



## Casino Report

Competitive research and actionable product recommendations

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# 2018

# INTRODUCTION



Dear Product Owner,

This month we added a new section, Impact Features, highlighting features that drove observable revenue. New Innovations now covers features without observable revenue, but that could either improve retention and/or have potential upside on the next iteration.

## **Impact Features**

Deeply integrated versions of Collections, titled Collection Sets, are generating value in both the Casino and Puzzle markets. Consider either upgrading a current Collection system or making this an upcoming Bold Beat feature.

For a revenue-driving event, add a raffle mechanic to an already successful jackpot-based event to increase whale participation *and spend*. See Jackpot Raffles for more details.

To extend the value of a successful event, release a pay-to-unlock version shortly after the event's initial release. Read through Daily Streak Events to see how Poker Heat capitalized on back-to-back events.

## **New Innovations**

Caesars Slots expanded on Collection Sets by adding stories and chests. More elaborate features, like this one, are becoming the norm ... adjust your roadmap *and mindset* accordingly.

## **Market Watch**

The market invested heavily in Collections. Huuuge Casino released more iterations of Insurance Deals. Product Madness continued to release events. And, Pokerist added slot machines.

*"We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; because that goal will serve to organize and measure the best of our energies and skills ..."* -John F. Kennedy

Handwritten signature of Brett Nowak.

