BANK OF AMERICA
Trends in Digital Banking

With 37.3 million digital customers, including 27.8 million mobile users, here’s a closer look at how our customers used digital to bank in Q2 2019.

LATEST NEWS

• By the end of Q2, Erica® — the first widely available AI-driven virtual assistant in financial services — reached more than 7.6 million total users and completed 55 million total client requests.

• Our 8 million Zelle® active users1 at Bank of America sent and received 69 million transfers worth $18 billion in Q2 alone, up 79% year over year.

• Digital represented 33% of total consumer mortgage applications and 60% of total direct auto applications.

• Through the power of one app, clients now have the ability to place orders for foreign currency and track progress. They are also able to transact immediately without having to wait for their permanent card with our new digital debit card.

• Over a third of small business clients have tried Business Advantage 360 since its launch, with new clients experiencing the innovative, one-stop digital dashboard that helps small business owners manage all financial aspects of their business.

DIGITAL CUSTOMER ACTIVITY

2 billion
logins

27% year over year

137 million
bill payments

14.7 million customers
13% year over year

36 million
checks deposited via mobile

Representing 27% of deposits
Overall, 78% of total deposits were made via mobile or ATM

25%
of consumer sales from digital

50% of digital sales from mobile

583,000
appointments booked

27% year over year

3.5 million
BankAmeriDeals redeemed

Saving $7.7 million

69 million
Zelle® transactions sent and received

96% year over year

$18 billion
Zelle® transfers sent and received

79% year over year

8 million
Zelle® total active users

49% year over year

Bank of America’s mobile app and online banking are both certified by J.D. Power for providing “An Outstanding Customer Experience”

We continue to drive mobile adoption and usage by investing in award-winning functionality valued by our clients:

• Won 40+ digital awards over the last two years
• "Best in Class" in Javelin’s 2019 Mobile Banking Scorecard and Online Banking Scorecard, 3rd consecutive win
• No. 1 Overall (No. 1 in Ease of Use; No. 1 in Functionality) in Dynatrace’s Q2-19 Online Banker Scorecard and Q1-19 Mobile Banker Scorecard
• No. 1 in Small Business Mobile Banking Adoption by Barlow Research
• Business Advantage Relationship Rewards won the 2019 Monarch Innovation Award Winner for Most Innovative Product by Barlow Research

To learn more, visit bankofamerica.com

1. Zelle users represent 90-day active users

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