



Nativex

**MOBILE  
ADVERTISING  
IN  
LATIN  
AMERICA**

[www.nativex.com](http://www.nativex.com)

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PART 01

# MARKET LANDSCAPE



# LATAM MOBILE MARKET

- **69%** smartphone penetration rate in 2021, with forecasts of it hitting **73%** by 2025
- **383** Million mobile internet users
- **59%** of the total population uses mobile internet as of 2022
- **70%** Android users
- **28%** iOS users
- Average daily time spent per day: **4.2** Hrs
- Brazil, Colombia, Mexico, and Argentina were among **the world's most frequent users** of social media.
- Almost **70%** of Brazil's digital buyers purchased a product they saw advertised on social media.

## Top 10 Countries Ranked by Average Daily Time Spent Using Social Media According to Internet Users in Select Countries Worldwide, Q3 2021

HRS:MINS

---

01	Philippines	4:08
02	<b>Brazil</b>	3:46
03	Nigeria	3:42
04	<b>Colombia</b>	3:41
05	South Africa	3:37
06	<b>Mexico</b>	3:25
07	<b>Argentina</b>	3:25
08	Ghana	3:20
09	Indonesia	3:20
10	Saudi Arabia	3:16

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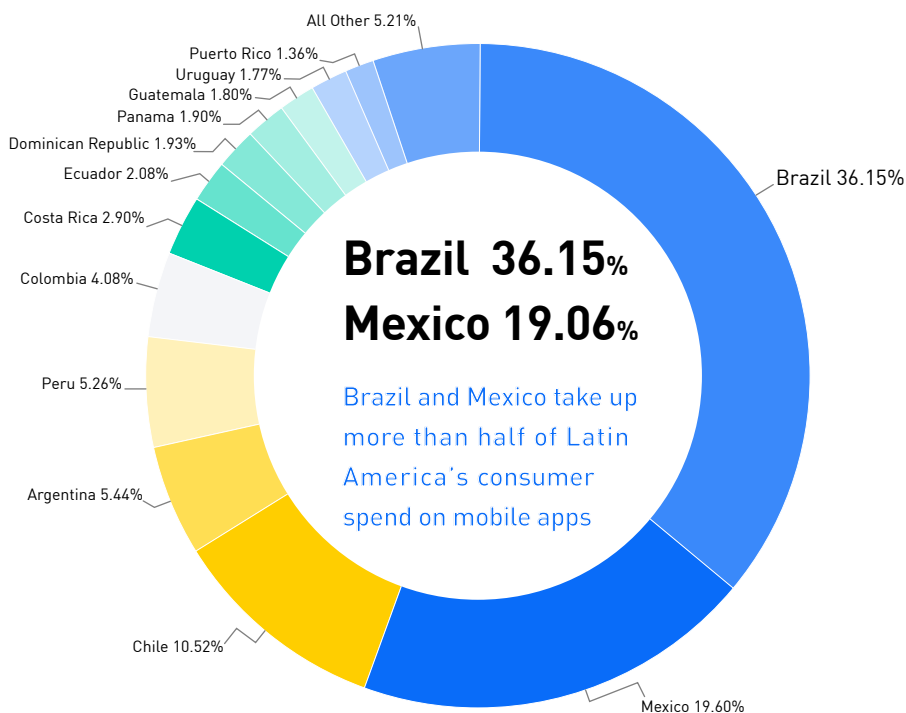
Source: GWL "social: The latest trends in social media," March 1, 2022

