

2026 Global Mobile Game & AI Marketing Insights

Produced by SocialPeta × Playio × Funtap Games



SocialPeta



Playio



funtap
games

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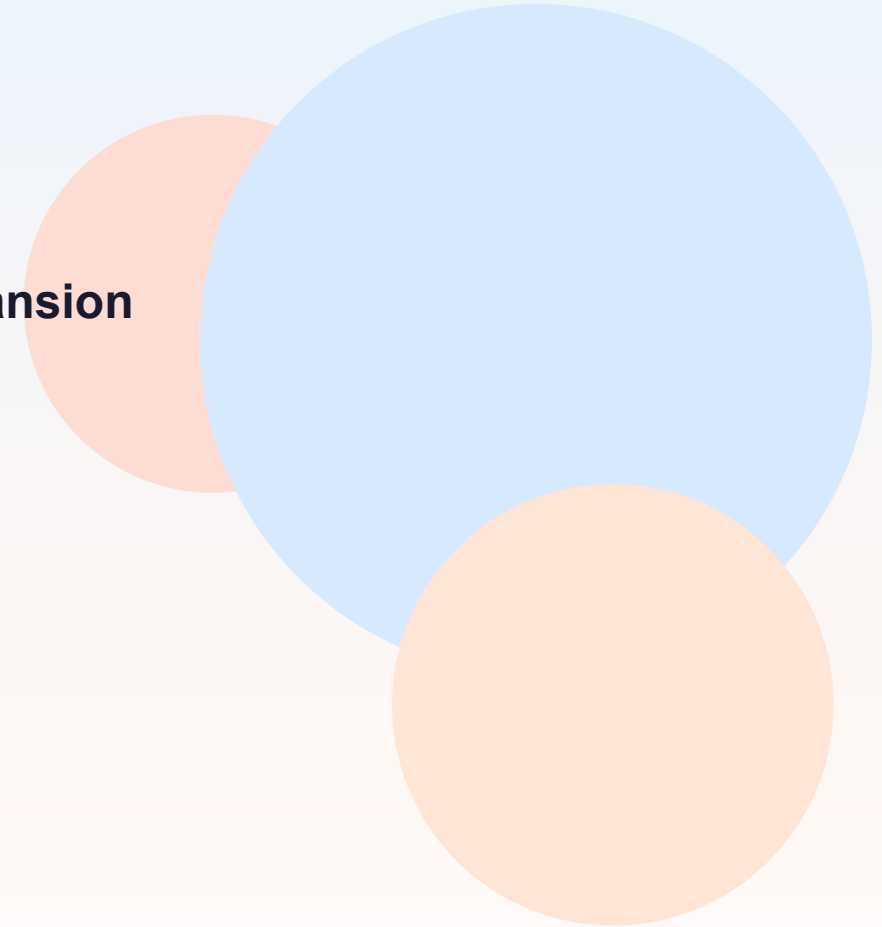
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Strategy, simulation, and RPG mobile game advertiser AI practical case analysis

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High-quality AI creative Showcase and future AI+ mobile game marketing trend insights



ABOUT SocialPeta

Leading Global Advertising Intelligence Platform, Powered by AI to Identify Winning Creatives Faster

SocialPeta helps you analyze competitors' advertising data and discover insights and inspiration across channels, media platforms, and advertisers.

Our database covers more than 70 countries and regions and over 80 global advertising channels, including Facebook, X, YouTube, TikTok, and Unity. It contains over 1.7 billion ad creatives and is updated hourly.

Using five key metrics—Duration, Impressions, Popularity, Engagement, and Creative Score—SocialPeta enables you to quickly identify high-performing active creatives and gain real-time insights for your marketing strategy.

Backed by an extensive global database and experience serving thousands of mobile app clients, SocialPeta provides mobile marketers with practical, data-driven methodologies to create apps and games that users love.

6M

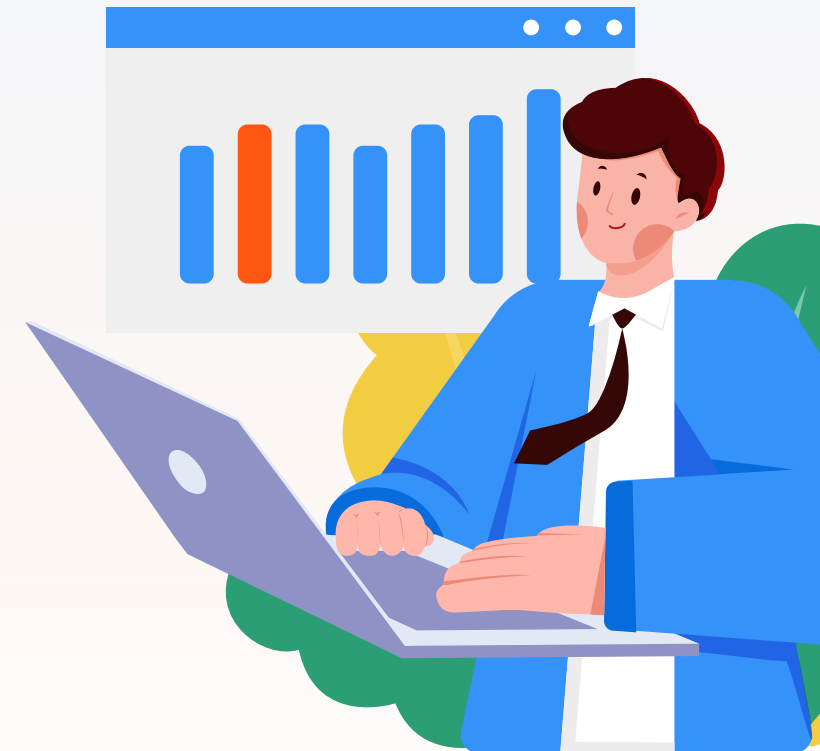
APP Advertisers

1.7B

APP Creative

1.2M

Daily Updates



Website: www.socialpeta.com

ABOUT Playio

Grow with Real Gamers

Playio is a performance marketing and user acquisition (UA) platform specializing in mobile games, connecting advertisers with millions of highly active and engaged gamers across **Korea, Japan, Taiwan and other key Asian markets**. Unlike traditional UA channels, Playio focuses on acquiring **high-quality, high-value players** with strong engagement, retention, and monetization potential.

Powered by extensive **first-party player behavior data**, Playio analyzes key signals including installs, playtime, engagement, retention, and cross-genre preferences to identify and reach valuable users. Its proprietary **STORM AI optimization engine** further predicts user behavior and continuously optimizes campaigns to improve **ROAS and LTV**.

Playio also provides **full-lifecycle game marketing solutions**, covering pre-registration, CPI UA, multi-stage engagement, CBT/FGT player recruitment, community campaigns, and Steam promotion. With a strong presence across Korea and other key Asian markets, Playio helps global game publishers efficiently acquire and scale high-value players.

5Million

Total Downloads

500+

Partners

200K+

DAU

Partners

 **NEXON** **netmarble** **WEMADE**

dream*  **NEOWIZ** **com2us**

 **JOYCITY**

 **NC**

Voodoo

 **IGG**
I GOT GAMES

 **UNICO
STUDIO**

 **SMALL
GIANT**

 **GRAVITY**

 **Playtika**

 **TapNation**

Homepage: <https://playio.co/en#01>

About

Funtap Company Introduction:

Funtap Games is one of Southeast Asia's leading mobile game publishers, with over a decade of experience and the **largest number of publishing licenses in Vietnam**. The company is currently a **market leader in SLG games** in the local market.

Funtap co-publishes a strong portfolio of global titles, including Genshin Impact, Mobile Legends: Bang Bang, Arknights: Endfield, Last War: Survival, Top Heroes, Dark War: Survival, and MU: Across Time,... working with more than **150 global partners** and reaching **9.4 million monthly active users**.

320

GAMES PUBLISHED

150

GLOBAL PARTNERS

+29M

DOWNLOADS ANNUALLY

Website: corp.funtap.vn



01

2026 H1 Global Mobile Games Marketing Overview

2026 H1 Global Mobile Game Advertising Trends

New advertisers entering in waves; existing players scaling up.

Global mobile game ad spend continues to expand. New growth is mainly concentrated in Q1; in Q2, growth focus gradually shifts to existing advertisers increasing investment.

