

**'TRADERS  
UNION**



**TU TrustScore**

**An on-site element that directly boosts your revenue**

We've created a tool that significantly reduces client churn. It works by building trust in your brand and encouraging those who visit your site – through any channel – to take that crucial next step and make a deposit.





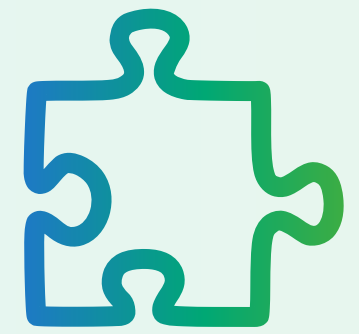
# TU TrustScore

## **Increases conversion across all your advertising efforts**

You've already invested in acquiring visitors to your site, one way or another, but only a small fraction of them converts into paying customers.

Implementing TU TrustScore increases this conversion rate, boosting the performance of all your advertising channels.





# Simple integration

**low price, and huge positive impact**

**Integrating TU TrustScore is incredibly easy.**

Our specialists are also available to assist with implementation, if needed.

The cost is only from

**\$1200** per month

(when signing an annual contract)

Recover up to

 **+ 21%** of lost clients

with improved conversion rates



# How does TU TrustScore work?



A widget button is easily installed on the main page of your website.

Instead of navigating away to search for reviews, about **50% of users** simply click this readily available button.

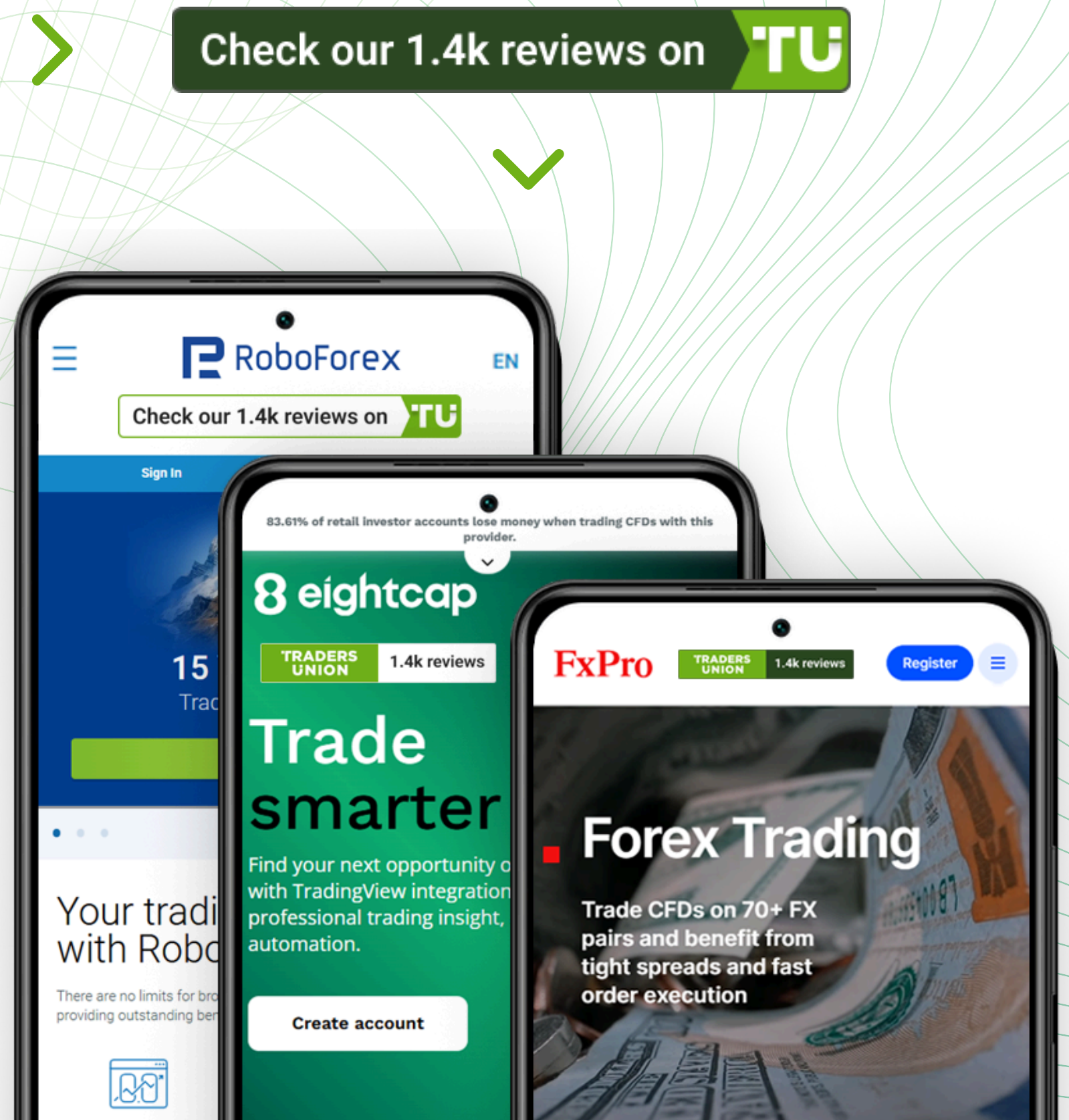
Clients are then directed to your dedicated page, showcasing client reviews, expert assessments, and company status.

