

**CIBC**

**TD**



**BMO**

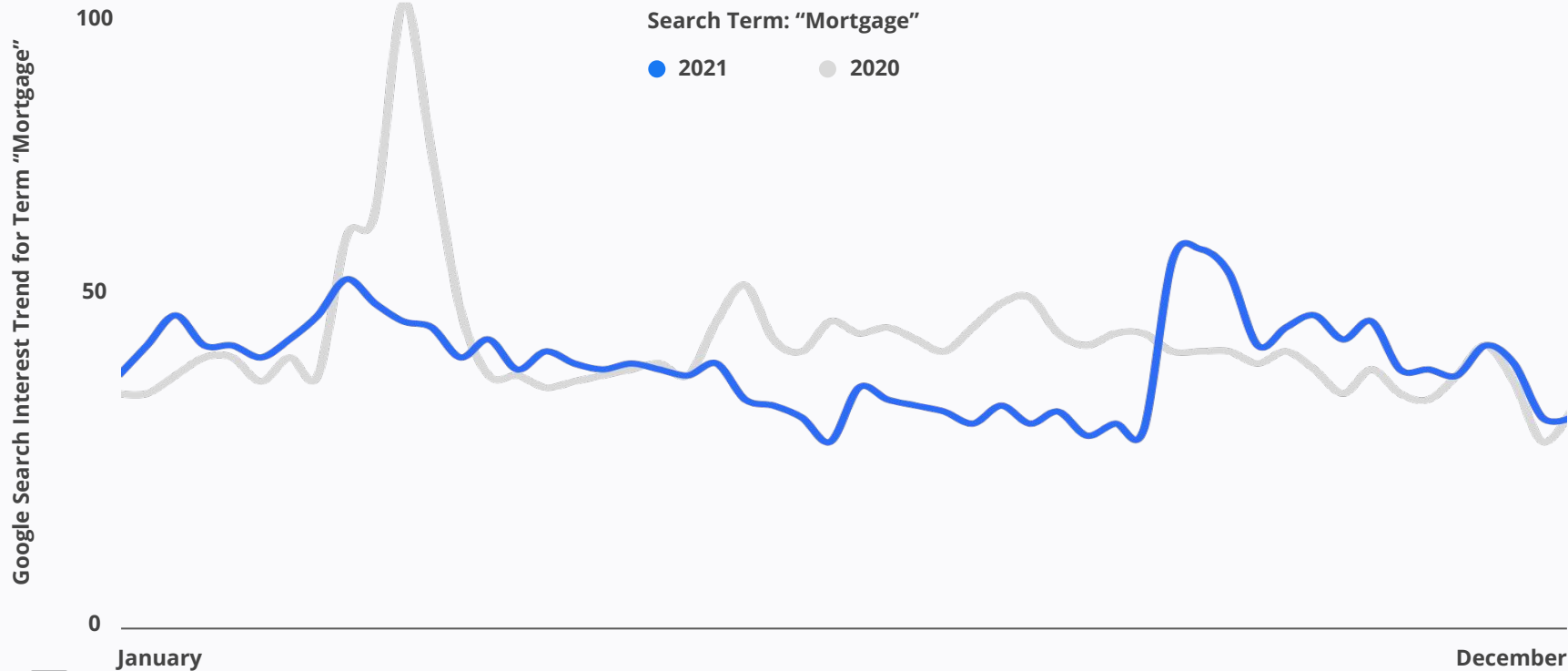


**Scotiabank**

**Where Big 5 Banks Funnel 16% of  
its Search Traffic Searching for  
Mortgage Information**

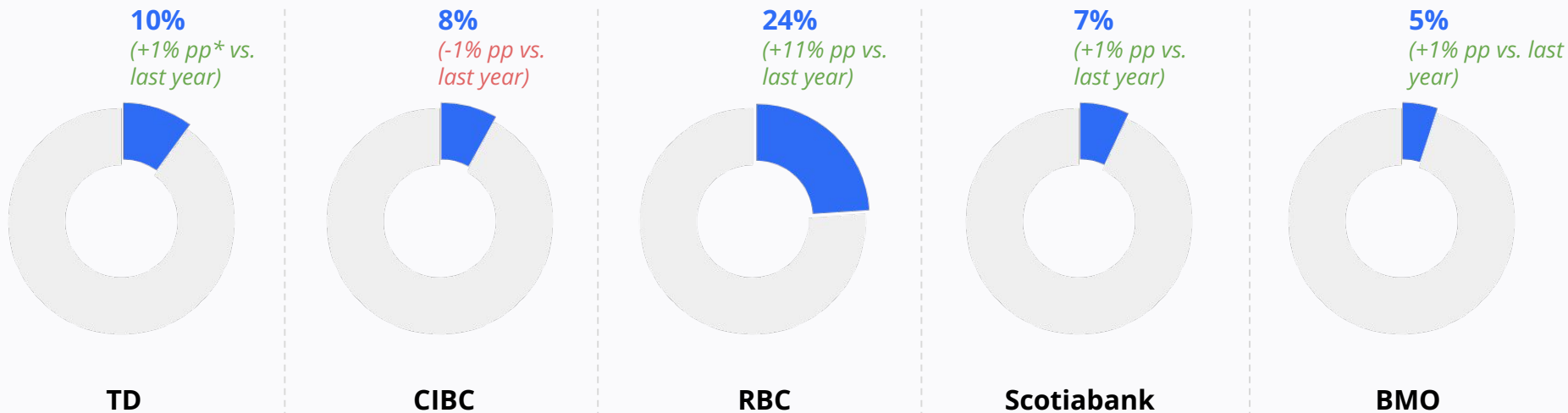
**Financial Services**

In 2021 Google searches for “mortgage” in Canada slowed down over the summer and picked up during the last quarter of the year.



