



Our mission:
Connect the world
through **games**

Across Multiple Genres

Hypercasual

Brain & Puzzle

RPG

Sports & Racing

Zynga Card

Simulation

Zynga Casino

150

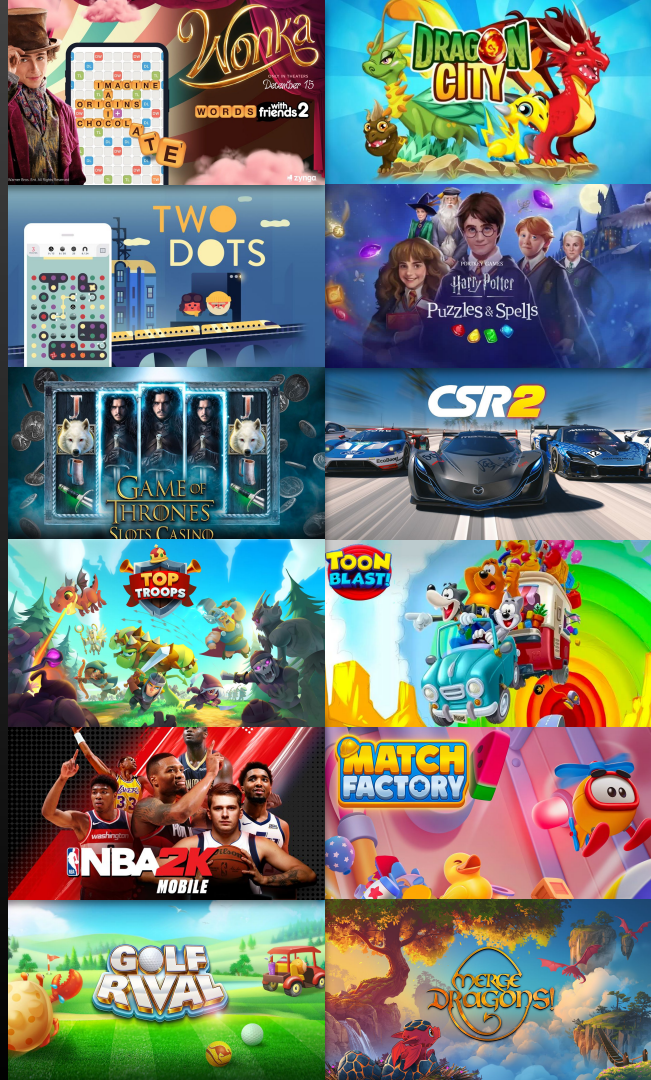
Iconic Games

10

Game Studios

6B

Downloads



Interactive Entertainment Powerhouse

Zynga is the mobile studio for **Take-Two Interactive**. Alongside sister labels 2K and Rockstar, **T2** is known for releasing some of the top hits in the gaming industry, including NBA2K and Grand Theft Auto.

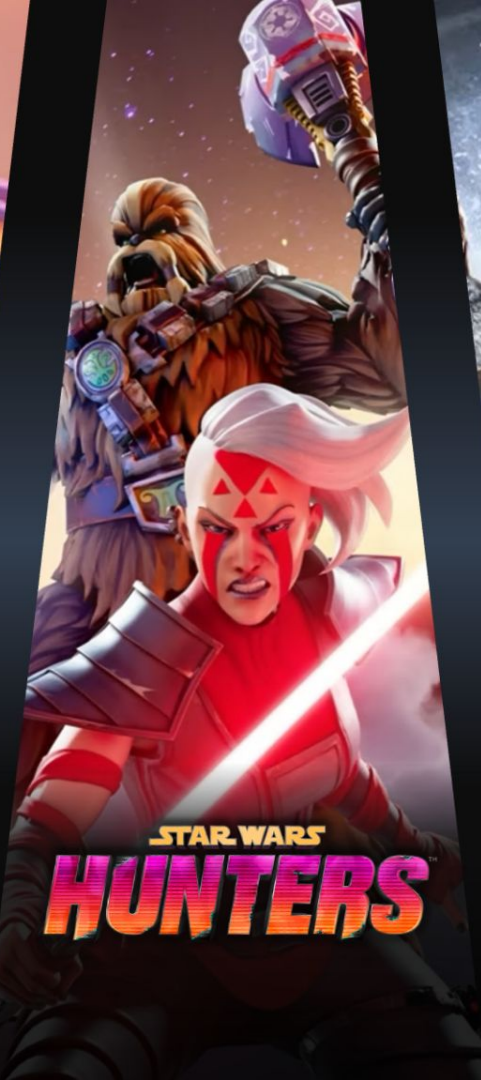
Zynga specializes in immersive advertising experiences that connect your brand with players across our network of games, including Words With Friends, CSR, Toon Blast, and Match Factory.