2026 H1 Monthly Average Active Advertisers

109.5K

YoY 31.1%↑

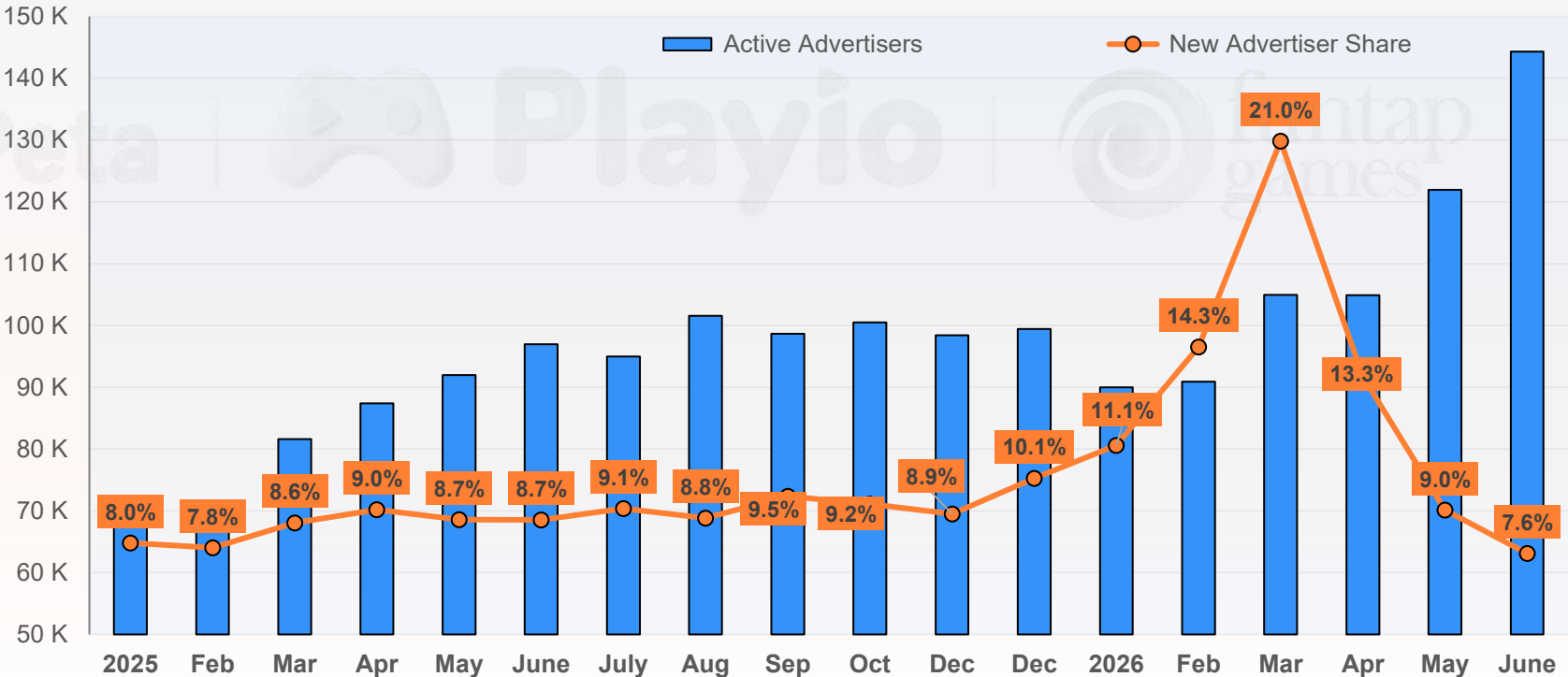
QoQ 10.7%↑

2026 H1 Monthly Average New Advertiser Share

12.7%

Monthly Average New Advertisers: 13.5K

Monthly Trend of Global Mobile Game Advertisers



2026 H1 Global Mobile Game Advertising Trends

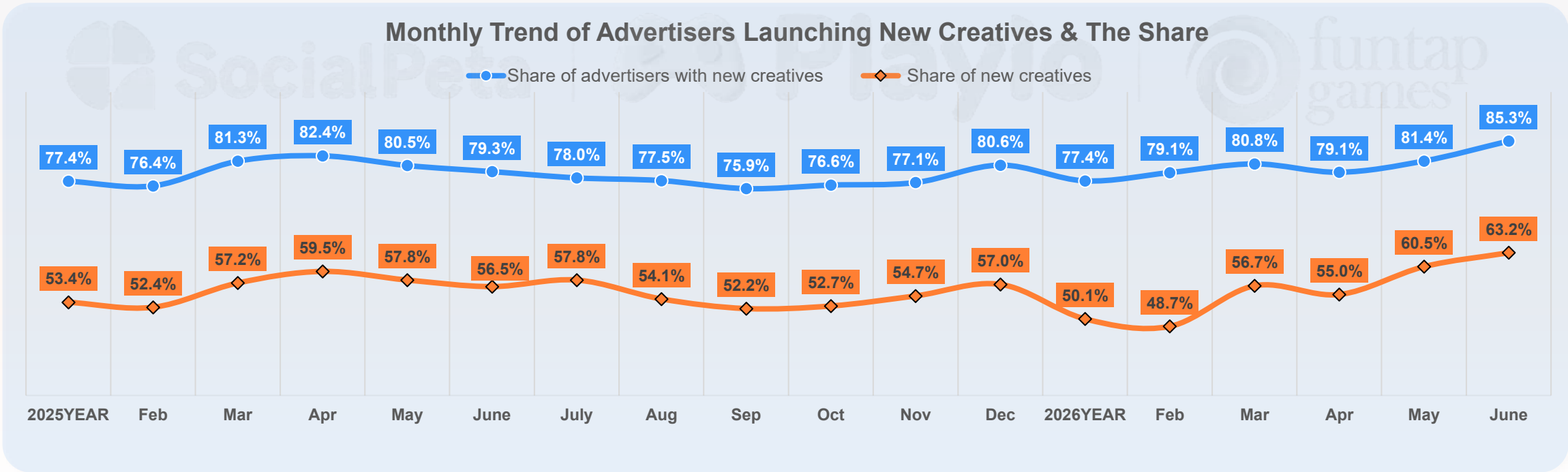
Creative iteration accelerated sharply in Q2 2026. June hit record highs for both new-creative advertisers and new-creative share, with testing and elimination cycles further compressed.

80.5% YoY: 1.93%↑

2026 H1 Monthly Average Share of Advertisers Launching New Creatives

55.7% YoY: 0.26%↑

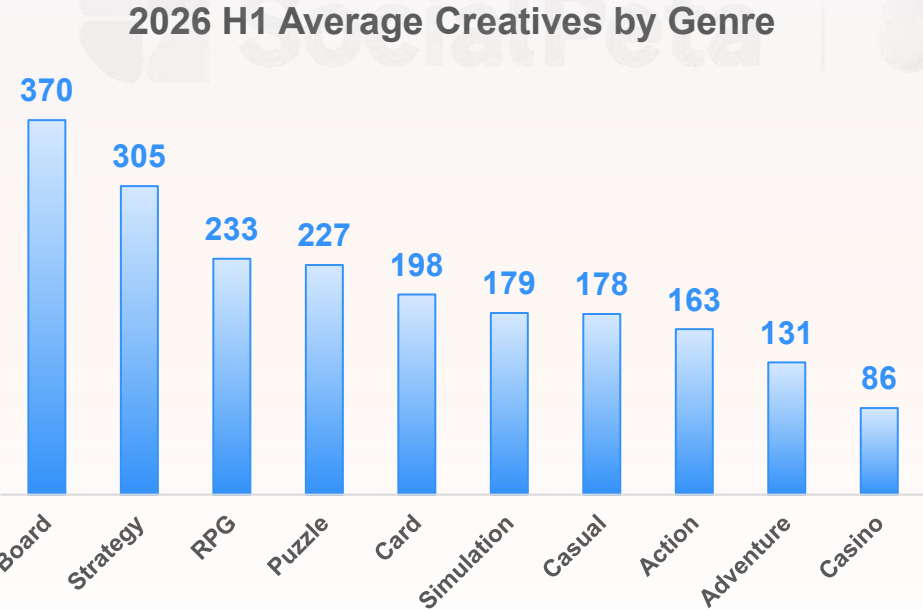
2026 H1 Monthly Average Share of New Creatives



2026 H1 Popular Genre Marketing Insights

Two competition models emerged:

- Casino and Casual rely on advertiser scale for broad coverage
- Tabletop and Strategy compete with higher per-title creative investment



