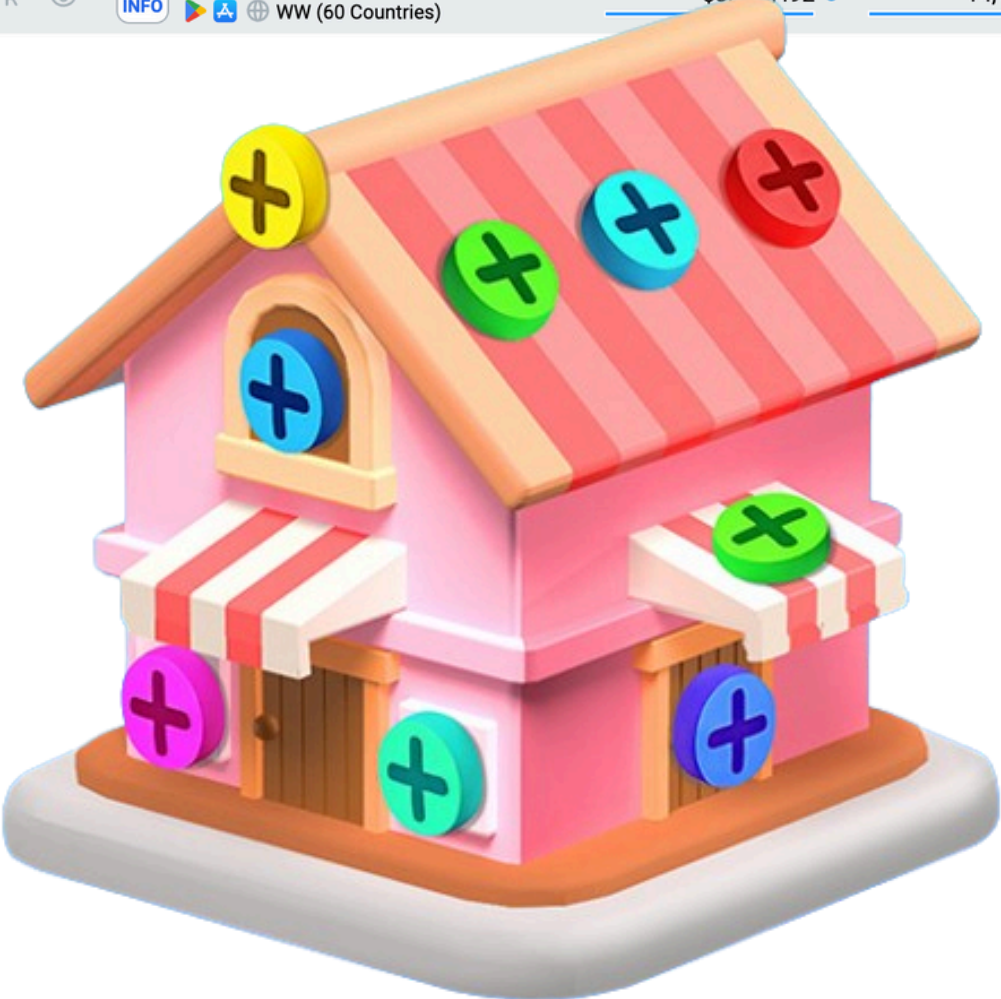# Screwdom 3D's Winning Creatives
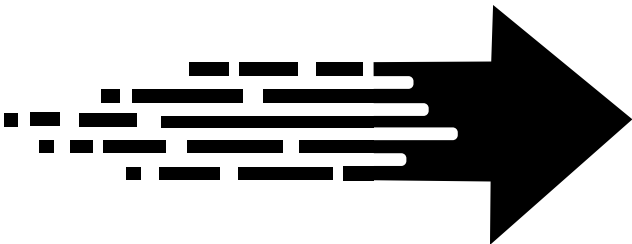
3
Months (Jan-Mar)

