Dianomi Insights
Q4 2025 Banking

Measuring the reach and effectiveness of brand mentions in quality news

About this report

- Marketers spend millions on PR and content marketing to ensure their brands are mentioned on news sites across the web.
- Using its substantial media database developed over the last 20 years Dianomi is able to track mentions of specific companies and individuals across the Dianomi publisher network.
- Dianomi’s proprietary content analysis tool analyzes millions of URLs in real time against keyword lists with more than 102,000 terms.
- Our data allow us to see exactly where your brand is being mentioned, and how that compares with the competition.
- This report reviews the Banking category during **Q4 2025**.

Which banks are people reading about

JPMorgan continues to dominate the news narrative, with cost of living and household finances driving 54% of readership. Coverage consistently spans *affordability*, *inflation vs wage growth*, *jobs, gas* or *petrol prices*, and *retirement* policy. The biggest spikes came from Trump floating an Australian-style "superannuation" retirement idea and claims that inflation rose first while wages are still catching up. Jamie Dimon remains the key "macro narrator", with strong engagement around his "cockroaches" metaphor, warnings of hidden credit stress, and related market anxiety and "correction" chatter.

Goldman Sachs saw lower engagement than in Q3, when tariffs dominated coverage. In Q4, the main topics were: -

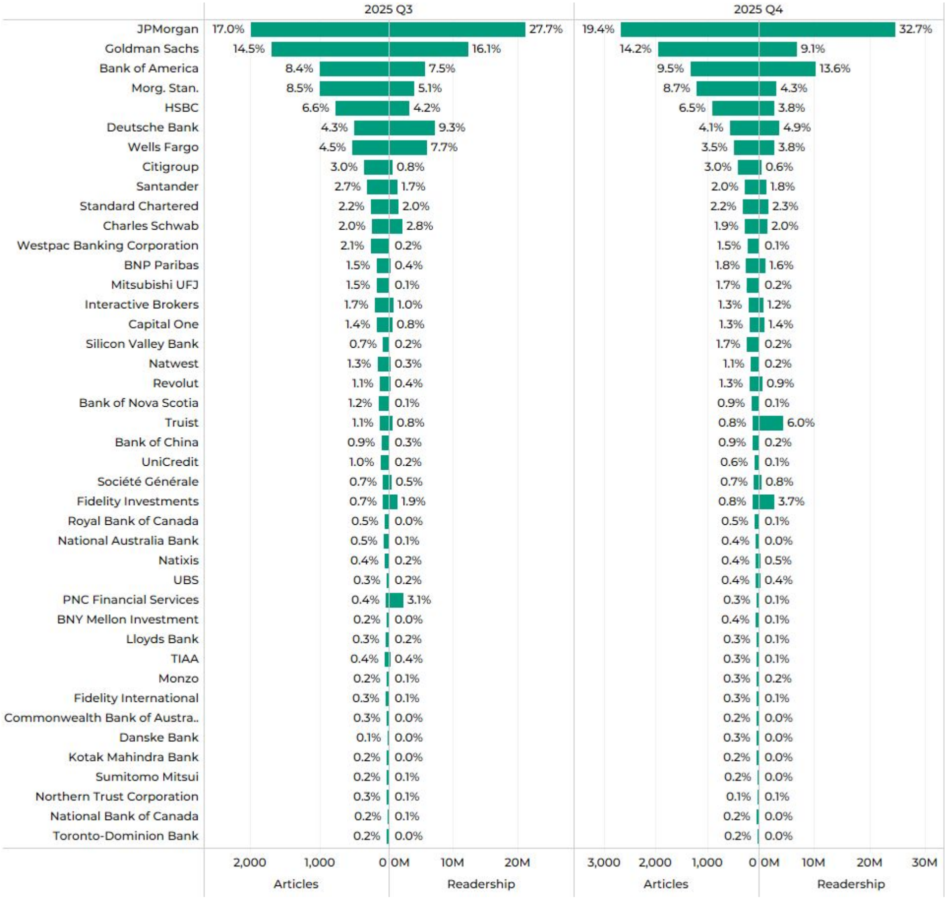
- Trump policy shocks: Tariffs, shutdown and housing (41% of readership), with **Goldman** positioned as the "markets and macro commentary" layer on political decisions.
- Markets and investing outlook (16% of readership): the classic "**Goldman** says…" cluster, including S&P targets, bubble debate, seasonality, gold, long-term S&P forecasting **(**"next year + next decade"), and "Santa rally" analysis.
- Credit stress and regional banking (about 9%).

