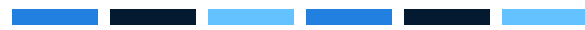




Social Casino Product Report

Competitive research and actionable product recommendations

TABLE OF CONTENTS



NEW INNOVATIONS

4

- Frictionless Ratings
- FB App Invite Replacements
- Surprise & Delight

LIVE OPS

8

- Re-Skinnable Mini-Games

MARKET WATCH

10

- Top Grossing Slots 1 – 13
- Top Grossing Slots 14 – 30
- Top Grossing Bingo
- Top Grossing Poker

APPENDIX

15

- Player Motivations
- Data Collection Process

FEBRUARY



2018

INTRODUCTION



"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations." – Steve Jobs

Dear Liquid and Grit member,

Changes to the Apple SDK make it much easier to gather valuable reviews. Utilize SKSReviewController to **collect more positive App Reviews by letting players give ratings without leaving the app.**

Apps are replacing Facebook App Invites with direct sharing using text, email, and WhatsApp, and non-direct sharing using codes. **Provide some simple alternatives for players to share the app with friends...while considering new platforms and more standard marketing techniques.**

Scatter Slots has capitalized on re-skinable mini-games for a while now. And, this month POP! Slots released a mini-game event with powerful marketing using a progression meter. **To supplement your event roadmap and drive event-based revenue, build re-skinable mini-games.**

To deflate player wallets, adjust player wallets up while inflating the entire economy even more. See how Wizard of Oz makes players *feel* like their wallet is expanding...when their wallet value is really retracting in Surprise & Delight.

Apps are targeting new player types: Slotomania is utilizing *real world prizes* and Heart of Vegas added a *spin meter*. Also review the new UI from Hit it Rich, and a new poker mode from Scatter HoldEm Poker ...just a few notable changes this month.

Check out Mega Hit Poker...released 5/30/17 and recently a top 8 grossing poker app. The game play animation includes zooming in on finger tapping and other emotional poker moments. Go to the [Feature Database](#) then Casino > Game > Mega Hit Poker for a quick snapshot.

Brett Nowak
Editor-in-Chief

NEW INNOVATIONS

FRictionless Ratings

Collect more positive App Reviews by letting players give ratings without leaving the app

Feature Explanation

- Apple's automatic ratings allow players to rate the app without opening the App Store (1, 2, & 3)

