

 EBOOK

# The mobile app growth report

Our user acquisition  
leaderboard

 ADJUST



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## INTRODUCTION

# Insights for the next-generation growth marketer

Adjust first introduced the Mobile growth report in 2019, providing a breakdown of growth potential to help marketers extend their footprint and scale successfully. In 2020, we applied the same analysis to examine growth on a more granular level, looking at regional and vertical trends. Since then, however, the industry has undergone immense change. The world of mobile marketing and measurement now finds itself in a moment of transformation. Having already grappled with monumental challenges over the past three years, the ecosystem shift spearheaded by Apple's iOS 14.5 is now fully underway. And while it's still a time of considerable challenge, it's also a moment of great opportunity.

The landscape of marketing decision making has increased in complexity. With data- and user-privacy now central to mobile advertising and attribution, smart marketers are experimenting with new channels and previously underutilized methods of aggregated reporting to measure or predict the success of strategies and campaigns. Adjust is proudly at the forefront of the industry shift toward next-generation measurement and tools. We are continually developing solutions that promote this new wave of growth marketing and empower our clients to continue executing high-performance, measurable campaigns.

This makes it the perfect moment to bring back the Mobile growth report. Underpinned by our very own Growth Score developed from Adjust's entire data set, the report aims to help advertisers discover markets with impressive recent performance and the highest growth potential for their app by vertical or region. Our data-based analysis uncovers insights on the most mature markets and those that could be your next source of untapped user acquisition growth.



## METHODOLOGY

# The Adjust Growth Score

The Growth Score is designed to succinctly determine the performance and potential of apps and app marketing in the widest possible variety of markets. Its goal is to be used as a jumping off point for mobile marketers and developers looking for the best scalable growth opportunities.

To evaluate the growth potential of mobile app verticals across different regions, we developed a comprehensive methodology for the Growth Score. This methodology is based on Adjust's top 2,500+ apps and their performance in the first half of 2023. The score incorporates three key metrics: installs, effective cost per install (eCPI), and lifetime value (LTV), as the relationship between these metrics is critical in determining not only an app's growth trajectory, but how much value can be expected from a

campaign.

To make meaningful comparisons among these metrics in a diverse range of markets, we first normalized the data by scaling each metric between 0 and 1. This normalization allows for fair comparisons despite inherent differences. Distinct weights were assigned to each metric in our methodology to reflect their respective impacts. Installs have a weight of 50%, recognizing its significant role in gauging user adoption. In contrast, both eCPI and LTV have weights of 25%, recognizing their shared importance in the app's financial performance and user engagement.

Using these weights, we calculated the Growth Score by aggregating the products of normalized values and their respective weights. It is important to note that the Growth Score for a specific region may be higher than the Growth Score for individual countries within that region. This is because the volume of installs at regional level is based on all countries, not just those analyzed individually.



Keep an eye out for our arrow symbol - highlighting our Growth Score throughout this ebook!





“Having reliable guidance on where to focus your marketing efforts has never been more crucial. **Adjust’s Growth Score aims to assist marketers in navigating the ecosystem’s new complexity by empowering them to find the right users.** By leveraging this deep analysis of app performance across verticals and regions, marketers can uncover invaluable insights and untapped growth opportunities.”

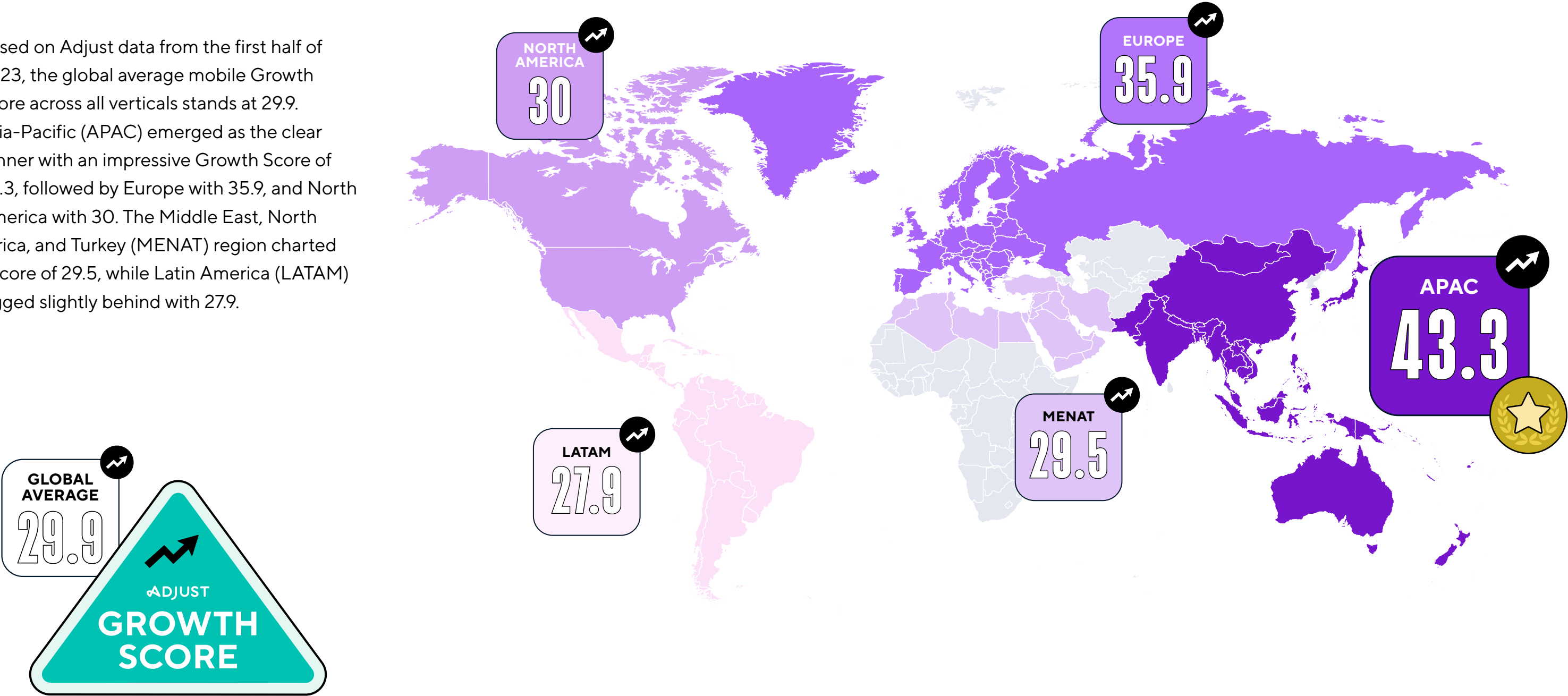
**ADJUST**



Tiahn Wetzler  
**Senior Manager,  
Content & Insights, Adjust**

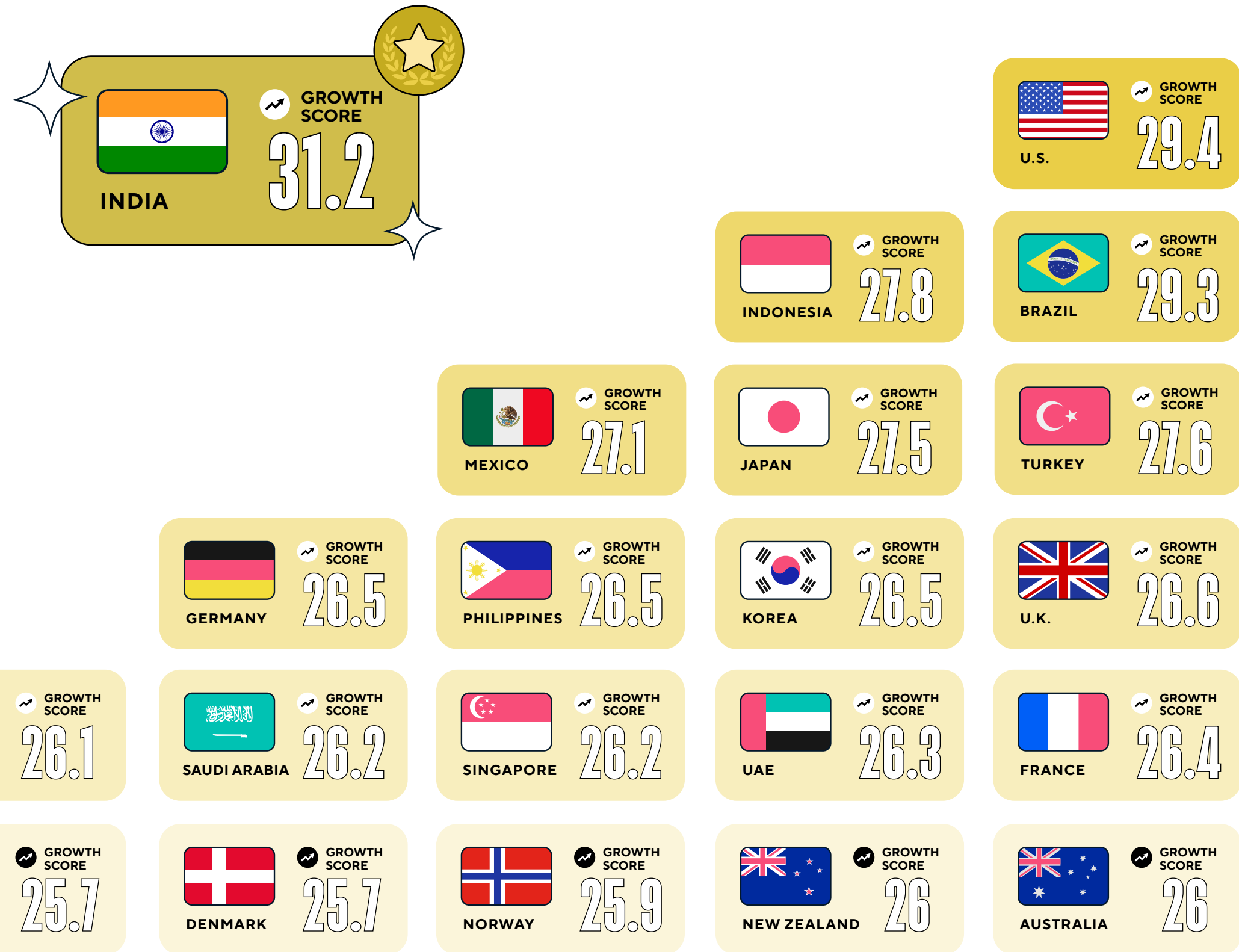
# The global growth map

Based on Adjust data from the first half of 2023, the global average mobile Growth Score across all verticals stands at 29.9. Asia-Pacific (APAC) emerged as the clear winner with an impressive Growth Score of 43.3, followed by Europe with 35.9, and North America with 30. The Middle East, North Africa, and Turkey (MENAT) region charted a score of 29.5, while Latin America (LATAM) lagged slightly behind with 27.9.



# Country scores

When we look at individual countries, India takes the lead with a mobile Growth Score of 31.2. The U.S. is next in line at 29.4, followed by Brazil with 29.3, Indonesia with 27.8, and Turkey with 27.6. This highlights the vast potential for developers and UA managers to expand and grow their apps across different regions and countries.



# App vertical scores

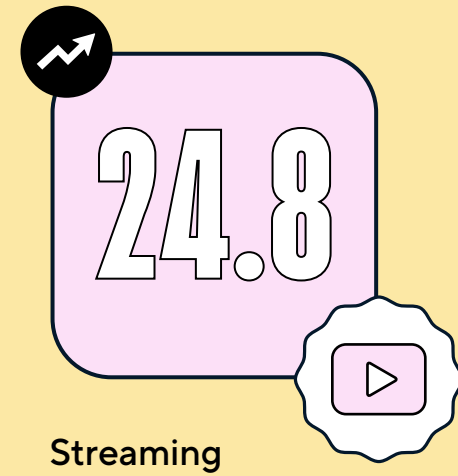
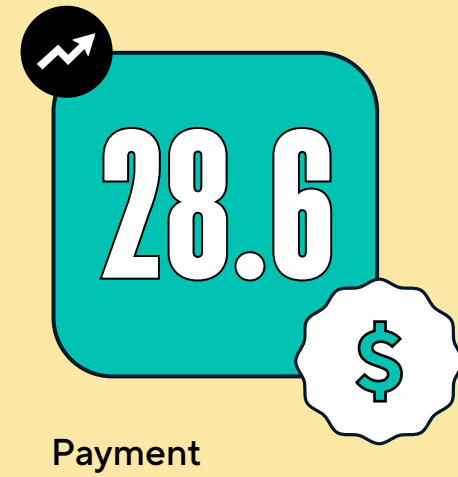
Mobile games saw the top performance among all verticals globally, with a remarkable score of 53.5. Despite a challenging year in 2022, [gaming app installs have made a considerable recovery in 2023](#), contributing to the higher Growth Score.

Shopping apps secured the second-highest Growth Score worldwide, with 43.2. Travel apps also showed their strength, scoring 41.6, followed by finance apps with 34.1, and food and drink apps with 32 points.



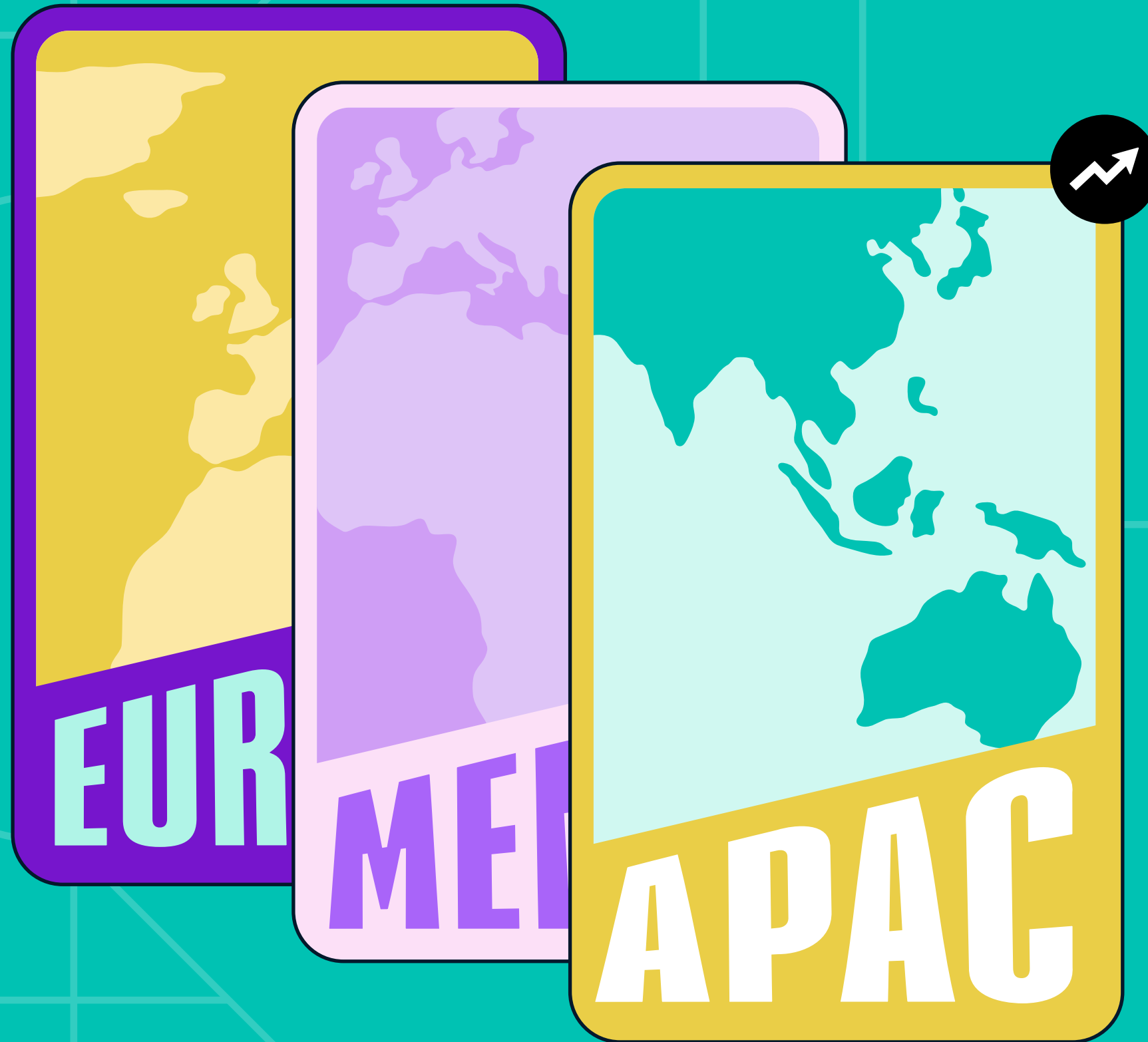


## Bonus: App Growth Scores by subvertical 2023

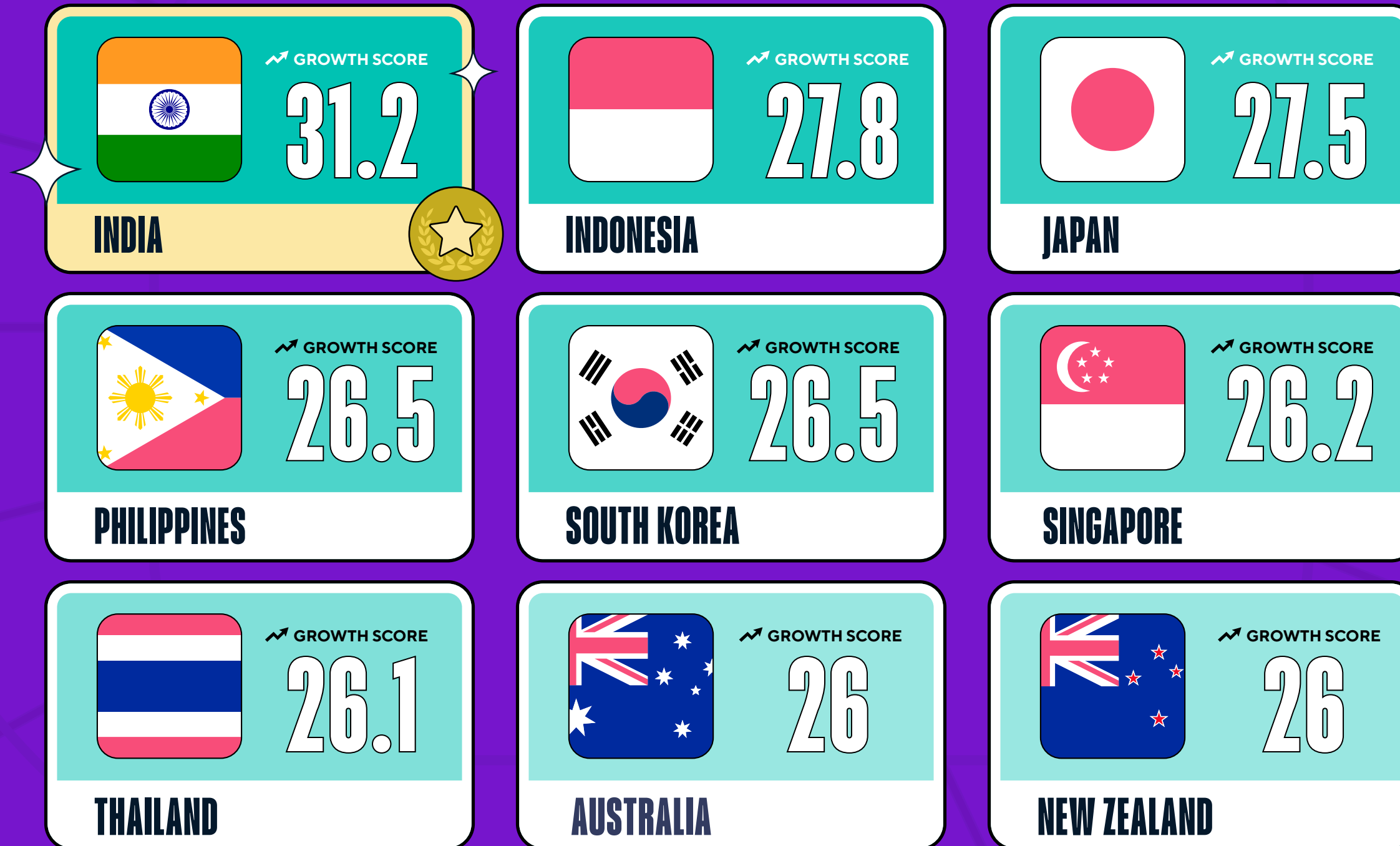


PART 1

# Growth by region



# Focus on APAC: Country and vertical scores



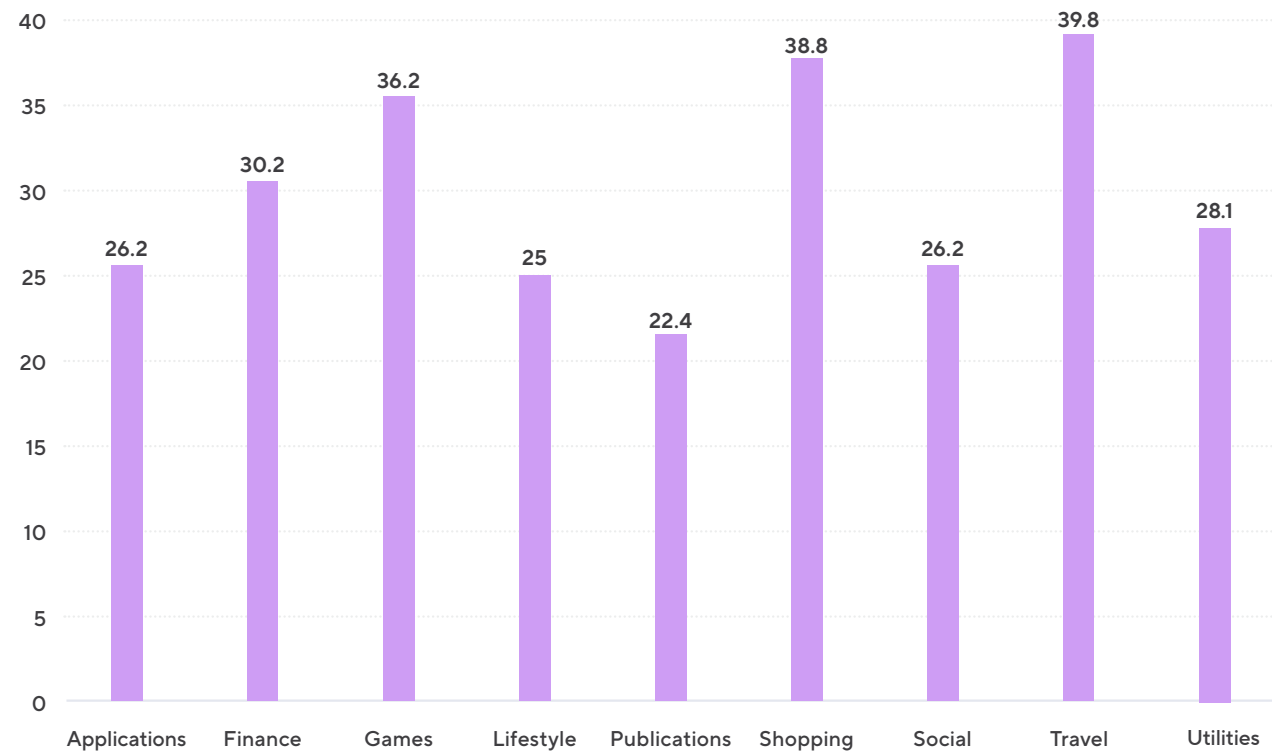
The combination of improved mobile infrastructure and the availability of affordable smartphones has led to explosive growth in the APAC app market. In 2022, the number of mobile internet users reached [1.29 billion](#), a massive increase compared to 700 million users in 2015. The smartphone adoption rate has also increased, reaching an impressive 76% in 2022, up from 64% in 2019—and markets like Japan and South Korea have some of the highest adoption rates in the world at [85%](#) and [94%](#), respectively. By 2030, the region’s overall smartphone adoption rate is projected to exceed [90%](#).

