



# Indonesia FX/BO market review

Based on data for November 2022 - May 2023



# **Information about country**



**276,4 mln**

Population



**806 USD**

Average salary



**77%**

Internet penetration



**64,5%**

Share of web traffic via smartphones



**35,1%**

Share of web traffic via PC and laptops



**0,4%**

Share of web traffic via tablet PC

## Popular social media (% of Internet users)



**65,3%**  
YouTube



**56,3%**  
Facebook



**51,6%**  
TikTok



**41,9%**  
Instagram



**12,8%**  
FB Messenger

# Payments

**The most popular local online payment methods for FX/BO in Indonesia by value of transactions:**

**Virtual bank account (46,4%).** It's a 16 digit payment code, is an virtual bank account created and assigned to each of paying clients automatically in response to the payment request.

**Dana ewallet (23,5%)**

**QR code (16,8%).** Payment with QR-code using national interbank payment system QRIS. QR code is shown to the client, he opens his banking application, scans the code and interbank settlement occurs.

**OVO ewallet (9,0%)**

**Online bank transfers (4,2%).** User enters his online banking details and makes payment.

**Other ewallets (0,2%)**

**Distribution of executed payments by devices:**

Android	78,2%
iOS	10,8%
Windows	10,0%
MacOS	0,6%
Other	0,4%

# Payments

## Local payment methods offered by Monetix in Indonesia:

- **Virtual bank accounts**

Bank Central Asia · Bank Mandiri · Bank Negara Indonesia · Bank Permata · Bank Rakyat Indonesia · Bank Sahabat Sampoerna · Bank Sinarmas · CIMB Niaga · Maybank Indonesia · Bank Artha Graha

- **Online bank transfers**

Bank Central Asia · Bank Negara Indonesia · Bank Mandiri · Bank Rakyat

- **QR-code.** All Indonesian banks that support QRIS.

- **LinkAja ewallet**

- **OVO ewallet**

- **Shopee ewallet**

- **Dana ewallet**

- **GoPay ewallet**

- **Ezeetunai ewallet**

# Forex and Binary options regulation

Trading Forex is completely legal in Indonesia. There is a persistent perception that Indonesian law prohibits trading Forex, which is not correct. This probably comes from the facts that Forex trading was illegal in Indonesia some years ago, that some of Indonesia's geographical neighbors have strict laws governing Forex trading which can make it challenging to do so legally, and also because Indonesia is a majority-Muslim country. Forex market is regulated by local regulator Badan Pengawas Perdagangan Berjangka Komoditi (BAPPEBTI). All domestic brokers operating from Indonesia offering either Forex or Futures trading must be regulated. The regulation sometimes becomes strong or soft depending on the situation such as election, etc. Indonesian regulator ensures that client deposits are held in segregated accounts at one of a select small number of pre-approved depository banks. Currently [63 brokers](#) have a BAPPEBTI license and a legal to operate in Indonesia. Among international forex brokers only [OctaFX](#) and [HotForex](#) are licensed in Indonesia. Only forex brokers that are locally licensed can have a local office in Indonesia, making it even tougher for foreign brokers to build trust in the market. Up until 2012, Indonesia witnessed a massive surge in the number of Forex brokers that offered services exclusively for the Indonesian market, which not only exposed Indonesian investors to the lucrative nature of the FX markets but also resulted in an extensive number of broker scams and financial malpractices. A substantial majority of Indonesian Forex traders lost a lot of money due to unfair dealings, which led to the Indonesian Government coming down hard on the Forex trading industry by outright banning a large number of Forex brokers as well as its allied platforms.

Binary options trading is illegal in Indonesia because it has not been licensed and its legality is not recognized by laws and regulations. Without a license, there is no clarity on consumer protection in binary options, both legally and practically. In 2022, Binomo was expelled from Indonesia for conducting unlicensed activities, and criminal cases were opened. However, Binomo is a big broker that has been very active in the country, so it has attracted the attention of regulators. Smaller brokers may not fear sanctions.

It is important to note that Indonesian regulation can only protect traders with Forex brokers regulated in Indonesia. The choice of Indonesia-friendly offshore brokerages was initially rather limited but the local authorities decided to open the country's doors to foreign competition. Offshore foreign exchange companies licensed in top-tier jurisdictions are allowed to operate in the country although Indonesian authorities recommend trading with locally authorized companies. Many Indonesian residents deposit with offshore Forex brokers who are not regulated in Indonesia.

# Forex and Binary options regulation

This is legal, but it is up to the trader to make sure that the offshore broker chosen is well-regulated somewhere else. These regulations aimed at eradicating the risks of financial fraud and ensuring a safer trading environment for local investors. With that said, both foreign and locally licensed brokers are still expected to comply with Indonesia's financial laws. One aspect which the Indonesian financial regulators fall flat in is assisting local traders who have been defrauded by unreliable brokerages. It appears there are no avenues for such customers to reclaim their lost money. Nevertheless, fraudulent trading companies are subject to investigations, prosecutions, and bans. Many traders who lost their deposits may open threats to get their funds back. This is not authority case, but the police case and police is already aware that the fault lies with the users itself, not the affiliates. Throughout our research, there are no legal sanctions for traders who use unlicensed FX brokers, even if the brokers are illegal.

Any user from Indonesia can report about websites with potentially dangerous/negative/offensive content (porn, gambling, betting, etc.) at [aduankonten.id](http://aduankonten.id). It's necessary to register, upload links and screenshots. Ministry of Communication and Information will review the complaint and whether to blacklist website or not. Website can be checked at [trustpositif.kominfo.go.id](http://trustpositif.kominfo.go.id).

Since more than 87% of the country's population profess the Muslim faith, brokers must service local traders in accordance with what is known as the Sharia law. One of the key rules in Islamic finance is the prohibition of usury, i.e. people who lend or borrow money are not allowed to charge or pay interest (riba). In the Muslim faith, interest is believed to always favor the lender at the expense of the borrower. Money is not considered an asset in itself. Therefore, Muslims cannot generate income from money alone as is the case with interest. In line with these peculiarities, brokers that service the Indonesian market must offer local customers the option to open the so-called Islamic or swap-free accounts. Respectively, the Sharia law strictly disallows several commonplace aspects of standard foreign exchange trading. Neither the brokerage nor its Indonesian customers can earn or pay interest. The customer should not be granted the chance to trade with excessive risk. This is against the Sharia business practices.



# **Forex brokers in Indonesia**



Due to the regulation, the market of brokers in Indonesia is a market of local companies like **Ajaib**, **Bibit**, **MIFX (Monex)**, **gkInvest** that have the appropriate licenses, these companies together occupy **37%** of the market. From the international brokers **OctaFX (13%)**, **Exness (11%)** and **FBS (6%)** are actively promoted on the market. In 2022 OctaFX obtained license from Indonesian regulator Bappebti, so they are legal in Indonesia now, [calvetagri.com/apakah-forex-legal-di-indonesia/](http://calvetagri.com/apakah-forex-legal-di-indonesia/)



FXclub has a sufficient audience in Indonesia, but there are no languages on the site other than Russian, so we can conclude that the company is not promoted in Indonesia. It can be said that Indonesia is also one of the key markets for **HotForex (has BAPPEBTI license)**, as the traffic from Indonesia to hfm.com is comparable to traffic from other countries. Also, it can be said that Indonesia is important market for **Quotex**. For other large companies such XM, Oanda, IC markets, Indonesia is not a key market, but they occupy some market share due to their worldwide popularity.



