



LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations

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JUNE

2019

REVENUE DRIVERS



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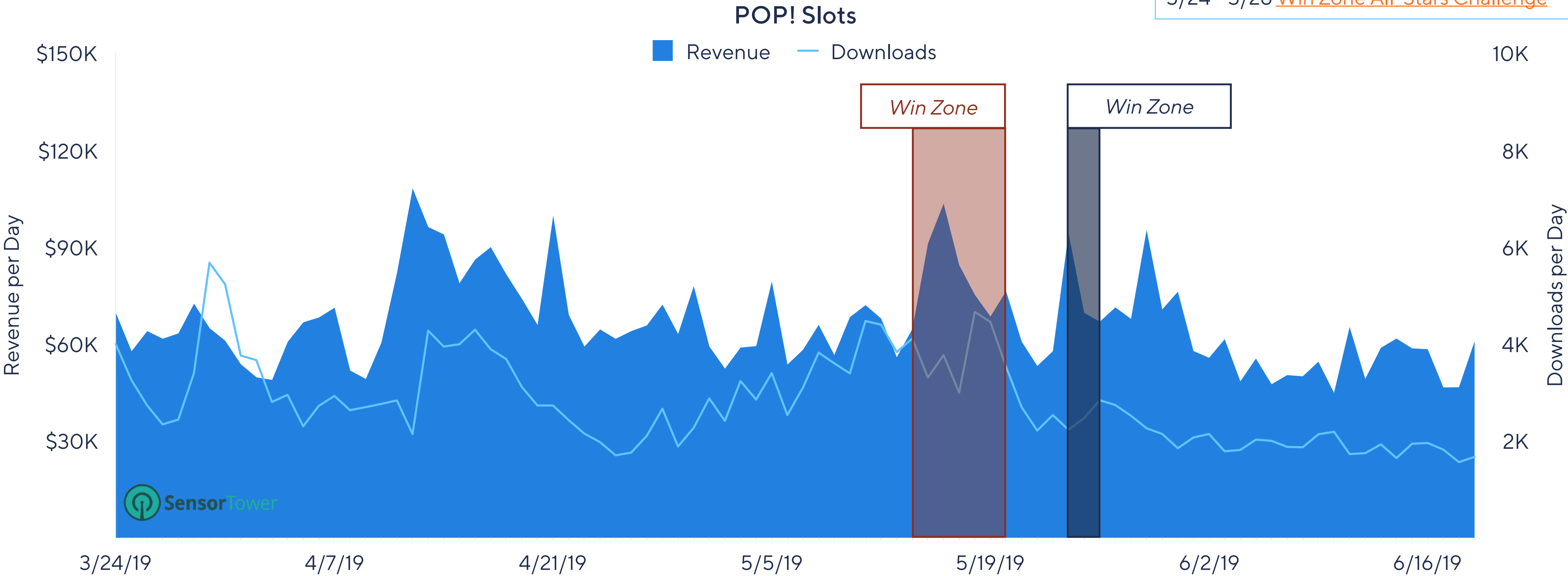
MULTI-ROUND TOURNAMENTS

Win Zone in POP! Slots

IMPACT ANALYSIS

Revenue was +27% WoW the first time *Win Zone* went live ... and +34% 3Do3D the second time.

Releases
5/14 - 5/20 Win Zone (first time)
5/14 Circus Sweepstakes
5/14 Your Best Offer
5/19 Win Zone Top Winner Challenge
5/20 - 5/22 Jackpot 9s Double Boom
5/23 - KONG'S Treat
5/24 - 5/26 Win Zone (second time)
5/24 - 5/26 Win Zone All-Stars Challenge



* Headline and graph data is iOS U.S. only
** 3Do3D = Three days over three days
*** *Win Zone* release dates: 5/14: First seen in the app, 5/15: Facebook pre-release post, 5/16: Developer Facebook release date

FEATURE TEARDOWN

Win Zone is a three round tournament. During the first two rounds, players accumulate *Score Points* and *Bonus Credits*. In the final round, five respins determine a multiplier that is applied to the *Bonus Credits*.

