



CASE STUDY

REDEFINING TRUST IN CRYPTO: HOW COINMATE UPGRADED UX AND SECURITY





Coinmate, a user-friendly gateway to cryptocurrencies and modern investing, developed a new mobile application to enhance how users trade, save, and learn. As part of this initiative, the company addressed a key challenge: implementing an authentication solution that balances a seamless user experience with strong security and compliance, while accommodating the crypto sector's large user base and irregular login patterns.



CHALLENGE

BALANCING SECURITY AND SIMPLICITY AMID RISING CRYPTO REGULATIONS

Its existing web-based login using Bank iD was secure but too cumbersome for a mobile-first environment. At the same time, a shifting regulatory landscape added pressure. Frameworks like the Markets in Crypto-Assets Regulation (MiCA) increased expectations around identity verification and Anti-Money Laundering (AML). Although Strong Customer Authentication (SCA) was not strictly required, regulators such as the Czech National Bank were pushing for stricter user verification standards.

SOLUTION

DELIVERING A SEAMLESS AUTHENTICATION SOLUTION

Wultra implemented its Mobile-First Authentication to support Coinmate's new application focusing on simplicity, future-proof security, and user experience.

The onboarding process was designed to be frictionless, while remaining aligned with future banking standards, although such standards are not currently required for Coinmate.



Users first verify their identity via Bank iD



They then transition into Wultra's activation flow



A PIN and biometric authentication are set up for future access

This approach ensures strong security, while significantly improving usability for users, who may not log in daily but still expect fast, reliable access when they do.

In addition to authentication, Wultra delivered Mobile In-App Protection, adding an extra layer of security that helped Coinmate protect the app against cybersecurity threats with minimal resources, allowing the team to focus on customer-facing features.



“Security has always been a top priority for us, which is what led us to Wultra. Implementing Wultra was a strategic move that allowed us to achieve the perfect balance: future-proof, banking-grade security and a smooth, mobile-first user experience. This partnership freed up our internal resources to focus purely on enhancing our core trading features, confident that our authentication and in-app protection are world-class and fully compliant.”



DOMINIK MOŠTĚK

Chief Technology Officer,
Coinmate



USER-FRIENDLY, COST-EFFICIENT AUTHENTICATION ALIGNED WITH BANKING STANDARDS THAT MAY BE REQUIRED IN THE FUTURE

The implementation delivered a balanced combination of user convenience, operational efficiency, and strong security standards, helping Coinmate improve customer onboarding and authentication while staying prepared for future regulatory and banking requirements.

The key business and user benefits included:



Great user experience and smooth rollout

A simple, intuitive mobile-first authentication via Bank iD, combined with a seamless Wultra flow (PIN + biometrics), ensured high user satisfaction, rapid adoption, and minimal friction. The result was more than 9,000 new downloads, a 4.2-star rating in the iOS App Store, and reduced support demands.



Cost-efficient solution

Lower implementation and operational costs thanks to charging only for active logged-in users, leveraging existing Bank iD infrastructure for onboarding, and eliminating unnecessary complexity.



High quality and compliant

Robust security aligned with potential banking regulations, with no hassle in the future, combined with built-in mobile app protection and a wide range of ready-to-integrate features.



Improved user security

Enhanced in-app protection against mobile threats with easy integration, protecting Coinmate's customers and reputation.



ABOUT COINMATE

Coinmate is a well-regarded cryptocurrency exchange and investment platform that helps users transition from traditional finance to the world of digital assets. As one of the early players in the European crypto market, it has built a strong reputation for reliability, safety, and ease of use.

With over 10 years of experience, Coinmate has successfully navigated the early days of crypto without a single security incident, building a strong foundation of trust and security. Its platform allows users to seamlessly buy, sell, and exchange cryptocurrencies such as Bitcoin, Ethereum, Litecoin, and Cardano, among others.

Established in the United Kingdom and headquartered in Prague, Coinmate is driven by a clear vision: to provide a user-friendly investment platform that customers return to regularly—whether for long-term investing, saving, or exploring the future of finance.



ABOUT US

We equip banks and fintech companies with a seamless, post-quantum authentication solution that fortifies security while ensuring a smooth transition.

Contact our sales team:
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Visit our website:
www.wultra.com