



Vietnam FX/BO market review

Based on data for November 2022 - May 2023



Information about country



95,5 mln

Population



332 USD

Average salary



79,1%

Internet penetration



86,6%

Share of web traffic via smartphones



12,0%

Share of web traffic via PC and laptops



1,4%

Share of web traffic via tablet PC

Popular social media (% of Internet users)



84,9%

Facebook



80,8%

YouTube



67,6%

FB Messenger



64,0%

TikTok



13,3%

Instagram

Payments

The most popular local online payment methods for FX/BO by volume of transactions in Vietnam:

Online bank transfers (72,2%). User enters his online banking details and makes payment.

MoMo ewallet (15,6%)

QR codes (12,2%). Payments with QR code. QR code is shown to the client, he opens his banking application, scans the code and interbank settlement occurs.

Distribution of executed payments by devices:

Android	43,2%
iOS	28,0%
Windows	25,4%
MacOS	3,0%
Other	0,4%

Local payment methods offered by Monetix in Vietnam:

- **Online bank transfers**
Asia Commercial Bank · Dong A Bank · Vietin Bank · Sacombank · Vietcom Bank · Agribank · Bank for Investment and Development of Vietnam · Techcom · Eximbank · Military Commercial Joint Stock Bank
- **QR-code.** All Vietnamese banks that support QR-code payments.
- **MoMo ewallet**

Forex and Binary options regulation

Forex business is not regulated under the laws of Vietnam and the competent authority in Vietnam, i.e., the State Bank of Vietnam has not, so far, issued any further guidance or instruction on such kind of business in Vietnam. The SBV is a ministerial agency of the government. One of its responsibilities is the stability of the Vietnamese dong. It is one reason it declared Forex floor trading illegal. The SBV manages fiscal and banking activities, remains the sole authority to issue money, and is the lender of last resort for commercial banks and credit institutions. It also advises the government on financial issues.

Doing Forex business has been excluded by Vietnam in the Schedule of WTO Commitments. Since Vietnamese legislation does not have specific regulations on this kind of business, any investor wishing to do Forex business in Vietnam must consult with and obtain the approval from various competent authorities in Vietnam, including Ministry of Planning and Investment, the Ministry of Finance, Ministry of Industry and Trade, the State Bank of Vietnam; and other relevant Ministry (if any) in accordance with clause dd, Article 10, Decree 118/2015/ND-CP [1]. In the absence of specific regulations under the Vietnamese laws on this kind of business, the competent authorities in Vietnam hardly accept and approve Forex business for the investor.

Doing Forex business in Vietnam without license shall be subject to administrative sanctions in accordance with Vietnamese law. In particular, any investor doing Forex business in Vietnam without license shall be subject to an administrative penalty of from VND 200,000,000 to VND 250,000,000 and foreign exchange operations of the credit institution shall be suspended for 03 – 06 months [2]. In addition, he/ she may be requested by the competent authorities to stop or suspend its operation until more regulations on this kind of business are issued.

Currently, there are not any foreign-invested financial institutions licensed to do the Forex business in Vietnam. Vietnamese traders who want to do Forex trading will often choose the other prestigious Forex Exchange Platforms licensed in other countries to register to create accounts and link with banks via Visa or Master Card for the purpose of the transaction, which the SBV permits. But there is no domestic safety for Vietnamese traders, and the SBV cautions against Forex trading.

Forex and Binary options regulation

In a recent interview, an officer in charge from the State Bank of Vietnam verbally confirmed that "The nature of Forex trading (on Forex Exchange Platform) is foreign currency business through accounts, in margin trading form and the value will be revalued continuously according to the fluctuations of exchange rates of currency pairs or other commodities (included gold). Forex trading is not considered as buying and selling foreign exchange to serve the needs of using foreign exchange but in order to speculate on price fluctuations". As such, organizations and individuals are only allowed to perform foreign exchange transactions in accordance with the laws after obtaining approval from the Prime Ministry and the State Bank of Vietnam. Since there are no specific regulations on the Forex trading, any Forex business activity without approval from the competent authorities of Vietnam is not allowed.

[1] Clause dd, Article 10, Decree 118/2015/ND-CP: " With regard to sectors and sub-sectors excluded from commitments or not specified in Vietnam's WTO Schedule of commitments and other international agreements on investment, if the investment conditions applied to foreign investors are also not provided for in Vietnam's law, the investment registration authority shall consult with the Ministry of Planning and Investment and relevant Ministries".

[2] Clause 8 and Clause 9, Article 23 of Decree No. 88/2019/ND-CP regulates administrative sanctions for violations on foreign exchange as follows:

"8. A fine ranging from VND 200,000,000 to VND 250,000,000 shall be imposed for committing one of the following violations:

c) Carrying out foreign exchange operations without a license granted by a competent authority, or with an expired or revoked license, or against the license, except for the cases prescribed in Points d, o Clause 4, Points a, d Clause 5 of this Article.

9. Additional penalties:

dd) Foreign exchange operations of the credit institution or foreign bank branch that commits the violation prescribed in Point c Clause 8 of this Article shall be suspended for 03 – 06 months."



Forex brokers in Vietnam

The absolute leader of the forex market in Vietnam is **Exness**, both in terms of traffic (**45%**) and search queries. For **XM**, Vietnam is also one of the key markets in the region, but XM's popularity in search queries is low, and the audience is low for such big brand as XM and for a country with such population.

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.

We can confidently say that Exness has a significantly higher than 50% market share in Vietnam, this is also confirmed by the analysis of search queries, Exness is orders of magnitude more popular than its closest competitors.

The most popular binary options brokers by engagement are IQ Option, Vietnam is 7th in their traffic, and Binomo, Vietnam is 4th in their traffic, Binomo is a leader in search queries.



Other large brokers for whom Vietnam is one of the key markets are **IC markets, Litefinance, Xtrendspeed, JustMarkets, Hotforex, FXpro, MiTrade, FBS, IFCmarkets, Admirals, Vantagemarkets**. Traffic from Vietnam is in the top five countries for these brokers. In general, we can say that many brokers choose Vietnam as their target market and there are a lot of large brokers with similar audience coverage in Vietnam.



