

# Mobile Ad Trends

2023 Report



# About The Report

This report, compiled using MobileAction tools, presents a comprehensive overview aimed at enhancing app advertising strategies. The report draws from an extensive database of **over 70 million ads** and collaborations with **more than 50 ad networks and DSPs**, providing valuable insights for advertisers, publishers, and app developers alike.

Key highlights and learning points include:

- Strategies to make apps stand out and improve performance through effective advertising.
- An update on the latest trends in advertising and effective practices in paid advertising,
- Analysis of top ad networks and advertisement types that could be beneficial.
- In-depth examination of competitors' advertising strategies.

While reading this report, you will understand the evolving landscape of app marketing, focusing on ad creatives, user engagement strategies, and the highlights in performance of various categories within the App Store and Google Play Store such as;

The data in this report has been gathered using MobileAction tools.

- **Dominance of Gaming Apps:** The App Store saw a significant increase in the number of gaming apps, particularly in puzzle and strategy genres, with leaders like "Royal Match" and "Candy Crush Saga." This reflects a strong attraction to mobile gaming.
- **Diverse Mix on Google Play Store:** The Google Play Store featured diverse top apps, from TikTok's short-form video dominance to reward-based games and trading platforms, highlighting a shift towards engaging, interactive content.
- **Influence of Ad Networks:** Meta platforms and AdMob by Google consistently led across most categories in both app stores in app advertising across both app stores, signifying their importance in reaching users. highlighting its effectiveness in reaching Android users.

Overall, this report is a crucial tool for informed decision-making, offering detailed data broken down by category for both the App Store and Google Play Store.

We've ensured the information is clear and accessible, allowing you to focus on optimizing your app's success and tailoring your marketing strategies to specific needs.

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The data in this report has been gathered using MobileAction tools.

A hand holding a smartphone with a blue overlay. The text 'All Stars of App Marketing' is centered on the page.

# All Stars of App Marketing

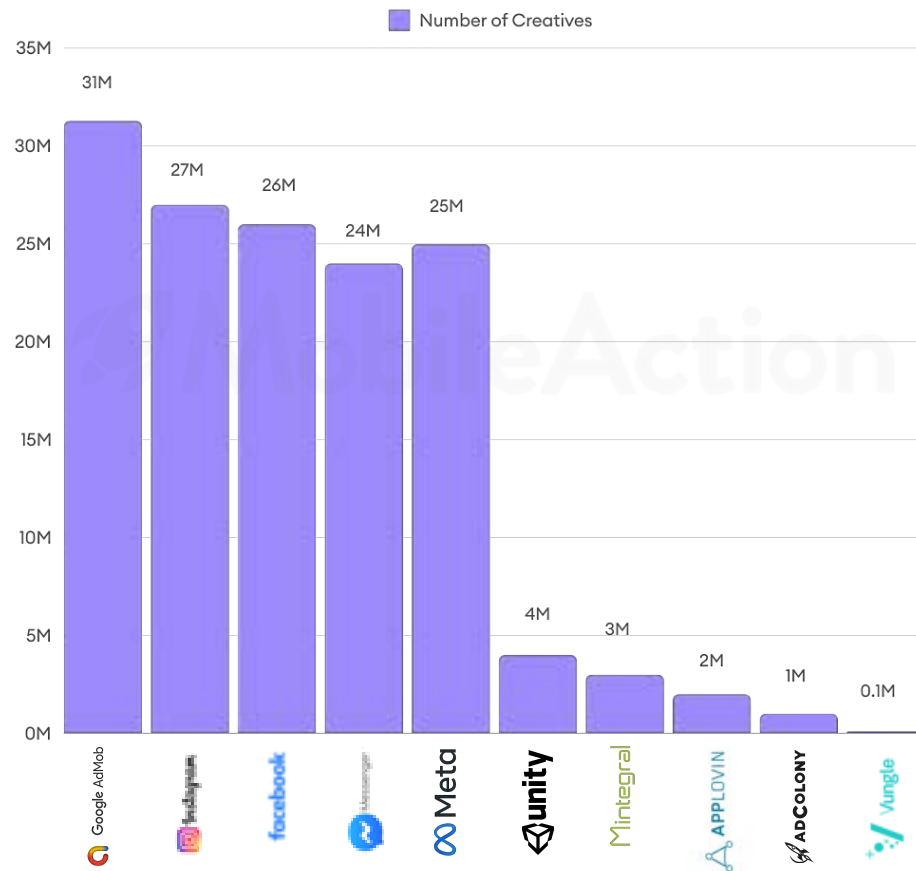
The data in this report has been gathered using MobileAction tools.



# Top Ad Networks by Creative Counts

## App Store

App Store: Top Ad Networks by Creative Counts



Throughout 2023, Google's **AdMob** took the lead in the chart with the highest number of creatives on the App Store. Following AdMob, **Meta** ad networks (Instagram Native, Facebook, Messenger and Meta Audience Network) placed one after another with a relatively similar number of creatives.

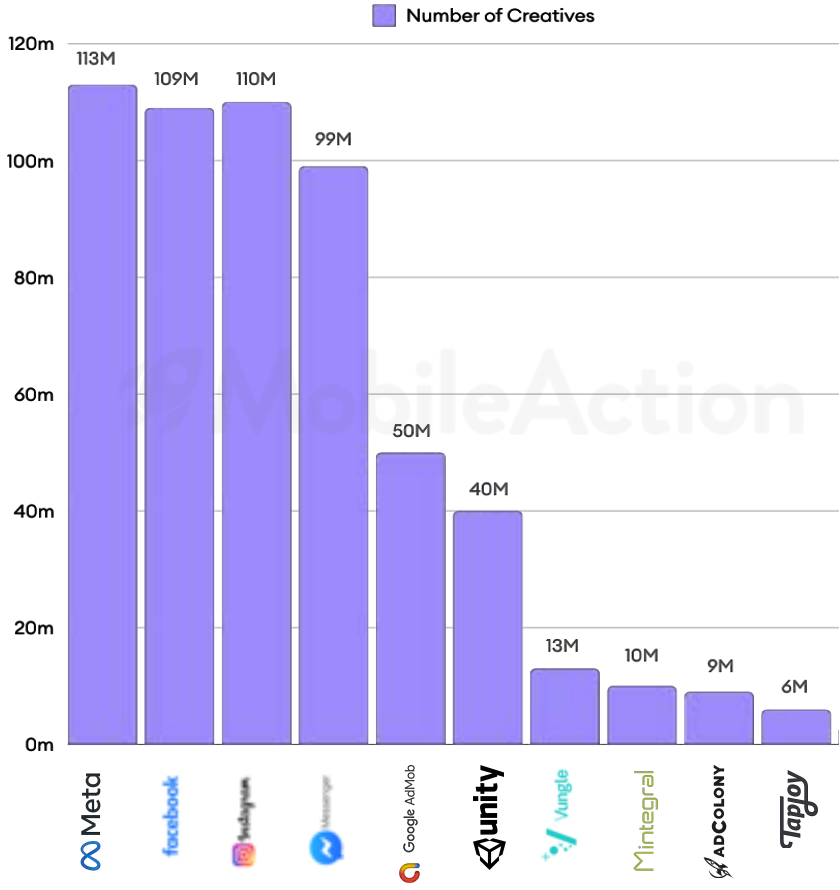
**Unity, Mintegral, AppLovin** and **AdColony** have also taken their spot in the list with non-negligible numbers of creatives detected, however, while compared to the top 5 category giants, they managed to get a small portion of the pie. **Vungle, IronSource, Tapjoy** and **InMobi** also managed to get into the list in the lower end.

This highlights the importance of keeping a close eye on trends within your category and staying up-to-date with market changes. This includes knowing which DSPs and ad networks are preferred by the top players in your category. Since ad creatives are distributed via these networks and platforms, it's crucial to make sure your ads are getting to the right people and that you're choosing the best network for your needs.

An interesting point from the graph is how social media channels stand out compared to other ad networks. Their ad creative count is more than five times higher than that of the leading ad network, showcasing the significant role social media plays in today's advertising landscape.

# Google Play Store

Google Play Store Top Ad Networks by Creative Counts



The overall analysis reveals a dominant presence of **Meta's** platforms, with Facebook, Facebook Native, and Instagram Native leading the charge, all combined over 3.3 million creatives. This dominance highlights Meta's significant role in digital advertising, leveraging its extensive social network ecosystem to offer advertisers reach and engagement opportunities.

Messenger, under Meta, excels alongside **AdMob** by Google, the top non-Meta platform with over 500,000 creatives, highlighting Meta's broad coverage and Google's extensive digital reach and audience targeting.

**Unity** stands out with over 400,000 creatives, showing gaming's rise in digital advertising. **Vungle** and **Mintegral** follow, highlighting the role of video and interactive ad networks in engaging users within apps and games.

**AdColony** and **Tapjoy** highlight mobile advertising competition with distinct formats and strategies, while **AppLovin** and **IronSource**, despite fewer creatives, offer impactful targeted advertising solutions.

**InMobi** and **Appnext**, with the lowest counts, indicate niche positions within the advertising landscape, likely focusing on specific audience segments or specialized ad formats.

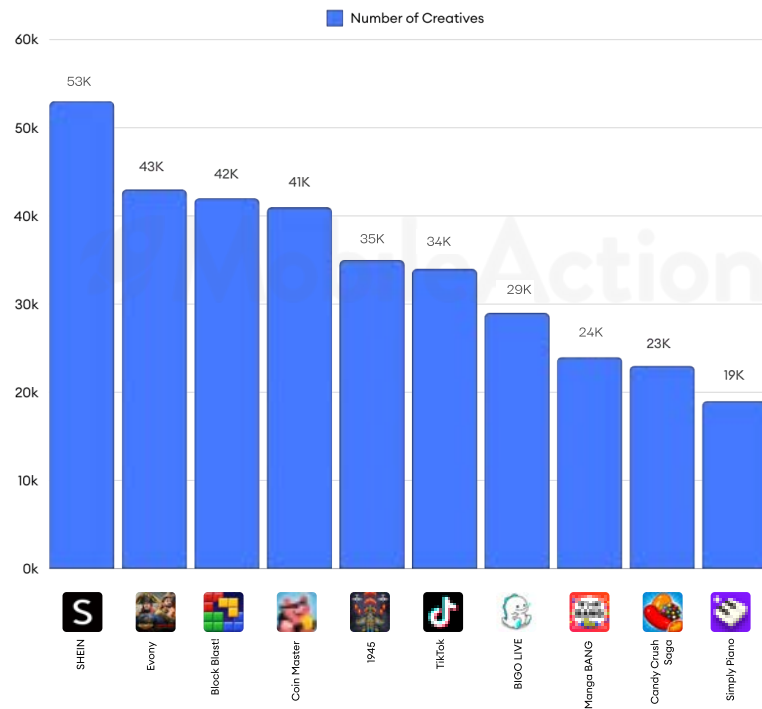
The data in this report has been gathered using MobileAction tools.

This analysis illustrates a dynamic and multifaceted digital advertising environment where Meta's platforms lead in volume and reach, complemented by a variety of other networks that cater to diverse advertising needs across the digital and gaming spheres.

## Top Advertising Apps by Creative Counts

### App Store

App Store Top Advertising Apps by Creative Counts



The list showcased a diverse mix of apps spanning various categories, indicating a broad range of strategies to engage and attract users. The presence of a shopping platform like **SHEIN** at the top, with the highest number of ad creatives on the App Store in 2023, revealed the competitive nature of the retail space on mobile, where visual appeal and product variety are key.

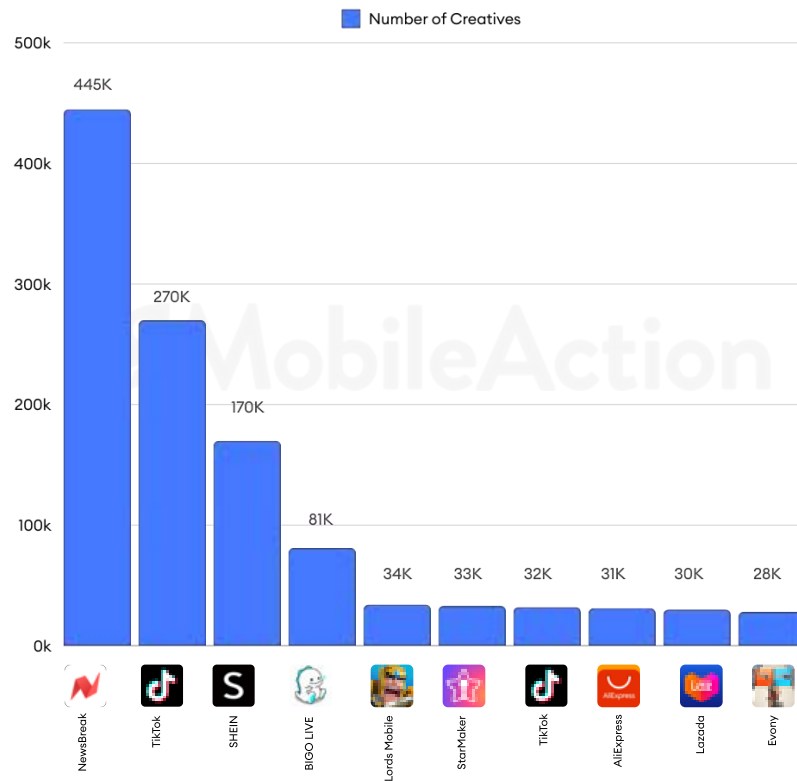
The dominance of gaming apps such as **Evony**, **Block Blast!**, **Coin Master**, **1945** and **Simply Piano** in the top positions highlights the gaming industry's reliance on dynamic and varied ad creatives to showcase gameplay, features, and updates, aiming to captivate a wide audience. This suggests that engaging potential players through diverse and creative advertising is crucial in the crowded mobile gaming market. The inclusion of apps like **TikTok** and **BIGO LIVE** points to the importance of content-driven social media platforms leveraging advertising to showcase user-generated content, trends, and community features, emphasizing the role of creative ads in growing and maintaining active user bases.

**Manga BANG!** represents niche entertainment, indicating that even specialized apps can compete effectively in the advertising arena by targeting specific interests. Meanwhile, the appearance of **Candy Crush Saga**, a long-standing popular game, suggests that even established apps with high brand recognition continue to invest heavily in advertising to retain relevance and user interest.

Overall, the diversity in this list reflects the wide range of strategies employed across different app categories to capture user attention and drive app downloads.

## Google Play Store

Google Play Store Top Ad Networks by Creative Counts



The list is characterized by a mix of news, social media, e-commerce, live streaming, gaming, and entertainment apps, each leveraging a high volume of ad creatives to engage with their target audience.

**NewsBreak** leading with an exceptionally high number of ad creatives, emphasizes the importance of timely and localized content in attracting users. The app's strategy likely involves using a variety of creatives to highlight breaking news and community alerts, serving users' demand for up-to-date information.

Social media giant **TikTok** and fashion retailer **SHEIN** also make strong showings, highlighting their expansive use of ads to maintain user engagement and market dominance in their respective fields.

The presence of live streaming apps like **BIGO LIVE** and entertainment platforms such as **StarMaker** reflects the growing appeal of interactive and engaging content creation.

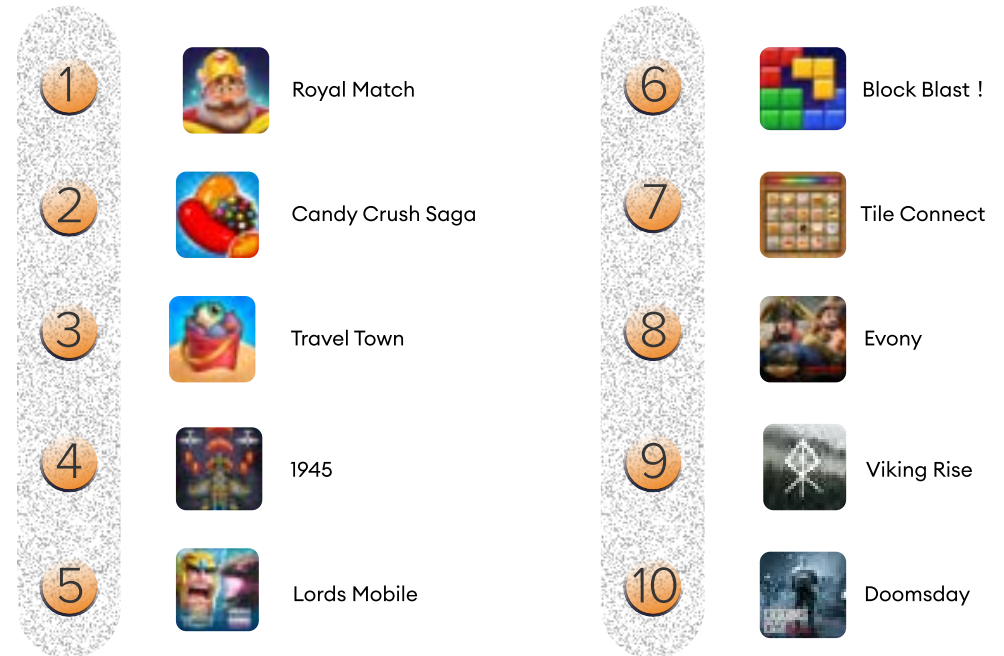
The appearance of gaming apps like **Lords Mobile** and **Evony** further points to the gaming industry's reliance on varied and engaging ad creatives to showcase game features, updates, and collaborations, in this case, highlighting a unique tie-in with popular culture through **Shrek for Lords Mobile**.



The list also features e-commerce giants **AliExpress** and **Lazada**, indicating the vital role of ad creatives in the online shopping space to showcase deals, product ranges, and shopping events, aiming to entice and retain shoppers in a highly competitive market.

Overall, even though the Google Play Store's top advertising apps list is more diverse, the gap between each ranked app's number of creatives is relatively higher than what we have observed on the App Store's top advertising apps list.

## App Store Apps with Most Impressions



MobileAction

The list of apps with the most ad impressions on the App Store in 2023 presents a clear dominance of gaming apps, particularly those in the puzzle, strategy, and adventure genres. This suggests that mobile games continue to be a major draw for users, leveraging high volumes of ad impressions to engage and retain a broad audience.



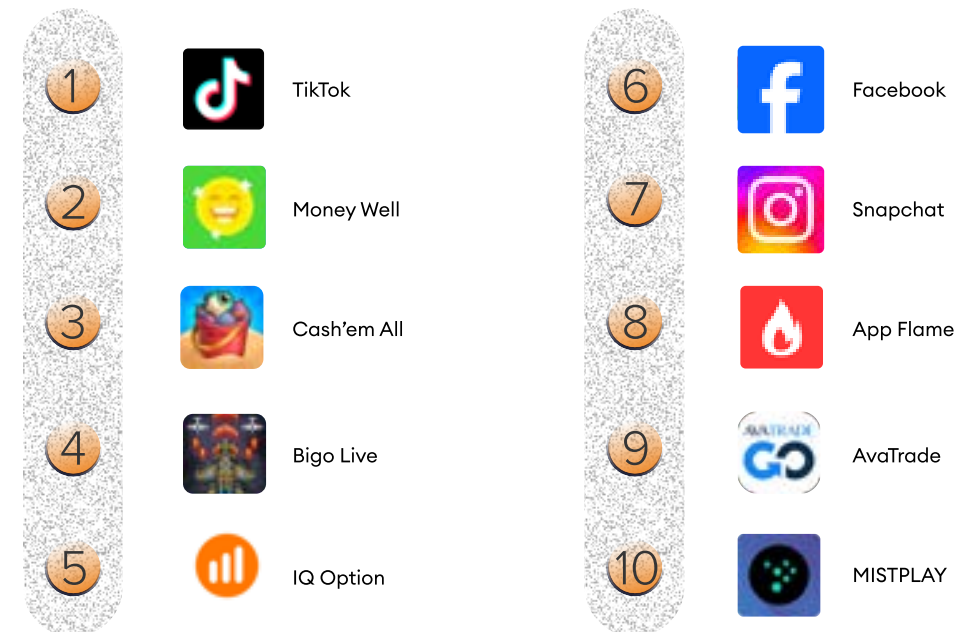
**Royal Match** leading the list with a staggering number of impressions, showcases the massive appeal of match-three puzzle games, similar to the enduring popularity of **Candy Crush Saga**, which also features prominently. These games' reliance on ad impressions can be attributed to their addictive gameplay, playable ads and the constant need for new levels and challenges to keep players engaged.

**Travel Town** and **1945**, representing merge adventure and classic arcade shooter genres, respectively, highlight the diverse interests of mobile gamers. Their high ad impressions reflect the games' ability to captivate users with unique gameplay mechanics and nostalgic elements. The inclusion of **Lords Mobile** with a special Shrek Kingdom theme and **Evony** in the strategy category emphasizes the effective use of thematic content and historical settings to draw in strategy enthusiasts, demonstrated by their significant ad impression counts.

Puzzle games like **Block Blast** and **Tile Connect** further illustrate the wide appeal of casual gaming, with their simpler, engaging gameplay attracting a vast audience, as shown by their high impression numbers. **Viking Rise** and **Doomsday: Last Survivors**, venturing into strategy and survival, respectively, reveal user interest in more immersive and challenging game experiences, requiring high ad impressions to attract a dedicated player base.

Overall, the prevalence of gaming apps in this list highlights the competitive nature of the mobile gaming market, where a high volume of ad impressions is crucial for maintaining visibility, user engagement, and growth within the App Store ecosystem.

### Google Play Store Apps with Most Impressions



MobileAction

The list of apps with the most ad impressions on the Google Play Store in 2023 reveals a diverse mix of social media platforms, reward-based gaming apps, live streaming services, and trading platforms. This variety indicates a broad range of strategies to capture user attention across different interests and demographics.

**TikTok's** top position with the highest number of impressions shows the platform's massive global appeal and its dynamic content that resonates with a wide audience. It also highlights the effectiveness of engaging, short-form video content in attracting users.

The presence of reward-based gaming apps like **Money Well**, **Cash'em All**, **App Flame**, and **MISTPLAY** points to the growing popularity of apps that offer financial incentives for engagement. This approach taps into the dual interest of mobile gaming and earning rewards, driving high user engagement.

**BIGO LIVE's** significant ad impressions reflect the rising interest in live streaming, indicating a demand for content that offers personal connection and entertainment beyond traditional social media. Social media giants **Facebook** and **Snapchat** also feature on the list, indicating their continued relevance of their advertising strategies in maintaining user engagement and platform growth.

The data in this report has been gathered using MobileAction tools.

The inclusion of trading platforms such as **IQ Option** and **AvaTrade** reveals an interest in financial and investment-related content, suggesting that users are increasingly looking to mobile platforms for trading and financial education, driven by accessible and engaging ad content.

Overall, the diversity in this list from the Google Play Store illustrates the wide array of interests among Android users, from entertainment and social interaction to gaming for rewards and financial trading. The high volume of ad impressions across these varied categories highlights the importance of targeted, engaging advertising in capturing and retaining user attention in a competitive digital landscape.

## NARCADE.

“ We publish games from individual developers and ourselves, requiring diverse ad creatives. Thanks to MobileAction's Ad Intelligence, we're able to easily analyze the creatives of games in similar concepts and design the best-performing ones. ”



**Nebile İşler**

Digital Mobile Marketing Director

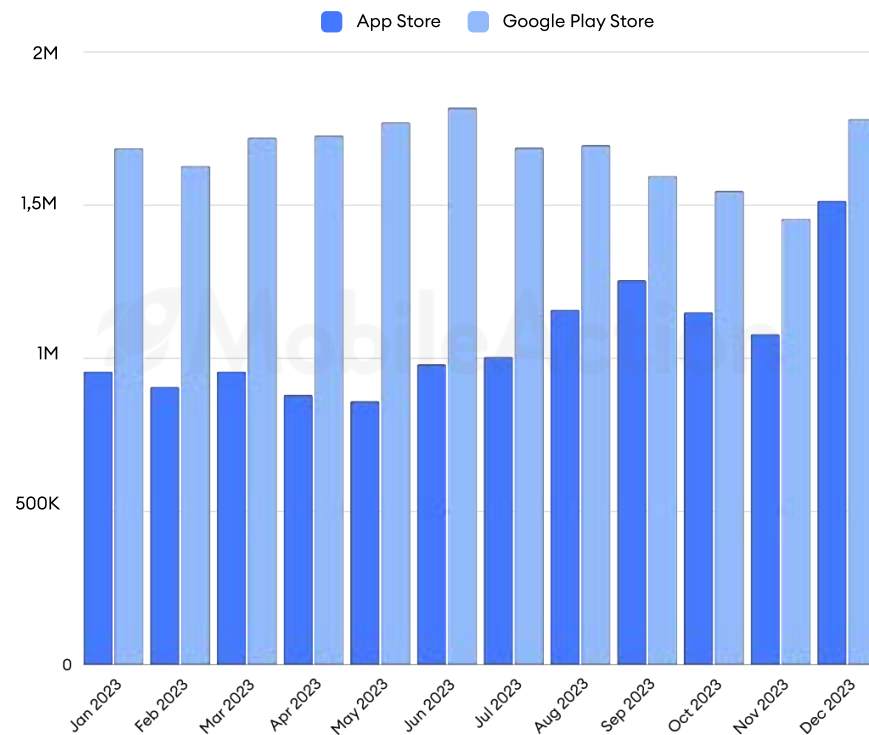


A hand holding a smartphone displaying a social media post. The post is titled "Are you Team Beyond or Team Impossible?" and asks users to review their favorite burger brands to cast their vote. It features images of Impossible Foods products. Below the post, there are other items like "Pies for Days" and "Beefy Cheddar Pot Pie".

# Ad Creation Trends

# Monthly Ad Creatives Detected

Monthly Ad Creatives Detected



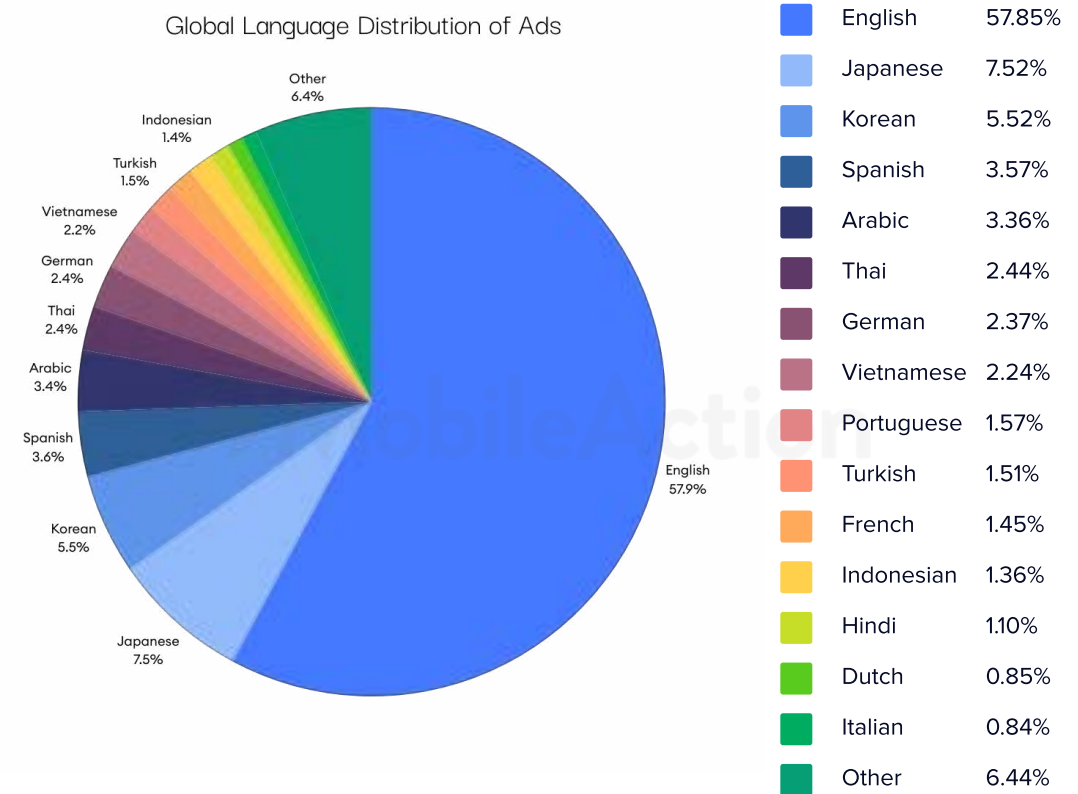
Analyzing the month-by-month count of detected ad creatives on both the App Store and Play Store reveals interesting trends and fluctuations that can be associated with seasonal events, marketing strategies, and consumer behavior throughout the year.

- The beginning of the year shows a slight fluctuation, with an initial drop in February followed by a rebound in March. This could be due to post-holiday adjustments as advertisers reassess their strategies following the high-impact holiday season. The increase in March might be attributed to new marketing campaigns aimed at engaging users.
- There's a noticeable decrease in ad creative counts, especially on the App Store. This dip could be due to the end of the fiscal year for many companies in March, leading to budget reassessments and strategy planning for the next fiscal year, temporarily reducing ad activities.
- The counts increase significantly, peaking in August on the App Store. This summer peak can be attributed to advertisers leveraging vacation time and warmer weather, promoting travel, outdoor activities, and seasonal sales, aiming to capture the attention of consumers who are more active and engaged during these months.

- There's a sharp increase, particularly on the App Store, which might be related to back-to-school campaigns and the anticipation of new tech product launches, which are common in September. The slight decrease observed following these months could be due to advertisers fine-tuning their strategies and preparing for the major holiday season ahead. There's often a brief quietness before the significant uptick in advertising activities in the lead-up to Black Friday, Cyber Monday, and holiday shopping.

- The dramatic increase in ad creative counts in December is clearly influenced by the holiday season. Advertisers ramp up their efforts to capture holiday shoppers, promote year-end sales, and leverage the festive spirit, resulting in the highest ad activity of the year. This peak is indicative of the critical importance of the holiday season for marketing strategies across all app categories.

# Global Language Distribution of Ads





The global distribution of languages in ad creation throughout 2023 presents a clear dominance of **English**, accounting for 57.85% of all ads. This significant proportion underscores the universal appeal and widespread usage of English in the global market, making it the primary language for reaching a broad audience.

**Japanese** and **Korean** languages follow with 7.52% and 5.52%, respectively, indicating a strong advertising presence in East Asia. This reflects not only the economic strength of these regions but also the unique digital ecosystems and consumer behaviors present in these markets.

**Spanish** and **Arabic**, with 3.57% and 3.36%, respectively, highlight the importance of targeting Spanish-speaking countries and the Middle East/North Africa (MENA) region, acknowledging the diverse linguistic landscape and the potential for market penetration in these areas.

Languages such as **Thai**, **German**, and **Vietnamese** each hold a modest share, pointing towards specific regional markets where localized content is key to engaging users. The presence of these languages emphasizes the need for tailored advertising strategies that resonate with local cultures and preferences.

**Portuguese** and **Turkish**, alongside **French** and Indonesian, with percentages ranging from 1.51% to 1.57%, represent significant markets in Europe, South America, and Southeast Asia, suggesting opportunities for targeted campaigns in these linguistically diverse regions. **Hindi**, **Dutch**, and **Italian**, with lower percentages, indicate niche markets where localized content can have a substantial impact, catering to specific linguistic and cultural nuances.

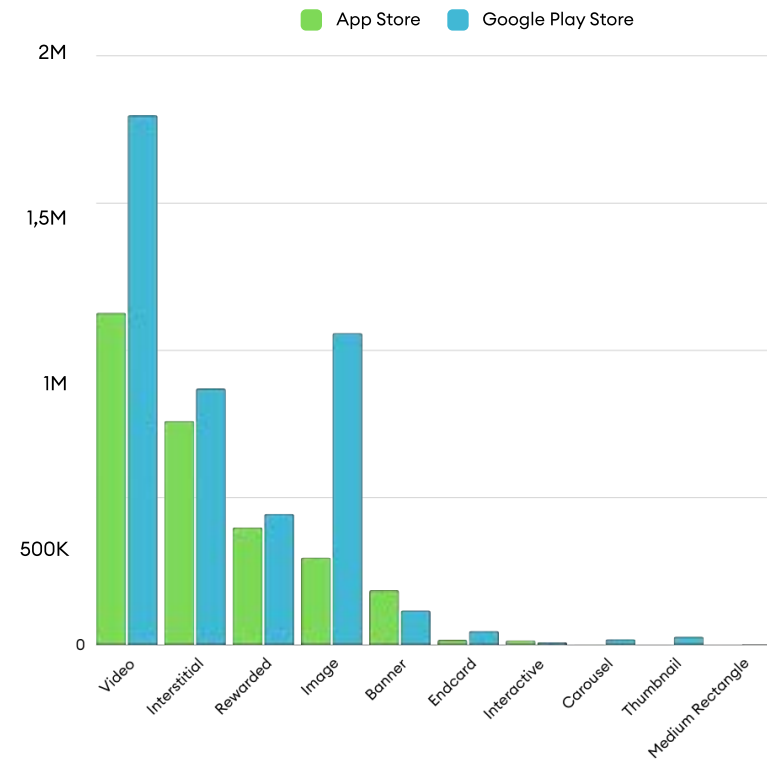
The **"Other"** category, comprising 6.44%, encompasses languages not listed individually, highlighting the vast diversity of the global audience and the importance of inclusivity and localization in ad creation.

This language distribution in ad creation reflects the globalized nature of the app market and underscores the importance of language in crafting advertising strategies. It demonstrates the need for advertisers to consider linguistic diversity in their campaigns to maximize reach and engagement across different regions and cultures.

# Media Types

## Ad Format

Media Format Breakdown



- Video ads are the top choice across both platforms, highlighting the appeal of dynamic, engaging content. Their ability to convey more information and capture attention makes them a favorite for advertisers aiming to increase user engagement and app installs.

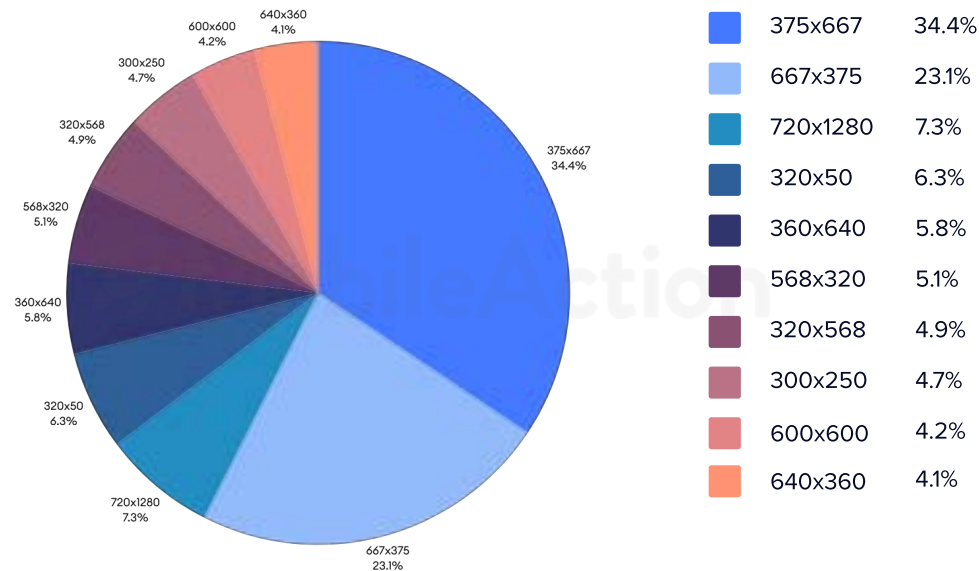
- Interstitial ads, which take up the full screen, are highly favored on both platforms, suggesting advertisers prioritize visibility and impact. Rewarded ads, offering incentives for viewing, also rank high, indicating a strategic move towards enhancing user engagement by providing value.
- There's a significant presence of static image ads, especially on the Google Play Store. This suggests a balanced approach, combining the immersive experience of videos and interstitials with the simplicity of image ads.
- Formats like endcards, carousels, and interactive ads show lower usage, pointing to their more specialized or niche applications. These formats might be used to target specific campaign objectives or audiences, offering creative ways to engage users beyond standard ad types.
- The higher prevalence of image ads on the Google Play Store compared to the App Store might reflect differences in user behavior or platform-specific ad performance. Similarly, the lesser use of banner ads on the Play Store suggests a possible shift towards more engaging formats among Android users.