Additional Information

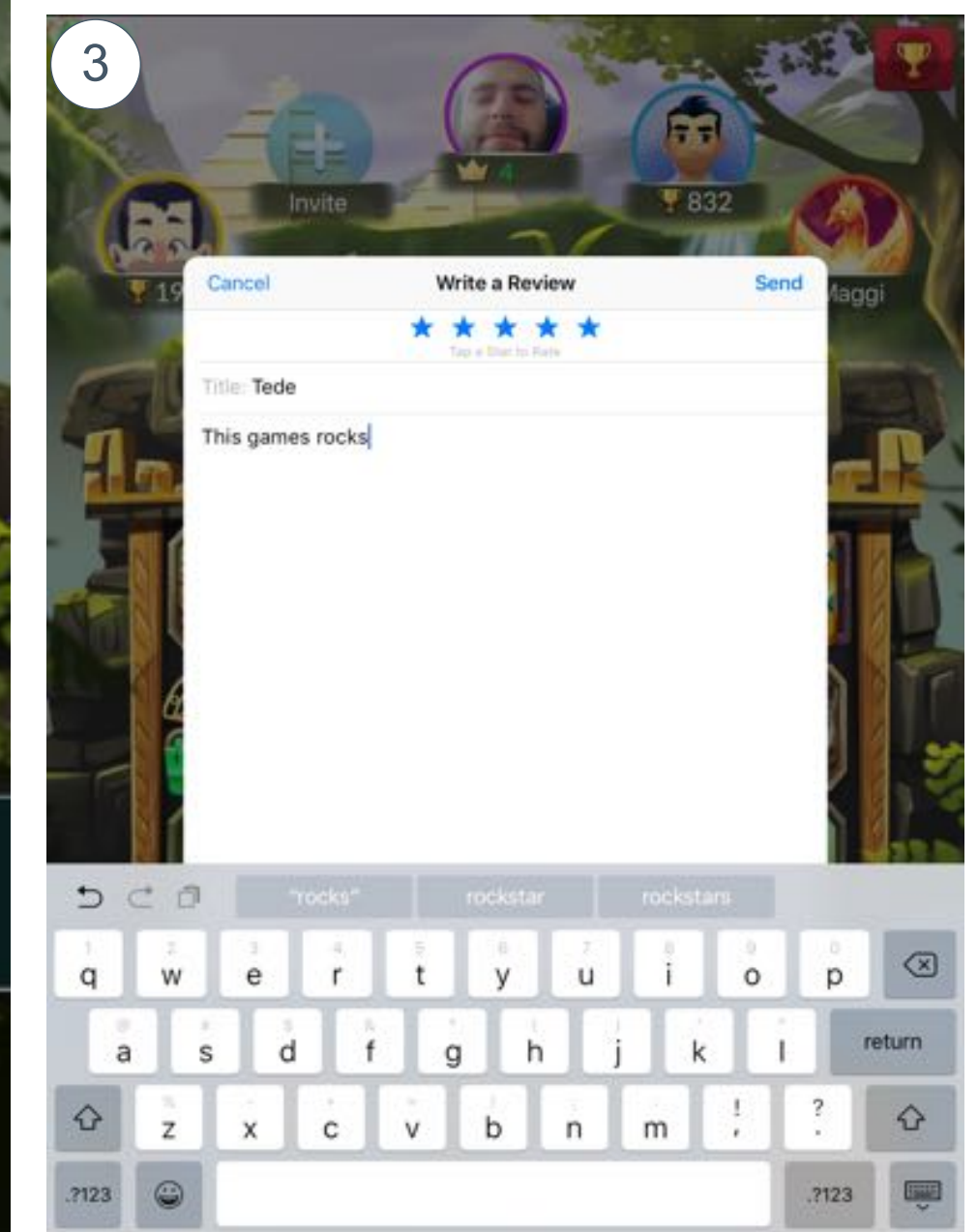
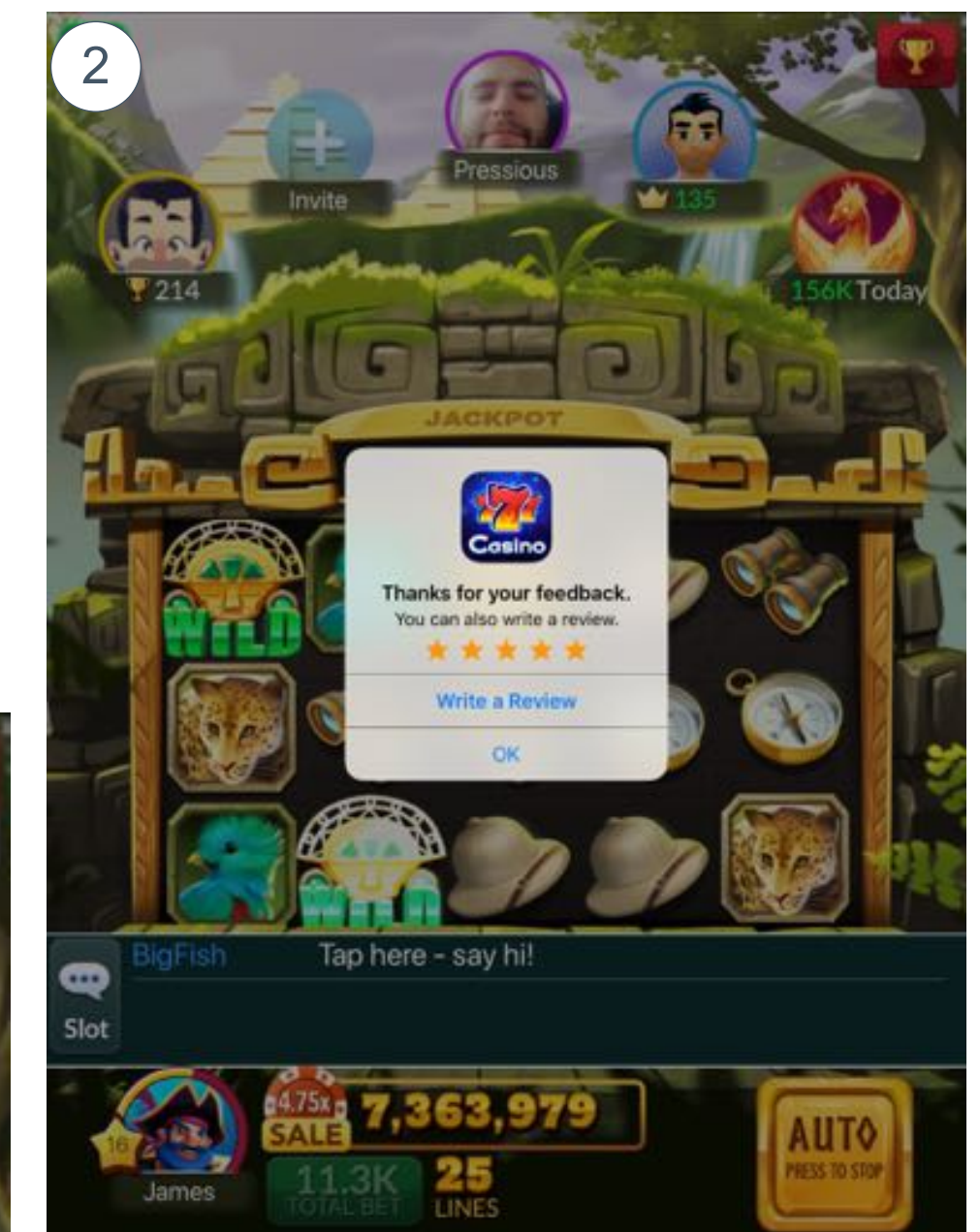
