

Global Global Game Marketing Services Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G532084E927DEN.html>

Date: June 2026

Pages: 185

Price: US\$ 4,480.00 (Single User License)

ID: G532084E927DEN

Abstracts

The global Global Game Marketing Services market size is expected to reach \$ 26500 million by 2032, rising at a market growth of 6.1% CAGR during the forecast period (2026-2032).

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. Liftoff'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 studies the global Global Game Marketing Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Global Game Marketing Services, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Global Game Marketing Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Global Game Marketing Services total market, 2021-2032, (USD Million)

Global Global Game Marketing Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Global Game Marketing Services total market, key domestic companies, and share, (USD Million)

Global Global Game Marketing Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Global Game Marketing Services total market by Client Type, CAGR, 2021-2032, (USD Million)

Global Global Game Marketing Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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., Liftoff 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Global Game Marketing Services market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Client Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Global Game Marketing Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Global Game Marketing Services Market, Segmentation 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

Global Global Game Marketing Services Market, Segmentation by Game Platform:

Mobile Games

PC Games

Console Games

Cross-platform Games

Global Global Game Marketing Services Market, Segmentation by Marketing Channel:

Social Ads

Search & App Campaigns

In-app Ad Networks

Programmatic DSP

Creator Platforms

Owned Community

Global Global Game Marketing Services Market, Segmentation by Application:

Paid User Acquisition

Retargeting & Re-engagement

Creative Production & Testing

Influencer & Creator Marketing

PR & Community Marketing

Measurement & Attribution

Market Intelligence

Companies Profiled:

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

Key Questions Answered

1. How big is the global Global Game Marketing Services market?
2. What is the demand of the global Global Game Marketing Services market?
3. What is the year over year growth of the global Global Game Marketing Services market?
4. What is the total value of the global Global Game Marketing Services market?
5. Who are the Major Players in the global Global Game Marketing Services market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Global Game Marketing Services Introduction
- 1.2 World Global Game Marketing Services Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Global Game Marketing Services Total Market by Region (by Headquarter Location)
 - 1.3.1 World Global Game Marketing Services Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Global Game Marketing Services Revenue (2021-2032)
 - 1.3.3 China Based Company Global Game Marketing Services Revenue (2021-2032)
 - 1.3.4 Europe Based Company Global Game Marketing Services Revenue (2021-2032)
 - 1.3.5 Japan Based Company Global Game Marketing Services Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Global Game Marketing Services Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Global Game Marketing Services Revenue (2021-2032)
 - 1.3.8 India Based Company Global Game Marketing Services Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Global Game Marketing Services Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Global Game Marketing Services Consumption Value (2021-2032)
- 2.2 World Global Game Marketing Services Consumption Value by Region
 - 2.2.1 World Global Game Marketing Services Consumption Value by Region (2021-2026)
 - 2.2.2 World Global Game Marketing Services Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Global Game Marketing Services Consumption Value (2021-2032)
- 2.4 China Global Game Marketing Services Consumption Value (2021-2032)
- 2.5 Europe Global Game Marketing Services Consumption Value (2021-2032)
- 2.6 Japan Global Game Marketing Services Consumption Value (2021-2032)
- 2.7 South Korea Global Game Marketing Services Consumption Value (2021-2032)

- 2.8 ASEAN Global Game Marketing Services Consumption Value (2021-2032)
- 2.9 India Global Game Marketing Services Consumption Value (2021-2032)

3 WORLD GLOBAL GAME MARKETING SERVICES COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Global Game Marketing Services Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global Global Game Marketing Services Industry Rank of Major Players
 - 3.2.2 Global Concentration Ratios (CR4) for Global Game Marketing Services in 2025
 - 3.2.3 Global Concentration Ratios (CR8) for Global Game Marketing Services in 2025
- 3.3 Global Game Marketing Services Company Evaluation Quadrant
- 3.4 Global Game Marketing Services Market: Overall Company Footprint Analysis
 - 3.4.1 Global Game Marketing Services Market: Region Footprint
 - 3.4.2 Global Game Marketing Services Market: Company Product Type Footprint
 - 3.4.3 Global Game Marketing Services Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Global Game Marketing Services Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Global Game Marketing Services Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Global Game Marketing Services Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Global Game Marketing Services Consumption Value Comparison
 - 4.2.1 United States VS China: Global Game Marketing Services Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Global Game Marketing Services Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Global Game Marketing Services Companies and Market

Share, 2021-2026

4.3.1 United States Based Global Game Marketing Services Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Global Game Marketing Services Revenue, (2021-2026)

