



**LIQUID & GRIT**

## Casino Report

Competitive Research and Actionable Product Recommendations

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# NOVEMBER

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# 2018

# SLOTS PERSONAS



# FUNDAMENTAL MOTIVATIONS

In partnership with Kinrate Analytics, an expert team specializing in gaming user personas, we identified four fundamental motivations of online slots players; **Glory, Arousal, Escape, and Profit**

## Glory

- Feeling important and glamorous
- A great night out ... just like a real-life casino trip
- The desire to master gaming skills in front of others
- Enjoying challenges and wanting others to envy gaming abilities and success

## Arousal

- Feeling enjoyment, entertainment, and excitement
- Appreciating the rhythm and audiovisual effects
- Effortless way to feel awarded and experience a high
- Strong emotional arousal and high stimulation

## Escape

- A replacement for everyday concerns and anxiety
- Relieving stress and pressure
- Motivating activity when bored
- A sleep-alternative

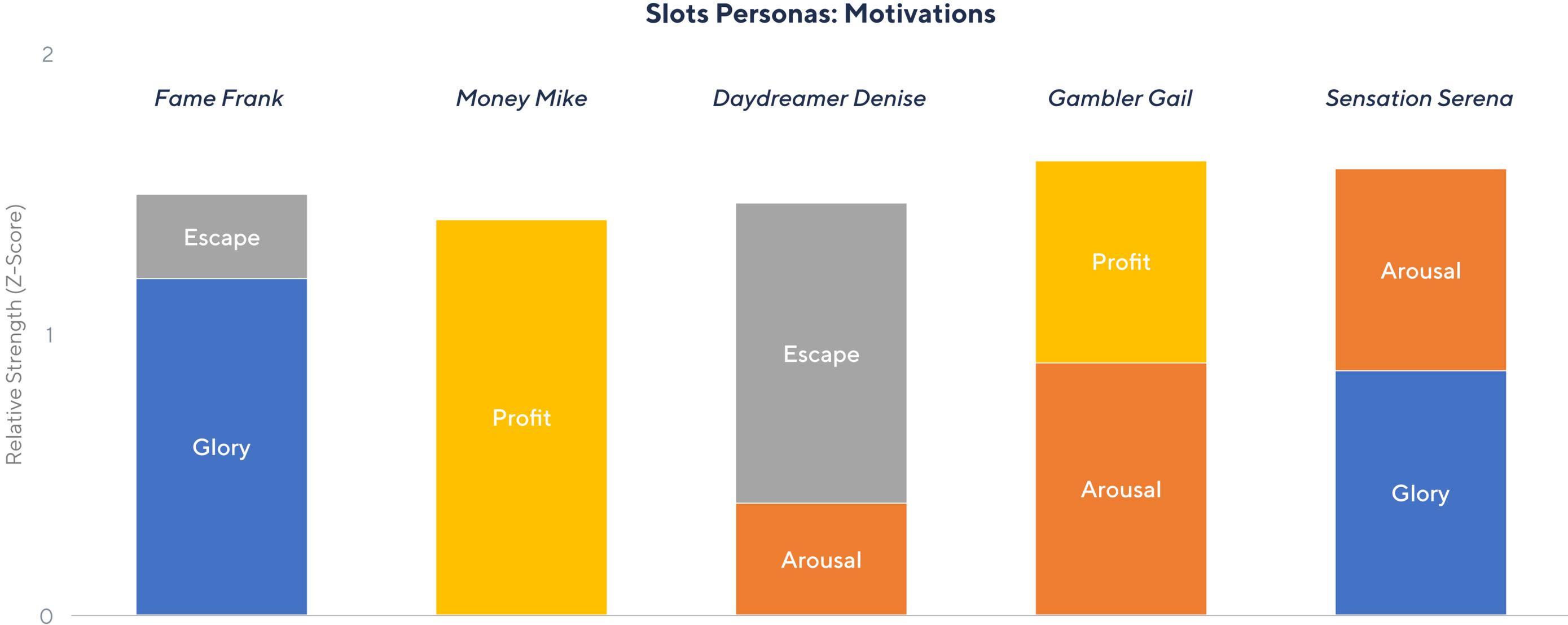
## Profit

- The feeling of gaining money
- Wanting to make a profit, get rich, and win prizes and rewards



