



LIQUID AND GRIT

Social Casino Report

Competitive research and actionable product recommendations

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2017

INTRODUCTION



I readily absorb ideas from every source, frequently starting where the last person left off.
- Thomas Edison

Royal House Slots combined successful mechanics from King's *Puzzle apps* and Playstudio's *Casino apps* to create a progression slots app with a collection-based daily bonus system. This app is still in soft launch on Android. See the *Economy Teardown* for feature and economy analysis.

We are excited to introduce our new Feature Database. This tool lets you quickly and easily find screenshots of any feature, like Royal House Slots' retention mechanic [here](#). Or, perhaps you missed Slotomania's event *Spinner Winner*. Simply go [here](#). You now have access to over 1,000 machines, and 1,400 features and live ops all logically organized and easily searchable.

In addition to the Feature Database, we released the Puzzle Report to cover apps like Candy Crush Saga, Cookie Jam, and Best Fiend. This report researches and analyzes innovative mechanics in Puzzle that are often applicable to Casino, such as *Lifelines*, *Event Calendars*, and *Team Battles*. Email me to check out the September Puzzle issue.

Absorb ideas from everywhere.

Brett Nowak
Editor-in-Chief

NEW INNOVATIONS

CARD COLLECTIONS

Consider a card collection system tied to purchases. Increase spend by making the chests unlockable with a currency-based purchase

- Scatter Slots released a card collection feature: *Scatter Stories*. Each player is awarded one free chest (image 1).
- Additional chests are collected with purchases (image 2).
- After a purchase, a chest is randomly selected (image 3).
- Players must open the chest by spending gems before the time runs out. Players acquire gems with gem-specific purchases, completing missions, the secondary bonus, daily challenges, and various live ops events (image 4).
- Each chest contains cards. The rarity of a card is displayed on the card (image 5).
- There are 10 collection sets and each card contains a portion of a story that is revealed after a card has been collected. Completing the set in time awards players the prize displayed at the bottom of the set (image 6).



See the [Scatter Stories](#) library for more images



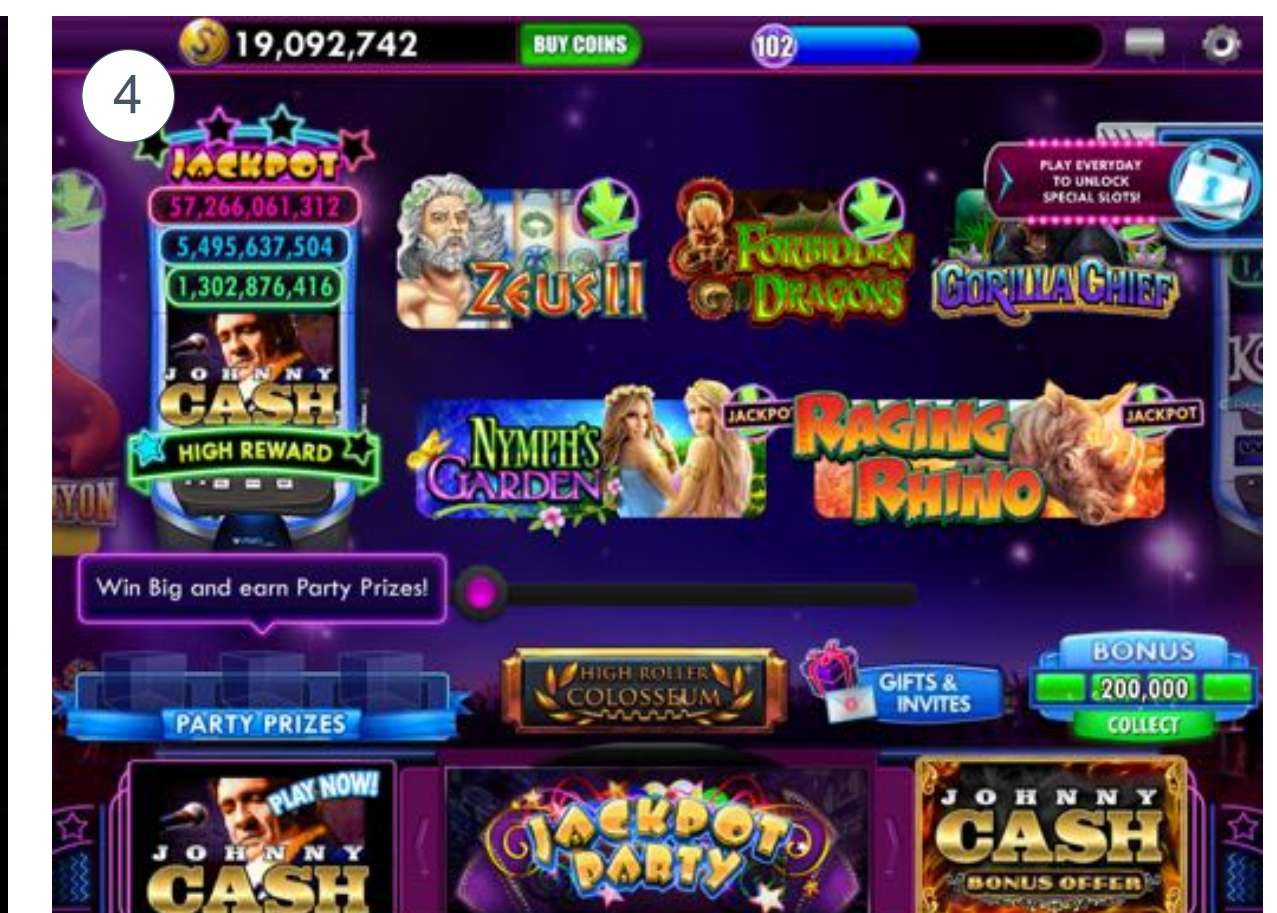
RETENTION CALENDARS

Reward daily play with a machine-unlock calendar. Unlock premier machines after a string of days and the ultimate machine for a final bonus

