



 ETH ▾ 0.1746  
\$603.81

USDT ▾ 247.089  
\$247.19

 BTC ▾ 0.0081  
\$517.94

 BNB ▾ 0.1969  
\$115.43

 SOL ▾ 2.0

 ADA ▾ 302.88  
\$87.52

 ATOM ▾ 13.498  
\$148.05

 XRP ▾

# The XO Swap Buyers Guide

**DRIVE GROWTH WITH THE PREMIUM CRYPTO SWAP ENGINE**

Engage new customers, keep existing ones and access new revenue streams.

## Contents

Introduction	1
Chapter 1: How Leaders Are Thriving	2
Chapter 2: Evolving Customer Needs	3
Chapter 3: More is More	5
Chapter 4: Key Takeaways	7

## Introduction

The blockchain and crypto investment landscape is rapidly evolving, with new opportunities emerging at an unprecedented pace. Despite fluctuations in the market and macroeconomic challenges, there is ample opportunity for expansion and growth for those who know how to navigate the coming wave.

Customer needs have changed drastically in the past couple of years and users are demanding more than ever from their platforms. Seamless and feature-rich experiences are expected and therefore essential. Emerging blockchain and crypto businesses must demonstrate a capacity many are yet to develop. Forming strategic partnerships that can provide battle tested playbooks to minimize the time and resource cost of scaling, is more essential than ever for ambitious dApps and crypto businesses.

Chapter 1:

# How Leaders Are Thriving

## Opportunities

Industry leaders in the crypto and blockchain space have been successful by focusing on several key areas:

- + **Customer needs:** They prioritize understanding and meeting the needs of their customers, whether it is providing a secure and user-friendly platform or offering a wide range of cryptocurrencies and tokens.
- + **Innovation:** They are constantly innovating and developing new products and services that address emerging customer needs and trends.
- + **Community building:** They foster a strong sense of community around their products and services, which helps to attract and retain customers.
- + **Marketing:** They effectively market their products and services to reach their target audience.

## Challenges

Newer and smaller players in the crypto and blockchain space face a number of challenges:

- + **Competition:** This space is highly competitive, and it can be difficult to stand out from the crowd.
- + **Funding:** It can be difficult to secure funding, especially for early-stage startups.
- + **Talent:** There is a shortage of skilled talent in the crypto and blockchain space.
- + **Regulation:** The regulatory landscape for cryptocurrencies and blockchain technology is still evolving.

## Changing the Trajectory

### Overcoming Prevalent Challenges Faced by Blockchain Startups

The businesses that will dominate the next few cycles have learnt how to overcome these challenges and have done so by focusing on:

- + **Differentiation:** Find a way to differentiate their product or service from the competition.
- + **Networking:** Build relationships with other blockchain businesses to learn and grow.
- + **Working with Talent:** Finding the best talent to collaborate with outside of just hiring.

Chapter 2:

## Evolving Customer Needs

### Adapting to Shifting Trends and Expectations in the Crypto Space

Customer expectations are changing, users are demanding improved experiences, better reliability and more ease. Expectations around products, services and user-friendly experiences is a challenge for growing crypto businesses to keep up with.

#### Changing Expectations

##### 1. Trust as a Priority

In the evolving crypto landscape, trust has emerged as a crucial element. Customers, investors, and regulators alike are seeking greater transparency and ethical practices from crypto businesses. This involves organization-wide efforts for compliance, reporting, and transparency, extending beyond specific products or processes. This can be exceptionally tough for newer organizations, dApps and DAO's who's processes are still developing.

##### 2. Regulatory Environment

Much emphasis has been placed on regulating crypto. Notable developments include the EU's Markets in Crypto-Assets (MiCA) regulation and Hong Kong's Securities and Futures Commission (SFC) guidelines. The US crypto industry has ramped up its lobbying efforts in recent years in an attempt to influence regulation, with federal lobbying spending in 2022 more than doubling from 2021 and increasing eightfold from 2020. The number of crypto clients engaged in lobbying also rose from 18 in 2020 to 56 (211%) in 2022<sup>1</sup>. Whilst regulation can have a stabilizing influence on the entire ecosystem and established players are proactively engaging and practicing transparency, this regulatory activity isn't only complicating processes for new and small players. Regulatory activity is shaping customer expectations too. Players of all sizes are expected to demonstrate secure and compliant services that are aligned to local regulations no matter how challenging that might be without the right experience and understanding.