Win Zone Details

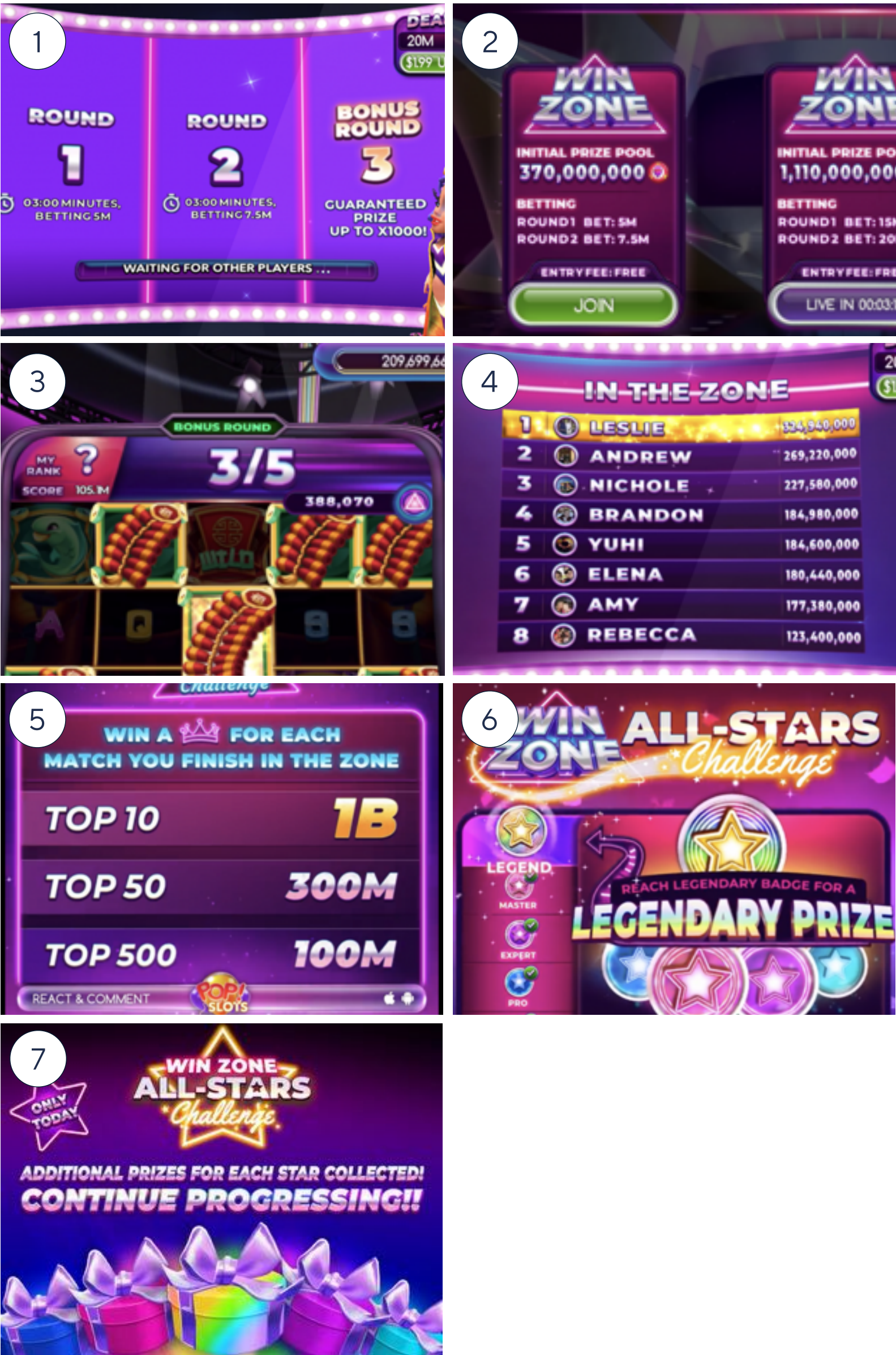
- The first 2 rounds are each 3 minutes (1).
- Bets are set and increase from round 1 to 2 (2).
- During the first 2 rounds, players earn *Score Points* and *Bonus Credits*.
- In round 3, 5 respins set the multiplier that is applied to the *Bonus Credits* (3).
- The final score is *Score Points* + *Bonus Credits*.
- The top 8 players receive a portion of the prize pool (4).
- Go to the [Win Zone](#) Library for more images and videos.

Top Winner Challenge Details

- Players receive *Crowns* for each *Win Zone* match completed.
- At the end of the event, the top 500 players win chips (5).
- Go to the [Top Winner Challenge](#) Library for more images and videos.

All-Stars Challenge Details

- Players complete challenges during *Win Zones* to earn *Star Badges* and chips (6).
- Completing all the challenges awards the *Legend* badge, chips, and the ability to earn mystery prizes when placing first in the *Win Zone* (7).
- Go to the [All-Stars Challenge](#) Library for more images and videos.



DESIGN INSIGHTS

Stagger events to first drive engagement ... and then spend. Make the later stages of the tournament more exciting with bigger swings. And, keep tournaments shorter with single rounds to increase the number of opportunities a player has to complete a tournament.