- Jackpot Party released a retention calendar: *Jackpot Calendar* (image 1).
- Players receive a check mark each day they log-in, in addition to the ability to download a daily slot machine (image 2).
- For every five check marks collected, one premium machine unlocks. Logging in 25 times in a row unlocks the final 'Mystery Slot'.
- Machines unlocked by log-ins remain unlocked until the calendar concludes (image 3).
- The calendar is accessible in the main lobby (image 4).



See the [Jackpot Calendar](#) library for more images



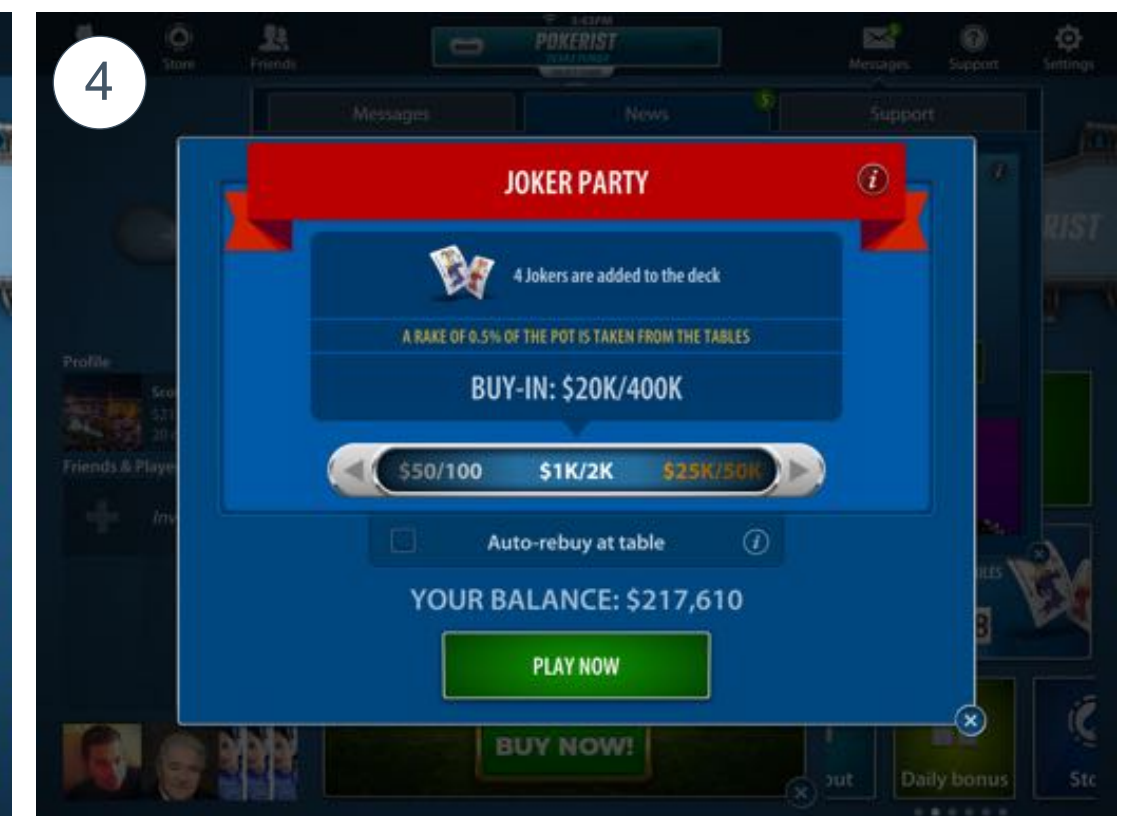
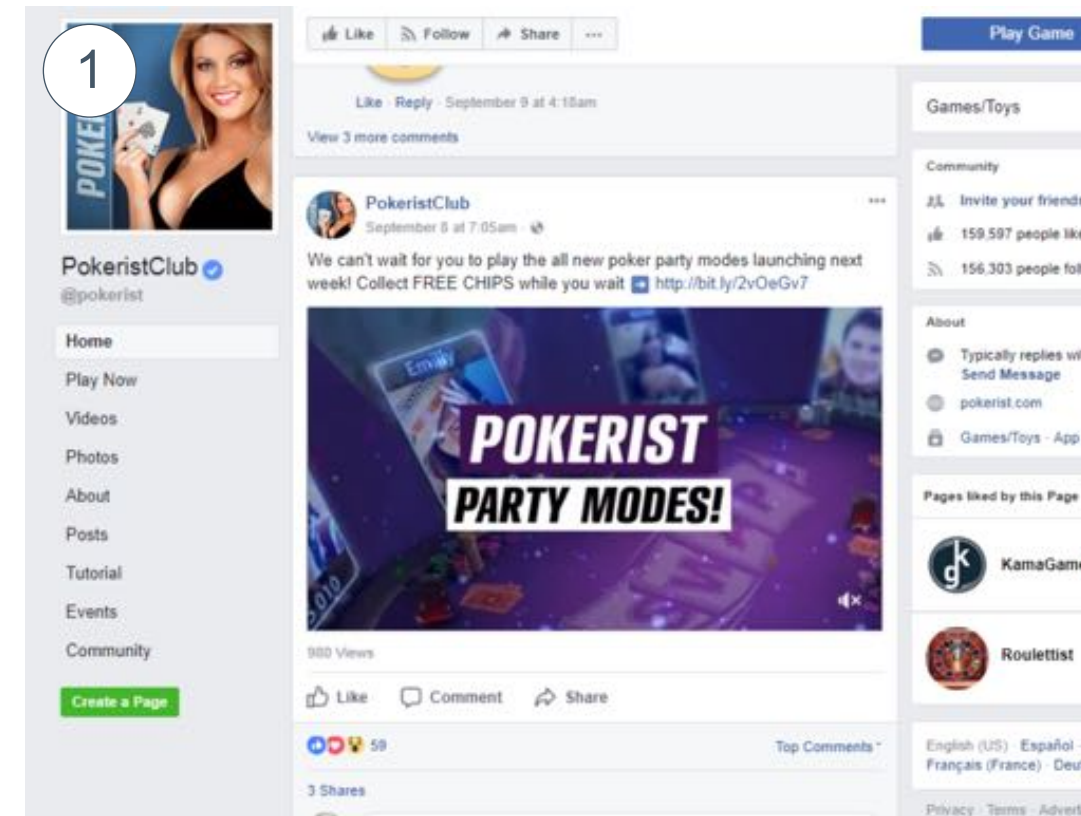
POKER MODES

