

Cracking Creatives!



DUNK CITY DYNASTY

 **Segwise**

DUNK CITY DYNASTY IN A SNAPSHOT

<1

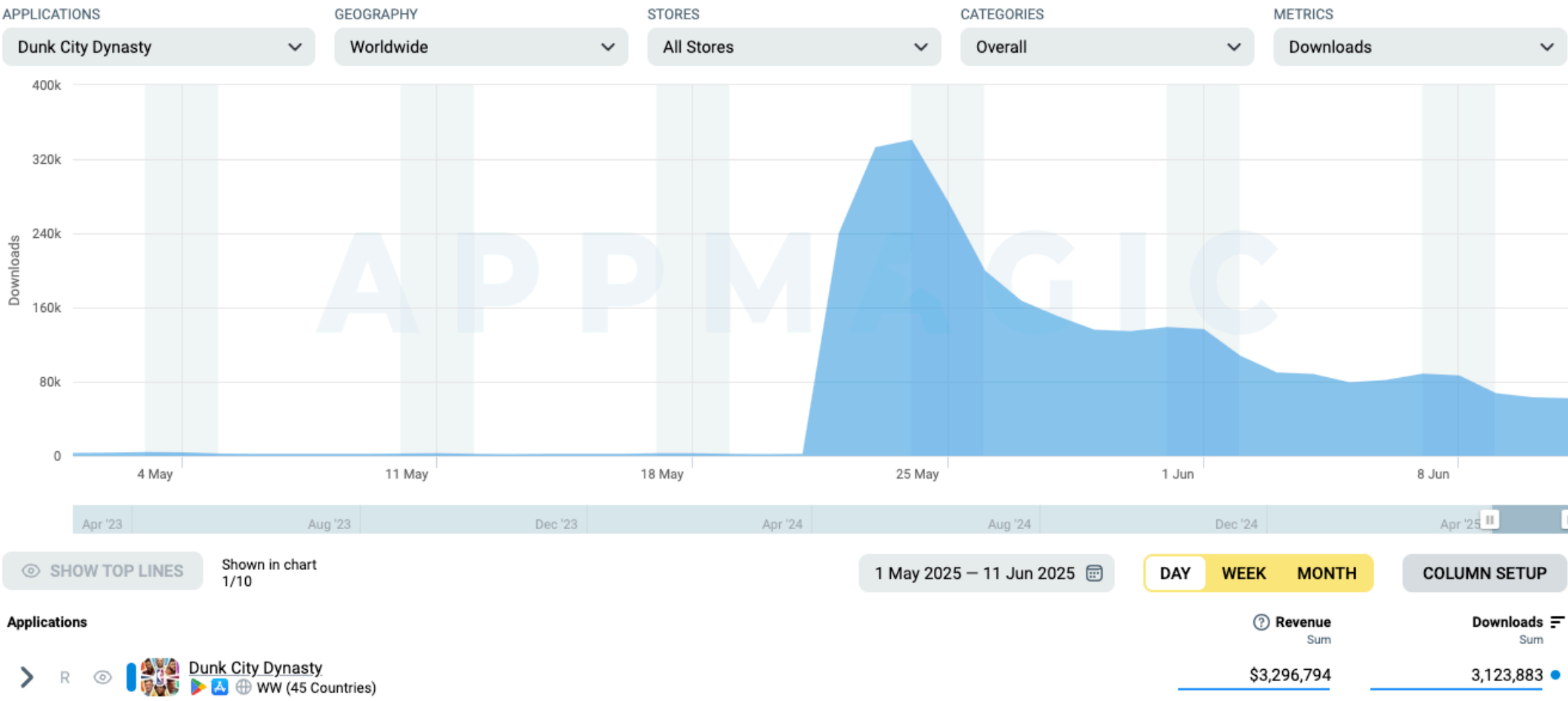
Month since launch

