

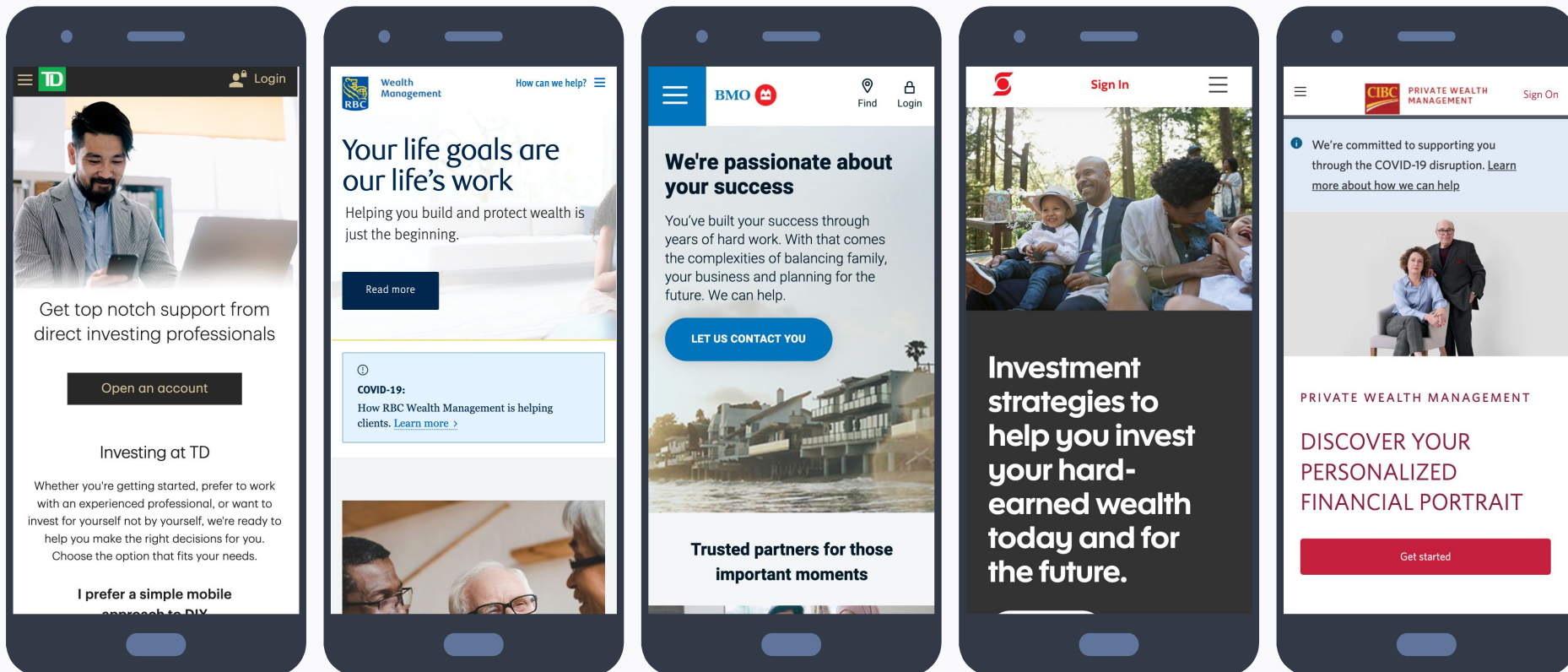


Scotiabank

**How Canadian Banks Promoted
Their Wealth Management Services
in Q1-Q2 2021**

Financial Services

All Canadian Big 5 banks maintain elaborate sections about private wealth management services on their websites.



Amongst the Big 5, RBC receives the highest volume of monthly traffic to its wealth management domain — 427,635 visits in May 2021, which is **+308%** more compared to May 2020.

	TD Invest	RBC Wealth Management	BMO Private Wealth	Scotia Bank Wealth Management	CIBC Private Wealth Management
Domain	TD locates its Invest section on the main td.com/invest domain.	RBC has a separate domain to publish information about its wealth management services: rbcwealthmanagement.com.	BMO doesn't upkeep a separate domain but keeps all of its services at bmo.com/privatewealth.	Similarly to RBC, Scotia bank has a separate domain for its wealth management clients: scotiawealthmanagement.com.	Just like TD and BMO, CIBC doesn't have a separate domain and uses .../private-wealth-management.html to describe its wealth management offerings.
Monthly visits* (May 2021)	43,290	427,635	18,839	<5K	<5K
YoY Change (vs. May 2020)	-37%	+308%	+29%	n/a	n/a
Traffic source	Organic search - 45%	Referrals - 43% (from royalbank.com)	Organic search – 42%	n/a	n/a

*Monthly visits to the wealth management section of the website

Only TD and RBC ran ads* to their wealth management domains. TD invested \$167,030 to drive traffic via paid advertising to its wealth management domain between Jan. – Jun. 2021.

