Broker profiles, targeted marketing, and account opening

Turn target market leads into active customers, all in TradingView's ecosystem.
What is TradingView?

For over 10 years, TradingView has quietly been building the biggest financial site on the web. We are now the largest social platform for traders and investors, globally.

The product combines web-based financial analytics platform with a thriving community of market participants, beginner investors, and everyone in between.

Ask your customers about TradingView, chances are, they're familiar.

With a team of over 200 engineers, we are constantly adding more features, including desktop and mobile products, as well as adding more datasets, languages, and functionality.
By the numbers...

Last year our user growth accelerated more than 2x, and this year is looking to be similar in scale, size, and scope.

* The rank is calculated using a combination of average daily visitors to this site and pageviews on this site over 3 months.
** as of June 2021.
By the numbers...

Last year our user growth accelerated more than 2x, and this year is looking to be similar in scale, size, and scope.

Over 30 mln + unique monthly visitors

In the past 6 years, over 400 mln + visitors

... and we’re just getting started. This is still only 5 percent of the global population.
Connecting the world to trade

While we started in just web analytics, we now connecting broker APIs globally.

With over 20+ connected broker APIs today, this allows customers to quickly sign into their brokerage and start trading in a matter of seconds directly from our site.

If a customer does not have an account, they can review to our brokerage marketplace and can choose from best in class (highest rated) integrated partners.

Our technology team works hand-in-hand with trading partners to evaluate, develop and deploy the backend API technology necessary to onboard new trading apps on TradingView.
What do you get?

TradingView offers partners exposure to one of the most targeted audiences in the world, with performance-based inventory that allows them to scale budget based on success rates.

Integrated trading partners will be given visibility in premium site sections, and have access to premium marketing inventory only available for API partners.

Your dedicated broker section page offers customers key info on promotions, offers, and account opening.

Brokers gather followers, share insights, and increase their brand loyalty through chats with customers.
Verified Reviews & Awards

Unlike anywhere else on the web — your brokerage section page will receive verified customer reviews from an objective community, discussing their experience utilizing your brokerage or exchange service.

Users will verify their brokerage account by logging in via TradingView in order to be able to leave a review.
You can reply to reviews in-line, ask for clarifications, offer support, and engage customers directly.

Many trading partners now use these reviews in web marketing materials as an objective 3rd party review.
Verified Reviews & Awards

Every year, TradingView users vote for their favorite brokerage partners. Win one of a handful of coveted awards by integrating...
Premium marketing inventory

We’ve created new marketing inventory that is only available for integrated brokerage partners throughout the TradingView website.

This exclusive branding displays your logo, company slogan or activation text, and links out to whatever signup flow you choose.

This inventory is listed on the ideas pages, Broker name and logo on markets and symbols pages, distinct by asset class.

You provide the link you want to be placed on the branding (i.e. registration link or direct access to your website)
Lead Generation for Brokers (CPL)

Alongside Premium inventory, we've created lead generation inventory for account opening. This allows partners to capture customer information, and then link the customer to a signup flow.
What is the value of CPL inventory for partners?

Available to Silver, Gold, and Platinum plan holders.
Homepage widget exposure (Platinum Plan) & ‘Open account’ option directly from TradingView Trading Panel

Simple account opening process for potential customers

Single click lead generation for integrated partners

30M addressable audience

Receive 100% verified lead info (name & surname, email, phone#, country)

Country-specific pricing model, “Open Account” button will only be available in countries with Broker Plan

Programmatic delivery of leads (via API)
Customer journey

User signs up toTradingView

User checks broker options
Customer journey

Top Brokers on TradingView

User completes the form and being redirected back to TradingView

User clicks lead form

We've sent your data

Don't worry, we've already passed on your data to the broker. They'll be in touch as soon as they can let you know what happens next.
Customer journey

Choose your broker and log into your broker account. You can find information on ratings available at the Brokers Page.
Customer journey

User is logged with the broker in and can trade directly from TradingView
Technical details

TradingView requires partners to have a server REST API.

Server REST API is used to pass the user’s data directly and securely to Broker’s backend (CRM).

All done in 1 click for the user (i.e. 1st registration step is being completed instantly and effectively).

TradingView guarantees the user’s data is verified.

TradingView redirects the user to the Broker’s website / can show any information to the user Broker sends in the response.

The reporting system to be agreed on (daily, weekly, bi-monthly).

Simple visualization of API bridging.
TradingView REST API Integration Roadmap

Stage 1
- TradingView broker analysis
  - Business-level discussion
  - Commercial paperwork
  - Technical feasibility confirmation
  - Invoicing
  - Payment confirmed

Stage 2
- Rest API endpoints implementation
  - Data endpoints implementation on broker’s side
  - Trading endpoints implementation on broker’s side
  - Data autotests completion (Jenkins)
  - Trading autotests completion (rest-api-test)

Stage 3
- Sandbox
  - TradingView configures Sandbox access
  - Sandbox tests on broker’s side
  - Mandatory functionality checklist completion on broker’s side

Stage 4 (~4-8 weeks)
- Pre-release TradingView testing
  - Smoke testing to identify any missing conformance
  - Test case plan
  - Conformance testing

Congrats
- Open to all users
  - Broker Profile established
  - Broker icon in TradingView trading panel is available
  - Users can connect to broker and trade directly from TradingView platform
  - Blog-post published

* Please note, there could be waiting time between the integration stages
** The approximate release date can only be estimated after the smoke tests
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*Subject to regulatory compliance  
**Subject to additional cost
Notes & Restrictions

AS NOTED, A TRADING INTEGRATION IS REQUIRED FOR EACH BROKER PLAN.

Technical integration for data & trading requires a REST API and building/testing the integration. In rare cases, these may incur additional charges. This work may be performed by you, or by TradingView, pending commitment levels. It is important to first review the TradingView REST API documentation to determine technical compatibility.

All brokers or exchanges listed on TradingView are required to purchase a Broker Plan, which provides quite a lot of marketing benefits.

Countries included (not languages/regions) means you choose a country or countries in which to appear as listed in the broker listing. An example: If you choose a Silver plan, you can choose the UK as your country. When a user with an IP from UK visits TradingView, in the Broker Section only brokers with UK selected in their plans will be visible and available for trading. The Broker Section is hidden entirely for countries where there are no listed brokers.

Ideas Shared by brokers holding Platinum Plan are also highlighted in various idea streams vs other user ideas for increased visibility.
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