

WELCOME

Using Live Data as a Conversion Tool.

www.acuitytrading.com



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Financial markets professional with 20+ years of experience in trading, sales, and advisory roles. As Account & Sales Operations Director at Acuity Trading, I build global broker partnerships and optimise sales operations. I've also led seminars worldwide, sharing expertise in technical analysis and risk management.

The Challenges with Traditional Content Marketing in Finance

How many of you in the room have faced the following?



Short Campaign Lifespans



Personalisation Complexities and Cost



Low Engagement & Conversions



Compliance & Regulatory Risks



Inability to Leverage Real-time Market Trends

The Power of Live Data in Marketing



Relevant & Up-to-Date

Timely, personalised, and actionable insight.



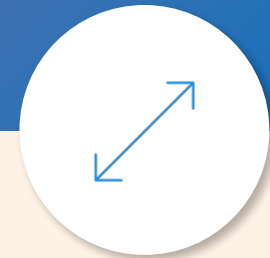
Highly Engaging

Hyper-personalised content delivered through preferred channels



Builds Trust & Drives Conversions

Dynamic content fosters credibility and user interaction.



Scalable

Highly scalable opportunities across multiple channels and languages

The Impact of Live Data

“Acuity’s tools have transformed our client communications. With real-time updates in multiple languages, our emails are now smarter, faster, and more impactful. It’s been a true game-changer for engagement and client satisfaction.”



Increased Recurring Traffic

Client landing page received 10% of all site traffic and contributed more than 10% of all new accounts opened.



Cost Per Acquisition

American broker saw a 20% increase in new users via Twitter, with CPA dropping to \$4 by using our live, dynamic data in their marketing.



Optimised Email Campaign Metrics

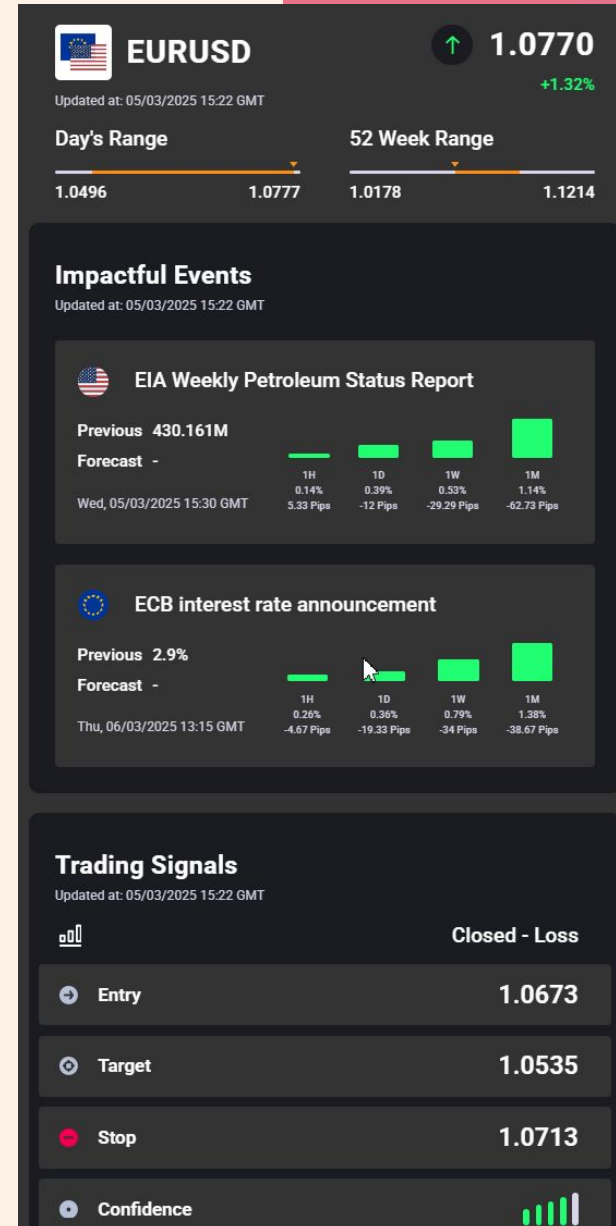
Clients are reporting Open Rates between 30-50% and Click Through Rates: 4.6%

Dynamic Emails

- A Revolution in Email Marketing.

