TS

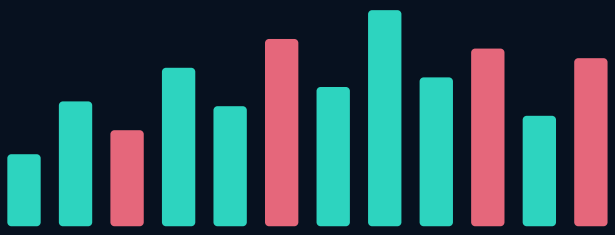
TradeSFT
TRADING WORKSPACE

FINTECH PERFORMANCE COPYWRITING & DIGITAL MARKETING CASE STUDY

Trade with context, not noise.

A product-based spec campaign for a real crypto trading workspace: positioning, Meta ads, landing page, email sequence, short-form video scripts, an A/B testing plan and a compliance review.

Messaging strategy | Meta ads | Landing page | Email | Video scripts | A/B testing | Compliance



Project type: Product-based spec campaign
Campaign concepts and testing hypotheses are portfolio work.
No live advertising performance results are claimed.

aylinkadirova.com

01 · THE PRODUCT AND THE BRIEF

A workspace for traders who want structure

TradeSFT is a trading workspace that brings market structure and signals, automated strategies, backtesting, exchange connection, a trade journal and a leaderboard into one place. Its own positioning line: "Trade with context, not noise."

What the product does, as published on tradesft.com

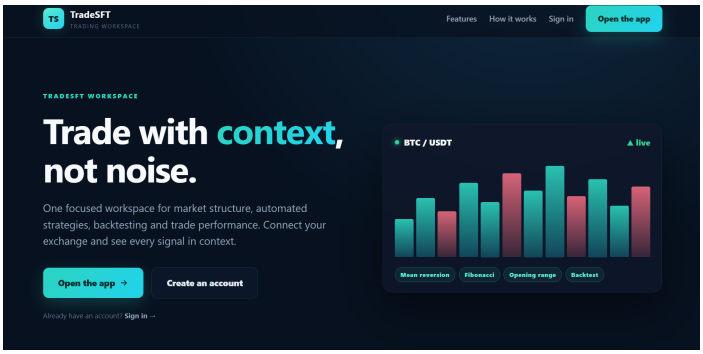
Feature	What tradesft.com says	Copy opportunity
Market structure & signals	Candles with the indicators that matter, to read structure instead of chasing noise.	Clarity; countering information overload
Automated strategies	Mean reversion, Fibonacci and opening-range breakout strategies run against the market.	Process and consistency
Backtest & replay	Replay strategies over historical data before putting real capital behind them.	Education; risk-aware framing
Connect your exchange	Link Binance or OKX with encrypted API keys and trade from one place.	Workflow efficiency
Trade journal & stats	Every closed trade recorded, with performance statistics.	Honest self-review
Leaderboard	See how strategies and traders stack up.	Handled cautiously: ranking invites performance inference

The brief (self-initiated). Build a full-funnel campaign for TradeSFT that moves a crypto trader from first impression to first activation, using only claims that can be traced to the product, and wording every risk-sensitive line as a regulated-sector copywriter would.

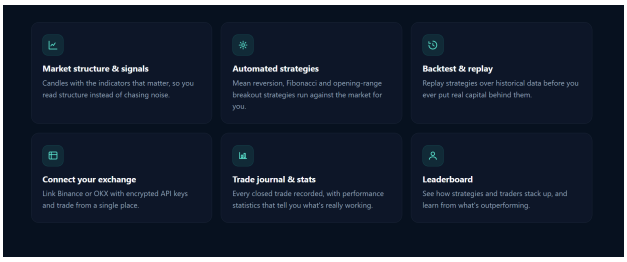
Objective	Audience	Constraints	Deliverables
Awareness → consideration → conversion across Meta, landing page and email	Active crypto traders, strategy-oriented traders, experienced multi-exchange users	No guaranteed-profit language, no invented statistics or testimonials, risk stated plainly, claims traceable to a source	9 ad variants with creative briefs, landing page, 3 emails, 2 video scripts, A/B plan, claims register, compliance review

Project role: Copywriting, messaging strategy, content research, creative concept development, landing page copy, email marketing, short-form scriptwriting and performance testing concepts.
Project type: Product-based spec campaign. Built around an existing cryptocurrency trading platform; campaign materials are demonstration concepts, created with the product owner's permission.

Source material: the published product pages



Homepage hero. Source: tradesft.com



Feature overview. Source: tradesft.com

02 · TARGET AUDIENCE

Three traders, three different questions

Segments are working hypotheses drawn from the product's feature set. They are to be validated against owner data and user interviews before spend.

PERSONA A · CAMPAIGN A

Active Crypto Trader

Follows the market daily. Reads charts, watches indicators, juggles several screens.

WANTS	HESITATES BECAUSE	NEEDS TO SEE	LEAD MESSAGE
A faster, calmer read of market structure; fewer moving parts to monitor.	"Another indicator tool?" Skepticism toward anything that promises edge.	The real interface, plain-language explanation of what the signals are, and no performance hype.	**See structure, not noise.**

PERSONA B · CAMPAIGN B

Strategy-Oriented Trader

Works from rules. Wants to test an idea before risking capital and to review results honestly.

WANTS	HESITATES BECAUSE	NEEDS TO SEE	LEAD MESSAGE
A rules-based process and a way to examine how a strategy behaved historically.	Knows backtests can mislead. Distrusts tools that oversell historical results.	A clear explanation of what replay shows and what it cannot show; the named strategies.	**Replay it before you run it.**

PERSONA C · CAMPAIGN C

Experienced Multi-Exchange User

Already trades on Binance or OKX. Looks for one place to connect, run strategies and keep records.

WANTS	HESITATES BECAUSE	NEEDS TO SEE	LEAD MESSAGE
Less tool-switching; one workspace linking exchange, strategies and trade records.	Handing over API keys. Wants to know exactly what is stored and how it is protected.	Specific, verified security facts (two-factor authentication, keys encrypted at rest) and clear limits.	**Connect Binance or OKX. Run your rules.**

Why three segments. Each persona sits at a different decision stage, so each gets a different objective, creative angle and call to action. It also makes A/B results interpretable: differences between campaigns reflect audience stage, not random copy variation.

03 · CUSTOMER INSIGHTS

What holds a trader back, and what moves them

Pain points are framed as hypotheses until interviews or product data confirm them. Copy that leans on them is flagged in the compliance notes.