QUOTEX

## Forex brokers with more than 200k visitors over the period

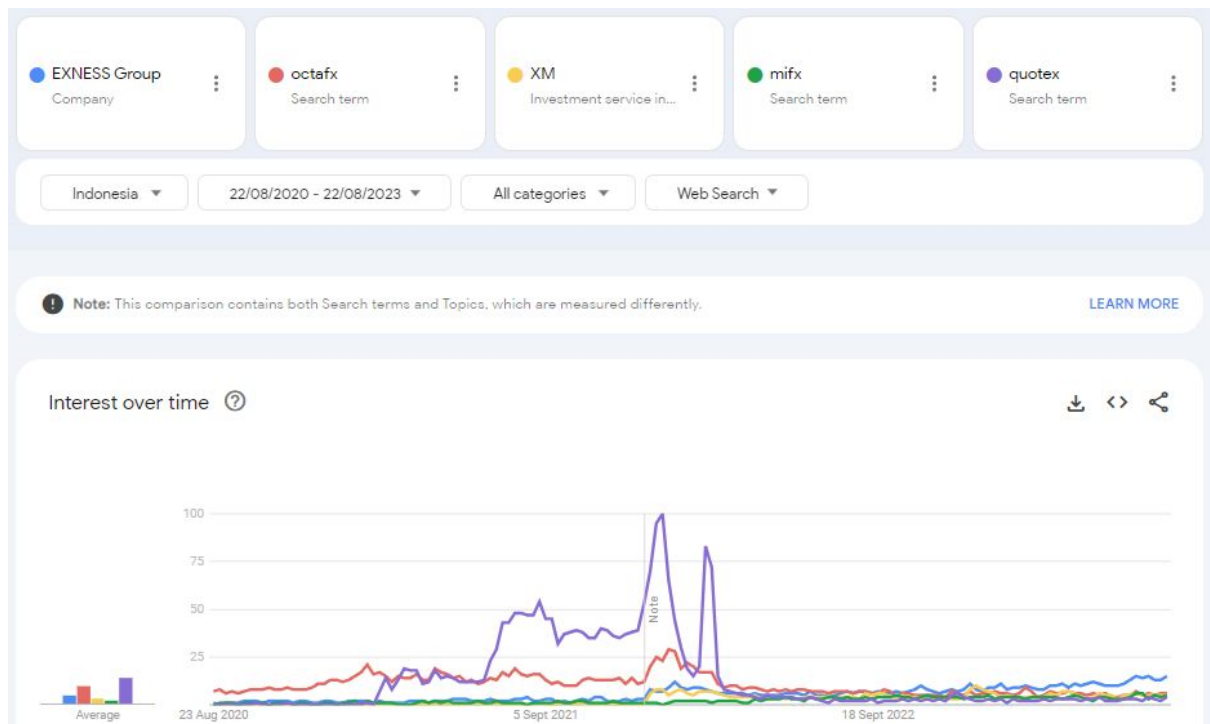
\* After regulatory issues in 2022 Binomo does not carry out any activity in Indonesia.

Broker	Total traffic	% of ID traffic	ID traffic	Ranking of ID traffic in the company	% of total FX traffic from ID
ajaib.co.id	12 660 000	98,76%	12 503 016	1	17,08%
binomo-brokers.com *	11 960 000	97,22%	11 627 512	1	15,88%
bibit.id	11 610 000	95,22%	11 055 042	1	15,10%
octamarkets.net	58 340 000	9,94%	5 798 996	4	7,92%
exnesstrader.market	3 448 000	99,90%	3 444 552	1	4,70%
exness-trade.pro	6 243 000	41,29%	2 577 735	2	3,52%
octafxidn.me	2 481 000	87,48%	2 170 379	1	2,96%
fbs-broker-indonesia.com	2 233 000	96,11%	2 146 136	1	2,93%
mifx.com	2 203 000	96,86%	2 133 826	1	2,91%
fbs-trading-ind.com	1 657 000	98,19%	1 627 008	1	2,22%
Binomo.com *	21 290 000	7,56%	1 609 524	3	2,20%
octafx.com	20 320 000	7,43%	1 509 776	3	2,06%
gkinvest.co.id	1 501 000	99,03%	1 486 440	1	2,03%
exness.com	168 200 000	0,57%	958 740	13	1,31%
icmarkets.com	22 640 000	3,29%	744 856	8	1,02%

## Forex brokers with more than 200k visitors over the period

Broker	Total traffic	% of ID traffic	ID traffic	Ranking of ID traffic in the company	% of total FX traffic from ID
broker-qx.com	1 527 000	40,41%	617 061	2	0,84%
extrading.pro	3 273 000	18,73%	613 033	2	0,84%
fbs.com	9 753 000	5,68%	553 970	4	0,76%
fxclub.org	7 102 000	6,24%	443 165	4	0,61%
admiralmarkets.sc	3 702 000	10,34%	382 787	2	0,52%
exnesstrade.market	380 398	99,77%	379 523	1	0,52%
hfm.com	8 851 000	4,25%	376 168	7	0,51%
iqbroker.com	127 700 000	0,29%	370 330	61	0,51%
forextime.com	12 290 000	2,92%	358 868	7	0,49%
xm.com	91 720 000	0,38%	348 536	47	0,48%
oanda.com	41 670 000	0,77%	320 859	32	0,44%
iqoption.com	21 060 000	1,34%	282 204	16	0,39%
etoro.com	229 900 000	0,12%	275 880	65	0,38%
justmarkets.com	4 884 000	5,21%	254 456	6	0,35%
olymptrade.com	27 000 000	0,91%	245 700	23	0,34%

# Search trends



Ajaib and Bibit are not represented in the comparison, their popularity is significantly higher than that of international companies.

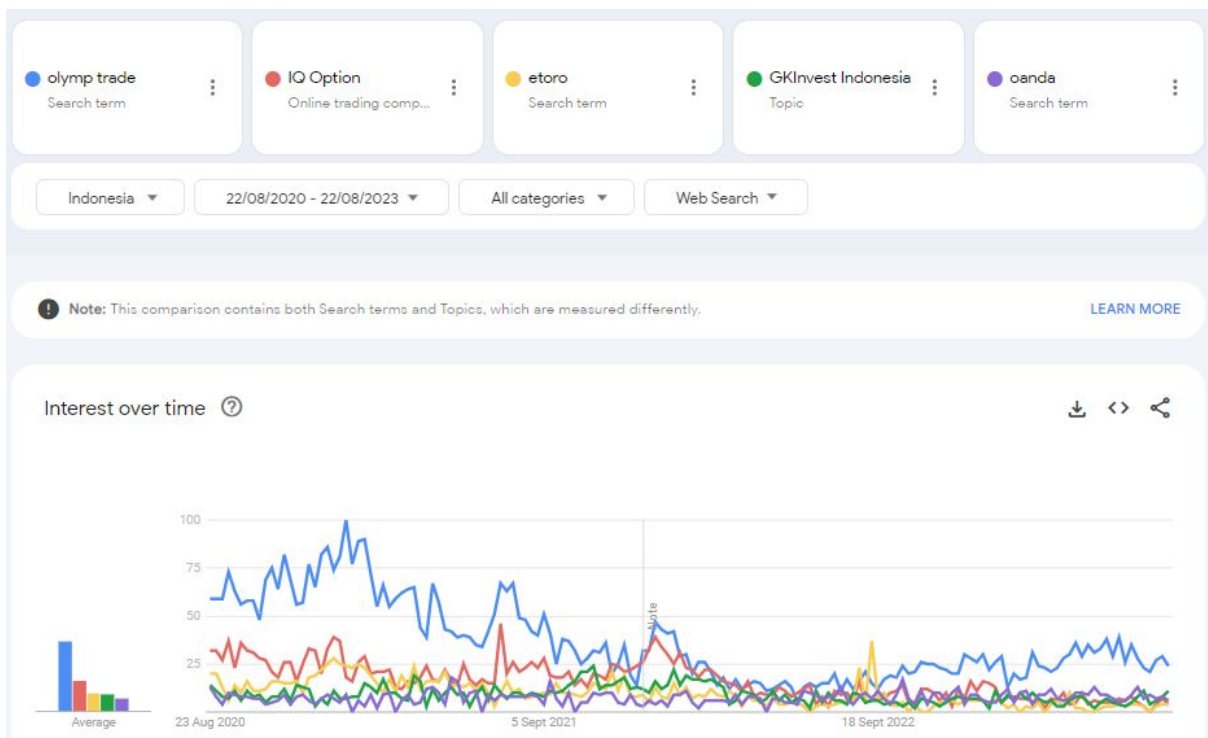
Exness position is strengthening, it's one of the key markets for the company. The brand is becoming better known in Indonesia.

OctaFX is actively growing in Indonesia, so its popularity also will grow.

Binomo was and still is Indonesia's most popular binary options broker, both in terms of search queries and audience. But in 2022 the company had regulatory issues, so now the company has no activity in Indonesia and is not listed in the comparison.

The second most popular binary options broker is Quotex.

# Search trends



The second five brokers in terms of popularity in search queries.

Thailand is not a target market for Oanda. Broker has a large audience due to brand awareness and a large global reach in general.