T2



zynga
Ads

New & Upcoming Releases



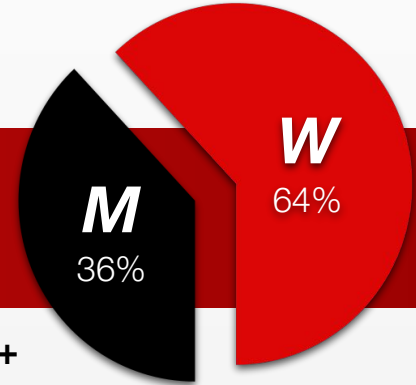
#1 Zynga's extensive portfolio is why we're in **Mobile Game Reach**

16%
Gen Z

32%
Gen Y

30%
Gen X

22%
Boomers



Don't be blindsided: Your mobile gaming strategy **strength is in 25+**

250M Global
MAU

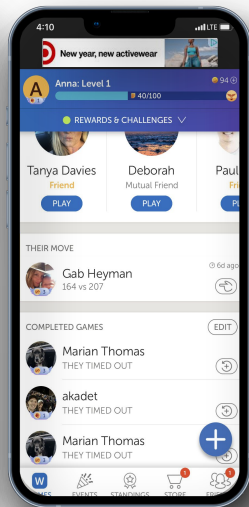
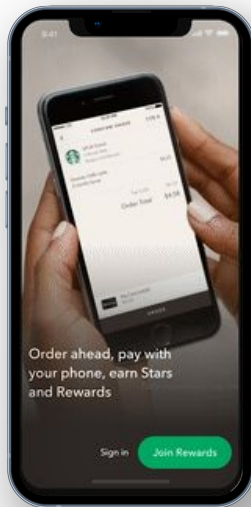
31M US
MAU

9hrs Time Spent
Monthly

Must haves for your media mix

Premium Interactive Solutions

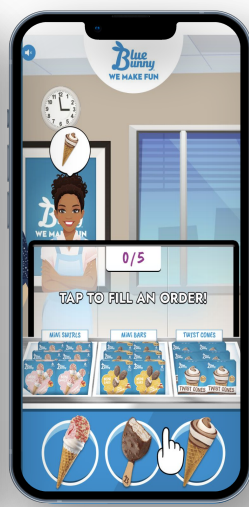
With Zynga, your ads don't just exist; **they thrive**



