LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations
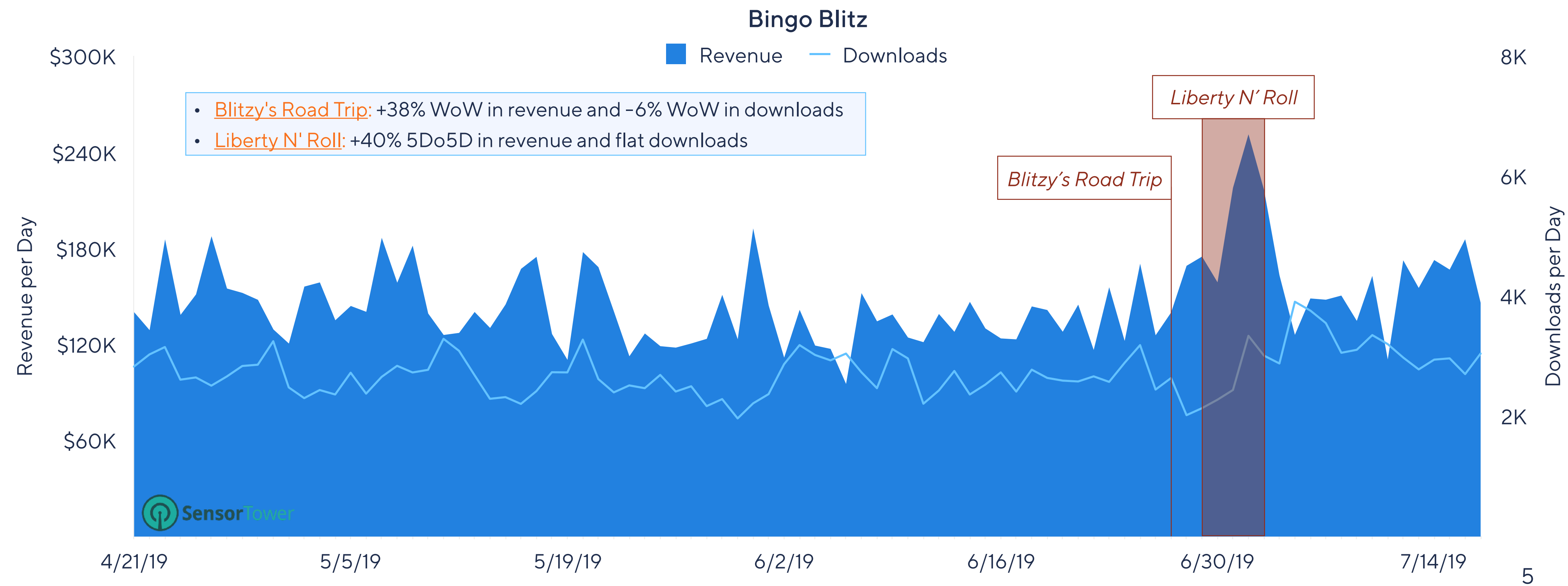
TABLE OF CONTENTS

JULY

2019

REVENUE DRIVERS

SIMPLIFIED SLOTS MACHINES

Blitzy's Road Trip & *Liberty N' Roll* in Bingo Blitz

IMPACT ANALYSIS

Revenue started to increase after the release of a Bingo Room with a slots machine bonus. Then, revenue spiked after the Mini-Game Event (*Liberty N' Roll*) went live. The U.S. holiday likely contributed to the revenue growth, but a similar trend also occurred in the U.K.

Bingo Blitz

■ Revenue — Downloads

- Blitzy's Road Trip: +38% WoW in revenue and –6% WoW in downloads
- Liberty N' Roll: +40% 5Do5D in revenue and flat downloads

Liberty N' Roll

Blitzy's Road Trip

Revenue per Day: $300K, $240K, $180K, $120K, $60K

Downloads per Day: 8K, 6K, 4K, 2K

4/21/19   5/5/19   5/19/19   6/2/19   6/16/19   6/30/19   7/14/19
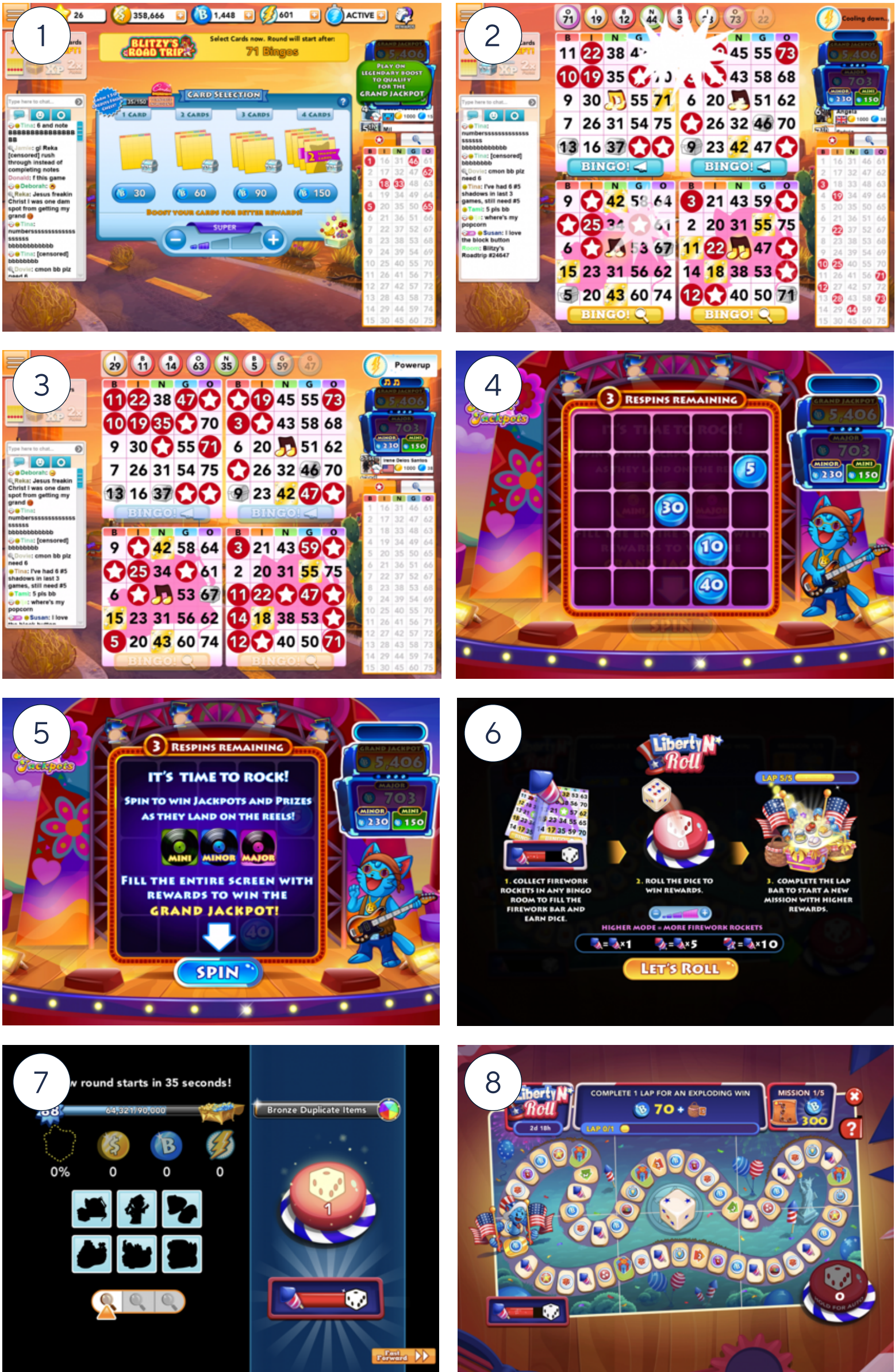
SensorTower

