

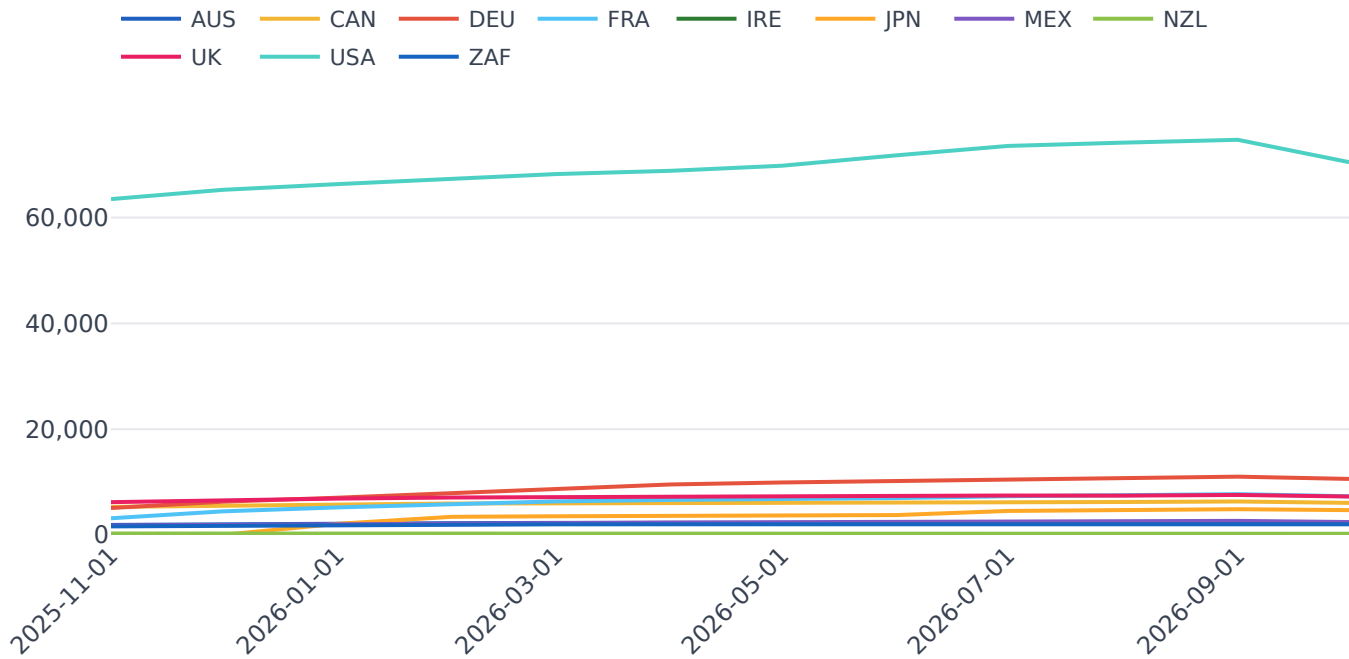
User growth

Consecutive players

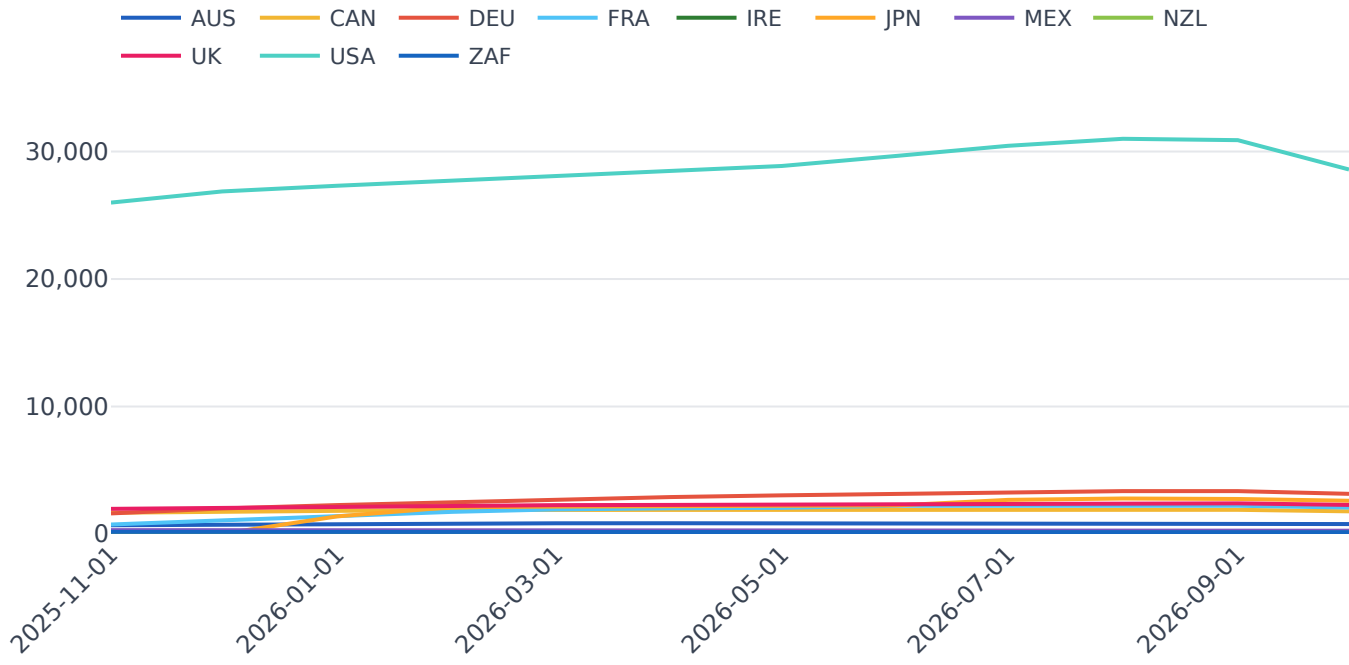
Players who have been active in every one of the last 3, 6 or 12 calendar months, counted in the month that closes the streak. The current month is still filling in.

