

# Ad Intelligence: an overview 2022

Report & infographics



# Methodology

The purpose of this study is to identify and analyze the ad strategies and creatives in 2022.

All data presented in this report has been collected from Apptica platform.

The basis of this analysis was made up of data from the Apptica's Ad Intelligence section.

To obtain accurate results, we have analyzed data on 35 countries collected from January 01 to December 31, 2022.

We have not used additional information from other analytical services or resources without mentioning them.

## Overview of Advertisers and Publishers

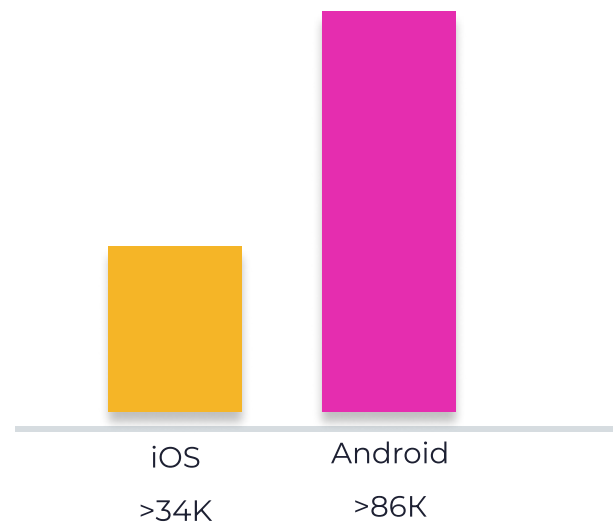
In 2019, there were more than 60 thousand advertisers in App Store and Google Play. In 2022 this number increased by 2 times (more than **120 thousand**).

Maximum number of creatives for one publisher

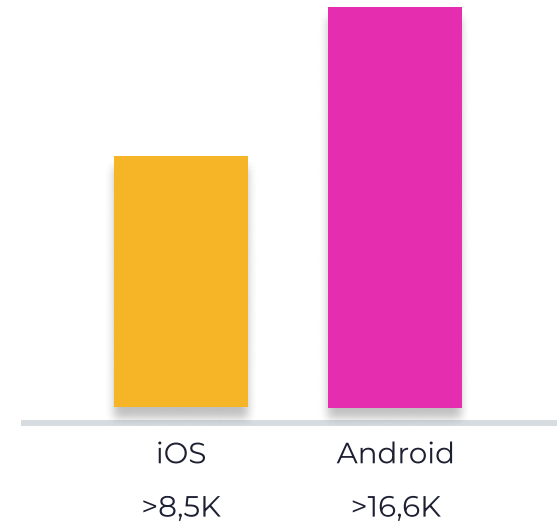
iOS: **56K**

Android: **1,8M**

### Number of Advertisers



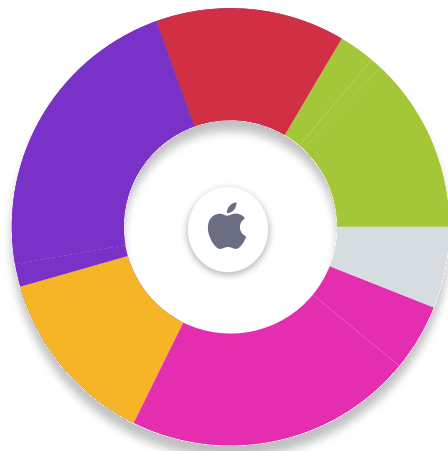
### Number of Publishers



## Overview of Advertisers

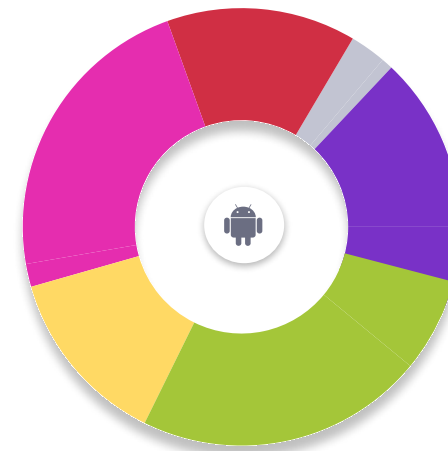
The GAMES category led with more than 69,02% of advertising traffic on App Store and 55,58% on Google Play. The biggest traffic share on both platforms together is covered by Casual.

