

**FXSTREET** 25<sup>TH</sup>  
ANNIVERSARY

WELCOME

# Performance campaign case study on FXStreet

[www.fxstreet.com](http://www.fxstreet.com)

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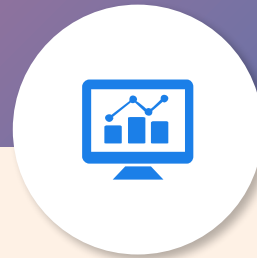


# Branding Power



Market insights trusted  
by independent traders  
since 2000

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8M visits/month,  
200+ countries,  
3M traders/month

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FXStreet is the 5th  
Avenue/Champs-Élysées  
for Traders

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**BETTER BRANDING = BETTER PERFORMANCE**

**Many people register with your company, but most never end up doing business with you.**

**Why?**

# We've done the Research



Traders trust  
FXStreet's  
content - Brokers  
verified



Simplicity - They  
want an all-in-one  
experience



Accessibility

# Key Performance Products

01

## Broker Listing

Continuous improvements

02

## Evergreen Content ('The Bests of 2025')

Attracts high-intent traders

03

## Broker Reviews

Our top-performing product



The screenshot displays two pages from the FXStreet website. The top page, titled 'BEST BROKERS IN YOUR LOCATION', features a list of brokers with 'Open account' buttons and a grid of article thumbnails. The bottom page, titled 'Broker Reviews', provides an overview of the review service and highlights three specific reviews for TradingPro, Trade Nation, and OANDA.

**Best Brokers in Your Location**

- pepperstone: Read review, Open account
- Markets: Open account
- markets: Read review, Open account
- HANTEC MARKETS: Open account
- vt markets: Open account
- TRADING PRO: Read review, Open account
- trive: Open account
- MONETA MARKETS: Read review, Open account
- TICKET: Open account

**Best Brokers in 2025**  
The CFD market offers a range of excellent brokers providing competitive pricing, robust trading platforms, and a variety of tradable instruments. For traders seeking reliable partners for CFD trading, here are the top brokers delivering exceptional services this year.  
Read the full article

**Best brokers with high leverage in 2025**  
Below, we highlight some of the top brokers in 2025 that provide competitive leverage options, robust platforms, and tools to help traders navigate the opportunities and risks of high-leverage trading effectively.  
Read the full article

**Best brokers to trade Gold**  
For traders looking to capitalize on the opportunities in Gold trading, choosing the right broker is essential. Below is a curated list of brokers excelling in Gold trading for 2025, with detailed descriptions of their features, strengths, and areas for improvement.  
Read the full article

**Best brokers to trade EUR/USD**  
When trading EUR/USD, choosing a broker that offers low spreads, reliable platforms, and strong regulatory compliance is essential. This article suggests a curated list of the best brokers to trade EUR/USD, designed to help you make an informed choice.  
Read the full article

**Best brokers with the MT4 platform**  
When trading with MetaTrader 4, selecting a broker that complements the platform with low spreads, reliable execution, and excellent customer service is essential. Below, we outline the best brokers with MT4 in 2025 to help you make an informed decision.  
Read the full article

**Brokers with Islamic and swap-free accounts**  
For traders looking to adhere to Islamic principles while participating in the Forex market, choosing a broker that offers swap-free accounts is essential. Below, we highlight some of the best brokers offering Islamic accounts in 2025.  
Read the full article

**Best brokers in Latin America - LATAM**

**Best brokers in Indonesia**

**Top Brokers in the MENA Region**

**Broker Reviews**

FXStreet's Broker Reviews service provides in-depth analyses of certain brokers, helping traders make informed decisions with trusted insights. These reviews are based on a comprehensive, honest, and impartial look, evaluating different categories of a particular broker. All reviews are researched and written by FXStreet and follow our editorial values - which include, among others, being accurate, objective, accountable, trader-centered and transparent. While brokers pay to be reviewed by FXStreet, our researchers and writers act with full autonomy when doing these reviews, and their work is unaffected by any pressures from brokers or commercial interests.

