



LIQUID AND GRIT

Social Casino Product Report

Competitive research and actionable product recommendations

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FEBRUARY

2017

INTRODUCTION



Dear Product Owner,

Theodore Roosevelt once stated, “Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure...than to rank with those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat.”

Social casino gaming is one of the most dynamic markets in the world due to the number of companies, speed of innovation, and potential financial gain. To thrive long-term, you must capitalize on this rapidly changing environment.

Consider the evolution of Zynga Poker. First released on Facebook ten years ago, Zynga Poker generated most of its value through search and virals on Facebook web. Today, Zynga Poker mobile DAU is 86% of total DAU. In Zynga’s Q4 earnings call, Zynga Poker had, “its best annual mobile bookings performance in franchise history delivering year-over-year growth of 20% due to bold beats like Leagues and Challenges.”

In the past ten years, social casino companies have found great value through different sources. The Facebook platform, mobile paid user acquisition, and launch-multiple-games ASO systems have all started, grown, and matured.

Uncovering the next great value system will require taking risks. Three years ago, Rocket Games tested a new value system by releasing numerous games on Android and then iOS to generate installs via ASO. The payout was exponential—Rocket Games was acquired for \$170 million three years later.

The one constant in social casino gaming is rapid change. *Dare mighty things*, act boldly, and find new value systems.

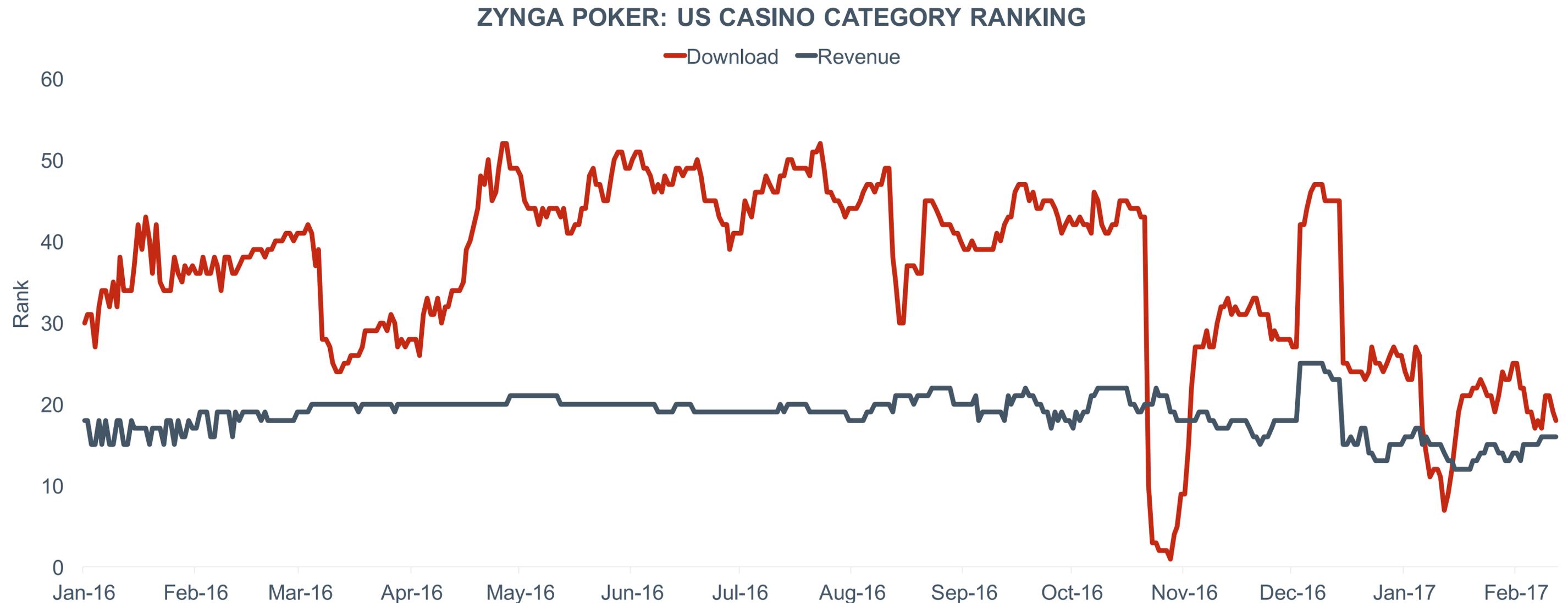
All the best,

Brett Nowak
Editor-in-Chief

GAME DEEP DIVE: ZYNGA POKER

RANKING

Total bookings +20% YoY driven by mobile bookings +44% YoY and +29% QoQ. Bookings growth due to new feature innovations like *Leagues* and *Challenges*. Mobile DAU +21% QoQ and 86% of total DAU across all platforms*



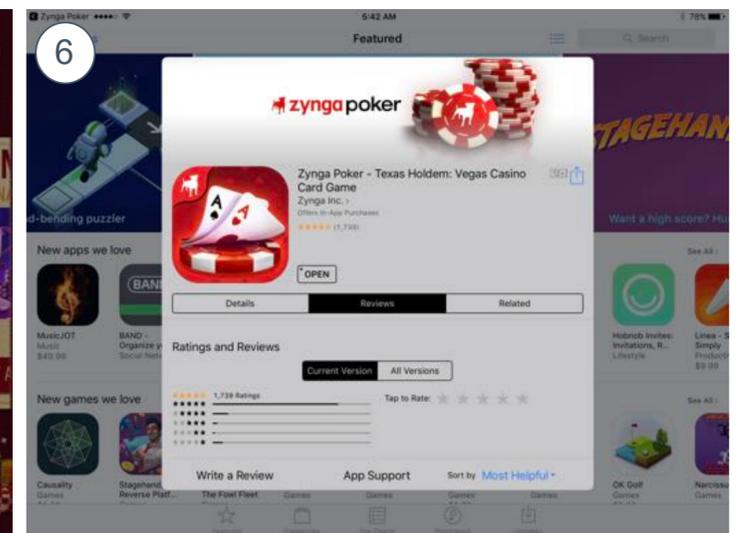
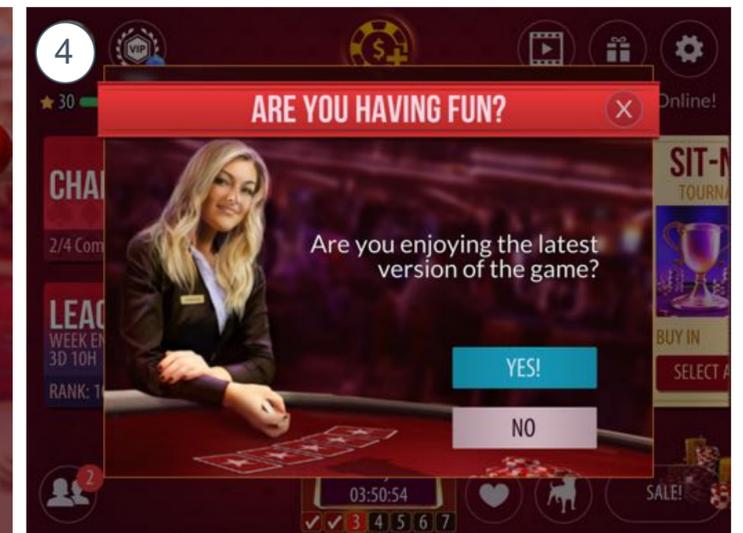
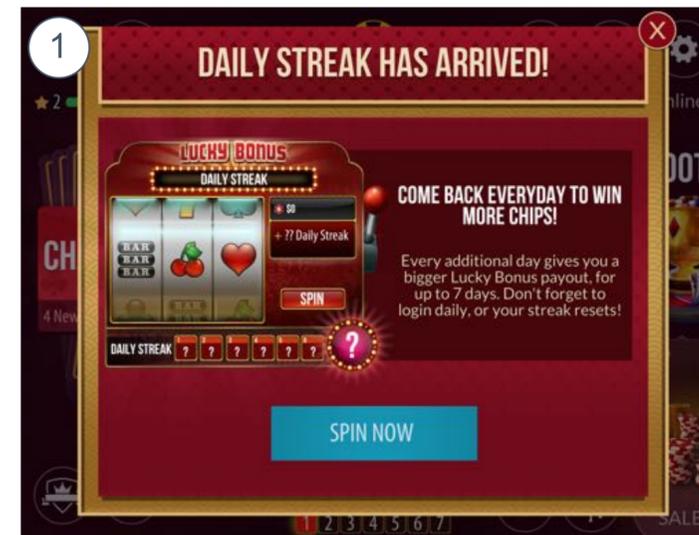
*Data source: Q4 2016 Earnings Slides and Zynga Q4 2016 Quarterly Earnings Letter
Graph source: Priori Data