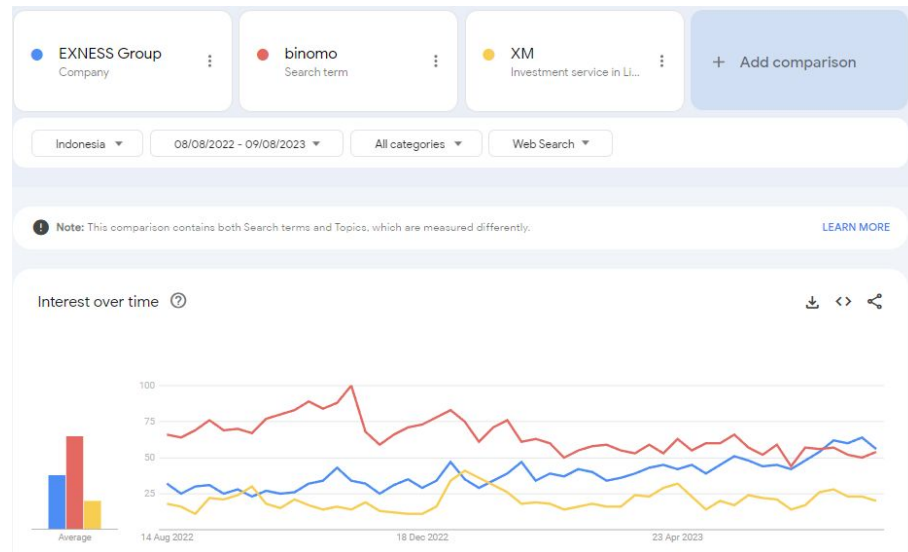
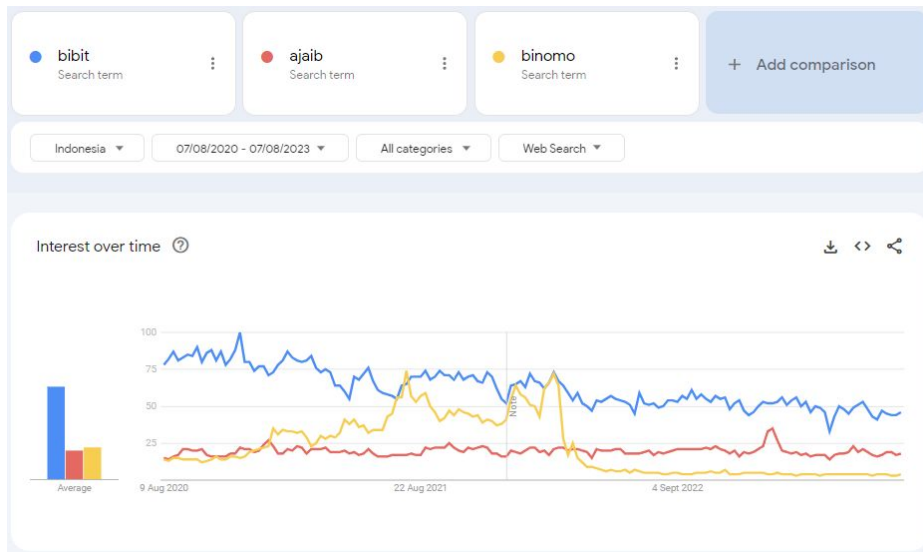
The popularity of eToro has been fallen during last 5 years.

Olymp Trade and IQ Option are also very popular among binary options brokers.

# Search trends

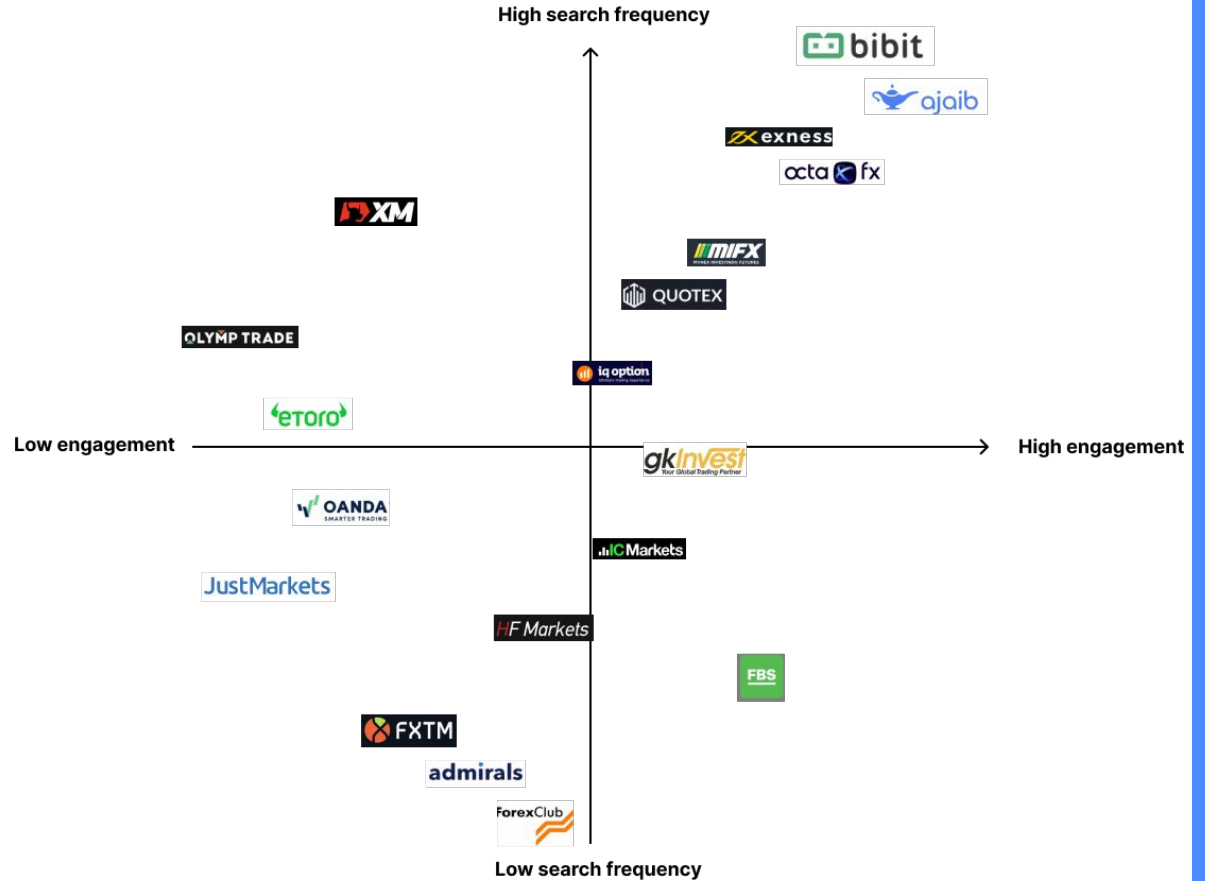
Binomo was the most popular brand among forex and binary options brokers until 2022, its recognition was orders of magnitude higher than other international brands and comparable to the popularity of local companies Ajaib and Bibit. Indonesia was a key market for the company, but in early 2022, the Indonesian regulator had complaints about the company, investigations were conducted, and the company completely stopped its operations in the country, since then the popularity of the brand has rapidly declined.

The brand's search frequency is now comparable to XM and Exness, but the company does not accept clients from Indonesia anymore.



# Perceptual map

X - engagement in Indonesia  
Y - frequency of search requests  
for the last 3 years





# OctaFX in Indonesia

[octafxidn.me](https://octafxidn.me)



# Traffic and engagement

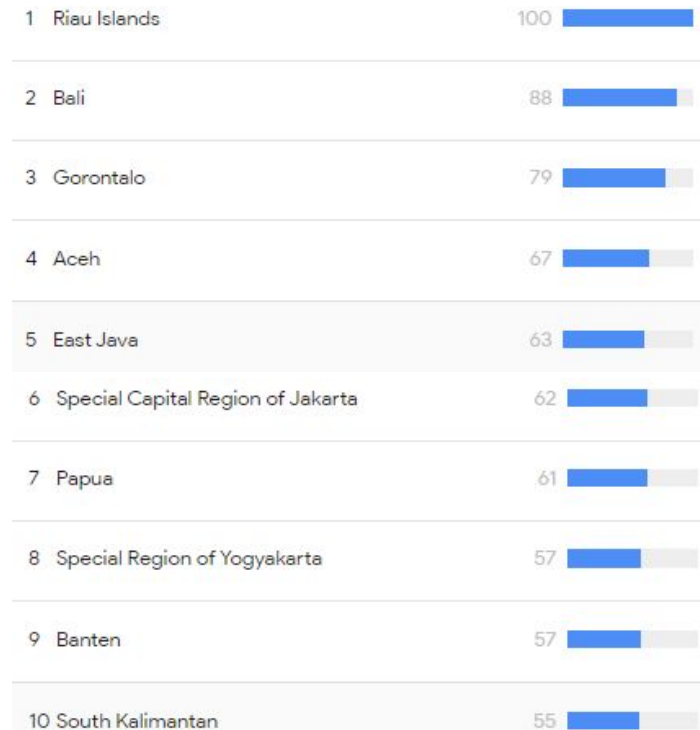
Overall engagement (all sites) Nov 2022 - May 2023: **9,63M**

