

RECOGNIZE OPPORTUNITY. REALIZE PROFIT.



Trending123 Doubles Subscription base with Recognia Technical Insight™ at their service

The Company

Trending123 is a multimedia hub for technical analysis trading, designed to help investors and traders target the stocks and commodities that will give them the biggest bang for their buck. This subscription-based organization is spearheaded by Mr. John Lansing and every trade he makes is based on technical analysis to as he says “sharply limit his risk”. The Trending123 service offers a host of sophisticated online stock trading tools that give the best and most-useful information available on stocks and market trends, helping subscribers process raw data into meaningful information that can be used to limit risk and facilitate better trading decisions.

The Business Challenge

John Lansing of Trending123 believes in the value of Technical Analysis research to help limit his risk and make better trading decisions. However, Mr. Lansing is a seasoned and well-trained trader and he realizes for the buy and hold investor or day trader there are not many tools available that supply both the powerful chart pattern recognition tools with the guided user experience, and rich educational material. Trending123 turned to Recognia to provide automated technical analysis and chart pattern recognition tools that were easy-to-use and provided meaningful insight into the direction of price movement. Mr. Lansing wanted to deliver his subscribers with trade ideas to boost confidence and activity.

The Solution

Recognia provided Trending123 with Technical Insight, an actionable investment research product that was easy to use and came with a wealth of educational material to increase their subscription rate and keep their current subscribers more engaged. Technical Insight increases subscriber engagement by offering dynamic and action-oriented trading ideas to a range of investor and trader types. It also provides timely updates on more than 50 exchanges worldwide including equities, ETF's, indices, Forex and commodities.

The Results

- Rise in acquisition of new subscribers
- Increased revenue from subscriptions
- More unique traffic and visitors to website

