Liquid&Grit

Casino Report

Competitive Research and Actionable Product Recommendations

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NOVEMBER

2019

REVENUE DRIVERS
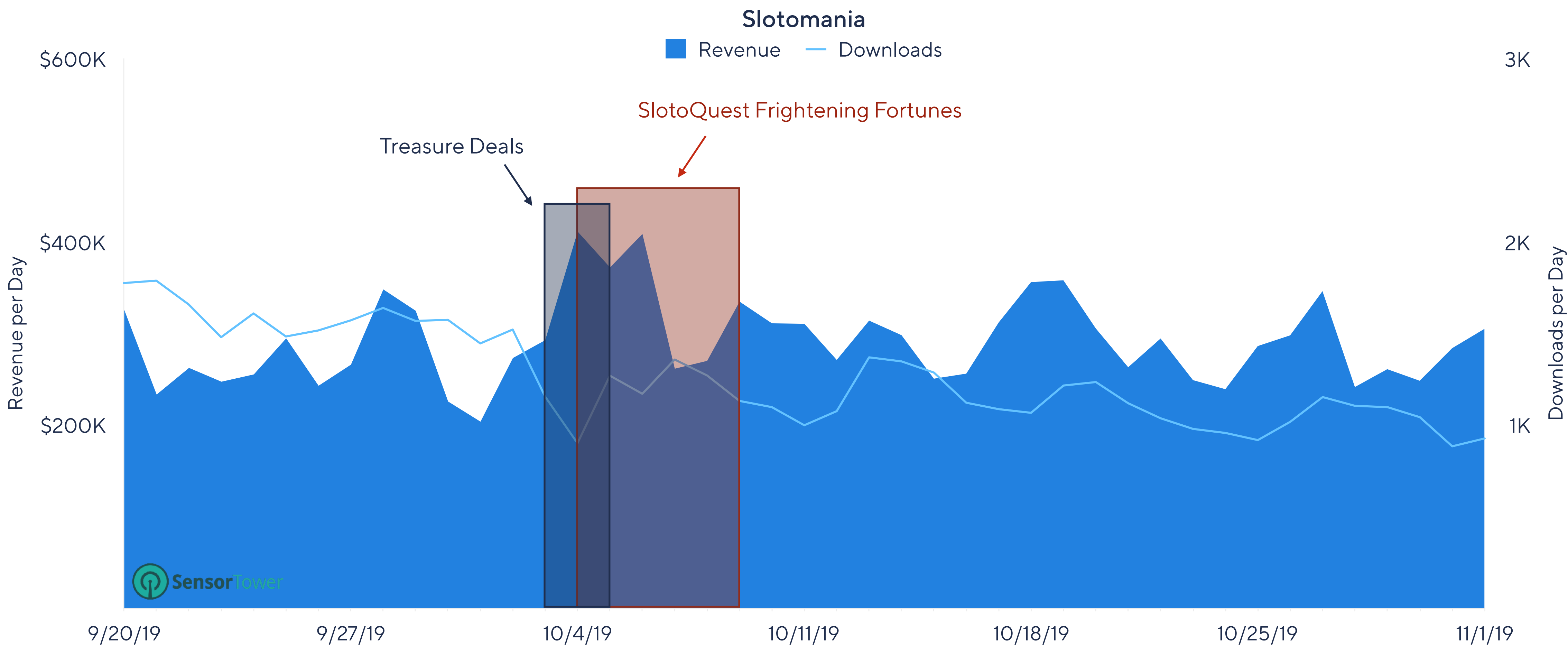
SALES CALENDAR BUNDLES

Deals, Sales, and SlotoQuests in *Slotomania*

REVENUE ANALYSIS

During multiple sales and a SlotoQuest event, revenue was +25% WoW and downloads -24% WoW.

Slotomania
Revenue — Downloads

Treasure Deals

SlotoQuest Frightening Fortunes

Revenue per Day: $600K, $400K, $200K

Downloads per Day: 3K, 2K, 1K

9/20/19 9/27/19 10/4/19 10/11/19 10/18/19 10/25/19 11/1/19

Graph data is iOS U.S. only
WoW = week over week

5

EVENTS CALENDAR

This calendar shows the release schedule for the SlotoQuest Frightening Fortunes event and the associated series of sale events.

W 10/2	T 10/3	F 10/4	S 10/5	S 10/6	M 10/7	T 10/8	W 10/9	T 10/10
		SlotoQuest Frightening Fortunes						
	Treasure Deals							
		Gem Sales						
			Bewitching Sales					
				Lucky Spin				

Releases

7/22–present: SlotoCards: Majestic Album collection feature

9/30–10/2: Sloto Tales Red's Temple Chase mini-game event

9/30–10/2: Upgraded Wheel Offer purchase event

10/1: Version update

10/1: $4.99 Lucky Spin moved +1 to #8

10/1–10/2: Ruby Raid accelerator event (FB)

10/1–10/6: Puzzle Chamber Extra Pick accelerator event (FB)

10/2: Version update

10/2: Spin Sesame content release

10/3: Ali Baba's Jackpot challenge challenge event (FB)

10/3–10/4: Treasure Deals purchase event
   • 9/5–9/6: 1st Treasure Deals event (FB)

10/4–10/9: SlotoQuest Frightening Fortunes quest event

10/4: Gem Sales purchase event (FB)

10/5: Bewitching Sales purchase & accelerator event (FB)

10/6: Lucky Spin (FB, now includes Puzzle SlotoCards)

FEATURE TEARDOWN

The set of sale events gives players a series of IAP options to boost their progression before and during the SlotoQuest event.

