

**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.



**TRADERS
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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.



**TRADERS
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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

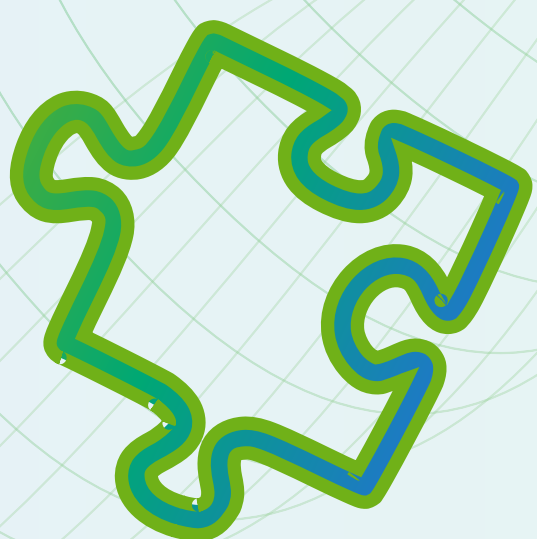
\$1200 per month

(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).



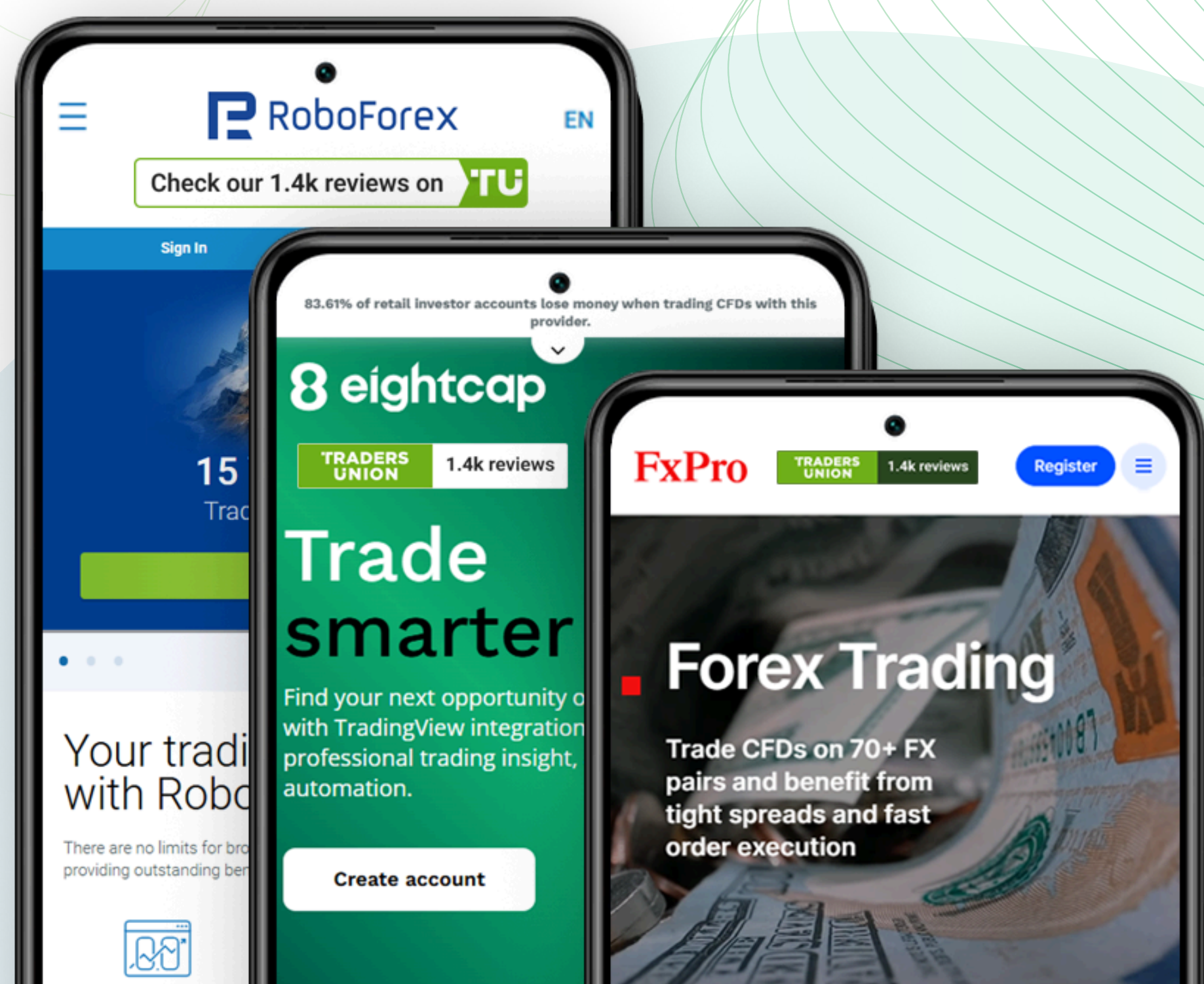
By reading these reviews, potential clients gain positive impressions, increasing their trust in your brand and ultimately deciding to work with you.