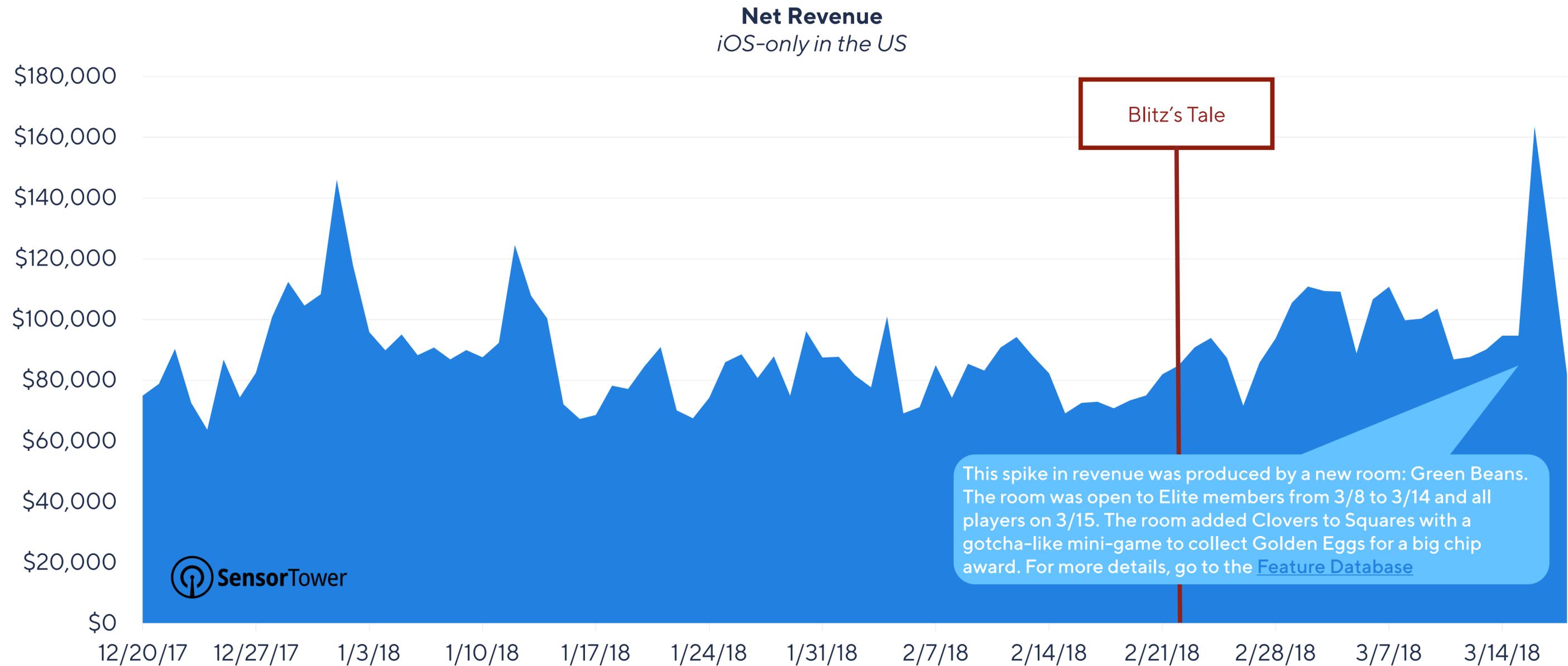
Brett Nowak  
*Editor-in-Chief*

# IMPACT FEATURES

Features that appear to drive observable revenue

# COLLECTION SETS

Bingo Blitz enjoyed stronger revenue after the release of *Blitz's Tale*, a reskin of the Collection Set feature *Jingle Blitz*



Revenue data comes from Sensor Tower

# COLLECTION SETS

Bingo Blitz *Blitz's Tale* is layered into several areas of the app. For duplicate Collection items, players are awarded a wheel spin

## Feature Explanation

- There are 8 stickers that must be collected 12 times. Stickers are collected by opening chests (earned by daubing a space with a chest on it), leveling up, receiving gifts, or making purchases (1)
- Upon room-load, choosing a *Boost Mode* increases the chances of receiving stickers during that round (2 & 3)
- Duplicate stickers may be used as gifts (4)
- Duplicate stickers may also award a spin of *The Magic Wheel* (5 & 6)

## Additional Information

- [Blitz's Tale](#) 2/19/18
- [Jingle Blitz](#) 11/9/17
- KPI: Revenue
- Player motivations: Ownership, Value, Achievement