4.4 China Based Companies Global Game Marketing Services Revenue and Market Share, 2021-2026

4.4.1 China Based Global Game Marketing Services Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Global Game Marketing Services Revenue, (2021-2026)

4.5 Rest of World Based Global Game Marketing Services Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Global Game Marketing Services Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Global Game Marketing Services Revenue (2021-2026)

5 MARKET ANALYSIS BY CLIENT TYPE

5.1 World Global Game Marketing Services Market Size Overview by Client Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Client Type

5.2.1 Self-publishing Game Studios

5.2.2 Game Publishers and Publishing Labels

5.2.3 Regional Co-publishing and Operating Partners

5.2.4 Game IP Owners and Licensing Companies

5.2.5 Platform and Store Marketing Teams

5.2.6 Esports and Live-service Game Operators

5.2.7 Indie and Small-to-mid-sized Game Teams

5.2.8 Enterprise Game Groups and Multi-title Portfolios

5.3 Market Segment by Client Type

5.3.1 World Global Game Marketing Services Market Size by Client Type (2021-2026)

5.3.2 World Global Game Marketing Services Market Size by Client Type (2027-2032)

5.3.3 World Global Game Marketing Services Market Size Market Share by Client Type (2027-2032)

6 MARKET ANALYSIS BY GAME PLATFORM

6.1 World Global Game Marketing Services Market Size Overview by Game Platform:
2021 VS 2025 VS 2032

6.2 Segment Introduction by Game Platform

6.2.1 Mobile Games

6.2.2 PC Games

6.2.3 Console Games

6.2.4 Cross-platform Games

6.3 Market Segment by Game Platform

6.3.1 World Global Game Marketing Services Market Size by Game Platform
(2021-2026)

6.3.2 World Global Game Marketing Services Market Size by Game Platform
(2027-2032)

6.3.3 World Global Game Marketing Services Market Size Market Share by Game
Platform (2027-2032)

7 MARKET ANALYSIS BY MARKETING CHANNEL

7.1 World Global Game Marketing Services Market Size Overview by Marketing
Channel: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Marketing Channel

7.2.1 Social Ads

7.2.2 Search & App Campaigns

7.2.3 In-app Ad Networks

7.2.4 Programmatic DSP

7.2.5 Creator Platforms

7.2.6 Owned Community

7.3 Market Segment by Marketing Channel

7.3.1 World Global Game Marketing Services Market Size by Marketing Channel
(2021-2026)

7.3.2 World Global Game Marketing Services Market Size by Marketing Channel
(2027-2032)

7.3.3 World Global Game Marketing Services Market Size Market Share by Marketing
Channel (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Global Game Marketing Services Market Size Overview by Application: 2021
VS 2025 VS 2032

8.2 Segment Introduction by Application

- 8.2.1 Paid User Acquisition
- 8.2.2 Retargeting & Re-engagement
- 8.2.3 Creative Production & Testing
- 8.2.4 Influencer & Creator Marketing
- 8.2.5 PR & Community Marketing
- 8.2.6 Measurement & Attribution
- 8.2.7 Market Intelligence
- 8.3 Market Segment by Application
 - 8.3.1 World Global Game Marketing Services Market Size by Application (2021-2026)
 - 8.3.2 World Global Game Marketing Services Market Size by Application (2027-2032)
 - 8.3.3 World Global Game Marketing Services Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 AppLovin Corporation

- 9.1.1 AppLovin Corporation Details
- 9.1.2 AppLovin Corporation Major Business
- 9.1.3 AppLovin Corporation Global Game Marketing Services Product and Services
- 9.1.4 AppLovin Corporation Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.1.5 AppLovin Corporation Recent Developments/Updates
- 9.1.6 AppLovin Corporation Competitive Strengths & Weaknesses

9.2 Google Ads

- 9.2.1 Google Ads Details
- 9.2.2 Google Ads Major Business
- 9.2.3 Google Ads Global Game Marketing Services Product and Services
- 9.2.4 Google Ads Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.2.5 Google Ads Recent Developments/Updates
- 9.2.6 Google Ads Competitive Strengths & Weaknesses

9.3 Meta Platforms, Inc.

- 9.3.1 Meta Platforms, Inc. Details
- 9.3.2 Meta Platforms, Inc. Major Business
- 9.3.3 Meta Platforms, Inc. Global Game Marketing Services Product and Services
- 9.3.4 Meta Platforms, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.3.5 Meta Platforms, Inc. Recent Developments/Updates
- 9.3.6 Meta Platforms, Inc. Competitive Strengths & Weaknesses