12-month

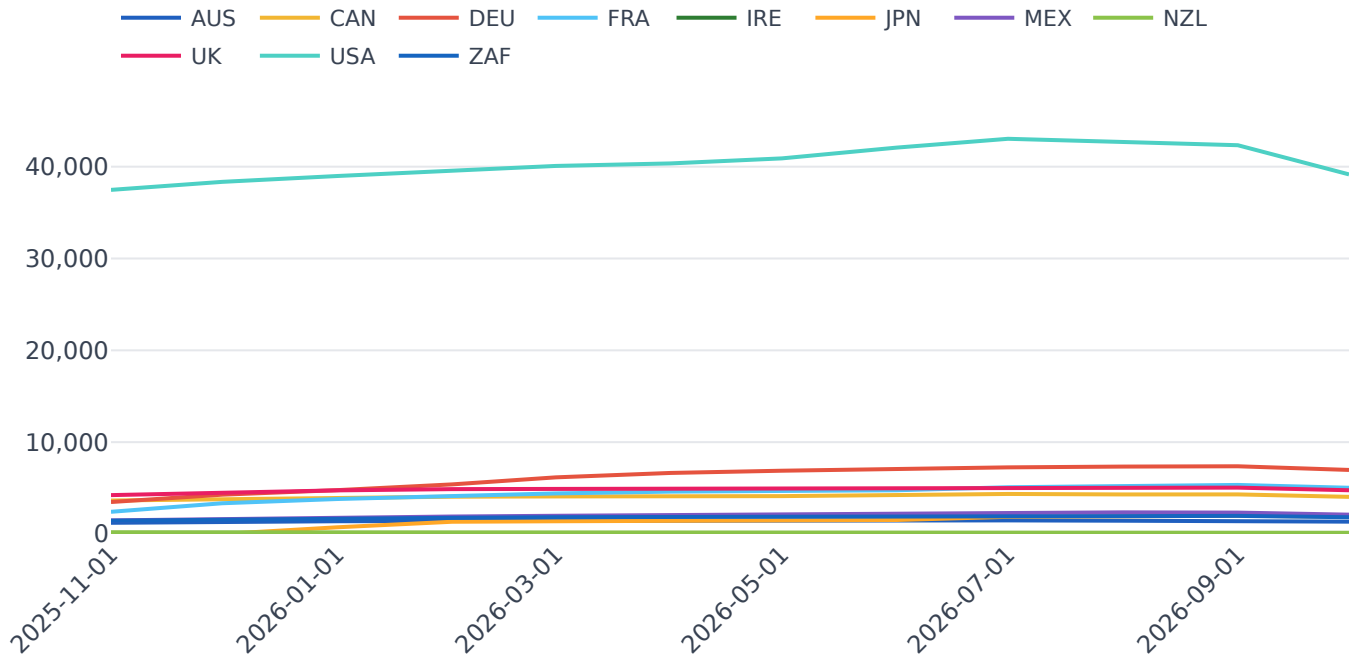
12-Month Consecutive Players by Country



12-Month Consecutive Players by iOS

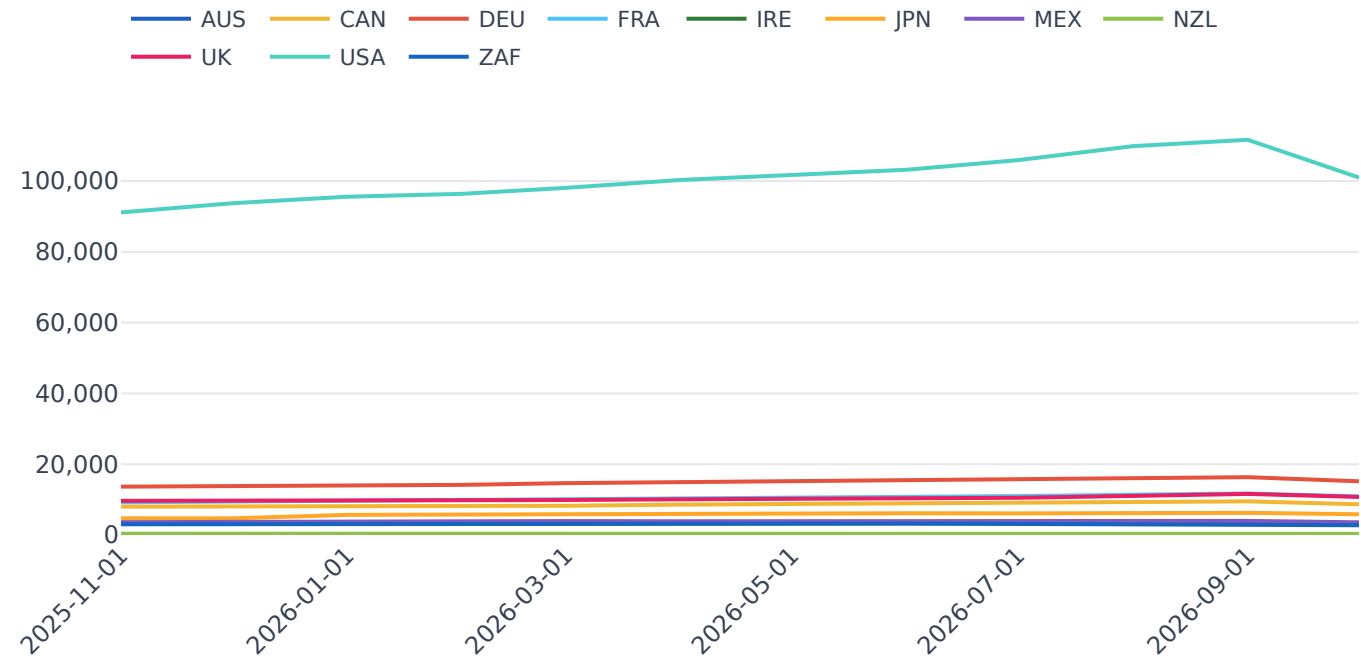


12-Month Consecutive Players by Android

