Cracking Creatives!

RISE: Sleep Tracker

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RISE APP'S WINNING CREATIVE STRATEGY
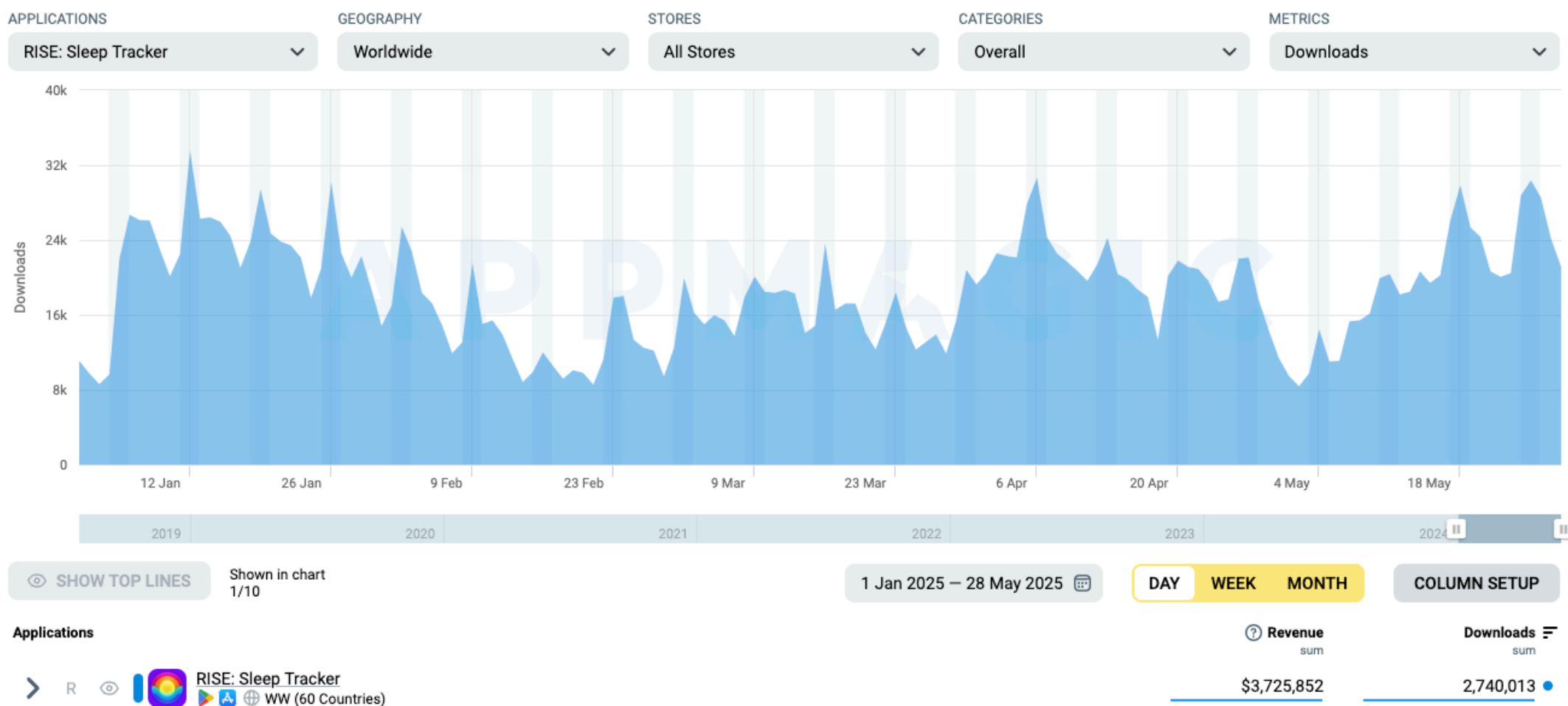
620
New Creatives (30D)
2.8K YTD

2.7M+
Downloads

$3.8M+
Revenue

APPLICATIONS	GEOGRAPHY	STORES	CATEGORIES	METRICS
RISE: Sleep Tracker	Worldwide	All Stores	Overall	Downloads

Downloads

40k
32k
24k
16k
8k
0

| 12 Jan | 26 Jan | 9 Feb | 23 Feb | 9 Mar | 23 Mar | 6 Apr | 20 Apr | 4 May | 18 May |