eMarketer | Insider Intelligence.com

# LATAM MOBILE MARKET

## Country Level Breakdown of the LATAM Mobile Market, July 2020–June 2021

### *Consumer Spend*



# AD SPEND

## Latin America's Mobile Revolution

### ► Growth

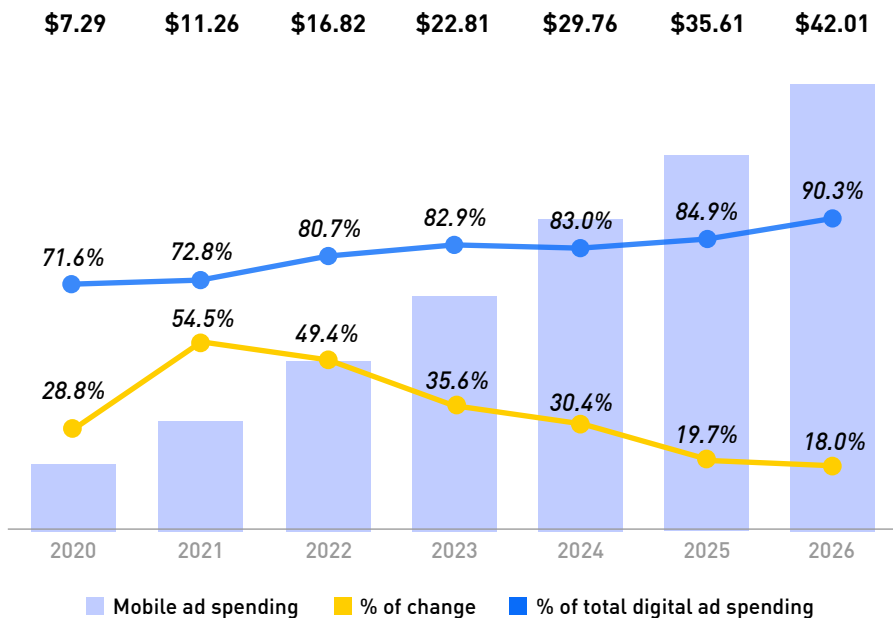
- As Latin America's economy recovers from the pandemic, the explosive economic growth is benefiting ad spend
- Overall digital ad spend will see **double-digit gains, making it the world's fastest-growing region** for digital ad spend
- 6 Latin American countries made it to the top 10 fastest-growing digital ad markets worldwide
- Brazil continues to dominate the ad market within the region, with forecasts of growing even more

### ► The Start of the Mobile Shift

- Consumers in Latin America spend a majority of their digital media time on mobile devices
- Mobile's share of the total ad market is forecasted to **surpass 50% by 2023**

## Mobile Ad Spending in Latin America, 2020-2026

*billions, % change, and % of digital ad spending*



*Note: includes display (banners rich media, and video) and search; includes and spending on tablets; excludes SMS, MMS, and P2P messaging-based advertising*

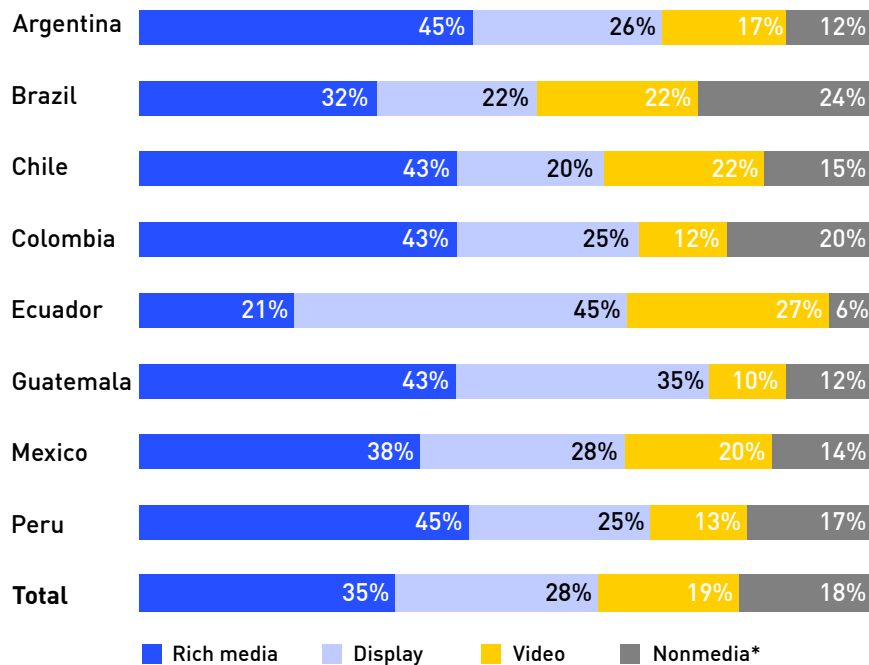
Source: eMarketer, March 2022



- Overall, rich media formats continue to dominate
- Over the past few years, rich media continues to grow
- Display ads declines slightly in most countries