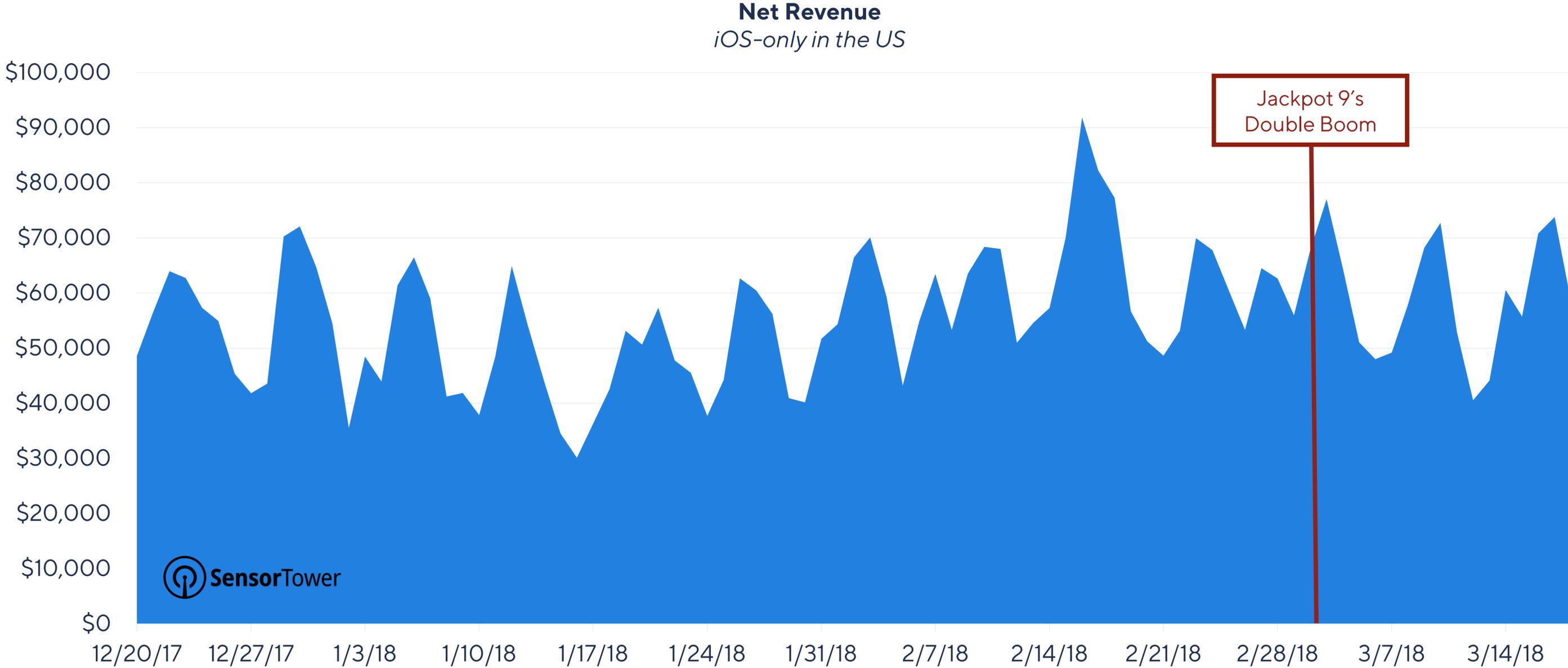
## Key Takeaways

- Collection systems must be *deeply integrated* to drive sustained—and repeatable—revenue. See *Legends Collections* in the [Casino Report: January 2018](#) and *Collection Sets* in the [Puzzle Report: March 2018](#) as strong examples
- More complex and involved features (like this one) is becoming the norm. Look for more on this in the New Innovations analysis of *Collections with Storylines*
- Properly address the issue of awarding duplicate stickers. It can be handled several ways: Slotomania used [The Wheel of Stars](#) (fairly similar to the Bingo Blitz version) and House of Fun used *Bonus Chests* in [HOF Legend](#). Consider reskinning the same mechanic with something unique to your app



# JACKPOT RAFFLES

Revenue spiked after the *Jackpot 9's Double Boom* event on 3/2/18. Revenue also rose a year ago during the initial release of the *Jackpot 9's Challenge* on 3/14/17 (this data is not shown below)



Revenue data comes from Sensor Tower

# JACKPOT RAFFLES

POP! Slots *Jackpot 9's Double Boom* is an event with an additional raffle mechanic for heavy players to win a large, end-of-event jackpot

## Feature Explanation

- The feature is marketed on app-entry (1)
- Collecting balloons fills a meter to trigger a spin on 1 of 5 jackpot machines (2)
- Once a jackpot machine is triggered, a 9 hitting spins the next reel. All other numbers hitting ends the spin and pays the displayed amount (3 & 4)
- *Double Boom* includes an additional raffle mechanic, awarding raffle tickets with any *Grand*, *Major*, and *Maxi* spin (5)
- At the end of the event, 100 winners (determined by a raffle) are awarded the highest *Jackpot 9* win (6)

## Additional Information

- [Jackpot 9's Double Boom](#) 3/2/18
- [Jackpot 9's Challenge](#) 3/14/17
- KPI: Revenue
- Player motivations: Thrill, Value