5

FEATURE TEARDOWN

In the new Bingo Room, players daub any space to earn respins in a slots machine. During the Mini-Game Event, players daub specific spaces to progress along a board game.

Blitzy's Road Trip Details

- A mini slots machine was added to the Bingo Room (video).
- The number of Bingo cards played and Boosts added to those cards determine the number and value of the machine's jackpots (1).
- During play, a *Musical Note* on each card fills with every space daubed on that card (2).
- Filling a *Note* adds two *guaranteed prizes* to the machine's reels (3 and 4).
- After the Bingo round, players enter the machine.
- Every time a prize lands on the reels, the respins reset to three (video).
- Players can win Boosts, Collection items, coins, and jackpots.
- Filling all the slots awards the *Grand Jackpot* (5).
- Landing three spins in a row without a prize ends the respins.

Liberty N' Roll Details

- During Bingo play, players daub *Rocket* spaces to fill a meter (6).
- Once filled, players roll a dice to progress along a board (7).
- The tiles on the board determine the player's prize (8).
- Players win additional prizes for looping the board 1 and 5 times.

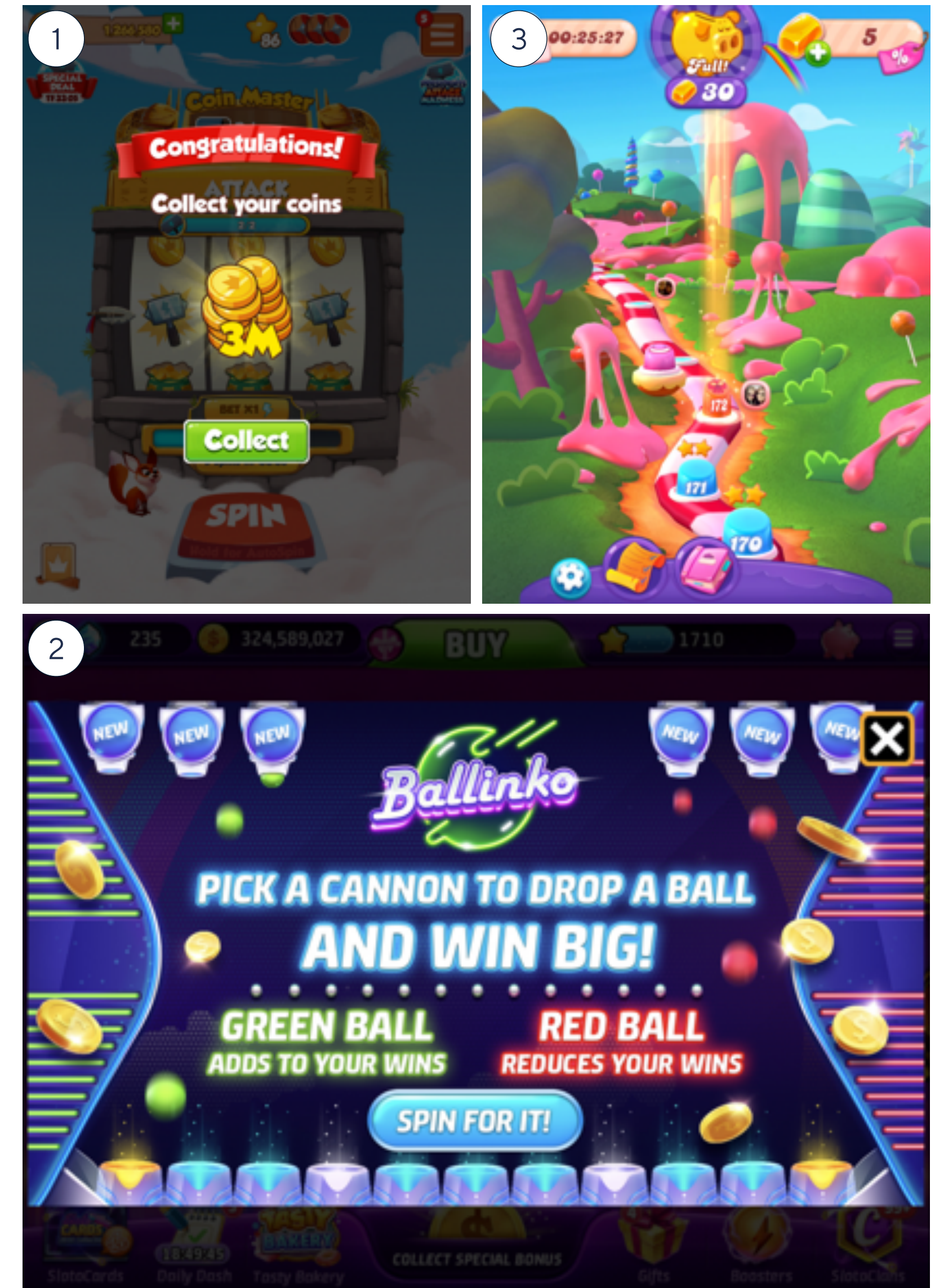| How to Watch Videos and Find More Screenshots |
|---|
| Go to the Blitzy's Road Trip and Liberty N' Roll Libraries in the Feature Database |

DESIGN INSIGHTS

Adding simple slots machines to high engagement areas can create significant value, as demonstrated by the success of *Blitzy's Road Trip* (Bingo Room) and Coin Master (app). Make sure that Mini-Game Events are prioritized correctly in your Product Roadmap.

