



LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations

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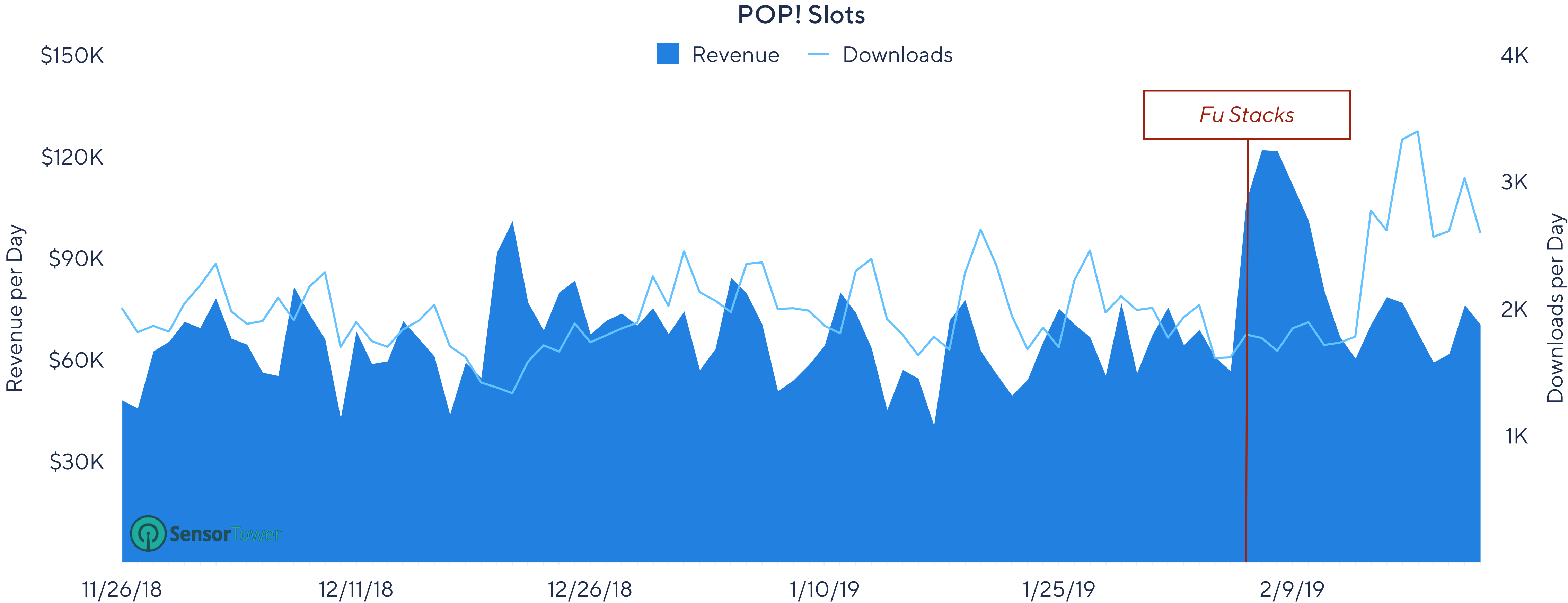
REVENUE DRIVERS



CONTENT EVENTS

REVENUE ANALYSIS

After POP! Slots released the *Fu Stacks* machine, revenue spiked +58% WoW ... producing some of the app's highest revenue days.



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

FEATURE TEARDOWN

The *Fu Stacks* machine was initially open to *all* players for three days ... but then locked to *lower-level* players. The machine includes a social and wheel bonus.

Level Lock

- For three days the machine was unlocked to all players (1).

Fu Wheel

- Players hit three or more stacked symbols to add a wedge to the *Fu Wheel* (2).
- Fu Wheels* and *Replicating Stacks* change based on bet size (3).
- After collecting eight *Fu Wedges*, players are awarded one *Fu Wheel* spin (4).

Replicating Stacks

- When a full stack lands on reel 1, it may *Replicate* to reels 2, 3, and 4 (5).

