



LIQUID&GRIT

Casino Report

Competitive Research and Actionable Product Recommendations

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OCTOBER

2019

REVENUE DRIVERS



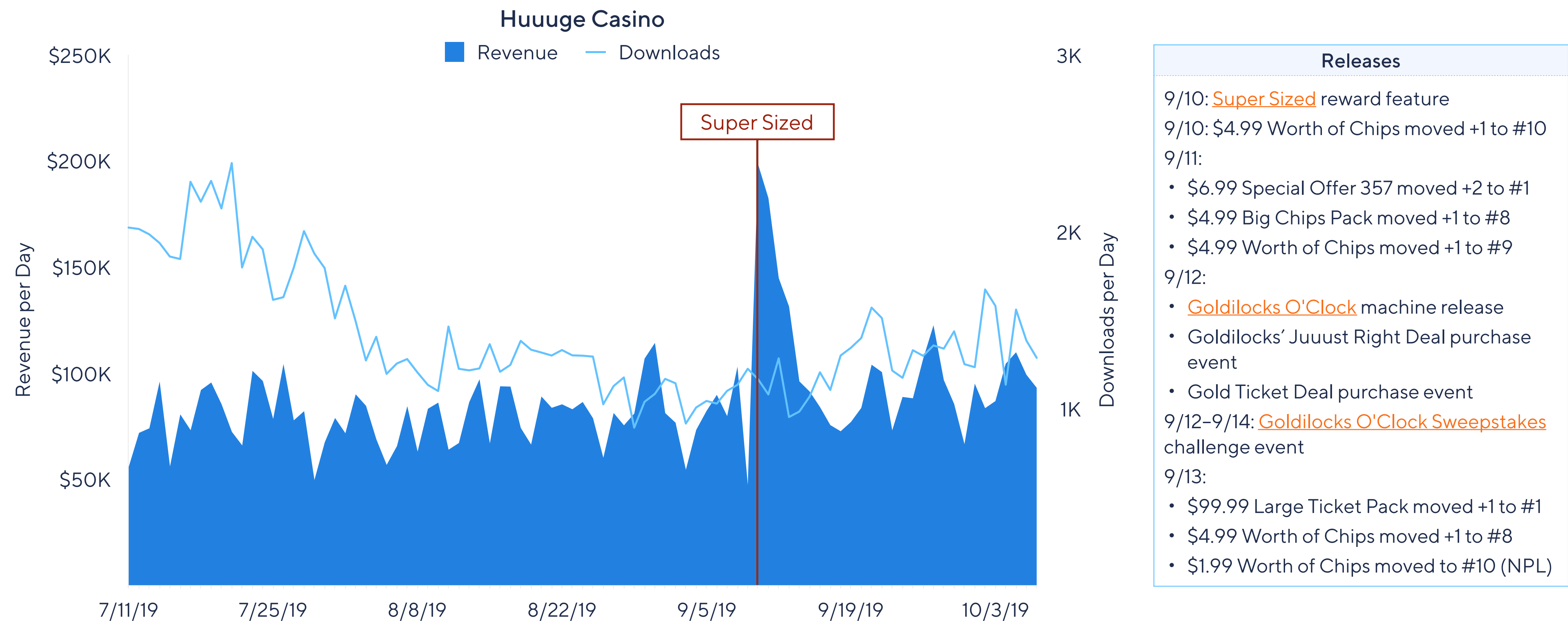
CASINO > FEATURES > REWARDS

ECONOMY REBALANCES

Super Sized in *Huuuge Casino*

REVENUE ANALYSIS

In *Huuuge Casino*, revenue spiked +75% WoW before cooling to +14% 2Wo2W after the release of the Super Sized reward feature.



| Releases |
|---|
| 9/10: Super Sized reward feature |
| 9/10: \$4.99 Worth of Chips moved +1 to #10 |
| 9/11: |
| • \$6.99 Special Offer 357 moved +2 to #1 |
| • \$4.99 Big Chips Pack moved +1 to #8 |
| • \$4.99 Worth of Chips moved +1 to #9 |
| 9/12: |
| • Goldilocks O'Clock machine release |
| • Goldilocks' Juuust Right Deal purchase event |
| • Gold Ticket Deal purchase event |
| 9/12–9/14: Goldilocks O'Clock Sweepstakes challenge event |
| 9/13: |
| • \$99.99 Large Ticket Pack moved +1 to #1 |
| • \$4.99 Worth of Chips moved +1 to #8 |
| • \$1.99 Worth of Chips moved to #10 (NPL) |

Graph data is iOS U.S. only.
xWoW = x weeks over x weeks.

