DREAMY ROOM'S WINNING CREATIVE STRATEGY
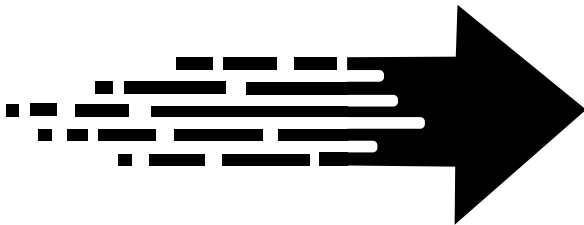
3
Month since launch

~19M
Downloads

$1.1M+
IAP Revenue

APPLICATIONS	GEOGRAPHY	STORES	CATEGORIES	METRICS
Dreamy Room ⌄	Worldwide ⌄	All Stores ⌄	Overall ⌄	Downloads ⌄

Downloads

500k
400k
300k
200k
100k
0

2 Mar   16 Mar   30 Mar   13 Apr   27 Apr   11 May

2 Mar   16 Mar   30 Mar   13 Apr   27 Apr   11 May

👁 SHOW TOP LINES   Shown in chart 1/10

ALL TIME 23 Feb 2025 — 21 May 2025 📅 | DAY **WEEK MONTH** | COLUMN SETUP

Applications

> R 👁 🖼 Dreamy Ro...

	ⓘ Revenue sum	Downloads sum
	$1,111,252	18,894,827 ●

What powers their winning ads?

UA ADS STRATEGY

Top Countries

Other < 3% — 27%
USA — 23%
Pakistan — 9%
Poland — 7%
India — 6%
Italy — 5%
Mexico — 5%
Spain — 3%
Israel — 3%
UK — 3%
UAE — 3%

