

CANSPAN **BMG** +



CASE STUDY

Fueling Growth: A High-Impact Ad Campaign for Ninepoint's Energy ETFs



Fueling Growth: A High-Impact Ad Campaign for Ninepoint's Energy ETFs

Services Provided

- Ad Design
- Paid media strategy & execution



The Story

Ninepoint Partners is one of Canada's largest independent asset managers, with over \$7 billion in AUM and a 90+ person team. Their ETF lineup includes **NNRG** and **NRGI**, two energy-focused ETFs managed by well-known oil and gas specialist **Eric Nuttall**.

While Ninepoint had strong awareness among financial advisors, they wanted to **expand into the retail investor market**—a segment they hadn't actively pursued before. At the same time, they aimed to reinforce their positioning among advisors in an increasingly competitive energy ETF space.

With a growing track record in ETF marketing, Ninepoint tapped Canspan BMG to architect and execute a campaign that could deliver both scale and precision across channels.

Get in touch!

hello@canspan.com
www.canspan.com

"Canspan BMG has proven to be an exceptional marketing partner for our most important funds. Their expertise is a welcome addition to our marketing braintrust. We look forward to growing our relationship into the future"



Drew Williams

Managing Director, Marketing
Ninepoint Partners

The Strategy

Our approach centered on building a multi-platform digital campaign designed to reach investors where they actively research, consume content, and make decisions. We deployed a full-funnel strategy using search, video, and social media ads across multiple platforms.

Audience Targeting by Segment

We used YouTube, Reddit, and Google SEM to reach retail investors, while deploying LinkedIn and SEM to target financial advisors. This dual-channel strategy allowed us to tailor messaging and creative per audience without diluting the ETF brand story.

