



competiscan

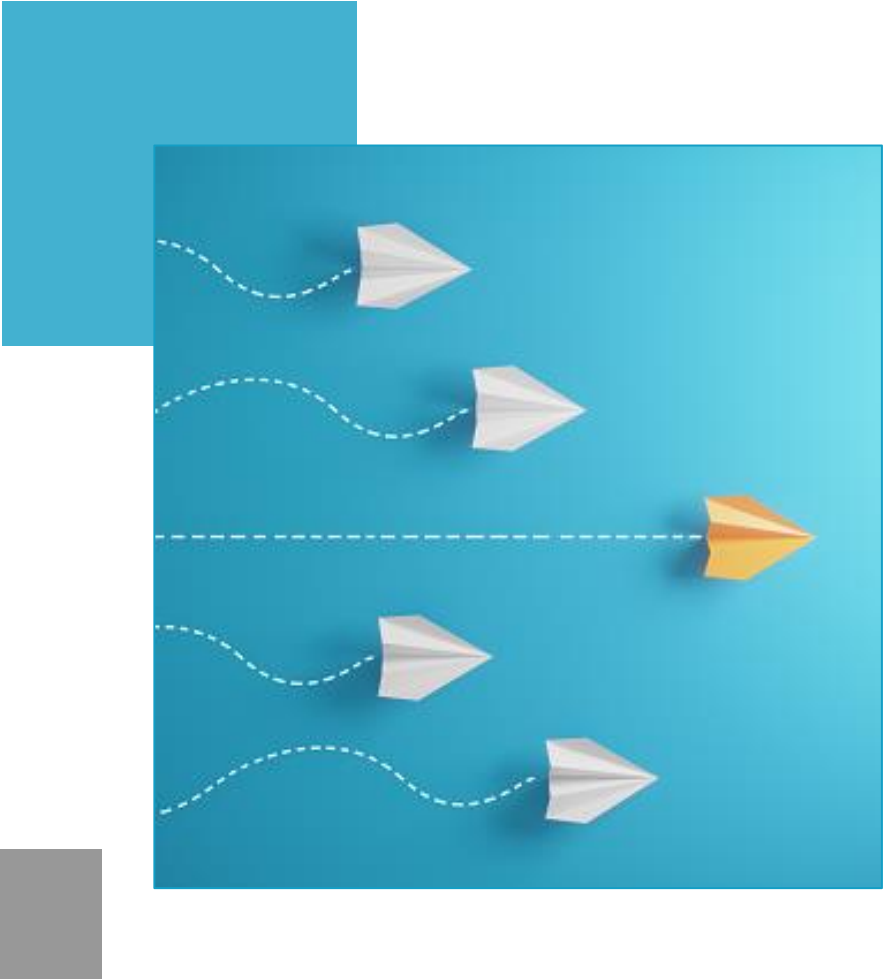
TREND REPORT

Banking Overview

Q4 2024

Contents

Key Takeaways	Analytics
Top Offers	Recent Developments
Mailbox Studies / Omni-Channel Marketing	Incentive Overview





Key Takeaways



Marketing Developments

Estimated direct mail volume for consumer banking products declined to 541M in Q4 2024, down 17% y/y and 28% q/q.

After averaging 35% of the total banking volume for the past four quarters, deposit mailings accounted for just 21% in Q4.

Chase and American Express continued to be the most frequent mailers of banking offers with a combined 42% share of voice.

Fee Avoidance

Fee avoidance was a topic frequently highlighted by fintechs looking to differentiate their product offerings and attract new deposits.

Acquisition marketing from SoFi, Chime, and Cash App promoted enhanced overdraft coverage with no balance minimums or monthly charges.

Traditional banks increasingly waived fees through account upgrades and direct deposit activation.



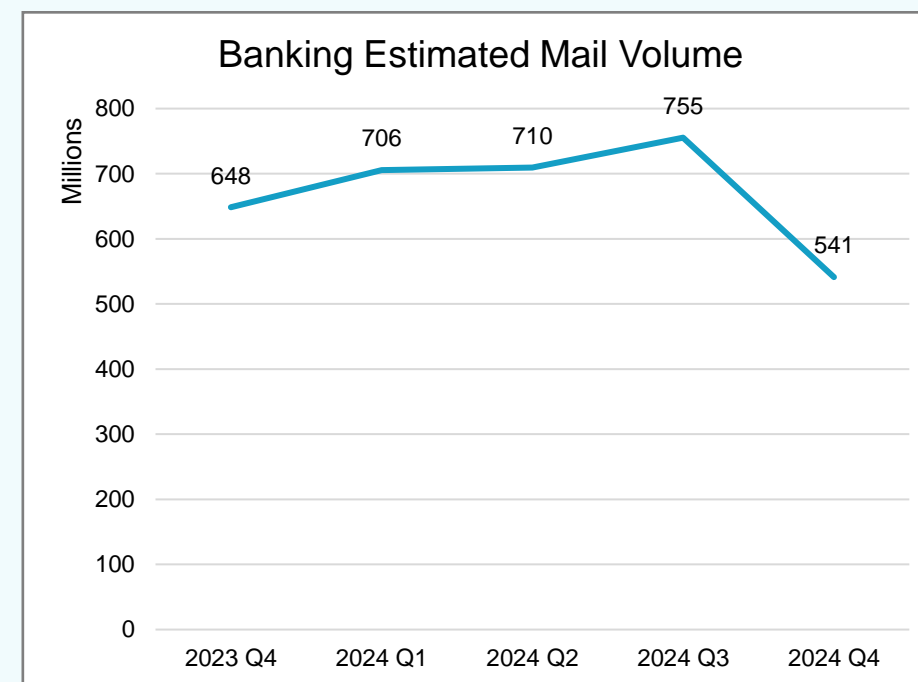
Analytics





Estimated Mail Volume: Trend Over Time

- Estimated mail volume for consumer banking products slid during the fourth quarter, totaling 541M, representing a decrease of 17% y/y and 28% q/q.
- Like previous quarters, the top three organizations using direct mail for banking product acquisition were Chase, American Express, and Citizens.

