



LESSON 1.

Why Users Choose an Exchange:

Triggers and Pain Points
of the Target Audience

In this lesson, we will cover:

- ✓ How to effectively promote an exchange through affiliate marketing;
- ✓ The real problems the exchange solves for users;
- ✓ Which pain points to emphasize in promotion;
- ✓ Typical trader anxieties, how to identify them, and use that knowledge;
- ✓ How to turn any pain point into a compelling advertising message.



Why analyze **triggers and pain points** of the target audience?

**To sell not just
a product, but a
solution to a problem.**

This is the key to high conversion rates and low cost per lead.



01

**Because people don't need
a product — they need a solution.**

People don't buy the exchange interface;
they buy a way to solve their problem.



02

**To target pain points more
precisely than your competitors.**

If you talk about what truly worries
a person, they click and register.



03

**To reduce cost per
lead and increase ROI.**

Ads built around real pain points and clear
triggers work cheaper and more effectively.



A simple rule to remember:



People buy not a product,
but a solution to their pain.



The user has an **emotion/fear/need.**

A trigger is a small promise or incentive that prompts them to click the button.

As an affiliate, you connect the pain and the trigger in your ad message.



You don't come to the exchange for buttons and charts.

You come because you want to:

- ✓ Multiply your money,
- ✓ Protect against inflation,
- ✓ Seize the opportunity when prices drop,
- ✓ Get a registration bonus,
- ✓ Or simply try risk-free.

These are different pains → different motivations → different triggers.



Typical pain points of exchange audiences:

Fear of losing money

Uncertainty/lack of knowledge

Distrust

High fees and hidden charges

Complicated verification/deposit-withdrawal processes

Lack of time

Fear of missing out

Effective triggers:

Bonus/cashback
on registration



“\$10 for signing up”

Demo/trainers



“Try risk-free”

Low fees/discounts



“0% commission first 30 days”

Guarantees
/insurance



“We protect part of your funds”

Simplicity



“Register in 2 minutes, intuitive interface”

Social proof



“1M users,” reviews, case studies”

Education



“Mini-course gift after registration”



How to connect pains and triggers:

01

Pain: Fear of losing money



Trigger: Demo account + educational checklist

Creative:

“Try risk-free trading — demo + beginner’s checklist”



02

Pain: Trading is expensive



Trigger: Zero commissions for 30 days

Creative:

“Trade commission-free for the first month — test your strategies”



03

Pain: Don't know where to start



Trigger: \$10 bonus + 5-minute guide

Creative:

“\$10 bonus + step-by-step guide
— start in 10 minutes”



04

Pain: Missed opportunities



Trigger: Notifications about listings/airdrops

Creative:

“Don’t miss the airdrop — get notifications first”



Sample scripts for creatives

A. Ad text for targeting

Hook: “Afraid of losing money in crypto?”

Benefit: “Try the demo mode and get the ‘First Trade’ checklist — risk-free”

Proof: “Over 20,000 beginners have already made their first virtual trade”

CTA: “Try for free”



B. Reels (30 sec) **– script**

0–3 sec: “Want to try crypto risk-free?” (hook)

4–18 sec: Brief demo: “Open demo account → make a trade → lose nothing” (benefit)

19–27 sec: “100% simple interface, free guide” (proof)

28–30 sec: “Link in bio — try now” (CTA)



C. Story series (3 stories)

Story 1: “Afraid of losing your deposit?” — Poll
Yes/No

Story 2: “We have a demo mode and a guide” —
screen of interface

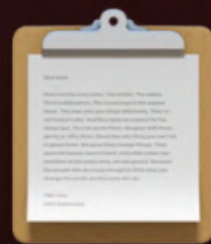
Story 3: Sticker “Link” — “Try for free”



Common mistakes

(AND HOW TO AVOID THEM)

Mistake:



Advertising features (“100+ tools”) instead of solutions.

Fix: Talk about the pain/benefit in the headline and first line.

Common mistakes

(AND HOW TO AVOID THEM)

Mistake:



Promising “guaranteed income” — risks reputation and moderation.

