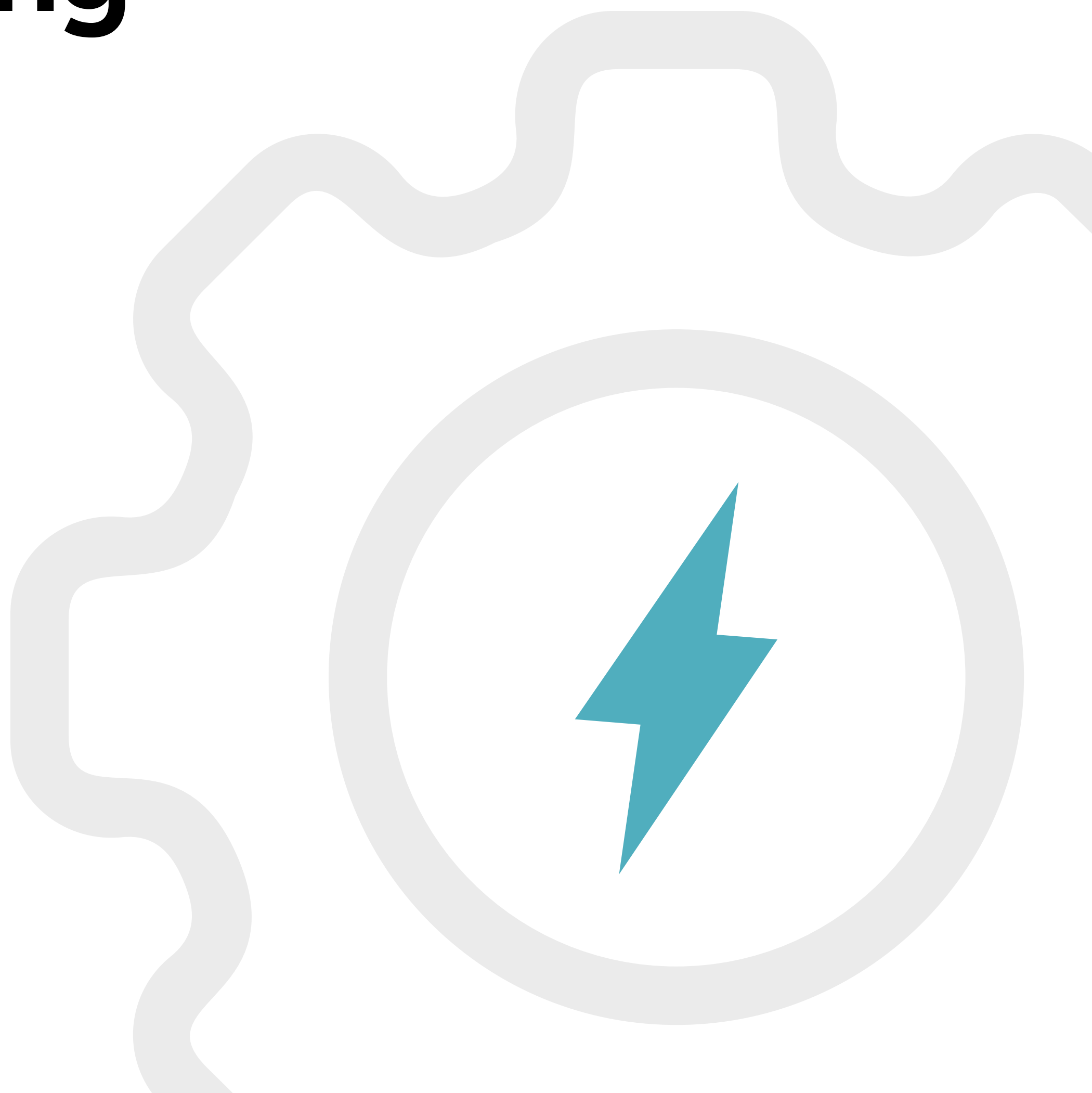


CANSPAN **BMG** + **iema**

CASE STUDY

Energizing Investors: Scaling Tema's VOLT ETF with Multi-Channel Advertising



Energizing Investors: Scaling Tema's VOLT ETF with Multi-Channel Advertising

Services Provided

Paid media strategy & execution

- SEM Advertising
- Display Advertising
- Reddit Advertising
- LinkedIn Advertising