The preference for video, interstitial, and rewarded ads shows a focus on engaging, impactful ad experiences. Combining immersive videos and interstitials with simple image and banner ads caters to varied user preferences and campaign objectives.

# Creative Dimensions

The sizes suited to mobile devices indicate a mobile-first approach in digital advertising, catering to users predominantly accessing content on their smartphones. The mix of portrait, landscape, and square formats reflects the need for ads to be flexible and adaptable across different content types, platforms, and user preferences. The inclusion of larger and high-resolution dimensions points towards a push for higher-quality visuals, enhancing user engagement and ad performance.

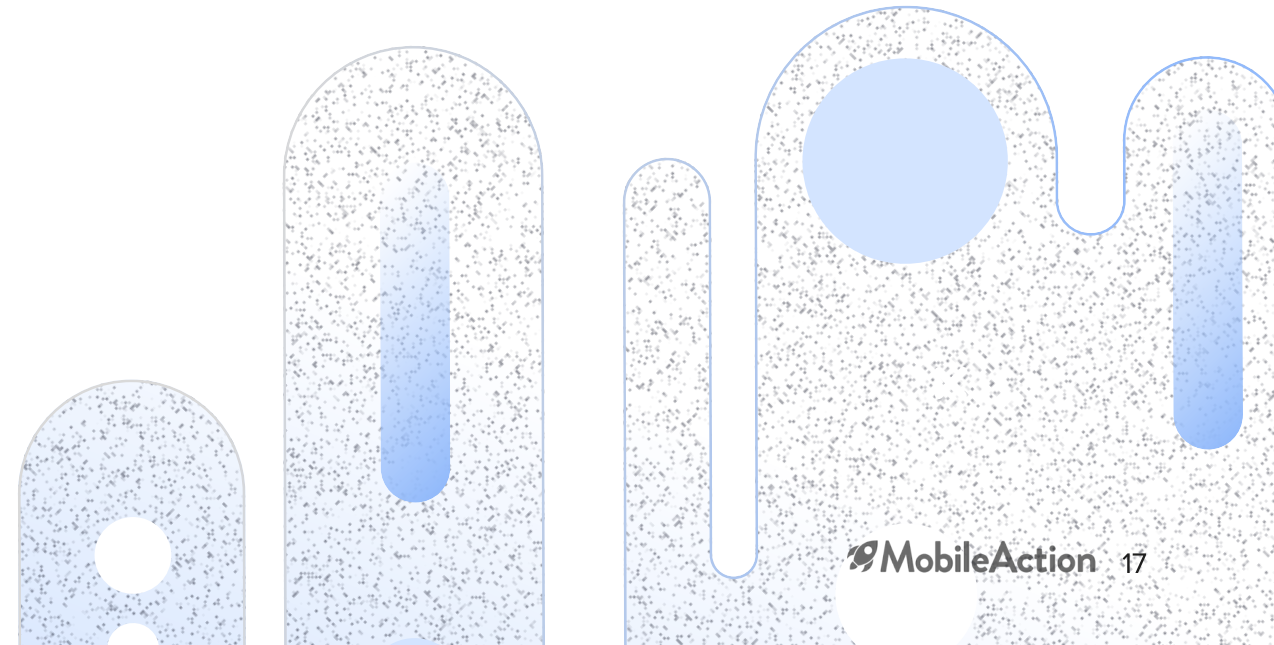
App Store Ad Creative Dimension Breakdown



The data in this report has been gathered using MobileAction tools.

# App Store:

- The most preferred dimension is **375x667**, a common size for modern smartphones in portrait orientation, suggesting a focus on mobile users engaging with content vertically.
- The **667x375** dimension indicates significant use of landscape-oriented ads, likely targeting tablet users or landscape mode preferences in gaming and video content.
- The presence of various other dimensions, including traditional banner sizes like **320x50** and square formats like **600x600**, shows a broad strategy catering to different placements and user contexts.

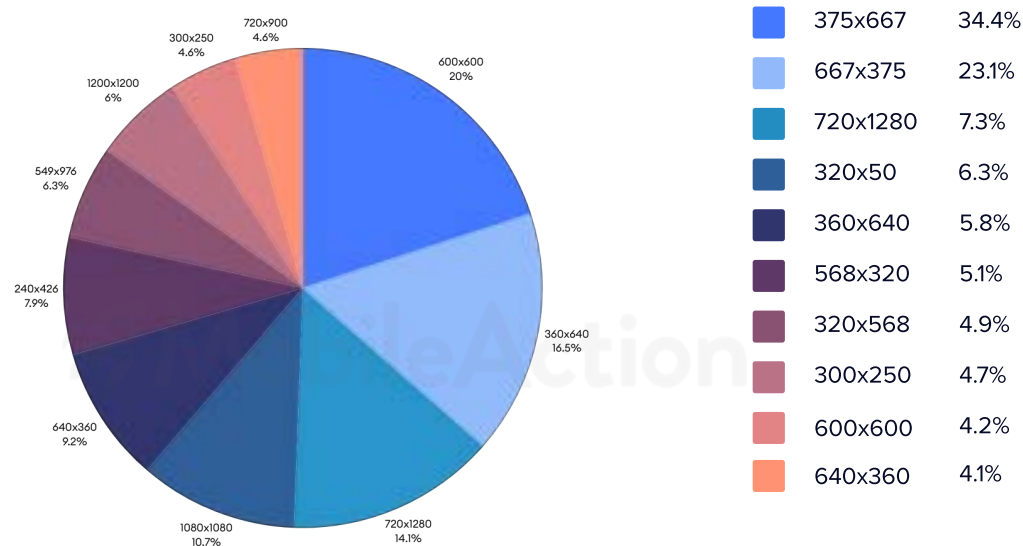




# Google Play Store:

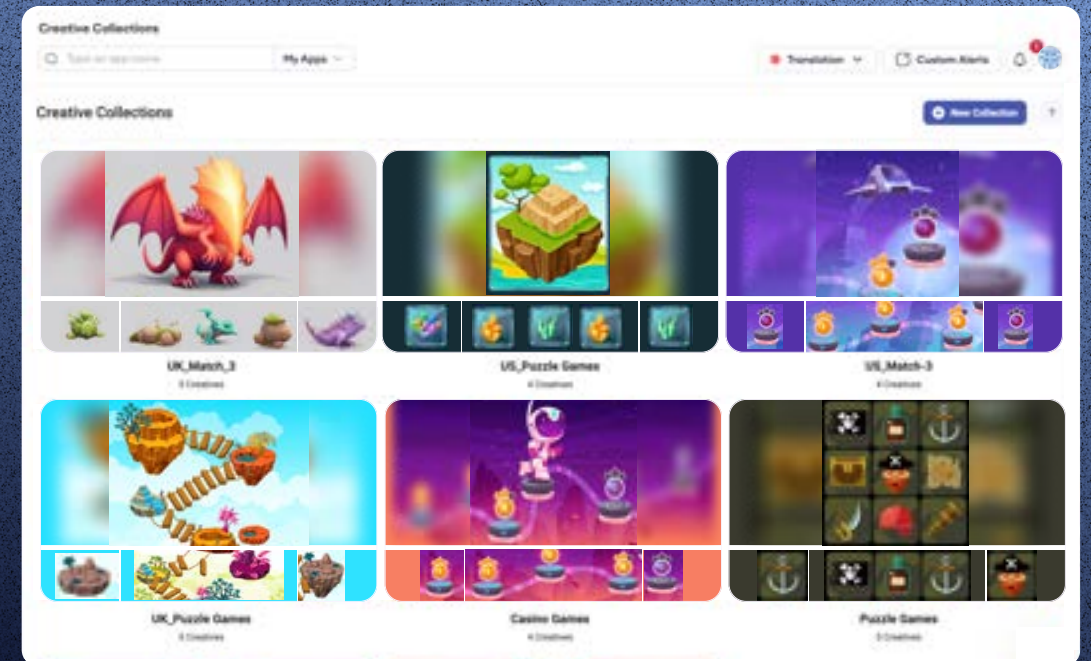
- The **600x600** size leads, indicating a strong preference for square ads, which are versatile for different placements and effective in both feed and grid layouts.
- Larger dimensions like **720x1280** and **1080x1080** suggest a trend towards higher-resolution displays, ensuring ads look sharp on modern devices.
- The variety in dimensions, from traditional mobile sizes like **360x640** to larger squares like **1200x1200**, highlights the adaptation to diverse device screens and user environments.

Google Play Store Top Ad Networks by Creative Counts



## CREATIVE COLLECTIONS

Tailor collections by categories, media types, ad networks, or keywords to organize systematically. Monitor competitors' ads, compare them, identify common themes or trends, and leverage these insights to your advantage.



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# Games

The Games category stands out as one of the toughest battlegrounds in the mobile app world. It's full of innovation, largely because there are so many games fighting for attention, making it hard for any game to shine. Games, especially hyper-casual ones, often rely on moving players from one game to another within the same company to keep things interesting. Casino games, in particular, have really taken off, pulling in loads of players and constantly updating their ads to stay fresh. Ads are key in gaming, more so than in other app categories, because of the need to stand out in a crowded field. Plus, the gaming audience is huge and varied, covering many subcategories and appealing to all sorts of players, which adds to the challenge and importance of effective advertising.

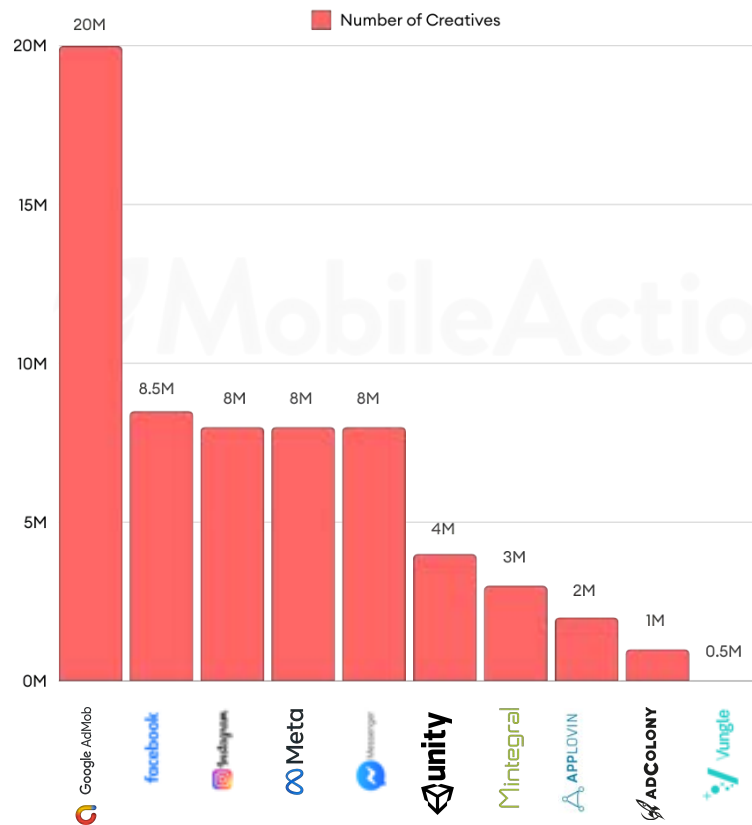


# Games

## Top Ad Networks

### App Store

App Store Top Ad Networks: Games



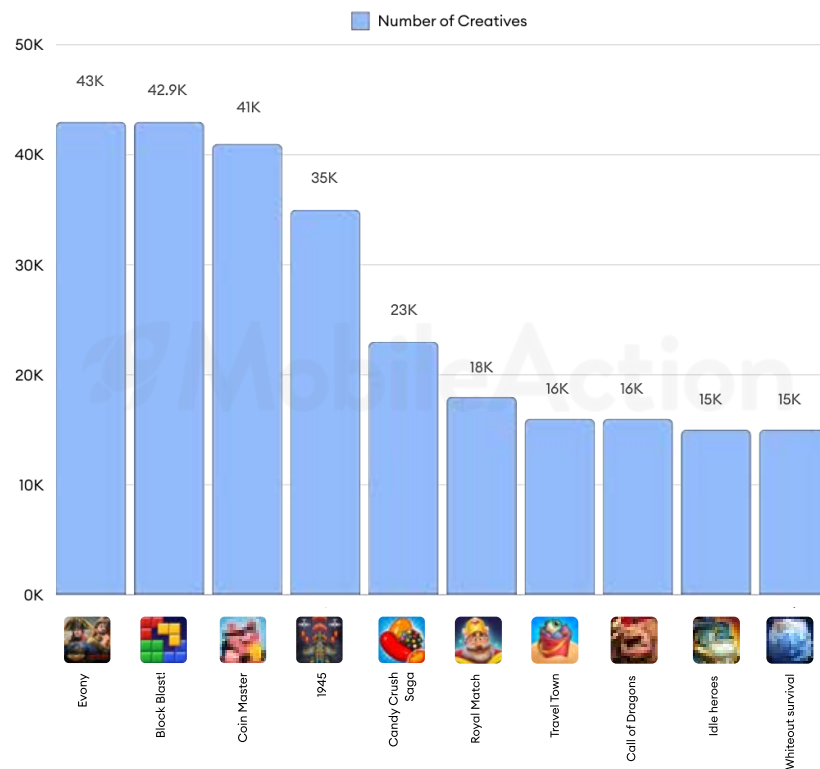
The top ad networks in the gaming category on the App Store for 2023 show a mix of broad-reach giants and specialized platforms.

- **AdMob** leads by a significant margin, highlighting Google's dominance and its trusted, widespread network.
- **Meta's platforms**, including Facebook and Instagram, collectively underline the effectiveness of social media in engaging gamers, leveraging their extensive user bases.
- **Unity** stands out as a key player tailored to the gaming industry, suggesting a preference among developers for platforms that specialize in gaming audiences. Other networks like **Mintegral**, **AppLovin**, and **AdColony**, though not as large, play important roles, indicating the diverse needs and strategies within game advertising.
- The presence of focused networks like **Vungle**, **IronSource**, and **Tapjoy**, despite lower counts, adds to the ecosystem's variety, catering to specific advertising needs in gaming. This landscape reflects the dynamic and competitive nature of mobile game advertising, with a blend of reach, specialization, and platform diversity driving the strategies of game developers and marketers.

This landscape reveals an ongoing interplay between broad-reaching networks and specialized platforms, underlining the complex and competitive nature of mobile game advertising. The diversity in ad networks supports a range of strategies, from mass outreach to targeted engagement, catering to the multifaceted demands of game marketing.

## Top Advertisers

App Store Top Advertisers: Games

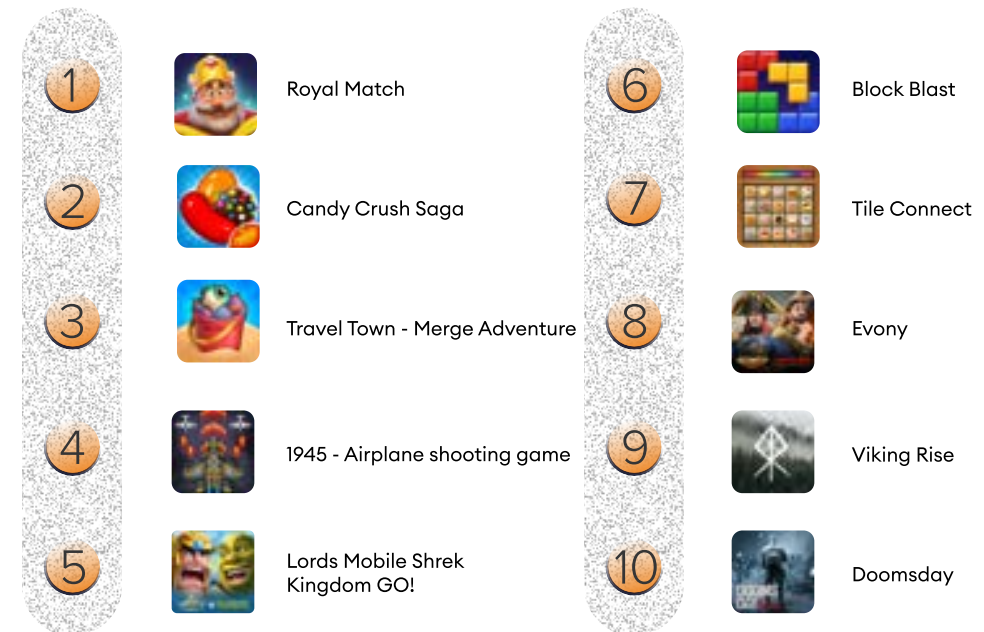


- **Evony** leads the pack with 43,158 creatives, showcasing a robust advertising strategy to maintain its visibility and appeal within the strategy game genre.
- **Block Blast** closely follows, indicating a strong push in the puzzle category to engage users with its compelling gameplay mechanics.
- **Coin Master**, with 41,463 creatives, stands out not only for its aggressive advertising approach but also as a leading example of the thriving casino game category. Casino games have seen significant growth over recent years, with 2023 being no exception, leveraging creative advertising to captivate and retain a broad audience.
- **1945** and **Candy Crush Saga**, with 35,027 and 23,005 creatives, respectively, highlight the enduring appeal of arcade and puzzle games, employing extensive advertising to engage both new and existing players.
- **Royal Match** and **Travel Town - Merge Adventure** show a focused effort to draw in fans of the puzzle and merge genres, using a substantial number of creatives to stand out in a crowded marketplace.

- **Call of Dragons** and **Idle Heroes - Idle Games** indicate the diversity within the top advertisers, spanning fantasy and idle game categories and utilizing a significant advertising presence to capture the attention of genre enthusiasts.
- **Whiteout Survival**, rounding out the list, emphasizes the strategy of survival games employing a notable number of creatives to carve out a niche in the competitive gaming landscape.

Overall, the diversity in genres among the top advertisers, from strategy and puzzle to casino and survival, highlights the multifaceted approach to mobile game marketing. The significant investment in advertising by these apps, particularly by a casino game like Coin Master, reflects the industry's broader trend towards using creative and engaging advertising to sustain growth and competitiveness in an ever-evolving market.

## App Store Apps with Most Impressions



MobileAction

The list of apps with the most ad impressions on the App Store throughout 2023 offers valuable insights into user engagement and the appeal of different game genres.

- **Royal Match** leads impressively, indicating the high engagement levels and widespread appeal of match-three puzzle games, a trend that's been consistent over the years.

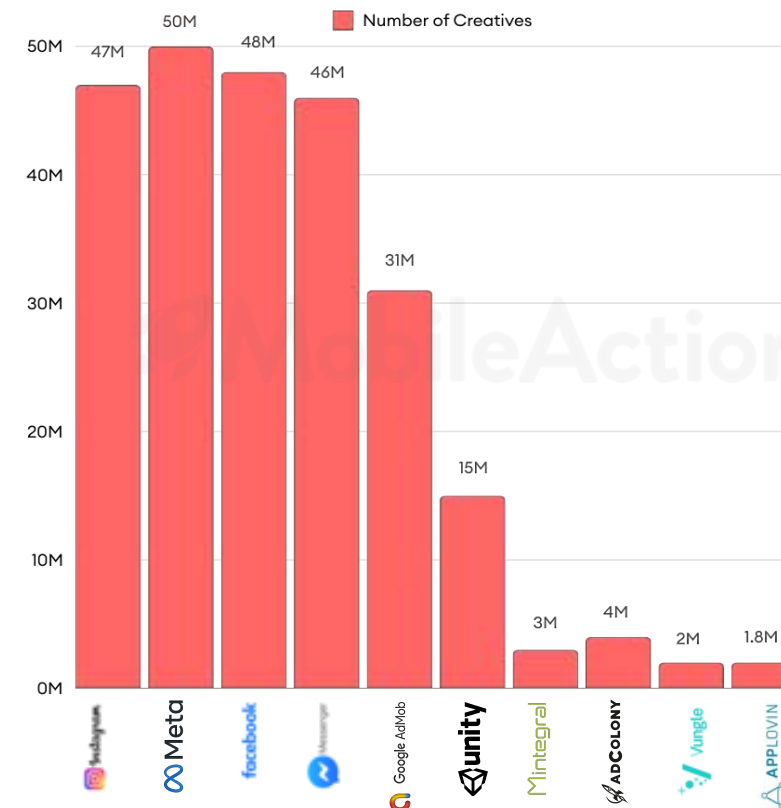
- Candy Crush Saga**, another iconic puzzle game, also secures a top spot, reaffirming the genre's enduring popularity and the effectiveness of its advertising strategies in capturing user attention.
- Travel Town - Merge Adventure** and **1945** follow closely, highlighting the diverse interests of App Store users, from casual merge puzzles to action-packed arcade shooters. The inclusion of **Lords Mobile Shrek Kingdom GO!** suggests a successful strategy in leveraging popular culture and franchise tie-ins to boost ad impressions and engage fans.
- Block Blast** and **Tile Connect - Classic Match** further stresses the puzzle genre's dominance, showcasing the broad appeal of these accessible yet engaging games. Interestingly, **Evony's** presence indicates the strategy genre's strong performance, although it's worth noting that there are no casino games in the top ranks, diverging from trends seen in other areas of mobile gaming. This absence might reflect the specific user demographics or advertising strategies on the App Store platform.
- Viking Rise** and **Doomsday: Last Survivors** round out the list, pointing to the growing interest in strategy and survival games, genres that offer depth and long-term engagement, which can be highlighted through targeted ad campaigns.

Overall, the list emphasizes the importance of creative advertising in the competitive mobile gaming industry, particularly for puzzle and strategy games that achieve significant ad impressions.

### Top Ad Networks

## Google Play Store

Play Store Top Ad Networks: Games

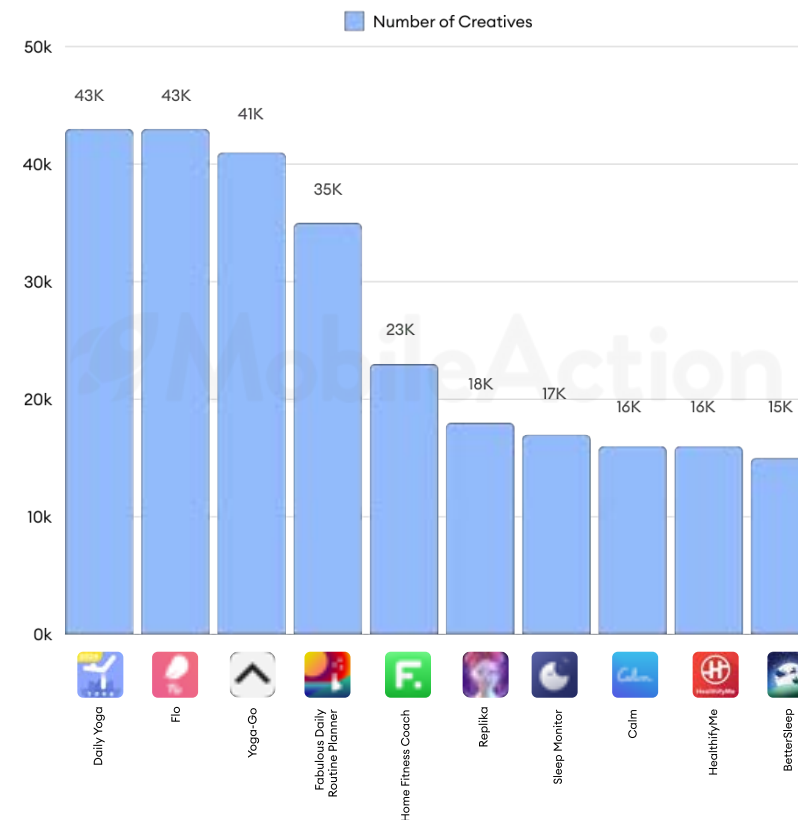


- Meta's** platforms, including Instagram Native, Facebook Native, and Meta Audience Network, dominate the top spots, indicating a strong preference among game advertisers for social media platforms to reach their target audience. The high creative counts on these platforms suggest that the engaging, content-rich environments of social media are for game promotions, offering targeted advertising capabilities that are particularly valuable in the competitive gaming sector.
- Messenger's** significant count further underscores the importance of leveraging various touchpoints within the Meta ecosystem to engage potential gamers, suggesting a strategy that covers multiple aspects of social interaction and content consumption.
- AdMob** by Google, although not leading, still holds a substantial presence, highlighting its pivotal role in the mobile advertising landscape, particularly for reaching Android users in gaming. Its lower rank compared to Meta's platforms might reflect the broader diversification of ad network preferences within the gaming community on the Google Play Store.
- Unity's** position emphasizes its niche focus on gaming, catering specifically to the needs of game developers and advertisers looking for platforms with deep integration into the gaming experience.

Meta's lead in mobile game advertising on Google Play highlights the strategic use of social media and diverse ad networks to engage audiences in a crowded market.

### Top Advertisers

Google Play Store Top Ad Networks by Creative Counts



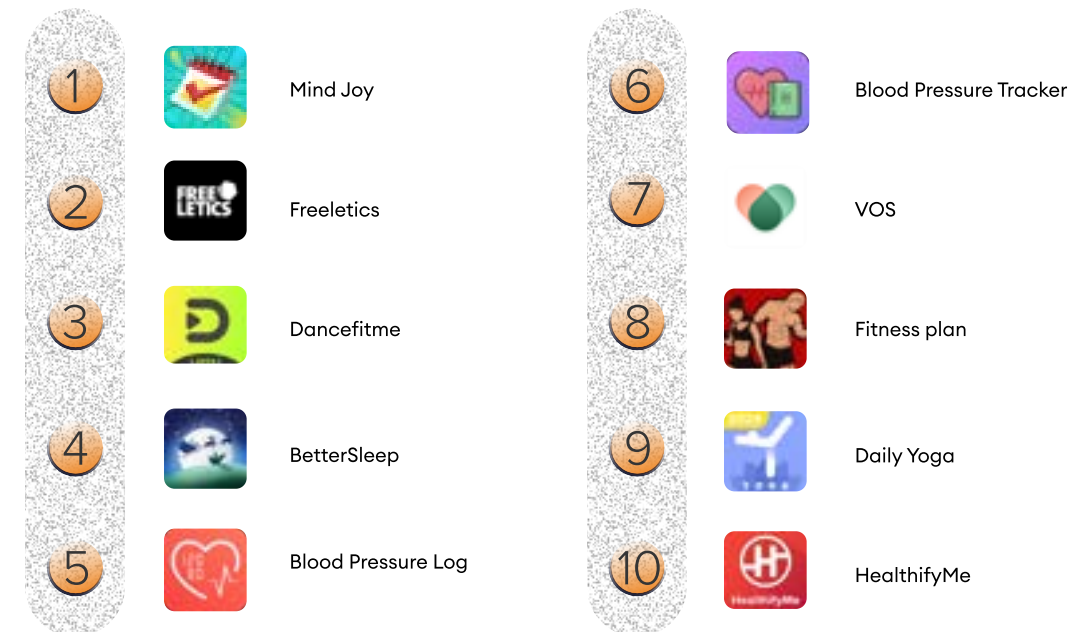


- **Lords Mobile Shrek Kingdom GO!** tops the list, showcasing the game's extensive use of creatives to engage users, possibly leveraging the popular Shrek franchise to attract a broader audience. **Evony** follows closely, emphasizing the strategy genre's reliance on compelling narratives and historical themes to captivate players.
- **Coin Master**, with 35,027 creatives, highlights the enduring popularity and aggressive advertising strategy of casino games, a category that has continued to see substantial growth and engagement over the years. 2023 proves to be no exception, with casino games like Coin Master leveraging high volumes of creatives to maintain player interest and attract new users.
- Other notable entries like **Mighty Party** and **The Grand Mafia** indicate the diversity of themes and gameplay experiences being promoted, from fantasy battles to underworld empire-building. **Candy Crush Saga** remains a strong contender, demonstrating the lasting appeal of puzzle games and their consistent efforts to remain visible and engaging through advertising.
- Games like **Mafia City** and **State of Survival: Zombie War** show the variety within strategy and survival genres, using a significant number of creatives to differentiate themselves and capture the attention of their respective audiences.

**Words of Wonders: Crossword** and **1945** round out the list, highlighting the broad spectrum of gaming experiences available, from word puzzles to classic arcade action, each employing a strategic approach to advertising to engage their target players.

The list highlights the competitive mobile gaming category on Google Play, where various genres use ads to engage users. Casino games like Coin Master underline the sub genre's growth in 2023.

### Google Play Store Apps with Most Impressions

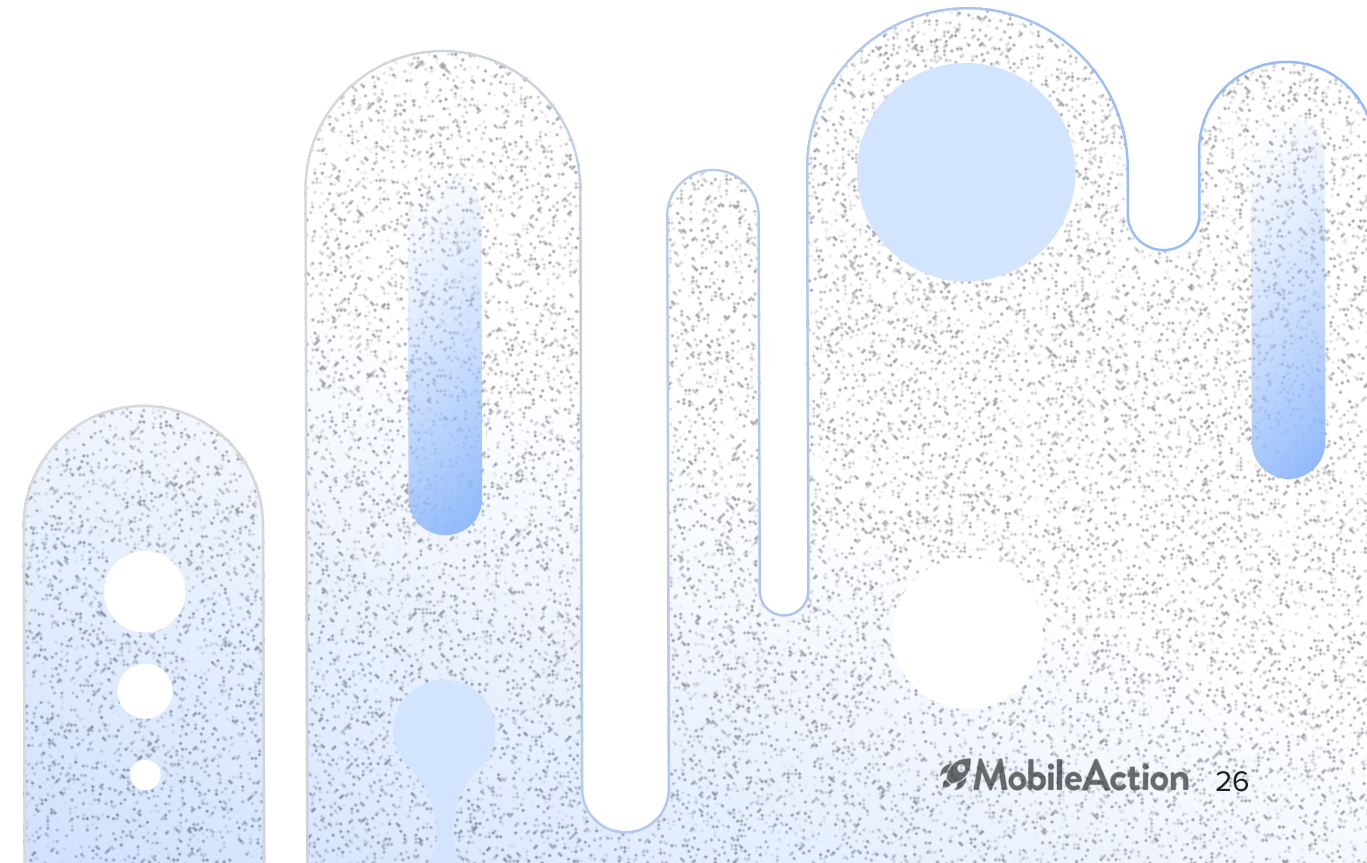


MobileAction

- **Snake.io** leads with over 25 million impressions, highlighting the enduring appeal of .io games and their ability to capture a wide audience with simple, addictive gameplay.
- **Lords Mobile Shrek Kingdom GO!** secures a strong position as well, suggesting that leveraging popular cultural franchises like Shrek can significantly boost user interest and engagement.
- **Tiles Hop: EDM Rush** and **Rescue Cut - Rope Puzzle** follow, indicating a high level of user engagement with music-themed games and puzzle-solving adventures, respectively.
- **Township** and **Fishdom** show the strong appeal of simulation and match-3 puzzle games, maintaining high engagement levels through a blend of strategic gameplay and creative ad placements. **Evony** also makes the list, emphasizing the strategy genre's ability to draw in users with historical themes and complex gameplay.
- While **Candy Crush Saga** and **Gardenscapes** are lower on the list, their presence underscores the consistent popularity of well-crafted puzzle games.

- The appearance of **MONOPOLY GO!** suggests that classic board games reimaged for mobile platforms continue to engage users effectively. This year's data does not highlight casino games among the top apps for ad impressions on the Google Play Store, which could suggest a shift in user interest.

Overall, the diversity in game types, from strategy and puzzles to simulations and classic board games, reflects the broad spectrum of interests among Android users and the importance of targeted, engaging ad content to captivate this varied audience.



# What Singular have observed and what they expect

## 2024: A Revolution of evolutions in AdTech

It's always wild and changing in the AdTech world. But 2024 is another level.

The shift to SKAN 4 is reshaping iOS app marketing, while Android eyes the Privacy Sandbox. With CTV expanding and cross-platform use growing as third-party cookies phase out and conversion APIs become standard, app stores are also adapting due to the Digital Markets Act, all against a backdrop of economic changes, signaling a significant year of transitions.

- The big are getting bigger: the top 4 mobile advertising players grew 23.4% more significantly compared to competitors over the last year
- iOS spending is outpacing Android
- Regional ad networks are giving way to global behemoths
- CTV spend sharply up: 46% year-over-year
- Small AdTech players can still win: AI is a clear differentiator
- The top 6 ad networks for overall global ROI across verticals and geos are AppLovin, Google, ironSource, Meta, Moloco, and TikTok



**John Koetsier**

VP of Insights

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A man and a woman are in a gym. The man is kneeling on one knee, clapping his hands, and looking towards the camera. The woman is standing behind him, also clapping her hands. The gym is filled with various exercise machines and equipment. The overall lighting is dim, with a blue tint.

