps, bots, and communities, offering new opportunities for app developers to engage users in innovative ways.

AI and data-driven personalization remain pivotal, but innovation lies in how they're applied. Beyond improving recommendation engines and user experiences, AI is being used to automate creative processes in ad design, predict trends in user behavior, and optimize app performance in real time.

These trends signal that innovation, user-centricity, and adaptability will be key to thriving in an increasingly competitive market.

Yaron Tomchin
CEO at [Mobupps](#)



Industry Insights

2024 has been a transformative year for the mobile marketing ecosystem, with several trends that have stood out:

- **Rapid Growth of iOS Users in Emerging Markets:** One of the most surprising trends has been the substantial growth in iOS users in markets traditionally dominated by Android, such as India, Indonesia, and parts of Africa. This shift has been driven by Apple's strategic pricing, local manufacturing, and a growing preference for premium devices in these regions. This has created new opportunities for app developers and marketers to tap into a previously untapped segment of high-value users.
- **AI-Driven Personalization:** The pace at which generative AI is evolving has been remarkable. AI-powered solutions are now enabling hyper-personalized user experiences in real time, from ad creatives to in-app interactions, which has raised the bar for user engagement.
- **Focus on Privacy-First Marketing:** With tighter regulations and Apple's continued push for user privacy, brands have had to rethink how they collect and use data. The growing reliance on server-side tracking and privacy-safe attribution models has been a significant shift.
- **Emergence of Super Apps in New Markets:** Super apps, particularly in emerging markets like Southeast Asia and Latin America, have seen exponential growth, shifting user behavior and requiring marketers to think beyond single-app ecosystems.
- **Localized Marketing as a Necessity:** With globalization and localization running parallel, brands can no longer afford to ignore localized messaging, especially in culturally diverse markets. This trend is particularly strong in regions like Indonesia, India, and the Middle East.
- **Introduction of Apple Search Ads (ASA) in Emerging Markets:** The rollout of ASA in regions like Brazil, especially during peak shopping seasons such as Black Friday, has opened up new avenues for advertisers. This strategy leverages the growing iOS user base in these markets, enabling brands to target high-value users effectively.

What surprised me most was how quickly marketers adapted to these shifts. The agility with which brands pivoted strategies to stay ahead of these changes has been inspiring.

Viraj Sinh
Chief of Strategic Initiatives at [Newton](#)



Industry Insights

Mobile gaming dominates the industry, with 90% of all gameplay occurring on mobile devices. Within this segment, free-to-play (F2P) titles account for over 80%, and globally, ads are the primary revenue source for more than 80% of these F2P games.

Despite this reliance on advertising, the mobile gaming industry faces a critical challenge: the absence of a truly effective, gaming-centric monetization solution. Current methods fall short. Live games, in particular, require monetization strategies that drive profitability without negatively impacting the player experience. However, mobile game developers struggle to achieve scale and profitability due to the limitations of conventional ad formats and monetization platforms. These solutions are often poorly suited for gaming, intrusive, lack proper consent mechanisms, disrupt gameplay, and deliver low eCPMs and fill rates.

The industry urgently needs a gaming-focused monetization solution, such as "game-commerce." This solution should be immersive, consent-based, non-intrusive, prioritize the gamer experience, and offer premium CPMs to boost revenue and other key game metrics.

Vijay Singh
Founder & CEO at [Trophée](#)



Industry Insights

Scaling App Growth with CTV & Retargeting

The mobile app market continues to expand, but rising acquisition costs and fierce competition are pushing advertisers to rethink their strategies. Sustainable growth now requires a **full-funnel approach**, where **CTV's large-screen engagement and retargeting's precision** work together to drive long-term value.

CTV is evolving beyond brand awareness into a **performance marketing channel**, linking high-impact exposure with **app installs and in-app actions**. As streaming overtakes traditional TV, ad-supported platforms are expanding globally, creating new opportunities for user acquisition. Smadex's collaborations with leading developers have proven that **CTV not only enhances reach but also improves retention and ROAS** through precise targeting and cross-device attribution.

At the same time, **retargeting is becoming essential**. With most users churning within days of installation, reconnecting with past visitors is key to increasing engagement and maximizing LTV. Combining **UA with retargeting** ensures ad budgets are spent efficiently, reinforcing user journeys from first install to repeated conversions.































As a fast-growing DSP, Smadex delivers **AI-powered optimization, cross-device reach, and full transparency**, helping advertisers scale campaigns with precision. As **CTV and retargeting reshape app growth**, those who integrate both will gain a lasting competitive edge in 2025 and beyond.

Overall Data































Marketing Analysis of Global Mobile Apps in 2024



Top 30 Apps by Advertising on iOS in 2024

1		ICA ICA Sverige	Food
2		Temu Pinduoduo	Shopping
3		MoboReels MoboReader	Short drama
4		ShortMax Jiuzhou Wenhua	Short drama
5		DramaBox Dianzhong Tech	Short drama
6		Chopstix UK Chopstix Restaurant LTD	Food
7		Kalos TV QINRON	Short drama
8		KARIZ CarGurus	Shopping
9		GoodNovel New Reading	Web Fiction
10		6Play M6	Entertainment
11		MiniShorts Noventure PTE. LTD.	Short drama
12		Fever Fever	Entertainment
13		MoboReader MoboReader	Web Fiction
14		Lera MoboReader	Web Fiction
15		SHEIN Shein	Shopping
16		BetterMe BetterMe	Health
17		Sympla Sympla	Ticketing
18		Headway Universe	Education
19		GoodShort New Reading	Web Fiction
20		LeReader LeReader	Web Fiction
21		Manobook MoboReader	Web Fiction
22		Novellair QVON	Web Fiction
23		ReelShort Crazy Maple Studio	Short drama
24		FancyNovel 烈英 李	Web Fiction
25		ReadNow 成都凤鸣轩	Web Fiction
26		Mylib 子岳 罗	Web Fiction
27		PopFic 伦 李	Web Fiction
28		ReadNow 成都凤鸣轩	Web Fiction
29		Shot Short Dazoread.com	Short drama
30		Halara HK DFS Limited	Shopping

Top 30 Apps by Advertising on **Android** in 2024

1		Temu Pinduoduo	Shopping
2		NewsBreak Particle Media Inc.	News
3		SHEIN Shein	Shopping
4		ShortMax Jiuzhou Wenhua	Short drama
5		DramaBox Dianzhong Tech	Short drama
6		MoboReels MoboReader	Short drama
7		Kalos TV QINRON	Short drama
8		ReelShort Crazy Maple Studio	Short drama
9		TikTok ByteDance	Short video
10		NovelOasis NovelOasis	Web Fiction
11		Local News NEWSDELIVER	News
12		Alibaba.com Alibaba	Shopping
13		Pocket FM Pocket FM	Audio series platform
14		GoodNovel New Reading	Web Fiction
15		Fever Fever	Entertainment
16		NovelBar QVON	Web Fiction
17		AliExpress Alibaba	Shopping
18		Multi App KT Tech	Tool
19		Headway Universe	Education
20		ChatBot X PhotoKit	AI
21		Shopee PH Shopee	Shopping
22		RSS Junkie Bit Powder	Tool
23		Private Gallery Share Any	Entertainment
24		Sereal+ COL	Short drama
25		MiniShorts Noventure PTE. LTD.	Short drama
26		Trip.com Ctrip Travel	Travel
27		Sympla Sympla	Ticketing
28		X PhotoKit X PhotoKit	Photo
29		GoodShort New Reading	Web Fiction
30		Dreame STARY	Web Fiction

2024 Advertising Trends in Global Mobile Apps

With less competition among mobile app advertisers in 2024, monthly advertisers declined by about 8.9% compared with 2023. There was a significant growth of monthly creatives mainly contributed by top shopping and short drama apps. There were 159 monthly creatives per advertiser in 2024, representing a YoY increase of about 28.7%.

Monthly active advertisers in 2024

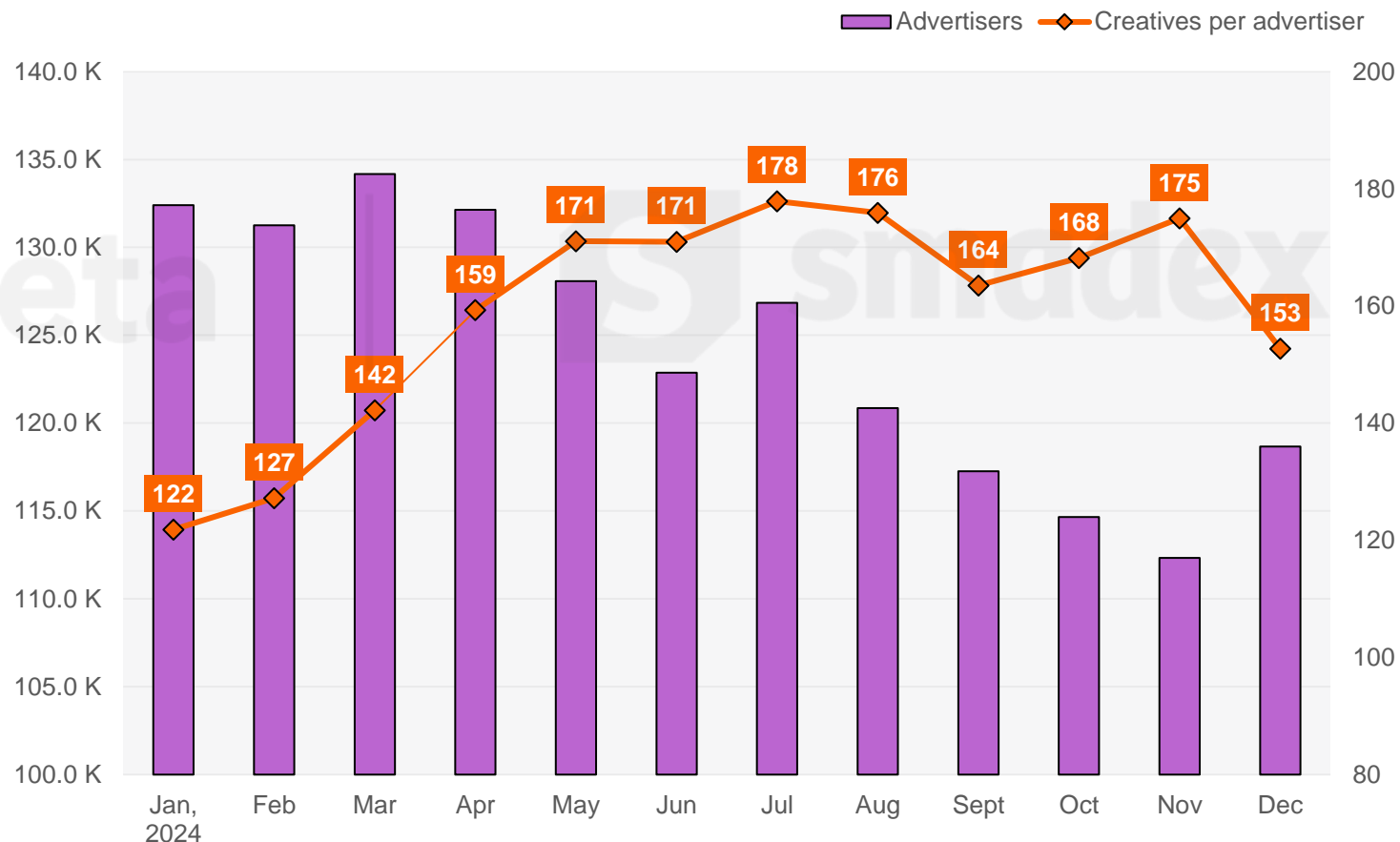
124K

YoY 8.9%↓

Monthly creatives per advertiser in 2024

159

YoY 28.7%↑



Observations about App Advertising in Top Countries/Regions

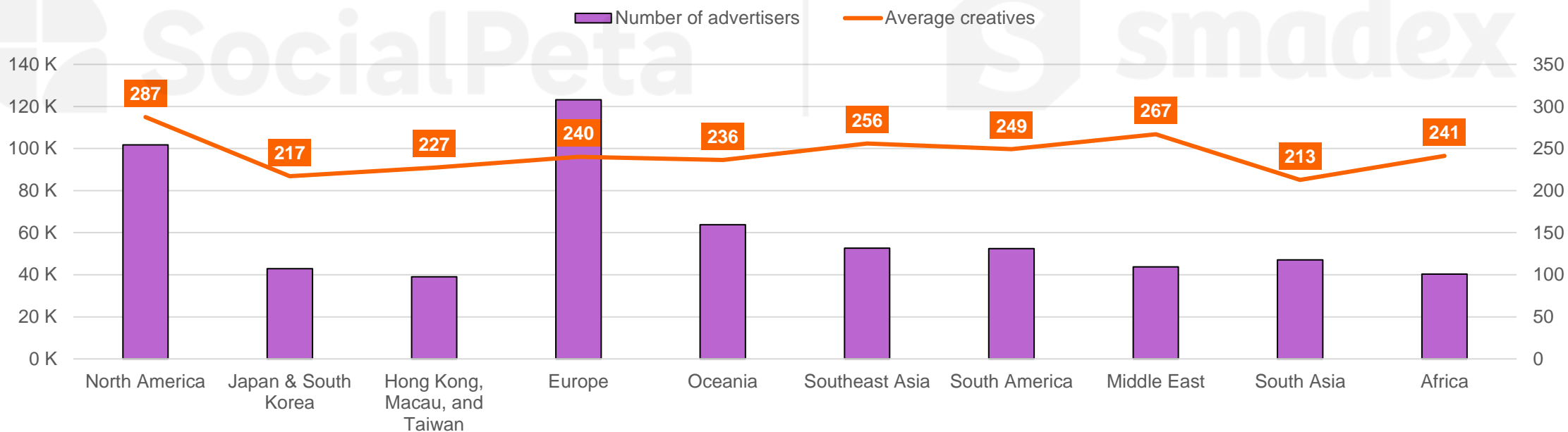
- Europe reported the highest number of advertisers while South Asia had the lowest.
- Middle East is second only to North America in terms of the number of creatives per advertiser.

Highest number of advertisers in 2024: Europe

In 2024, Europe recorded over 123K active mobile app advertisers, the highest among all regions.

Highest average creatives in 2024: North America

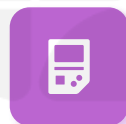
North America remained the No.1 market in terms of the number of creatives per advertiser, immediately followed by Middle East which surpassed Southeast Asia, South America, and other popular regions.



Observations about New Creatives for Global Mobile Apps in 2024

There was a slight decline in the total advertisers with new creatives, but the total number of new creatives surged to a 2-year peak.

- With less competition among middle and small-sized companies in Q3 2024, the percentage of advertisers that released new creatives plunged to a new low of about 79.3%.
- The trend of annual peaks remained the same. The total new creatives peaked in Q3 2024 at about 31.9M.



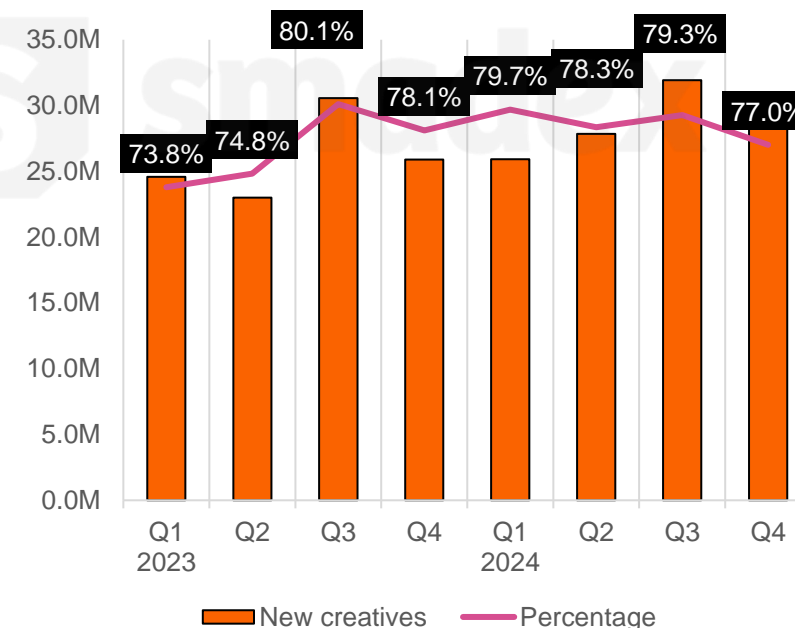
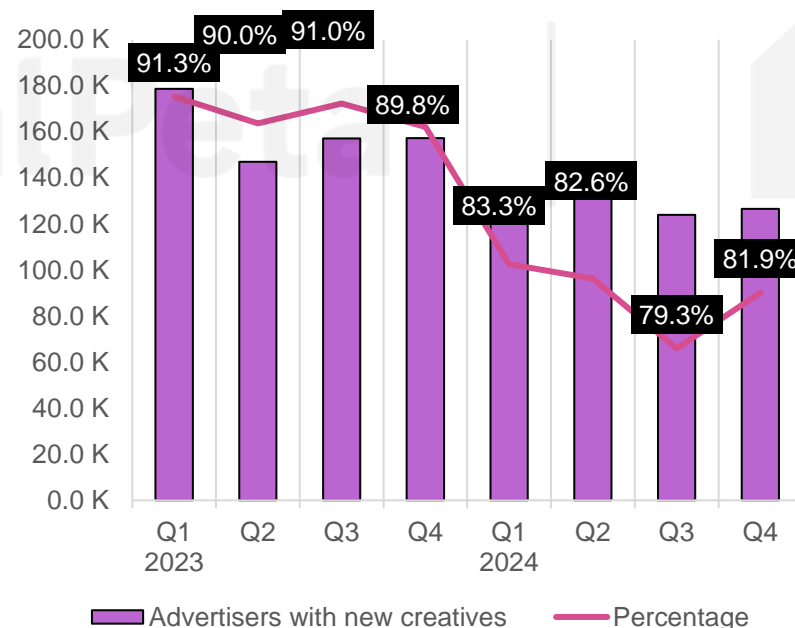
Number and percentage of advertisers with new creatives in Q4 2024

127K 81.9%



Number and percentage of new creatives in Q4 2024

30.3M 77.0%



Percentages of Mobile App Advertising by Category in 2024

Category	% of Advertisers	In comparison to 2023
Business & Office	13.17%	0.37%
Tool	10.76%	0.79%
Lifestyle	9.39%	-0.42%
Shopping	7.83%	-1.74%
Finance	7.79%	-0.12%
Entertainment	6.94%	0.26%
Health & Fitness	6.12%	0.2%
Productivity	6.03%	0.68%
Education	5.9%	0.42%
Food & Drink	4.45%	-0.71%

Category	% of Creatives	In comparison to 2023
Entertainment	15.63%	8.64%
Shopping	12.85%	-1.78%
Reading	12.51%	4.74%
Lifestyle	9.32%	-1.14%
Tool	9%	-4.66%
Business & Office	7.49%	-0.42%
Finance	6.14%	0.31%
Health & Fitness	4.18%	0.22%
Productivity	4%	0.38%
Social	3.32%	-3.22%

Observations about Advertising of Mobile Apps on iOS & Android

Ad creatives increased on iOS, but the number of monthly creatives per advertiser on iOS remained lower than on Android.

Ad creatives on iOS & Android in 2024

Advertisers on iOS accounted for a higher percentage in 2024 than in the past two years. In H2 2024, creatives on iOS accounted for 40.68%, which was higher than the same period last year.



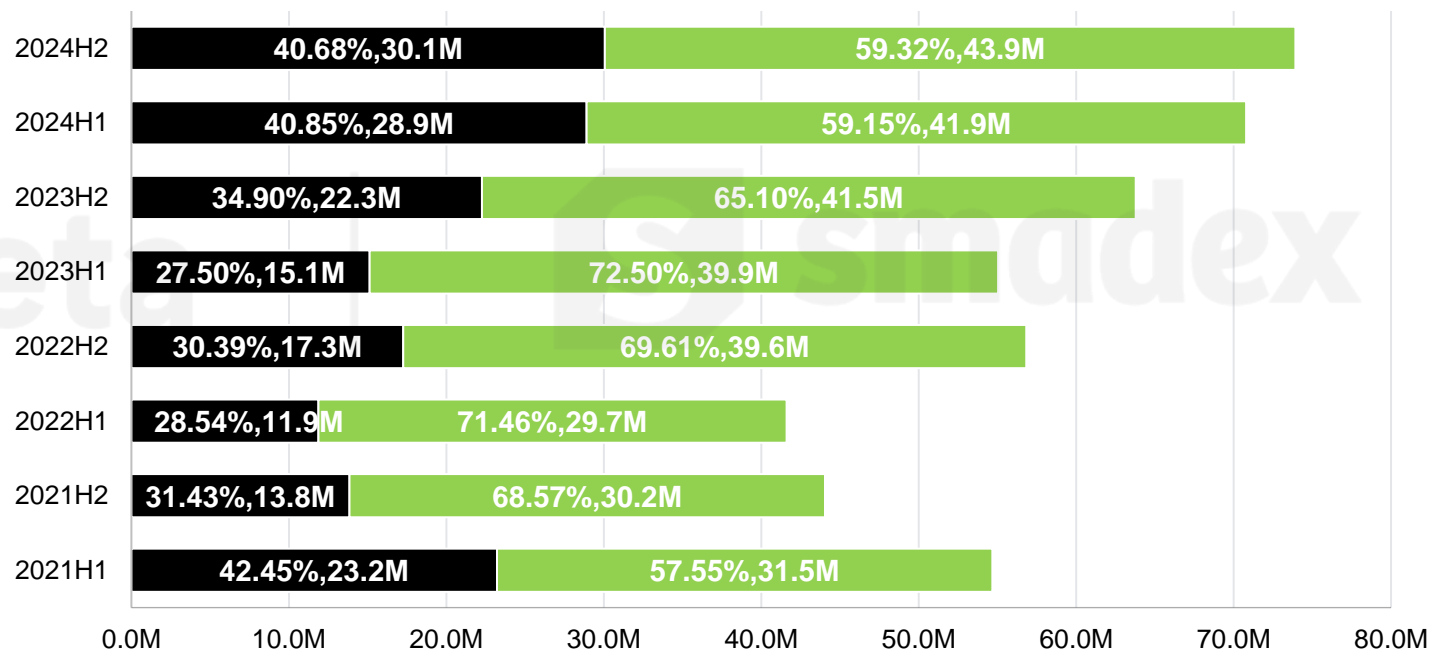
341

Creatives per advertiser on iOS in H2 2024













































357

Creatives per advertiser on Android in H2 2024



Top 20 Companies by Advertising

#	Company Name	Number of Advertised Products	Representative Products	#	Company Name	Number of Advertised Products	Representative Products
1	Temu	3		11	Maude Green	6	  
2	Particle Media	2		12	Caller Show	2	 
3	MoboReader	12	  	13	VPM Master	4	  
4	ICA Sverige AB	4	  	14	TikTok Pte. Ltd.	8	  
5	SHORTMAX LIMITED	1		15	Lara Pollar	4	  
6	STORYMATRIX	2	 	16	Luyao Hong	1	
7	New Reading	11	  	17	M6 Web	4	
8	Shopee	20		18	NovelOasis	1	
9	SHEIN	2	 	19	NEWSDELIVER LIMITED	12	  
10	Alibaba Mobile	2	 	20	Google LLC	138	  

2 Special

2024 Major Mobile Apps Going Global

Short drama vs AI

Competition was the fiercest due to an endless stream of new and old products.