SlotoQuest Frightening Fortunes (10/4–10/9)
- Players complete challenges to progress along a series of quest maps (1 and 2).
- Each map awards a coin prize and collectible cards for the Majestic Album event (3).
- A boost that doubles challenge progression for five minutes can be purchased with gems (4).
- See the SlotoQuest Frightening Fortunes Library for more images and videos.

Treasure Deals (10/3–10/4)
- This sale offers progressively larger coin packages for $2.99 each.
- Players must purchase packages in sequence to unlock larger packages (5 and video).
- See the Treasure Deals Library.

Gem Sales (10/4)
- All packages in the gem store come with 20% more gems.
- Gem packages include machine-specific boosts (6).
- See the Gem Sales Library.

Bewitching Sales (10/5)
- Coin store packages offer extra coins and double the store bonus (Facebook).

Lucky Spin (10/6)
- After a purchase, players can spend the cost of the purchase to spin a mini-stepper slot machine.
- Spins can multiply the original purchase value by up to 10x.
- This is a reskin of the original Lucky Spin release.
- See the Lucky Spin and Tasty Lucky Spin Libraries.
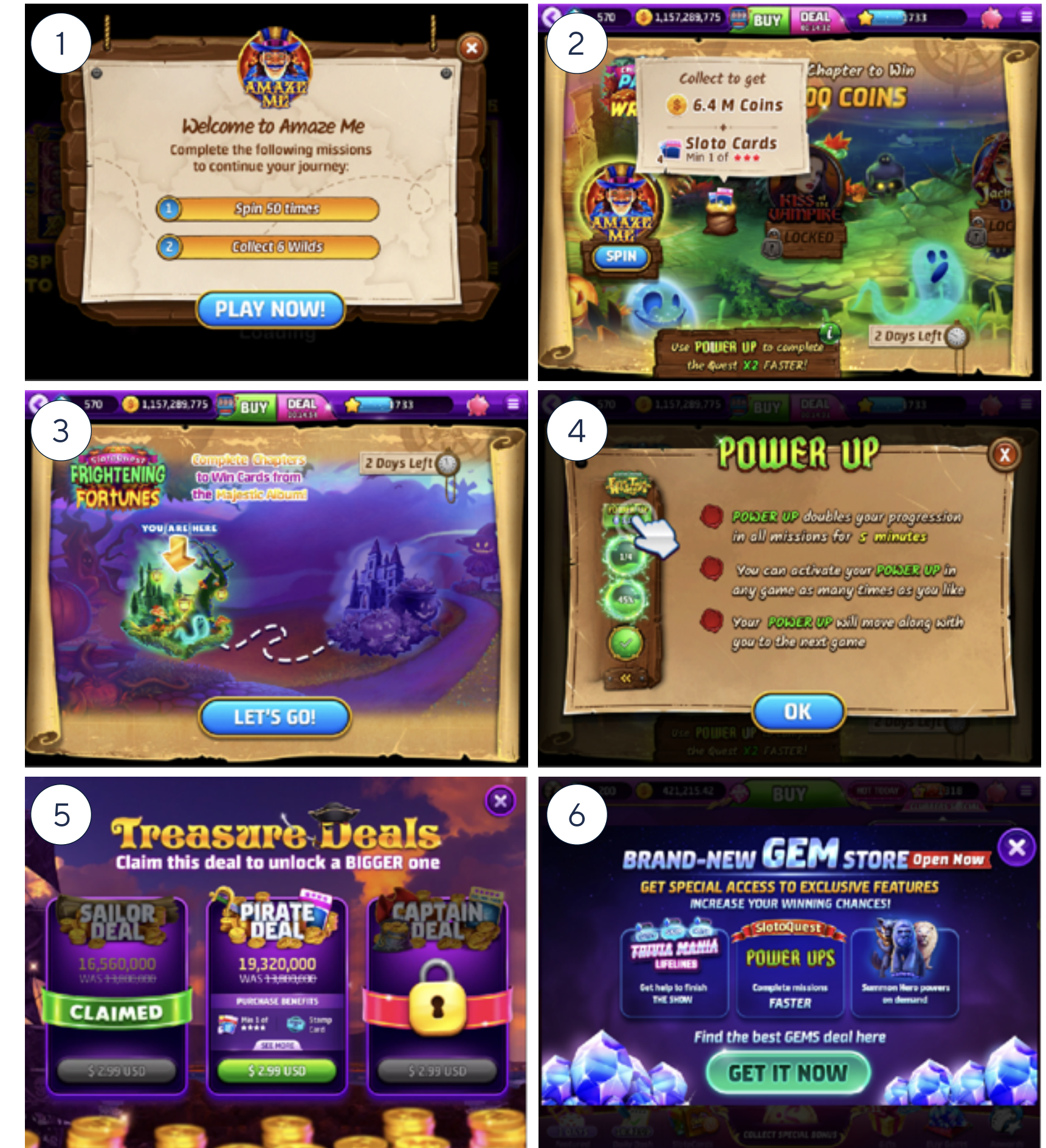
PRODUCT INSIGHTS

