

## FXStreet unveils redesigned website

Responsive and easier to navigate, the new FXStreet is the 3.0 version of the first Foreign Exchange market information independent website to see the light, back in 2000.

Barcelona — May 12, 2016 — FXStreet, the leading Forex information website that reaches 15 millions users per year, announces today the launch of a massive redesign of its website. Built entirely in house, the new website is accessible from any device, presents a new look and feel and introduces an innovative navigation.

The **fully responsive** website consistently delivers FXStreet's Forex information coverage across all screen sizes and devices (desktop, tablet and mobile). In 3 years, the audience from other devices than desktop has dramatically increased on FXStreet, especially from mobile (from 39.000 users in Jan 2013 to 139.000 in Jan 2016) but also from tablet (25.000 users in Jan 2013 versus 47.000 users in Jan 2016). By providing a faster and mobile-optimized experience, FXStreet meets the needs of its growing mobile audience.

The **new look and feel** of FXStreet is guided by an emphasis on visuals and presents a clearer, more elegant and engaging blend of images, video and text. The clean layout of the new website makes the user's reading experience smoother.

Thanks to a **streamlined menu and navigation**, it's easier for readers to find the content they are looking for, with less clicks. The new double-window structure is intuitive: traders can browse or search contents on the left-hand column while the selected content appears in the middle of the page.

When scrolling through articles, news and videos, more content is loaded automatically. On FXStreet, a website that continuously follows all currencies and related markets movements, a huge amount of information is produced and processed every minute. The **infinite scroll** offers an efficient way to go through that information, without being taken out on another page or having to wait for pages to reload.

FXStreet has simplified its **Rates and Charts section** and merged it together with its Technical section: users can access all the technical information and rates for each currency pair at a glance, on one page. The new website also uses a lighter, faster and more stable technology (HTML5) for charts. Tools and widgets (Current Trading Position, Currencies Forecast Poll,...) have been visually improved for a quicker data check.

FXStreet offers a **unique feature to its users: interbank rates**. The majority of other information websites display prices of a single source, most of the time from one retail broker-dealer. At FXStreet traders get interbank rates coming from the systematic selection of data providers that deliver millions of updates per day. Interbank quotes are essential for realistic valuations, for instance comparison between interbank and a particular broker-dealer's rates; calculating risk exposure; analyzing performance; and justifying trades since price-driven indicators are much more reliable when using interbank rates.

Live Interaction, audiovisual market commentary and learning with Forex experts have always been a central pillar of FXStreet's offer. The importance of this feature is strengthened through a modernized and more user-friendly **streaming Live Video channel** (previously Webinars section), accessible from any device. It offers a wide range of interactive shows about Forex, all recorded for later replay. Users will find more video content all around FXStreet.

The reason for our redesign is not only the website. FXStreet also evolved over the last seven years into the **products arena**, where its main tools (as the Economic Calendar or the Forex news feed) are not only web-based or mobile-based, but can be integrated into Brokers platforms and websites. These widgets are designed for this purpose: they have been improved so brokers can integrate them faster to any device and provide their own clients with reliable information.

After a peak in 2011 that remained stable until 2013, FXStreet's traffic continued to grow again from 2014, with an impressive **20% increase in terms of users** on the English site only between 2014 (5.16 millions users) and 2015 (6.57 millions users). Nowadays, all the FXStreet websites (17 languages) add up **127 millions pageviews and 15 millions users in a year**. Over the years the **FXStreet team has never ceased to expand** (from 44 collaborators in 2010 to 78 in 2016), accordingly to the incomes generated by the business, which diversified along the way.

In a letter to all FXStreet users, **Carolina May, the CEO of FXStreet**, wrote: *"Two years ago we started a long journey that led us to what we call today the 3.0 version of FXStreet. We did a massive redesign to keep delivering the best service to our +6.5 million yearly visitors of the English site. We have a very talented team of journalists, analysts, marketing professionals, designers and IT experts and a very demanding audience. We knew that we had to change, and we had to get everyone in the company involved, to establish objectives and analyze how our audience related to us. We changed many things along the way and we know that we still have a long road to go as FXStreet will continue improving and evolving."*

Users' opinions are crucial for this continuous improvement process. That's why FXStreet is **collecting feedback** from everyone through the email address [newfxstreet@fxstreet.com](mailto:newfxstreet@fxstreet.com) and through an online survey.

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#### Notes to Editors

**FXStreet** was founded in January 2000. As its distinctive trademark, the website has always been proud of its unyielding commitment to provide objective and unbiased information and to enable its users to take better and more confident decisions. On the website, the real-time quotes, news, newsletters and interactive chats with experts from all over the world are among the most well-received contents. FXStreet has managed to gain the collaboration of the entire Forex industry, from professional individuals and small companies right up to Forex Brokers and Investment Banks. Besides the main website in English, the website is available in 16 other languages (Spanish, Simplified Chinese, Traditional Chinese, Russian, Arabic, Indonesian, Turkish, French, German, Japanese, Italian, Portuguese, Vietnamese, Hungarian, Korean and Catalan).

In 2015, all FXStreet sites reached more than 127 million pageviews. The English website garnered the most important part of the traffic with more than 90 million pageviews and over 6,5 million users. FXStreet won the "Best Educational Tool" Award for its Learning Center from Finance Magnates in 2014 and in 2015, TraderPlanet's STAR Awards 2013 for its Economic Calendar and was short listed as "Best e-FX initiative of the year (vendor)" for the FX Week e-FX Awards 2010.

#### Connect with FXStreet:

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Twitter: <http://twitter.com/FXstreetUpdate>

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Youtube Channel: <http://www.youtube.com/fxstreetcom>

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