

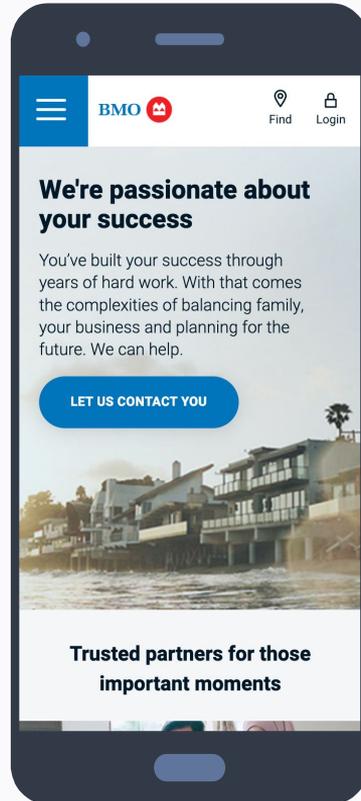
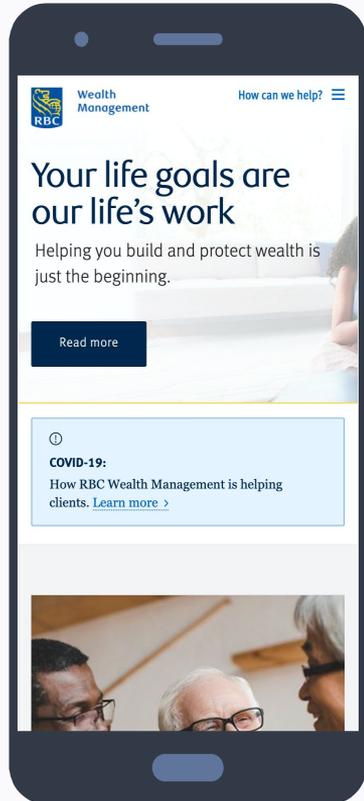
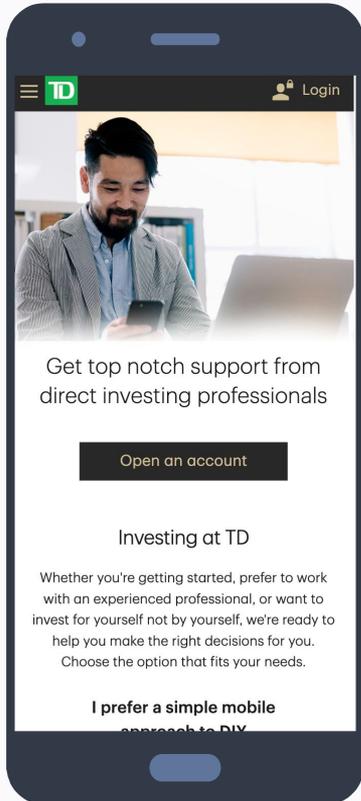


**Scotiabank**

**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.

|                               | <b>TD</b><br>Invest   | <b>RBC</b><br>Wealth<br>Management  | <b>BMO</b><br>Private<br>Wealth  | <b>Scotia Bank</b><br>Wealth<br>Management   | <b>CIBC</b><br>Private Wealth<br>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*<br>(May 2021) | 43,290  | <b>427,635</b>  | 18,839   | <5K  | <5K  |
| YoY Change<br>(vs. May 2020)  | <b>-37%</b>   | <b>+308%</b>  | <b>+29%</b>  | n/a  | n/a  |
| Traffic source                | Organic search - 45%  | Referrals - 43%<br>(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.

|   | <b>TD</b><br>Invest | <b>RBC</b><br>Wealth<br>Management | <b>BMO</b><br>Private<br>Wealth | <b>Scotia</b><br>Wealth<br>Management | <b>CIBC</b><br>Private Wealth<br>Management |
|---|---------------------|------------------------------------|---------------------------------|---------------------------------------|---|
| Wealth<br>Management<br>spend<br>(Jan. – Jun. 2021) | <b>\$167,030</b>    | \$3,183                            | \$0                             | \$0                                   | \$0   |
| Total digital ads<br>spend<br>(Jan. – Jun. 2021)    | \$14,774,236        | \$10,967,864                       | <b>\$16,041,848</b>             | \$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.