FEATURE INVESTMENTS

Zynga Poker refreshed current features to reward loyal players and improve overall experience in Q4

FEATURE RELEASES

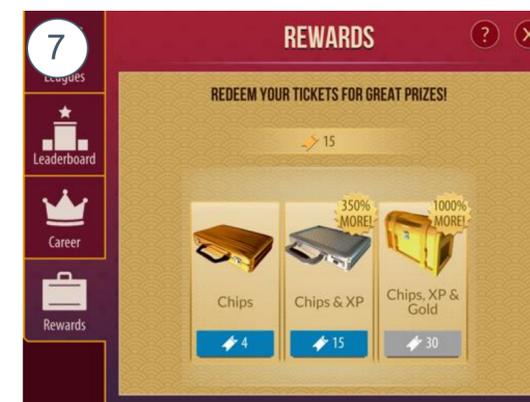
- **10/2/16:** *Daily Streak* was added to the *Lucky Bonus* and *Mega Lucky Bonus* (images 1, 2, and 3).
- **11/28/16:** *Challenges* was refreshed from its first release on 9/23/16 (see *Challenges* page for details).
- **12/1/16:** *Leagues* was refreshed with the addition of *Global Leaderboards* (see *Leagues* page for details).
- **Q4:** “Are you having fun?” dialogue was added (image 4).
 - Dialogue indicates the importance of feedback (image 5).
 - ‘Rate Now’ button takes players to the app store (image 6).



LEAGUES

Zynga Poker's *Leagues* offer a weekly competition, leaderboards, and advancement goals to move up the ranks

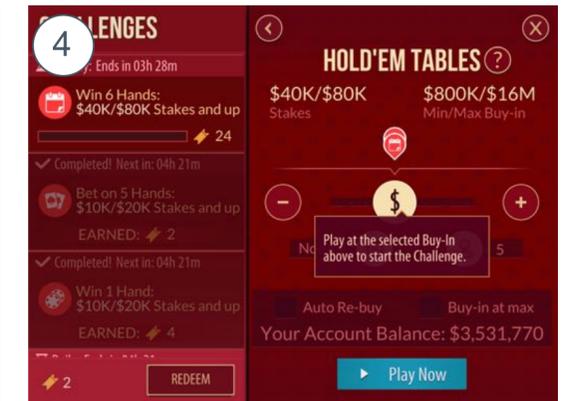
- *Leagues* are unlocked at level four (image 1).
- Placement and rank is found by clicking the *Leagues* icon (image 2).
- Players may advance levels by reaching goals based on total chips won (image 3).
- Players receive a ticket prize when a goal is reached (image 4).
- At the end of each week, players in the top 40 of their level advance to the next level. Players ranked 41-70 remain in the same level and players ranked 71-100 move down a level (image 5).
- The *Leagues* are comprised of 20 levels that are broken down into four categories: Beginner 1-6, Intermediate 7-12, Pro 13-17, and Master 18-20 (image 6).
- Clicking the *Rewards* tab displays three ticket redemption options (image 7).
- In this example, 15 tickets were redeemed for XP points and \$0.26 worth of chips (image 8).



CHALLENGES

Zynga Poker's *Challenges* allow players to complete daily and weekly *Challenges* for ticket rewards redeemable for prizes

- At app-entry, players receive a dialogue about the improved *Challenges* (image 1).
- The lobby *Challenges* icon indicates when new *Challenges* are available (image 2).
- The *Challenges* icon opens a list of daily and weekly *Challenges*, the time left to complete each *Challenge*, and the ticket rewards (image 3).
- Clicking on an active *Challenge* will open the appropriate table and qualifying bet (image 4).
- A notification appears when a *Challenge* is complete (image 5).
- In the *Challenge* menu, completed *Challenges* will be shown with a check mark and any ticket rewards available will be indicated with a 'Collect' button (image 6).
- The total accumulated tickets are visible at the bottom of the *Challenge* list. Clicking 'Redeem' will open a rewards window with three different rewards options (image 7).
- In this example, 30 tickets were used for the biggest reward option. This awarded XP points, \$0.37 worth of gold, and \$1.16 worth of chips (image 8).



LIVE OPS

Zynga Poker's *Zynga Poker Week* requires millions of social shares to unlock gifts. *Mega Fast Cash* is a competition to win the most chips at high stake tables

- *Zynga Poker Week* was released 12/15/16 (image 1).
- At app-entry, a dialogue box notifies players of the week-long event. On the first day, the daily gift triggers the daily bonus x2 and players receive \$0.19 worth of chips. Players must share 5M times to unlock tomorrow's exclusive gift (image 2).
- To participate in the event, players must share to Facebook (image 3).
- In this Facebook post, the daily gifts for days one through four are outlined. Players are told to check back tomorrow for the day five gift (image 4).
- *Mega Fast Cash* was live 11/30/16. The player who wins the most chips on a Texas Hold'Em poker table with 80K chips or higher as the big blind wins the grand prize. The grand prize was \$90,727 worth of chips (image 5).
- The *Mega Fast Cash* icon is prominently placed in the lobby (image 6).
- If players do not have enough chips on the table selector, a 'Buy Chips' button appears. Players who have enough chips may press 'Play Now' (image 7).
- *Mega Fast Cash* event dates and qualifying details are displayed on Zynga Poker's social media accounts (image 8).



