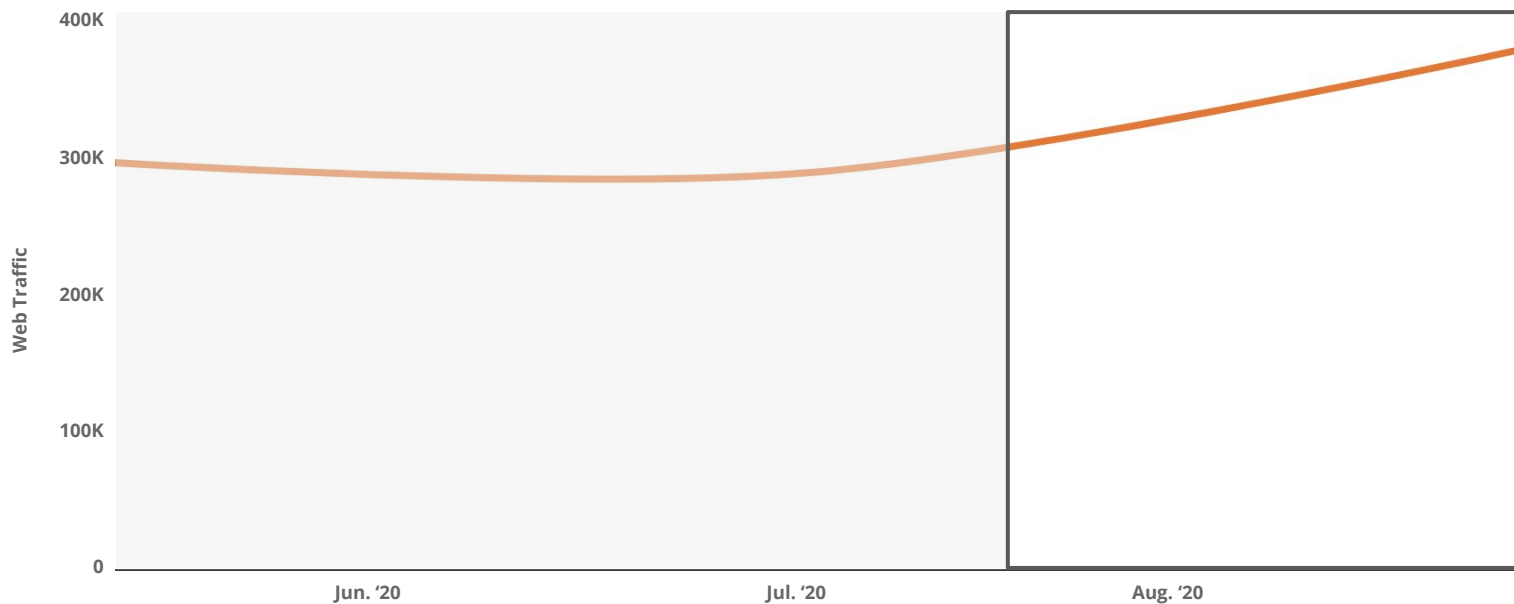


**Personalizing Paid Search**  
Financial Services

TD's Paid Search traffic increased **+28% MoM** in August.



\*Based on desktop data only



# Top ads\* in August focused on farm land financing, welcome offers, account opening promotions, and direct investing support.

## Industry Specific

**Farm Land Financing** with TD - TD Agriculture Solutions

[www.td.com/financing/agriculture](http://www.td.com/financing/agriculture)

TD Can Help You Expand Your Operations, Finance Equipment, Quota or Livestock. Learn More. Guaranteed Govt. Loans. \$10K & Up Operating Lines. Earn Travel Rewards. Unsecured Loan Up To \$50K. Finance farm equipment. Prepare for succession.

Target keywords: "agtech and financialization" | [Landing page](#)

## Welcome Offer & Sign-Up Incentive

**TD Cash Back Visa Infinite®** - **Welcome Offer Ends 9/8/20**

[www.td.com/cash-back-visa/infinite-offer](http://www.td.com/cash-back-visa/infinite-offer)

**Earn 10% Cash Back Dollars On Purchases For The 1st 3 Months** Up To \$2K Spend. Conds Apply. 1st Year No Annual Fee For Primary & Additional Cardholders Valued At \$170 Conds Apply. Shop With Confidence. Learn About Card Security. Everyday Services.