Release new modes of Poker and/or other casino games to drive up engagement

- Pokerist introduced new ways to play poker (image 1).
- The five new *Poker Modes* include:
 - **Joker Party:** Texas Hold 'Em with four jokers
 - **3-Card Party:** An extra pocket card is dealt face down after the river
 - **U-Turn Party:** For the river, the dealer replaces one of the four community cards
 - **Swap Party:** Each turn players pass one pocket card to the player on their left
 - **10-to-Ace Party:** Play contains two decks of 20 cards, 10 through ace
- The first mode to launch was *Joker Party* with a countdown timer (images 2 & 3).
- There is a 0.5% rake (image 4).
- Special quests and achievements were added (image 5).
- When an event concludes, information on upcoming events may be found in the *Tournaments Center* (image 6).



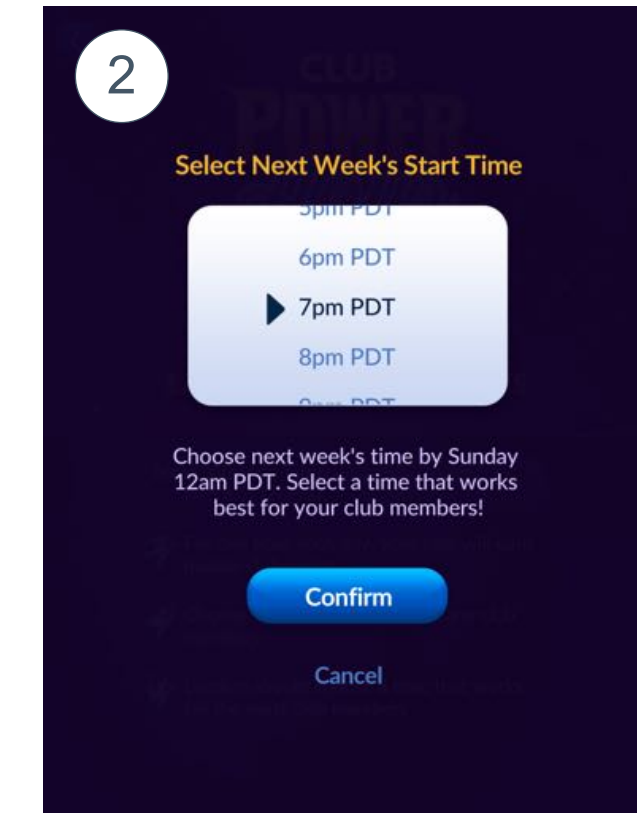
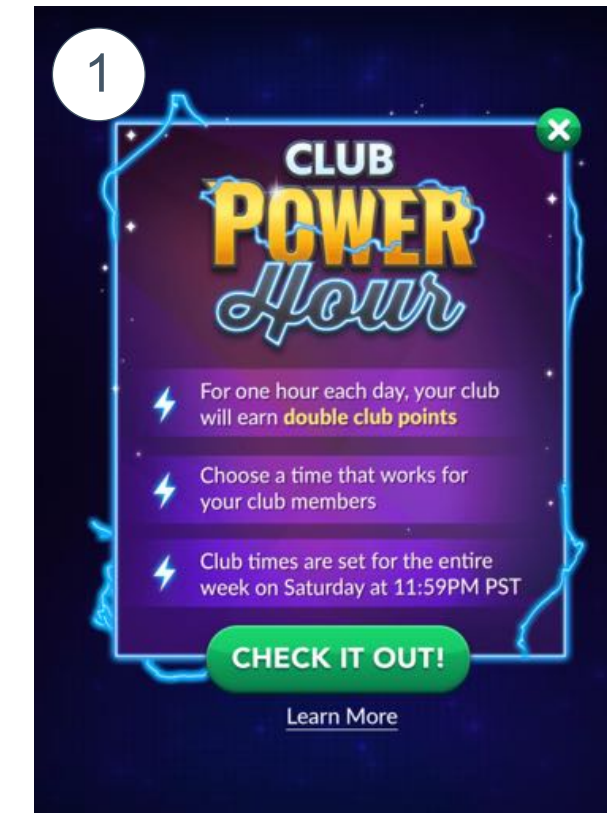
See the [Poker Modes](#) library for more images