3M+

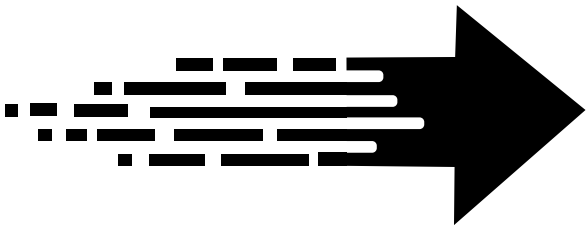
Downloads

~\$3.3M

IAP Revenue 🚀

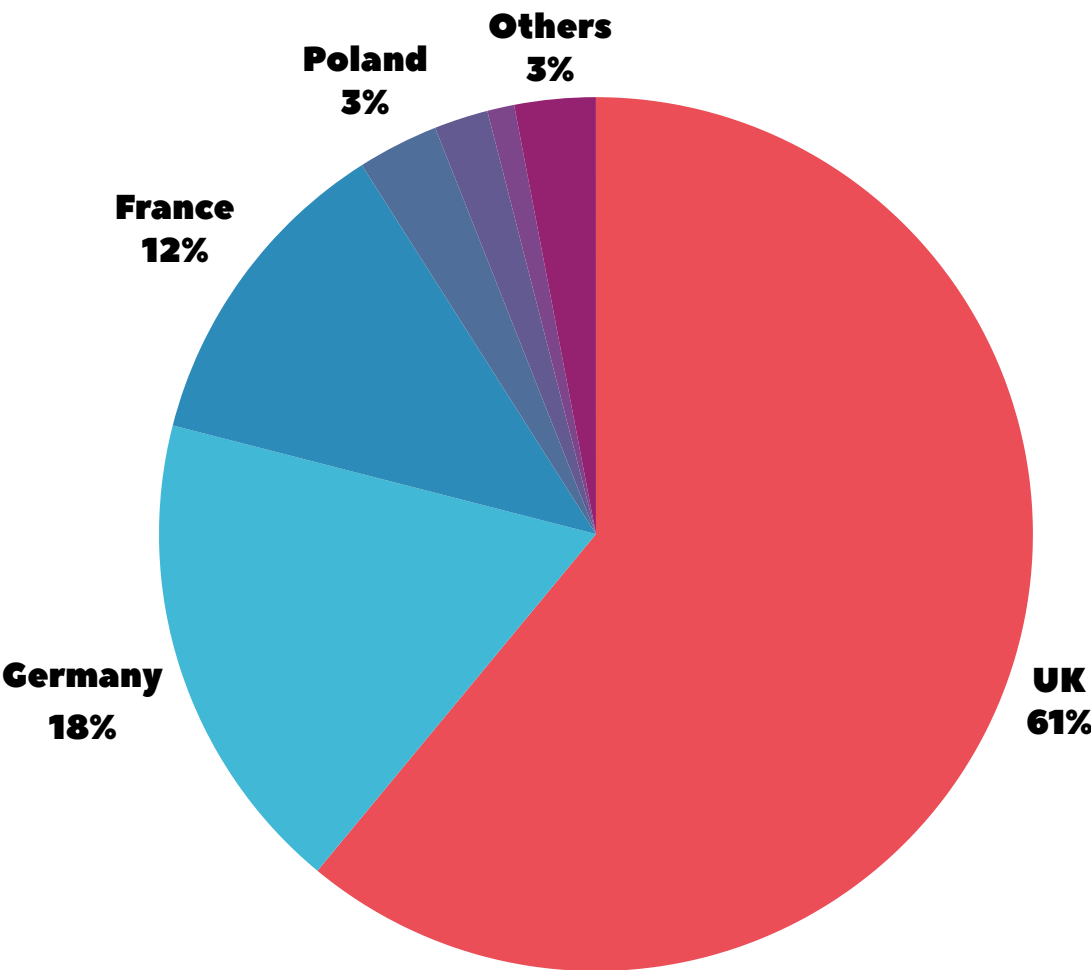


What powers their
winning ads?

