

2026 Global Mobile Apps Marketing Trends White Paper

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Global AI App Marketing Creative Intelligence Hub A Comprehensive View of AI Product Marketing Strategies

Leverage SocialPeta to uncover the marketing strategies behind **top-performing AI products**, and gain insights and inspiration from advertising data across multiple dimensions, including global channels, media platforms, and advertisers.

SocialPeta focuses on the global AIGC industry, bringing together the latest ad creatives, AI tool rankings, and in-depth industry insights. We cover more than 80 countries and regions and over 80 major global advertising channels, including Facebook, Google, X, YouTube, TikTok, Unity, and more. Our creative database has exceeded 1.6 billion ads and is updated on an hourly basis.

As a leading global advertising intelligence platform, SocialPeta leverages its massive data assets and experience serving thousands of VIP clients to provide practical methodologies for AIGC professionals, helping them build products that are more appealing to users worldwide.

600W

APP advertisers

1.7B

APP Ad Creatives

120W

Daily Updates

About AdChampagne

AdChampagne is a **full-cycle mobile marketing agency**. The team delivers high-performance campaigns designed to accelerate the growth of your brand and business. They partner with the largest and most premium traffic sources, **including TikTok, Unity, Facebook, Google UAC, AppLovin, Snapchat, Pinterest, Reddit,** and other exclusive platforms.

At the core of their philosophy are honesty and transparency – they aim to improve the professional and everyday lives of everyone they work with. Today, AdChampagne brings together experienced media buyers and creators whose expertise and approach truly stand out. All the work is built on data, analytics, and proprietary optimization technologies developed in-house.

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Industry Insight



Ondrej Monsberger | Co-Founder at PlayableMaker

When examining acquisition performance shifts in 2025, the most significant changes were observed across search, paid social, programmatic, and emerging interactive ad formats. These shifts were primarily driven by privacy constraints, reduced targeting granularity, and a structural move toward creative- and intent-driven acquisition strategies.

Performance shifts across acquisition channels are supported by:

- **Search and Store-Based Channels:** Search and app store environments (including Apple Search Ads, Google Search, and store search placements) gained importance as privacy changes made precise audience targeting more difficult. Intent-based traffic remained resilient, continuing to deliver strong conversion performance despite broader signal loss.
- **Paid Social and Programmatic Transformation:** While paid social and programmatic channels remained core traffic sources, their effectiveness increasingly depended on creative quality rather than targeting sophistication. As targeting options became more restricted, creative execution emerged as the primary driver of CPI, ROAS, and retention performance.
- **Growth of Interactive Ad Formats:** Interactive formats—particularly playable ads—expanded rapidly beyond gaming into non-gaming verticals. These formats enabled advertisers to pre-qualify users, communicate complex product value propositions quickly, and achieve higher install quality and retention compared to static or traditional video ads.
- **Creative-Led Budget Allocation:** Advertisers increasingly shifted budgets toward channels that support scalable interactive creatives (such as Meta, TikTok, SDK networks, and select search placements), reflecting a broader transition from channel-centric optimization to creative-centric iteration.



Emre Bayram | CTO at AppNava

When assessing how non-gaming apps balance short-term performance goals with long-term user value in 2025, most teams are not directly optimizing for lifetime value. Instead, they approximate long-term outcomes using early behavioral signals that serve as proxies for retention and monetization potential.

The evolving approach to performance and retention is supported by:

- **CPI and ROAS as Filtering Metrics:** While CPI and ROAS remain necessary for operational control, leading teams increasingly treat them as filters rather than final objectives, using them to eliminate poor-performing traffic rather than define success.

- **Reliance on Early Behavioral Proxies:** Optimization is shifting toward identifying early indicators of long-term value, such as meaningful engagement, organic return behavior, and interaction with core value features during initial sessions.

Cohort-Based Decision Making: Performance evaluation increasingly occurs at the cohort level, combining machine learning outputs with human judgment to avoid false precision in noisy, privacy-constrained data environments.

- **LTV Prediction as a Directional Framework:** Rather than attempting to forecast exact revenue, leading teams use LTV modeling to translate early behavioral patterns into directional guidance. These models identify which cohorts to scale, which creatives to prioritize, and where onboarding adjustments are needed.

At the core of both challenges is a structural mismatch: long-term value is realized late, while acquisition and creative decisions must be made early. Teams that gain an advantage in 2025 are those that make better early assumptions, learn faster from user behavior, and continuously close the loop between marketing signals and product outcomes.



Ashley Schmitt | Director of Marketing at YouAppi, Affle

When examining how non-gaming apps balance short-term performance goals such as CPI and ROAS with long-term user value and retention in 2026, leading teams are increasingly treating growth as a lifecycle rather than a single conversion event. While efficiency metrics continue to guide spend, they are now being directly connected to in-app behaviors that signal durability and future value.

This shift toward lifecycle-based growth strategies is supported by:

- **Performance Metrics Linked to Durable Behaviors:** CPI and ROAS remain core controls, but they are increasingly evaluated alongside indicators such as feature adoption, repeat usage, and moments of high intent within the app. These early behaviors serve as practical proxies for retention and lifetime value.
- **Optimization Around Meaningful In-App Events:** Acquisition and re-engagement strategies are increasingly planned around actions that correlate with downstream value, including first transactions, product usage milestones, and participation in time-bound experiences. This allows teams to maintain short-term efficiency targets while improving visibility into long-term LTV outcomes.
- **Retargeting as a Core Growth Lever:** Retargeting plays a central role in aligning short- and long-term objectives. Non-gaming apps are segmenting audiences by recency, engagement depth, and behavioral readiness, then sequencing messages across mobile and CTV to reintroduce value at the most relevant moment in the user lifecycle.
- **Performance-Led Reactivation at Scale:** Real-world campaign execution demonstrates how performance rigor can be applied to retention. For example, during a high-profile Super Bowl campaign, YouAppi supported Fetch by reactivating lapsed users around a live in-app event. Audiences were segmented by inactivity windows and optimized toward app opens and deeper participation. The campaign drove 372,000 users back into the app at an average cost per open of \$1.06, exceeding efficiency benchmarks while reinforcing higher-quality engagement.
- **Integrated Growth Operating Models:** Across the market, growth teams are increasingly integrating acquisition, reactivation, and retention into a single operating system. Rather than optimizing each stage independently, teams use real-time behavioral signals and cross-screen planning to inform continuous investment decisions. As this approach becomes standard, partners such as YouAppi enable non-gaming brands to apply performance discipline beyond acquisition—extending it into retention and reactivation—ensuring that short-term efficiency supports sustained, long-term growth at scale.



Steve P. Young | Founder at App Masters

When analyzing why many non-gaming apps struggle to scale user growth, the core issue is rarely product quality. Instead, growth fails to scale because it is not treated as a system. Teams often invest heavily in building features while under-investing in the mechanisms that reliably bring users in and convert them into revenue.

The most common challenges limiting scalable growth are supported by:

- **Delayed Investment in Distribution:** Many teams focus on product development for extended periods and only activate acquisition channels after launch. Without early testing across ASO, paid social, and Apple Ads, there is no repeatable acquisition engine. As a result, product decisions are made without feedback from real market demand.
- **Growth and Product Operating in Silos:** Acquisition, creative, and product development are often treated as downstream functions rather than integrated inputs. This disconnect prevents learnings from distribution performance from influencing what features are prioritized or how the product is positioned.
- **Weak or Late Monetization Signals:** Fear of charging users too early leads many apps to delay monetization, resulting in unclear value exchange. This weakens both retention and paid growth, as acquisition cannot be efficiently scaled without early revenue signals.

Practical adjustments to address these challenges include:

Testing acquisition channels in parallel with product development, allowing ASO, paid social, and Apple Ads performance to inform product and feature decisions early.

Running early monetization experiments such as short trials, low-friction entry offers, and clearly positioned annual plans to establish value perception and revenue per install.

Treating distribution, monetization, and creative execution as core product features rather than post-launch optimizations.

Non-gaming apps scale most effectively when growth is designed as an integrated system—where product, distribution, monetization, and creative strategy evolve together based on continuous market feedback.



Asaf Yanai | Co-Founder & CEO at Alison.ai

When evaluating non-gaming app marketing performance in 2025, the most significant structural change was the shift from media-driven optimization to creative-driven performance. While channel mechanics, bidding systems, and targeting capabilities largely stabilized across platforms, creative emerged as the primary constraint on scalable growth.

This structural shift is supported by:

- **Convergence of Media and Targeting Capabilities:** Across major platforms, targeting, bidding, and optimization tools have become increasingly similar, reducing their role as performance differentiators and shifting competitive advantage away from media execution.
- **Accelerating Creative Fatigue Cycles:** Creative performance windows have shortened dramatically. In many cases, “winning” ads deliver only a few days of meaningful impact before fatigue sets in, leaving limited time to diagnose why a creative worked or failed.
- **Creative Burnout as a Growth Bottleneck:** Creative teams are under increasing pressure to produce and iterate at higher velocity, often without sufficient time or signal clarity. This has made creative throughput and learning speed the dominant limiting factors in performance.
- **Learning Speed Overtaking Spend as a Competitive Advantage:** Teams that outperform are not those spending more, but those learning faster. Leading advertisers treat creative as a system, closely monitoring early performance signals and iterating before performance collapses rather than reacting afterward.
- **Creative as Core Growth Infrastructure:** Creative has transitioned from a tactical asset to foundational infrastructure. In saturated markets, sustained growth depends on a creative system that enables speed, iteration, and continuous learning at scale.



Nina Perik | Marketing Director at MAF

When examining how non-gaming apps are evolving their use of gamification, the most notable shift is a move away from surface-level mechanics toward more purposeful, behavior-driven design. Successful implementations increasingly focus on relevance—aligning gamified elements directly with core user motivations and product value.

The evolution of gamification in non-gaming apps is supported by:

-From Generic Mechanics to Behavior-Led Design: Apps are moving beyond basic points and badges toward systems intentionally designed to reinforce specific user behaviors. Gamification is no longer additive; it is embedded into the core experience to guide how and when users engage.

-Alignment with Intrinsic User Motivation: Leading examples such as Duolingo and Strava demonstrate that effective gamification directly maps to why users use the app in the first place. Streaks encourage daily learning habits, leaderboards tap into competitive motivation, and progress systems make long-term goals feel achievable.

-Immersive Experiences for Traditionally Low-Engagement Tasks: Gamification is increasingly used to transform functional or traditionally “boring” activities into engaging experiences. In fintech, for example, some apps allow users to build and grow virtual environments—such as cities or worlds—based on real financial behavior, turning routine actions into interactive progress.

-Psychology-Driven, Purposeful Implementation: Gamification delivers results when designed around user psychology and tightly aligned with the behaviors an app aims to encourage. Features that lack clear behavioral intent tend to add novelty without improving retention or value.

As gamification continues to mature, the trend is moving toward deeper, more immersive, and more personalized systems. Looking ahead to 2026, successful non-gaming apps are expected to explore new forms of gamification that further blur the line between utility and engagement, reinforcing long-term habits rather than short-term novelty.



Mesut Numanoğlu | Genel Sekreter at TMUG Kulübü

When assessing user attention in 2025, non-gaming apps are increasingly competing directly with mobile games. This shift is very real, as users have a finite “attention budget,” and gaming has historically captured a large share through fast dopamine loops, clear progression systems, and social reinforcement. Non-gaming categories—such as social, short-form video, shopping, finance, health, and productivity—are adopting similar engagement mechanics, including personalization, streaks, rewards, communities, and creator ecosystems, thereby capturing a larger portion of user attention.

The implications for acquisition and engagement strategies are supported by:

-User Acquisition Optimized for Attention, Not Just Installs: CPI alone is insufficient. Teams must focus on metrics that capture downstream value, including LTV, retention, session frequency, and payback periods.

-Entertainment-Native Creative Strategy: Creatives must hook users within the first 1–2 seconds, communicate a clear value moment, and feel like organic content, particularly for TikTok/Reels-style placements.

-Accelerated Value Delivery: Onboarding flows need to deliver immediate, tangible wins. Users quickly abandon apps if the perceived value moment is delayed, especially with multiple competing attention products on the device.

-Habit-Forming Retention Mechanisms: Streaks, smart reminders, challenges, personalization, and social features drive repeat engagement without turning the experience into a “casino” or purely reward-driven system.

Segmentation and Lifecycle Messaging: Different user cohorts require differentiated strategies, including new user activation, reactivation of lapsed users, and nurturing of high-value segments.

-Cross-Category Benchmarking: Non-gaming apps compete not just with direct category peers but with the most engaging products on the device. This necessitates adopting best practices from top attention-grabbing apps across categories.



Katya Madonova | Marketing Lead at web2wave

When evaluating non-gaming app marketing in 2025, the most significant structural change was the mainstream adoption of **web2app funnels** as a paid acquisition channel. This approach, in which users complete onboarding and payment on the web before downloading the app, moved from a niche tactic to standard practice, enabling improved measurement, faster cash flow, and enhanced experimentation.

The impact of web2app adoption is supported by:

-Restoration of First-Party Attribution: Web funnels capture real-time user behavior, including clicks, quiz completions, and purchases, bypassing limitations introduced by iOS 14.5+ and privacy-driven changes to SKAN or Meta Aggregated Event Measurement. Accurate signals allow algorithms to optimize ads more effectively than probabilistic or aggregated data.

-Improved Unit Economics: Apps retain over 95% of revenue via web funnels compared to roughly 70% through app stores after platform fees. Faster payouts (1–2 days versus 30–45 days) allow teams to reinvest in acquisition campaigns more quickly.

-Flexible Experimentation and Iteration: Web2app funnels remove app store review constraints, enabling rapid testing of pricing, paywall designs, onboarding flows, and other conversion optimizations. Users who pre-qualify themselves through quizzes or early payments are more likely to engage and retain post-install.

-Portfolio Diversification in Acquisition: Rather than replacing direct-to-app campaigns, web2app funnels serve as a parallel channel, reducing reliance on a single acquisition path in a post-IDFA environment. This diversification strengthens overall growth resilience.

-Enhanced Retention and LTV: Pre-qualified users entering the app via web funnels demonstrate higher retention and long-term value, resulting from both improved targeting and more engaged onboarding experiences.



Sasha Goncharov | CEO, Co-founder at Spiral

When evaluating the non-gaming app landscape over the next 12–18 months, health and finance apps leveraging AI are expected to experience breakout growth. These categories combine proactive, high-context personalization with tangible outcomes in two fundamental areas of life: physical health and wealth management.

The anticipated growth in these categories is supported by:

-AI-Powered Personalization: With user permission, health apps can integrate data from wearables and lab results, while finance apps can connect to bank accounts, crypto wallets, and transaction histories. AI models turn this data into actionable guidance, alerts, and next-best actions.

--Vertical Specialization and Integration: While large AI assistants like ChatGPT and Gemini provide broad capabilities, specialized apps succeed by offering tighter vertical focus, superior integration with domain-specific data, and solutions tailored to specific user needs such as chronic conditions, gut health, budgeting, investing, or tax optimization.

-Trust and Regulatory Alignment: Apps that provide strong data privacy, regulatory compliance, and transparent handling of sensitive health or financial information have a competitive edge in adoption and retention.

-Proactive Engagement: These apps can act before the user needs intervention, providing contextually relevant insights and prompts that drive habitual usage and long-term retention.

Marketing Overview

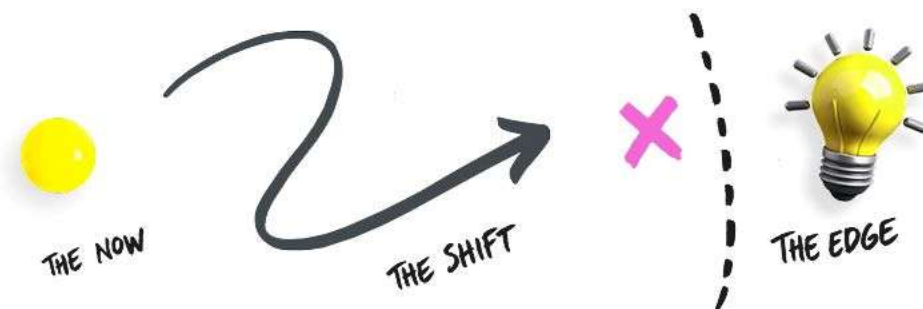
01

Market Overview

The AppsFlyer report “Top 5 Data Trends of 2025 and Predictions for 2026”, based on the analysis of 32 billion paid installs, 45,000 apps, and 45 billion remarketing events, highlights a significant transformation of the global mobile marketing landscape.

In 2025, total user acquisition spend reached \$78 billion, marking a 13% year-over-year increase. However, this growth was driven exclusively by iOS: investments in Apple’s ecosystem grew by 35%, while Android budgets effectively stagnated, showing a 1% decline.

The primary contributors to the increase in marketing spend were non-gaming verticals, particularly eCommerce, FinTech, and Betting, confirming that mature industries continue to invest heavily in sustainable growth and the acquisition of high-quality users.



Top 5 Non-Gaming Verticals of 2025

Vertical	Marketing Spend Growth (2025)	Avg. CPI	Avg. CPM	Remarketing Growth	Key Characteristics
eCommerce	+30% YoY	\$2.4	\$18	+40%	Strong iOS focus High LTV High dependency on seasonality and promotions
FinTech	+20%	\$4.8	\$28	+55%	High conversion costs Strict traffic quality requirements Long decision-making cycle
Betting & Gambling	+15%	\$5.2	\$32	+70%	One of the highest ARPU levels on the market Aggressive acquisition strategies Strong retention focus
Delivery & Mobility	+10%	\$3.1	\$22	+35%	High competition in urban areas Strong dependence on local economic conditions High sensitivity to order frequency
Health & Wellness	+12%	\$2.0	\$14	+25%	Strong organic demand Highly engaged audience Growth in premium iOS segment

Key Market Shifts in Performance Marketing in 2025

Performance marketing in 2025 is undergoing several structural changes:

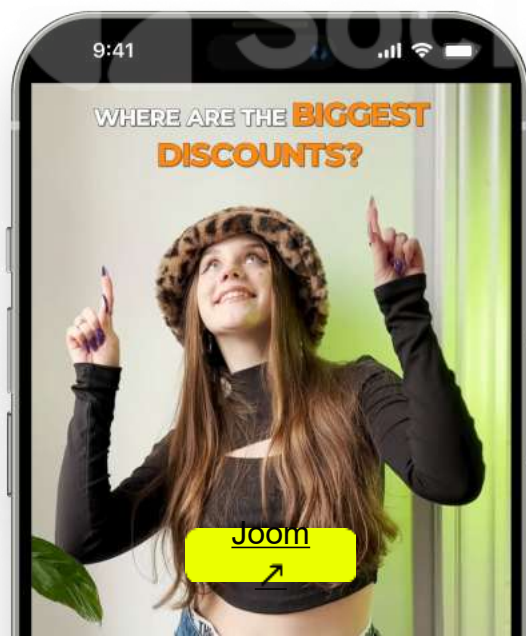
- **AI-generated content** significantly reduces creative production costs, enabling brands to test a higher volume of formats.
- Platform algorithms (Meta, TikTok, YouTube, VK Ads) increasingly optimize toward **creative performance rather than targeting**.
- Ad formats are becoming **shorter, faster, and more native** – speed of value delivery matters more than production quality.
- **CRE (Creative Rate of Efficiency)** has emerged as a core KPI, measuring how quickly and cost-effectively each creative generates results.

We will analyze the advertising effectiveness in performance marketing across three core formats: video, static, and playable ads.



Video Formats in 2025

In 2025, video accounted for approximately 70% of total social ad inventory, driven by algorithmic prioritization, higher attention retention, stronger CTR and CVR in mid-funnel stages, and the ability to demonstrate product value within the first 2-3 seconds.



Format	Sources	Key Characteristics
UGC Video (Pseudo-Native)	Premium In-App Social Paid Programmatic Search	<ul style="list-style-type: none"> • High trust factor • Strong performance on cold audiences • Problem → solution → demo within 10-20 seconds • Strong hook in first 1-2 seconds • Authentic delivery, minimal staging
Product Demo / Tutorial	Premium In-App Social Paid Programmatic Search	<ul style="list-style-type: none"> • Before/after scenarios • Unboxing & feature walkthroughs • “How to use” / “3 reasons to try” • CTR +20-40% vs static • CVR +15-30% • Lower CAC due to in-ad explanation
Motion Static	Premium In-App Social Paid Programmatic Search	<ul style="list-style-type: none"> • Cheaper than video • More noticeable than static • Ideal for eCommerce and complex products • 1-3 sec micro-animations • Vertical-first by default
Mid-Form Video (>30s)	Premium In-App Social Paid Programmatic Search	<ul style="list-style-type: none"> • Deeper USP explanation • Requires strong storytelling • High efficiency in remarketing

Static Ads in 2025

Despite video dominance, static ads remain highly relevant in 2025 – especially for testing phases and Android traffic.

Static creatives offer the lowest production cost, fast hypothesis testing, effective A/B testing of offers and USPs, and strong performance in “quick-conversion” scenarios.

