



Mobile Gaming Revenue Growth Influencer Trends 2024 Report

By House of Marketers
Global TikTok Marketing Agency

HouseOfMarketers.com



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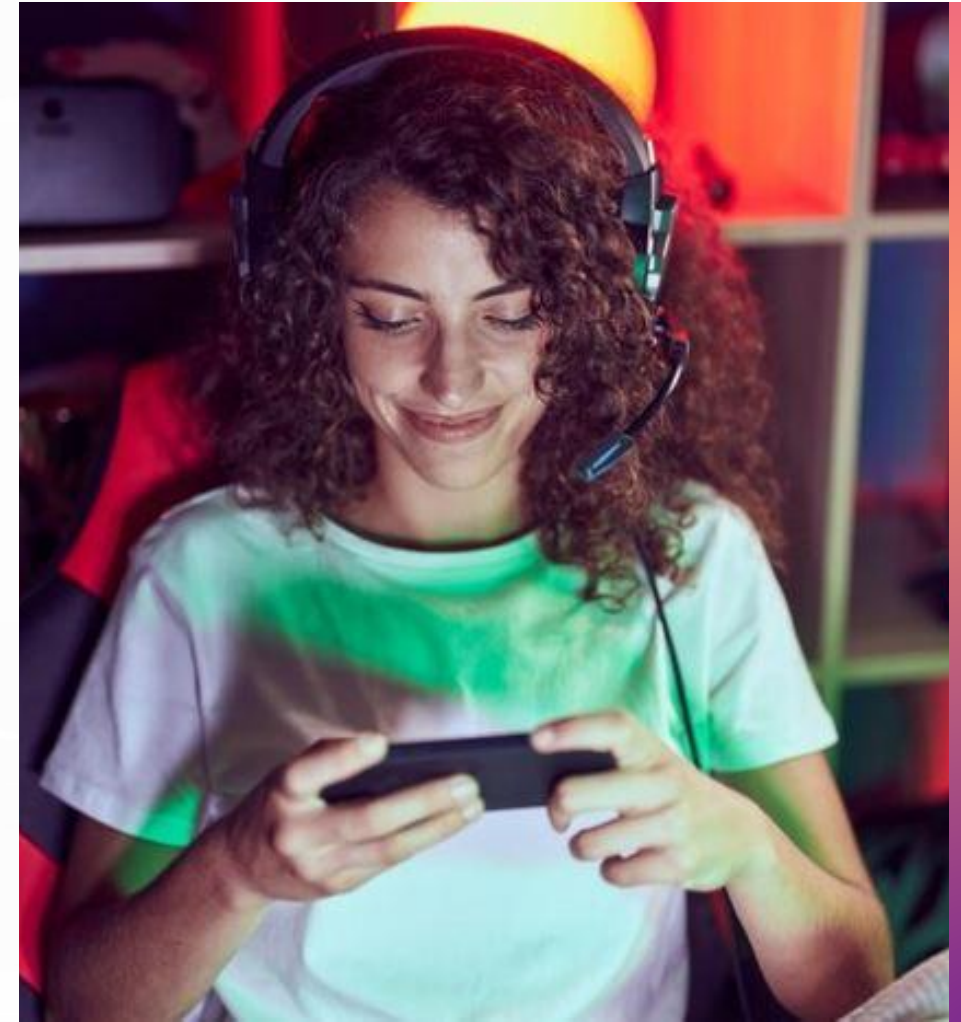
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Introduction: The Rise Of Mobile Gaming

In recent years, the mobile gaming industry has witnessed unprecedented growth, evolving into a multi-billion-dollar giant. As we step into 2024, this trend shows no signs of slowing down. Innovations in Artificial Intelligence, the advent of Crypto and NFT gaming, and the dynamic landscape of social media, especially platforms like TikTok, are reshaping the mobile gaming experience.

This report delves into 12 key trends that have been helping differentiate brands in the mobile gaming market during 2024, with a focus on the influential role of influencers in driving growth for brands.





AI Gaming Revolution



Artificial intelligence is transforming mobile gaming, making gameplay more engaging and personalized



The gaming industry is greatly benefiting from AI, enhancing game design and user experiences. For instance, AI can tailor game difficulty and challenges to individual play styles, providing unique, personalized gaming sessions.