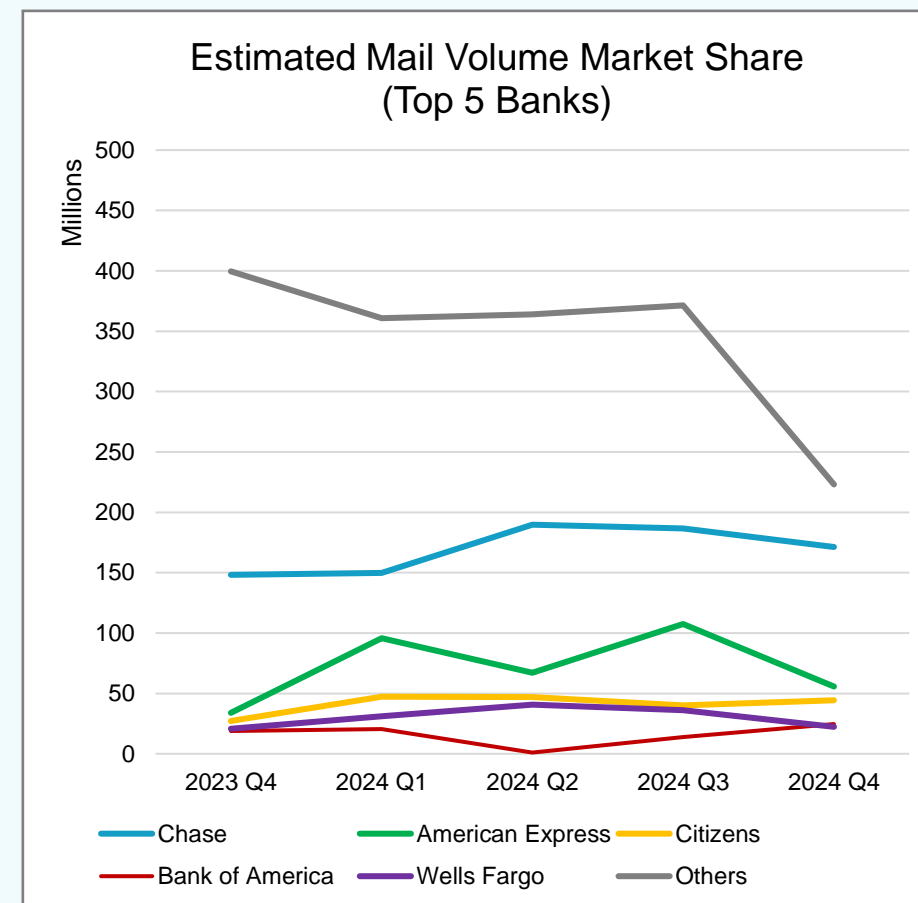


1. Media Channel: Direct Mail | Sector: Banking | Audience: Consumer | Added to database: Between October 2023 and December 2024 | Country: US | Primary: Primary | Mailing Type: Acquisition, Follow-Up, Upgrade/Cross-Sell, Win-Back
2. Projected values, numbers subject to change. For more information, please contact research@competiscan.com



Estimated Mail Volume: Trend Over Time

- Chase and American Express continued to be the most frequent mailers of banking offers in Q4 2024 with a combined 42% share of voice.
- U.S. Bank dropped out of the top five market share spot, and Bank of America moved up to claim the fourth spot after an increase in checking offers were observed from the bank in the final quarter of 2024.

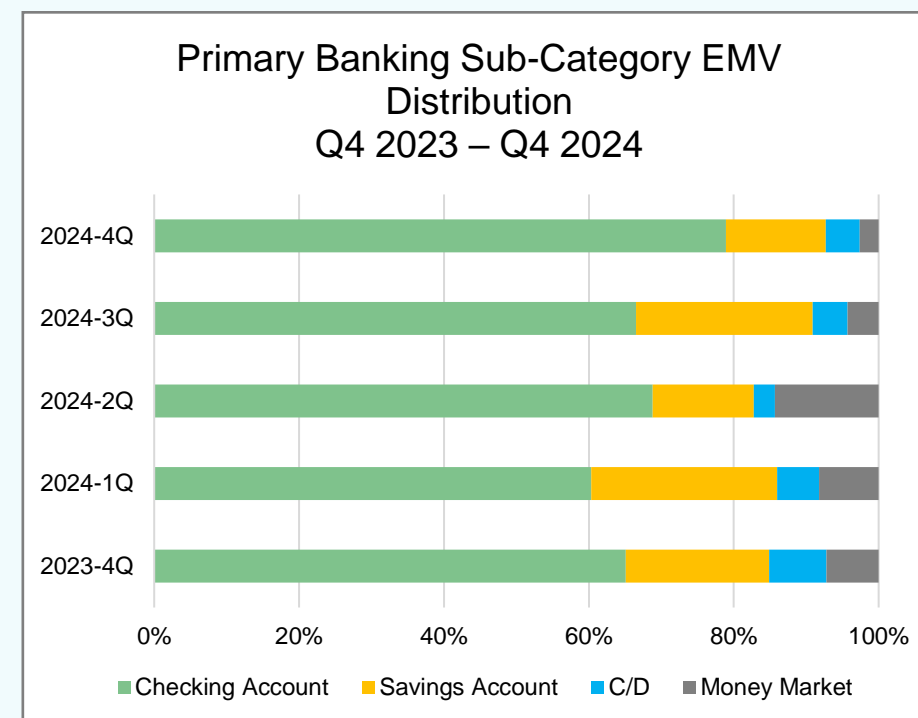


1. Media Channel: Direct Mail | Sector: Banking | Audience: Consumer | Added to database: Between October 2023 and December 2024 | Country: US | Primary: Primary | Mailing Type: Acquisition, Follow-Up, Upgrade/Cross-Sell, Win-Back
2. Projected values, numbers subject to change. For more information, please contact research@competiscan.com



Estimated Mail Volume: Sub-Category Distribution

- Checking accounts continued to be the most common banking product offer, increasing to 79% of the total banking mail volume in Q4 2024.
- Competiscan continued to observe the decline in deposit product mailings (savings, CDs, and MMAs). After averaging 35% of the total banking volume for the past four quarters, deposit mailings accounted for just 21% in Q4.

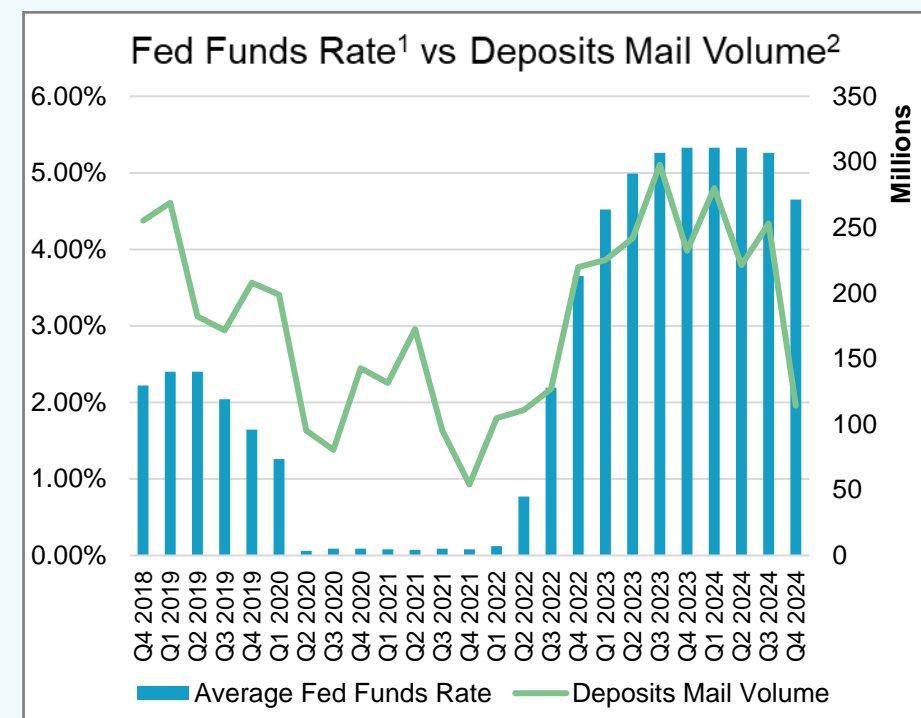


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2. Projected values, numbers subject to change. For more information, please contact research@competiscan.com



Impact of the Federal Interest Rate

- The average Federal Funds Rate dropped to 4.65% in Q4 2024 as the Federal Reserve lowered interest rates by a total of 50 basis points in Q4 2024.
- While some industry experts have predicted at least two rate cuts in 2025, the Federal Reserve paused any changes to the prime rate during its January 2025 meeting. Competiscan anticipates that deposit mail volume will remain at a lower level at least until the second quarter of 2025.



