



# LIQUID AND GRIT

## Social Casino Product Report

Competitive research and actionable product recommendations

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# INTRODUCTION



“The inability to predict outliers implies the inability to predict the course of history”  
– Nassim Nicholas Taleb, *The Black Swan: The Impact of the Highly Improbable*

Dear Product Owner,

Some market analysts proclaim that the social casino mobile market has matured and that the source of growth is, and always will be, paid user acquisition. Heed the words of Taleb—expect outliers. Better yet, create them.

In the meantime, boost revenue by allowing high-value players to join multiple clubs, receive free packages with multiple purchases, and hit progressive jackpots with scratcher cards. See the New Innovations section for details.

Surprise and delight all players with new quick wins from the Retention Polish page. For instance, let players turn off animations to speed up play and automatically delete unused machines to maximize space on older devices.

Add interesting fiction around ‘tomorrow’s bonus’ award to drive retention—a mechanic released in Poker Heat. Brainstorm with your team to make ‘tomorrow’s bonus’ more volatile and compelling. Delve into the Live Ops section for our most up-to-date suggestions.

Product releases were abundant this month. A few highlights include Slotomania’s *Snakes & Ladders*, Wizard of Oz’s *Bubble Billions*, Zynga Poker’s *Weekly Playoffs*, and Huuuge Casino’s expansion to Facebook. Check out the Market Watch section for a high-level review.

Shape social casino history with the next outlier.

Brett Nowak  
*Editor-in-Chief*

# NEW INNOVATIONS

# NEW INNOVATIONS



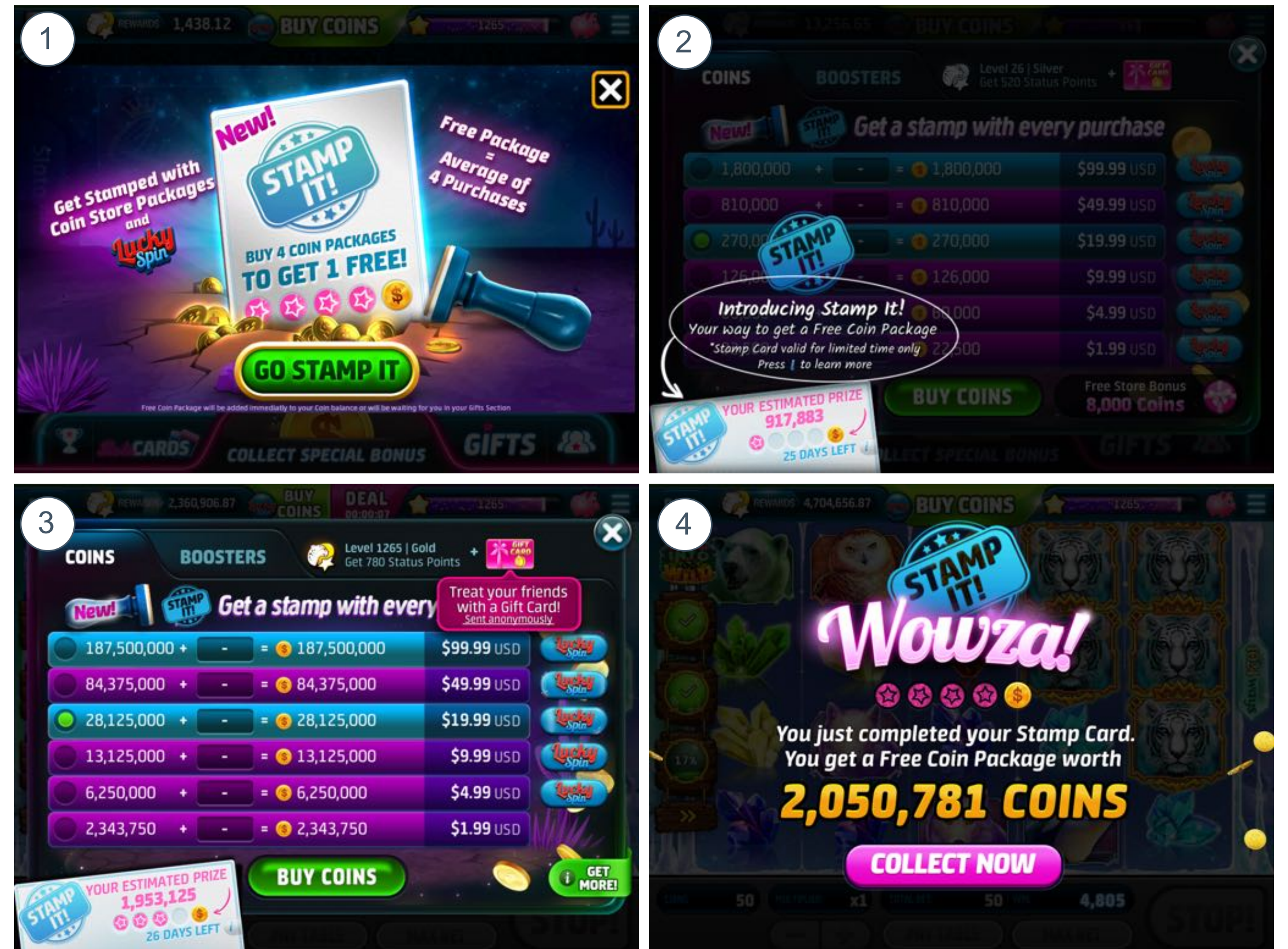
Feature	KPIs	Recommendations
Sandwich Cards	<ul style="list-style-type: none"><li>Transactions</li></ul>	<ul style="list-style-type: none"><li>Add a stamp card feature (sandwich card mechanic) to coin packages to increase transactions per buyer</li></ul>
Multiple Club Memberships	<ul style="list-style-type: none"><li>Engagement</li></ul>	<ul style="list-style-type: none"><li>Increase engagement by allowing high-value players to join multiple clubs based on VIP status</li></ul>
Scratcher Card Jackpots	<ul style="list-style-type: none"><li>Revenue</li></ul>	<ul style="list-style-type: none"><li>Add a leaderboard, progressive jackpot, and collection mechanic to scratcher cards to generate revenue from a new source</li></ul>
Retention Polish	<ul style="list-style-type: none"><li>DAU (returners)</li><li>Retention</li><li>Sale revenue bumps</li></ul>	<ul style="list-style-type: none"><li>Add profile images to virals</li><li>Provide more app customization</li><li>Mirror real world discounts</li></ul>