14M+
Downloads

3.5M+
Revenue
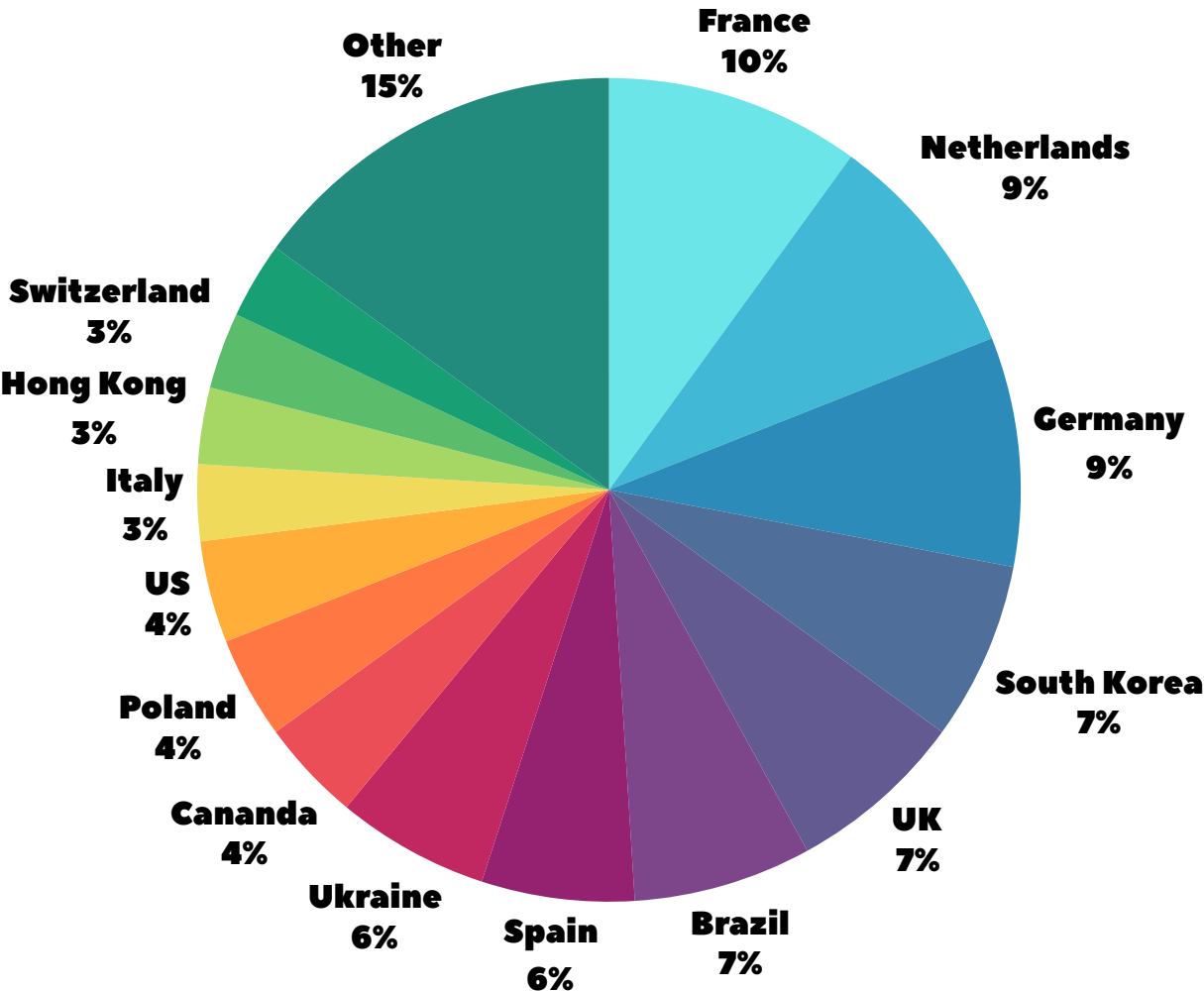
APPLICATIONS	GEOGRAPHY	STORES	CATEGORIES	METRICS
Screwdom ⌄	Worldwide ⌄	All Stores ⌄	Overall ⌄	2 metrics ⌄

👁 SHOW TOP LINES   Shown in chart 1/10

1 Jan 2025 — 31 Mar 2025 📅   **DAY** | WEEK | MONTH   COLUMN SETUP

Applications			⑦ Revenue ⩲ sum	Downloads sum	⑦ Cumulative RpD Over lifetime	⑦ Featuring Score Over lifetime	⑦ Top Free median	⑦ Top Grossing median	⑦
>	R 👁	APP INFO Screwdom ▶ 🅰 ⊕ WW (60 Countries)	$3,598,492 ●	14,107,945 ●	$0.35	—	133	1,033	

What powers their winning ads?