Video at Scale

Up to 5B Impressions per Month VCR/CTR

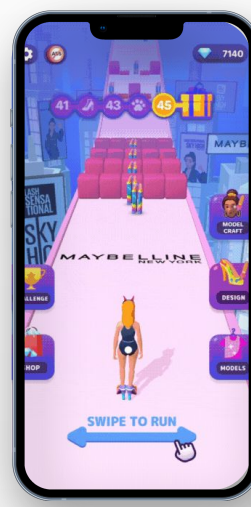
96% Viewable **85-95% VCR**



Custom Playables & Shoppables

Gamify your media Engagement rate and more

81% Engagement Rate



High Impact Integrations & Sponsorships

Fully customizable

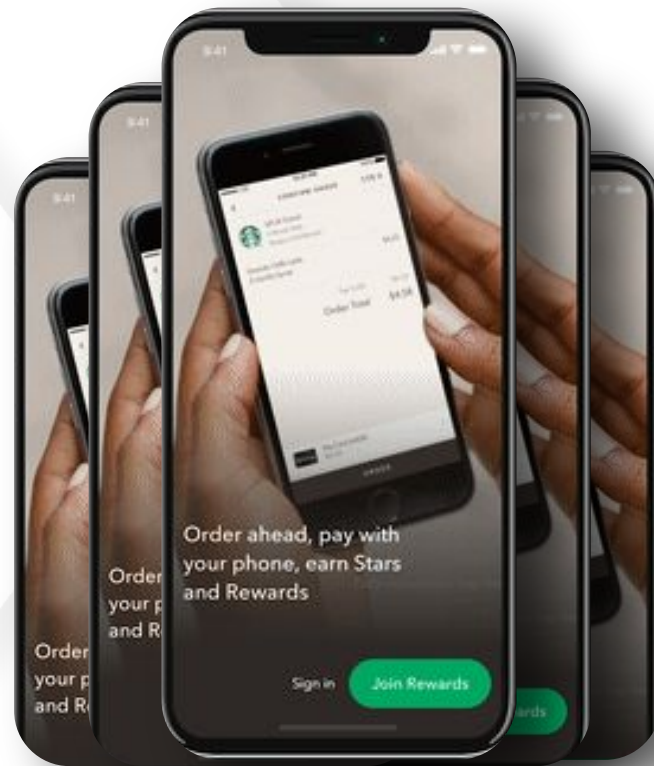
First Impression Takeovers

3.5M

Daily unique impressions

Command the viewer's attention by being **the first ad a player sees** when they play a game. Brands leverage Zynga's extended reach across our network of games for the ultimate brand lift.

Brands leverage Zynga's extended reach across our network of games for the **ultimate brand lift**.



Non-Skip Video • Rewarded Video • Playable

Video

High Impact Storytelling

Captivate highly engaged gamers between levels by serving a **single unscrollable video** per ad break.

Our **unskippable**, immersive format ensures your brand captures player attention.

96%

Viewable

85% – 95%

VCR

Available Video Units:

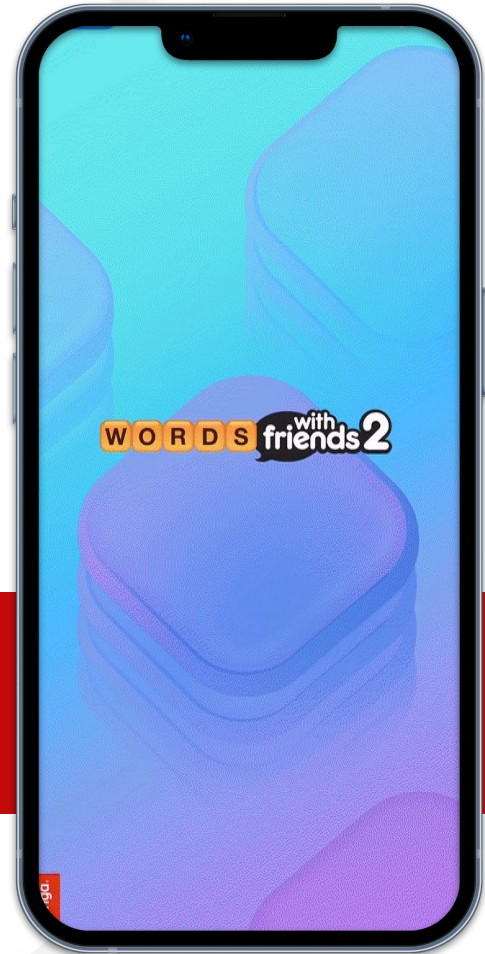
:06 :15 :30



Non-Skip



Rewarded Video



Playables & Shoppables

Engage your audience with an immersive and customizable mini-game or shopping experiences – created just for them.

