



LIQUID AND GRIT

Social Casino Product Report

Competitive research and actionable product recommendations

TABLE OF CONTENTS

- 4** **NEW INNOVATIONS**
 - Referral Programs
 - Difficulty Options
 - Boosts
 - Crop Mechanics
 - Retention Polish
- 11** **LIVE OPS**
 - Top Monthly Event Recommendations
 - Jackpot Challenge – POP! Slots
- 14** **MARKET WATCH**
 - Slots Notable Features
 - Bingo & Poker Notable Features
 - Club Tournament Brackets – Big Fish Casino
 - Thundering Cash – myVEGAS Slots
- 20** **ECONOMY TEARDOWN**
 - Xtreme Slots
- 28** **APPENDIX**
 - Data Collection Process

MARCH

2017

INTRODUCTION



“If you decide that you’re going to do only the things you know are going to work, you’re going to leave a lot of opportunity on the table.” - Jeff Bezos

A strong roadmap is like a strong financial portfolio; investments must include both high risk, high potential and low risk, low potential assets.

The New Innovations section recommends features with higher potential value, including the *Referral Program* released by Wizard of Oz. This new technique drives valuable viral installs. Other New Innovations include Slotomania’s *Difficulty Options* on a new *SlotoQuest*, Caesars Slots’ improvements to *Boosts*, and Bingo Pop’s *Crop Mechanics*.

For more predictable features, the Market Watch section examines mechanics more thoroughly vetted by other games, like Big Fish Casino’s *Club Tournament Brackets*, an add-on to clubs, and myVEGAS Slots’ *Thunder Cash*, a collection mechanic.

Our Economy Teardown this month looks at Xtreme Slots. This game has sustained a top 50 grossing social casino rank and entered into the top 40 grossing in the past 12 months.

Build in a few riskier, high payout features, while maintaining your predictable mechanics.

All the best,

Brett Nowak
Editor-in-Chief

NEW INNOVATIONS

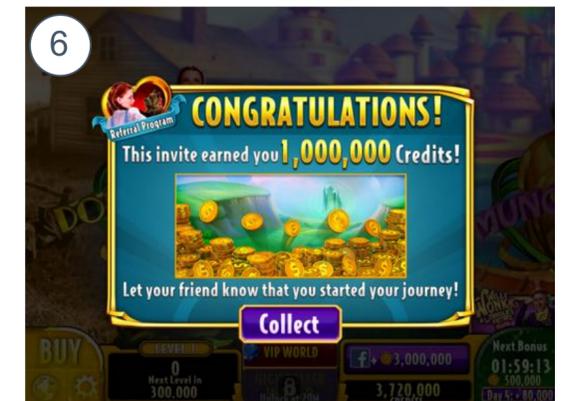
NEW INNOVATIONS

Feature	KPIs	Recommendations
REFERRAL PROGRAMS	<ul style="list-style-type: none">• Drive installs• Increase DAU	<ul style="list-style-type: none">• Expand the use of referrals• Wizard Of Oz's new <i>Referral Program</i> greatly rewards players for inviting new and lower-level players
DIFFICULTY OPTIONS	<ul style="list-style-type: none">• Increase engagement	<ul style="list-style-type: none">• Let players adjust game play• Slotomania's <i>The Choice Is Yours</i> lets players choose difficulty levels and rewards in a new <i>SlotoQuest</i>
BOOSTS	<ul style="list-style-type: none">• Convert light payers	<ul style="list-style-type: none">• Provide more short-term rewards for purchases• Caesars Slots' <i>Boost Destiny</i> and <i>Boost Mode</i> add premium benefits to purchasing players for 48 hours
CROP MECHANICS	<ul style="list-style-type: none">• Improve retention	<ul style="list-style-type: none">• Explore time-based mechanics• Bingo Pop introduces <i>Bingo Farm</i> with <i>Farm Bucks</i>, a new feature giving players an additional way to earn coins and cherries
RETENTION POLISH	<ul style="list-style-type: none">• Improve retention	<ul style="list-style-type: none">• Give players cash back on coins spent• Promote progressive jackpots• Allow players to vote on the next content release

REFERRAL PROGRAMS

Expand the use of referrals. Wizard Of Oz's new *Referral Program* greatly rewards players for inviting new and lower-level players

- A new, purple heart *Referral Program* icon is visible in the lobby (image 1).
- The *Referral Program Center* provides an invite code to share with new players or players under level 20 (image 2).
- \$1.00 worth of coins is awarded to the referring player for every level up their referral accomplishes above level ten. \$50.00 worth of coins is awarded to the referring player for every VIP level up a referral accomplishes (image 3).
- The 'Share Code' button gives players options to share their code (image 4).
- On the receiving side, when the *Referral Program* icon is selected by players below level 20, a dialogue box appears with a place for a code to be entered (image 5).
- Once a valid code is entered, players are awarded \$1.00 worth of coins for accepting the invite and may start referring other players after reaching level 20 (image 6).
- When referral credits are available to collect, a coin symbol appears on the *Referral Program* icon (image 7).
- In this example, two referrals leveled up and one raised their VIP level (image 8).



DIFFICULTY OPTIONS

Let players adjust game play. Slotomania's *The Choice Is Yours* lets players choose difficulty levels and rewards in a new *SlotoQuest*

- A new *SlotoQuest* is introduced upon app-entry (image 1).
- Players have three options: Easy, Medium and Hard (image 2).
- Once the difficulty is selected, the quest must be completed before selecting another level (image 3).
- In 'Easy' mode of the *LadyLuck SlotoQuest*, players complete various challenges within five different machines for a total award of \$15.00 worth of coins (image 4).
- In 'Medium' mode, players complete the same challenges with increased difficulty. Completing the 'Medium' quest increased total awards to \$68.00 worth of coins (image 5).
- The increase of *SlotoQuest* difficulty between 'Easy' and 'Medium' was 176%, while the increase to prizes was 256%.
- The 'Hard' mode increased difficulty and also added *Slotocards* to every prize checkpoint. Completing the *SlotoQuest* on 'Hard' awarded a total of \$187.00 worth of coins (image 6).
- The 'Hard' *SlotoQuest* difficulty increased 73% over the 'Medium' with increased prizes by 136%.



