LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations

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DECEMBER

2018

PAYER INSIGHTS

PAYER PROFILES: HOUSE OF FUN

Quadrant Strategies, a top market research company, interviewed three House of Fun Whales who spent a minimum of $100 in House of Fun in November ... and over $1,000 lifetime in the app. The takeaways in this section are based on those in-depth interviews.

Name	Gender	Age	November Spend	Lifetime Spend[1]	L&G Slots Personas[2]	Primary Motivations	Additional Information
Jessica	Female	27	$100	$1,200	*Daydreamer Denise*	**Relaxation** and the **graphics/visuals** of the game	• House of Fun serves as a form of escape. • She plays to keep occupied on her work commute, and with her children.
Rachel	Female	31	$100	$1,000	*Money Mike*	Profit, **winning large prizes** and "see[ing] coins go up"	• A busy mother of two who frequently plays House of Fun when she has downtime during the day or late at night.
Zara	Female	30	$350	$10,000	*Fame Frank*	**Relaxation** after a long day ... but also to experience **excitement** and **glory**	• A self-identified expert gamer. • House of Fun is an integral part of her lifestyle. • She expressed a desire to make her game "look good."

[1] Lifetime spend was reported by the interviewee and verified by the panel company.
[2] See the Appendix for more information on the L&G Slots Personas created in partnership with Kinrate Analytics.

PURCHASING MOTIVATIONS

Whales are driven to spend primarily when they run out of coins. Despite gathering lots of coins from purchases, Whales quickly sink their coins by placing max bets. Both *Jessica* and *Rachel* identified 'running out of coins' as the primary motivator for spend. *Zara* noted she will also spend in order to feel satisfied with the game.

Interview Snippets

Do you spend in one game, or many games?

- "For House of Fun, I like playing the game and … because I ran out of coins … I need to buy more coins to play in the game." *– Jessica*

What is it that gets you spending the most?

- "[That] my game looks good, that's what gets me to spend on it, I spin all day it takes away coins … I want to make sure my coins are going up instead of going down." *– Zara*

What do you typically purchase in House of Fun?

- "My main thing is that I want more coins … to play more games … to win more things." *– Rachel*

On game spending:
"Any game I spend money on … it's going to be thousands of dollars, so I can stay on top of what I've done, I don't like to be too far behind."
- Zara

PREFERENCE FOR HOUSE OF FUN

These Whales are drawn to House of Fun because of the diversity of slots and the game graphics and audiovisual effects. House of Fun can feel both thrilling, like a night at the casino ... or relaxing, like a night at home.

Interview Snippets

Jessica had two perspectives on slots diversity in House of Fun:

- "I did play a different slots game before ... it did get very boring very fast. It was the same thing over and over again, and for this [House of Fun] I can actually go to different slots and look at different games and figure out how to win at different slots." – *Jessica*

- "It's almost mindless and for some reason that's relaxing for me ... The graphics are relaxing for me – seeing it turn and turn and turn and sometimes it makes me sleepy and helps me go to sleep which is nice." – *Jessica*

What is your primary motivation for playing?

- "Winning, they got this Medusa head lady in the corner, [...] and while you're playing the game she's on the side. And then you do the line thing you see what you won. It's mesmerizing." – *Zara*

Do you play new [machines] in House of Fun?
"I play a whole bunch of all of them, I'll play a new one [machines] as soon as I see it ... but also go back to the ones that are older – they all have different features that I like, and different bonuses."
– *Rachel*

GAMEPLAY

Whales interviewed use auto spinning and max betting consistently. Whales desiring the thrill of winning spent longer periods of time playing. Whereas, those more interested in relaxing played for smaller chunks at a time.

Interview Snippets

Will you spin the slots one round at a time, or do you use the auto spin feature?

- *"Auto spin always." – Zara*

When you play on the machines, what kinds of bets do you place? Why?

- *"Sometimes I do max bet but I run out of coins if I lose it." – Zara*

Do you play the game for a long time straight? Or for small chunks at a time?

- *"About 20 or 30 minutes sometimes 40 and then I stop and go back maybe sometimes a little less. When I get tired or sleep or need to do something else [I'll stop playing]."*
  – Jessica

- *"If I'm playing and I'm doing well I'll continue to play for a good hour or two, I like to max bet, and I feel like you can lose pretty quick." – Rachel*

- *"I play for about 5 hours straight, I know it's kind of weird when it's a slot game but it's good for relaxation, just playing while watching tv, I do that all the time." – Zara*

When you play on the machines, what kinds of bets do you place? Why?
"I use the max bet and sometimes I do the auto spin for 50 or 100 spins and then I watch it."
– Jessica

HOF LEGENDS

The *HoF Legends* feature was not a primary purchase driver for these Whales. Even for *Zara,* who wants to earn the *Grand Prize,* collecting *Legends* alone is not inherently rewarding to her.