# SANDWICH CARDS

Add a stamp card feature (sandwich card mechanic) to coin packages to increase transactions per buyer

- Slotomania's new *Stamp It* feature gives players a chance to earn a free coin package, 'Buy 4 coin packages to get 1 free' (image 1).
- A *Stamp It* card is visible from the coin store with more information about the feature (image 2).
- Players receive a stamp for each purchase. The estimated free coin prize is taken from the average of four purchases (image 3).
- Once a *Stamp It* card has been filled, players are notified with a dialogue displaying the amount of the free coin package. In this example, the free coin package was worth \$1.64 (image 4).

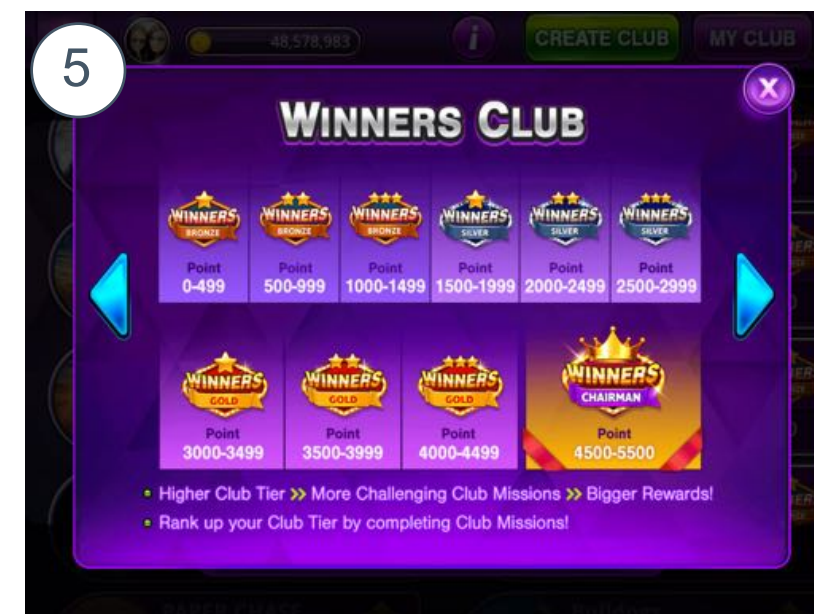




# MULTIPLE CLUB MEMBERSHIPS

Increase engagement by allowing high-value players to join multiple clubs based on VIP status

- DoubleU Casino announced *Winners Club* with buttons visible in the lobby and during machine play (image 1).
- Players select an existing club from a list or create a club with a button provided at the top of the screen (image 2).
- The *Winners Club* main screen displays a member list, club status, 'Send Gifts' button, 'Mission' button, and progress bar. Players have additional spaces to add more clubs, however, this option is locked for seven days (image 3).
- The 'Mission' button displays both team and solo missions. Members complete solo missions for rewards and club stars to help complete team missions (image 4).
- *Winners Clubs* are divided into four different tiers: *Bronze*, *Silver*, *Gold*, and *Chairman*. The three lower tiers contain three levels each based on accumulated club stars (image 5).
- Once a club earns enough stars to level up, members are notified and given a reward. Higher club levels and tiers increase the rewards (image 6).
- After seven days, the option to join more clubs is indicated on the *Winners Club* main screen. Clicking the 'Add Club' button will again display the list of clubs, and players may join another club or create a new one (image 7).
- VIP players have the option to join up to five clubs depending on their VIP status. *Emerald* VIPs may join up to three, *Ruby* up to four, and *Chairman* VIPs may join five (image 8).





