

CoinEx Ambassador Guide

For beginners by Underwood.Xue

[Check out Underwood Jeff \(@underwood_xue\) on Linkme](#)

1. TO BE AMBASSADORS

1) Where is the official link of the ambassador program?

[CoinEx Ambassador - The Global Cryptocurrency Exchange](#)

2) Who is the ambassador program for?

Actually, it is a campaign for KOL or community manager with users. And they want to earn the trading fee from their users.

3) What's the difference between application by yourself or by your BD?

If you want to be an ambassador, and just apply from the website, you will meet the conditions from the website and the review time will be longer. If you apply by BD team, the process will be faster and some better conditions will be given.

4) Is there any upfront payment or custom events to help beginners to start the business?

We only accept commission for the first 10M spot/50M future trading volume, no payment in advance. After 10M spot trading volume, we have monthly reward, higher rebate, sub-agency access, custom events with upfront payment.

5) How to know if I am suitable for this position?

Here are some examples about current ambassadors:

Community Moderators & KOLs

- **Requirements:** Moderators of communities with 1,000 to 3,000+ members across Telegram, WhatsApp, Discord, Facebook, and Instagram.
- **Target Groups:** Project owners, competing exchanges, signal/trading/education communities, live traders on YouTube, and trading-related accounts with 2,000 to 100,000+ followers on Twitter and Instagram.
- **Cooperation:** Supports both paid partnerships (for cold starts) and commission-based models.

Vertical Media & Traffic Platforms

- **Target Groups:** Cryptocurrency vertical media including news websites, portals, task platforms, educational platforms, and third-party app stores.
- **Cooperation:** Focuses on free traffic distribution partnerships and CPS-based media agency collaborations to explore diverse traffic sources.

Institutional & Broker Partnerships

- **Traditional Brokers:** Targeting Middle Eastern and global Forex/Crypto brokers by providing LP output (Liquidity-as-a-service) and MT5/Fix-crypto integration to serve as the underlying liquidity provider.
- **MM & Arbitrage Groups:** Targeting cross-platform arbitrageurs and Tier-2 exchange Market Makers (e.g., Binance MM1-MM3 levels) using fee differentials and low capital entry thresholds to boost liquidity.

AI Ecosystem & Innovative Models

- **AI Trading Ecosystem:** Partnering with AI Agent aggregators and automation plugins (e.g., Claude Code, OpenClaw) to develop "Trading Skill Packs" for natural language order entry.
- **Prop Firm Innovation:** Targeting self-funding traders with an FTMO-style challenge model using "Futures Trial Funds + CoinEx Pay" to activate idle funds and identify quality signals.

Legacy Resource Activation

- **"Old Friends Return" Program:** Re-engaging former top ambassadors and KOLs (specifically in regions like Dubai and Turkey) through offline PR (Tea & Talk) and customized feedback mechanisms.

Professional trader team

- Strategy & Algo traders: No trading pair limit, no strategy limit, HFT or MFT, Arbitrage, all okay. Quantitative trader, algo trader, HFT researcher

If you think you have special resources to do this, just tell us.

2. To Learn about CoinEx

1) Is CoinEx a scam exchange platform?

CoinEx established in 2017, we have kept operating healthily for nearly 9 years.

Here are some comparisons between other exchange:

App Performance Jul 2025 - Jul 2025 (1 Month) Worldwide

Performance Overview Jul 2025 Worldwide

App	Store Downloads	Ranking	Ratings	Monthly Active Users	Daily Stickiness
CoinEx: Buy Bitcoin & C... CoinEx	43.84K ↓ 22.89%	Ranked in 11 countries in Finance, Top Free	This feature isn't included in your current plan. Please contact your account manager to explore upgrade options.	1.06M ↑ 18.89%	14.17% ↓ 3.65%
BingX Trade BTC, Buy C... BINGX GROUP LIMITED	170.99K ↑ 33.31%	Ranked in 65 countries in Finance, Top Free		1.42M ↓ 13.52%	19.52% ↑ 5.66%
KuCoin: Buy Bitcoin & C... KuCoin	95.01K ↓ 29.23%	Ranked in 70 countries in Finance, Top Free		2.13M ↓ 11.64%	13.97% ↓ 5.5%
MEXC: Buy Bitcoin BTC ... MEXC Ltd	659.57K ↑ 1.25%	Ranked in 136 countries in Finance, Top Free		3.48M ↓ 8.05%	20.66% ↑ 20.46%
Gate: Trade BTC & ETH Gate Global, Corp.	122.55K ↓ 10.17%	Ranked in 42 countries in Finance, Top Free		1.4M ↓ 10.48%	17.5% ↓ 3.25%

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Bitget - Buy & Sell Crypto BG LIMITED	230.47K ↑ 4.37%	Ranked in 131 countries in Finance, Top Free		4.68M ↑ 2.41%	19.34% ↓ 2.26%
LBank - Buy Bitcoin & C... LBank	32.31K ↓ 4.06%	Ranked in 13 countries in Finance, Top Free		455.5K ↓ 6.93%	9.14% ↑ 9.24%
BitMart: Buy Bitcoin & C... GBM Foundation Company	21.92K ↑ 45.35%	Ranked in 1 countries in Finance, Top Free		181.29K ↑ 31.01%	11% ↓ 11.88%
CoinW - Buy BTC, ETH ... CoinW.SGP	11.7K ↑ 23.94%	Ranked in 4 countries in Finance, Top Free		32.33K ↓ 44.29%	8.68% ↑ 20.63%

2) Is CoinEx safe for traders?

Here are the assets of POR(proof of Reserve) and hot wallet assets:

[Proof of Reserve | CoinEx - The Global Cryptocurrency Exchange](#)
[CEX Rankings - Transparency & Proof of Reserves - DefiLlama](#)

3) How to invite users as ambassadors on CoinEx?

Login your account and find your referral link here:

[Invite friends to register Earn top-tier referral rewards together](#)

Give the refer link to them like this:

<https://www.coinex.com/register?rc=vuabg&channel=Referral> (This is mine, use yours.)

4) How to check the commission and numbers I have invited?

all the numbers you should know are here:

[Invite friends to register Earn top-tier referral rewards together](#)

5) If I meet some problems, who should I contact?

About assets problem, pls use the customer service, there are 7*24 online CoinEx Support.
About the ambassador problem, pls contact your BD.

6) Is there any other business for CoinEx?

Yes, we also have a mining pool called ViaBTC:

[ViaBTC | Your All-in-one Crypto Mining Pool](#)

There are over 1M online miners and 13% hashrate of BTC mining.