

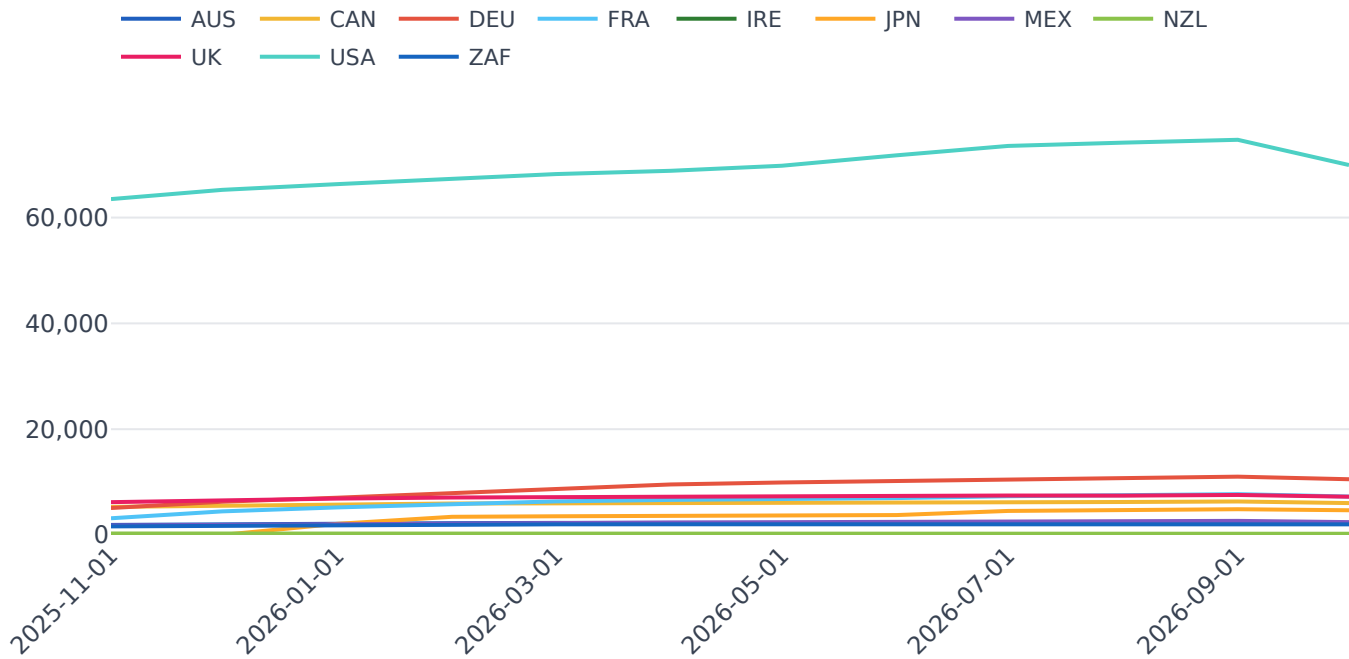
# User growth

## Consecutive players

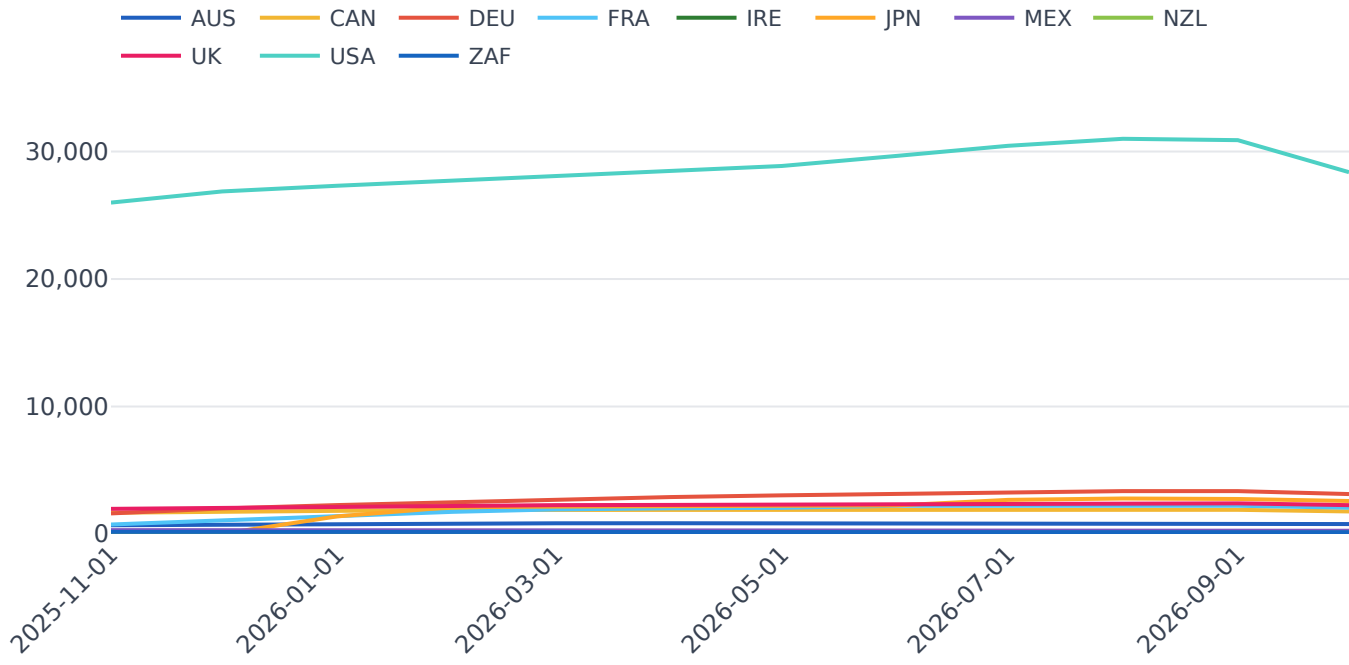
Players who have been active in every one of the last 3, 6 or 12 calendar months, counted in the month that closes the streak. The current month is still filling in.