# SLOTS PERSONAS

Based on these fundamental motivations, online slots players were segmented into five core player personas; *Fame Frank*, *Money Mike*, *Daydreamer Denise*, *Gambler Gail*, and *Sensation Serena*



The L&G Slots Personas is based on a sample size of 1,299 respondents of online slots players

# PERSONA CHARACTERISTICS

Each persona seeks out experiences that trigger positive motivations ... while limiting exposure to less desirable emotions. For example, *Fame Frank* is motivated by **Glory** and somewhat by **Escape** ... and is put off by feelings of **Arousal** (e.g., over-stimulation from audiovisual effects)

	<i>Fame Frank</i>	<i>Money Mike</i>	<i>Daydreamer Denise</i>	<i>Gambler Gail</i>	<i>Sensation Serena</i>
<b>Demographics*</b>					
<b>Size</b>	21%	22%	27%	19%	12%
<b>Women</b>	50%	51%	66%	60%	55%
<b>Age</b>	32.4	34.3	35.5	35.2	35.2
<b>Motivations &amp; Detractions**</b>					
<b>Glory</b>	1.2	-0.2	-0.4	-1.1	0.9
<b>Arousal</b>	-1.1	-0.6	0.4	0.9	0.7
<b>Escape</b>	0.3	-0.6	1.1	-0.5	-1.1
<b>Profit</b>	-0.4	1.4	-1.1	0.7	-0.6
<b>Play Characteristics**</b>					
<b>Online Slots Interest</b>	3.1	3.0	3.3	3.6	3.8
<b>Money Spent</b>	4.2	4.9	3.5	5.4	5.8
<b>Play Time</b>	5.0	4.5	5.0	4.9	6.5

\*The mean age of respondents was 34.5, 57% female, and U.K. n = 818 and U.S. n = 481

\*\*These numbers indicate relative strength of each player persona using Z Scores ([more info](#))

