



Wealth Management

Q1 2020 - Q3 2022

**How RBC Wealth Management Advertised
to High Net-Worth Individuals on Facebook
& Generated 89M Impressions**

Financial Services

FACEBOOK ADS

Key Takeaways

RBC Wealth Management Advertised to High Networth Individuals on Facebook & Generated 89M Impressions from January 2020 to September 2022. Here's how:

Spend vs. Impressions

- RBC Wealth Management spent \$428K on Facebook advertising and received 89M impressions between Jan. 2020 - Sep. 2022. On average, RBC Wealth Management spends \$13K and receives 2.7M impressions on their Facebook ads per month.
- Their Facebook ads spending significantly increased starting in August 2021 and peaked on September 2021, with a 88% YoY increase between 2020 and 2021.

Ad Creative

- 93% of RBC Wealth Management's Facebook ad spend focused on 3 main categories: executor messaging, booking a financial advisor appointment, and caregiver messaging.
- Their largest spend was on [ad ad](#) targeted towards Executors. The ad ran for 6 months (April - September 2022) and cost a total of \$59K to get 13M impressions. The ad converted 7K of traffic to the campaign landing page.

Landing Page

- There are four main landing pages where RBC Wealth Management directs its ad traffic. The Caretaker and Financial Literacy Advice ads lead to blog posts that are a part of the Analysis and Insights section while the BLM Advocacy and Philanthropy ads lead to blog posts that are a part of the Community Involvement section of their website.

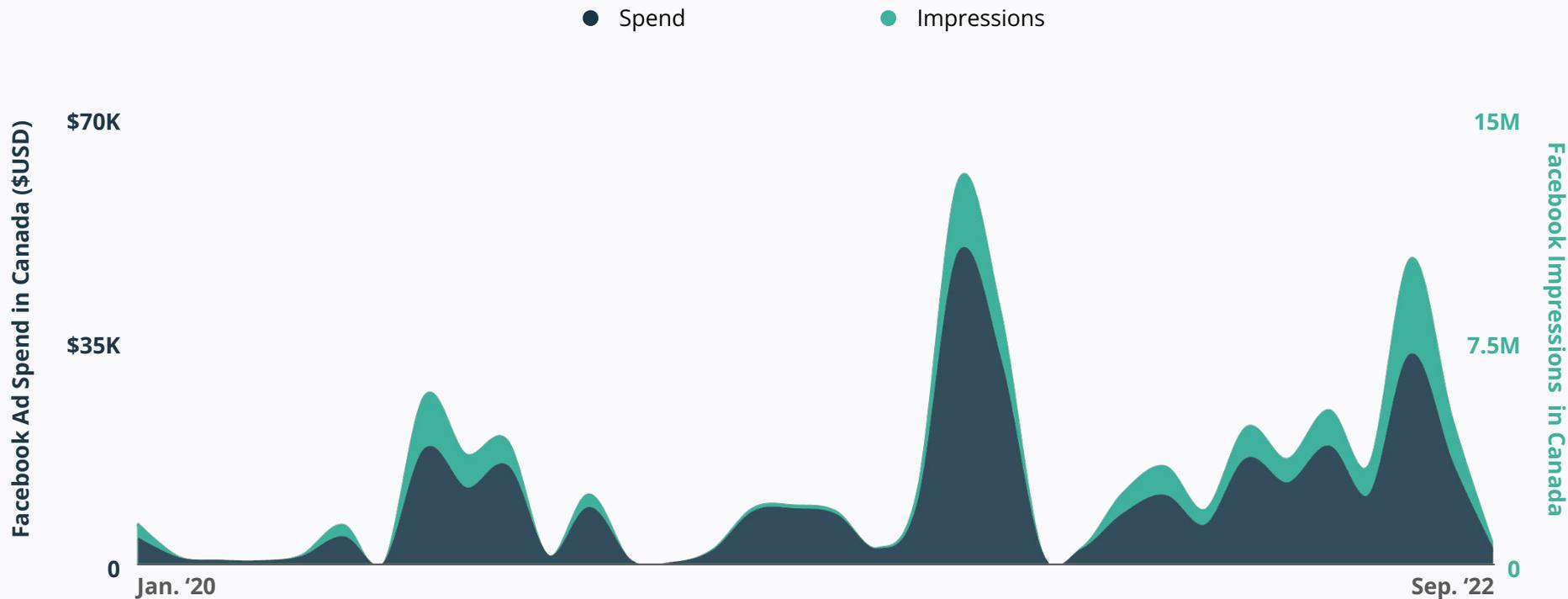
Demographics

- RBC Wealth Management primarily targets Android users (63%) using link post ads (91%). When it comes to ad gender distribution, the ads are equally targeted at females and males.
- 48% of RBC Wealth Management's ad spend on Facebook is targeted at London, Ontario. Coming in after is Toronto (6%), Montreal (5%), and Vancouver (5%)

