



LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations

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SLOTS PERSONAS



FUNDAMENTAL MOTIVATIONS

In partnership with Kinrate Analytics, an expert team specializing in gaming user personas, we identified four fundamental motivations of online slots players; **Glory, Arousal, Escape, and Profit**

Glory

- Feeling important and glamorous
- A great night out ... just like a real-life casino trip
- The desire to master gaming skills in front of others
- Enjoying challenges and wanting others to envy gaming abilities and success

Arousal

- Feeling enjoyment, entertainment, and excitement
- Appreciating the rhythm and audiovisual effects
- Effortless way to feel awarded and experience a high
- Strong emotional arousal and high stimulation

Escape

- A replacement for everyday concerns and anxiety
- Relieving stress and pressure
- Motivating activity when bored
- A sleep-alternative

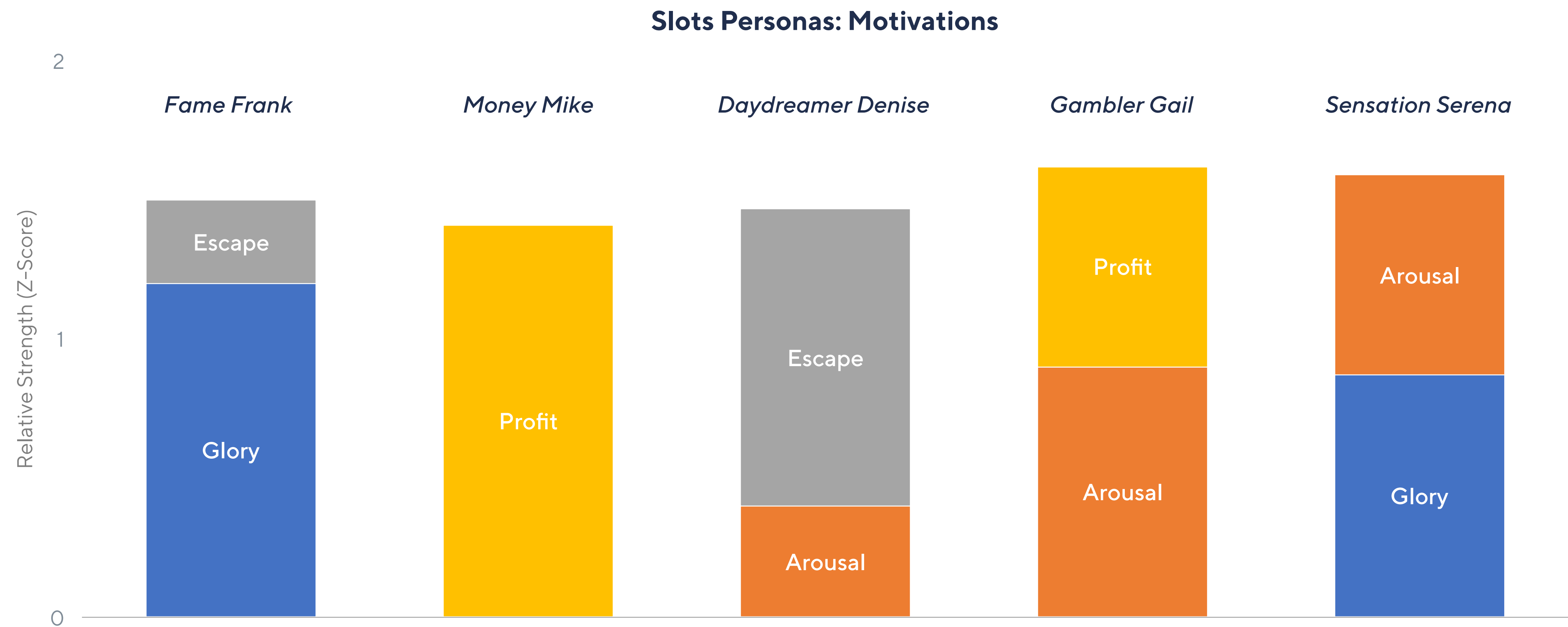
Profit

- The feeling of gaining money
- Wanting to make a profit, get rich, and win prizes and rewards



