



LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations

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JANUARY

2019

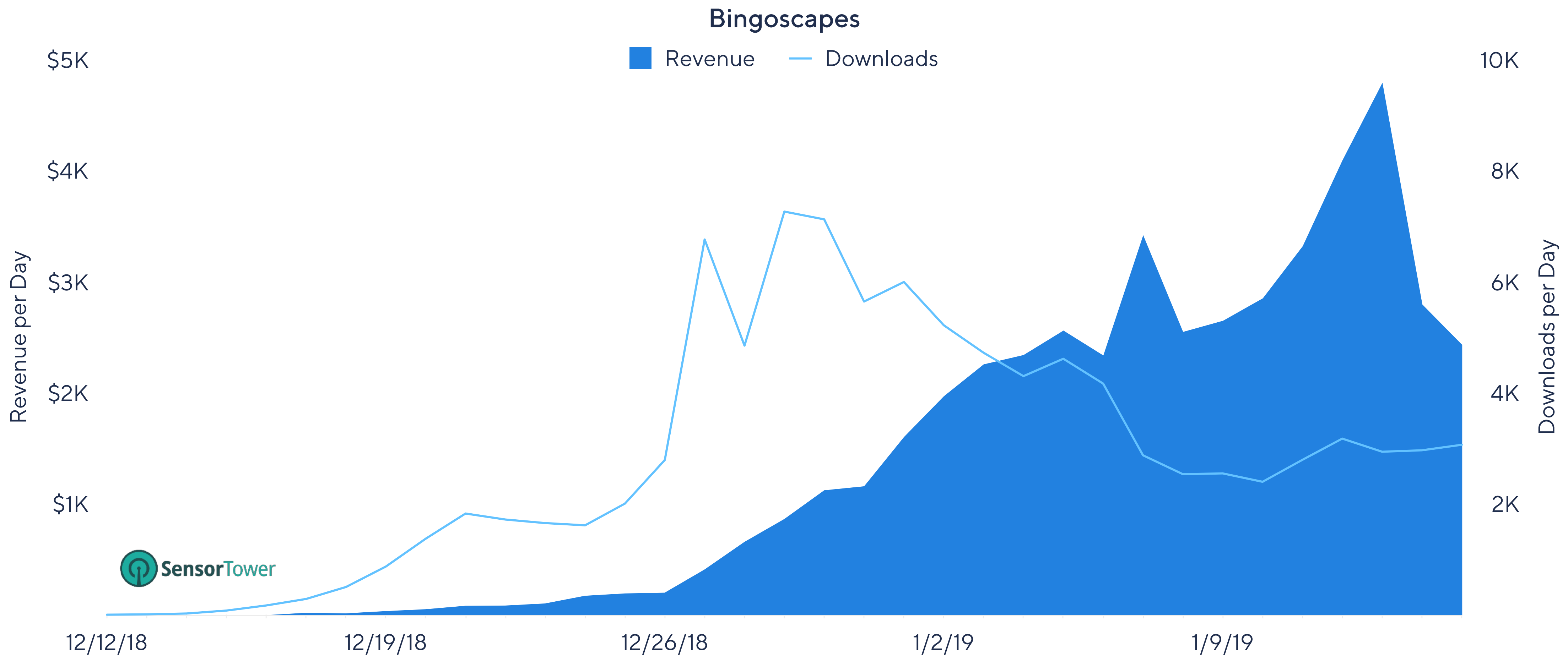
BREAKOUT APP



BINGOSCAPES BY AVID.LY

REVENUE ANALYSIS

Bingoscapes, a new app by the creator of Bingo Party, is currently averaging \$3.7K in revenue per day.*



*Headline and graph data is iOS U.S. only

APP TEARDOWN

Bingoscapes offers **Quests**, **Stacked Events**, **Power Ups**, and **Elite Membership**. The feature set is similar to Bingo Blitz’s ... with a few modifications.