Product Recommendations

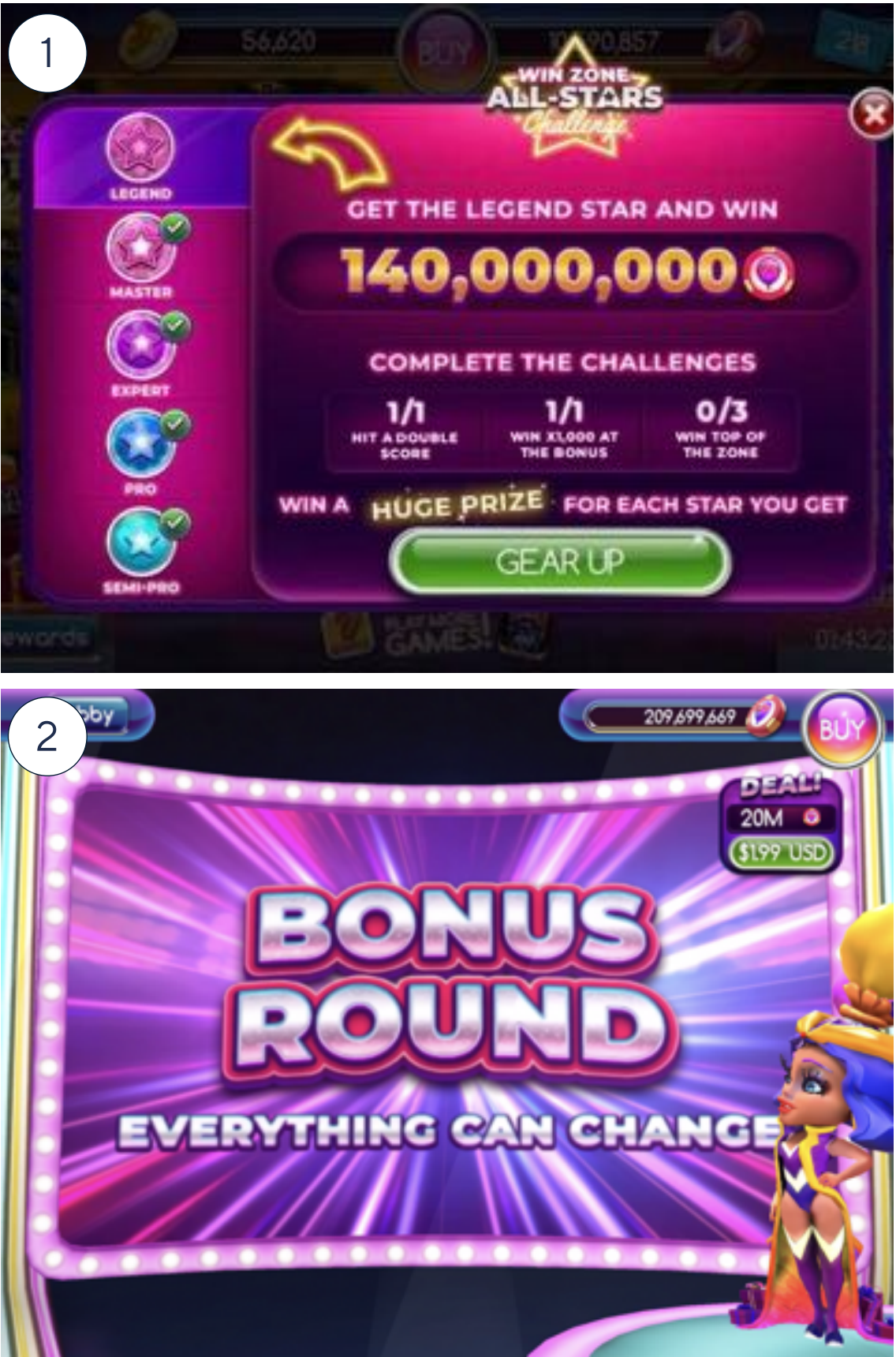
- To convert an engagement event to a spend event, add benefits for winning tournaments. The [Top Winner Challenge](#) awards players for tournaments played. The [All-Stars Challenge](#), which was released after, awards players for engagement and winning tournaments (1).
- Increase volatility as time runs short to make tournaments more fun (and increase % of completions). In *Win Zone*, a player's score can swing substantially with the final round multiplier (2).
- Keep tournaments short and one round to increase tournament-play opportunities. A shorter, single-round tournament (with an easy re-entry flow to another tournament) will have more engagement over a longer, multi-round tournament. To capitalize on increasing bets, adjust the bets up at a set time within the round (similar to how the *Elixir* speed increases in *Clash Royale*).

Player Insights

- Make the atmosphere like a real-world casino with some social features. Tournaments target *Fame Franks*, who want to feel important and master gaming skills in front of an audience. *Fame Franks* also like some social features, such as gifting and inbox / chat because he desires real-world casino experiences and enjoys the feelings associated with a fun night out. See the [L&G Slots Personas Report](#) for more information.

Additional References

- Review Playstudio's previous success with tournament features. myVEGAS Slots' revenue was +56% 2Wo2W after the release of tournaments. See the [Event Competitions: Competition Engagements](#) page in the [Wiki Tool](#).



Wiki Tool **NEW**



Easily find *previously-released* Revenue Drivers and New Innovations in our Feature Database's new [Wiki Tool](#)