Forex brokers with more than 200k visitors over the period

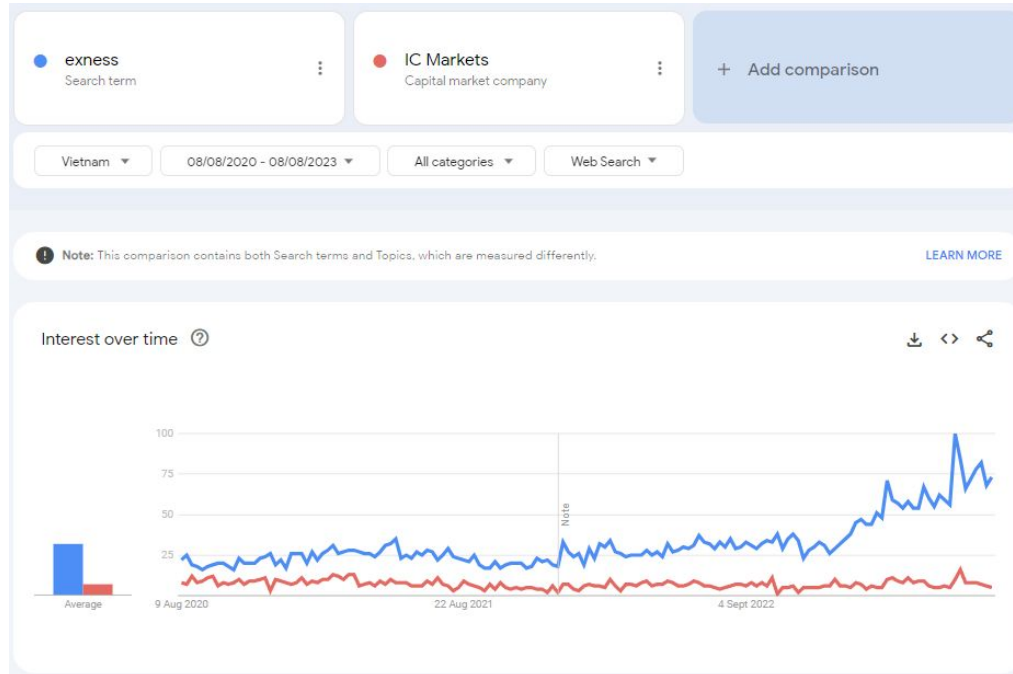
Broker	Total traffic	% of VN traffic	VN traffic	Ranking of VN traffic in the company	% of total FX traffic from VN
exness.com	168 200 000	11,75%	19 763 500	3	29,91%
vantagemarkets.com	46 100 000	14,99%	6 910 390	2	10,46%
exness.asia	6 129 000	81,92%	5 020 877	1	7,60%
iqbroker.com	127 700 000	3,14%	4 009 780	7	6,07%
exness-trade.pro	6 243 000	50,88%	3 176 438	1	4,81%
xm.com	91 720 000	2,95%	2 705 740	9	4,09%
icmarkets.com	22 640 000	7,08%	1 602 912	1	2,43%
binomo.com	21 290 000	7,37%	1 569 073	4	2,37%
xtb.com	42 010 000	3,55%	1 491 355	9	2,26%
litefinance.org	13 410 000	9,10%	1 220 310	2	1,85%
xtrendspeed.com	3 447 000	29,75%	1 025 483	1	1,55%
olymptrade.com	27 000 000	3,69%	996 300	6	1,51%
admiralmarkets.sc	3 702 000	26,31%	973 996	1	1,47%
justmarkets.com	4 884 000	19,45%	949 938	1	1,44%
extrading.pro	3 273 000	28,91%	946 224	1	1,43%

Forex brokers with more than 200k visitors over the period

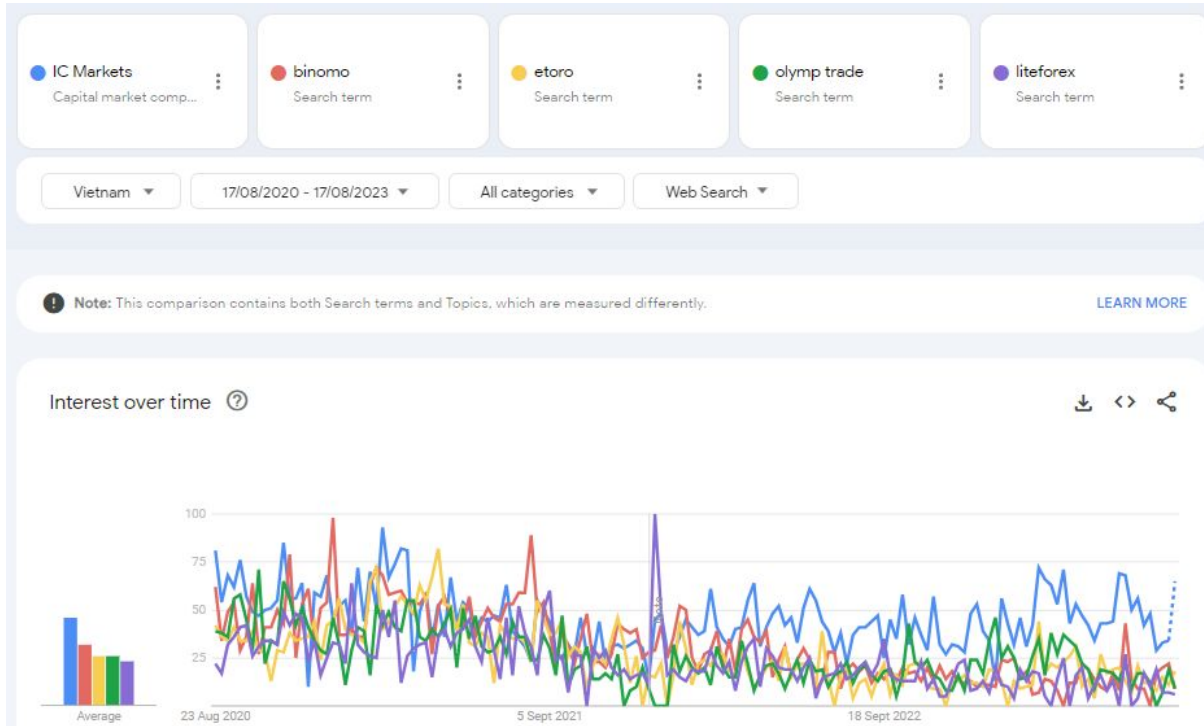
Broker	Total traffic	% of VN traffic	VN traffic	Ranking of VN traffic in the company	% of total FX traffic from VN
xmglobal.com	4 538 000	18,62%	844 976	2	1,28%
capital.com	28 990 000	2,90%	840 710	6	1,27%
hfm.com	8 851 000	8,83%	781 543	2	1,18%
etoro.com	229 900 000	0,32%	735 680	42	1,11%
fxpro.com	5 029 000	13,91%	699 534	1	1,06%
qxbroker.com	52 670 000	1,32%	695 244	6	1,05%
mitrade.com	3 097 000	21,36%	661 519	2	1,00%
fbs.com	9 753 000	6,55%	638 822	3	0,97%
deriv.com	52 620 000	0,91%	478 842	27	0,72%
roboforex.com	15 110 000	2,86%	432 146	7	0,65%
ig.com	69 060 000	0,62%	428 172	23	0,65%
pocketoption.com	24 630 000	1,51%	371 913	16	0,56%
vnfbs.com	349 244	99,29%	346 764	1	0,52%
pepperstone.com	8 529 000	3,49%	297 662	8	0,45%
po.trade	2 171 000	12,85%	278 974	3	0,42%

Search trends

The most popular forex broker in Vietnam, according to search queries, is Exness. The closest competitor in terms of popularity is IC Markets. Exness is orders of magnitude more popular than IC Markets. We can confidently say that Exness is the main forex broker in Vietnam, both in terms of traffic and search queries.



