



Singapore FX/BO market review

Based on data for November 2022 - May 2023



Information about country



6,0 mln

Population



4 244 USD

Average salary



96,9%

Internet penetration



74,7%

Share of web traffic via smartphones



23,2%

Share of web traffic via PC and laptops



2,1%

Share of web traffic via tablet PC

Popular social media (% of Internet users)



87,4%

YouTube



56,8%

Facebook



46,5%

Instagram



41,1%

TikTok



33,6%

FB Messenger

Localization guidelines

Languages

The following ethnic groups live in Singapore: Chinese (74.3%), Malays (13.4%), Indians (9.0%), others (3.2%). The official languages of Singapore are English, Singaporean Mandarin (Xīnjiāpō Huáyǔ), Malay and Tamil. English is the language of everyday communication and is understood by everyone. As a rule, even local brokers, for whom Singapore is the main market, use English to communicate with clients (advertising, social networks). The second language on brokers' websites is Singaporean Mandarin (Xīnjiāpō Huáyǔ).

Also citizens of neighboring Malaysia and Indonesia live and work in Singapore, whose native languages are Malay and Indonesian. Therefore, for customers from Singapore, we recommend providing all 4 languages on the site - English, Singaporean Mandarin, Malay and Indonesian. English can be used for advertising, but if the advertisement targets to Malays and Indonesians, then advertising in Malay and Indonesian must be used for these target groups.

Payments

Depositing trading account via bank transfer from a bank account in Singapore is the traditional method for clients from Singapore, as large international brokers provide only this method for replenishments, and it is familiar to clients. Also, according to our statistics, local methods of Indonesia and Malaysia, bank transfers and e-wallets, are popular among citizens of Malaysia and Indonesia living in Singapore. Therefore, these methods must also be provided in the client area for Singapore residents.

Payments

Indonesian and Malaysian payment methods are popular among Indonesian and Malaysian citizens living in Singapore.

The most popular methods by value of transactions are:

Indonesian banks virtual accounts (32.1%)

Malaysian banks (21.5%)

Indonesian QR codes (15.9%)

Indonesian/Malaysian ewallets (14.7%)

Singapore banks (11.8%)

Ewallets of other countries of the region (4%)

Average check for clients from **Singapore is \$94.3** compared to **\$55.8 in Indonesia** and **\$57.7 in Malaysia**. This is because Malaysian and Indonesian citizens living in Singapore have higher incomes than those in their home countries.

Distribution of executed payments by devices:

Android	53.5%
Windows	21.6%
iOS	21.3%
MacOS	2.9%
Other	0.7%

Payments

Local payment methods offered by Monetix in:

Singapore

- Local banks

Indonesia

- Virtual bank accounts
- Online bank transfers
- QR-code
- LinkAja ewallet
- OVO ewallet
- Shopee ewallet
- Dana ewallet
- GoPay ewallet
- Ezeetunai ewallet

Malaysia

- Online bank transfers
- GrabPay wallet
- Shopee wallet
- DuitNow wallet
- Boost Wallet
- Touch&Go wallet

Forex and Binary options regulation

The Central Bank of Singapore is the Monetary Authority of Singapore or MAS, and it was founded in 1970. It is the biggest financial regulatory body, and it's the one monitoring Singapore forex trades. On top of that, it even has the authority to implement good policies in the fintech area.

Any forex or binary options broker wishing to operate physically in Singapore must be licensed by the MAS and adhere to strict codes of conduct, capital adequacy requirements and operating standards. All customer deposits must also be segregated in separate bank accounts for safety and security. MAS limits leverage for retail forex traders to 1:50.

The MAS, however, does not require that its citizens or foreign residents in Singapore only deal with one of MAS regulated brokers. Unlike its neighboring country, Indonesia, which limits retail trading to only be provided by domestic brokers, Singaporeans can freely choose to use any broker, both local and overseas. So, if trader feels unsatisfied with all of the MAS-regulated forex brokers, he could simply choose the best forex broker for him among any other forex brokers in the world. Singaporean traders are also free to choose their base currency, be it in Singaporean Dollar (SGD) or others.

Brokers are not required to report gains or losses to taxing authorities and there are no tax consequences for individual retail traders. Singapore-based forex brokers would not deduct trader's gain for tax purposes. It also needs to be noted that Singapore does not have capital gain tax. Professional traders (those individuals employed by banks and other financial entities to trade currencies as their primary job) are required to keep track of their gains and losses and then pay taxes on their net profits. There is, however, one deferment option for these tax liabilities. If these net profits are retained in accounts offshore, then there are no taxes due until the funds are transferred to a bank account maintained within Singapore. Singapore imposes a progressive resident tax rate starting at 0% for earnings up to SGD20,000 and ending at 22% for earnings above SGD320,000. Some people reckon that part-time traders may be tax-free, but full-time traders have to pay taxes.



Forex brokers in Singapore

The most popular brokers by audience are **XM** and local broker **Poems**. Together they occupy **30%** of the market by audience. Other brokers popular in Singapore include **Oanda, IG, Interactive Brokers** and **eToro**. Poems is a local company with a MAS license, while international companies Oanda, IG, Interactive Brokers also have a MAS license. Singapore is not a target market for eToro. The most popular binary options broker is **IQ Option**, but Singapore is not a target market for him.



Other brokers with MAS license include **CMC Markets, Plus500, Saxo Bank, Tiger Brokers, TD Ameritrade**. They are also popular and are in the top 20 in terms of traffic from Singapore. We can confidently say that all brokers that target Singapore are licensed by the local regulator MAS.