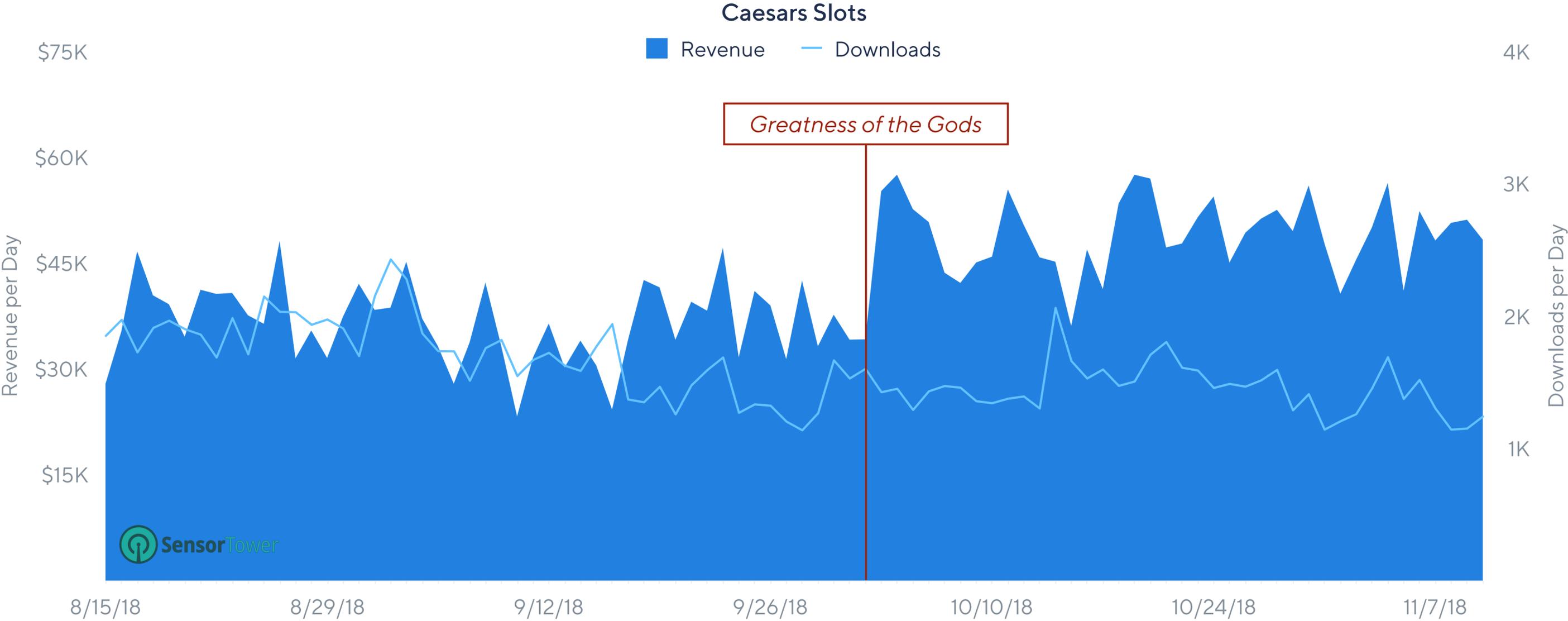
# REVENUE DRIVERS



# REWARD ADJUSTMENTS WITH CONTENT RELEASES

# IMPACT ANALYSIS

Revenue is up 36% 3Wo3W in Caesars Slots after changes to the *Rewards System* were wrapped in the feature, *Greatness of the Gods*. Downloads were only up 2% during the same time period



3Wo3W = three weeks over three weeks  
Graph data is iOS U.S. only

# FEATURE DETAILS

Caesars Slots *Rewards System* adjustments included the coin packages, coin gifts, feature bonuses, and more. This was done shortly after a *Collection* extended event was released

## Caesars Slots Rewards System

- Coin packages increased (for all *Tiers* but the lowest) (1)
- Benefits, like coin gifts, were improved (2)
- Feature bonuses, like *Legacy Bonuses*, were adjusted up (3)