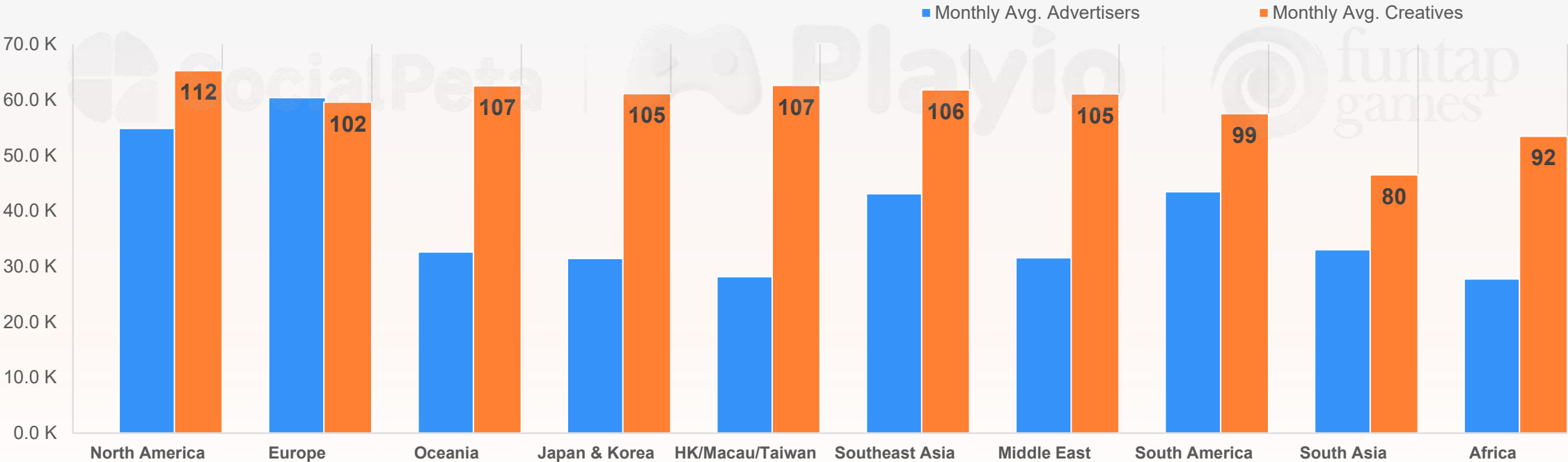
Genre	Share of advertisers	YoY Change	Genre	Share of creatives	YoY Change
Casino	47.62%	7.65%	Casual	24.05%	-1.38%
Casual	19.08%	-2.22%	Casino	21.35%	2.14%
Puzzle	8.19%	-0.57%	Puzzle	13.59%	2.05%
SIM	4.76%	-0.79%	RPG	7.87%	-2.24%
RPG	3.40%	-0.55%	Simulation	7.81%	1.42%
Action	3.09%	-0.72%	Strategy	6.17%	-0.48%
Strategy	2.44%	-0.44%	Action	4.21%	-0.52%
Arcade	2.29%	0.03%	Board	3.8%	1.10%
Adventure	1.83%	4.22%	Card	2.37%	-0.89%
Card	1.39%	-0.47%	Adventure	1.83%	-0.73%

2026 H1 Mobile Game Marketing Insights by Region

Europe holds the largest advertiser base, while North America maintains the highest creative investment intensity. Global key markets show a differentiated pattern: some lead in scale, others in ad depth.

Most monthly advertisers:
60.4K in Europe

Most monthly creatives per advertiser:
112 in North America



Top 20 Global Mobile Games by Advertising in H1 2026



1		Tile Explorer	Oakever Games	11		Dragon Traveler	GameTree Entertainment
2		Vita Mahjong	Vita Studio.	12		Jigsawcard Solitaire Puzzle	Oakever Games
3		Zen Word	Oakever Games	13		MONOPOLY GO!	Scopely, Inc.
4		Cash Frenzy™	SpinX Games Limited	14		Lands of Jail	SINGAPORE JUST GAME TECHNOLOGY PTE.LTD.
5		Bingo Voyage: Live Bingo Games	VERTEX GAMES PTE. LTD.	15		Mystery Town: Merge Games	Cedar Games
6		X-Clash	9z Games(HK)	16		Top War: Battle Game	River Game HK Limited
7		Amaze GO!	Oakever Games	17		Ragnarok: The New World	Gravity Game Vision Limited
8		Solitaire Clash: Win Real Cash	Aviagames Inc.	18		X-Clash: Survival Challenge	9z Games(HK)
9		MapleStory : Idle RPG	NEXON Company	19		Gardenscapes	PLR Worldwide Sales Limited
10		Evo Defense	Blue Planet Joy	20		Foundation	FunPlus International AG

1		Zen Word	Oakever Games	11		Tiles Survive!	FunPlus International AG
2		Tile Explorer	Oakever Games	12		Township	Playrix
3		Vita Mahjong	Vita Studio.	13		Doomsday: Last Survivors	GAMFIV COMPANY LIMITED
4		Mystery Town: Merge Games	Cedar Games Studio	14		Honor of Kings	Level Infinite
5		Block Blast!	Hungry Studio	15		Royal Kingdom	Dream Games,Ltd.
6		Jigsawcard Solitaire Puzzle	Oakever Games	16		Color Block: Combo Blast	Ivy
7		Dark War Survival	Omnilojo Pte Ltd	17		Last Z: Survival Shooter	Omnilojo Pte Ltd
8		Block Crush!	Wonderful Studio	18		Tile Clear - Puzzle Game	Cedar Games Studio
9		Jigsawscapes	Oakever Games	19		Evo Defense	Blue Planet Joy
10		Amaze GO!	Oakever Games	20		Royal Match	Dream Games,Ltd.

02

From Rewards to AI: Driving Mobile Game Growth & Expansion



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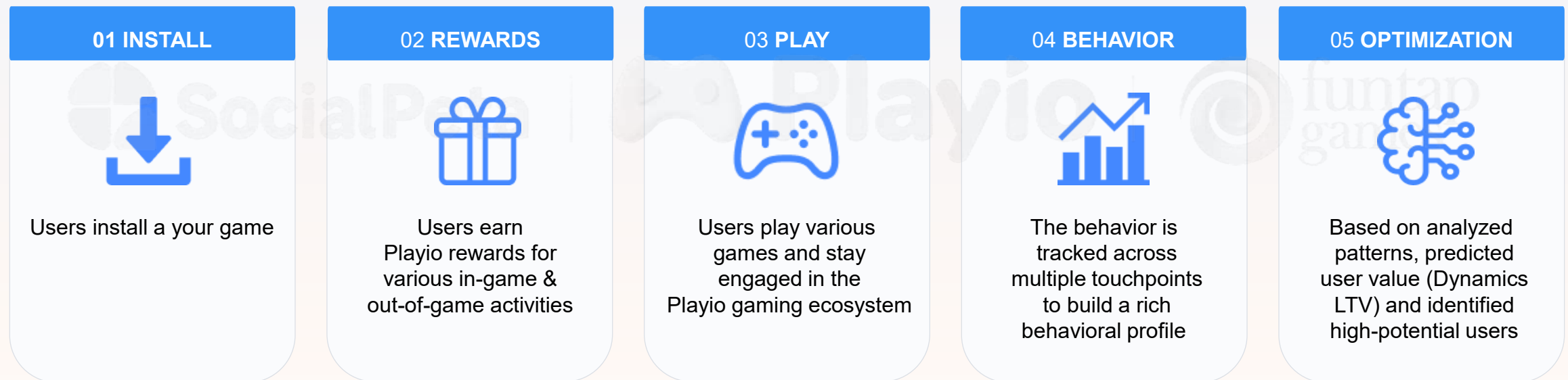
Playio



funtap
games

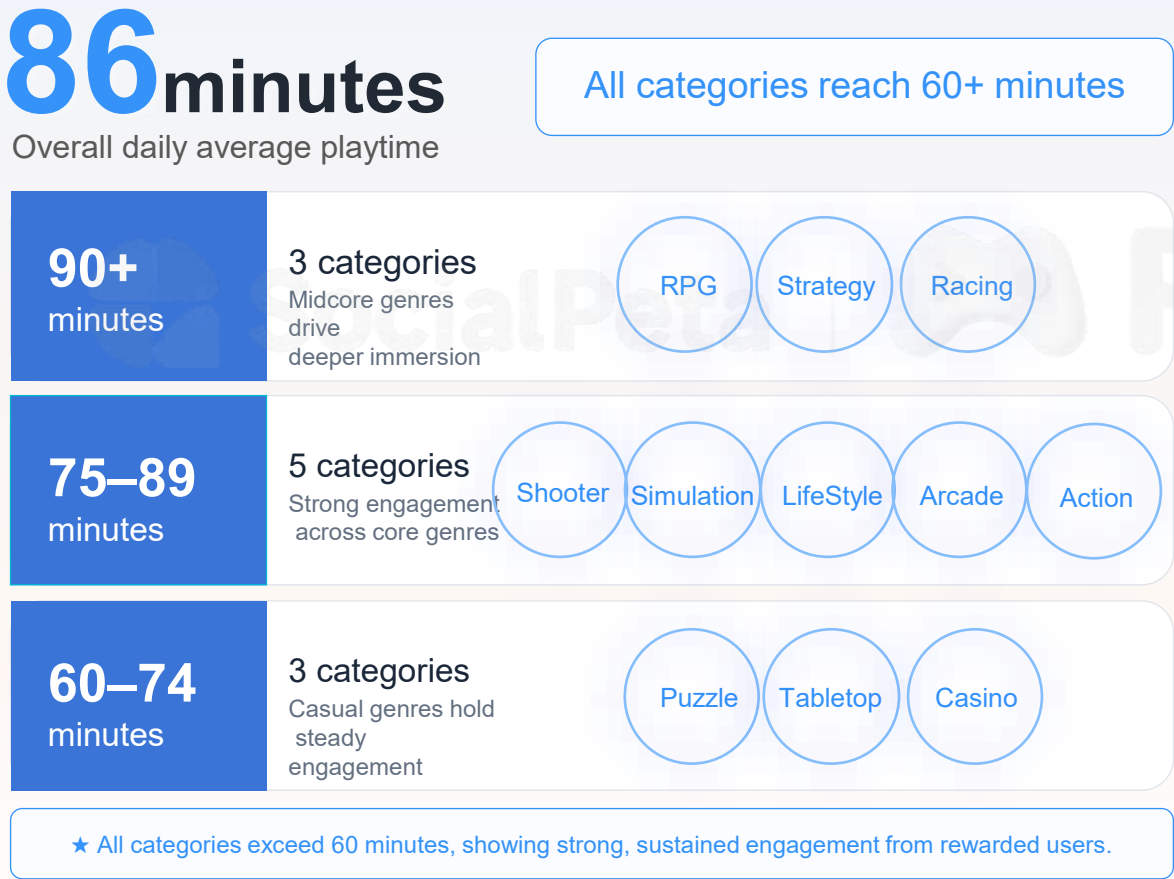
Playio: The Gamer Engagement Ecosystem

Install is only the beginning Playio turns rewards into sustained gameplay and actionable intelligence.



