

Cracking Creatives!



PIZZA READY

 **Segwise**

PIZZA READY'S WINNING CREATIVE STRATEGY IN 2025

500+

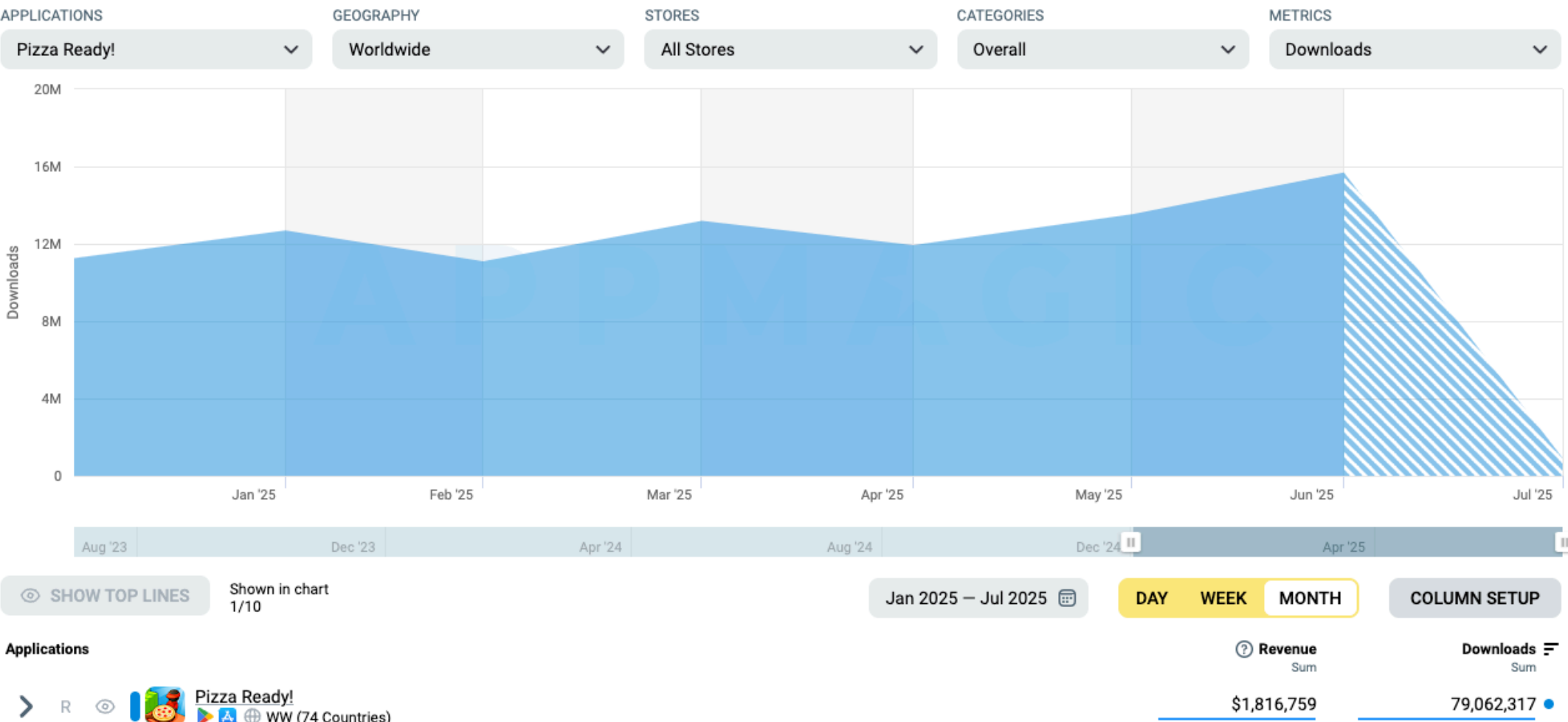
Creatives in June

~1K

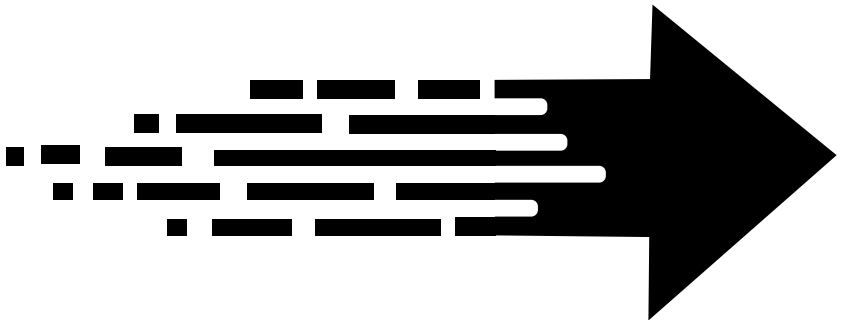
Creatives in 2025