### 12-month

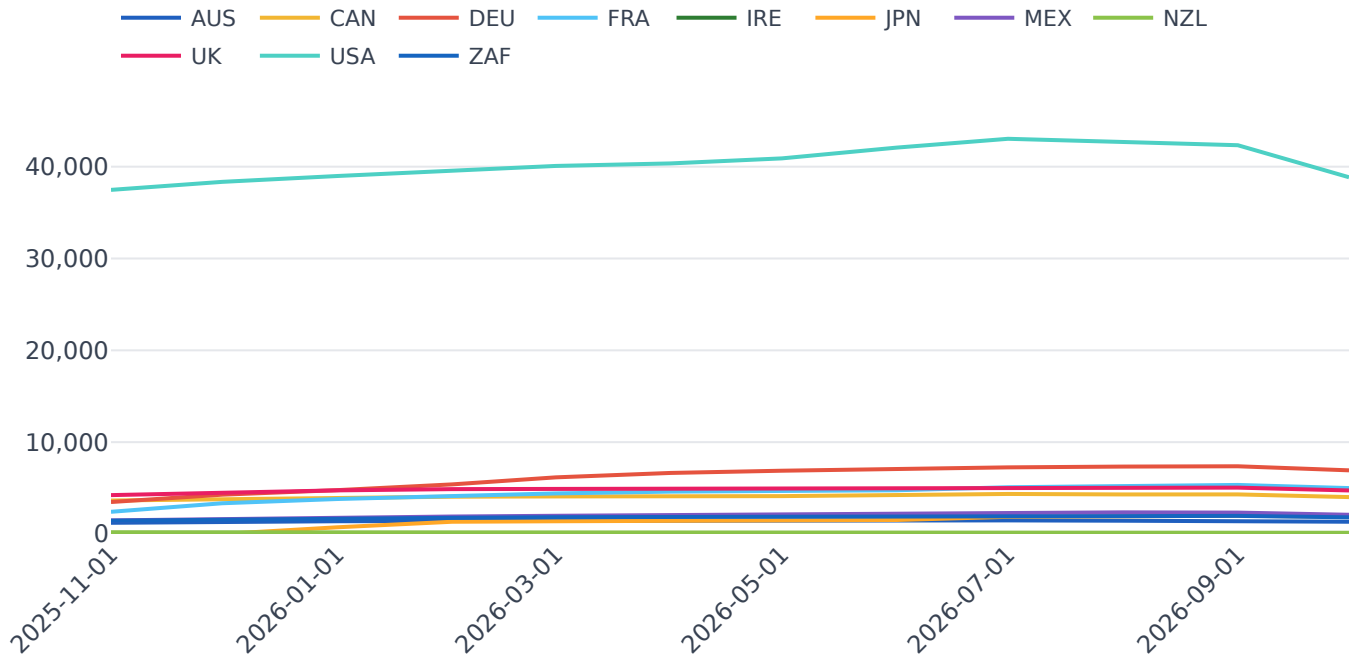
12-Month Consecutive Players by Country



12-Month Consecutive Players by iOS

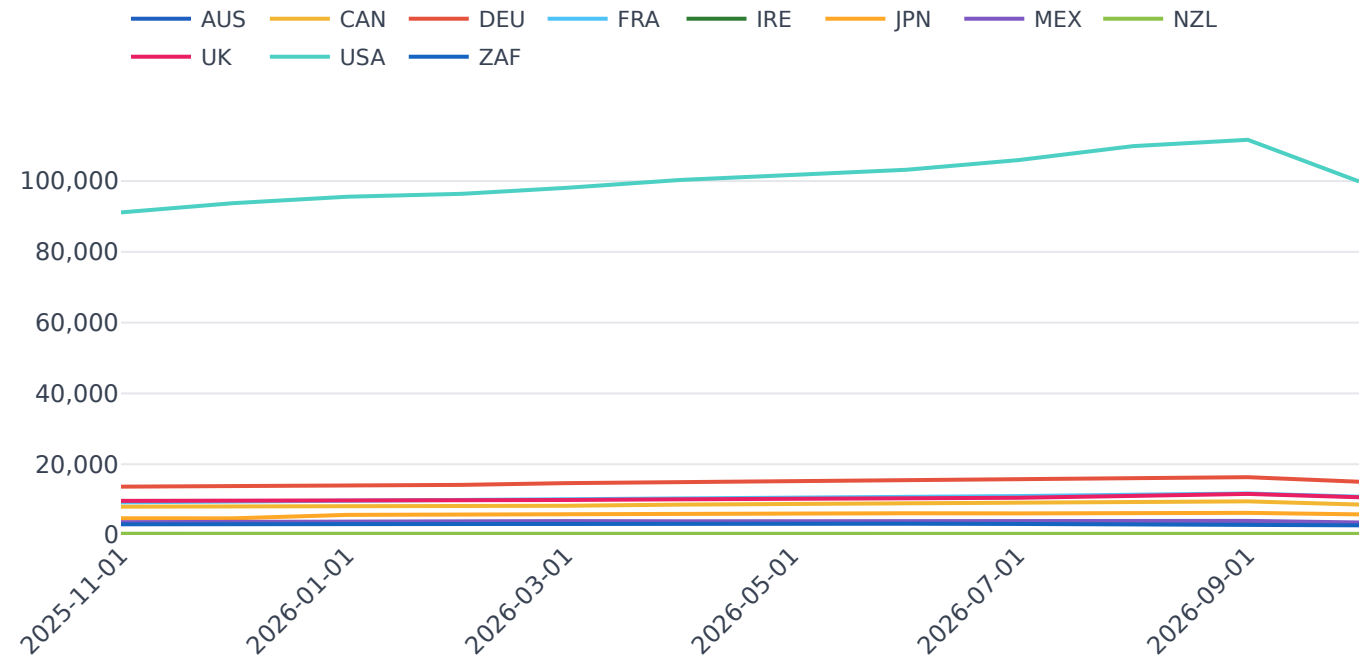


