

---

# S&P TEST

SWOT & PESTLE.com

---

## ZYNGA INC. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Zynga Inc.

**Company Sector :** Gaming, Online Social Gaming, Interactive Home Entertainment

**Operating Geography :** United States, North America, Global

**About the Company :** Zynga Inc. is a social video game developer headquartered in San Francisco, California. Mobile and social networking sites are the company's key areas of focus. Under the name Presidio Media, Zynga was founded in April 2007 by Mark Pincus, Eric Schiermeyer, Justin Waldron, Michael Luxton, Steve Schoettler, and Andrew Trader. In July 2007, the company's name was changed to Zynga. The business model used by Zynga is "free-to-play." Direct credit card purchases and revenue from partner companies are the two main sources of revenue. It supports in-game advertising and has banner advertising featured on its game portals. Zynga also sells virtual goods in-game as people play its games. Zynga games are also related to deals from a variety of partners. To earn game credits, players can accept credit card deals, complete surveys, or purchase services from Zynga's partners. Zynga allows players to buy game credits directly from the company. Players can buy points in the game for a fee. FarmVille, Zynga Poker, Words With Friends, Hit it Rich! Slots, and CSR are some of the popular web and mobile games from Zynga's stable. Puzzle Combat, a new mobile match-3 action role-playing game (RPG) where players recruit heroes, create bases, and compete in player-vs-player (PvP) battles in a zombie-themed environment, will be scheduled for a worldwide release on April 8, 2021.

Zynga's Unique Selling Point or USP lies in it being the leading developer of the world's most popular social games that are played by millions of people around the world each day. Zynga's mission statement reads, " To connect the world through games. We deliver fun, social entertainment experiences to people around the world. In pursuit of our mission, we collect and use certain information from our players".

**Revenue :**

\$1974.8 million USD – FY ended 31st December, 2020

\$1321.66 million USD– FY ended 31st December, 2019

**SWOT Analysis :**

The SWOT Analysis for Zynga Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. One of the world's largest social game developer, available on multiple platforms</li> <li>2. Strong Revenue generating model</li> <li>3. Incentive based advertising is the most effective methodology of advertising</li> <li>4. Has 13 game studios which helps them in launching many new games simultaneously</li> <li>5. Consistently low debt-to-Equity ratio \u2013 debt free with an overall healthy balance sheet</li> </ol>	<ol style="list-style-type: none"> <li>1. Consistent innovation and new releases are obligatory to sustain the fad of the game</li> <li>2. Pricing controlled by Google and Apple store, which impacts the revenue of business</li> <li>3. Has poor operating margin and profitability in its respective industry</li> <li>4. Unable to deliver better products to remain in competition</li> </ol>
Opportunities	Threats

1. Strategic acquiring of other gaming platforms having increased advertising capability

2. Buoyed by Bitcoin payments and block chain technology, gaming industry will balloon beyond developer's design restrictions.

3. Ability to self-market itself by connecting their games for social cause and supporting relevant non-profit organization

4. Cloud services, 5G, Virtual reality, AI and other technologies to further enhance gaming experience

1. Same user logging in form two different accounts- impacts revenue

2. Constantly evolving technology can hinder investments and existing product lineage

3. Cyber-attacks, data breach and privacy concerns have put reliability of the platform at risk



**PESTLE Analysis :**

The PESTLE Analysis for Zynga Inc. is given below:

Political	Economical
<p>1. Political parties are now riding on online video gaming platforms for election campaigning</p> <p>2. Governments of several nations have realized the potential of gaming industry and are endorsing the same to boost revenue</p>	<p>1. A high growth trajectory is forecasted for social gaming platform across the globe</p> <p>2. Asia Pacific region has seen a huge surge in gaming consumers</p>
Social	Technological

<ul style="list-style-type: none"> <li>1.Role play games are the rising trend in the society</li> <li>2. Gamers are more engaged towards politics</li> </ul>	<ul style="list-style-type: none"> <li>1.Piracy and copyright issues have dearly costed the gaming industry</li> <li>2. Near term roll out of regulations for the online gaming industry can hurt revenues</li> <li>3. Games considered to be gambling are likely to be banned</li> </ul> <p>;"</p>
<p style="text-align: center;"><b>Legal</b></p> <ul style="list-style-type: none"> <li>1.Video games can be used to inculcate a sense of environmental sustainability and promote awareness about existing environmental issues"]]</li> </ul>	<p style="text-align: center;"><b>Environmental</b></p> <ul style="list-style-type: none"> <li>1.</li> </ul>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Zynga Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)