After a tough few years, travel apps have made a comeback, charting a noteworthy score of 39.8. Interestingly, [83%](#) of the APAC population already have travel apps installed, which is significantly higher than other regions. This underscores a strong interest in travel among people in the region.

Shopping apps are the second-fastest growing category in the region, with a Growth Score of 38.8, and with a healthy Growth Score of 36.2, mobile gaming is also (still) demonstrates considerable UA value. In fact, the number of APAC mobile gamers is expected to keep climbing and reach [1.37 billion](#) by 2027. Finance apps rank fourth with a score of 30.2 and utility apps also scored 28.1.



### App Growth Scores by vertical 2023 (APAC)

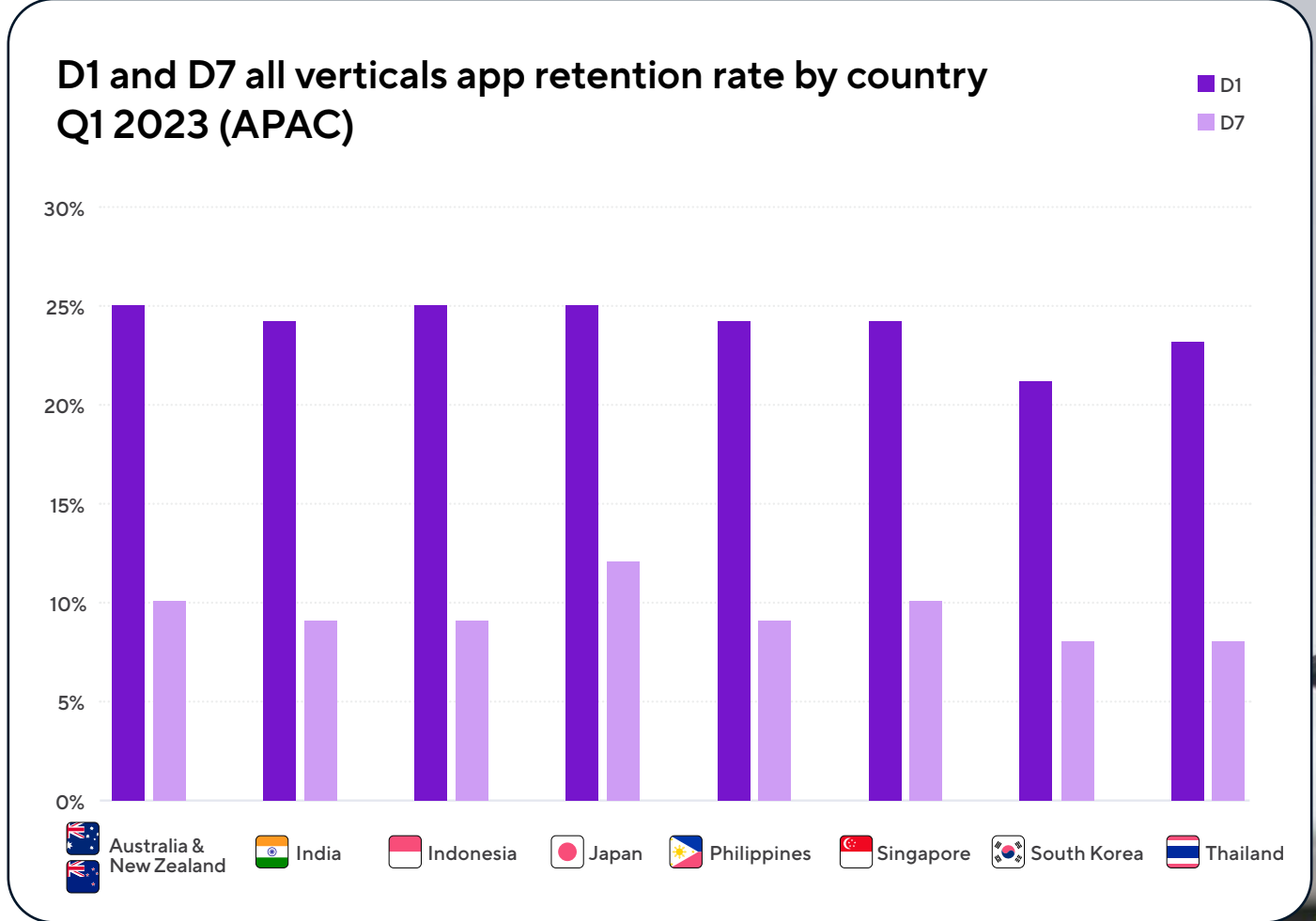


### UTILITY APP GROWTH SCORE BY COUNTRY 2023 (APAC)

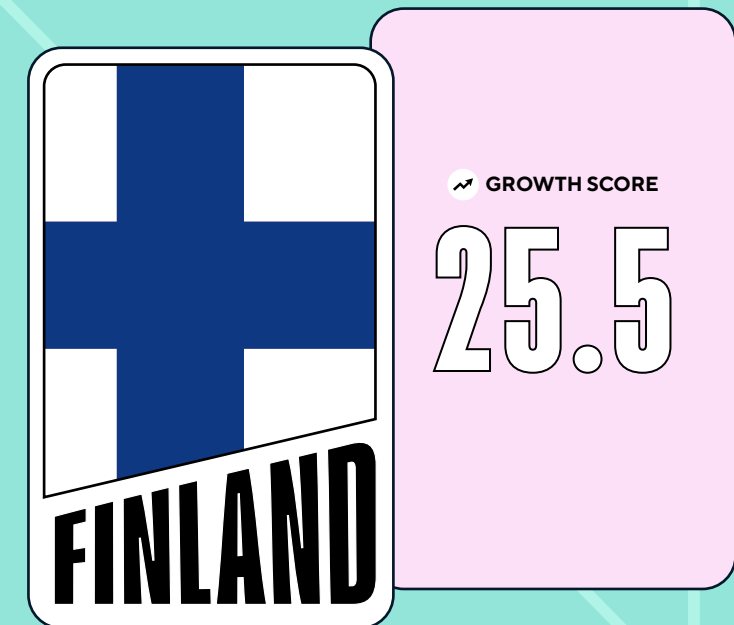
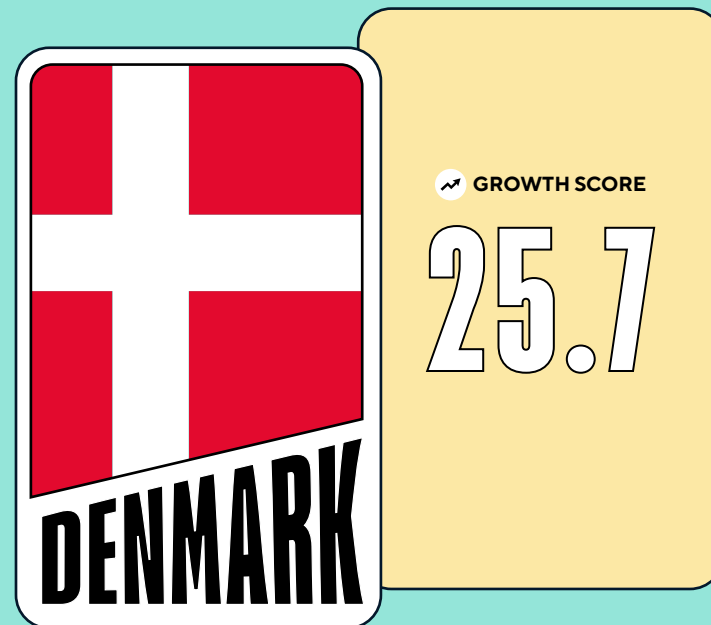
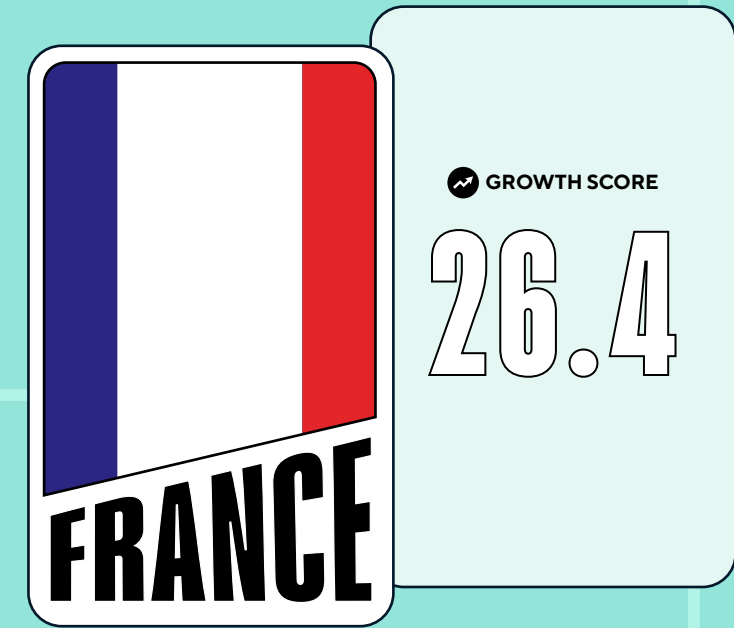
India	26.5	Korea	25.6
Indonesia	27	Philippines	27
Japan	26.6	Thailand	26.2

We couldn't help it, so we also took a look at retention rates to top things off. In Q1 of 2023, Australia, New Zealand, Indonesia, and Japan had a median Day 1 retention rate of 25%. However, by day 7, Japan's retention rate dropped to 12%, Australia and New Zealand decreased to 10% and Indonesia dropped to 9%.

India, the Philippines, and Singapore had slightly lower Day 1 retention rates (24%). Thailand and South Korea followed closely behind with rates of 23% and 21%, respectively.



# Focus on Europe: Country and vertical scores



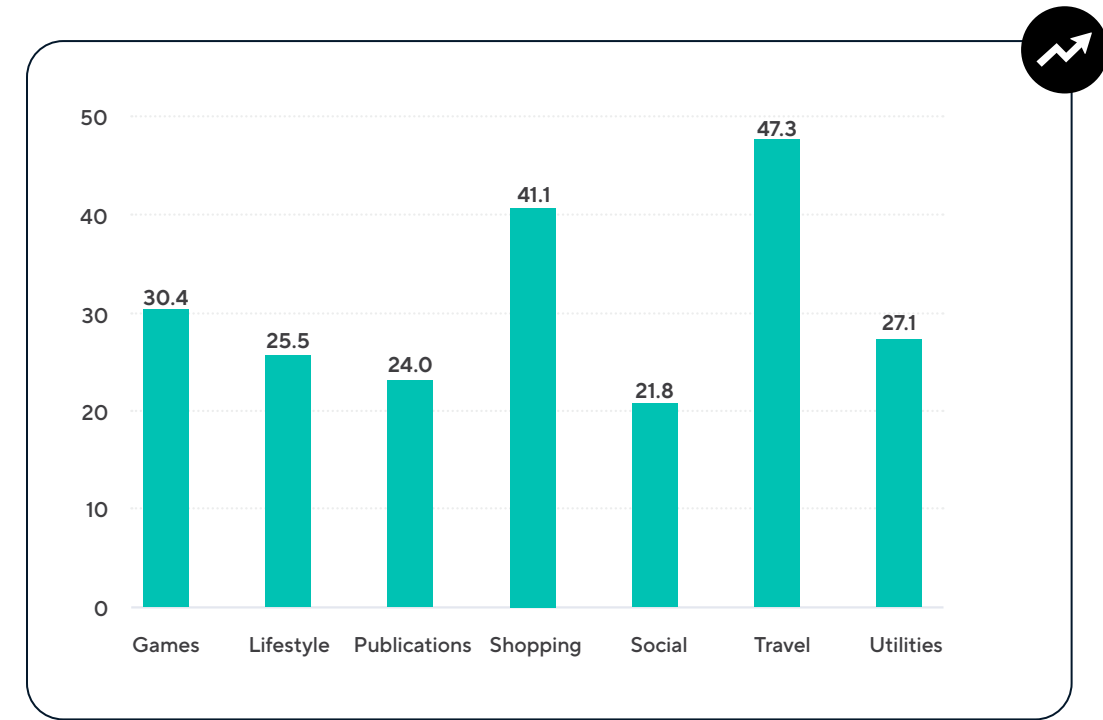
The future of the app market in Europe looks bright, with continued growth projected to result in **\$63.3 billion** revenue in 2023 (up from \$56.24 billion in 2022). And this figure is expected to hit a huge \$87.35 billion by 2027. Europe was also our second-highest performing region, with a Growth Score of 35.9.

Despite increasing costs and inflation, travel apps in Europe are making a strong comeback, and achieved the highest Growth Score in Europe—47.3—which is also significantly higher than in other regions.

The e-commerce market in Europe is expected to grow by **12%** per year between 2020 and 2026, and we can top this positive trend off by reporting that shopping apps in the region scored an impressive 41.1. Shopping apps in France performed best, with a score of 41.6.

Mobile gaming came in third with a Growth Score of 30.4, followed by utility apps with 27.1, and lifestyle apps with 25.5.

### App Growth Scores by vertical 2023 (Europe)



**Utility app Growth Score by country 2023 (Europe)**

Germany	26
U.K.	25.7

**Social app Growth Score by country 2023 (Europe)**

France	21.8
U.K.	18.6

**Shopping app Growth Score by country 2023 (Europe)**

France	41.6
Germany	32

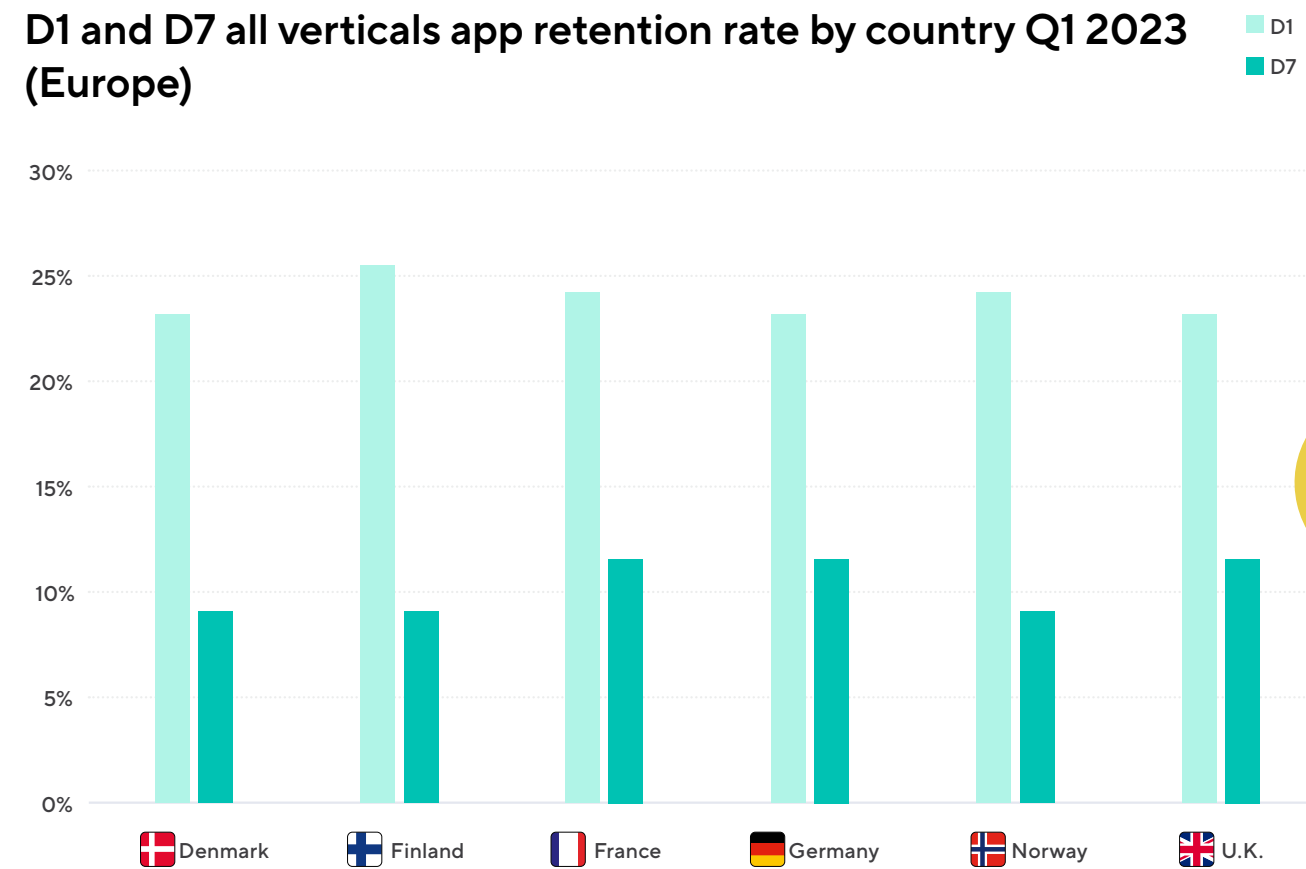
Enter Finland, the country with the highest Day 1 retention rate in Europe, a healthy 26%. France and Norway followed closely with 24%, while Denmark, Germany, and the U.K. all had a Day 1 retention rate of 23%.

By Day 7, however, France, Germany, and the U.K. pick up the pace a little by holding onto 11% of users compared to Denmark, Finland, and Norway, which all sit at 9%.



26%

**D1 and D7 all verticals app retention rate by country Q1 2023 (Europe)**





# Focus on LATAM: Countries and verticals



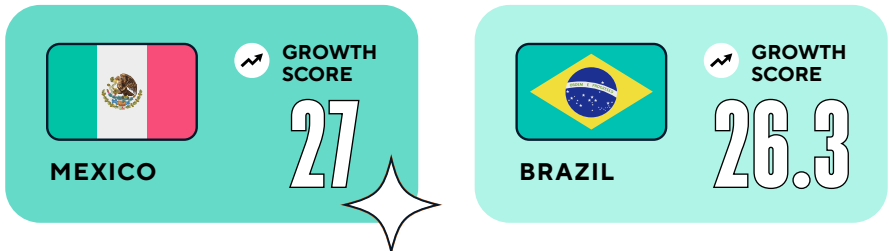
Latin America has become one of the most exciting mobile growth spaces in the world, with [over half of its population](#) (54%), for example, using more apps than they did before the COVID-19 pandemic. They're also spending 18x more time in apps than on websites. Despite this, the region's Growth Score did come in a little lower than other regions at 27.9, indicating that marketers will need to focus more specifically on highly tailored and regionalized campaigns. The opportunity here is still huge, and we predict a higher Growth Score in 2024, as predicted increased IAPs and overall revenue should drive up LTV.