Of which PC users: **3,09M (33%)**

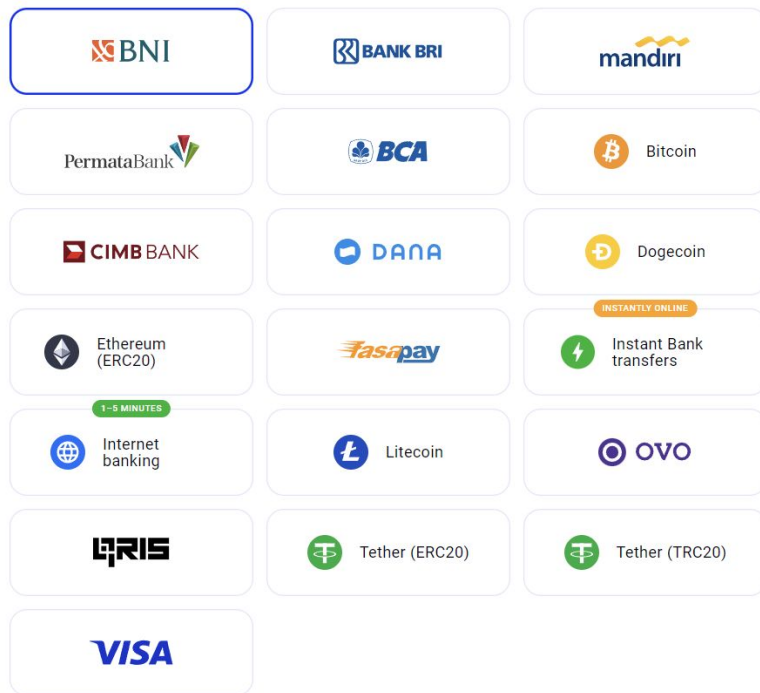
Mobile device users (web version): **6,38M (67%)**



## Top 10 breakdown by subregions



# Payment methods



## As local payment methods in Indonesia OctaFX offers:

- bank transfers with main Indonesian banks via virtual accounts, ATM and internet banking
- Instant bank transfers and Internet banking, this is the same methods
- QRIS payments with QR codes via Indonesian banks
- Dana ewallet
- Fasapay ewallet
- OVO ewallet

OctaFX offers all local payment methods in Indonesia. Coverage of the country is 100%.

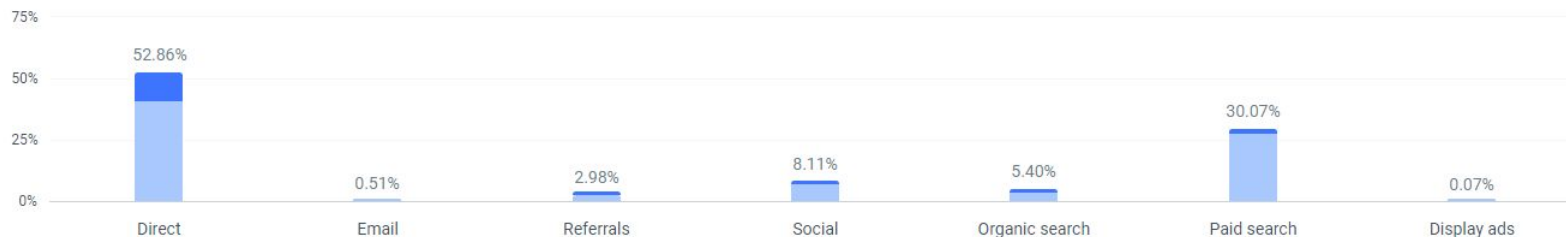
# Overview of acquisition channels

Currently, the main channels of attraction are paid search and traffic from social networks, display advertising is almost never used.

In April 2023, the main domain for users from Indonesia became octafxidn.online, but here are the statistics for octafxidn.me, which was the main domain for Indonesia in 2022-23.

## Channels overview



 Nov 2022 - May 2023  Worldwide  All traffic



# Organic and paid search

**Organic and paid search** account for about **30%** of all traffic. Statistics tells that most of the traffic is non-branded queries. This information is incorrect as non-branded queries are defined as all queries other than octafxidn. Analysis of search queries shows that most of the search queries are branded (octafx).



 Branded	3%
 Non-Branded	97%
























# Organic and paid search

## Organic search terms:

	Search Terms (109)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	octafx	7.8K <u>23.40%</u>	● 73	NAV	↓ 79.04%	126,380	\$3.58
2	octafx4 download	1.6K <u>4.70%</u>	N/A	N/A	-	90	-
3	octa fx	1.3K <u>3.74%</u>	● 70	NAV	↓ 55.23%	17,860	\$2.92
4	3,999 dollar to ind...	1.1K <u>3.37%</u>	N/A	N/A	↓ 35.63%	-	-
5	octafx mt4	1.1K <u>3.24%</u>	● 35	INFO NAV	↓ 71.91%	2,150	\$0.98
6	octafx review	1K <u>3.02%</u>	● 25	INFO	↓ 99.45%	4,440	\$2.84
7	octafxidn	985 <u>2.94%</u>	● 58	NAV	↓ 100.00%	420	\$4.39
8	octafx.idn	985 <u>2.94%</u>	N/A	N/A	↓ 100.00%	60	-
9	profit calculator fo...	935 <u>2.79%</u>	● 25	NAV	↓ 100.00%	7,320	\$1.53
10	market insight oct...	893 <u>2.67%</u>	N/A	N/A	-	80	-
11	octafx ecn	770 <u>2.30%</u>	N/A	N/A	-	120	\$4.21
12	cara menonaktifka...	721 <u>2.15%</u>	N/A	N/A	↓ 100.00%	30	-
13	pengajuan nama p...	721 <u>2.15%</u>	N/A	N/A	↓ 100.00%	30	-
14	cara instal metatra...	681 <u>2.03%</u>	N/A	N/A	↓ 100.00%	100	-
15	1xbet penolakan p...	657 <u>1.96%</u>	N/A	INFO	↓ 85.23%	80	-

# Organic and paid search

## Paid search terms:

	Search Terms (222)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	octafx	12.5K 	 73	NAV	↓ 62.09%	126,380	\$3.58
2	calendar economy	2.9K 	 91	N/A	-	330	-
3	octa fx	1.9K 	 70	NAV	↑ 331.03%	17,860	\$2.92
4	octa	1.1K 	 60	NAV <small>INFO</small>	-	64,660	\$1.07
5	octafx about us	925 	N/A	N/A	↓ 95.77%	80	-
6	jam buka tutup pa...	913 	N/A	N/A	↓ 88.53%	140	-
7	metatrader 5	895 	 77	NAV	↓ 100.00%	99,710	\$3.64
8	octafx demo	852 	 27	N/A	↓ 85.17%	610	\$6.61
9	stocks	811 	 89	INFO	↓ 83.05%	458,880	\$1.48
10	mt4下载电脑	771 	N/A	N/A	↓ 100.00%	90	-
11	brokers in malaysia	766 	N/A	N/A	↓ 97.84%	90	-
12	oxtafx.	653 	N/A	N/A	↓ 42.41%	170	-
13	ganhar 3 mil hoje	652 	N/A	N/A	↓ 100.00%	-	-
14	plataforma de inve...	652 	 57	INFO	↓ 100.00%	120	\$0.95
15	octa fx resmi tutup	573 	N/A	N/A	↓ 100.00%	90	-

# Organic and paid search

## Paid search ads:

Ad • <https://www.octafxidn.me> › situs › resmi

[OctaFX: Trading Lebih Cepat – Daftar di OctaFX](#)

Logam Berharga. Juara Trading. Terbuka dan Transparan. Lebih dari 90 pasangan mata uang. Tanpa komisi. Deposit minimal \$28. Fokuslah pada keputusan. Mulai trading sekarang. Types:...

Ad • <https://www.octafxidn.me> › situs › resmi

[OctaFX: Trading Lebih Cepat – Buka Akun OctaFX Anda](#)

Trade online dengan broker berkelas global. Spread dari 0.0 pips. Tanpa Biaya Tersembunyi. Logam Berharga. Juara Trading. Terbuka dan Transparan. Lebih dari 90 pasangan mata uang...