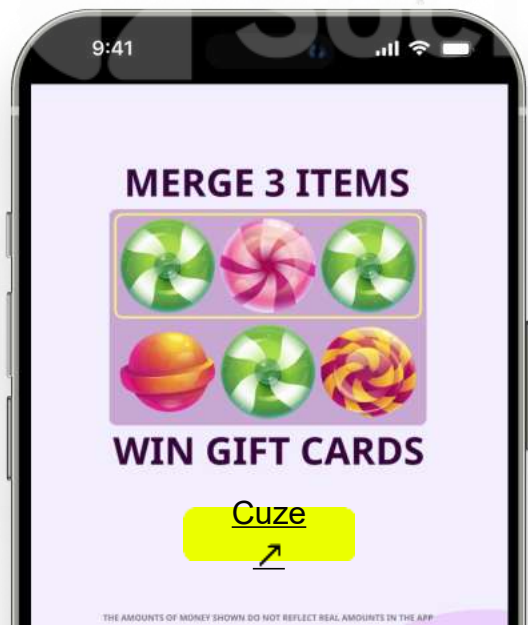
They are particularly effective for advertisers distributing via alternative app stores.



Format	Sources	Key Characteristics
Offer-First Creative	Premium In-App, Social Paid, Programmatic, Search	Clear and bold offer, single visual focus, concise USP, high contrast, strong CTA
Product Card / Catalog	Premium In-App, Social Paid, Programmatic, Search	Emphasis on price, discounts, savings, minimal visual noise
Story-Driven Static	Premium In-App, Social Paid, Programmatic, Search	Higher upper-funnel CTR, warming audiences before conversion, brand support
AI-Generated Static	Premium In-App, Social Paid, Programmatic, Search	Unlimited visual variations, fast production speed, strong market adoption trend

Playable Ads in 2025

Playable ads are among the fastest-growing formats in 2025. Media sources continue increasing interactive inventory due to its ability to generate the deepest engagement signals for optimization algorithms.



Format	Sources	Key Characteristics
UI Simulation Playable	Premium In-App, Programmatic	Interaction with a simplified version of the app interface
Feature Tryout Playable	Premium In-App, Programmatic	Focus on a single core feature or main USP
Challenge Playable	Premium In-App, Programmatic	Gamified mini-task directly aligned with product logic
Configurator Playable	Premium In-App, Programmatic	Mini-configurator allowing users to build a personalized solution
Benefit Calculator Playable	Premium In-App, Programmatic	Users input parameters and instantly see personalized benefits

Key Metrics by Format

Video	Static	Playable
Hook Rate	CTR	Engagement Rate
Thumb Stop Rate	CVR	Completion Rate
CTR	CRE	Time to Engagement
CAC / CPA	Scroll Stop Rate	Post-Interaction CTR
Creative Fatigue	Frequency to Burnout	Install / Lead CVR
VTR (long-form)		

Optimal media mix for most non-gaming verticals: 70% Video / 20% Static / 10% Playable

The most interesting metrics to measure

Attention Metrics (2025)

- Attention Time / Active Attention Duration

- Video: 2.5-5 sec
- Static: 0.2-1 sec
- Playable: 5-12 sec

- Scroll Stop Rate

- Video: 20-35%
- Static: 10-25%
- Playable: 25-45%

Conversion Metrics

- Pre-CTA Engagement → CTA Click Ratio

- Video: 10-20%
- Static: 5-10%
- Playable: 20-40%

- Install-to-Action Rate

- Video: 5-10%
- Static: 2-7%
- Playable: 8-20%

Economic Efficiency Metrics

- Cost per Engaged User (CPEU)

- Video: \$0.9-\$4.3
- Static: \$0.7-\$1.5
- Playable: \$1-\$5



Universal Performance Metrics Table (All Formats)

2025 Benchmarks | Non-Gaming Mobile Apps

Metric	Video	Static	Playable Ads
CTR	0.5-1.7%	0.3-1.1%	1.5-4.0%
Conversion Rate (Install / Action)	3-10%	5-15%	8-20%
CPI	\$2.5-\$8	\$3-\$9	\$3-\$7
CPA / CAC	\$10-\$35	\$8-\$30	\$8-\$25
Scroll Stop Rate / Attention Stop Rate	20-35%	10-25%	25-45%
Attention Time	2.5-5 sec	0.2-1 sec	5-12 sec
Creative ROAS (7-day)	110-180%	120-200%	150-250%
Day 1 Retention	30-40%	28-38%	30-45%
Day 7 Retention	8-14%	8-12%	0-15%

Social Traffic Sources

WW Non-Gaming Apps, 2025

Source	Core Formats	Best Verticals (Non-Gaming)	CPI (USD)	CPA (USD)	Audience Quality	Best Creative Formats
Meta (Facebook / Instagram Ads)	<ul style="list-style-type: none">• UGC video• Reels• Static• Carousel• Collection	<ul style="list-style-type: none">• FinTech• Subscriptions• eCommerce• Utilities• Wellbeing• Betting	\$3-8	\$10-30	High	6-12 sec UGC videos Offer-first static Carousel
Snapchat Ads	<ul style="list-style-type: none">• Vertical video• Static• AR	<ul style="list-style-type: none">• Lifestyle• Fashion• Wellbeing• Content apps	\$2-6	\$8-25	Medium	Short UGC videos AR creatives
TikTok Ads	<ul style="list-style-type: none">• Short-form video• UGC• Spark Ads	<ul style="list-style-type: none">• Subscriptions• Utilities• FinTech• EdTech• Social apps	\$2-6	\$8-25	High engagement	UGC videos Challenges Fast reactive content

Social Traffic Sources

WW Non-Gaming Apps, 2025

Source	Core Formats	Best Verticals (Non-Gaming)	CPI (USD)	CPA (USD)	Audience Quality	Best Creative Formats
VK Ads	<ul style="list-style-type: none"> • Feed • Video clips • Static • Carousel 	<ul style="list-style-type: none"> • Services • Utilities • eCommerce • Social apps 	\$1.5-4	\$5-18	Good	Short videos Meme-style creatives Offer-driven static
BIGO Ads (Bigo Live, Likee)	<ul style="list-style-type: none"> • Short video • Static 	<ul style="list-style-type: none"> • Social services • Entertainment • Content apps • Betting 	\$1.5-4	\$6-20	Mixed	Entertaining UGC Dynamic short clips
Yandex Ads	<ul style="list-style-type: none"> • Banners • Video • Smart banners 	<ul style="list-style-type: none"> • FinTech • eCommerce • Local services 	\$1.5-4	\$5-18	Good	Offer-driven static Explainer videos

Advertising Overview

Market scale, advertising rankings, marketing trends, and case studies

02

Top 20 Non-Game Apps by Advertising in 2025



1		NetShort	NETSTORY PTE. LTD.	11		MoboReels	CHANGDU(HK) TECHNOLOGY LTD	1		Temu	Temu	11		TikTok	TikTok Pte. Ltd.
2		DramaWave	SKYWORK AI PTE LTD	12		KalosTV	明颜	2		NewsBreak	Particle Media Inc.	12		MoboReels	MOBOREADER TECHNOLOGY USA CO LTD
3		ShortMax	SHORTTV LIMITED	13		StardustTV	HongXing Media Co.,Limited	3		DramaWave	SKYWORK AI PTE LTD	13		GoodNovel	SINGAPORE NEW READING TECHNOLOGY PTE. LTD
4		DramaBox	STORYMATRIX PTE. LTD.	14		FlickReels	FARSUN PTE.LTD	4		NetShort	NETSTORY PTE. LTD	14		StardustTV	HongXing Media Co.,Limited
5		My Drama	HolyWater Limited	15		NovelaGo	Hong Kong Begin Wealth Limited	5		ShortMax	SHORTTV LIMITED	15		Literie	LITERIE PTE. LTD.
6		ReelShort	NewLeaf Publishing	16		FlareFlow	FlareFlow Pte.Ltd	6		SHEIN	Roadget Business PET.LTD.	16		RocNovel	rocnovel
7		GoodNovel	SINGAPORE NEW READING TECHNOLOGY PTE. LTD	17		MetroNovel	LITERIE PTE. LTD.	7		DramaBox	STORYMATRIX PTE. LTD.	17		KalosTV	Kalos_ShortTV
8		GoodShort	SINGAPORE NEW READING TECHNOLOGY PTE. LTD	18		AnyStories	READ ASAP LTD	8		ReelShort	NewLeaf Publishing	18		FlickReels	FARSUN PTE. LTD.
9		Literie	LITERIE PTE. LTD.	19		Novellair	QVON	9		My Drama	HolyWaterLimited	19		FlareFlow	FlareFlow Pte. Ltd.
10		RocNovel	rocnovel	20		Кабінет Продавця Prom.ua	UAPROM	10		GoodShort	SINGAPORE NEW READING TECHNOLOGY PTE. LTD	20		NovelBar	Q- VOR PTE. LTD.

Source: SocialPeta - Analysis of Top Apps by Advertising; advertisers are sorted (from high to low) by the number of their deduplicated creatives within the date range.
Date Range: Jan - Dec 2025

Advertising Trends in Global Mobile Apps in 2025

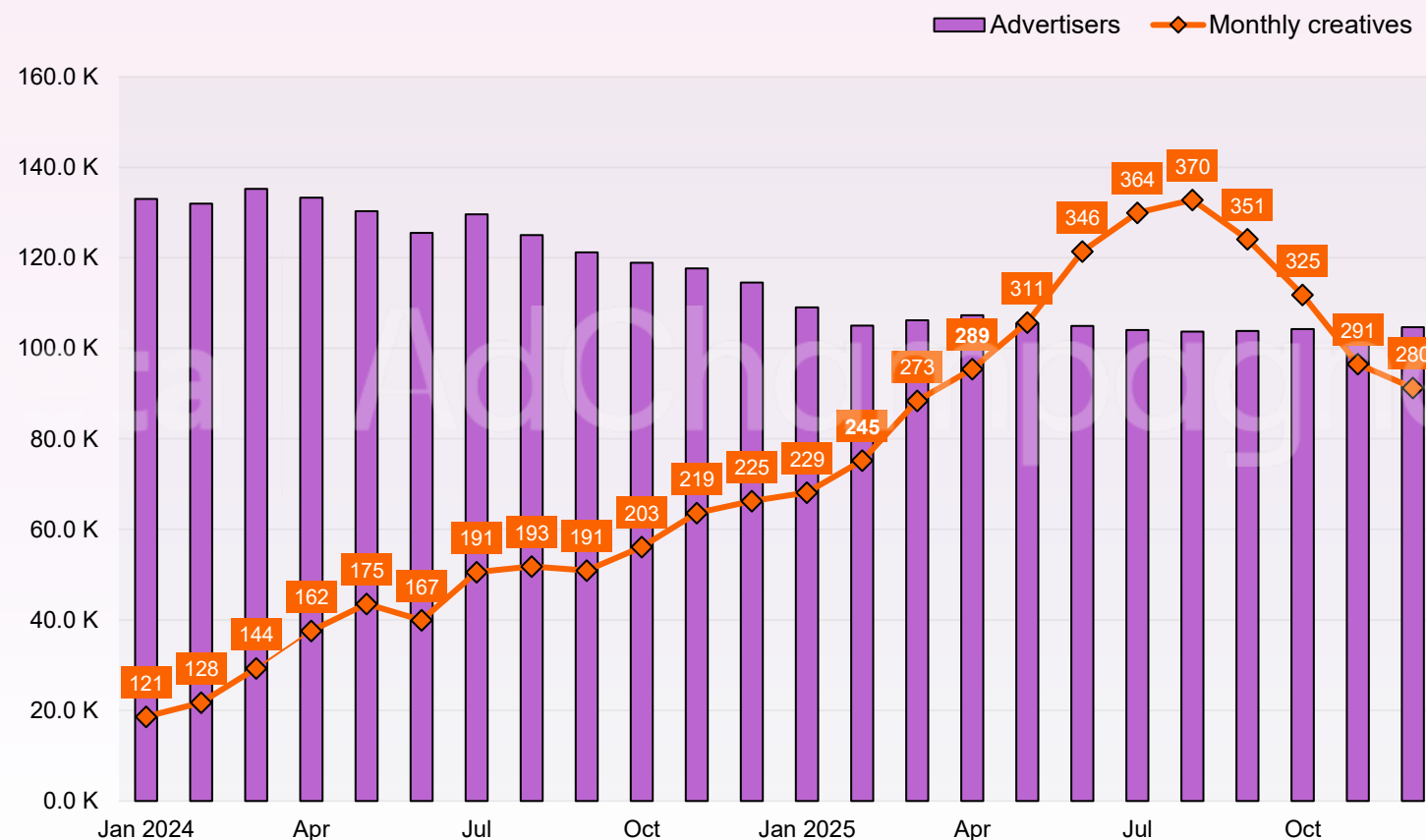
2025 saw a greater decline in mobile app advertisers. The monthly advertisers decreased by about 16.7% compared with 2024. There was a significant YoY increase in monthly creatives, mainly for drama apps and AI apps. Monthly creatives per advertiser increased by about 73.3% YoY to reach 306 in 2025.

Monthly active advertisers in 2025

105K YoY 16.7%↓

Monthly creatives per advertiser in 2025

306 YoY 73.3%↑



App Advertising Trends in Top Countries/Regions in 2025

Europe reported the Most advertisers while South Asia the lowest.

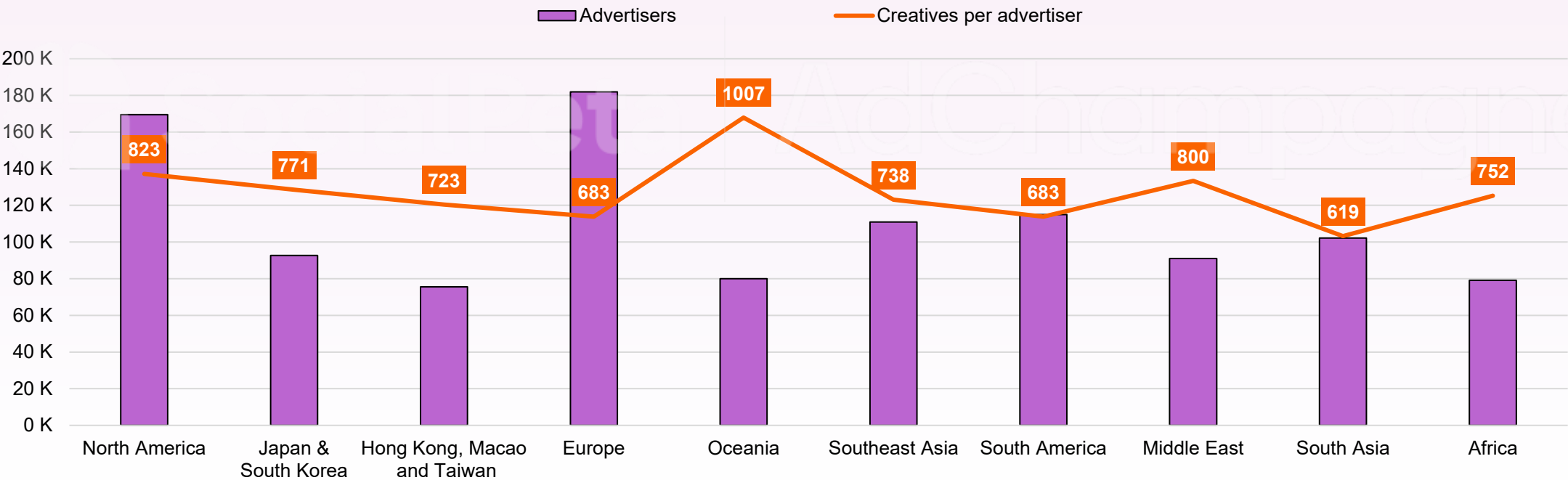
Middle East had the third most creatives per advertiser, second only to North America.

Most advertisers in 2025: Europe

As of Dec., 2025, Europe recorded over 181K active mobile app advertisers, the highest among all regions.

Most creatives per advertiser in 2025: Oceania

With its total advertisers far below average and its total creatives around average, Oceania had the highest creatives per advertiser, followed by North America and Middle East.



Observations about New Creatives for Global Mobile Apps in 2025

Compared with 2024, 2025 reported a slight increase in the total number of advertisers with new creatives which accounted for above 85% in each quarter.

Total new creatives peaked in Q3 of both 2023 and 2025. Most apps released more creatives in summers.



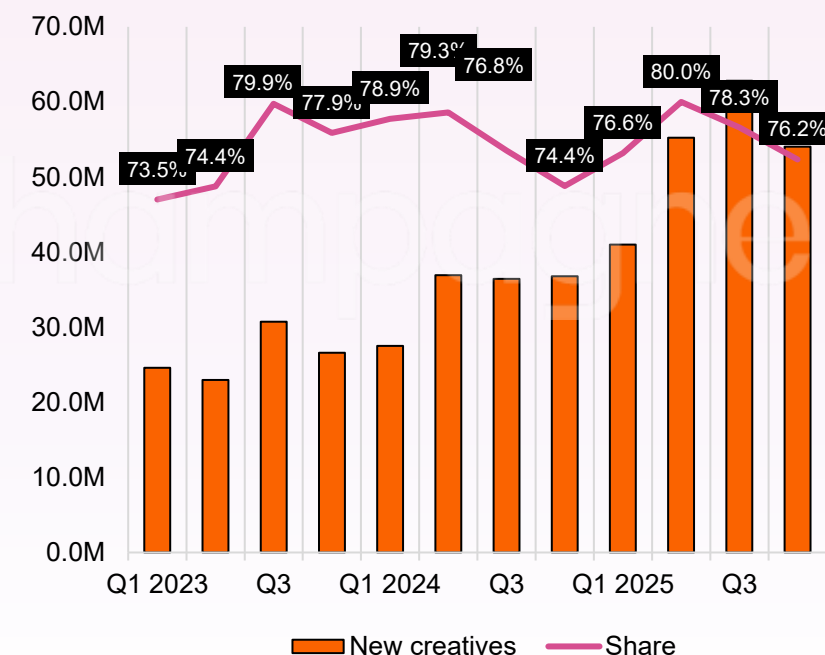
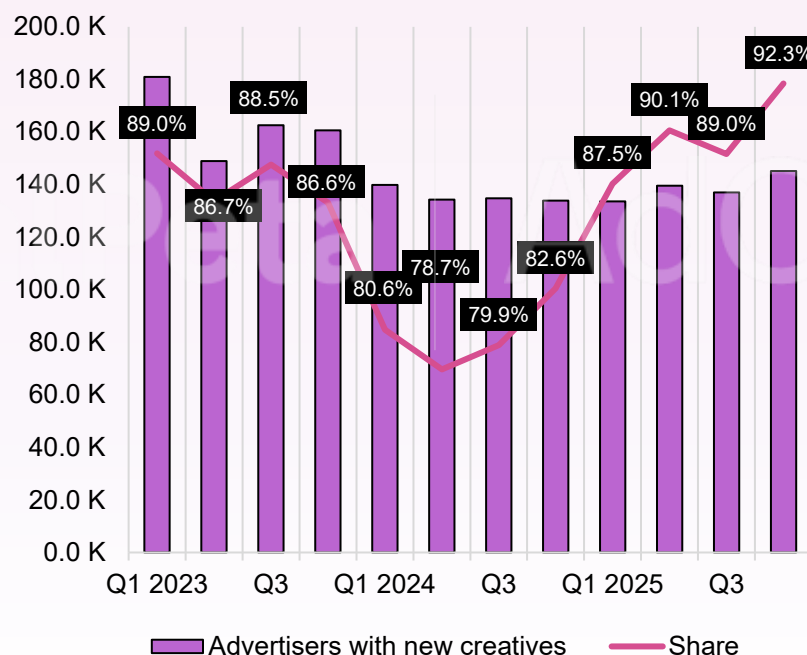
Number and proportion of advertisers with new creatives in 2025

305K 96.9%



Number and proportion of new creatives in 2025

21.3M 94.5%



Proportions of Mobile App Advertising by Category in 2025

Category	Share of advertisers	In comparison to 2024
Business & Office	14.25%	0.85%
Tool	12.48%	1.70%
Entertainment	8.03%	0.95%
Finance	7.83%	0.18%
Lifestyle	7.62%	-1.50%
Health & Fitness	7.04%	0.69%
Productivity	6.97%	0.78%
Education	6.90%	0.92%
Shopping	4.60%	-2.81%
Food & Drink	3.88%	-0.70%

Category	Share of creatives	In comparison to 2023
Entertainment	33.86%	15.06%
Reading	25.15%	10.76%
Tool	6.44%	-2.16%
Finance	4.40%	-1.49%
Business & Office	4.16%	-2.93%
Shopping	4.10%	-7.13%
Lifestyle	3.18%	-4.95%
Health & Fitness	3.12%	-0.98%
Social	2.77%	-0.35%
Productivity	3%	-1.28%

Advertising of Mobile Apps on iOS & Android in 2025

Ad creatives started to increase on iOS, resulting in a higher number of monthly creatives per advertiser than on Android.

Ad creatives on iOS & Android in 2025

The ratio of creatives on iOS to creatives on Android stabilized at 4:6. The total number of creatives on both iOS and Android was higher than last year. But iOS had more creatives per advertiser.