Mobile gaming in LATAM received a Growth Score of 27, and this market is also vast and growing, generating [\\$2.24 billion](#) in revenue in 2022—a figure expected to surpass \$3.4 billion by 2026.

Utility apps came in close with a score of 26.9. Mexico managed to score better than the LATAM average with 27, while Brazil scored a little below average with 26.3.

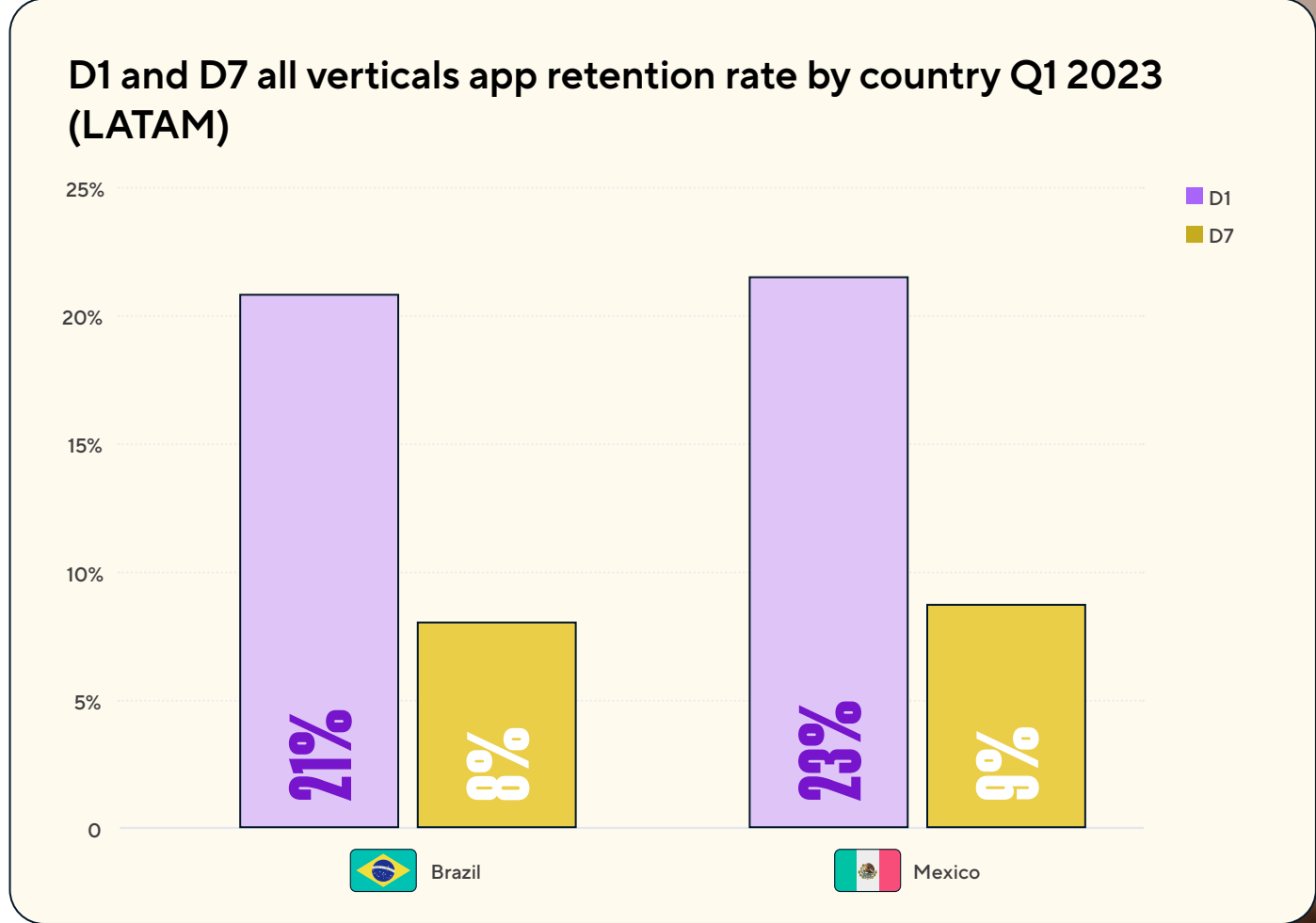


Utility app Growth Score by country 2023 (LATAM)

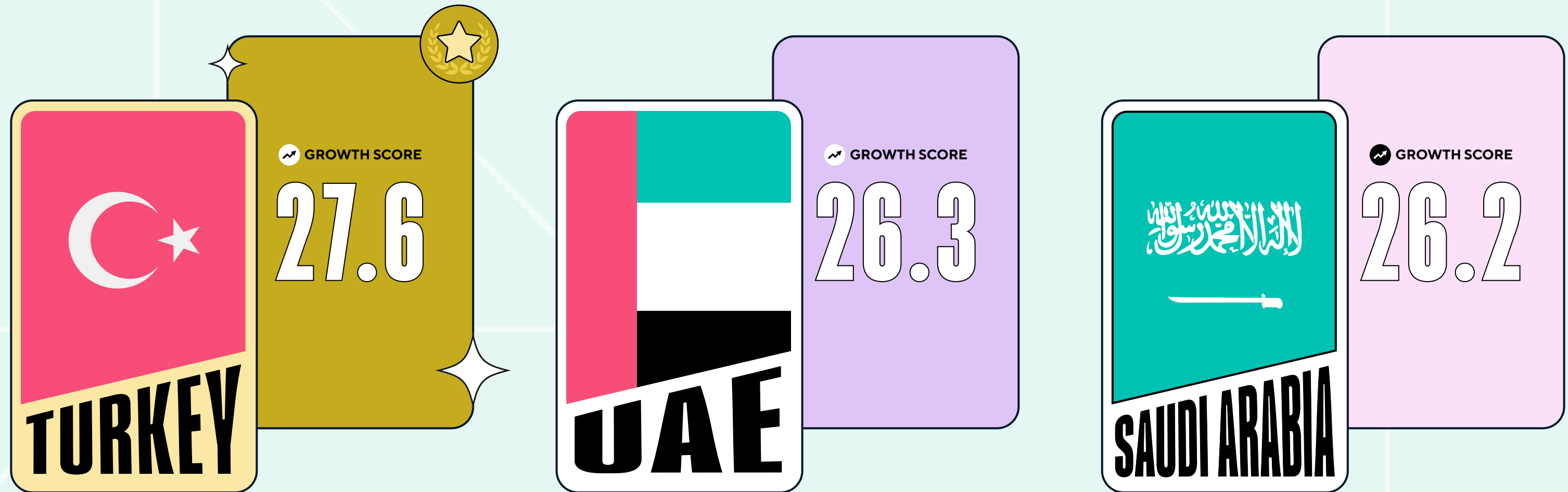


In Q1 2023, Mexico's Day 1 retention rate of 23% for all verticals was higher than Brazil's 21%. By Day 7, the trajectory continued—Mexico's rate decreased to 9% and Brazil's retention was a percentage point lower.

As these figures are on the lower side, we recommend that marketers focus on optimizing to increase retention, as low retention usually correlates with low LTV (for most verticals) and low LTV is a likely culprit for a low Growth Score.



# Focus on MENAT: Countries and verticals



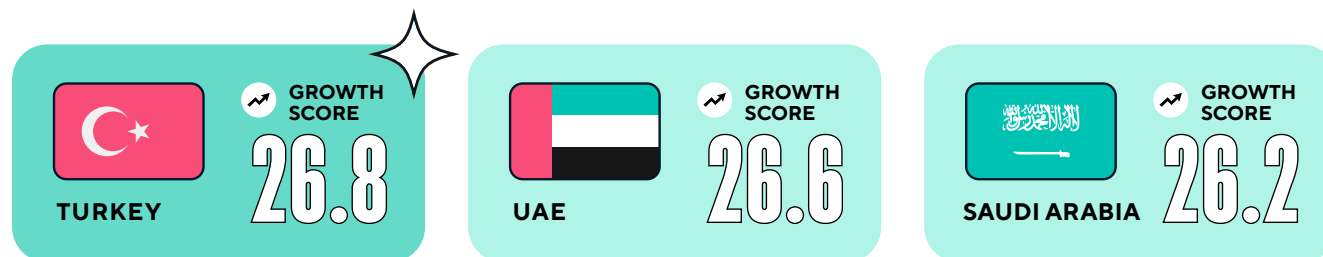
The MENAT region experienced significant growth in the mobile landscape in 2022, with app store spending increasing by **10.3%** year-on-year (YoY) to \$3.1 billion. This highlights the immense opportunity for mobile developers and marketers to expand their efforts here.

Travel apps emerged as the winner among all app categories in MENAT, with an impressive Growth Score of 42.6. A nice example of this is Wego, one of the top travel apps in the region, which reported YoY growth of over **157%** in February 2023.

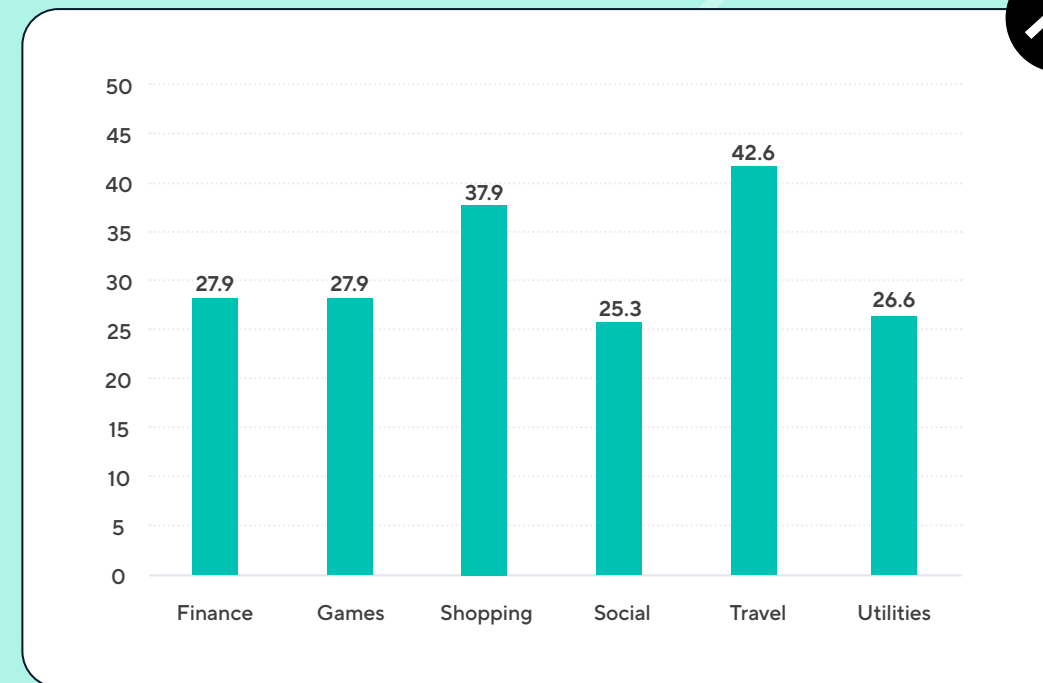
Shopping apps came in second with a Growth Score of 37.9. E-commerce in MENAT has transformed from a luxury to an essential service, with the market size reaching **\$37 billion** in 2022 and expected to hit \$57 billion by 2026. Turkey's Growth Score for shopping apps was the highest in the region, with an impressive 39.3 points.

Mobile gaming and finance apps tied for third place in MENAT, both scoring 27.9. Utility apps followed closely behind with 26.6 points, and social apps charted 25.3.

### Utility app Growth Score by country 2023 (MENAT)

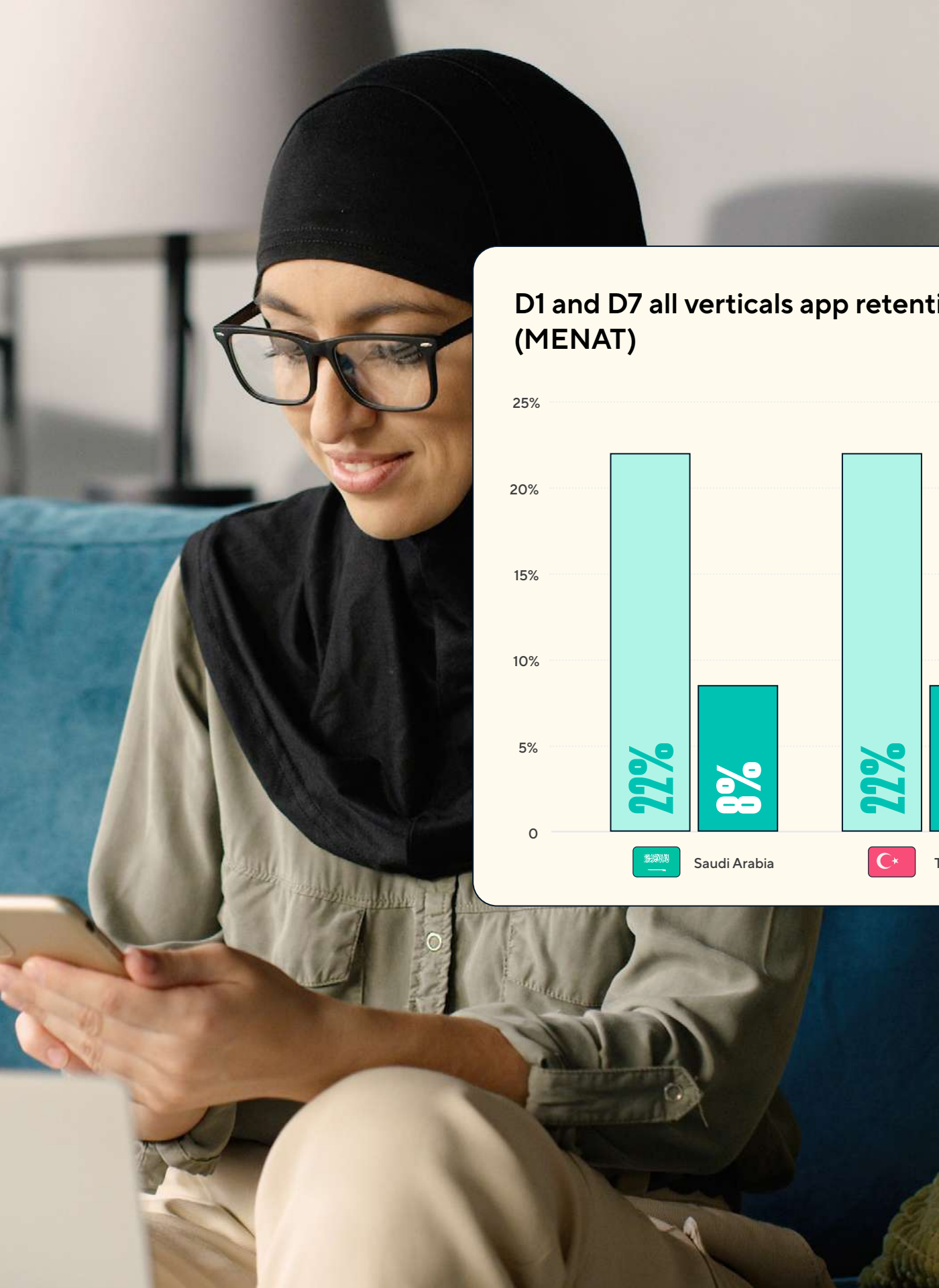


### App Growth Scores by vertical (MENAT)

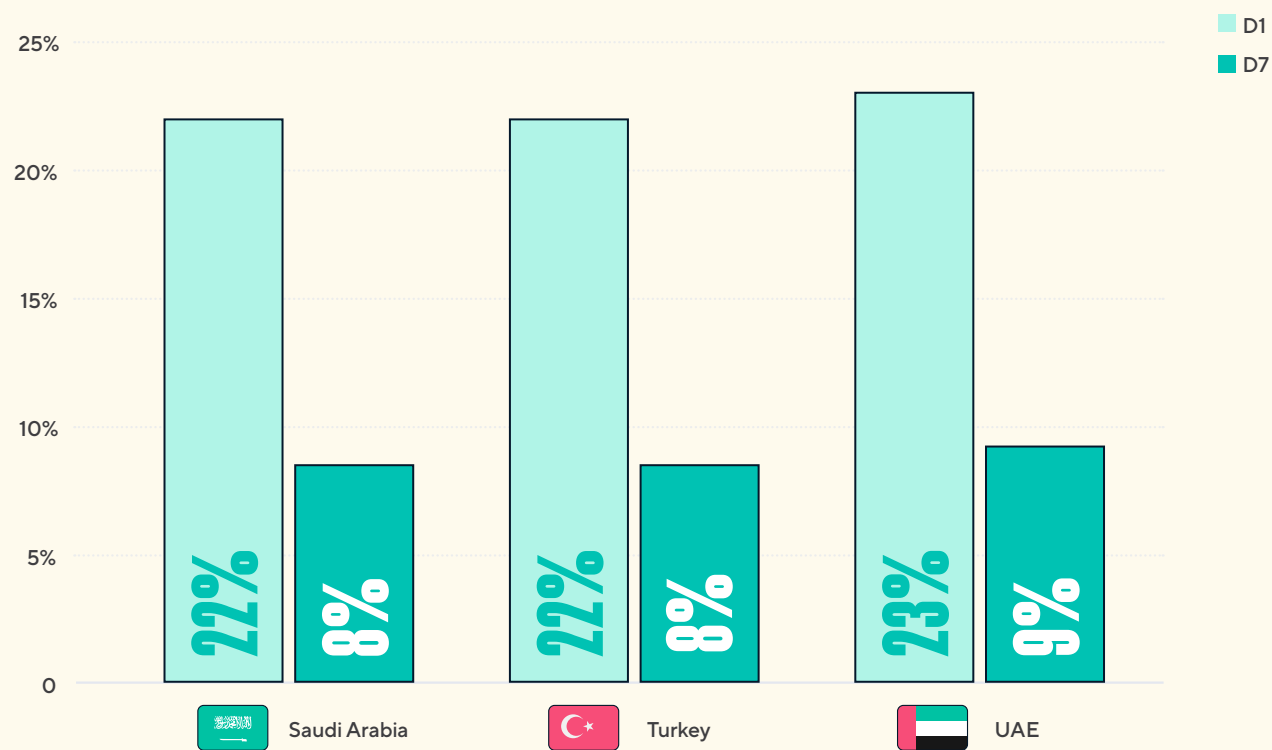


### Shopping app Growth Score by country 2023 (MENAT)

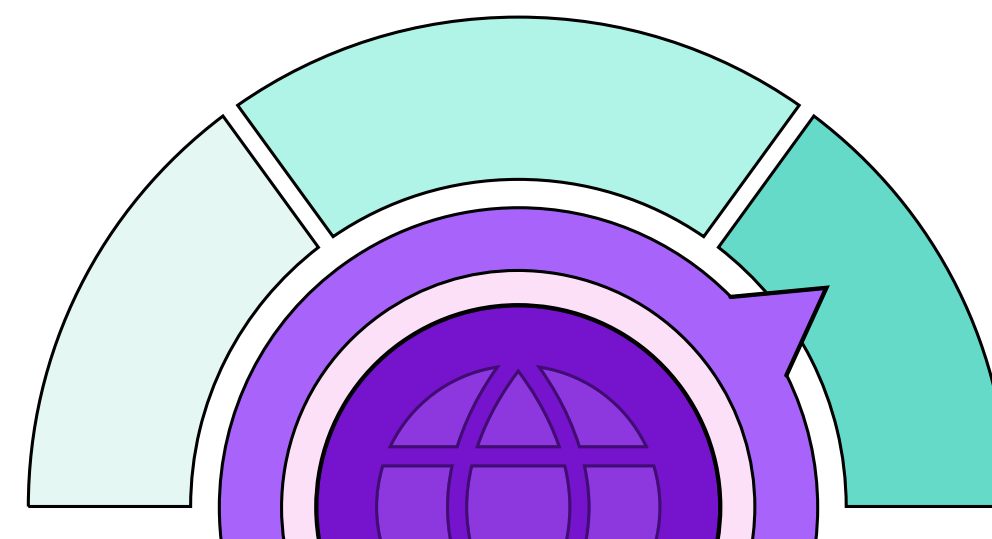




### D1 and D7 all verticals app retention rate by country Q1 2023 (MENAT)



In the first quarter of 2023, retention rates for Day 1 in Saudi Arabia and Turkey were at a humble 22%. By Day 7, they dropped to 8%. Meanwhile, the UAE saw slightly better numbers, with a Day 1 rate of 23% and Day 7 rate of 9%.



# Focus on North America: Countries and verticals



North America is a dominant player in the mobile app market, generating \$166 billion in revenue in 2022 and drumming up a projected **\$273 billion** by 2027. The North American market is also a famously expensive one for app marketing, with a higher percentage of iOS users and more expensive CPIs. Its users, however, tend to perform better in terms of IAPs, ad revenue, and subscriptions, so shelling out a little more per install can be extremely rewarding, but it needs to be masterfully approached.