On average, 10% of Big 5 Banks' search traffic lands on their websites after searching for mortgage-related terms. RBC has the highest share of mortgage-search-driven traffic (24%), while BMO has the lowest (5%). Almost all banks, except CIBC, saw a YoY increase in search traffic looking for mortgage information.

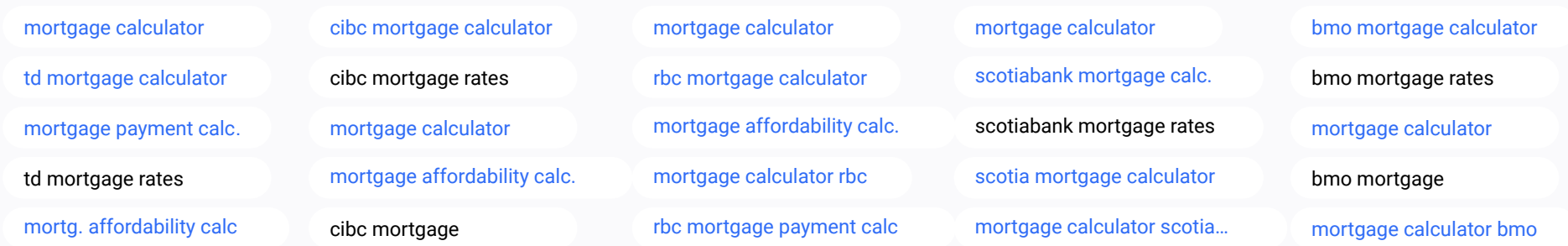
### Share of Inbound Web Search Traffic from Keywords and Phrases that Include "Mortgage"



\*Percentage points

Looking into specific keywords that drove the most traffic to Canadian Big 5 Banks, the mortgage calculator is the most sought-after tool. Often Canadians would also specify whether they are looking for a mortgage payment or mortgage affordability calculator.

**Top 5 Organic Keywords:**



**TD**

**CIBC**

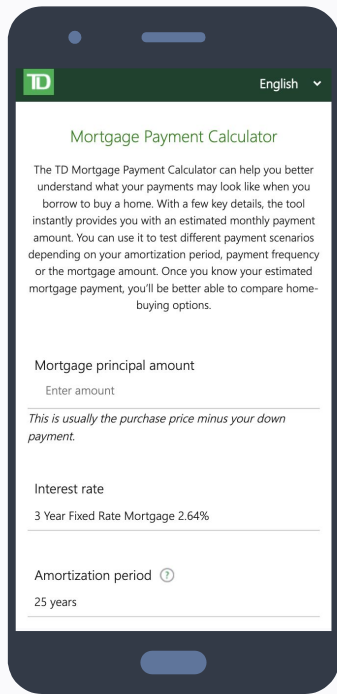
**RBC**

**Scotiabank**

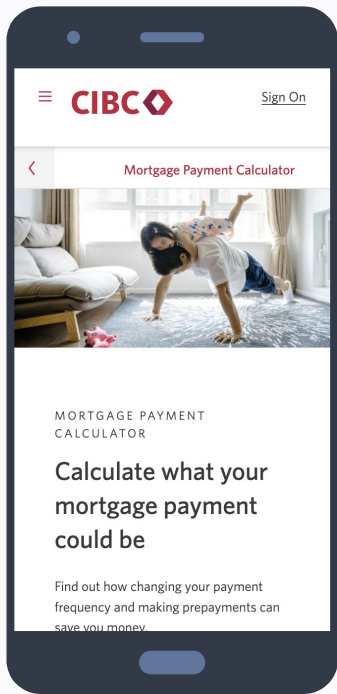
**BMO**

Consequently, mortgage calculator pages are the top organic search landing pages for traffic searching mortgage information.

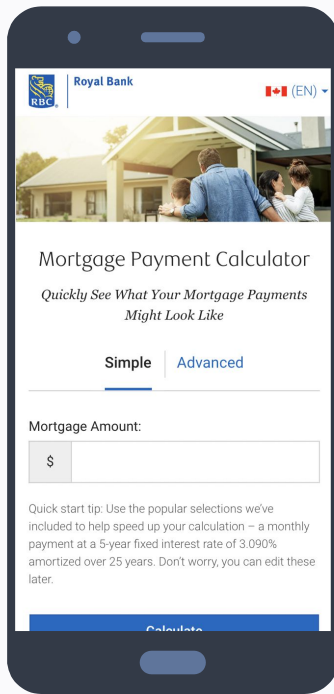
### Top Organic Landing Pages for Inbound Traffic Looking for Mortgage-Related Terms:



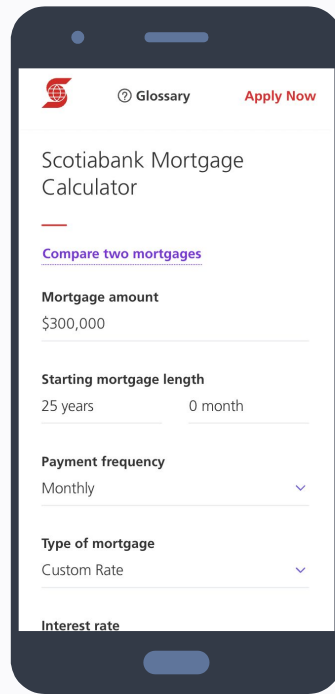
[Click to view](#)



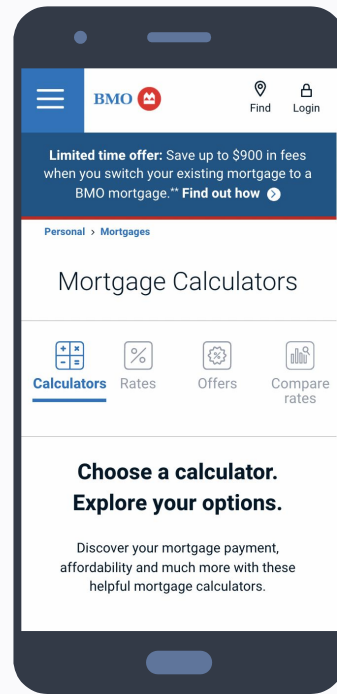
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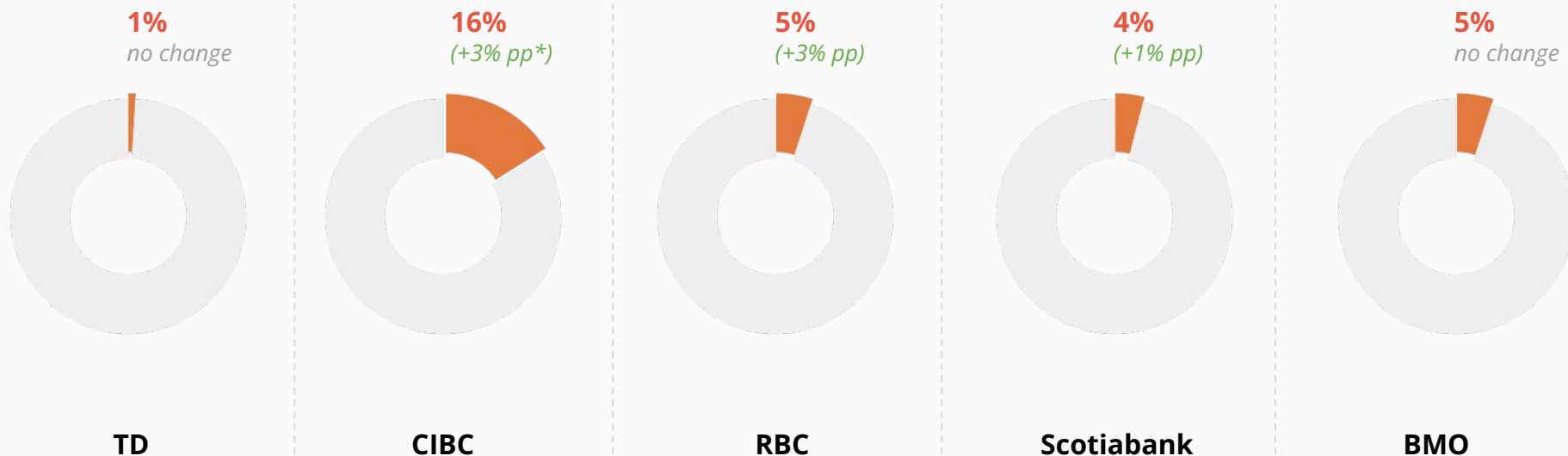
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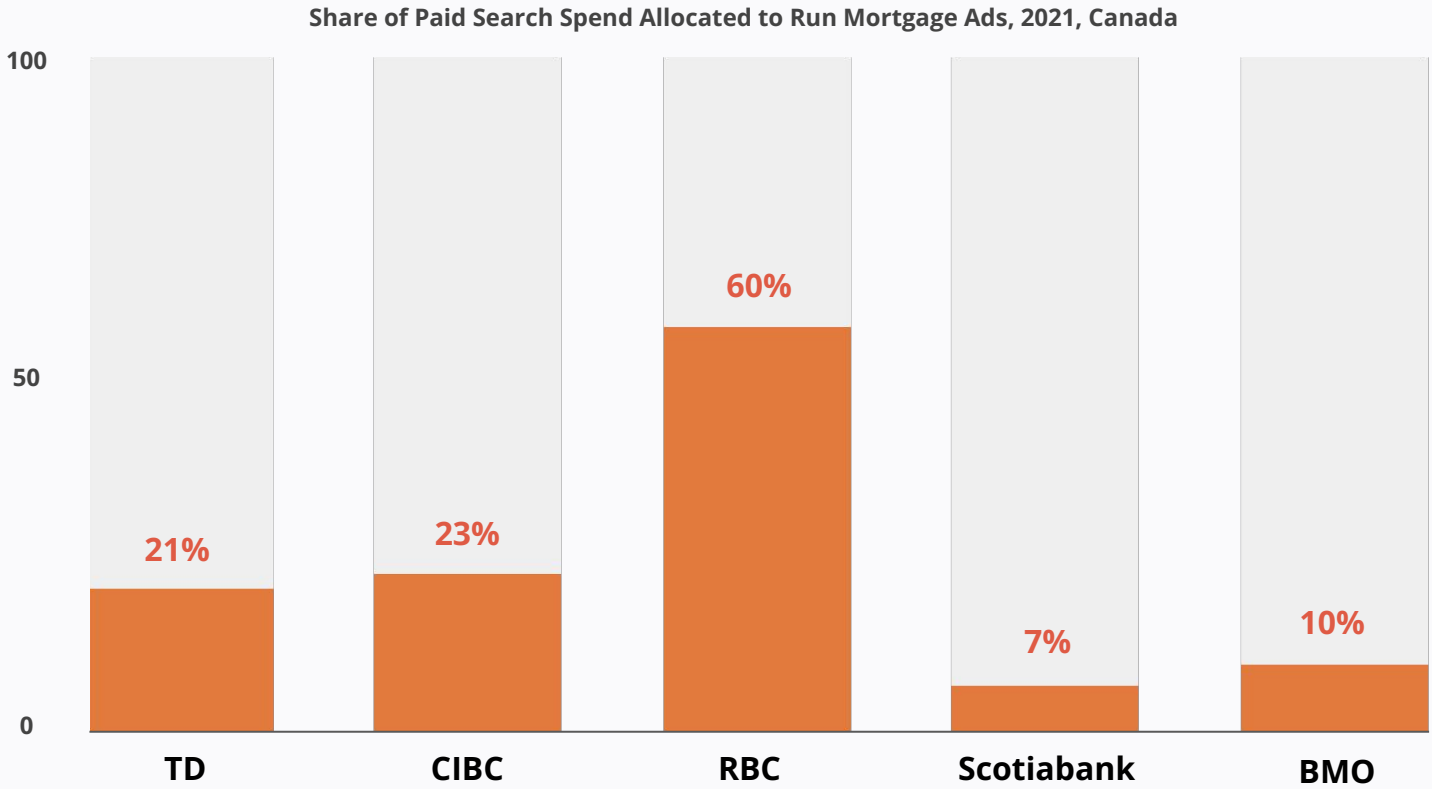
Big 5 Canadian banks leveraged high interest in mortgage searches and ran paid search ads to compete for relevant traffic. Looking into the paid traffic that landed searching for mortgage-related terms, we see that CIBC has had the highest share of paid search traffic that followed mortgage-related searches.

