



Game time: 17 new behaviors on YouTube + Zynga.

May 27th, 2021

Introduction.



- Zynga is a U.S. social game company. They make app games like Farmville, Words with Friends and Zynga Poker.
- YouTube is an online video and social sharing platform. It's frequently used by gamers to "level-up" or win games, like the ones above.
- MFour did research to find out how gamers who use Zynga's games interact with them, as well as how often they use YouTube for help.
- Gamers were then asked how they feel about advertising on YouTube as well as what other entertainment apps they use on their phone.

The research goals.

- Find out which Zynga mobile app games are enjoyed most, and why.
- Zynga apps to study: Farmville, Words with Friends and Zynga Poker.
- Learn how gamers interact with YouTube for assistance with a game.
- Understand where else gamers go for entertainment now, and in the future.

Methodology overview.

- MFour used Surveys On The Go[®] to identify consumers with a Zynga game app.
- Gamers were screened to have used YouTube in the last 60 days for help on their games.
- Then, a survey was sent to ask for feedback.

Time frame.

- 5/25 to 5/26, 2021.

Sample.

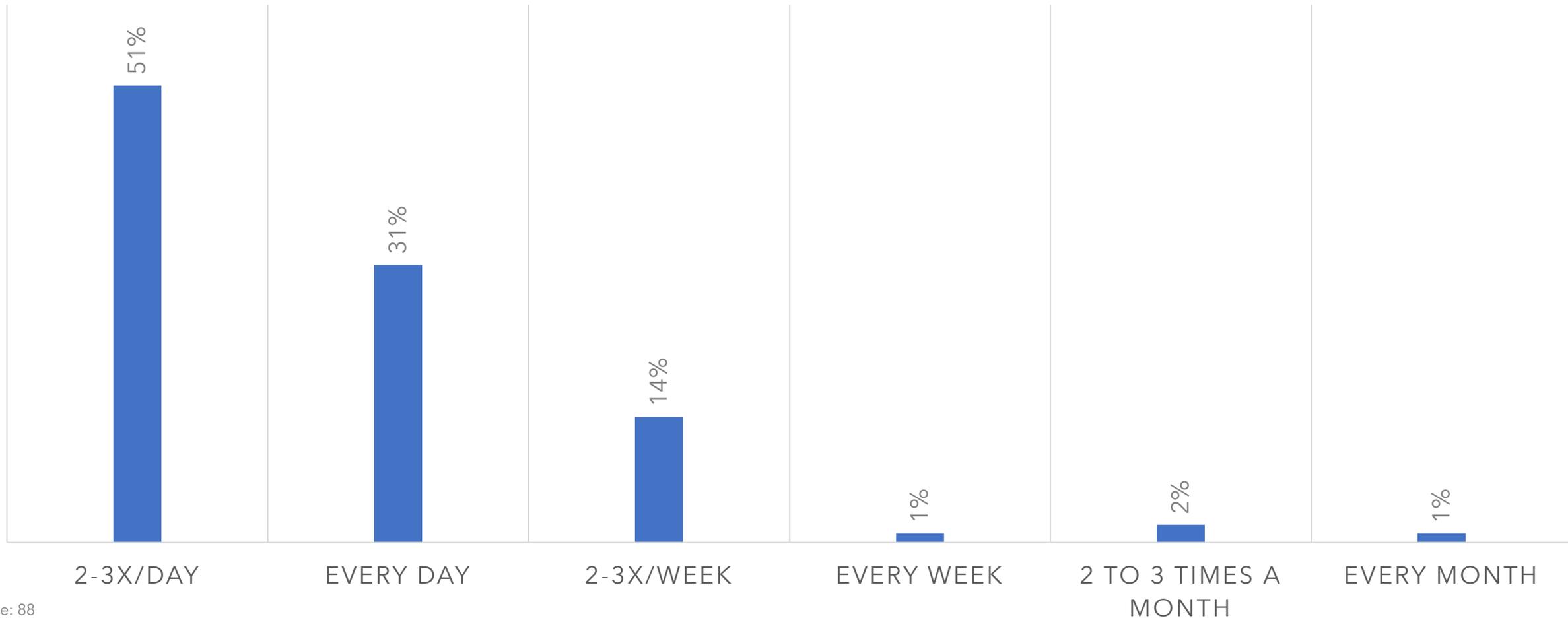
- n=88.
- 18-45 years of age.
- Natural fallout on gender, ethnicity and other demos.



