

# HASHPOINT.IO

## CASE STUDY



### The Future of Data Access: Industry-wide challenge solved with affordable micro-subscriptions

#### OVERVIEW

From Raw Data to Refined Insight Hashpoint.io transforms unrefined raw Hedera ledger data into valuable investment insights, empowering HBAR holders to make informed decisions with confidence. As an integral part of Hedera's data ecosystem, Hashpoint's mission is to inform, serve, and advocate for HBAR holders, bridging the gap between complex data and actionable insights. With no subscriptions and no commitments, Hashpoint's pay-as-you-go model allows users to access analytics and insights for 24 hours through one-click micropayments using Dropp as a payment method.

#### THE CHALLENGE

Hashpoint.io previously operated on a subscription model, charging \$20 monthly or \$120 annually. While these plans worked for frequent users, they were less appealing to casual or first-time users who are all struggling under the weight of subscription fatigue. Given that most potential users of the platform are either new to the Hedera ecosystem or simply curious as to its potential, a better more flexible solution was needed to provide these users with short-term, low-cost access without the long-term commitment of a subscription. Offering a low-cost, single-day access model for less than \$1 a day was financially unviable under traditional payment systems due to high credit card processing fees (that can be as high as 50% on \$1 payment), and subscription management software which eroded profitability and hindered scalability. Combined these fees totaled approximately 9% of gross revenue.

#### THE SOLUTION

By integrating Dropp, Hashpoint.io adopted a micropayment-based pricing model, allowing users to pay only for what they need—24-hour access for under \$1. Dropp's payment platform, an alternative to credit card payments, can process transactions as low as \$0.01 without the burden of excessive fees, making the pay-as-you-go model sustainable. Users can now access Hashpoint's insights with one-click payments, leveraging Dropp to accept payments in USD, USDC, or HBAR for maximum flexibility. This seamless experience ensures cost efficiency while maintaining accessibility.

200%

#### INCREASED USER ENGAGEMENT

During the first two weeks of implementation, first time paying visitors increased by more than 200% from prior weeks

90%

#### REDUCED COST

By avoiding credit card processing fees, Hashpoint ensured profitability for each \$0.35 transaction and reduced transaction processing fees by 90%



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## ABOUT HASHPOINT

Hashpoint.io empowers HBAR holders by turning raw Hedera ledger data into actionable investment insights. As a key player in Hedera's data ecosystem, Hashpoint delivers analytics that inform decision-making and promote smarter investments.

**"No subscriptions, no commitments. Pay as you go with Dropp."**



## KEY RESULTS

### INCREASED ENGAGEMENT

200%

During the first two weeks of implementation, first time paying visitors increased by more than 200% from prior weeks

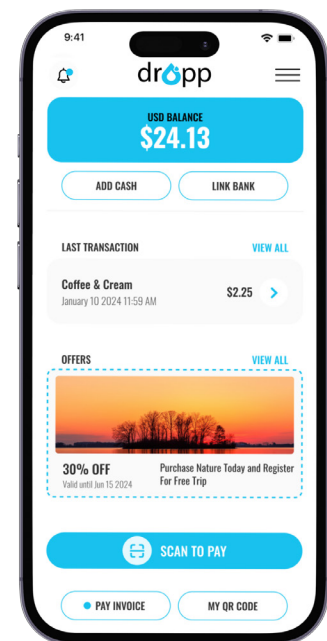
### COST EFFICIENCY

90%

By avoiding credit card processing fees, Hashpoint ensured profitability for each \$0.35 transaction and reduced transaction processing fees by 90%

## ABOUT DROPP

Dropp is a revolutionary payment platform designed for microtransactions and small value payments. By bypassing traditional payment processing fees, Dropp enables merchants to offer low-cost transactions while ensuring profitability. With support for USD, USDC, HBAR, and other digital payment methods, Dropp empowers businesses to implement flexible, pay-as-you-go models. Its streamlined integration and scalable infrastructure make it the ideal solution for merchants seeking to reduce costs while enhancing customer satisfaction. Dropp's mission is to make low-value transactions accessible and sustainable for businesses and consumers alike.



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