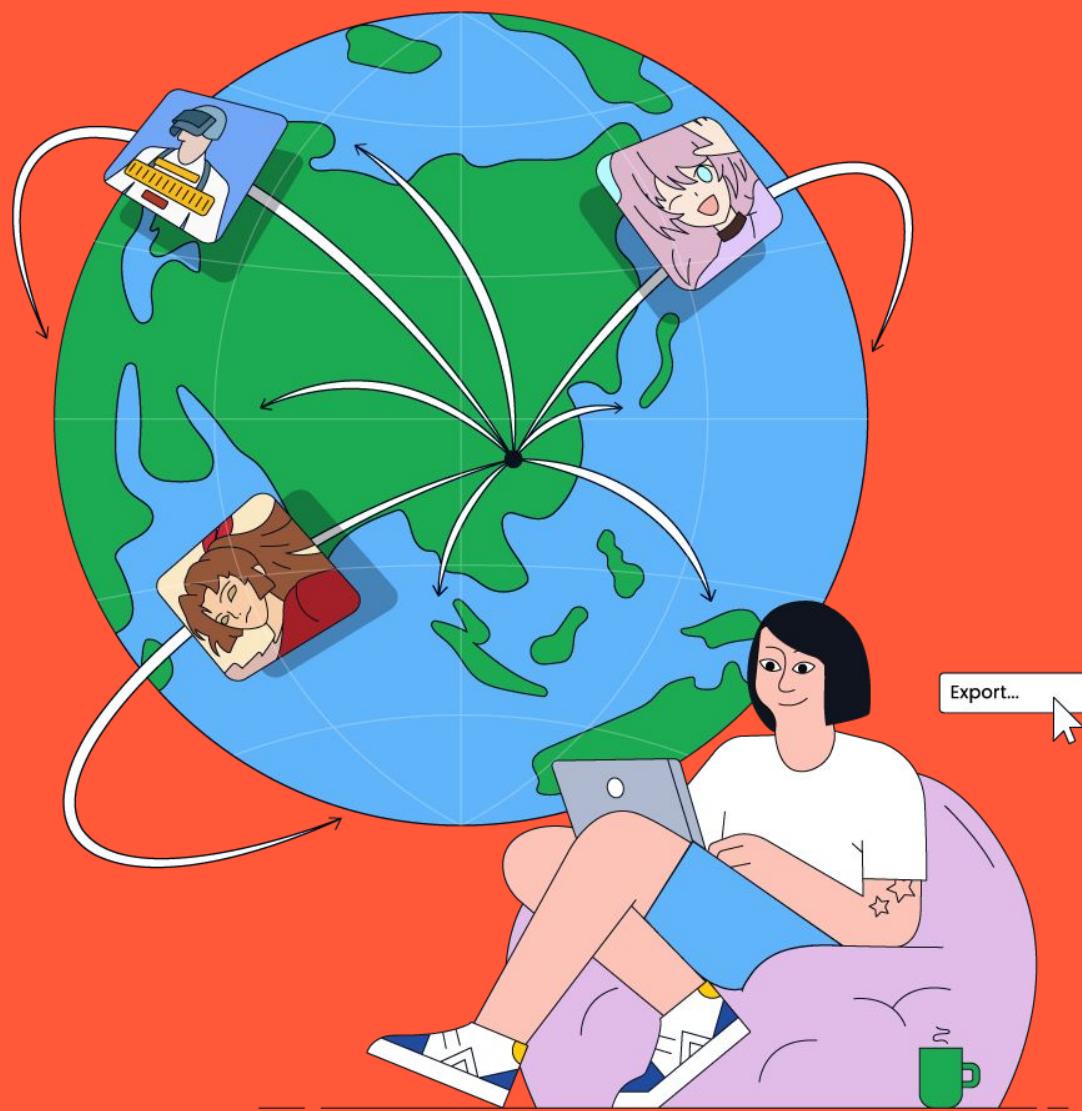
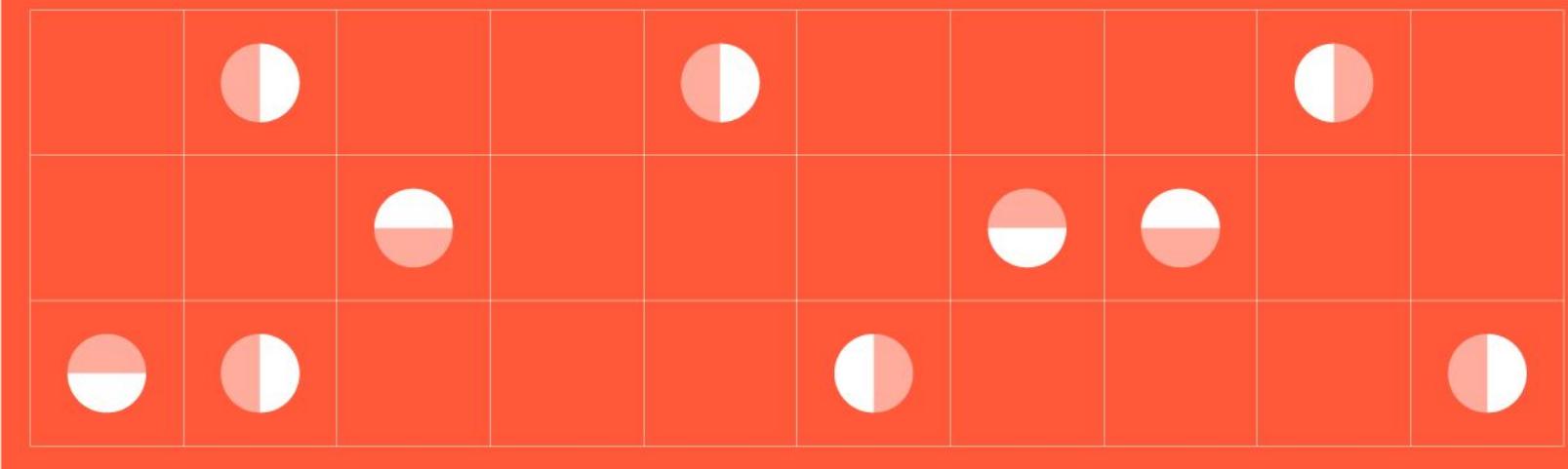


# Guide to Growing Chinese Gaming Apps Overseas

[Download PDF](#)

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# Highlights & Methodology



## CPI

South Korea, Japan, and the US have high CPIs and are highly competitive markets for Chinese games. Malaysia and the Philippines have comparatively lower CPIs.



## ITI Conversion Rates

In the US and Canada, costs are higher overall, but conversion rates are also higher than in other markets.



## D7 ROAS

EMEA has the highest average ROAS for Chinese games at 17%. Video ads offer the best average ROAS at 21%.



## Monetization Tip: Time-Limited Offers

Implement trial characters and innovate on time-limited gachas that tap into player FOMO to shore up your monetization strategy.



## Top Advertisers

The top advertiser in H1 of 2024 (by number of unique creatives) was Legend of Mushroom. On Android, it was Tycoon Casino Vegas Slot Games.

Data for the report comes from [GameRefinery](#), [Accelerate](#), Liftoff's programmatic advertising solution, and [SocialPeta](#), a creative intelligence platform.

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Liftoff data is based on data from

May 1, 2023 – June 15, 2024

133B

Impressions

7.9B

Clicks

18M

Installs

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SocialPeta data is based on ad creative data from January 1, 2024 – June 30, 2024

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# Finding Success in Overseas Markets

There's no doubt about it. Chinese games have found an audience in the global market. [According to Business of Apps](#), China makes up over 31% of worldwide mobile gaming revenue. As giants like Tencent and NetEase dominate the ROI charts worldwide, Chinese gaming revenue is expected to top \$39.6 billion globally by 2027.

For game developers in China, tackling overseas markets is now a core part of their growth strategy. Yet, while there is no shortage of successful examples, there is still plenty of room to grow. Market penetration in many regions remains limited.

[Earnings from more saturated markets](#) like the US, Japan, and South Korea still make up more than half of Chinese gaming's earnings from other countries.

Chinese game developers need a focused strategy to succeed internationally, especially in newer markets. They must adapt their games for foreign audiences and adopt a hyper-localized approach to UA that speaks to their target markets. To stay competitive, developers also need to keep up with new gaming and monetization trends across different regions.

Going global isn't easy, but Liftoff's new guide, featuring data from [SocialPeta](#), a top ad intelligence platform, is designed to help. We cover cost and ROI and install conversion benchmarks across key regional markets, as well as insights into ad creative and localization trends. We also asked the experts from GameRefinery to pinpoint winning monetization and engagement trends to help developers and marketers deliver tangible ROI.