Interview Snippets

Did you know about this feature (*HoF Legends*)?

- "I do like it but I don't use it that much in all honesty. I'm so focused on the slot machines." – *Jessica*

Does it motivate you to play more?

- "Somewhat because you can get more coins and things like that. Like rewards along the way. But as far as the figures themselves, I'm not like, ooh that's cool I wanna look at it – I'd rather spend time playing the game than look at figures." – *Rachel*

Part of the feature allows you to collect characters or *Legends,* and if you upgrade all your *Legends,* you win the Grand Prize. Does this feature act as a motivator for playing more?

- "I played it once or twice yesterday, I don't know how I didn't see it before. I actually need about two more characters to get that *Grand Prize,* so I'm feeling good about it. I'm hoping that I can get it." – *Zara*

Does this feature motivate you to spend more?

"Oh yes it does, most definitely to get that *Grand Prize,* I definitely want to see what's in store." – Zara

Product Council Insights

In the Core genre … when a character collection feature is added to a game that previously had no collection feature, the collection feature has little impact on many established players. These players, who often enjoy steady progression and Core game play, have already been emotionally satisfied.

In reviewing the player data in these Core games, there was little crossover between these progression-motivated players and the collection-motivated players.

The impact was on the collection-motivated players and new players who experienced the app with the feature already offered.
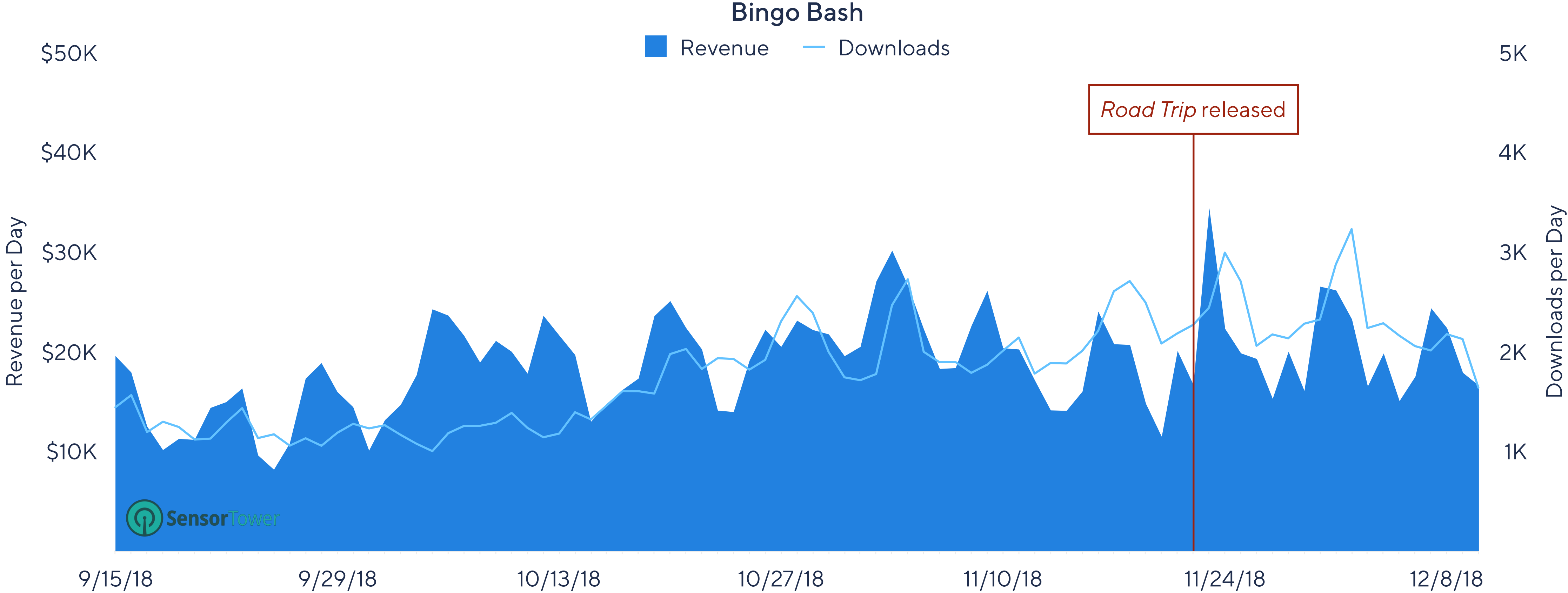
REVENUE DRIVERS

PUZZLE PROGRESSION

IMPACT ANALYSIS

The week-long *Road Trip* event drove a 15% WoW increase in revenue for Bingo Bash ... Black Friday saw a 115% WoW increase. During that time period, downloads were flat WoW, but up 13% 2Wo2W ... also contributing to the revenue growth.