Bank of America also focused heavily on affordability, prices, and the everyday US economy (64% of readership), particularly through Trump-linked housing reform, home price outlooks for 2026, and "Can Americans actually afford this economy?" pieces tying together GDP, jobs, debt, and prices. Inflation was frequently framed through shopping, holidays and household budgets.

Overall major banks are broadly aligned around cost of living and living standards narratives.

Share of Voice - Articles Written vs Readership

Based on article pages only



(Source: Dianomi Exedra, Q3 2025 - Q4 2025)

What drove readership (Top 10)

Banking sector attention in Q4 2025 was driven by political uncertainty, affordability stress, retirement insecurity, and fears of hidden financial risk, rather than growth optimism.

Trump was often framed as a macroeconomic risk factor across: -

- Retirement policy (401k tax changes, superannuation, pensions)
- Inflation & affordability (cost of living, wage pressure, and housing affordability/reform)
- Trade & institutions (tariffs, trade, Supreme Court decisions)
- Monetary policy (Federal Reserve independence & rate decisions)
- Markets (volatility, stocks, crypto, commodities)
- Political/legal spillovers (Epstein files, DOJ, enemies lists)

Affordability is the second largest theme, we see this in articles: -

- Wage growth vs inflation
- Housing affordability
- Job security
- Debt burdens
- Everyday prices (food, gas, energy, holiday spending)

The third major theme was banking stability and credit stress, with JPMorgan, Wells Fargo and Capital One repeatedly named in these topics:

- Jamie Dimon's "cockroaches" warnings
- Loan losses and bad credit
- Bank fraud and hacks
- Bankruptcies and restructurings
- Regulatory scrutiny and lawsuits

(Source: Dianomi Exedra, Q4 2025)

	Bank Most Mentioned	Q4 2025 Readership
Trump said he's looking into an Australian-style retirement program for America. Here's how it works	JPMorgan	6,766,498
Trump promised 'aggressive' housing reform next year. Here's where home prices may go in 2026	Bank of America	2,383,609
A new rule means some 401(k) contributions will no longer be tax-deferred. Here's who will be affected	Fidelity Investments	2,358,110
The No. 1 cause of America's affordability problem just got worse	JPMorgan	1,483,044
Larry Summers says he is 'deeply ashamed' after new Jeffrey Epstein emails and will pause public engagements	JPMorgan	1,379,882
What this shutdown could mean for the economy and your 401(k)	Truist	1,080,884
Trump gives Elon Musk a win over a longtime foe	JPMorgan	1,039,830
What happens if the Supreme Court strikes down Trump's tariffs? More tariffs	Goldman Sachs	994,452
Trump isn't solely to blame for the affordability crisis. But neither is Biden	Deutsche Bank	861,073
Why Jamie Dimon is warning of 'cockroaches' in the US economy	JPMorgan	855,573

Key figures and media coverage of the banking industry

Donald Trump remains the dominant figure in relation to banking articles, however **Jamie Dimon** took a significant slice through making comments on: -