	TD Invest	RBC Wealth Management	BMO Private Wealth	Scotia Wealth Management	CIBC Private Wealth Management
Wealth Management spend (Jan. – Jun. 2021)	\$167,030	\$3,183	\$0	\$0	\$0
Total digital ads spend (Jan. – Jun. 2021)	\$14,774,236	\$10,967,864	\$16,041,848	\$9,680,426	\$6,895,520

*Spend is directional and excludes search and LinkedIn ads

89% of TD's advertising dollars allocated to promote its wealth management services were invested into Facebook ads.



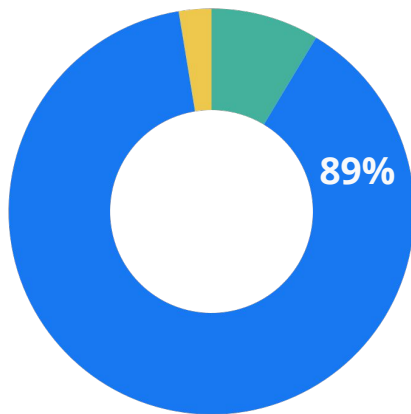
\$167,030

Total digital ads spend
(Jan. '21 — Jun. '21)
directing to the TD
Wealth Management
page

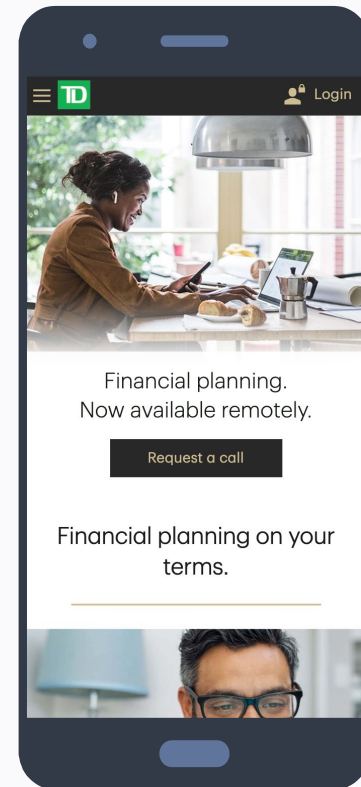


Budget Distribution by Advertising Channel

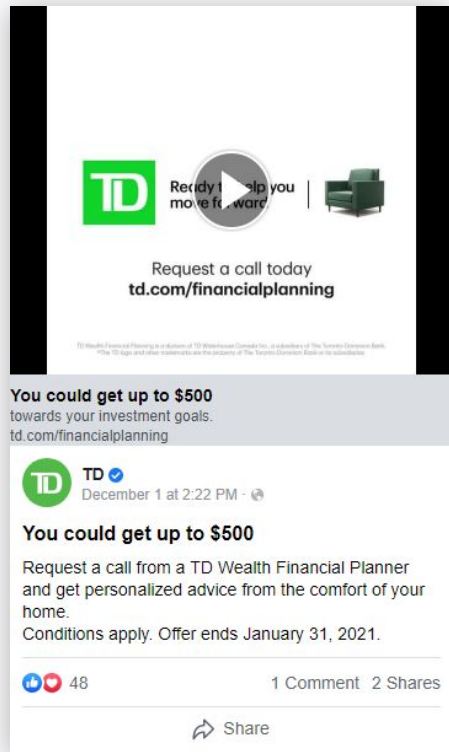
Q1 – Q2 2021



- Facebook — **\$148,290**
- Desktop display — **\$14,405**
- Mobile display — **\$4,335**



Top **Facebook** ads called prospective clients to connect with a TD Wealth Financial Planner to get personalized financial advice online.



This Facebook ad for TD Wealth Financial Planning features a white background. At the top, it displays the TD logo, a play button icon, and the text 'Ready to help you move forward?' next to a green armchair. Below this, it says 'Request a call today' and 'td.com/financialplanning'. A small disclaimer at the bottom reads: 'TD Wealth Financial Planning is a division of TD Wealth Group (Canada) Inc., a subsidiary of The Toronto-Dominion Bank. *The TD logo and other trademarks are the property of The Toronto-Dominion Bank or its subsidiaries.'