Target keywords: "bank of america credit card" | [Landing page](#)

## Sense of Urgency & Support

**TD Self Directed Investing** - **Open An Account Online Today**

[www.td.com/](http://www.td.com/)

Feature-rich Platforms, Exclusive Research and Getting Started Education. Open an Account. Ready to Take Control of Your Investments? Our Trading Platforms Make it Easy. **Start Now.**

**Knowledgeable support. 24/7 telephone support.** Powerful online tools.

Target keywords: "alterna bank tfsa" | [Landing page](#)

## Budget Focus

**TD Budgeting Tools** - **Get Tips To Plan Your Savings**

[www.td.com/](http://www.td.com/)

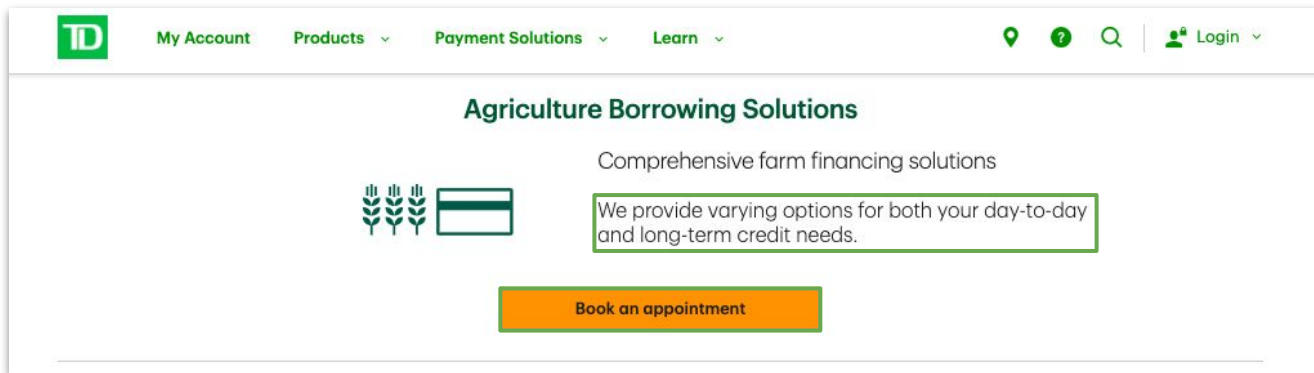
Our Savings Tips And Tools Can Help You Feel More Confident About Financial Planning. Take The Stress Out Of Building A Savings Plan. Our Budget Planning Tools Can Help.

Target keywords: "budget calculator" | [Landing page](#)

\*Top ads have an average ad position of 3 or higher in the SERP for the time period analyzed.

