

CryptoReportKit — Marketing Brief for Digital Marketer

Product URL: <https://cryptoreportkit.com> **Tagline:** The Complete Crypto Analytics Toolkit **Price:** Free tier (\$0) + Pro tier (\$9/mo or \$90/year)

Category: Crypto analytics SaaS + Excel add-in **Target Market:** Crypto traders, investors, analysts, portfolio managers, DeFi users

1. What Is CryptoReportKit?

CryptoReportKit (CRK) is an all-in-one crypto analytics platform that combines:

1. **71 Live Interactive Dashboards** — real-time crypto dashboards with 75+ chart widgets
2. **85+ Excel Custom Functions** — pull live crypto data directly into Excel/Google Sheets
3. **8 Pro Tools** — tax reports, DCA tracker, custom dashboard builder, P&L tracker, smart screener, multi-exchange portfolio, BTC cycle comparison, 60+ currency support
4. **8 Smart Intelligence Widgets** — algorithmic signals, health scores, risk radar, alpha finder

Key differentiator: BYOK (Bring Your Own Key) — users enter their own CoinGecko API key. All data requests go directly from their browser to CoinGecko. We never see, store, or transmit their API keys. This is a massive privacy and trust advantage.

2. Numbers at a Glance (for ad copy)

Metric	Count
Live Dashboards	71 (23 free, 48 pro)
Dashboard Widgets	75+
Excel Functions	85+
Widget Categories	13
Currency Support	60+
Exchange Integrations	6 (Binance, Coinbase, Kraken, KuCoin, Bybit, OKX)
Color Themes	5 (Emerald, Blue, Purple, Amber, Rose)
UI Modes	2 (Dark, Light Blue)
Excel Templates	11 ready-made
Cost Basis Methods	3 (FIFO, LIFO, Average)

3. Free Tier — What Users Get for \$0

This is the hook. Users get genuine value without paying:

- **23 live dashboards** including:
 - Market Overview (14 widgets)
 - Bitcoin Dashboard
 - BTC Dominance & Altseason Timer
 - Market Breadth (institutional-grade)
 - ETH/BTC Ratio Tracker
 - Bear Market Survival Kit
 - Crypto Indices (DeFi, L1, L2 index tracking)
 - BTC Cycle Comparison (halving overlay)
 - Stablecoin Capital Monitor
 - Multi-Chain Bridge Monitor

- DCA Tracker & Simulator
- And 12 more
- 5 widgets per dashboard
- 60+ currency support
- 2-coin comparison tool
- 3 downloads/month
- 30-day price history
- Learn center + crypto glossary

Marketing angle: "The most generous free tier in crypto analytics. No credit card. No trial countdown. Just start analyzing."

4. Pro Tier — \$9/month (\$90/year)

The upgrade pitch focuses on unlocking everything + exclusive pro tools:

All 71 Dashboards Unlocked

Including pro-exclusive dashboards like:

- **Risk-On / Risk-Off Regime** — answers "be aggressive or defensive?" daily
- **Accumulation Zone Finder** — spot bottoms via drawdown + volume analysis
- **Micro-Cap Gems Scanner** — sub-\$100M coins with 10x-100x potential
- **Whale Accumulation Radar** — follow smart money movements
- **Divergence Spotter** — hidden price vs volume divergences
- **Sector Alpha Generator** — which sectors outperform BTC
- **Funding Rate Arbitrage** — cross-exchange funding arb opportunities
- **Meme Coin Momentum** — meme coin surge tracker
- **AI Token Intelligence** — AI/ML sector analysis
- **Volatility Regime & Position Sizing** — professional sizing signals
- **P&L Tracker** — portfolio profit & loss with charts
- **Tax & Portfolio** — cost basis with CSV export
- **Smart Screener** — multi-condition coin filter
- **Exchange Portfolio** — 6-exchange unified balance
- **Copy Trading Leaderboard** — top performer analysis
- **DeFi Yield Explorer** — DeFi ecosystem overview
- And 30+ more

