DC: Dark Legion's Winning Creatives
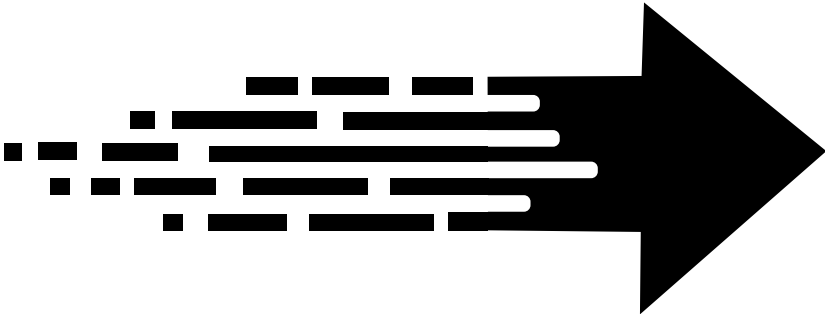
2
Month since launch

4.7M+
Downloads

$18M+
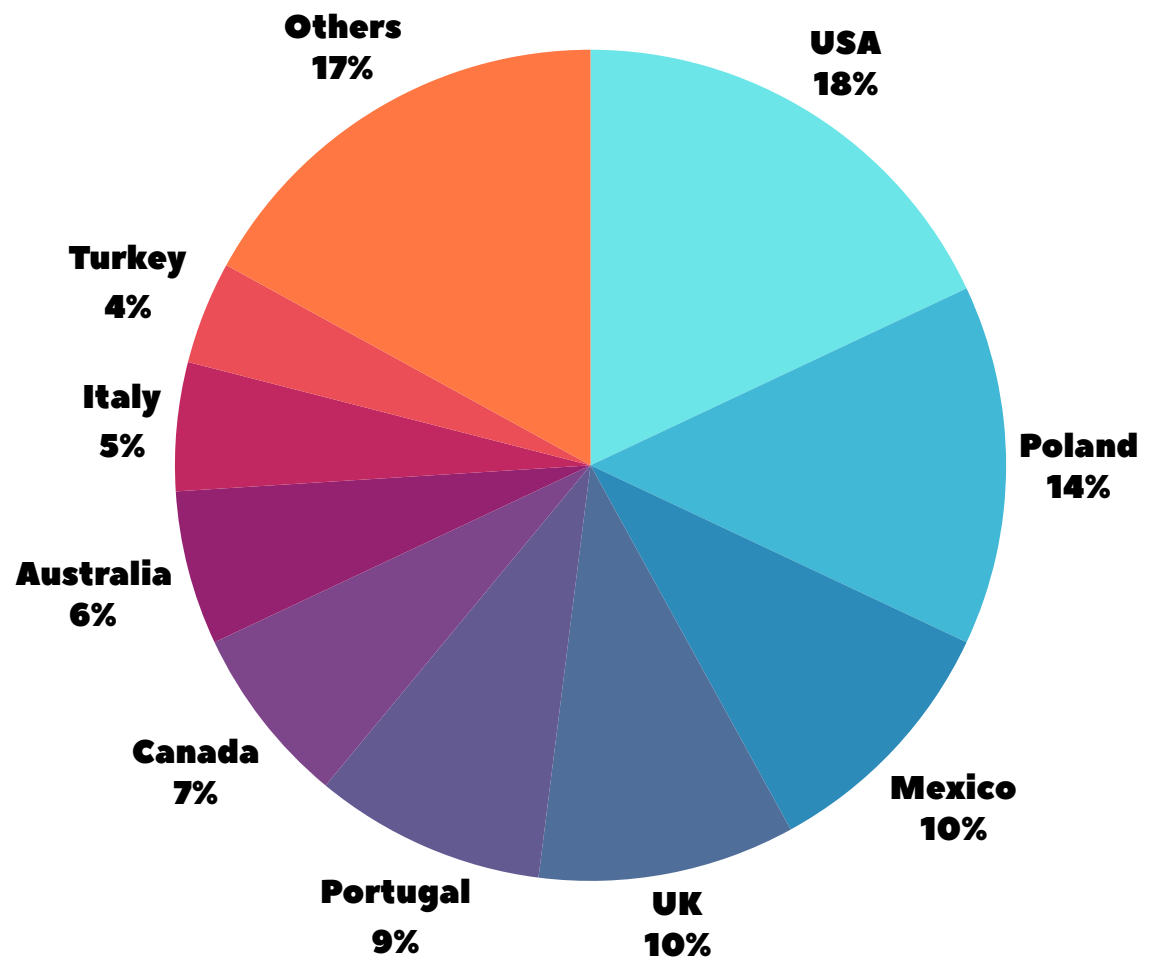IAP Revenue

APPLICATIONS	GEOGRAPHY	STORES	CATEGORIES	METRICS
DC: Dark Legion™ ⌄	Worldwide ⌄	All Stores ⌄	Overall ⌄	2 metrics ⌄

SHOW TOP LINES   Shown in chart 1/10

ALL TIME   21 Feb 2025 — 3 May 2025 | DAY   WEEK   MONTH | COLUMN SETUP

Applications

			Revenue sum	Downloads sum
> R ⊙	DC: Dark Legion™ WW (53 Countries)		$18,210,795 ●	4,767,138 ●

What powers their winning ads?