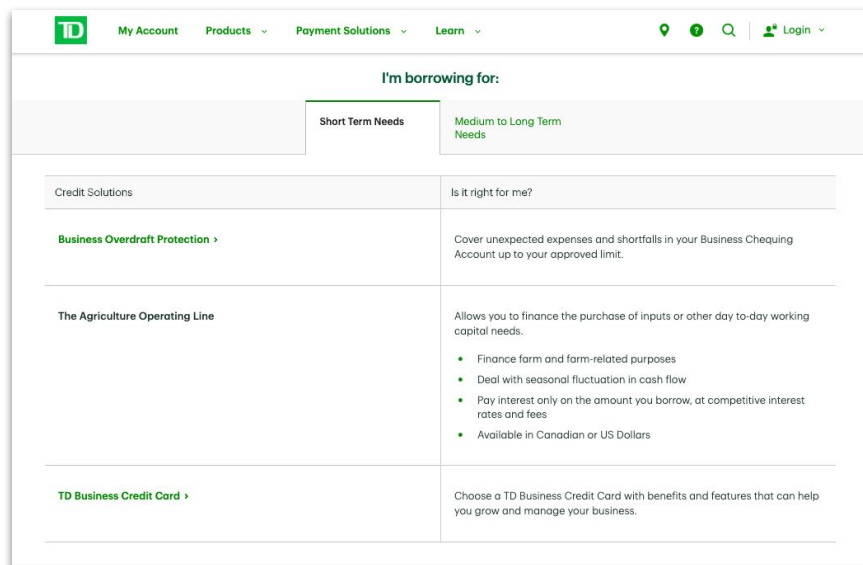


Looking closer at a Paid Search ad landing page, the [Farm Land Financing landing page](#) starts with a CTA to book an appointment while highlighting that TD can help with both “day-to-day and long term credit needs.”



It then provides an option to get different credit solution information based upon whether the customer's needs are short or long term.

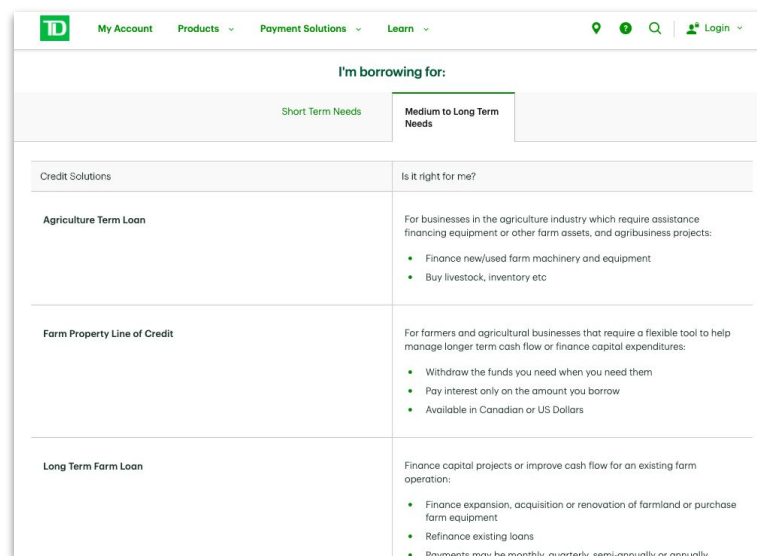
### Short Term



The screenshot shows the TD website interface for 'Short Term' credit needs. The navigation bar includes 'My Account', 'Products', 'Payment Solutions', and 'Learn'. The main heading is 'I'm borrowing for:' with two tabs: 'Short Term Needs' (selected) and 'Medium to Long Term Needs'. Below this is a table of credit solutions.

Credit Solutions	Is it right for me?
<a href="#">Business Overdraft Protection &gt;</a>	Cover unexpected expenses and shortfalls in your Business Chequing Account up to your approved limit.
<b>The Agriculture Operating Line</b>	<p>Allows you to finance the purchase of inputs or other day-to-day working capital needs.</p> <ul style="list-style-type: none"> <li>Finance farm and farm-related purposes</li> <li>Deal with seasonal fluctuation in cash flow</li> <li>Pay interest only on the amount you borrow, at competitive interest rates and fees</li> <li>Available in Canadian or US Dollars</li> </ul>
<a href="#">TD Business Credit Card &gt;</a>	Choose a TD Business Credit Card with benefits and features that can help you grow and manage your business.