# Health & Fitness

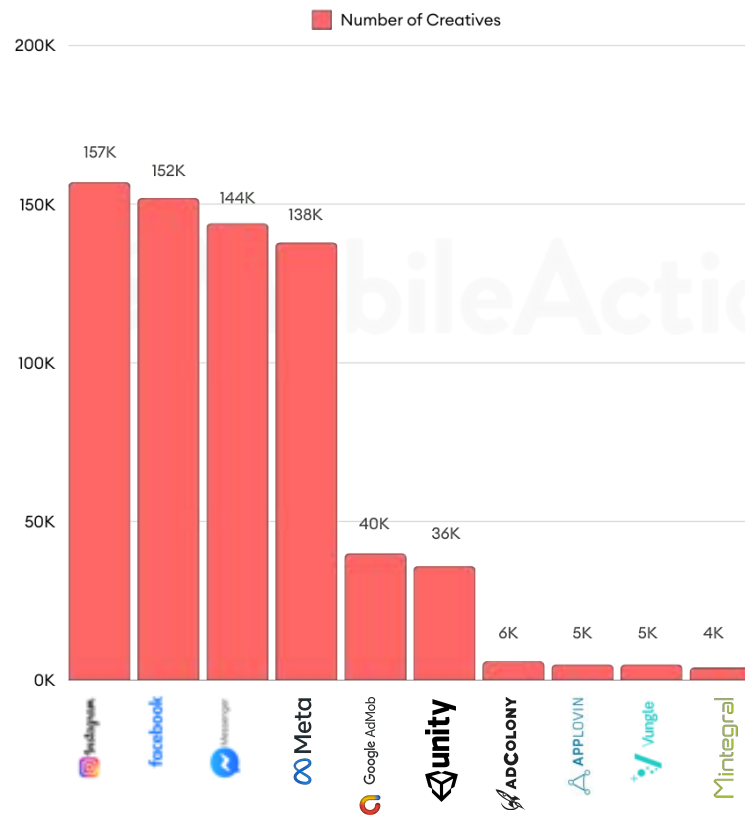
The Health & Fitness category has seen significant growth, fueled by the COVID-19 pandemic, as more people have adopted home workouts and meditation apps. This surge in interest has led to an increase in advertising within the category. Despite a gradual return to pre-pandemic activities, the convenience and accessibility of mobile health and fitness apps continue to integrate seamlessly into daily routines. There's a noticeable uptick in app usage at the start of the year, driven by New Year's resolutions, and again as summer approaches, with individuals aiming to meet fitness goals for the warmer weather.

# Health & Fitness

## Top Ad Networks

### App Store

App Store Top Ad Networks: Health & Fitness



The data in this report has been gathered using MobileAction tools.

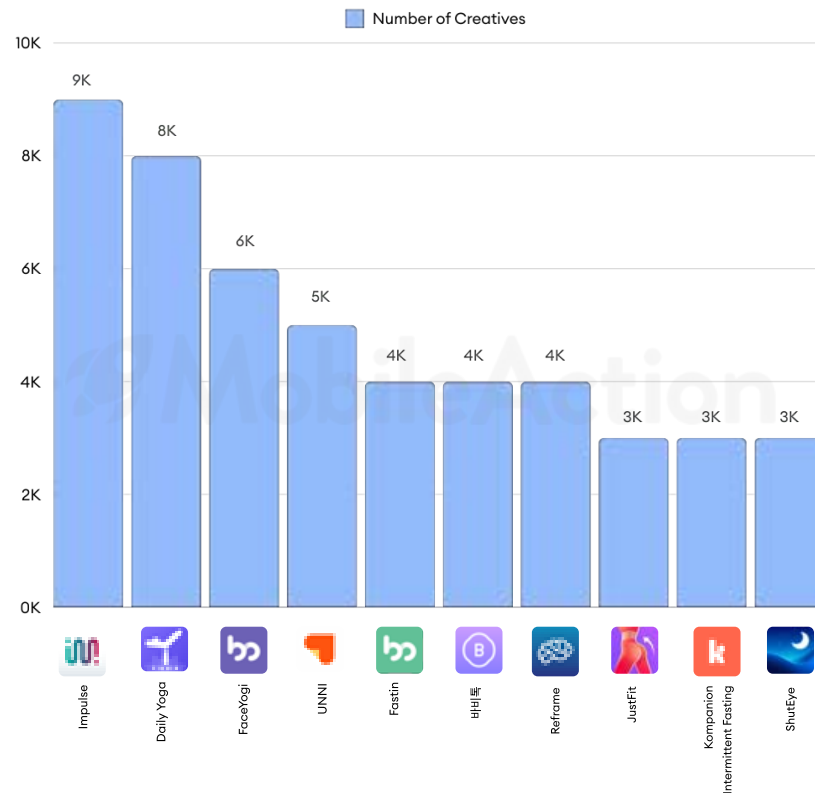
The top ad networks in the gaming category on the App Store for 2023 show a mix of broad-reach giants and specialized platforms.

- **Meta's** platforms, including Instagram Native, Facebook, Messenger, and Meta Audience Native, dominate the top spots, reflecting a clear preference for social media channels in reaching health and fitness enthusiasts. The high creative counts on these platforms prove the effectiveness of social media in engaging users with personalized and visually appealing content, which is crucial for promoting health and fitness apps that often rely on strong visual and motivational elements.
- **AdMob** by Google, while significantly trailing behind the Meta platforms in creative count, still represents a key player in the health and fitness advertising space. Its broader reach across various apps and websites might offer advertisers a different avenue to target potential users outside the social media ecosystem, perhaps focusing on content-rich sites where users seek health and fitness information.
- The presence of other ad networks like **Unity, AdColony, AppLovin, Vungle, Mintegral, and IronSource**, though with much lower creative counts, suggests that health and fitness advertisers are also exploring niche platforms. These could be leveraged for more targeted campaigns or specific audience segments that may not be as reached through the major social networks or Google's network.

The varied ad creative distribution shows a layered advertising strategy in Health & Fitness, favoring social media for its effectiveness and diversifying placements to broaden impact and reach across different user habits online.

## Top Advertisers

App Store Top Advertisers: Health & Fitness



The list of top advertiser apps in the Health & Fitness category on the App Store for 2023 showcases a diverse range of apps focused on various aspects of well-being, from brain training and yoga to beauty and intermittent fasting.

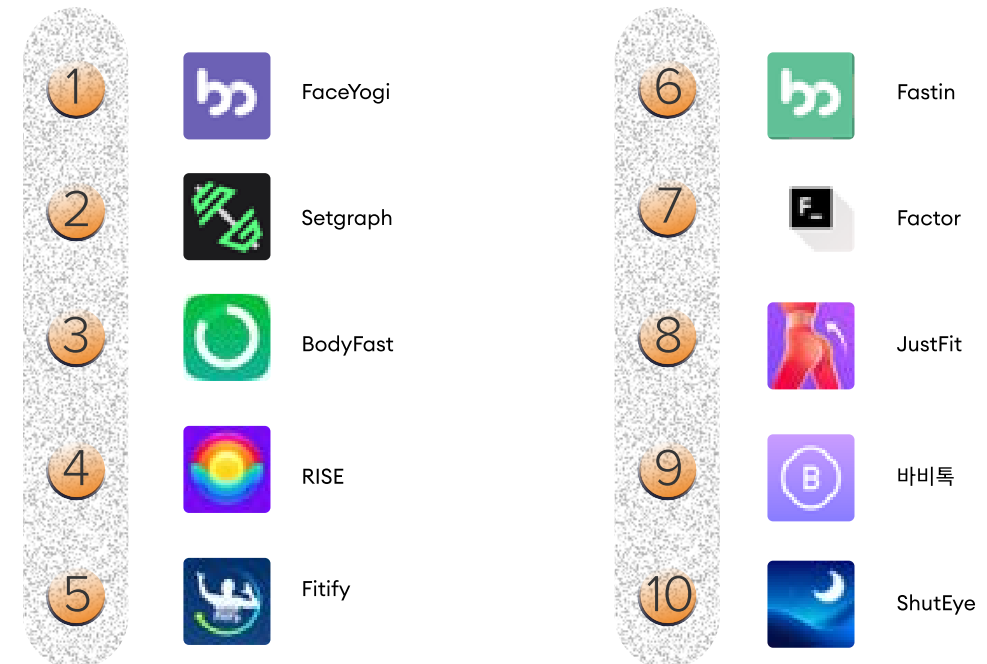
- Impulse - Brain Training** leads with 9,267 creatives, emphasizing the growing interest in cognitive health and the appeal of apps that offer mental exercises to enhance brain function. **Daily Yoga: Fitness+Meditation** follows, with 7,913 creatives, highlighting the popularity of yoga and meditation for physical and mental wellness, catering to a wide audience seeking holistic health solutions.
- FaceYogi - Face Yoga Exercise** and **UNNI - Korean Beauty**, Now reflect the expanding niche of beauty and self-care within the health and fitness category, focusing on facial exercises and Korean beauty trends, respectively. Their substantial creative counts indicate a strong advertising push to capture the attention of users interested in personal appearance and skin care.
- Fastin: Intermittent Fasting** and **Kompanion Intermittent Fasting** both underscore the growing trend of intermittent fasting, with their advertising efforts pointing to the diet's popularity for weight management and health optimization.



- The inclusion of **바비톡 - 성형, 피부 시술 성형외과 병원예약 성형 어플** suggests a significant interest in cosmetic procedures and dermatological treatments, expanding the health and fitness category to include aesthetic wellness.
- **Reframe: Drink Less & Thrive** addresses behavioral health, specifically aiming to help users moderate their alcohol intake, which is a unique angle within the health and fitness app space.
- **JustFit: Lazy Workout & Fit** and **ShutEye: Sleep Tracker, Sound** cater to the fitness and sleep tracking segments, respectively, offering solutions for users looking to improve physical activity and sleep quality through accessible and user-friendly platforms.

This list reflects the broad spectrum of health and wellness interests pursued by App Store users in 2023, from mental and physical fitness to beauty and nutritional health, demonstrating the dynamic and multifaceted nature of the health and fitness app market.

## App Store Apps with Most Impressions



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The 2023 data for Health & Fitness apps on the App Store, showcasing those with the highest ad impressions, paints a vivid picture of current user interests and the evolving landscape of wellness-focused mobile applications.

- **FaceYogi - Face Yoga Exercise** reflects a surge in interest in beauty and wellness routines, signaling a shift towards holistic health that includes skincare alongside physical fitness.

- Apps like **Setgraph: Workout Log** and **Fitify: Fitness & Home Workout** highlight the trend of integrating fitness into home life, with a focus on tracking progress and personal health management.
- The popularity of intermittent fasting apps such as **BodyFast** and **Fastin** showcases the diet's appeal and a move towards mindful eating. This is complemented by services like **Factor\_Prepared Meal Delivery**, which meet the demand for convenient, healthy meals, and **JustFit: Lazy Workout & Fit**, catering to those seeking accessible fitness options. These trends highlight a societal shift towards simplified wellness practices.
- Sleep trackers **RISE** and **ShutEye** highlight the growing emphasis on sleep quality as essential to overall health, indicating a broader effort to improve lifestyle habits for holistic well-being.
- The presence of **바비톡** suggests the expanding scope of health and fitness to include aesthetic wellness, blurring the lines between traditional health maintenance and beauty care.

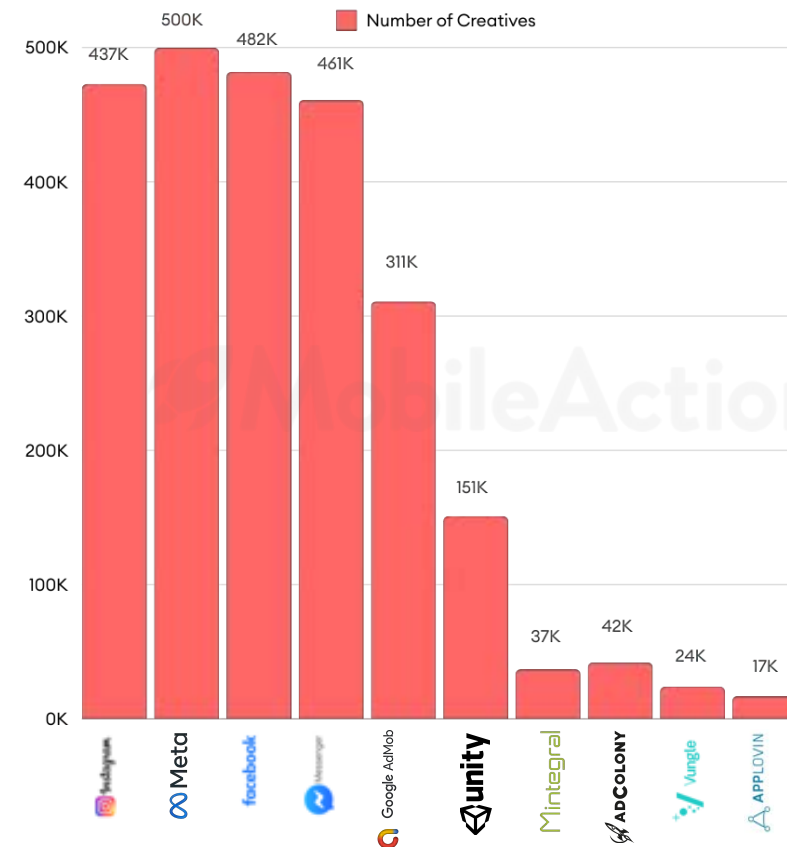
Overall, the array of top Health & Fitness ads in 2023 on the App Store demonstrates a comprehensive approach to wellness, with users gravitating towards apps that offer all-encompassing health solutions.

This reflects a broader trend in advertising that aligns with the diverse wellness goals of today's consumers, emphasizing physical, nutritional, mental, and aesthetic health.

## Top Ad Networks

### Google Play Store

Play Store Top Ad Networks: Health & Fitness



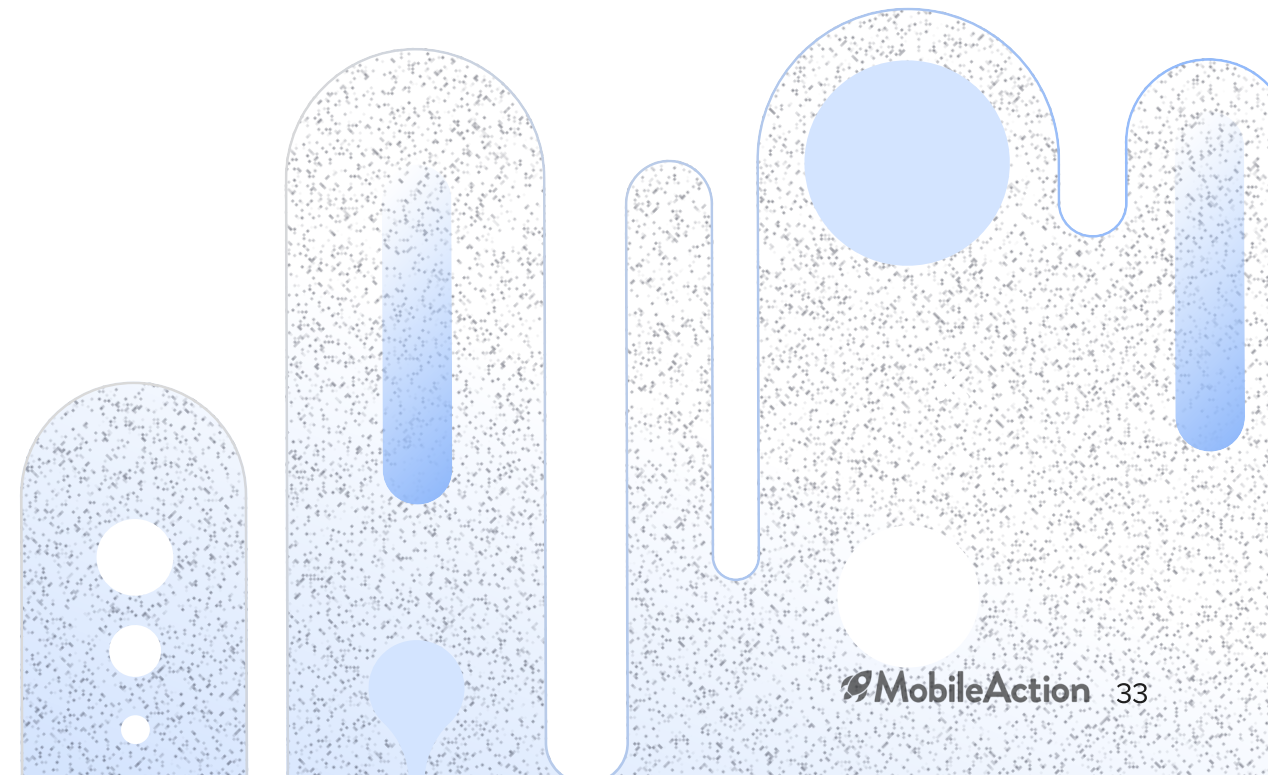
The ranking of ad networks in the Health & Fitness category on the Google Play Store for 2023 indicates the strategic dominance of Meta's platforms and the diversified landscape of mobile advertising in this sector.

- **Meta's** suite, including Meta Audience Network, Instagram Native, Facebook, and Messenger, leads the chart with the highest creative counts. This prevalence highlights the effectiveness of Meta's ecosystem in reaching diverse audiences, leveraging detailed targeting options and the social nature of these platforms to engage users interested in health and fitness.
- **AdMob** by Google follows, showcasing the broad reach and integration capabilities of Google's advertising solutions within Android apps. Its substantial creative count reflects its role as a crucial player in connecting health and fitness apps with a wide user base on the Google Play Store.
- **Unity**, notable for its strength in the gaming industry, also emerges as a significant network for health and fitness apps, suggesting that interactive and engaging ad formats can capture user attention in this category.

Other networks like **Mintegral**, **AdColony**, and **Vungle**, though trailing behind the giants, indicate the competitive diversity within mobile advertising.

Their presence shows the varied approaches to reaching health and fitness enthusiasts, from video ads to native integrations. **AppLovin**, **Tapjoy**, **IronSource**, and **InMobi**, despite lower creative counts, are essential in the ecosystem, offering niche opportunities and specialized ad solutions that cater to specific segments of the health and fitness market.

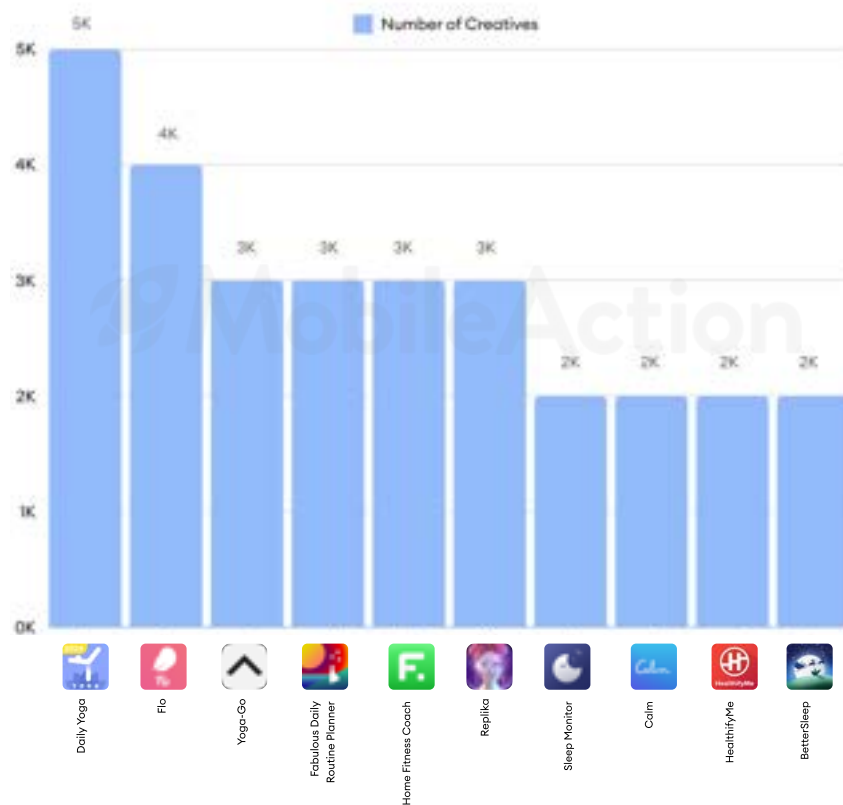
This distribution reflects a dynamic and multifaceted advertising landscape within the Health & Fitness category on the Google Play Store. It highlights the importance of a multi-platform strategy that leverages both the extensive reach of large networks like Meta and Google and the specialized capabilities of smaller ad networks to engage with health-conscious consumers.





## Top Advertisers

Google Play Store Top Ad Networks by Creative Counts



The top health and fitness advertiser apps on the Google Play Store in 2023 showcase a broad spectrum of wellness interests.

- Leading the charge, **Daily Yoga: Fitness+Meditation** proves the appeal of holistic health practices, combining physical fitness with mental relaxation. **Flo Period & Pregnancy Tracker** highlights the demand for specialized health tracking, especially in women's wellness, illustrating the importance of tailored health insights.
- Fitness and lifestyle management apps like **Yoga-Go: Yoga For Weight Loss** and **Fabulous Daily Routine Planner** reflect a growing focus on personal improvement, catering to users aiming for weight loss and better daily habits. **Home Fitness Coach: FitCoach** and **HealthifyMe** demonstrate a strong user interest in apps that support workout planning and dietary tracking, essential for a comprehensive health approach.
- Replika: My AI Friend** stands out as an AI-based mental wellness app, suggesting an innovative approach to mental health support through conversational AI, highlighting the evolving landscape of digital wellness solutions.
- Apps focusing on sleep and relaxation, such as **Sleep Monitor: Sleep Tracker**, **Calm**, and **BetterSleep** emphasize the critical role of rest and mental well-being in the overall health equation, pointing to a widespread recognition of sleep's foundational importance in maintaining health.

This diverse lineup from the 2023 Google Play Store indicates a dynamic health and fitness app market, with users increasingly leaning towards integrated solutions that address multiple aspects of well-being, from physical activity and nutrition to mental health and sleep.



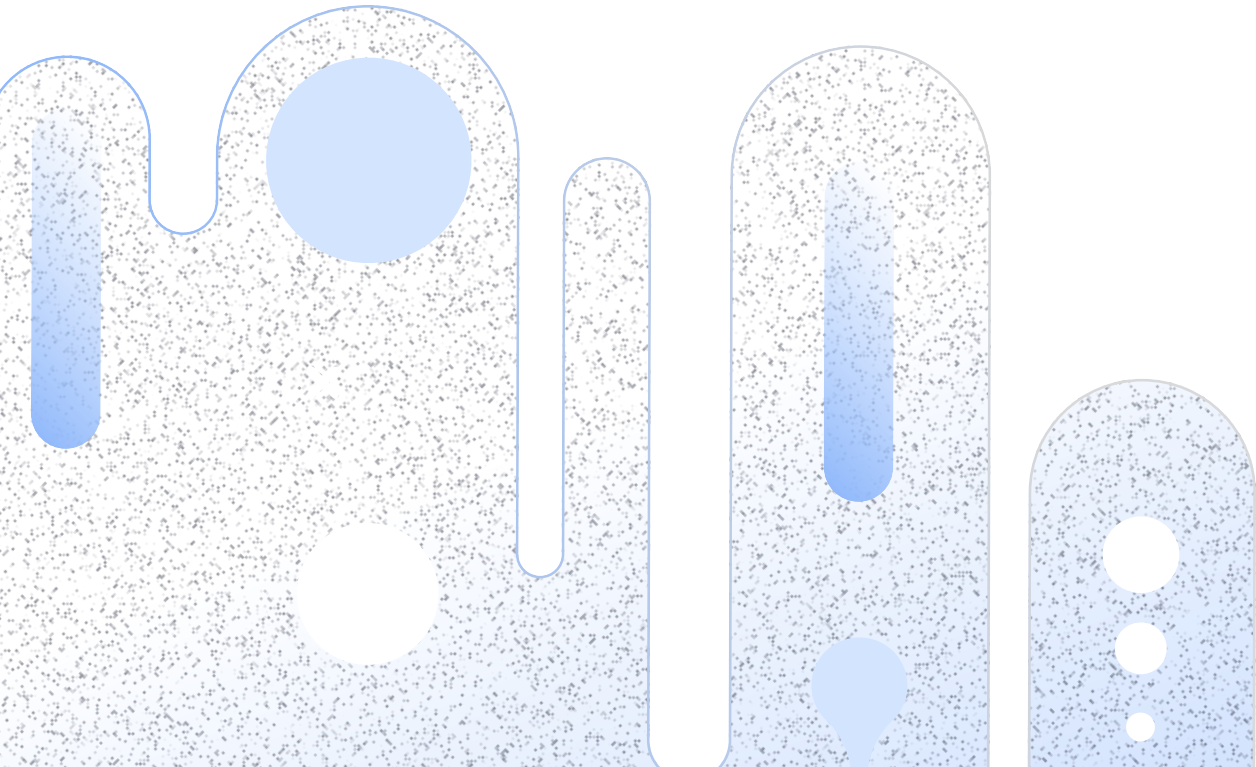
The 2023 lineup of Health and Fitness Apps on the Google Play Store that garnered the most ad impressions reflects a comprehensive approach to wellness, spanning mental health, engaging physical workouts, and meticulous health tracking.

- **Mind Joy - Daily Affirmations** captures a significant share of impressions, underscoring an increased societal emphasis on mental health and the effectiveness of affirmations in fostering a positive mindset. This app's popularity points to a broader trend of integrating mental wellness practices into everyday routines.
- Fitness-oriented apps like **Freeletics: Fitness Workouts** and **Dancefitme: Fun Workouts** stand out for their appeal to users seeking dynamic and enjoyable exercise regimes by offering customizable workouts that range from high-intensity training to dance-based fitness, highlighting the demand for flexible and accessible fitness solutions
- **BetterSleep** emphasizes the critical role of sleep in overall health, aligning with the growing recognition of sleep quality as a foundational aspect of well-being. Meanwhile, apps such as **Blood Pressure Log: BP Tracker** and **Blood Pressure Tracker-BP Note** indicate a substantial interest in monitoring conditions like hypertension, which necessitates regular oversight.



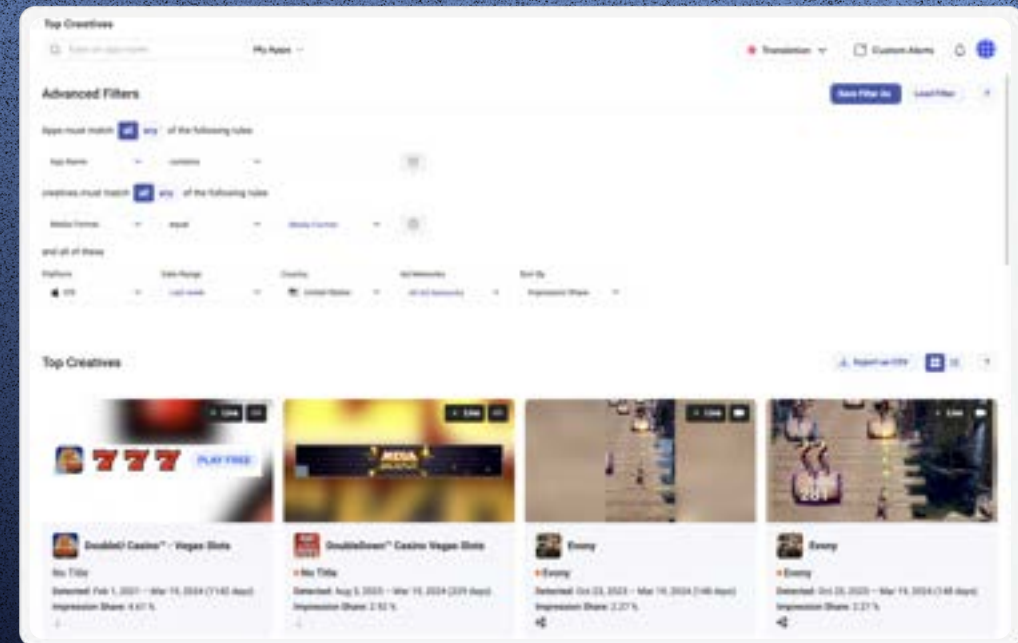
- Further emphasizing mental wellness, **VOS: Mental Health, Journal** promotes journaling as a therapeutic activity, while **Fitness plan, workout at home** appeals to those seeking structured exercise plans without the need for gym access. Daily Yoga and **HealthifyMe** round off the list, highlighting the enduring interest in holistic health approaches that meld physical activity, mindfulness, and dietary management.

This diverse array of apps reflects the multifaceted nature of health and fitness preferences among Google Play Store users in 2023. The variety of topics, like better mental health, sleep, custom fitness, and health tracking, shows a big move towards diverse and full health help online.



## CREATIVE ANALYSIS

Explore and analyze live or inactive ad creatives of any app to inform your campaign decisions. Filter by format, store, status, ad networks, media types, durations, countries, and ad status for a customized and detailed analysis.



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# Travel

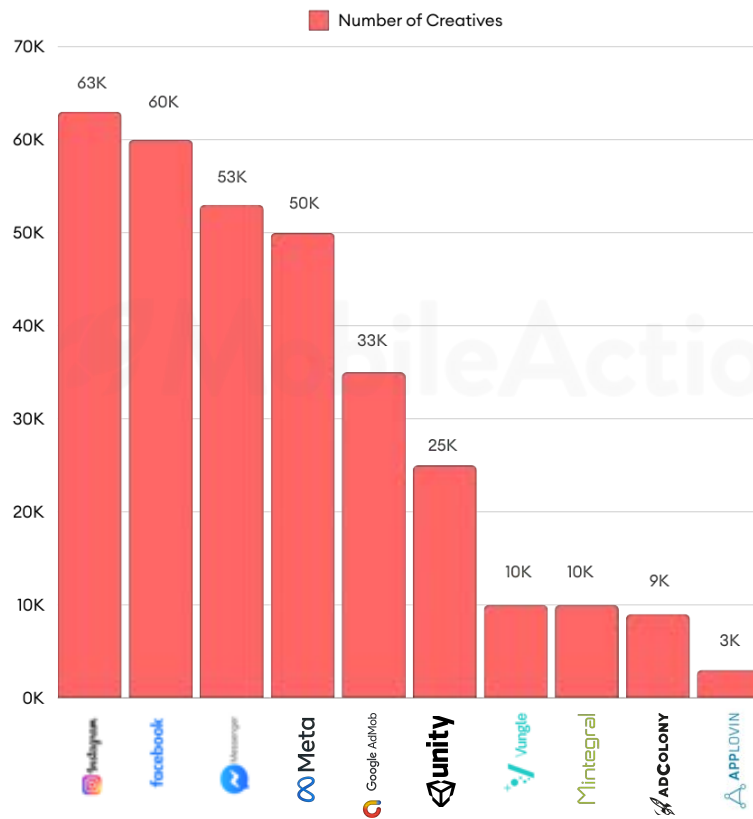
People are leaning more and more on mobile apps to help them plan and get organized, especially when it comes to travel. From booking flights and hotels to looking up fun things to do, apps have become the go-to solution for travelers mapping out their trips. Over time, these travel apps have become more central to the whole travel experience, and it looks like they're here to stay. Particularly, just as summer is about to start or right before the holiday season in early winter, you'll see a spike in travel app downloads as everyone starts getting ready for their next adventure.

# Travel

## Top Ad Networks

### App Store

App Store Top Ad Networks: Travel



The data in this report has been gathered using MobileAction tools.

The top ad networks in the travel category on the App Store for 2023 reveal significant insights into how travel apps are reaching their audiences.

- **Meta's** platforms, including Instagram Native, Facebook, Messenger, and Meta Audience Network, dominate the list with the highest creative counts. This dominance shows how practical of Meta's ecosystem in targeting and engaging potential travelers, leveraging the visual and social aspects of these platforms to inspire travel plans and bookings.
- **AdMob** by Google also plays a crucial role, with a substantial number of creatives, highlighting Google's vast reach and the trust travel app developers place in its advertising capabilities to connect with users across various apps and services.
- The presence of **Unity**, though significantly lower in creative count, suggests that some travel apps are exploring immersive advertising experiences, possibly leveraging Unity's strength in interactive and 3D ads to capture users' attention.
- Other ad networks like **Vungle**, **Mintegral**, and **AdColony**, despite lower counts, are still part of the mix, indicating a diverse advertising strategy employed by travel apps to reach their target audience through a variety of channels and ad formats.



- The relatively low counts for networks like **AppLovin** and **Tapjoy** might reflect their more niche roles in the travel advertising landscape, possibly focusing on specific types of travel apps or user demographics.

Overall, the reliance on Meta's platforms for the majority of ad creatives in the travel category highlights the importance of social and visual content in influencing travel decisions. Meanwhile, the varied use of other ad networks indicates a strategic approach to reach different segments of travelers, from those inspired by immersive content to users engaged through more traditional ad formats.



“ Using MobileAction’s Ad Intelligence, we were able to differentiate our ad creatives and managed to decrease our CPI by 18 – 36% in our target countries while increasing CTRs & CRs. ”

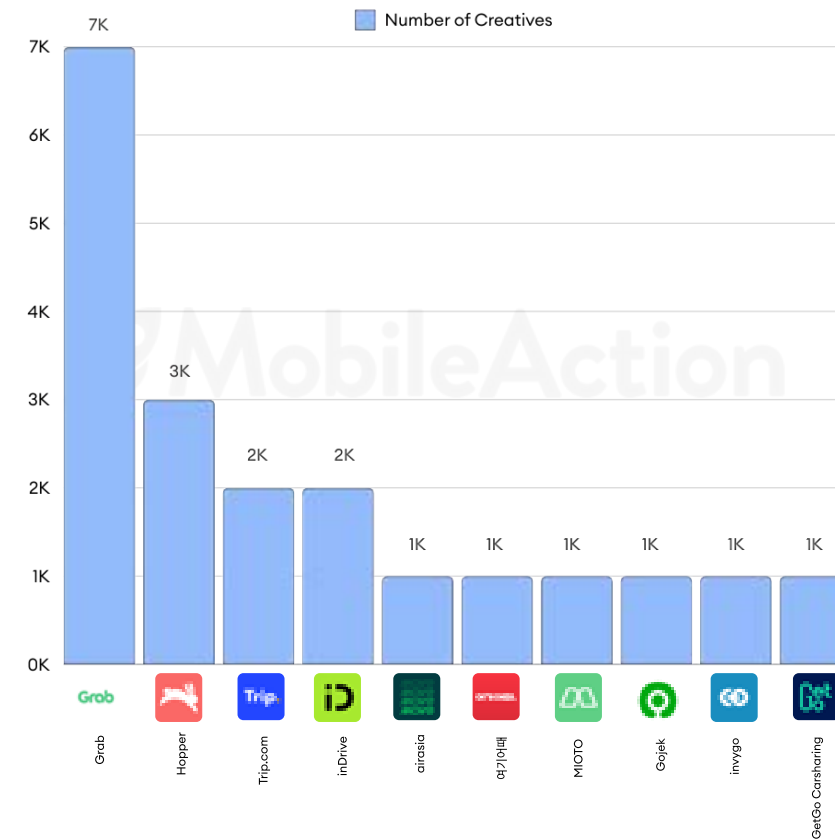


**Mert Çamur**

Senior Performance Marketing Manager

## Top Advertisers

App Store Top Advertisers: Travel



The 2023 lineup of top advertiser apps in the App Store's travel category showcases a rich diversity of services, reflecting modern travelers' evolving preferences and needs.