The Story

Tema ETFs is an active ETF manager founded in 2023, focused on developing differentiated strategies across core, thematic, and alternative exposures, with an emphasis on uncovering overlooked investment opportunities.

Following the launch of their **VOLT ETF**, which seeks to capitalize on rising electricity demand and the infrastructure needed to support it, Tema engaged our agency to take their paid media efforts to the next level. The goal was to accelerate the fund's growth, building on the slow but steady traction it had begun to achieve during its first ≈6 months since inception.

With deep experience in ETF paid media, we partnered with Tema to sharpen VOLT's positioning around the AI-driven electrification trend. From there, we focused on driving qualified and meaningful traffic, increasing investor engagement, and improving conversion efficiency... all in support of sustained AUM growth.

"Launching the Tema brand and funds required agility, sharp industry insight, and creative ideas we didn't have internally. Canspan BMG delivered all three, and I'm confident their execution was a direct driver of our growth."



Ceri Llewelyn

Head of Marketing, Technology, and Data
Tema ETFs

Get in touch!

hello@canspan.com
www.canspan.com/finance

The Strategy

We built a full-funnel paid media program designed to engage investors at critical moments of research and decision-making.

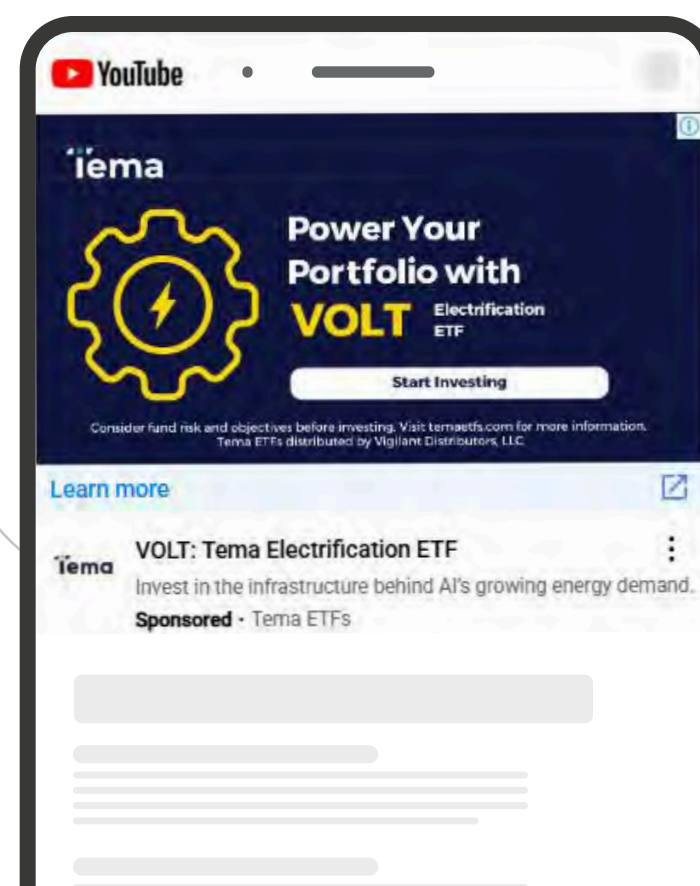
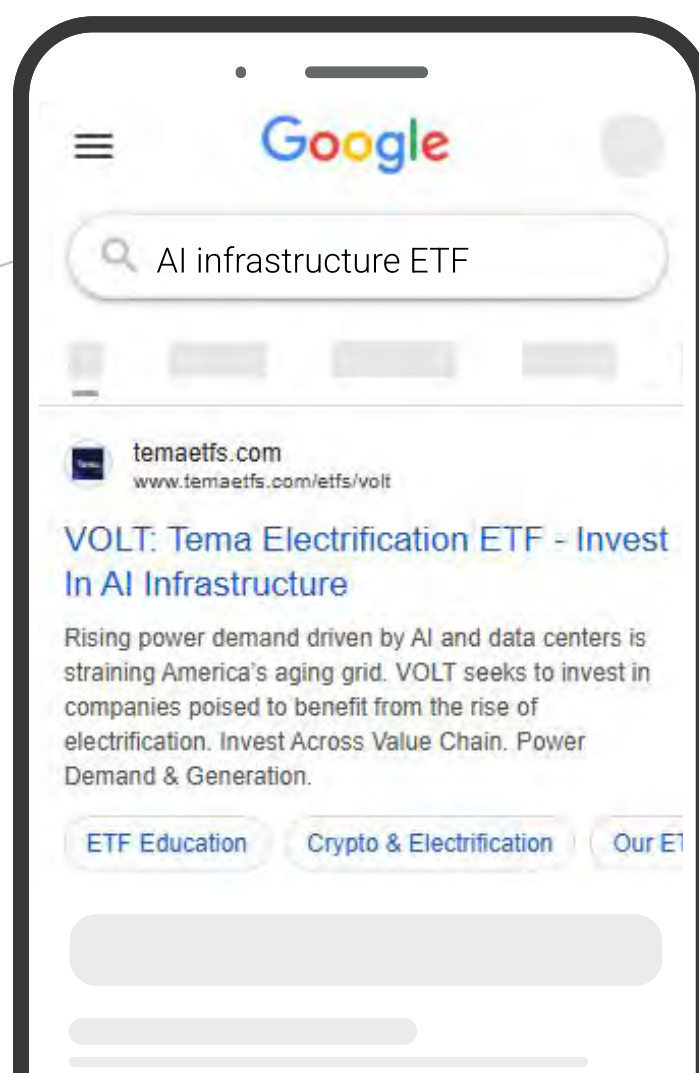
We structured campaigns to address the distinct needs and interests of both financial advisors and self-directed investors, using targeted messaging and creative across SEM, Display, Reddit, and LinkedIn. SEM served as the backbone of the campaign, allowing us to capture high-intent audiences searching for relevant investment opportunities. Campaign targeting was structured around detailed investment keyword themes with tailored messaging per theme, including:

- AI & AI Infrastructure
- Data Centers
- Electricity
- Nuclear Energy
- Competitor Fund Names/Tickers