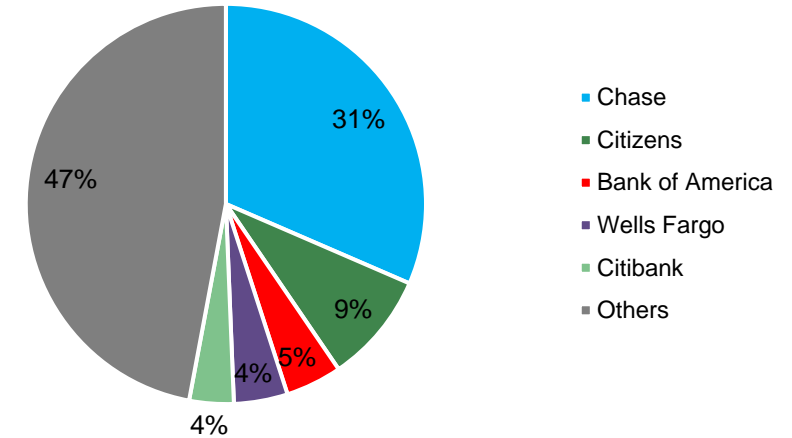
¹ Source: FRED, Federal Reserve Bank of St. Louis.; Quarterly rates determined by taking average over each 3-month period.

² Deposit accounts here includes Savings, Money Market Accounts, and Certificates of Deposit.

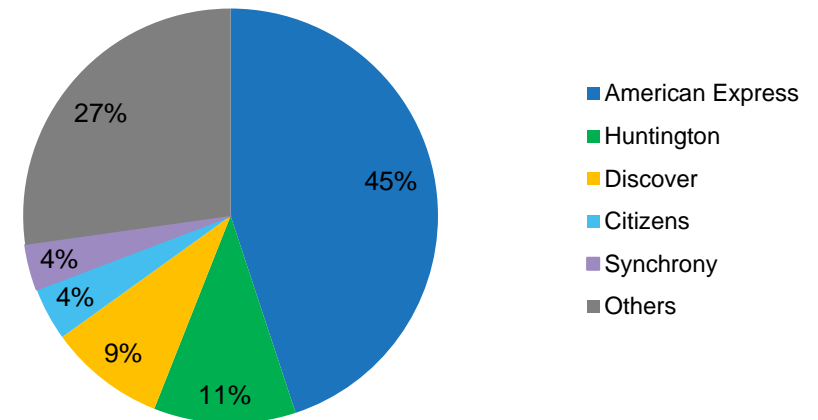
Top Mailers by Product Type

- Primary checking account offers totaled 427M for the quarter, which represented a 15% drop q/q. Chase continued to hold the largest market share for checking acquisition mail activity. Both Bank of America and Citibank moved into the top five, surpassing U.S. Bank and M&T Bank.
- American Express maintained the top spot and dominant deposit market share position due to high-volume mailings for its High Yield Savings Account. Huntington Bank moved up three spots, promoting a mix of both its savings and money market accounts. Discover rounded out the top three and was captured dedicating mailings to both its CD and savings products.

Q4 2024 Checking Account Share of Voice



Q4 2024 Deposit Account Share of Voice

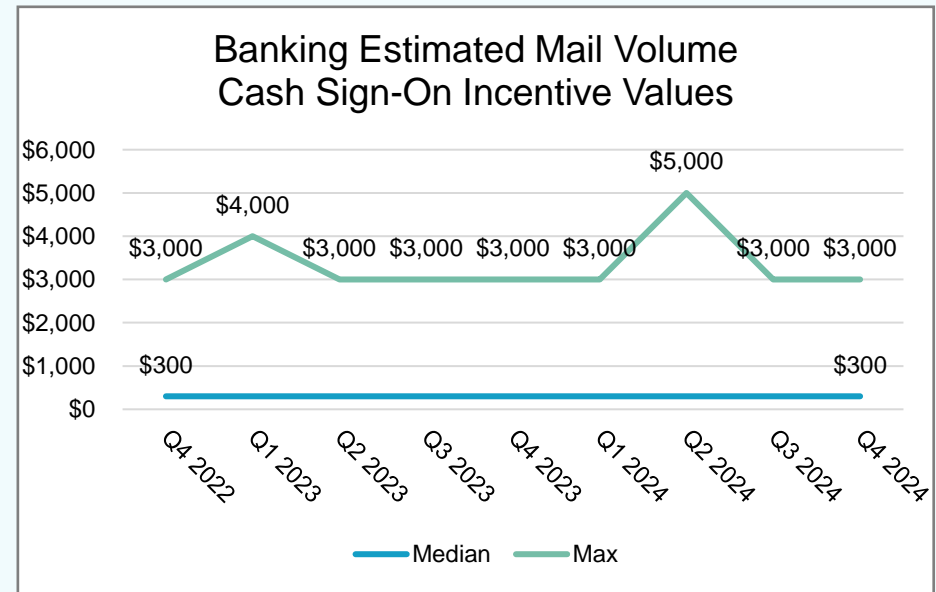
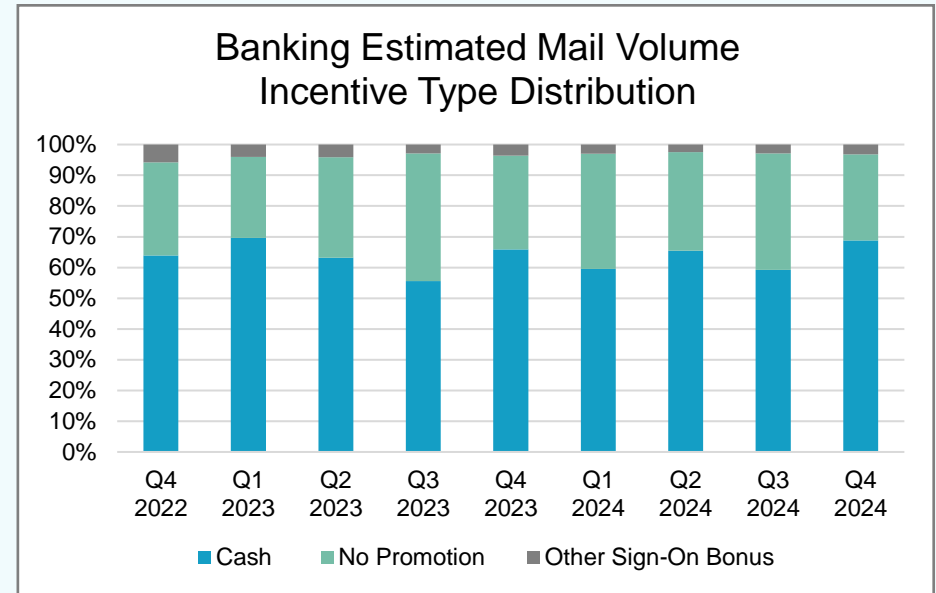


Direct Mail Sign-On Incentives

- The share of banking offers that included a cash incentive increased q/q from 59% in Q3 to 69% in Q4 2024. This was largely influenced by the higher total percentage of checking offers captured in the quarter.
- The median (\$300) cash value remained consistent q/q, as did the maximum sign-on value of \$3,000, which was Chase's control offer for its Private Client account.
- Notably, a rich checking offer of up to \$1,200 was promoted by KeyBank during Q4.