Driving Genuine Game Engagement Through Playio Rewards

Playio Q1 2026 Avg Daily Playtime by Genre (min)



At 86 minutes avg daily playtime, rewarded users engage well beyond reward collection.

Most genres exceed 60 minutes of average playtime

Across both midcore and casual genres, all categories surpass 60 minutes of average playtime, demonstrating strong and sustained engagement among rewarded users.

Midcore genres drive deeper immersion

RPG, Strategy, and Racing each exceed 90 minutes of average playtime, highlighting strong replayability and continued engagement beyond initial sessions.

Casual genres maintain consistent engagement

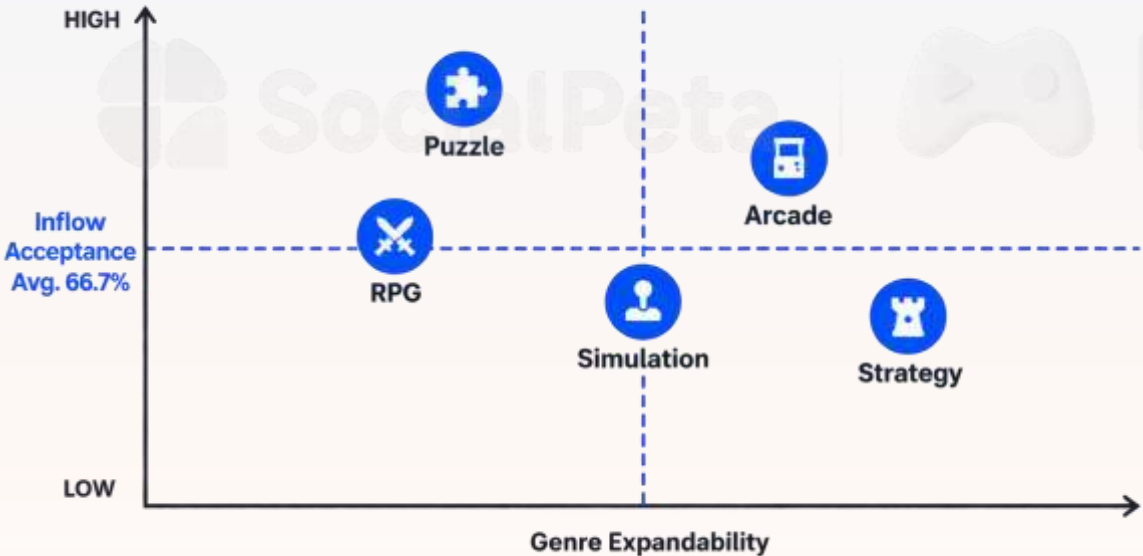
Puzzle, Tabletop, and Casino each exceed 60 minutes of average playtime, demonstrating that casual titles can also sustain meaningful engagement despite typically shorter session patterns.

From Engagement to Behavioral Intelligence

Beyond the install, gameplay reveals how users explore, engage, and behave over time on Playio.

66.7%

Genre Expandability × Inflow Acceptance
Playio users engage beyond their primary genre on our platform.



Games / user / day

3.6

Repeated gameplay on Playio

Avg Retention Over Time on Playio

Note: Average retention includes all games played on Playio, not just campaign games. This broader data set may result in lower retention than individual campaign results.

Engagement continues beyond the initial install.



Behavior can be observed over time.

Richer First-Party Behavioral Data

Playio STORM

(Smart Targeting & Operations for Retention Monetization)

How does Playio turn that behavioral data into AI?

90-Day Behavioral Sequence

Tracks the user journey over extended periods, capturing play motivations and session patterns — not isolated install events.

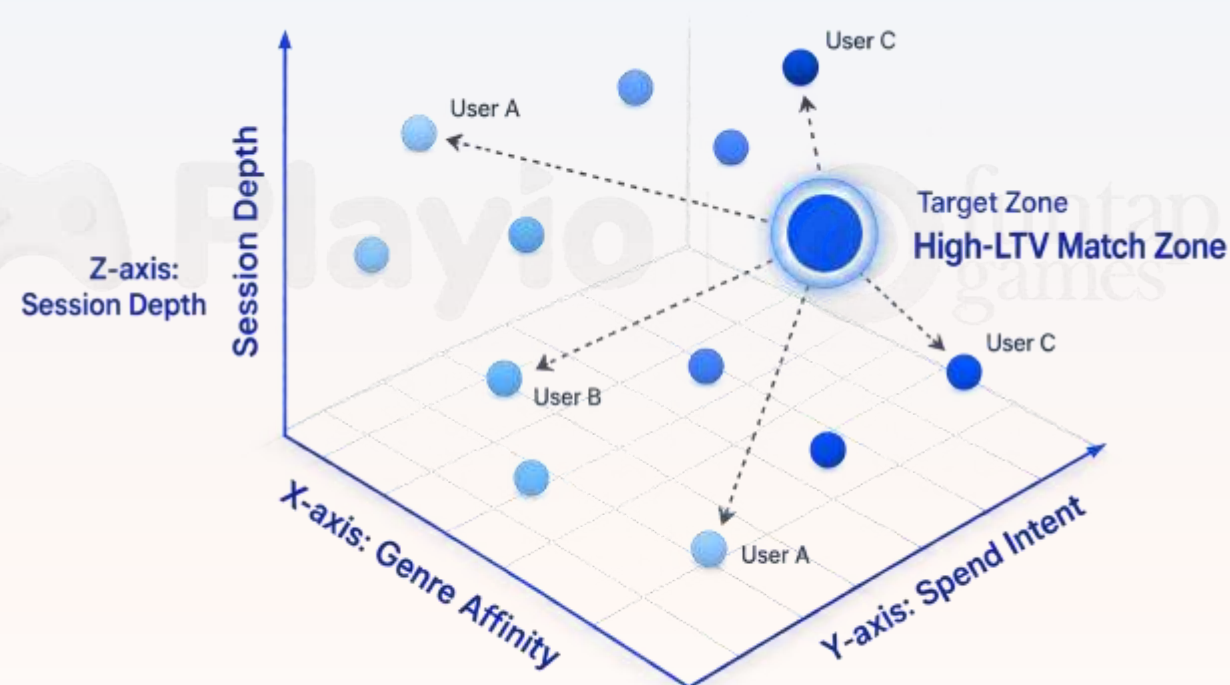
Visual & Linguistic Embedding

Interprets user responses to game icons and text descriptions to identify visual and linguistic patterns that trigger engagement.

Intent Over Action

Moves beyond “what they installed” to understand why users convert, creating a more predictive behavioral profile.

User Vector Mapping Space



STORM connects long-term gameplay behavior with user intent to identify higher-value gamer patterns.

Playio STORM (Smart Targeting & Operations for Retention Monetization)

Move beyond inferred data — integrate and learn from device-level first-party data and multi-dimensional behavioral signals.