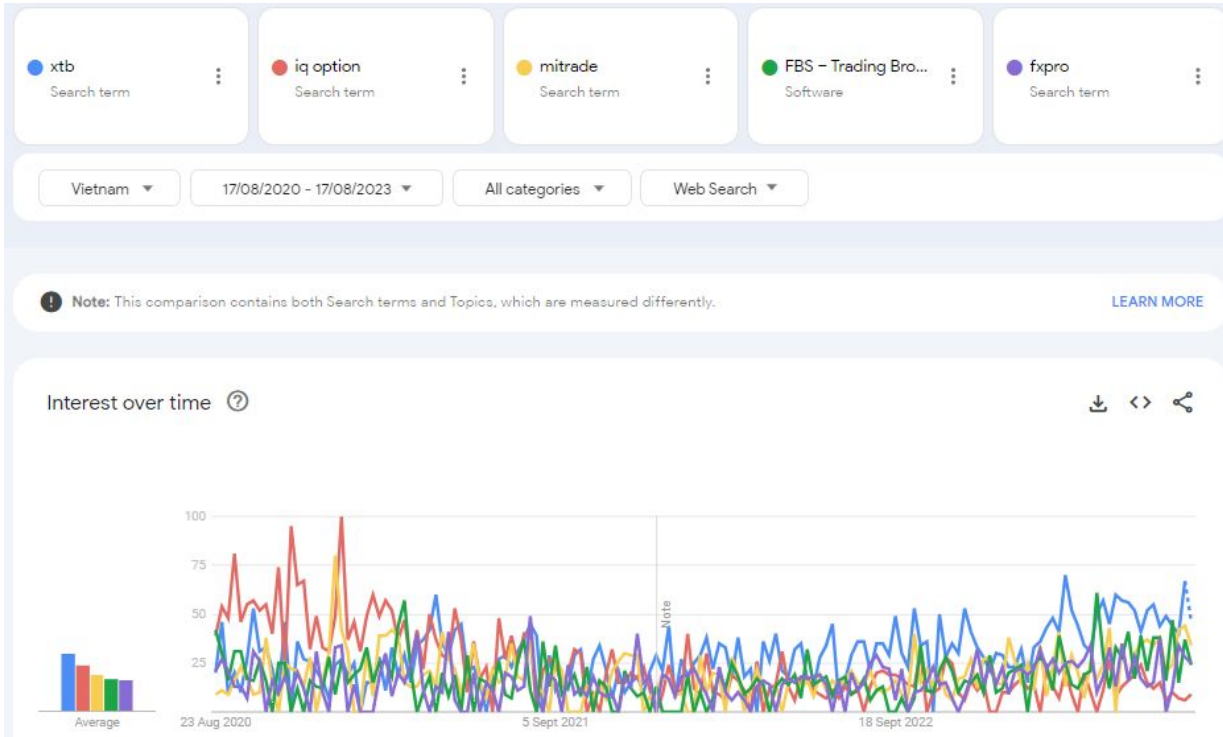
Search trends



The first five brokers by popularity, excluding Exness. Exness has probably taken a substantial part of the market - the popularity of other companies has been declining over the past three years.

The most popular broker according to search queries is Binomo, but over the last year Olymp Trade has become more popular.

Search trends

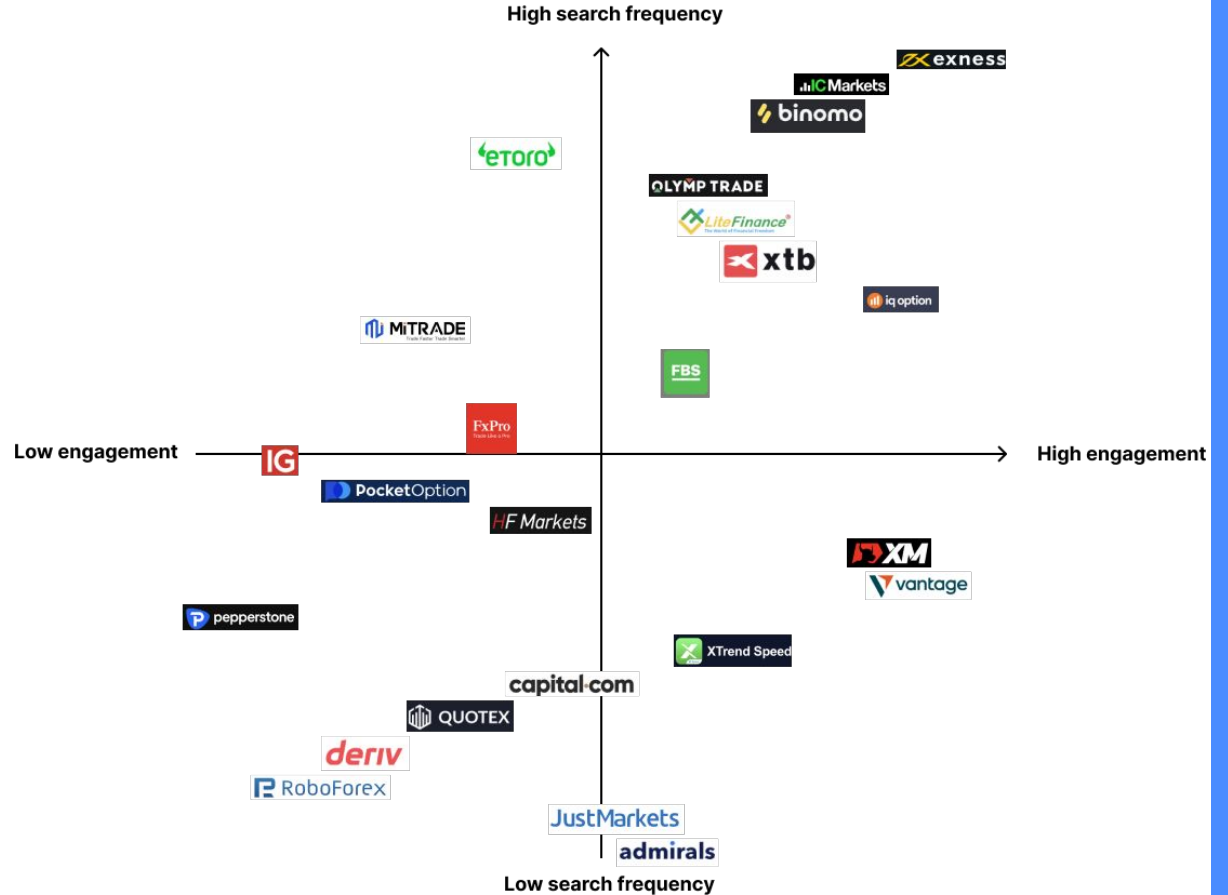


The second five forex brokers in terms of popularity. Although XM has a substantial audience in Vietnam, but the company is not as popular as in other countries of the region. XM is likely to expand its presence and awareness in the country.

