



Absolute Labs Partners with Crypto.com to provide merchants a comprehensive Web3 Marketing and cryptocurrency payment platform

Collaboration brings Crypto.com Pay's world-class cryptocurrency payment infrastructure to Absolute Labs' full-funnel marketing capabilities for wallet customer acquisition, conversion, and loyalty.

San Francisco, U.S., FEBRUARY 22, 2024 – Absolute Labs, the leading Web3 CRM and marketing automation platform, announced today a strategic partnership with Crypto.com Pay, the cryptocurrency payment and checkout solution from Crypto.com that facilitates seamless transactions between merchants and millions of consumers with crypto wallets. The collaboration marks a significant milestone in the evolution of Web3 commerce, offering merchants and their marketers an unrivaled opportunity to eliminate the friction of identifying and engaging consumers with crypto wallets, while empowering them to implement novel Web3 marketing strategies, enhance their value proposition, and grow revenue.

With Crypto.com Pay, Absolute Lab's merchants and consumers have a better, faster, and cheaper payment solution. Crypto.com Pay allows merchants to receive payments via cryptocurrencies from a growing global user base of Crypto.com users with zero transaction fees and on a real-time basis. With the Absolute Labs' Web3 marketing platform, that reach is extended to more than 700 million crypto wallets worldwide while also adding customer analytics, segmentation, and marketing automation to target and engage those wallets.

"Partnering with Crypto.com Pay is an exciting and essential component of our strategy, which is to provide commerce/ecommerce brands with a single integration for more simply, quickly and effectively leveraging Web3 to drive revenue," says Samir Addamine, CEO, Absolute Labs. "Our Web3 marketing platform sits between the crypto checkout layer – covered by Crypto.com



Pay or a range of wallet as a service provider (WaaS) – and the merchant’s own points of engagement, including website, app, physical store locations, rewards program and more.”

“Enabling consumers and merchants to seamlessly engage in commerce using cryptocurrencies is a priority for Crypto.com,” says Vakul Talwar, SVP Commerce at Crypto.com. “By combining the capabilities of the Absolute Labs’ Web3 CRM platform with Crypto.com’s extensive reach and comprehensive payment solutions, we are further empowering merchants to embrace the future of commerce and unlock new growth opportunities.”

Benefits of the combined offering include:

- **Acquire new customers** with crypto **buying power**
- **Identify and target potential customers:** Absolute Labs’ Web3 marketing platform extends reach to more than 700 million crypto wallets worldwide while adding customer analytics, segmentation, and marketing automation to target and engage those wallets; Crypto.com helps brands target its 80 million+ customers through dedicated campaigns
- **Activate wallet-holders both in-store and online:** extend offers, incentives, and rewards to prospects and customers where and when they will have the most impact
- **Fiat Currency Settlement:** Crypto.com Pay enables seamless settlement of cryptocurrency transactions directly into fiat currency, providing merchants peace of mind

To learn more about this bundled solution from Absolute Labs, please visit

<https://absolutelabs.io/demo/#get-started>

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About Absolute Labs:

Absolute Labs, founded in 2021, is a Web3 CRM SaaS company based in San Francisco, Montreal and Paris.. Absolute Labs is empowering marketers to gain insights on prospects and customers, unify Web2 and Web3 data, and automate cross-channel campaigns including Wallet messaging across the entire marketing funnel. Our Campaign tool orchestrates Wallet messaging and airdropping as well as Email, Discord, Twitter, Push, and SMS. The company was founded by Samir Addamine and Antony Gardez, former founders of the mobile marketing automation platform, FollowAnalytics, a martech pioneer recognized by Gartner as a top ten global mobile marketing automation platform. Find out more at <https://www.absolutelabs.io/>

About Crypto.com

Founded in 2016, [Crypto.com](https://crypto.com) is trusted by more than 80 million customers worldwide and is the industry leader in regulatory compliance, security and privacy. Our vision is simple: Cryptocurrency in Every Wallet™. [Crypto.com](https://crypto.com) is committed to accelerating the adoption of cryptocurrency through innovation. Learn more at <https://crypto.com>..