\$1.8M+

IAP Revenue

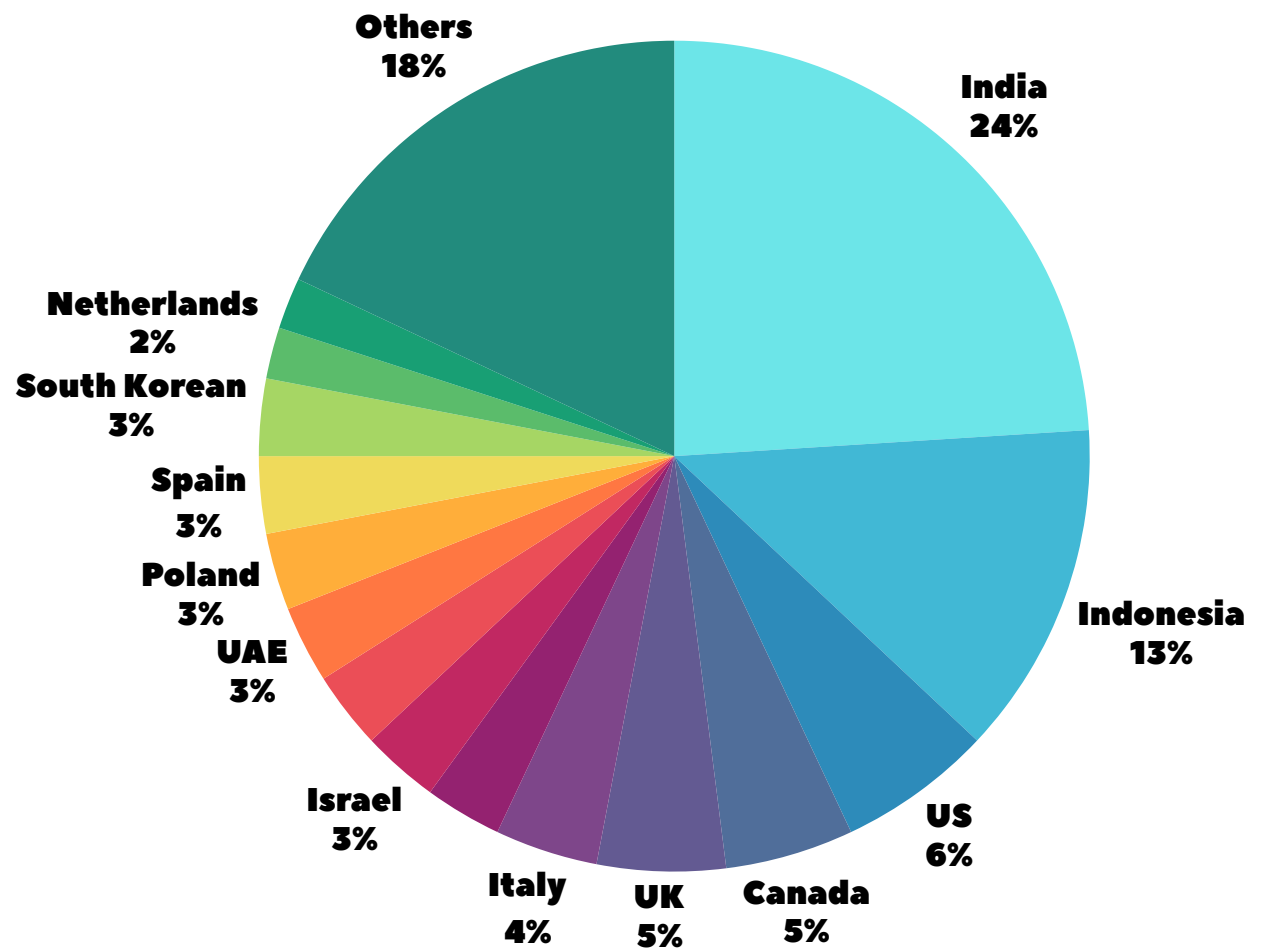


What powers their winning ads?

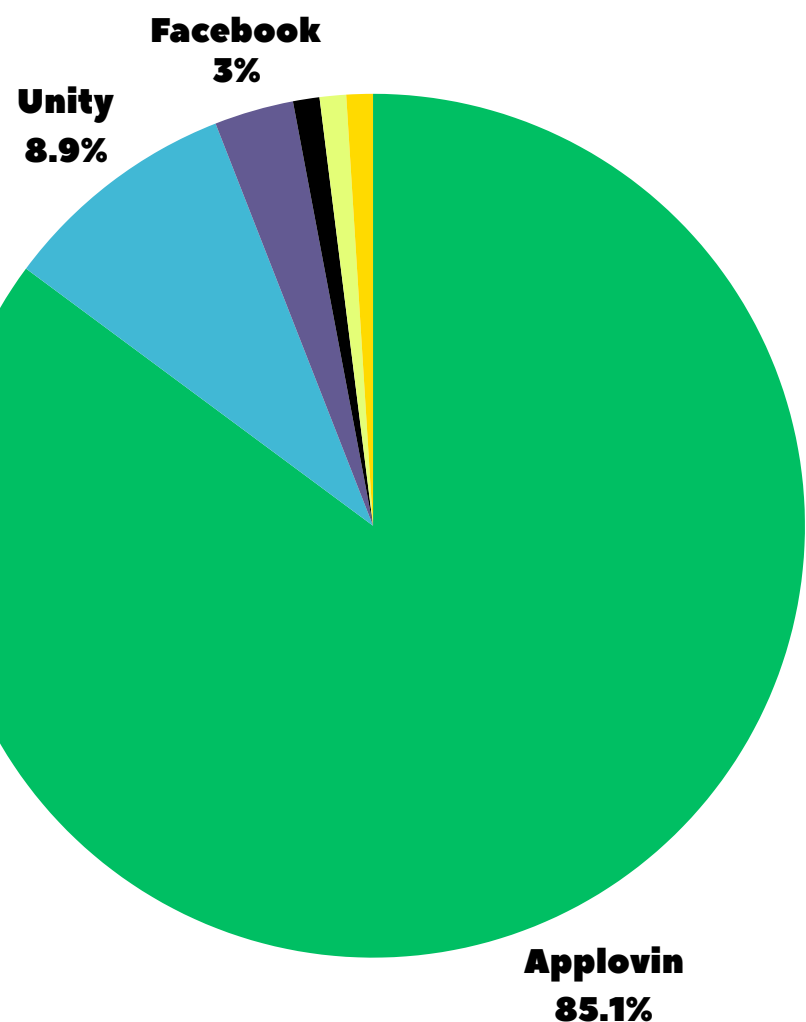


UA ADS STRATEGY

Top Countries



Top Ad Networks



Powered by

APPMAGIC

CREATIVE STRATEGY AND TAGS

- ✨ **68%** ads were between 16-30 seconds
- ✨ **47% ads used** a hook text - usually focussing on the gameplay mechanics
- ✨ **Only 10% ads used** a hook dialogue - over-reliance on visual cues



