



SLOTS DESIGN REPORT

Competitive Research and Actionable Product Recommendations

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Check out our [FAQ](#) for guides on using our tools, understanding our classification system, and contacting support.

SEPTEMBER

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MECHANIC INSIGHTS



Features, events, and content that boost revenue, retention, or downloads



CASINO > CONTENT > SOCIAL

Core-Inspired Mechanics Sustain Engagement and Drive Spend

Zombie Gold Rush in Cash Frenzy

Key Takeaways

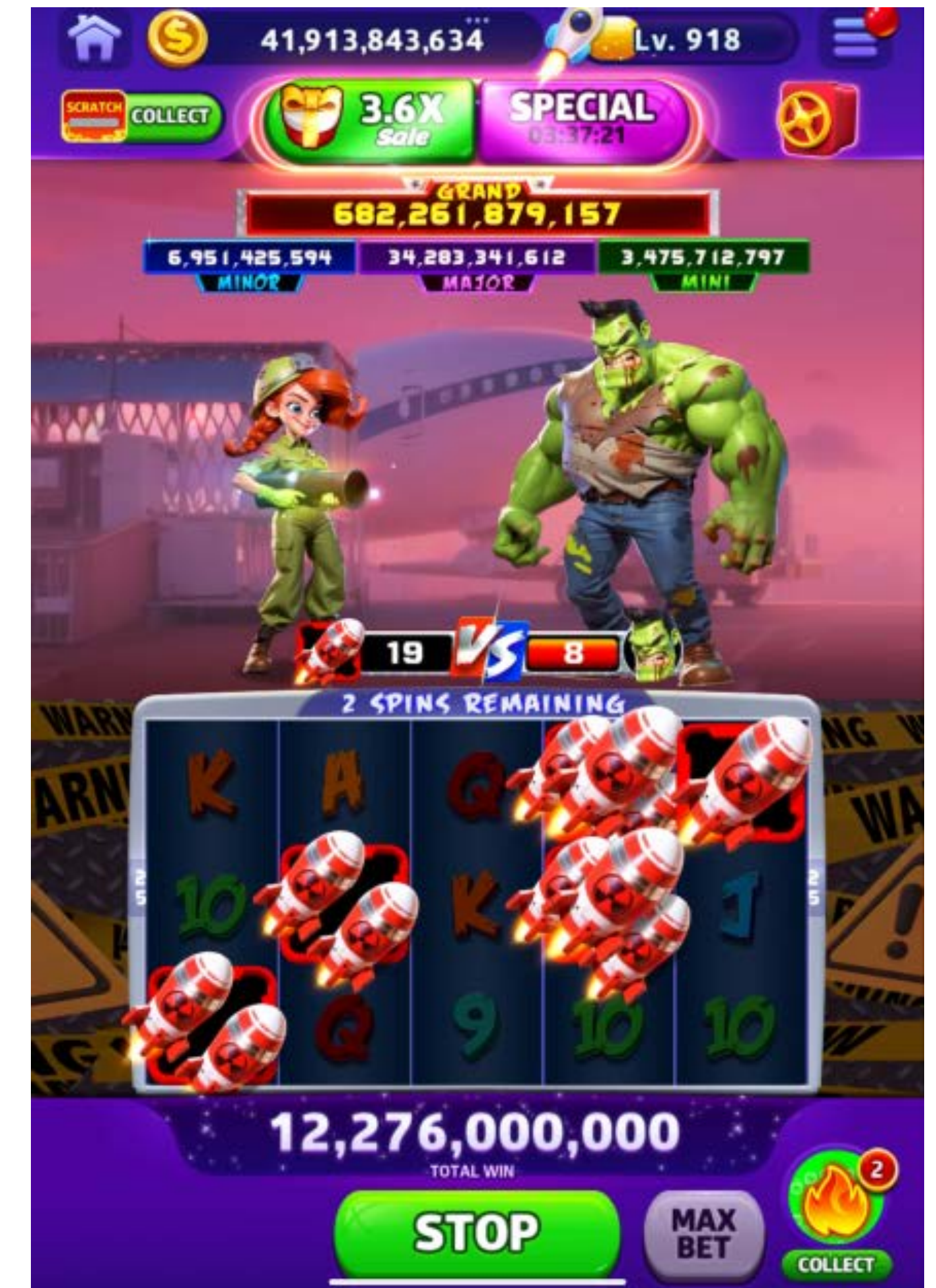
- Cash Frenzy's Zombie Gold Rush adapts robust core mechanics into slots gameplay.
- The core-inspired bonuses distract players from how much they're spending.
- Offering challenges with spin limits allows the machine to sell extra spins.
- Three progressions sustain engagement by offering short-, medium-, and long-term goals.

For more information on how we classify features, events, and content, please refer to the [taxonomy guide](#) within our FAQ.

INTRODUCTION

Cash Frenzy's Zombie Gold Rush is a rare example of a machine that incorporates several mechanics from the core market, including character selection, battles, and a survival-themed bonus. Three types of progressions support these mechanics: players collect ammo to use in battles, land wilds to fill a meter, and complete meters to advance on a map that triggers bonus battles.

Although core-inspired mechanics are uncommon in slots, they allow designers to incorporate gameplay that shifts players' focus away from how much they're spending.



