Social Games Case Studies: Kabam, Kixeye and Fight My Monster

Description: Three online game companies, Kixeye, Kabam, and Fight My Monster have achieved accelerated growth in the past year with innovative social and casual games. Games like these titles, that appear on Facebook, social networking sites and increasingly on mobile platforms such as Google's Android and Apple's iOS platform have resonated with users.

This report analyzes the individual companies and their corresponding flagship games in detail. Pearl Research will examine the reasons for their success, explore their approach to the online games market and the challenges faced in the upcoming quarters.

Kixeye is an online strategy and combat game company that was founded in 2007 and operates Backyard Monster. Kabam is a strategy MMO games developer founded in 2006 and has a hit title Kingdoms of Camelot. Lastly, Fight My Monster was started in 2011 but it has already reached 1.5 million users in less than 18 months.

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