



Philippines FX/BO market review

Based on data for November 2022 - May 2023



Information about country



116,5 mln

Population



795 USD

Average salary



73,1%

Internet penetration



48,2%

Share of web traffic via smartphones



50,5%

Share of web traffic via PC and laptops



1,3%

Share of web traffic via tablet PC

Popular social media (% of Internet users)



94,3%

Facebook



67,8%

YouTube



61,1%

FB Messenger



51,0%

TikTok



20,6%

Instagram

Payments

The most popular local online payment methods for FX/BO in Philippines:

GCash ewallet (76,3%)

Online bank transfers (14,6%). User enters his online banking details and makes payment.

PayMaya ewallet (3,6%)

Coins.ph ewallet (2,8%)

Grabpay ewallet (2,4%)

7 eleven (0,2%). Cash payments.

ATM (0,1%). Payments by cash in ATM.

Distribution of executed payments by devices:

Android 64,2%

Windows 16,8%

iOS 16,8%

MacOS 1,9%

Other 0,3%

Payments

Local payment methods offered by Monetix in Philippines:

- **Online bank transfers**

Bank of Commerce · BPI · Chinabank · Landbank · Maybank · Metrobank · PSBank · RCBC · RobinsonsBank · Security Bank · UBPB - Unionbank · Unionbank Online Direct Debit

- **Payments with ATMs**

- **Gcash ewallet**

- **Coins.ph ewallet**

- **Grabpay wallet (Philippines)**

- **PayMaya wallet**

- **7 Eleven.** Cash payments

- **QRPH.** Payments with QR codes.

- **Instanet**

- **PESONet.** Funds transfer service for banks, ewallets, mobile money operators.

Forex and Binary options regulation

The exchange of local currency is regulated under [Circular Number 1389](#) and applicable to authorized agent banks (AAG), but retail forex trading is not legal in the Philippines nor are any local brokers licensed to offer forex and CFDs, according to the local financial market's regulator (the SEC Philippines). The Securities and Exchange Commission (SEC) is the regulatory authority responsible for overseeing the forex market in the Philippines. It is tasked with protecting investors, maintaining fair and orderly markets, and promoting the development of the capital market. The SEC Philippines has repeatedly [advised the public](#) to stop engaging in foreign exchange trading and warned against trading CFDs and other off-exchange derivatives offered by international brokers.

One of the key regulations imposed by the SEC is the requirement for forex brokers to be licensed and registered. Before opening an account with a forex broker, it is essential to verify their regulatory status. Licensed brokers are subject to strict guidelines and regulations, which ensure that they operate in a transparent and responsible manner.

To obtain a license from the SEC, forex brokers must meet certain criteria, including minimum capital requirements, internal control systems, risk management procedures, and client fund protection measures. This ensures that brokers have sufficient financial resources to handle client trades and can provide a secure trading environment. Another important regulation to be aware of is the requirement for forex brokers to maintain segregated client accounts. This means that client funds must be kept separate from the broker's own funds. In the event of broker insolvency, clients' funds are protected and can be returned to them.

In addition to the SEC, the Bangko Sentral ng Pilipinas (BSP) also plays a role in regulating the forex market in the Philippines. As the central bank of the country, the BSP is responsible for maintaining price stability and promoting a sound financial system. The BSP has implemented regulations to prevent money laundering and terrorist financing in the forex market.

Forex and Binary options regulation

Forex brokers are required to implement robust anti-money laundering (AML) and know your customer (KYC) procedures to verify the identity of their clients and monitor their transactions for any suspicious activities. Furthermore, the BSP has imposed limits on the amount of foreign currency an individual can buy or sell without supporting documents. This is to prevent the illegal movement of funds across borders and ensure compliance with foreign exchange regulations.

Since the SEC has proclaimed that Forex trading is illegal, it is hard to conduct trades in the Philippines right now. This is due to the large number of scams and fake financial advisors that have cost locals their money. In the Philippines, it is only illegal to ask a group of people for money to trade currencies or run a brokerage. Public is encouraged to report any such company or platform dealing illegally.

There are currently no SEC-regulated brokers that offer forex trading in the Philippines (and the SEC Philippines advises its citizens against forex trading). However, traders can still trade in the Philippines if they don't breach any rules. Trader can decide to open an account with an international broker to trade forex. If a broker is regulated, the trades made through that broker will be legal. It is best to choose one that is highly trusted and well-regulated to reduce risk of becoming the victim of a potential scam. There is no law preventing an individual or retail trader from registering with a foreign or international broker and trading forex and CFDs. Leaving traders going against SEC's advice at own discretion and risk if they are investing with these platforms abroad.

Currently there are no known criminal cases against brokers or traders. Everything is limited only to official warnings and advice to traders to avoid trading in financial markets.



Forex brokers in Philippines

Among the leaders of the forex market in the Philippines are **XM, Exness, Litefinance, eToro, FBS, OctaFX**. They occupy **65%** of the market. The leader is **XM with 24%** of the market. For Exness and eToro, the Philippines is not a key market.

OctaFX in 2022 OctaFX decided to strengthen its position in the Philippines and adopted a new marketing strategy for this market, [Manila Bulletin](#).

Vantagemarkets is not one of the market leaders, as there was an abnormal spike in traffic to the company's website during the period under review, which was an order of magnitude higher than usual. The unpopularity of Vantagemarkets is confirmed by the unpopularity of search queries related to the company.

Among binary options brokers, there are no companies for which the Philippines is one of the key markets, but according to the search queries and engagement, IQ option is the most popular binary options broker.



Other brokers for whom the Philippines is a key market include NordFX, Mitrade, Mtrading, Vantagemarkets and HotForex.



