

Bank of America

Trends in Digital Banking

With **36.3 million** digital customers, including **26.4 million** mobile users, here's a closer look at how our customers used digital to bank in Q4 2018.



Latest News

- ✓ By the end of Q4, **Erica**® — the first widely available AI-driven virtual assistant in financial services — **reached more than 4.8 million users and completed 23 million interactions.**
- ✓ **4.9 million Zelle**® active users at Bank of America sent 52 million transfers worth \$14 billion in Q4 alone, up 97% year over year.
- ✓ Digital represented **54% of direct auto loans, 19% of consumer mortgage applications and 20% of Business Advantage lending applications.**
- ✓ Recent digital enhancements include a functionality **overview at first mobile login**, an enhanced **iPad app experience** and improvements to **BankAmeriDeals**®, **My Rewards** and **Bill Pay**.
- ✓ We have also started to roll out **Business Advantage 360**, a cash flow tool for our small business clients. It is currently live in four states (North Carolina, Virginia, Michigan, Connecticut) and will be available to all small business clients by mid-February.

Digital Customer Activity



1.5 billion
mobile logins

↑ 16% year over year



140 million
bill payments

14.5 million customers
↑ 5% year over year



36 million
checks deposited via mobile

Representing 26% of deposits.
Overall, 77% of total deposits were made via mobile or ATM



27%
of consumer sales from digital

49% of digital sales from mobile



490,000
appointments booked

↑ 24% year over year



4 million
BankAmeriDeals redeemed

Saving \$8.4 million



52 million
Zelle® P2P transactions

↑ 124% year over year



\$14 billion
Zelle® P2P transfers

↑ 97% year over year



4.9 million
Zelle® P2P active users

↑ 71% 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 over **30 digital awards** over the last two years
- ★ **No. 1 Mobile Bank App** in S&P Global Market Intelligence's 2018 U.S. Mobile Banking Market Report
- ★ **"Best in Class"** in Javelin's 2018 Mobile Banking Scorecard
- ★ **No. 1 Overall | No. 1 Ease of Use | No. 1 in Functionality** in Dynatrace's Q4-18 Online Banker Scorecard
- ★ **Erica** chosen as 2018 BAI Global Innovation Award winner for Customer Experience in the **"People's Choice"** category

To learn more, visit bankofamerica.com

Zelle and the Zelle-related marks are wholly owned by Early Warning Services, LLC and are used herein under license.

Bank of America, Erica, BankAmeriDeals, and the Bank of America logo are registered trademarks of the Bank of America Corporation.

J.D. Power 2019 Mobile App Certification ProgramSM and 2019 Website 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 J.D. Power award information, visit jdpower.com/awards

Bank of America, N.A. Member FDIC ©2019 Bank of America Corporation