IQ option is the leader in audience among binary options brokers, but not the leader in popularity, it is inferior to Binomo and Olymp Trade.

Perceptual map

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





Exness in Vietnam

exness.asia

Traffic and engagement

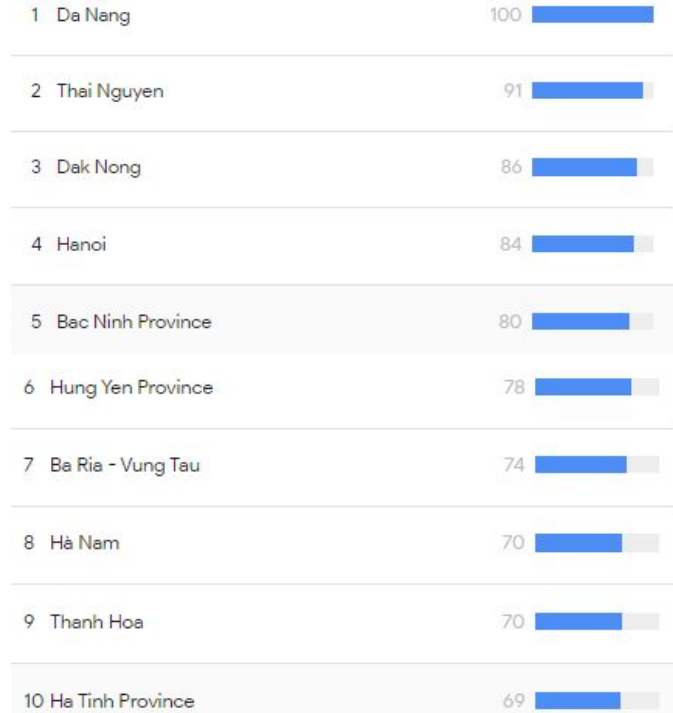
Overall engagement (all sites) Nov 2022 - May 2023: **29,0M**

Of which PC users: **19,2M (66%)**





























Mobile device users (web version): **9,8M (34%)**



Top 10 breakdown by subregions



Payment methods

 Internet Banking	
Average time Instant Up to 30 minutes	Fee 0% Limits 15 - 13,000 USD
 Bank Card	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 10,000 USD
 Bitcoin (BTC)	
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
 Neteller	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 50,000 USD
 Skrill	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 100,000 USD
 Tether (USDT ERC20)	
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
 USD Coin (USDC TRC20)	
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
 Tether (USDT TRC20)	
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
 Bank transfer/ATM Card	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 7,500 USD
 Direct banking	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 12,000 USD
 Nganluong	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 3,500 USD
 Techcombank VietQR	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 14,000 USD
 USD Coin (USDC ERC20)	
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
 VietQR	
Average time Instant Up to 30 minutes	Fee 0% Limits 12 - 3,800 USD

As local payment methods in Vietnam Exness offers:

- Online bank transfers with local Vietnamese banks
- VietQR payments with QR codes

Exness does not offer MoMo ewallet popular in Vietnam.

Overview of acquisition channels

The main channel for attracting new users is display advertising, on the exness.asia domain company does not use paid search to attract users, it is mainly used on the main exness.com domain. There are insignificant shares of other channels of attraction, but more than 80% of users come to the site by entering it in the browser bar. Transitions through organic search can also be attributed to direct transitions, as on mobile devices users enter the company's name in the search bar to go to the site, as evidenced by the significant share of mobile devices in organic search.

Channels overview 📄

📅 Nov 2022 - May 2023 🌐 Worldwide 📱 All traffic



Organic and paid search

Organic account for about **6%** of all traffic, **the're no paid search traffic**. The majority of search queries are branded, but there is a small proportion of non-branded queries, it is much lower than the statistics show.



Vietnamese search terms on exness.asia:

forex và crypto hội day trading sự khác nhau giữa forex nghiên cứu coin ada
 chuyen ada tu bnb sang ada cadano the nao ? mô hình tam giác tăng
 tài khoản pro exness nguyên nhân sự thất bại của bard

Organic and paid search

Organic search terms on exness.com:

	Search Terms (414)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	exness vietnam	1.3K 12.78%	46	INFO	↓ 49.17%	500	\$3.18
2	eexness	849 8.65%	72	NAV	↓ 100.00%	580	-
3	bop vc aa tt(fs).mq4	661 6.73%	N/A	N/A	-	100	-
4	sản exness	577 5.88%	41	NAV	-	900	\$1.39
5	price action	516 5.26%	53	INFO NAV	↓ 32.00%	28,410	\$0.73
6	so sánh intraday v...	458 4.67%	N/A	N/A	↓ 64.02%	60	-
7	huong dan nop tie...	431 4.39%	N/A	N/A	-	180	-
8	mt5 real15.exness	382 3.89%	N/A	N/A	-	90	-
9	vi tien ao	368 3.75%	N/A	N/A	-	70	-
10	metatrader webter...	362 3.69%	32	N/A	↓ 65.95%	140	-
11	tai mt4	361 3.68%	69	N/A	-	80	-
12	pip lot exness	359 3.66%	N/A	N/A	-	70	-
13	chỉ báo kỹ thuật tr...	286 2.91%	N/A	N/A	↓ 100.00%	130	-
14	moô hình nền nhật	270 2.75%	3	TRANSAC.	↓ 28.66%	20	-
15	fed là gì	269 2.74%	36	INFO	↓ 100.00%	3,840	\$0.10

Organic and paid search

Paid search terms on exness.com:

	Search Terms (193)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	exness mt4	2.4K <u>19.12%</u>	● 31	INFO	↓ 29.24%	5,010	\$1.46
2	xm	2K <u>15.95%</u>	● 64	NAV	-	468,210	\$1.73
3	forex	1.7K <u>13.14%</u>	● 75	NAV INFO	↑ 16.16%	452,450	\$1.92
4	exness vietnam	1.6K <u>12.19%</u>	● 46	INFO	↓ 66.86%	500	\$3.18
5	xness	1.3K <u>10.34%</u>	● 70	NAV	↑ 88.86%	3,010	\$1.99
6	exness mt5	856 <u>6.72%</u>	● 20	INFO	↓ 100.00%	3,060	\$1.51
7	exness pc	565 <u>4.43%</u>	● 24	N/A	-	180	\$1.77
8	sàn exness	530 <u>4.16%</u>	● 41	NAV	↓ 20.69%	900	\$1.39
9	tạo tài khoản exne...	364 <u>2.86%</u>	N/A	N/A	-	60	-
10	exness standard pro	362 <u>2.84%</u>	N/A	N/A	-	60	-
11	exness.com	362 <u>2.84%</u>	● 75	NAV	↓ 70.44%	1,900	-
12	exness rút tiền việt	326 <u>2.56%</u>	N/A	N/A	↓ 100.00%	100	-
13	sàn exness nạp tối...	239 <u>1.88%</u>	N/A	N/A	-	70	-
14	exness metatrader 4	125 <u>0.98%</u>	● 33	INFO	-	900	\$1.22
15	app exness là gì	N/A	N/A	N/A	-	100	-

Organic and paid search

Since there are no paid search ads on exness.asia, here are some examples of paid search ads for the domain exness.com.

