

CommBank

against Westpac, ANZ, NAB, ING

Record as at 8 September 2026. Every figure below traces to a row in the index.

Index end 8 September 2026. One deck per brand follows: the client first, then each competitor against it.

— The category Take of 8 September 2026 is in review and is not shown.

● observed in the window ○ not observed — withheld: no defensible figure

Every ad, by channel

Ads on record for each brand, counted per channel. Observed: each square is a count of dated rows. A blank square is a channel we hold nothing for.

	CommBank	Westpac	ANZ	NAB	ING
Meta as at 24 July 2026	1,340	711	844	513	164
Search as at 27 July 2026	358	239	—	—	34
Display as at 27 July 2026	54	43	28	40	1
YouTube as at 27 July 2026	57	120	—	—	—
LinkedIn as at 8 Sept 2026	73	83	13	90	5

What each brand is leading with

The offer in the copy, read from the ads in the index. Modelled: an extraction, traced to the ad rows it came from.

Brand	Offer	Type	Ads
ANZ	Subscribe to ANZ Institutional Insights for market-leading news and analysis	brand	4
ANZ	Follow ANZ Institutional for market updates	brand	4
CommBank	CommBank Tech Careers - lead tech impacting over 17 million Aussies	brand	28
CommBank	SMSF cash and investment solutions, all in one place	product	3
ING	How leading banks accelerate innovation - ING CTO on architecture	brand	2
ING	Be loud, be proud, be you - WithPride	brand	1
NAB	NAB Low Rate Business Card	product	7
NAB	0% p.a. on business purchases for 12 months with NAB Low Rate Business Card	rate	6
Westpac	Free, award-winning Business Money Tools for tax time	product	8
Westpac	eSaver savings rate of up to 5.25% p.a. for first 5 months	rate	2

Who's leading

Share of the ads on record across these 5 brands in the six months to the index end. Observed: a count of dated rows, not a spend share.



index · ads by advertiser, six months to the index end · 882 ads in the set · tier observed

What their front pages say

The headline on each home page at capture, and whether it changed since the capture before. Observed: we fetched the page, from the country shown beside the date.

Brand	Headline at capture	Captured	Change
CommBank	"CommBank homepage"	7 Sept 2026 · from AU	first capture
Westpac	"Earn up to 5.75% p.a."	8 Sept 2026 · from AU	Headline changed from "Westpac - Personal, Business and Corp
ANZ	"Decisions! Decisions! Need help choosing a credit card?"	8 Sept 2026 · from AU	Headline changed from "ANZ Personal – Bank accounts, home lo
NAB	"NAB personal banking"	8 Sept 2026 · from AU	unchanged
ING	"Save like there's lots of tomorrows."	8 Sept 2026 · from AU	unchanged

LinkedIn

Creatives under each brand in the public LinkedIn Ad Library, last 30 days, Australia. Observed: we fetched the library; the library's own count sits beside ours. LinkedIn publishes no dates, so a row is dated by our fetch.

Brand	Library says	We hold	Latest copy	Fetches
CommBank	100	73	At CommBank, collaboration, growth and meaningful work go hand in hand. Join a community that backs	8 Sept 2026 · from AU
Westpac	94	83	Looking for a bank that understands agribusiness? We'll offer you tailored solutions so you can move	8 Sept 2026 · from AU
ANZ	311	13	Subscribe to ANZ Institutional Insights to get the latest market-leading news, analysis and thought	7 Sept 2026 · from AU
NAB	118	90	Keep more of your money for what matters. With a NAB Business Everyday Account, you'll pay no monthl	8 Sept 2026 · from AU
ING	123	5	What determines the speed of innovation in a modern bank: strategy, technology or architecture? In t	8 Sept 2026 · from AU

Demand against supply

Search interest for the category's buyer terms (Google Trends, 0-100 against each term's own peak) beside the ads these brands ran in the same weeks.

Term	Last 13 wks	Prior 13 wks	Shift	Latest wk
credit card	91	89	flat +1.9	65
home loan	80	85	▼ 4.5	49
personal loan	86	91	▼ 5.5	57
savings account	83	84	flat -1.2	49
term deposit	73	81	▼ 7.3	52

Supply: 331 new creatives from CommBank, Westpac, ANZ, NAB, ING first seen in the last 13 weeks to the index end, against 198 in the 13 before (+67%); 926 active in the window. Observed rows.

Site traffic beside ad volume

Monthly visits to each brand's site (Similarweb estimate, reported) next to the ads we observed for the brand in the six months to the index end.

