

Armenian Banking Sector

Q4 2025 "Ground - Cloud" Report

National Market Overview – Key Banking Indicators



Summary, Section 1 - The Ground

The Armenian Banking Sector Q4 2025 “Ground–Cloud” Report opens with a national overview of banking infrastructure. Armenia counts 544 branches, 1,741 ATMs, and 369 payment terminals serving a population of nearly 3 million. Coverage is heavily concentrated in Yerevan, which hosts almost 40% of the population but over 60% of ATMs, while rural marzes remain underserved. Among banks, ACBA and AmeriaBank lead the market, followed closely by ASHB and ArmeconomBank, highlighting a concentrated competitive landscape. This section provides the structural backbone of the sector, branch networks, ATM density, and POS accessibility, forming the baseline for customer reach and physical presence. In the following sections, we complement this “ground” perspective with digital layers:

1. Web traffic analytics (online visibility & engagement).
2. Mobile adoption (app downloads & usage).
3. Social listening (customer sentiment & reputation).

Together, these insights allow decision-makers to compare physical and digital reach in one interactive dashboard, available through our Looker Studio access.

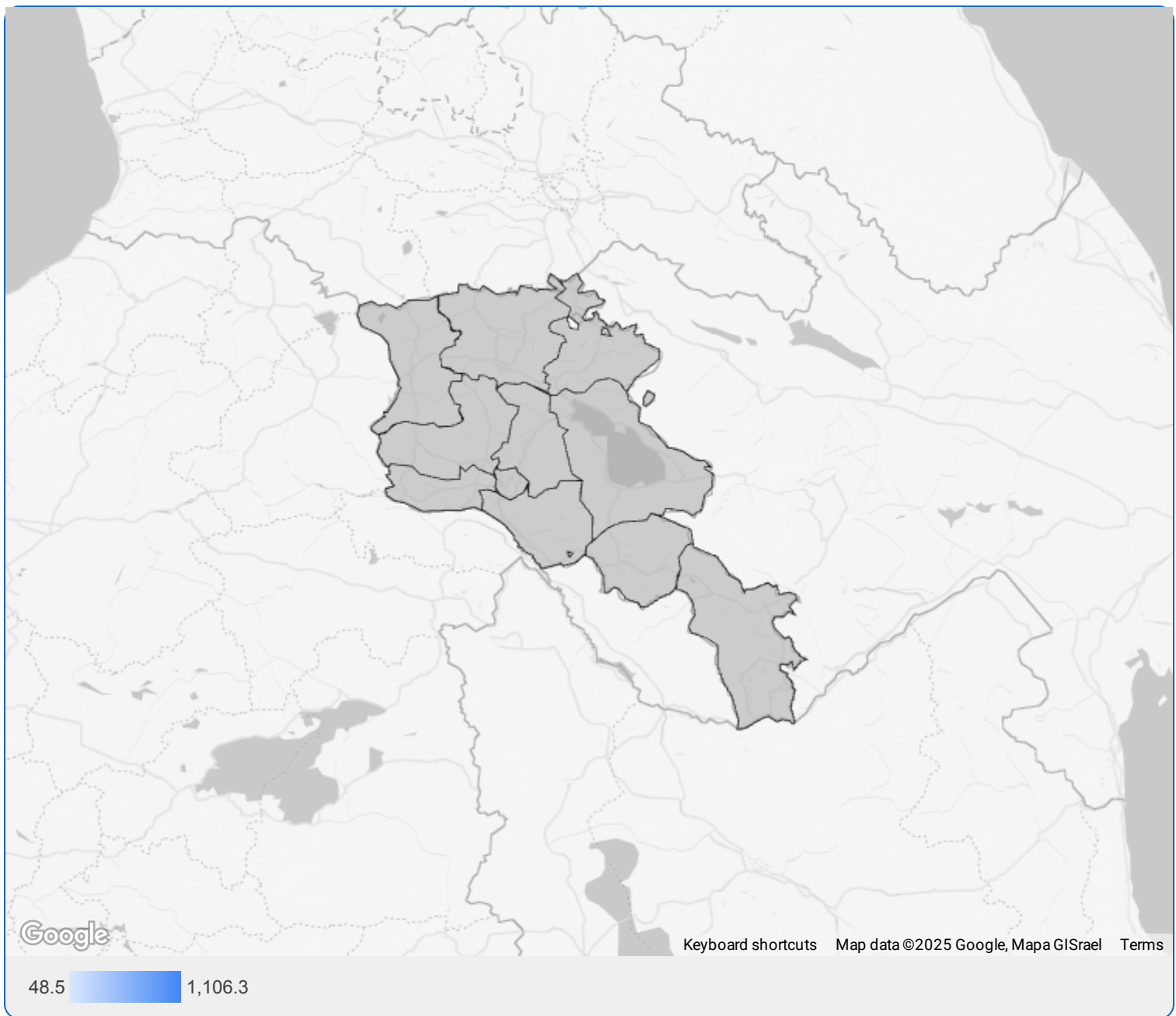
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Q4 2025 "Ground - Cloud" Report