[Greatness of the Gods](#) released 10/3/18

## Caesars Slots Collection

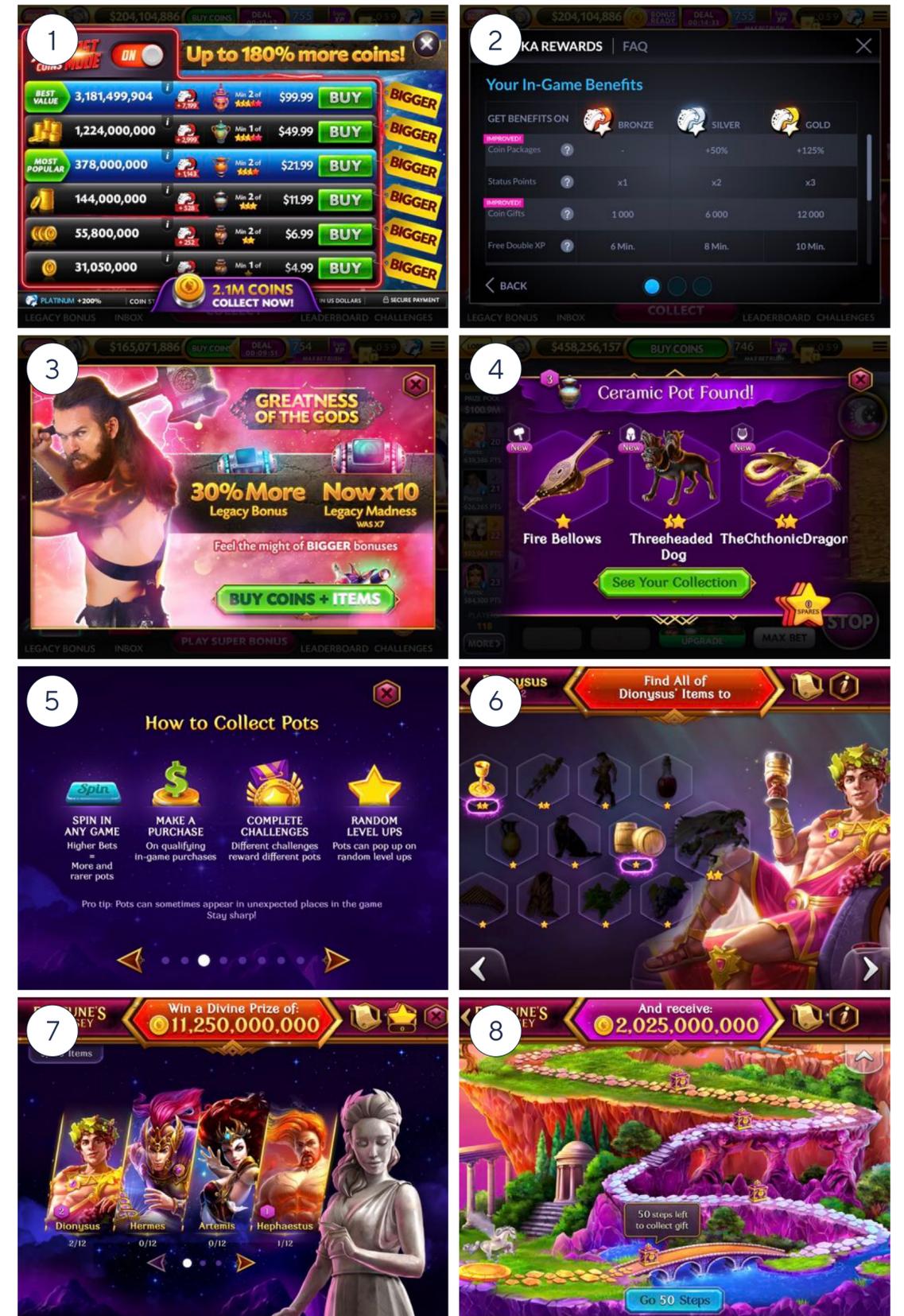
- Players uncover *Pots* to collect *Items* (4)
- *Pots* trigger by spins, purchases, challenge completions, and level ups (5)
- Each *God* has a set of *Items* (6)
- Completing a *God Collection* awards a prize ... completing all *Collections* awards a daily promotion (7)
- Collecting *Pegasus Items* progress players along a map (8)
- The *Collection* ends 12/3/18 and the daily promotion will run to 2/28/19

[Fortune's Odyssey](#) released 9/14/18

## House of Fun Rewards System

- The *Playtika Rewards* were adjusted in House of Fun and Caesars Slots ... but not in Slotomania
- *Rewards* are different in each game; e.g., the coin package benefit for *Platinum* players is x2 in Caesars Slots and x1.5 in House of Fun (and x4 in Slotomania)

[Playtika Rewards Update](#) released 10/4/18



# INSIGHTS & DATA I

For extended events released for multiple weeks, ensure that there is a never-ending loop of content. This will keep whale engagement more consistent throughout the entire event. To boost core-level engagement, consider creating 'Hard Levels' ... a compelling mechanic from top grossing Puzzle apps

