

# Pilot Program Recommendations and Use Cases



## Recommendations

TrendSpider offers a unique way for brokers to bring in fresh capital, recover lost and “at risk” customers, encourage increased trading activity, and differentiate from other brokers. By offering your users access to TrendSpider, you can save them not insignificant amounts of money and time, as well as encourage them to continue actively trading.



## Pilot Program Ideas

TrendSpider’s offering is flexible and can be used in a number of ways. At the same time, we recognize the need of some brokers to test the program out before committing to it. Therein, here are a few potential ways to use TrendSpider to target common pain-points in the brokerage business. This will allow you to explore the ways that TrendSpider can be most useful to your organization with minimal risk.



### Get Un-Funded Accounts Funded



Offer N months of TrendSpider access to previously un-funded accounts IF they fund their account by \$X or more by a certain date.

### Reduce “At Risk” Accounts



Offer N months of TrendSpider access to accounts that are at high risk of cancellation or transfer-out due to falling trade volume, recent margin calls, or other leading indicators.

### Reward Highly Active Accounts



Encourage your most active and profitable users to be even more active by arming them with TrendSpider’s unique set of proprietary tools.

### Encourage More Trading with Low Volume Accounts



Some users buy-and-hold far past when they should have sold. Tools like TrendSpider may therefore help them identify and react to market changes better.



Offer then access to TrendSpider for N months after accounts with low trade volume access to TrendSpider to encourage them to trade in-and-out of positions more often.

### Website Conversions/Differentiation



A/B test a landing page that offers N months of TrendSpider as a value add of using your brokerage vs. your existing website which does not and measure the difference in conversion rate.