9.4 ByteDance

9.4.1 ByteDance Details

9.4.2 ByteDance Major Business

9.4.3 ByteDance Global Game Marketing Services Product and Services

9.4.4 ByteDance Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 ByteDance Recent Developments/Updates

9.4.6 ByteDance Competitive Strengths & Weaknesses

9.5 Unity Software Inc.

9.5.1 Unity Software Inc. Details

9.5.2 Unity Software Inc. Major Business

9.5.3 Unity Software Inc. Global Game Marketing Services Product and Services

9.5.4 Unity Software Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Unity Software Inc. Recent Developments/Updates

9.5.6 Unity Software Inc. Competitive Strengths & Weaknesses

9.6 Mobvista Inc.

9.6.1 Mobvista Inc. Details

9.6.2 Mobvista Inc. Major Business

9.6.3 Mobvista Inc. Global Game Marketing Services Product and Services

9.6.4 Mobvista Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Mobvista Inc. Recent Developments/Updates

9.6.6 Mobvista Inc. Competitive Strengths & Weaknesses

9.7 Liff Mobile, Inc.

9.7.1 Liff Mobile, Inc. Details

9.7.2 Liff Mobile, Inc. Major Business

9.7.3 Liff Mobile, Inc. Global Game Marketing Services Product and Services

9.7.4 Liff Mobile, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.7.5 Liff Mobile, Inc. Recent Developments/Updates

9.7.6 Liff Mobile, Inc. Competitive Strengths & Weaknesses

9.8 Moloco, Inc.

9.8.1 Moloco, Inc. Details

9.8.2 Moloco, Inc. Major Business

9.8.3 Moloco, Inc. Global Game Marketing Services Product and Services

9.8.4 Moloco, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.8.5 Moloco, Inc. Recent Developments/Updates

- 9.8.6 Moloco, Inc. Competitive Strengths & Weaknesses
- 9.9 Digital Turbine, Inc.
 - 9.9.1 Digital Turbine, Inc. Details
 - 9.9.2 Digital Turbine, Inc. Major Business
 - 9.9.3 Digital Turbine, Inc. Global Game Marketing Services Product and Services
 - 9.9.4 Digital Turbine, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Digital Turbine, Inc. Recent Developments/Updates
 - 9.9.6 Digital Turbine, Inc. Competitive Strengths & Weaknesses
- 9.10 AppsFlyer Ltd.
 - 9.10.1 AppsFlyer Ltd. Details
 - 9.10.2 AppsFlyer Ltd. Major Business
 - 9.10.3 AppsFlyer Ltd. Global Game Marketing Services Product and Services
 - 9.10.4 AppsFlyer Ltd. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 AppsFlyer Ltd. Recent Developments/Updates
 - 9.10.6 AppsFlyer Ltd. Competitive Strengths & Weaknesses
- 9.11 Sensor Tower Inc.
 - 9.11.1 Sensor Tower Inc. Details
 - 9.11.2 Sensor Tower Inc. Major Business
 - 9.11.3 Sensor Tower Inc. Global Game Marketing Services Product and Services
 - 9.11.4 Sensor Tower Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Sensor Tower Inc. Recent Developments/Updates
 - 9.11.6 Sensor Tower Inc. Competitive Strengths & Weaknesses
- 9.12 BlueFocus Intelligent Communications Group Co., Ltd.
 - 9.12.1 BlueFocus Intelligent Communications Group Co., Ltd. Details
 - 9.12.2 BlueFocus Intelligent Communications Group Co., Ltd. Major Business
 - 9.12.3 BlueFocus Intelligent Communications Group Co., Ltd. Global Game Marketing Services Product and Services
 - 9.12.4 BlueFocus Intelligent Communications Group Co., Ltd. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 BlueFocus Intelligent Communications Group Co., Ltd. Recent Developments/Updates
 - 9.12.6 BlueFocus Intelligent Communications Group Co., Ltd. Competitive Strengths & Weaknesses
- 9.13 MeetSocial Group
 - 9.13.1 MeetSocial Group Details
 - 9.13.2 MeetSocial Group Major Business

9.13.3 MeetSocial Group Global Game Marketing Services Product and Services

9.13.4 MeetSocial Group Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 MeetSocial Group Recent Developments/Updates

9.13.6 MeetSocial Group Competitive Strengths & Weaknesses

9.14 Cheetah Mobile Inc.

9.14.1 Cheetah Mobile Inc. Details

9.14.2 Cheetah Mobile Inc. Major Business

9.14.3 Cheetah Mobile Inc. Global Game Marketing Services Product and Services

9.14.4 Cheetah Mobile Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 Cheetah Mobile Inc. Recent Developments/Updates