Pain points and copy implications

Hypothesized pain point	What it means for the copy
Market information is scattered across tools and tabs	Lead with consolidation and clarity; show one clean view (Ads A1, C1)
Tracking strategies manually is slow and error-prone	Position the trade journal and stats as a record, not a promise (Ad C1)
Historical results are hard to compare consistently	Explain replay in plain English and state its limits (Ads B1–B3)
Linking an exchange feels risky	State only verified security facts; give the reader control (Ad C2, Email 3)

Motivations, objections and proof by segment

	Motivations	Objections	Proof expected
A · Active trader	Clearer read of structure	Indicator fatigue	Interface views
B · Strategy trader	Test rules before capital	Backtests can mislead	Honest limits stated
C · Multi-exchange	One connected workspace	API key safety	Specific security facts

Customer journey: first impression to first use

	Awareness	Interest	Evaluation	Sign-up	Activation
Mindset	Overloaded by noise	Curious how it works	Checks credibility and risk	Ready, wants low friction	Wants a first useful result
Message	Fewer tabs. More context.	Replay it before you run it.	Plain facts, plain risk	Create your account	Explore, replay, connect
Channel	Meta (Campaign A)	Meta (Campaign B)	Landing page, FAQ	Landing page, Meta (C)	Email sequence
CTA	Learn More	Learn More	See How It Works	Sign Up	Open TradeSFT
KPI	Outbound CTR	Landing page view rate	Landing page conversion	Qualified sign-up rate	Activation rate

04 · BRAND POSITIONING AND MESSAGING

One idea, five ways to say it

The existing line "Trade with context, not noise" is the anchor. Each creative direction interprets it for a different job, and all stay inside what the product can support.

MASTER MESSAGE

Trade with context, not noise.

Supporting: **See structure.** Read candles with the indicators that matter. **Test the rules.** Replay strategies over history. **Keep one record.** Journal and stats for every closed trade. **Stay in control.** The tool runs your rules; decisions stay yours.

Creative directions

Creative direction	Core message	Used in
Clarity	See the market in context	Ads A1–A3
Strategy	Give your trading process structure	Landing page hero; Ad C1
Backtesting	Explore how a strategy behaved historically	Ads B1–B3; Email 2
Automation	Connect strategy rules with supported workflows	Ad C2; Email 3
Performance review	Understand what your trading records show	Landing page; journal copy

Value proposition chain (example)

Feature	Functional benefit	User value	Evidence and caveat
Backtest & replay	Explore a strategy over historical data	A better-informed view of a strategy before committing capital	Product page lists replay. Caveat: past performance does not indicate future results

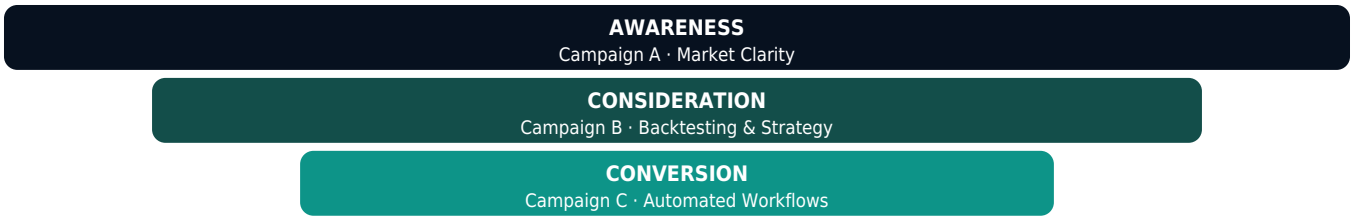
Brand voice in practice

Voice trait	Do	Don't
Professional and technically credible	Replay strategies over historical data.	Find winning strategies fast.
Clear and confident	Read structure instead of chasing noise.	Beat the market with smarter signals.
Transparent about risk	Automation runs your rules. It doesn't remove market risk.	Automate your way to lower risk.
Informative, minimal jargon	A backtest replays a strategy over past data.	Leverage backtest-driven alpha.
Persuasive without hype	Trade with context, not noise.	Don't miss the next move!

05 · CAMPAIGN ARCHITECTURE

Three campaigns, one story

Every ad follows the same creative skeleton, so the differences between them are real creative choices that can be tested.



	Campaign A · Market Clarity	Campaign B · Backtesting	Campaign C · Automated Workflows
Objective	Awareness	Consideration	Conversion
Audience	Active crypto traders	Strategy-oriented traders	Experienced multi-exchange users
Role of copy	Make the problem and the workspace instantly legible	Teach what backtesting is and is not	Make the next step concrete and low-pressure
Primary KPI	Outbound CTR, landing page view rate	Qualified sign-up rate	Cost per qualified sign-up
Risk handling	Neutral; no outcome language	Explicit limits of historical data	Automation does not remove market risk

The nine creative angles at a glance

Ad	Angle	Psychological lever	Headline
A1	Pain point	Relief from overload	Fewer tabs. More context.
A2	Clarity	Desire for order	Trade with context, not noise.
A3	Product demonstration	Seeing is believing	See the workspace.
B1	Education-led	Curiosity, competence	Backtesting, explained.
B2	Feature-led	Specificity builds trust	Replay it before you run it.
B3	Risk-aware	Candor builds credibility	Test the rules. Keep risk in view.
C1	Efficiency-led	Reduced friction	One workspace for your process.
C2	Feature-led	Concrete next step	Connect Binance or OKX.
C3	Retargeting	Low-pressure reminder	Pick up where you left off.

06 · META ADS · CAMPAIGN A

Market Clarity

Objective: awareness. Audience: active crypto traders. Three angles on the same idea: the problem, the benefit, and the product itself.

A1 · Pain-point angle

Awareness · Persona A

PRIMARY TEXT	*Five tabs. Three indicators. One chart you still can't quite read.* *When market information is scattered, structure gets harder to see. TradeSFT brings market structure and signals into one focused workspace.*		
HEADLINE	**Fewer tabs. More context.**	DESCRIPTION	Market structure and signals in one workspace.
CTA	Button: Learn More	PRIMARY KPI	Outbound CTR
VISUAL	Split screen. Left: a cluttered row of browser tabs. Right: one clean TradeSFT chart (real screenshot).		
A/B HYPOTHESIS	A problem-led opening earns higher outbound CTR than the clarity-led version (A2).		
COMPLIANCE	The pain point is a hypothesis. No outcome claims. "Signals" are market indicators, not recommendations.		

A2 · Clarity angle

Awareness · Persona A

PRIMARY TEXT	*Your charts tell a story. See the bigger picture.* *Read candles alongside the indicators that matter, so you read structure instead of chasing noise. Explore TradeSFT.*		
HEADLINE	**Trade with context, not noise.**	DESCRIPTION	A focused workspace for crypto traders.
CTA	Button: Learn More	PRIMARY KPI	Landing page view rate
VISUAL	Crop of the real TradeSFT chart panel (BTC / USDT with the strategy chips); the slogan sits in the headline.		
A/B HYPOTHESIS	A brand-line headline outperforms a benefit-led headline (A1) on landing page view rate.		
COMPLIANCE	Slogan and "indicators that matter" come from tradesft.com. Do not imply indicators predict price.		

A3 · Product demonstration

Awareness · Persona A

PRIMARY TEXT	*A first look inside the TradeSFT workspace: candles, indicators and signals, read in context.* *See the interface for yourself.*		
HEADLINE	**See the workspace.**	DESCRIPTION	Explore market structure in TradeSFT.
CTA	Button: Learn More	PRIMARY KPI	Cost per landing page view
VISUAL	Real screenshot of the TradeSFT workspace homepage with one callout on the chart; used with the owner's permission.		
A/B HYPOTHESIS	A real product screenshot beats an illustrated creative on qualified landing page views.		
COMPLIANCE	Show only functions available in the live product. No figures or profit/loss visible unless sourced and dated.		

