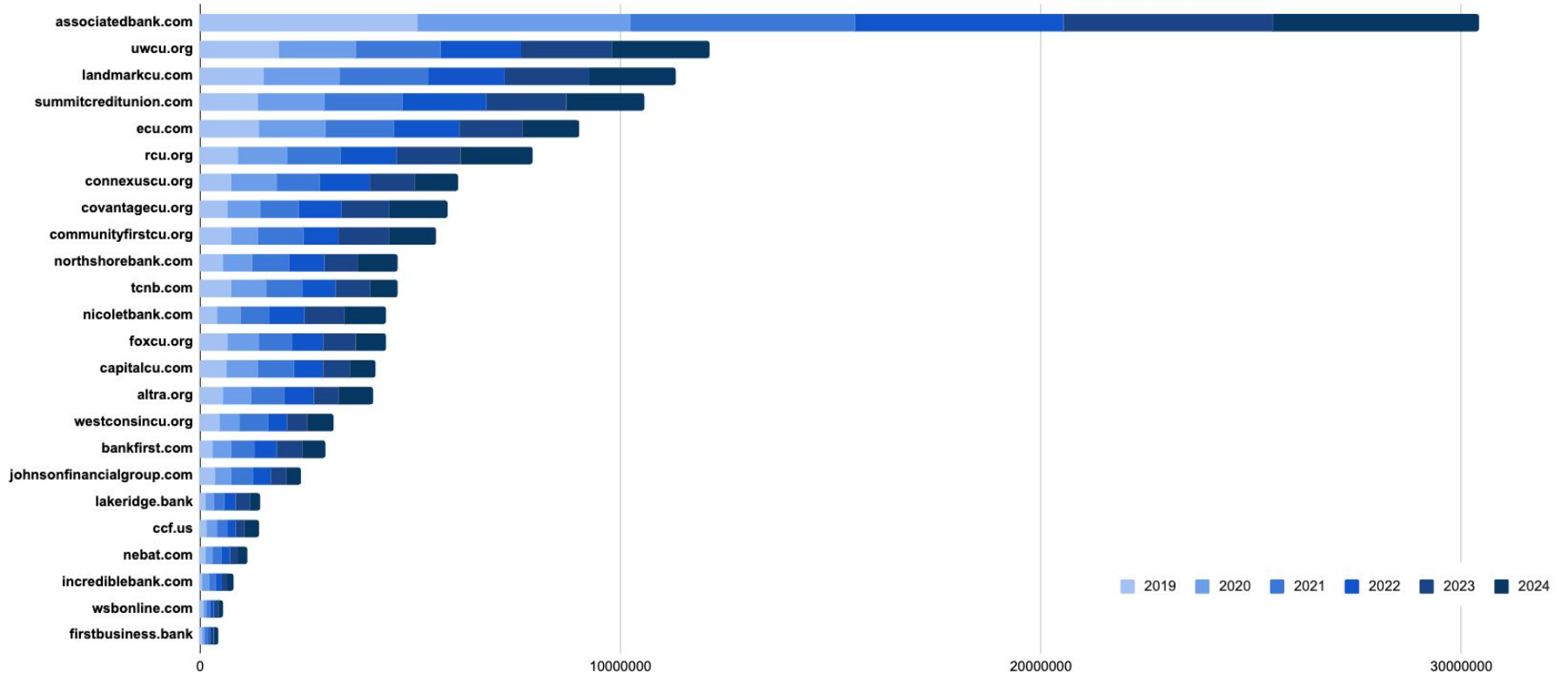


Which Wisconsin-based bank leads online discoverability & intent?



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

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

banks in X



- 1 smartasset.com
- 2 yelp.com
- 3 wallethub.com
- 4 oldnational.com
- 5 oldnational.com
- 6 associatedbank.com
- 7 tcnb.com
- 8 northshorebank.com
- 9 primefinancialcu.org
- 10 huntington.com
- 11 firstcitizens.com
- 12 bankonmilwaukee.org
- 13 theequitablebank.com
- 14 yelp.com
- 15 wellsfargo.com

banks in X



- visitdowntownmadison.com
- parkbank.com
- yelp.com
- oldnational.com
- summitcreditunion.com
- associatedbank.com
- capitol.bank
- uwcu.org
- usbank.com
- oldnational.com
- townbank.us
- nicoletbank.com
- reddit.com
- madisoncu.com
- yelp.com

banks in X



- nicoletbank.com
- northshorebank.com
- yelp.com
- associatedbank.com
- wisconsinbankandtrust.com
- nicoletbank.com
- baybankgb.com
- usbank.com
- northshorebank.com
- associatedbank.com
- fortifibank.com
- pcmcu.org
- baybankgb.com
- chase.com
- johnsonfinancialgroup.com

banks in X



- northshorebank.com
- firststambank.com
- associatedbank.com
- csb.bank
- huntington.com
- firststambank.com
- usbank.com
- yelp.com
- tcnb.com
- johnsonfinancialgroup.com
- chase.com
- trustonefinancial.org
- chicagofed.org
- johnsonfinancialgroup.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