Ad • <https://www.octafxidn.me/>

[Situs Resmi OctaFX – Buka Akun Trading](#)

Ketentuan Pasar Mata Uang Riil. Akun Demo Tidak Pernah Kedaluwarsa. Daftar Sekarang. Trade online dengan broker berkelas global. Spread dari 0.0 pips. Tanpa Biaya Tersembunyi.

Ad • <https://www.octafxidn.me>

[OctaFX: Trading Lebih Cepat – Trade dengan Platform Andal](#)

Trade online dengan broker berkelas global. Spread dari 0.0 pips. Tanpa Biaya Tersembunyi. Logam Berharga. Juara Trading. Terbuka dan Transparan. Lebih dari 90...

## Landing pages for paid search:

[octafxidn.me/promotions/deposit-bonus](https://www.octafxidn.me/promotions/deposit-bonus)

[octafxidn.me/promotions/trade-on-stocks](https://www.octafxidn.me/promotions/trade-on-stocks)

[octafxidn.me/promotions/status-program](https://www.octafxidn.me/promotions/status-program)

# Social networks



**Traffic from social networks is 8,11% of total traffic.**

Facebook traffic is most likely a Facebook ad.

Youtube traffic is most likely an OLV campaigns to increase brand awareness in the country.

The company's social networks for Indonesia were created in the second half of 2022 - early 2023, so it can be confidently said that the company began to develop the brand in this country at this period, also Indonesian license was obtained at this period.

## OctaFX social profiles



**Indonesia** [youtube.com/@IndonesiaOctaFX](https://youtube.com/@IndonesiaOctaFX)



**Indonesia** [twitter.com/IndonesiaOctafx](https://twitter.com/IndonesiaOctafx)



**Indonesia** [facebook.com/IndonesiaOctafx](https://facebook.com/IndonesiaOctafx)



**Intl.** [linkedin.com/company/octafx-official](https://linkedin.com/company/octafx-official)



**Indonesia** [instagram.com/octafx\\_official\\_indonesia](https://instagram.com/octafx_official_indonesia)



**Intl.** [t.me/real\\_octafx\\_analytics](https://t.me/real_octafx_analytics)



# Referrals

**Referrals make 2,98% of traffic.** These are mostly redirects from other OctaFX sites, sites that work with AdSense,, news sites. There is a small share of arbitrage traffic.

<input type="checkbox"/>	Domain (76)	Industry	Global Rank	Traffic Share ↓	Change	Engagement Score <span>BETA</span>	AdSense
<input type="checkbox"/>	1  octamarkets.promo (2)	Jobs and Employment	#664,409	7.7K <u>12.51%</u>	↓ 100.00%	Low Traffic	
<input type="checkbox"/>	2  octafx.com (2)	Investing	#20,619	7K <u>11.40%</u>	↓ 100.00%	Low Traffic	<input checked="" type="checkbox"/>
<input type="checkbox"/>	3  tradingidn.com	Unknown	-	7K <u>11.32%</u>	-	Low Traffic	
<input type="checkbox"/>	4  octafxmy.net	Investing	#230,974	5.3K <u>8.65%</u>	-	Low Traffic	
<input type="checkbox"/>	5  cnnindonesia.com	News and Media	#1,456	< 5K <u>6.87%</u>	-	Low Traffic	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6  id1.octamarkets.net	Romance and Relationships	-	< 5K <u>6.85%</u>	-	Low Traffic	
<input type="checkbox"/>	7  jalantikus.com	Programming and Developer Software	#20,201	< 5K <u>5.03%</u>	-	Low Traffic	<input checked="" type="checkbox"/>
<input type="checkbox"/>	8  my.dropz.xyz	Lottery	-	< 5K <u>3.90%</u>	-	●●●●●	
<input type="checkbox"/>	9  octaengine.com	Unknown	#4,172,879	< 5K <u>2.13%</u>	↓ 100.00%	Low Traffic	
<input type="checkbox"/>	10  tradingvalas.com	Unknown	-	< 5K <u>2.01%</u>	↓ 100.00%	Low Traffic	
<input type="checkbox"/>	11  detik.com (3)	News and Media	#343	< 5K <u>1.91%</u>	-	Low Traffic	<input checked="" type="checkbox"/>
<input type="checkbox"/>	12  apkcombo.com	Programming and Developer Software	#2,147	< 5K <u>1.64%</u>	-	Low Traffic	
<input type="checkbox"/>	13  justihorse.com	Unknown	#75,391	< 5K <u>1.50%</u>	-	Low Traffic	
<input type="checkbox"/>	14  today.liputan6.com	News and Media	-	< 5K <u>1.47%</u>	-	Low Traffic	
<input type="checkbox"/>	15  ayovaksindinkeskdidi	Social Networks and Online Communiti...	#89,891	< 5K <u>1.20%</u>	-	Low Traffic	

# Media advertising

**Display ads counts for 0,07% of all traffic.** The company uses almost no advertising networks to attract customers. It places some advertising via Google Ads, mainly OLV advertising on Youtube and display advertising on resources that work with AdSense. The company does not use the Adult, Sports, Betting category traffic as it does in Malaysia.

Top Networks Distribution ⓘ



<input checked="" type="checkbox"/> Google Display Network	68.58%
<input checked="" type="checkbox"/> TripleLift	31.42%

Top Industries Distribution ⓘ

Industries	Traffic Share
E-commerce and Shopping	79.10%
TV Movies and Streaming	20.90%

# Visuals and ads

## Maraton webinar untuk para traders

Webinar #8:  
**Teori Gelombang Elliott**



bersama  
Vito Henjoto

## Minggu ke-2 giveaway



#NgaburritSama  
OctaFX2023

## FOREX SUPERHEROES

MENJADI SEORANG TRADER FOREX BISA SAMA SAJA MENUNJUNGAN. TETAPI, ANDA HARUS MEMELIKI SENSANGA PISICAN YANG BENAR TERLEBIH DARULU!

SAYA RASA SAYA BISA MENJADI TRADER YANG BAIK!

TIDAK MASALAH APA YANG HARUS SAYA LAKUKAN!

MANFAATKAN ETUIK LEVERASE DENGAN BESAK LEVERASE MEMERONIKAN ANDA UNTUK MENDAPATKAN PROFIT BANYAK DENGAN MODAL KECIL. TETAPI MENYUNYIKAN TENBESAT RESIKONYA OUSA...

YA, TETAPI SEORANG ANDA SUDAK FARI KAPORNYA MENJADI TRADER SUSA...

SIMPATINYA SEORANG DENGAN KEKUTYUAN YANG BESAK, ETANG JURA PANGGUNG SANGAR YANG BESAK.

## Selamat Tahun Baru Imlek

农历新年



## KUASAI DIRI, KUASAI PASAR

100%

50\$



Vito Henjoto  
**Psikologi Trading**

## Nilai kami di Google Play dan App Store



## TRADING BOOST 2.0

- Cocok untuk pemula hingga lanjutan
- 3 - 7 Juli via Telegram
- Ide trading, LTS, Q&A, dan lainnya

# Maraton Trading

## Live Trading Session

> 8 Juni



Khusus pendaftar promo →

# Visuals and ads

[octafxidn.me/promotions/deposit-bonus](https://octafxidn.me/promotions/deposit-bonus)

## 50%

### bonus pada setiap deposit

DAPATKAN BONUS

CARA KERJA

- Mendukung margin**  
Membuka posisi yang lebih tinggi!
- Dapat di-withdraw**  
Withdraw dana bonus anda ketika bonus telah selesai
- Pembayaran otomatis**  
Dapatkan bonus anda secara instan setelah menyelesaikan volume yang dibutuhkan

[octafxidn.online/promotions/trade-on-stocks/](https://octafxidn.online/promotions/trade-on-stocks/)

### Hasilkan profit dari saham AS dan global—dengan leverage 1:20 dan tanpa komisi

UNTUNG DARI SAHAM

# 1

## Lakukan deposit ke akun Anda

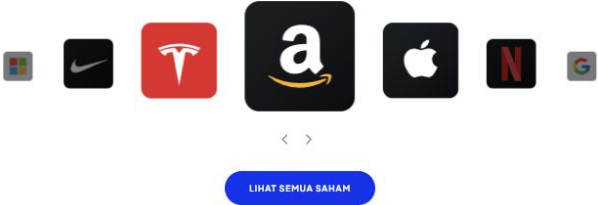
Tambahkan setidaknya \$50 ke akun trading Anda menggunakan opsi pembayaran apa pun yang Anda inginkan.



