Bank of America
Trends in Digital Banking

With **35.5 million** digital customers, including **24.8 million** mobile users, here’s a closer look at how our customers used digital to bank in Q1 2018.

- **1.4 billion** mobile log-ins
  - **32%** year over year

- **140 million** bill payments

- **33 million** checks deposited via mobile
  - Representing **24%** of total deposits.
  - Overall, **75%** of total deposits were made via mobile or ATM

- **829,000** accounts opened
  - **11%** year over year

- **445,000** appointments booked
  - **25%** year over year

- **2.5 million** BankAmeriDeals redeemed
  - Saving **$9 million**

- **28.6 million** Zelle® P2P transactions
  - **130%** year over year

- **$8.7 billion** Zelle® P2P transfers
  - **112%** year over year

- **3.4 million** Zelle® P2P active users
  - **85%** year over year
Recently added features include:

- A new simple, guided solution through which customers can apply for a mortgage via mobile and online banking.
- Nationwide availability of mobile car shopping service that seamlessly integrates the buying and financing experience through digital.
- The ability for customers to add multiple credit and debit cards to their PayPal account directly from the mobile banking app.

Bank of America’s mobile banking app is certified by J.D. Power for providing "An Outstanding Mobile Banking Customer Experience"

To learn more, visit bankofamerica.com

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