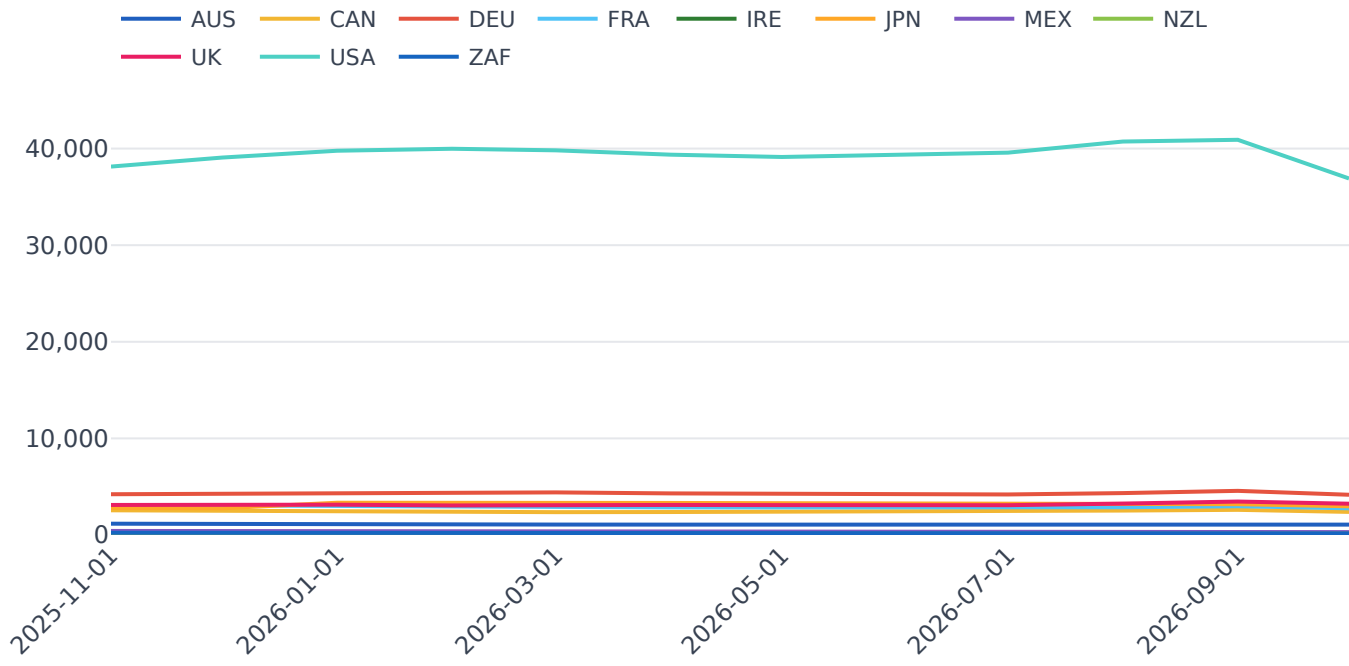


6-month

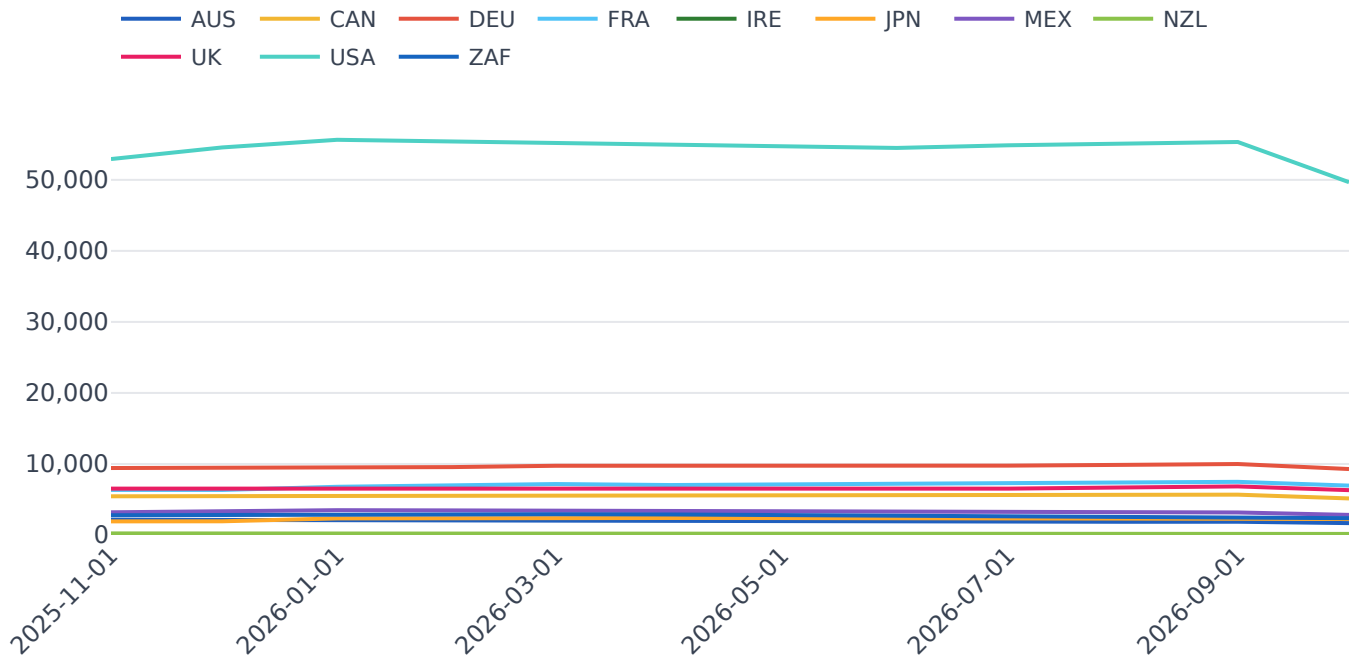
6-Month Consecutive Players by Country



6-Month Consecutive Players by iOS

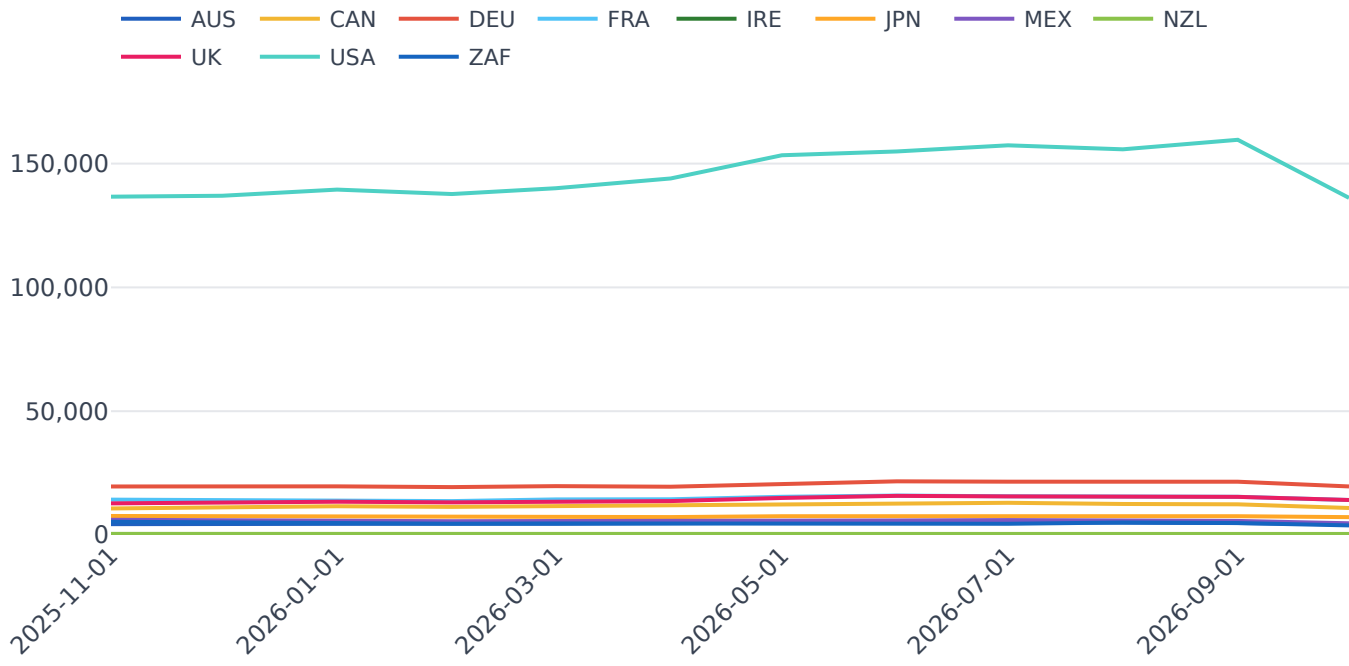


