



January 13th, 2025

Target:  Alteryx

Buyer:  Chainalysis

Moonpay Acquires Helios for an Estimated \$150M

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Transaction Overview

On January 13, 2025, Chainalysis, a blockchain data platform specializing in cryptocurrency investigations, compliance, and risk management solutions, announced its acquisition of Alteryx—a fintech platform focused on protecting financial institutions and crypto service providers from authorized push-payment (APP) fraud and scams—for an undisclosed amount.

Target: Alteryx

Alteryx is a B2B fintech company specializing in AI-powered threat intelligence solutions for the financial services industry. Its services focus on preventing authorized push-payment (APP) fraud by blocking transactions to identified scammers and leveraging high-fidelity data to detect potential money mules and other fraudulent activities.

With expertise in using AI to combat GenAI-related scams, Alteryx has identified over \$10 billion sent to scams and actively works to protect more than 100 million end users. A leader in the cybersecurity sector, Alteryx partners with companies such as Block, Binance, and Coinbase.

Founded in 2022 by Elad Fouks and Shahaf Gonen, Alteryx is headquartered in Tel Aviv, Israel, and employs over 20 team members. The company raised \$6.6 million in seed funding from Bettermode, Battery Ventures, and Tribe Capital, with additional participation from Liquid 2 Ventures, NFX, Nyca Partners, and FJ Labs.

Buyer: Chainalysis

Chainalysis Inc., founded in 2014 and headquartered in New York City, is the global leader in blockchain data and analytics. The company supports over 1,000 government agencies, financial institutions, and cryptocurrency businesses across more than 70 countries. Chainalysis plays a pivotal role in promoting transparency and trust within the cryptocurrency ecosystem, with its solutions aiding in the recovery of over \$10 billion in stolen cryptocurrency and the identification of major illicit financial networks.

Its flagship products include Chainalysis Know Your Transaction (KYT), a real-time compliance solution that processes billions of dollars in cryptocurrency transactions daily, ensuring adherence to global regulations. Chainalysis Reactor, its investigative software, links transactions to real-world entities, enabling law enforcement to dismantle criminal networks. Additionally, Chainalysis Kryptos provides financial institutions with advanced risk assessment tools for cryptocurrency investments. Beyond its software offerings, Chainalysis delivers forensic services that have supported investigations into ransomware, fraud, and money laundering.

Backed by prominent investors such as Accel, Benchmark, GIC, and Paradigm, Chainalysis has raised over \$500 million to expand its capabilities. With offices around the world, it continues to be a driving force in combating financial crimes and shaping the future of blockchain technology.

Transaction Parameters

Chainalysis announced the acquisition of Alteryx for an undisclosed amount, however, rumors estimate the valuation at \$150 million.

Previous comparable transactions include: Hexagon | Chainalysis, Blowfish | Phantom, Edge Intelligence | BlockX Capital, Wallet Guard | ConsenSys, Staging Labs | Markle Science



Strategic Rationale

Chainalysis acquired Alteryx to expand its fraud prevention capabilities and enhance its blockchain data platform. Alteryx's AI-powered fraud detection system identifies scammers before they target victims, enabling real-time fraud protection and strengthening KYC processes for exchanges, blockchains, and wallet providers. By monitoring over \$8 billion in transactions monthly, Alteryx has reduced fraud by up to 60% for major exchanges like Binance and Coinbase, protecting 100 million users. Its solutions also reduce disputes, improve efficiency, and address the growing threat of generative AI, which allows scammers to create high-quality fake identities and content to bypass traditional protections. Notably, 85% of scams now involve fully verified accounts.

This acquisition builds on Chainalysis's recent purchase of Hexagate by extending its focus from blockchain security to broader payment fraud prevention. While Hexagate specialized in securing Web3 ecosystems, Alteryx brings expertise in detecting scams across both crypto and fiat systems. Together, these technologies strengthen fraud detection across digital payment networks, creating a more robust platform to combat illicit financial activities.

Architect Partners' Observations

Chainalysis is executing on their strategic shift from post facto understanding fraud and compliance breaches to focus on preventing them. This is an incredibly deep set of opportunities, which as the traditional IT security markets have proven, only persist and get larger. Kudos to Chainalysis!

Sources

[PitchBook](#), [Press Release](#)