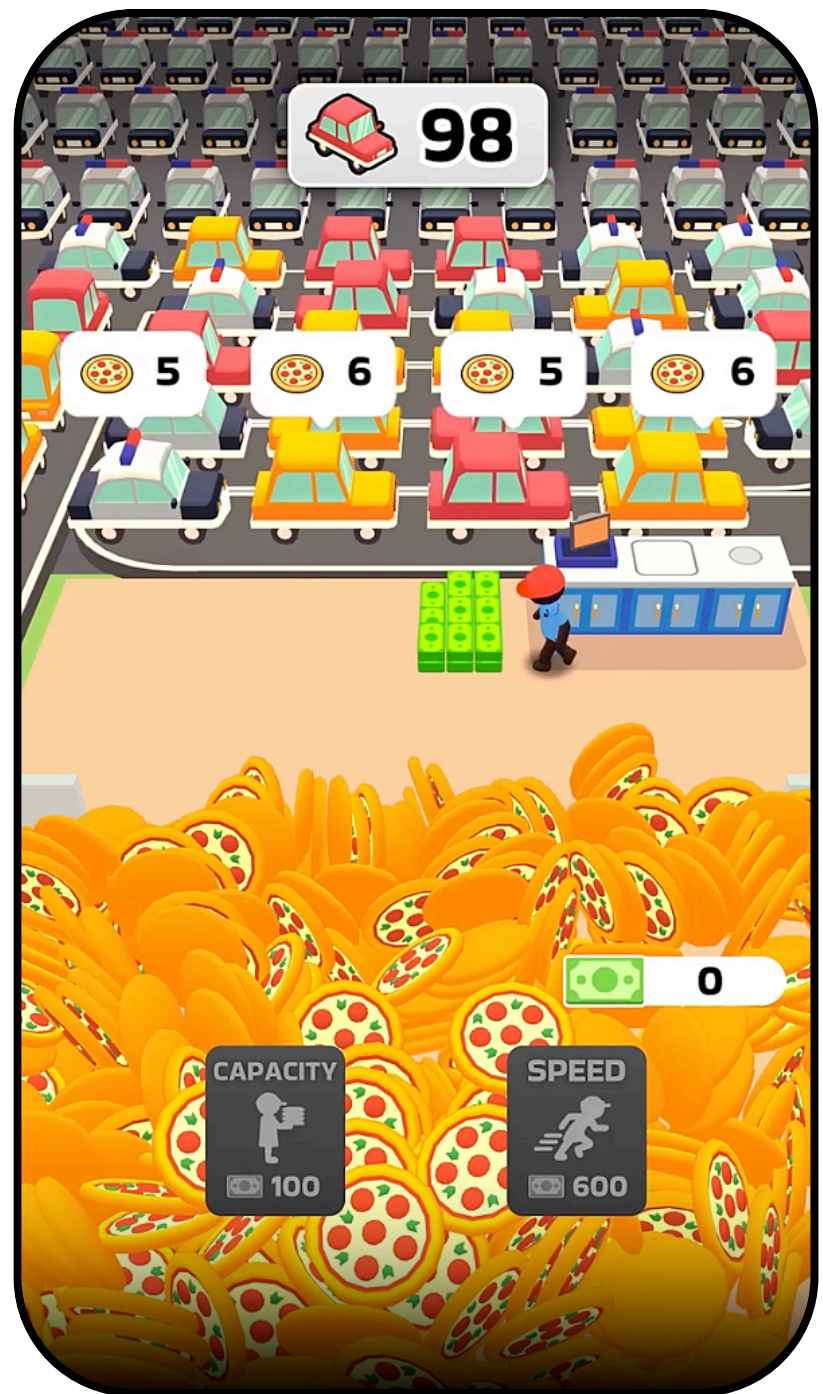