Social Bonus

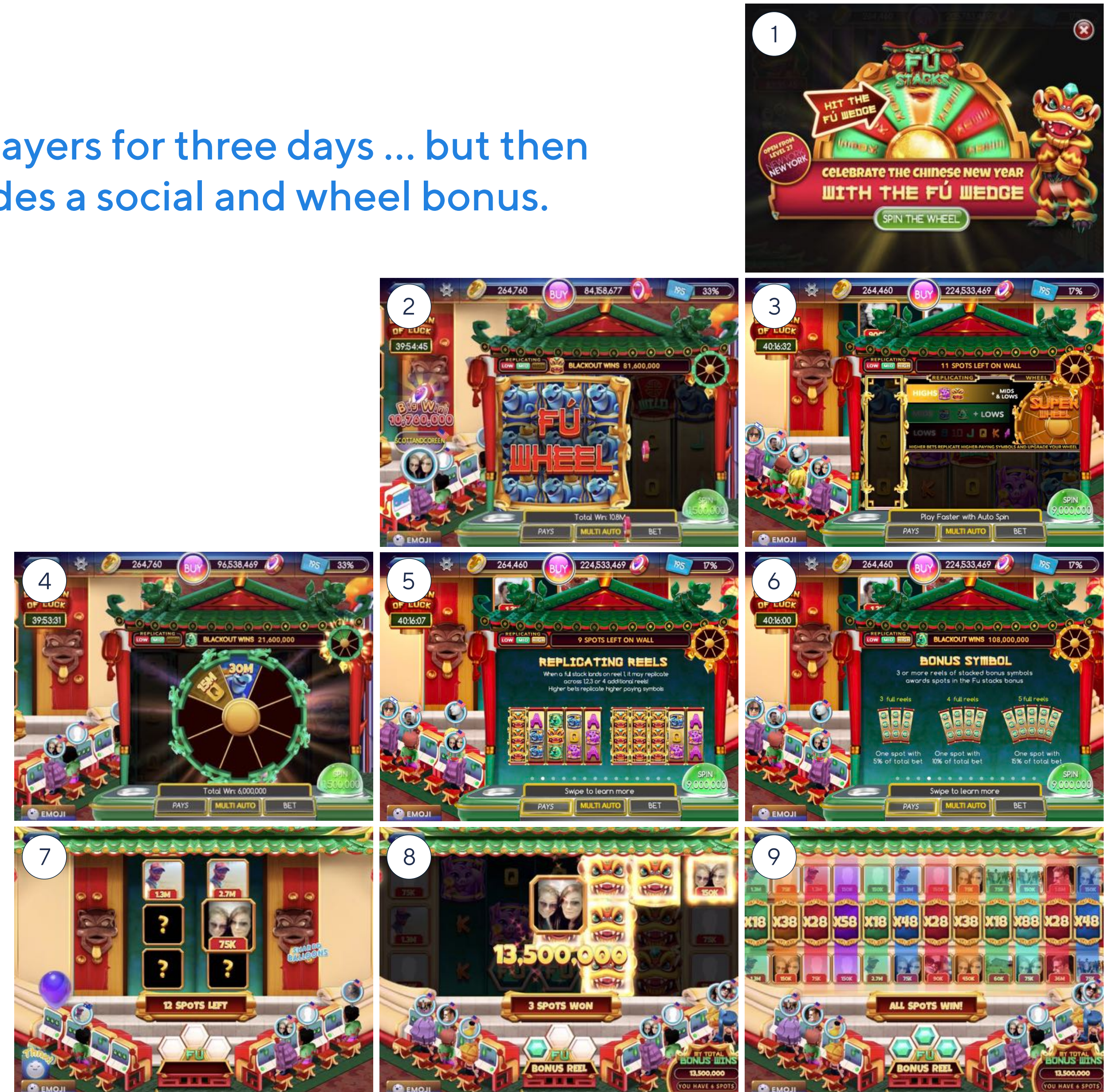
- Players secure a spot in the social bonus after collecting three or more stacked *Fu* symbols (6).
- Players win coins during the social bonus when a payline hits their profile picture (7).
- When three *Fu* symbols hit, a *Fu Reel* spins, triggering bonus multipliers for all players (8 & 9).