National Market Overview – Key Banking Indicators




The Master Metrics



Population


213.2

Average Salary


141,849

Branches

26

ATMs

53

Terminals

11

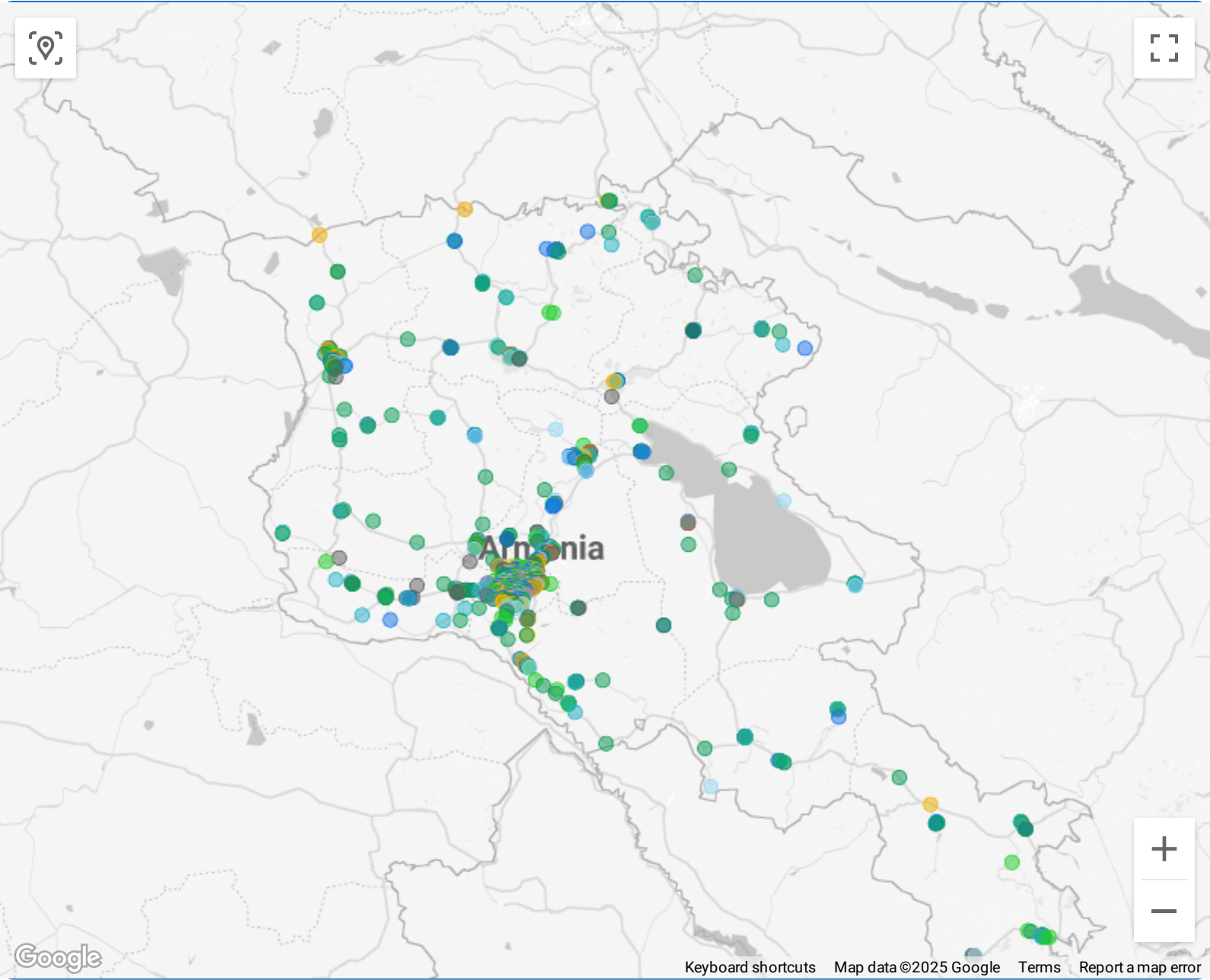
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The Unites Map



Select Banks



Name



Select POS type



Unit



Select City



Town



	Name	Count
1.	ACBA	374
2.	AmeriaBank	372
3.	ASHB	284
4.	ArmeconomBank	274
5.	ArararBank	232