*NPL = Not previously listed

FEATURE TEARDOWN

Huuuge Casino adjusted shop deals, retention bonuses, and collection rewards in this economy rebalance.

Economy Details

- Players spin to increase XP, shop levels, and lottery levels.
- Higher XP levels lead to greater daily, lobby, and shop bonuses (1).
- Shop levels adjust the VIP, chip, and diamond packages (2, 3, and 4).
- Lottery levels increase lottery and puzzle prizes, and appear to have the same value as shop levels (5, 6, and 7).
- A leaderboard event rewards players based on club league points earned (8).

Economy Rebalance Details for New Users

- Shop values increased ~3x, depending on the package.
- Shop, lobby, and daily bonus value decreased by 80%.
- Lottery ticket prizes decreased on average by 67%.
- Puzzle completion prizes remained the same.

Economy Download

- Download the *Huuuge Casino*'s pre- and post-rebalance economy spreadsheet [here](#).
- See details on economy changes for players at different levels.

Quickly find more information in the Feature Database

- See the [Super Sized](#) Library for more images and videos.
- Review the impact of *Huuuge Casino*'s lottery feature in the [Lottery Systems](#) Wiki.



PRODUCT INSIGHTS

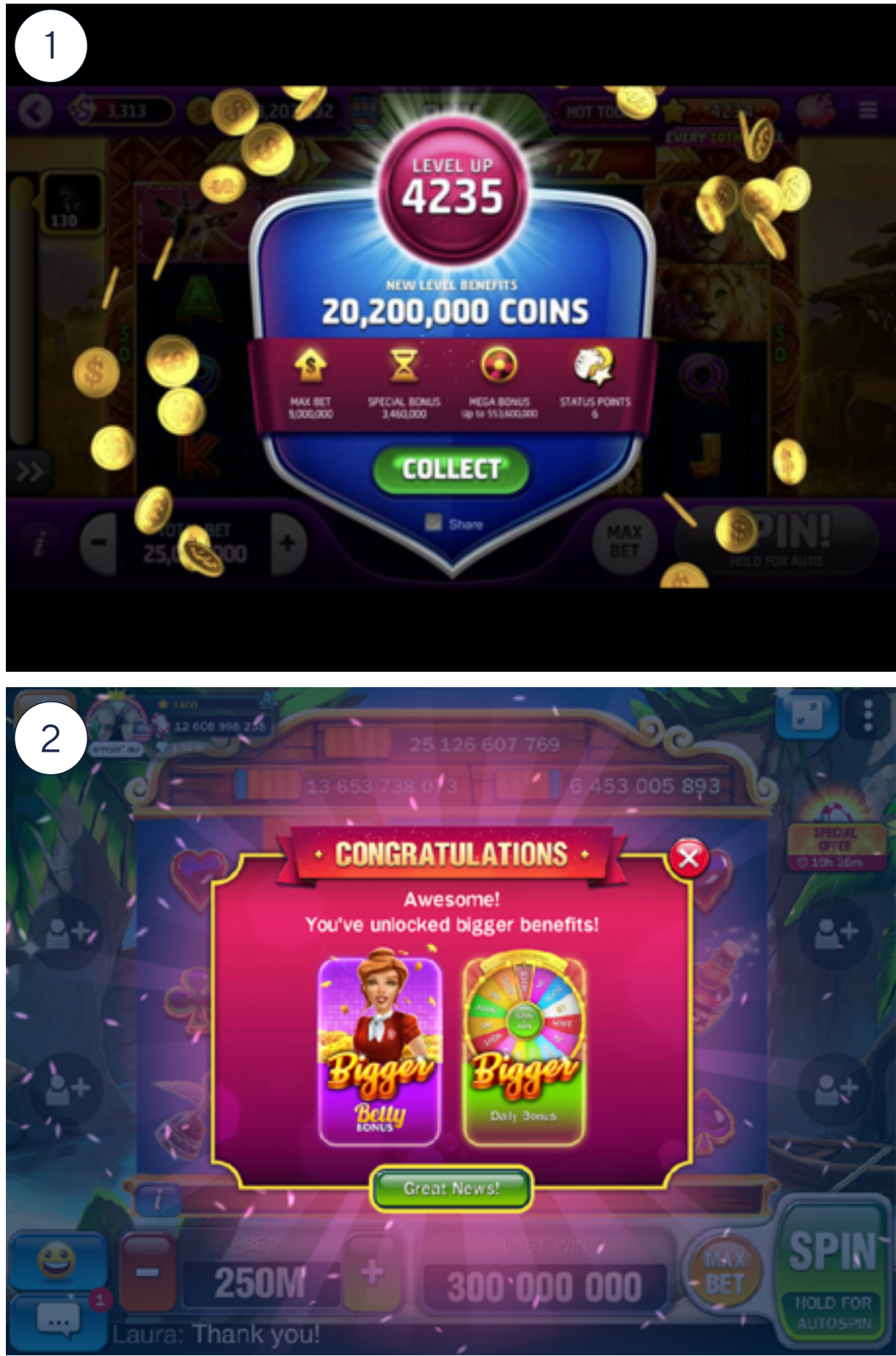
Use intermittent economy rebalances and progression adjustments to increase spending, control wallets, and regulate inflation. Tune minimum bets and daily bonuses to retain players.