→

UA ADS STRATEGY

Top Countries

- Others 17%
- USA 18%
- Poland 14%
- Mexico 10%
- UK 10%
- Portugal 9%
- Canada 7%
- Australia 6%
- Italy 5%
- Turkey 4%

Top Ad Networks

- TikTok 4%
- Others 2%
- YouTube 54%
- Facebook 37%
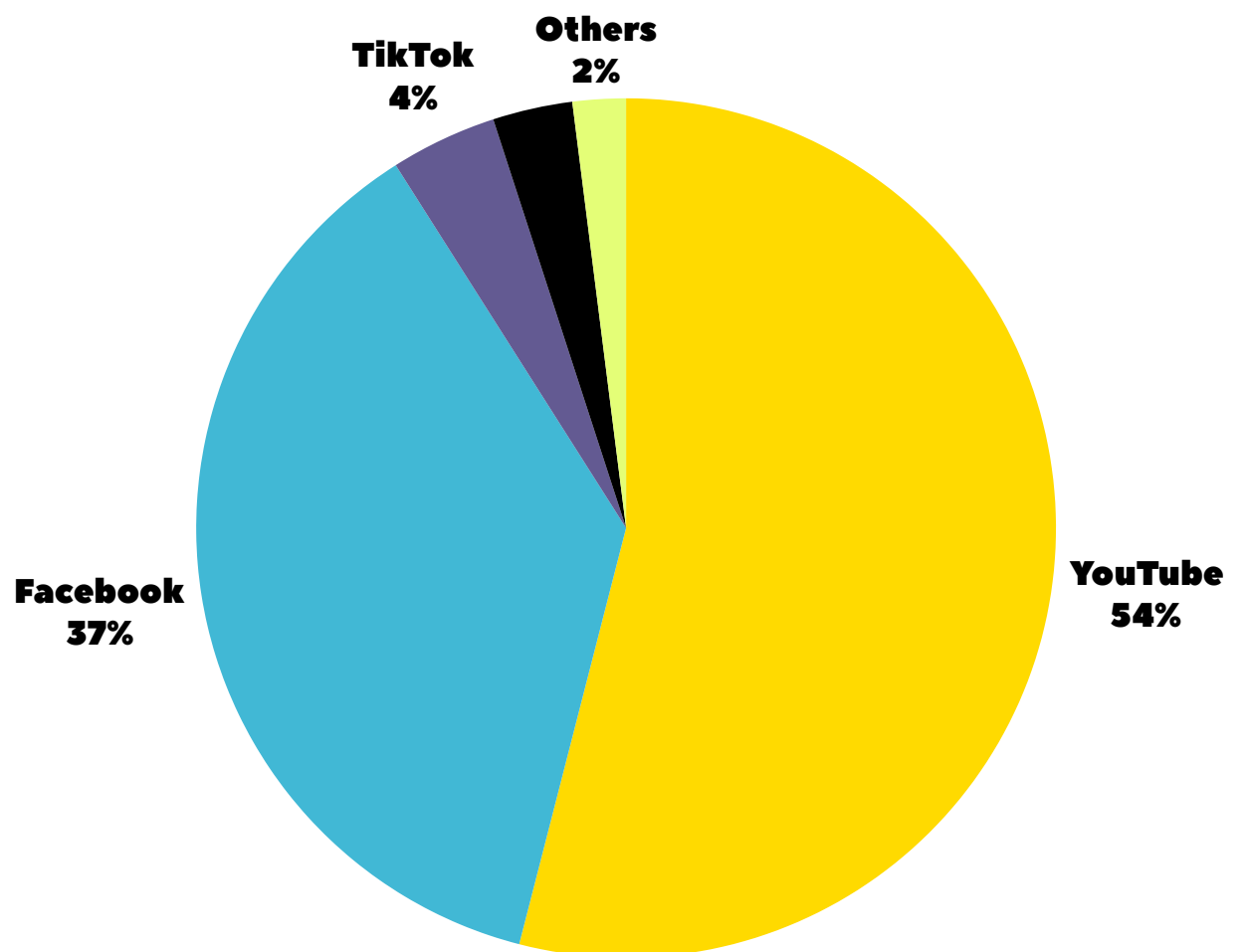
Powered by APPMAGIC