### Medium to Long Term

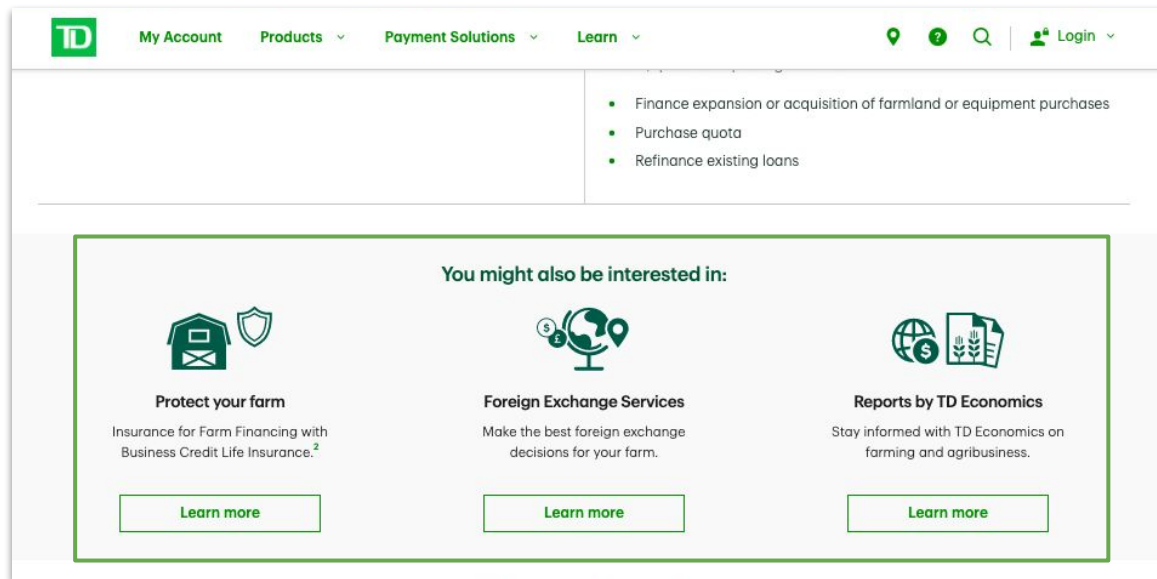


The screenshot shows the TD website interface for 'Medium to Long Term' credit needs. The navigation bar is identical to the 'Short Term' view. The main heading is 'I'm borrowing for:' with two tabs: 'Short Term Needs' and 'Medium to Long Term Needs' (selected). Below this is a table of credit solutions.

Credit Solutions	Is it right for me?
<b>Agriculture Term Loan</b>	<p>For businesses in the agriculture industry which require assistance financing equipment or other farm assets, and agribusiness projects:</p> <ul style="list-style-type: none"> <li>Finance new/used farm machinery and equipment</li> <li>Buy livestock, inventory etc</li> </ul>
<b>Farm Property Line of Credit</b>	<p>For farmers and agricultural businesses that require a flexible tool to help manage longer term cash flow or finance capital expenditures:</p> <ul style="list-style-type: none"> <li>Withdraw the funds you need when you need them</li> <li>Pay interest only on the amount you borrow</li> <li>Available in Canadian or US Dollars</li> </ul>
<b>Long Term Farm Loan</b>	<p>Finance capital projects or improve cash flow for an existing farm operation:</p> <ul style="list-style-type: none"> <li>Finance expansion, acquisition or renovation of farmland or purchase farm equipment</li> <li>Refinance existing loans</li> <li>Payments may be monthly, quarterly, semi-annually or annually</li> </ul>



**TD then suggests other products that they offer related to farming such as insurance, foreign exchange services, and industry specific reports.**





Last, TD outlines the items needed to apply as well as a few ways for the customer to apply based upon their preferences.

My Account Products ▾ Payment Solutions ▾ Learn ▾ Login ▾

### What you need to apply

To ensure the prompt processing of your application for credit, the following documents<sup>3</sup> are typically required by your TD Business Banking Specialist:

- **Personal earnings**  
Confirmation of income using Notices of Assessment for the most recent two-year period
- **Personal net worth statement**  
Statements to confirm investments/deposits (held outside TD)
- **Business earnings**  
Financial statements for the most recent two-year period or your business plan
- **Agreement of Purchase and Sale for real estate**  
Signed documentation to confirm real estate transactions (if applicable)

### Ways to apply

#### Book an appointment

Meet with an Agricultural Specialist in person at the branch closest to you.

[Book now](#)

#### Find an Agricultural Specialist

Schedule a visit with one of our local Agricultural Specialists.

[Find a specialist](#)

#### Call us

Our banking specialists are ready to answer your questions.