# SCRATCHER CARD JACKPOTS

Add a leaderboard, progressive jackpot, and collection mechanic to scratcher cards to generate revenue from a new source

- In Scatter Slots' *World Ocean's Day* event, there is a leaderboard and a progressive jackpot displayed above four scratch cards. One free scratch card may be collected every 24 hours or every 12 hours after making a purchase (image 1).
- Each scratch card displays a paytable and nine 'Scratch & Win' squares. Uncovering three jackpot symbols awards the progressive jackpot (image 2).
- Scratch cards may contain a diamond for the collection mechanic of the event (image 3).
- Players receive a *Diamond Card* when the fill meter is complete. *Diamond Cards* may only be unlocked by completing a collection. These cards have the highest payouts (image 4).





# RETENTION POLISH

Add profile images to virals. Provide more app customization. Mirror real world discounts

- **Personalize virals by showing the face of a lapsed player:** In Hit it Rich, players receive an app-entry dialogue that shows the profile picture of a lapsed friend (image 1). If a player, 'Accepts the Case!', they receive a reward for sending the missing person a request (image 2). If the missing person returns to the app, the 'Detective' player receives an additional prize.
- **Let players customize the app with jackpot notifications, animations, space-optimization options, and more:** In House of Fun, players have options to customize their app (image 3). When 'Optimize Space' is turned on, a dialogue explains how the feature automatically removes unused machines (image 4).
- **Add a coupon book to mirror real world savings:** In Slotomania, players receive a *Coupon Book*. They may clip up to four coupons to make discounted purchases (image 5).
- **Add a new powerup that allows players to daub any available square:** Bingo Blitz's new power-up *WILD!* allows players to daub any square when the power-up is triggered (image 6).





# LIVE OPS



# LIVE OPS

Invent an exciting 'tomorrow bonus'. Expand social events. Shift player behavior by focusing on bet levels

- **Let players bet on the next days' bonus:** In Poker Heat, players are told that their daily bonus for the next day will change based on the odds of the Cleveland/Golden State basketball game that night. Make things more interesting by letting players bet, and awarding smaller/larger bonuses the next day based on results (image 1).
- **Upsell players with the option to collect a free piggy bank or purchase a larger one:** In DoubleU Casino's *Golden Piggy Booster Pack*, players may collect 100K coins for free or buy a pack to get more *Golden Piggy Pot Bonus* (image 2).
- **Tie bet up mechanics into the event:** In House of Fun's *Golden Raffle*, players must spin with at least two golden symbols (image 3). Golden symbols are based on the bet amount ... a very popular mechanic used in House of Fun machines (image 4).
- **Reward players with new machine access and larger packages when they complete a collection with spins and purchases:** In Infinity Slots' *Lucky Box*, players collect four puzzle pieces to unlock discounts on their next purchase and gain access to new machines (images 5 & 6).





# QUEST BOOSTS

## Incorporate boost features into events to increase transactions for progress-based players

- In Pop! Slots' *Treasure Islands Quest*, a map with four islands, a timer, progression meter, wheel, and 'Progress Faster' button is displayed (image 1).
- Clicking the 'Progress Faster' button opens the chip store with various chip and *Compass* boost packages (image 2).
- To complete the quest, players collect *Balloons* during play. This fills the meter to advance to the next island on the map. *Balloons* may contain XP, chips, or event points (image 3).
- The number of *Compasses* a player possesses is displayed next to the fill meter. *Compasses* are automatically used to double event points, filling the meter faster (image 4).
- Players advance on the map when the meter fills, collecting treasure chests at each of the three smaller islands. In this example, an island chest worth \$11.71 was awarded (image 5).
- Reaching *Pirates' Island* completes a round, granting a spin on the prize wheel. Players may continue playing additional rounds until the event timer runs out. In this example, the top prize for round one is worth \$87.33 in chips (image 6).