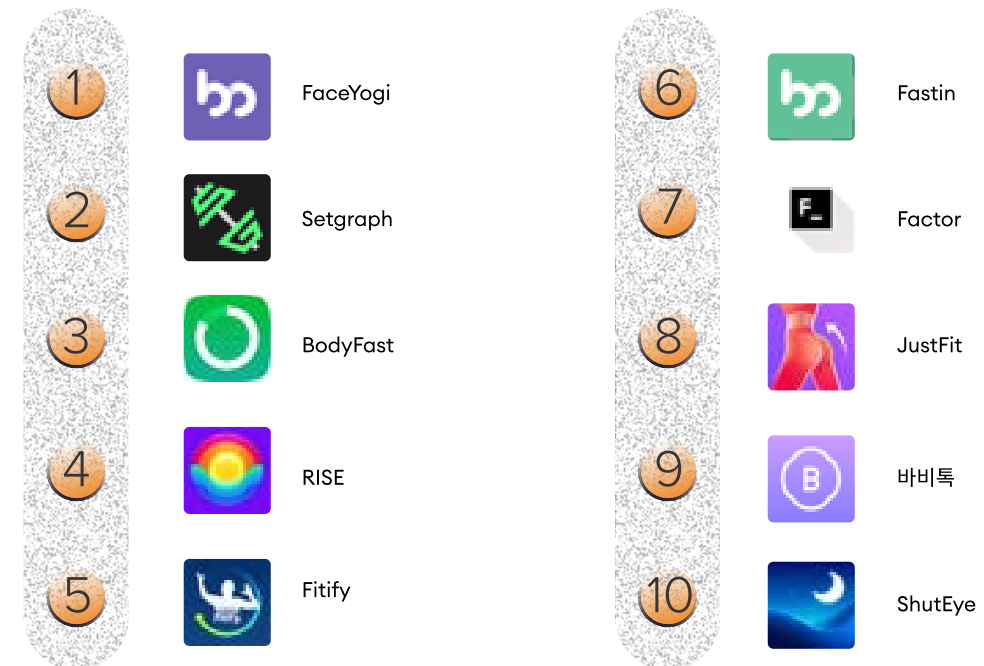


- Leading the chart, **Grab: Taxi Ride, Food Delivery** illustrates the growing trend towards multifunctional apps that facilitate transportation and offer added conveniences like food delivery, appealing to the on-the-go lifestyle of today's users.
- Apps like **Hopper: Flights, Hotels & Cars** and **Trip.com: Book Flights, Hotels** demonstrate the enduring appeal of comprehensive travel platforms that simplify trip planning by consolidating flight, accommodation, and transport bookings into a single user-friendly interface. This one-stop-shop approach resonates with travelers seeking streamlined solutions for their trip-planning needs.
- On the transportation front, **inDrive. Save on city rides** and **Gojek** highlights the significant role of ride-sharing and on-demand transport services in urban mobility. These apps cater to a growing segment of users prioritizing convenience and affordability in their daily commutes and city travels.
- The presence of region-specific apps like **여기어때 - 호텔, 모텔, 펜션, 항공권 최저가 예약** and **MIOTO - Ứng dụng thuê xe** in the list points to the importance of localized travel solutions that address the unique preferences and requirements of travelers in specific markets, offering tailored content and services that resonate with local cultures and needs.
- Emerging trends in the car rental space are represented by **Invygo** and **GetGo Carsharing**.

These indicate a shift towards more flexible and non-committal modes of car usage, aligning with the modern consumer's desire for convenience and adaptability.

In 2023, top App Store travel apps highlight a vibrant industry, offering everything from comprehensive trip planning and on-demand transport to specialized regional services, showcasing how diverse travel industry is.

### App Store Apps with Most Impressions



MobileAction

The list presents an intriguing mix of services, spanning from transportation and financial management to weather tracking and communication tools, reflecting the diverse needs of modern travelers.

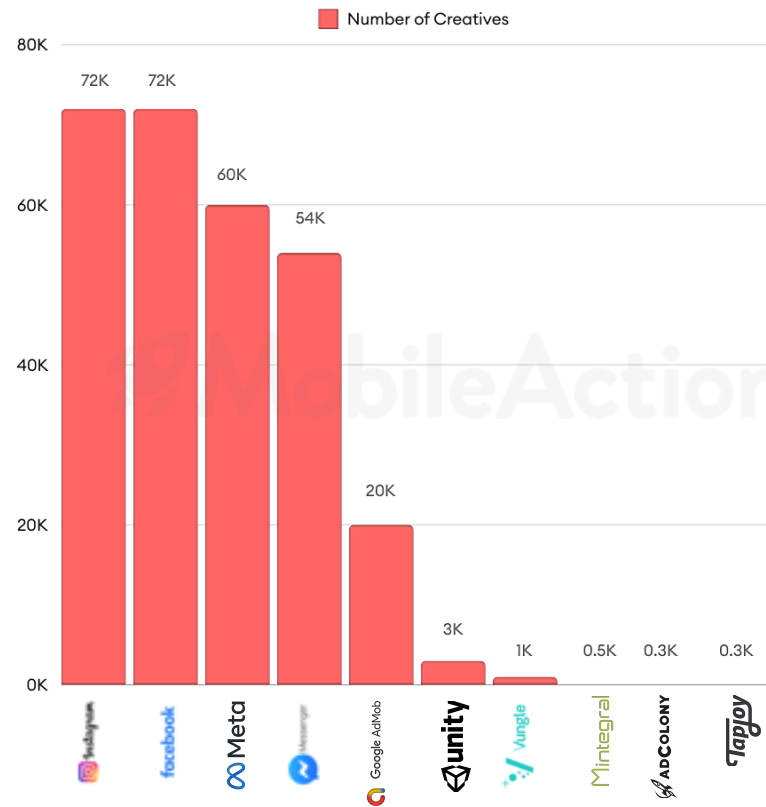
- **Bolt: Request a Ride** leads with over a million impressions, emphasizing the critical role of ride-hailing services in travel, providing convenience and flexibility for users on the move. **Revolut: Send, spend and save** follows, highlighting the growing importance of how crucial for travelers managing finances across borders.
- The inclusion of **みんなのカジノランキング**, a casino app, might seem out of place in a travel list but indicates the broad appeal of entertainment options for travelers, especially in destinations known for their gaming and leisure industries.
- Weather apps like **Weather Live° - Local Forecast** and **Clime: NOAA Weather Radar Live** indicate the necessity of real-time weather information for travelers planning their activities and ensuring safety during their journeys. **Planes Live - Flight Tracker** further cements the need for real-time information, allowing users to track flights, a valuable tool for both personal and professional travel coordination.

- Communication tools such as **OnPhone - Second Phone Number** and **Talk360: International calls** reflect the need for reliable communication solutions that enable travelers to stay connected without the high costs traditionally associated with international calls.
- Language and learning tools like **iTranslate Converse** and **Cambly - English Teacher** round out the list, highlighting the importance of overcoming language barriers and enhancing communication skills, essential for navigating foreign environments and enriching travel experiences.

Overall, this list from the App Store in 2023 showcases the evolving landscape of travel apps, where users seek comprehensive solutions that not only facilitate transportation and financial transactions but also enhance their overall travel experience through weather updates, communication support, and even entertainment, reflecting the multifaceted nature of modern travel needs.

# Google Play Store

Google Play Store Top Ad Networks: Travel



The top ad networks in the travel category on the Google Play Store throughout 2023 reveal a significant reliance on Meta's platforms and a varied approach to mobile advertising within this sector.

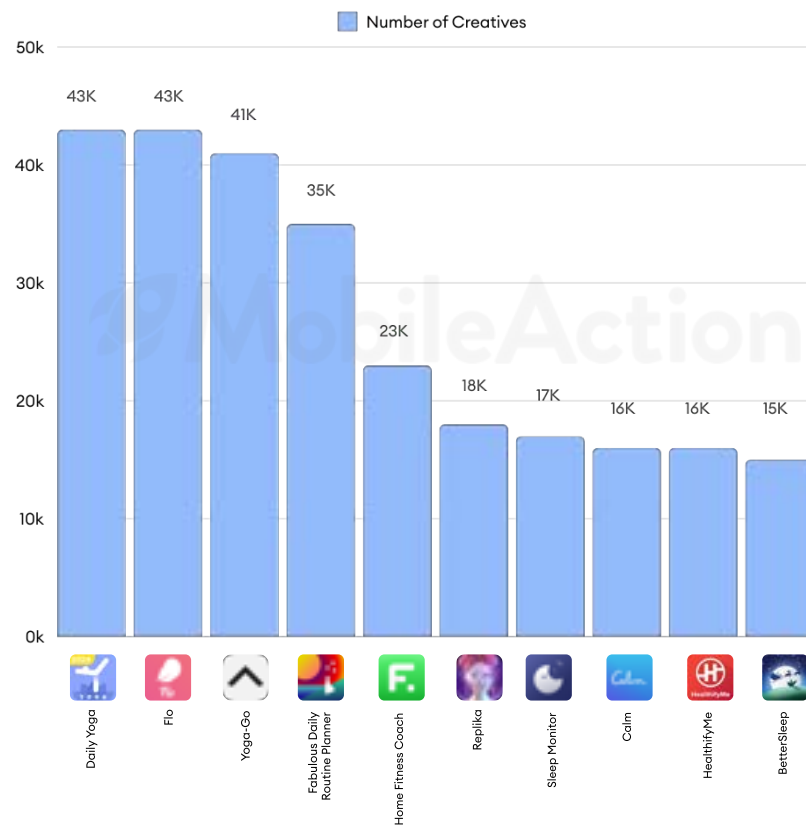
- Meta's** dominance is evident with Instagram Native, Facebook, and Meta Audience Network leading the pack, showcasing the high engagement and extensive reach these platforms offer. The close creative counts between Instagram and Facebook suggest a strategic use of both platforms to target and engage a broad audience, capitalizing on their diverse user bases and sophisticated targeting capabilities.
- Messenger**, another Meta platform, also ranks high, indicating the importance of more direct and personal communication channels in reaching travelers. This points to a trend where advertisers in the travel sector leverage a mix of public and private messaging platforms to connect with potential customers.
- AdMob** by Google follows, with a significantly lower count but still notable for its reach across Android devices. This disparity highlights the strong preference for social media platforms in travel advertising, likely due to their visual and interactive nature, which suits travel content well.
- Unity, Vungle, Mintegral, AdColony, and Tapjoy**, while much lower in creative counts, represent the diversity within the advertising ecosystem. They offer specialized formats and environments that might appeal to specific segments of the travel market. Their presence highlights the varied strategies employed by travel advertisers to capture attention in a competitive digital landscape.



Meta leads in travel ads on Google Play, using social media's reach and engaging content to drive travel interest and bookings, while other networks explore new, targeted ad solutions.

## Top Advertisers

Google Play Store Top Ad Networks by Creative Counts



The data in this report has been gathered using MobileAction tools.

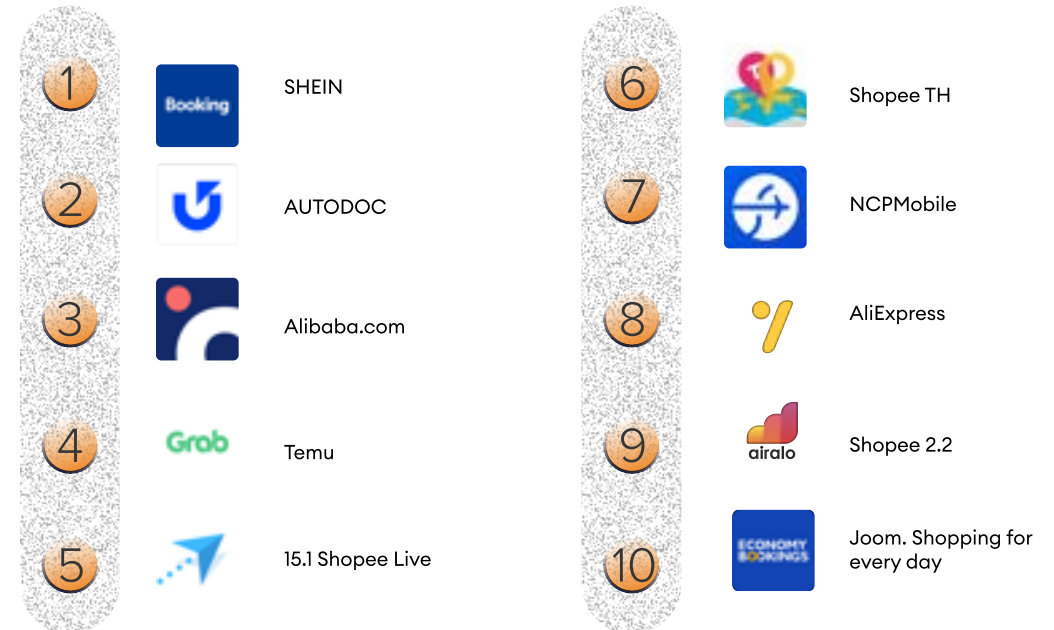
The 2023 lineup of top advertiser apps in the travel category on the Google Play Store showcases a variety of services catering to different aspects of travel, highlighting evolving consumer preferences and the importance of convenience in travel planning.

- Trip.com: Book Flights, Hotels** stands out with the highest number of creatives, underscoring the app's comprehensive approach to travel bookings, including flights and accommodations, catering to users looking for all-in-one platforms. **Grab - Taxi & Food Delivery** reflects a blend of mobility and convenience, serving travelers who prioritize easy access to local transport and food delivery services in one app.
- Hopper: Hotels, Flights & Cars** and **Booking.com: Hotels & Travel** further emphasize the trend towards centralized booking platforms, offering a wide range of options from budget to luxury and highlighting the user demand for simplicity and efficiency in organizing trips.
- Vrbo Vacation Rentals** points to the increasing popularity of vacation rentals as an alternative to traditional hotel stays, offering more personalized and unique accommodation experiences. Similarly, **Agoda: Book Hotels and Flights** and **Traveloka: Hotels & Flights** indicate the global appeal of travel booking platforms, providing localized services and deals to a diverse user base.

- Airasia: Flights & Hotel Deals** showcases how airlines are expanding their offerings to include hotel bookings, responding to the trend of bundling travel services for better deals. Regional apps **야놀자** and **Invygo** cater to specific market segments, with the former focusing on local accommodations and experiences and the latter offering flexible car rental options. This highlights the diversity in travel preferences and the need for tailored services.

The top travel advertisers show a market aiming to provide all-in-one services—transport, stays, and local activities—meeting today's travelers' needs for ease, choice, and tailored trips. This approach aligns with the modern traveler's desire for convenience, variety, and personalized travel solutions.

### Google Play Store Apps with Most Impressions



- The list of travel apps with the most ad impressions on the Google Play Store in 2023 showcases a wide array of services tailored to various travel needs, with **Booking.com: Hotels & Travel** standing out significantly for its dominant presence.
- Booking.com** leads with a staggering 3,630,794 impressions, highlighting its immense influence in the travel category.



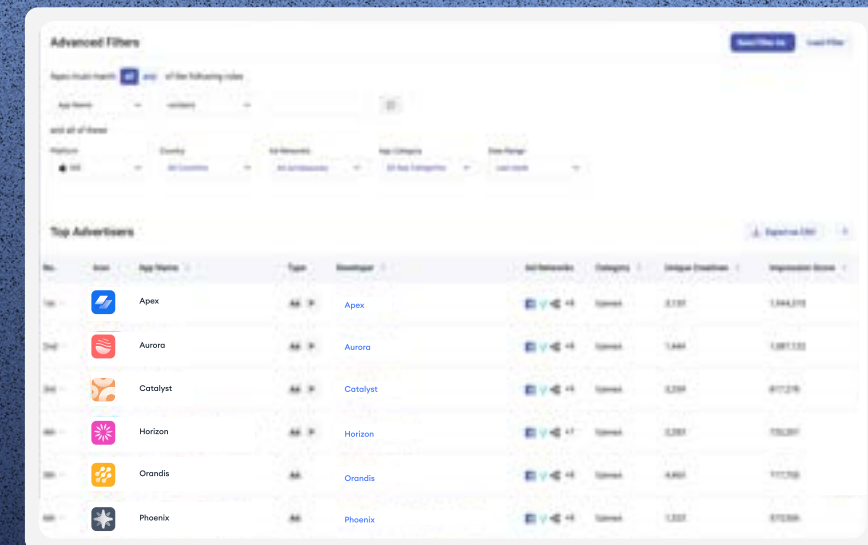
This vast number reflects the app's widespread popularity and its effectiveness in engaging users, underscoring its pivotal role in online travel booking. The app's comprehensive offerings, from hotels to travel experiences, and user-friendly features, likely contribute to its high visibility and user engagement.

- **Upside: Cash Back - Gas & Food** follows, although with significantly fewer impressions, indicating a strong interest in apps that offer financial incentives for travel-related purchases. **Omio: Europe & U.S. Travel App** and **Grab - Taxi & Food Delivery** cater to specific travel needs, from intercity transport bookings to local taxi and food services, highlighting the diversity within travel apps catering to both global and local needs.
- **Planes Live—Flight Tracker** and **TourBar —ChatMeet & Travel** reflect travelers' varied interests, from tracking flights in real time to connecting with fellow travelers. Apps like **Cheap Flights App—FareFirst** and **Airalo: eSIM Travel & Internet** indicate a demand for cost-effective travel solutions and seamless connectivity, essential for today's tech-savvy travelers.
- Including region-specific apps like **yala** and services like **EconomyBookings Car Rental** provides a tailored approach to travel apps to meet diverse user preferences and regional demands.

Overall, this list reflects the dynamic nature of the travel app market, with Booking.com leading the way in terms of user engagement and ad impressions, illustrating the app's significant impact and the broad spectrum of services sought by travelers on the Google Play Store in 2023.

## TOP ADVERTISERS

Examine app profiles, covering ad networks, countries, categories, and platforms, for a complete view of top apps' paid activities. Discover spending behaviors, impression scores, and preferred platforms to guide your investment decisions.



The screenshot shows a dashboard with a table titled 'Top Advertisers'. The table has columns for Rank, Icon, App Name, Type, Developer, Ad Networks, Category, Average Cost Per Ad, and Impressions Score. The data is as follows:

Rank	Icon	App Name	Type	Developer	Ad Networks	Category	Average Cost Per Ad	Impressions Score
1st		Apex	App	Apex	Facebook, Google	Games	2.10	1,842,119
2nd		Aurora	App	Aurora	Facebook, Google	Games	1.84	1,807,133
3rd		Catalyst	App	Catalyst	Facebook, Google	Games	2.29	877,236
4th		Horizon	App	Horizon	Facebook, Google	Games	2.89	782,001
5th		Orandis	App	Orandis	Facebook, Google	Games	4.80	717,706
6th		Phoenix	App	Phoenix	Facebook, Google	Games	1.33	678,506

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A man in a dark suit and glasses is shown in profile, looking at a laptop screen. The screen displays a bar chart with several blue bars of varying heights. The background is a dimly lit office with a desk, a pair of scissors, and some papers. The overall color scheme is dark blue and black.

# Finance

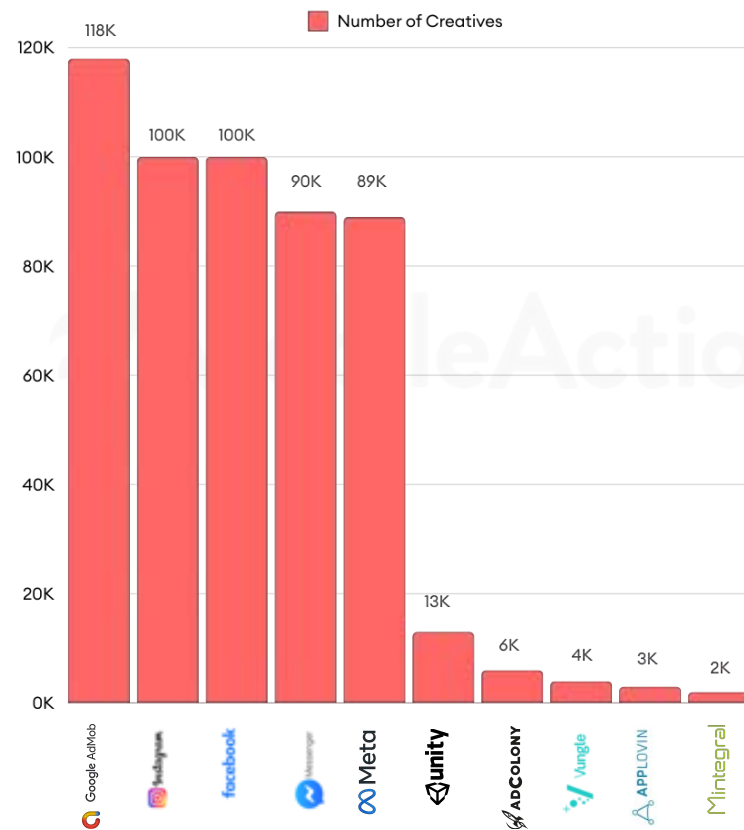
During the pandemic, the Finance category experienced significant growth, driven by a surge in interest in cryptocurrencies and the stock market. More people began using their smartphones to invest and manage their finances, leading to increased competition within the category. Even after the pandemic, finance apps have maintained popularity, indicating that managing finances through apps has become the norm. The fluctuations and behavioral shifts towards exploring new investment areas have persisted beyond the pandemic, ensuring that finance apps continue to perform exceptionally well.

# Finance

## Top Ad Networks

### App Store

App Store Top Ad Networks: Finance



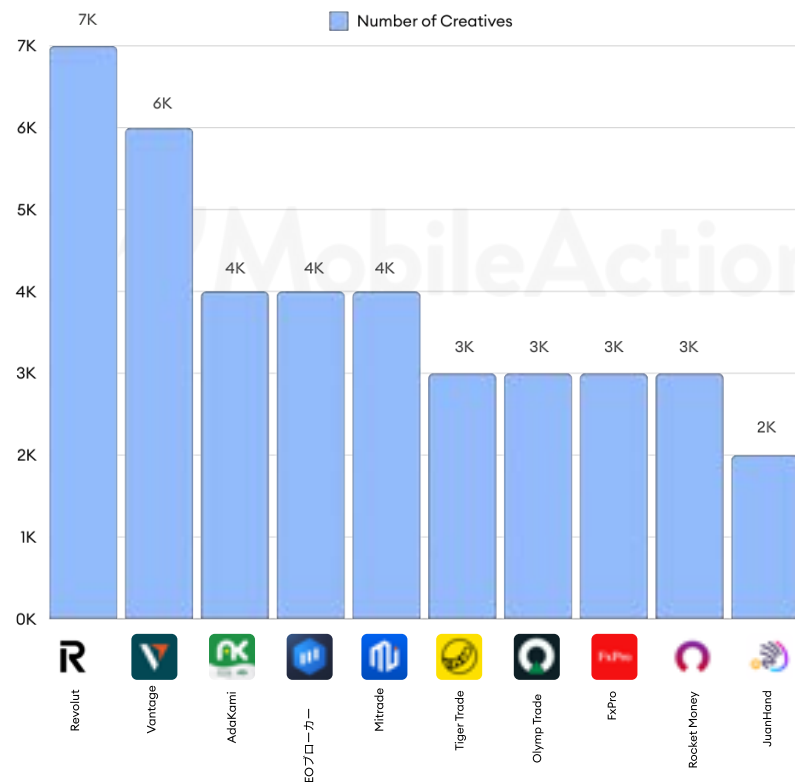
The data in this report has been gathered using MobileAction tools.

- In the finance category on the App Store throughout 2023, the collective strength of **Meta** platforms (Instagram Native, Facebook, Messenger, and Meta Audience Network) stood out prominently, with over 372,396 creatives. The Meta ecosystem, renowned for its extensive user base and sophisticated targeting capabilities, has proven invaluable asset for finance apps aiming to reach diverse audiences with personalized content, from investment advice to budgeting tools.
- **AdMob** led the pack with 118,484 creatives, highlighting Google's dominance in digital advertising. Its wide-reaching network and advanced analytics allow for highly targeted campaigns, making it a favored choice for finance apps looking to connect with users across various digital touchpoints.
- **Unity** marked its presence with 13,584 creatives, signaling an interesting cross-over where finance apps leverage gaming networks to tap into new, engaged audiences. This indicates a strategic diversification in advertising channels within the finance sector, aiming to capture users' attention in less conventional environments.
- Despite fewer creatives, **AdColony**, **Vungle**, and **AppLovin** are key in finance app ads, targeting niche users with unique formats. **Mintegral**, **Tapjoy**, **IronSource**, and **InMobi**, though smaller, add value with innovative targeting, diversifying strategies to boost finance industry engagement.

Overall, the finance category's advertising landscape 2023 was marked by a blend of broad-reaching platforms and specialized networks, each playing a crucial role in connecting finance apps with their target users. Meta platforms lead in financial advertising, showing social media's power. Various networks indicate a broad strategy to reach users in different digital spaces.

## Top Advertisers

App Store Top Advertisers: Finance



The data in this report has been gathered using MobileAction tools.

The list of top advertiser apps in the finance category on the App Store in 2023 reveals various financial services, from digital banking and trading platforms to online lending and budget management.

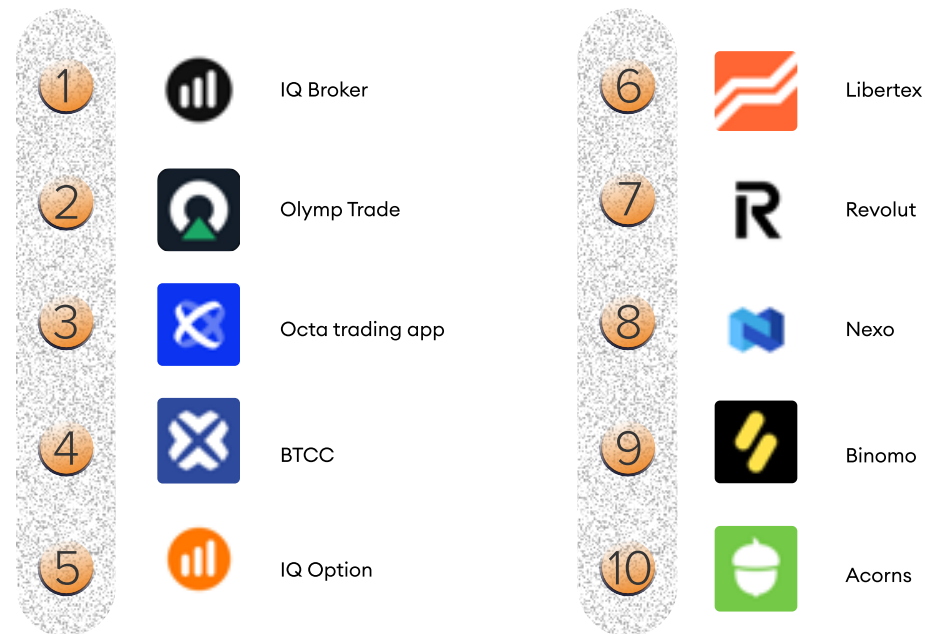
- **Revolut: Send, spend and save** leads with 6,505 creatives, underscoring the app's appeal as a comprehensive financial tool that caters to a modern audience seeking convenience in managing their finances. **Vantage: All-In-One Trading App** follows closely, highlighting the growing interest in accessible trading platforms that offer users a gateway to global financial markets.
- Apps like **AdaKami-Pinjaman Uang Online** and **JuanHand-Fast cash loan** indicate a significant demand for online lending services, providing quick financial solutions to users. Their advertising efforts reflect the importance of mobile platforms in the personal lending.
- **EOブローカー** and **Mitrade - Trade Global Markets** showcase the appeal of investment and trading apps, suggesting a trend towards democratizing access to stock and commodity markets. **Tiger Trade: Invest Globally** and **Olymp Trade** further emphasize this trend, pointing to a user base eager to engage in global investment opportunities.
- **FxPro** and **Rocket Money - Bills & Budgets** round out the list, the former catering to the forex trading community and the latter addressing the need for budgeting and expense tracking tools.



Their presence highlights the varied needs of App Store users within the finance category, from trading and investment to personal financial management.

This selection showcases the dynamism of the finance app market, mixing classic finance tools with new platforms. It meets the modern consumer's growing personal finance, trading, and investment needs.

### App Store Apps with Most Impressions



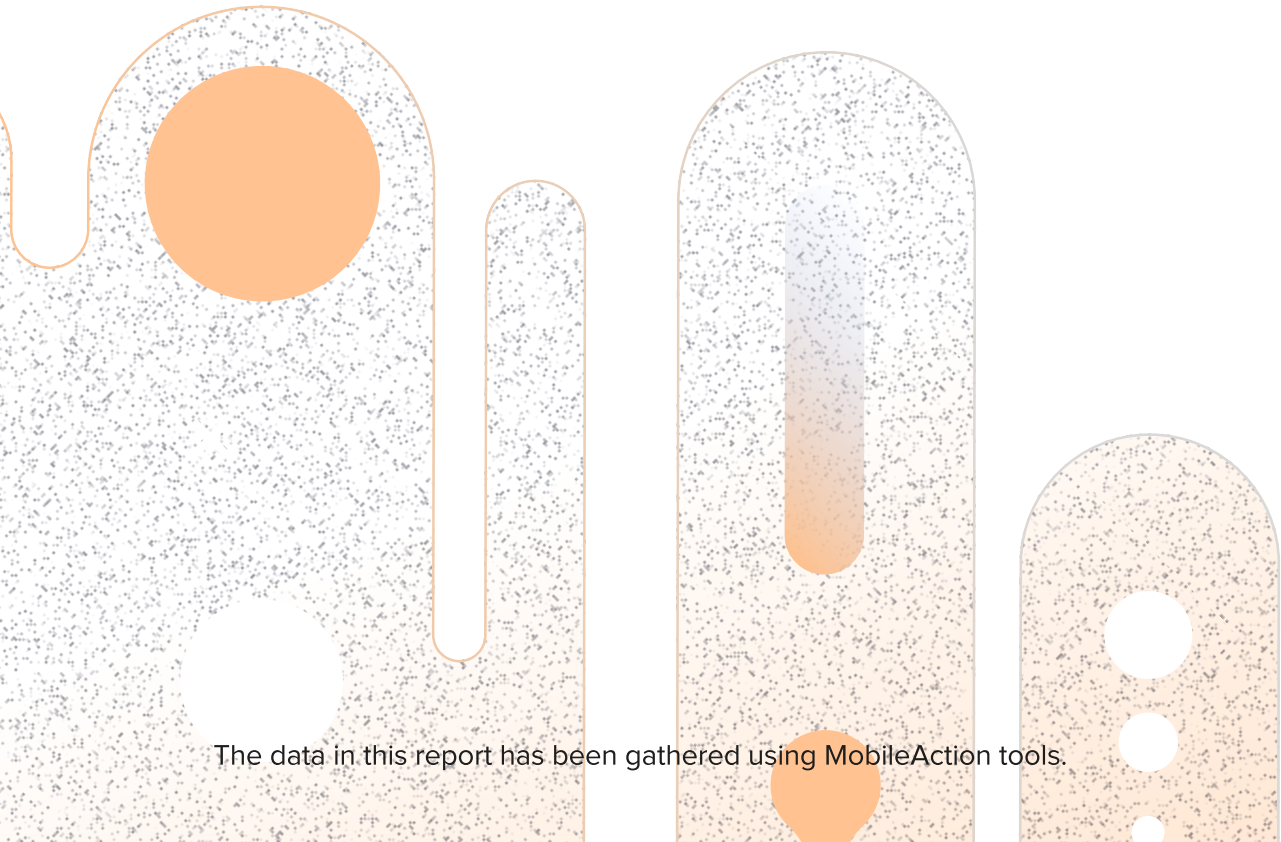
MobileAction

The list of finance apps with the most ad impressions on the App Store in 2023 reflects strong user interest in trading and cryptocurrency platforms, as well as innovative saving and spending solutions.

- **IQ Broker** leads with an impressive number of impressions, showcasing the high demand for comprehensive trading tools. **Olymp Trade** and **IQ Option – FX Broker** further emphasizes the popularity of online trading, particularly in forex markets, indicating a user base keen on exploring global financial markets from their devices.
- Cryptocurrency apps like **BTCC-Trade Bitcoin & Crypto** and **Nexo: Buy Bitcoin & Crypto** highlight the growing intrigue and investment in the digital currency space, pointing to the expanding role of crypto in personal finance. **Octa trading app** and **Libertex - Online Trading App** also contribute to the trend, emphasizing the diverse interests of traders in various financial instruments.
- **Revolut: Send, spend, and save** stands out for its multifunctionality. It offers users a blend of traditional banking services with modern investment opportunities, reflecting a shift towards more integrated financial management apps.

- **Acorns: Invest Spare Change** represents a growing interest in micro-investing, appealing to those looking for easy, low-commitment ways to start investing, demonstrating the varied financial goals and strategies of App Store users in 2023.

Overall, trading and investment apps' prominence in the list of the most impressive finance apps on the App Store in 2023 reflects a dynamic shift towards mobile finance management, with a clear emphasis on trading platforms that democratize access to financial markets and investment opportunities.

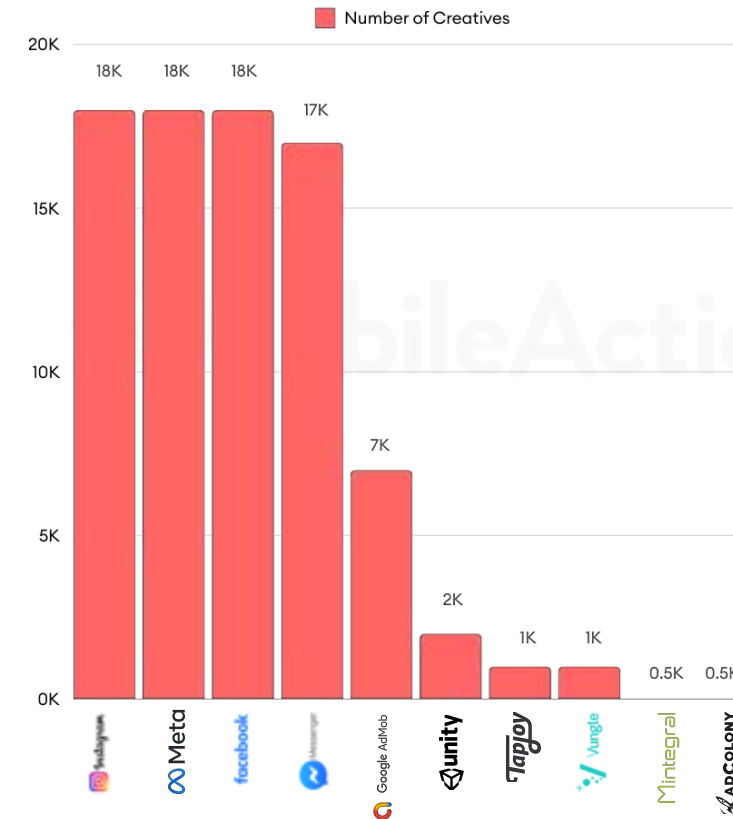


The data in this report has been gathered using MobileAction tools.

## Top Ad Networks

# Google Play Store

Google Play Store Top Ad Networks: Finance



- Meta's platforms stand out in the Finance category on Google Play in 2023.

Instagram Native, Meta Audience Network, and Facebook are at the top, with Messenger right behind them. This shows how useful Meta's system is for finance apps. It uses smart targeting and many users to reach customers interested in finance.