**“Increased privacy regulations and more competition from international games can make overseas growth harder to come by. But Chinese games can gain an advantage by prioritizing quality users in mature markets and tapping into new, emerging markets with a focused long-term strategy.”**

Joey Fulcher  
SVP, Global Demand Sales, Liftoff

# Going Global: At a Glance

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- Chinese Mobile Games CPI, by Region
- Chinese Mobile Games CPI, by Country
- Chinese Mobile Games D7 ROAS, by Region
- A Closer Look: Chinese Games in the US Market

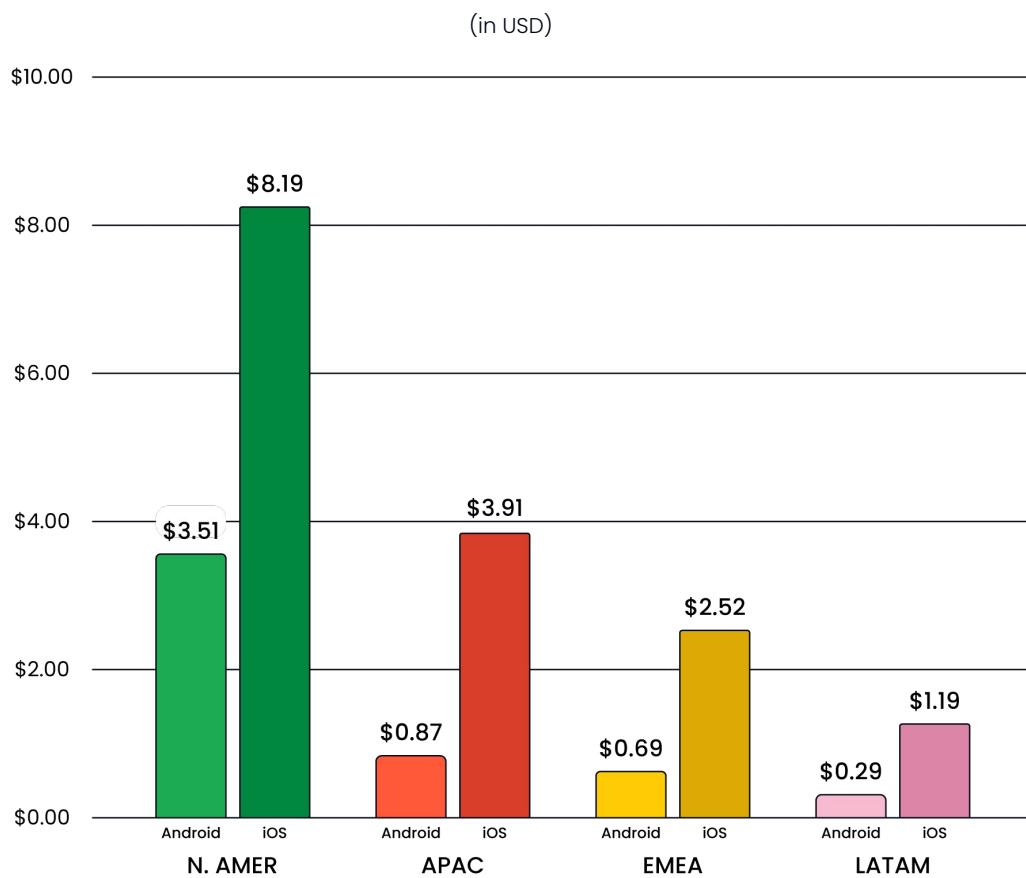
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# The Cost of UA in Different Overseas Markets

Chinese games have found an audience across multiple markets in every region, but different target markets also have varied costs. Parts of North America—the US in particular—are highly competitive markets and this is reflected in the costs.

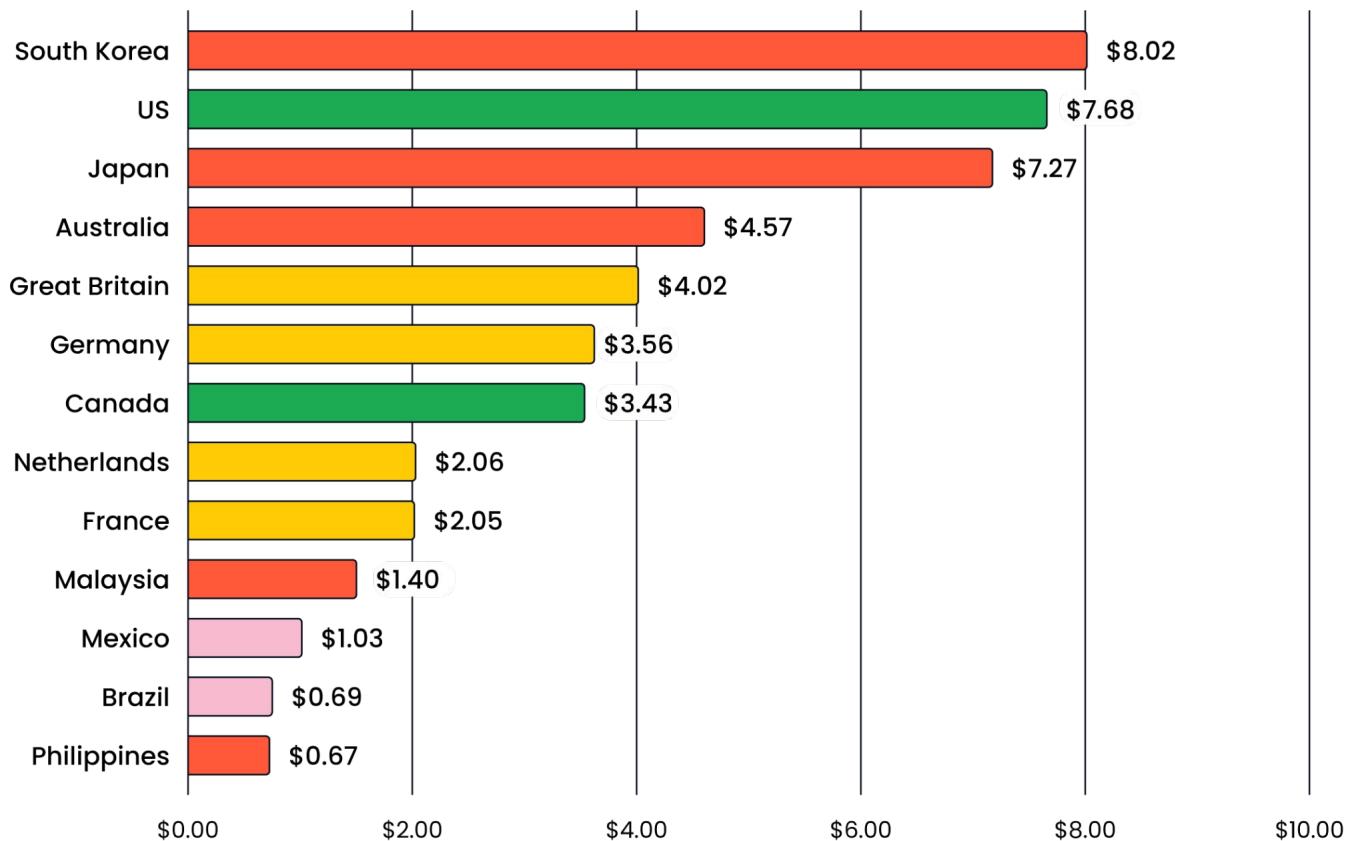
On iOS, costs per install (CPI) in North America are over 2x what they are in APAC. As Chinese games make headway in LATAM, there are more opportunities to scale. CPIs on both platforms are much lower than in other regions.