9.14.6 Cheetah Mobile Inc. Competitive Strengths & Weaknesses

9.15 Yeahmobi

9.15.1 Yeahmobi Details

9.15.2 Yeahmobi Major Business

9.15.3 Yeahmobi Global Game Marketing Services Product and Services

9.15.4 Yeahmobi Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Yeahmobi Recent Developments/Updates

9.15.6 Yeahmobi Competitive Strengths & Weaknesses

9.16 Gamelight

9.16.1 Gamelight Details

9.16.2 Gamelight Major Business

9.16.3 Gamelight Global Game Marketing Services Product and Services

9.16.4 Gamelight Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 Gamelight Recent Developments/Updates

9.16.6 Gamelight Competitive Strengths & Weaknesses

9.17 Mistplay

9.17.1 Mistplay Details

9.17.2 Mistplay Major Business

9.17.3 Mistplay Global Game Marketing Services Product and Services

9.17.4 Mistplay Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Mistplay Recent Developments/Updates

9.17.6 Mistplay Competitive Strengths & Weaknesses

9.18 Remerge GmbH

9.18.1 Remerge GmbH Details

- 9.18.2 Remerg GmbH Major Business
- 9.18.3 Remerg GmbH Global Game Marketing Services Product and Services
- 9.18.4 Remerg GmbH Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.18.5 Remerg GmbH Recent Developments/Updates
- 9.18.6 Remerg GmbH Competitive Strengths & Weaknesses
- 9.19 Jampp
 - 9.19.1 Jampp Details
 - 9.19.2 Jampp Major Business
 - 9.19.3 Jampp Global Game Marketing Services Product and Services
 - 9.19.4 Jampp Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.19.5 Jampp Recent Developments/Updates
 - 9.19.6 Jampp Competitive Strengths & Weaknesses
- 9.20 Smadex
 - 9.20.1 Smadex Details
 - 9.20.2 Smadex Major Business
 - 9.20.3 Smadex Global Game Marketing Services Product and Services
 - 9.20.4 Smadex Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.20.5 Smadex Recent Developments/Updates
 - 9.20.6 Smadex Competitive Strengths & Weaknesses
- 9.21 adjoe GmbH
 - 9.21.1 adjoe GmbH Details
 - 9.21.2 adjoe GmbH Major Business
 - 9.21.3 adjoe GmbH Global Game Marketing Services Product and Services
 - 9.21.4 adjoe GmbH Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.21.5 adjoe GmbH Recent Developments/Updates
 - 9.21.6 adjoe GmbH Competitive Strengths & Weaknesses
- 9.22 AppAgent
 - 9.22.1 AppAgent Details
 - 9.22.2 AppAgent Major Business
 - 9.22.3 AppAgent Global Game Marketing Services Product and Services
 - 9.22.4 AppAgent Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.22.5 AppAgent Recent Developments/Updates
 - 9.22.6 AppAgent Competitive Strengths & Weaknesses
- 9.23 Udonis Inc.

- 9.23.1 Udonis Inc. Details
- 9.23.2 Udonis Inc. Major Business
- 9.23.3 Udonis Inc. Global Game Marketing Services Product and Services
- 9.23.4 Udonis Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.23.5 Udonis Inc. Recent Developments/Updates
- 9.23.6 Udonis Inc. Competitive Strengths & Weaknesses
- 9.24 Upptic
 - 9.24.1 Upptic Details
 - 9.24.2 Upptic Major Business
 - 9.24.3 Upptic Global Game Marketing Services Product and Services
 - 9.24.4 Upptic Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.24.5 Upptic Recent Developments/Updates
 - 9.24.6 Upptic Competitive Strengths & Weaknesses
- 9.25 Heaven Media
 - 9.25.1 Heaven Media Details
 - 9.25.2 Heaven Media Major Business
 - 9.25.3 Heaven Media Global Game Marketing Services Product and Services
 - 9.25.4 Heaven Media Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.25.5 Heaven Media Recent Developments/Updates
 - 9.25.6 Heaven Media Competitive Strengths & Weaknesses
- 9.26 ICO Partners
 - 9.26.1 ICO Partners Details
 - 9.26.2 ICO Partners Major Business
 - 9.26.3 ICO Partners Global Game Marketing Services Product and Services
 - 9.26.4 ICO Partners Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.26.5 ICO Partners Recent Developments/Updates
 - 9.26.6 ICO Partners Competitive Strengths & Weaknesses
- 9.27 Evolve PR
 - 9.27.1 Evolve PR Details
 - 9.27.2 Evolve PR Major Business
 - 9.27.3 Evolve PR Global Game Marketing Services Product and Services
 - 9.27.4 Evolve PR Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.27.5 Evolve PR Recent Developments/Updates
 - 9.27.6 Evolve PR Competitive Strengths & Weaknesses

