CASE STUDY · 2026

Delivyr

Turning One SMS Send Into Real Buyer Growth

How Coinz used Delivyr SMS to get more players buying and bring non-purchasing users off the bench and into the game.

coinz.us ↗

coinz.US

THE CHALLENGE

Coinz users already receive email communications on both SMS and non-SMS days. Coinz wanted to see what SMS would add to purchase performance on top of that.

THE SOLUTION

Coinz sent an SMS campaign through Delivyr and measured it three ways: the SMS day vs. a typical non-SMS day, purchases and buyers in the hour and 4 hours before vs. after the send, and the same before-and-after windows for an email send.

The Impact

+41%
Purchases on the SMS day vs. a typical non-SMS day

+31%
Still above a typical day, even excluding one very large spender

FIRST HOUR
+80%
PURCHASES VS. THE HOUR BEFORE SMS

FIRST HOUR
+85%
BUYERS VS. THE HOUR BEFORE SMS

FIRST 4 HOURS
+45%
PURCHASES VS. THE 4 HOURS BEFORE SMS

FIRST 4 HOURS
+49%
BUYERS VS. THE 4 HOURS BEFORE SMS

Note: on both the SMS day and non-SMS days, users also receive email communications.

CASE STUDY · 2026

Delivyr

SMS vs. Email, Head to Head

Purchases and buyers in the hours after each send vs. the hours before it.

	SMS	EMAIL
First hour: purchases	+80%	+21%
4 hours after vs. before: purchases	+45%	+37%
4 hours after vs. before: buyers	+49%	+44%

Grows the Buyer Base, Not Just Basket Size

73% of the buyers after the SMS had not bought earlier that day

65% of the revenue was brought in by those buyers

The lift came from more buyers rather than bigger purchases, and activity stayed above the usual level well after the send.

IN THEIR WORDS

> **From our experience, SMS gets more players buying and brings non-purchasing users off the bench and into the game.**

We think SMS reaches users better and works better for them: it lands instantly, with a much bigger first-hour boost than email, and it brings in more buyers and purchases over the following hours.



Mariam Omsarashvili
Retention Team Lead · Coinz

coinz.us

DELIVYR.COM

Built for Gaming. Built to Deliver.