NEW INNOVATIONS

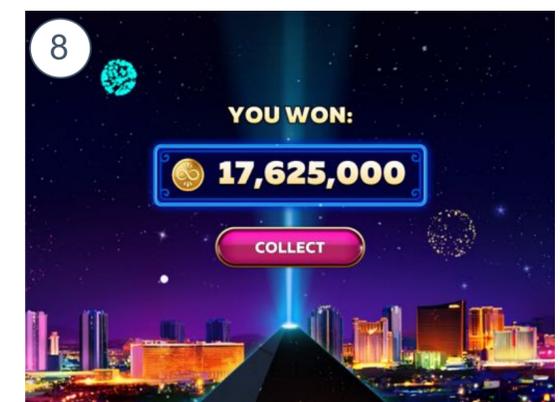
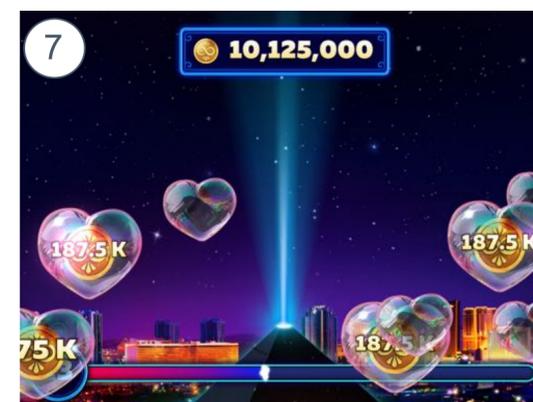
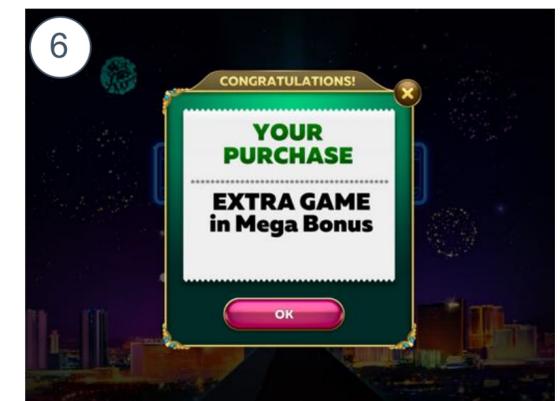
NEW INNOVATIONS

Feature	KPIs	Recommendations
SKILL-BASED GAMES	<ul style="list-style-type: none">• Revenue per payer• New buyer conversion	<ul style="list-style-type: none">• Explore skill-based mini-games• Test various game difficulties or offer difficulty level options to players
PERSONALIZED VIDEOS	<ul style="list-style-type: none">• Increase DAU from viral activity	<ul style="list-style-type: none">• Personalize videos and other content for each player• Focus on shareable content to drive social posts
LEVEL MECHANICS	<ul style="list-style-type: none">• Increase engagement	<ul style="list-style-type: none">• Increase payouts at certain levels• Give out secondary awards like collection features• Increase XP awarded with purchases• Consider building a level up mini-game
RETENTION POLISH	<ul style="list-style-type: none">• Improve retention	<ul style="list-style-type: none">• Add 'scam awareness' information to protect whales• Add partially-downloaded bars to new games• Increase sales % for first five purchases

SKILL-BASED GAMES

Explore skill-based mini-games. Test various game difficulties or offer difficulty level options to players

- In Infinity Slots, the daily bonus 'Collect' button is replaced with 'Play Game' (image 1).
- After clicking 'Play Game,' a timer and instructions appear (image 2).
- Players are instructed to tap heart-shaped bubbles to collect coins inside (image 3).
- When the timer runs out, the amount of coins collected appears in a notification box. In this example, \$1.32 worth of coins was collected during the mini-game (image 4).
- Players may purchase an *Extra Game* for \$1.99 (image 5).
- A congratulations dialogue appears when the *Extra Game* is purchased (image 6).
- During the purchased *Extra Game*, players again play the same skill-based game (image 7).
- Upon completion, the total from both games is shown. In this example, a total of \$7.82 was awarded for both mini-games (image 8).



PERSONALIZED VIDEOS

Personalize videos and other content for each player. Focus on shareable content to drive social posts

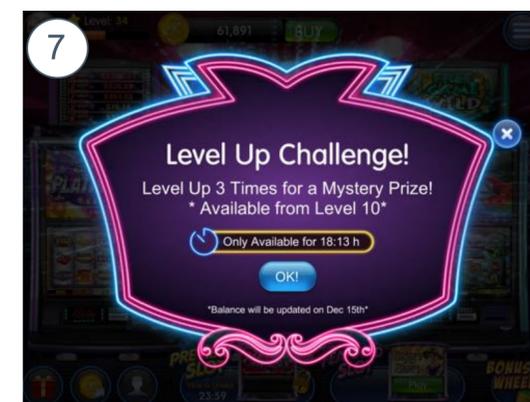
- In Caesars Slots, a personalized video of 2016 appears and begins to play (image 1).
- The video shows the number of machines played throughout the year (image 2).
- The player's favorite (most played) machine is revealed (image 3).
- The video reminds players of their biggest win in 2016 (image 4).
- Finally, the video highlights the player's total wins for the year. In this example, \$279 worth of coins was won in 2016 (image 5).
- Anytime the video screen is open, players may share the video by pressing 'Share' located at the bottom of the screen (image 6).
- Pressing 'Share' posts a copy of the video on the player's Facebook page (image 7).
- Caesars Slots also introduced this feature by posting an example video on their community Facebook page (image 8).



LEVEL MECHANICS

Increase payouts at certain levels. Give out secondary awards like collection features. Increase XP awarded with purchases. Consider building a level up mini-game

- Wizard of Oz's *Golden Level* gives 10x the reward on levels ending in three (image 1).
- Wizard of Oz's *Level Ladder* awards every 4th level (image 2).
- Slotomania's *Double Boom* is an event that awards players x2 the level up bonus on even-numbered levels and *SlotoCards* on levels ending with five (image 3).
- Slotomania's *Level Boom Booster* is a purchasable boost that increases the level up bonus. Level boosts range from x2 to x30 the usual amounts (image 4).
- Hot Vegas Slots' *Secret Gift* is in almost all Super Lucky Casino games. Players receive a secret award at level five (image 5).
- Caesars Slots' *x2 Status Points* is awarded with a purchase or level up. Players receive x2 status points during this limited time event (image 6).
- Quick Hit Slots' *Level Up Challenge* awards players a mystery prize when they level up three times during a limited time event (image 7).
- Huuuge Casino's *Level Up* gives players a spin of a 1 x 3 slot machine on each level up (image 8).



RETENTION POLISH

Add 'scam awareness' information to protect whales. Add partially-downloaded bars to new games. Increase sales % for first five purchases

- **Make players aware of scams:** FaFaFa Slots markets 'scam awareness' information in the lobby. The dialogue states, "Please be aware of any suspicious activities..." (image 1).
- **Display machine download bars halfway complete to increase downloads:** Gold Fish's machines are initially displayed as partially downloaded upon game-entry (image 2).
- **Include secondary currency for progression:** Slot Bonanza just added their third currency: *Black Diamonds*. Use additional currency to drive progression, which is a standard mechanic in mid-core games (image 3).
- **Consider a mystery tournament with purchase:** WSOP's *Nitro Tournaments* are mysteries until unlocked with a \$4.99 purchase (image 4).
- **Add a surprise bonus to the daily bonus:** In Jackpotjoy Slots, there is now a *Surprise Bonus* added to the daily bonus payout (image 5).
- **Increase bonuses on the initial five purchases:** In Infinity Slots, players receive an increasing percentage of chips in the first five purchases (image 6).