Share of Paid Search Web Traffic from Keywords and Phrases that Include "Mortgage"



\*Percentage points

Analyzing Big 5 Banks' investments in search ads promoting its mortgage-related services, banks on average allocated 25% of their total paid search advertising budgets to capture web traffic looking to learn about mortgages. RBC is the largest investor in paid search ads.





Diving into top mortgage search ads run by TD, we can see that the bank leveraged the market's urge to estimate mortgage payments and ran ads to drive traffic to its [mortgage calculator](#). In addition to this, TD also advertised its online [mortgage pre-approval platform](#) and [mortgage protection](#).

### Top 3 Mortgage Search Ads, Canada, 2021

<https://www.td.com/>,<http://clickserve.dartsearch.net/>

#### TD Mortgage Pre-Approval - Online Pre-Approval

Apply Online For A Mortgage Pre-Approval & Get An Immediate Response To Your Application.

<https://tools.td.com/>,<http://clickserve.dartsearch.net/>

#### TD Mortgage Calculator - Make Your Dream Home A Reality

Calculate A Mortgage Payment That Fits You Like The Perfect Home. Start Here.

<https://www.td.com/>,<http://clickserve.dartsearch.net/>

#### TD Mortgage Protection - Help Protect Your Mortgage

Coverage Can Pay Up To \$1,000,000 Towards Your Outstanding TD Mortgage Balance. Learn How Our Coverage Options Could Meet Your Needs. Coverage up to \$1,000,000.