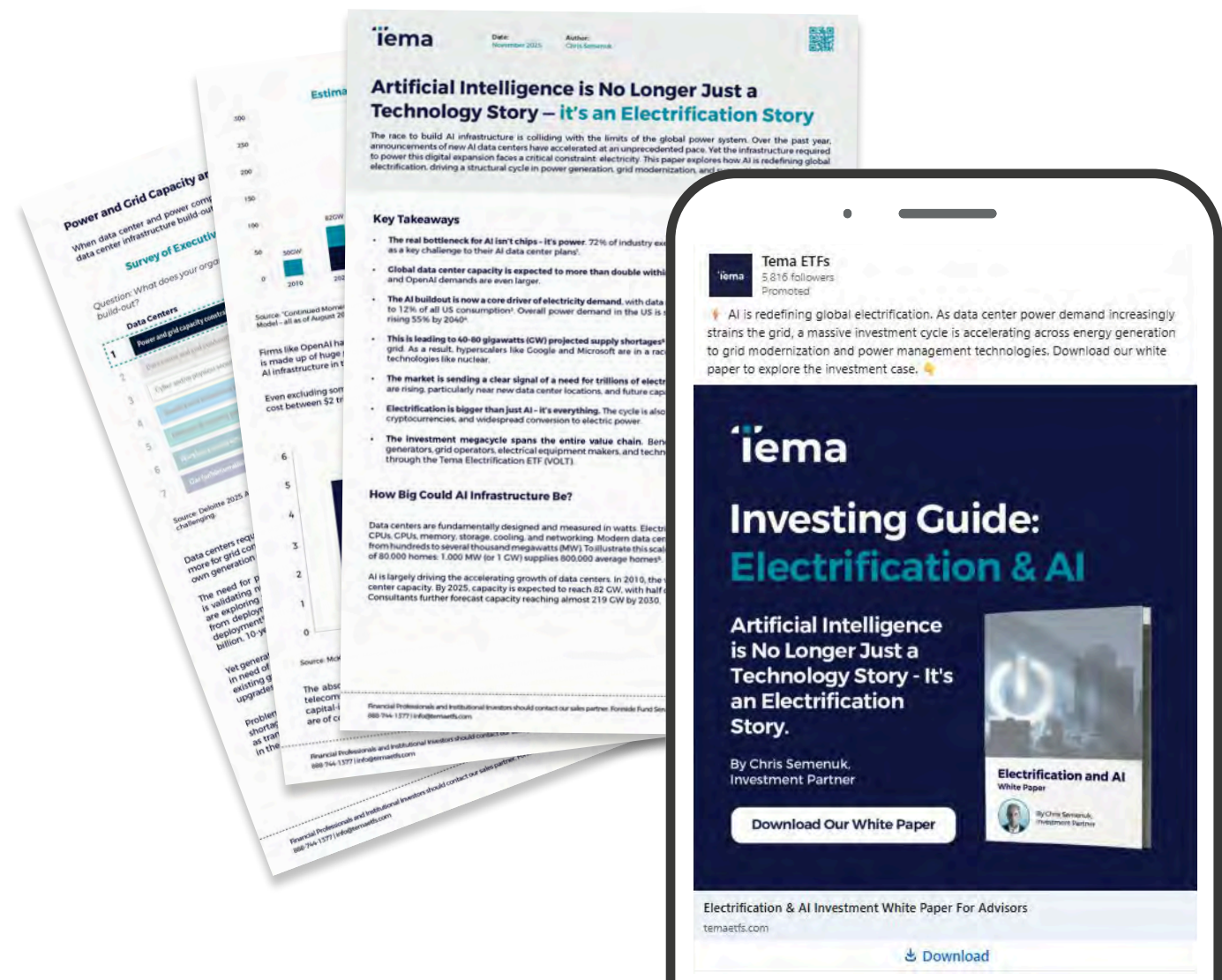


Messaging focused on the connection between AI growth and rising electricity demand, positioning VOLT within that trend. We continuously tested ad copy and creative variations to identify the messaging that resonated most with each audience segment (using post-click engagement signals including fact sheet downloads, time on site, and fund page interactions) to refine targeting and optimize campaigns in real time.

Across channels, we deployed a mix of ad formats to both educate and engage investors.



LinkedIn campaigns reached advisors with Document Ads promoting fund materials and Lead Gen Ads promoting thought leadership, while Display and Reddit campaigns broadened exposure to high-intent audiences across relevant investment contexts. By integrating these channels into a cohesive strategy, we were able to maximize both reach and quality of engagement, ensuring that every touchpoint contributed to meaningful investor discovery of the VOLT ETF.



The Results

Over the course of the campaign, VOLT became Tema's fastest-growing ETF, with paid media playing a key role in driving investor discovery. We increased both the volume and quality of traffic to the fund page, with a focus on high-intent engagement such as fact sheet downloads, time on site, and interaction with fund materials.

By continuously optimizing campaigns based on post-click behaviour, we drove consistent engagement from both financial advisors and retail investors — supporting continued fund growth and reinforcing Tema's positioning as a forward-thinking, ETF Issuer.

Performance Highlights