### Advertising traffic by Categories



● Casual	23,8%
● Simulation	17,9%
● Board	12,9%
● Action	11,9%
● Card	9,6%
● Other	23,9%


### Advertising traffic by Categories













● Puzzle	25,4%
● Casual	16,6%
● Word	9,8%
● Casino	9,7%
● Strategy	6,5%
● Other	32%

## Top advertisers in 2022 in terms of traffic share

Ad Networks Share (%)\*

1.		Facebook	10	4,76%
2.		Shopee	16	2,05%**
3.		Fishdom	10	2%
4.		Woodoku	8	1,54%
5.		Township	12	1,5%
6.		TikTok	18	1,45%
7.		Royal Match	12	1,44%
8.		Bigo Live - Live Streaming App	16	1,3%
9.		Blockudoku: block puzzle game	9	1,2%
10.		Braindom 2: Brain Teaser Games	7	1,2%

Ad Networks Share (%)\*













11.		Braindom: Brain Games Test	6	1,1%
12.		Homescapes	13	1,08%
13.		Gardenscapes	10	0,95%
14.		Scatter Slots - Slot Machines	12	0,94%
15.		Candy Crush Saga	14	0,86%
16.		Water Sort - Color Puzzle Game	11	0,7%
17.		Jackpot Master Slots	8	0,7%
18.		Wordscapes	6	0,6%
19.		Vegas Live Slots: Casino Games	11	0,4%
20.		Lingokids - Play and Learn	8	0,38%

\* The share is an average % for both platforms






\*\* An average % for all Shopee aps in different geos

# Top advertisers in 2022 in terms of creatives number

Ad Network Creatives







1.		NewsBreak: Local News&Alerts	10	1.8M
2.		Rescue Cut - Rope Puzzle	9	605K
3.		Monjong Solitaire	7	225K
4.		Zynga Poker - Texas Holdem Game	6	183K
5.		SHEIN - Fashion Shopping Online	12	146K
6.		TikTok	18	138K
7.		KeepBooster 	3	110K
8.		KeepClean: Cleaner, Antivirus 	4	109K
9.		Bigo Live - Live Streaming App	16	99K
10.		Braindom: Brain Games Test	6	97,7K












Ad Network Creatives

11.		Public - Indian Local Videos 	4	95K
12.		Braindom 2: Brain Teaser Games	7	83,4K
13.		Evony: The King's Return	12	74,7K
14.		SmartNews: Local Breaking News	11	74.2K
15.		Opera News: breaking & local 	5	71,5K
16.		Blackjack 21: Blackjackist	8	67,1K
17.		Fishdom	10	63.6K
18.		Two Dots	9	61K
19.		Wordzee! - Social Word Game	8	59,3K
20.		Daily VPN - Secure VPN Proxy 	2	48,7K























 Apps only on Android

## Top publishers in 2022 in terms of buying share

 <b>Android</b>	Apps	Share (%)
1.  Meta Platforms	6	9,4%
2.  Playrix	8	6,1%
3.  Matchingham Games	16	5,3%
4.  TikTok Pte. Ltd.	4	3,17%
5.  Shopee	16	2,65%
6.  Tripledot Studios	7	2,12%
7.  Murka Games	12	1,98%
8.  Easybrain	24	1,89%
9.  King	10	1,58%
10.  MobilityWare	20	1,5%

 <b>iOS</b>	Apps	Share (%)
1.  Playrix	6	5,4%
2.  Dream Games	1	2,7%
3.  Easybrain	17	1,92%
4.  Zeroo Gravity Games LLC	2	1,51%
5.  PeopleFun, Inc.	5	1,35%
6.  IEC GLOBAL PTY LTD	12	1,30%
7.  Sonat Joint Stock Company	14	1,29%
8.  ONESOFT GLOBAL PTE LTD	16	1,28%
9.  BIGO TECHNOLOGY PTE. LTD.	2	1,23%
10.  Tripledot Studios	8	1,13%

