TrendSpider Partnership Opportunity for Brokers and Exchanges

What is TrendSpider?

TrendSpider is a professional grade market research, analysis and trading platform designed by retail investors, for retail investors. It provides over 100 individual tools designed to make the process of discovering, analyzing and acting on trading opportunities more efficient for users.

The Problem

- Brokers are no longer able to easily differentiate themselves via price or customer service

- Consumers struggle with selecting a broker because they all look the same, have the same offerings, charge the same fees, etc.

- Retail traders generally do not have much affinity for broker provided trading tools and prefer third party tools like TrendSpider. As a result, brokers are purely execution vehicles and command little-to-no loyalty from the end user.

The Solution

- Offer TrendSpider as a value-added benefit of choosing your brokerage over others.

- Improve differentiation to make it easier to acquire new customers by improving conversion rates among prospective users

- Improve the customer experience for retail traders to increase their stickiness and trading volume

Benefits of Offering TrendSpider for Brokers

Differentiate, Increase Conversion Rate and Improve Marketing ROI

- Stand out when compared to other brokers who only offer their own in-house software platforms.

- Increase conversion rates by offering a more compelling 'complete package' to users.

Improve Loyalty, Stickiness, Satisfaction and Customer Retention

- Link brokerage user's access to their preferred software to their account making them less likely to switch to another brokerage in the future.

- Improve the confidence and satisfaction of your traders so that they trade more frequently.

Increase Trading Volume, PFOF Revenues and LTV

- Empower brokerage users to find trading opportunities that fit their personal criteria more easily and consistently

- Increase overall order volume by helping traders better time their trades

- Increased stickiness result, reduced CAC. and improved satisfaction work together to increase LTV of each account.

Flexible, Customizable Partnership Options:

⚡ **License and offer TrendSpider to users as a value added benefit**

- Resell
- Redistribute
- Grey label option available
- Custom Packages (design a custom TrendSpider plan for your users)

⚡ **Flexible terms for brokers that scale with your business**

- Per-User Billing (Pay per activated customer account)
- Bulk Licensing (Discounts for bulk licensing seats)
- Fungible Seats (New customers can take cancelled customers spot)

Numerous ways to add value with TrendSpider

Free Value Add

Bulk license TrendSpider and give access to all customers with a funded account as a value add of using your broker

Hybrid Free/Paid Value Add

Bulk license TrendSpider and give access to all "VIP" accounts (defined however you wish). Allow other customers to buy access to TrendSpider at special rates.

Paid Value Add

Bulk license TrendSpider and offer to users for an additional fee that will be lower than if they purchased TrendSpider directly.

Product Details

- **100% Cloud Based "It Just Works" Architecture**
- **Price Data for Over 61,000 Assets**

  All US Stocks and ETFs
  US listed OTC stocks
  CBOE Indices
  CME Futures
  900+ Forex Pairs
  170+ Cryptocurrency Exchanges

- **Designed for browsers:**

  Mozilla Firefox
  Google Chrome

- **Mobile apps for following platforms:**

  Apple iPhone (iOS)
  Google Android phones

- **Tech support available during market NYSE hours:**

  Telephone
  Email
  Live Chat

- **Free One-on-One Training Available:**

  Monday to Friday from 8am CST to 10pm CST

- **SLA covers all customers:**

  99.9% Uptime

- **Alert Delivery:**

  SMS/Text Message
  E-mail
  In-App Notifications
  Webhook to External Systems