



MARKET INTEREST & AUTHORITY INSIGHTS

The US Financial Industry has seen a 23% year-over- year growth in interest

**Top Brands lead interest and growth
(Chase, Bank of America & Wells Fargo)**

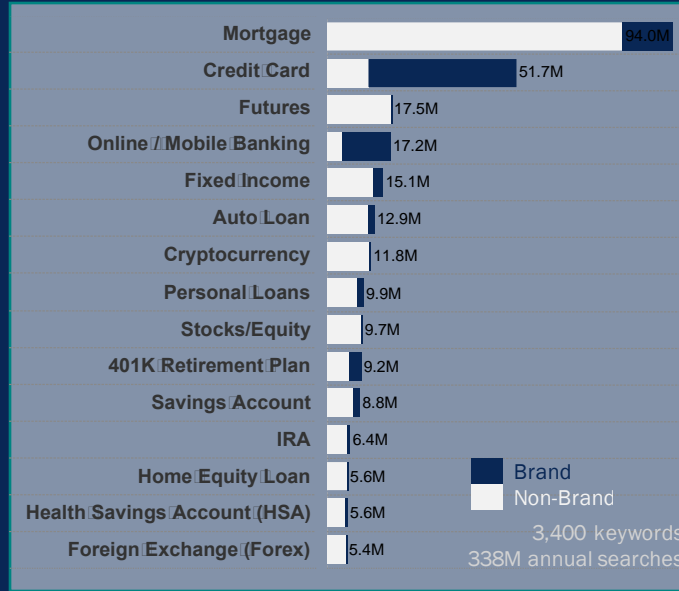
Highlights across topics, brands and answer sources:

1. Brands are incredibly important to this industry, with over 80% of interest for a brand (ex: discover card) vs non-brand (ex: mortgage calculator).
2. A conservative trend is appearing with top growth areas featuring debt consolidation and savings.
3. Top topics are Mortgage and Credit Card.
4. Social sites have the most visibility for brands beyond owned domains, led by Facebook, LinkedIn, Instagram and YouTube.
5. A handful of sites provide answers across most platforms (Search, Voice and Chat): Investopedia, NerdWallet, Forbes, Wikipedia & CNBC.



What are people looking for?

- Mortgages, credit cards, futures and banking are top consumer interest topics
- The majority of topical interest (74%) is non-brand



What are the questions people are asking?

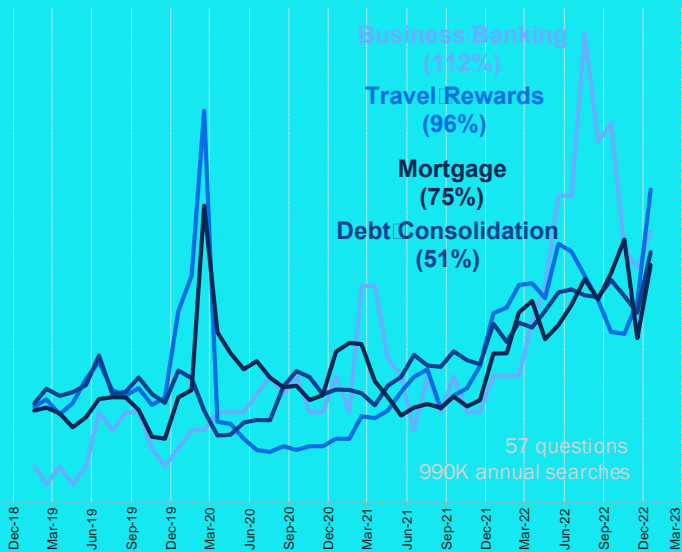
is chase a good bank is wells fargo down
 what is fidelity which american express card is the best
 which stocks pay the highest dividends
 how do home equity loans work what is coinbase
 what is a hedge fund what are mutual funds
 what is an etf what is a roth ira
 what is cryptocurrency
 what is a 401k what is ach what is apr
 what stocks to buy today can visa gift cards be used on amazon
 which stocks pay dividends what is ach payment
 what is a home equity loan is discover a good credit card
 who owns vanguard will mortgage rates go down is coinbase down
 is coinbase safe what is vanguard
 what is chase

