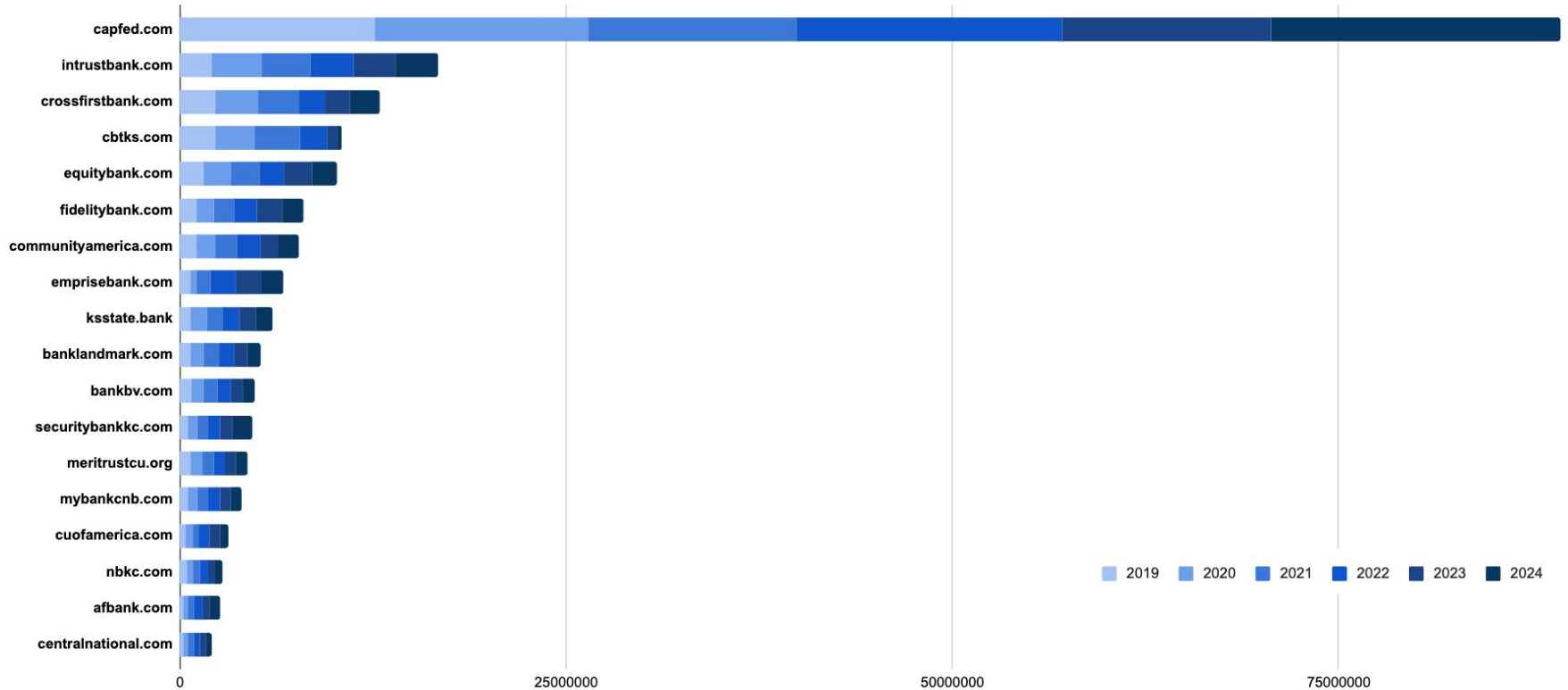


# Which Kansas-based bank leads online discoverability & intent?



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

## banks in kansas city



- 1 smartasset.com
- 2 securitybankkc.com
- 3 commercebank.com
- 4 yelp.com
- 5 centralbankkc.com
- 6 ccbfinancial.com
- 7 bankmw.com
- 8 academybank.com
- 9 centralbank.net
- 10 ffbkc.com
- 11 libertybank.net
- 12 academybank.com
- 13 nbkc.com
- 14 bankofamerica.com
- 15 commercebank.com

## banks in wichita



- intrustbank.com
- legacy.bank
- emprisebank.com
- southwestnb.com
- yelp.com
- commercebank.com
- bankofamerica.com
- communitybankwichita.com
- sunflowerbank.com
- kanza.bank
- wichitafcu.com
- crossfirstbank.com
- equitybank.com
- umb.com
- wellsfargo.com

## banks in topeka



- fidelitytopeka.com
- cbtks.com
- communitybanktopeka.com
- fhlbtpeka.com
- kawvalleybank.com
- intrustbank.com
- silverlakebank.com
- umb.com
- alliancebankks.com
- banklandmark.com
- equitybank.com
- centralnational.com
- usbank.com
- dsbks.com
- yelp.com

## banks in lawrence



- centralbank.net
- greatambank.com
- banklandmark.com
- centralbank.net
- commercebank.com
- yelp.com
- bankofamerica.com
- umb.com
- lawrencechamber.com
- meritrustcu.org
- robbank.bank
- intrustbank.com
- reddit.com
- banklandmark.com
- bankmw.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