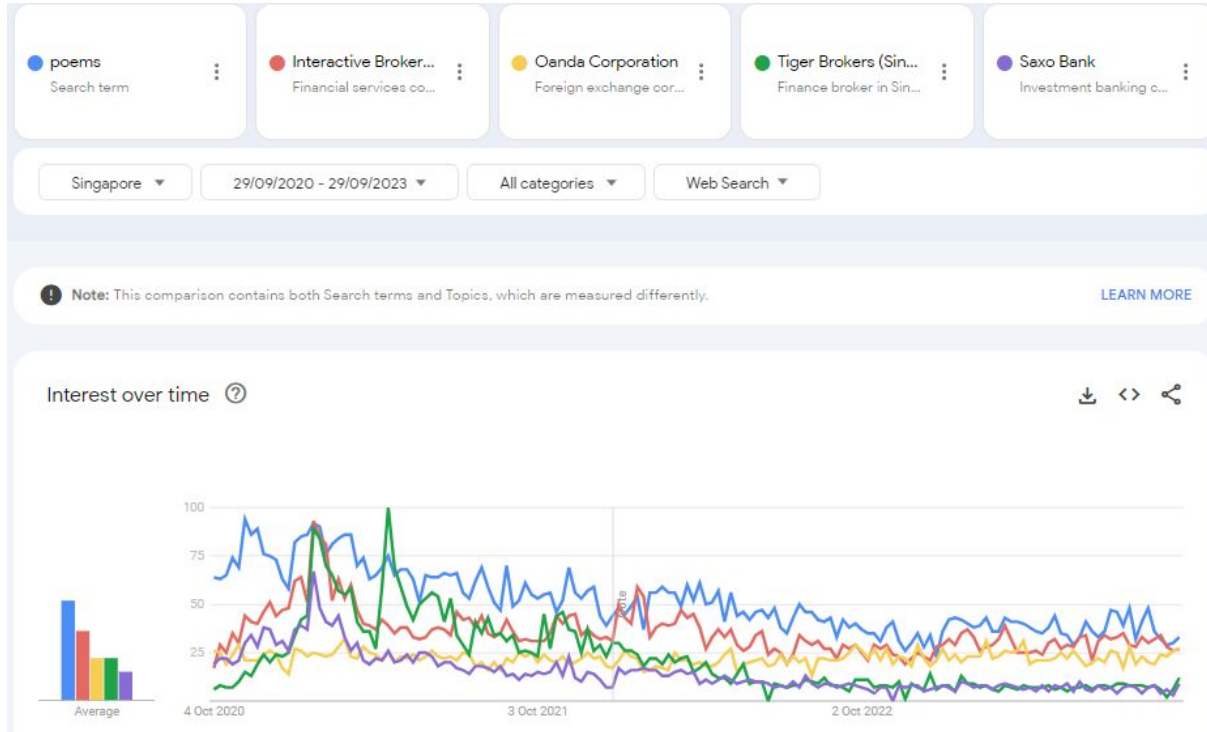
Forex brokers with more than 100k visitors over the period

Broker	Total traffic	% of SG traffic	SG traffic	Ranking of SG traffic on the website	% of total FX traffic from SG
xm.com	91 720 000	3,22%	2 953 384	8	16,80%
poems.com.sg	3 667 000	63,20%	2 317 544	1	13,18%
oanda.com	41 670 000	3,43%	1 429 281	5	8,13%
ig.com	69 060 000	1,89%	1 305 234	13	7,42%
interactivebrokers.com.au	5 000 000	23,00%	1 150 000	1	6,54%
etoro.com	229 900 000	0,45%	1 034 550	32	5,88%
interactivebrokers.com	32 730 000	1,85%	605 505	7	3,44%
interactivebrokers.com.sg	920 056	63,90%	587 916	1	3,34%
cmcmarkets.com	13 920 000	3,66%	509 472	7	2,90%
plus500.com	41 160 000	1,05%	432 180	20	2,46%
capital.com	28 990 000	1,45%	420 355	16	2,39%
tdameritrade.com	194 600 000	0,20%	389 200	10	2,21%

Forex brokers with more than 100k visitors over the period

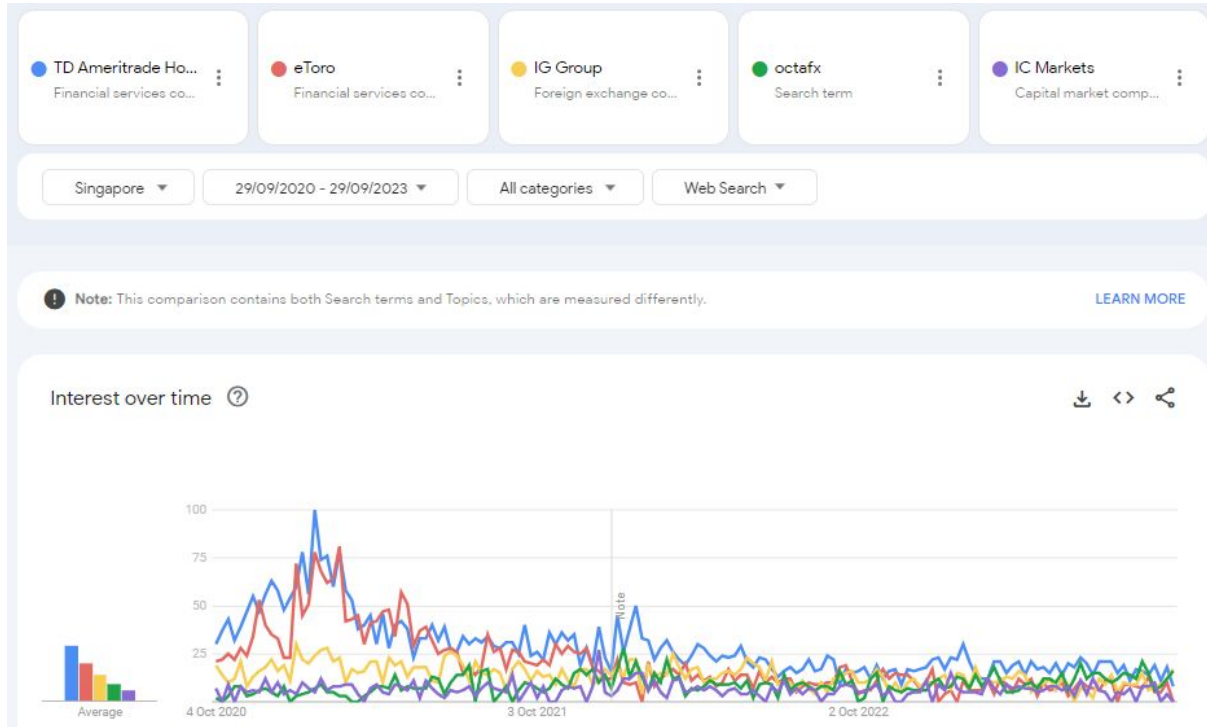
Broker	Total traffic	% of SG traffic	SG traffic	Ranking of SG traffic on the website	% of total FX traffic from SG
octamarkets.net	58 340 000	0,65%	379 210	13	2,16%
iqbroker.com	127 700 000	0,29%	370 330	60	2,11%
icmarkets.com	22 640 000	1,49%	337 336	17	1,92%
tigerbrokers.com.sg	749 769	39,20%	293 909	1	1,67%
tdameritrade.com.sg	548 641	48,77%	267 572	1	1,52%
exness.com	168 200 000	0,13%	218 660	35	1,24%
fbs.com	9 753 000	2,15%	209 690	12	1,19%
home.saxo	6 074 000	2,69%	163 391	8	0,93%
octafx.com	20 320 000	0,76%	154 432	19	0,88%
z.com	13 760 000	1,11%	152 736	8	0,87%
hfm.com	8 851 000	1,27%	112 408	17	0,64%
iqoption.com	21 060 000	0,53%	111 618	41	0,63%

Search trends



Top-5 brokers by search queries in Google. It is quite difficult to estimate the popularity of Poems as there are so many search results related to poetry by this keyword. But we can confidently say that this broker is very popular as its audience is significant in Singapore and this keyword is the top search query for the website poems.com.sg.

