



LIQUID AND GRIT

Social Casino Product Report

Competitive research and actionable product recommendations

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AUGUST

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2017

INTRODUCTION



“If you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what’s next.”
- Steve Jobs, Interview with Brian Williams

Dear Product Owner,

When Facebook was *the* place for growth, product teams were constantly monitoring platform changes, tracking WoW and DoD changes to *Requests, Feeds, Push Notifs, Bookmarks, and Open Graph*.

While Apple’s platform has been less volatile, there have been recent impactful changes. In all genres, apps that are too similar have been removed from the App Store. As a result, the effectiveness of a Portfolio Approach Strategy—releasing multiple apps to gather Installs through search—has decreased substantially. This development, and recent rumors about the possibility of Apple featuring casino apps, signal more modifications to the Apple platform.

On a product level, there were two major trends this month: economy adjustments and new UIs. See Market Watch for a full list of major changes in the space.

The Economy Teardown takes a close look at Product Madness’ newest app Cashman Casino. In this section, you will also find details on the cost to level up compared to other top grossing casino apps.

Be prepared to take advantage.

Brett Nowak
Editor-in-Chief

NEW INNOVATIONS

NEW INNOVATIONS

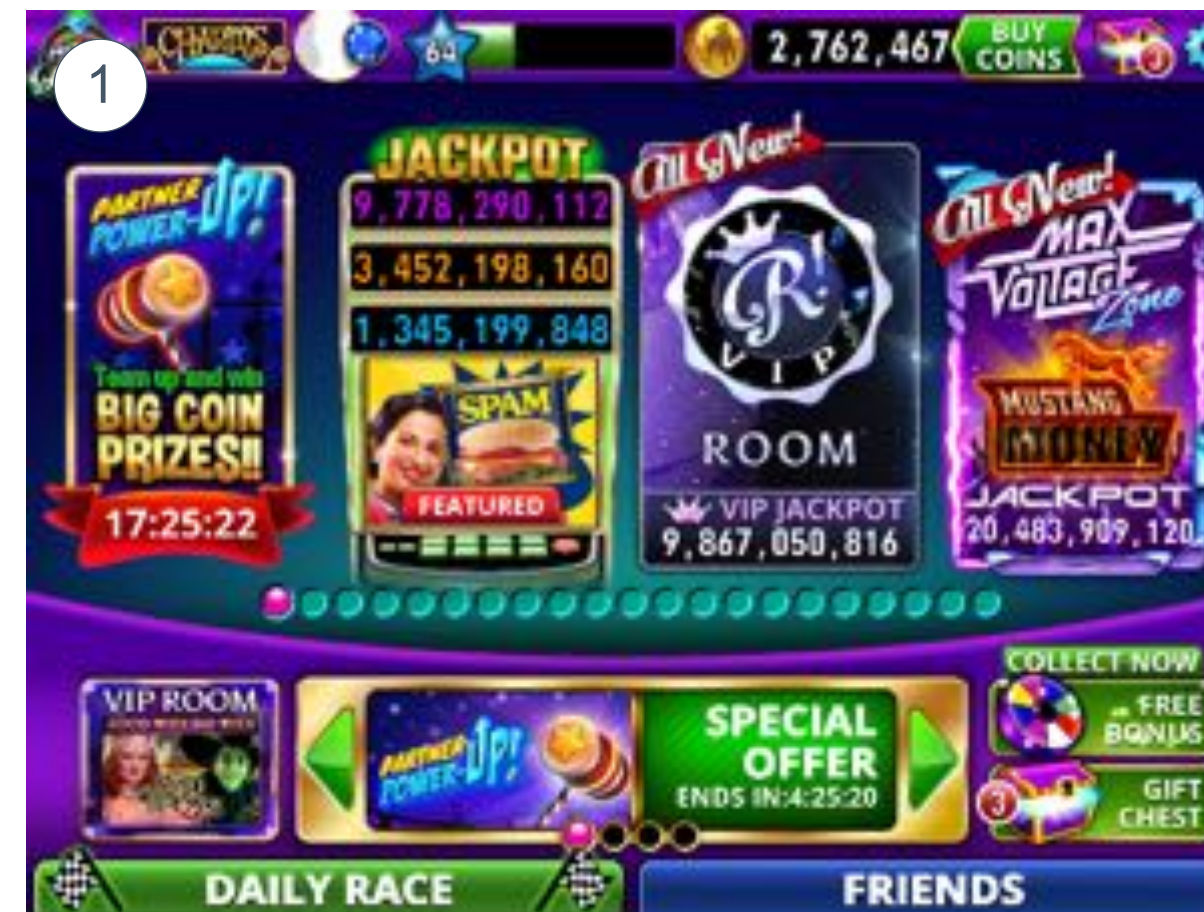


Feature	KPIs	Recommendations
Partner Power-Ups	<ul style="list-style-type: none">• Generate reacts	<ul style="list-style-type: none">• Build challenges with partners. Then, pair engaged players with likely-to-lapse and lapsed players• Add a nudge mechanic to help players complete the challenge
Cashman Rewards	<ul style="list-style-type: none">• Boost retention• Increase engagement	<ul style="list-style-type: none">• Add progressive jackpots to coin bonuses that hit regularly <i>but</i> reward modestly to drive retention• Include a progress bar that increases with spins and awards a multiplier to boost engagement
Vegas Words	<ul style="list-style-type: none">• Grow long-term revenue	<ul style="list-style-type: none">• Create an app targeting a new niche within social casino for long-term revenue gains
Quick Hits	<ul style="list-style-type: none">• Boost retention• Increase feature adoption	<ul style="list-style-type: none">• Ensure that all clubs remain active with <i>Club Guard</i> logic• Use multiple videos to explain complex features• Allow players to find out more about a machine before entering or loading the machine

PARTNER POWER-UPS

Build challenges with partners. Then, pair engaged players with likely-to-lapse and lapsed players. Add a nudge mechanic to help players complete the challenge

- Hit it Rich introduced *Partner Power-Up*, a new team event (image 1).
- Players are paired together to complete a challenge for a *Team Reward*. A 'Nudge Your Buddy' button allows teammates to nudge one another every hour (image 2).
- Returning to *Partner Power-Up* after machine play fills the meter with the number of completed spins (image 3).
- When both partners complete their portion of the spin goal, they are awarded the *Team Reward*. If the goal is not completed, a dialogue notifies both players that the event has ended (image 4).



CASHMAN REWARDS

Add progressive jackpots to coin bonuses that hit regularly *but* reward modestly to drive retention. Include a progress bar that increases with spins and awards a multiplier to boost engagement

- In Cashman Casino, *Cashman Rewards* are displayed in the lobby (image 1).
- The *Daily Jackpot* automatically opens when available. Players may spin the wheel every 18 hours for a chance to win the progressive *Daily Jackpot* (image 2).
- The *Turbo Reward* may be collected every three hours; and *Instant Reward* every 15 minutes. Both rewards offer a progressive jackpot that may randomly award upon collection (image 3).
- The *Multiplier* resets daily and multiplies any non-jackpot reward collected (image 4).
- The *Multiplier* increases during play with a fill meter visible at the top of any machine screen. When the meter fills, players are notified of the new multiplier (image 5).
- Jackpot winners from the *Cashman Rewards* are displayed with lobby notifications (image 6).