Top Ad Networks

Mintegral — 13%
Other — 1%
AppLovin — 60%
Unity — 26%
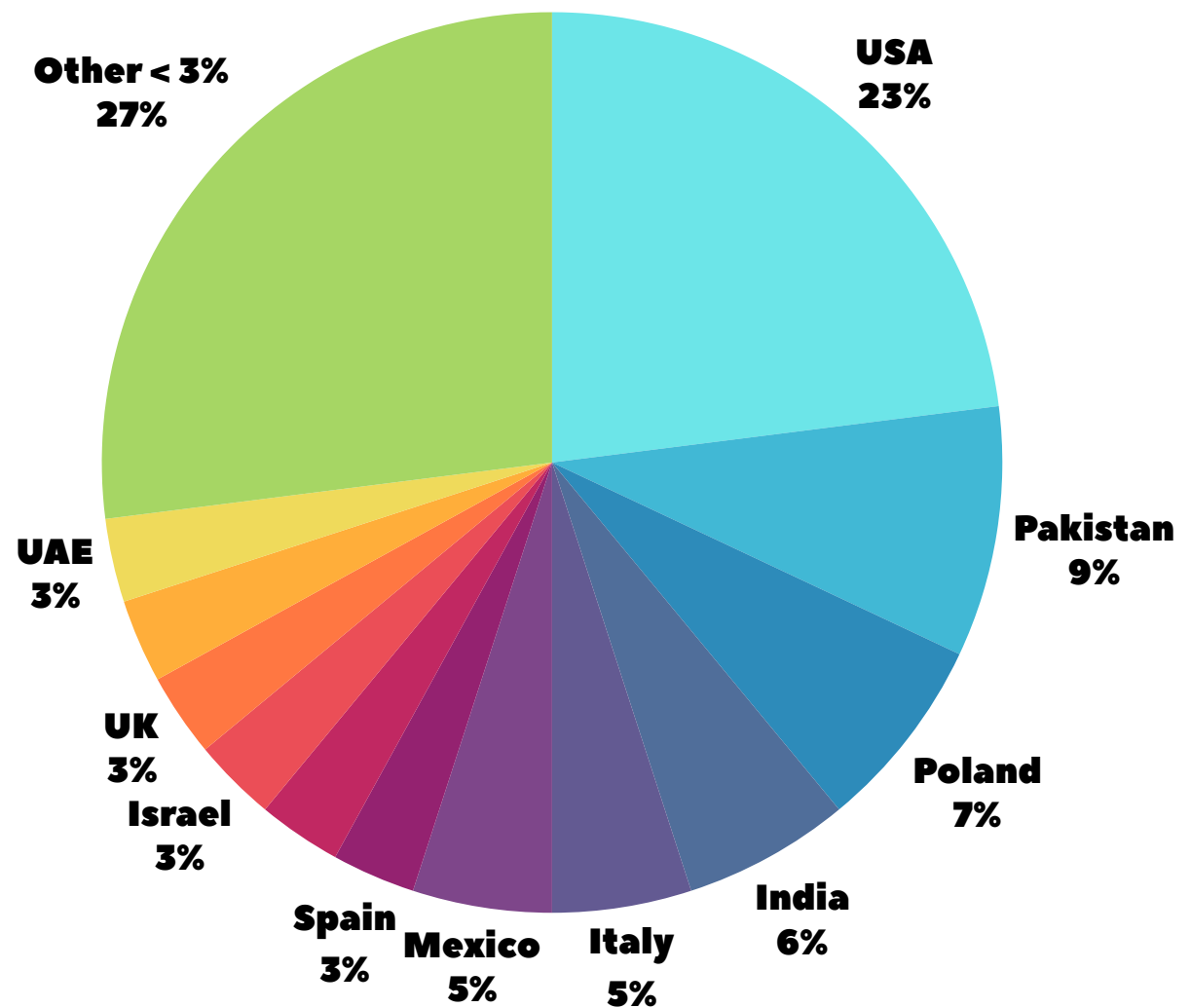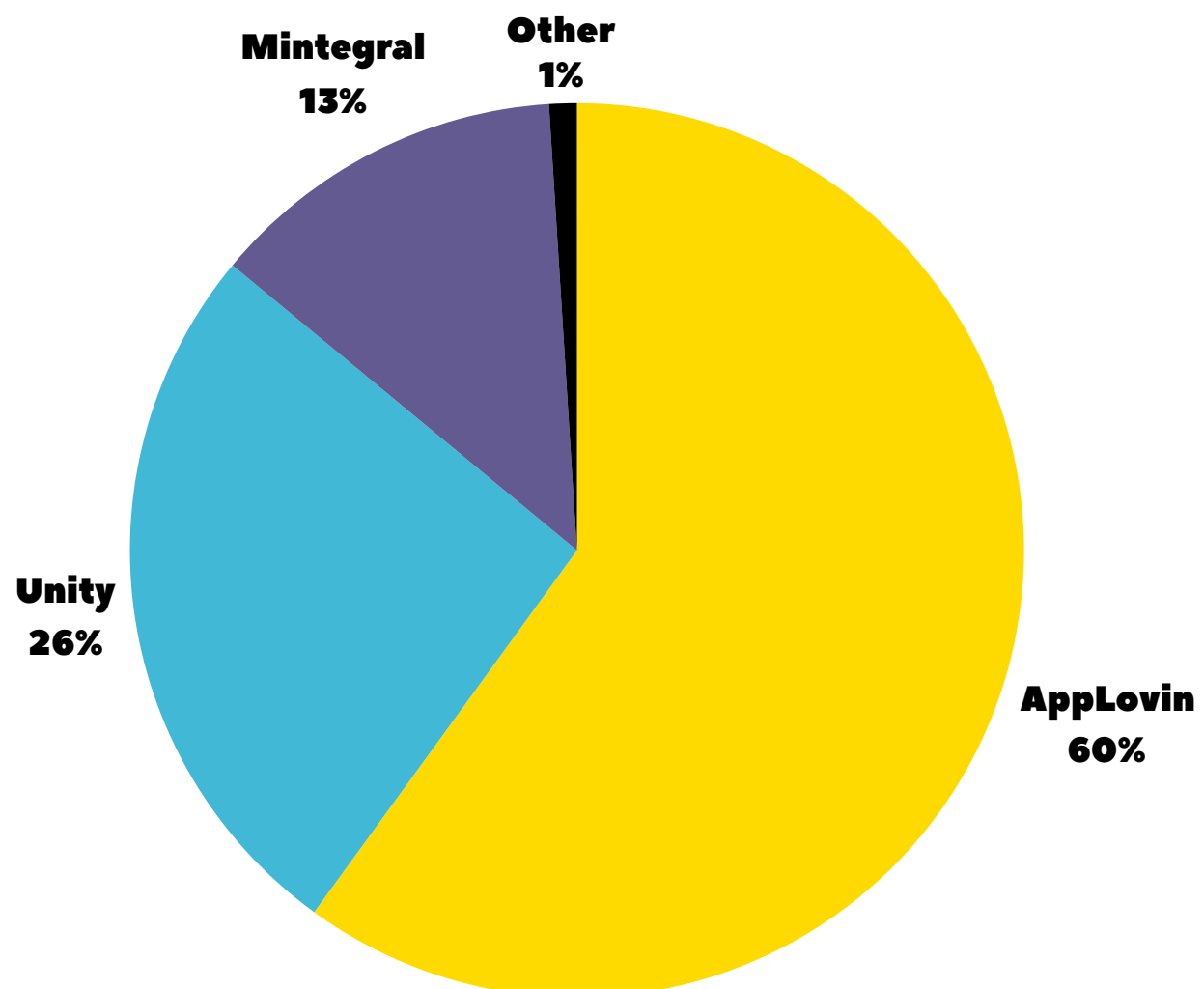
Powered by APPMAGIC

