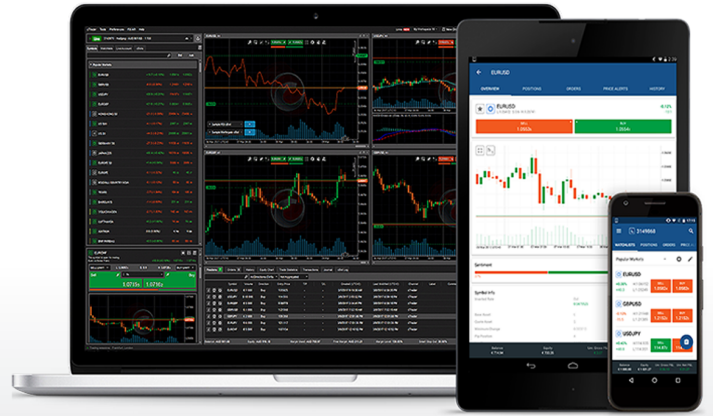




cTrader Branded Experience

Increase your Brand Visibility



cTrader is an online trading platform which is branded for you to promote your brokerage inside the application. cTrader is designed to maximize your exposure opportunities, this allows you to boost awareness and trust and put your brand in full focus of your clients. You have full command of the branded elements which are visible and the flexibility to adjust as necessary. In this product sheet you will learn more about this unique business experience.

Product Features

The key features and exposure opportunities you will get from the cTrader branded solution.

Stand-alone Mobile App

Your mobile applications are completely independent from all other cTrader brokers. Your app will be downloaded from your own Google Play and Apple Store page, associated with you by showing your branding, your contact details, your client's comments and how many times your app has been downloaded.

A Familiar Welcome

Let traders recognise you immediately. Spotware will place your brand in the application installer, desktop icon, splash screen and login screen. Everything implemented following your brand guidelines.

Branding Throughout

The branded experience is extended throughout your cTrader application.

- Chart Background
- Notifications
- Order Windows
- Web Domains
- About Screen

Gains Created

cTrader provides several advantages which all result in increased brand visibility and customer loyalty.

Empower your brand

Make sure that your brand is visible at all times and in all sections of the trading platform.

Build trust

Ensure your clients feel they are trading in a trustworthy environment by ingraining your brand reputation throughout the platform.

Emphasize ownership

Considerable coverage of your brand allowing you to show you fully own the platform.

Increase client retention

Your clients will associate the premium trading experience they get with cTrader with your brand.

Better visibility

Get found in Google Play and Apple App Store anytime someone searches cTrader.

Brand distribution

Benefit from traders desire to reveal their analysis and successes through screenshots as your clients share your richly branded platform.

Embed Links

Embed external links in key locations throughout your cTrader platform. Help your traders navigate to your other online resources, such as your client area, payments section or support pages.

Email Notifications

Every email notification sent to your clients about their trading events will appear to be sent from your trade name, with the template adjusted to include your logo, website contact and disclaimers.

ChartShots™

ChartShots™ is a marketing tool built to inspire organic brand distribution, it is a native screen capture tool for charts in cTrader. ChartShots™ created by your traders will appear in a branded web page with multiple sharing options.

Widgets

Customisable widgets are available to promote your cTrader live rates on your websites. You can choose a single symbol mode or a combination of symbols, select colours, size and the call to action. Discover the Market Cast widget here: <http://spotware.ctrader.com/mw/>.

Pains Relieved

cTrader platform will relieve you from the common brand strategy pains typically associated with other platforms.

Transparent all-inclusive pricing

Spotware does not charge extra for branding or even rebranding at a later stage.

Branding proposal included

Simply send your logos in any scalable vector format, wait for your proposal and give feedback. Once you approve, Spotware will create all the graphics needed in all formats and sizes.

Dedicated Applications

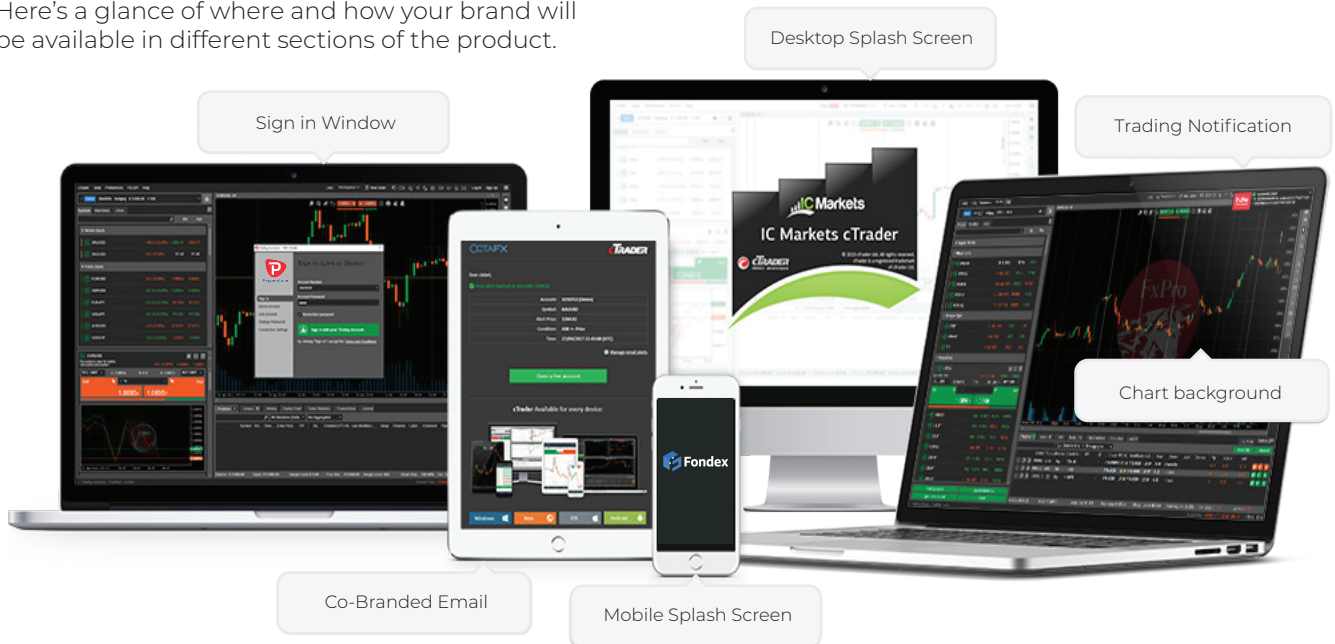
You will have your own branded application, entirely separate from any other broker.

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.

At a Glance

Here's a glance of where and how your brand will be available in different sections of the product.



“Since we began offering cTrader to our clients, we have seen steady growth where clients are turning to cTrader as their platform of choice. A simpler user interface and a richer feature set are some of the reasons we believe that cTrader will continue to grow into the platform our clients prefer.”

Panayiotis Theodorou - Head of Operations at Pepperstone

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