## Mobile Ad Spending Share in Latin America, by Country and Format, 2021

% of total



*Note: represents activity tracked by Logon, broader industry metrics may vary; numbers may not add up 100% due to rounding; \*includes SMS/MMS and push notifications*

*Source: Logon, "Mobile Report 2021," March 23, 2022*

# APP MARKETING BY THE NUMBERS



## \$635

In Q1 2021, consumers in Latin America spent **\$635 million** on In-App Purchases and Subscriptions

## 32%

UA should not be the only factor marketers should consider. **Paying users grew by 32%**, hinting that marketers should focus on retaining loyal customers

## 70%

Marketing is the key factor for a majority of app installs **70%** of installs were non-organic

## 50%

Paying users grew but so did the % of app uninstalls. In Q1 of 2021, an average of **50% of apps were uninstalled within 30 days**

PART 02

# MOBILE GAMING IN LATAM



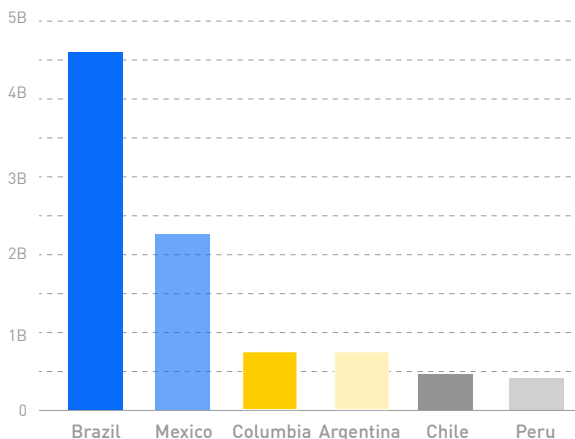
# LATAM MOBILE GAMING MARKET

- The majority of countries have seen a booming gaming market in terms of downloads and consumer spending
- The mobile gaming market jumped 33% in spend and 21% in downloads in Latin America
- Brazil significantly dominates over all other LATAM countries
- In Chile, consumer spend was strong compared to its downloads

