

Cracking Creatives!



WITTLE DEFENDER

 **Segwise**

WITTLE DEFENDER IN A SNAPSHOT

<1

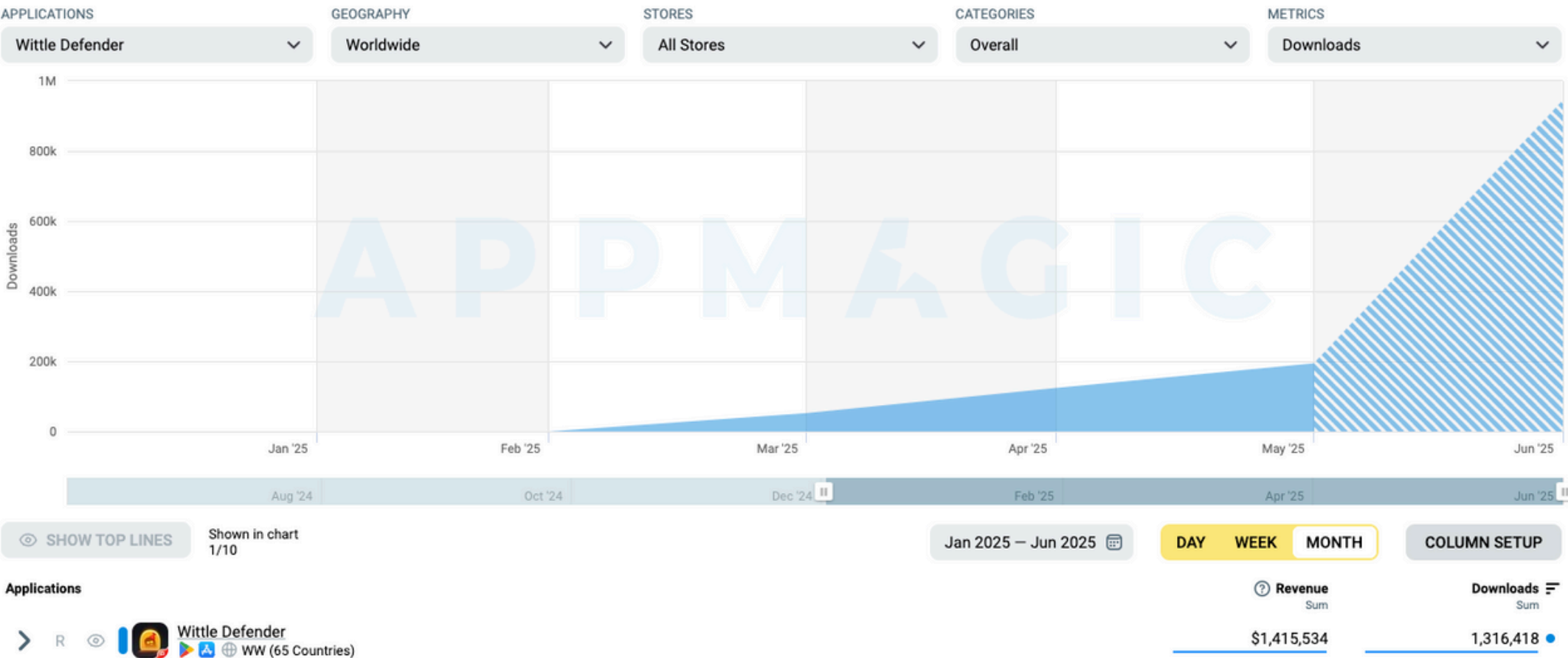
Month since launch