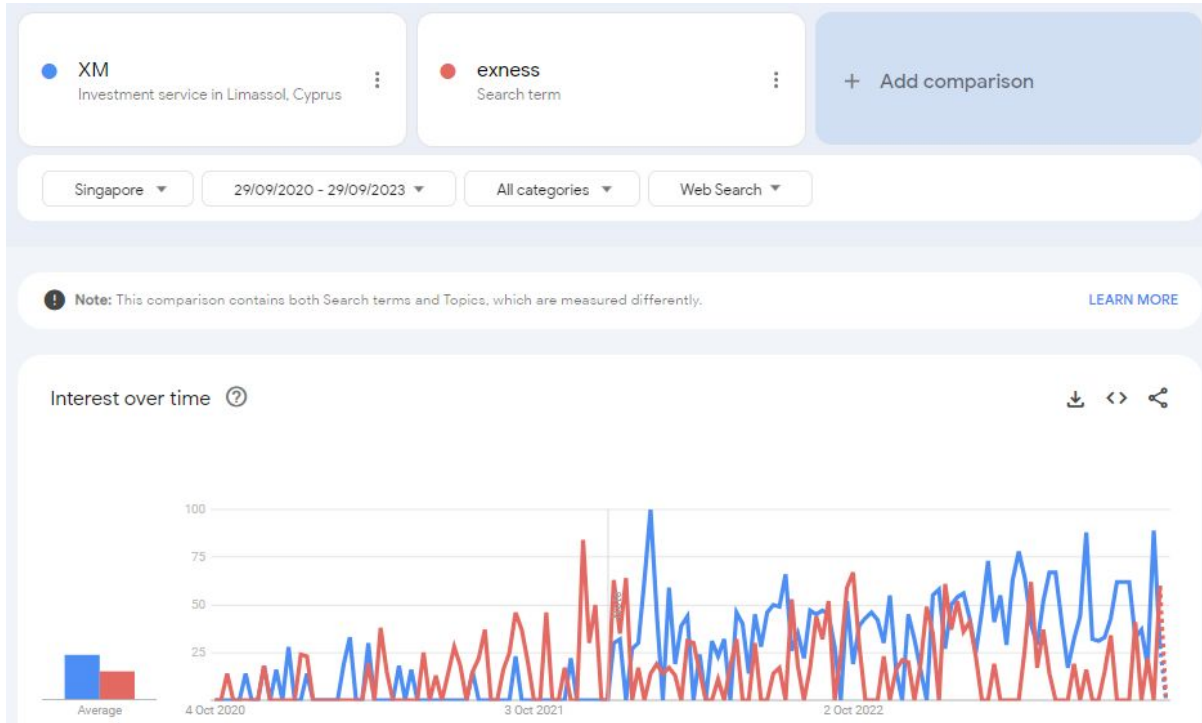
Search trends



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

We can confidently say that forex market in Singapore is a market of regulated companies. 7 out of 10 companies popular on search queries have MAS license. Also 2 more regulated companies, CMC markets and Plus500 are in the top 12 by popularity.

Search trends

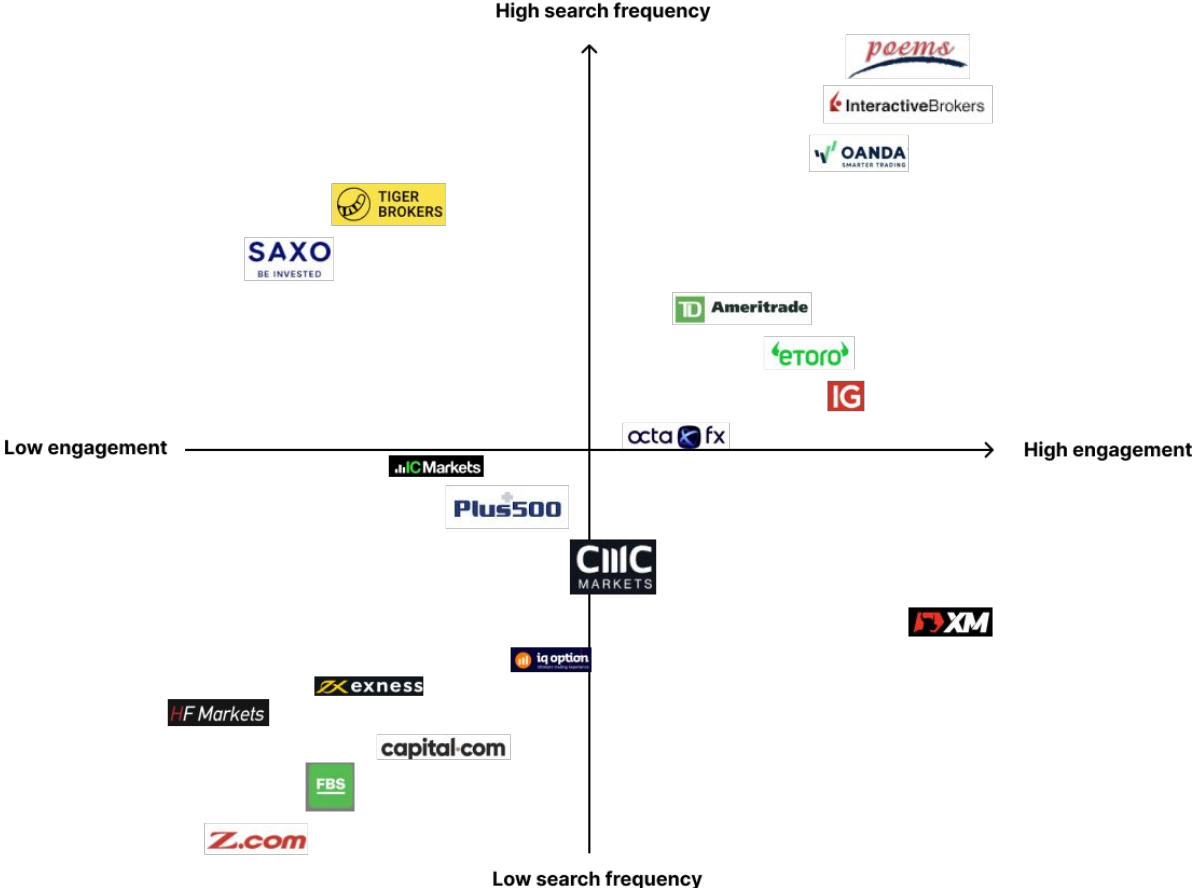


XM and Exness popularity is not very high. Rather, their audience in Singapore is likely to be traders from Malaysia and Indonesia living in Singapore, where the companies are very popular.