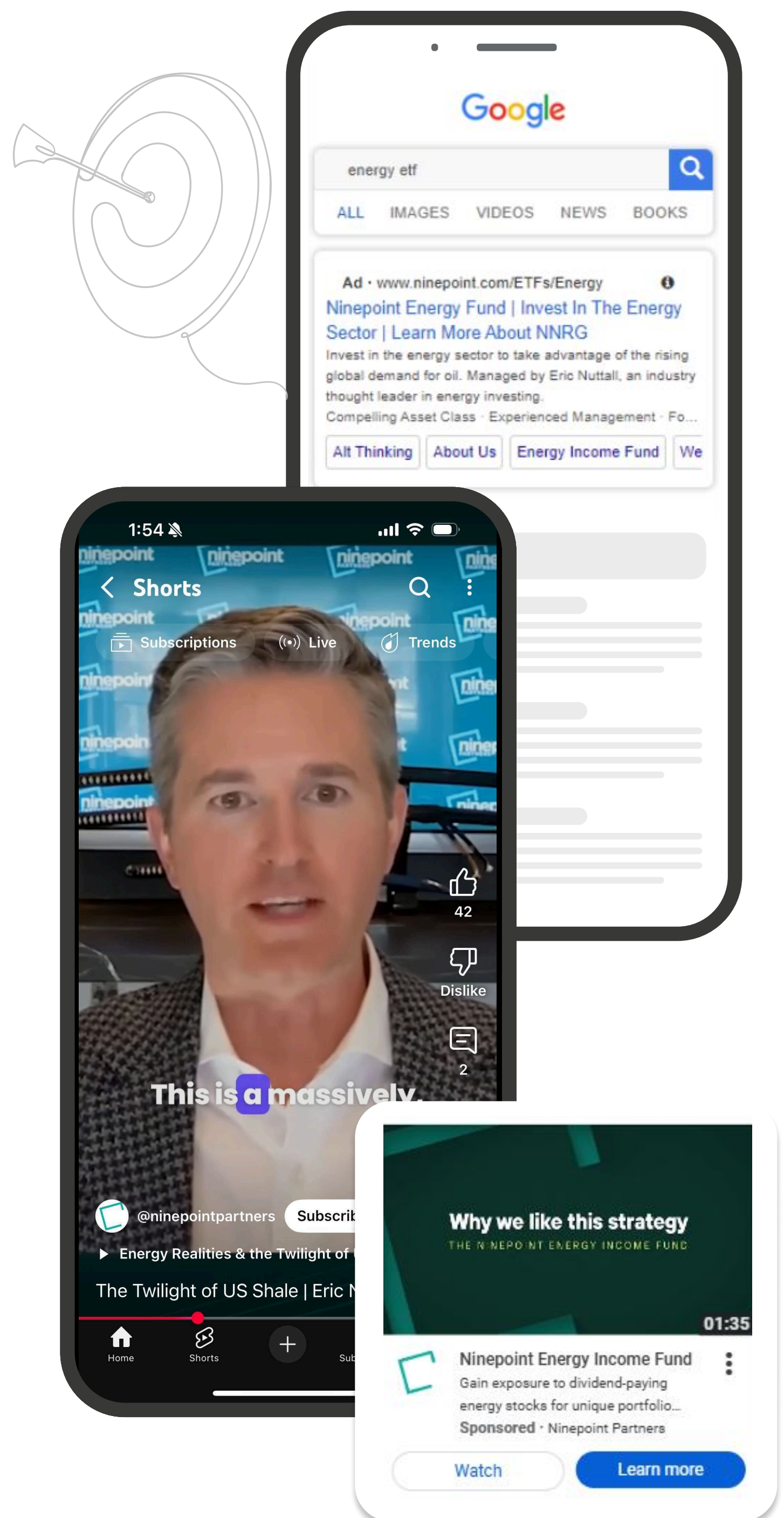
Creative for Retail Audiences

To address the lack of retail-ready creative, we developed a new set of ad assets with messaging and visuals designed to engage self-directed investors—while still reinforcing the credibility and track record of the fund. We leaned into Eric Nuttall's market expertise as a key differentiator, helping connect his voice to the performance narrative of the ETFs.

Search Engine Marketing as the Backbone

SEM was core to the strategy. Our campaign structure was built around high-intent keyword clusters:

- Category keywords – Energy ETFs, oil investing, natural resource exposure
- Holdings keywords – Focused on companies in the ETF portfolio
- Competitor keywords – Capturing interest in peer funds
- People keywords – Targeting searches for Eric Nuttall and his commentary



The Strategy *(cont'd)*

These segments allowed us to not only intercept demand but also layer them into YouTube Custom Audiences, creating a high-intent video targeting strategy based on actual search behavior.

