



Commonwealth Bank leads the mortgage lending brands across, but some lesser known brands perform strongly

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Sydney, 29 January 2026 Conjointly has launched Brand Tracker by Conjointly, a brand tracking solution that sheds light on brand performance in the Australian mortgage market.

The market at a glance

- **Dominant market presence:** Commonwealth Bank leads across all funnel stages with 17.9% preference share, more than three times that of the closest competitor.
- **The gap in Big Four:** While ANZ, NAB, and Westpac maintain high

awareness levels, they see a considerable drop off in the preference stage.

- **High conversion efficiency:** Despite lower awareness than the major banks, HSBC and Macquarie Bank have similar levels of preference.

Initial Findings from Australian mortgage market

Commonwealth Bank dominates at every funnel stage with 52.5% awareness, 32.3% consideration, and 17.9% preference. This represents a substantial lead at consideration, more than double the next-closest competitors. ANZ, NAB, and Westpac form a tight cluster at awareness (42.9–45.0%) but lag significantly at consideration (17.3–18.9%), with preference ranging from 5.1–5.6%.



Macquarie Bank (31.2% awareness, 13.7% consideration, 5.5% preference) demonstrates a strong preference-to-consideration ratio, outperforming lenders with similar levels of awareness. Similarly, HSBC (31.6% awareness) shows a stronger conversion to preference (5.2%) than its mid-tier peers, nearly matching the preferred brand levels of major banks like ANZ and Westpac.

“While Commonwealth Bank sets the pace for market reach, we see significant opportunities for agile players like Macquarie Bank and HSBC to scale,” says Nik Samoylov, Founder of Conjointly. “Their ability to convert aware consumers to consideration and preference suggests their value propositions are resonating deeply with Australians aware of their offering.”

The findings are based on a syndicated study of 1,344 Australian customers, with 324 respondents qualified as individuals who currently own a home with a mortgage, or those actively looking at purchasing a home/investment property with a mortgage, refinancing their existing mortgage, or taking out

a home equity loan within the next two years. Participants were recruited via Conjointly's panel network and compensated for their time, with the sample weighted to national demographics to ensure findings are market-representative.

About Brand Tracker by Conjointly

Brand Tracker delivers automated brand performance reporting with rigorous, market-representative insights. Australian businesses across industries can now access statistically weighted brand funnel data, including awareness, consideration, purchase intent and preference.

"We built Brand Tracker because traditional brand tracking locked businesses into expensive, inflexible contracts and delivered snapshots long after market conditions shifted," said Nik Samoylov, Founder of Conjointly. "Brand Tracker gives Australian businesses the easy-to-use and easy-to-digest analytics they need to know their brand positioning, brand awareness and more, without requiring a six-figure commitment."

Brand Tracker currently offers Australian businesses free access to detailed public brand data across four industries. For monitoring of your own brand with advanced analytics and real-time dashboards, Priority Access starts from the industry-breaking price of \$6,000 per year – a fraction of traditional agency costs. Custom tracking solutions are also available for businesses with specific needs.

About Conjointly

Conjointly started as a simple online tool for conjoint analysis in 2016 and has since evolved into an industry-leading market research platform. Conjointly holds ISO 20252:2019 (Sampling), ISO 27001:2022, ISO 27701:2019, and SOC 2 Type II certifications, and is a member of the Insights Association and the British Healthcare Business Intelligence Association.

Conjointly's tools address the most common pricing and product research problems and are supplemented with expert support and guidance from experienced researchers. With thousands of projects performed on the platform, Conjointly is the go-to research place for hundreds of clients.