



CoinTrackr.com

Making Cryptocurrencies More Accessible for Everybody

White Paper



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WRITTEN BY DR. ASHOURI

COINTRACKR.COM

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1. INTRODUCTION

With a vast number of new assets in the market, cryptocurrencies gained massive popularity swiftly with the internet and online financial services approach. In this regard, although Bitcoin is the first cryptocurrency launched more than ten years ago in the market, interest in cryptocurrencies has not declined since then. Quite the contrary. More and more people are looking for ways to invest in cryptocurrencies and be part of the modern-day gold rush.

Consequently, gone the days that Bitcoin was the only cryptocurrency, and there were only a few exchanges that we could count on. Currently, we are living in an extended time where the whole crypto landscape is evolving dramatically.

Currently, there are over 500 crypto exchanges, according to bitcoin.com [1], and well over 4,000 cryptocurrencies as of April 2021, according to CoinMarketCap [2]. With ever-increasing alternatives for assets and exchanges, it becomes increasingly challenging to manage our entire crypto investment portfolio, keep track of our returns, and monitor our portfolio performance.

Here is where CoinTrackr.com, as a reliable and user-friendly Crypto Asset Management platform, comes in. CoinTrackr functions like a Blox that empowers ordinary users, everyday investors, and professional crypto traders to join various holdings in one platform. That means no more managing of complicated wallets and accounts, and now we got it all in one place while we can also take advantage of this advanced portfolio management system.

In this regard, CoinTrackr facilitates the process of buying, trading, accounting, and spending our cryptocurrencies. More precisely, CoinTrackr is a reliable, secure, and user-friendly cryptocurrency portfolio tool that manages our inventory of online currency investments. It assists us in tracking each assets performance and provides us efficient visualization tools. Moreover, the CoinTrackr management dashboard provides live feeds and pricing updates from cryptocurrency exchanges, informing us about necessary market activities.

In a nutshell, CoinTrackr introduces the following features:

- Manage about 10,000 coins and tokens all in one place.
- Access user portfolio from desktop and mobile.
- Synchronizing users' portfolio across various devices and browsers with a simple login feature.
- Present the current value of users' portfolios in multiple currencies, including U.S. Dollars, Euros, Chinese Yen, and Bitcoin, and even Ethereum.
- Provide comprehensive statistics for single assets, e.g., how did Ethereum do over the last seven days or two weeks?
- Bilingual dashboard supporting different languages such English, French, Chinese, and Spanish.
- Prioritized exchanges to give you an evaluation near to what it would be if you were to sell on the exchange you use primarily.
- Importing balances from wallet addresses and exchanges.
- Robust UI/UX and portfolio visualization features.
- Provide thorough security and privacy control.



2. CONTEXT

In 2020, more individuals, companies, and even some governments started allocating cash to various digital assets such as crypto coins and tokens. This movement indicates a robust dynamic and a withdrawal from more traditional investing by funds. One revealing case is MicroStrategy Inc.[3], which announced in December 2020 that it had performed more than \$1B in total Bitcoin investments in 2020, a move that is characterized as an investment that would "present the opportunity for better yields and preserve the value of our capital over time compared to holding cash."

Needless to say, cryptocurrencies like Bitcoin and Ethereum have indeed proven to rebound. Investor interest, both retail and institutional, in digital currencies has grown dramatically in recent months. Many early investors excited to make gains from the "cryptocurrency market" have since moved on to other investments.

In 2021, many investors are again asking: how high digital tokens could fly? And Bitcoin indeed has risen back to all-time highs as of April 2020, reaching over \$60,000 and Ethereum to nearly \$2,500. Now, looking into the middle of 2021, the better question might be how this space will adapt to remain.

Since then, platforms such as eTrade [4], Interactive Brokers [5], and Etoro [6] have generalized trading even further, making a broad spectrum of asset classes, tools, and education accessible to many retail traders. Even better, these platforms incorporate many functions and provide liquidity from multiple exchanges and ECNs, appending to the benefits of online investing.