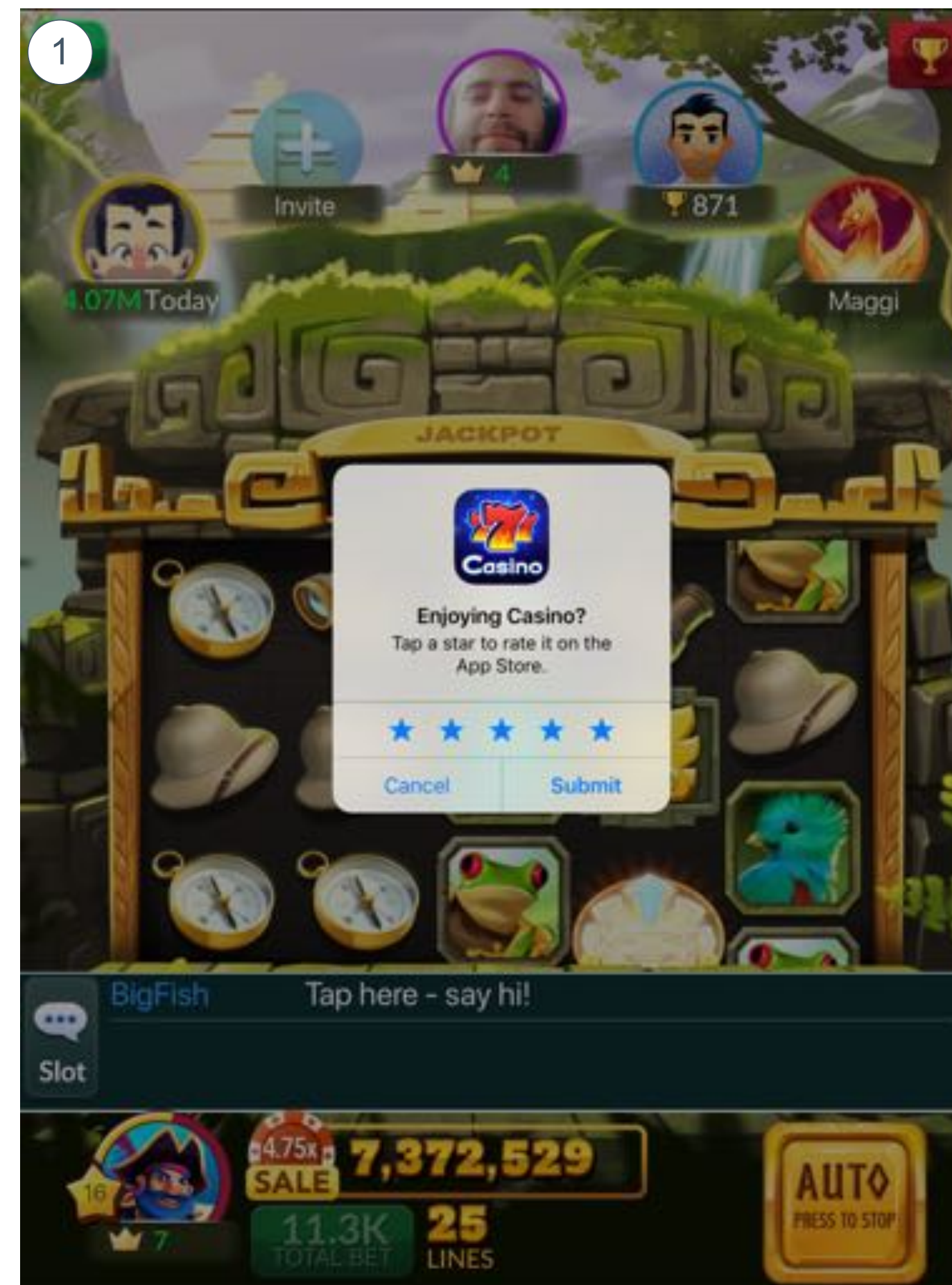
- [More images in the Feature Database](#)
- Release: 7/19/17 (with SKSReviewController iOS 10.3)
- KPI: Installs (driven by positive App Ratings)
- Player motivations: Association, Value