NEW INNOVATIONS



EVENTS > COLLECTIONS >

CHARACTER CHARMS

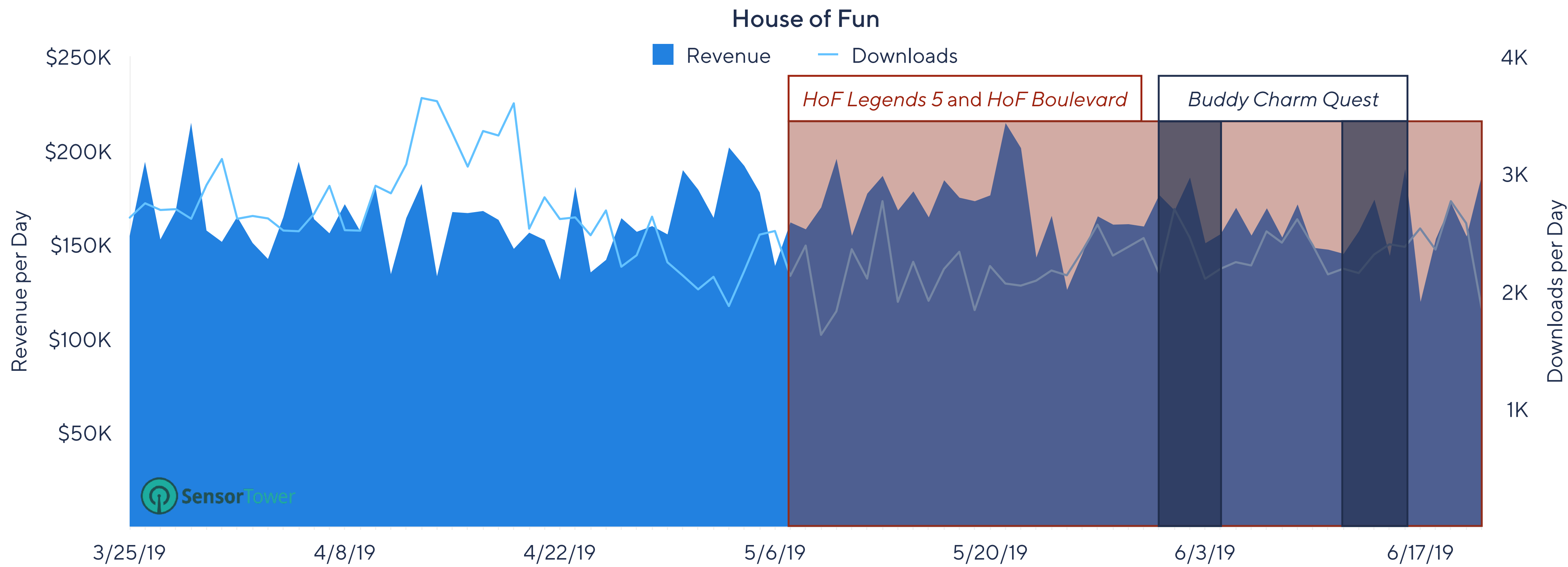
HoF Legends 5 and Buddy Charm Quest in House of Fun

IMPACT ANALYSIS

After the release of *Buddy Charm Quest*, an adaptation of *HoF Legends*, revenue appears relatively flat ... with a potential spike on the last day. Before the release of the event, revenue is up due to an overlap of *HoF Legends 5* and *HoF Boulevard*.

Additional Information

- Download the *updated* [HoF Legends Economy](#)
- See the [HoF Legends 5](#) and [HoF Boulevard](#) Library
- Review the [HoF Legends](#) Wiki Page
- *Buddy Charm Quest*: 5/31 - 6/4, 6/12 - 6/16



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

FEATURE TEARDOWN

Buddy Charm Quest combines elements of collections, missions, characters, and boosts. After filling three meters, players receive payback coins for a select time period ... depending on the *Buddy*.

Buddy Charm Quest Details

- Players earn *Charm Drops* by spinning machines, making purchases, opening chests, and playing *Super Spin* wheels (1).
- *Charm Drops* fill 1 of 3 meters. Once all meters are full, a *Buddy Win Pot* activates (2).
- When the *Win Pot* is active, players win payback coins for a set time period, which depends on the *Buddy* (3).
- After a *Win Pot* expires, the next *Buddy* unlocks. Successive *Buddies* are more difficult to activate (4).
- Go to the [Buddy Charm Quest](#) Library for more images and videos.

Buddy Economy Details

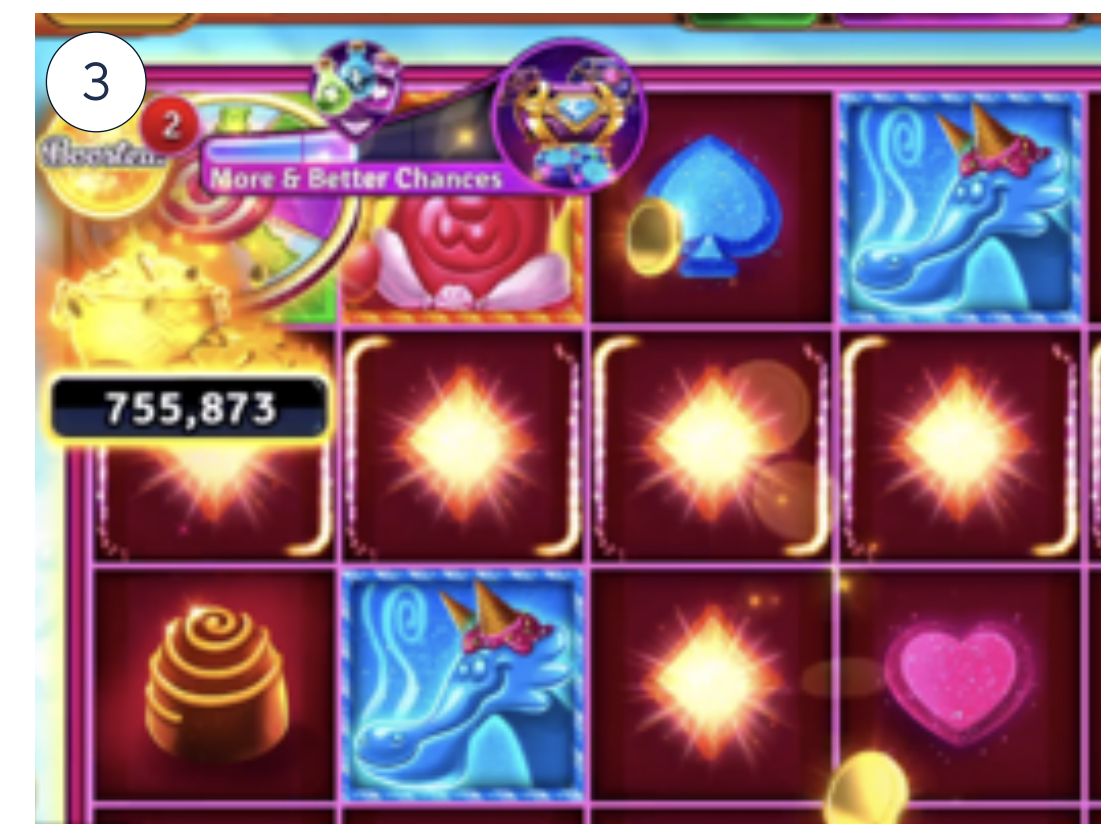
- Robin: 9,180 *Charm Drops* activates a 3 minute *Win Pot*
- Franny: 17,820 *Charm Drops* activates a 5 minute *Win Pot*
- Kingston: 27,000 *Charm Drops* activates a 7 minute *Win Pot*