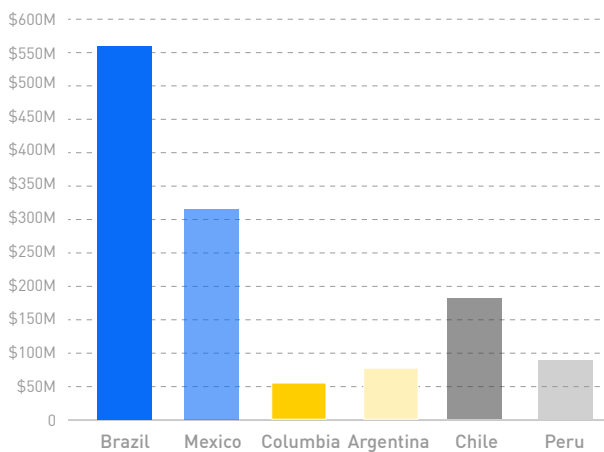


## Country Breakdown of the Mobile Gaming Market in LATAM, July 2020–June 2021

### Downloads



### Consumer Spend



Source: data.ai

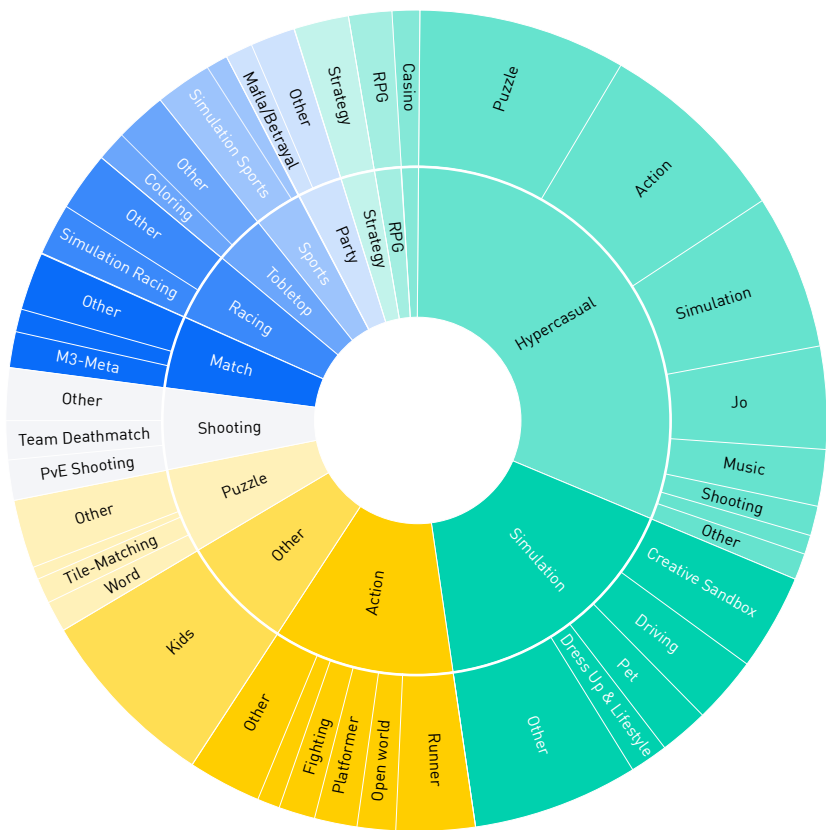
# LATAM MOBILE GAMING MARKET

- Mobile game apps reached **9.42 billion downloads** overall in LATAM
- Hypercasual games lead in app downloads with it making up 32%
- Simulation and action games are the 2nd and 3rd most prominent genres in terms of downloads
- Although contributing to fewer downloads, the top consumer spend came from in-app purchase genres such as simulation, strategy, RPG, and shooting games
- For most hours spent, simulation and shooting games make up the top 2 genres

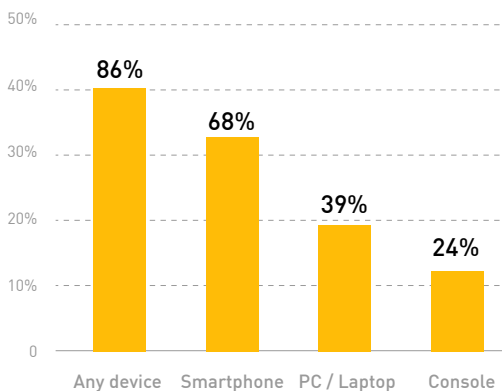




# LATAM Mobile Game Genre by Downloads

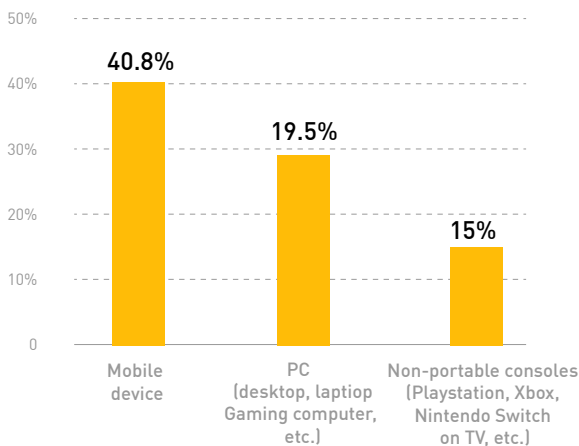


## Mobile is the top device type for gaming - surpassing PC, laptop, and console



Source: WARC; GWI, Statista 2022

## Mobile devices are also #1 for gaming in Brazil



Source: Othar Digital; Blend New Research; ESPM; Sioux; Gao Gamers  
Statista 2022