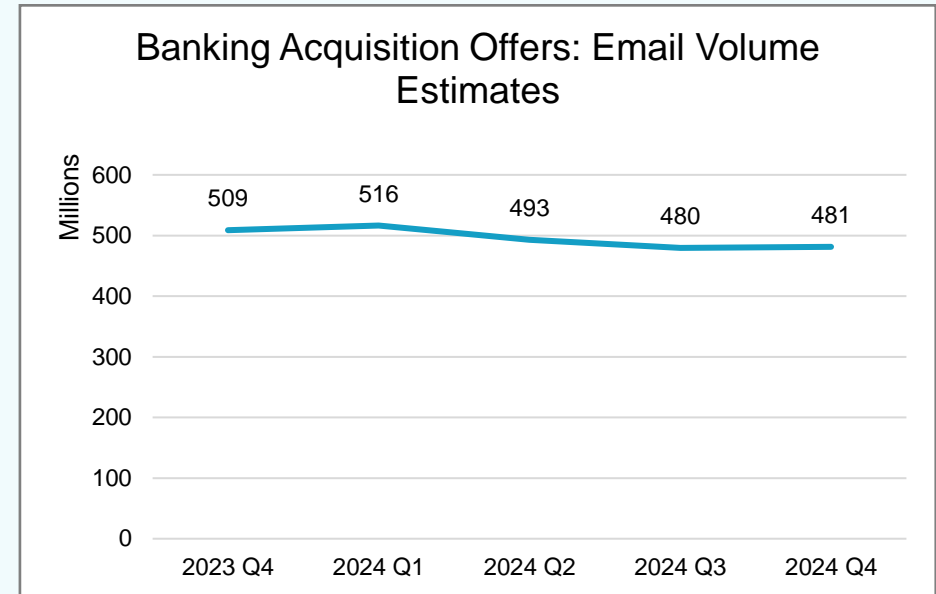


Direct Mail: 2024-11-01-5167



Email Volume Estimates

- Estimated email volume for banking product offers remained relatively flat q/q at an estimated 481M. Email estimated volume y/y was down 5%.
- Chase maintained the top market share spot for estimated email volume, while Capital One and American Express surpassed Discover and Citibank to round out the top three for the quarter.
- Venmo was captured with a notable increase in email marketing for the quarter, largely driven by promotion of the Venmo Teen Debit Card.



Company	2023 Q4	2024 Q1	2024 Q2	2024 Q3	2024 Q4
Chase	72,003,924	41,585,140	36,460,799	60,620,234	65,379,877
Capital One	7,789,702	9,949,040	31,594,294	33,683,088	50,519,287
American Express	24,253,113	35,375,537	42,695,792	38,327,169	48,200,278
Discover	28,780,487	19,455,204	27,059,107	43,144,343	32,320,374
Citibank	40,000,049	45,377,692	28,128,466	41,102,622	30,781,745
Bank of America	18,150,245	22,767,424	16,778,720	33,315,546	30,740,245
Venmo	7,691,942	18,580,945	9,344,782	9,428,243	24,021,281
SoFi	16,205,906	24,978,562	29,992,437	17,930,772	13,541,288
Wells Fargo	8,296,244	10,450,774	10,454,384	8,452,329	11,209,893
USAA	9,443,015	8,593,732	10,109,002	10,988,407	7,745,827
Others	276,361,374	279,308,416	250,384,164	182,542,394	166,640,199
Total	508,976,000	516,422,466	493,001,946	479,535,147	481,100,295



Top Offers



Checking – Direct Mail

Top checking mailers from the quarter are shown below. Chase and Citizens maintained high-volume mailings of their lead checking product offer and welcome bonus. Meanwhile, Bank of America used its outer envelope to splash a welcome bonus of up to \$750 for new checking customers, and Wells Fargo targeted existing customers with a \$325 checking bonus.

Chase

Start here to get up to \$900



Direct Mail: 2024-11-01-4879

Citizens

Exclusively for you - get up to \$600 on us



Direct Mail: 2024-12-09-4104

Bank of America

When you choose Bank of America for your Checking needs, we'll thank you with a cash bonus offer of \$250, \$500 or \$750



Direct Mail: 2024-11-16-2218

Wells Fargo

We appreciate you as an existing Wells Fargo customer and would like to offer you a \$325 Wells Fargo Checking bonus



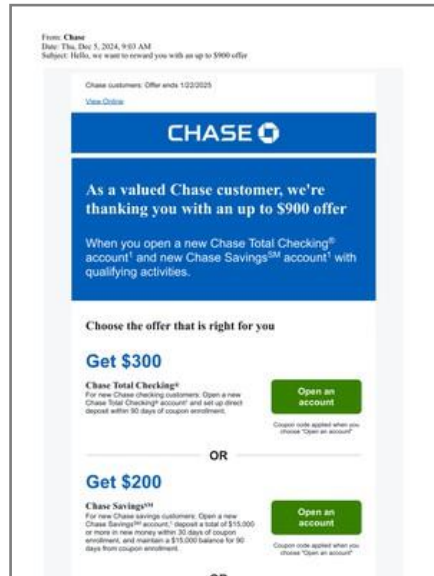
Direct Mail: 2024-10-28-4282

Checking – Email

The campaigns below represent top checking email offers in Q4 2024. Chase used its control ‘Up to \$900’ offer to encourage existing Chase customers to open a Chase Total Checking account. Like previous quarters, American Express promoted its high-yield checking account, and Capital One offered a \$300 bonus for its 360 Checking account. Notably, Bank of America used a higher \$300 bonus compared to the \$200 offer observed in Q3 2024.

Chase

Hello: [Name], We want to reward you with an up to \$900 offer



Email: 2024-12-05-1343

American Express

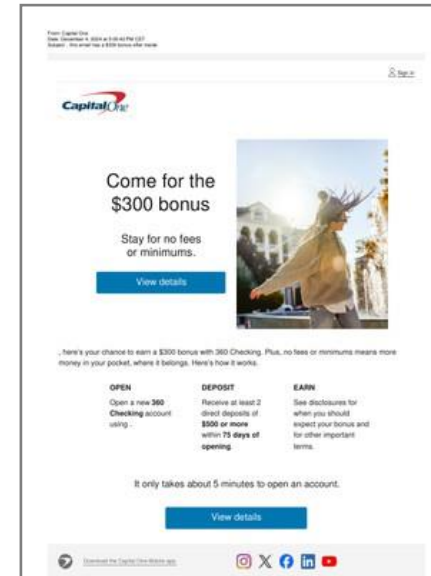
Your checking account could be earning more



Email: 2024-09-02-410

Capital One

[Name], this email has a \$300 bonus offer inside



Email: 2024-12-04-817

Bank of America

[Name], you've been selected for a \$300 checking bonus offer



Email: 2024-11-08-630

Deposit – Direct Mail

The deposit offers in mailboxes during Q4 2024 included a mix of products. American Express continued its mail efforts to capture new savings customers, while Huntington Bank promoted its money market account and Discover and Citizens led with certificates. Huntington Bank created a sense of urgency with the headline “Great rates won’t wait,” and Discover addressed that rates were falling and promoted the benefit of locking in a fixed rate with a Discover CD.

American Express

Start earning more with a High Yield Savings Account



Direct Mail: 2024-11-19-4308

Huntington Bank

Great rates won't wait. Open a Huntington Relationship Money Market account by 1/14/2025



Direct Mail: 2024-11-30-2595

Discover

With rates falling, now's the time to maximize your earnings with a fixed rate Discover Certificate of Deposit



Direct Mail: 2024-11-20-4105

Citizens

Grow your savings with a 7-month Citizens Bank Certificate of Deposit



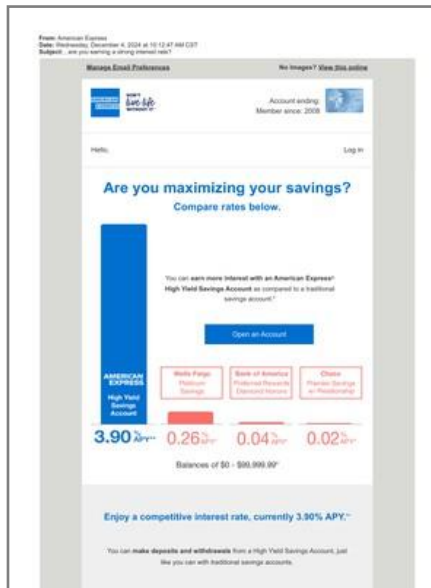
Direct Mail: 2024-11-27-4208

Deposit – Email

In a high-volume email campaign targeted to existing American Express card members, American Express compared the APY of its High Yield Savings Account (shown in blue) to the rates offered through “traditional savings accounts” from Wells Fargo, Bank of America, and Chase (shown in red). Capital One and Discover released the same email designs and offers for their savings accounts as seen in Q3. Notably, Citibank encouraged existing cardholders to “reach [their] savings goals faster” by opening a Citi Accelerate Savings Account and earning 14X the national average.