VEGAS WORDS

Create an app targeting a new niche within social casino for long-term revenue gains

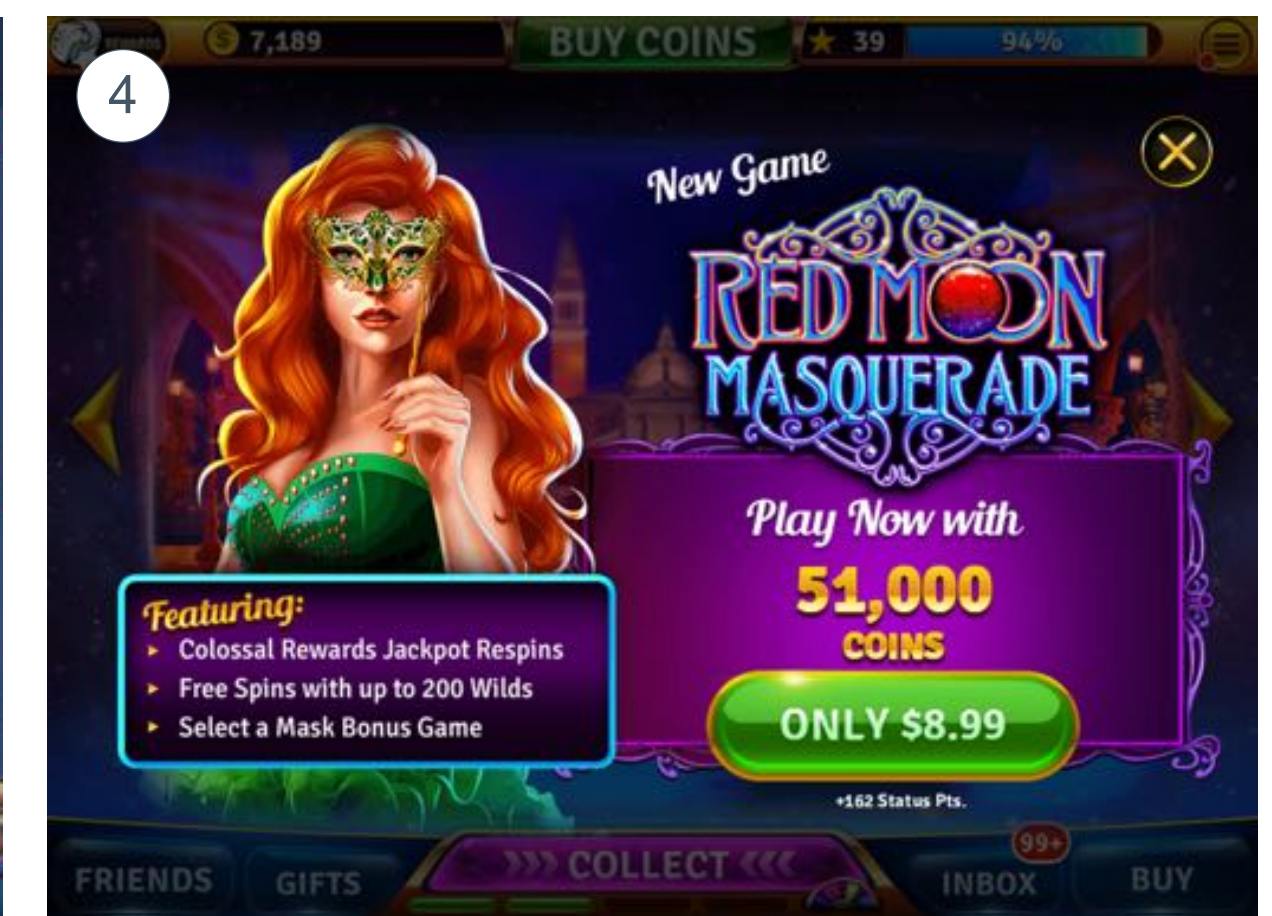
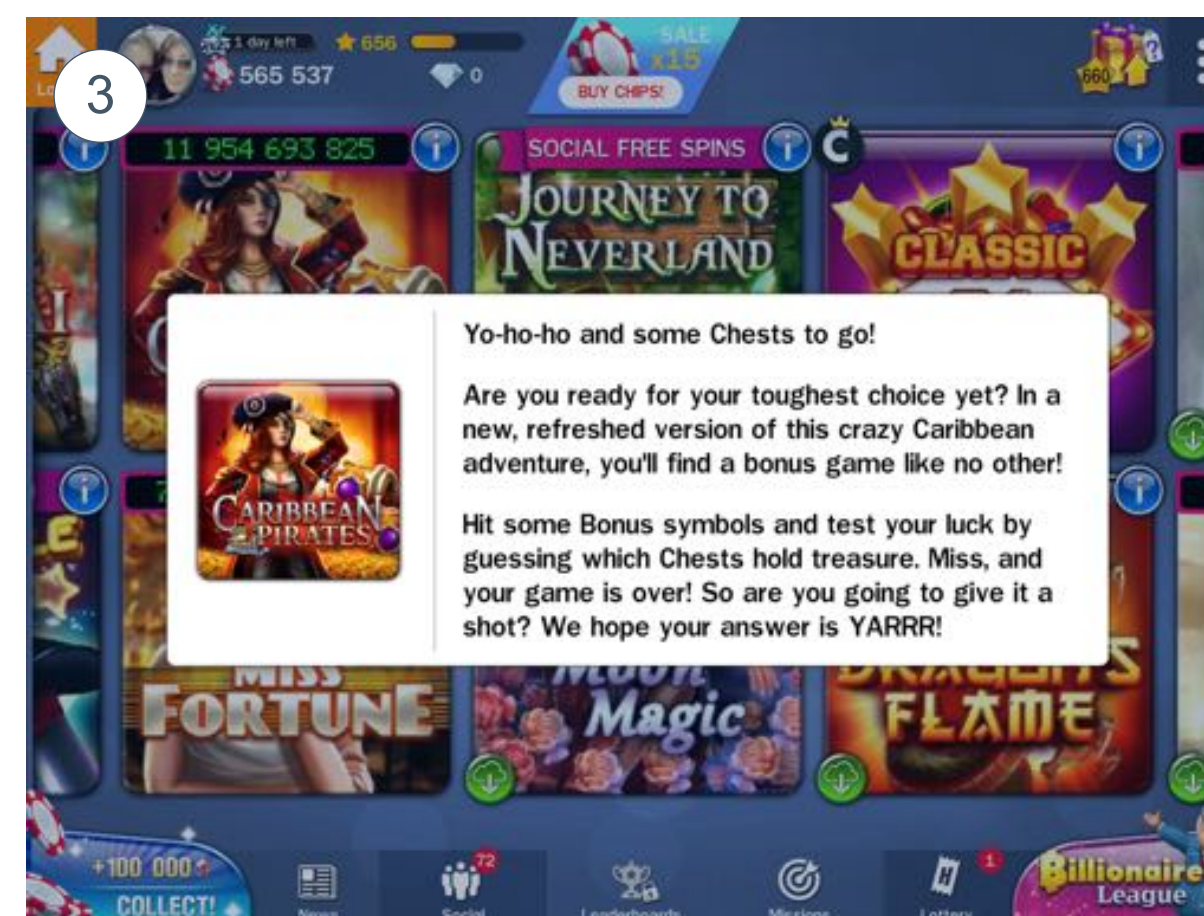
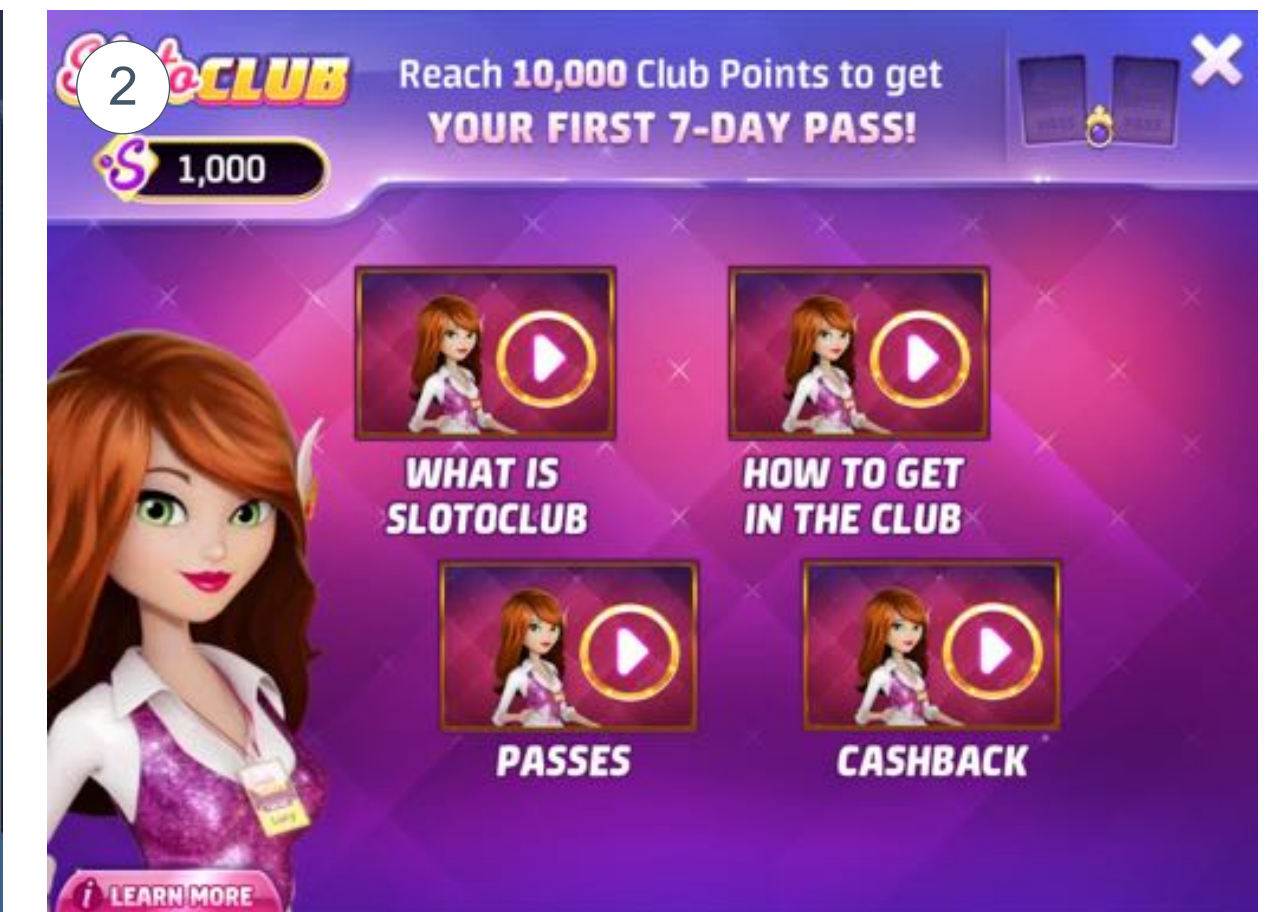
- The app formally know as Vegas Downtown Slots, now called Vegas Words - Downtown Slots, introduced *Vegas Words*, a word-based mini-game (image 1).
- Players try for the highest score by spelling words with tiles on the board. Before a tile rack is full, a dialogue surfaces with ways to collect more tiles (image 2).
- Placing a word and pressing the 'Word Strength' icon displays the strength of the word compared to other possibilities with current tiles. A dictionary is available for reference (image 3).
- *Premium Tiles* with the highest point values are: *Joker*, *Golden Joker*, and *Diamond Joker*. After placing a *Premium Tile*, players must choose the desired letter (image 4).
- Each board displays the number of words needed to complete the board and earn the *Board Prize* amount. Achieving *Point Milestones* increases the *Board Prize* by the milestone amount (image 5).
- If a board presents a challenge, the challenge and the word goal must be completed in order to win the *Board Prize* (image 6).