BOOSTS

Provide more short-term rewards for purchases. Caesars Slots' *Boost Destiny* and *Boost Mode* add premium benefits to purchasing players for 48 hours

- The loading screen introduces *Boost Destiny* (image 1).
- Upon app-load, a dialogue box explains the benefits of *Boost Mode*, a component of *Boost Destiny*. Benefits include x2 purchases, x2 level up rewards, x2 daily bonuses, and x2 *Legacy Bonuses* (image 2).
- A *Boost Mode* button is found in the coin store. Enabling *Boost Mode* increases coin packages by x2, but costs an additional \$2.00 per package (image 3).
- Once *Boost Mode* is purchased, a timer is visible in the coin store and any additional purchases extend the timer by 48 hours (image 4).
- Clicking the 'Boost Me' button gives players the option of enabling *Boost Mode* for an additional \$1.99 (image 5).
- *Boost Mode* may also be purchased when a level up notification appears (image 6).
- A new coin bonus was added to the store. A 'Bonus Ready' button may be collected while playing a machine (image 7).
- Numerous *Boost Mode* related live ops were launched. In this example, purchasing the feature gives players x20 level up bonuses for levels ending in 0 (image 8).



CROP MECHANICS

Explore time-based mechanics. Bingo Pop introduces *Bingo Farm* with *Farm Bucks*, a new feature giving players an additional way to earn coins and cherries

- *Bingo Farm* dialogue appears upon app-entry (image 1).
- Certain bingo rooms in the lobby display a *Farm Bucks* icon. A *Bingo Farm* button is visible at the top of the screen (image 2).
- Players may earn *Farm Bucks* daubing spaces during bingo play (image 3).
- Clicking the *Farm Bucks* icon opens a screen with eight spots for 'planting' and a fill meter at the top of the page (image 4).
- After clicking a 'grow spot,' players see a list of available crops with costs, rewards, and time-to-grow (image 5).
- Players may use *Farm Bucks* to speed up the crops timer to earn additional coins/cherries (image 6).
- As players collect crops, they are awarded coins/cherries and points that fill the meter. Points for collected crops are based on the *Farm Bucks* cost (image 7).
- As the meter fills, players unlock additional crops to grow (image 8).



RETENTION POLISH

Give players cash back on coins spent. Promote progressive jackpots. Allow players to vote on the next content release

- **Give players a cash back bonus ‘tomorrow’ based on chips spent ‘today’:** In Heart of Vegas, players receive back a percentage of the chips they spent the previous day. There is a cash back cap based on level (images 1 and 2).
- **Boost progressive jackpots. Unlock all progressive machines, combine and reorder progressives, and create progressive levels:** Slotomania’s *Power Jackpot* combines the progressive jackpots from multiple machines to produce a *Power* and *Royal Jackpot* (image 3). Further, all progressive jackpot machines are unlocked and placed at the front of the lobby (image 4). Progressive jackpot levels were added.
- **Allow players to influence the next live ops event:** In Slotomania’s *Vote Now*, players determine the next machine by voting in *Game Mania* (image 5). Votes are collected using Survey Monkey.
- **Give players a jackpot after multiple purchases:** In VIP Deluxe Slots, players receive an *Offer Jackpot* when they buy the same discounted purchase three times within the time limit (image 6).
- **Double down on rich video content:** Caesars Slots adds video marketing to their live ops event *Free Double XP*. Go to Liquidandgrit.com/category/resources to watch the video.



LIVE OPS

2/15/17 – 3/14/17

LIVE OPS

Add momentum boosts to purchases. Make progressives eligible at lower bets. Add jackpot bingo games to the end of each round

- **Add momentum boosts for desirable items:** In WSOP, players seek bracelets. These are earned by winning cash games and completing collections. To monetize off of this desire, WSOP adds boosts to their buy page packages (image 1).
- **Market the dollar value of chips won:** In myVEGAS Slots, the *Aquarius Odyssey* event boasts, “5 lucky winners will receive \$1,000 worth of chips” (image 2).
- **Add jackpot bingo games to the end of each bingo round to incentivize card purchases:** In Bingo Bash’s *Jackpot Bingo*, players receive jackpot bingo balls for every card purchased. At the end of the round, the jackpot balls are called. Jackpot balls remain throughout the rounds (images 3 and 4).
- **Lower bet amounts for progressives during events:** POP! Slots’ *Rainbow 7’s Fever* event allows players to bet a lower amount for progressive jackpots (image 5).
- **Show players how lucky they are to receive an item:** In Scatter Slots’ *2nd Anniversary Event*, players are told how special their prize is, “...you are among x% of players who got so many!” (image 6).



JACKPOT CHALLENGE

POP! Slots' *Jackpot 9s Challenge* uses social features and a collection mechanic to unlock spins on a jackpot machine

- At app-entry, a dialogue box introduces *Jackpot 9s Challenge* with a chance to win \$6,653 worth of chips (image 1).
- A social feature of sharing and collecting balloons during play is used to complete the challenge (image 2).
- Popping balloons awards players with chips, XP points, loyalty points, and gems for the *Jackpot 9s* machine (image 3).
- There are five different *Jackpot 9s* machines based on bet amount. To be eligible for a spin on the *Grand Machine*, players must bet \$4.00 worth of chips (image 4).
- Collecting all the gems for any of the *Jackpot 9s* machines awards players one spin (image 5).
- When triggered, a single line machine appears (image 6).
- If a '9' lands on a reel, the next gold reel will spin. The feature ends when a number other than '9' lands on the reels. Players are paid the final amount displayed on the reels (image 7).
- If a player has available *Boosts*, one will automatically be used to extend the feature and respin the last reel. If a '9' appears, the machine continues to spin (image 8).