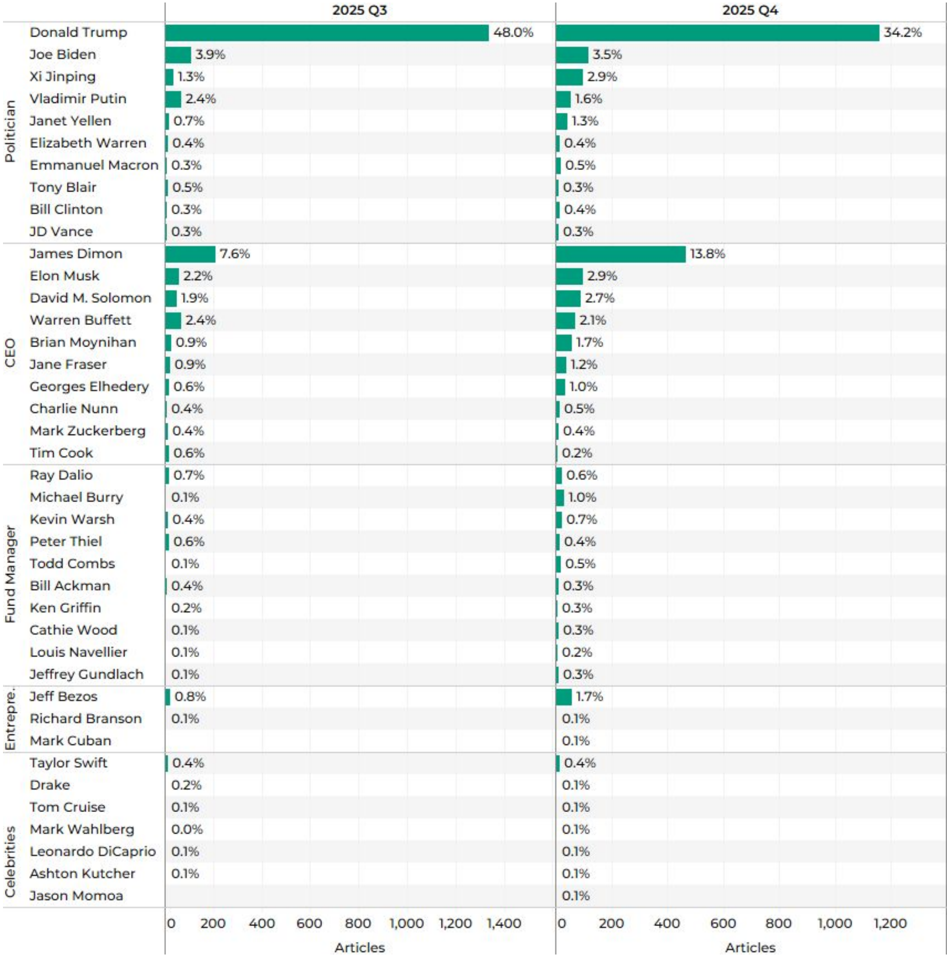
- ‘Cockroaches’ in the US economy
- That **Mamdani** should consult the Detroit Mayor
- His disagreement with **Donald Trump** on tariffs
- Stating there is a 30% chance of a market correction.

Joe Biden is still making an appearance in articles in one of two ways:

1. References to a previous policy, they refer to it as the Biden administration, or
2. Criticism from the current president invoking his predecessor by name.

Jeff Bezos also makes an appearance, typically due to topics about AI and data plants which often included expert analysis from a bank’s representative.

(Source: Dianomi Exedra, Q3 2025 - Q4 2025)



Banking co-mentions

JPMorgan was often framed as a quasi-policy actor in co-mention coverage and had the highest volume of co-mentions.: -

Goldman Sachs and **JPMorgan** were aligned on: -

1. The outlook for gold prices in 2026
2. The outlook for oil prices through 2027
3. Analysts commentary on the government shutdown and its market impact.