Paid search ads:

Ad • <https://promotion.exness.com> › exness › vn

[Exness – Tài Exness Trader miễn phí](#)

Bí quyết để có điều kiện tốt hơn? Hướng tiếp cận khoa học. Lựa chọn tốt hơn. Chọn Exness.

Ad • <https://promotion.exness.com> › exness › register

[Giao dịch với Exness – Điều khoản dẫn đầu thị trường](#)

Bạn muốn nhận điều khoản tốt hơn thị trường cho hàng trăm công cụ? Hãy tham gia Exness! Đa dạng sản phẩm, chênh lệch ổn định, khớp lệnh nhanh, miễn phí phí qua đêm & hơn thế nữa. Khớp lệnh...

Ad • <https://promotion.exness.com/exness/register>

[Giao dịch với Exness – Điều khoản dẫn đầu thị trường](#)

Bạn muốn nhận điều khoản tốt hơn thị trường cho hàng trăm công cụ? Hãy tham gia Exness!

Ad • <https://promotion.exness.com> › exness › vn

[Exness – Tham gia Exness ngay hôm nay](#)

Cập nhật: Các công cụ bảo vệ giá, điều kiện tốt hơn & hơn thế nữa. Tham gia Exness. Chọn điều kiện tốt hơn. Chọn dịch vụ tối ưu. Chọn Exness. Hỗ trợ khách hàng 24/7.

Landing pages for paid search:

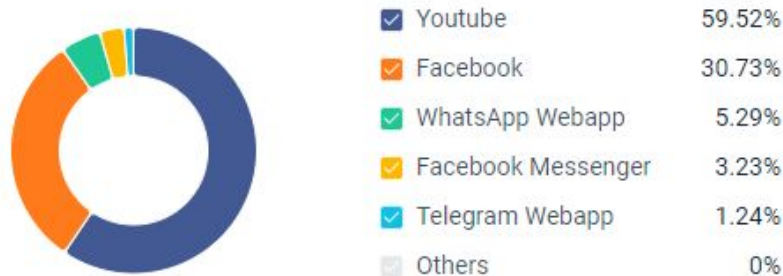
https://promotion.exness.com/vn/trade_assets_min/

<https://promotion.exness.com/vn/metatrader/>

Social networks

Traffic from social networks is 1,12% of total traffic.

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



Exness social profiles

 **Vietnam** youtube.com/@ExnessVietNam

 **Intl.** twitter.com/exness

 **Vietnam** facebook.com/Vietnam.Exness






























 **Intl.** linkedin.com/company/exness/

 **Intl.** instagram.com/exness

 **Vietnam** t.me/ExnessVietnamOfficial

Referrals

Referrals make 0,98% of traffic. The referral traffic includes quite a lot of “Adult” and “TV Movies and Streaming” category sites. This is traffic arbitrage to the Exness website, as well as clicks on media adverts placed on sites of these categories. Exness works with AdTerra advertising network that provide this type of traffic.

	Domain (59)	Industry	Global Rank	Traffic Share ↓	Change	Engagement Score BETA	AdSense
1	 promotion.exness.com	 Investing	-	7.9K 18.66%	↓ 100.00%	● ● ● ● ●	
2	 ephebedori.life	 TV Movies and Streaming	-	7.1K 16.91%	↓ 100.00%	● ● ● ● ●	
3	 xhamster3.com (6)	 Adult	#3,127	< 5K 8.86%	↓ 100.00%	Low Traffic	
4	 get.exness.help	 Investing	-	< 5K 8.85%	NEW	● ● ● ● ●	
5	 softballcreeperamuse.com	 Adult	-	< 5K 5.52%	-	Low Traffic	
6	 supjav.com	 Adult	#398	< 5K 5.12%	↓ 100.00%	Low Traffic	
7	 pietlumme.website	 TV Movies and Streaming	-	< 5K 3.46%	↓ 100.00%	Low Traffic	
8	 darsell.life	 TV Movies and Streaming	-	< 5K 3.38%	↓ 100.00%	Low Traffic	
9	 democrattransportationirrational.	 Sports Betting	-	< 5K 2.76%	-	Low Traffic	
10	 portal.topfx.com.bm	Unknown	-	< 5K 1.93%	-	Low Traffic	
11	 my.octapk.info	 Investing	-	< 5K 1.55%	-	Low Traffic	
12	 my.fxtech-chief.pro	Unknown	-	< 5K 1.48%	-	Low Traffic	
13	 dawn.com	 News and Media	#5,390	< 5K 1.31%	NEW	Low Traffic	
14	 exness-marketing.com	 Investing	#5,964,650	< 5K 1.30%	-	Low Traffic	
15	 loomspreadingnamely.com	 Sports Betting	-	< 5K 1.24%	↓ 100.00%	Low Traffic	

Media advertising

The main channel for attracting customers is the purchase of media advertising, banners, it makes **up to 15% of all traffic**.

Almost all the attraction of new users occurs through advertising networks. The company almost never sets up Google Ads. All attraction occurs through the Adsterra advertising network. The main resources on which the ads takes place belong to the categories “Animation and Comics” and “Adult”.

Top Networks Distribution ⓘ




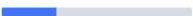





























<input checked="" type="checkbox"/> Adsterra	97.55%
<input checked="" type="checkbox"/> Google Display Network	0.11%
<input type="checkbox"/> Others	2.35%

Top Industries Distribution ⓘ

Industries	Traffic Share
Animation and Comics	40.05%
Adult	25.15%
File Sharing and Hosting	11.06%
TV Movies and Streaming	9.15%
Arts and Entertainment	3.23%
Others (19)	11.36%

Media advertising

The main resources that give Exness traffic through AdsTerra are listed in the table. Google Ads is used only for placing OLV adverts on Youtube.