## Meningkatkan deposit anda setengah dengan bonus kami

## Akses 16 bursa saham dalam beberapa klik

Diversifikasikan portofolio Anda dengan saham Apple, Tesla, Amazon, dan perusahaan besar lainnya—di AS, Inggris, Eropa, Jepang, Singapura, dan Australia.

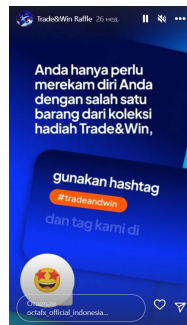


# Visuals and ads

[instagram.com/p/Cu15IsZNf33/](https://www.instagram.com/p/Cu15IsZNf33/)



[instagram.com/stories/highlights/18026396242436654/](https://www.instagram.com/stories/highlights/18026396242436654/)



[instagram.com/stories/highlights/18026396242436654/](https://www.instagram.com/stories/highlights/18026396242436654/)



[youtu.be/BcLVuGOpMbk](https://youtu.be/BcLVuGOpMbk)





**FBS**

# **FBS** **in Indonesia**

[fbs-broker-indonesia.com](https://fbs-broker-indonesia.com)

# Traffic and engagement

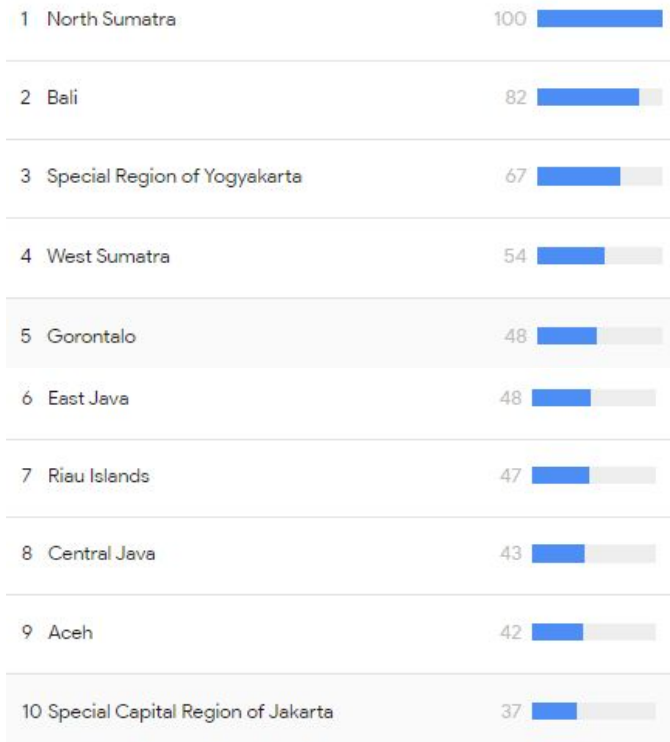
Overall engagement (all sites) Nov 2022 - May 2023: **4327,7K**

Of which PC users: **431,2K (10%)**




























Mobile device users (web version): **3896,5K (75%)**



## Top 10 breakdown by subregions



# Payment methods

 <p><b>Bank Central Asia (BCA)</b> No commission. Instantly. From 60 000 to 200 000 000 IDR.</p>	 <p><b>Virtual Account</b> No commission. Avg. 15-20 min. From 200 000 to 100 000 000 IDR.</p>	 <p><b>QRIS</b> No commission. Instantly. From 60 000 to 10 000 000 IDR.</p>
 <p><b>Mandiri</b> No commission. Avg. 15-20 min. From 60 000 to 200 000 000 IDR.</p>	 <p><b>Bank Negara Indonesia (BNI)</b> No commission. Avg. 15-20 min. From 60 000 to 3 000 000 000 IDR.</p>	 <p><b>DANA</b> No commission. Instantly. From 200 000 to 10 000 000 IDR.</p>
 <p><b>Bank Sinarmas</b> No commission. Avg. 15-20 min. From 60 000 to 100 000 000 IDR.</p>	 <p><b>OVO</b> No commission. Instantly. From 60 000 to 2 000 000 IDR.</p>	 <p><b>USDT (TRC20)</b> Crypto network commission may apply. Avg. 15-20 min. No deposit limits.</p>
 <p><b>CIMB Niaga</b> No commission. Avg. 15-20 min. From 200 000 to 3 000 000 000 IDR.</p>	 <p><b>QRIS Gopay</b> No commission. Instantly. From 60 000 to 10 000 000 IDR.</p>	 <p><b>QRIS Shopee Pay</b> No commission. Instantly. From 60 000 to 10 000 000 IDR.</p>
 <p><b>Option 2 - Visa, Mastercard</b> <b>Verification is required</b> No commission. Instantly. From 3 to 999 999 USD.</p>	 <p><b>QRIS DOKU Wallet</b> No commission. Instantly. From 60 000 to 10 000 000 IDR.</p>	 <p><b>Bank Sahabat Sampoerna</b> No commission. Avg. 15-20 min. From 60 000 to 100 000 000 IDR.</p>
 <p><b>Perfectmoney</b> Commission may apply. Instantly. From 5 to 999 999 USD.</p>	 <p><b>Permata Bank</b> No commission. Instantly. From 200 000 to 3 000 000 000 IDR.</p>	 <p><b>Option 1 - Visa</b> <b>Verification is required</b> No commission. Instantly. From 4 to 50 000 EUR.</p>
 <p><b>Fasapay</b> No commission. Instantly. From 60 000 IDR.</p>	 <p><b>Maybank</b> No commission. Avg. 15-20 min. From 60 000 to 100 000 000 IDR.</p>	 <p><b>Litecoin</b> Crypto network commission may apply. Avg. 15-20 min. From 0.10 LTC.</p>
 <p><b>Option 3 - Visa, Maestro</b> <b>Verification is required</b> No commission. Instantly. From 6 to 5 000 EUR.</p>	 <p><b>USDT (ERC20)</b> Crypto network commission may apply. Avg. 15-20 min. No deposit limits.</p>	 <p><b>Bitcoin Cash</b> Crypto network commission may apply. Avg. 15-20 min. From 0.01 to 99 999 999 BCH.</p>
 <p><b>Bitcoin</b> No commission. Avg. 15-20 min. From 0.01 USD.</p>	 <p><b>Ethereum</b> Crypto network commission may apply. Avg. 15-20 min. From 0.01 to 99 999 ETH.</p>	 <p><b>Sticpay</b> No commission. Instantly. From 5 USD.</p>

## FBS offers wide range of local payment methods in Indonesia:

- Payments with virtual bank accounts
- Online bank transfers via Indonesian banks
- Payments with QR-codes QRIS
- OVO ewallet
- Dana ewallet
- Fasapay ewallet

FBS offers all local payment methods in Indonesia. Coverage of the country is 100%.

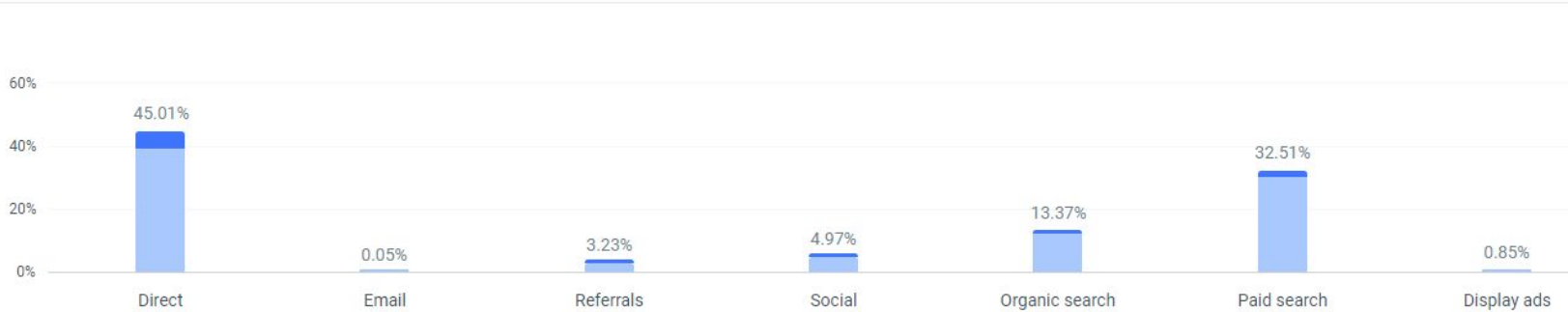


# Overview of acquisition channels

The main channels of traffic are organic and paid search. The main audience of the broker is most likely to be current loyal users, users who are attracted by partners (such clients directly visit the site, rather than going through various advertising channels) and new users who were attracted by paid ad. All this users enter the name of the brand in the search bar of their mobile device (light blue in the bar) and go to the FBS website directly or click paid ad in search results. 45% of search traffic in total traffic indicates that the brand's position in Indonesia is very strong, it is very well known.