“Influencers are highlighting these AI capabilities, showing how the game dynamically adapts to a player’s strategy, thereby making complex features more relatable and enjoyable. This not only demonstrates AI’s role in games but also deepens user engagement with the technology.” says Andrew Wilson, CEO of Electronic Arts,



The Power of Influencers - "Driven Personalised Retargeting In Mobile Gaming"

In 2024, adding a personal touch is crucial for keeping mobile game players engaged. Influencers are playing a pivotal role in this, as well as targeted customised ad messaging, customised emails, personalised in-app notifications. These clever marketing strategies are bringing players back into their games and increasing conversion rates. Picture this: you are a user receiving a custom message from a gaming influencer on social media, right in your app and via email.

Adding a direct and personal approach isn't just more engaging, it's changing the way players interact with games, making them feel more connected and valued.





Game Changers: How Influencers Are Shaping The Social World Of Mobile Gaming

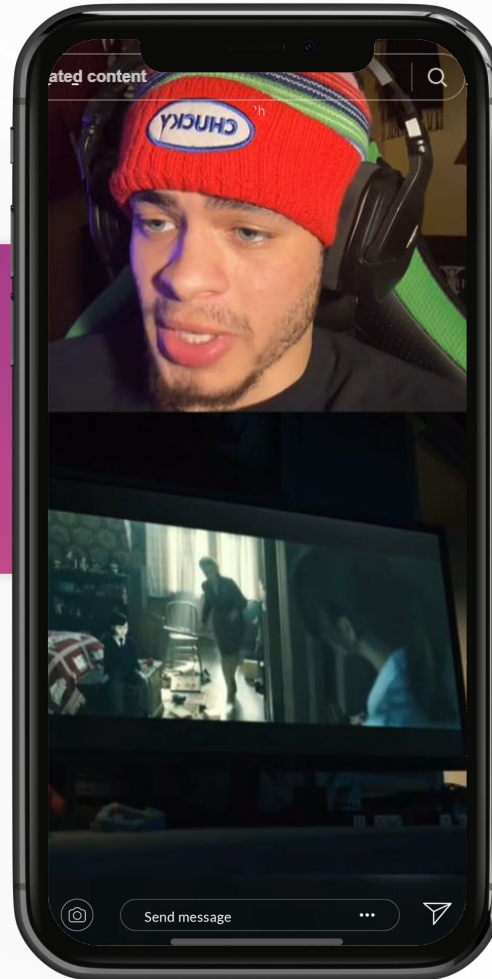
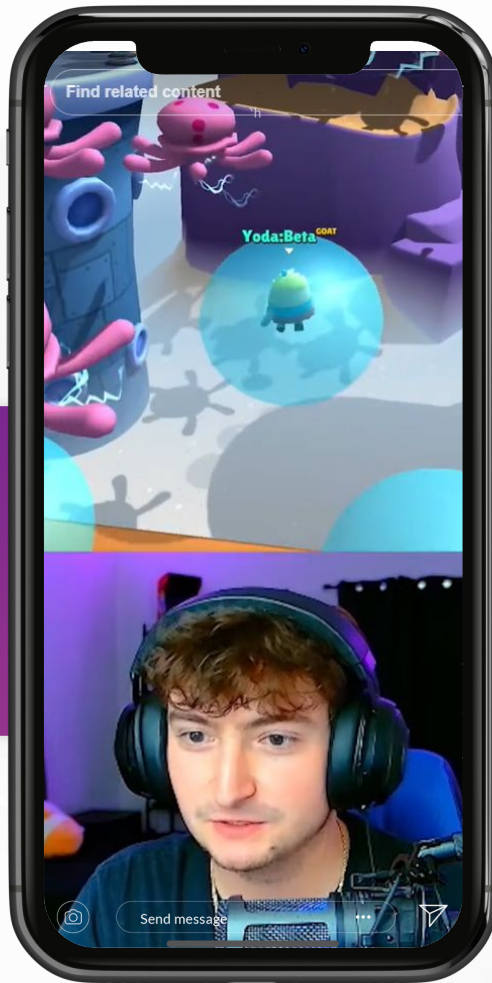


"In the dynamic world of mobile gaming, influencers are more than mere promoters; they are essential architects of community and culture."