Design week-long event calendars with a coin-sinking event and a series of sales that are designed to widen the payer funnel and drive whale revenue.
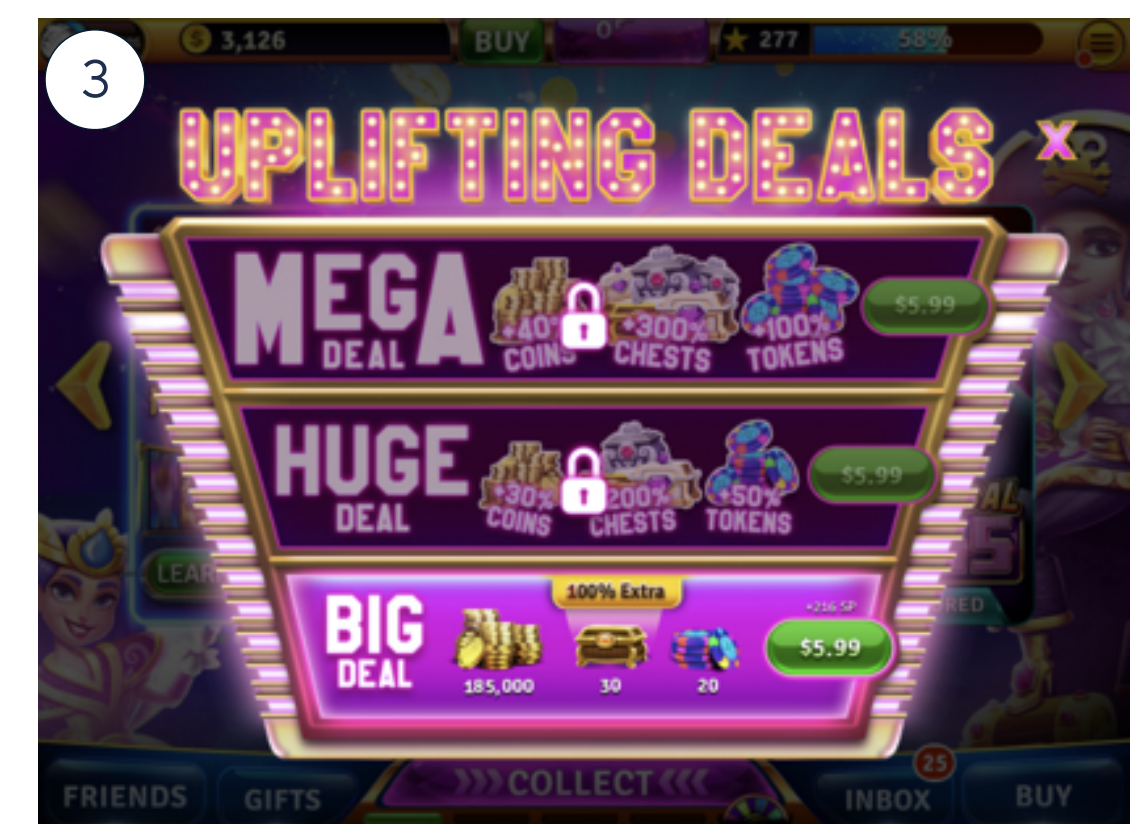
Increase Payers

- **Push more players to the buy page with a boosted bonus.** During the Bewitching Sales in *Slotomania*, the buy page bonus was doubled (1).
- **Offer a free starter package and a completion award to encourage players to make all the purchases.** The desire to accomplish a goal is highest at the beginning and end of the goal progression, according to one study (source). *Fishdom*'s Grand Sales event offers players three IAP packages. The first is free. Players receive an exclusive decoration for claiming all three. This event increased revenue by 29% WoW (2 and Impact Purchases Wiki).
- **Run A/B tests to determine whether to show or hide the details of locked deals.** *House of Fun*'s Uplifting Deals shows locked deal values from the start (3). In *Slotomania*'s Treasure Deals, only the first package's details are shown.

Boost Revenue per Payer

- **Transition from conversion to revenue tactics as the week of events progresses.** Over the course of the SlotoQuest event, *Slotomania* moved from a conversion sale (Treasure Deals) to a secondary currency sale (Gem Sales), then to a primacy currency sale (Bewitching Sales), and finally to a post-purchase sweetener event (Lucky Spin).
- **Give players bonuses for hitting total purchase milestones during the week.** Design a total spend meter to award both payers who convert multiple times and players who make larger purchases (3 and Total Spend Meters Wiki). Cashback Extravaganza, which launched a spend meter, drove a 32% WoW bump in revenue for *Mega Hit Poker*.

