

Zynga.com to show Facebook ads

June 22 2012

(AP) — Zynga is starting to show ads from Facebook on Zynga.com, its stand-alone website that lets people play its online games away from Facebook.

Since players use their [Facebook](#) accounts to log in to [Zynga.com](#), the [ads](#) will be targeted to them based the information that they already share on Facebook.

Facebook says advertisers won't have any new criteria to target people. So logging in to Zynga.com would probably get users the same ads they already see on Facebook.

The move is likely the first step in the creation of an advertising network for Facebook that allows it to show ads on websites beyond Facebook.com. This is something other companies, such as Amazon.com Inc.'s Zappos.com, already do.

The companies are not disclosing financial details of the deal.

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