



LIQUID&GRIT

CASINO REPORT

Competitive Research and Actionable Product Recommendations

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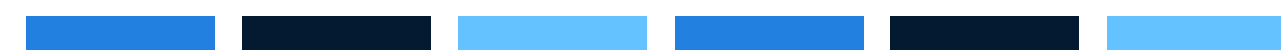
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Check out our [FAQ](#) for guides on using our tools, understanding our classification system, and contacting support.

MAY

2023

HEADLINE RELEASE



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



CASINO > FEATURES > COMPETITION

Leagues with Instant Promotions

Leagues in Pokerist

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

LEAGUES

A weekly competition ranks players based on currency earned from poker, slots, and other features. Top players are promoted to the next league, and bottom-ranked players are demoted. Players who reach currency milestones are instantly promoted.

Feature Details

To qualify for a weekly competition, players must be above a certain experience level and win a certain amount of currency from poker, roulette, slots, and other features (1). Qualified players start at the lowest of 13 leagues.

Each week, players compete against other players in their league to win the most currency in these features, and a leaderboard ranks players based on their winnings (2). At the end of the week, top-ranked players from each league earn currency and advance to the next league, while bottom-ranked players are demoted (3).

Each league also has a currency requirement for instant promotion. Players who reach a certain amount of currency in a single week instantly advance to that league and earn a currency reward. Players can advance through multiple leagues in a single week or even from a single big win. Players' profiles display a badge representing their current league.

Additional Information

See the [Leagues](#) gallery for more images and videos.



PRODUCT INSIGHTS

Leagues' instant promotion mechanic drives engagement from dedicated players by removing time restrictions. Although players can advance to higher leagues by achieving high ranks on a weekly leaderboard, they can also be instantly promoted by reaching currency milestones (1). When players are instantly promoted, they earn a reward similar to the reward for ranking first on their league's leaderboard. This allows dedicated players to work continuously toward higher leagues without having to wait for the week to end, effectively removing a time gate on player engagement and spend.

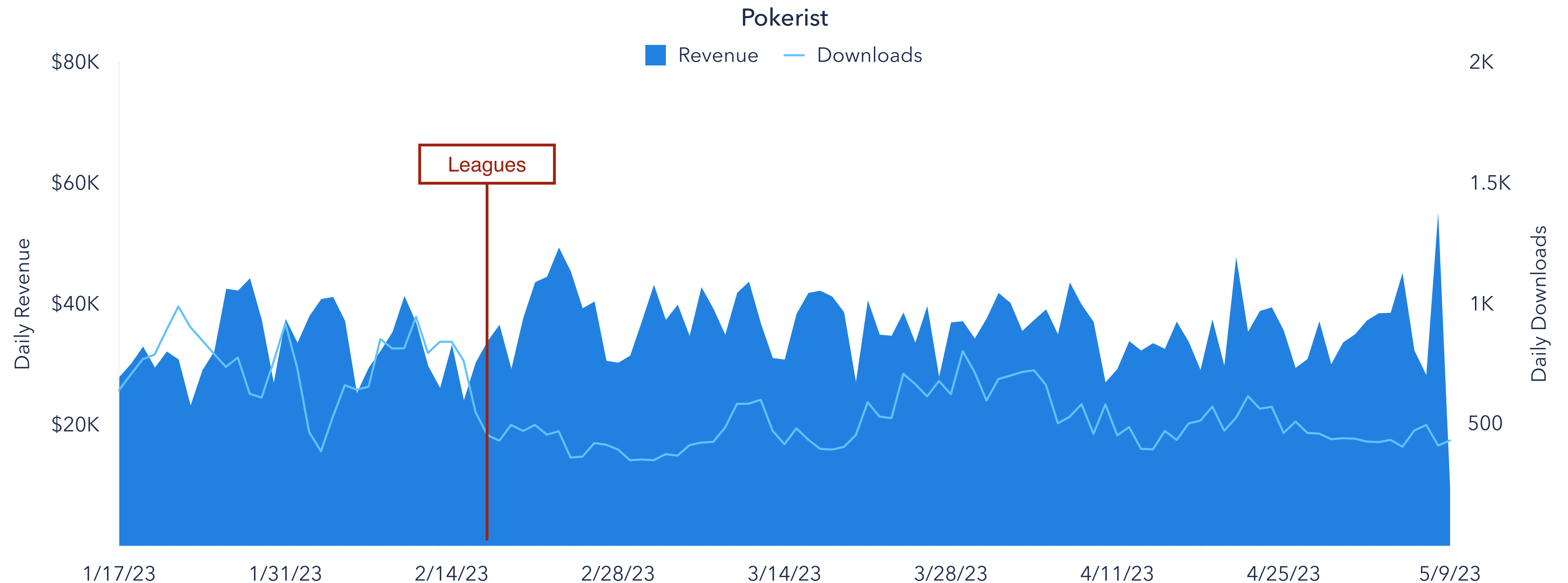
Instant promotion balances leagues faster by quickly removing experienced and high-spending players from lower leagues. Having all players start at the same league can create a skill imbalance at the beginning of a new competition. Immediately moving players who cross certain thresholds into higher leagues ensures that the remaining players are less likely to be outpaced within their current leagues. At the same time, this could reduce the satisfaction of ranking at the top of a leaderboard because players know that other players with higher scores have been moved up to higher leagues.