##### 3. The Trad-Fi Surge

Despite influential figures in the TradFi space rejecting crypto, the evolution of DeFi and the advent of Bitcoin ETFs drives a compelling case for even the most staunch crypto adversaries. Traditional financial institutions are engaging, advancements across protocols is driving more financial leaders to integrate crypto into their client's diversification strategies. This convergence is likely to shape customer expectations towards more sophisticated and reliable crypto services which smaller players may struggle to keep up with.

##### 4. Technology Integration

The integration of digital assets with technologies like generative AI is revolutionizing the user experience. This synergy is enhancing various aspects of the digital asset ecosystem, including code development, asset tracking, and identity verification, thus influencing customer expectations towards more innovative and efficient services.

<sup>(1)</sup> Cryptocurrency industry lobbying and political contributions skyrocketed in 2022, By Taylor Giorno and Inci Sayki March 13, 2023 Opensecrets.org

## 5. Enhancing User Experience

Making platforms more intuitive and less technical is essential for mass adoption. The complexity and intimidating user experience in cryptocurrency, including technical jargon and convoluted processes, are major barriers to adoption. It is estimated that more than 34%<sup>2</sup> of Bitcoin's current supply has either been lost or is being held long-term. This loss, partly attributed to user experience issues, indicates a desperate need for better security features and more user-friendly mechanisms in the crypto ecosystem.

Getting UX right is especially difficult for early stage companies relying on limited experience. The most innovative companies in crypto are focusing on user experience through effective features like account abstraction, DCA, limit orders, and streamlined interfaces. In many cases the source of their knowledge comes purely from internal experience over years or partnering with those that have been in the space for a sustained period of time and having had the chance to iterate. The dApps and tools that are getting UX right completely remove one of the biggest barriers to entry and ensure their customer's loyalty.

For crypto and blockchain businesses to remain competitive in the dynamic crypto market, they must adapt to these evolving trends at pace. The ones succeeding at this bring knowledge and expertise into their business through effective partnerships who empower them in building trust, understanding the regulatory landscape, integrating that which is tried and tested, leveraging new technologies like AI, and continuously innovating in product offerings and user experiences. By aligning with an effective partner, businesses can better meet customer expectations, secure customer loyalty, introduce new revenue streams and navigate the competitive landscape of the crypto space effectively.

## Customer's Need for Personalized Tools

Personalization is becoming increasingly important in the crypto and blockchain space but not as businesses typically know it to be. Customers are increasingly seeking tools and solutions that cater specifically to their individual needs and preferences, the one-size-fits-all approach we've seen up until this point is no longer sufficient as adoption rises. Users are looking for services that offer them the flexibility and freedom to tailor their experience according to their unique requirements.

In response to this growing demand, crypto and blockchain businesses are focusing on developing a diverse range of products. These advancements aim to provide users with an extensive selection of options, enabling them to craft a more personalized crypto toolkit. By offering a broader product range, these businesses are not only enhancing user satisfaction but also fostering a deeper engagement with their offerings.

This trend towards customization in the space denotes a significant shift in how businesses approach product development and user engagement. It reflects a deeper understanding of user needs and a commitment to meeting these needs through innovative, user-centric solutions. As the blockchain ecosystem continues to mature, the emphasis on personalization is likely to become a key differentiator for businesses seeking to establish a strong presence in this dynamic and rapidly evolving market.

Chapter 3:

## More is More

### Your Product Needs More Functionality Not Less to Compete

In the ever-evolving blockchain landscape, it is essential for dApps and crypto businesses to offer a comprehensive suite of features and functionalities to attract and retain users. While a focus on decentralization remains paramount, it is crucial to recognize that users today demand a seamless and feature-rich experience that seamlessly integrates into their daily lives. Simply put, more is more in this space.

This is something we've taken to heart. Here at Exodus we have spent the best part of a decade honing a broad range of tools, integrations and functionalities to ensure whatever it is crypto investors want to do, they can do it on Exodus. And we're making that same broad functionality available to emerging players who are ready to wow their customers.

#### Exodus Stats



A key factor driving Exodus's success is its commitment to providing a user-friendly experience that goes beyond basic wallet functionality.

Leaders in the space have recognized that users demand more than just a simple platform for buying and selling cryptocurrencies and have responded by providing a diverse range of features that cater to these evolving needs.