## Top publishers in terms of creatives numbers

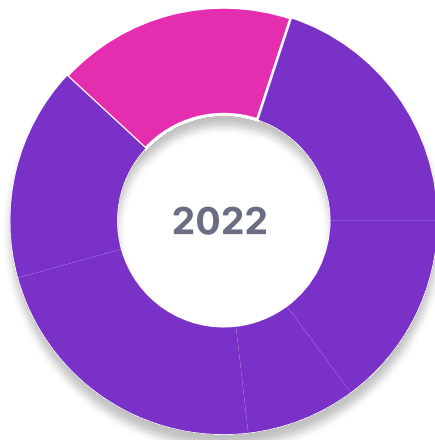
		Apps	Creatives		Apps	Creatives
1.	 Particle Media	2	1,8M	11.	 Shopee	16 105K
2.	 ITI inc.	5	605K	12.	 BIGO TECHNOLOGY PTE.LTD	2 104K
3.	 MobilityWare	20	261K	13.	 Rollic Games	113 95K
4.	 Matchingham Games	16	260K	14.	 Opera	8 77K
5.	 APPS INNOVA 	7	244K	15.	 ONESOFT GLOBAL PTE. LTD.	23 77K
6.	 Zynga	68	232K	16.	 TG Inc.	5 74K
7.	 Playrix	8	177K	17.	 SmartNews, Inc. 	1 73K
8.	 KamaGames	10	154K	18.	 WELLTECH APPS LIMITED	5 72K
9.	 Roadget Business PTE.LTD.	2	152K	19.	 Safe Apps Inc	9 68K
10.	 TikTok Pte.Ltd.	4	138K	20.	 PlayDots	1 61K

 Publishers with apps only on Android



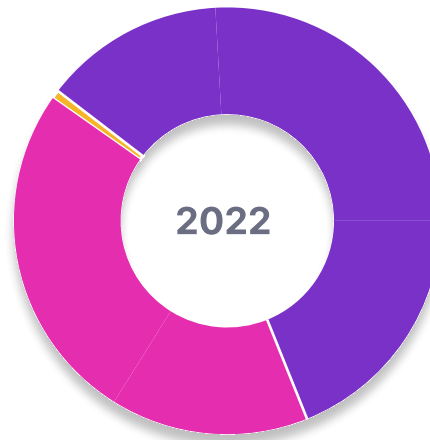
# Distribution of ad creatives: platforms + creatives' format