Including currency earned from slot machines and other luck-based features creates a way for players to increase their winnings by spending more. Because players' total winnings are not affected by their losses, players can increase their scores by buying currency and placing big bets. Although this is likely to increase spend, it could also frustrate poker-focused players and make the competition feel more reliant on spend rather than skill.



REVENUE ANALYSIS

After the release of Leagues, Pokerist's revenue increased 14% MoM and 9% 2Mo2M. Although there were several other releases during this period (which we analyze on the next slide), it seems extremely likely that Leagues played a substantial role in this revenue growth.



Graph data is iOS, U.S. only.

MoM = Month over the preceding month. 2Mo2M = Two months over the preceding two months.

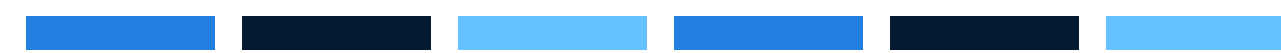
ADJACENT RELEASES

Ten days after releasing Leagues, Pokerist released a [new slot machine](#). Within a month of Leagues' release, the app also released three reskinned events, including a [collection](#), a [challenge](#), and a [mission event](#)—each of which had a significant WoW revenue lift. You can view data for each of these releases in our [Lift Tool](#), which also calculates the average and median revenue lift produced by each release type.

Release Date	Release	Release Type	Revenue Impact	New, Old, or Reskin
Ongoing	Seasons	Mission season	-15% MoM	Old
2/16/23-2/24/23; 4/13-4/17	Boost Week	Collection event	21% WoW	Reskin
2/17-Ongoing (Intermittent)	Leagues	Competition feature	14% MoM	New
2/27-Ongoing	Wild Gang	Slot machine content	-2% MoM	New
3/3-3/8; 4/28-5/3	Party Week	Challenge event	12% WoW	Reskin
3/9-3/14; 3/31-4/5	Las Vegas Week	Mission event	21% WoW	Reskin
3/17-3/21	Event Pass	Mission event	-8% WoW	Reskin
3/17-3/23; 5/4-5/11	Omaha	Expansion feature	N/A	Old
3/24-3/29; 4/21-4/26	Event Week	Reward event	10% WoW	Old
4/11-Ongoing	Sugar Cash	Slot machine content	5% MoM	New

This data can be found by using our [Tracker](#) tool, which provides live ops tracking data plus customizable notifications. To learn how to subscribe, please email [Brett Nowak](#).

RELEASE TRENDS



Trends for feature and event releases

Includes data from more than 35 [top-grossing apps](#) in the casino market

FEATURE RELEASES BY SUBGENRE

Competition features are rare in the casino market overall. Although poker apps release significantly fewer features than slots apps, poker apps release more competition features per app. Poker apps also release more collection, expansion, and profile features than slots apps.

Feature Releases per App				
Feature Type	Poker/Cards	Bingo	Slots	All Subgenres
Missions	0.17	0.75	0.6	0.51
Rewards	0	0.25	0.44	0.32
Mini-Games	0.17	0	0.36	0.27
Collections	0.17	1	0.12	0.22
Levels	0.17	0	0.24	0.19
Accelerators	0	0.25	0.12	0.11
Expansions	0.17	0	0.12	0.11
Competitions	0.17	0.25	0.04	0.08
Profiles	0.17	0	0.08	0.08
Custom Design	0	0.25	0	0.03
All Features	1.17	2.75	5.92	4.49

Data includes features released by tracked casino apps between 5/10/22-5/10/23.

Table does not show 11 feature types released only by slots apps. These include banks, bonuses, challenges, clubs, cosmetics, currencies, exchanges, flows, notices, purchases, and quests.