Brand
Non-Brand

690 questions
12.6M annual searches

QUESTIONS & TOPICS

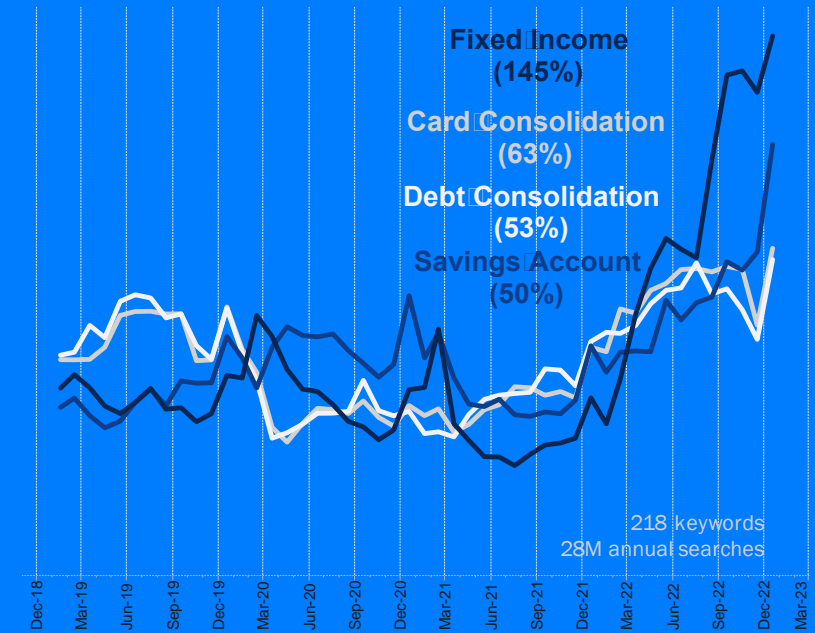
What question topics are trending (year-over-year)?



What topics are trending?

(year-over-year)

- Trending topics showcase the move toward financial health (debt / card consolidation) and conservative investments (cbs, bonds, savings accounts)

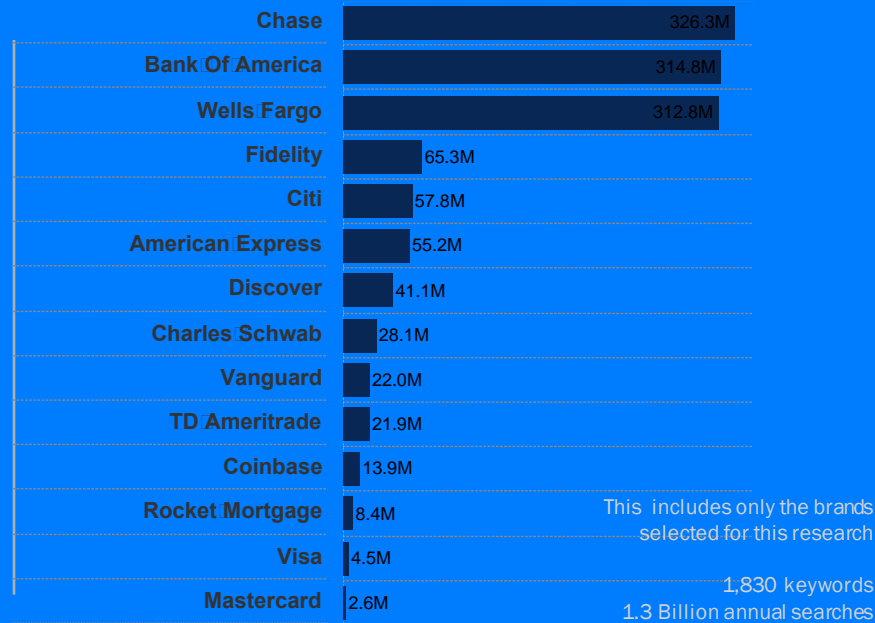




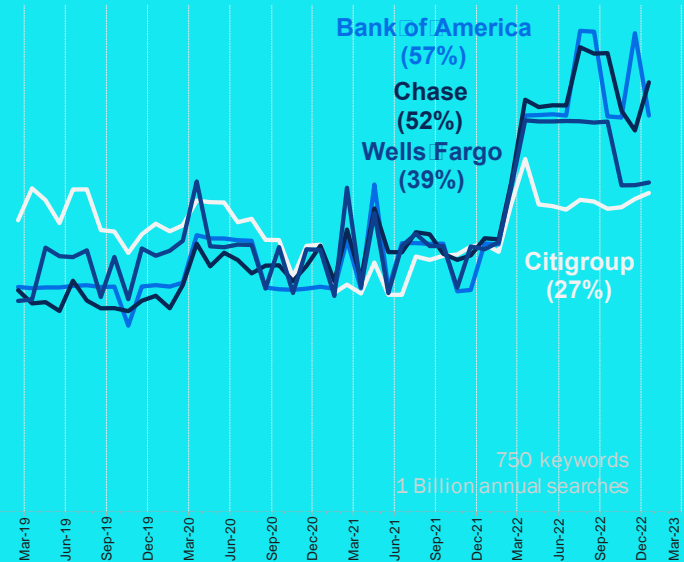
What brands are people seeking?