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

👁 SHOW TOP LINES   Shown in chart 1/10

1 Jan 2025 — 28 May 2025   **DAY** WEEK MONTH   COLUMN SETUP

Applications   ⑦ **Revenue** sum   **Downloads** sum

> R 👁 🔴 ▶ 🍎 🌐 RISE: Sleep Tracker WW (60 Countries) $3,725,852   2,740,013 ●
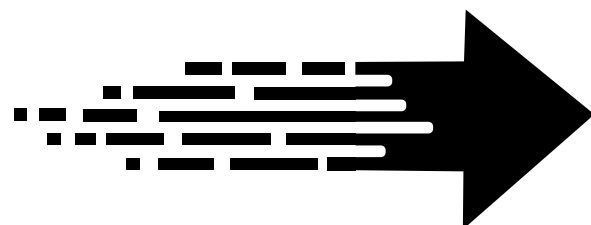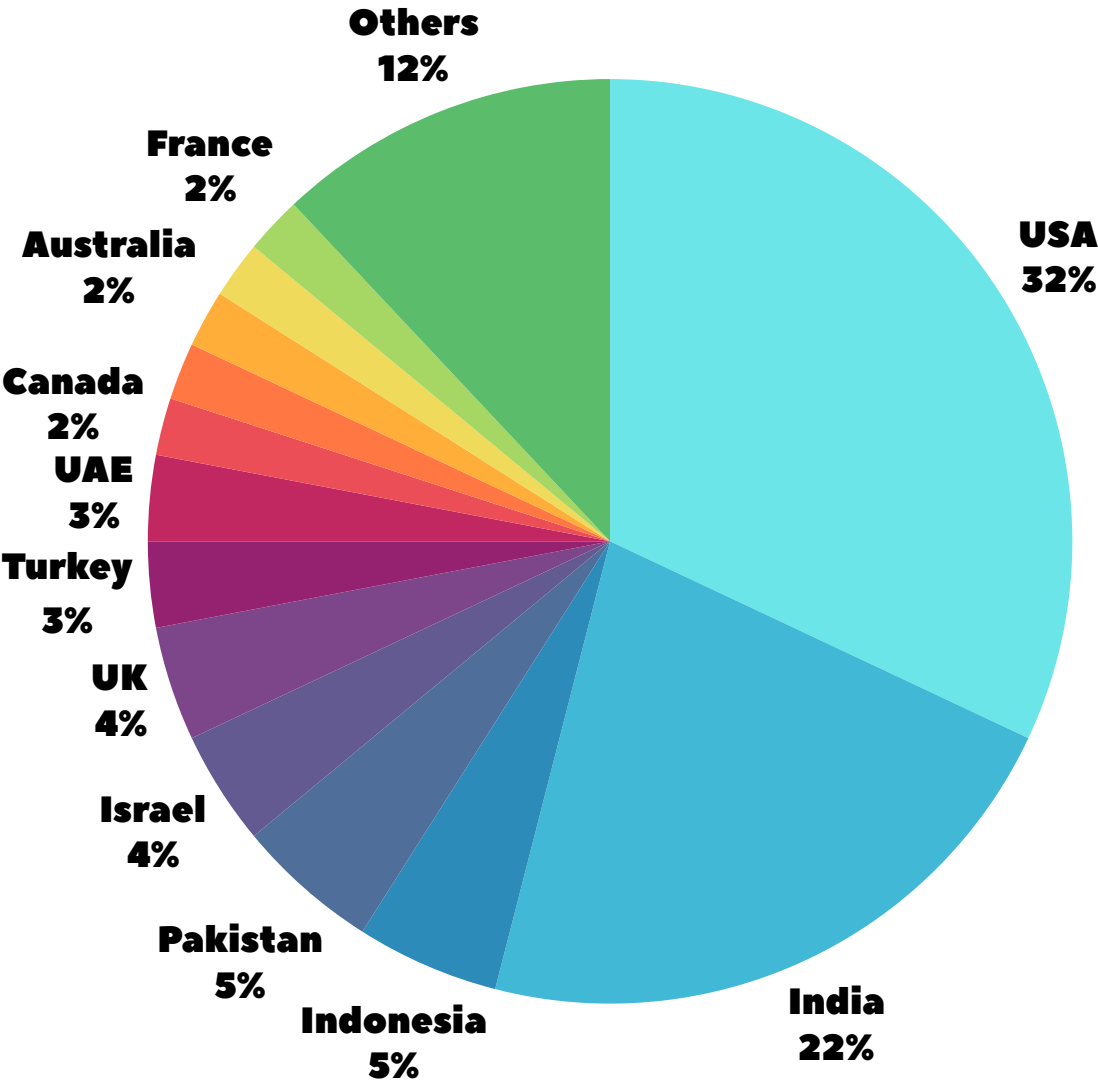
RISE dials up UA every January, coasts through the summer, then reignites Aug-Nov. 2025's curve is their largest spike yet, confirming a **"new-year-new-me"** playbook that's working.

