

MARCH 2026

# CASE STUDY

Coin Chef's web revenue doubles in one month after transitioning DTC to Aghanim's game hub + checkout.



**Coin Chef**



**Aghanim**

# SUMMARY

**40%**

Web revenue share globally (up from 18%)

**60%**

Web revenue share on US iOS

**+20%**

Increase in web conversion

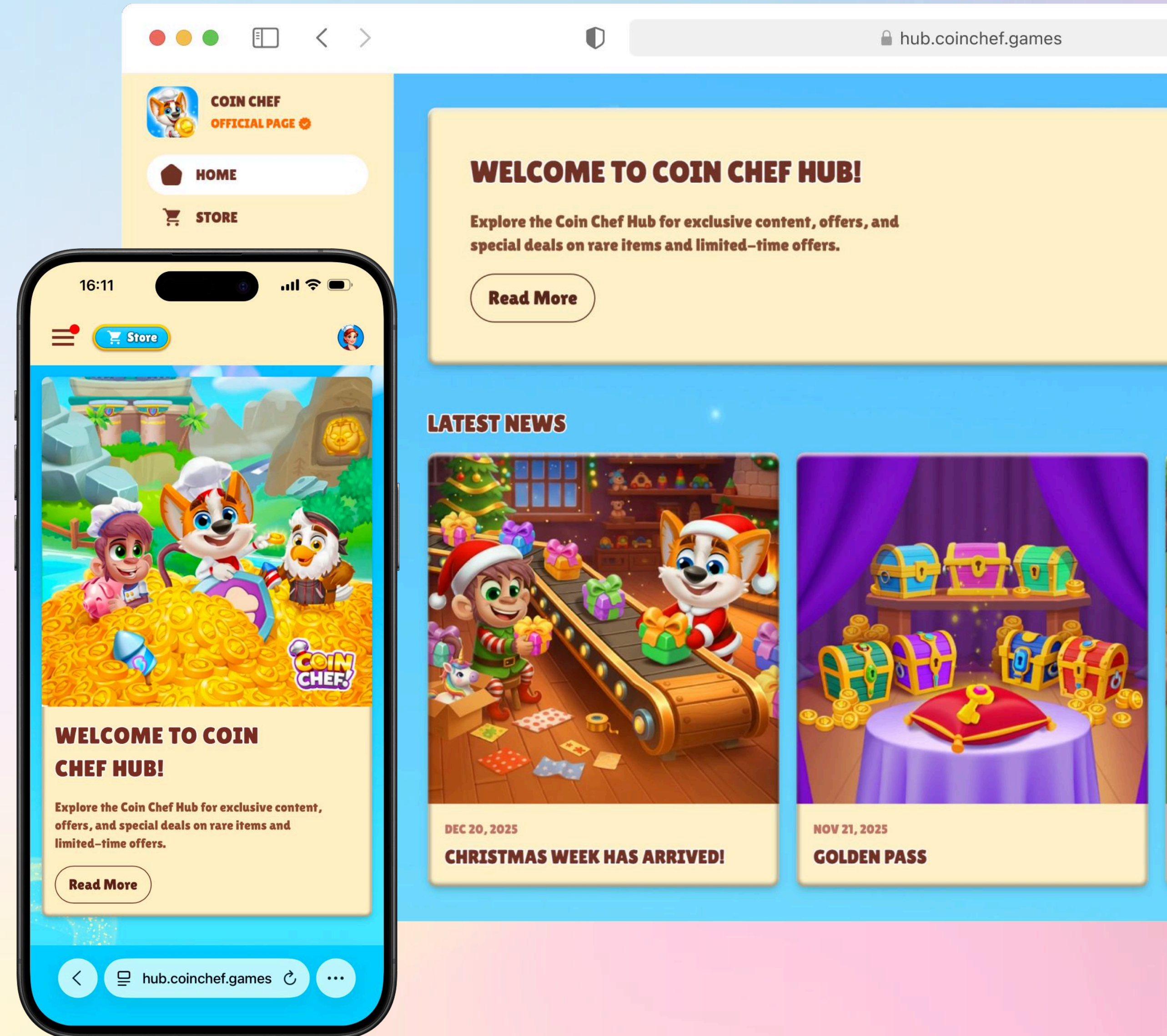
**+30%**

Increase in total purchasers

**+15%**

Incremental revenue from direct-to-checkout

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# INTRODUCTION

Fortune Mine Games, a Turkey-based mobile game studio and the team behind Coin Chef, set out to scale its direct-to-consumer (DTC) channel beyond incremental contribution.

