

Wealthsimple

**Generating 451K Web Visits
From Referral Incentives
Over Two Years**

Financial Services

Key Takeaways

Wealthsimple has generated 451K web visits from referral links in the past two years. Here's how:

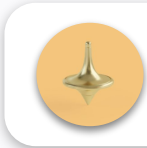
Offering existing users with the following three referral incentives:

- **Wealthsimple Trade:** "Refer a Friend, Get \$5" (Nov. '19), "Share Wealthsimple Trade and Get \$10" (Jun. '20), "Invite Friends to Get a Free Stock" (Jun. '21).
- **Wealthsimple Cash:** "Give \$25/Get \$25", "Give \$5/Get \$5" and "Give \$10/Get \$10" (Run simultaneous since Mar. '21).
- **Wealthsimple Tax:** "Refer a friend and you'll both get \$10 when they file their taxes." (Jan. '22) and "Refer a friend to double your refund" (Mar. '21).

Social accounted for one third of all the desktop referral link traffic.

- **Wealthsimple's referral links** were featured on +1.1K YouTube videos from +78 creators, the est. spend of these partnerships were ~\$97K - \$873K.
- **The top messaging on YouTube videos with Wealthsimple referral links** was *"Sign up for Wealthsimple trade and we'll both get \$10 to trade"*.
- **Sara Finance, GwenGwiz ASMR, Coltyy and GENTLEMEN 1ST Fr. had the top viewed videos**, averaging 403K views at an estimated CPM of \$2.53.

Wealthsimple launched a referral program for Wealthsimple Trade to drive account signups in November 2019.



1 **“Refer a Friend, Get \$5”**
November 2019

Wealthsimple @Wealthsimple · Nov 13, 2019
Share Wealthsimple Trade with friends to earn cash towards your next trade.

Wealthsimple Trade
Get \$5 free towards your next trade

wealthsimple.com
Refer a Friend, Get \$5

[Click to View](#)

2 **“Share Wealthsimple Trade and Get \$10”**
June 2020

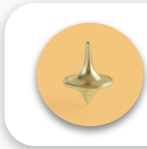
Wealthsimple @Wealthsimple
We just doubled our referral bonus! Now get \$10 when you refer a friend to Wealthsimple Trade.

Trade
Get \$10 for your next trade

wealthsimple.com
Share Wealthsimple Trade and Get \$10

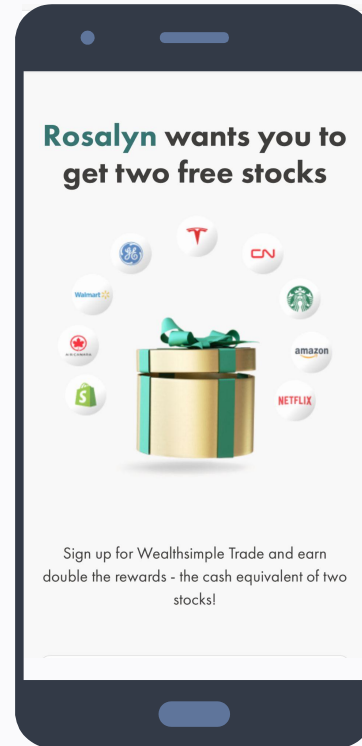
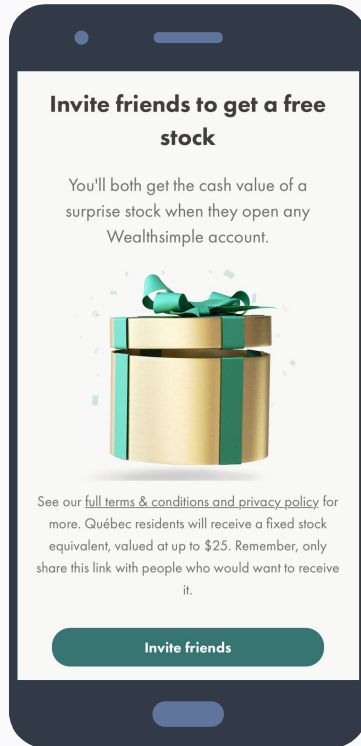
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In June 2021 Wealthsimple updated the referral program to entail: one free stock for the referrer user, and two free stocks for the new user*.