American Express

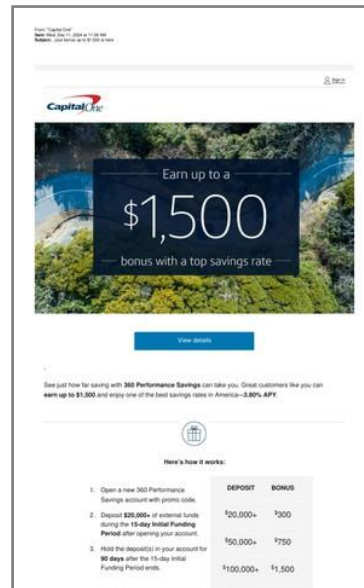
[Name], are you earning a strong interest rate?



Email: 2024-12-04-1485

Capital One

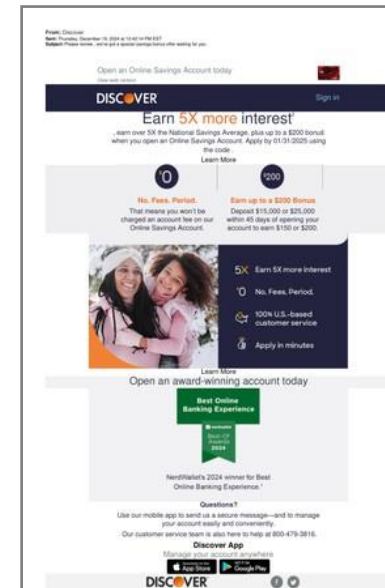
Earn up to a \$1,500 bonus with a top savings rate



Email: 2024-12-11-1263

Discover

We've got a special savings bonus offer waiting for you, earn up to \$200



Email: 2024-12-19-2415

Citibank

[Name], enjoy your Citi Custom Cash Card benefits plus reach your savings goals with no minimum opening deposit required



Email: 2024-12-18-1200



Recent Developments



New Features & Announcements

Financial institutions continued to enhance their products with newly announced features. American Express notified its Checking members in January that Zelle was available. Huntington Bank introduced Caregiver Banking; a novel product designed to address the complex needs of safeguarding loved ones' finances. PayPal introduced pools from PayPal, a way to share expenses or chip in on joint purchases.

American Express

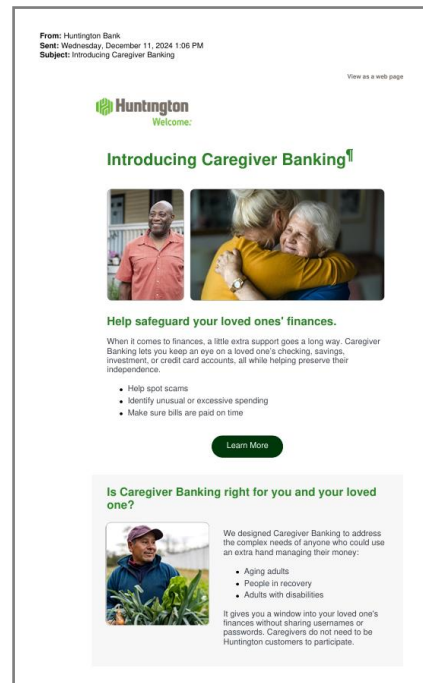
New! Zelle with American Express Rewards Checking



Email: 2025-01-23-1576

Huntington Bank

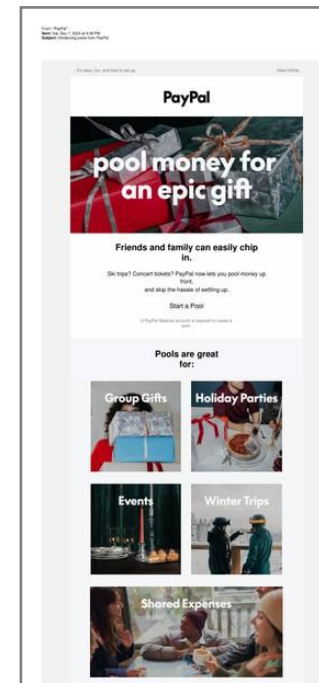
Introducing Caregiver Banking



Email: 2024-12-11-3739

PayPal

Introducing pools from PayPal. Friends and family can easily chip in



Email: 2024-12-07-766

Old National Bank

Financial Education: New Ways to Engage



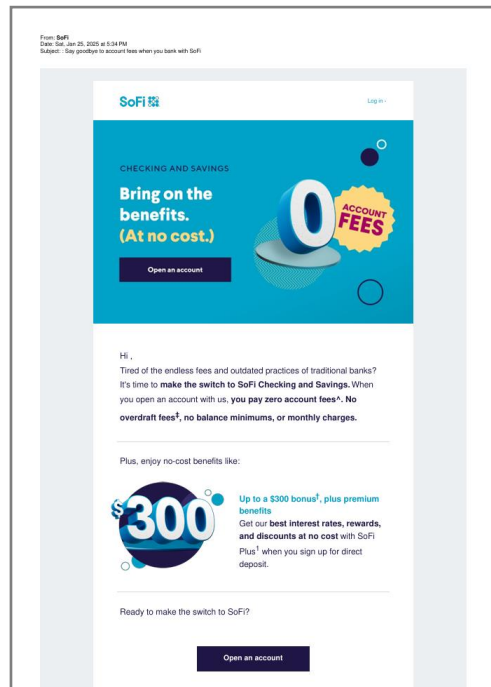
Email: 2024-12-17-1615

Fee Avoidance

Fee avoidance was a topic frequently highlighted by financial institutions looking to differentiate their product offerings and attract new deposits. SoFi asked prospective customers to make the switch and “say goodbye to account fees.” Citibank made it easier to avoid monthly service fees with a waiver for customers who set up at least \$250 in enhanced direct deposits. Chime continued the marketing of its SpotMe feature with fee-free overdraft up to \$200. Cash App

SoFi

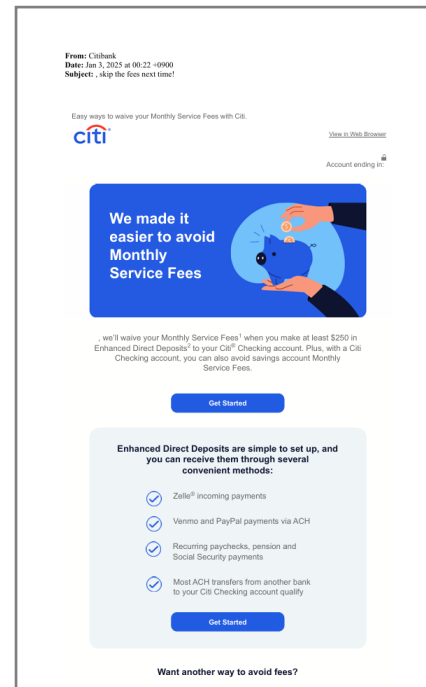
Say goodbye to account fees when you bank with SoFi