Large international companies without a license in Singapore do not choose Singapore as a target market because the market is very small. Traders from Singapore are more likely to choose a company with MAS license as there are many large corporations with this license.

Perceptual map

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



Interactive Brokers in Singapore

interactivebrokers.com.sg

Traffic and engagement

interactivebrokers.com.sg

Overall engagement Nov 2022 - May 2023: **587.8K**

Of which PC users: **153.5K (26%)**

Mobile device users (web version): **434.3K (74%)**

interactivebrokers.com.au

Overall engagement Nov 2022 - May 2023: **1150.4K**

Of which PC users: **990.6K (86%)**

Mobile device users (web version): **159.8K (14%)**

interactivebrokers.com

Overall engagement Nov 2022 - May 2023: **605.8K**

Of which PC users: **472.5K (78%)**

Mobile device users (web version): **133.3K (22%)**

Payment methods

Interactive Brokers allows to deposit account via wire transfer only.

Bank Transfer

Setup a template at your bank to transfer funds from your bank to your IBKR account.

[Use this Method](#)



FASTEST

Trade as quickly as **one business day or less**, determined by your bank.



FEES

Determined by your bank, generally **fees do apply**.



2 STEPS

Step 1: Notify IBKR of each deposit.
Step 2: Contact your bank to transfer funds to your IBKR account.

[More Information](#)

Transfer from Wise Balance

Link your Wise profile, then initiate a fund transfer from your Wise multi-currency account to your IBKR account. Wise converts your funds into an IBKR supported currency and transfers the funds to your IBKR account.

[Use this Method](#)



FAST

Trade within hours (depending on currency). Provide transaction details for specific ETA.



FEES

Wise charges for currency conversion. Provide transaction details to review currency-specific fees.



1 STEP

Use your IBKR account to initiate fund transfers from Wise.

[More Information](#)

Overview of acquisition channels

The company is very well known, so most of the customers visit the site directly or through a search. At the same time, a significant share of organic search are visits from mobile devices (light blue), these are those who enter the company name in the search bar of their mobile device. Quite a high share of traffic from social networks. Display advertising is almost never used.

Channels overview 📄

📅 Nov 2022 - May 2023 🌐 Worldwide 📱 All traffic



Organic and paid search

Organic and paid search account for about **38%** of all traffic. Statistics tells that most of the traffic is non-branded queries. But we can confidently say, that according to organic search queries almost 100% of requests are branded - “interactive brokers”, “ibkr”. The same is for paid search requests.



● Branded	49%
● Non-Branded	51%
















Organic and paid search

Organic search terms:

	Search Terms (555)	Traffic ↓	Change	KD	Intent	Volume	CPC	Position (Organic)
1	interactive brokers ...	8K <u>13.73%</u>	↑ 37.71%	47	NAV	3,570	\$6.95	2
2	ibkr	3.8K <u>6.57%</u>	↓ 17.96%	81	NAV INFO	264,680	\$1.97	3
3	ibkr sg	3.7K <u>6.31%</u>	↑ 453.38%	45	INFO NAV	880	\$5.53	1
4	ibkr singapore	3.1K <u>5.36%</u>	↓ 27.12%	47	INFO	1,340	\$5.54	1
5	interactive broker	1.7K <u>2.98%</u>	↑ 13.87%	75	NAV INFO	42,600	\$3.25	3
6	interactive brokers	1.7K <u>2.97%</u>	↓ 22.99%	79	NAV INFO	526,360	\$2.76	3
7	interactive broker sg	1.2K <u>2.00%</u>	↑ 38.46%	48	N/A	430	\$6.95	1
8	interactive broker s...	843 <u>1.45%</u>	-	45	INFO	500	\$5.00	1
9	interactive brokers ...	781 <u>1.34%</u>	-	48	INFO	340	\$5.32	1
10	interactive brokers ...	651 <u>1.12%</u>	-	N/A	N/A	420	\$1.17	2
11	ibkr margin rates s...	570 <u>0.98%</u>	↑ 455.71%	N/A	N/A	110	-	-
12	ibkr login	559 <u>0.96%</u>	-	72	INFO	60,980	\$1.55	2
13	interactivebrokers ...	548 <u>0.94%</u>	-	45	INFO	310	\$4.96	1
14	interactivebrokers	513 <u>0.88%</u>	↑ 231.20%	74	NAV INFO	26,240	\$3.06	3
15	interactive brokers ...	427 <u>0.73%</u>	↑ 143.30%	N/A	N/A	50	-	-

Organic and paid search

Paid search terms:

	Search Terms (242)	Traffic ↓	Change	KD	Intent	Volume	CPC	Organic vs Paid	Position (Paid)
1	ibkr	12.1K <u>46.23%</u>	↑ 49.25%	● 81	NAV INFO	264,680	\$1.97		1
2	interactive brokers	10K <u>38.06%</u>	↑ 57.55%	● 79	NAV INFO	526,360	\$2.76		1
3	ikbr	753 <u>2.87%</u>	-	● 81	INFO NAV	15,650	\$4.23		1
4	ib broker	288 <u>1.10%</u>	↓ 100.00%	● 72	NAV INFO	4,990	\$3.72		1
5	interactive broker	259 <u>0.99%</u>	↑ 29.10%	● 75	NAV INFO	42,600	\$3.25		1
6	ibkr stock broker	221 <u>0.84%</u>	-	N/A	N/A	60	-		-
7	interacive brokers	211 <u>0.81%</u>	-	● 80	N/A	160	-		-
8	ibtrading	185 <u>0.71%</u>	-	N/A	N/A	30	-		-
9	interactive broker i...	175 <u>0.67%</u>	-	N/A	N/A	60	-		-
10	ibkr financing rates	173 <u>0.66%</u>	-	N/A	N/A	60	-		-
11	interactivebrokers	168 <u>0.64%</u>	-	● 74	NAV INFO	26,240	\$3.06		1
12	interactive brokers ...	158 <u>0.60%</u>	↓ 100.00%	● 44	INFO NAV	7,390	\$4.57		1
13	interactivebrokers	152 <u>0.58%</u>	-	N/A	N/A	30	-		-
14	interactive broekrs	148 <u>0.56%</u>	↑ 528.75%	● 76	NAV INFO	1,310	-		-
15	ib invetsment	139 <u>0.53%</u>	-	N/A	N/A	-	-		-

Organic and paid search

Paid search ads:

Ad • <https://www.interactivebrokers.com.sg/>

[Interactive Brokers Singapore – Rated #1 Broker by Barron's](#)

Invest globally in stocks, options, futures, currencies, bonds & funds from one screen. The Professional's Gateway to the World's Markets at the lowest cost. Low Cost & Best Execution.