Referrer:

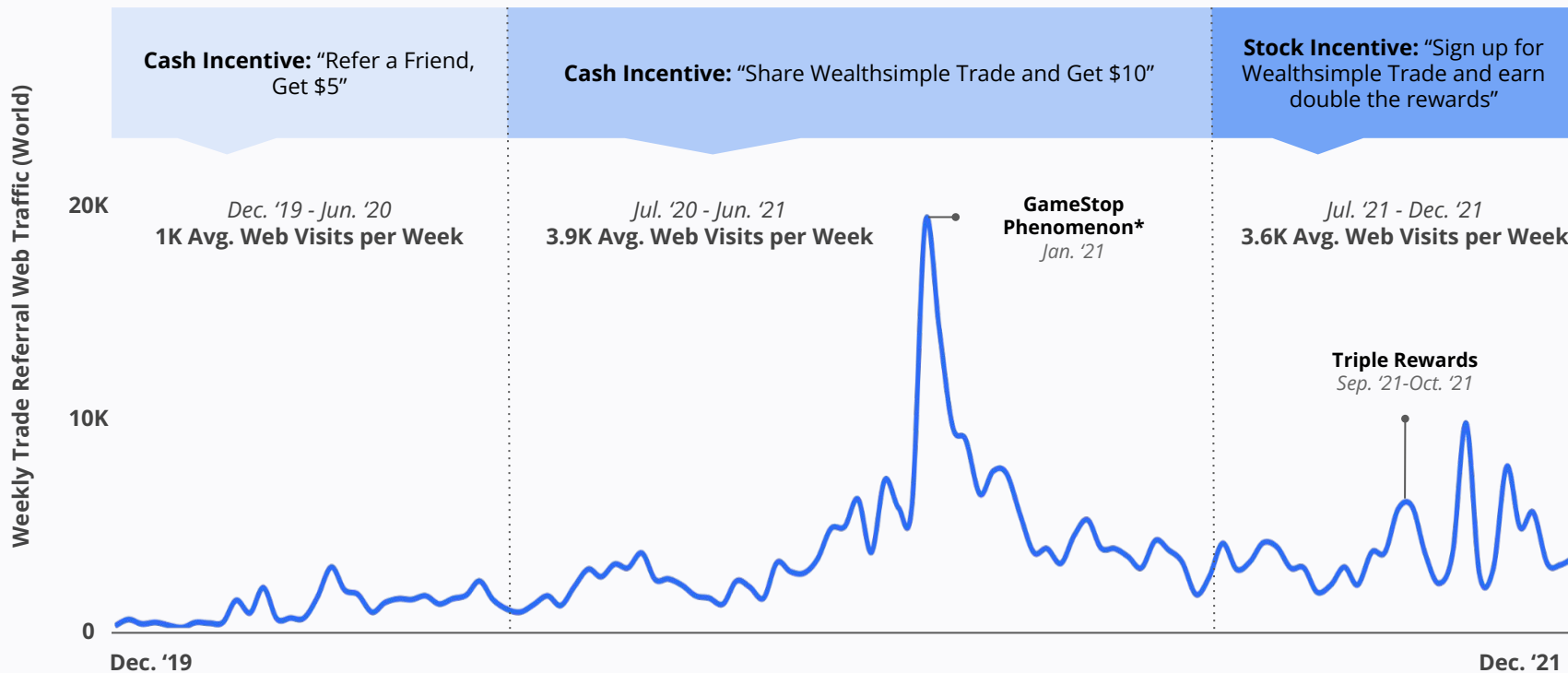
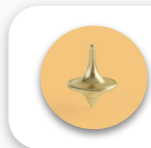
- 1 From the homepage of the app, a referrer can tap the gift icon on the right-hand side and create a referral link
- 2 After the referee funds a non-registered personal account, they will earn the cash equivalent of 1 stock. The cash bonus will be applied within 24 hours after the referee opens and funds their new Wealthsimple Trade account.



Referee:

- 1 Open and fund a new Personal Non-Registered Wealthsimple Trade account (no min. needed to fund an account)
- 2 Once step is completed above, they will earn the cash equivalent of 2 stocks within 24 hours which must be claimed in the app.

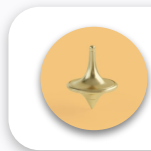
The referral Wealthsimple Trade referral links drive an average of **2.9K** monthly web visits. The stock rewards incentive has out performed the two previous cash incentives (with the exception of the GameStop phenomenon* in Jan.- Feb. '21).