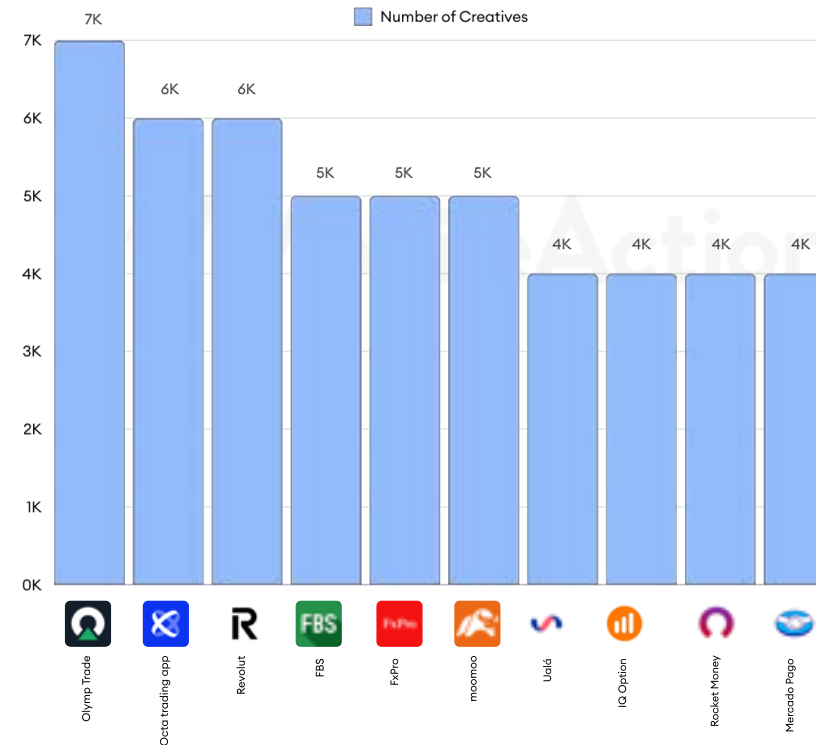
- **AdMob** by Google also stands out, reflecting its pivotal role in the Android app advertising realm. Its significant presence underscores the trust finance app marketers place in Google's advertising network, capitalizing on its extensive data analytics and targeting capabilities to reach relevant audiences effectively.
- **Unity's** appearance among the top ad networks is particularly noteworthy, suggesting an innovative crossover of ad networks traditionally associated with gaming into the finance advertising space. This indicates a creative and engaging approach to capturing the attention of potential finance app users, perhaps appealing to a younger, tech-savvy demographic that frequents gaming platforms.
- Despite lower creative counts, other networks like **Tapjoy, Vungle, Mintegral, and AdColony** play vital roles in finance app advertising. They offer unique ad formats and targeted reach, enriching the advertising landscape.

Their contributions highlight the diverse strategies used in finance app marketing, combining broad social campaigns with targeted ads to engage a wide range of users and needs in the competitive Google Play Store environment.

The ad scene for finance apps on Google Play Store mixes big social media campaigns with focused ads from smaller networks. This mix shows how lively and competitive marketing for finance apps is. Different platforms and tactics are used to grab user attention. They meet the changing wants of users in online finance.

## Top Advertisers

Google Play Store Top Advertisers: Finance





The top advertiser apps in the finance category on the Play Store for 2023 showcase a strong focus on trading platforms and comprehensive financial management tools.

- **Olymp Trade** leads with 7,463 creatives, emphasizing its significant presence in the online trading space, appealing to users interested in accessible trading options. The **Octa trading app** follows with 6,253 creatives, further highlighting the popularity of trading platforms that offer diverse financial instruments and user-friendly experiences.
- **Revolut: Spend, Save, Trade** with 6,184 creatives illustrates the growing demand for all-in-one financial apps that combine everyday spending and saving features with investment and trading capabilities, catering to a broader audience looking for integrated financial solutions.
- **FBS – Trading Broker** and **FxPro** also command substantial advertising efforts, indicating a competitive market for platforms that provide advanced trading tools and resources. **moomoo: trading & investing** reflects the increasing interest in stock market investments, offering tools for novice and experienced investors.

- Financial management apps such as **Ualá: Manejá fácil tu plata** and **Rocket Money - Bills & Budgets** highlight the need for apps that assist users in budgeting, bill management, and overall financial organization, addressing the everyday financial concerns of users.
- **IQ Option – Trading Platform** and **Mercado Pago: cuenta digital** round out the list, showcasing the diverse needs of Play Store users, from trading to digital payments, underscoring the varied functionalities sought in finance apps.

This selection underlines a dynamic finance app landscape on the Play Store, driven by user demand for trading platforms, investment tools, and comprehensive financial management apps.

## Google Play Store Apps with Most Impressions



MobileAction

- IQ Option – Trading Platform** tops the list with many impressions, highlighting its popularity among users looking for versatile trading options. **AvaTrade: Trading App follows**, indicating a strong demand for apps that offer access to global financial markets and trading instruments.

- The inclusion of **投資初心者向けFXデモトレードの投資ゲーム-FX なび**, a forex trading simulation game, suggests a growing interest in educational and experiential trading platforms, especially among beginners looking to learn the ropes of forex trading in a risk-free environment. **Olymp Trade - trading** online further underscores the appeal of online trading platforms, offering a range of assets for trading.
- Cryptocurrency apps like **Nexo: Buy Bitcoin & Crypto** and **Binance: Buy Bitcoin & Crypto** reveal the continued interest and investment in the crypto market. Users seek platforms that provide secure and straightforward ways to buy, sell, and manage digital currencies. **Crypto.com—Buy BTC, ETH** adds to the crypto presence on the list, emphasizing the expanding ecosystem of crypto trading and investment apps.
- Libertex: Trade Stocks & Forex** and its counterpart **Libertex: Stocks & CFD Trading** highlight the demand for apps that facilitate trading across various asset classes, including stocks and forex. **Revolut: Spend, Save, Trade** stands out as a multi-functional financial app, offering a blend of traditional banking features with investment and trading options, catering to a broader financial management need.

This selection from the Google Play Store in 2023 illustrates a dynamic finance app market dominated by trading and cryptocurrency platforms. It also includes apps that merge traditional financial management with modern investment opportunities, catering to the diverse financial interests and needs of Android users.

# Photo & Video

A hand holding a smartphone displaying a camera interface. The screen shows a blurred forest scene. The camera interface includes a top bar with a flash icon, a central shutter button, and a bottom bar with mode options: 'SAKTE', 'VIDEO', 'BILDE', 'PORTRETT', and 'PANORAMA'. The background is a dark blue gradient.

The Photo & Video category has grown significantly, driven by AI advancements. New apps with AI tech have enhanced editing features, from smart filters to advanced video tools. The integration of AI has not only made high-quality production accessible but also streamlined complex editing processes, making them more user-friendly.

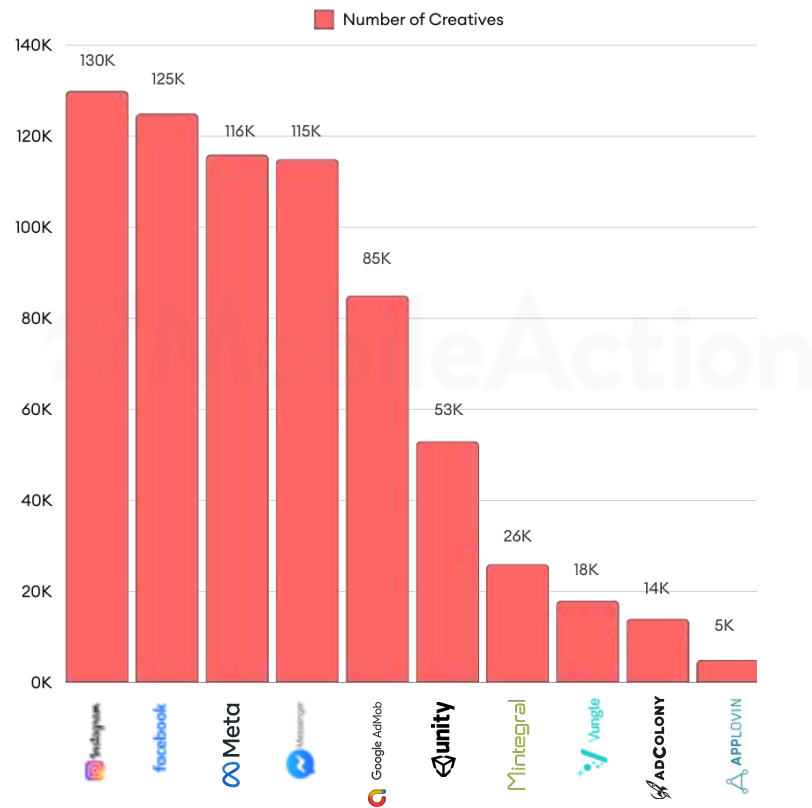


# Photo & Video

## Top Ad Networks

### App Store

App Store Top Ad Networks: Photo & Video



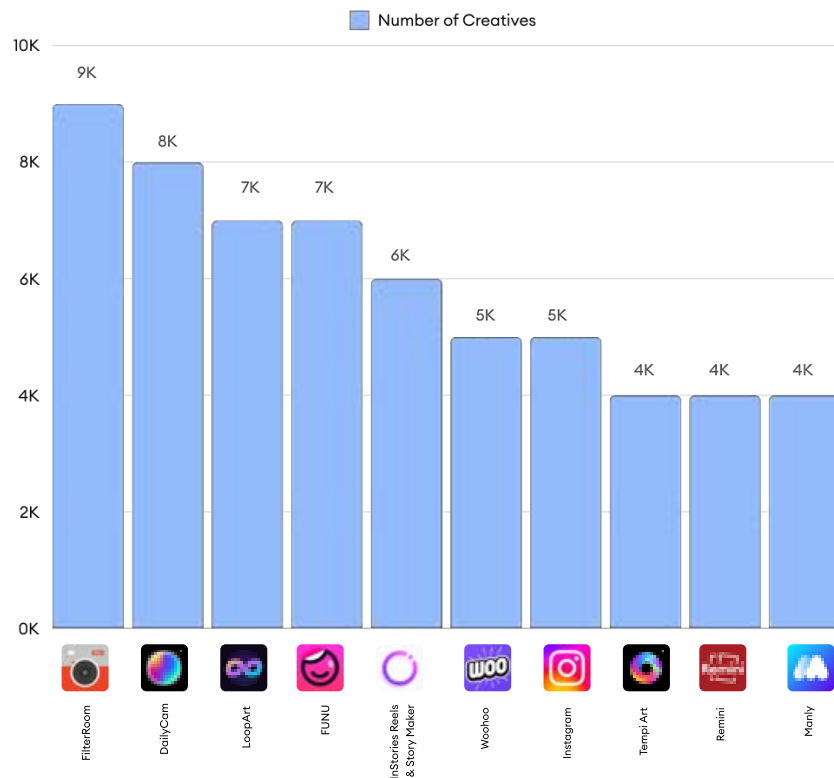
In the Photo & Video category on the App Store throughout 2023, Meta's platforms, including Instagram Native, Facebook, Meta Audience Network, and Messenger, dominated the top spots regarding creative counts.

- This dominance showcases the natural affinity between visual content apps and **Meta's** visually oriented platforms, particularly Instagram, where imagery is paramount. The high creative counts on these platforms reflect their effectiveness in reaching audiences interested in photo and video content, leveraging Meta's extensive user base and sophisticated targeting capabilities.
- **AdMob** by Google also played a significant role with 85,735 creatives, highlighting Google's expansive reach across mobile apps and its ability to serve targeted ads within the Photo & Video category. This shows AdMob's versatility and its appeal to advertisers seeking to engage users across different app categories, including those focused on visual content.
- Other networks like **Unity, Mintegral, Vungle, and AdColony**, though significantly trailing behind the leaders in creative counts, contributed to the ecosystem, offering specialized advertising solutions that cater to the unique needs of photo and video apps. Their presence indicates the diversity of the advertising landscape within this category, where different platforms provide various advantages, from immersive ad experiences to niche targeting options.

- **AppLovin** and **Tapjoy**, with lower creative counts, still played a role in this competitive space, possibly offering more targeted or niche advertising opportunities that appeal to specific segments of the Photo & Video app market. This varied approach among ad networks reflects the dynamic and multifaceted nature of advertising in the Photo & Video category, catering to a wide range of apps and user preferences within this visually driven domain.

## Top Advertisers

App Store Top Advertisers: Photo & Video



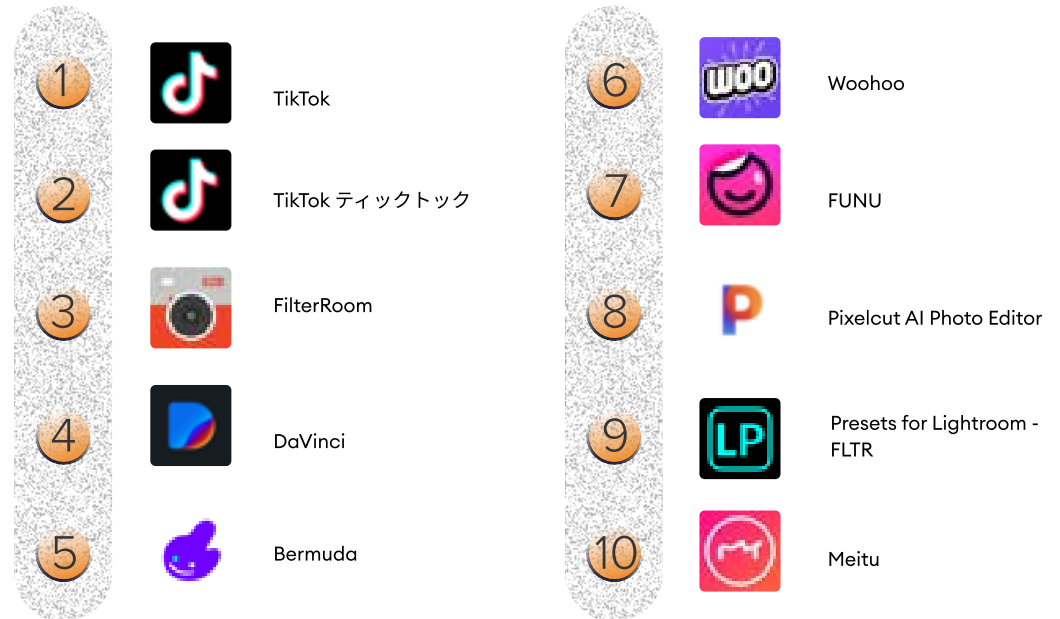
The top advertiser apps in the Photo & Video category on the App Store for 2023 reveal a strong emphasis on photo editing and enhancement tools, with a notable interest in AI-driven features and social sharing capabilities.

- **FilterRoom - Face Editor** and **DailyCam - Face Aging Editor** lead the list with significant creative counts, highlighting the consumer appeal for apps that offer facial editing and aging filters, showcasing the desire for personalized and often whimsical photo transformations.
- **LoopArt - 3D Photo & Morph** indicates a growing interest in creating dynamic and eye-catching content, with 3D effects and morphing capabilities adding a new dimension to standard photos, catering to users seeking to elevate their visual content.
- **FUNU - Enjoy fun-filled chat** and **Woohoo - Filters & Share** reflect the integration of photo editing with social interaction, suggesting that users are drawn to apps that enhance their photos and facilitate sharing and communication within a community or network.
- **InStories Reels & Story Maker** stands out as a tool for creating engaging social media content, particularly for platforms like Instagram. This indicates the importance of storytelling and branding in personal and professional social media use. Speaking of Instagram, its presence in the list, though not at the top, shows its foundational role in photo and video sharing, even as newer, more specialized apps carve out their niches.

- Tempi Art-Cartoon&AnimatePhoto and Remini - AI Photo Enhancer showcase the fascination with transforming standard photos into artistic expressions or enhancing them through AI, pointing to a demand for creative and high-quality photo outputs. Manly- Best Body Editor rounds out the list, catering to a niche interested in body image editing, reflecting the diverse range of editing preferences and concerns among App Store users.

Overall, this list illustrates a dynamic market where apps that offer innovative editing features, AI enhancements, and social sharing capabilities lead the way, responding to users' desires to create, enhance, and share visually compelling content.

### App Store Apps with Most Impressions



MobileAction

The list of photo & video apps with the most ad impressions on the App Store in 2023 showcases a blend of social media giants, innovative editing tools, and interactive platforms, highlighting the diverse interests of users in this category.

- TikTok has a staggering 2,981,795 impressions, underscoring its dominant presence in short-form video content. Its Japanese version, **TikTok ティックトック**, also attracted significant attention, indicating the platform's global appeal and localized engagement strategies.



This highlights the immense popularity of platforms that offer creative expression through video content.

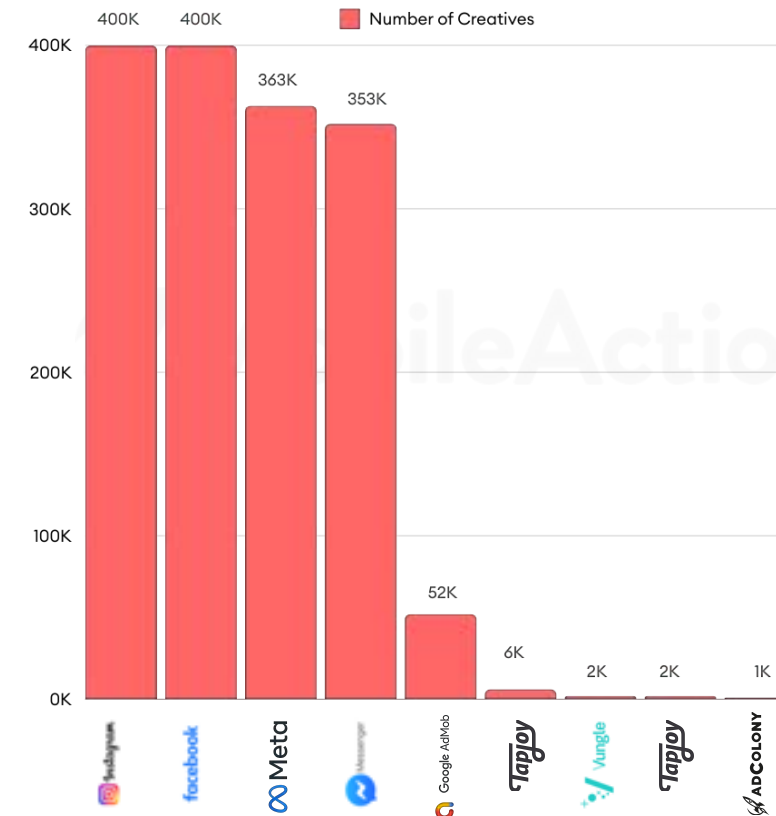
- **FilterRoom - Face Editor** and **DaVinci - AI Photo Generator** reflect the growing fascination with AI-driven photo editing, offering users advanced tools to enhance or transform their images creatively. These apps cater to the demand for high-quality, personalized photo edits, leveraging AI to provide unique visual effects and enhancements.
- **Bermuda-Random Live Video Chat** and **FUNU - Enjoy fun-filled** chat points towards the interest in interactive video chat applications, suggesting a trend towards apps that facilitate real-time connections and entertainment through live video interactions. **Woohoo - Filters & Share** and **Pixelcut AI Photo Editor** emphasize the continued demand for photo editing apps equipped with filters and AI technologies, enabling users to share polished content easily.
- **Presets for Lightroom - FLTR** indicates a preference for professional-grade editing presets, appealing to photography enthusiasts seeking to elevate their photo editing skills. **Meitu- Photo Editor & AI Art** rounds out the list, highlighting the appeal of apps that combine traditional photo editing with AI-generated art, catering to users looking to explore artistic and creative photo transformations.

In 2023, the App Store's Photo & Video category emphasized innovative editing, interactive experiences, and creative expression, mirroring evolving digital content trends.

## Top Ad Networks

# Google Play Store

Google Play Store Top Ad Networks: Photo & Video



In the Photo & Video category on the Google Play Store throughout 2023, Meta's suite of platforms, including Instagram Native, Facebook, Meta Audience Network, and Messenger, prominently led the pack regarding creative counts.

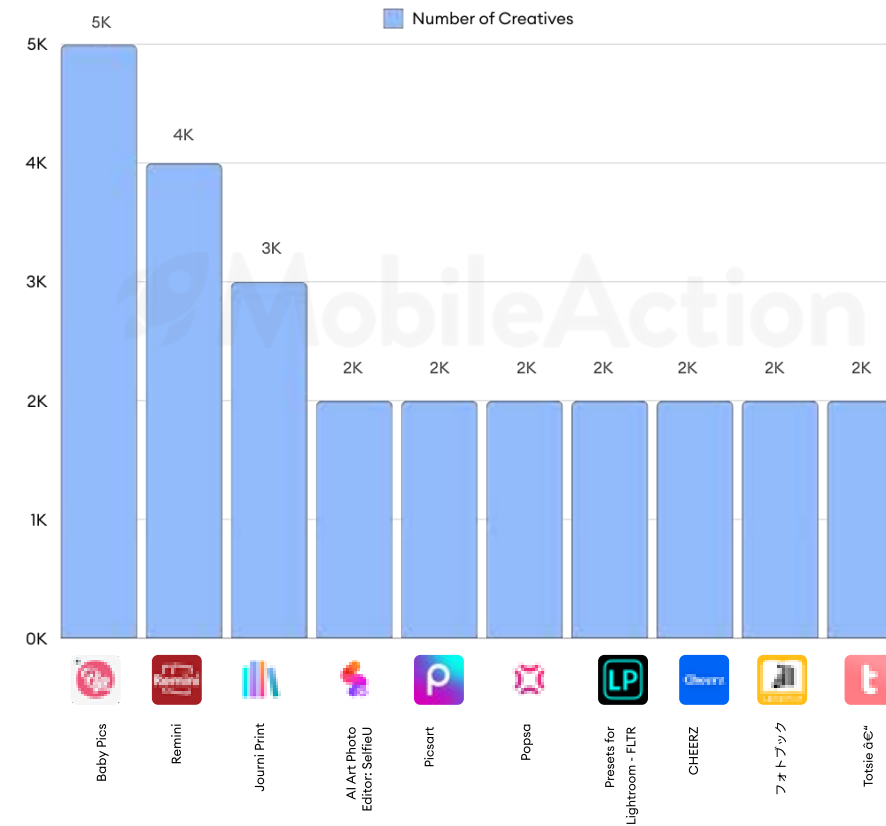
- This prominence shows the strong synergy between **Meta's** visually-centric platforms, especially Instagram, and apps focused on photo and video content, leveraging their vast user base and sophisticated targeting to reach audiences interested in visual media.
- **AdMob** by Google, with 5,229 creatives, also marked its presence, albeit with a significant gap from Meta's numbers. This shows Google's smart role in the Android world, giving ads that reach the right people. Though Meta is smaller than this area, Google still offers good chances for photo and video apps to connect and engage with users.
- Other networks like **Unity, Vungle, Tapjoy, and AdColony** showed a more modest participation in creative counts. Their involvement highlights the diverse advertising landscape within the Photo & Video category, where various platforms contribute niche strengths, from engaging ad formats to specific audience targeting, enriching the overall advertising ecosystem.

The stark contrast in creative counts between Meta's platforms and other networks illustrates the pivotal role of social media in promoting photo and video applications, capitalizing on their inherent visual nature.

It also reflects the broader advertising strategy within this category, where broad-reaching social platforms and specialized ad networks work together to cater to the dynamic needs of apps focused on visual content creation and sharing.

## Top Advertisers

Google Play Store Top Advertisers: Photo & Video



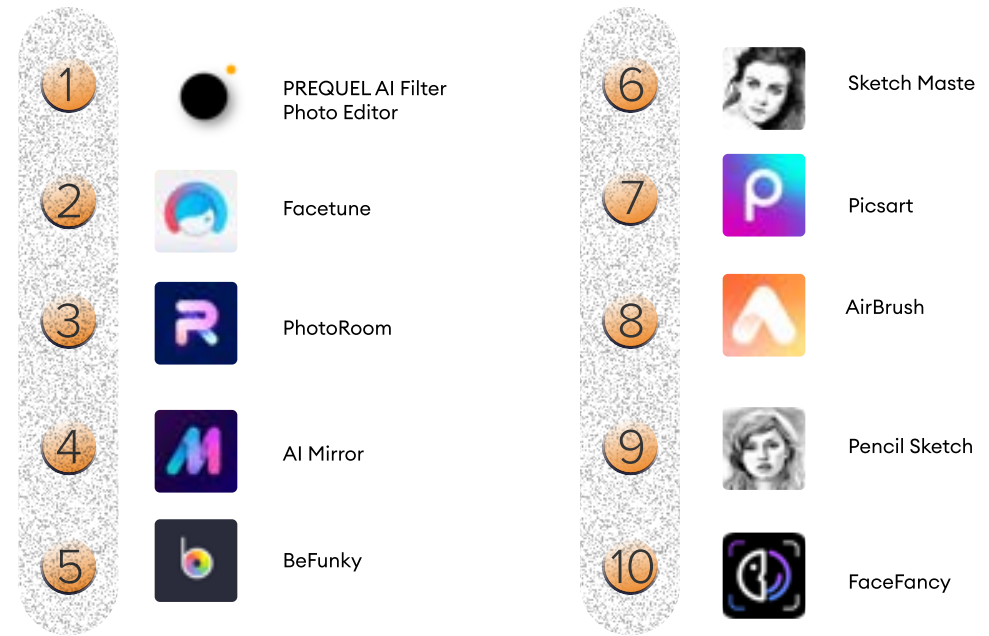
The top advertiser apps in the Photo & Video category on the Google Play Store for 2023 highlight a diverse interest in photo enhancement, memory preservation, and artistic expression.

- **Baby Pics** leads with 4,932 creatives, emphasizing the niche demand for documenting and sharing baby milestones and showcasing the personalized use of photo apps for family memories. **Remini - AI Photo Enhancer** follows with 3,500 creatives, pointing to the significant interest in AI-driven photo enhancement, allowing users to improve photo quality with advanced technology.
- **Journi Print: Photo Book and Popsa | Print Your Photos** reflects the growing trend towards tangible photo memories. It indicates a desire to translate digital photos into physical photo books and prints, catering to users looking to preserve memories in a more traditional format.
- **AI Art Photo Editor: SelfieU** and **Picsart AI Photo Editor** highlight the appeal of artistic photo editing, where AI assists in transforming selfies and photos into artistic renditions, appealing to users' creative sides.
- **Presets for Lightroom - FLTR** and **CHEERZ- Photo Printing** shows the demand for professional-grade editing tools and custom photo printing services, suggesting that users seek high-quality results and customizability in their photo projects.

- **フォトブック・フォトアルバムならしましまブック** serves the Japanese market, showing photo book services' worldwide appeal. **Totsie – Baby Photo Editor** highlights the demand for baby photo editing, reflecting the value of personalizing and enhancing early memories.

The 2023 Google Play Store selection shows the wide range of Photo and video needs, from AI edits to saving memories and custom projects, highlighting the digital evolution in these apps.

### Google Play Store Apps with Most Impressions



MobileAction



The list highlights a strong inclination towards AI-driven editing tools and creative effects, reflecting the advancing technology and user demand for innovative content creation tools.

- **PREQUEL AI Filter Photo Editor** leads with over half a million impressions, highlighting the allure of AI-enhanced filters that offer sophisticated editing capabilities, transforming ordinary photos into visually stunning pieces. **Facetune AI Photo/Video Editor** and **PhotoRoom AI Photo Editor** follow, emphasizing the popularity of apps that use AI to refine and enhance portraits and images, catering to users seeking professional-grade results.
- **AI Mirror: AI Art Photo Editor** showcases interest in AI-generated art, allowing users to transform their photos into unique artworks. This demonstrates the growing trend of blending traditional photography with digital artistry. **BeFunky and Sketch Master—Cartoon Photo** indicate a fascination with turning everyday photos into comic-style images and sketches, appealing to those looking to add a fun, artistic twist to their visuals.
- **Picsart AI Photo Editor** and **AirBrush - AI Photo Editor** further confirm the demand for comprehensive photo editing tools that provide a wide range of AI-powered enhancements and filters, making advanced editing accessible to a broader audience.

The data in this report has been gathered using MobileAction tools.

- **Pencil Sketch** highlights the niche appeal of apps that convert photos into realistic pencil sketches, offering users a creative way to reimagine their images. **FaceFancy-AI face swap videos** round out the list, pointing to the entertainment value of face swap features and the interest in creating humorous and engaging video content.

Overall, this selection from the Google Play Store in 2023 demonstrates a dynamic and technology-driven photo & video app landscape. AI plays a central role in enabling users to explore new dimensions of creativity and personalization in their digital content.

## Z ZOOMOB

“ MobileAction’s Ad Intelligence helped us refine our ad strategy and increase ad click-through rate by 200% ”



**Vincent Law**  
CEO



# Shopping

During the pandemic, the mobile shopping sector saw a significant surge in revenue as individuals explored the convenience of using shopping apps for deliveries and other services. This shift towards mobile-based shopping has persisted, with consumers increasingly relying on their devices for purchasing. Consequently, the competition within this category has intensified, leading apps to adopt more assertive advertising approaches. Notably, around seasonal peaks such as Valentine's Day and Black Friday, shopping apps ramp up their advertising efforts to capitalize on the increased consumer spending during these times.

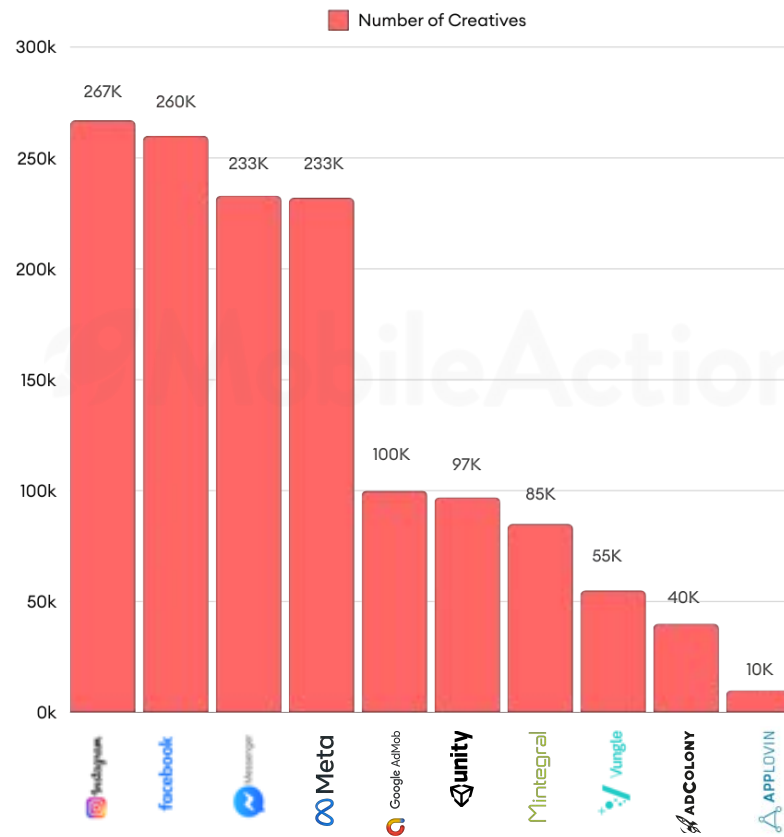


# Shopping

## Top Ad Networks

### App Store

App Store Top Ad Networks: Shopping



- In the shopping category on the App Store throughout 2023, **Meta's** suite of platforms, including Instagram Native, Facebook, Messenger, and Meta Audience Network, led the way in creative counts, underscoring the significant role of social media in retail and e-commerce advertising.
- The high volume of creatives on these platforms highlights their effectiveness in engaging shoppers, leveraging these networks' visual and social aspects to showcase products and promotions. Instagram, known for its visual appeal, is particularly well-suited for fashion, beauty, and lifestyle products, making it a prime channel for shopping apps looking to capture consumer attention.
- **AdMob** by Google also played a substantial role with 111,220 creatives, illustrating Google's capacity to reach diverse audiences through targeted ads across a vast network of apps. This demonstrates AdMob's appeal to shopping apps seeking to extend their reach beyond social platforms and tap into Google's extensive ad ecosystem.
- Other networks like **Unity, Mintegral, Vungle, and AdColony**, though smaller in scale than the giants, contributed valuable diversity to the advertising mix. Their presence indicates the use of varied ad formats and strategies, from video ads to interactive content, catering to different segments of the shopping app market.

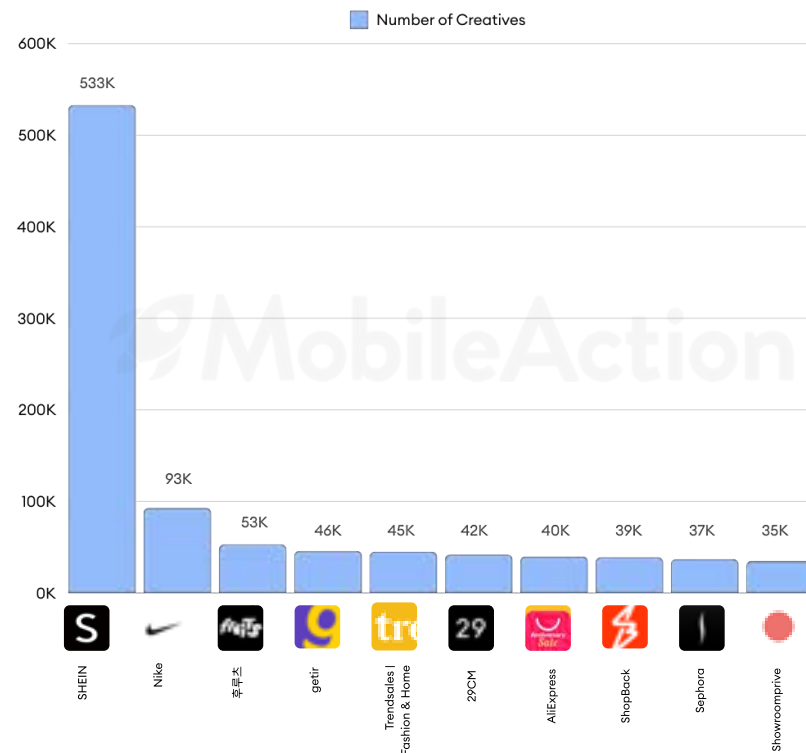


- **AppLovin** and **Tapjoy**, with lower creative counts, still provided niche advertising solutions, focusing on specific user demographics or engagement strategies.

The 2023 ad landscape in the shopping category shows a mix of broad-reaching social media campaigns and targeted ads across platforms, meeting the diverse marketing needs of shopping apps on the App Store.

### Top Advertisers

App Store Top Advertisers: Shopping



The data in this report has been gathered using MobileAction tools.

The top advertiser apps in the shopping category on the App Store for 2023 showcase a mix of global online retailers, niche marketplaces, and brand-specific apps, reflecting users' varied shopping preferences and behavior

- **SHEIN - Shopping Online** leads with an impressive 53,314 creatives, highlighting its aggressive marketing strategy and the strong appeal of its fast-fashion offerings to a broad audience. The significant gap between SHEIN and the next contender, Nike: Shoes, Apparel, Stories, with 9,294 creatives, underscores SHEIN's dominant position in the online retail space, while Nike's presence emphasizes the importance of brand-specific apps in connecting with loyal customers and fans of the brand.
- The inclusion of **후루츠 - 패션 러버들의 중고거래**, a platform for fashion enthusiasts to trade second-hand items, and **Trendsales | Fashion & Home**, indicates a growing interest in sustainable shopping options and niche markets catering to specific interests and lifestyle choices.
- **Getir: groceries in minutes** and **AliExpress Shopping App** reflect the demand for convenience in shopping, from quick grocery deliveries to accessing a wide range of products on a global scale. **ShopBack - Shop, Earn & Pay** introduces a unique value proposition by offering cashback rewards, appealing to cost-conscious shoppers looking to maximize savings.