Forex brokers with more than 100k visitors over the period

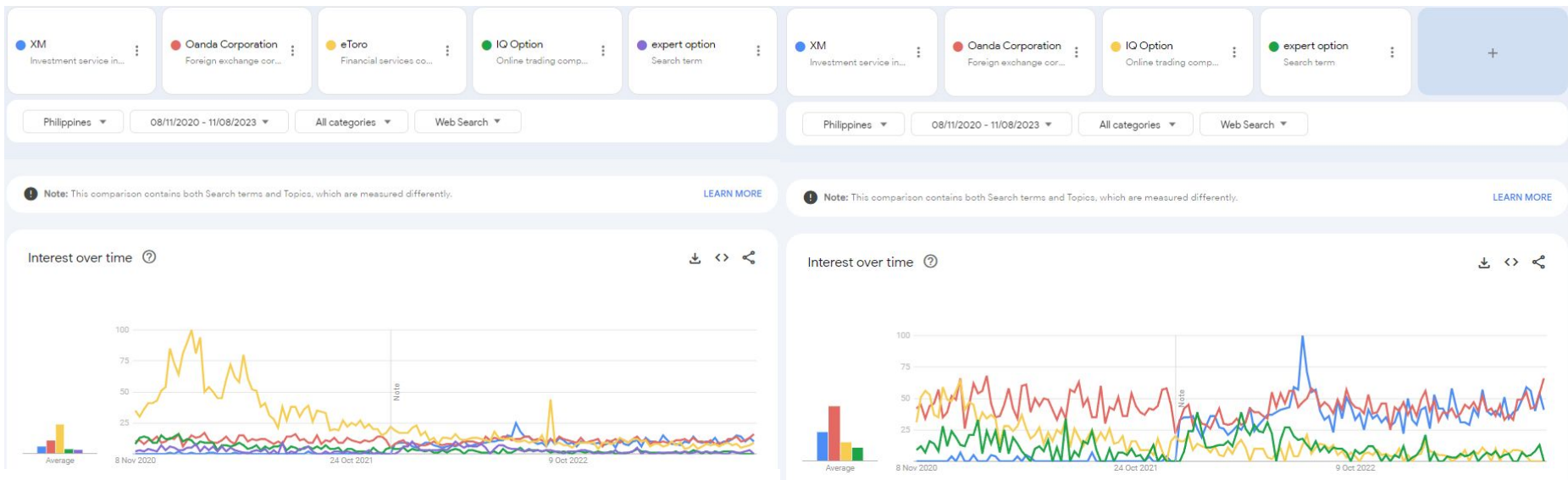
| Broker | Total traffic | % of PH traffic | PH traffic | Ranking of PH traffic in the company | % of total FX traffic from PH |
|--------------------|---------------|-----------------|------------|--------------------------------------|-------------------------------|
| xm.com | 91 720 000 | 8,54% | 7 832 888 | 2 | 23,14% |
| exness.com | 168 200 000 | 3,08% | 5 180 560 | 7 | 15,31% |
| litefinance.org | 13 410 000 | 26,07% | 3 495 987 | 1 | 10,33% |
| vantagemarkets.com | 46 100 000 | 6,81% | 3 139 410 | 4 | 9,28% |
| etoro.com | 229 900 000 | 1,03% | 2 367 970 | 22 | 7,00% |
| iqbroker.com | 127 700 000 | 1,60% | 2 043 200 | 13 | 6,04% |
| fbs.com | 9 753 000 | 16,07% | 1 567 307 | 1 | 4,63% |
| octamarkets.net | 58 340 000 | 2,51% | 1 464 334 | 8 | 4,33% |
| nordfx.com | 2 586 000 | 19,72% | 509 959 | 1 | 1,51% |
| hfm.com | 8 851 000 | 5,49% | 485 920 | 6 | 1,44% |
| oanda.com | 41 670 000 | 1,15% | 479 205 | 23 | 1,42% |
| pocketoption.com | 24 630 000 | 1,47% | 362 061 | 17 | 1,07% |
| octafx.com | 20 320 000 | 1,46% | 296 672 | 11 | 0,88% |
| z.com | 13 760 000 | 2,06% | 283 456 | 5 | 0,84% |
| olymptrade.com | 27 000 000 | 0,88% | 237 600 | 24 | 0,70% |

Forex brokers with more than 100k visitors over the period

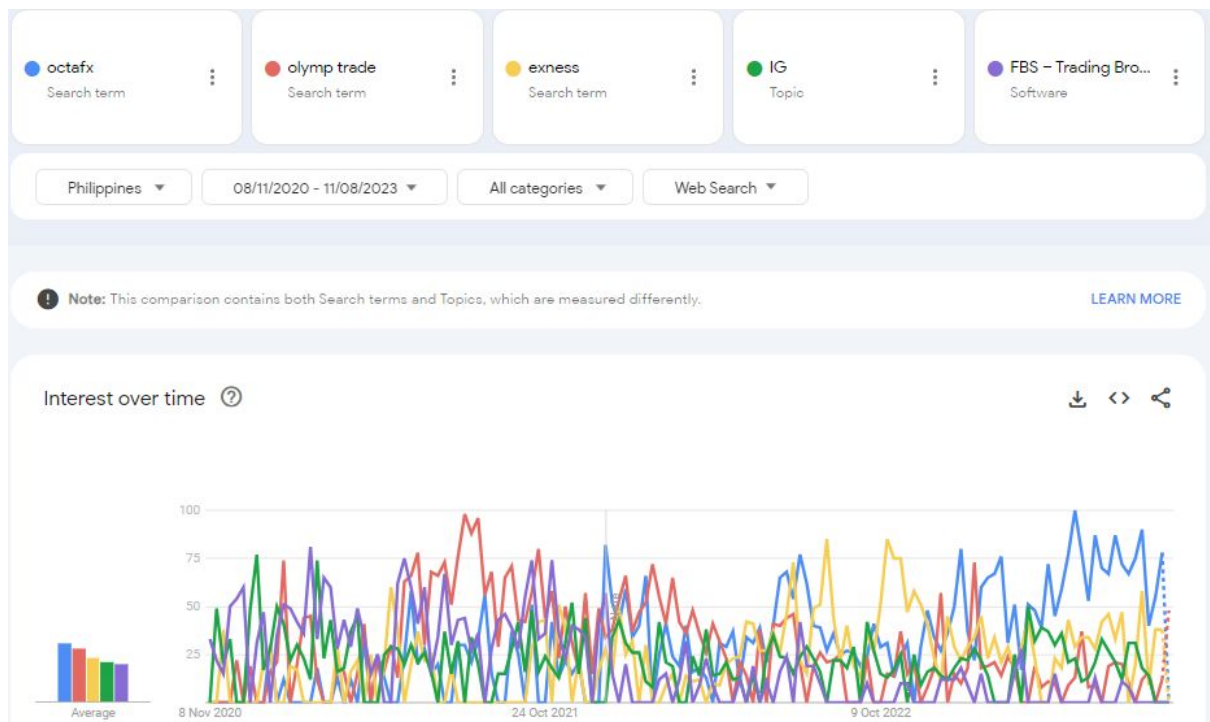
| Broker | Total traffic | % of PH traffic | PH traffic | Ranking of PH traffic in the company | % of total FX traffic from PH |
|---------------------------|---------------|-----------------|------------|--------------------------------------|-------------------------------|
| ig.com | 69 060 000 | 0,33% | 227 898 | 36 | 0,67% |
| capital.com | 28 990 000 | 0,73% | 211 627 | 35 | 0,63% |
| forextime.com | 12 290 000 | 1,71% | 210 159 | 11 | 0,62% |
| xmglobal.com | 4 538 000 | 4,61% | 209 202 | 5 | 0,62% |
| mitrade.com | 3 097 000 | 6,45% | 199 757 | 4 | 0,59% |
| pepperstone.com | 8 529 000 | 2,34% | 199 579 | 15 | 0,59% |
| interactivebrokers.com.au | 5 000 000 | 3,53% | 176 500 | 7 | 0,52% |
| icmarkets.com | 22 640 000 | 0,75% | 169 800 | 32 | 0,50% |
| binomo.com | 21 290 000 | 0,77% | 163 933 | 17 | 0,48% |
| interactivebrokers.com | 32 730 000 | 0,45% | 147 285 | 44 | 0,44% |
| expertooption.com | 5 936 000 | 2,19% | 129 998 | 15 | 0,38% |
| xmtrading.com | 137 600 000 | 0,09% | 123 840 | 3 | 0,37% |
| mtrading.com | 1 997 000 | 5,25% | 104 843 | 5 | 0,31% |
| tickmill.com | 4 454 000 | 2,34% | 104 224 | 17 | 0,31% |
| iqoption.com | 21 060 000 | 0,49% | 103 194 | 43 | 0,30% |

Search trends

First five brokers by popularity according to search queries. Etoro was very popular 2-3 years ago, but then their popularity dropped rapidly. If we look at the trends without eToro, we can see that XM has become much more popular in the last 2 years. This confirms that XM with its 25% market share and growing popularity is the top broker in the Philippines. Oanda is also very popular in search queries.