Consequently, investors are increasingly looking to add a bit of cryptocurrency and tokens to diversify their online portfolios and seize some of the potential upsides of this new asset class. However, crypto-assets can be esoteric and confusing to grasp for new adopters and many ordinary investors, including establishing a wallet and transfer tokens securely.

As a result, crypto-asset management solutions such as **CoinTrackr.com** are being created to assist individuals and firms alike take the benefit of crypto without having to worry about the ins and outs of the technical systems involved. Accordingly, instead of managing multiple accounts and wallets, CoinTrackr.com simplifies the process by promoting users to con-

solidate their different holdings while simultaneously implementing improved portfolio management tools. In the next part, we will explain the management tools and ecosystem introduced by CoinTrackr.com.



3. COINTRACKR ECOSYSTEM

3.1 Cointrackr A Simple but Powerful Portfolio Manager

The sheer number of valuable coins and tokens circulating in the market today means that the user requires powerful analytical tools to keep track of all important happenings. Ethereum, Litecoin, Lisk, and others were among the many thousands of new coins that flooded the market. If you are looking to find your way in the turbulent seas of thousands of coins and the wealth of information that they carry, you will need powerful tools at your ready to comb through the information sources. This is where Cointrackr comes in. The Cointrackr service is a free to use and robust online service that answers all your cryptocurrency and investment needs.

The goal of Cointrackr is to provide an all-encompassing, intuitive and powerful tool for investors to safely and securely analyze their portfolio and keep track of all the recent market changes in the world of cryptocurrency. Accurate and up to date prices, graphical displays and text-based user panel and the UI that helps to quickly access useful data, and flawless security and policy are all hallmarks of the Cointrackr website and service. Such a complete and valuable package is absolutely essential if a user decides to dive into crypto investment. Lets not forget, for every successful crypto investor who reached new heights of investment profits,

there is an unsuccessful investor who built up losses stemming from misinformed decisions which came about because of a lack of access to useful tools for portfolio management. Below, we will dive into what makes cryptocurrency so popular and valuable, how you can profit from it, and how Cointrackr can be the perfect tool at your disposal in the task of investing in crypto and managing your portfolio.

Moreover, we will also analyze the various features of Cointrackr and see how the service operates for the user, including its host of features for visualization and graphical display of information, customization options, token and coin data, and privacy and safety features of the website. We will also explore how you can support the Cointrackr service as an investor and see it grow as a platform while you continue using it to achieve greater profits in the world of crypto investment.

3.2 What is Cointrackr?

Cointackr is a free, powerful, accessible, and simple to use service that helps users to keep track of all cryptocurrency prices, their investments, and management of their online portfolios. First launched on the 9th of June, 2017, Cointrackr started as a simple and robust tool for managing online cryptocurrency portfolios and viewing the profits and losses of ones investments. As the world of cryptocurrency evolved, so did the Cointrackr service alongside it. A crypto investor needs to have a perfect, steady stream of information regarding the latest changes and happenings in the global digital cryptocurrency market available to them in order to make the most informed decisions regarding their investments and trading options. Suppose the most recent and up-to-date info is not available to an investor. In that case, he or she might make misinformed decisions that can directly lead to huge potential losses and missed opportunities. Therefore, one can see the immense importance of a service such as Cointrackr for any investor.

We will now delve into the simple yet powerful inner workings of the Cointrackr service. Once the user creates their portfolio on Cointrackr, they can add all their personal assets to their portfolio and analyze each token individually. Intuitive graphical displays and user panels coupled

with easily understandable information tabs provide quick and useful information to the user. Graphical charts and graphs that are customizable also serve as a quick way for investors to understand the current crypto climate. Cointackr makes the management of your cryptocurrency investments easier than ever before. In order to reach as wide of an audience as possible, Cointrackr has also been translated to other languages as well, such as French, Spanish and Chinese (traditional and simplified).