MACHINE TEARDOWN

Zombie Battles

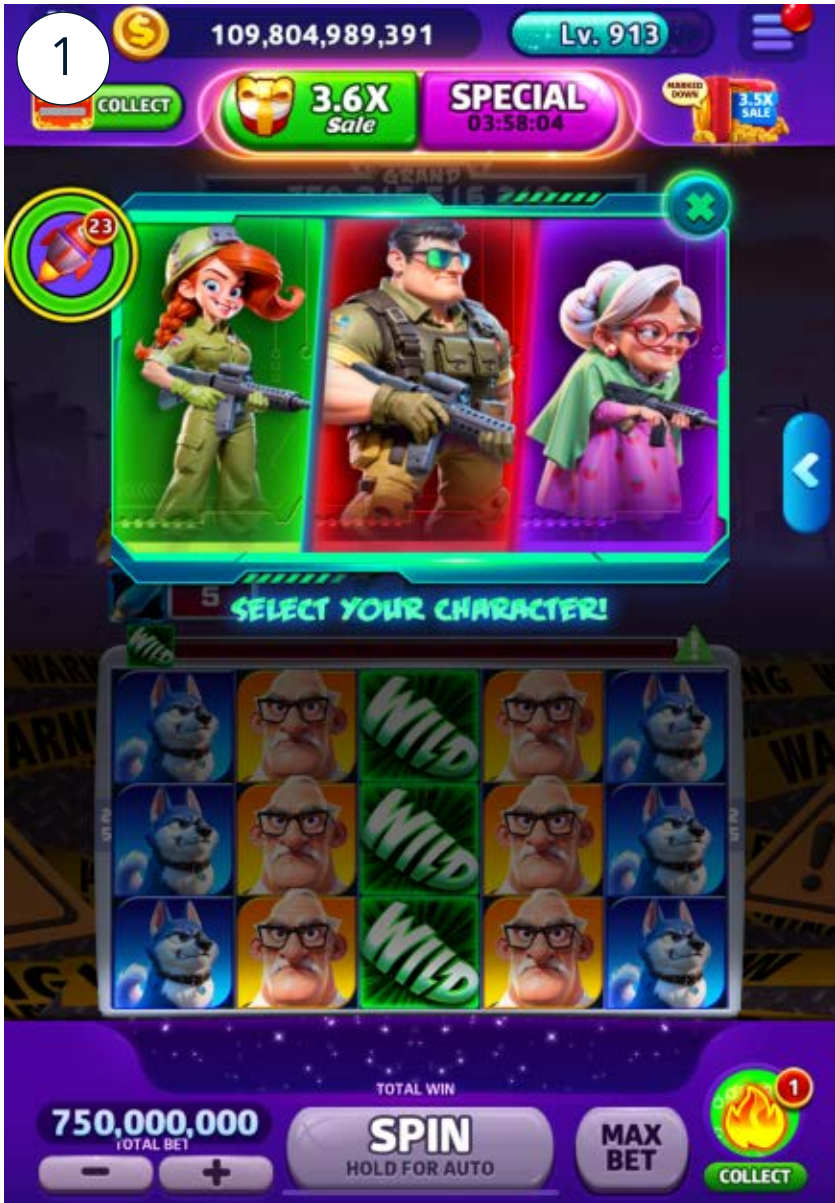
Players select one of three characters from a menu (1). The chosen character appears above the reels and moves on a scrolling 2D background after each base game spin. Players can change their character at any time.

During base game spins, landing blue or yellow ammo symbols adds them to a collection. Ammo symbols may randomly split into double or triple symbols. Counters above the reels track the number of each type of ammo symbol collected.

Spins randomly trigger an encounter above the reels with one of three types of zombies, which initiates a challenge (2 and video). During the challenge, players must collect enough blue or yellow ammo symbols within a certain number of spins to defeat the zombie. Different zombies require players to collect different types of ammo in different numbers of spins. Ammo collected before the encounter counts toward the challenge total.

Failing to defeat the zombie within the spin limit may prompt players to spend premium currency to extend the spin limit. Players can also spend premium currency to increase the spin limit of all battles for 30 or 60 minutes.

Defeating a zombie deducts the required ammo from the player's collection and awards a prize based on the zombie's type. Prizes include currency, random wilds, and a jackpot wheel spin. If the zombie is not defeated within the spin limit, no prize is awarded, but there is no penalty.



MACHINE TEARDOWN (CONT'D)

Map Progression and Respin Bonus

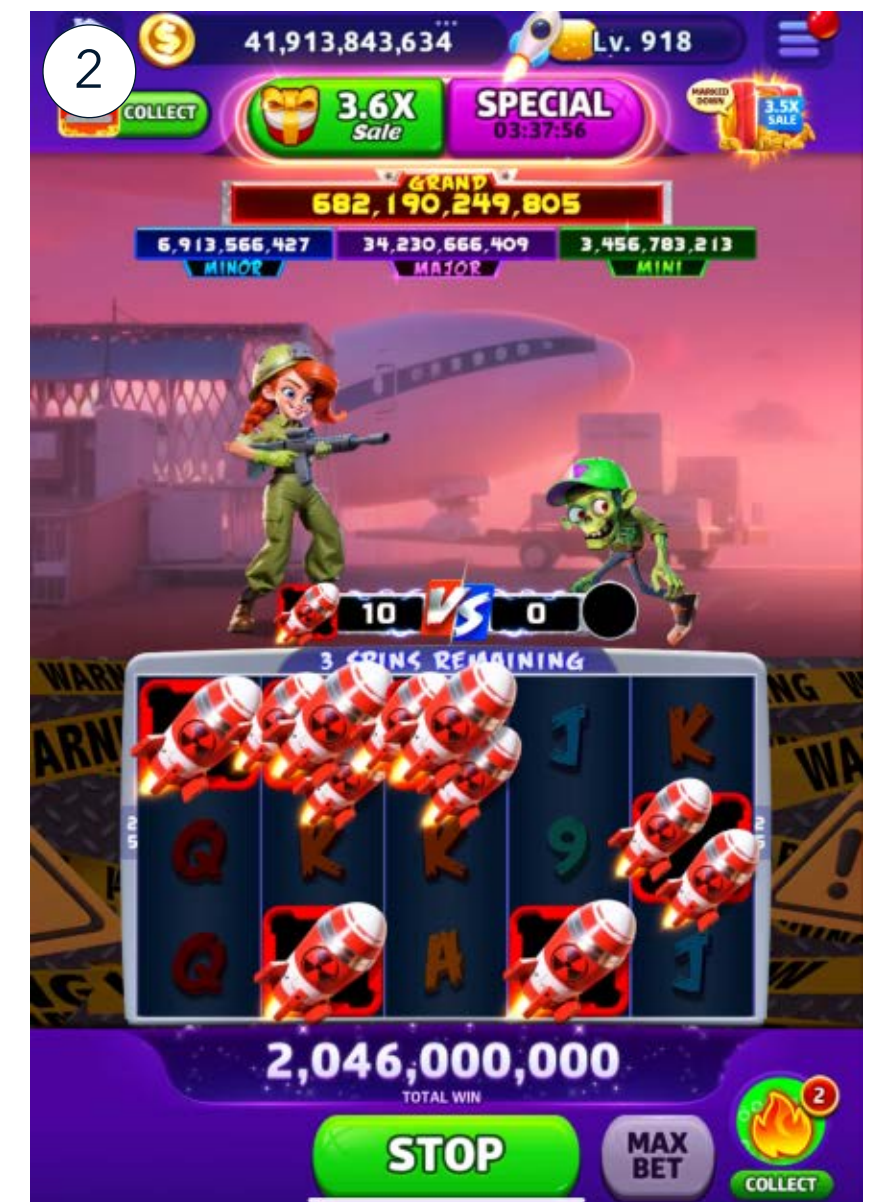
Landing wild symbols during base game spins fills a meter. Completing the meter advances the player's character on a map, awards a currency prize, and resets the meter. Reaching checkpoints on the map triggers a respin bonus (1).

