

# Idle Weapon Shop's Winning Creatives

3

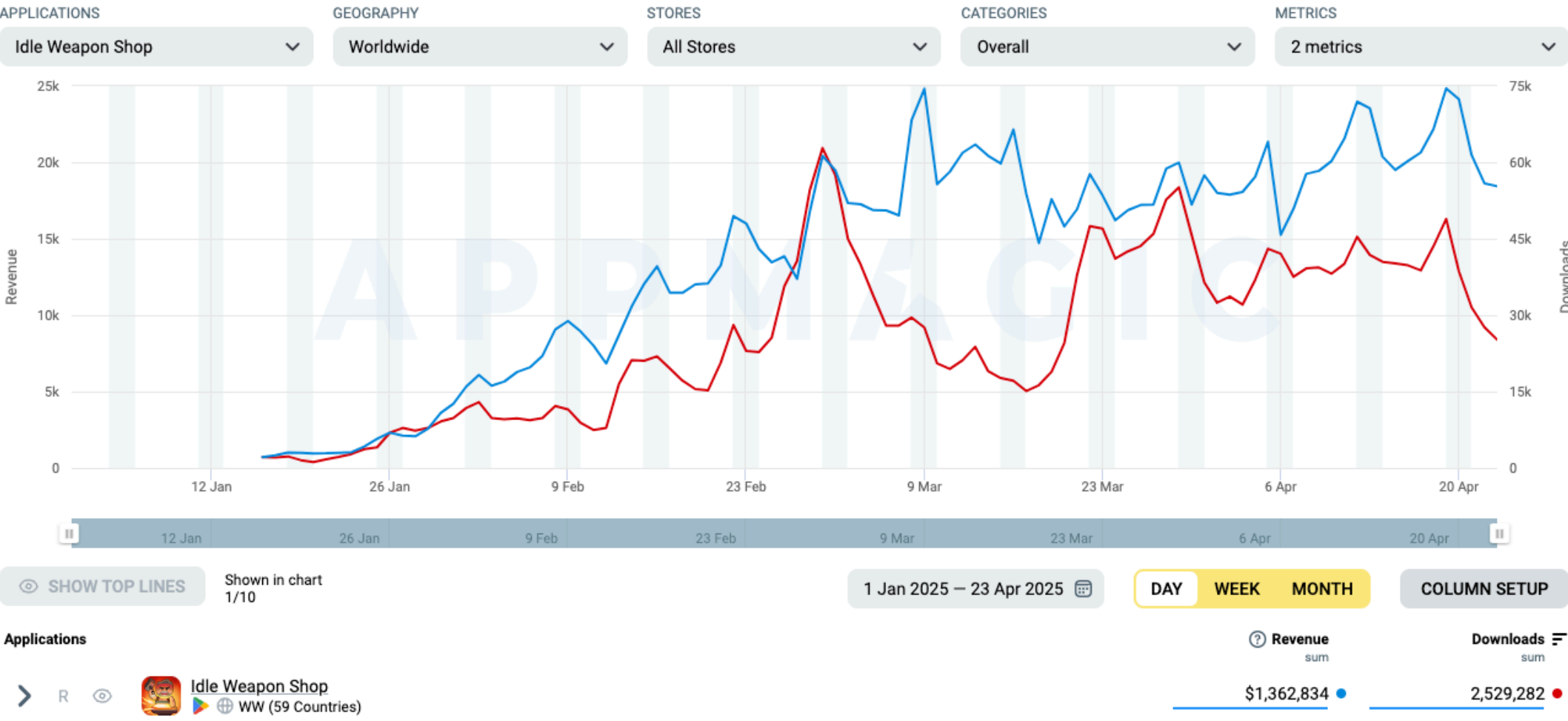
Months since launch

2.5M+