Increase Weekly Engagement

- **Get creative when building analytics on the impact of week-long event calendars.** More complex calendar events are a new frontier for game teams. Get comfortable making decisions based on less-than-perfect data (e.g., comparing revenue from entirely different weeks).
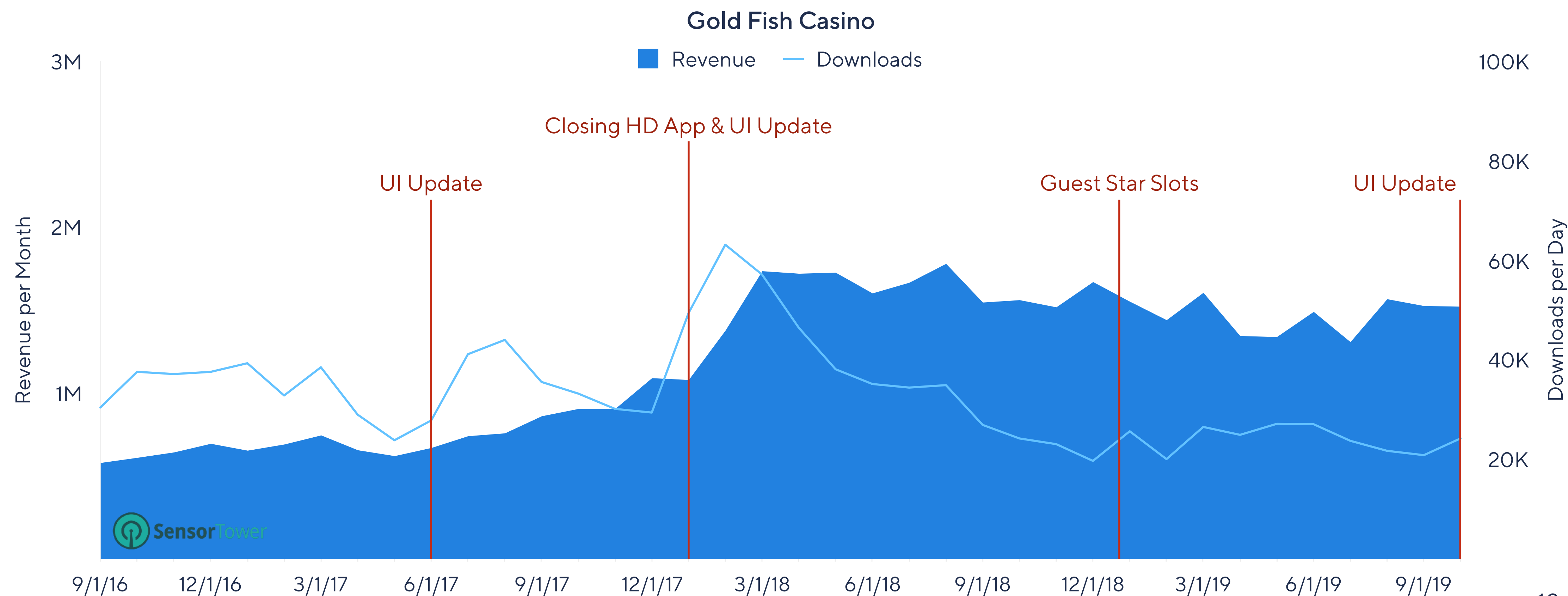
FEATURED SLOT MACHINES

UI Updates in *Gold Fish Casino*

REVENUE ANALYSIS

Since June 2017, *Gold Fish Casino* has released lobby redesigns and features that help showcase certain machines. At the end of 2017, revenue more than doubled due to combining the HD and non-HD versions of *Gold Fish Casino.*

Gold Fish Casino

■ Revenue — Downloads

Graph data is iOS U.S. only.

FEATURE TEARDOWN I

A new lobby UI uses extra-large cards to highlight new machines, featured machines, and Guest Star Slots. This update increases the number of limited-time content previews and unlockable machines.