You could get up to \$500
towards your investment goals.
td.com/financialplanning

TD December 1 at 2:22 PM · 🌐

You could get up to \$500

Request a call from a TD Wealth Financial Planner and get personalized advice from the comfort of your home.
Conditions apply. Offer ends January 31, 2021.

👍❤️ 48 1 Comment 2 Shares

🔗 Share

Spend: **\$44K** | Impressions: **8.9M**
CPM: **\$5.00**



This Facebook ad for TD Wealth features a photograph of an elderly woman smiling and hugging a golden retriever. The TD logo is in the bottom right corner of the image.

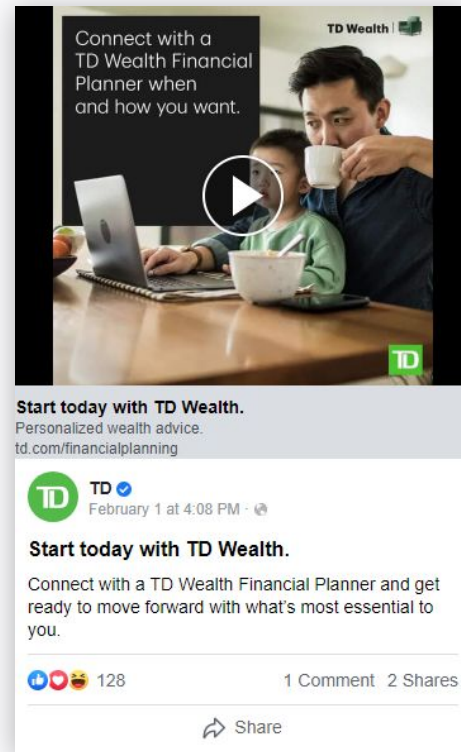
TD March 30 at 2:48 PM · 🌐

What is your Wealth Personality™? Uncover how you make investment decisions with this short assessment.

TD.COM
TD Wealth
See what drives you.

LEARN MORE

Spend: **\$26K** | Impressions: **6.4M**
CPM: **\$4.00**



This Facebook ad for TD Wealth features a photograph of a man and a young boy sitting at a table, both drinking from white mugs. A play button icon is overlaid on the image. The TD logo is in the bottom right corner of the image.

TD February 1 at 4:08 PM · 🌐

Start today with TD Wealth.
Personalized wealth advice.
td.com/financialplanning

Start today with TD Wealth.

Connect with a TD Wealth Financial Planner and get ready to move forward with what's most essential to you.

👍❤️😂 128 1 Comment 2 Shares

🔗 Share

Spend: **\$5.7K** | Impressions: **1.1M**
CPM: **\$4.00**

TD spent 67% of its **desktop display** budget to place ads on The Globe and Mail. The top 5 placement websites accounted for 91% of the overall desktop display budget.



Spend: **\$884**
Impressions: **577K**
CPM: **\$1.50**

Spend: **\$348**
Impressions: **50K**
CPM: **\$7.00**



Top 5 Placement Websites

theglobeandmail.com \$9,681

gocomics.com \$1,248

mangafox.me \$917

reddit.com \$844

bbc.com \$361

Top 5 website account for 91% of total desktop display spend.

Spend: **\$4.2K** | Impressions: **171K**
CPM: **\$24.80**

The Globe and Mail remained a preferred placement website for **mobile display** ads — 26% of the total channel budget was invested into this news portal.



Speak to us in a branch or from the comfort of your home.

TD Wealth

Learn more

SPONSOR CONTENT

Financial Resiliency

Making decisions around your retirement dream

Read more »

Spend: **\$567** | Impressions: **20K**
CPM: **\$27.90**

与道明财富
财务顾问联系，
准备向您的
梦想迈进。

TD

预约会面

Spend: **\$292** | Impressions: **66K**
CPM: **\$4.4**

Speak to a Financial Planner from the comfort of your home.

TD Wealth

TD

Connect with us virtually

Spend: **\$219** | Impressions: **23K**
CPM: **\$9.50**



Top 5 Placement Websites

theglobeandmail.com	\$1,141
gocomics.com	\$568
kijiji.ca	\$379
creaders.net	\$359
cbc.ca	\$219

Top 5 website account for 62% of total mobile display spend.

RBC invested a modest amount of \$3,184 to run ads to its wealth management domain (rbcwealthmanagement.com) in Q1 and Q2 of 2021.



