

Jackpot Slots

A Postmortem on how we got to #1

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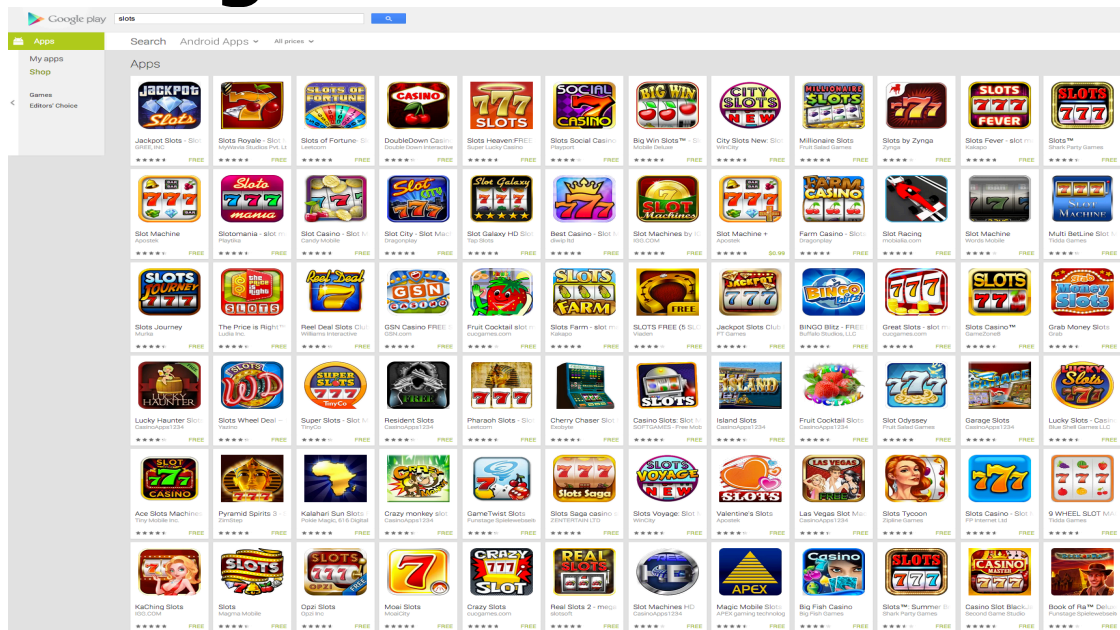
Sr. Director, Product and BI at GREE