8 Pro Tools

1. **Custom Dashboard Builder** — build your own from 75+ widgets
2. **Tax Report Export** — FIFO/LIFO/AVG cost basis, Form 8949 CSV export
3. **DCA Tracker & Simulator** — "what if you DCA'd \$X since DATE" + real purchase log
4. **P&L Dashboard** — unrealized P&L, allocation pie chart, gains bar chart
5. **Smart Screener** — filter by 24h%, 7d%, mcap, volume, rank with saved presets
6. **Multi-Exchange Portfolio** — Binance, Coinbase, Kraken, KuCoin, Bybit, OKX
7. **BTC Cycle Comparison** — 2012, 2016, 2020, 2024 halving overlay
8. **60+ Currency Support** — USD, EUR, GBP, JPY, INR, BRL, KRW, and 55+ more

8 Intelligence Widgets

- **CryptoHealthScore** — composite 0-100 market health rating
- **SmartSignal** — algorithmic buy/sell/hold signals
- **RiskRadar** — real-time risk assessment
- **AlphaFinder** — surfaces hidden opportunities
- **VolatilityForecast** — predicts short-term vol ranges
- **MarketBrief** — AI-generated market summary
- **SectorRotation** — money flow between crypto sectors

- **MoneyFlowIndex** — buying vs selling pressure indicator

Additional Pro Perks

- All 75+ widgets unlocked on every dashboard
 - 300 downloads/month
 - 10-coin compare + head-to-head
 - Full price history (all timeframes)
 - Wallet & exchange balance functions in Excel
 - All 11 template packs
 - Price alerts with email notifications
 - Priority email support
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5. Competitor Positioning

Use this table in comparison content, landing pages, and ads:

Feature	CryptoReportKit	Others (CoinGecko Pro, Messari, CryptoQuant, etc.)
Live dashboards	71+	Limited or none
Dashboard widgets	75+	5-15
Intelligence widgets	8 built-in	Basic alerts only
Custom dashboard builder	Yes	Not available
Excel add-in	85+ functions	CSV export only
BYOK (keys stay local)	Yes	Keys stored on their servers
Tax report + CSV export	Yes	Separate paid tool (\$49+/mo)
Multi-exchange portfolio	6 exchanges	Manual tracking
DCA simulator + tracker	Yes	Basic or none
Currency support	60+	USD only or 5-7
Price alerts with email	Yes (free + pro)	Pro only (\$29+/mo)
Price	\$0 free / \$9 pro	\$19-49/mo

Key messaging:

- "More features at 1/3 the price"
 - "Your keys never leave your device"
 - "71 dashboards, 75+ widgets, 85+ Excel functions — for \$9/month"
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6. Target Audience Segments

Segment 1: Active Crypto Traders

Pain: Need quick access to market signals, funding rates, and momentum data **Hook dashboards:** Risk-On/Risk-Off Regime, Funding Rate Arbitrage, Divergence Spotter, Smart Screener **Message:** "Professional trading signals without the \$50/month subscription"

Segment 2: Long-Term Investors / HODLers

Pain: Want to track portfolio P&L, DCA progress, and cycle timing **Hook dashboards:** BTC Dominance Timer, Accumulation Zone Finder, DCA Tracker, P&L Tracker, BTC Cycle Comparison **Message:** "Know when to buy, how much you've gained, and where we are in the cycle"

Segment 3: Crypto Tax Filers

Pain: Cost basis calculation is confusing and expensive tools exist **Hook tools:** Tax Report Export (FIFO/LIFO/AVG), Form 8949 CSV **Message:** "Calculate your crypto taxes in 5 minutes. Export Form 8949 CSV. Free cost basis preview, \$9 for full export."