12-Month Consecutive Players by Android

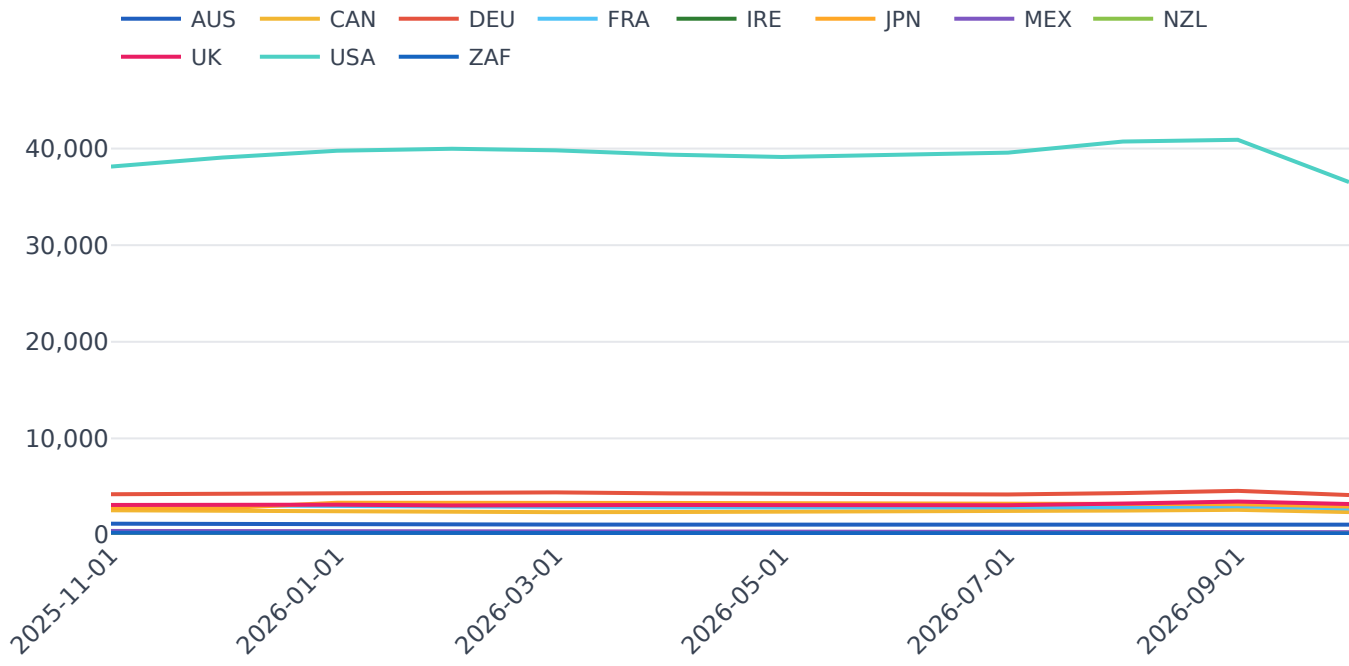


6-month

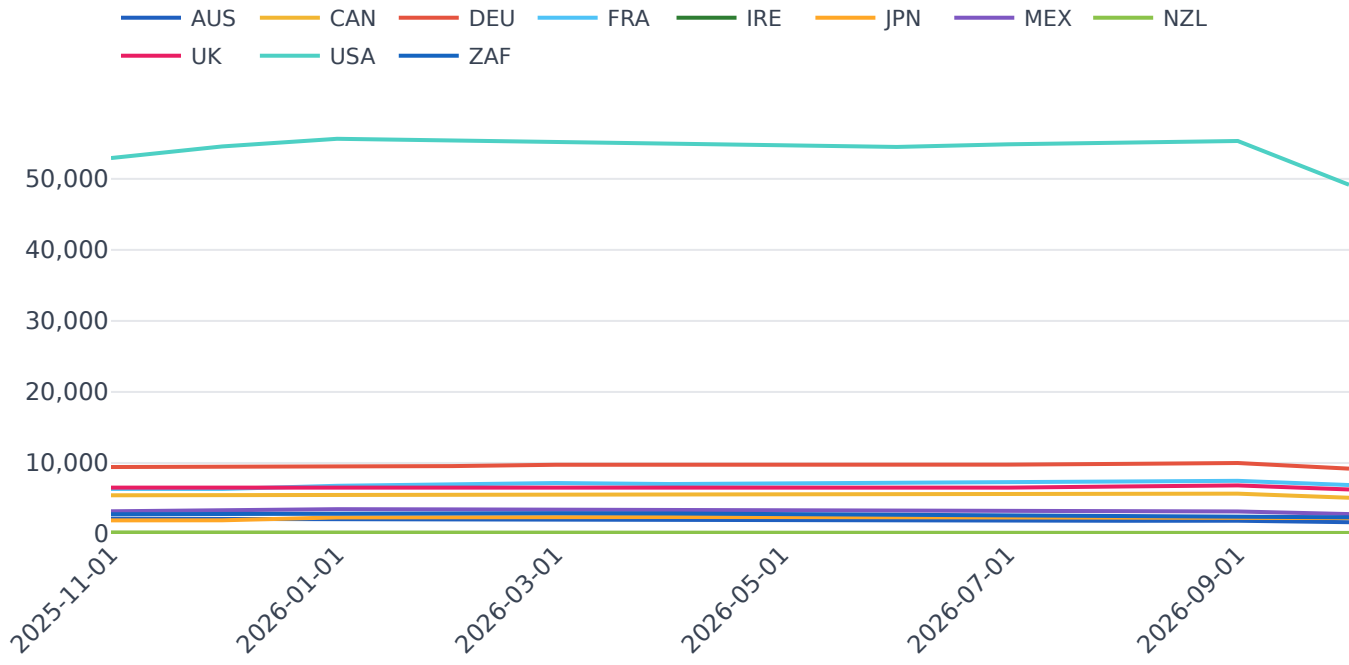
6-Month Consecutive Players by Country



