With 36.2 million digital customers, including 25.9 million mobile users, here’s a closer look at how our customers used digital to bank in Q3 2018.

By the end of Q3, Erica™ — the first widely available AI-driven virtual assistant in financial services — reached more than 3 million users and completed 11 million interactions.

Total Zelle® active users at Bank of America exceeded 4 million.

Digital represented 52% of Direct Auto loans, 20% of Consumer Mortgage applications and 20% of Business Advantage Lending applications.

We launched the My Rewards dashboard to provide customers with a centralized view across our rewards programs, including Preferred Rewards, credit cards and BankAmeriDeals®.

We introduced app-to-app linking that provides customers the ability to seamlessly toggle between our mobile apps without needing to re-authenticate.

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

Bank of America ranked:
- “Best in Class” in Javelin’s 2018 Online Banking Scorecard
- “Best in Class” in Javelin’s 2018 Mobile Banking Scorecard
- #1 Overall | #1 Mobile App | #1 in Functionality in Dynatrace’s 3Q’18 Mobile Banker Scorecard
- Highest overall score in The Forrester Banking Sales Wave US Mobile Sites, Q3 2018
- Erica chosen as 2018 BAI Global Innovation Award winner for Customer Experience in the “People’s Choice” category

Digital Customer Activity

1.4 billion mobile log-ins
174% year over year

137 million bill payments

33 million checks deposited via mobile
Representing 24% of deposits. Overall, 77% of total deposits were made via mobile or ATM

515,000 appointments booked
24% year over year

3.8 million BankAmeriDeals redeemed
Saving $75 million

42 million Zelle® P2P transactions
130% year over year

$12 billion Zelle® P2P transfers
111% year over year

4.3 million Zelle® P2P active users
78% year over year

137 million checks deposited via mobile
Representing 24% of deposits.

48% of digital sales from mobile

1.4 billion mobile log-ins
174% year over year

33 million checks deposited via mobile
Representing 24% of deposits. Overall, 77% of total deposits were made via mobile or ATM

515,000 appointments booked
24% year over year

3.8 million BankAmeriDeals redeemed
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130% year over year

$12 billion Zelle® P2P transfers
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78% year over year

To learn more, visit bankofamerica.com

24% of digital sales from mobile

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Digital Customer Activity