

Company #1

# GROWTH CASE

## CLIENT PROFILE

Type                    Scale  
**Large Prop Firm**    ~12,000 trading accounts

## PROBLEM

Large prop firms face three major challenges:

- **Revenue leaks from toxic traders:** scalpers, arbitrage, and latency abuse strategies can generate massive hidden losses.
- **Margin call liquidations:** traders lose accounts and stop trading, reducing retention, upgrades, and long-term revenue for both brokers and prop firms.
- **Low client retention and upsell rates:** when clients leave early, firms miss out on potential upgrades and long-term profit.
- **Incorrect A/B-book routing:** poor allocation leads to hidden losses and missed margins.

## SOLUTION

AIBI.Global implemented AI-driven tools to address these pain points:

- **Smart A/B-Book Routing:** >93% accuracy in directing profitable traders to A-Book and risky traders to B-Book.
- **Abuse Detection:** real-time alerts for scalpers and arbitrage traders to stop toxic flow before it damages profit.
- **Retention Tools:** early margin call signals, liquidation prevention, and stability measures to extend client lifetime.
- **Upgrade Opportunities:** analytics that identify retained clients and traders with growth potential, driving them to higher-value packages.

## 💡 CLIENT CASE RESULTS Short-term results (first 6 months after implementation)

### MARGIN CALL UPGRADES

**+\$4.6K**

3 upgrades / 1 month

**+\$41.5K**

13 upgrades / 3 months

**+\$135.1K**

34 upgrades / 6 months

### CUMULATIVE RESULTS (SINCE IMPLEMENTATION, 2 YEARS)

**+ \$1.94M**

net profit from A/B routing  
(balanced flow between  
A-Book and B-Book)

**+ \$448K**

saved from abuse detection  
(scalpers and ambiguous  
toxic flow blocked)

**+4.7M REVENUE**

from 1,033 margin  
call upgrades

**1,456**

at-risk accounts (~9% of all risk cases) were upgraded prior to liquidation, extending client activity and generating additional revenue

### ► KEY INSIGHT

Over 60% of all added revenue came directly from upgrades and stronger retention, showing the platform's impact on long-term client value.

### REACTIVATION TREND (LAST 12 MONTHS)



### 🌟 RESULT

In two years, AIBI.Global delivered over \$6M in added value, combining higher routing profit, blocked abuse, margin call prevention, stronger retention, and upgrade-driven revenue growth.

Company #2

## STABILIZATION CASE

### CLIENT PROFILE

Type	Scale
Small Prop Firm	~1,200 trading accounts

### PROBLEM

Smaller prop firms often struggle with:

- **High risk exposure:** frequent margin calls shrink the active trader base, cutting lifetime value and leading to missed upgrade revenue.
- **Unstable B-Book performance:** limited resources mean losses from toxic strategies can quickly accumulate.
- **Weak client retention:** once traders burn out, they rarely return, leaving little chance for upsell.

### SOLUTION

AIBI.Global applied stabilization measures tailored to small brokers:

- **Profit Maximization:** using AI to direct trades where they deliver the best results.
- **Abuse Detection:** blocking toxic flow even in small trading volumes.
- **Retention Signals:** preventing margin call liquidations and extending client activity.
- **Upgrade Analytics:** targeting retained traders for upsell opportunities.

## 🏆 CLIENT CASE RESULTS

### PROFITABILITY

**+\$138K** (Over one year)

Net Profit from A/B Book recommendations → Positive return from proper Book management decisions (A-Book +\$52K; B-Book +\$86K).

### ABUSE DETECTION

**+\$7K** (Over one year)

Saved from abuse (scalpers +\$4.3K; ambiguous +\$2.7K → Even with a small client base, toxic flow was identified and blocked).

### MARGIN CALLS

**164** (Over 6 months)

Accounts saved from liquidation → 38% of at-risk accounts → A significant share of the client base was preserved, extending activity.

**166** (Over one year)

166 at-risk accounts upgraded instead of closing

### RETENTION

**63%** (Over 6 months)

Retention rate reached, about 13pp higher than peers at 50%.

**Reactivation** (Over one year)

- Q2 2025: **57%** of inactive traders returned
- Q3 2025: **43%** of inactive traders returned (different inactive groups each quarter, not a decline — consistently high reactivation)

### UPGRADES & REVENUE

**46 MARGIN CALL UPGRADES → +\$220K REVENUE** (Over one year)

Retained traders not only stayed active but also upgraded, boosting broker revenue beyond core trading profit.

## 🌟 RESULT

In just one year, the broker stabilized operations, prevented major client loss, reactivated inactive traders, and unlocked +\$220K in upgrade revenue — achieving consistent profitability despite a small scale.