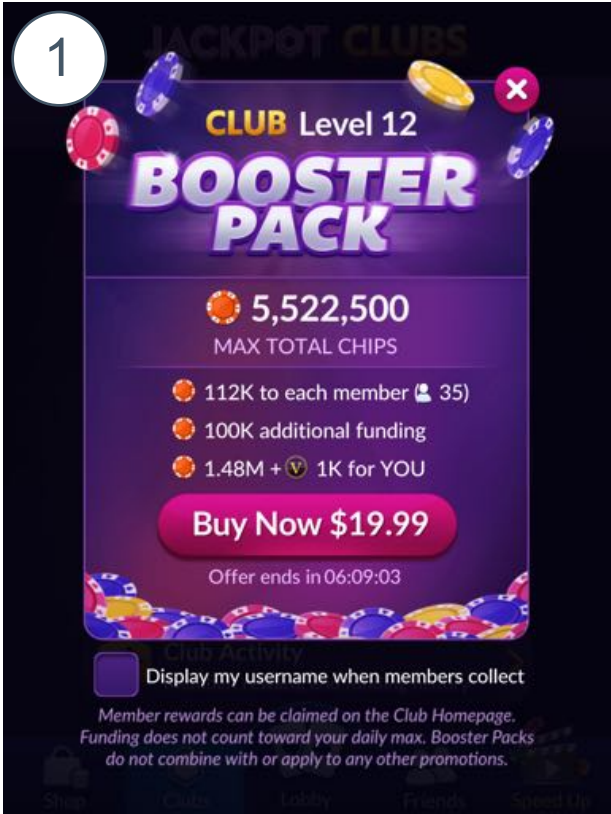


# MARKET WATCH

5/15/17 – 6/14/17

# NOTABLE FEATURES I

App	Notable features released
Big Fish Casino	<i>Booster Pack</i> benefits all club members when purchased. Players have the option to display their username to club members (image 1)
Wizard of Oz	<i>Bubble Billions</i> lets players collect bubbles while spinning a machine or receiving gifts. A mini-game using the bubbles allows players the chance to win billions (see following pages for details). <i>Beat the Great and Powerful Oz</i> is a challenge system with secret levels to unlock (image 2). <i>Top Challenger</i> is a challenge leaderboard. Profiles were added with gameplay stats shared across all Zynga apps in the <i>Loyalty Lounge</i>
Slotomania HD	New mini-board game of <i>Snakes &amp; Ladders</i> was released (see following pages for details). <i>Stamp It</i> gives players stamps with every purchase to earn a free coin package (see New Innovations section for details). Gems are coming soon
Hit it Rich	<i>Jackpot Days</i> awards players a chance to win a jackpot with eligible purchases (image 3)
DoubleU Casino	<i>Winners Club</i> gives players the ability to join multiple clubs at the same time (see New Innovations section for details). <i>Golden Piggy Booster</i> pack increases piggy collection rewards for players (see Live Ops section for details)





# NOTABLE FEATURES II

App	Notable features released
Quick Hit Slots	<i>Puzzle Adventure</i> lets players spin to collect pieces, and complete puzzles to win prizes (image 1)
Caesars Slots	<i>Special Coin Gift</i> was added as a daily bonus. <i>Master Challenges</i> released weekly for heavy players to complete and receive larger awards (image 2)
Huuuge Casino	The mobile app was launched on Facebook with 2x lobby bonus collections
Infinity Slots	<i>Lucky Box</i> gives players a pick'em feature that unlocks a <i>One-Time Pass</i> (see Live Ops section for details)
Wonka Slots	<i>Top Challengers</i> leaderboard added to challenges. <i>Tip The Scales</i> is a collection system that rewards players for spinning (image 3)





# NOTABLE FEATURES III

App	Notable features released
Black Diamond Slots	New <i>VIP Program</i> released and <i>Loyalty Lounge</i> added to the app to connect with other Zynga apps (images 1 & 2)
FaFaFa Real Casino Slots	<i>Tournaments</i> were added as a three day event for three groups of players based on bet size (image 3)
Jackpot Magic Slots	App name changed from Jackpot City Slots





# BINGO & POKER NOTABLE FEATURES

App	Notable features released
Bingo Blitz	<i>Bingo &amp; Beyond</i> allows players to boost their bingo cards (images 1 & 2). <i>Wild Daub</i> powerup released allowing players to daub any square when triggered (see Retention Polish page for details)
World Series of Poker	<i>High Striker Challenge</i> rewards players for the number of hands played (image 3). Omaha Roulette was introduced
Zynga Poker – Texas Holdem / HD	<i>Weekly Playoffs</i> held for players league level 7 and higher (see following pages for details)
Jackpot Poker by PokerStars	<i>TT Showdown Cash Game</i> added with tournaments and multiple leaderboards
Live Hold'em Pro	<i>Lightning Fast</i> table with a seven second decision timer