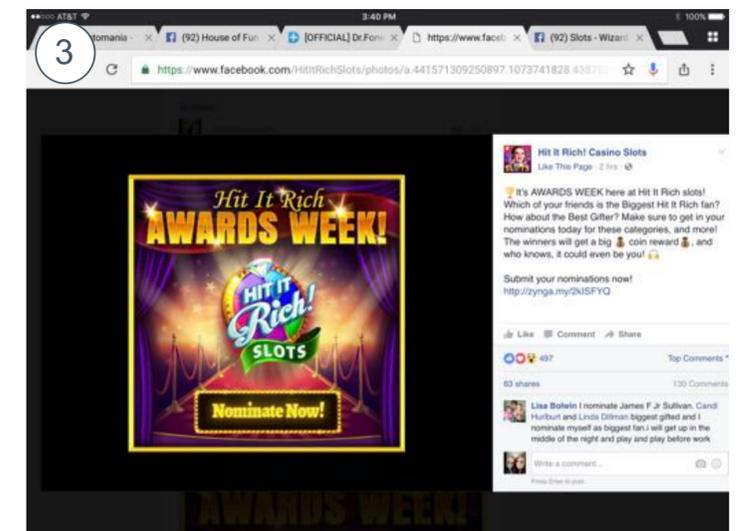
MARKET WATCH

2/15/17 – 3/14/17

SLOTS NOTABLE FEATURES I

Big Fish Casino added *Tournament Brackets* to clubs. Slotomania let players choose their *SlotoQuest* difficulty. Wizard of Oz released a *Referral Program*

Game	Notable features released
Heart of Vegas	<i>Cashback Bonus Experience</i> event for <i>Players World</i> members to spin 'today' and collect 'tomorrow' (see Retention Polish for details). Simple team events (image 1)
Big Fish Casino	<i>Club Tournament Brackets</i> with seven different groups based on chips won (see following pages for details)
House of Fun	'Collect All' button added to the inbox
Slotomania	<i>The Choice is Yours</i> feature added to the new <i>SlotoQuest</i> (see New Innovations for details). <i>Card Master</i> sweepstakes gives winning players the ability to pick <i>Slotocards</i>
Wizard of Oz	<i>Referral Program</i> with big rewards when referrals level up (see New Innovations for details). <i>Multi-Jackpot Kicker</i> increases chance of hitting a jackpot and every 10 th winner receives a 100M kicker prize (image 2)
Caesars Slots	<i>Boost Destiny</i> adds various <i>Boost Mode</i> options. A new coin bonus was added to the store (see New Innovations for details).
Hit it Rich	<i>Awards Week</i> allows players to nominate themselves or others (image 3). The most recently released machine unlocks with a progressive jackpot win



SLOTS NOTABLE FEATURES II

Quick Hit Slots and Huuuge Casino invested in more live ops events. Infinity Slots added progressive jackpots to non-VIP machines. Slot Bonanza allowed players to adjust spin speed

Game	Notable features released
Quick Hit Slots	New events added. All machines unlocked, level up x2, and fill meter mechanics (image 1)
Huuuge Casino	15% of machine names changed. <i>Midweek Event</i> : live ops event based on chips won
GSN Casino	New video bingo games: <i>Letter to My Love</i> and <i>Duab Me I'm Irish</i>
Infinity Slots	Progressive jackpots added to non-VIP machines
Hot Shot Casino	Exclusive first look at new machines with purchase. <i>Cash Wheel</i> icon added to lobby. <i>Heat Meter</i> added to machines that fills with spins (image 2)
Slot Bonanza	<i>Quick</i> and <i>Turbo</i> options above the main spin button to spin the machines faster (image 3)
High 5 Casino	<i>Treasure Chest</i> : piggy bank-like feature with purchase-to-unlock. New <i>Billionaire Tournaments</i> with higher prizes



BINGO & POKER NOTABLE FEATURES

WSOP launched a *Welcome Back* bonus to drive retention. Coming soon: Zynga Poker will test streaming or downloading music. Pokerist added Blackjack and Roulette

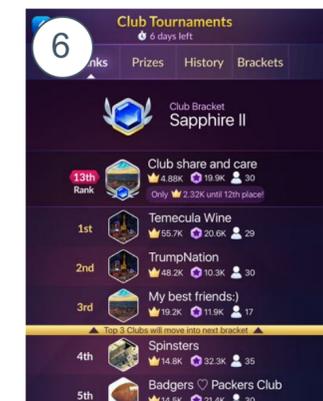
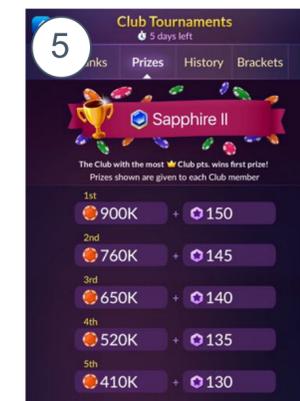
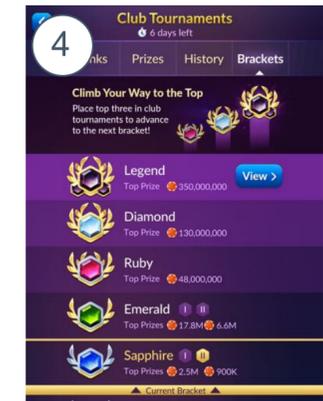
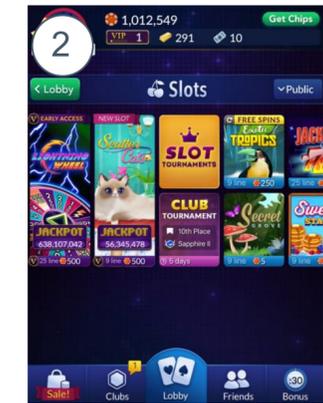
Game	Notable features released
Bingo!	Free daily <i>Scratcher Card</i> added to daily bonus (image 1)
WSOP	<i>Welcome Back</i> award gives out free <i>Mega Bonuses</i> (image 2)
Zynga Poker – Texas Hold'em	<i>Bonus Wheel</i> upsell added to purchases. Coming soon: players will be able to stream or downloaded music while playing
Pokerist	Blackjack and Roulette added to the app
Fresh Deck Poker	<i>Hot Streak</i> : flames come out of the avatar while on a streak. <i>Royal Hold'Em</i> re-launched; Hold'Em played with a 20 card A-K-Q-J-10 deck
4Ones Poker	<i>Super Cash Tourney</i> events released with real money eGift prizes (image 3). Seasonal avatar items available