## Channels overview ⓘ

Nov 2022 - May 2023 🌐 Worldwide 📱 All traffic



## Organic and paid search

Statistics say that most of search queries are non-branded. This is incorrect, as all queries other than the site name “fbs-broker-indonesia” are considered non-branded. Analysis of search queries shows that most of the queries are branded, users are searching for FBS brand. Brand is well known.



# Organic and paid search

## Organic search terms:

	Search Terms (61)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	fbs	6.3K <span>33.36%</span>	72	NAV	↓ 73.40%	140,060	\$2.70
2	fbs indonesia	2.5K <span>13.04%</span>	61	NAV	↓ 39.32%	2,380	\$0.60
3	robot fbs	1.9K <span>10.15%</span>	N/A	N/A	↓ 100.00%	60	-
4	fbs login	1.1K <span>5.79%</span>	43	NAV	↓ 100.00%	17,810	\$1.33
5	gotrade	748 <span>3.94%</span>	57	NAV	↓ 55.75%	8,450	\$0.86
6	download fbs mt4	733 <span>3.86%</span>	43	N/A	↓ 65.02%	190	-
7	kontes liga fbs	685 <span>3.61%</span>	N/A	N/A	↓ 97.54%	80	-
8	blox trade	679 <span>3.57%</span>	48	NAV	↓ 99.66%	28,460	\$0.83
9	fbs mt4	638 <span>3.36%</span>	38	INFO	↓ 61.80%	2,740	\$3.20
10	fbs tesla	594 <span>3.13%</span>	N/A	N/A	↓ 41.42%	80	-
11	fbs mt5	594 <span>3.13%</span>	44	INFO	↓ 41.42%	1,720	\$1.00
12	download fbs trad...	418 <span>2.20%</span>	N/A	N/A	↓ 85.12%	60	-
13	jam buka forex fbs	401 <span>2.11%</span>	N/A	N/A	↑ 53.65%	120	-
14	cara mengetahui b...	354 <span>1.86%</span>	N/A	TRANSAC.	-	80	-
15	fbs trading	330 <span>1.74%</span>	72	NAV	-	2,320	\$2.75

# Organic and paid search

## Paid search terms:

	Search Terms (169)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	fbs	9.9K <u>23.46%</u>	72	NAV	↓ 38.79%	140,060	\$2.70
2	mql5	2.8K <u>6.52%</u>	51	NAV	↓ 100.00%	81,320	\$1.08
3	login fbs indonesia	1.7K <u>4.12%</u>	N/A	N/A	↓ 100.00%	280	-
4	sucorinvest equity ...	1.7K <u>4.12%</u>	N/A	INFO	↓ 100.00%	4,790	\$1.07
5	copy trading indon...	1.7K <u>4.12%</u>	N/A	N/A	↓ 100.00%	80	-
6	robot trading atg	1.4K <u>3.39%</u>	N/A	N/A	↓ 100.00%	530	-
7	broker trading	1.2K <u>2.77%</u>	64	INFO	↓ 100.00%	4,240	\$4.55
8	gbpusd news today	1.2K <u>2.77%</u>	85	INFO	↓ 100.00%	860	\$1.62
9	grafik harga emas ...	1.2K <u>2.71%</u>	37	N/A	↓ 100.00%	2,900	\$0.28
10	download mt4 pc ...	1K <u>2.41%</u>	N/A	N/A	↓ 100.00%	80	-
11	cara beli mata uan...	1K <u>2.37%</u>	N/A	N/A	↓ 100.00%	110	-
12	money manageme...	916 <u>2.16%</u>	16	INFO	↓ 100.00%	720	\$0.51
13	us30 index	916 <u>2.16%</u>	61	INFO	↓ 100.00%	3,220	\$1.84
14	cara memilih prod...	862 <u>2.03%</u>	N/A	N/A	↓ 100.00%	80	-
15	pasar saham online	835 <u>1.97%</u>	53	N/A	↓ 100.00%	70	-

# Organic and paid search

## Paid search ads:

Ad • <https://www.fbs-broker-indonesia.com>

Broker online FBS – Maksimalkan keuntungan Anda – Broker FBS

Anda dapat memulai trading bahkan dari \$1 atau mencoba akun Demo & trading tanpa risiko!

Ad • <https://www.fbs-broker-indonesia.com>

Trading emas & minyak – Xauusd hari ini

Buka akun FBS dan trading emas & minyak dengan ketentuan yang menguntungkan. Temukan peluang besar berikutnya dalam pergerakan emas & minyak dengan FBS. Penarikan kapan saja....

Ad • <https://www.fbs-broker-indonesia.com> › broker › daftar

Broker FBS teregulasi – Pengalaman 13 tahun di pasar

Broker yang bisa diandalkan. Bergabung dengan 23 juta klien sukses & mulai trading di FBS. Broker yang dipercaya oleh 23 juta klien di dunia. Bergabung dan mulai trading bersama...

Ad • <https://www.fbs-broker-indonesia.com> › deposit › bonus

Bonus 100% Deposit dari FBS – Uang ekstra untuk trading Anda

Hingga \$10.000 dana deposit tambahan untuk trading Anda. Bergabunglah dengan FBS hari ini!

Ad • <https://www.fbs-broker-indonesia.com> › trading › broker

Broker online FBS – Cashback hingga \$15/lot

Pasangan mata uang, logam, indeks, atau aset digital? FBS punya semuanya! Coba sekarang. Trading dengan broker tepercaya dan hasilkan profit! Spread rendah & eksekusi cepat. Segala strategi...

Ad • <https://www.fbs-broker-indonesia.com>

FBS Personal Area – Daftar gratis

Cara mudah untuk mengelola akun Anda, melakukan deposit dan penarikan dana. Coba sekarang! Personal Area FBS dirancang untuk menyimpan semua informasi trading Anda di satu tempat....

## Landing pages for paid search:

[fbs-broker-indonesia.com/landing/brand-sub-new](https://www.fbs-broker-indonesia.com/landing/brand-sub-new)

[fbs-broker-indonesia.com/landing/metals-oil-new](https://www.fbs-broker-indonesia.com/landing/metals-oil-new)

[fbs-broker-indonesia.com/landing/swapfree](https://www.fbs-broker-indonesia.com/landing/swapfree)

[fbs-broker-indonesia.com/landing/cent-new](https://www.fbs-broker-indonesia.com/landing/cent-new)

[fbs-broker-indonesia.com/landing/bonus100-new](https://www.fbs-broker-indonesia.com/landing/bonus100-new)

# Social networks

Traffic from social networks is 4,97% of total traffic. The share of social traffic is high compared to other brokers. Mainly traffic is from Telegram. The company has a group in Telegram, and probably provides technical support to customers in Telegram. Company pays a lot of attention to Youtube promotion. Most likely it's OLV advertising on Youtube, traffic from influencers and partners via their affiliate links. Also, there's a traffic from Facebook, it's traffic from Facebook groups and Facebook Ads.



- Telegram Webapp 37.3%
- Youtube 33.2%
- Facebook 29.5%

## Exness social profiles

 **International** [youtube.com/user/FBSforex](https://youtube.com/user/FBSforex)

 **Indonesia** [t.me/fbsanalyticsinindonesia](https://t.me/fbsanalyticsinindonesia)

 **Indonesia** [facebook.com/IndonesiaFBS](https://facebook.com/IndonesiaFBS)

 **International** [instagram.com/FBS\\_forex](https://instagram.com/FBS_forex)

# Referrals

**Referral traffic is 3,23% of all traffic.** This is mainly traffic from sites with FBS media adverts. There are also traffic arbitrage sources.

