



Social Casino Product Report

Competitive research and actionable product recommendations

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JANUARY

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INTRODUCTION



“People don't want to buy a quarter-inch drill, they want a quarter-inch hole.” - Theodore Levitt, Economist

Dear Product Owner,

If a picture is worth a thousand words, then a one minute, 25 fps video is worth 1.5 million. The ability to share video is one reason we posted our analysis of House of Fun *HoF Legends* online. Included is a detailed analysis of the feature's economy in an easily downloadable Excel file. [Review Legends Collections Analysis](#)

You can also download online the economy breakdowns of 49 casino apps in our Casino Economy Analysis spreadsheet. With this tool, you can easily adjust player engagement levels to build new economies for different player types. [Download Casino Economy Analysis](#)

To quickly find features, live ops, and machines discussed in previous reports, use the new online *Search* functionality. If you are sensing our shift to more online content, you are correct. We want to provide you with deeper content and analysis to use on your next great feature...or next top grossing app. [Search Liquid and Grit Online](#)

We are also very excited to host an Analyst Roundtable Conference Call on January 31st. The discussion topic of this call will be competitive intelligence best practices. The participants will include many leading Analysts at top casino and puzzle companies. This call is for Analysts, but key takeaways will be posted online for all Liquid and Grit members. [Email me for more information](#)

Understand emotional motivations.



Brett Nowak
Editor-in-Chief

NEW INNOVATIONS

LEGENDS COLLECTIONS

House of Fun *HoF Legends* is a collection system tied to spins, purchases, and levels

- There are 8 *Legends* (3 common, 3 rare, and 2 epic) that players collect (1)
- Players earn chests to collect medals. This allows them to obtain and rank up *Legends*
- Chests are awarded through spinning, purchasing, and XP leveling. One free chest is also given every 12 hours (2)
- Chests pay out coins and medals. The higher value chests distribute more and rarer medals. There are 4 different chest types (3)
- Chests may also be earned in events. In the *Trials of Wonderland* event, completing a challenge awards a chest (and unlocks the next challenge) (4 & 5)
- Filling a *Legend Meter* ranks up the *Legend*. *Legends* ranked 2 – 4 award a mystery prize. Rank 5 *Legends* award coins (6)
- Ranking up to *Legend* rank 4 unlocks the *Trophy Room* that displays all *Legends* ranked 4 and 5 (7)
- All medals for rank 5 *Legends* fill the *Extra Bonus Chest*. This chest awards a *Diamond Chest* (8)
- Upgrading all *Legends* to rank 5 awards a *Grand Prize*
- This feature is scheduled to end 2/18/18

- Release: 1/4/18 (ends 2/18/18)
- KPI: Revenue
- Player motivations: Achieve, Ownership, Awe
- [More images and videos](#)
- [Scatter Stories / Chest Room](#) - Scatter Slots
- [Slotocards](#) - Slotomania
- [Bonus Vaults](#) - Big Fish Casino
- [My Collections](#) - Slots Bonanza

- **Invest in larger projects to impact more features and further separate your app from others. Bigger features are more defensible and often produce clearer, faster results**
- **Take advantage of players' increasing game-knowledge. Social casino players are ready for more complicated features. More involved, mid-core style features continue to be a successful trend in casino**
- **Pick a mechanic that plays to the strength of your development team. Art/design is often the team that carries too much weight on larger features (often when not the largest team)**