While the team had already invested in a web-based monetization strategy, the existing setup struggled to meaningfully shift spend off-platform or unlock consistent conversion gains.

Partnering with Aghanim, Fortune Mine deployed a fully compliant game hub architecture designed to increase off-platform revenue, improve conversion efficiency, and scale DTC into a primary growth channel.

## THE CHALLENGE

### RISING PLATFORM COSTS

A significant portion of revenue remained tied to first-party platforms, where fees of up to 30% constrained margins and limited the ability to reinvest into user acquisition

### UNDERPERFORMING DTC SETUP

The existing off-platform setup struggled to generate consistent revenue, with low repeat purchase behavior and limited conversion across key player segments.

### LINK-OUT COMPLIANCE BARRIERS

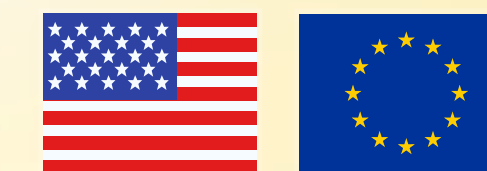
Fortune Mine's prior DTC setup lacked a seamless, compliant way to direct players from in-game into their web experience, reducing visibility and suppressing off-platform spend.

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## TARGET MARKET

**GLOBAL**

## BIGGEST MARKETS:



# THE CHALLENGE



## Capped Web Contribution

Web revenue plateaued at ~18%, limiting the impact of DTC on overall monetization



## Inefficient Conversion Flows

Existing web journeys introduced friction, suppressing conversion & purchaser growth



## Limited iOS Shift

High-value iOS users remained largely on-platform, constraining margin expansion

# THE SOLUTION

Aghanim introduced its game hub meets checkout framework, enabling Fortune Mine to restructure its DTC strategy around performance, compliance, and scalability - cross-platforms, globally.



## Game hub Deployment

A fully personalized hub experience designed to centralize offers, rewards, and player engagement



## Direct-to-Checkout Flows

Reduced friction by routing players directly into purchase-ready experiences



## Optimized Player Routing

Improved entry points and navigation to capture high-intent users more effectively



