

Bank of America

Trends in Digital Banking

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.



Latest News

- ✓ 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.

Digital Customer Activity



1.4 billion
mobile log-ins

↑ 17% 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



48%
of digital sales from mobile



515,000
appointments booked

↑ 24% year over year



3.8 million
BankAmeriDeals redeemed

Saving \$7.5 million



42 million
Zelle® P2P transactions

↑ 138% year over year



\$12 billion
Zelle® P2P transfers

↑ 111% year over year



4.3 million
Zelle® P2P active users

↑ 78% year over year



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

To learn more, visit bankofamerica.com

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J.D. Power 2018 Mobile App Certification ProgramSM recognition is based on successful completion of an audit and exceeding a customer experience benchmark through a survey of recent servicing interactions. For more information, visit jdpower.com

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