Search trends



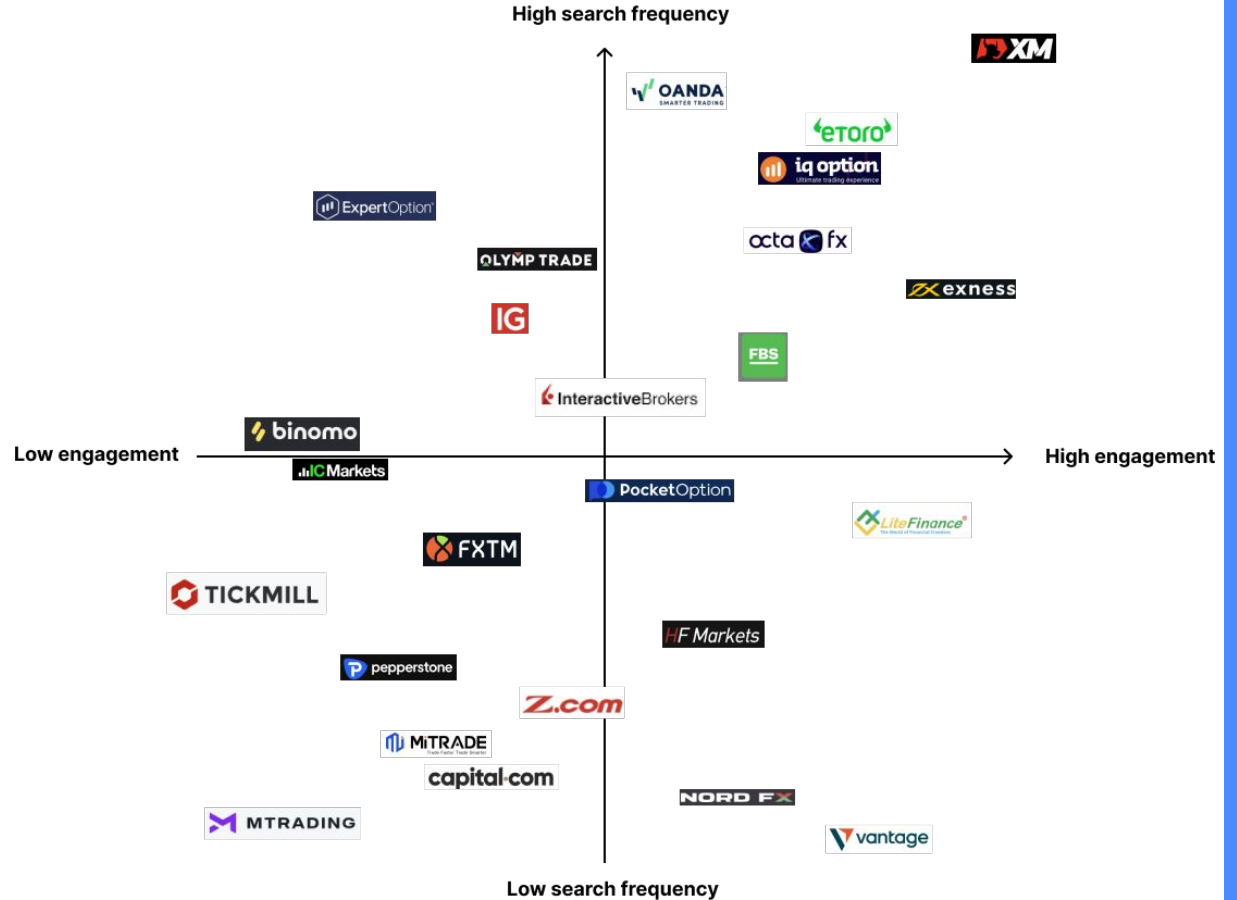
The second five brokers in terms of popularity. Unlike other regions where Exness is the leader, the company is not promoted in the Philippines, so it is not very popular.

OctaFX is growing in popularity. In 2022, the company adopted a marketing strategy to promote in the Philippines, so its popularity and audience will grow over time.

The most popular binary options broker according to search queries are IQ Option, Expert Option, Olymp Trade.

Perceptual map

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





XM

in Philippines

xm.com

Traffic and engagement

Overall engagement (all sites) Nov 2022 - May 2023: **8,05M**

Of which PC users: **5,13M (64%)**

Mobile device users (web version): **2,92M (36%)**



Top 10 breakdown by subregions



Payment methods

As local payment methods in Philippines XM offers GCash ewallet and online bank transfers with local banks. Other ewallets Coins.ph, Grabpay, PayMaya are not offered.

Deposit Methods



Credit/Debit Cards

DEPOSIT HERE



Online Bank Transfer

VERIFIED CLIENTS ONLY



Neteller

DEPOSIT HERE



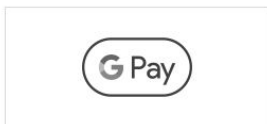
Skrill

DEPOSIT HERE



Perfect Money

VERIFIED CLIENTS ONLY



Google Pay

VERIFIED CLIENTS ONLY



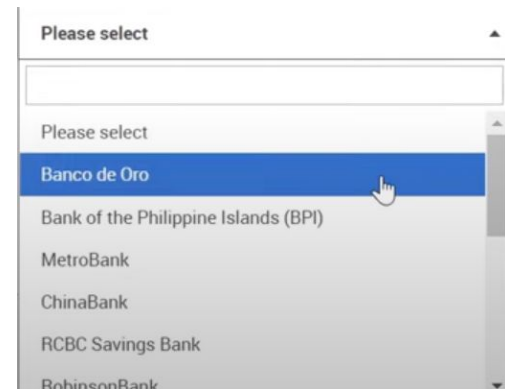
SticPay

DEPOSIT HERE



GCash

VERIFIED CLIENTS ONLY



Overview of acquisition channels

In second place in terms of traffic channels for all devices is organic and paid search. The share of mobile devices for these channels is ~85%, this is due to the fact that on mobile devices there is a search bar on the main screen, where users usually enter the name of the site they want to go to, i.e. these are branded queries. The main channel to attract new users is display ads.