COPY VARIATIONS / CAMPAIGN A

Additional short-form angles

Alternative executions for the same product features; concepts only, not live ad results.

A4 / ULTRA-SHORT

Less switching. More context.

Charts and signals in one focused
crypto trading workspace.

Learn More

A5 / PRODUCT-LED

See the structure behind the chart.

Explore market context and indicators
inside the TradeSFT workspace.

Learn More

07 · META ADS · CAMPAIGN B

Backtesting and Strategy Development

Objective: consideration. Audience: strategy-oriented traders. The craft here is explaining a technical feature in plain English without overselling it.

B1 · Education-led

Consideration · Persona B

PRIMARY TEXT	*What is a backtest?* *It replays a trading strategy over historical market data, so you can see how its rules would have behaved in the past. It can't predict what happens next, but it can help you understand a strategy before you commit real capital.*		
HEADLINE	**Backtesting, explained.**	DESCRIPTION	What a backtest shows, and what it doesn't.
CTA	Button: Learn More	PRIMARY KPI	Qualified sign-up rate
VISUAL	Two-column graphic on dark background: "What it can show" and "What it can't show".		
A/B HYPOTHESIS	Education-led copy draws a smaller but more qualified audience than feature-led copy (B2).		
COMPLIANCE	States the limitation outright. Never implies a result will repeat.		

B2 · Feature-led

Consideration · Persona B

PRIMARY TEXT	*Replay mean reversion, Fibonacci and opening-range breakout strategies over historical data before you put real capital behind them.* *Backtest and replay, in the same workspace where you track your trades.*		
HEADLINE	**Replay it before you run it.**	DESCRIPTION	Backtest and replay in TradeSFT.
CTA	Button: Learn More	PRIMARY KPI	CTR · qualified sign-up rate
VISUAL	Replay chart with strategy chips (Mean reversion, Fibonacci, Opening range, Backtest) as on the product page.		
A/B HYPOTHESIS	Naming specific strategies lifts click quality among experienced traders.		
COMPLIANCE	Strategy names as listed on tradesft.com. "Before you run it" refers to testing, not reduced risk.		

B3 · Risk-aware

Consideration · Persona B

PRIMARY TEXT	*A backtest is a question, not an answer.* *Historical results can help you examine how a strategy behaved, but past performance is not indicative of future results. TradeSFT gives you the replay; the decisions stay yours.*		
HEADLINE	**Test the rules. Keep risk in view.**	DESCRIPTION	Past performance is not indicative of future results.
CTA	Button: Learn More	PRIMARY KPI	Qualified sign-up rate
VISUAL	Typography-led: the first sentence set large on a dark background, risk line in the footer.		
A/B HYPOTHESIS	Candid, risk-aware copy builds trust and lifts qualified sign-ups over benefit-only copy.		
COMPLIANCE	Risk statement sits in the ad itself, not only on the landing page. No urgency, no profit imagery.		

LONG-FORM EDUCATIONAL VARIANT (B1)

Every strategy sounds convincing in theory. A backtest lets you test the theory against history. It replays a set of trading rules over past market data and records what those rules would have done, showing how a strategy behaved in different conditions and where it struggled. What it can't do is promise anything: markets change, and past performance is not indicative of future results. TradeSFT's backtest and replay lets you explore mean reversion, Fibonacci and opening-range breakout strategies over historical data, in the same workspace where you track your trades.

DIRECT RESPONSE / CAMPAIGN B

One feature, two writing styles

The variants below isolate tone and copy length while keeping the same factual promise.

SHORT	Replay a strategy against historical market data.
EXPLAINED	A backtest shows past rule behaviour, not future returns.

08 · META ADS · CAMPAIGN C

Automated Trading Workflows

Objective: conversion. Audience: experienced multi-exchange users. Concrete next steps, and no suggestion that automation reduces risk or improves returns.

C1 · Efficiency-led			Conversion · Persona C
PRIMARY TEXT	*Strategy rules in one place, exchange connection in another, trade records somewhere else.* *TradeSFT brings strategies, exchange connection and a trade journal into one workspace, so your process stays in one place.*		
HEADLINE	**One workspace for your process.**	DESCRIPTION	Strategies, exchange connection, trade journal.
CTA	Button: Sign Up	PRIMARY KPI	Cost per qualified sign-up
VISUAL	Three icons (strategy, exchange, journal) converging into the TradeSFT tile.		
A/B HYPOTHESIS	Workflow-consolidation framing converts better than a feature list among experienced users.		
COMPLIANCE	The scattered-tools pain point is a hypothesis; confirm before launch.		

C2 · Feature-led			Conversion · Persona C
PRIMARY TEXT	*Link Binance or OKX with encrypted API keys. Enable the strategies you trust: mean reversion, Fibonacci or opening-range breakout. Review every closed trade in your journal.* *Automation runs your rules. It doesn't remove market risk.*		
HEADLINE	**Connect Binance or OKX.**	DESCRIPTION	Strategies, tracking and one workspace.
CTA	Button: Sign Up	PRIMARY KPI	Sign-up conversion rate
VISUAL	Exchange names as text chips linked to the TradeSFT tile. No exchange logos without permission.		
A/B HYPOTHESIS	Naming Binance and OKX increases intent among users already on those exchanges.		
COMPLIANCE	Do not imply endorsement by either exchange. Qualify "encrypted" as "encrypted at rest" on the landing page.		

C3 · Retargeting			Conversion · Persona C
PRIMARY TEXT	*Still comparing tools?* *You've seen the workspace. Create an account, secure it with two-factor authentication and connect your exchange when you're ready.* *Crypto trading carries a high level of risk. Only trade with capital you can afford to lose.*		
HEADLINE	**Pick up where you left off.**	DESCRIPTION	Create your TradeSFT account.
CTA	Button: Sign Up	PRIMARY KPI	Cost per qualified sign-up
VISUAL	Hero chart with a quiet "welcome back" line. No countdowns or urgency devices.		
A/B HYPOTHESIS	A calm reminder beats an urgency-based retargeting ad on cost per qualified sign-up.		
COMPLIANCE	Audience is landing page visitors; consent and cookie basis to be confirmed. No scarcity claims.		

COPY VARIATIONS / CAMPAIGN C

A lower-pressure activation concept

For a returning visitor who has viewed tools but has not registered; targeting requires consent review.

C4 / LOW-PRESSURE RETARGETING

Explore first. Connect when ready.

See how the workspace brings strategy tools and trade records together.
Create an account when you are ready to take the next step.