Fix: Be honest: “educational guide,” “tools,” “opportunity.”



Common mistakes

(AND HOW TO AVOID THEM)

Mistake:



Not testing hypotheses — wasting budget.

| **Fix:** Always A/B test + clear KPIs.



Common mistakes

(AND HOW TO AVOID THEM)

Mistake:



No traffic acceptance (bad landing/no pinned post).

Fix: Prepare a simple landing page or pinned post with the promised bonus.



Analyzing pains and triggers gives you the ability to craft ad messages that **hook from the first phrase** and lead users to action.

The more precisely you hit the pain and the more relevant the trigger —

the cheaper and more efficient your traffic will be.



What are “pains” and “triggers” in affiliate marketing?

If you want people to click your ads and register — **first find their pain**, then offer **the exact trigger** that will push them to act.



Pain is

**a real problem, fear, or an
unmet need** of a person.

It can be rational (time,
money) or emotional.



Pain examples:

“I’m afraid my money will lose value.”

“I don’t have time to understand stocks.”

“I fear fraud — I don’t trust new exchanges.”

“I can’t speak English at interviews.”

“I want to lose weight but don’t know where to start.”



Categories of pain:



Financial

(losing/missing profits)



Time-related

(no time to learn)



Psychological

(fear, distrust)



Technical/practical

(complex interface, verification)



Quick ways to find your audience's pains:

1. Read comments under popular niche posts — people ask questions there.
2. Run 2–3 question poll stories: “What worries you more about X — A or B?”
3. Send 10 DMs with a simple question: “What’s your biggest problem with [topic]? 1–2 words are enough.”
4. Check competitors’ FAQs/landing pages — often they gather common questions.



A trigger

is a specific promise or incentive that makes a person take the next step: click, register, or buy.

A trigger removes the barrier holding them back.



Trigger examples:

Financial trigger: “\$50 bonus for registration”

Security trigger: “Demo account — try risk-free”

Savings trigger: “0% commission first month”

Scarcity/urgency trigger: “Free places are running out”

Social proof trigger: “1M users trust us”

Simplicity trigger: “Registration in 2 minutes”

Types of triggers in essence:



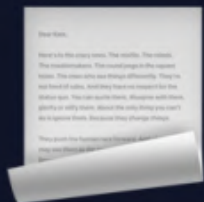
Financial

(bonuses, discounts)



Psychological

(FOMO, urgency)



Practical

(demos, lessons, ready checklists)



Social

(reviews, cases, user count)

Pains drive, triggers push

Pain gives the
reason:

“I need to fix this.”

Trigger makes the step
easy/profitable/safe:

“Okay, I’ll click.”

EXAMPLE:

Pain: “I’m afraid of losing money on the exchange.”

Trigger: “Try demo account + step-by-step guide — risk-free.”

Result: The person clicks because you addressed their fear and gave an easy way to try.



Practical text and headline templates:



For beginners

(FEAR OF LOSING)

Headline: “Don’t risk it — try demo first”

Description: “Open a demo account and make your first trade with no money. Free beginner checklist as a gift.”

CTA: “Try for free”



Practical text and headline templates:



For busy people

(NO TIME)

Headline: “Trade 10 minutes a day”

Description: “Set up copy trading from experienced traders — an auto-pilot that works for you.”

CTA: “Try copy trading”



Practical text and headline templates:



For those afraid of fraud

Headline: “Proven: 1M users and 5 years on the market”

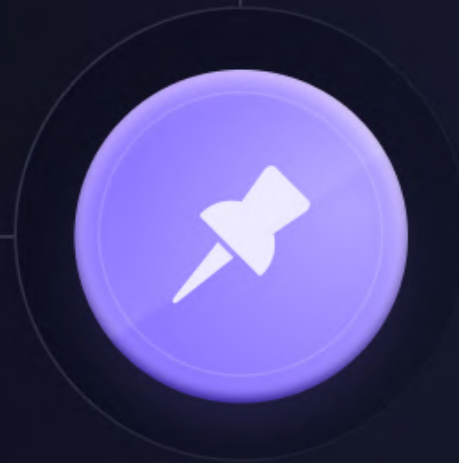
Description: “License, audit, and fund protection — everything is transparent. Check it yourself.”