### Product Council Insights\*

- See [Kingdom Tales](#) in House of Fun and [Chest Levels](#) in Gardenscapes as end-of-Collection features for whale engagement (1)
- Create more engaging levels by making certain levels more difficult and awarding bigger prizes for these 'Hard Levels'. See [Super Hard Level Multiplier](#) in Gardenscapes and [Super Hard Levels Double Stars](#) in Homescapes (2)
- To add another layer of progression, consider implementing stages (e.g., stage 1 would have four Gods), making each stage easier to complete ... helping to prolong feature engagement
- Review how the buy page clearly shows that the value of *Pots* increase as players spend more (3)
- Be careful not to make currency numbers too large or they will lose their perceived value (a 10% increase of coins at \$1M will elicit a stronger response than a 10% increase at \$10B)
- On a follow-up release, allow players to share *Items* to complete *Collections*, an effective system in Bingo apps

### Slots Personas Data

- These features target **Sensation Serena** and **Gambler Gail**, who spend the most money and favor *VIP Rewards* the most

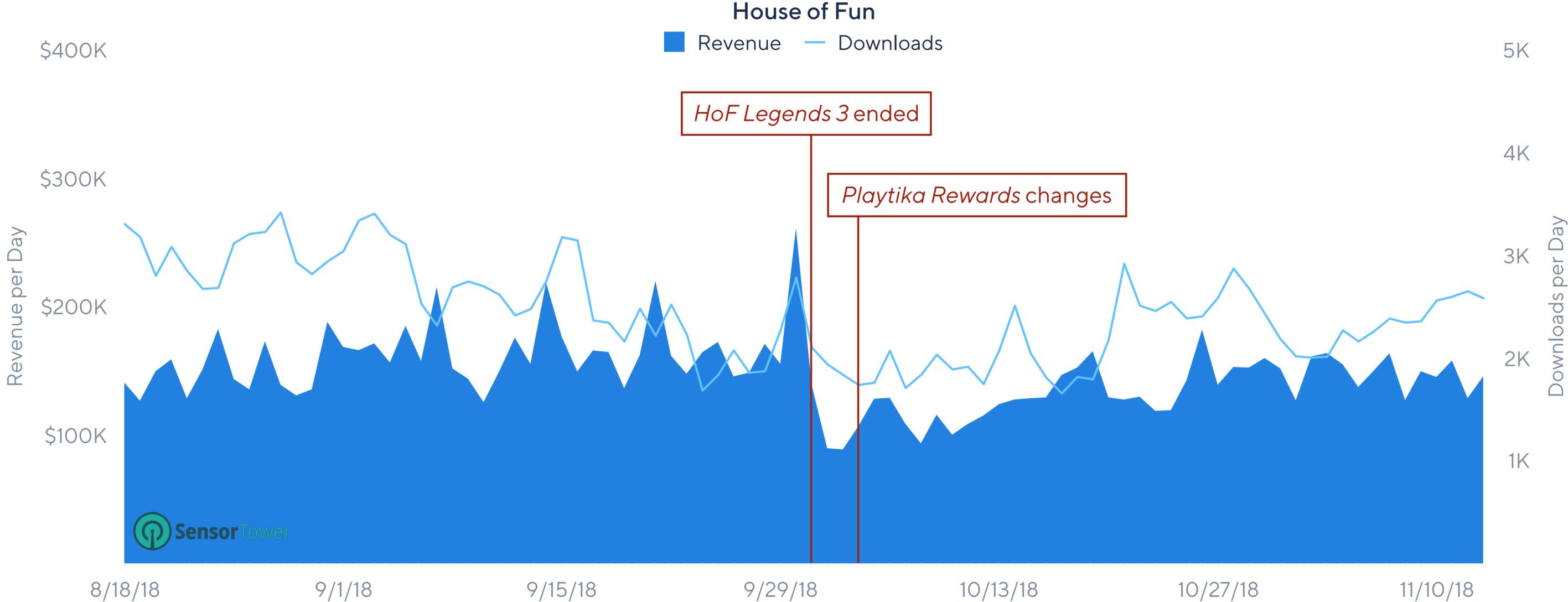
	<i>Fame Frank</i>	<i>Money Mike</i>	<i>Daydreamer Denise</i>	<i>Gambler Gail</i>	<i>Sensation Serena</i>
Money Spent	4.2	4.9	3.5	5.4	5.8
VIP Rewards	3.1	3.1	3.2	3.6	3.7



