

Blockfolio adds Circle APIs to add new trading experience for purchasing crypto on the app

Blockfolio

Blockfolio is the world's most popular FREE Bitcoin & cryptocurrency portfolio tracker app, with support for 10,000+ top cryptocurrencies. Blockfolio helps over 6 million users track their entire portfolio in a single place, get detailed crypto prices and market information, and receive updates directly from crypto team leaders.

THE OPPORTUNITY

Access to a variety of cryptocurrencies

With a core value of “creating best-in-class trading experiences”, FTX needed onramps and offramps to and from USD and USDC that could be simple to use, fast and customizable. They also needed to accept credit card payments for users looking to quickly trade smaller size transactions without sacrificing ease of use and the ability to customize the user experience on the platform.

THE SOLUTION

APIs to create a seamless user experience

Blockfolio adopted Circle Payments API as a way to give users the ability to transfer funds to their Blockfolio account via ACH transfers that settle in USDC. This gives Blockfolio a way to natively interact with their blockchain centric tech stack that doesn't require traditional banking relationships. Users have faster access to purchase coins they care about most. Using Circle's Payouts API, Blockfolio also leveraged the ability to withdraw back user's USDC funds to their bank accounts, seamlessly using same day ACH transfers.

Blockfolio chose Circle as the one stop shop fiat on and off ramp solution of choice because it allowed the most flexibility to build their best in class user experience, with Circle's infrastructure seamlessly behind the scene to the user.



At Circle, we're helping banks and financial firms make the move to digital dollars by removing the complexity, managing the risks, and accelerating the speed to market. For banks that want to join the “money movement” from traditional to digital, it's the right time to get started.

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