CTA: “Learn more”



Ethical and practical restrictions:

- ✓ Never promise guaranteed income.
- ✓ Don't fake reviews or screenshots.
- ✓ Follow platform rules.
- ✓ Be honest in your offer.



User problems can be roughly divided into main blocks:

Security

Access to funds

Fees and liquidity

Interface convenience



01

Account freezes, lockouts, risk of losing access

Imagine this situation: sudden KYC check after deposit/withdrawal, delays in verification for several days, or a full account freeze due to “anomalous activity.”



Even if commissions are zero, few will tolerate not being able to withdraw their money.

For many, this is the #1 reason to switch exchanges or go decentralized.

So if your exchange really solves this — fast support, clear rules, predictable behavior — **highlight it as a main advantage.**





02

Withdrawal problems

Examples: minimum withdrawal limit \$500 but the user wants to withdraw \$100; “internal” tokens not transferable to Metamask; unexpected fees appearing only at the time of transaction; withdrawal available on only one network.



All this **annoys users**

and often causes negative feedback.



It's crucial to immediately inform users about limits, fees, supported networks, and any restrictions before depositing.



03

High fees (especially hidden)

Few study the fee table in advance, but if a trader notices losing 1% on every trade, loss of users is almost guaranteed.

Common schemes: low “on-paper” fees but added spreads, separate order or market fees, 0% spot fees but 0.2% withdrawal, plus other small charges.



If the exchange is truly transparent about fees, it's a strong plus — but only if the security/access to funds question is already solved.

People won't save on fees if they don't trust access to their funds.



04

Liquidity and order execution

This pain hits advanced users more: if you can't sell even \$300 without noticeable slippage, no “low fees” will save the situation.

This matters less for mass audience — mostly B2B clients and arbitrageurs care. For most beginners, this is secondary.



05

Interface problems, technical glitches

Includes any bugs — from inability to login via phone to stuck orders.



Usually not a main reason to leave unless
happening during high volatility.

**But if the
exchange handles
load without bugs**



this should definitely be mentioned **as a plus.**



How to set priorities

Don't try to solve all pains at once.

It's important to understand which audience you target.

2

1

3

**Beginners**

fear freezes and inability to withdraw most of all.

**“Average” users**

fear hidden fees and unexpected withdrawal losses.