*[GameStop Phenomenon](#)

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From September 14 to October 12 2021, Wealthsimple offered “Triple Referral Stock Rewards” which resulted in a **+50%** MoM increase in referral link web visitors.




Wealthsimple @Wealthsimple

Friends help friends get rewards. Get **3** stock rewards when you refer Wealthsimple Trade, plus **2** for your friend. Win-win.

Wealthsimple Trade

Earn stock rewards for you and a friend

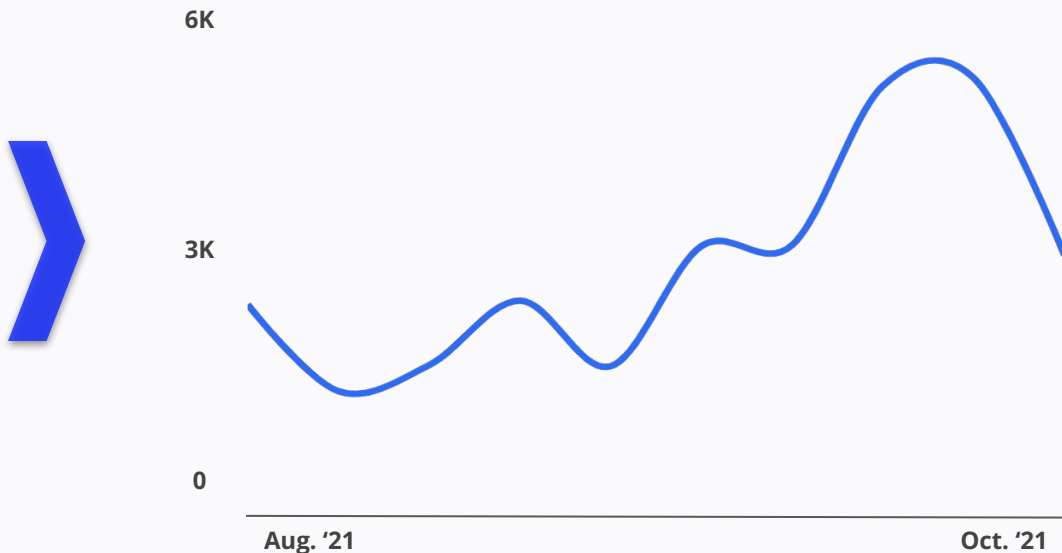


Until October 12, 2021, existing clients that refer a new client who opens and funds a non-registered Trade Account will receive a cash deposit equal to three randomly selected shares for the Referrer and two randomly selected shares for the Referee, each with a value between \$1 and \$4,000. Must be Canadian resident who is age of majority at time of entry. Excludes Quebec. For full contest details visit our FAQ and Terms page here.

wealthsimple.com
Triple Referral Stock Rewards

[Click to View](#)

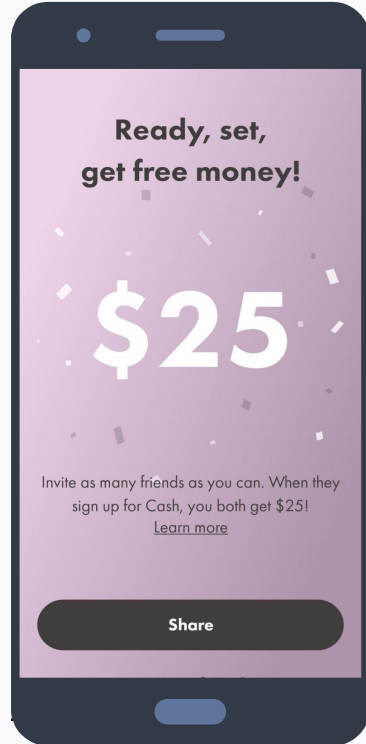
Weekly Trade Referral Web Traffic (Global)