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


































Part 1

Short Drama



Top 20 Short Drama Apps by Advertising in 2024



iOS				Android			
1		ShortMax	Jiuzhou Wenhua	11		DreameShort	STARY
2		MoboReels	MoboReader	12		JoyReels	JoyDream Limited
3		DramaBox	Dianzhong Tech	13		ShortsWave	Webeye
4		Kalos TV	QINRON	14		My Drama	Holy Water Limited
5		MiniShorts	Noventure PTE. LTD.	15		Playlet	Playletmedia
6		GoodShort	New Reading	16		SnackShort	Menglu Culture
7		Shot Short	Dazoread.com	17		NetShort	NETSTORYSMATRIX
8		ReelShort	Crazy Maple Studio	18		DramaShorts	Brailion Ventures Limited
9		FlexTV	MPU	19		HoneyReels	HK YAWEN INFORMATION
10		StardustTV	Shanghai Duanju	20		Sereal+	COL
				1		ShortMax	Jiuzhou Wenhua
				2		DramaBox	Dianzhong Tech
				3		Kalos TV	QINRON
				4		MoboReels	MoboReader
				5		ReelShort	Crazy Maple Studio
				6		MiniShorts	Noventure PTE. LTD.
				7		StardustTV	Shanghai Duanju
				8		GoodShort	New Reading
				9		Sereal+	COL
				10		DramaWave	SKYWORK AI
				11		JoyReels	JoyDream Limited
				12		FlexTV	MPU
				13		DreameShort	STARY
				14		NetShort	NETSTORYSMATRIX
				15		Shot Short	Dazoread.com
				16		ShortsWave	Webeye
				17		Playlet	Playletmedia
				18		My Drama	Holy Water Limited
				19		DomiReel	Domies Technology
				20		SnackShort	Menglu Culture

Annual List of Top Short Dramas by Advertising

Top 10 in Europe & America

1		The Divorced Billionaire Heiress	32.9K
2		The World Treats Me Kindly	22.0K
3		大富豪のバツイチ孫娘	21.1K
4		Final Call for Love	20.8K
5		The CEO's Mute Bride	19.6K
6		The Rejected Luna Returns with a Son	17.7K
7		It's Meant To Be	17.6K
8		The unwanted mate	17.5K
9		Chasing My Rejected Wife	17.2K
10		Taming Mr. Black	17.1K

Top 10 in Southeast Asia

1		The World Treats Me Kindly	22.0K
2		大富豪のバツイチ孫娘	21.1K
3		Twist of Fate	15.0K
4		Marry a Stranger	13.8K
5		Mafia's Tender Torture	12.2K
6		The Dominant Heir's Triumphant Return	12.1K
7		Masked Magnate: The Dominant Son-in-Law	11.6K
8		After the eviction, the brothers cried for forgiveness	11.0K
9		Crowned in Love: The Mother of Three Big Shots	10.1K
10		Secret Love	10.1K

Annual List of Top Short Dramas by Advertising

Top 10 in Japan

1		The Divorced Billionaire Heiress	32.9K
2		The World Treats Me Kindly	22.0K
3		大富豪のバツイチ孫娘	21.1K
4		It's Meant To Be	17.6K
5		Chasing My Rejected Wife	17.2K
6		His Ultimate Favor Is Me	14.1K
7		The Dominant Heir's Triumphant Return	12.1K
8		Revenge of XXL Wife	11.8K
9		Masked Magnate: The Dominant Son-in-Law	11.6K
10		The Lost Heir: His Dawn of Reckoning	11.1K

Top 10 in South Korea

1		His Ultimate Favor Is Me	14.1K
2		Masked Magnate: The Dominant Son-in-Law	11.6K
3		The Lost Heir: His Dawn of Reckoning	11.1K
4		After the eviction, the brothers cried for forgiveness	11.0K
5		Crowned in Love: The Mother of Three Big Shots	10.1K
6		The Office Pushover Is The Real Heiress	8.96K
K7		世界は優しくしてくれる	7.22K
8		I Remembered I Am Rich	6.37K
9		Queen of the Battlefield: Her Return to Glory	5.71K
10		The Wedding Day Divorce	5.70K

Annual Popular Short Drama by Advertising

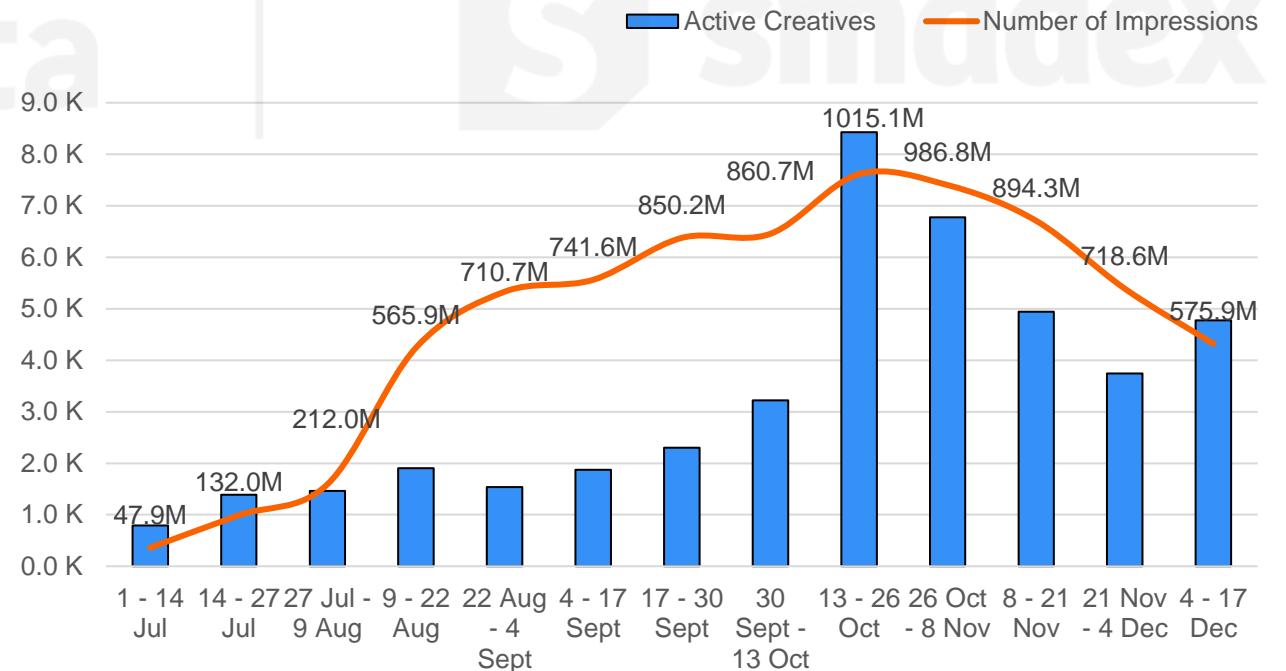


Name : “The Divorced Billionaire Heiress”

Available on :

Total creatives : 40K **Total Impressions :** 2.0B






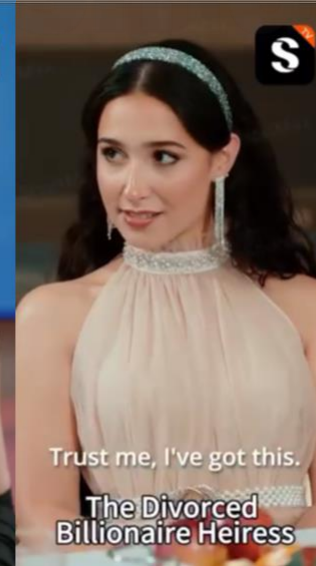

Major regions of advertising : UK, USA, Canada, Australia, Germany...



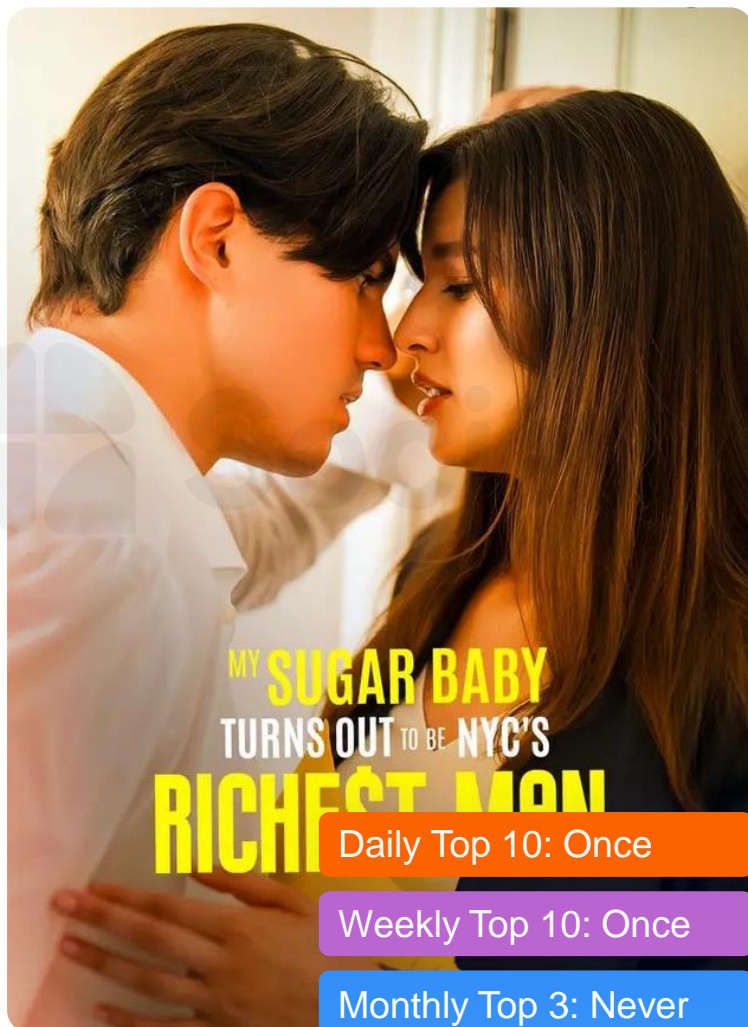
Analysis of Popular Ad Creatives for Short Dramas

Popular active ad creative: This 24-minute creative packs plenty of twists, starting with a fresh divorce, a flash marriage, and the hidden identities of the 2 protagonists. Challenges from other characters add drama, building to the heroine's big reveal. The creative ends with the appearance of the Northern tycoon, a cliffhanger to attract more downloads.

[Click the following images to play the video↓](#)

Beginning	Development of the story					Cliffhanger
 <p>Here comes Dave. The Divorced Billionaire Heiress</p>	 <p>Sarah, The Divorced Billionaire Heiress</p>	 <p>And yet he divorces you The Divorced Billionaire Heiress</p>	 <p>This is my wife. The Divorced Billionaire Heiress</p>	 <p>and slap your face The Divorced Billionaire Heiress</p>	 <p>Trust me, I've got this. The Divorced Billionaire Heiress</p>	 <p>The Northern tycoon The Divorced Billionaire Heiress</p>
People are offended by the pride heroine.	A flashback of how the heroine's ex cheated on her.	The heroine marries a handsome stranger.	The hero quickly defends her from a rude waiter.	An arrogant girl demands the heroine slap herself.	Heroine drops the "treasure," provoking anger from the crowd.	The Northern tycoon appears, leaving a cliffhanger.

Popular Short Drama by Advertising in December

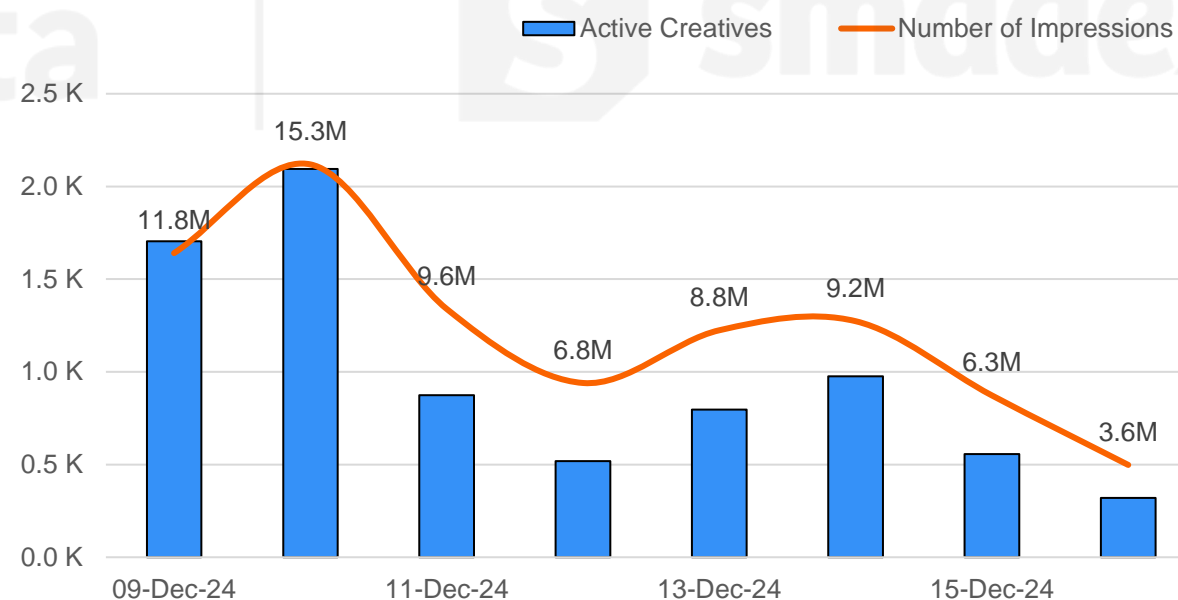


Name : “My Sugar Baby Turns Out to be NYC's Richest Man”

Available on :

Total creatives : 3.57K **Impressions of the last 7 days :** 26.08M




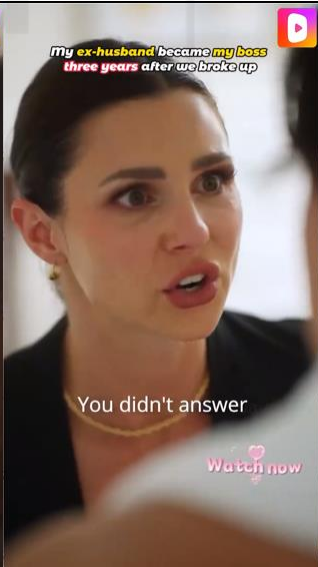

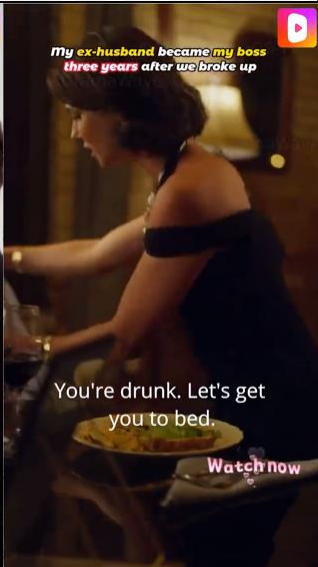

Major regions of advertising : USA, UK, France, Canada, Australia...



Analysis of Popular Ad Creatives for Short Dramas

Popular active ad creative: There are a series of flashbacks. It starts with some making-out scenes to attract attention, followed by telling their love story where his fiancée catches them in the act. Then the fiancée drugs him but that only leads to a stronger bond between the 2 protagonists. The creative ends while they are making out, leaving it to the audience's imagination.

[Click the following images to play the video.](#)

Beginning	Development of the story					Cliffhanger
						
Eyecatching making-out scenes	Bullied by her colleagues, the heroine delivers files to the hero.	He declares his love for her, not the arranged fiancée.	The fiancée shows up. They hide themselves in a hurry.	The heroine and the fiancée trash talk each other before leaving.	The fiancée drugs the hero and tries to rape him.	The heroine saves him just in time, the scene ends as they kiss.

Regional Breakthrough in Popular Short Dramas

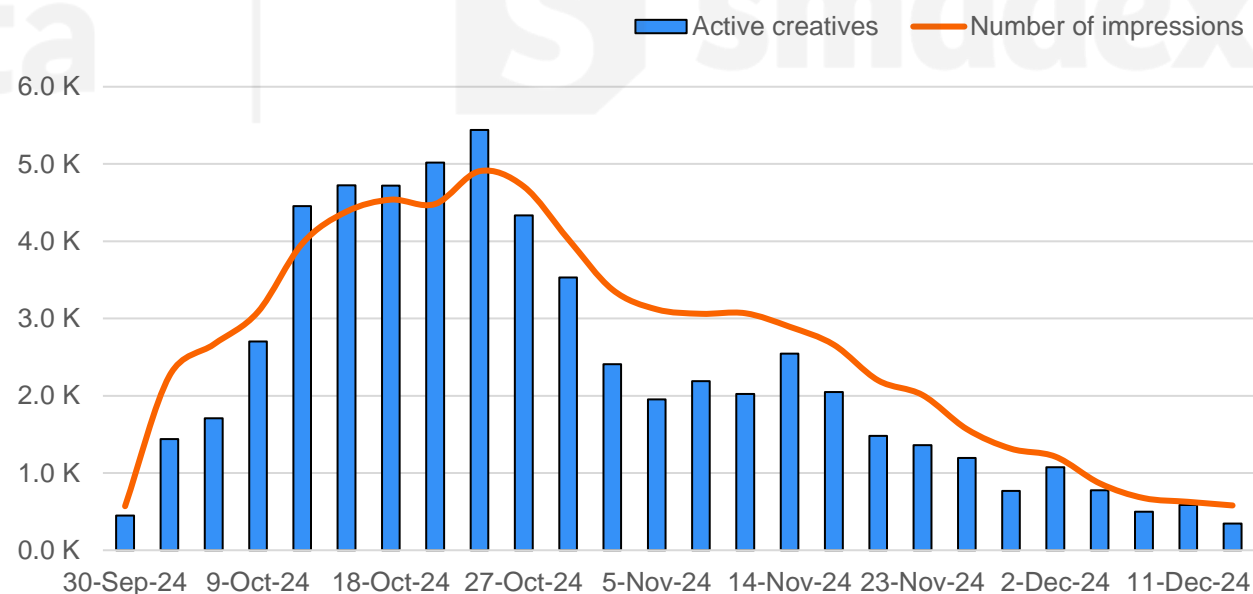


Name : “大富豪のバツイチ孫娘”

Available on :

Total creatives : 33K **Impressions of the last 7 days :** 74.45M









Major regions of advertising : Japan, USA, Taiwan (China) Indonesia, Thailand



Analysis of Popular Ad Creatives for Short Dramas

Popular active ad creative: the Japanese version of Finding Out the Ex-Wife Is the Granddaughter of the Richest Man. With characters in Japanese style, it follows the usual formula: a mean mother, a rival girl, and the heroine's supporters arriving just in time to save the day.

[Click the following images to play the video↓](#)

Beginning	Development of the story						Cliffhanger
 <p>大富豪のバツイチ孫娘</p>	 <p>大富豪のバツイチ孫娘</p> <p>彼女は妊娠中だぞ</p>	 <p>大富豪のバツイチ孫娘</p> <p>男をひっかけに来たんだよ</p>	 <p>大富豪のバツイチ孫娘</p> <p>私たちは離婚したのよ!</p>	 <p>大富豪のバツイチ孫娘</p> <p>花音さんに気を使わせないで</p>	 <p>大富豪のバツイチ孫娘</p> <p>そうしなきゃ気が済まないわ!</p>	 <p>大富豪のバツイチ孫娘</p> <p>花音に何を!</p>	 <p>大富豪のバツイチ孫娘</p>
The heroine splashes water on the other girl's face, shocking everyone.	The hero defends the girl and questions the heroine.	The hero's sister accuses the heroine of cheating.	In reply to the hero's insult, the heroine declares they're divorced	The other girl is a man-stealer, and the hero mocks the heroine.	The hero's mother cuts in and asks the heroine to kneel down.	The heroine's supporters arrive and the video ends.	