Details

- On entry, pop-up cards highlight a featured machine, Guest Star Slots, and sales (1, 2, and 3).
- Two machines appear every day as Guest Star Slots for 24 hours.
  - Some guest machines are new, while others have previously appeared in the lobby.
- The lobby shows the newest machine and the two Guest Star Slots in the first, second, and third positions (4).
- The new machine card floats in the same position as players browse the lobby (5).
- A Featured Slot section shows four limited-time machines (6).
- This update removes the longtime unlockable Ruby Slots feature.
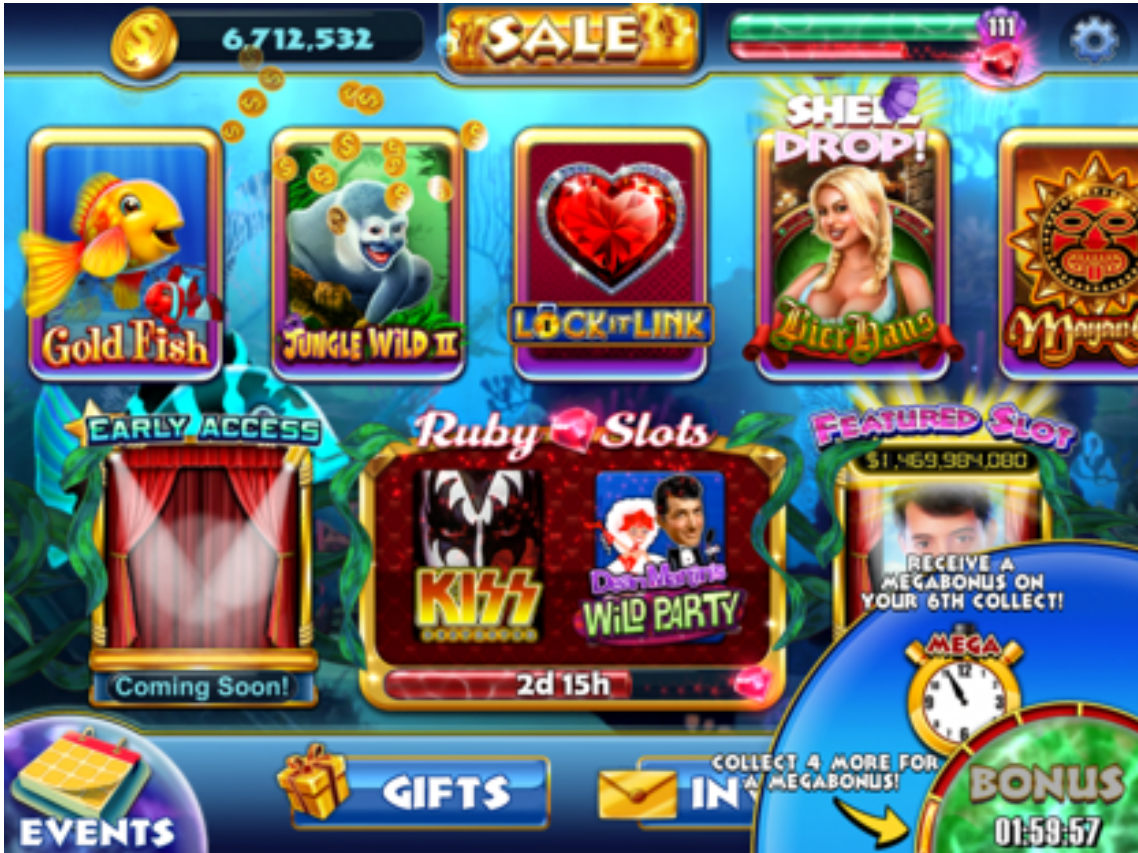
Additional Information

- Libraries to review for more images and videos:
  - UI Update 06 2017
  - UI Update 01 2018
  - Guest Star Slots 01 2019
  - UI Update 10 2019