Zynga app users are loyal + play 2 to 3x/day.



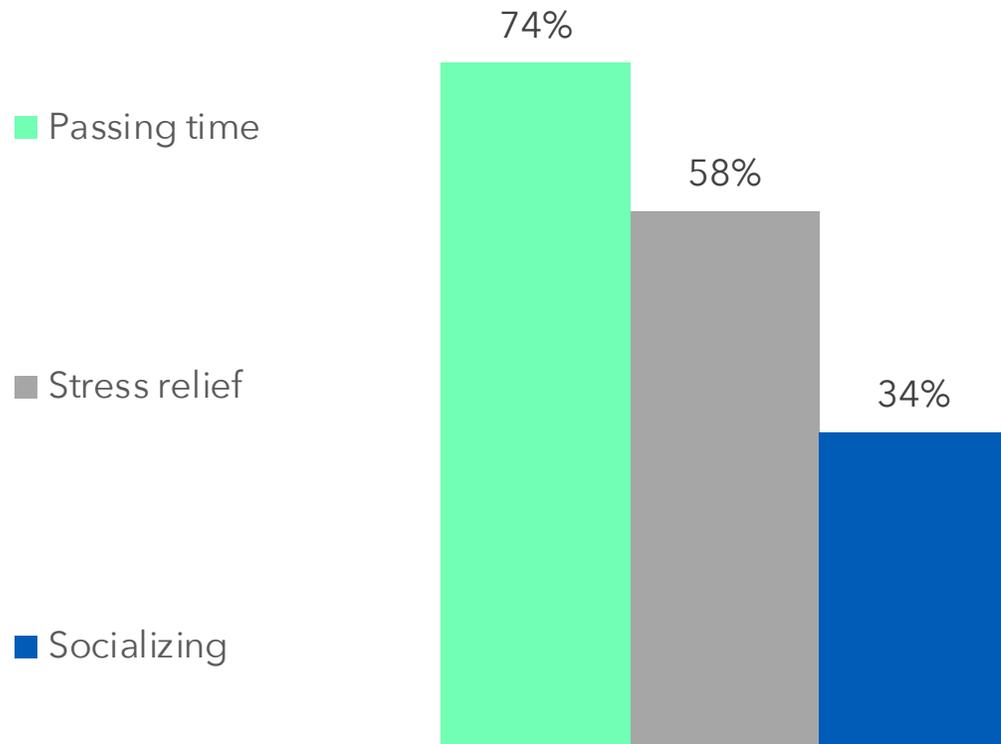
How often do you play mobile game apps?



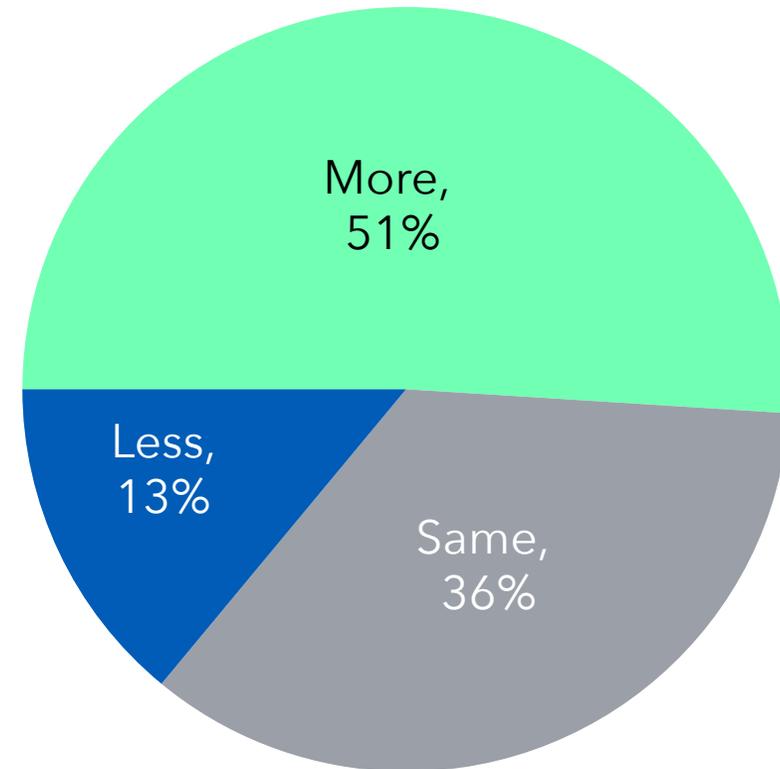
App gaming is a great way to kill time.