### Innovating for Growth: Introducing new revenue streams and broadening your customer base.

One of crypto's most promising areas of growth is in the swap space. The global cryptocurrency exchange platform market was valued at USD 30.18 billion in 2021 and is expected to grow at a CAGR of 27.8% between 2022 to 2030<sup>3</sup>. Businesses offering crypto swap services find themselves at the heart of their customer's day to day crypto process. By choosing to integrate a crypto swap solution, these players enhance efficiency and broaden accessibility for their investors, ultimately simplifying the user experience. This looks like bridging the gaps between their favourite protocols, granting them access to their preferred tokens and ensuring they have fewer reasons to leave your tool for a competitor.

By offering a crypto swap service you can unequivocally grow your market share, unlocking an entirely new revenue stream and broadening your customer base.

<sup>3</sup> www.grandviewresearch.com. (n.d.). Cryptocurrency Exchange Platform Market Report, 2028. [online] Available at: grandviewresearch.com.

## How a Swap Feature can transform your business

- + **Unlock a new revenue stream:** Swaps generate significant revenue through trading fees, staking rewards, and other services. With XO Swap in your product, it's a win-win for growth and profitability.
- + **Grow your customer base:** Integrating a swap feature can attract a broader range of users, including those who are primarily interested in trading cryptocurrencies. Give them a seamless swap experience right in your product, and get a share of the revenue from swap fees.
- + **Win and keep customer loyalty:** A built-in swap feature provides a more seamless and convenient experience for users, allowing them to trade cryptocurrencies directly within your platform.
- + **Boost your brand reputation:** Offering a comprehensive suite of features, including the ability to swap crypto, can enhance your brand's reputation and positioning in the market.

## Considerations for Seamless Integration

- + **User interface:** XO Swap enables your customers to atomically swap 100k+ assets across 50+ networks at rapid speeds. The swap integration is seamlessly integrated into your platform's user interface, ensuring a smooth and intuitive user experience.
- + **Security:** The swap service adheres to the highest security standards to protect user funds and data. Exodus has a team of world-class security experts, including top 10 HackerOne researchers on staff. Dedicated teams focus on attacker simulation, cloud security, and application security. These teams drive secure architecture and development via our secure software development lifecycle (SSDLC), lead cloud security best practices, and work to adopt and improve leading security frameworks.
- + **Liquidity:** XO Swap has access to 11+ different liquidity sources, this means constant asset up time! So it doesn't matter if one or two providers turn off popular assets, you can always meet customer demand. Ensuring a seamless user experience, smooth trading, and lower transaction costs. With XO Swap inside your product, your customers will be able to swap between thousands of assets—and across networks.

Chapter 4:

## Key Takeaways

- + Successful crypto industry leaders are focusing on customer needs, innovation, community building, and effective marketing.
- + Challenges for smaller crypto players include intense competition from products and services with more advanced, customer-centric offerings and lack of experience and expertise to drive their next phase of growth.
- + Adapting to evolving customer needs such as maturing investment strategies, a need for access to assets outside of traditional DEX channels and offering a broader range of crypto tools that empowers users to build their own personalized crypto toolkits is crucial.
- + Trust, compliance, and transparency have become paramount in the crypto landscape amid evolving regulatory environments but have also been difficult for growing brands and smaller companies to manage without partners.
- + Enhancing user experience with intuitive and less technical platforms is vital for broader crypto adoption.

To remain competitive in the rapidly evolving crypto market, businesses must adapt quickly to changing trends, understand and meet diverse customer needs, navigate regulatory landscapes, leverage new technologies, and continuously innovate in product offerings and user experiences. Effective partnerships are key in navigating these complexities and ensuring sustainable growth.

### XO Swap's Premium Features

Built on the success of an industry-leading wallet established over 9 years ago, we understand how to create premium user experiences that provide exceptional value and drive profitability.

- + **Uptime & Competitive rates:** With diversified liquidity providers, XO Swap will keep trading pairs live for your users at competitive rates. So you can expect fewer customer tickets and social media complaints.
- + **Secure & Compliant:** With 9 years of experience, Halborn audits, and an active bug bounty program, XO Swap is powered by premium security. XO Swap's parent company Exodus is regulated by the SEC and is audited by Deloitte on a monthly basis.
- + **Low Lift, High Margin:** XO Swap can be quickly integrated to improve the UX and realize immediate revenue. Increase your execution by harnessing Exodus' product and engineering teams.

- + **Swift Integration:** With only four API calls, XO Swap can be quickly integrated and ready for testing within hours. You can also rely on Exodus realtime support and advice.
- + **Access & Ease:** Enable customers to have simple access to move assets across networks. XO Swap eliminates the need for complex, multi-hop bridging.
- + **QA & Testing:** From integration to production, Exodus will support to ensure a bug-free, seamless user experience.