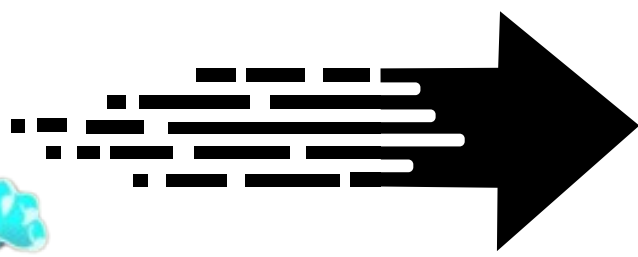
Downloads

\$1.3M+

IAP Revenue

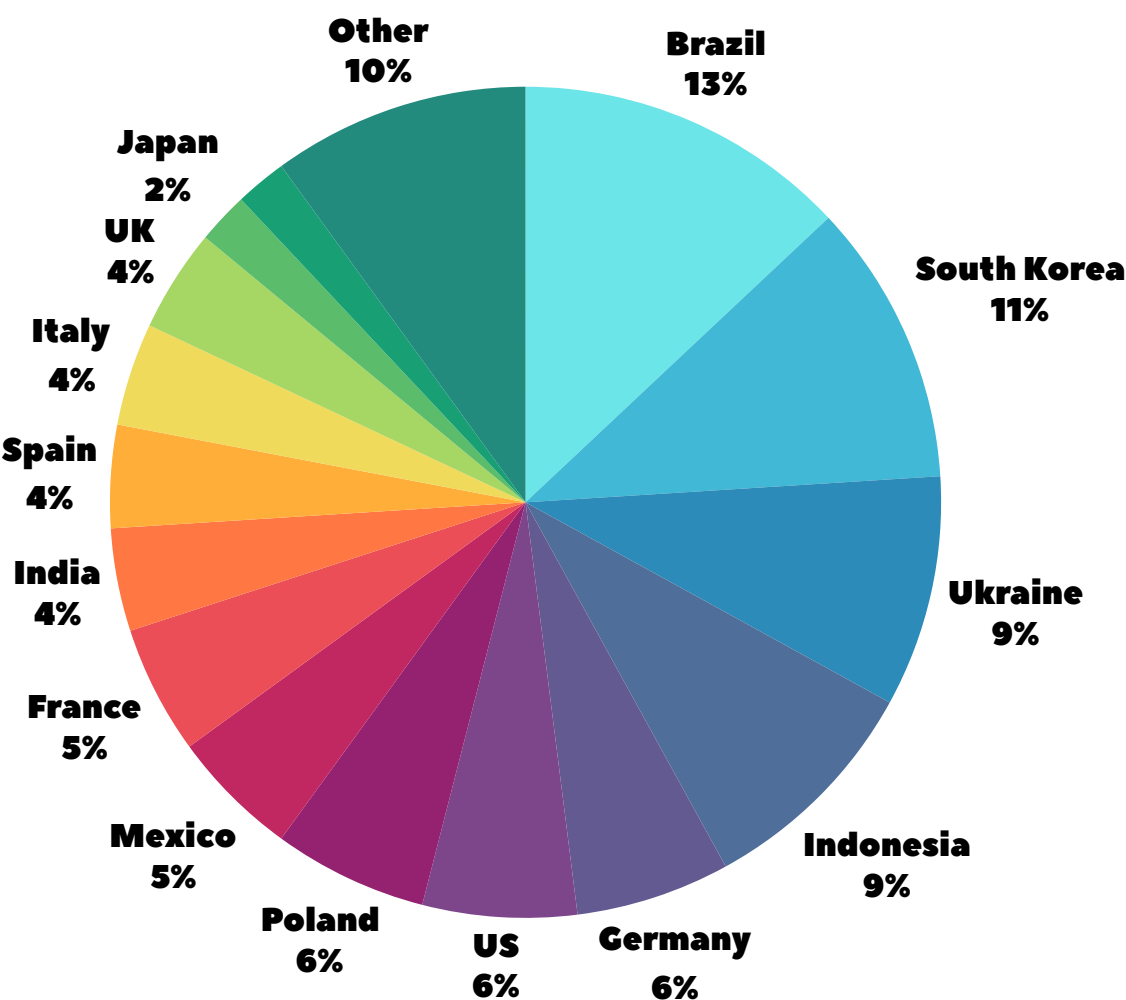


What powers their winning ads?