Ad • https://www.interactivebrokers.com.sg

[Interactive Brokers® Singapore – Premier Technology](#)

Optimize your trading speed and efficiency with our powerful suite of trading platforms. Leverage technology built to help you get ahead. Global Products & Access.

Ad • https://www.interactivebrokers.com.sg

[Interactive Brokers® – Discover Global Opportunities](#)

Invest in stocks, options, futures, bonds & funds from a single unified platform. Fund your account and trade assets denominated in multiple currencies. Real-Time Risk Management. Innovative...

Ad • https://www.interactivebrokers.com.sg

[Trade with Interactive Brokers – Interactive Brokers® Singapore](#)

Interactive Brokers clients from 200+ countries and territories invest globally. SGD Margin loan rates as low as 3.56%. Rates subject to change. Learn more.

Ad • https://www.interactivebrokers.com.sg

[Interactive Brokers® Singapore – Trade Globally with IBKR](#)

Interactive Brokers clients from 200+ countries and territories invest globally. SGD Margin loan rates as low as 3.56%. Rates subject to change. Learn more.

Ad • https://www.interactivebrokers.com.sg

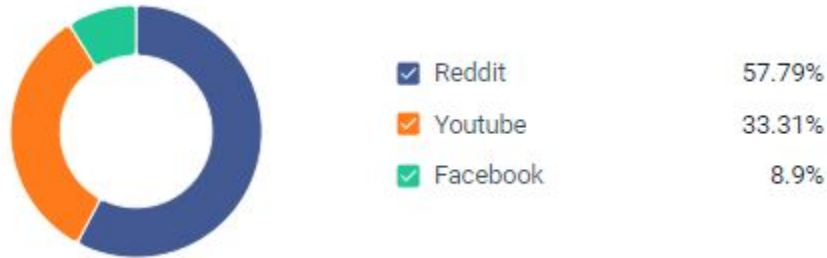
[Trade with Interactive Brokers – Rated #1 Broker by Barron's](#)

Interactive Brokers clients from 200+ countries and territories invest globally.

Company does not use any landing pages with paid ads and redirects customers directly to the main page of [interactivebrokers.com.sg](https://www.interactivebrokers.com.sg).

Social networks

Traffic from social networks counts for 9,64% of total traffic. Most of the traffic comes from Reddit. Interactive brokers has 36K members on Reddit and there're a lot of threads updated and created daily. But most of the users are Americans. Youtube traffic is mainly advertising via Google Ads.



Interactive Brokers social profiles



Intl. [youtube.com/interactivebrokers](https://www.youtube.com/interactivebrokers)



Intl. twitter.com/ibkr



Intl. facebook.com/interactivebrokers



Intl. linkedin.com/company/interactive-brokers



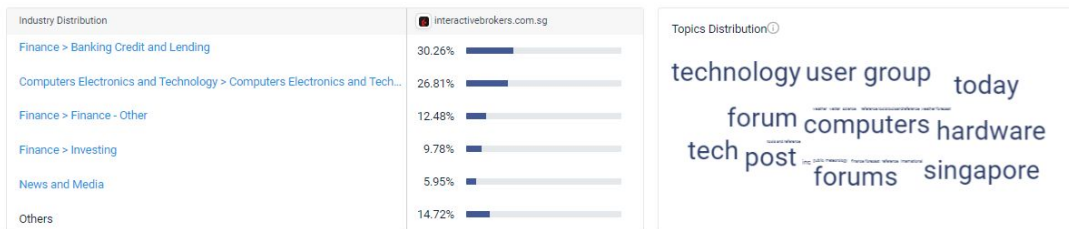
Intl. instagram.com/interactivebrokers



Intl. reddit.com/r/interactivebrokers

Referrals

Referrals make up to 1% of traffic. These are mainly financial sites, sites with Interactive Brokers Google Ads advertising. Company does not use any traffic arbitrage.



Include or Exclude URLs

	Domain (11)	Industry	Global Rank	Traffic Share ↓	Change	Engagement Score 100%	AdSense
>	1 iss.moneySMART.sg	Banking Credit and Lending	-	< 5K 28.81%	↓ 100.00%	Low Traffic	
>	2 forums.hardwarezone.com.sg	Computers Electronics and Technology	-	< 5K 26.81%	↑ 452.50%	Low Traffic	✓
>	3 seedly.sg	Finance	#61,843	< 5K 12.48%	-	Low Traffic	
>	4 presearch.com	Investing	#10,339	< 5K 6.90%	-	Low Traffic	
>	5 dailypost.ng	News and Media	#9,010	< 5K 5.95%	-	Low Traffic	✓
>	6 check4d.org	Lottery	#164,517	< 5K 4.25%	-	Low Traffic	✓
>	7 accuweather.com	Weather	#78	< 5K 4.25%	-	Low Traffic	✓
>	8 publicfinanceinternational.org	Government	#1,249,096	< 5K 4.00%	-	Low Traffic	✓
>	9 nmisc.interactivebrokers.com	Investing	-	< 5K 2.88%	-	Low Traffic	
>	10 waldo.fyi	Online Marketing	#512,564	< 5K 2.22%	-	Low Traffic	
>	11 singsaver.com.sg	Banking Credit and Lending	#58,992	< 5K 1.45%	-	Low Traffic	

Media advertising

Display ads counts for 0,50% of all traffic. Advertising is placed mainly through Google Ads. A significant share is OLV advertising on Youtube.

