

Gaming Messaging Report: Results From Our 2026 Industry Survey

What's Changing, What's Stalling, and Where the Opportunity Lives for the Gaming Industry



Messaging Is Mission-Critical But Maturity Gaps Are Emerging

Messaging sits at the center of modern gaming experiences. WhatsApp, Viber, Telegram, and SMS drive player engagement, support retention, enable real-time interactions, and shape customer satisfaction.

Yet as player behavior fragments across digital channels and **expectations for immediacy continue to rise**, many gaming organizations are discovering a **growing mismatch between messaging importance and messaging maturity**.

To better understand how gaming companies are adapting, we commissioned a survey of industry leaders about their **channel mix, messaging priorities, operational challenges, and future investment plans**.

The findings reveal three defining trends shaping gaming communication strategies.



Channel Innovation Has Slowed In a Market That Never Does

50% of gaming companies haven't implemented a new messaging channel in over a year, and only 10% have added a channel in the last 6 months.

Despite constant innovation in gaming products and player experiences, customer communication has remained stagnant and focused on email, as seen in figure 1.

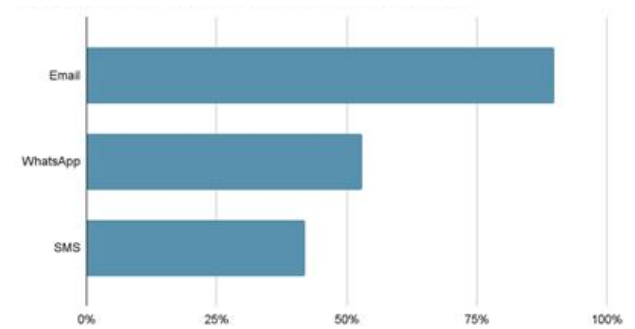


Figure 1: Top Channels Currently in Use by Gaming Companies

This stagnation presents hidden risks in an engagement-sensitive industry, indicating:

- Missed engagement opportunities
- Slower response to player preferences
- Competitive disadvantage against more agile brands

Messaging channels shape how players interact, respond, and remain active. When channel strategies stagnate, engagement performance often follows.



The Personalization Strategy Most Teams Want But Few Can Execute

Messaging personalization and contextual communication depends on **tight integration between the CRM (or AI agents) and messaging platforms**. When players log on, make deposits, or initiate withdrawals, real-time messaging can influence behavior, engagement, and retention.

As shown in figure 2, **89% report partial or no CRM-messaging integration**. This lack of integration leads to:

- Fragmented player journeys
- Limited behavioral targeting
- Disconnected lifecycle automation
- Incomplete performance visibility

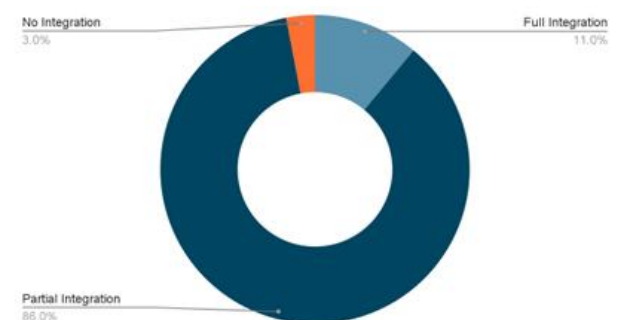


Figure 2: Integration between Messaging and CRM Systems

The challenge isn't strategy. It's the messaging stack that prevents organizations from automating messaging based on real-time player behavior and activity. Without properly triggered real-time communication, even well-designed engagement strategies struggle to deliver their full impact.



Visibility Sits at the Heart of the Industry's Struggles

Despite messaging being central to player communication, many gaming organizations face **persistent performance obstacles**, as shown in figure 3. Without real-time analytics, coordinated channels, and unified orchestration, gaming companies face:

- Slower campaign optimization
- Reactive decision-making
- Inefficient messaging spend
- Reduced player lifetime value
- Missed retention and reactivation opportunities

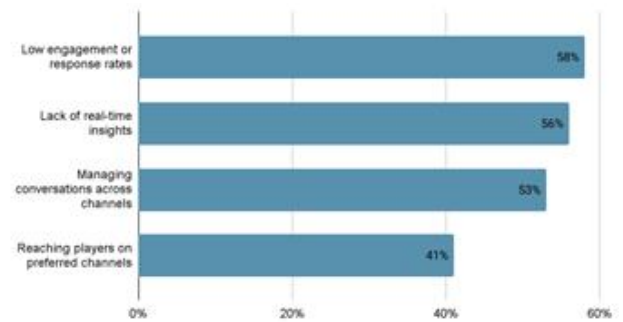


Figure 3: Biggest Messaging Challenges Facing Gaming Operators

Yet the most common challenges directly undermine those outcomes. It is not just about sending messages. It is about **understanding, optimizing, and gaining visibility into messaging performance**.

The Emerging Pattern

Across gaming organizations, **three interconnected dynamics** are shaping messaging effectiveness.

- Slower channel innovation
- Fragmented CRM integration
- Visibility challenges

Together, these gaps create a widening distance between messaging potential and messaging performance, but open an opportunity for those who successfully adopt an **AI driven omnichannel strategy**.



Where Gaming Leaders Are Focusing Next

The industry is not standing still.

92%

Likely to invest in new channels in 2026

91%

Saw increases in engagement from new channels in 2025

78%

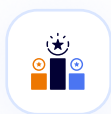
Lack omnichannel functionality

55%

Existing platforms don't support all channels

52%

Messaging stack is excessively complex



Turn Messaging Into a Competitive Advantage

Modern gaming engagement demands more than isolated channels and fragmented tools.

MMDSmart MessageWhiz helps gaming brands

- Orchestrate communications across SMS, WhatsApp, Viber, Telegram, Email, RCS, and voice
- Unify messaging with CRM and player data
- Optimize engagement using real-time analytics
- Simplify channel expansion
- Improve retention, satisfaction, and ROI

Data in this document is based on a subset of the 2026 State of Digital Customer Communication Survey respondents who identified as working in the gaming industry

Ready to evaluate your messaging maturity?

[Schedule a Gaming Messaging Assessment](#)



About MessageWhiz

MessageWhiz, powered by MMDSmart, is a performance-driven omnichannel messaging platform that helps marketing, CX, operations, and growth teams turn conversations into measurable outcomes. With smart routing and flexible integrations, brands worldwide deliver timely, reliable experiences across SMS, WhatsApp, RCS, Viber, Telegram, email, and voice.

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