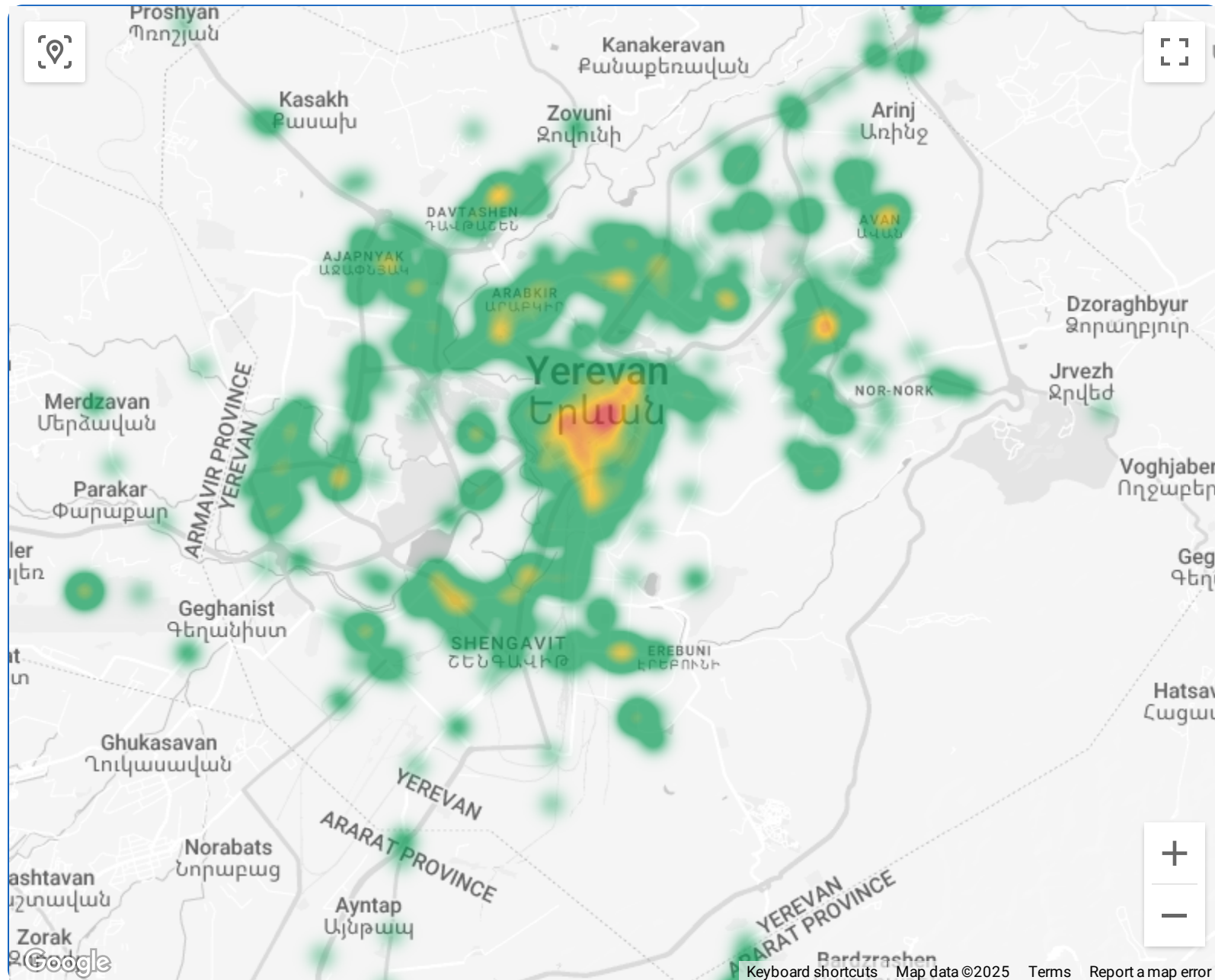
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Q4 2025 "Ground - Cloud" Report



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The Hit Map



Select Banks



Name



Select POS type



Unit



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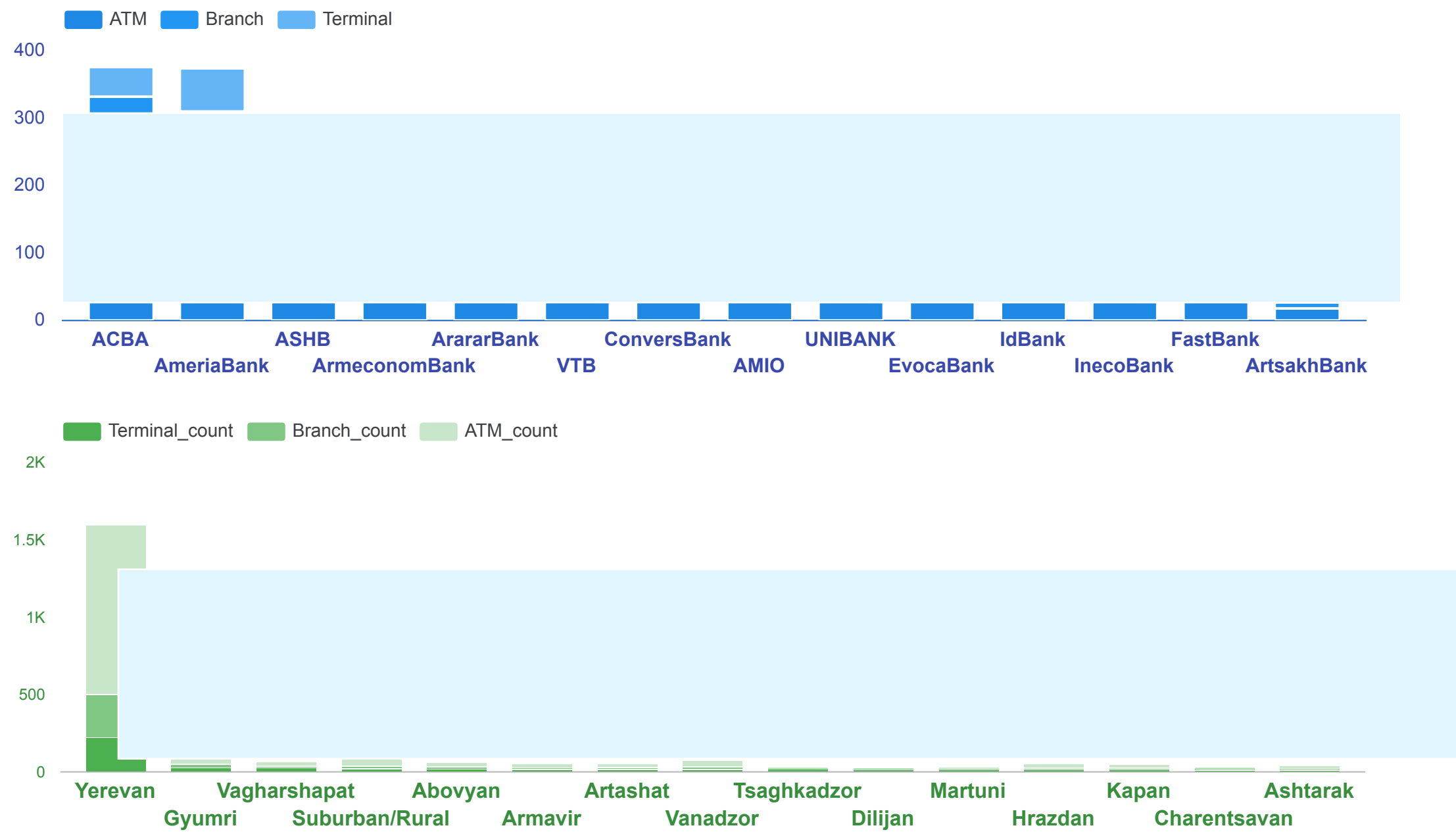
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Q4 2025 "Ground - Cloud" Report



