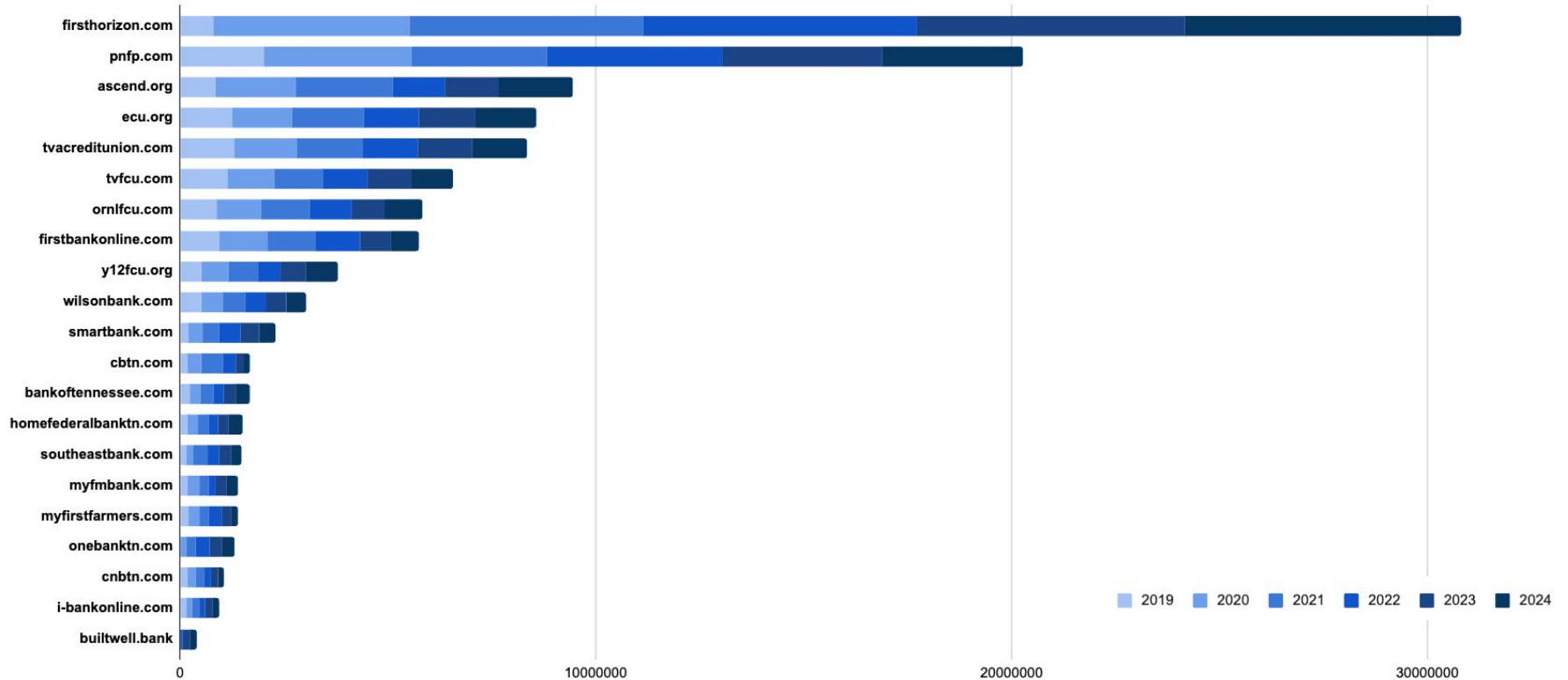


Which Tennessee-based bank leads online discoverability & intent?



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

Which banks have the most valuable digital real estate in Tennessee?

banks in nashville



- 1 firstbankonline.com
- 2 53.com
- 3 yelp.com
- 4 fourthcapital.com
- 5 bankoftennessee.com
- 6 bankcbn.com
- 7 commercebank.com
- 8 reasantbank.com
- 9 bankofamerica.com
- 10 synovus.com
- 11 studiobank.com
- 12 firstcitizens.com
- 13 regions.com
- 14 bizjournals.com
- 15 cedarstonebank.com

banks in memphis



- 1 i-bankonline.com
- 2 smartasset.com
- 3 reasantbank.com
- 4 yelp.com
- 5 bankofamerica.com
- 6 pnfp.com
- 7 trustmark.com
- 8 regions.com
- 9 banktennessee.com
- 10 chase.com
- 11 cbtcnet.com
- 12 reddit.com
- 13 bankofamerica.com
- 14 bankcbn.com
- 15 yelp.com

banks in knoxville



- 1 firstbankonline.com
- 2 bankoftennessee.com
- 3 tvacreditunion.com
- 4 homefederalbanktn.com
- 5 53.com
- 6 yelp.com
- 7 citizensbank24.com
- 8 regions.com
- 9 tnbank.bank
- 10 truist.com
- 11 bankofamerica.com
- 12 firstcitizens.com
- 13 southeastbank.com
- 14 reasantbank.com
- 15 oldnational.com

banks in chattanooga



- 1 wallethub.com
- 2 choosechatt.com
- 3 chattanoogachamber.com
- 4 yelp.com
- 5 oldnational.com
- 6 synovus.com
- 7 builtwell.bank
- 8 firstcitizens.com
- 9 bankofamerica.com
- 10 rockpoint.bank
- 11 southeastbank.com
- 12 ucbi.com
- 13 firstcnb.com
- 14 truist.com
- 15 regions.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