9.28 Renaissance PR

9.28.1 Renaissance PR Details

9.28.2 Renaissance PR Major Business

9.28.3 Renaissance PR Global Game Marketing Services Product and Services

9.28.4 Renaissance PR Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.28.5 Renaissance PR Recent Developments/Updates

9.28.6 Renaissance PR Competitive Strengths & Weaknesses

9.29 Game Marketing Genie

9.29.1 Game Marketing Genie Details

9.29.2 Game Marketing Genie Major Business

9.29.3 Game Marketing Genie Global Game Marketing Services Product and Services

9.29.4 Game Marketing Genie Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

9.29.5 Game Marketing Genie Recent Developments/Updates

9.29.6 Game Marketing Genie Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Global Game Marketing Services Industry Chain

10.2 Global Game Marketing Services Upstream Analysis

10.3 Global Game Marketing Services Midstream Analysis

10.4 Global Game Marketing Services Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Global Game Marketing Services Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Global Game Marketing Services Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Global Game Marketing Services Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Global Game Marketing Services Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Global Game Marketing Services Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Global Game Marketing Services Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Global Game Marketing Services Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Global Game Marketing Services Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Global Game Marketing Services Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Global Game Marketing Services Players in 2025
- Table 12. World Global Game Marketing Services Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Global Game Marketing Services Company Evaluation Quadrant
- Table 14. Head Office of Key Global Game Marketing Services Players
- Table 15. Global Game Marketing Services Market: Company Product Type Footprint
- Table 16. Global Game Marketing Services Market: Company Product Application Footprint
- Table 17. Global Game Marketing Services Mergers & Acquisitions Activity
- Table 18. United States VS China Global Game Marketing Services Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Global Game Marketing Services Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Global Game Marketing Services Companies, Headquarters (States, Country)

- Table 21. United States Based Companies Global Game Marketing Services Revenue, (2021-2026) & (USD Million)
- Table 22. United States Based Companies Global Game Marketing Services Revenue Market Share (2021-2026)
- Table 23. China Based Global Game Marketing Services Companies, Headquarters (Province, Country)
- Table 24. China Based Companies Global Game Marketing Services Revenue, (2021-2026) & (USD Million)
- Table 25. China Based Companies Global Game Marketing Services Revenue Market Share (2021-2026)
- Table 26. Rest of World Based Global Game Marketing Services Companies, Headquarters (Province, Country)
- Table 27. Rest of World Based Companies Global Game Marketing Services Revenue (2021-2026) & (USD Million)
- Table 28. Rest of World Based Companies Global Game Marketing Services Revenue Market Share (2021-2026)
- Table 29. World Global Game Marketing Services Market Size by Client Type, (USD Million), 2021 & 2025 & 2032
- Table 30. World Global Game Marketing Services Market Size Value by Client Type (2021-2026) & (USD Million)
- Table 31. World Global Game Marketing Services Market Size by Client Type (2027-2032) & (USD Million)
- Table 32. World Global Game Marketing Services Market Size by Game Platform, (USD Million), 2021 & 2025 & 2032
- Table 33. World Global Game Marketing Services Market Size Value by Game Platform (2021-2026) & (USD Million)
- Table 34. World Global Game Marketing Services Market Size by Game Platform (2027-2032) & (USD Million)
- Table 35. World Global Game Marketing Services Market Size by Marketing Channel, (USD Million), 2021 & 2025 & 2032
- Table 36. World Global Game Marketing Services Market Size Value by Marketing Channel (2021-2026) & (USD Million)
- Table 37. World Global Game Marketing Services Market Size by Marketing Channel (2027-2032) & (USD Million)
- Table 38. World Global Game Marketing Services Market Size by Application, (USD Million), 2021 & 2025 & 2032
- Table 39. World Global Game Marketing Services Market Size by Application (2021-2026) & (USD Million)
- Table 40. World Global Game Marketing Services Market Size by Application

(2027-2032) & (USD Million)

Table 41. AppLovin Corporation Basic Information, Manufacturing Base and Competitors

Table 42. AppLovin Corporation Major Business

Table 43. AppLovin Corporation Global Game Marketing Services Product and Services

Table 44. AppLovin Corporation Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. AppLovin Corporation Recent Developments/Updates

