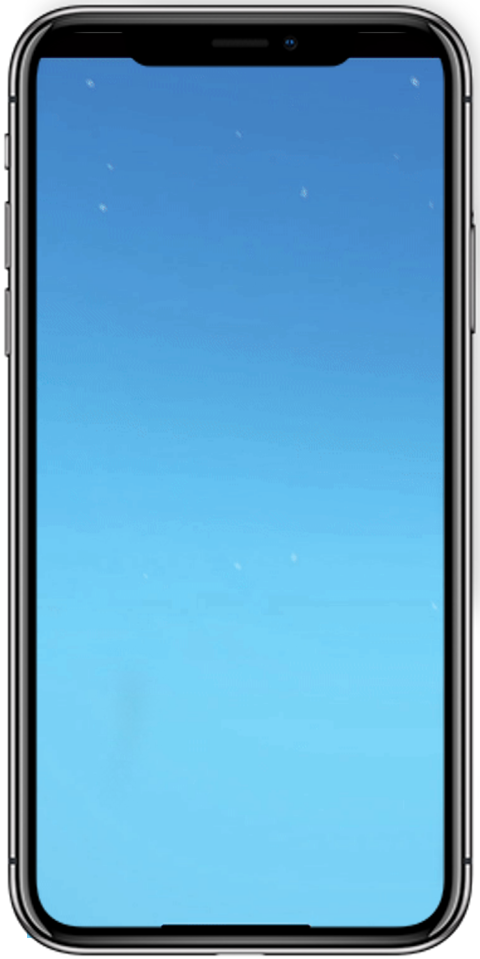
ZYNGA'S PLAYABLES





BENCHMARKS

- 7-10% Engagement Rate
- 75-85% Engaged Game Completion Rate
- 1-3.5% CTR (engaged users)

Note: Benchmark stats are representative of select Zynga playable ad campaigns.