See Tools

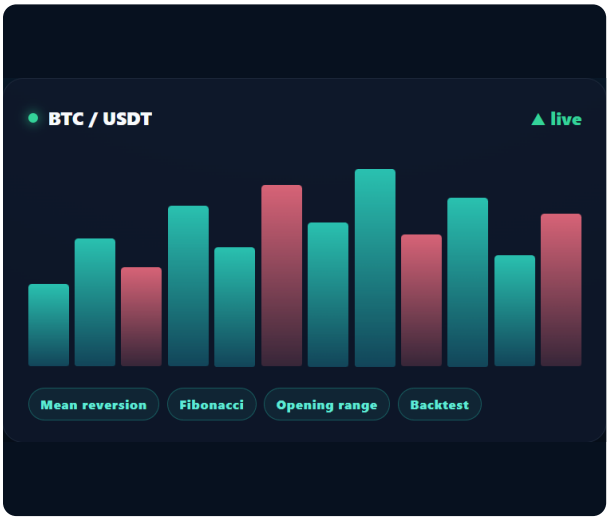
09 · AD MOCKUPS

How four of the concepts would look in feed

Mockups are labeled as demonstration concepts. A2 and A3 use real screenshots of the product; B2 and C2 are illustrated and would also use approved screenshots in final creative.

TS **TradeSFT**
Sponsored · Demo concept

Your charts tell a story. See the bigger picture. Read candles alongside the indicators that matter, so you read structure instead of chasing noise.

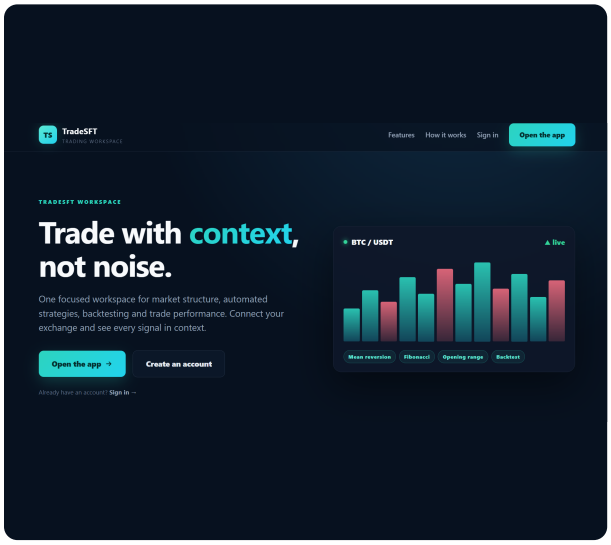


Trade with context, not noise.
A focused workspace for crypto traders.
Learn More

A2 · Clarity. Real chart panel from the product.

TS **TradeSFT**
Sponsored · Demo concept

A first look inside the TradeSFT workspace: candles, indicators and signals, read in context. See the interface for yourself.

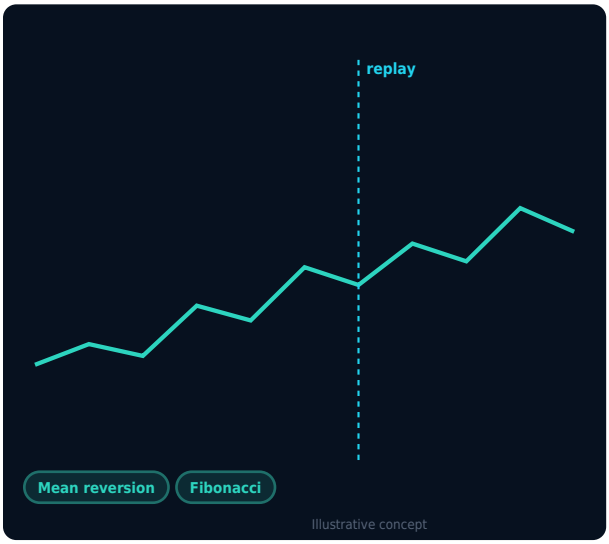


See the workspace.
Explore market structure in TradeSFT.
Learn More

A3 · Product demonstration. Real homepage screenshot.

TS **TradeSFT**
Sponsored · Demo concept

Replay mean reversion, Fibonacci and opening-range breakout strategies over historical data before you put real capital behind them.

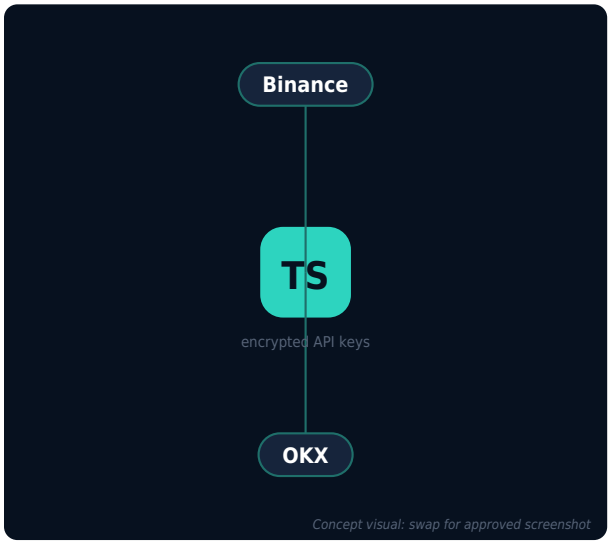


Replay it before you run it.
Backtest and replay in TradeSFT.
Learn More

B2 · Feature-led. Replay with named strategies (illustrated).

TS **TradeSFT**
Sponsored · Demo concept

Link Binance or OKX with encrypted API keys. Enable the strategies you trust. Automation runs your rules. It doesn't remove market risk.



Connect Binance or OKX.
Strategies, tracking and one workspace.
Learn More

C2 · Feature-led. Exchange connection (illustrated).

10 · LANDING PAGE · HERO AND BENEFITS

From ad promise to sign-up

A campaign-specific landing page concept, not a rewrite of the homepage. It keeps the ads' promise and adds the proof and limits a cautious trader looks for.



Hero variants

#	Hero headline	Why it exists
1	A more structured way to trade.	Chosen hero: promises order, not outcomes
2	Trade with context, not noise.	Continuity with the ads and the brand line
3	Your market, strategies and results. One workspace.	Consolidation angle (Ad C1)
4	Replay strategies before you put capital behind them.	Feature-led; backtest-focused traffic
5	Understand what your trading history reveals.	Performance-review angle; test against #1

Subheadline options	CTA options
A. Explore market signals, backtest strategies and review trading performance from one connected workspace. (chosen)	Explore the Platform (primary, chosen)
B. Candles, strategies, backtesting and trade records in one focused workspace.	Create an account
C. Read structure, test your rules and keep an honest record of what you trade.	See How It Works (secondary, chosen)

Problem and solution

The friction	How TradeSFT addresses it
Charts, strategy rules and trade records live in different places.	One workspace for market structure, strategies, backtesting and trade performance.
It is hard to see what a strategy did before real money is involved.	Replay strategies over historical data (with the limits of history stated).
Results are scattered, so it is hard to tell what is working.	Every closed trade is recorded, with performance statistics.