	Bingoscapes	Bingo Blitz
Quests	<ul style="list-style-type: none">Players are awarded points for completing Quests ... filling a Meter for a <i>Golden Chest</i> that contains <i>Bucks</i> and <i>Power Ups</i> (1)	<ul style="list-style-type: none">Players complete Challenges ... filling a Meter for <i>Bingo Chips</i>, <i>Coins</i>, and <i>Power Ups</i> (2)
Stacked Events	<ul style="list-style-type: none">The app stacks <i>Collection</i> and <i>Map Quest</i> events (3)	<ul style="list-style-type: none">The app often stacks events <i>only</i> with sales or new content releases (4)
Obtaining Power Ups	<ul style="list-style-type: none">Players can make a purchase or earn more during play (5)	<ul style="list-style-type: none">Players can make a purchase, spend <i>Secondary Currency</i>, or earn more during play (6)
Elite Membership	<ul style="list-style-type: none">A \$6.99 package awards 30 days of daily <i>Bucks</i>, daily <i>Power Ups</i>, and an extra daily <i>Elite Quest</i> ... worth \$4.15 per day for new players (7)	<ul style="list-style-type: none">A \$14.99 package awards 30 days of <i>Bonus Credits</i>, <i>Power Ups</i>, daily <i>Bingo Chips</i>, extra daily <i>Bonus Spin</i>, extra daily <i>Tournament</i> entry, and new content early access ... worth \$15.31 per day for new players (8)
Additional Features in Bingoscapes		
<div><div><div>New User Flow</div><div>Misc Features</div><div>Currency</div></div><div><div>Card Boost</div><div>Elite</div><div>Collections</div></div><div><div>Quests</div><div>Golden Chest</div><div>Daily Bonus</div></div><div><div>Free Bonus</div><div>Watch-to-Earn</div><div>Rate Flow</div></div><div><div>Navigator</div><div>Super Cabbage</div><div>Treasure Hunter</div></div></div>		

Download New User Economy



REVENUE DRIVERS

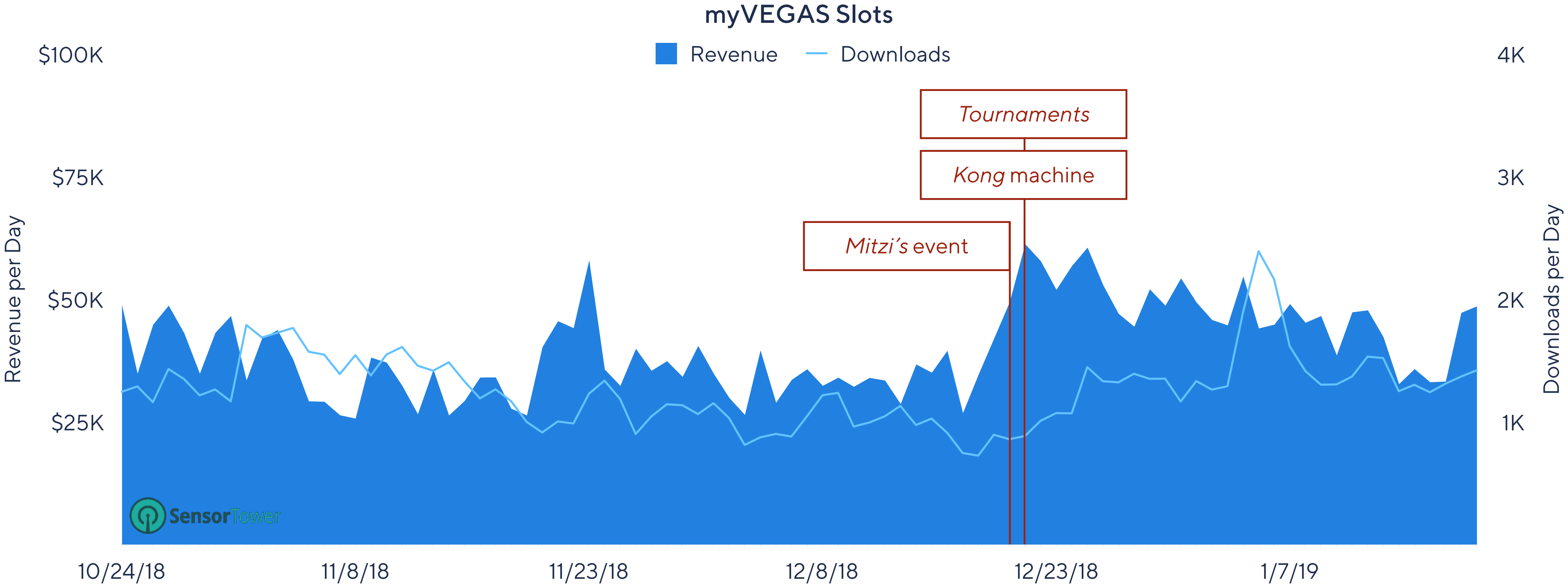


TOURNAMENTS

REVENUE ANALYSIS

myVEGAS Slots revenue increased 56% 2Wo2W after the release of the new Tournaments feature ... and a strong machine release.*

- All Major Releases: myVEGAS Slots
- 12/18/18 [Mitzi's Ugly Sweater](#): Reskinned spin-to-collect event
 - 12/19/18 [Tournaments](#): New feature released
 - 12/19/18 [Kong the 8th Wonder of the World](#): New machine released



*Headline and graph data is iOS U.S. only
2Wo2W = two weeks over two weeks ago

FEATURE TEARDOWN

myVEGAS Slots released single-session Tournaments that award prizes to the top three players based on a Prize Pool amount.