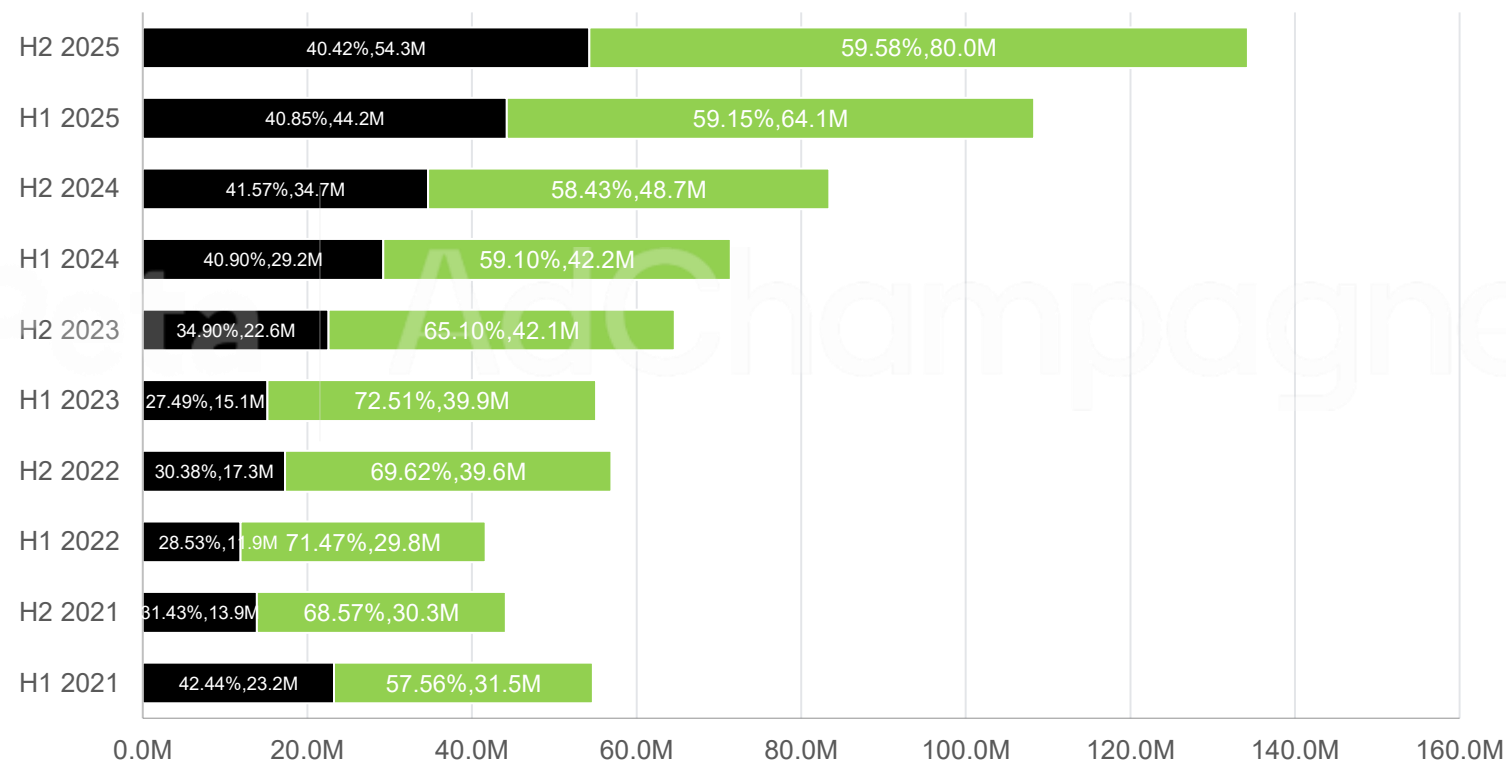
648

Creatives per advertiser on iOS in H2 2025









































602

Creatives per advertiser on Android in H2 2025



Top 20 Companies by Advertising in 2025

#	Company Name	Number of Advertised Apps	Representative Apps	#	Company Name	Number of Advertised Apps	Representative Apps
1	SKYWORK AI PTE LTD	13	  	11	NewLeaf Publishing	2	
2	Temu	2		12	Hong Kong Begin Wealth Limited	4	  
3	SINGAPORE NEW READING TECHNOLOGY PTE. LTD	8	  	13	QVON	2	 
4	NETSTORY PTE. LTD.	2		14	QINRON	3	
5	SHORTTV LIMITED	3	 	15	rocnovel	2	
6	MOBOREADER TECHNOLOGY USA CO LTD	10	  	16	FARSUN PTE. LTD.	1	
7	Huu Dai Pham	3	 	17	HongXing Media Co.,Limited	2	
8	STORYMATRIX PTE. LTD.	3	 	18	FlareFlow Pte. Ltd.	2	
9	LITERIE PTE. LTD	2	 	19	TikTok Pte. Ltd.	13	  
10	HolyWaterLimited	4	 	20	IReader	32	  

Source: SocialPeta – Advertising Intelligence – Company Analysis; companies are sorted by the total number of deduplicated creatives for their products, from high to low. Each app package is counted as one advertiser.
 Date Range: Jan - Dec 2025

Trending App Categories

AI

Market scale, advertising rankings, marketing trends, and case studies

03



AI

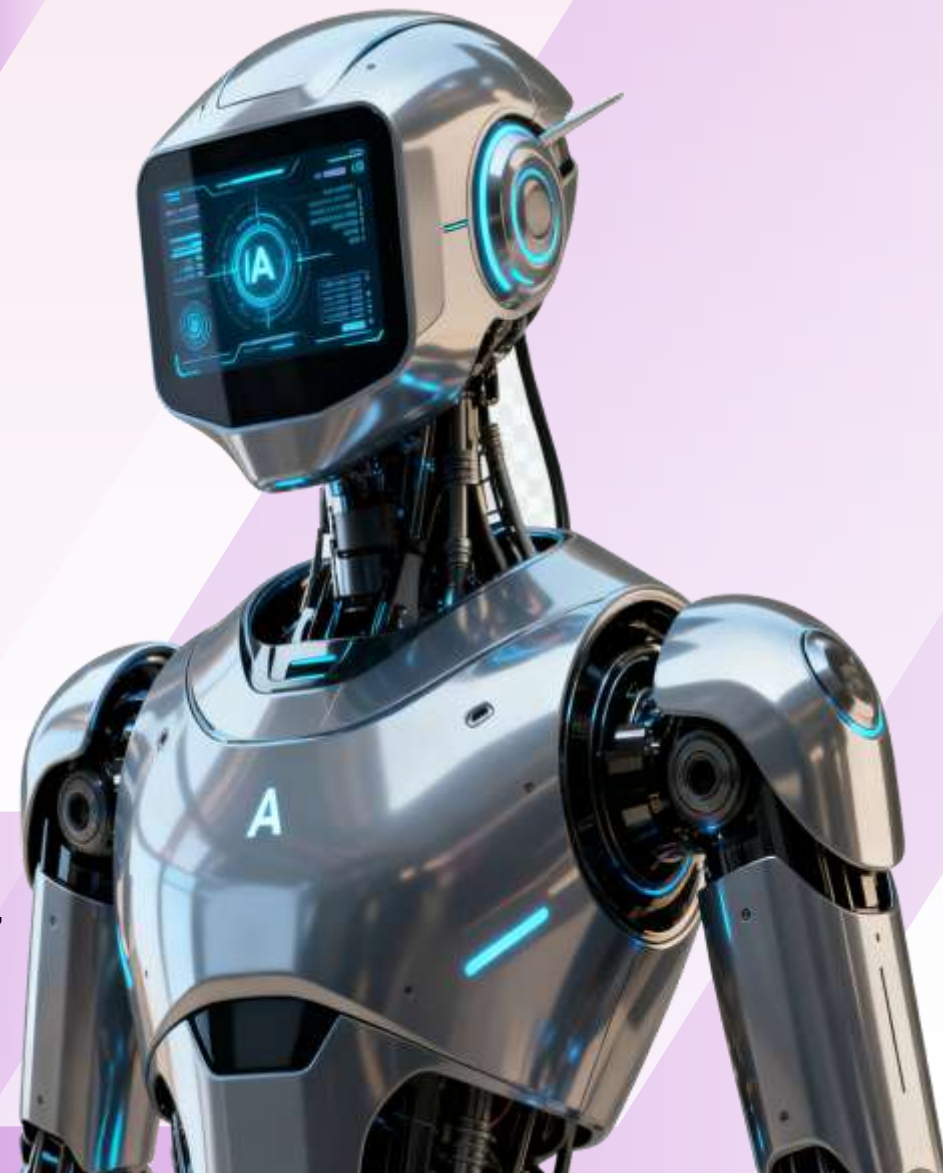
2026 will be the first year for AI apps going global to achieve their commercial value. The industry's focus will change from technology empowerment to scale monetization, driven by mature technologies, market demands, and global development.

In terms of technologies, multimodality fusion and on-device AI will reduce the cost by 60%. AI apps will upgrade from tools to digital employees, offering complex reasoning and lightweight experience as their core competence in the global market. Consumer-facing apps will focus on AI micro dramas, creative tools, and other businesses for short-term monetization. Business-facing apps will go deep into industrial inspection, smart energy, and other vertical fields.

In terms of market layout, North America and Europe will still stand out with paying users, while Southeast Asia and Middle East will expect a market boom. The key is “hyper-local operation + multi-platform seamless experience”. Chinese AI apps occupy an important position in the global market, leveraging their advantages in open-source models and engineering prowess.

There will be big changes in the business model. Subscription and independent product charges will become mainstream. AI-powered marketing and automated decision-making for user growth will lead to continuously increasing ROI. Law compliance and privacy security are the bottom-line requirements. The idea “AI for good” will help enterprises break geographical barriers.

All in all, AI apps going global will form a pattern of technical progress, focused application fields, and global collaboration in 2026, and will become the core driving force behind the growth of Chinese digital services going global.



Top 20 AI Apps by Advertising in 2025



iOS				Android			
1	PolyBuzz	CLOUD WHALE INTERACTIVE TECHNOLOGY LLC.		1	SelfyzAI	AIGX Technology Co.,Limited	
2	Perplexity	Perplexity AI, Inc.		2	PolyBuzz	CLOUD WHALE INTERACTIVE TECHNOLOGY LLC.	
3	ARTA	AIBY		3	Talkie	SUBSUP PTE.LTD.	
4	Translate Lion	EIGHT PUNCH(HONGKONG)CO.,LIMITED		4	DevBytes	Candela Labs Private Limited	
5	Hicut	成浩 于		5	Perplexity	Perplexity AI, Inc.	
6	AI Chatbot - Nova	SCALEUP YAZILIM HIZMETLERI		6	AI Chatbot - Nova	SCALEUP YAZILIM HIZMETLERI	
7	AI Mirror	POLYVERSE ENTERTAINMENT INC.		7	AI Mirror	POLYVERSE ENTERTAINMENT INC.	
8	Now Translate	MEGAMOBIL LIMITED		8	Chai: Chat AI Platform	Chai Research Corp.	
9	Question.AI	3HOUSE		9	Momo	SCALEUP YAZILIM HIZMETLERI	
10	Momo	SCALEUP YAZILIM HIZMETLERI		10	DaVinci	HUBX	
11	DaVinci	HUBX		11	ARTA	AIBY	
12	MyTunes	HUBX		12	Dialogue: AI Character Chat	Pheon Inc.	
13	Glam AI	Glam Labs, Inc.		13	ChatGPT	OpenAI OpCo,LLC	
14	VivaVideo	Hangzhou Xiaoying Innovation Technology Co.,Ltd.		14	Friday AI Email Writer	PLAYERS LINK INC	
15	Livensa	FERASET YAZILIM VE DANISMANLIK ANONIM Sirketi		15	PicGo	Now Tech	
16	SpeakApp AI	VoicePop Inc.		16	Easy Mail	App Lab Studios	
17	ImagineArt	vyro.ai pvt ltd		17	Fast Launcher	Innova Tool	
18	Arvin® - AI Logo Maker	IdeaLabs		18	AI Chat App - AI Chatbot	Airport Flights Status™	
19	Artimind	Apero Technologies Group PTE.LTD		19	Botify AI	Ex-human, Inc	
20	Cleaner Pure	Pure Apps		20	AI Chat	iKame Applications - Begamob Global	

Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: Jan – Dec 2025

Trends in Advertisers & Creatives for Global AI Apps in 2025

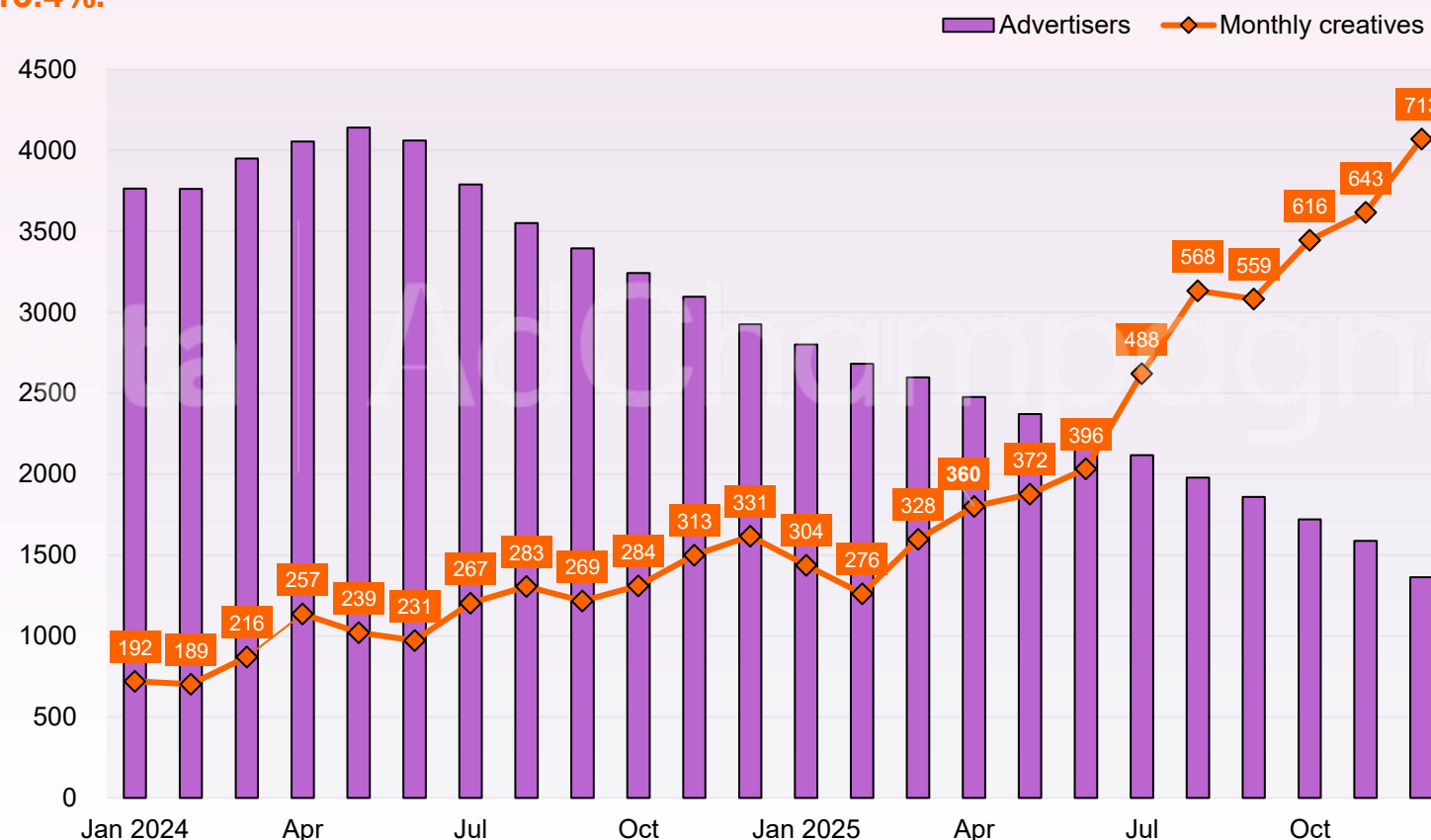
2025 witnessed a knockout match in the AI industry. Small and medium-sized products were forced out of business for being weak in monetization and highly homogenized. **As a result, the total number of advertisers declined by 48%.** Monthly creatives peaked in December, probably due to the holiday marketing. **There was a YoY increase of 83.0% in monthly creatives per advertiser. Total creatives increased by 13.4%.**

Monthly advertisers Down 41.0%

2.15K↓

Monthly creatives per advertiser Up 83.0%

469↑



AI App Advertising Trends in Top Countries/Regions in 2025

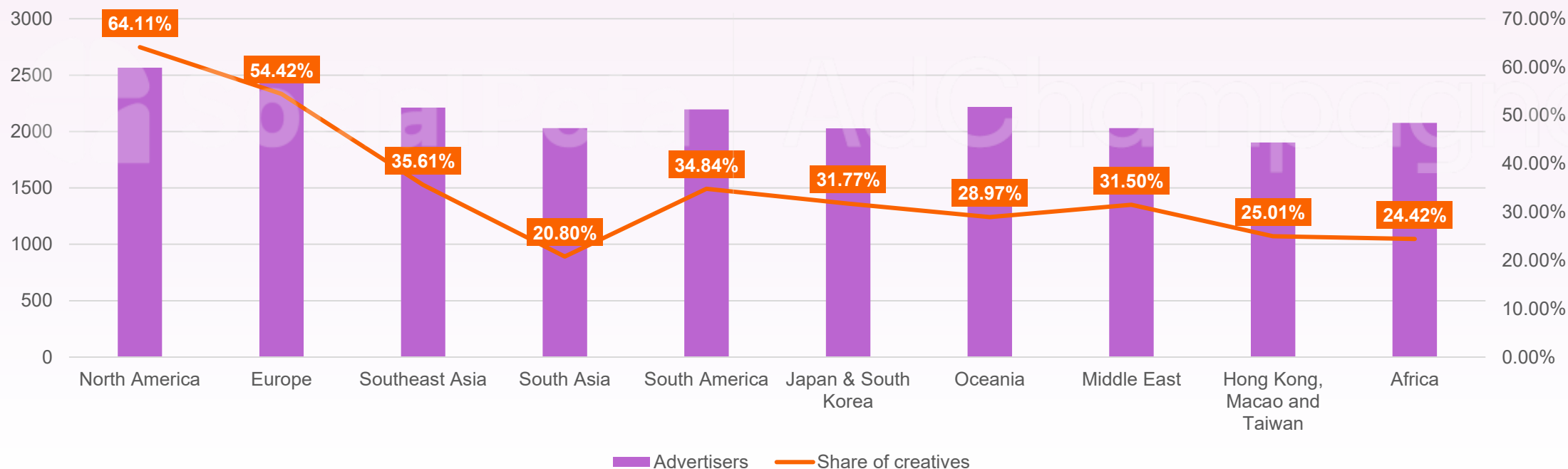
- Many advertisers were attracted to Europe thanks to its high Internet penetration rate and diverse demand for AI apps.
- North America had the most mature commercialization system of AI apps. Creatives were updated the most frequently to keep arousing users' interest.
- There were fewer advertisers and creatives in Hong Kong, Macao and Taiwan and South Asia, because the markets were small or the AI demand there was not completely activated.

Most advertisers: Europe

North America and Europe recorded the highest numbers of active AI app advertisers of over 2.5K.

Highest share of creatives: North America

About 66.1% of the creatives were released in North America. South Asia contributed the smallest share of creatives.



A Pathbreaker of Conversational Search Engines

Perplexity AI is a conversational search engine developed by former engineers of OpenAI and DeepMind. Built on large language models and designed with a strong focus on real-time web search, the app features source traceability, multimodal interactions, and complex multi-turn conversations. The app was selected as one of the Global Top 100 AI Apps in July 2025. It was valued at over \$20 billion in September 2025.