## Global MoR Infrastructure

Seamless handling of payments, tax, and compliance across all operating markets

# CHECKOUT

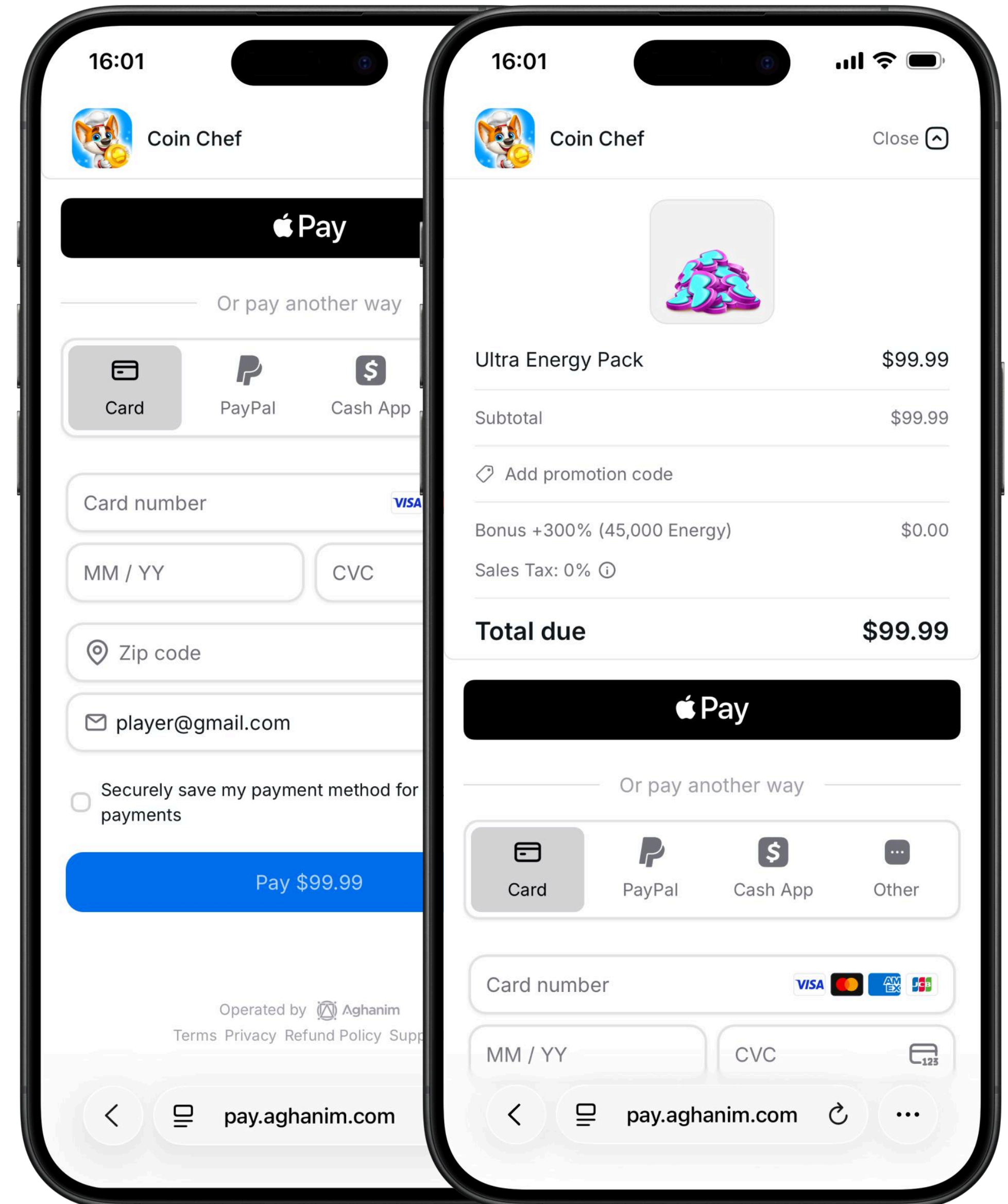
The Coin Chef DTC setup features a checkout system that allows players to easily and securely purchase in-game items directly through an external checkout.

The payment process is optimized for the mobile experience: players can quickly navigate from the game to the purchase page, where they can complete their order using a pre-filled shopping cart and convenient payment methods like credit cards, Apple Pay, Google Pay, + hundreds of others.

## Checkout provides:

- High conversion rates thanks to a streamlined purchasing process;
- Support for global payments and various payment methods;
- Secure transaction processing and user data protection;

Integrating Checkout allows you to convert a player's interest into a purchase as quickly and conveniently as possible, optimized for conversion & improving the overall monetization impact of your game.



# THE RESULT

18% → 40%

## Web Revenue Share Growth

18% → 40% globally, with US iOS reaching 60%  
More than doubling web contribution, with high-value iOS segments shifting meaningfully off-platform.

+20%

## Conversion Uplift

+20% increase in web offer conversion  
Improved player routing and reduced friction translated directly into higher purchase intent capture.

+30%

## Purchaser Growth

+30% increase in total game hub purchasers  
Expanded reach and improved UX drove a significant increase in total paying users.

+15%

## Revenue Impact

+15% incremental revenue driven by direct-to-checkout  
Streamlined purchase flows unlocked additional revenue that the previous setup failed to capture.



