

Mintable's New Strategies to Capture The Growing NFT Market



Los Angeles, California Jan 17, 2022 ([IssueWire.com](https://www.issuewire.com)) - In order to maximize value capture from the growing NFT market, Mintable is launching a series of initiatives aimed at improving the NFT trading experience, by reducing friction and creating opportunities through partnerships with key industry leaders.

Mintable's plans for 2022 include a strategic re-branding of the marketplace, a complete overhaul of the platform for an improved user experience, and the integration of the Polygon sidechain.

These new initiatives follow a major platform upgrade in November last year, in which Mintable aggregated all NFTs on the Ethereum blockchain and added a suite of new features to improve the NFT trading experience. The platform also recently integrated the Immutable X layer-2 solution, allowing users to trade NFTs through instant, carbon-neutral transactions with no gas fees.

Upgrades to the marketplace are accompanied by strategic campaigns with trending blue-chip NFT collections. Launching on 19 Jan 2022, The Blue Box Campaign will be the first in a series of campaigns to incentivize trading and provide novel opportunities for NFT investment.

ABOUT MINTABLE

Mintable is a next-generation non-fungible token (NFT) marketplace built on the Ethereum & Zilliqa blockchain. Launched in 2018, Mintable has pushed the NFT industry forward by being the first to design gasless minting, batch minting, and royalties, empowering artists and creators to monetize their work via NFTs. Mintable's gas-free minting option allows the everyday person to get involved with NFTs without any prior knowledge in coding or upfront cost of minting an asset – a great way for everyone to get into crypto. In 2021, Mintable announced the backing of a list of high-caliber investors including renowned venture capitalist and television personality, Mark Cuban, Sound Ventures, a venture capital firm founded by Ashton Kutcher, and Guy Oseary, and TIME Ventures, the investment fund for Marc Benioff. To date, Mintable has sold and auctioned works by Grammy-Award-winning artists, 20th-century avant-garde artists, and various high-profile artists and celebrities.

For more information, please visit: <https://www.mintable.com/>

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