QUICK HITS

Ensure that all clubs remain active with *Club Guard* logic. Use multiple videos to explain complex features. Allow players to find out more about a machine before entering or loading the machine

- **Add logic that kicks inactive members out of the club after a set period of time:** In Huuuge Casino, club leaders may set a time limit (*Club Guard*) on how many days a club member may be inactive before being automatically removed from the club. This logic includes the club leader. If a club leader is removed, the co-leader takes over, saving the club from stalling without a leader (image 1).
- **Introduce features with multiple videos:** In Slotomania's *Sloto Club*, players may click 'Learn More' to find tutorial videos (image 2).
- **Allow players to learn about a machine without having to open the machine:** In Huuuge Casino, an info button is added to each machine lobby card that displays a summary of the machine when clicked. This adds value to players with slow loading times (image 3).
- **Include a buy button on the app-entry machine marketing dialogue:** In House of Fun, marketing for the new machine *Red Moon Masquerade* explains machine features and includes a buy button to the latest discount (image 4).

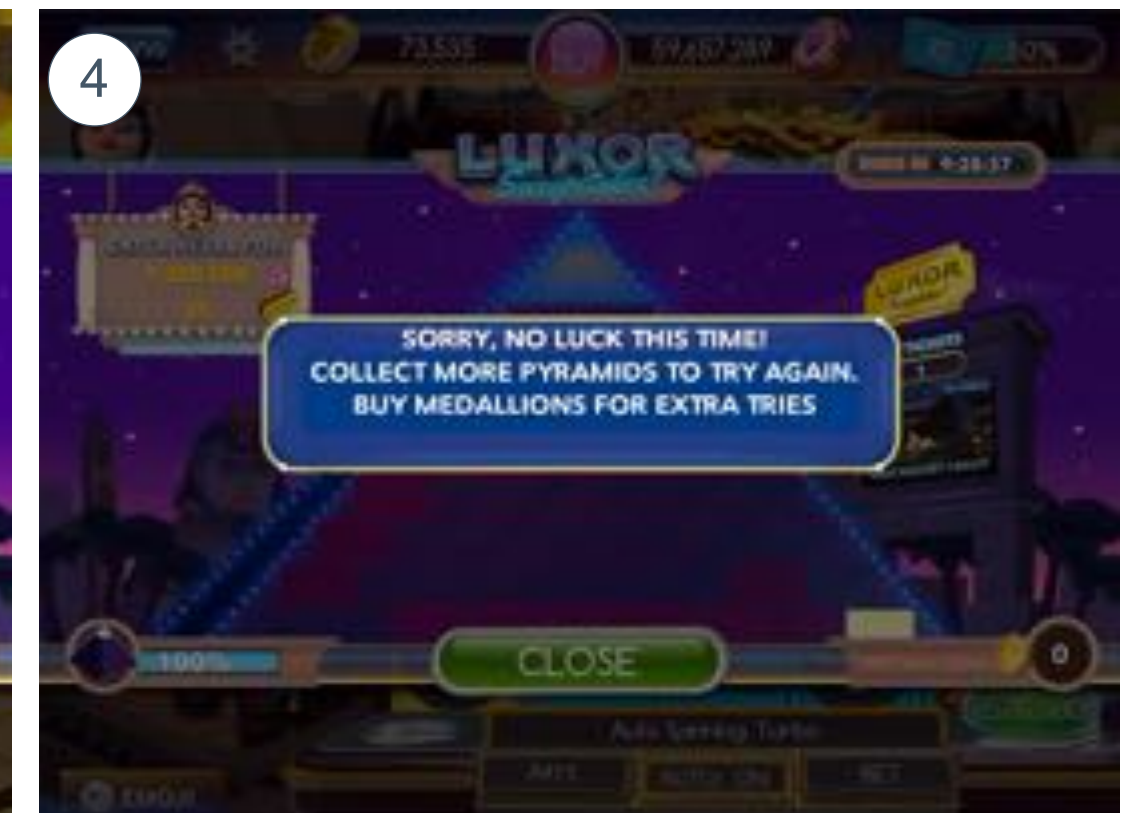


LIVE OPS

LUXOR SWEEPSTAKES

Release attainable goals that could win large real-world prizes within sweepstakes events

- POP! Slots introduced *Luxor Sweepstakes* as a chance to win a luxury vacation at the Luxor in Las Vegas (image 1).
- Players collect social balloons during play, filling the event meter. Popping balloons may award chips, XP points, or event points (image 2).
- Filling the meter presents a pyramid, *Medallions*, a roving window, and a 'Catch!' button. The goal of the game is to stop on Petra's window to win the grand chip and ticket prize (image 3).
- Windows are empty, or contain *Petra*, chips, or tickets (image 4).
- If a player lands on an empty window, a *Medallion* will automatically be used for another chance. Players start the event with three *Medallions*. More are included with chip package purchases (image 5).
- The winner of the *Luxor Sweepstakes* is announced at app-entry within a dialogue (image 6).



MARKET WATCH

7/15/17 – 8/14/17

SLOTS APPS: TOP GROSSING 1 – 10

App	Notable Features Released
Heart of Vegas	<i>Weird Wicked & Wild Puzzle</i> gives players pieces of a puzzle randomly when spinning any machine. Completing a puzzle awards coin prizes
Big Fish Casino	VIP program updated to give <i>Tier 4</i> and above players early access to slots machines, exclusive slots machines, and a VIP lounge. Real money slot machine <i>Crazy Money Deluxe</i> from Incredible Technologies was released (image 1)
Jackpot Party	<i>Chip Drop</i> , a pachinko-style mini-game, released to reward players with ‘Drops’. ‘Drops’ in the mini-game award coins and limited time access to premium slots machines (see image 2 and Deep Dives for details)
Huuuge Casino	New bonus features added to three current machines
DoubleU Casino	New UI featuring favorites tab that saves selected machines. Economy changes: increased payout amounts on the <i>Wheel Bonus</i>
Slotomania	New UI with lobby buttons, menus, and favorites tab (image 3). <i>Sloto Club</i> (a non-social club) lets players earn <i>SC Points</i> for a <i>Club Pass</i> and additional rewards (see Deep Dives for details)



SLOTS APPS: TOP GROSSING 11 – 20

App	Notable Features Released
Hit it Rich	<i>Partner Power-Up</i> allows players to complete a spin goal with partners for coin prizes (see image 1 and New Innovations for details)
Quick Hit Slots	Community goal live ops <i>Monopoly Corners</i> released for community play to win a share of the prizes (image 2)
Caesars Slots	<i>Puzzle Bonus</i> lets players collect pieces by spinning for a limited time
Scatter Slots	New 'Storage' button added to settings menu to let players remove downloaded machines
POP! Slots	<i>Think Fast</i> is a one-minute timed coin deal pop-up (image 3). <i>Luxor Sweepstakes</i> awards real-world prizes at the Luxor (see Live Ops for details)



SLOTS APPS: TOP GROSSING 21 – 45

App	Notable Features Released
Hot Shot Casino	Economy changes: increased the starting credits, <i>Mega Bonus Wheel</i> , and <i>Lobby Bonus</i> amounts
Classic Vegas Casino	Map-based challenge released, <i>Golden Boulevard</i> (image 1). <i>Extra Luck</i> live ops with limited time room featuring machines with additional multipliers for qualified bets
Viva Slots Las Vegas	<i>Double Your Largest Win</i> and <i>Match Your Biggest Win</i> events released. Purchase a coin package today to receive a mystery gift tomorrow (image 2)
Old Vegas Slots	Upgrade to <i>Daily Wheel</i> , including new progressive jackpot, changes in economy to the <i>Daily Wheel</i> return bonus, and VIP multiplier. New app-wide tiered progressive jackpots based on qualifying bet amounts
Slot Bonanza	<i>Super Spin</i> bet-up mechanic multiplier released. Economy changes: added a coin store bonus
Vegas Words - Downtown Slots	<i>Vegas Words</i> , a word-based mini-game to spell words and complete challenges for prizes (see image 3 and Deep Dives for details)
DoubleHit Casino	VIP program and VIP room added. Released <i>Vegas Summer Bar</i> , a play-to-collect event featuring a wheel spin for three progressive jackpots



