

Income Access:

CASE STUDY



The Company

Founded in 1965 and now has over 50 years in financial markets

Features two trading platforms, including award-winning TraderPro

Offers educational seminars, including live webinars, to help clients be better traders

The Challenge

Expanding reach of trader acquisition strategy

Breaking down data and evaluating performance at a product level

Building custom commission structures based on individual affiliate needs

The Solution

Robust reporting analytics to help affiliate team provide guidance to affiliate partners

Commission module designed to facilitate creation of tailored commission structures

Three straight years of increased currency volume and currency bets

228% increase in wagering accounts from 2014 to 2017

ETX Capital Expands Acquisition Strategy and Enjoys Strong Returns with Affiliate Channel

The Company

Founded in 1965, ETX has operated for over 50 years, first specialising in mortgage bonds before expanding its portfolio into stocks and derivatives. The company has also expanded its services into Europe, Asia and Russia, growing to 55,000 clients, worldwide.

ETX Capital is regulated by the UK's Financial Conduct Authority and offers a variety of financial products, including: Forex Trading, Cryptos, Indices, Shares and Commodities.

Dedicated to providing traders with the tools necessary to improve their skills, ETX offers free expert-led seminars, an extensive collection of webinars and a trader course that provides comprehensive training for its active traders. Servicing a diverse clientele, ETX also offers multilingual London-based support and personal account management.

Complementing this dedication to knowledge are two distinct platforms: TraderPro and MT4. TraderPro, which was upgraded in 2017, has collected numerous awards, including 'Best Spread Betting Platform' at the 2018 ADVFN International Financial Awards and 'Best Trading Platform' at the 2018 Online Personal Wealth Awards.

The Challenge

Prior to partnering with Income Access, ETX Capital was already accustomed to success and recognition for its product offerings. This strength was evidenced by several major accolades, including 'Best Forex Trading Tool and Software' at the 2013 UK Forex Awards.

ETX, however, saw the potential to increase brand recognition while expanding the reach of its trader acquisition strategy. This led to the official launch of the ETX Capital affiliate programme, powered by the Income Access platform, in November 2013. To accompany this extension into affiliate marketing, ETX Capital required a tool that could facilitate data segmentation and performance evaluations of affiliates at a product level.

"Affiliate marketing has been a highly effective and rewarding addition to our larger marketing strategy."

– Kunal Vaghela, ETX Capital Head of Affiliates

Given the performance-based nature of affiliate marketing, ETX Capital also looked to the Income Access platform to facilitate the creation of custom commission structures for affiliates, based on their specific needs and product focuses.

The Solution

Empowered with robust reporting analytics across its various financial products, the ETX affiliate team was able to thoroughly assess potential areas of improvement and provide corresponding guidance to its affiliate partners.

The Income Access commission module also helped ETX address its need for a comprehensive solution for managing and creating dozens of bespoke commission structures.

The integration between ETX Capital and Income Access allowed for a wide range of data points to be populated into corresponding system reports. Using this broad data set, ETX was then able to design the desired cost per acquisition (CPA) structures. This degree of flexibility has contributed to ETX's capacity to drive and sustain strong trader acquisition figures.

Accompanying these advanced platform features is a user-friendly payments module that has further cemented affiliate trust by helping deliver accurate payments each month.

"Through the Income Access solution, we've been able to consistently meet affiliate expectations by supplying them with suitable solutions needed to ensure a long-lasting, mutually beneficial relationship," says Vaghela.

The Results

Following its integration with Income Access, the next four years would see ETX Capital consistently generate strong performances across multiple product KPIs.

Three areas in the affiliate programme where ETX has enjoyed three consecutive years of growth are the Total Stake, Currency Bet and Currency Volume. Details on those performance increases can be seen in the graphs to the right.

When comparing the 2014 calendar year with that of 2017, programme figures show that wagering accounts (228%), active accounts (222%) and depositing accounts (147%) all grew exponentially through the affiliate channel.

Impressive figures are also reflected in the Total Trades generated by acquisitions through the affiliate programme, which were 290% higher through 2017 than in 2014.