Perplexity

Perplexity AI

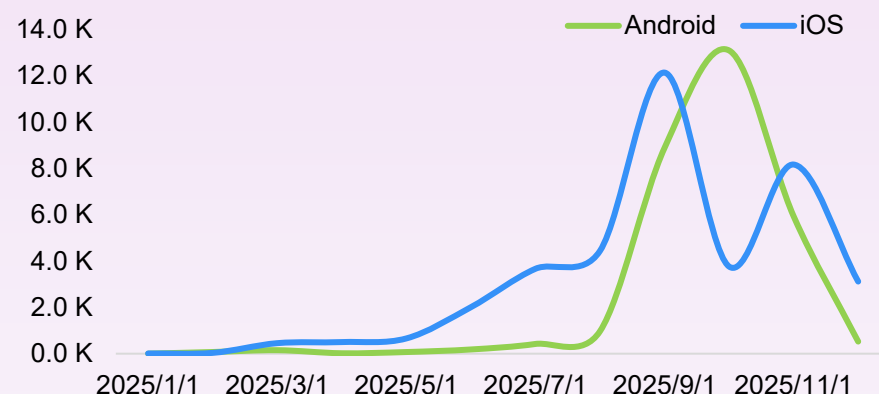
Advertising Data

First advertising date: May 2024

Total deduplicated creatives: 57.9K



Advertising trends in 2025

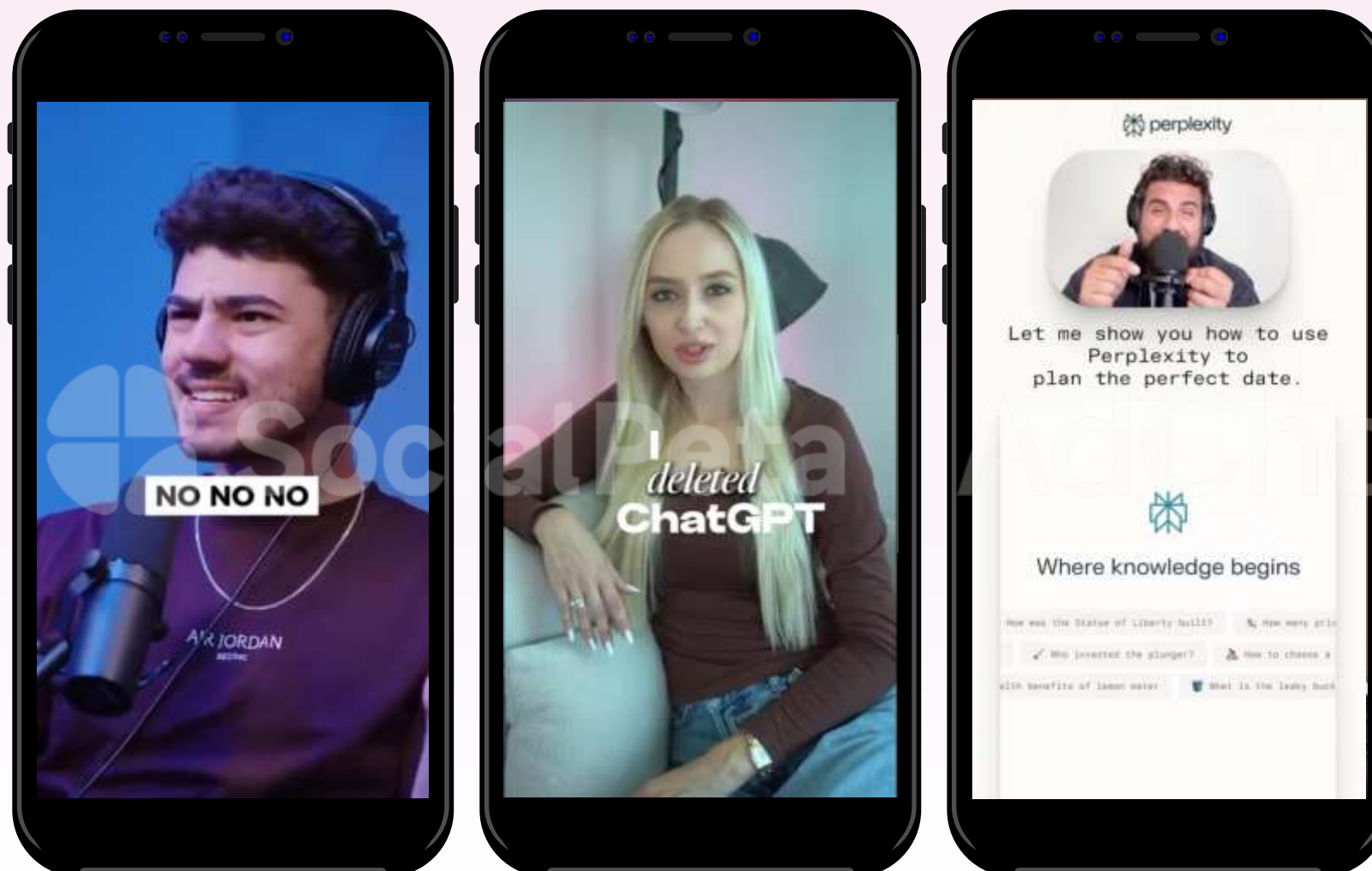


- **With a sudden surge, its ad creatives** peaked in Sep. – Oct. 2025 just after its value increased and it was included in the list of Global Top 100 AI Apps. **Ad creatives were released when the app was gaining traction.**
- **The U.S. market was far ahead in ad creatives.** Most of the app's creatives were released in the U.S. where it was developed and had the most target users. **The app released the second and third most creatives in India and Brazil.** In those emerging markets with large populations, the demand for AI apps increases fast and the app can acquire users at a low cost.

Top 10 Countries/Regions by Advertising



Perplexity's Excellent Active Ad Creatives



Perplexity's creatives find a highly efficient way of acquiring users through a combination of trust-building, problem-solving, and function demonstration.

Real people interview:

The creatives start with controversial topics to attract people's attention, and then mention problems in daily life before talking about the app's value.

Delete competitive products:

The creatives lower users' decision-making cost by using influencers and create a cognitive shock by deleting competitive products. The last part is the product demonstration, visually proving the app's high efficiency.

Split-screen demonstration:

An influencer is sharing their using experience on the upper screen and the corresponding operations are made simultaneously on the bottom screen as proof, which is more convincing than simply oral speaking.

10M DAUs, Top Charts Worldwide: ByteDance led the global AI market

By the end of 2025, ByteDance's global AI app Dola (formerly Cici) surpassed 10 million DAUs and recorded 10+ million downloads across Android and iOS in December alone. Focused on Southeast Asia and Latin America, the app grew rapidly through localized operations and diverse features, topping the download charts in Mexico and ranking among the leading apps in multiple markets. Dola has become one of ByteDance's standout successes in taking AI apps global.

Dola

ByteDance

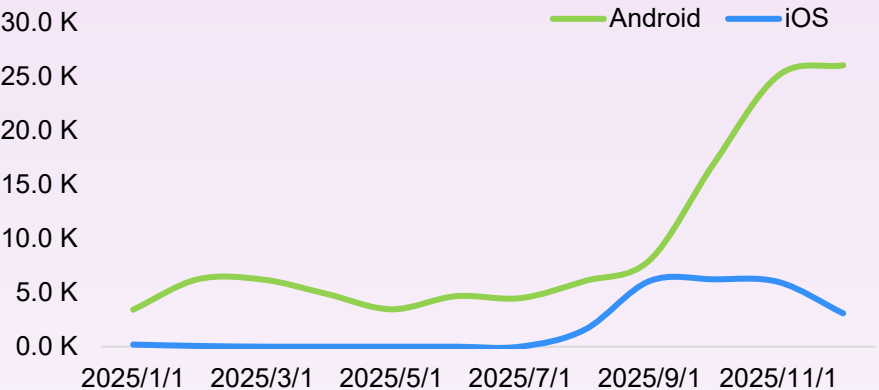
Advertising Data

First advertising date: Aug. 2023

Total deduplicated creatives: 147K

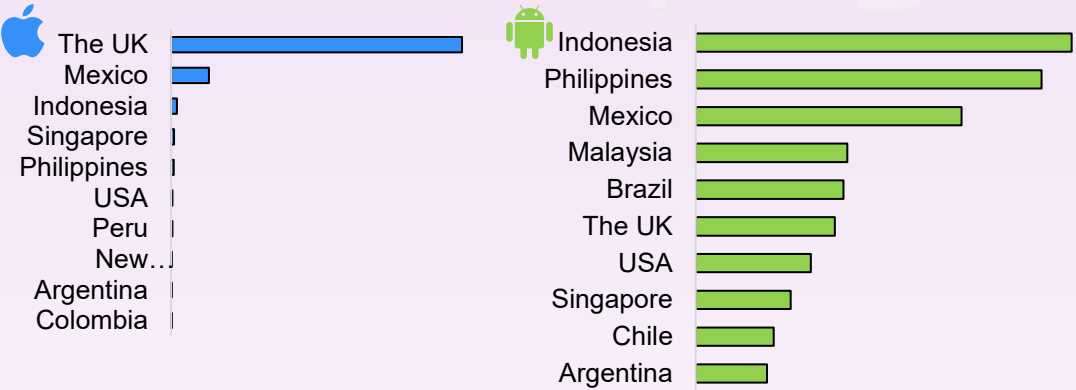


Advertising trends in 2025



- **Precise targeting on iOS:** The app released relatively fewer but precise ad creatives for iOS, especially in mature markets including the UK (84.56%) and Mexico (10.98%).
- **Its creatives started to rise significantly in July 2025 and peaked in Nov. - Dec.,** which was timed to coincide with Dola's achievement of 10M DAUs and surging downloads. The increase in ad creatives and the product growth created a positive flywheel effect.

Top 10 Countries/Regions by Advertising



Source: SocialPeta - Advertiser Analysis, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Oct 2025

Dola's Excellent Active Ad Creatives



Dola is good at reaching its target users through a combination of natural product integration, practical tutorials, and entertaining traffic-driving content.

Local influencers' daily life:

The product is seamlessly woven into many influencers' everyday vlogs through brief, real-life usage scenes lasting under 20 seconds, making the exposure feel authentic and unobtrusive.

Streamer-led tutorials:

The creatives start with real use cases, followed by step-by-step demonstrations, showing people how to use the app.

Street interview:

The creatives use viral funny images and relaxing street interviews to attract young target users. Prompts such as "check the answer with Dola" effectively convert curiosity into app downloads.

AI + Productivity: The Video Tool with a Max-Speed Growth in 2025

It was one of the productivity apps with the greatest increase in downloads in 2025. Nearly 80% of its creatives were released for iOS.

Videa

Pure Apps

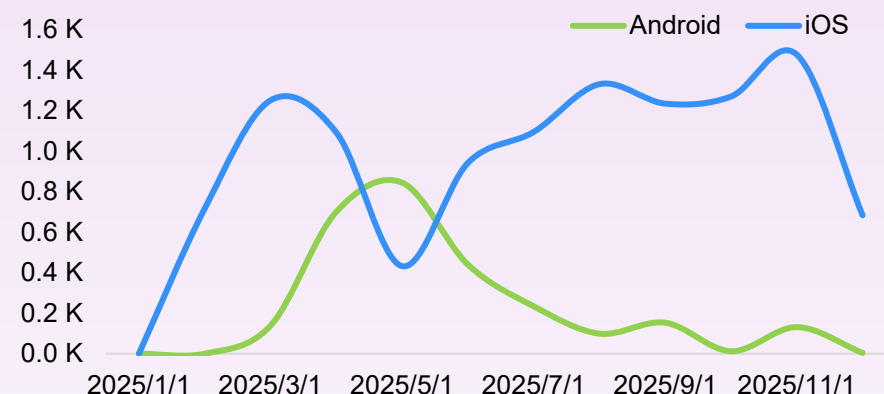
Advertising Data

First advertising date: Feb., 2025

Total deduplicated creatives: 10.2K

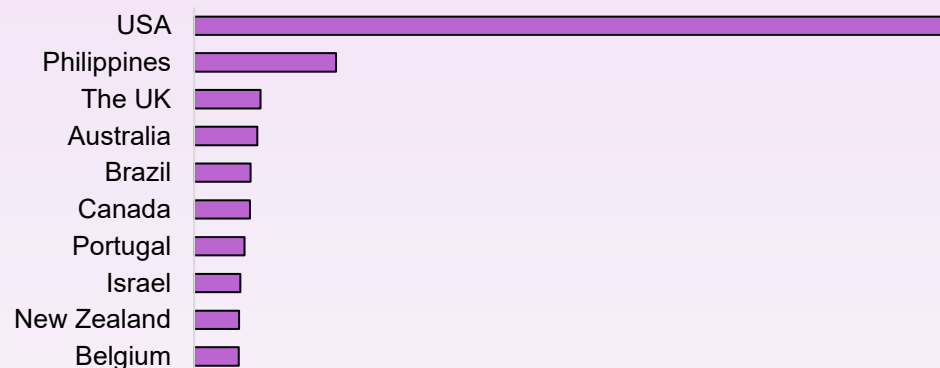


Advertising trends in 2025



- **Its creatives on iOS were far more than on Android** (a curve with large fluctuation), and accounted for nearly 80% of the total. Creatives on Android were fewer, and exhibited minimal fluctuation, serving as a supplementary channel.
- Among the Top 10 countries/regions by advertising, **USA was in a dominant position (far ahead of others in terms of shares of creatives)**, followed by the Philippines and the UK.

Top 10 Countries/Regions by Advertising



Video's Excellent Active Ad Creatives



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

Novelty AI videos:

People will be more likely to click to open novelty videos for visually impactful scenes.

“Money-making” oral advertising:

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

Following trends:

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

Other App Categories

Market size, top apps by advertising, marketing trends, case studies

04



Finance

AI financial technologies are upgraded from “assistant tools” to “core productive forces”, remodeling finance apps’ service logic and user experience. According to top platforms’ practical experience, AI financial technologies have been applied in three key links including **intelligent risk control**, **personalized service**, and **scenario interaction**:

Intelligent Risk Control Reform: Wise, Airwallex, and other cross-border payment platforms optimize exchange rate calculation and fund routing by using AI technology, enabling some of their transfers to arrive within 20 seconds and 95% of their transfers to arrive within the same business day.









































Personalized Service Upgrade: PayPal has partnered with OpenAI to bring payments directly into ChatGPT in 2026, allowing users to find products to purchase and make payments directly through ChatGPT conversations, creating a seamless loop of “demands—search—transaction”. Retail banking apps, such as BRIimo in Indonesia, make personalized recommendations to users based on user profiles. For example, it would match fresh food discounts with people who cook at home, and recommend gold-saving products to cryptocurrency traders, which increased the app’s user conversion rate by over 30%.

Intelligent Interactive Experience: Airwallex will launch an AI-powered “Financial AI Agent” that automates financial tasks, including cash flow forecasting, tax compliance, and billing management, which will replace 80% of the operations previously performed manually. Easycash, a loan app in Southeast Asia, dynamically adjusts credit lines and instalments by using AI to analyze users’ behavioral data, reducing its default rate by 25%.



Top 20 Finance Apps by Advertising in 2025



iOS				Android			
1		XTrend Speed Trading	RYNAT CAPITAL(PTY)Ltd	11		Taptap Send	Taptap Send
2		CencoPay	Cencosud	12		Sicredi para smartphone	Confederacao interestadual das coopera
3		Revolut	Revolut Ltd	13		Zasta	Zasta
4		ОББ Мобайл	United Bulgarian Bank	14		DiDi Préstamos	DiDi
5		moomoo	Moomoo Technologies Inc.	15		Kraken	Kraken
6		Capital.com	Capital com SV Investments Limited	16		Crypto.com	Onchain Wallet Limited
7		State Farm®	State Farm Insurance	17		Banco General, S.A.	Banco General, S.A.
8		Bankin'	Bankin'SAS	18		GoFundMe	GoFundMe Inc
9		Plata Card	Tecnologias Diffiere S.A.P.I.de C.V.	19		Robinhood	Robinhood Markets, Inc.
10		Mitrade	Mitrade Global Pty Ltd	20		Binance	Binance Switzerland AG
1		XTrend Speed Trading	RYNAT CAPITAL	11		Mitrade	Mitrade Global Pty Ltd
2		ehamarkets	Hooya Plus capital Inc.	12		UBB Mobile	United Bulgarian Bank AD
3		XTrend Lite	RYNAT CAPITAL(PTY)Ltd	13		OKX	OKX
4		Revolut	Revolut Ltd	14		FxPro	FXPRO GROUP LIMITED
5		CencoPay	Cencosud	15		Crypto.com	Onchain Wallet Limited
6		Taptap Send	Taptap Send	16		Freecash	Freecash
7		DiDi Finanzas	DiDi	17		State Farm®	State Farm Insurance
8		moomoo	Moomoo Technologies Inc.	18		Pla Pla	Pla Pla
9		360Kredi	PT Inovasi Terdepan Nusantara	19		Kraken	Kraken
10		Google Pay	Google	20		Plan Budget	Bremen City Church Inc.

Trends in Advertisers & Creatives for Global Finance Apps in 2025

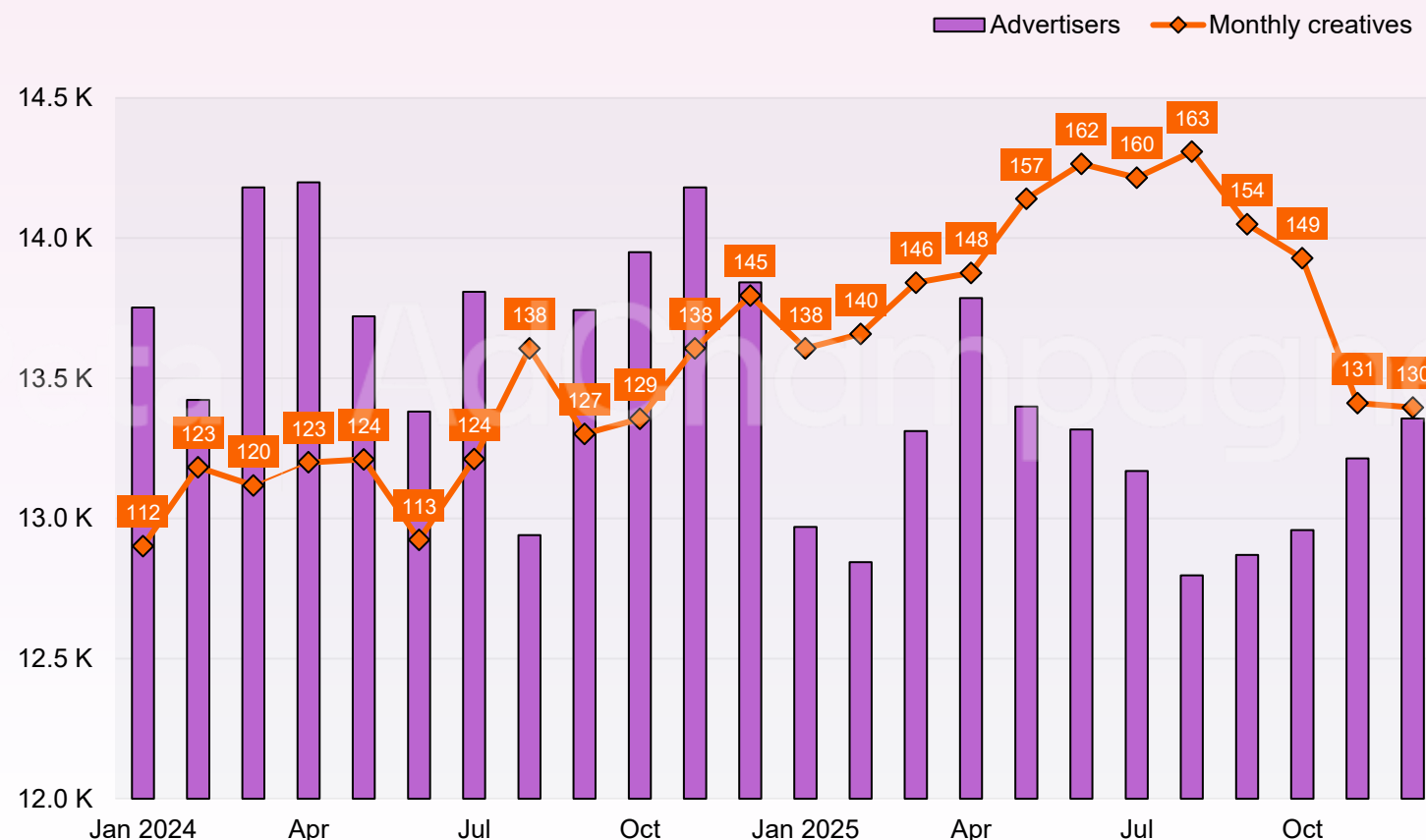
In 2025, there were over 13K monthly active finance app advertisers, a slight decline of about 4.32% from the same period last year. Monthly creatives per advertiser peaked in August. There was a YoY growth of 17.31% in monthly creatives per advertiser, **mainly due to the rise of total creatives in 2025.**

Monthly advertisers Down 4.32%

13.2K↓

Monthly creatives per advertiser Up 17.3%

148↑



Finance App Advertising Trends in Top Countries/Regions in 2025

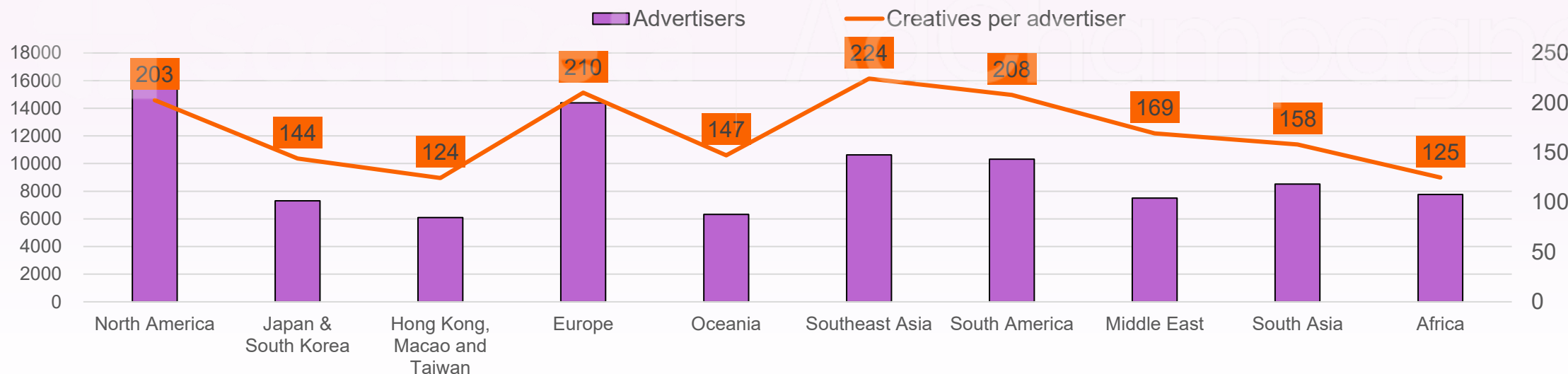
- North America was the most mature finance app market where users had a high willingness to pay and high demand for financial services. It was the core market of global finance apps.
- Southeast Asia was an emerging market for finance apps. It witnessed rapid growth in demand for financial services (e.g., mobile payment, micro-credit). But the users didn't have much trust in finance apps. Advertisers needed to educate the market and seize user mindset by frequent updates of creatives (multiple scenarios and scripts).