6-Month Consecutive Players by iOS

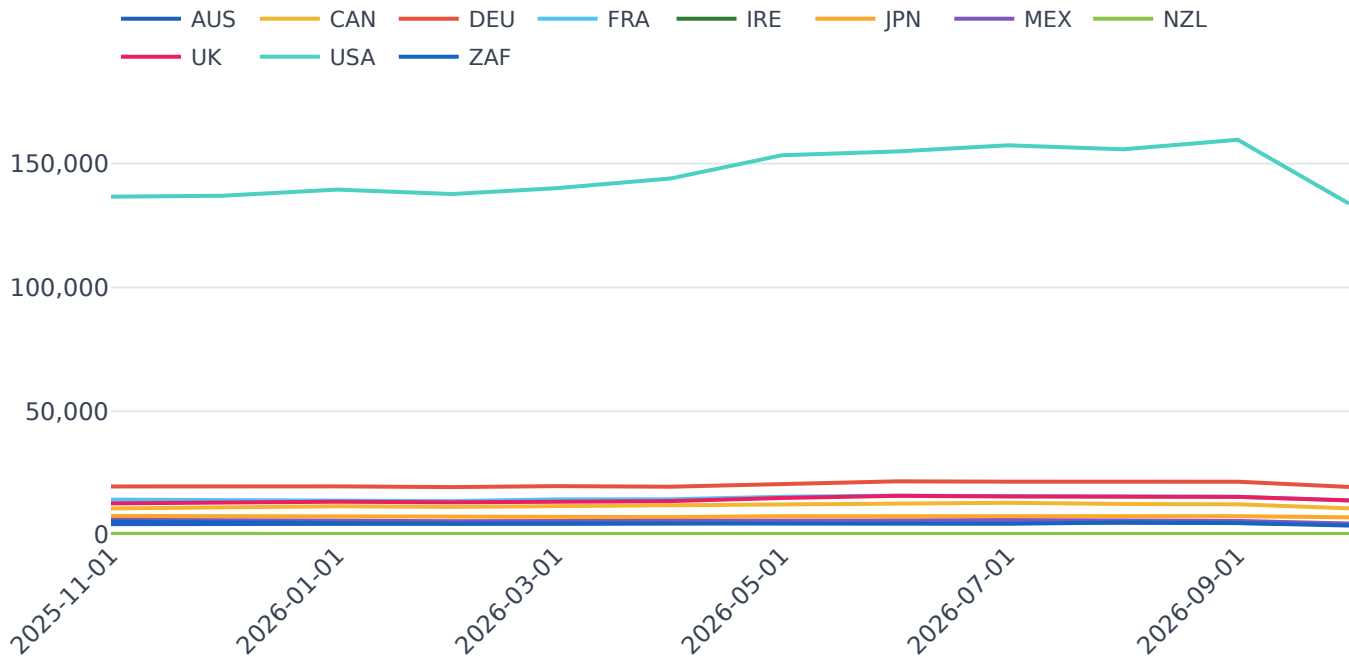


6-Month Consecutive Players by Android

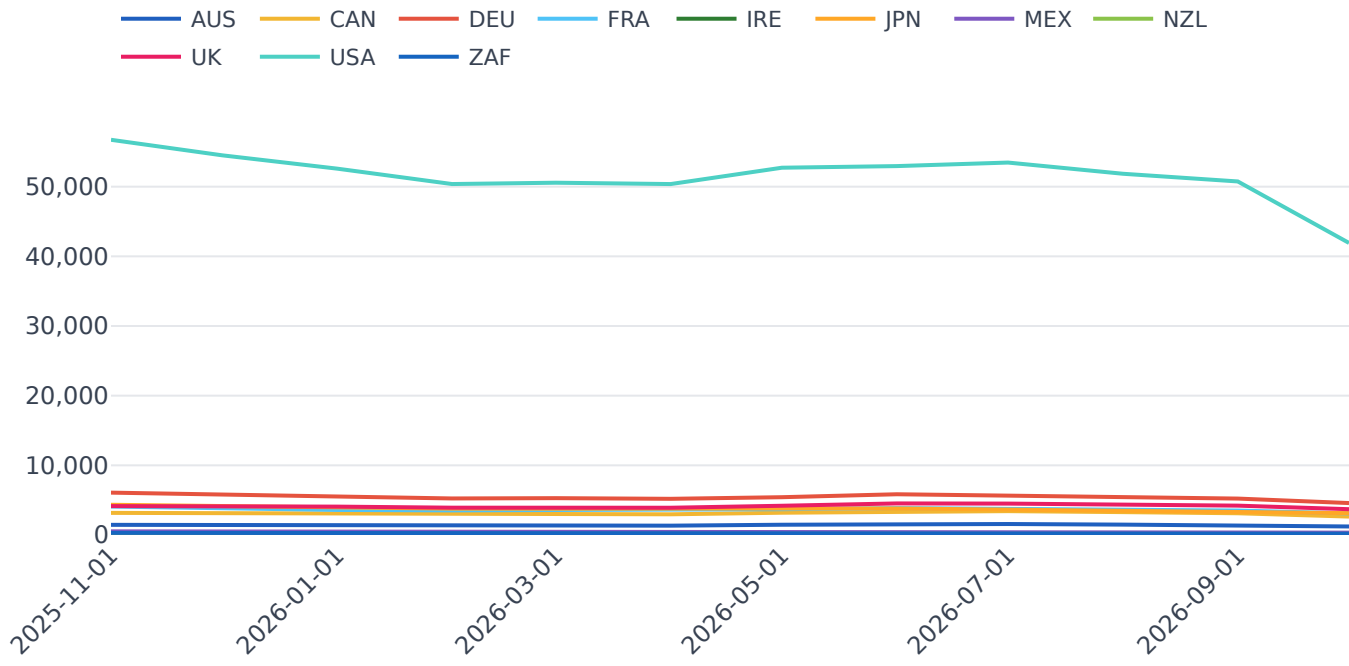


3-month