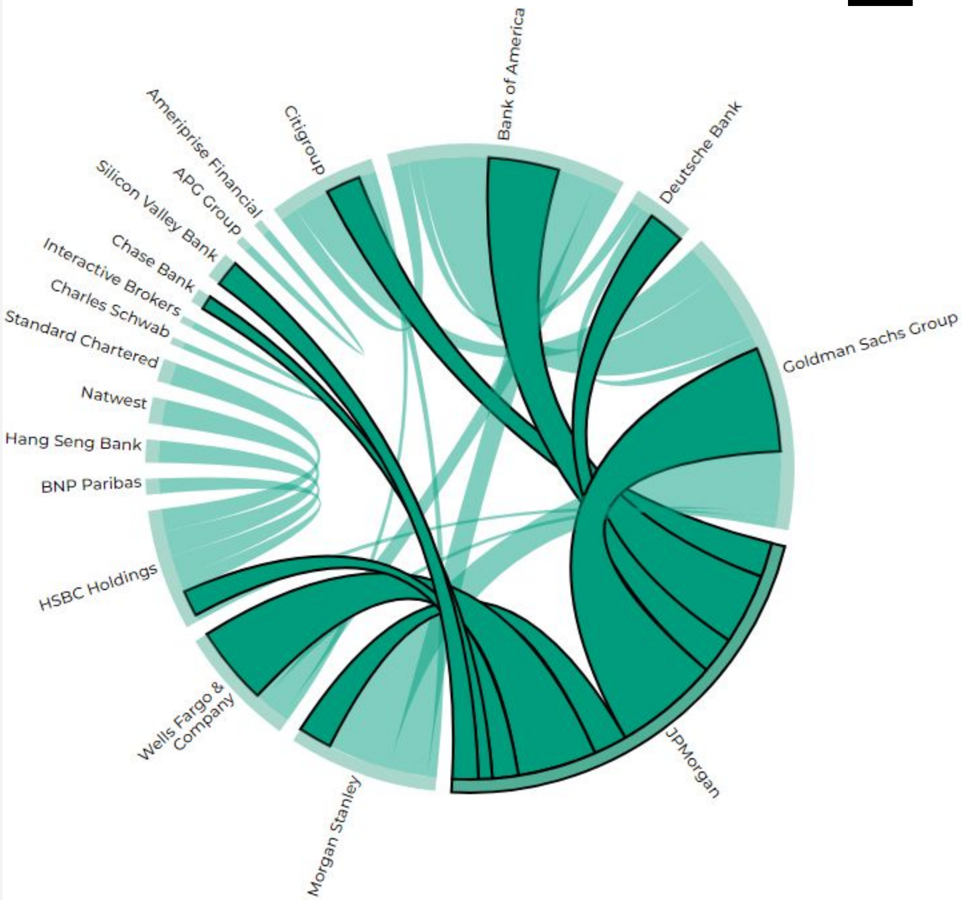
Wells Fargo and **JPMorgan** focused credit deterioration and market stress, with coverage themes including: -

- Tricolor collapse triggering Wall Street scrutiny
- Asian financial stocks sliding on US credit worries
- A US bank rout prompting deal speculation
- Credit worries and volatility rippling across regions.

Bank of America, was framed as a system manager rather than just as lenders or participants in it. They are frames as: -

- Gatekeepers of capital
- Interpreters of risk
- Institutions whose decisions affect the entire market.

There is also regulation, debanking and political exposure, with the debanking of politically sensitive industries, Trump's executive orders on debanking, Zelle investigations and payments scrutiny plus related litigation and reputational risk.



(Source: Dianomi Exedra, Q4 2025)

Investors Share of Voice

By tracking visits to stock reference pages (those showing price and historical data) we can identify which banks are capturing organic attention of potential investors.

Unlike news stories, which are often shaped by editorial decisions, reference page traffic reflects genuine interest without artificial amplification or diminution.

The heatmap on the right highlights the most viewed stock pages by bank.

The shift in proportions is shown below in detail.

Name of Stock	Share of Voice In Prior Quarter	Share of Voice In Current Quarter	
Bank of America	13.59%	12.02%	-1.57%
JPMorgan Chase & Co.	9.46%	10.43%	+0.97%
Citigroup	8.29%	8.40%	+0.11%
HDFC Bank Limited	6.70%	6.34%	-0.36%
ICICI Bank Limited	4.82%	5.84%	+1.01%
Fannie Mae	5.62%	4.54%	-1.08%
Wells Fargo & Company	4.02%	4.10%	+0.09%
Axis Bank Ltd	4.59%	2.55%	-2.04%
Bank of the Philippine Islands	3.17%	2.97%	-0.20%
Grupo Financiero Galicia S.A.	2.75%	3.15%	+0.40%
Nu Holdings	3.23%	2.15%	-1.09%
Banco Santander, S.A.	1.70%	1.77%	+0.07%
HSBC	1.45%	1.81%	+0.36%
Truist Financial	1.45%	1.60%	+0.15%

-2% -1% 0% 1%

Growth figures are based on the volume of readership and not the change in share of voice.

(Source: Dianomi Exedra, Q3 2024 - Q4 2025)

Banks media dominance

JPMorgan is the clear, persistent leader, dominating most months at 15%-20%. It rarely drops meaningfully and strengthens into late 2025, reflecting strong, consistent news flow driven by earnings, strategy, regulation, and high-profile leadership coverage from **Jamie Dimon. JPMorgan** appears less event-driven and more "always on".