### Targeted Keywords:

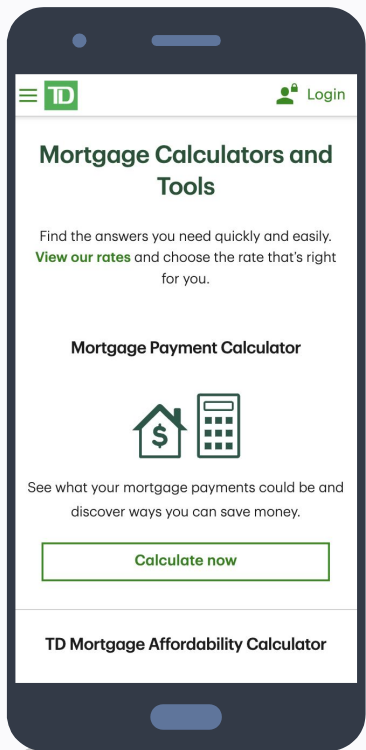
mortgage pre approval calculator | pre approval mortgage mortgage qualification calculator | mortgage preapproval rbc mortgage preapproval | td preapproval mortgage | can i get approved for a mortgage with \$45,000 salary canada | best bank to get mortgage pre approval in vancouver bc

mortgage estimator ontario | mortgage assessment mortgage on 750000 | how much income do i need for a 500k mortgage | how to shop for morgate

mortgage insurance | getting rid of pmi mortgage insurance lowest mortgage insurance rates | mortgage advisor



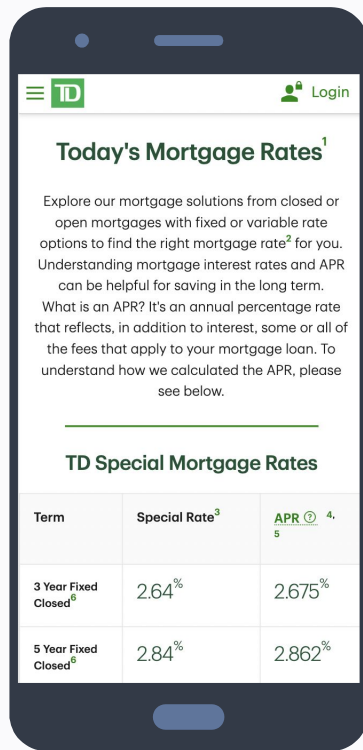
The mortgage calculator and the pre-approval pages received the highest budget allocation in December 2021. However, people responded better to the mortgage calculator ads, which received 4% of total search traffic visits. At the same time, less than 1% of search traffic landed on the mortgage pre-approval page.



Spend: **\$14K**

Traffic Share: **4%**

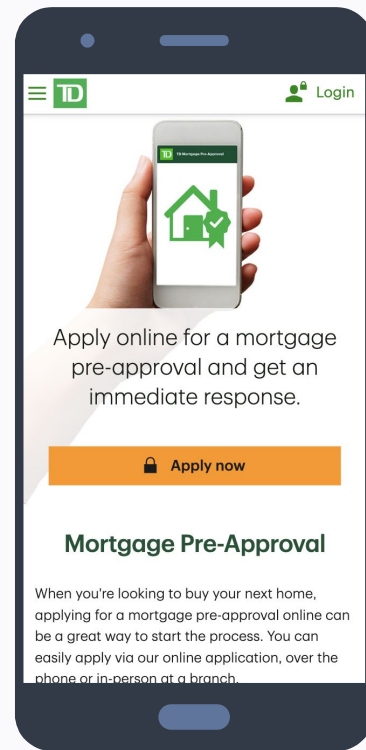
[Click to view](#)



Spend: **\$8K**

Traffic Share: **1%**

[Click to view](#)



Spend: **\$14K**

Traffic Share: **>1%**

[Click to view](#)

CIBC focused on driving traffic to its [mortgage calculator page](#) leveraging a variety of very specific search queries, such as “income for 500,000 mortgage”, “203k mortgage”, and “650,000 mortgage rate.”



### Top 3 Mortgage Search Ads, Canada, December 2021

<https://www.cibc.com/>

#### [CIBC Mortgage Calculators - Affordability Calculator](#)

Knowing how much you can afford could help you to find the perfect home. Let us help you...

<https://www.cibc.com/>, <http://clickserve.dartsearch.net/>

#### [CIBC Commercial Mortgages - First Mortgage Financing](#)

From \$1 Million to \$40 Million on Commercial Properties in Major Urban Areas. Find A Branch. Competitive Rates. Experienced Staff. Services: Franchise Financing, Leveraged Finance, Shareholder Loans, Real Estate Financing, Oil & Gas Financing, Asset-Based Lending.

CIBC Mortgage Calculators - Mortgage Payment CalculatorAd-<https://www...>

#### [CIBC Mortgage Calculators - Mortgage Payment Calculator](#)

Every mortgage comes with expert advice. Let us help you get the information you need, all...

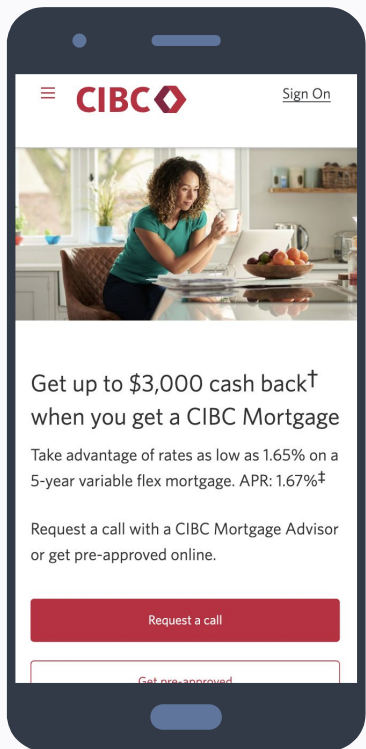
### Targeted Keywords:

mortgage calculator ontario | affordability calculator mortgages | mortgage affordability | how to calculate monthly mortgage payment | income for 500000 mortgage how much mortgage i am qualified for | 203k mortgage

morgage calculator | bdc commercial mortgage rates | mortgage rates for commercial plaza filetype:pdf commercial loan interest rates | best commercial mortgage rate canada | commerical mortgage caluclator

mortgage payment calculator | mortgage rates morgage | port mortgage | 650000 mortgage rate | morgtgate calculator