1.3M+

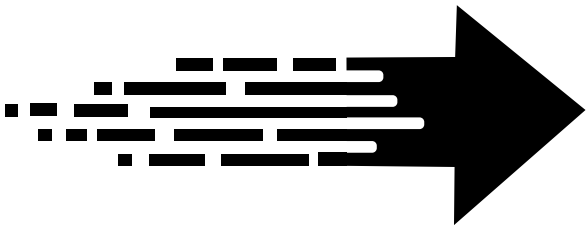
Downloads

1.4M+

IAP Revenue 🚀

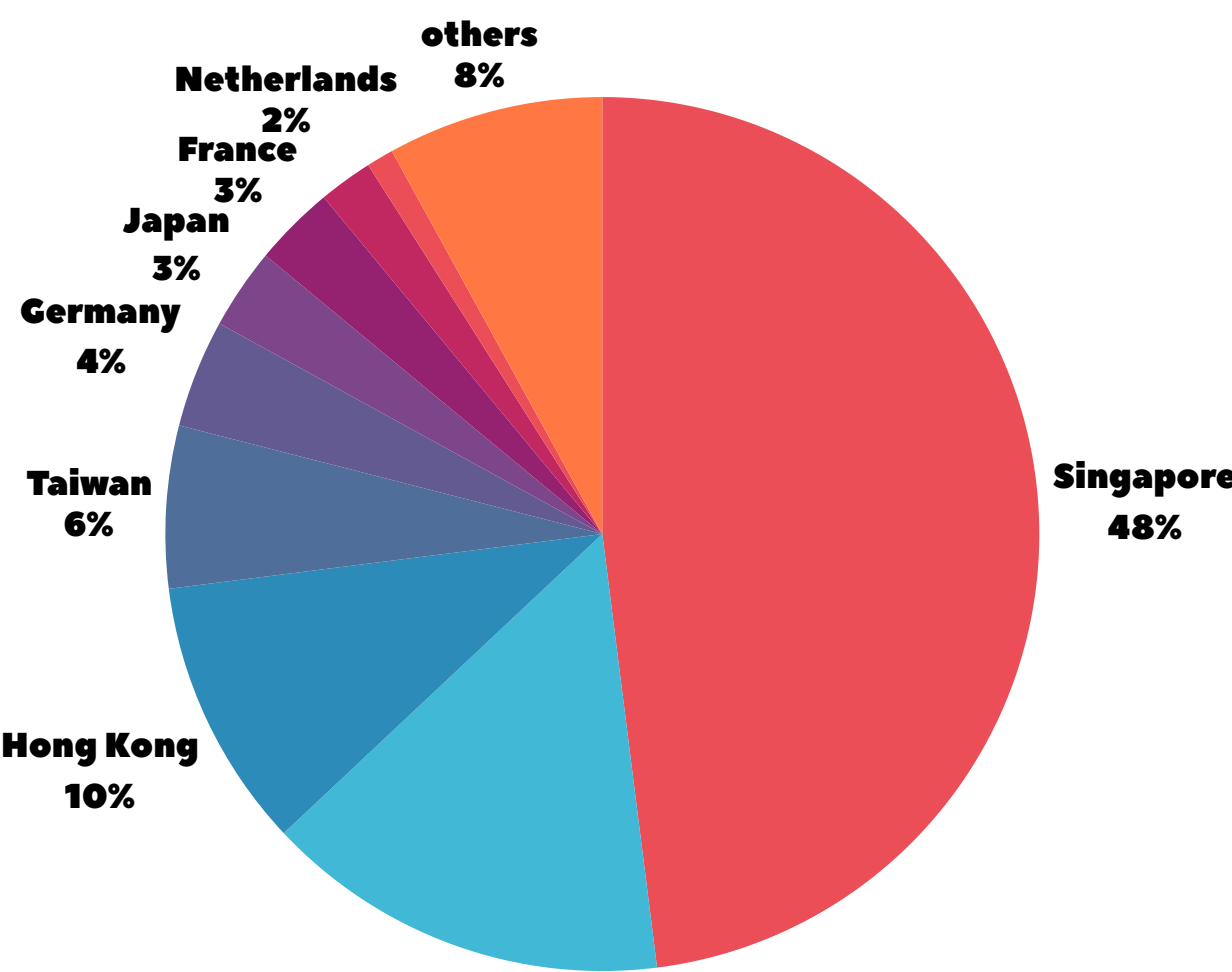


What powers their
winning ads?