How do you use gaming apps?



Are you using gaming apps more, or less than in the pandemic?

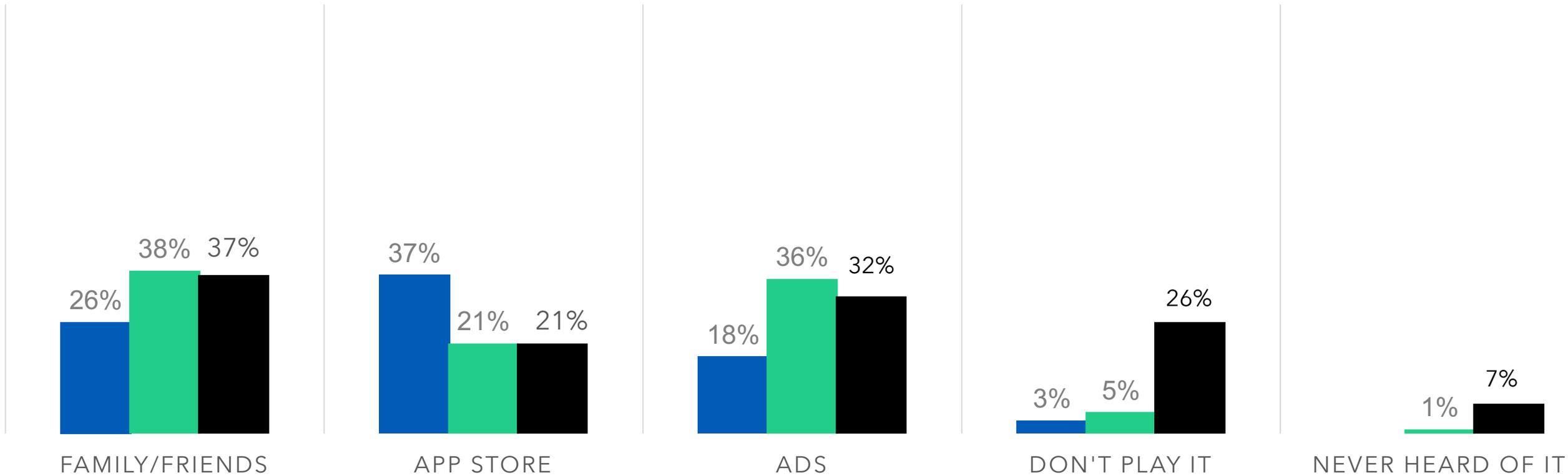


The app store is where to advertise new games.



How did you find out about each of these games?

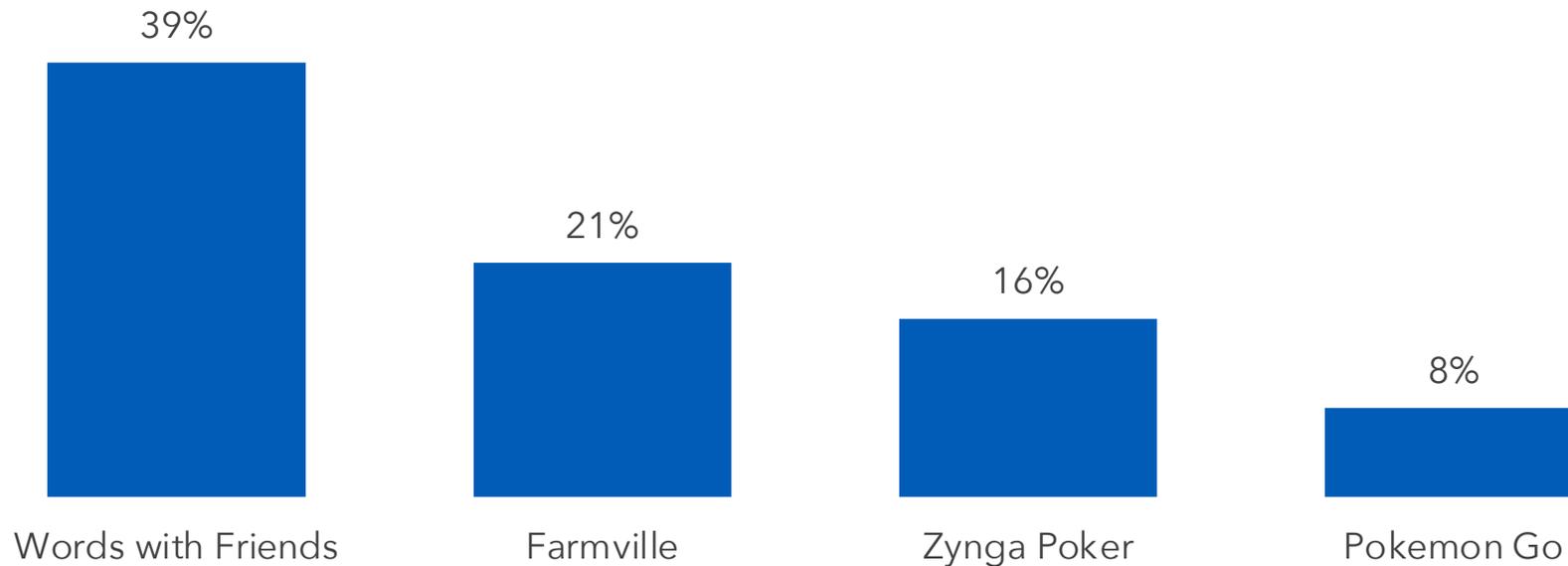
■ Farmville ■ Words with Friends ■ Zynga Poker