BIG FISH CASINO

Big Fish Casino's *Club Tournament Brackets* provides leagues, rankings, and additional rewards for club members

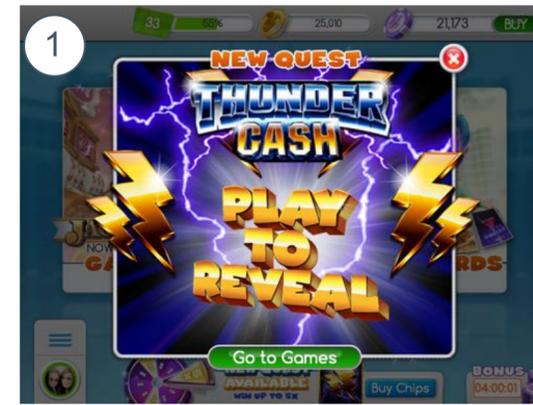
- Players are introduced to *Club Tournament Brackets* upon app-entry (image 1).
- The *Club Bracket* icon card is now in the slots lobby (image 2).
- A *Club Bracket* indicator is displayed on the club avatars and a '*Tournament Brackets*' button is on the *Jackpot Clubs* home screen (image 3).
- There are seven brackets, with lower brackets containing different levels. Each week, clubs compete in a tournament to advance to the next level (image 4).
- The first place reward is \$81.66 worth of chips to each club member (image 5).
- Clubs that finish in the top three of the weekly tournament move up to the next level (image 6).
- Clubs that finish in 4th to 14th remain in the same bracket, and clubs that finish below 14th move down a level (image 7).
- A results dialogue appears at the completion of every tournament, indicating: final placement, rewards, and the top three clubs of the bracket. In this instance, \$30.00 worth of chips was awarded (image 8).



myVEGAS SLOTS

myVEGAS Slots' *Thunder Cash* quest, released with a new machine, rewards players for collecting items and completing puzzle stages

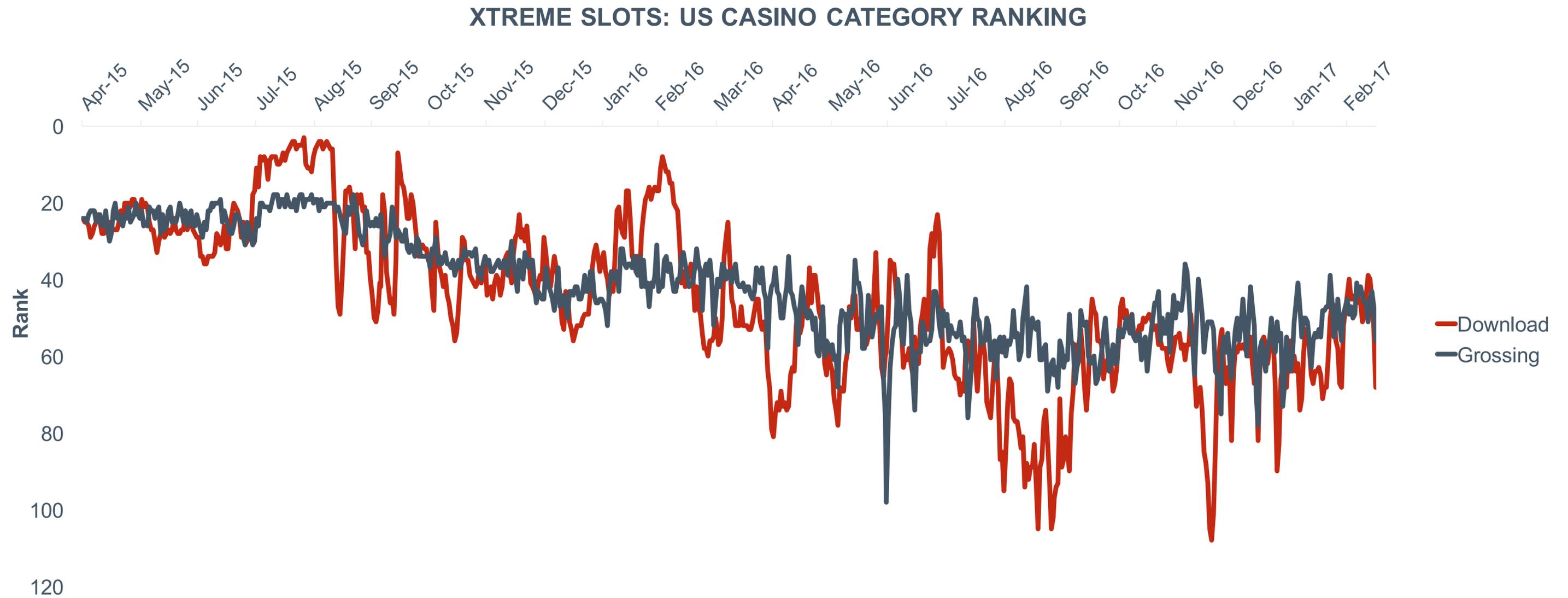
- New quest dialogue for *Thunder Cash* appears on app-entry (image 1).
- Players collect special lightning bolts on the reels during play (image 2).
- A quest icon to the right of the reels expands to show current goal progress (image 3).
- Clicking on the icon displays a puzzle and progress meter (image 4).
- Players are notified during play when a goal has been completed (image 5).
- When the quest dialogue appears, a puzzle piece is added and players are awarded chips. In this example, \$1.55 worth of chips was awarded (image 6).
- After clicking 'Collect,' a larger goal and chip award is displayed (image 7).
- Players repeat the process, collecting symbols to earn puzzle pieces. In this example, the second stage awarded \$20.00 and the third stage awarded \$42.00 worth of chips (image 8).