6-Month Consecutive Players by Android

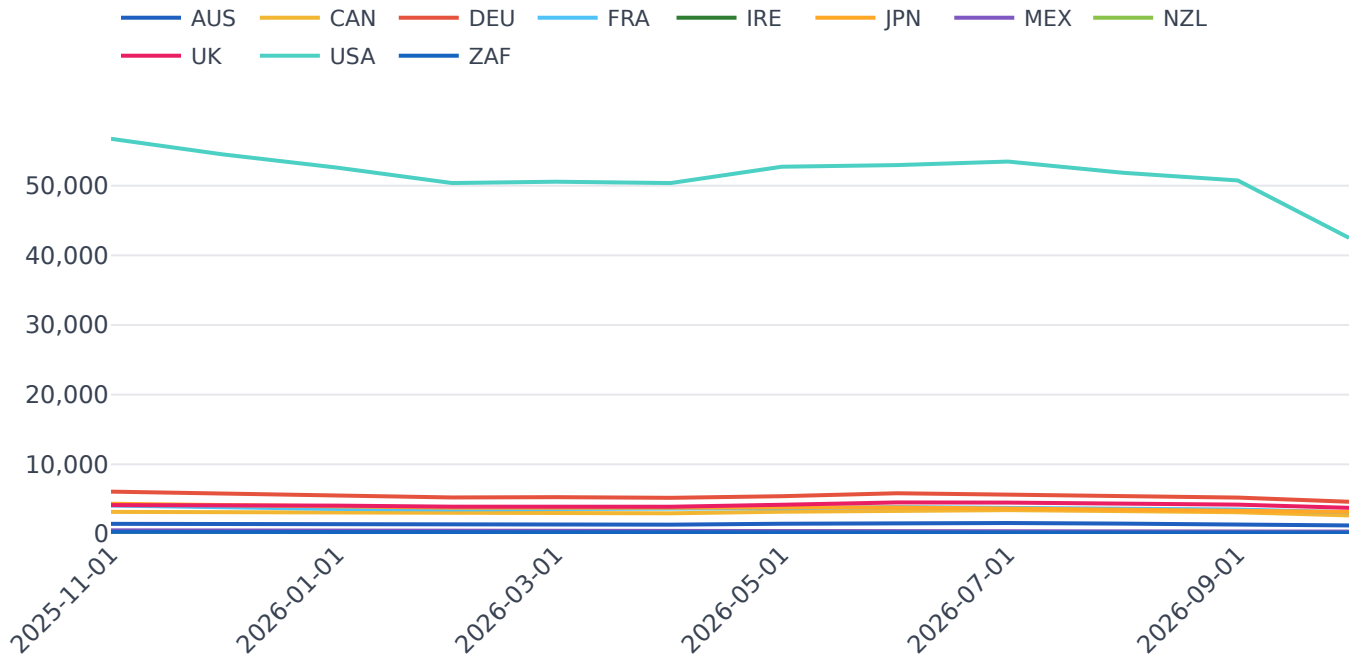


3-month

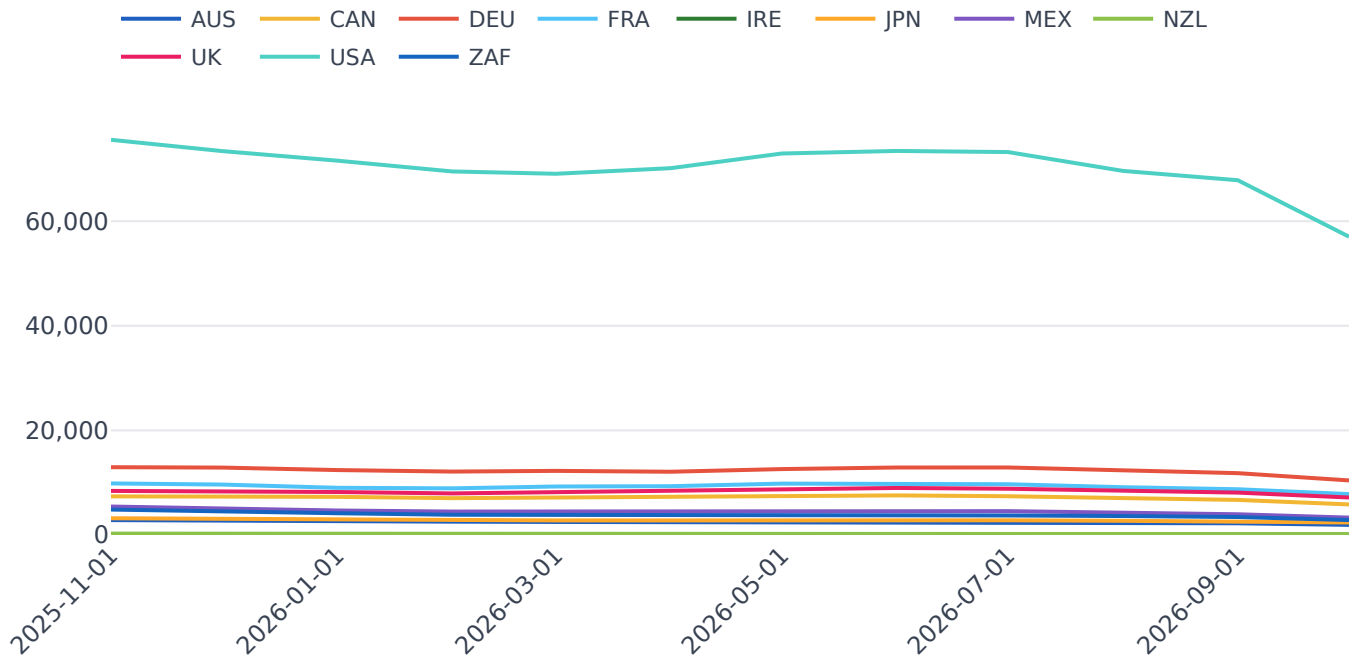
3-Month Consecutive Players by Country



3-Month Consecutive Players by iOS

