

Industry: Financial



TD Bank capitalizes on rising demand for investment products

Challenge

With the new challenges of a pandemic, TD Bank needed to understand key changes in consumer behavior and anticipate new trends to meet their customers' needs.

Solution

Early in the pandemic, TD Bank saw a heavy rise in investment products. With 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.

“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