Report References

- Content Releases with Event Stacking in the [11/18 Casino Report](#)
- Puzzle Unlocks in the [5/18 Casino Report](#)
- Content Releases with Cash Wheel in the [4/18 Casino Report](#)

Related Features

- [Guest Star Slots](#) - Gold Fish
- [Spin to Unlock](#) - Quick Hit Slots
- [Get Away Club](#) - POP! Slots



EXPERT INSIGHTS

Sensation Serena player types are the heaviest spending, yet smallest group. They uniquely desire both *Arousal and Profit*. Drive up revenue with entertaining slots machines that make these players *feel/ like they are winning ... while also adding some social aspects*.

Product Council Insights

- **Add some social elements to fully-engage Sensation Serenas.** This player type wants to feel connected to others as one of her favorite features is gifts. Her desire for profit is clear by her interest in lotteries and banks.
- **Use Asian-themes to demonstrate high-variability/ large-windfall machines to players.** Asian-themed machines *tend to lean* towards this kind of math.
- **When including wheels that add wedges during play, load higher-paying wedges earlier to extend spins-per-session.** When a player knows there is a big win potential, they are more likely to continue playing to trigger that bonus ... while also feeling invested in completing the wheel as it fills.
- **Use player profile pictures to add anticipation into the social free spins.** In the *Fu Reel* free spins, player profile pictures are stacked on reels 1 and 6. See this video in the [Feature Database](#).

User Persona Data

- **Target User Persona:** Sensation Serena
- **Size of Group:** 12%
- **Fundamental Motivations:** Arousal, then Profit
- **Gender:** 55% female
- **Most-Desired Features:** Gifting, lotteries, and banks
- **Most-Desired Slots Machines Bonuses:** Bonuses that collect things, deal or no deal options, and mini-steppers

Additional Information Online

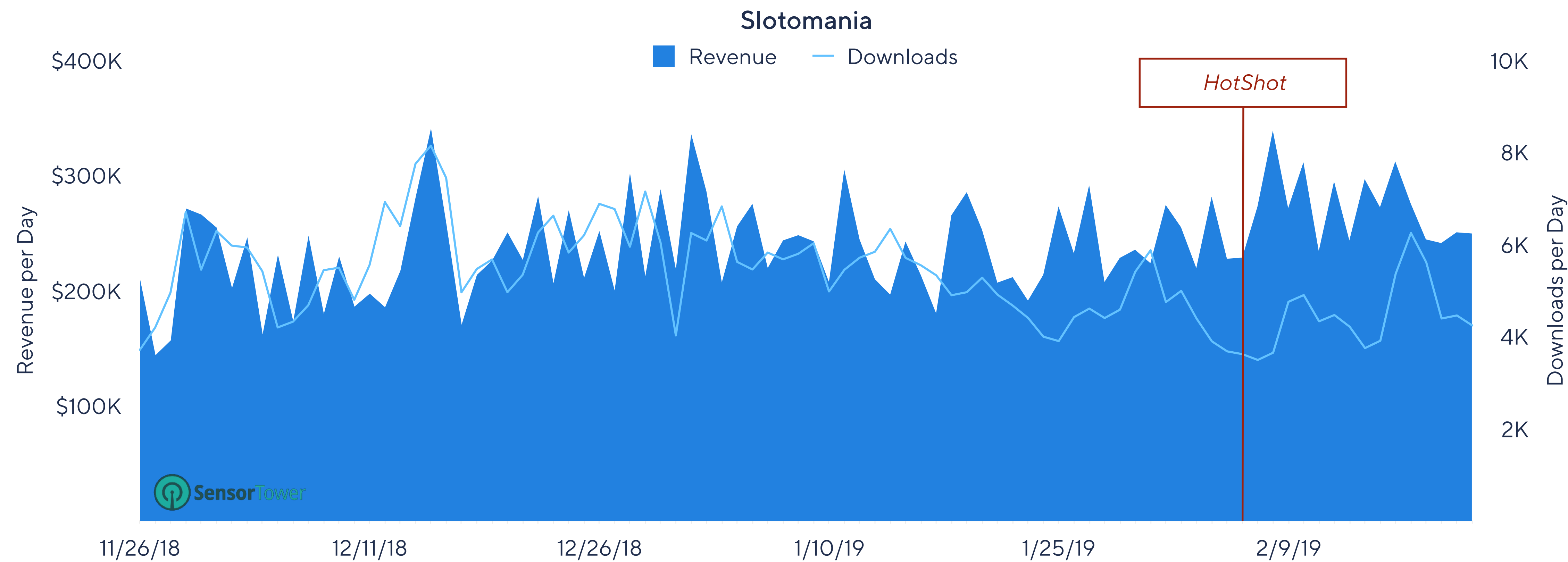
Click here for more images and videos on [Fu Stacks](#)