This page reinforces your **“Recommended”** status and **“Impeccable Reputation”**, along with a positive rating (e.g., **4.9/5**), thanks to our moderators who filter out any negative reviews from competitors).

By reading these reviews, potential clients gain positive impressions, increasing their trust in your brand and ultimately deciding to work with you.



They then seamlessly return to your site, ready to make a deposit.







## With TU TrustScore

You prevent client loss by proactively addressing potential concerns and mitigating the influence of negative reviews.

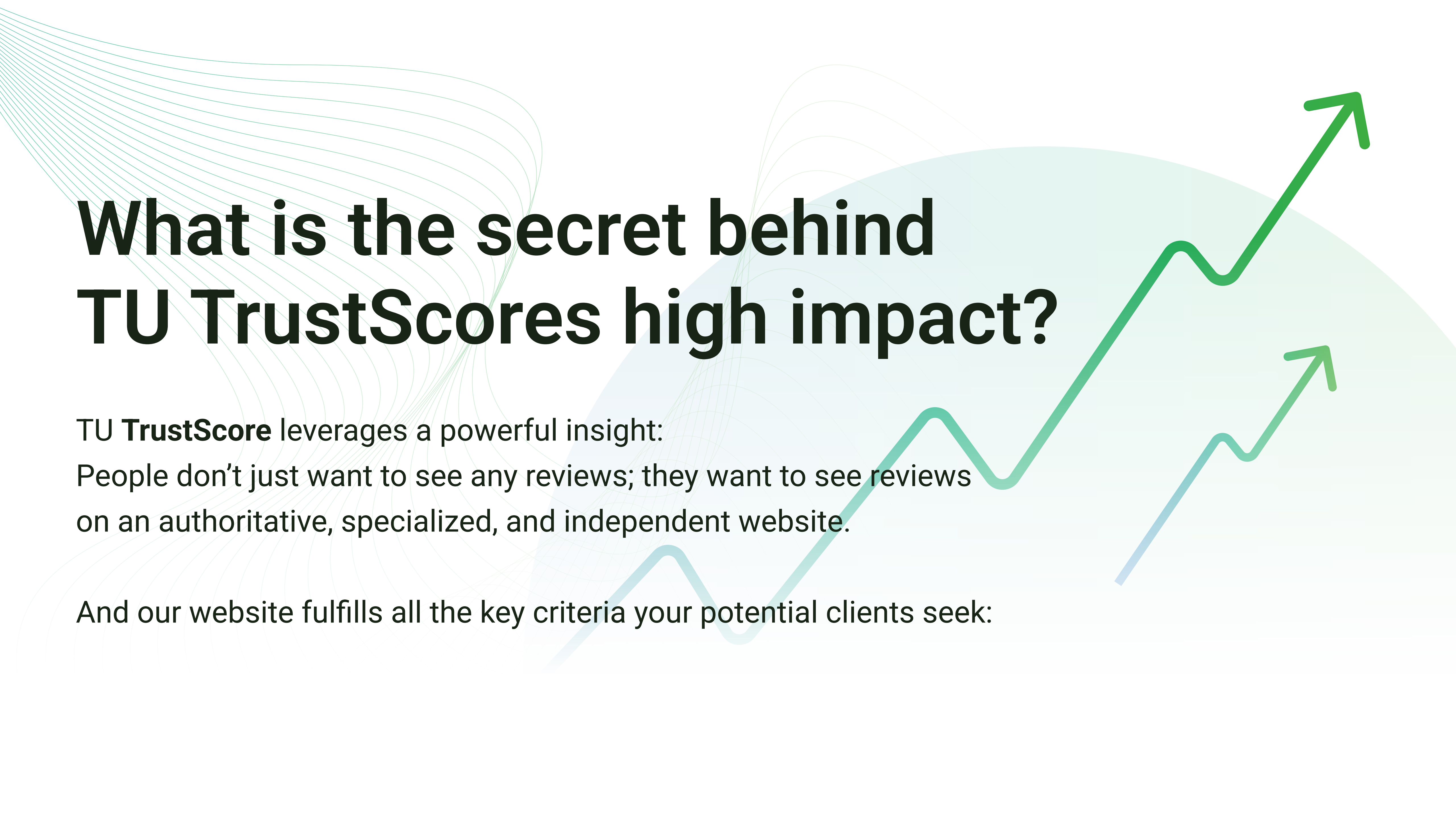


# What is the secret behind TU TrustScores high impact?

TU **TrustScore** leverages a powerful insight:

People don't just want to see any reviews; they want to see reviews on an authoritative, specialized, and independent website.

And our website fulfills all the key criteria your potential clients seek:







## ● Authority

We have been collecting reviews of financial companies for over 14 years. Our extensive database – the largest of its kind among similar websites worldwide – enhances trust and credibility. Our global reach extends to over 1 million monthly visitors across 30 language versions.

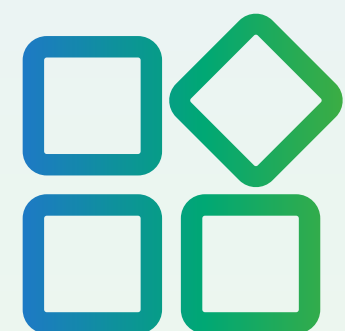
## ● Specialization

Our website focuses solely on financial information. We employ top experts, authors, and analysts from around the world, and our research and findings inspire maximum confidence.

## ● Independence

We are not affiliated with any financial company. We gather data on all companies, constantly updating profiles and compiling ratings that have become the gold standard for users worldwide due to our independent approach and transparent evaluation methodology.





# Widget options

**Widgets are available in 5 visual styles and two formats: compact and full-size.**

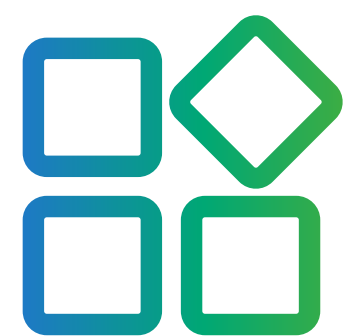
## **Compact**

This compact and versatile tool is ideal for placement in areas with limited space, such as the first screen, next to the “Register” button, the website footer, the sidebar, or landing pages.

