

# NatLo Financial Services Top 15

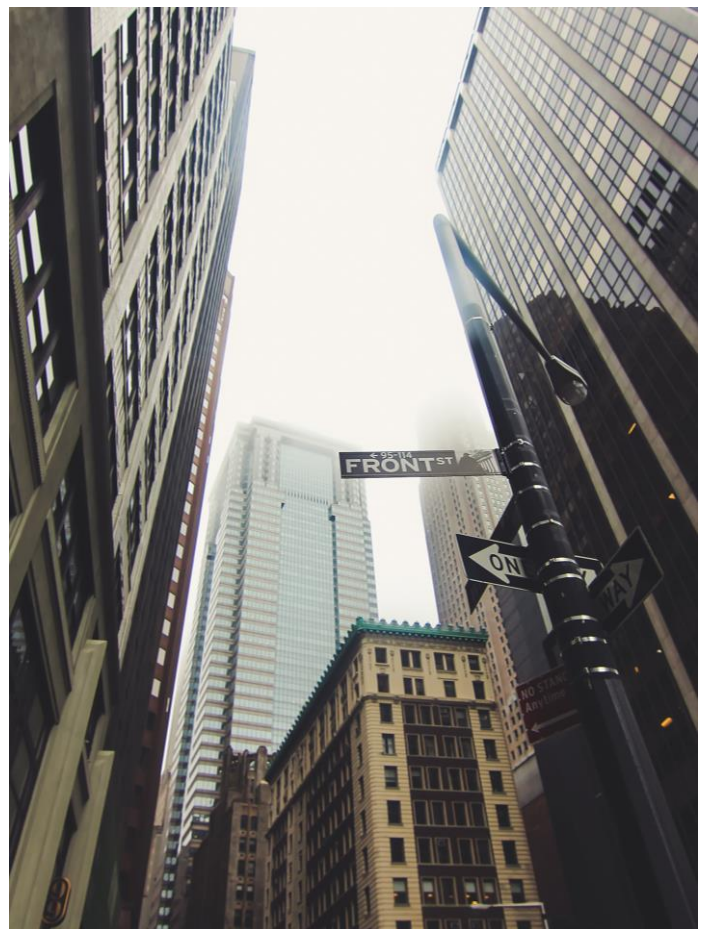
The Best Brands at National-to-Local Digital Marketing

## Which Financial Services Brands Are Excelling at Digital Marketing?

The consumer search for financial services is now digital. Whether they are selecting a new bank, shopping for insurance, wiring funds, or borrowing money, consumers increasingly start with online searches to find information and local offices.

Accordingly, financial services providers must build a highly visible, localized digital presence that can cost-effectively capture this search traffic and convert it. Doing this at scale can be a complicated undertaking for national brands— so Ignite's Placeable team developed the NatLo™ Score to measure and prioritize the tactics required for successful national-to-local marketing. This methodology determines how well a multi location business performs across four critical dimensions of digital marketing: Visibility, Depth, Precision, and Reach.

To identify the national and regional brands that excel, Ignite's Placeable team recently scored and ranked over one thousand companies across a broad range of industries—including 81 financial services brands. The NatLo FinServ Top 15 recognizes the best digital marketers in the industry.



RANK BRAND NATLO SCORE

01 Nationwide

75

02 TitleMax

72

03 State Farm

69

04 Bank of America

67

05 Wells Fargo

65

06 American Family

63

07 Speedy Cash

63

08 Ace Cash Express

62

RANK BRAND NATLO SCORE

09 Farmers Insurance

61

10 Advance America

61

11 Western Union

60

12 Moneytree

59

13 UMB Bank

59

14 H&R Block

59

15 Ameriprise Financial

57

## The NatLo Score

The NatLo Score measures a brand's digital marketing effectiveness, as represented by the four key dimensions of local online marketing: Visibility, Depth, Precision and Reach. The brands received a score from zero to 100 for each dimension. The scores for the four dimensions were weighted and combined into a single overall score. The NatLo Financial Services Top 15 comprises the highest scoring brands that were evaluated.



### visibility

*Website effectiveness in search and discoverability.*

#### SAMPLE OF EVALUATION CRITERIA

- Site structure
- Page optimization
- Web and mobile site performance
- Local and geo-related search factors

#### WHY IT MATTERS

Strong **Visibility** produces higher search engine rankings and greater traffic. It also supports authoritative indexing by search engines and enables brands to attain location dominance with multiple listings in search results. Brands with poor **Visibility** surrender more traffic to directories and competitors.



### depth

*Depth and accuracy of published location content.*

#### SAMPLE OF EVALUATION CRITERIA

- Richness and completeness of site information
  - Basic: name, address, phone
  - Enhanced: descriptions, services, photos, calls-to-action, etc.

#### WHY IT MATTERS

Brands that achieve exceptional **Depth** deliver a better customer experience with richer content about their locations and offerings. Greater **Depth** also produces higher click-to-brick conversion rates and supports other marketing calls-to-action.



### precision

*Geographic accuracy of location data.*

#### SAMPLE OF EVALUATION CRITERIA

- Pin placement of each location based on latitude and longitude
- Dispersion of pins on third party sites (pin spread)

#### WHY IT MATTERS

Superior **Precision** enables customers to efficiently navigate to a brand's locations. It also supports accurate geo-targeting for digital campaigns. Failure to ensure **Precision** damages customer trust and increases the risk of competitive poaching.



### reach

*Data consistency and coverage across third party sites.*

#### SAMPLE OF EVALUATION CRITERIA

- Presence, completeness and accuracy of location data on Google, Facebook, Foursquare and Yelp

#### WHY IT MATTERS

Brands with outstanding **Reach** can be found by consumers across a range of search engines, social sites and apps. Poor **Reach** can lead to consumer confusion and misallocated marketing investments.

## How Does Your Financial Service Brand Stack Up?

The financial services brands that earned a spot in the Top 15 deserve accolades for excelling at local digital marketing. These brands have achieved industry-leading performance when it comes to marketing at scale on the local level.

However, even the top-performing brands must continue to innovate and improve in order to remain successful. Addressing their weaker scoring dimensions and developing strategies to boost those measures is critical for brands that seek to fortify their digital marketing advantage.

The financial services brands in the NatLo rankings were particularly proficient in the Visibility dimension—standing out for the strength of their local landing pages and exceptional performance in site structure, SEO, and mobile. This is especially crucial in an industry where consumers rely on digital sources for brand selection. For example, a recent Ernst & Young survey found that online content was the most important source of information to consumers researching financial services.

Whether your brand is on the list or not, the NatLo dimensions and criteria can help you objectively assess your digital marketing efforts.

- Do you have a properly implemented online locator? Has your locator been optimized for mobile?
- Do you have unique landing pages for every one of your hundreds to thousands of locations?
- Have you created custom content and offers for each of your locations?
- How accurate is your location data?
- Are you syndicating to the right directories, aggregators, social networks, and search engines?

The NatLo scoring methodology illuminates the digital marketing tactics most critical to winning the digital consumer. Understanding what these tactics are empowers your company to prioritize its digital activities to capture more local search impressions, clicks, location visits, and conversions.

## For More Information

Please contact us at [success@ignitetechnology.com](mailto:success@ignitetechnology.com) or visit [www.ignitetechnology.com](http://www.ignitetechnology.com).

