MARKETING TRENDS IN
LOVE SIMULATORS
2021
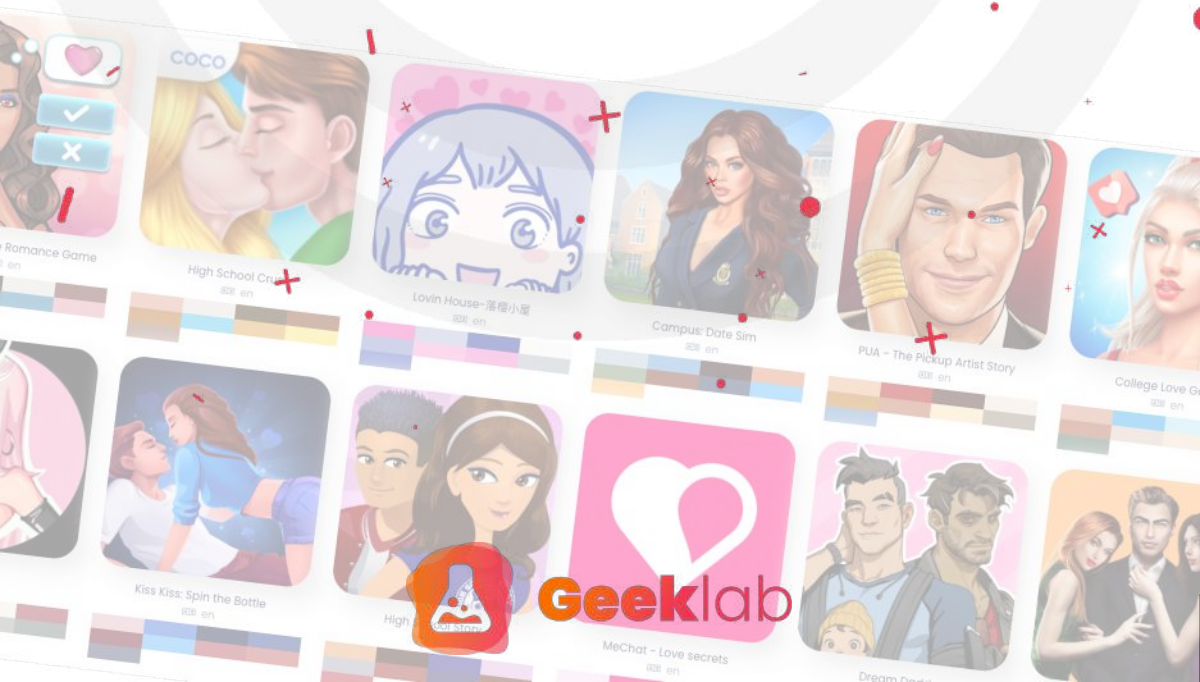
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Main motivations and KSPs sold through the stores

1 Taxonomy

How was the list conducted

Love simulator genre, which falls in to the casual simulations.

Simulation

Games that try to simulate real world activities, often with elements of strategic thinking.

Love

Simulation games where the storyline revolves around falling in love.

Building or other subgenres of Simulation

While these games might simulate real life, their focus might be more on building up a city, raising pets.

2 Marketing Channels

What and where were the games marketed.

The data was gathered from almost 23 million creatives from 80.000 publishers and almost 200.000 advertisers.

Around the world around the world

Looking at the countries where the ads where shown the most per title. That giving a good impression on what geos are the most invested within the genre.

United States and United Kingdom.

Together making up over 28% of the countries seen, United States ranked as number one with 62.5% of all the different titles and second for 25% of the titles making it the biggest market by far.

United Kingdom was not the biggest geo for anyone, but ranked as second for 25% of the apps and 7.5%
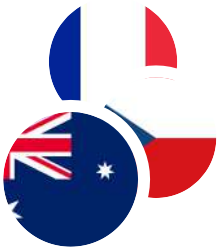
Tier 1 countries make up the list.

After United States and United Kingdom, the list was pretty much filled with your regular tier 1 countries ranging from Scandinavia and Europe to Australia, no big surprises here.

There's some ad-traffic on countries like Singapore, Malasyia, Vietnam and Mexico.
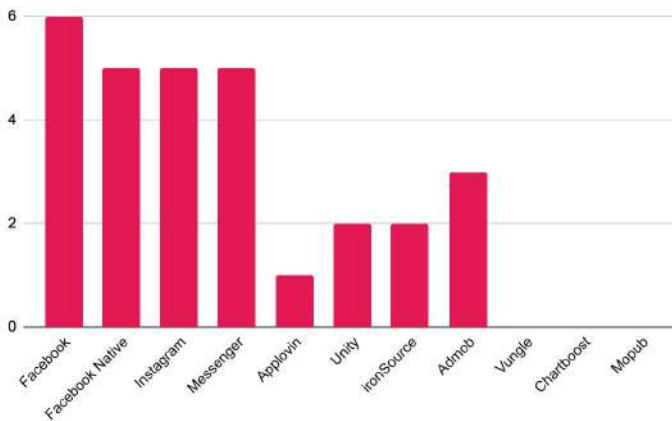
Ad Networks

One Giant to rule them all

Facebook ad's inventory were used by almost 80% of the apps and being number 1 with 75% of the apps.