Email: 2025-01-25-1086

Citibank

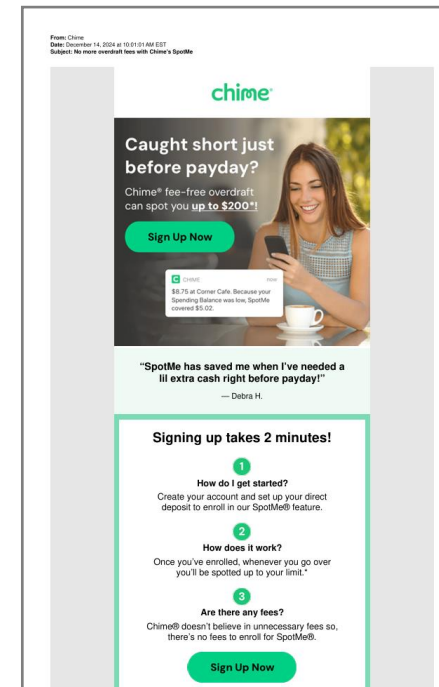
We made it easier to avoid Monthly Service Fees



Email: 2025-01-03-369

Chime

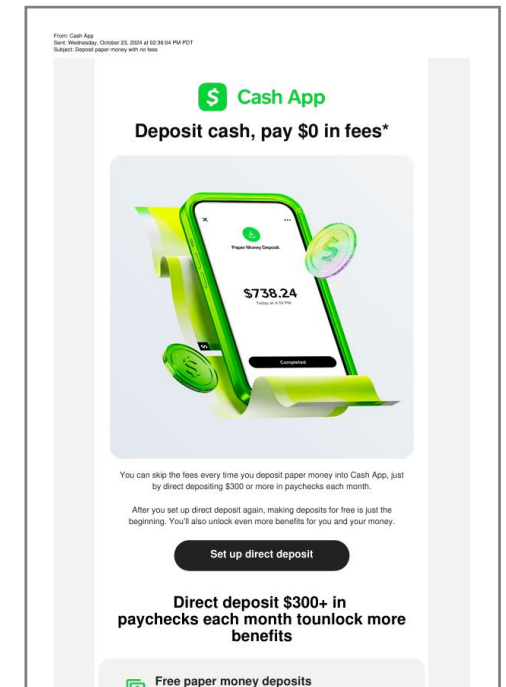
No more overdraft fees with Chime's SpotMe



Email: 2024-12-14-960

Cash App

Deposit cash, pay \$0 in fees



Email: 2024-10-23-2845

Interest Rate Changes

The Federal Reserve cut interest rates for the third consecutive time in December. Some marketing communications pertaining to the rate cuts provided tips and guidance, while other campaigns promoted “steady” and “reliable” earnings through CDs, as demonstrated by Synchrony. Third Federal notably emailed customers to promote its 3-Year Rising Rate CD that increases every year, even when national rates decline.

Truist

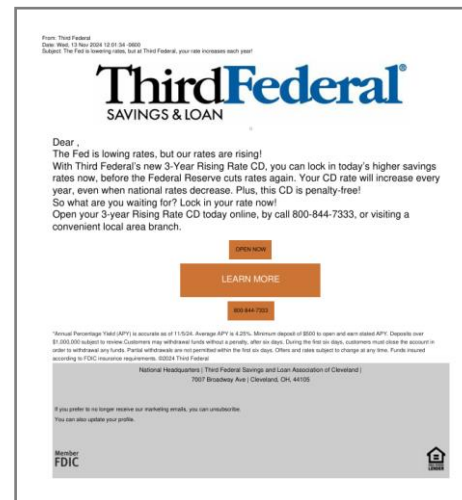
What interest rate cuts can mean for you? Tips for better finances - and well-being



Email: 2024-11-04-2217

Third Federal

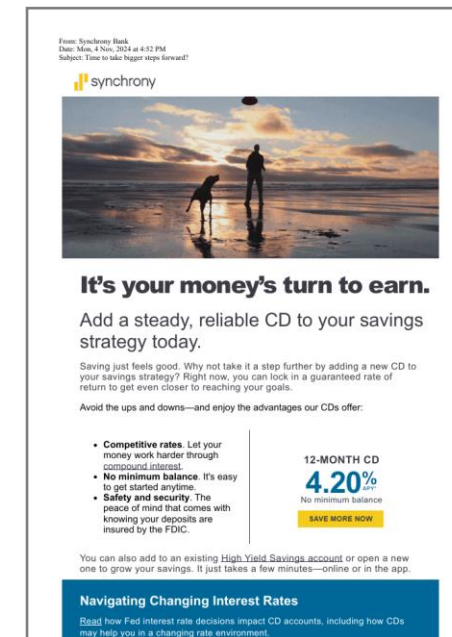
The Fed is lowering rates, but at Third Federal, your rate increases each year!



Email: 2024-11-13-852

Synchrony

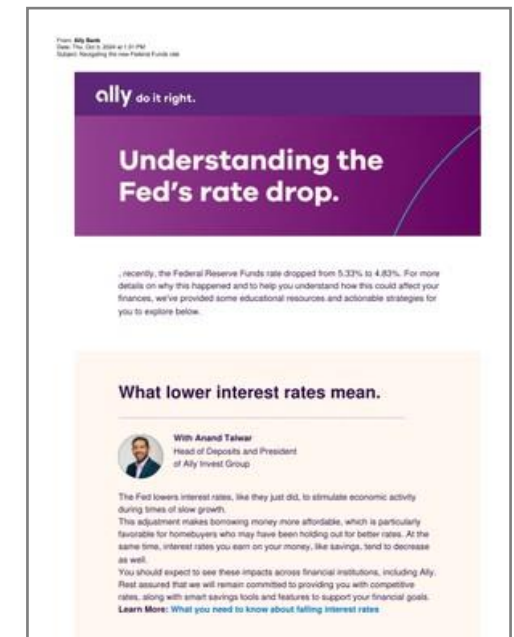
Navigating Changing Interest Rates



Email: 2024-11-04-1130

Ally Bank

Navigating the new Federal Funds rate. What lower interest rates mean



Email: 2024-10-03-803

Highest Rates

The highest rates observed in Q4 2024 promotions were commonly offered by credit unions and community banks. HCA Healthcare CU invited customers to earn up to 8% APY on checking balances for the first 3 months. Greenway Bank offered an “exceptional interest rate” of up to 6.17% on savings accounts. Forte Bank cleverly promoted a 555 grand opening special for its new location, offering a 5 Month CD with 5.55% APY. Huntington Bank continued to heavily market its money market products at 5.38% APY.