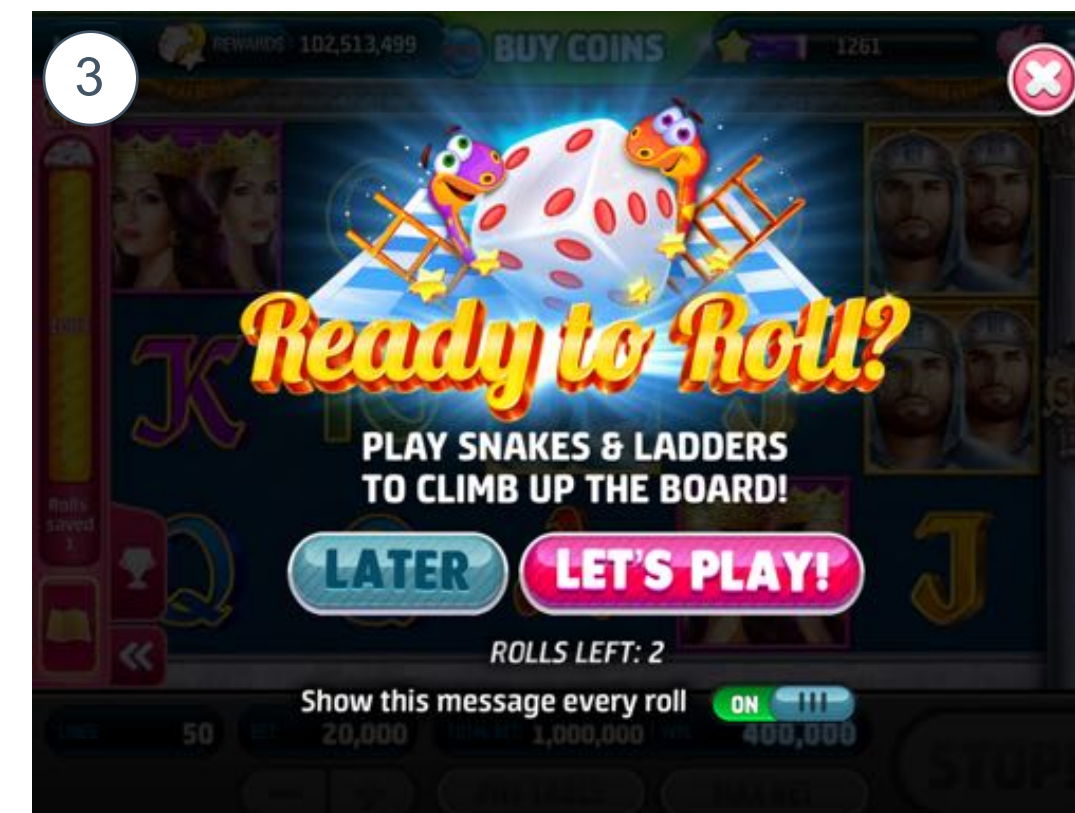




# SNAKES & LADDERS

Slotomania released a new quest system *Snakes & Ladders* that has multiple stages

- Slotomania's *Snakes & Ladders* was announced with a video. Spinning in any machine earns rolls to play a mini-board game (image 1).
- A fill meter displays the progress until a roll is earned to play *Snakes & Ladders* (image 2).
- Once the meter is filled, players may choose to roll the dice or save up to five rolls (image 3).
- Rolling the dice advances players along a board. Landing on ladders moves players up, snakes move players down, and surprise squares earn dice or credits (image 4).
- Completing a board earns a credit prize and unlocks the next board to play (image 5).
- Completing all six game boards awards an additional prize. In this example, \$13.58 worth of credits was awarded for completing a board (image 6).





# BUBBLE BILLIONS

Wizard of Oz released a collection system using play and virals that may award a progressive jackpot

- Wizard of Oz introduces *Bubble Billions* on app-entry, a new feature to pop bubbles for a chance to play a mini-game and win big (image 1).
- The *Bubble Billions* feature includes a progressive jackpot with the current jackpot amount visible from the lobby screen (image 2).
- Bubbles are won in any machine by spinning. A bet up dialogue states, 'Bet More to Earn More BB' when any bet changes occur (image 3).
- Players may send and receive bubbles as gifts, accepting up to 20 each day (image 4).
- Once a bubble is won, players 'Tap' to reveal the prize (image 5).
- Bubbles may reveal a *Dorothy* mini-game to find *Ruby Slippers* for the progressive jackpot or coin prizes. In this example, \$0.05 worth of coins was won by popping a bubble gift (image 6).