**Chinese Games Average CPI by Region, by Platform**



## Chinese Games Average CPI by Country

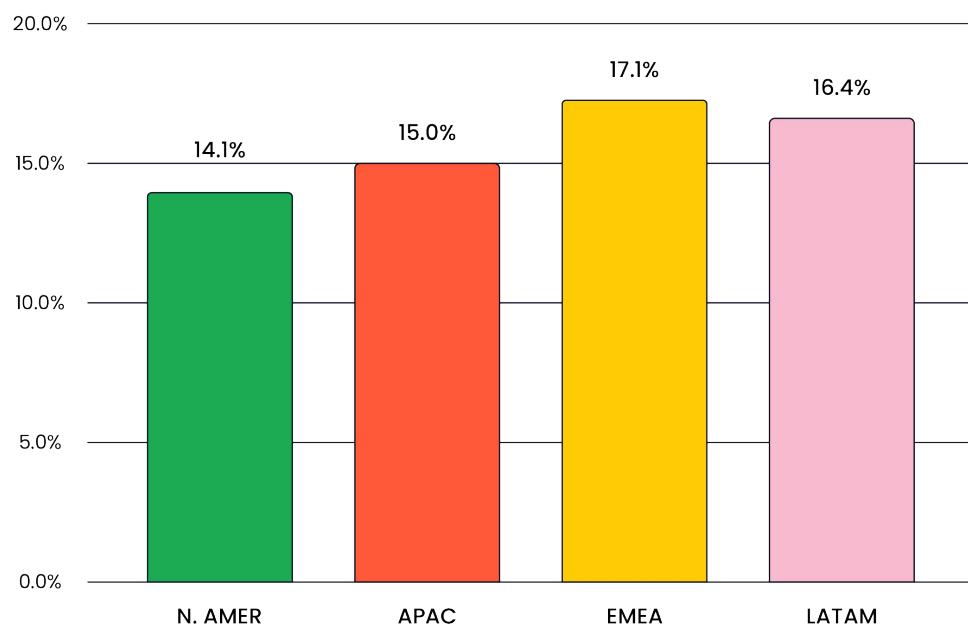
(in USD)



As key markets for Chinese games, South Korea, Japan, and the US are highly competitive in terms of user acquisition. The US averages \$7.68 per install, just under South Korea at \$8.02. Although these markets are costly, they are also essential to building a loyal user base for many games.

Chinese games are also making headway in Southeast Asia and Latin America. Countries including Malaysia and the Philippines are more cost effective per user. Brazil, also an emerging market for Chinese games, averages around \$0.70 per install.

## Chinese Games Average D7 ROAS by Region



Chinese games have higher D7 ROAS than global averages. The difference may be the number of established midcore games with sustainable revenue models. But it's important to note that campaign ROI for individual games will vary dramatically.

We see that EMEA has the highest ROAS out of all 4 regions at 17.1%. Although North America represents a mature market for Chinese games, it has a comparatively lower average ROAS—likely as a result of stiff competition and higher costs.



**“Succeeding in overseas markets is about understanding your audience and having a localized strategy. Work with a partner who can help connect you with quality users from the start and build relationships with local influencers to set your game apart.”**

Rebecca Zhou, Senior Account Executive, Liftoff

# A Closer Look: Chinese Games in the US Market

*Chinese game publishers have a strong presence in the US market, especially in strategy and RPG.*

The US is a key market for nearly all game developers. For Chinese publishers, the market accounts for enormous ad spend but also delivers high returns. We took a look at the top 200 highest-grossing US publishers on iOS. Here's a snapshot of top revenue-generating Chinese games:

<b>34%</b>	of the top 200 US games on iOS come from Chinese publishers
<b>48%</b>	of RPG games come from Chinese publishers
<b>69%</b>	of strategy games come from Chinese publishers

More than one-third of top-grossing games come from Chinese publishers, an indicator of a healthy but also highly competitive market. Chinese publishers dominate midcore staples like RPGs and strategy in particular.

For example, in 4x strategy, Chinese publishers account for a whopping 88% market share led by titles such as Last War: Survival and Whiteout Survival. Top RPG titles include AFK Journey, Honkai: Star Rail, and Genshin Impact.



**"China's mobile gaming industry has demonstrated exceptional growth in international markets thanks to their high-quality development and adaptability. Hits like 'Genshin Impact' and 'PUBG Mobile' have captivated players worldwide and set new standards for revenue and engagement, proving the global appeal of Chinese gaming companies."**

Kalle Heikkinen  
Chief Game Analyst, China, GameRefinery

# Creative Benchmarks & Insights

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- ITI Conversion Rates, by Country
- CPI and CPA by Ad Format
- D7 ROAS by Ad Format
- Insights: Connect Across Markets With Video
- Popular Art Styles Across Different Regions
- Insights: Embrace Gen AI for Localization

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# Impression-to-Install Conversion Rates

A key factor in determining UA spend allocation is how well marketing levers—creative testing and campaign optimization—impact performance where the rubber meets the road. Impression-to-install (ITI) rates capture just that. Below, we compare ITI rates for Chinese games by country:

Country	2024 Average ITI Rates (Jan-Jun 2024)
Japan	1x
South Korea	3x
Australia	3x
US	4x
Great Britain	4x
Canada	4x
Germany	4.5x
South Africa	5x

Average ITIs vary depending on market penetration and across higher-value regions and lower-value regions. Comparatively, Japan proves a more challenging market to drive conversions. Asian markets including South Korea and Australia have ITI conversion rates that are 3x that of Japan.

In places like the US and Canada, where costs are higher and markets are more saturated, ITI rates are also higher. Impressions there are four times as likely to result in an install than in Japan.

# Chinese Games CPI, CPA by Ad Format



Looking at Chinese games across all markets, we found that video ads have lower average CPI and average CPA post-install.

Banner, native, and interstitial ads post higher CPAs, showing that users who click tend to be less engaged post-install. Banner ads especially post the highest CPA at \$1.87, over 3x the cost of native ads and 18x that of video ads.

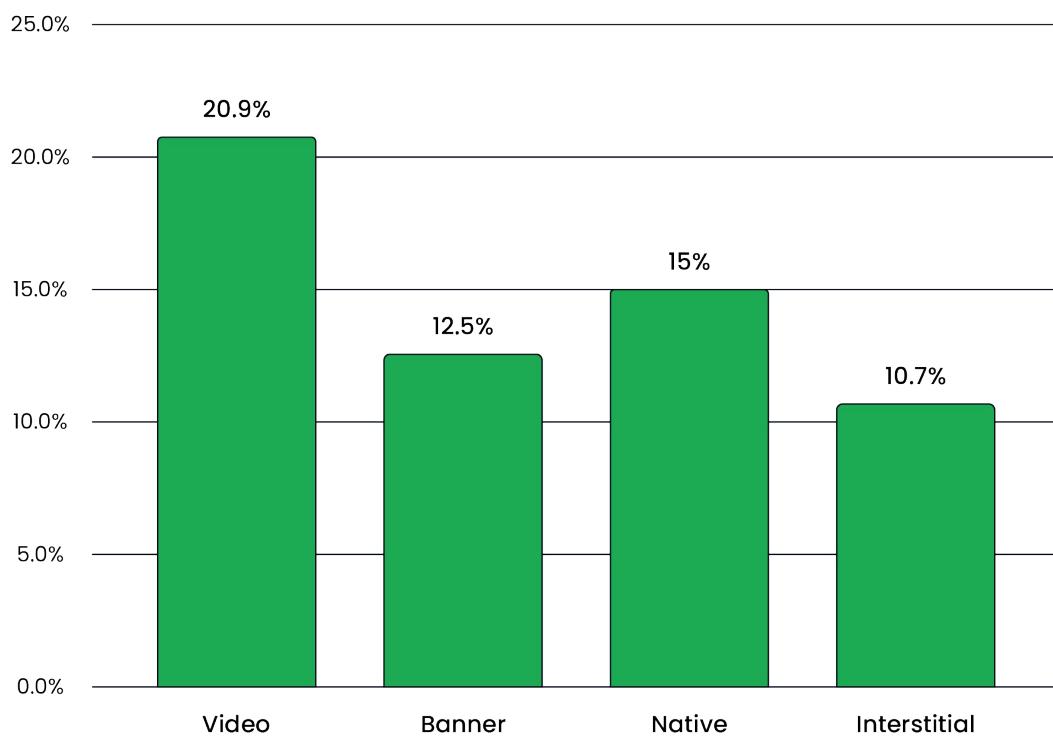
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## Did You Know?

Longer videos can be surprisingly effective at attracting valuable users—on Liftoff Direct, spending on video ads over 40 seconds long grew 245% year-over-year.

Learn more in [Liftoff's 2024 Mobile Ad Creative Index](#)

# Chinese Games, D7 ROAS by Ad Format



For many gaming publishers across all markets, ROAS is still the determining metric for marketing success. If we look at the average D7 ROAS for Chinese games across ad formats, video ads provide the highest returns by a significant margin (~21% compared to 10-15% for other formats).

Native ads deliver the second-best returns at 15%. It can be a very successful format, albeit highly dependent on context and placement. Interstitial and banner ads deliver lower D7 ROAS, but since they are less costly to produce and place, they can offer greater reach.

# Insights: Connect Across Markets With Video

*Video ads are engaging for users, easy to combine with playables, and proven to increase ROI. So, how do you leverage them to break into new markets?*

## ◆ MAKE CORE GAMEPLAY YOUR CENTERPIECE

We find that showing off core gameplay drives higher ROAS. This is especially important in higher-cost markets where games need to drive revenue from the start. Attract stickier users by showing authentic, representative gameplay.

## ◆ UNLOCK NEW LEVELS/CHALLENGES

Many players are motivated by a new challenge. Try adding graphics to “unlock a new level.” It’s also a smart way to showcase different styles of gameplay and an easy method to introduce a minigame.

