



AI-TRENDS AND TIPS FOR BROKERS IN 2025

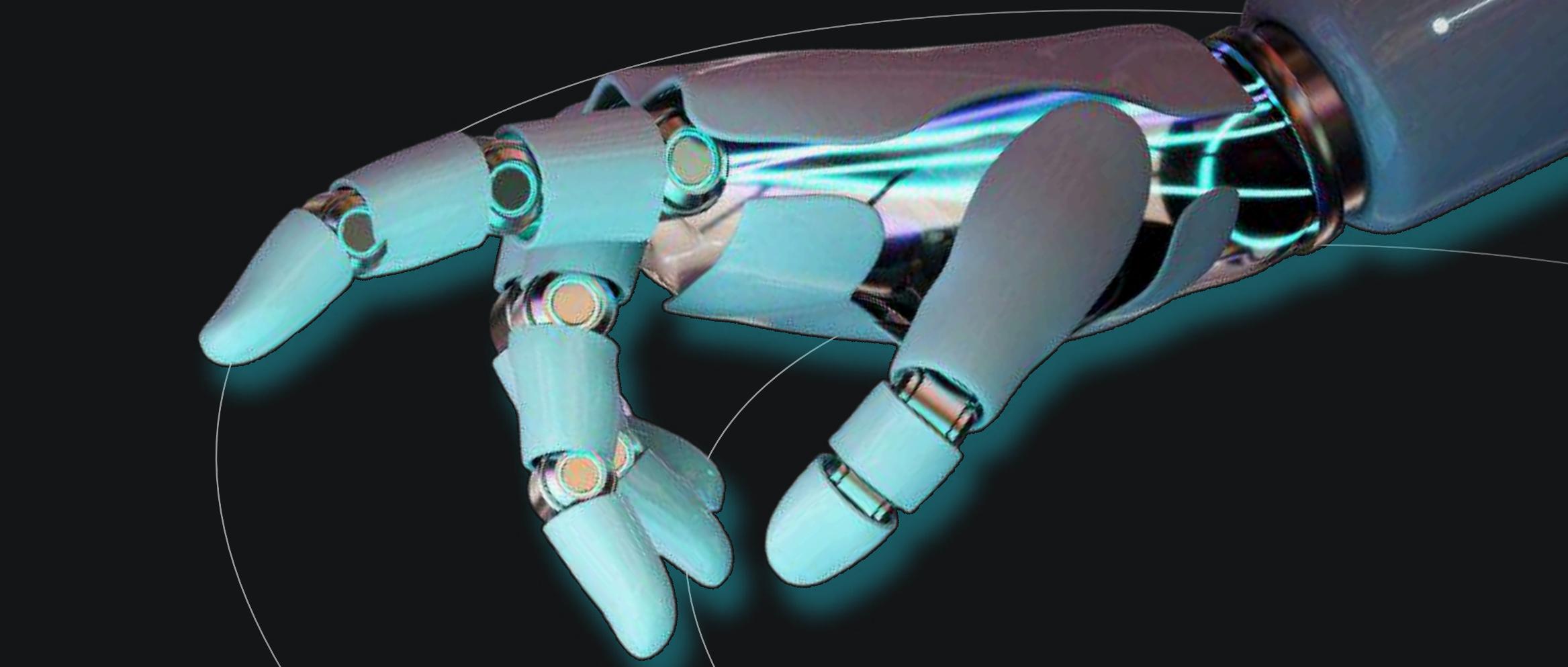
TIP N°1

SALES: ATTRACTING NEW CLIENTS WITH AI

Attracting new clients is a crucial step for the growth of a brokerage firm. In 2025, using AI for market analysis and optimizing client acquisition processes will be key to improving efficiency and business success.

TIP

Use AI to analyze client activity and identify opportunities for upselling or re-engaging inactive clients. This will help you offer personalized solutions and optimize your sales efforts, ultimately increasing conversions and revenue.