BINGO & POKER: TOP 10 GROSSING

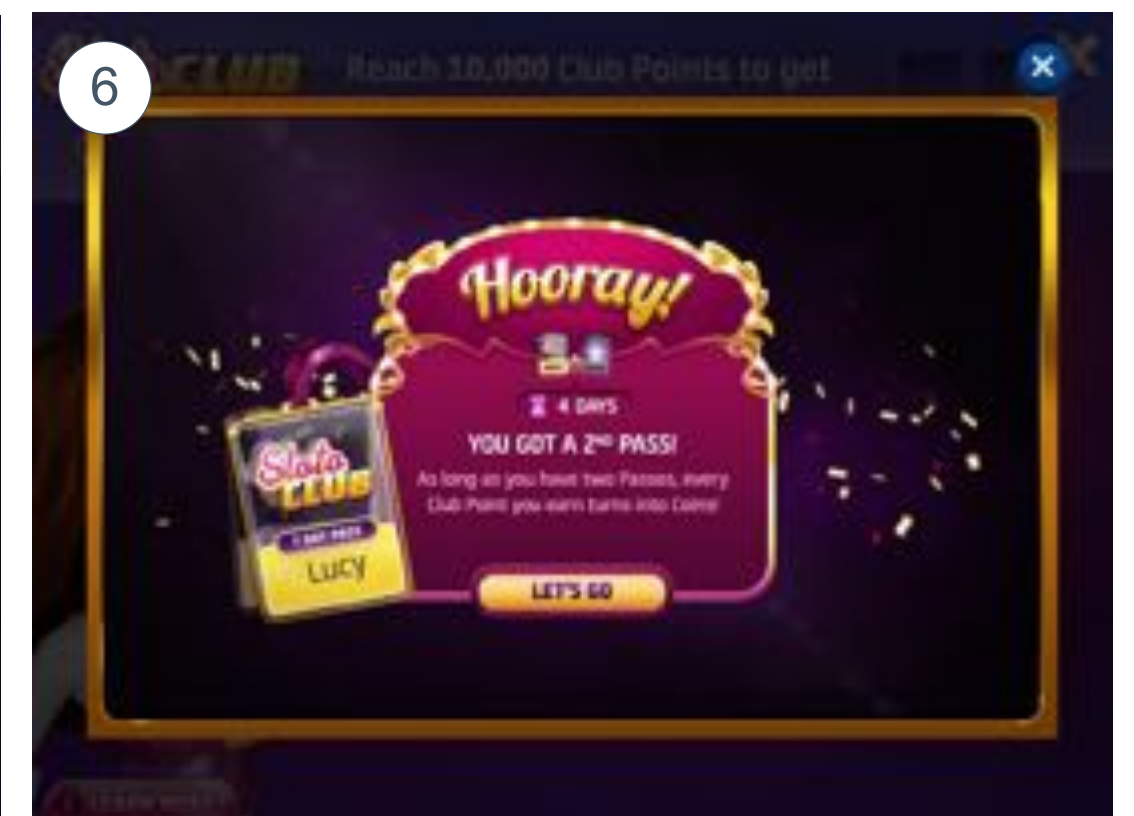
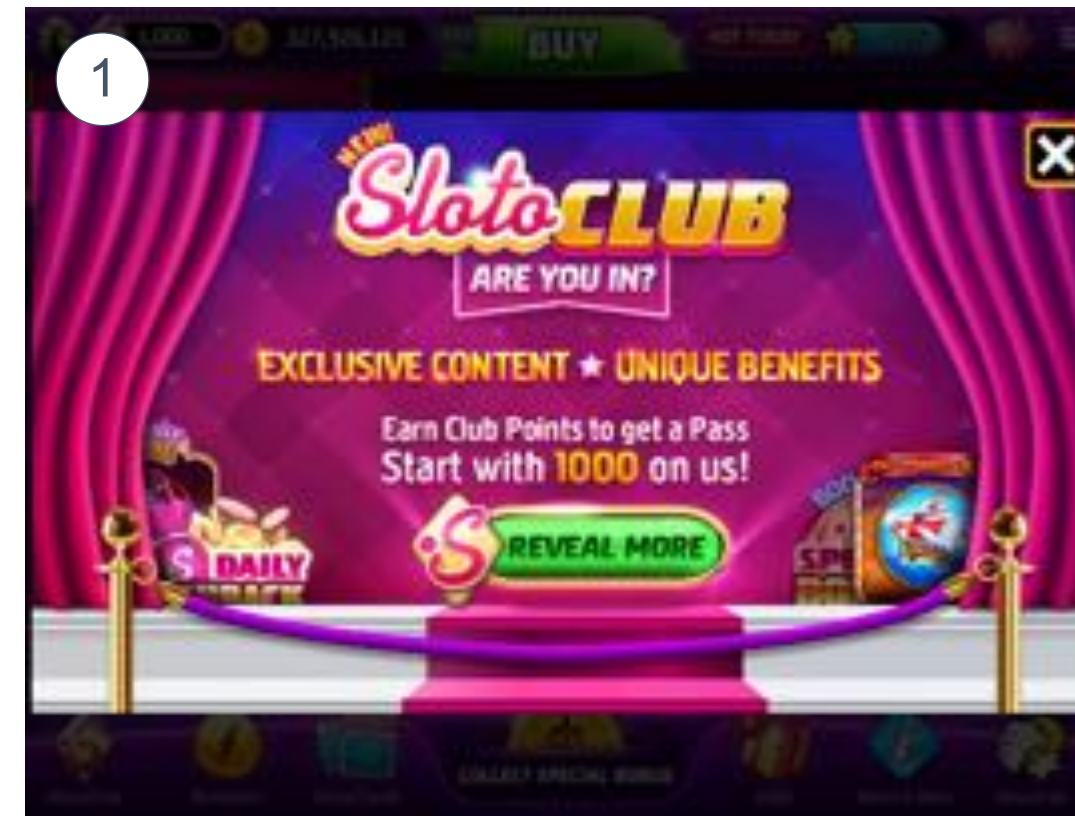
App	Notable Features Released
Bingo Blitz	<i>Mega</i> and <i>Legendary</i> card boosts now available (image 1). Increases to bingo chip purchases based on VIP status
Bingo Bash	New UI introduced (image 2). <i>Medals of Glory</i> collection event released. HD and regular versions of the app now available in App Store
Bingo Pop	New high roller blackout room: <i>Midnight Express</i> featuring new <i>Quadruple Daub</i> power-up. <i>Pets</i> progressive collection feature earns snacks and sends pets out on adventures for rewards
Bingo Heaven	Chests eliminated after player feedback (as stated in the marketing). Keys that unlock chests were converted to power-ups
World Series of Poker	<i>Weekly Missions</i> added (image 3). <i>Cash Dash Bracelet</i> collection released. <i>Pro</i> and <i>Elite BP Race</i> rooms added for 2017 Main Event. Purchase coin package today for <i>Status Boost</i> tomorrow. <i>Active Effects</i> released offering additional golden wedge on <i>Mega Bonus Collections</i> for a limited time. <i>Level Up</i> event winner awarded a progressive jackpot
Poker Heat: Texas Holdem Poker	Economy changes: increased chips-per-dollar ratio at higher-priced packages



SLOTOMANIA

Sloto Club membership is based on a rolling time period and awards qualifying players with exclusive benefits and content