What powers their winning ads? ➡

UA ADS STRATEGY 2025

Top Countries

Others
12%

France
2%

Australia
2%

Canada
2%

UAE
3%

Turkey
3%

UK
4%

Israel
4%

Pakistan
5%

Indonesia
5%

India
22%

USA
32%

Top Ad Networks

100 META

Powered by APPMAGIC

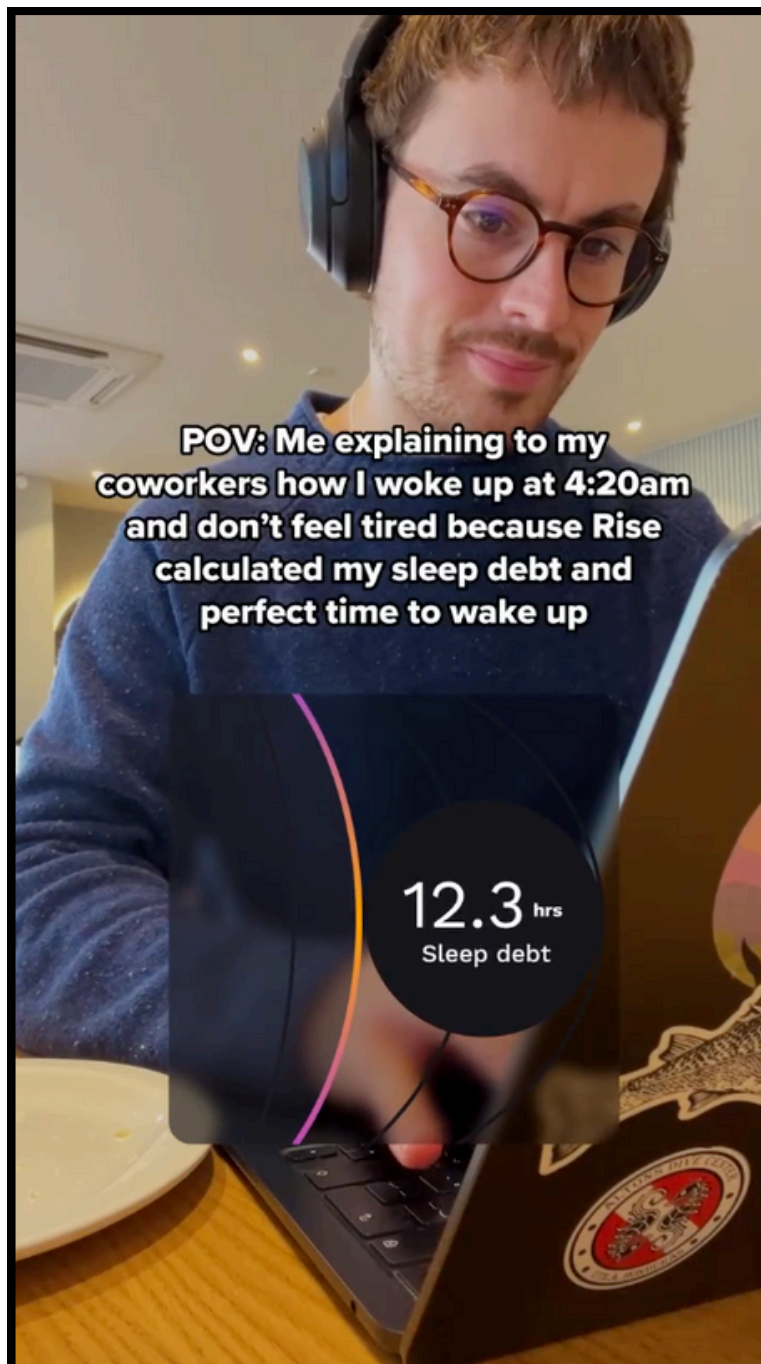# CREATIVE STRATEGY AND TAGS IN TOP ADS

✦ 38.5% ads were under 15 seconds
61.5% were between 31-46 seconds

✦ Ad_type = 84.6% UGC Videos and 15.4% Animated Videos