QUICK HITS

Let players select specific times-of-day for hourly events. Build anticipation for major feature releases. Trigger watch-to-earn dialogue for players not likely to purchase

- **Let club leaders set specific times for power hours:** In Big Fish Casino, *Club Power Hour* allows club members to earn double points for their club for an hour each day (images 1 & 2).
- **Increase retention by offering a bonus coin package with purchase—collectable only within a certain timeframe:** In Jackpot Party, the *BOGO* event awards players who purchase a *BOGO* today (image 3), a free *BOGO* tomorrow (image 4).
- **Build anticipation for upcoming major feature releases:** In Slotomania, Part 3 of the Lucy video about *Slotocards* has a mysterious card that reads, ‘See you at the big celebration.’ There is no explanation and the video states, ‘Coming Soon’ (image 5).
- **Trigger a watch-to-earn dialogue when non-payers run out of chips:** In Hit it Rich, players are taken directly to a watch-to-earn dialogue when short on chips (image 6). Build in logic based on either: (a) a predictive model for a fully optimized system; or, (b) the number of impressions of the out of chips dialogue for a simplified system. This system will determine whether players should receive a watch-to-earn dialogue OR a buy page.

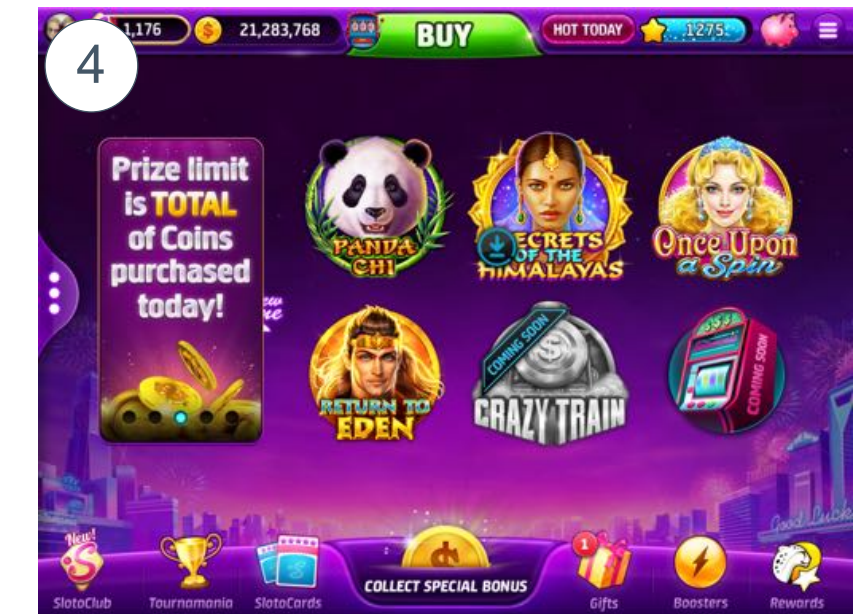


LIVE OPS

LIVE OPS

Award players one chance at a jackpot for every \$1 spent. Create personalized awards by matching players' best payout after purchase. Boost retention by increasing the daily bonus a certain number of days based on challenge completions

- **Allow players to win one chance at a jackpot for every \$1 spent:** Originally seen in Hit it Rich in June 2017, *Jackpot Days* was released in Wizard of Oz in August to award players one chance at a jackpot for each \$1 spent (images 1 & 2).
- **Create a personalized bonus with purchase by matching players' highest win:** In Bingo Blitz's *Fortune Frenzy*, players who make a purchase are awarded a match of their highest win (image 3). This mechanic was also released in Slotomania's *Spin to Win*. Players' highest free spins is matched but there is a cap based on the amount of coins purchased, which drives up package purchase amounts (image 4).
- **Award players daily bonus boosts for completing event challenges to increase retention:** In House of Fun's *Spin & Win Rewards Roundup*, players are awarded a 100% increase to their daily bonus for x number of days (image 5). X is determined by the amount of challenges a player completes (image 6).
- **Release an event to unlock machines with community participation. Make the grand prize to unlock all machines:** In Quick Hit Slots, the *QuickHit Strip* event is a progress bar based on community spins. The community may unlock certain casinos (image 7), and eventually unlock all machines in the app (image 8).



MARKET WATCH

8/15/17 – 9/14/17

SLOTS: TOP GROSSING 1 – 10

App	Notable Changes
Big Fish Casino	<ul style="list-style-type: none"> • Clubs update: <i>Power Hour</i> is a predetermined hour for club members to earn double club points (see Quick Hits in New Innovations for details)
Slotomania	<ul style="list-style-type: none"> • Scoreboard returned: Scoreboard feature re-released with various leaderboard stats (see Feature Database for images)
Jackpot Party	<ul style="list-style-type: none"> • Calendar released: Players log-in daily to unlock slots machines (see New Innovations for details) • Daily challenges released: <i>Honey-Do List</i> released on iPhones only • Purchase bonus event released: <i>BOGO</i> event requires players to log-in by a set time to receive a second free <i>BOGO</i> tomorrow (see Quick Hits in New Innovations for details)
Wizard of Oz	<ul style="list-style-type: none"> • Machine mastery removed: Feature will be removed 10/15/17 • Jackpot event: <i>Jackpot Days</i> offers a chance at a jackpot with every purchase (see Live Ops for details). Released in Hit it Rich in June (see the June 2017 Market Watch at Liquidandgrit.com for details)
DoubleU Casino	<ul style="list-style-type: none"> • Clubs update: <i>Winners Club</i> features multiple club events with leaderboards (see Feature Database for images)

