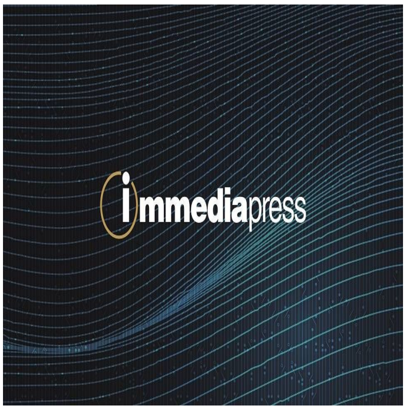

Zoomex Launches Earning Initiative as Inflation Drives Shift Toward Capital Efficiency in Crypto Markets

Descrizione

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

Platform highlights growing demand for yield and systematic strategies as interest rate uncertainty reshapes user behavior

VICTORIA, Seychelles, March 28, 2026 /PRNewswire/ â?? Crypto exchange Zoomex has introduced a new user initiative focused on its earning products, as rising inflation and uncertain interest rate expectations continue to reshape how traders manage capital across digital asset markets.

The move comes amid a broader shift in investor behavior. With interest rates remaining elevated across major economies and macro conditions becoming less predictable, market participants are increasingly looking beyond trade execution to how capital is managed between positions.

From Market Timing to Capital Efficiency

While volatility remains a defining feature of crypto markets, Zoomex notes that trading activity alone is no longer sufficient in the current environment.

A key issue, according to the platform, is idle capital â?? funds that remain unutilised outside active positions.

â??Traders have traditionally focused on timing the market, but in a high interest rate environment, the bigger question is what happens to capital when it is not being deployed,â?• said Fernando, Marketing Director at Zoomex.

This dynamic is becoming more visible as users balance short-term trading opportunities with longer holding periods, particularly during phases of macro-driven uncertainty.

Industry Shift: From Fragmented Tools to Integrated Strategies

The growing demand for yield-generating strategies has led many platforms to introduce earning products. However, these offerings are often fragmented, requiring users to move assets across multiple interfaces or sacrifice flexibility for returns.

According to Zoomex, this structure limits capital efficiency and adds operational complexity for users attempting to manage assets dynamically.

Instead, the platform sees trading, strategy, and earning as interconnected components of a broader capital management approach.

A Multi-Layer Approach to Continuous Capital Deployment

Zoomex integrates multiple modes of capital deployment within a single system, allowing users to shift between strategies without transferring funds across products or platforms.

The framework consists of:

Together, this structure supports more continuous capital utilisation, whether through active trading, automated strategies, or passive yield generation.

â??The market is no longer just about whether you are in or out of a trade,â?• Fernando added. â??Itâ??s about whether your capital remains productive across different market conditions.â?•

Beyond trading and earning within the platform, Zoomex is also expanding how capital can be utilized in real-world scenarios through the introduction of the Zoomex Card.

The card enables users to access and spend their digital assets more seamlessly, bridging the gap between on-platform capital management and everyday financial use. By allowing assets to remain connected to the broader Zoomex ecosystem, users can maintain flexibility while extending the utility of their funds beyond trading environments.

This development reflects a broader view of capital efficiency â?? not only in terms of generating yield or executing trades, but also in enabling liquidity and usability in daily life without unnecessary friction.

Importantly, the system is designed to remain accessible, reducing the need for complex allocation strategies or multi-platform management.

Zoomex Expands Access to Earning Tools Through New User Initiative

As part of this shift, Zoomex has introduced a new user campaign focused on its Earning products, aimed at improving accessibility for users entering the platform.

The initiative is designed to guide users through earning features, providing structured entry points into yield-generating strategies at a time when interest rate considerations are becoming increasingly central to investment decisions.

The company stated that the campaign is intended to simplify onboarding while helping users understand how to balance trading activity with capital efficiency.

Zoomex March New User Benefits ï½?200% APY

Platforms Evolve Into Capital Management Systems

The development reflects a broader transition across the industry, where trading platforms are increasingly evaluated not only on execution performance, but on their ability to support capital management across varying market conditions.

Metrics such as:

are becoming more central to how users assess platform value.

â??Users are no longer choosing between trading and earning â?? they expect both to function seamlessly within the same environment,â?• Fernando said.

As macroeconomic uncertainty persists, the role of crypto platforms is expected to expand beyond trade execution toward integrated capital management.

In this context, the ability to maintain productive capital allocation â?? even outside active trading periods â?? may become a defining factor in how users navigate both volatility and long-term portfolio growth.

Zoomex indicated that its product development will continue to align with this shift, with a focus on enabling more efficient, flexible, and continuous capital strategies for users globally.

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