Brand	Visits, latest month	vs prior month	Ads observed, 6 mo	Traffic as at
CommBank	17,145,875 (August 2026)	-2.8%	88	8 Sept 2026
Westpac	11,897,909 (August 2026)	-1.4%	181	8 Sept 2026
ANZ	7,910,762 (August 2026)	-1.5%	527	8 Sept 2026
NAB	12,390,925 (August 2026)	-0.3%	84	8 Sept 2026
ING	3,156,452 (August 2026)	-9%	2	8 Sept 2026

Modelled spend

A range appears only where the model passes its five tests on the month reported. Otherwise the dash and the reason. Modelled, and marked as such.

CommBank — Reach data covers 21% of this brand's priced ads. A range is published at 50% or more.

Westpac — Reach data covers 38% of this brand's priced ads. A range is published at 50% or more.

ANZ — Reach data covers 25% of this brand's priced ads. A range is published at 50% or more.

NAB — Reach data covers 46% of this brand's priced ads. A range is published at 50% or more.

ING — Reach data covers 45% of this brand's priced ads. A range is published at 50% or more.

The ad wall, a sample

Six creatives from the record, one row each, dated by our own sightings. Observed.

Sponsored  CommBank www.commbank.com.au/ CommBank Car Insurance - Car Insurance Quote in 5 Mins Save Up To 10% On Your Car Insurance Provided By Hollard When You Apply Online. CommBank · Google Search · 4 Oct 2022 to 22 June 2026 · #756	Sponsored  CommBank www.commbank.com.au/commbank/calculator Borrowing Calculator - CommBank Home Loans Use Your Income & Expenses To Estimate Your Home Loan Borrowing Power. See How Much You Can Afford... CommBank · Google Search · 25 Mar 2024 to 22 June 2026 · #755	 Westpac www.westpac.com.au/ Westpac Fixed Term Deposit - Enjoy A Fixed Rate Of Return Choose A Term That Suits Your Needs. Lock Your Money Away & Earn A Fixed Rate Of Interest. Westpac · Google Search · 4 Nov 2022 to 22 June 2026 · #738
 Westpac www.westpac.com.au/ Mortgage Repayment Calculator - Westpac Home Loans Compare Your Options For Your Next Home Including Repayments & Borrowing Power. We Are Here To Help With Buying Your First Home, Your Next Home or an Investment. Westpac · Google Search · 10 Nov 2025 to 22 June 2026 · #737	Sponsored  anz.com.au www.anz.com.au/ ANZ Private Banking - Contact Us Today Eligibility Criteria, Fees & Charges, T&Cs Apply. Learn More. Consider If Right For You. Get In Touch. ANZ · Google Search · 31 Jan 2024 to 22 June 2026 · #730	Sponsored  anz.com.au www.anz.com.au/ ANZ Private Banking - Specialist Bankers & Advisers Eligibility Criteria, Fees & Charges, T&Cs Apply. Learn More. Consider If Right For You. ANZ · Google Search · 31 Jan 2024 to 22 June 2026 · #729

index · creatives with a stored image, most-sighted first, two a brand · #id is the library row · tier observed

How to read this deck

Every figure carries one of three marks. Two rules sit under all of them.

- **Observed**
We saw it ourselves, on a named date: an ad counted, a page captured, a library read. If the count is wrong it is our fault and we can show the run.
- ▨ **Modelled**
We worked it out. A spend range shows only where five tests pass on the month reported; otherwise a dash and the reason.
- **Reported**
The platform said so and we could not check it: a start date, a search-interest index, a visits estimate, a rank. Passed through unchanged and marked.

Rule 1 Each channel is dated at its own index end. When the dates differ, the slide says so.

Rule 2 A captured page carries the country it was fetched from. Public surfaces show Australian captures only.

channel index ends: YouTube 27 July 2026 · LinkedIn 8 Sept 2026 · Search 27 July 2026 · Meta 24 July 2026 · Display 27 July 2026

What we can't see

Named, so no square in this deck is mistaken for the whole market.

- **Snap, Reddit, X, Pinterest**

No public ad library for Australia.

- **Audio, TV, outdoor**

No public record of who ran what.

- **TikTok, per brand**

We read TikTok's own top-ads list; we cannot count a brand's TikTok ads.

- **Facebook against Instagram**

The platform is recorded on 3% of Meta ads, so Meta stays one row.

- **Results**

We count that an ad ran, not what it achieved.

- **Spend, most of the time**

A range shows only where the model holds; today that is rare, and the dash says why.