

# 4XC | MAILER GUIDELINES



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O U T R A D I N G C O N D I T I O N S  
O F T H I S W O R L D



4XC Mailer guidelines →

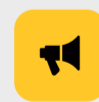
# 4XC Mailer Guidelines: Crafting Effective and Valuable Emails

Emails play a pivotal role in 4XC's marketing mix, serving multiple purposes:



## 1. Informative Updates:

Keep clients in the loop with essential information.



## 2. Exciting Promos and Contests:

Unveil exclusive offers that spark interest.



## 3. Enlightening Insights:

Educate clients with valuable knowledge.





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# Key Principles



## User-Friendly Approach:

Our emails are designed with utmost user-friendliness. We ensure that our content is lucid and concise, catering to recipients of varying backgrounds.



## Personalization Matters

Every email should resonate with our clients on a personal level. For instance, greet them with "Hey [Client Name], Thrilling News Just for You!" This personal touch fosters a stronger connection.



## GDPR Compliance and Privacy:

We are unwavering in our commitment to respecting our clients' privacy. Whenever we reach out, we transparently explain why they're on our list. This approach is pivotal in cultivating trust and maintaining GDPR compliance.



## Value Time Invested:

Our emails are far from mere clutter in your inbox. We prioritize delivering content that's eagerly awaited and consistently enlightening. Each email should be a treasure trove of fresh insights and practicality.



## Commencing Your Email:

**Tailored Salutation:** Start by addressing the recipient with an appropriate salutation, tailored to the context (e.g., "Hi [Client Name],").  
**Create a Positive Tone:** Set the tone by beginning with a friendly and professional greeting.  
**Concise and Engaging Subject Line:** Craft a subject line that captures attention and succinctly reflects the email's purpose.



## Concluding Your Email:

**Polite Farewell:** Wrap up with a polite farewell, using a professional sign-off (e.g., "With optimistic vibes," "Cheers," "Looking forward together," "Wishing You Successful Trades," "Happy Trading").  
**Provide Contact Information:** Include your name and contact details to facilitate easy and seamless communication.  
**Encourage Interaction:** Welcome questions, feedback, or any thoughts the recipient might have, fostering an open channel for engagement.



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# Tone of Voice

Brand archetype: Explorer



## Curious and Inquisitive

Approach clients' needs and the financial markets with a curious mindset. Ask thought-provoking questions and encourage clients to explore new possibilities.

## Discovery-focused

Emphasise the discovery of opportunities and solutions. Frame services as tools that help clients uncover hidden potential and achieve their financial goals.

## Educational

Share insights, market trends, and financial knowledge. Present content as a guide for clients to navigate the world of trading and investment.

## Open-minded

Welcome diverse perspectives and adaptability. Let clients know that you're open to exploring unique strategies that suit their individual preferences.

## Empowering

Position 4XC as a partner that empowers clients to explore and take control of their financial future.



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# Email Styling Guide



**High Risk Investment Notice:** Trading Forex/CFDs on margin carries a high level of risk and may not be suitable for all investors as you could sustain losses in excess of deposits. The products are intended for retail, professional and eligible counterparty clients. For clients who maintain account(s) with 4XC, retail clients could sustain a total loss of deposited funds but are not subject to subsequent payment obligations beyond the deposited funds and professional clients could sustain losses in excess of deposits. Prior to trading any products offered by 4XC, any affiliates of aforementioned firms, or other firms within 4XC of companies [collectively the "4xCube Ltd"], carefully consider your financial situation and experience level. 4xCube Ltd may provide general commentary which is not intended as investment advice and must not be construed as such. Seek advice from a separate financial advisor. 4xCube Ltd assumes no liability for errors, inaccuracies or omissions; does not warrant the accuracy, completeness of information, text, graphics, links or other items contained within these materials. Read and understand the Terms and Conditions on 4xCube Ltd websites prior to taking further action.

