

Case Study

Coinify Boosts Checkout Conversion with Mesh's SmartFunding Technology

Executive Summary

Coinify, a global leader in cryptocurrency payment processing, successfully integrated Mesh's embedded account connectivity and boosted its checkout conversions. Encouraged by these results, the platform decided to adopt Mesh's revolutionary **SmartFunding technology**, which is where the true magic unfolded.

SmartFunding, which dynamically enables payment with any cryptocurrency in the user's wallet while settling in the merchant's preferred currency, significantly increased Coinify's conversions and even raised their users' average transfer value.

This case study highlights the remarkable performance gains Coinify achieved by implementing the complete Mesh solution.

About Coinify

Coinify builds payment infrastructure for crypto, offering individuals and businesses a compliant solution for accepting cryptocurrency payments.

Active in more than 180 countries, Coinify is trusted by over 60,000 partners worldwide to process payments securely while maintaining regulatory compliance.

Challenge

Boosting Checkout Conversion by Solving the Insufficient Funds Problem

By integrating Mesh's embedded account connectivity, Coinify was able to achieve an immediate increase in checkout conversions.

While these initial results were promising, Mesh's team identified an opportunity to turbocharge performance. Despite the streamlined user interface, transaction data revealed that when users didn't have enough of the specific cryptocurrency required for a transaction in their connected account, the payment would fail.

After analyzing these patterns, Mesh proposed activating its **SmartFunding technology**, which would allow users to instantly top up and combine up to five payment sources (crypto or fiat) while allowing the merchant to settle in their preferred currency.

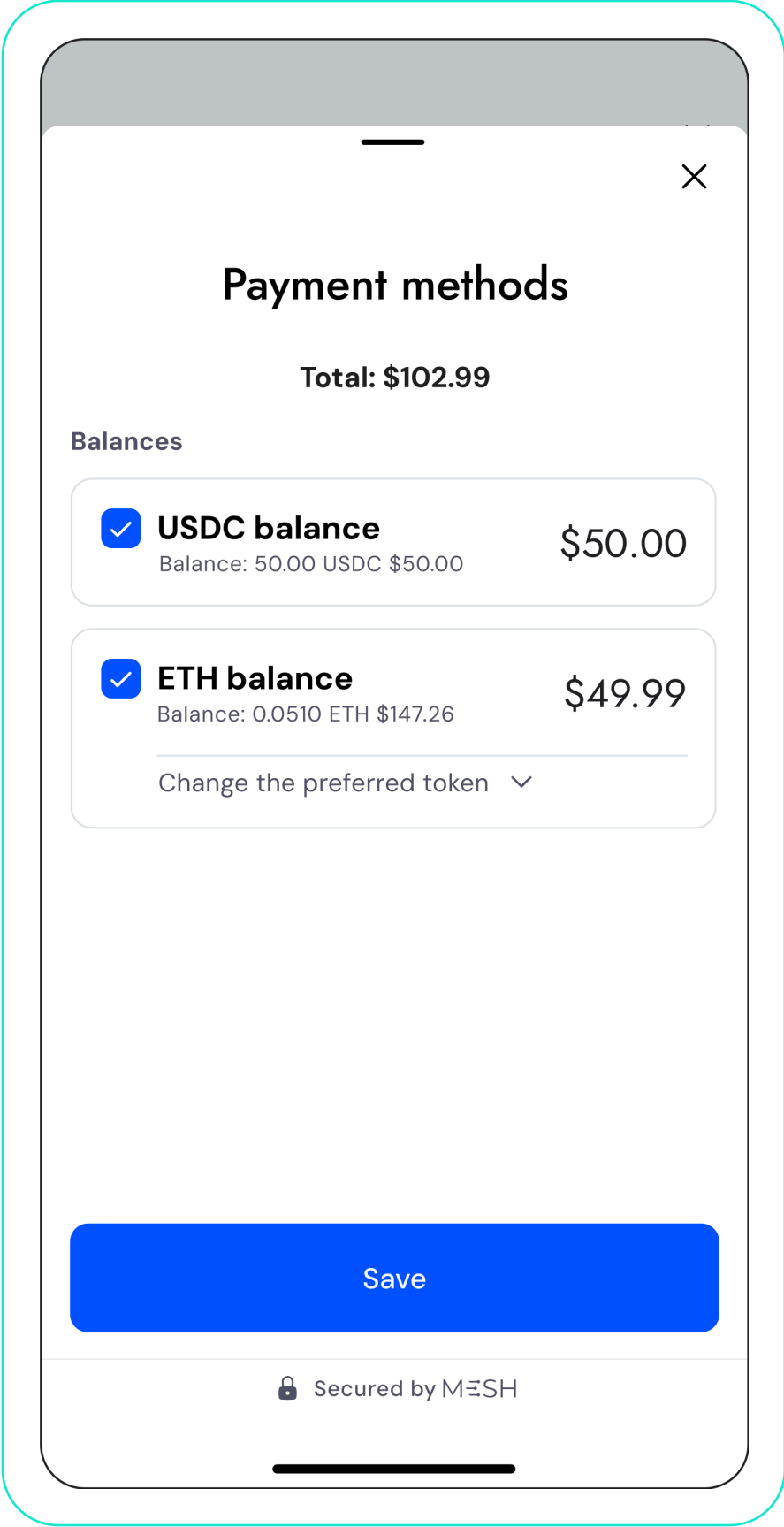
This capability would address the asset availability challenge without requiring any changes to the merchant's configuration or adding complexity to the user experience.