Most advertisers: North America

North America had the most active finance app advertisers, with about 16.2K competitors in this industry.

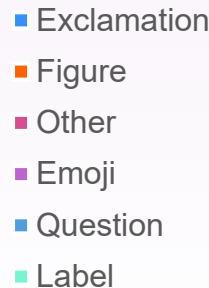
Most creatives per advertiser: Southeast Asia

Of all regions, Southeast Asia had the most creatives per advertiser, followed by Europe and South America.



Top 10 ad titles

Phrase
Send money online
Get a \$0 transfer fee
Enjoy a fee-free* money transfer
Check out our real-time FX rate
Take control of your
Download now
Build better credit with
Apply now
Instant cash with Okash
No credit check



Webull: Listed in the U.S. with 3 Key Selling Points & Years of Expertise

Webull (NASDAQ: BULL) went public on April 11, 2025 via a SPAC merger with SK Growth Opportunities. It closed its first trading day at \$13.25 (+10%), with a market cap of about \$6.1B. The company currently has 20+ active ad creative versions.

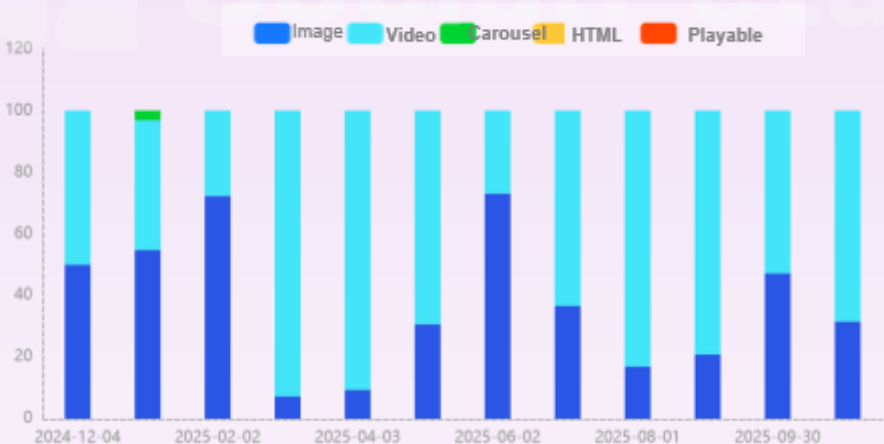
Webull

Wellbull

Advertising Data

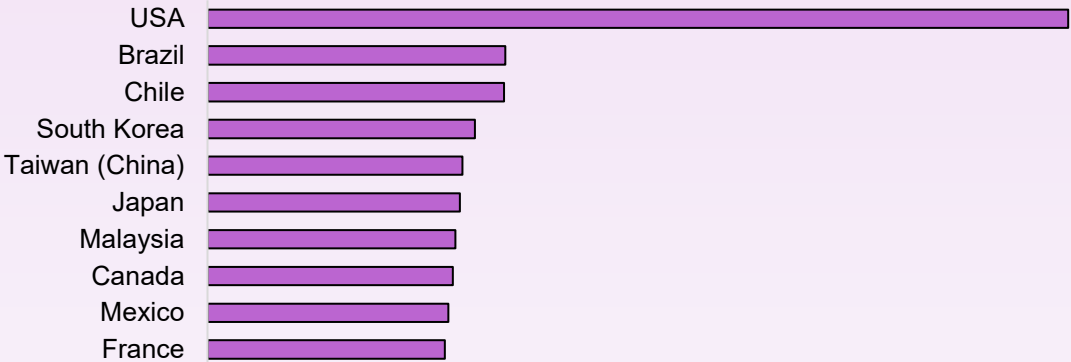
First advertising date: Dec. 2016

Total deduplicated creatives: 35.7K

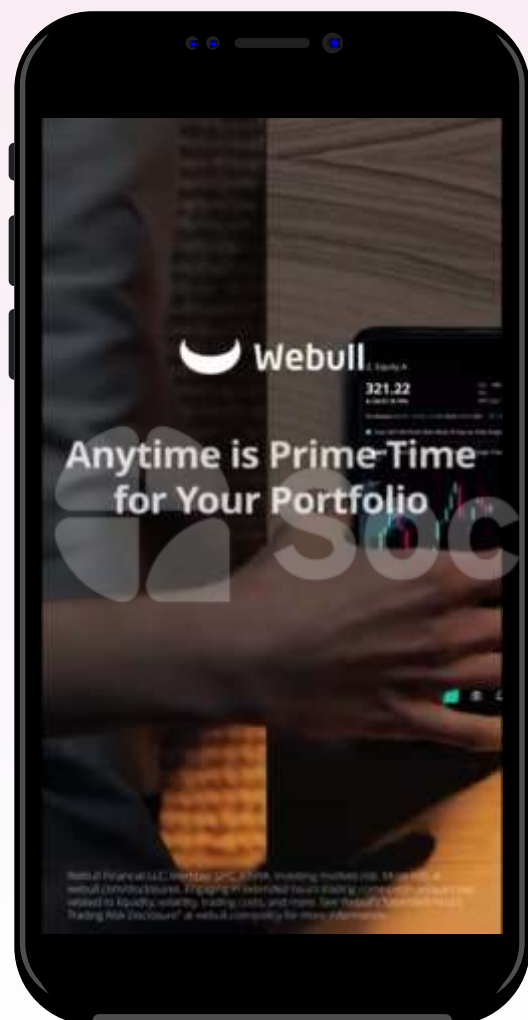


- In 2025, there was a higher share of image ad creatives, about 54.16%.
- The ad copies had many **highly persuasive words for marketing**, concerning cost saving, income incentive, and tool advantage, and focusing on the app's three key selling points of "zero platform fees", "low commission rates", and "deposit rewards".
- Over the past year, the app has remained one of the top 20 best-selling finance apps on the U.S. App Store, becoming one of the mainstream finance apps there.

Top 10 Countries/Regions by Advertising



Webull's Excellent Active Ad Creatives




Webull's ad creatives are characteristically high-class, precise, and professional. Even live-action creatives are smoother and more polished than most.

Cozy Ambience:

Focusing on the product's functions, the creatives show that it's convenient, user-friendly, and available anytime, anywhere.

Stock Market Trend:

The stock traders can spot the pictures at a glance. The most direct way is often a good way.

Horizontal Ad Images:

The copy directly highlights how the app solves user pain points. Layout is clean and striking, with clearly emphasized keywords.

Click the image to play the video

DiDi Finanzas: The Integration of “Ride-hailing + Food Delivery + Finance” Completes the Market Chain

DiDi reached a GTV of \$27.1 billion globally for the second quarter, an increase as high as 27.7%. It processes 11.96 million daily transactions, creating a record high. From ride-hailing and food delivery to DiDi Finanzas’ financial services, Didi is taking shape as a nascent global super app.

DiDi Finanzas

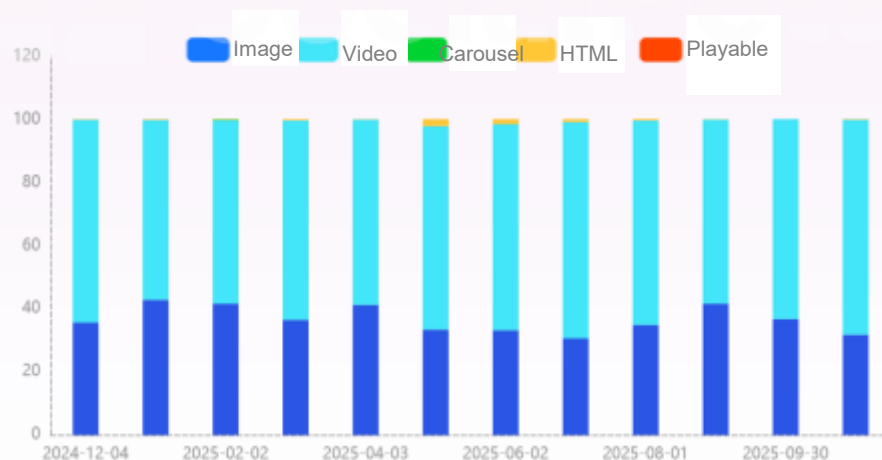
DiDi

Advertising Data

First advertising date: Sept. 2022

Total deduplicated creatives:

64.4K



- Its advertising was primarily targeted at Latin America. In 2025, about 71.03% creatives were released for Android.
- In the Mexican market, ad copies were highly localized, action-oriented, and diversified in scenarios.
- Reminder: In Mexico, financial businesses are regulated by PROFECO. So relevant advertising is strictly subject to “Ley de Protección al Consumidor”, and no false advertising is allowed.

Top 10 Countries/Regions by Advertising



DiDi Finanzas's Excellent Active Ad Creatives



DiDi Finanzas has ad creatives that are professional, data-based, and localized. Both its animation and live-action ad creatives attracted great online traffic.

Live-action Micro Dramas:

Creatives of this kind are very popular in the era of short videos. In the videos, the money problems in real life are enacted in an exaggerated way, in order to encourage people to use the app.

KOC Recommendation:

The creatives are usually presented by credible online influencers to boost the product's trustworthiness

Animation Mini-game:

The creatives combine function introduction with various puzzle games, which attract people's attention and leave a deep impression on them.

Click the image to play the video

Social

In 2026, social apps going global will center around three core strategies, including **further segmentation of vertical market, technical experience upgrade, and weak ties**:

Super segments as the new blue ocean market: The mass market of social apps is highly saturated. In 2026, social apps going global will focus on niche groups, extending from LGBTQ/ethnic minorities to subculture groups, even users segmented by “**scenario + group**”. Such apps quickly seize user mindset through **perfectly matching user demand and providing a sense of safety in smaller groups**. The competitive barrier changes from user scale to market segment operation.









































AI as the foundation of social experience: AI will no longer be an additional function but play a vital part throughout social interaction. For example, social profiles generated based on user behaviors, intelligent subject recommendation, real-time identification of discriminatory contents and privacy leakage risks, and automatic trigger of protection mechanisms. **The super evolution of future social apps will be completed through AI.**

Weak tie + the rise of short-term scenarios: There will be a reduced demand for strong-tie social interaction by Gen Z users. **Short-term interaction of weak ties** is getting popular. Gen Z users prefer short-term social activities, such as outdoor adventure on a team on weekends, and real-time chats among people with a taste for concerts. The user stickiness of such apps is independent of friends list and triggered by high-frequency scenarios. **The apps can quickly acquire users in emerging markets (e.g., Southeast Asia, Latin America).**



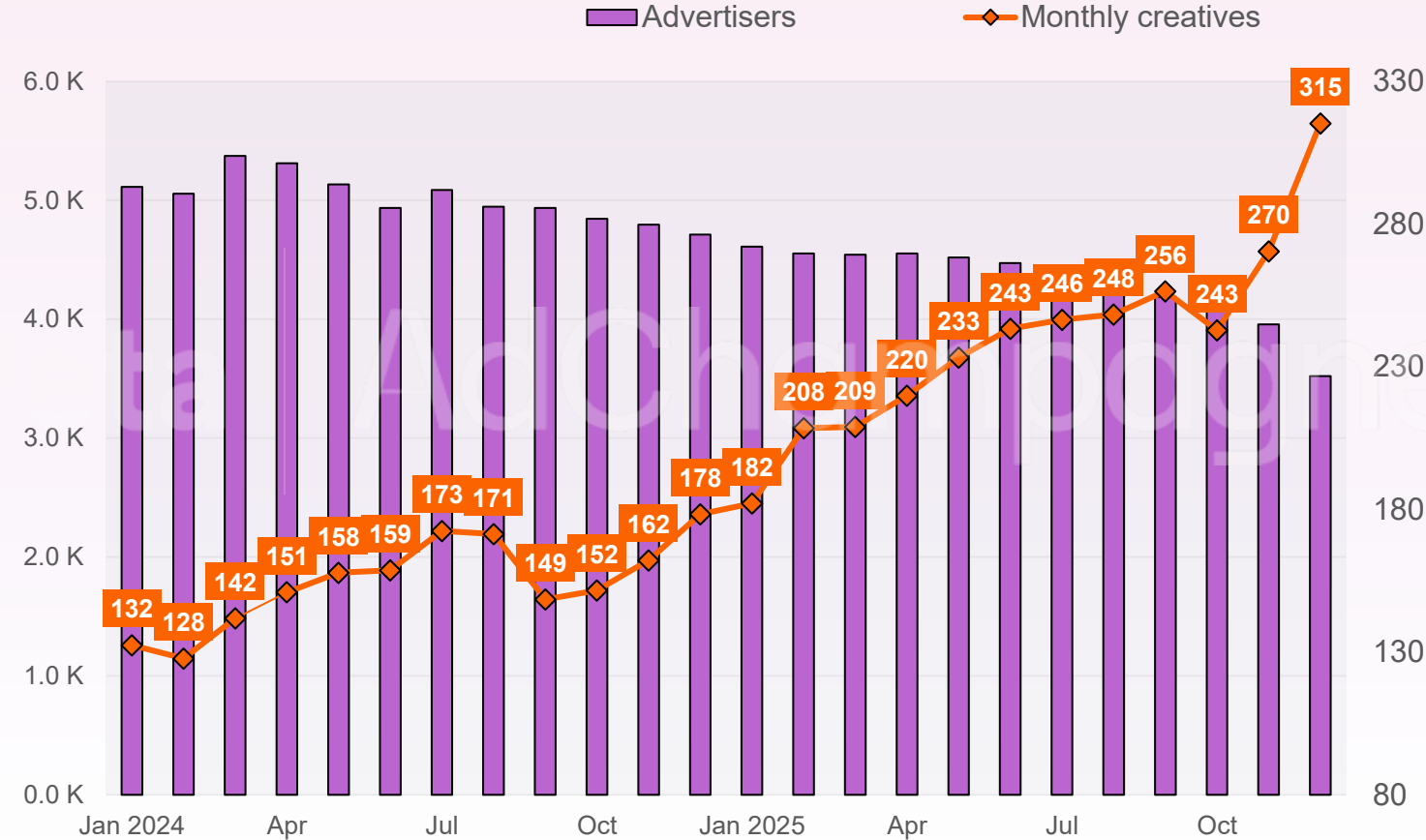
Top 20 Social Apps by Advertising in 2025



1	 Skool Communities	Skool.com, Inc.	11	 Linkfly	Qumai, Inc.	1	 TikTok	TIKtok Ltd.	11	 Timo Club	FAST WALL
2	 KakaoTalk	Kakao	12	 Familo	SAFETIX LTD	2	 BIGO LIVE	BIGO TECHNOLOGY PTE.LTD.	12	 Litmatch	CONSTRUCT TECHNOLOGY PTE.LTD.
3	 ZEE5	Z5	13	 SoulChill	SpaceCape Technology Pte.Ltd.	3	 SUGO	MOBILE ALPHA LIMITED	13	 YoHo	MOBILE ALPHA LIMITED
4	 WhatsApp Messenger	WhatsApp	14	 Azar	Hyperconnect LLC	4	 Skool Communities	Skool.com, Inc.	14	 Toki	ORION ARM PTE.LTD.
5	 Famio	Gismart Limited	15	 Boo	Boo Enterprises, Inc	5	 TikTok Lite	TIKtok Ltd.	15	 Tango	Tango
6	 BIGO LIVE	BIGO TECHNOLOGY PTE.LTD.	16	 Medium	A Medium Corporation	6	 Instagram	Instagram, Inc.	16	 Chamet	Chamet Team
7	 PolyBuzz	CLOUD WHALE INTERACTIVE TECHNOLOGY LLC.	17	 Telegram Messenger	Telegram	7	 Linky AI	SKYWORK AI PTE LTD	17	 Voya	TYPING TECHNOLOGY PTE. LTD.
8	 SUGO	MOBILE ALPHA LIMITED	18	 Discord	Discord Inc	8	 Facebook	Meta Platforms, Inc.	18	 MICO	Mico World
9	 GoFundMe	GoFundMe Inc.	19	 Vibely	MOHALLA TECH PRIVATE LIMITED	9	 FRND	COLD BREW TECH PRIVATE LIMITED	19	 ShareChat	MOHALLA TECH PRIVATE LIMITED
10	 FRND	COLD BREW TECH PRIVATE LIMITED	20	 Nas.io	NAS EDUCATION PTE. LTD.	10	 Timo Club	FAST WALL	20	 SOYO	Haflla HK Limited

Trends in Advertisers & Creatives for Global Social Apps in 2025

There were over 4.3K monthly active social app advertisers in 2025, representing a slight decline of about 14.1% from last year. Monthly creatives increased every month to peak in December. There was an increase of 53.20% in monthly creatives per advertiser, mainly because of the exit of small and medium-sized app advertisers and more ad creatives released by top advertisers in 2025.



Social App Advertising Trends in Top Countries/Regions in 2025

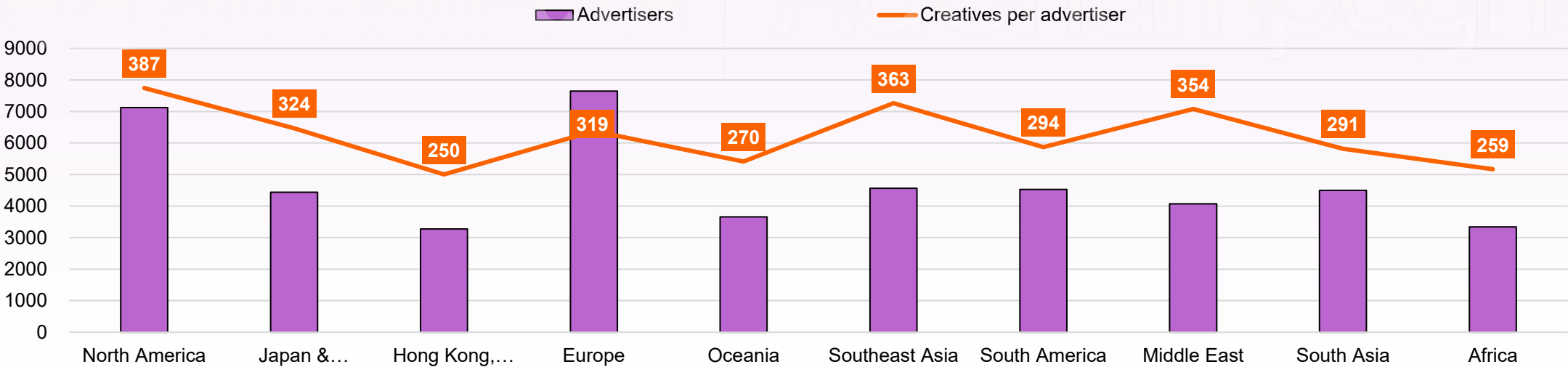
- Europe was a core competitive market of social apps, with its large population base, high Internet penetration rate, and users' high willingness to pay.
- North America had a mature commercialization system. Users were more attracted by new creatives. Creatives for social apps were updated frequently to improve advertising effects. Therefore, North America recorded the highest average creatives.
- As emerging markets, Southeast Asia and Middle East had rapidly increasing users and were second only to North America in terms of creatives per advertiser. Hong Kong, Macao and Taiwan recorded the fewest advertisers due to a small market size.

Most advertisers: Europe

Europe had the most active social app advertisers, with about 7.6K competitors in this industry.

Most creatives per advertiser: North America

Of all regions, North America had the most creatives per advertiser, followed by Southeast Asia and Middle East.



