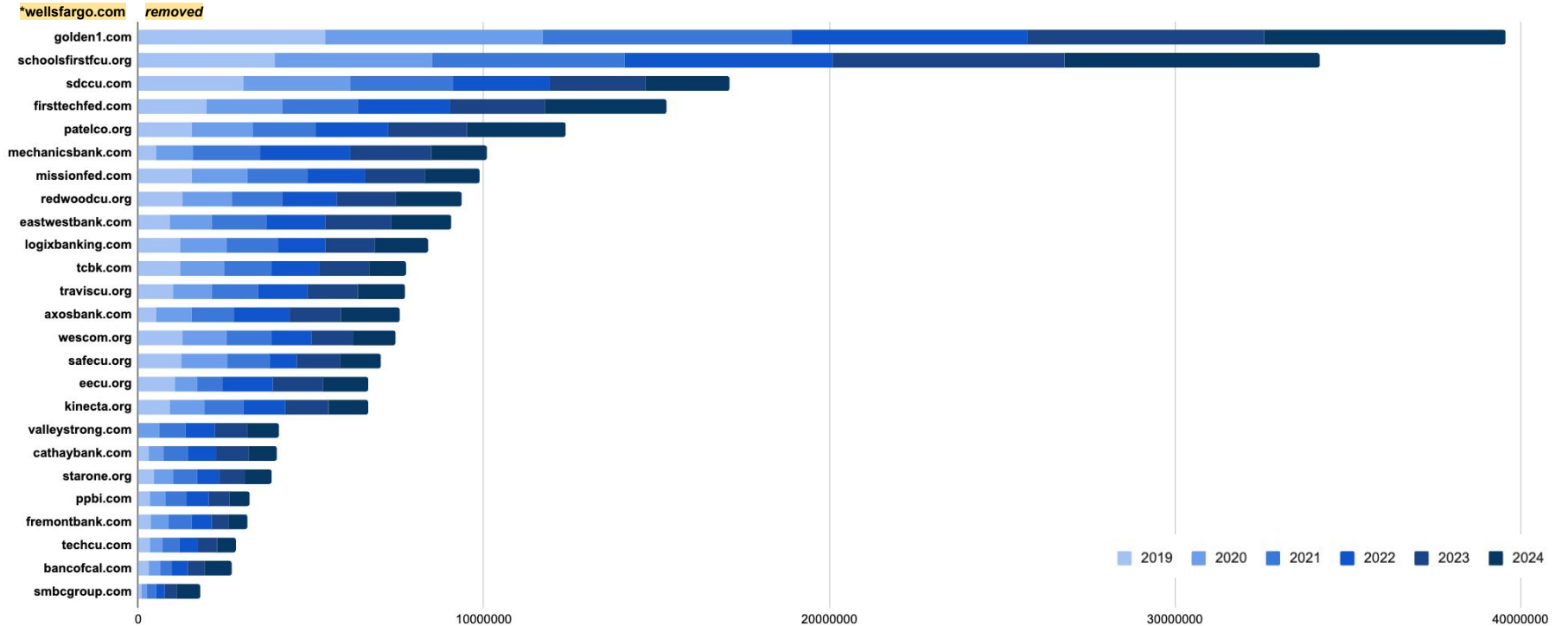


# Which California-based bank leads online discoverability & intent?



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# Which banks have the most valuable digital real estate in California?

## banks in los angeles



1	1cbank.com
2	smartasset.com
3	cnb.com
4	yelp.com
5	firstcitizens.com
6	first.bank
7	beneficialstatebank.com
8	smbcmanubank.com
9	bancofcal.com
10	latimes.com
11	americanbb.bank
12	cathaybank.com
13	hanmi.com
14	bankofamerica.com
15	usbank.com

## banks in san francisco



1	bankssf.com
2	smartasset.com
3	sanfranciscofcu.com
4	yelp.com
5	first.bank
6	fremontbank.com
7	cnb.com
8	bankofamerica.com
9	chase.com
10	frbsf.org
11	wellsfargo.com
12	fhlsf.com
13	bankcbb.com
14	bankofamerica.com
15	frbsf.org

## banks in san diego



1	calbanktrust.com
2	calcoastcu.org
3	sdccu.com
4	hbc.bank
5	calprivate.bank
6	yelp.com
7	smartasset.com
8	firstcitizens.com
9	westernalliancebancorporation.com
10	cnb.com
11	bankofamerica.com
12	californiabankofcommerce.com
13	usbank.com
14	calprivate.bank
15	sdccu.com

## banks in sacramento



1	rivercitybank.com
2	firstcitizens.com
3	umpquabank.com
4	yelp.com
5	metrochamber.org
6	usbank.com
7	smartasset.com
8	sactocu.org
9	bankofamerica.com
10	cathaybank.com
11	wellsfargo.com
12	pnc.com
13	depositaccounts.com
14	bankofamerica.com
15	firstfoundationinc.com

# Make it count

## Search

Paid Search  
SEO  
Shopping  
Amazon & Retail

## Social

Meta  
LinkedIn  
TikTok  
YouTube  
Pinterest  
Snap  
Reddit  
X (Twitter)

## Programmatic

Streaming / CTV  
Digital OOH  
Audio / Podcast  
Native Content  
Display

## Data

Planning & Engineering  
Conversion Rate (CRO)  
Data Aggregation  
Live Dashboards

## Messaging

Ad Creative  
Creator (UGC)  
Short-form Video (SFVV)  
Message Journey & Testing