

cTrader Extensibility Overview

Enhanced Trading Experience



With cTrader you can integrate other service providers and their functionality within the platform. Easily boost your unique selling points by introducing trading tools from leading news and analysis services. Effectively deliver added value information inside cTrader, such as trading targets, news feeds, technical analysis tools, economic calendars and more. This enables your clients to trade more efficiently and prevents distractions from trading by seeking help and information in external sources.

Key Features

Below you will find the list of platform capabilities to compliment your integrated features:

All Platforms

Your added value services will be optimized for each cTrader platform to ensure traders can access your premium features from anywhere.

Chart Integrations

cTrader can be deeply integrated with a variety of feeds to boost interaction, enhance usability and ensure you get the most from the tools you pay for. Regularly occurring news events such as Nonfarm Payroll can be plotted on the chart. Charts can also be overlaid with trading signals which prompt users to perform an action, such as open a position.

iFrames

If a service doesn't naturally fit the platform because of its size, shape, complexity or another business reason, iFrames can be used to deliver the feature, such as a live chat window.

Filtering

Filtering options allows traders to hide or show news headlines or analysis tips by asset class or specific symbols. News can be shown inside the Symbol Profile Section along with a mass of information provided by cTrader.

Gains Created

Integrating the services of external vendors can provide the following benefits:

Better trading experience

Offer a better trading experience to your clients by integrating with leading news and analysis providers to deliver a better trading experience in the platform.

Boost retention

Increase client retention by providing useful features which help traders and firmly deliver the message that you are interested in their success.

Increase volumes

Providing vital information inside the platform keeps traders focused, increases their confidence and supports their trading decisions. This directly affects trading frequency and volumes.

Bring traders back

Make your cTrader platform every trader's go-to destination for trading tools and analysis.

Enhance acquisition

Attract more clients by offering a wider scope of features than your competition. Give demanding users tailored made solutions.

Incentivise

Make sure these premium features are only available to Live accounts and offer limited services to Demo accounts with prompts to get full access once converting to Live.

Multi Asset Class

Offer trading tools covering your entire scope of markets including currencies, equities, indices, ETFs, energies, precious metals, etc.

Range of Partners

cTrader is already integrated with a number of industry leading news and analysis service providers, including:

Dow Jones
Autochartist
Trading Central
FXStreet
Thomson Reuters

You have the opportunity to request your preferred service provider to be integrated.

Find Out More

Learn more about how cTrader can help your business evolve. To request additional information, schedule a call or for product demonstration contact us at sales@spotware.com.

Pains Addressed

cTrader has resolved the following well known issues with it's integration processes:

Prevent users exiting

Keep your traders inside the platform to help them stay focused on trading and avoid unnecessary exits to external sources likely covered in competitor adverts.

No plug-ins

All services are integrated within the platform using iFrames, XML feeds or similar web API's. No plugins and nothing extra for your traders to download and install.

Reliable standards

All integrations go through a rigorous QA process and meet cTrader's premium standards so you can be sure there is no compromise on experience due to poorly developed plug-ins.

No inconsistencies

cTrader can integrate with any partner you choose making sure you avoid differences between your other trading platforms.



“ Having an active and stable integration with cTrader has been a great advantage for us, it's a popular platform which brokers interest is growing by the day. It supports our wide range of languages and regular updates of research. Most importantly it's available out-of-the-box so we can be certain of efficient deployment for our customers ”

Ilan Azbel - Autochartist, CEO

To read more about cTrader and other solutions offered by Spotware, visit: spotware.com/datasheets-resources.



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