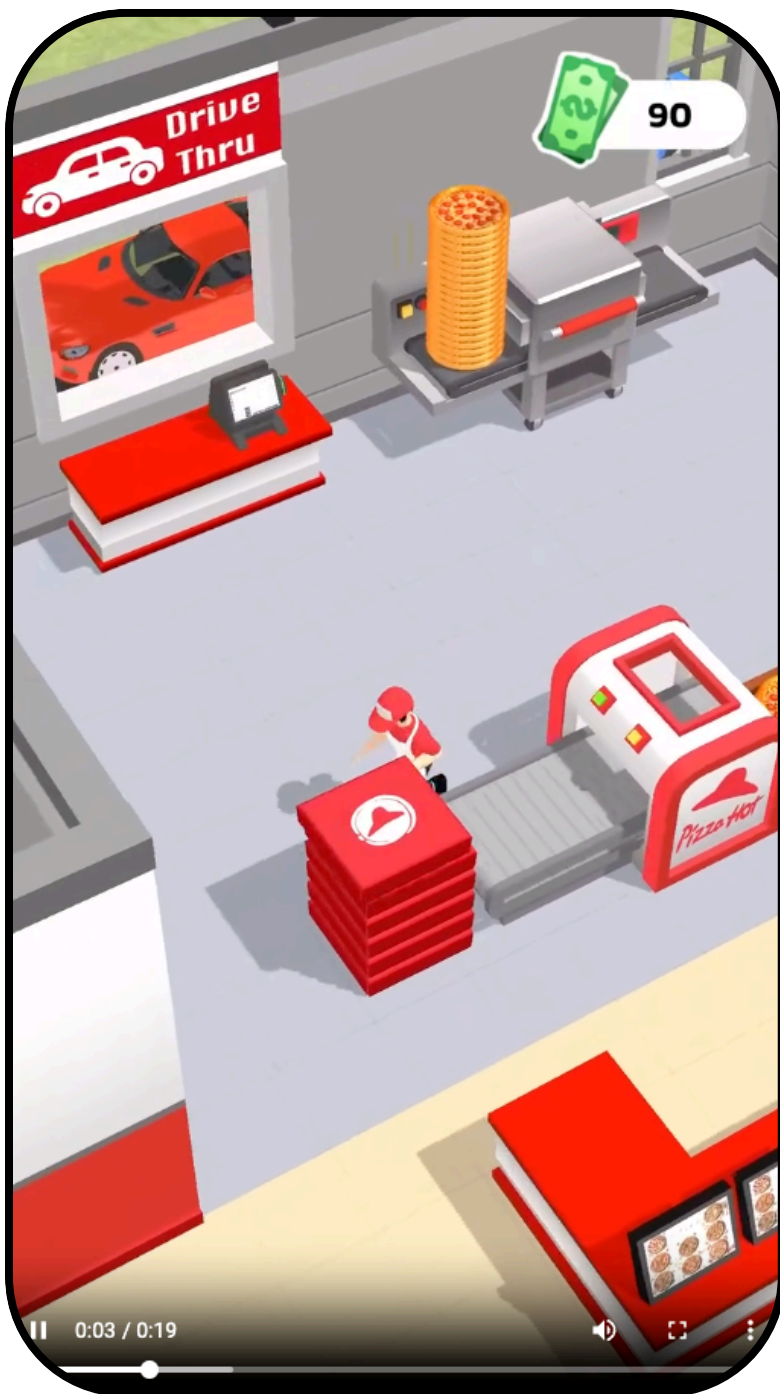
CREATIVE STRATEGY AND TAGS