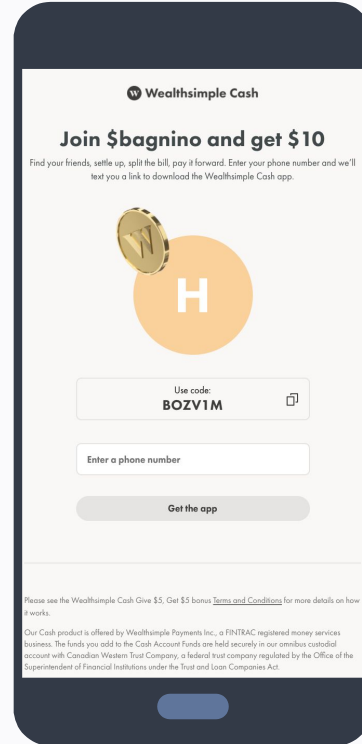
In March 2021, Wealthsimple [announced](#) the launch of new Wealthsimple Cash app which allows users to transfer money instantly similar to [CashApp](#) or [Venmo](#). To drive sign ups, Wealthsimple ran various referral incentives such as "Give \$25/Get \$25", "Give \$5/Get \$5" and "Give \$10/Get \$10".



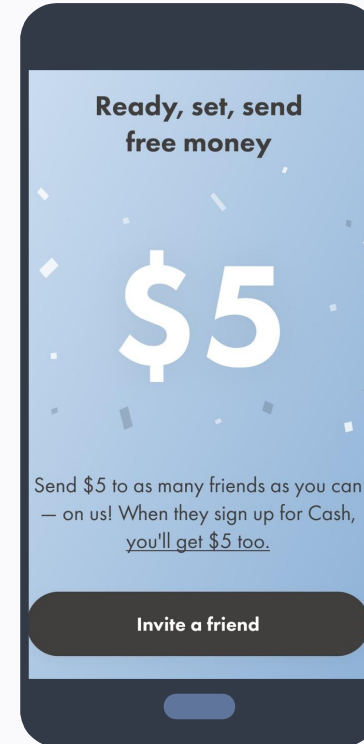
"Give \$25, Get \$25"



"Give \$10, Get \$10"

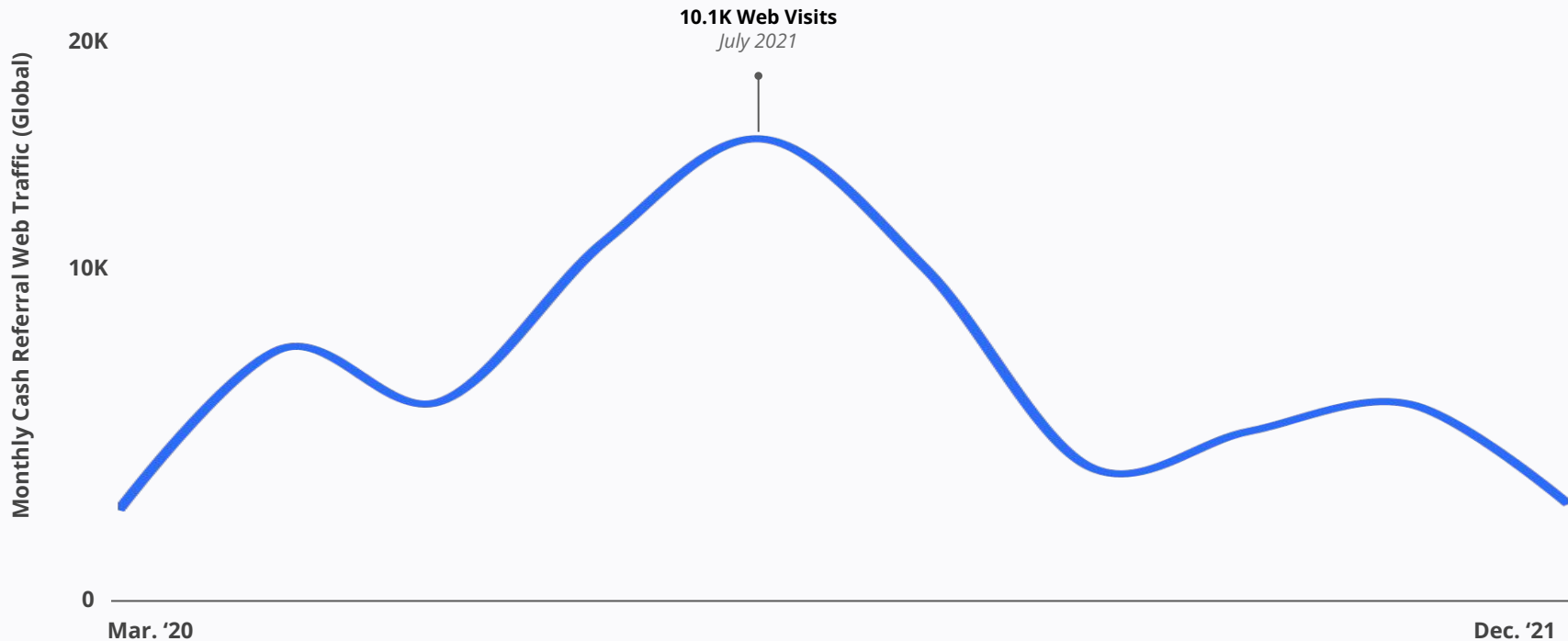


"Give \$5, Get \$5"