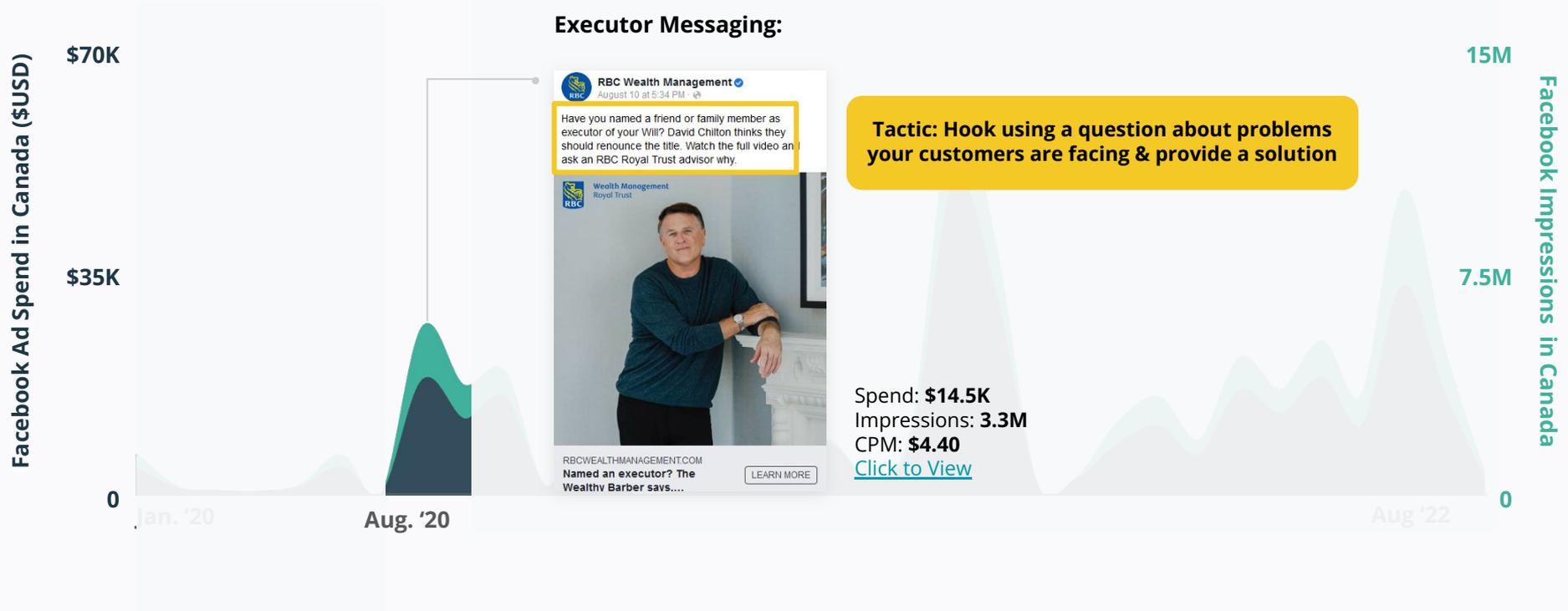
On average, RBC Wealth Management allocates **\$13K** on Facebook ads per month. Their Facebook ad spending significantly increased starting in August 2021 and peaked on **September 2021**, with a **88%** YoY increase between 2020 and 2021.