SLOTS PERSONAS

Based on these fundamental motivations, online slots players were segmented into five core player personas; *Fame Frank*, *Money Mike*, *Daydreamer Denise*, *Gambler Gail*, and *Sensation Serena*



The L&G Slots Personas is based on a sample size of 1,299 respondents of online slots players

PERSONA CHARACTERISTICS

Each persona seeks out experiences that trigger positive motivations ... while limiting exposure to less desirable emotions. For example, *Fame Frank* is motivated by **Glory** and somewhat by **Escape** ... and is put off by feelings of **Arousal** (e.g., over-stimulation from audiovisual effects)

	<i>Fame Frank</i>	<i>Money Mike</i>	<i>Daydreamer Denise</i>	<i>Gambler Gail</i>	<i>Sensation Serena</i>
Demographics*					
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32.4	34.3	35.5	35.2	35.2
Motivations & Detractions**					
Glory	1.2	-0.2	-0.4	-1.1	0.9
Arousal	-1.1	-0.6	0.4	0.9	0.7
Escape	0.3	-0.6	1.1	-0.5	-1.1
Profit	-0.4	1.4	-1.1	0.7	-0.6
Play Characteristics**					
Online Slots Interest	3.1	3.0	3.3	3.6	3.8
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5

*The mean age of respondents was 34.5, 57% female, and U.K. n = 818 and U.S. n = 481
**These numbers indicate relative strength of each player persona using Z Scores ([more info](#))