From March 2020 to December 2021, the referral Wealthsimple Cash referral links have driven an average of **10.1K** monthly web visits, peaking in July 2021.





Additionally, Wealthsimple ran the following referral promotions for their tax services:

1 **"Refer a friend and you'll both get \$10 when they file their taxes."**
January 2022

Wealthsimple @Wealthsimple · Jan 25
It pays to talk tax this year. In fact, every time you share Wealthsimple Tax with a friend, you'll each get \$10 to save, spend, or invest when they complete their filing.
T&C's apply. wsim.co/tax-referral

It's a bird,
it's a plane,
it's free money

[Click to View](#)

2 **"Refer a friend to double your refund"**
March 2021

Wealthsimple @Wealthsimple · Mar 23, 2021
Tax season just got a little more rewarding. Help us spread the word about Wealthsimple Tax for a chance to double your tax refund.
T&C's apply. wsim.co/tax-referral

Refer a friend for the chance to
Double Your Refund

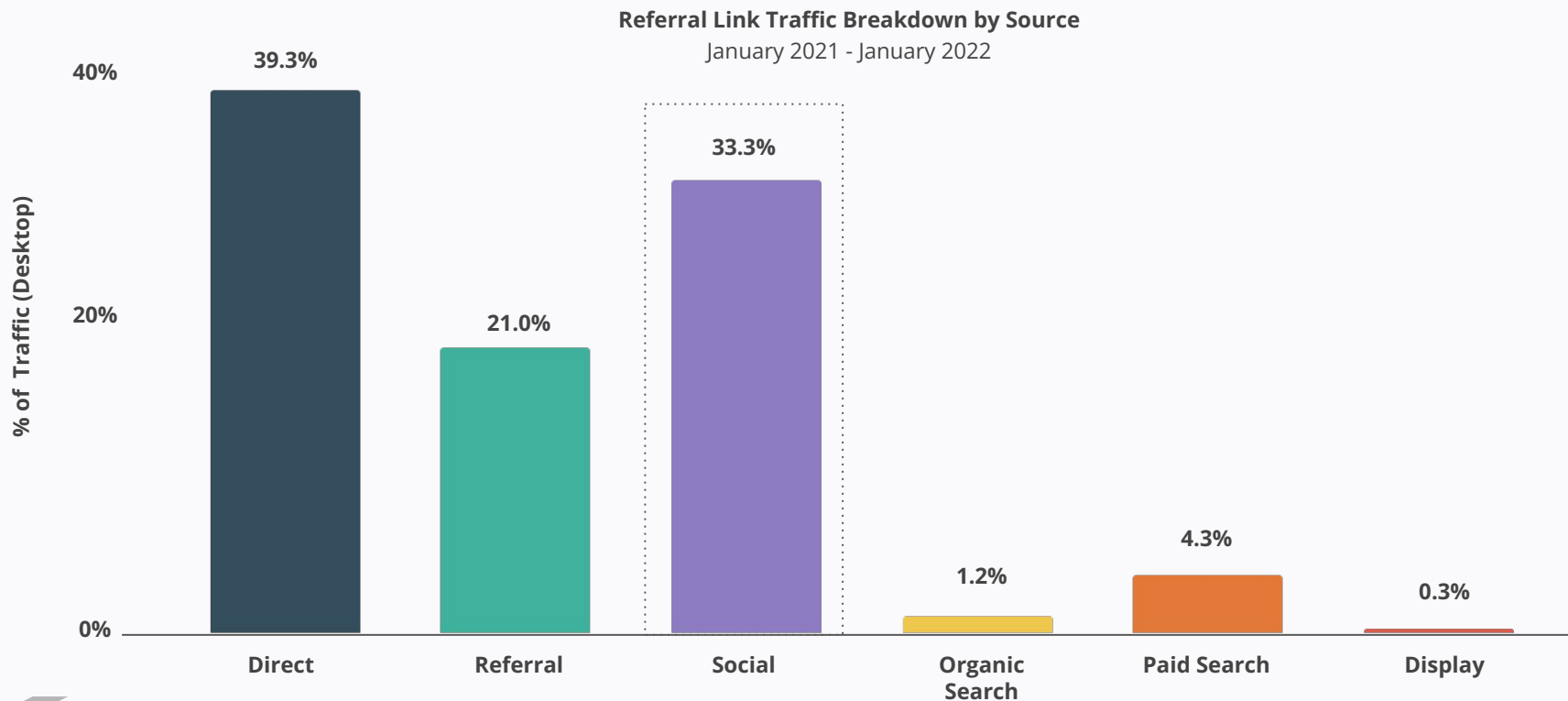
0:08

[Click to View](#)

*Click [here](#) for more promotion details. Wealthsimple Tax referral traffic is currently not available.