UA STRATEGY

Top Countries

Other 15%
France 10%
Netherlands 9%
Germany 9%
South Korea 7%
UK 7%
Brazil 7%
Spain 6%
Ukraine 6%
Cananda 4%
Poland 4%
US 4%
Italy 3%
Hong Kong 3%
Switzerland 3%

Top Ad Networks

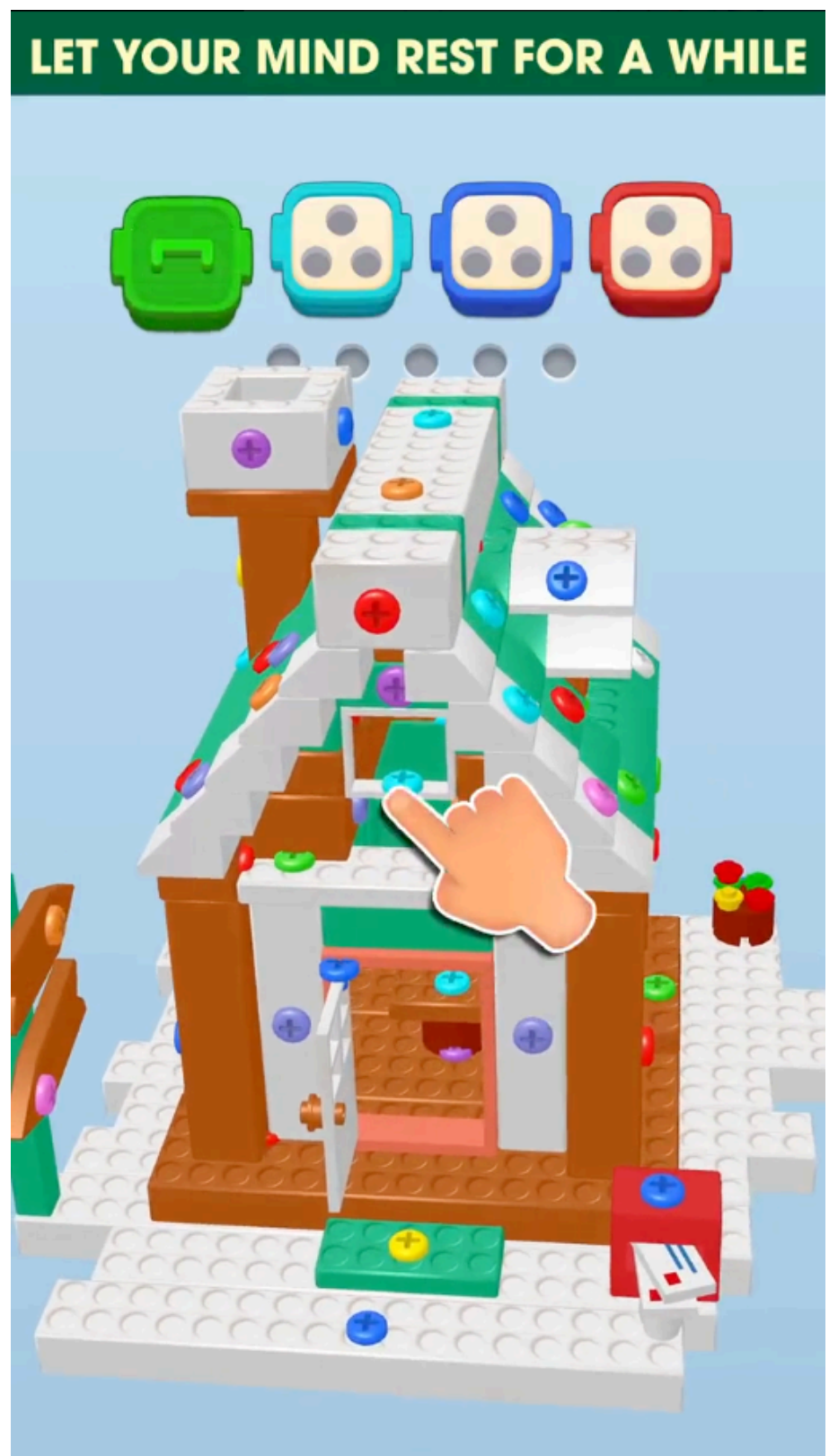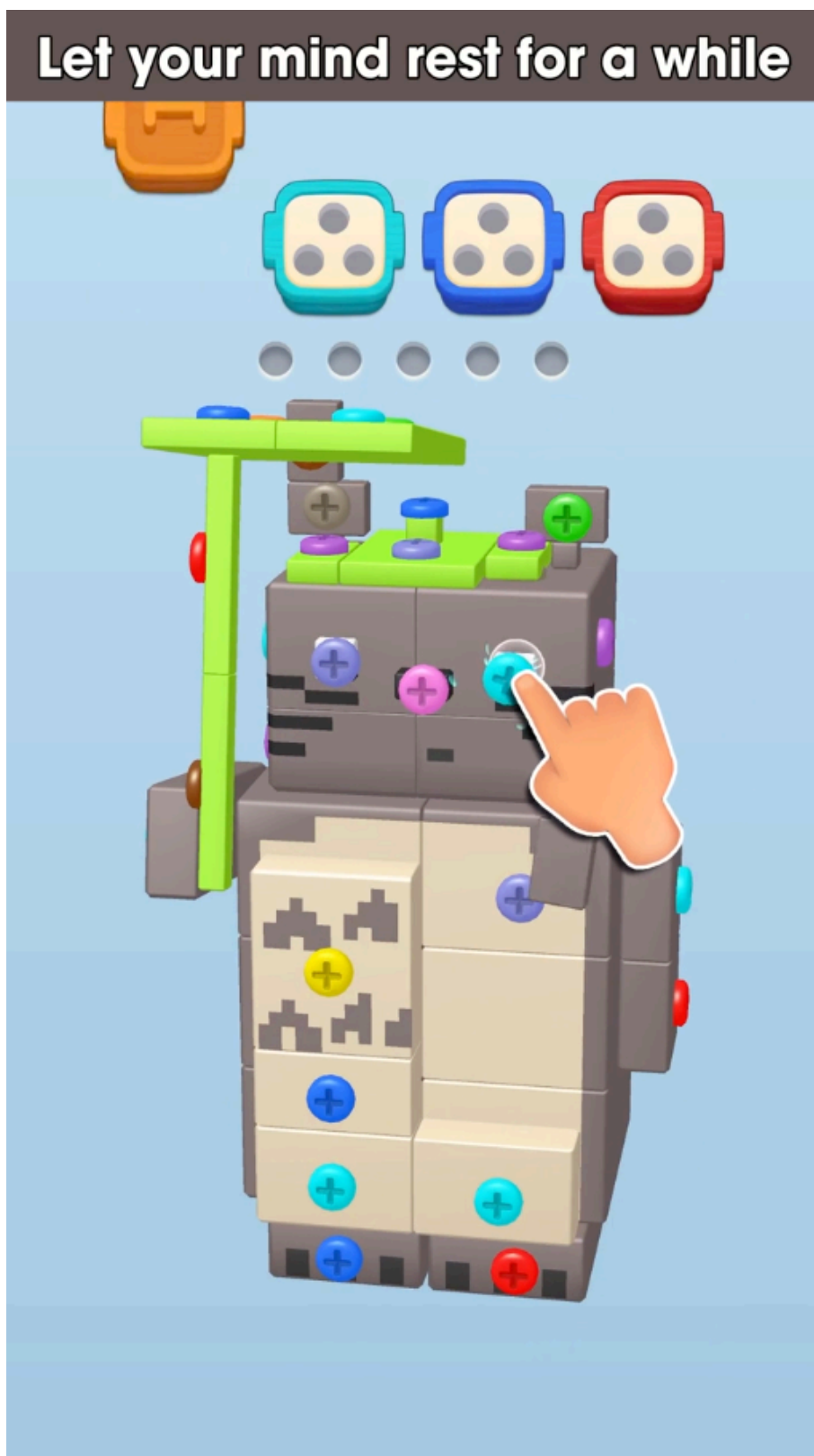Mintegral 10%
Vungle 2%
Other 2%
Applovin 82%
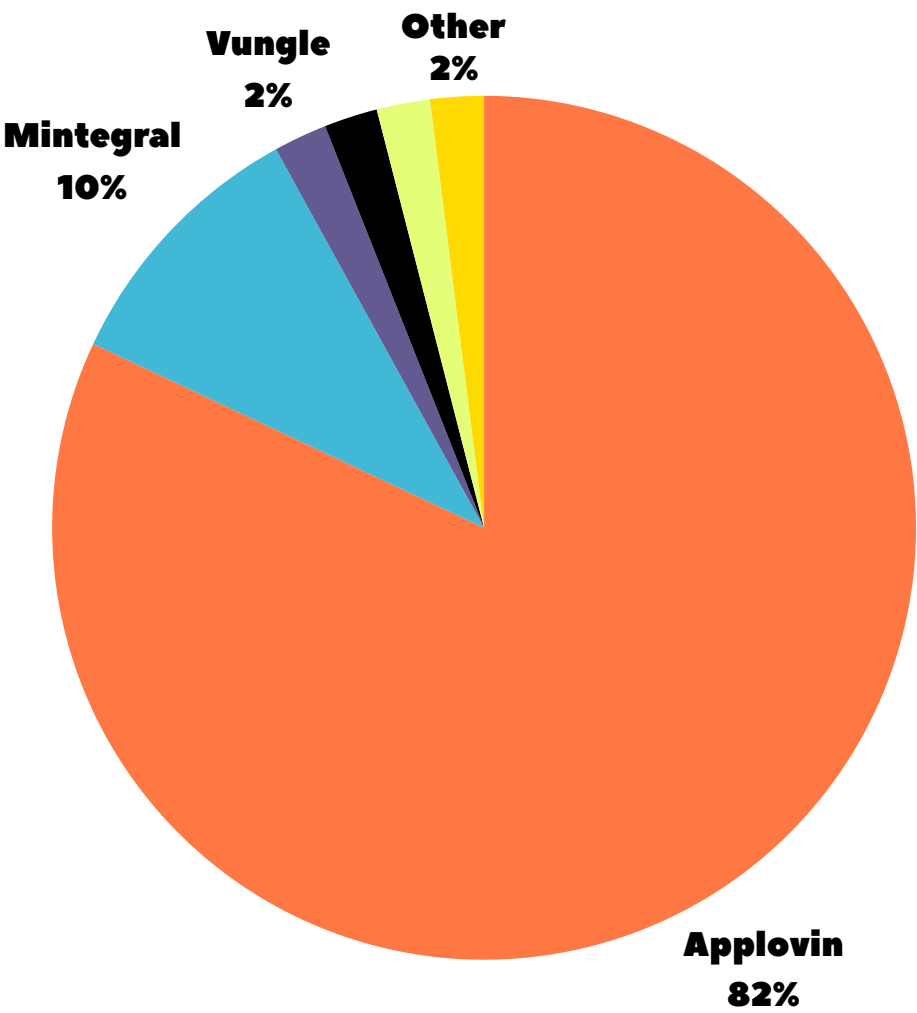
Powered by APPMAGIC