Analysis of Social Apps' Popular Ad Copies Released in 2025

Top 10 ad languages

Language	Proportion
English	54.69%
Hindi	8.36%
Arabic	6.48%
Turkish	4.28%
Japanese	4.13%
Spanish	3.83%
German	3.03%
Portuguese	2.66%
Chinese Traditional	2.04%
Indonesian	1.68%

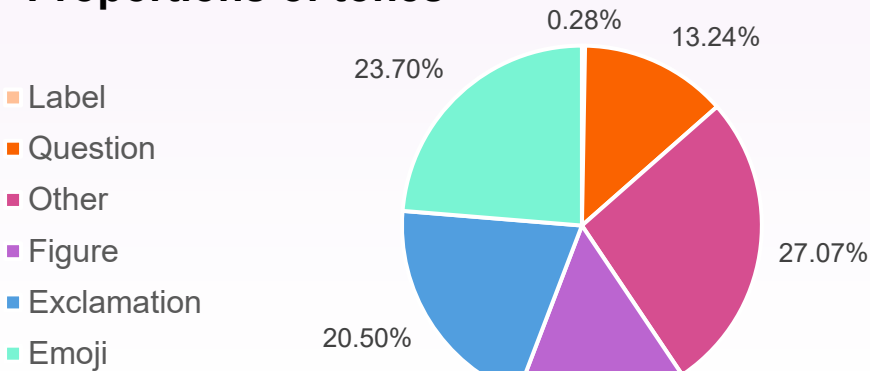
Top 10 frequent words

Frequent words
Chat
free
Video
live
tiktok
find
location
community
real
download

Features of ad copies

In 2025, English was the major language for advertising global social apps, used in over 50% of the apps' ad copies. Hindi, Arabic, and other languages were also used to provide extensive coverage. Frequent words include words related to social behaviors (e.g., chat, video), and words related to traffic acquisition (e.g., free, download), highlighting the apps' social functions and user acquisition. In terms of tone, Emoji accounted for 23.7%, followed by exclamation and figure. The ad copies were designed to be lively and eye-catching so as to attract people's attention.

Proportions of tones



Boo: Great market potential in introverts' social life

Boo features personality-based matching and is suitable for introverts who want to make friends. The app began advertising in September 2022, and its creatives started to increase in April 2025. It was one of the top 20 apps by advertising in November. Boo achieved 4 million downloads in 2024 to become one of the representative products in the niche social networking category.

Boo

Boo Enterprises, Inc.

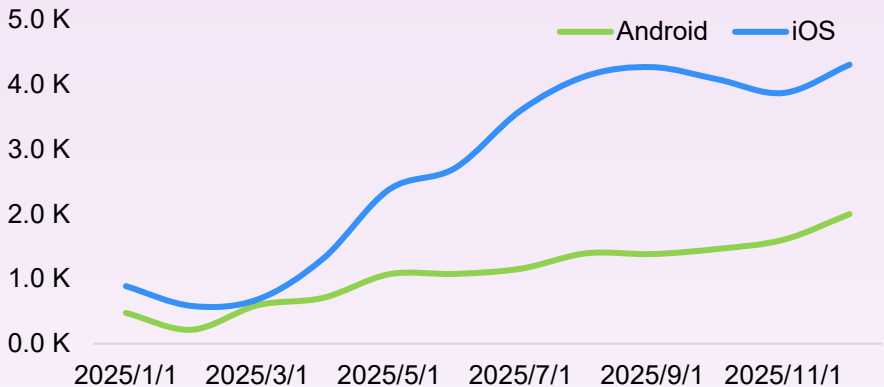
Advertising Data

First advertising date: Sept. 2022

Total deduplicated creatives: 39K

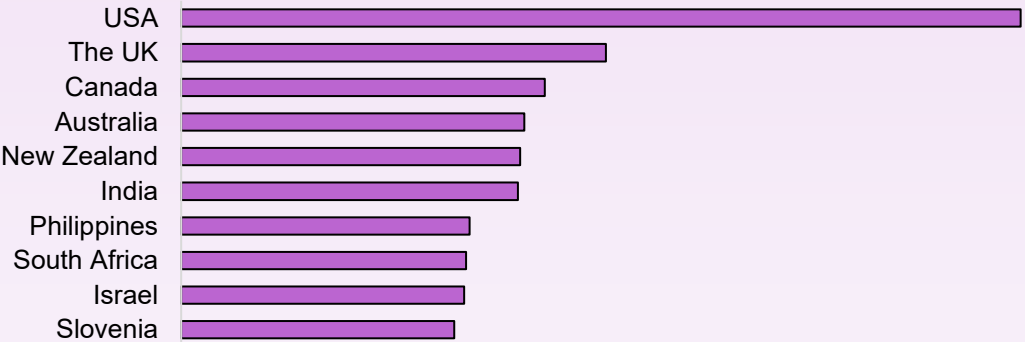


Advertising trends in 2025

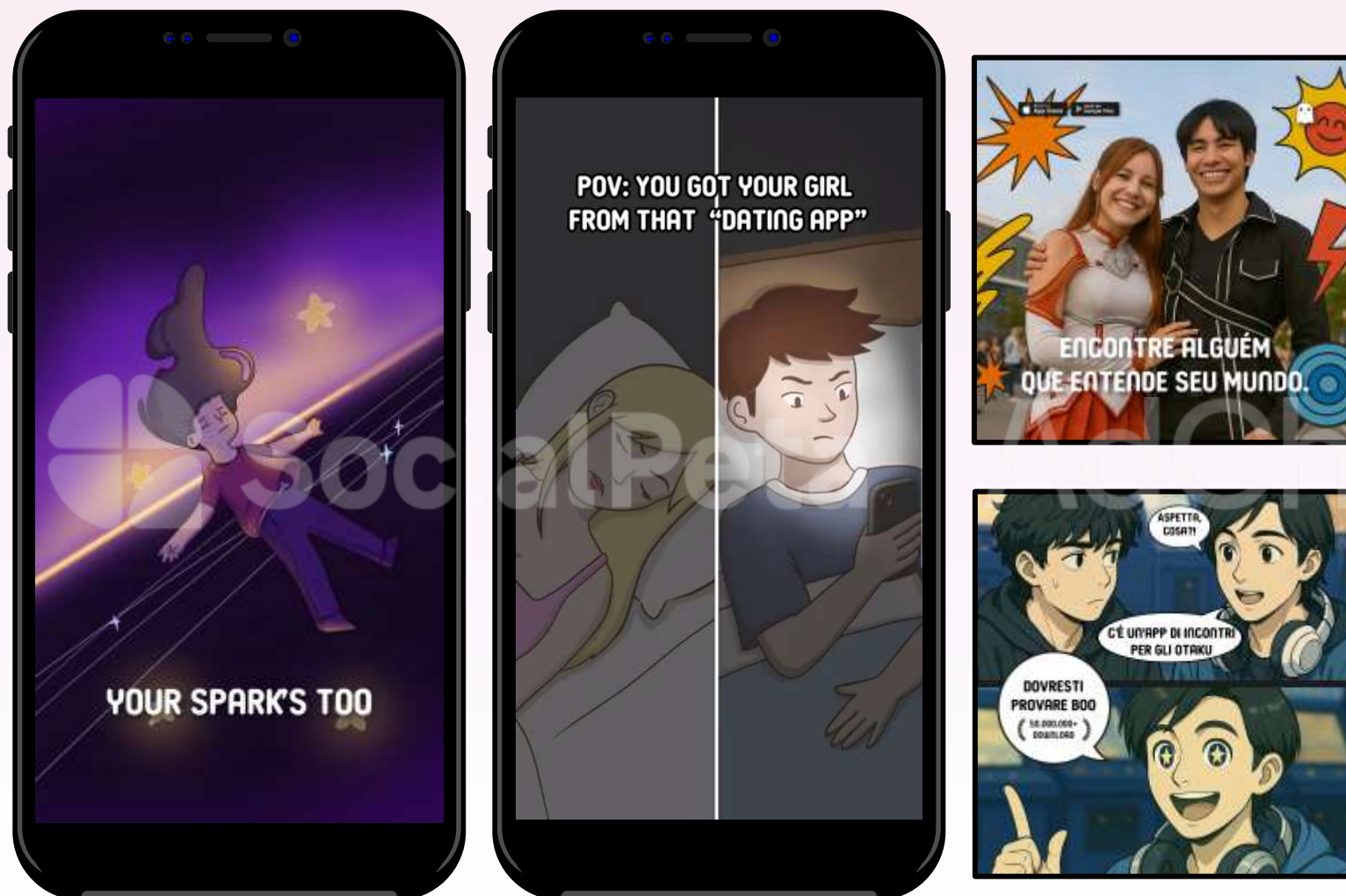


- **Its advertising was focused on Europe and America.** In 2025, it released far more creatives for iOS than for Android.
- Though a majority of its creatives were video, **some of its popular creatives were image.** These creatives were mainly calm and soothing comic-style videos with a clean and cute aesthetic.
- The app was currently one of the top 100 free social apps in the U.S. App Store and one of the top 50 best-selling social apps.

Top 10 Countries/Regions by Advertising



Boo's Excellent Active Ad Creatives



Boo's creatives have a clear and consistent style, centered on emotional healing and soul connection.

Soothing animation:

It's an obvious contrast between being alone and sad and being able to make new friends on Boo. The art style is clean, refreshing, and emotionally uplifting.

App comparison:

Side-by-side comparisons show Boo's advantages over other apps, highlighting that it is easier to find a soulmate or meaningful connection on Boo.

Intent-focused creatives:

It points out that the app can help users out of their loneliness, appealing to people who are single and eager to make some friends.

SUGO: A social app dominator in Middle East

SUGO is an app developed and operated by Newborn Town. It was launched in Middle East in 2022 and later in Southeast Asia and Taiwan (China). SUGO attracted users quickly through its efficient AI-based matching, voice chat rooms, and video calls. The app was one of the top 10 social apps by revenue in Middle East during Jan. – Sept. of 2025. It was the core product following MICO.

SUGO

Newborn Town

Advertising Data

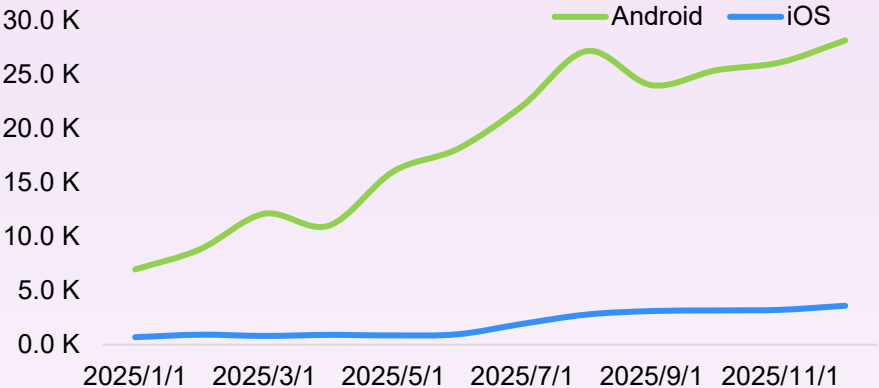
First advertising date: July 2021

Total deduplicated creatives: 265K



- In 2025, its advertising focused on Android (far more creatives there than on iOS), due to the high Android penetration rate in Middle East.
- In the early stage (starting in 2022), it targeted the Middle East market, using it as its core base for expansion.
- It later expanded to Southeast Asia and Taiwan (China), completely following the strategy of capturing the core market before the surrounding markets.

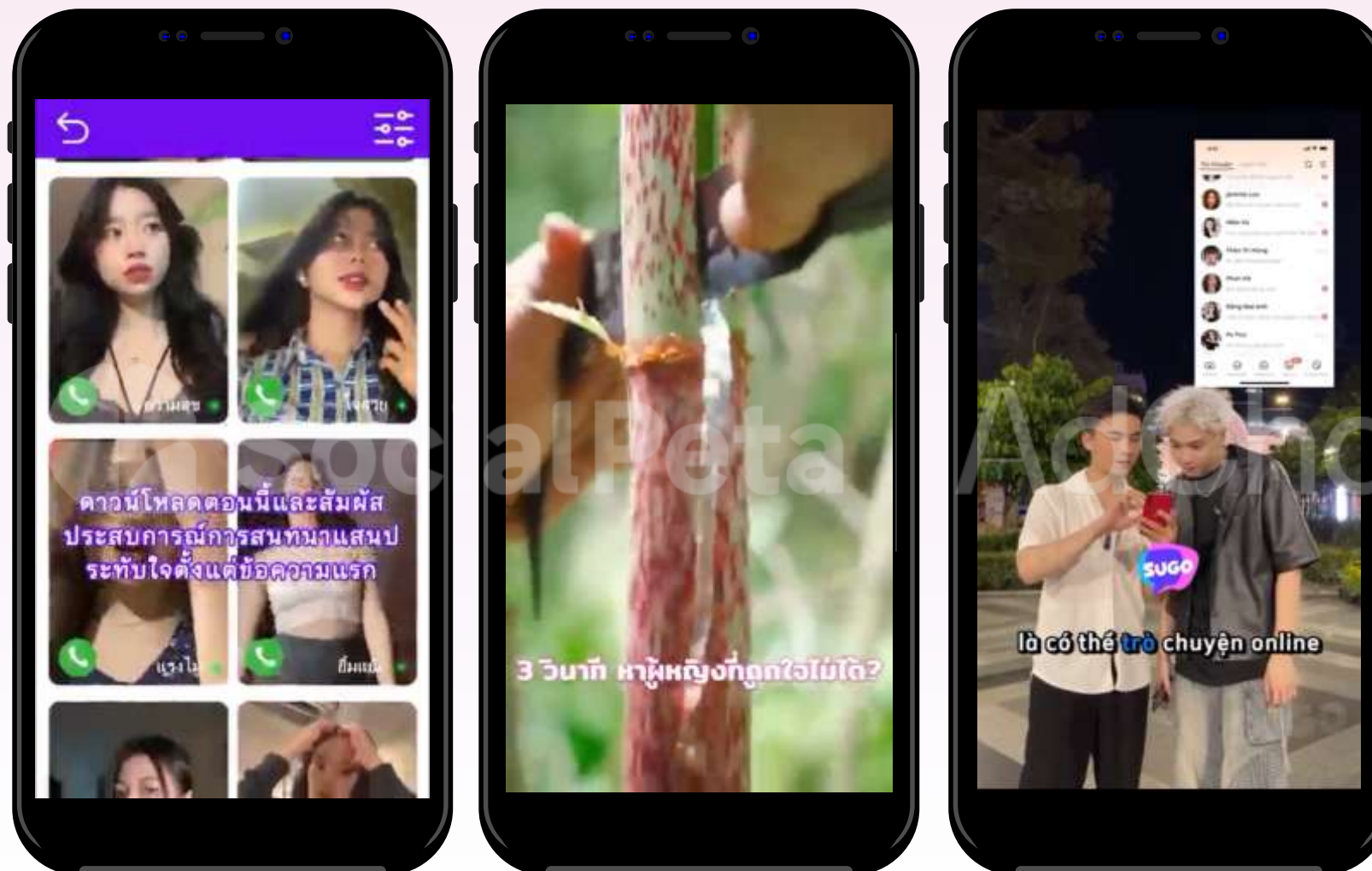
Advertising trends in 2025



Top 10 Countries/Regions by Advertising



SUGO's Excellent Active Ad Creatives



SUGO's ad creatives primarily use scenario-based combinations to attract traffic. Besides hot and sexy creatives, there are also natural scenes to reach more people.

Waterfall flow of beautiful streamers:

Images of beautiful and hot girls catch people's attention within 0.5 seconds and arouse their interest in downloading the app.

Outdoor streaming + hot dancers:

When people are getting tired of watching beautiful streamers, some unexpected and visually striking outdoor content tends to stand out and attract greater attention.

Street interviews:

The street interviews often start with entertaining questions that easily draw people's attention, and then introduce the product smoothly.

Health

In 2026, health apps going global will continue the saturated and efficiency-driven competitive landscape established in 2025, with deeper progress in technological precision, market refinement, and localized operations.

Top apps will grow as more small and medium-sized apps will exit, further increasing the market concentration rate. On the technology front, AI will emerge as the core driving force, shifting health apps from traffic-oriented tools to service-centric solutions. AI will be increasingly applied in health education, personalized plan generation, and other practical use cases, enabling apps to evolve from simple tracking tools into medical-grade support assistants.

Europe and America will remain the core market. There is high-end demand for health apps in North America which will stand out with precise targeting. The strong health consciousness in Europe will help maintain a large number of advertisers. Middle East will continue to grow as an emerging market. While South Asia and Africa will be less popular due to users' low ability to pay. As for marketing, creatives featuring influencer recommendations, emotional resonance, and scenario-based comparisons will still be popular and effective.

Subscription will remain the mainstream business model. But multi-monetization will rise, such as business-to-business cooperation and linking health with welfare. Both top apps and promising new apps can only seize market share through solid technical barriers, improving localization to break market barriers, and complying with laws and regulations to build trust.



Top 20 Health Apps by Advertising in 2025



1	MadMuscles	Amoapps Limited	11	CardiaLink	Hunan Anpai Information Technology LTD	1	MadMuscles	Amoapps Limited	11	Blood Sugar & Diabetes Tracker	PidomTech
2	Impulse	GMRD Apps Limited	12	Heartbeat Pulse Detection-Life	Shenzhen Kitushi Technology Co.,LTD	2	Impulse	GMRD Apps Limited	12	BLACKROLL® Fascia Training	BLACKROLL AG
3	BetterMe	BetterMe Limited	13	Runna	RunBuddy	3	Flo Ovulation & Period Tracker	FLO HEALTH UK LIMITED	13	Blood Pressure	Lubna Manzoor
4	Simple	AM APPS	14	HeartBeet: BP & Sugar Track	Shanghai Kenige Trade Co., Ltd.	4	BetterMe	BetterMe Limited	14	Step Counter	Health Applines
5	BodyWave	Shenzhen Proudlong Health Co., Ltd.	15	Planet Fitness	Planet Fitness Holdings, LLC	5	Smart Fit App	Smartfit Escola de Ginastica e Danca SA	15	Health Sense	Health Applines
6	Rise	Rise Science Inc	16	Flo Health	FLO HEALTH UK LIMITED	6	Blood Pressure Tracker	AT Technologyy	16	Heartwell Tracker	Shenzhen Xingchuang Media Technology Co.,Ltd
7	Wellthly	JUSTDO PTE. LTD.	17	i-Heart	Shenzhen Manlang Technology Co., Ltd.	7	Health Tracker	FunnyApp4u Limited	17	Blood Sugar Care	Q7Go Developer
8	Blood Pressure	Novabeyond Limited	18	LazyFit	Next Vision Limited	8	Rise	Rise Science Inc	18	Step Tracker	AT Technologyy
9	HARNA	Amoapps Limited	19	Health Partner	Shanghai Kenige Trade Co., Ltd.	9	Traya	Traya Health	19	Buddyfit	Buddyfit SRL
10	Smart Fit App	Smartfit Escola de Ginastica e Danca SA	20	Health Tracker	Shanghai Dacheng Employment Agency	10	Planet Fitness	Planet Fitness Holdings, LLC	20	Asana Rebel	Asana Rebel GmbH

Source: SocialPeta - Analysis of Top Apps by Advertising; advertisers are sorted (from high to low) by the number of their deduplicated creatives within the date range.
Date Range: Jan - Dec 2025

Monthly Advertising Trends for Global Health Apps in 2025

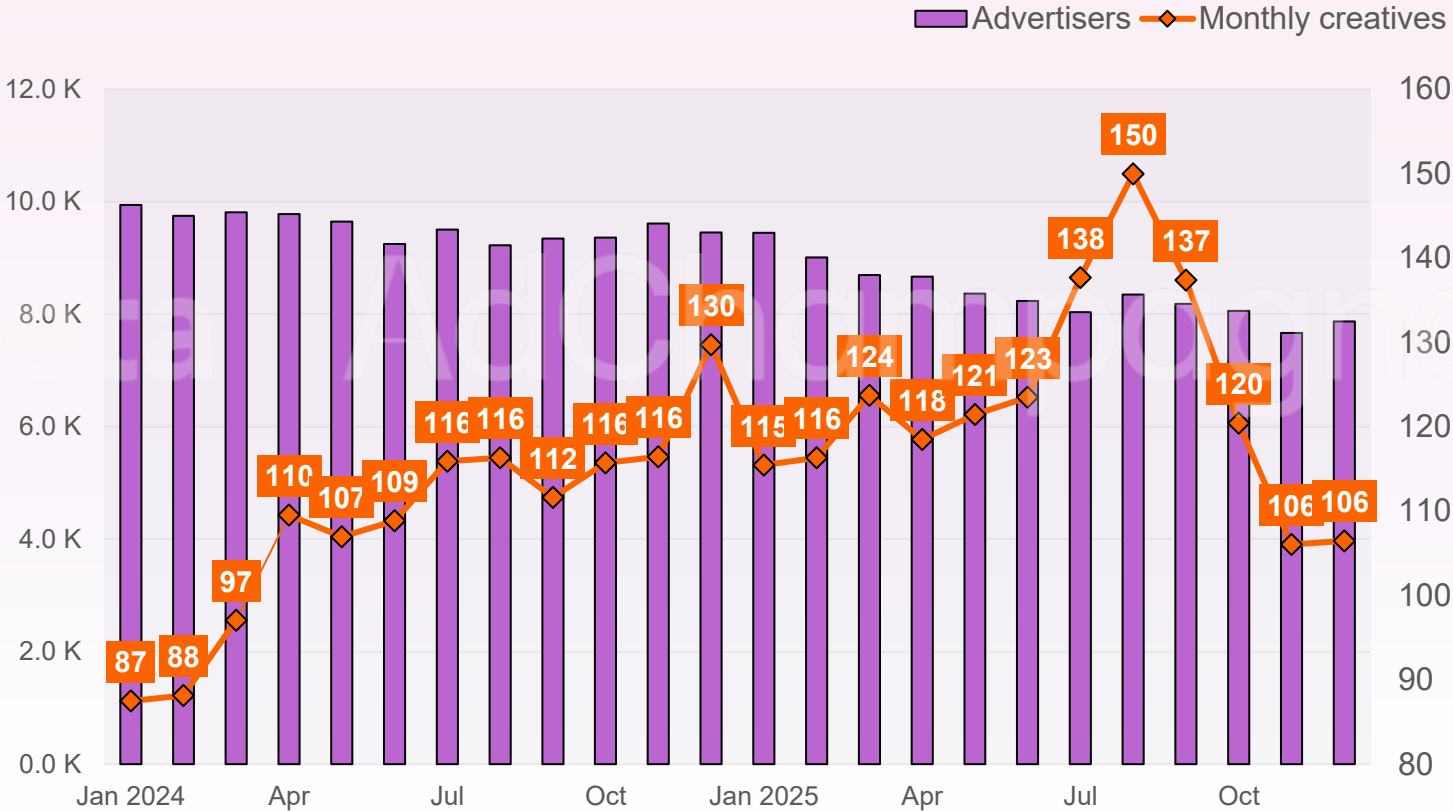
The market of health apps going global had shifted from “**expansion-driven growth**” to “**competition in a saturated market**”. Top apps improved their advertising effects by releasing more creatives while small and medium-sized apps were exiting the market. As a result, there were fewer advertisers and more creatives per advertiser.