Table 46. AppLovin Corporation Competitive Strengths & Weaknesses

Table 47. Google Ads Basic Information, Manufacturing Base and Competitors

Table 48. Google Ads Major Business

Table 49. Google Ads Global Game Marketing Services Product and Services

Table 50. Google Ads Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Google Ads Recent Developments/Updates

Table 52. Google Ads Competitive Strengths & Weaknesses

Table 53. Meta Platforms, Inc. Basic Information, Manufacturing Base and Competitors

Table 54. Meta Platforms, Inc. Major Business

Table 55. Meta Platforms, Inc. Global Game Marketing Services Product and Services

Table 56. Meta Platforms, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Meta Platforms, Inc. Recent Developments/Updates

Table 58. Meta Platforms, Inc. Competitive Strengths & Weaknesses

Table 59. ByteDance Basic Information, Manufacturing Base and Competitors

Table 60. ByteDance Major Business

Table 61. ByteDance Global Game Marketing Services Product and Services

Table 62. ByteDance Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. ByteDance Recent Developments/Updates

Table 64. ByteDance Competitive Strengths & Weaknesses

Table 65. Unity Software Inc. Basic Information, Manufacturing Base and Competitors

Table 66. Unity Software Inc. Major Business

Table 67. Unity Software Inc. Global Game Marketing Services Product and Services

Table 68. Unity Software Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Unity Software Inc. Recent Developments/Updates

Table 70. Unity Software Inc. Competitive Strengths & Weaknesses

Table 71. Mobvista Inc. Basic Information, Manufacturing Base and Competitors

Table 72. Mobvista Inc. Major Business

- Table 73. Mobvista Inc. Global Game Marketing Services Product and Services
- Table 74. Mobvista Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 75. Mobvista Inc. Recent Developments/Updates
- Table 76. Mobvista Inc. Competitive Strengths & Weaknesses
- Table 77. Liffoff Mobile, Inc. Basic Information, Manufacturing Base and Competitors
- Table 78. Liffoff Mobile, Inc. Major Business
- Table 79. Liffoff Mobile, Inc. Global Game Marketing Services Product and Services
- Table 80. Liffoff Mobile, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Liffoff Mobile, Inc. Recent Developments/Updates
- Table 82. Liffoff Mobile, Inc. Competitive Strengths & Weaknesses
- Table 83. Moloco, Inc. Basic Information, Manufacturing Base and Competitors
- Table 84. Moloco, Inc. Major Business
- Table 85. Moloco, Inc. Global Game Marketing Services Product and Services
- Table 86. Moloco, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. Moloco, Inc. Recent Developments/Updates
- Table 88. Moloco, Inc. Competitive Strengths & Weaknesses
- Table 89. Digital Turbine, Inc. Basic Information, Manufacturing Base and Competitors
- Table 90. Digital Turbine, Inc. Major Business
- Table 91. Digital Turbine, Inc. Global Game Marketing Services Product and Services
- Table 92. Digital Turbine, Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Digital Turbine, Inc. Recent Developments/Updates
- Table 94. Digital Turbine, Inc. Competitive Strengths & Weaknesses
- Table 95. AppsFlyer Ltd. Basic Information, Manufacturing Base and Competitors
- Table 96. AppsFlyer Ltd. Major Business
- Table 97. AppsFlyer Ltd. Global Game Marketing Services Product and Services
- Table 98. AppsFlyer Ltd. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. AppsFlyer Ltd. Recent Developments/Updates
- Table 100. AppsFlyer Ltd. Competitive Strengths & Weaknesses
- Table 101. Sensor Tower Inc. Basic Information, Manufacturing Base and Competitors
- Table 102. Sensor Tower Inc. Major Business
- Table 103. Sensor Tower Inc. Global Game Marketing Services Product and Services
- Table 104. Sensor Tower Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Sensor Tower Inc. Recent Developments/Updates