Feature Details

- The active 20-minute Tournament and Prize Pool are displayed in the lobby (1).
- Each Tournament rewards the top three players with prizes based on a Prize Pool (2).
- In a machine, a Tournament icon displays player rank and a countdown timer (3).
- For the final two minutes, the time flashes red (4).
- At the conclusion, players are notified of their final rank with an option to play again (5).
- Offline players are notified of results via Inbox (6).

More Images and Videos

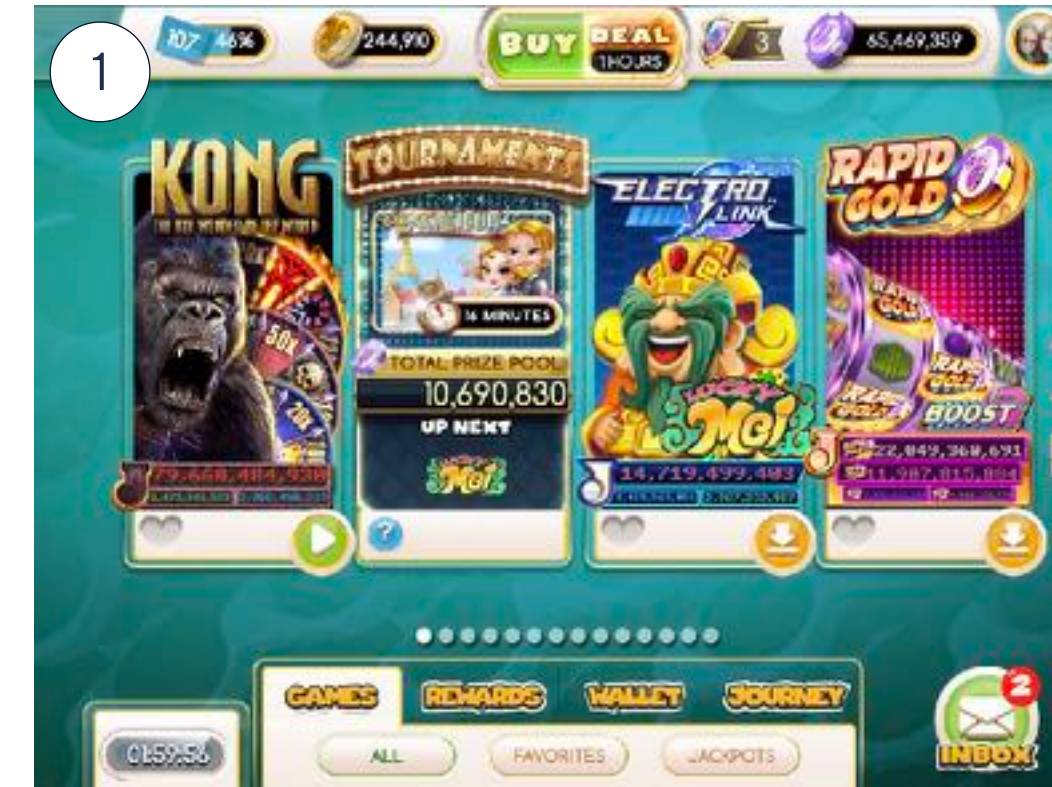
- [Tournaments](#) - released 12/19/18
- [Kong the 8th Wonder of the World](#) - released 12/19/18

Report References

- Head to Head - [8/18 Casino Report](#)
- 5-Player Tournaments - [11/17 Casino Report](#)
- Weekly Playoffs - [6/17 Casino Report](#)