Bingo Bash

Revenue   — Downloads

Road Trip released

2Wo2W = two weeks over two weeks ago
Graph data is iOS U.S. only

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FEATURE DETAILS

During the *Road Trip* event, players hit bingos to collect puzzle pieces. The pieces help them win prizes, progress along a map, and compete against other players on a leaderboard.

Feature Details

- Players qualify by playing in either *Pardon Parade* or *Gobblin' Candies* rooms (1).
- Players progress along a map and compete on a daily leaderboard for chip prizes (2).
- Calling bingos earns a puzzle piece.
- Puzzle pieces are awarded faster by purchasing the *Boosted Card* option (3).
- Completing puzzles awards a chip prize.
- Completing the puzzle before a timer runs out awards a *Bonus Prize* (4).
- *Mystery Prize Boxes* are awarded to players for reaching certain map checkpoints (5).
- Click here for more images on Road Trip, released 11/23/18.

Report References

- Bingo Collection & Progress Mini-Games in the 10/18 Casino Report
- Content Releases with Event Stacking in the 11/18 Casino Report
- Customized Collection Sets in the 7/18 Casino Report

Related Features

- Winter Wonderland – Bingo Drive
- Wanted – Bingo Showdown
- Bingo World Tour – Bingo!
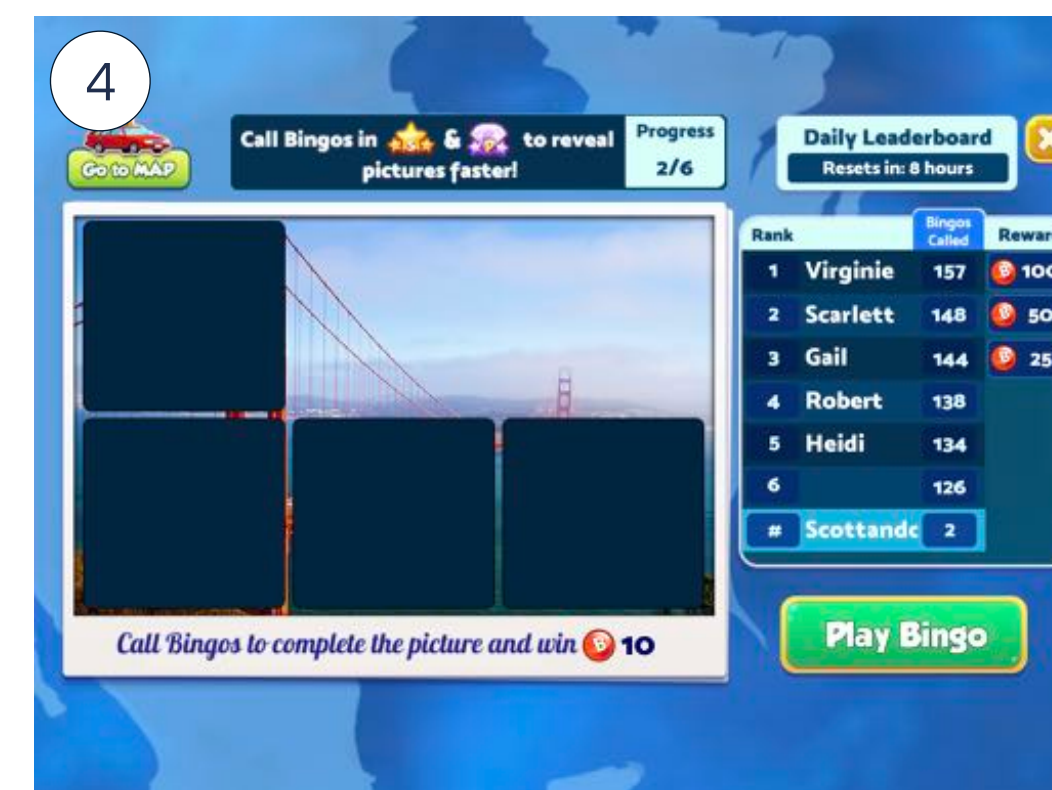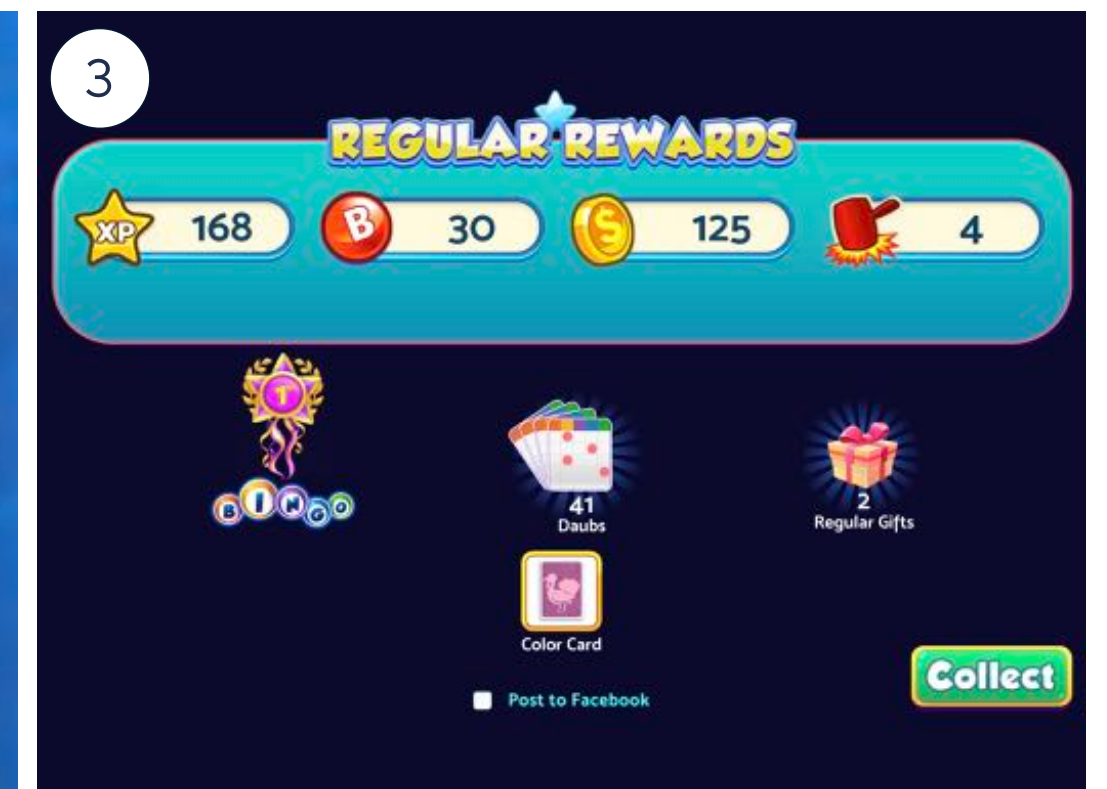
INSIGHTS & ADVICE