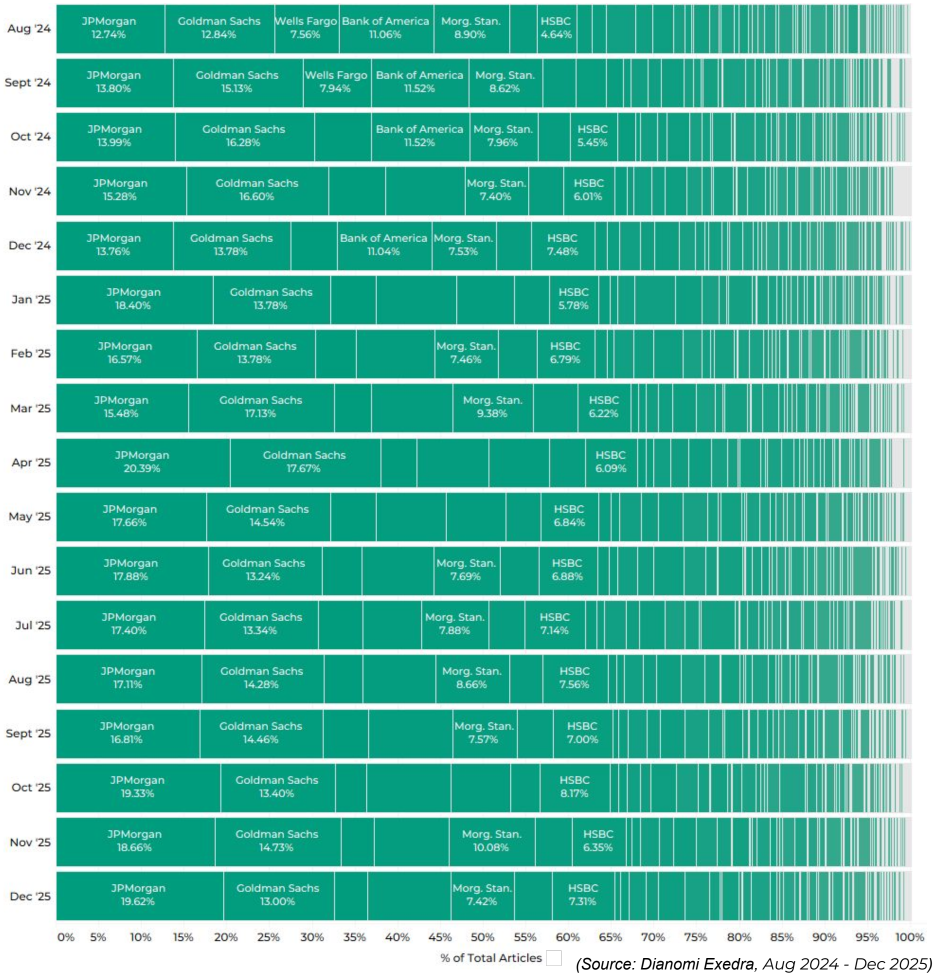
Goldman Sachs remains strong but more volatile, spiking in late 2024 and early 2025 before settling into a narrower 13-15% band through most of 2025, with coverage tied to episodic narratives.

Bank of America fades over the period, maintaining visibility in Aug-Dec 2024 (11-12%) but largely dropping out of the top tier in 2025.

Morgan Stanley gains relevance in 2025, while **HSBC** quietly strengthens.

Around 40% of monthly coverage is distributed across smaller players, indicating a highly fragmented banking news ecosystem where secondary stories compete for attention. Top brands dominate, but never overwhelmingly. This shows a market where:

- Leadership brands (**JPMorgan**, **Goldman Sachs**) capture durable attention
- Mid-tier banks compete for relevance through bursts of narrative
- Sustained visibility is driven less by isolated events and more by ongoing institutional storytelling



(Source: Dianomi Exedra, Aug 2024 - Dec 2025)

Banking financial topics and trends

Mortgage coverage consistently anchors banking engagement, surging during periods of economic disruption and then settling into a dependable baseline as readers broaden their focus across other financial topics.