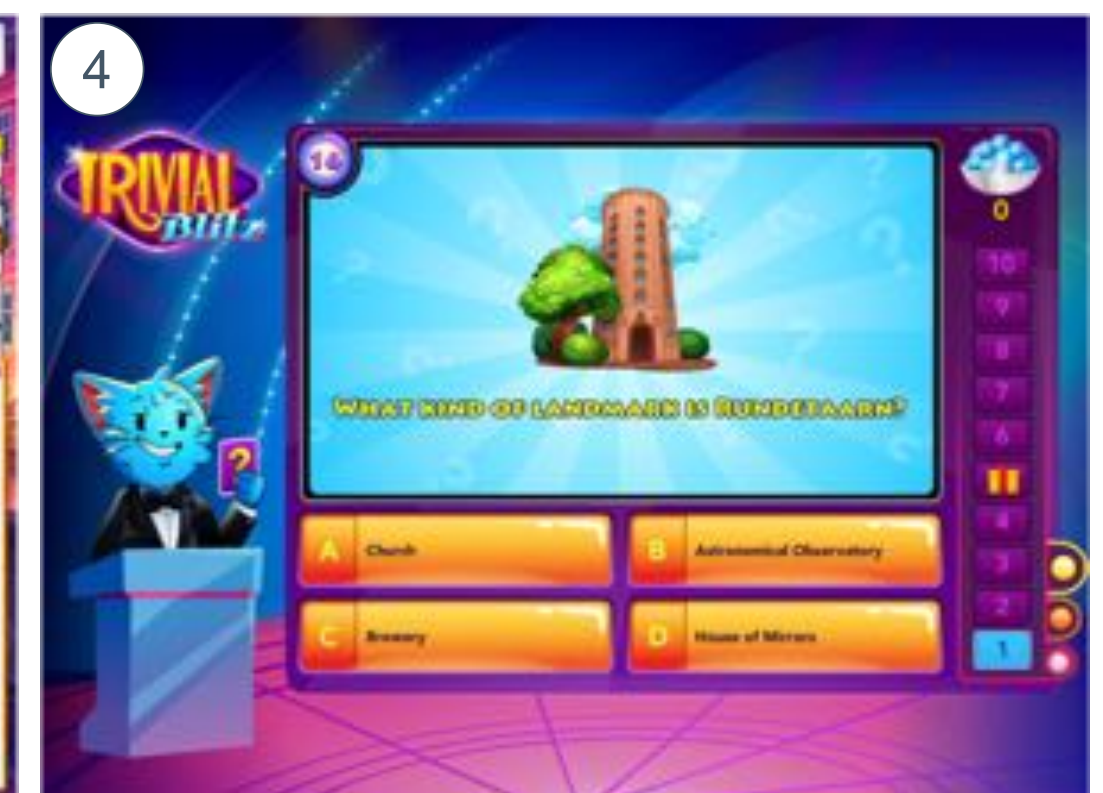
TRIVIA MINI GAMES

Bingo Blitz's new room includes a post-round trivia feature. An event awards real world prizes to winners

- Players must play 4 cards for access to the mini game feature (1 & 2)
- Daubing the '?' space triggers a *Trivia* feature after the round (3)
- Players must choose an answer before the timer runs out (4)
- Players are awarded one question per trigger. Answering the question correctly fills the meter and adds chips to the award (5)
- The 'Win a Trip to Copenhagen' event awards one sweepstakes entry for correctly completing all 30 questions (6)

- Release: 1/11/18
- KPI: Engagement
- Player motivation: Achieve, Ownership
- [More images and videos for feature](#)
- [More images and videos for event](#)
- [Poker Quiz](#) - Jackpot Poker
- [Ripley's Believe It or Not!](#) - AGS (RMG)
- [Gears of Fortune](#) - Gamevy (RMG)

- Continue to adopt successful mechanics of top grossing apps outside of gaming with player overlap. The trivia mechanic with real world prizes is a take on [HQ - Live Trivia](#), an app with 50K daily U.S. downloads where players compete in trivia to win real money
- Utilize a simple community page survey to continuously monitor what other apps your players are playing
- Review Matchington Mansion ([November 2017 Puzzle Report](#)). This top 30 grossing Puzzle app adopted a mechanic from Houzz (another top grossing app with player overlap) to monetize players



SURPRISE & DELIGHT

- **Offer players a personalized, one-time purchase to bump up a VIP tier:** A Bingo Blitz player received a \$99.99 package of 1,890 credits. This is the exact amount of remaining credits the player needed to reach the *Platinum* tier. Customize costs and credits to current player status (1)
- **Be transparent with players about any economy changes:** Huuuge Casino clearly explains to players in [Facebook Notes](#) the economy and *League Point* changes that may impact their play (2)
- **Add Insurance Policies onto packages to increase transactions and transactions per payer:** In Huuuge Casino, players receive insurance (accumulate chips for every loss up to a maximum) with purchases (3)
- **Add fun triggers to progress bars to give small awards while players progress:** In Bingo Party, rockets along the progress bar trigger as they are passed. To drive engagement, have triggers impact play (in addition to the final award) (4)
- **Create a coupons area for deal-seeking players:** In Wonka Slots, a *Wonka Perks* area contains redeemable coupons. The coupons all have time limits and new coupons appear each day. Players input the promo code to impact the buy page (5 & 6)
- **Incentivize closer relationships with added bonuses for playing with club-mates:** In a Huuuge Casino event, players are awarded more *League Points* for playing in a room with other *League* members (7)
- **Allow players to pick their challenge with opt-in event personalization:** In Caesars Slots, players may pick their event challenge: a) 'Risk Taker' by leveling up 3 times, or b) 'Adventurous' by making 4 max bets (8). Opt-in personalization was analyzed in the [January 2018 Puzzle Report](#)