Feature Teardown II
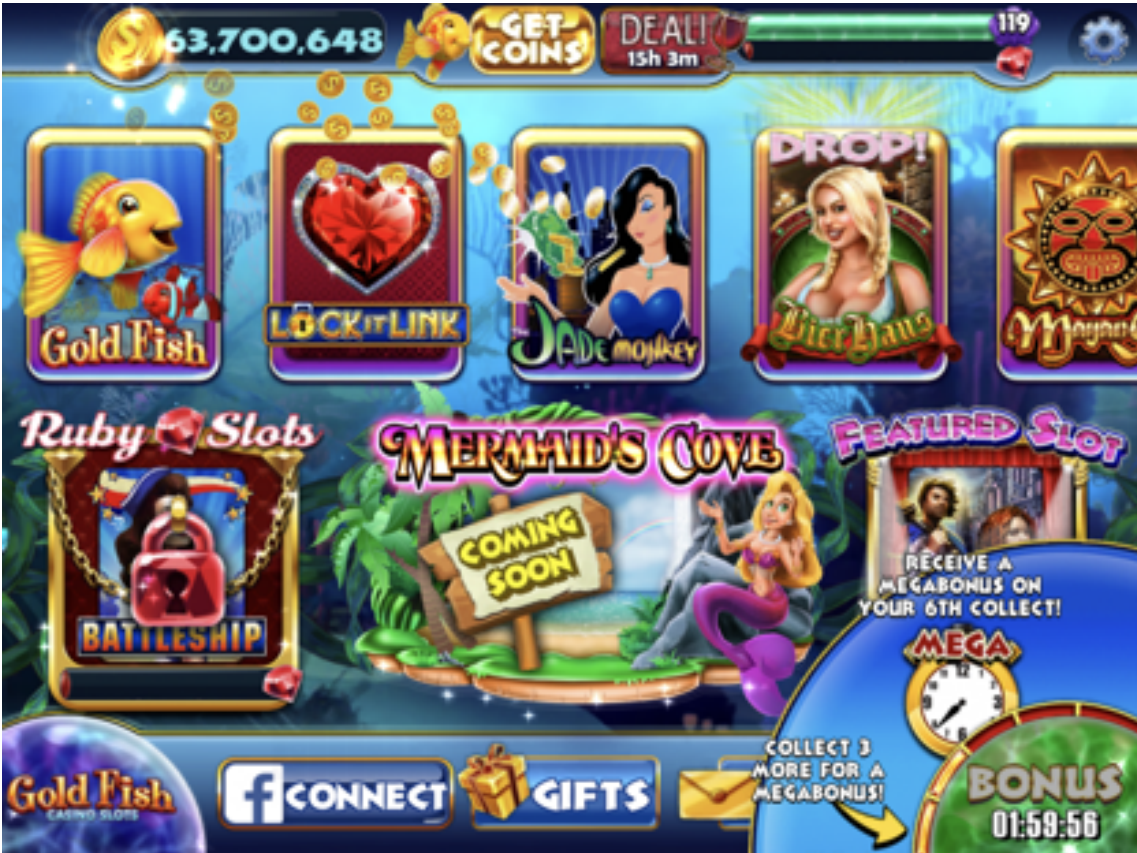
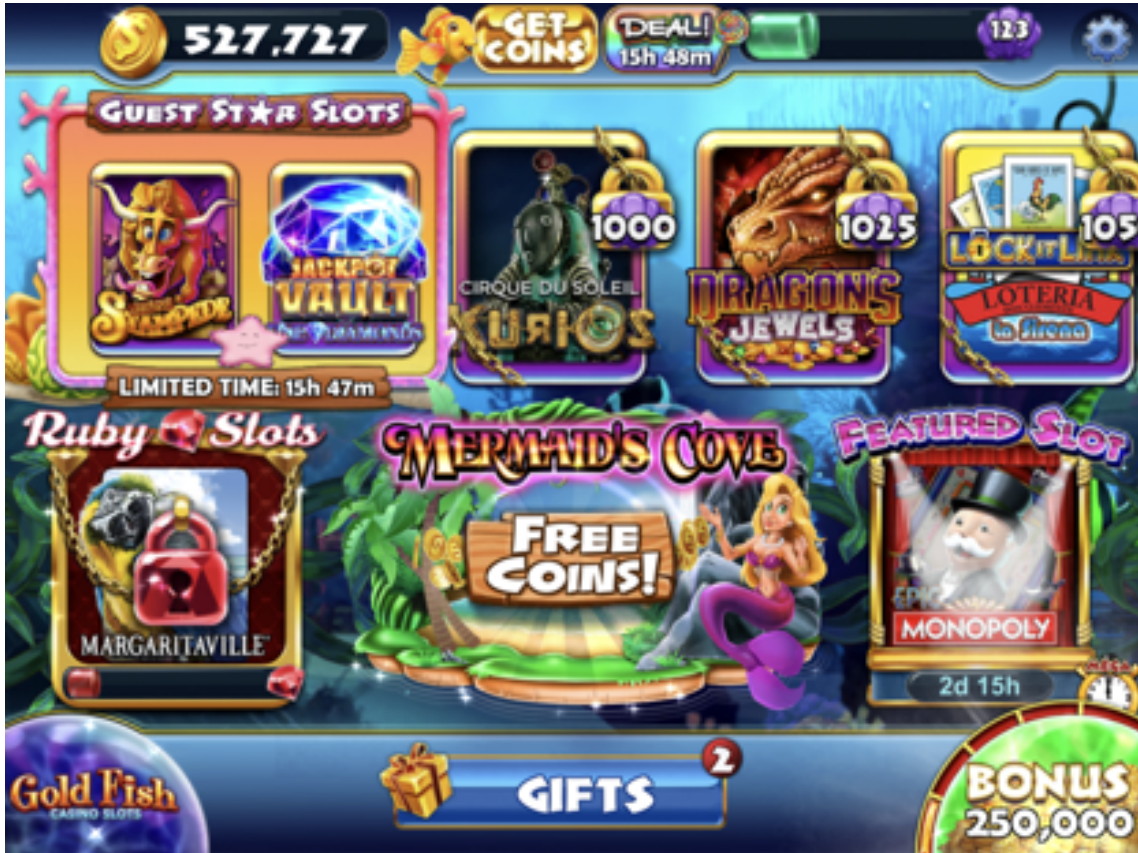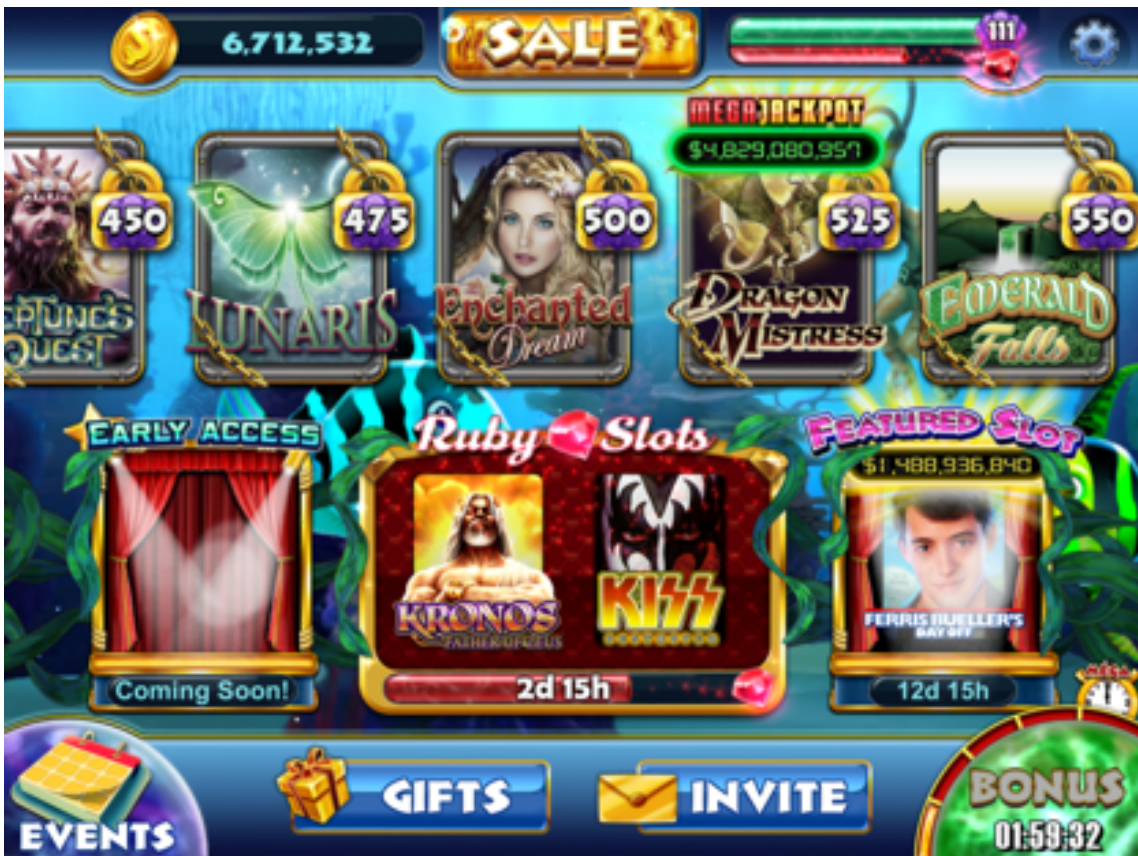Comparing lobby changes and feature updates in *Gold Fish Casino.*