Related Features

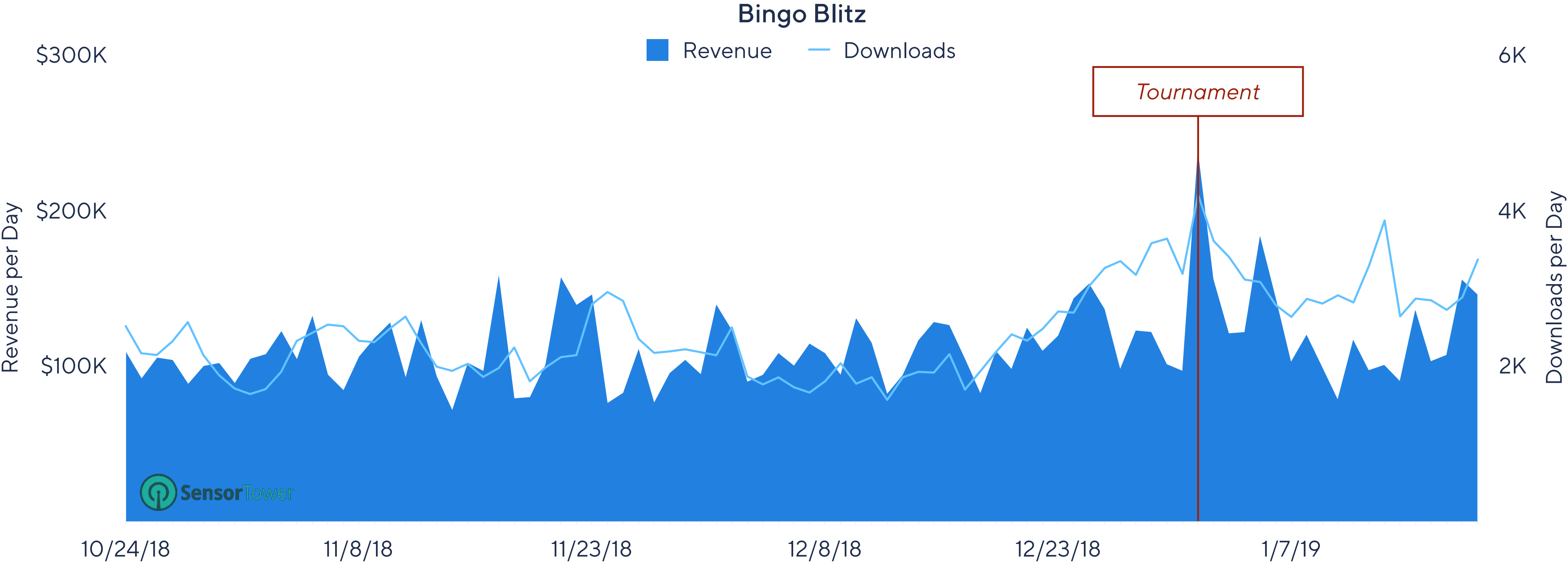
- [Ho Ho Ho Tournament](#) - House of Fun
- [Tournaments](#) - myKONAMI Slots
- [World Poker Tour](#) - Zynga Poker Texas Hold'em



REVENUE ANALYSIS

In Bingo Blitz, revenue spiked 29% WoW following the *New Year's Tournament*. Downloads were up during that time period, contributing to the revenue growth.*

All Major Releases: Bingo Blitz	
• 12/27/18	New Year's Hope : Elite early access to content with Guess the Suit Mini-Game
• 1/1/19	New Year's Tournament : Feature released
• 1/3/19	New Year's Hope : Content release to all players with Guess the Suit Mini-Game
• 1/5/19	Boost Event : Players receive 3x Jingle Buddies Collection Items during play



*Headline and graph data is iOS U.S. only
WoW = week over week

FEATURE TEARDOWN

The Bingo Blitz Tournament event lasted two days and awarded one year of additional daily Bingo Credits and Chests.

Disco Tournament Details (General Tournaments)

- Tournament event icons are in the main Map and Card selection screens (1).
- To join, players must accumulate 20 points (2).
- To win points, players daub and collect *Discos* (3).
- The Leaderboard is based on total points earned. The top three players receive a month of additional daily Bingo Credits and Power Ups (4).

New Year's Tournament Details

- To win points, players daub and collect *Fireworks* (5).
- The top prize is one year of additional daily Bingo Credits and Chests (6).

More Images and Videos

- [New Year's Tournament](#) - released 1/1/19

Report References

- Team Events - [10/17 Casino Report](#)
- Puzzle Progression - [12/18 Casino Report](#)

Related Features

- [Road Trip](#) - Bingo Bash
- [Winter Wonderland](#) - Bingo Drive
- [Flying High](#) - Homescapes



EXPERT INSIGHTS

Release a single-session Tournaments feature to provide players an exciting mobile experience for everyday life moments, like waiting in a Bank line. Give a *Mega Prize* to players who win a longer competition based on Tournaments won.

Product Council Insights

- Release short, high risk/reward events to engage high-value players on mobile. These events will help sink their Coins and lead to additional purchases ... since velocity of Coin-loss is a key driver of impulse purchases.
- When building Tournaments with Prize Pools:
 1. Show the potential winnings climbing upwards to motivate players to spend more.
 2. Make the Prize Pools change on every bet to appear fair.
- As a v2 update, add an 'Overall Tournament Wins' competitive Season. Winners of the Season should be awarded larger benefits.
- Use massive awards, like a year's worth of benefits, to really excite heavy spenders.