MARKET WATCH



New apps and notable releases from established competitors

BREAKOUT APP

FoxPlay Casino's main appeal is its loyalty point rewards that can be redeemed at a casino in Connecticut, continuing a trend of reward programs linked to real casinos. For other examples of this trend, see our coverage of [MGM Slots Live](#) and [Choctaw Slots](#).

FoxPlay Casino by Mashantucket Pequot Tribal Nation

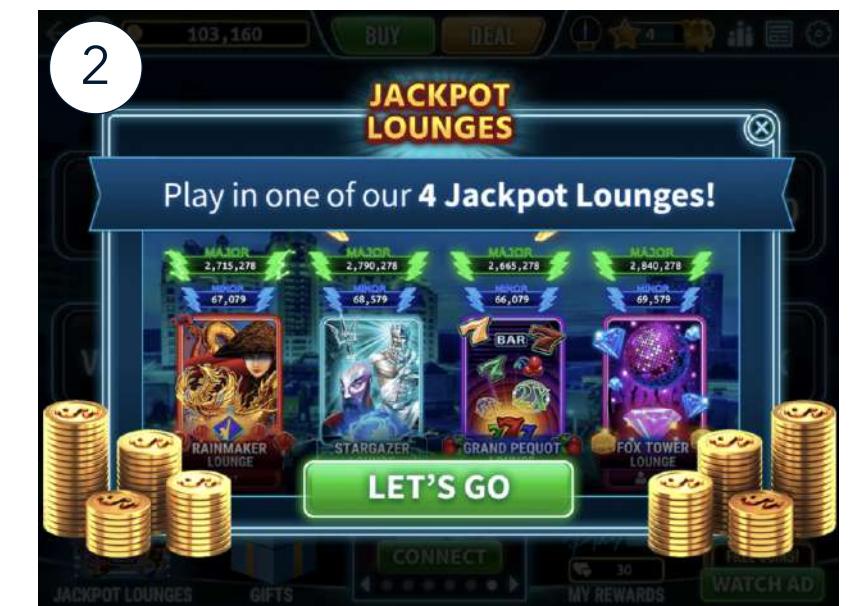
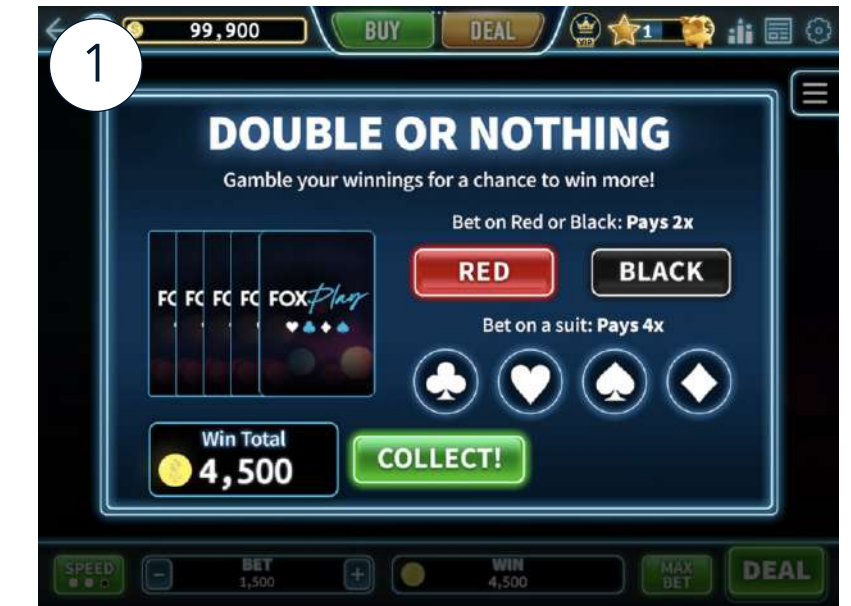
FoxPlay Casino offers slots, bingo, video poker, roulette, and blackjack, with several variations for each game type. In bingo, players can buy boosts, such as instant bingos or daub alerts. In video poker, a double-or-nothing bonus allows players to guess the color or suit of a card to double or quadruple their winnings (1).

Completing games awards XP, and leveling up unlocks features such as multiplayer slots rooms. Playing games and making purchases increases a VIP level, which unlocks certain slot machines. At specific times, players can join a three-minute live slots tournament that ranks players based on their winnings (3).