MoboShort has been expanding globally quietly, maintaining stable revenue growth

MoboReader shaped the short drama market with MoboReels, initially focused on translated dramas. Later, MoboShort was launched to cater to global tastes. Over time, both apps began offering local short dramas, securing a strong presence in the global market.

MoboShort

MoboReader

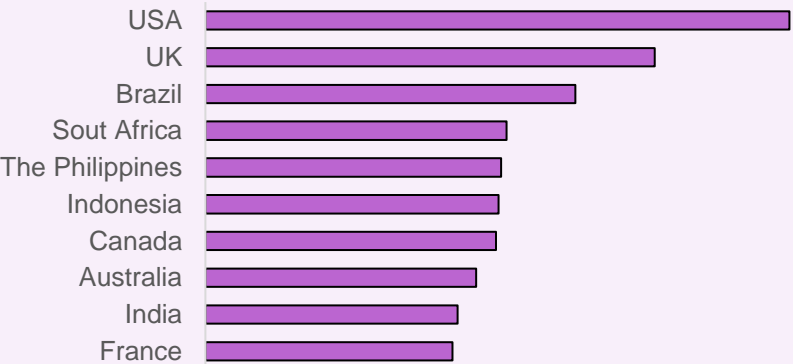


Advertising Data

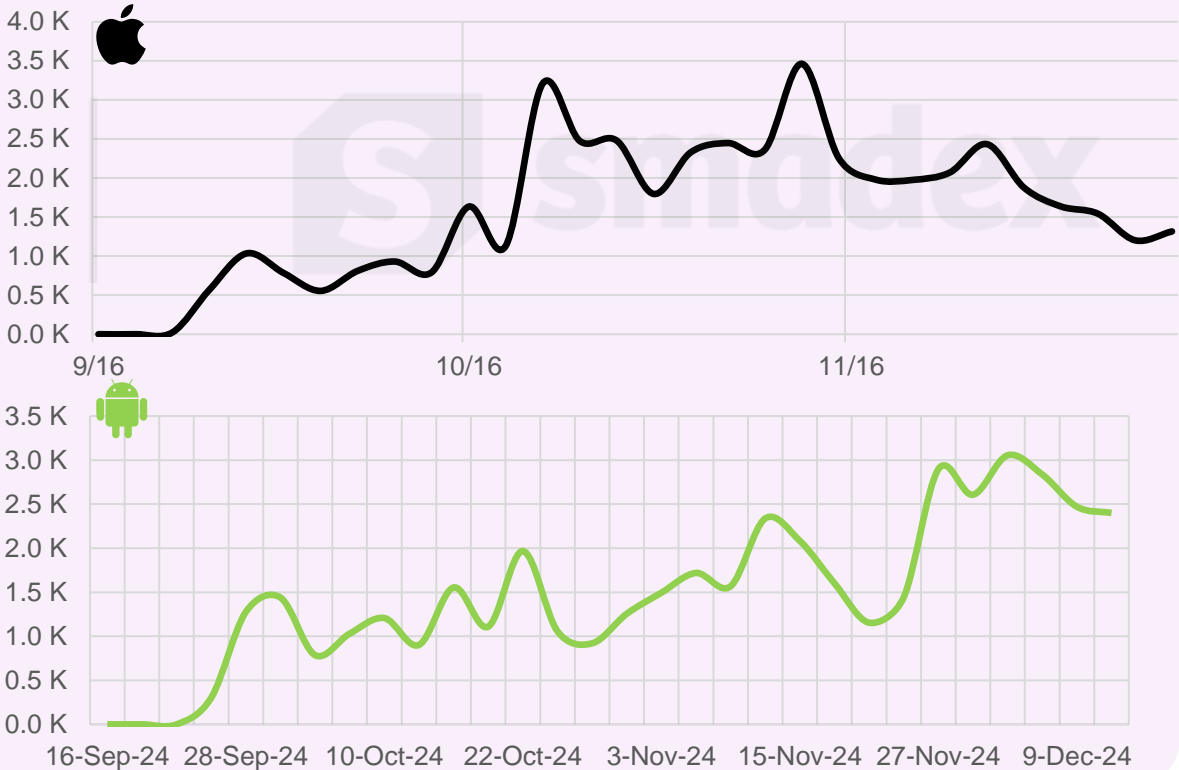
First advertising date: Aug 2024

Total deduplicated creatives: 49.8K

Top 10 countries/regions by advertising



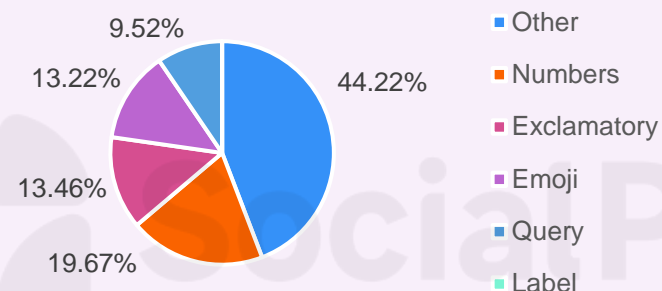
Trends of the app's ad creatives on iOS and Android



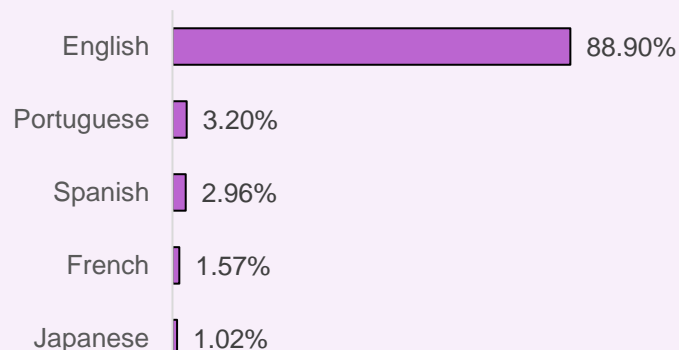
Observations about Ad Copies for MoboShort

MoboShort targeted users in Europe and America, with over 88.9% of its ads in English, followed by Portuguese and Spanish. The app primarily focused on female users, as reflected by the frequent use of the word "Husband" in its ads.

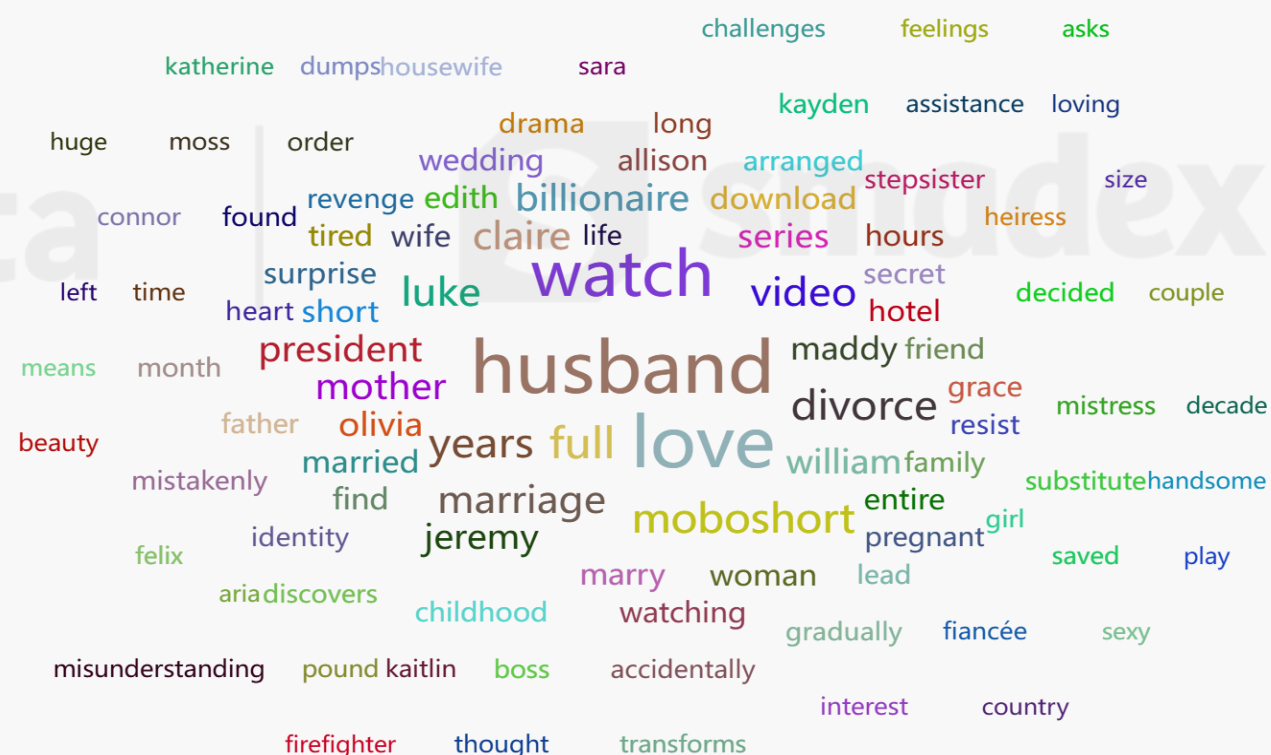
Types of ad copies



Top 5 ad copies by language



Top 100 frequently used words



New AI-powered interactive drama app - My Drama

Holy Water Limited started with live wallpapers in 2020, then expanded into novels and interactive games. In 2024, it launched *My Drama*, an interactive movie game app with AI partners, grossing \$3 million in 5 months and completing its development matrix.

My Drama

Holy Water Limited

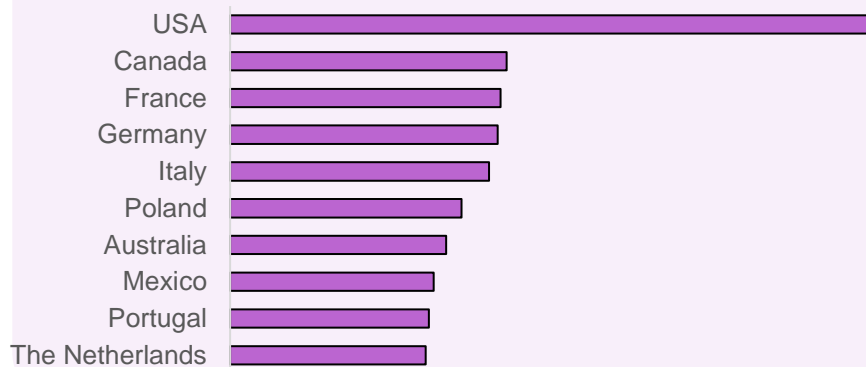
Advertising Data

First advertising date: Mar 2024

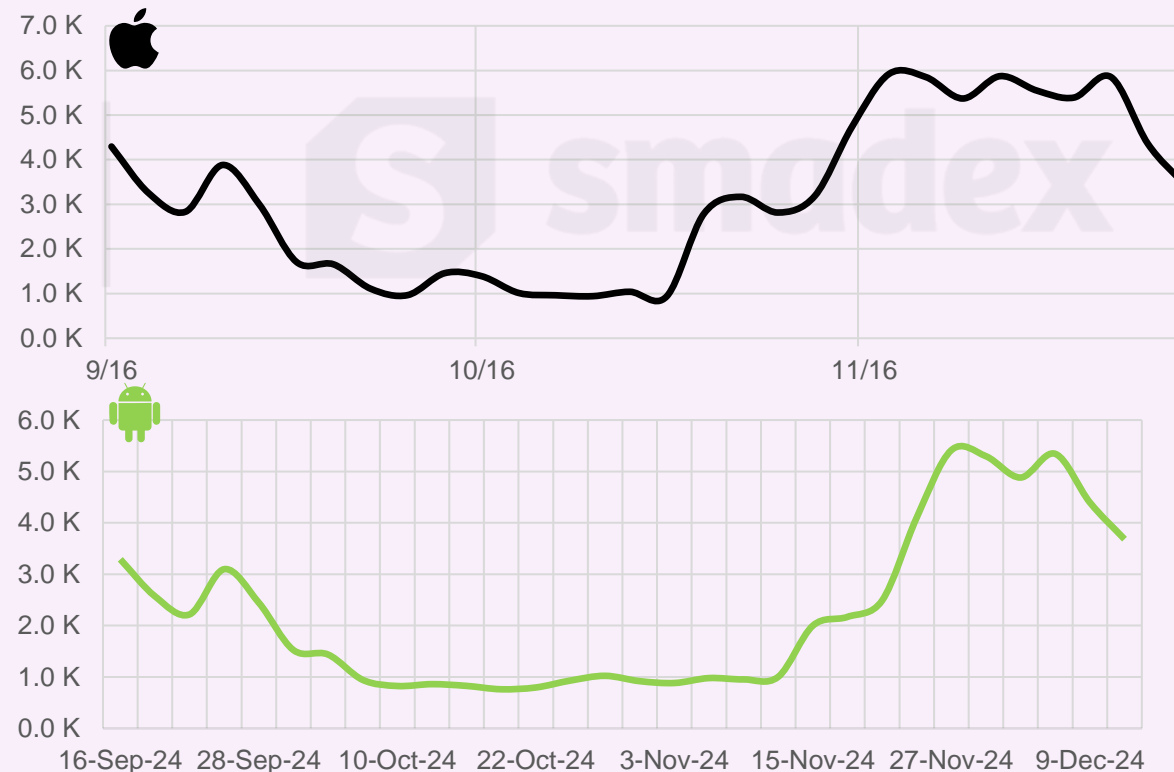
Total deduplicated creatives: 7.79K



Top 10 countries/regions by advertising



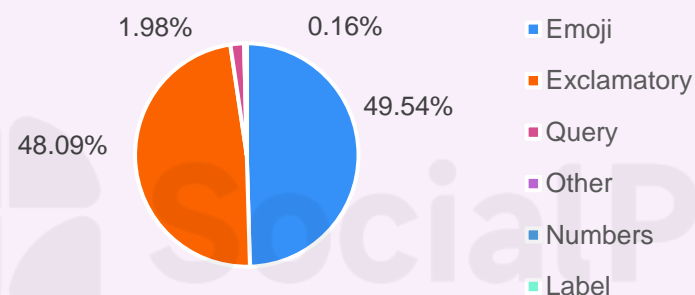
Trends of the app's ad creatives on iOS and Android



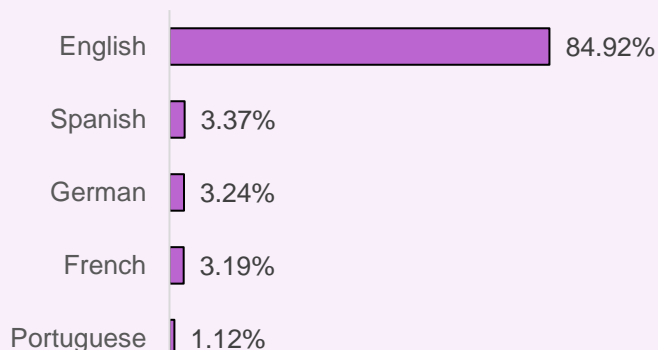
Observations about Ad Copies for My Drama

English was the dominant language, followed by Spanish, German, and French. Aside from "drama," "series" was the most common term used for recommendations, with words like "exciting," "thrilling," and other romantic terms also standing out.

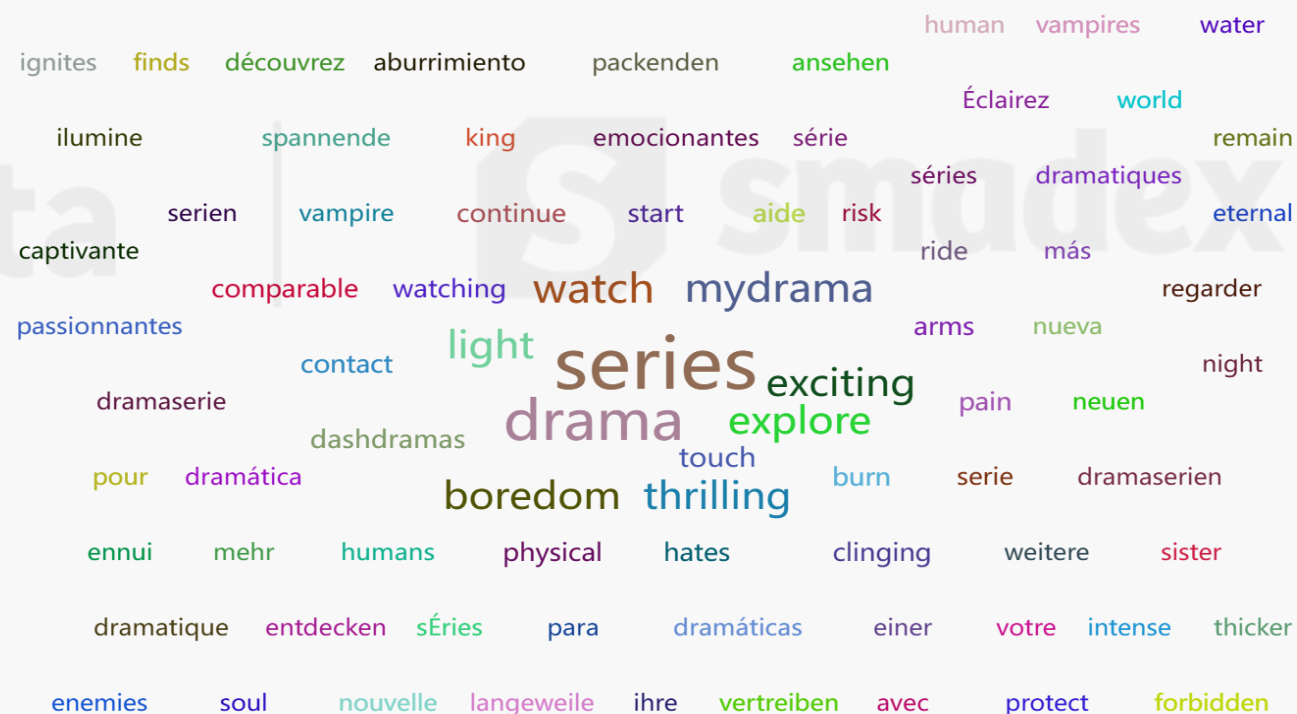
Types of ad copies



Top 5 ad copies by language



Top 100 frequently used words



The app is on the list of top apps by advertising

Minishorts started slowly with creatives but ramped up in July, peaking in September and October. It ranked among the top apps for advertising, with similar trends on iOS and Android.