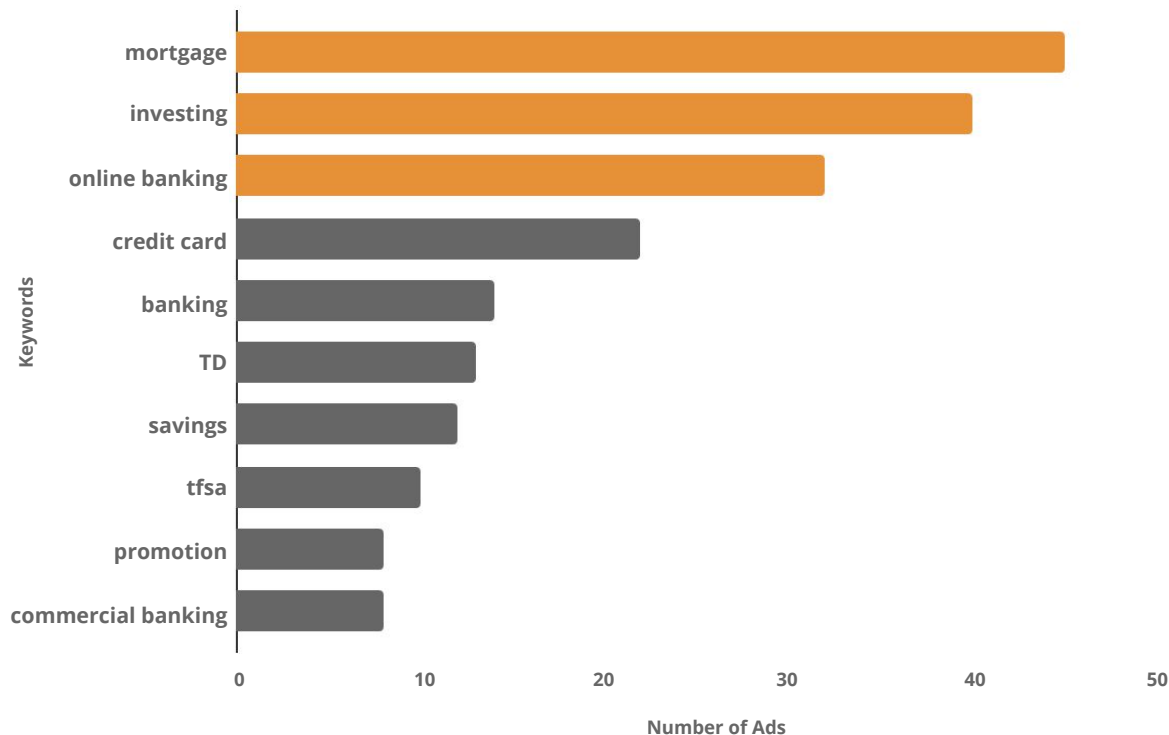
1-866-222-3456

[^ Top](#)





**The majority of TD's paid search ad keywords in August focused on their mortgage, investing, and online banking offerings.**



\*Based on the top 250 paid keywords in August

# Key Takeaways

## From the TD Paid Search Case Study

**Tactic — Paid Search Focus On Mortgage, Investing, & Online Banking Keywords:** TD focused a significant number of its Paid Search ads on keywords associated with mortgages, investing, & online banking. These are all areas that have been affected by COVID which may be why TD is focusing a majority of their ads on these topics.

**Tactic — Test Urgency Elements in Ad Copy:** TD is invoking a sense of urgency in their Paid Search ads by including copy such as “open an account online today” or “start now.” This is meant to elicit potential customers to embark upon the sign-up process that moment instead of differing it to later which may result in the sign up not happening.

**Tactic — Easy & Informative Applications:** TD’s Paid Search landing pages are set up to be both informative and provide an easy application experience. The pages are clear with customizable elements that provide tailored information meant to help the potential customer with their decision.

**Tactics — Test Branded vs. Non-Branded Keyword Targeting:** Including branded terms in paid search keywords narrows the targeting of your ads to those searching for your brand & the specific product. This can help increase conversions as the customer is directed to the landing page of your choice, rather than the page Google deems is best.