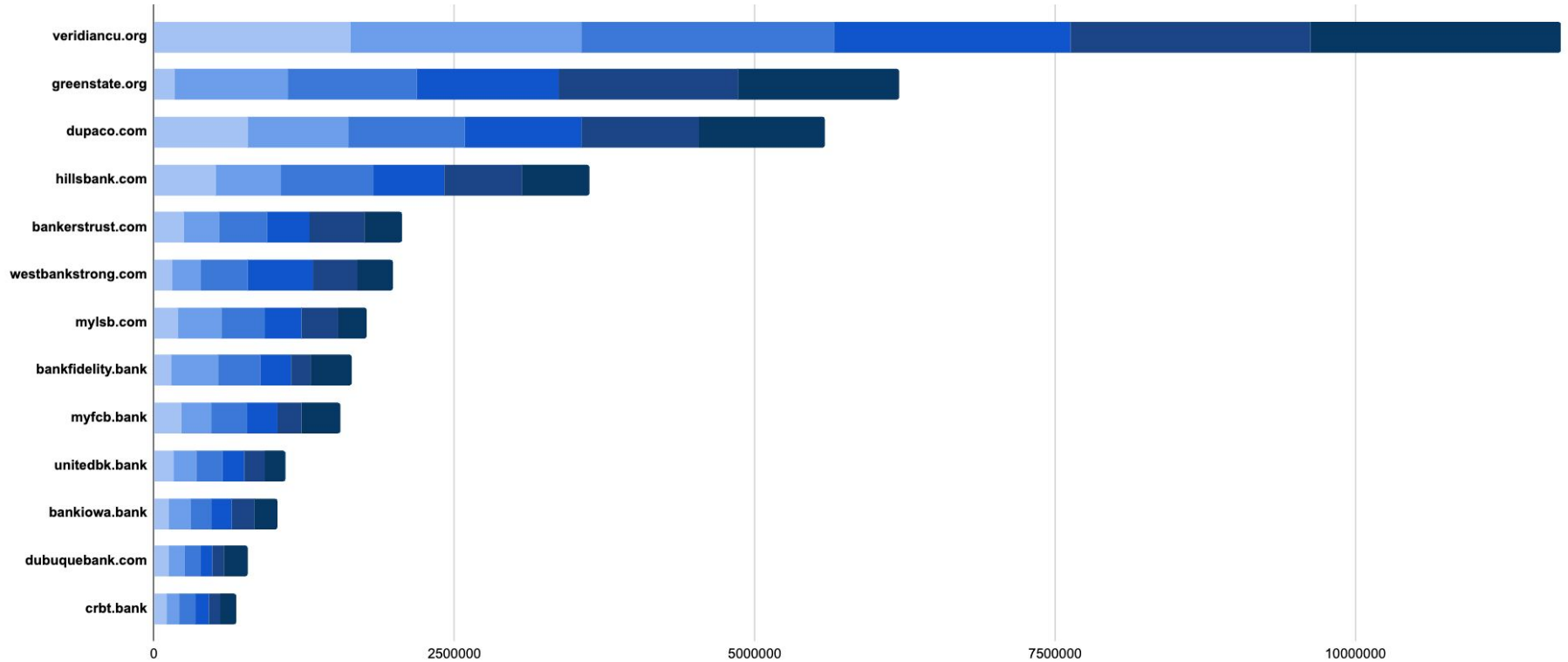


# Which Iowa-based bank leads online discoverability & intent?



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

## banks in des moines



590 monthly searches

- 1 iowastatebanks.com
- 2 yelp.com
- 3 mylsb.com
- 4 bankiowa.bank
- 5 gicu.org
- 6 bank.bank
- 7 bankofamerica.com
- 8 westbankstrong.com
- 9 bankerstrust.com
- 10 fhldm.com
- 11 bank.bank
- 12 firstinterstatebank.com
- 13 bankiowa.bank
- 14 bankofamerica.com
- 15 fnb247.com

## banks in ames



480 monthly searches

- 1 fnb247.com
- 2 ameschamber.com
- 3 firstinterstatebank.com
- 4 nw.bank
- 5 usbank.com
- 6 yelp.com
- 7 fnb247.com
- 8 bankerstrust.com
- 9 usbank.com
- 10 tsbank.com
- 11 amesnational.com
- 12 availa.bank
- 13 esb1.com
- 14 bankiowa.bank
- 15 yellowpages.com

## banks in cedar rapids



480 monthly searches

- 1 crbt.bank
- 2 hillsbank.com
- 3 myfsbonline.com
- 4 communitysavings.bank
- 5 firstinterstatebank.com
- 6 usbank.com
- 7 bankerstrust.com
- 8 yelp.com
- 9 ohnwardbank.bank
- 10 bankiowa.com
- 11 midwestone.bank
- 12 greenstate.org
- 13 wellsfargo.com
- 14 usbank.com
- 15 crbt.bank

## banks in davenport



390 monthly searches

- 1 northwestbank.com
- 2 goambank.com
- 3 oldnational.com
- 4 usbank.com
- 5 qcbt.bank
- 6 tbkbank.com
- 7 firstnationalbanks.bank
- 8 yelp.com
- 9 riafcu.com
- 10 tbkbank.com
- 11 localsloveus.com
- 12 oldnational.com
- 13 goambank.com
- 14 quadcitieschamber.com
- 15 qcbt.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