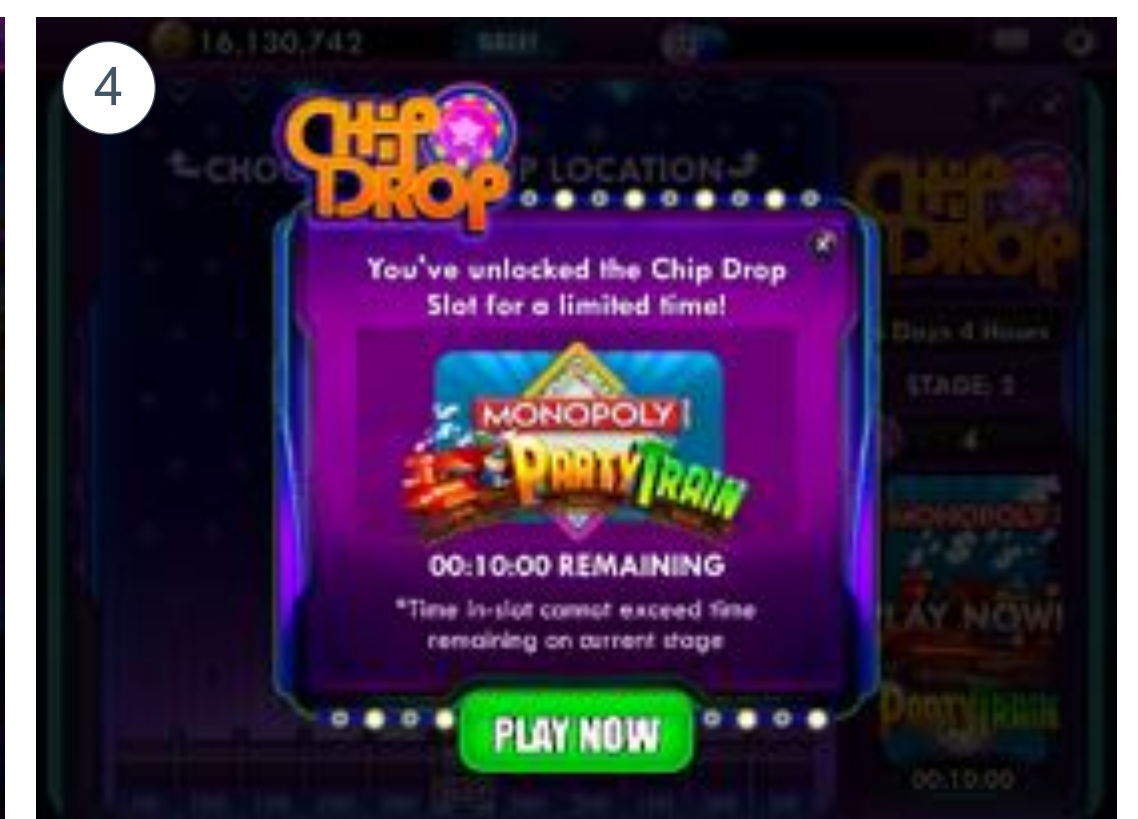
- Slotomania's *Sloto Club* offers players passes for exclusive benefits in a non-social club (image 1).
- Players must earn 10K SC Points for a seven-day pass into the club (image 2). Players earn points by: spinning 300 eligible spins, collecting bonuses, topping win records, making purchases, hitting jackpots or new jackpot stages, and completing levels ending with 0 or 5.
- Obtaining new levels ending with 0 or 5 presents a mini-machine next to the SC Fill Meter. Numbers that land determine the SC Points awarded for leveling up (image 3).
- SC Passes give members exclusive content and benefits that include: machine sneak peeks, exclusive machines, *Game Mania*, higher XP, boosted special bonuses, *Daily Cashback*, and *Linked Jackpots* (image 4).
- Multiple SC Passes may be earned. These are cumulative and increase the total number of SC Membership days (image 5).
- When two overlapping passes are held, SC Points are converted into coins (image 6).



JACKPOT PARTY

Chip Drop mini-game offers better prizes each week. Premium content is unlocked as the ultimate reward

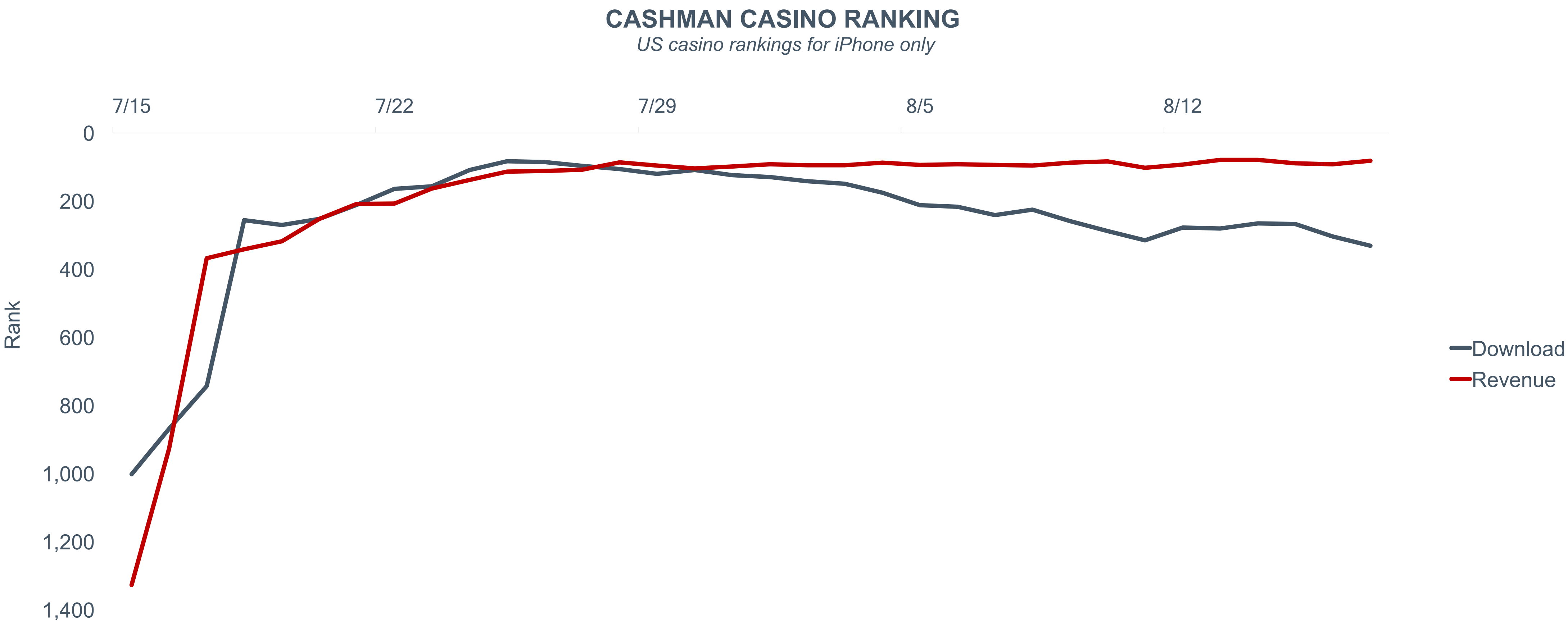
- Jackpot Party's *Chip Drop* mini-game is announced at app-entry as a weekly event (image 1).
- The *Chip Drop* board is themed after *PLINK-O* from *The Price is Right*. The board displays a stage timer, available chips, and a locked featured machine (image 2).
- Players choose from ten arrows at the top of the board to drop a chip. Prizes appearing at the bottom of the board increase at every stage (image 3).
- Chips landing in the center space of the board unlock the featured slot machine, awarding players limited time to play. Time awarded is based on the *Chip Drop* stage (image 4).
- When no chips remain, a dialogue appears notifying players to 'Spin or purchase to earn more chips' (image 5).
- Extra chips are included in every coin package or earned during play. A *Chip Drop* icon is visible in all machines and notifies players when chips have been earned (image 6).



ECONOMY TEARDOWN: CASHMAN CASINO

RANKING

Cashman Casino was launched on iOS mid-July and is currently a top 20 grossing iOS app in the US casino category



Source: Sensor Tower Store Intelligence

FEATURES

Cashman Casino focuses players on the daily bonus and unlocking premium slot machine content

- Product Madness' Cashman Casino allows players to play as a guest, or sign-in with Facebook for a reward (image 1).
- There are three progressive jackpot bonuses available with *Cashman Rewards* (image 2 and see New Innovations for details).
- The *High Limit Room* unlocks at level 20, giving players access to the same machines; but at level 20 and above the machines offer a progressive jackpot (image 3).
- Cashman Casino is themed after the popular real money machine *Mr. Ca\$hman* that features randomly triggered bonuses (image 4).



