

Coda Payments  
partnerships  
tapped global  
Gen Z gamers,  
growing revenue  
**8X in eight months**



## Situation

### Continued growth requires new channels

---

Coda Payments (Coda) provides alternative payment methods for gamers to acquire in-game currency, especially in emerging markets where consumers don't always have credit cards to make in-app purchases. Coda's core users are Gen Z and millennial mobile gamers active in 55 markets across APAC, EMEA, and the Americas.

Coda wanted to create a strategy for growth that would ensure they sustain their relationship with Gen Z and millennial gamers in current markets while expanding into new markets.

## About

### Coda Payments

---

Coda Payments operates Codashop, the leading independent source for games and in-game currencies. Coda also offers Codapay, which allows digital content publishers to accept the same range of 300-plus payment methods available on Codashop on their own websites, and xShop, which allows publishers to distribute their products through a range of ecommerce and other consumer-facing platforms.





*“Partnerships are very important in our marketing mix. The channel is growing fast, and the development of more sophisticated marketing platforms means we can effectively track and evaluate individual partnership performance based on cost per acquisition. We’re also very excited to be able to work with different content partners and publishers to help connect with Gen Z gamers globally.”*



**Guillaume Noé**

VP of Marketing  
Coda Payments

## Solution

### Build partnerships to bring in new game fans

---

To reach new audience segments within its target markets, Coda launched a partnership program as part of its marketing mix. The team saw the opportunity in an integrated affiliate program that would span a variety of partner types, focusing on creators and influencers while also including its publisher, telco, and e-wallet partners and co-branded content with entertainment companies. The challenge lay in targeting markets where, like credit cards, affiliate partnerships were uncommon.

Coda's influencer team onboarded gamers via the impact.com platform and introduced them to the affiliate model. Automation made the process efficient, and each month the program grew by 20 percent to 30 percent.

**It was important for the team to track each partner's performance and cost per acquisition (CPA).**

The impact.com platform offered these performance insights within a seamless user interface while providing a smooth experience for Coda and its partners. More specifically, impact.com's platform helped Coda customize contracts and reward influencers in countries such as Indonesia, Malaysia, Brazil, and India based on their conversion performance rather than traditional engagement metrics.

## Outcome

Partnerships revenue grew eight times in eight months

---

Coda built a high-performing partnership program with influencers, brands, and game publishers interested in monetizing their content.

The company saw significant growth after launching its program, and the partnerships channel proved to be an effective driver of new user acquisition and revenue.

In eight months, the partnership channel program delivered:

- Revenue growth of 800 percent and 22 times more active partner growth
- 10 percent of all new users from paid media
- Nine times revenue growth from new users and 11 times from returning users



22X

active partner  
growth in eight  
months



8X

revenue growth  
in eight months

## Outcome (*cont.*)

Partnerships revenue grew eight times in eight months

---

Beyond the ability to see the actual return on investment (ROI) and revenue growth from this channel, partnerships add an additional layer of authenticity and relevance to Coda's brand. Moving forward, Coda plans to continue scaling its affiliate partnership program to reach more audience segments globally.