National Market Overview – Key Banking Indicators

Banks Comparison and
Distribution per Town



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National Market Overview – Key Banking Indicators

The Ratios per 10K Population

Marz ▾	Population (1000)	Branch	ATM	Terminal	Branch per 10K Population	ATM per 10K Population	Terminal per 10K Population
1. Yerevan	1,106.3	285	1,100	214	2.58	9.94	1.93
2. Vayots Dzor	48.5	10	23	3	2.06	4.74	0.62
3. Tavush	116.5	20	38	14	1.72	3.26	1.2
4. Syunik	116.4	29	66	10	2.49	5.67	0.86
5. Shirak							
6. Lori							
7. Kotayk							
8. Gegharku...							
9. Armavir							

Some of Key Findings Jun- August 2025

- Yerevan dominates:** ~38% of population but >60% of ATMs.
- Top banks:** ACBA & AmeriaBank lead with ~45% of national footprint.
- Regional gaps:** Vayots Dzor & Tavush remain least covered.
- POS lagging:** Only 369 terminals nationwide → room for digital growth.
- Baseline view:** Sets the stage for Web, Mobile & Social analytics.
- ATMs** increasingly located in supermarkets, malls, and pharmacies, linking banking with daily shopping and essentials.
- FastBank** leads with 36 branches operating 24/7, positioning as the always-available bank.
- ACBA** stands out in rural coverage – 45 of its 66 branches are outside Yerevan (68% rural share).

Armenian Banking Sector

Q4 2025 "Ground - Cloud" Report



National Market Overview – Key Banking Indicators

Section 2 - The Cloud

App Market

Bank Name: ASHB (1) ▾

Platform: Android (1) ▾



Total Installs

459,091



Review*

86



Rating

3.9



30 days Installs

7,728.0

*Installs not available on iOS (store limitation)

Methodology & Definitions (Mobile)

Source. Google Play and Apple App Store. Data is collected to Big Query via Apps Script on a daily schedule.

Review (this report). “Review” the number of written text reviews. We use reviews because exact CX is much higher and better reflects overall customer attitude. Public store pages often highlight written reviews (smaller), so numbers may differ.

Rating. Average star rating reported by the store.

Installs (Total). Available for Google Play only. Apple App Store does not expose total installs (left blank).

Installs – Last 30 days. SUM(Daily Installs) over the last 30 days. We include only rows where a real daily series is present, but this metric is estimates.

For **Total**, **Rating**, and **Review**, we show the most recent value within the last 7 days (implemented as MAX within the 7-day window).

Filters. Bank and Platform filters apply to all components on the page.

Gaps & exceptions. Where the stores do not provide certain values (e.g., installs for iOS), a month-end snapshot may be manually recorded in KPI History (totals only). These placeholders are replaced once store data becomes available.

Lag & rounding. Small timing lags and store-front rounding/localization may create minor differences versus live store pages.

Armenian Banking Sector

Q4 2025 "Ground - Cloud" Report



National Market Overview – Key Banking Indicators

App Market Metrics (Assumption)

Bank Name	Total Install ▾	Total 30 Days Install (iOS/Android)	United Rating	United Reviews
1	2,069,366	915	3.8	310
2	852,459	992	4.5	48
3	626,659	587	3.9	86
4	609,440	278	4.4	105
5	579,325	336	4.2	39
6	313,370	721	3.4	66
7	293,880	85	3	110
8	281,287	358	4.7	18
9	274,496	479	4.1	12



%

iOS

36.5

Methodology & Definitions

Bank Name. App mapped to each bank.

Total Install – Android total installs × (1 + iOS share). iOS share is the page control (default 36.6%). Rounded.

Past 30 Days Install. Sum of Android Daily Installs over the last 30 days. iOS not available.

Reviews. Latest votes from both stores (weighted average) . If one store only, use that.

Av. Rating. Weighted average by votes:. If one store only, used that rating.

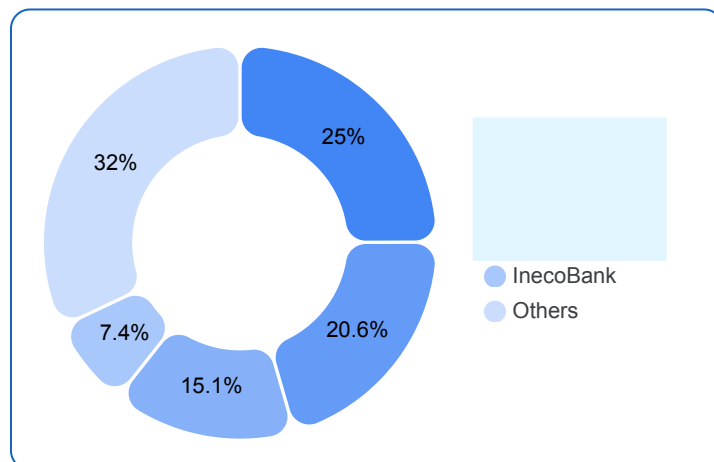
Data updates daily; small timing/rounding differences may occur.

