



Highest Grossing Mobile Games Worldwide 2021: Monetization Analysis

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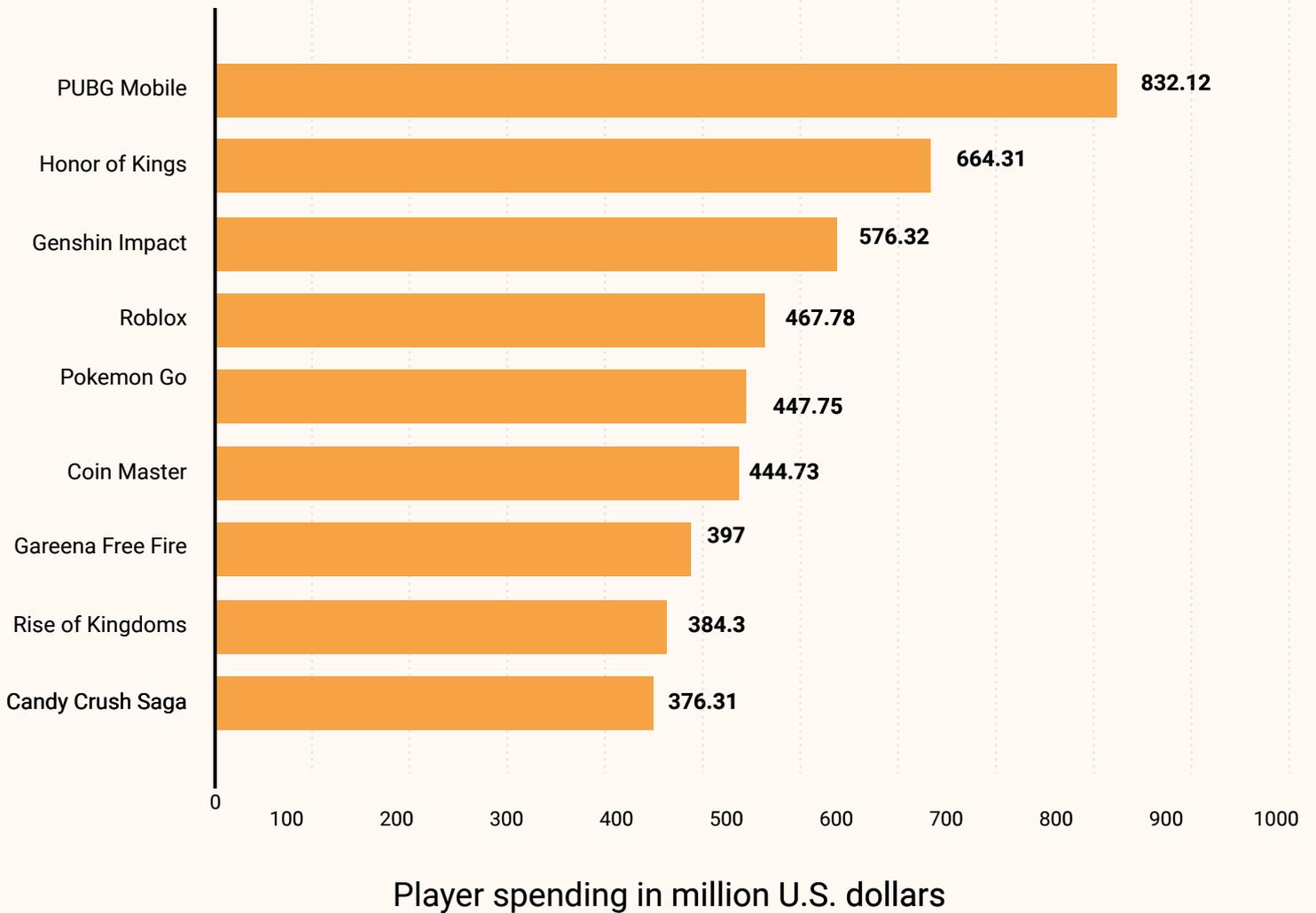
Introduction

Ever wonder how mobile games make it to the highest grossing lists? Every year thousands of mobile games make it to the play stores, but what makes a game earn big? Mobile games making big in the market is no rocket science but a couple of strategies smartly put together.



Developers and publishers today put together all their efforts to [monetize mobile games](#) without compromising the user experience.