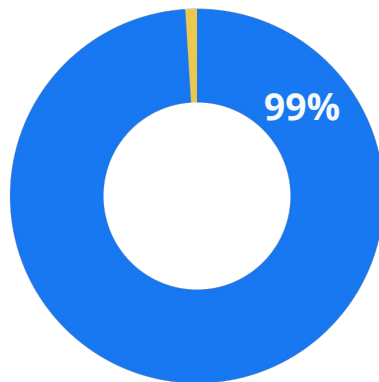
\$3,183



Total digital ads spend (Jan. '21 — Jun. '21) directing to RBC Wealth Management domain.

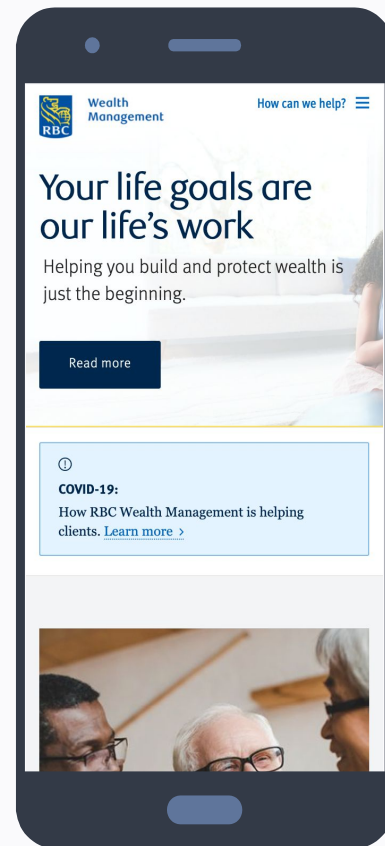
Budget Distribution by Advertising Channel

Q1 – Q2 2021



● Facebook — **\$3,167**

● Mobile display — **\$17**



RBC ads aimed to appeal to emotions and promised to “help you [clients] grow more than wealth.”

 RBC Wealth Management

Barber shares why he has hired a corporate executor to carry out executor duties and explains how to do the same.





 Wealth Management
Royal Trust

RBCWEALTHMANAGEMENT.COM
The Wealthy Barber on how a corporate executor helps family...

LEARN MORE

Spend: **\$422** | Impressions: **84K**
CPM: **\$5.03**

 RBC Wealth Management

May 5 at 9:10 PM · 🌐

Planning for your future will make you more confident about getting there. Learn how an RBC Wealth Management can help you get started.



Your life goals are our life's work.

 Wealth Management

RBCWEALTHMANAGEMENT.COM
Learn about our approach
RBC Wealth Management serves the ne...

LEARN MORE

Spend: **\$428** | Impressions: **106K**
CPM: **\$4.02**

 RBC Wealth Management

March 22 at 3:21 PM · 🌐

The best returns are more than financial. Learn how we can help you grow more than wealth. Start now.



Let's plan your next chapter together.

 Wealth Management

RBCWEALTHMANAGEMENT.COM
Learn about our approach
RBC Wealth Management serves the ne...

LEARN MORE

Spend: **\$581** | Impressions: **145K**
CPM: **\$4.02**

 RBC Wealth Management

March 22 at 3:21 PM · 🌐

Learn how RBC Wealth Management can help you grow more than wealth. Let's plan your next chapter together.



The best returns are more than financial.

 Wealth Management

RBCWEALTHMANAGEMENT.COM
Learn about our approach
RBC Wealth Management serves the ne...

LEARN MORE

Spend: **\$1.7K** | Impressions: **432K**
CPM: **\$4.02**

Key Takeaways

TD and RBC are the only two banks amongst the Canadian Big 5 that ran digital ads to their wealth management services domains in the first two quarters of 2021. TD allocated \$167K to promote its private wealth management, while RBC invested only \$3K.

Budget Allocation — Both TD And RBC Invest Majority of Their Budgets Into Facebook Ads: RBC allocated almost all of its available budget to run Facebook ads. TD invested 89% of its allocated budget into this platform, distributing the rest between desktop (9%) and mobile (2%) display ads. TD chose to place its ads primarily on The Globe and Mail — 67% of the desktop display and 26% of the mobile display budget was allocated to run the ads on this news platform.

Messaging — TD Ads Continued to Call Prospects to Connect Virtually (“from the comfort of your home”): Virtual consultations were a big focus for many Canadian banks in 2020 when COVID-19 locked many in their apartments. TD continued to advertise this service in Q1 and Q2 of 2021 in their Facebook and display ads.

Messaging — RBC Ads Had More of an Emotional Appeal And Promised to “Help You [Clients] Grow More Than Wealth”: RBC aimed to appeal to prospects’ emotions by running Facebook ads that promised clients to become more confident after having their financial future planned.