SLOTS: TOP GROSSING 11 – 45

App	Notable Changes
Huuuge Casino	<ul style="list-style-type: none"> • Leagues update: <i>Billionaire League</i> added more bracket levels and club league point rewards (see Feature Database for images)
Caesars Slots	<ul style="list-style-type: none"> • Challenges update: <i>Explorer Challenge</i> lobby icons now appear on machines needed to complete challenges
Quick Hit Slots	<ul style="list-style-type: none"> • UI update: New UI released (see Feature Database for images) • Economy adjustments: Slight increase to primary and secondary bonuses. Coin package value decreased by 50% (see Economy Teardown for details) • Progression event released: The <i>Lost Treasure</i> hunt spin-to-collect map event
Scatter Slots	<ul style="list-style-type: none"> • Purchase collection feature released: <i>Scatter Stories</i> collection feature released. Purchase required to collect items (see New Innovations for details)
GSN Casino	<ul style="list-style-type: none"> • Tournaments released: Tournaments with leaderboard and prize list (see Feature Database for images)
Classic Vegas Casino	<ul style="list-style-type: none"> • Progression event released: <i>Rolling Route 66</i> spin-to-collect dice and board game event (see Feature Database for images)
DoubleHit Casino	<ul style="list-style-type: none"> • Cashback purchase event: <i>Spending Returns</i> payback event offers 3% payback after purchase (see Feature Database for images)

BINGO & POKER: TOP 10 GROSSING

App	Notable Changes
Bingo Blitz	<ul style="list-style-type: none">• Request event released: <i>Rally Your Friends</i> event awards credits for each friend who returns and plays a round of bingo
Bingo Bash	<ul style="list-style-type: none">• UI update: Additional UI changes with store icons and graphics updated (see Feature Database for images)
World Series of Poker	<ul style="list-style-type: none">• Poker play event released: <i>Texas Roulette</i> event with new <i>Roulette Bracelet</i> that may only be earned for a limited time
Zynga Poker – Texas Hold ‘Em	<ul style="list-style-type: none">• Challenges update: Complete all daily challenges to unlock <i>Hot Streak Challenges</i> with increasing difficulty every time completed. The harder the challenge, the more tickets players earn (see Feature Database for images)
Pokerist	<ul style="list-style-type: none">• New poker play modes: Each mode offers a new way to play poker (see New Innovations for details)

ECONOMY TEARDOWN: ROYAL HOUSE SLOTS

ROYAL HOUSE SLOTS

King & Playstudios' Royal House Slots is a progression game with challenges and a multi-step retention, collection system. This is in soft launch on Android in select countries

- There is a primary daily bonus and a secondary two-hour bonus (image 1).
- Players must complete various challenges to progress along a map. Each completed step of the map awards one to three stars and a crown. Levels are repeatable to earn more stars and a higher crown (image 2).
- A *Journeys* icon is visible in-machine (image 3).
- The challenge dialogue displays the task(s) to complete (image 4).
- Completing a challenge awards a gift containing coins (based on average bet), difficulty multiplier, and remaining spins (image 5).
- Gems may be earned by leveling up, daily gifts, or from spins of the bonus system character: *Charmbot* (image 6).
- There is one *Charmbot* for each *Special Gem*. *Charmbots* may award coins, more *Special Gems*, or *Stickers* (image 7).
- *Stickers* won are placed in one of the five collection albums. Players receive rewards for completing a sticker set (image 8).