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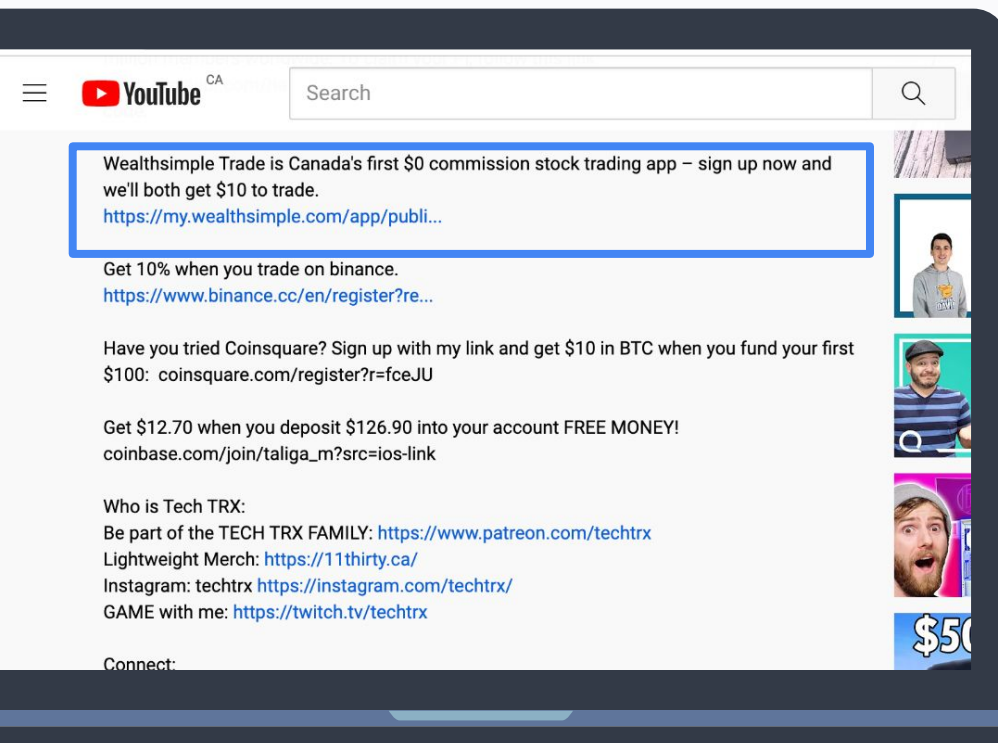
Next to direct, social is the strongest driver of referral link traffic, accounting for **one third** of all desktop referral traffic from January 2021 to January 2022.



**Desktop data only, mobile traffic currently unavailable. Referral traffic for Wealthsimple cash and Wealthsimple Trade. Wealthsimple Tax referral traffic is currently not available.*

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Wealthsimple's referral links were featured on **+1.1K** YouTube videos from **+78** creators over Jan. '21 - Jan. '22. The estimated spend* of these partnerships were **~\$97K - \$873K**.



YouTube Brand Mentions

(Jan. '21 to Jan. '22)

15.9M Total Views

1.1K Total Videos

78 YouTube Creators

\$97K- \$873K Estimated Spend*

*Estimated budget spent on partnerships with YouTube creators over the analyzed period based on [HypeAuditor's](#) model based on market values of influencer's average video views, audience location, audience attitude, virality, and popularity on other social network.