YouTube for Scalable Reach and Efficiency

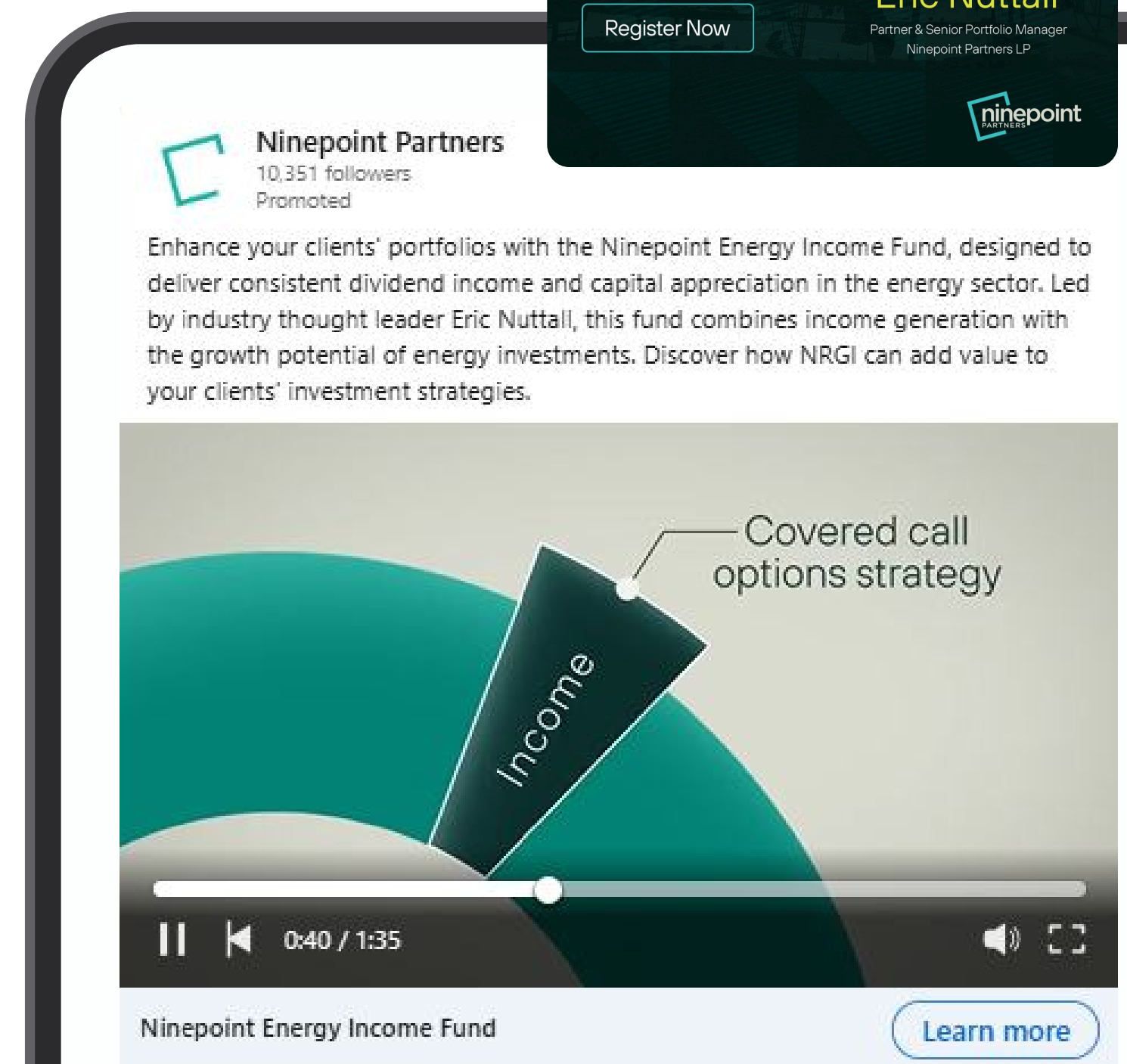
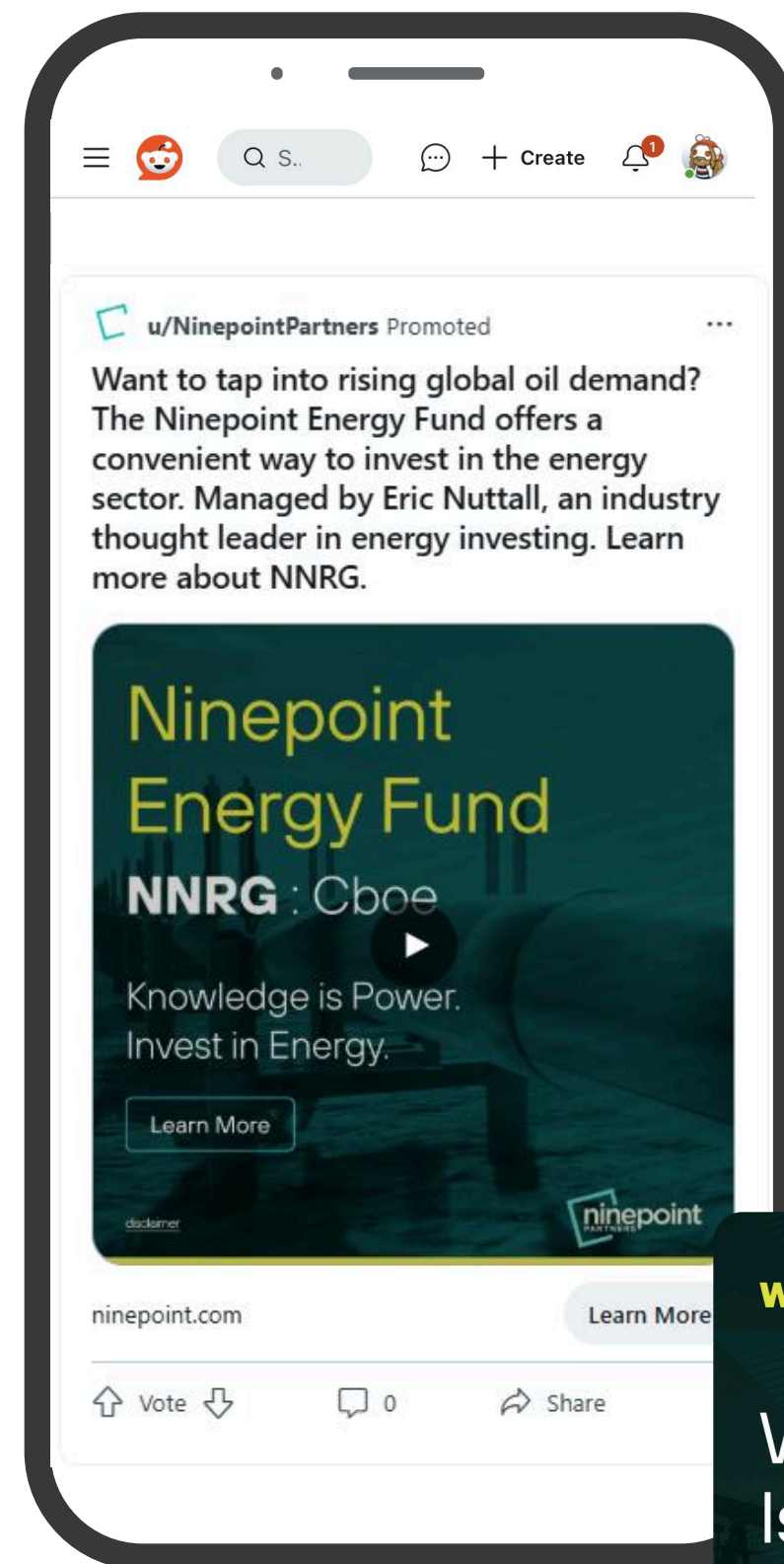
YouTube TruView in-stream ads became one of the most cost-efficient tools in the mix. Video creative drove strong view-through rates and acted as a soft touch introduction to the funds—especially effective for early-funnel retail audiences.

Optimization Through Behaviour Data

Rather than optimizing solely for surface metrics, we built our feedback loop around post-click engagement signals. We tracked behaviours like:

- Fund page time-on-site
- Fact sheet downloads
- Video engagement
- Newsletter signups

This performance data was fed back into platform algorithms, enabling us to refine targeting and bidding around users with demonstrated investment interest. The campaigns were optimized daily, ensuring we kept performance aligned with both cost efficiency and intent quality.



The Results

The campaign delivered meaningful engagement from both advisors and retail investors—surpassing KPI benchmarks by over 40% on average. ETF-specific landing pages saw more than double the traffic, while awareness and engagement rose across every channel.

Our work with Ninepoint has since expanded to include other product launches, such as the

Crypto and AI Leaders ETF, reinforcing the strength of our partnership—and the repeatability of our approach.

If you’re looking to scale visibility, attract new investor segments, or improve performance from existing campaigns, Canspan BMG has the category insight and tactical experience to help.

Performance Highlights