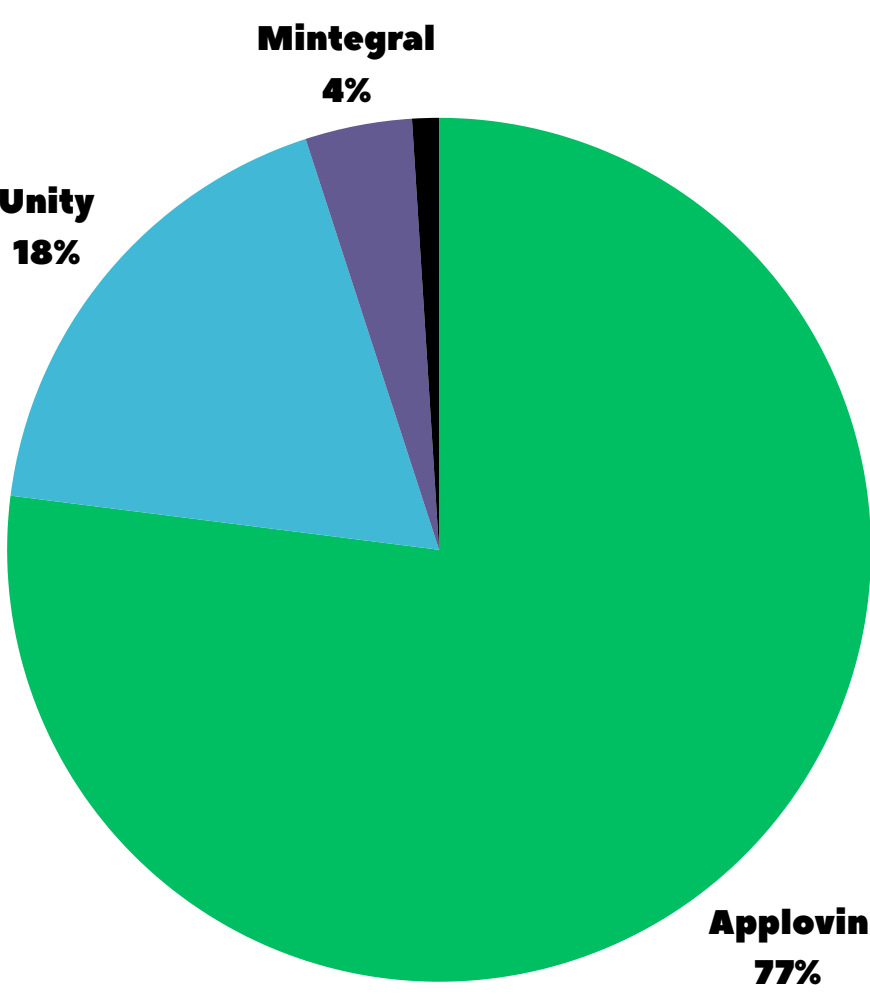


# UA ADS STRATEGY: 416 CREATIVES

## Top Countries



## Top Ad Networks



# CREATIVE STRATEGY AND TAGS



**Playables first strategy** - they end mid gameplay to drive FOMO. **#1** creative is a playable with **205M Impressions**



Ads create urgency with **countdown timers** and **pressure mechanics** showing impatient warriors.