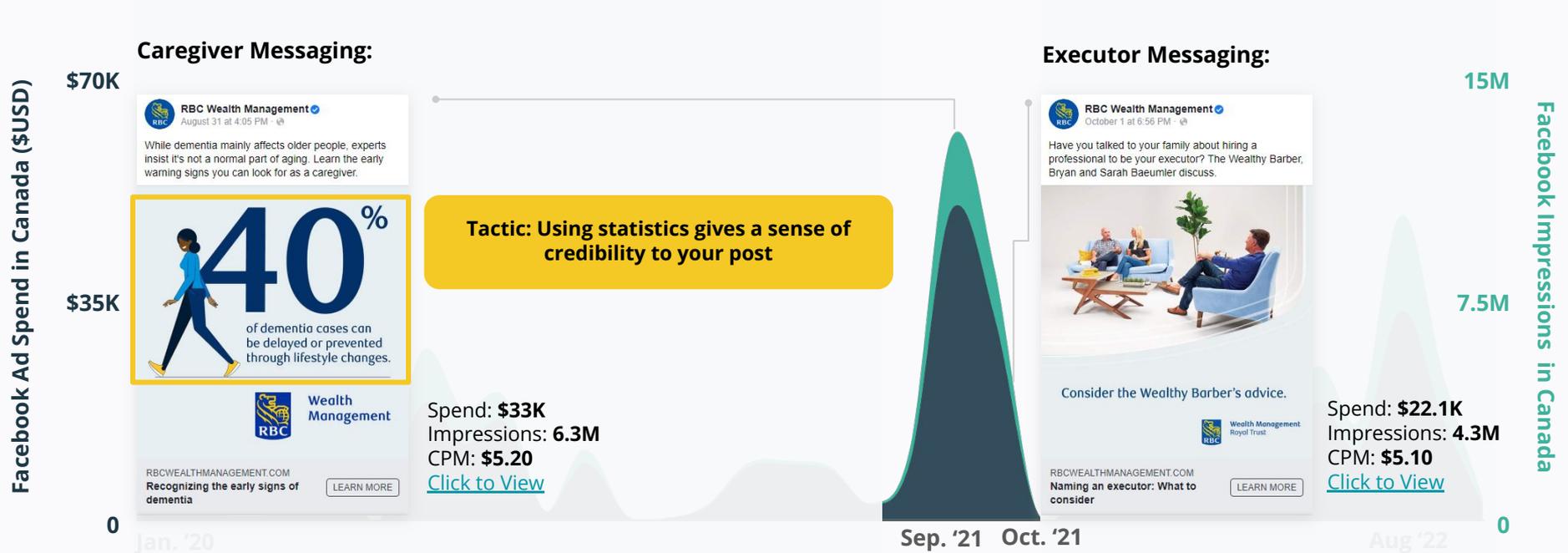
Since January 2020, RBC Wealth Management spent **\$428K** on Facebook advertising and received **89M** impressions. On average, RBC Wealth Management receives **2.7M** impressions on their Facebook ads per month.



In August 2020, RBC Wealth Management's top Facebook ad campaign targeted those who were named as an executor of a will. The ad featured led to a video featuring Bob Chilton.



In September 2021, RBC Wealth Management's top campaigns targeted senior audiences and their families with a campaign about dementia awareness and executorship.



In April to June 2022, RBC Wealth Management's top campaigns targeted people who were named executors of a will or thinking about becoming an executor. The ad on [the right](#) featured Bob Chilton having an authentic conversation with his own father.

Executor Messaging:

Facebook Ad Spend in Canada (\$USD)

\$70K
\$35K
0

RBC Wealth Management
April 28 at 3:03 PM · 🌐

Need help with your executor duties? Our free step by step guide can help.



Free executor checklist

Wealth Management
Royal Trust

RBCWEALTHMANAGEMENT.COM
Get help every step of the way
Artie™ can help calculate the complex... [LEARN MORE](#)

Spend: **\$18K**
Impressions: **3.7M**
CPM: **\$4.90**
[Click to View](#)

RBC Wealth Management
April 5 at 7:19 PM · 🌐

What is it like to be an executor? Watch as the Wealthy Barber and his father, Bob Chilton, discuss the experience.



Wealth Management
Royal Trust

RBCWEALTHMANAGEMENT.COM
The Wealthy Barber's dad on being an executor of a Will [LEARN MORE](#)

Spend: **\$21.3K**
Impressions: **4.4M**
CPM: **\$4.80**
[Click to View](#)

Tactic: Showcase real-life scenarios that your customers are facing & provide a solution

Jan. '20

Apr. '22 Jun. '22

15M
7.5M
0

Facebook Impressions in Canada

In August 2022, RBC Wealth Management's top campaigns both utilized free guides and checklists to incentivize a click.

