

# Zynga: Is the Game Over

# Introduction

The business analysis of Zynga explores the issues that the largest social gaming company once changing the whole online gaming market encountered. The maker of FarmVille and many other games was once seen as a star with thrust, but it failed to make correct strategies and face outside forces that challenged it in the market.

# Background

Originally launched in 2007, Zynga brought social gaming to fruition, to Facebook in particular, with almost immediate increased rates of user acquisition. Nevertheless, the overdependence on a single platform created a problem-solution trap.

# Strategic Partnerships

Partner with new media outlets and exchange features in social reality, and the metaverse, augmented reality games.

# Conclusion

Some issues of Zynga are typical symptoms of the dangerous side of high-growth companies that lack long-term vision. This being the case, it is important for the company to seek diversification and innovation to stage a come back in the gaming industry.

# Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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