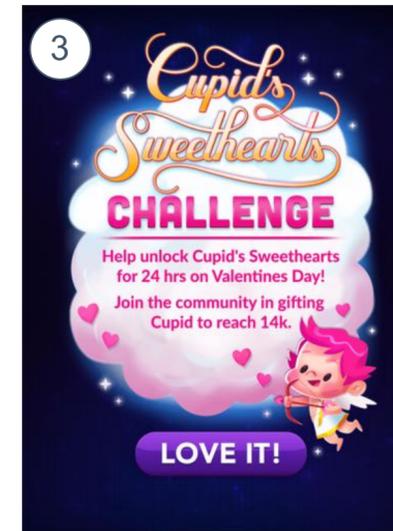


LIVE OPS

LIVE OPS

Increase friend bonuses to drive virals. Share symbols across multiple players. Base rewards on average bet amount

- **Increase friend bonuses to drive virals:** Slotomania's *Turbo & Mates* multiplies the Facebook friend bonus by x5 (image 1).
- **Share symbols across players:** POP! Slots' *Linked Symbols Weekend* turn symbols into the same symbol for all the players in the group (image 2).
- **Unlock gifts with group-gifting:** In Big Fish Casino, all players unlock a machine by sending 14K *Cupid's Sweethearts* in 24 hours (image 3).
- **Reward players for breaking past records:** In House of Fun, players win a huge coin prize if they break their previous record (image 4).
- **Base rewards on largest win and average bet:** In Wizard of Oz's *Toto's Treasure*, players win x25 their average bet size. In *Collectable Bonanza*, players are awarded x20 their largest win (image 5).
- **Give rewards the next day:** In Infinity Slots' *Tuesday Challenge*, players are tasked with winning 50M coins during a free spin and receive their reward the following day (image 6).



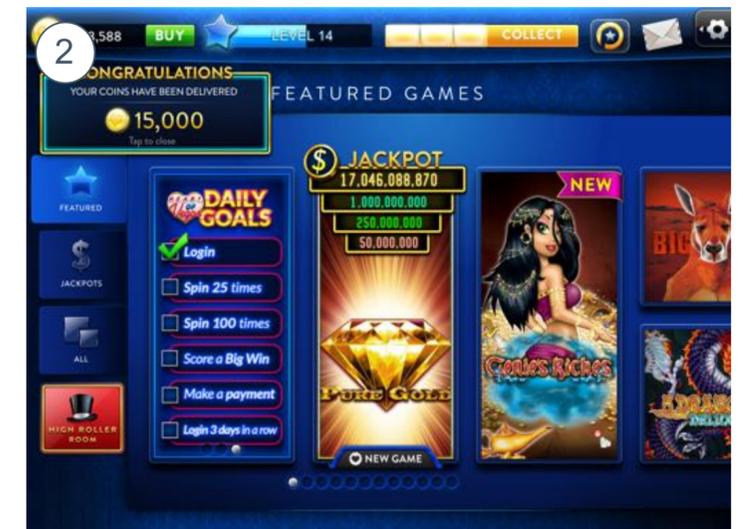
MARKET WATCH

1/15/17 – 2/14/17

SLOTS NOTABLE FEATURES I

Big Fish Casino invested more in clubs. Heart of Vegas added goals and GSN Casino added competitive features. Caesars Slots released a personalized player recap video

Game	Notable features released
Big Fish Casino	<i>Club Types:</i> leaders can change clubs to Social, Casual, or Competitive. <i>Club Tournaments:</i> clubs compete against one another for weekly prizes. <i>Club Chat:</i> swap between machine or club chat while playing (image 1)
Heart of Vegas	<i>Daily Goals:</i> players complete challenges to win coin prizes (image 2). <i>Support Icon</i> added to lobby
Jackpot Party	<i>Level Up Blast:</i> reaching certain levels awards a multiplier to the level up reward
GSN Casino	<i>Winners Rush:</i> leaderboards and tournaments released for a limited time (image 3). <i>Team Challenges</i> in the <i>Super Spin Challenge:</i> teams with the most spins are awarded a trophy
Wizard of Oz	<i>Choose Your Side:</i> team challenges (see following pages for details). <i>Silver Mastery Card Collection:</i> card collection mastery released with <i>Gold Cards</i> coming soon. <i>Pick'em bonus</i> added to the watch-for-coins feature. <i>Scratcher Card</i> added
myVEGAS Slots	<i>myVIP Status:</i> loyalty program released as a test. <i>Economy Rebalance:</i> chip economy increased by ~10x from the sales amounts. <i>Inbox, redesign, and more ways to collect chips</i> is coming soon (see following pages for details)
Caesars Slots	<i>Lucky Shopper Bonus:</i> pick'em bonus that awards coins or XP with purchase. <i>Personalized Video:</i> player recap video of 2016 (see Personalized Videos page for details)



SLOTS NOTABLE FEATURES II

Slot Bonanza launched a new currency. High 5 Casino released a VIP program. Scatter Slots continued to invest in mini-games. Old Vegas Slots redesigned the UI

Game	Notable features released
Huuuge Casino	<i>Lottery Tickets and Diamonds:</i> added to coin prize award for some club events
Wonka Slots	<i>Loyalty Lounge:</i> icon in lobby screen that opens x-promo area to other apps (image 1)
Scatter Slots	<i>Puzzle Day:</i> mini-game that features a bonus wheel, a fill meter, and three different puzzle boards to complete for big prizes (image 2)
POP! Slots	<i>Linked Symbols:</i> slot machine free spins converts symbols into the same symbol for all the players in the group (see Live Ops page for details)
Slot Bonanza	<i>Black Diamond Currency:</i> added for use in select machines (see Retention Polish page for details)
High 5 Casino	<i>Club High Five:</i> VIP program with seven levels of benefits (see following pages for details)
Old Vegas Slots	<i>UI Redesign:</i> changes to look, new daily spin wheel, and a <i>VIP Room</i> coming soon (see image 3 and following pages for details)



BINGO & POKER NOTABLE FEATURES

WSOP released progression boost with purchases. Zynga Poker Classic marketed push notifications. Bingo! released a 3 x 3 mini-game

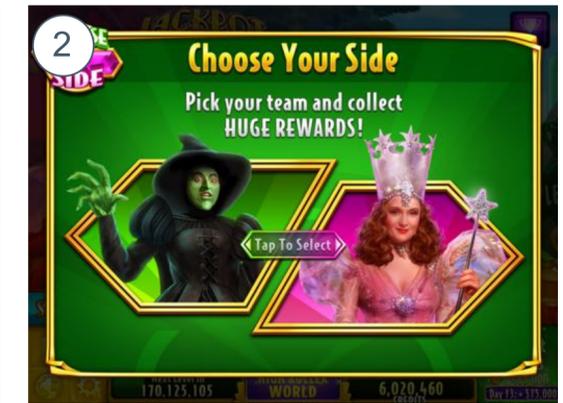
Game	Notable features released
Bingo Bash	New featured room: <i>Monster Crush</i>
Bingo Blitz	New rooms: <i>Stupid Cupid</i> , <i>Fifteen Dates</i> , and <i>Red Carpet</i>
WSOP	<i>Max Momentum</i> : qualifying purchases give more momentum to earn bracelets
Zynga Poker Classic	New dialogue enables push notifications and app store game rating
Bingo Pop	<i>Watch-to-Earn</i> : added to <i>Bonus Cherry Collection</i> (image 1). New room: <i>Northern Lights</i>
Bingo!	Daily bonus mini-game with a 3 x 3 reel machine (image 2). More mini-games coming soon. New room: <i>Level 157</i> . New special room: <i>Sweetheart Wedding</i>
Slingo Adventure	<i>Daily Scratch 'n' Win</i> : scratch card added for daily bonuses (image 3)
Jackpot Poker	<i>Themed Tables</i> : Omaha wild west. <i>VIP Club</i> : coming soon