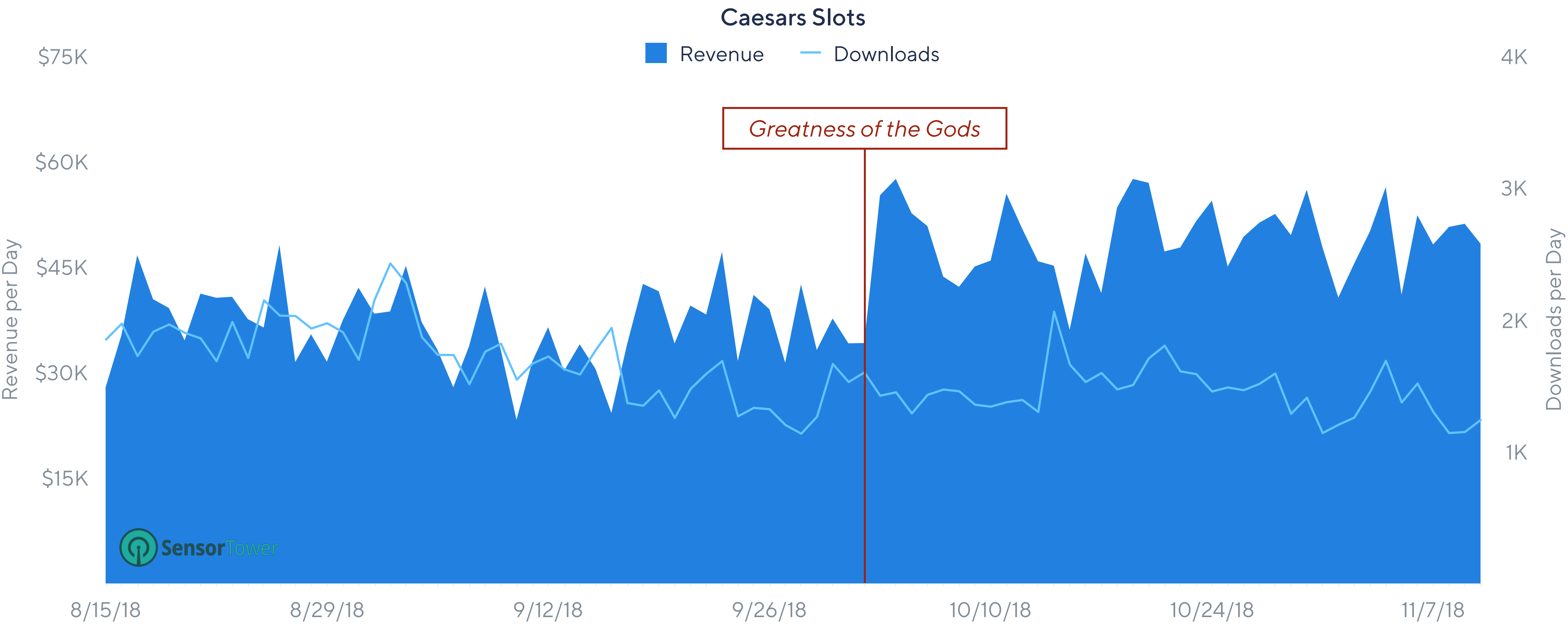
REVENUE DRIVERS



REWARD ADJUSTMENTS WITH CONTENT RELEASES

IMPACT ANALYSIS

Revenue is up 36% 3Wo3W in Caesars Slots after changes to the *Rewards System* were wrapped in the feature, *Greatness of the Gods*. Downloads were only up 2% during the same time period



3Wo3W = three weeks over three weeks
Graph data is iOS U.S. only

FEATURE DETAILS

Caesars Slots *Rewards System* adjustments included the coin packages, coin gifts, feature bonuses, and more. This was done shortly after a *Collection* extended event was released

Caesars Slots *Rewards System*

- Coin packages increased (for all *Tiers* but the lowest) (1)
- Benefits, like coin gifts, were improved (2)
- Feature bonuses, like *Legacy Bonuses*, were adjusted up (3)

[Greatness of the Gods](#) released 10/3/18

Caesars Slots *Collection*

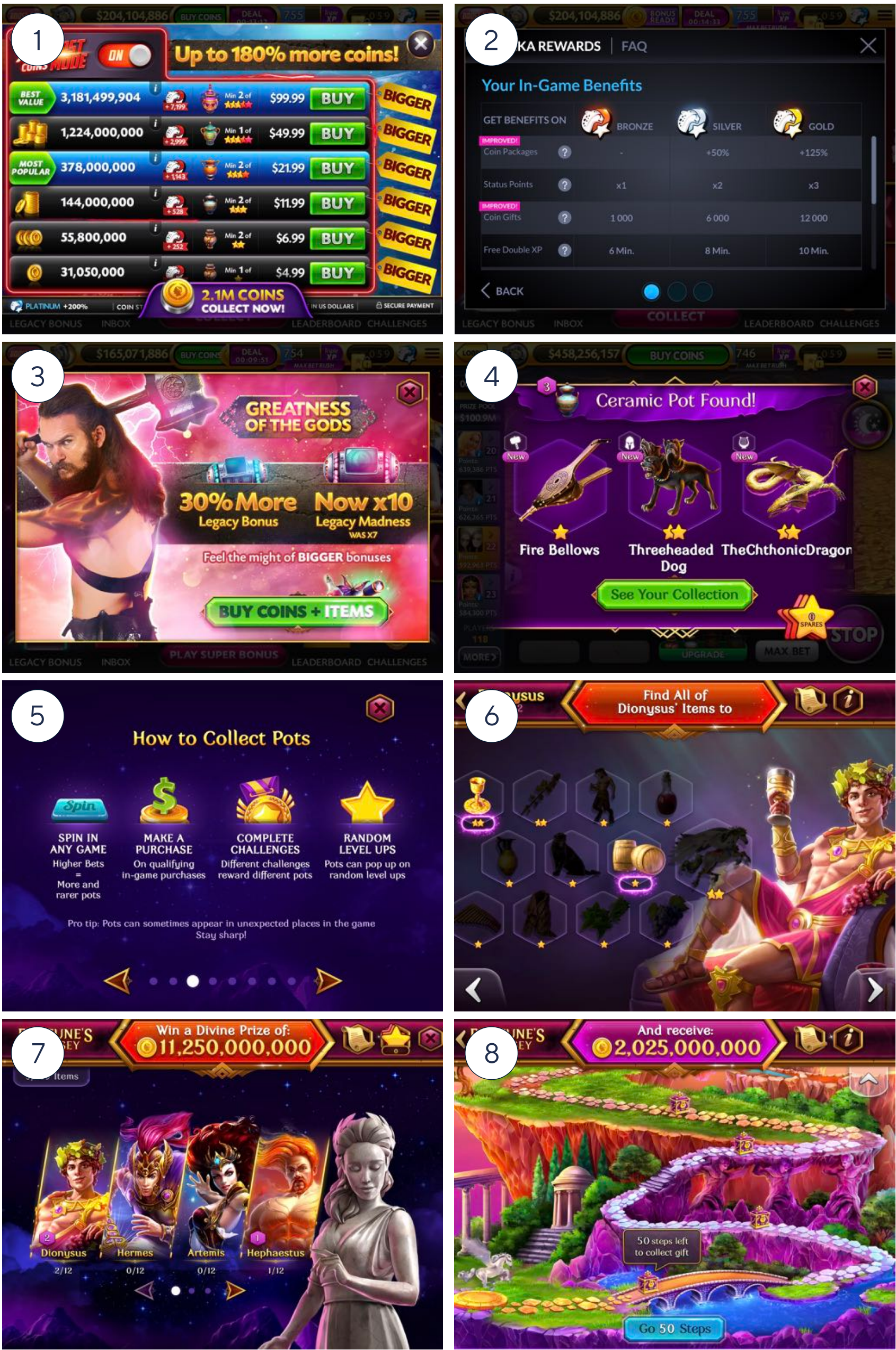
- Players uncover *Pots* to collect *Items* (4)
- *Pots* trigger by spins, purchases, challenge completions, and level ups (5)
- Each *God* has a set of *Items* (6)
- Completing a *God Collection* awards a prize ... completing all *Collections* awards a daily promotion (7)
- Collecting *Pegasus Items* progress players along a map (8)
- The *Collection* ends 12/3/18 and the daily promotion will run to 2/28/19