## ◆ WORK WITH A LOCAL INFLUENCER

Audiences are more likely to try a game recommended by someone they trust. Especially in a new market, having an influencer walk users through gameplay lends your game much-needed credibility. Liftoff UGC creatives increased ROAS by 4x when tested against branded content.



*Work with a local creator to unlock a new audience for your game.*

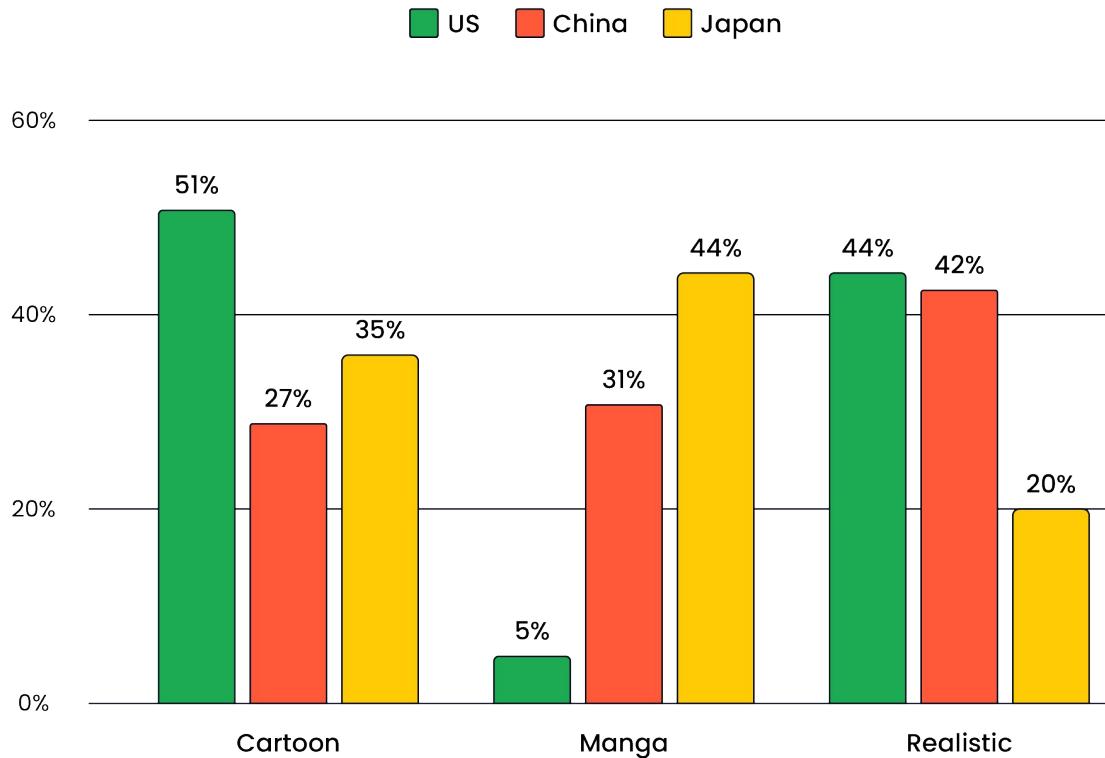
*Learn more from [Liftoff's Creative Studio](#).*



**Bonus Tip:** Remember to **always keep your logo visible**—even if the user doesn’t install in the moment, they’ll remember the app.

# Popular Art Styles Across Different Regions

Aesthetic preferences vary across countries. When adapting games and ads for a new region, it's essential to consider local players' visual preferences. We examined popular art styles from two key markets—Japan and the US—in contrast with those in China's domestic market.



*Art styles based on GameRefinery data for the top 200 highest-grossing gaming apps for iOS in three countries*

In China, realistic graphics are more popular, followed by manga and cartoon styles. While about a third of top Chinese games prefer manga, it's the dominant art style in Japan, favored by close to 50% of the top-grossing gaming apps.

In contrast, realistic and cartoon graphics are favored in the US, but only 5% of gaming apps feature a manga art style.

# Insights: Embrace Gen AI for Localization

*In the past year, a new caliber of AI-based creative tools has exploded onto the scene. While the industry is still developing best practices, one of the most exciting applications for gen AI is localizing ad creative. Here are a few tips to harness its power.*

## ◆ TRY VOICE LOCALIZATION WITH AI

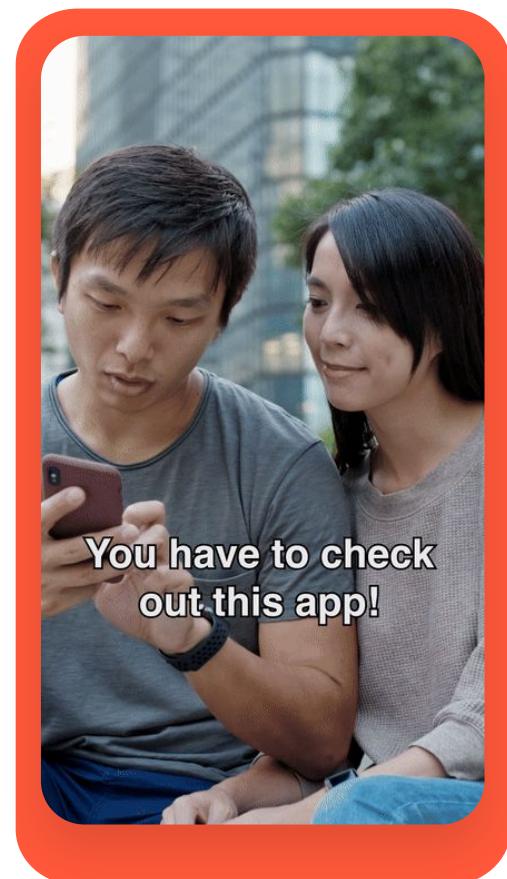
Working with actors or voice over actors? With Gen AI, you can easily translate voices into any language. But scale carefully and focus on local flavor. Incorporating local sayings and catchphrases can spark a connection with a regional audience.

## ◆ LOCALIZE THE DETAILS

Localizing key elements like CTA copy or button colors can provide a performance boost to campaigns serving global geos. With Gen AI, it's possible to test and scale at speed—so take advantage!

## ◆ PRIORITY BRAND PROTECTION

If you're working with licensed IP, or even if you're not, be careful about generating voice-overs or assets from scratch. It's essential to be brand-compliant—especially when scaling in new markets.



*Easily translate voice and copy with gen AI.*



At Liftoff, we believe the Gen AI revolution is about speed, efficiency, and scale. Learn more about [what Gen AI can do here](#).

# Ad Creative Insights From Top Games

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→ H1 2024 Top 20 Chinese Mobile Games, by Unique Ads

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→ Insights: Light SLG

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→ Insights: Legend of Mushroom

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→ Insights: Block Blast!

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→ Insights: AFK Journey

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# H1 2024 Top 20 Chinese Mobile Games, by Number of Unique Ads



Rank	Game Title	Developer	Unique Ads
1	Legend of Mushroom		4399
2	マジックカード	Bingchuan Network	
3	Block Puzzle	Doodle Mobile	
4	Block Blast!	Hungry Studio	
5	Dragonscapes Adventure	Century Games	
6	異世界奇妙生活	EWORLD	
7	Whiteout Survival	Century Games	
8	了不起的AI修仙	UNI-STAR INTERACTIVE	
9	出發吧麥芬	XD Inc.	
10	潘朵拉：命運先知	SPGame	
11	My Cruise	EYEWIND	
12	Last War:Survival	First Fun	
13	BangBang Survivor	SpringGame	
14	Rent Please! Landlord Sim	Shimmer Games	
15	新武俠大明星	CloudOcean Star	
16	Brain Teaser Guru	Montgame	
17	Evony	Top Games	
18	Cash Club Casino	Bole Games	
19	Adventure Island Merge	FlyBird	
20	The Grand Mafia	Yotta Games	

So which games are winning the advertising wars? SocialPeta looked at the top 20 games by number of unique advertisements on each platform. iOS was dominated by Legend of Mushroom, マジックカード, and Block Puzzle.

