

Trends in Digital Banking

With 39.3 million digital customers, including 30.3 million mobile users, here's a closer look at how our customers used digital to bank in Q2 2020.



LATEST NEWS

- By the end of Q2, Erica® — the first widely available AI-driven virtual assistant in financial services — reached 14.4 million total users and completed 160 million total client requests.
- Our 11.3 million Zelle® active users at Bank of America sent and received 117 million transfers worth \$32 billion in Q2 alone, up 70% and 79% year over year, respectively.
- Digital represented 53% of total consumer mortgage applications and 77% of total direct auto applications.
- In Q2, our digital assisted shopping capability helped clients save over 300,000 Bank of America products and services to their digital-saved items list for later review.

DIGITAL CUSTOMER ACTIVITY



2.3 billion logins

↑ 20% year over year



132.8 million bill payments

15.2 million customers



41.1 million checks deposited via digital

Representing 37% of deposits
Overall, 85% of total deposits were made via digital or ATM



47%

of consumer sales from digital

57% of digital sales from mobile



665,000 appointments booked

↑ 14% year over year



1.9 million BankAmeriDeals redeemed

\$3.5 million in Customer Cash-Back



117.2 million Zelle® transactions sent and received

↑ 70% year over year



\$32.2 billion Zelle® transfers sent and received

↑ 79% year over year



11.3 million Zelle® total active users

↑ 42% year over year

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

- Won 60+ digital awards over the last two years
- “Best in Class” in Javelin Strategy & Research 2020 Mobile Banking and 2020 Online Banking Scorecards, 4th consecutive win
- “2019 Best Consumer Digital Bank in the U.S.” by Global Finance
- No. 2 Overall | No. 1 in Functionality and Ease of Use in Keynova Group’s Annual Small Business Banking Scorecard
- Named North America’s Best Digital Bank by Euromoney

To learn more, visit bankofamerica.com

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