	Publisher (93)	Industry	Global Rank	Traffic Share ↓	Change	AdSense
1	 colamanhua.com	Arts and Entertainment > Animation and ...	#1,264	28.88% 	-	
2	 rarbgyway.org	Computers Electronics and Technology >...	#377,733	7.65% 	NEW	
3	 javgiga.com	Adult	#14,532	6.82% 	NEW	
4	 www5.javmost.com	Adult	-	6.82% 	NEW	
5	 youtube.com	Arts and Entertainment > TV Movies and ...	#2	5.13% 	NEW	
6	 flixtor.video	Arts and Entertainment > Animation and ...	#5,341	4.69% 	NEW	
7	 dvdgayonline.com	Adult	#78,528	4.69% 	NEW	
8	 movies7.to	Arts and Entertainment > Animation and ...	#5,583	2.56% 	NEW	
9	 supjav.com	Adult	#398	2.56% 	NEW	
10	 ouo.press	Computers Electronics and Technology >...	#2,635	2.56% 	NEW	
11	 thepiratebay.org	Computers Electronics and Technology >...	#1,636	2.56% 	NEW	
12	 docln.net	Arts and Entertainment > Animation and ...	#19,406	2.56% 	NEW	
13	 kshow123.tv	Arts and Entertainment > Arts and Entert...	#9,244	2.56% 	NEW	
14	 fmovies.to	Arts and Entertainment > TV Movies and ...	#429	2.56% 	NEW	
15	 facebook.com	Computers Electronics and Technology >...	#3	0.48% 	NEW	

Visuals and ads

Bạn muốn có điều khoản giao dịch vàng tốt hơn?



Tham Gia Exness

Giao dịch tiềm ẩn rủi ro. Cung cấp bởi exness.com

Giảm chi phí giao dịch của bạn



Bắt Đầu

Bạn muốn có điều khoản giao dịch vàng tốt hơn?



Tham Gia Exness

Giao dịch tiềm ẩn rủi ro. Cung cấp bởi exness.com

Giao dịch tiền số hàng đầu



- Không cần ví
- Không có phí ẩn
- Không trì hoãn

Bắt đầu tại đây

Giao dịch luôn tiềm ẩn rủi ro. Cung cấp bởi exness.com

Giao dịch để chiến thắng

CUỘC ĐUA MARATHON VIỆT NAM


Visuals and ads

promotion.exness.com/vn/trade_assets_min/


Bạn muốn có điều khoản giao dịch tốt hơn cho nhiều công cụ?

Hãy Trải Nghiệm Exness


MetaTrader (Mobile)




Khớp lệnh nhanh



Chênh lệch ổn định



Rút tiền tức thời

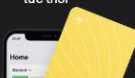


Miễn phí hoa hồng


Chúng tôi hiểu điều gì quan trọng với bạn

Tại Exness, chúng tôi cung cấp các điều khoản giao dịch tốt nhất có thể trên các cổ phiếu của một số công ty hàng đầu thế giới, giúp bạn yên tâm tập trung vào thị trường.


Rút tiền tức thời



Các phương thức thanh toán nội địa



Hỗ trợ trực tuyến 24/7




promotion.exness.com/vn/metatrader/

MetaTrader 4 & 5

Bạn là nhà giao dịch giàu kinh nghiệm? Nhận điều kiện tốt hơn thị trường trên MT4 & MT5 tại Exness

Bắt đầu ngay



Bạn chọn nền tảng giao dịch nào?

MetaTrader 4 (MT4)

Thiết lập tiêu chuẩn đích thực dành cho các nền tảng giao dịch khác

- ✓ 9 khung thời gian & 8 loại lệnh
- ✓ Báo giá theo thời gian thực trong Bảng giá
- ✓ Lịch sử lệnh trên mỗi khung thời gian
- ✓ 30 chỉ báo kỹ thuật được tích hợp
- ✓ Giao dịch bằng một cú nhấp

MetaTrader 5 (MT5)

Nền tảng MetaTrader mới nhất, được xây dựng trên nền tảng MT4 tân tiến

- ✓ 21 khung thời gian & 8 loại lệnh
- ✓ Công cụ phân tích căn bản và kỹ thuật
- ✓ Tính năng độ sâu thị trường
- ✓ Thông báo giá & dãi điểm chốt lỗ
- ✓ Giao dịch bằng một cú nhấp

Bắt đầu ngay

Visuals and ads

youtu.be/4UQ1qUB6TUc



youtu.be/oli5r0CZaVo



youtu.be/u8L9kES2nG4



youtu.be/CAFUBauy_jA





XM

in Vietnam

xmglobal.com

Traffic and engagement

Overall engagement (all sites) Nov 2022 - May 2023: **3,6M**

Of which PC users: **1,7M (47%)**

Mobile device users (web version): **1,9M (53%)**











Breakdown by subregions

Currently XM brand is only known in large cities Ho Chi Minh and Hanoi.



Payment methods

 Online Bank Transfer VERIFIED CLIENTS ONLY	 Nganluong Wallet VERIFIED CLIENTS ONLY	 Cryptocurrencies VERIFIED CLIENTS ONLY	 Neteller DEPOSIT HERE
 Skrill DEPOSIT HERE	 Local Bank Transfer VERIFIED CLIENTS ONLY	 Google Pay VERIFIED CLIENTS ONLY	 MoMo VERIFIED CLIENTS ONLY

XM offers the following local payment methods in Vietnam:

- Online bank transfers with local banks
- Nganluong ewallet
- MoMo ewallet

Overview of acquisition channels

Channels overview

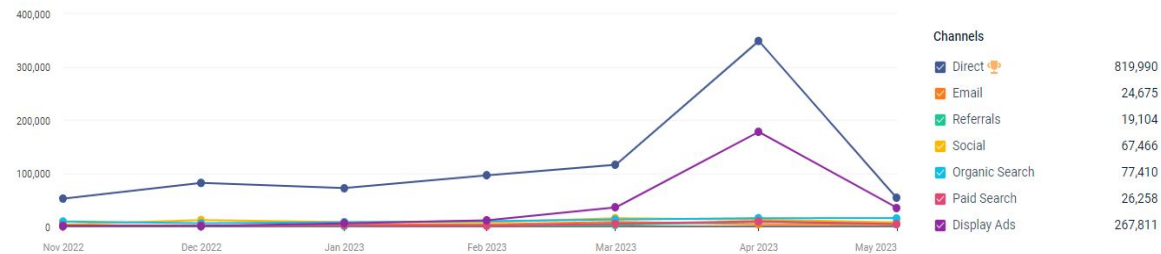
Nov 2022 - May 2023 Worldwide Desktop

xmglobal.com 1.302M
Investing 80.9M



The most channels for site visits are direct visits. New customers are attracted by display advertising.

Traffic Avg. Visit Duration Pages / Visit Bounce Rate



Organic and paid search














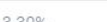
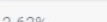
Organic search (5,9% of all traffic) and **paid search (2,0% of all traffic)** account for about 8% of all traffic, and for organic search these are mostly branded queries, i.e. users enter the brand name in the search bar to go to the site. Similarly for paid search - users enter the name of the brand, see paid advertising and follow it.