Players begin the respin bonus with three spins. During respins, players attempt to collect enough red ammo symbols to defeat a series of zombies (2). Landing a red ammo symbol resets the spin counter to three. Defeating zombies awards currency, and respins end when players cannot defeat a zombie within three spins.

Free Spins

Landing three hazard symbols triggers eight free spins. During free spins, bubbles randomly appear on the reels and turn into wilds or award additional free spins.

See more images and videos in the [Zombie Gold Rush](#) gallery.



THE MACHINE'S CORE-INSPIRED MECHANICS DRIVE SPEND AND SUSTAIN ENGAGEMENT

Zombie Gold Rush's core-themed mechanics distract players from their spending but stay close to classic slots play.

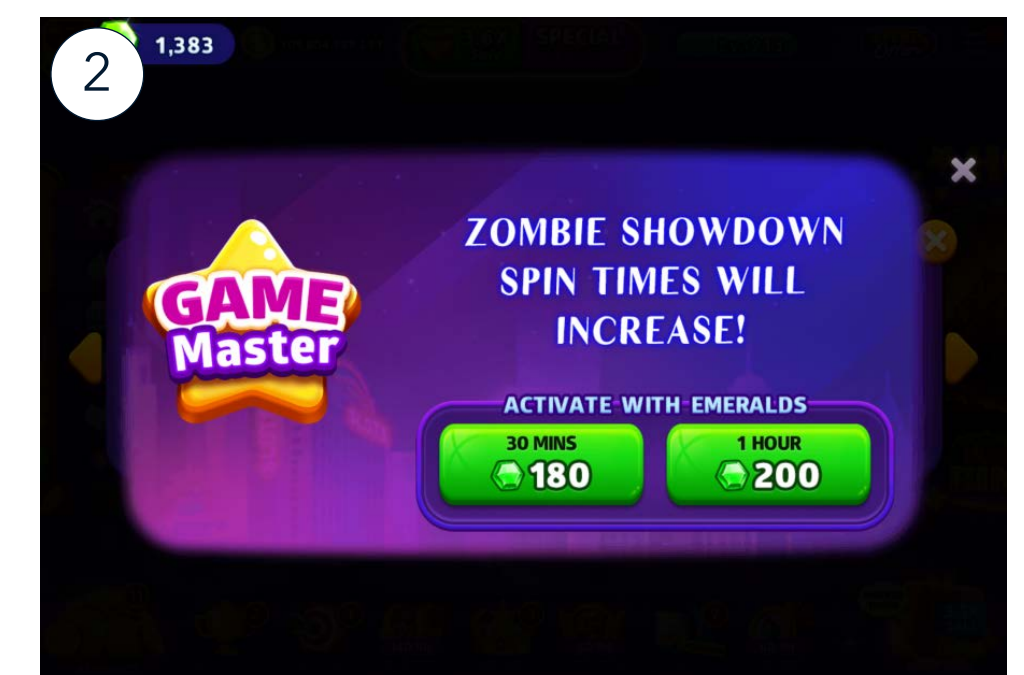
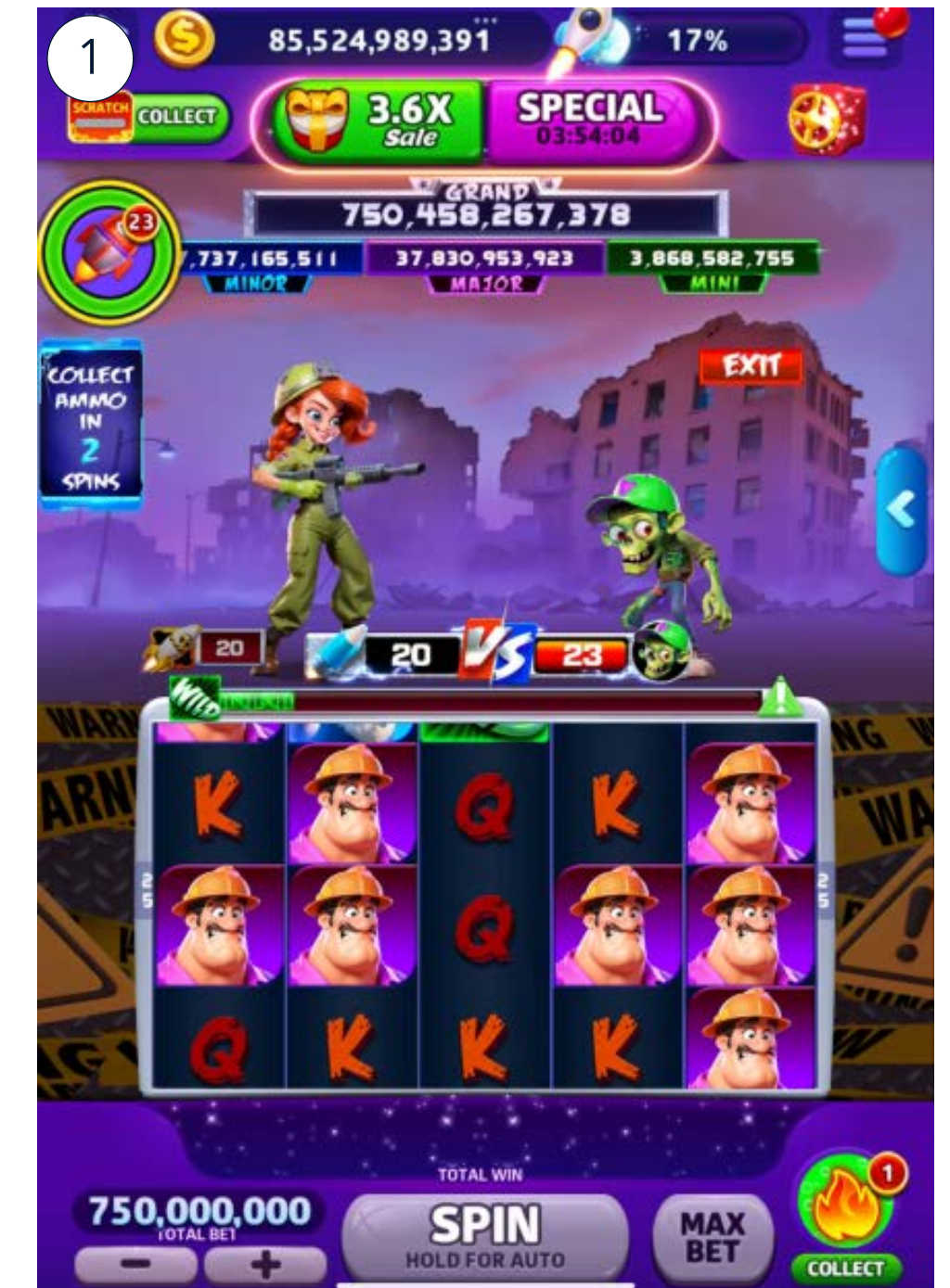
Players choose one of three characters that moves across an apocalyptic background above the reels each spin, creating the impression of exploring a large map. During spins, players collect two types of ammo symbols to use against zombies in battles that award prizes. When players collect enough ammo, an animation shows the character firing their gun to defeat the zombie.