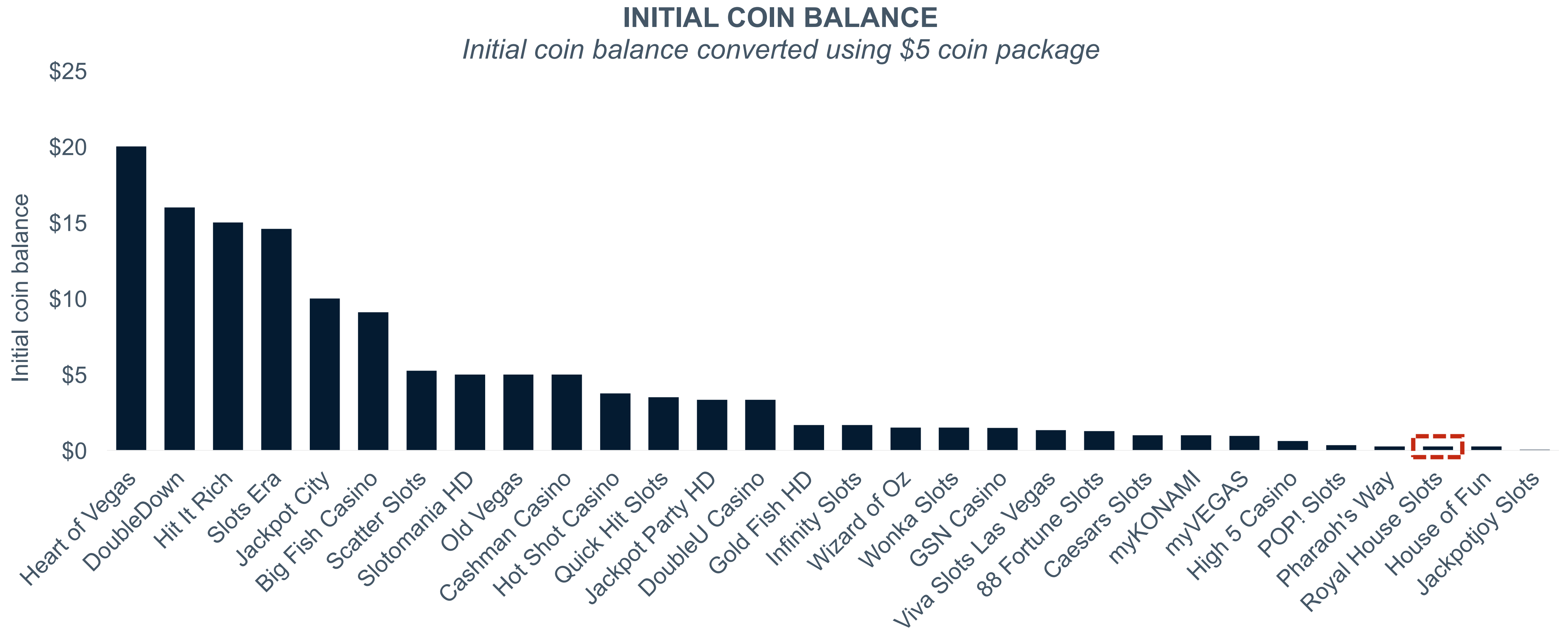


Go to Feature > Game > Royal House Slots in the [Feature Database](#) for more images



INITIAL COIN BALANCE

Royal House Slots gives a small amount, \$0.26 worth of currency, to new players compared to top grossing slots apps. This starting amount was consistent on three different devices

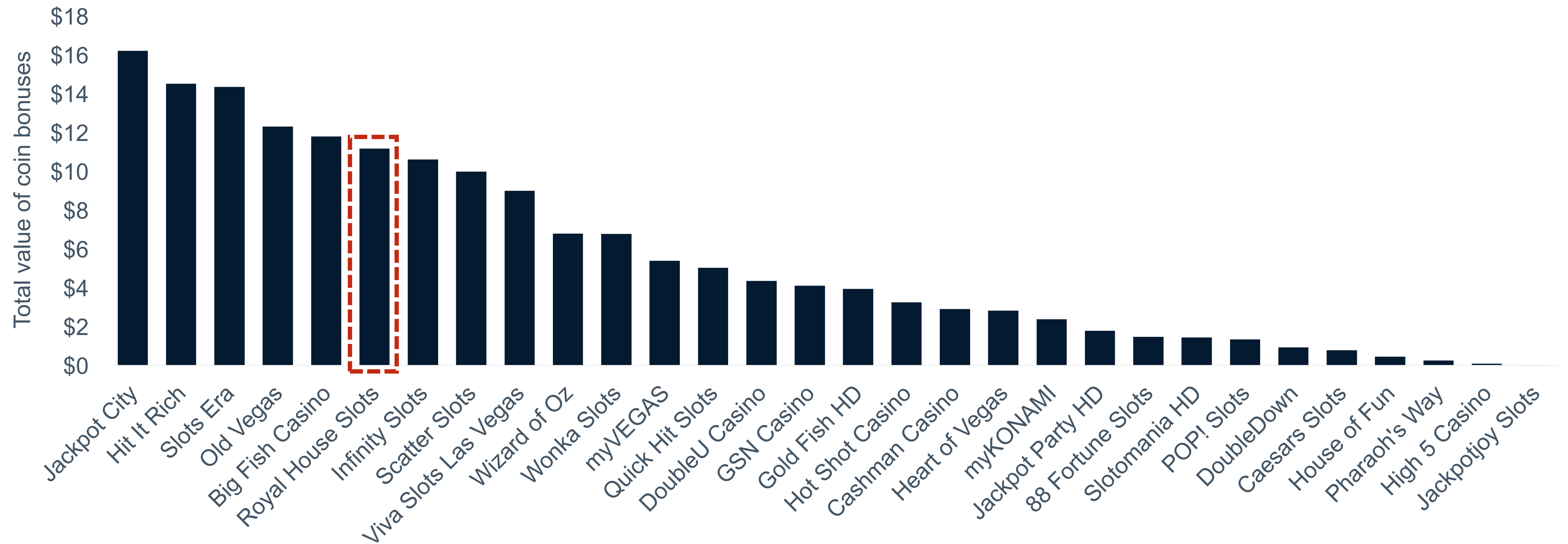


Huuuge Casino was removed from this graph as an outlier with \$85.99 worth of coins given to new players

TOTAL VALUE OF COIN BONUSES

Players receive an above average amount of free coins daily. There are two bonuses paid out with a total daily value of \$11.17. The largest contributor to players' wallets is the secondary bonus that is paid out every two hours with a potential value of \$10.91 daily