LIVE OPS

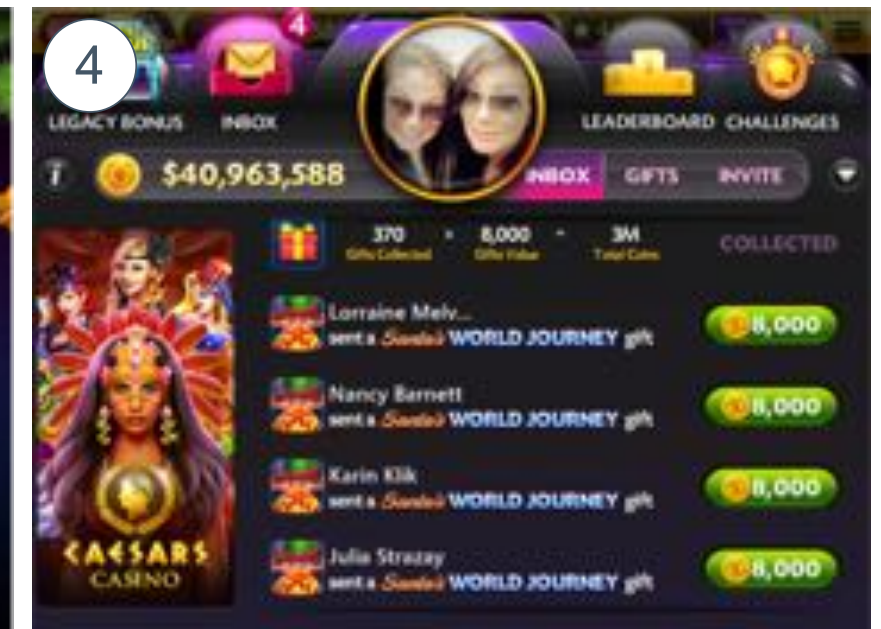
MISSION JOURNEYS

Caesars Slots *Santa World* is a mission system with multiple destinations on a map. Each destination utilizes a game board

- Players progress along a map that includes 4 regions with 10 destinations (1)
- Players complete spin-based missions to earn a wheel spin. The wheel opens on a game board (2)
- Spaces on the board award to player inboxes:
 - Gifts that may be sent to friends
 - Missions to advance players on the board when completed
 - Rewards (that sometimes include 'Skips') (3 & 4)
- Missions are completed with wins, spins, and leveling up (5)
- Reward cards include: *Triple XP*, *Express Lobby Bonus*, *Boost Mode*, or *Skip a Mission* (6)
- Missions must be either completed or skipped before players may spin again (7)
- Landing directly on the finish completes the board, awarding coins and a badge (8)

- Release: 12/14/17
- KPI: Engagement
- Player motivation: Achieve, Thrill, Relationship
- [More images and videos](#)
- [Treasure Islands SlotoQuest](#) - Slotomania
- [Bingo World Tour](#) - Bingo!
- [The Game of LIFE: Payday](#) - Jackpot Party

- **Add temp-features to your roadmap to boost engagement per month. Temp-features are live for approximately a month**
- **Soften missions with rewards, gifts, and skips to broaden appeal to players seeking more than achievement**



MARKET WATCH

12/14/17 - 1/15/18

TOP GROSSING 1–15

App	Notable Changes	More Information
Slotomania	<ul style="list-style-type: none"> Holiday retention event that gives players a choice of gifts to win 	<ul style="list-style-type: none"> 7 Day Santa
House of Fun	<ul style="list-style-type: none"> Collection feature that includes a retention bonus, chests, collection items, and leveling Three-step quest where players earn coins and <i>Legend</i> chests 	<ul style="list-style-type: none"> HoF Legends Trials of Wonderland
WSOP	<ul style="list-style-type: none"> Inbox added with drop down menus for gifts, bonuses, and notifications. Friends UI changed gift and join table buttons 	<ul style="list-style-type: none"> UI Update
Cashman Casino	<ul style="list-style-type: none"> Retention calendar released Mini game randomly awards a mystery gift of coins to increase bet per spin 	<ul style="list-style-type: none"> 2018 Challenge Mystery Gift
Wizard of Oz	<ul style="list-style-type: none"> New collection set and challenges to earn 	<ul style="list-style-type: none"> Silver Pack Challenges
Huuuge Casino	<ul style="list-style-type: none"> Changes to clubs: club point system, events, rewards, and donations Release of new events: individual, club, and purchase events 	<ul style="list-style-type: none"> Huuuge Update Club Rewards Update Safe Event League Points Extravaganza Insurance Day
Scatter Slots	<ul style="list-style-type: none"> Mini game with wheel, collection feature, and levels 	<ul style="list-style-type: none"> Christmas Heroes

