# IUX Credit Campaign: KOL Brief

*Prepared by Partnership & Influencer Team | For KOL / Creator use*

## 1. Campaign at a Glance

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|---|---|
| **Campaign** | IUX Credit Campaign |
| **Target audience** | New and existing clients who make a qualifying deposit |
| **Objective** | Encourage deposits and retention |
| **Deposit deadline** | Deposit by 31 December 2026 |
| **Credit expiry** | 31 March 2027 |
| **Video duration** | 5-10 minutes |

## 2. About IUX: Key Unique Selling Points

Introduce IUX naturally, in your own words and style. Weave in the four USPs below rather than reading them as a list.

| USP | What to convey |
|---|---|
| **1. Ultra-Tight Spreads** | Spreads starting from 0.0 pips, so traders can save significantly on trading costs and keep more of what they earn. |
| **2. Pro-Level Speed & DMA** | 30ms lightning-fast execution plus Direct-to-Market (DMA) routing, so trades are entered quickly at the price requested, without frustrating delays. |
| **3. No Trading Restrictions** | Total freedom to use any strategy you like (scalping, hedging, day trading, etc.) without annoying limitations. |
| **4. Fast KYC & Regulated** | Many brokers take days to verify accounts. IUX has an efficient KYC process that gets you approved and ready to access the markets fast. Plus peace of mind: IUX is a fully regulated broker. |

## 3. Campaign Overview

### First Time Deposit: 100% Credit Bonus

- Clients receive a **100% credit bonus** on their first deposit made during the campaign period, up to a maximum of **$500**.
- Example: a $100 deposit instantly earns an additional $100 in bonus credit.
- The 100% bonus applies **exclusively to the first deposit** after campaign launch. If the first deposit is $100, the client receives a $100 credit and the remaining $400 allocation **permanently expires**.
- **Key message:** the higher the initial deposit, the greater the credit bonus.

### Next Time Deposit: 50% Credit Bonus

- From the second deposit onward, clients receive a **50% credit bonus**, up to a maximum of **$1,000**.
- Unlike the first deposit bonus, any remaining allowance **rolls over** to subsequent deposits.
- Example: a $100 second deposit earns a $50 bonus, leaving $950 in remaining allowance. Future deposits continue to earn 50% until the full $1,000 cap is reached.

### Credit Structure

- Promotional credit is granted to both new and existing clients who deposit during the campaign period.

- The credit itself is **non-withdrawable**, but any **profits** generated from trading with it can be fully withdrawn.
- If a profit withdrawal is made, the remaining bonus credit is **reduced proportionally** based on the percentage of profits withdrawn.

## 4. Campaign Links (use the correct region)

| Region | Link |
|---|---|
| **Vietnam only** | https://iux-vn1.com/en/deposit-credit-campaign |
| **Indonesia only** | https://id-iux.com/en/deposit-credit-campaign |
| **Other countries** | https://www.iux.com/en/deposit-credit-campaign |

Please share only the link that matches your audience's country, in the video description and pinned comment.

## 5. Video Requirements

- **Length:** 5-10 minutes.

**Suggested structure:**

1. **Hook (0:00-0:30):** why a credit bonus matters for traders.
2. **IUX introduction (1-2 min):** your own words, weaving in the four USPs.
3. **Campaign walkthrough (2-4 min):** first deposit 100% credit (up to $500), then 50% on later deposits (up to $1,000), with a worked example for each.
4. **Credit rules (1-2 min):** non-withdrawable credit, withdrawable profits, proportional reduction, and the expiry date.
5. **Demo / personal experience (optional):** deposit flow, platform, execution.
6. **Call to action (30 sec):** deposit before 31 Dec 2026; use the link in the description.

- Show the campaign page on screen at least once.
- State the deposit deadline (31 Dec 2026) and credit expiry (31 Mar 2027) clearly, verbally and on screen.

## 6. Key Messages

1. Double your first deposit, with a 100% credit bonus up to $500.
2. Keep earning: 50% credit on every deposit after that, up to $1,000.
3. Profits made with the credit can be withdrawn.
4. Tight spreads, fast execution, and no restrictions on your strategy.
5. Regulated broker with fast verification.

## 7. Do's and Don'ts

### Do

- Present the bonus accurately, including the first-deposit-only rule and that unused first-deposit allowance expires.
- Explain that the credit is non-withdrawable and that withdrawing profits reduces the remaining credit proportionally.
- Include a clear risk disclosure: trading leveraged products carries a high level of risk and may not be suitable for everyone.
- Share your genuine opinion and experience.

### Don't

- Promise or imply guaranteed profits, or describe the offer as "risk-free" or "free money".
- Describe the credit as withdrawable cash.
- Use the wrong regional link for your audience.

- Make claims about IUX beyond the USPs and campaign terms in this brief.
- Target audiences in restricted jurisdictions or under-age audiences.

## 8. Deliverables & Timeline

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|---|---|
| **Draft / script outline** | To be shared for approval before filming |
| **Draft video** | To be shared for review before publishing |
| **Publish window** | Before 31 December 2026, with an earlier post recommended for best results |
| **Post-live** | Share the live link and performance screenshots (views, engagement, link clicks) |

*Exact dates and rates to be confirmed with your Partnership Manager.*

## 9. Approval & Contact

All content must be reviewed and approved by the IUX Partnership team before publishing. Please send drafts to your assigned Partnership Manager.

**Contact:** [Partnership Manager name / email]