

A man with dark hair and a beard, wearing a red t-shirt and grey shorts, is climbing a light-colored rock wall. He is attached to a safety rope. The background is dark and textured.

TV TradingView

Broker profiles, targeted marketing, and account opening

Turn target market leads into active
customers, all in TradingView's
ecosystem.

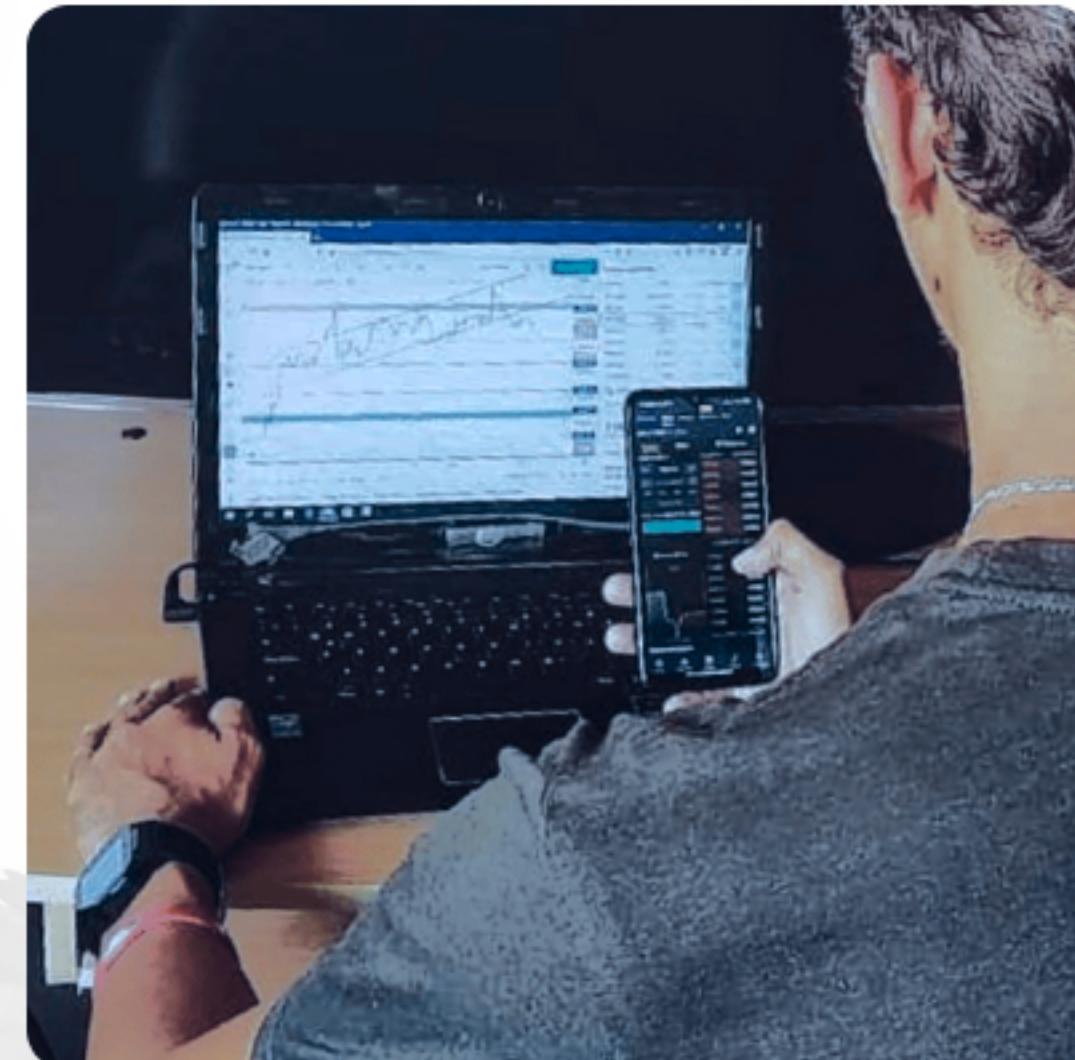
What is TradingView?

For over 10 years, TradingView has quietly been building the biggest financial site on the web. We are now the largest social platform for traders and investors, globally.

The product combines web-based financial analytics platform with a thriving community of market participants, beginner investors, and everyone in between.

Ask your customers about TradingView, chances are, they're familiar.

With a team of over 200 engineers, we are constantly adding more features, including desktop and mobile products, as well as adding more datasets, languages, and functionality.