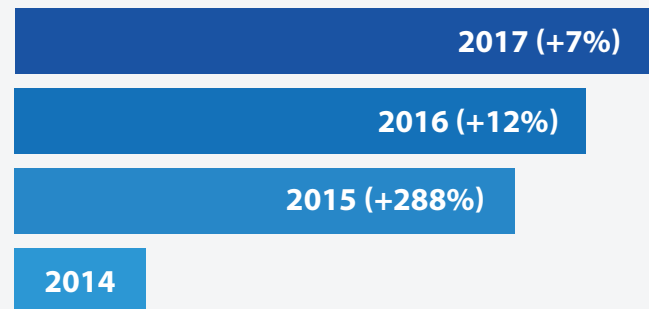
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"By allowing us to segment and analyse performance at a product level, the Income Access platform enables our team to refine our strategic approach and outlook."

- Kunal Vaghela, ETX Capital Head of Affiliates

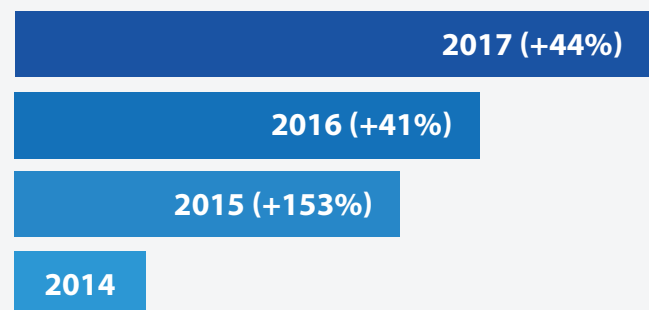
CURRENCY BETS

(Jan to Dec Year-on-Year Comparison)



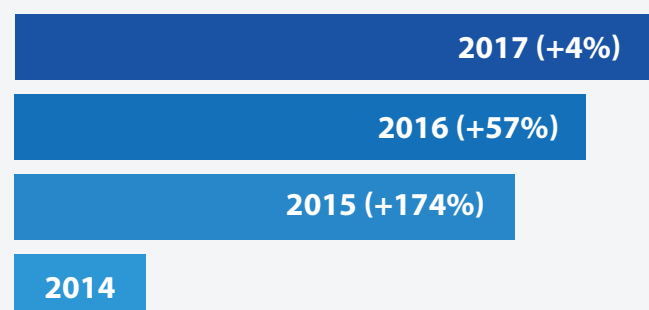
CURRENCY VOLUME

(Jan to Dec Year-on-Year Comparison)



TOTAL STAKE

(Jan to Dec Year-on-Year Comparison)



2018 Programme Highlights

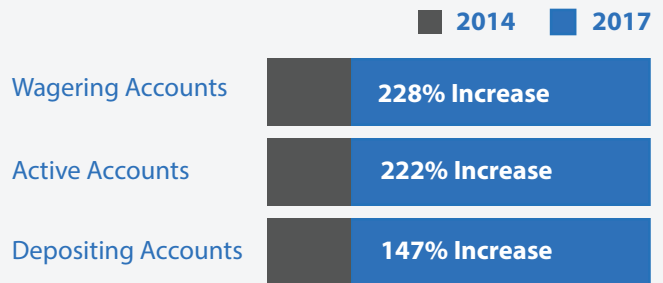
Following the success enjoyed from 2014 to 2017, the ETX affiliate programme continued its strong product performance through H1 2018, particularly in the case of Indices.

In March of 2018, the ETX Indices product achieved a 17-month high for bets. That was followed in April by an 11-month high for volume and 25-month high for net revenue generated by the product. Corresponding graphs can be seen further down.

Those strong figures were indicative of an impressive H1 in which ETX collected numerous awards. In addition to the 'Best Spread Betting Platform' and 'Best Trading Platform' awards, ETX also won 'Best Education' at the 2018 Online Personal Wealth Awards.

This trio of awards helped ETX build on momentum that started in H2 2017 with awards for 'Best Trading Education' (Shares Awards) and 'Best Forex Educators' (UK Forex Awards).

PLAYER ACQUISITION STATS (Jan to Dec Year-on-Year Comparison)



TOTAL TRADES (Jan to Dec Year-on-Year Comparison)



INDICES VOLUME (11-month period)



INDICES BETS (17-month period)



INDICES NET REVENUE (25-month period)