Channels overview ⓘ

Nov 2022 - May 2023 Worldwide All traffic



Organic and paid search

Organic and paid search account for about **19%** of all traffic. Most of search queries are branded, this is confirmed by analysis of search queries. English can be used for advertising in the Philippines as it is the official language of the country and everyone knows it well. The share of organic searches is higher than paid searches.



| | |
|---------------|-----|
| ● Branded | 67% |
| ● Non-Branded | 33% |



Organic and paid search

Organic search terms:

| | Search Terms (14) | Traffic ↓ | KD | Intent | Change | Volume | CPC | Position (Orga... |
|----|-------------------------|-----------------|------|--------|----------|--------|--------|-------------------|
| 1 | xm philippines | 152 <u>100%</u> | ● 13 | N/A | ↓ 97.25% | 60 | \$3.01 | 1 |
| 2 | how to activate vp... | | N/A | N/A | - | - | - | 1 |
| 3 | recornito soft | | N/A | N/A | - | - | - | 2 |
| 4 | jonathan lou reyes | | N/A | N/A | - | 50 | - | 2 |
| 5 | presyo ng kaugnay... | | N/A | N/A | - | 70 | - | 9 |
| 6 | wpp plc ph | | N/A | N/A | - | 30 | - | 9 |
| 7 | forex promo | | N/A | N/A | - | 80 | - | 11 |
| 8 | ano yung mga top... | | N/A | N/A | - | 30 | - | 13 |
| 9 | paglilinis ng kapali... | | N/A | N/A | - | 1,120 | - | 14 |
| 10 | report about nasun... | | N/A | N/A | - | 30 | - | 18 |
| 11 | ano ano ang iba't i... | | N/A | N/A | - | 30 | - | 19 |
| 12 | eurhuf technical a... | | N/A | N/A | - | - | - | 19 |
| 13 | ambag ng athens | | N/A | N/A | - | 110 | - | 20 |
| 14 | abot kamay live | | N/A | N/A | - | - | - | 20 |

Organic and paid search

Paid search terms:

| | Search Terms (4) | Traffic ↓ | KD | Intent | Change | Volume | CPC | Organic vs Paid | Position (Pa... |
|---|------------------------|---|------|--------|-----------|--------|-----|---|-----------------|
| 1 | xm members login | 228  | ● 42 | NAV | ↓ 100.00% | 720 | - |  | 1 |
| 2 | xm forex trading pl... | | N/A | N/A | - | 10 | - | - | 1 |
| 3 | swap rate crypto in... | | N/A | N/A | - | 30 | - | - | 1 |
| 4 | is xm trading legit | | N/A | N/A | - | 320 | - | - | 1 |

Organic and paid search

Paid search ads:

Ad • <https://www.xm.com/>

Mag-sign up na Ngayon sa XM™ – Mabilis at Direktang Execution

Mag-invest sa Market, Mabilis at Direktang Execution at Lisensyado at Regulated Broker XM. Multi-awarded Platforms, 24/7 Suporta sa 30+ Wika, Access sa Platform sa Lahat ng Device.

Ad • https://www.xm.com

Mag-trade na Ngayon sa XM – Sa Dektop, Mobile & Tablet

Mag-trade sa Market nang may Mabilis at Direktang Execution sa XM at Suporta sa 30+ Wika. Lisensyado at Regulated Broker, Multi-awarded Platforms sa Anumang Device ...

Ad • https://www.xm.com

Magsimulang Mag-invest sa XM – Lisensyado at Regulated Broker

Invest In The Financial Markets with Leading Broker XM With Fast Direct Execution.

Ad • <https://www.xm.com/>

Mag-trade sa mga Market sa XM – 24/7 Suporta sa 30 Wika

Nakatuon sa Kliyente, May Access sa Platform sa Anumang Device & Personal Account Manager. Mag-trade na Ngayon Online sa Multi-regulated Broker XM na may 24/7 Suporta...

Landing pages for paid search:

xm.com/landing/promo-shares/ph

xm.com/landing/csr/ph

xm.com/landing/refer-friend/ph

xm.com/landing/regulation/ph

xm.com/landing/support/ph

Social networks

1,15% of all traffic, mainly from Youtube - OLV advertising and through referral links in bloggers' XM reviews.



| | | |
|-------------------------------------|-----------------|--------|
| <input checked="" type="checkbox"/> | Youtube | 43.94% |
| <input checked="" type="checkbox"/> | Facebook | 29.6% |
| <input checked="" type="checkbox"/> | WhatsApp Webapp | 9.03% |
| <input checked="" type="checkbox"/> | Linkedin | 5.07% |
| <input checked="" type="checkbox"/> | Twitter | 2.7% |
| <input type="checkbox"/> | Others | 9.66% |

XM social profiles



Philippines

youtube.com/@xmphilippines



Intl.

linkedin.com/company/xm-global



Philippines

facebook.com/xmfilipino



Intl.

twitter.com/XM_COM



Philippines

instagram.com/xmfilipino



Intl.

tiktok.com/@xm_com

Referrals

Referrals make up to 1,36% of traffic. These are clicks on referral links from partners, from ratings and other resources where Exness links are posted. Ad conversions from affiliate networks and traffic arbitrage also fall into this category.

A significant share is arbitrage traffic from Adult and Betting sites.



Referrals

There are many sources of traffic arbitrage in referral traffic. Also XM actively uses Google Ads, as there are many sources using Google AdSense in referral traffic.

| | Domain (1,251) | Industry | Global Rank | Traffic Share ↓ | Change | Engagement Score BETA | AdSense |
|----|-----------------------|--|-------------|--------------------|-----------|------------------------------------|---------|
| 1 | eu.dspmega.com | Sports Betting | - | 76.6K <u>6.62%</u> | ↓ 78.88% | ●●●●● | |
| 2 | pornhub.com (9) | Adult | #12 | 53.8K <u>4.65%</u> | ↓ 100.00% | Low Traffic | |
| 3 | forexfactory.com | Investing | #3,599 | 49.3K <u>4.27%</u> | ↓ 6.88% | ●●●●● | ✓ |
| 4 | intellipopup.com | Adult | #4,046 | 49.2K <u>4.26%</u> | ↓ 78.69% | ●●●●● | |
| 5 | visariomedia.com | Social Networks and Online Communit... | #5,218 | 46.5K <u>4.02%</u> | ↓ 58.72% | ●●●●● | |
| 6 | fenixseguro.com | TV Movies and Streaming | #163,727 | 22.6K <u>1.95%</u> | NEW | ●●●●● | |
| 7 | xhamster3.com (11) | Adult | #3,127 | 19.9K <u>1.72%</u> | - | Low Traffic | |
| 8 | coccoc.com (2) | Search Engines | #3,501 | 17.9K <u>1.55%</u> | ↓ 69.49% | ●●●●● | |
| 9 | eu.dpsuper.com | Sports Betting | - | 16.1K <u>1.39%</u> | - | ●●●●● | |
| 10 | investing.com (9) | Investing | #344 | 13.4K <u>1.16%</u> | ↓ 100.00% | ●●●●● | ✓ |
| 11 | myfxbook.com | Investing | #14,049 | 11.5K <u>1.00%</u> | ↑ 2.41% | ●●●●● | |
| 12 | weworkremotely.com | Jobs and Employment | #32,357 | 9.7K <u>0.84%</u> | ↓ 100.00% | ●●●●● | |
| 13 | tinywow.com | Computers Electronics and Technology | #12,523 | 8.3K <u>0.72%</u> | ↓ 72.80% | Low Traffic | ✓ |
| 14 | lizziefullrounded.com | Adult | - | 8.2K <u>0.71%</u> | - | Low Traffic | |
| 15 | tudocelular.com | Computers Electronics and Technology | #4,276 | 8.1K <u>0.70%</u> | - | Low Traffic | ✓ |

Media advertising

Media advertising is the main channel for attracting new users and accounts for **10% of traffic**, the main audience is PC users, among which the share of media advertising traffic is 19%. In addition to AdsTerra, XM works with PopAds, Criteo networks, and also set up Google Ads.