## Related Features

- [SupeRaffle](#) Slotomania
- [Ticket Tumbler](#) Hit it Rich

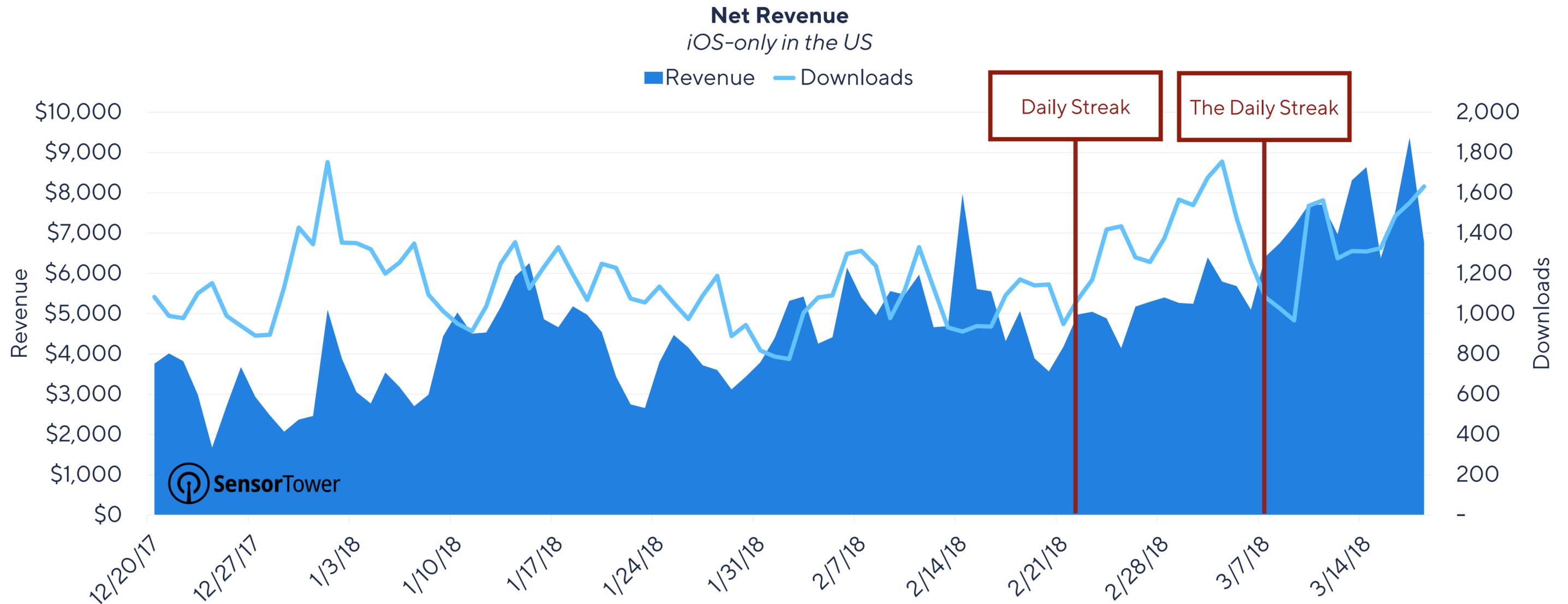
## Key Takeaways

- Build mechanics that customize the potential payout based on player engagement
- Tack simple progression mechanics onto events so that heavily engaged players can win *potentially* massive awards at the completion of the feature
- Create simple jackpot machines that only appear as bonus features for events to decrease development time *and* make it easy for players to understand the payout system



# DAILY STREAK EVENTS

Poker Heat revenue increased with the first free *Daily Streak* event ... and continued through *The Daily Streak* event (released shortly after). Some of this growth appears to be driven by an increase in downloads



Revenue and downloads data comes from Sensor Tower

# DAILY STREAK EVENTS

In Poker Heat's *Daily Streak* events, retention bonuses increase on consecutive days. The event was re-released with a *purchase-to-unlock*

## Feature Explanation

- The event boosts the recently released *Mega Bonus Wheel*. The retention bonus increases the payout with each consecutive visit (1)
- 10 hands played unlocks the bonus wheel (2)
- Players are notified at the table how many hands are left to unlock the wheel (3)
- In the second event, *The Daily Steak*, any purchase unlocks the streak feature of the *Mega Bonus Wheel*. This is clearly messaged to players on the buy page (4)