Monthly advertisers Down 12.3%

8.38K↓

Monthly creatives per advertiser Up 13.3%

123↑



Health App Advertising Trends in Top Countries/Regions in 2025

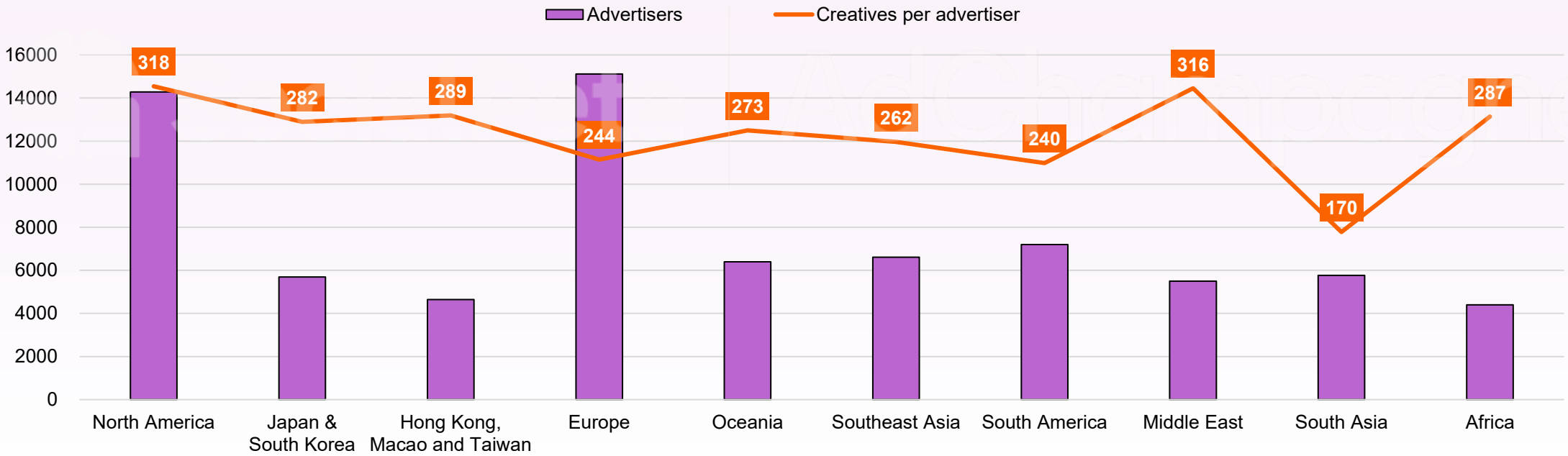
- Europe became the core competitive market with the most health app advertisers, driven by high health awareness and a large market size.
- With a mature advertising system and high requirements of users, North America topped the list of creatives per advertiser, indicating refined advertising.
- It was immediately followed by Middle East, an emerging market. In South Asia and Africa, advertising effects were low because of users' low willingness and ability to pay.

Most advertisers: Europe

Europe had the most active health app advertisers, with about 15.1K competitors in this region.

Most creatives per advertiser: North America

Of all regions, North America had the most creatives per advertiser, followed by Middle East and Hong Kong, Macao and Taiwan.



Flo Health: A top women's health app with nearly 100 million MAUs

As one of the top companies in the female health market, Flo reached people across the world. Its app had over 300 million registered users worldwide and 77 million monthly active users, with women in the US accounting for 25%. In July 2024, the company raised \$230 million in a Series C round, bringing its valuation above \$1 billion. The app was also honored with many awards for its professional credibility and market recognition.

Flo Health

Flo Health Inc.

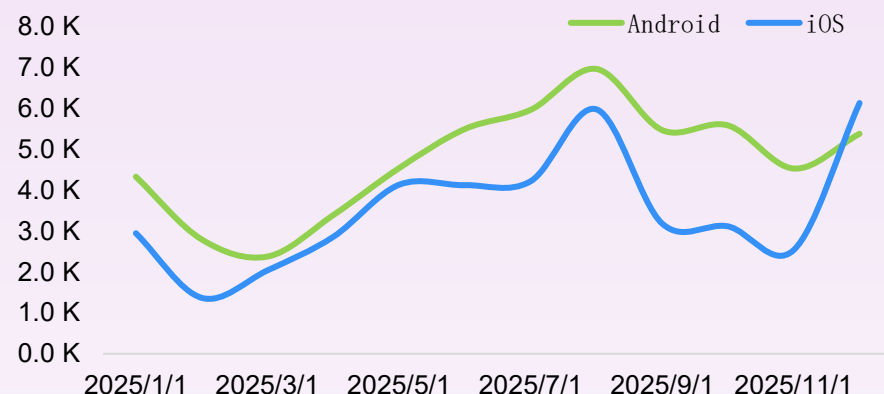
Advertising Data

First advertising date: June 2016

Total deduplicated creatives: 129K



Advertising trends in 2025



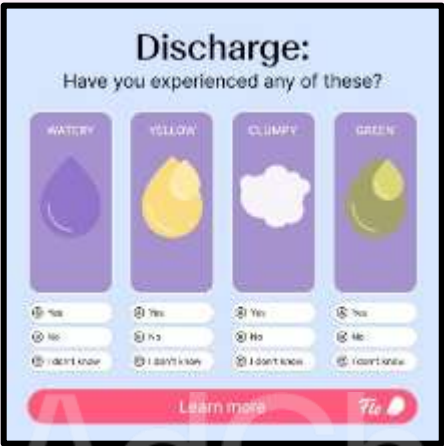
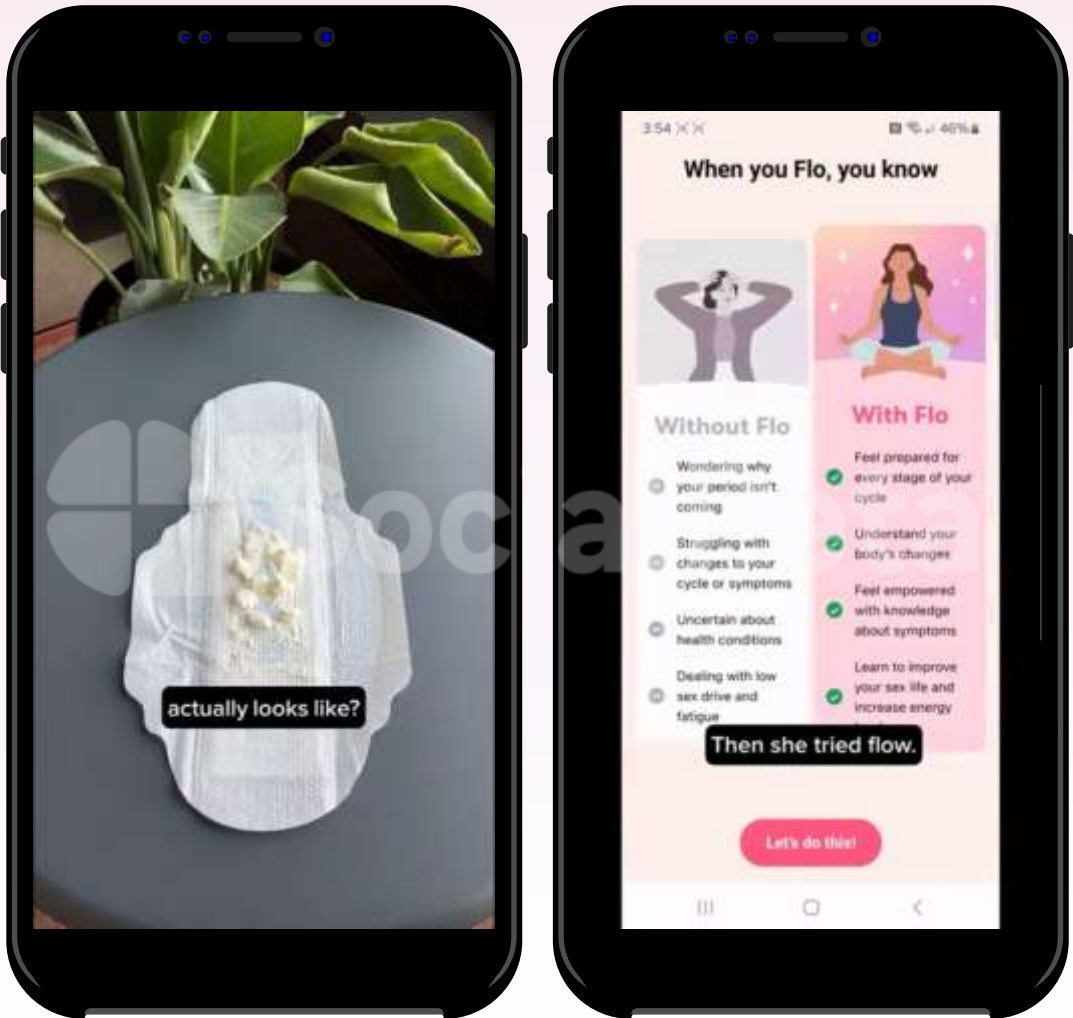
- **Focus on regions with high willingness to pay:** More advertising efforts were made in USA (the highest share), Germany, and other developed countries in Europe, as women in these markets show stronger willingness to pay for health products.
- **Differentiated advertising on Android and iOS:** Its creatives on Android were more than on iOS. But the overall trends were similar.

Top 10 Countries/Regions by Advertising



Flo Health's Excellent Active Ad Creatives

Click the image to play the video



Flo Health's Creatives

Anxiety trigger:

The creatives exaggerate symptoms to tap into women's high concern for their health, creating anxiety and drawing attention to the app.

Benefit comparison:

The app's advantages are highlighted through side-by-side before-and-after visuals, using black-and-white vs. color to strengthen the contrast.

Health knowledge:

Common knowledge in health is shared through cartoons and words, which is often seen in square image creatives.

Cal AI: A \$100M App Built by Two High School Students

Cal AI was developed by high-school students Zach and Henry in the summer of 2023 with an initial capital of \$100K earned from selling a game website. Blake later joined the team. The app was launched in May 2024 and gained popularity through the influencer-style promotion by 50 fitness creators. According to reports, the app achieved over 3 million downloads and grossed an average revenue of about RMB170 million a year.

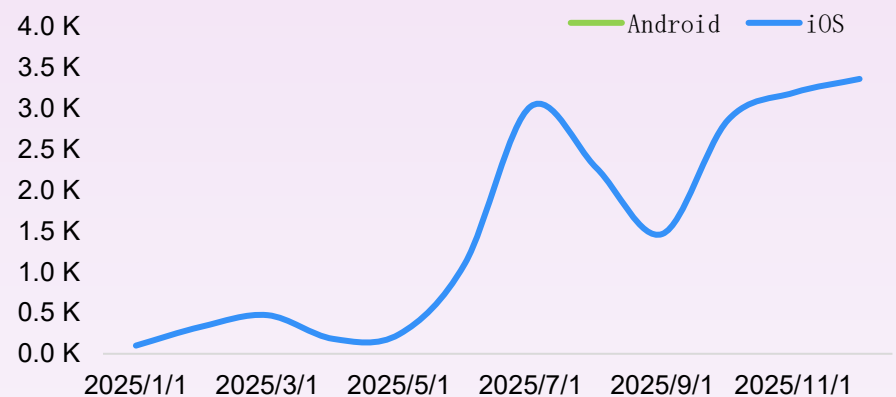
Cal AI

Viral Development LLC

Advertising Data

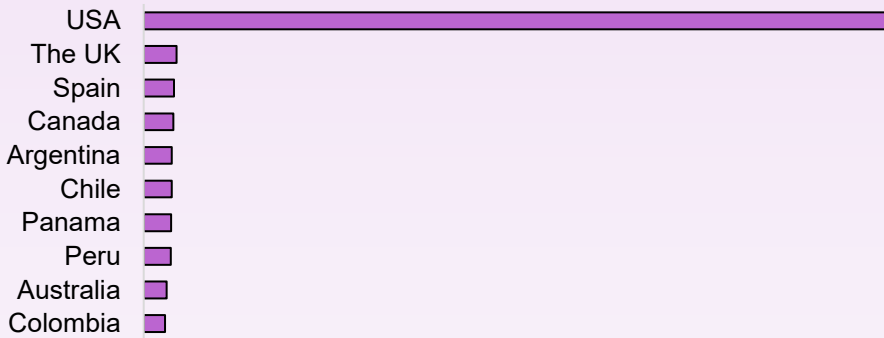
First advertising date: June 2024

Total deduplicated creatives: 13.4K

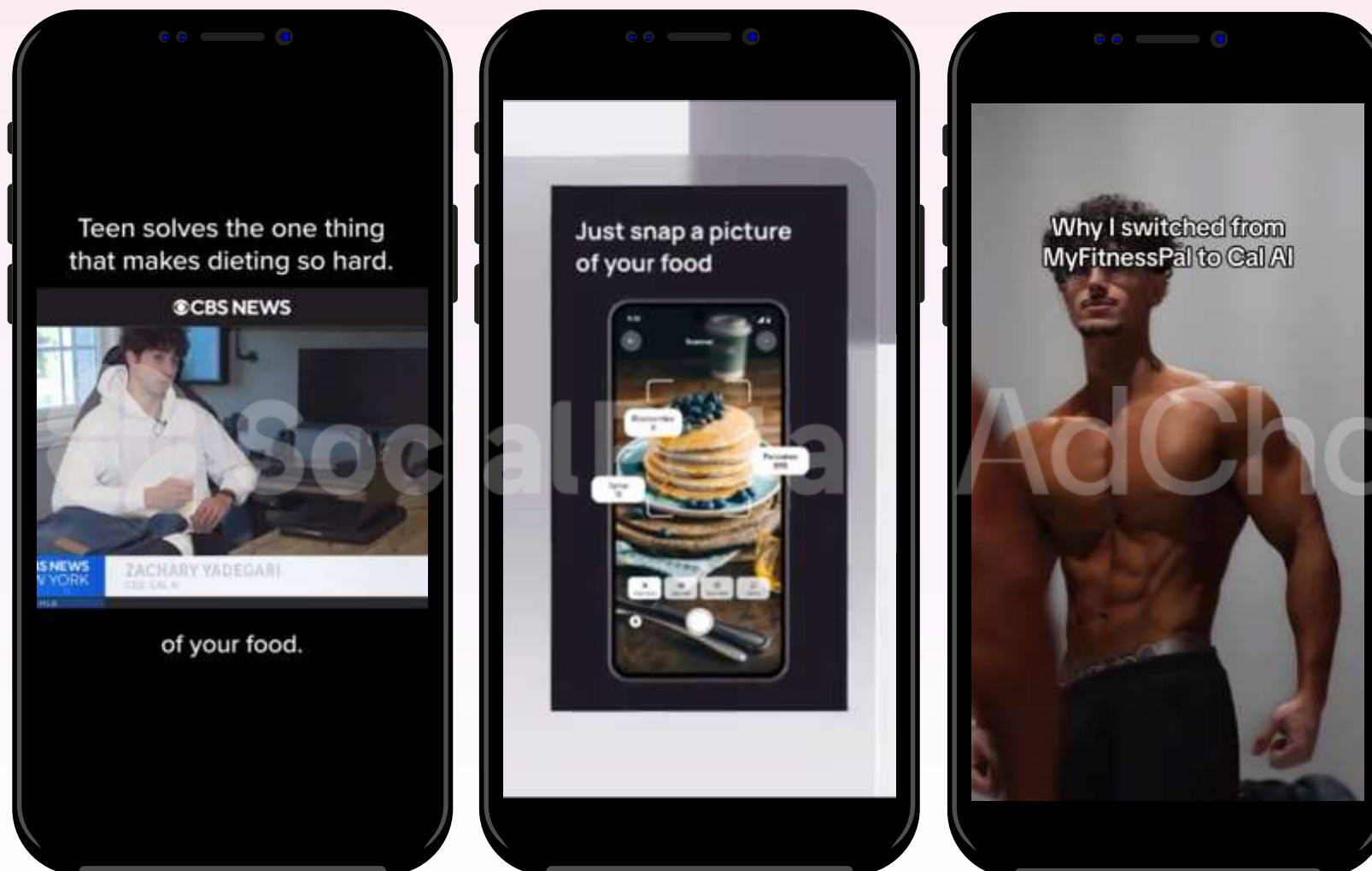


- **A cold start via influencer marketing:** It quickly went viral through influencer-style promotion, acquiring its initial users at a low cost.
- **Focus on the core market:** Far more creatives were released in the US than in other regions, because the fitness app users there had a higher willingness to pay.
- **Lightweight and precise advertising:** Its creatives were mainly on iOS to focus on the core market. It remained popular through frequent creative refreshes.

Top 10 Countries/Regions by Advertising



Cal AI's Excellent Active Ad Creatives



Click the image to play the video

Cal AI's advertising follows its founders' style. Besides the tech-style ad creatives, videos of fitness influencers are the most frequently used and the most effective.

News report:

The ads use official media reports about the app, which increases credibility and trust.

Minimalistic ads:

Ads of this type are often used by tech companies, very simple and high-class.

Influencer recommendation:

Fitness influencers with various sizes of fan bases were invited to promote this app, comparing it with other leading products to highlight its powerful functionality.

Finch: Seek comfort in pets, a way to stay mentally healthy

Finch is a mental health app featuring virtual pets. The app combines self-care tasks with virtual pet raising in a gaming mechanism. Users can develop healthy habits and regulate their emotions through taking care of virtual pets. The app has received near-perfect ratings across major platforms. As of November 2025, it had achieved over 10 million downloads.

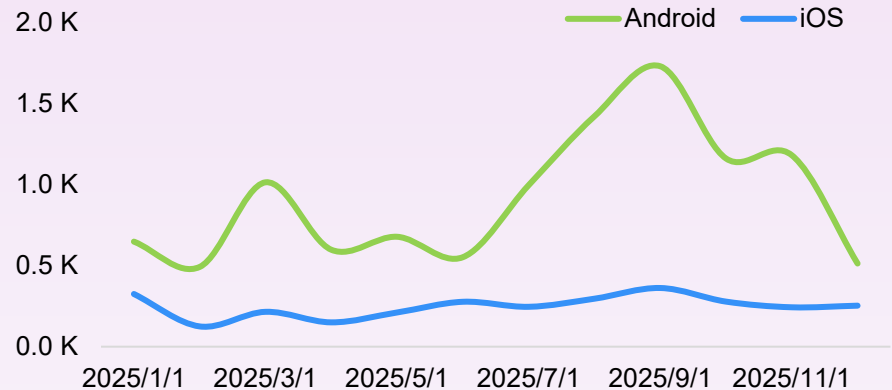
Finch

Finch Care Public Benefit Corporation

Advertising Data

First advertising date: May 2021

Total deduplicated creatives: 13K



- The app links raising virtual pets to mental health and self-care, using strong emotional resonance to lower users' resistance to health apps.
- While most health apps focus on iOS to target high-paying users, Finch released more ad creatives on Android and reached more potential users at a lower cost.

Top 10 Countries/Regions by Advertising



Finch's Excellent Active Ad Creatives

Click the image to play the video



Finch's ad creatives are grounded in everyday life, which aligns well with the app's overall tone.

Real-life challenges:

The creatives combine pet-raising tasks with little challenges in life (e.g. cleaning tables or doing push-ups), introducing the main feature of this app.

Comparison:

The creative shows the app's advantage by contrasting the user's previous low-energy state with a more vibrant, life-loving present.

Cute ad copy:

The visuals use a cute art style, while the copy emphasizes user experience and includes little touches that make viewers smile.