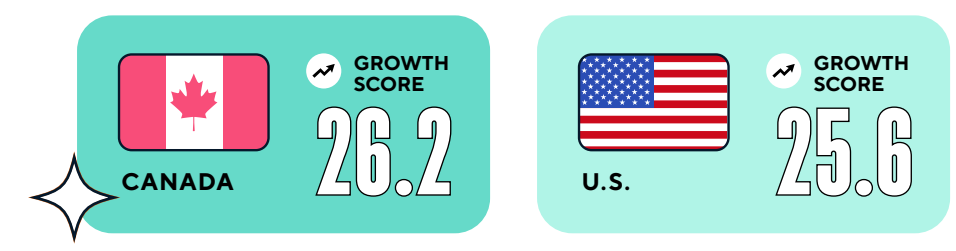
Mobile gaming (with a Growth Score of 27.9) is one of the strongest verticals in North America. An estimated **42%** of American adults play mobile games for at least an hour each week. Utility apps follow closely behind, with a Growth Score of 26.1. Social apps also made their mark, ranking third with a score of 22.1. Social apps performed better in both Canada and the U.S. than for the overall North American average, with scores of 22.4 and 22.2, respectively.



Social app Growth Score by country 2023 (North America)



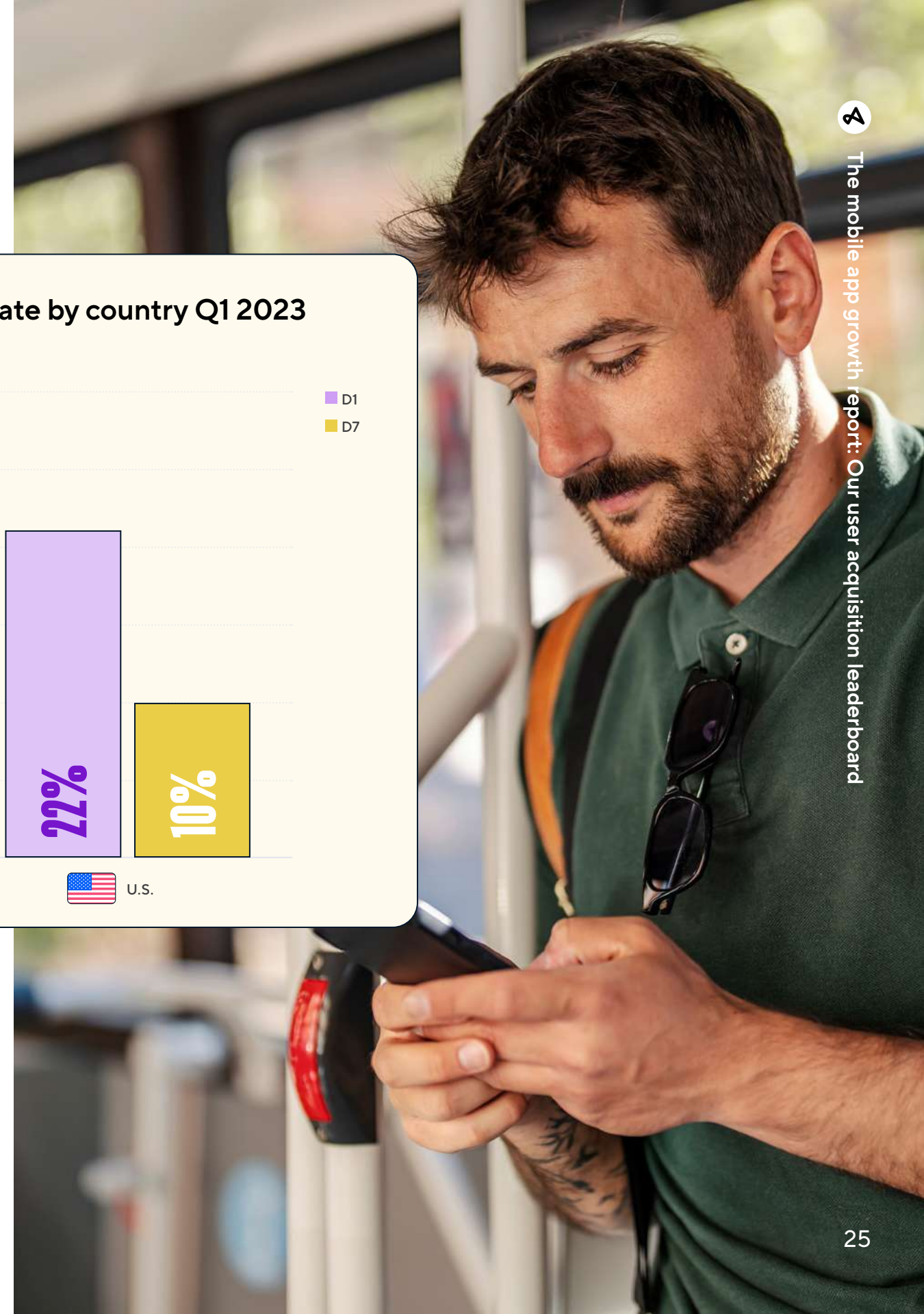
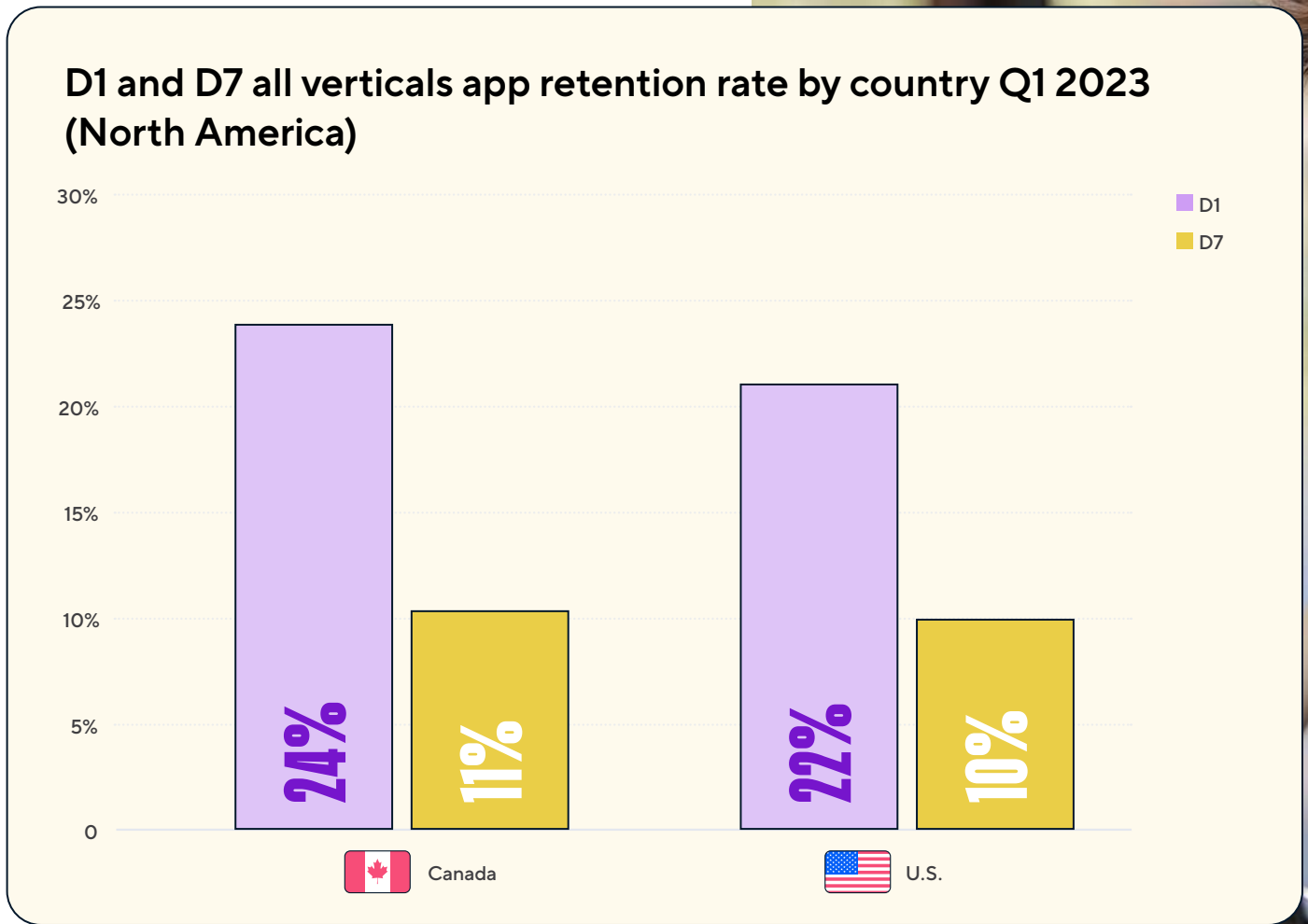
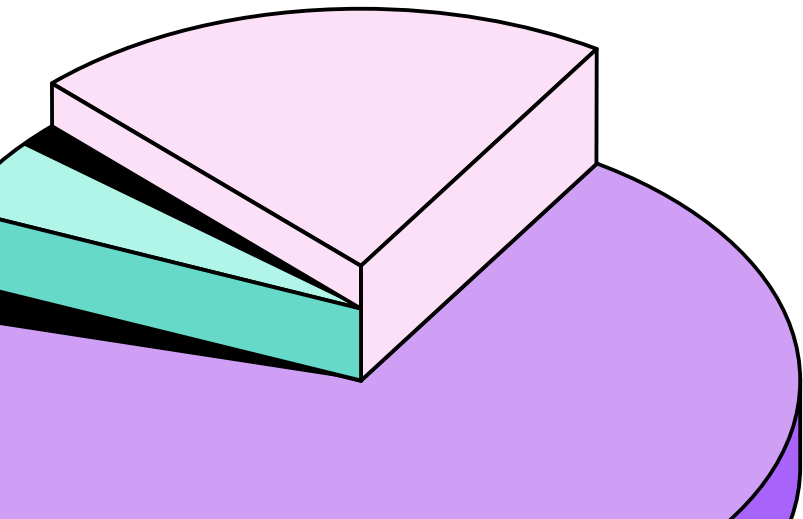
Utility app Growth Score by country 2023 (North America)

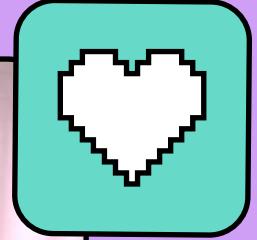
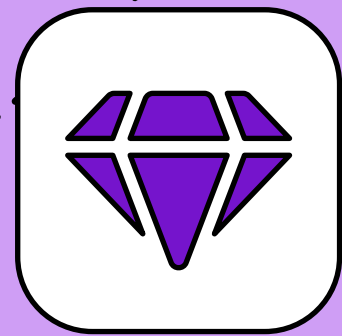
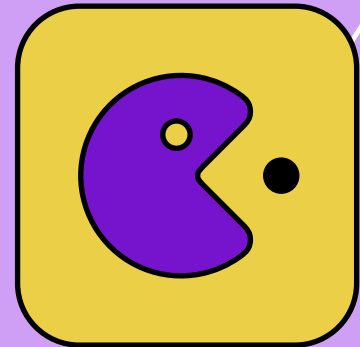
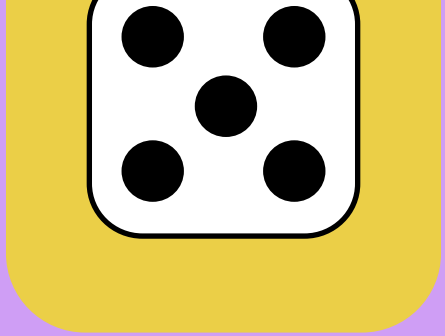




Canada had stronger retention rates than the U.S. across all verticals, with a Day 1 rate of 24% and Day 7 rate of 11%. Meanwhile, south of the border, the U.S. charted a Day 1 rate of 22% and a Day 7 rate of 10%.

Much like with other countries and regions charting retention rates below the median, if marketers want to capitalize here, focusing on bringing these numbers up will likely also push LTV in the right direction and correct for the lower Growth Score.





**PART 2**

# Spotlight on mobile gaming: A deep dive

# Global Growth Scores

The global mobile gaming industry is bouncing back in 2023 after a challenging 2022. Globally speaking, it has the highest potential for app marketers, with a huge Growth Score of 53.5. This aligns with figures on mobile games consumer spending from the first half of 2023, which are reported to have hit a massive [\\$41 billion](#). And game downloads skyrocketed to 30.4 billion.

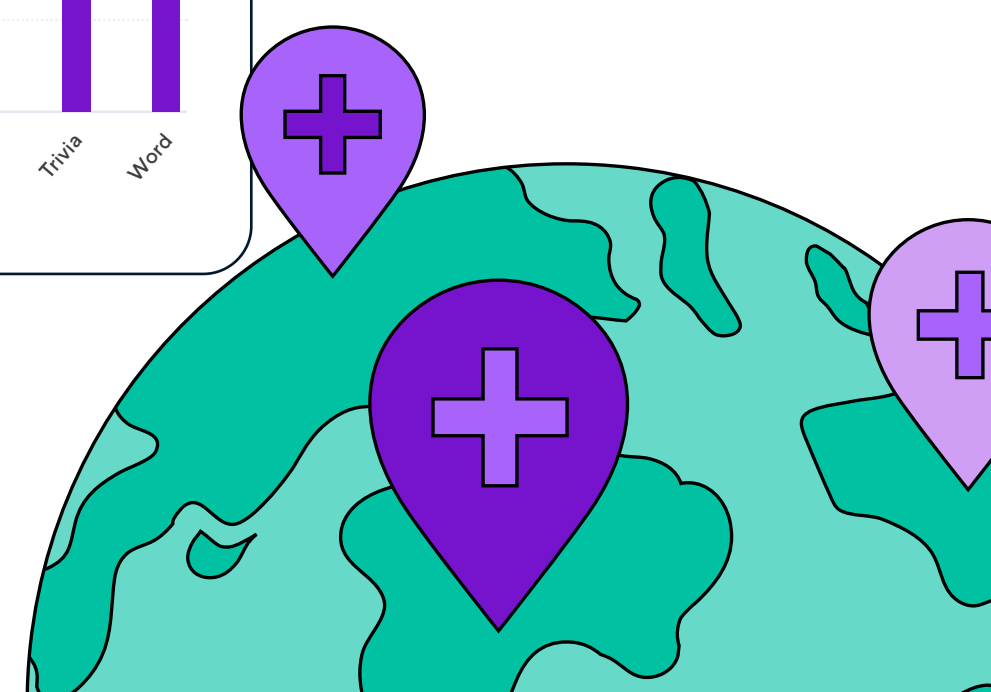
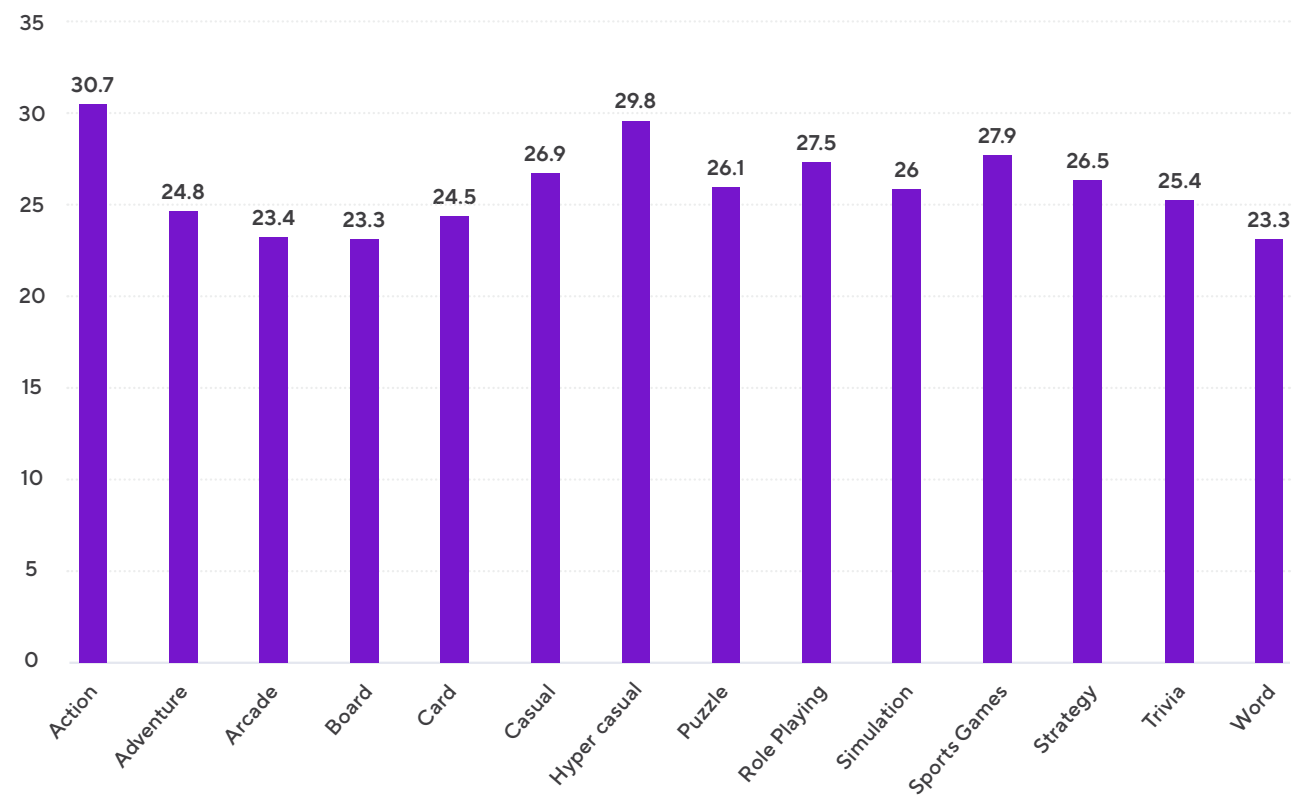
In terms of specific gaming categories, action games take the lead with a score of 30.7, closely followed by hyper casual games with 29.8. Sports games take third place at 27.9, and role-playing games (RPG) close out the top four with 27.5.

## D1 AND D7 GAMING RETENTION RATE Q1 2023 (GLOBAL)

D1: **28%**

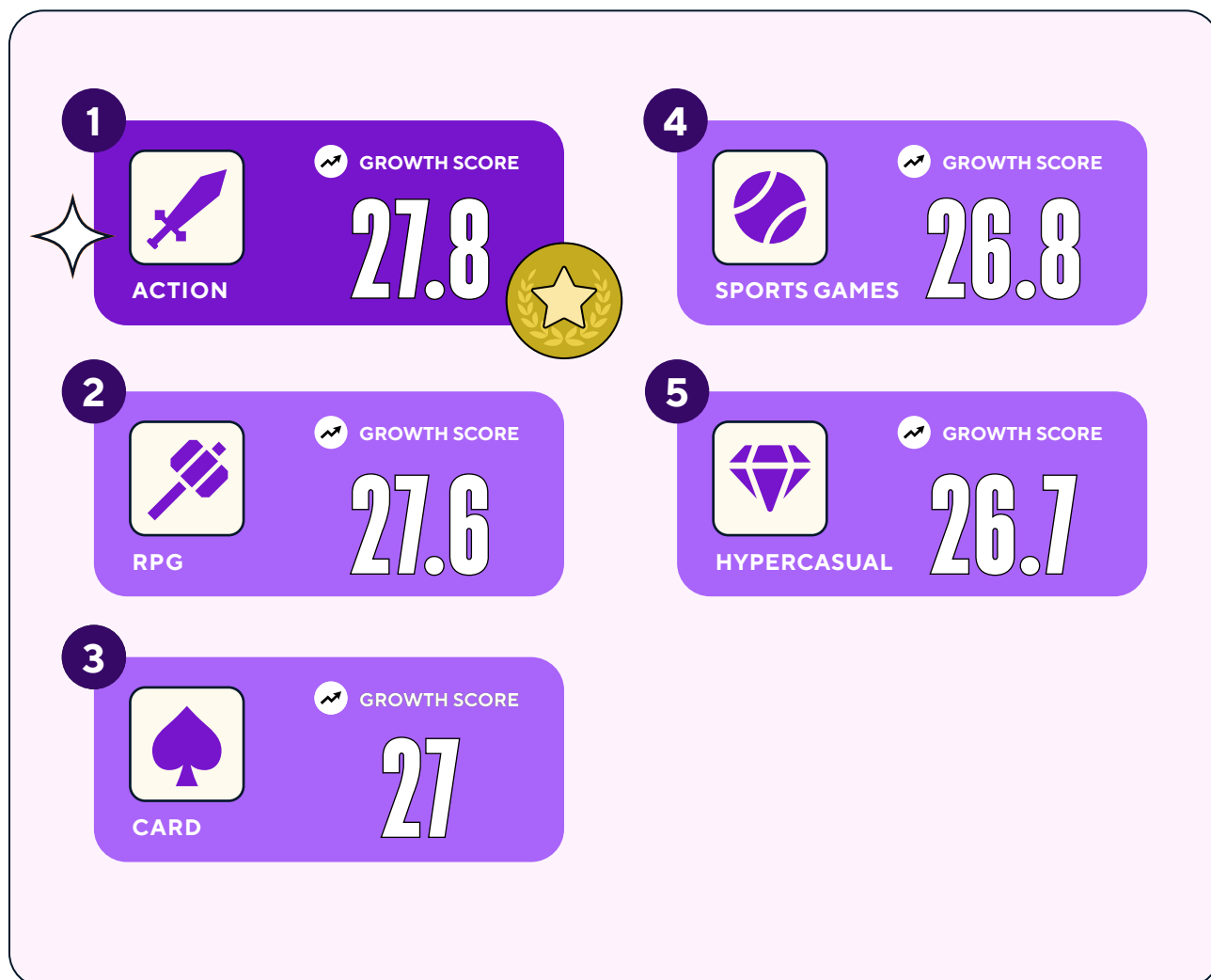
D2: **13%**

### Gaming app Growth Scores by subvertical 2023 (Global)



# APAC Growth Scores

Top 5 gaming subvertical Growth Scores 2023 (APAC)



Top gaming subvertical Growth Scores by country 2023 (APAC)

	Australia & New Zealand		Hyper casual	26
	India		Casual, Puzzle	25.8
	Indonesia		Simulation	26
	Japan		Hyper casual	26
	South Korea		Hyper casual	25.9
	Philippines		Simulation	25.7
	Singapore		Hyper casual	25.8
	Thailand		Simulation	26

Mobile gaming is (still) booming in the APAC region, and out of all the countries analyzed, India is at the forefront with a Growth Score of 28.9. The boost here can largely be attributed to the increasing availability of affordable smartphones and mobile data plans. The number of mobile gamers in India skyrocketed to over [193 million](#) in 2022, and the figure is expected to hit [209 million](#) by the end of 2023.