[Fortune's Odyssey](#) released 9/14/18

House of Fun *Rewards System*

- The *Playtika Rewards* were adjusted in House of Fun and Caesars Slots ... but not in Slotomania
- *Rewards* are different in each game; e.g., the coin package benefit for *Platinum* players is x2 in Caesars Slots and x1.5 in House of Fun (and x4 in Slotomania)

[Playtika Rewards Update](#) released 10/4/18



INSIGHTS & DATA I

For extended events released for multiple weeks, ensure that there is a never-ending loop of content. This will keep whale engagement more consistent throughout the entire event. To boost core-level engagement, consider creating ‘Hard Levels’ ... a compelling mechanic from top grossing Puzzle apps

Product Council Insights*

- See [Kingdom Tales](#) in House of Fun and [Chest Levels](#) in Gardenscapes as end-of-Collection features for whale engagement (1)
- Create more engaging levels by making certain levels more difficult and awarding bigger prizes for these ‘Hard Levels’. See [Super Hard Level Multiplier](#) in Gardenscapes and [Super Hard Levels Double Stars](#) in Homescapes (2)
- To add another layer of progression, consider implementing stages (e.g., stage 1 would have four Gods), making each stage easier to complete ... helping to prolong feature engagement
- Review how the buy page clearly shows that the value of *Pots* increase as players spend more (3)
- Be careful not to make currency numbers too large or they will lose their perceived value (a 10% increase of coins at \$1M will elicit a stronger response than a 10% increase at \$10B)
- On a follow-up release, allow players to share *Items* to complete *Collections*, an effective system in Bingo apps

Slots Personas Data

- These features target **Sensation Serena** and **Gambler Gail**, who spend the most money and favor *VIP Rewards* the most