UI Update June 2017   **UI Update January 2018**   **Guest Star Slots January 2019**   **UI Update October 2019**

PRODUCT INSIGHTS

Offer nostalgic lobby themes to reduce player's resistance to spending. Then, increase early retention numbers with better aesthetics and more UI settings.

Increase Spending

- **Consider offering nostalgic lobby themes, such as decade-inspired designs.** People are more willing to spend money when they feel nostalgic, because positive memories and feelings of connectedness make money seem less important ... according to one study (source). Similarly, remakes of classic, animated movies have capitalized on viewers' nostalgia to gross more than $5.3 billion worldwide since 2010 (source). For an example of decade-inspired designs, review *Slotomania*'s 69 Fun slot machine (1 and Calendar Collections & Progression Wiki).

- **Use sneak peaks of new content as challenge rewards.** *Cashman Casino* awarded a 1-hour pass of the Tiger Lanterns machine on 7/9 to players who completed a spin-to-unlock challenge (2). The machine was later released to all players on 10/3. Revenue was +8% WoW after the 1-hour release and +27% WoW after the full release.

Improve Early Retention

- **Use better aesthetics to increased perceived usability.** Making a product more appealing will give players the impression that the product's usability has improved, even if there is no change to the usability (source, p. 7).

Grow Long-Term Revenue

- **Good aesthetic, UI, and usability design can increase long-term profits.** Corporations that prioritize design outperformed their competition by 221% across the S&P 500 (source).

- **Offer left-handed UI layouts that switch important buttons to more accessible areas for left-handers.** High-interaction buttons should always be placed in the easiest area for thumbs to reach. Ten percent of players are left-handed—so add a setting to switch between right- and left-handed UIs with mirrored layouts (3 and source).