## Additional Information

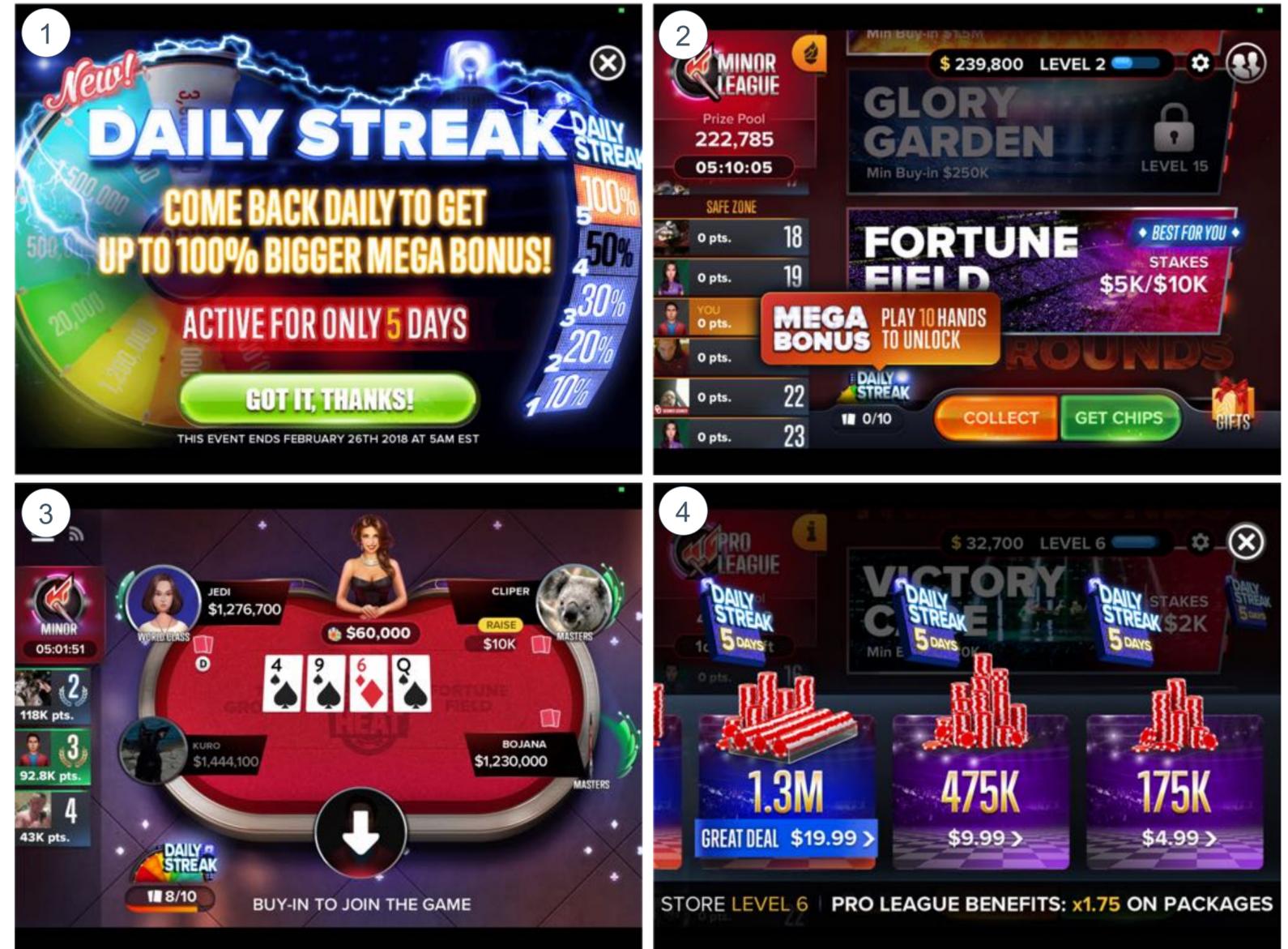
- [Daily Streak](#) 2/21/18
- [The Daily Streak](#) 3/6/18
- KPI: Retention, Revenue
- Player motivations: Ownership, Value

## Related Features

- [Monthly Magic](#) Wizard of Oz
- [7 Day Login Bonus](#) WSOP

## Key Takeaways

- Quickly re-release successful, newly released events with a *pay-to-unlock version* to monetize on players' desire to receive the feature
- Require players to *actually play* to earn a retention bonus
- Make the values of the wedges substantial. In this feature, Tier 1 values range from \$0.18 to \$3.54 for day 1 to \$0.32 to \$6.43 for day 5. And, the wedge values increase with each Tier