Networks used

4.2 networks used on average

Although the apps studied on average used 4.2 networks, about a third of them did not do active User Acquisition at the time of analysis.

All of Facebook's subsidiaries were included in the 4.2 networks.

3 Ad Trends

Two motivations to rule them all.

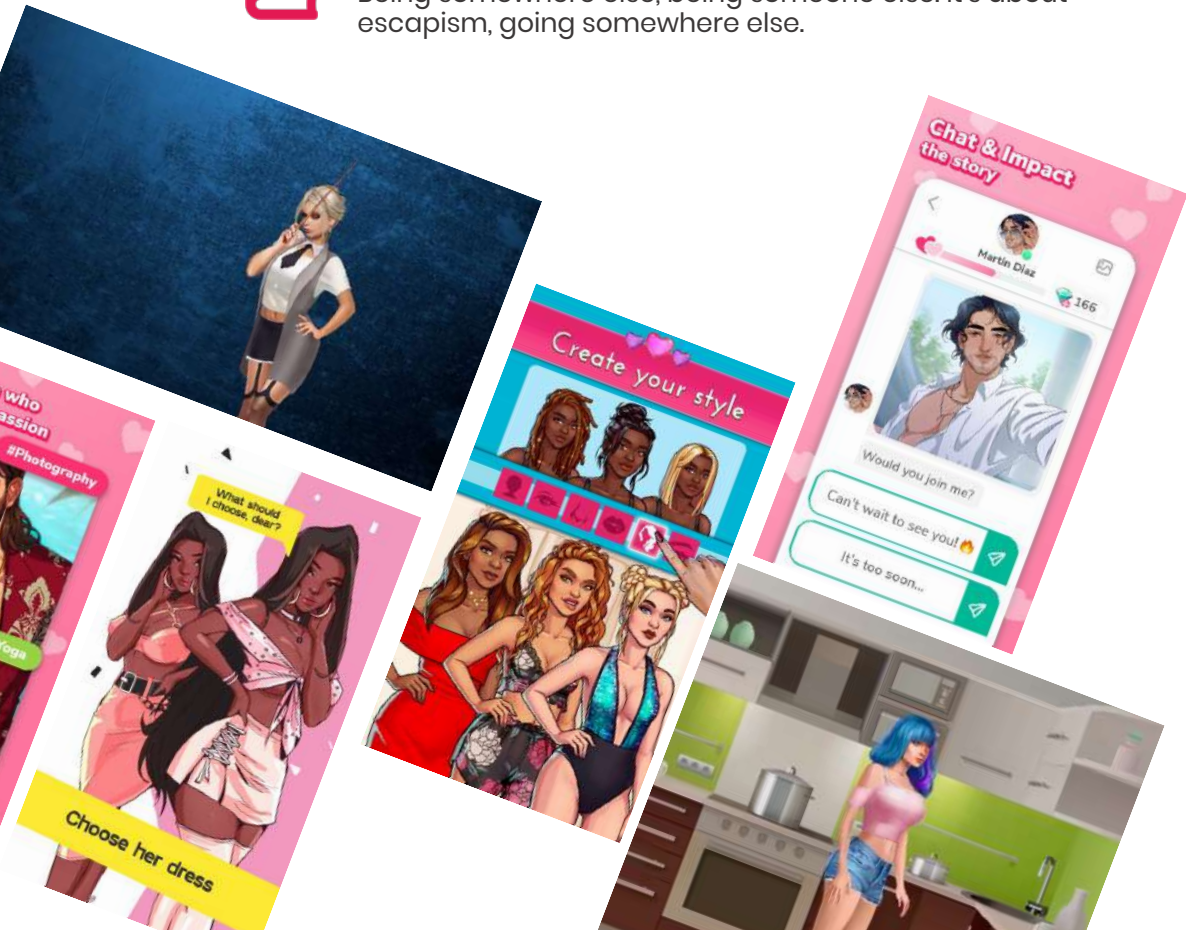Love simulation playes mainly around two of the main player motivations.

Creativity

What if? Experimenting and expressing yourself in the game through design and discovery.

Immersion

Being somewhere else, being someone else. It's about escapism, going somewhere else.

Tinker. Experiment. Discover.

There are several options. Whether it's picking up the action, selecting a dress, or swiping left or right, it's all part of the game. The majority of the advertisements revolve around design inspiration.