PART 03

# SHORT-FORM VIDEO IN LATIN AMERICA



# TOP SHORT-FORM VIDEO APPS

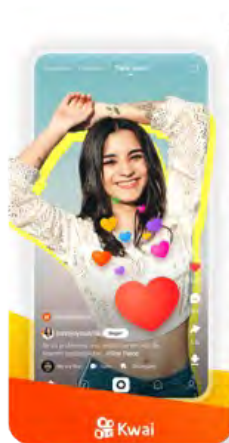


Short-form video apps offer marketers a new channel to acquire and activate new users. While TikTok remains popular in the region, lesser-known rival Kwai presents a massive opportunity for brands and apps looking for less expensive traffic on a similar scale. Kwai also provides a wide range of content creators and penetration into rural areas.











# TOP DOWNLOADED APPS

While both Kwai and TikTok are popular, Kwai has seen recent success in Latin America and have been on the rise to the top.











## + Most Downloaded Apps, LATAM, Q1 2021

Downloads		
1		KWAI
2		TIKTOK
3		SHOPEE
4		PICPAY
5		TELEGRAM
6		GOOGLE MEET
7		WHATSAPP
8		V380 PRO

Kwai and TikTok were the **top 2** most downloaded apps in Latin America as of Q1 2021

## + Most Downloaded Apps, Brazil, Q1 2021

1# Brazil App Download		
	Kwai	36.5M
	TikTok	26.9M
	CapCut	21.5M
	WhatsApp	21.3M
	Instagram	19.9M
	Telegram	16.7M
	Helo	14.0M
	Twitter	10.6M

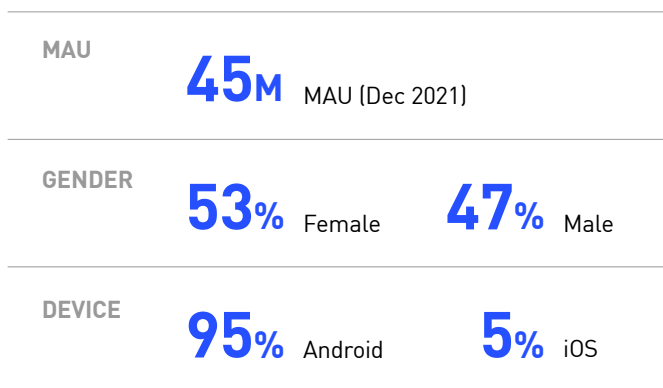
Kwai and TikTok were the **top 2** most downloaded apps in Brazil as of 2021

source: App Annie 2021 & Kwai for Business

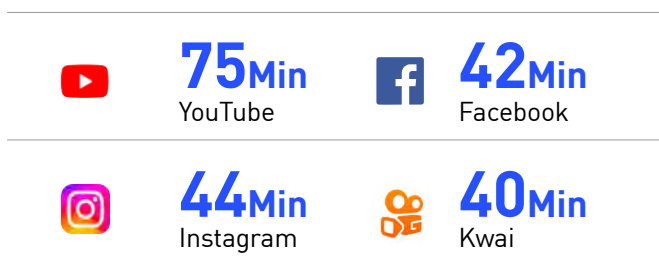
# THE RISE OF KWAI IN BRAZIL

Kwai is the fastest-growing app in Brazil. Advertisers should take advantage of the rising star.