Product Recommendations

- **Integrate rebalances into player progression to decrease wallet value while making players feel richer.** In both *Huuuge Casino* and *Slotomania*, coin packages and bonus values increase by level. These economy changes are shown to players in level-up dialogues (1 and 2).
- To inflate the economy by level, the starting economy must be deflated (i.e., have a small coin-to-dollar ratio) to allow room for adjustments as players progress.
- **Allow indefinite play at the minimum bet while testing mechanics to increase conversion and monetization.** In *Scatter Slots*, *Slotomania*, and *Huuuge Casino*, the minimum bet is so small that players will *practically never* run out of coins by simply collecting the daily bonuses and betting the minimum.
- **Rebalance risks are offset by potential revenue growth, but be careful not to rebalance too many times.** After a rebalance in February 2018, revenue in *Wizard of Oz* was +26% 2Wo2W. In *Caesars Slots*, revenue was +36% 3Wo3W after changes to the rewards system were wrapped in the feature [Greatness of the Gods](#) (see the [Reward Adjustments with Content Releases](#) Wiki).
 - Rebalancing too often may hyperinflate the economy, which can be difficult to fix without frustrating players.
 - See *Wizard of Oz* for an example of how to explain changes to players ([video](#)).
- **Release coin-sinking features to shrink inflated wallets after rebalances.** For instance, consider adding hard levels after a level progression rebalance to encourage player spending (see [Super Hard Level Multiplier](#) in *Gardenscapes*, and [Super Hard Levels Double Stars](#) in *Homescapes*).

Analyze the economies in downloadable spreadsheets

- Download the *Slotomania* economy spreadsheet [here](#).
- Download *Huuuge Casino*'s pre- and post-rebalance economy spreadsheet [here](#).