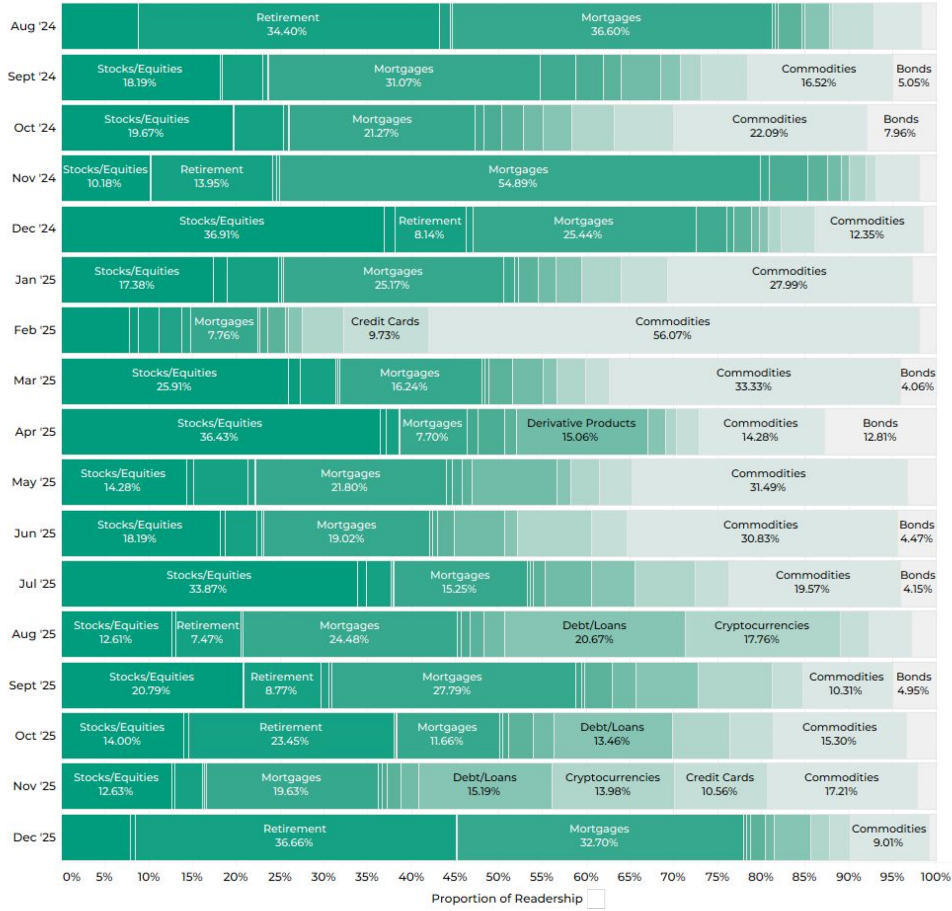
Commodities content reflects moments of heightened audience anxiety, delivering sharp but short lived spikes in attention during inflationary or geopolitical pressure points.

Equities stories perform best when audiences feel more confident, with readership rising in calmer market conditions as investors focus on growth and portfolio positioning.

Retirement related content attracts highly intentional readership at key planning moments, particularly around year end, signalling deep engagement rather than reactive news consumption.

Cryptocurrency coverage has matured into a steady mid tier interest, indicating that readers increasingly view digital assets as part of the mainstream financial conversation.

Debt and loan narratives emerge later in the cycle, pointing to growing concern around personal and business financial resilience after sustained rate pressure.



(Source: Dianomi Exedra, Aug 2024 - Dec 2025)