Market Share. Percentage from total install.

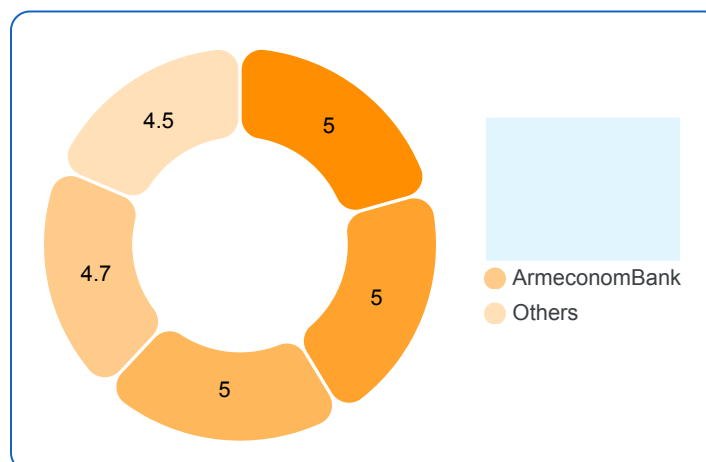
Best Rating. Top banks in scale from 1 to 5 on App Store and Google Play

* ID bank merged with Idram in one app.

Market Share (Installs)



Best Rating



Armenian Banking Sector

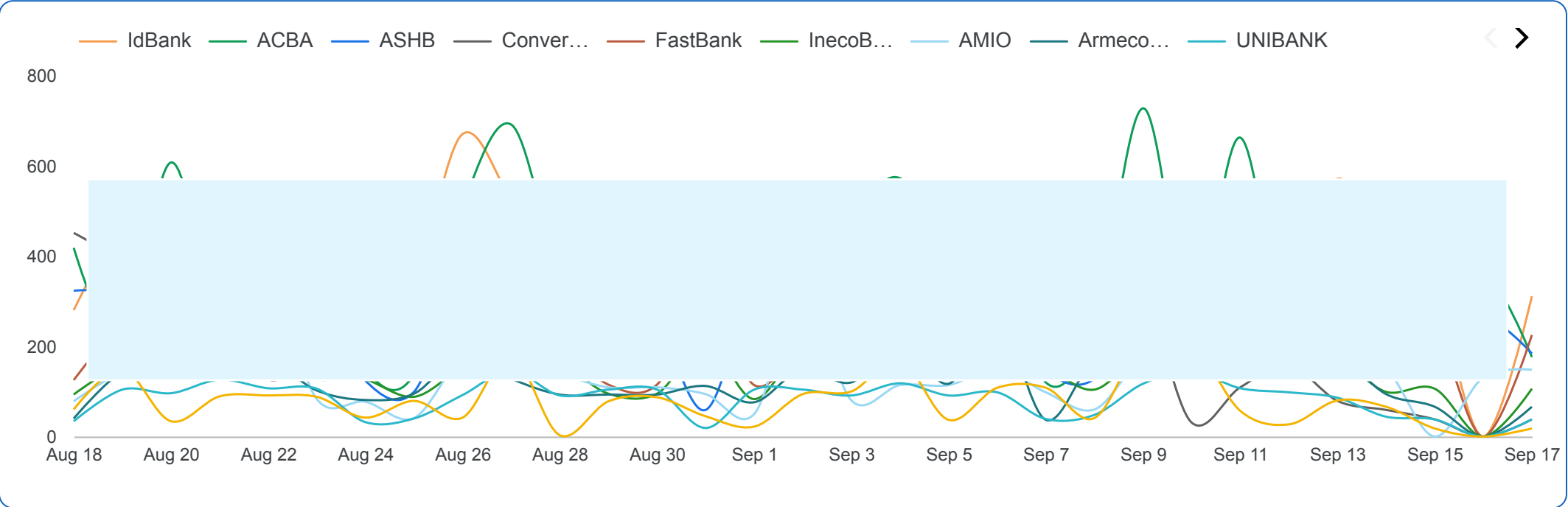
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National Market Overview – Key Banking Indicators

Daily Install Trend (Google Play)