Charm Pack Minimum Amounts

- Charm Pack = 3,000 *Charm Drops*
- Big Charm Pack = 6,000 *Charm Drops*
- Huge Charm Pack = 12,000 *Charm Drops*

Buddy Charm Quest Packages (player level 358)

- \$5.99 - 15 Gold Chests, 20 Tokens, Charm Pack
- \$9.99 - 1 Platinum Chest, 40 Tokens, Big Charm Pack
- \$19.99 - 2 Platinum Chests, 80 Tokens, Huge Charm Pack
- \$49.99 - 10 Platinum Chests, 300 Tokens, Huge Charm Pack
- \$99.99 - 1 Diamond Chest, 1,000 Tokens, Huge Charm Pack



DESIGN INSIGHTS

Larger investments are an area of opportunity for top grossing apps. One such opportunity is creating *new* character IP. To jump-start players’ love of the characters, attach valuable boosts. Strong IP, like in Best Fiends and Angry Birds, can decrease churn and create new revenue sources, like movies.

Product Recommendations

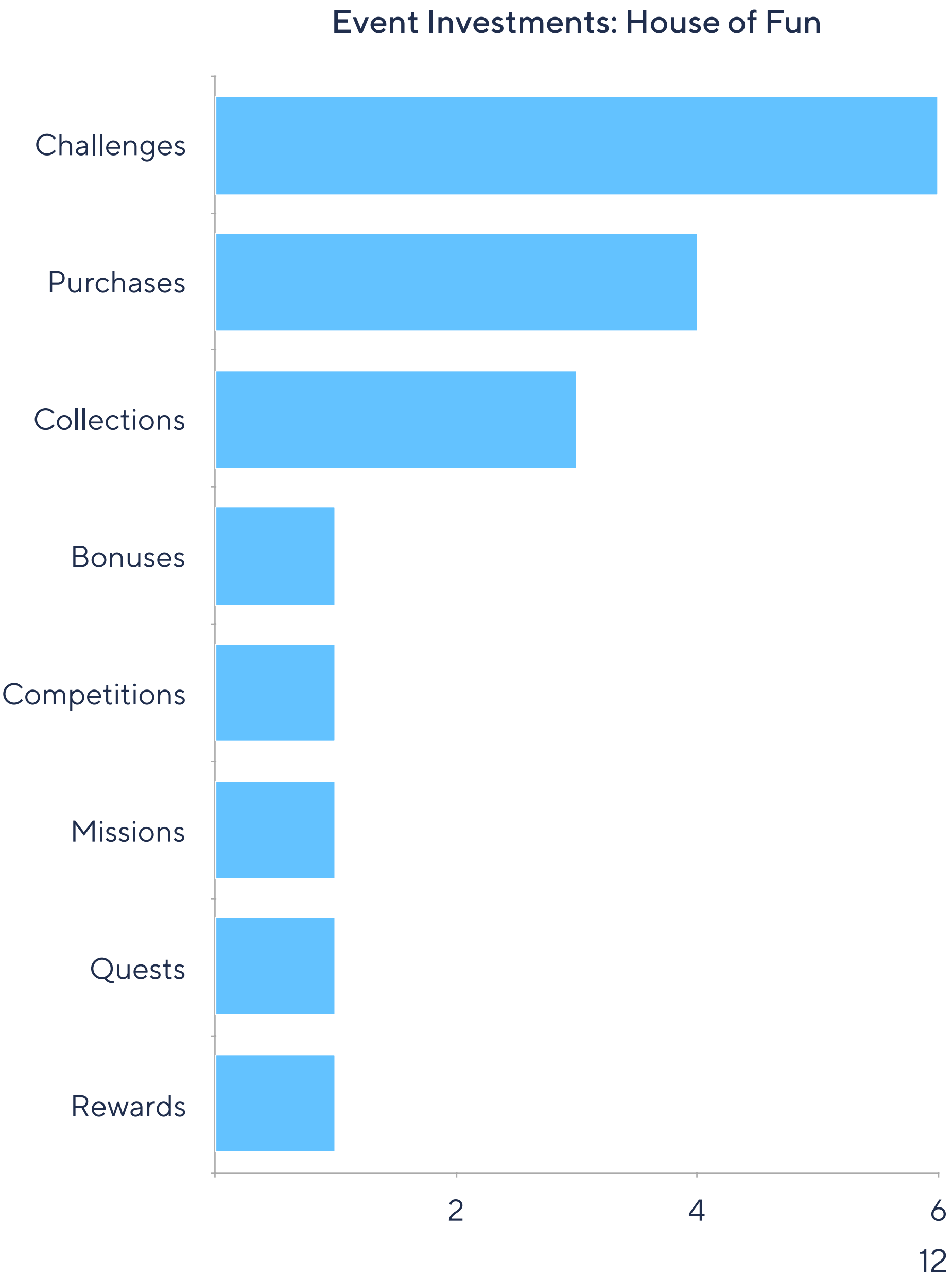
- **Given the longevity of top apps, larger investments should be considered more often.** Top apps are here to stay; Slotomania and DoubleDown Casino are 7 years old. Consider the value that a year-long investment can create. Smaller, newer games cannot afford to make these more expensive bets, which eliminates competition and potential copy cats.
- **Creating a strong brand is a highly valuable asset.** Despite the fact that Coke sells sugar and Nike sells shoes ... both companies continue to be successful grounded on the strength of their brands.