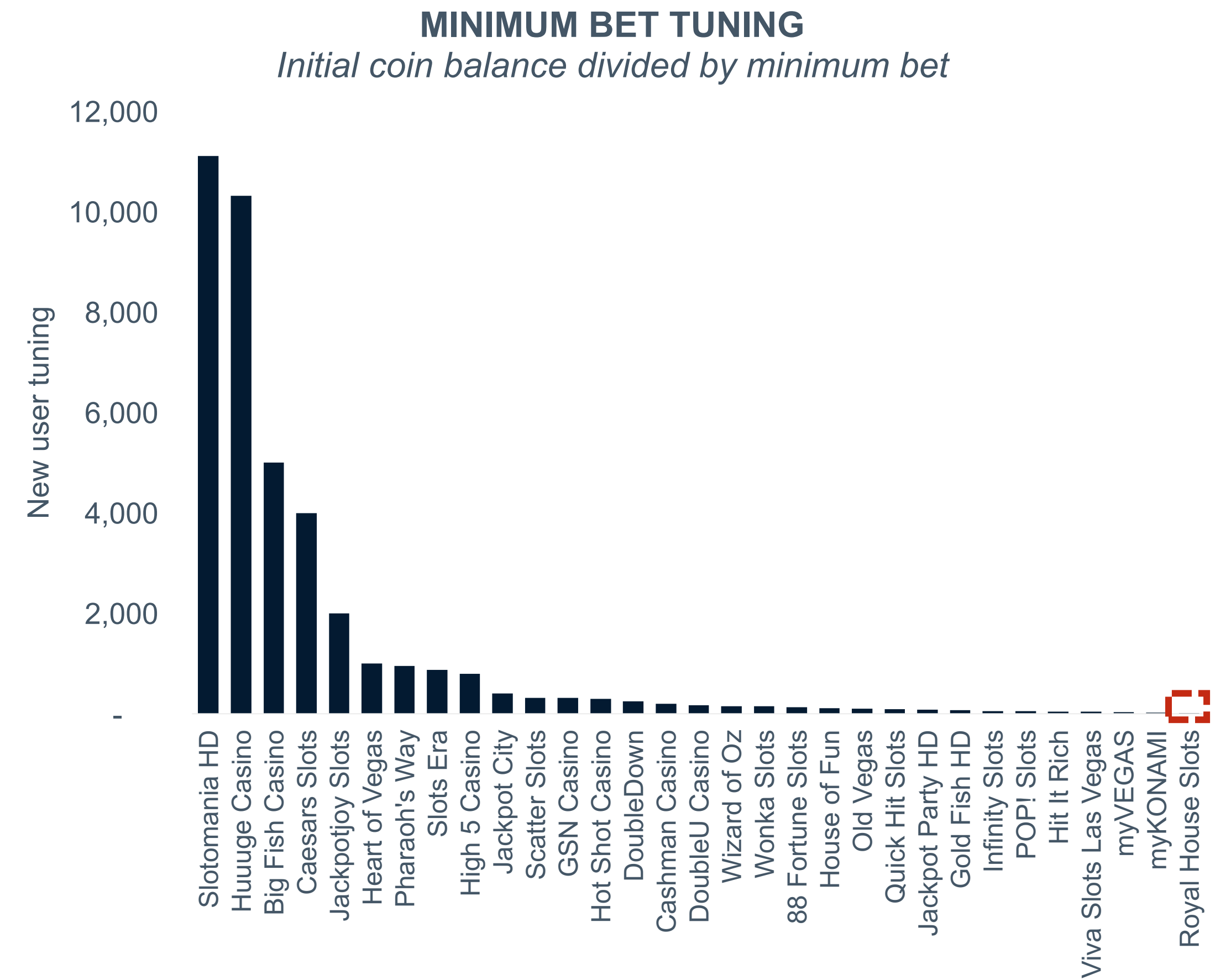
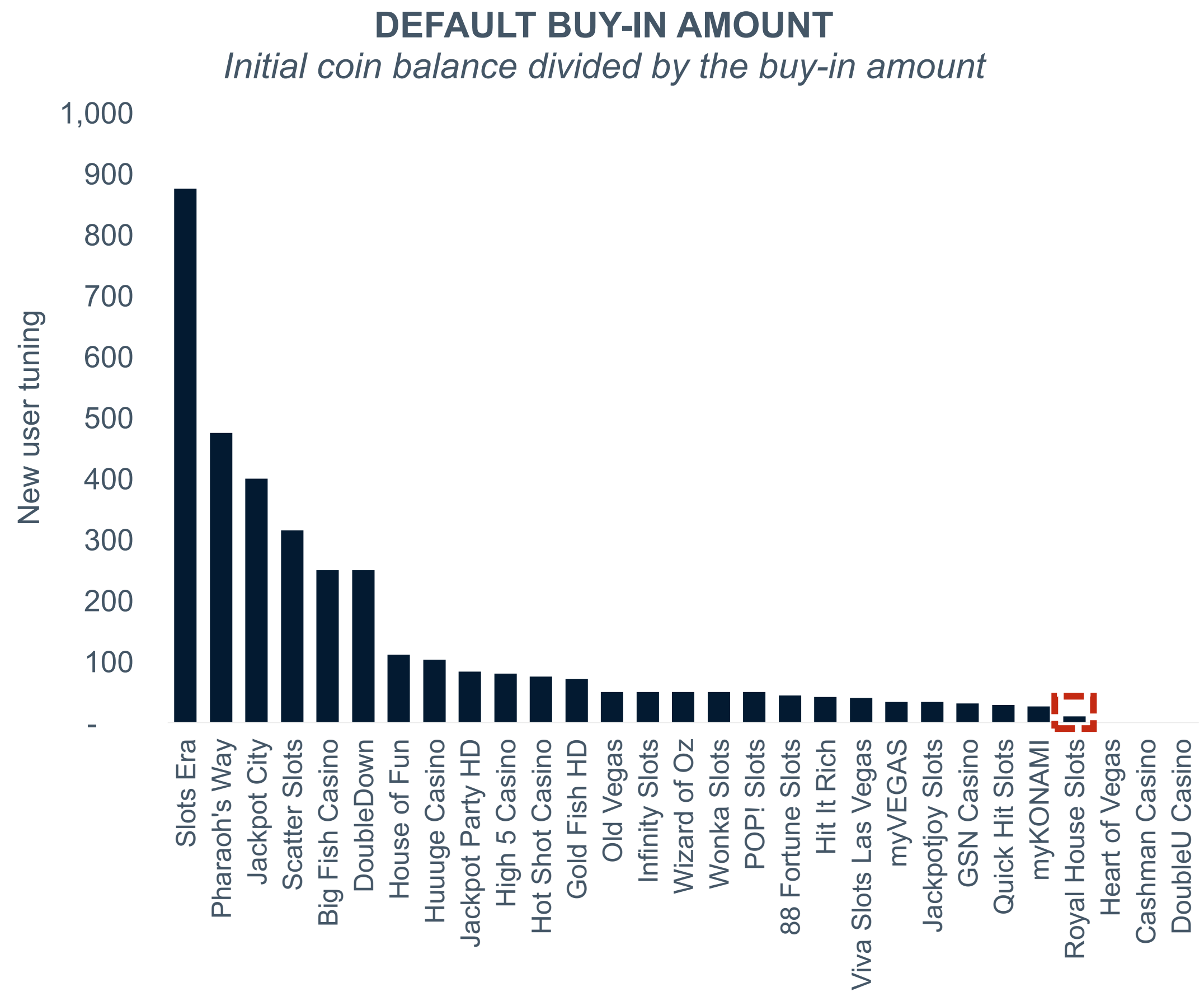
TOTAL VALUE OF COIN BONUSES
Daily coin bonus converted using \$5 coin package