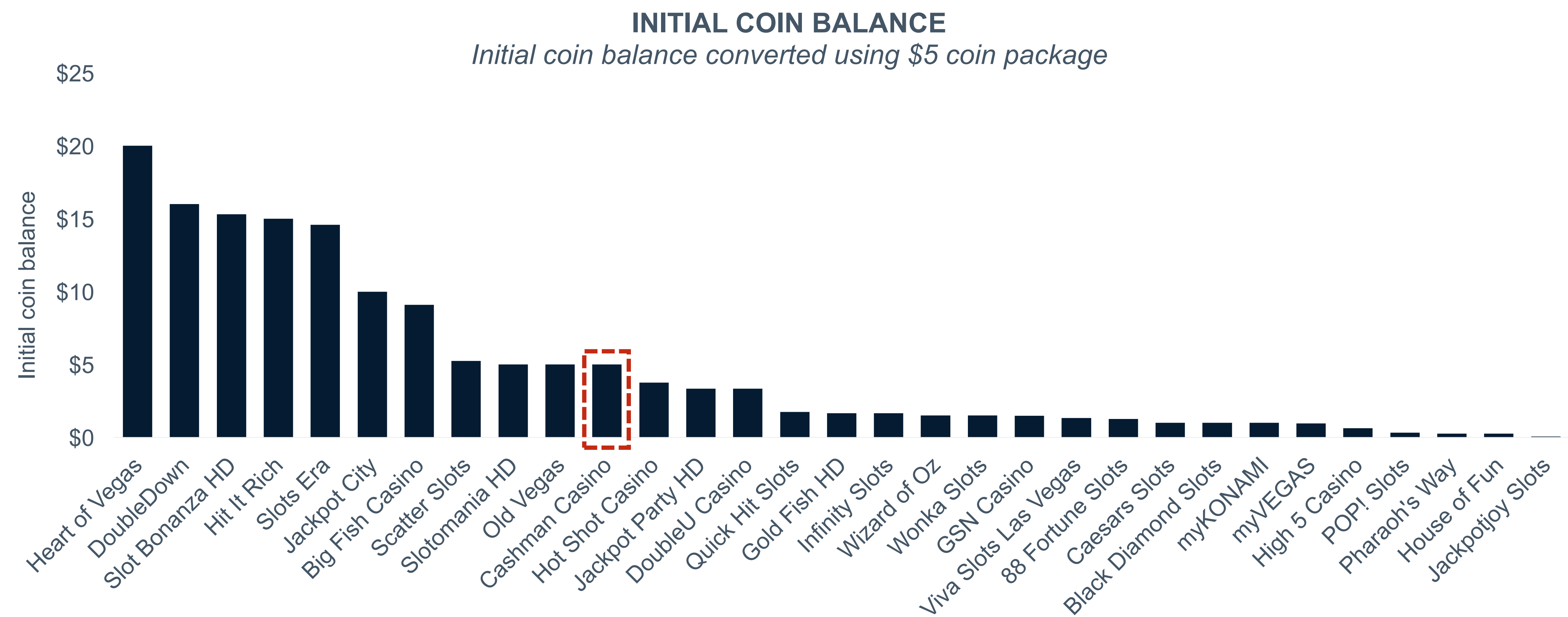
COST PER LEVEL

Cashman Casino’s cost to unlock each level is much cheaper than other top grossing apps. At level 20, the *High Limit Room* is unlocked. DoubleDown Casino and Big Fish Casino were removed from the graph because their level curves are much more expensive



INITIAL COIN BALANCE

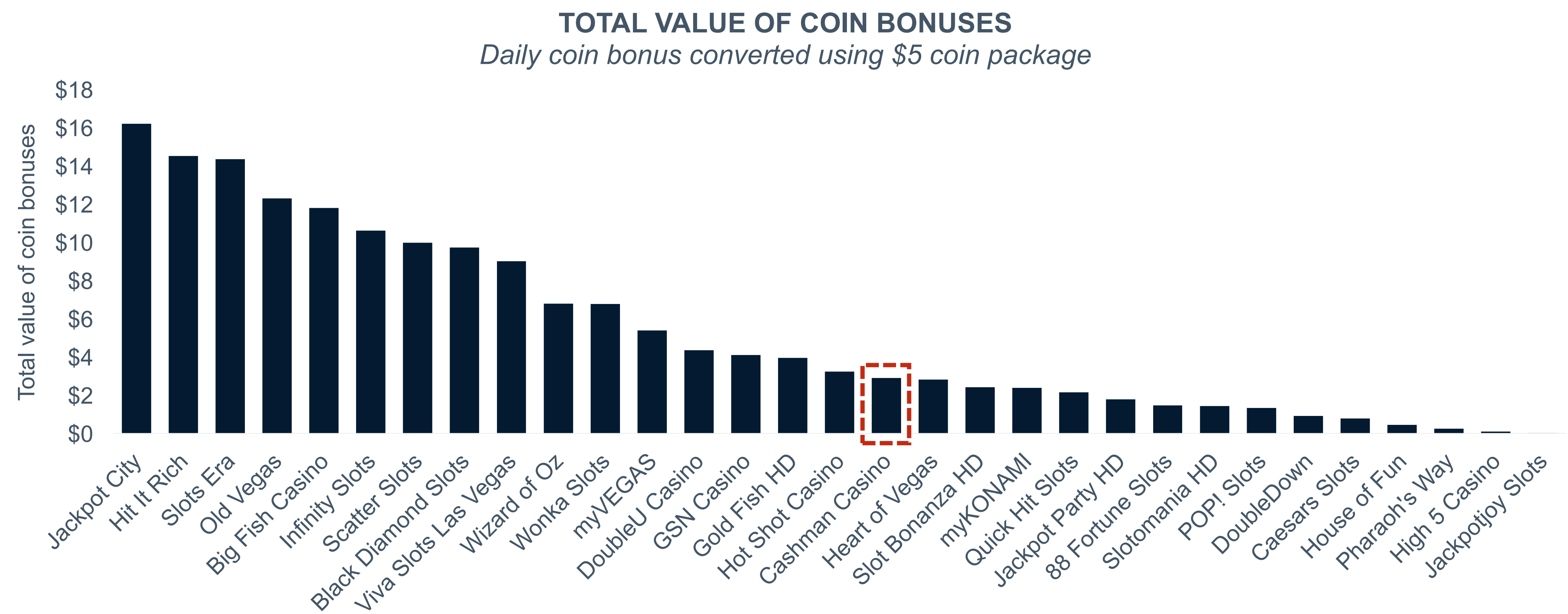
Cashman Casino gives an average amount, \$5.00 worth of coins, to new players compared to top grossing casino apps



Huuuge Casino was removed from this graph as an outlier with \$85.99 worth of coins given to new players