Segment 4: Excel/Spreadsheet Power Users

Pain: Want live crypto data in their existing Excel workflows **Hook:** 85+ CRK functions, 11 ready templates, portfolio tracking formulas **Message:** "=CRK.PRICE('bitcoin') — live crypto data right in your spreadsheet"

Segment 5: DeFi / Multi-Chain Users

Pain: Track TVL, DEX volumes, and cross-chain activity **Hook dashboards:** DeFi Yield Explorer, Layer 2 Scorecard, Multi-Chain Bridge Monitor, Exchange Flow **Message:** "DeFi analytics across every chain — TVL, DEX volume, and L2 comparisons in one dashboard"

Segment 6: Meme Coin / Micro-Cap Hunters

Pain: Need to find early movers and filter noise **Hook dashboards:** Meme Coin Momentum, Micro-Cap Gems Scanner, Whale Accumulation Radar **Message:** "Find the next 10x before crypto Twitter. Screener + whale tracking + alpha signals."

Segment 7: Privacy-Conscious Users

Pain: Don't want to hand API keys to yet another platform **Hook:** BYOK architecture, localStorage data storage, direct API calls **Message:** "Your API key stays on your device. Your data stays in your browser. Zero middlemen."

7. Content Marketing Ideas

Blog Posts / SEO Articles

1. "Best Free Crypto Dashboards in 2026" (target: crypto dashboard, free crypto tools)
2. "How to Calculate Crypto Taxes with FIFO vs LIFO vs Average Cost" (target: crypto tax calculator)
3. "BTC Dominance Explained: How to Time the Altseason" (target: BTC dominance, altseason)
4. "DCA into Bitcoin: What \$100/Week Since 2020 Would Be Worth Today" (target: bitcoin DCA calculator)
5. "Best Excel Add-ins for Crypto Traders" (target: crypto excel, crypto spreadsheet)
6. "How to Track Your Crypto Portfolio Across 6 Exchanges" (target: multi-exchange portfolio)
7. "Understanding Funding Rates: Free Money or Hidden Risk?" (target: crypto funding rate)
8. "Market Breadth Analysis for Crypto: An Institutional Approach" (target: crypto market analysis)
9. "BYOK Crypto Tools: Why Your API Keys Should Stay on Your Device" (target: crypto privacy, BYOK)
10. "71 Crypto Dashboards You Can Use Today (23 Are Free)" (target: crypto analytics tools)

Social Media (Twitter/X, Reddit, YouTube)

- **Twitter threads:** "I built 71 crypto dashboards. Here are the 5 that changed how I trade:" (dashboard screenshots)
- **Reddit posts:** r/cryptocurrency, r/CryptoMarkets, r/excel — "I made an Excel add-in with 85+ crypto functions, here's what it can do"
- **YouTube:** "My Free Crypto Dashboard Setup for 2026" — walkthrough of free tier dashboards
- **Short-form video (TikTok/Reels):** 30-second dashboard showcase — "This free tool has 23 crypto dashboards"

Email Campaign Sequence (Post-Signup)

1. Day 0: Welcome + "Here are your 23 free dashboards" (highlight top 5)
2. Day 2: "Set up your first watchlist + price alert" (engagement)
3. Day 5: "Try the DCA Simulator — see what \$100/week into BTC would return" (tool showcase)
4. Day 7: "What Pro users are doing: Custom dashboards, tax exports, whale tracking" (soft upgrade)
5. Day 14: "Your free trial of Pro features" (if offering trial)
6. Day 21: "\$9/month vs \$50/month elsewhere — here's the comparison" (upgrade push)

8. Ad Copy Examples

Google Ads

Headline 1: Free Crypto Dashboard — 71+ Live Dashboards **Headline 2:** Crypto Analytics for \$9/mo | 23 Dashboards Free **Headline 3:** Excel Crypto Add-in | 85+ Functions **Description:** 71 live dashboards, 75+ widgets, tax tools, DCA tracker. BYOK — your API keys never leave your device. Start free, upgrade for \$9/mo.