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



Check our 1.4k reviews on



**TRADERS
UNION**

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 TrustIndex 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

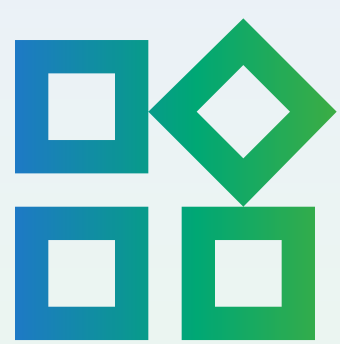
We have been collecting reviews of financial companies for over 14 years. Our extensive database – the largest of its kind among similar websites worldwide – enhances trust and credibility. Our global reach extends to over 1 million monthly visitors across 30 language versions.

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](#)

★★★★★

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...
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TU TrustScore

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.
- **Ready to get started? Contact us,** and we'll finalize the contract and handle all the details.

[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%**

Boost conversions by

~↑ up to **30%**

Improve

~↑ **NPS and CSAT**

Strengthen your

~↑ **Reputation**

and reduce client churn.



Proven value of similar solutions



82%

conversion increase for companies with high average review scores



92%

of users choose companies with 4+ star reviews



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.



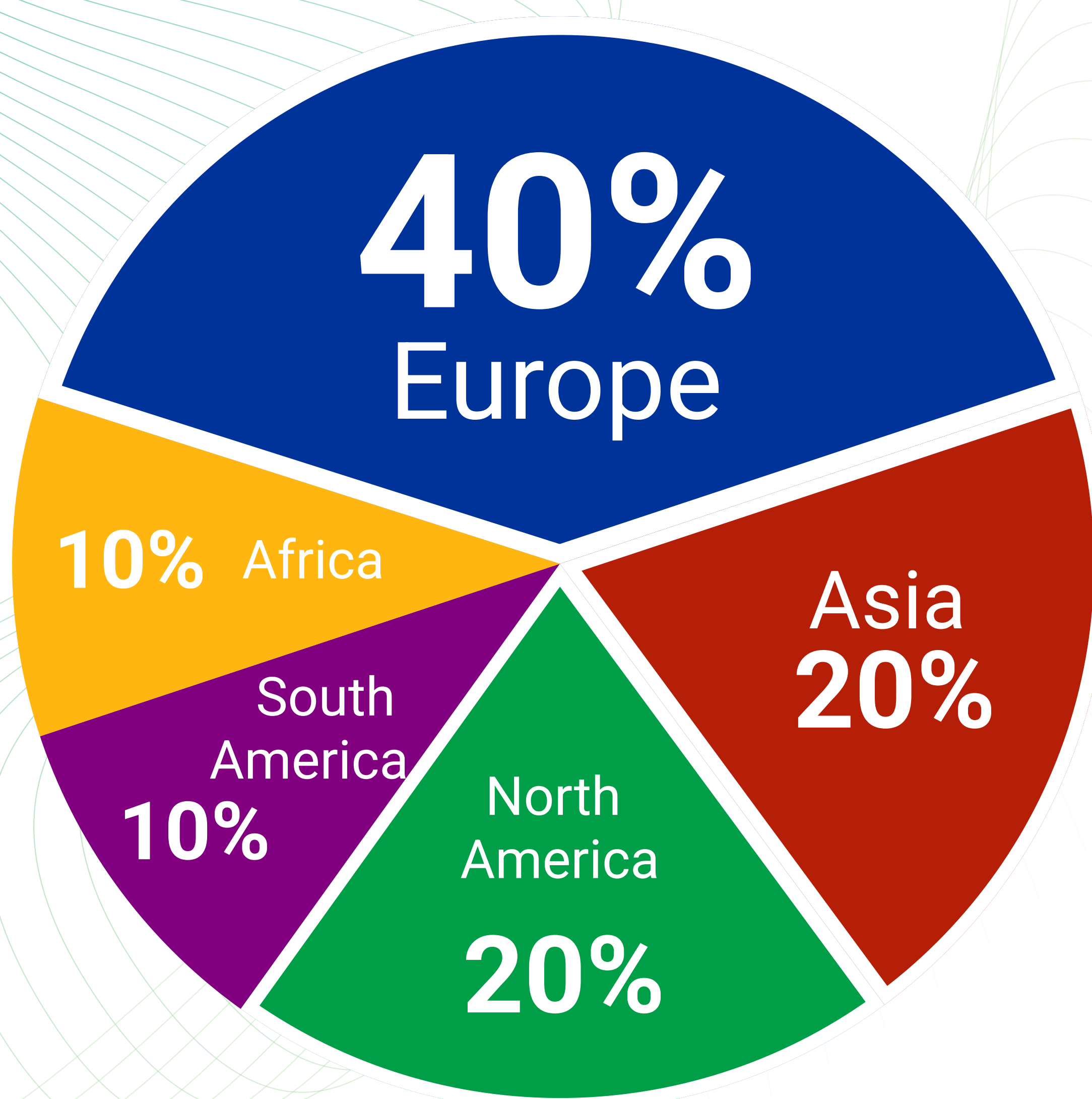
75%

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](#)

[E-mail](#)