



## Review Candy Crush Saga

### King

Candy Crush Saga is one of the most popular games ever, with millions of players around the world and it will make you go crazy for candy

April 12, 2012 will be remembered by many as the day of the launch of the **Candy Crush Saga**, one of the most successful games of all time. It started as an integrated game on Facebook, but given its enormous success and the enormous number of players who accessed it every day to enjoy it, it ended up making the leap, that same year, to Android, iOS and Windows Phone.

In just over three months available on the market, he managed to break a record that seemed unreachable, and that was none other than the one set by Farm Ville 2, to date the most popular Facebook game with an average of 46 million users per month . It made its landing on **Android, iOS and Windows Phone**, given the enormous success it enjoyed worldwide.

Since then it has only known how to reap success, and today it is still one of the most popular games on all platforms that is available, raising millions in revenue for King, the developer of the game, who has turned Candy Crush Saga into his game for excellence, while they continue to search for a new game with which to earn millionaire income again.

One of the great secrets of this game is the enormous simplicity and above all the addiction it causes in all those who try it. With **more than 2,000 levels available**, we will have to overcome one after another creating rows or columns with three candies of the same color to be able to eliminate them.

The trick of these games is in how easy it is to understand their mechanics and their infinite possibilities that make you play for days, weeks and months. Another of its great successes lies in the flexibility of the duration of the game, you decide how long you want to play. You can play for 5 seconds, one minute, half an hour, there is flexibility in the time you want to spend playing, it is a person's decision not the game. This differs greatly from classic console games, if you wanted to play console today you would have to spend at least an hour to have fun.

By **downloading Candy Crush Saga** you can compete with your friends at any time. The most important thing in a social video game is to see that people are playing the same game, especially who you know in real life. When you connect your game account to Facebook for example you see that your neighbor is 5 levels above you, it is a kind of competition, how have you reached that level? and you talk about the game, this is important, suddenly you have 5 to 10 friends who also play, so you talk about it helping each other.

For game creators as entrepreneurs, social functioning is an essential accelerator to bring the game to more people. It is cheaper than advertising because it does not pay for social growth. When you see an ad you can download the game if you are interested, but somehow you are suspicious, you do not know if it is ok or not, but if a friend advises you on a game you assume that it has to be ok. Word of mouth is much more important than anything.

Smartphones have been the key to the "Casual Games" revolution. Casual games have existed since the industry was created but never as a business model, it was very difficult to earn money with these video games, there were only a couple of exceptions such as the be used, pioneer of this trend and some more but it was complicated until the appearance of mobile games.

The mobile was the key to the success of the casual games business, many companies such as King or Big Fish,

clear examples of this industry, are already multimillion-dollar companies.

In-game perks are offered to assist users. For example: Imagine that you cannot pass a level, that's when you have the possibility to pay a few cents in exchange for getting help for the game, suddenly the level is simplified and you progress more quickly. This is how free games work, it is about taking money from the frustration of the players due to their difficulties when passing a level.

It can be said that in the next 10 years there will be a very big advance in terms of games for Smartphones and it is a very good time to start knowing this new world, let your imagination run wild and have fun with the new **game Candy Crush saga**.

Pros	Cons
<ul style="list-style-type: none"><li>- Fun has no limits with Candy Crush Saga</li><li>- It may seem like a simple game, but it will not let you relax for a moment and as the levels pass you must put all your intelligence to work</li><li>- In principle it is a game that can be downloaded and played completely free of charge</li><li>- Helps fix attention</li></ul>	<ul style="list-style-type: none"><li>- Sometimes Candy Crush Saga can become monotonous since you always have to do the same thing, collect candy</li><li>- The number of levels has become excessive, making it impossible to reach the end of the game</li><li>- There are levels of the game that border on the impossible and where you can be stuck for days and days</li><li>- Purchases integrated within Candy Crush Saga are one of the great deceptions created by humanity, that yes, on more than one occasion they can get you out of some other jam</li><li>- You can't pass some levels if you don't pay and it's quite frustrating</li></ul>

**Links Facebook:** <https://www.facebook.com/candycrushsaga/>

**Twitter:** <https://twitter.com/candycrushsaga?lang=en>

**Instagram:** <https://www.instagram.com/candycrushsaga/?hl=en>

**Web:** <https://king.com/es/game/candycrush>

**Play Store:** <https://play.google.com/store/apps/details?id=com.king.candycrushsaga&hl=ca>

**Apple Store:** <https://apps.apple.com/ca/app/candy-crush-saga/id553834731>