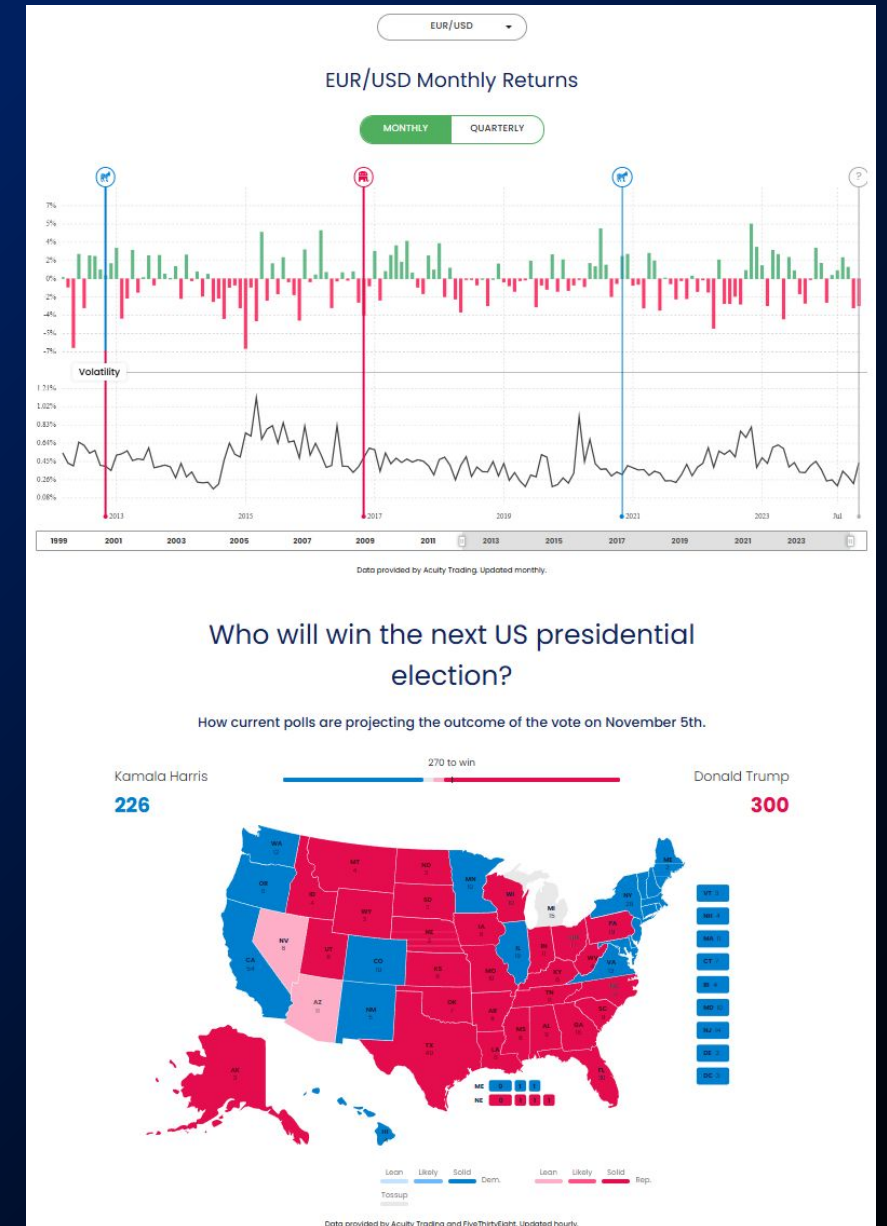
Here's why this matters:

- **Personalisation at Scale:** Marketing teams can customise email templates en masse while maintaining a high level of personalisation.
- **Higher Engagement Rates:** Our clients consistently see open rates exceeding 30%, demonstrating the effectiveness of timely, relevant content.
- **Freemium Model Integration:** We can restrict access to certain premium content within emails, enticing users to take further action, such as signing up or subscribing.