Bank Name ▾



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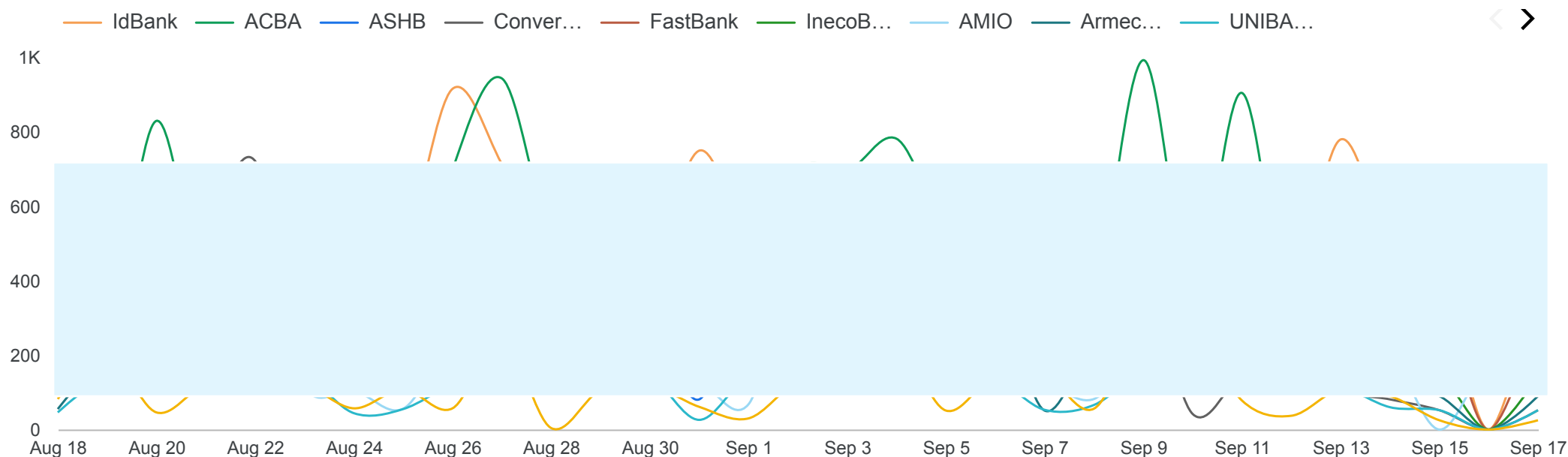
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National Market Overview – Key Banking Indicators

Daily Install Trend (Google Play + AppStore Assumption)

Bank Name



Key Findings (Aug 18–Sep 17, 2025)

Installed-base (modeled) split: ~32% IdBank, ~25% ACBA, ~21% ASHB, ~15% Ineco.

30-day adds: IdBank leads; Converse and FastBank show solid momentum.

Trend notes: ACBA & ASHB rise in early Sept; several spikes look campaign-driven.

Quality signal: Smaller apps hit ~5.0 ratings on low votes weight by reviews.

Data hygiene: Daily negatives floored to 0 for fair comparability.

Method caveat: iOS totals are **modeled** (Android × 1.366); interpret shares with a band.

Armenian Banking Sector

Q4 2025 "Ground - Cloud" Report



National Market Overview – Key Banking Indicators

Web Analytics

Methodology & Definitions

Together, these KPIs show both the volume (traffic, share) and quality (engagement, stickiness) of a bank's digital presence, highlighting competitive strengths and weaknesses online.

Market Share (%). The relative share of web traffic each bank captures compared to the total Armenian banking sector traffic. Higher share = stronger online visibility.

Visits. Total number of sessions to the website during the analyzed period. Reflects demand, interest, and digital presence.

Visits Difference (%). Growth or decline in visits compared to the previous period (quarter-to-quarter). Positive = rising attention, negative = loss of traffic.

Avg. Visit Duration (min). How long, on average, visitors stay on the site per session. Longer duration suggests better engagement and user interest.

Avg. Visit Duration Difference (%). Trend of session quality vs. last period. Increase = deeper content use, decrease = weaker stickiness.

Bounce Rate (%). Percentage of visitors who leave after viewing only one page. Lower = better; high bounce often signals poor relevance or usability issues.

Bounce Rate Difference (%). Change compared to the last period. Drop = improving user flow, rise = possible UX/content issues.

Web Core KPIs. June - August 25 vs March - May 25

	Domain ▾	Market Share	Visits	Visits difference %	Avg Visit Duration (min)	Avg. Visit Duration difference %	Bounce Rate	Bounce Rate difference %
1.	vtb.am	3.9%	69,032	-13.57%	31.55	-18.23%	58.63%	6.9%
2.								
3.								
4.								
5.								

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Armenian Banking Sector

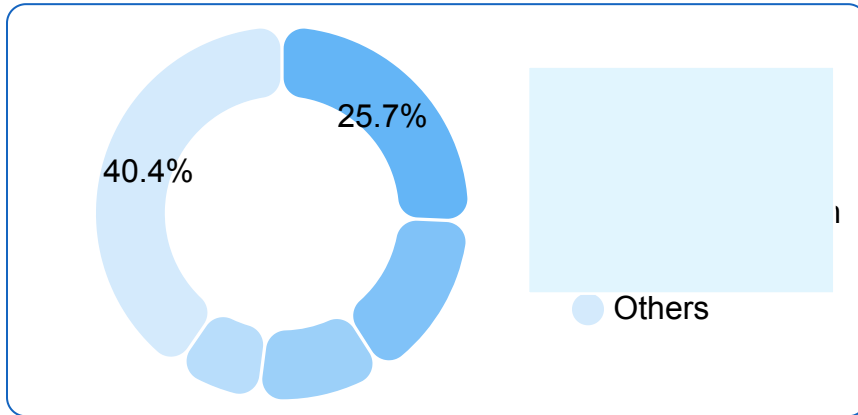
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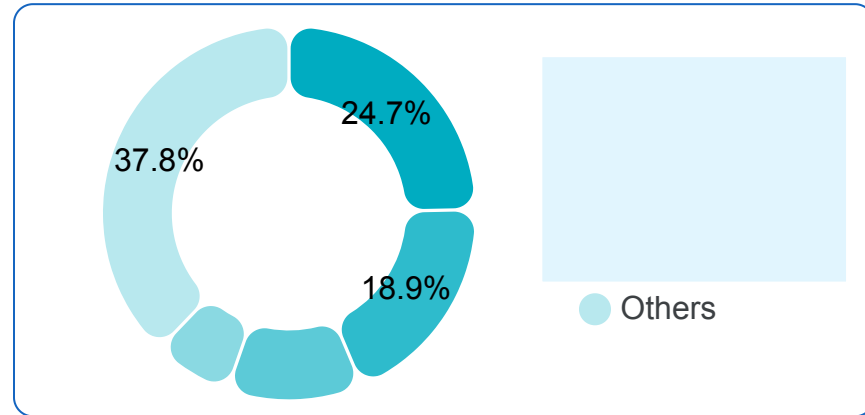
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Market Share June - August 25