43%

Interaction Rate

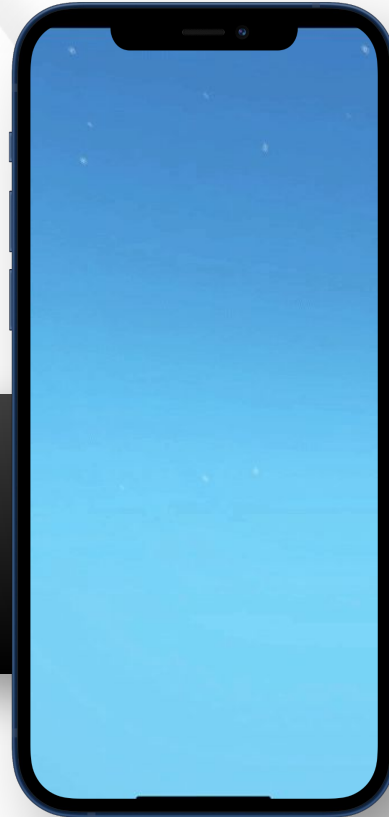
81%

Engagement Rate

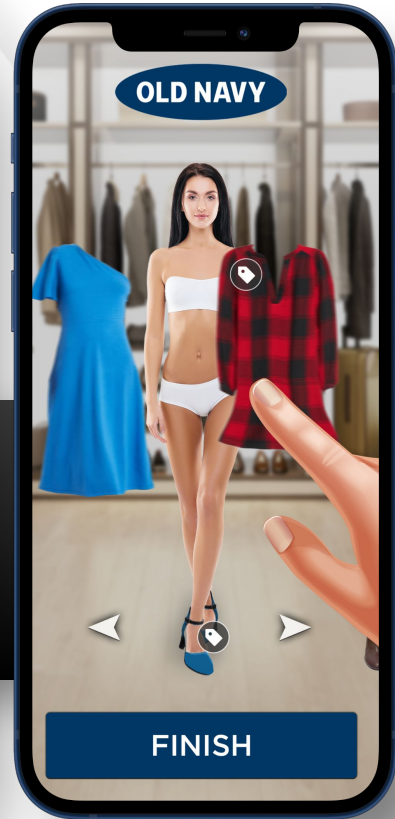
75%

Game Completion Rate

Playables



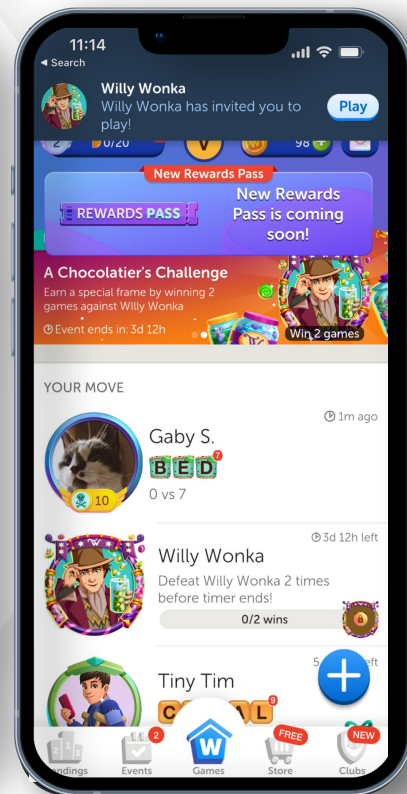
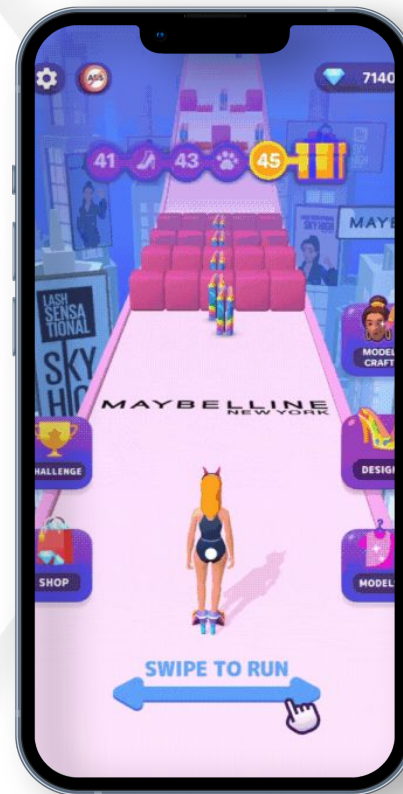
Shoppables



Integrations & Sponsorships

Connect with Players

- Integrations **drive awareness** & double digit **conversion** lifts *against control groups*
- Millions of in-game rewards have been awarded to players, sponsored by brands
- Consumers **spend hours** engaging with your brand