To expand *event adoption*, release different elements (like leaderboards and maps) within the *same* event. To increase event engagement across the entire player-base, vary the time limits and offer multiple progression lengths.

Product Council Insights

- **Consider very short time-limits.** In *Road Trip,* players have one hour to receive an extra puzzle completion bonus, seven days to complete the map, and 24 hours to compete on the leaderboard.

- **Target the core design towards heavily-engaged players to move KPIs.** In *Road Trip,* the leaderboard and timers benefit these player types.

- **Split the map into three sections to satisfy more player types.** A short, medium, and long map progression, with corresponding rewards, will allow users to choose a comfortable quest length.

- **Release elements for a wide range of player motivations.** This event evokes the emotions of *urgency* (limited-time event), *loss aversion* (bonus only for quick completion), *completionism* (finish the puzzle and finish the map), and *competitiveness* (leaderboards).

- **Provide visual instructions on how to maximize winnings.** Particularly in more complicated events, explain the simple "buy this to win" option.

Target User Personas Data

- **Target User Persona:** *Sensation Serena*
- **Fundamental Motivations:** Arousal and Glory
- **Gender:** 54% female
- Highest motivation to play bingo
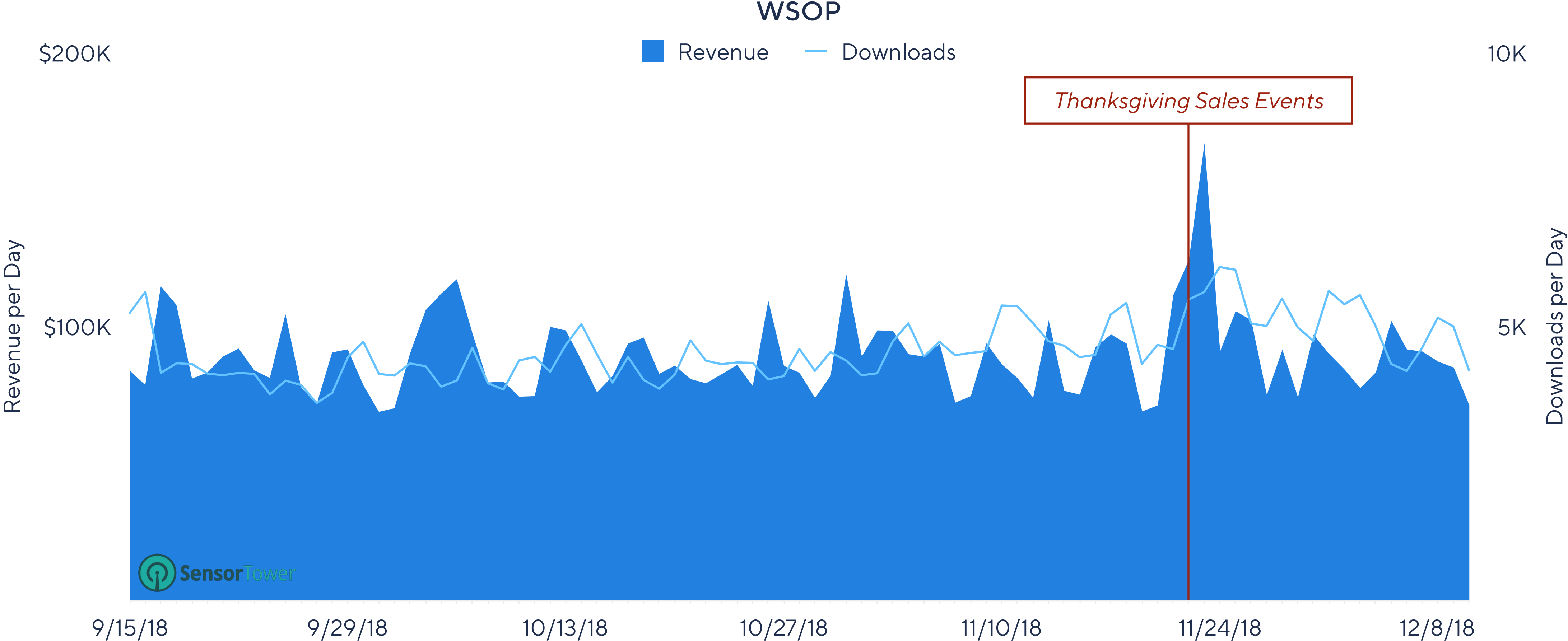- Most likely to play games with challenges

	Most likely to play bingo	Most likely to play games with challenges
Fame Frank	2.4	3.1
Money Mike	2.2	2.9
Daydreamer Denise	2.5	3.5
Gambler Gail	2.6	3.2
Sensation Serena	3.1	3.8

SALES EVENT STACKING

IMPACT ANALYSIS

WSOP saw one of the largest Thanksgiving-week spikes across Casino with a 35% WoW revenue increase. Downloads were up 14% WoW during that period, and Black Friday revenue was up 122% WoW on that day only.

WSOP

■ Revenue — Downloads

Revenue per Day (left axis): $200K, $100K

Downloads per Day (right axis): 10K, 5K

Thanksgiving Sales Events

9/15/18 9/29/18 10/13/18 10/27/18 11/10/18 11/24/18 12/8/18

*Graph data is iOS U.S. only

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FEATURE DETAILS

WSOP released a series of events after Thanksgiving ... first a sale, then a tournament, and finally a *Ring* collection event.

Black Friday Sales
- *Black Friday Blowout* offered 35% more chips and *Poker Recall Cards* (1).
- In top IAPs, the $17.99 chip package rose one position to #7, reported on 11/26 (see table).

Black Friday Tournament
- The exclusive tournament was released with a *Ring* collection (2).
- In the tournaments, players earn a *Ring* by winning five times (3).
- Click here for more images on Black Friday, released 11/23/18.

Powerhand Jackpot
- *Powerhand Jackpot* awarded prizes for certain winning hands (4).
- Players who win a pot are awarded additional chips for winning with a Royal Flush, Straight Flush, Four of a Kind, Full House, or a Flush (5).
- Click here for more images on Powerhand Jackpot, released 11/23/18.