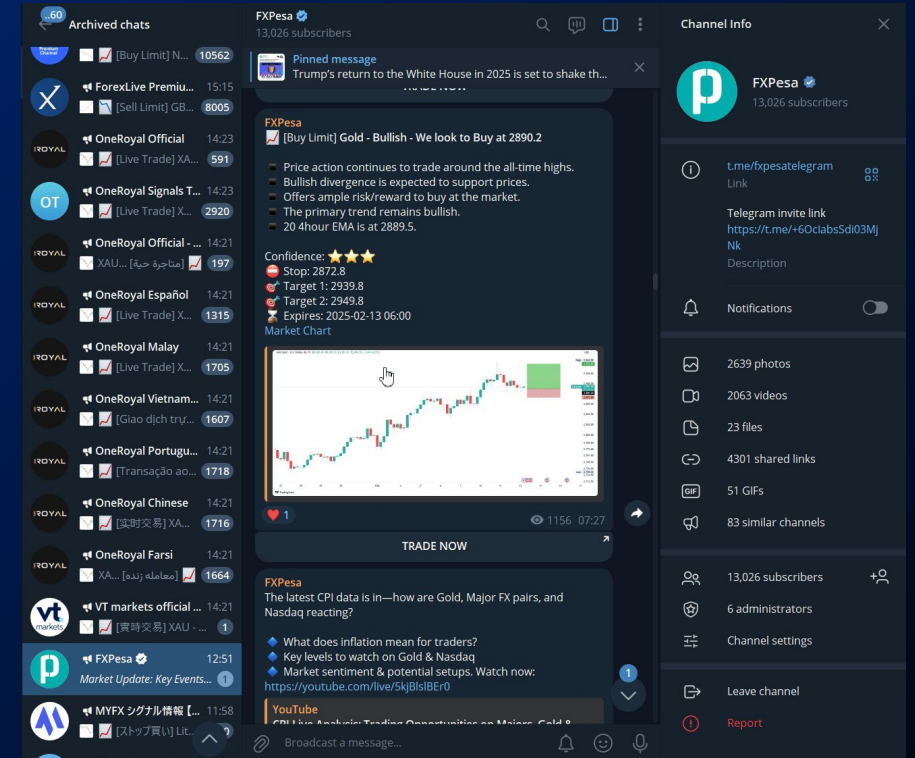
Predictive and Event-Driven Marketing

- Live data enhances predictive and event-driven marketing.
- Calendar tools help identify key market-moving events.
- Examples of impactful events include:
 - Non-Farm Payrolls
 - Interest rate decisions
 - Corporate earnings releases
 - Elections
- Marketing teams can leverage this data for repeatable, timely and targeted campaigns.



Real-Time Signals via Chat Channels

- Creates active, engaged communities
- Instant Messaging Apps - Whatsapp, Telegram, Discord
- Cost-effective



The screenshot displays a Telegram chat channel interface for 'FXPesa', which has 13,026 subscribers. The channel is active, with a pinned message at the top. The pinned message is a market analysis for Gold, dated 2025-02-13 06:00. It includes a candlestick chart showing price movement and a 'TRADE NOW' button. The analysis text reads: '[Buy Limit] Gold - Bullish - We look to Buy at 2890.2'. Below the chart, it lists 'Confidence: ★★★★★', 'Stop: 2872.8', 'Target 1: 2939.8', 'Target 2: 2949.8', and 'Expires: 2025-02-13 06:00'. The channel info panel on the right shows the channel name 'FXPesa', a link to the Telegram channel, an invite link, and various statistics like 2639 photos, 2063 videos, and 23 files. The chat history on the left shows various messages from other users, including market updates and trading signals.

Innovative Applications – Beyond Finance

01

Dynamic PPC Banners

Use live data to display up-to-the-minute information like market prices, sentiment analysis, or news updates.

02

Linking Sports & Finance

Connect the world finance with the excitement of live sports events e.g. market sentiment, market volatility

03

Generate Brand Interaction

Utilise gamification to create deeper engagement opportunities.