App Insights

- **House of Fun’s top event-investment categories are Challenges, Purchases, and Collections.** The last 4 of 5 features released in House of Fun are collections. For more investment information, go to the Data Tool [House of Fun: Events](#) or [House of Fun: Features](#).

Additional References

- **Review the full HoF Legends analysis in the new Wiki Tool.** Go to the [HoF Legends Content Releases](#) page. Then filter on Features > Collections and Events > Collections ... to see *all* of the past Revenue Drivers in these categories.



BREAKOUT APP



SLOTS RICHES (SPARK CITY)

Slots Riches has some similar features to Super Lucky Casino apps. Two previously-reviewed Breakout Apps, Tycoon Casino and Jackpot Mania, also have similarities to Super Lucky Casino apps. All three apps are published by separate, relatively unknown companies.

Revenue Details

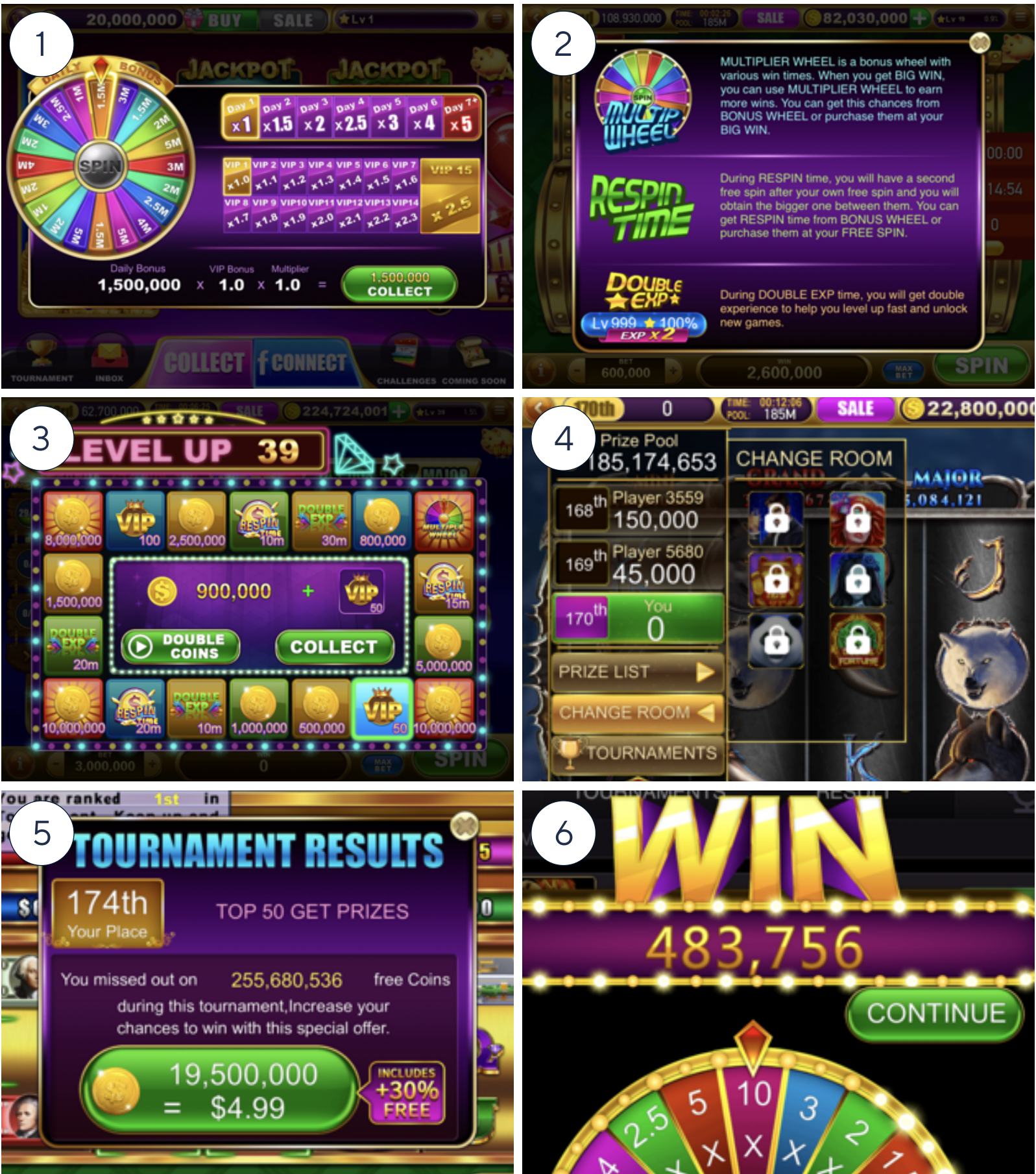
- U.S. release: 12/14/18
- Revenue: \$115K, Downloads: 72K*