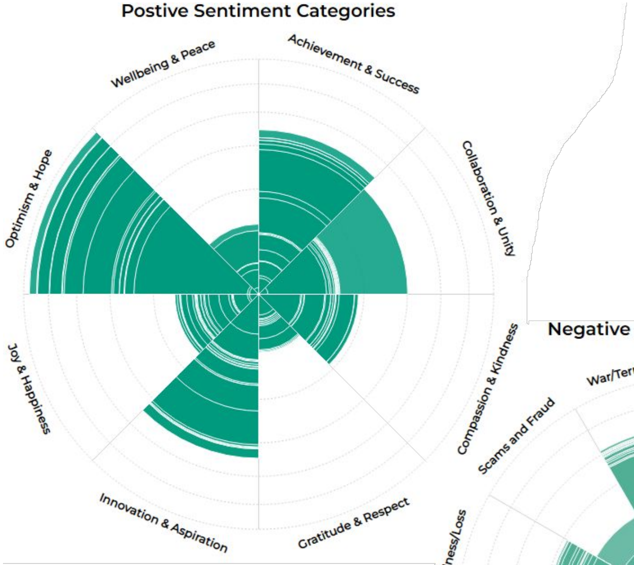
Sentiment analysis

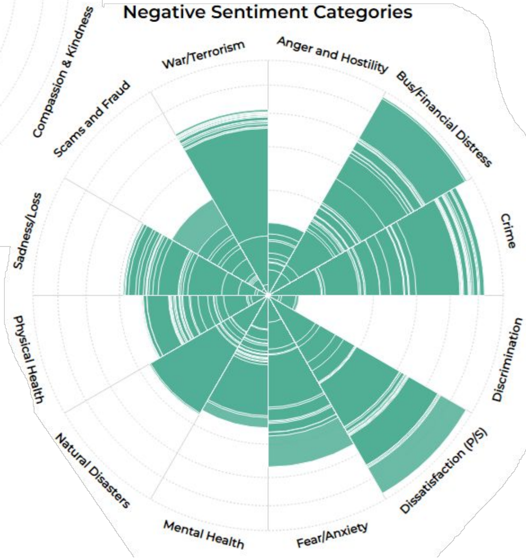
Positive Sentiment

Was driven by a strong concentration of confidence-related language, reflecting broad optimism across the banking industry. This tone was closely tied to rising global equity markets and their positive impact on savings, pensions, and long term investments. Confidence was further reinforced by high-profile financial narratives, including coverage of Argentina's economic direction under **President Milei** and renewed enthusiasm for alternative assets, highlighted by **Tom Lee**'s reported $435m investment in **Ethereum**. Together, these stories contributed to a forward-looking narrative focused on growth, opportunity and renewed market momentum.

Negative Sentiment

Was primarily shaped by recurring references to layoffs, unemployment, and sustained cost of living pressures. The cost of living theme dominated Q4 coverage, with the banks frequently linked to broader economic strain, rising household expenses, and concerns around job security. This framing reinforced a more cautious and anxious tone across this segment of reporting.





(Source: Dianomi Exedra, Q4 2025)

Sentiment over time

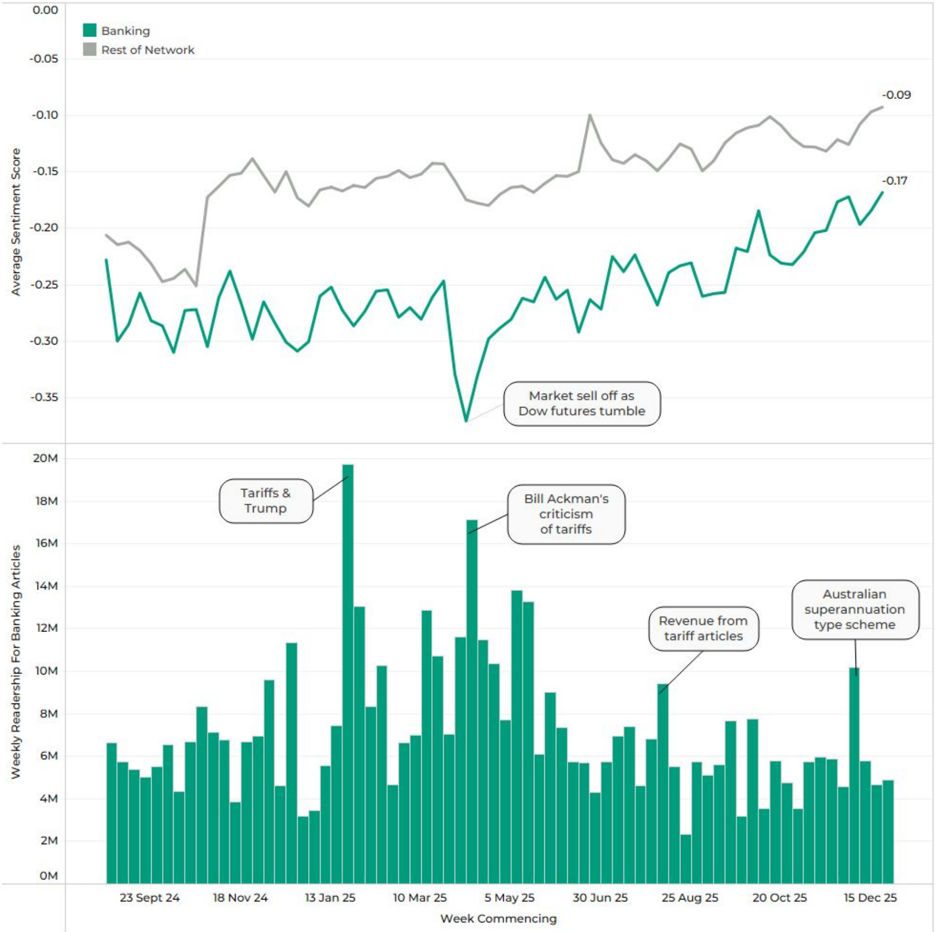
The chart highlights a persistent gap between sentiment toward the banking sector and the wider media landscape. Overall media sentiment remains mildly negative but relatively stable, while banking coverage is consistently more negative throughout the period.