Executor Messaging:

Facebook Ad Spend in Canada (\$USD)

\$70K

\$35K

0

Jan. '20

Aug. '22

Facebook Impressions in Canada

15M

7.5M

0

RBC Wealth Management
March 25 at 2:46 PM · 🌐

If you have been named as an executor, our free personalized checklist can guide you through each step.

Free step by step guide
to setting an estate

Learn how you can start setting an estate [LEARN MORE](#)

Spent: \$59K
Impressions: 13M
CPM: \$4.50
[Click to View](#)

RBC Wealth Management
May 12 at 6:47 PM · 🌐

Need help with your executor duties? Our free step by step guide can help.

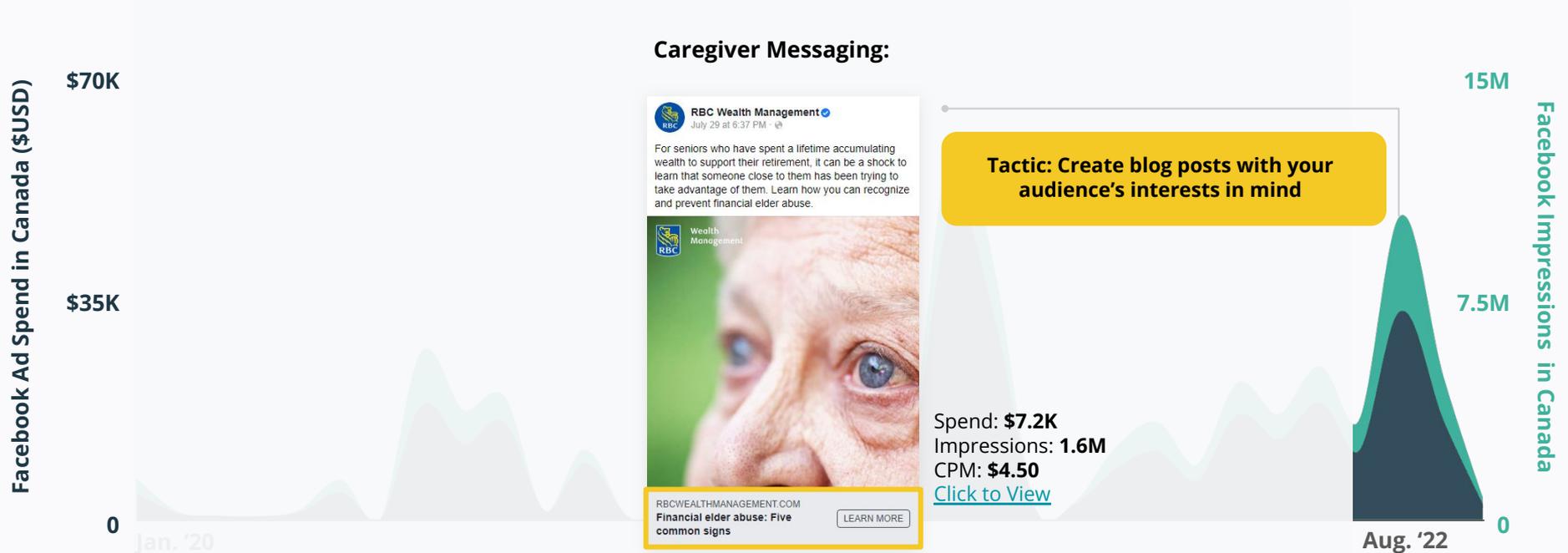
Free executor checklist

Get help every step of the way [LEARN MORE](#)