Feature Details

- There is a daily wheel and two hourly bonuses ([Bonuses](#) and 1).
- Exiting the buy page opens another sales offer ([video](#)).
- [Special Privileges](#) are earned or purchased.
 - This mechanic is also in two previously-reviewed Breakout Apps ([April 2019 Casino Report](#) and 2).
- Every 9 [Levels](#), players receive a spin for a coin prize and a chance for additional coins, [VIP Points](#), or a [Special Privilege](#) ([video](#) and 3).
- [Tournaments](#) have a prize pool, rankings, and change room menu (4).
- Tournament results appear with a purchase dialogue (5).
- Players who earn a prize tournament award can increase the prize with a wheel spin (6).
- Go to the Gallery Tool for more images and videos of [Slots Riches](#).

Revenue Details

- **Expect, and protect against, Black Swans.** [Black Swans](#) are extremely impactful, yet rare and unpredictable, events. They will most likely come from platforms, like Google's new restrictions ([Android Developer Blog](#) and [Social Gaming Monitor](#)), and the government, like the recent Anti-Loot Box Bill proposal ([Polygon](#)).
- **Clearly show the value of VIP in the Daily Bonus.** In Slots Riches, the *Streak Multiplier* and *VIP Multiplier* on the daily bonus wheel takes up more space than the wheel ([New User Flow](#) and 1).



* Average daily for the past 30 days in the U.S. on iOS

MARKET WATCH



5/15/19 - 6/14/19

NOTABLE RELEASES I

App	Library	Description
House of Fun	Days of Fun	<ul style="list-style-type: none">• Players <i>first</i> spin a wheel to determine the number of days of <i>Goodies</i>.• After making a purchase, players receive coins, tokens, and daily rewards ... for as many days as the wheel spin determined (1).
Cashman Casino	Cashman Chronicles	<ul style="list-style-type: none">• <i>Time Capsules</i> are earned by spinning, leveling, or purchasing.• <i>Time Capsules</i> contain collectibles that range in rarity.• Players earn prizes for completing collectible sets and all sets.
	Quiz Time	<ul style="list-style-type: none">• Collecting a <i>Quiz Card</i> while spinning triggers the <i>Quiz Time</i> bonus.• Players then earn coins by answering a trivia question correctly (2).
Huuuge Casino	Huuuge Pass	<ul style="list-style-type: none">• Players complete missions in an allotted time to earn chips.• Players can purchase an <i>Upgraded Pass</i> that increases the rewards (3).
Caesars Slots	Paddy's Treasure	<ul style="list-style-type: none">• Purchasing a coin package activates a meter that lasts 30 minutes.• Players fill the meter by spinning.• After the timer expires, players win coins based on the meter's fill level ... and a bonus chest if the meter is filled completely.