# H1 2024 Top 20 Chinese Mobile Games, by Number of Unique Ads

## Android

1	 <b>Tycoon Casino Vegas Slot Games</b>	Triwin Games	11	 <b>Doodle Magic</b>	Dream of Dragon
2	 <b>Block Blast!</b>	Hungry Studio	12	 <b>Legend of Mushroom</b>	4399
3	 <b>The Grand Mafia</b>	Yotta Games	13	 <b>Whiteout Survival</b>	Century Games
4	 <b>Lords Mobile</b>	IGG	14	 <b>Nexus War: Civilization</b>	Yotta Games
5	 <b>マジックカード</b>	Bingchuan Network	15	 <b>Sky Utopia</b>	JunHai Games
6	 <b>Titan War</b>	Bingchuan Network	16	 <b>Jackpot World™</b>	Bole Games
7	 <b>Cash Tornado™ Slots</b>	Zeroo Gravity Games	17	 <b>Dragonscapes Adventure</b>	Century Games
8	 <b>Mafia City</b>	Yotta Games	18	 <b>Build Master: Bridge Race</b>	First Fun
9	 <b>Doomsday</b>	IGG	19	 <b>Arena Breakout</b>	Tencent Games
10	 <b>Word Search Block Puzzle Game</b>	Pandas of Caribbean	20	 <b>BangBang Survivor</b>	SPGame

Android sees many of the same games, but has a slightly different profile. Casual game *Block Blast!* still features in the top four, but the top slot belongs to *Tycoon Casino*. *The Grand Mafia* rounds out the top three, and *Legend of Mushroom* features in number 12.

# Insights: Light SLG



*In H1, Light SLG topped revenue charts for Chinese games released globally. This is mainly due to their perfect integration of a parkour-shooter mini-game into SLG gameplay.*

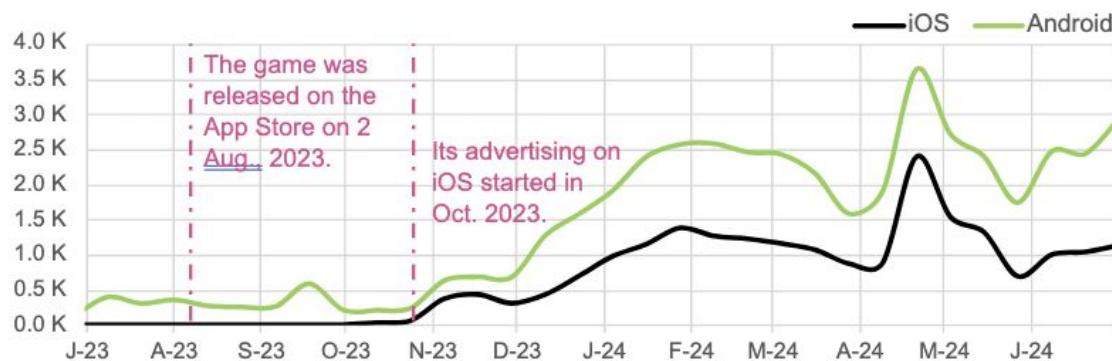
## Last War:Survival

A mixed light SLG by First Fun

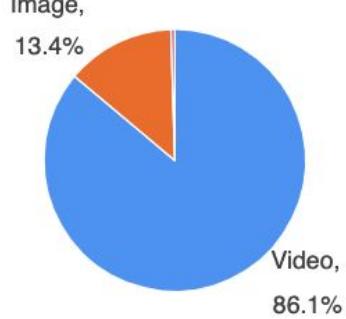
## Advertising Data

Start date: 3/2023  
Total deduplicated  
creatives: 22.1K

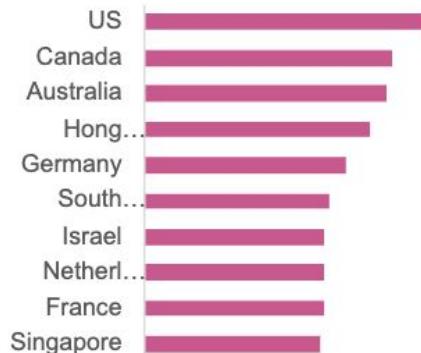
### Observations about the game's advertising on iOS & Android



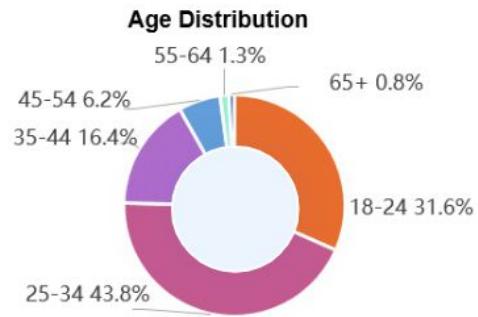
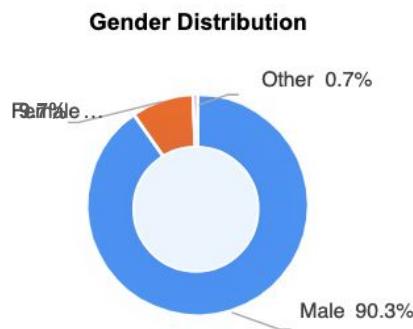
### % of creatives by type



### Top 10 countries/regions by advertising



### Advertising Audience Analysis



Channel: **YouTube**

Estimated Impressions: 10M

Features: The game's ad creatives showcase **“parkour and shooting to level-up,”** and the minigames are highly integrated with the game itself.

Additionally, **live-action elements** are added to make the game's ad creatives more convincing.



**78.7K**

**Likes**

**45.2K**

**Estimated  
Conversions**

Click to play the complete creative

# Insights: Legend of Mushroom



*Legend of Mushroom was the best among all minigames scaling globally in H1 2024. First released in Hong Kong, Macao, and Taiwan, it soon launched in South Korean, Japanese, English, and Southeast Asian versions.*

## Legend of Mushroom

A globally released minigame by 4399

## Advertising Data

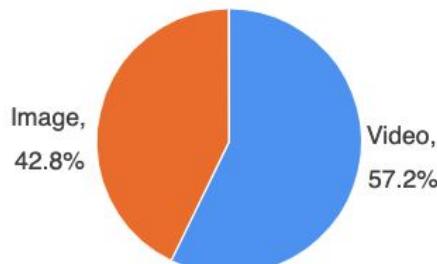
Start date: 2/2023

Total deduplicated  
creatives: 27.2K

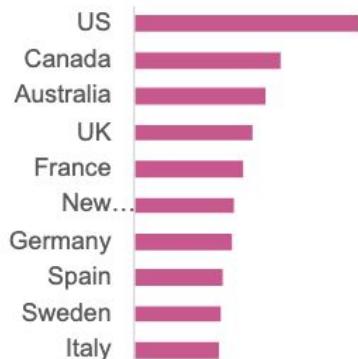
### Observations about the game's advertising on iOS & Android



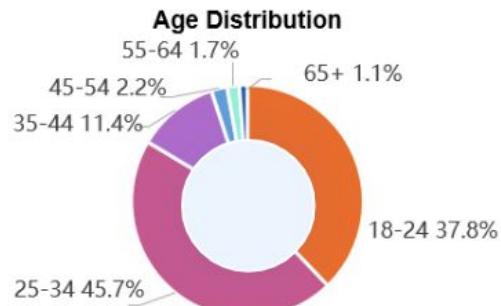
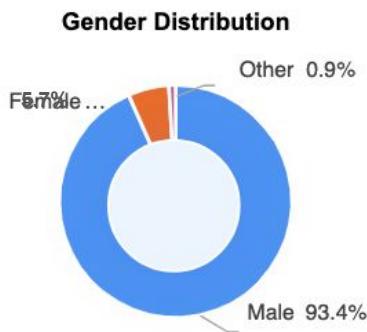
### % of creatives by type



### Top 10 countries/regions by advertising



## Advertising Audience Analysis



Channel: **facebook**

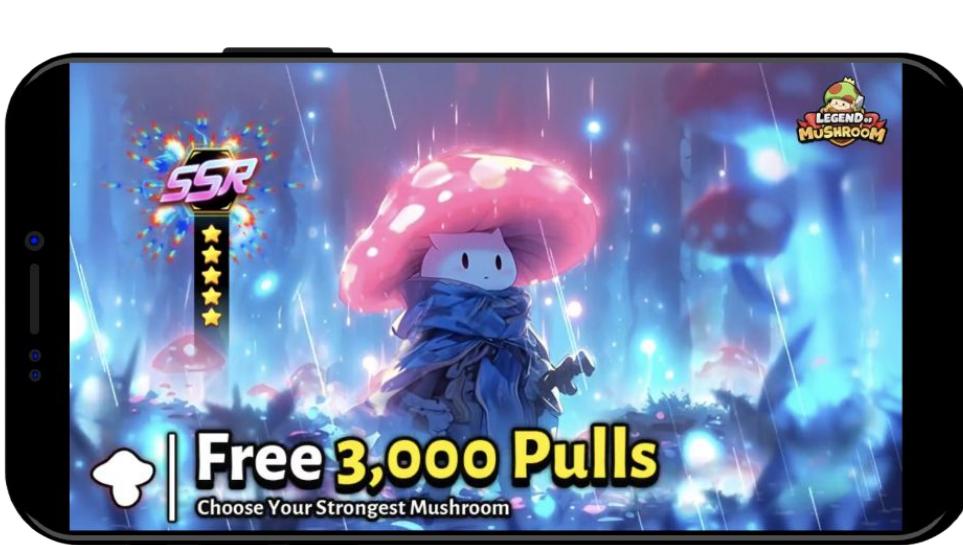
Duration: 93 Days

**715.1K**

Estimated Impressions

**400+**

Estimated Conversions



*Click to play the complete creative*

# Insights: Block Blast!



*The game topped the App Store chart for free games in the US for over 100 days, acquiring a vast number of players thanks to its classic block-matching gameplay.*

