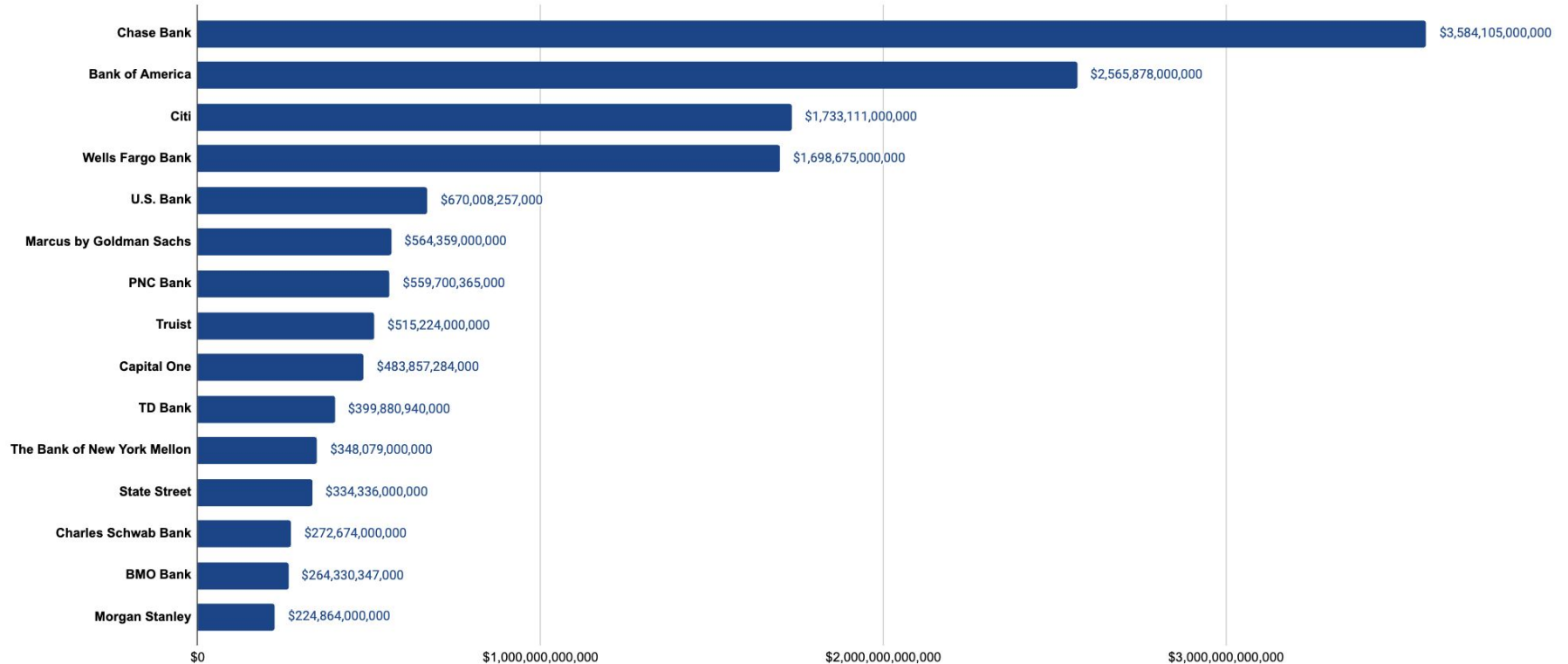
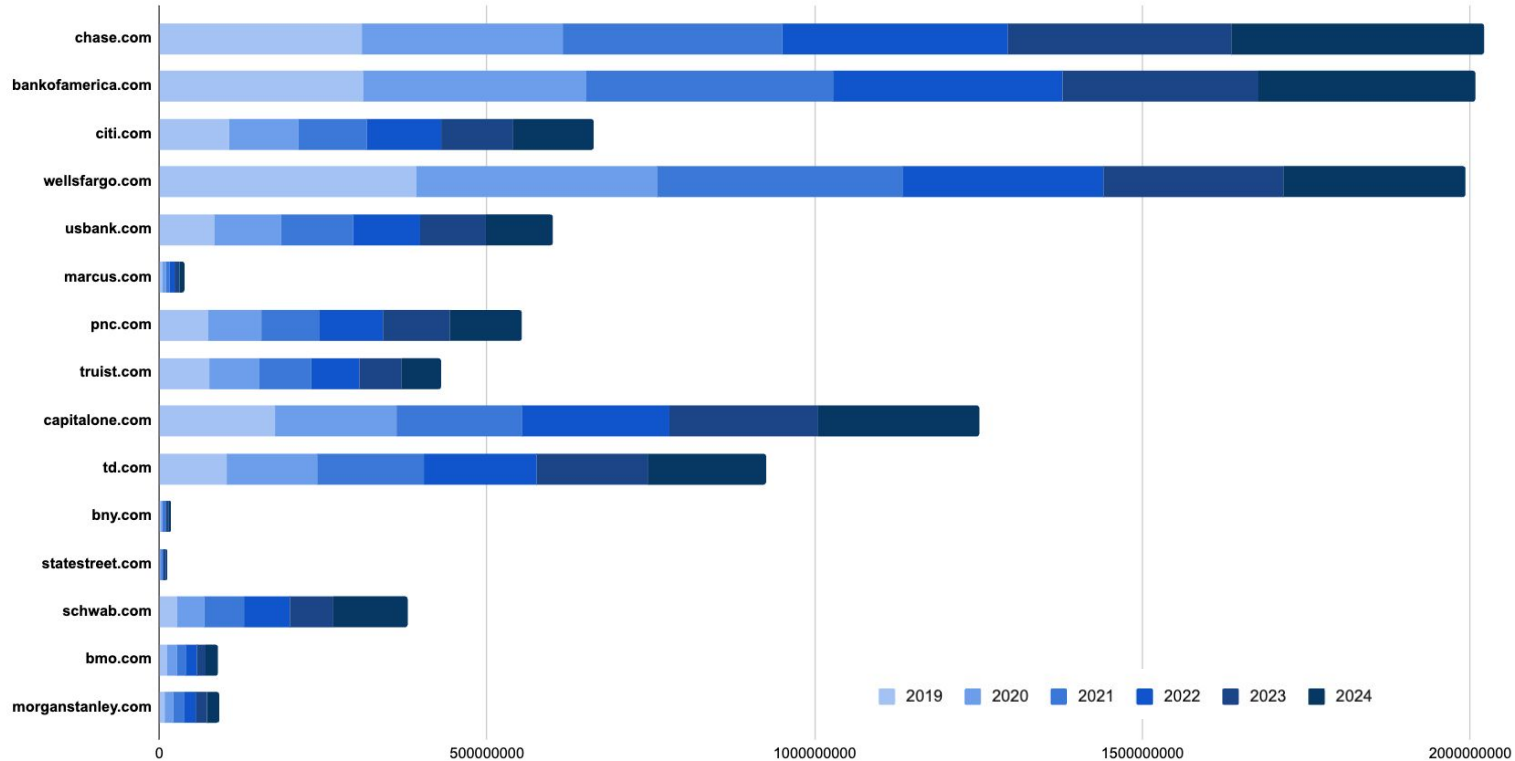