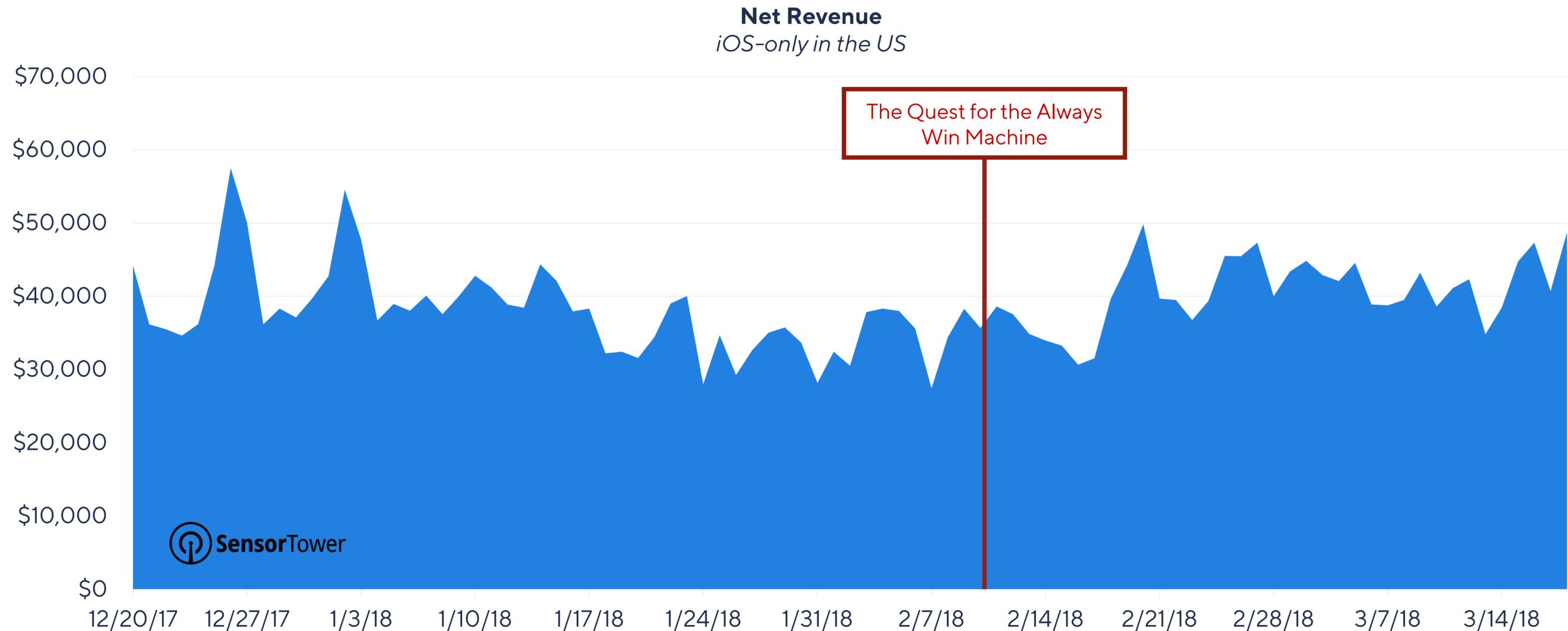


# NEW INNOVATIONS

New product develops with retention and revenue upside

# COLLECTIONS WITH STORYLINES

The revenue impact of *The Quest for the Always Win Machine* is unclear. Revenue remains flat for 6 days post-release before increasing on 2/18/18 and remaining elevated. Regardless of revenue impact, this is a highly involved feature with several new innovations to review



# COLLECTIONS WITH STORYLINES

Caesars Slots *The Quest for the Always Win Machine* has an elaborate storyline, chests, bet-up mechanic, duplicate conversion system, and new daily bonus

## Feature Explanation

- From the map, players collect parts of a stepper machine for coin rewards and daily spins (1)
- Players have access to information and various videos on the detailed storyline (2)
- A new button now appears in all machines, randomly awarding a *Sack*, *Silver Chest*, or *Gold Chest*, depending on bet level (3)
- Players collect chests by spinning, leveling, completing challenges, and qualifying purchases (4)
- Completing any of 15 Collection Sets awards the corresponding machine part, coin award, and a new video (5)
- When duplicate items are collected, players receive *Spare Stars*. 25 *Spare Stars* unlocks a *Star Converter* feature (6)
- Once a day, players may convert *Spare Stars* into a chest (7)
- Completing all Collection Sets and all machine parts awards a coin reward based on XP level ... and daily spins on *The Always Win Machine* (8)

## Additional Information

- [The Always Win Machine](#) 2/10/18
- KPI: Revenue
- Player motivations: Ownership, Value, Awe

## Related Features

- [HOF Legends](#) House of Fun
- [SlotoCards](#) Slotomania
- [Blitz's Tale](#) Bingo Blitz

## Key Takeaways

- Large, elaborate, and heavily-integrated features are now *the way* to delight players. Gone are the days when MVP versions of features, like simple Collection mechanics, differentiated apps to produce noticeable, sustained revenue bumps
- Videos in the [Feature Database](#) demonstrate the video-based storyline integrated into this feature. Social casino apps are about entertainment ... higher production value videos is a *new opportunity* for casino operators to capitalize on (see how Best Fiends uses [high production video and even actors](#) to differentiate and establish brand strength)



# MARKET WATCH

2/15/18 - 3/14/18

# NOTABLE FEATURES I

Evolutions of Collection Sets are appearing in several apps (both in Casino and Puzzle). Huuuge Casino released another iteration of *Insurance Deals*