**Hook text was rarely used**; character emotion serves as the main attention drivers.



**Tutorial hands/guided cues** make gameplay instantly understandable and boost interaction.



**UGC/narrative ads** experimented with relatability but stuck to the core gameplay drama in the ad.

# NEW CREATIVE EXPERIMENTS IN APRIL



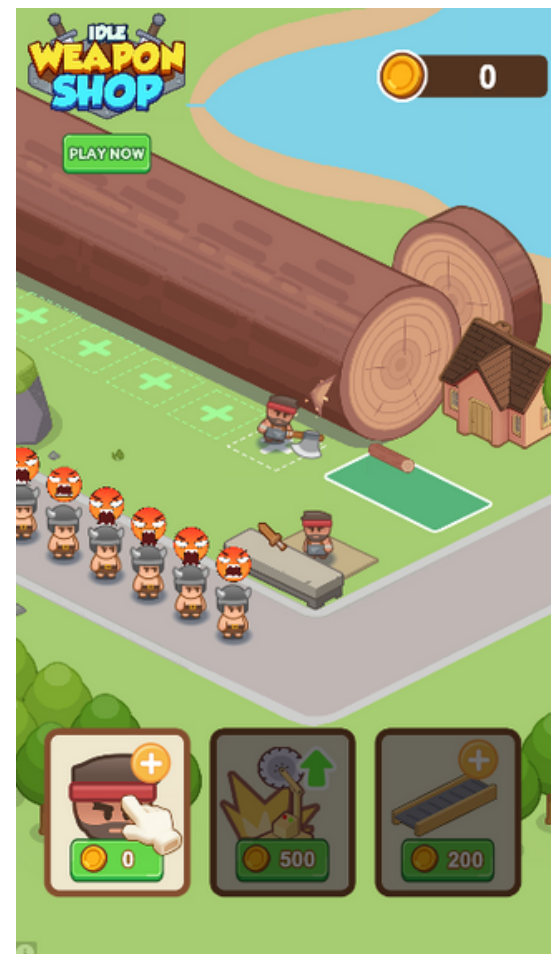
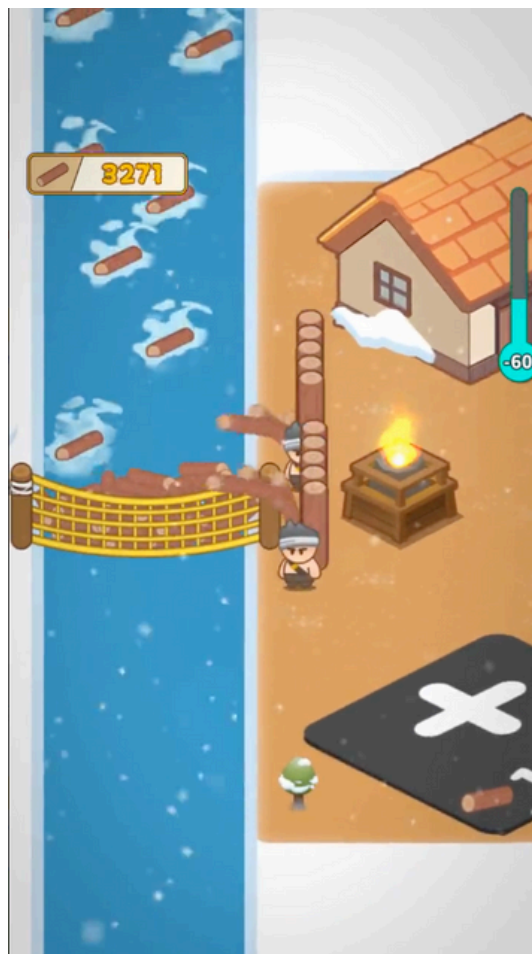
New ads showcased **advanced or embellished gameplay** to boost perceived depth and excitement.



**Genre-mashup creatives** borrowed elements from **Whiteout Survival** to test cross-genre appeal.



**A/B testing pure HTML video ads** for in-app placements and different targeting strategies.



# CREATIVE RECOMMENDATIONS



Double down on **high-urgency playables** and maintain always-on branding in all creatives.



Scale “**advanced gameplay**” and **diff genre creative tests** if early data shows strong engagement and retention.



**Expand UGC/narrative formats** and pressure mechanics to deepen user connection and drive installs





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