Top Networks Distribution ⓘ



- Google Display Network 95.78%
- Yahoo Advertising 4.22%
- Others 0%

Publisher (4)	Industry	Global Rank	Traffic Share ↓	Change	AdSense
 youtube.com	Arts and Entertainment > TV Movies and ...	#2	44.49% 	-	<input checked="" type="checkbox"/>
 poki.com	Games > Video Games Consoles and Ac...	#479	29.91% 	-	<input checked="" type="checkbox"/>
 crazygames.com	Games > Video Games Consoles and Ac...	#1,465	17.55% 	-	<input checked="" type="checkbox"/>
 sg.finance.yahoo.co... 	Finance > Financial Planning and Manag...	-	8.05% 	-	

Visuals and ads

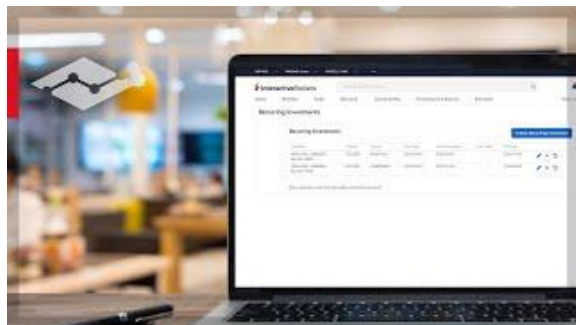
youtu.be/X9hkLqTVuwg



youtu.be/YHK59yPPdlw



youtu.be/B_xQplrytPA



youtu.be/sz2_OiG5wY





Tiger Brokers in Singapore

tigerbrokers.com.sg

Traffic and engagement

Overall engagement Mar 2023 - Aug 2023: **245.3K**

Of which PC users: **110.2K (45%)**

Mobile device users (web version): **135.1K (55%)**

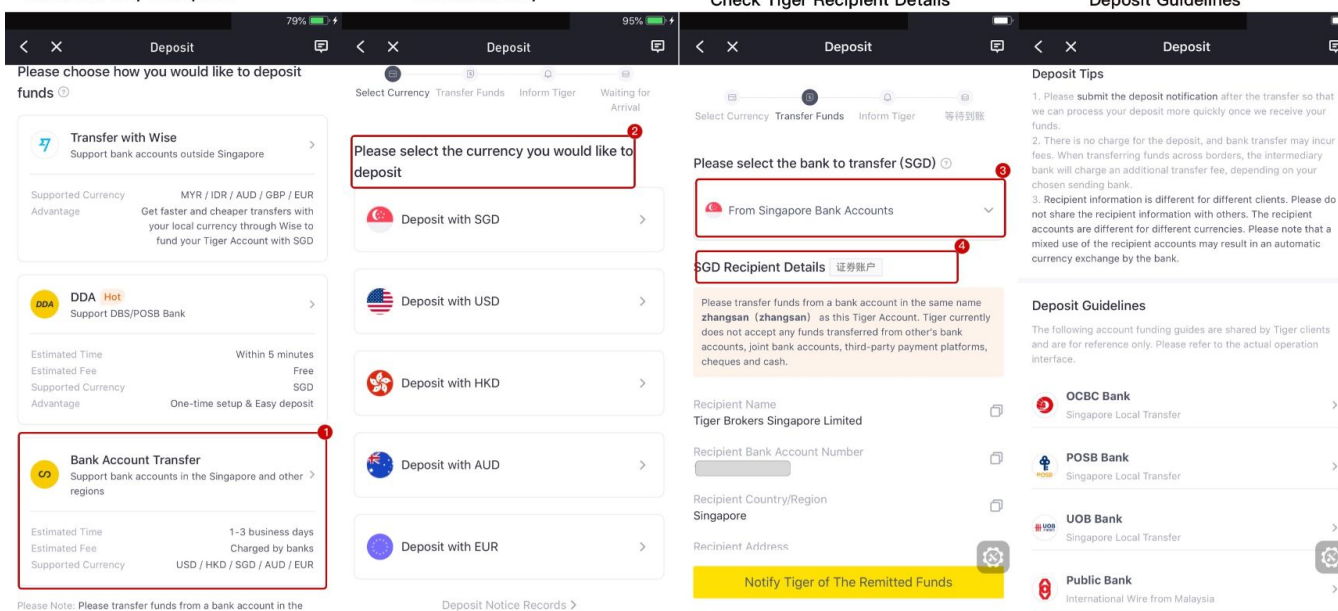
	Country (60)	↓ Traffic Share
1	 Singapore	32.40% 
2	 China	12.35% 
3	 Malaysia	11.52% 
4	 Philippines	11.34% 
5	 Indonesia	11.08% 

Tiger Brokers is also popular in other countries of the region - China, Malaysia, Philippines, Indonesia.

Payment methods

Tiger brokers supports bank transfer only, both standard wire transfers in different currencies and instant transfers in SGD.

Select the way to deposit → Select currency → Select remittance bank, Check Tiger Recipient Details → Make remittance according to Deposit Guidelines



1 Please choose how you would like to deposit funds

- Transfer with Wise**
Support bank accounts outside Singapore
- DDA** Hot
Support DBS/POSB Bank
- Bank Account Transfer**
Support bank accounts in the Singapore and other regions

2 Please select the currency you would like to deposit

- Deposit with SGD
- Deposit with USD
- Deposit with HKD
- Deposit with AUD
- Deposit with EUR

3 Please select the bank to transfer (SGD)

- From Singapore Bank Accounts

4 SGD Recipient Details 证券账户

Recipient Name: Tiger Brokers Singapore Limited

Recipient Bank Account Number: [Redacted]

Recipient Country/Region: Singapore

Recipient Address: [Redacted]

Notify Tiger of The Remitted Funds

Deposit Tips

- Please submit the deposit notification after the transfer so that we can process your deposit more quickly once we receive your funds.
- There is no charge for the deposit, and bank transfer may incur fees. When transferring funds across borders, the intermediary bank will charge an additional transfer fee, depending on your chosen sending bank.
- Recipient information is different for different clients. Please do not share the recipient information with others. The recipient accounts are different for different currencies. Please note that a mixed use of the recipient accounts may result in an automatic currency exchange by the bank.

Deposit Guidelines

The following account funding guides are shared by Tiger clients and are for reference only. Please refer to the actual operation interface.

- OCBC Bank**
Singapore Local Transfer
- POSB Bank**
Singapore Local Transfer
- UOB Bank**
Singapore Local Transfer
- Public Bank**
International Wire from Malaysia

Remittance Bank	Currencies Supported
DBS/POSB	SGD
	SGD/HKD/USD/EUR/AUD
Banks in Singapore (N on DBS/POSB)	SGD
	HKD/USD/EUR/AUD
Banks outside Singapore	SGD/HKD/USD/EUR/AUD
	Clients can pay in MYR, IDR, AUD, CAD, EUR, GBP ; Tiger receives in SGD, USD.

Overview of acquisition channels

Most of the customers visit the site directly or through a search. Main paid acquisition channel is paid search. Quite a high share of referral traffic. Display advertising is almost never used. We can say that the main channel of paid engagement is paid search.

Channels overview 📄

📅 Mar 2023 - Aug 2023 🌐 Worldwide 🏠 All traffic



Organic and paid search

Organic and paid search account for about **52%** of all traffic. Statistics say that branded queries make up 40% of search traffic. However, analysis of search queries shows that almost 100% of all queries are branded.



