# Article information:

Gaming Experts Reveal 2024 Mobile Gaming Trends
<https://www.crazylabs.com/blog/gaming-experts-reveal-mobile-gaming-trends/>

# Article summary:

1. The mobile gaming industry is shifting towards hybrid-casual games due to market saturation with hyper-casual games and the demand for more robust progression mechanics.

2. User acquisition strategies are focusing on return on ad spend (ROAS) campaigns and post-install event optimization, with major changes expected due to privacy changes by Apple and Google.

3. Trends in 2024 include personalization and social playing in game design, the use of AI in marketing creative, and a shift towards longer-form and high-quality produced ads. Additionally, advanced player segmentation and non-intrusive ad monetization solutions will play a key role in maximizing revenue potential.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article titled "Gaming Experts Reveal 2024 Mobile Gaming Trends" provides insights and predictions from various experts in the mobile gaming industry. While the article offers some interesting perspectives, it is important to critically analyze its content for potential biases, unsupported claims, missing evidence, and other factors that may affect its credibility.

One potential bias in the article is the fact that all the insights and predictions come from experts at CrazyLabs, a gaming company. This could lead to a biased perspective as they may have a vested interest in promoting certain trends or strategies that align with their business goals. It would be beneficial to include insights from experts outside of CrazyLabs to provide a more balanced view of the industry.

Additionally, some of the claims made in the article lack supporting evidence or data. For example, when discussing user acquisition strategies, it states that pursuing "low CPI" for user acquisition is no longer effective without providing any data or research to support this claim. Without evidence, it is difficult to determine the validity of this statement.

Furthermore, there are missing points of consideration in the article. For instance, while it mentions the implementation of privacy changes by Apple and Google and their impact on user acquisition dynamics, it does not explore potential challenges or risks associated with these changes. It would be valuable to discuss how these changes may affect targeting capabilities or ad performance in mobile games.

The article also seems to have a promotional tone at times. The experts from CrazyLabs often mention their own products or services as solutions to industry challenges. While it is understandable for them to promote their offerings, it should be noted that this may introduce bias into their predictions and recommendations.

Another aspect worth considering is whether both sides of an argument are presented equally. Since all the insights come from experts within CrazyLabs, there may be a lack of diverse perspectives or alternative viewpoints on certain topics. This can limit the overall objectivity and balance of the article.

In conclusion, while the article provides some interesting insights into potential trends in the mobile gaming industry, it is important to critically analyze its content for biases, unsupported claims, missing evidence, and other factors that may affect its credibility. Including perspectives from experts outside of CrazyLabs and providing more data-driven evidence would enhance the overall reliability of the article.

# Topics for further research:

* Impact of privacy changes on mobile game targeting and ad performance
* User acquisition strategies with low CPI effectiveness
* Challenges and risks associated with Apple and Google's privacy changes in mobile gaming
* Alternative viewpoints on mobile gaming trends in 2024
* Diverse perspectives on user acquisition dynamics in the mobile gaming industry
* Data-driven analysis of mobile gaming trends in 2024

# Report location:

<https://www.fullpicture.app/item/cfd987866639f9311b288032e12443d4>