Market Share

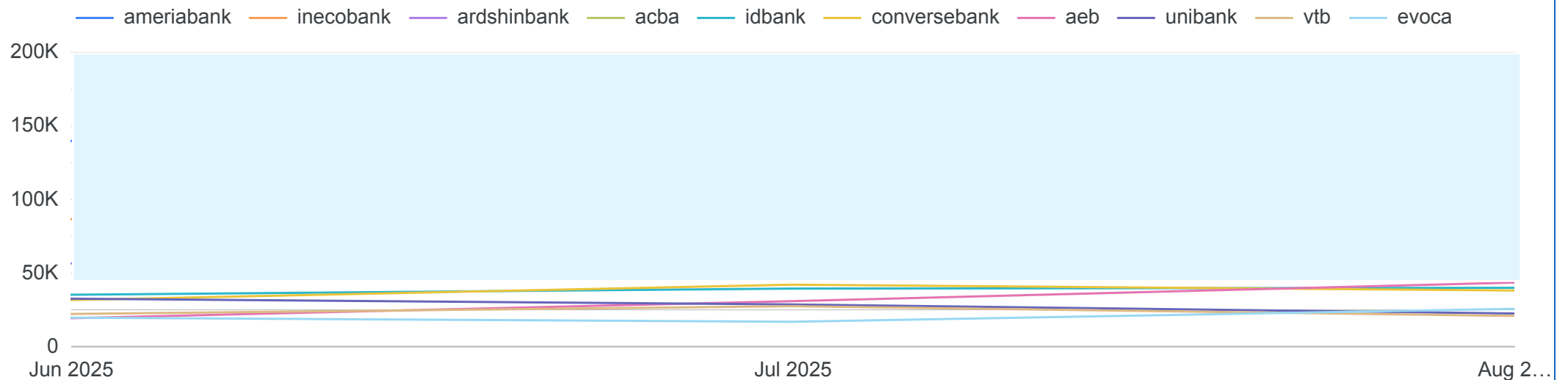


Justified Market Share (-Bounce Rate)



Total Visits. June - August 25

Select Banks



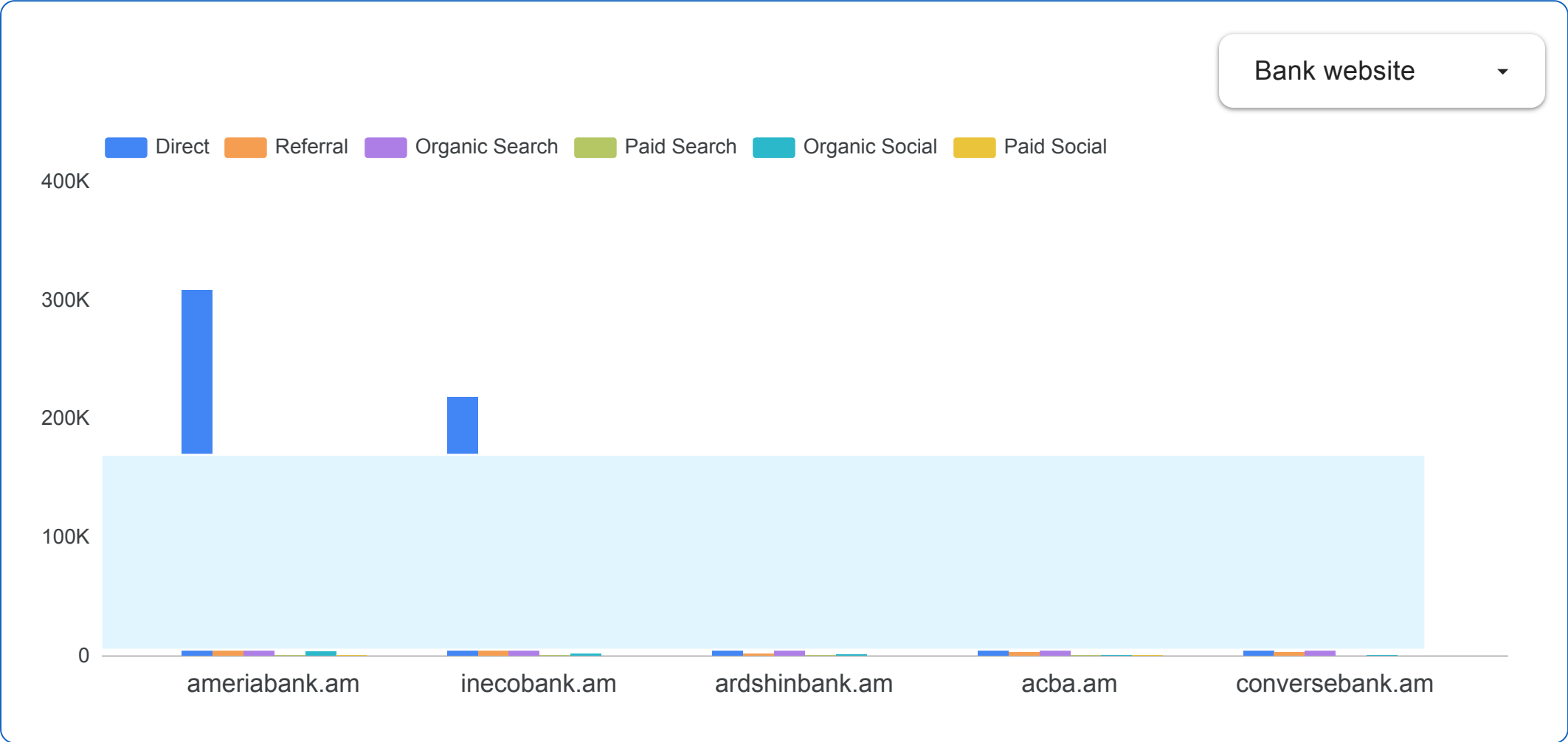
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Q4 2025 "Ground - Cloud" Report