CASINO > EVENTS > ACCELERATORS

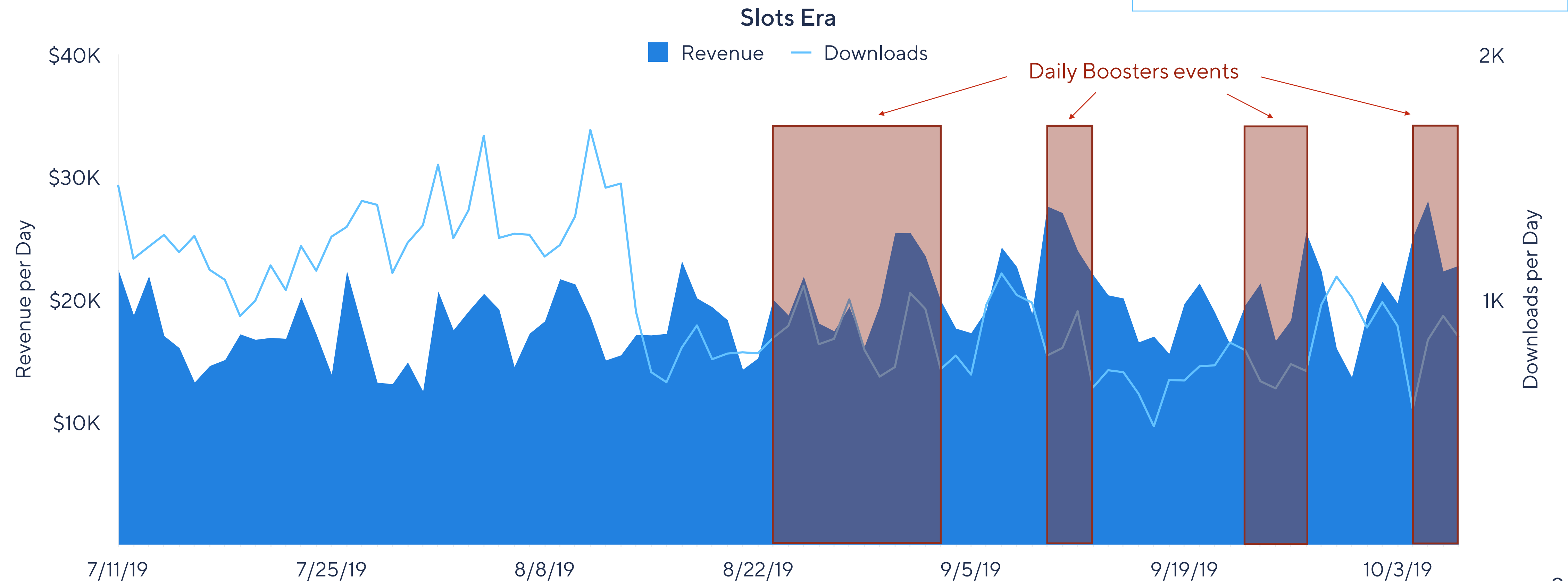
ACCELERATOR EVENTS

Daily Boosters in *Slots Era*

REVENUE ANALYSIS

After the first, second, and third release of the Daily Boosters event in *Slots Era*, revenue was +3%, +13%, and +11% WoW, respectively.

| Releases |
|---|
| 8/23–10/27: Daily Boosters accelerator event |
| • 8/23–9/3: First release (YouTube tutorial) |
| • 9/10–9/13: Second release |
| • 9/23–9/27: Third release |
| • 10/4–10/7: Fourth release |
| 8/27–9/12: Labor Day Puzzle (FB) |
| 9/10: Neon Deal purchase event (FB) |
| 9/11: \$29.99 Pro Coins Pack moved +1 to #9 |
| 9/12: Imperial Riches machine release (FB) |
| 9/13: \$29.99 Pro Coins Pack moved +1 to #8 |



FEATURE TEARDOWN

During this accelerator event, players fill a meter by spinning. Larger bets fill the meter faster. Once filled, the meter awards multipliers that help complete challenges.

Details

- Players spin to fill a daily boost meter (1).
- The bigger the bet, the faster the meter fills ([YouTube tutorial](#)).
- Players must meet a minimum bet threshold to advance the meter (2).
- Filling the meter awards time-limited multiplier boosts at four milestones (3).
- Multipliers accelerate player progression through challenges (4, 5, and [video](#)).
- The boost meter resets every day.

Quickly find more images and videos

- See the [Daily Boosters](#) Library for more images and videos.