Words with Friends is a favorite app.



What's your favorite mobile game app?



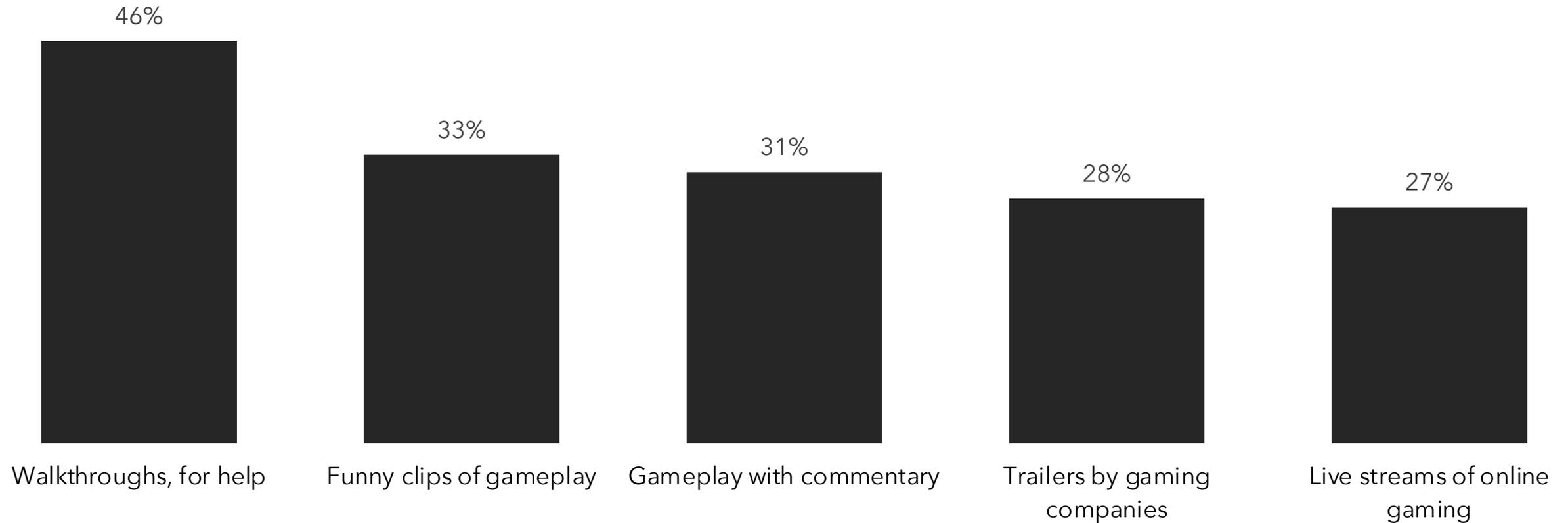
Tell me more...

- 77% play WWF.
- 40% play Zynga Poker.
- 36% play Farmville.
- If they have one Zynga app, they're likely to have more.