(brand search queries)

- Brand interest is 84% of total interest in the Financial Industry
- Chase, Bank of America & Wells Fargo are the top searched brands and are also the top growing brands year-over-year



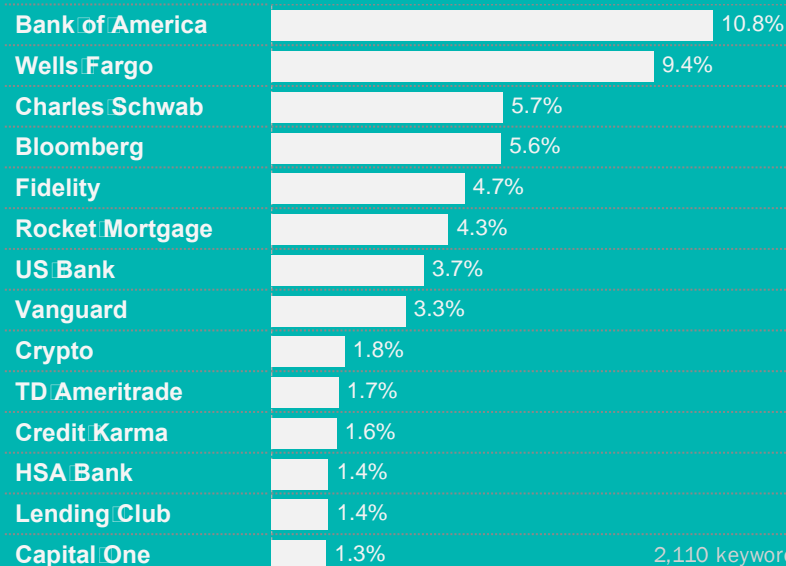
What brands are trending?



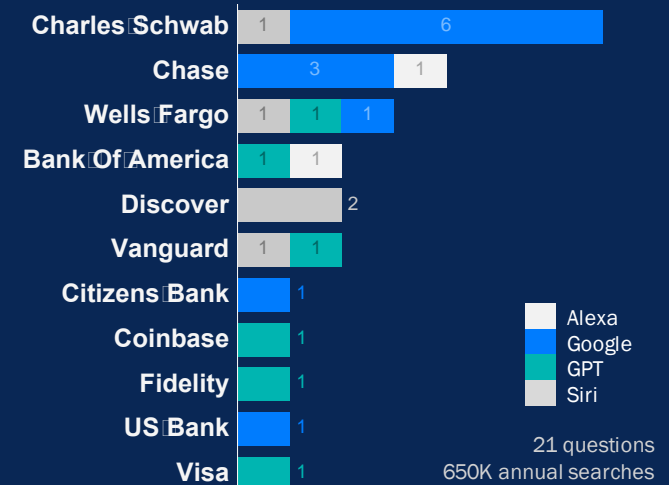
What financial companies are providing answers to non-brand queries?

- Bank of America, Wells Fargo and Charles Schwab have the most visibility on the SERP (search engine results page) when customers are not specifying a brand.

% of Google Estimated Clicks to Financial Companies



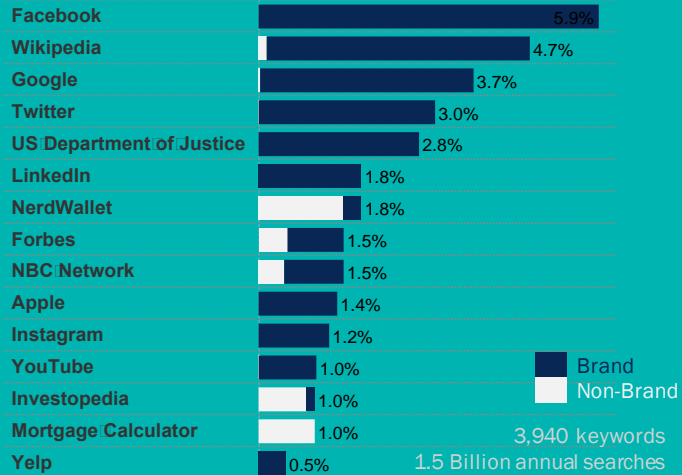
What brands are mentioned in instant answers (voice and GPT) to non-brand questions?