- History
- Research data
- Live operations
- Key A/B test optimizations

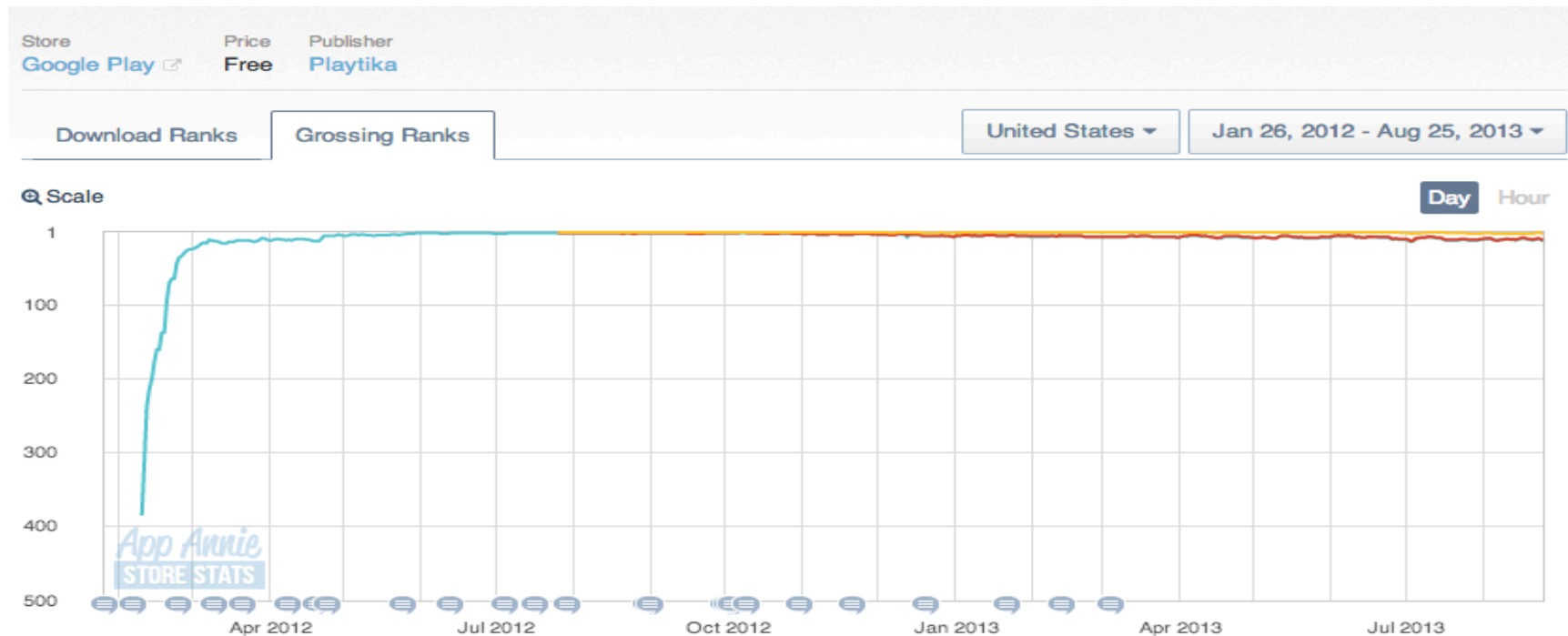
HISTORY

Launching into a Crowded Market



Hundreds of Slots apps on Google Play when we launched in January '13.
4 Slots games in Top 25 Grossing

Slotomania had been in the top 25 grossing for almost a year



You can't change the base game too much

- People like slots!
- Most popular game in Vegas
- Highest performance for mobile casino apps
- People are used to the metaphor and how slot machines behave

But, we needed to stand out
to get to #1

RESEARCH

Techniques

- Surveying mobile slots players on Facebook
- Ethnographic research with slots players in Vegas – what's missing from apps?
- Competitive research on other top mobile slots games

“What’s most important to you in a mobile slots game?”

1. Bonus games
2. Payouts
3. Themes

"...electronic gambling pulls players into a trancelike state they call the 'machine zone,' in which daily worries, social demands, and even bodily awareness fade away. Once in the zone, [they] play not to win but simply to keep playing, for as long as possible"

- Dow Schull

HOW WE DID IT

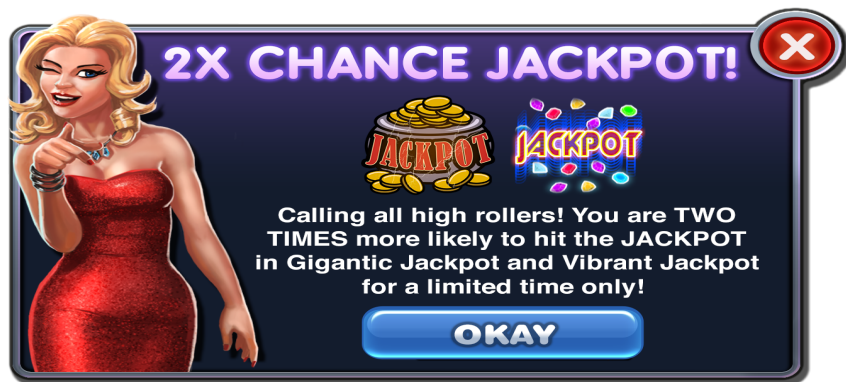
Creating a Fantasy

- Most slots games pretty much feel like a real world slot machine, but on a smaller screen
- You can't win real money in our game
- So we want to give you the opportunity to do things you can't do in Vegas
- Players want to feel like they're 'cheating' the house

