

# Global Global Game Marketing Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Global Game Marketing Services market size was valued at US\$ 17286 million in 2025 and is forecast to a readjusted size of US\$ 26500 million by 2032 with a CAGR of 6.1% during review period.

Global Game Marketing Services refer to third-party marketing, advertising technology, user acquisition, creative, influencer, public relations, analytics, attribution, market intelligence, and localization-related services that support game developers and publishers in launching, scaling, and operating games across international markets.

The scope focuses on services used for mobile, PC, console, and cross-platform games when they expand beyond their original domestic market, covering paid user acquisition, programmatic advertising, app store optimization, ad creative production, creator and community marketing, overseas PR, social media operation, campaign analytics, attribution measurement, retargeting, market intelligence, and regional go-to-market strategy.

These services normally do not have a single standardized price. Pricing is usually structured through media-spend-based service fees, CPI/CPA/CPM/CPC performance pricing, monthly retainers, project-based creative or PR fees, influencer campaign fees, and SaaS subscription or data platform licensing fees.

As an indicative market range, small-scale overseas game marketing projects typically cost around USD 2,000–15,000 per project or per month; mid-sized user acquisition, creative testing, and regional growth campaigns usually cost around USD 5,000–50,000

per month, or approximately 5%–20% of managed media spend as a service fee; large-scale global game launches and heavy user acquisition campaigns may involve annual marketing and media-related spending from hundreds of thousands to tens of millions of US dollars.

In performance advertising, CPI is one of the most widely used pricing indicators. CPI may be below USD 1 per install in lower-cost markets or casual game segments, while iOS campaigns, Tier-1 markets, casino games, strategy games, RPGs, and other high-value genres can reach several dollars to more than USD 20 per install. Lifford's 2025 casual gaming report cited average CPI of USD 1.41 on iOS and USD 0.14 on Android for casual games, while iOS casino games reached USD 21.03, reflecting the strong pricing differences by platform, genre, and target market.

Global game marketing services should not be understood as a conventional advertising agency business. Rather, the sector represents an integrated service ecosystem built around cross-border game publishing, overseas user acquisition, brand communication and long-term live-ops growth. The market is therefore best defined by the role these services play across the full internationalisation cycle of a game product, from pre-launch awareness building and launch-period user acquisition to growth-stage scaling and mature-stage reactivation.

This study focuses on third-party service providers that support game developers, publishers, co-publishing partners, IP owners, platform operators and live-service teams in overseas markets. Core service categories include paid user acquisition, programmatic advertising, creative production, app store optimisation, influencer marketing, overseas public relations, community management, attribution analytics, market intelligence, retargeting and regional go-to-market strategy. Compared with traditional advertising services, game overseas marketing places much greater emphasis on conversion efficiency, creative iteration, data attribution, regional cultural understanding and long-cycle user operation. Its value is not limited to placing advertisements for clients; more importantly, it helps game products establish sustainable growth paths across different countries, channels, platforms and user segments. For this reason, the statistical scope of this market should focus on third-party marketing capabilities directly supporting overseas game publishing and international growth. Game development, publishing-right transactions, payment services, cloud infrastructure, pure distribution platforms and general entertainment advertising services should not be mixed into the core market scope.

From a supply-side perspective, the global game marketing services market has

developed a clearly layered structure. Global media platforms and app ecosystem platforms control major traffic gateways and advertising infrastructure, and mainly provide ad reach, user distribution and algorithmic recommendation capabilities. Game-focused ad-tech platforms and programmatic buying platforms are more concentrated on mobile game user acquisition, retargeting, ROAS optimisation and performance enhancement. Cross-border digital marketing agencies and China-oriented game overseas marketing service providers are more familiar with Chinese game companies' outbound budget structures, media account opening processes, creative production cycles, campaign execution practices and multi-region scaling requirements. Specialist providers in game PR, creator marketing, community management, ASO, market intelligence and attribution analytics play a complementary role, supporting pre-launch communication, user insight, performance evaluation and long-term live operation. As the industry spans media platforms, agency services, data tools and content marketing, company positioning should not be assessed simply by revenue scale or media resource ownership. A more appropriate assessment should consider real service capability within the game sector, regional coverage, technology depth, client structure and execution quality.