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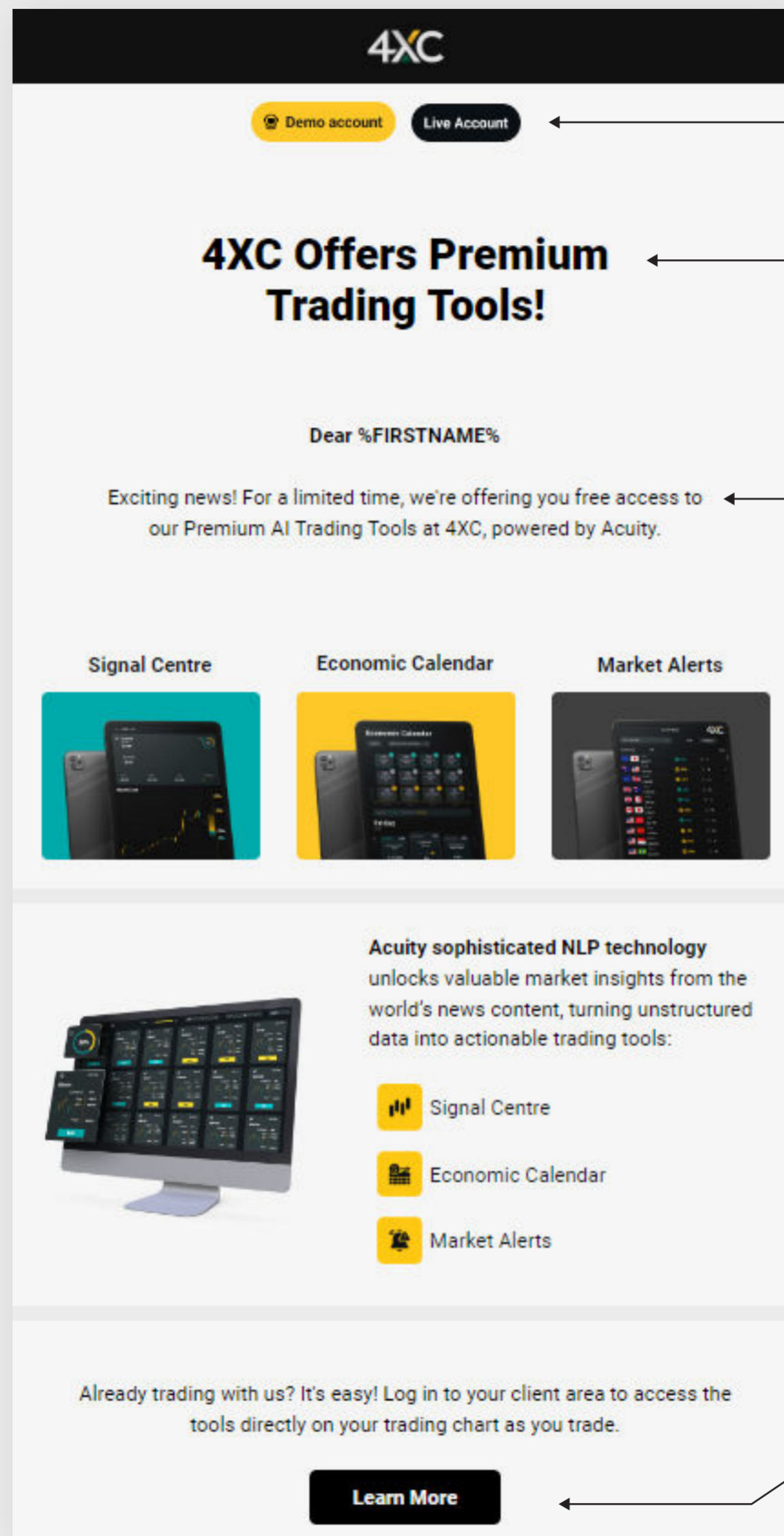
Changed your mind? You can [Unsubscribe Here](#) at any time.