ECONOMY TEARDOWN: XTREME SLOTS

RANKING TREND

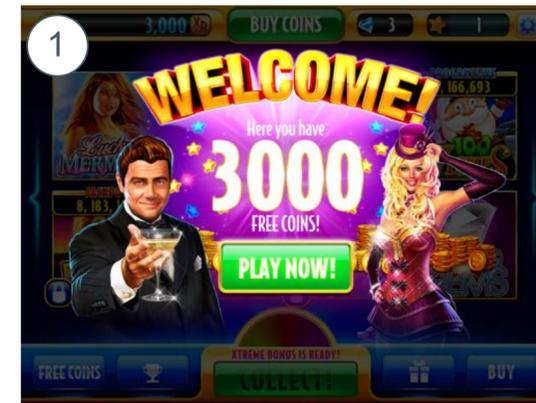
In 2015, Xtreme Slots slipped from its position in the top 20 grossing US Casino games on iOS. For the past six months, Xtreme Slots has maintained and even gained ground in the top grossing



FEATURES

Xtreme Slots includes free bonuses, tournaments, leaderboards, and innovative *Boost* multipliers

- Upon install, new players are awarded \$1.25 worth of coins and \$0.63 worth of diamonds (image 1).
- From the lobby, the *Xtreme Bonus* may be collected every two hours. Players receive a *Bonus Wheel* after ten bonus collections (image 2).
- Additional spins of the *Bonus Wheel* may be purchased after the initial spin (image 3).
- The *Xtreme Rewards* program contains five status levels based on *XR Status* points earned (image 4).
- Notifications appear when players level up, displaying coin/diamond bonuses, and *Xtreme Rewards* points. In this example, \$0.50 worth of coins and \$0.21 worth of diamonds were awarded (image 5).
- Diamonds may be used during play to purchase a *Boost* to multiply the win of the next spin. When activated, the selected *Boost* multiplier appears in the 'Win' window (image 6).
- Leaderboards are viewed by clicking the 'Trophy' from the lobby (image 7).
- Tournaments start every ten minutes and are based on points accumulated from any machine. Players are notified when a tournament is over and may view individual statistics in the 'Tournaments' tab (image 8).



ECONOMY HIGHLIGHTS

Xtreme Slots' economy is tighter than average. Xtreme Slots provides players with an average amount of initial coins, an average amount of daily coin payouts, and relatively expensive spins. The coins-to-dollar ratio is deflated comparatively

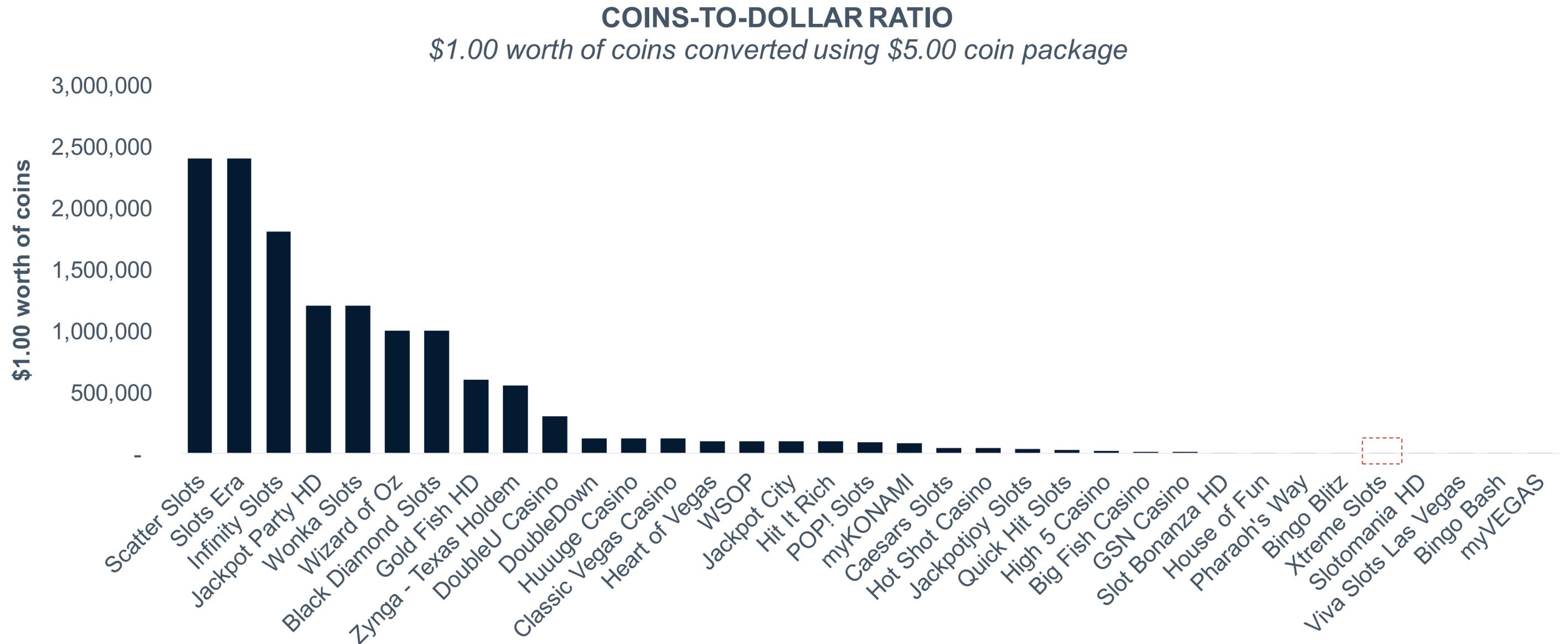
ECONOMY DETAILS		
CATEGORY	VALUE	vs. TOP 35 GAMES
New user coins	\$1.87	Average (17 th largest)
Primary coin bonus daily payout*	\$0.35	Below average (23 rd largest)
Secondary coin bonus daily payout*	\$2.50	Above average (12 th largest)
Tertiary coin bonus daily payout*	-	-
Other coin bonus daily payout*	-	-
Total daily coin payout	\$2.84	Average payout (19 th largest)
\$1.00 worth of non-sale coins**	2,405	Tight economy (31 st largest)
New user minimum bet tuning	90 spins	Small amount of spins (23 rd largest)
New user default bet tuning	90 spins	Above average amount of spins (12 th largest)