"Through our campaigns with gaming brands like Word Life, we've strategically leveraged influencers like on platforms such as TikTok. These influencers do more than entertain; they create vibrant communities, driving engagement by fostering a sense of belonging among players. This approach has proven pivotal in sustaining player interest and deepening their connection to the games."

Inigo, Managing Director at House of Marketers (HoM).





Hybrid Monetization In Mobile Gaming



Mobile gaming in 2024 is all about hybrid monetisation, mixing In-App Advertising (IAA) and In-App Purchases (IAP) to keep all types of gamers engaged and boost profits.



Jeff Sue from Mintegral highlights “the surge in hybrid-casual games, combining simple gameplay with complex monetization, attracting a wide range of players.”







This innovative combination appeals to a broad spectrum of gamers; from casual players looking for quick fun to more dedicated gamers seeking deeper challenges and rewards. This trend is not just redefining player engagement but also setting new standards for revenue generation in the gaming industry.



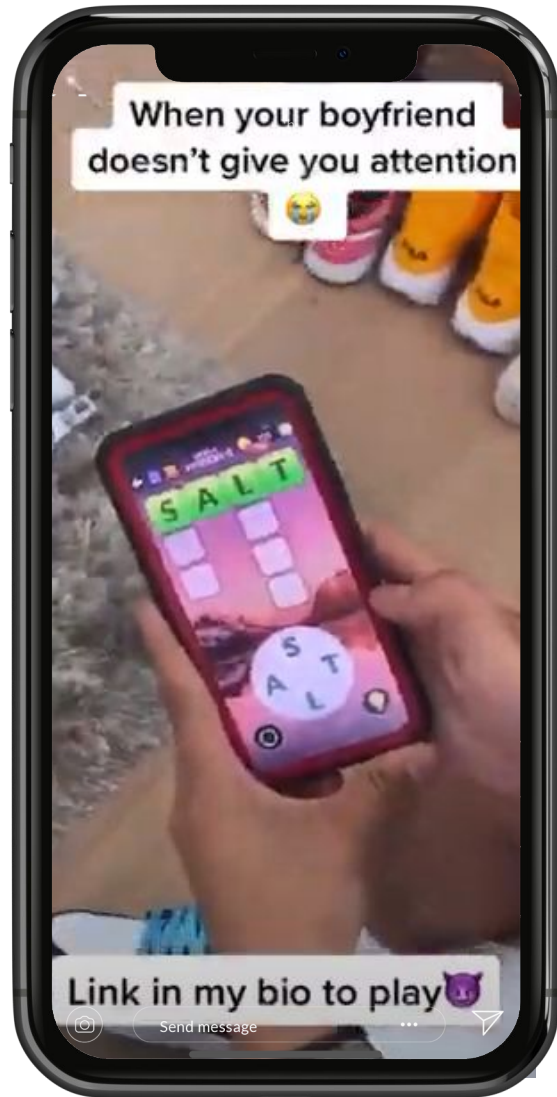


TikTok: The Untapped Goldmine

TikTok remains a potent yet still underutilised resource in mobile gaming, offering vast opportunities for engagement and growth:

-  The platform's unique, dynamic format is ideal for creating highly engaging, visual content.
-  Partnerships with influencers can significantly broaden reach and enhance brand authority.
-  TikTok's algorithm is designed to rapidly amplify content, increasing its viral potential.
-  The platform is perfect for building and nurturing dedicated gaming communities.

Our strategy for 'Word Life' brilliantly illustrates this. The campaign effectively showcased the game through influencers who resonated with the target audience, resulting in substantial user engagement. The outcomes were impressive, with the campaign achieving 1.8 million views and a 5.1% engagement rate, leading to 8,300 new installers in just a few weeks.





TikTok's New SKAN 4.0 Solution is a game changer!

Unleash the potential of SKAN 4.0 with TikTok's brand new cutting-edge dedicated solution, that is now integrated into TikTok Ads Manager. It will help you to supercharge your iOS 14+ campaigns on TikTok.

Here's how:



Increased quota

The latest version offers increased capability for 15 campaigns x 5 ad groups!