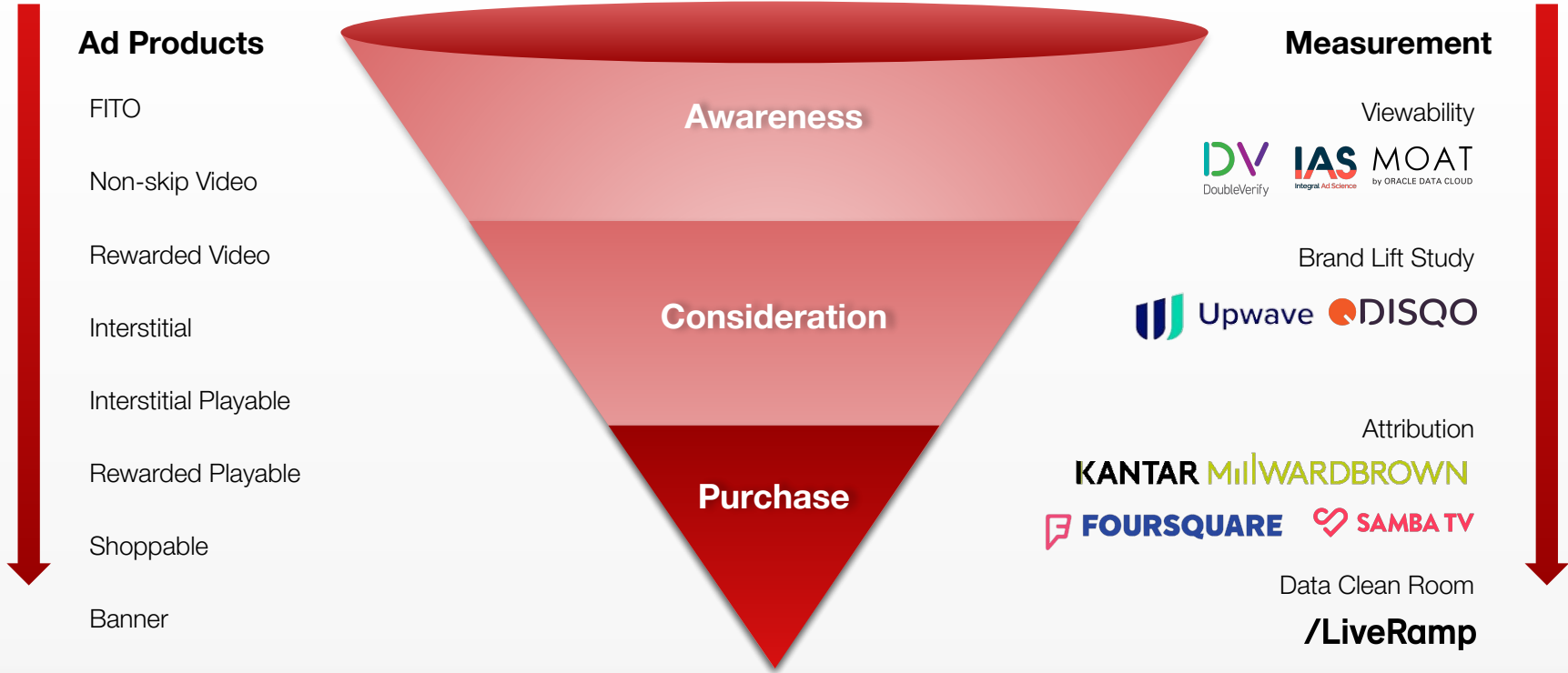
Studio **E**

Ensure your campaign's effectiveness

Media works harder with great creative. Our in-house design studio takes all of the engagement learnings from our games to create immersive ads that gamify your brand and capture attention.

Build brand awareness, higher brand recall and nurture potential sales through these branded gameplay experiences.





Full Funnel Solutions

Ownership from start to finish, providing brands peace of mind

Our owned and operated platform prioritizes security, guaranteeing a **100% brand safe environment**.

We measure fraud, invalid traffic, brand suitability and authentic attention.





Ads▶

Visit www.zyngaads.com to learn more

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