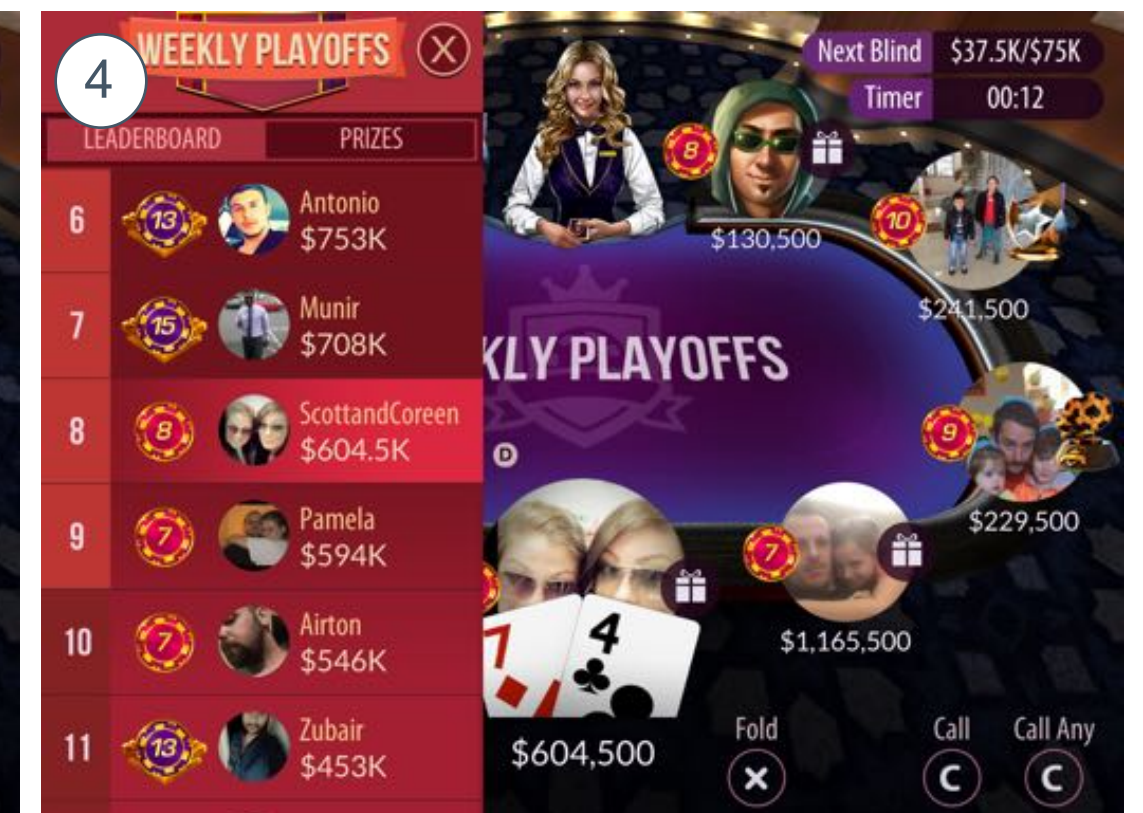




# WEEKLY PLAYOFFS

## Zynga Poker introduces *Weekly Playoffs* for players league 7 and above

- *Weekly Playoffs* are introduced to players upon app-entry (image 1).
- When the *Weekly Playoffs* begin, a notice appears in the league menu button and a Playoffs Tournament icon appears with a 'Play Now' button. Each eligible player receives one free buy-in to compete. Players may purchase additional entries until the *Weekly Playoffs* end (image 2).
- The *Weekly Playoff* tournament begins when a minimum of 27 players have joined. During play, the screen will display current rank, blinds, timer, chip count, stats, chat icon, and leaderboard icon (image 3).
- The *Weekly Playoffs* leaderboard shows players competing in the tournament, placement, and chip count (image 4).
- Clicking on the prize tab displays the prize breakdown by final placement in the *Weekly Playoffs* (image 5).
- When a player has been knocked out, a final placement and prize notification appears. The last player standing wins the top chip prize and trophy (image 6).