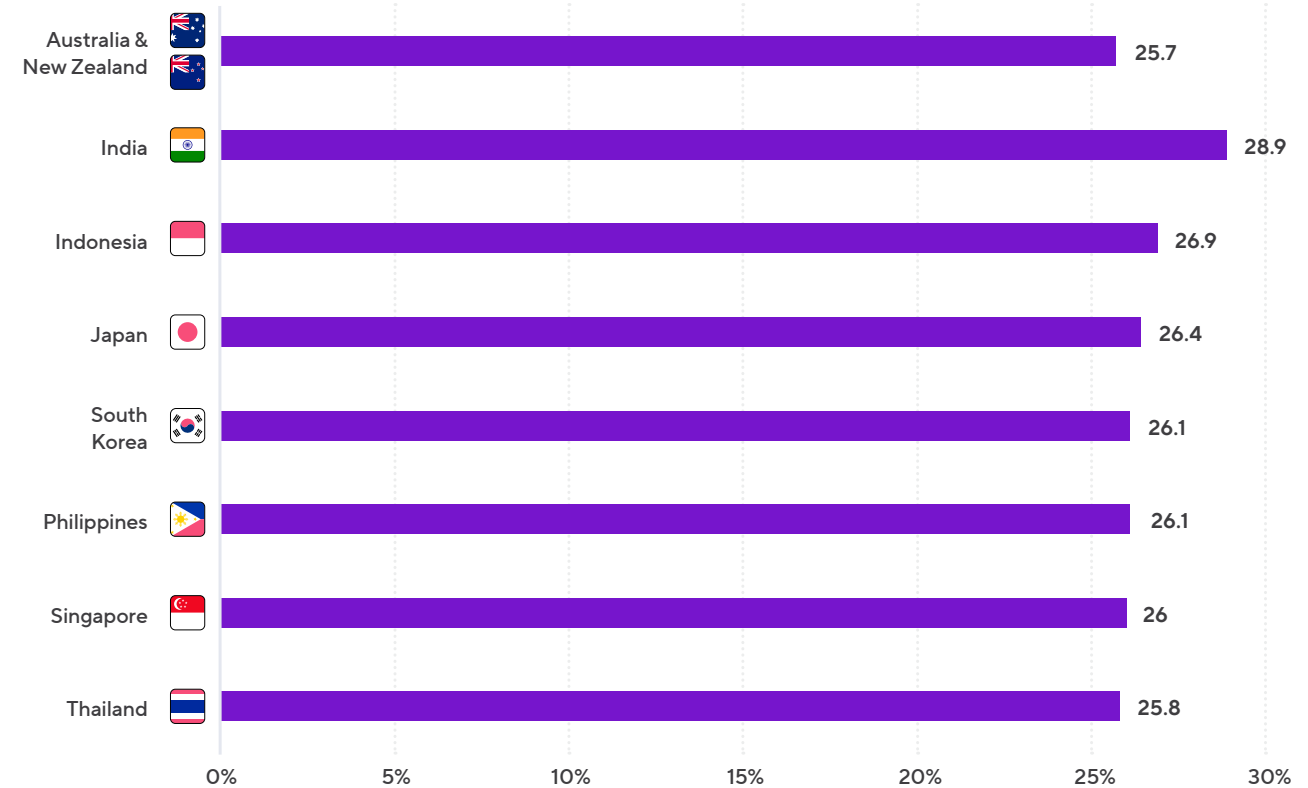
In terms of revenue, the mobile gaming industry in India is projected to rake in [\\$390 million](#) by 2023. **This makes India one of the best spaces to launch a mobile gaming UA campaign in the world.**

Following closely behind India is Indonesia, with a Growth Score of 26.9. As the third-largest mobile gaming market in the world, the country saw [3.37 billion](#) downloads on Google Play alone in 2022, with esports a large growing space.

Japan, with a Growth Score of 26.4, is also one of the largest mobile gaming markets in the world, boasting a massive [70 million](#) mobile gamers. The Japanese mobile gaming industry is predicted to exceed [\\$12.6 billion](#) in consumer spending by the end of 2023, according to [data.ai](#), so while more expensive to tackle than the aforementioned countries, it's a pivotal market.

Tying for fourth place are South Korea and the Philippines, with scores of 26.1. Singapore is not far behind with a score of 26, followed by Thailand with 25.8, and Australia and New Zealand with 25.7.

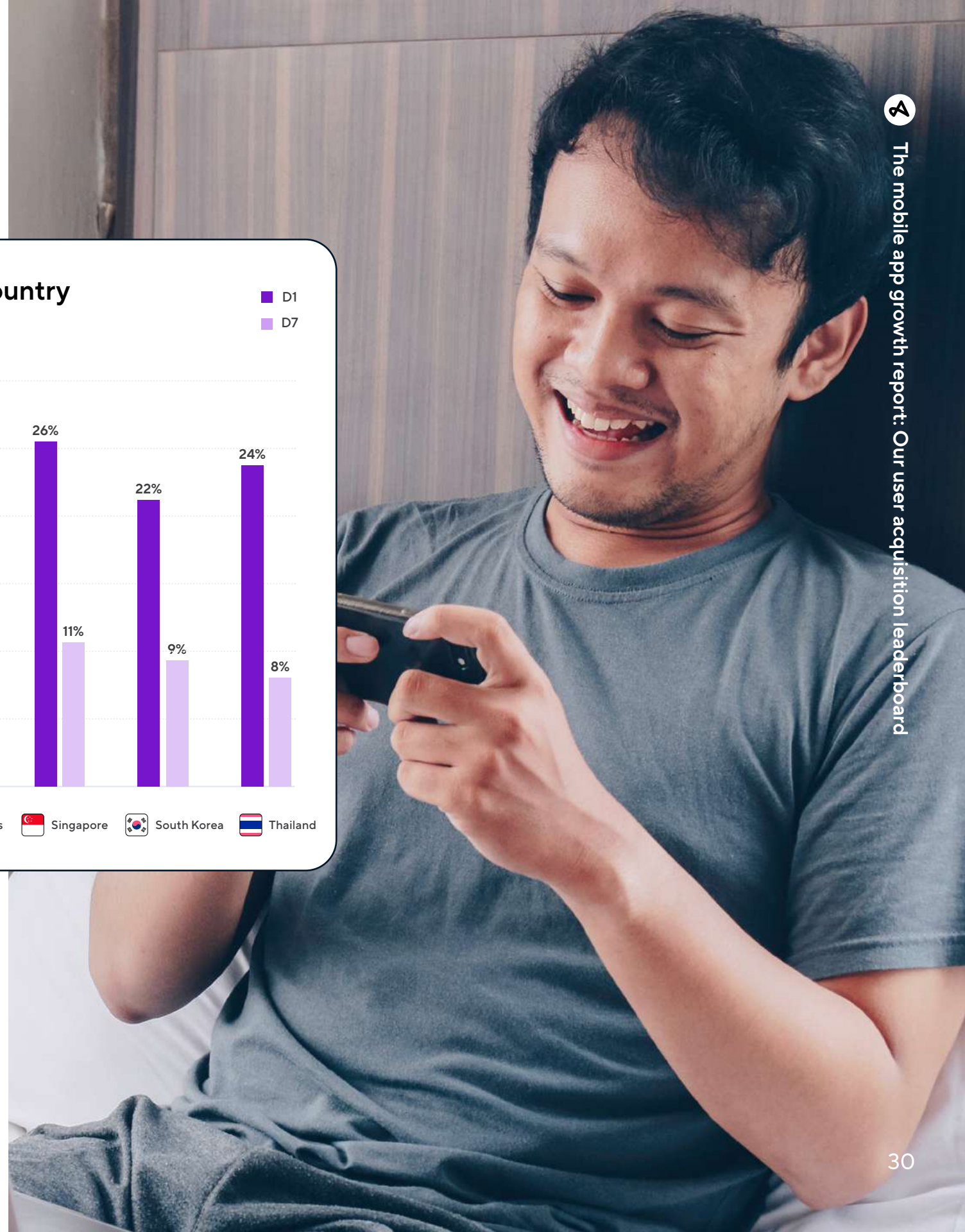
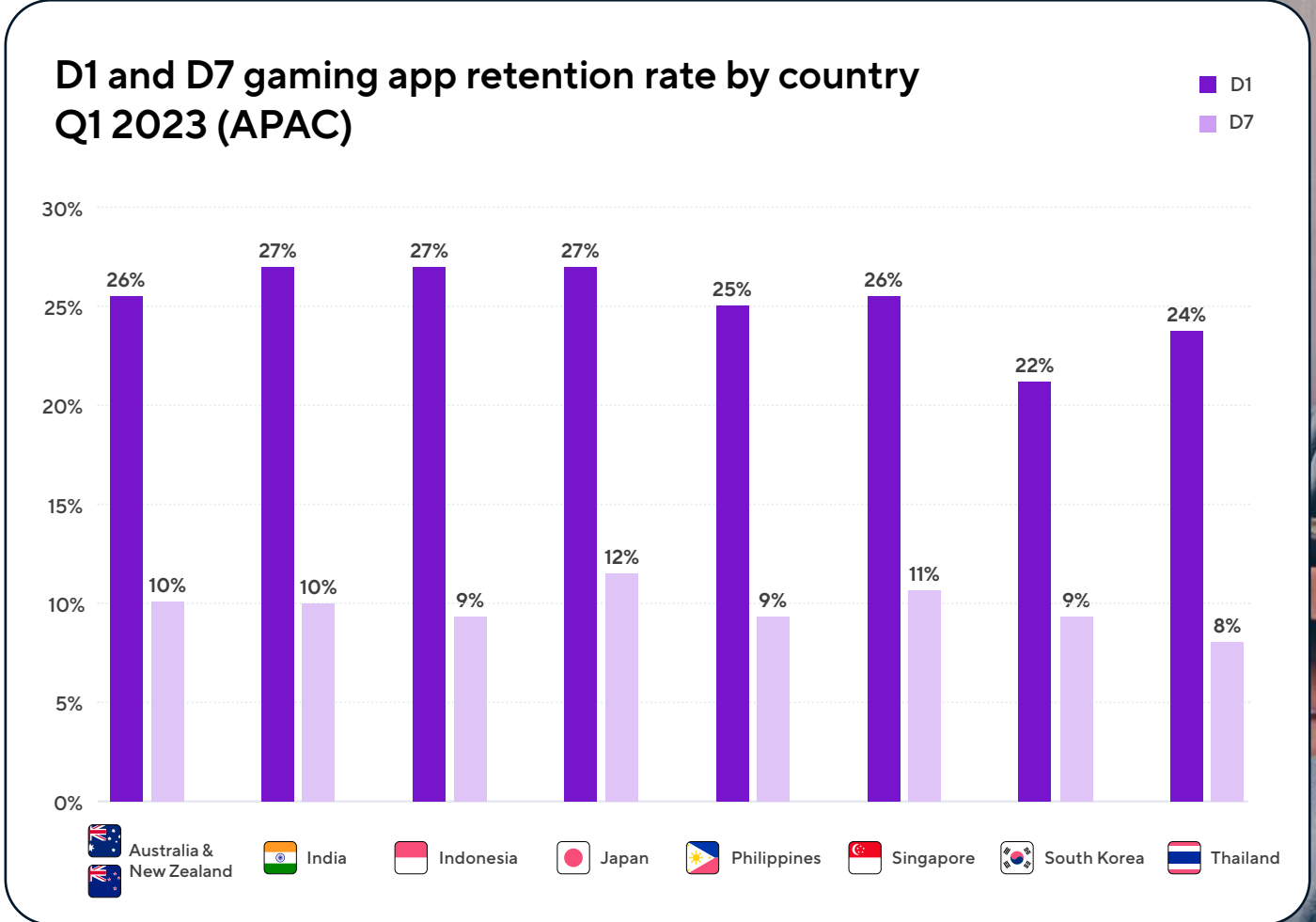
### Gaming app Growth Score by country (APAC)



The median Day 1 retention rate for a gaming app in India, Indonesia, and Japan is a promising 27%. By Day 7 India and Indonesia drop to 10% and 9%, respectively, while Japan maintains an impressive 12%. Singapore and Australia & New Zealand both start strong with a Day 1 rate of 26% and decrease to 11% and 10% by Day 7. Thailand and South Korea are on the lower end of the scale, starting out with Day 1 rates of 24% and 22%, before dropping to 8% and 9% by Day 7.

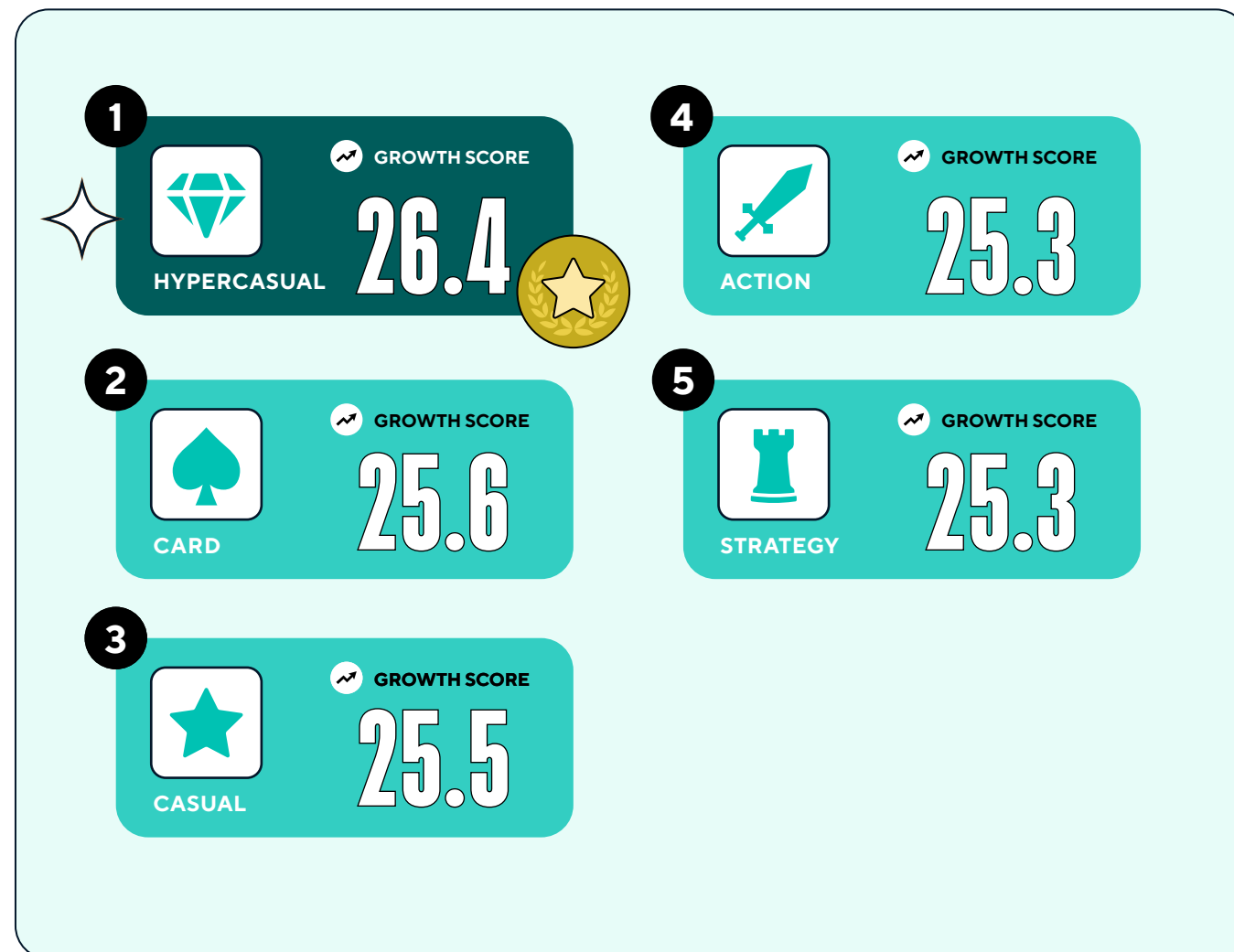
**BONUS**

APAC is probably the most critical market for gaming apps in the world, but launching high ROI campaigns from country-to-country is complex and contingent on numerous cultural and playing-habit factors. This is where you can leverage the Growth Score to pinpoint the best opportunities for maximum ROI.



# Europe Growth Scores

Top 5 gaming subvertical Growth Scores 2023 (Europe)



Top gaming subvertical Growth Scores by country 2023 (Europe)

	Denmark	Hyper casual	25.9
	Finland	Hyper casual	25.6
	France	Hyper casual	25.7
	Germany	Hyper casual	25.8
	Norway	Hyper casual	26
	U.K.	RPG	26.2

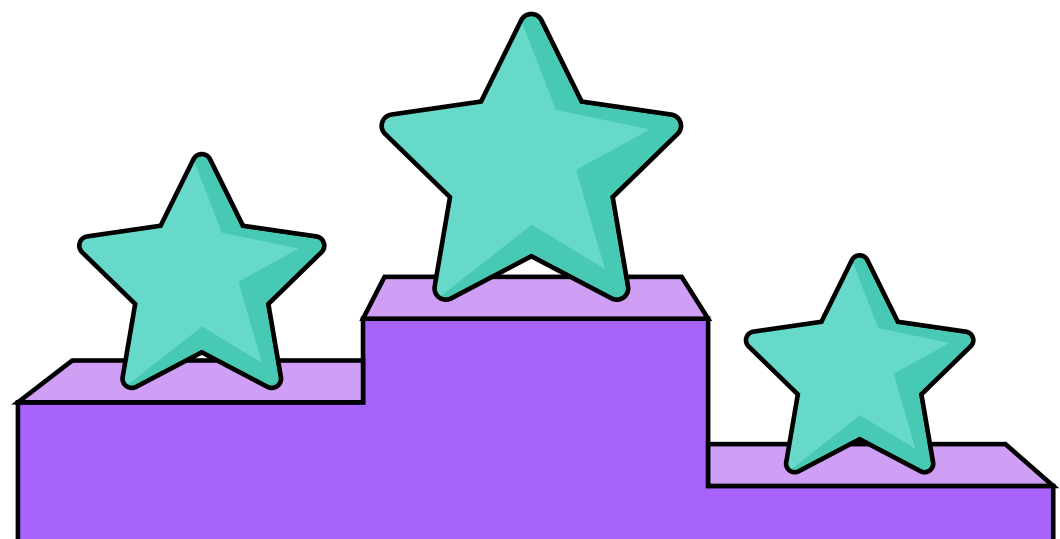


The mobile gaming industry in Europe is on a meteoric rise. The number of mobile gamers is projected to increase from [201 million](#) to 218 million over the next two years, and revenue is expected to hit [\\$28.4 billion](#) in 2023. A recent survey also revealed that Western European mobile gamers spend a monthly average of over [\\$25](#) in-app.

The U.K. and Norway are the frontrunners of countries individually analyzed, both landing a Growth Score of 26. These countries hold immense promise for UA managers, with gamers in the U.K. spending an average of [2.5 hours](#) daily playing mobile games, and Norway's mobile gaming population set to hit [1.9 million](#) by 2027.

Denmark, France, and Germany all scored 25.8, indicating relatively good value mobile gaming installs. Denmark's revenue, for example, is predicted to exceed [\\$490 million](#) in 2023, with a [quarter of the population](#) favoring mobile gaming over other devices. France also has the potential for significant growth in the mobile gaming space—revenue is set to reach a huge [\\$3.39 billion](#) by 2023. Germany, the [largest gaming market in Europe](#), is poised to rake in [\\$5.8 billion](#) in mobile gaming revenue by the end of this year, and they love regionalized content, so this is definitely a space to optimize by reaching into your localization budget.