Most Desired Features	
Features	Sensation Serena
Gifting	1.7
Lotteries	1.7
Banks	1.6
Clubs	1.4
Tournaments	1.4
Inbox / Chat	1.3
Leagues	1.3
Challenges	1.3
Collections	1.3
VIP Rewards	1.3
Mini-Games	1.1
Quests	1.1
Boosts	0.8

CHALLENGE EVENTS

REVENUE ANALYSIS

Revenue for Slotomania increased +14% WoW after the release of the *HotShot* event. Over the same period, downloads decreased -11% WoW.



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

FEATURE TEARDOWN

In *HotShot*, players are offered four challenges made up of previously-released events. Completing all the challenges awards seven days of check-in bonuses.

HotShot

- Players must complete the four challenges marketed upon app-entry (1).
- The challenges are:
 - 1) Beating [SlotoQuest Smiling Fortunes](#) on medium or hard difficulty (2)
 - 2) Finding all items in the [Private Eye Lucy & I](#) event
 - 3) Completing the [Love Blast](#) event
 - 4) Participating in the [Snakes & Ladders Royale](#) event
- Completing all four challenges awards seven days of bonuses from the *Lucy's Dream Machine* (3).

Gems in SlotoQuests

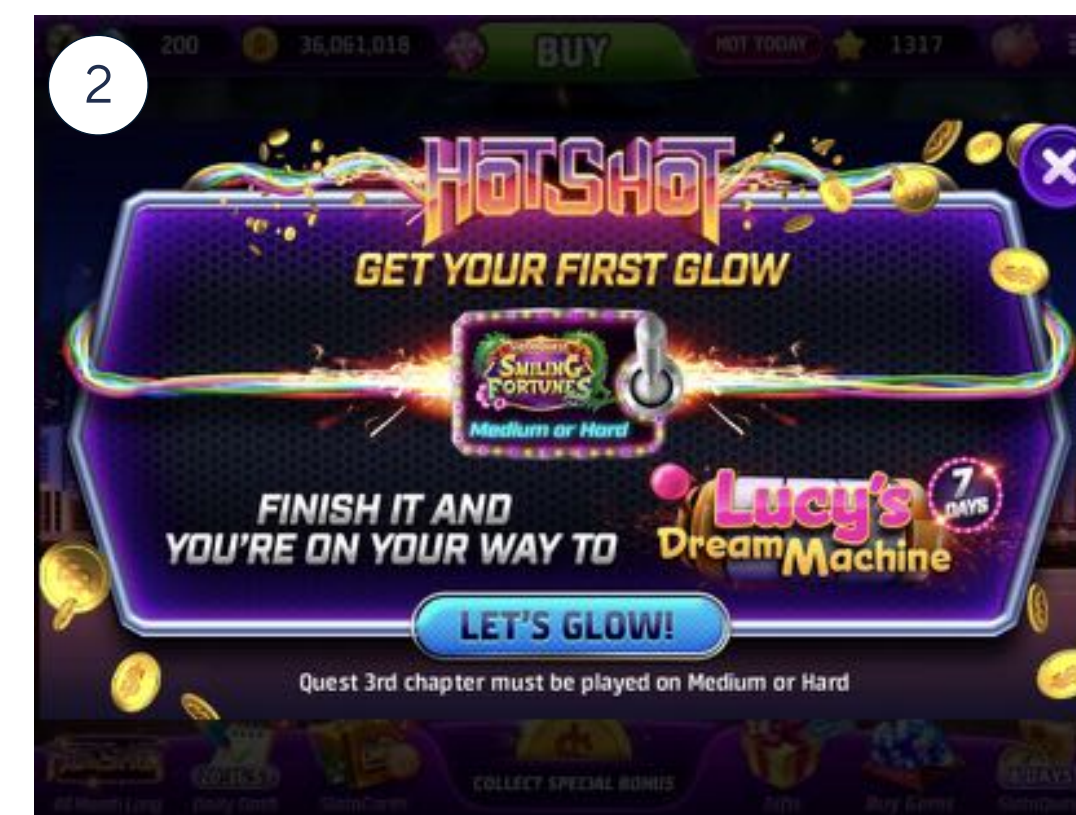
- As of 1/19/19, players may now spend gems to purchase power ups that provide a 10-minute boost, doubling progress during quest missions (4 & 5).