Making purchases and earning currency grants points that players can redeem for in-game and real-life benefits, including hotel rooms, dining, entertainment, and retail at Foxwoods Resort Casino in Connecticut (4 and [video](#)). In addition, connecting to Facebook and inviting friends grants bonuses, such as giftable prizes and daily rewards.

Launch Information

- Released worldwide on 10/13/22
- 77th top-grossing casino app on the U.S. iPhone as of 5/1/23
- Average U.S. daily revenue (past 90 days): \$2,977
- Average U.S. daily downloads (past 90 days): 102
- View FoxPlay Casino on the [App Store](#) and in our [gallery](#)



SOFT-LAUNCH APP

Bingo Home Design & Decorating offers a narrative-driven custom design progression similar to that of [Paradise Fortune Casino](#), which we covered in our [January '23 Casino Report](#). The app stands out by offering a mystery story with multiple subplots, exclusively single-player gameplay, and an exceptionally high win rate.

Bingo Home Design & Decorating by VividJoan Games

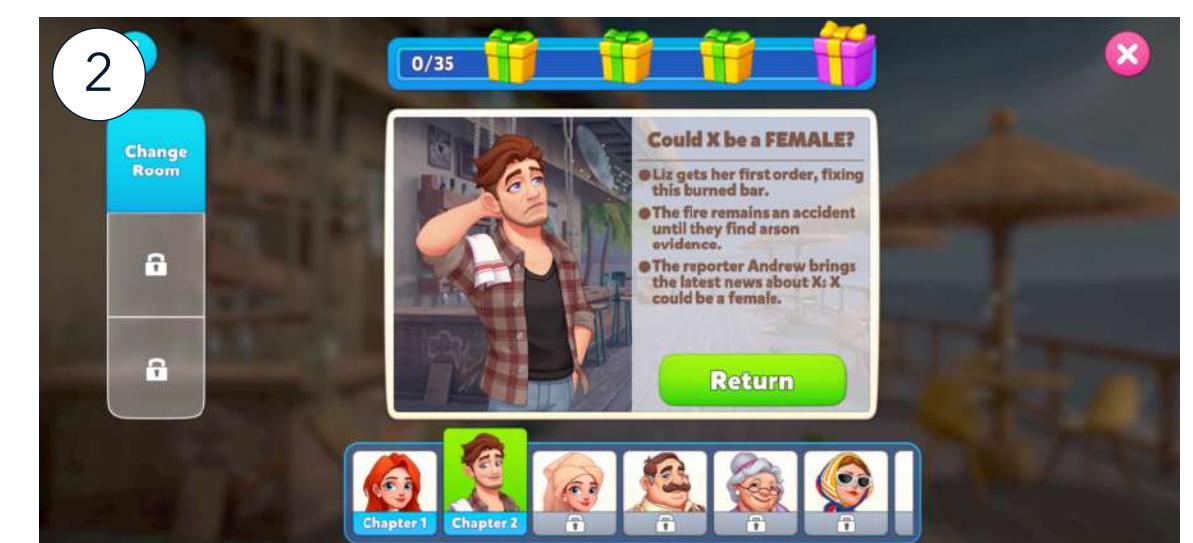
Players complete single-player bingo games to earn XP, currency, and tokens. Daubing fills a meter that awards boosts when complete, and daubing certain spaces awards chests.

Players spend tokens on renovations for rooms in a house (1). Each room has multiple renovations, and certain renovations let players choose between multiple designs. In addition, players can return to previous renovations and swap designs. Completing renovations advances a mystery narrative involving several characters, many of whom offer tasks to renovate their homes or businesses (2).

Some rooms include bingo variants and unique mini-games (3). Completing the room's bingo game fills a meter that triggers the mini-game when complete. The app's other features include bingo tournaments, daily and weekly tasks, and collections.