HCA Healthcare CU - Checking

Earn up to 8% for first 3 months

Direct Mail: 2024-11-08-4922

Greenway Bank - Savings

Earn an Exceptional Interest Rate of up to 6.17%

Direct Mail: 2024-10-08-3669

Forte Bank - CD

5 Month CD with 5.55% APY

Direct Mail: 2024-10-30-3904

Huntington Bank – Money Market

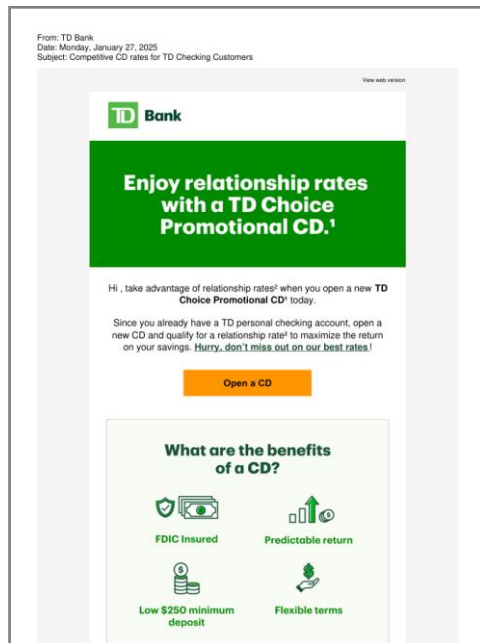
Great Rates Won't Wait 5.38% APY

Direct Mail: 2024-10-25-3756

Upgrade/Cross-Sell Offers

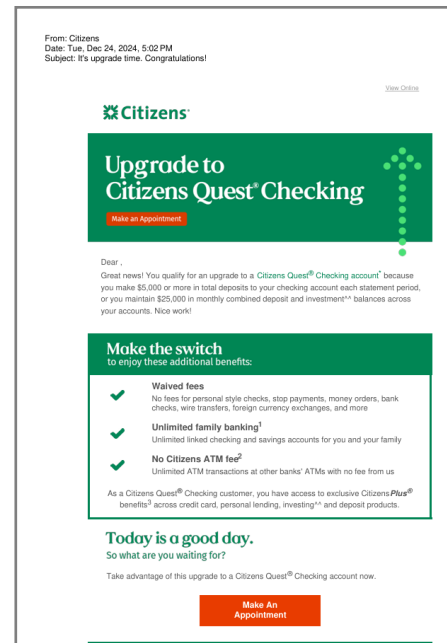
Checking and deposit offers were often sent to current customers as part of upgrade/cross-sell marketing strategies. TD Bank reminded checking customers that they qualified for relationship rates on new CDs. Citizens featured the “exclusive benefits” of upgrading to a Citizens Quest Checking account. LendingClub promoted Rewards Checking to its savings customers, emphasizing that additional benefits can help hard-earned money grow with cash back. Regions Bank

TD Bank
Competitive CD Rates for TD Checking Customers



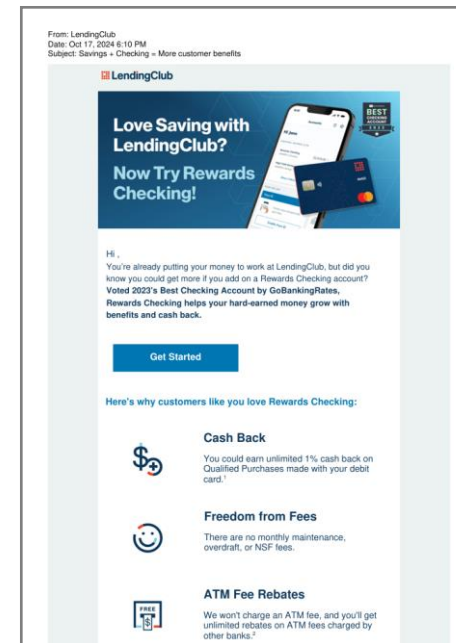
Email: 2025-01-27-1276

Citizens
Upgrade to Citizens Quest Checking



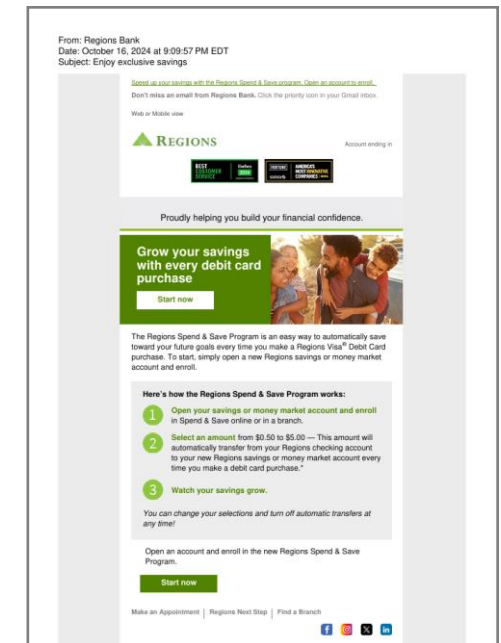
Email: 2024-12-24-1199

LendingClub
Savings + Checking = More customer benefits



Email: 2024-10-17-614

Regions Bank
Grow your savings with every debit card purchase



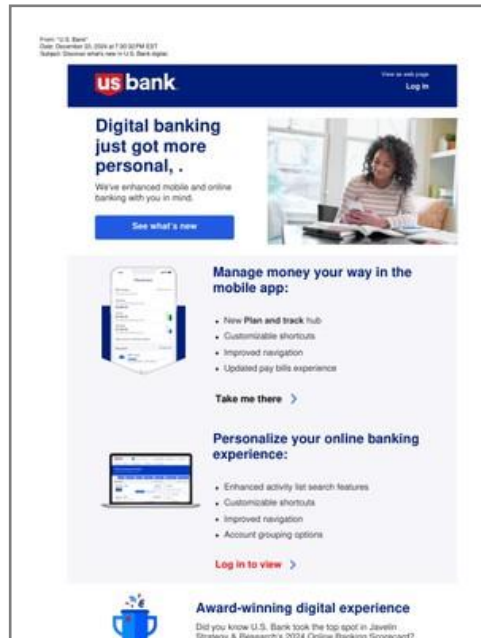
Email: 2024-10-16-491

Mobile and Digital Conveniences

Financial institutions continued to drive innovation forward with newly announced digital and mobile features. U.S. Bank released several mobile app enhancements, including a new Plan and track hub. Affirm marketed the flexible options available to its customers, including one-time use virtual card numbers. Meanwhile, Chase used an animated email to remind customers of the ease and security of using a mobile wallet.

U.S. Bank

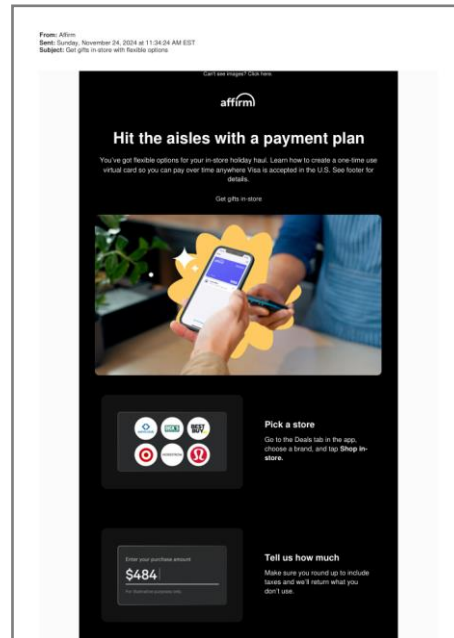
Discover what's new in U.S. Bank digital



Email: 2024-12-20-1686

Affirm

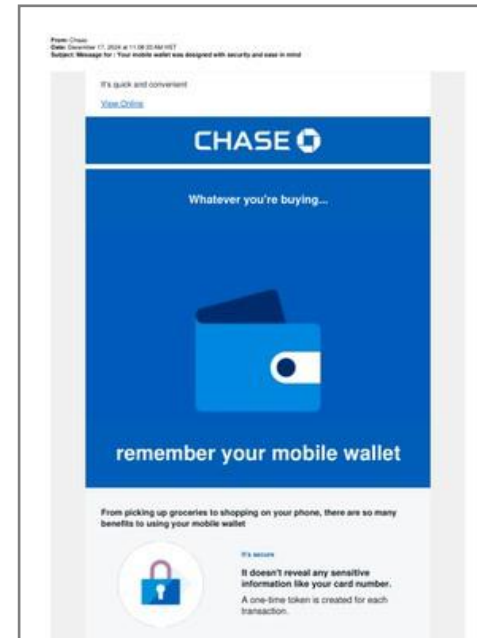
Get gifts in-store with flexible options.
Learn how to create a one-time use
virtual card number



