

# Coinbase acquires crypto accounts aggregator to help retain its market lead

Article

**The news:** The Nasdaq-listed crypto exchange bought account aggregation startup **Zabo** so users can view their crypto accounts with third parties within the Coinbase app, [per](#) Finextra.

**Why this could succeed:** **Coinbase** is helping users better manage their crypto holdings to stand out from other crypto exchanges.

Zabo's [API](#) connects to any crypto exchange, wallet, or protocol, giving Coinbase users the added convenience of seeing their full balances and transaction histories across the different platforms they use. Standardizing and formatting data from the different accounts provides a more holistic picture of their crypto investments to help inform trading decisions and even do tax calculations. By contrast, most other exchanges, like **Robinhood** and **eToro**, only offer insights into accounts held with their respective platforms.

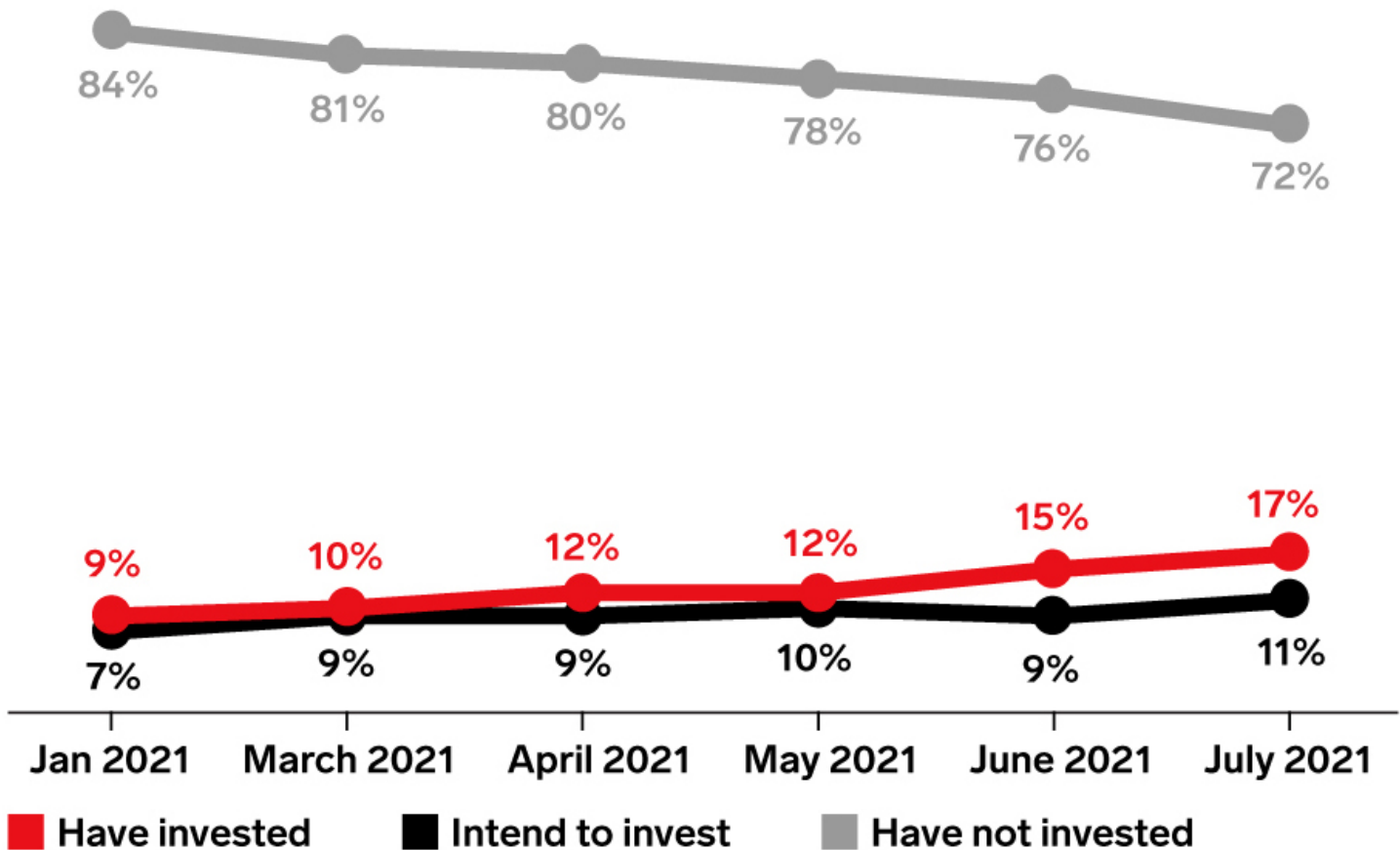
**Looking ahead:** Such acquisitions let Coinbase launch more value-added products to stay ahead of competitors, and we expect it will look for crypto-focused funds next.

In the past year alone, the exchange acquired crypto prime broker [Tagomi](#), trade execution startup [Routefire](#), and data analytics firm [Skew](#). And Coinbase is now using its multibillion-dollar direct listing [proceeds](#) from April to double down on its acquisition spree and keep up with well-funded peers trying to challenge its [pole](#) position in the market: Crypto firms have already raised **\$7.27 billion** in 2021, up from **\$2.8 billion** in 2020, [per CB Insights](#).

Next on its acquisition list is digital asset management firm [Osprey Funds](#), which will expand its services beyond direct crypto trading. Osprey offers crypto-focused funds that give customers exposure to the asset class without having to purchase any cryptos. This is the latest hot investment vehicle in the sector: Last week, [Wealthfront](#) added two crypto funds, and [Betterment](#) is mulling a similar crypto offering. [Goldman](#), meanwhile, is among more than a dozen firms awaiting regulatory approval for an ETF focused on crypto-related companies.

# Level of Experience with Cryptocurrency According to US Adults, Jan-July 2021

% of responses



Note: n=35,098; week of Jan 1, 2021-week of July 13, 2021

Source: CivicScience as cited in company blog, July 13, 2021

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