

How RagingBull Uses Barchart's Data to Drive User Engagement



INTRODUCTION

RagingBull.com provides both new and experienced traders with stock picks, stock ideas, tips on how to get started trading stocks, and overall stock market education. Their team is comprised of real millionaire stock traders who put their money to work everyday in the markets by actively trading penny stocks, ETF's, options, small-cap stocks and biotech stocks.

THE PROBLEM

RagingBull was looking to drive user engagement and provide their users with the ability to search for specific stocks right from their website. RagingBull not only wanted a reliable data vendor who could quickly get the solution up and running, they also wanted a provider who could scale as the company grows and continue to fill in the gaps.

THE SOLUTION

Users turn to RagingBull for stock market education and they wanted to enhance their website with useful tools for traders. RagingBull uses Barchart's data to give users the ability to search for specific stocks and instantly access information such as price quotes, charts, historical highs and lows, and more.

RagingBull found more than just a data provider with Barchart. They also utilize Barchart's advertising services to promote their services to retail investors. In regards to advertising, Chris Atkin, Media Buyer at RagingBull, said "Barchart has consistently outperformed my expectations and we look forward to continuing building the relationship we've developed."

With a well-rounded educational offering and useful tools for traders, RagingBull is looking forward to a bright future. To learn more about RagingBull please visit www.ragingbull.com.

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Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart's innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.