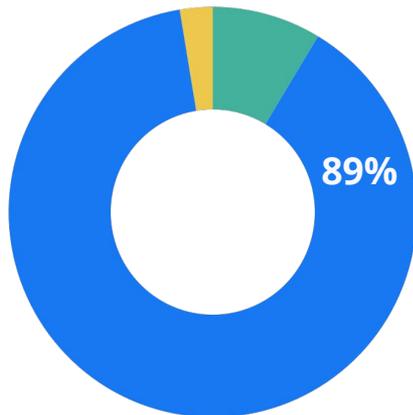
**\$167,030**



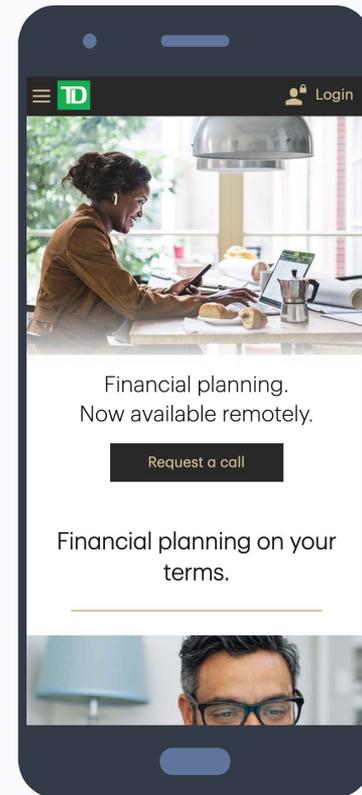
Total digital ads spend  
(Jan. '21 — Jun. '21)  
directing to the TD  
Wealth Management  
page

### 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.



**You could get up to \$500**  
towards your investment goals.  
[td.com/financialplanning](https://td.com/financialplanning)



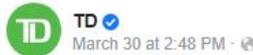
**You could get up to \$500**

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**



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**



**Start today with TD Wealth.**  
Personalized wealth advice.  
[td.com/financialplanning](https://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

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.

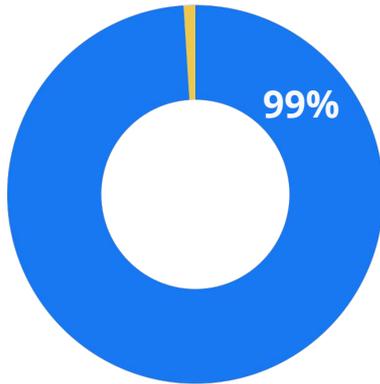


**\$3,183**

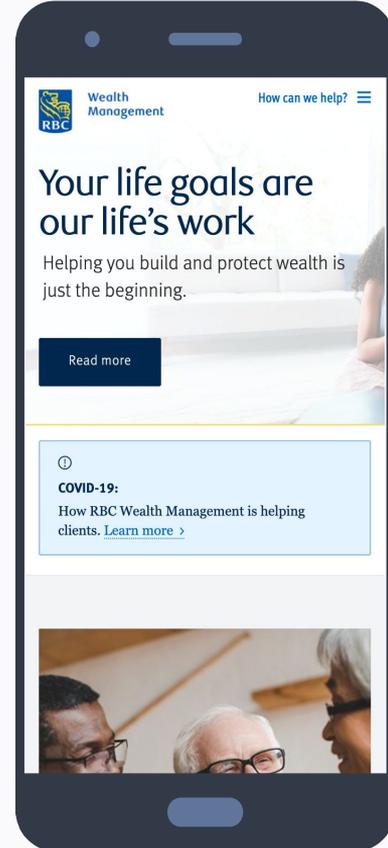


### Budget Distribution by Advertising Channel

Q1 - Q2 2021



- Facebook — **\$3,167**
- Mobile display — **\$17**



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

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



**RBC Wealth Management** ✓  
Member shares why he has hired a lawyer to carry out executor duties and explains how we can help you do the same.

**RBC Wealth Management**  
Royal Trust

RBCWEALTHMANAGEMENT.COM  
The Wealthy Barber on how a corporate executor helps family... [LEARN MORE](#)



**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.

**RBC Wealth Management**

RBCWEALTHMANAGEMENT.COM  
Learn about our approach [LEARN MORE](#)  
RBC Wealth Management serves the ne...



**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.

**RBC Wealth Management**

RBCWEALTHMANAGEMENT.COM  
Learn about our approach [LEARN MORE](#)  
RBC Wealth Management serves the ne...



**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.

**RBC Wealth Management**

RBCWEALTHMANAGEMENT.COM  
Learn about our approach [LEARN MORE](#)  
RBC Wealth Management serves the ne...

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

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

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

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.