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01 AUDIENCE

86.5K

unique monthly visitors

78%

of subscribers are manager-level or above

100%

of America's Best Banks read Banking Dive

BANKING DIVE

60,300

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- COO, Southern Bank
- CFO, Paramount Bank
- President & CEO, 1st State Bank
- Senior Exec VP/CFO/COO, California Bank of Commerce
- EVP, Head of Specialty Finance Products, Fifth Third Bank
- Chief Digital Transformation Officer, Credit One Bank
- Managing Director Commercial Banking, Sterling National Bank

02 TOP-PERFORMING CONTENT

Fresh off of a particularly challenging year for specific sectors of the banking industry — like fintech and mortgage lending — the banking landscape as a whole is now feeling the stress under the weight of mounting pressures and new difficulties in 2023. Factors such as economic uncertainty and associated layoffs, increased interest rates, heightened government regulation, bank failures, and crypto's fall from grace all contribute to an unstable picture. Yet despite this slew of challenges, the banking industry continues to emphasize growth, innovation, and digitalization. Let's take a look at what our readers have been focused on most.

Top 5 topics

1. Operations
2. M&A
3. Regulations & policy
4. Employment
5. Digital banking & technology

Top 10 Banking Dive stories

BNY Mellon to lay off 1,500 employees this year



Capital One cuts 1,100 tech jobs



Florida woman sues MidFlorida Credit Union over alleged race discrimination



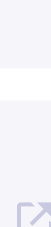
First Horizon warns TD deal may be in limbo



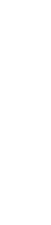
Huntington CEO details reorganization plan



Bank of America institutes partial hiring freeze: report



Regulators take over Silicon Valley Bank



SVB had no risk chief through much of 2022, proxy statement shows



JPMorgan plans to launch digital bank in Germany by 2025: report



'Too-big-to-manage' banks could be broken up, OCC says



03 TRENDS

Economic impacts

- Layoffs
- Hiring freezes
- Business unit consolidation

State of the industry

- Promising fintech market for acquisitions
- Shift away from crypto
- Bank failures shake the industry

Increased regulatory oversight

- Increased scrutiny of institutions with consumer rights abuses
- More oversight of fintech firms
- Strict regulations causing banking giants to expand internationally

Our readers spent nearly 2x as long on these stories than the average story:

- [Rules could limit creditors' gains if SVB parent files for bankruptcy](#)
- [Fintech wreckage spells opportunity for bargain-hunting banks](#)

Bracing for economic uncertainty

As concerns regarding a looming recession continue to swirl, a number of large firms have already begun to protect their interests by enacting hiring freezes and executing mass layoffs. For many, these measures are preemptive moves designed to make room for new business ventures and continue growth trajectories despite a murky economic outlook.

While many big players in banking are shrinking their workforce, others are growing or reorganizing business structures. As leaders implement cost-cutting measures across the board, the consolidation of business units is becoming an increasingly attractive strategy.

Rules & regulations

As a heavily regulated industry, government oversight has always been a significant consideration for banking leaders. But in 2023, more eyes are on the industry than ever, as large entities face increased scrutiny regarding their abilities to address internal weaknesses and comply with regulations.

The Consumer Financial Protection Bureau is ramping up surveillance of institutions with a history of abusing consumer rights in particular, and are not hesitating to take action against companies found in violation. The crackdown on Wells Fargo in 2022 is a poster child for this increased focus on reviewing and responding to regulatory violations, and is serving as a warning bell to other entities to clean up their act or face the consequences. As some institutions feel the squeeze of U.S.-based regulations limiting their growth potential, they're expanding operations digitally into international markets as a response.

Industry scandals, shake ups, and shifts

While big shake ups are nothing new for this industry, the Silicon Valley Bank failure still sent shockwaves throughout the landscape, serving as a startling reminder for banks to review their fixed-income holdings. Although many big banks were protected from the fallout, the event caused investors to dump stocks of many peers of Silicon Valley Bank, inducing mayhem for this sector.

On the other side of the coin, the M&A outlook is promising for enterprise banks looking to acquire fintech institutions. Previously out of reach due to inflated valuations, lending-focused firms and neobanks now have favorable prices due to a rough 2022 — much to the benefit of larger firms looking to adopt new technologies.

04 MARKETING INSIGHTS

Earn this audience's favor by reflecting the content preferences of over 60,300 Banking Dive subscribers in your strategy:

Content Characteristics

- Succinct
- Decisive
- Strategic
- Market-focused
- Universal

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Provide peer news and perspectives

Banking execs are glued to information that helps them understand how other banks are navigating the unknowns presented by the current economic outlook, regulation, and M&As. Keep them tuned in by providing coverage on both major legacy institutions and emerging venture capitalists and neobanks. Add an extra layer of expertise by including key takeaways, learnings, and move-forward recommendations.

Revolve around regulation

The banking industry is heavily regulated and scrutiny from regulatory entities is only increasing. As changes to policies and new regulations crop up, help this audience keep pace via digestible update summaries that not only educate, but provide actionable insights as to how they should react and pivot their strategy. Help them avoid critical missteps with cautionary tales from other banks and financial institutions.

Present immediate value

For these leaders, time is money. Don't waste a minute, and help them overcome the obstacles they face daily with information that cuts right to the chase. Remain comprehensive, but ensure key facts, figures, and actionable takeaways are presented right at the start, or risk losing this audience's interest. Be sure to always use the latest data from authoritative sources to earn this audience's trust.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us