*The primary coin bonus is paid out daily and the secondary coin bonus is paid out 12x per day. There are no tertiary or other coin bonuses

**Converted using \$5.00 coin package

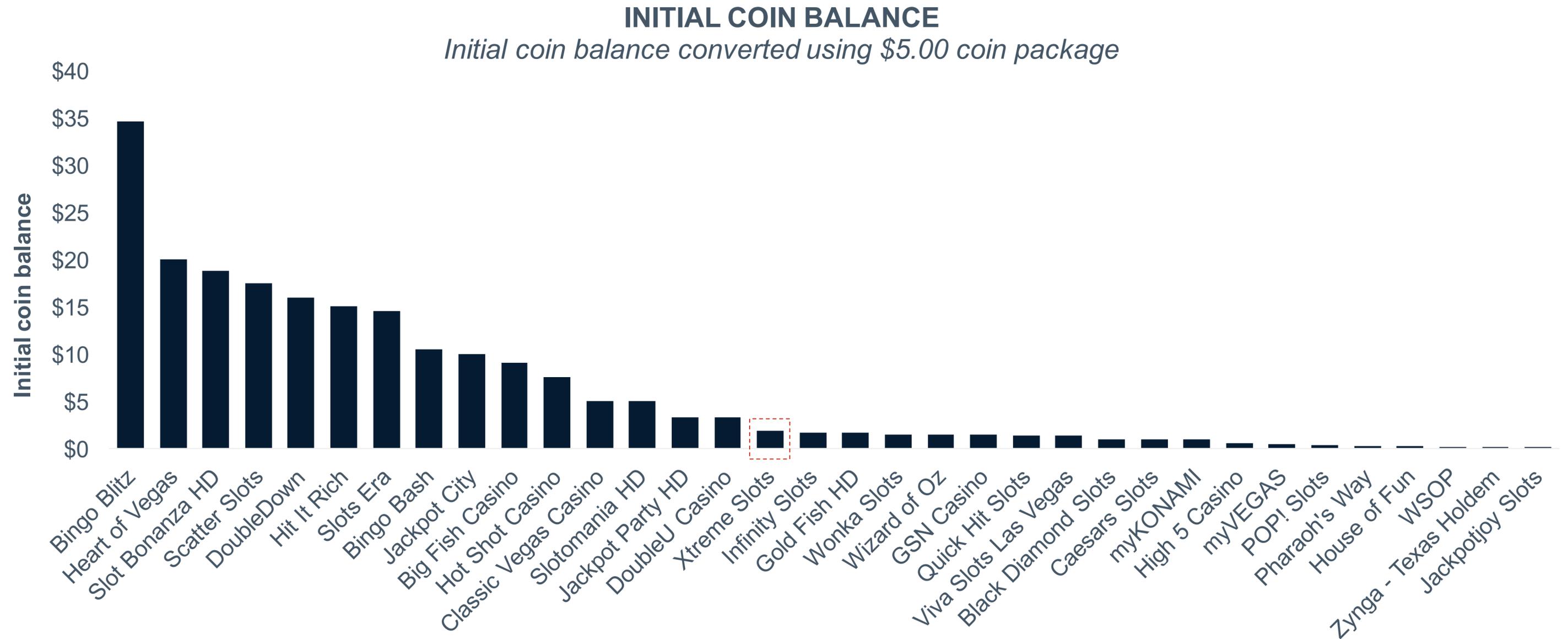
COINS-TO-DOLLAR RATIO

Xtreme Slots has a very low coins-to-dollar ratio relative to top grossing games with 2,405 coins for every dollar spent