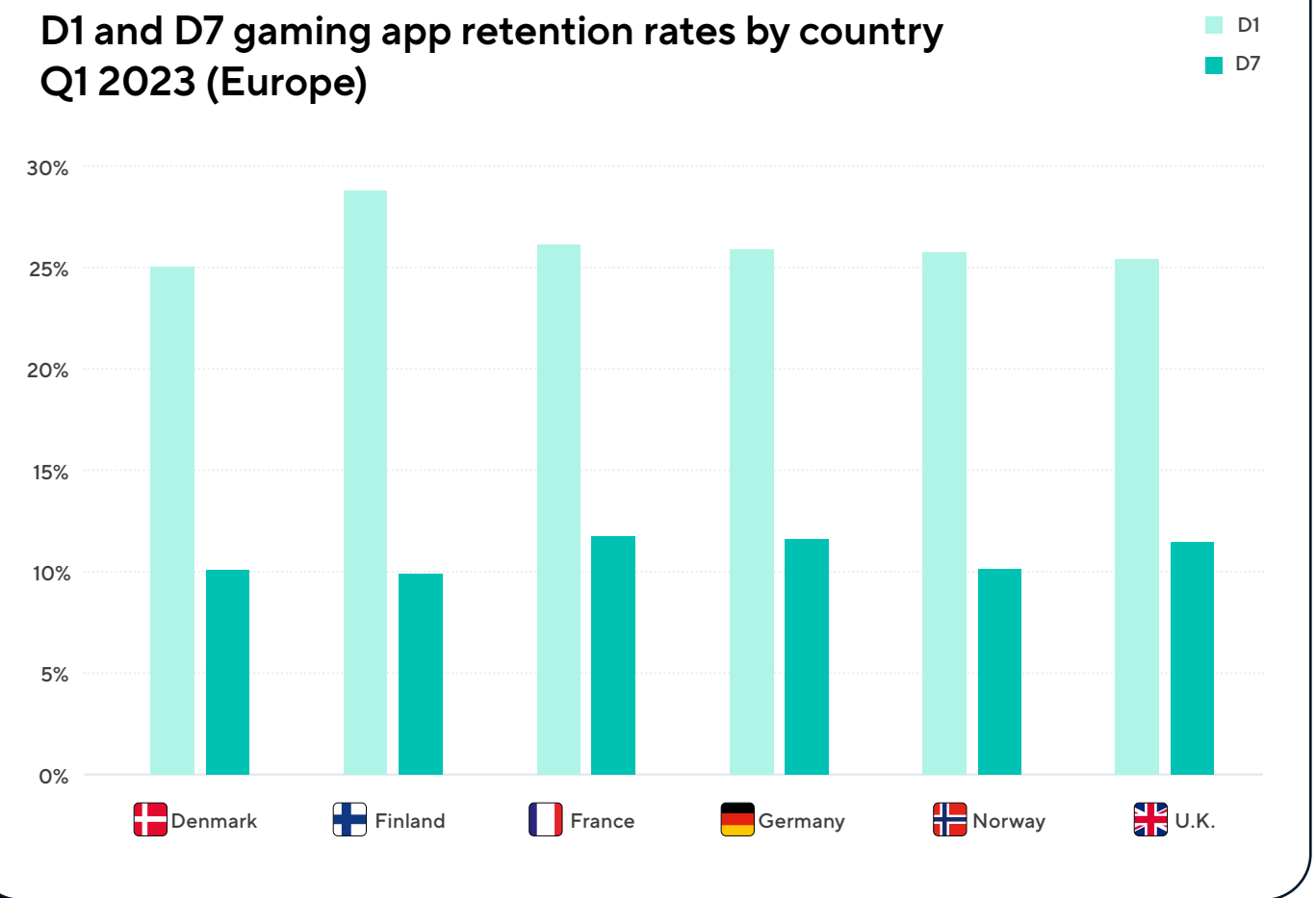
Gaming app Growth Score by country (Europe)







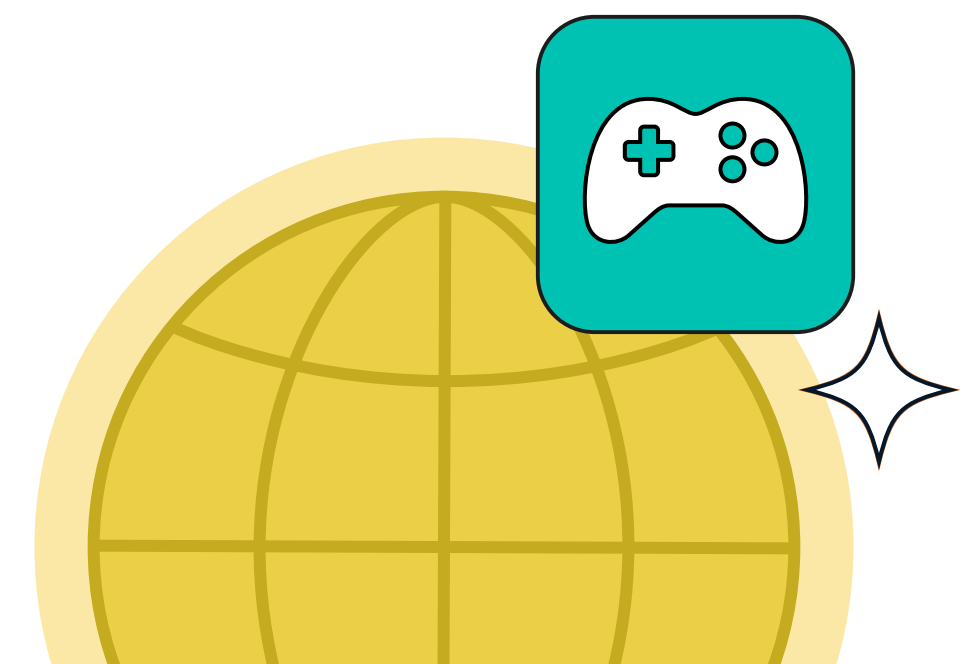
D1 and D7 gaming app retention rates by country  
Q1 2023 (Europe)



Despite having a mobile gaming Growth Score slightly lower than other Western European countries, Finland stood out for maintaining one of the highest Day 1 retention rates, with an impressive 29%, which drops to 10% by Day 7.

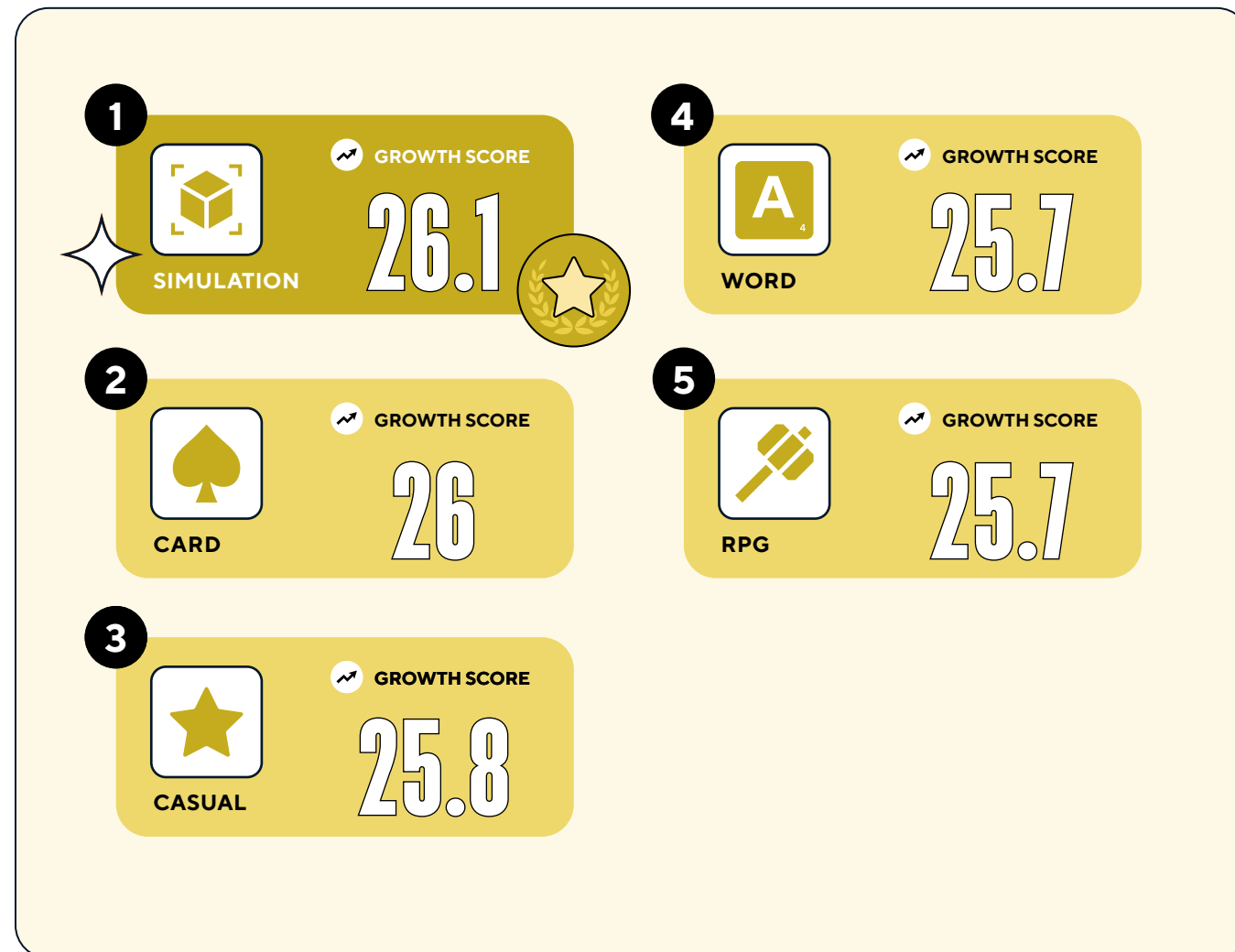
France, Germany, and the U.K. all start with a Day 1 rate of 26%—lower than Finland’s—but hold onto more users by Day 7, at 12%.

Norway opens with 26% on Day 1 and drops to 10% by Day 7.



# LATAM Growth Scores

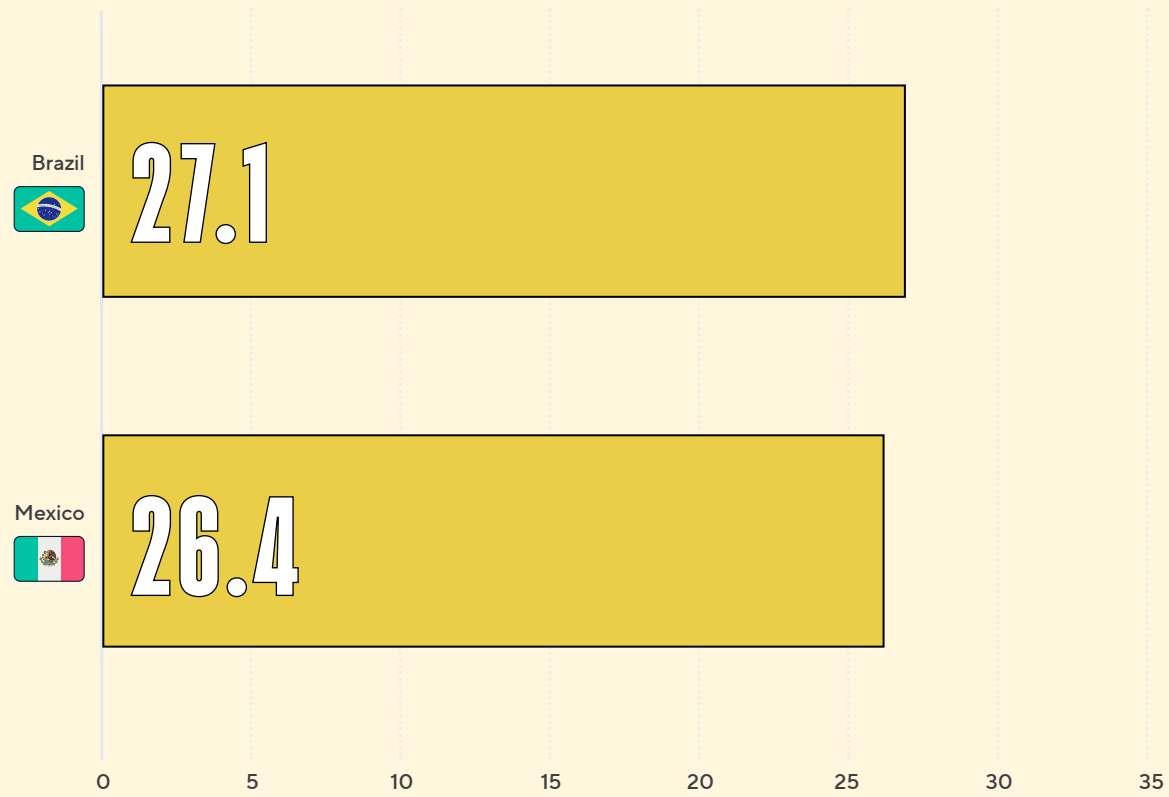
Top 5 gaming subvertical Growth Scores 2023 (LATAM)



Top 3 gaming subvertical Growth Scores by country 2023 (LATAM)

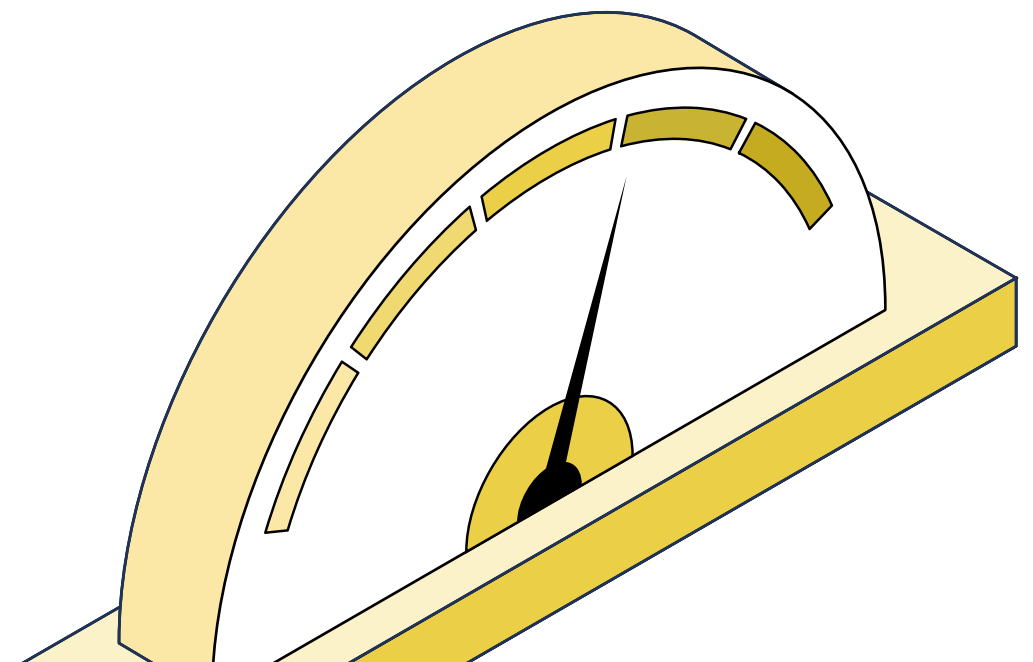
Country	Rank	Subvertical	Growth Score
Brazil	1	Casual	25.9
	2	Simulation	25.7
	3	Hyper casual	25.5
Mexico	1	Simulation	25.9
	2	Casual	25.8
	3	RPG	25.7

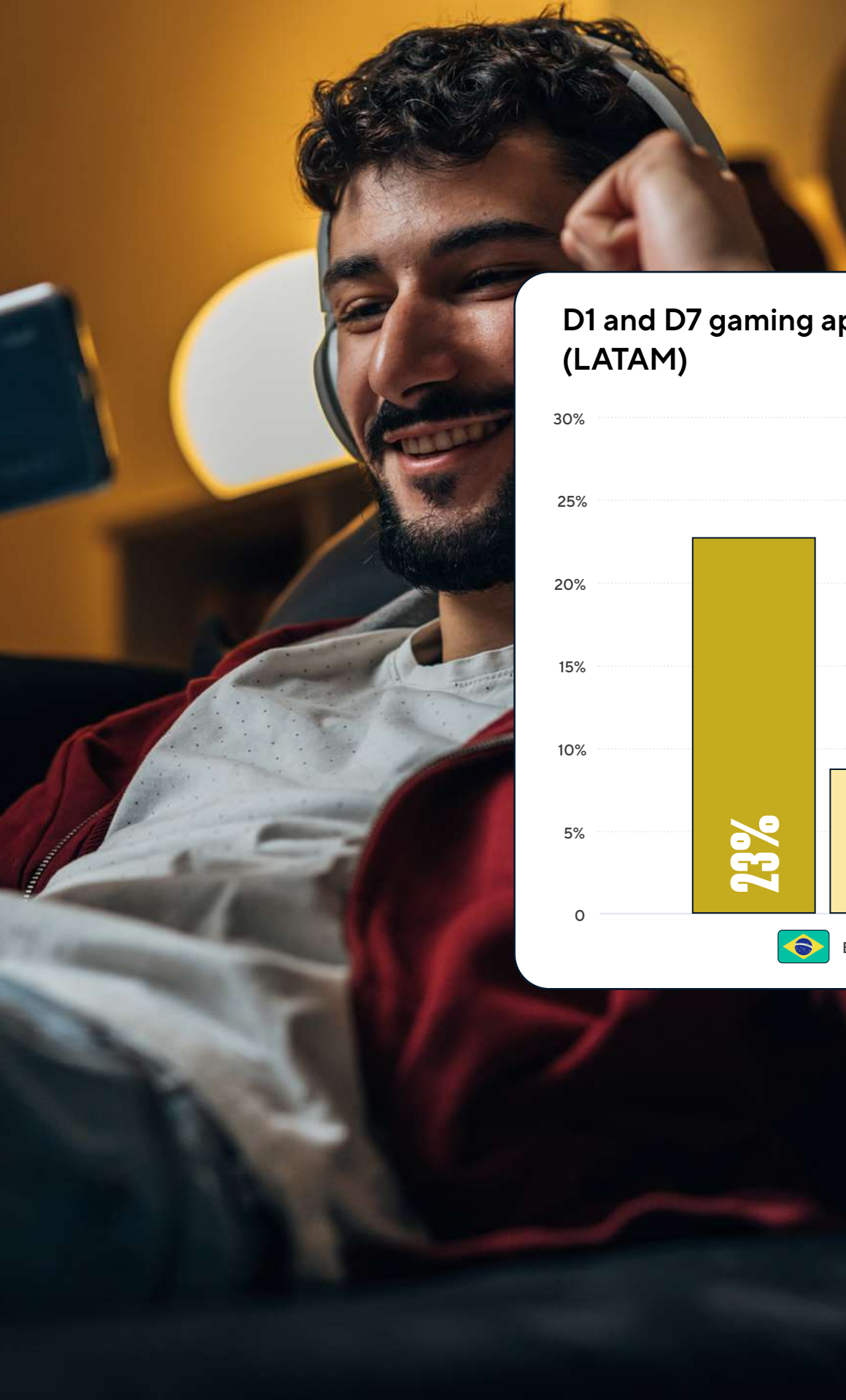
### Gaming app Growth Score by country (LATAM)



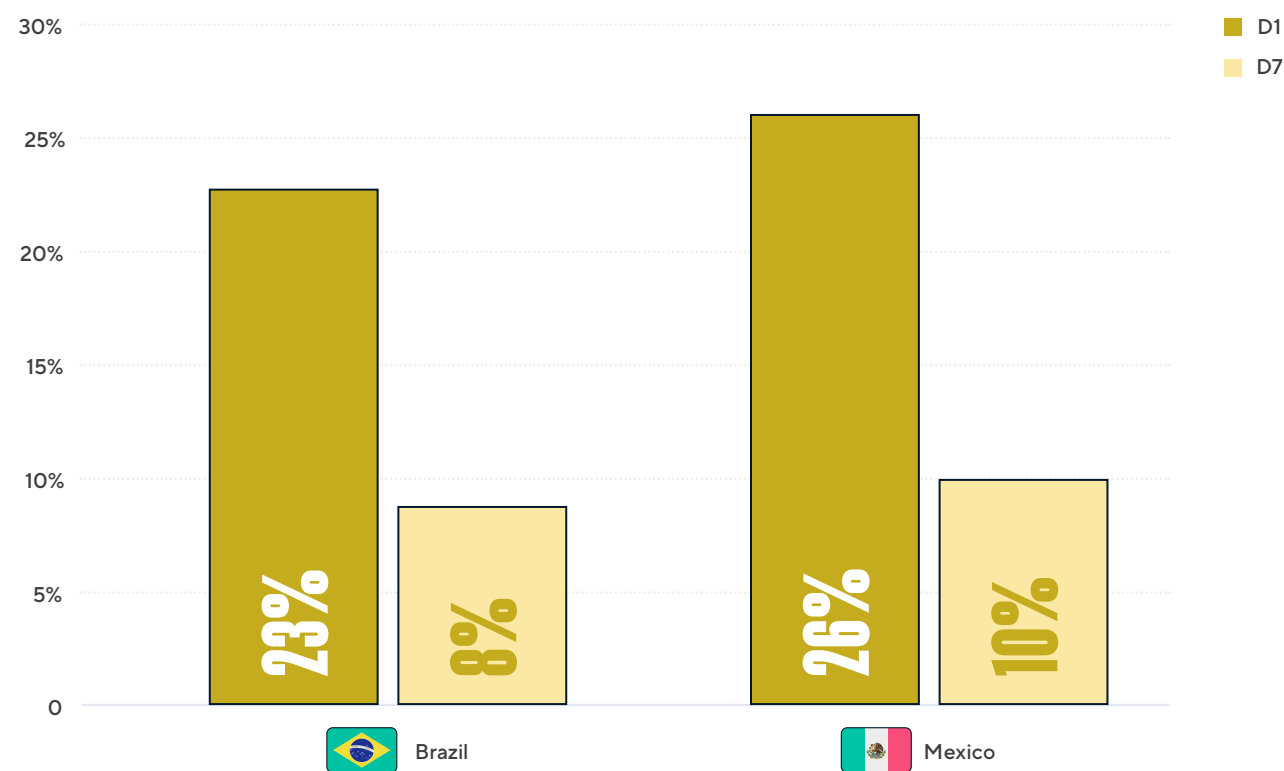
Brazil has emerged as a powerhouse in the world of mobile gaming, and comes in with a Growth Score of 27.1. The country's mobile-first games market is rapidly expanding, with [70%](#) of Brazil's online population playing games on their mobile devices. The market's revenue is projected to surpass [\\$1.3 billion](#) by the end of this year. According to [Google's Mobile Insights Report for 2022](#), Brazilian mobile gamers crave localized characters, settings, and content, making localization and personalization key factors for developers and UA managers in this market.