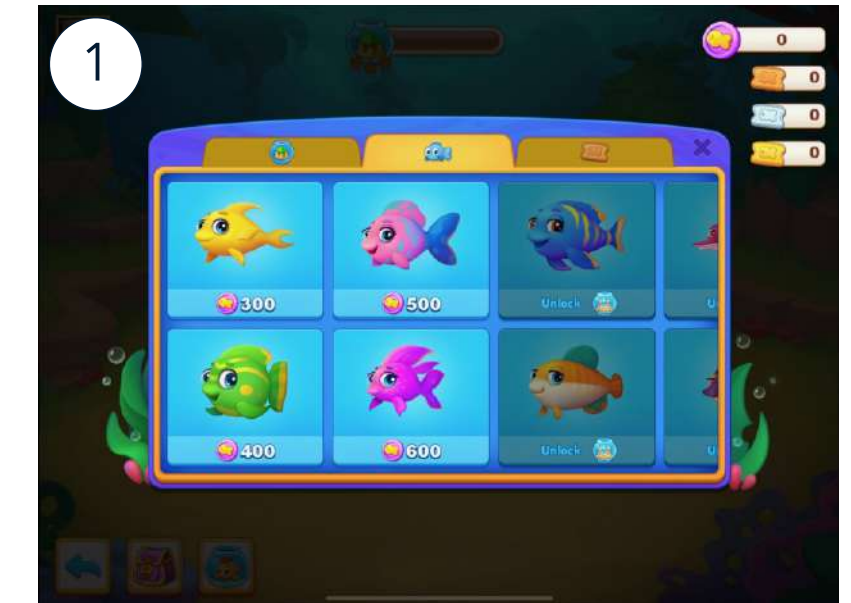
Launch Information

- Soft-launched on 3/22/23 in Canada and the United Kingdom
- Average daily revenue (past 49 days): \$5
- Average daily downloads (past 49 days): 34
- View Bingo Home Design & Decorating on the [App Store](#) and in our [gallery](#)



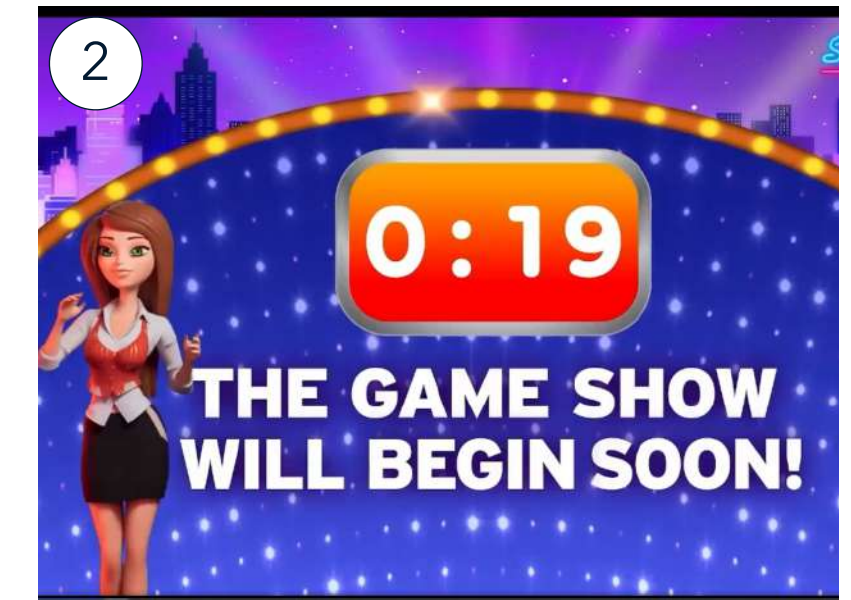
FEATURE AND EVENT RELEASES I

App	Release	Description
Bingo Party	Fantasy Aquarium custom design feature	<p>Players earn tokens by completing bingo matches, challenges, events, mini-games, and certain battle pass milestones. In addition, players earn tickets of three different rarities through bingo matches, events, and challenges. In bingo matches, players must bet above a certain amount to earn tokens or tickets.</p> <p>Players spend tokens and tickets on fish and decorations for different aquariums (1, image, and video). Collecting fish and decorations in an aquarium increases the aquarium's star rating. Reaching a certain star rating unlocks a new aquarium, fish, and decorations (image). An IAP bundle offers tokens and an exclusive decoration.</p>
Caesars Slots	Spot the Difference mini-game event	<p>In a mini-game, players find differences between two images before a timer runs out (2 and video). Incorrect guesses reduce the timer.</p> <p>Finding all the differences advances players to a second round with a new set of images (image). The timer doesn't reset between rounds. Completing the second round wins the mini-game, grants rewards, and moves players on a map (image). Reaching the end of the map unlocks another map.</p>
Lotsa Slots	Space Battle bonus feature	<p>Collecting a daily bonus for three consecutive days unlocks a mini-game. In the mini-game, players aim and launch a series of three rockets on a board with pegs (3 and video).</p> <p>The rocket bounces between pegs and awards currency every time it strikes a small peg. Hitting a large peg fills a meter around the peg that grants currency when complete (image). An IAP upgrades large pegs' rewards (image). After a certain amount of time, the rocket explodes.</p>