EXAMPLE

Our solutions play a key role in increasing sales, and these are just a few examples of how they can help optimize your sales efforts and improve profitability.

A Margin Call, helps quickly identify clients with margin calls and offer them solutions, which helps prevent client loss and increase profits.

Inactive Accounts allows you to track users who haven't traded for a while and bring them back to the platform with personalized offers.

With PnL Today, you can track clients' profits and losses in real time. This enables you to offer personalized solutions, such as account upgrades, switching trading instruments, or topping up their balance. This approach helps drive sales growth and enhance client loyalty.

TIP Nº2

ABUSE DETECTION AND FRAUD PREVENTION

The second most important aspect for brokers is preventing fraud and other violations. Trading abuses, such as scalping and unclear activities, can lead to financial losses and fines, and manual detection is a time-consuming and costly process.



TIP

Implement AI to quickly detect violations and protect your company from losses.

EXAMPLE

Our **Scalper Abuse** and **Ambiguous Abuse** reports automatically identify anomalous trades, such as excessive profit or loss over a short period of time, and detect suspicious profit distribution across client groups. These tools help you respond quickly to violations and prevent financial losses.

TIP N°3

OPTIMIZING RESOURCES

In today's environment, the trend towards cost optimization and increased operational efficiency is particularly relevant for brokers. Using solutions that do not require internal IT team involvement for integration and maintenance allows for savings in both time and financial resources, enabling you to focus more on key business processes.



TIP

Use solutions that minimize the need for technical support and integration. This will help speed up the implementation process, reduce costs, and allow you to focus on strategic development.



EXAMPLE

Our solutions integrate seamlessly with your existing infrastructure without the need for an IT team. We offer a **subscription-based model** that covers implementation, support, and updates, providing a ready-made solution for your business. This allows you to get started quickly and use our technology without the additional costs of a technical team.



TIP N°4

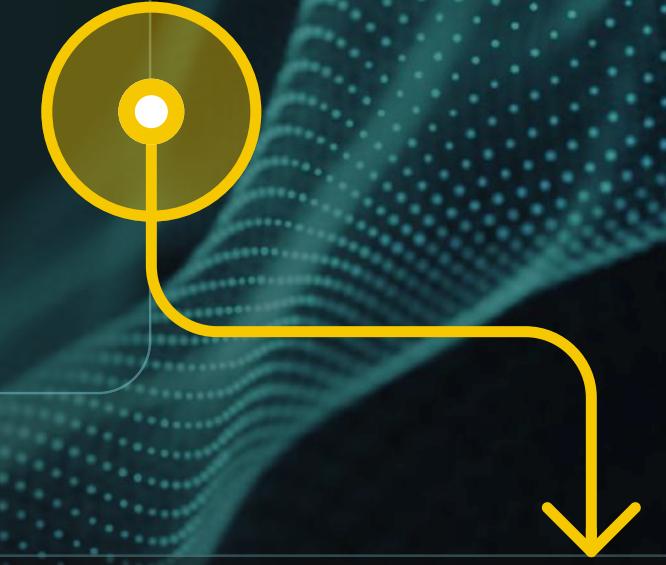
USING AI FOR DATA ANALYSIS AND RISK PREDICTION

Brokers can leverage AI to process large volumes of data, efficiently analyze the market, predict risks, and detect anomalies. AI plays a key role in enhancing risk management strategies and improving the accuracy of forecasts.



TIP

Use AI to monitor risks and predict trends. This will help identify potential threats quickly and make timely decisions to minimize risks.