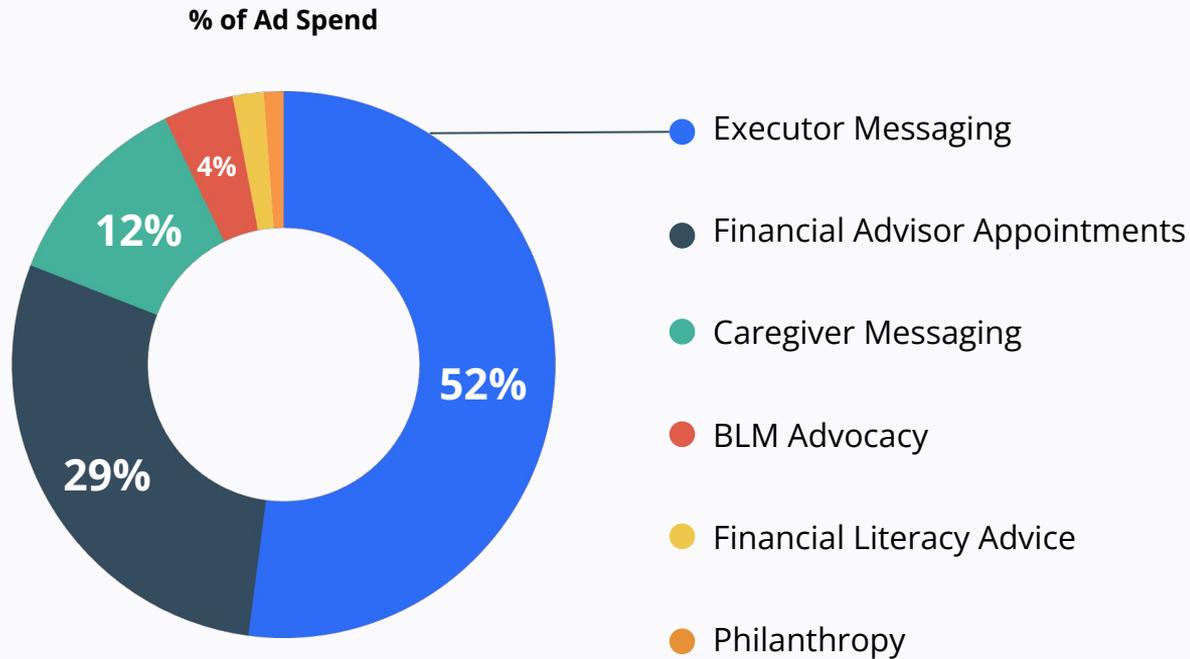
Spent: \$30.2K
Impressions: 6.8M
CPM: \$4.45
[Click to View](#)

Tactic: Funnel your audience by providing a useful & beneficial free tool

In August 2022, RBC Wealth Management's top campaigns targeted families and caregivers of seniors with an ad that lead to a blog post about financial elder abuse.



From January 2020 to September 2022, **93%** of RBC Wealth Management's Facebook ad spend focused on 3 main categories: executor messaging, booking a financial advisor appointment, and caregiver messaging.



Executor Messaging

Spend: **\$59K** | Impressions: **13M**



RBC Wealth Management

March 25 at 2:46 PM

If you have been named as an executor, our free personalized checklist can guide you through each step.

Free step by step guide
to settling an estate



Wealth Management
Royal Trust

RBCWEALTHMANAGEMENT.COM

Learn how you can start settling
an estate

LEARN MORE

[Click to view](#)

Examples of RBC Wealth Management’s ad copy by total spend are broken down below:



Executor Messaging

If you have been named as an executor, our free personalized checklist can guide you through each step.

[Click to View](#)



Financial Advisor Appointments

For questions about your money – big or small – book a Check In with an RBC Advisor.

[Click to View](#)



Financial Literacy Advice

Here are nine financial “to-dos” that can help put you on the right track to achieving your goals.

[Click to View](#)

\$207K

\$115K

\$47K

\$16K

\$7K



Caregiver Messaging

While dementia mainly affects older people, experts insist it's not a normal part of aging. Learn the early warning signs you can look for as a caregiver.

[Click to View](#)



BLM Advocacy

Read the story of Dr. Pearleen Oliver - and how her voice made a difference in the lives of Black Canadians.

[Click to View](#)



Philanthropy

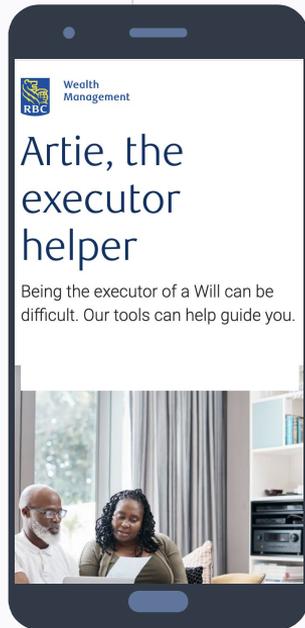
The digital pivot for Art Toronto 2020 is bigger than the present moment we're living in. Learn how RBC hopes to continue supporting the arts and artists during the pandemic and beyond.