- Table 106. Sensor Tower Inc. Competitive Strengths & Weaknesses
- Table 107. BlueFocus Intelligent Communications Group Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 108. BlueFocus Intelligent Communications Group Co., Ltd. Major Business
- Table 109. BlueFocus Intelligent Communications Group Co., Ltd. Global Game Marketing Services Product and Services
- Table 110. BlueFocus Intelligent Communications Group Co., Ltd. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. BlueFocus Intelligent Communications Group Co., Ltd. Recent Developments/Updates
- Table 112. BlueFocus Intelligent Communications Group Co., Ltd. Competitive Strengths & Weaknesses
- Table 113. MeetSocial Group Basic Information, Manufacturing Base and Competitors
- Table 114. MeetSocial Group Major Business
- Table 115. MeetSocial Group Global Game Marketing Services Product and Services
- Table 116. MeetSocial Group Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. MeetSocial Group Recent Developments/Updates
- Table 118. MeetSocial Group Competitive Strengths & Weaknesses
- Table 119. Cheetah Mobile Inc. Basic Information, Manufacturing Base and Competitors
- Table 120. Cheetah Mobile Inc. Major Business
- Table 121. Cheetah Mobile Inc. Global Game Marketing Services Product and Services
- Table 122. Cheetah Mobile Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. Cheetah Mobile Inc. Recent Developments/Updates
- Table 124. Cheetah Mobile Inc. Competitive Strengths & Weaknesses
- Table 125. Yeahmobi Basic Information, Manufacturing Base and Competitors
- Table 126. Yeahmobi Major Business
- Table 127. Yeahmobi Global Game Marketing Services Product and Services
- Table 128. Yeahmobi Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. Yeahmobi Recent Developments/Updates
- Table 130. Yeahmobi Competitive Strengths & Weaknesses
- Table 131. Gamelight Basic Information, Manufacturing Base and Competitors
- Table 132. Gamelight Major Business
- Table 133. Gamelight Global Game Marketing Services Product and Services
- Table 134. Gamelight Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 135. Gamelight Recent Developments/Updates
- Table 136. Gamelight Competitive Strengths & Weaknesses
- Table 137. Mistplay Basic Information, Manufacturing Base and Competitors
- Table 138. Mistplay Major Business
- Table 139. Mistplay Global Game Marketing Services Product and Services
- Table 140. Mistplay Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. Mistplay Recent Developments/Updates
- Table 142. Mistplay Competitive Strengths & Weaknesses
- Table 143. Remerge GmbH Basic Information, Manufacturing Base and Competitors
- Table 144. Remerge GmbH Major Business
- Table 145. Remerge GmbH Global Game Marketing Services Product and Services
- Table 146. Remerge GmbH Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Remerge GmbH Recent Developments/Updates
- Table 148. Remerge GmbH Competitive Strengths & Weaknesses
- Table 149. Jampp Basic Information, Manufacturing Base and Competitors
- Table 150. Jampp Major Business
- Table 151. Jampp Global Game Marketing Services Product and Services
- Table 152. Jampp Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. Jampp Recent Developments/Updates
- Table 154. Jampp Competitive Strengths & Weaknesses
- Table 155. Smadex Basic Information, Manufacturing Base and Competitors
- Table 156. Smadex Major Business
- Table 157. Smadex Global Game Marketing Services Product and Services
- Table 158. Smadex Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Smadex Recent Developments/Updates
- Table 160. Smadex Competitive Strengths & Weaknesses
- Table 161. adjoe GmbH Basic Information, Manufacturing Base and Competitors
- Table 162. adjoe GmbH Major Business
- Table 163. adjoe GmbH Global Game Marketing Services Product and Services
- Table 164. adjoe GmbH Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. adjoe GmbH Recent Developments/Updates
- Table 166. adjoe GmbH Competitive Strengths & Weaknesses
- Table 167. AppAgent Basic Information, Manufacturing Base and Competitors
- Table 168. AppAgent Major Business

- Table 169. AppAgent Global Game Marketing Services Product and Services
- Table 170. AppAgent Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. AppAgent Recent Developments/Updates
- Table 172. AppAgent Competitive Strengths & Weaknesses
- Table 173. Udonis Inc. Basic Information, Manufacturing Base and Competitors
- Table 174. Udonis Inc. Major Business
- Table 175. Udonis Inc. Global Game Marketing Services Product and Services
- Table 176. Udonis Inc. Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. Udonis Inc. Recent Developments/Updates
- Table 178. Udonis Inc. Competitive Strengths & Weaknesses
- Table 179. Upptic Basic Information, Manufacturing Base and Competitors
- Table 180. Upptic Major Business
- Table 181. Upptic Global Game Marketing Services Product and Services
- Table 182. Upptic Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. Upptic Recent Developments/Updates
- Table 184. Upptic Competitive Strengths & Weaknesses
- Table 185. Heaven Media Basic Information, Manufacturing Base and Competitors
- Table 186. Heaven Media Major Business
- Table 187. Heaven Media Global Game Marketing Services Product and Services
- Table 188. Heaven Media Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 189. Heaven Media Recent Developments/Updates
- Table 190. Heaven Media Competitive Strengths & Weaknesses
- Table 191. ICO Partners Basic Information, Manufacturing Base and Competitors
- Table 192. ICO Partners Major Business
- Table 193. ICO Partners Global Game Marketing Services Product and Services
- Table 194. ICO Partners Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 195. ICO Partners Recent Developments/Updates
- Table 196. ICO Partners Competitive Strengths & Weaknesses
- Table 197. Evolve PR Basic Information, Manufacturing Base and Competitors
- Table 198. Evolve PR Major Business
- Table 199. Evolve PR Global Game Marketing Services Product and Services
- Table 200. Evolve PR Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 201. Evolve PR Recent Developments/Updates