Product benefits

Section	Copy	User benefit
Market structure and signals	Read structure, not noise. Candles with the indicators that matter.	A clearer view of the market
Automated strategies	Mean reversion, Fibonacci and opening-range breakout strategies, run against the market for you.	A consistent, rules-based process
Backtest and replay	Replay strategies over historical data before you put real capital behind them.	A better-informed view of a strategy
Exchange connection	Link Binance or OKX with encrypted API keys and work from one place.	Less switching between tools
Trade journal and stats	Every closed trade recorded, with performance statistics.	An honest record to review

LANDING PAGE · COMPLETE MOCKUP

Landing page: complete page concept

A fuller, campaign-specific layout in the existing TradeSFT visual language. These are proposed components, not a deployed web page.

TS TradeSFT Features How it works FAQ Sign up

TRADING WORKSPACE

A more structured way to trade.

Explore market signals, backtest strategies and review trading history from one workspace.

Explore the platform

BTC / USDT



DESIGNED AROUND WHAT TRADERS NEED TO INSPECT

Read the market
Market structure and signals in context.

Replay a strategy
Explore historical behavior, not future returns.

Review your records
Trade journal and closed-trade statistics.

HOW THE WORKSPACE WORKS

1 Create an account
Enable 2FA when available.

2 Explore and replay
See historical strategy behavior.

3 Connect when ready
Review API permissions first.

What does a backtest show?
It shows how rules behaved on historical data. Results are not a prediction of future performance.

Explore the tools. Decide at your own pace.
Crypto trading involves substantial risk; automation and backtesting do not remove it.

COPY DECISION

Feature claims and the sign-up pathway require owner confirmation before publication. This mockup does not assert trading outcomes.

11 · LANDING PAGE · TRUST AND CONVERSION

Earning the sign-up with verified facts

The lower half of the page is where a cautious trader decides. It states only what the product page confirms and marks anything unconfirmed for the owner.

How it works

01
Create your account
Sign up in the app and secure it with two-factor authentication.

02
Connect an exchange
Add your Binance or OKX API keys. They're encrypted at rest.

03
Run and track strategies
Backtest, enable the strategies you trust, and follow performance.

Trust and transparency

What we say	What we leave out until verified
You can secure your account with two-factor authentication. API keys are encrypted at rest. TradeSFT is a tool for managing and automating your own trading decisions and does not provide financial advice.	Security certifications, audits, user numbers, testimonials, performance statistics, rankings of "best" traders, and any comparison with other platforms.

FAQ

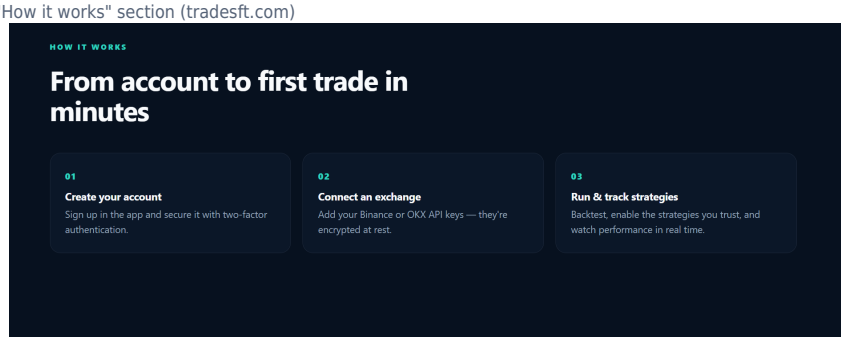
Question	Answer
How does the exchange connection work?	You add your Binance or OKX API keys in the app, and they're encrypted at rest. Create the keys on your exchange and review the permissions you grant.
Which strategies are available?	Mean reversion, Fibonacci and opening-range breakout strategies.
What can a backtest tell me?	It replays a strategy over historical data, showing how its rules behaved in the past. It does not predict future results.
Does automation reduce risk?	No. Automation runs your rules consistently; it doesn't remove market risk, and you can lose money.
Is TradeSFT financial advice?	No. TradeSFT is a tool for managing and automating your own trading decisions.
How much does it cost?	Pricing details are pending product-owner confirmation.
How is my account secured?	You can secure it with two-factor authentication. [Owner to confirm any further measures before they are stated.]

Ready to trade with context?

Open the workspace, explore the tools and decide at your own pace.

Trading cryptocurrencies and derivatives carries a high level of risk and may not be suitable for all investors. Past performance is not indicative of future results. TradeSFT does not provide financial advice. Trade only with capital you can afford to lose.

Reference: the product's own "How it works" section (tradesft.com)



12 · EMAIL CAMPAIGN · WELCOME

Email 1: Welcome to TradeSFT

Purpose: orient the new account holder and prompt a first action.

Sequence logic. A post-sign-up activation sequence for opted-in account holders (proposed: day 0, day 2, day 5). Acquisition emails to voluntary-interest leads would be a separate sequence, since the two groups need different messages. Every email carries a risk line, sender details and an unsubscribe link; the consent basis for marketing messages is to be confirmed.

SUBJECT A / B

Welcome to TradeSFT

Your trading workspace is ready

Preview text: Three ways to get your bearings.

You're in. Here's the quickest way to get your bearings.

TradeSFT brings market structure, automated strategies, backtesting and trade performance into one workspace. Three ways to start:

- Secure your account. Turn on two-factor authentication.
- Read the market. Open the chart and explore market structure and signals.
- Try a replay. Pick a strategy and replay it over historical data.

Take them in whichever order suits you. Nothing here replaces your own judgment.

Open TradeSFT →

Trading cryptocurrencies carries a high level of risk and may not be suitable for all investors. TradeSFT does not provide financial advice. [Unsubscribe] · [Sender details]

MARKETING OBJECTIVE

Orient new account holders and drive a first in-app action.

PROPOSED KPI

Open rate, click-to-app rate, two-factor setup completion (if trackable).

COMPLIANCE NOTES

No outcome promises. Neutral tone. Unsubscribe link, sender identity and risk line included. Consent basis to be confirmed.

A/B TEST

Subject A vs. B on open rate; primary CTA label on click-through rate.

ALTERNATIVE SHORT VERSION

Welcome to TradeSFT. Secure your account with two-factor authentication, explore the chart, then replay a strategy over historical data. Open TradeSFT →

13 · EMAIL CAMPAIGN · EDUCATION

Email 2: Explore the tools behind your strategy

Purpose: build understanding of the strategies and drive a first backtest.

SUBJECT A / B

Explore the tools behind your strategy

Three strategies, one way to test them

Preview text: Mean reversion, Fibonacci and opening-range breakout, in a line each.

A strategy you can't explain is a strategy you can't evaluate.

TradeSFT includes three strategy types. In plain terms:

- Mean reversion: based on the idea that price tends to move back toward an average after stretching away from it.
- Fibonacci: uses retracement levels to frame where price might pause or reverse.
- Opening-range breakout: looks at moves beyond the price range set early in a trading session.

Before you rely on any of them, replay them over historical data. A backtest shows how a strategy's rules behaved in the past. It does not predict future results.

