

# Content Creation

Fidelity, a globally recognized asset manager, has long been at the forefront of integrating advanced analytics to deliver market-leading insights across asset classes. As the blockchain industry grew, Fidelity Digital Assets sought to strengthen its position as a leader in blockchain research.



Source of image: Fidelity Digital Assets, Signals Report Q4 2024, page 1.

## The Challenge

Digital assets offer a unique advantage by providing both traditional price-based market signals and unique on-chain insights. However, selecting the right signals, aligning them with investment horizons, and interpreting data accurately poses challenges.

### 1. Fundamental on-chain metrics

Fidelity sought to track essential metrics such as transaction fees and active address counts to better assess network activity and the underlying valuation potential. By focusing on indicators that reflect usage and demand, they aimed to gain a clearer view of market sentiment and engagement levels.

### 2. Capital flow insights

They sought real-time insights into across chain movements, profit-taking behaviors, and unrealized profits/losses. Understanding capital flows helped quantify market sentiment and identify growth areas.

### 3. User-friendly data tool

Fidelity's research team needed an intuitive platform for seamless data interaction, ensuring analysts could efficiently integrate insights into reports and models without the friction of overly-complex interfaces.

## Solution

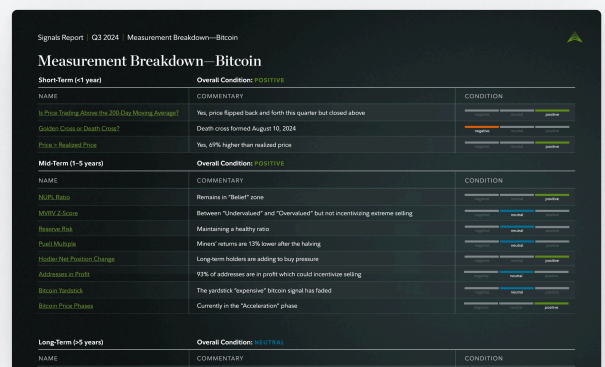
To tackle these challenges, Fidelity pulls data from Glassnode to illustrate many of their theses, utilizing its comprehensive suite of on-chain data to produce leading research reports that provide in-depth market insights.

### Key features that made the difference:

#### 1. Fundamental and market metrics

Glassnode provided Fidelity with access to on-chain data, including Net Unrealized Profit/Loss (NUPL) for market sentiment, Average Transaction Fees for assessing network demand, and other sentiment and profitability indicators such as Spent Output Ratio (SOPR),

helping Fidelity demonstrate traders' profit taking behaviors. These metrics helped identify valuation trends and anticipate market behavior shifts.



Source of image: Fidelity Digital Assets, Signals Report Q4 2024, page 5.

## 2. Capital flow insights:

Fidelity tracked evolving market dynamics beyond traditional financial data. Analyzing capital flows among miners, exchanges, traders, and derivatives platforms provided a holistic view, enabling predictive models and valuable investor insights.



Source of image: Fidelity Digital Assets, Signals Report Q4 2024, page 10.

## 3. User-friendly data tools:

Glassnode's customizable interface allowed Fidelity to generate tailored reports and visual dashboards efficiently, aligning with their branding and saving time.



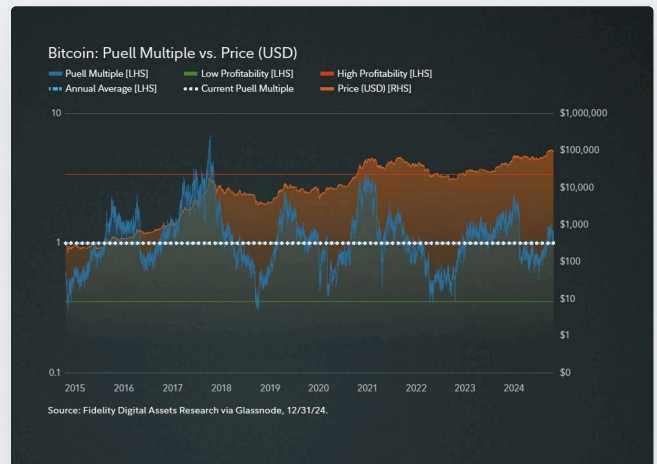
Source of images: Fidelity Digital Assets, Signals Report Q4 2024, page 10.

# Results

Fidelity created reports such as 'Fidelity Digital's 2024 Q1 Signals Report', 'A Closer Look Into Bitcoin's Volatility', and 'Bitcoin's Evolving Role as an Alternative Investment', each highlighting frequent integration of Glassnode's charts and data. Within these reports, we see demonstration of how Glassnode helps produce compelling content.

## Key outcomes

- **Unique market insights:** Fidelity accessed signals that offered deeper digital asset market context, detecting trends early and providing well-researched, data-backed insights.
- **Operational efficiency:** Glassnode's intuitive platform lets their analysts focus on insights, improving report frequency and quality.
- **Boosted investor confidence:** Armed with data-driven analysis, Fidelity reinforced investor confidence in their digital asset leadership.



Source of image: Fidelity Digital Assets, Signals Report Q4 2024, page 19.

## Conclusions

Fidelity uses Glassnode to analyze digital asset markets, reinforcing their position as a thought leader in digital assets research. By consistently delivering forward-looking insights, Fidelity empowers investors and remains positioned at the forefront as the digital asset landscape evolves.

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