WIZARD OF OZ

Wizard of Oz's *Choose Your Side* is a team challenge with both individual and team rewards

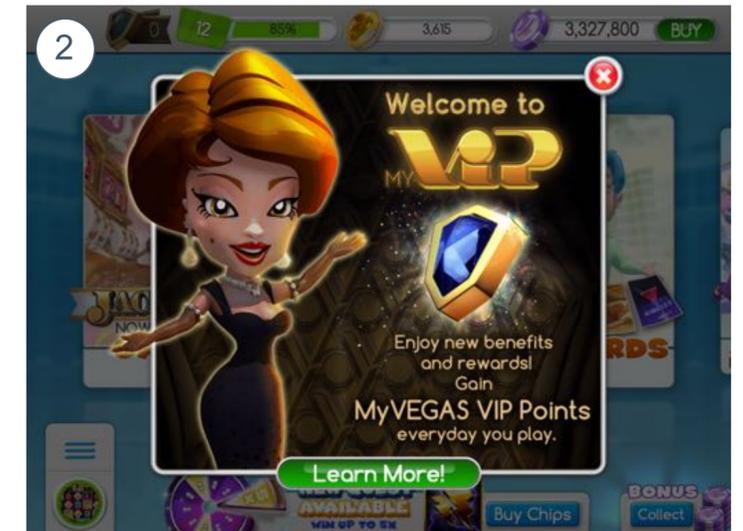
- A dialogue announces team challenges upon app-entry (image 1).
- Players are instructed to pick a team (image 2).
- The 'How to Play' dialogue provides an overview of the challenge (image 3).
- While spinning in any machine, team challenge pieces land on the reels. Larger bets earn more pieces (image 4).
- Players collect team challenge pieces to achieve milestones (image 5).
- There are a total of 25 milestones to reach. Rewards vary and include credits, XP points, scratchers, mystery gifts, bonus wheel spins, and sneak previews (image 6).
- The current score bar is visible on the side of any machine. Clicking the bar opens a dialogue displaying the event timer, leading team, and the player's team contribution (image 7).
- Upon event completion, a reward dialogue appears. In this example, \$0.62 worth of credits were awarded for the team challenge (image 8).



myVEGAS SLOTS

myVEGAS Slots is testing a new VIP program and a 10x economy rebalance. Inbox, redesign, and more ways to collect chips is coming soon

- *myVEGAS Slots 2.0* was announced on Playstudios' blog. The first two updates include the *myVIP* and economy rebalance (image 1).
- *myVIP* dialogue appears upon app-entry (image 2).
- Players receive *myVIP* points with each purchase (image 3).
- *myVIP* rewards players with more chips in the daily bonus, hourly bonus chips, and purchases. For certain levels, players also receive priority support and a personal host (image 4).
- Players earn points through spinning the daily bonus wheel, collecting the hourly bonus, making purchases, and connecting to Facebook (image 5).
- Players remain in certain levels for a limited time (image 6).
- In the test group, the chip economy increased by ~10x from the previous sales amounts. For instance, prior to the rebalance a \$5 package on sale was 41K chips. After the rebalance, a \$5 package is 400K chips without a sale.



HIGH 5 CASINO

New VIP program for High 5 Casino offers many ways to earn points, level up, and enjoy seven different benefit levels

- In January, the upcoming *Club High Five* announcement appeared (image 1).
- In February, the *Club High Five* feature was released with a dialogue box (image 2).
- There are seven different VIP levels ranging from silver up to diamond with varying levels of benefits. The benefits include customer service, machine access, daily bonus boost, and coin store deals (image 3).
- Players earn VIP points by returning daily, inviting friends, sending gifts, sharing experiences, and purchasing coins (image 4).
- The *Club High Five* dialogue notifies players to keep an eye out for *Club High Five* badges to earn additional VIP points (image 5).
- For example, VIP point badges appear to the right of the return bonus section of the daily bonus box (image 6).
- The *Club High Five* icon appears in the lobby, top center screen, as well as the reserved banners for various VIP levels across different machines (image 7).
- *Club High Five* VIP level status and points may be earned and shared between both High 5 Casino apps (image 8).



OLD VEGAS SLOTS

Old Vegas Slots released a redesign that includes a new look and new bonus collection features. *VIP Room* is coming soon

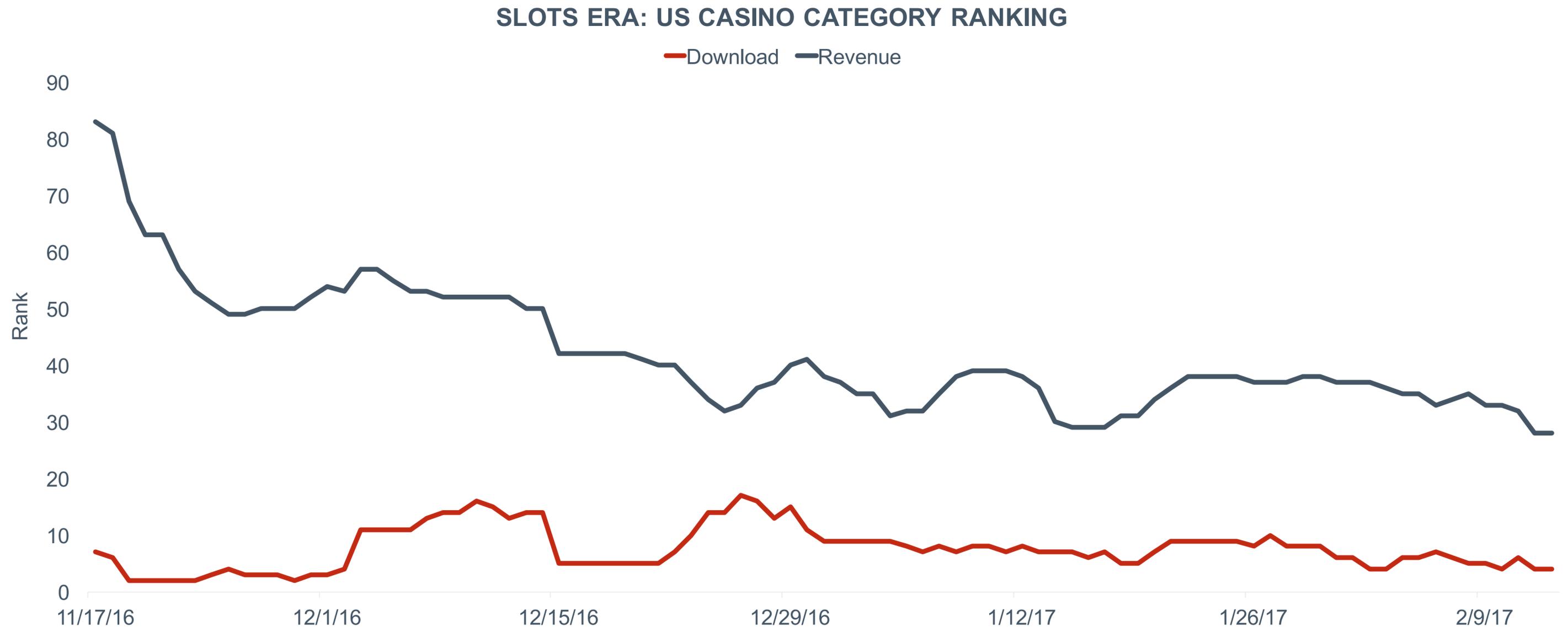
- The redesign is first noticeable during the load screen (image 1).
- The 'Welcome to Old Vegas Slots' dialogue awards free coins upon app-launch (image 2).
- The new lobby displays bright graphics, a Mega Sale box, and both a daily and hourly bonus button at the bottom of the screen (image 3).
- The new daily bonus wheel includes a streak bonus multiplier based on consecutive number of days played (image 4).
- Additional spins are now available for \$1.99. In the purchased spin, all wedges have higher values (image 5).
- The redesign added machine banners: 'Featured,' 'Hot,' and 'New' (images 6 and 7).
- A *VIP Room* is slated for release soon (image 8).