Product Recommendations

- Adjust the complexity of the slots machine bonus to the slots knowledge of your players. Relative to Coin Master, Bingo Blitz's audience is *more knowledgeable* about slots. Therefore, Bingo Blitz's machine is *more complex* with respins (Coin Master's is a single-line machine). More intricate slots machines are often more engaging and replayable (see image 1 and the Coin Master Deconstruct).

- Use the main level progression as a challenge system for Mini-Game Event plays. In Candy Crush Friends Saga, the Challenge Event The Big Bubblegum Debacle helped increase revenue by +23% WoW. In the Event, players progressed along the main levels to play each Event level (see image 3 and the July 2019 Puzzle Report).

- Add Mini-Game Events to your Events Calendar during high engagement periods. All the top grossing Playtika slots apps released a Mini-Game Event during the 4th of July: Caesars Slots released Columbus Strike, House of Fun Board Trip, and Slotomania Ballinko (2).
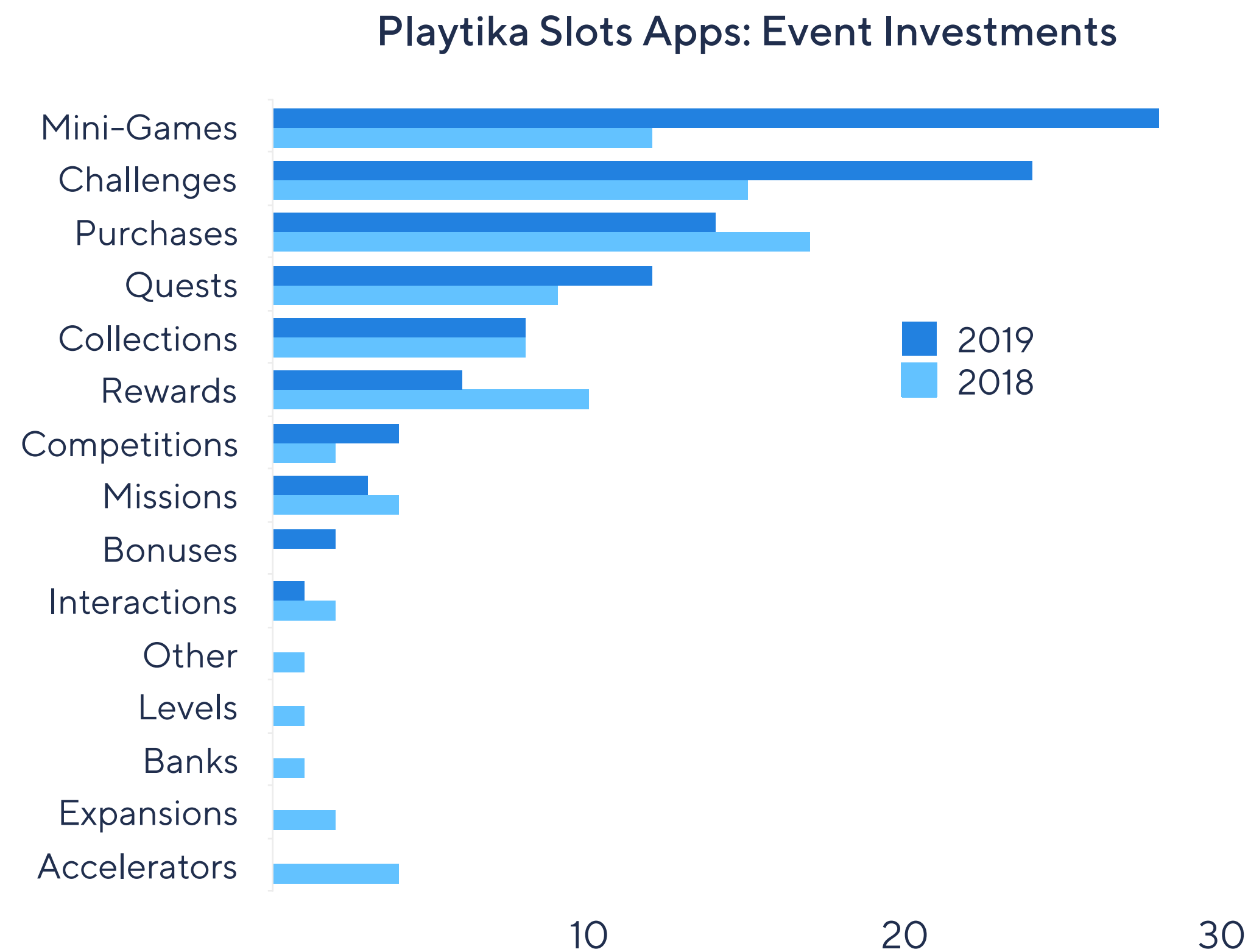
Player Insights