[Click to View](#)

\$5K

There are four main landing pages where RBC Wealth Management directs its ad traffic. The Caretaker and Financial Literacy Advice ads lead to blog posts within the [Analysis and Insights](#) section, while the BLM Advocacy and Philanthropy ads lead to blog posts within the [Community Involvement](#) section.

● *Executor Messaging* ● *Financial Advisor Appointments* ● *Caretaker Messaging* ● *BLM Advocacy* ● *Financial Literacy Advice* ● *Philanthropy*



[Landing page](#)



[Landing page](#)



[Landing page](#)



[Landing page](#)

RBC Wealth Management spent the largest amount on [this ad](#) targeted towards Executors. The ad ran for 6 months (April - September 2022) and cost a total of **\$59K** and generated **13M** impressions. The ad converted a traffic of **7K** to the campaign landing page.

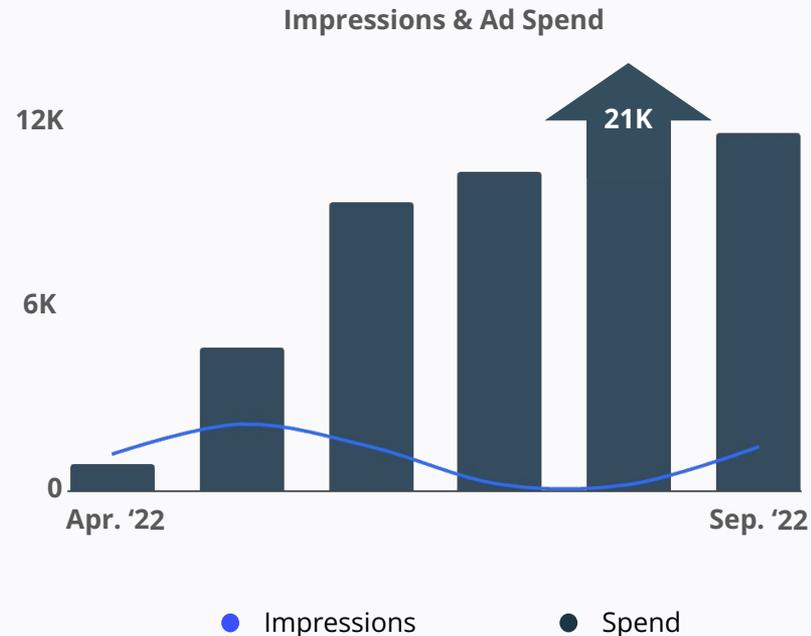


Ad Spend
\$59K



[Landing page](#)

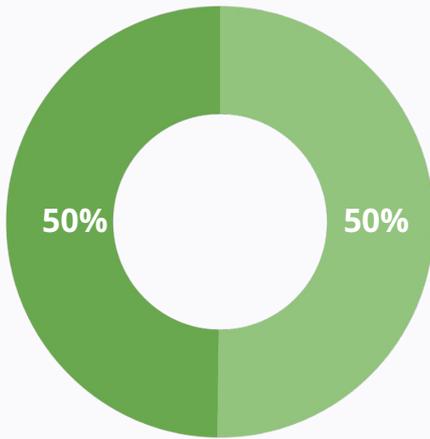
Web Traffic
7K



● Impressions ● Spend

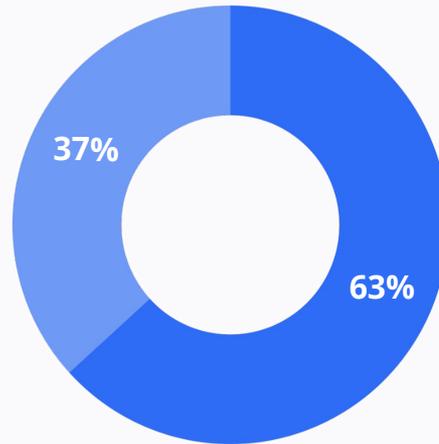
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Gender Distribution



