

How Messari Built the Leading Cryptocurrency Information Aggregator Powered by Kaiko's Market Data API



In just a few short years, Messari has become one of the biggest names in crypto as an aggregator of information, data, and research. With hundreds of thousands of visitors a month, their website provides one of the most extensive data platforms for charting and advanced metrics for crypto assets, offering both a free tier and paid subscriptions.

By outsourcing data management to Kaiko, they have been able to build out their product exponentially while ensuring that the backbone of their website—**historical and live cryptocurrency market data**—is of the highest quality and reliability.

Case Study

with



MESSARI

By integrating with Kaiko's **REST API**, Messari is able to leverage nearly every type of market data for use in a vast array of derived metrics and charting tools, including trade data, OHLCV candlesticks, order book data, and exchange rates.

Customer Challenge: A Reliable Data Backbone

Accessing huge amounts of data is no simple task, especially for companies whose core business is not enterprise data management. To build charting and analytics tools for hundreds of crypto-assets, you need to connect to thousands of data feeds, which are distributed across dozens of exchanges. No two cryptocurrency exchanges are alike, which makes normalizing, cleaning, and aggregating data feeds an extremely time-consuming process.

Messari needed a reliable data solution to serve as the backbone to their derived analytics, charting, and screener tools, which would allow them to develop new features without having to worry about the basics.

"We needed someone with comprehensive global exchange coverage, deep historical data, and a reliable API. As a visible brand in the crypto space, we can't afford breakages in our real time API or incomplete order book data."

- Ryan Selkis, CEO of **MESSARI**

BITFINEX **GEMINI** **kraken**

coinbase **Bitstamp**

BINANCE

Normalization

Taxonomy Standardization

Gap Detection

Cleaning and Aggregation

Storage and Organization

The Solution: Comprehensive Data Feeds From a Single API

100+

Exchanges


1000+

Assets

35,000+

Trading Pairs

Exchange Rates



Trade Data



Order Books



OHLCV

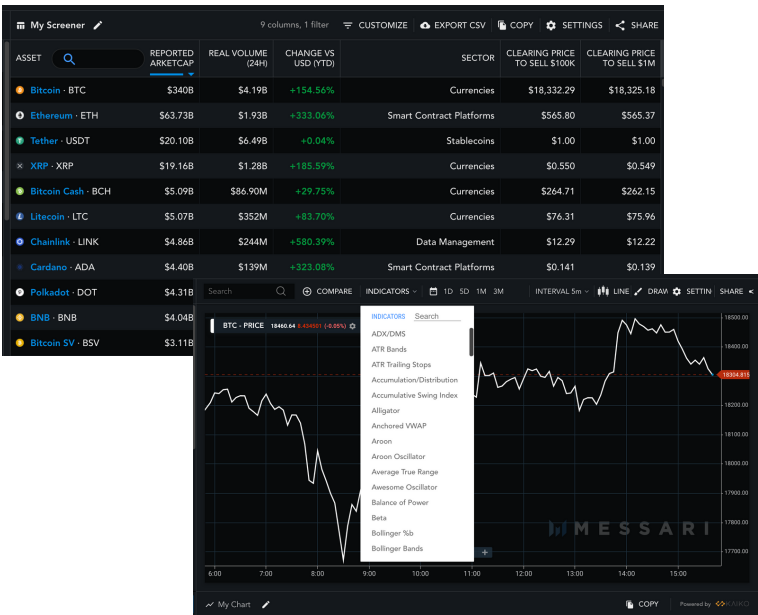


Results: Advanced Charting and Analytics

Access to **8+ years of historical data**, real-time data feeds, and a suite of aggregated and tick-level market data—all from a single API—has enabled Messari to build one of the most advanced charting and analytics platforms in the industry.

Their **charting tool** and **screener tool** allows users to add custom analytics to 900+ asset prices, at granularities ranging from 5 minutes to two weeks.

By outsourcing data management to Kaiko, Messari ensures that they have the developer resources to build any set of features, data visualizations, and derived metrics, leveraging high-quality trade, order book, and OHLCV data.



"Kaiko was in a league of its own with respect to historical data, granularity, and reliability. They've also got one of the best and most collaborative teams that we've worked with."

- Ryan Selkis, CEO of **MESSARI**

[API Documentation](#)

[Data Dictionary](#)

Get Started with Kaiko Today

- ✓ APIs optimized for charting, analytics, and derived metrics.
- ✓ Enterprise-quality support with on-call private slack channels.
- ✓ Custom data plans to fit your unique data requirements.
- ✓ Free trials with up to 1 month history.

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