- Mini-Games are powerful mechanics because they excite Money Mikes, who are usually disinterested in Features and Events. Money Mikes are motivated primarily by *Profit* and the least influenced by Features and Events. They play for the sensation of making money and getting rich ... so they enjoy Features and Events with gambling mechanics, like Mini-Games (e.g. Scratcher Cards).
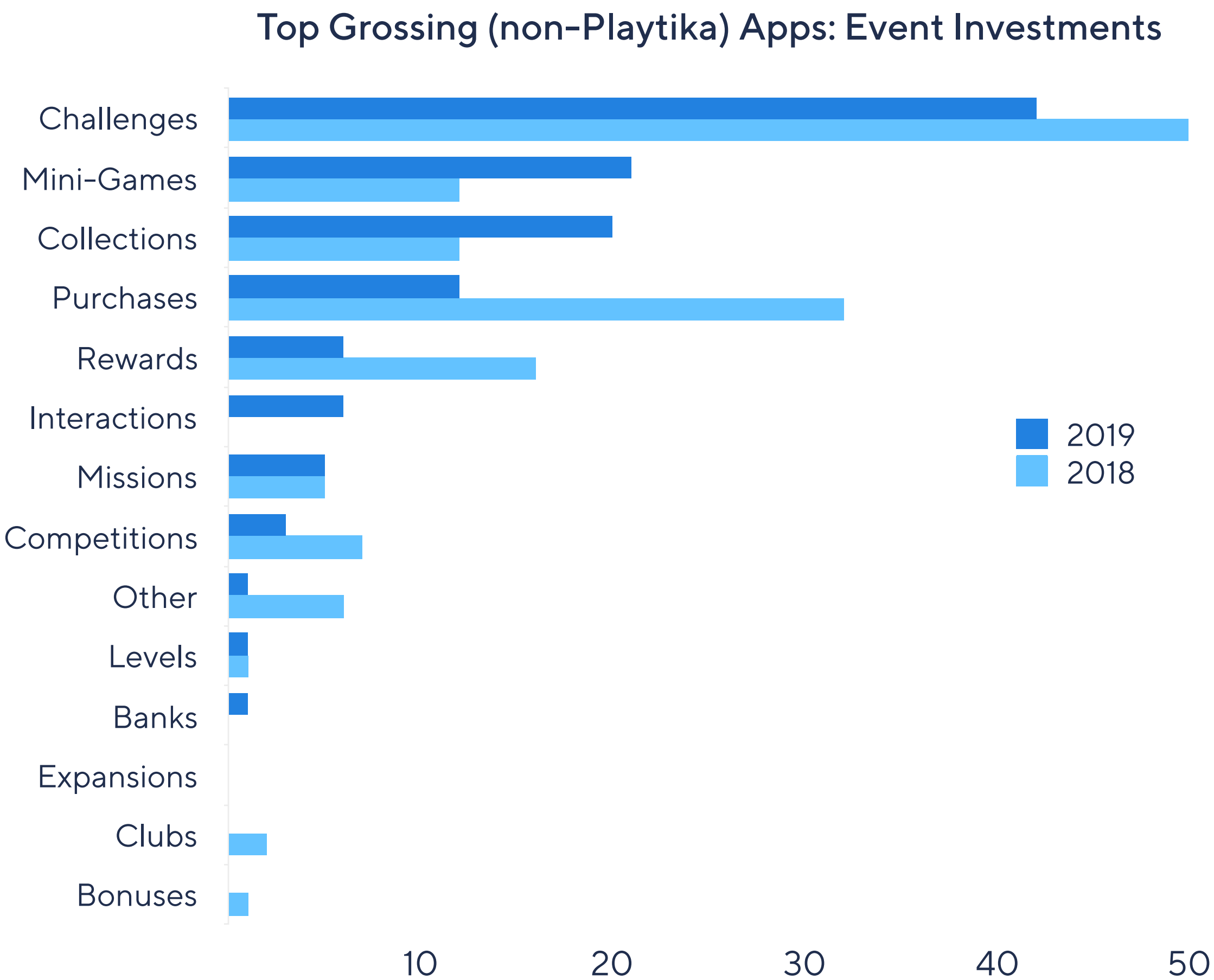
INVESTMENT DATA

- **Playtika slots apps are investing heavily in Mini-Game (27%), Challenge (24%), and Purchase (14%) Events.** Slotomania, Bingo Blitz, House of Fun, and Caesars Slots released 28 new Mini-Game Events in 2019. This is *already* a 2.3x increase in Mini-Game Events YoY.

- **Mini-Game Events is also the top Events investment for Bingo Blitz in 2019,** with four new Mini-Game Events released this year (data not shown).

- **Non-Playtika top-15 grossing slots apps invest more in Challenge (35%) and Collection (17%) Events.** Mini-Game Events (18%) are up 1.8x YoY.

Playtika Slots Apps: Event Investments

Top Grossing (non-Playtika) Apps: Event Investments
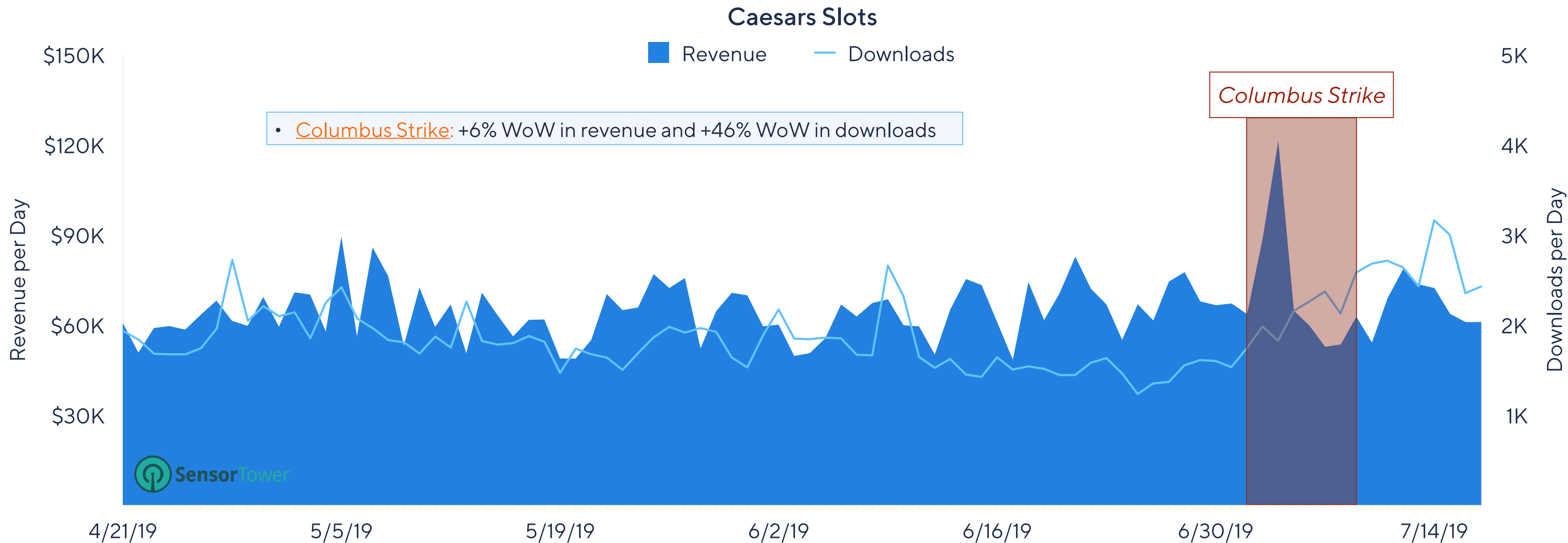
NEW INNOVATIONS

BOOST & TIMER MECHANICS

Columbus Strike in Caesars Slots

IMPACT ANALYSIS

After removing the holiday sale spike, revenue in Caesars Slots is flat during the release of the Quest Event *Columbus Strike.* The Event is innovative as it includes both Boost and Timer mechanics ... two of the most valuable mechanics in all of mobile gaming that are barely monetized in Casino.

