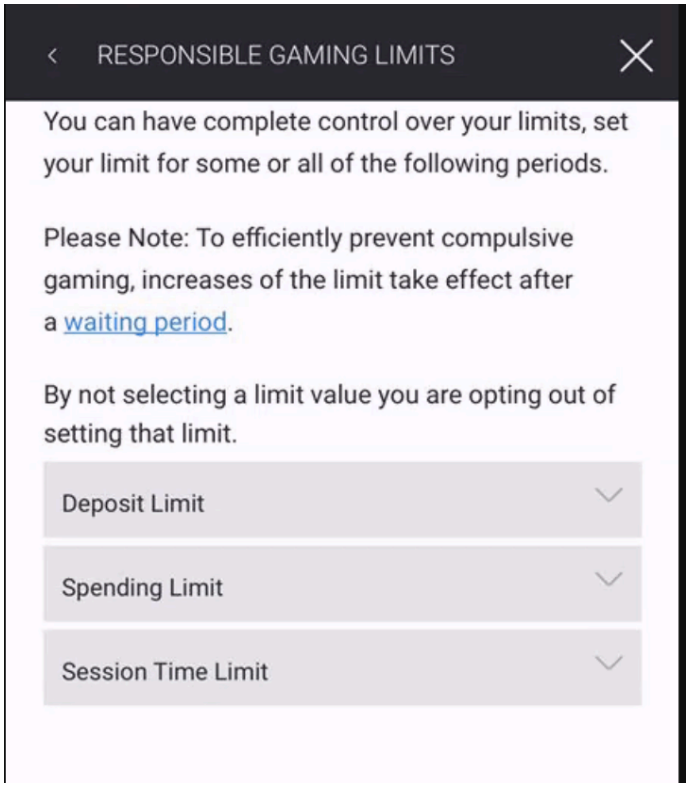
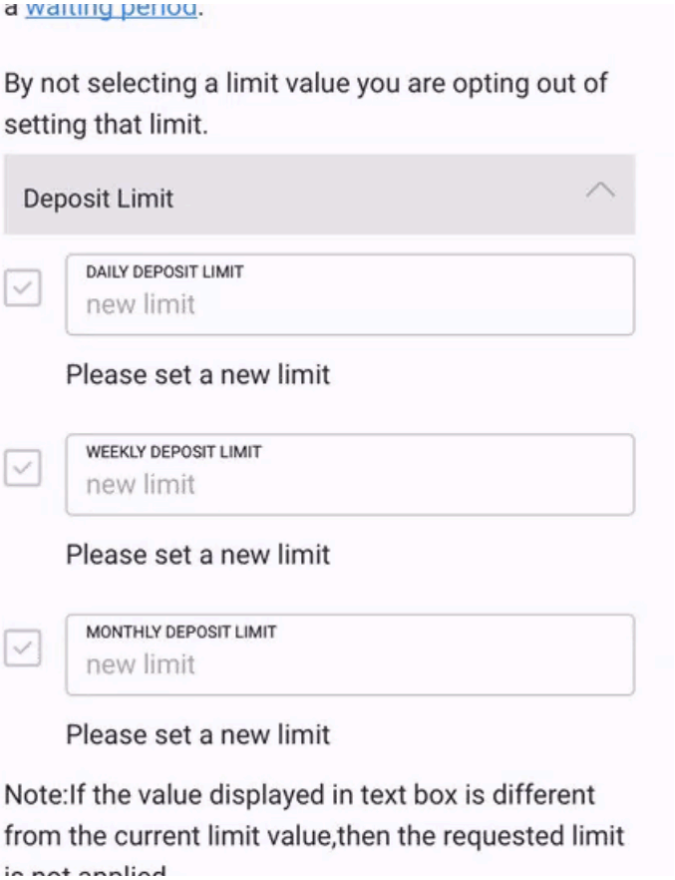
Kristin Carty

Call on September 22, 2021

- Minimum you can





- They give you $10 but you have to $25
- Probably wouldn't have found the free $10 one because she wouldn't have seen it
- Magic wand:
    - Automatically opted-in
    - Want to get an email saying that I have $10 free bet
- Learned favorite game by just playing it, didn't read instructions
- If I see a good referral bonus, I'll make my friend sign up for it
- "Your casino bonus has arrived" pops up
    - From opt-in to promotion



- How do you know pay lines
    - I just look at see what happens
    - On the lookout for bonuses, not payline
- Looking for slots: None of these mean anything to me
- Played “Slingo” because it was part of a promotion/gordon ramsay one/starburst
- If there’s no sports in the app it doesn’t matter
- “Might try a new slot if I’m up a lot. I’ve gone to some random games without knowing them and lost $100 in 3 minutes”

Call on September 14, 2021

- Location: NJ

Online Real Money Casino	
Do you play?	Yes
What games do you play? (i.e slots, table games)	Both Slots (80%), blackjack (20%)
How often?	Couple times per week -Slots (multi-tasking)
Average duration of session?	1-2 hrs
What are some specific slots that you like?	NetEnt brand -Not big bonus payouts, but consistent.