Top YouTube creators who mentioned Wealthsimple from Jan. 2021 to Jan. 2022:

\$44K*



TechTRX

Subscribers: **29.3K** | Avg. Views: **3.3K**
CQS: **65**

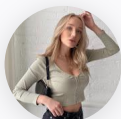
\$8.2K



Random Order Podcast

Subscribers: **112.5K** | Avg. Views: **39.5K**
CQS: **88**

\$37K



GwenGwiz ASMR

Subscribers: **509K** | Avg. Views: **94K**
CQS: **83**

\$6.0K



Ms fili

Subscribers: **17.2K** | Avg. Views: **1.9K**
CQS: **49**

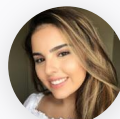
\$34K



Stocks Big Plays

Subscribers: **14.8K** | Avg. Views: **8.1K**
CQS: **56**

\$4.7K



Sara Finance

Subscribers: **302K** | Avg. Views: **123K**
CQS: **88**

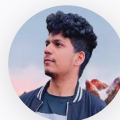
\$27K



smudboy

Subscribers: **21.1K** | Avg. Views: **1.2K**
CQS: **61**

\$4.7K



The Indian Savage

Subscribers: **110K** | Avg. Views: **12.6K**
CQS: **80**

\$26K



PUNJABI VLOGGER

Subscribers: **641K** | Avg. Views: **86K**
CQS: **86**

\$4.2K



4YE Vlogs

Subscribers: **176K** | Avg. Views: **64K**
CQS: **93**

*Blue \$ is the estimated budget spent on a partnership with this YouTube creator over analyzed period (01/21-01/22) based on HypeAuditor's estimating model.

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From Jan. '21 to Jan. '22, the top messaging on the YouTube videos with Wealthsimple referral links was "Sign up for Wealthsimple trade and we'll both get \$10 to trade" which was used **243** times.

Sara Finance, GwenGwiz ASMR, Coltyy and GENTLEMEN 1ST Fr. had the top viewed videos that mentioned Wealthsimple.

Top Referral Incentive Messaging

Jan. '21 - Jan. '22

"Sign up for Wealthsimple trade and we'll both get \$10 to trade"
243 Post Cadence | 20.7%

"Wealthsimple Trade is Canada's first \$0 commission stock trading app — sign up now and we'll both get \$10 to trade"
201 Post Cadence | 17.1%

"Use this link, and get TWO free stocks to trade 🤑"
60 Post Cadence | 5.1%

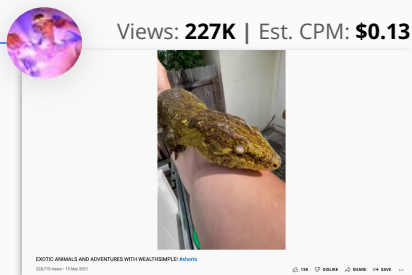
Top Viewed Videos

Jan. '21 - Jan. '22

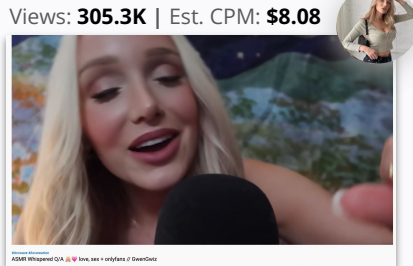
Sara Finance:
"Passive Income: How I Make \$30,000 A Month"



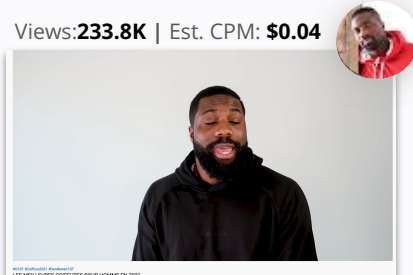
Coltyy:
"EXOTIC ANIMALS AND ADVENTURES WITH WEALTHSIMPLE! #shorts"



GwenGwiz ASMR:
"ASMR Whispered Q/A"
👩❤️ love, sex + onlyfans // GwenGwiz"



GENTLEMEN 1ST Fr.:
"LES MEILLEURES COIFFURES POUR HOMME EN 2021"



*Estimated CPM based on [HypeAuditor](#)'s model using on market values of influencer's average video views, audience location, audience attitude, virality, and popularity on other social network.