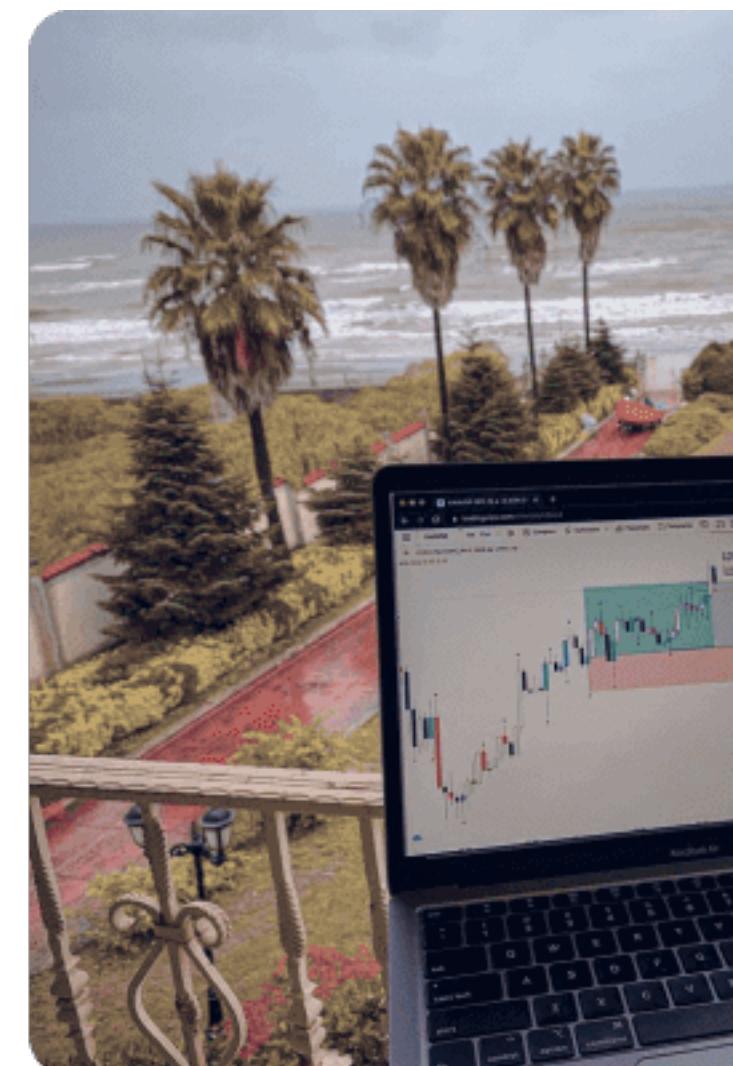
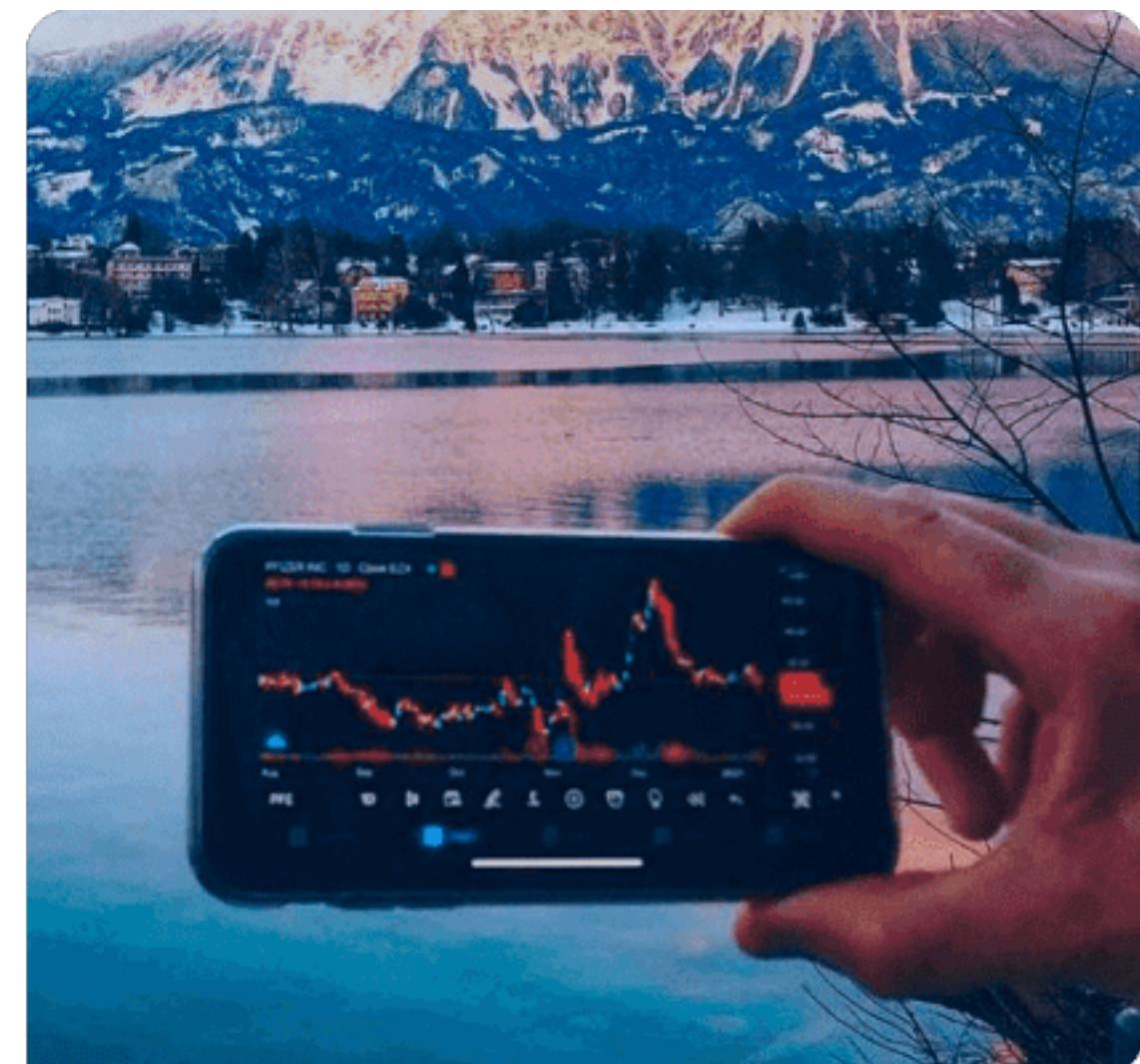
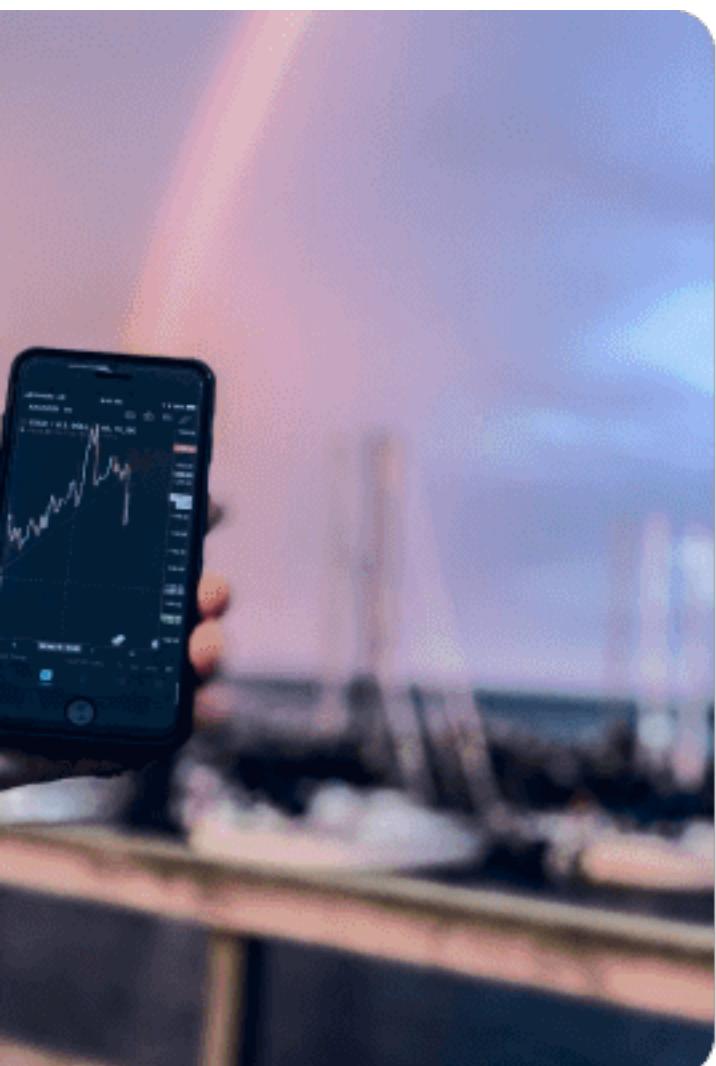
@oficinabitcoin



@nasdaq.forex



@bradfairbridge



@tradingview

@anybodycanshine

@rok_trader

@chartfeed

By the numbers...

Last year our user growth accelerated more than 2x, and this year is looking to be similar in scale, size, and scope



* The rank is calculated using a combination of average daily visitors to this site and pageviews on this site over 3 months