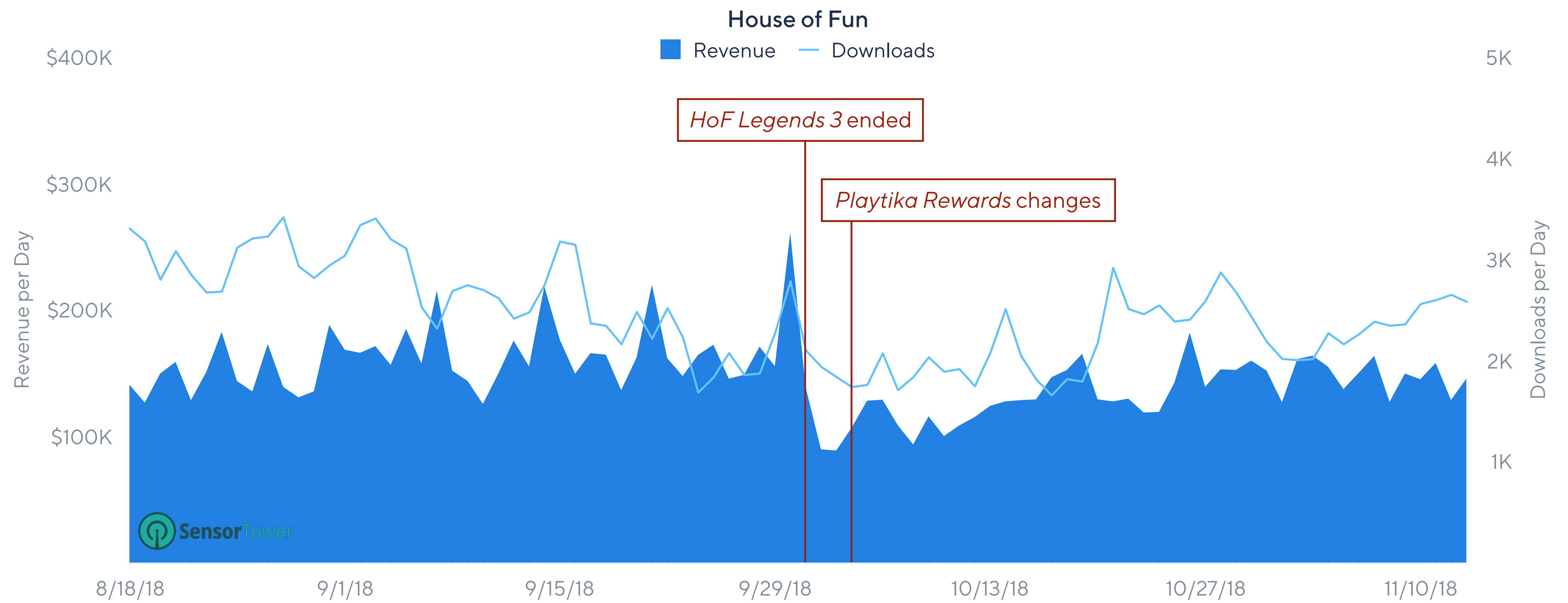
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Money Spent	4.2	4.9	3.5	5.4	5.8
VIP Rewards	3.1	3.1	3.2	3.6	3.7



*Product Council Insights is based on advice from industry consultants, data from player personas, and extensive research from Liquid and Grit ([more info](#))

INSIGHTS & DATA II

The changes to the *Playtika Rewards* were released right after the *HoF Legends 3* ended, helping House of Fun’s revenue rebound to near-baseline levels. For more information on *HoF Legends*, see the [10/18 Casino Report](#)



