

WHITE LABEL VIRTUAL TRADING APPLICATIONS



CASE STUDY

Customer Acquisition & Engagement

Launch your own branded financial simulation platform to attract new customers and engage your current ones.

Horizons ETFs Case Study

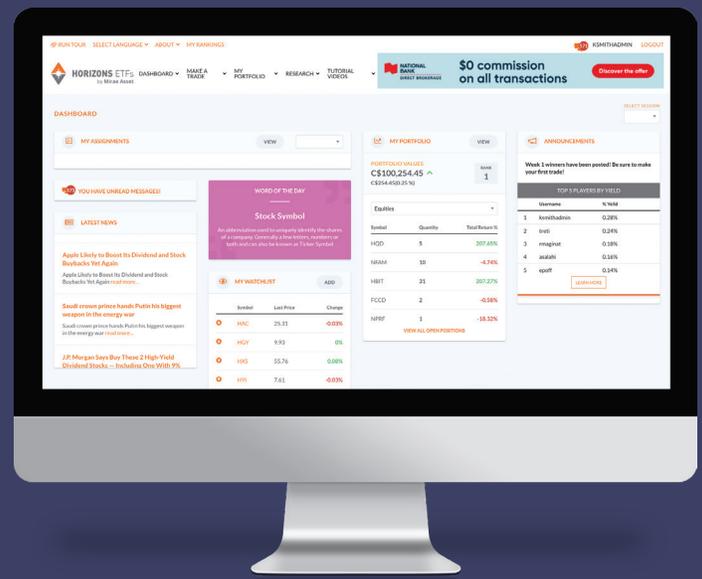
Horizons is one of Canada's leading ETF financial providers. They offer innovative exchange traded fund products for both institutional and retail investors alike.

What were they looking for?

To create a Canadian financial educational event that focused on the appropriateness of ETFs in an investor's portfolio. Key goals of the project were to intuitively build brand awareness, familiarity and "Top of Mind" brand awareness by hosting a turnkey stock market competition. They also wanted to increase brand awareness among women, and to educate Canadian investors about home grown financial market products in a zero-risk environment.

How did StockTrak help them accomplish their goals?

StockTrak advised Horizons to host a stock market challenge with weekly and monthly winners to encourage high participation levels. They collected key demographic metrics such as portfolio size, brokerage firm rank, and advisory service provider, to better understand their target audience. This was a first of its kind project in Canada, where they also were the first to merge social media into a stock market challenge.



What features did they use?

- ✓ Turnkey solution provided by StockTrak.
- ✓ Fully branded for Horizons and their partners.
- ✓ Customized registration fields to better understand their users.
- ✓ Integrated social media feeds and messaging.
- ✓ Dropdown pre-populated portfolios for ETF products.
- ✓ Customer service and technical support.
- ✓ Private exchange of Horizons and all other Canadian ETF providers
- ✓ Personalized reports provided weekly, monthly, and overall.



Was it a success?

The Biggest Winner Competition has helped Horizons become a dominant financial products provider in their market. 2023 will be their 12th year hosting the challenge!

Great Customer Relationships Start Here

You can capture essential demographic and psychographic information in the registration flow and communicate with your audience as they use the platform. You can also direct customers to your website from within our platform, providing an easy way to convert leads into customers.

SYMBOL

AAPL

StockTrak executes US trades at Real-Time bid/ask prices but displays 15-minute delayed data. Price paid appears within 15 minutes of execution.

APPLE INC
AAPL

LAST PRICE **\$160.36** ▲ DAY'S CHANGE **1.08 ▲ 0.68%** ▲

as of 03/22/2023 @ 02:35

Buy Sell Short Cover

100 SHARES

ORDER TYPE PRICE DURATION

Market \$0.00 Good for Day

Estimated Order Total **-\$16,178.00** Review Order

Real-time Virtual Trading Contests

Our Real-Time Virtual Trading Simulation provides your customers with an immersive experience of the stock market.

Your customers can practice trading while investing in US stocks, bonds, mutual funds and more!

Helping them build their confidence in investing, while they develop their skills in a fun and safe way.

Interactive Chart For AAPL

Bid/Ask 160.35 / 160.37
Day's Range 159.12 - 161.61
Day's Volume 38,931,290
Industry Electronic Technology

Chart Tech. Analysis

1m 30m 1h D

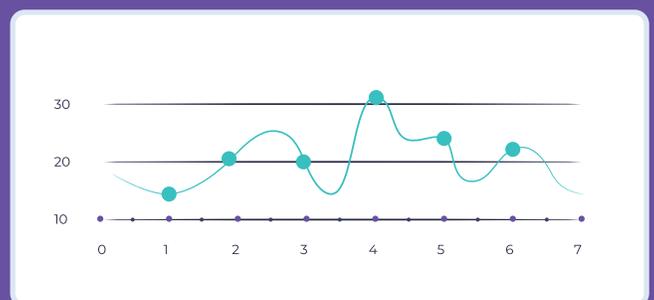
165.00
160.98
155.00
150.00
145.00
140.00
135.00
37.45M

Feb Mar Apr



Access to Engagement Analytics Reporting

Our platform's default is Google Analytics but we will integrate with any analytics you use to monitor your customer's behavior on your financial simulation platform.



We offer the following features and services to maximize the success of your financial education site:



Immersive Brand Experience

Matching your colors logos and style guide.



Multiple Other Touchpoints

Share dedicated messaging via the Message box, embed your social media feeds, and run your own ad units.



Customizable Registration Flow

Capture the data you want upon user registration.



Integrate Your Own Content

Add your own lessons or content to supplement the trading.



Fully Customizable Trading

Work with our team to get the virtual trading rules to match your objectives.



Real-Time Admin Panel

Monitor your users' activities and progress throughout your competitions.



30+ Years of Expertise

With a dedicated account manager to provide best practices and personalized service.



Google Analytics

Embed and track pageview data throughout the platform.

STOCK | TRAK
FINANCE. EDUCATION. GAMIFIED.

With a StockTrak branded site, you can be sure your customers will have the best and most comprehensive financial simulation experience.

We look forward to helping you reach your customer acquisition and engagement goals.



Contact us today to start your journey!

VISIT OUR WEBSITE
[StockTrak.com](https://www.StockTrak.com)

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