\*Product Council Insights is based on advice from industry consultants, data from player personas, and extensive research from Liquid and Grit ([more info](#))

# INSIGHTS & DATA II

The changes to the *Playtika Rewards* were released right after the *HoF Legends 3* ended, helping House of Fun's revenue rebound to near-baseline levels. For more information on *HoF Legends*, see the [10/18 Casino Report](#)

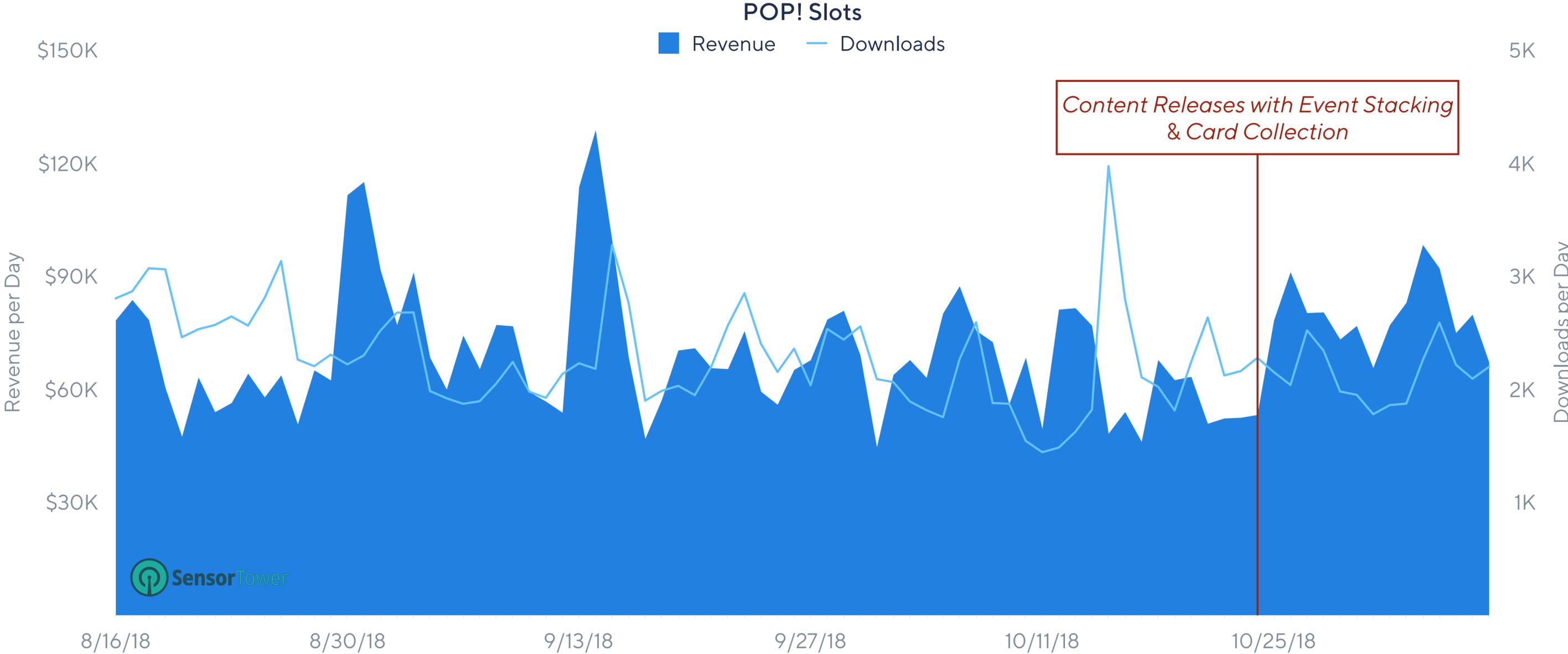


\*Graph data is iOS U.S. only

# **CONTENT RELEASES WITH EVENT STACKING**

# IMPACT ANALYSIS

Revenue was up 33% 2Wo2W in POP! Slots after *Content Releases with Event Stacking ...* which included a *Card Collection*. Downloads were slightly down during the same time period