From a demand-side perspective, client segmentation should be based on procurement role and marketing budget authority, rather than simply by country, game platform or company size. Core client groups include self-publishing game studios, game publishers and publishing labels, regional co-publishing and local operating partners, game IP owners, platform and app store marketing teams, esports and live-service game operators, indie and small-to-mid-sized game teams, and large game groups with multi-title portfolios. It is also important to recognise the dual role of platform operators in this market. When they control advertising traffic, app ecosystems or distribution gateways, they usually sit on the supply side. However, when they purchase external marketing services for platform campaigns, game featuring, subscription conversion, wishlist growth or ecosystem operation, they can also appear on the demand side. Different client groups have materially different marketing objectives and service requirements. Self-publishing studios tend to require integrated growth services; publishers focus more on launch timing and regional campaign efficiency; local operating partners attach greater importance to local media, KOL and community resources; IP owners are more concerned with brand tone and fan conversion; and live-service teams place greater emphasis on player reactivation, version updates, creator collaboration and community maintenance. This client segmentation better reflects real procurement behaviour and provides a more reliable basis for subsequent market sizing, pricing analysis and competitive landscape assessment.

From an industry outlook perspective, game overseas marketing services remain a growth market, but the sector has already moved beyond the early phase of broad-based media buying. Competition is becoming more refined, technology-led, content-driven and compliance-sensitive. Changes in privacy policy, increasing attribution complexity, rising traffic costs and lower hit rates for new game launches are putting pressure on models that rely primarily on large advertising budgets. At the same time, AI-assisted creative generation, automated campaign optimisation, creator marketing, local community operation, D2C conversion, long-term user management and region-specific content communication are becoming increasingly important competitive factors. The most competitive service providers in the future are unlikely to be simple media account agents or single-channel campaign executors. Instead, they will be integrated partners capable of combining data analytics, creative production, media buying, regional cultural insight, attribution measurement, compliance support and long-term operational services. For game companies expanding overseas, service provider selection should therefore not be based solely on media rebates or account-opening capability, but should also take into account target-market experience, creative iteration capability, buying model maturity, KOL resources, attribution capability, compliance standards and pricing transparency.

This report is a detailed and comprehensive analysis for global Global Game Marketing Services market. Both quantitative and qualitative analyses are presented by company, by region & country, by Client Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Global Game Marketing Services market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Global Game Marketing Services market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Global Game Marketing Services market size and forecasts, by Client Type and by Application, in consumption value (\$ Million), 2021-2032

Global Global Game Marketing Services market shares of main players, in revenue (\$

Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Global Game Marketing Services

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Global Game Marketing Services market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include AppLovin Corporation, Google Ads, Meta Platforms, Inc., ByteDance, Unity Software Inc., Mobvista Inc., Lifftoff Mobile, Inc., Moloco, Inc., Digital Turbine, Inc., AppsFlyer Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Global Game Marketing Services market is split by Client Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Client Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Client Type

Self-publishing Game Studios

Game Publishers and Publishing Labels

Regional Co-publishing and Operating Partners

Game IP Owners and Licensing Companies

Platform and Store Marketing Teams

Esports and Live-service Game Operators

Indie and Small-to-mid-sized Game Teams

Enterprise Game Groups and Multi-title Portfolios

#### Market segment by Game Platform

Mobile Games

PC Games

Console Games

Cross-platform Games

#### Market segment by Marketing Channel

Social Ads

Search & App Campaigns

In-app Ad Networks

Programmatic DSP

Creator Platforms

Owned Community

#### Market segment by Application

Paid User Acquisition

Retargeting & Re-engagement

Creative Production & Testing

Influencer & Creator Marketing

PR & Community Marketing

Measurement & Attribution

Market Intelligence

Market segment by players, this report covers

AppLovin Corporation

Google Ads

Meta Platforms, Inc.

ByteDance

Unity Software Inc.

Mobvista Inc.

Liftoff Mobile, Inc.

Moloco, Inc.

Digital Turbine, Inc.

AppsFlyer Ltd.

Sensor Tower Inc.

BlueFocus Intelligent Communications Group Co., Ltd.

MeetSocial Group

Cheetah Mobile Inc.

Yeahmobi

Gamelight

Mistplay

Remerge GmbH

Jampp

Smadex

adjoe GmbH

AppAgent

Udonis Inc.

Upptic

Heaven Media

ICO Partners

Evolve PR

Renaissance PR

Game Marketing Genie

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Global Game Marketing Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Global Game Marketing Services, with revenue, gross margin, and global market share of Global Game Marketing Services from 2021 to 2026.

Chapter 3, the Global Game Marketing Services competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Client Type and by Application, with consumption value and growth rate by Client Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Global Game Marketing Services market forecast, by regions, by Client Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Global Game Marketing Services.

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