Who are the top U.S. banks & credit unions by assets under management?



Which market leading banks lead online discoverability & intent?



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

Which banks have the most valuable digital real estate?

online banking



1	bankofamerica.com
2	wellsfargo.com
3	usbank.com
4	td.com
5	pnc.com
6	chase.com
7	discover.com
8	regions.com
9	oneunited.com
10	santanderbank.com
11	mtb.com
12	trui.com
13	usbank.com
14	huntington.com
15	fnb-online.com

online checking



1	wellsfargo.com
2	chase.com
3	discover.com
4	pnc.com
5	capitalone.com
6	wellsfargo.com
7	regions.com
8	amalgamatedbank.com
9	nerdwallet.com
10	usbank.com
11	santanderbank.com
12	bankofamerica.com
13	regions.com
14	td.com
15	t-mobilemoney.com

open savings account



1	chase.com
2	bankofamerica.com
3	wellsfargo.com
4	americanexpress.com
5	discover.com
6	usbank.com
7	citizensbank.com
8	pnc.com
9	td.com
10	ally.com
11	citi.com
12	navyfederal.org
13	chase.com
14	wellsfargo.com
15	capitalone.com

open checking account



1	wellsfargo.com
2	pnc.com
3	usbank.com
4	chase.com
5	bankofamerica.com
6	capitalone.com
7	trui.com
8	regions.com
9	chase.com
10	schwab.com
11	huntington.com
12	capitalone.com
13	td.com
14	numericacu.com
15	citi.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