**TradingPro review**  
TradingPro is well suited for active traders seeking leverage options and the top-free trading, particularly for longer-term positions.  
Read review

**Trade Nation review**  
Ideal broker for forex and CFD traders seeking low, fixed spreads on a trustworthy broker registered under two top-tier regulated regions.  
Read review

**OANDA review**  
OANDA provides a comprehensive trading experience for traders of all skill levels worldwide, offering access to over 1,100 instruments across major asset classes.  
Read review

# Broker Reviews

## The Numbers

10

Reviews live

—  
will be 20 before mid-year

7.86%

CTR

73%

Organic Traffic

#1

Starting to rank #1  
on Google in some  
countries

# Broker Reviews

## Google

The image displays three screenshots of Google search results for broker reviews on the FXStreet website. Each screenshot shows a search query, the search results page header, a featured article title, a brief description, and a user review.

**Search 1: moneta review**  
Google search results for "moneta review". The featured article is "Moneta Markets review 2025 - All you need to know" with a green checkmark. The article is dated 21-Jan-2025 and describes Moneta Markets as an excellent broker for novice to intermediate forex traders. A review by Joshua Gibson is shown with a rating of 7.2/10 (4.5 stars).

**Search 2: xm review**  
Google search results for "xm review". The featured article is "XM review 2025 - All you need to know" with a green checkmark. The article is dated 31-Dec-2024 and describes XM as an excellent broker for novice to intermediate traders. A review by Louise Carr is shown with a rating of 8.3/10 (4.5 stars).

**Search 3: octa review**  
Google search results for "octa review". The featured article is "Octa review 2025 - All you need to know" with a green checkmark. The article is dated 14-Jan-2025 and describes Octa as an international broker ideal for traders looking to operate under competitive conditions. A review by Matías Salord is shown with a rating of 7.8/10 (4.5 stars).



# The Power of Social Exposure

Broker Reviews get high visibility

500K

Traders on social media

45K

on WhatsApp

110K

on Telegram

15:39 87%  
FXStreet Financ... 42 mil seguidores  
FXStreet Forex News 109,260 subscribers  
Pinned message  
Maximize MT4's Power with the Best Brokers! MetaTrad

**CERTIFIED BY FXSTREET 2025**

Hey, happy Friday! 🎉

What better way to kick off the weekend than with an honest and unbiased **broker review**? 🤔

Check out **TradingPro**—here's how it stacks up:

- ✅ Trading Settings – 8.0
- ✅ User Experience – 7.0
- ✅ Tools and Resources – 5.2

**Get 6 months for FREE just by trading with OANDA!**

[Learn More](#)

Terms and conditions apply. Limited to one customer per household. Offer expires June 30, 2025.

**Special Offer Alert for the U.S.!** 🇺🇸

**Get 6 Months of FXS Premium—100% FREE!**

🚀 Trade with OANDA and unlock 6 months of FXS Premium at no cost! Gain exclusive insights, expert analysis, and powerful tools to supercharge your trading.

✅ Open an account with OANDA

# What's Next?



**Video content in  
reviews**



**Podcast expansion**



**Social Media full  
integration**



**Constantly adapt  
to what traders  
need**



# Do's & Don'ts of Performance Marketing

## DO's

- ✔ **Trust the data:** Optimize campaigns based on CTR, conversion rates, and user behavior.
- ✔ **Leverage organic traffic:** SEO-driven content generates traders with high intent.
- ✔ **Use multiple touchpoints :** Website, WhatsApp, Telegram, and social media all drive conversions.
- ✔ **Invest in localization:** Translating content for key markets boosts engagement.
- ✔ **Provide engaging content:** Video, podcasts, and interactive reviews improve performance.
- ✔ **Focus on trust and transparency.** Traders value honesty above all.
- ✔ **SPEAK WITH YOUR TRADERS** – get to know their needs.

## DON'Ts

- ✘ **Ignore trader behaviour:** Performance campaigns fail if they don't align with what traders actually want.
- ✘ **Rely solely on paid traffic:** Organic content drives long-term, high-quality traffic.
- ✘ **Underestimate the power of branding:** Traders trust brands they see consistently.
- ✘ **Ignore the power of video and social media**

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**See you at  
FXStreet's 25th  
Anniversary  
Party!**

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**Thank you**