Gamers use YouTube to help them win.



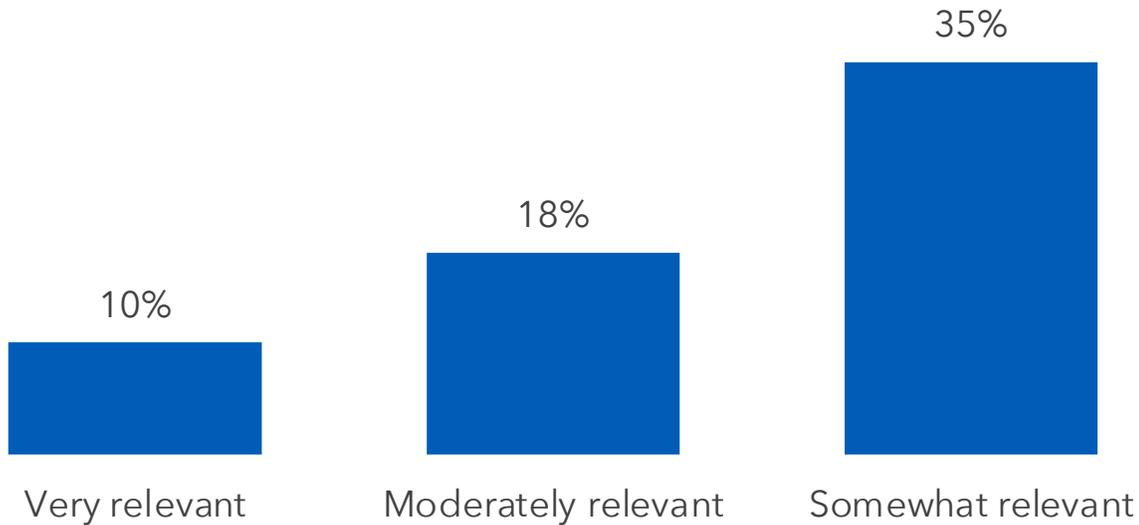
How is YouTube involved in your gaming? I use it to watch...



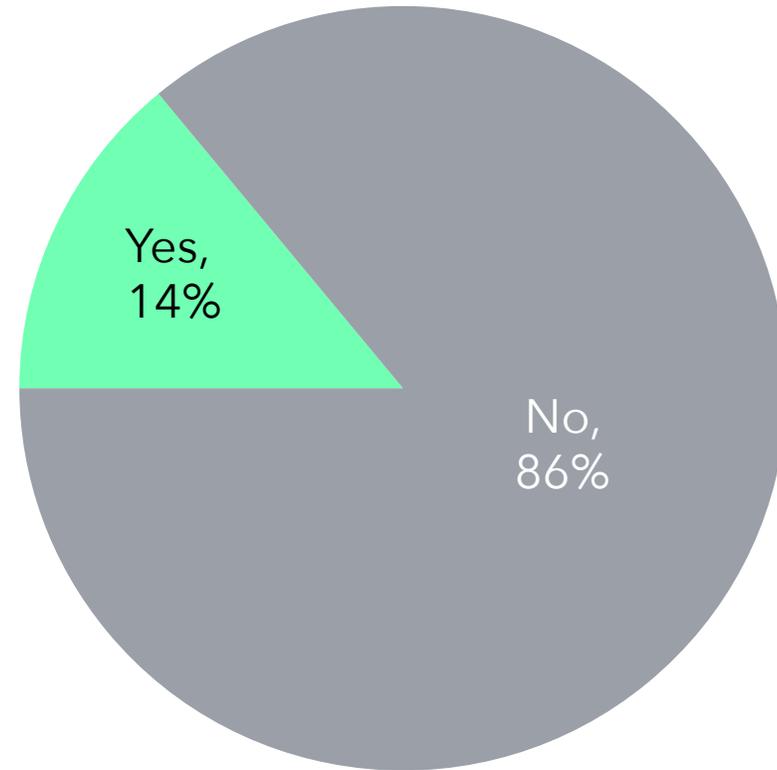
YouTube ads = relevant + working.



How relevant are the ads to you?