INITIAL COIN BALANCE

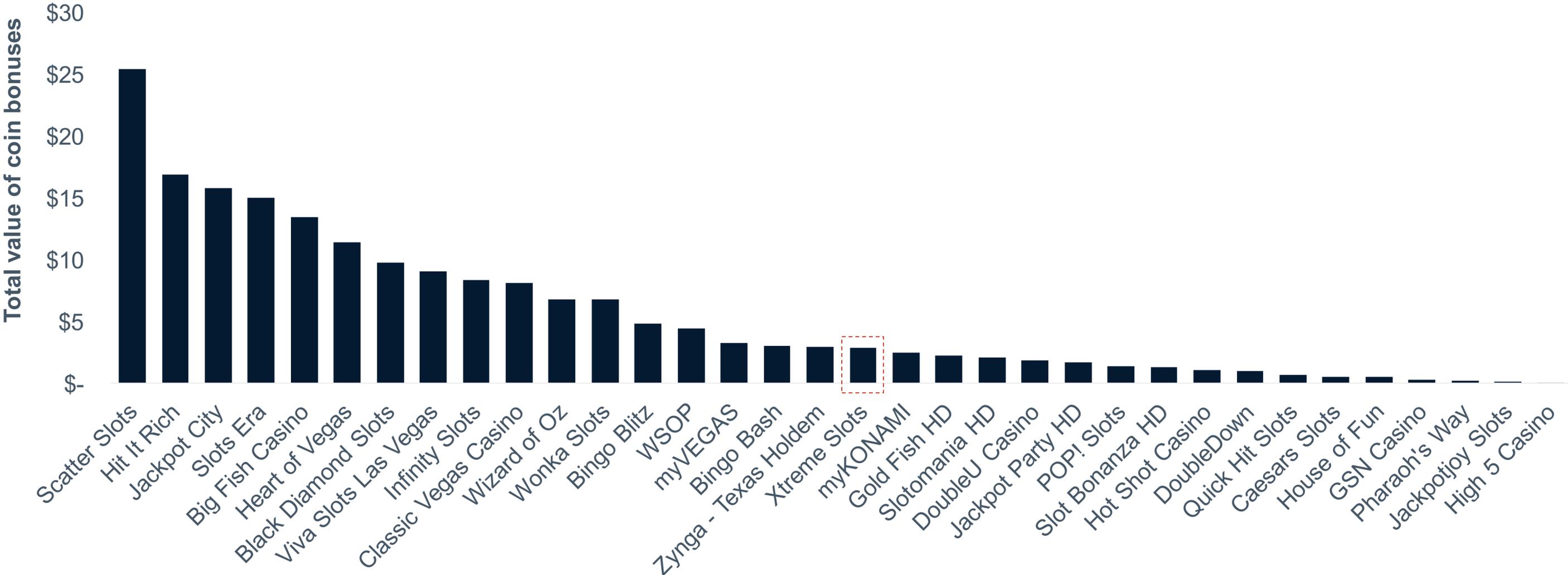
Xtreme Slots has an average amount of initial coins compared to top grossing games with \$1.87 worth of coins given to new players



TOTAL VALUE OF COIN BONUSES

Xtreme Slots gives an average amount of free coins daily. The secondary coin bonus is 88% of the payout (paid out 12x per day). There is only a primary and secondary coin bonus

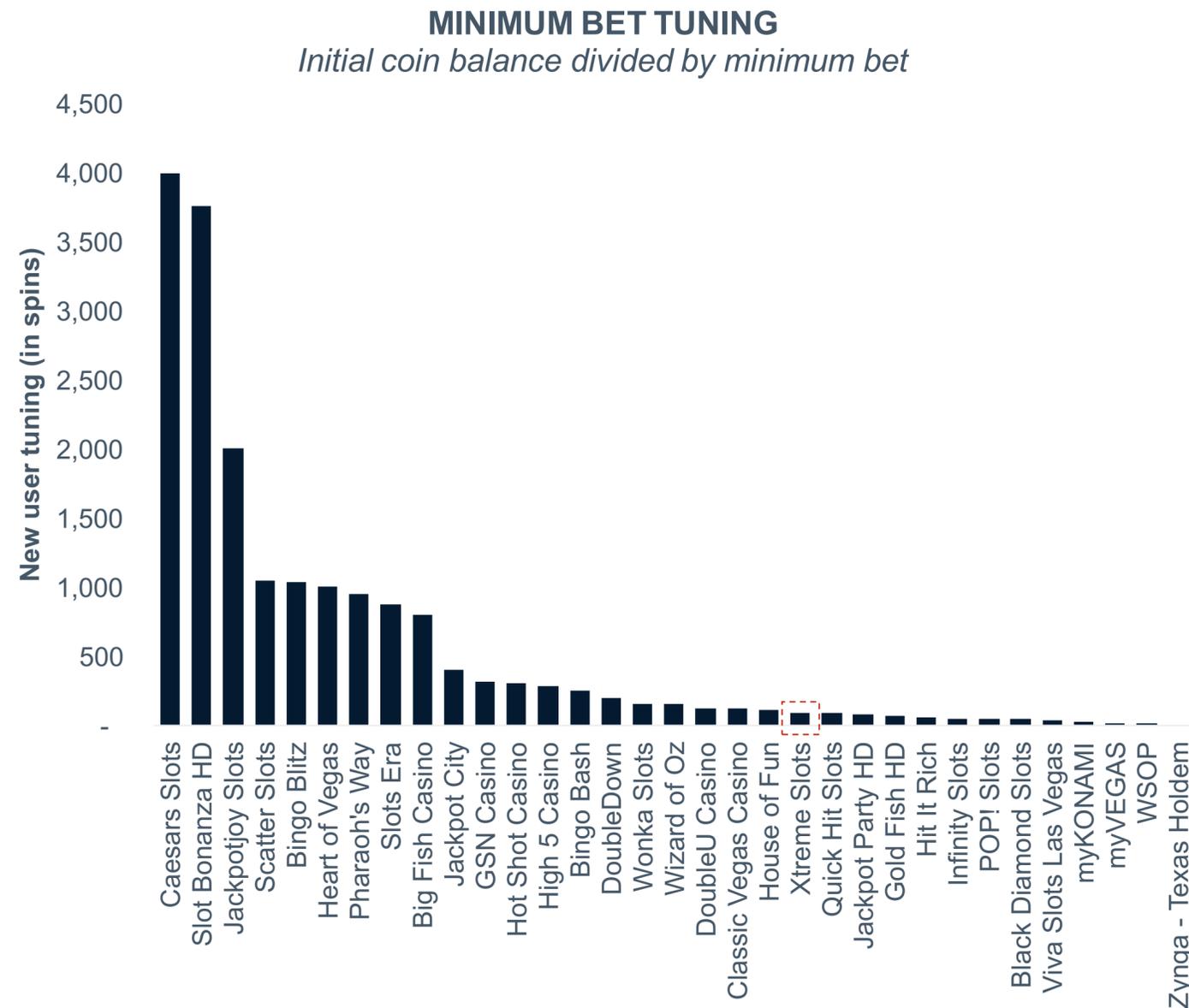
TOTAL VALUE OF COIN BONUSES
Daily coin bonus converted using \$5.00 coin package