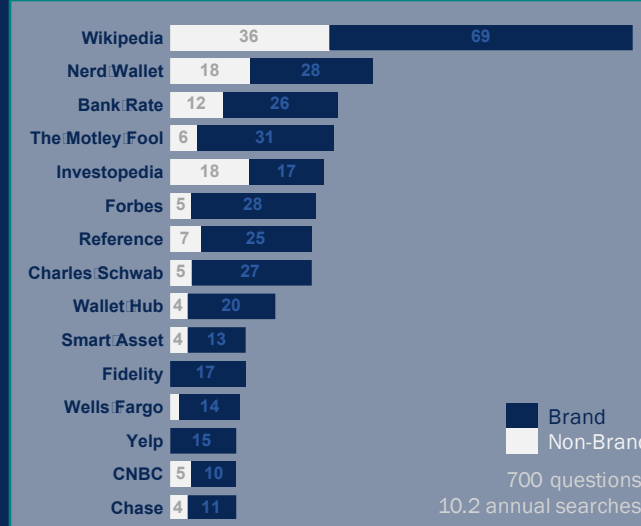


What sites are providing information?

% of Google Estimated Clicks to Non-Financial Companies



Who is cited most frequently as the source of voice and GPT answers?



Investopedia, NerdWallet and Forbes are top sources of information across Google, Voice and Chat.

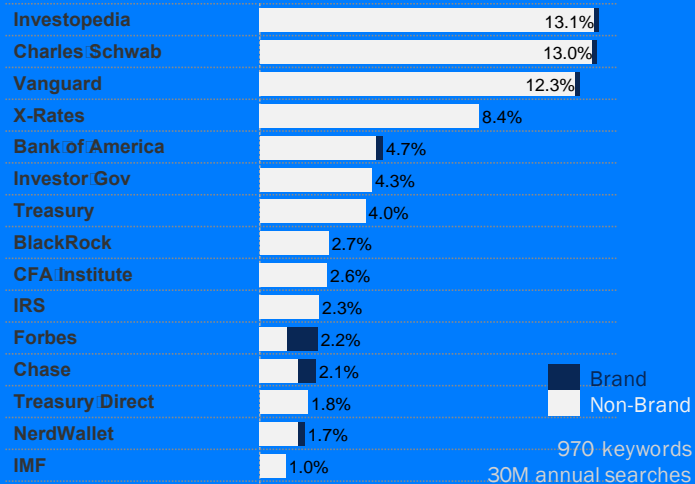
Wikipedia and CNBC appear on 3 of the 4 lists.

Charles Schwab, Chase and Bank of America are also among the top 15 referenced sites across multiple devices.

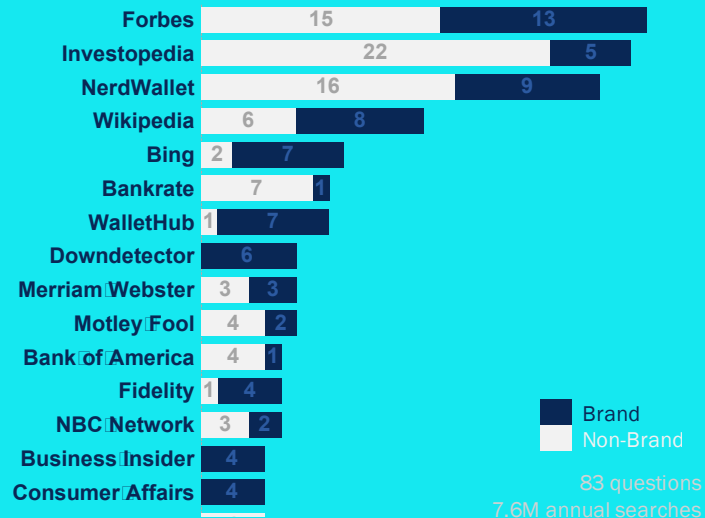
SOURCES OF ANSWERS

Who provides the instant answers on Google? (Featured Snippet)

% of Google Estimated Clicks



What sources does Bing reference in Chat answers?



Questions?

ABOUT GSI

GSI is a digital intelligence consultancy committed to relentless innovation that scales. Our team of expert consultants help the world's top brands and their agencies transform data into actionable insights that drive performance online and throughout the entire marketing mix.

CONTACT



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