Nowadays, the cryptocurrency market attracts investors from all around the globe. Therefore, it is important to accommodate as many languages as possible and attract the attention of diverse investors. New languages will also be added to the service in the future.

Moreover, to save the user from the hassle of currency conversion, a list of dozens of worldwide fiat currencies is available to be chosen from. All prices on the website are then converted to the users currency of choice for easier understanding and comparison. With recent updates to the service, this conversion quickly and seamlessly allows for on-the-spot comparison between digital and fiat currencies. With the help of these features, Cointrackr can be used by investors from many countries around the world without having to resort to translators or calculators, which saves them valuable time and money. Thus, Cointrackr is an accessible service that values ease of use for its users.

3.3 What else Makes Cointrackr Unique?

Cointrackr is not the only service available to crypto investors regarding portfolio management, but it certainly is different than others. Here, we examine the excellent ways in which Cointrackr stands apart from other similar services. To stay ahead of the competition, Cointrackr has utilized several novel methods to enhance and improve the viability of its service. Cointrackr achieves the quick and concise transfer of information to the user through visualization methods. As we know, many websites and services on the internet in different fields have leaned towards using visualization techniques, charts, bars, graphics, etc., to transfer much-needed information to their users while doing it as efficiently and simply as possible. Such a method of information display has proved to be the most

popular among internet users worldwide. As a result, using this previous experience, Cointrackr also employs such an approach in displaying information to the user regarding their portfolio, investments, profits and losses, and other customizable information features.

The service allows high levels of customization regarding the profile of the users. An investor can choose how information is displayed to them on the service. Customizing charts, choosing different methods of displaying information, and sorting informational tabs are all available choices. Each coin has its information displayed using intuitive visualization methods. The graphs and pie charts that display the information of a users valuation and holdings data automatically update as time passes by, showcasing the value of each coin in the users portfolio as its price changes using both variable charts and percentage values displayed on information tabs next to the charts themselves. Each coin has its own unique symbol and icon for easy identification, and profits and losses are displayed using colors and notifications for a quick and easy understanding of what is going on in the users portfolio. An important aspect of cryptocurrency that must be noted is the volatile nature of its prices. Many coins and tokens, in general, are susceptible to sudden changes and fluctuations in their prices.

A specific token might suddenly have a %10 increase or decrease in its price over the course of just a few hours. Experience has shown that a graphical method of information display is the best way to fully comprehend all the changes that are quickly taking place. Investors who use the Cointrackr service will appreciate the succinct manner in which information regarding such changes is seamlessly provided for them. Moreover, the site features a night mode for users who prefer a darker theme when exploring their investments or prefer an easier time reading through the website at night. An incognito mode is also incorporated into the website for users who prefer maximum privacy and safety when exploring the latest changes in the crypto market. The incorporation of different modes in the Cointrackr service ensures that users can change the way information is brought to them on the fly and based on their current, specific circumstances.

Another exciting aspect of Cointrackr is the premium feature. Whilst the free version of Cointrackr is already packed with many helpful and intuitive features, by unlocking access to the premium version of the Coin-


trackr service, investors can take full advantage of the tools available to them via Cointrackr. The premium version unlocks all the incredible customizable features of Cointrackr in addition to bringing the best management and exploration options possible regarding your portfolio on the website. In order to gain access to these features, users will need to acquire the Cointrackr token.

The token was launched by Cointrackr, and users can support the service by buying these tokens, which also have value for the user by themselves. Once a user has acquired a Cointrackr token, they need to transfer that token to their Metamask account. Metamask [7] is a software cryptocurrency wallet that can be used to interact with the Ethereum blockchain and other decentralized applications and services such as Cointrackr. Once the token has been transferred to the MetaMask account, the user needs to log in via the Cointrackr website. If the token is inside the account, it will be recognized by the website as an asset, and the premium features of Cointrackr will be unlocked and can be experienced by the user. If not, the user can still continue to enjoy the free version of Cointrackr with all of its available features and tools.