Report References
- Reward Adjustments with Content Releases in the 11/18 Casino Report
- Content Releases with Event Stacking in the 11/18 Casino Report
- Slotomania Revenue Growth in the 6/18 Casino Report

Related Features
- Event Stacking in Slotomania
- Event Stacking in Scatter Slots
- Event Stacking in POP! Slots
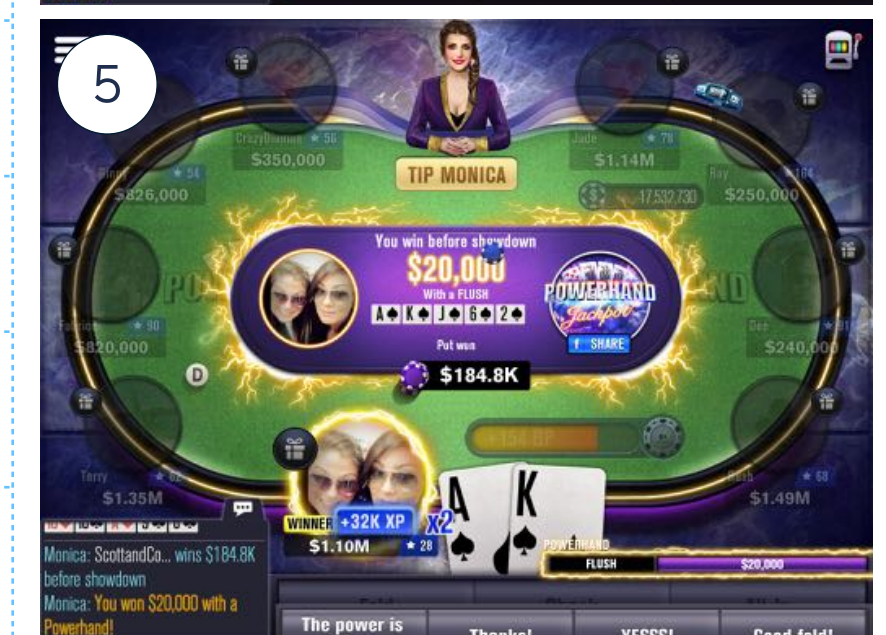
Rank	Purchase Item	Shift	Price
1	3.15M Chips		$2.99
2	10.08M Chips		$5.99
3	Respin Package		$0.99
4	Chips Package		$5.99
5	Paris 2nd Round Entry		$0.99
6	13.44M Chips		$5.99
7	Chips Package	+1	$17.99
8	4.2M Chips	–1	$2.99
9	Chips Package		$2.99
10	2.1M Chips		$2.99

INSIGHTS & ADVICE

Use established, real-world holiday sales to convert new and lite payers ... while maintaining top-line revenue for long-term revenue health.

Product Council Insights

- **Cut prices on well-known, less frequent holidays.** Lowering prices can drive conversion, but may negatively impact overall revenue ... particularly if released too often. To capitalize on the conversion while mitigating the revenue impact, use price-cutting on known sale days, like Black Friday or Cyber Monday.

- **Add a special low-price offer and sell new bundled packages to convert new payers.**

- **The *Powerhand Jackpot* mechanic could be used in slots apps by rewarding a string of wins or a specific line win for a limited time.** The *Powerhand Jackpot* incentivizes players to play loose (and play hands to completion) by rewarding specific types of completed hands.

- **For players motivated by collections, consider adding trophies** for completing specific wins and an additional bonus for completing a trophy set.

- **Market sales relative to competitors.** Consider language like, "25% better discounts than other apps" or "Will match savings of any other app" to drive spend in your app over others.

- **Shift players to higher-sink features post-sales.** *Powerhand Jackpot* is only on cash games, which are likely higher sink sources than tournaments. Consider using rewards to shift players back and forth between different features to move between wins, sinks, and purchases.

Target User Personas Data

- **Target User Personas:** *Sensation Serena* & *Frank Fame*
- ***Sensation Serena* Fundamental Motivations:** Arousal and Glory
- ***Fame Frank* Fundamental Motivations:** Glory, Escape
- Both player personas have the highest motivation to play poker
- Both player personas are most likely to play games with tournaments

	Most likely to play poker	Most likely to play games with tournaments
Fame Frank	2.3	2.9
Money Mike	1.9	2.4
Daydreamer Denise	2.1	2.7
Gambler Gail	1.9	2.5
Sensation Serena	2.4	3.2