## **Full-size**

Designed to showcase details, this format effectively highlights client reviews and expert ratings and assessments. The full-size widget is perfect for website sections where clients seek reassurance about your reliability, such as “Reviews” or “About Us” pages.





# Widgets examples



Compact

**TRADERS UNION** ★★★★★ 4.8 based on 1320 reviews

Angie at Bluevine was a real person that speaks English. She was helpful, unders... [Read more](#)

Mikko Rindell



Full-size

**TRADERS UNION** ★★★★★ 4.8 based on 1132 reviews

[SEE ALL REVIEWS](#)



**Mikko Rindell**

Right now everything is so smooth and simple here, deposits and withdrawals, changing account setting and even calling them, good for someone who does not have a lot of time myself...

[Read more](#)



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# Pricing and getting started

**The base price for TU TrustScore is \$1,500 per month.**  
Minimum contract term is 3 months.  
Discounts are available when paying for  
6 months – 10%, 12 months – 20% (\$1,200 per month).

**Personalized approach:** We will help you set up the widget,  
create a dedicated page for your brand (see example), and even  
customize the widget design to match your needs.

Contact us to learn more about  
TU TrustScore and how it can  
benefit your business.

[Schedule a meeting](#)

[Telegram](#)

[E-mail](#)





**Additional  
information about**



**'TU TrustScore**





# How will implementing TU TrustScore impact your business?

Increase client trust by

↗ **15-20%**

Improve

↗ **NPS and CSAT**

Boost conversions by

↗ up to **30%**

Strengthen your

↗ **Reputation**

and reduce client churn.





# Proven value of similar solutions

★ Trustpilot

82%

conversion increase for  
companies with high  
average review scores

♥ brightlocal

92%

of users choose  
companies with **4+** star  
reviews

**TRADERS  
UNION**

21%

reduction in client churn  
(internal research).



# The impact of authentic reviews in facts and figures

- ★ **Reduced client churn by up to 30%.**  
Verified, independent reviews are essential for building trust towards a brand. A single negative review easily found in search results can cause a company to lose up to **30% of its clients**.
- ★ **Increased conversions by 20–30%.**  
**Openly addressing negative feedback** demonstrates a commitment to customer satisfaction and strengthens your company's reputation.
- ★ **Enhanced trust through the independence and reputation of the source.**  
**73% of users** trust brands with high ratings on independent platforms.
- ★ **Increased revenue and reduced advertising costs.**  
Online reviews are now as trusted as personal recommendations, with **78% of people** relying on them to make informed decisions.
- ★ **According to our joint research with partners:**  
**52% of prospects** seek independent reviews after discovering a broker.



*At this crucial stage, **20-60% of those users** may switch to competitors based on what they find, especially if negative reviews dominate search results.*

*This erodes trust and diminishes conversions across all your advertising efforts.*





# Our advantages over general review platforms like Trustpilot

Unlike general review platforms, Traders Union offers:

## A higher trust factor for reviews

Our years of expertise in analyzing and evaluating financial market companies inspire a higher level of trust towards our website from clients in this sector.

## Effective management of negative reviews

The cost of widget support includes a dedicated account manager for your profile who will verify each review and prevent competitors from damaging your reputation.





