

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 (web dashboards) **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. **8 Pro Tools** — tax reports, DCA tracker, custom dashboard builder, P&L tracker, smart screener, multi-exchange portfolio, BTC cycle comparison, 60+ currency support
- 3. **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+ |
| Pro Tools | 8 |
| 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) |
| 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)
- Price alerts with email notifications
- Priority email support

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 |
| 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, 8 pro tools — for \$9/month"

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: 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 5: 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 6: 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. "How to Track Your Crypto Portfolio Across 6 Exchanges" (target: multi-exchange portfolio)
6. "Understanding Funding Rates: Free Money or Hidden Risk?" (target: crypto funding rate)
7. "Market Breadth Analysis for Crypto: An Institutional Approach" (target: crypto market analysis)
8. "BYOK Crypto Tools: Why Your API Keys Should Stay on Your Device" (target: crypto privacy, BYOK)
9. "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 — "I built 71 crypto dashboards with tax tools, DCA tracker, and whale radar — 23 are free"
- **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)
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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:** Tax Tools + DCA Tracker | Built-In **Description:** 71 live dashboards, 75+ widgets, tax tools, DCA tracker, custom builder. 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 custom dashboard builder — 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, 8 pro tools (overwhelms competitors on quantity)
 - 5. **Tax tools** — FIFO/LIFO/AVG + CSV export (captures tax season traffic)
 - 6. **Custom builder** — build your own dashboard (pro retention driver)
 - 7. **Multi-exchange** — 6 exchanges in one view (reduces tool sprawl for traders)
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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)
 - **Hosting:** Vercel (edge-optimized)
 - **Privacy:** Zero tracking, zero data collection, BYOK architecture
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12. Brand Assets & Links

| Asset | URL |
|------------|---|
| Main site | https://cryptoreportkit.com |
| Dashboards | https://cryptoreportkit.com/live-dashboards |
| Pricing | https://cryptoreportkit.com/pricing |
| 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.