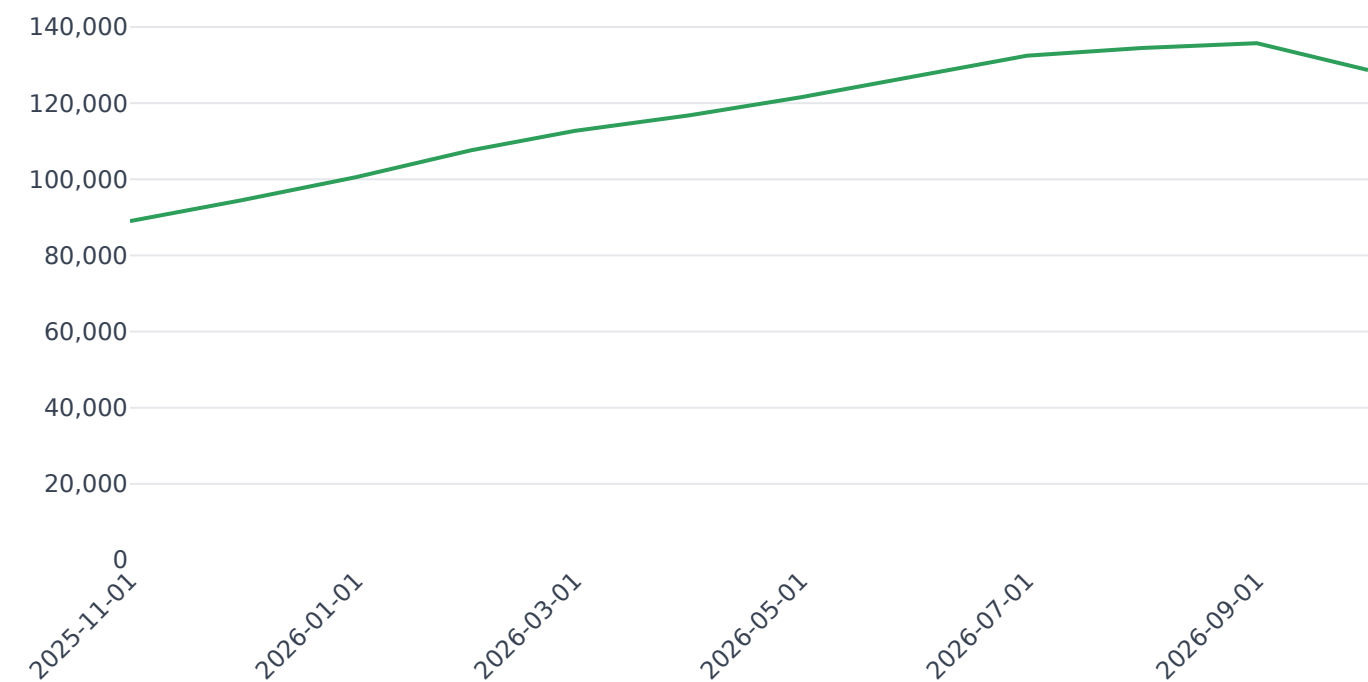


3-Month Consecutive Players by Android



12-month, all countries

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



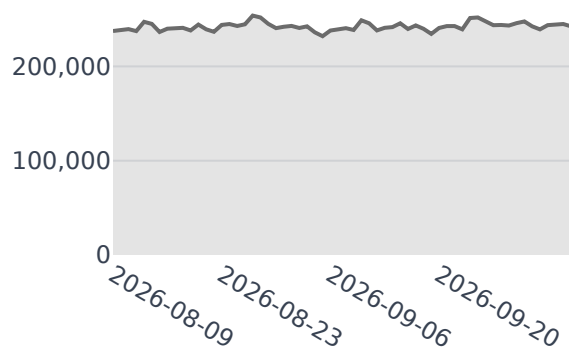
User growth metrics