Longer attribution windows

Clear attribution windows of 2, 7, and 35 days in TikTok Ads Manager provide insight into app user journeys!



Reduced null conversion

Reporting the new coarse-grained conversion values will lead to reduced "null" values and improved CVR!



Advanced reporting capabilities




Advanced reporting feature improvements for iOS 14+ campaigns such as real-time reporting, estimated lifetime value (LTV) and granular reporting breakdown!





Leveraging UGC Creators For Organic Growth On **TikTok**

TikTok is transforming mobile gaming with its UGC power, clearly seen in our IFUN Games' 'FINAL 5' campaign launch. This strategy brilliantly combined utilised influencer content for an engaging launch, resulting in significant gains. Here's a quick rundown of the UGC benefits:

-  Influencer user generated content significantly enhanced audience connections.
-  The campaign involved niche hyper-targeting of US citizens aged 18 and above.
-  This approach exemplifies how UGC creator collaborations on TikTok can effectively boost a game's presence, player engagement and installs

Results



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TikTok UGC creators



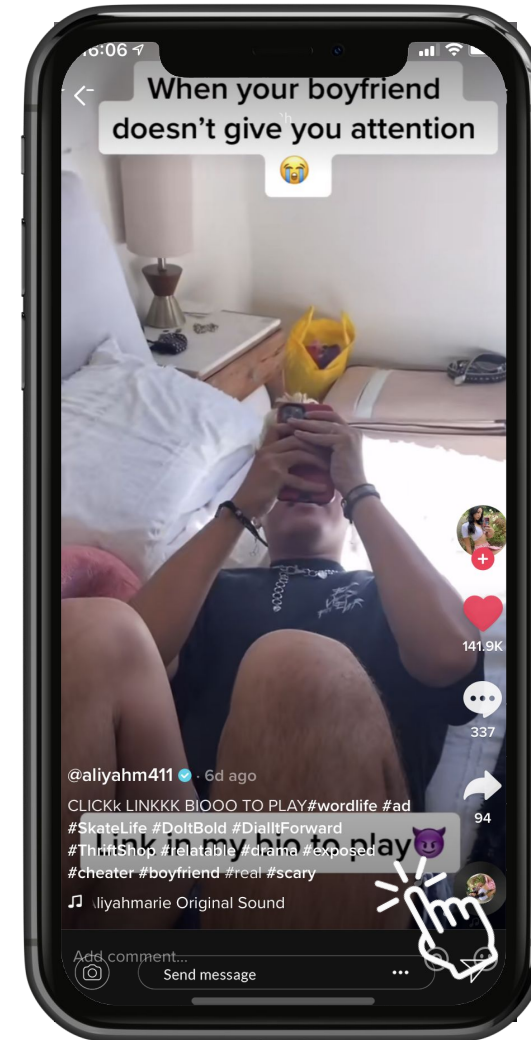
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TikTok videos



\$1.21

CPI





Leveraging Macro-Influencers For Organic Growth On **TikTok**

NBA 2K's #GiftOfGame campaign brilliantly leveraged TikTok for organic growth by utilising high-profile influencers, which boosted their fan base and engagement during the holiday season:



Wider Exposure

Partnering with NBA star Anthony Davis and top TikTok creators significantly extended their campaign's reach.



Increased Engagement

The unique prize of becoming a playable character in NBA 2K, along with a new PlayStation 5, drove high participation and excitement.



Growth in Followers

The campaign successfully attracted over 57,000 new followers, expanding NBA 2K's TikTok community.

This strategic use of influential personalities effectively amplified their presence on TikTok during a competitive release period.





Quality Beats Quantity: The New Rule in Mobile Game **Installs**

It's not just about getting your game on as many devices as possible; it's about finding the right players. While methods like Google ads might bring in a high volume of installs, the engagement levels can be underwhelming if you don't utilise social channels also. Enter influencer partnerships – a game-changer in acquiring higher quality users. Influencers have the power to bring in players who are more likely to engage deeply and stick around.

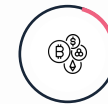
Imagine an influencer who specializes in strategy games showcasing your game; their followers are not just casual browsers but dedicated gamers, ready to dive deep into what your game offers. This focused approach leads to a community of players who are genuinely interested and invested, making every install count.