Replay a strategy →

Trading cryptocurrencies carries a high level of risk and may not be suitable for all investors. TradeSFT does not provide financial advice. [Unsubscribe] · [Sender details]

MARKETING OBJECTIVE

Explain the feature set in plain English and move the reader to a first replay.

PROPOSED KPI

Click-to-backtest rate; backtests started per recipient.

COMPLIANCE NOTES

Strategy descriptions are generic; verify against the product's implementation. Backtest limits stated in the body, not only the footer.

A/B TEST

Education-led subject vs. benefit-led subject on click-through rate.

ALTERNATIVE SHORT VERSION

Three strategies, explained in a line each. Replay them over historical data first: past performance doesn't predict future results. Replay a strategy →

14 · EMAIL CAMPAIGN · ACTIVATION

Email 3: Build your trading workspace

Purpose: encourage the next step, connecting an exchange, without pressure.

SUBJECT A / B

Build your trading workspace

Ready to connect your exchange?

Preview text: Link Binance or OKX when you're ready.

Exploring comes first. Connecting comes when you decide.

When you're ready, you can link Binance or OKX using API keys. TradeSFT stores them encrypted at rest.

- Create the keys on your exchange and review the permissions you grant before adding them.
- Enable only the strategies you understand and have reviewed.
- Use the trade journal to see every closed trade and the performance statistics behind it.

Automation runs the rules you set. It doesn't remove market risk, and you can lose money. Only trade with capital you can afford to lose.

Connect an exchange →

Trading cryptocurrencies carries a high level of risk and may not be suitable for all investors. TradeSFT does not provide financial advice. [Unsubscribe] · [Sender details]

MARKETING OBJECTIVE

Move engaged users toward connecting an exchange while keeping control with the reader.

PROPOSED KPI

Exchange-connection rate among clickers; activation rate.

COMPLIANCE NOTES

No pressure or scarcity language. No implied endorsement by exchanges. Owner to confirm the recommended API key permissions before stating them.

A/B TEST

Subject A vs. B on click-through rate; CTA verb on connection rate.

ALTERNATIVE SHORT VERSION

Ready to connect? Add your Binance or OKX API keys (encrypted at rest), enable strategies you've reviewed, and track every closed trade. Connect an exchange →

EMAIL CAMPAIGN · DESIGN MOCKUPS

Email sequence: inbox-ready previews

Three proposed lifecycle messages. Visual examples show how subject lines, body hierarchy, CTAs and risk footers would work together.

01 · WELCOME

Subject **Your trading workspace is ready**

Preview Three ways to get your bearings.

Welcome to TradeSFT

Start with the tools, not a trade. Secure your account, explore market structure and try a historical replay.

Open TradeSFT

Risk information · Sender identity · Unsubscribe (proposed)

02 · EDUCATION

Subject **Three strategies, one way to test them**

Preview Backtesting, and what it cannot promise.

Explore before you execute

Mean reversion, Fibonacci and opening-range breakout can be reviewed using historical data. Past performance does not predict future results.

Replay a strategy

Risk information · Sender identity · Unsubscribe (proposed)

03 · ACTIVATION

Subject **Ready to connect your exchange?**

Preview Link your account only when you are ready.

Your setup, your decision

Review API permissions before linking Binance or OKX. Automation follows rules; it does not eliminate market risk.

Explore exchange setup

Risk information · Sender identity · Unsubscribe (proposed)

SEQUENCE LOGIC Post-sign-up activation · Day 0 / Day 2 / Day 5 (subject to permissions and consent)

15 · SHORT-FORM VIDEO · WALKTHROUGH

Video A: Product walkthrough

About 28 seconds, vertical 9:16, captions on. Screen recordings of the real interface with a short voiceover. Text script only; no filming needed for the portfolio.

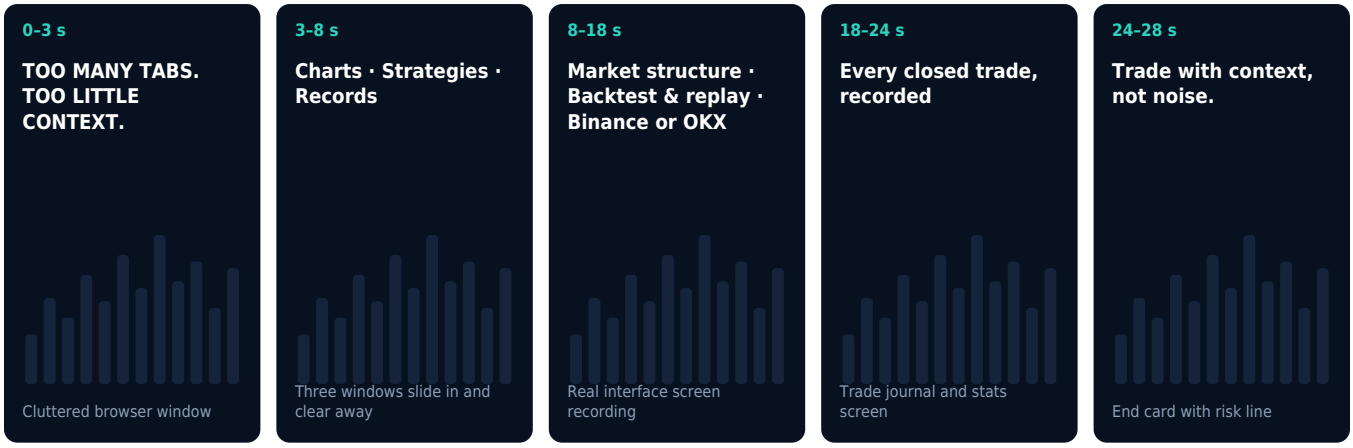
HOOK OPTIONS

- Too many tabs. Too little context.
- What does your trading workspace actually show you?
- Trade with context, not noise.

Script and shot list

Seconds	Voiceover	On-screen text	Visual
0–3	Too many tabs. Too little context.	TOO MANY TABS. TOO LITTLE CONTEXT.	Fast cuts of a cluttered browser window
3–8	Charts in one place, strategies in another, trade records somewhere else.	Charts · Strategies · Records	Three windows slide in, then clear away
8–18	TradeSFT puts market structure, automated strategies and backtesting in one workspace. Replay a strategy over historical data. Connect Binance or OKX with encrypted API keys.	Market structure & signals · Backtest & replay · Binance or OKX	Screen recording of the real interface: candles, strategy chips, replay, exchange connection
18–24	Every closed trade is recorded, with performance statistics, so you can review what your trading shows.	Every closed trade, recorded	Trade journal and stats screen
24–28	Trade with context, not noise. Create your account at TradeSFT.	Trade with context, not noise. · Create an account	Logo end card with the risk line in small text

Storyboard



ALTERNATIVE ENDINGS

- See it in context. Open TradeSFT.
- Test the rules. Then decide. (Crypto trading carries a high level of risk.)

COMPLIANCE AND PRODUCTION NOTES

Show only live functions. No balances or profit figures on screen. Risk line: "Crypto trading carries a high level of risk. Not financial advice." stays on screen for the last two seconds. Brand colors: navy background, teal accent.