TOP CREATIVE TAGS

✦ 100% **gameplay** focussed creatives with **"guiding hand"**

✦ 60% of them use **"challenging"** type of **hook text!**

✦ 80% Video creatives are followed by a **playable ad**!

✦ 80% playables use **"guiding hand"** element and **end in the middle** of gameplay

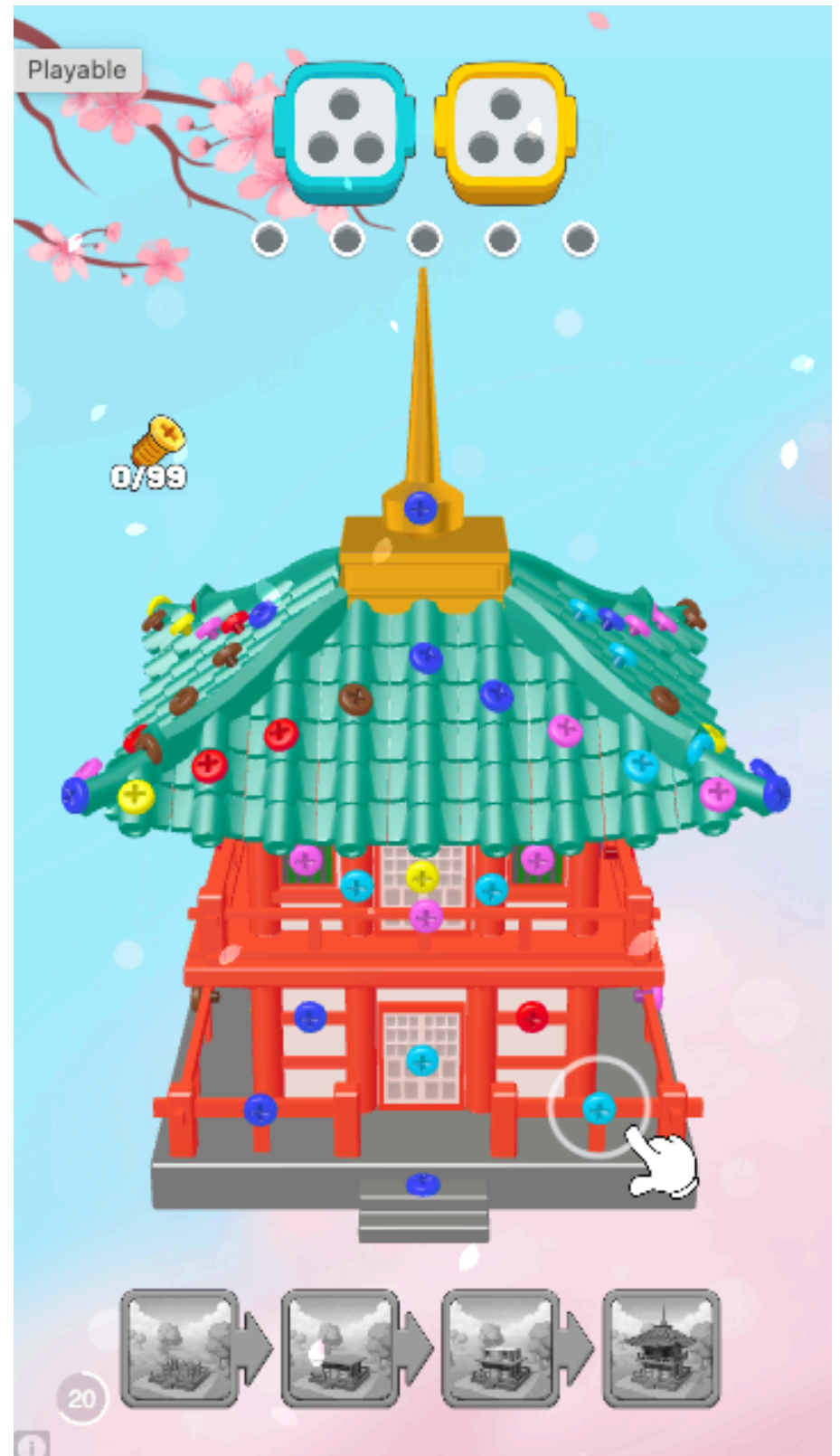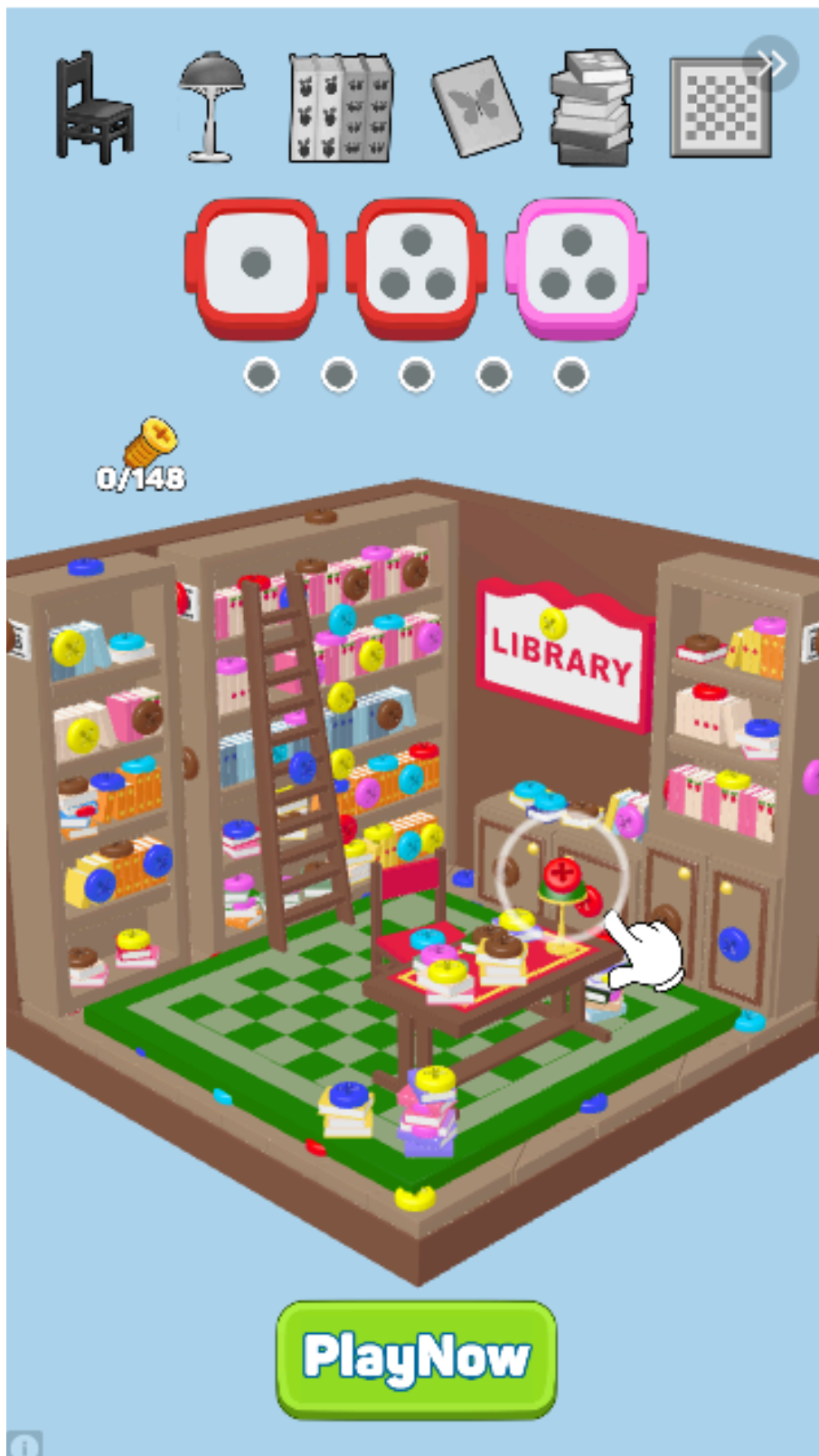Segwise | APPMAGIC