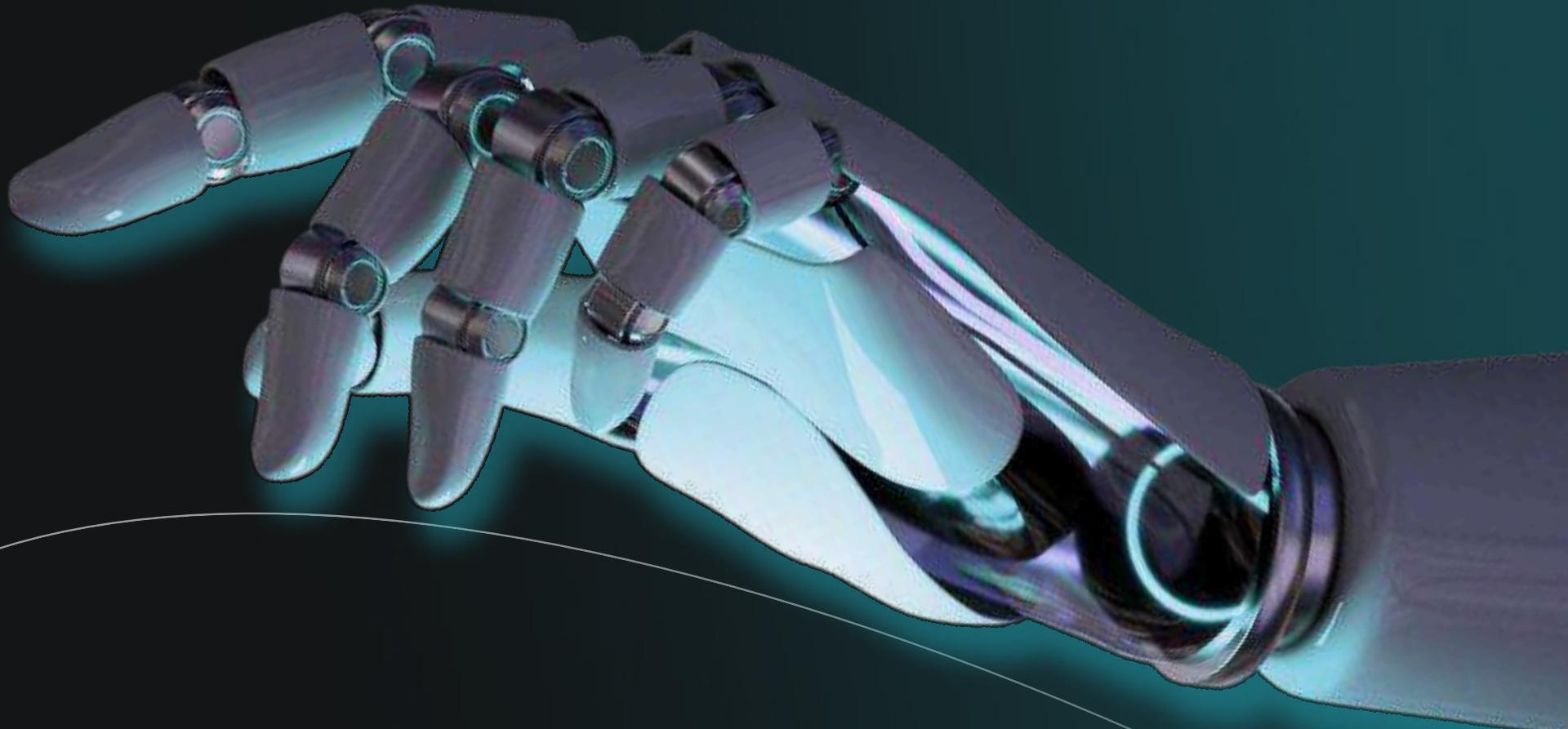
EXAMPLE

The "**Margin Call**" report allows for real-time tracking of user balance changes and highlights accounts that need priority attention. The "**AI Winners**" report helps brokers manage risks by identifying client trades for distribution in the A-book/B-book model.

TIP N°5

DECISION-MAKING WITH AI

Using AI for data analysis helps brokers make more informed and timely decisions. AI can process large volumes of data, identify patterns, and provide recommendations that would be difficult for a human to detect.



TIP

Implement AI to analyze trading data and other metrics. This will enable you to make more accurate and timely decisions, as well as predict market or client behavior.

