Where the traders are

Turn targeted leads into active customers – all with TradingView
About us

What you get

Reviews + Awards

Customer journey

Tech specs
Chart, chat and trade markets

Speaking your language

We support over 20+ languages, so that people all over the world can freely and easily use our platform. Being accessible to everyone, everywhere, is one of our main goals.

Always adding new features

With a team of over 200 engineers, we’re constantly updating our platform with new and useful stuff such as more datasets, languages, and added functionality – on web, desktop and mobile.

Go ask your customers, they’ll know us

For over a decade, we've been quietly building one of the biggest financial sites on the web. We're now the largest social platform for traders and investors, globally.
The stats that matter

Here are the stats behind who we are and what we do (and how much exposure your brand will receive as a result):

30M+
Traders and investors who visit us every month

#1
Top website in the world when it comes to all things investing

200M+
Site visits, every month

4.9/5 Rated
Finance app-wise, no one else is more loved

* According to SimilarWeb data  ** as of May 2022
A decade ago, we set out to change the way people trade

Today, over 30 brokers are connected to us globally and growing. Our goal is to continue to build the best platform for all traders and investors, and our brokerage partners are key to that vision. We want to create the best environment where – once a user is ready – they can browse brokers, read their descriptions, reviews, ideas and comments, and then open an account simply and easily – before trading directly through them via our charts.

To support this goal, our tech team works hand-in-hand with partners to evaluate, develop and deploy the backend API technology needed to onboard new trading platforms onto TradingView smoothly and speedily.
An ecosystem like no other

With the help of our partners, we’ve built a place unlike any other on the internet: an environment where brokers don’t have to focus on the quality of their interface, only their product offering. And traders can freely browse all participants to find the broker that suits them best, based on their own needs, but also on what the community is saying. Meritocratic by design.

What you get

- A modern, cloud-based futures trading platform offering unlimited, commission-free trading for a flat price. No per-trade commissions, platform licensing feed, or mobile app fees.
- A global award-winning trading platform. Trade over 3,000 markets including Tesla, Apple, Crude oil, S&P 500, largest range of FX pairs and cryptocurrencies.
Plant your flag, and let traders find you

Our dedicated broker profile pages offer customers key insight into your promotions, ideas, and account opening process. Brokers can also gain followers, share insights, and increase their brand loyalty through conversations directly with our users.

What you get · 08
Let them join you in just a couple of clicks

A brokerage integration is not only for your existing customers, but also acts as a huge opportunity to attract new users from within our community of 30M+ traders and investors. Our focus is to pass lead data into your CRM directly via our native UI, reducing user friction when opening an account with you.

- Available to ALL broker plan holders
- Receive 100% verified leads
- Improved conversion rates
- Flexible setup terms

What you get

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Now it’s time to pick a broker

We’ve sent your data to Broker

Nice work, we’ve passed your data on to the Broker. They’ll say hello and let you know about the next step soon.
Trading is for life, not just for rallies

Of course, once you’re integrated with us, it’s not just about the leads and the exposure – you become a part of the most powerful trading platform in the world, and your customers can use all our indicators, alerts, drawing tools and more to contribute to a better, healthier and more long-lasting relationship with trading, and with you.

What you get

1. Alert
2. Indicators
Putting it all together

Silver, Gold, and Platinum plan holders get:

- Access to our 30M+ addressable audience
- An epic integrated trading experience
- A custom profile page for your brand
- Exclusive promo inventory on our most popular pages
- An organic and objective rating system
- A simplified account opening flow for new users
- Verified single click lead gen for integrated partners
- Programmatic delivery of leads (via API) is also available
- And finally, traders trading, trading, trading

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The feedback that matters (and nothing else)

Unlike anywhere else, your broker profile page will only receive verified customer reviews from an objective community. In this section, our users actively discuss their real-world experiences of using your services. No bots, no spam. Their ratings also determine your position on our brokers page – no one can buy their way ahead of you in the organic listings.
Genuine reviews from clients

**R**
*Jan 24*
**★★★★★ Excellent**
The best platform I've ever used!! It provides every tool you can think of, it even has a section for the community to talk and share trading ideas, amazing!! 11/10 recommend trading view.