Table 202. Evolve PR Competitive Strengths & Weaknesses

Table 203. Renaissance PR Basic Information, Manufacturing Base and Competitors

Table 204. Renaissance PR Major Business

Table 205. Renaissance PR Global Game Marketing Services Product and Services

Table 206. Renaissance PR Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 207. Renaissance PR Recent Developments/Updates

Table 208. Renaissance PR Competitive Strengths & Weaknesses

Table 209. Game Marketing Genie Basic Information, Manufacturing Base and Competitors

Table 210. Game Marketing Genie Major Business

Table 211. Game Marketing Genie Global Game Marketing Services Product and Services

Table 212. Game Marketing Genie Global Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 213. Game Marketing Genie Recent Developments/Updates

Table 214. Game Marketing Genie Competitive Strengths & Weaknesses

Table 215. Global Key Players of Global Game Marketing Services Upstream (Raw Materials)

Table 216. Global Global Game Marketing Services Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Global Game Marketing Services Picture

Figure 2. World Global Game Marketing Services Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Global Game Marketing Services Total Revenue (2021-2032) & (USD Million)

Figure 4. World Global Game Marketing Services Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Global Game Marketing Services Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Global Game Marketing Services Revenue (2021-2032) & (USD Million)

Figure 13. Global Game Marketing Services Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 16. World Global Game Marketing Services Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 18. China Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 23. India Global Game Marketing Services Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Global Game Marketing Services by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Global Game Marketing Services Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Global Game Marketing Services Markets in 2025

Figure 27. United States VS China: Global Game Marketing Services Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Global Game Marketing Services Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Global Game Marketing Services Market Size by Client Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Global Game Marketing Services Market Size Market Share by Client Type in 2025

Figure 31. Self-publishing Game Studios

Figure 32. Game Publishers and Publishing Labels

Figure 33. Regional Co-publishing and Operating Partners

Figure 34. Game IP Owners and Licensing Companies

Figure 35. Platform and Store Marketing Teams

Figure 36. Esports and Live-service Game Operators

Figure 37. Indie and Small-to-mid-sized Game Teams

Figure 38. Enterprise Game Groups and Multi-title Portfolios

Figure 39. Indie and Small-to-mid-sized Game Teams

Figure 40. World Global Game Marketing Services Market Size Market Share by Client Type (2021-2032)

Figure 41. World Global Game Marketing Services Market Size by Game Platform, (USD Million), 2021 & 2025 & 2032

Figure 42. World Global Game Marketing Services Market Size Market Share by Game Platform in 2025

Figure 43. Mobile Games

Figure 44. PC Games

Figure 45. Console Games

Figure 46. Cross-platform Games

Figure 47. World Global Game Marketing Services Market Size Market Share by Game Platform (2021-2032)

Figure 48. World Global Game Marketing Services Market Size by Marketing Channel, (USD Million), 2021 & 2025 & 2032

Figure 49. World Global Game Marketing Services Market Size Market Share by Marketing Channel in 2025

Figure 50. Social Ads

Figure 51. Search & App Campaigns

Figure 52. In-app Ad Networks

Figure 53. Programmatic DSP

Figure 54. Creator Platforms

Figure 55. Owned Community

Figure 56. World Global Game Marketing Services Market Size Market Share by Marketing Channel (2021-2032)

Figure 57. World Global Game Marketing Services Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World Global Game Marketing Services Market Size Market Share by Application in 2025

Figure 59. Paid User Acquisition

Figure 60. Retargeting & Re-engagement

Figure 61. Creative Production & Testing

Figure 62. Influencer & Creator Marketing

Figure 63. PR & Community Marketing

Figure 64. Measurement & Attribution

Figure 65. Market Intelligence

Figure 66. World Global Game Marketing Services Market Size Market Share by Application (2021-2032)

Figure 67. Global Game Marketing Services Industrial Chain

Figure 68. Methodology

Figure 69. Research Process and Data Source

I would like to order

Product name: Global Global Game Marketing Services Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/G532084E927DEN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G532084E927DEN.html>