Solution

Implementing Mesh's SmartFunding

Coinify activated Mesh's SmartFunding technology to build upon their already successful integration.

This enhancement addressed the asset availability challenge by enabling users to pay with any cryptocurrency they owned, regardless of which specific assets merchants were configured to accept.



SmartFunding introduced three key capabilities:

Dynamic Asset Conversion

The technology automatically converts a user's existing crypto assets into the token required for the transaction at the point of payment.

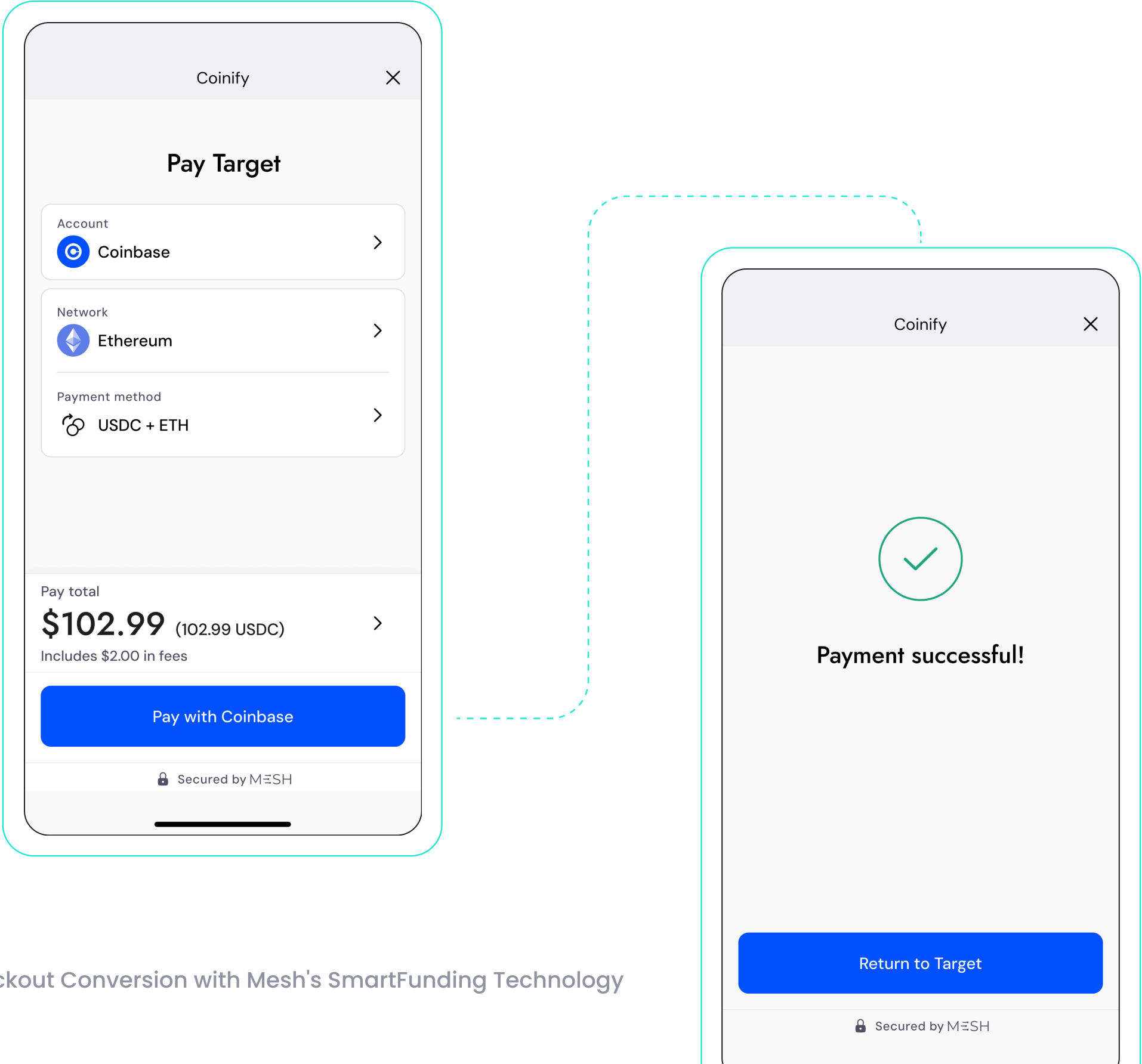
Intelligent Funding Management

SmartFunding enables users to combine up to five funding sources from their accounts and instantly top up as needed, increasing checkout completion rates

Seamless User Experience

All conversion happens behind the scenes, maintaining a smooth checkout process without adding steps for the user.

Importantly, this enhancement required no changes to Coinify's merchant configurations. It simply removed a major friction point in the payment process, allowing more users to complete transactions with whatever assets they already had available in their connected accounts.



Measurable Results

Before and After SmartFunding

Coinify’s activation of SmartFunding produced remarkable improvements in key performance metrics:

+14.81% increase
in average transfer value

reflecting users' ability to access additional funds through top-ups and combined token sources