App	Notable Release	More Information
Slotomania	<a href="#">Play.Set.Match</a>	<ul style="list-style-type: none"> <li>Complete a <i>SlotoCard</i> Collection for a chance to receive a match of the prize (1)</li> </ul>
	<a href="#">Great Power Up</a>	<ul style="list-style-type: none"> <li>Purchase increases awards, bonuses, boosts, and features</li> </ul>
Huuuge Casino	<a href="#">Insurance Deal</a>	<ul style="list-style-type: none"> <li>Purchase to unlock timed payback (2)</li> </ul>
myKONAMI Slots	<a href="#">KONAMI Connect</a>	<ul style="list-style-type: none"> <li>Reward program tied to social and MGM casinos (3)</li> </ul>
Wizard of Oz Slots	<a href="#">Lucky Cards 2<sup>nd</sup> Album</a>	<ul style="list-style-type: none"> <li>Return of <i>Lucky Cards</i> and 2<sup>nd</sup> <i>Album</i> Collection</li> </ul>



# NOTABLE FEATURES II

Pokerist released slot machines. WSOP released new dealer characters. And, Big Fish Casino is investing in tournaments

App	Notable Release	More Information
Scatter Slots	<a href="#">More Beer Please</a>	<ul style="list-style-type: none"> <li>Collect every 20 hours to fill a meter for rewards. Purchase to fill with coins and decrease meter time to 12 hours (1)</li> </ul>
Pokerist	<a href="#">Slots</a>	<ul style="list-style-type: none"> <li>3 slot machines added, including slot based quests and achievements (2)</li> </ul>
WSOP	<a href="#">New Dealer Team</a>	<ul style="list-style-type: none"> <li>New <i>Pro Dealer</i> character (3)</li> </ul>
Big Fish Casino	<a href="#">Reel Rivals</a>	<ul style="list-style-type: none"> <li>Coming soon: Tournament-based feature</li> </ul>
Gold Fish Casino	<a href="#">Mermaid's Cove</a>	<ul style="list-style-type: none"> <li>Coming soon: Potentially challenge-based feature</li> </ul>

[Click here](#) to go online for the full list of content released this month with links to more images and videos in the [Feature Database](#)



# APPENDIX

# PLAYER MOTIVATIONS

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Understand emotional motivations to generate growth. The most impactful features are those that trigger strong, positive, emotional responses

*“Most companies segment their markets by customer demographics or product characteristics and differentiate their offerings by adding features and functions. But the consumer has a different view of the marketplace. She simply has a job to be done and is seeking to 'hire' the best product or service to do it. Jobs aren't just about function—they have powerful social and emotional dimensions.” - Clayton Christensen, co-author of the [Jobs to be Done framework](#)*

To create new innovations, focus on the emotional jobs that people want accomplish. This is very applicable to our industry, where there is little *practicality* about playing a non-paying casino game. Therefore, we have to know the emotional drivers of our players.

Liquid and Grit has formulated key player motivations. This is, and likely always will be, a work in progress. So please feel free to email me at [brett.nowak@liquidandgrit.com](mailto:brett.nowak@liquidandgrit.com) for suggestions or comments.

## Player Emotional Motivations

- **Achieve** - Players who want to accomplish a goal
- **Thrill** - Players who want the excitement and stress of taking a risk
- **Surprise** - Players who want to uncover an unknown, see new opportunities, and try new things
- **Awe** - Players who want to experience quality production value
- **Flow** - Players who want to get into the zone and escape
- **Relationship** - Players who want to connect with other people
- **Association** - Players who want to identify with something for familiarity and comfort
- **Ownership** - Players who want to have things belong to them
- **Create** - Players who want to be creative and produce something

# DATA COLLECTION PROCESS

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Recommendations, information, and data comes from market research, app intelligence tools, and deep analyses of the apps

## Market Research

- Each app is reviewed daily for updates, regardless of whether the app 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
- Trending revenue, downloads, and package-rank data come from Sensor Tower Store Intelligence

## Game Information

- App information comes from a deep-dive analysis of each app
- In the Economy Analysis and economy-related slides, the currency value is determined by converting currencies into money using \$5 worth of non-sale purchasable currencies in each app
- For example, if an item costs 1,000 of the primary currency and players can purchase 500 for \$5, the value of the item is \$10. For apps without a \$5 package, the next closest package is used

*“We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.”*

– Walt Disney

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