16 · SHORT-FORM VIDEO · EDUCATIONAL

Video B: What can a backtest tell you?

About 36 seconds, vertical 9:16. Creator-led education: it shows technical accuracy, a clear structure and responsible financial communication.

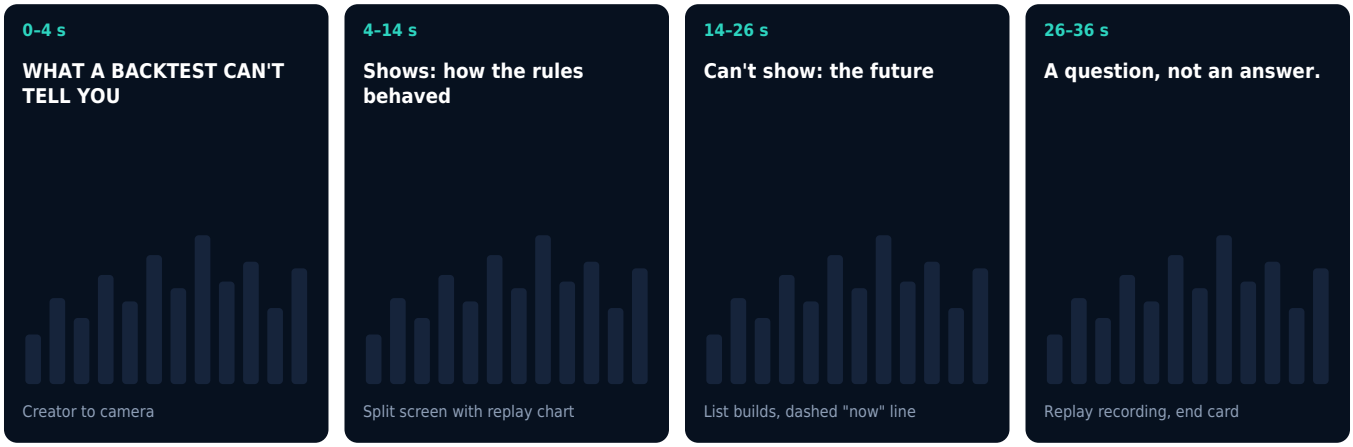
HOOK OPTIONS

- A backtest can tell you a lot. It can't tell you this.
- Before you trust a strategy, ask what its backtest can't show you.
- Backtesting: what it shows, and what it doesn't.

Script and shot list

Seconds	Voiceover	On-screen text	Visual
0–4	What can a backtest tell you? And what can't it?	WHAT A BACKTEST CAN'T TELL YOU	Creator to camera, bold caption
4–14	A backtest replays a trading strategy over past market data. It shows how the rules would have behaved: when they would have entered, when they would have exited, and how they handled different conditions.	Shows: how the rules behaved	Split screen: creator on one side, replay chart on the other; the "Shows" list builds line by line
14–26	What it can't show is the future. Markets change. Costs, slippage and your own decisions can differ from a simulation. Past performance is not indicative of future results.	Can't show: the future	The "Can't show" list builds; a dashed line cuts the chart at "now"
26–36	So treat a backtest as a question, not an answer. TradeSFT lets you replay mean reversion, Fibonacci and opening-range breakout strategies over historical data. The decisions stay yours.	A backtest is a question, not an answer. · Learn more at TradeSFT	Replay screen recording, then logo end card with the risk line

Storyboard



ALTERNATIVE ENDINGS

- Test the rules. Keep risk in view.
- A backtest is a question. You supply the answer.

COMPLIANCE AND PRODUCTION NOTES

If a creator presents this, they disclose any paid or gifted relationship with TradeSFT. No performance numbers or testimonials. Risk line ("Crypto trading carries a high level of risk. Not financial advice.") on the final frames.

VIDEO SCRIPTS · REVISED PRODUCTION

Video scripts: pacing and risk checks

Revised production-ready voiceovers, with fewer words per shot and enough time for the most important safety information.

VIDEO A · PRODUCT WALKTHROUGH · 35 SECONDS

0–4 s	Too many tabs. Too little context.	Cluttered browser windows
4–11 s	Market signals, strategies and trade records belong in one workspace.	Three panels become one
11–22 s	Explore market structure and backtest a strategy on historical data.	Actual product walkthrough
22–29 s	Connect Binance or OKX when you are ready. Review your permissions first.	Exchange connection UI
29–35 s	Trade with context, not noise. Explore TradeSFT.	Brand card and risk notice

VIDEO B · BACKTESTING EXPLAINER · 40 SECONDS

0–5 s	A backtest can show the past. It cannot show the future.	Creator hook
5–15 s	It replays strategy rules on historical prices to examine how they would have behaved.	Replay footage
15–27 s	Markets change. Costs and slippage may differ from a simulation. Past performance does not predict future results.	Limitations graphics
27–35 s	TradeSFT includes historical replay for supported strategies.	Actual replay interface
35–40 s	Explore the tools. Make your own decisions.	Brand card and risk notice

PRODUCTION AND COMPLIANCE GATES

Use only product-owner-approved footage. Confirm which markets and ad formats permit this material. Present risk information legibly; a two-second tiny disclaimer is not an adequate default.

Pacing is indicative: rehearse both scripts aloud and revise timing before recording.

17 · A/B TESTING AND KPIS

Every variant has a hypothesis and a number

This is a testing plan, not a results report. No test has been run, and no performance results are claimed.

Testing matrix

Tes #	Variable (A vs. B)	Hypothesis	Primary metric	Guardrail
1	Problem-led (A1) vs. clarity-led (A2) opening	Problem-led copy attracts more relevant interest	Qualified sign-up rate	CPC not worse by more than a set margin
2	Short vs. long ad copy (B1 vs. long-form)	Fuller explanation improves traffic quality	Landing page conversion	CTR
3	Screenshot vs. motion demo (A3)	Motion shows the workspace more convincingly	Landing page view rate	Cost per view
4	CTA: Learn More vs. Sign Up (B2)	A softer CTA lifts registration quality	Registration conversion	Cost per qualified sign-up
5	Email subject A vs. B	Benefit-led subject earns more clicks	Click-through rate	Unsubscribe rate
6	Landing hero #1 vs. #2	The order-led promise is clearer than the slogan	Sign-up rate	Bounce rate

Measurement framework

KPI	What it tells you	Watch out for
CTR / CPC	Whether the ad earns attention, and at what price	Clicks are not interest in the product
Landing page view rate	Whether clicks turn into real page loads	Slow pages understate ad quality
Sign-up conversion rate	Whether the page persuades	A sign-up is not an active user
Cost per qualified sign-up	Cost of a sign-up that meets a quality definition (proposed: account created and two-factor enabled)	Definition must be agreed before launch
Activation rate	Share of sign-ups who reach a defined first action (event to be defined with the owner)	Needs product-side tracking

Rules for running the tests

- Change one meaningful variable at a time, and keep audience, budget and placement constant between variants.
- Set the success metric, minimum sample size and test duration before launch; do not stop early on a promising day.
- Judge tests on qualified sign-ups, not clicks alone, and review guardrail metrics alongside the winner.
- Log every hypothesis, result and decision in a hypothesis register so learnings carry forward.