Target User Persona Data

- Target User Persona: Sensation Serena and Fame Frank
- Sensation Serena: 55% female, older, motivated by Arousal, then Profit
- Fame Frank: 50% male, younger, motivated by Glory, then Escape
- Both personas have a high motivation to play apps with Tournaments

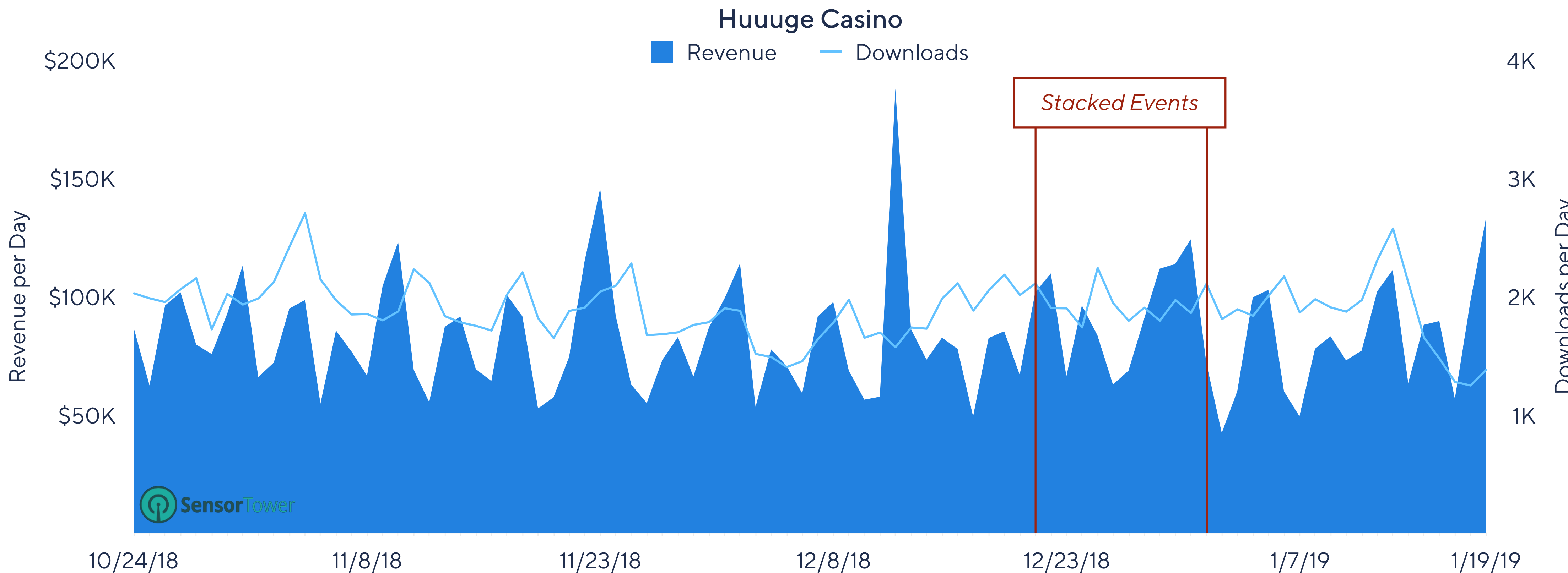
Product Council's Pros, Cons, & Alternatives to Player Segmentation	
Pros	<ul style="list-style-type: none">• Players have more fun competing against players of similar wallets and spend ... making Tournaments more competitive for all players.• Segmenting players creates a larger funnel of players that will participate in the Tournament feature.• Tournaments can also decrease a player's spend if the competition is weak.
Cons	<ul style="list-style-type: none">• Segmentation happens naturally: non-spenders cannot compete, and Whales and heavy spenders win.• Having non-spenders engage with Whales is aspirational. This motivates non-spenders to become Whales ... similar to semi-exclusive tables in a Casino.• The harsh reward limitation (only three players win), and low win-chance provides a clear, long-term goal for non-spenders of what success looks like.
Alts	<ul style="list-style-type: none">• Utilizing an engagement threshold, like winning X amount before entry, is a relatively inexpensive way to limit low-engagement players from entering the Tournament ... and feeling overwhelmed by heavy spenders.

MULTI-STAGE EVENTS

REVENUE ANALYSIS



Revenue was up 16% 2Wo2W after the release of the ‘12-days of Stacked Events’ (this analysis removed the spike in revenue on 12/12/18). *Including* the revenue spike, which was driven by a Lottery event, revenue was only up 3%.*



*Headline and graph data is iOS U.S. only

FEATURE TEARDOWN

Huuuge Casino released a multi-stage event giving players the option to participate for a few days or longer ... all while offering sales with payback on losses.