UP TO 93 %

Accuracy of our AI's predictions



EXAMPLE

Our proprietary AI predicts with up to 93% accuracy which traders are likely to succeed in the future, enabling you to make confident, data-driven decisions. By leveraging our technology, you can effectively forecast market trends, client behavior, and risks, enhancing the quality of your trading strategies and increasing profitability.

TIP N°6

PERSONALIZED CLIENT OFFERINGS

Each year, personalized service becomes increasingly important. AI enables the tracking of client behaviour and the creation of tailored solutions that meet their specific needs.



Leverage AI to design personalized offerings for your clients to increase their loyalty and engagement. Personalized solutions not only enhance client satisfaction but also encourage long-term relationships.

EXAMPLE

You're just three clicks away from calling a client. Our solutions provide detailed insights into client behaviour through reports like **Daily PnL** and **Winners vs Losers**. These tools allow you to segment your audience and identify the unique needs of each client.

The Client Dashboard enables you to upload educational materials, books, and other resources, giving clients easy access to learning tools and improving their overall experience. This comprehensive approach ensures that your clients feel fully supported and prepared.

TIP N°7

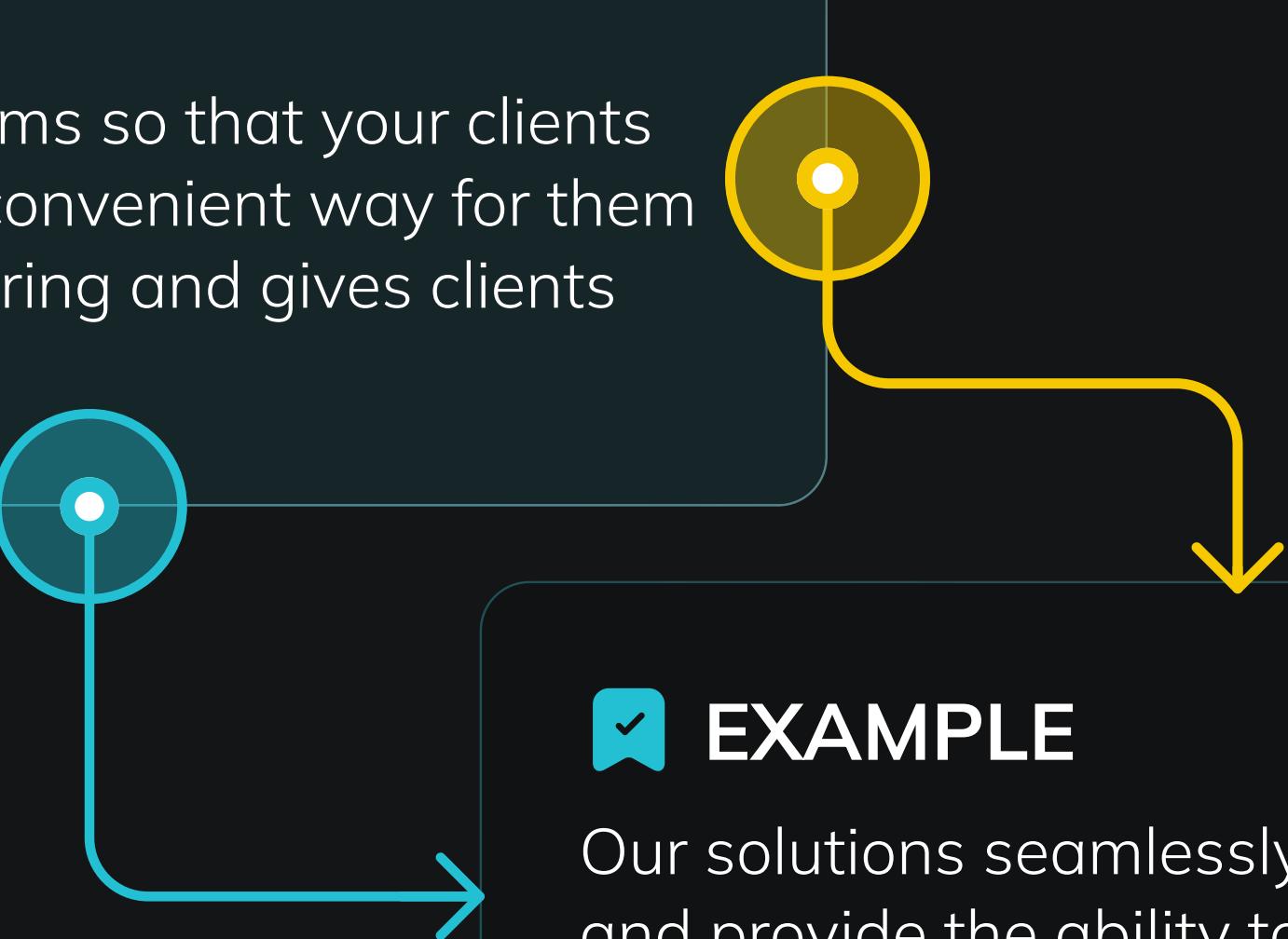
INTEGRATION WITH MULTIPLE TRADING PLATFORMS

Integrating with various trading platforms allows brokers to offer clients more flexible conditions and access to a wide range of tools.



TIP

Develop integration with multiple trading platforms so that your clients can work with different tools and find the most convenient way for them to trade. This increases the flexibility of your offering and gives clients more choice.



EXAMPLE

Our solutions seamlessly integrate with any trading platform and provide the ability to work in a user-friendly interface in real-time.

TIP N°8

USING AI FOR TEAM MANAGEMENT AND IMPROVING EFFICIENCY

In 2025, implementing AI to optimize team processes will become an important tool for increasing overall productivity. AI can automate tasks, track employee performance, and help respond quickly to changes.