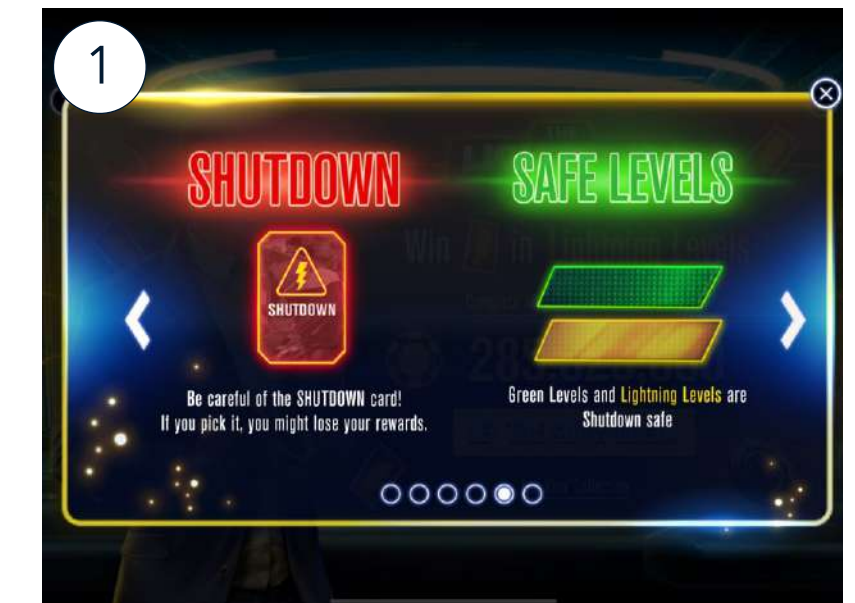
FEATURE AND EVENT RELEASES II

App	Release	Description
Scatter Slots	Bingo Journey mini-game event	<p>Players receive 15 numbered bingo balls and can buy additional balls through IAPs. The balls automatically daub spaces on a bingo card. Daubing certain spaces awards chests. Each line on the card displays a prize, and winning a bingo awards the corresponding prize (1, image, and video). Diagonal bingos award jackpots.</p> <p>Winning a bingo advances players on a map and unlocks a new bingo card with increased rewards (image). Reaching milestones on the map awards chests.</p>
Slotomania	Family Feud Game Show interaction event	<p>In a promotional event for a new Family Feud-themed slot machine, players participate in a live Family Feud-style game show on Slotomania's Facebook page (2 and video). Before and during the event, players can click a link to register for a chance to win an Amazon gift card (image).</p> <p>During the livestream, players are presented with a series of Slotomania-themed questions. Each round, players have 90 seconds to guess the top five answers from real 100-person surveys and submit their guesses via chat. If players guess correctly, they receive in-game prizes.</p>
	Game On reward event	The shop offers a different benefit each day for a week, including discounts on certain purchases (3 and image).



FEATURE AND EVENT RELEASES III

App	Release	Description
WSOP	The Lightning Show collection feature	<p>In a daily pick'em, players pick one of four cards that reveal rewards or hazards. Picking a reward advances players to the next stage; picking a hazard ends the pick'em and forfeits any earned rewards. Players can complete successive stages on the same day, and certain stages have no hazards (1).</p> <p>At any stage, players can choose to leave with their rewards. Some stages include special cards that may award items for a collection. Completing the collection awards a prize (image).</p>
Zynga Poker	Burn 'Em competition event	<p>In a Texas Hold'em variation, players start with three pairs of cards (2). After each of the first two betting rounds, players discard one pair. By the end of the hand, players have one pair (image).</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, and Pirate Kings

Tracked Bingo Apps

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

Tracked Poker/Cards Apps

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

LIQUID & GRIT SLOTS PERSONAS

Participants from the U.K. and U.S. (n=1,299) were surveyed about their mobile gaming use. The data produced five player personas with distinct patterns of slots preferences and playing habits.

	Demographics				
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Size	21%	22%	27%	19%	11%
% Female	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education	3.5	3.3	3.5	3.2	3.3
Money Spent	4.2	4.9	3.5	5.4	5.8
Playtime	5.0	4.5	5.0	4.9	6.5



* The education, money spent, and playtime numbers represent the relative value of each category compared to other player personas.

PREMIUM PARTNERSHIPS

Liquid & Grit partners with Sensor Tower to infuse our reports with industry-leading data and statistics.

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.

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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 am not in competition with anyone but myself. My goal is to improve myself continuously."

– Bill Gates

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