\*Graph data is iOS U.S. only

# FEATURE DETAILS

POP! Slots released a machine with a *Social Bonus Machine*, a *Post-Purchase Wheel Bonus*, and then a *Collection*

## Social Bonus Machine & Post-Purchase Wheel Bonus

- *Fire vs. Lightning* machine was released (1)
- This stepper machine has a *Social Bonus* that is a reskin from [Pirates' Gems](#)
- A *Cash Wheel* was released as a *Post-Purchase Sweetener* (2)

[Fire vs. Lightning machine with Cash Wheel](#) released 10/25

## Collection

- Spinning triggers *Spooky Balloons* that fill a meter when popped (3)
- Once the meter is filled, players pick a *Tombstone*, which is either empty, contains chips, or reveals *Ghost Cards* (4)
- Finding a *Ghost Card* will award a large chip prize and help complete a set
- Players can purchase *Extra Chances* from chip bundles (5)
- Completing a set of five cards will reset the *Collection*. A greater prize is awarded at the end of the event for every set completed

[Spooky Card Collection](#) released 10/29



# INSIGHTS & DATA

On the app-entry marketing, include two important components to a *Collection*; the ability to collect rarer cards and the potential coin win amount for completing a *Collection*. If personalizing the potential win, market with a header like, “Win up to X” where X is the max potential win for all players

### Product Council Insights

- Consider giving players options based on difficulty to increase engagement with opt-in personalization (1)
- Make it obvious upon feature-entry that larger bets-per-spin will lead to faster and better *Collection Items* (2)
- Consider pairing more *Collections* with stepper machines. Based on the player personas research, *Sensation Serena*, who has the strongest desire to play slots over other casino games, enjoys *both* stepper and video machines (see table below)
- In the mid-core space, rarity messaging is *very* important to players who are driven by completing *Collections*. In some cases, collecting a rarer *Collection Item* is more appealing and converts better than collecting the currency payout

### Slots Personas Data

- These features target *Sensation Serena* and *Daydreamer Denise* due to their desire for *Collections*, preference for slots (over other casino games), and their willingness to play stepper machines. These players are also willing to play video machines



	<i>Fame Frank</i>	<i>Money Mike</i>	<i>Daydreamer Denise</i>	<i>Gambler Gail</i>	<i>Sensation Serena</i>
<b>Collections</b>	2.9	2.5	3.1	2.9	3.4
<b>Slots Preference</b>	2.9	2.9	3.2	3.4	3.6
<b>Stepper Machines</b>	2.4	2.3	2.5	2.6	3.0
<b>Video Machines</b>	2.6	2.6	2.9	3.0	3.3

# MARKET WATCH



10/15/18 - 11/10/18

# NOTABLE RELEASES I

App	Feature	Type	Description
Cashman Casino	<a href="#">Kill Your Balance</a>	Coin Package	If a player's balance drops below 10K coins in three days after a purchase, a second package is awarded (1)
WSOP	<a href="#">King of the Table</a>	Poker Mode	If a player wins a hand over the <i>Target Pot</i> size and no opponent can beat that pot size within 10 hands, then the <i>King</i> wins a jackpot ... and, all the opponents pay a <i>King's Tax</i> to increase the jackpot (2)
Heart of Vegas	<a href="#">All Stars Pre-Season</a>	Leagues	A <i>League</i> system is coming soon with a pre-season event to determine the starting <i>Tiers</i> for players
Bingo Blitz	<a href="#">Bingo Bank</a>	Piggy Bank	A limited-time <i>Piggy Bank</i> collects credits when players do not Bingo. Purchasing and playing on <i>Boosted Cards</i> increases credits saved (3)
	<a href="#">Spook'N' Roll</a>	Bingo Mode	In the new room, players collect <i>Potions</i> to fill a meter for <i>Dice</i> , which are rolled to advance players on a gameboard
Caesars Slots	<a href="#">Clover Isle High Limit</a>	High Roller	A designated <i>High Roller</i> machine