Caesars Slots

- Columbus Strike: +6% WoW in revenue and +46% WoW in downloads

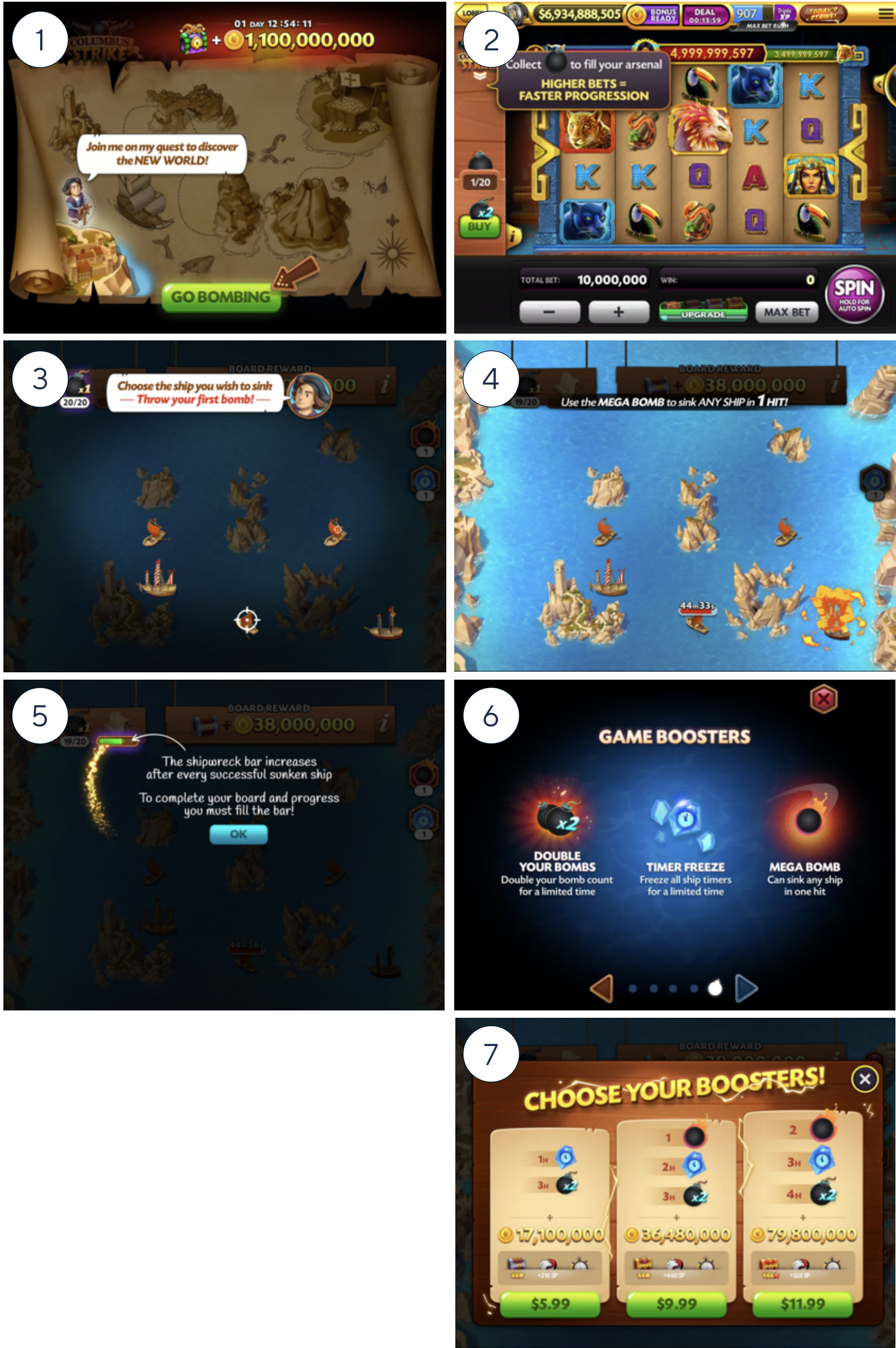Headline and graph data is iOS U.S. only

11

FEATURE TEARDOWN

On the Quest Event's board, a countdown timer starts on each *Ship* when players hit the *Ship* with a *Bomb.* Players must then try to sink the *Ship* in time. To complete the Quest, players can use several different Boosts.

Feature Details

- Upon app entry, a promo video introduces the Event (1 and video).
- Players start with 20 *Bombs* and acquire more by making purchases and playing machines (2).
- On a map-like board, players hit *Ships* with *Bombs* (3).
- The first *Bomb* on each *Ship* activates a 45 minute timer.
- Players must then try to sink the *Ship* using *Bombs* and Boosts (4).
- Sinking enough *Ships* completes the board and advances players to the next board (5).
- To progress faster, players can use Boosts (6):
  - *Double Bombs:* Double the *Bomb* count for a limited time.
  - *Timer Freeze:* Freezes all timers for a limited time.
  - *Mega Bomb:* Sinks any *Ship* in one hit.
- Players can purchase coins and Boost bundles (7).

How to Watch Videos and Find More Screenshots
Go to the Columbus Strike Library in the Feature Database

DESIGN INSIGHTS

The next big revenue mechanic in Casino will come from a non-Casino app. Boost mechanics are establishing new revenue channels for Casino apps ... and timers have the potential to be the next ARPU shifting mechanic.