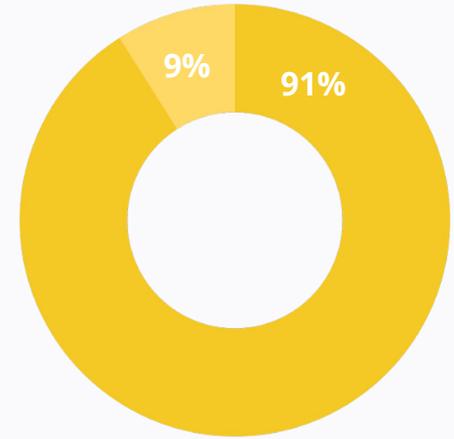
● Female ● Male

System Distribution



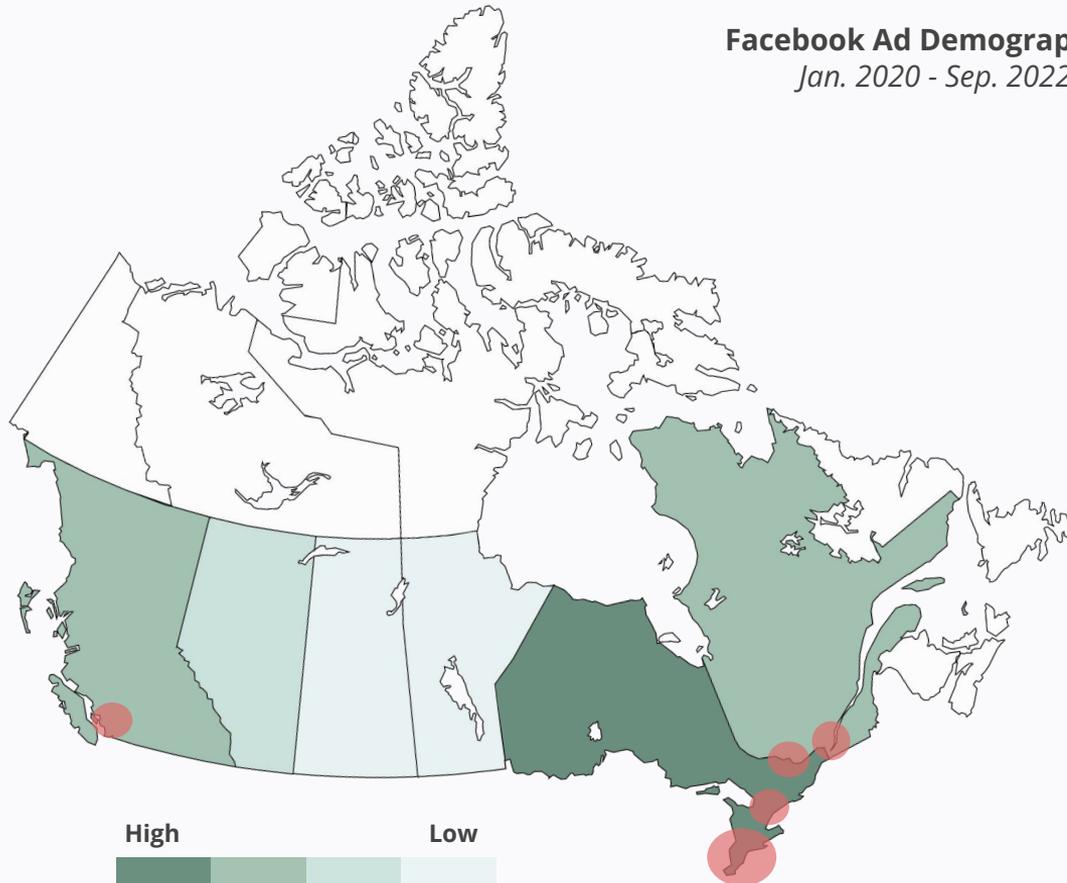
● Android ● iOS

Creative Type Distribution



● Video ● Link

48% of RBC Wealth Management's ad spend on Facebook is targeted at **London, Ontario**.



**Geo Distribution Breakdown
by Total Ad Spend**

London	48%
Toronto	6%
Montreal	5%
Vancouver	5%
Ottawa	4%
Calgary	2%
Edmonton	2%
Halifax	1%
Kelowna	1%