Playio STORM (Smart Targeting & Operations for Retention Monetization)

STORM in Numbers: A data driven performance review

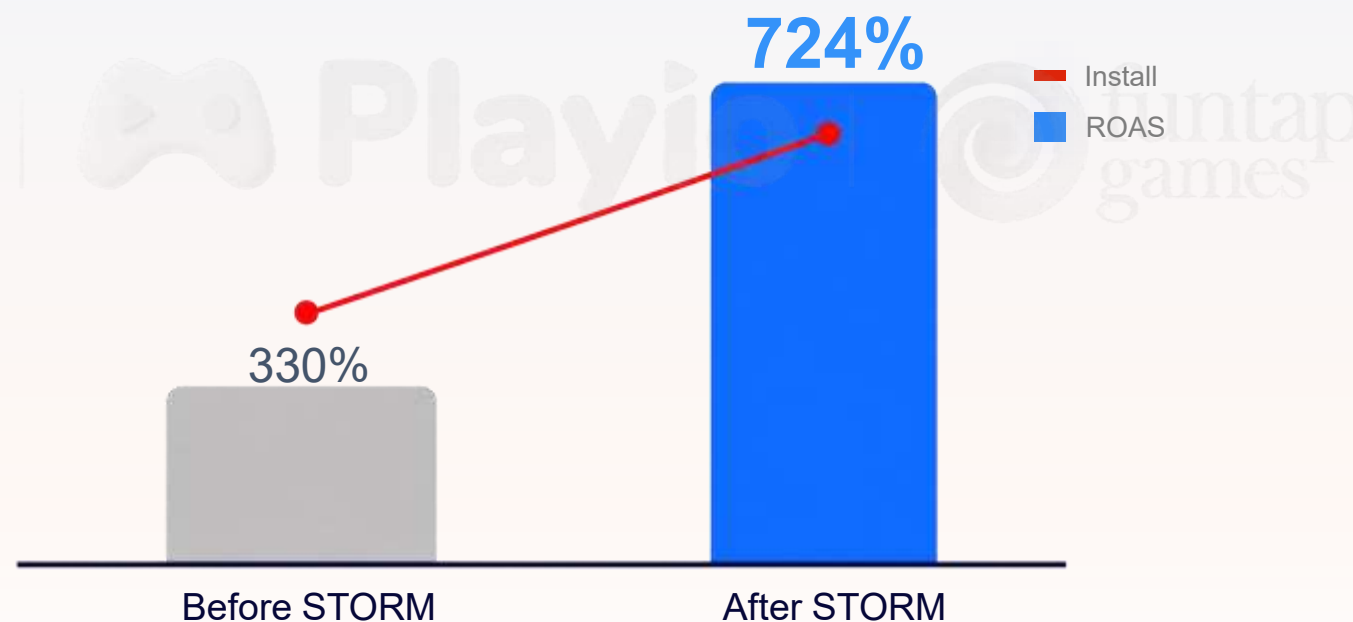
STORM optimizes for both scale and quality — driving higher install volume while improving ROAS.

200%

Install

394%

ROAS



03

AI-Driven Advertising Strategy



SocialPeta



Playio



The value of AI is not mass production, but accelerating creative exploration

Core Viewpoint: AI cannot predict winning creatives in advance; instead, it helps teams move faster through a large number of failed hypotheses and identify creative directions that can be validated by the market.

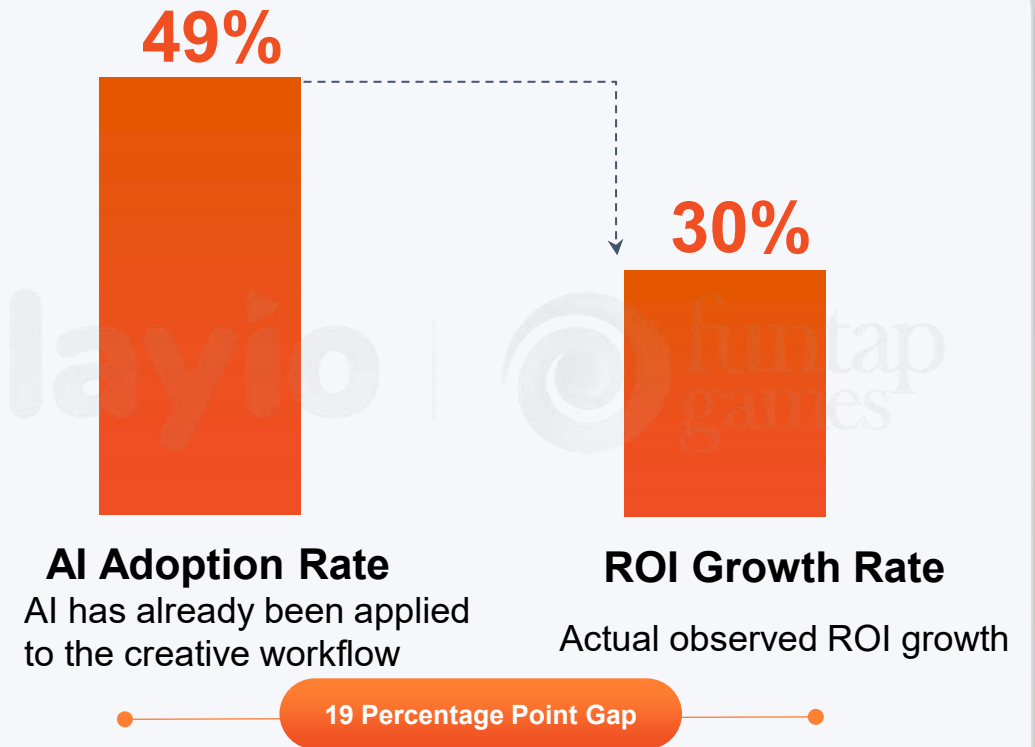
about **97%**

of creative hypotheses ultimately fail to become scalable creatives



Testing speed is more important than prediction accuracy

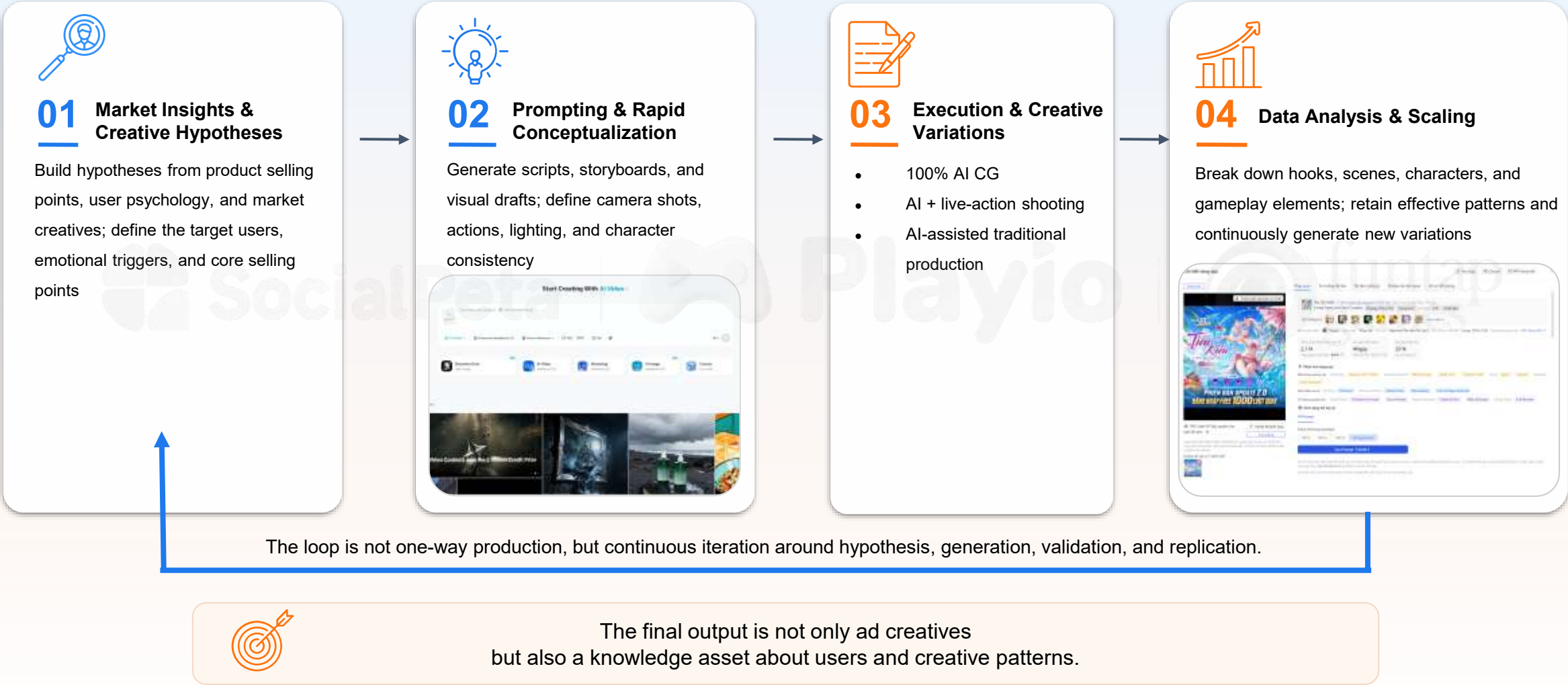
Maturity Gap



Tool Adoption ≠ Business Growth

Tool adoption has not automatically translated into business growth

Funtap Games' AI Creative Loop: Generate, Validate, Replicate



Three Product Types, Three AI Creative Solutions



Dark War: Survival

100% AI CG



Business Challenge: SLG survival gameplay is complex, creating a high user comprehension barrier



AI Solution: Turn complex mechanics into intuitive survival experiences



Core Value:

- Lower costs
- Improve efficiency
- Strengthen players' sense of safety and progression



Tân 3Q MAX

AI + Live Action



Business Challenge: The Three Kingdoms genre is highly homogenized and lacks differentiation



AI Solution: Combine AI effects, virtual battlefields, and live-action KOLs Duy Mạnh and Sơn Hamha.