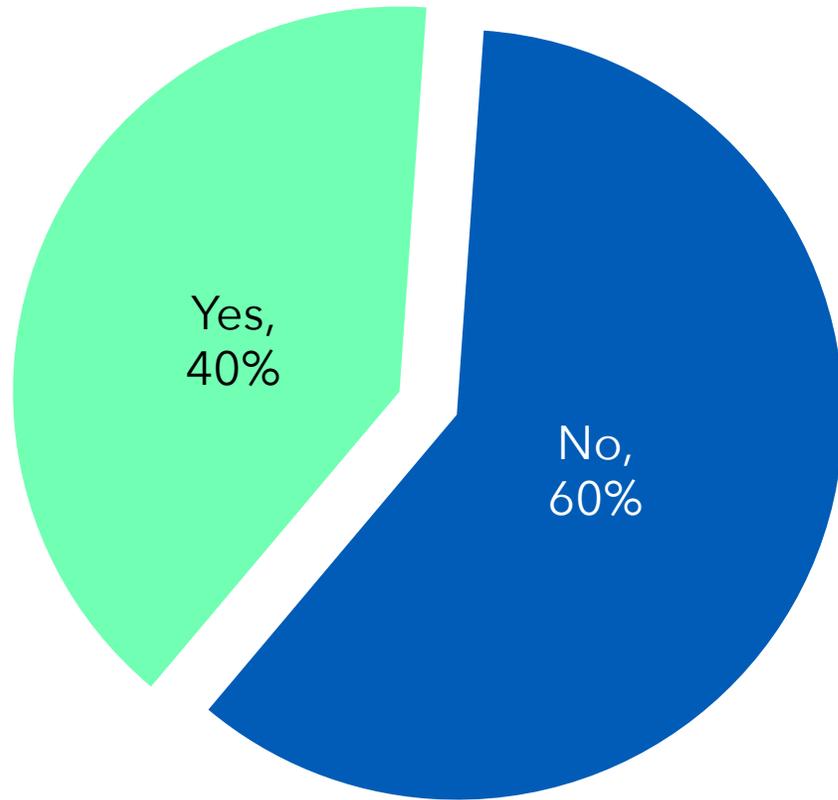
Have you bought from a YouTube ad?



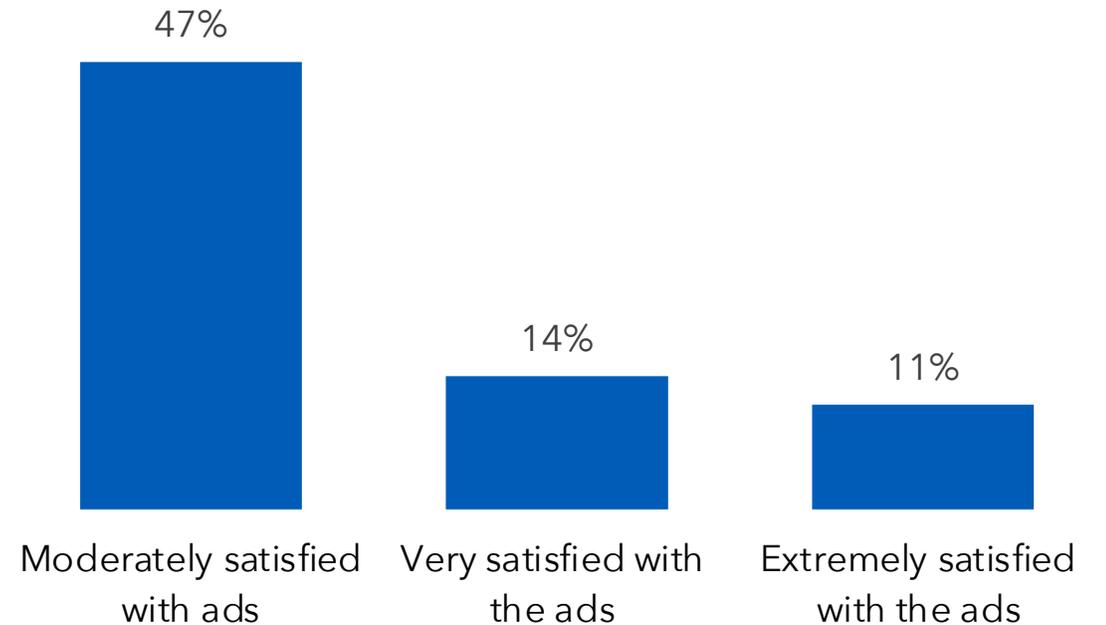
Zynga should be advertising on YouTube.



Do you click on the YouTube ads you see?