Together, these mechanics keep players focused on defeating zombies and progressing their character rather than how much they're spending. At the same time, all the mechanics are functionally similar to classic slots play so that they won't alienate players.

By limiting the number of spins players have to defeat zombies, the machine creates opportunities to sell additional spins. Once players encounter a zombie, they only have 12-20 spins to collect enough ammo to defeat it before the zombie disappears (1).

The machine uses this mechanic to promote its [Game Master](#) feature, which lets players spend premium currency to increase the number of spins during battles for up to an hour (2). If players don't defeat a zombie within the spin limit, the machine may also trigger a pop-up offer that lets players spend premium currency to buy additional spins.

The machine offers three types of progressions to provide a continuous stream of goals that sustain engagement. During base game spins, players can collect ammo for their next battle (a short-term goal), land wilds to fill a meter (a medium-term goal), and complete the meter to advance on a map that triggers bonuses at milestones (a long-term goal). Since players can advance in each progression simultaneously, the machine gives players a constant sense of accomplishment and motivation to keep spinning.



RELEASE TRENDS



Trends for feature and event releases

Includes data from more than 35 top-grossing apps in the casino market

COLLECTION BONUSES OFTEN ACCOMPANY COLLECTION BASE GAME FEATURES

Machines with collection bonuses are likelier to include collection features in the base game than any other feature type.

This pairing occurs in Zombie Gold Rush: players collect ammo symbols in both the base game and the bonus to defeat zombies.

Collection features in the base game are twice as common in machines with collection bonuses compared to all machines. In the past year, base game collections appeared in 33% of machines with collection bonuses but only 17% of all machines.