## Block Blast!

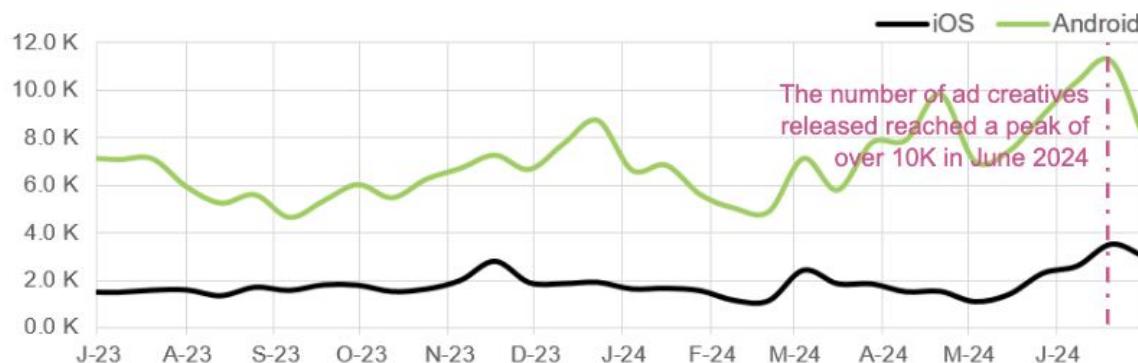
A classic block-matching game by Hungry Studio

## Advertising Data

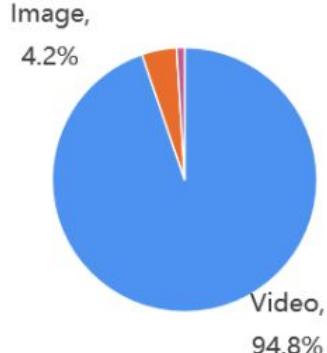
Start date: 4/2022

Total deduplicated creatives: 86.1K

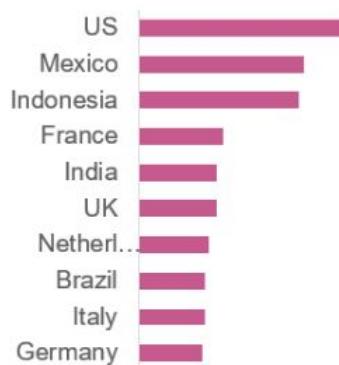
### Observations about the game's advertising on iOS & Android



### % of creatives by type

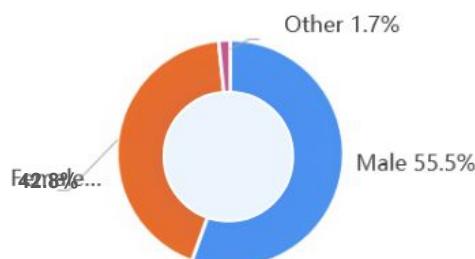


### Top 10 countries/regions by advertising

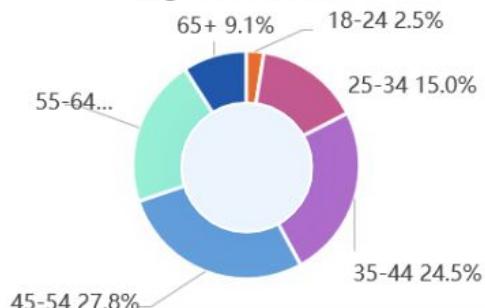


### Advertising Audience Analysis

**Gender Distribution**



**Age Distribution**



Channel: TikTok

Release Date: 1/23/2024

**Features:** Creatives for classic casual games are sometimes the hardest to get right. Typically, these ad creatives showcase gameplay, but the trick is to add something unique to make the game seem exciting and innovative. Players respond to this ad from Block Blast!, for example, because of its distinctive sound effects—a metallic ding followed by a kaboom.



**75.8K**

**Estimated Impressions**

**2.4K**

**Estimated Conversions**

Click to play the complete creative

# Insights: AFK Journey



A sequel to the popular RPG AFK Arena, the game topped the charts for free games immediately after its release in many regions, including the US, Canada, and the UK.

## AFK Journey

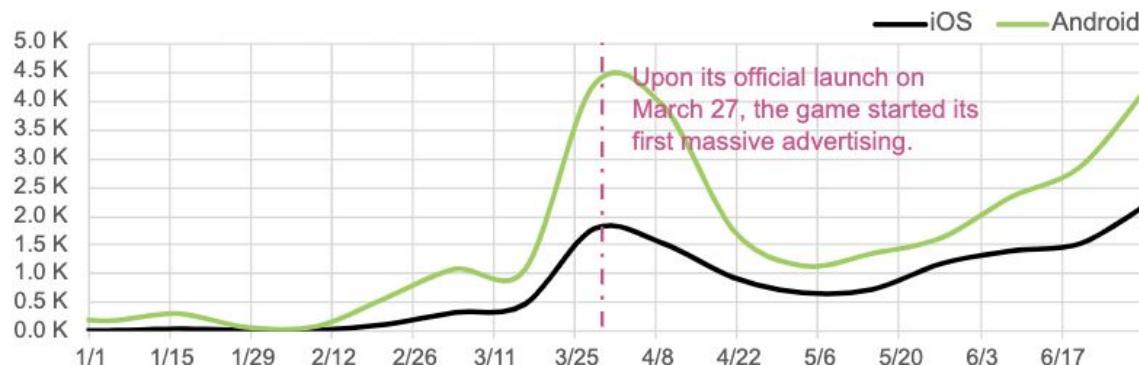
An Adventure Idle RPG  
by Lilith Games

## Advertising Data

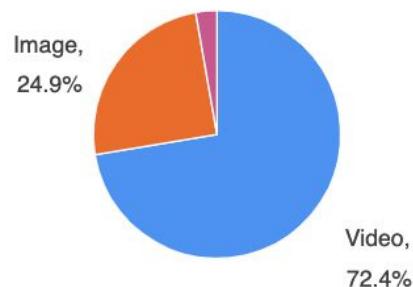
Start date: 4/2023

Total deduplicated  
creatives: 18.7K

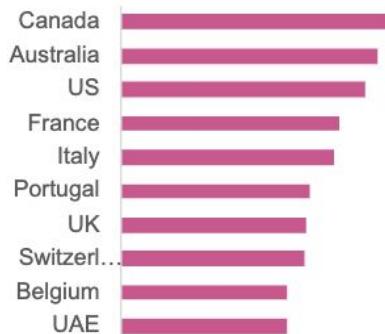
### Observations about the game's advertising on iOS & Android



### % of creatives by type



### Top 10 countries/regions by advertising



### Advertising Audience Analysis



Channel: **YouTube**

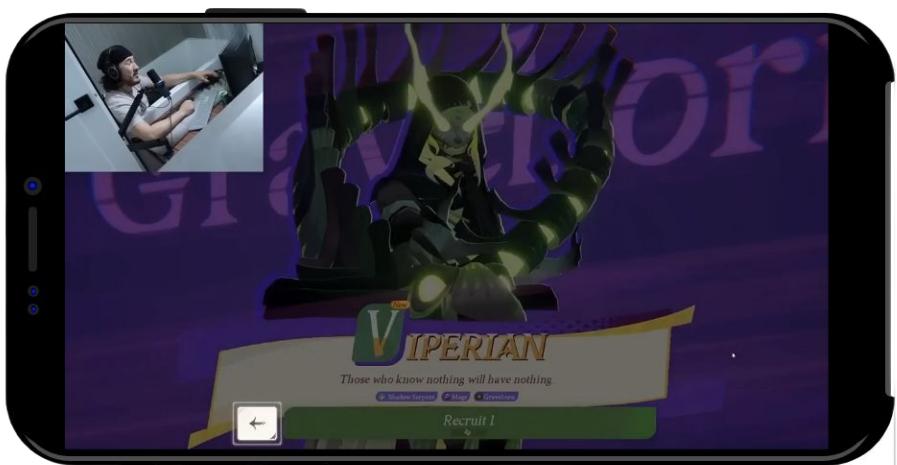
Estimated Impressions: 2.4M

**4.4K**

Likes

**13.9K**

Estimated  
Conversions



Click to play the complete creative

# Gameplay and Monetization Trends

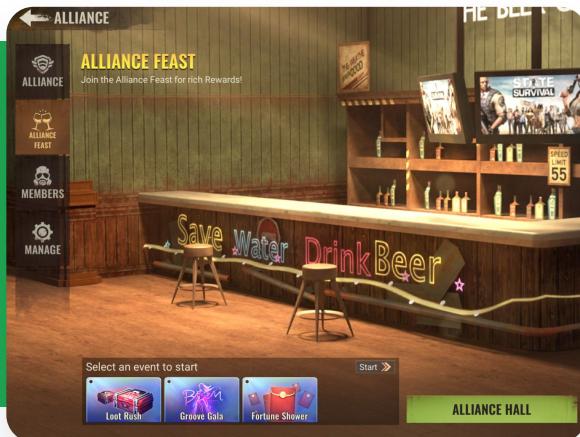
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- Innovations in Gameplay: Social Hangout & Home Systems
- Monetization Trends: Trial Characters & Items
- Monetization Trends: Limited-Time Gachas
- Engagement Success Story: Gossip Harbor