Report References

- Outside Genre Mini-Games in the [9/18 Casino Report](#)
- Sales Event Stacking in the [12/18 Casino Report](#)

Related Features

- [SlotoQuest Enchanted Forest](#) - Slotomania
- [The Posh Life](#) - POP! Slots
- [Ace Tournament](#) - Slotomania



EXPERT INSIGHTS

Utilize mega-challenge systems with check-in bonus rewards to maintain player retention while development resources are limited.

Product Council Insights

- Build a flexible challenge system so players can either complete challenges on different events or complete progressively more difficult challenges on a single event. This will limit event-churn for players who strongly dislike a particular event in the series.
- Use a check-in bonus reward to keep retention constant (or even improving), while players wait for new content. In this case, players received a seven day check-in bonus ... but the time can be extended or shortened depending on the live ops calendar.

Target User Persona Data

- Target User Persona: Daydreamer Denise
- Size of Group: 27%
- Fundamental Motivations: Escape, then Arousal
- Gender: 66% female
- Features: She desires quests, challenges, mini-games, and collections
- Desires: Slots takes her mind off everyday concerns and anxiety, relieves stress and pressure, and is more interesting than other boring life tasks.

Additional Information Online

Click here for more images and videos on [HotShot](#), [Gems](#) ... released with [Trivia Mania](#), and [SlotoQuest Smiling Fortunes](#)

Most Desired Features	
Features	Daydreamer Denise
Quests	0.9
Challenges	0.6
Mini-Games	0.5
Collections	0.4
Tournaments	0.0
Lotteries	-0.1
Banks	-0.1
Boosts	-0.3
Leagues	-0.4
Gifting	-0.4
Inbox / Chat	-0.5
Clubs	-0.5
VIP Rewards	-0.6