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

Global DAU

242,508

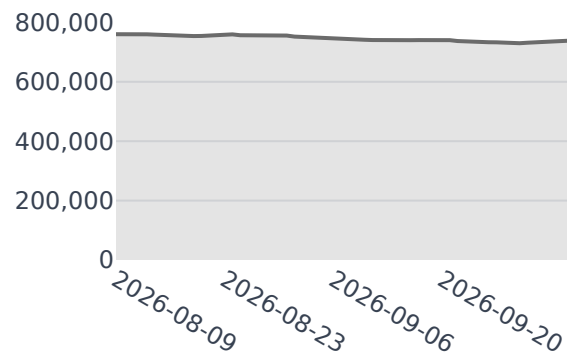
▼ 1.4% vs 7 days earlier



Global MAU

739,286

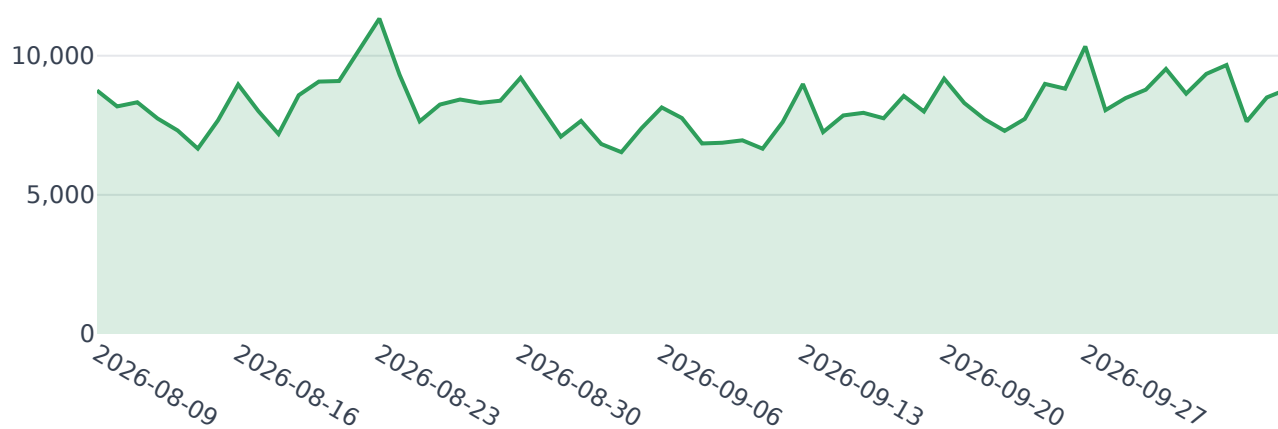