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# Innovations in Gameplay: Social Hangouts & Home Systems

*Consistent user engagement brings sustainable ROI, so how do Chinese game publishers who find success overseas keep players engaged? Two increasingly popular, innovative ways to keep players coming back are social hangouts and home systems.*



Alliance Hall in State of Survival, for example, is a social hangout space where players can plan social events, decorate, and interact with other alliance members in various ways.

Players can also unlock rewards and resources to decorate and personalize their space by participating in events.

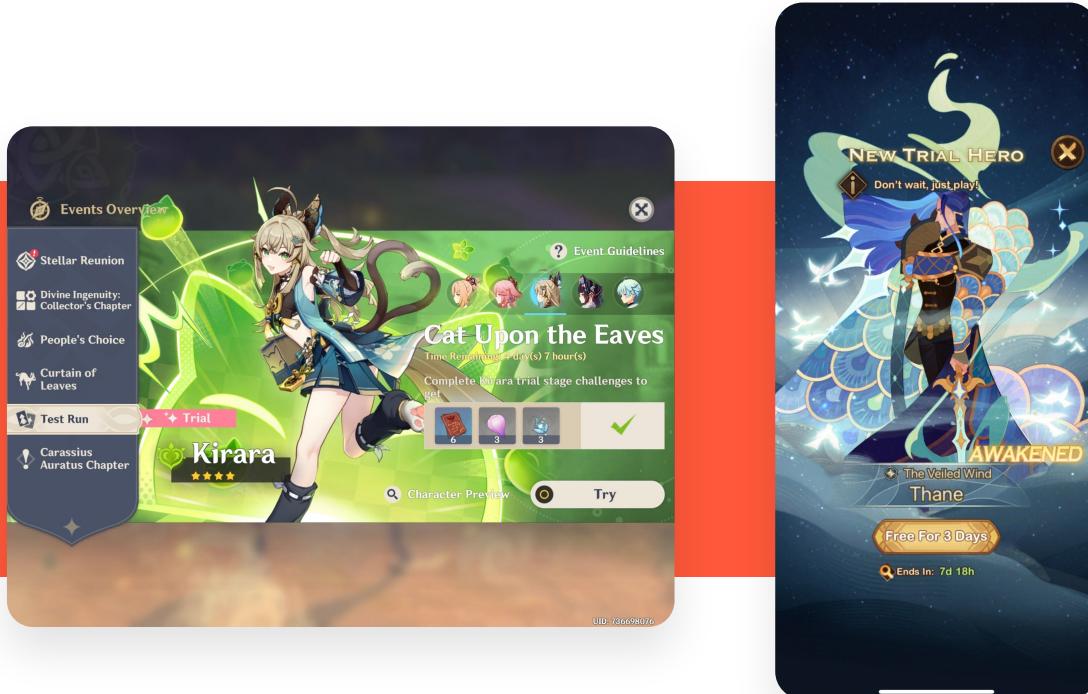
PUBG Mobile has a home system that lets players build, decorate, and customize their own islands. Players can also use special currencies to purchase furniture and upgrades.

This feature has a welcome social component, as players can visit friends' islands and participate in events. They can also collect coins, upgrade & decorate "butler" characters, and enjoy an exclusive gacha system.



# Monetization Trends: Trial Characters & Items

*Introducing new characters and items is essential to evolving any game. But how do you introduce your new, amazing characters without impacting monetization? Many Chinese games get around the problem by offering trial versions of characters.*



*Character Trial in Genshin Impact (left), Character Trial in AFK Arena (right)*

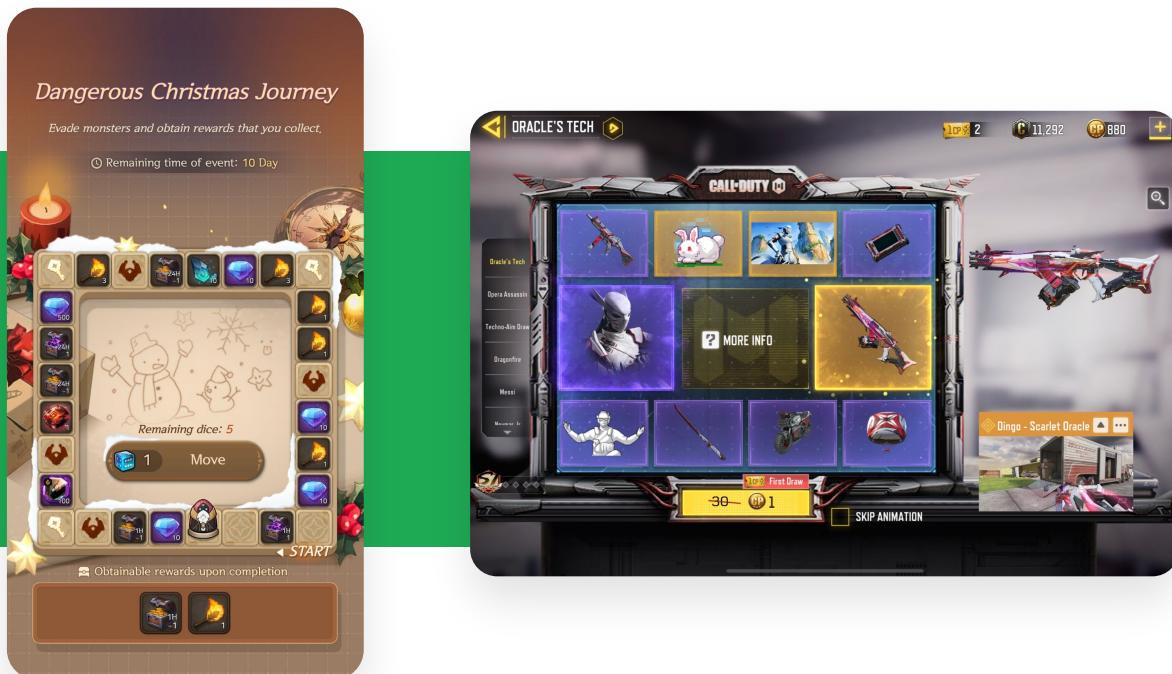
Players can own these characters for a period of time with temporary trials, but permanent ownership requires a purchase.

In many instances, it's also possible for players to obtain the character permanently by collecting enough resources or currencies—for example, by participating in events or increasing game engagement. Either way, the pathway to ownership is monetized through games that offer attractive ways to obtain resources or currencies.

Trial characters are an excellent solution for balancing character variety with monetization. As an alternative, some Chinese games also “rent” characters to players, allowing players to purchase a character for a limited spell.

# Monetization Trends: Limited-Time Gachas

Gachas are a great way to increase monetization depth. They're especially popular for RPG, shooter, and 4x strategy genres. One way to enhance their appeal is to make them time-limited, tapping into player FOMO.