Facebook/Instagram Ads

Hook: "Stop paying \$50/month for basic crypto charts." **Body:** CryptoReportKit gives you 71 interactive dashboards, a tax calculator, DCA tracker, whale radar, and 85+ Excel functions — for \$9/month. Or start with 23 free dashboards. No credit card needed. **CTA:** Explore Free Dashboards

Twitter/X Promoted

"I use 71 crypto dashboards daily. BTC dominance timer, accumulation zone finder, whale tracker, divergence spotter. 23 of them are completely free. The rest are \$9/mo. My API keys never leave my device. cryptoreportkit.com"

9. Key Selling Points (rank by impact)

1. **Price** — \$9/mo vs \$19-49/mo competitors (undercuts everyone)
2. **Free tier** — 23 genuine dashboards, not a trial (builds trust, drives word of mouth)
3. **BYOK privacy** — API keys never leave the device (unique differentiator)
4. **Volume** — 71 dashboards, 75+ widgets, 85+ functions (overwhelms competitors on quantity)
5. **Tax tools** — FIFO/LIFO/AVG + CSV export (captures tax season traffic)
6. **Excel integration** — only serious crypto Excel add-in at this price (niche dominance)
7. **Custom builder** — build your own dashboard (pro retention driver)
8. **Multi-exchange** — 6 exchanges in one view (reduces tool sprawl for traders)

10. Seasonal Marketing Opportunities

Period	Angle
Jan-Apr (Tax season)	Push tax calculator, cost basis tools, Form 8949 CSV export
Bitcoin halving cycle (post-halving pump)	BTC Cycle Comparison, BTC Dominance Timer, Accumulation Zone
Bull market peaks	Risk-On/Risk-Off Regime, Whale Tracker, Smart Screener
Bear market	Bear Market Survival Kit, DCA Simulator ("start DCA now"), Stablecoin Monitor
Altseason	BTC Dominance Timer, ETH/BTC Ratio, Sector Alpha, Meme Coin Momentum
New coin launches	Micro-Cap Gems Scanner, Trending dashboards, Alpha Finder
End of year	"Your crypto year in review" — P&L dashboard, tax prep

11. Technical Specs (for developer-focused marketing)

- **Built with:** Next.js 14, React, TypeScript, Tailwind CSS, ECharts
- **Data source:** CoinGecko API (free + pro tiers)
- **Auth:** Supabase (email/password, magic link)
- **Payments:** FastSpring (global merchant of record)
- **Excel:** Office Add-in with OfficeRuntime, AppSource listed
- **Google Sheets:** Apps Script add-on with CRK functions
- **Hosting:** Vercel (edge-optimized)
- **Privacy:** Zero tracking, zero data collection, BYOK architecture

12. Brand Assets & Links

Asset	URL
Main site	https://cryptoreportkit.com
Dashboards	https://cryptoreportkit.com/live-dashboards
Pricing	https://cryptoreportkit.com/pricing
Downloads	https://cryptoreportkit.com/downloads
Templates	https://cryptoreportkit.com/templates
Login	https://cryptoreportkit.com/login
Sign up	https://cryptoreportkit.com/signup

13. FAQ for Marketer

Q: Is the free tier actually usable or just a teaser? A: Fully usable. 23 dashboards with 5 widgets each, DCA simulator, BTC cycle comparison, 60+ currencies. No trial period, no credit card.

Q: What's the refund policy? A: 30-day money-back guarantee on Pro.

Q: Do users need a CoinGecko account? A: Free dashboards work with the free CoinGecko API. For higher rate limits, users can enter their own Pro CoinGecko key (BYOK).

Q: Is there an affiliate program? A: Can be set up through FastSpring's built-in affiliate system.

Q: What countries are supported? A: Global — FastSpring handles taxes, currencies, and compliance worldwide.

Q: Mobile support? A: All dashboards are responsive. Widgets reorder for mobile. Full functionality on phone/tablet.