Monetization enables mobile game publishers to earn huge sums. This, when smartly done, leads mobile games to the list of highest grossing mobile games. This article will take you through the list of highest grossing mobile games worldwide for 2021 and their monetization strategies.



According to Statista, the [highest grossing game for 2021](#) has been PUBG till date. With 832.12 million US dollars gross revenue, PUBG leads the list. Here is all that you need to know

PUBG

Released on December 20, 2017, PUBG is owned by PUBG Corporation – a gaming company based in South Korea. PUBG due to its unique gaming model has gained much popularity over the years which has added value to the user base. With 500 million+ downloads on Google Play alone, PUBG has hit a massive growth of 832.12 million US dollars in June 2021.

PUBG Monetization Strategy

It is okay if you have jumped directly to this section, you must be really curious to know how PUBG monetizes and earns. We were as curious as you are.

It did not come as a surprise to know that PUBG uses a mix of four effective monetization strategies to make money. A major sum of revenue of PUBG comes from in-app purchasing, followed by promotions, affiliate marketing and selling keywords.

PUBG with a humongous user base makes the most out of in-app purchases. PUBG is a free mobile game that comes with multiple options to purchase in-app and upgrade. Approximately 30 million active users contribute to PUBG's revenue with in-app purchasing. Users playing PUBG get to buy skins, crates and other weaponry equipment by paying cash online.

You must be wondering why PUBG does not use in-app advertising to monetize? It does, but in a unique and creative way that does not impact user experience. What we are talking about are promotions. PUBG uses brand logos within the game by placing them on important things relevant to the game play. As an example, PUBG placed OPPO logos on the parachutes while it earned money for doing so.

Similarly, PUBG puts up products for sale as part of affiliate marketing and sells keywords based on voice chat results.



**832.12 Million
US Dollars**

**In-App
Purchasing**

Promotions

**Affiliate
Marketing**

**Selling
Keywords**

Honor of Kings



The second highest grossing game for 2021 till date is Honor of Kings from Tencent with gross revenue amounting to 664.31 million US dollars. Honor of Kings is highly popular in China. The game used unique tactics of growing its user base that later added value to its monetization drive.

So how did Honor of Kings grow its user base to 100 million active users daily? Tencent strategically promoted the game across social media and messaging apps. This resulted in active game sharing. Besides, Tencent launched playable chunks within WeChat after which users started liking and downloading the actual game app. This has together enabled Honor of Kings to reach over 730K downloads for Android alone.



**664.31 Million
US Dollars**

**In-App
Purchases**

Championships

The moment that you have been waiting for, let now shed light on the monetization strategy of Honor of Kings. The game monetizes solely by using in-app purchases but very smartly. The greater user base of Honor of Kings adds value to the in-app purchasing model.

Game players get to purchase gold as part of the gameplay that later helps them purchase characters, championships and more. This gold is bought by paying Tencent online.

Genshin Impact

Genshin Impact with 576.32 million US dollar revenue to date, ranks as the third highest grossing mobile game. Genshin Impact with its unique game play has attracted millions of game players. Today, the game has over 10 million+ downloads on Google Play alone.

The game is far from using conventional monetization strategies. Instead, Genshin impact uses the unique Gacha mechanics to generate quality revenue. No doubt the larger user base has played an important role in generating huge sums. But, the Gacha mechanics are used brilliantly for monetization, here is how...



**576.32 Million
US Dollar**

**Gacha
Mechanics**

Primogems

The players of Genshin Impact are required to trade currency known as Primogems for game survival. These Primogems are further used to buy fate items within the game to later avail a wish. But what is the criteria for earning Primogems?

To earn Primogems, a user must purchase Genesis Crystals worth a sum of money. Besides just making an in-app purchase, Primogems can also be won as rewards as a result of the successful gameplay.

Roblox

Ranking fourth in the list, Roblox has been able to generate 467.78 million US Dollars globally. Roblox is a gaming platform developed by publishers for publishers with over 20 million games published already. So how does Roblox monetize and earn revenue?



Roblox with multiple unique games runs on virtual currency named Robux. The platform allows users to either earn Robux or purchase it online. The developers that publish their game on Roblox get paid in Robux which can be later exchanged into real money.

If we break down the monetization strategy for Roblox, we find in-app purchase as the answer. The games on Roblox use in-app advertising to sell game relevant items such as cosmetics, skins, pets, upgrades, and more. All this together adds value to the total revenue earned by Roblox.