Product Recommendations

- Make Boosts applicable to all current and upcoming Events ... but with usage limits.
  - Angry Birds 2 saw a +27% 2Wo2W increase in revenue after the release of a Boost Event titled Extra Birds (players use *Birds* and their *Abilities* to complete levels). The *Extra Birds* were available for a number of hours when awake, and unavailable when asleep (see image 1 and the Timed Accelerators Wiki).
  - In Guns of Glory (RPG app), players can spend gold to unlock additional *Builders* for two days, allowing players to upgrade and build two *Buildings* simultaneously (see the Builders Library).
- Add Boosts to *VIP Purchases* and other IAP packages. In Empires & Puzzles, purchasing a *VIP Pass* awards 30 days of bonuses *and* a Boost (a second *Base Builder*). The *Base Builder* allows players to upgrade and build up to two *Buildings* simultaneously (see the VIP Pass Library).
- Layer progression systems onto successful Mini-Game Events to create Temp-Features. Events are released for a few days, Temp-Features are released for a week to two months, and Features are released permanently. House of Fun saw a +32% increase in revenue for the 10-week period of the Temp-Feature *HoF Legends 3* (see image 2 and the HoF Legends Content Releases Wiki).
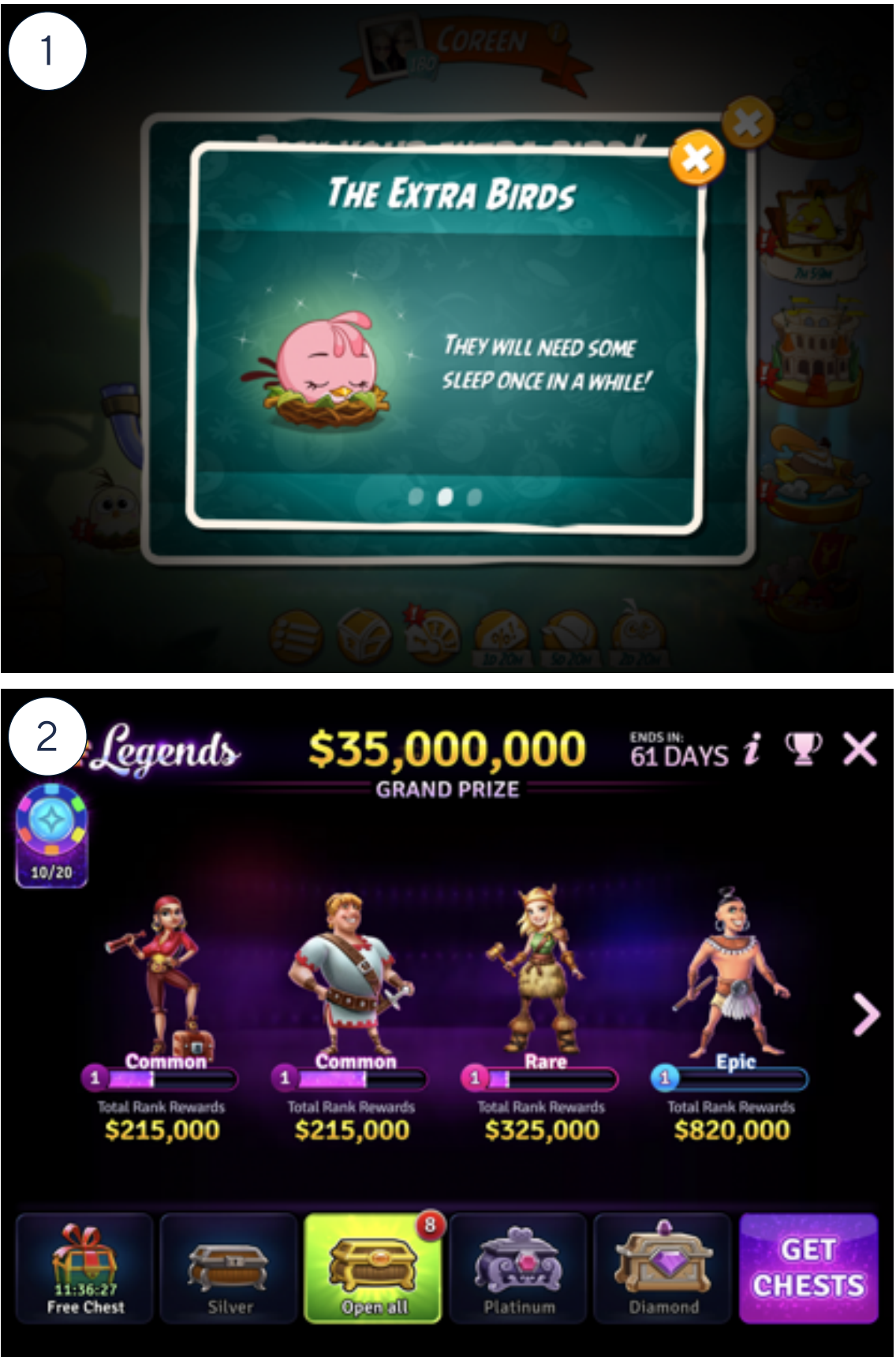
Player Insights

- Money Mike player types also enjoy Boosts and VIP Rewards (in addition to Mini-Games). They are not interested in social features for their lack of value. In slots machines, they like multipliers and respins.