iOS vs Android



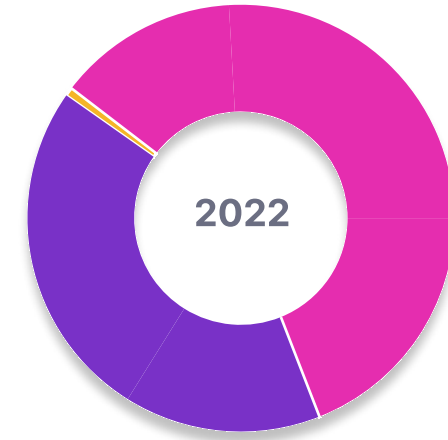
- Android – 80,2%
- iOS – 19,8%

iOS



- Image – 37,3%
- Video – 59,9%
- Interactive – 2,8%

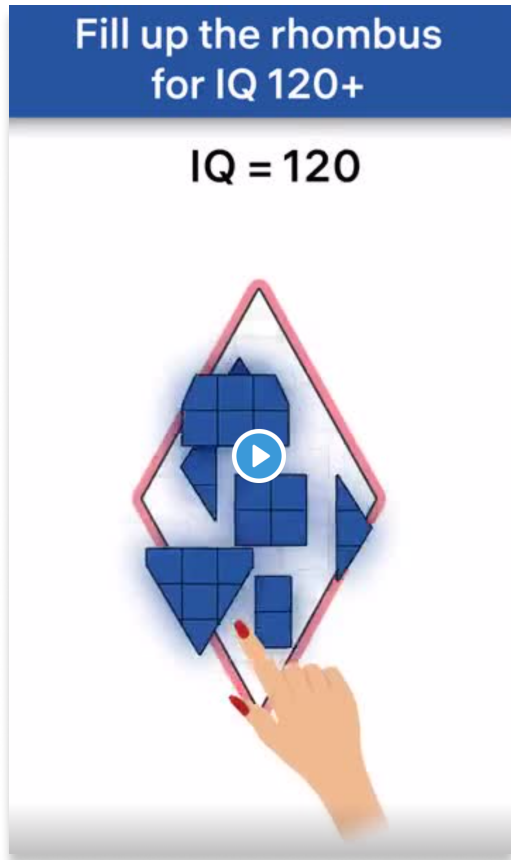
Android



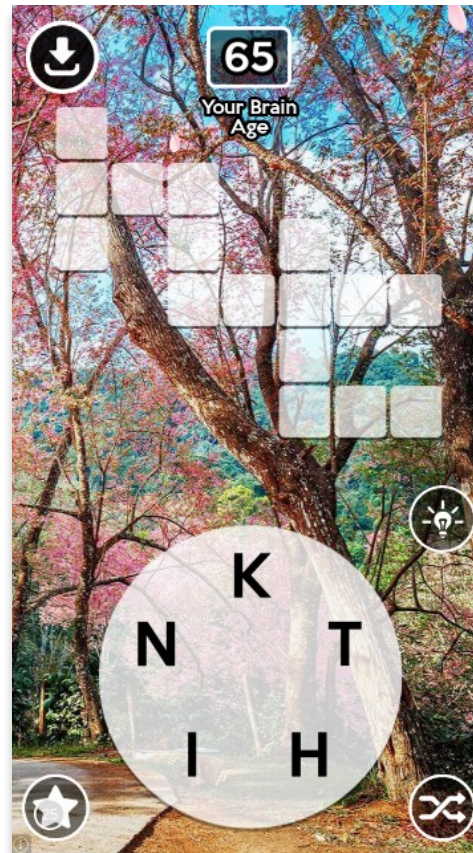
- Image – 58,8%
- Video – 38,7%
- Interactive – 2,5%

**Total number of creatives: 14,6M**

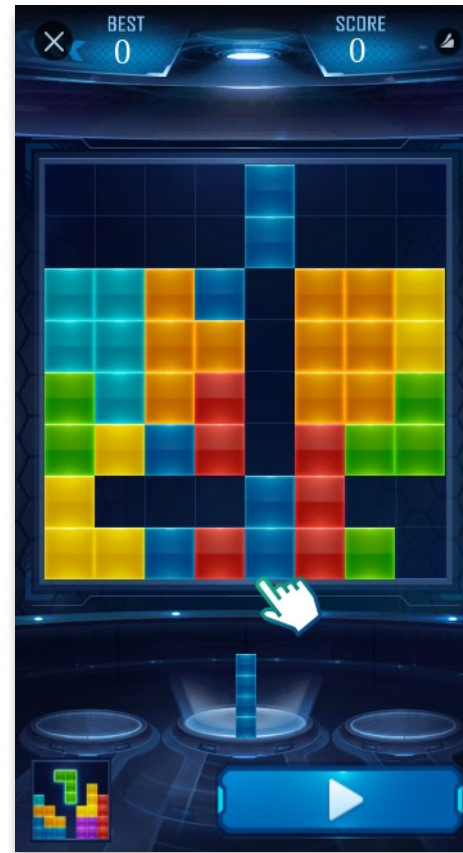
• The most shared creatives: interactive



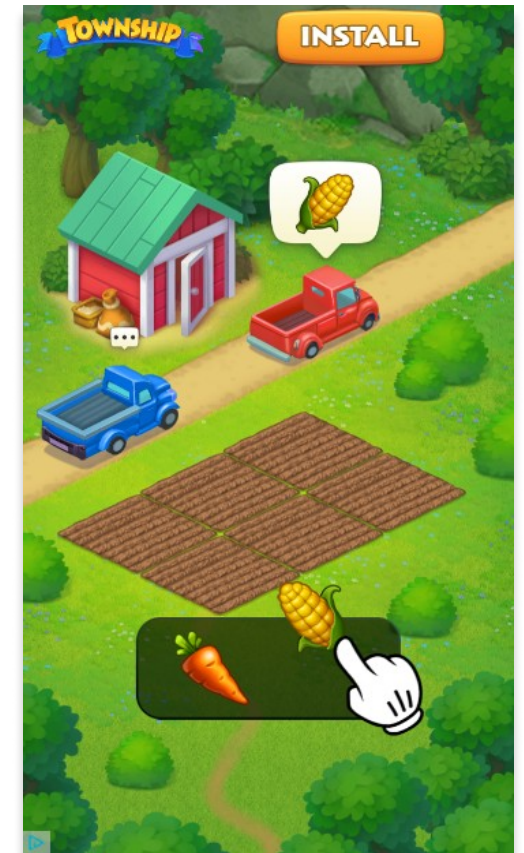
Blockudoku®:  
block puzzle game  
Easybrain