**Experienced traders**

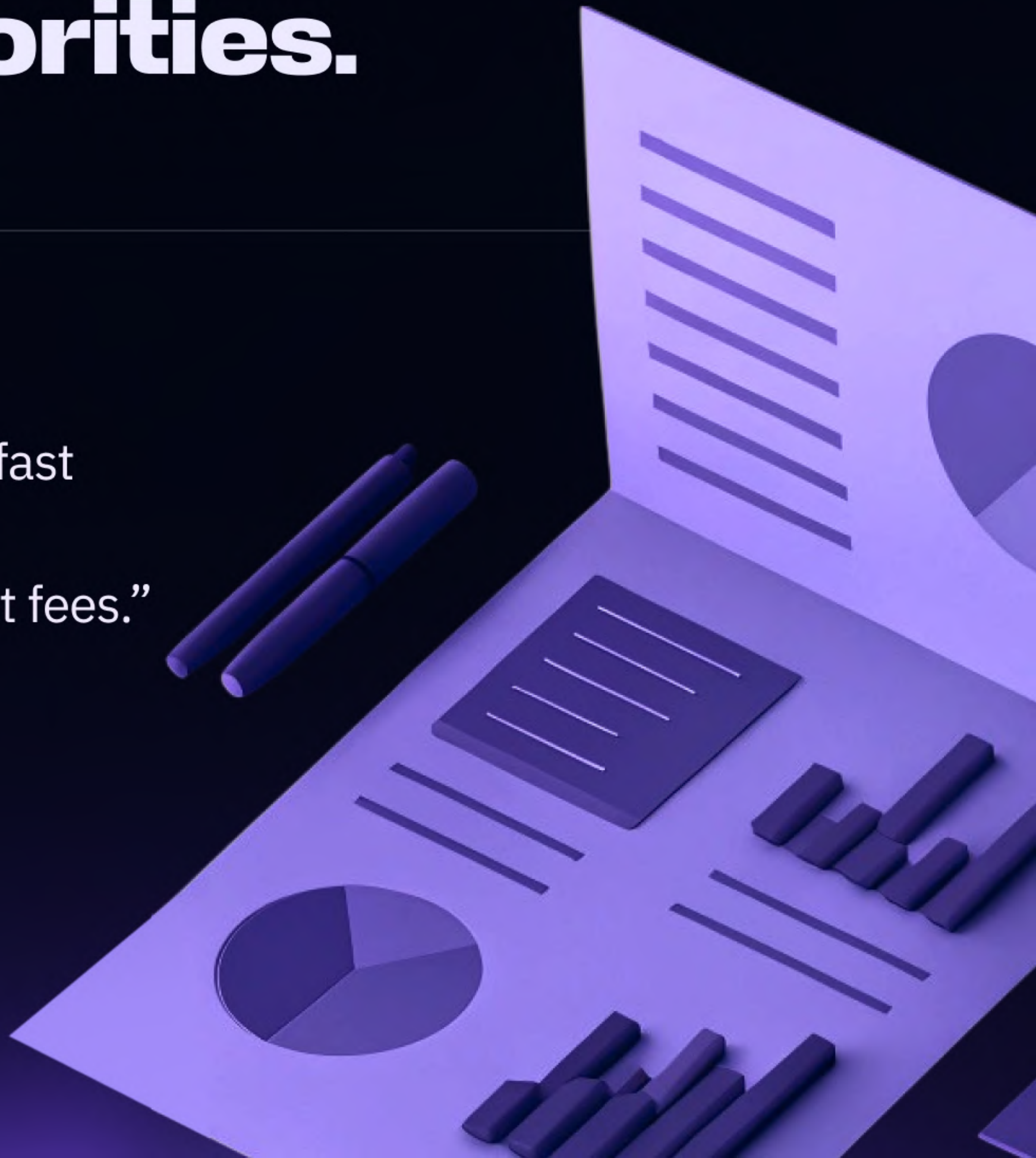
fear liquidity and slippage-free order execution.

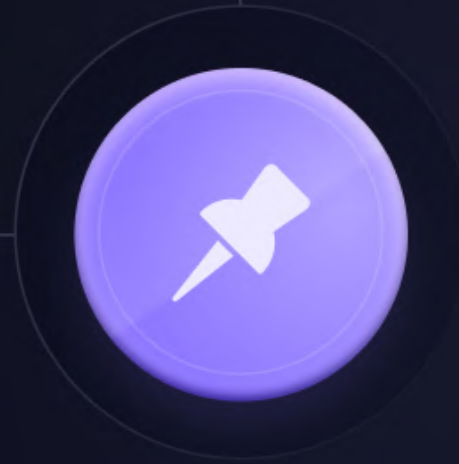


Ad texts and videos

**should adapt to
these priorities.**

*For example, a video for
beginners should stress fast
withdrawals and simple
verification — not “lowest fees.”*





**Any advertising
message follows
this formula:**

Problem



Pain amplification



Exchange's solution



Example:

“Many lose access to accounts due to sudden checks, freezes, or new KYC requirements. This can drag on for weeks, and funds become inaccessible.

Unlike that, EVEDEX lets you pass verification in 2 minutes and does not block withdrawals during normal activity.”

This format works far better than just listing “advertising” arguments and vague benefits.

Effective communication is built through real pains.



Today, we thoroughly went through why listing just exchange features is not enough.

It's crucial to understand

**what users
fear and what
frustrates
them.**



Identifying and skillfully using these pains allows advertising not based on emotional “earn with us” slogans, **but on clear logic — why it’s simpler and safer with this exchange.**

That’s where real effectiveness appears when your message hits a genuine user problem.



And for it to work

— always start with the question:

“What worries my client the most?”