● Branded	69%
● Non-Branded	31%

Organic and paid search

Organic search terms on xm.com:

	Search Terms (325)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	mt5 download	2.2K  19.98%	● 67	INFO NAV	↑ 128.17%	14,060	\$2.58
2	sàn xm	1.5K  13.14%	N/A	N/A	↓ 100.00%	240	-
3	tai mt4	937  8.44%	● 69	N/A	↓ 18.57%	80	-
4	tính pip	834  7.51%	● 14	INFO	-	420	\$0.93
5	sàn chứng khoán c...	794  7.15%	N/A	N/A	-	90	-
6	forex & cfd trading	635  5.72%	N/A	N/A	-	10	-
7	tài mt4 cho máy tính	567  5.11%	● 44	N/A	-	30	-
8	taì khoản ecn của...	547  4.93%	N/A	N/A	-	70	-
9	các loại tài khoản ...	536  4.83%	N/A	N/A	-	140	-
10	tính toán lợi nhuận ...	470  4.23%	N/A	N/A	-	70	-
11	xm thưởng tín dụn...	435  3.92%	N/A	N/A	-	90	-
12	máy tính profit forex	434  3.91%	N/A	N/A	-	90	-
13	mua 1 lot dxy bao ...	406  3.66%	N/A	N/A	-	70	-
14	tính lãi forex	366  3.30%	N/A	N/A	-	110	-
15	us30 là gì	291  2.62%	● 2	N/A	-	660	\$0.36

Organic and paid search

Paid search terms on xm.com:

	Search Terms (104)	Traffic ↓	KD	Intent	Change	Volume	CPC
1	sản chứng khoán	607 49.31%	● 47	NAV	-	3,300	\$0.45
2	cách giao dịch fore...	540 43.87%	N/A	N/A	-	60	-
3	sản giao dịch chún...	84 6.82%	● 36	N/A	-	220	\$3.33
4	app giao dịch chún...		N/A	N/A	N/A	140	-
5	bco nen dau tu bitc...		N/A	N/A	N/A	110	-
6	bitcoin được giao ...		N/A	N/A	N/A	60	-
7	các loại phí và thu...		N/A	N/A	N/A	70	-
8	cách mua bitcoin ở...		N/A	N/A	N/A	90	-
9	cách xem khối lượ...		N/A	N/A	N/A	50	-
10	cách đổi server mt...		N/A	N/A	N/A	80	-
11	giao dịch cơ phieu ...		N/A	N/A	N/A	50	-
12	giao dịch chứng kh...		N/A	● 22	N/A	80	-
13	giao dịch chứng kh...		N/A	N/A	N/A	80	-
14	giá trị giao dịch cổ ...		N/A	N/A	N/A	120	-
15	hệ thống giao dịch ...		N/A	N/A	N/A	70	-

Organic and paid search

Paid search ads:

Ad • <https://www.xmglobal.com>

Giao dịch các sản phẩm với XM – Mở tài khoản giao dịch ngay

Giao dịch trực tuyến với Broker XM có nhiều tổ chức kiểm soát, hỗ trợ 24/7 qua 30 ngôn ngữ

Ad • <https://www.xmglobal.com>

Giao dịch các sản phẩm với XM – Truy cập từ mọi thiết bị

Giao dịch trực tuyến với Broker XM có nhiều tổ chức kiểm soát, hỗ trợ 24/7 qua 30 ngôn ngữ. Khám phá các nền tảng nhiều giải thưởng, không ẩn phí & khớp lệnh trực tiếp tức thì. Phí nạp tiền 0\$...

Ad • <https://www.xmglobal.com>

Giao dịch các sản phẩm với XM – Truy cập từ mọi thiết bị

Giao dịch trực tuyến với Broker XM có nhiều tổ chức kiểm soát, hỗ trợ 24/7 qua 30 ngôn ngữ

Landing pages for paid search:

xmglobal.com/landing/promo-shares/vn

xmglobal.com/landing/regulation/vn

xmglobal.com/landing/refer-friend/vn

xmglobal.com/landing/support/vn

xmglobal.com/landing/csr/vn

Social networks

Traffic from social networks is 5,18% of total traffic. The traffic from WhatsApp WebApp draws attention. This means, most likely, that the company runs advertising campaigns through this application. XM also runs advertising campaigns on Facebook and Youtube (OLV).



<input checked="" type="checkbox"/>	WhatsApp Webapp	55.52%
<input checked="" type="checkbox"/>	Youtube	28.06%
<input checked="" type="checkbox"/>	Facebook	12.06%
<input checked="" type="checkbox"/>	Instagram	1.18%
<input checked="" type="checkbox"/>	Telegram Webapp	1%
<input checked="" type="checkbox"/>	Others	2.19%

XM social profiles



Vietnam youtube.com/@xmvietnam



Vietnam facebook.com/xmviетnamese



Vietnam instagram.com/xmviетnamese



Vietnam t.me/xmviетnam



Intl. twitter.com/XM_COM



Intl. tiktok.com/@xm_com

Referrals

Referral traffic is 1,47% of all traffic. Referral traffic shows many signs of traffic arbitrage - XM actively uses affiliate networks to place adverts. There are also many traffic sources using Google AdSense, XM also works with Google Ads.

	Domain (41)	Industry	Global Rank	Traffic Share ↓	Change	Engagement Score BETA	AdSense
1	express.com.pk	News and Media	#33,140	< 5K 16.86%	↑ 629.19%	● ● ● ● ●	✔
2	secure.livechatinc.com	Finance	-	< 5K 7.09%	-	Low Traffic	
3	ouo.io	Computers Electronics and Technology	#1,654	< 5K 4.07%	↓ 100.00%	Low Traffic	
4	chat.zalo.me	Social Networks and Online Communiti...	-	< 5K 4.07%	↓ 100.00%	Low Traffic	
5	macrotrends.net	Investing	#18,886	< 5K 4.07%	↓ 100.00%	Low Traffic	✔
6	picsize.com	Photography	#49,879	< 5K 4.07%	↓ 100.00%	Low Traffic	✔
7	improvingfortune.com	Unknown	#976,510	< 5K 4.07%	↓ 100.00%	Low Traffic	
8	iq.com	TV Movies and Streaming	#6,114	< 5K 4.07%	↓ 100.00%	Low Traffic	
9	showmemoney.com.br	Lottery	#4,676,735	< 5K 3.40%	-	Low Traffic	
10	coccoc.com (2)	Search Engines	#3,501	< 5K 3.25%	↓ 100.00%	Low Traffic	
11	mail.aliyun.com	Email	-	< 5K 3.09%	NEW	Low Traffic	
12	transfermarkt.com	Soccer	#1,746	< 5K 2.72%	↓ 100.00%	Low Traffic	✔
13	msn.com	News and Media	#51	< 5K 2.72%	↓ 100.00%	Low Traffic	✔
14	babla.ru	Dictionaries and Encyclopedias	#51,720	< 5K 2.72%	↓ 100.00%	Low Traffic	✔
15	microsoft-paint-3d.softonic.ru	Programming and Developer Software	-	< 5K 2.72%	↓ 100.00%	Low Traffic	

Media advertising

Display ads counts for 20,56% of all traffic. Display advertising is the main channel for attracting new customers. The company uses several advertising networks, the main one is Google Ads.