CREATIVE STRATEGY AND TAGS

✦ Hook = 100% Animated Intro signalling danger settings

✦ Theme = 100% creatives show narratives that need rescue

CREATIVE STRATEGY AND TAGS

✨ **Hook Scene Characters:**

- **Batman: 62.5%**
- **Superman: 62.5% (5/8)**
- **Joker: 37.5% (3/8)**
- **Aquaman or other heroes: 25%**
- **Non-superhero characters : 25%**
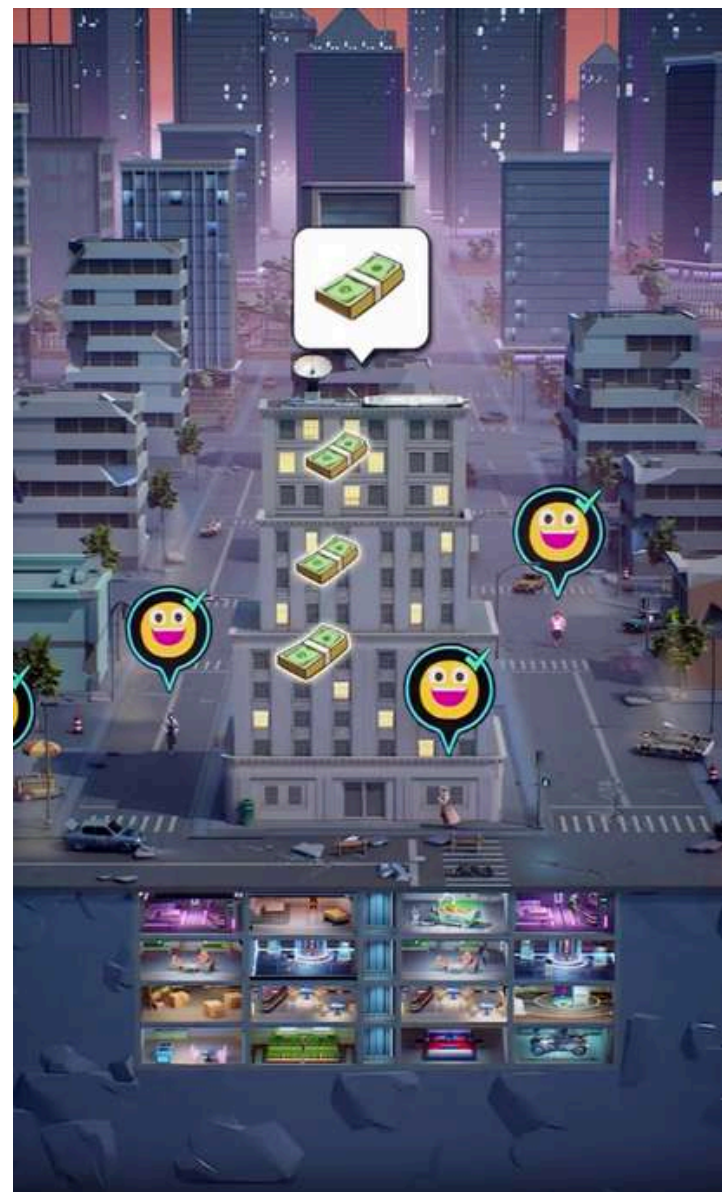
CREATIVE STRATEGY AND TAGS

✨ 100% top ads transition for animated intro hook scene to gameplay

✨ 100% top ads show in game currency

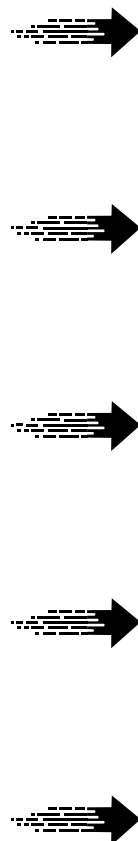✨ 100% top ads show core gameplay mechanic of building tech and unlocking characters

Segwise | **APPMAGIC**

CREATIVE STRATEGY AND TAGS

✨ **End scenario in top ads**
- **Win state shown: 50%**
- **No ending / mid-cut: 37.5%**
- **Fail state shown: 12.5%**

NEW CREATIVE EXPERIMENTS IN LAST 30 DAYS

✨ **Variations in Hook Scenes:** Use of non super hero characters and trends from other popular games

✨ Exploring new gameplay formats to highlight game variety (done with player launch intros)

KEY TRENDS SUMMARY IN TOP CREATIVES

Trend	% of Core Ads	Notable Shift (Last 30 Days)
Rescue-driven emotional hook	100%	Still dominant
Animated threat intros	100%	Experimenting with tone
Use of superhero IP (Batman, etc.)	87.50%	Expanding to minor characters
Building/unlocking mechanic shown	100%	Constant
Currency visuals	100%	Constant
Win-state ending	50%	Mixed endings continue
No/fail ending	50%	More experimentation seen
Shift to humor/lifestyle tone	0% → 20%	New creative angle emerging