What we did

- We want to give you the opportunity to do things you can't do in Vegas
 - Hit more bonus games
 - Participate in time limited events with special rewards
 - Boost rewards with powerups
- *These get players into the machine zone*

Live Operations – Engagement and Monetization



Can't do this in Vegas. Encourages
engagement to come back for
"the new thing"

Live Operations – Limited time goals

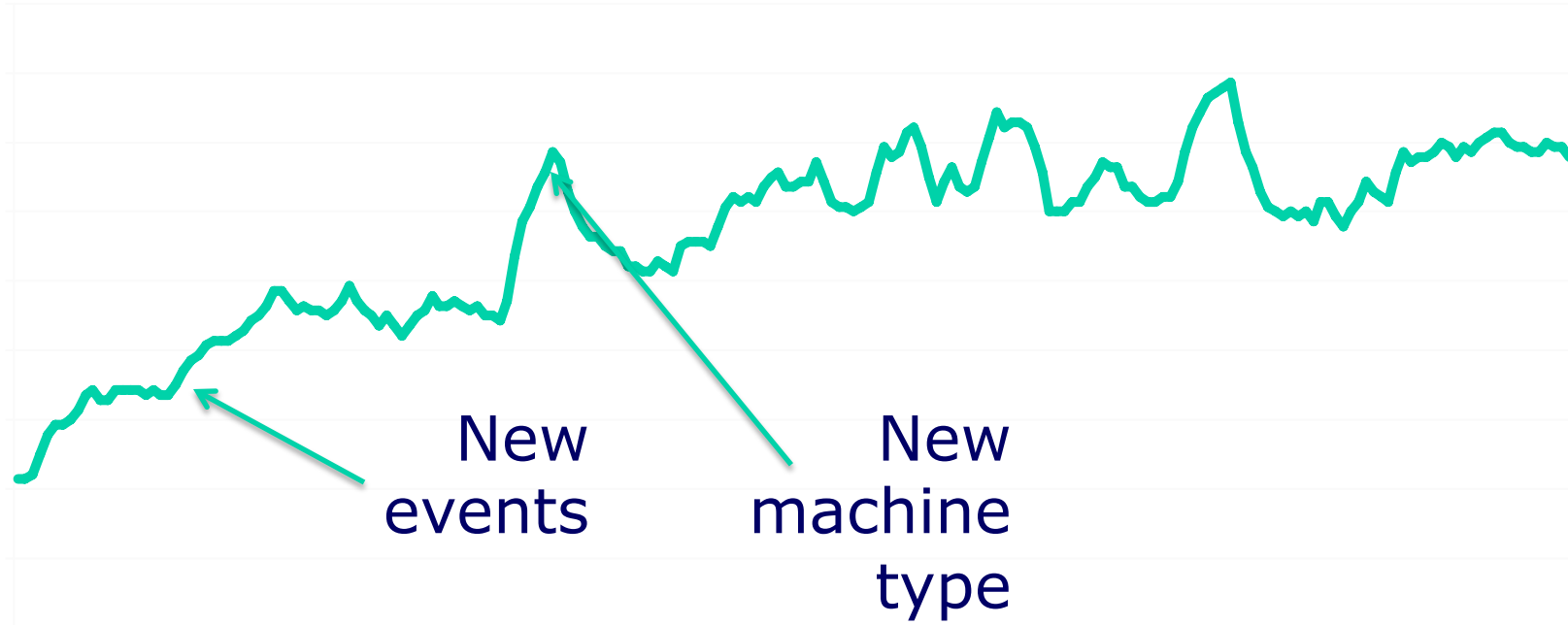