# Our audience profile

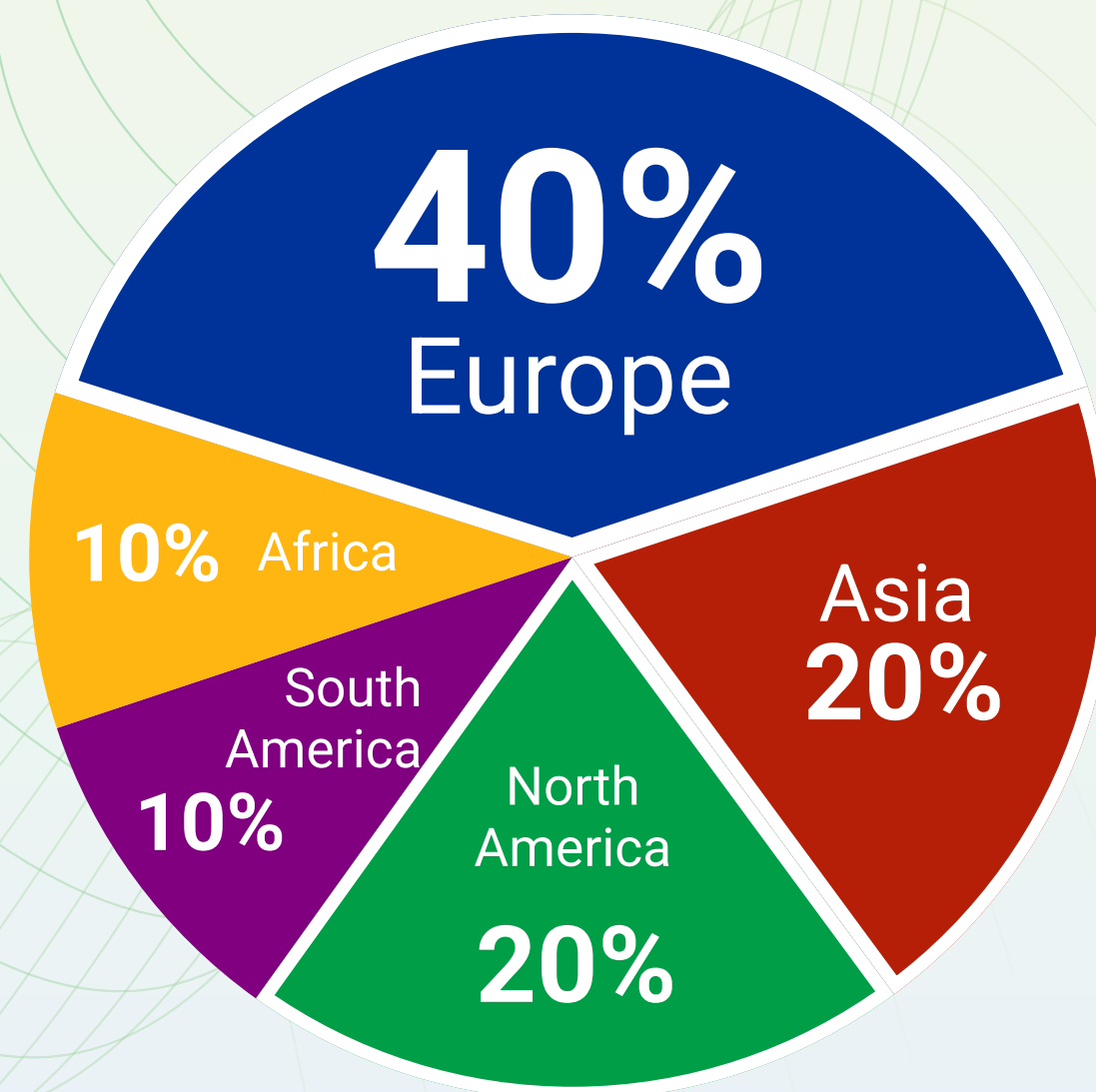
**Our primary audience consists of young and active individuals aged 18 to 44.**



**75%**  
male



**25%**  
female



**With a medium to high income level**, our users are actively seeking investment opportunities.



**What our users need:**  
Users are looking for convenient and transparent trading services to simplify decision-making and increase their confidence in investments.



## What our users are interested in?

- ★ **Cryptocurrency investing,** including Bitcoin, Ethereum and DeFi projects.
- ★ **Stock trading.**
- ★ **Futures and options trading.**
- ★ **Forex – a classic tool for capital management.**





**TRADERS  
UNION**

**Start increasing  
potential **client trust**  
and **your revenue**  
today!**

Contact us to learn more about  
TU TrustScore and how it can  
benefit your business.

[Schedule a meeting](#)

[Telegram](#)

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