Majority ads end without resolution: **58% end with incomplete endings. No fail scenarios**



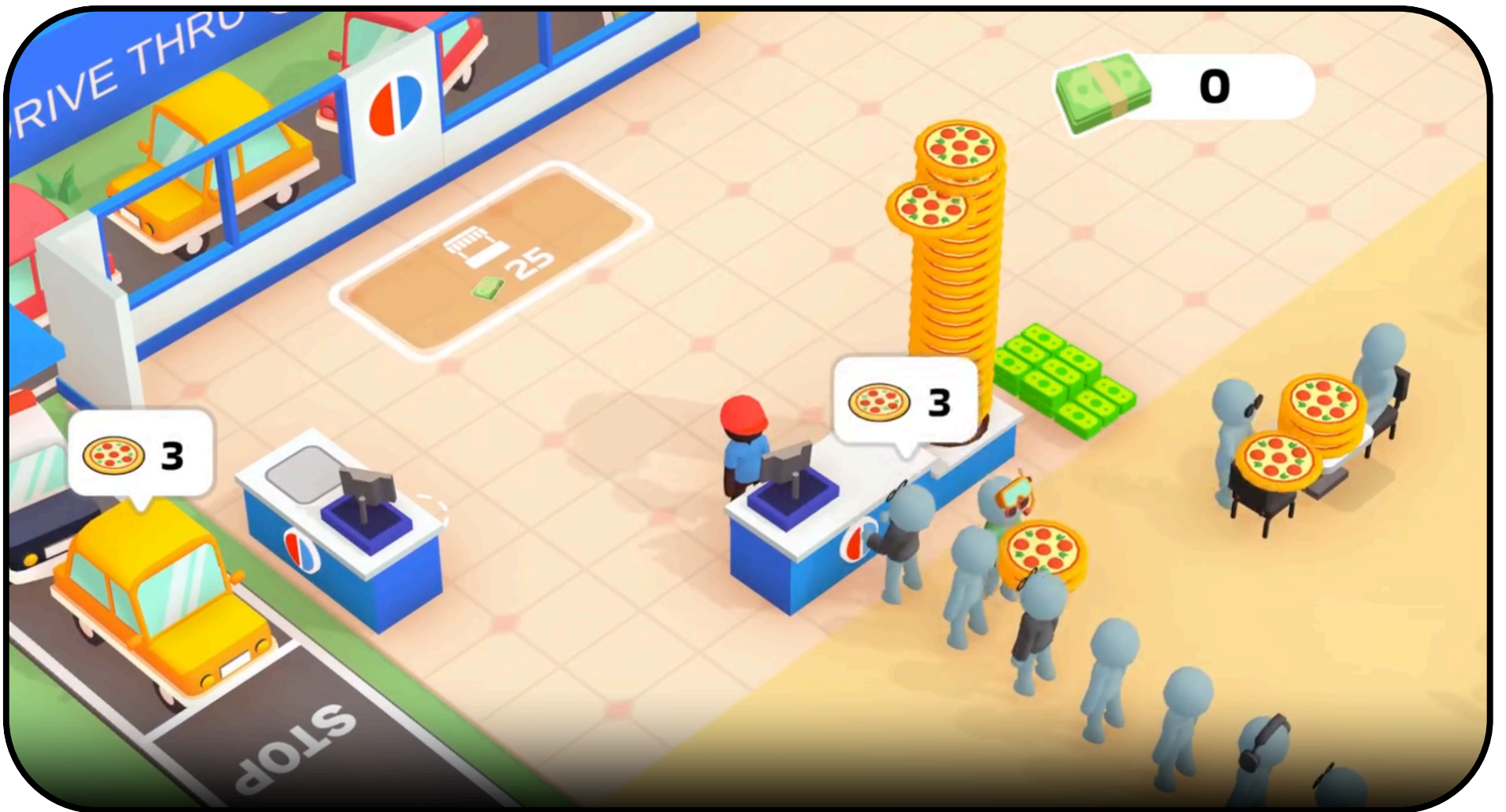
Vast majority focus on surface-level gameplay: **79% ads don't showcase game depth**



CREATIVE STRATEGY AND TAGS



- **Pizza collection and serving (68.4%)**
- **Ingredient gathering and processing (15.8%)**
- **Character launch/slingshot openings (10.5%)**



WHAT OTHER MERGE GAMES CAN STEAL



Gameplay-First Approach - Used in 89.5% of ads: immediately shows actual game mechanics and value proposition.



Character-Driven Narrative - Used in 94.7% of ads: creates brand recall and recognition through character presence



Resource Collection Theme - Used in 68.4% of ads: satisfying visual of accumulation appeals to core mobile gaming psychology



**CREATE HIGH
IMPACT CREATIVES
BACKED BY AI
CREATIVE TAGGING
AND ANALYTICS**

Try now for free!