Financial Market Tools to Help Build Reader Loyalty
Attract Readers and Advertising Customers

Many information portals on the Internet are trying to win over readers interested in financial markets. By using attractively presented content and user-friendly add-on services, website operators are striving to take the lead in the competition for readers. They also aim at providing advertising customers with an appealing platform. A customized financial information system can assist you in successfully and efficiently implementing your web strategies.

As an operator of an information or media portal featuring financial information, do you want to provide a good overview of market trends and build reader loyalty based on useful online services? Do you want to boost your advertising revenue and acquire new users? If you want to offer a compelling financial market information portal on the Internet, a wide range of international financial market data and tools for analyzing securities may not be enough. Interactive services and user-friendly navigation can help to keep users on your site, while offering certain advertising customers the space they need.

With its PrimePortal solutions, Interactive DataSM provides media portals with customized financial information systems designed to facilitate implementation of web strategies. The company has more than 15 years of experience in creating innovative financial websites, which provide easy usability and intuitive search functions that are intended to guide the users from one security to another. We can also help you develop a financial information system structure where you determine the amount and content of the available advertising space. In addition, PrimePortal solutions are designed to allow for seamless integration of your editorial contributions with the supplied international financial market data. You can incorporate videos as well.

What is more, through PrimePortal, you can offer interesting options to registered readers – including a personalized homepage, access to additional data and tools for managing an investment portfolio. Innovative visualization and interactive functions based on Web 2.0 technologies help to enhance the information portal’s appeal and user experience. For example, your readers can make joint assessments and share investment recommendations.

Advantages of Financial Portals

- **The Right Solution**
  PrimePortal is designed to allow for seamless integration of your editorial content into the financial information system. Advertisements can be adapted to the respective site context and registered reader, which can contribute to the flexible implementation of your web strategies.

- **The Right Data**
  A wide range of international data – real-time, delayed, or end-of-day – can provide a comprehensive overview of the financial markets. Reference data and background information aid in evaluating the current data. Intuitive search functions can assist readers in finding suitable securities and help keep them on your site longer.

- **The Right Visualization**
  Innovative, dynamic visualization can help retain the loyalty of readers who have an affinity for the Internet. Instead of gazing at static pages, readers can use interactive functions to compare several securities. Charts and other graphic illustrations can add to the site’s appeal.

- **The Right Functions**
  Portfolio and alerting features may assist readers in implementing their investment strategies and keep them coming back to your website.
Interactive Data can develop customized PrimePortal solutions built on web-based software modules, a wide range of content, and specific customer requirements.

In order to facilitate implementation of your customized PrimePortal solution and to save costs, Interactive Data uses its open market data platform as the basis for development. The platform draws from various sources to compile market data about various security classes and redistributes the data in a standardized format to financial information systems. The platform also provides basic functionalities such as search and sorting functions. Packages offering a variety of standard functions are available in a number of suites. Interactive Data can help with adapting the design and content range to your needs and can customize your user interface according to specific requirements.

**Contribution Suite**
The Contribution Suite is designed to enable seamless integration of your editorial content into a financial information system. Your information base may be combined with available market data and detailed securities information.

**Securities Suites**
We supply in-depth information, such as master data and key indicators, via our security class-specific suites. These suites are designed to supplement the streaming packages that provide access to real-time, delayed or end-of-day quotes, and news. Moreover, the suites include corporate actions, extensive search functions and various tools, such as currency converter and options calculator.
Portfolio
Our Portfolio module is designed to offer components ranging from a simple watchlist used for tracking potential investments to a professional portfolio analysis tool.

Alerting
The alerting function can help to supplement the features of the portfolio solution. It is designed to automatically inform your readers about relevant events via SMS, e-mail, or online notifications, which may generate more page visits.

Successfully deploy mobile and multi-channel strategies
Comprehensive, multi-channel solutions can be deployed with PrimePortal. Provide your employees and customers with access to financial information while they are on the move, through specifically designed systems for mobile devices. Interactive Data’s market data platform is designed to function as a central information hub distributing data to various devices and customized applications.

Three Steps to Your PrimePortal Solution
Interactive Data offers assistance with each step toward your customized PrimePortal solution:

- Define
We work closely with you when designing your financial portal: You can select the required functions and content to suit your business strategy and target groups. We continuously expand our product range in order to optimally map dynamic financial markets.

- Develop
We develop your customized solution and adapt it to your IT infrastructure, making sure that the financial information portal is seamlessly integrated into your web application.

- Operate
Once your solution is up and running, we will continue to offer support by hosting and operating your financial information system in our computer centers. Also, our Customer Support team will be glad to assist you with any questions or problems that might arise.
Experienced Provider of Financial Information Systems

The development of financial information systems calls for deep expertise, but the operation of this business-critical application poses high requirements as well, particularly if the application is used to map the dynamic and often unpredictable financial markets.

Our technical know-how and financial market expertise can also be at your disposal in operating your PrimePortal solution. Our client support teams are ready to answer your questions and can help you keep your financial portal up-to-date with recent market trends. The computer centres which run your solution are designed to meet high security and availability requirements.

Service
PrimePortal customers can access first level support in various languages. The web-based Starboard ticket system lets you view all inquiries at a glance. Of course, you are also free to call our Customer Support team directly.

Hosting Services
Hosting service packages encompass basic features such as software licenses, transfer volume, and bandwidth quotas. For larger web solutions, our systems can be scaled as needed, and whenever possible, will provide additional capacity.

Security And Certification
Application security is crucial to us. Interactive Data uses a high-availability network infrastructure which includes a dedicated security/firewall architecture. Our security standards are subject to regular monitoring, including audits.

Increase Reader and Advertising Customer Loyalty
Numerous media portals in Europe and the US successfully use PrimePortal solutions from Interactive Data. These customers benefit from:

- Comprehensive advice on their web strategy and customized applications
- Easy-to-use applications, intuitive searches
- Innovative visualization and interactive services that support the formation of a web community
- Extensive international financial market data
- Innovative and effective chart analyses, financial information searches, and portfolio tracking tools
- Seamless integration of your editorial content
- Implementation of thorough and consistent advertising strategies
- A flexible market data platform as the basis for rapid, cost-efficient implementation
- Hosted solutions with high security and availability standards

These are some of the reasons for choosing a PrimePortal solution that will help to attract readers and advertising customers as you implement your web strategies.
About Interactive Data Corporation

Interactive Data Corporation is a trusted leader in financial information. Thousands of financial institutions and active traders, as well as hundreds of software and service providers, subscribe to our fixed income evaluations, reference data, real-time market data, trading infrastructure services, fixed income analytics, desktop solutions and web-based solutions. Interactive Data's offerings support clients around the world with mission-critical functions, including portfolio valuation, regulatory compliance, risk management, electronic trading and wealth management. Interactive Data is headquartered in Bedford, Massachusetts and has over 2,400 employees in offices worldwide.

For more information, please visit www.interactivedata.com.

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