TOP GROSSING 16 – 45

App	Notable Changes	More Information
Caesars Slots	<ul style="list-style-type: none"> • Map event with a board game to complete missions • Event where players choose their challenge and prize 	<ul style="list-style-type: none"> • Santa's World Journey • Pick-N-Play
GSN Casino	<ul style="list-style-type: none"> • New lobby with an emphasis on <i>Millionaire Machine</i> and W2E 	<ul style="list-style-type: none"> • New UI
Hit it Rich	<ul style="list-style-type: none"> • Timed tournament system where players fill a meter to extend time and rank 	<ul style="list-style-type: none"> • Royal Rush
Infinity Slots	<ul style="list-style-type: none"> • Change to icons and VIP room. 'News' coming soon • Gamble feature on big wins • Map event featuring a wheel that chooses missions and machines 	<ul style="list-style-type: none"> • UI Update • Risk Game • Christmas Journey
Wonka Slots	<ul style="list-style-type: none"> • Daily retention calendar (similar feature released earlier in Wizard of Oz) • New inbox to collect rewards, coupons, or enter promo codes 	<ul style="list-style-type: none"> • Monthly Morsels • Wonka's Perks
88 Fortunes Slots	<ul style="list-style-type: none"> • Release of leveling and challenge events 	<ul style="list-style-type: none"> • Challenges

TOP GROSSING BINGO & POKER

App	Notable Changes	More Information
Bingo Blitz	<ul style="list-style-type: none"> Unlock content with <i>Elite Subscription</i> or with a limited time pass New featured room with <i>Trivia</i> mini game Sweepstakes to win a trip to Copenhagen 	<ul style="list-style-type: none"> Two Ways To Unlock Copenhagen Copenhagen Sweepstakes
Bingo Bash	<ul style="list-style-type: none"> Retention gift event for players to collect a prize daily 	<ul style="list-style-type: none"> 12 Days of Giftmas
Bingo Party	<ul style="list-style-type: none"> Play to collect event (similar to Gardenscape's Exercising event) 	<ul style="list-style-type: none"> Puppy Training
Bingo Pop	<ul style="list-style-type: none"> New high roller room 	<ul style="list-style-type: none"> Gary's Games
Zynga Poker – Texas Holdem	<ul style="list-style-type: none"> Jump table button to switch to a different table with similar bet/blinds 	<ul style="list-style-type: none"> New Table Button
DH Texas Poker	<ul style="list-style-type: none"> Clubs with weekly events, gifts, and leaderboard 	<ul style="list-style-type: none"> Clubs
Poker Heat: Texas Holdem Poker	<ul style="list-style-type: none"> Missions released with jackpot award 	<ul style="list-style-type: none"> Rapid Fire Challenge
Scatter HoldEm Poker	<ul style="list-style-type: none"> Scratch card event where players collect enough event currency to scratch a square. Players obtain event currency with purchases and by completing tasks 	<ul style="list-style-type: none"> Scratch & Win

DEEP DIVE: CASINO ECONOMY ANALYSIS

**New!  Review and download the Casino Economy
Analysis online at [Liquid and Grit](#) >>**

APPENDIX

PLAYER MOTIVATIONS

Understand emotional motivations to generate growth. The most impactful features are those that trigger strong, positive, emotional responses

“Most companies segment their markets by customer demographics or product characteristics and differentiate their offerings by adding features and functions. But the consumer has a different view of the marketplace. She simply has a job to be done and is seeking to 'hire' the best product or service to do it. Jobs aren't just about function—they have powerful social and emotional dimensions.” - Clayton Christensen, co-author of the [Jobs to be Done framework](#)

To create new innovations, focus on the emotional jobs that people want accomplish. This is very applicable to our industry, where there is little *practicality* about playing a non-paying casino game. Therefore, we have to know the emotional drivers of our players.

Liquid and Grit has formulated key player motivations. This is, and likely always will be, a work in progress. So please feel free to email me at brett.nowak@liquidandgrit.com for suggestions or comments.

Player Emotional Motivations

- **Achieve** - Players who want to accomplish a goal
- **Thrill** - Players who want the excitement and stress of taking a risk
- **Surprise** - Players who want to uncover an unknown, see new opportunities, and try new things
- **Awe** - Players who want to experience quality production value
- **Flow** - Players who want to get into the zone and escape
- **Relationship** - Players who want to connect with other people
- **Association** - Players who want to identify with something for familiarity and comfort
- **Ownership** - Players who want to have things belong to them
- **Create** - Players who want to be creative and produce something

DATA COLLECTION PROCESS

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

Market research

- Each game is reviewed weekly for updates, regardless of whether the game 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 Priori Data, a Liquid and Grit partner.

Game information

- Game information comes from a deep-dive analysis of each game.
- 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 game. 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 games 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.

The quality of decision is like the well-timed swoop of a falcon which enables it to strike and destroy its victim

– Sun Tzu, *The Art of War*

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