▲ 1.3% vs 7 days earlier



Installs

8,795

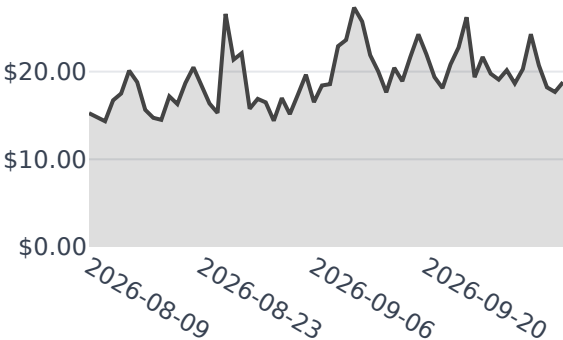
▲ 0.2% vs 7 days earlier



Global Ad CPM

\$18.79

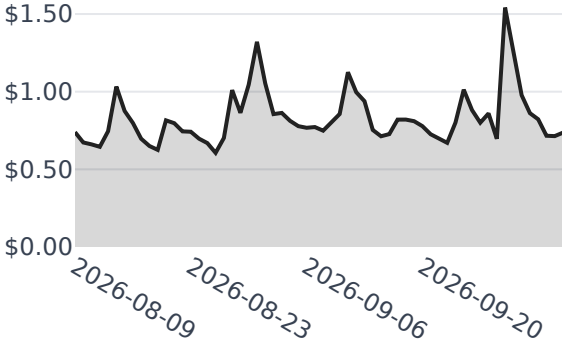
▼ 6.8% vs 7 days earlier



Global ARPDAU

\$0.74

▼ 52.2% vs 7 days earlier



Snapshot from run 2026-10-08T1716Z, generated 2026-10-08T17:16:11Z from commit af0c0668. The numbers were read from Snowflake once, when this page was generated, and never refresh.