Christmas Blast Details

- A 12-day event offers three Stages, seven individual Challenges, and a Grand Prize (1).
- Individual Challenges are completed by spinning machines to fill a Meter (2).
- A player must complete each of the individual Challenges for that Stage to be eligible for an additional *Major*, *Mega*, or *Super Prize* (3).
- Stage Prizes are awarded via in-app message (4).

Santa-stic Chipsback Details

- Players may purchase up to 75% payback.
- Players receive a payback when their total bets exceed total wins over two days (5).
- Players are awarded payback Chips at login and notified via in-app message (6).

More Images and Videos

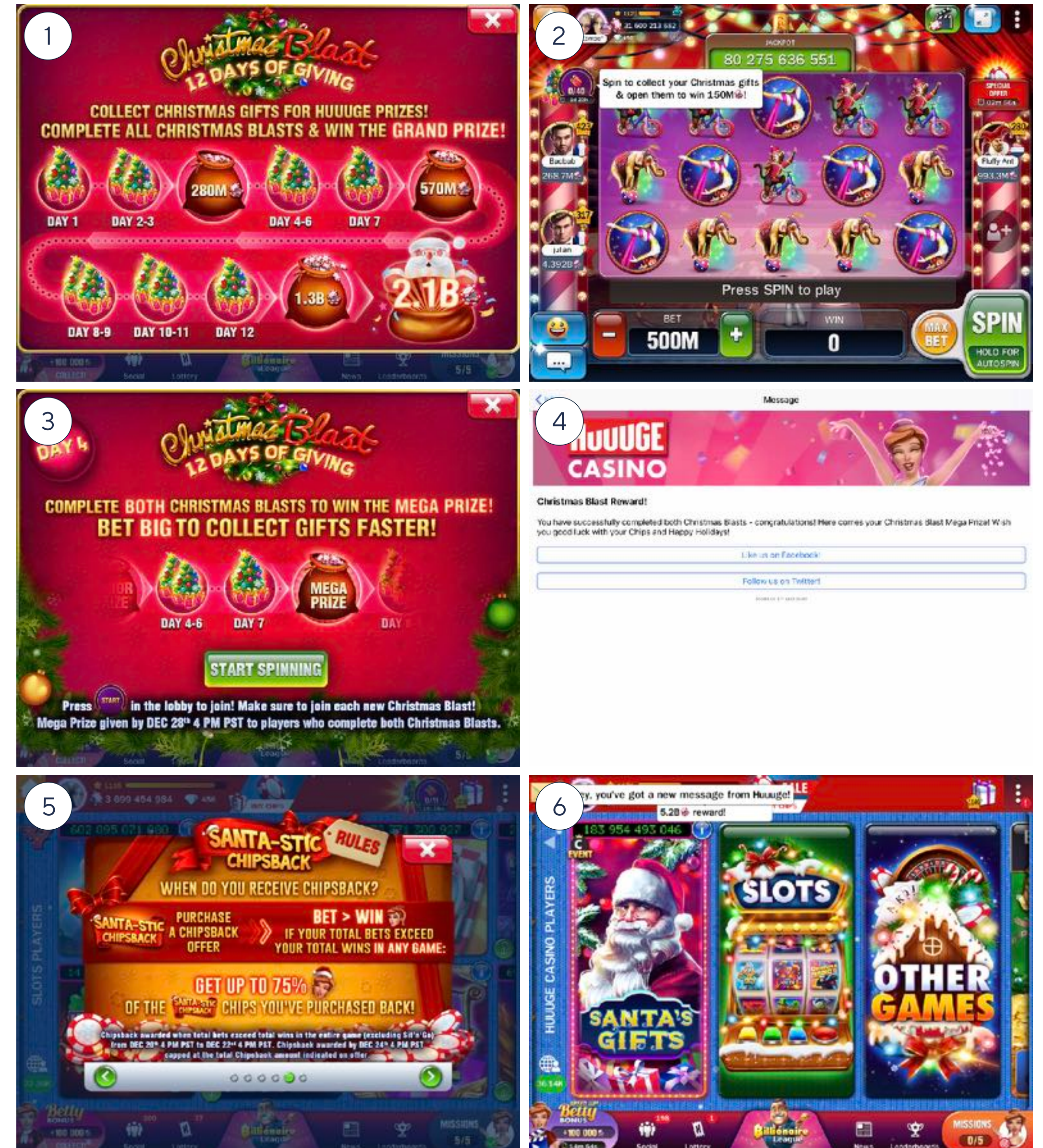
- [Christmas Blast](#) - released 12/20/18
- [Santa-stic Chipsback](#) - released 12/20/18

Report References

- Replayable Missions - [9/18 Casino Report](#)
- New App: Lightning Link Casino - [8/18 Casino Report](#)
- Events with Purchase Sweeteners - [6/18 Casino Report](#)

Related Features

- [Prize Empire](#) - POP! Slots
- [Kingdom Tales](#) - House of Fun
- [Missions](#) - Lightning Link Casino



EXPERT INSIGHTS

Supplement shorter progression systems by releasing a longer-term event ... rewarding *different* loyal behavior. Then, allow players to go back and complete earlier Challenges to capitalize on engagement.