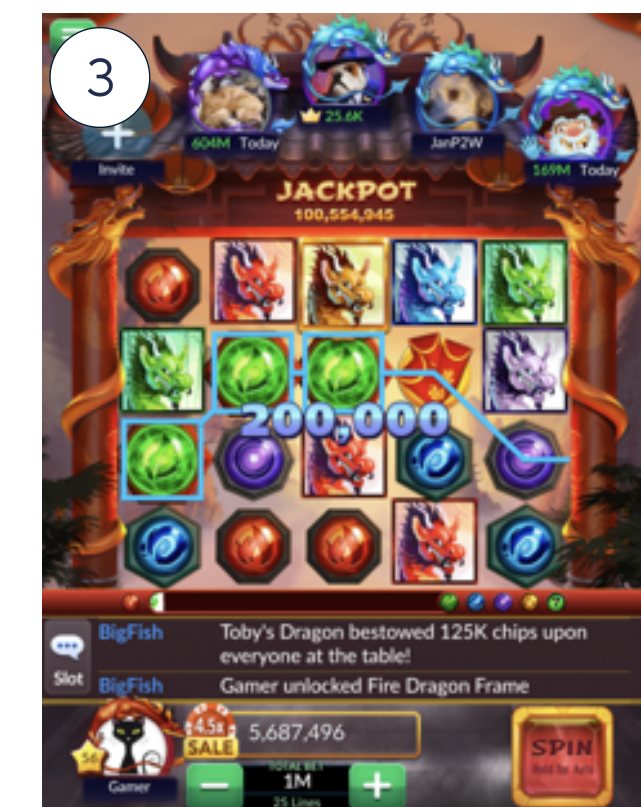
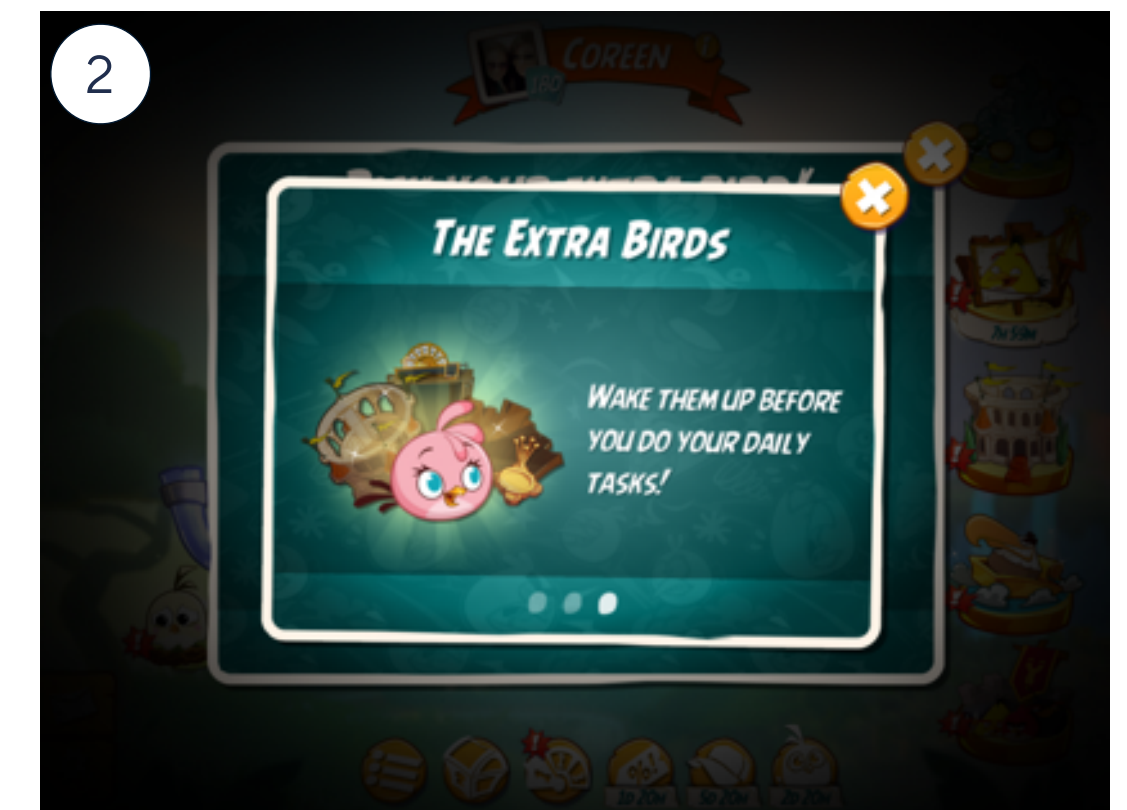


PRODUCT INSIGHTS

Design boosts with Pet mechanics to add a narrative and increase complexity. Create additional incentives by including social benefits, and drive revenue by tying boosts to purchases.