CREATIVE STRATEGY AND TAGS

✨ Hook scene premise:

- 53.8% = perfect wake up time/be a morning person
- 15.4% = bed time and wake up time hacks
- 30.8% = other: testosterone threat scares, pure sleep debt reveals and social brags
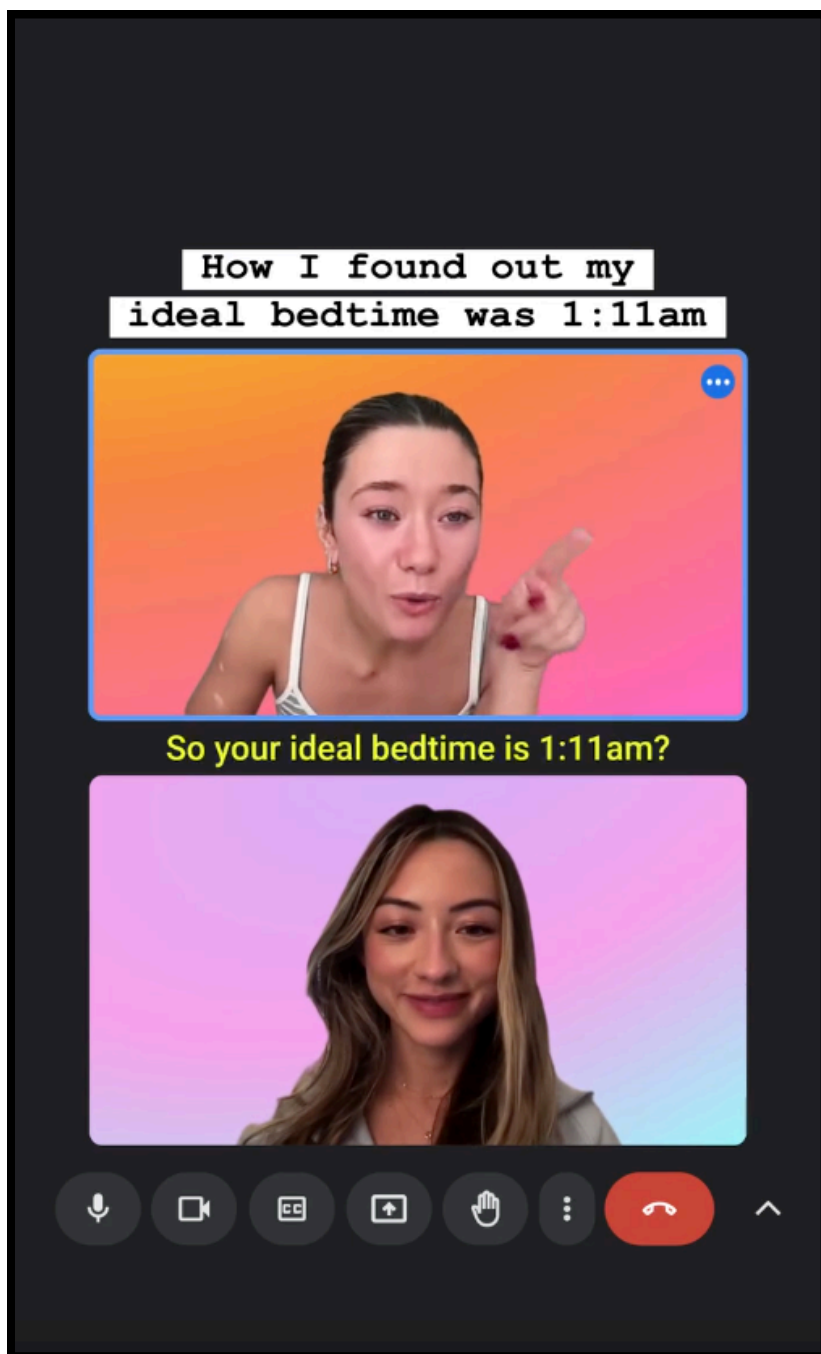

This was killing my testosterone

Do you know you have 22 hours of sleep debt

Those appearing in this video were compensated for their time, testimonial, and use of their image.