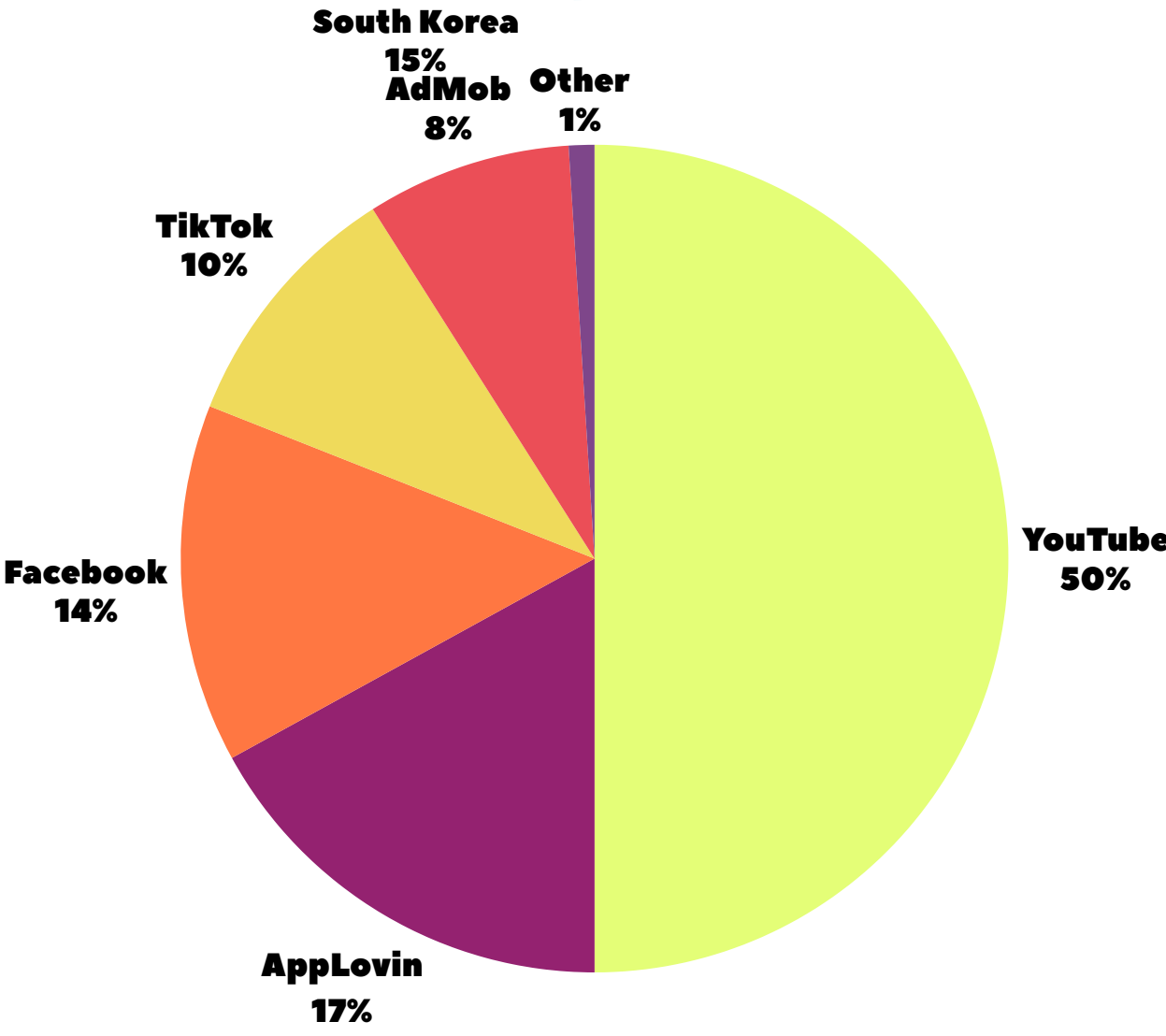


UA STRATEGY 2025

Top Countries



Top Ad Networks



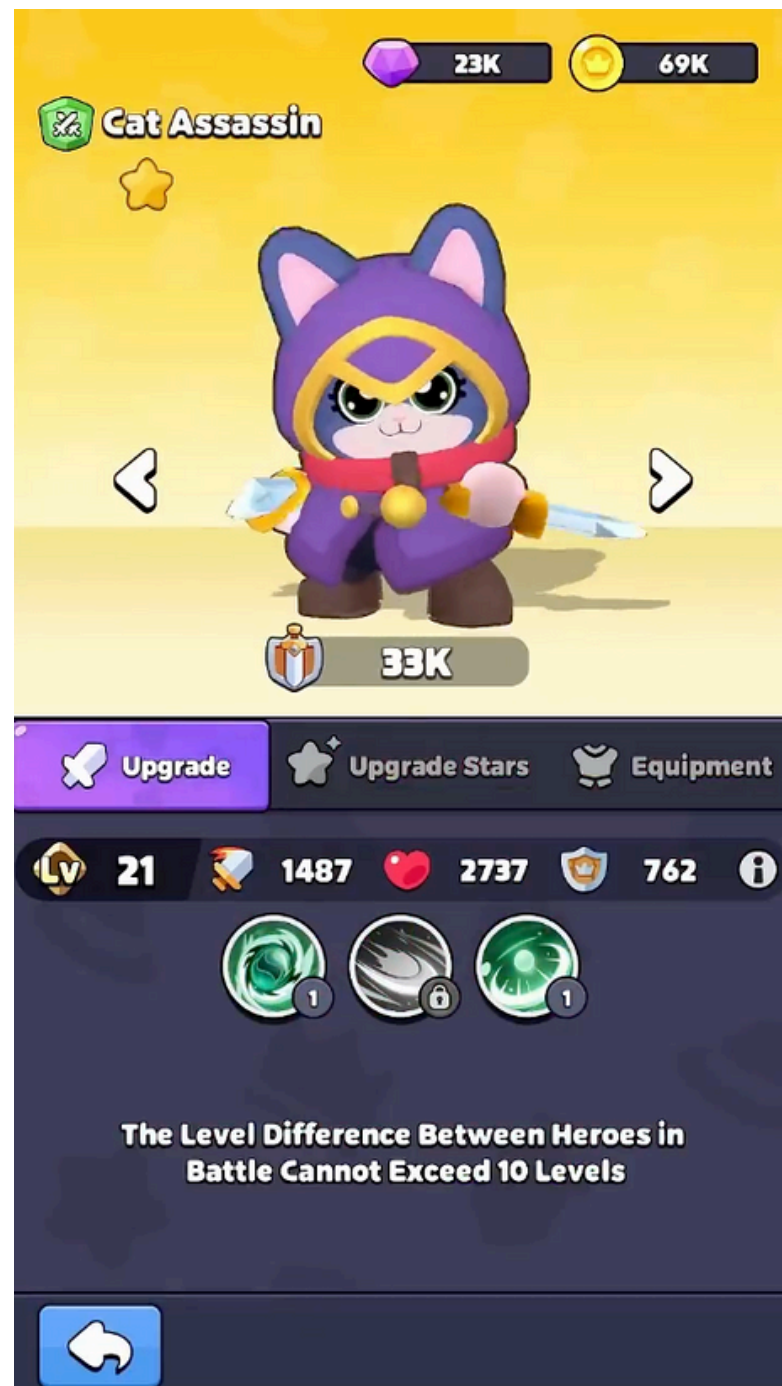
CREATIVE STRATEGY AND TAGS IN TOP ADS

✨ 54% ads between 24-34 seconds. 63.6% ads over 25 seconds

✨ 72.7% ads were gameplay ads, rest were animated and a fraction of them UGC.