ECONOMY TEARDOWN: SLOTS ERA

RANKING TREND

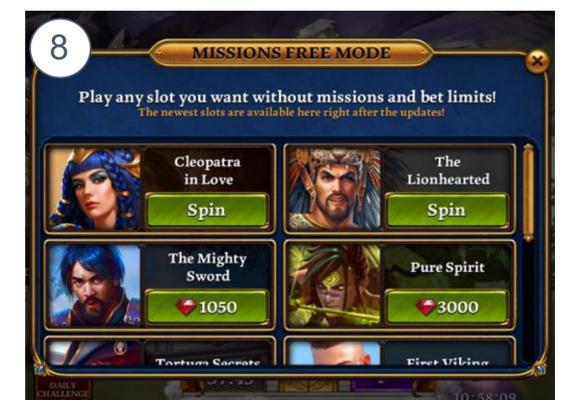
Slots Era has improved from the 85th to 35th grossing US casino game on iOS. Downloads have remained near the top 10 since November 2016



FEATURES

Slots Era is a map-based game that offers hourly free bonuses, daily challenges, and missions to progress

- The tutorial triggers upon app-launch (image 1).
- The free coins bonus has three jackpots that may be won multiple times during the 30 seconds of free spins (image 2).
- Two of the three jackpots are available without internet connection. The *Grand Jackpot* is achieved by filling all the reels with golden framed symbols and is only available when players are online (image 3).
- Symbols for the hourly free bonus have the option to be upgraded (image 4).
- Players advance on a map by completing quests to open the next machine (image 5).
- Players are given a choice of machines for some steps along the path. They can choose what type of mission to complete (image 6).
- The *Daily Challenge* is a list of tasks to complete. Completing at least five tasks awards players with one free bonus upgrade, \$1.25 worth of gems, and \$1.04 worth of coins (image 7).
- Any machine is accessible in the *Missions Free Mode*. Machines not yet unlocked by missions cost \$262 to \$749 worth of gems to unlock (image 8).



ECONOMY HIGHLIGHTS

Slots Era's economy appears to be the same as Scatter Slots'—except for possibly the daily bonus payouts. Slots Era provides players with a lot of coins in the secondary coin bonus, which is paid out 24x per day. The coins-to-dollar ratio is very inflated comparatively

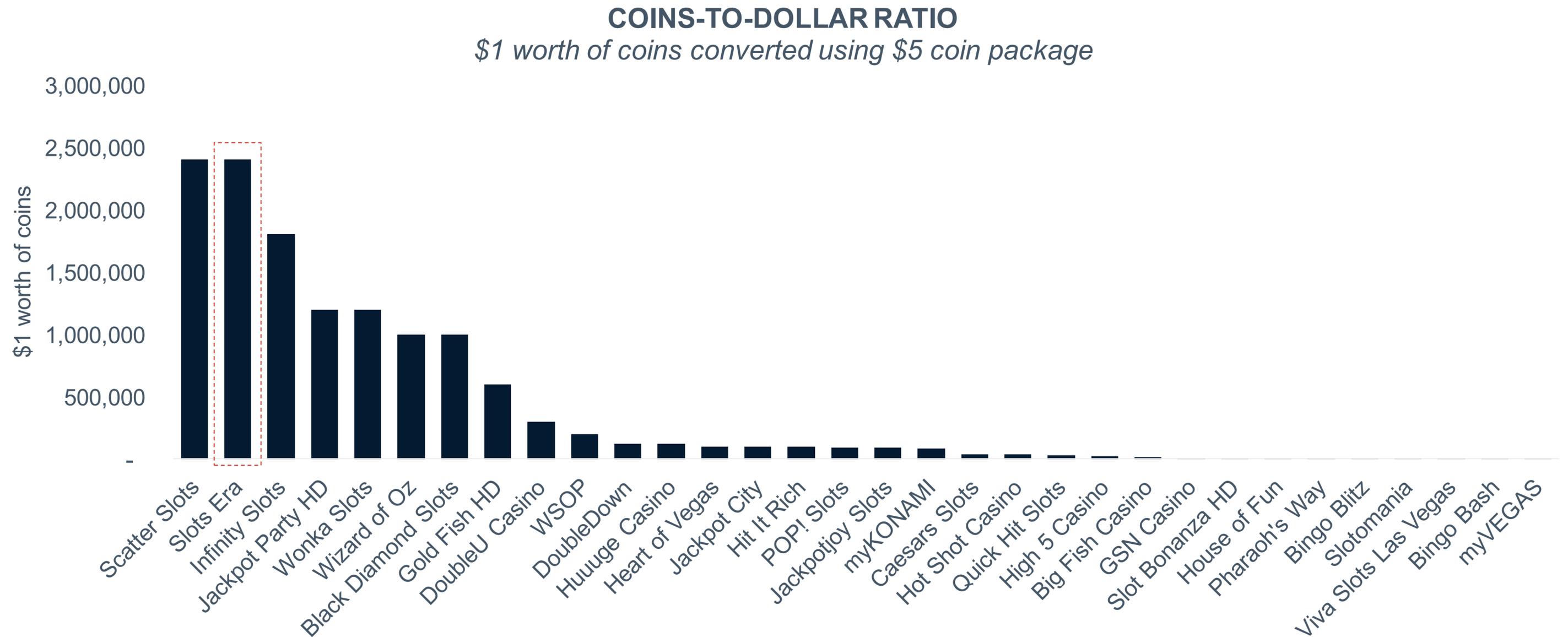
SLOTS ERA ECONOMY		
CATEGORY	VALUE	vs. OTHER TOP 32 GAMES
New user coins	\$14.56	7 th largest
Primary coin bonus daily payout*	\$0.16	26 th largest
Secondary coin bonus daily payout*	\$17.67	1 st largest
Tertiary coin bonus daily payout*	-	-
Other coin bonus daily payout*	-	-
Total daily coin payout	\$17.83	3 rd largest
\$1 worth of non-sale coins**	2.4M	1 st largest (tied with Scatter Slots)
New user default bet	\$0.33	21 st largest
New user minimum bet	\$0.33	24 th largest

*The primary coin bonus is paid out daily and the secondary coin bonus is paid out 24x per day. There are no tertiary or other coin bonuses