## + Kwai's Brazilian Audience



## + Daily Time Spend Per User



source: Kwai for Business



# PERFORMANCE ADS ON KWAI

## Bidding Models

### oCPM

Optimize towards installs, app launch, registration, add to cart, and purchases

## Ad Formats

### In-feed Ads (Gaming)

#### Incentive cards:

Customize your game messaging and improve game downloads

#### Promotion cards:

Maximize avatars and CTA buttons

#### Gaming cards:

Create gameplay demo scenarios in a seamless and eye-catching way, build audience engagement, improve the conversion

### In-feed Ads (eCommerce)

#### Shopping cards:

Highlight your product, emphasize the price or discount, and jump straight to your landing page or store front



Basic Action Bar



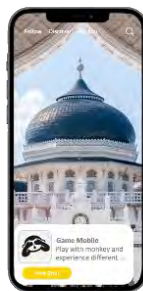
Advanced card



Promotion card



Incentive card



Gaming Card



Shopping Card

# TIPS TO CONVERT ON SHORT-FORM VIDEO IN LATAM

## ▶ **Enhance user interaction & CTA**

For gaming, add gesture guidance during the gaming sequence and a strong CTA button at the end of the creative

## ▶ **Utilize live-action**

Try to utilize live-action content as it will make the creative more authentic on short-form video

## ▶ **Add comparisons into the creative, especially for utility apps**

Add before and after comparisons such as beauty effects or playback speed

## ▶ **Localization**

Use local language, jargon, and text as much as possible

Content should always be adapted to local preferences and styles

Advertisers have had success when including sport-related scenes or elements into the creative

Rhythmic background music such as funk performs well in Brazil

## PART 04

# OUR SOLUTIONS



Follow me for more!!  
#great #believe #live



@noakes81 Ahh the sound!!!

@foe-frank571 @qoe62giane

@ollivia692493 This is hilarious!!!!

@john7919 Such a mood

@marta\_moe 😊😊😊😊😊😊😊😊😊😊

@roe82ralph One thing is for sure, Im big fan!!!!

@joepublic127 LOOOOOOVE It

@hannah56 Haha so true



7011

21



1.31K

# WHAT MAKES US DIFFERENT?

As one of the [top global short-form media performance ad agencies](#), we have the access and experience to help you expand your advertising channels, grow your business and bring awareness to a whole new segment of mobile users.

## ACCOUNT MANAGEMENT

### Kwai for Business

Official  
Marketing  
Partner

Utilize our team of short-form media experts to help guide you and build a social media marketing strategy that works.

- Brand analysis
- Defining KPIs
- Ad or influencer budget analysis
- Transparent ad management
- Performance reporting

## CONTENT CREATION

### TikTok for Business

Official  
Marketing  
Partner

Unique creatives are key for growth on short-form media. Leverage our creative services to help boost engagement.

- Influencer selection
- Theme development
- Ad creative production
- Localization

## OPTIMIZATION

Build on your success and lower ad spend through continuous creative and budget optimization.

- A / B Testing
- Real-time monitoring & optimization
- Weekly media & creative optimizations

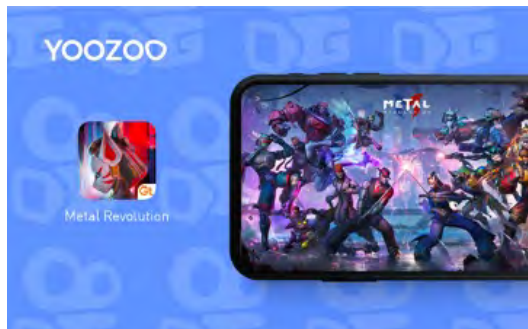
# KWAI HASHTAG CHALLENGE HELPS METAL REVOLUTION WIN OVER 340M VIEWS IN BRAZIL

## CHALLENGES

YOOZOO looked to boost their game, Metal Revolution, in Brazil through a Kwai Hashtag Challenge.

## GOAL

Grow brand awareness and influence, drive downloads, and boost in-game spend in Brazil



## STRATEGIES

### Media Plan:

Helped Metal Revolution launch the #SeuEstilo-Metal branded hashtag challenge in the Kwai app

### Custom Effects:

Custom effects were included to encourage user-generated content

### Brand-themed videos:

Videos featuring the game's main character attracted many views through Kwai

### Local influencers:

Carefully picked local content creators to generate buzz

## RESULTS

**340M+**

Impressions

**290M+**

Video Views

**82,000+**

User-generated Videos

### Read More

[Nativex - Metal Revolution](#)

# Nativex

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