Almost like dress-up

Character customization is essential in the advertising. It's almost as if the genre were dress-up. The ability to customize the appearance of the characters is essential.
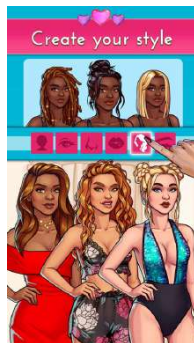
Love is in the air

Immersiveness is sold to the player by displaying a variety of situations in which the player is a participant in a love story and is given a choice. The appeal of romance, passion, and sex is powerful, with some advertising even suggesting that you can remove the characters' clothes.

4 ASO Trends

More than keywords...

What are the main messages you want to share with your players. Not only keywords but key selling points in the screenshots, title and descriptions, that transfer your top of the funnel marketing message to something your players can soon experience in the game
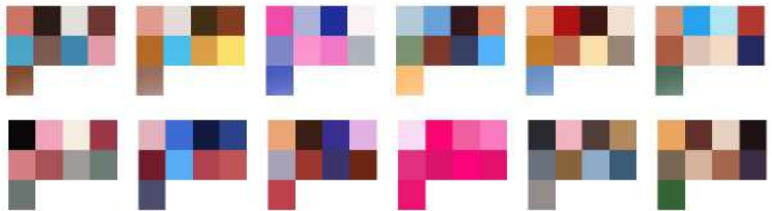
Character and female focused

Majority of the icons featured a character, and all except one feature female characters

Valentine all year.

The color palette is very love-like with colors we usually see pop-up in other genres during valentine's.

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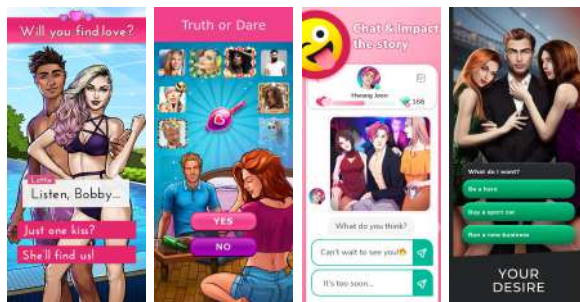

Chat, Immerse and collect photos

The focus on photo selection and chat is one factor that drives user fantasy and immersion. This adds to the sense that the characters are genuine.
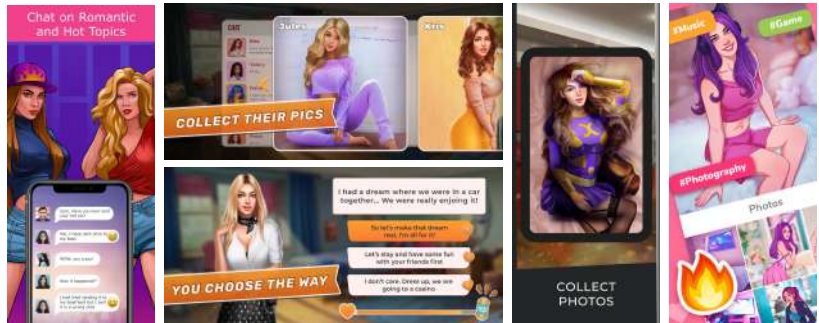
Decisions. Much like interactive stories

Lot of the visuals show options, that the player can pick. Familiar exercise from the interactive stories genre.

5 Key Selling Points

More than keywords...

What are the main messages you want to share with your players. Not only keywords but key selling points in the screenshots, title and descriptions, that transfer your top of the funnel marketing message to something your players can soon experience in the game

As the genre might suggest, it's a love thing.

Regardless of the motive or means of getting there, virtually every action seems to revolve around love as a reward and outcome.
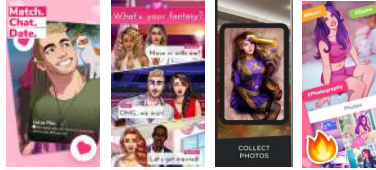
Design: Customize and experiment with dress-ups

What do I wear, what glasses should I wear, and how do I do my hair and makeup? Characters can be customized in a variety of ways.

Fantasy: Living in another world, escapism.

Placing the player in the other universe, as the protagonist, or allowing them to make chooses for one.
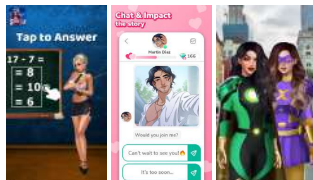

Story: A lot of characters, interesting plots

There are a lot of characters with fascinating backstories. Multiple commercials and graphics place a strong emphasis on the plot.

Strategy: Think ahead and make decisions

Many advertisements show options that seem to have a long-term effect. This forces you to choose one and consider the consequences of your decisions.

Thanks.

Geeklab