# PRODUCT STACK

- **Game hub Builder**

Rapid deployment of personalized storefront experiences

- **Direct Checkout links (iOS/US)**

High-conversion, low-friction payment flows

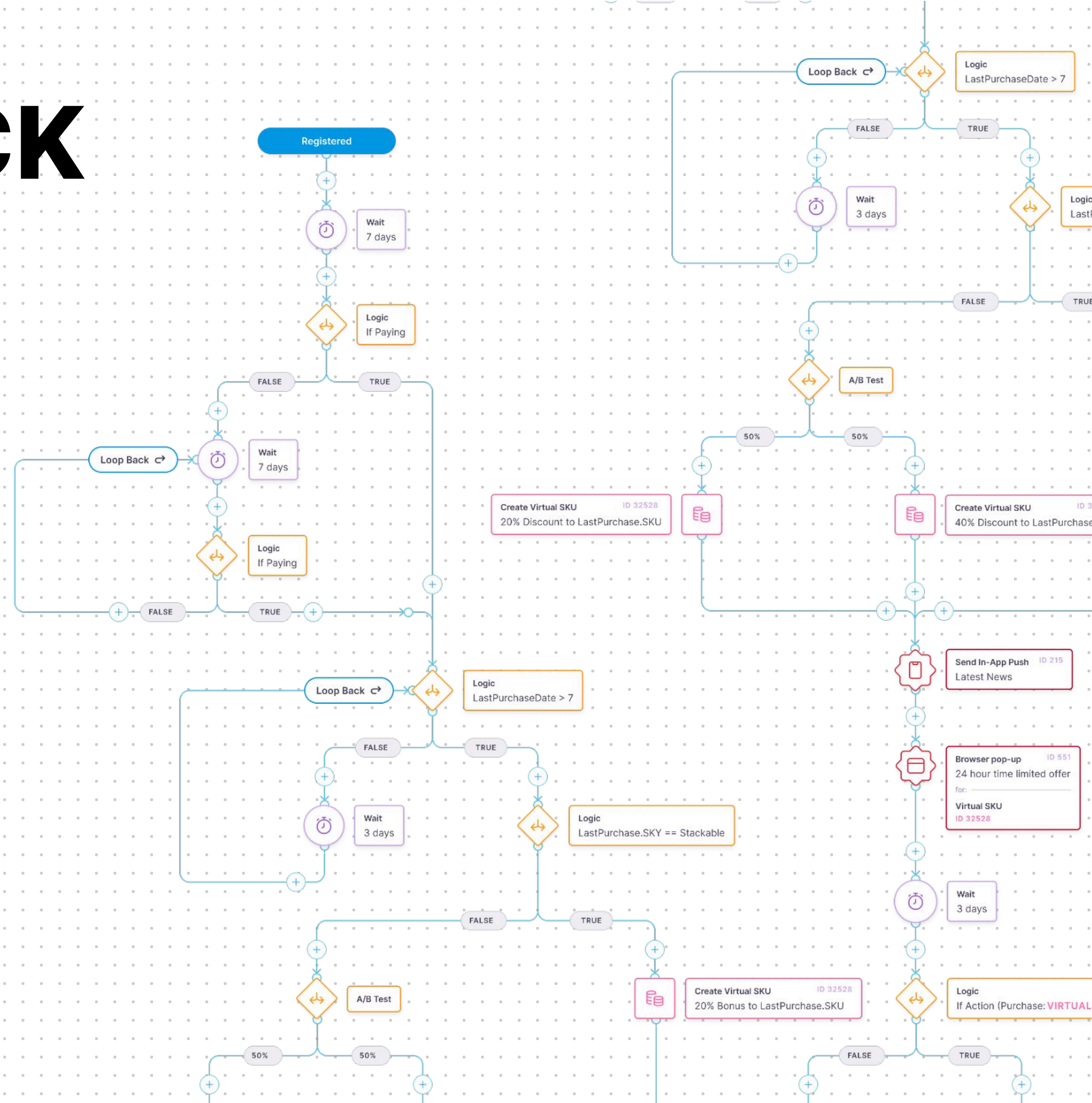
- **LiveOps Builder**

Continuous testing and optimization of offers and routing

- **Global Merchant-of-Record Services**

Tax, compliance, and fraud management across all regions

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Aghanim is not a webshop - it's a real DTC monetization layer. We didn't just move spend off-platform, we saw meaningful improvements in conversion and purchaser growth, while direct-to-checkout unlocked incremental revenue our previous setup couldn't capture.

The solution turned our old webshop into a scalable monetization growth channel.

**DENIZ KORZAY**

CEO & Founder of Fortune Mine Games

## GET IN TOUCH

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🌐 <https://aghanim.com/>

# Thank You