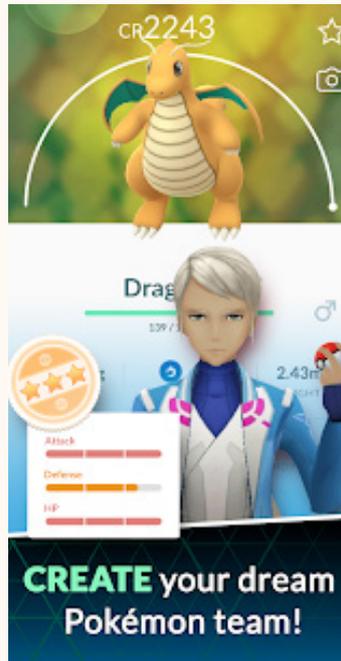
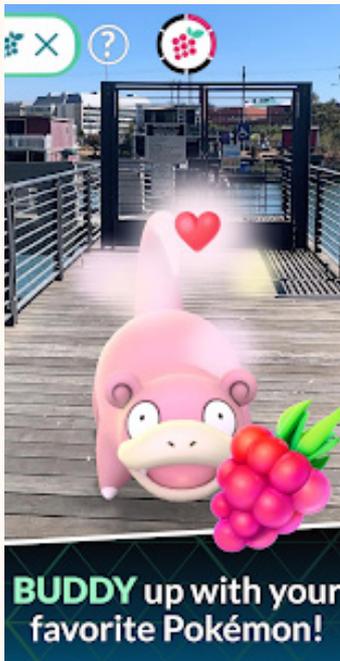
Robux

**In-App
Purchase**

**In-App
Advertising**

Pokémon Go

Pokémon has been more than just an animated series to the people. It's a culture that people follow and enjoy the most. Pokémon Go launched in 2016, has hit 447.75 million US Dollars in 2021 becoming the fifth highest grossing mobile game. The game took a while to revive, but once strategically planned, it grew back its revenue.



**447.75 Million
US Dollars**

**In-App
Purchases**

**Community
Days**

**In-Game Quests
Pokémon**

Pokémon Go alongside in-app purchases strategically planned out community days and quests to hook the game player. This elevated the user experience, engaged the users and grew revenue in the best possible ways. By hosting community days and in-game quests Pokémon Go engaged users actively perform in-app purchases. This gave Pokémon Go a steady boost.

Coin Master

Coin Master by Moon Active coined 444.73 million US Dollars worldwide becoming the sixth highest grossing mobile game for 2021.



**444.73 Million
US Dollars**

**In-App
Purchases**

**Slot Features
For Gameplay
Revival**

**Rewarded Video
Ads**

The game uses a fine mix of contemporary and modern monetization strategies. This mix consists of in-app purchases, slot features for gameplay revival and rewarded video ads to monetize. The players purchase spins to generate extra coins for better gameplay. Not just this, in-app purchases are an important part of almost every step as you play the game.

Conclusion

The year 2021 is pacing faster than we ever thought and so is the gaming industry and its revenue. These stats show the growth within the first productive half of 2021, whereas, we do not know what dramatic turn the figures might take. The industry is evolving and so are the user preferences. We are eager to see where the results lead to by the end of 2021, our fingers are crossed!



About ConsoliAds

ConsoliAds Pte Ltd. is a leading Singapore-based mobile ads management platform that enables publishers to boost in-app revenue through mobile advertising. Having an acclaimed footmark across all regions globally, the platform is acknowledged for providing robust ads monetization and mediation services.



We are envisioned towards growing in-app revenue for mobile publishers and upgrading advertising opportunities for advertisers. Our feature-packed platform mediates revenue generation via a partnered fleet of top Ad Networks.

ConsoliAds Pte Ltd., besides in-app advertising and cross-promotion, also offers in-app purchase campaigns that help publishers accelerate their revenue by advertising in-game offers. The platform is designed to monetize apps and games with convenience and transparency. Accelerate your in-app revenue with quality ads and useful insights, Sign Up now!

The image features the words "thank you" written in a flowing, golden cursive script. The text is centered on a solid black background. Scattered around the text are numerous small, golden decorative elements, including four-pointed stars and solid circles of varying sizes, creating a sparkling, starry effect.

thank
you