+2.72% growth
in average transfers per user

indicating improved repeat usage behavior

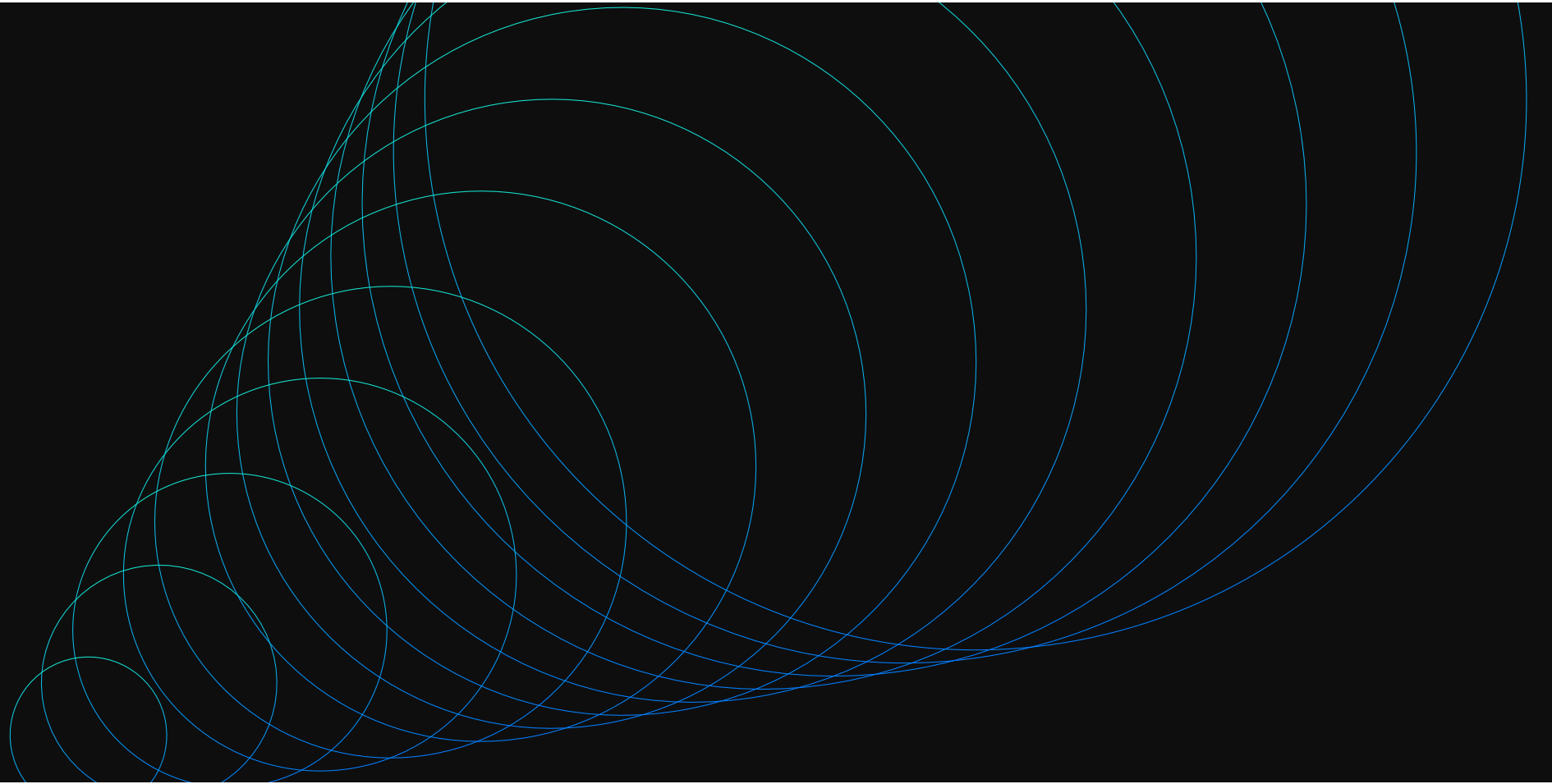
–42.47% reduction
in insufficient funds errors

directly addressing one of the primary friction points in crypto payments

The most significant transformation came in dramatically reducing insufficient fund errors, effectively solving a fundamental challenge that had previously prevented more than half of attempted transactions from completing.

By enabling users to pay with whatever cryptocurrency they already held and offering the option to instantly top up, SmartFunding eliminated the need for users to own the specific asset required for payment, creating a substantially more efficient payment experience.

Why Coinify Chose Mesh



Coinify selected Mesh as their crypto payment infrastructure partner for several key reasons:

Comprehensive Connectivity

With over 300 integrations to exchanges and wallets, Mesh enabled Coinify's merchants' customers to access all of their accounts to make payments, creating an unparalleled payment experience.

Innovative Technology

SmartFunding's ability to enable payments with any cryptocurrency addressed a fundamental challenge in crypto payments that no other solution had solved effectively.

Seamless User Experience

By keeping users within the merchant's platform and eliminating payment failures due to asset availability issues, Mesh aligned perfectly with Coinify's focus on frictionless payments.

Enterprise-Grade Scalability

Coinify selected Mesh's robust infrastructure to support their global payment processing operations across tens of thousands of merchants, ensuring seamless and secure performance today, while accommodating future network expansion.

Looking Forward

Expanding the Integration Network

The successful implementation of SmartFunding has set the stage for the next phase of the partnership between Coinify and Mesh. As a Crypto Payment Gateway with a global partner network, Coinify is now strategically rolling out the enhanced Mesh integration across its merchant ecosystem.

The initial results we've seen with SmartFunding have exceeded our expectations,

— Tal Gitmul, Head of Product

“Our focus now is on making this powerful technology available to our entire partner network while maintaining the seamless experience they expect.”

As Mesh continues to build toward its vision of becoming the backbone of crypto payments, Coinify is positioned to give its merchants privileged access to cutting-edge innovations in this rapidly evolving space, creating a competitive advantage in their respective markets.