Gives players a purpose and chance to win additional prizes

Live Operations - Leaderboards

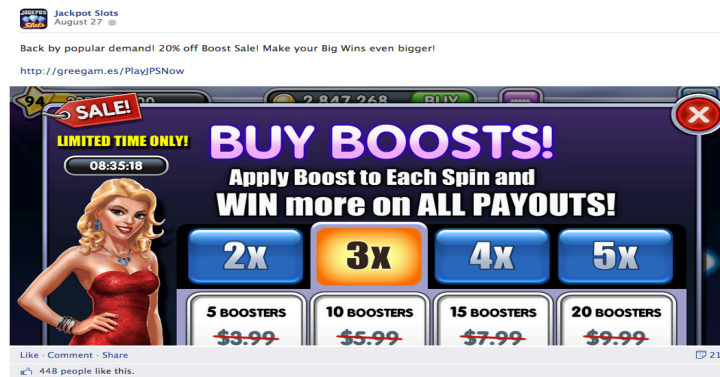
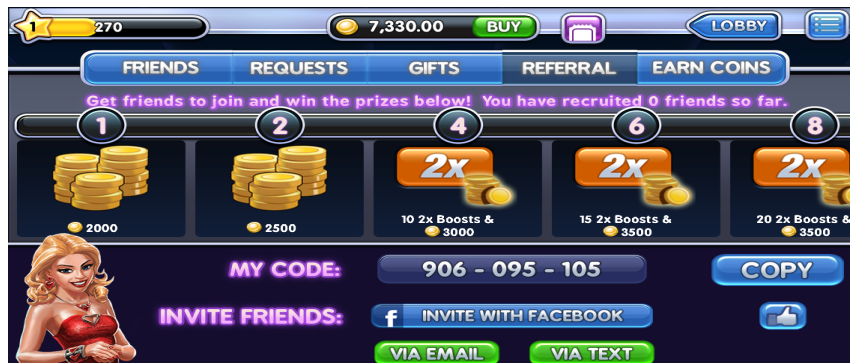


ARPDau Improvement vs. Baseline



Live Operations – Engagement and Viral

- People want FREE MONEY
- Used gifting mechanics and special gifting leaderboard events to encourage people to invite their friends
- Facebook contests to drive chatter