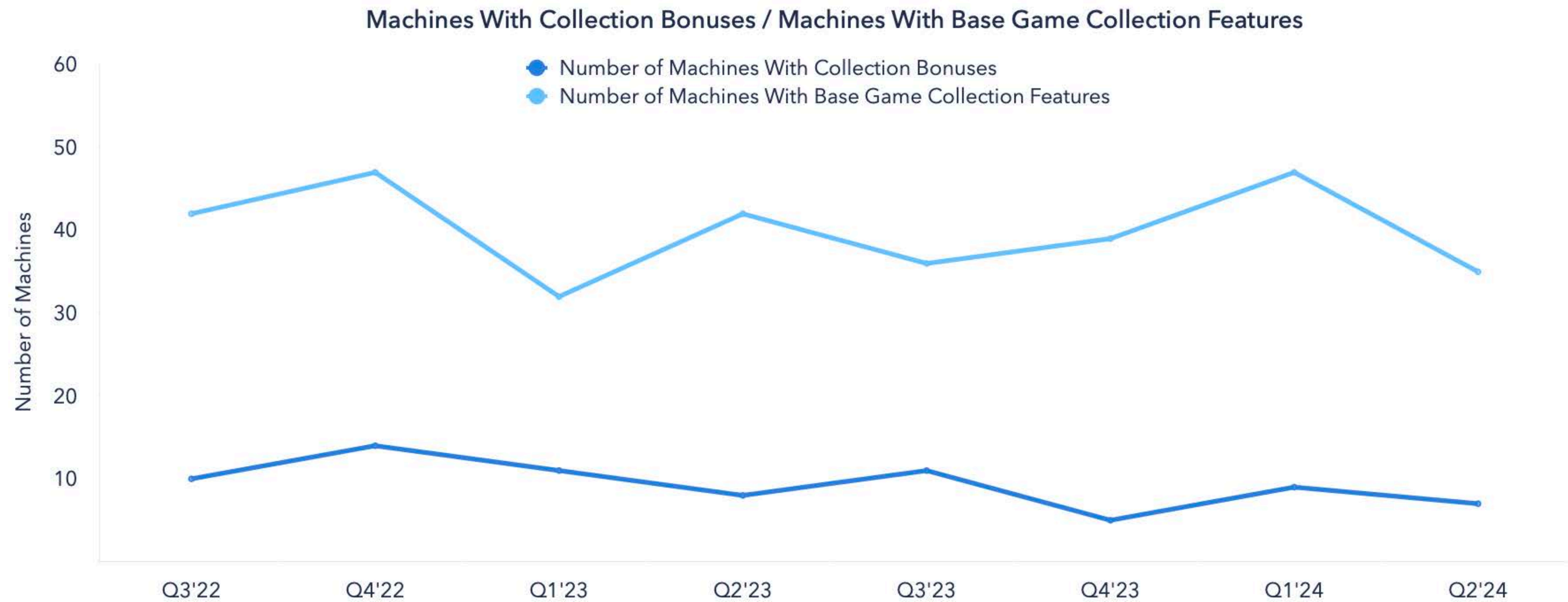
Base Game Feature	Release Count in Machines with Collection Bonuses
Collection	10
No Base Game Feature	7
Multiplier	6
Respin	6
Wild	1

Data includes machines with collection bonuses released by tracked slots apps between 9/1/23-9/1/24.

COLLECTION BONUSES (CON'T)

The number of machines released with collection bonuses has decreased by 25% YoY.

During the same period, the number of machines with collection features in the base game has remained relatively constant.



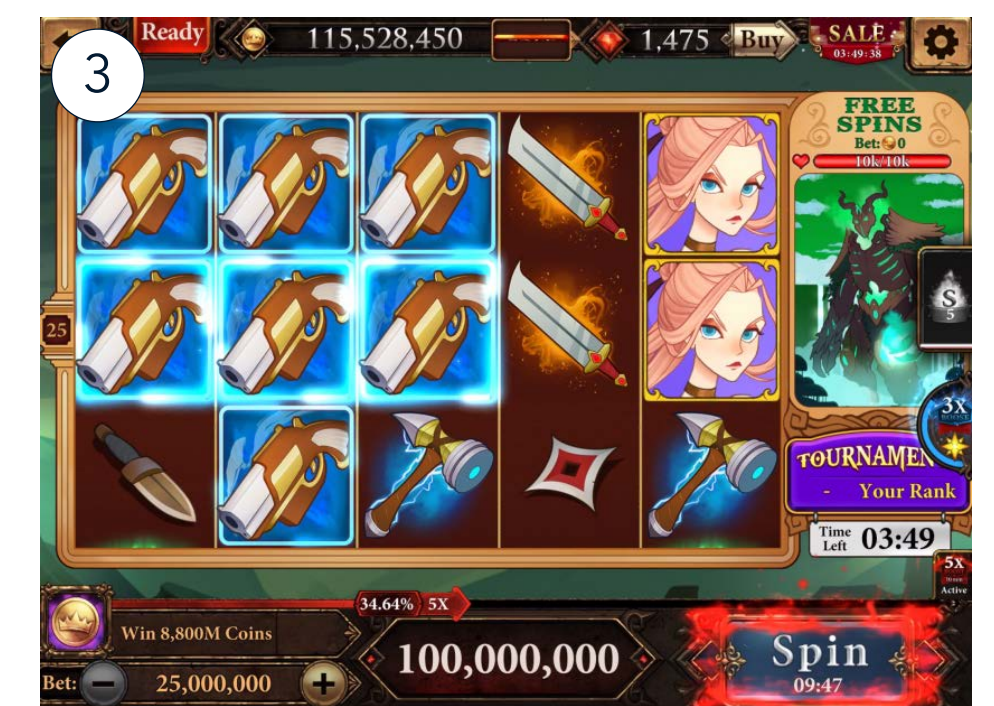
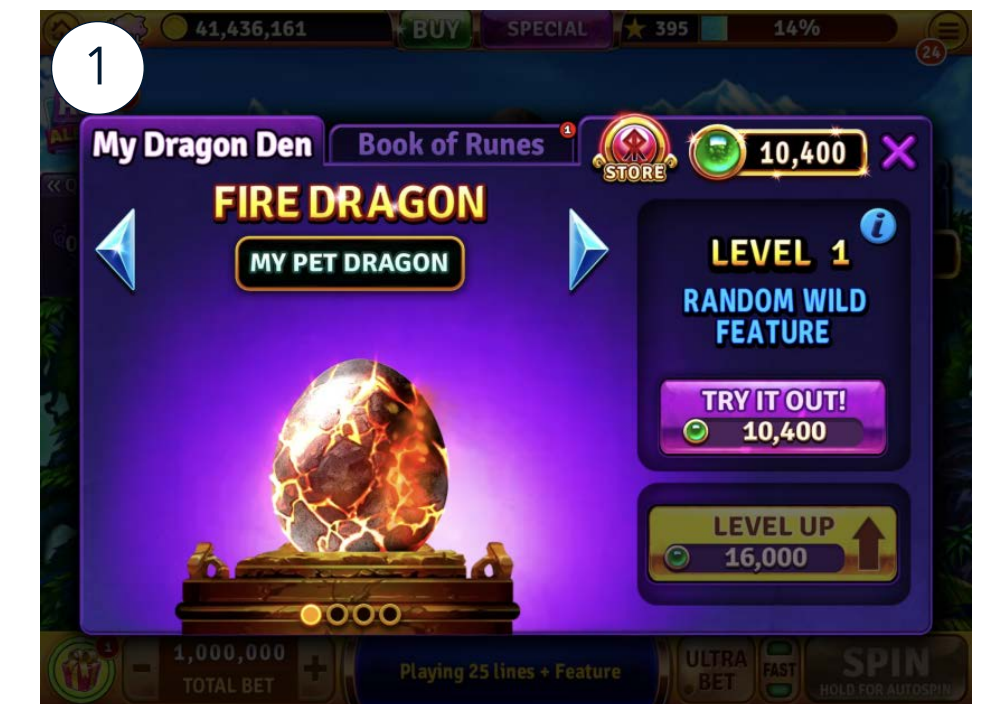
Data includes machines released by tracked slots apps.