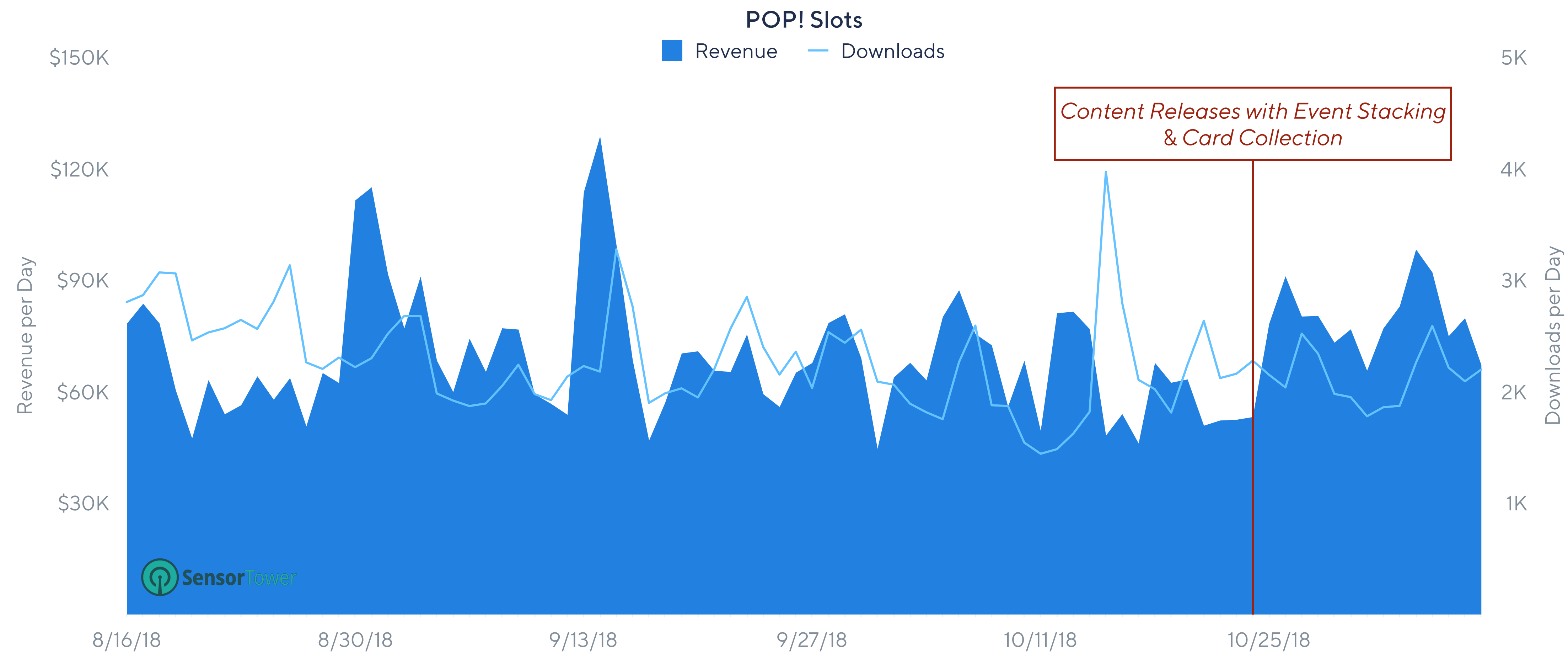
*Graph data is iOS U.S. only

CONTENT RELEASES WITH EVENT STACKING

IMPACT ANALYSIS



Revenue was up 33% 2Wo2W in POP! Slots after *Content Releases with Event Stacking ...* which included a *Card Collection*. Downloads were slightly down during the same time period



*Graph data is iOS U.S. only

FEATURE DETAILS

POP! Slots released a machine with a *Social Bonus Machine*, a *Post-Purchase Wheel Bonus*, and then a *Collection*

Social Bonus Machine & Post-Purchase Wheel Bonus

- *Fire vs. Lightning* machine was released (1)
- This stepper machine has a *Social Bonus* that is a reskin from [Pirates' Gems](#)
- A *Cash Wheel* was released as a *Post-Purchase Sweetener* (2)

[Fire vs. Lightning machine with Cash Wheel](#) released 10/25

Collection

- Spinning triggers *Spooky Balloons* that fill a meter when popped (3)
- Once the meter is filled, players pick a *Tombstone*, which is either empty, contains chips, or reveals *Ghost Cards* (4)
- Finding a *Ghost Card* will award a large chip prize and help complete a set
- Players can purchase *Extra Chances* from chip bundles (5)
- Completing a set of five cards will reset the *Collection*. A greater prize is awarded at the end of the event for every set completed

[Spooky Card Collection](#) released 10/29



INSIGHTS & DATA

On the app-entry marketing, include two important components to a *Collection*; the ability to collect rarer cards and the potential coin win amount for completing a *Collection*. If personalizing the potential win, market with a header like, “Win up to X” where X is the max potential win for all players