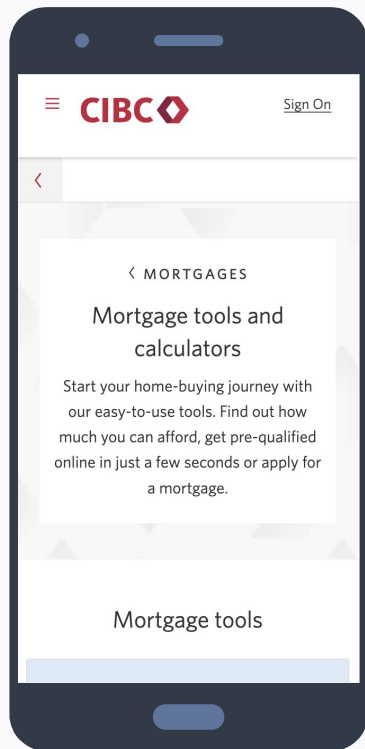
Looking into CIBC's December 2021 search ads focus, the bank allocated \$38K to advertise its "\$3,000 cashback when you get a CIBC Mortgage" promo.



Spend:  
**\$38K**

Traffic Share:  
**11%**

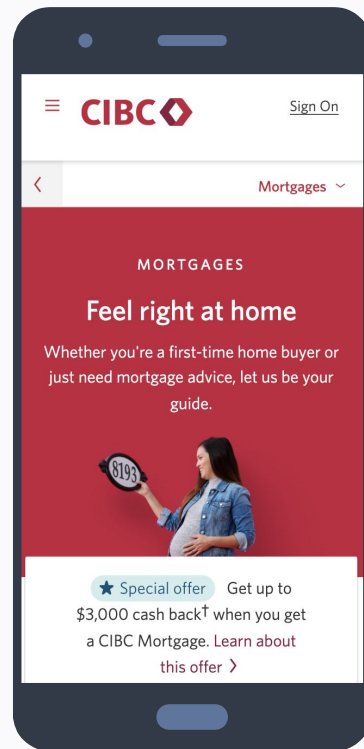
[Click to view](#)



Spend:  
**\$16K**

Traffic Share:  
**8%**

[Click to view](#)



Spend:  
**\$>1K**

Traffic Share:  
**>1%**

[Click to view](#)

RBC also focused on driving traffic to its [mortgage calculator page](#) leveraging a variety of keywords, from “how much would a mortgage be on a 400 000 house” to “mortgage pre-approval”



### Top 3 Mortgage Search Ads, Canada, December 2021

[apps.royalbank.com/mortgage/calculator](https://apps.royalbank.com/mortgage/calculator)

**RBC Mortgage Calculator - How Much Home Can You Afford?**

Prequalify For a Mortgage in 60 Seconds. Find Out What You Could Afford.  
Connect With...

<https://apps.royalbank.com/>,<https://109.xg4ken.com/>

**How Much Home Can You Afford? - RBC Mortgage Calculator**

Estimate Your Mortgage Payments. It's Quick, Easy and Free. Get Personalized and...

<https://apps.royalbank.com/>,<https://109.xg4ken.com/>

**RBC Mortgage Calculator - How Much Home Can You Afford?**

### Targeted Keywords:

pre approval mortgage | house calculator | best place to get a mortgage canada | home loan canada | how much would a mortgage be on a 400 000 house | what is my buying power for a house

mortgage eligibility calculator canada | can i afford a house | how much can you get preapproved for a mortgage in vancouver

mortgage pre approval | home loan calculator canada | mortgage salary calculator

In December 2021, RBC invested \$24K to direct traffic interested in mortgages to its online pre-qualifier tool, which absorbed 95% of all mortgage-related paid traffic.



Royal Bank of Canada Website. © 1995-2022  
Legal | Accessibility | Privacy & Security

Spend:  
**\$24K**

Traffic Share:  
**95%**

[Click to view](#)

Scotiabank consolidates all its mortgage-related online services into the [eHome hub](#) and drove paid search ads aiming to capture relevant traffic.



### Top 3 Mortgage Search Ads, Canada, December 2021

<https://www.scotiabank.com/,http://clickserve.dartsearch.net/>

#### Scotiabank® eHOME Mortgage - An Online Mortgage Experience

Save Up To \$300 In Appraisal Fees\*. Preferred Mortgage Rates For You.

\*Conditions Apply. Our Mortgage Advisors Show You Mortgage Solutions Customized To Your Needs.

<https://www.scotiabank.com/,http://clickserve.dartsearch.net/>

#### Scotiabank® eHOME Mortgage - First Time Home Buyers

Mortgage Solutions Customized To Fit Your Personal Needs. Get Started On Your New...