OTHER MACHINES WITH CORE-INSPIRED MECHANICS

House of Fun's [My Pet Dragon: Finnegan's Fortune](#) offers a collection of five unique pets that players unlock, upgrade, and equip to gain unique bonuses for free spins (1).

Cash Frenzy's [Puppies' Quest](#) introduces a map progression that includes three characters with unique abilities and a battle system (2).

Scatter Slots' [Battle for Scatterland](#) has players land symbols to deal damage to a monster, which awards free spins when defeated, beside the reels (3).



MARKET WATCH



New apps and notable releases from established competitors

MACHINE RELEASES I

App	Machine	Description
Jackpot World	Flaming Chili Party	<p>During base game spins, landing one green chili symbol may trigger a bonus spin, and landing three green chili symbols always triggers it.</p> <p>During the bonus spin, the reels expand to eight rows and only contain sun symbols (1). All suns adjacent to other suns reveal either a value of 1-99 or an arrow. Arrows turn into a "0" and increase the value of the leftmost adjacent number. For each set of adjacent values, the numbers combine from left to right to form a single multiplier. All formed multipliers are applied to the player's bet amount and awarded (video).</p> <p>During base game spins, landing at least five sun symbols without winning lines adds them to a collection. After each spin, one or more collected symbols may move to a random position on the reels, revealing an arrow or a number between 1-99. Adjacent values combine to form a single multiplier that is applied to the player's bet amount and awarded (2).</p> <p>Landing a red chili symbol may trigger respins, and landing three red chili symbols guarantees respins. Landing a combination of five red and green chili symbols triggers super respins. During super respins, landing sun symbols unlocks additional rows.</p> <p>Similar machines: Perfect Purple Jackpots in Jackpot Party and Rise of Egypt in DoubleU Casino</p>