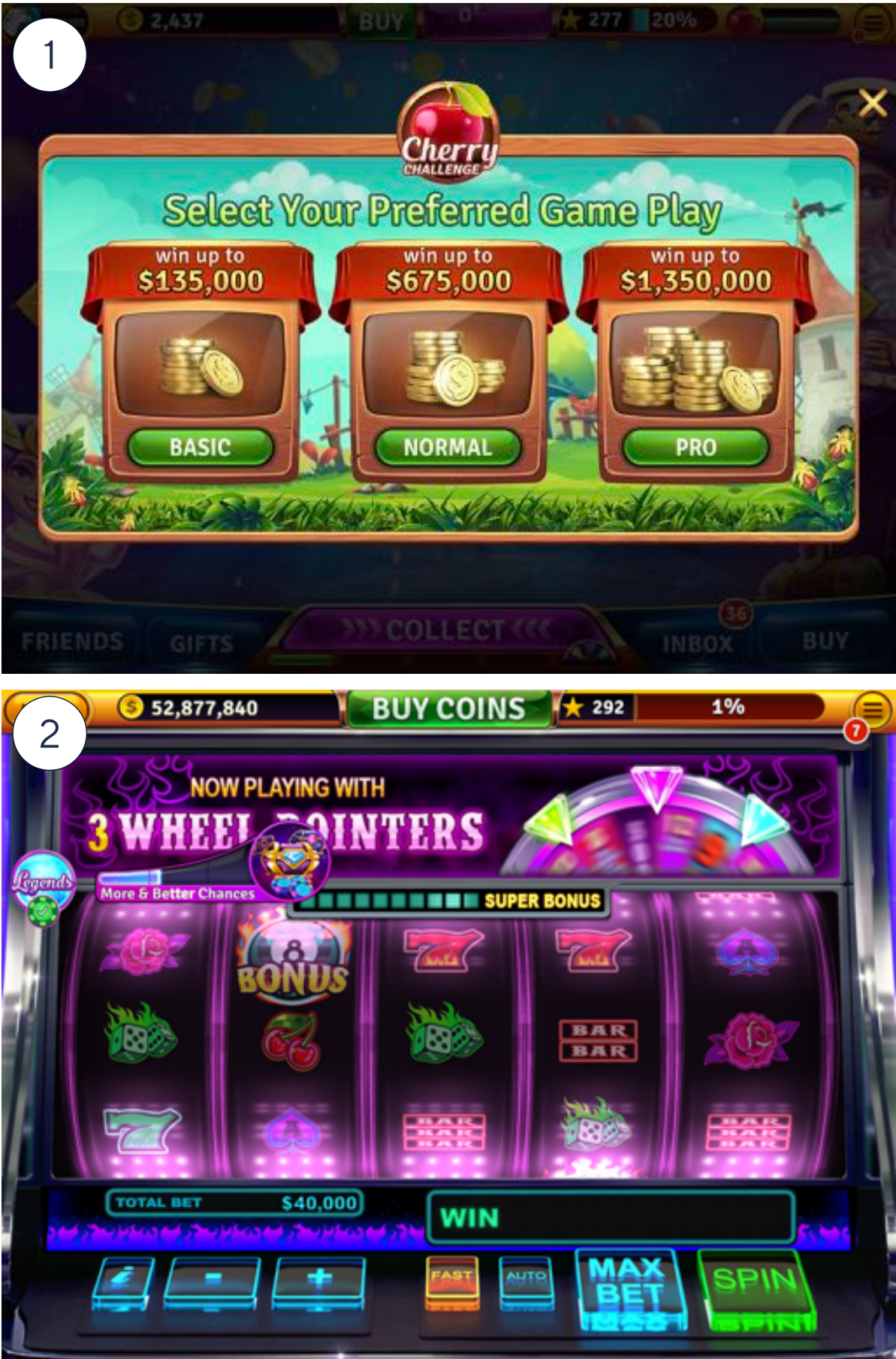
Product Council Insights

- Consider giving players options based on difficulty to increase engagement with opt-in personalization (1)
- Make it obvious upon feature-entry that larger bets-per-spin will lead to faster and better *Collection Items* (2)
- Consider pairing more *Collections* with stepper machines. Based on the player personas research, *Sensation Serena*, who has the strongest desire to play slots over other casino games, enjoys *both* stepper and video machines (see table below)
- In the mid-core space, rarity messaging is very important to players who are driven by completing *Collections*. In some cases, collecting a rarer *Collection Item* is more appealing and converts better than collecting the currency payout

Slots Personas Data

- These features target ***Sensation Serena*** and ***Daydreamer Denise*** due to their desire for *Collections*, preference for slots (over other casino games), and their willingness to play stepper machines. These players are also willing to play video machines

	<i>Fame Frank</i>	<i>Money Mike</i>	<i>Daydreamer Denise</i>	<i>Gambler Gail</i>	<i>Sensation Serena</i>
Collections	2.9	2.5	3.1	2.9	3.4
Slots Preference	2.9	2.9	3.2	3.4	3.6
Stepper Machines	2.4	2.3	2.5	2.6	3.0
Video Machines	2.6	2.6	2.9	3.0	3.3