MARKET WATCH

11/11/18 – 12/14/18

NOTABLE RELEASES I

App	Feature	Specific Image/Video	Description
Slotomania	Trivia Mania	Lucky Question	A live, weekly in-app *Trivia Game Show*. If players answer all the questions correctly, they win a share of a coin prize pool. *Lifeline* helps are available to purchase with *Gems* (1).
House of Fun	Choose Your Buddy	Buddy Gift	Every three days, players choose a *Buddy* character that randomly gives unique perks or prizes during its active period (2).
Bingo Blitz	Thanksgiving Treehouse Blitz	Treehouse Blitz Overview and Prize Upgrades	A Thanksgiving add-on to Treehouse Blitz that rewards bigger credit prizes and *Chests,* which contain *Jingle Buddies* collection set items (3).
DoubleU Casino	Road to Riches Goals	Missions Map	A missions and collections feature incorporating *Ellen's Road to Riches* IP machines. After nine completed missions, a new set of missions in a new machine unlock.
Hit It Rich	Rich Collections Best in Show	Collection Sets	Players spin to collect *Card Packs* and complete a collection for a *Grand Prize*. After completion, the collection can be replayed for bigger prizes.
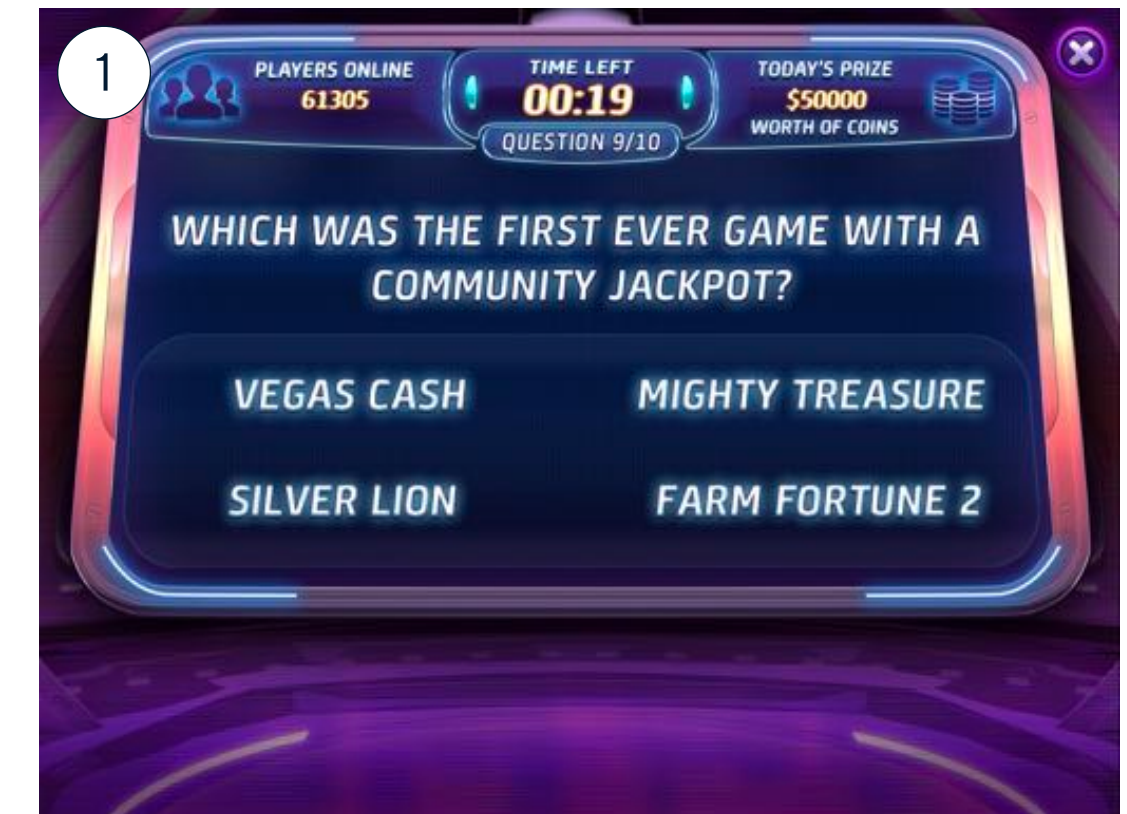
NOTABLE RELEASES II

App	Feature	Specific Image/Video	Description
Bingo Bash	Wolf or Sheep?	Pick'Em Mini-game	If four bingo cards are played, players daub to collect *Crowns* to unlock a pick'em bonus. In the pick'em, flipping *Sheep* fills a meter to increase a bonus (1).
Infinity Slots	Grand Collection 4	Collection Sets	Players participate in events, make purchases, and spin machines to complete collection sets for *Coupons* that are exchanged for rewards (2).
	Infinity Stars	Stock Market Mechanic	A missions event that awards *Stars* to grow an *Income* ... as part of a *Stock Market* feature. Players can sell *Stock* for a return in coins (3).
	Thankscratching Day	Free Scratch Attempts	Players use *Horseshoes* collected from spins and purchases to unlock *Scratch Card* attempts.
Slingo Arcade	Secret Agent Slingo	Slingos	A new room with a *Deal or No Deal* option that activates after four bingos. After activation, subsequent bingos increase a prize multiplier.