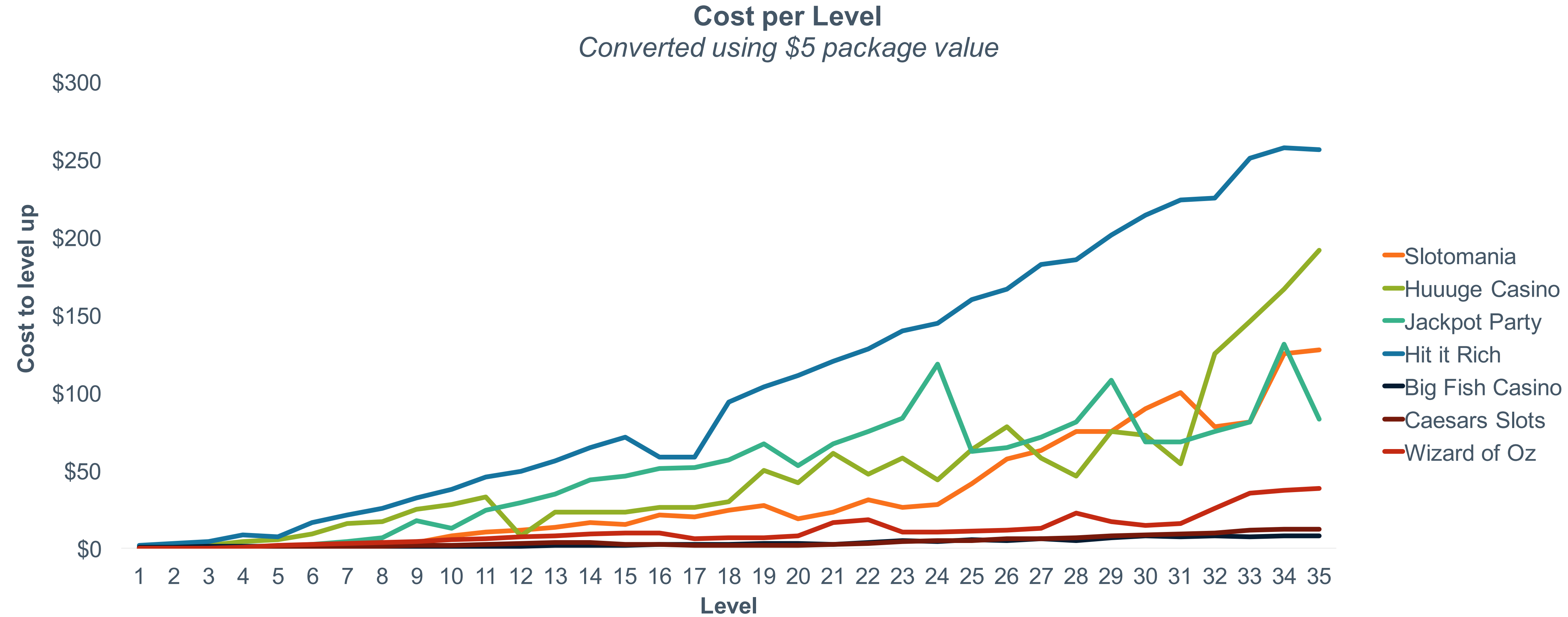


# ECONOMY TEARDOWN: LEVELING



# COST PER LEVEL

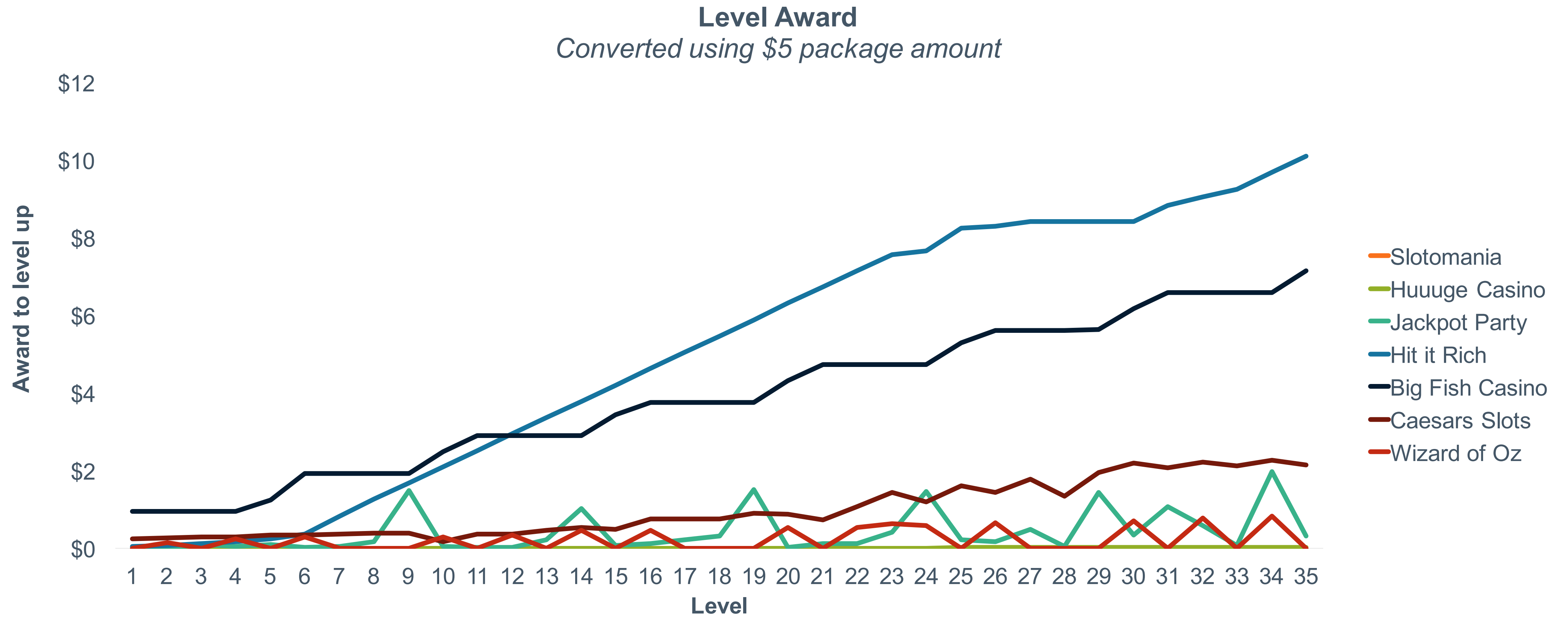
Hit it Rich has the most expensive cost per level for players due to high perceived value of its content. Big Fish Casino, Caesars Slots, and Wizard of Oz have the cheapest cost per level