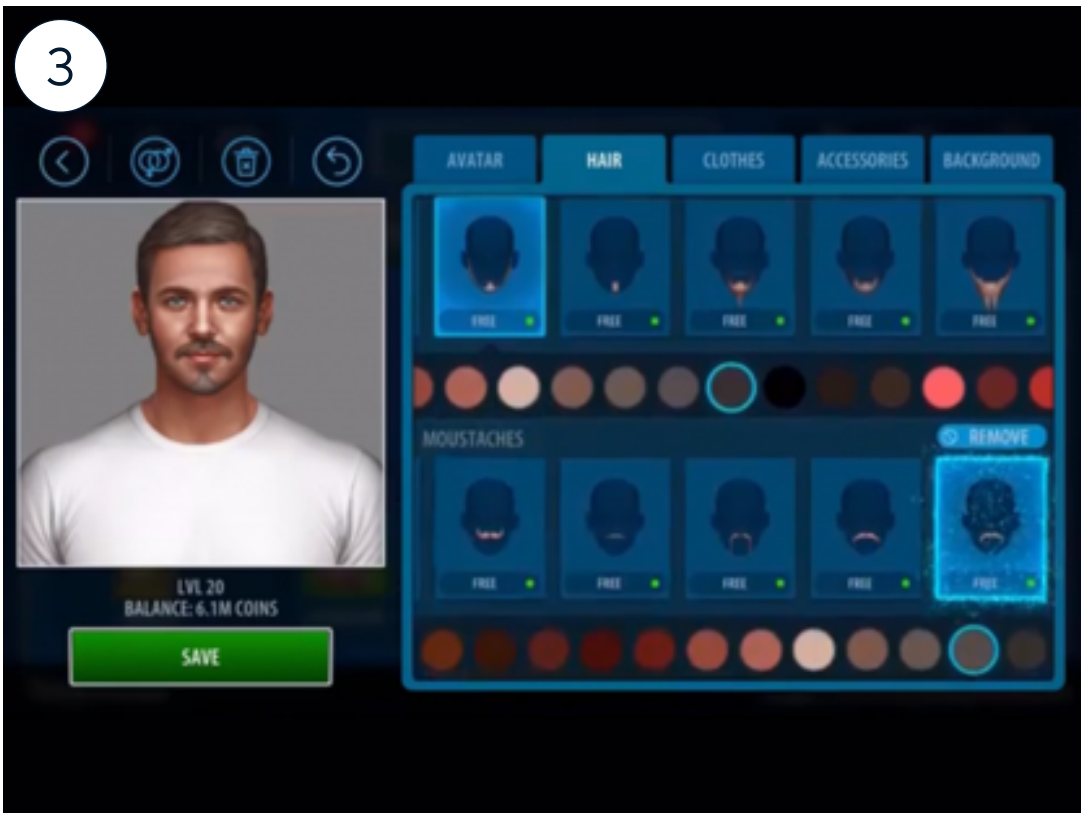


NOTABLE RELEASES II

App	Library	Description
DoubleU Casino	Treasure Quest	<ul style="list-style-type: none">Spinning on specific machines fills a meter.Once full, the meter triggers the <i>Treasure Quest</i> bonus.During the bonus, players spin a wheel to move across a game board with each space awarding coins or <i>Treasures</i> (1).
myVegas Slots	Kong Bingo	<ul style="list-style-type: none">Players spin on an IP-themed machine to collect <i>Bingo Balls</i>.Before the bonus begins, players choose their difficulty by selecting 1 of 3 ball amounts, with fewer balls providing greater rewards (reskin of Flamingo Bingo).
Bingo Party	Daily Task	<ul style="list-style-type: none">Completing <i>Daily Tasks</i> (missions) fills a progress bar.Once full, the progress bar awards a chest containing collectible cards, which include at least 1 <i>Legend</i>.
Poker Heat	Game of Chips	<ul style="list-style-type: none">Players earn coins by completing quests (2).
Mega Hit Poker	Consecutive Check-In Reward	<ul style="list-style-type: none">Players can draw cards from a daily check-in feature each day.Players are then rewarded for each poker hand made with the cards drawn.
Pokerist	Avatars	<ul style="list-style-type: none">Players can customize an avatar that is purchased with coins (3).

Find All the Recent Releases

Review all features and machines released in the [Data Tool](#)



APPENDIX



PREMIUM PARTNERSHIPS

Liquid and Grit partners with these premier market research and analytics companies to infuse our reports with the most relevant and detailed gaming user personas, data, and statistics available.

Quadrant Strategies	Kinrate Analytics	Sensor Tower
<p>Market Research</p> <p>Quadrant Strategies website</p> <p>Quadrant Strategies is a market research consultancy that uses research to help the world’s most prominent technology, gaming, and entertainment companies develop strategies for building their user base, increasing user engagement and spend, and strengthening their marketing and brand plans.</p> <p>We do that using a range of quantitative and qualitative methodologies, including gamer segmentation and persona development, feature testing, message creation, and loyalty and engagement modeling. The work of our senior leadership goes back many years, and includes long-term engagements for console and gaming-PC hardware-makers, individual games in a range of genres, and across consoles, PCs, and mobile, and for some of the top game franchises.</p>	<p>Player Personas</p> <p>Kinrate Analytics website</p> <p>Kinrate Analytics offers game developers, consultants, publishers, and cloud gaming operators the best cross-platform game recommendation engine for targeted marketing, as well as a novel profiling-as-a-service solution for intelligent market segmentation and social networking.</p> <p>Other services include advanced market prediction analyses for identifying emergent gaming trends, and access to unique AI-enhanced data of 140 thousand game titles and 48 million game players.</p> <p>The products of Kinrate Analytics have been developed in university-led research projects in collaboration of economists, psychologists, game scholars, and data scientists.</p>	<p>Mobile App Store Intelligence</p> <p>Sensor Tower website</p> <p>Sensor Tower is relied upon by financial analysts, VCs, and publishers who need to leverage data to identify the fastest growing apps, emerging markets, and more.</p> <p>Clients harness Sensor Tower’s suite of app intelligence tools to...</p> <ul style="list-style-type: none">▸ Evaluate app economies and app vitality▸ Drive organic growth with the leading App Store Optimization platform▸ Get the best global download and revenue estimates for the App Store and Google Play▸ Discover top creatives and better shape user acquisition strategy



L&G SLOTS PERSONAS

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.

“Remember, Nike sells a commodity. They sell shoes. And yet when you think of Nike, you feel something different than a shoe company. In their ads, they don’t ever talk about their products. They don’t ever tell you about their air soles and why they’re better than Reebok’s air soles. What does Nike do? They honor great athletes and they honor great athletics. That’s who they are, that’s what they are about.”

– Steve Jobs

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