

# How BayStreet.ca Elevated Their User Experience By Implementing Interactive Charting



BayStreet.ca Media Corp is a leading online Canadian publisher of original, timely and insightful commentary, analysis and opinion aimed at helping investors make informed investment decisions. Their platform provides users with actionable real-time equity news, analyst ratings, insider trade alerts, economic commentary, commodities coverage, CAD coverage, and personal finance content so they can stay up to date on the markets throughout the day.

## THE PROBLEM

BayStreet.ca was in search of a way to improve their user experience and engagement in order to convert users easier and faster. The solution they were looking for needed to be robust and sophisticated, yet easy for their team to implement into their site.

## THE SOLUTION

BayStreet.ca found that they could elevate their user experience by implementing powerful, interactive charting from Barchart. With these charts, which were deployed on the site within days, BayStreet.ca users are now able to more dynamically analyze the instruments that matter most to their portfolios. "Barchart's charting library will elevate our website to a whole other level," said Aaron Bodnar, Founder of BayStreet.ca.

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"Giving users access to these advanced, interactive charts will help drive user acquisition and conversion faster than ever before," added Bodnar.

"Our charting library is a simple yet sophisticated tool that has been built from the ground up to drive user engagement for our clients," said Mark Haraburda, CEO of Barchart. "We are dedicated to tailoring our solutions to each customer's individual needs, which is why we built our charts to be highly functional and scalable. We were thrilled to be able to work with BayStreet.ca and tailor our charts to their needs in order to enhance their user interface and generate engagement," added Haraburda.

Barchart's interactive charts contain over 100 technical indicators, over ten different plot types, 20+ annotations, various data views and cursor tracking options, supports the entire Barchart data ecosystem, and also supports 3rd party data feeds and customer proprietary data. Clients can also customize these charts to fit their specific needs.

Equipped with a state-of-the-art and fully customized digital solution, BayStreet.ca are now able to provide their clients with powerful charting they can interact with in order to stay up to date on the markets whenever, wherever. To learn more about this company, please visit BayStreet.ca. To learn more about Barchart's Interactive Charting, please visit [barchart.com/solutions/services/digital/charting](http://barchart.com/solutions/services/digital/charting).

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.