# LEVEL AWARD

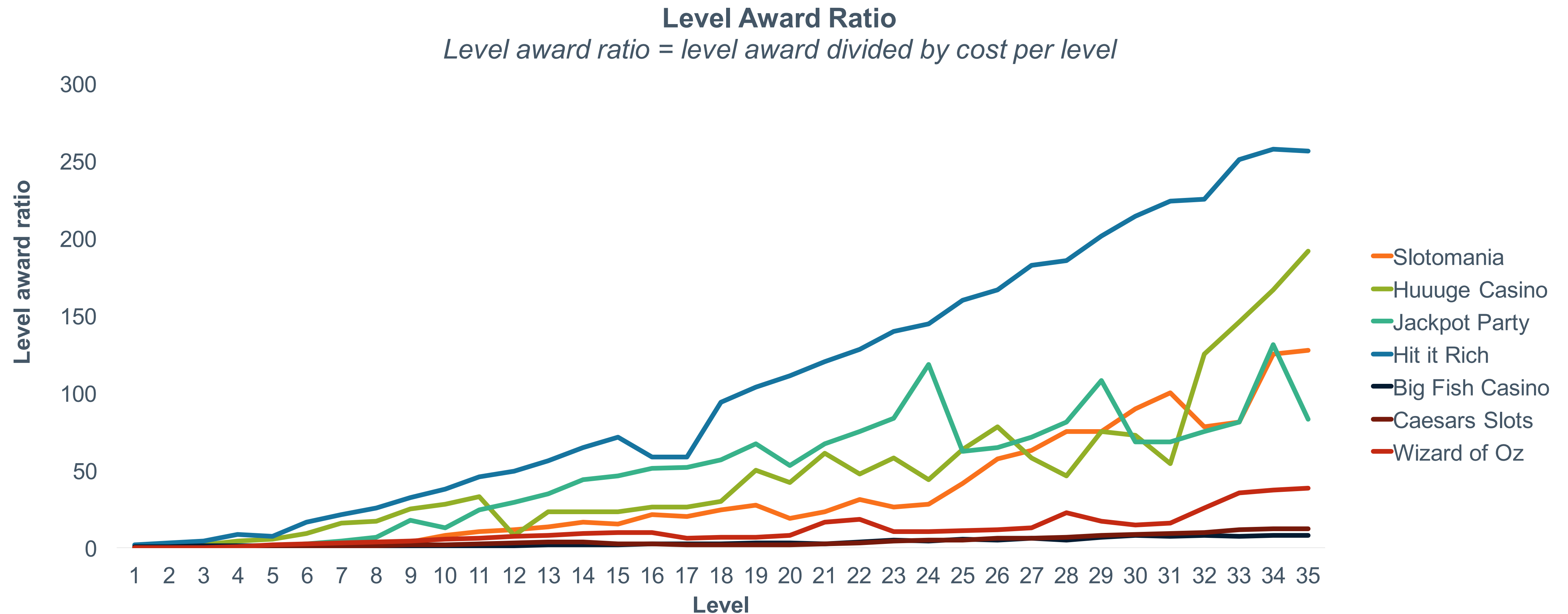
Hit it Rich and Big Fish Casino pay out the highest value level awards for levels 1 – 35





# LEVEL AWARD RATIO

Big Fish Casino has the lowest level award ratio, forcing players to rely heavily on virals and bonuses to generate free coins. Hit it Rich awards the most value for leveling up. This focuses player attention on progression and the level-up moments that award high value and IP-driven machines





# APPENDIX



# DATA COLLECTION PROCESS



Recommendations, information, and data comes from market research, app intelligence tools, and deep analysis of the apps

## Market research

- Each app is reviewed weekly for updates, regardless of whether the app has been updated through the App Store.
- Transaction information comes from the iOS App Store's In-App Purchases tab. These transactions are ranked based on the number of transactions.
- Las Vegas player insights come from online sources, such as the Las Vegas Convention and Visitors Authority and the UNLV Center for Gaming Research.
- Progressive jackpot information comes from online research, specifically from Wizard of Odds.
- Trending revenue, downloads, and package-rank data come from Sensor Tower Store Intelligence

## App information

- App information comes from a deep-dive analysis of each app.
- In the economy section and economy-related slides, the coin value is determined by converting coins into money using \$5 worth of non-sale purchasable coins in each app. For example, if the minimum bet is 1,000 coins and players can purchase 500 coins for \$5, the value of the minimum bet is \$10. For apps without a \$5 package, the next closest package is used.
- The cost of each level is determined by how many coins are needed to complete it. Then, that amount is converted to a dollar amount using \$5 worth of non-sale purchasable coins, as mentioned above.



*Hence to fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting*

– Sun Tzu, *The Art of War*

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