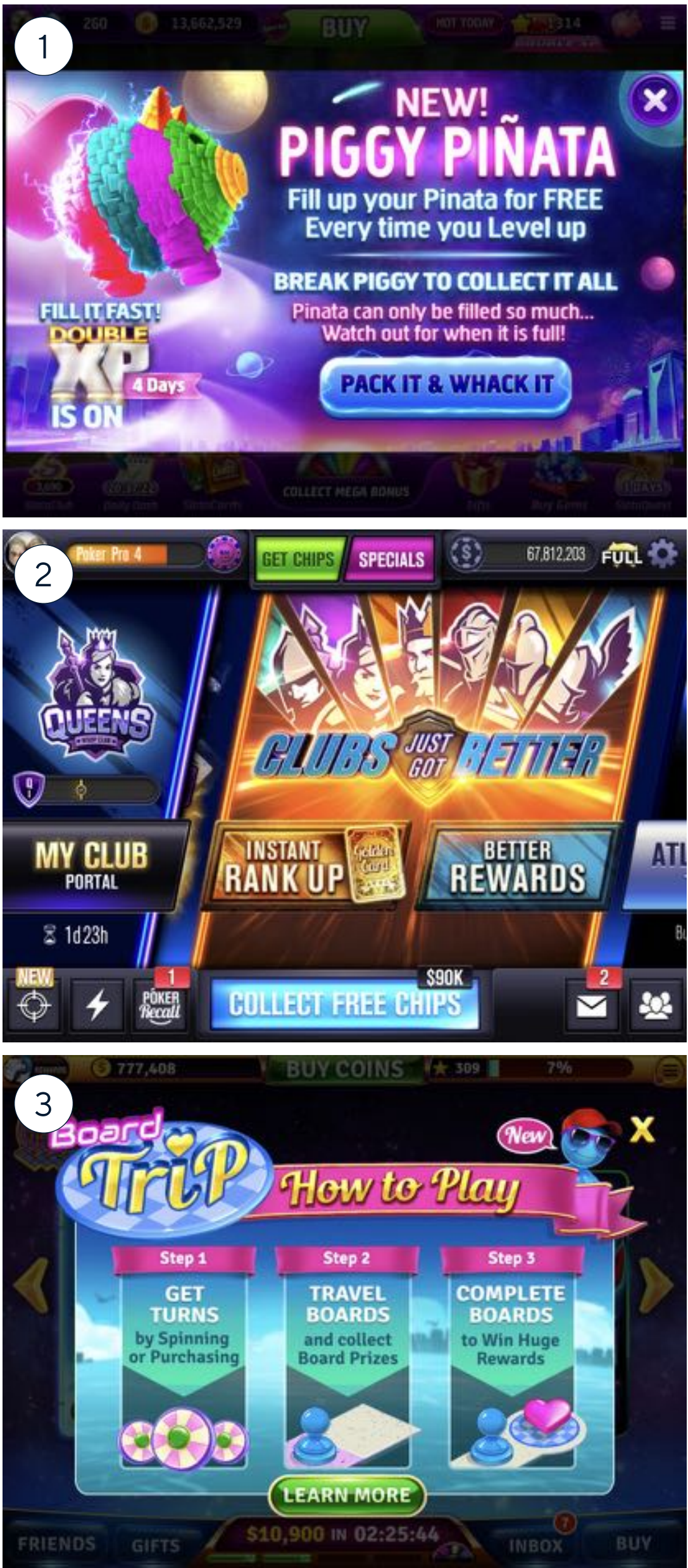
MARKET WATCH



1/15/19 - 2/14/19

NOTABLE RELEASES I

App	Full Library	Key Image	Description
Slotomania	Piggy Pinata	Break Two Banks	Players fill a new bank by leveling up. Players must make a purchase to break the bank (1)
WSOP	WSOP Club Update	New Club Features & Benefits	Players can now instantly rank up one club level by winning a hand with a <i>Golden Card</i> . Club benefits were improved (2)
House of Fun	Board Trip	Completed Chapter	Mini-game event in which players can earn turns of a wheel by collecting spins in their inbox, making purchases, or spinning in any game to fill a meter (3)
	HOF Boulevard	Promotion Video	Players collect items to complete sets for coins and Keys. Keys are used to collect a timed coin bonus



NOTABLE RELEASES II

App	Full Library	Key Image	Description
Jackpot Party	Pop the Piggy	Collecting Piggy	Players spin in any machine to collect <i>Money Bags</i> . Collecting five <i>Money Bags</i> awards a coin reward (1)
Cashman Casino	The Bank Job	Deal or No Deal Vault	Players spin to open up-to five <i>Vaults</i> . Once a <i>Vault</i> is opened, players must choose to claim rewards or keep spinning
POP! Slots	Power Pop Lotto	Lotto Draw	Players are awarded a lottery mini-game after making a purchase (2)
Heart of Vegas	Dragon Puzzle Pursuit	Completion Prize	Players spin to collect puzzle pieces to complete puzzles
	Premium Bonus	Drip Offers	New tab available in the coin shop with two new purchase options ... both to add a daily coin collect for 14 days (3)



NOTABLE RELEASES III

App	Full Library	Key Image	Description
Quick Hit Slots	Quick Hit Trivia Nights	Trivia Mini-Game	Trivia mini-game event for various prize awards and raffle entries. Players can answer new questions every 12 hours (1)
Scatter Slots	Winter in Scatterland	Pachinko Mini-Game	Players spin to collect <i>Snowballs</i> and use <i>Snowballs</i> to play a <i>Pachinko</i> mini-game (2)
Lucky Time Slots	Coin Heist	Set Completion	Players spin in any machine to fill a meter for a card pick ... to reveal an item and rewards
	Dream City	Reward & Item Collection	Players collect coins and items needed to build a <i>Dream City</i> by filling a meter during play or through purchases
Bingo Pop	Features Update	VIP Program	Multiple features added after acquisition by Jam City, including a Shop Update and Coin Store Update (3)