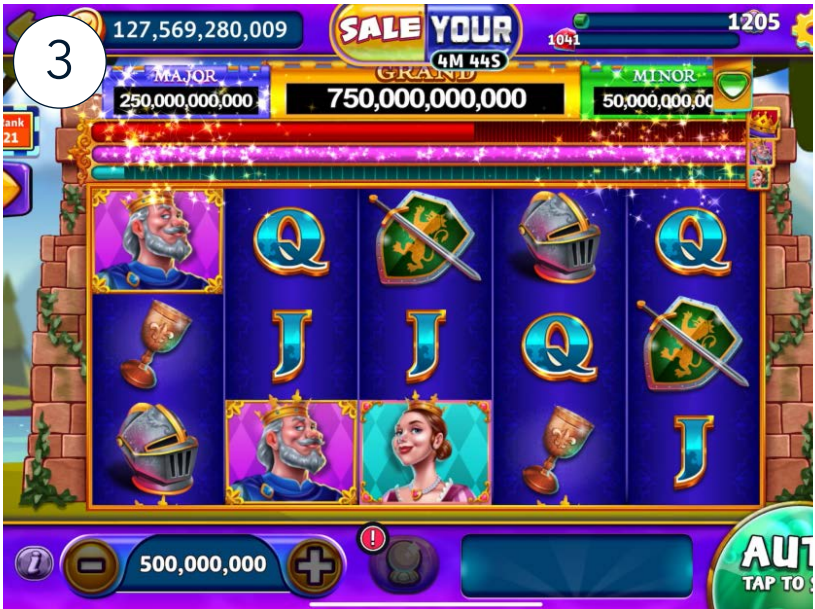
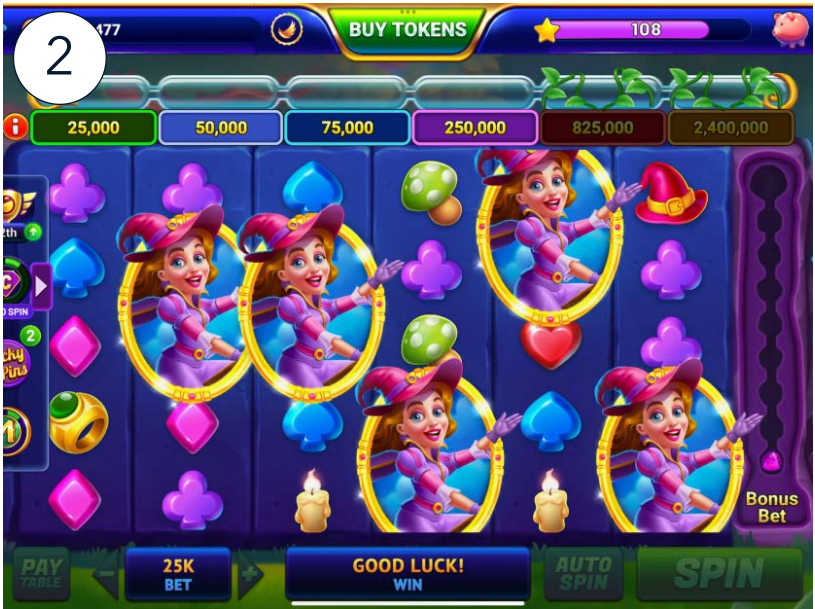
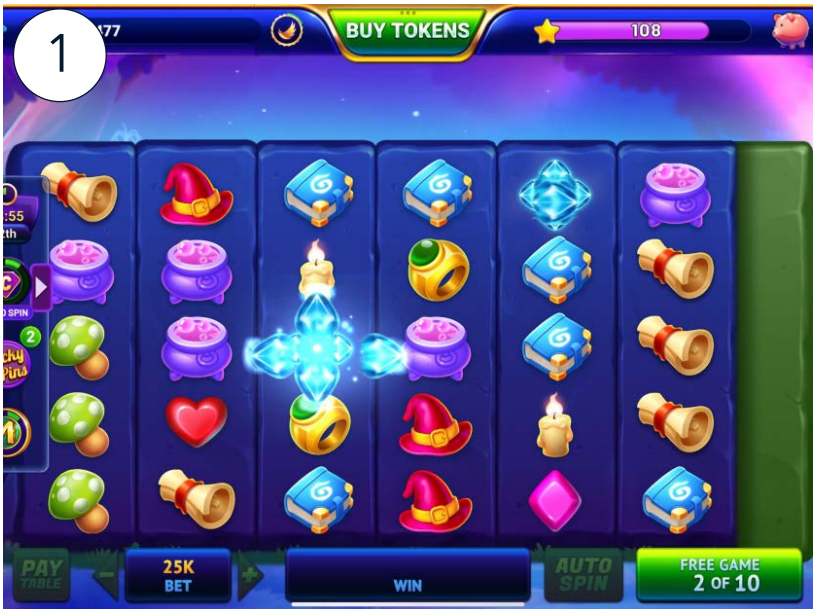
MACHINE RELEASES II

App	Release	Description
Cash Frenzy	Cash Cascade	<p>In a nontraditional reel set, the first reel has two positions, and each subsequent reel has one additional position. During base game spins, players land dollar symbols that may display prizes (1). Landing adjacent symbols (starting from the leftmost reel) awards all prizes in the connected line of symbols. Landing a wheel symbol triggers a prize wheel spin (2).</p> <p>Gold symbols that land spin individually to determine a number of free spins. Before the bonus begins, players can spend premium currency to increase the number of free spins by one (video). During free spins, symbols may land with multipliers. Triggering free spin bonuses fills a meter, and completing the meter awards super free spins the next time the bonus is triggered.</p> <p>As part of the app's Game Master feature, players can spend premium currency to unlock the possibility of randomly triggering respins during the free spin bonus for 30 or 60 minutes.</p> <p>Similar machine: Electric Orbs Dark Masquerade in Quick Hit Slots</p>
Huuuge Casino	Betty's Bigger Boat	<p>Landing a bobber symbol on reels 1 and 5 adds a fish to a collection feature shared with the Huuuge Catch machine (3 and video). Collecting all 12 types of fish awards a personal progressive jackpot.</p> <p>Each fish collected has a certain weight. In 10-minute tournaments, leaderboards rank players by heaviest fish collected in either machine, with 30-second breaks between tournaments (4). The top three players receive prizes determined by their bet and the total number of base game spins from all players during the tournament.</p> <p>During spins, landing a stack of wild symbols partially on the reels nudges the stack to fill the entire reel.</p>



MACHINE RELEASES III

App	Release	Description
GSN Casino	Bewitching Tumble	<p>Landing eight matching symbols awards a payout, clears those symbols from the reels, and causes symbols to cascade into the empty positions. After payouts are awarded, any landed spell symbols clear all symbols in a row or column, awarding additional payouts for any new wins.</p> <p>During free spins, mystery symbols transform into matching symbols after landing and may occupy multiple positions. Certain spell symbols clear both a column and a row (1 and video). Every 9th free spin bonus removes low-value symbols from the reels.</p> <p>A meter above the reels contains up to six segments that award prizes of increasing value, with higher bets unlocking more segments (2). Each potion symbol that lands fills one segment and awards its prize. The meter resets after all cascades from a spin have ended.</p> <p>Similar machine: Candy Power in House of Fun</p>
		<p>Landing queen, king, and wild symbols fills respective meters, which may also randomly fill at the start of any spin (3). Completing a meter triggers a bonus:</p> <ul style="list-style-type: none">• The queen's meter triggers a pick'em bonus that awards currency or fills the other meters (4 and video).• The king's meter triggers a prize wheel spin.• The wild meter triggers free spins with sticky wilds, which continue until players achieve three big wins. <p>Similar machine: Fairy Magic in myVEGAS</p>
Gold Fish Casino	Court of Riches	