Core Value:

- Build brand trust
- Speed up creative variations
- Support both brand and performance goals.



Infinity Kingdom

AI Cinematic Trailer



Business Challenge: New-hero announcements lack event impact and visual appeal



AI Solution: Use particle effects, mythic lighting, and epic shots to package the Tutankhamun launch.



Core Value:

- Upgrade announcements
- Enhance character appeal
- Reach high-quality visual users

AI creatives have no fixed style
The key is matching the product, users, and campaign goals

Benchmark Case: AI + live-action shooting drives the rapid growth of Tân 3Q MAX

From a single TVC to a sustainably scalable creative asset system

AI + Live Action
Core Production Model

Dozens of types
Ad creative variations

2 KOLs
Duy Mạnh × Sơn Hamha

First-Month Record
Internal Revenue Performance at
Funtap



Gameplay



TVC KOL



Entertainment Creative



Challenge

The Three Kingdoms genre is highly competitive, and traditional ads are facing clear creative fatigue



Strategy

- KOLs build authenticity
- AI creates battlefields and effects
- Quickly produce multiple creative versions



Value

- Shorten production cycles
- Reduce testing costs
- Quickly identify high-converting directions

AI does not replace the creative team
It enables a small team to continuously produce, test, and iterate large-scale campaigns

04

Marketing Insights on Popular Advertisers



SocialPeta



Playio



New Black Death–Themed SLG Launched on iOS in February

Last Asylum: Plague 37 Interactive Entertainment

300+Days

Cumulative Ad Placement Days

iOS: February 2026
Android: September 2025

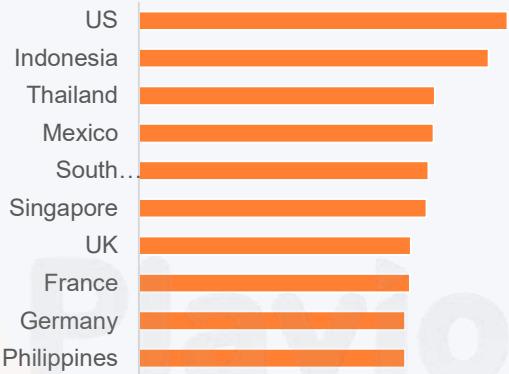
21,000

Cumulative Creative Assets

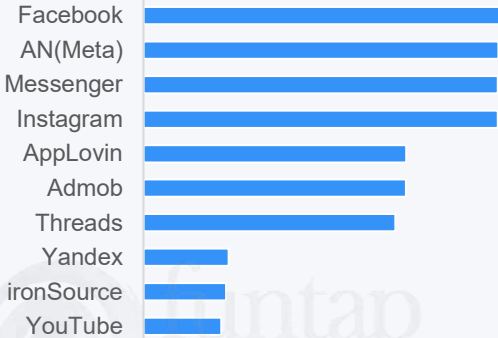
iOS: 19.1%
Android: 80.9%



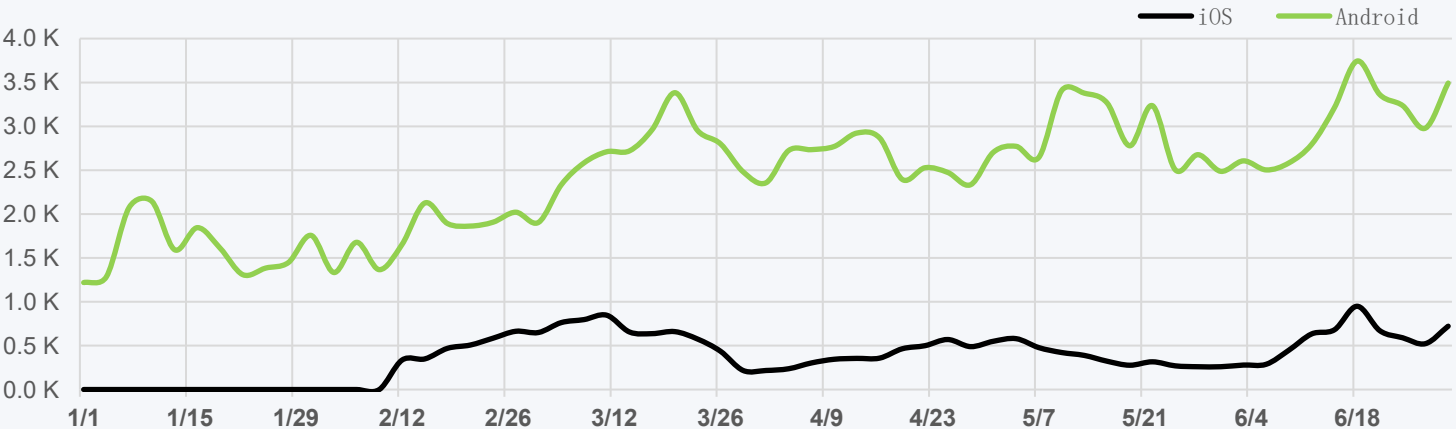
Top 10 Target Countries/Regions



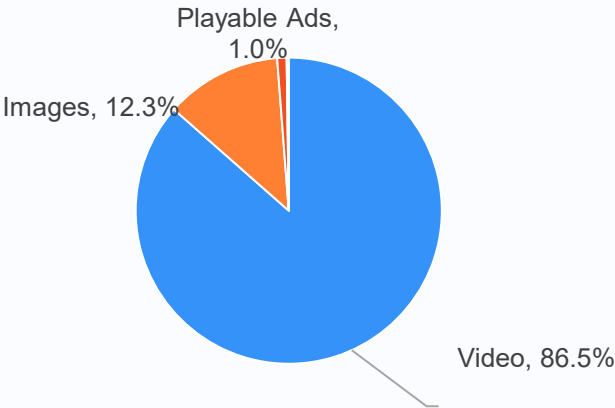
Ad Channel Distribution

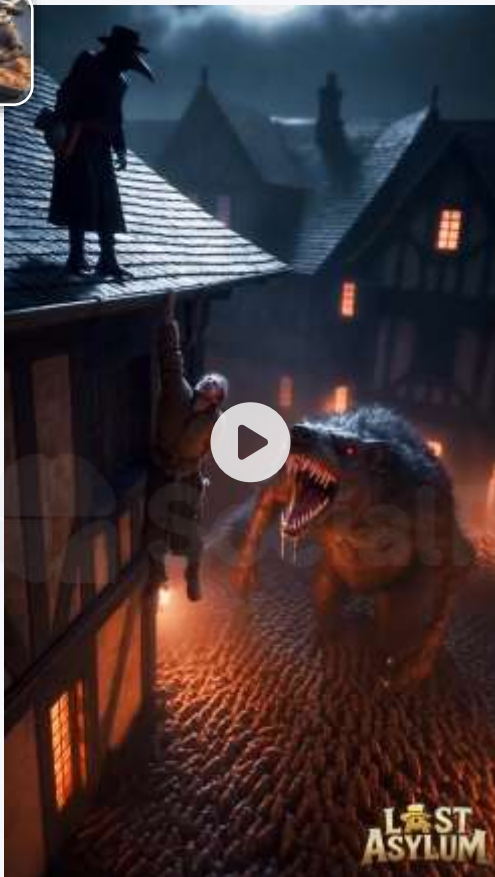


2026 H1 Dual-Platform Creative Asset Volume Trend



Creative Asset Type Breakdown





Creative Video | Vertical 720×1280 | ~67s

AI Narrative Sequence Gameplay Recording

Stylized 3D Tower Defense + SLG Post-Apocalyptic Theme

Click image to play full asset

Ad Placement Data Overview (SocialPeta)

95K

Estimated Impressions

76

Heat Score

\$203

Ad Spend

12Days

Campaign Duration

Ad Channel **facebook**

Asset Dimensions: Vertical 720 × 1280

Copy Language: English

Target Regions: Canada, UK, Norway, Chile, Ukraine, and 26 other countries

Game Genre: Simulation / Strategy – Tower Defense / Build – Battle

Art Style: Stylized 3D / Dark / High-Contrast Hybrid

Asset Type: Gameplay Recording

Theme Tags: Post-Apocalypse / Medieval / Plague

Total Popularity: 89K

Creative Structure & Asset Highlights

AI Narrative Hook (0-9s)



Copy Transition (9-13s)



Gameplay Showcase (13s+)

- **Highlight 1: AI Opening** — An elderly man cornered by a giant rat creates urgency and curiosity, serving as a strong CTR hook.
- **Highlight 2: Pain-Point Messaging** — “No forced ads, just your strategy” directly addresses frustration with mandatory ads and lowers download resistance.
- **Highlight 3: Gameplay Depth** — Tower defense, shelter management, and resource collection showcase both strategic depth and building satisfaction.
- **Highlight 4: Consistent Art Direction**— Stylized 3D visuals and a dark post-apocalyptic tone ensure a seamless transition from AI scenes to gameplay.