Diceboard event in SOULS (left), Box Gacha in CoD: Mobile (right)

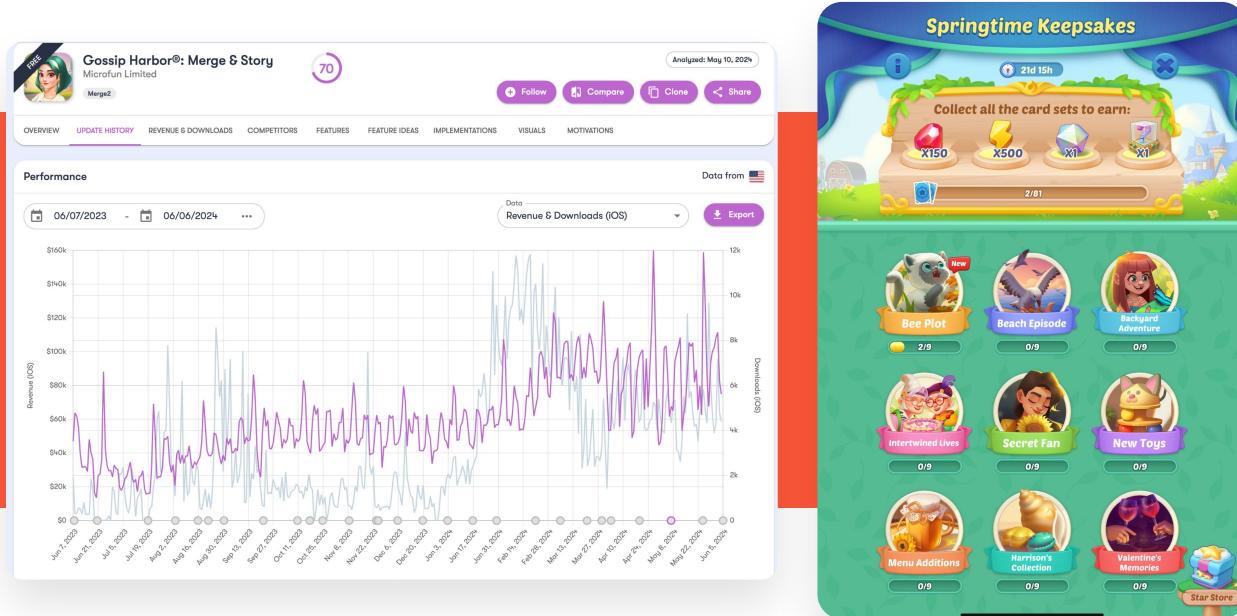
Limited-time gachas are great monetization tools, and they've been combined with several new innovations in gacha mechanics from Chinese publishers:

- For box gachas, each pull removes an item from the pool, making subsequent pulls more attractive.
- In-gacha shops grant players a special currency for making gacha pulls. The currency can then be used in a dedicated shop.
- Players can be rewarded for gacha pull milestones after pulling the gacha a set number of times.

Additionally, we've seen heavy monetization through minigame-like events, such as bingo or diceboards. "Gamifying" monetization events this way can make them more exciting for players, boosting engagement.

# Engagement Success Story: Gossip Harbor

*Gossip Harbor continuously developed their live event palette to increase event types and cadence—this has helped keep engagement high in a competitive environment.*



iOS performance (revenue and downloads) for Gossip Harbor (left), Gossip Harbor's Seasonal Collection Album (right)

When it comes to choice, sometimes more is, well, more. The more expansive the live event palette, the better the game can cater to different player motivations and audiences. Here are some examples of what Gossip Harbor has been adding just recently:

- Seasonal collections album system.
- A race event (rarely seen in the merge-2 genre).
- A boost event called *Recharger Perk*, designed to enhance short-time engagement.
- *Frosty Escapades*: An exciting diceboard event with a strong emphasis on randomness.

Adding new event types can keep the game experience fresh, but remember, monitoring the competition is crucial. You don't want to miss out on a new trending event type in your genre.

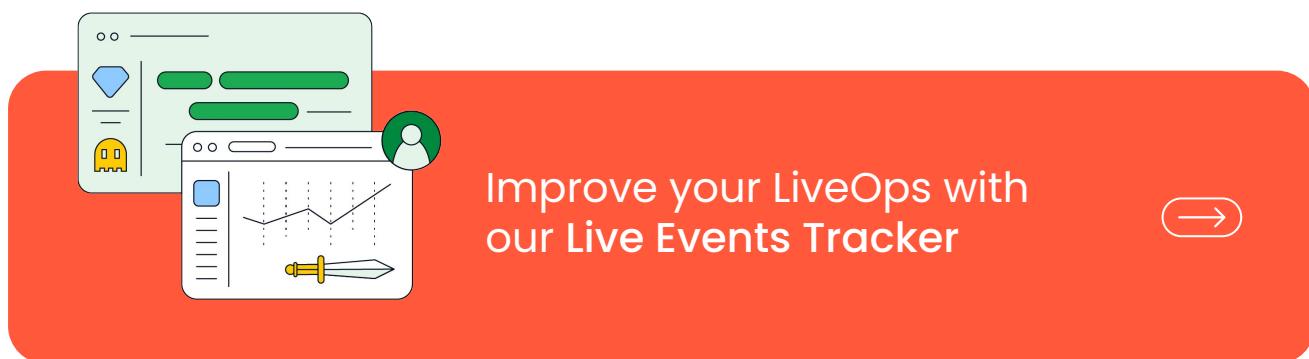
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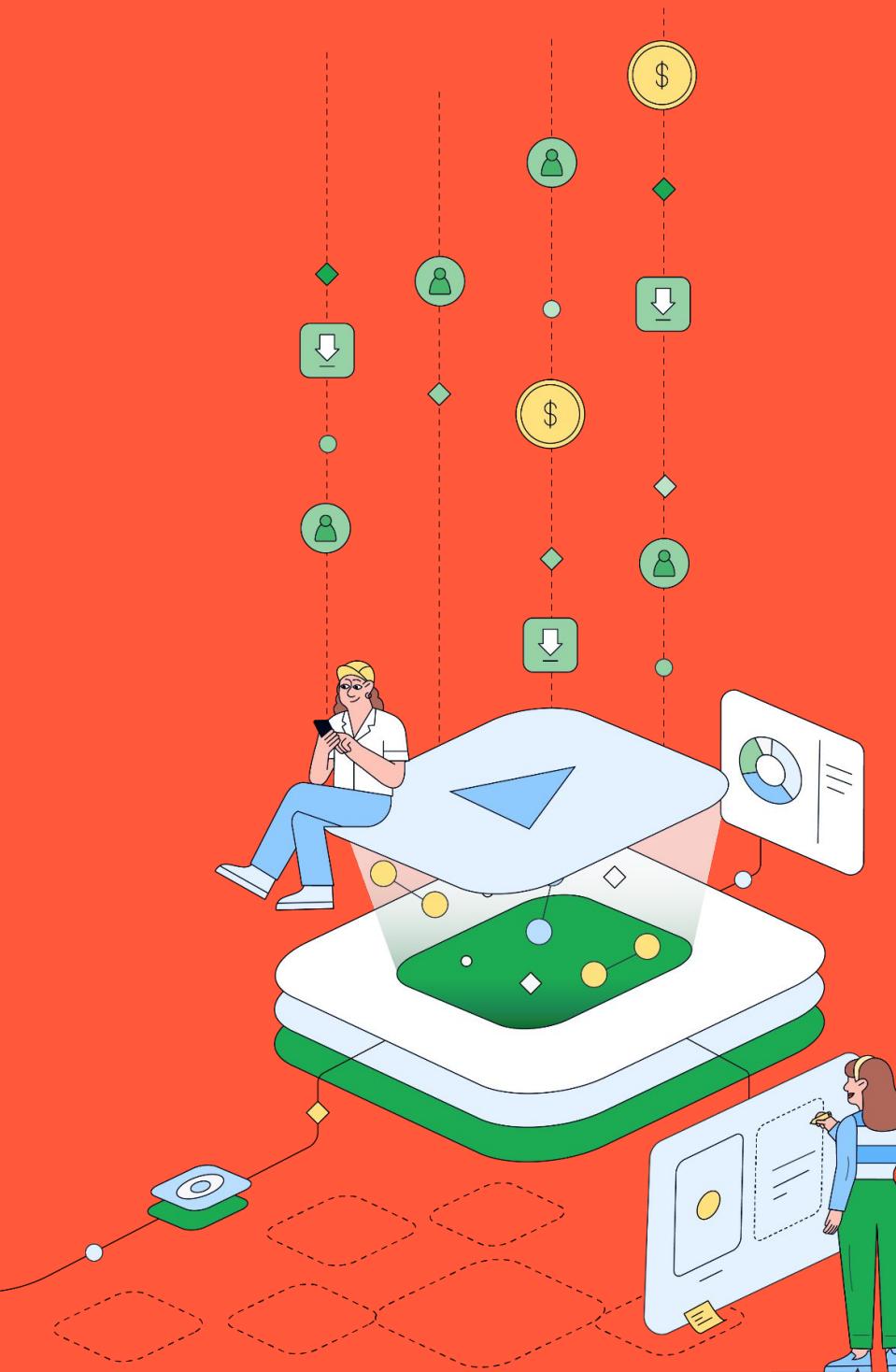


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