Product Council Insights

- **Completing all Challenges is a difficult task ... even for payers.** To capitalize on the full engagement, unlock previous Challenges ... after players complete the daily Challenge.
- **To increase follow-up payback purchases, give players the ability to see, ‘Chipsback Status’ ...** creating a sense of winning (even though the player is actually losing).
- **For day-over-day progression events, make sure to clearly demonstrate that the task was accomplished *yesterday* ...** and, how much is needed to complete *today’s* Challenge.
- **When using titles like *Mega*, include the largest prize amount (e.g., “Win Up To \$1,000,000”) in the marketing copy.**
- **Make it clear when Challenges become more difficult and more rewarding.**
- **Payback insurance packages are highly successful in other genres.** Add insurance to higher-priced packages to make players *feel* like they will ‘get their money back’ ... *compared to* less expensive packages where all can be potentially lost.
- **Given how difficult this feature is to complete, consider integrating it into a Club system** where at least one person in the Club can complete a Challenge *each day*.

Target User Persona Data

- **Target User Persona:** *Daydreamer Denise*
- **Fundamental Motivations:** Escape
- **Motivation Details:** Online slots takes their mind off everyday concerns and anxiety. Playing slots relieves stress and pressure. It is a more motivating activity than the boring situation in which the player may find themselves.
- **Gender:** 66% female

Feature	<i>Daydreamer Denise</i>
Challenges	0.6
Clubs	(0.5)
Leagues	(0.4)
Collections	0.4
Gifting	(0.4)
Inbox / Chat	(0.5)
Lotteries	(0.1)
Piggy Banks / Vaults	(0.1)
Mini-Games (e.g. Scratcher Cards)	0.5
Quests	0.9
Tournaments	0.0
VIP Rewards	(0.6)
Boosts / Charms	(0.3)

MARKET WATCH



12/15/18 - 1/14/19

NOTABLE RELEASES I

App	All Images	Specific Video/ Image	Description
Slotomania	SlotoCards - 2019 Collection	Silver Lion Mini-Game	<ul style="list-style-type: none">Summoning and Leveling Up various <i>Heroes</i> unlocks in-game Bonuses, additional <i>SlotoCard</i> packs, and a Coin-Collection Mini-Game (1)
	Buy Page Update	Buy Page	<ul style="list-style-type: none">Updated Coin Store that highlights bundled contents and benefits received for each purchase
DoubleDown Casino	Christmas Stocking Challenge	Stocking Challenge Calendar	<ul style="list-style-type: none">Five-day <i>Ladder</i> event that rewards players for hitting daily participation goals. Rewards scale based on the number of days players reach targets (2)
Big Fish Casino	A Deering Rescue	Deering Rescue Scorecard	<ul style="list-style-type: none">Players collect <i>Reindeer</i> by spinning to fill a Meter. Milestones and rewards increase with each <i>Reindeer</i> found
House of Fun	Ho Ho Ho Tournament	Tournament	<ul style="list-style-type: none">Exclusive Tournament machine released for players to win Free Spins with Sticky Wilds (3)
WSOP	Piggy Bank	Piggy Bank Overview	<ul style="list-style-type: none">Piggy Bank feature added with introduction of events that impact Piggy Bank payout



NOTABLE RELEASES II

App	All Images	Specific Video/ Image	Description
Caesars Slots	Caesars Spectacular Show	Collection Set	<ul style="list-style-type: none">Players collect Items from <i>Lucky Chests</i> by making purchases, completing Challenges, spinning, and Leveling. Collecting all Items from all Acts rewards a Grand Prize that includes a Ticket to Caesars' <i>Spectacular Show</i> (1)
POP! Slots	Prize Rise	Step Unlocked	<ul style="list-style-type: none">Players complete Score-based Challenges to earn rewards and unlock the next Challenge. Players may purchase Boosts to speed up progress
Bingo Blitz	New Year's Hope	Guess the Suit	<ul style="list-style-type: none">Players daub two or more Chips in the Featured Bingo Room to play <i>Guess the Suit</i>, a <i>Ladder Mini-Game</i> that awards prizes for guessing <i>Suits</i> (2)
	Blitz's Trattoria	Trattoria Walkthrough	<ul style="list-style-type: none">Celebrity-themed event where players collect <i>Ingredients</i> through gameplay, Leveling, purchases, or Gifting. Players use <i>Ingredients</i> to make <i>Dishes</i>, earning rewards and unlocking additional <i>Dishes</i> (reskin of Blitz's Diner) (3)
Bingo Showdown	Mystery Chest	Purchase	<ul style="list-style-type: none">Flash sale that awards Tickets and random Power Ups

[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 knowledge and advice. Liquid and Grit then incorporates the best recommendations into the Reports.