MiniShorts

NOVENTURE PTE. LTD



Advertising Data

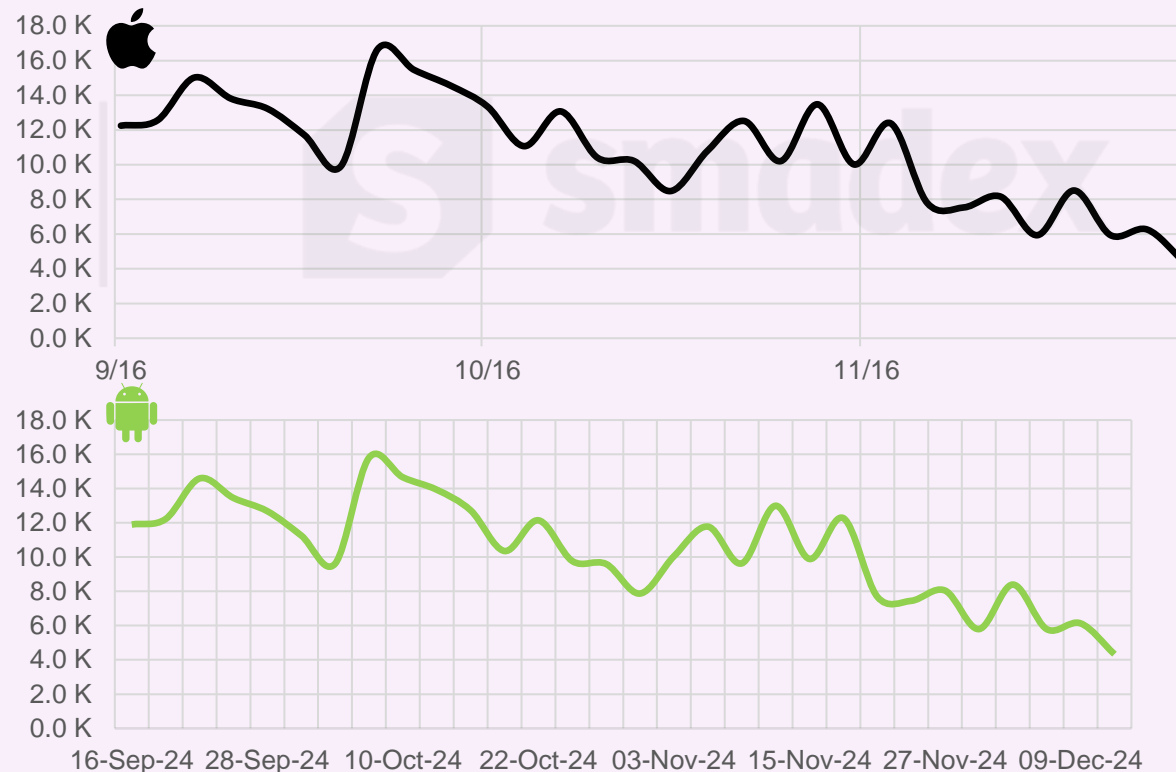
First advertising date: Jan 2024

Total deduplicated creatives: 590K

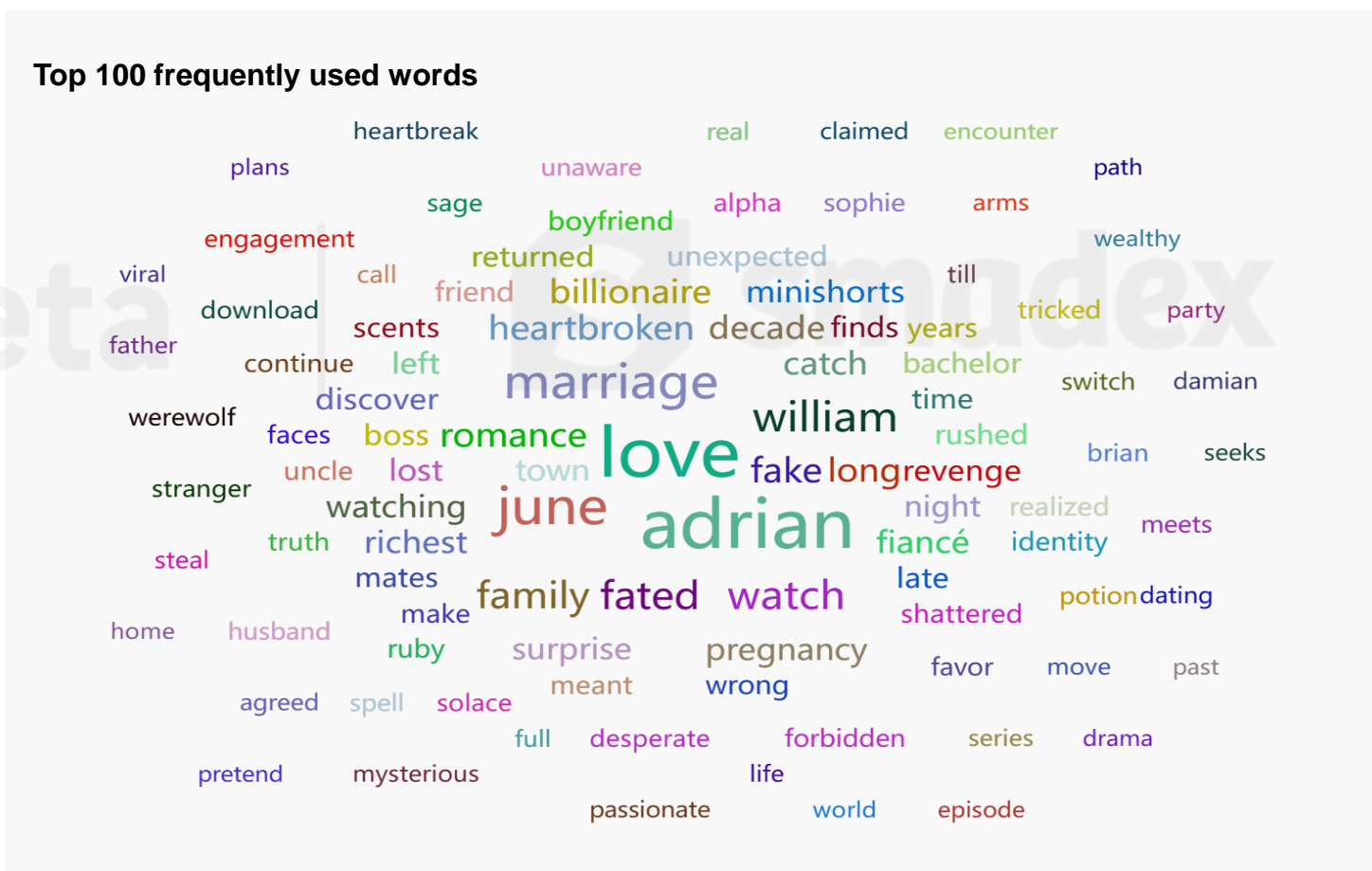
Top 10 countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



Emojis made up over 43% of popular ad copies, appealing to social platform users. The most common word was "Adrian," the main character of its top short drama. Minishorts continued to focus on love and hate stories.











































Part 2

AIGC

AI PLUS APPS



1		Zeely	Zeely	11		Revive	RefaceAI	1		ChatBot	X PhotoKit	11		Poly.AI	CLOUD WHALE
2		AI Translator	THREE TIGER NETWORK	12		Fotorama	AppNation	2		OCR Swift Scanner & QR	Treesni2	12		Retake AI	Codeway
3		Canva	Canva	13		Glam AI	Glamlabs	3		Zeely	Zeely	13		Mivi	AI Dreamweaver
4		Voice Translator & AI and Fast	ZHONGZHI YOLO HK LIMITED	14		Go Translator	SPARK TECH LIMITED	4		Safe QR	HealthyLifeCare	14		Grammarly	Grammarly
5		Lift	Lift	15		Retake AI	Codeway	5		Photo AI	X PhotoKit	15		Photoroom AI	Photoroom
6		Reel.AI	CREATIVE FITTING HK LIMITED	16		Prequel	Prequel	6		Talkie AI	Minimax	16		Reface	NEOCORTEXT, INC.
7		PlantIn	PlantIn	17		Lisa AI	Convert Software	7		Canva	Canva	17		PicMa	MagicTiger
8		AI Phone	AI Phone Call	18		Grammarly	Grammarly	8		Linky AI	SKYWORK AI	18		OCR Swift Scanner Lite & QR	Treesni2
9		Chatbot AI Assistant	APPNATION	19		VivaVideo	Xiaoying	9		Ai Browser	Readerland	19		Opera browser with AI	Opera
10		Translate Voice: AI Translator	HAPPY TOOLS HK LIMITED	20		Photo AI	X PhotoKit	10		SelfyzAI	Ufoto	20		AI Mirror: Hugs Video & Photo	POLYVERSE INC.

AI image-processing tool launched exclusively for social media

Lift: Reels & Stories Maker, one of the top social media management tools of 2024, offers customizable patterns, music sync, AI-generated portraits, diverse fonts, themes, and free background music. It has a 4.9 rating on the App Store.

Lift

Lift

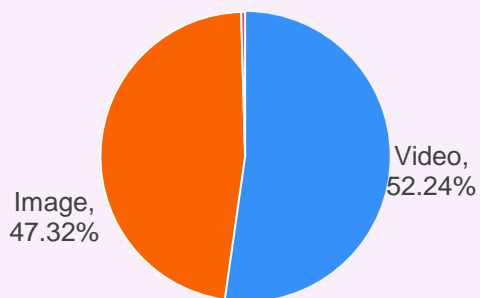
Advertising Data

First advertising date: May 2020

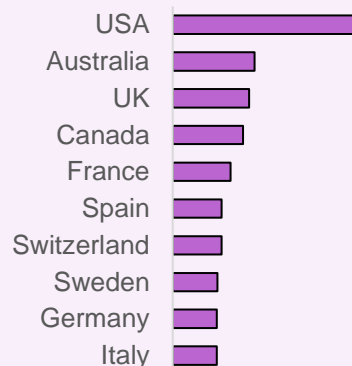
Total deduplicated creatives: 48.1K



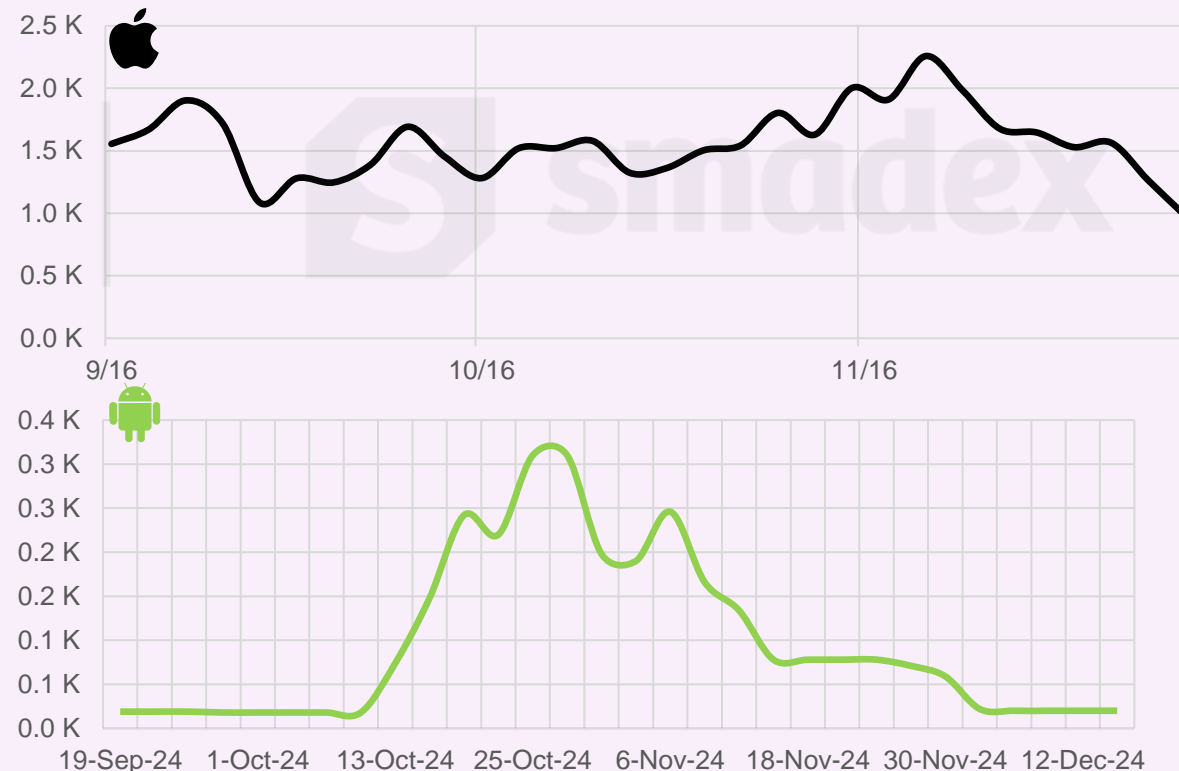
% of creatives by type



Top countries/regions by advertising

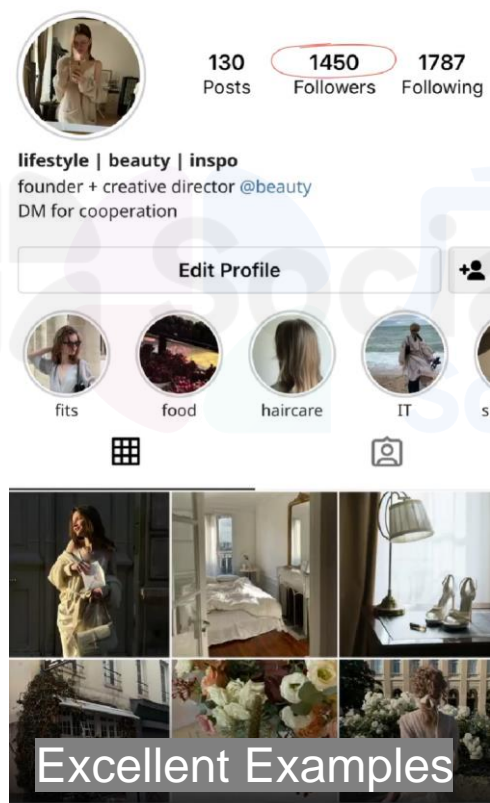


Trends of the app's ad creatives on iOS and Android



Analysis of Popular Ad Creatives for [Lift]

Most tool app creatives highlighted features, while some created urgency or offered solutions. The most effective creatives were those featuring KOL recommendations and successful user examples.



The AI chatbot with great popularity on RedNote

The "LoveyDovey" app, available in multiple Asian languages, gained nearly 300K weekly active users and 800K installs, grossing over \$500K in revenue within 4 weeks. After gaining popularity through UGC on social media, the app reduced its ad creatives.

러비더비

TainAI

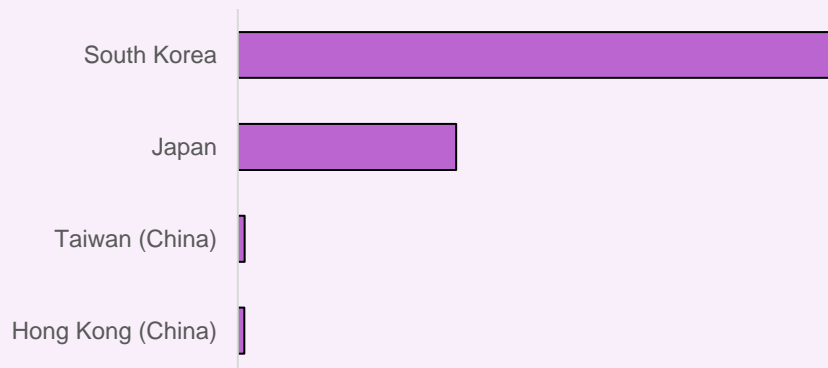
Advertising Data

First advertising date: Dec 2023

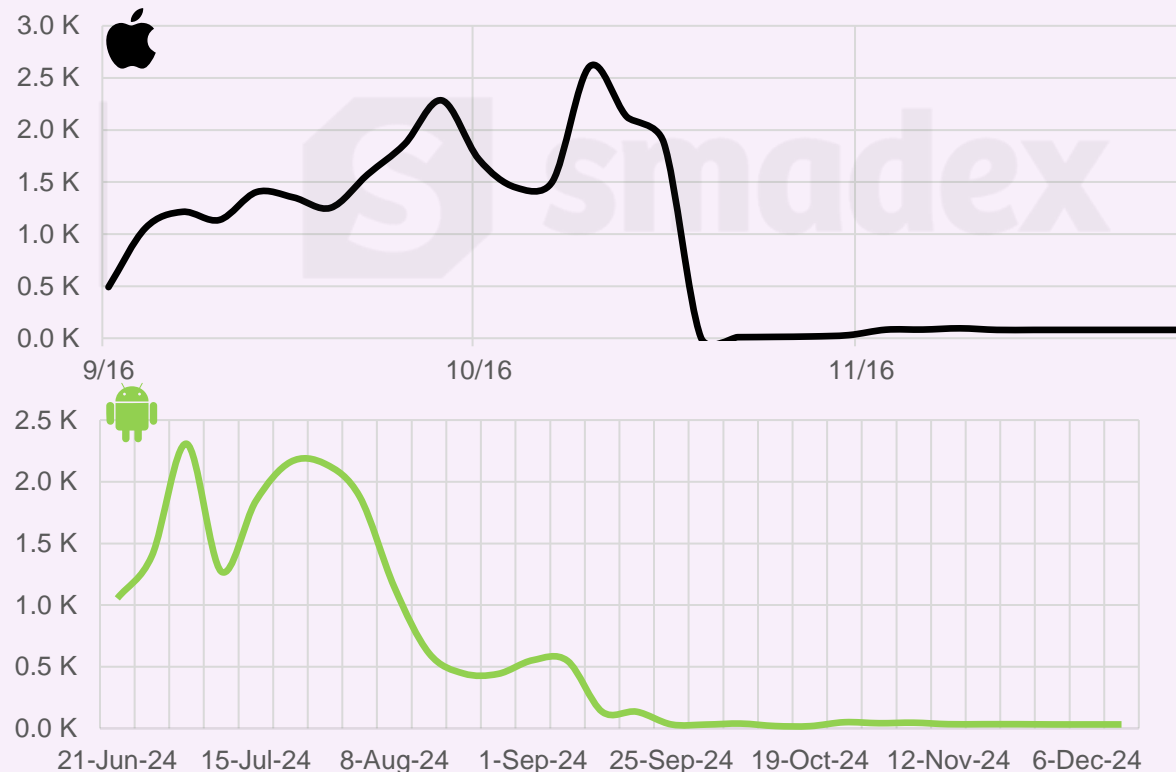
Total deduplicated creatives: 12.8K



Top 10 countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[러비더비]'s Excellent Active Video Creative

Released on :  Google Ads(Admob)

Advertised in countries/regions : South Korea

Features:

As an essential AI language cosplay app for dream girls, the app's creatives cover all kinds of handsome men. This creative is mainly about various priests, which is probably because of the religious beliefs in South Korea. Deep localization is still the most important key to market exploitation.

426.8K

Estimated
Impressions

734

Popularity



Click the image to play the complete creative

The "weird rules" app is making a major push in China while quietly trialing overseas.

BagelBell, a ByteDance AI product formerly known as [AnyDoor], initially released few creatives before October. As domestic ad creatives increased, the app, known for its "weird rules," allowed players to unlock AI agents' smart mode for longer memory through payments.

BagelBell

ByteDance

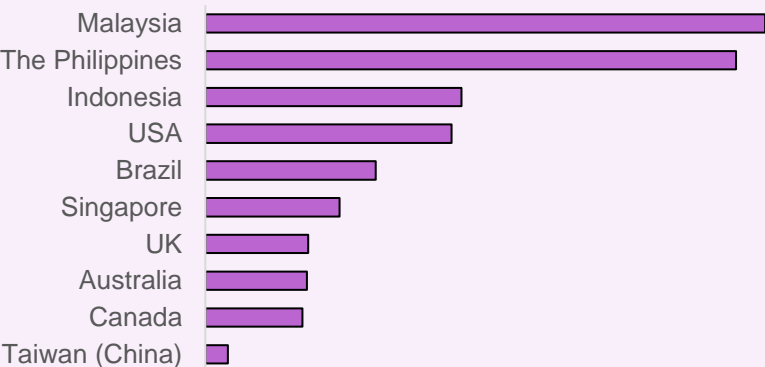


Advertising Data

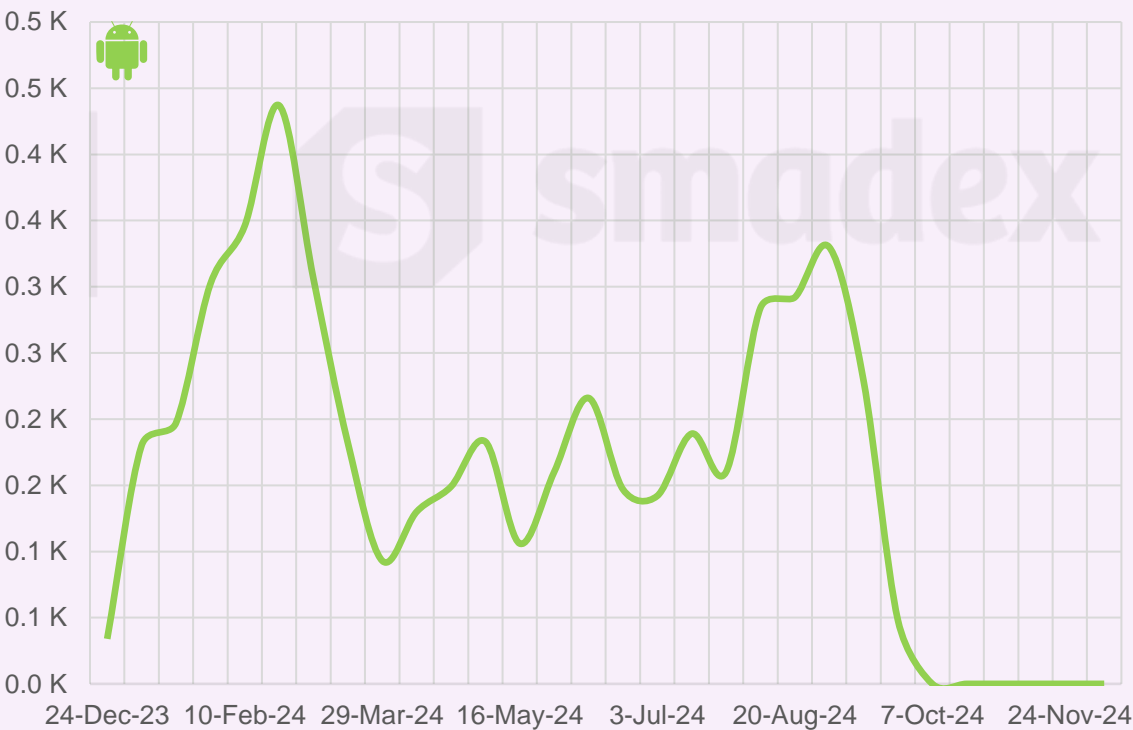
First advertising date: Dec 2023

Total deduplicated creatives: 2.97K

Top 10 countries/regions by advertising



Trends of the app's ad creatives



[BagelBell]'s Excellent Active Video Creative



Released on :  Instagram

Advertised in countries/regions : Malaysia, Indonesia

Features:

The creative shows that a boyfriend is jealous of an AI agent, subtly showcasing the completeness of the AI agent. And the girl's natural introduction absorbs the audience completely.