Revolutionising Mobile Gaming: Embracing Crypto And **NFTs**

Mobile gaming is ever-present in the wave of cryptocurrencies and NFTs, offering both entertainment and financial incentives:



Cryptocurrency Earnings

Players can earn cryptocurrencies like Solana, Ethereum or native game currencies for achieving milestones in games.



NFT Trading

Unique in-game items, such as swords or armor, can be minted as NFTs. Players can trade these on platforms like OpenSea, turning virtual assets into real-world value.



Collectibility and Value

Each in-game item or achievement can become a collectible asset, potentially increasing in value, which players can sell or trade.



Maximise Visibility, Minimise Costs: Ratings Make the Difference



Skyrocket your mobile game's appeal and slash your Cost Per Install (CPI) simply by boosting those in-app ratings. Think of influencers as your game's ultimate cheerleaders. They can encourage their legion of followers to rate your app, elevating its visibility and trustworthiness on app stores.



Picture a popular gaming influencer sharing a stellar experience with your game and urging their followers to rate it. This kind of authentic endorsement can lead to a flood of positive ratings. Higher ratings unlock greater visibility, which often translates to a lower CPI. It's a smart strategy where your game's quality is amplified through the voices of influential gamers, paving the way for more downloads at a lower cost.

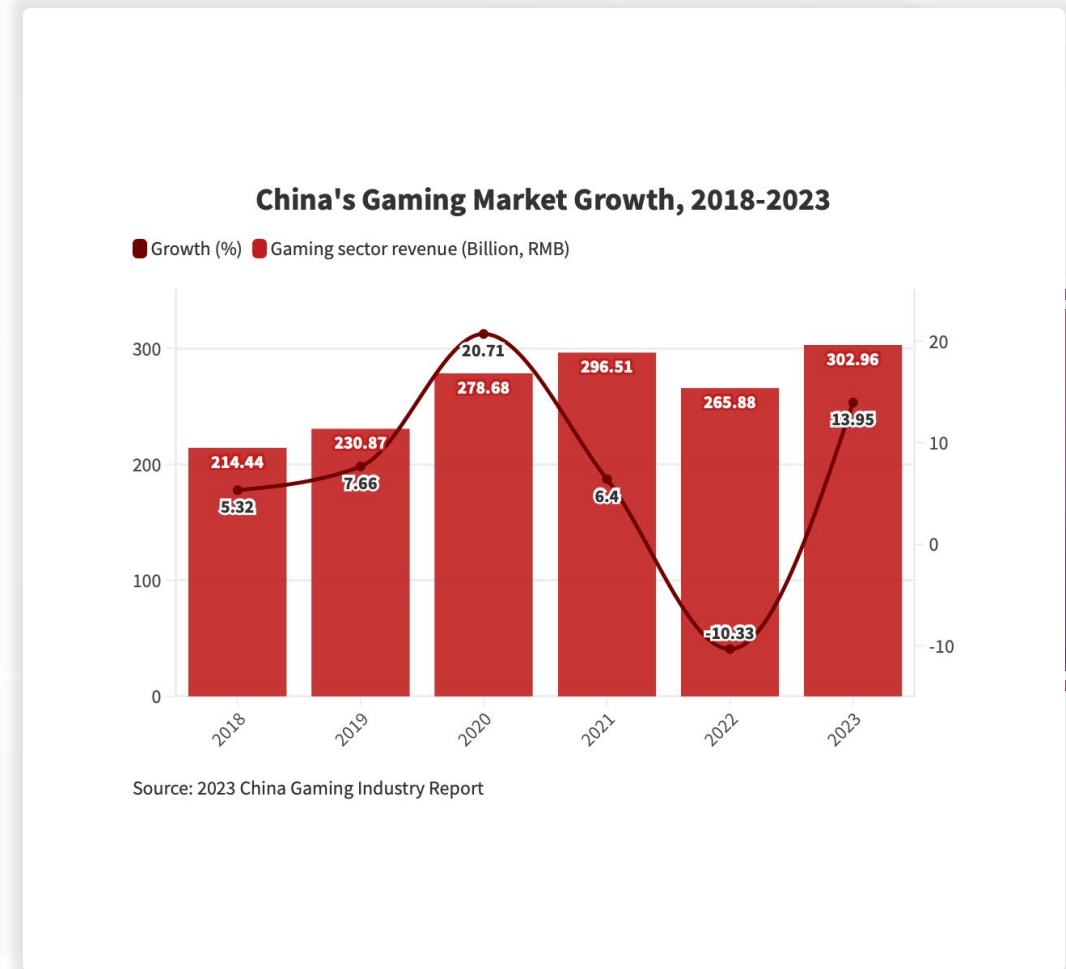




Influencers: The Driving Force in China's Hybrid-Casual Gaming Boom

China's \$600 million hybrid-casual gaming market has skyrocketed, largely thanks to influencers who demonstrate the games' "easy to start, tough to master" gameplay.

These digital trendsetters engage large audiences by showcasing both the accessible and complex aspects of the games in a relatable way, significantly boosting their popularity and appeal within the sector.



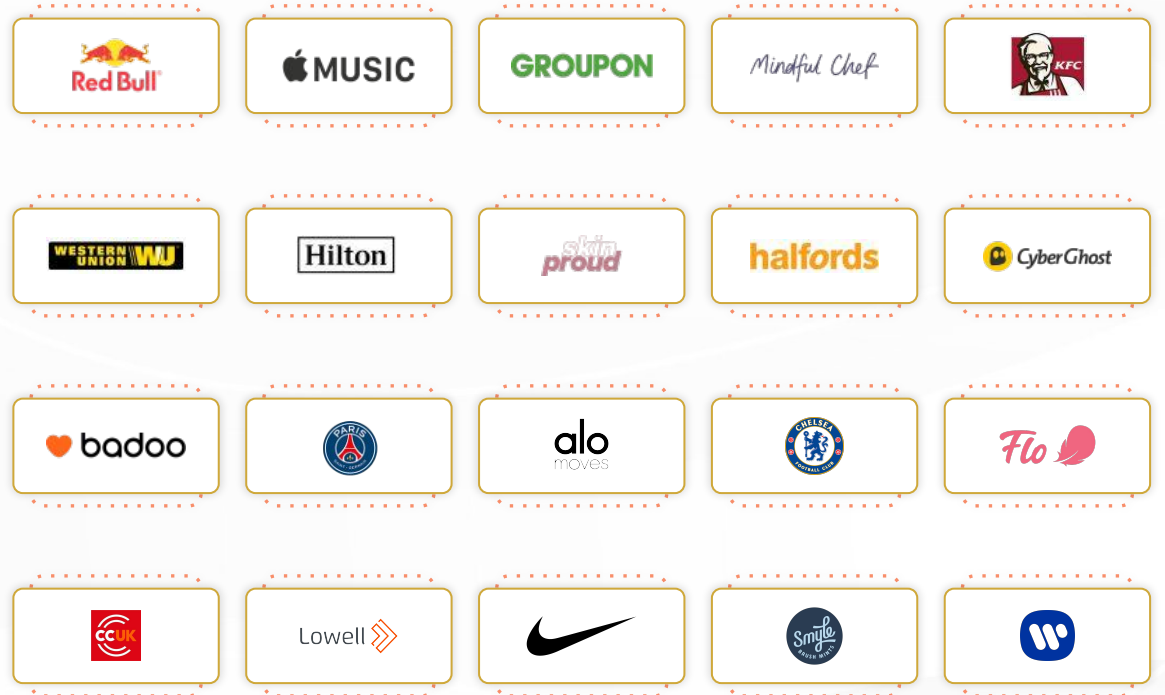


Inigo Rivero,
Co-Founder and Managing
Director at House of Markers,
and one of the first TikTok EMEA
employees



Ready to Level Up Your Mobile Gaming Strategy?

Step into the evolving world of 2024's mobile game marketing trends and see how they can elevate your game.





Get in touch, **today!**

Elevate Your Mobile Game with our seasoned Influencer Marketing professionals at House of Marketers! Witness how we powered up the mobile gaming scene with modern breakthrough strategies. Now, it's your app's turn to rule the charts!

If not, we hope this helps you in your journey, regardless. Thanks for reading!



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