# NOTABLE RELEASES II

App	Feature	Type	Description
Quick Hit Slots	<a href="#">Quick Hit Slots Arena</a>	Spin-to-Collect Event	Players collect <i>Tokens</i> to unlock a choice of <i>Classic</i> or <i>Flashy</i> stepper machine with prize awards (1)
Zynga Poker - Texas Holdem	<a href="#">World Poker Tour</a>	Poker Tournament	“Biggest tournament update ever” includes five player <i>Sit-N-Go</i> with bigger payouts, shorter wait times, and faster completion times (2)
Classic Vegas Casino	<a href="#">Mysterious Maze</a>	Challenges	Players complete challenges to collect coin rewards and progress. Reaching a crossroad gives players a path choice
Pokerist	<a href="#">Sports Betting</a>	Casino Mode	<i>Sports Betting</i> allows players to bet virtual currency on actual sporting events, like Premier League soccer games (3)
Scatter HoldEm Poker	<a href="#">Art of Deception</a>	Poker Boosts	Players can purchase <i>Deceptions</i> during rounds and use them on other players to skip the other player’s turn

[Full list of content released this month](#)



# APPENDIX



# CASINO PRODUCT COUNCIL

To increase the value of the Product Council Insights, industry-leading mobile gaming consultants analyze the Revenue Drivers to provide their insights and advice. Liquid and Grit then incorporates the best key takeaways into the Report

## Erez Baron

Product, Game Economy, CRM, and Analytics Architect Consultant

[LinkedIn Profile](#)

Erez spent the past year at Huuuge Casino where he helped design and implement the product roadmap of Huuuge Casino's game economy.

At Huuuge Casino, he led the game economy, business analytics, and CRM teams that helped create and design new game economies for new products.

Prior to Huuuge Casino, Erez was a *Game Economy & Pricing Manager* at Playtika.

At Playtika, he leveraged consumer psychology, analytics, and A/B testing to assist in building and optimizing Playtika's monetization features. Erez managed in-app purchases, balanced the game economy, and automated processes.

## Jay Jodway

Mobile Products Consultant in Gaming, Casino, iGaming, and Cryptocurrency

[LinkedIn Profile](#)

Prior to starting his own consultancy, Jay was *VP of Product* at GREE International and *Senior Director of Product Development* at Kabam.

Jay spent over four years at Kabam, going from *Associate Product Manager* to *Senior Director* in a very short time.

At Kabam's Beijing office, Jay scaled the studio to over \$1B in revenue.

Jay has helped manage The Hobbit (Kingdoms of Middle Earth), Kingdoms of Camelot, Crime City, Marvel Contest of Champions, Lord of The Rings, and The Godfather.

**More consultants will be joining Liquid and Grit's Product Council to continue to boost the Insights & Data section of the Report. Please feel free to reach out directly to a consultant or find out more by emailing [Brett Nowak](#)**

“I used to be embarrassed because I was just a comic-book writer while other people were building bridges or going on to medical careers. And then I began to realize: entertainment is one of the most important things in people’s lives. Without it they might go off the deep end. I feel that if you’re able to entertain people, you’re doing a good thing.”

– Stan Lee

[LiquidandGrit.com](https://LiquidandGrit.com)



[Brett.Nowak@LiquidandGrit.com](mailto:Brett.Nowak@LiquidandGrit.com)