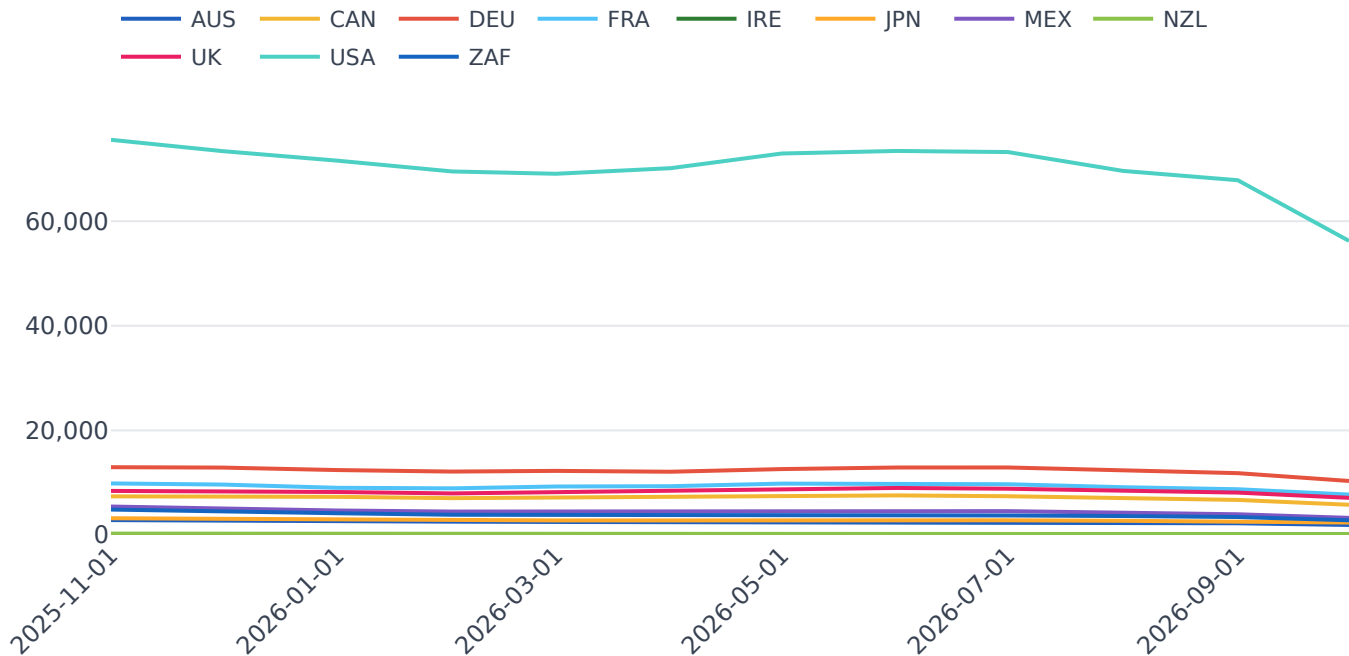
3-Month Consecutive Players by Country



3-Month Consecutive Players by iOS

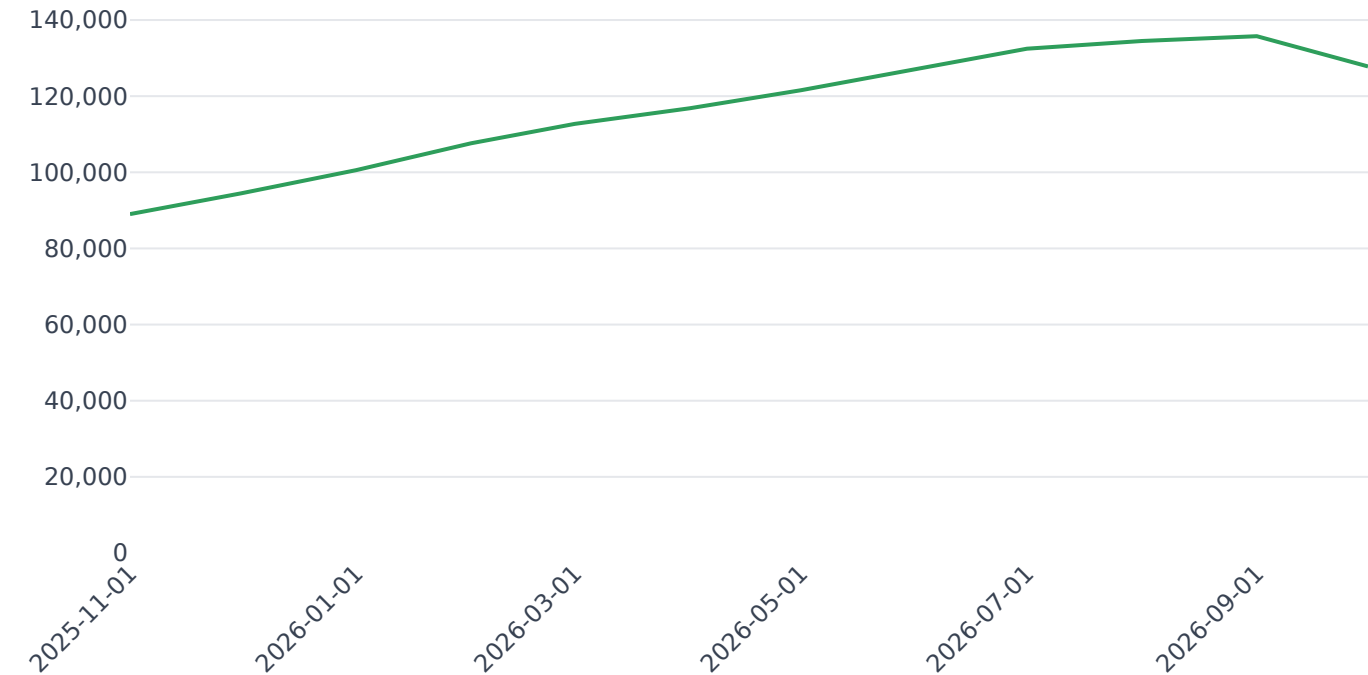


3-Month Consecutive Players by Android



12-month, all countries

**12-Month Consecutive Players, All Countries**  
Every market in the table summed, including the smaller ones not charted by country



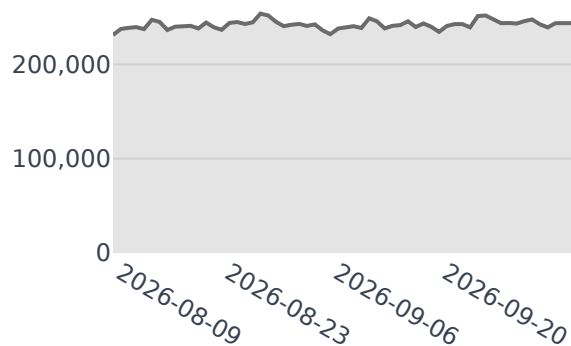
**User growth metrics**

Each tile shows the latest complete day against the same weekday one week earlier; the charts cover the last 60 complete days.