**Converted using \$5 coin package

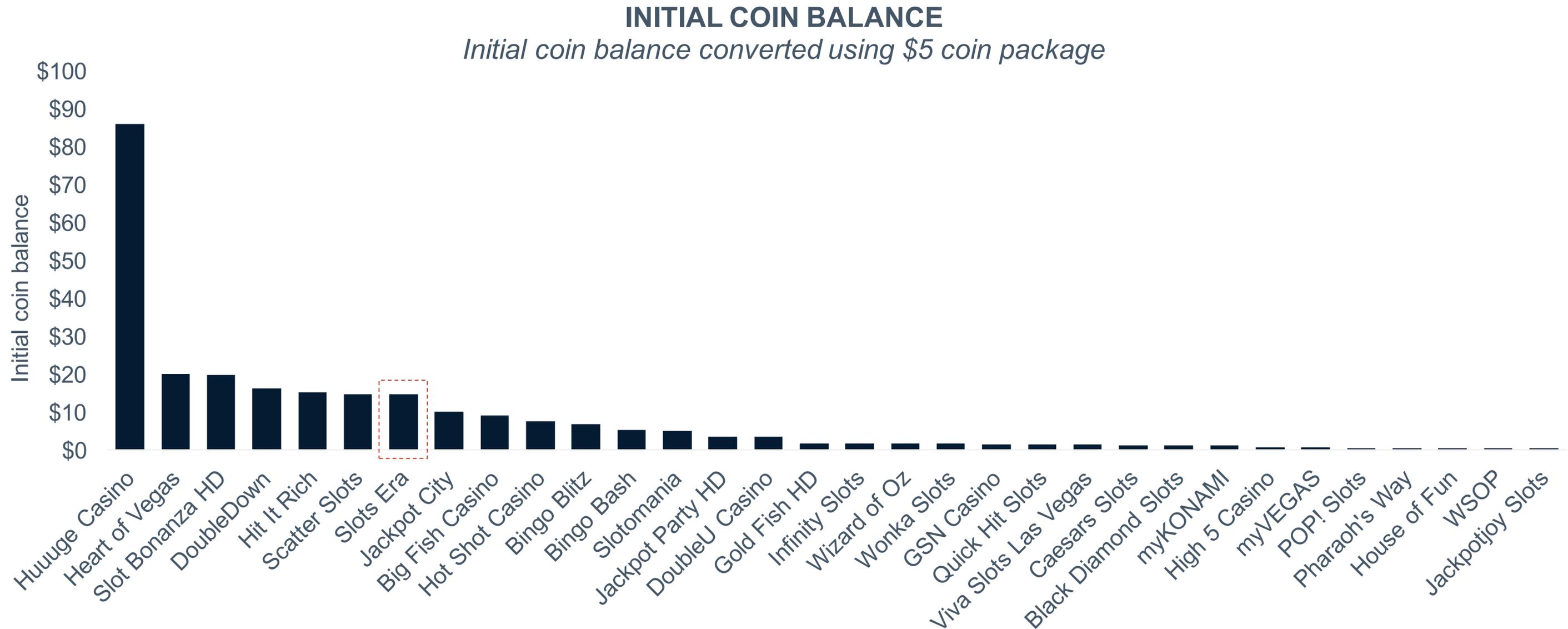
COINS-TO-DOLLAR RATIO

Slots Era and Scatter Slots have the highest coins-to-dollar ratio relative to top grossing games



INITIAL COIN BALANCE

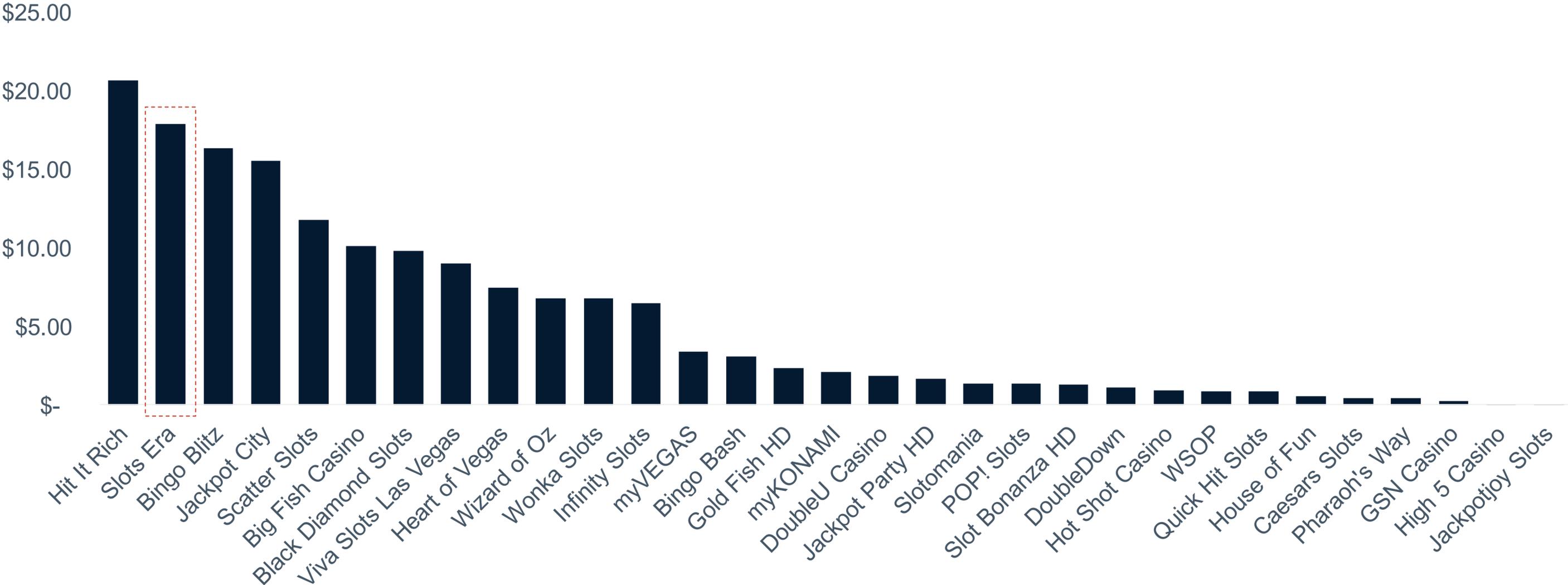
Slots Era has an above average amount of initial coins compared to top grossing games—the same as Scatter Slots and similar to Hit It Rich and DoubleDown



TOTAL VALUE OF COIN BONUSES

Slots Era gives a large amount of free coins daily. The secondary coin bonus is 99% of the payout (paid out 24x per day). There is only a primary and secondary coin bonus