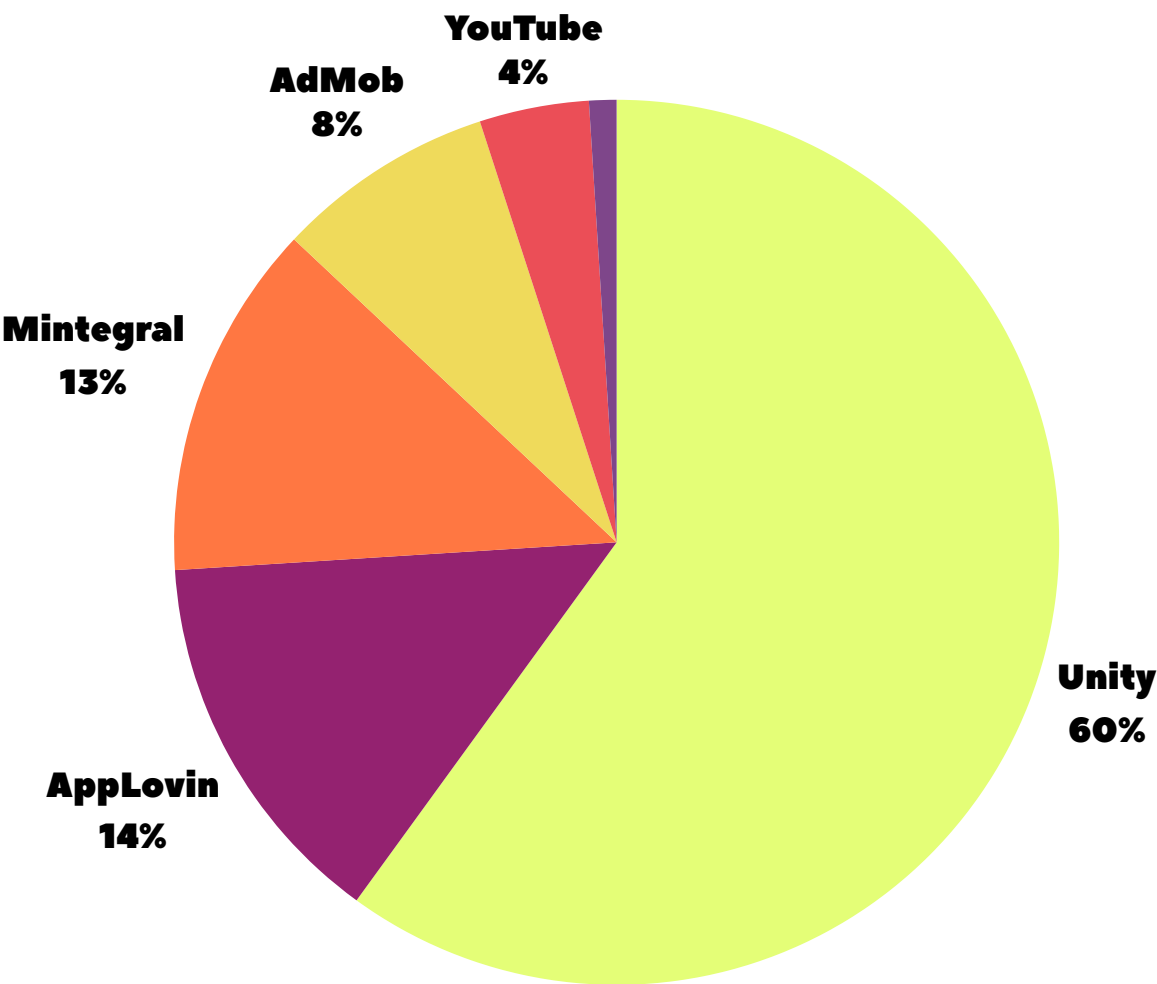


UA STRATEGY 2025

Top Countries



Top Ad Networks



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APPMAGIC

CREATIVE STRATEGY AND TAGS IN TOP ADS



65% ads between 20-25 seconds. 36% ads were 25 seconds long



~30% ads were UGC ads with PiP frames, rest were animated or gameplay + animation formats



CREATIVE STRATEGY AND TAGS IN TOP ADS



Hook strategy breakdown:

- 43% callout popular player names
- 21% callout game format (3v3 style)
- 20% high energy excited reactions
- 15% feature or player skill callouts



CREATIVE STRATEGY AND TAGS IN TOP ADS



Curry dominates 43% of creative strategy as primary conversion driver.



Other characters used in hooks:

- LeBron James: 29%
- Harden, Durant, Paul: 21%
- Luka Doncic, Jokic and Williamson amongst others



CREATIVE STRATEGY AND TAGS IN TOP ADS

✨ 64% of ads lack compelling text hooks

✨ 50% of ads use music + voice overs



CREATIVE STRATEGY INSIGHTS

What's working:

Star Power Concentration: 43% Curry focus suggests strong performance data driving allocation decisions.

Duration Sweet Spot: 65% of ads use 20-25 second format, indicating optimized attention span targeting.

Hybrid Format Success: 71% combine animation + gameplay, suggesting this blend outperforms single-format approaches.

Gaps in strategy

Under-utilized UGC: Only 28% UGC vs industry benchmark of 40-50% for sports games

Weak CTA Strategy: 64% lack hook text, missing conversion optimization opportunities



Automate creative tagging and simplify creative analytics with Segwise's AI Agents!

TRY FOR FREE!

AT LAUNCH