● Branded	40%
● Non-Branded	60%

Organic and paid search

Organic search terms:

	Search Terms (1,481)	Traffic ↓	Change	KD	Intent	Volume	CPC
1	老虎证券	14.5K <u>12.75%</u>	↑ 14.01%	55	NAV INFO	8,800	-
2	tiger brokers	9.1K <u>7.98%</u>	↓ 44.32%	63	NAV INFO	11,060	\$8.26
3	tiger broker	8.7K <u>7.60%</u>	↓ 76.04%	68	NAV	4,780	\$8.04
4	tiger trade	6.2K <u>5.43%</u>	↓ 41.24%	73	NAV	9,460	\$5.30
5	老虎国际	2.1K <u>1.80%</u>	↓ 39.50%	45	N/A	520	-
6	老虎证券官网	1.8K <u>1.59%</u>	-	N/A	N/A	30	-
7	老虎证券官网	1.4K <u>1.22%</u>	↑ 329.22%	N/A	N/A	110	-
8	tigerbrokers sg	1.4K <u>1.20%</u>	↑ 219.94%	N/A	N/A	820	-
9	tigerbroker	966 <u>0.85%</u>	↓ 54.47%	N/A	N/A	530	\$15.66
10	tiger vault	947 <u>0.83%</u>	↓ 69.78%	8	NAV	530	\$1.13
11	tiger brokers singa...	769 <u>0.68%</u>	↓ 65.88%	40	N/A	260	\$14.75
12	tiger trade api	741 <u>0.65%</u>	↓ 100.00%	23	INFO	180	-
13	tigerbrokers	704 <u>0.62%</u>	↓ 33.70%	44	N/A	1,520	\$9.95
14	broker tiger	672 <u>0.59%</u>	-	74	N/A	120	-
15	tiger brokers fees	667 <u>0.59%</u>	↓ 14.39%	10	INFO	660	\$6.80

Organic and paid search

Paid search terms:

	Search Terms (304)	Traffic ↓	Change	KD	Intent	Volume	CPC
1	tiger brokers	4.8K <u>20.34%</u>	↑ 25.35%	63	NAV INFO	11,060	\$8.26
2	tiger broker	2.2K <u>9.08%</u>	↓ 30.48%	68	NAV	4,780	\$8.04
3	tiger trade	1.8K <u>7.57%</u>	↓ 54.79%	73	NAV	9,460	\$5.30
4	tigerbroker	757 <u>3.18%</u>	↓ 17.04%	N/A	N/A	530	\$15.66
5	tigertrade	731 <u>3.07%</u>	↑ 93.07%	60	NAV	7,600	\$0.46
6	老虎证券	704 <u>2.96%</u>	↓ 88.69%	55	NAV INFO	8,800	-
7	tigerbrokers	429 <u>1.80%</u>	↓ 70.69%	44	N/A	1,520	\$9.95
8	tigerbrokers sg	388 <u>1.63%</u>	↓ 13.32%	N/A	N/A	820	-
9	tiger broker login	368 <u>1.55%</u>	-	N/A	N/A	480	\$4.25
10	tiger broker fees	346 <u>1.46%</u>	↓ 56.70%	10	INFO	380	\$9.05
11	tiger broker charges	299 <u>1.26%</u>	-	N/A	N/A	20	-
12	tiger app	265 <u>1.11%</u>	-	N/A	N/A	360	-
13	tiger brokers tradin...	253 <u>1.06%</u>	↓ 100.00%	N/A	N/A	40	\$7.25
14	tigerbrokers app	242 <u>1.02%</u>	-	N/A	N/A	-	-
15	tigerbroker singap...	225 <u>0.95%</u>	↓ 95.49%	N/A	N/A	90	-

Organic and paid search

Paid search ads:

<https://www.tigerbrokers.com.sg>

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[Tiger Brokers \(Singapore\) - 6% guaranteed return on cash](#)

Top trading platform in Singapore. Invest in SG, US, HK, AU & CN markets with one account. Trade multiple securities at your fingertips: stocks, options, futures,...

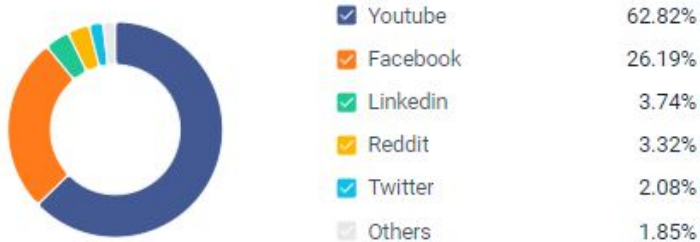
Landing pages for paid ads:

tigerbrokers.com.sg/marketing/investing

tigerbrokers.com.sg/market/fund

Social networks

Traffic from social networks is 1,16% of total traffic. Most of the traffic is Youtube. With a very high degree of probability, it's OLV campaigns on Youtube. Also a high proportion of traffic from Facebook, perhaps the company advertises through Facebook Ads.



Tiger Brokers social profiles



Singapore [youtube.com/channel/UCV9o1jW6brfQJepdpuVU2Lw](https://www.youtube.com/channel/UCV9o1jW6brfQJepdpuVU2Lw)



Singapore [facebook.com/tigerbrokerssg](https://www.facebook.com/tigerbrokerssg)



Singapore twitter.com/TigerBrokersSG



Singapore [linkedin.com/company/tigerbrokerssg/](https://www.linkedin.com/company/tigerbrokerssg/)

Referrals

Referral traffic counts for 8%. Referral traffic is mostly from financial sites. There are signs of traffic arbitrage, perhaps the company uses it in a very small volume.

	Domain (30)	Industry	Global Rank	Traffic Share ↓	Change	Engagement Score BETA	AdSense
1	tigersecurities.com (2)	Investing	#228,168	19.4K <u>66.26%</u>	↑ 208.08%	● ● ● ● ●	
2	itigerup.com	Investing	#699,497	< 5K <u>5.95%</u>	↑ 399.93%	● ● ● ● ●	
3	singsaver.com.sg (2)	Banking Credit and Lending	#58,992	< 5K <u>4.29%</u>	↓ 24.18%	● ● ● ● ●	
4	aihub.cn	Programming and Developer Software	#363,426	< 5K <u>3.31%</u>	↓ 100.00%	Low Traffic	
5	sgzhan.com	Adult	#316,165	< 5K <u>2.83%</u>	↓ 100.00%	Low Traffic	
6	ui.ads.microsoft.com	Unknown	-	< 5K <u>2.67%</u>	↑ 80.02%	Low Traffic	
7	sgliulian.com	Travel and Tourism	#682,633	< 5K <u>2.10%</u>	NEW	Low Traffic	
8	seedly.sg	Finance	#61,843	< 5K <u>1.91%</u>	↓ 100.00%	Low Traffic	
9	itiger.com (3)	Investing	#3,040,072	< 5K <u>1.62%</u>	NEW	Low Traffic	
10	psrar.com	Investing	#1,545,778	< 5K <u>1.52%</u>	-	Low Traffic	
11	linktr.ee	Lifestyle	#279	< 5K <u>1.46%</u>	↓ 100.00%	Low Traffic	
12	tigertech.feishu.cn	Programming and Developer Software	-	< 5K <u>0.86%</u>	↓ 78.22%	● ● ● ● ●	
13	sgrefers.com	Unknown	#15,694,235	< 5K <u>0.61%</u>	↓ 100.00%	Low Traffic	
14	couponbella.com	Unknown	#14,290,847	< 5K <u>0.59%</u>	NEW	Low Traffic	
15	ttm.financial	Investing	#2,377,821	< 5K <u>0.57%</u>	↓ 100.00%	Low Traffic	