Related Features

- [Rate Flow](#) - Infinity Slots
- [Survey / Rate Use](#) - Slots Era

Key Takeaways

- The benefits of this in-app rating system are obvious: it keep players in the app while gathering valuable ratings and reviews
- Determine the amount of pre-ratings vetting based on the age of the app and your understanding of specific player satisfaction
- For riskier player reviews, consider a highly-involved vetting process; see [Infinity Slots' pre-ratings survey](#) that predicts a player's likely rating *and* gathers valuable player insights
- Replace the rating flow with a customer support option if a player's survey response is mild to negative



FB APP INVITE REPLACEMENTS

Provide simple alternatives for players to share the app with friends now that Facebook App Invites are deprecated

Feature Explanation

- As you are likely well aware, [App Invites](#) are no longer supported as of 2/6/18
- Alternative methods of inviting friends in Casino and Puzzle apps include:
 - Add friends by sharing code or player ID number (1)
 - Referral Programs with unique codes and a bonus for invites who play to a certain level (2)
 - Invite friends through WhatsApp, text, or email (3)

Additional Information

- KPI: Installs
- Player motivations: Relationship, Value

Report References

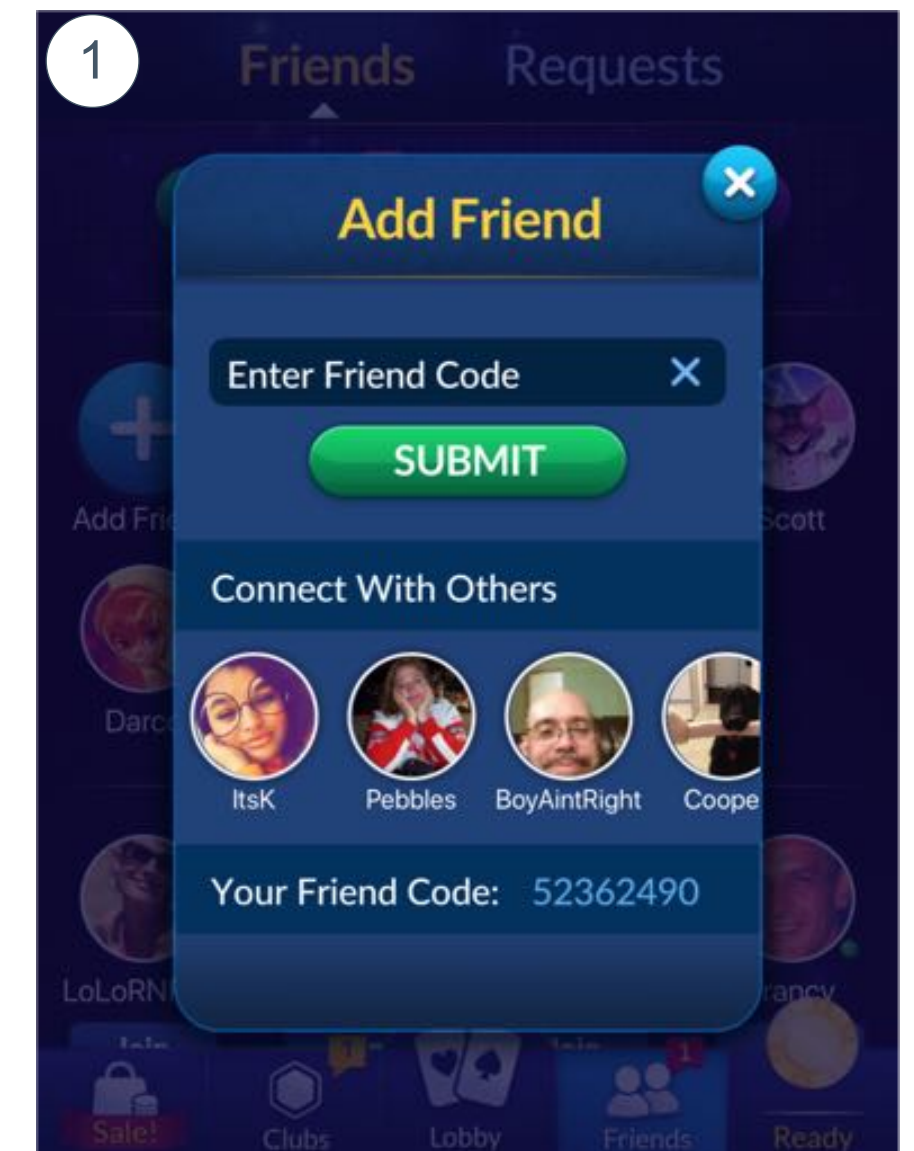
- Referral Program in the [March 2017 Casino Report](#)
- Referral Competition in the [January 2018 Puzzle Report](#)

Key Takeaways

- Understand what the removal of Facebook Invites *implies* at a platform level. Facebook wants to increase *their control* of how games are discovered. This leads to more advertising spending
- This removal comes off of a 2017 Q4 Earnings where the [US DAU on Facebook declined](#) for the first time, and [Facebook's revenue growth flattened](#)
- These features are fillers that enable *Whale Sharers* to continue to connect with new people until the next Install channel materializes
- Establish more traditional business marketing strategies, like brand building, to extract Installs from YouTube and Instagram. A top grossing Puzzle app, Best Fiends, created an online brand using animated characters ... helping produce 425K YouTube subscribers and 500K Instagram followers (see [Earn Rewards](#))

Related Features

- [Invite a Friend](#) - Slotomania
- [Friend Code](#) - Big Fish Casino
- [Invite Friends](#) - House of Fun
- [Referral Program](#) - Wizard of Oz
- [Become an Ambassador](#) - Legendary Game of Heroes
- [Invite Codes](#) - Seekers Notes Hidden Mystery
- [Earn Rewards](#) - Best Fiends