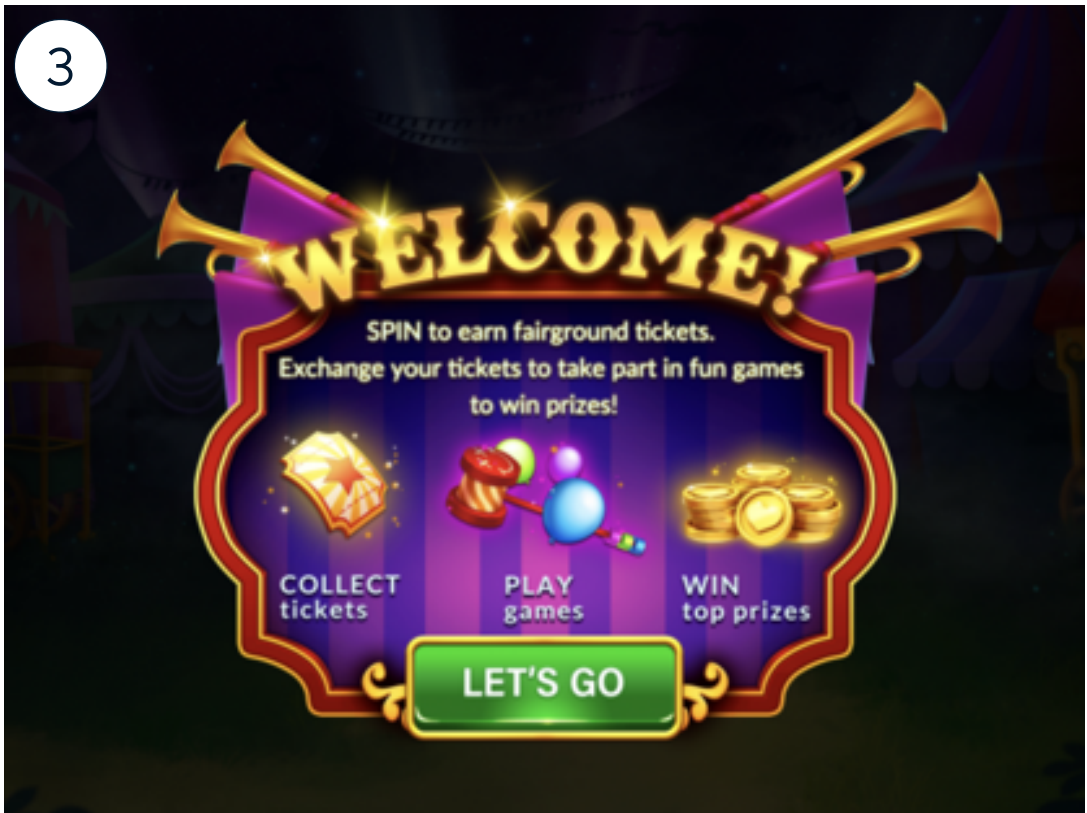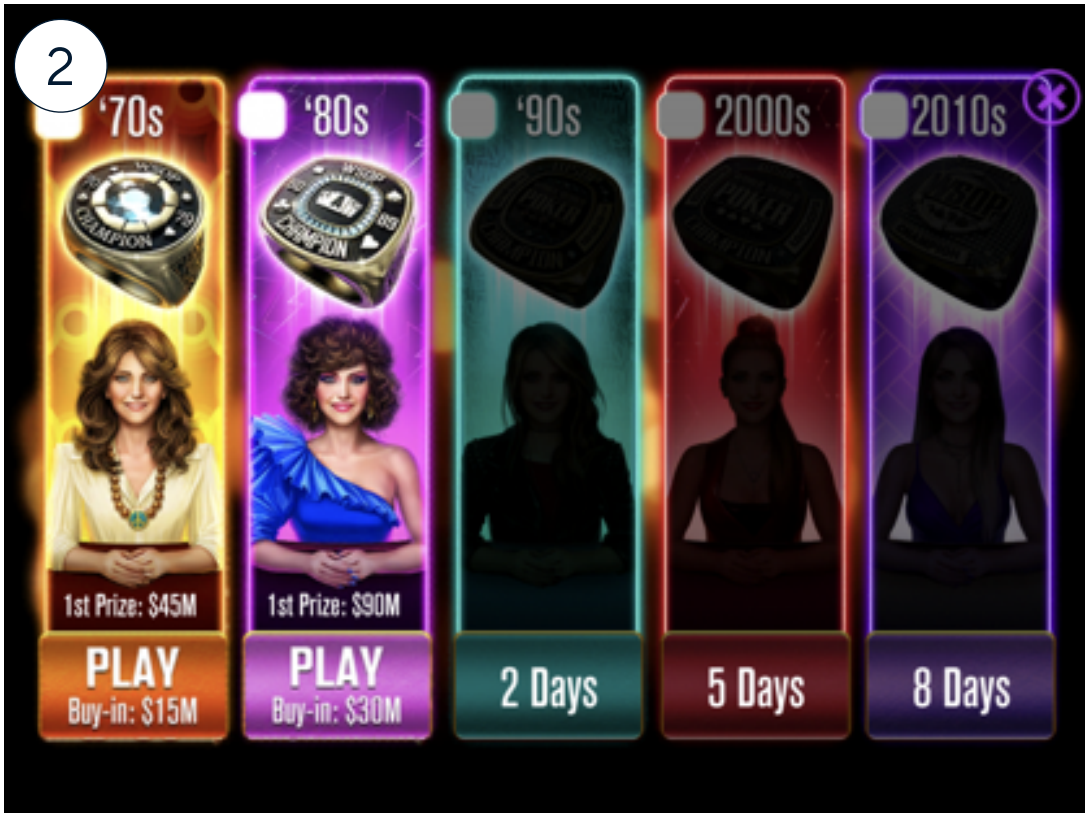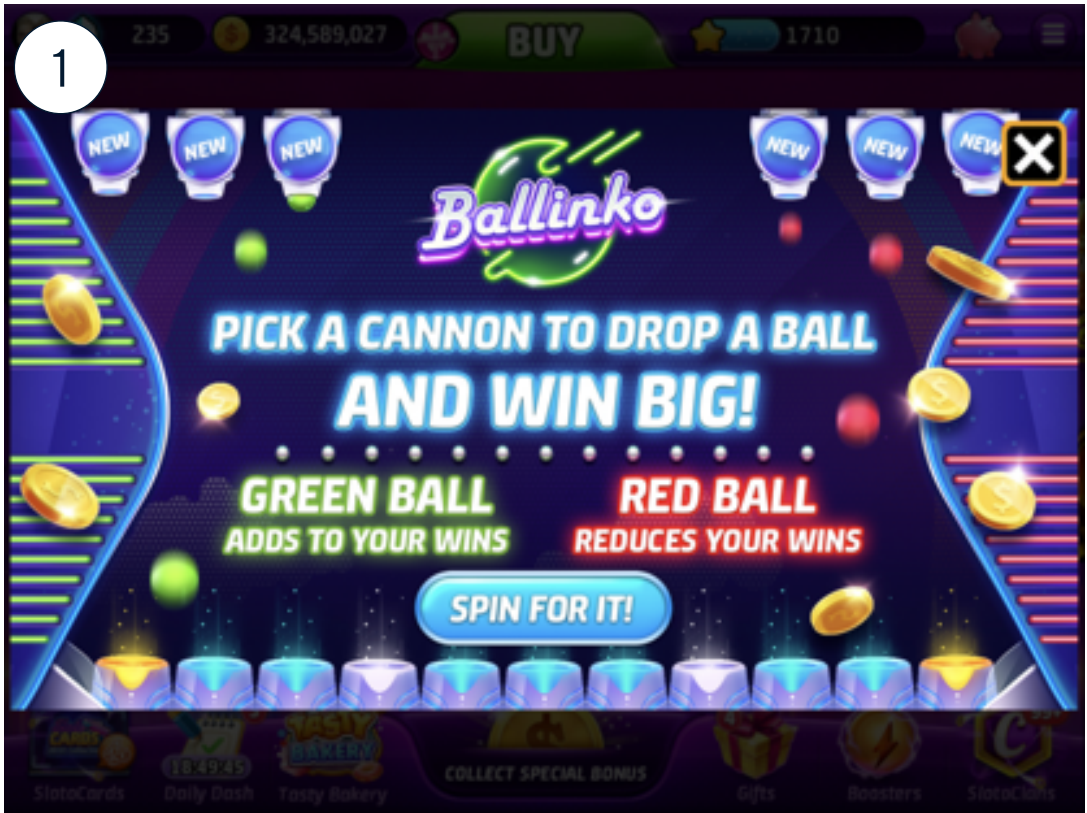| Gain Insights from Top Grossing RPG Apps |
| --- |
| Email me for more information about the upcoming RPG Report |

