

# TradingView blurs the line between investing and social media, raises \$298M

Article

**The news:** The US- and UK-based retail investing platform reached a **\$3 billion** valuation. It's D2C-focused, but over the next few years, it plans to integrate its services with major

brokerage platforms to drive user acquisition.

**What's its appeal:** Founded in 2011, **TradingView's** platform brings together trading services with market analysis, like charts on price patterns, and a social network. Users can share their analysis and trades with each other to compare strategies and build a community.

- The combination has struck a chord with retail investors. **Accounts created in TradeView increased by 400% in the last 18 months.**
- Its **30 million monthly users** are located in **180 countries**. For context, global digital broker **eToro**, which also offers a social news feed and the ability to mimic other traders, has **20 million users**.

**The big takeaway:** TradingView's rapid user growth indicates that a large slice of these newcomers seek to integrate social media into their trading.

- We've previously spoken at length about how the pandemic has driven the retail investing boom that's been so beneficial for digital brokers. But **slowing** retail trading volume shows we are past the spike. To maintain the growth momentum, brokers now need to adapt their offerings to this new class of investors.
- For many of these investors, discussing trades on forums like **r/WallStreetBets** is a **key** part of the investing experience. These discussions have led to meme stock phenomena and to the rise of **financial influencers**, who share tactics on platforms like **TikTok**.

**Bottom line:** Brokers that don't keep this investor segment engaged by adding a social media component to their platforms risk losing out to competitors like eToro. This will push demand for B2B offerings like **Commonstock**—a social network that sits on top of brokerage accounts, which just raised **\$25 million**—and TradingView, which is now seeking major brokerage partners.

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## Methods Used by US Adults to Research Investment Ideas, Aug 2021

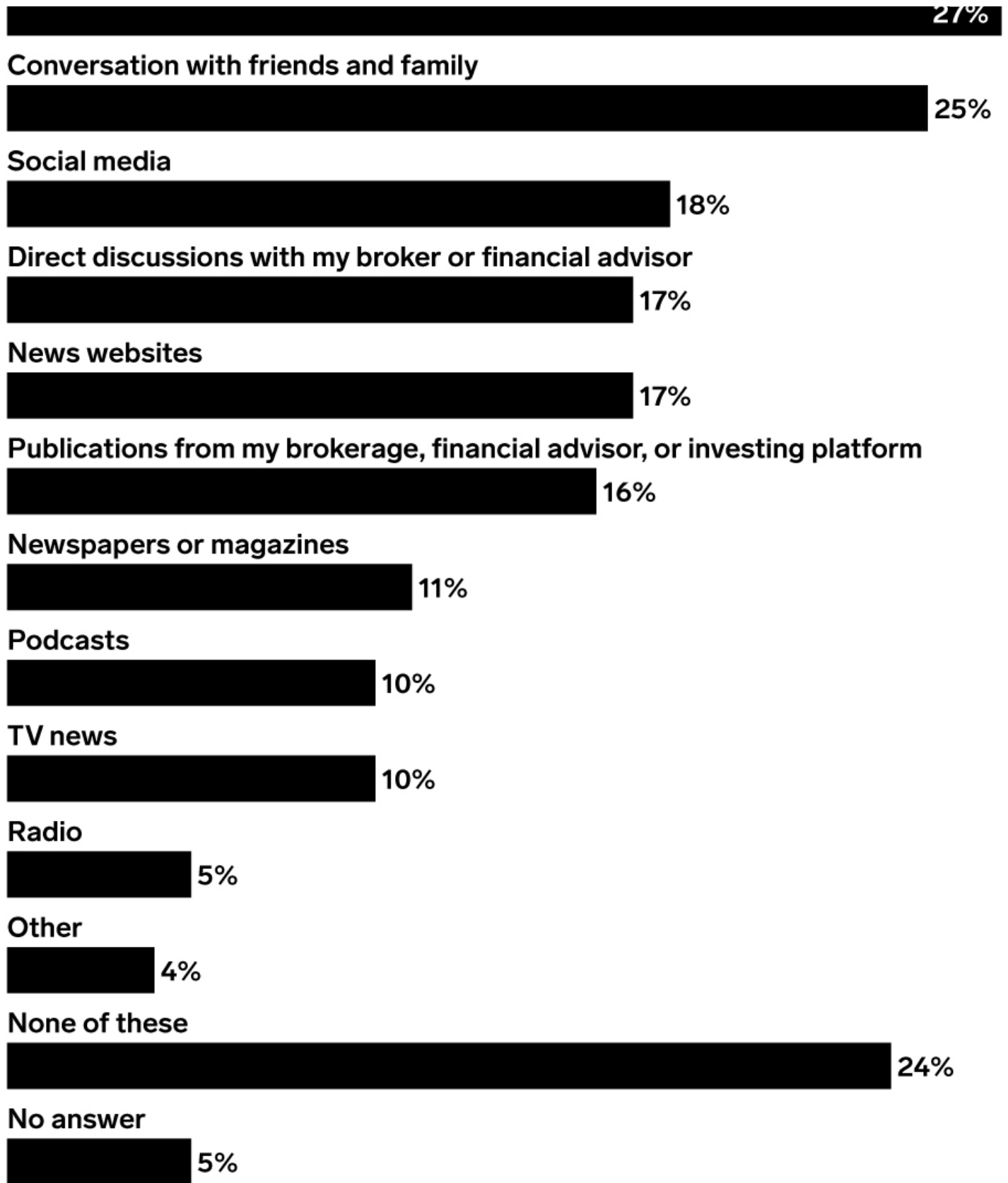
*% of respondents*

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Financial guidance or investment websites

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67%



Note: n=5,530

Source: CNBC/Momentive, "Invest in You" conducted by SurveyMonkey, Aug 25, 2021