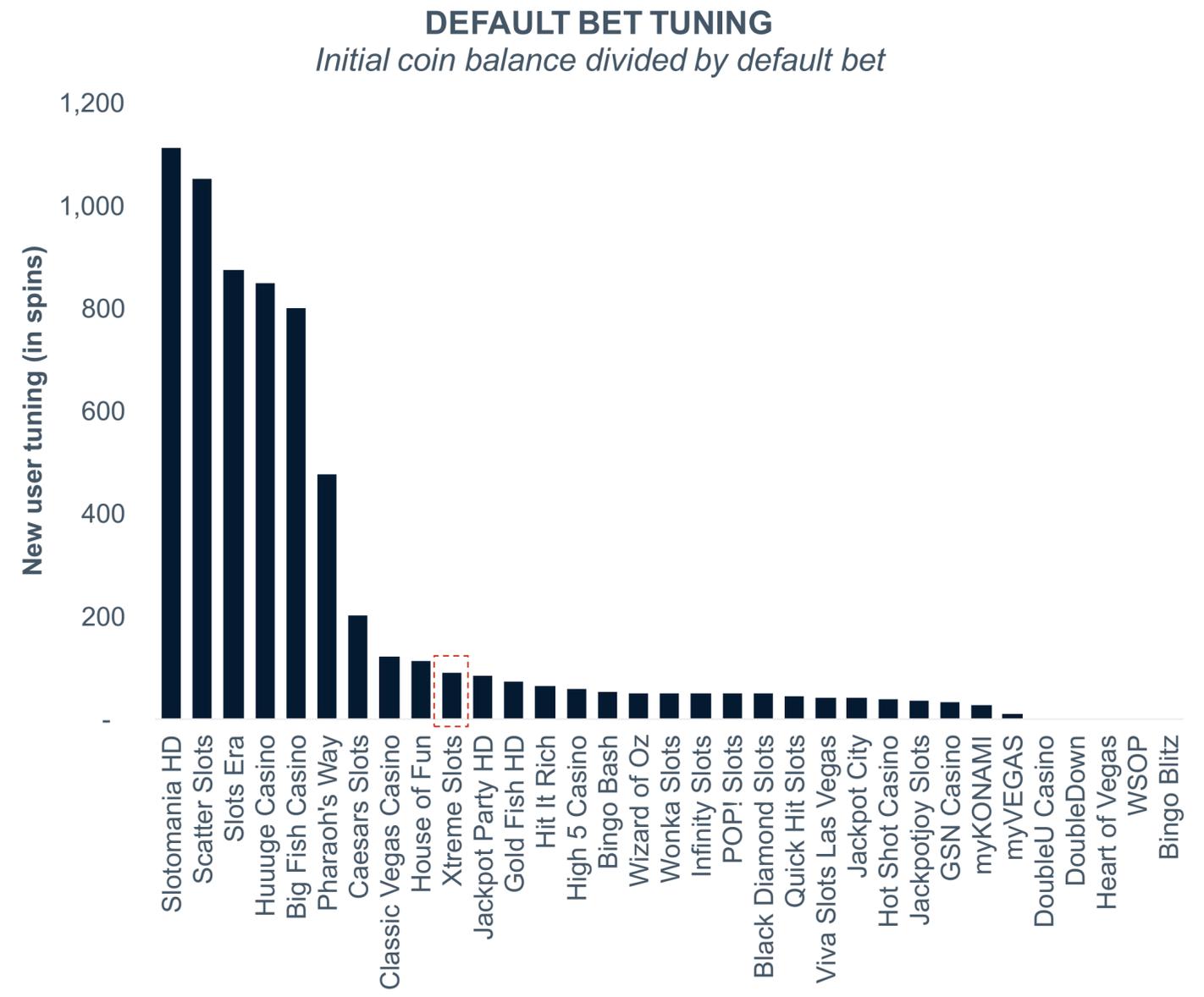
*Huuuge Casino (\$49.15) was removed as an outlier

NEW USER TUNING

Xtreme Slots' new user bet tuning is average, with 90 spins for the minimum and default bets. New users receive a below average amount of play time at the minimum bet and an above average amount of time at the default bet



*Huuuge Casino (25.4K spins) and Slotomania (11.1K spins) were removed as outliers



*Slot Bonanza (3,754 spins) and Zynga – Texas Holdem (3,200 hands) were removed as outliers

APPENDIX

DATA COLLECTION PROCESS

Recommendations, information, and data comes from market research, app intelligence tools, and deep analysis of the games

Market research

- Each game is reviewed weekly for updates, regardless of whether the game has been updated through the App Store.
- Transaction information comes from the iOS App Store's In-App Purchases tab. These transactions are ranked based on the number of transactions.
- Las Vegas player insights come from online sources, such as the Las Vegas Convention and Visitors Authority and the UNLV Center for Gaming Research.
- Progressive jackpot information comes from online research, specifically from Wizard of Odds.
- Trending revenue, downloads, and package-rank data come from Priori Data, a Liquid and Grit partner.

Game information

- Game information comes from a deep-dive analysis of each game.
- In the economy section and economy-related pages, the coin value is determined by converting coins into money using \$5.00 worth of non-sale purchasable coins in each game. For example, if the minimum bet is 1,000 coins and players can purchase 500 coins for \$5.00, the value of the minimum bet is \$10.00. For games without a \$5.00 package, the next closest package is used.
- The cost of each level is determined by how many coins are needed to complete it. Then, that amount is converted to a dollar amount using \$5.00 worth of non-sale purchasable coins, as mentioned above.

Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win.

– Sun Tzu, *The Art of War*

LiquidandGrit.com



Brett.Nowak@LiquidandGrit.com

