

# TD Bank celebrates small businesses on LinkedIn CTV with help from QuickFrame



Location: Toronto, Ontario, CAN | No. of Employees: 94,100  
Industry: Banking

TD Bank leveraged LinkedIn and the creative expertise of [QuickFrame](#) to launch a Small Business Month brand awareness campaign, extending reach via LinkedIn CTV to an engaged audience. TD Bank found partners that made their first widely-launched CTV campaign a success – one they're excited to repeat.



## Challenge

Creating and launching a targeted CTV campaign aimed at reaching small business decision makers

- In celebration of Small Business Month, the marketing team at TD Bank planned a video campaign featuring their real-life small business customers.
- The brand awareness campaign had a tight turnaround time and needed to meet the stringent regulatory requirements of the financial sector.
- For this campaign to succeed, they needed to distribute it on a platform that reaches key decision-makers and top executives within TD Bank's audience.
- The TD Bank team sought a partner that could help them produce high-quality, engaging video content on a strict timeline.

**“LinkedIn is our go-to for campaigns targeted at specific demographics. It was an obvious choice to go to LinkedIn CTV for the launch of our Small Business Month awareness campaign.”**



**Ashleigh-Jo Hamilton**

Associate Digital Marketing Manager, TD Bank



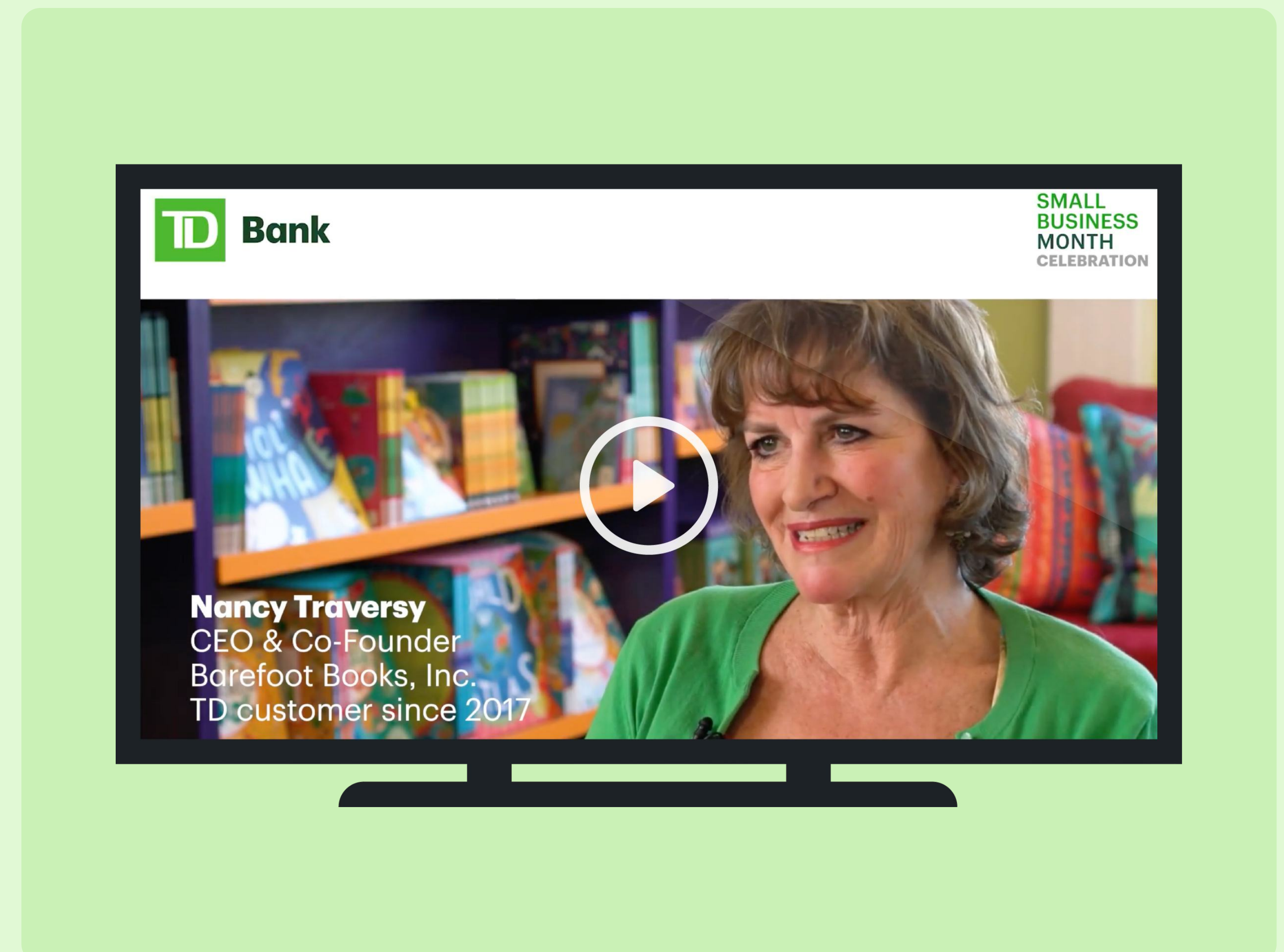




## Solution

Expert help from QuickFrame and LinkedIn CTV

- The strategy for TD Bank's Small Business Month campaign was still being developed when LinkedIn announced a new CTV ad solution. The team immediately knew CTV ads were the perfect way to launch their awareness campaign.
- As a LinkedIn Marketing Partner specializing in CTV creative, QuickFrame was recommended to ensure their videos were edited and formatted properly for distribution on connected TV.
- QuickFrame made the editing process seamless, and enabled TD Bank to maintain their campaign timeline even while leveraging a new LinkedIn CTV distribution channel for the first time.



## Results

TD Bank's campaign reaches an engaged audience with a new ad format on LinkedIn

- The CTV campaign has reached a wide audience, generating over 2.6 million video views – from viewers who can easily be retargeted.
- TD Bank was pleased with the performance of their first LinkedIn CTV campaign, including the CPM rates.
- In terms of driving brand awareness, the CTV campaign is delivering. With a high video completion rate, it's clear that viewers are resonating with the real customer stories featured in TD Bank's Small Business Month messaging.

# 2.6M

The CTV campaign for TD Bank received 2.6 million video views.



**Video Completion Rate**

The CTV campaign for Small Business Month has a high video completion rate.





## Success Factors

Centered around the customer story

- QuickFrame's responsiveness and professional service allowed TD Bank to focus the bulk of their efforts where it mattered most: telling compelling stories centered around their customers and the strong relationships developed.
- LinkedIn CTV provided TD Bank with a way to reach their target audience with video ads in new and engaging ways, while also giving their small business customers additional exposure.



**“Our overall strategy was to celebrate the successes of our small business customers and feature the TD Bank employees who helped them grow. We opted to run some of these videos on LinkedIn CTV, which was a new tactic for us. One of the featured customers even reached out to tell us how excited they were to see their ad run.”**

**Sarah Sibel**

VP, Commercial Bank Product Marketing, TD Bank

## Connected TV Ads

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