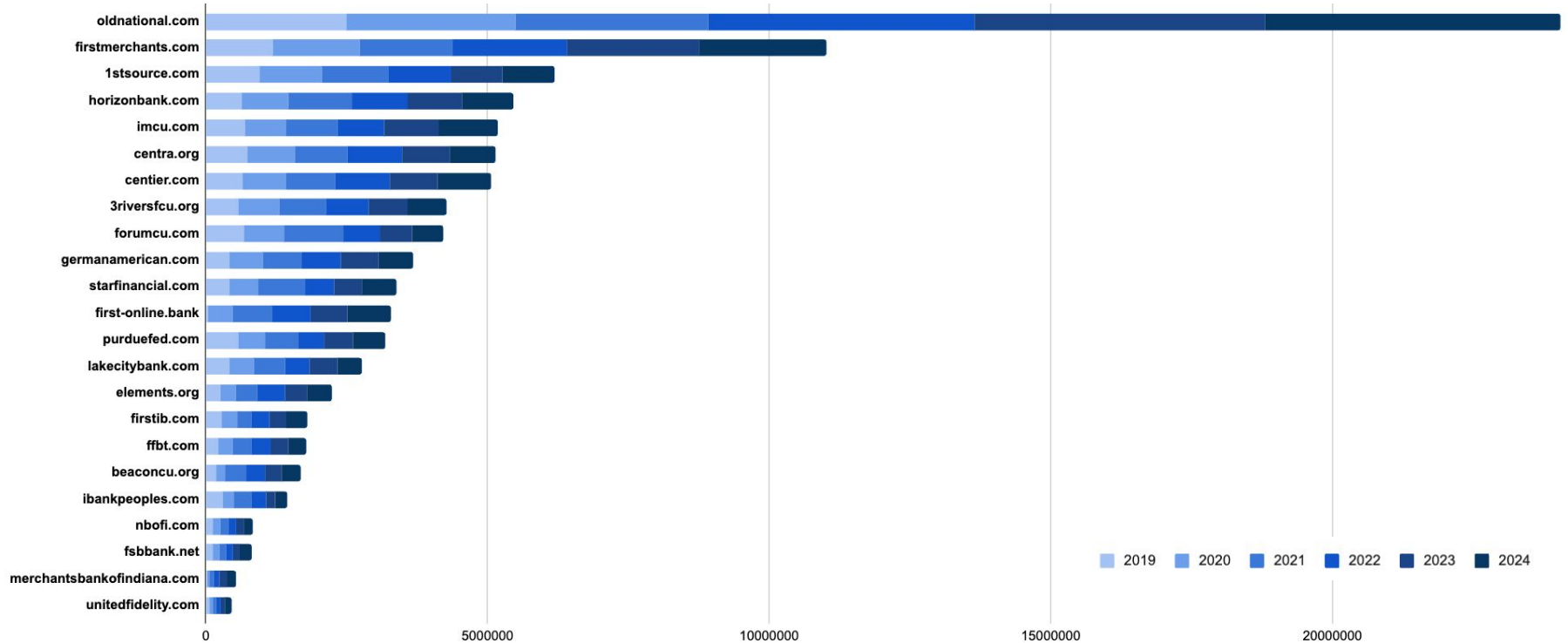


Which Indiana-based bank leads online discoverability & intent?



Source: Google Data, Estimated Annual Organic Search Traffic, Jan 2019 - Dec 2024

Which banks have the most valuable digital real estate in Indiana?

banks in indianapolis



840 monthly searches

1	smartasset.com
2	nbofi.com
3	oldnational.com
4	yelp.com
5	merchantsbankofindiana.com
6	ibj.com
7	bankofamerica.com
8	53.com
9	yelp.com
10	lakecitybank.com
11	iu.edu
12	centier.com
13	fhlbi.com
14	oldnational.com
15	regions.com

banks in fort wayne



720 monthly searches

1	starfinancial.com
2	53.com
3	oldnational.com
4	flagstar.com
5	firstmerchants.com
6	yourpremierbank.com
7	yourstatebank.com
8	lakecitybank.com
9	horizonbank.com
10	1stsource.com
11	yelp.com
12	flagstar.com
13	greaterfortwayneinc.com
14	oldnational.com
15	fm.bank

banks in bloomington



590 monthly searches

1	oldnational.com
2	53.com
3	jcbank.com
4	psbanywhere.com
5	chase.com
6	germanamerican.com
7	iucu.org
8	iu.edu
9	yelp.com
10	regions.com
11	thefederalsavingsbank.com
12	oldnational.com
13	reddit.com
14	northwest.bank
15	first-online.bank

banks in south bend



320 monthly searches

1	1stsource.com
2	centier.com
3	wallethub.com
4	oldnational.com
5	sbrchamber.com
6	lakecitybank.com
7	yelp.com
8	53.com
9	horizonbank.com
10	chase.com
11	everwisecu.com
12	flagstar.com
13	centier.com
14	1stsource.com
15	northwest.bank

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