Erez Baron	Jay Jodway	Florian Ziegler
<p>Product, Game Economy, CRM, and Analytics Architect Consultant</p> <p>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</p> <p>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>	<p>Consultant in Mobile Gaming and F2P Systems, Monetisation, and Live Ops</p> <p>LinkedIn Profile</p> <p>After over a decade of making games, Florian now advises game studios and companies on improving their game products through his own consultancy, Lava Lake Games Consultancy.</p> <p>Before launching his own consultancy, Florian worked at Electronic Arts on flagship titles such as, Need for Speed: No Limits. He also spent time at King as a <i>Principal Designer</i>.</p> <p>At Mind Candy, he was the <i>Lead Game Designer</i> on titles that include the mobile hit, World of Warriors. This gained an Apple's Editor's Choice Award and scaled the charts to the No. 1 game position in most major markets.</p>

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

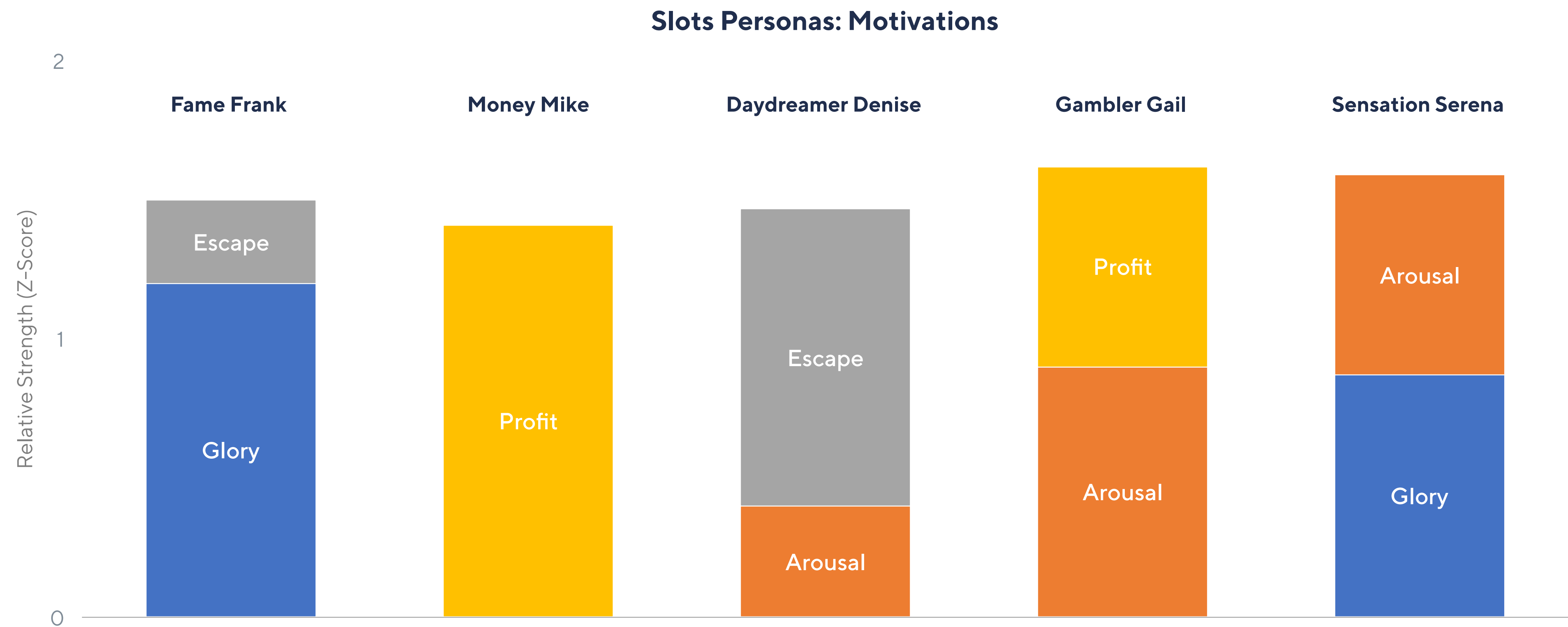
Profit

- 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**.



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](#))

“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young..”

– Henry Ford

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