9.4M

**Estimated
Impressions**

1000

Popularity



Click the image to play the complete creative

Popular Categories

Marketing and Advertising Analysis of Mobile Apps













































Social



Top 20 Social Apps by Advertising in 2024



1	 Skool	skool.com	11	 Cozzy	MIND CATCH STUDIO	1	 TikTok	ByteDance	11	 Pinterest Lite	Pinterest
2	 Telegram	Telegram	12	 CDLLife	CDLLife	2	 BigoLive	BIGO Technology	12	 FRND	FRND
3	 KakaoTalk	Kakao	13	 Plume	YI Jian Mei Studio	3	 Instagram	Meta	13	 Timo Club	JUST ONE
4	 TenderU	TenderU	14	 SoulChill	SpaceCape	4	 Skool	skool.com	14	 HotCrush	Spring Technology
5	 Kiyo	Lianoucai Studio	15	 Turn-Up	Dately	5	 Linky AI	SKYWORK AI	15	 TenderU	TenderU
6	 Jive	金兴 吕	16	 Kismia Dating App	Kismia	6	 SUGO	Newborn Town	16	 Familo	Familonet
7	 BigoLive	BIGO Technology	17	 Wechat	Tencent	7	 Kismia	Kismia	17	 MeYo	MeYo
8	 Famio	Gismart Limited	18	 Bumble	Bumble	8	 Facebook	Meta	18	 ChatA	GIRLPOWER HK LIMITED
9	 VivaVideo	Xiaoying	19	 Discord	Discord	9	 REDnote	RedNote	19	 Wyak	WeNext
10	 PeachLive	乐积科技	20	 Kawa	Chuang Ge Studio	10	 Litmatch	Construct Tech	20	 CDLLife	CDLLife

More diverse and innovative content in the global market increased app stickiness and activation

Bigo Live, founded in Singapore in 2014 and launched in 2016, quickly expanded to 150+ countries by early 2021. In 2023, it launched Real Match, a social networking app, which nearly doubled its DAU in six months, boosting user registration, spending, and ROI.

Bigo Live

BIGO Technology

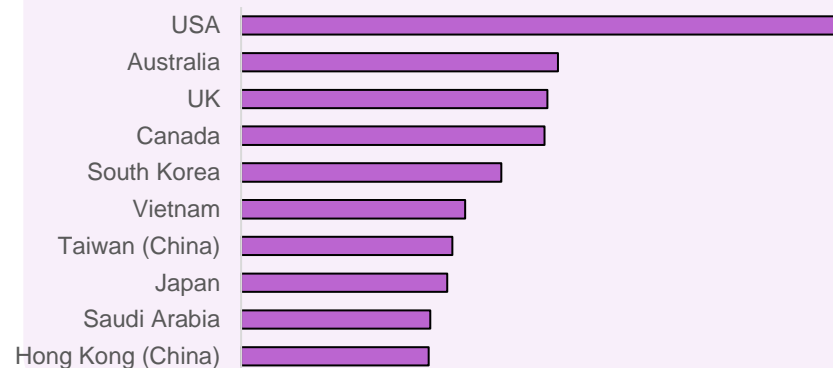


Advertising Data

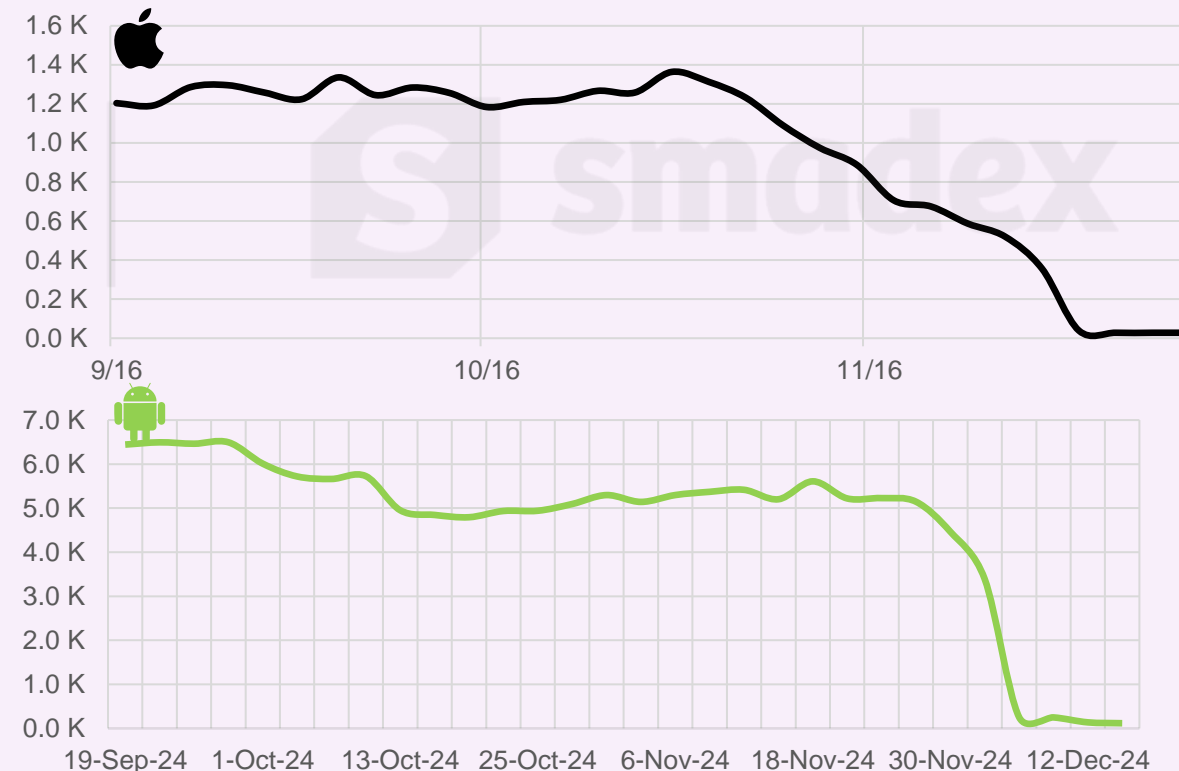
First advertising date: Jul 2015

Total deduplicated creatives: 1.18M

Top 10 countries/regions by advertising




Trends of the app's ad creatives on iOS and Android



[Bigo Live]'s Excellent Active Video Creative



Released on :  YouTube

Advertised in countries/regions : USA

Features:

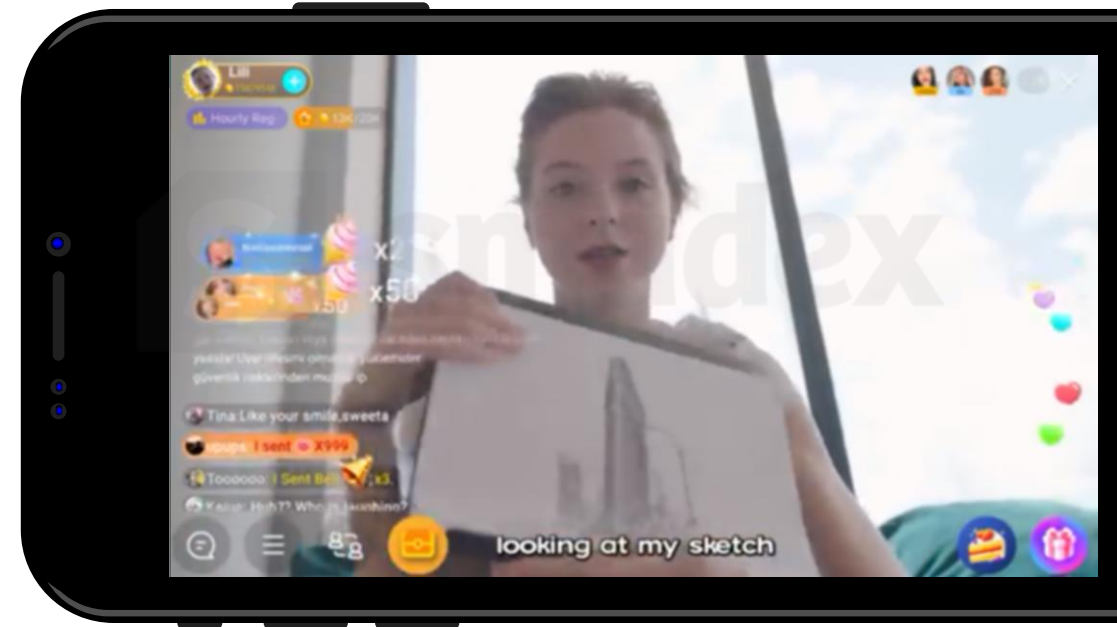
The creative highlights the app's feature of working as a companion by showing how an unappreciated painter and a sports fan can be recognized and make money through live-streaming. Meanwhile, people can also have some relaxing time through live-streaming.

15M

Estimated Impressions

1000

Popularity



Click the image to play the complete creative

An integrated platform for creation, community, and profitability.

Skool is an online community platform for creators, coaches, and community builders to host courses, engage with members, and earn through rankings and activities, driving user acquisition.

Skool

Skool.com, Inc.



Advertising Data

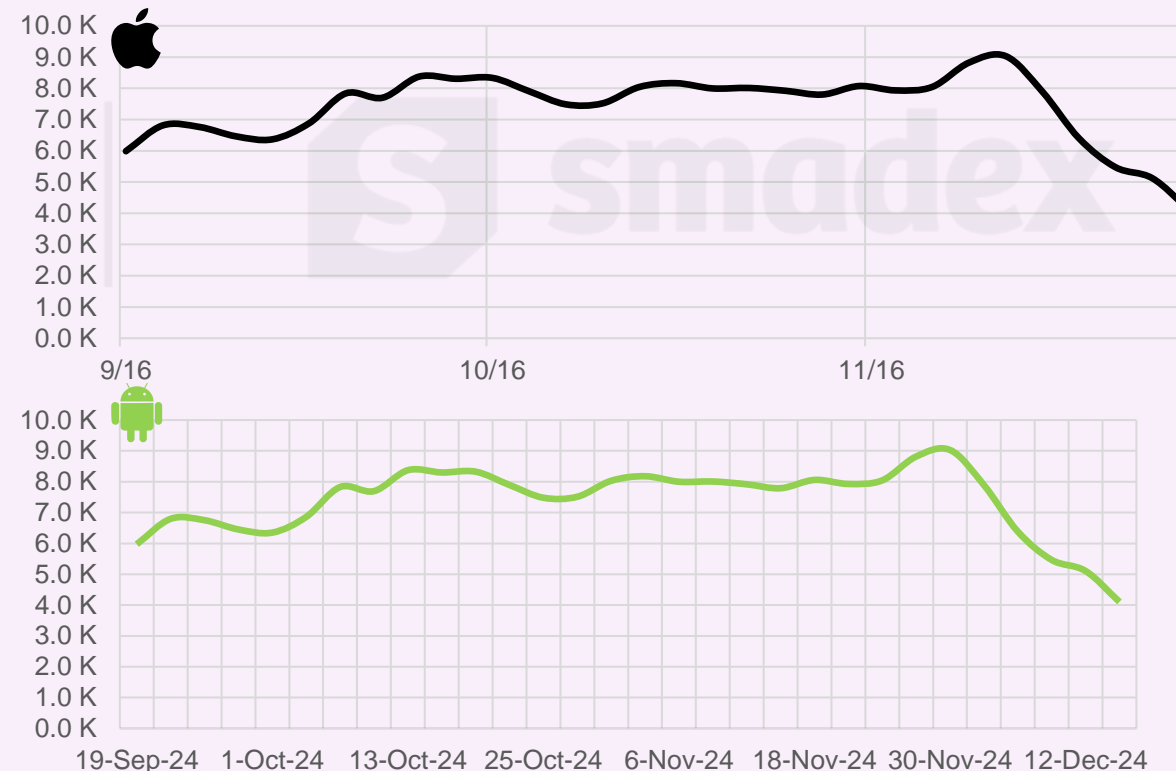
First advertising date: Jun 2023

Total deduplicated creatives: 139.5K

Top 10 countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[Skool]'s Excellent Active Video Creative

sk

Released on :  YouTube

Advertised in countries/regions : USA

Features:

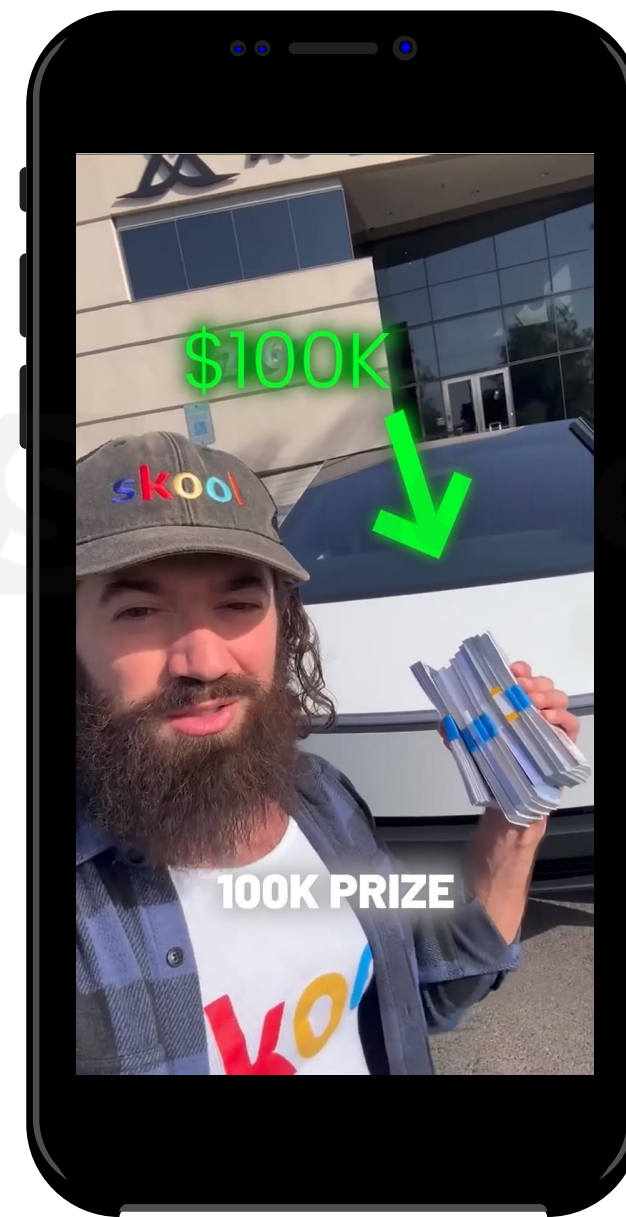
Social activities are very important but the prize is more tempting. The incentive activity of the community is introduced by a real person who directly shows the cash. It's straightforward and very sincere.

790K

Estimated
Impressions

1000

Popularity



Click the image to play the complete creative

Started in Southeast Asia, now embraces metaverse.

Litmatch gained over 50M users by focusing on Southeast Asia, particularly in the Philippines, Thailand, and Malaysia. Despite the fading metaverse trend, its unique virtual images kept it popular.

Litmatch

Construct Tech

Advertising Data

First advertising date: Nov 2020

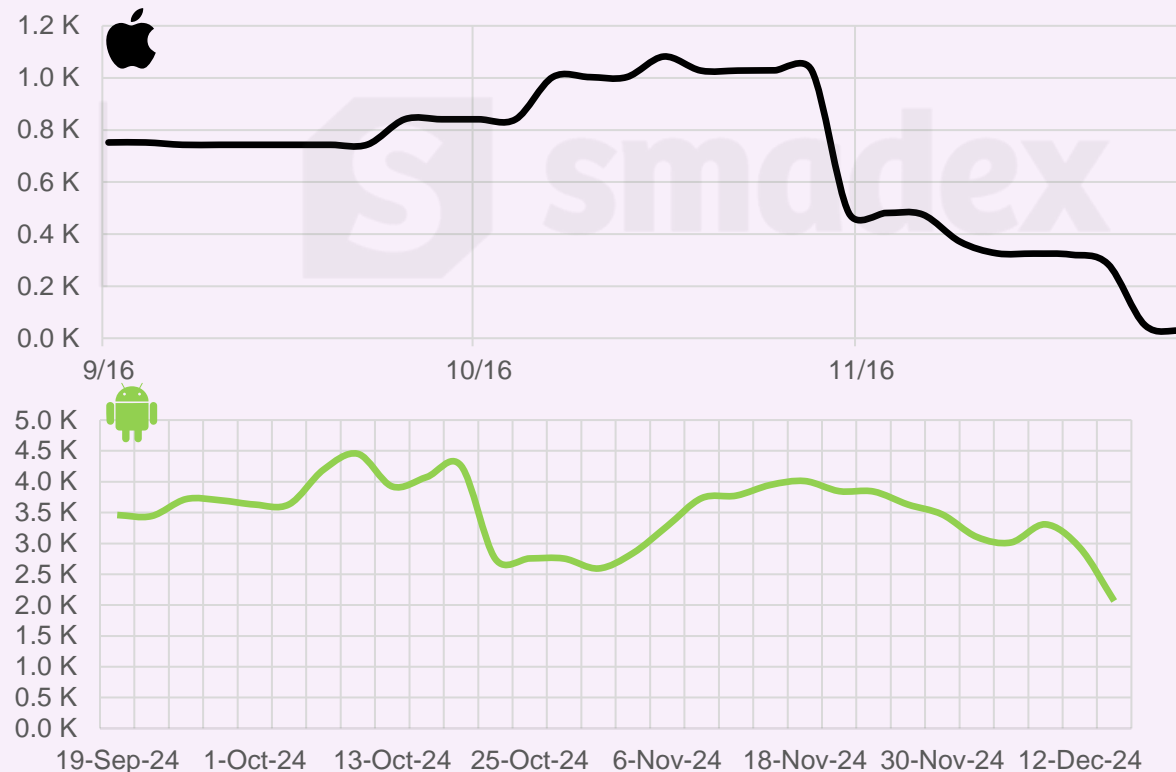
Total deduplicated creatives: 97.0K



Top 10 countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[Litmatch]'s Excellent Active Video Creative



Released on :  YouTube

Advertised in countries/regions : USA

Features :

The creative is very colorful and fancy, catering to young people's tastes. It shows many of the app's features. It also highlights the app's gaming and social features by displaying several different pages in the app, making the app more popular with Gen Z.

2.1M

Estimated Impressions

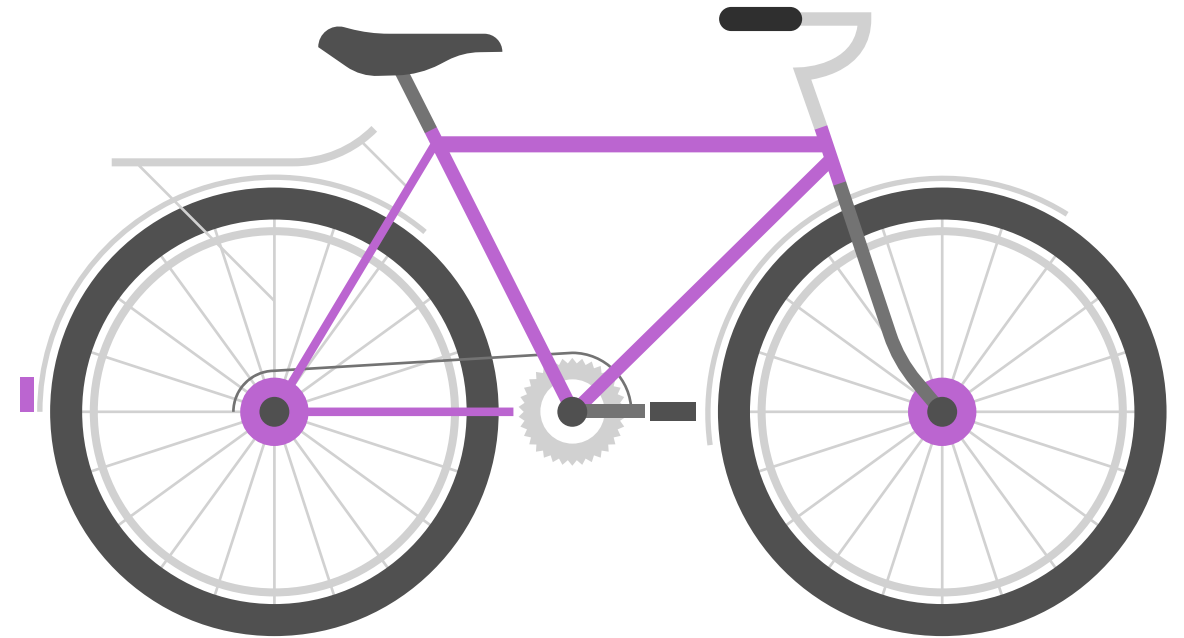
1000

Popularity











































Click the image to play the complete creative

Health



Top 20 Health Apps by Advertising in 2024



1		BetterMe	BetterMe	11		Kompanion Fasting Tracker 16:8	Alivex	1		MadMuscles	Genesis	11		Flo Period & Pregnancy Tracker	Palta
2		MadMuscles	Genesis	12		Daily Health-Sugar & BP Tracker	APP STUDIOS LIMITED	2		Heart Rate	Heartrateinformation	12		Reverse Health	Suggestic
3		Impulse	Genesis	13		Blood Pressure	ORBITAL TECH PTE. LTD	3		Blood Pressure Care	HealthyLifeCare	13		Health Sense: Blood Sugar Hub	Health Applines
4		Yoga Go	Welltech	14		HealthTracker: Heartrate&BP	迪威辛科技	4		Impulse	Genesis	14		Dancefitme: Fun Workouts	TechPionners Team
5		Manifest Affirmations	Genesis	15		Health Tracker	Crazy Tap Limited	5		Health Tracker	Health Applines	15		PulseCare	Appsky
6		Pocket Blood Pressure&BP log	FOR MORE WORTH TECH LIMITED	16		Blood Pressure Tracker	ORBITAL TECH PTE. LTD	6		Smart Fit	Smart Fit	16		Fitness24Seven Latin-America	Perfect Gym
7		Burn Boot Camp	Kline Franchising, Inc	17		Cardi Mate	Gismart	7		Planet Fitness Workouts	Planet Fitness	17		Paired	Better Half Limited
8		Smart Fit	Smart Fit	18		Buddyfit	Tripix Tech	8		Burn Boot Camp	Kline Franchising, Inc	18		Blood Pressure	P & L Studio
9		Rise	Rise Science	19		Blood Pressure-Monitor Tracker	Novabeyond Limited	9		Buddyfit	Tripix Tech	19		Health Master	sonwy owl
10		Reframe	Glucobit	20		Workout Planner Muscle Booster	Welltech	10		Sleep Monitor	AIO Software Technology	20		Inspire	Inspire Android Development

The app, an alternative to "Keep," helps users, including the elderly, build muscle

MadMuscles is a fitness app designed to help people gain muscle and lose weight. It makes workouts accessible, effective and joyful by creating personalized workout plans tailored to each user's needs and desires.