Mexico's mobile gaming scene is also on the rise, with projections indicating that over 58 million gamers will be playing on mobile devices by 2027. Although the Growth Score of 26.4 is on the lower side, Mexico is quickly establishing itself as a major player in the mobile gaming industry, and we expect to see this figure increase next year. Why? Because despite a global downturn in the market, Mexico achieved an impressive YoY consumer spend growth of [9.4%](#) in 2022, and the country's mobile gaming revenue is expected to reach [\\$830 million](#) in 2023.





D1 and D7 gaming app retention rates by country Q1 2023 (LATAM)

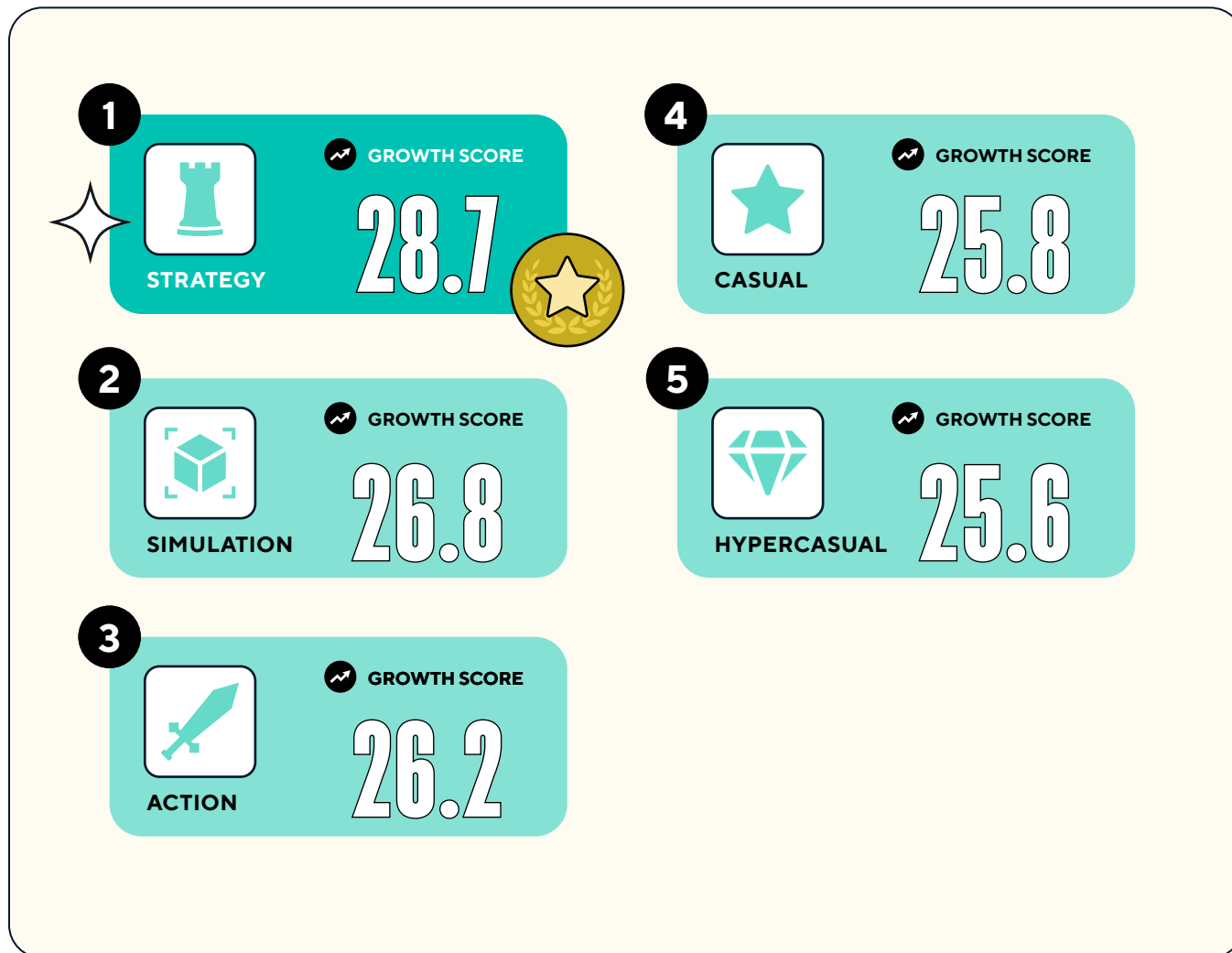


While Brazil showed a slightly stronger growth rate, interestingly, it was Mexico that came out on top in terms of Day 1 retention, with a rate of 26%. As the first week progressed, Mexico's players remained loyal with a decent 10%.

Brazil's lower Day 1 rate of 23% and Day 7 rate of 8%, but the higher growth score, indicates that marketing strategies and business models are likely optimized for locking in revenue fast—e.g. a hyper casual model—or that the retained cohorts consistently prove high LTV despite being a smaller size.

# MENAT Growth Scores

Top 5 gaming subvertical Growth Scores 2023 (MENAT)



Top gaming subvertical Growth Scores by country 2023 (MENAT)

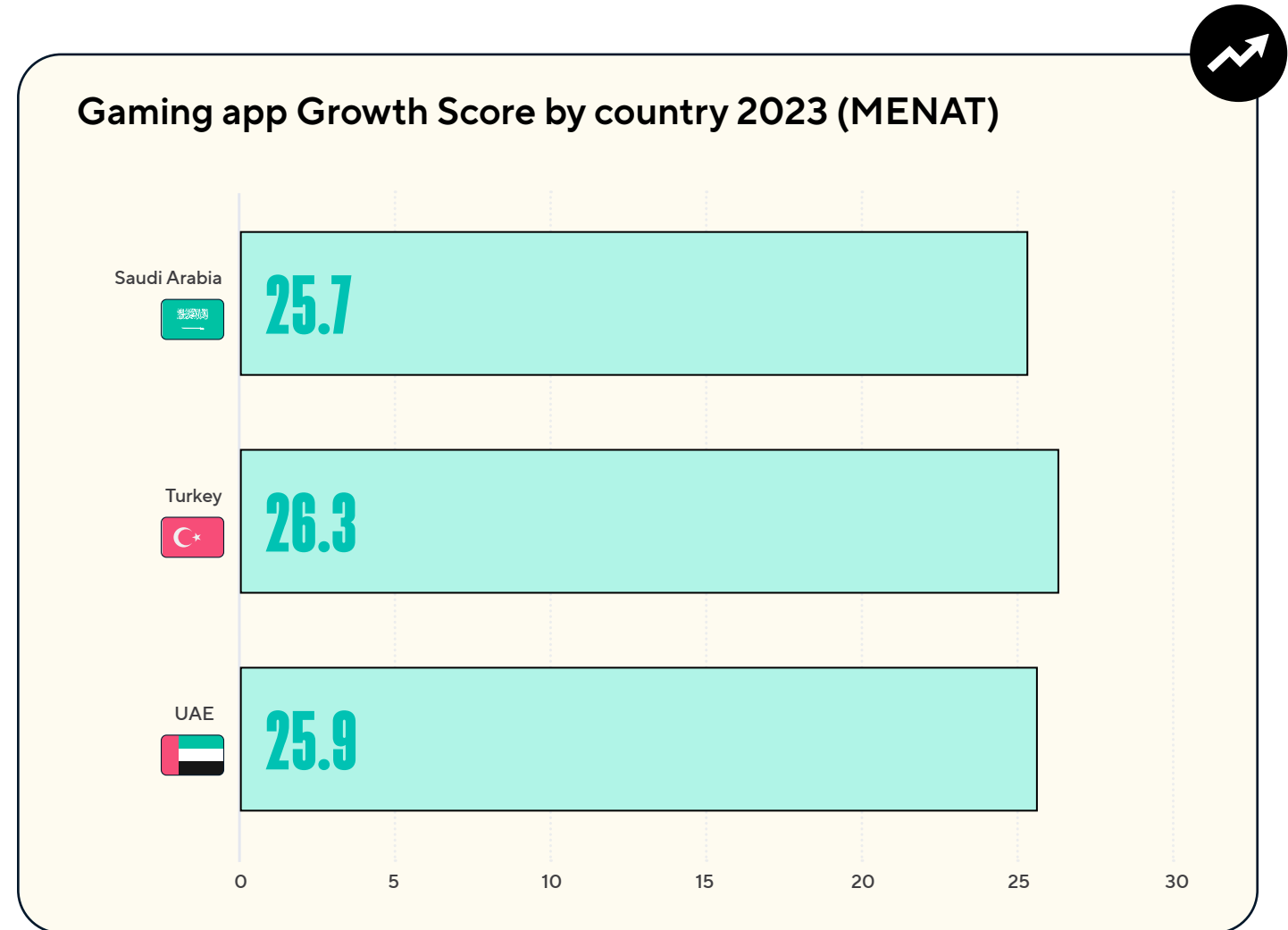
	Saudi Arabia		Hyper casual	25.4
	Turkey		Strategy	25.8
	UAE		Hyper casual	25.8

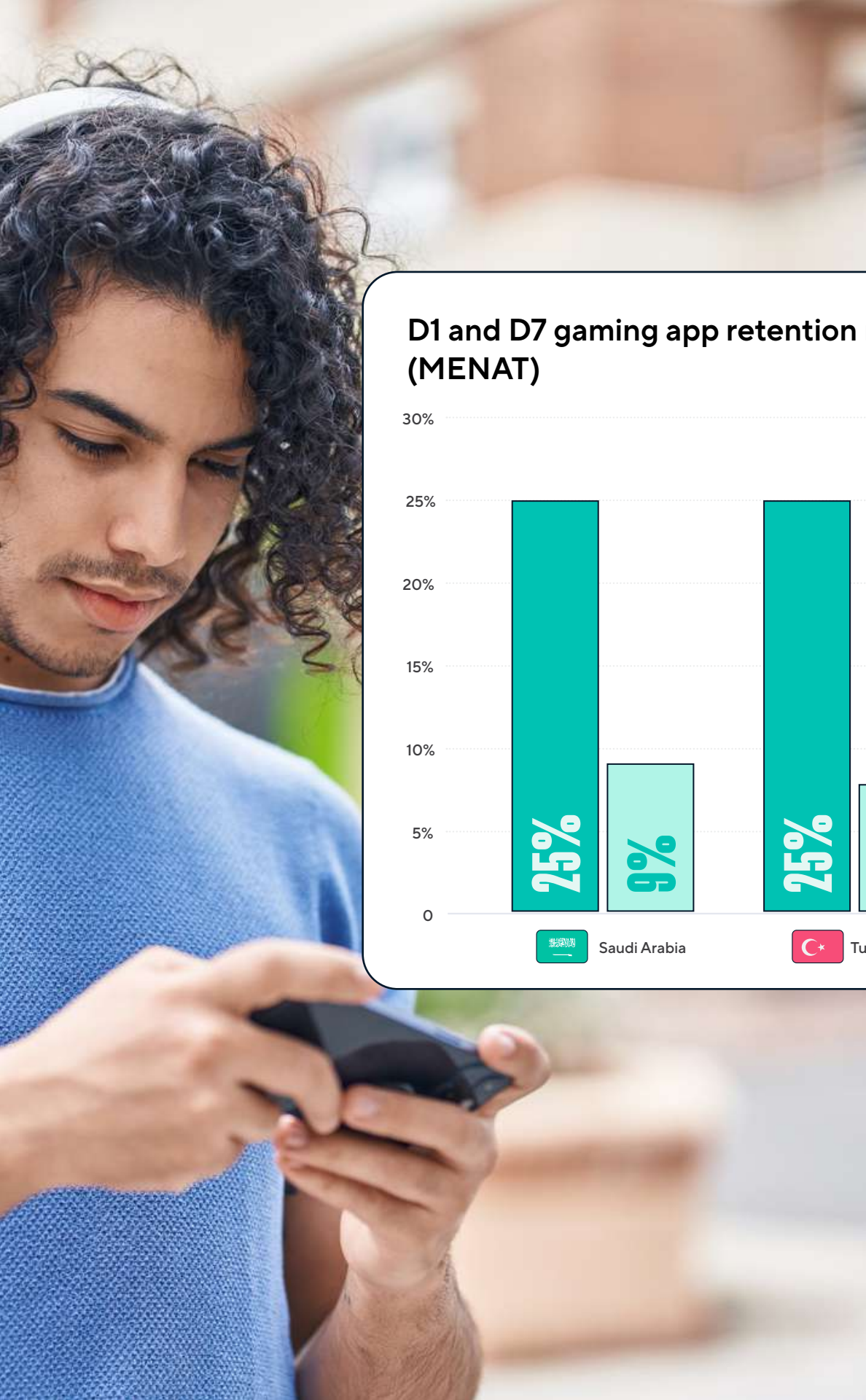
We highly recommend exploring the MENAT region for your gaming app's growth. Users in the region download an average of 26,200 apps every minute and spend an average of 5.5 hours a day on their devices, resulting in [65%](#) of the region's gaming revenue coming from mobile games.

Turkey has the highest individual country score in the MENAT region for games (26.3) due to its slightly lower eCPI numbers. Although total revenue for mobile gaming took a [slight dip last year](#), the demand for mobile games in the country remains as strong as ever. [81%](#) of Turkish adults play at least one mobile game and 41% of them play for **more than ten hours a day** 💰.

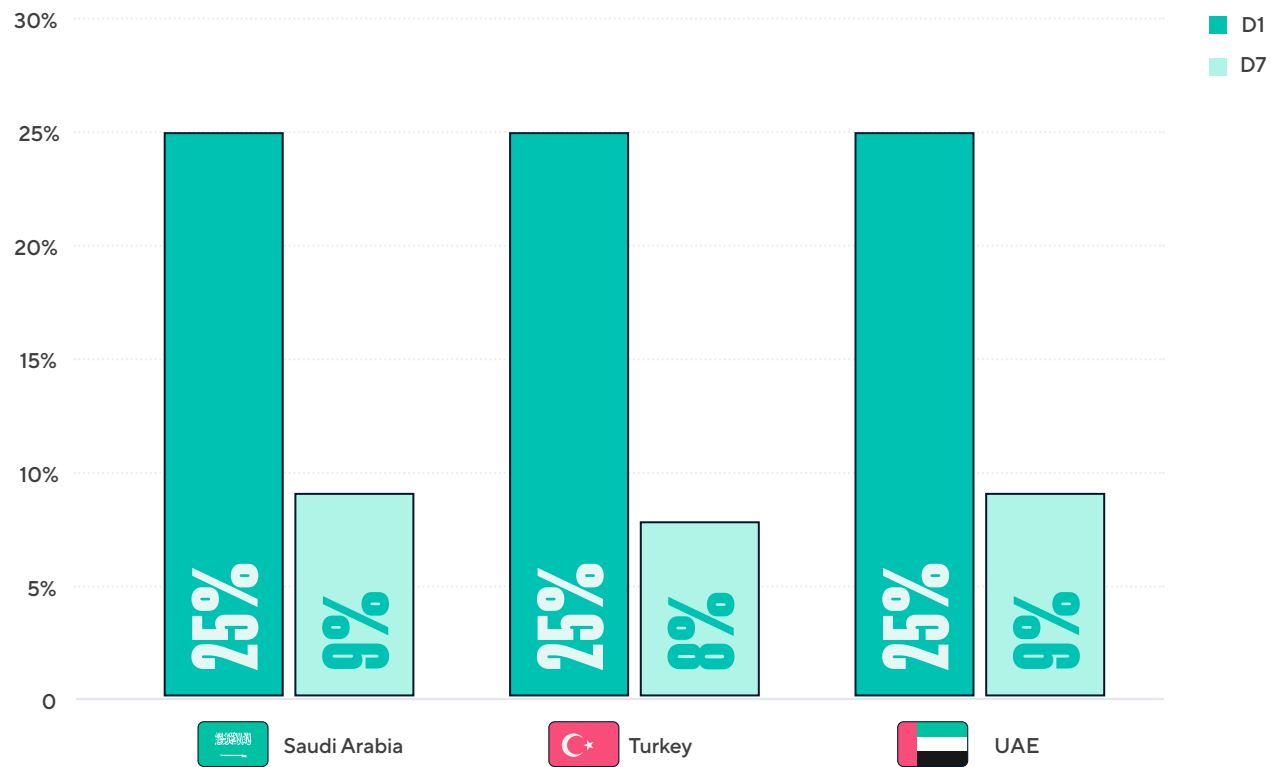
Saudi Arabia is another major player in the mobile games market, generating [\\$1.8 billion](#) of revenue in 2022, which accounts for approximately 45% of total MENA games revenue. With a Growth Score of 25.7, Saudi Arabia has over [21 million](#) mobile gamers, almost [60%](#) of which spend money on mobile games.

The UAE snagged a Growth Score of 25.9. Mobile gaming is the top source of gaming revenue in this market, with [71%](#) of the gaming population preferring to play on mobile. Casual gamers are the ones to go after here, with an anticipated market volume of [\\$176 million](#) by 2023.