Top Networks Distribution ⓘ



| | |
|--|--------|
| <input checked="" type="checkbox"/> AdsTerra | 46.28% |
| <input checked="" type="checkbox"/> Google Display Network | 25.15% |
| <input checked="" type="checkbox"/> PopAds | 21.26% |
| <input checked="" type="checkbox"/> Criteo | 6.55% |
| <input type="checkbox"/> Others | 0.76% |

Top Industries Distribution ⓘ

| Industries | Traffic Share |
|--------------------------------------|---------------|
| TV Movies and Streaming | 16.51% |
| Lottery | 12.36% |
| Video Games Consoles and Accessories | 8.28% |
| Adult | 6.99% |
| File Sharing and Hosting | 6.69% |
| Others (138) | 49.18% |

Media advertising

The main channel of advertising through networks is Youtube (OLV advertising). Google Ads is used to place adverts on Investing.com. Tradingview is also used via advertising networks.

| Publisher (3,889) | Industry | Global Rank | Traffic Share ↓ | Change | AdSense |
|---------------------------------|--|-------------|-----------------|-------------|---------|
| youtube.com | Arts and Entertainment > TV Movies and ... | #2 | 4.16% | ↑ 86.86% | ✓ |
| crewbase.net | Gambling > Lottery | #59,799 | 3.84% | ↓ 53.78% | |
| shinbhu.net | Gambling > Lottery | #51,039 | 3.77% | ↓ 89.83% | |
| fmovies.to (2) | Arts and Entertainment > TV Movies and ... | #500 | 2.80% | ↑ 17.99% | |
| tradingview.com (6) | Finance > Investing | #274 | 1.74% | ↑ 80.98% | |
| tradingview.com | Finance > Investing | #274 | 0.61% | ↑ 59.92% | |
| in.tradingview.com | Finance > Investing | - | 0.58% | ↓ 14.08% | |
| es.tradingview.com | Finance > Investing | - | 0.36% | ↑ 272.13% | |
| vn.tradingview.com | Finance > Investing | - | 0.12% | - | |
| tw.tradingview.com show more | Finance > Investing | - | 0.04% | - | |
| myfxbook.com | Finance > Investing | #14,172 | 1.36% | ↑ 7.49% | |
| thumb9.net | Gambling > Lottery | #211,936 | 1.16% | ↓ 66.59% | |
| supjav.com | Adult | #417 | 0.99% | ↑ 1,536.01% | |
| hitomi.la | Adult | #168 | 0.91% | NEW | |
| 9anime.to | Arts and Entertainment > Animation and ... | #457 | 0.89% | ↑ 80.10% | ✓ |
| investing.com (10) | Finance > Investing | #351 | 0.87% | ↓ 11.75% | |
| investing.com | Finance > Investing | #351 | 0.22% | ↓ 49.09% | ✓ |
| th.investing.com | Finance > Investing | - | 0.21% | - | ✓ |

Visuals and ads

1 Week Left!

TRADE AND WIN

4 July – 31 July, 2023

Don't Miss Out!

Your capital is at risk. *T&Cs apply.

This advertisement features a dark blue background with a hand holding a smartphone. The phone screen shows a trading interface with a green line graph. Surrounding the phone are various financial symbols: a gold coin, a blue 1000 Euro banknote, and a yellow Bitcoin symbol. The XM logo is in the top right corner.

Facebook Live

Filipino Advanced Room

FOREX, DIGITAL CURRENCY, AND STOCKS

WITH RICHARD CARINGAL

Every Monday
August 7, 2023
9 PM - 10 PM

Your capital is at risk. *T&Cs apply.

This advertisement features a dark background with a man in a suit and tie, Richard Caringal, smiling. The XM logo is in the top right corner. The text is white and yellow.

TRADE AND WIN PROMO

GET YOUR SHARE OF ₱550,000!

4 July – 31 July, 2023

Your capital is at risk. *T&Cs apply.

This advertisement features a dark blue background with a hand holding a smartphone. The phone screen shows a trading interface with a green line graph. Surrounding the phone are various financial symbols: a gold coin, a blue 1000 Euro banknote, and a yellow Bitcoin symbol. The XM logo is in the top right corner.

MAG-TRADE NANG LEVERAGE NA 1000:1

Sa lahat ng uri ng account

Magbukas ng Account

*May T&Cs. Ang forex at CFD trading ay may mataas na risk at maaaring mag-resulta sa pagkalugi ng lahat ng iyong in-invest na kapital.

This advertisement features a dark background with a blurred image of a trading chart. The XM logo is in the top left corner. The text is white and green.

MAG-TRADE NANG Walang Swap sa XM Ultra Low Account

Magbukas ng Account

May risk sa iyong kapital. *May T&Cs.

This advertisement features a dark background with a blurred image of a trading chart. The XM logo is in the top left corner. The text is white and green.

Kumpetisyon sa Pag-trade

Manalo ng premyong cash

SUMALI SA KUMPETISYON

May risk sa iyong kapital. *May T&Cs.

This advertisement features a dark blue background with a trophy, a stack of money, and a circular arrow icon. The XM logo is in the top left corner. The text is white and green.

Visuals and ads

xm.com/landing/refer-friend/ph

Imbitahan ang mga Kaibigan mo na Sumali sa XM
 Kumita ng hanggang \$35 sa bawat matagumpay na referral.

[Magbukas ng Account](#)

Babala sa Risk: Ang mga aerbiyo namin ay nagtataglay ng mataas na risk at maaaring magresulta sa pagkubog ng iyong in-invest na kapital.

xm.com/landing/regulation/ph

Lisensyado at Reguladong Broker
 Sa XM diretsahan at walang nakatagong singil.

[Magbukas ng Demo Account](#) [Magbukas ng Real Account](#)

Babala sa risk: Ang mga aerbiyo namin ay nagtataglay ng mataas na risk at maaaring magresulta sa pagkubog ng iyong in-invest na kapital.

Kumita pa sa XM

Sa XM Mag-refer ng Kaibigan program, habang dumadami ang matagumpay mong nailimbitahan, lumalaki din ang kita mo.

Mag-refer ng 1-15 Kaibigan

Kumita ng
\$25
 kada kaibigan



Mag-refer ng 16-30 Kaibigan

Kumita ng
\$30
 kada kaibigan



Mag-refer ng 30+ Kaibigan

Kumita ng
\$35
 kada kaibigan

Mga Lisensya ng XM Group

FSC

Belize

Financial Services Commission

Ang XM Global Limited ay lisensyado ng FSC sa ilalim ng lisensya numero 000201/397.