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CREATIVE STRATEGY AND TAGS

✨ **Video setup:**

- **46.1% = Routine POV day-in-life**
- **15.4% = Screen-overlay static note/UI**
- **16% = Work desk or video call**
- **15% = Other: Animated world and selfie cam**

How I found out my
ideal bedtime was 1:11am

So your ideal bedtime is 1:11am?

Here's how I became a
morning person in 1 week

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CREATIVE STRATEGY AND TAGS

✨ **Benefit Highlighted**
- 62% better energy, focus and productivity
- 23% become a morning person
- 54% sleep debt calculation callouts

✨ **NEW CREATIVES LAST 30 DAYS**

Lever	Dominant pattern	*Last-30-days* tests
Hook Premise	Personal testimonials	Vox-pop Q&As Testosterone tease Bed- vs Wake-time
Visual Motif	Notes, phone UI, diary shots	AI-fried eggs Minesweeper grids overlay
Character Set	Relatable adults + playful wizard	Night-owl mascot Ghibli-style animations
Setting	Work desk, kitchen routine	Street interviews • Split-screen video calls

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UNTAPPED CREATIVES EXPERIMENTS

Untapped Angles/Hooks	Why It Could Work	Suggested Creative Execution
7-Day "Beat-Your-Debt" Challenge	Gamification & public commitment trigger	Reels series with progress bar overlay; invite viewers to duet/stitch their own results.
Couples Sync Their Sleep	Relationship framing taps empathy and doubles addressable market; barely touched so far.	Partners trying to get in-sync bed/wake times, overlaying RISE's dual schedules.
Athlete Performance Boost	Leverages existing sports endorsements; sports credibility widens demo.	Locker-room UGC: player checks RISE score → hits higher reps/sprint times next day.
Caffeine vs. Sleep Debt Face-Off	Relatable daily habit; contrast messaging clarifies benefit through a tangible "villain."	Side-by-side shots: user chugging coffee vs. user after RISE-guided sleep; energy meter overlay shows winner.
Hidden Health-Cost Countdown	Mild fear appeal around long-term risks (heart, immunity) drives urgency without testosterone gimmick.	Animated ticker showing rising "health debt" → resets to zero after using RISE

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PSYCHOLOGY BEHIND THE WINNING CREATIVES

- **Transformation Story —** Before/After framing makes fatigue → energetic morning tangible.

- **Relatability + Authority —** UGC feels peer-to-peer; NBA/NFL shout-outs lend prestige.

- **Fear-of-Missing-Out —** Testosterone attacks spark threat-avoidance in male demo.

- **Seasonal Timing Hack —** January resolutions + back-to-school August surge = lower CPMs, higher intent.

- **Gamified Metric —** Sleep-debt score hijacks "XP-bar brain" the way games use progress meters.

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WHAT YOU CAN STEAL FOR YOUR APP/MOBILE GAME

Idea	How to port it tomorrow
Anchor-and-Spin Creative Families	Pick ONE outcome (e.g., "Beat level 5 faster") and build 10 hook variations around it each week.
Prop-Driven Scroll Stoppers	Introduce an odd, thematic object (Rubik's cube for puzzle fatigue, plush dragon for RPG stamina).
Seasonal UA Sprints	Map audience motivation spikes (summer boredom, holiday gifting) & preload creatives ~4 weeks prior.
Metric Visualization	Surface your stickiest stat (Sleep debt, calorie burn) as a bold meter in first 3 seconds.
Hybrid UGC + Light Animation	Overlay whimsical animation on UGC to extend asset life without full-CG budgets. Can be AI gen!

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