SURPRISE & DELIGHT

- **To deflate player wallets, adjust wallets up while inflating the entire economy even more.** In Wizard of Oz’s economy rebalance, players are notified that (1) the Coin Bonus is now every hour, (2) there is a new VIP Purchase Bonus, and (3) their wallet increased by X amount (1 & 2)
- **Build more customization options to increase retention for both current and new users.** Three Bingo apps added a customization area to adjust the Daubs, Balls, and Cards (most notably [Bingo!](#)). See the Dragon Ball Z tutorial flow on how to set player preferences (see the [New User Flow](#)) (3, 4, & 5)
- **Listen and respond to player feedback ... particularly on the smaller issues.** Huuuge Casino uncapped the Jackpot Share amount so Clubs with Whales who hit massive jackpots give large awards to their Club-mates. Now, all Club members in Huuuge Casino are awarded 0.1% of a jackpot for *any size jackpot* (previously there was a cap). These small, but important tweaks show your players that you are listening and responding to their feedback and messages (6, 7, & 8)



LIVE OPS

RE-SKINNABLE MINI-GAMES

Build re-skinnable mini-games to supplement your event roadmap and drive revenue

Feature Explanation

- Players fill a meter by collecting balloons to play a mini-game (1)
- There are 10 levels on a streak meter. Prize amounts increase for every level (2)
- Players must guess higher or lower than the card displayed (3)
- Correct answers advance players to the next level (4)
- Incorrect answers end the round. A Joker is available to save the streak. Each player is awarded 2 free Joker boosts (more given with purchases) (5 & 6)
- Reaching the Sweet, Awesome, or Extreme level awards the Find the Queen pick 'em bonus, instead of the High-Low pick (7 & 8)

Additional Information

- [More images in the Feature Database](#)
- Release: 1/26/18
- KPI: Event Revenue
- Player motivations: Achieve, Thrill, Awe

Related Features

- [Hi-Lo](#) - Zynga Poker Classic
- [Snozzberry Streak](#) - Wonka Slots
- [Animal King](#) - Pharaoh's Way

Key Takeaways

- Add mechanics to mini-games with marketing in mind: a meter attached to the mini-game allows for a high potential payout (with lower odds of achieving it). The larger number will increase marketing CTRs if utilized properly
 - Always include the payout number *in dollars* with all marketing (i.e. "Win \$5,000,000" will lead to 5% absolute higher CTRs than "Win Five Million")
- Construct a mini-game system with the ability to re-skin and plug-in multiple variations of the mini-game. Scatter Slots extracts tremendous value from their mini-game system (most recently with a Super Bowl-themed version [Big Game](#))



MARKET WATCH

1/15/18 - 2/14/18

TOP GROSSING SLOTS 1 – 13

App	Notable Changes	More Information
Slotomania	<ul style="list-style-type: none">Daily raffle eventNew album coming soon with real world prizes	<ul style="list-style-type: none">SupeRaffleSlotoCards - 2018 Collection
Big Fish Casino	<ul style="list-style-type: none">In-app RSVP to community-based event for rewards	<ul style="list-style-type: none">Super Sunday
House of Fun	<ul style="list-style-type: none">New spin-to-collect event	<ul style="list-style-type: none">Royal Tales
Heart of Vegas	<ul style="list-style-type: none">Timed spin-to-win fill meter addedRetention login event for additional rewards on Wednesdays	<ul style="list-style-type: none">Prize O' MeterLucky Login
Huuuge Casino	<ul style="list-style-type: none">Club Jackpot Share cap removed: now 0.1% of every jackpot won by members is awarded on the Club Wall	<ul style="list-style-type: none">Club Uncapped Jackpots
Cashman Casino	<ul style="list-style-type: none">Purchase event that awards coin bonuses for each additional purchaseSpin-to-collect events launched	<ul style="list-style-type: none">Purchase BoosterHeart Chase
Wizard of Oz	<ul style="list-style-type: none">Economy change with increases in: bonus amounts and timing, coin packages with new VIP purchase bonus, and a 200% coin rebalanceSpin-to-collect for stand alone progressive jackpot award	<ul style="list-style-type: none">Economy Change / Coin RebalanceRuby Jackpots