DAU Improvement vs. Baseline

Organics
kick in

Viral
installs
kick in

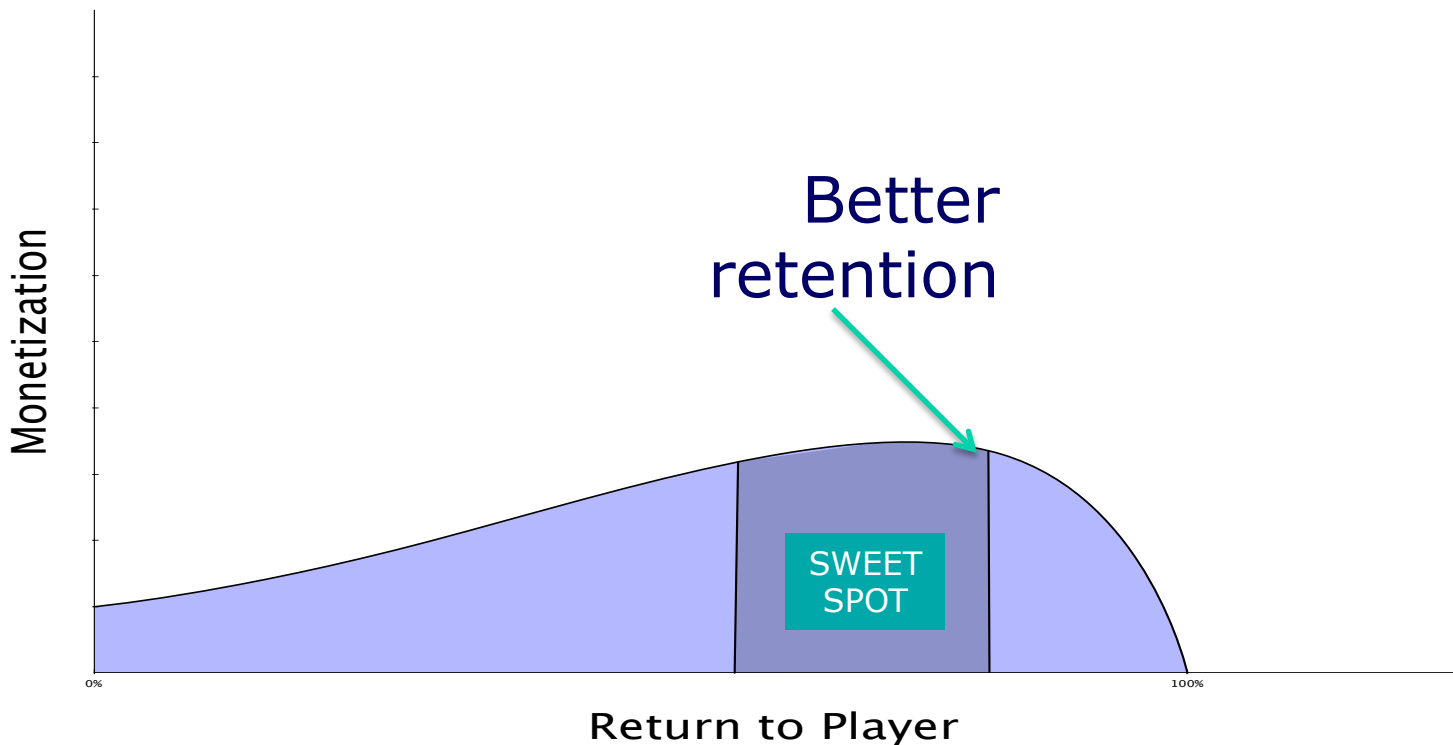


ALWAYS BE TESTING

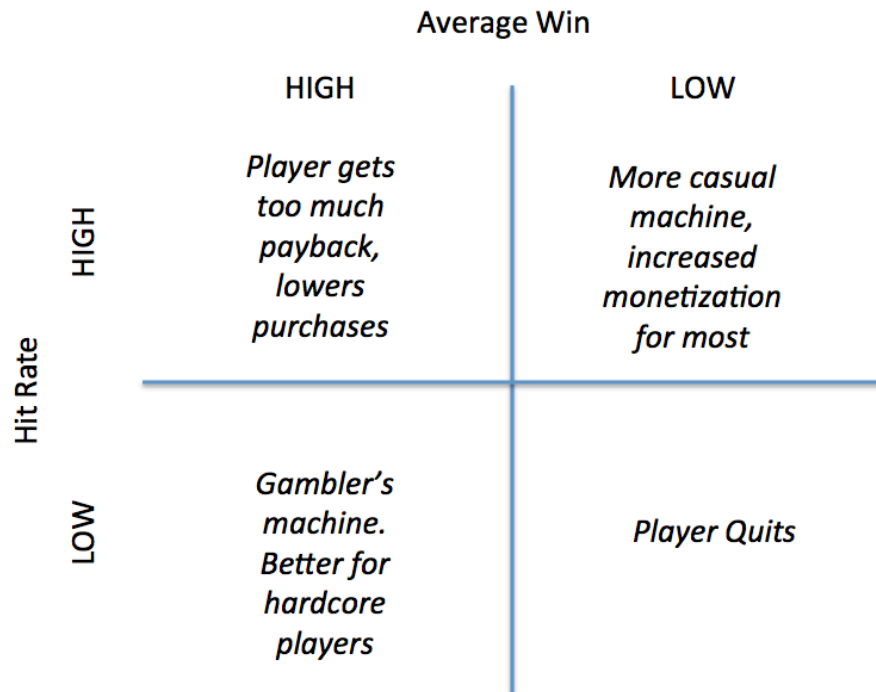
Testing was a key part of game performance improvement

- Focused on testing the slot machine math
- Testing allowed us to optimize for different player types: casual players and seasoned gamblers