Media advertising

Display ads counts for 0,35% of all traffic. The main advertising network is Google Ads. Traffic arbitrage is confirmed by the usage of TripleLift and Taboola networks for media advertising.








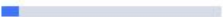



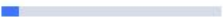

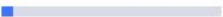



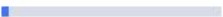



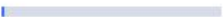
<input checked="" type="checkbox"/> Google Display Network	58.05%
<input checked="" type="checkbox"/> TripleLift	20.23%
<input checked="" type="checkbox"/> Taboola	12.31%
<input checked="" type="checkbox"/> Unidentified Networks	5%
<input checked="" type="checkbox"/> Amazon Ad System	4.41%

Top Industries Distribution ⓘ

Industries	Traffic Share
TV Movies and Streaming	45.74%
Video Games Consoles and Accessories	17.24%
Graphics Multimedia and Web Design	7.76%
Search Engines	7.76%
Programming and Developer Software	7.76%
Others (5)	13.74%

Media advertising

A significant share of display ads is OLV advertisement on YouTube via Google Ads.

Publisher (10)	Industry	Global Rank	Traffic Share ↓	Change	AdSense
 youtube.com	Arts and Entertainment > TV Movies and ...	#2	45.74% 	-	<input checked="" type="checkbox"/>
 op.gg	Games > Video Games Consoles and Ac...	#964	17.24% 	NEW	<input checked="" type="checkbox"/>
 frontendscript.com	Computers Electronics and Technology >...	#3,362,503	7.76% 	-	
 converter.11zon.com	Computers Electronics and Technology >...	-	7.76% 	-	
 userstyles.org	Computers Electronics and Technology >...	#33,738	7.76% 	-	
 techradar.com	Computers Electronics and Technology >...	#4,114	5.07% 	-	<input checked="" type="checkbox"/>
 dashboard.commissionfactory...	Lifestyle > Fashion and Apparel	-	3.11% 	-	
 afu.sg	Unknown	#11,270,339	2.61% 	NEW	
 mail.google.com	Computers Electronics and Technology >...	-	2.12% 	-	
 outlook.office.com	Science and Education > Education	-	0.83% 	-	

Visuals and ads

{ Welcome bundle }

Deposit & trade to win prizes worth USD 888*

Enjoy an interest bonus boosted to 8%* p.a.



*T&Cs apply. Refer to our website at <https://www.tigerbrokers.com.sg/activity/forapp/rules?id=welco-me202309> for further details. This advertisement has not been reviewed by the Monetary Authority of Singapore.

\$99 GIFT VOUCHER GIVEAWAY

HOW MANY "SHOPPING TYGO" CAN YOU SPOT ?

- 1 COUNT THE NUMBER OF TYGO SHOPPING IN OUR FUND MALL
- 2 COMMENT YOUR ANSWER & TAG YOUR FRIENDS FOR BONUS CHANCES
- 3 VISIT OUR FUND MALL'S LEARN & EARN CAMPAIGN & COMPLETE ANY 1 TASK
- 4 UNLOCK CASH REWARDS AS YOU CLEAR MORE TASKS ON LEARN & EARN



*T&Cs apply. This advertisement has not been reviewed by the Monetary Authority of Singapore.

ENJOY THE MOONLIGHT

HAPPY MID-AUTUMN FESTIVAL!


Expand your investment horizons



TIGER TRADE

Your best partner for US options and shares!


USD 0.65 per contract for US options for all & 0-commission for US shares for new users*



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Auto invest, start small, dream big

For a car For a house For a holiday For kids



I want **\$5000** for a holiday
Auto invest **\$100** week

TIGER TRADE

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Visuals and ads

tigerbrokers.com.sg/market/fund

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From just \$100

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Of mutual funds

Free access
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We perform due diligence when selecting the fund houses and ensure you have the best fund managers to manage your investments.

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 Franklin Templeton	 Lion Global Investors	 Natixis	 Nikko AM	 UOB AM

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tigerbrokers.com.sg/marketing/investing

Claim rewards worth up to SGD 410 with a 6%** interest-boosted bonus

- 0 commission** trading in 4 markets
- Free Apple share & chance to win Tesla share
- Boost your interest to 6% on your idle cash with Tiger Vault**

**6% apply. Please refer to our website for other applicable fees.
**Eligible to receive Tiger Vault funds to enjoy an interest bonus boosted to 6% p.a. limited to the first SGD 410 received.
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[Get started](#)



Get rewards worth up to SGD 410 with a 6%** interest-boosted bonus in 3 easy steps

Open an account

01 Open an account

- Enjoy 20% trading bonus
- Claim 0-commission** trading for US, SG & HK stocks, CHA shares, and US options.

02 Fund your account

- Free Apple share
- Chance to win a Tesla share

03 Enjoy a 30-day interest bonus boosted to 6% p.a.**

- No transfer needed to enjoy a 6% interest-boosted bonus on your cash automatically.

Global Access with One Account

Diversify with Global Investment Products.

Stock <ul style="list-style-type: none"> ✓ US Stocks ✓ SG Stocks ✓ HK Stocks ✓ ADR Stocks <p>SIGN UP</p>	Options <ul style="list-style-type: none"> ✓ US Stocks ✓ HK Stock Options ✓ HK Stocks & CBOs <p>SIGN UP</p>	Futures <ul style="list-style-type: none"> ✓ Crude oil/fuel ✓ Energy ✓ Precious Metals <p>SIGN UP</p>	ETFs & REITs <ul style="list-style-type: none"> ✓ US Stock ETFs ✓ SG Stock ETFs ✓ REITs <p>SIGN UP</p>	Funds <ul style="list-style-type: none"> ✓ Multi-Fund ✓ Money Market Fund ✓ Bond Fund <p>SIGN UP</p>
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Visuals and ads

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youtu.be/Fqdw9jBct2s



youtu.be/ikcKfXZny50

