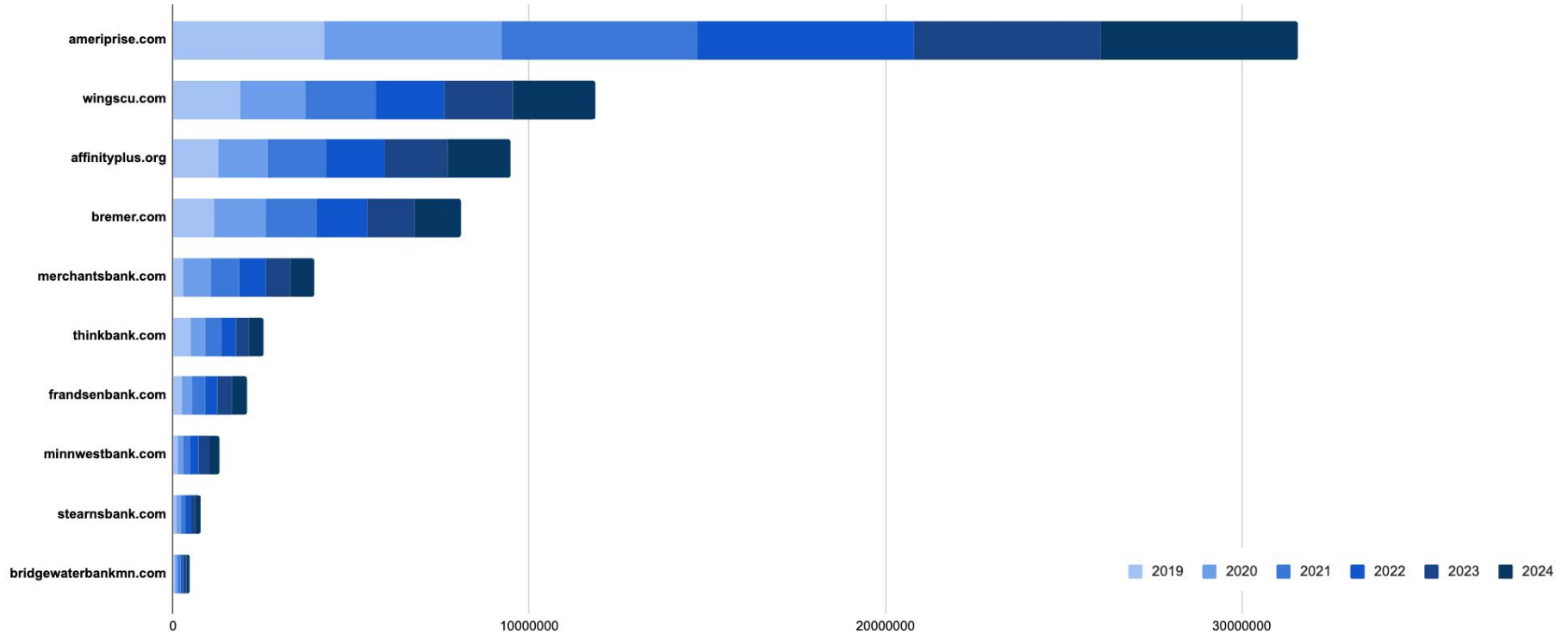


# Which Minnesota-based bank leads online discoverability & intent?



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

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

## banks in minneapolis



- 1 smartasset.com
- 2 sunrisebanks.com
- 3 yelp.com
- 4 reddit.com
- 5 minneapolisfed.org
- 6 american.bank
- 7 bankofamerica.com
- 8 21stcb.com
- 9 nebankmn.com
- 10 mn.gov
- 11 minneapolisfed.org
- 12 bankofamerica.com
- 13 bizjournals.com
- 14 yelp.com
- 15 sunrisebanks.com

## banks in st paul



- alliancebanks.com
- sunrisebanks.com
- bankofamerica.com
- drake-bank.com
- american.bank
- yelp.com
- deerwoodbank.com
- associatedbank.com
- oldnational.com
- couleebank.net
- alliancebanks.com
- sunrisebanks.com
- bremer.com
- huntington.com
- usbank.com

## banks in duluth



- northshore.bank
- nbcbanking.com
- yelp.com
- huntington.com
- frandsenbank.com
- bremer.com
- wbduluth.com
- parkstatebank.com
- usbank.com
- weblinkconnect.com
- bell.bank
- northshore.bank
- depositaccounts.com
- nbcbanking.com
- nccyou.com

## banks in st cloud



- midcountry.bank
- bremer.com
- gatecity.bank
- trustonefinancial.org
- libertybankmn.com
- chase.com
- scfcu.org
- affinityplus.org
- huntington.com
- westbankstrong.com
- usbank.com
- yelp.com
- wellsfargo.com
- stcloudareachamber.com
- usbank.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