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CREATIVE STRATEGY AND TAGS IN TOP ADS



Creative concepts:

- 36% show game progressions (stage/skill)
- 27.3% battle sequences
- 18.2% rewards/gacha mechanics
- 18.2% character montages



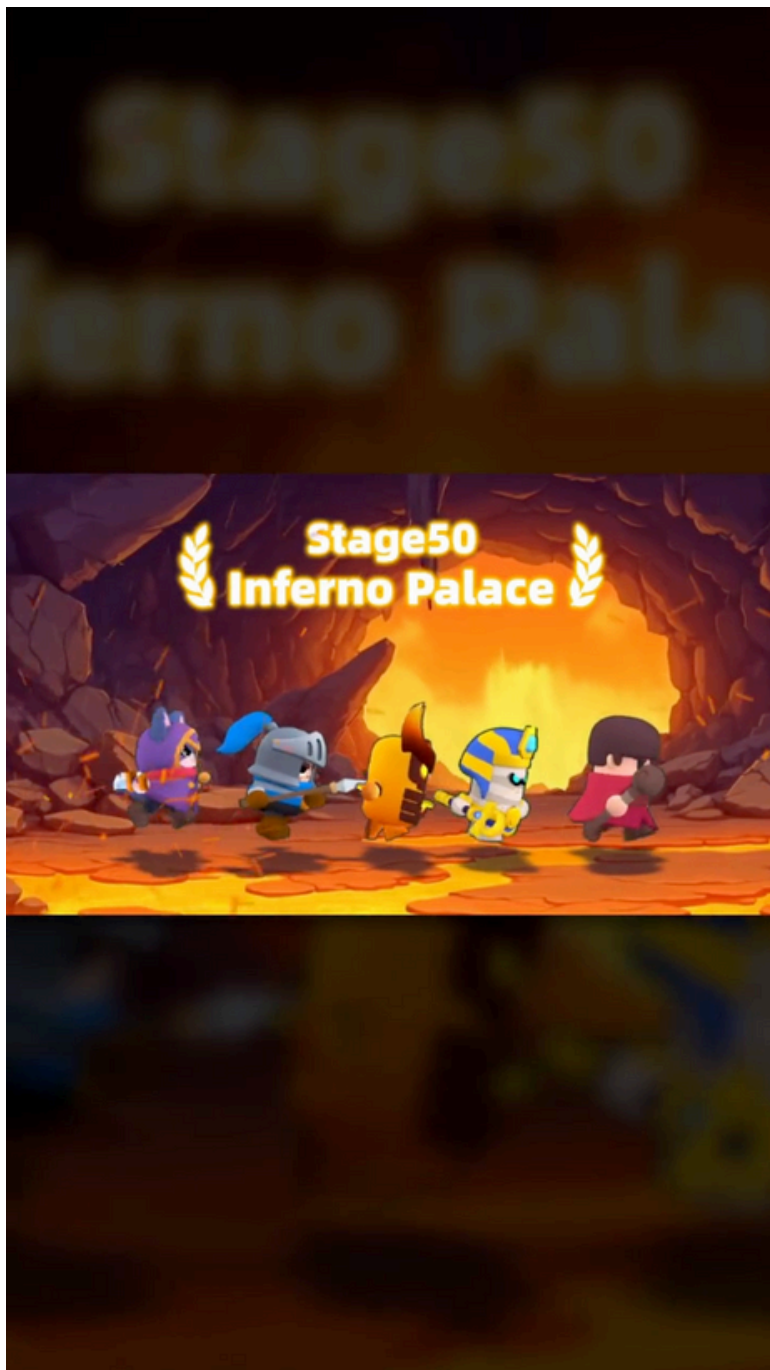
CREATIVE STRATEGY AND TAGS IN TOP ADS



81.8% ads feature multiple characters in them



Most ads rely on visual storytelling. Only 36.4% ads use a hook text to highlight game progression.



CREATIVE STRATEGY AND TAGS IN TOP ADS



Majority ads don't show any influencers.
<10% are influencer led.



72.7% of ads end with resolution. The rest end
on high tension sequence or cliffhangers.



CREATIVE STRATEGY INSIGHTS

What's working:

Game Depth: Progression-based concepts (just Started to after 1 month) are highly effective, shows long-term engagement potential and demonstrates evolving gameplay complexity

Visual Intensity: overwhelming battle sequences create strong impact, and peak tension moments without resolution generate curiosity

Reward Psychology: gacha/unboxing mechanics tap into reward anticipation. "Generous rewards" messaging differentiates from competitors. And character collection mechanics have high appeal



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

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