



MARKETING CRM · BUILT FOR FOREX

The lead-to-deposit operating system for forex brokers.

Capture leads from every ad channel. Route them by country and language.

Convert them with pipelines, SLAs, digests and automations built for financial teams.

A CRM built by forex operators for forex teams.

Alphorix is a modern Marketing CRM designed exclusively for the forex, prop-trading and financial-services industry. From ad-click to first deposit, our platform gives brokers a single operating system to capture, route, engage and convert leads across every channel and every jurisdiction.

Where general-purpose CRMs (Hubspot, Zoho, Salesforce) treat forex as an afterthought, we treat it as the whole product — country-based routing, KYC handoff, deposit tracking, SLA timers, sales leaderboards and multilingual comms are core, not add-ons.

Forex-native

Country + language routing, deposit metrics, compliance-ready.

Fast to launch

Signup → team ready in under 10 minutes.

Priced for teams

\$499–\$599/month for up to 5 sales seats.

Forex leads decay fast. Most brokers lose 60% before day two.

Every hour a forex lead sits without a call is a 10% drop in conversion probability. Yet most brokers still juggle leads across spreadsheets, WhatsApp, email inboxes and generic CRMs never designed for regulated FX marketing. The result:

- Leads leak between advertising channels and sales reps.
- No country-based routing → English-speaker gets a call from an Arabic desk.
- No SLA visibility → 'at-risk' leads sit un-contacted for days.
- Deposit performance is invisible until end-of-month reporting.
- Sales reps waste 30–40% of the shift copying data between tools.

INDUSTRY BENCHMARK

60%

of paid-media leads never receive a first-touch call within 48 hours.

One platform. Four systems. Zero switching tax.

Lead capture

Web forms, landing pages, ad-channel webhooks, WhatsApp intake, CSV imports.

Forms

Landings

WhatsApp

APIs

Smart routing

Country + language + queue rules assign every lead in <2s. Load-balanced by rep.

Country

Language

Round-robin

Sales engagement

Kanban pipeline, health scores, priority (hot/warm/cold), SLA timers, tasks & digests.

Kanban

SLA

Priority

Digests

Reporting & billing

Deposit tracking, conversion funnels, sales leaderboards, live Stripe billing.

Deposits

Leaderboard

Stripe

Everything your team needs — nothing they don't.

Multi-channel intake

Public forms, landing pages, WhatsApp, Meta / Google Ads webhooks, custom HTML.

Sub-statuses

Colour-coded sub-states inside every pipeline stage — no more untyped notes.

Sales leaderboard

Real-time ranking by calls, meetings, wins and deposits — daily/weekly/monthly.

Custom domains

Whitelabel with your brand colour, logo and (optional) custom domain.

Assignment rules

Auto-route by country, language, source, campaign or round-robin between teams.

SLA + at-risk

Every lead has an SLA countdown; stale leads bubble to the top of every rep's day.

Email & WhatsApp

One-click templates, Resend inbox integration, WhatsApp CTA deep-links.

Enterprise security

OWASP hardening, per-role RBAC, TOTP MFA for every user, rate-limits, brute-force lockouts.

Kanban + list views

Drag between pipeline stages, filter by owner / status / priority / country.

Health score & priority

Auto Hot / Warm / Cold from response speed, freshness, activity, progression.

Digests & reports

Daily / weekly digests to every rep + manager rollups. Conversion + deposit funnels.

Ops-friendly billing

Stripe subscriptions (monthly or annual), pay-per-seat, bank-transfer supported.

From ad-click to first deposit — in one loop.

01

Capture

Every lead lands in Alphorix from web, ad channels, WhatsApp or API in <100ms.



02

Route

Rules-engine assigns by country, language, queue, or round-robin — instantly.



03

Engage

Rep works the lead in Kanban / list / detail with templates and click-to-call.



04

Convert

Status flips to qualified → converted; deposit_amount is captured in one field.



05

Report

Deposits feed digests, leaderboards, funnels & operator dashboards live.

