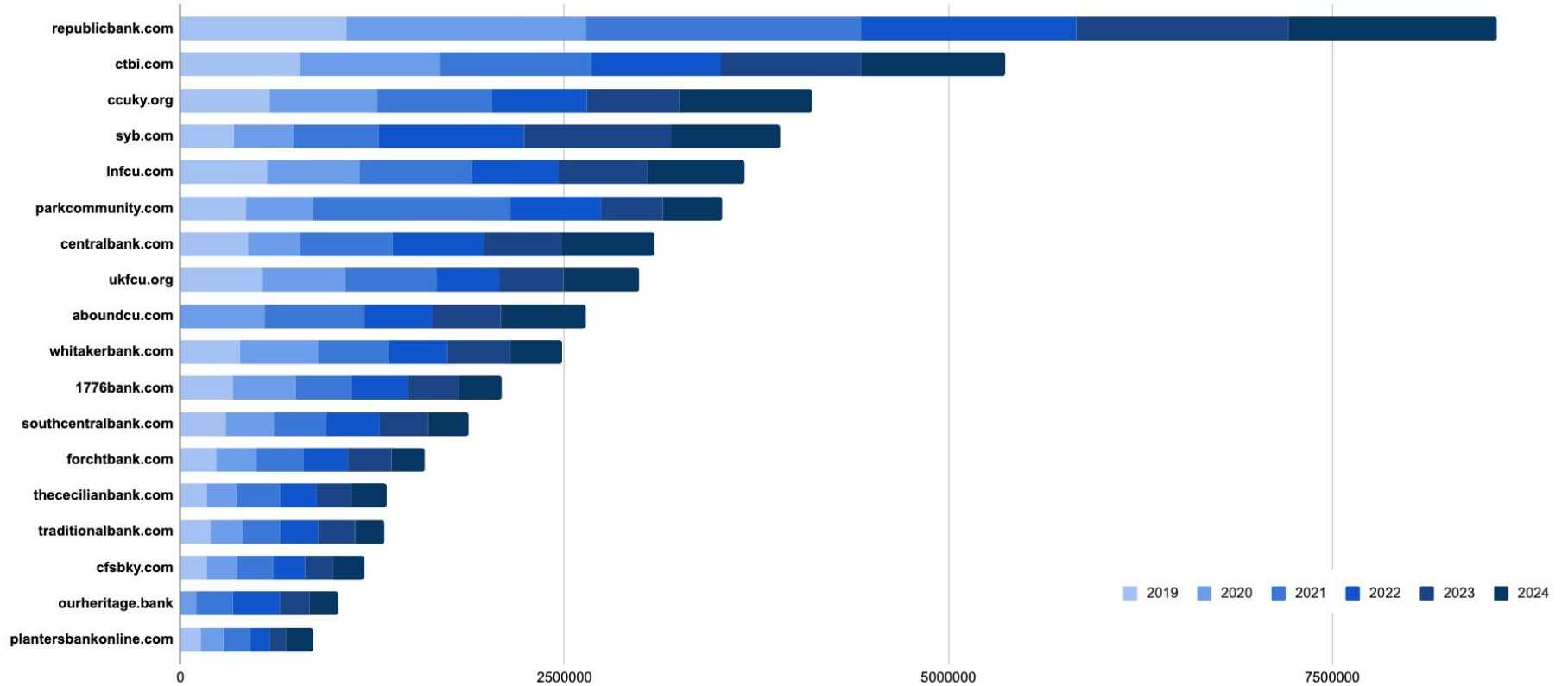


# Which Kentucky-based bank leads online discoverability & intent?



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

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

## banks in louisville



- 1 greaterlouisville.com
- 2 wallethub.com
- 3 rivercitybankky.com
- 4 53.com
- 5 yelp.com
- 6 republicbank.com
- 7 syb.com
- 8 parknationalbank.com
- 9 truiet.com
- 10 oldnational.com
- 11 53.com
- 12 transcendcu.com
- 13 paducahbank.com
- 14 libertybank.net
- 15 southcentralbank.com

## banks in lexington



- 1 bankoflexington.net
- 2 yelp.com
- 3 wallethub.com
- 4 53.com
- 5 commercelexington.com
- 6 forchtbank.com
- 7 bankofamerica.com
- 8 centralbank.com
- 9 traditionalbank.com
- 10 bankofthebluegrass.com
- 11 oldnational.com
- 12 53.com
- 13 usbank.com
- 14 yelp.com
- 15 syb.com

## banks in bowling green



- 1 bgchamber.com
- 2 ambanking.com
- 3 southcentralbank.com
- 4 germanamerican.com
- 5 morgantownbank.com
- 6 yelp.com
- 7 usbank.com
- 8 firstbankonline.com
- 9 1776bank.com
- 10 edmontonstatebank.com
- 11 truiet.com
- 12 morgantownbank.com
- 13 usbank.com
- 14 peoplesbancorp.com
- 15 first-online.bank

## banks in covington



- 1 53.com
- 2 huntington.com
- 3 yelp.com
- 4 usbank.com
- 5 truiet.com
- 6 pnc.com
- 7 forchtbank.com
- 8 huntington.com
- 9 53.com
- 10 usbank.com
- 11 yelp.com
- 12 centralbank.com
- 13 smartasset.com
- 14 federalbank.co.in
- 15 bmo.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