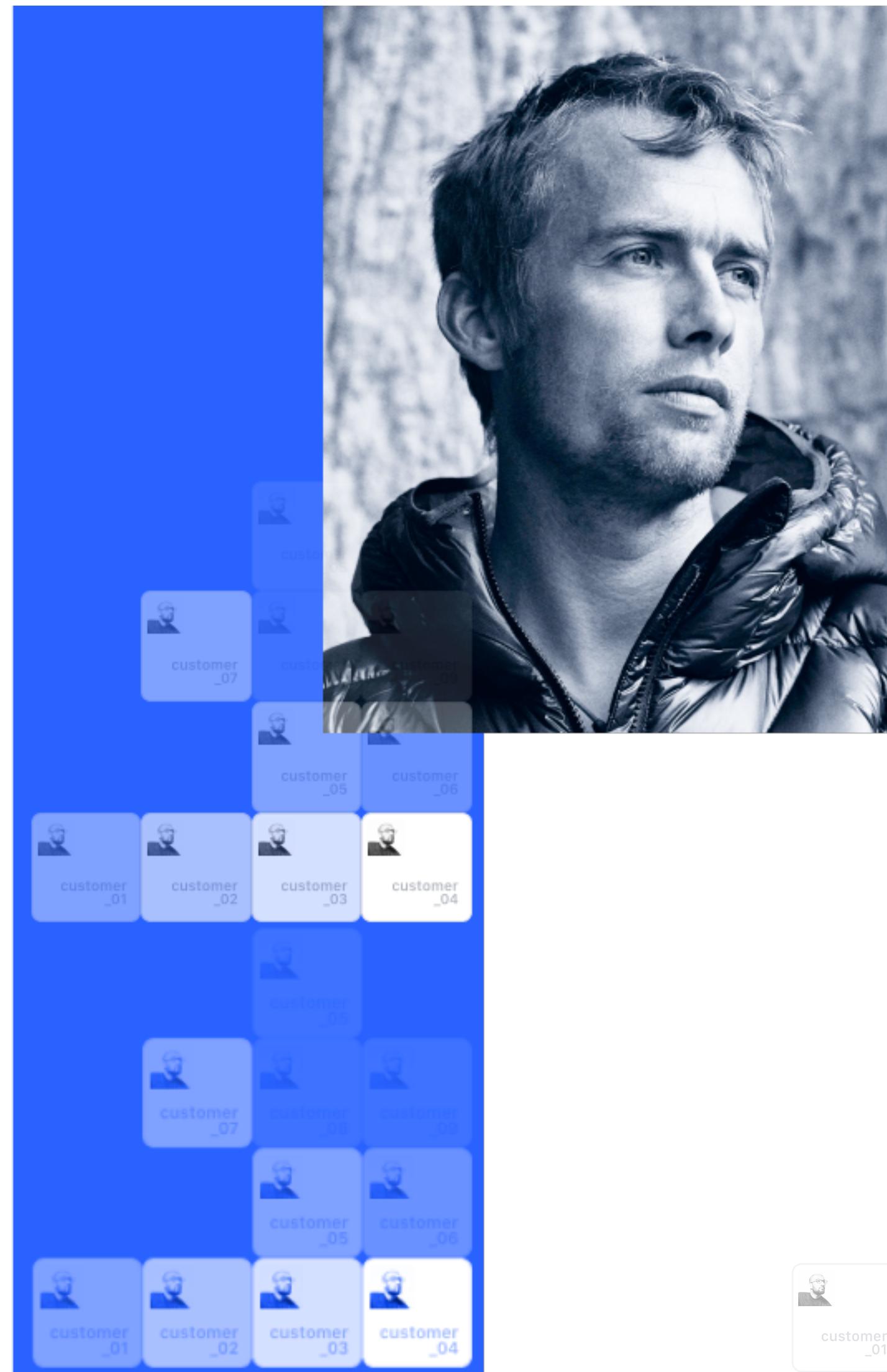
** as of June 2021

Alexa
Ranking
top 100

64th
largest
website in
the
world

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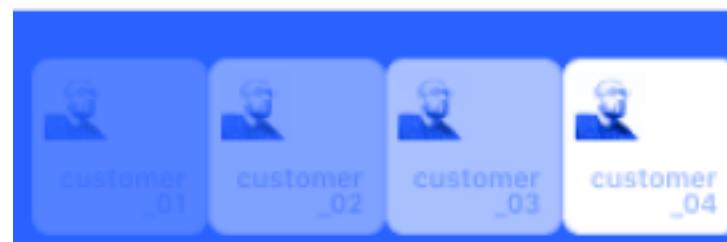


**Over 30 mln +
unique monthly
visitors**

**In the past 6 years,
over 400 mln +
visitors**

... and we're just getting started.
This is still only 5 percent of the global
population

*



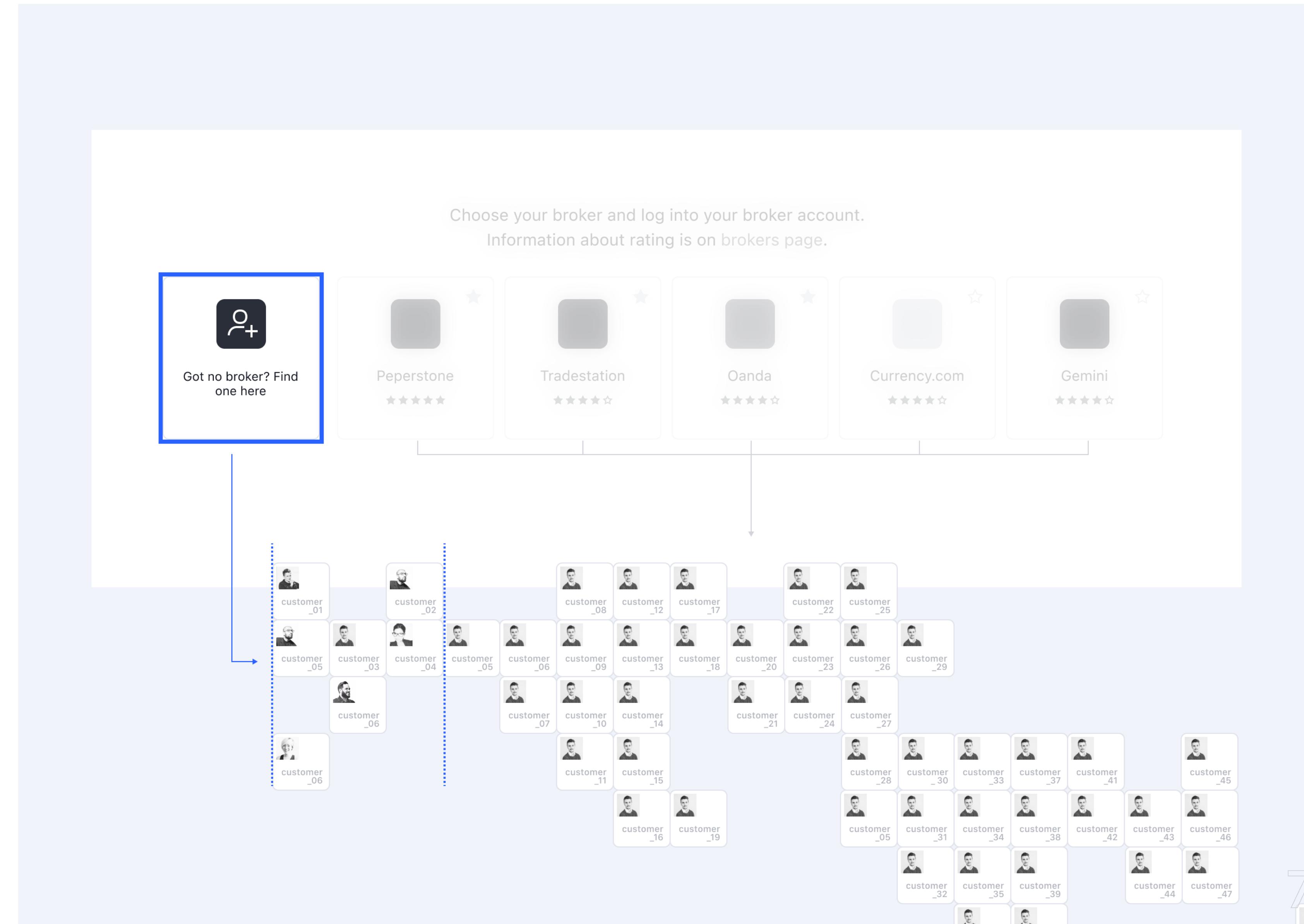
Connecting the world to trade

While we started in just web analytics, we now connecting broker APIs globally.

With over 20+ connected broker APIs today, this allows customers to quickly sign into their brokerage and start trading in a matter of seconds directly from our site.

If a customer does not have an account, they can review to [our brokerage marketplace](#) and can choose from best in class (highest rated) integrated partners.

Our technology team works hand-in-hand with trading partners to evaluate, develop and deploy the backend API technology necessary to onboard new trading apps on TradingView.



What do you get?

TradingView offers partners exposure to one of the most targeted audiences in the world, with performance-based inventory that allows them to scale budget based on success rates.

Integrated trading partners will be given visibility in premium site sections, and have access to premium marketing inventory only available for API partners.

Your dedicated broker section page offers customers key info on promotions, offers, and account opening.

Brokers gather followers, share insights, and increase their brand loyalty through chats with customers.