Trending New Release: Flower-Growing Simulation Mobile Game

The Cozy Florist Goat Games

220+ Days

Cumulative Ad Placement

iOS: December 2025
Android: December 2025

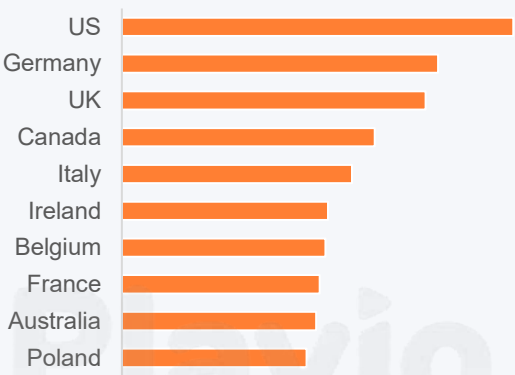
45,000

Cumulative Creatives

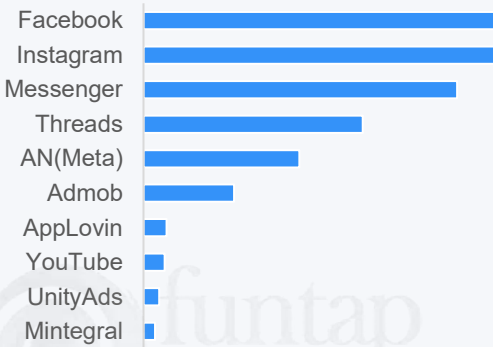
iOS: 30.8%
Android: 69.2%



Top 10 Target Countries/Regions



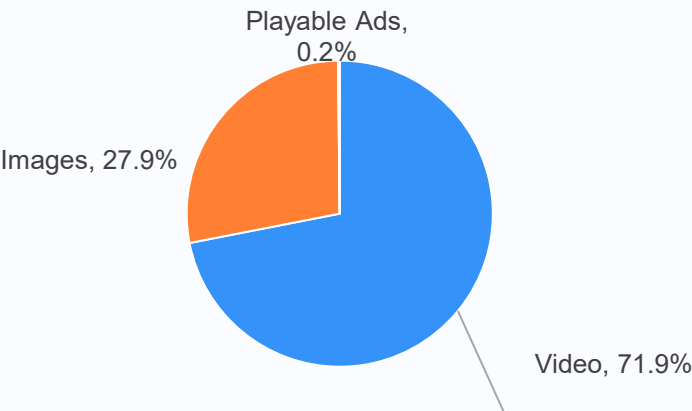
Ad Channel Distribution



2026H1 Dual-Platform Creative Volume Trend



Creatives Type Breakdown





Creative Video | Vertical 480×854 | ~28s

AI Illustration Gameplay Capture

Healing Style Farming Sim Japan Market

Click image to play full creative

Ad Placement Data Overview (SocialPeta)

200K	134	27 Days	61K
Estimated Impressions	Heat Score	Campaign Duration	Total Popularity
Ad Channel liftoff		Game Genre Simulation/ Farming & Ranching / Casual	
Asset Dimensions Vertical 480×854		Player Motivation Self-Expression + Relaxation	
Copy Language Japanese		Marketing Hook Stress Relief & Healing	
Target Market Japan (Single Market)		Video Theme Building & Management/ Sim	
		First Seen 2026-04-16	

Creative Structure & Asset Highlights

AI Illustrations (0-25s) → Gameplay Capture (25s+) 89% AI Illustration + 11% Real Gameplay

- Highlight 1: AI Healing Art** — AI watercolor scenes create a warm, relaxing atmosphere and a strong CTR hook despite differing from the game's 3D style.
- Highlight 2: Japanese Localization** — Japanese copy and *iyashikei*-inspired visuals align closely with local preferences for comforting content.
- Highlight 3: Focused Market Targeting** — Targeted exclusively at Japan, the creative achieved 200K impressions and 134 popularity in 27 days.
- Highlight 4: Gameplay Transparency** — Real 3D gameplay appears in the final three seconds, managing expectations and reducing potential CVR loss.

Mobile RPG Breakout: Tower Defense Phenomenon

Evo Defense Shiyue Network

200+Days

Cumulative Ad Placements

iOS: December 2025
Android: December 2025

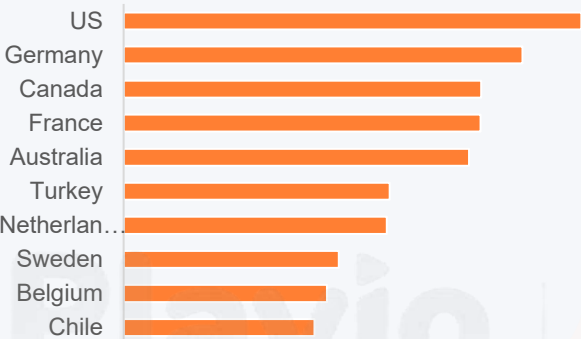
63,000

Cumulative Creatives

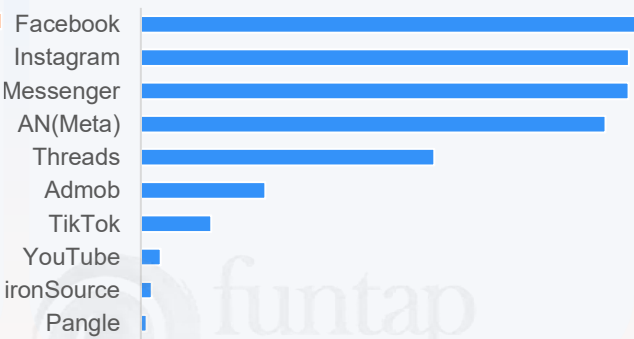
iOS: 37.2%
Android: 62.8%



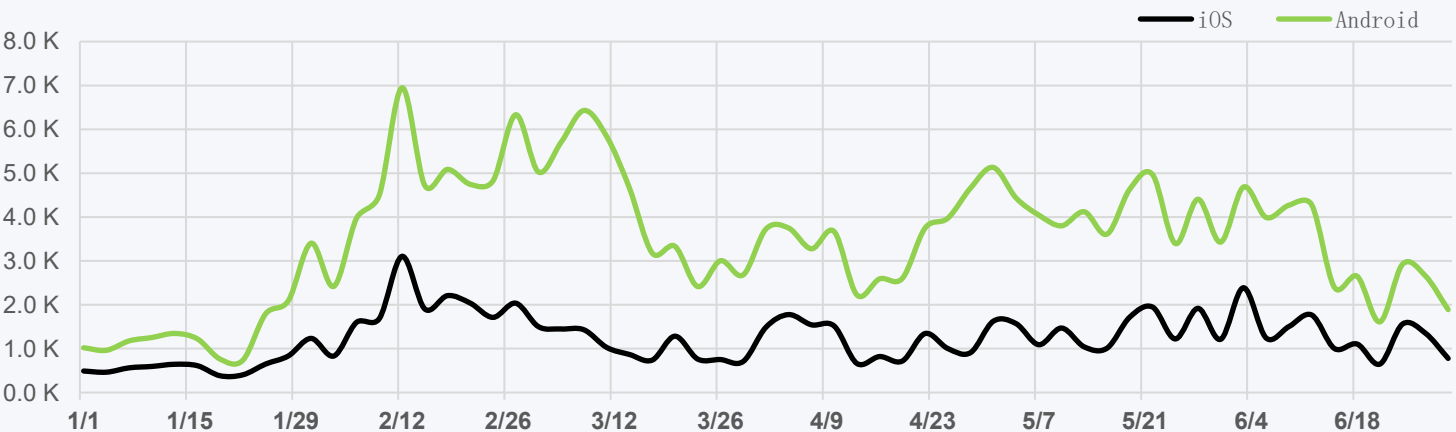
TOP10 Target Countries/Regions



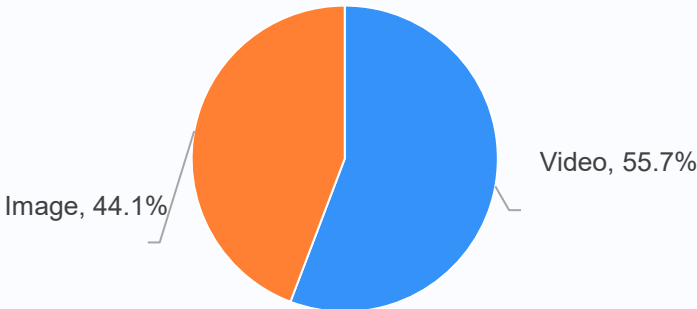
Ad Placement Distribution by Channel

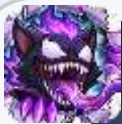


2026H1 Ad Creative Volume Trend by Platform



Creatives Type Breakdown





Creative Video | Vertical 720x1280 | ~40s

AI Character Showcase Gameplay Capture

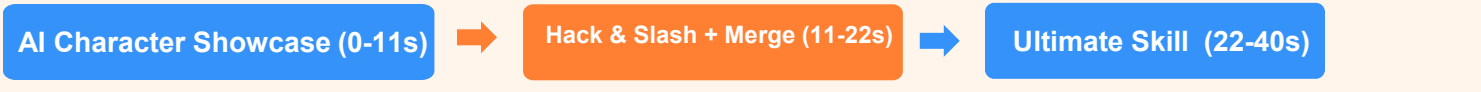
Stylized 3D Tower Defense + Roguelike

Click image to play full creative

Ad Placement Data Overview

220K	73	19 Days	68K
Estimated Impressions	Heat Score	Campaign Duration	Total Popularity
Ad Channel	Game Genre		
Instagram	Strategy - Tower Defense / Roguelike / RPG		
Asset Dimensions	Art Style		
Vertical 720 × 1280	Stylized 3D / Cool Tones / High Saturation / Intense VFX		
Copy Language	Creative Asset Type		
English	Gameplay Capture		
Target Regions	Theme Tags		
Sweden/Ukraine/Spain/Belgium/Hungary and 17 other countries	Dark Fantasy / Monsters / Gothic Castle		
	Marketing Hooks		
	Rapid Progression / Exhilarating Combat / Full-Screen Clear		