Marketing in Regions

Scale and growth of marketing, case studies, marketing suggestions

05



Non-Game Apps' Advertising Strategies in North America

Non-game app
advertisers

Down 3% YoY

169K↓

Deduplicated
creatives for
non-game apps

Up 75.2% YoY

139.4M↑

Share of video
creatives

73%

Change in the share of
Android advertisers



Top apps by advertising



NewsBreak



GoodNovel



DramaBox



RocNovel



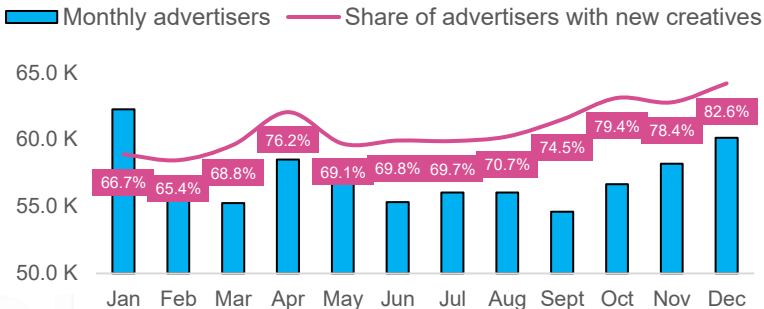
Kiwi Novel



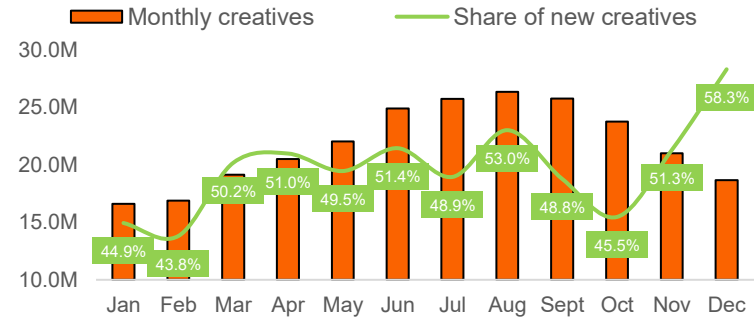
CalCountAI

New hit apps

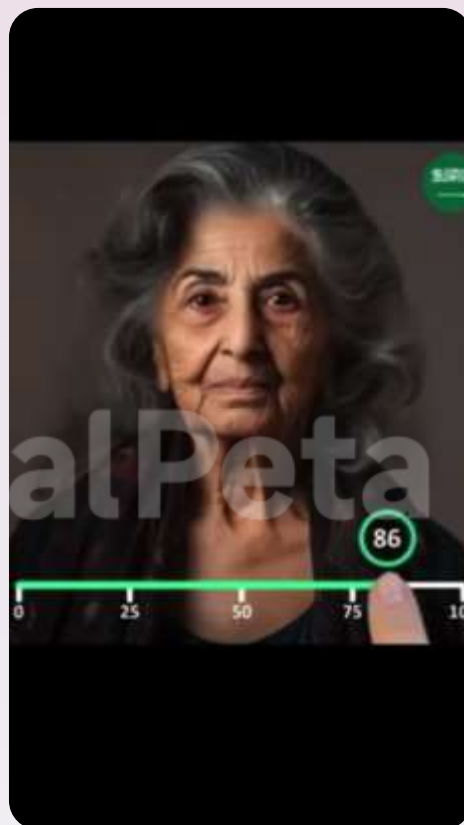
Trends of monthly advertisers



Trends of monthly new creatives



Analysis of Popular Ad Creatives for Non-game Apps in North America



Vertical portrait influencer talking on camera + cute pets for traffic + before-and-after feature comparison

User characteristics in North America:

1. Highly short-video oriented, with a critical 3-second hook;
2. Content often shows cats treated like dogs to boost engagement;
3. Strong emphasis on visual appeal and instant gratification.

Popular ad messaging:

Emphasis on features and self-improvement, such as:

- Get Started
- Try it
- Improve yourself the easy way

Future trends in creatives:

Rapid advancements in AI will accelerate creative iteration, with content optimized for middle-aged and older audiences.

Non-Game Apps' Advertising Strategies in Hong Kong, Macao & Taiwan

Non-game app
advertisers

Up 24% YoY

7.6W↑

Deduplicated
creatives for non-
game apps

Up 88% YoY

54.6M↑

Share of video
creatives

84%

Change in the share of
Android advertisers



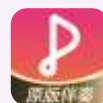
Top apps by advertising



奔閱小說



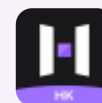
Lita



全民party



OfferToday



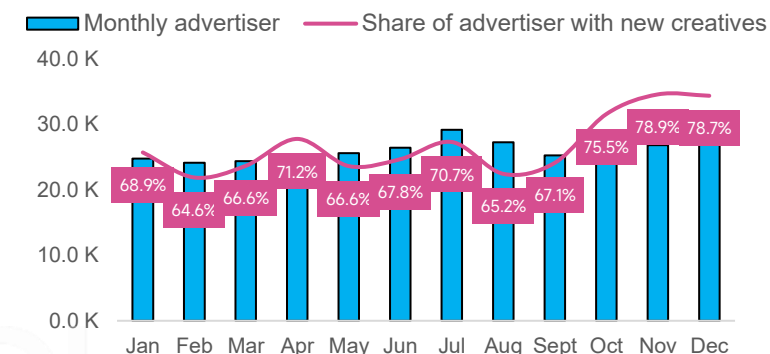
HashKey
Exchange



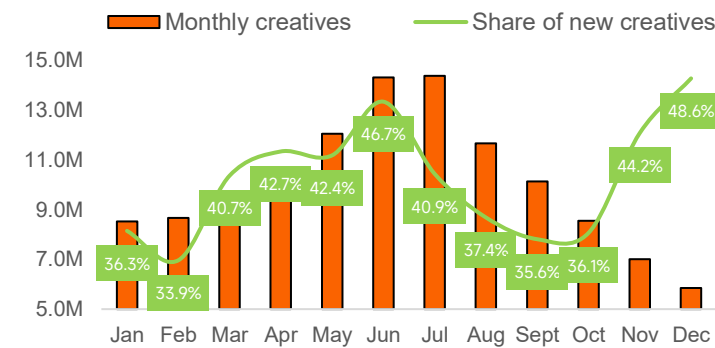
FomoShort

New hit apps

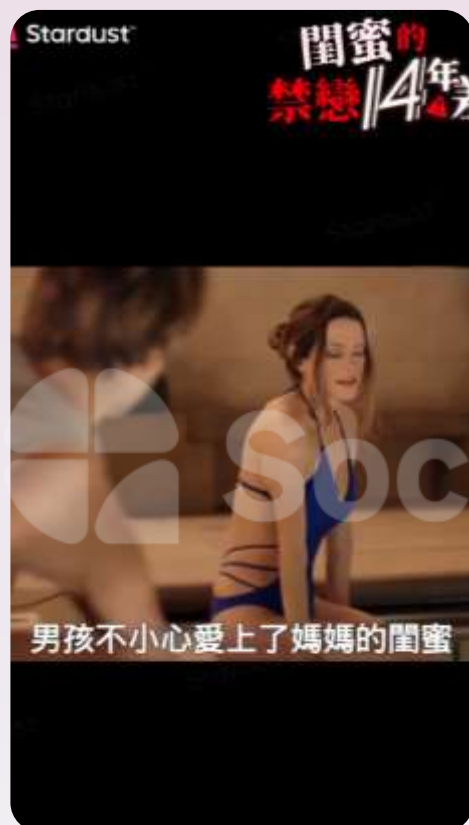
Trends of monthly advertisers



Trends of monthly new creatives



Analysis of Popular Ad Creatives for Non-game Apps in Hong Kong, Macao and Taiwan



A juicy title + a full demonstration of functions + a short video clip

User characteristics in Hong Kong, Macao and Taiwan:

1. Multilingual environment;
2. Prices and reputation are valued;
3. A sharp, outspoken media culture rooted in the print era.

Popular ad messaging:

Thousands of people are using it. Memes and emojis are frequently used.

Large-sized figures indicate discounts and gift value.

Future trends in creatives:

Real user experience + everyday scenes + natural dialogues

Non-Game Apps' Advertising Strategies in Japan & South Korea

Non-game app
advertisers

Up 34% YoY

9.3W↑

Deduplicated
creatives for non-
game apps

Up 109% YoY

71.4M↑

Share of video
creatives

84%

Change in the share of
Android advertisers



Top apps by advertising



DramaWave



Lemon8



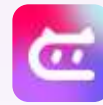
Makuake



네이버플러스
스토어



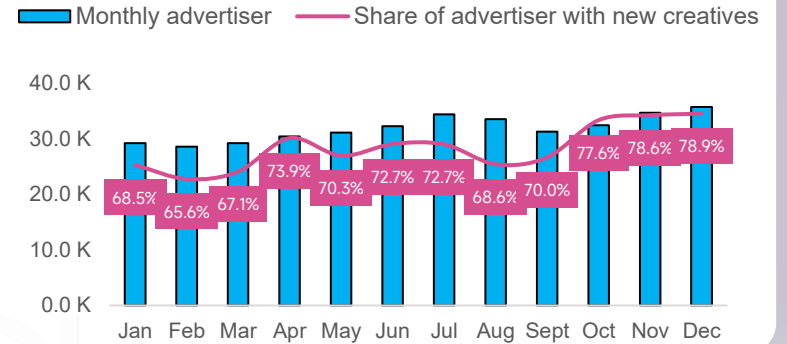
PikoShow



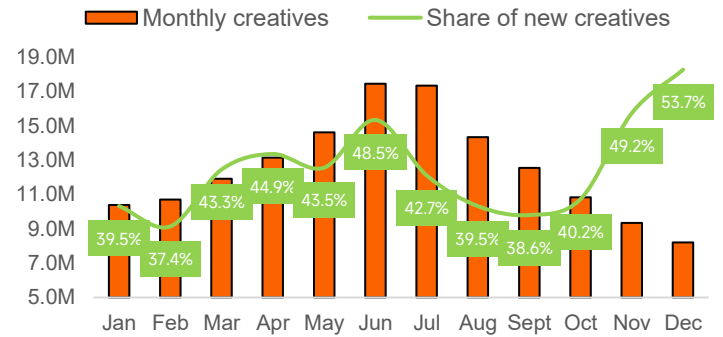
Crushie AI

New hit apps

Trends of monthly advertisers



Trends of monthly new creatives



Analysis of Popular Ad Creatives for Non-game Apps in Japan & South Korea



Local cultural elements + variety-show style text effects + comedic effects

User characteristics in Japan & South Korea:

1. High user segmentation and strong willingness to pay.
2. Strict localization requirements.
3. Ads often incorporate local pop culture elements such as K-pop, anime, and VTubers.

Popular ad messaging:

Highlighting affordability and features, such as daily freebies, best value, early bird discounts, and safe, fast, and hassle-free usage.

Future trends in creatives:

AI creatives lag behind Western markets, while story-based and solution-oriented live-action videos remain mainstream.

Non-Game Apps' Advertising Strategies in Middle East

Non-game app
advertisers

Up 23% YoY

9.1W↑

Deduplicated
creatives for non-
game apps

Up 87% YoY

72.9M↑

Share of video
creatives

84%

Change in the share of
Android advertisers



Top apps by advertising



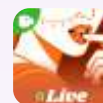
Urban
Company



Floward Online
Flowers & Gifts



e& UAE



PyaarHii



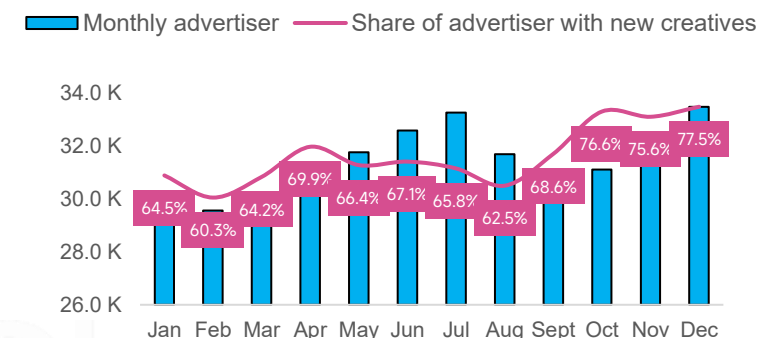
Siya Lite: Live
Voice Chat



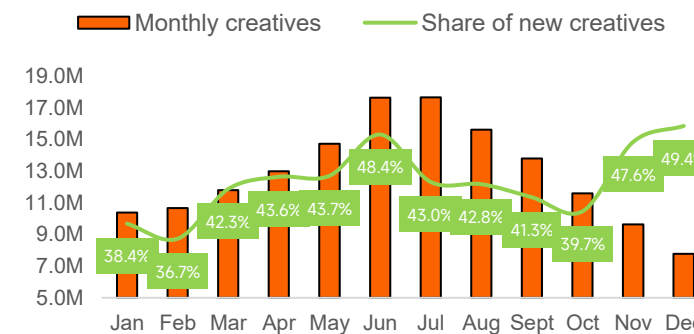
Gemix: AI Media
Generator

New hit apps

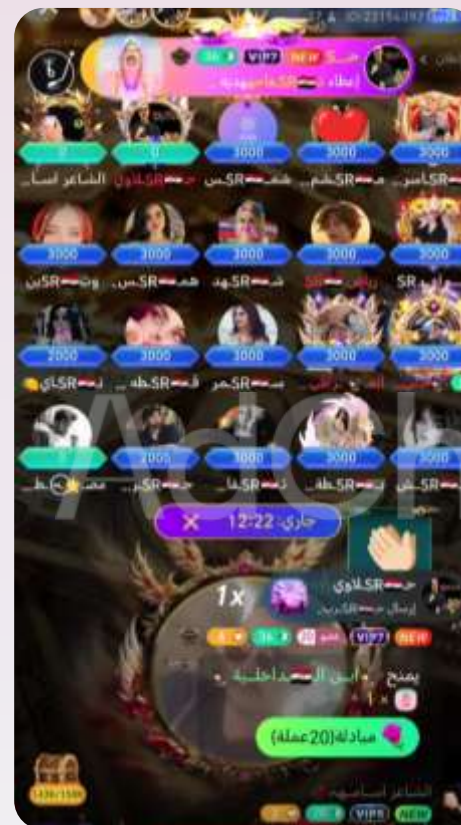
Trends of monthly advertisers



Trends of monthly new creatives



Analysis of Popular Ad Creatives for Non-game Apps in Middle East



Localized traditional attire + family scene + lively social interactions

User characteristics in Middle East:

1. Strong reliance on social media
2. Clear consumer segmentation
3. Strong family orientation

Languages:

Arabic, Persian, Turkish, Hebrew, English, French

Future trends in creatives:

Cultural relevance + social media + vertical content + rise of KOC-driven content.

Non-Game Apps' Advertising Strategies in Europe

Non-game app
advertisers

Up 16% YoY

21.1W↑

Deduplicated
creatives for non-
game apps

Up 61.4% YoY

124.2M↑

Share of video
creatives

81%

Change in the share of
Android advertisers



Top apps by advertising



Trendyol: Online
Shopping



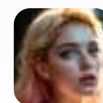
RocNovel



Dreams



TikTok Pro



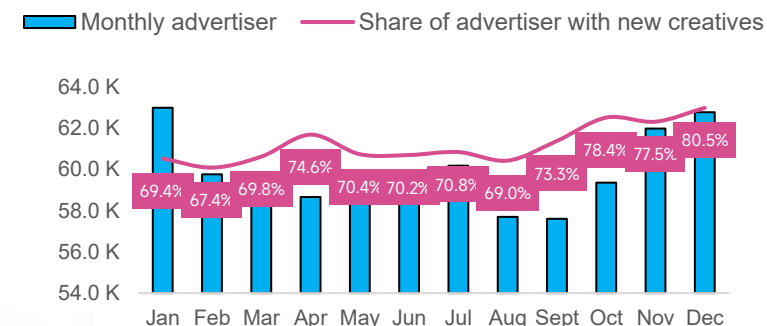
Chattie AI



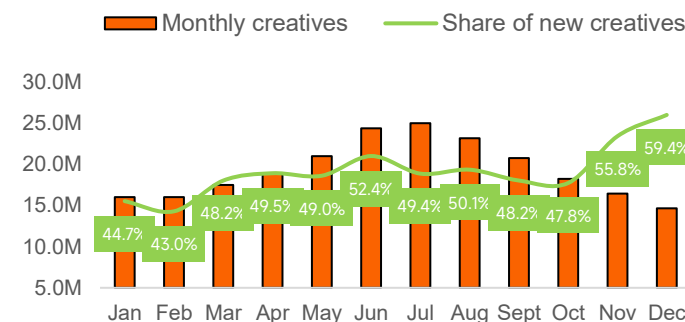
DramaNova

New hit apps

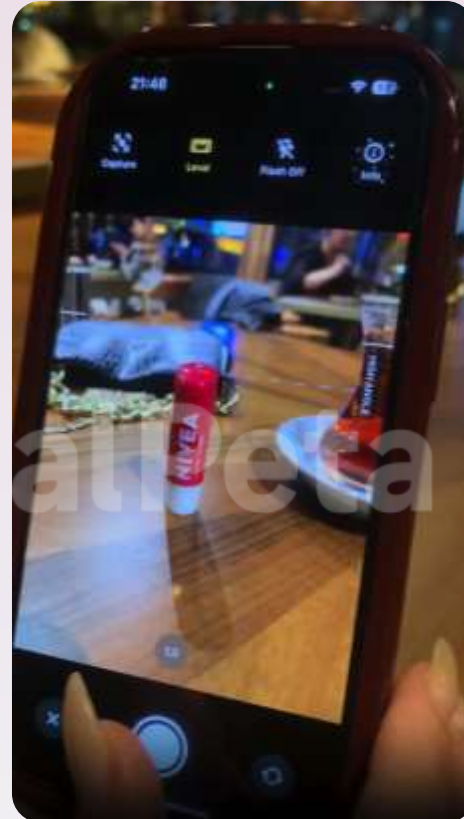
Trends of monthly advertisers



Trends of monthly new creatives



Analysis of Popular Ad Creatives for Non-game Apps in Europe



Exaggeratedly exquisite life + moments of common life + visual impact of high tech

User characteristics in Europe:

1. High brand awareness, with increasing price sensitivity in recent years.
2. With low willingness to pay, they prefer free downloads and in-app purchases.

Popular ad messaging:

Highlighting affordability and features, such as daily freebies, best value, early bird discounts, and safe, fast, and hassle-free usage.

Future trends in creatives:

Sharing everyday life + short-video style + quantifiable progress

Non-Game Apps' Advertising Strategies in Southeast Asia

Non-game app
advertisers

Up 39% YoY

12.3W↑

Deduplicated
creatives for non-
game apps

Up 87% YoY

81.9M↑

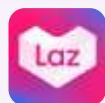
Share of video
creatives

82%

Change in the share of
Android advertisers



Top apps by advertising



Lazada 1.1 New
Year Sale



ticket.com



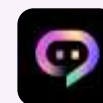
Flipkart



QuitVape: Quit
Vaping Now



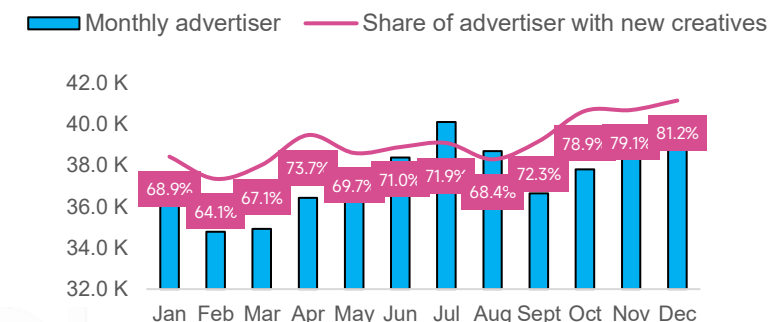
Quark



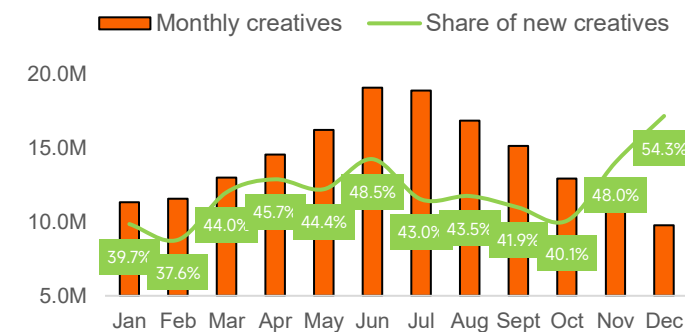
Pookie

New hit apps

Trends of monthly advertisers



Trends of monthly new creatives



Analysis of Popular Ad Creatives for Non-game Apps in Southeast Asia



Strange but romantic atmosphere + exaggerated sound effects + intense religious atmosphere

User characteristics in Southeast Asia:

1. A high proportion of young users;
2. They seek personalization, entertainment, short videos, and interactivity;
3. Strong presence of religious elements.

Languages:

Mandarin, English, Malay, Indonesian, Cantonese, Hindi

Future trends in creatives:

Video creatives emphasize music, social interaction, religious features. AI helps achieve multilingual coverage.

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 2022– Dec 2025

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

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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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