The image consists of two side-by-side screenshots of the TradingView website. The left screenshot shows a 'Brokers' section with two broker cards highlighted by a blue box: 'Capital.com' (Currencies, CFDs) and 'Currency.com' (Crypto, Currencies, CFDs). The right screenshot shows a 'Top Brokers on TradingView' section with two broker cards highlighted by a blue box: 'Tradovate' (GOLD, Tradable assets: Futures, 4.71 stars, 564 ratings) and 'AMP Global' (GOLD, Tradable assets: Futures).

Capital.com
Currencies, CFDs
Currency.com
Crypto, Currencies, CFDs

Tradovate GOLD
Tradable assets: Futures
4.71 ★★★★☆
564 RATINGS

Tradovate is a modern, cloud-based futures trading platform offering unlimited, commission-free trading for a flat price. No per-trade commissions, platform licensing fees, order routing fees, or mobile app fees.

AMP Global GOLD
Tradable assets: Futures

Verified Reviews & Awards

Unlike anywhere else on the web — your brokerage section page will receive verified customer reviews from an objective community, discussing their experience utilizing your brokerage or exchange service.

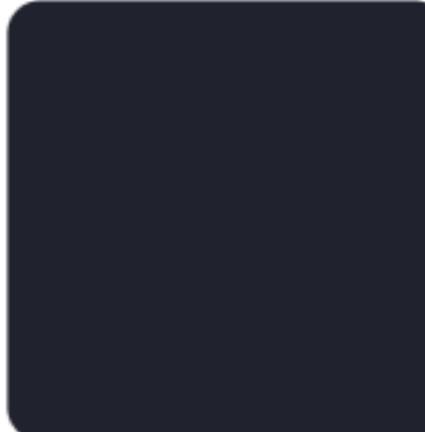
Users will verify their brokerage account by logging in via TradingView in order to be able to leave a review.

You can reply to reviews in-line, ask for clarifications, offer support, and engage customers directly.

Many trading partners now use these reviews in web marketing materials as an objective 3rd party review.



Brokers · Capital.com


Capital.com BROKER

[Follow](#)
[Open account](#)

Last visit 2 hours ago

4.43 
2494 RATINGS · GREAT

[25957 TRADERS](#) [7046 FOLLOWERS](#)

Overview [Reviews](#) Followers

Overall rating 

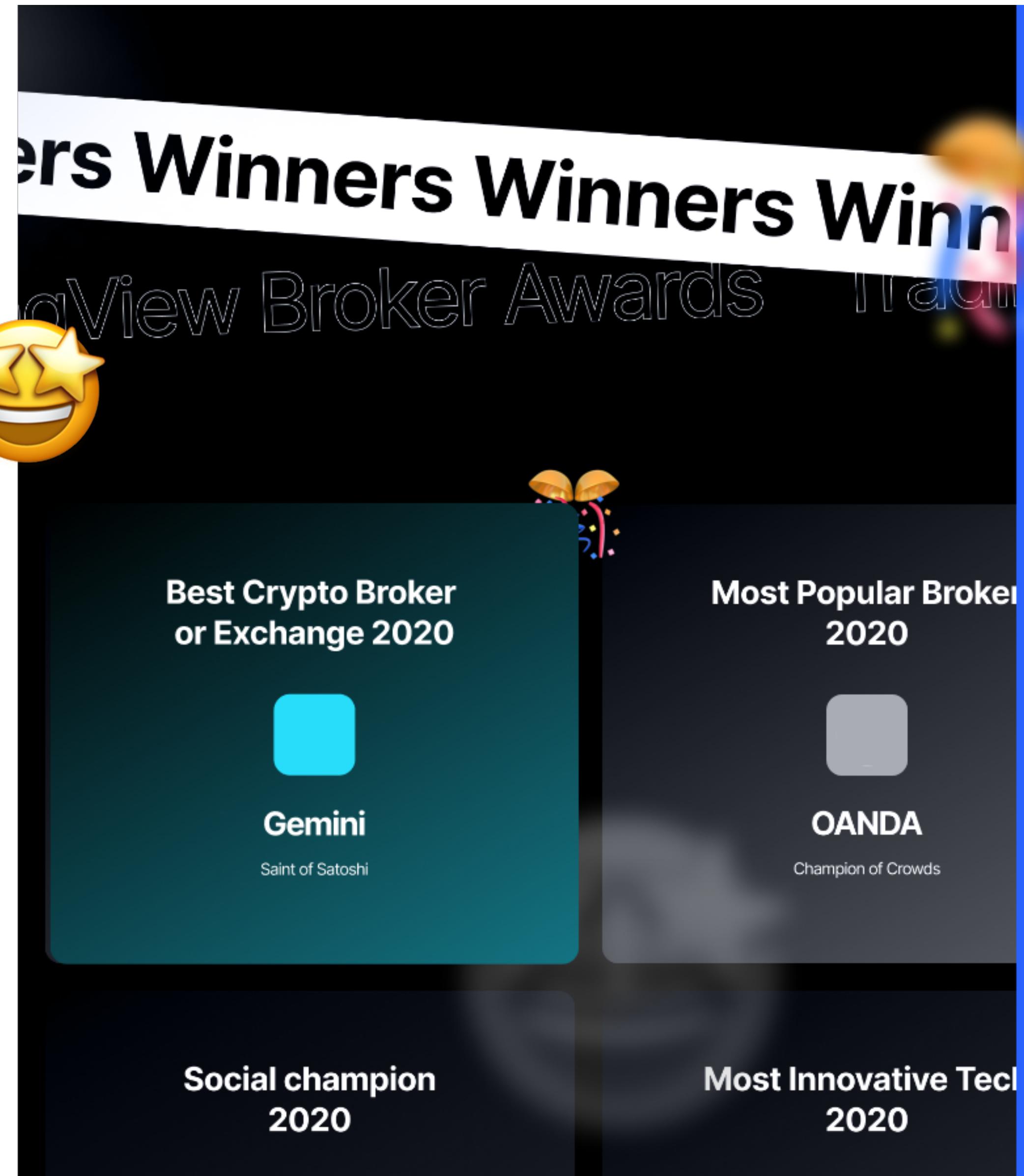
How would you rate this broker?



4.43
out of 5
2494 Ratings



Verified Reviews & Awards



Every year, TradingView users vote for their favorite brokerage partners. Win one of a handful of coveted awards by integrating

Winners Winners Winn

TradingView Broker Awards

Best Crypto Broker or Exchange 2020

Gemini

Saint of Satoshi

Most Popular Broker 2020

OANDA

Champion of Crowds

Social champion 2020

Most Innovative Tech 2020

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Premium marketing inventory

We've created new marketing inventory that is only available for integrated brokerage partners throughout the TradingView website.

This exclusive branding displays your logo, company slogan or activation text, and links out to whatever signup flow you choose.

This inventory is listed on the ideas pages, Broker name and logo on markets and symbols pages, distinct by asset class.