NEW CREATIVE TAGS IN LAST 30 DAYS

✨ **Calming/Restful** Hook Scene Text experiments

Let your mind rest for a while

LET YOUR MIND REST FOR A WHILE

NEW CREATIVE TAGS IN LAST 30 DAYS

✨ More playable ads and new objects to unscrew

✨ Using **UGC as a hook** before gameplay style creatives

When I beat 99% of the people in the game :

SCREWDOM 3D

NEW CREATIVE TAGS IN LAST 30 DAYS

✨ **New elements** for IQ, progress, and both together!
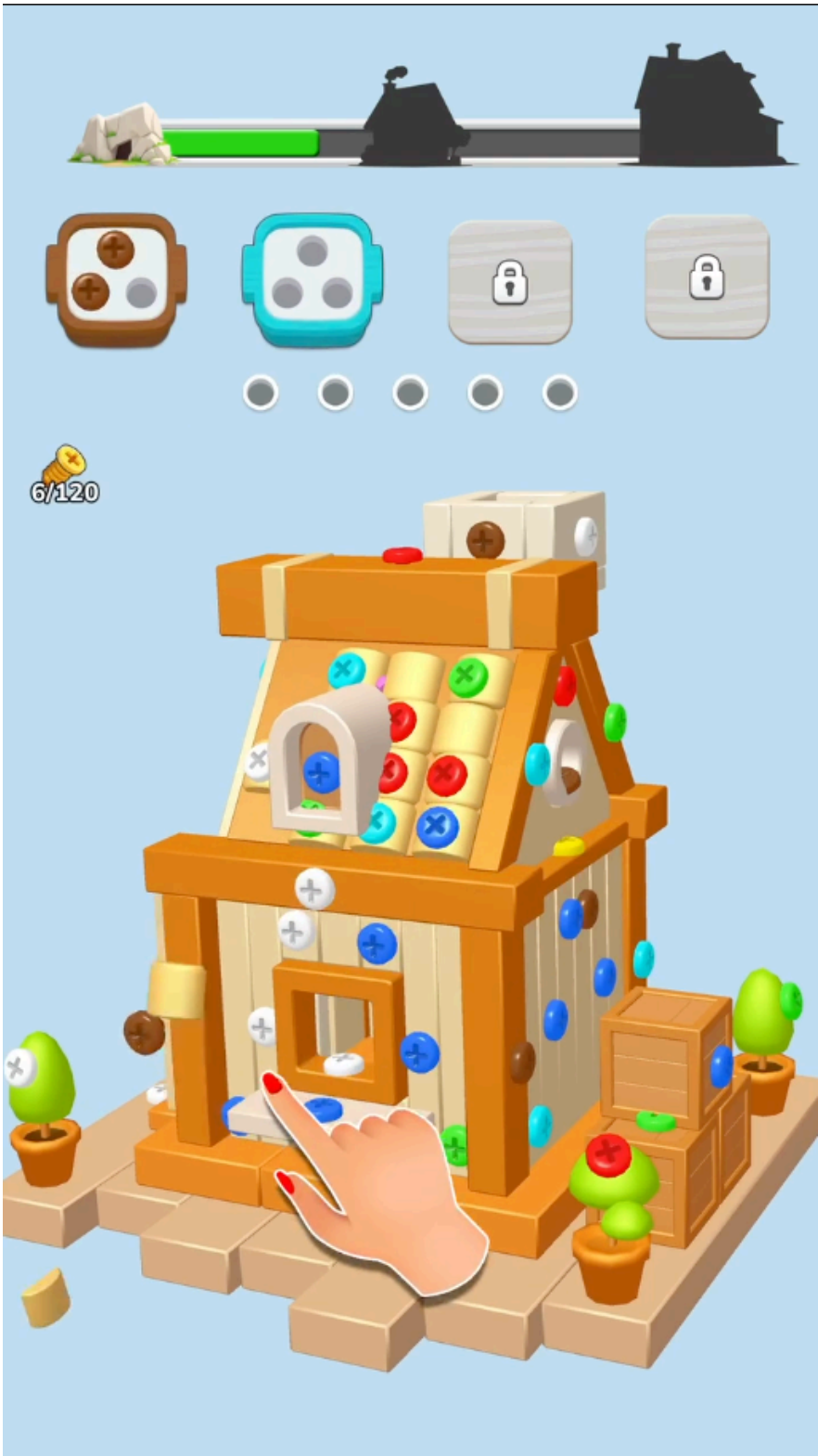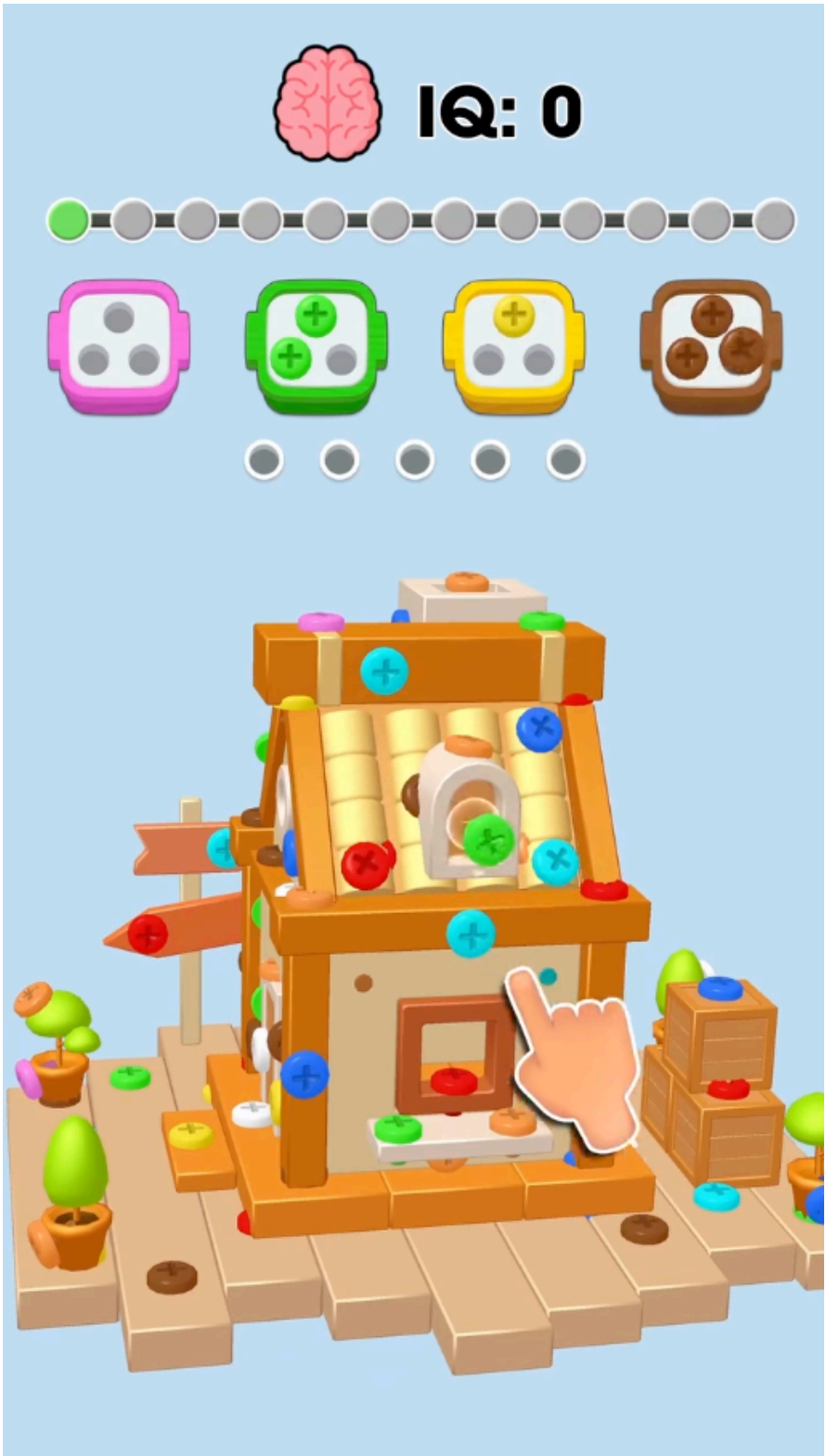
CHEAT SHEET: WHAT YOU CAN STEAL

👋 Use **"guiding hand"** elements in gameplay, but **end mid-solution**

🎮 Follow video ads with **playable experiences** for higher engagement

👀 Try **"challenging"** or **"calming"** hook texts to capture different audiences

🧠 **Add IQ counters** and **progress bars** to trigger competitive instincts

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