Testing RTP to find monetization sweet spot



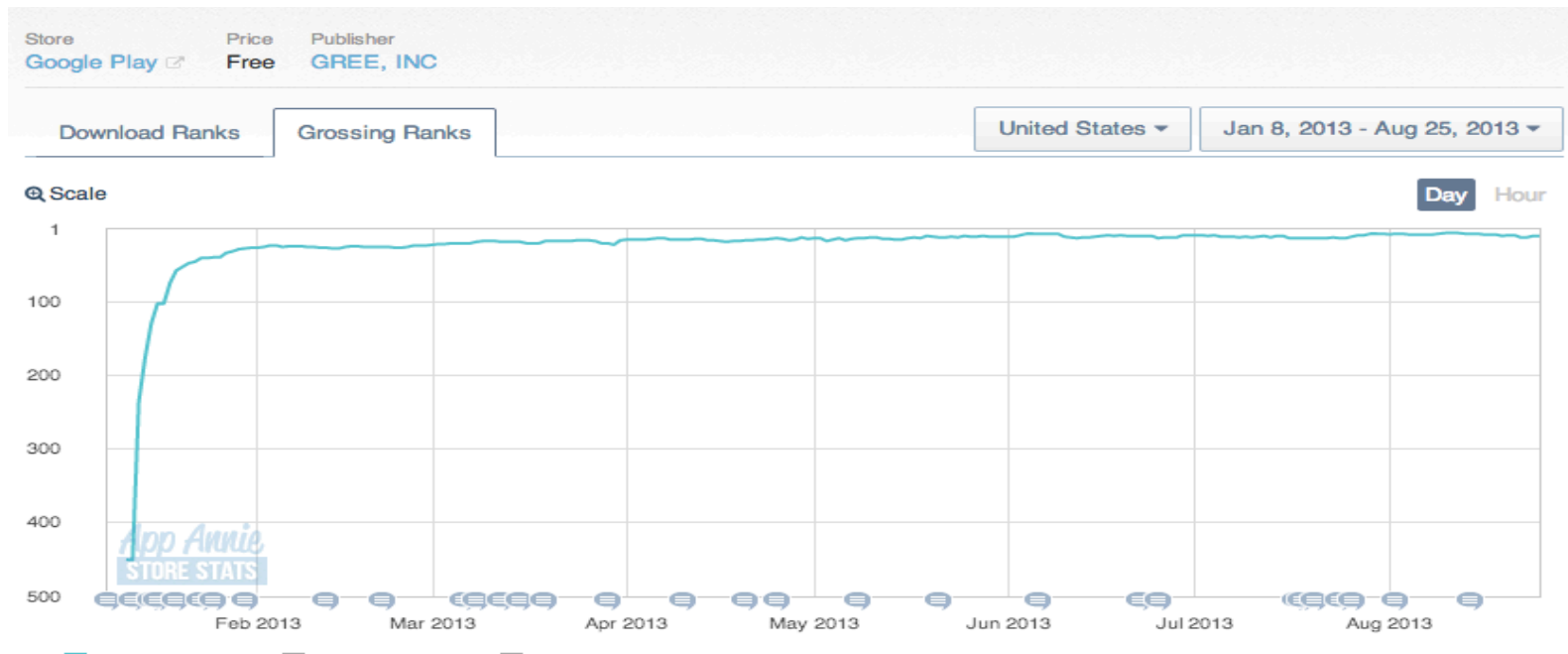
Testing Hit Rate vs. Average Win



Testing machine releases

Strategy	Result
Release machines at high level	Few people get to try the machine and see if they like it. Lower monetization and retention.
Release machines at all levels	No sense of progression, players will try all the machines then drop off because they 'got it all'
Temporary release of new machine to all levels then move back	Players will feel time pressured to take advantage of a new machine, spend more

These combined to rocket Jackpot Slots to the top of the grossing charts



Thanks!

- Questions?
- twitter.com/alexmr