You provide the link you want to be placed on the branding (i.e. registration link or direct access to your website)

The screenshot shows the TradingView website's 'Forex Market' section. At the top, there is a navigation bar with icons for TV, Search, Chart, Trade, Markets, Screeners, Community, More, and a user profile icon. A 'Start free trial' button is also visible. Below the navigation, the page title 'Markets · Currencies FOREX MARKET' is displayed. A horizontal menu bar includes 'Overview', 'Ideas', 'Rates' (which is underlined), 'Cross Rates', 'Currency Indices', and 'Economic Calendar'. A prominent red rectangular banner at the top of the main content area contains the text 'Trade with the best CFD provider' followed by a small yellow 'AD' label and a 'Start trading' button. Below this, a sub-menu bar allows filtering by 'All', 'Major', 'Minor', 'Exotic', and regions: Americas, Europe, Asia, Pacific, Middle East, Africa, and others. The main content area is titled 'All currency pairs' and describes the availability of major, minor, exotic, European, Asian, and other currency pairs. It includes a search bar and tabs for 'Overview', 'Performance', 'Oscillators', and 'Trend-Following'. A table below lists the top 1820 currency pairs, showing columns for Ticker, Last price, Change percentage, Change, Bid, Ask, High, and Low. The first five rows of the table are shown:

TICKER	LAST	CHG %	CHG	BID	ASK	HIGH	LOW
AEDAUD U.A.E. DIRHAM / AUSTRALIAN DOLLAR	0.36730	-0.46%	-0.00170	0.36730	0.36810	0.36938	0.36730
AEDCAD U.A.E. DIRHAM / CANADIAN DOLLAR	0.34272	-0.37%	-0.00129	0.34272	0.34352	0.34442	0.34272
AEDCHF U.A.E. DIRHAM / SWISS FRANC	0.24891	-0.13%	-0.00032	0.24891	0.24971	0.24927	0.24891
AEDEUR U.A.E. DIRHAM / EURO	0.22958	-0.17%	-0.00040	0.22958	0.22998	0.23012	0.22958
AEDGBP U.A.E. DIRHAM / BRITISH POUND	0.19570	-0.33%	-0.00064	0.19570	0.19650	0.19641	0.19570

Lead Generation for Brokers (CPL)

Alongside Premium inventory, we've created lead generation inventory for account opening. This allows partners to capture customer information, and then link the customer to a signup flow.

Choose

Now it's time to pick a broker

Capital.com PLATINUM
Tradable assets: Currencies, CFDs
4.43 ★★★★★ 2475 RATINGS

Currency.com PLATINUM
Tradable assets: Crypto, Currencies, CFDs
4.36 ★★★★★ 493 RATINGS

Choose

Submit

Open an account for you
We'll ping over the data you share with us to the broker FXCM so they can get busy creating your account.

First name: Leo
Last name: Sanchez
Email: leo_sanchez@gmail.com
Country: US
Phone number: +8 (331) 900 90 13

Open account

If you'd like know more about this process and how we store personal data, please have a read over our [Privacy Policy](#).

Submit

Complete

We've sent your data to F

Nice work, we've passed on your data to the broker FXCM. They know about the next steps soon.

Continue surfing

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What is the value of CPL inventory for partners?

Available to Silver, Gold, and Platinum plan holders.
Homepage widget exposure (Platinum Plan) & 'Open account' option directly from TradingView Trading Panel

Simple account opening process for potential customers

Single click lead generation for integrated partners

30M addressable audience

Receive 100% verified lead info (name & surname, email, phone#, country)

Country-specific pricing model, "Open Account" button will only be available in countries with Broker Plan

Programmatic delivery of leads (via API)

In the broker profile

In the trading panel

In the widgets at main page

Choose your broker and log into your broker account. Information about rating is on brokers page.

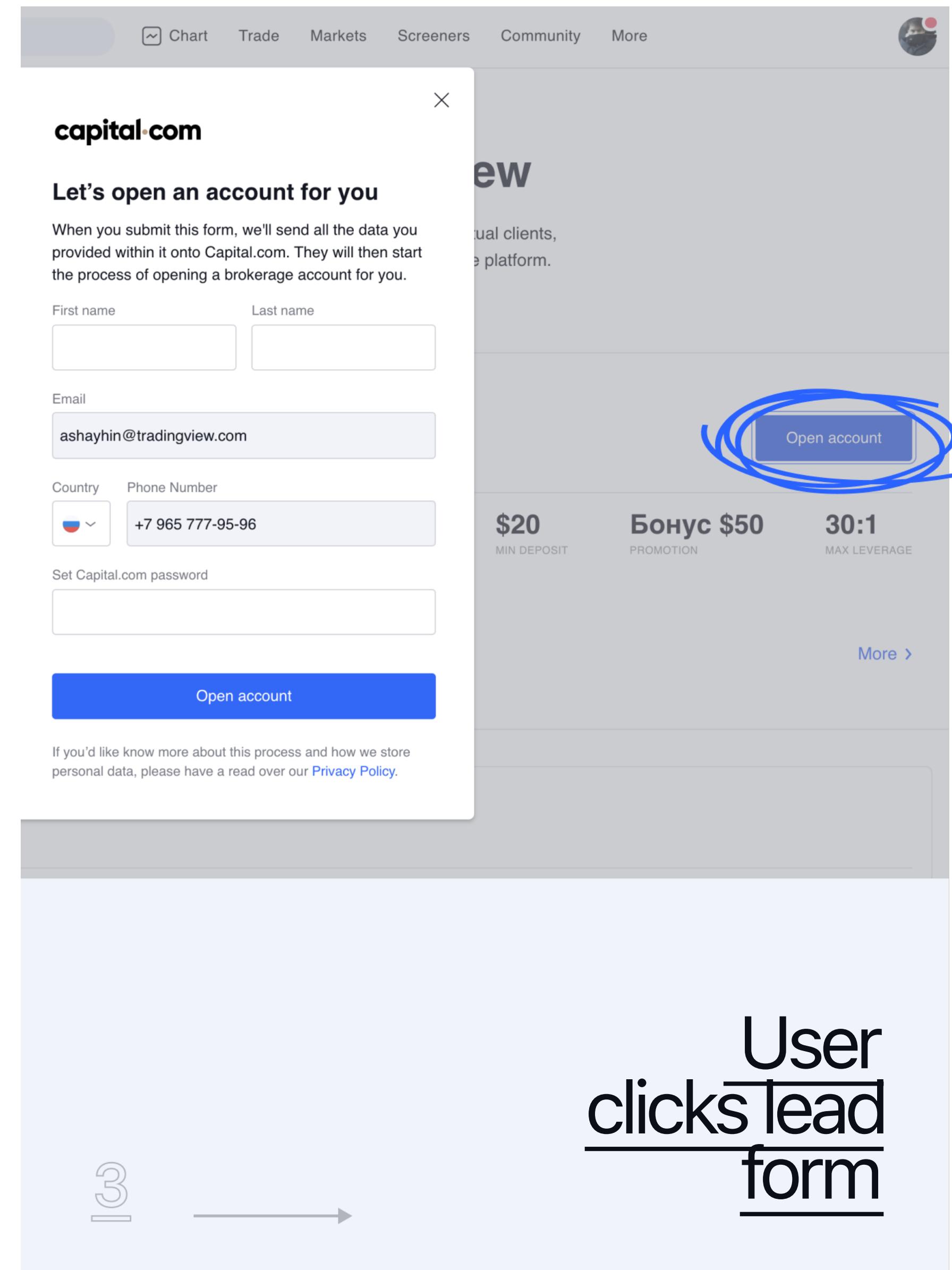
Customer journey

The screenshot shows the TradingView homepage. At the top, there are tabs for 'Screners', 'Community', and 'More'. A 'Start free trial' button is prominently displayed. On the left, there's a sidebar with 'Sign in', 'Help Center', 'What's new', a toggle for 'Dark color theme', and language settings ('English'). The main area displays a table of stock data. A large blue arrow points from the 'Start free trial' button down to the 'Sign in' link in the sidebar. Below the table, the text 'User signs up to TradingView' is overlaid.