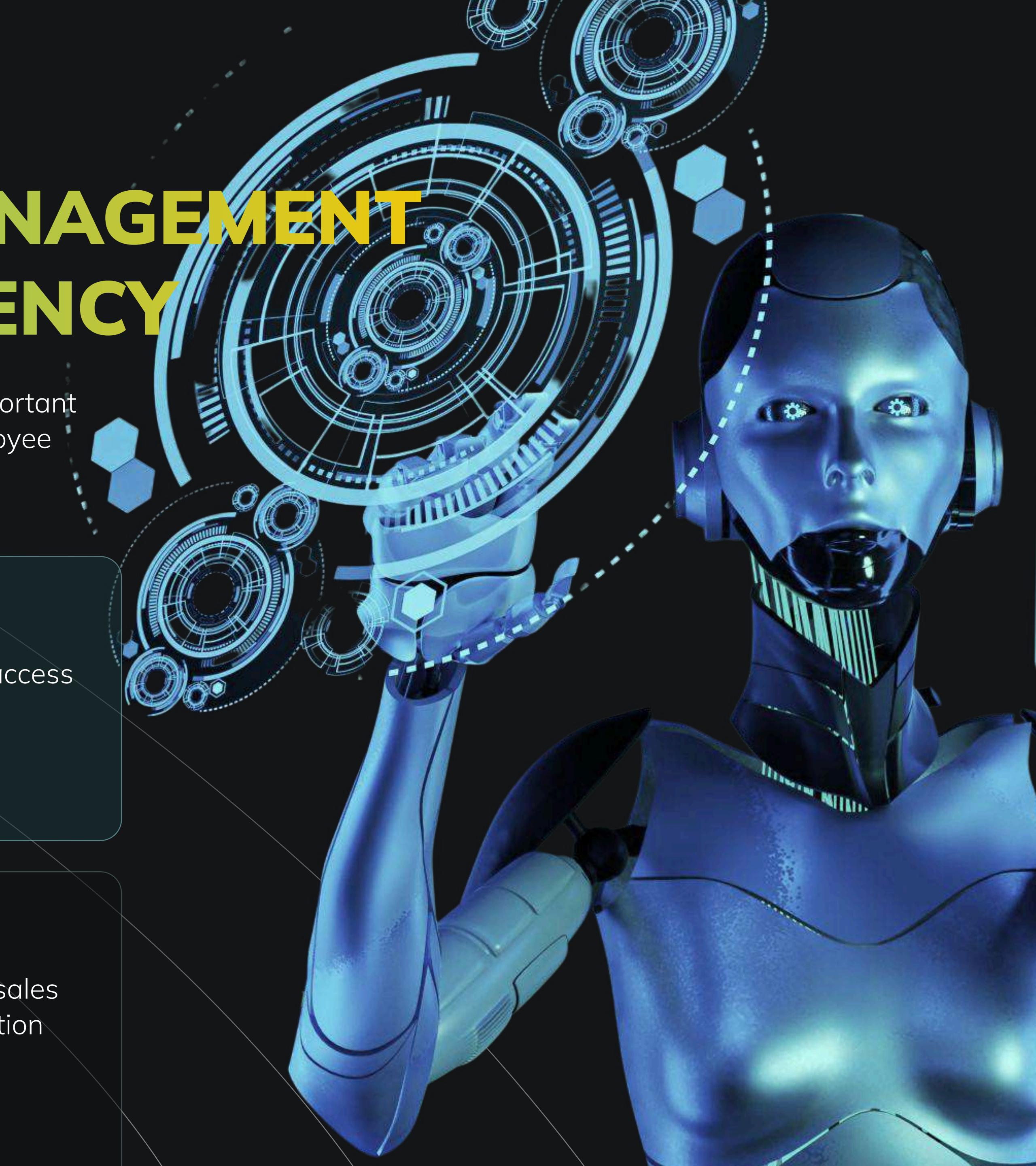
TIP

Implement AI to improve team management processes. Set different access levels for employees based on their roles to enhance task control and improve resource allocation.



EXAMPLE

Our **Conversion KPI reports** and access levels for managers and the sales team allow you to track employee performance, improving task execution efficiency and optimizing internal processes.



TIP N°9

OPTIMIZING OPERATIONAL EFFICIENCY WITH AI

Automating processes and using AI to improve operational efficiency are becoming crucial elements for successful business operations in 2025. AI helps reduce costs, speed up processes, and minimize errors, leading to increased overall productivity.