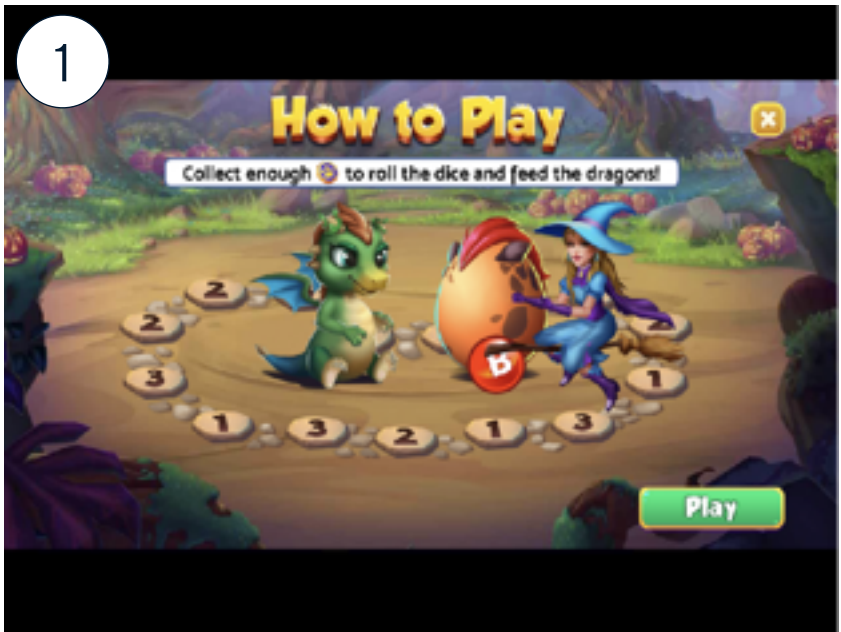# MARKET WATCH

Notable Releases I

App	Library	Description
Bingo Bash	Age of Dragons collection event	• Players collect tokens from bingo cards to fill a meter. • Filling the meter grants players a dice roll to advance on a game board. • Each space on the board awards a different amount of dragon food. • Feeding dragons causes them to hatch and grow (1 and video).
Bingo Pop	Jungle Quest purchase event	• Collecting lightning bolt symbols from bingo cards fills a meter. • Filling the meter triggers a mini-stepper slot machine. • Players can purchase extra mini-stepper spins. • If dice land, players roll dice to advance across a board toward a bonus prize (2).
Cash Frenzy	Words Game collection feature	• Letter tags randomly appear on Amazing Stamps. • Players use tagged stamps to form words on a scrabble board (3). • Each word awards a coin prize. • Collecting all the stamps awards a final prize.
Cashman Casino	Cashman Studios collection feature	• Players collect chests from base play or through purchases. • Chests award items for different sets. • Completing a set gives a coin reward (4). • Completing all sets unlocks a final reward.

Notable Releases II

App	Library	Description
Game of Thrones Slots	Highgarden Club reward feature	• This club grants access to exclusive machines, increased daily wheel bonuses, and a daily cash back feature (1). • Players must complete tasks to earn enough coins for one day of club membership. • At launch, players were given two free days of access to the club.
Gold Fish	High Limit Room expansion feature	• This premium slots room has a higher minimum bet and exclusive machines. • All Mermaid's Cove event machines moved to the High Limit Room at the end of the event (2).
House of Fun	Hive of Fun mini-game event	• Filling a meter during play awards one move for the bonus mini-game. • The mini-game begins by having players choose a starting point on a prize board. • Players spin an arrow to move one space in the direction of the arrow (3 and video). • Moving off the board ends the mini-game.
POP! Slots	Mini Pops Collection collection event	• Filling a meter during play triggers a spin on a mini-stepper machine. • Spins award gems, chips, or a respin. • Gems can be spent to purchase and upgrade custom design elements for five mini-rooms (4). • Players can purchase Super Spins on the stepper machine for a chance to win more gems.

Notable Releases III

App	Library	Description
Scatter Slots	Scatter Tower Tree of Life collection event	• Players collect chests by spinning, making purchases, and claiming bonuses. • Chests award runes that are used to power up characters (1 and video). • Powering up all characters for a stage grants a reward and advances players to the next stage.
Slotomania	Tasty Bar collection feature	• Players create and name their own bars. • Spins during base play randomly award ingredients for drink recipes. • Each completed drink awards a prize (2). • Finishing all drinks for a level grants an additional prize and advances players to the next level.
WSOP	Halloween Hunt competition event	• Players win tournaments to earn candies. • Collecting candies unlocks three different rings (3). • Unlocking all rings awards an event bracelet and 100M bonus chips.
	Champions Circuit competition feature	• These single-round tournaments come with a new ring collection. • Players unlock the first ring after four tournament wins (4).

Quickly review all features and machines
• Filter the Library Tool by month and year to see all new releases.

APPENDIX

Liquid and Grit Slots Personas

Participants from the U.K. and U.S. (N=1,299) were surveyed about their mobile gaming use. The data produced five personas with distinct patterns of game choices, slots preferences, and playing habits.

	Demographics				
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Size	21%	22%	27%	19%	11%
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 represent the relative value of each category compared to other player personas.

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.

Sensor Tower	Kinrate Analytics	Quadrant Strategies
Mobile App Store Intelligence	**Player Personas**	**Market Research**
Sensor Tower website	Kinrate Analytics website	Quadrant Strategies website

Sensor Tower

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.

Kinrate Analytics

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.

Quadrant Strategies

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.

CASINO MECHANICS TAXONOMY

Family	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	Goal-oriented tasks for players to complete
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 flow, ratings, and surveys

Family	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., scratch cards)
Missions	A linear set of tasks that players must accomplish
Notices	Feature or product announcements
Other	Miscellaneous features and outliers
Profiles	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)

"Logic will get you from A to B. Imagination will take you everywhere."

— Albert Einstein

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