- **Sephora - Beauty Shopping** and **Showroomprive - Ventes privées** round out the list, highlighting the appeal of apps focused on beauty products and exclusive sales events, catering to users looking for premium products and unique shopping experiences.

The 2023 App Store list showcases a diverse shopping app landscape, with offerings from fast fashion to sustainable platforms, all competing for attention with unique advertising strategies to boost visibility and engagement.



The list of shopping apps with the most ad impressions on the App Store in 2023 showcases a mix of global online marketplaces, event-driven sales campaigns, and specialized retail platforms, reflecting the dynamic nature of consumer shopping behaviors and preferences.

- **15.1 Shopee Live Tết** tops the list with significant impressions, highlighting the importance of live-streaming events in engaging users, especially during cultural and festive seasons like Tết, the Vietnamese New Year. This approach underscores the growing trend of integrating entertainment with shopping experiences to boost user engagement and sales.
- **SHEIN - Shopping Online** and **AliExpress Shopping App** follow closely, demonstrating the global appeal of these platforms, which are known for offering various products at competitive prices. Their high impression counts indicate their strong marketing presence and the consumer demand for diverse and affordable shopping options.
- Event-specific campaigns like **Shopee PH: Shop this 11.11** and **Shopee: 2.2 1ª Liquida do Ano** reflect the strategic use of sale events to drive traffic and purchases, leveraging key dates to create a sense of urgency and exclusivity among shoppers. **Room42** and **ZAFUL - My Fashion Story** represent the niche focus within the shopping category, catering to specific interests such as home decor and fashion, indicating a market for apps that offer curated selections and personalized shopping experiences.

- Yemeksepeti: Food & Grocery** showcases the expansion of shopping apps into food and grocery deliveries, meeting the demand for convenience in daily necessities. **Shopee: Jual Beli Online** emphasizes the regional appeal of Shopee in different markets, offering localized shopping experiences. **Viettel Money** rounds out the list, highlighting the intersection of financial services and shopping, where apps facilitate transactions and payments, enhancing the convenience of mobile commerce.

This diverse array of apps with high ad impressions on the App Store in 2023 illustrates the evolving landscape of mobile shopping. Global marketplaces, live event sales, and specialized platforms compete for consumer attention, employing varied marketing strategies to cater to the wide-ranging needs and preferences of today's shoppers.

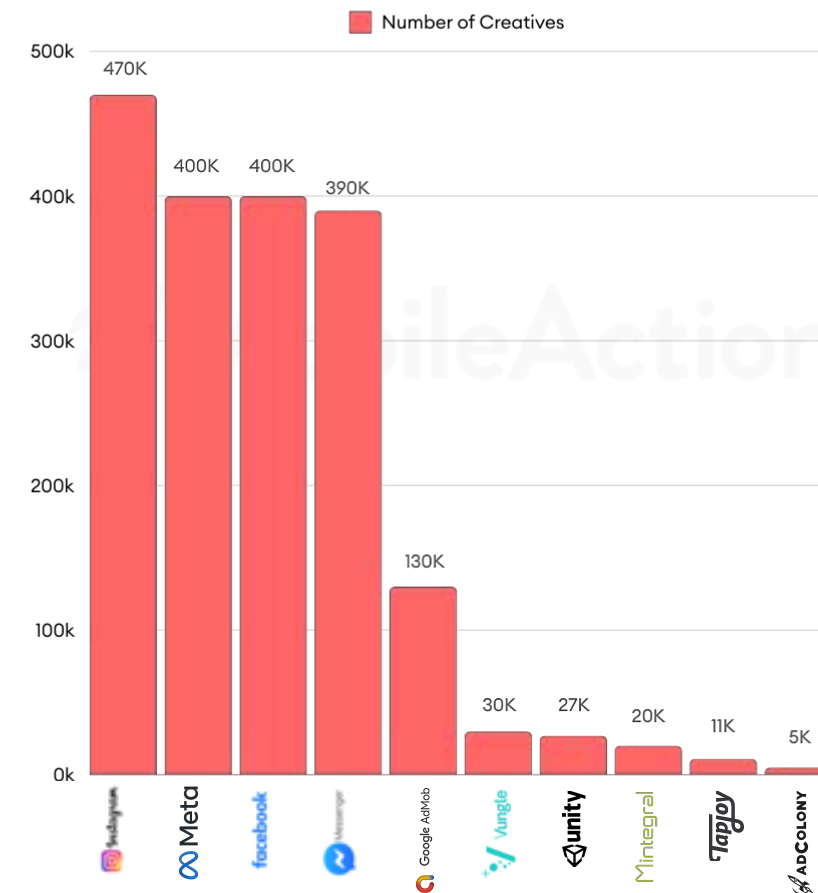


The data in this report has been gathered using MobileAction tools.

## Top Ad Networks

# Google Play Store

Google Play Store Top Ad Networks: Shopping





In the shopping category on the Google Play Store throughout 2023, Meta's platforms, particularly Meta Audience Network, Instagram Native, Facebook, and Messenger, dominated the creative counts, highlighting the pivotal role of social media in driving e-commerce and retail advertising.

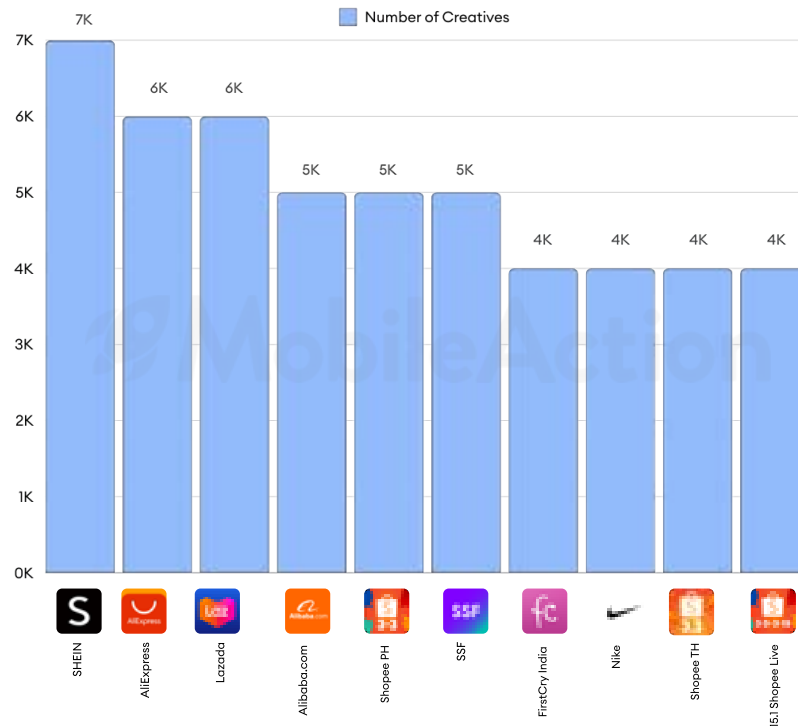
- The substantial number of creatives across these platforms underscores their effectiveness in capturing consumer interest. They leverage social media's immersive and interactive nature to showcase products and foster engagement.
- **Facebook's** lead with 467,024 creatives emphasizes its widespread use as a primary advertising channel for shopping apps, capitalizing on its vast user base and sophisticated targeting options. Instagram Native follows closely, reinforcing the importance of visually driven content in promoting shopping apps, especially those focused on lifestyle, fashion, and beauty products.
- **AdMob** by Google also marked a significant presence with 129,979 creatives, reflecting Google's substantial reach across the Android ecosystem and its ability to deliver targeted advertising to diverse user groups, offering shopping apps a broad platform for promotion beyond social media.
- Though not as dominant, other ad networks like **Vungle, Unity, and Mintegral** played crucial roles in enriching the advertising landscape.

- Their contributions suggest a strategic use of varied ad formats, from engaging video ads to interactive experiences catering to specific consumer preferences within the shopping category. Despite lower creative counts, **Tapjoy, AdColony,** and **IronSource** indicate the diverse strategies shopping apps employ to engage with potential customers, utilizing niche platforms to reach specific audiences or achieve particular engagement goals.

This analysis reveals a dynamic advertising ecosystem for shopping apps on the Google Play Store in 2023, characterized by a strong reliance on social media channels for broad reach and engagement, complemented by a range of other ad networks offering specialized advertising solutions to tap into varied market segments.

## Top Advertisers

Google Play Store Top Advertisers: Finance



The top advertiser apps in the shopping category on the Google Play Store for 2023 highlight a blend of global e-commerce giants and specialized retail platforms, showcasing Android users' diverse shopping preferences.

- SHEIN-Shopping Online** stands out with a substantial lead at 170,674 creatives, underscoring its dominant marketing push and widespread appeal for affordable fashion, significantly outpacing its closest competitors. AliExpress and Lazada - Online Shopping App! follow, with 31,393 and 30,322 creatives, respectively, reflecting the strong presence of these platforms in offering a wide range of products to a global audience, emphasizing convenience and variety.
- Alibaba.com - B2B marketplace** shows the importance of business-to-business transactions in the digital shopping space, catering to the needs of businesses looking for suppliers and wholesale deals. Shopee PH: Shop Online and its Thai counterpart highlight the popularity of Shopee in Southeast Asia, offering localized online shopping experiences.
- SSF SHOP** and **FirstCry India - Baby & Kids** represent niche markets within the shopping category, focusing on home furnishings and baby products, respectively, indicating a demand for specialized shopping platforms that cater to specific consumer needs.
- Nike: Shoes, Apparel & Stories** emphasizes the role of brand-specific apps in engaging with customers and fans, offering a **curated selection of products** and **brand storytelling**. Including **15.1 Shopee Live Tết** points to live streaming and event-specific marketing to drive engagement and sales, particularly around cultural and festive occasions.

This selection from the Google Play Store in 2023 demonstrates the vibrant and competitive landscape of shopping apps. Global marketplaces, niche platforms, and brand apps employ extensive advertising strategies to capture the attention and loyalty of a diverse user base.

### Google Play Store Apps with Most Impressions



The 2023 Google Play Store's most impression-generating shopping apps showcase a blend of global marketplaces, niche platforms, and innovative sales approaches, reflecting diverse consumer shopping preferences.

- **SHEIN-Shopping Online** tops the list, highlighting its broad appeal affordably, while **AUTODOC** emphasizes the niche market for automotive parts, showcasing the demand for specialized online shopping services.
- **Alibaba.com** and **AliExpress** underscore the significance of both B2B transactions and global retail commerce, catering to a wide range of consumer and business needs.
- **Temu: Shop Like a Billionaire** and **Joom. Shopping for every day** reflects the growing trend towards platforms offering various products at competitive prices, appealing to bargain hunters and value-conscious shoppers.
- Event-centric apps like **15.1 Shopee Live** demonstrate the growing trend of engaging consumers through live streaming and interactive sales, particularly effective in Southeast Asian regions.
- **NCPMobile** represents apps that enhance shopping experiences with rewards, indicating a preference for apps that offer more than just transactions.

This selection from the Google Play Store in 2023 demonstrates the dynamic and competitive landscape of shopping apps. Global marketplaces, niche platforms, and innovative sales events vie for consumer attention, employing varied marketing strategies to meet the evolving needs and preferences of the digital shopper.



A woman stands at a whiteboard in a meeting room, pointing to a design concept. The whiteboard displays a circular color palette, a grid of color swatches, and a pie chart. The text 'COMBINATOR OF COLORS' is visible on the board. Several people are seated around a table in the foreground, looking towards the whiteboard. The scene is dimly lit with a blue tint.

# Graphic & Design

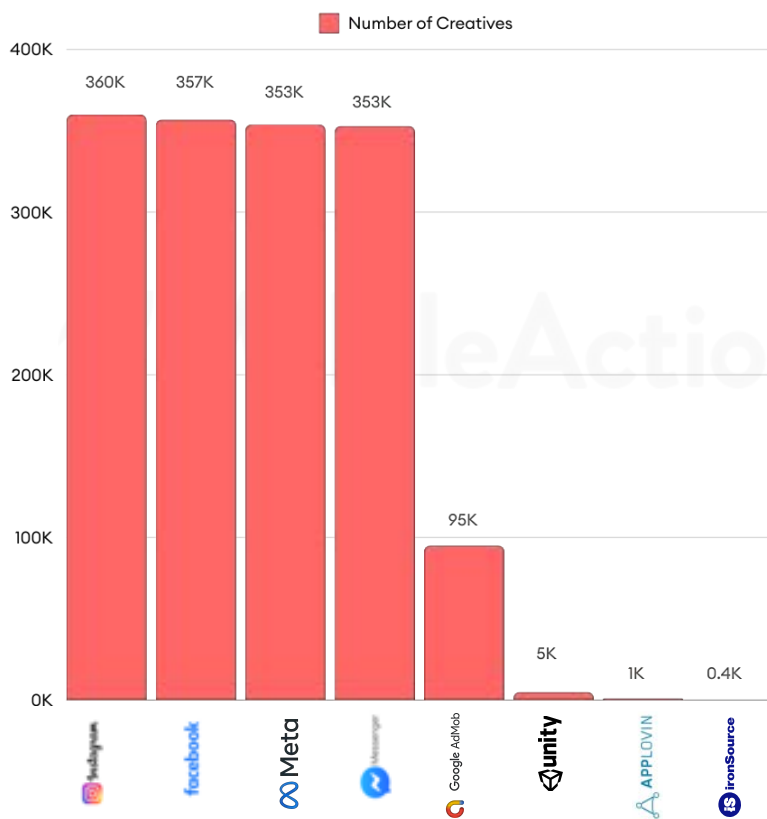
The Graphic & Design category, like Photo & Video, has seen significant growth, with AI-driven apps transforming design. This AI adoption indicates a shift towards smarter, more intelligent and user-friendly tools, reflecting a period of intense innovation and expansion, enriching the digital creative landscape.

# Graphic & Design

## Top Ad Networks

### App Store

App Store Top Ad Networks: Graphic & Design



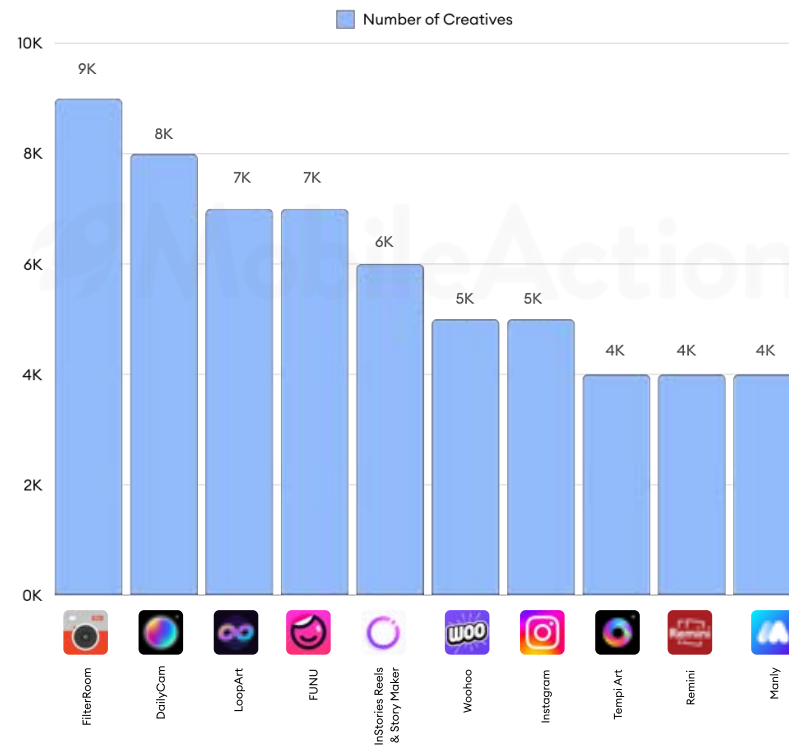
The data in this report has been gathered using MobileAction tools.

- In the Graphic & Design category on the App Store throughout 2023, **Meta's** platforms, including Instagram Native, Facebook, Meta Audience Network, and Messenger, led the way in creative counts, showcasing their significant role in advertising for design-focused apps. The close numbers among these platforms highlight their collective effectiveness in reaching audiences interested in graphic and design content, leveraging the visual and social aspects of these networks to showcase design tools and creations compellingly.
- Instagram Native's slight lead reflects its strong alignment with visually driven content, making it an ideal platform for graphic and design apps to display their capabilities and attract creative users. The similar counts across Facebook's various services suggest a strategic approach to utilize the full range of Meta's ecosystem to maximize exposure and engagement within the graphic and design community.
- **AdMob** by Google, with 9,574 creatives, also played a notable role, albeit with a significant gap from Meta's platforms. This indicates Google's strategic presence in Graphic and design advertising, offering targeted ad opportunities across a broad network of apps and websites.
- Other networks like **Unity** and **AppLovin**, although contributing fewer creatives, indicate the diverse advertising landscape within the Graphic & Design category. Their involvement suggests that design apps explore various platforms and ad formats to reach their target audience.

This distribution of creative counts across networks in 2023 reveals a dynamic and multifaceted advertising environment within the Graphic & Design category on the App Store, dominated by Meta's platforms due to their visual and social capabilities, complemented by a range of other networks offering diverse advertising solutions.

## Top Advertisers

App Store Top Advertisers: Photo & Video



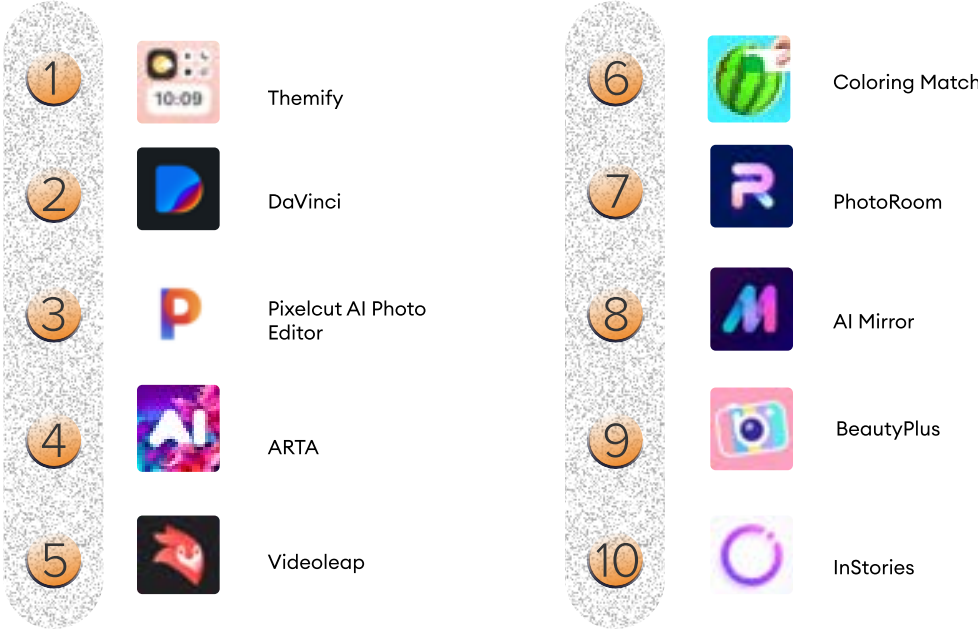
The top advertiser apps in the Graphic & Design category on the App Store for 2023 reflect a strong emphasis on customization and AI-driven content creation, showcasing the evolving landscape of digital design tools.

- AI apps like **Pixelcut**, **ARTA**, and **DaVinci** highlight AI's role in graphics and design, offering innovative image creation and editing solutions, signaling a shift towards intelligent, more accessible design tools.
- ThemePack** and **Lisa AI** show the appeal of apps that let users personalize their digital presence, from custom icons to unique avatars, catering to the demand for self-expression tools
- Themify**, leading with 6,033 creatives, showcases rising interest in digital personalization through themes, widgets, and icons, reflecting a wider trend towards individual expression in tech spaces.
- PicSo – Customize Your AI Girl** and **Wonder - AI Art Generator** demonstrate the niche interests within the graphic and design category, offering specialized content creation experiences that blend technology with creativity.
- Trading & Collecting** by Sticky and **PhotoRoom: AI Photo Editor** round out the list, highlighting the diversity of the category, from digital collecting and trading platforms to AI-enhanced photo editing tools.



This selection from the App Store in 2023 showcases a dynamic and innovative graphic and design app landscape, where personalization and AI technology play key roles in shaping user experiences, reflecting the growing demand for tools that empower creativity and individuality in the digital age.

App Store Apps with Most Impressions



The list of graphic & design apps with the most ad impressions on the App Store in 2023 showcases a strong trend towards customization and AI-driven tools.

- Themify - Widget & Icon Themes** leads with 522,489 impressions, underscoring the growing demand for customization options that allow users to personalize their device interfaces with unique widgets and icons. This trend reflects a broader desire among users to tailor their digital environments to their individual tastes and preferences.
- DaVinci - AI Photo Generator** and **ARTA • AI Photo Generator • AI Art**, with their high impression counts, emphasize the burgeoning interest in AI-powered tools that offer innovative ways to generate and enhance artistic content. These apps cater to users seeking to explore new dimensions of creativity through technology, particularly in transforming photos into art pieces.
- ARTA • AI Photo Generator • AI Art** and **Videoleap: AI Video Editor** further emphasize this trend, indicating a preference for tools that offer innovative, AI-enhanced creative capabilities. **Coloring Match** introduces a gamified aspect to the category, blending entertainment with design.
- PhotoRoom: AI Photo Editor** and **AI Mirror: AI Art Photo Editor** highlight the appeal of AI in transforming ordinary images into artistic pieces, catering to users seeking creative expression. **BeautyPlus - AI Photo Editor** and **InStories Reels & Story Maker** round out the list, underscoring the importance of visual content in social media storytelling.

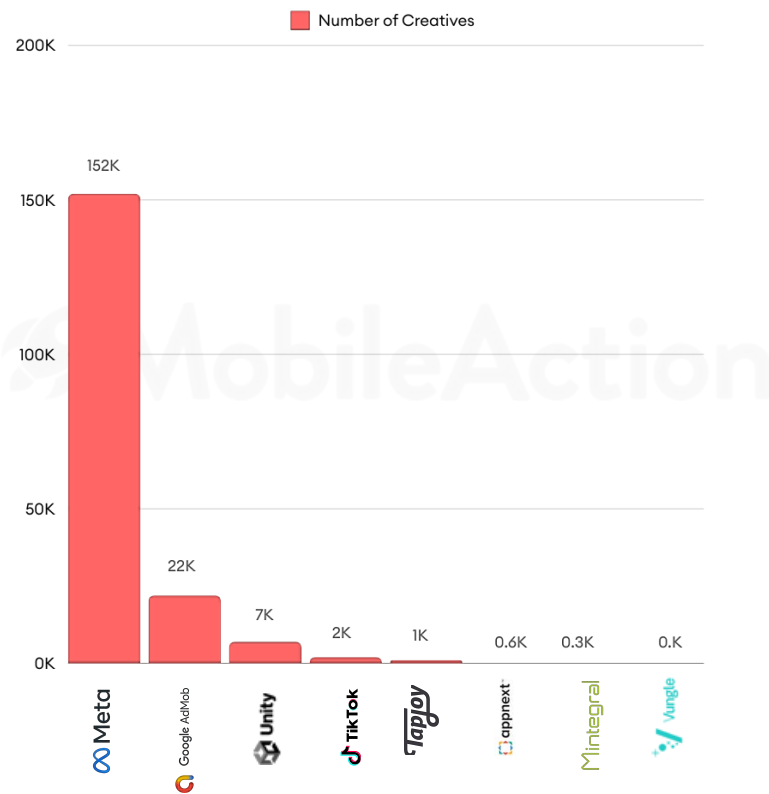
The data in this report has been gathered using MobileAction tools.

The 2023 App Store highlights a dynamic Graphic & Design landscape, where personalization, AI, and social media integration enhance user experiences and creative potential in mobile apps.

## Top Ad Networks

# Google Play Store

Google Play Store Top Ad Networks: Graphic & Design



The data in this report has been gathered using MobileAction tools.

- In the Graphic & Design category on the Google Play Store throughout 2023, **Meta** emerged as the leading ad network with 14,884 creatives, highlighting its significant impact on reaching audiences interested in design tools and applications.
- The substantial lead of Facebook in this category underscores the effectiveness of its targeted advertising capabilities, leveraging its extensive user base to connect graphic and design apps with potential users who have shown an interest in creative content.
- **AdMob** also marked its presence with 2,294 creatives, indicating Google's strategic role within the Android ecosystem for promoting graphic and design applications. Although trailing behind Facebook, AdMob's contribution reflects the importance of leveraging Google's advertising network to reach a wide audience across various apps and websites.
- **Unity**, with 742 creatives, showcases the expanding role of gaming ad networks in advertising non-gaming applications, suggesting that graphic and design apps are exploring diverse platforms to capture the attention of creative users beyond traditional social media and search platforms.
- The minimal creative counts seen with **TikTok, Tapjoy, Mintegral, Appnext, and Vungle** highlight the niche roles these networks play in the Google Play Store's graphic and design advertising landscape on the Google Play Store.



Their involvement, although limited in scale, points to the varied strategies employed by graphic and design apps to engage with specific audience segments or leverage unique ad formats and engagement opportunities.

This distribution of creative counts across ad networks in 2023 reveals a focused yet diverse advertising ecosystem within the category on the Google Play Store, with a clear preference for established networks like Facebook and AdMob due to their broad reach and targeting capabilities, complemented by a selection of other platforms catering to specialized advertising needs.



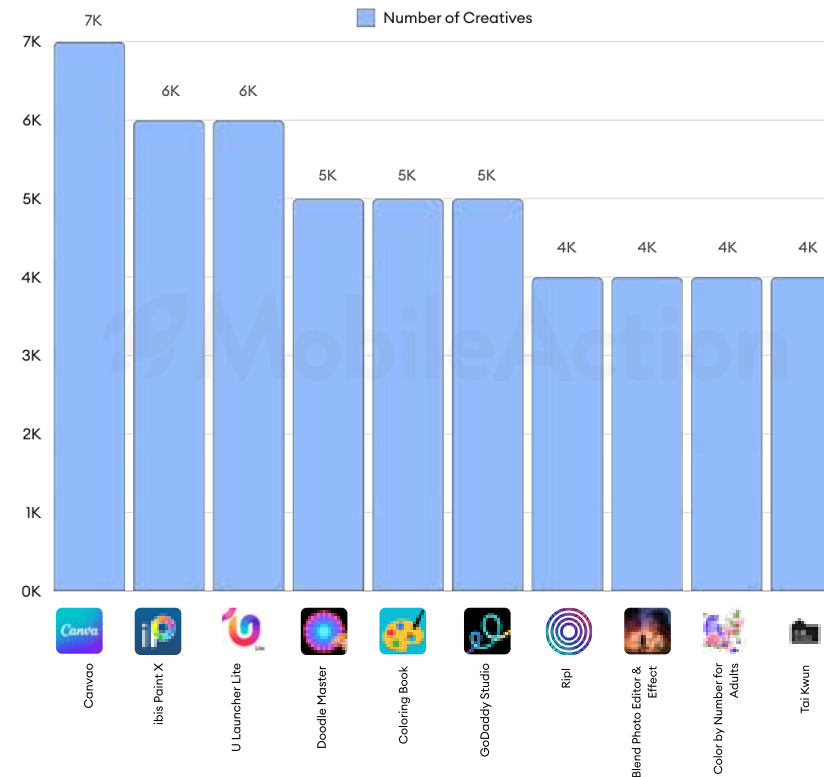
“ We rely on metrics to refine our ad creatives, quickly abandoning underperforming concepts for successful ones. Creative trends fluctuate like fashion, and daily insights from MobileAction's database guide us to target shifting trends and discover efficiencies crucial for us and our clients. ”



**Brian Bowman**  
Founder

## Top Advertisers

Google Play Store Top Advertisers: Finance



- In the Graphic & Design category on the Google Play Store for 2023, **Canva: Design, Photo & Video** leads by a significant margin with 5,180 creatives, showcasing its widespread popularity as a comprehensive design tool.



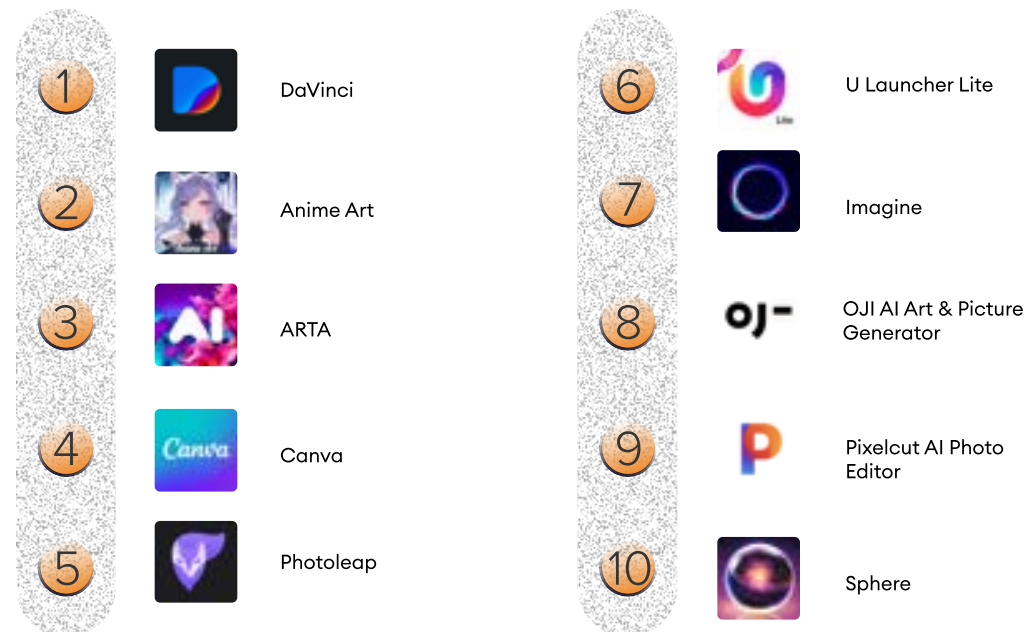
Canva's dominance highlights the demand for versatile platforms that enable users to create a wide range of content, from social media graphics to marketing materials, appealing to casual users and professionals seeking an all-in-one solution.

- **ibis Paint X** follows with 872 creatives, indicating a strong interest in digital drawing and painting apps. Its presence underscores the appeal of specialized tools that cater to artists and illustrators looking for advanced features and a community of like-minded creatives.
- Apps like **U Launcher Lite-Hide apps** and **Doodle Master - Glow Art** reflect niche interests within the category, from personalizing device interfaces to engaging in digital art as a form of entertainment. Their lower creative counts suggest a targeted appeal to specific user segments interested in customization and casual art creation.
- **Coloring Book** and **Color by Number for Adults** highlight the growing trend of digital coloring as a leisure activity, offering a relaxing and accessible way for users to engage with art, indicating a market for apps that provide stress-relieving creative outlets.
- **GoDaddy Studio: Graphic Design** and **Ripl: Social Media Marketing** offer small businesses tools for professional marketing content, highlighting design apps' role in business growth and online visibility.

**Blend Photo Editor & Effect** and **Tai Kwun** round out the list, pointing to the diverse applications of graphic and design tools, from photo editing to cultural exploration, showcasing the broad spectrum of user needs and interests in the category.

This selection from the Google Play Store in 2023 illustrates the dynamic landscape of Graphic & Design apps, where comprehensive design platforms, specialized artistic tools, and niche applications coexist, catering to a wide range of creative endeavors and user preferences.

### Google Play Store Apps with Most Impressions



MobileAction

The list of graphic & design apps with the most ad impressions on the Google Play Store in 2023 reflects a significant trend towards AI-driven creativity and versatile design tools.

- **DaVinci - AI Photo Generator** leads the pack, indicating a strong user interest in AI-powered tools that transform photos into artistic pieces, showcasing the appeal of innovative technology in enhancing creative expression. **Anime Art - AI Art Generator** and **ARTA: AI Art & Photo Generator** further highlight the fascination with AI's ability to produce diverse artistic styles, from anime-inspired art to various other aesthetic forms.
- **Canva: Design, Photo & Video** stands out as a comprehensive design platform, underscoring its broad utility in creating everything from social media graphics to professional presentations, appealing to a wide range of users, from casual creators to professionals.
- **Photoleap: Photo Editor/AI Art** and **Pixelcut AI Photo Editor** reflect the demand for photo editing apps that offer advanced features and AI enhancements, catering to users seeking to elevate their photo content easily.
- **U Launcher Lite-Hide apps** show an interest in customization, indicating a market for apps that allow users to personalize their device interfaces, highlighting the desire for individual expression even in utility app

- AI art generators like Imagine : **AI Art Generator** and **OJI AI Art & Picture Generator** show the growing trend of using AI to explore creative possibilities, enabling users to experiment with art creation in novel ways.
- **Sphere** rounds out the list, suggesting a niche interest ranging from spherical photography to 3D design, pointing to the diverse interests within the graphic and design category.

This selection from the Google Play Store in 2023 demonstrates a dynamic and evolving landscape in the graphic & design app category, dominated by AI-driven creativity and multifunctional design platforms, catering to digital creators' and designers' expanding needs and interests of digital creators and designers.



# Social Networking

The world of social networking apps has really taken off, with more apps and ads popping up everywhere. This change is all thanks to how we've started living our lives more online, especially since the pandemic hit. We've seen a bunch of dating apps come into the scene as everyone's moving their social lives to the digital space. And it's not just dating apps; streaming platforms are on the rise, too, getting more popular by the day.