TOTAL VALUE OF COIN BONUSES
Daily coin bonus converted using \$5 coin package



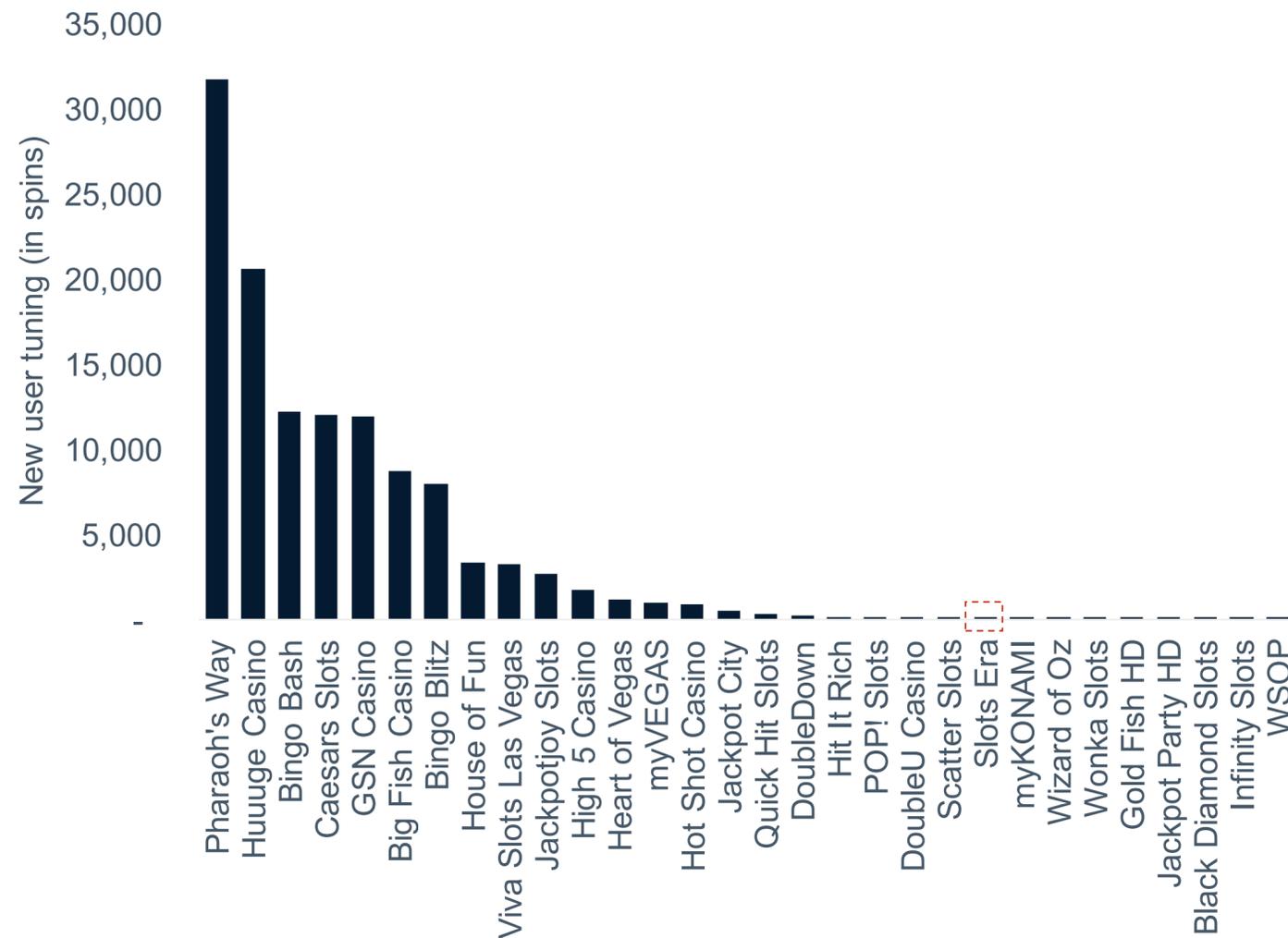
*Huuuge Casino (\$49.15) was removed as an outlier

NEW USER TUNING

Slots Era's new user bet tuning is below average, with 44 spins for the minimum and default bets. New users receive a below average amount of play time comparatively for both bets

MINIMUM BET TUNING

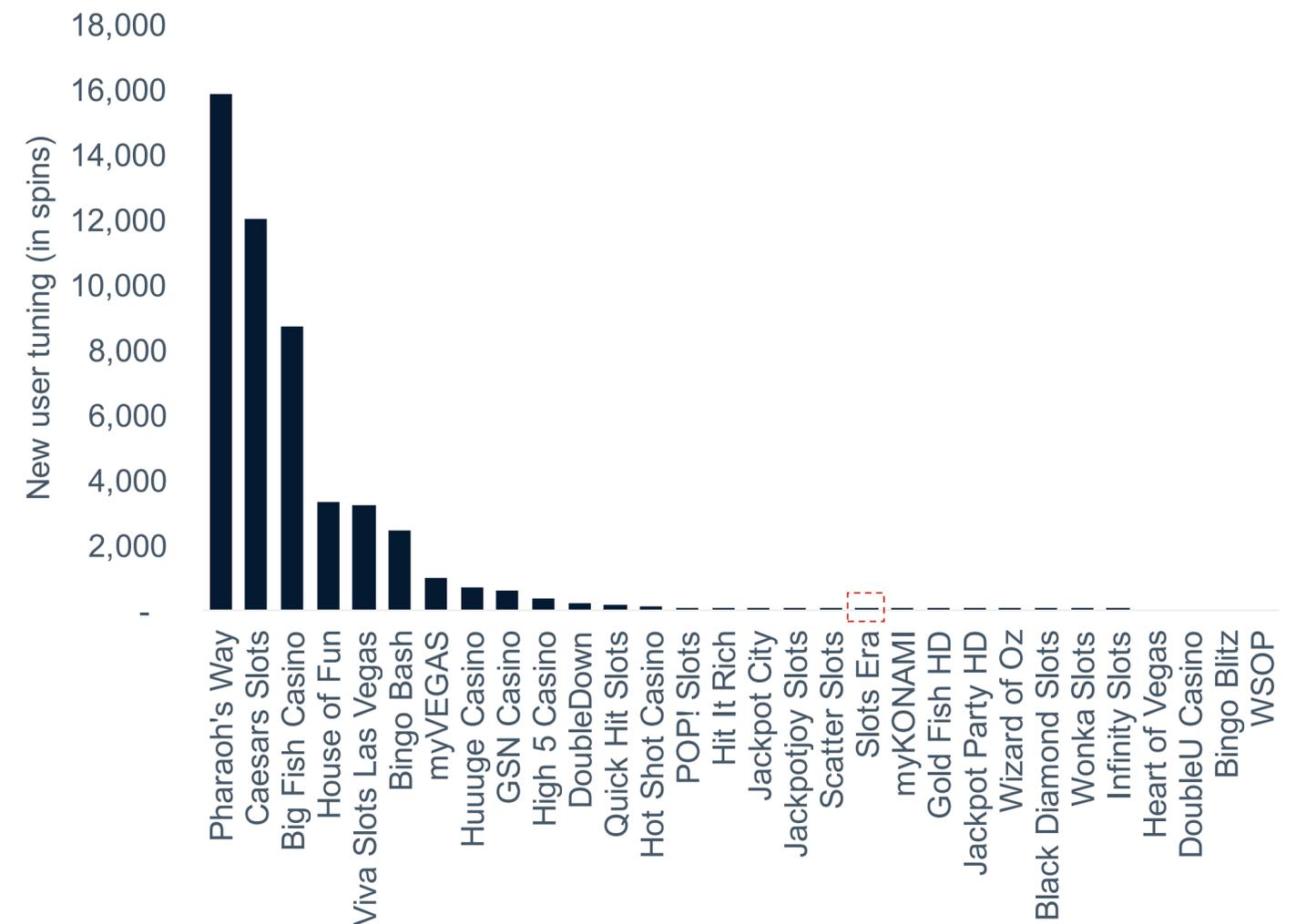
Initial coin balance divided by minimum bet



*Slot Bonanza (948.7K) and Slotomania (666.7K) were removed as outliers

DEFAULT BET TUNING

Initial coin balance divided by default bet



*Slot Bonanza (94.8K) and Slotomania (66.7K) 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 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, the value of the minimum bet is \$10. For games without a \$5 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 worth of non-sale purchasable coins, as mentioned above.

Hence to fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting.

– Sun Tzu, *The Art of War*

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