[www.scotiabank.com/mortgage](http://www.scotiabank.com/mortgage)

#### Scotiabank® eHOME Mortgage - An Online Mortgage Experience

Save Up To \$300 In Appraisal Fees\*. Preferred Mortgage Rates For You.

\*Conditions Apply.

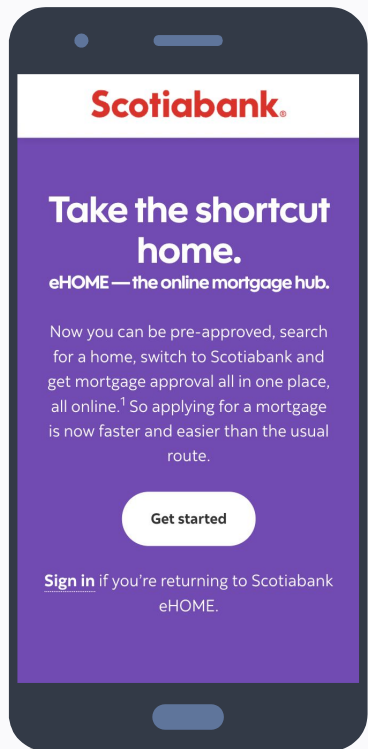
### Targeted Keywords:

scotiabank | scotiabank ehome | mortgage preapproval | scotiabank mortgage login | mortgage estimator ontario | scotia mortgage potection | scotiabank mortgage mexico for canadians | instant mortgage pre approval estimation

mortgage pre approval calculator | how to get pre approved for mortgage | how much do you have to put down payment on a h\$300,000 house in regina | income needed to buy a house | mortgage pre approval calculator canda | how much income do you need to qualify for a \$650 000 mortgage ...

how big a mortgage can i get | mortgage eligibility | can an agent ask for mortgage pre-approval for visitors | mortgage brokers st john's | how big a mortgage can i get with my salary | home pre-approval estimate calcalor canada

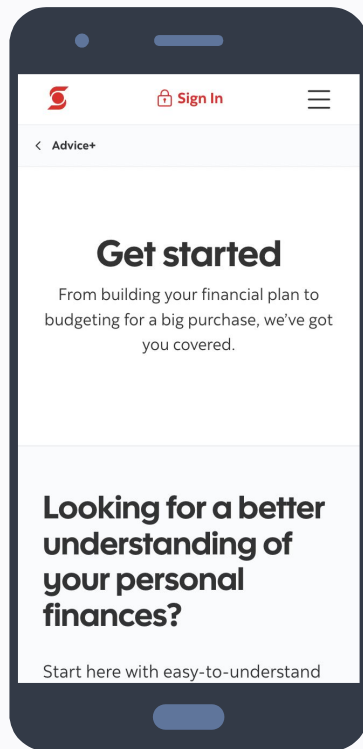
eHome hub received the highest budget allocation in December (\$4K) amongst the mortgage-related Scotiabank pages. The other two pages Scotiabank drove traffic to were the “[Get Started](#)” page in the [Advice+ section](#) and [Banking 101](#).



Spend:  
**\$4K**

Traffic Share:  
**5%**

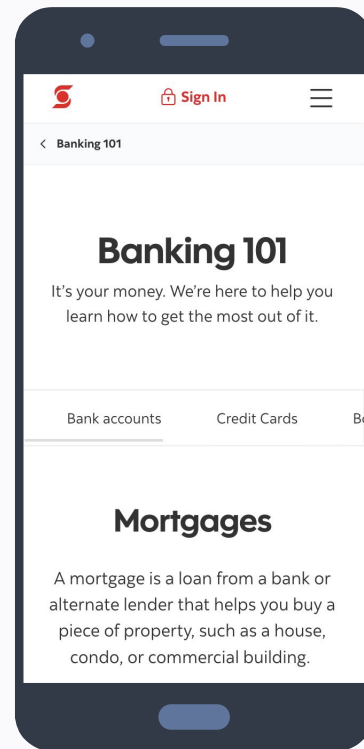
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Spend:  
**\$>1K**

Traffic Share:  
**1%**

[Click to view](#)

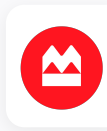


Spend:  
**\$>1K**

Traffic Share:  
**>1%**

[Click to view](#)

In 2021, BMO focused on driving traffic looking for mortgage options to its [get pre-approved online page](#).



### Top 3 Mortgage Search Ads, Canada, December 2021

<https://www.bmo.com/>,<http://clickserve.dartsearch.net/>

#### **BMO® Mortgage - Get Pre-Approved Online**

With A BMO® Mortgage, Your Dream Home Is Within Your Reach. Get Pre-Approved Remotely. Your Mortgage Is A Click Away. Start Your Pre-Approval Online Today And Lock...

[www.bmo.com/mortgages](http://www.bmo.com/mortgages)

#### **BMO® Mortgage - Get Pre-Approved Online**

With A BMO® Mortgage, Your Dream Home Is Within Your Reach. Get Pre-Approved Remotely.