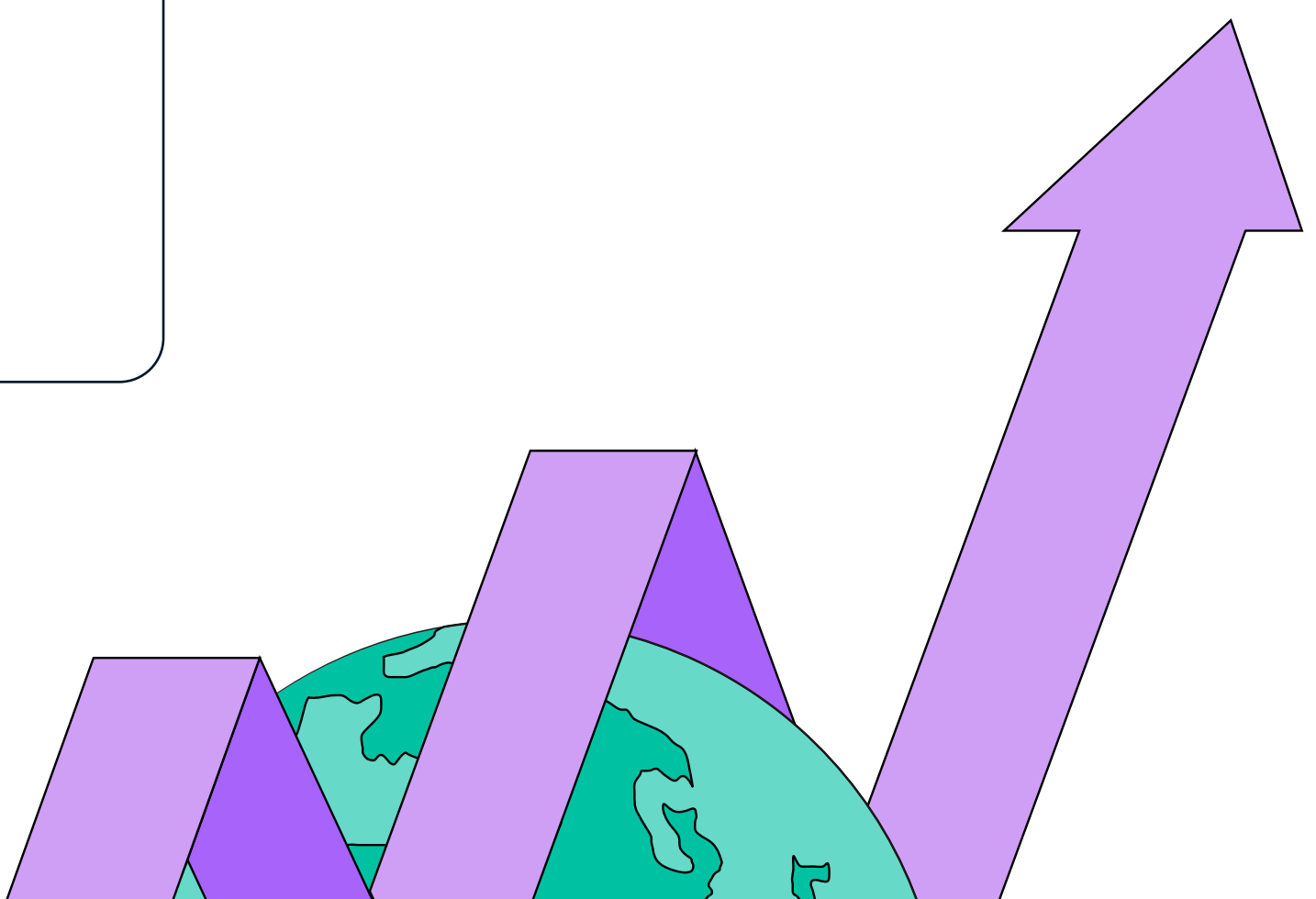
### D1 and D7 gaming app retention rates by country Q1 2023 (MENAT)



In the first quarter of 2023, mobile gaming's Day 1 retention rate was a consistent 25% across Saudi Arabia, Turkey, and the UAE

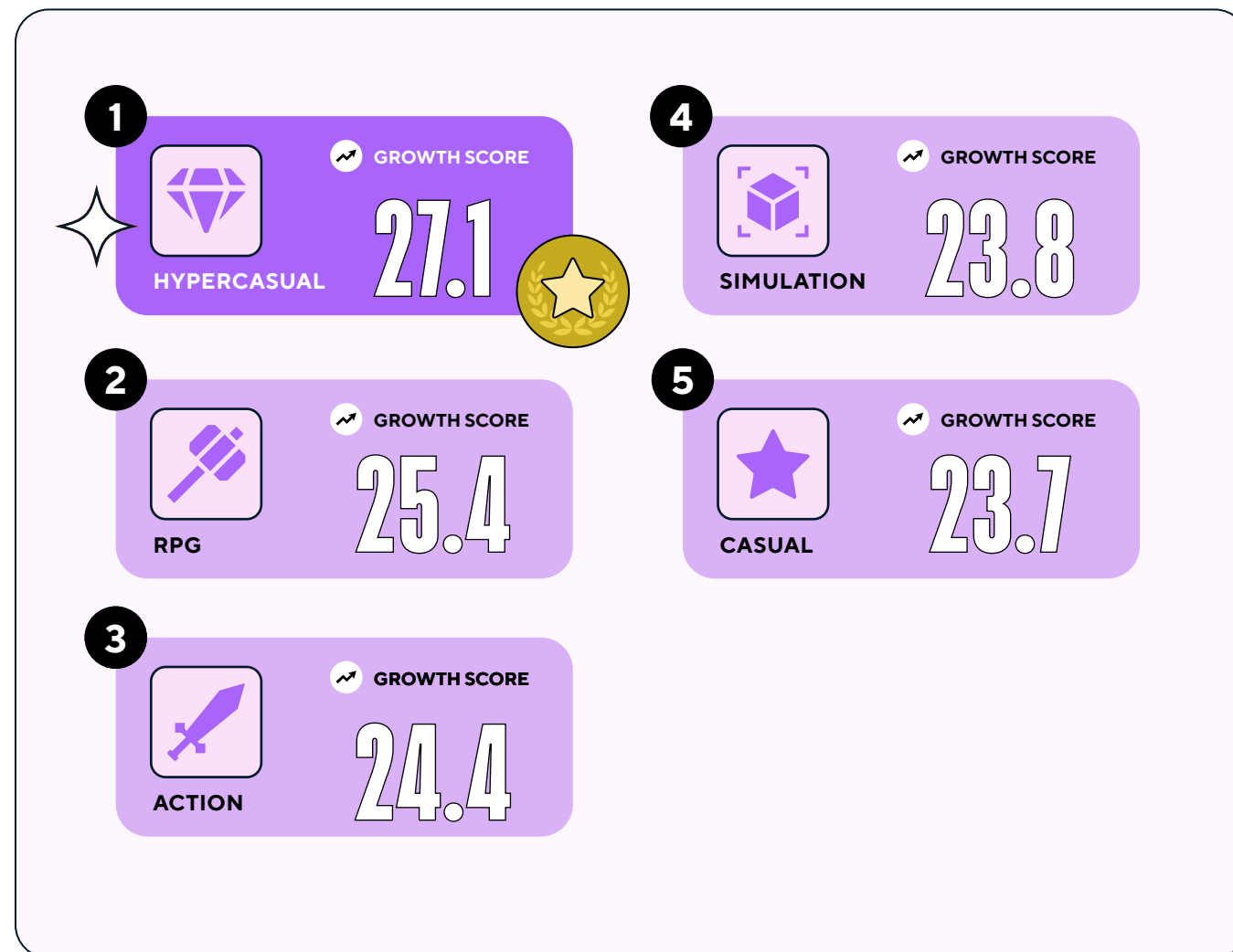
By Day 7, this number decreased to 9% in Saudi Arabia and the UAE, while Turkey came in slightly lower at 8%.

All in all, the figures are quite consistent across the region.



# North America Growth Scores

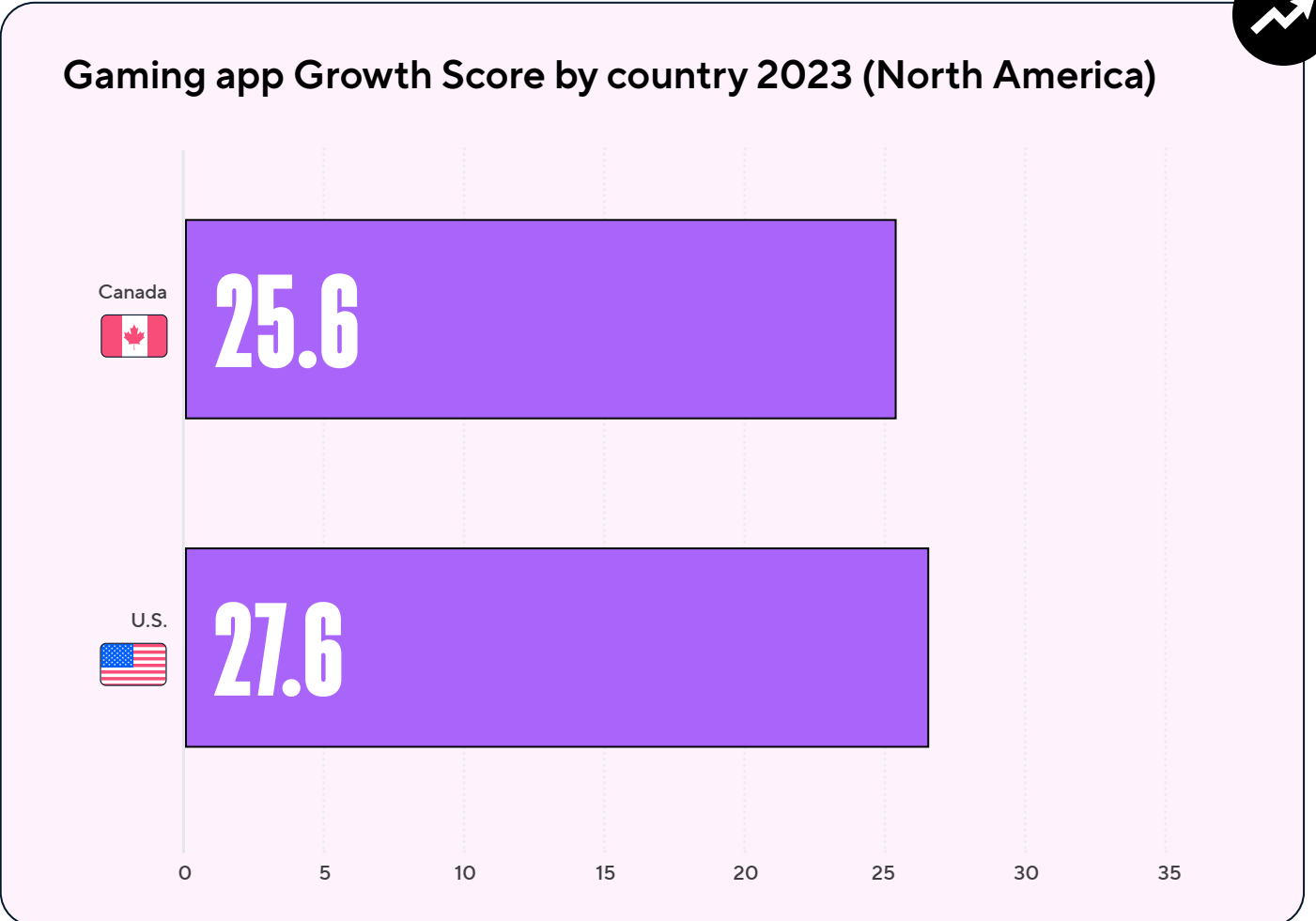
Top 5 gaming subvertical Growth Scores 2023 (North America)



Top 3 gaming subvertical Growth Scores by country 2023 (North America)

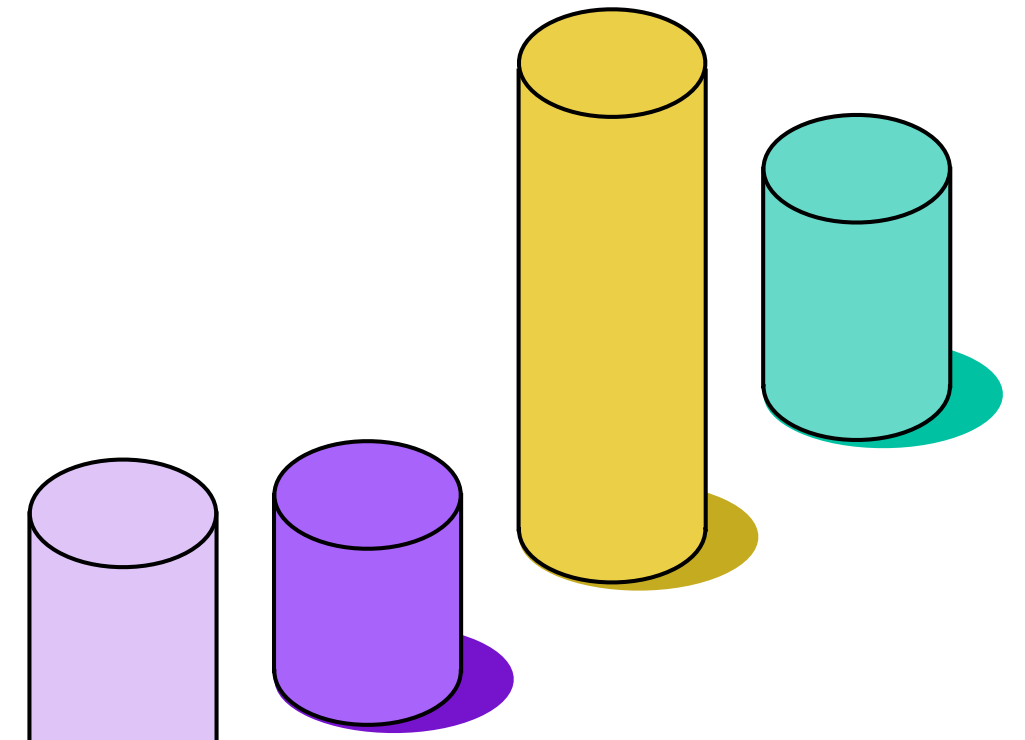
Country	Rank	Subvertical	Growth Score
Canada	1	Hyper casual	26
	2	Casual	25.8
	3	Simulation	25.4
U.S.	1	Hyper casual	26.4
	2	Action	24.3
	3	Casual/Card/RPG	23.7





North America continues to be one of the most promising and profitable markets for mobile gaming in the world. Fueled by a high rate of smartphone usage, widespread 5G connectivity, and a thriving gaming culture, this market is poised for continued and substantial growth in the years to come. In the U.S. alone, mobile gaming is projected to generate an impressive **\$20 billion** in revenue from in-app purchases alone in 2023, with over **48%** of the population playing mobile games. All things considered, the country's gaming Growth Score stands at 27.6, brought down most significantly by high eCPIs.

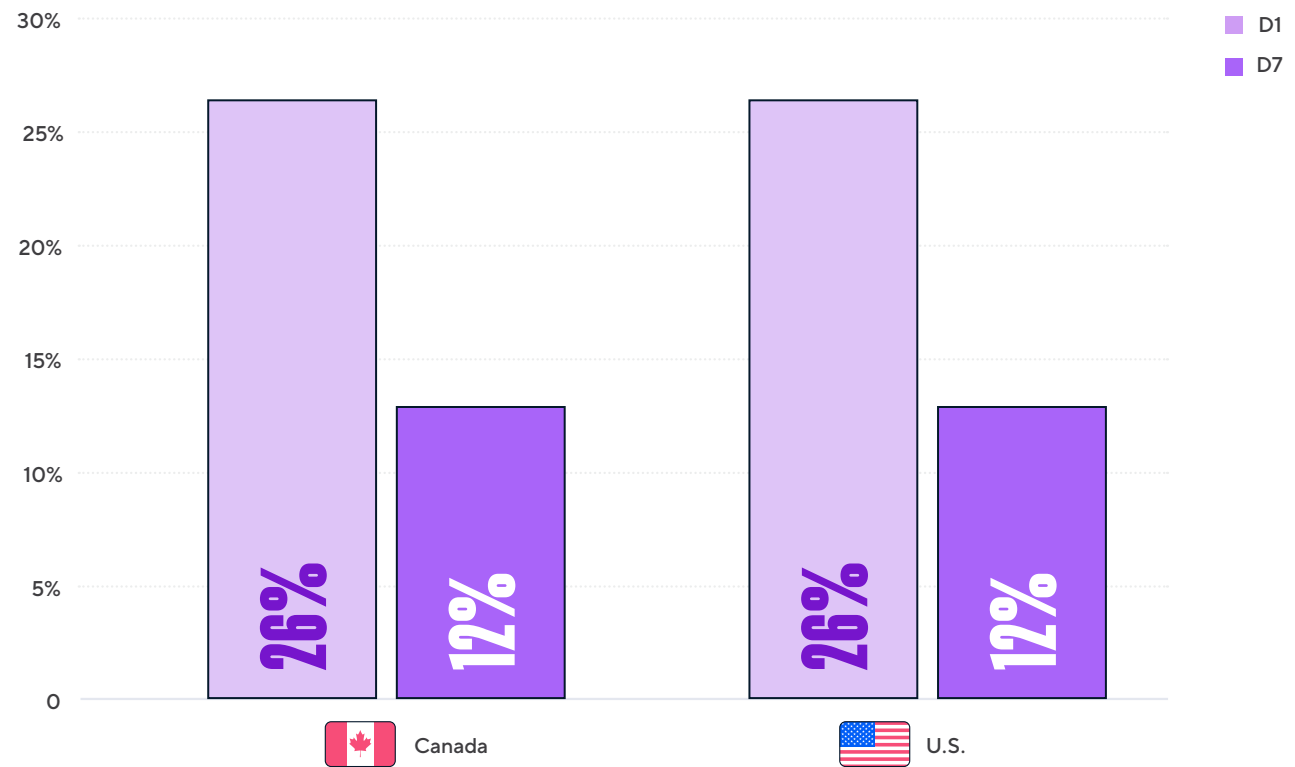
Canada has a slightly lower Growth Score at 25.6. Recent surveys indicate that **over half (52%)** of all Canadian respondents play mobile games, with 17% of these players dedicating one to seven hours a week to mobile gaming, making it an interesting space to market your gaming app, particularly considering the projected revenue growth numbers—**\$4.16 billion in 2023** and 5.56 billion by 2027 (CAGR 7.52%)



The U.S. and Canada had identical retention rates in Q1 2023. On Day 1, both countries had a rate of 26% and by Day 7, it decreased to 12%.

While these figures are good, it never hurts to improve retention rates. Mobile marketers should enhance the onboarding process and ensure that players feel like they are making progress by being able to track their achievements, receive rewards, and experience a clear visualization of their evolution within the game.

**D1 and D7 gaming app retention rates by country Q1 2023 (North America)**



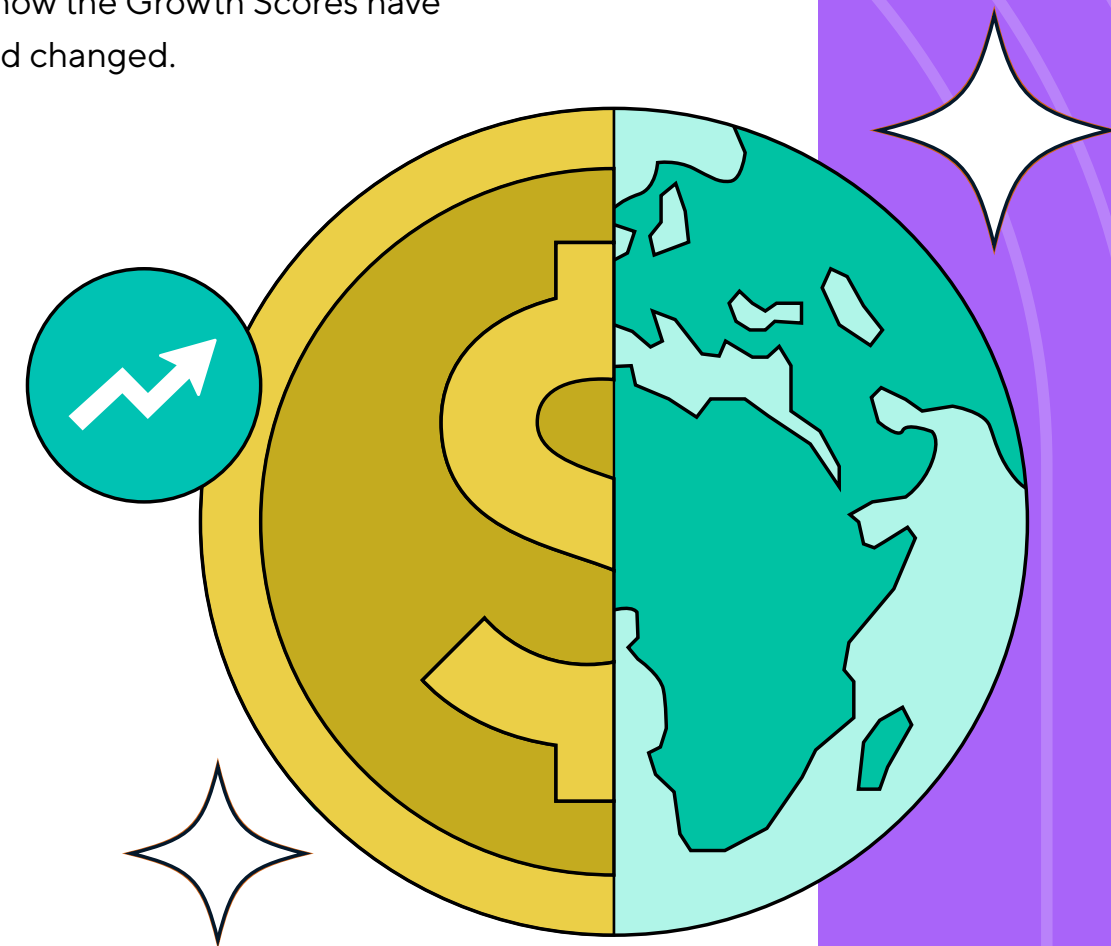
## CONCLUSION

# Leveraging value and growth opportunities

Understanding which app verticals and regions have the highest potential for growth is essential for app developers and user acquisition managers when creating and scaling campaigns. The Mobile Growth Score is a straightforward representation of an in-depth analysis into app performance. This comprehensive study reveals that while APAC offers the most immediate value, markets such as Europe and North America also present ample opportunities to scale. Examining the vertical scores, gaming leads the pack in terms of current opportunities as well as growth potential, with shopping and travel apps also standout performers.

MENAT and LATAM may have lower Growth Scores, but that shouldn't discourage mobile marketers from investing in these markets and building localized UA campaigns that consider the specific user needs and revenue-driving factors in each country. In fact, approaching markets with a lower Growth Score simply means employing familiar tactics to lower eCPI and increase LTV. And the most effective way to achieve this is with comprehensive, actionable data and tools for fast, smart decisions. Adjust's end-to-end solutions provide marketers with the reporting and insights they need to scale efficiently and seamlessly achieve their multi-channel goals in the current mobile advertising ecosystem.

Keeping track of where your user base is growing is crucial. For a deeper dive into growth trends, check out our annual report [Mobile app trends: 2023 edition](#). And stay tuned for even more insights in our future reports. We can't wait to check in next year and see how the Growth Scores have developed and changed.





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