CREATIVE STRATEGY AND TAGS

✨ Orientation = 10% analyzed creatives ran in landscape format
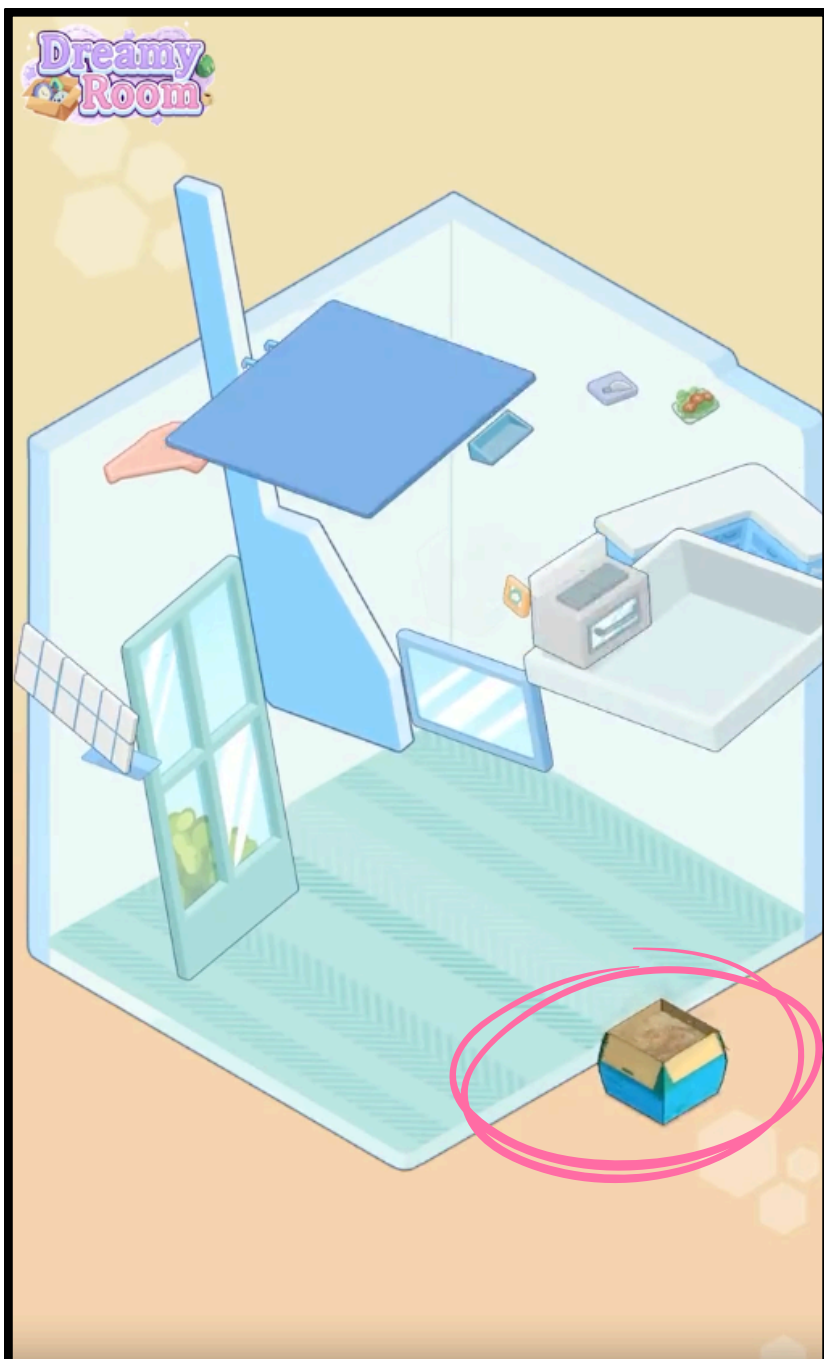
✨ 100% creatives were animated gameplay ads.