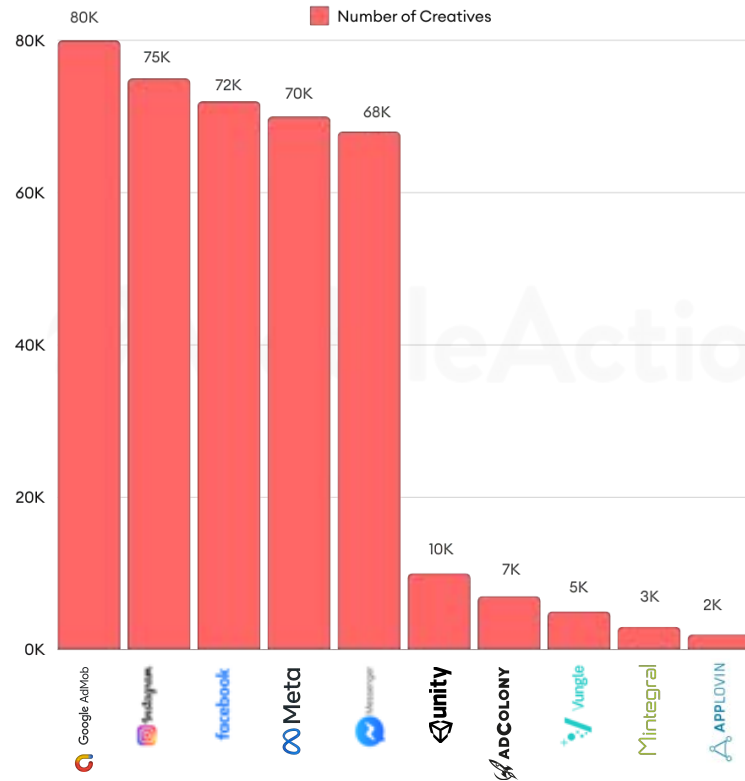


# Social Networking

## Top Ad Networks

### App Store

App Store Top Ad Networks: Social Networking

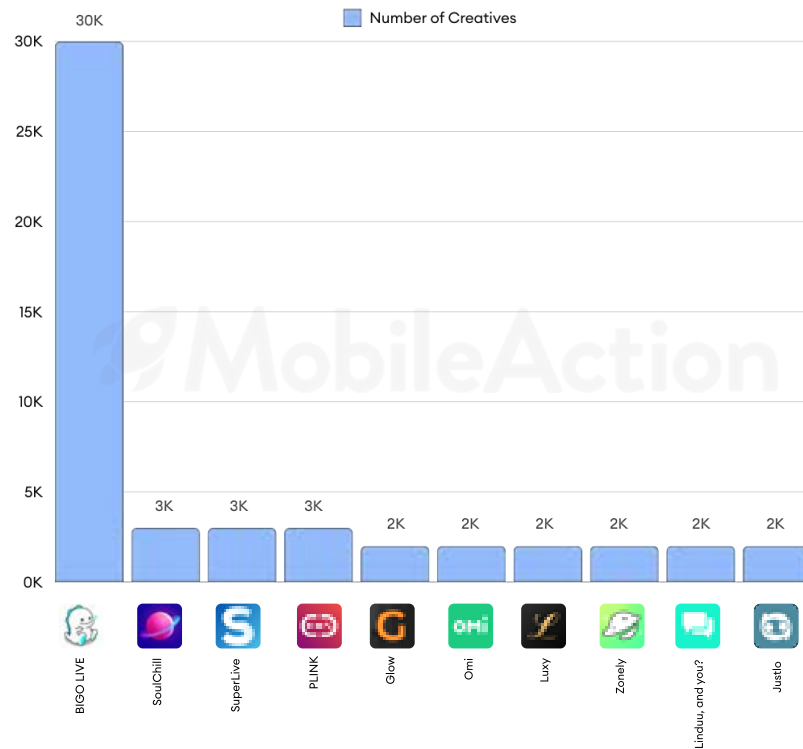


- In the social networking category on the App Store for 2023, **AdMob** by Google took the lead in creative counts, signaling Google's strong reach and effectiveness in targeting users interested in social apps. This shows that despite being a more traditional ad network, AdMob's versatility and extensive reach make it a top choice for advertisers in the social space.
- **Meta's** platforms, including Instagram Native, Facebook, Meta Audience Network, and Messenger, closely followed, highlighting their integral role in social networking advertising. The high counts across these platforms reflect their ability to engage users deeply, leveraging these networks' social and visual aspects of these networks to connect with audiences.
- **Unity's** presence with 9,139 creatives indicates the expanding use of gaming ad networks within social networking advertising, suggesting a creative approach to reaching potential app users through interactive ad experiences.
- Other networks like **AdColony**, **Vungle**, and **Mintegral**, though smaller in scale, contribute to the diversity of the advertising landscape within this category. Their inclusion points to various strategies social networking apps employ to reach audiences, from video ads to interactive content.
- **AppLovin** and **Tapjoy**, with lower creative counts, still play a role in this competitive space, offering more targeted or niche advertising opportunities that resonate with specific segments of the social networking audience.

This distribution of creative counts across networks in 2023 reveals a dynamic advertising environment within the Social Networking category on the App Store, where a blend of broad-reaching and specialized ad platforms work together to cater to the varied marketing needs of social apps.

## Top Advertisers

App Store Top Advertisers: Social Networking

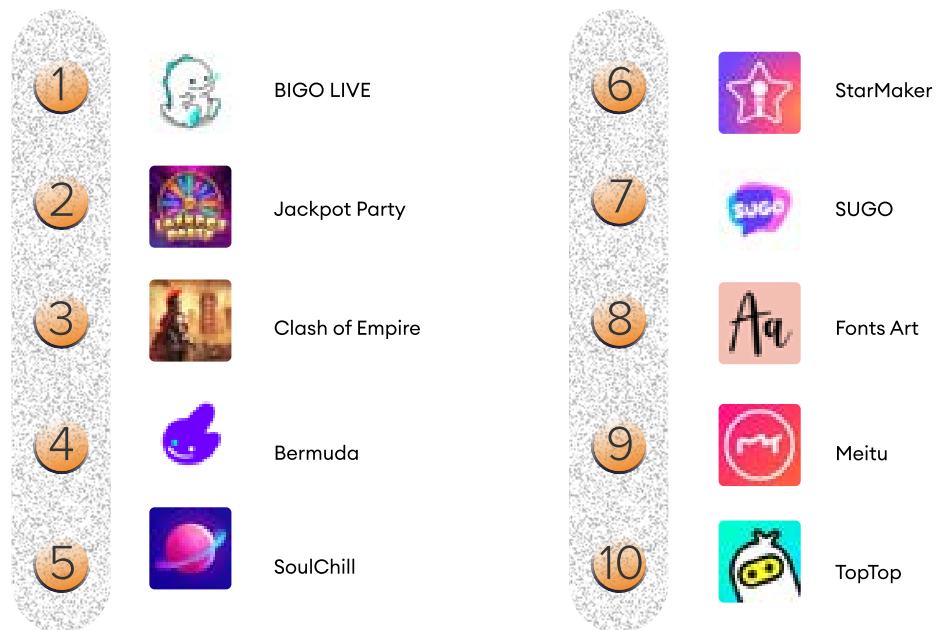


- In the Social Networking category on the App Store for 2023, **BIGO LIVE-Live Stream, Go Live** stands out significantly with 29,039 creatives, highlighting the app's extensive marketing efforts and its popularity in the live streaming space. This app's dominance suggests a strong user interest in platforms that offer real-time interaction and content sharing, reflecting the growing trend toward live digital experiences.
- Apps like **SoulChill - Go Chat & Social** and **SuperLive - Watch Live Streams** further underscore the appeal of live streaming and social chatting platforms, catering to users seeking more dynamic and interactive ways to connect with others online. These apps indicate a broader shift towards social platforms prioritizing live engagement and community building.
- PLINK – Team Up, Chat, Play,** and **Glow: Video Stream & Friends** reveal the niche interests within the social networking space, from gaming-focused networking to social video streaming, showcasing the diverse ways users seek to connect based on shared interests and activities.
- Dating and friendship-focused apps like **Omi - Dating & Meet Friends** and **Luxy - Selective Dating App** highlight the demand for platforms that facilitate relationship building, whether for romantic purposes or making new friends, indicating the varied purposes social networking apps serve in users' lives.

- **Zonely - Video chat online, Linduu, and you?** and Justlo round out the list, each offering unique approaches to online socialization, from video chats to more traditional social networking features, pointing to the wide array of options available to users seeking to expand their social circles in the digital realm.

The 2023 App Store showcases a dynamic Social Networking landscape, with live streaming, interactive chats, and relationship platforms using varied strategies to engage users, highlighting the evolution of digital social interactions.

### App Store Apps with Most Impressions



MobileAction

The data in this report has been gathered using MobileAction tools.

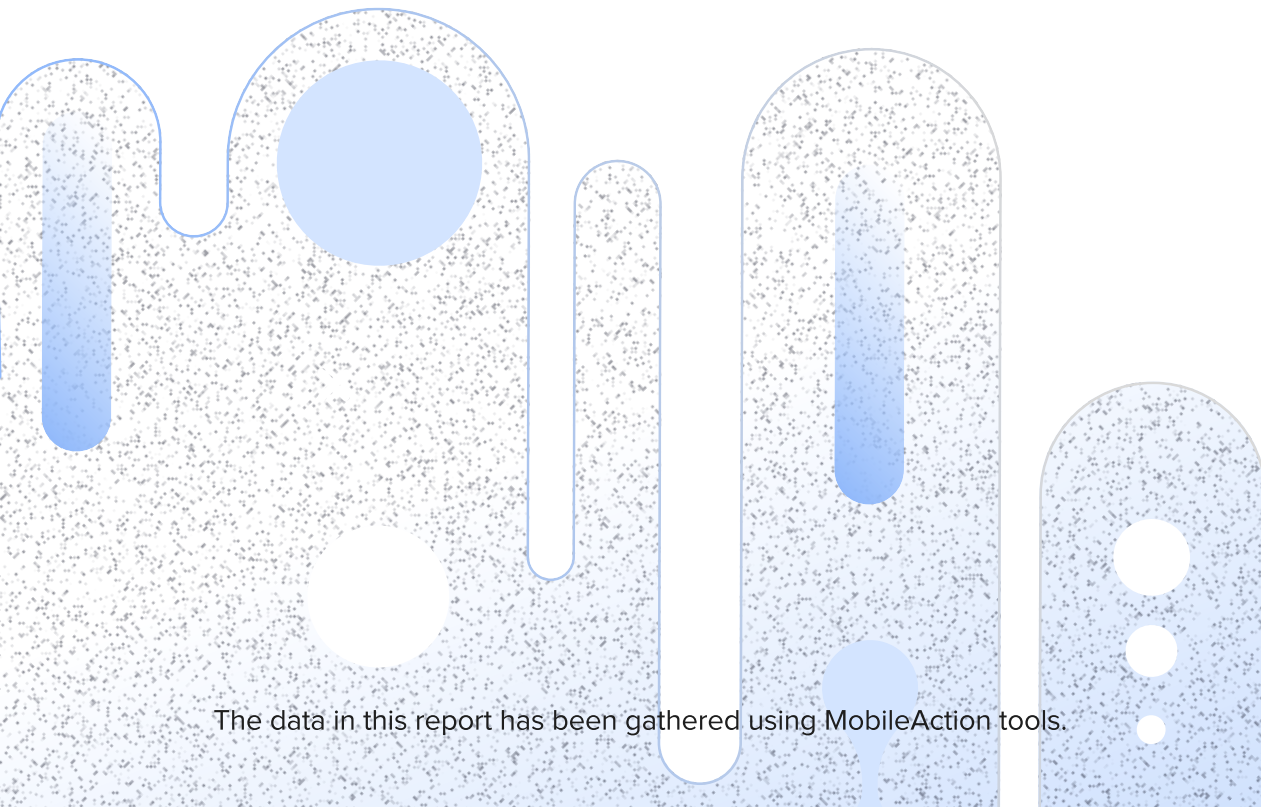
The 2023 list of top social networking apps on the App Store showcases a mix of live streaming, gaming with social features, and interactive communication platforms, highlighting the diverse ways users engage online.

- **BIGO LIVE-Live Stream, Go Live** leads with a staggering 3,355,057 impressions, emphasizing the massive appeal of live streaming for real-time engagement and content sharing, reflecting a growing trend towards interactive and immersive social experiences.
- Interestingly, **Jackpot Party - Casino Slots** and **Clash of Empire: Strategy War** appear on the list, suggesting that gaming apps with strong social components, such as in-game chat and community building, are increasingly blurring the lines between gaming and social networking, leveraging their social aspects to engage users.
- Apps like **Bermuda-Random Live Video Chat** and **SoulChill - Go Chat & Social** focus on personalized connections, showing a preference for platforms that offer direct and spontaneous social interactions. **"StarMaker-Sing Karaoke Songs"** represents the entertainment aspect of social networking, where users share content around common interests.
- Other entries like **SUGO: Voice Live Chat Party** and **TopTop: Games&Chat** display the variety within social apps, from voice chats to interactive gaming, indicating the multifaceted nature of digital socialization.



- **Fonts Art: Keyboard for iPhone** and **Meitu- Photo Editor & AI Art**, while primarily tools, suggest a social networking angle in personalizing communication and sharing enhanced images, pointing to the broadening scope of what constitutes social networking apps.

This selection from the App Store in 2023 showcases the wide spectrum of apps under the social networking umbrella, from live streaming and video chats to social gaming and creative sharing, reflecting the dynamic ways in which users connect, share, and engage with content and each other online.

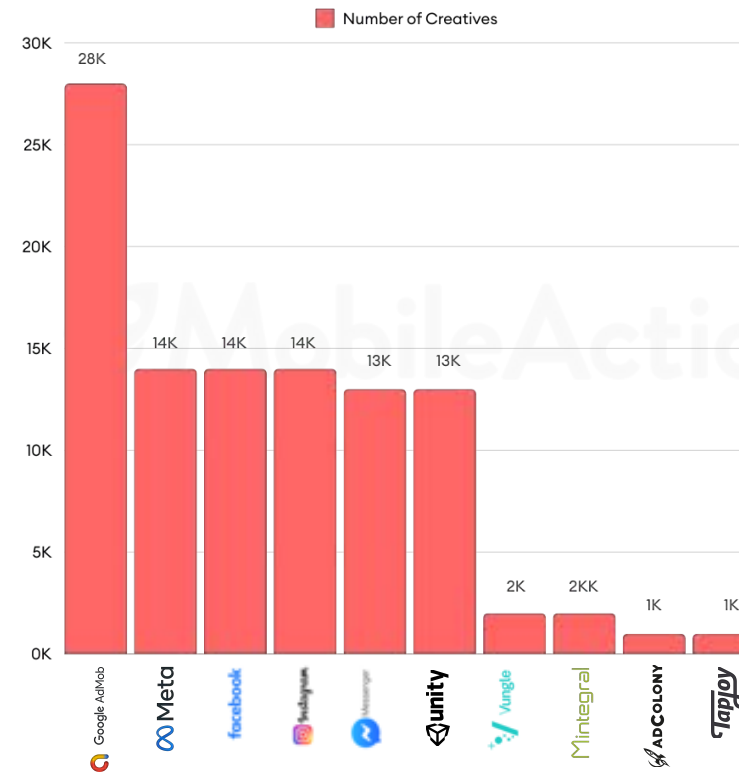


The data in this report has been gathered using MobileAction tools.

## Top Ad Networks

# Google Play Store

Google Play Store Top Ad Networks: Social Networking



- In the social networking category on the Google Play Store throughout 2023, AdMob emerged as the leading ad network with 284,909 creatives, showcasing its dominant position in reaching Android users.

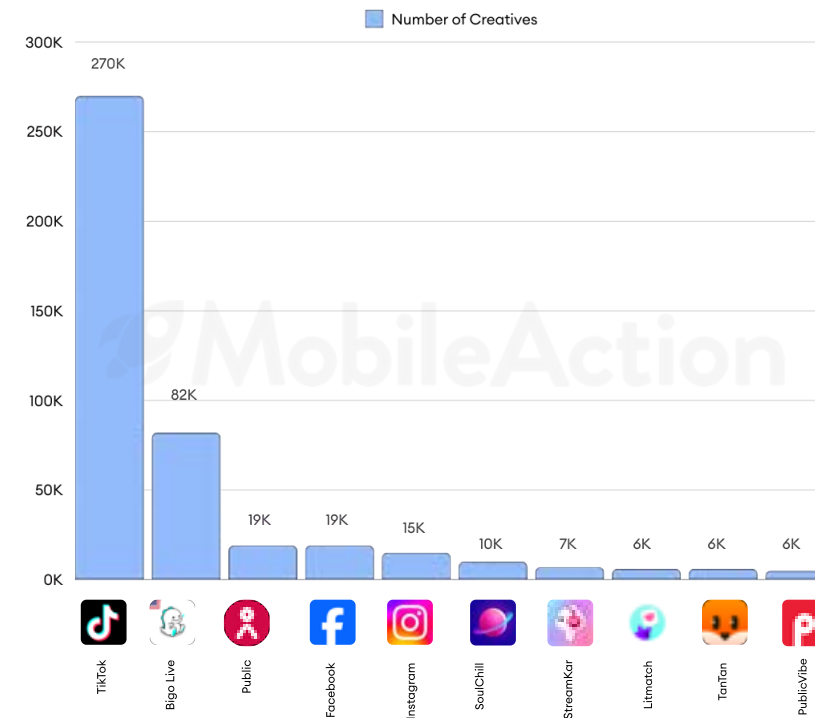
This prominence reflects Admob's broad reach and targeted advertising capabilities, making it a preferred choice for apps that engage with a wide audience.

- **Meta's** platforms, including Meta Audience Network, Facebook, Instagram Native, and Messenger, also played significant roles, with creative counts ranging from around 136,501 to 143,102. This highlights the effectiveness of Meta's ecosystem in social networking advertising, capitalizing on its extensive user base and deep engagement to connect with audiences across different social contexts.
- **Unity** stood out with 127,665 creatives, indicating the growing intersection between gaming and social networking. This suggests that advertisers are leveraging gaming networks to tap into highly engaged communities, expanding the reach of social networking apps beyond traditional social media channels.
- Though not as dominant, networks like **Vungle**, **Mintegral**, and **AdColony** contributed to the diverse advertising landscape, offering various ad formats from video to interactive content, catering to different user engagement preferences within the social networking space.
- **Tapjoy**, with 7,022 creatives, points to the niche strategies employed by social networking apps to reach potential users, utilizing more targeted or specialized platforms to connect with specific audience segments.

This distribution of creative counts across ad networks in 2023 reflects a dynamic and multifaceted advertising environment within the Social Networking category on the Google Play Store, characterized by a mix of broad-reaching platforms and specialized networks working together to meet the diverse marketing needs of social networking apps.

## Top Advertisers

Google Play Store Top Advertisers: Social Networking

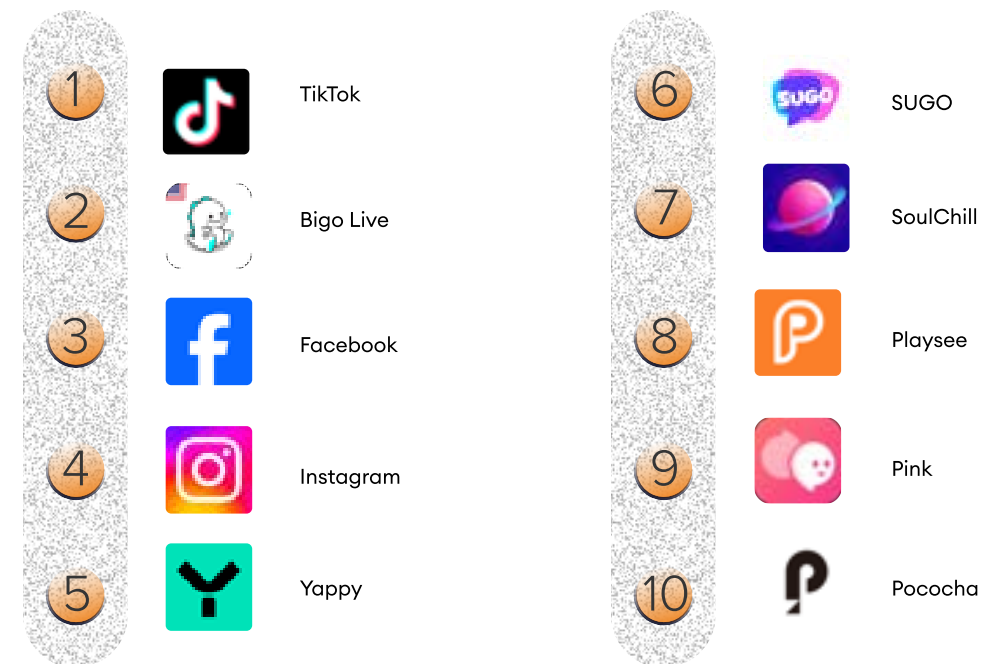


- TikTok leads with a substantial margin in the Social Networking category on the Google Play Store for 2023, showcasing 270,031 creatives. This dominance underscores TikTok's massive global appeal and its importance in capturing a diverse audience's attention on short-form video content. The platform's extensive advertising efforts reflect its status as a key player in shaping social media trends and user engagement.
- **Bigo Live - Live Streaming App** follows with 81,696 creatives, emphasizing the growing popularity of live streaming platforms that offer real-time interaction and entertainment. This suggests a high user interest in apps that provide immersive experiences and opportunities for live content creation and consumption.
- Local content platforms like **Public - Indian Local Videos** and **PublicVibe: Local Area Videos** prefer regional and community-focused content.
- **Facebook** and **Instagram**, with 18,827 and 14,937 creatives, maintain their significant presence, reinforcing their foundational roles in the social networking landscape. Their advertising counts reflect ongoing efforts to engage users despite the emergence of newer platforms like TikTok.
- **Apps like SoulChill-Connect Similar Soul** and **Litmatch—Make new friends** cater to users seeking meaningful connections, indicating a niche for deeper social interactions.

**StreamKar - Live Stream & Chat** and **TanTan - Asian Dating App** highlight the category's diversity, from live interaction to demographic-specific dating.

This selection from the Google Play Store in 2023 demonstrates the dynamic and diverse nature of the Social Networking category, where a mix of global giants, live streaming platforms, local content apps, and niche community builders use varied strategies to attract and retain users, reflecting the evolving digital social landscape.

### Google Play Store Apps with Most Impressions



MobileAction

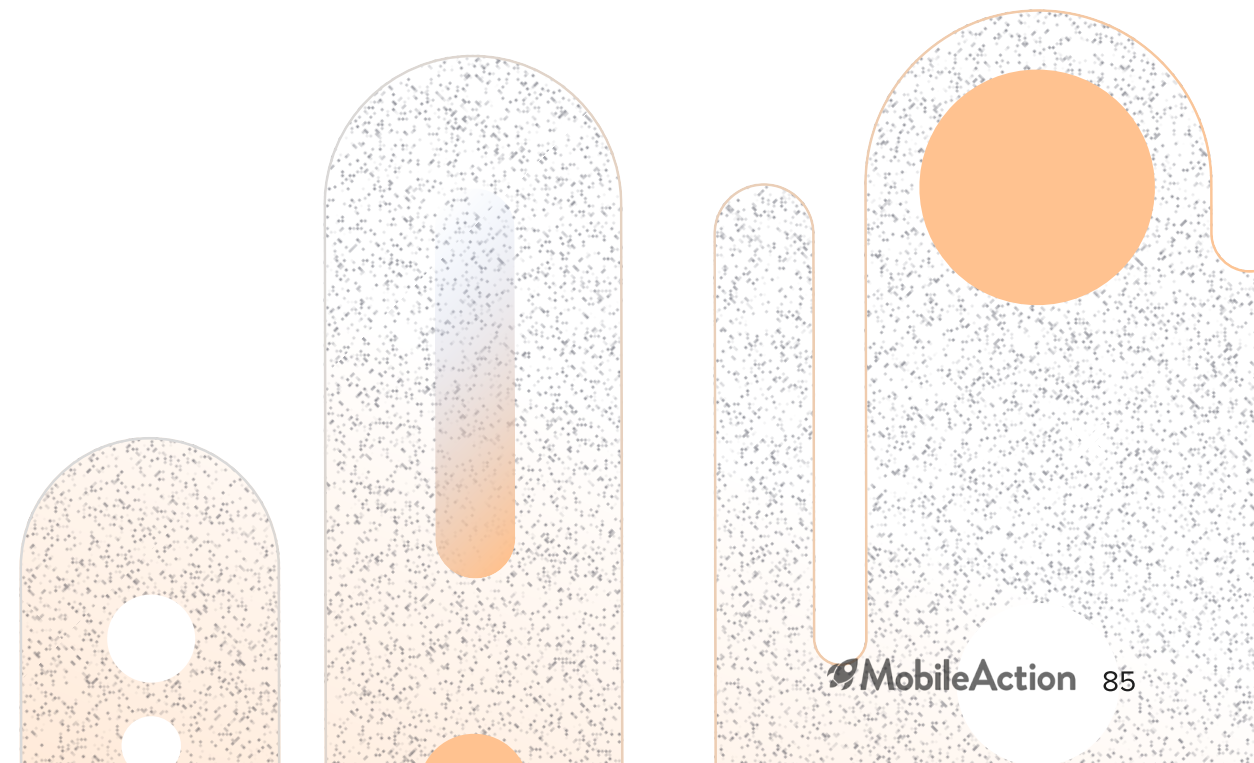


The list of social networking apps with the most ad impressions on the Google Play Store in 2023 highlights the significant appeal of platforms that offer live content, community engagement, and personalized interaction.

- **TikTok** leads with a staggering 31,907,516 impressions, underscoring its dominance in short-form video content and its massive global user base. The platform's ability to cater to diverse interests and foster community through hashtags and trends is a key factor in its widespread appeal. Bigo Live - Live Streaming App follows with 11,520,402 impressions, emphasizing the growing interest in live streaming as a real-time interaction and entertainment medium, appealing to users seeking more authentic and spontaneous content.
- **Facebook** and **Instagram** maintain strong positions, with 9,055,620 and 2,051,455 impressions, respectively, highlighting their foundational roles in the social networking landscape. Despite the rise of newer platforms, these established networks continue to engage large audiences through evolving features and extensive networks.
- Newer platforms like **Yappy** and **SUGO : Voice Live Chat Party**, with 593,342 and 572,787 impressions, respectively, showcase the diversity within social apps, from messaging and voice chats to live interaction, indicating a market for apps that offer novel ways to connect and share experiences.

- **SoulChill-Connect Similar Soul** and **Playsee: Explore Local Videos** reflect niche interests within the social space, from connecting with like-minded individuals to exploring local content, catering to users looking for more personalized social experiences. **Pink – chat** and call and **Pococha - Chat, Live streaming** round out the list, further emphasizing the variety of social networking apps that cater to specific user needs, from private communication to community-based live streaming.

This selection from the Google Play Store in 2023 demonstrates the dynamic and competitive nature of the social networking category, where a blend of established giants and emerging platforms compete for user attention, offering a wide range of content and interaction styles to suit various preferences.





# Sports

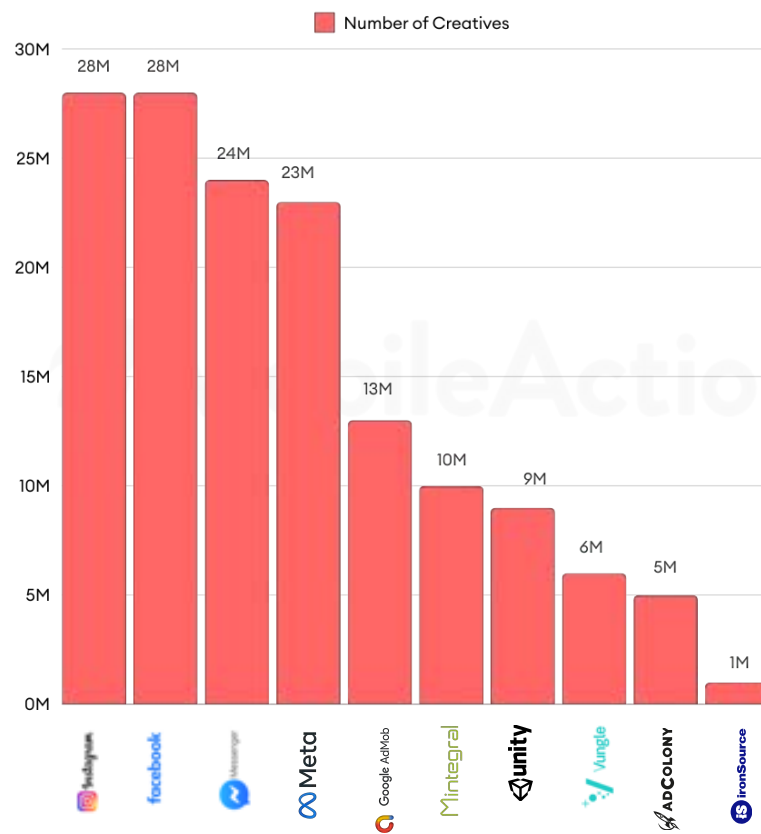
The sports category has been on the rise, particularly following the impact of the COVID-19 pandemic. With more people turning to home workouts and seeking ways to watch sports events from the comfort of their homes, the importance of sports-related apps has surged. Additionally, during key periods like international tournaments or significant local sports events, there's a noticeable increase in interest and activity within this category.

# Sports

## Top Ad Networks

### App Store

App Store Top Ad Networks: Sports



- In the sports category on the App Store throughout 2023, **Meta's** platforms, including Instagram Native, Facebook, Messenger, and Meta Audience Network, dominated the creative counts, underscoring the significant role of social media in sports-related advertising. The prominence of these platforms highlights their effectiveness in engaging sports enthusiasts, leveraging the visual and community-driven aspects of social media to connect with audiences interested in sports content and events.
- **Instagram Native** led with 28,748 creatives, reflecting its strong alignment with visually rich sports content, from action shots to event highlights. It is an ideal platform for sports brands and apps to showcase their offerings.
- **AdMob** by Google, with 13,170 creatives, also played a notable role, showcasing Google's reach across a vast network of apps and websites, providing sports apps with targeted advertising opportunities to reach a broad audience.
- **Mintegral and Unity**, with 10,887 and 9,517 creatives, respectively, indicate the diversity of the advertising landscape within the sports category, offering various ad formats and engagement strategies to capture the attention of sports fans.
- **Vungle and AdColony**, though smaller in scale, contribute to the ecosystem by providing specialized video and interactive ad experiences catering to the dynamic nature of sports content.



- IronSource and AppLovin, with the lowest creative counts, still play a role in this competitive space, likely offering more targeted or niche advertising opportunities that resonate with specific sports audience segments.

This distribution of creative counts across networks in 2023 reveals a multifaceted advertising environment within the Sports category on the App Store, where a blend of broad-reaching social media campaigns and specialized ad platforms work together to cater to the varied marketing needs of sports-related apps.

## LINK DESKS

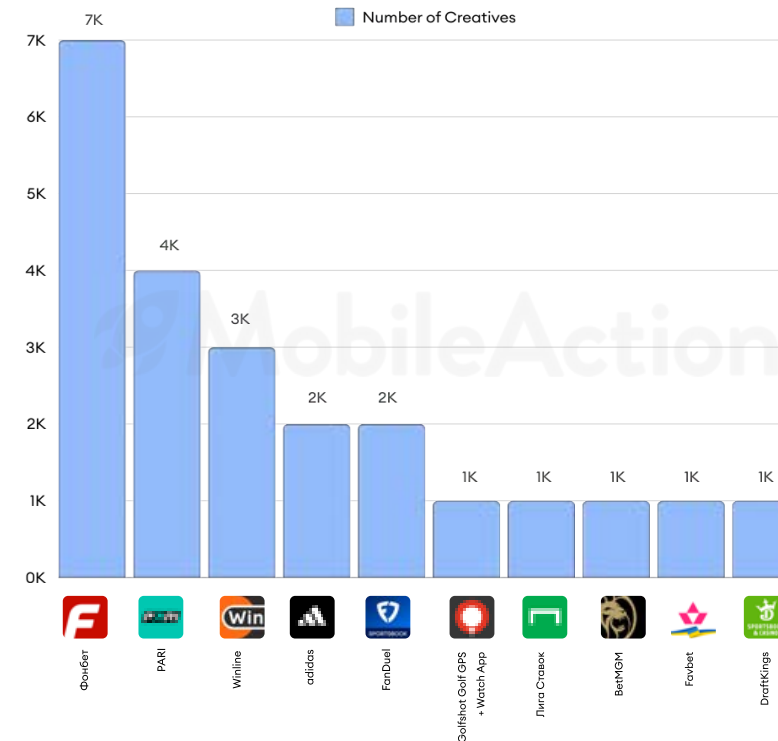
“ MobileAction's Ad Intelligence tool transformed our creative strategy. By using the Creative Analysis feature, we analyzed industry best practices and competitor actions, incorporating these insights into our ad strategies. ”



**Mengjie Gao**  
Director of ASO Strategy

## Top Advertisers

App Store Top Advertisers: Sports

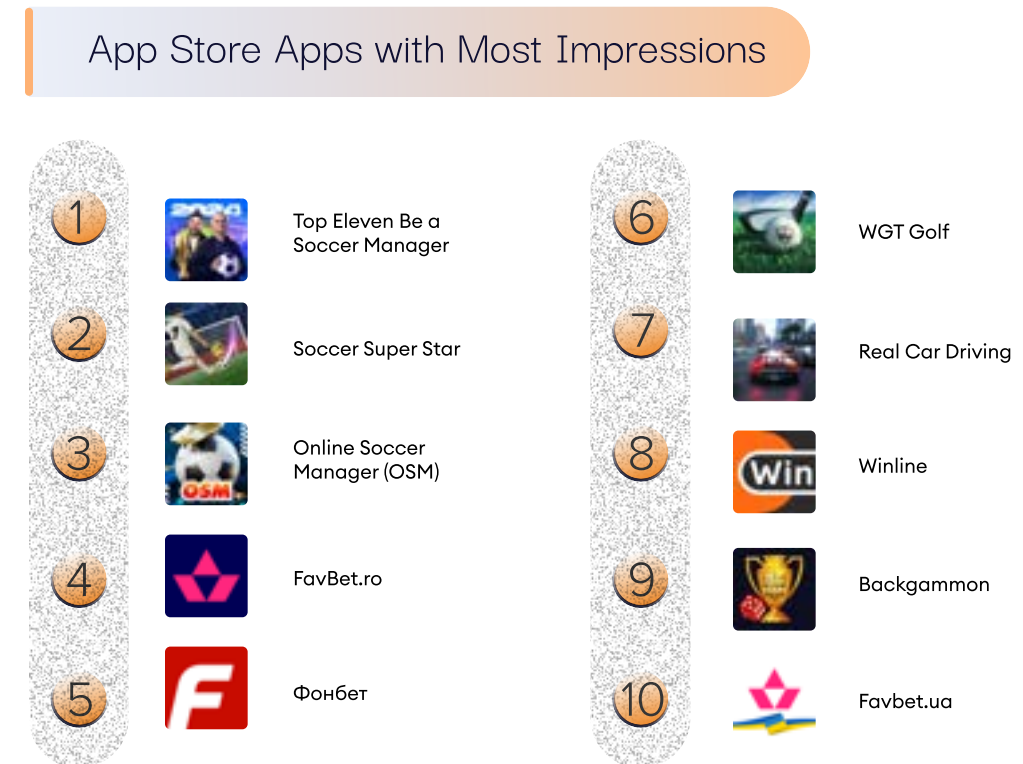


In the Sports category on the App Store throughout 2023, the top advertiser apps reveal a mix of sports betting platforms and brand-centric apps, highlighting the diverse interests within the sports app market.

- Betting apps like **Фонбет – ставки на спорт** and **PARI - ставки на спорт** lead with significant creative counts, 7,128 and 3,601 respectively, emphasizing the popularity of sports betting among users. Their strong advertising presence reflects a high demand for platforms offering real-time betting on various sports events.
- Winline and **Лига Ставок – ставки на спорт** further underscore the interest in sports betting, with thousands of creatives each, pointing to a competitive landscape where various betting platforms vie for user attention with their unique offerings and promotions.
- **Adidas** stands out as a notable non-betting app with 2,142 creatives, highlighting the role of major sports brands in the app space. Adidas' app likely focuses on brand engagement, offering products, exclusive content, and fitness tracking features, appealing to sports enthusiasts and brand loyalists.
- **FanDuel Sportsbook & Casino** and **BetMGM - Online Sports Betting** indicates the presence of international betting platforms, expanding the range of betting options available to users, from traditional sports bets to fantasy leagues and casino games.
- **Golfshot Golf GPS + Watch App** offers a niche appeal to golf enthusiasts, providing GPS tracking and performance analytics, illustrating the demand for specialized sports apps that enhance the playing experience.

- **Favbet.ua** and **DraftKings Sportsbook & Casino** round out the list, further highlighting the blend of betting platforms and sports engagement apps, catering to various sports interests and activities.

This 2023 lineup on the App Store demonstrates a sports category heavily influenced by betting platforms, with a sprinkling of brand-centric and specialized sports apps addressing broader sports-related interests and activities.