TOP GROSSING SLOTS 14 – 30

App	Notable Changes	More Information
Hit it Rich	<ul style="list-style-type: none">New UI with addition of marketing lobby card, gift chest, lobby scroll bar, and reorganization of High Roller and Challenge rooms	<ul style="list-style-type: none">New UI
DoubleU Casino	<ul style="list-style-type: none">Event for Clubs to boost league points	<ul style="list-style-type: none">League Boost Event
POP! Slots	<ul style="list-style-type: none">Spin-to-collect event to play High-Low mini-gameReal world prizes sweepstakes event. Entries earned after 5 gotcha machine pulls	<ul style="list-style-type: none">Winning StreakVegas Vacay
Quick Hit Slots	<ul style="list-style-type: none">Purchase to fill meter community eventSpin-to-win event for coins, boost, and collection	<ul style="list-style-type: none">Heart MeterCollector's Edition
Gold Fish	<ul style="list-style-type: none">Moving all players to HD version. Players are given a link to download a newer version of the app	<ul style="list-style-type: none">New Version / New App
Viva Slots Las Vegas	<ul style="list-style-type: none">Spin-to-collect event	<ul style="list-style-type: none">Jackpot Jewels
Classic Vegas Casino	<ul style="list-style-type: none">Purchase to unlock 5% returns on all wins for an hour	<ul style="list-style-type: none">Winning Returns

TOP GROSSING BINGO

App	Notable Changes	More Information
Bingo Blitz	<ul style="list-style-type: none">New daily bonus that replaces the daily award and daily spin. Additional Golden Spin for \$2.99New quest UI/UX with booster-required challenges	<ul style="list-style-type: none">New Daily BonusNew Quest Screen
Bingo Bash	<ul style="list-style-type: none">Tab added to lobby cards for “Popular”, “New”, “Last Unlocked”, and “Store Sales”	<ul style="list-style-type: none">What’s Hot
Bingo Party	<ul style="list-style-type: none">Play-to-collect event Snakes & LaddersQuest event to complete challenges along a map to collect prizes	<ul style="list-style-type: none">Snakes & LaddersIsland Adventure
Monopoly Bingo	<ul style="list-style-type: none">Option to personalize Daubers and Bingo Balls	<ul style="list-style-type: none">My Customizations
CLUE Bingo	<ul style="list-style-type: none">Option to personalize Daubers and Bingo Balls	<ul style="list-style-type: none">My Customizations
Bingo!	<ul style="list-style-type: none">Option to personalize Daubers, Bingo Balls, and Cards. Preview Mode available to view selections	<ul style="list-style-type: none">My Customizations

TOP GROSSING POKER

App	Notable Changes	More Information
WSOP	<ul style="list-style-type: none">New daily and weekly tournaments for chips and collection items	<ul style="list-style-type: none">BP Race
Zynga Poker – Texas Holdem	<ul style="list-style-type: none">Ticket redemption feature moved from Challenges to new Rewards Center	<ul style="list-style-type: none">Reward Center
Pokerist	<ul style="list-style-type: none">New way to play poker: 3 cards and additional betting optionsAdditional Party Mode tournament where the river is a clone of 1 of the 4 community cards already in play	<ul style="list-style-type: none">Set PokerClone Party
Poker Heat: Texas Holdem	<ul style="list-style-type: none">Raffle event where final league position awards the number of entries	<ul style="list-style-type: none">League Position Lottery
Scatter HoldEm Poker	<ul style="list-style-type: none">Map event to complete challenges to progress for prizesNew game mode launched in High Roller event	<ul style="list-style-type: none">High Roller ClubAll-In or Fold Mode
Mega Hit Poker	<ul style="list-style-type: none">Released 5/30/17. Ranking on 2/1/18 is 8th in Poker apps and 80th in top grossing Casino apps	<ul style="list-style-type: none">See Casino > Game > Mega Hit Poker in the Feature Database for details

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.

“Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.”

– Steve Jobs

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