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Traffic Structure June - August 25



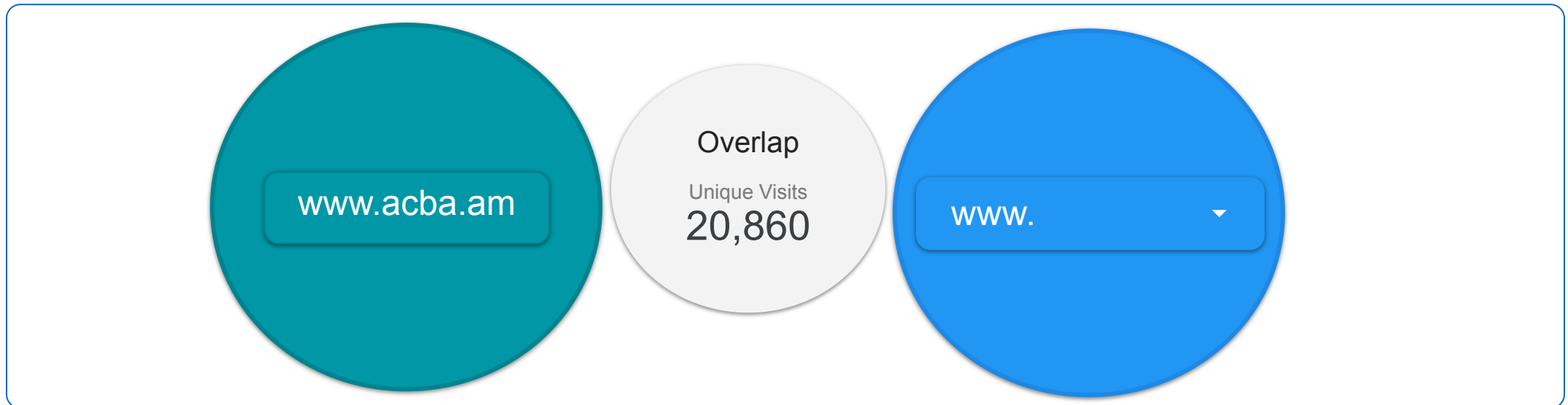
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Overlap among website's unique visitors. August 2025



Some of Key Findings June - August 2025

Winners (growth in both visits & engagement): Ardshinbank, Fast Bank.

Mixed (traffic down but engagement improving): Ameriabank, Evoca, IDBank.

Losers (traffic and engagement decline): Inecobank, ACBA, Conversebank, Araratbank, Unibank.

Market share is consolidating around Ameriabank, Ardshinbank, and Inecobank, but challengers like Fast Bank are rapidly gaining. Growth for some banks is driven mostly by paid campaigns, which may be unsustainable, while engagement quality (bounce rate, visit duration) is becoming a key differentiator.

Armenian Banking Sector

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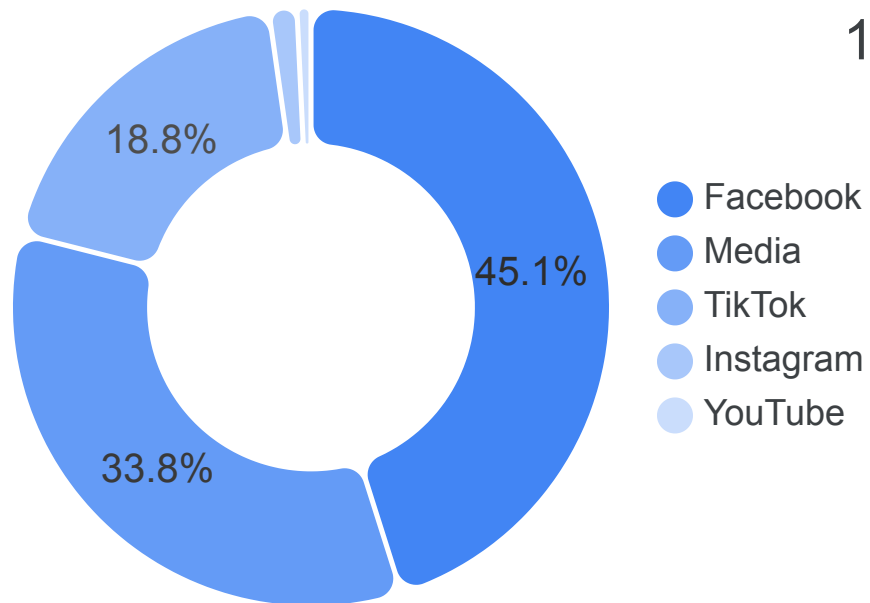
National Market Overview – Key Banking Indicators

Brand Analytics - Current Month

*Tis sector will be implemented for custom banks

Media Source

133



Sentiment