Huuuge Casino was removed from this graph as an outlier with \$89.87 worth of coins given out daily

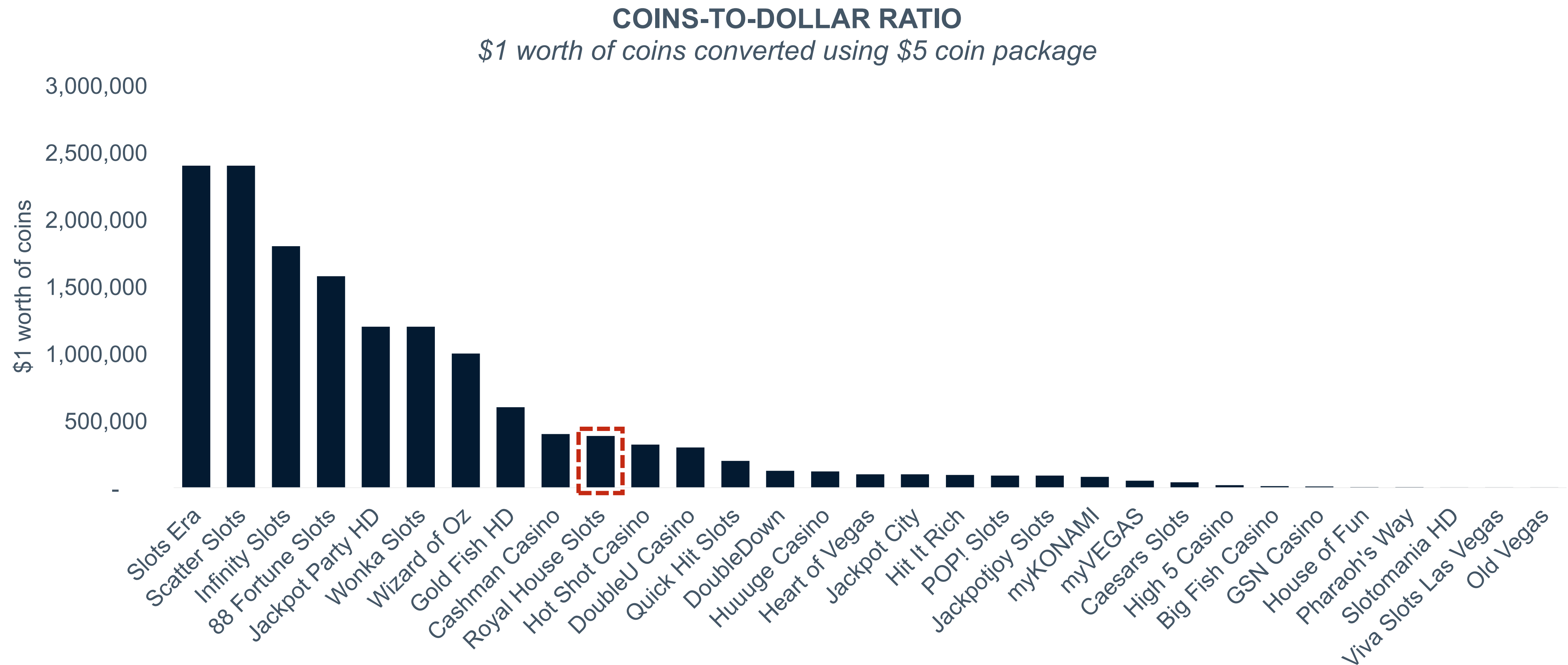
NEW USER TUNING

New users have a very small amount of currency upon install: 10x the default and minimum bets. Collecting coins from Facebook connect (200K) and the daily gift (125K) increases tuning to 43x the default and minimum bets, which is still relatively tight



COINS-TO-DOLLAR RATIO

The economy inflation is average relative to top grossing slots apps: 385K coins for every dollar spent



APPENDIX

DATA COLLECTION PROCESS

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

Market research

- Each app is reviewed weekly 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.
- 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 Sensor Tower Store Intelligence.

App information

- App information comes from a deep-dive analysis of each app.
- In the Economy Teardown and economy-related slides, the coin value is determined by converting coins into money using \$5 worth of non-sale purchasable coins in each app. 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 apps 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.

If you know the enemy and know yourself you need not fear the results of a hundred battles

– Sun Tzu, *The Art of War*

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