%SENDER-INFO-SINGLELINE%

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Disclaimer text size is **10 px**  
Disclaimer text color is **#393d47**

Content Area Width : 560 PX



Demo account Live Account

## 4XC Offers Premium Trading Tools!

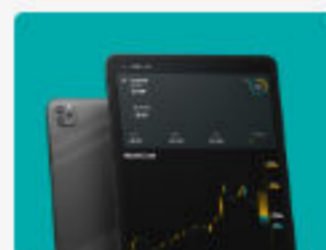
Dear %FIRSTNAME%

Exciting news! For a limited time, we're offering you free access to our Premium AI Trading Tools at 4XC, powered by Acuity.

Signal Centre

Economic Calendar

Market Alerts



**Acuity sophisticated NLP technology** unlocks valuable market insights from the world's news content, turning unstructured data into actionable trading tools:

Signal Centre

Economic Calendar

Market Alerts

Already trading with us? It's easy! Log in to your client area to access the tools directly on your trading chart as you trade.

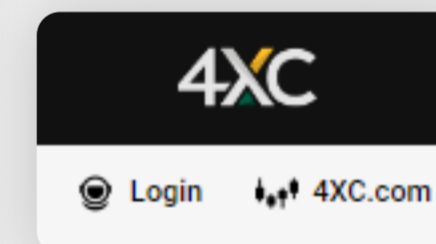
Learn More

Logo is placed in a full width header bar as .png format.  
Background color is **#111517**

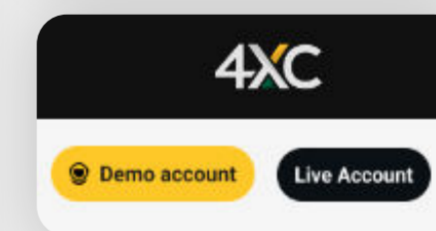
Buttons are .png images.  
Background Colors : **#FFC829** & **#111517** Respectively

H1 is Roboto Black. Capital Case.  
Text Color: **#111517**  
Text Size: **30 px**

Body Text is Roboto Regular  
Text Color: **#111517**  
Text Size: **14 px**



Use this header for emails directed at recipients who have **already registered with 4XC**



This header should only be used for emails directed at recipients who **have not created an account with 4XC yet**

Space between sections is **10 px**

CTA text is Roboto Bold **14 px**  
CTA colour: **#111517**  
Secondary CTA colour: **#00AAAA**



4XC Mailer guidelines

# Light Mode Dark Mode

## Light & Dark

Light switches to Dark mode by automatically flipping every color to negative, depending on individual device settings.

Light mode is designed specifically so it is also readable in Dark mode.

### Light Mode

The light mode email template features a white background with a dark grey header containing the 4XC logo. Navigation buttons for 'Demo account' and 'Live Account' are in yellow and dark grey. The main heading '4XC Offers Premium Trading Tools!' is in bold black. The personalized greeting 'Dear %FIRSTNAME%' and the promotional text are in a standard black font. Three feature cards for 'Signal Centre', 'Economic Calendar', and 'Market Alerts' are shown with light blue, yellow, and dark grey backgrounds respectively. A large image of a computer monitor displays the trading interface. A list of features with icons is provided, and a 'Learn More' button is at the bottom.

### Dark Mode

The dark mode email template features a black background with a white header containing the 4XC logo. Navigation buttons for 'Demo account' and 'Live Account' are in white and black. The main heading '4XC Offers Premium Trading Tools!' is in bold white. The personalized greeting 'Dear %FIRSTNAME%' and the promotional text are in a standard white font. Three feature cards for 'Signal Centre', 'Economic Calendar', and 'Market Alerts' are shown with dark blue, yellow, and black backgrounds respectively. A large image of a computer monitor displays the trading interface. A list of features with icons is provided, and a 'Learn More' button is at the bottom.



Best wishes as you craft emails for 4XC!  
**Make clients keep an eye on **their inbox!****

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Cheers! 4XC