

Global Global Game Marketing Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Global Game Marketing Services market size is predicted to grow from US\$ 16435 million in 2025 to US\$ 25737 million in 2032; it is expected to grow at a CAGR of 6.4% from 2026 to 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.

LPI (LP Information)' newest research report, the 'Global Game Marketing Services Industry Forecast' looks at past sales and reviews total world Global Game Marketing Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Global Game Marketing Services sales for 2026 through 2032. With Global Game Marketing Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Global Game Marketing Services industry.

This Insight Report provides a comprehensive analysis of the global Global Game Marketing Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Global Game Marketing Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Global Game Marketing Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Global Game Marketing Services and breaks down the forecast by Client Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly

nuanced view of the current state and future trajectory in the global Global Game Marketing Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Global Game Marketing Services market by product type, application, key players and key regions and countries.

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

Segmentation by Game Platform:

Mobile Games

PC Games

Console Games

Cross-platform Games

Segmentation by Marketing Channel:

Social Ads

Search & App Campaigns

In-app Ad Networks

Programmatic DSP

Creator Platforms

Owned Community

Segmentation by Application:

Paid User Acquisition

Retargeting & Re-engagement

Creative Production & Testing

Influencer & Creator Marketing

PR & Community Marketing

Measurement & Attribution

Market Intelligence

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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