

# Lloyds TSB is Hitwise UK Online Performance Award Winner



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Industry: [Financial](#)

Lloyds TSB has been named the number one website in the Business and Finance – Banks and Financial Institutions category for January - June 2009 in the latest Hitwise UK Online Performance Awards program. The annual Hitwise UK Online Performance Awards recognise excellence in online performance through public popularity, awarding websites in more than 50 key industries online.

An advertisement for Airmiles Duo cards. The background is a light green field with white daisy-like flowers. On the right, a woman in a pink dress is walking and carrying several shopping bags. The text on the left reads: "Make spending more rewarding" in a large green font, followed by "Get extra with your Airmiles Duo cards" in a smaller green font. Below that, "15.9% APR" is written in a very large green font, with "typical variable" in a smaller green font to its right. At the bottom center, there is a blue button with white text that says "Find out more". In the bottom right corner, there is small text that reads "18 or over and UK resident to apply."/>

Make spending more rewarding

Get extra with your Airmiles Duo cards

15.9% APR typical variable

[Find out more](#)

18 or over and UK resident to apply.

This year is the fifth Hitwise Annual Awards and Lloyds TSB has been awarded number one every year since the awards began.

In addition to the Internet Banking top spot, [online.lloydstsb.co.uk](http://online.lloydstsb.co.uk) was also awarded a Hitwise Top 10 Online Performance Award for January - June 2009, ranking number two based on market share of visits among all UK websites in the Hitwise Business and Finance - Banks and Financial Institutions industry.

Results of the Hitwise UK Online Performance Awards are based on the Internet usage of more than 8 million UK Internet users with winners

receiving the greatest market share of UK visits throughout the first half of 2009 in their online industry.

Jason Bacon, head of Digital Marketing for Lloyds Banking Group which includes [Lloyds TSB](#) said: "The Internet has fast become one of the most popular ways for customers to get information about financial services and to do their banking. Over the years we made sure that our online services evolve to meet customers' needs and as a result we've seen both our website and our internet banking service grow in popularity. This award is a fantastic recognition of that."

Daniel King, General Manager of Hitwise UK said, "With the dynamics of online marketing continually evolving, the online success of LloydsTSB during 2009 is an incredible achievement. Receiving a Hitwise UK Online Performance Award acknowledges that Lloyds TSB is amongst the most popular websites visited by UK Internet users, signifying the strength of their online marketing".

**About**

**Lloyds**

**TSB:**

Lloyds TSB offers customers a wide range of [current accounts](#), [savings accounts](#), insurance, personal loans and [credit cards](#), designed to meet different customers' needs.

Lloyds TSB Bank plc and Lloyds TSB Scotland plc are authorised and regulated by the Financial Services Authority and signatories to the Banking Codes.

Lloyds TSB Bank plc Registered Office: 25 Gresham Street, London EC2V 7HN.  
Registered in England and Wales no. 2065.

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