Additional Information Online

Click here for a full list of content released this month on the [Online Market Watch](#)



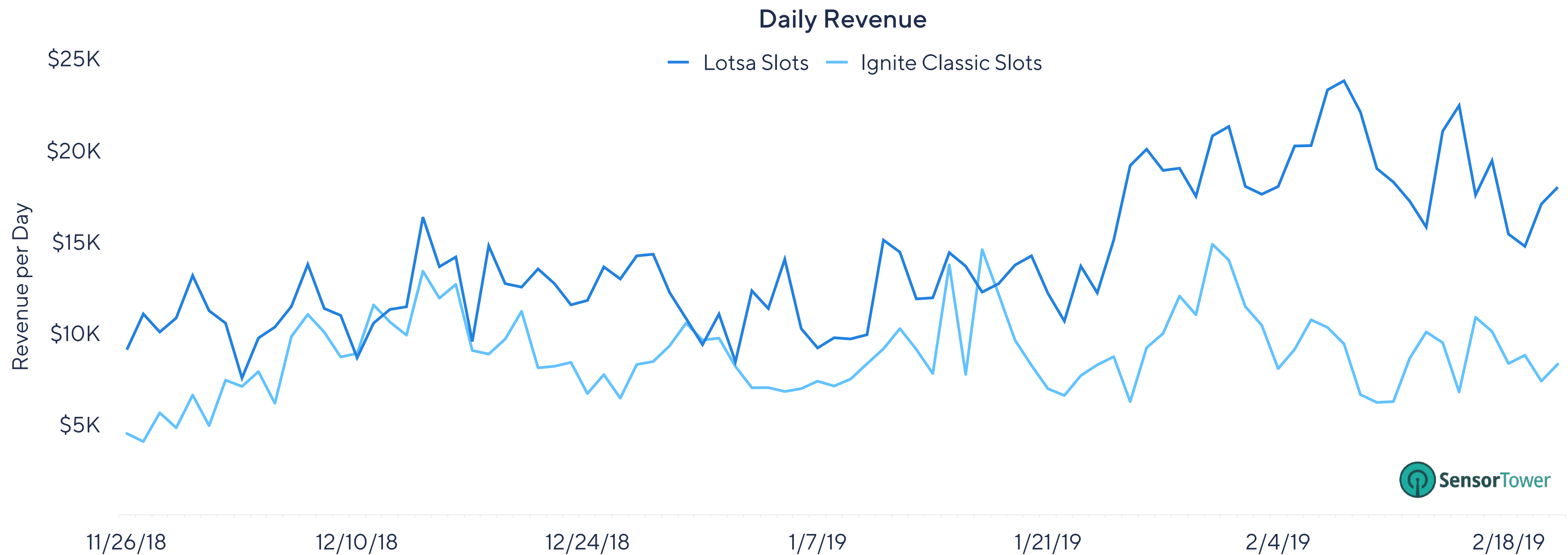
BREAKOUT APPS



REVENUE ANALYSIS

Ignite Classic Slots (Mobee Co.) is averaging \$8.6K in U.S. revenue per day on iOS ... but trending relatively flat. Lotsa Slots (Funtrio Limited) is averaging \$13.8K in revenue per day ... and trending upward.

App Deconstructs Online
Ignite Classic Slots (online deconstruct) <ul style="list-style-type: none">Soft & Hard Launch: 7/10/17
Lotsa Slots (online deconstruct) <ul style="list-style-type: none">Soft & Hard Launch: 3/9/18



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

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
Product, Game Economy and CRM consultant LinkedIn Profile	Mobile Products Consultant LinkedIn Profile	Consultant in Mobile Gaming LinkedIn Profile
<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>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>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>

DEMOGRAPHICS

A survey of 1,299 participants from the U.K. and U.S. were recruited to respond. The data formed patterns of game choices, slots preferences, and playing habits ... producing five distinct personas.

Demographics*					
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education*	3.5	3.3	3.5	3.2	3.3
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 Education, Money Spent, and Play Time numbers are representative of the strength of each player persona.

“We're not in the hamburger business. We're in show business.”

– Ray Kroc, long-time McDonald's CEO

LiquidandGrit.com



Brett.Nowak@LiquidandGrit.com

