TD Bank capitalizes on rising demand for investment products

Company Overview

TD Bank is one of Canada's largest financial institutions and is among the top 10 in North America

> "'The proof of the pudding is in the eating,' and we're always driving performance. We have a joint business objective, and that's what's important in advertising in a platform. Quantcast has helped us in many different ways to address challenges."

VIVIANA MACHADO
VP, DIGITAL MARKETING CAPABILITIES AND INNOVATION, TD BANK

CHALLENGE

TD Bank strives to give its customers "the confidence to thrive in a changing world," and the pandemic created a new challenge for achieving that goal. They needed to understand key changes in consumer behavior and anticipate new trends, so they could meet their customers' needs.

SOLUTION

In 2020, during the early days of the pandemic, TD Bank saw a heavy rise in investment products. Using the Quantcast Platform, powered by Ara™, our AI and machine learning engine, they were able to understand real-time changes in consumer behavior and get ahead of the trend.

RESULTS

By watching for key changes in consumer behavior, TD Bank was able to lean into the increase in usage on their online trading platform to capitalize on the rising demand for investment products. This includes understanding and activating new audiences who were new to investment and open to TD Bank's "confidence" messaging. One year later, they continue to see this growth.