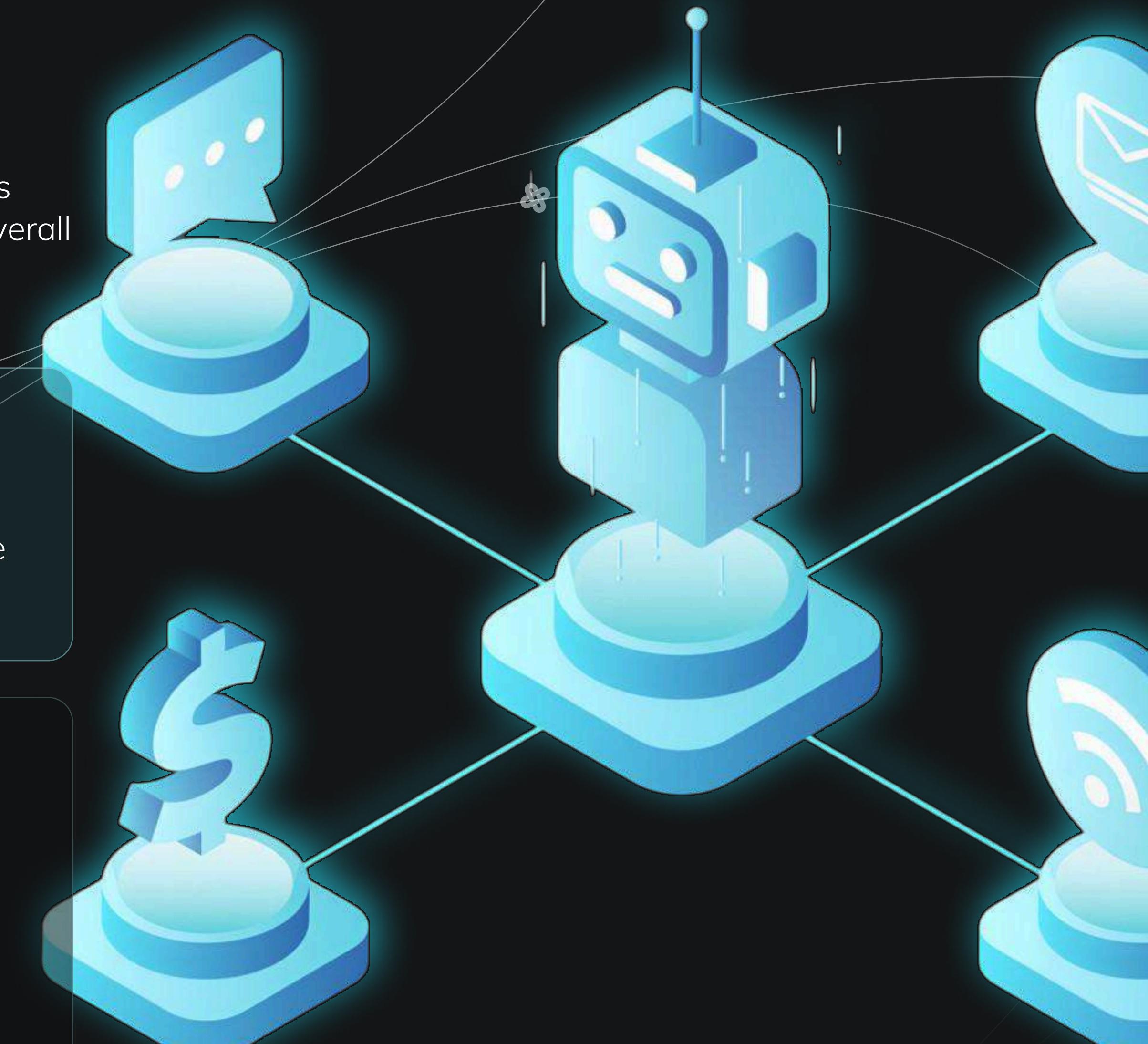
TIP

Implement AI solutions to automate routine tasks such as reporting, risk monitoring, and operations management. This will free up your team's time for more strategic work, accelerate processes, and improve their accuracy.



EXAMPLE

Our **AI** automates report generation and risk analysis, eliminating manual data processing. This enhances accuracy, saves time, and allows teams to focus on strategic tasks. With instant alerts on risks and opportunities, companies can respond faster, optimize resources, and reduce costs.



TIP N°10

COMPLIANCE WITH REGULATIONS AND ENHANCED SECURITY

Brokers must ensure compliance with regulatory requirements and prioritize the security of their operations. AI enables automated monitoring, timely anomaly detection, and minimizes compliance risks, making management processes significantly simpler and more efficient.



TIP

Implement AI-powered solutions to monitor client activity and detect suspicious actions. This will help you respond to potential threats quickly and ensure regulatory compliance.

AI-POWERED SOLUTIONS

CLIENT MONITORING

AUTOMATED REPORTS

ENSURED REGULATORY COMPLIANCE

SIMPLIFIED WORKFLOW



EXAMPLE

Our reports are automatically generated in accordance with all regulatory requirements. This significantly reduces the time spent on manual tasks and simplifies brokers' workflows.

ARTIFICIAL
INTELLIGENCE



BUSINESS
INTELLIGENCE

GET IN TOUCH

For partnerships, product demos, or any inquiries, feel free to contact us through any of the channels below!



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