<https://www.bmo.com/>,<http://clickserve.dartsearch.net/>

#### **BMO® Mortgage - Get Pre-Approved Online - BMO.com**

With A BMO® Mortgage, Your Dream Home Is Within Your Reach. Get Pre-Approved Remotely.

### Targeted Keywords:

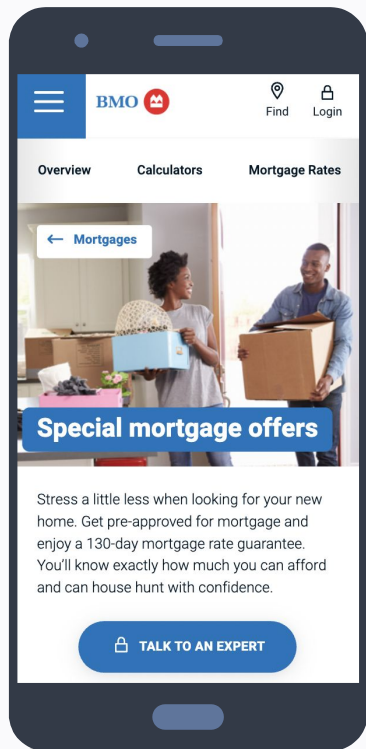
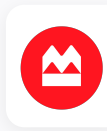
mortgage pre approval | mortgage pre approval calculator  
pre approval mortgage | td mortgage pre approval | how  
to get a mortgage | mortgage for non residents in canada  
going back to school mortgage

rbc mortgage pre approval | pre approval mortgage  
scotiabank | mortgage approval ontario | best bank to get a  
mortgage from quebec | mortgage application form online |  
mortgage pre-approval;

mortgage pre approval | mortgages | mortgage assessment  
best bank to get a mortgage low income canada



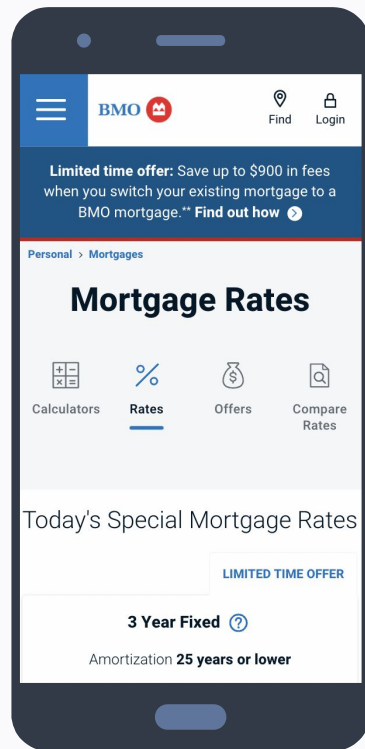
In December 2021, the bank invested \$18K into search ads promoting its special 130-day mortgage rate guarantee.



Spend:  
**\$18K**

Traffic Share:  
**3%**

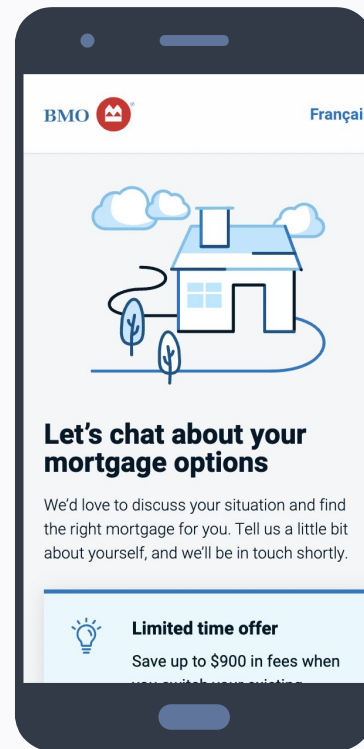
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Spend:  
**\$1K**

Traffic Share:  
**>1%**

[Click to view](#)



Spend:  
**\$>1K**

Traffic Share:  
**>1%**

[Click to view](#)

## Key Takeaways

While Google searches for mortgage-related information continued to grow in 2021, the Big 5 Banks focused on driving traffic to its online mortgage calculators and financing pre-approval pages.

**Search Keywords — Canadians Actively Search for “Mortgage Calculator” and Similar Tools that Will Help Them Estimate Their Payments.** In recent years, Canadians heavily relied on online banking tools. Online mortgage calculators are a great way to independently research and estimate mortgage payments. While the public looked for mortgage payment and affordability calculators, the banks actively competed for these search terms with paid search ads.

**Landing Pages — Mortgage Calculator is the Top Landing Page for Search Traffic Looking to Buy a House.** All Big 5 Canadian Banks developed a variety of comprehensive online tools that help prospects estimate their mortgage payments and get pre-approved.

**Paid Search Ads — Throughout December 2021, Banks Focused on Targeting “Mortgage Calculator” Keywords with Their Search Ads.** TD invited prospects to get pre-approved for a mortgage online. CIBC called Canadians to get to know how what house they can afford. RBC got very specific with their keyword targeting and ran ads for such searches as “how much would a mortgage be on a 400 000 house”. Scotiabank launched and promoted a comprehensive eHome portal with all mortgage-related information. BMO focused on driving traffic to its get pre-approved page.