MARKET WATCH



10/15/18 – 11/10/18

NOTABLE RELEASES I

App	Feature	Type	Description
Cashman Casino	Kill Your Balance	Coin Package	If a player's balance drops below 10K coins in three days after a purchase, a second package is awarded (1)
WSOP	King of the Table	Poker Mode	If a player wins a hand over the <i>Target Pot</i> size and no opponent can beat that pot size within 10 hands, then the <i>King</i> wins a jackpot ... and, all the opponents pay a <i>King's Tax</i> to increase the jackpot (2)
Heart of Vegas	All Stars Pre-Season	Leagues	A <i>League</i> system is coming soon with a pre-season event to determine the starting <i>Tiers</i> for players
Bingo Blitz	Bingo Bank	Piggy Bank	A limited-time <i>Piggy Bank</i> collects credits when players do not Bingo. Purchasing and playing on <i>Boosted Cards</i> increases credits saved (3)
	Spook'N' Roll	Bingo Mode	In the new room, players collect <i>Potions</i> to fill a meter for <i>Dice</i> , which are rolled to advance players on a gameboard
Caesars Slots	Clover Isle High Limit	High Roller	A designated <i>High Roller</i> machine



NOTABLE RELEASES II

App	Feature	Type	Description
Quick Hit Slots	Quick Hit Slots Arena	Spin-to-Collect Event	Players collect <i>Tokens</i> to unlock a choice of <i>Classic</i> or <i>Flashy</i> stepper machine with prize awards (1)
Zynga Poker - Texas Holdem	World Poker Tour	Poker Tournament	“Biggest tournament update ever” includes five player <i>Sit-N-Go</i> with bigger payouts, shorter wait times, and faster completion times (2)
Classic Vegas Casino	Mysterious Maze	Challenges	Players complete challenges to collect coin rewards and progress. Reaching a crossroad gives players a path choice
Pokerist	Sports Betting	Casino Mode	<i>Sports Betting</i> allows players to bet virtual currency on actual sporting events, like Premier League soccer games (3)
Scatter HoldEm Poker	Art of Deception	Poker Boosts	Players can purchase <i>Deceptions</i> during rounds and use them on other players to skip the other player’s turn

[Full list of content released this month](#)



APPENDIX



CASINO PRODUCT COUNCIL

To increase the value of the Product Council Insights, industry-leading mobile gaming consultants analyze the Revenue Drivers to provide their insights and advice. Liquid and Grit then incorporates the best key takeaways into the Report

Erez Baron	Jay Jodway
<p>Product, Game Economy, CRM, and Analytics Architect Consultant LinkedIn Profile</p> <p>Erez spent the past year at Huuuge Casino where he helped design and implement the product roadmap of Huuuge Casino's game economy.</p> <p>At Huuuge Casino, he led the game economy, business analytics, and CRM teams that helped create and design new game economies for new products.</p> <p>Prior to Huuuge Casino, Erez was a <i>Game Economy & Pricing Manager</i> at Playtika.</p> <p>At Playtika, he leveraged consumer psychology, analytics, and A/B testing to assist in building and optimizing Playtika’s monetization features. Erez managed in-app purchases, balanced the game economy, and automated processes.</p>	<p>Mobile Products Consultant in Gaming, Casino, iGaming, and Cryptocurrency LinkedIn Profile</p> <p>Prior to starting his own consultancy, Jay was <i>VP of Product</i> at GREE International and <i>Senior Director of Product Development</i> at Kabam.</p> <p>Jay spent over four years at Kabam, going from <i>Associate Product Manager</i> to <i>Senior Director</i> in a very short time.</p> <p>At Kabam’s Beijing office, Jay scaled the studio to over \$1B in revenue.</p> <p>Jay has helped manage The Hobbit (Kingdoms of Middle Earth), Kingdoms of Camelot, Crime City, Marvel Contest of Champions, Lord of The Rings, and The Godfather.</p>

More consultants will be joining Liquid and Grit’s Product Council to continue to boost the Insights & Data section of the Report. Please feel free to reach out directly to a consultant or find out more by emailing [Brett Nowak](#)

“I used to be embarrassed because I was just a comic-book writer while other people were building bridges or going on to medical careers. And then I began to realize: entertainment is one of the most important things in people’s lives. Without it they might go off the deep end. I feel that if you’re able to entertain people, you’re doing a good thing.”

– Stan Lee

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