MadMuscles

Genesis



Advertising Data

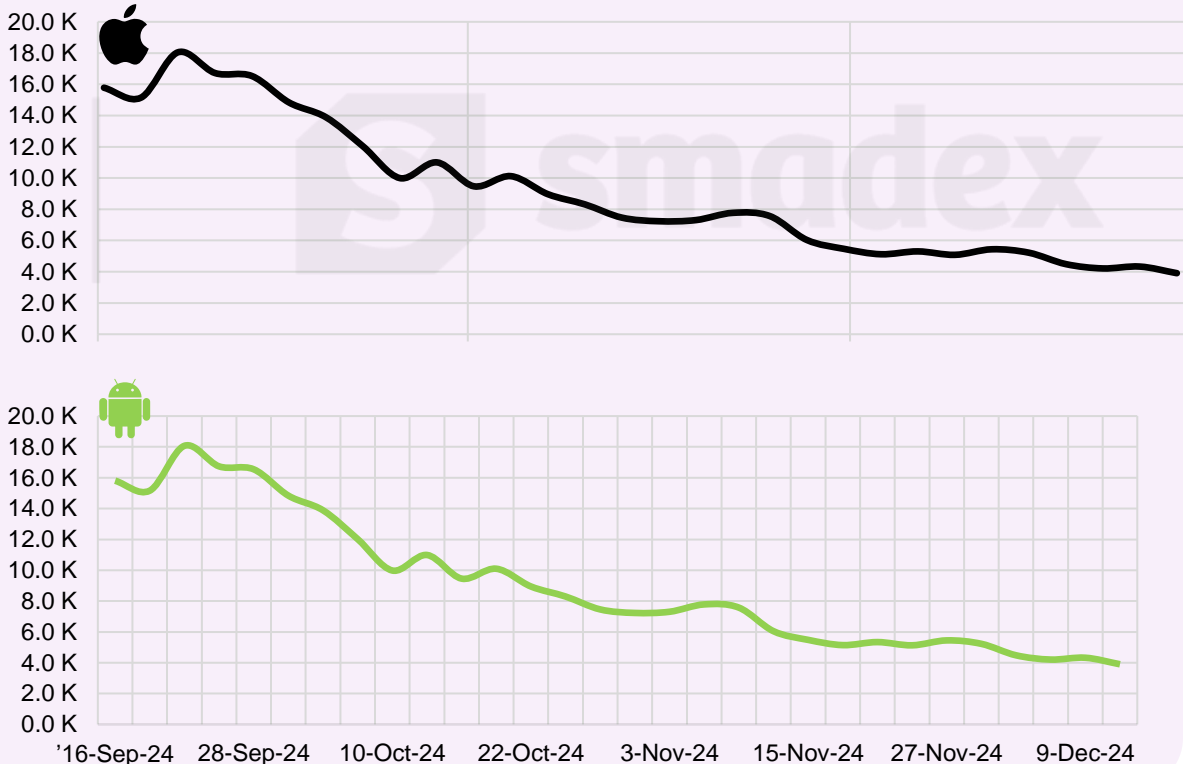
First advertising date: Nov 2021

Total deduplicated creatives: 236K

Top 10 countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[MadMuscles]'s Excellent Active Video Creative



Released on :  YouTube

Advertised in countries/regions : USA

Features:

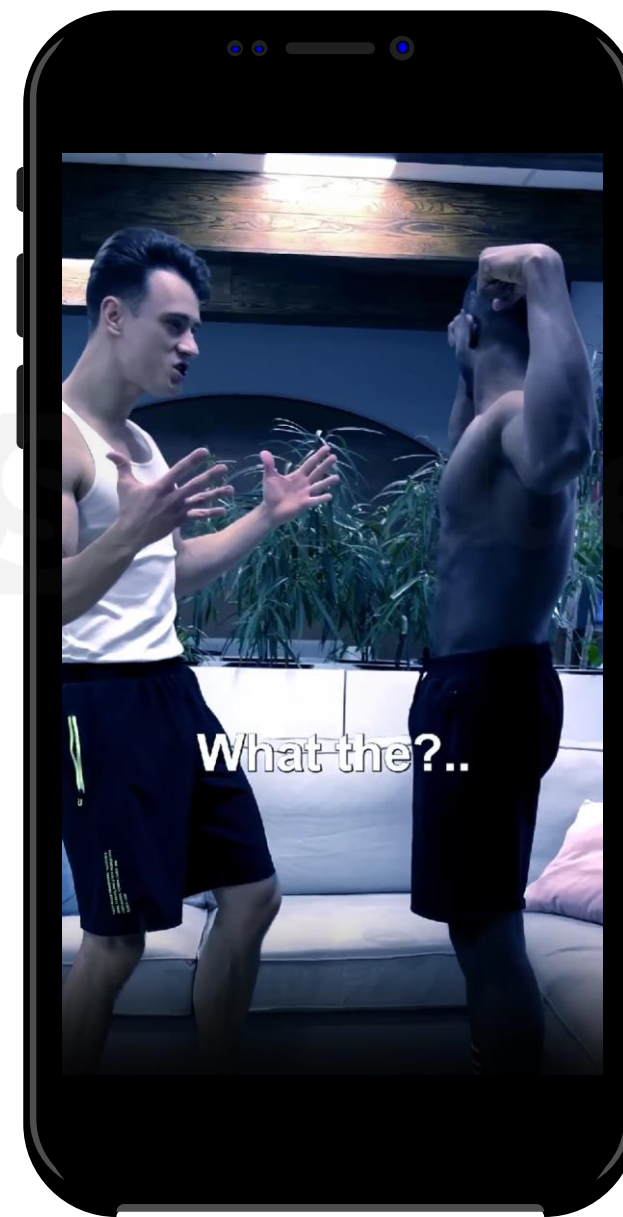
Through a dramatic story, the creative points out that many beginners are having the wrong diet, and that different people are in need of different nutrient substances to make their workout plans successful. Then it smoothly introduces the app and attracts people to download it by showing strong muscles.

714.4K

Estimated Impressions

1000

Popularity



Click the image to play the complete creative

World's No.1 Sobriety App

Reframe is an app designed to address drinking issues, offering personalized tracking of alcohol consumption and progress. It also features a private, anonymous 24/7 community for support and celebrating soberversaries.

Reframe

Glucobit

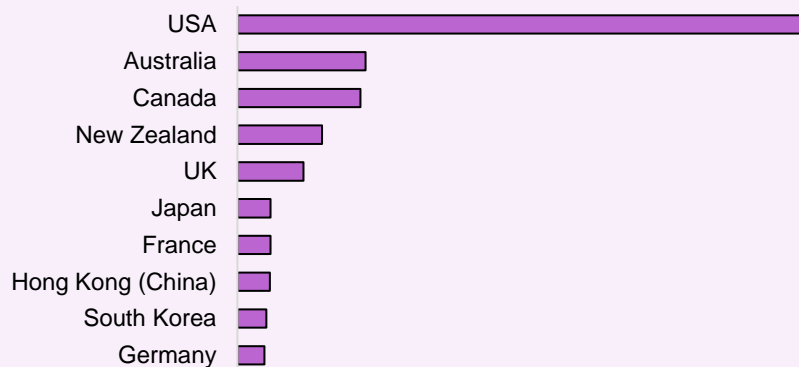


Advertising Data

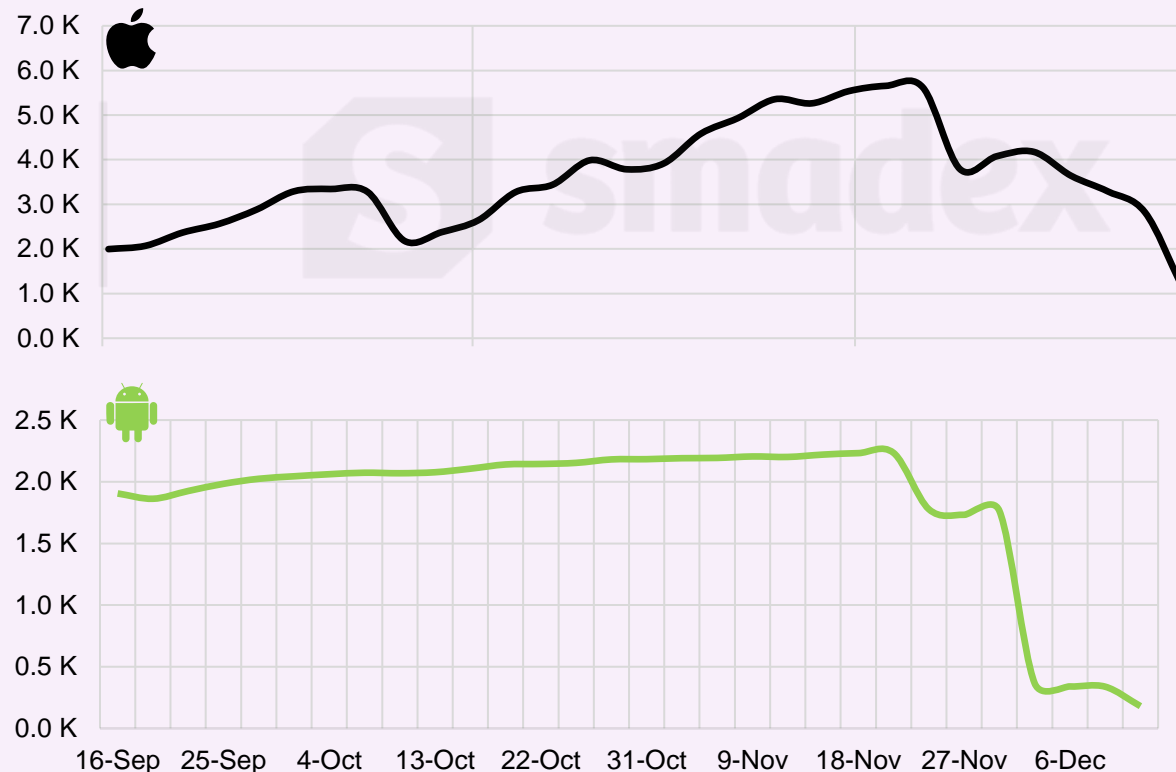
First advertising date: Feb 2021

Total deduplicated creatives: 33.34K

Top 10 countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[Reframe]'s Excellent Active Video Creative



Released on :  YouTube

Dimensions : 1920*1080

Features:

The creative displays the app's features and successful cases, presenting data in order to convince people and further acquire users. Creatives of this kind are designed to be professional.

242.8K

Estimated Impressions

1000

Popularity



Click the image to play the complete creative

Among a crowd of blood pressure measurement apps, some have stood out in the global market

PulseCare, a leading Chinese app in 2024, caters to the growing demand for blood pressure and glucose measurement apps, especially among middle-aged and senior users at risk of diabetes and hypertension.

PulseCare

Appsky

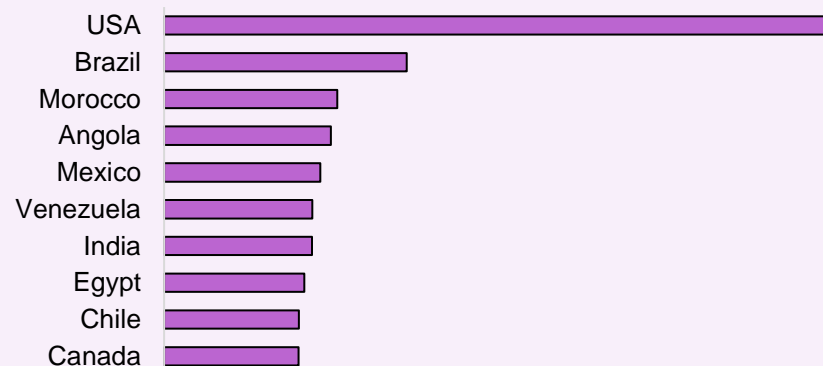


Advertising Data

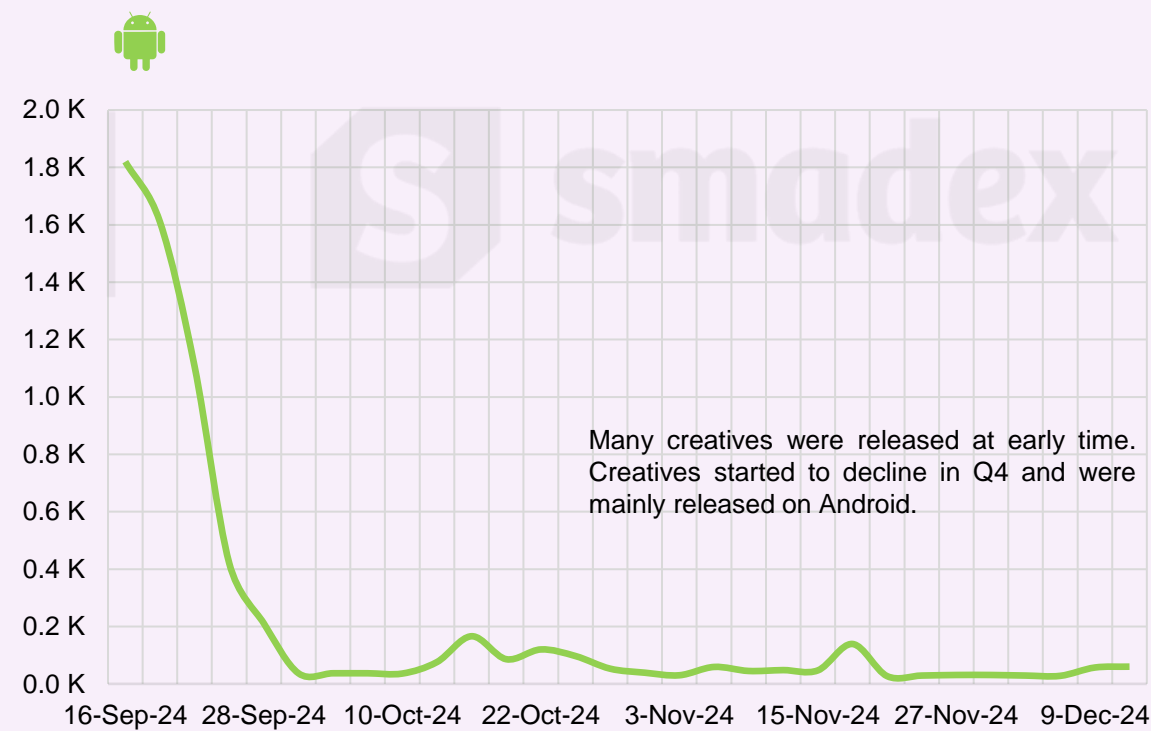
First advertising date: Jan 2024

Total deduplicated creatives: 12.4K

Top 10 countries/regions by advertising



Trends of the app's ad creatives on Android



[PulseCare]'s Excellent Active Video Creative



Released on :  Admob

Advertised in countries/regions : USA

Features:

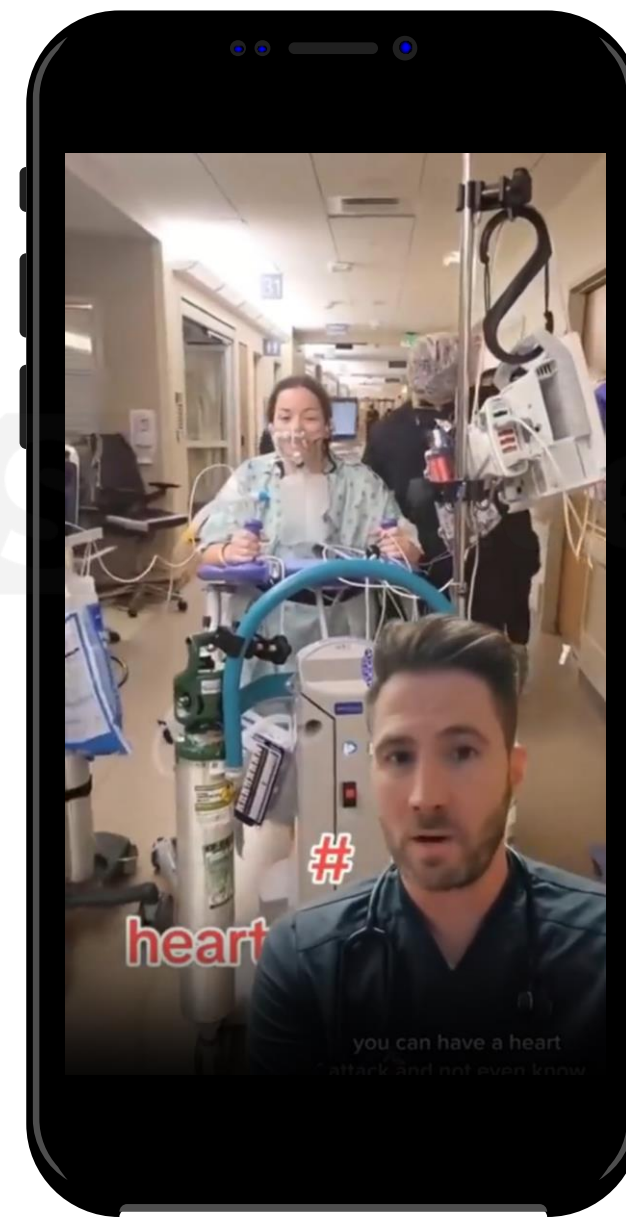
The creative starts with a live-action introduction to a specific disease, highlighting the importance of health checkups. Then it shows how convenient and helpful this health checkup mobile app is.

947K

Estimated Impressions

825

Popularity

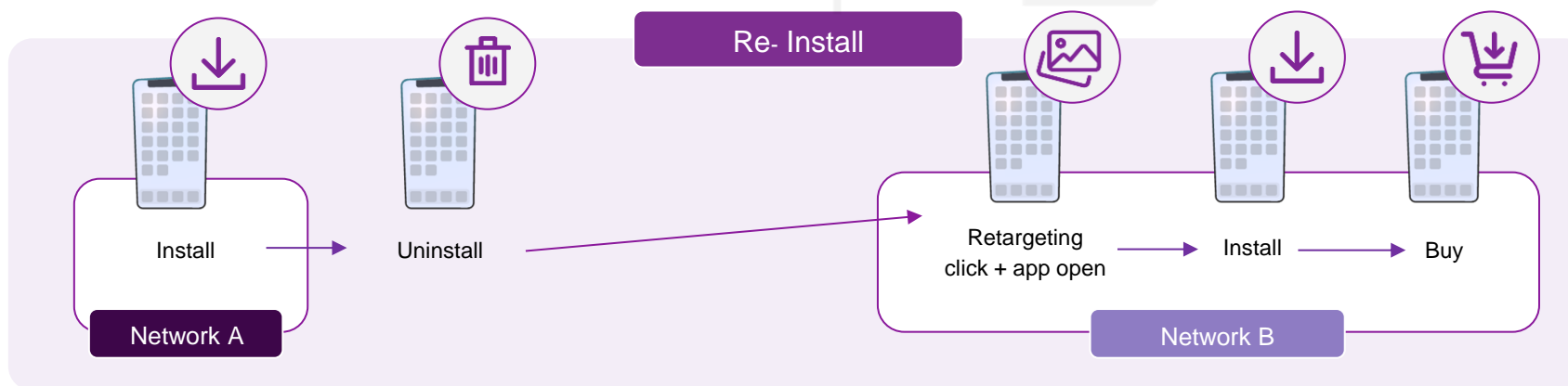


Click the image to play the complete creative

Retargeting: Driving Sustained Engagement for Apps

Retargeting is a crucial strategy that app advertisers must prioritize, focusing on re-engaging users who have interacted with an app but may have become inactive or uninstalled it. According to Business of Apps, 77% of daily active users churn within just three days of installation, underscoring the need for sustained engagement.

In today's competitive mobile landscape, **running user acquisition (UA) and retargeting campaigns in tandem is essential**. This approach not only broadens reach but also strengthens user retention—ensuring that initial installs translate into long-term, high-value engagement.