Product Recommendations

- **Narrativize boosts with Pet mechanics, like feeding, to drive additional engagement.** Fictionalizing the boost increases player enjoyment ... while Pet mechanics provide more opportunities to reward engagement and monetize progression. [Hatchlings](#), a Pet boost feature, increased *Angry Birds 2* revenue by +17% WoW ([Pet Accelerators](#) Wiki). Hatchlings work like this:
 - Tapping on an egg starts a countdown timer with a pay-to-unlock option.
 - Once unlocked, Hatchlings multiply player scores.
 - Players level up the Hatchling to increase multipliers.
 - Levels are gained by feeding Hatchlings or by paying with a secondary currency.
 - Hatchlings leave if unfed, resetting the multiplier and causing a new egg to appear.
 - Food is awarded with almost all bonuses and can also be purchased.
- **Turn boosts on and off to increase engagement at low-engagement periods and drive spending.** [Extra Birds](#) level boosts in *Angry Birds 2* alternate between 4-hour periods of availability and 10.5-hour periods of “sleep” ([Timed Accelerators](#) Wiki). Monetize this time-based locking mechanic with a pay-to-unlock option (1 and 2).
- **Increase the value of boosts by adding social benefits.** During *Big Fish Casino*’s [Awaken Your Dragon](#) event, all players in a room receive chip bonuses anytime a player with a boost enters the room. Revenue during the *Awaken Your Dragon* release was +26% Wo2W (3 and [May 2018 Casino Report](#)).
- **To focus more on revenue, award boosts as post-purchase sweeteners.** After the launch of the [Leprechaun](#) post-purchase boost event in *Slotomania*, revenue grew +15% 2Wo2W. During this event, coin purchases activated a meter with a countdown timer. Completing the meter before time expires awards a percentage of the original purchase ([Unlocking Boosts Post-Purchase](#) Wiki).



IN SOFT LAUNCH



JINJINJIN BY ARC PLAY

Launch Information

- **Soft Launch:** 7/30/19
 - The non-English version released 9/15/17
- **Countries:** Malaysia and Vietnam

Revenue and Downloads

- Worldwide daily revenue is \$1.2K, and downloads 11K for September
- This app has not yet launched in the U.S.

APP DECONSTRUCT

The app offers slots, arcade, and table games. A daily bonus is available for players about to run out of chips. Lower VIP levels unlock permanently at specific milestones, while higher levels unlock based on engagement over a 30-day period.

Details

- **Machines:** The lobby contains a variety of slot, arcade, and table games.
 - In one game, players bet on fighters in an RPG-inspired battle (1 and [video](#)).
 - In another, players shoot a drill that bounces off walls to collect coins ([video](#)).
- **Bonuses:** The Fortune Allowance is a daily bonus available to players with less than 1K coins (2).
 - Lucky Egg, a daily pick'em bonus, awards prizes based on player VIP level (3).
- **Lottery:** Lottery tickets are awarded through gifting, gameplay, login bonuses, and events.
 - Nine daily draws occur every 15 minutes beginning at 10 p.m.
 - Players must be online during draws to win prizes.
- **VIP:** Players can unlock six VIP levels—three permanent levels and three 30-day memberships (4).
- **Link Account:** Players can link game profiles to Facebook or a cell phone.
 - Accounts must be linked to cell phones to unlock gifting and the majority of games, excluding slot machines (5).
- **Chat:** Players can chat in public, group, and private channels (6).

Quickly understand this app

- Visit the [Feature Database](#) for more features.