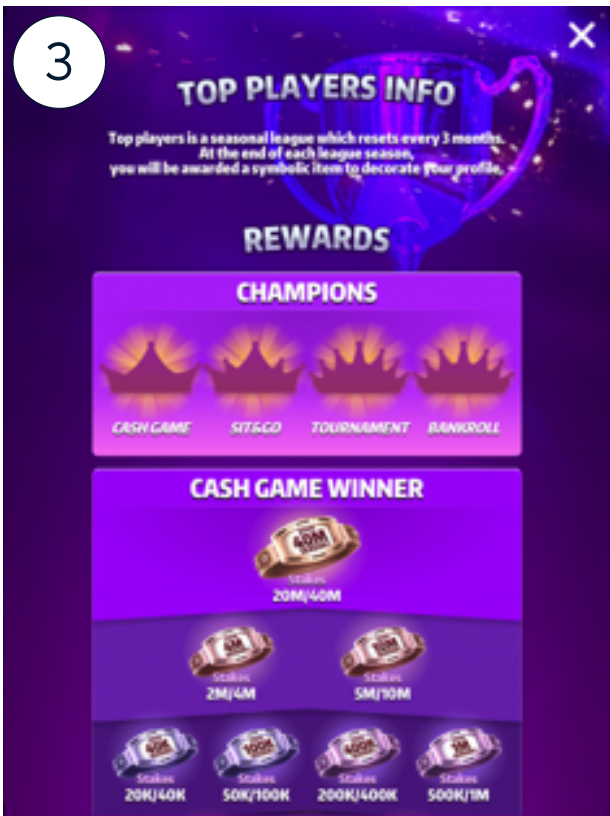# MARKET WATCH

6/15/19 – 7/14/19

NOTABLE RELEASES I

App	Library	Description
Slotomania	Ballinko	• In a randomly-triggered Challenge, players have one hour to reach a specific level to earn a play of the Mini-Game. • In the Pachinko style Mini-Game, *Green* balls add and *Red* balls subtract value (1).
	Tasty Bakery	• Players collect *Ingredients* to bake *Dishes* by spinning machines, making purchases, and completing special Challenges. • The number and rarity of *Ingredients* rewarded increase as players progress.
House of Fun	HOF Voyage	• Spinning machines and making purchases awards *Suitcases* to fill *City* meters. • When a meter is full, a pick'em Mini-Game is triggered. • The goal of the Mini-Game is to find the *City Photo* and earn a jackpot. • Collecting all *City Photos* awards a *Grand Prize*.
WSOP	WSOP 50th Anniversary Event	• In celebration of the WSOP Tournament's 50th anniversary, 5 special decade-themed Tournament Rooms unlocked every three days (2).
Heart of Vegas	Roll Up Roll Up	• Players spin machines to earn tickets to play the three *Fairground* games (3).

15

NOTABLE RELEASES II

App	Library	Description
Caesars Slots	Lucky Scratch	• Coin bundles with *Lucky Scratch Cards* award multipliers and a *Joker Chest* for Legends of the 4 Kingdoms Collection items (1).
POP! Slots	4th of July Madness	• Spinning in Kong 8th Wonder of the World machine fills a progress bar. • When filled, players play a pick'em Mini-Game to find the *Grand Firework*. • If the *Firework* is a dud, players can use the three gifted *Extra Chance* tickets to try again. • Collecting 8 *Grand Fireworks* awards a *Mystery Prize*.
Cash Frenzy	Repeat Win Plus	• Purchasing an Event-specific coin bundle activates the *Repeat Win Plus*. • If players *Win Big* during the Event, players win their highest free games & bonus win from the day.
Lotsa Slots	Bingo Bonanza	• Spinning machines fill a *Bingo Bar*. When full, the *Bar* awards two Bingo balls. • Completing a Bingo awards coins and unlocks the next Bingo card (with a larger award and sometimes Lucky Stamps). • A Bingo Boost Bundle was offered during the Event (2).
Mega Hit Poker	Top Players	• This 3-month long seasonal League is separated into four tiers. • Tier winners earn bracelets and an item to decorate their profile (3).

How to Review All the Features and Events Released
Use the Data Tool and filter on Casino in the Feature Database

16

APPENDIX

CASINO MECHANICS TAXONOMY

Mechanic	Definitions
Accelerators	Increases the power, impact, or efficiency of play
Banks	Saves a % of spend that can be unlocked later
Bonuses	Free bonuses given to players often with time intervals
Challenges	Players must play, complete, and win
Clubs	A group of players accomplishing goals or competing with other groups
Collections	A set of items players collect (often for a completion prize)
Competitions	Players competing against other players
Cosmetics	Improvements or updates to the game or a Feature
Currencies	Changes to currencies, economies, stores, and items
Expansions	Additional Rooms, Worlds, play modes, VIP Lounges, etc.
Flows	Specific flows, like the new user, ratings, and surveys

Mechanic	Definitions
Interactions	Any social feature with direct or indirect interaction
Leaderboards	Stand-alone leaderboards
Levels	Anything to do with leveling
Mini-Games	Smaller, shorter games within the app (e.g. Scratcher Cards)
Missions	A linear set of tasks that players must accomplish
Notices	Feature or product announcements
Other	Miscellaneous Features and outliers
Profiles	Related to a player's setup, profile, settings, and controls
Purchases	Anything to do with spending money on items in the app
Quests	Completing tasks to progress along a map or map-like mechanic
Rewards	Any reward players receive for engagement or spend (other than in the bonuses family)

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
Market Research	**Player Personas**	**Mobile App Store Intelligence**

Quadrant Strategies website

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.

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.

Kinrate Analytics website

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.

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.

The products of Kinrate Analytics have been developed in university-led research projects in collaboration of economists, psychologists, game scholars, and data scientists.

Sensor Tower website

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.

Clients harness Sensor Tower's suite of app intelligence tools to...

‣ 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.

"There's just one thing that's permanent in this world and that's change."

– Henry Ford

LiquidandGrit.com

Brett.Nowak@LiquidandGrit.com