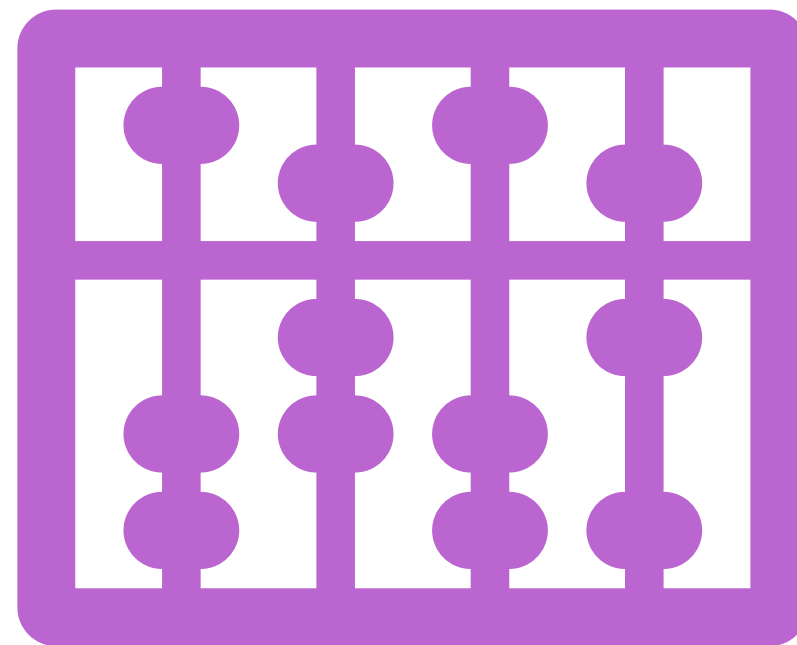


Retargeting Android VS iOS









































Feature	Android	iOs
Market Share (Worldwide)	75%	25%
Average number of users (Worldwide)	3 billion	1 billion
Data Availability for Retargeting	Easier (Google Advertising ID)	More challenging (IDFA Limitations)
Targeting	More precise targeting	Less precise targeting (reliant on Consent & Contextual Data), but still possible.
Tip to Success!	Leverage user data for segmented campaigns and customize creatives.	Focus on contextual targeting, leverage pre-permission prompts & SKAdNetwork)



Finance





1		Cencopay	Cencosud	11		TransferGo	TransferGo	1		Western Union	Western Union	11		Cencopay	Cencosud
2		CCU Mobile Banking	North Island Financial Credit Union	12		Crypto.com	Crypto.com	2		Bank of America Mobile Banking	Bank of America	12		CCU Mobile Banking	North Island Financial Credit Union
3		State Farm®	State Farm Insurance	13		myPOS	myPOS	3		Fortaprest	Fortaprest	13		State Farm®	State Farm Insurance
4		moomoo	Futubull	14		Sicredi para smartphone	Sicredi Mobi para	4		XTrend Speed Trading App	RYNAT CAPITAL	14		Pla Pla	PLaPLa
5		Revolut	Revolut	15		Empower	Empower Finance	5		Google Pay	Google	15		APMEX	APMEX
6		Banco General, S.A.	Banco General, S.A.	16		Interbank APP	Banco Internacional del Perú	6		Préstamo en efectivo	VIVA VIDA	16		We Crédito	Donald Dorothy Davis
7		Bankin	Bankin	17		Remitly	Remitly	7		moomoo	Futubull	17		Bankin'	Bankin'
8		Mitrade	Mitrade	18		Amigo Paisano	Intermex	8		PrestaMax	RIZKY RAMADHAN	18		Tapp de Caja los Andes	Tapp Caja los Andes
9		Banca Móvil BCP	Banco Credito	19		BTCC	BTCC.com	9		Yape	Banco de Credito del Peru	19		Albert: Budgeting and Banking	Albert Corp.
10		Amex Business Blueprint™	American Express	20		Zasta	Zasta	10		Revolut	Revolut	20		Don Lucash	CyredClub

Policy-oriented, the app made efforts to increase its share in the global market

Moomoo, a digital investment platform for global investors, offers trading tools, market data, financial news, and social features. By Q3, it had 24.12 million registered users (up 14.4% YoY) and 4.28 million account-holders (up 22.8% YoY).

moomoo

Futubull

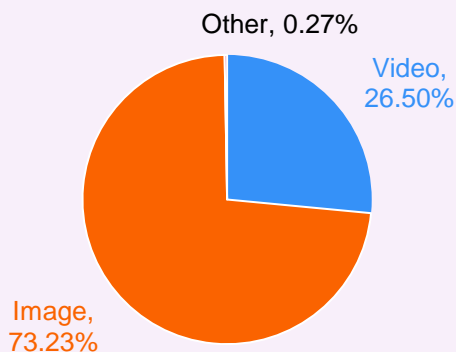
Advertising Data

First advertising date: Nov 2018

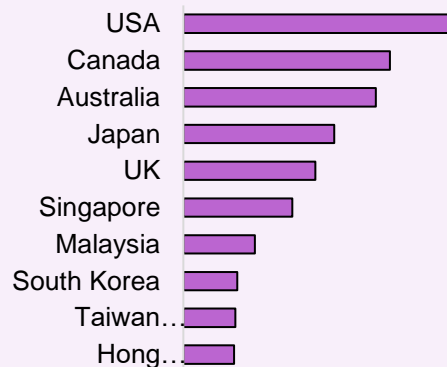
Total deduplicated creatives: 66K



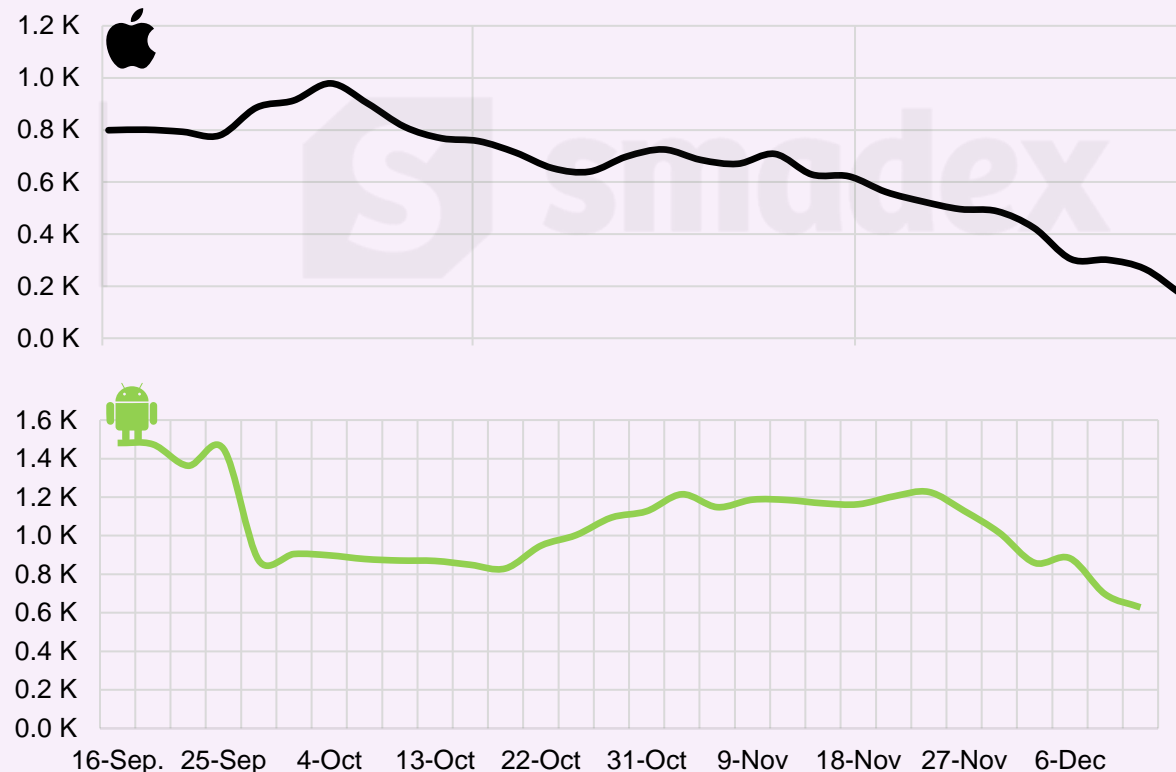
% of creatives by type




Top countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[moomoo]'s Excellent Active Video Creative

Released on :  YouTube

Dimensions : 1920*1080

Features:

As there is a growing need for managing money on mobile devices, the creative focuses on displaying how professional the app is in many aspects ranging from funds management to trend prediction. It ends with a big “free” to attract beginners to download and install the app.

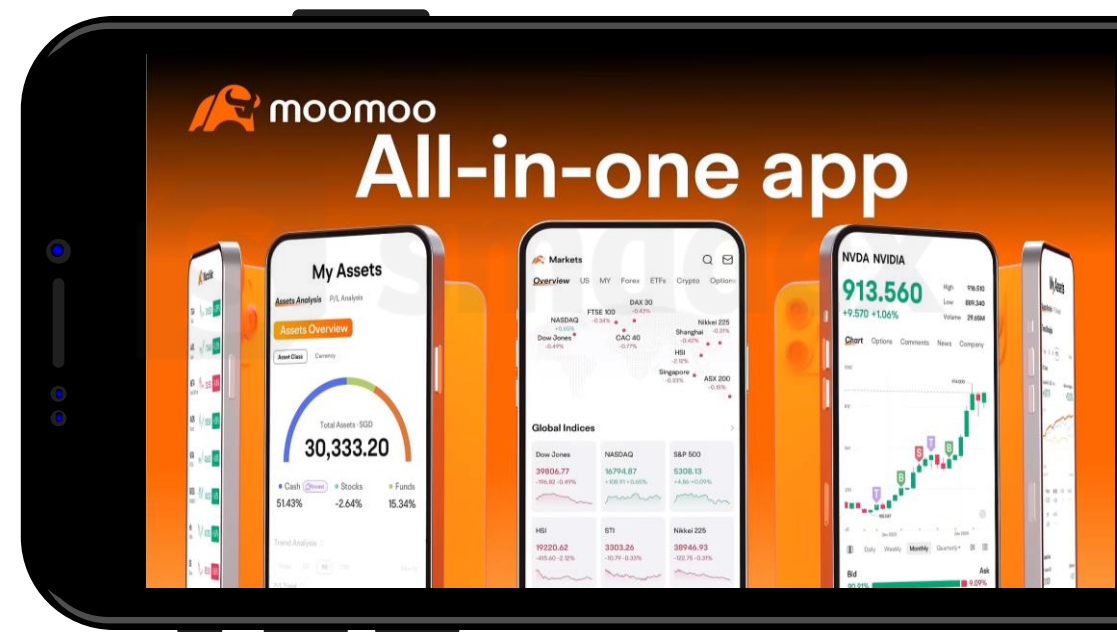


3.9M

Estimated Impressions

1000

Popularity



Click the image to play the complete creative

"0-commission", a small step towards towards global expansion

Webull, launched globally in May 2017, became a FINRA member and SEC-registered broker dealer within a year. In December 2024, it agreed to merge with SPAC in preparation for its US market listing.

Webull

Webull Corporation

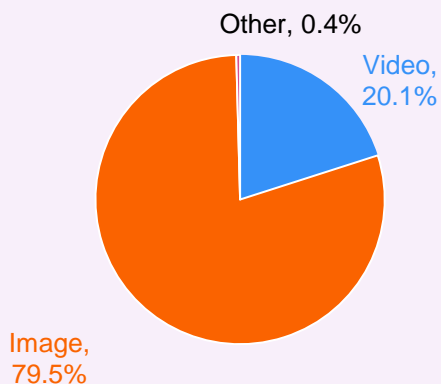
Advertising Data

First advertising date: Dec 2016

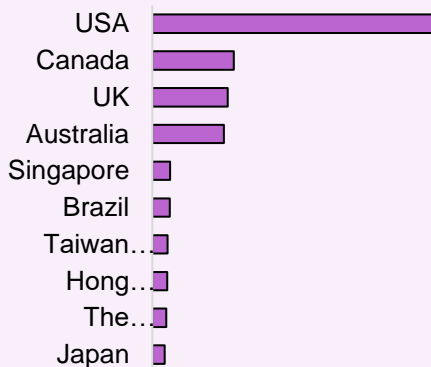
Total deduplicated creatives: 34.6K



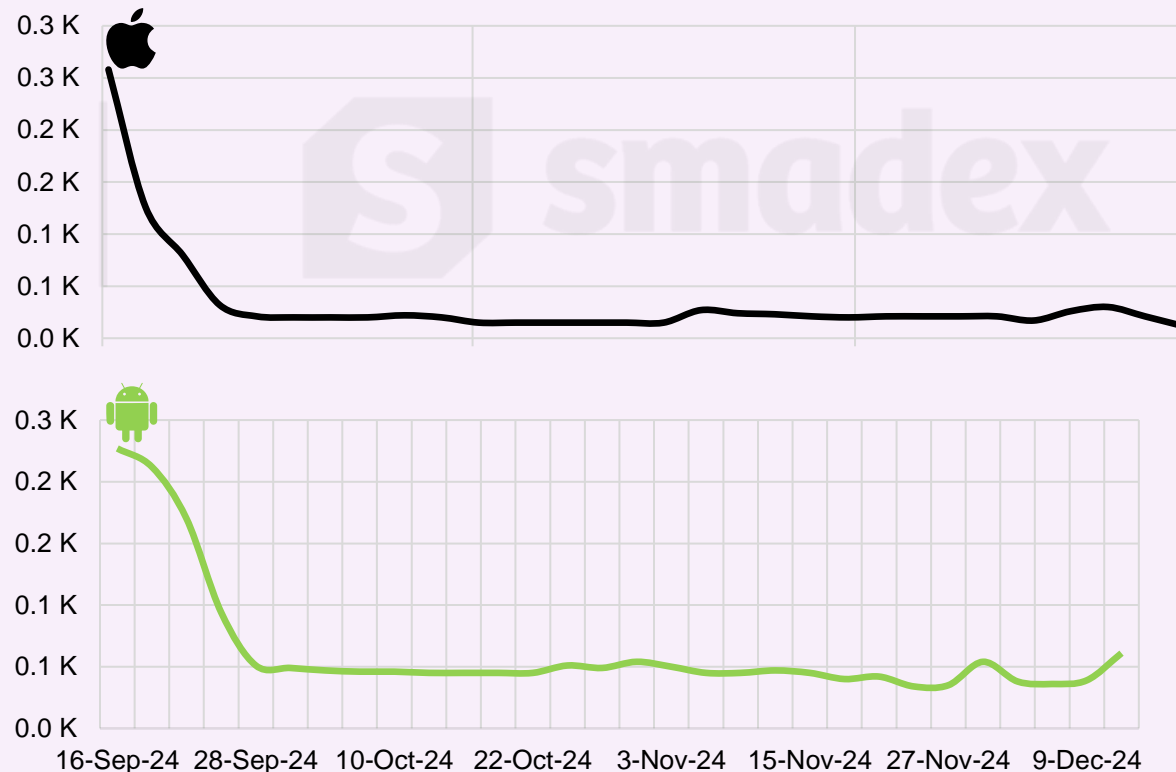
% of creatives by type



Top countries/regions by advertising




Trends of the app's ad creatives on iOS and Android



[Webull]'s Excellent Active Video Creative



Released on :  YouTube

Advertised in countries/regions : USA

Features:

Centering around the keyword “trading”, the creative shows how people conducted transactions through the ages. The funny acting will also raise people’s interest in the app.

4.1M

Estimated Impressions

1000

Popularity



[Click the image to play the complete creative](#)

Through crossover cooperations, the app's global publicity was grand.

Launched in 2020, XTrend Speed gained 10 million global users. In 2022, it partnered with Serie A's ACF Fiorentina and in 2023 became a regional sponsor of Argentina's national football team.

XTrend

RYNAT CAPITAL

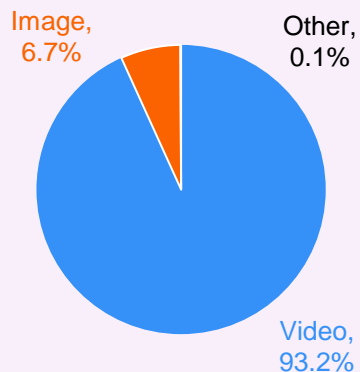
Advertising Data

First advertising date: Mar 2020

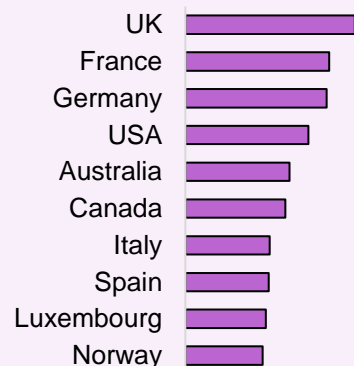
Total deduplicated creatives: 116K



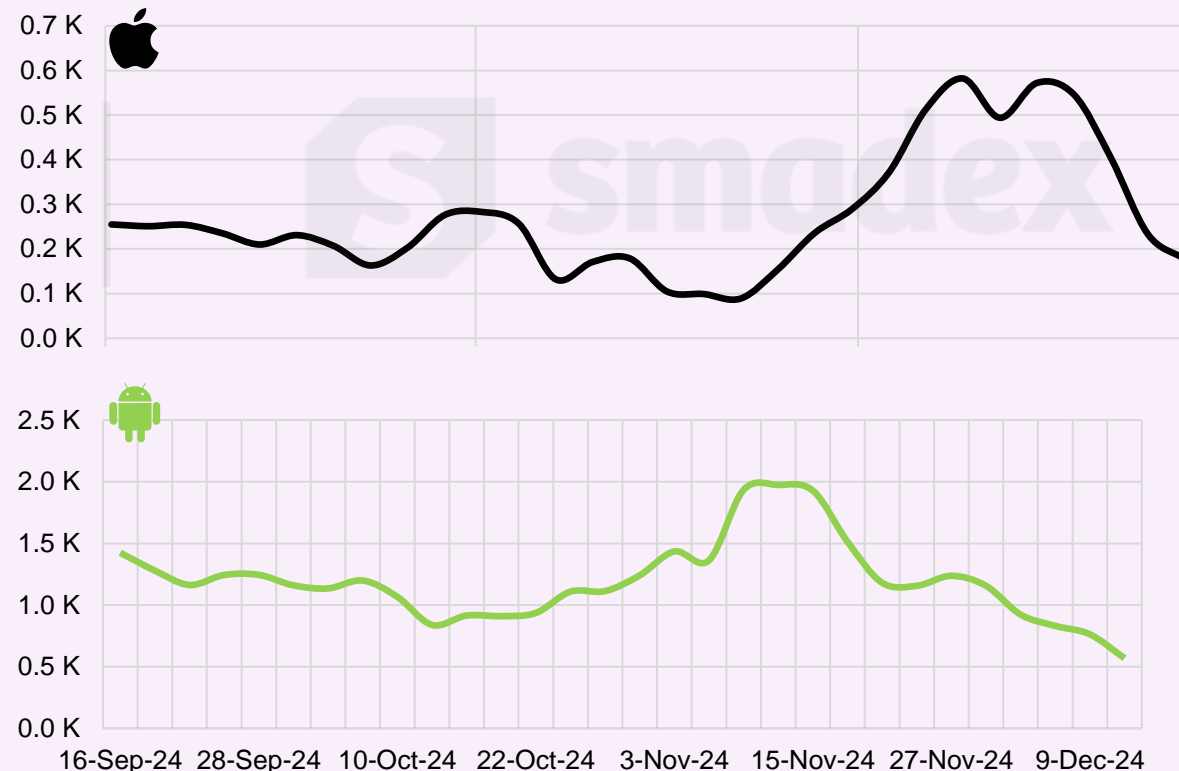
% of creatives by type



Top countries/regions by advertising



Trends of the app's ad creatives on iOS and Android



[XTrend]'s Excellent Active Video Creative

Released on :  Google Ads(Admob)

Dimensions : 640*360

Features:

XTrend strives to enhance its brands and create new brands globally. Working with top sports teams enables them to publicize their brands and gain wider brand recognition. The creative is designed to be like a sports interview, which can quickly raise the audience's interest in the app.

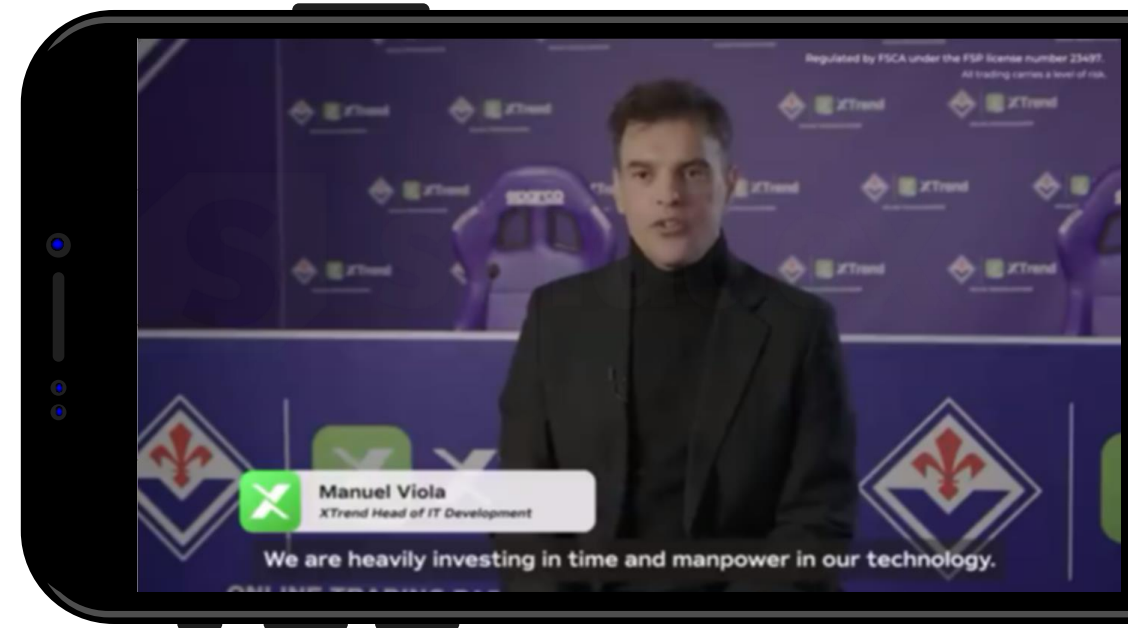


1.8M

Estimated Impressions

999

Popularity



Click the image to play the complete creative

Connected TV (CTV): The New Frontier for Performance Marketing

Connected TV (CTV) is emerging as a key channel for mobile user acquisition (UA) and performance marketing. Once seen as just an awareness tool, CTV now drives the entire funnel—from brand exposure to conversion and loyalty. For fintech apps, its immersive storytelling and precise household targeting enhance mobile installs and ROAS. As CPI competition intensifies, CTV’s “living room economy” synergizes with fintech localization strategies, seamlessly guiding users from awareness to first transaction through a cross-device journey.