BREAKOUT APP



CASINO > GAMES

LUCKY LOTTERY SCRATCHERS BY 41 GAMES

Launch Information

- **Soft Launch:** 8/30/19
- **Worldwide Release:** 9/4/19

Revenue and Downloads

- Beginning on 9/18, revenue was +235% and downloads +25% 2Wo2W

APP DECONSTRUCT

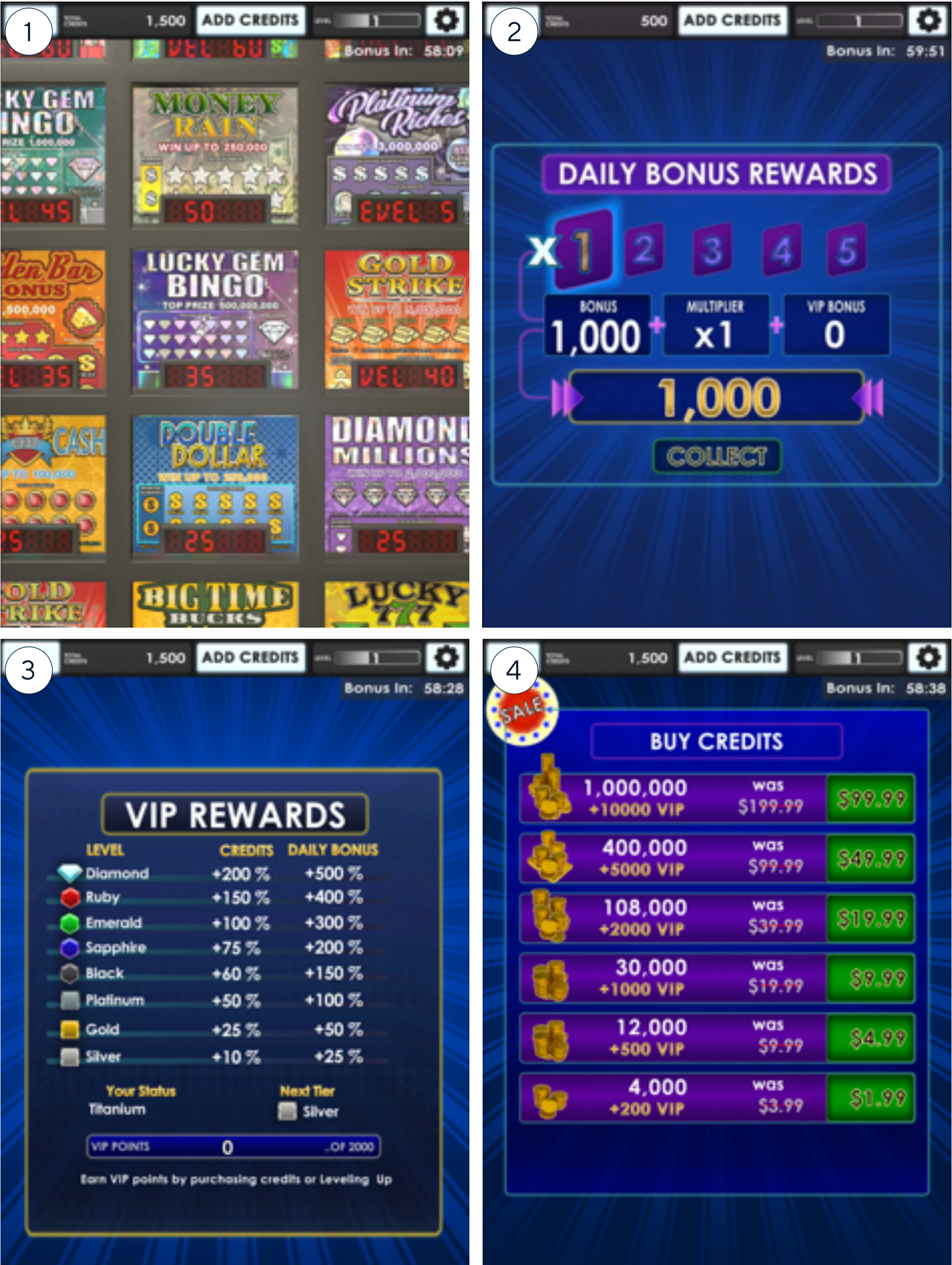
This new scratcher app includes unlockable scratchers, daily bonuses, and VIP awards. Daily revenue is currently averaging \$1.7K on iOS in the U.S.

App Details

- **Core Game:** Six scratchers are available to new users for credits.
 - Players unlock 49 scratchers through XP progression (1 and video).
- **Bonuses:** Daily bonuses include a login-streak multiplier, a VIP bonus, and an hourly bonus (2).
- **VIP Rewards:** Eight VIP levels offer increasing rewards for store packages and daily bonus awards (3).
 - Players earn VIP points by leveling up or through purchases (4).

Quickly understand this breakout app

- Visit the [Feature Database](#) for more features.



