



CASE STUDY

Azteco makes bitcoin accessible for anyone, anywhere with Runa

AZTECO

About Azteco

Azteco are on a mission to make it easy for everyone, everywhere to use bitcoin every day. Azteco bitcoin vouchers are available in small amounts and work just like traditional gift cards. They can be redeemed for bitcoin in less than a minute and there's no need to create any new accounts. Once a customer has redeemed their Azteco voucher, the bitcoin is theirs to spend right away, send to family and friends, or save for the future.

The Azteco team have already seen wide interest globally, where people welcome the ability to get bitcoin quickly and easily without having to open an account on an exchange. Additionally, they are seeing increased usage for cross-border remittances, especially to developing nations where people may not have reliable bank access or a reliable FIAT currency.

The Challenge

Driving bitcoin usage and diversifying use cases is crucial to Azteco's success. A new use case they were keen to grow was the use of bitcoin vouchers for rewards & recognition. They were looking for a partner that would help them distribute and scale across this and other new audiences. The team did not want to integrate with multiple providers so it was important to them to find one partner that could help them to reach as many business customers as possible.

AT A GLANCE

Azteco works with Runa to reach new audiences

Mission to lower barrier to entry of bitcoin

Collaboration to grow and diversify use cases

Azteco's needs

- ✓ Easy integration
- ✓ 0 ongoing fees
- ✓ Large, diverse customer base

"Integrating with Runa was extremely easy. Through this one simple integration we are able to reach new customers and drive new use cases avoiding multiple integrations and saving a lot of time."

Tom Dobbels, Head of Sales, Azteco

Working With Runa

Azteco decided to partner with Runa, seeing the company as the best partner to grow with. The team recognized a similar challenger mentality and was happy to find a partner with whom to drive the increased use of digital value.

Unlike other companies, Runa does not charge an integration fee or a monthly fee but rather offers opportunities for joint growth and success. Azteco were also impressed with the smooth integration process with Runa. Additionally, the team appreciated having Azteco listed as an option next to familiar, established brands like Amazon and Visa, which is important in their strategy to normalize and familiarize bitcoin.

Results

Increasing adoption of bitcoin gives way to new use cases that Azteco had previously not been able to identify or reach. By partnering with Runa, Azteco has the ability to activate these new potential consumers by exposing their vouchers to new B2B clients with a range of use cases including rewards & recognition, marketing incentives and loyalty.



"In Runa we were really happy to find a partner with whom we can scale and grow. We are on a mission to make bitcoin accessible and usable for everyone and we are excited to work with a partner who has similar ambitions around enabling digital value."

Tom Dobbels, Head of Sales, Azteco