This different version of the website ensures that the Cointrackr service is flexible enough to provide the best tools available in the market to those who need them, whilst also being able to provide awesome and exciting features to users utilizing the free version to manage their investments. This approach also ensures that Cointrackr receives support from users and can then use this support to manage servers, fix any potential problems, and also improve the overall user experience of the Cointrackr service by constantly introducing new features and upgrades and keep the service up to date with the latest tools and standards of the crypto market.

Another aspect of Cointrackr that is important to note is its mobile-friendly features. The visualization approach of the Cointrackr service has been designed in a way so as not to create any bugs or problems on mobile devices that are occasionally seen on many other services. The website has been optimized on mobile to be added as a shortcut, and when used, it behaves like a real app on the system. These features are supported on both Android and iOS. Cointrackr continues to make changes and updates to the website to make the user experience more enjoyable on desktop and mobile as well, such as compatibility fixes for different screen sizes, browser apps,

and much more.



4. SAFETY & PRIVACY

4.1 Safety and Privacy, the Number One Goal of Cointrackr

The main goal in creating this service was to feel safe and at ease regarding their cryptocurrency and portfolio information while using the Cointrackr service. As such a service is used to maintain a users investment data and financial management options, it is entirely understandable that safety is the main concern of many investors looking to utilize services such as Cointrackr.

Therefore, Cointrackr has taken several steps to reach this objective and satisfy the potential users of their service. If the user is not logged into the Cointrackr website, all the sensitive data is stored locally in their specific browser cache and not on the Cointrackr servers. This allows the user to close the website and come back to it later to find all their essential information already available there and ready without ever needing to make an account or give any information to Cointrackr.

This means that user data is stored locally, and the users are in charge of their own data and information without having to trust an outside, third-party source. Suppose a user does choose to make an account on the Cointrackr website using an email and password combo or via social login information. In that case, that data is stored securely on the Cointrackr

database. This task is done to provide seamless and real-time synchronization between all the users different devices such as personal computers, laptops, and mobile devices.

In the case that the users browser cache is wiped or they decide to change their primary device, the users account data is safely and securely stored and can be accessed by the user again at any time without having to go through the hassle of recreating their entire portfolio from scratch every time their local data is lost, or they are forced to change primary devices. This ability is provided to enhance the users experience with Cointrackr and enables investors to have access to their portfolios and wherever they are.

All successful investors know that quick decisions have to be made in the digital crypto market, or indeed any fiat currency market. Having 24/7 access to your portfolio can prove to be lifesaving in many critical situations. Also, there might be scenarios in which you do not directly access your primary device for an extended period.

Cointrackr will have you covered in all such scenarios, and you will have no need to worry about such situations. As a result, account sign-up is not mandatory and only enhances your experience with Cointrackr and provides ease of accessibility under different conditions. Your data is only used to make the core functions of Cointrackr possible. Your privacy is important, and Cointrackr does not give out your personal information or account settings to any outside third parties. You can read more about the privacy policy on the Cointrackr website.



5. ROAD MAP

As Cointrackr aims to become a premier tool for cryptocurrency users and investors, cooperation with other crypto related services and communities is another aspect that the developers are working on. Such cooperation allows the Cointrackr service to reach new heights in enhancing the user experience.

It allows the developers to be able to add new and exciting features down the road. The huge community of cryptocurrency can be very useful for experimenting with new philosophies and design approaches for Cointrackr. As time goes on and the site evolves alongside cryptocurrency, you will continue to see new and better features and changes resulting from this new cooperation that empower the Cointrackr service to reach new levels of productibility and accessibility. Therefore, if you are the owner of such a service or community that deals with cryptocurrency related topics and tools, you can contact Cointrackr to discuss possibilities of cooperation. Rest assured that such endeavors will prove to be useful to everyone, including the end user. In the end, you can expect Cointrackr to continue evolving and perfecting its tools and features and incorporating new sources of information on cryptocurrency as time goes on, the same way it has done so since 2017. Figure 5.1 represents the road map of Cointrackr in summary.