	Domain (20)	Industry	Global Rank	Traffic Share ↓	Change	Engagement Score <span>BETA</span>	AdSense
1	liputan6.com	News and Media	#1,670	7.9K <u>21.48%</u>	↓ 100.00%	Low Traffic	
2	s.fbs-email.com	Investing	-	< 5K <u>10.91%</u>	↓ 100.00%	Low Traffic	
3	idfbrokers.com	Unknown	#2,625,986	< 5K <u>7.92%</u>	↓ 100.00%	Low Traffic	
4	quena.id	Education	#128,302	< 5K <u>7.92%</u>	↓ 100.00%	Low Traffic	
5	ayovaksindinkeskdidi.id	Social Networks and Online Communiti...	#89,891	< 5K <u>5.65%</u>	-	Low Traffic	
6	fbs-trading-ind.com	Unknown	#1,599,855	< 5K <u>5.65%</u>	-	Low Traffic	
7	imasdk.googleapis.com	Computers Electronics and Technology	#121,871	< 5K <u>5.65%</u>	-	Low Traffic	
8	fbspa-id.onelink.me	Unknown	-	< 5K <u>5.65%</u>	-	Low Traffic	
9	forexfactory.com	Investing	#3,599	< 5K <u>5.65%</u>	-	Low Traffic	
10	hotspot.btkjogja.or.id	Unknown	-	< 5K <u>4.28%</u>	NEW	Low Traffic	
11	fbswebsite-id.com	Unknown	-	< 5K <u>2.82%</u>	-	Low Traffic	
12	bestfxbonus.com	Investing	#5,806,890	< 5K <u>2.82%</u>	-	Low Traffic	
13	duniaku.idntimes.com	Social Networks and Online Communiti...	-	< 5K <u>2.82%</u>	-	Low Traffic	
14	application.serviceacjogja.pro	Unknown	-	< 5K <u>2.82%</u>	-	Low Traffic	
15	portalsulut.pikiran-rakyat.com	Social Networks and Online Communiti...	-	< 5K <u>2.82%</u>	-	Low Traffic	

# Media advertising

**Display ads counts for 0,85% of all traffic.** Company almost does not use display advertising for fbs-broker-indonesia.com. The main network is Google Ads. Display ads is actively used on promo domain fbs-landings.com, where display ads counts for 12% of traffic.

## Display networks for fbs-broker-indonesia.com



<input checked="" type="checkbox"/>	Google Display Network	89.47%
<input checked="" type="checkbox"/>	dianomi	10.53%

## Display networks for fbs-landings.com


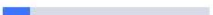























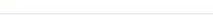




<input checked="" type="checkbox"/>	Google Display Ne...	96.16%
<input checked="" type="checkbox"/>	AdRoll	3.61%
<input checked="" type="checkbox"/>	dianomi	0.17%
<input checked="" type="checkbox"/>	Rubicon Project	0.06%



# Media advertising

Among the domains that host FBS display advertising there are many domains that use AdSense. This confirms that the main advertising network is Google Ads.

	Publisher (14)	Industry	Global Rank	Traffic Share ↓	Change	AdSense
1	 snapsave.app	Computers Electronics and Technology >...	#6,122	13.40% 	NEW	
2	 crazygames.co.id	Games > Video Games Consoles and Ac...	#28,091	9.98% 	-	
3	 youtube.com	Arts and Entertainment > TV Movies and ...	#2	7.78% 	-	<input checked="" type="checkbox"/>
4	 mail.google.com	Computers Electronics and Technology >...	-	7.78% 	-	
5	 viu.com	Arts and Entertainment > TV Movies and ...	#4,399	7.78% 	-	<input checked="" type="checkbox"/>
6	 harshfaucet.com	Gambling > Lottery	#10,322,335	7.78% 	-	
7	 harga-diskon.com	E-commerce and Shopping > E-commerc...	#70,248	7.78% 	-	<input checked="" type="checkbox"/>
8	 manajemenkeuangan.net	Science and Education > Education	#699,176	7.78% 	-	<input checked="" type="checkbox"/>
9	 bettermanly.com	Arts and Entertainment > TV Movies and ...	#67,374	7.78% 	-	
10	 permainan.co.id	Games > Video Games Consoles and Ac...	#512,702	7.78% 	-	<input checked="" type="checkbox"/>
11	 olx.co.id	E-commerce and Shopping > Classifieds	#4,077	7.78% 	-	<input checked="" type="checkbox"/>
12	 sonora.id	News and Media	#8,642	2.19% 	-	
13	 mdn.lol	Sports > Soccer	#32,382	2.19% 	-	
14	 maqa360.com	Gambling > Lottery	#120,097	2.19% 	-	

# Visuals and ads

**UNDANG TEMAN DAN DAPATKAN HINGGA \$80 PER LOT**

Balance \$4568

\$48

+20%

**Kiat, kesalahan, dan penghasilan pertama.**

Mitra FBS menceritakan kisahnya.

**GABUNG DENGAN FBS ULTIMATE TRADING BIRTHDAY!**

Tautan ada di bagian deskripsi.

**14 TAHUN**

**HADIAH MEWAH UNTUK PEMENANG UNDIAN**

Makin banyak tiket → makin besar peluang untuk menang hadiah keren dalam undian

17 Maret 2023, pukul 13:00 GMT+2

**HADIAH SUPER**

**MERCEDES-BENZ CLA-CLASS**

"Ya, usia saya sudah tidak muda, dan saya seorang wanita. Dalam kursus, saya menemui banyak yang lebih muda, kebanyakan pria. Ya, ada juga wanita, tetapi jauh lebih sedikit.

Jika seorang yang hampir pensiun seperti saya bisa melakukannya, Anda juga bisa. Jika masih muda dan memiliki pengalaman dalam hal-hal seperti ini, Anda seharusnya bisa melakukannya dengan lebih baik."

**Piriya, usia 57 tahun**

**Kenaikan Suk Bunga BOE terbesar dalam satu abad?**

KAMIS, PUKUL 14.00 GMT+3

PILIHAN ISTRUMEN TRADING:

- GBPUSD
- EURGBP
- GBPJPY

**Selamat Hari Raya Idul Adha 2022**

# Visuals and ads

[fbs-broker-indonesia.com/landing/bonus100-new](https://fbs-broker-indonesia.com/landing/bonus100-new)

**Bonus Deposit 100%**

Jadikan trading dua kali lebih menguntungkan. Gandakan deposit Anda!

**Buka Akun Gratis**

- Daftar dengan Google
- Daftar dengan Facebook
- Daftar dengan email

Siapa saja kami cari? Kami mencari trader profesional yang memiliki pengalaman trading yang baik dan konsisten. Kami mencari trader yang memiliki pengalaman trading yang baik dan konsisten. Kami mencari trader yang memiliki pengalaman trading yang baik dan konsisten.

Siapa saja kami cari? Kami mencari trader profesional yang memiliki pengalaman trading yang baik dan konsisten. Kami mencari trader yang memiliki pengalaman trading yang baik dan konsisten. Kami mencari trader yang memiliki pengalaman trading yang baik dan konsisten.

- Hingga \$10,000 per akun**  
Kini akan menggunakan setiap deposit Anda. Trading lebih banyak dengan modal deposit.
- Leverage 1:500**  
Buka profit dengan volume tinggi untuk memperbesar keuntungan Anda.
- Profit yang dapat ditarik**  
Deposit yang kita kirimkan membolehkan, semua yang dapat ditarik.

## Bagaimana Cara Menggandakan Deposit Anda?

**01**  
**Buka akun**

Daftarkan akun Demo, Standard, atau Pro bersama FBS.

Buka akun >>>

**02**  
**Lakukan deposit**

Daftar akun Anda melalui dalam pembayaran yang Anda sukai.

[fbs-broker-indonesia.com/landing/swapfree](https://fbs-broker-indonesia.com/landing/swapfree)

**Trading bebas swap**

Swap negatif dapat menyebabkan kebangkrutan bahkan untuk strategi investasi jangka panjang sekali pun. Aktifkan layanan Swap Free di akun FBS untuk menghindari masalah seperti ini.

Akun Syariah Swap Free kami bebas dari biaya tambahan untuk posisi Inap. Bertransaksikan dengan nyaman mungkin.

**SWAP FREE**

**AKTIFKAN SWAP FREE**

**Keuntungan Swap Free**

- Fitur Swap Free menghapus semua biaya dari komisi swap (positif atau negatif) untuk posisi Inap.
- Akan dengan fitur ini juga menyederhanakan strategi trading jangka panjang karena swap akan selalu sama dengan 0 bagaimanapun Anda bertransaksi.

**Mulai trading Swap Free sekarang juga**

- 01** Buka akun FBS
- 02** Aktifkan fitur Swap Free
- 03** Trading dan raih profit!

**AKTIFKAN SEKARANG**

# Visuals and ads

[youtu.be/-h8ruEk9BPg](https://youtu.be/-h8ruEk9BPg)



[youtu.be/JuCfKaTjzqI](https://youtu.be/JuCfKaTjzqI)