CySec

Cyprus

Cyprus Securities and Exchange Commission

Ang Trading Point of Financial Instruments Ltd ay lisensyado ng CySEC sa ilalim ng lisensya bilang 120/10



ASIC

Australia

Australian Securities and Investments Commission

Ang Trading Point of Financial Instruments Pty Ltd ay nabigyan ng Australian Financial Services Licence sa pamamagitan ng ASIC (numero 443670)



DFSA

Dubai

Dubai Financial Services Authority

Ang Trading Point MENA Limited ay lisensyado at regulado ng Dubai Financial Services Authority (Reference No. F003484).



Visuals and ads

youtu.be/J4qab4rRobo



youtu.be/M1-UAAVKi-c



youtu.be/EDe3dk6P0vo



youtu.be/XYiyRfAHJs0





FBS in Philippines

fbs.com

Traffic and engagement

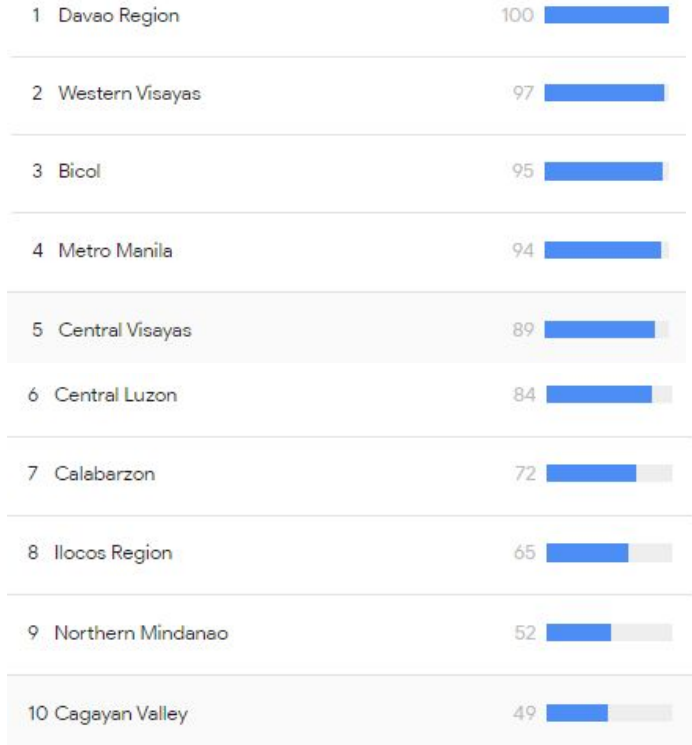
Overall engagement (all sites) Nov 2022 - May 2023: **1568,0K**

Of which PC users: **118,5K (8%)**

Mobile device users (web version): **1449,5K (92%)**



Top 10 breakdown by subregions



Payment methods

As local payment methods FBS offers in Philippines online payments with local banks, GCash ewallet, PayMaya ewallet, ECPay ewallet, GrabPay ewallet, Dragonpay, cash payments - almost all local payment methods.

| | | | | | |
|--|---|--|---|--|--|
| <p>GCash No commission. Instantly. From 500 to 50 000 PHP.</p> | <p>BPI No commission. Max 48h. From 2 700 to 250 000 PHP.</p> | <p>Unionbank No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>EastWest Online/Cash Payment No commission. 10h (max 48h). From 2 700 to 250 000 PHP.</p> | <p>ShopeePay No commission. Instantly. From 2 000 to 10 000 PHP.</p> | <p>Bitcoin No commission. Avg. 15-20 min. From 0.01 USD.</p> |
| <p>RCBC No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>Option 4 - Visa, Mastercard Verification is required No commission. Instantly. From 5 to 5 000 USD.</p> | <p>Banco de Oro No commission. 21-22h (max 48h). From 2 700 to 250 000 PHP.</p> | <p>Dragonpay Prepaid Credit No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>Chinabank No commission. 22-23h (max 48h). From 2 700 to 250 000 PHP.</p> | <p>Bitcoin Cash Crypto network commission may apply. Avg. 15-20 min. From 0.01 to 99 999 999 BCH.</p> |
| <p>PayMaya No commission. Instantly. From 2 700 to 15 000 PHP.</p> | <p>Option 1 - Visa Verification is required No commission. Instantly. From 4 to 5 000 EUR.</p> | <p>Metrobank No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>BPI Family Bank No commission. Avg. 15-20 min. From 2 700 to 250 000 PHP.</p> | <p>Ethereum Crypto network commission may apply. Avg. 15-20 min. From 0.01 to 99 999 ETH.</p> | <p>Litecoin Crypto network commission may apply. Avg. 15-20 min. From 0.10 LTC.</p> |
| <p>USDT (TRC20) Crypto network commission may apply. Avg. 15-20 min. No deposit limits.</p> | <p>PNB No commission. 18h (max 48h). From 2 700 to 250 000 PHP.</p> | <p>SM Dept/Supermarket/Savemore Counter No commission. 2-3h (max 24h). From 2 700 to 200 000 PHP.</p> | <p>Landbank No commission. Max 72h. From 2 700 to 250 000 PHP.</p> | <p>M. Lhuillier No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>Maybank Online Banking No commission. Instantly. From 2 700 to 250 000 PHP.</p> |
| <p>ECPay (GCash/Payment Centers) No commission. Instantly. From 500 to 250 000 PHP.</p> | <p>Option 3 - Visa, Maestro Verification is required No commission. Instantly. From 6 to 5 000 EUR.</p> | <p>GrabPay No commission. Instantly. From 2 000 to 10 000 PHP.</p> | <p>NETELLER No commission. Instantly. From 10 to 100 000 USD.</p> | <p>Perfectmoney Commission may apply. Instantly. From 5 to 999 999 USD.</p> | <p>Security Bank Cash Payment No commission. 17-18h (max 48h). From 2 700 to 250 000 PHP.</p> |
| <p>Skrill No commission. Instantly. From 12 to 500 000 USD.</p> | <p>Robinsons Bank Online Bills Payment No commission. Avg. 15-20 min. From 2 700 to 250 000 PHP.</p> | <p>Bank of Commerce Online Banking No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>Sticpay No commission. Instantly. From 5 USD.</p> | <p>USDT (ERC20) Crypto network commission may apply. Avg. 15-20 min. No deposit limits.</p> | |
| <p>Palawan Pawnshop No commission. Instantly. From 2 700 to 20 000 PHP.</p> | <p>Cebuana Lhuillier Bills Payment No commission. Instantly. From 2 700 to 250 000 PHP.</p> | <p>Asia United Bank Online/Cash Payment No commission. Instantly. From 2 700 to 250 000 PHP.</p> | | | |

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. 40%+ of search traffic in total traffic indicates that the brand's position in Philippines is very strong, it is very well known.

Channels overview ⓘ

Nov 2022 - May 2023 🌐 Worldwide 📁 All traffic



Organic and paid search

Statistics say that all search queries are non-branded. Analysis of search queries shows that most of the queries are branded, users are searching for FBS brand. Brand is well known.