Figure 5.1: Cointrackr Road Map



6. CONCLUSION

Cryptocurrency is currently the hottest thing on the market right now. It is what everyone talks about, and it certainly can be the next big thing in the world of currency and decentralized transactions. While there are talks about the future of cryptocurrency as a whole, what is certain it is here to stay and that many have experienced huge profits by choosing to invest in cryptocurrency.

New investors have to understand that while cryptocurrency provides immense potential profits, and we all have certainly heard many stories about people becoming rich through crypto investment, there is also another side to these coins. The world of cryptocurrency is complex, it is volatile, and it can very well be dangerous for inexperienced or misinformed investors. Therefore, it is of the utmost importance for any new investor interested in the world of cryptocurrency to have all the latest tools for analysis and management at their disposal to be able to make the most of any situation in the crypto climate. Such tools and services can make the difference between tragic losses and the biggest profits a user may ever see during their investments. Cointrackr aims to become the best tool there is for accurate and up-to-date information regarding cryptocurrency and tokens. Sporting an intuitive UI, easy-to-understand information tabs, and all the latest and greatest regarding cryptocurrency, Cointrackr is your best

companion on the sometimes-stormy seas of the cryptocurrency market.

Cointrackr includes all the worlds most popular currencies. It has also been translated to different languages, and more translations will be coming in the future. Such options allow Cointrackr to be accessible by many users globally. The helpful and customizable graphical tab lets you quickly know about the situation of the current crypto climate. In order to keep track of all sudden changes and fluctuations in the crypto market, the visualization approach employed by Cointrackr has proven time and time again to be able to accurately and quickly transfer much-needed information to the user. In addition to all the powerful tools available in the free version of Cointrackr, users can unlock much more exciting features by acquiring the premium version of Cointrackr. By showing support to Cointrackr through buying the Cointrackr token, users can then transfer said token to their Metamask account. After logging in to the Cointrackr website using that same account, the premium version will be unlocked, allowing investors to extract the maximum potential of Cointrackr on their path to reaching maximum profits.

All your assets are in one place, and Cointrackr makes it easy to search for all your desired coins and tokens from amongst thousands of available tokens on the market. Such a service is powered by the databases of CoinMarketCap, providing a host of information in Cointrackr on all the latest trends and changes regarding the market of each specific coin. This ensures that the data available to you is always correct and up to date. Therefore, the user can always trust the data that is being presented to them and make trading and investment decisions accordingly. Investors can continue to utilize the services of Cointrackr with their minds at ease since privacy is one of the most important pillars of the Cointrackr service.

Whether users choose to opt-out of creating an account to use Cointrackr, or decide to have a synchronized account across all their devices, they can rest assured that their portfolio data is as secure and safe as it can be. Whether at home on their laptops or out in the world on their mobile devices, investors can seamlessly make use of the various services and information sources available to them via Cointrackr. The website is also being constantly improved to ensure it works correctly on all mobile devices. By cooperating with other services and communities related to the world of cryptocurrency, Cointrackr hopes to make bring you many more

exciting features in the near future. Such changes will aim to improve your overall experience with the Cointrackr service and help you on your path towards bigger accomplishments in the world of cryptocurrency investment. All in all, Cointrackr has all the important and necessary bases covered. With years of experience as a service for crypto investors and satisfying customer experience, nothing can go wrong with choosing Cointrackr.

We hope that this informational article proved to be useful to you in deciding to pursue digital currency investment with the help of online portfolio management services. We also hope to see you in the future making use of the Cointrackr service in managing your investments, analyzing market trends, and keeping track of your profits. Whether you use this service for free or decide to donate to Cointrackr or unlock the premium features of this service by acquiring Cointrackr tokens, your support will be greatly appreciated by Cointrackr either way. We also hope that this service proves instrumental in your future work regarding investment and trading, and the tools that Cointrackr provides for you result in more profits for you than ever before. Thank you for your time and attention.



7. REFERENCES

7.1 Citation

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