Wordscapes  
PeopleFun



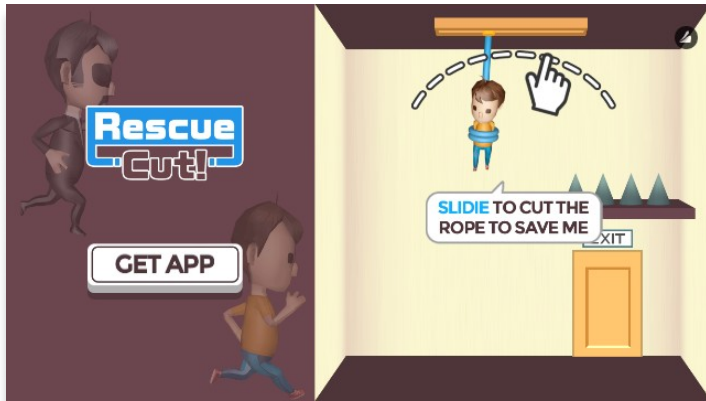
Puzzle Game  
Mahjong solitaire  
mahjongg



Township  
Playrix

\* A few creatives with ad activity >60 days on average

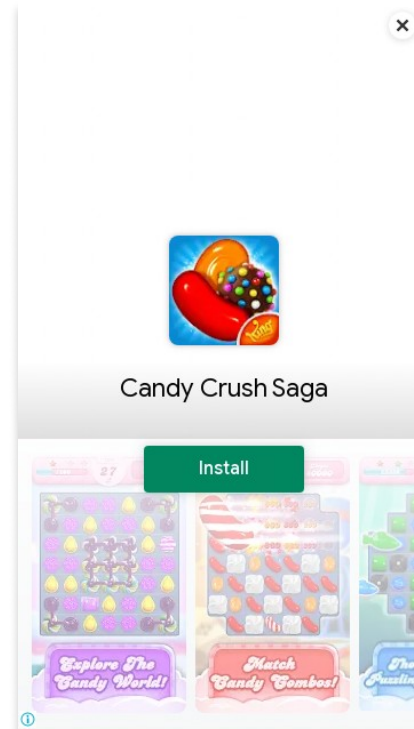
## The most shared creatives: image



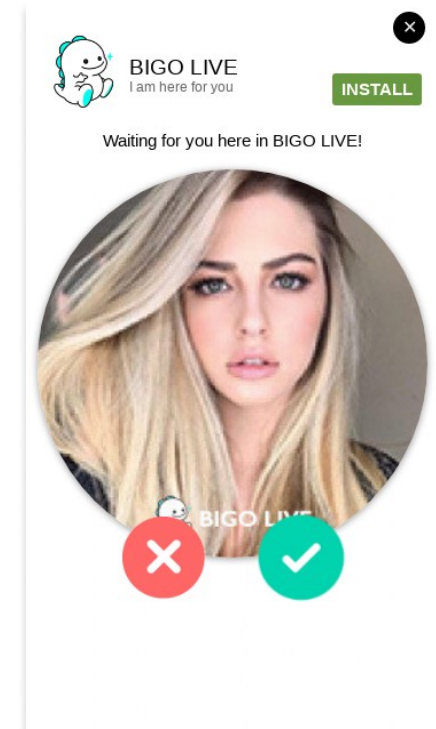
Rescue Cut - Rope Puzzle  
ITI inc.



Vegas Live Slots: Casino Games  
Playdog



Candy Crush Saga  
King



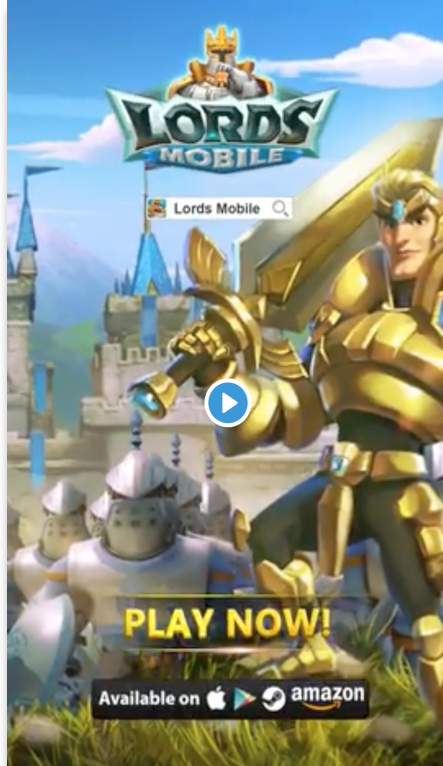
Bigo Live - Live Streaming App  
Bigo Technology Pte.Ltd.

