



### *Whale Alert Introduces Next-Generation Blockchain Analytics Platform, Empowering Traders with Real-Time Insights*

**[Amsterdam, December 16th 2024]**-Whale Alert, founded in 2018 with a mission to bring trust and transparency to the blockchain ecosystem, is proud to announce the launch of its new analytics platform, built on top of its proprietary analytics engine. Designed with both crypto enthusiasts and professional traders in mind, the enhanced Whale Alert site offers custom whale alerts, powerful real-time analytics. The user-friendly interface makes it easier than ever to track and understand large-scale digital asset movements on a wide variety of blockchains, essential for making informed trading decisions.

#### Next-Level Features for Confident Crypto Trading

Among the platform's newest capabilities is the ability for users to create focussed custom whale alerts, enabling them to stay ahead of market shifts by monitoring their choice of assets for transaction sizes, mints, burns and more. The addition of real-time on-chain analytics data-including historical price charts, improved SOPR metrics, realized profit metrics, total transaction volumes, and many more not typically available to retail traders- for over a 100 different assets empowers users to gain deeper insights into market trends, identify emerging opportunities, identify risk, and refine their trading strategies in real-time.

#### Founded on Transparency, Driven by Innovation

Over the past six years the platform has monitored billions of transactions, sent out more than 85,000 alerts, gained more than 3 million followers across social media channels and has over 500.000 unique visitors per month, becoming a trusted resource for the global crypto community.

#### A Word from the Team

"Since our founding, Whale Alert's commitment has always been to provide reliable, transparent data that sheds light on the otherwise opaque world of cryptocurrency markets." said Frank van Weert, CEO at Whale Alert. "Our new platform represents a significant step forward in fulfilling that mission-it democratizes the ecosystem by providing easy to understand access to data normally only available to professionals."

#### About Whale Alert

Founded in 2018 in the Netherlands and ever since fighting to bring trust and transparency to the blockchain ecology. We are firm believers in blockchain technology, but without these essential ingredients the ecosystem cannot grow. Our vision is that comprehensive analytics and important transaction information should be available to everyone.

Discover the brand-new Whale Alert dashboard: [\[whale-alert.io\]](https://whale-alert.io)

Press related questions can be sent to [press@whale-alert.io](mailto:press@whale-alert.io)