Top Networks Distribution ⓘ























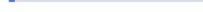

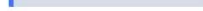






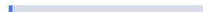





<input checked="" type="checkbox"/> Google Display Network	68.18%
<input checked="" type="checkbox"/> Criteo	25.35%
<input checked="" type="checkbox"/> AdsTerra	4.8%
<input checked="" type="checkbox"/> Juicy Ads	0.34%
<input checked="" type="checkbox"/> Others	1.33%

Top Industries Distribution ⓘ

Industries	Traffic Share
Education	22.90%
Unknown	10.84%
Consumer Electronics	9.28%
Games	9.16%
TV Movies and Streaming	7.68%
Others (51)	40.15%

Media advertising

The large number of publishers using Google AdSense confirms that XM actively uses Google Ads. The company also places adverts on Tradingview.

Publisher (311)	Industry	Global Rank	Traffic Share ↓	Change	AdSense
 dr-psy.com	Unknown	#5,381,108	8.77% 	NEW	
 crazygames.com (2)	Games > Video Games Consoles and Ac...	#1,440	7.12% 	↓ 7.78%	
 youtube.com	Arts and Entertainment > TV Movies and ...	#2	5.03% 	↑ 464.57%	
 cmangaad.com	Computers Electronics and Technology >...	#5,210,094	4.32% 	NEW	
 trochoi.net	Games > Games	#12,613	3.79% 	NEW	
 mbaza.uz	Science and Education > Education	#339,693	3.75% 	↓ 29.25%	
 truyenhinhcapsongthu.net	Computers Electronics and Technology >...	#43,765	3.12% 	NEW	
 express.com.pk	News and Media	#33,140	2.70% 	↓ 34.55%	
 reviewedu.net	Science and Education > Education	#68,037	2.52% 	NEW	
 tradingview.com (2)	Finance > Investing	#278	2.06% 	NEW	
 10fastfingers.com	Games > Video Games Consoles and Ac...	#15,888	1.99% 	NEW	
 thcslequydoncaugiy.edu.vn	Science and Education > Education	#343,749	1.92% 	NEW	
 cursors-4u.com	Computers Electronics and Technology >...	#172,959	1.92% 	NEW	
 c3lehongphonghp.edu.vn	Science and Education > Education	#1,226,909	1.92% 	NEW	
 uzbaza.uz	Computers Electronics and Technology >...	#347,051	1.77% 	↓ 82.85%	

Visuals and ads

CUỘC THI ĐANG DIỄN RA TẠI XM!

Bạn đã sẵn sàng để CHIẾN THẮNG?

AI CŨNG CÓ THỂ THAM GIA

Vốn của bạn có thể gặp rủi ro. Áp dụng Đ.khoản&ĐK.

#FunFactFriday

Bạn có biết về những chiếc pizza triệu đô?

Vốn của bạn có thể gặp rủi ro. Áp dụng Đ.khoản&ĐK.

Giao dịch Airbnb, Moderna và nhiều cổ phiếu mới với XM

Vốn của bạn có thể gặp rủi ro. Áp dụng Đ.khoản&ĐK.

XU HƯỚNG KINH TẾ MỸ 5 THÁNG CUỐI NĂM

GIẢNG VIÊN: HARRY TUẤN ANH
HOST: CRISTABELLA XM

26 Thg07, 2023
20.00 - 21.00

Rút thăm may mắn: 150 USD

Vốn đầu tư của bạn có thể gặp rủi ro. *Áp dụng Đ.khoản&ĐK.

PHÒNG NÂNG CAO TIẾNG VIỆT

HOST

GIẢNG VIÊN

CÙNG XM TRỞ THÀNH TRADER CHUYÊN NGHIỆP

Vốn đầu tư của bạn có thể gặp rủi ro. *Áp dụng Đ.khoản&ĐK.

CRISTABELLA

PRICIA

TRACY

PHÒNG NÂNG CAO TIẾNG VIỆT

Vốn đầu tư của bạn có thể gặp rủi ro. *Áp dụng Đ.khoản&ĐK.

TurboCharge Giao dịch của bạn với **CỔ PHIẾU TURBO**

Vốn của bạn có thể gặp rủi ro. Áp dụng Đ.khoản&ĐK.

Một trái tim nhỏ bé đã được hồi sinh

XM và Heartbeat Việt Nam đóng góp để phẫu thuật cứu sống một bé gái

Visuals and ads

xmglobal.com/landing/refer-friend/vn

Mời bạn bè tham gia XM
 Nhận tới 35\$* cho mỗi giới thiệu thành công.

Mở Tài khoản

Cảnh báo rủi ro: Các dịch vụ của chúng tôi có rủi ro cao và có thể khiến bạn thua lỗ.

xmglobal.com/landing/regulation/vn

Nhà môi giới được cấp phép và kiểm soát

Tại XM, những gì bạn thấy là sự thực. Hoàn toàn không có ẩn ngữ.

Mở tài khoản Demo **Mở tài khoản thực**

Cảnh báo rủi ro: Các dịch vụ của chúng tôi có rủi ro cao và có thể dẫn đến thua lỗ toàn bộ vốn đầu tư của bạn.

Kiểm tiền thêm với XM

Với chương trình Giới thiệu bạn của XM, càng mời được nhiều bạn bè, bạn càng kiểm được nhiều tiền.

Giới thiệu 1-15 bạn

Nhận
25\$

cho mỗi giới thiệu



Giới thiệu 16-30 bạn

Nhận
30\$

cho mỗi giới thiệu



Giới thiệu 30+ bạn

Nhận
35\$

cho mỗi giới thiệu

Giấy phép của XM Group

FSC

Belize

Ủy ban dịch vụ tài chính
 XM Global Limited được cấp
 phép bởi FSC theo giấy phép số
 000261/397.



CySec

Síp

Ủy ban Chứng khoán và
 Ngoại hối Cyprus
 Trading Point of Financial
 Instruments Ltd được CySEC
 cấp phép theo giấy phép số
 120/10



ASIC

Australia

Ủy ban Chứng khoán và Đầu
 tư Australia
 Trading Point of Financial
 Instruments Pty Ltd đã được ASIC
 cấp Giấy phép Dịch vụ tài chính
 Australia (số 443670)



DFSA

Dubai

Cơ quan Dịch vụ Tài chính
 Dubai
 Trading Point MENA Limited được
 cấp phép và quản lý bởi Cơ quan
 Dịch vụ Tài chính Dubai (Số tham
 chiếu F003484).



Visuals and ads

youtu.be/YTBduf95Epl



youtu.be/Affo9hiBP-E



youtu.be/pHac5xxBKPk



youtu.be/k3ZrU-m_ifU