\* A few creatives with ad activity >100 days on average

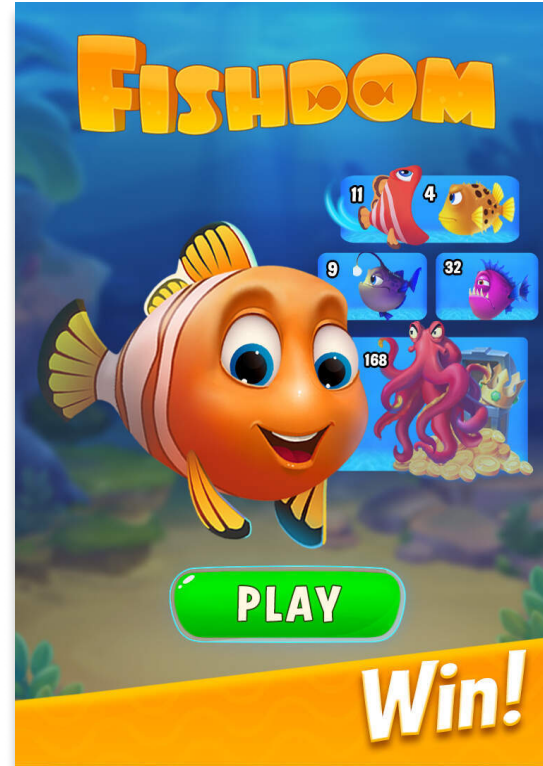
 The most shared creatives: video



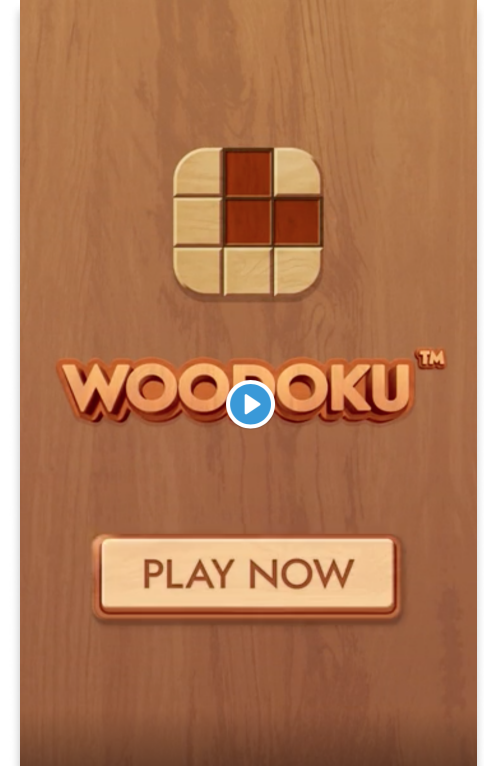
Homescapes  
Playrix



Lords Mobile:  
Kingdom Wars  
IGG.COM



Fishdom  
Playrix



Traffic Puzzle -  
Match 3 Game  
Huuuge Global Ltd.

\* A few creatives with ad activity >150 days on average

# Key Takeaways

- The number of advertisers in the market keeps growing. In 2022 the total number of advertisers was more than 120 thousand. iOS advertisers cover 29%, whereas Android ones - 71%.
- The same disparity picture remains for publishers. Publishers on Android outrun the ones on iOS by 2 times.
- The GAMES category led with more than 69,02% of advertising traffic on App Store and 55,58% on Google Play. In terms of advertisers' number Android games take 43,69%, iOS games - 48.60%.
- The biggest traffic share within the gaming category is taken by Casual on iOS (23,8%) and Puzzle (25,4%) on Android. The most popular gaming category is Casual for both platforms together.
- In general, the apps with the biggest buying traffic embrace 3 categories: Games, Shopping, and Social.

# Key Takeaways

- Majority of advertisers on both platform have a bigger share on Android, however, there are some apps that give preference to iOS, e.g. Royal Match. Moreover, a few apps divide equally their presence, it is a case of BigoLive, for example\*.
- Publishers tend to test more creatives on Android, the gap between creatives' number (Android vs iOS) range from 2 to 124 times\*\*
- 3 publishers appear in the top-10 on both platforms in terms of buying share: Playrix, Easybrain and Tripledot Studios.
- In total, in 2022 Apptica caught more than 14,6M creatives, of which 80,2% were running on Android.
- The distribution of creatives' format differs between the platforms: the leading format on iOS is video (59,9%), on Android - image (58,8%). The share of interactive creatives is almost the same: 2,8% vs 2,5%.

\*among top 20 advertisers in terms of traffic share mentioned in this study

\*\*among top 20 publishers in terms of creatives' number mentioned in this study



Providing the most accurate data on applications, publishers and ad creatives since 2017

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