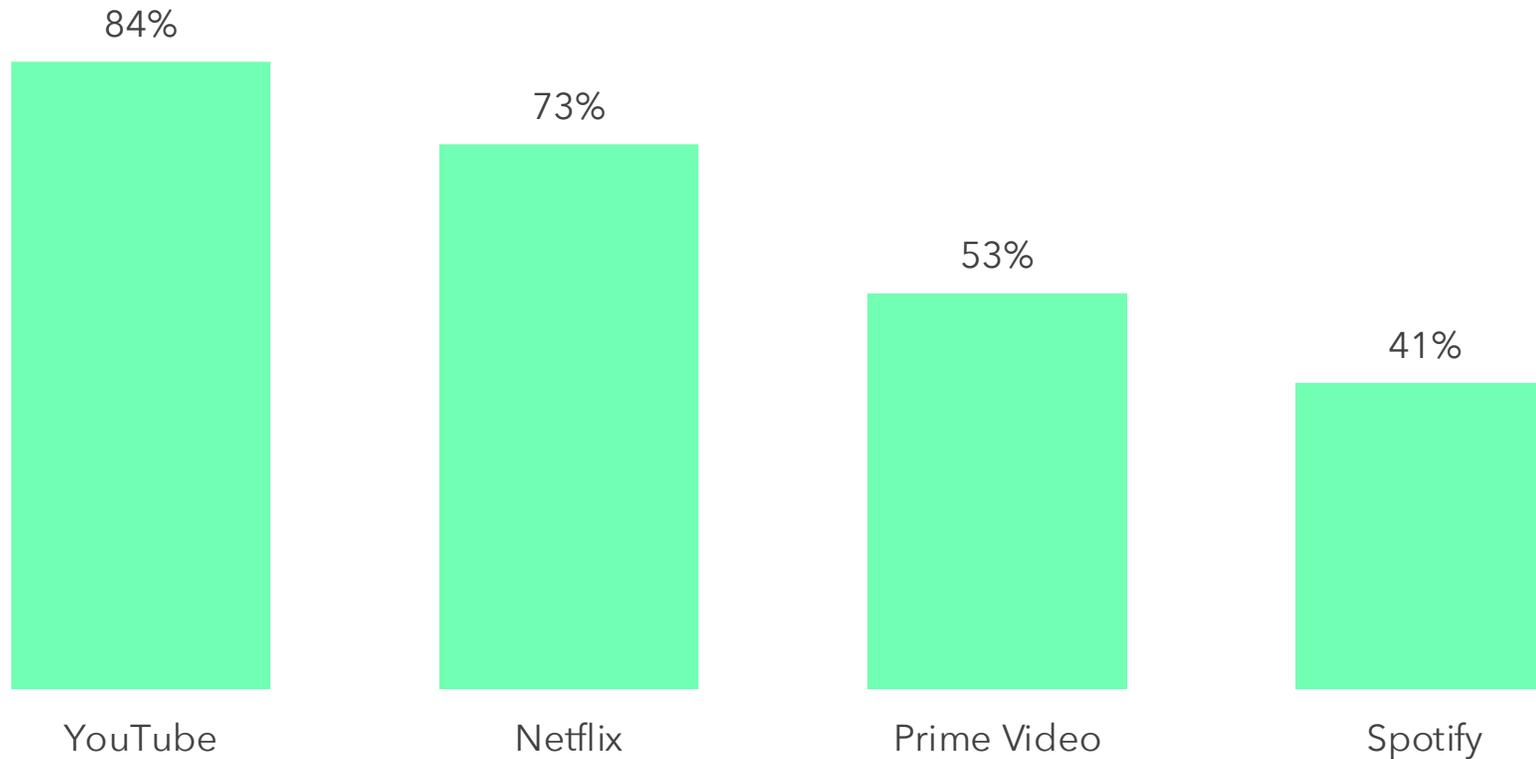
How satisfied are you with the ads you see?



YouTube is their most-used entertainment app.



Which non-game apps do you use for entertainment?



Base: 88

How consumers spend time...

- 81% played app games during the pandemic.
- 80% watched TV - which aligns with Netflix as #2.
- 71% plan to keep playing app game in the near future.
- 68% also plan to be listening to music in the near future.



About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.



Apps.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app, consumers are instantly pushed your survey. It's all done via Surveys On The Go® – giving you these Point of Emotion® insights.





Choose better market research.