**Z**
*Jan 28*
**★★★★★ Excellent**
Easy and intuitive. Lot's of great features, especially TradingView access. Great broker!

**P**
*Jun 21*
**★★★★★ Excellent**
One of the best, Excellent broker for many years and now with TradingView, Fantastic

**S**
*Jun 5*
**★★★★★ Excellent**
I've always liked TradingView from a distance. It's great to finally get to work with it. It's everything I thought it would be. Very happy.

**Y**
*Jun 13*
**★★★★★ Excellent**
Love the integration. Finally the best broker with the best trading tool.

**R**
*Jun 21*
**★★★★★ Excellent**
The best platform I've ever used!! It provides every tool you can think of, it even has a section for the community to talk and share trading ideas, amazing!! 11/10 recommend TradingView.

Thank you for the review you wrote on our page! We appreciate the kind words.
Interact with real users and build your marketing materials in the process

When your customers leave reviews, you can reply to them directly, ask for clarifications, offer support, or thank them for their lovely words. Many of our partners now also use these reviews in their marketing materials as objective testimonials of how good their services are.

Reviews + Awards

Really good broker for beginner retail traders. Great platform on both desktop and mobile. Plus connectivity to TradingView is super handy. I’m very happy!
Every year, our users vote for their favorite brokers.

You can win one of a handful of coveted and highly-visible awards when integrating with us.
Here’s the customer journey

By the end, a user is logged in with the broker and can trade directly with them from TradingView.

- **Sign up**
- **Lead processing**
- **Compare and review**
- **Open account**
- **Trading panel**
- **Check brokers list**
- **Choose Broker**
- **Connect to Broker**

[Watch video]
## Broker Profile Integration Roadmap

<table>
<thead>
<tr>
<th>Stage 1</th>
<th>Stage 2</th>
<th>Stage 3</th>
<th>Stage 4 (~4-8 weeks)</th>
<th>Finish</th>
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<tr>
<td>TradingView broker analysis</td>
<td>Rest API endpoints implementation</td>
<td>Sandbox</td>
<td>Pre-release TradingView testing</td>
<td>Open to all users</td>
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</table>

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

### 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 (Jenkins)

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

### Pre-release TradingView testing
- Smoke test
- Test cases plan
- Secondary smoke test
- Final test preparation
- 2 rounds of final test
- Closed production deploy

* Please note, there could be waiting time between the integration stages
** The approximate release date can only be estimated after the smoke tests
Lead Gen: Promises + Needs

- That the user data you receive is verified
- To redirect the user to your website for either a customized or regular account opening flow, and also show the user any information you send as a response
- To jointly agree a reporting system that works for you (for example: daily, weekly, bi-monthly)
- We require partners to build a server REST API based on our specifications
- The server REST API is used to pass the user’s data directly and securely to your backend systems
- Everything is done with one click by the user (i.e. the first registration step can be completed instantly)

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Browser

User inputs his data. Can change e-mail and phone number

Backend

Backend is checking the data: confirming if e-mail and phone number are verified

Broker

Complete

Simple visualisation of API bridging
## Broker Profile Plans

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<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
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<td>No ads on published ideas/scripts</td>
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<tr>
<td><strong>API Integration by TradingView</strong></td>
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*Subject to regulatory compliance  **Subject to additional cost
The T&Cs

The technical integration for data and trading requires a REST API, plus the building and testing of it. In rare cases, this process may incur additional charges. This work could be performed by you, or by us, depending on commitment levels. It's important for you to first review the TradingView REST API documentation to determine if there's a technical compatibility between us.

All brokers or exchanges listed on TradingView are required to purchase a broker plan with us (it provides quite a lot of marketing benefits, so it's a good thing).

Countries included (not languages/regions) means you choose a country or countries in which to appear in the broker listings. An example: if you choose a Silver Plan, you can select the UK as your target country. When a user with an IP address from the UK visits TradingView, in our Brokers section only brokers with the UK selected in their plans will be visible and made available for trading.

Our Brokers section is hidden entirely for countries where there are no listed brokers. Ideas shared by brokers holding Platinum Plans are also highlighted in various Ideas feeds too, for added visibility.

As noted, a trading integration is required for each broker plan.
Thanks for your time