	VOL	MKT CAP	P/E	EPS (TTM)		
02.402M	2.472T USD	29.17	5.16 USD			
23.653M	2.232T USD	36.71	8.12 USD	181K	Technology Services	
1.009M	1.906T USD	30.77	93.42 USD	135.301K	Technology Services	
2.569M	1.751T USD	60.46	58.51 USD	1.298M	Retail Trade	
13.026M	1.062T USD	28.04	13.69 USD	58.604K	Technology Services	
22.952M	735.581B USD	383.65	2.23 USD	70.757K	Consumer Durables	
1.26K	632.785B USD	6.13	68135.00 USD	360K	Finance	
29.749M	552.028B USD	80.24	2.85 USD	18.975K	Electronic Technology	
6.808M	477.747B USD	46.75	4.96 USD	20.5K	Finance	
10.053M	477.687B USD	10.49	15.02 USD	255.351K	Finance	

The screenshot shows the 'Top Brokers' section of the TradingView website. It features a search bar and navigation tabs for 'Chart', 'Trade' (which is selected), 'Markets', 'Screners', 'Community', and 'More'. A blue circle highlights the 'Top Brokers' tab. Below it, a card for Capital.com is shown, featuring a logo, a 'FEATURED' badge, and text about tradable assets. It also displays a rating of 4.43 stars, a minimum deposit of \$20, a \$50 bonus, and a maximum leverage of 30:1. A small description of Capital.com's services is provided. A large blue arrow points from the 'Top Brokers' tab down to the 'Capital.com' card. Below the card, the text 'User checks broker options' is overlaid.

Customer journey



capital.com

Let's open an account for you

When you submit this form, we'll send all the data you provided within it onto Capital.com. They will then start the process of opening a brokerage account for you.

First name Last name

Email ashayhin@tradingview.com

Country Phone Number +7 965 777-95-96

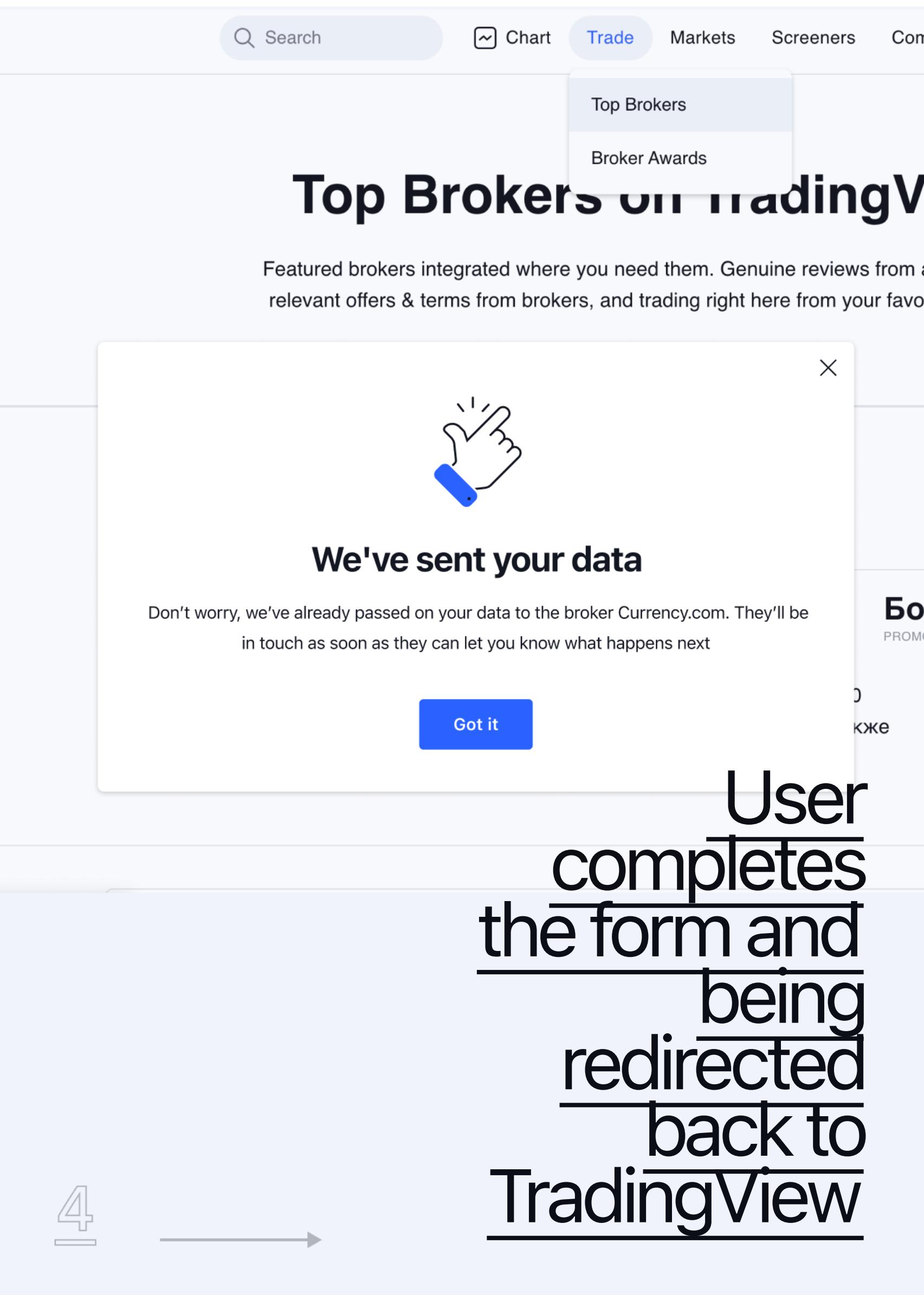
Set Capital.com password

Open account

If you'd like to know more about this process and how we store personal data, please have a read over our [Privacy Policy](#).

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User clicks Trade form



Search

Chart **Trade** **Markets** **Screners** **Community** **More**

Top Brokers

Broker Awards

Top Brokers on TradingView

Featured brokers integrated where you need them. Genuine reviews from a relevant offers & terms from brokers, and trading right here from your favor