MARKET WATCH



NOTABLE RELEASES I

| App | Library | Description |
|------------------------|--|---|
| Big Fish Casino | Play for a Cause challenge event | <ul style="list-style-type: none">• This event raises money for the National Breast Cancer Foundation.• Players compete by increasing the total playtime for their chosen game.• Filling a game’s participation meter awards all players with an event-exclusive frame (1). |
| Bingo Bash | Home Sweet Home expansion feature | <ul style="list-style-type: none">• Players daub cells to uncover sections of toolboxes.• Uncovering a whole toolbox awards a bingo.• Toolboxes can be spent on custom design items for rooms (video).• Players complete rooms to progress through levels within a house (2). |
| Caesars Slots | Growing Fortunes mini-game event | <ul style="list-style-type: none">• Players fill a water meter with every spin.• Completing the water meter grows a tree (3).• Growing matching trees awards prizes (video).• Each grown tree fills a tiered reward meter.• Players can purchase additional water in the store. |
| Cash Frenzy | Balloon Pick Frenzy mini-game event | <ul style="list-style-type: none">• Players spin to fill a meter and collect darts.• A booster IAP doubles the number of darts earned for each full meter.• Players use darts to pop balloons for coins, treasure, and mini-game icons (4 and video).• Collecting 10 mini-game icons activates one of two additional mini-games. |



NOTABLE RELEASES II

| App | Library | Description |
|-----------------------|---|--|
| DoubleDown Casino | Popular or Classic Buy Page currency feature | <ul style="list-style-type: none">This new store layout gives players the ability to choose between two page styles: popular and classic (1). |
| Hit it Rich | VIP Free-a-Thon challenge event | <ul style="list-style-type: none">Players ranked VIP level Emerald or higher get 25 spins per day to win free coin packages.Higher ranks are eligible for bigger coin packages (2). |
| Lightning Link Casino | Nature Reserve collection event | <ul style="list-style-type: none">Players spin to collect stickers.Collecting all the stickers on a page unlocks the next page and larger prizes (3). |
| Lotsa Slots | Lotsa Clans club feature | <ul style="list-style-type: none">Players can form clans of up to 20 members.Players earn clan points for every spin.Each season, clans are ranked by clan points.Clans earn tier points based on their ranking to advance through divisions.Players can send coins to clan members and purchase clan perks for their entire clan (4). |



NOTABLE RELEASES III

| App | Library | Description |
|-----------------|---|---|
| Quick Hit Slots | Oktoberfest Celebration collection event | <ul style="list-style-type: none">• Players randomly earn beers for spinning.• Beers can be spent on boosts and rewards (1 and video). |
| Slotomania | Holey Moley mini-game event | <ul style="list-style-type: none">• Players spin to fill a meter.• Filling the meter awards a ticket that opens a train door.• Train doors can contain coins, Sloto Cards, Lucy, the Mole, or nothing.• Finding the Mole advances players to the next room (2).• Finding Lucy upgrades a coin prize that players receive upon reaching Lucy's room.• Players who complete all rooms and catch the final Mole earn the grand prize. |
| WSOP | King of the Table All-in or Fold competition event | <ul style="list-style-type: none">• In this mode, players can only go all-in or fold.• Players become the king of the table when they win a target pot amount.• Other players can become the king by winning a higher pot amount.• If no players beat the king's target for four hands, that player wins the king's jackpot (3).• All players who are not the king must pay into the king's jackpot each hand. |



Quickly review all features and machines

- Filter the [Library Tool](#) by month and year to see all the new releases.



APPENDIX



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 |
|--|---|---|
| <p>Market Research</p> <p>Quadrant Strategies website</p> <p>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.</p> <p>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.</p> | <p>Player Personas</p> <p>Kinrate Analytics website</p> <p>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.</p> <p>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.</p> <p>The products of Kinrate Analytics have been developed in university-led research projects in collaboration of economists, psychologists, game scholars, and data scientists.</p> | <p>Mobile App Store Intelligence</p> <p>Sensor Tower website</p> <p>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.</p> <p>Clients harness Sensor Tower’s suite of app intelligence tools to:</p> <ul style="list-style-type: none">▸ 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. |



“To create a new standard, it takes something that's not just a little bit different; it takes something that's really new and really captures people's imagination”

— Bill Gates

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