Branded vs. non-branded ⓘ

📅 Nov 2022 - May 2023 🌐 Worldwide 🖥️ Desktop



| | |
|---------------|-----|
| ● Branded | 46% |
| ● Non-Branded | 54% |

Organic and paid search

Organic search terms:

| | Search Terms (10,028) | Traffic ↓ | KD | Intent | Change | Volume | CPC | Position (Orga... |
|----|------------------------|---------------------------|-----|----------|-----------|---------|--------|-------------------|
| 1 | fb | 82.9K 12.11% | 72 | NAV | ↑ 9.38% | 140,060 | \$2.70 | 3 |
| 2 | fb login | 10.6K 1.54% | 43 | NAV | ↑ 15.34% | 17,810 | \$1.33 | 2 |
| 3 | fb broker | 9.5K 1.38% | 74 | NAV | ↓ 29.75% | 6,980 | \$4.30 | 2 |
| 4 | fb forex | 4.3K 0.63% | 69 | NAV | ↑ 182.03% | 2,590 | \$3.53 | 1 |
| 5 | fb demo account | 3.9K 0.57% | 45 | N/A | ↓ 42.00% | 950 | \$0.47 | 1 |
| 6 | fb trading | 3.3K 0.48% | 72 | NAV | ↓ 84.35% | 2,320 | \$2.75 | 3 |
| 7 | strongest currency | 2.8K 0.41% | 34 | INFO NAV | ↓ 24.74% | 9,120 | \$1.42 | 3 |
| 8 | fb trader | 2.7K 0.40% | 63 | NAV | ↓ 92.61% | 4,550 | \$3.49 | 2 |
| 9 | mt4 vs mt5 | 2.6K 0.37% | 8 | INFO | ↓ 67.62% | 8,500 | \$6.23 | 2 |
| 10 | fb.com | 2.5K 0.36% | 72 | NAV | ↓ 61.70% | 1,120 | - | 1 |
| 11 | reversal candlestic... | 2.1K 0.31% | 19 | INFO | - | 7,220 | \$0.37 | 2 |
| 12 | metatrader 5 broke... | 2.1K 0.30% | N/A | N/A | - | 150 | - | - |
| 13 | alexander elder tri... | 2K 0.29% | N/A | INFO | - | 230 | - | 1 |
| 14 | how to open a fb ... | 2K 0.29% | N/A | N/A | - | 90 | - | - |
| 15 | strongeest currenc... | 2K 0.29% | N/A | N/A | - | 80 | - | - |

Organic and paid search

Paid search terms:

| | Search Terms (49) | Traffic ↓ | KD | Intent | Change | Volume | CPC | Organic vs Paid |
|----|------------------------|---------------------|-----|--------|-----------|---------|--------|-----------------|
| 1 | fbs | 41.3K <u>64.08%</u> | 72 | NAV | ↓ 91.83% | 140,060 | \$2.70 | |
| 2 | fbs broker | 3.3K <u>5.16%</u> | 74 | NAV | - | 6,980 | \$4.30 | |
| 3 | fbs login | 1.6K <u>2.43%</u> | 43 | NAV | ↓ 81.88% | 17,810 | \$1.33 | |
| 4 | fbs trader | 1.5K <u>2.35%</u> | 63 | NAV | ↓ 100.00% | 4,550 | \$3.49 | |
| 5 | apk fbs | 944 <u>1.47%</u> | N/A | N/A | - | 60 | - | |
| 6 | fbstrader | 824 <u>1.28%</u> | N/A | N/A | - | 130 | - | |
| 7 | fbs trading | 513 <u>0.80%</u> | 72 | NAV | - | 2,320 | \$2.75 | |
| 8 | fbs mt4 | 304 <u>0.47%</u> | 38 | INFO | - | 2,740 | \$3.20 | |
| 9 | fbs forex | 232 <u>0.36%</u> | 69 | NAV | ↓ 100.00% | 2,590 | \$3.53 | |
| 10 | egmntnl-goytujwgijb... | 171 <u>0.27%</u> | N/A | N/A | - | 30 | - | |
| 11 | fbs demo account | 168 <u>0.26%</u> | 45 | N/A | - | 950 | \$0.47 | |
| 12 | fbs trade online | 111 <u>0.17%</u> | 71 | NAV | - | 1,240 | \$8.25 | |
| 13 | fbs investment | 68 <u>0.11%</u> | N/A | N/A | - | 300 | - | |
| 14 | fbs.ae | 68 <u>0.11%</u> | N/A | N/A | ↓ 100.00% | 110 | - | |
| 15 | admiral markets vs... | | N/A | N/A | - | 40 | - | |

Organic and paid search

Paid search ads:

There's no Filipino (Tagalog) on the website, company uses English version of website for Philippines and paid ads are also English.

Ad • <https://www.fbs.com/>

[Fbs.com – Best Trading Broker](#)

We Lead the Market with The Best Customer Services and Top Technology. Open Account Now! Before you start trading, you should completely understand the risks. Expert Advisor. 24/7...

Ad • <https://www.fbs.com/>

[Fbs.com – Best Trading Broker – Start With FBS](#)

FBS is a reputable forex broker, established in 2009. Increase stable profits. with stocks from famous. Power up trading stocks with high volatility. Leverage up 1:3000.

Ad • https://www.fbs.com

[FBS Broker – FBS Exchange](#)

Get 140\$ Bonus. Receive to \$15 Per Lots. Earn Up To 20% Of Spread. 100% Deposit Bonus. Welcome to FBS™ Home Page. Services: 24/7 Support. Low Cost Withdrawal. Read Blog.

Ad • <https://www.fbs.com/>

[FBS.com – Best Trading Broker – About FBS](#)

Power up trading stocks with high volatility. Leverage up 1:3000. Expert Advisor.

Landing pages for paid search:

fbs-landings.com/landing/brand-sub-new

fbs-landings.com/landing/cent-new

fbs-landings.com/landing/stocks

fbs-landings.com/landing/metals-oil-new

fbs-landings.com/landing/bonus100-new

Social networks

Traffic from social networks is 1,30% of total traffic. 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 Facebook Ads is used.



| | | |
|-------------------------------------|-----------------|--------|
| <input checked="" type="checkbox"/> | Youtube | 57.3% |
| <input checked="" type="checkbox"/> | Facebook | 20.12% |
| <input checked="" type="checkbox"/> | WhatsApp Webapp | 8.96% |
| <input checked="" type="checkbox"/> | quora | 3.81% |
| <input checked="" type="checkbox"/> | Twitter | 3.5% |
| <input checked="" type="checkbox"/> | Others | 6.31% |

Exness social profiles



International

youtube.com/user/FBSforex



Intl. t.me/fbsanalytics



Philippines

facebook.com/FBSPhilippines



International

instagram.com/FBS_forex

Referrals

Referral traffic is 3,69% of all traffic. Referral traffic comes mainly from ratings and news websites, from other FBS websites. No arbitrage traffic detected.