Banking sentiment trails the network average and becomes more volatile during periods of market stress, most notably around April, when it hits its lowest point, amid heightened uncertainty and negative macroeconomic headlines.

From late spring onwards, sentiment improves for both banking and the wider media. By the end of 2025, overall media sentiment improves to -0.09, while banking sentiment lags at around -0.17, indicating a more persistent critical tone toward banks.

Annotated events help explain these patterns, with trade policy uncertainty, tariff-related political commentary, and criticism from influential figures driving attention spikes that coincide with weaker sentiment.

Overall, the trend points to a structural challenge for the banking sector: coverage remains consistently more negative than the broader news agenda and more sensitive to economic and political shocks, underscoring the importance of sentiment context in banking communications.



(Source: Dianomi Exedra, Aug 2024 to Dec 2025)

Key Takeaways

Political uncertainty is the primary driver of banking attention

Insight: Banking readership spikes around policy risk, tariffs, housing reform and retirement proposals, with political framing now central to financial coverage.
Action: Plan campaigns around political and policy moments, using **Dianomi Insights** signals to activate early in the news cycle.

Cost of living narratives consistently outperform financial fundamentals

Insight: Affordability, inflation versus wages, housing costs and household budgets dominate banking readership across Q4
Action: Frame messaging around everyday financial impact rather than technical or institutional banking themes.

Retirement content delivers the highest intent audiences

Insight: Retirement related stories generate sustained, high quality readership, driven by planning behavior rather than reactive news consumption.
Action: Prioritize retirement and long term planning contexts for consideration and performance led campaigns.

Banking sentiment remains structurally more negative than the wider media

Insight: Coverage is persistently shaped by layoffs, affordability stress and hidden risk narratives, even as overall media sentiment improves.
Action: Lead with reassurance, credibility and stability as a counterbalance to these headlines.

Co-mention patterns define risk and relevance

Insight: Banks are frequently grouped together in stories about systemic risk, regulation and credit stress, shaping contextual perception.
Action: Use **Dianomi Insights** co-mention analysis to manage adjacency risk or align with authority led narratives when appropriate.

Investor intent follows a different attention model than news

Insight: Stock reference page traffic reflects deliberate investor interest, not editorial amplification, with different banks rising to prominence.
Action: Separate investor intent strategies from news driven awareness campaigns for greater precision and valuable placements.

Methodology

- The data in this report is sourced from Dianomi's publisher network.
- The publisher network includes 330+ premium news sites, including CNN, Reuters, WSJ, and many more. Full list is available upon request.
- All pages that include the Dianomi script or ad unit are indexed for the purposes of this data. This may not include all pages within a specific publisher. This data does not include articles on Apple News.
- The analysis enables Dainomi to classify each URL based on the subject matter and prominent keywords of the article.
- Keyword analysis classifies each article with a maximum of 39 data points per URL, covering people, companies, products etc. This means that a particular keyword may not be tagged if it is of very minor prominence in the article.
- Sentiment analysis is based on a combination of 752 keywords to gauge sentiment, but is not always an exact science.
- Overall traffic to these sites has a regional split of 68% US, 21% Europe, and 11% Asia.
- The key influential figures within this report, and the brands studied, are individually selected. If there is a brand or individual not included that you would like to see included, please contact the Dianomi team.

Amplify you brand stories

- In a fragmented media landscape, getting your brand stories in front of premium audiences is hard
- We understand the detail behind the headlines and input this knowledge to give our clients competitive edge (there is a reason more than half of the US's largest banks use us)
- Get in touch to find out how we can help your branded content reach the right audience.

Get in touch

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