

Onboarding Broker Offer

SPECS

Creative Requirements

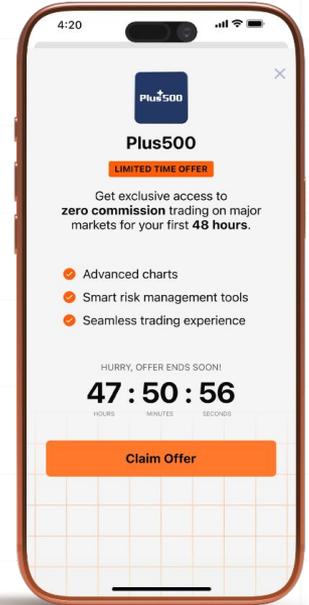
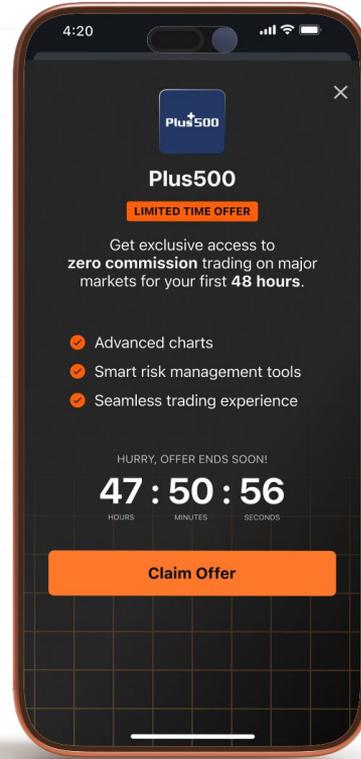
Logo - 144×144 Image (PNG)

Text -

- Brand name: Maximum 18 characters
- Unique offer: Maximum 110 characters
- Key Benefits: 3 pros, maximum 28 characters each

Important Note:

* All text content must be provided in English



Landing Page Requirements

Technical Requirements:

Tracking Integration:

- Landing page must include postback capabilities
- [Postback integration guidelines](#)

Best Practices:

- **Registration Page**

It's recommended that the URL directs users to a registration page

- **Language Localization**

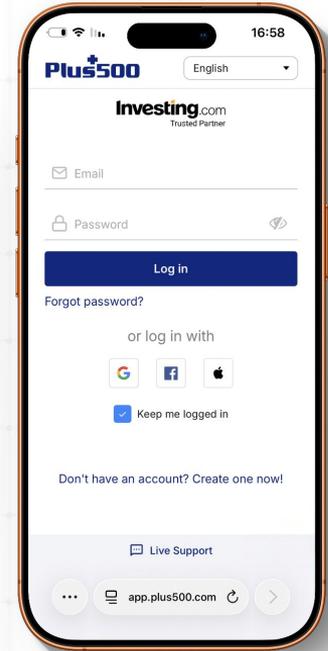
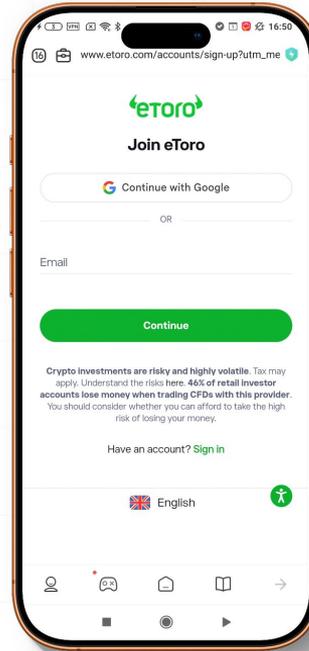
For optimal user experience, it's recommended to detect the user's browser language and display localized content

- **Offer Consistency**

The offer on the landing page should match the offer text in the offer page

- **Trusted Partner Badge:**

We recommend adding the Investing.com Trusted Partner badge to the registration page

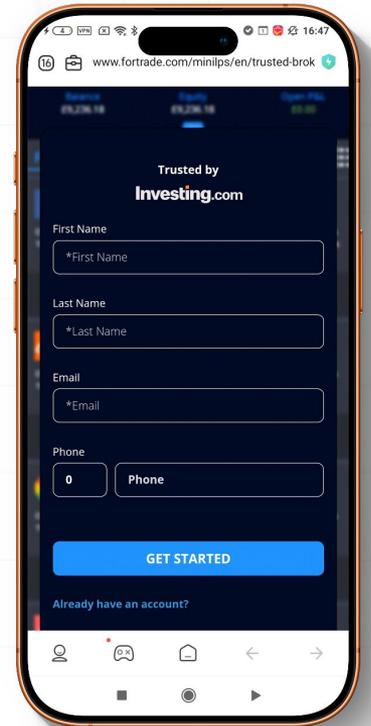


Landing Page Optimization Guidelines

We strongly recommend directing users straight to a registration page!

Best Practices for High-Converting Registration LPs:

- Keep it to 3 fields or less - Each additional field = ~10% drop-off.
- Auto-detect country - If country field is needed, auto-fill it to reduce friction.
- Single-step registration preferred - Multi-step forms reduce conversions. Keep it simple and fast.
- Clear value proposition above the fold - Tell users WHY they should register (e.g., "0% Commission", "Start in 3 minutes").
- High-contrast CTA button - Make the registration button impossible to miss on both web and mobile.
- Mobile-first optimization - Ensure fast load times (<3 sec) and responsive design.
- Trust indicators visible - Display regulatory badges (FCA, CySEC) and testimonials above the fold.



Investing.com **Technical** Requirements

Content (Creatives) Requirements and Guidelines:

Please make sure that the creatives used do not have:

- BR, VN Site – creatives cannot contain the word Forex
- Incorrect usage of words, grammar mistakes
- Incorrect verb tense or subject-verb agreement
- Misspellings

Sensitive categories not permitted on the site

- Black Magic, Astrology & Esoteric
- Cosmetic Procedures & Body Modification
- Dating
- Drugs & Supplements
- Get Rich Quick
- References to Sex & Sexuality
- Religion
- Sexual & Reproductive Health
- Weight Loss
- PC Cleaner
- Adult
- Alcoholic Beverages
- Weapons
- Prizes/ Raffles