| | Domain (227) | Industry | Global Rank | Traffic Share ↓ | Change | Engagement Score <small>BETA</small> | AdSense |
|----|-------------------------------|--------------------------------------|-------------|---------------------|-----------|--------------------------------------|---------|
| 1 | fbs-landings.com (2) | Finance | #87,624 | 83.8K <u>27.63%</u> | ↓ 54.64% | ●●●●● | |
| 2 | ptfbs.com | Gambling | #328,314 | 33K <u>10.89%</u> | ↓ 40.56% | ●●●●● | |
| 3 | freeforexmoneyndeposit.com | Unknown | #2,871,151 | 16.8K <u>5.54%</u> | - | ●●●●● | |
| 4 | y8z5nv0slz06vj2k5vh6akv7dj2c6 | Unknown | - | 12.6K <u>4.15%</u> | - | Low Traffic | |
| 5 | s.fbs.direct | Investing | - | 12.3K <u>4.05%</u> | ↓ 100.00% | ●●●●● | |
| 6 | onelink.me (2) | Computers Electronics and Technology | - | 9.7K <u>3.21%</u> | ↓ 100.00% | Low Traffic | |
| 7 | mqj5.com | Investing | #7,166 | 8.5K <u>2.79%</u> | NEW | ●●●●● | |
| 8 | fxstreet.com | Investing | #21,848 | 7.7K <u>2.53%</u> | ↓ 100.00% | ●●●●● | ✓ |
| 9 | fbs-broker-indonesia.com | Unknown | #12,450,271 | 6.5K <u>2.15%</u> | ↓ 28.33% | ●●●●● | |
| 10 | forexwikitrading.com | Investing | #393,225 | 5.8K <u>1.90%</u> | ↓ 82.90% | ●●●●● | ✓ |
| 11 | support.fbshelp.com | Investing | - | < 5K <u>1.46%</u> | - | Low Traffic | |
| 12 | tradersunion.com | Investing | #59,891 | < 5K <u>1.14%</u> | NEW | ●●●●● | |
| 13 | vnfb.com | News and Media | #2,190,399 | < 5K <u>1.10%</u> | ↓ 100.00% | Low Traffic | |
| 14 | investinggoal.com | Investing | #803,000 | < 5K <u>1.07%</u> | NEW | ●●●●● | |
| 15 | jpfbs.com | Investing | #1,812,191 | < 5K <u>0.96%</u> | NEW | Low Traffic | |

Media advertising

Display ads counts for 0,79% of all traffic. Company almost does not use display advertising for FBS.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.com



| | | |
|-------------------------------------|------------------------|-------|
| <input checked="" type="checkbox"/> | Google Display Network | 95.5% |
| <input checked="" type="checkbox"/> | Unidentified Networks | 4.17% |
| <input checked="" type="checkbox"/> | RevenueHits | 0.33% |




















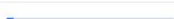














Display networks for fbs-landings.com



| | | |
|-------------------------------------|----------------------|--------|
| <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. Ads are also placed on TradingView.

| | Publisher (41) | Industry | Global Rank | Traffic Share ↓ | Change | AdSense |
|----|--|---|-------------|---|----------|---------|
| 1 |  investing.com (8) | Finance > Investing | #344 | 27.31%  | ↓ 46.99% | |
| |  br.investing.com | Finance > Investing | - | 18.34%  | ↓ 46.99% | ✓ |
| |  investing.com | Finance > Investing | #344 | 4.77%  | - | ✓ |
| |  ph.investing.com | Finance > Investing | - | 1.46%  | - | |
| |  jp.investing.com | Finance > Investing | - | 1.14%  | - | ✓ |
| |  es.investing.com <small>show more</small> | Finance > Investing | - | 0.84%  | - | ✓ |
| 2 |  myfxbook.com | Finance > Investing | #14,049 | 23.43%  | ↓ 78.86% | |
| 3 |  tradingview.com (3) | Finance > Investing | #278 | 21.02%  | NEW | |
| 4 |  fxstreet.com | Finance > Investing | #21,848 | 4.85%  | ↑ 51.52% | ✓ |
| 5 |  instagram.com | Computers Electronics and Technology >... | #4 | 4.18%  | - | |
| 6 |  forexfactory.com | Finance > Investing | #3,599 | 2.10%  | - | ✓ |
| 7 |  forexcracked.com | Finance > Investing | #82,311 | 1.73%  | NEW | |
| 8 |  pockettactics.com | Games > Games | #6,557 | 1.24%  | - | ✓ |
| 9 |  kaskus.co.id | Computers Electronics and Technology >... | #5,070 | 1.24%  | - | ✓ |
| 10 |  cybertronads.com | Gambling > Sports Betting | #368,703 | 1.20%  | - | |
| 11 |  dailypost.ng | News and Media | #9,694 | 1.20%  | - | ✓ |
| 12 |  freepik.com | Arts and Entertainment > Arts and Entert... | #322 | 1.01%  | NEW | ✓ |

Visuals and ads

FBS

+1.2%

¥ \$ €

FBS

KILALANIN ANG FBS

Mga bagay na dapat mong malaman tungkol sa amin

04

Huwag bumigay sa FOMO

Ang Fear Of Missing Out ay pangkaraniwan sa pag-trade. Alamin pa ang tungkol sa FOMO at kung paano mo ito harapin araw-araw.

05

Bumuo ng pag-iisip ng isang trader

Ang Psychology sa Pag-trade ay series ng mga post na nakatuon sa pag-hack ng mga mental na tip para matulungan kang manatiling naka-focus at maging mas mahusay sa pag-trade.

FBS

Isang bagong artikulo sa FBS blog

Margin call: Ano ito at kung paano ito maiwasan

Isang bagong kurso sa crypto

sa Personal Area mo!

FBS Analytics at Education

Edukasyon | Calendar ng events | Calendar ng stocks

Course 2 Cryptocurrency basics for traders

Php2700

Php500

0%

GCash update

Bagong minimum na deposito at mga pag-withdraw na walang fee

Hunyo

Ano ang ite-trade para sa \$100?

Sumali sa FBS sa Traders Fair Philippines

at manalo ng mga premyo

Visuals and ads

fbs-landings.com/landing/brand-sub-new

Trade With a Reliable Broker

FBS makes trading accessible to everyone. 27 million traders are already making money with us. Get the best trading experience. Join now!

Open Free Account

- Sign up with Google
- Sign up with Facebook
- Sign up with Email

[I already have an account](#)

By registering you accept Customer Agreement conditions and Privacy policy and accept all risks inherent with trading operations on the world financial markets.

fbs-landings.com/landing/stocks

TRADE IN THE STOCK MARKET

Every day the news brings changes to the price of giant corporation's shares. Use your chance!

Trade stocks online with FBS

- Sign up with Facebook
- Sign up with Google
- Sign up with Email

[I already have an account](#)

Benefits of earning on stocks

- High volatility**
It is a great chance to boost your trading.
- Interesting market**
You will never be bored when trading stocks. Stock prices highly depend on market sentiment.
- A way to diversify your portfolio**
The stock market differs in factors affecting its direction. When other assets drop in price, stocks may still be up.
- Respect**
Stocks are related to Wall Street, big companies, and big money. Everyone wants it!

Visuals and ads

youtu.be/ZLHPkq33ecI



youtu.be/EyHDIooK1Wo