CTV usage expansion

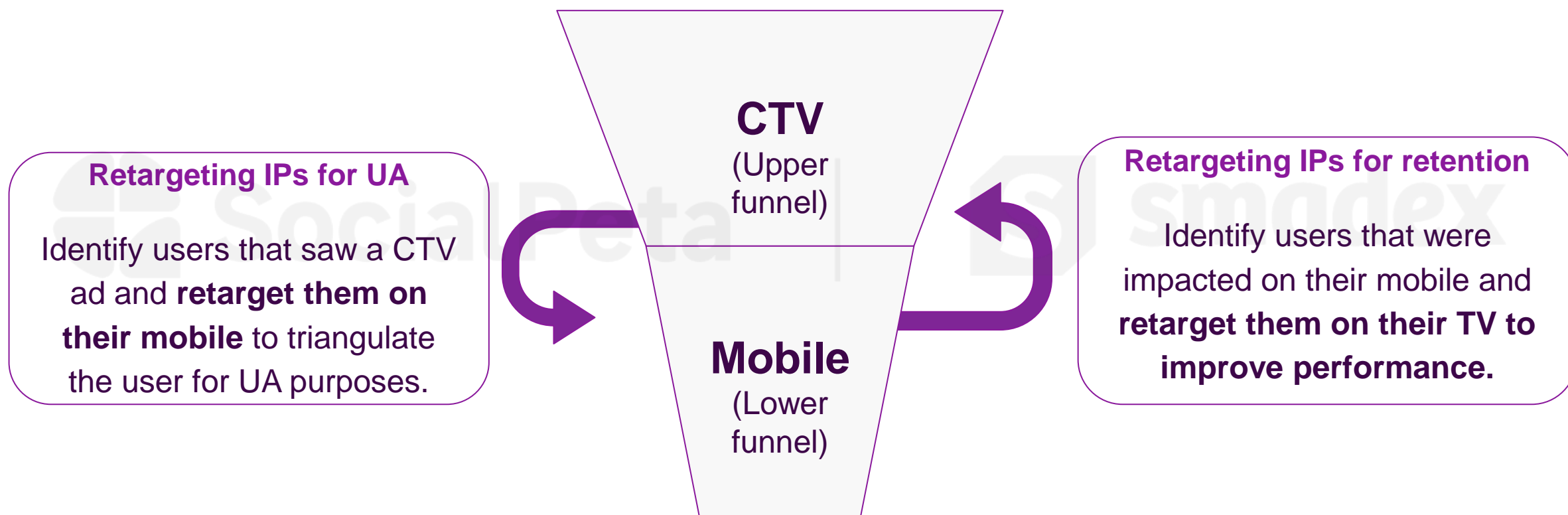


Amount of Users that use CTV*
*Source: Comscore Enumeration Study

Main Metrics for CTV

- Spend
- Installs
- CPI
- IPM
- ITIT
- Cohorted ROAS
- Cohorted Retention

Full Funnel Strategy



Papaya Success with CTV

Papaya is an innovative company that develops games designed to reward skill, strategy, and perseverance. Papaya boasts a highly successful portfolio of skill-based gaming apps, including Solitaire Cash, Bingo Cash, and Bubble Cash.

- **Incrementality Through CTV**
- **Simultaneous Campaign Launches**
- **Always-On Campaigns:** “always-on” campaigns for both Mobile UA and CTV, ensuring sustained growth.

30%

Budgets
Increased

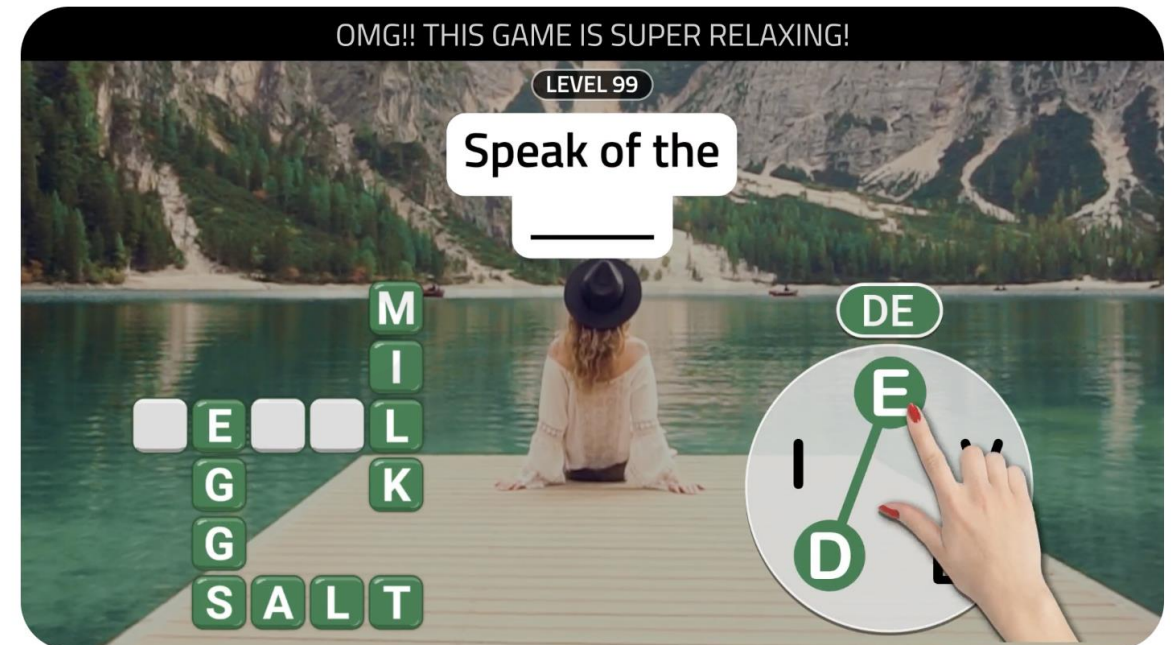
Substantial
Increase in Installs

Increased scale
& performance



Creatives Tips for CTV

- Long HQ creatives (>15s, desirably 30s)
- Logo of the App/Google Play Store
- Call to Action - Download now/Play now
- Strong begin & end
- Starting with 3 different sets/themes
- Biweekly rotation
- Dimensions: 1920 x 1080
- Non-skippable



Top Regions

Marketing and Advertising Analysis of Mobile Apps



Analysis of Advertising in North America

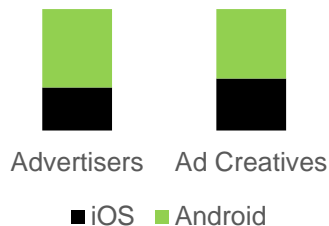
- The number of advertisers experienced a slight decline in June and didn't surpass 75K until December.
- There was no decrease in the number of creatives released for top apps. Monthly reduplicated creatives peaked at over 12.0M in July this year.

Number of app advertisers in North America in 2024

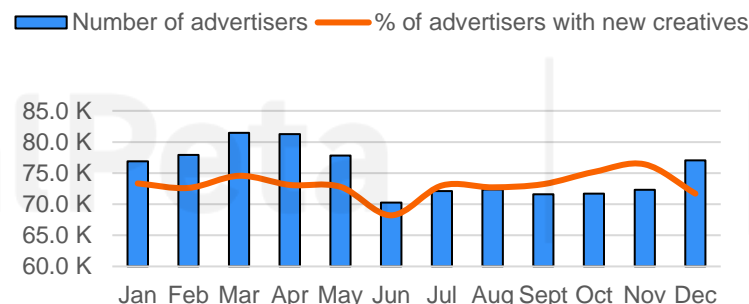
170.0K
-15.5%
YoY growth

Number of creatives for apps in North America in 2024

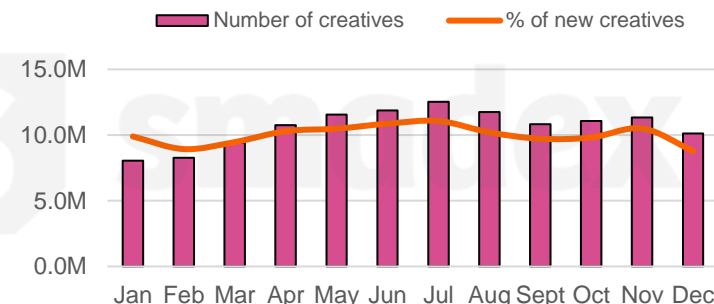
71.2M
+31.4%
YoY growth



Changing trends of monthly advertisers



Changing trends of monthly creatives



Top apps by advertising



Popular new apps



Analysis of Advertising in Europe

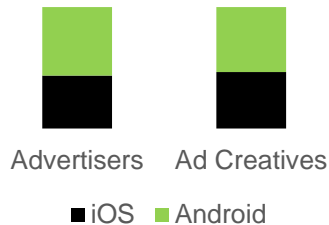
- The number of advertisers peaked at over 76.4K in March, followed by drops and rises. 65.85% (the highest percentage) of advertisers released new creatives in January.
- The number of creatives and the percentage of new creatives peaked in July. In 2024, there was a YoY growth of 40.7% in total creatives for apps in Europe.

Number of app advertisers in Europe in 2024

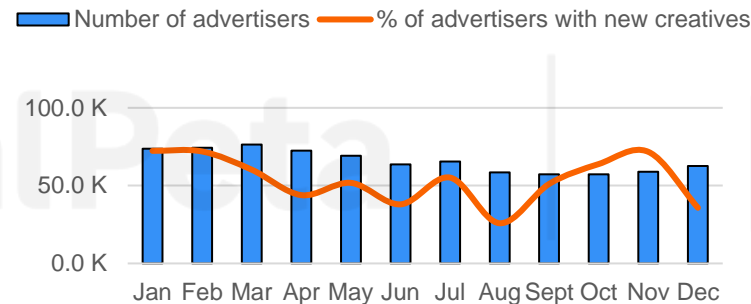
171.4K -23.7%
YoY growth

Number of creatives for apps in Europe in 2024

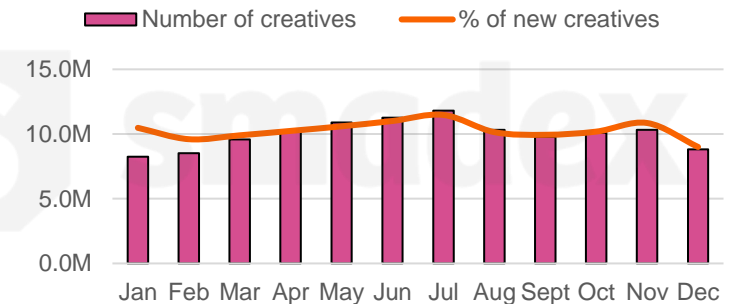
68.7M +40.7%
YoY growth



Changing trends of monthly advertisers



Changing trends of monthly creatives



Top apps by advertising



Popular new apps



Analysis of Advertising in Japan & South Korea

- There were large fluctuations in advertisers with new creatives. There was a peak of over 30K active advertisers in December.
- The number of creatives increased by months to peak in July and was still over 40K in December.

Number of app advertisers in Japan & South Korea in 2024

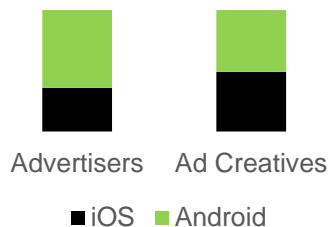
66.0K

-1.1%
YoY growth

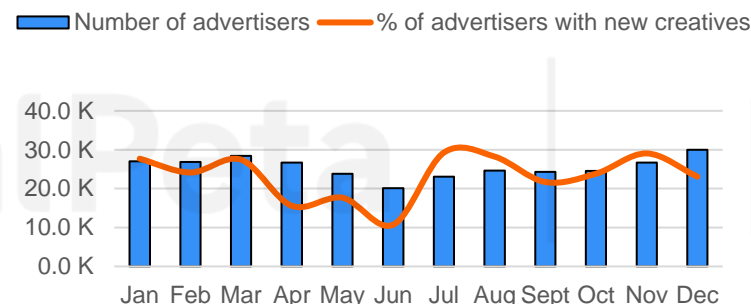
Number of creatives for apps in Japan & South Korea in 2024

29.1M

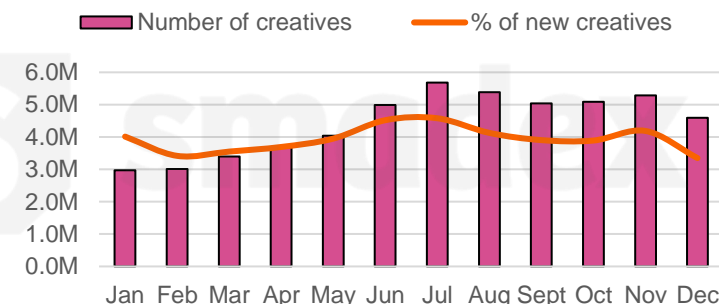
+73.8%
YoY growth



Changing trends of monthly advertisers



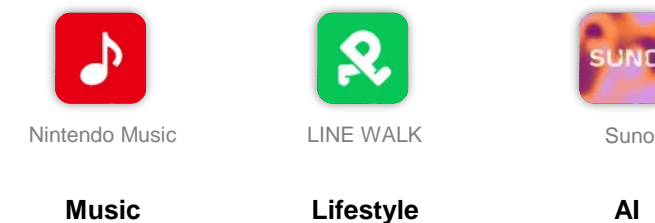
Changing trends of monthly creatives



Top apps by advertising



Popular new apps



Analysis of Advertising in South America

- There were very small fluctuations in the number of advertisers, especially in March and December.
- Active creatives peaked in July and November. There was fierce competition among AI and short drama apps in this region.

Number of app advertisers in South America in 2024

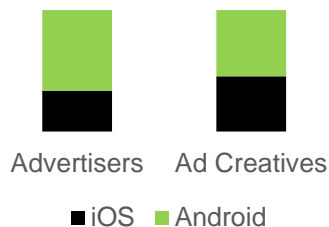
85.4K

-6.8%
YoY growth

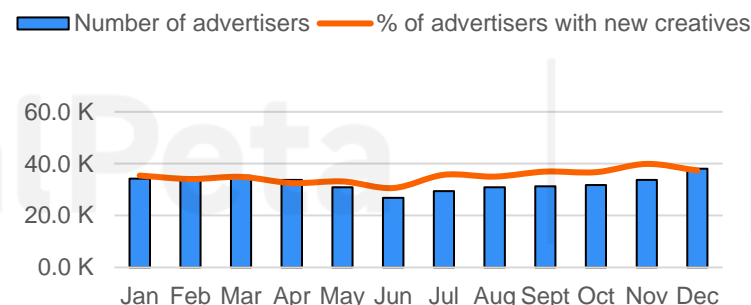
Number of creatives for apps in South America in 2024

37.0M

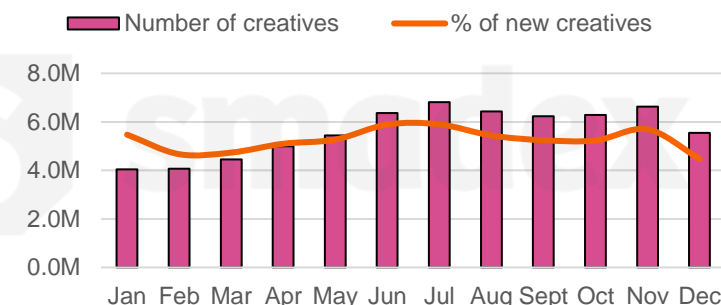
+52.9%
YoY growth



Changing trends of monthly advertisers



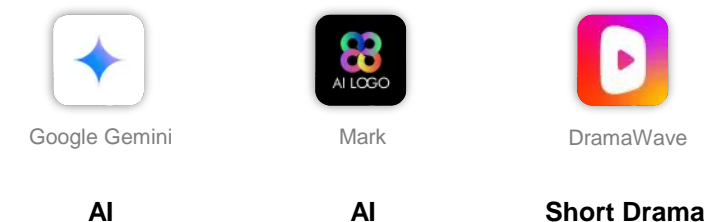
Changing trends of monthly creatives



Top apps by advertising



Popular new apps



Analysis of Advertising in Hong Kong, Macao, & Taiwan

- This region reported the smallest YoY decline in advertisers, and a YoY growth of about 54.7% in active creatives.
- Short drama apps were booming. All top apps by advertising were short drama apps. New apps were mostly related to daily life. New food & drink apps and new finance apps received surging downloads.

Number of app advertisers in Hong Kong, Macao, & Taiwan in 2024

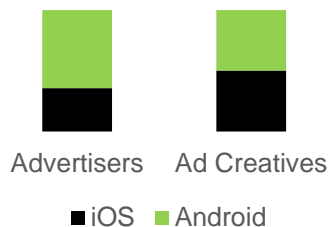
58.5K

-3.5%
YoY growth

Number of creatives for apps in Hong Kong, Macao, & Taiwan in 2024

24.6M

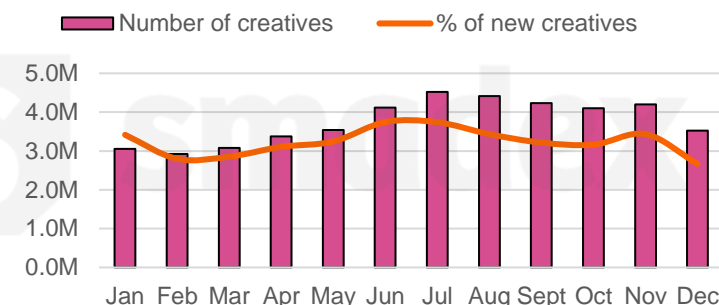
+54.7%
YoY growth



Changing trends of monthly advertisers



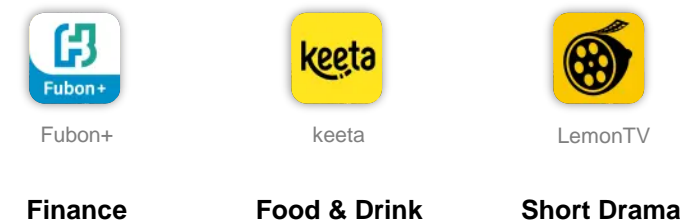
Changing trends of monthly creatives



Top apps by advertising



Popular new apps



Analysis of Advertising in Middle East

- Trends of creatives in Middle East were similar to those in Hong Kong, Macao, & Taiwan. But the total number of creatives was higher.
- It was one of the most important markets for short drama apps. It was also a potential market for new travel and AI apps.

Number of app advertisers in Middle East in 2024

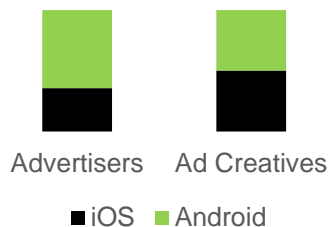
66.9K

-11.4%
YoY growth

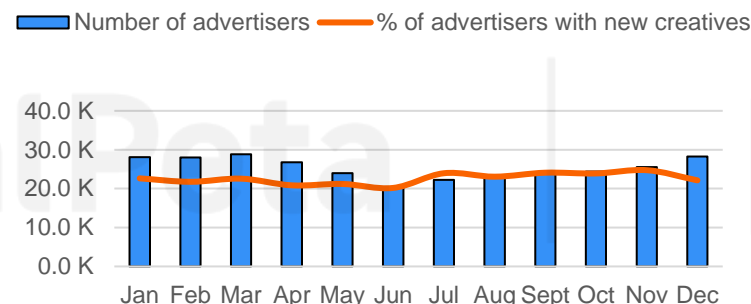
Number of creatives for apps in Middle East in 2024

33.3M

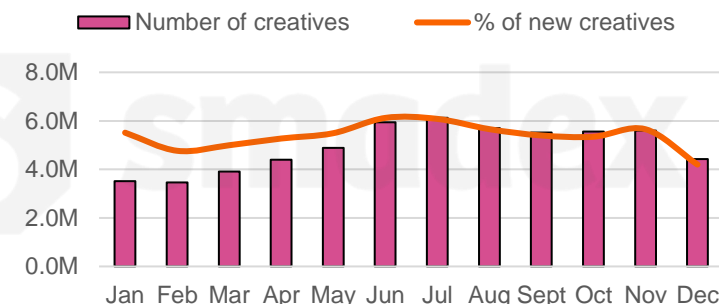
+63.2%
YoY growth



Changing trends of monthly advertisers



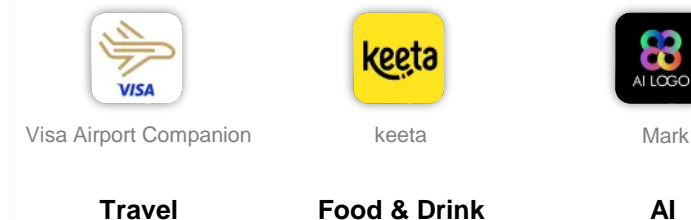
Changing trends of monthly creatives



Top apps by advertising



Popular new apps



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 – Dec 2024

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

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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



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