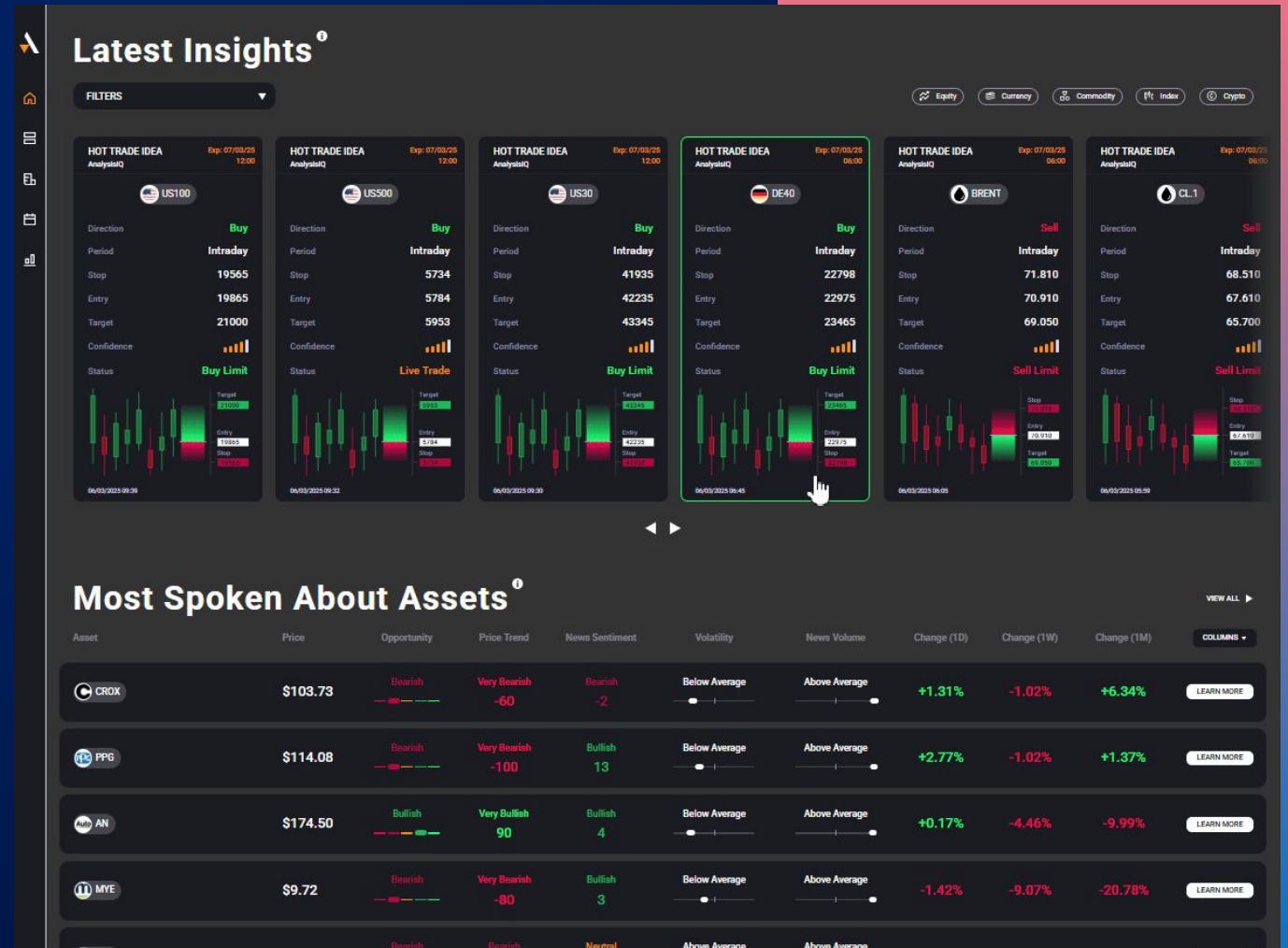
04

Maximising Sponsorship Deals

Turn passive sponsorship exposure into an interactive marketing asset.

Key takeaways

- **Live Data: A Necessity, Not a Luxury** – Businesses must integrate live data into marketing strategies to stay competitive.
- **Enhanced Engagement & Conversions** – Dynamic emails, live-data-powered landing pages, and predictive marketing tools drive better results.
- **Acuity Trading's Commitment** – Helping businesses leverage live data for improved marketing performance.
- **Open for Discussion** – Let's explore how our unique solutions can benefit your business.



Thank you