

MomentFeed Helps Banks Dominate Local Unbranded Search

Old school marketing is not enough for retail banks and mortgage lenders to compete with online-only lenders. They must shift to keep pace with evolving consumer behavior.

MomentFeed Proximity Search Optimization™ (PSO) for Banking enables banks to leverage their existing branch infrastructure to get noticed when consumers search online. You'll connect your local bankers with nearby consumers at their exact moment of need for a mortgage, car loan or other bank services.

The way consumers shop for mortgages and other banking services has changed. Most banking customers and borrowers today turn to a search engine or voice assistant and use unbranded phrases like "ATM near me," "car loan," and "mortgage."

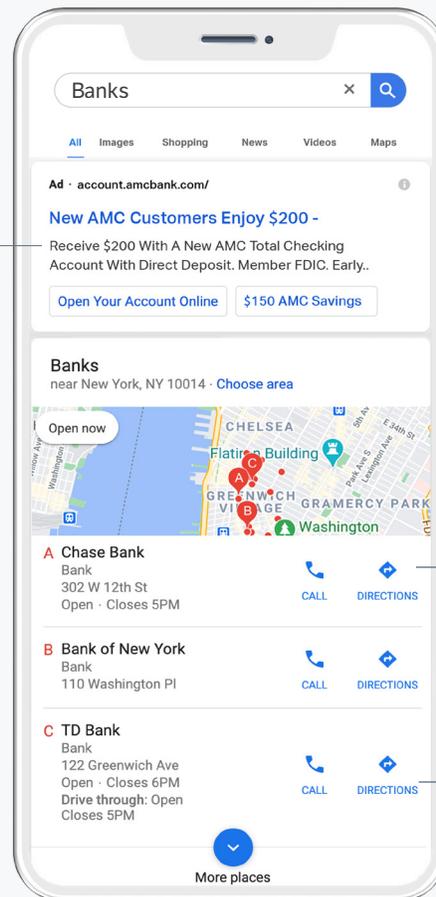
How brands show up in organic search results has also changed. Organic search results presented to prospective bank customers consider the user's location, whether or not they've added "near me." No matter where your business operates today, your customers are local.

What is PSO and why does it matter for the retail banking industry?

Proximity Search Optimization helps banks capitalize on this changing landscape. MomentFeed's PSO ensures your **local offices** can manage all the signals that determine local search rankings **from a single platform**:

Manage Your Signals	MomentFeed Module:
Data Accuracy	Location OS
Location Profile Completeness	Visibility Manager
Ratings and Reviews	Reputation Manager
On-Page Signals	Local Pages
Local-Social Publishing and Advertising	Social Amplifier

Sources: ¹Google Ads, 2020; ²Google, 2016



Paid Ad
Avg. CPC = \$3.5 - \$9.62**

Google 3-Pack
Organic search, no cost

**Based on common bank related keywords

How well brands manage these signals for each location directly correlates to how they appear in unbranded search, or more specifically, the Google 3-Pack, the first three organic search results. The potential opportunity for banks appearing in the Google 3-Pack is massive.

~61M: unbranded mortgage and banking-related searches result in a Google 3-pack each year¹

76% of users visit or call a business within 24 hours of a search²

>46M: potential leads for banks with physical branches and local offices

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