TOTAL VALUE OF COIN BONUSES

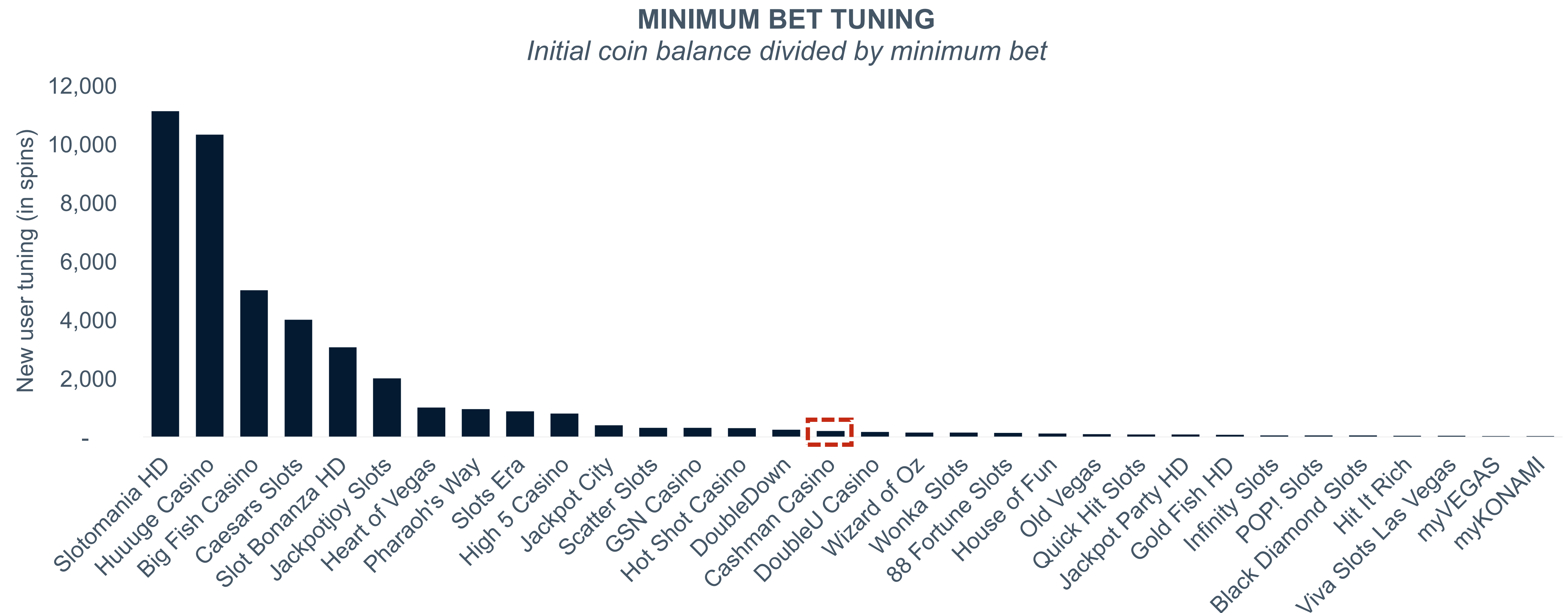
Cashman Casino provides players with an average amount of free coins daily. There are three bonuses paid out with a total daily value of \$2.90. The largest contributor to players' wallets is the tertiary bonus that is paid out every 15 minutes



Huuuge Casino was removed from this graph as an outlier with \$89.87 worth of coins given out daily

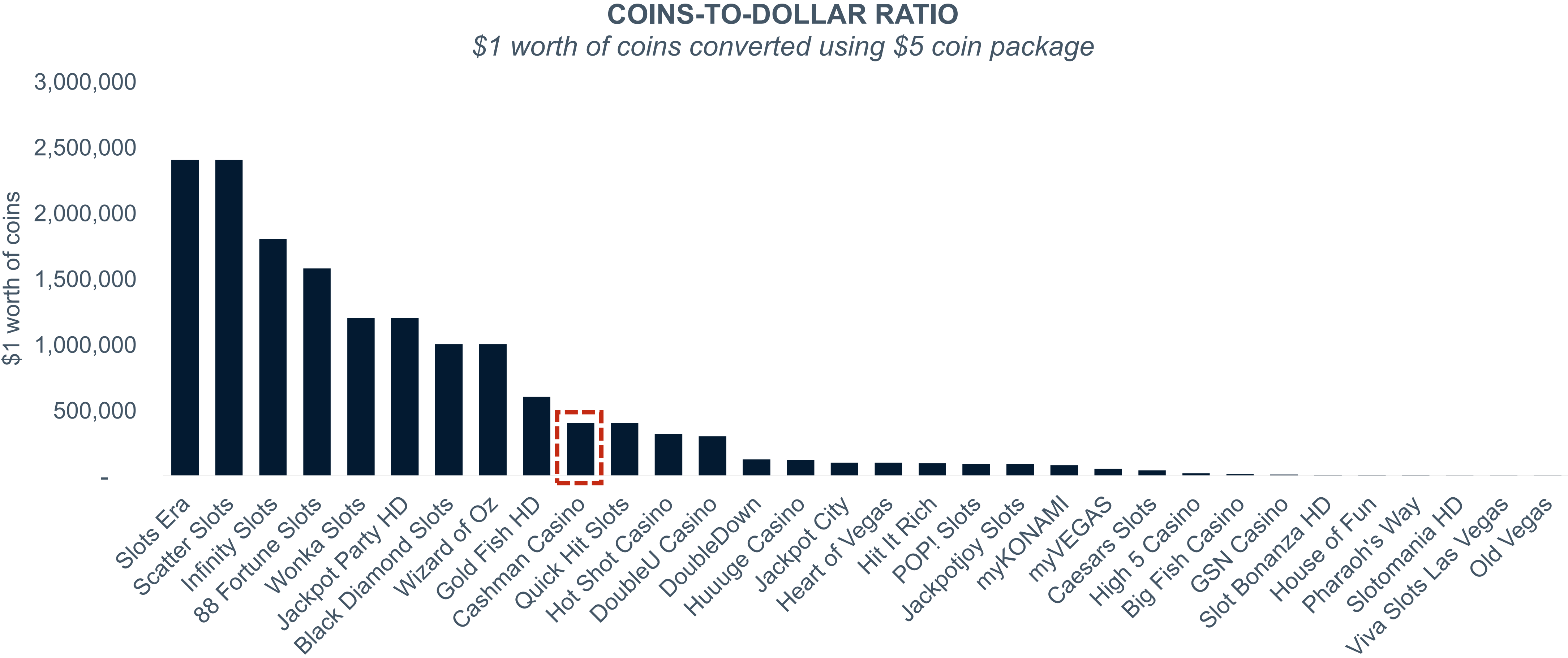
NEW USER TUNING

Cashman Casino has no default bet amount, allowing players to choose their initial bet. The new user minimum bet tuning is average: 200x the minimum bet. This allows new users to receive an average amount of play time at the minimum bet amount



COINS-TO-DOLLAR RATIO

Cashman Casino has an above average coins-to-dollar ratio relative to top grossing apps: 400K coins for every dollar spent



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 Teardown 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.

If you know the enemy and know yourself you need not fear the results of a hundred battles

– Sun Tzu, *The Art of War*

LiquidandGrit.com



Brett.Nowak@LiquidandGrit.com