	-More fun bonuses: Slots she likes: Finn and Swirly Narcos Jumanji Bonuses: Not just free spins, get to pick among things
How much have you deposited in the past 12 months?	Deposited: $30,000-40,000 Lost: $5,000-$10,000
What brands/apps have you used?	Unibet, Borgata, BetMGM
How did you find out about these apps?	
What is your favorite among them?	Unibet:
Why is it your favorite?	Payouts out the fastest One issue: I'll go to withdraw, play, and end up playing through the withdrawl before I get the money out Likes: Paypal and Venmo since it's quick Unibet: Has play plus card (discover) where you can take out money -Unibet: gives her the best bonuses -Every Tuesday is a free money bonus, play through 1x
How satisfied are you 1-10?	9. 10 would be withdrawal immediately MGM/Borgata: 5. Might go up if I'm betting more with them and getting more bonuses.
Other Comments	
Physical Casino	
Do you go?	Yes
How many times did you go in the last 12 months pre-covid?	2-3 times
What casinos do you go to?	Borgata
What games do you play (slots vs table games)?	Mostly tables games

How satisfied are you 1-10?	Post-covid: 5 Pre-covid: 8
Do you prefer online or physical?	Different
Other Comments	
F2P Casino	
Do you play?	No
What apps do you use?	
How often?	
Have you spent money on coins?	
If yes, how much have you spent in past 12 months?	
How satisfied are you 1-10?	
Do you prefer F2P casino or real money online casino?	
Other Comments	
Other Mobile Games (NOT F2P Casino)	
Do you play?	No
What apps do you use?	
How often?	
Have you spent money on coins?	
How much have you spent in the past 12 months?	
How satisfied are you 1-10?	
Other comments	

App use:

- Step by step what you do in the app:
    - For each step:

        - Double check for bonuses (Tuesdays are bonuses, usually $100)
            - Go to “Bonus” section
            - “If you’re playing these games you get points and you get money for your leaderboard spot”
                - If I like the game I’ll put in a little extra effort, if I don’t like the games I won’t play them
            - “Sometimes I feel like I gambled a lot and they didn’t give me a bonus”
        - Go to one of games I want to play
        - Got bonus up to $300
        - Withdrew
        - Played more before withdrawal went through

- When do you usually decide to stop your session?
    - Usually after losing the amount in my head I said I was going to play through
    - I have something to do

Slot Discovery

- Go-to Slots
    - Starburst slingo, Jumanji, Narcos, Dr. Jekyll ($50/spin)
    - Tried over 100 slots all time
        - If I am up a lot
            - I have gone to other games without knowing them and have lost in three minutes

- When choosing your first slot to play, why do you play a go-to vs try something new?

    - New slots:
        - Will try if they have promotion
        - NetEnt slots
            - Not going to lose really quickly
                - “The volatility is displayed there but I don’t pay attention to it. Go more based on experience”

- How long does it take for you to know whether or not you like a slot?
    - Don’t like old school ones with 3-bars
    - Like the ones with the bonuses
        - Won $7,000 on Raging Rhino
            - Get to Bonus round -- in the free spins you get multipliers
    - If I win right away I like it

- Best promo:

    - Leaderboard promotions that had a game I liked

- What do you do when you realize you don't like a slot?
    - N/A

- How many different slots do you play per session?
    - N/A

Slot Play:

- Can you talk about your favorite slot machine game? What happens when you play it?
    - Random things that happen on it might do something else that let's you win something
        - When that extra thing hits you're going to make more

- What happens in the game when you win? (i.e. animations, points/rewards)

- What happens on the screen when you spin and don't win? (i.e. animations, points/rewards, etc.)
    - You didn't win but some part of it re-spins or something hits the screen and the screen shakes (Jumanji) and it re-orders how every
    -

Daily/Free games for bonuses:

- Do you play free games for bonuses? How often do you play those?
    - No
    - Did it on Tropicana but didn't win
        - They're low value
        - Sometimes I'll do it if I'm bored. Can take $2 and turn it into $2,00

- What percent of promos do you feel are relevant to you?
    - For the most part they're relevant. They're all slots. It's not relevant if it's for a slot I'm not into.
    - 5-10 games in the leaderboard, in the

- What was the best promo you ever got and why?

- What was the worst promo you ever got and why?
    - No, but don't like 20-25x playthrough

- Most important:
    - Quick pay and promotions

Age: 40
Marketing Director (B2B)