Click here for a 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 insights into the Reports.

Erez Baron	Jay Jodway
Product, Game Economy, CRM, and Analytics Architect Consultant LinkedIn Profile	Mobile Products Consultant in Gaming, Casino, iGaming, and Cryptocurrency LinkedIn Profile
Erez spent the past year at Huuuge Casino where he helped design and implement the product roadmap of Huuuge Casino's game economy.	Prior to starting his own consultancy, Jay was *VP of Product* at GREE International and *Senior Director of Product Development* at Kabam.
At Huuuge Casino, he led the game economy, business analytics, and CRM teams that helped create and design new game economies for new products.	Jay spent over four years at Kabam, going from *Associate Product Manager* to *Senior Director* in a very short time.
Prior to Huuuge Casino, Erez was a *Game Economy & Pricing Manager* at Playtika.	At Kabam's Beijing office, Jay scaled the studio to over $1B in revenue.
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.	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.

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

L&G 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
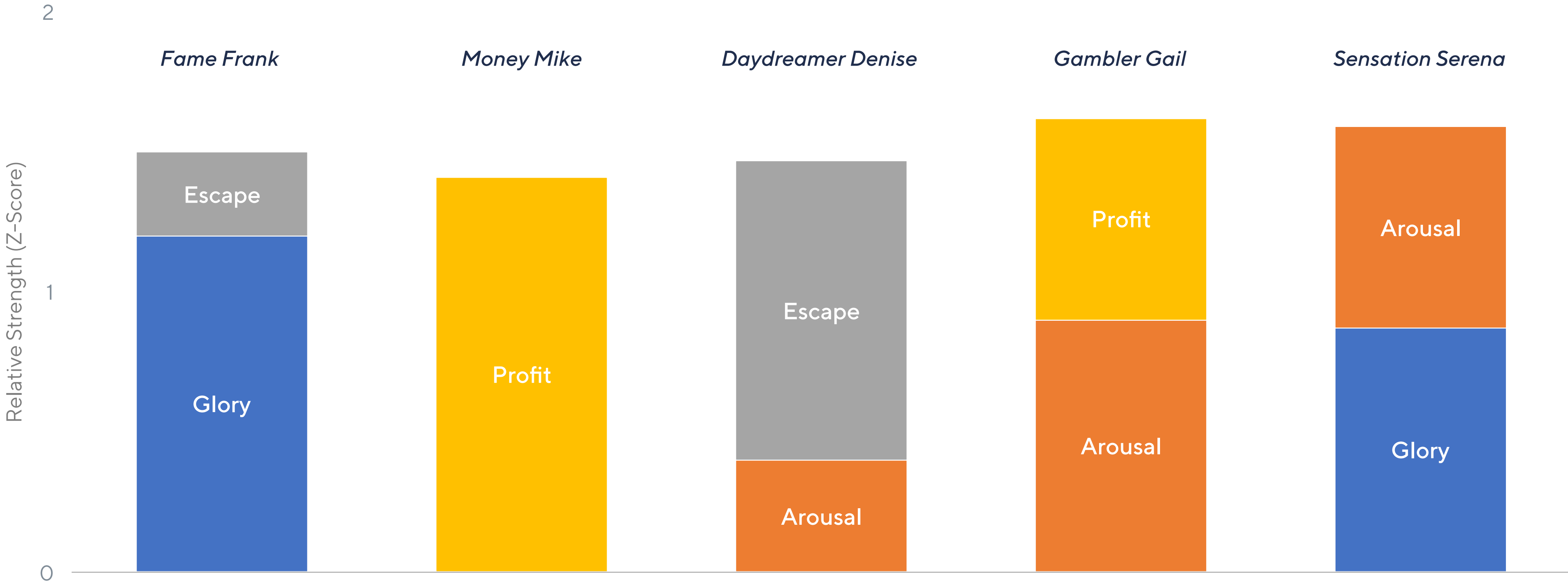- A sleep-alternative

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.*

Slots Personas: Motivations

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).

	Fame Frank	*Money Mike*	*Daydreamer Denise*	*Gambler Gail*	*Sensation Serena*
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)

"As I grew older it seemed that I was not making a big enough difference, particularly given my own incredible good fortune. I went from feeling content that things were going well, to realizing that I hadn't even begun to scratch the surface of what needed to be done."

– Richard Branson

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