Click ≠ sign-up ≠ active user. A click shows attention, a sign-up shows intent, and only a defined first action shows the product was understood. The framework keeps these three apart so a cheap click is never reported as a win.

18 · PRODUCT CLAIMS REGISTER

Every claim traced to a source

Nothing in the campaign states a product fact that the product page does not support. Items that could not be verified are marked for the owner rather than assumed.

#	Claim as used in copy	Source	Status	Note
1	"Trade with context, not noise."	Homepage headline	**Verified** on tradesft.com	Brand line
2	Candles with the indicators that matter	Features section	**Verified** on tradesft.com	Do not imply predictive power
3	Mean reversion, Fibonacci and opening-range breakout strategies	Features section	**Verified** on tradesft.com	Confirm how each is configured before explaining mechanics
4	Replay strategies over historical data	Features section	**Verified** on tradesft.com	Always paired with the limits of historical data
5	Link Binance or OKX with encrypted API keys	Features and how-it-works	**Verified** on tradesft.com	Say "encrypted at rest" as the site does
6	Secure your account with two-factor authentication	How-it-works	**Verified** on tradesft.com	Whether 2FA is mandatory is unknown; do not claim it is
7	Every closed trade recorded, with performance statistics	Features section	**Verified** on tradesft.com	No figures shown without source and period
8	A tool for managing your own trading decisions; not financial advice	Site footer	**Verified** on tradesft.com	Used as the standard disclaimer
9	Leaderboard: how strategies and traders stack up	Features section	**Owner to confirm**	Ranking criteria unknown; kept out of ads
10	Account to first trade "in minutes"	How-it-works headline	**Owner to confirm**	Not used in copy until timing is confirmed
11	Pricing, free plan or trial	Not published	**Owner to confirm**	FAQ placeholder only
12	Target countries and regulatory status	Not published	**Owner to confirm**	Determines ad platform eligibility

Deliberately not claimed: returns, win rates, profitability, "best" or "safest", comparisons with competitors, user counts, testimonials, security certifications. None is published on the product page, and none would be written without a verifiable source.

19 · COMPLIANCE AND RISK COMMUNICATION

Persuasive copy that stays inside the lines

Financial marketing is judged on the impression it creates. This review shows how the copy was written to avoid creating a misleading one.

Standard risk language

Page and long form: Trading cryptocurrencies and derivatives carries a high level of risk and may not be suitable for all investors. Past performance is not indicative of future results. TradeSFT is a tool for managing and automating your own trading decisions and does not provide financial advice. Trade only with capital you can afford to lose.

Short form (ads, emails): Trading cryptocurrencies carries a high level of risk and may not be suitable for all investors. TradeSFT does not provide financial advice.

Claims and risk review

Claim type	Approach	How this campaign handles it
Guaranteed or implied profits	Avoid entirely	No profit imagery, no return language
Backtest results	Separate history from the future	Limits stated in B1–B3, Email 2, FAQ
Automation	Never imply reduced risk	C2 and Email 3 state it does not remove market risk
Security	Verified technical facts only	Two-factor authentication and encryption at rest, as published
Performance statistics	Source, period, method	None used
Testimonials	Authentic and permitted only	None used
Financial advice	Distinguish tool from advice	Disclaimer on landing page, ads and emails

Pre-publication checklist

- ☐ Product facts confirmed with the owner (permission to use name, logo and screenshots is already granted).
- ☐ Legal and regulatory classification of the service confirmed for each target country.
- ☐ Meta and Google policies for crypto-related advertising checked per market; relevant EU rules reviewed where applicable.
- ☐ Risk disclosures reviewed by format; final placement and wording require approval.
- ☐ Consent basis, sender details and unsubscribe route confirmed for email.
- ☐ Retargeting audiences cleared against consent and cookie requirements.
- ☐ Final English edit: grammar, terminology, tone consistency, ad-to-landing-page match.

Whether the service falls under rules for crypto-asset services, and what ad platforms permit in each country, is for the owner and legal counsel to establish. Being a software tool does not automatically place it in the same category as an exchange or wallet, and it does not exempt it either. This review demonstrates marketing diligence; it is not legal certification.

20 · CREATIVE RATIONALE

Why the messages are what they are

The choices behind the copy, including what was deliberately left out.

Decision	Reasoning
Three campaigns for three objectives	Each persona is at a different stage. Asking a cold trader to sign up wastes spend; teaching a ready trader to define backtesting wastes attention.
One creative skeleton for all nine ads	Identical fields make variants comparable and the tests clean. Creativity lives in the angle, not the format.
Plain-English definitions	Backtesting is explained in one sentence before any feature is named. The reader should never need to decode jargon.
Risk language inside the ads	Ads B3 and C3 state the risk in the copy itself. Candor is the strongest trust signal available in a skeptical category.
Leaderboard left out of ads	Rankings and "who is outperforming" invite performance inferences. It stays out until criteria are confirmed.
No invented proof	No numbers, testimonials or rankings. A placeholder marked "owner to confirm" is more useful than a plausible fabrication.
CTA matched to stage	Learn More for awareness and consideration; Sign Up only where the reader has enough context to act.

Language and editorial quality

Editorial standard	Applied
Spelling	US English throughout
Terminology	backtest (noun and verb); sign up (verb) / sign-up (noun); opening-range breakout; two-factor authentication; API keys
Rhythm	Short lead line, one benefit line, one limit or CTA; headlines under 40 characters
Consistency	Ad-to-page messaging aligned; risk wording tailored to each format

21 · PROJECT SUMMARY

What this project demonstrates

A complete fintech campaign, from positioning to testing plan, written to persuade and to withstand scrutiny.

9	3	1	3	2	6
ad variants	campaigns	landing page	emails	video scripts	A/B tests

Competency	Where it shows
Performance and direct-response copywriting	9 ad variants across 3 objectives, each with a hypothesis and KPI
Social creative concepting	Distinct psychological angles; in-feed mockups
Explaining technical and financial products simply	Backtesting ads, strategy explainer email, FAQ
Short-form video scriptwriting	Two timed scripts with hooks, shot lists, storyboards and alternative endings
Landing page and email copywriting	Hero system, benefits, trust section; 3-email activation sequence with 6 subject lines
Data-informed optimization	Testing matrix, KPI framework, guardrail metrics, hypothesis logic
Research and editorial control	Source-traced claims register; unverifiable items flagged, not assumed
Financial marketing compliance	Risk language system, claims review, pre-publication checklist

Path to a live campaign

→ Confirm product facts, target markets, pricing and permissions with the owner.
→ Use approved screenshots across all creative; build tracking and consent.
→ Complete the legal and platform-policy review, then launch the first A/B test.

Project role: Copywriting, messaging strategy, content research, creative concept development, landing page copy, email marketing, short-form scriptwriting and performance testing concepts.
Project type: Product-based spec campaign. Concepts and hypotheses are portfolio work; no live advertising performance results are claimed.