Global DAU

**243,786**

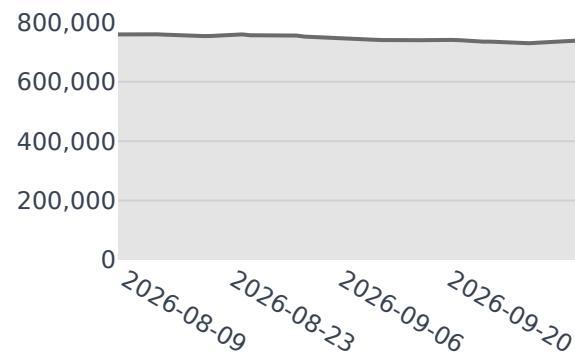
▲ 0.2% vs 7 days earlier



Global MAU

**738,531**

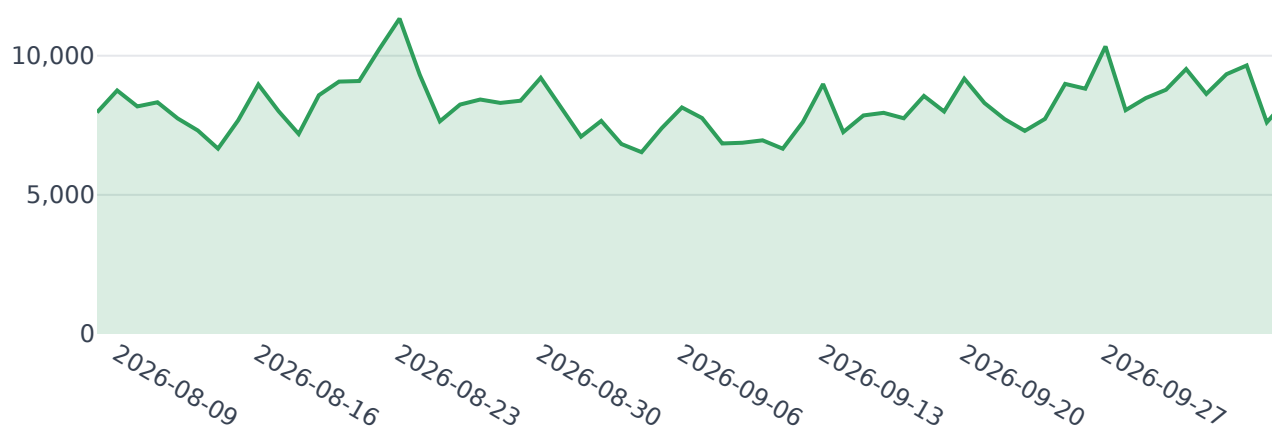
▲ 1.3% vs 7 days earlier



Installs

**8,424**

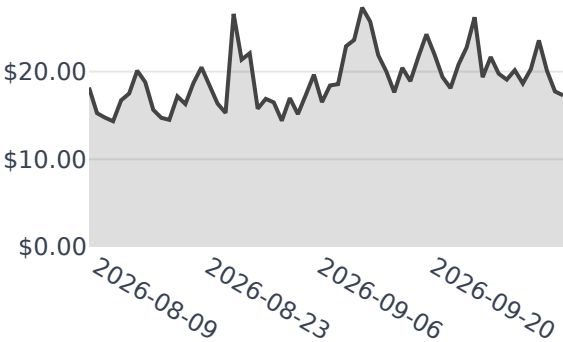
▼ 0.6% vs 7 days earlier



Global Ad CPM

\$17.30

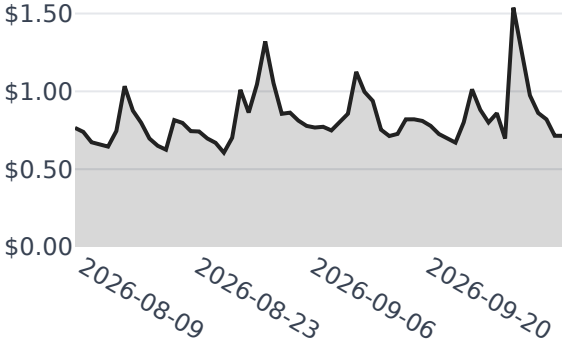
▼ 9.4% vs 7 days earlier



Global ARPDAU

\$0.71

▲ 2.5% vs 7 days earlier



Snapshot from run 2026-10-07, generated 2026-10-07T17:17:53Z from commit 13b60bf0. The numbers were read from Snowflake once, when this page was generated, and never refresh.