We've sent your data

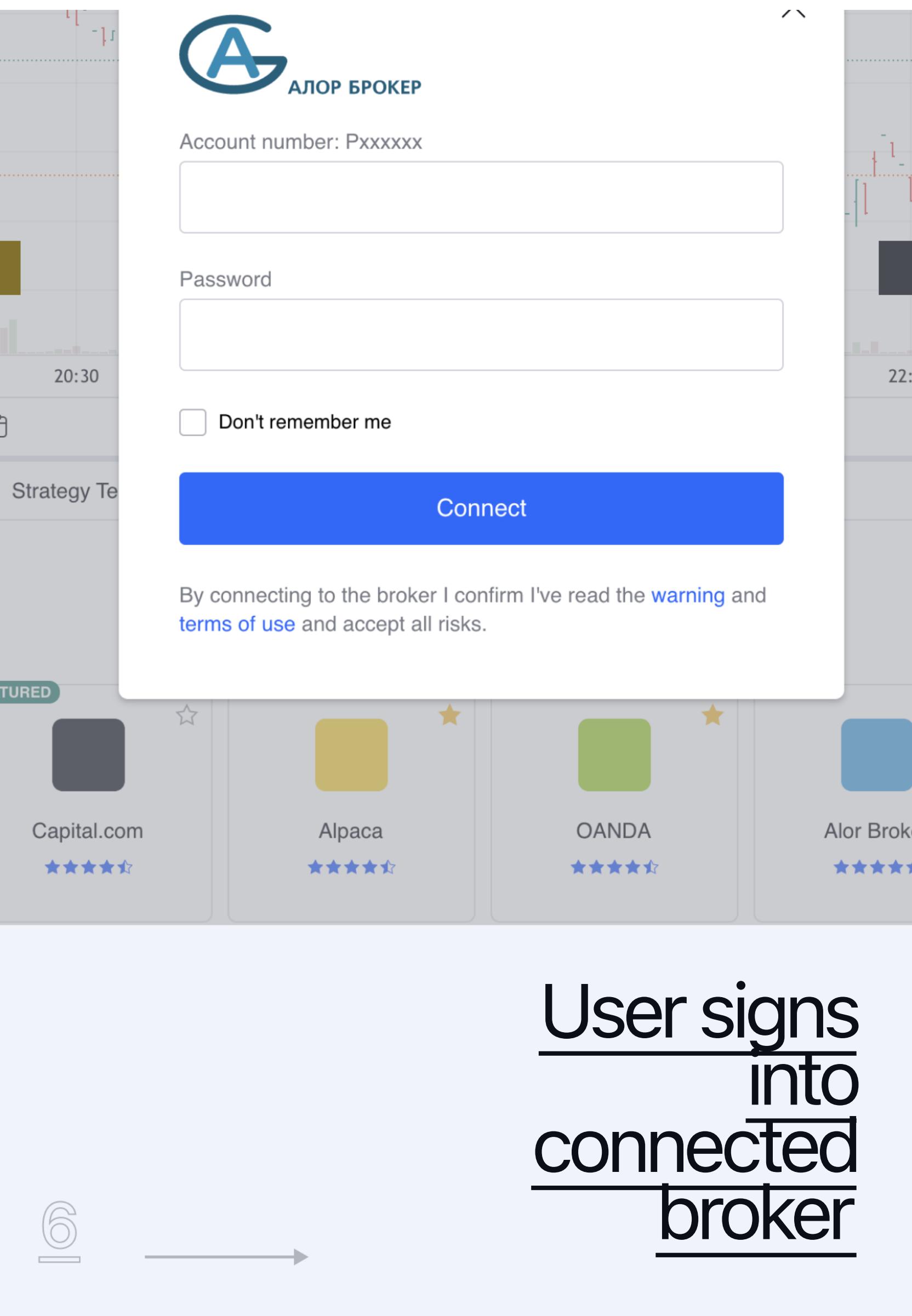
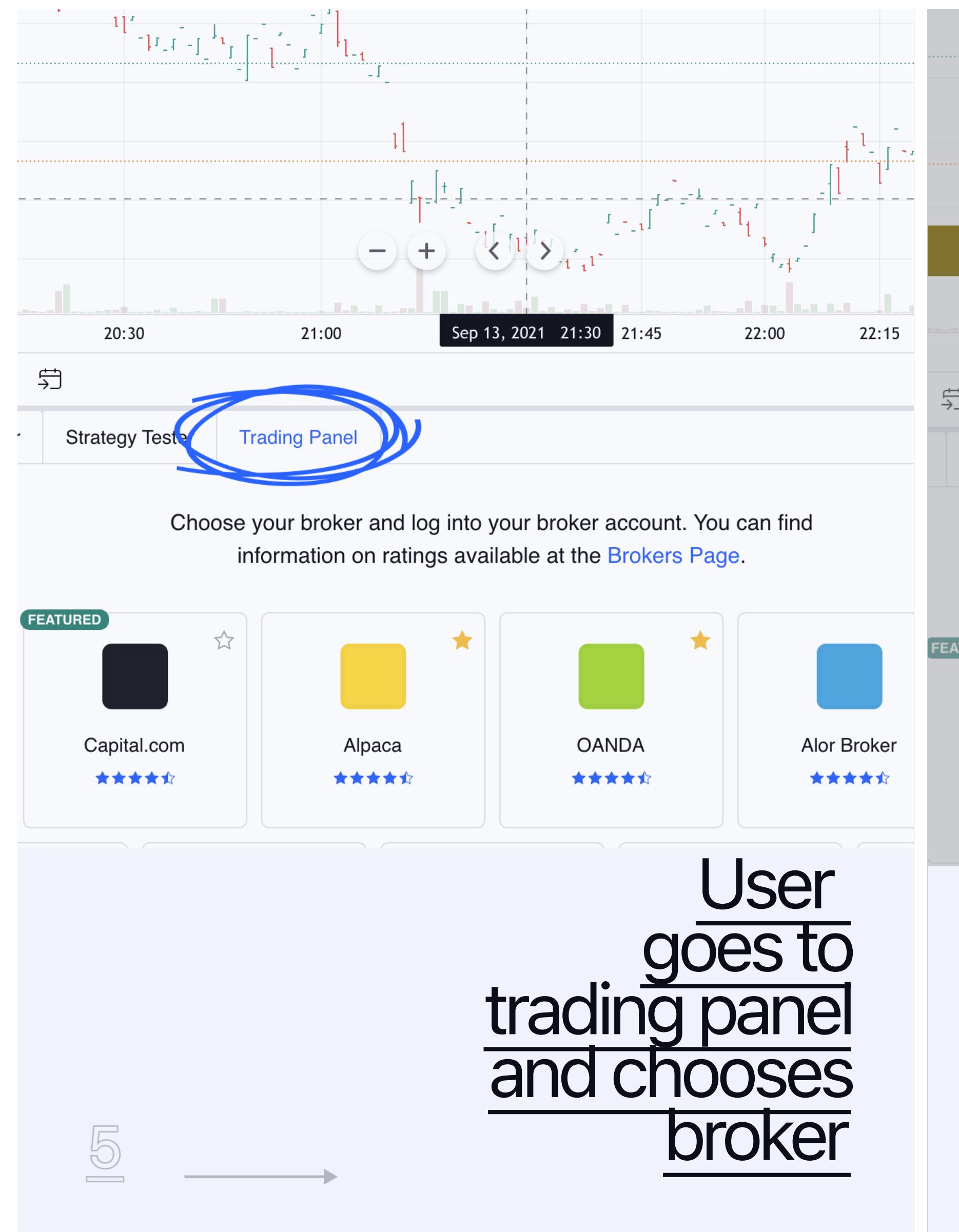
Don't worry, we've already passed on your data to the broker Currency.com. They'll be in touch as soon as they can let you know what happens next