CREATIVE STRATEGY AND TAGS

✨ **Opening hook scene: clean and organize**
- **18% begin with litter clean up gameplay**
- **82% begin with unpack and organize gameplay**

Segwise | APPMAGIC

CREATIVE STRATEGY AND TAGS

✨ **BG Settings: individual room setups dominate**
- **91% single room:** mostly gaming room with a loft
- **9% multiple rooms:** show montage of different rooms

# CREATIVE STRATEGY AND TAGS

✨ **Ending styles**
- **100% ads show other rooms/levels**
- **64% end in full completion**
- **36% end in the middle of the room setup**

Untapped Angles	Why It Could Work
Before and After	Use failvertising to show messy vs. finished room states side-by-side.
Timer Pressure Overlay	Add a countdown to leverage mild urgency (the game itself has timers built into gameplay).
ASMR-Only Cut	Strip music, amplify box-ripple & item clack; ride the silent-scroll trend on TikTok.
Fail-State Bait	End the clip on an unfinished mess, with wrong moves in the gameplay. Lack of closure drives

NEW CREATIVE EXPERIMENTS IN LAST 30 DAYS

✨ UGC top-down phone-cam: Real hands filming gameplay on an iPad

✨ Story-led VO with a "bizarre" hook

✨ Animated opening segments with characters

✨ Fresh BG: Japan landscape, tree house, gym

Segwise | **APPMAGIC**
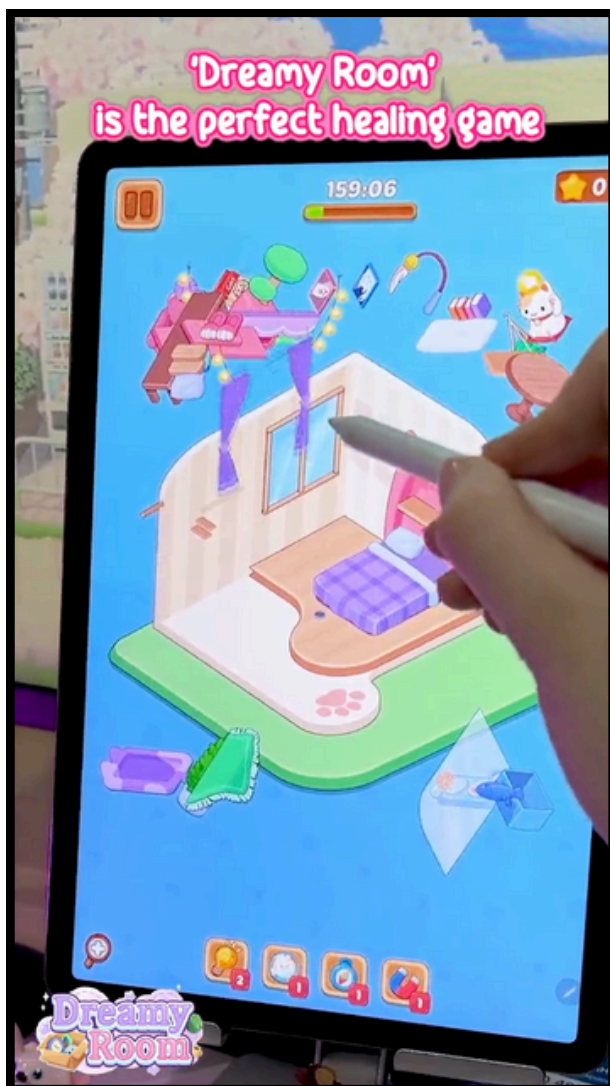
CREATIVE PLAYBOOK FOR YOU

- **Lead with the dopamine spike:** Open on the most satisfying state-change—do not show menus or idle avatars.

- **Treat logo position, VO, and tutorial cues as testable tags:** Log performance by each tag, not only by asset name.

- **Schedule art-pack swaps:** Aim for a new backdrop or prop set every 4 weeks; reuse the same grid and animations to keep production costs flat. (ABI is a master at this!)

- **Inject one UGC cut per batch:** Even 5 % budget behind a phone-cam clip can surface new audiences and algorithmic reach.

- **Open or Close with a level montage:** Shows perceived game depth and progressions, and generate FOMO.

Segwise