What our early customers see in the first 90 days.

-72

RESPONSE TIME
%

Median first-touch dropped
from 4h → 8min.

+41

CONVERSION RATE
%

Qualified-to-deposit up across
cohorts.

2.3x

REP PRODUCTIVITY

Calls per rep per day, thanks
to health-score triage.

\$0

SETUP COST

No professional-services fee.
Self-serve onboarding.

Aggregate results across broker pilots. Individual results vary by traffic quality and team execution.

The gap between a generic CRM and one built for forex.

	Alphorix	Generic CRM (Hubspot / Zoho / Salesforce)
Country + language routing	Native	Custom-build or 3rd-party plugin
Deposit tracking	Native	Custom fields, no dashboards
SLA + at-risk queue	Native	Manual, or workflow builder
Sales leaderboard by wins	Native	Reports only
WhatsApp templates	Native	Requires 3rd-party integration
Time-to-live	10 min	2–8 weeks of consulting
Price / 5 seats	\$499–599 / month	\$1,200–\$3,500+ / month

Forex, prop-trading and financial marketing teams.

Retail forex brokers

MT4/MT5 brokers with paid-media funnels and multilingual desks.

EUR

MENA

LATAM

SEA

Prop-trading firms

Challenge sellers with high-velocity lead flow and long onboarding.

Evaluations

Retries

Payouts

IBs & affiliate managers

Multi-broker introducers who need per-partner attribution.

Attribution

Partner CRM

Financial marketing agencies

Agencies running growth for multiple broker clients.

Multi-tenant

Whitelabel

Bank-grade controls, from day one.



Encryption in transit

TLS 1.3 across all traffic, including custom domains.



Two-factor authentication

TOTP MFA available to every user, every role.



OWASP headers

CSP, HSTS, XFO, referrer & permissions policies enabled.



Backups

Point-in-time database backups retained 30 days.



Isolated workspaces

Every client tenant is data-isolated at the row-level.



Rate limiting + brute force

Login attempts throttled and locked after 5 fails.



Role-based access

Admin / Manager / Sales — least-privilege by design.



Deletion controls

Full workspace export + right-to-erasure workflows.

Two plans. Everything included. Cancel any time.

BASIC

\$499

/month · billed monthly (or -15% annual)

5 seats included

- Full CRM (pipelines, forms, campaigns)
- Country / language routing
- SLA, digests, at-risk queue
- WhatsApp & email templates
- Sales leaderboard
- Standard support

RECOMMENDED

ADVANCED

\$599

/month · billed monthly (or -15% annual)

5 seats included

- Everything in Basic, plus:
- Custom domain (whitelabel)
- Custom HTML landing pages
- Priority routing / rules engine
- Digest scheduler (daily + weekly)
- Priority support & onboarding

Extra sales seats: \$49 / seat / month · Free 14-day trial · No credit card required to start

Product roadmap — the next 90 days.

Q1 · SHIPPED

Sales leaderboard, health scores & smart priority

MFA for every role, invite emails, per-workspace client analytics.

Q2 · BUILDING

AI Sales Assistant (LLM 'suggest next action')

Click-to-call, voice-note transcripts, browser push notifications.

Q3 · PLANNED

Public marketplace + IB attribution engine

Multi-broker introducers, per-partner revenue share, mobile app.

What you get when you sign with us.

Live in 10 minutes

From signup to first lead — we hold the stopwatch with you.

Zero setup fee

No mandatory professional-services engagement. Ever.

Migrations included

Basic CSV/API imports from your old CRM at no extra cost.

Founder-led support

Product decisions and support both come from the same team.

Cancel any time

No annual lock-ins on the monthly plan. Full data export.

Direct roadmap input

Every paying customer gets a monthly product call.



READY TO SEE ALPHORIX IN ACTION?

Start your 14-day free trial or book a 20-minute product tour.

alphorix.net/signup

alphorix.net/contact

GET IN TOUCH

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