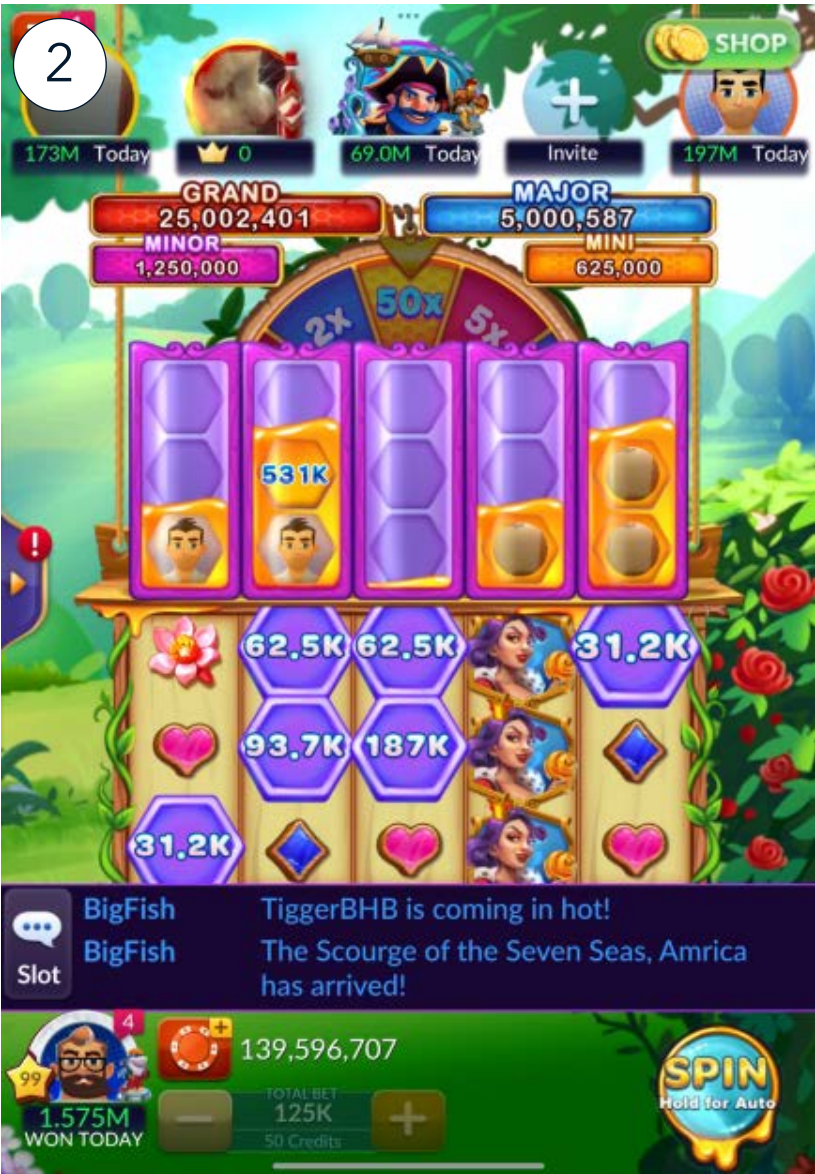


MACHINE RELEASES IV

App	Release	Description
Gold Fish Casino	Royal Honey	<p>During base game spins, a social board above the reel set contains three positions above each reel and is shared by all players in the lobby. Landing a yellow prize symbol adds it to the board above the reel where it lands (1). When other players' symbols are added to the board, they appear as those players' avatars.</p> <p>When one or more columns on the social board are filled, a wheel spins, multiplying all prizes in the completed columns. The multiplied prizes are awarded to the players who contributed those symbols, and the column is cleared (2 and video).</p> <p>Landing a combination of six or more purple, yellow, or boost symbols triggers respins. Boost symbols increase the prize value of purple and yellow symbols and may upgrade purple symbols into yellow ones.</p> <p>Similar machines: Outback Sunrise in Big Fish Casino and War of 5 Kings with Group Play in Game of Thrones Slots</p>

Quickly review all features and events

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



APPENDIX



TRACKED CASINO APPS



Tracked Slots Apps

Big Fish Casino, Caesars Slots, Cash Frenzy, Cash Tornado, Cashman Casino, DoubleDown, DoubleU Casino, Game of Thrones Slots, Gold Fish Casino, GSN Casino, Heart of Vegas, Hit It Rich!, House of Fun, Huuuge Casino, Jackpot Party, Jackpot World, Lightning Link Casino, Lotsa Slots, my KONAMI, myVEGAS, POP! Slots, Quick Hit Slots, Scatter Slots, Slotomania, and Wizard of Oz Slots

Tracked Casual Casino Apps

Coin Dozer, Coin Master, Monopoly GO, and Pirate Kings

Tracked Bingo Apps

Bingo Bash, Bingo Blitz, Bingo Party, Bingo Story, and Bingo Wild

Tracked Poker/Cards Apps

Gin Rummy Plus, Poker Face, Pokerist, Spades Royale, WSOP, and Zynga Poker

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- 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.



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CASINO MECHANICS TAXONOMY

Family	Definition
Accelerators	Increase the power, impact, or efficiency of play
Banks	Save a percentage 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	Groups of players that accomplish goals or compete with other groups
Collections	Sets of items players collect, often for a completion prize
Competitions	Players competing against other players
Cosmetics	Improvements or updates to the app or a feature
Currencies	Changes to currencies, economies, stores, and items
Exchanges	Stores that allow players to trade items for other items
Expansions	Additional rooms, worlds, play modes, VIP lounges, etc.
Flows	Specific flows, like new user flows, ratings, and surveys

Family	Definition
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	Linear sets of tasks that players must accomplish
Notices	Feature or product announcements
Other	Miscellaneous features and outliers
Profiles	Players' setups, profiles, settings, and controls
Purchases	Anything to do with spending money on in-app items
Quests	Tasks that advance players along a map or map-like mechanic
Rewards	Any rewards players receive for engagement or spend (other than those in the bonuses family)

*"I'd sooner die than imitate other people... That's why we had to work so hard!
Because we didn't imitate."*

– Soichiro Honda

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