Got it

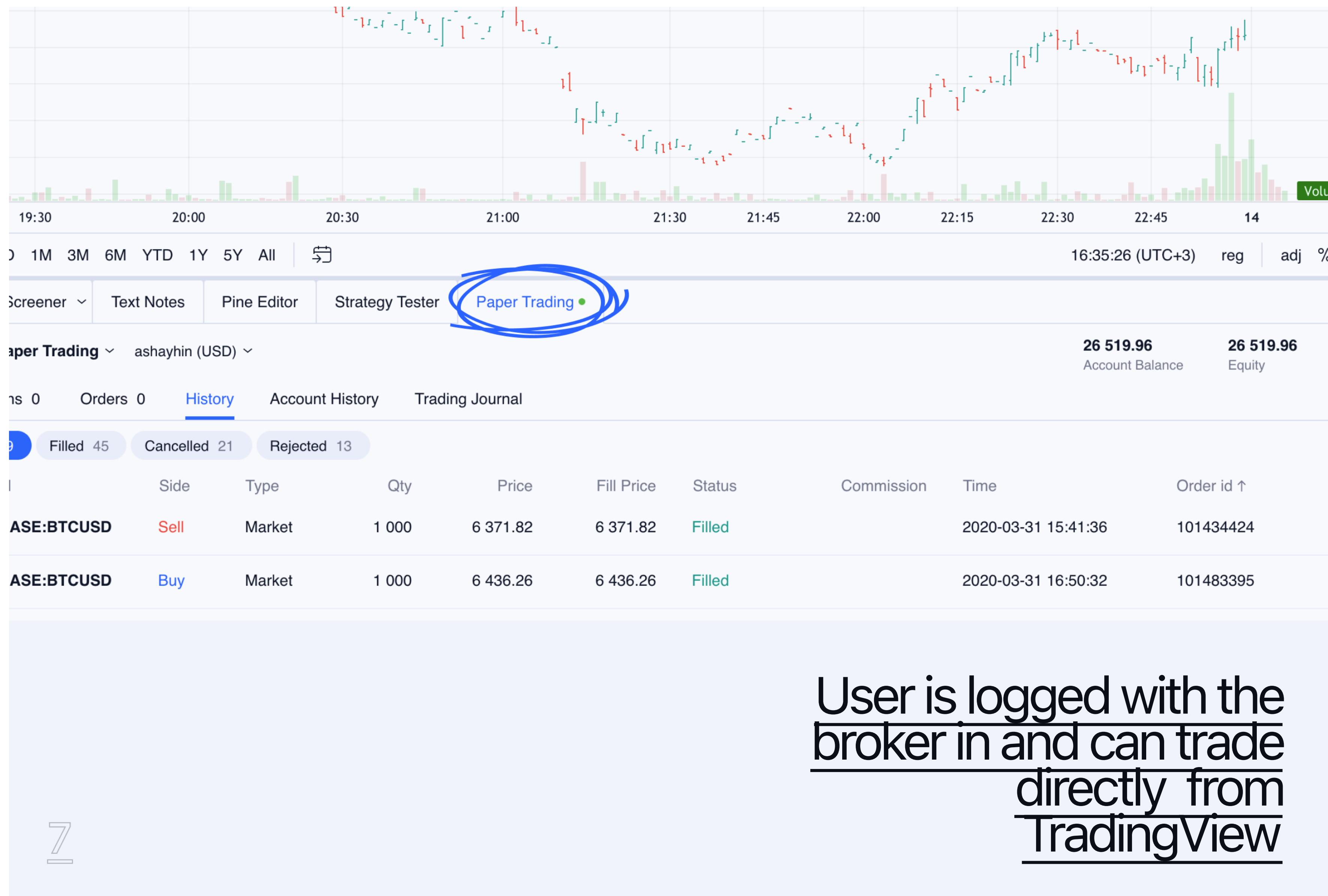
4 →

User completes the form and being redirected back to TradingView

Customer journey



Customer journey



Technical details

TradingView requires partners to have a server REST API

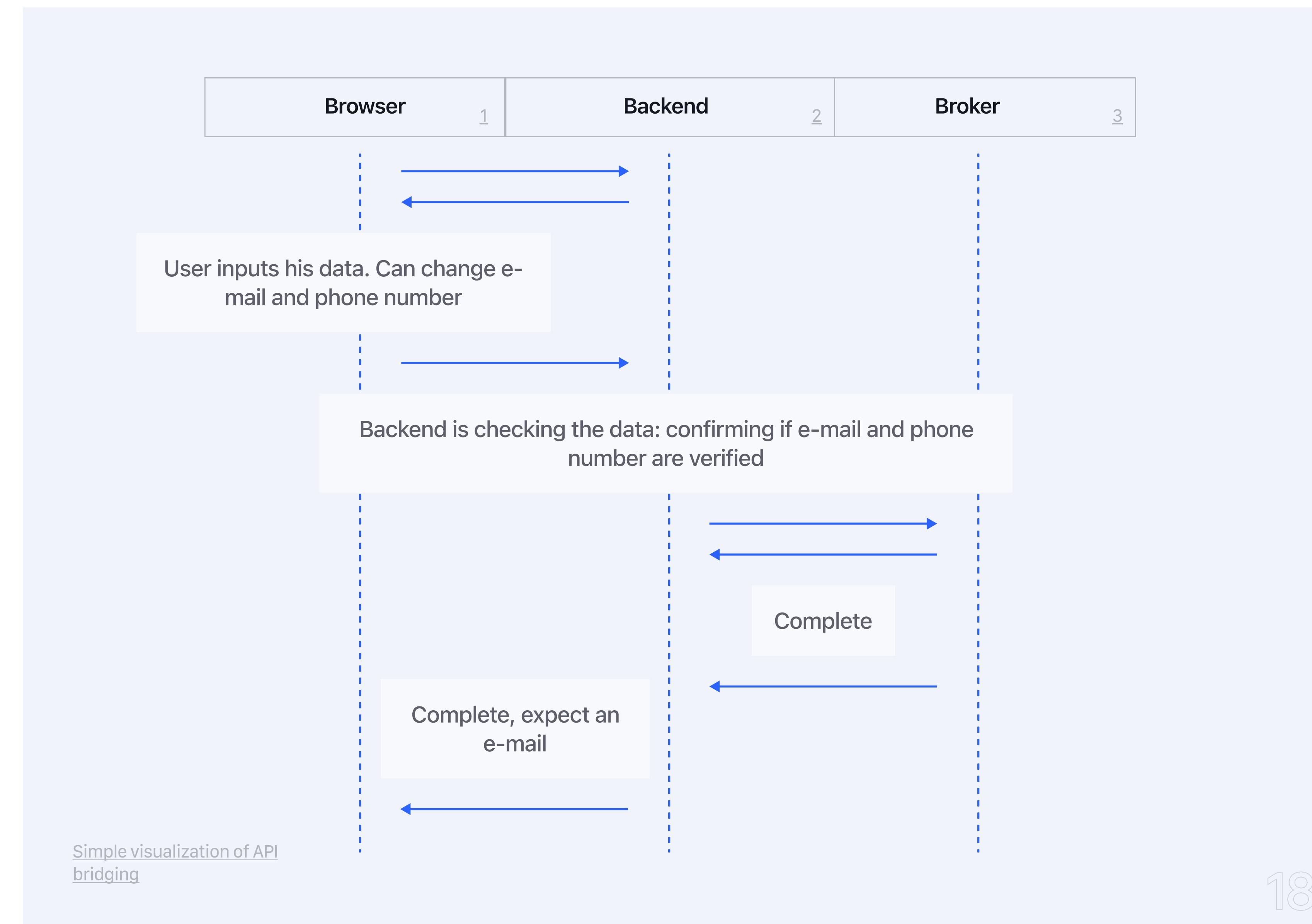
Server REST API is used to pass the user's data directly and securely to Broker's backend (CRM)

All done in 1 click for the user (i.e. 1st registration step is being completed instantly and effectively)

TradingView guarantees the user's data is verified

TradingView redirects the user to the Broker's website / can show any information to the user Broker sends in the response

The reporting system to be agreed on (daily, weekly, bi-monthly)



TradingView REST API Integration Roadmap



* Please note, there could be waiting time between the integration stages

** The approximate release date can only be estimated after the smoke tests

		SILVER	GOLD	PLATINUM
Trading platform	Web	●		
	Android/iOS		3Q 2021	●
Account opening	Redirect	●	●	●
	CPL	—	●	●
	CPA	—	—	●
Exposure	Countries listed	1	10	Global *
	Trading Panel	●	●	●
	Brokers section	●	●	●
	Mainpage	—	—	●
	I trade with	—	—	●
Social	Ideas	5	15	50
	Videos/Streams	●	●	●
	Indicators	●	●	●
	Strategies	●	●	●
	Admin seats	1	2	5
	Respond to reviews	●	●	●
	Content Highlights	—	—	●
Advertising	Premium section branding **	—	●	●
	No ads white trading on the platform	—	—	●
	No ads on published ideas/scripts	—	—	●
API Integration by TradingView (only PLATINUM)		—	—	●

*Subject to regulatory
compliance

** Subject to additional cost

Notes & Restrictions !

AS NOTED, A TRADING INTEGRATION IS REQUIRED FOR EACH BROKER PLAN.

Technical integration for data & trading requires a REST API and building/testing the integration. In rare cases, these may incur additional charges. This work may be performed by you, or by TradingView, pending commitment levels. It is important to first review the [TradingView REST API](#) documentation to determine technical compatibility.

All brokers or exchanges listed on TradingView are required to purchase a Broker Plan, which provides quite a lot of marketing benefits.

Countries included (not languages/regions) means you choose a country or countries in which to appear as listed in the broker listing. An example: If you choose a Silver plan, you can choose the UK as your country. When a user with an IP from UK visits TradingView, in the [Broker Section](#) only brokers with UK selected in their plans will be visible and available for trading. The Broker Section is hidden entirely for countries where there are no listed brokers.

Ideas Shared by brokers holding **Platinum Plan** are also highlighted in various idea streams vs other user ideas for increased visibility.

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