Creative Structure & Asset Highlights



- **Highlight 1: AI Character Appeal** — A white-haired 3D warrior unleashes full-screen AOE attacks, combining visual impact with character appeal to drive CTR.
- **Highlight 2: Stat Progression** — “Stage 2005” and massive damage numbers combine hack-and-slash action with a strong sense of progression.
- **Highlight 3: Merge & Evolution** — Hero merging and “choose 1 of 3” awakening cards add strategic depth and gameplay variety.
- **Highlight 4: Ultimate Skill Climax** — Full-screen attacks, monster clears, and coin drops deliver emotional payoff and strengthen CTA conversion.

05

AI Creative Showcase and Future Outlook



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Playio



funtap
games

AI-Generated Game Background Creatives



Star Expansion: Base Fleet

• CG Animation | Sci-Fi Space | AppLovin

86K Estimated Impressions · **86** Popularity

AI Boost: AI-generated space-cabin visuals reduce sci-fi production costs while maintaining commercial-ready quality..



Savage Survival: Jurassic Isle

• CG Animation | Dinosaur Breeding | Pangle (Japanese)

42K Estimated Impressions · **51** Popularity

AI Boost: AI-generated dinosaur-hatching scenes and localized copy effectively appeal to Japanese users.



Dawn Watch: Survival

• Live-Action Short Drama | Post-Apocalyptic Survival | AdMob

32K Estimated Impressions · **64** Popularity

AI Boost: AI combines live-action drama with gameplay, using post-apocalyptic storytelling and interactive choices to drive emotional engagement.

AI-Generated Game Character Showcase Creatives



Fortune Hunter: Golden Saga

- Gameplay Recording | Character Showcase | Mintegral

4,225 Estimated Impressions · **51** Popularity

AI Boost: AI-generated character UI and skill VFX, combined with SSR stats and battle footage, make abilities easier to understand and more visually impressive.

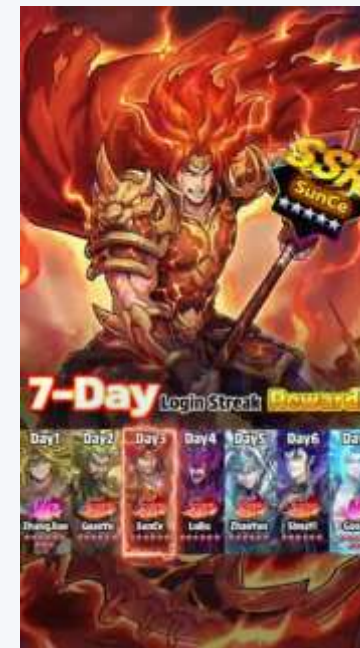


新熱血江湖：世界

- CG Animation | Wuxia Character Showcase | AdMob

720K Estimated Impressions · **607** Popularity

AI Boost: AI-generated character classes, mount animations, and traditional settings create an immersive wuxia atmosphere.



Samkok: Blood Oath

- In-Game Story | Three Kingdoms Card Characters | AdMob

890K Estimated Impressions · **350** Popularity

AI Boost: AI-generated anime-style Three Kingdoms characters and SSR/UR login rewards encourage collection.

AI-Generated Live-Action Creatives



Sheep Escape: Easy Rewards!

- Live-Action Spokesperson | Puzzle Solving | Unity Ads

27K Estimated Impressions · **59** Popularity

AI Boost: AI spokespersons promote earning mechanics and PayPal withdrawals, using reward-focused messaging to drive downloads.



Ludo by Zupee

- Celebrity Endorsement | Board Game | YouTube

32.89M Estimated Impressions · **1000** Popularity

AI Boost: AI-generated celebrity endorsement scenes and a dramatic cliffside motorcycle shot create strong visual impact.



Merge Drama: Puzzle Story

- Live-Action Drama Shorts | Merge & Match | AppLovin

8,010 Estimated Impressions · **51** Popularity

AI Boost: AI-generated casino drama uses betrayal, divorce, and realistic emotions to boost completion rates.

Core Application Scenarios of AI in Mobile Game Creatives

01 Batch Creative Generation

Rapidly produce tens to hundreds of user acquisition (UA) short video creatives using AI tools, covering various hook openings and storyline variations, significantly boosting creative testing volume and coverage.

► **Applicable Creative Formats:** UA Short Videos, Story-driven Creatives

02 Cross-Style Art Adaptation

One-click adaptation of the same game creative into various art styles (e.g., Anime, Realistic, Chibi) to cater to the visual preferences of different markets and channels.

► **Applicable Creative Formats:** Store Screenshots, Icons, Promotional Images (or Promo Art)

03 Smart Localization Creatives

AI automatically handles multi-language text replacement, cultural element adjustments, and voice synthesis, supporting simultaneous global multi-market ad campaigns.

► **Applicable Creative Formats:** Localized versions across all creative types

04 Dynamic/Interactive Creative Generation

Generate personalized creative content in real-time based on user behavioral data, achieving hyper-personalized precision targeting and dynamic creative optimization (DCO).

► **Applicable Creative Formats:** Playable Ads, Personalized Videos

Industry Pain Points: Core Challenges of AI Mobile Game Creatives



Copyright & Compliance Risks

Copyright ownership remains unclear, while AI-labeling requirements in some markets create legal and compliance risks.



Creative Homogenization

Templated AI outputs create similar styles, causing aesthetic fatigue and lower CTR.



Difficulty in Art Quality Control

AI-generated creatives require manual review to ensure consistency, increasing QA costs..



Character Authenticity

AI-generated characters can trigger the uncanny valley effect, reducing recognition and trust in live-action UA creatives.



Platform Review Risks

Inconsistent platform review standards risk ad rejection or limited reach, disrupting campaigns.

Tripartite Collaboration Strategies

SocialPeta: Establishes an AI creative database, provides insights into trending AI creatives currently running on platforms, and accelerates UA efficiency by using AI to speed up prompt generation.

Playio: Provides real-player behavior and UA performance insights to help AI models better understand player engagement and optimize campaigns.

Funtap Games: Feeds back frontline ad placement data to drive continuous optimization of AI models and co-build industry best practices.

Trend Outlook & Actionable Recommendations

1-2 Year Trend Forecast

Trend 1: Full-Chain Intelligence — AI creatives will evolve from "auxiliary production" to "full-chain intelligence" (Insight → Generate → Test → Optimize → Attribute)

Trend 2: Multimodal Convergence — Multimodal AI fusion of text, image, video, and audio will give rise to entirely new creative formats

Trend 3: Ecosystem Standardization — Ad platform ecosystems will mature, and AI creative review standards will move toward greater regulation

Recommendations for Mobile Game Developers

1. Build a Dedicated AI Creative Team

Cultivate hybrid "AI + Creative" talent and establish specialized AI creative production and optimization capabilities

2. Establish a Creative Data Platform

Close the feedback loop between ad data and creative production, using data to drive creative direction

3. Adopt a Phased Approach

Start with AI application in a single creative link, then gradually expand to full-chain AI integration

Recommendations for Ad Service Providers

1. Develop Integrated Service Capabilities

Combine AI creative production with intelligent ad placement to deliver one-stop service from creative to performance

2. Accumulate Vertical Domain Assets

Build industry creative libraries and AI model assets, developing category-specific ad placement know-how

3. Deepen Data Platform Partnerships

Collaborate closely with data platforms like SocialPeta to achieve service upgrades driven by "data-informed creatives"

SocialPeta (Data Insights) + Playio (Player Insights) + Funtap Games (Developer Practice) =

Full-Chain AI Mobile Game Creative Empowerment

Declaration

1. Data Sources

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

2. Data Cycle and Indicators

Overall date range of the report: Jan –Jul 2026

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

3. Copyright Notice

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4. Disclaimer

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JP & ROK: Japan, South Korea

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

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

Oceania: Australia, New Zealand

South Asia: India, Pakistan

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

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

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

THANK YOU



SocialPeta



Playio



funtap
games