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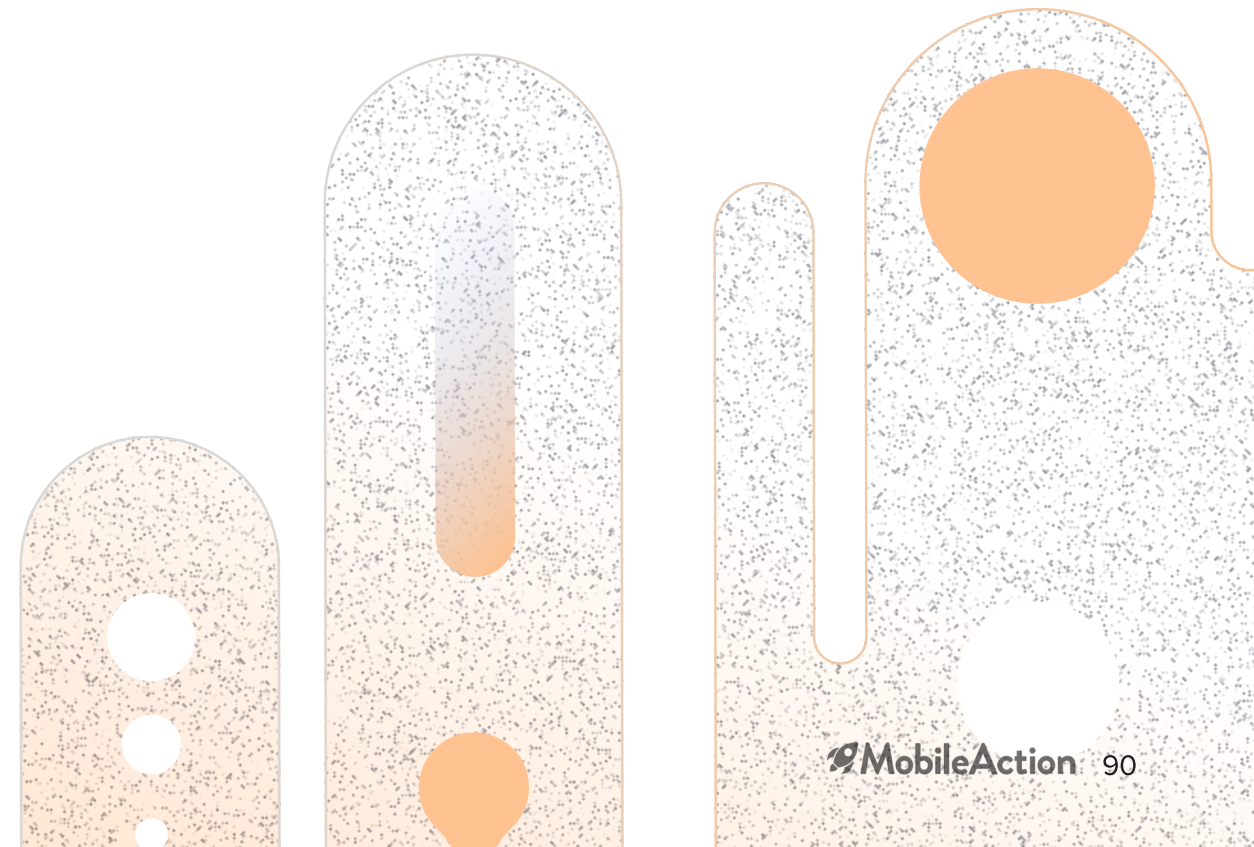


The list of sports apps with the most ad impressions on the App Store in 2023 showcases a blend of soccer management games, sports betting platforms, and other sports-related gaming experiences, reflecting a diverse interest within the sports app category.

- **Top Eleven Be a Soccer Manager** leads with a significant 2,645,774 impressions, highlighting the popularity of soccer management simulation games, where users can build and manage their own soccer teams, indicating a strong interest in strategic sports gaming.
- **Soccer Super Star** and **Online Soccer Manager (OSM)** also feature prominently, further emphasizing the appeal of soccer-themed games, from action-packed gameplay to in-depth team management, catering to a wide range of soccer enthusiasts.
- Betting apps like **FavBet.ro** and **Фонбет – ставки на спорт** with 943,691 and 891,553 impressions, respectively, point to the significant presence of sports betting within the category, suggesting that users are also engaged in wagering on sports outcomes alongside enjoying sports-themed games.
- **WGT Golf** and **Real Car Driving - Racing City** expands the category beyond soccer, offering golf simulations and racing experiences, indicating a broader interest in varied sports and related gaming experiences.

- **Backgammon - Lord of the Board** stands out as a traditional board game with a competitive edge, showing that even classic games find a place within the sports category, appealing to users looking for strategic gameplay.

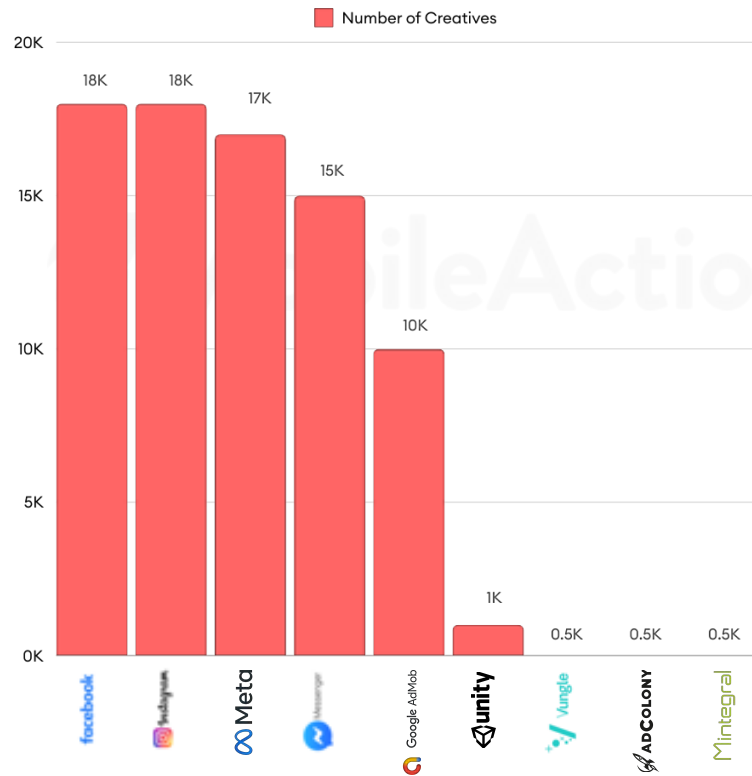
This 2023 lineup on the App Store demonstrates a sports category encompassing a wide range of apps, from immersive soccer management games and sports betting to diverse sports simulations, reflecting the multifaceted nature of sports entertainment and engagement among app users.





## Google Play Store

Google Play Store Top Ad Networks: Sports



- ⦿ In the sports category on the Google Play Store throughout 2023, **Meta's** platforms, Facebook, Instagram Native,

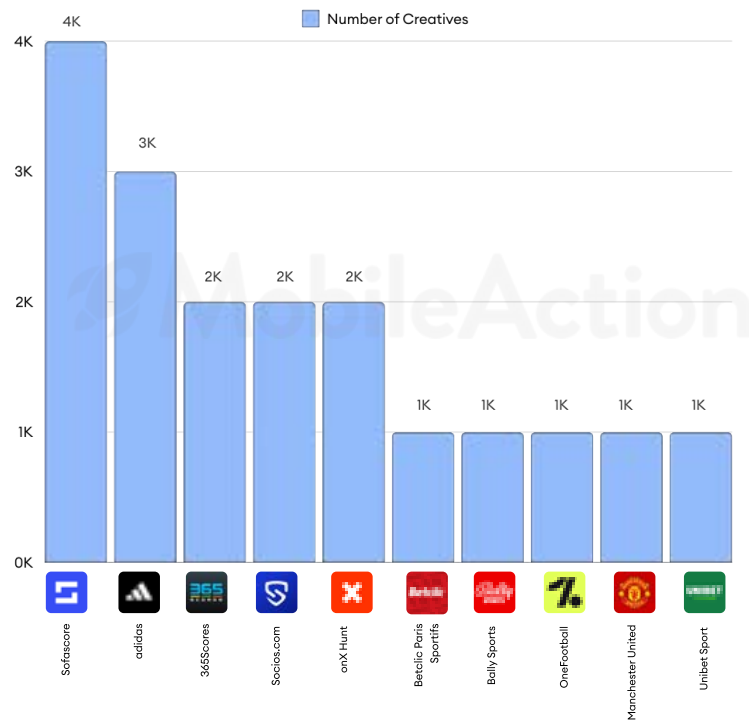
Meta Audience Network, and Messenger, dominated the creative counts, highlighting their significant role in sports-related advertising. The close numbers among these platforms underscore their effectiveness in engaging sports enthusiasts, leveraging these networks' social and visual nature of these networks to connect with audiences interested in sports content, updates, and events.

- ⦿ **AdMob** also played a crucial role with 10,071 creatives, showcasing its reach within the Android ecosystem and its ability to serve targeted ads to sports fans, offering advertisers a valuable channel to reach a diverse audience with varied sports interests.
- ⦿ Other networks like **Unity, Vungle, and AdColony**, though contributing fewer creatives, indicate the diversity of the advertising landscape within the sports category. Their involvement suggests that advertisers are utilizing a range of platforms and ad formats to capture the attention of sports enthusiasts, from engaging video ads to interactive content.
- ⦿ **Mintegral**, with the few creatives, still contributes to this competitive space, likely offering more targeted or niche advertising opportunities that resonate with specific sports audience segments.

This distribution of creative counts across networks in 2023 reflects a dynamic and multifaceted advertising environment within the Sports category on the Google Play Store, characterized by a mix of broad-reaching social media campaigns and specialized ad networks working together to cater to sports app users' varied interests and preferences.

## Top Advertisers

Google Play Store Top Advertisers: Sports



- In the sports category on the Google Play Store for 2023, **Sofascore - Sports live scores** leads with 3,745 creatives, highlighting the high demand for apps providing real-time sports scores and updates, catering to fans who want to stay informed on various sports events.
- Adidas** follows closely with 3,516 creatives, emphasizing the brand's strong presence in the digital space. Unlike the predominantly betting-focused apps on the App Store list, Adidas focuses on sports apparel, fitness tracking, and brand engagement, appealing to a broad audience of sports enthusiasts.
- 365Scores: Live Scores & News** and **Socio.com - Wallet & Tokens** further showcase the variety within the sports app category, from comprehensive sports news and scores to innovative fan engagement platforms offering tokens and rewards.
- onX Hunt: GPS Hunting Maps** represents niche sports interests, providing specialized tools for hunting enthusiasts, indicating the diverse needs of sports app users.
- Betclic Paris Sportifs** and **Unibet Sport - Paris Sportifs** highlight the presence of betting platforms, though less dominant than on the App Store, suggesting a balanced mix of content in the sports category on the Google Play Store.

- **Bally Sports** and **OneFootball-Soccer Scores** cater to specific sports segments, offering dedicated content for American sports and soccer fans, respectively.
- **The Manchester United Official App** underscores the role of official sports team apps in enhancing fan experiences through exclusive content, news, and match updates.

This selection from the Google Play Store in 2023 illustrates a sports category that balances live score apps, brand apps, niche sports tools, and betting platforms, reflecting a broad spectrum of interests and functionalities catering to sports fans' diverse preferences.

### Google Play Store Apps with Most Impressions



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The list highlights a mix of live score updates, official sports team apps, sports betting, and fan engagement platforms, showcasing the wide-ranging interests of sports app users.

- **365Scores: Live Scores & News** leads with 197,652 impressions, underscoring the high demand for apps that provide real-time sports scores and news, catering to fans who want to stay updated on their favorite sports and teams.



- **The Manchester United Official App**, with 177,762 impressions, emphasizes fans' strong connection with their favorite teams, offering exclusive content, news, and match updates directly from the club.
- **BetMGM - Online Sports Betting** and **Ставки на спорт" (Sports Betting)** with 158,629 and 143,302 impressions, respectively, highlight the significant interest in sports betting, indicating that many users are engaged in wagering on sports outcomes alongside following live events.
- **Sofascore - Sports live scores** and **Sportingbet: Live Scores** further showcase the appetite for live score tracking apps, enabling fans to follow games in real-time, reflecting the importance of immediacy in the sports app category.
- **FanDuel Fantasy Football** and **DraftKings Sportsbook & Casino** represent the fantasy sports and sports betting sectors, offering users a blend of entertainment and the opportunity to engage in sports betting and fantasy league competitions.
- **Socios.com - Wallet & Tokens** stands out as a fan engagement platform, utilizing tokens and rewards to offer a unique way for fans to interact with their favorite sports teams, pointing towards innovative approaches to fan participation.

**ArenaPlus : PBA, NBA Live Sports** rounds out the list, catering to basketball fans with live sports coverage, indicating niche demands within the sports app landscape for specific sports coverage.

This 2023 selection from the Google Play Store demonstrates the dynamic nature of the sports app category, where real-time score updates, team engagement, sports betting, and fantasy sports converge to cater to sports enthusiasts' diverse preferences and engagement styles.



“ Our marketing performance significantly improved with MobileAction. In the initial months after adopting Ad Intelligence and exploring new ad formats, we saw a 35% increase in app downloads and a substantial ROI boost. ”



**Stepan Frolov**

Growth Manager



# Food & Drink

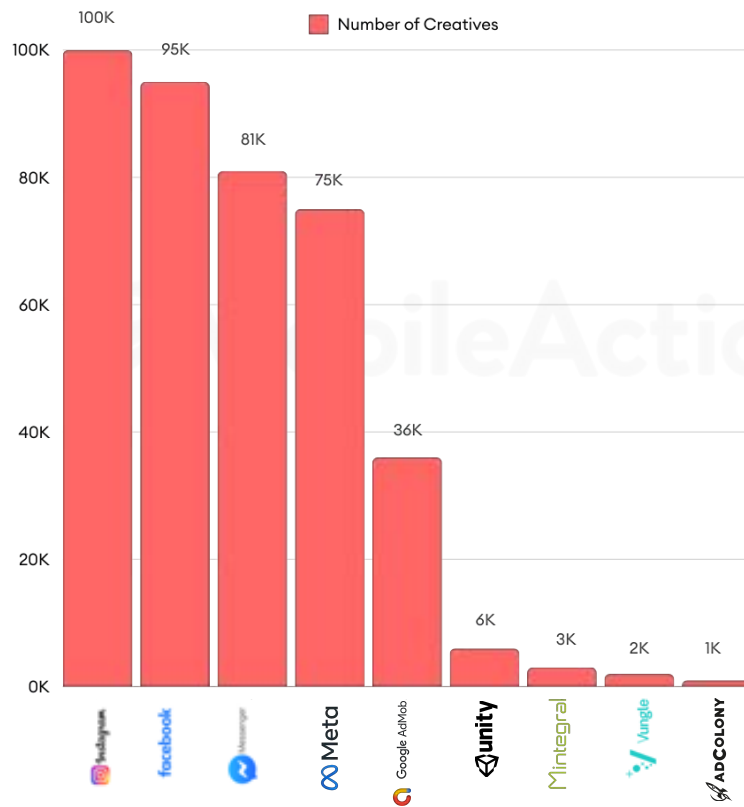
The Food & Drink category has really taken off since delivery apps entered the scene, meeting a wide range of customer needs. The variety in this sector has also grown as more chain restaurants and fast-food brands have launched their own apps for ordering, displaying their menus, and handling reservations.

# Food & Drink

## Top Ad Networks

### App Store

App Store Top Ad Networks: Food & Drinks

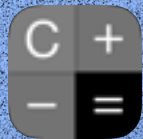


- In the Food & Drinks category on the App Store throughout 2023, **Meta's** platforms, particularly Instagram Native and Facebook, led the charge in creative counts, with 98,648 and 95,587 creatives, respectively. This dominance underscores the synergy between food-related content and Meta's visually-driven and socially interactive platforms, making them ideal for engaging users interested in culinary experiences.
- **Messenger** and **Meta Audience** Network also played significant roles, with 81,724 and 75,845 creatives, highlighting the comprehensive approach of leveraging the entire Meta ecosystem to reach a broad audience interested in food and drinks.
- **AdMob** by Google, with 36,294 creatives, marked a strong presence, indicating Google's extensive reach and its effectiveness in targeting users across a wide array of apps, providing a valuable platform for advertisers in the food sector
- Other networks like **Unity, Mintegral, and Vungle**, although contributing fewer creatives, showcased the diversity of the advertising landscape within this category. Their inclusion points to the use of various ad formats and strategies, from interactive ads to video content, to captivate users' interests in food and drinks.



- **AdColony and AppLovin**, with 1,572 and 514 creatives, indicate niche roles within the ecosystem, likely offering more specialized or targeted advertising opportunities that resonate with particular segments of the food and drinks audience.

This distribution of creative counts across networks in 2023 reveals a dynamic advertising environment within the Food & Drinks category on the App Store, dominated by Meta's platforms due to their visual and social capabilities, complemented by a spectrum of other networks offering diverse advertising solutions.



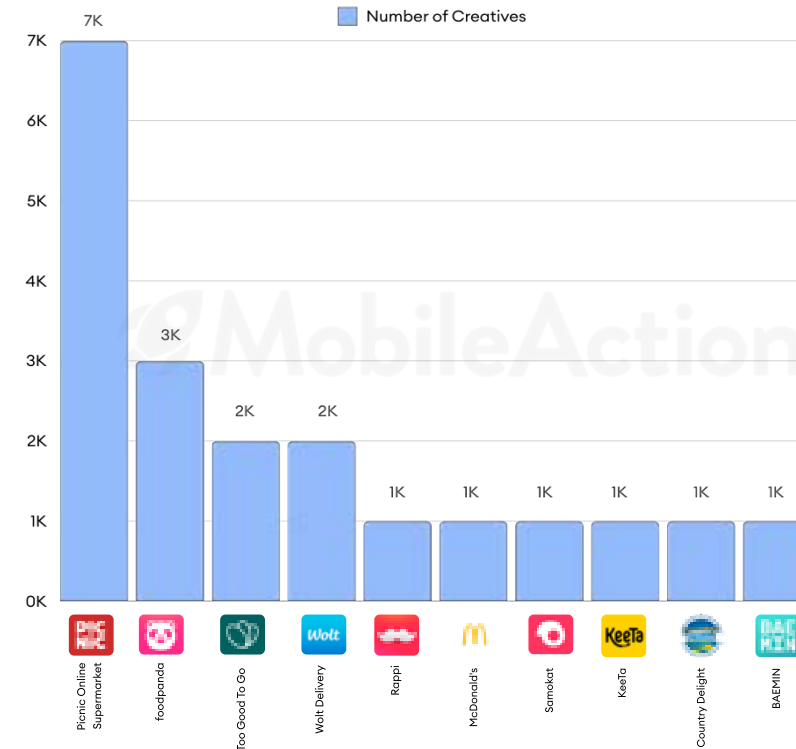
“ MobileAction's Ad Intelligence transformed our marketing approach, providing insights into competitors' strategies and creative effectiveness. Its comprehensive competitor insights, ad network coverage, and unique DSP data stood out. Its feature offered clear benchmarks and insights, enhancing our competitive edge and efficiency in mobile advertising. ”



**Andrew Lossing**  
UA Lead

## Top Advertisers

App Store Top Advertisers: Travel



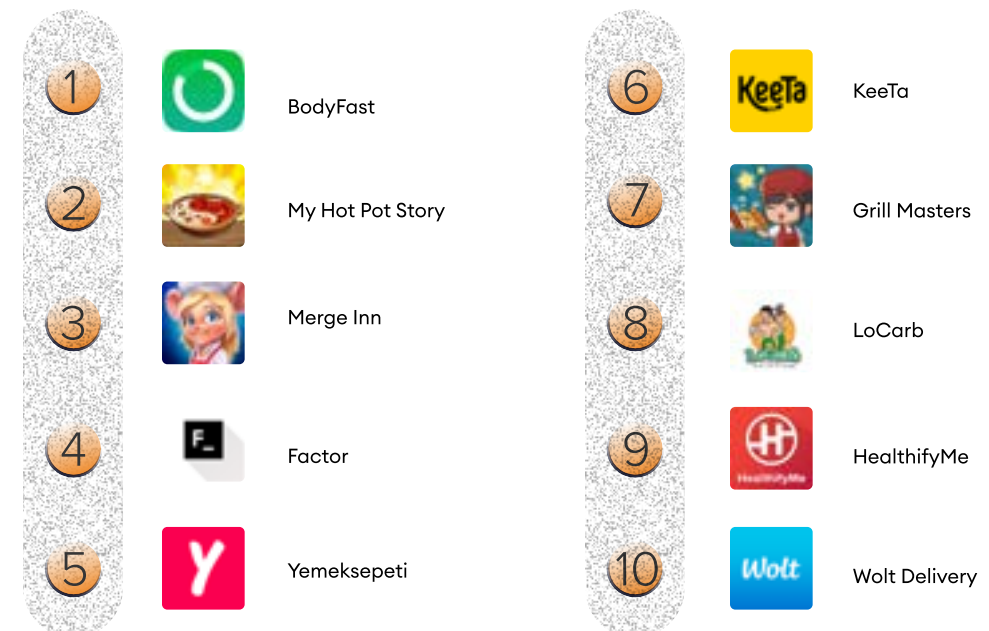
The top advertisers in the Food & Drinks category on the App Store for 2023 highlight a dynamic mix of online supermarkets, food delivery services, and initiatives aimed at reducing food waste, reflecting the evolving landscape of food-related apps.

- **Picnic Online Supermarket** leads with 7,669 creatives, showcasing the growing consumer preference for digital grocery shopping, offering convenience and a wide range of products.
- **foodpanda: Food & Groceries** and **Wolt Delivery: Food and more** highlight the significant role of food delivery services in providing quick access to meals and groceries, catering to the busy lifestyles of modern consumers.
- **Too Good To Go: End Food Waste** stands out with 4,463 creatives, emphasizing the rising consumer awareness and demand for sustainable options in food consumption, aiming to tackle food waste by connecting users with surplus food from restaurants and cafes.
- **Rappi: Market and Food Online** and **McDonald's - Non-US** reflect the diversity within the category, from all-encompassing delivery platforms to fast-food chains enhancing customer experience through app-based ordering and promotions.
- **Samokat: Food Delivery** and **KeeTa -Meituan's Food Delivery** further illustrate the global reach of food delivery apps, showcasing regional players that have made significant inroads into local markets offering tailored services.

- **Country Delight Milk & Grocery** and **BAEMIN - Food delivery app** rounds out the list, indicating niche markets within the food app sector, from fresh dairy deliveries to specialized food delivery services, highlighting the tailored experiences apps can provide to meet specific consumer needs.

This 2023 lineup from the App Store demonstrates the Food & Drinks category's vibrancy, where technology meets culinary needs, offering everything from convenience and variety to sustainability and cultural specificity.

### App Store Apps with Most Impressions



MobileAction



The list of Food & Drink apps with the most ad impressions on the App Store in 2023 showcases a fascinating blend of health-focused apps, engaging food-themed games, and convenient meal delivery services.

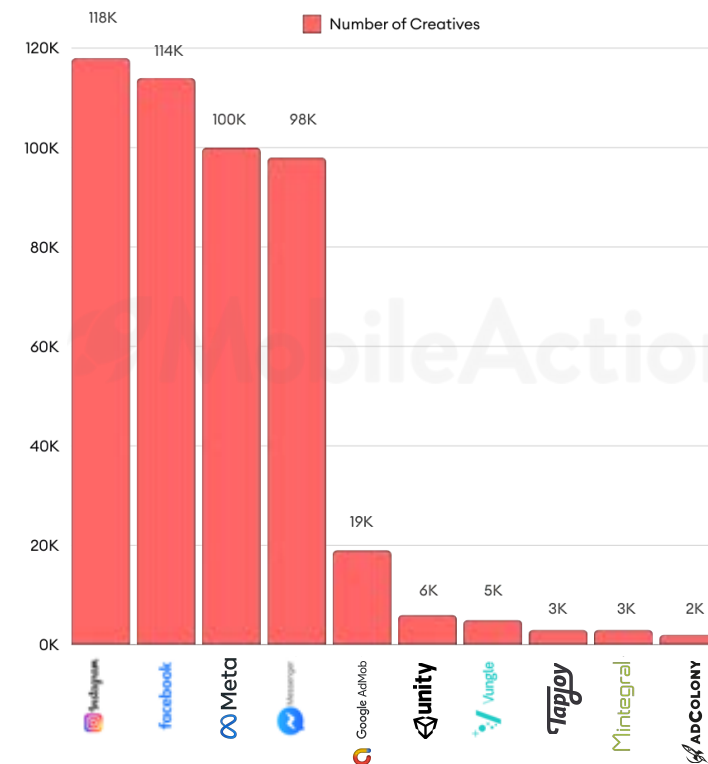
- **BodyFast: Intermittent Fasting** leads with significant impressions, highlighting the growing interest in health and wellness apps that guide users through popular dietary practices.
- The presence of games like **My Hot Pot Story** and **Merge Inn - Tasty Match Puzzle** reflects the entertainment value found in culinary-themed gaming, engaging users with food playfully and interactively.
- Meal delivery services such as **Factor\_** and **Yemeksepeti** emphasize the demand for convenience in accessing healthy meals and groceries, catering to the busy lifestyles of modern consumers. **KeeTa -Meituan's Food Delivery** and **Wolt Delivery: Food and more** further illustrate the global reach and variety of food delivery options available through apps, underscoring the importance of quick and diverse dining solutions.
- **Grill Masters - Idle Barbecue** offers a casual gaming experience centered around food. At the same time, **LoCarb** and **HealthifyMe: Weight Loss Plan** cater to specific dietary needs and fitness goals, demonstrating the apps' role in supporting personalized nutrition and health regimes.

The selectio from 2023 App Store's Food & Drink category highlights apps that deliver culinary delights, support healthier lifestyle choices, and offer engaging food entertainment.

## Top Ad Networks

# Google Play Store

Google Play Store Top Ad Networks: Food & Drinks



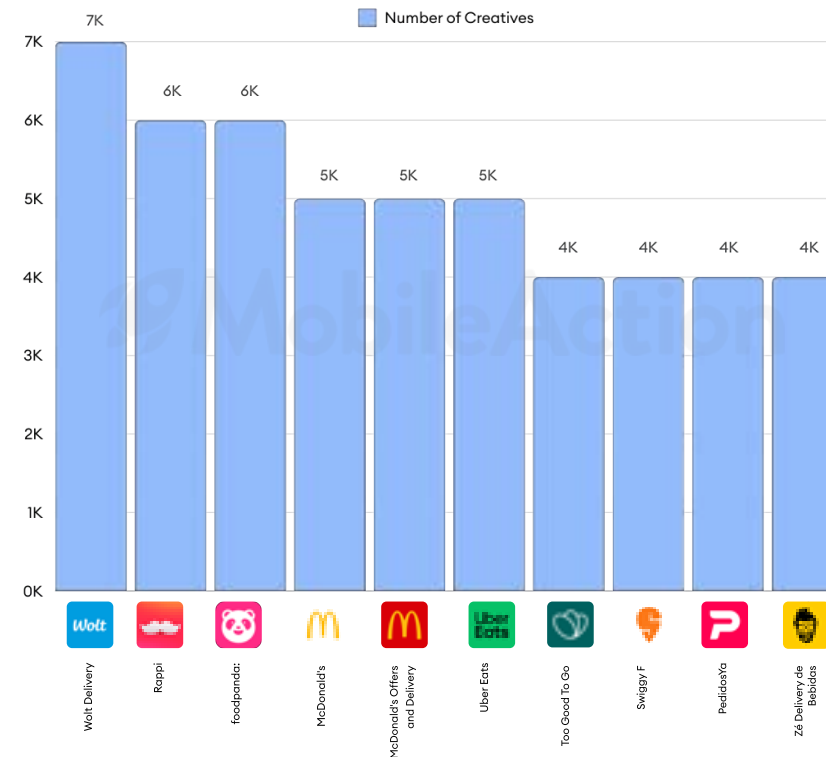


- In the 2023 Google Play Store's Food & Drinks category, Meta's Instagram Native and Facebook led with 117,595 and 114,545 creatives, highlighting their suitability for visually engaging, social food content, making them ideal for culinary audiences.
- Meta Audience Network and Messenger also contributed significantly with 101,322 and 96,881 creatives, further emphasizing the strategic use of Meta's entire ecosystem to maximize audience engagement in the food and drinks sector.
- **AdMob** by Google, with 18,394 creatives, demonstrated its wide reach in the Android ecosystem, providing targeted ads for a variety of apps and being a crucial platform for broad exposure in food and drinks advertising.
- Other networks like **Unity, Vungle, and Tapjoy**, though contributing fewer creatives, added to the diversity of the advertising landscape. Their presence indicates the utilization of various ad formats and engagement strategies, from gaming engines to interactive and reward-based ads, to capture users' interest in food and drinks.
- **Mintegral** and **AdColony**, with 2,679 and 1,534 creatives, showcase their niche roles in food and drinks advertising, offering specialized solutions for specific audience segments.

This distribution across ad networks in 2023 reflects a dynamic and multifaceted advertising environment within the Food & Drinks category on the Google Play Store, with Meta's platforms leading due to their visual and social strengths, complemented by a range of other networks offering a variety of advertising solutions to engage with the diverse interests of food and drinks consumers.

### Top Advertisers

Google Play Store Top Advertisers: Finance



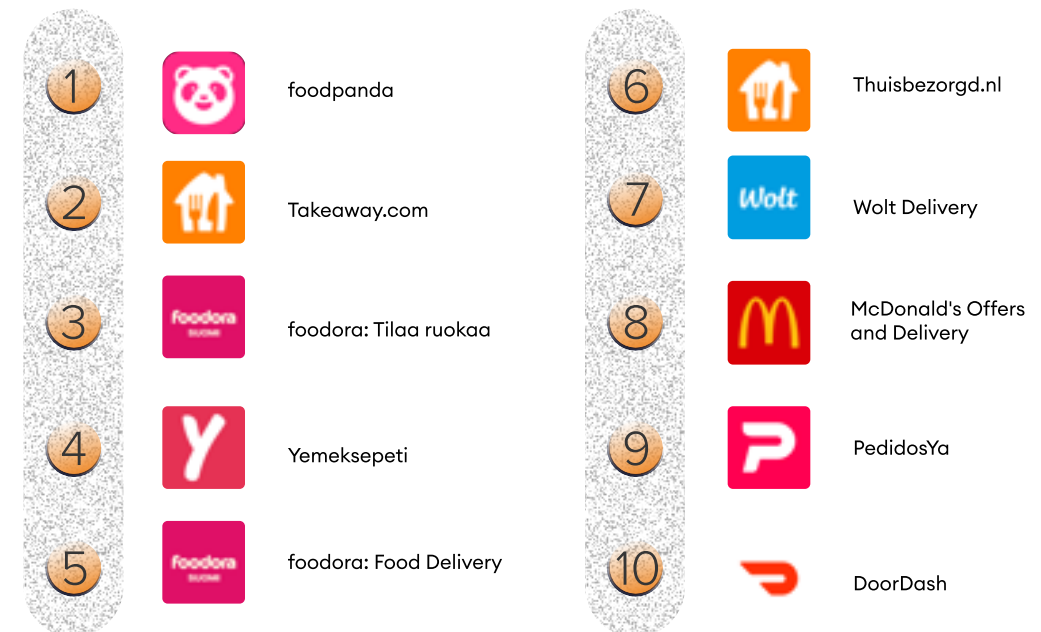
The top advertiser apps in the Food & Drink category on the Google Play Store for 2023 highlight the variety and convenience of food delivery services.

- **Wolt Delivery: Food and more** leads with a significant presence, showing the high demand for diverse dining options delivered straight to the consumer. Rappi and foodpanda reflect the trend towards apps that offer both restaurant meals and grocery items, catering to a wide range of consumer needs.
- Fast-food giants like **McDonald's** are also adapting to the digital landscape, utilizing apps to facilitate orders and offer special deals. **Uber Eats** maintains its strong position in the market, emphasizing the competitive nature of food delivery services.
- Notably, **Too Good To Go** focuses on sustainability, aiming to reduce food waste by connecting consumers with surplus food, highlighting an eco-conscious shift in consumer preferences. Other services like **PedidosYa** and **Zé Delivery de Bebidas** further showcase the global reach and local adaptation of food delivery apps, offering everything from meals to groceries and drinks.
- **Uber Eats: Food Delivery** continues to be a strong contender with 4,994 creatives, reinforcing the competitive nature of the food delivery market and the app's widespread recognition and usage.

- **Swiggy Food & Grocery Delivery** and **PedidosYa - Delivery Online**, with 4,014 and 4,009 creatives, expand the list's geographic diversity, indicating the global appeal and local adaptation of food delivery services.

The 2023 Google Play Store's Food & Drink category showcases a mix of dining, grocery shopping, and new solutions catering to the digital era's consumer demands.

### Google Play Store Apps with Most Impressions



MobileAction



The list strongly focuses on food delivery and online grocery services, reflecting the growing reliance on digital platforms for meal solutions and grocery shopping.

- **foodpanda: food & groceries** leads the pack with over a million impressions, underscoring the app's widespread appeal for providing a comprehensive platform for both restaurant meals and grocery items, catering to the convenience sought by modern consumers.
- Regional services like **Takeaway.com - Belgium** and **foodora: Tilaa ruokaa** show food delivery apps' local focus, catering to specific market tastes. Yemeksepeti's success further showcasing the popularity of such platforms in different regions.
- **foodora and Thuisbezorgd.nl** highlight the need for fast access to diverse foods, making home dining easier. Wolt Delivery broadens this by also delivering groceries and essentials, showing a trend towards more versatile delivery apps.
- Brand-specific apps like **McDonald's Offers** and **Delivery** show how global fast-food chains use digital platforms for a better customer experience, providing exclusive deals and delivery options.
- **PedidosYa** and **DoorDash** contribute to the diverse food delivery ecosystem, offering users numerous dining options at their fingertips, integral to today's food landscape.

The data in this report has been gathered using MobileAction tools.

The 2023 Google Play Store selection highlights food delivery and grocery apps' importance in the Food & Drink category, providing global users with convenience, variety, and personalized experiences, shaped by digital dining trends.

## ADVERTISER ANALYSIS

Identify high-performing ad networks for your category and optimize your advertising strategy for maximum impact. Analyze current and historical ad network distribution shares, both creative and impression-based, for selected apps and increase your reach.



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# Conclusion

The mobile marketing industry is undergoing rapid expansion, driven by the growing demand for mobile advertising solutions. This surge in demand has intensified the competition among apps, prompting them to engage in a constant battle for user acquisition. Navigating such a dynamic environment is no easy feat and necessitates leveraging the best available tools to succeed.

Enter MobileAction, the world's leading provider of mobile ad intelligence solutions provider, offering unparalleled data and consistency. With an extensive database boasting 70+ million creatives, 90+ thousand publishers, and 357 thousand advertisers, MobileAction empowers you to elevate your mobile advertising strategy to new heights.

Explore your competitors' advertising campaigns, gaining insights into the ad networks they utilize and the creative formats they employ. Dive deep into the content of their creatives, extracting valuable intelligence to inform your advertising approach.

As we mentioned before, paying close attention to the actions of industry leaders is essential for crafting a successful paid advertising strategy and optimizing resource utilization. This highlights the importance of consistently monitoring category trends and staying informed about market dynamics. When you keep yourself updated, it becomes easier to produce effective ad creatives and identify the best way to distribute them. With MobileAction's Ad Intelligence, you'll be empowered to stay ahead of the competition and set your company up for success.

[Sign up for free now](#) with our experts, and let us guide you through a well-planned advertising strategy.

Trusted by over 20K businesses globally, our product enables you to propel your business growth and enhance competitiveness. Embrace the power of data-driven decision-making by scheduling a demo with our experts today, and unlock the potential of leveraging your competitors' creatives to derive actionable insights that will drive your success.