Email: 2024-11-24-1613

Chase

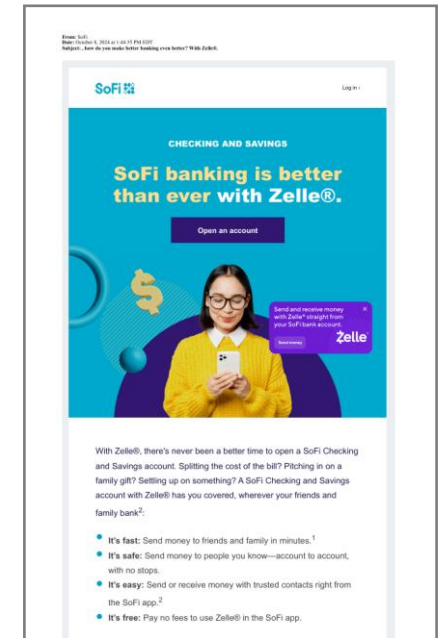
Message for [Name]: Your mobile wallet
was designed with security and ease in
mind



Email: 2024-10-08-171

SoFi

SoFi banking is better than ever with
Zelle



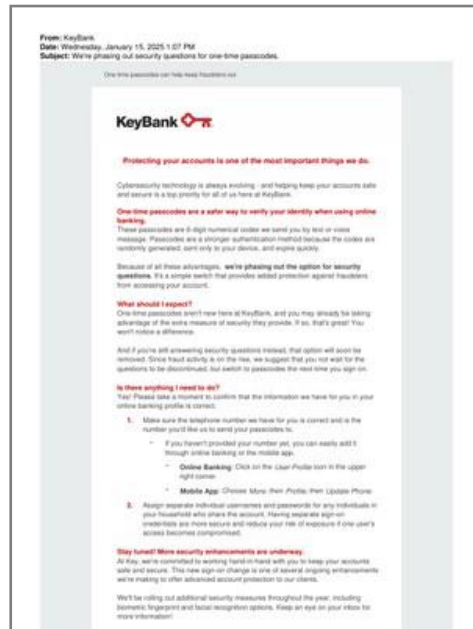
Email: 2024-10-08-171

Fraud Prevention

Financial institutions proactively worked to combat fraud through awareness campaigns and improved security features. KeyBank notified customers that they were phasing out security questions and transitioning to one-time passcodes. Bank of America encouraged the use of mobile push notifications to alert customers to unusual activity. Venmo promoted their Purchase Protection benefit, allowing customers to shop and pay with confidence knowing that their card details remained encrypted from start to finish.

KeyBank

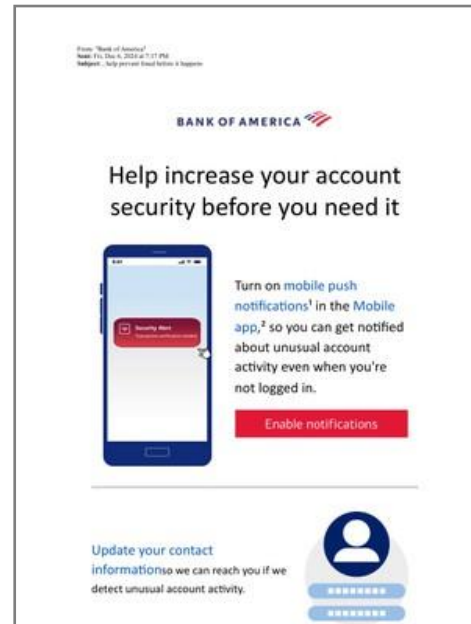
We're phasing out security questions for one-time passcodes



Email: 2025-01-15-802

Bank of America

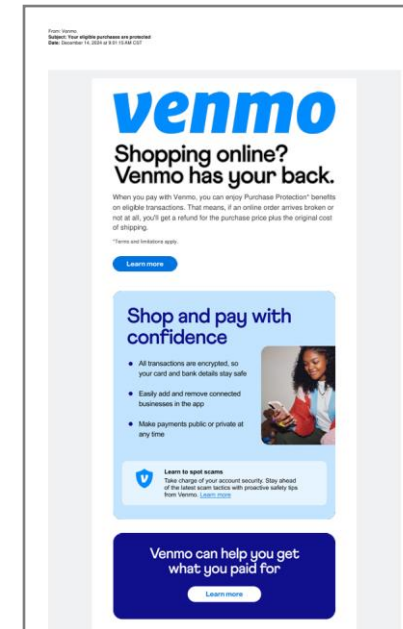
[Name], help prevent fraud before it happens



Email: 2024-12-06-1103

Venmo

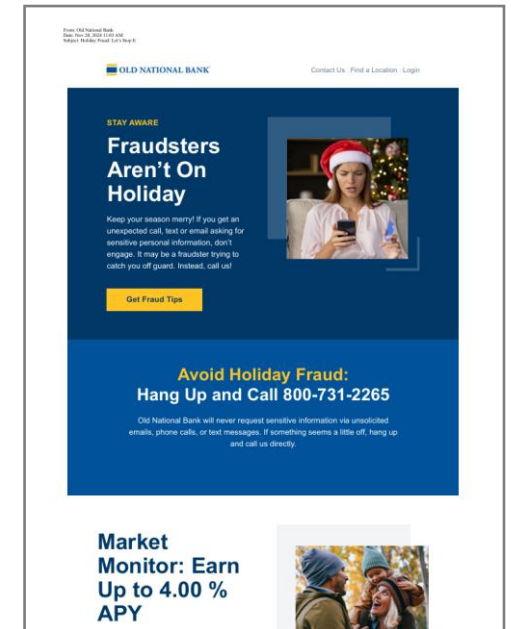
Your eligible purchases are protected



Email: 2024-12-14-475

Old National Bank

Holiday Fraud: Let's Stop It



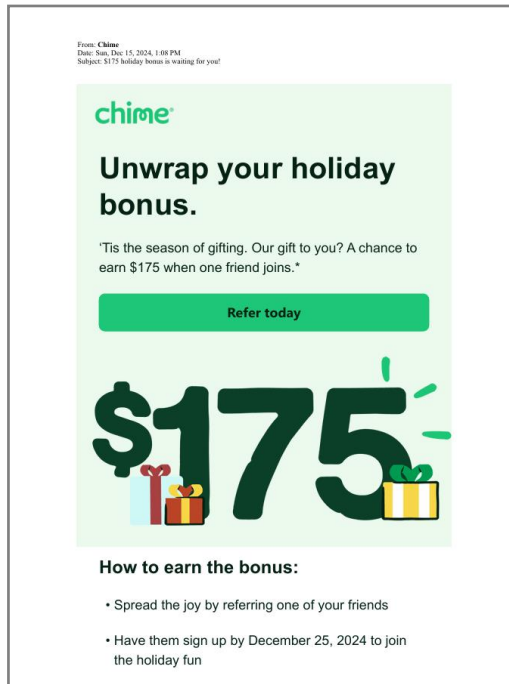
Email: 2024-10-16-1391

Referral Bonuses

Referral bonuses to generate new checking prospects were a common promotional incentive utilized across the industry in Q4 2024. Chime offered a bonus of \$175 if a friend joined by Christmas day, while Chase, Citibank, and M&T Bank promoted how much their customers could earn for the year through checking referrals.

Chime

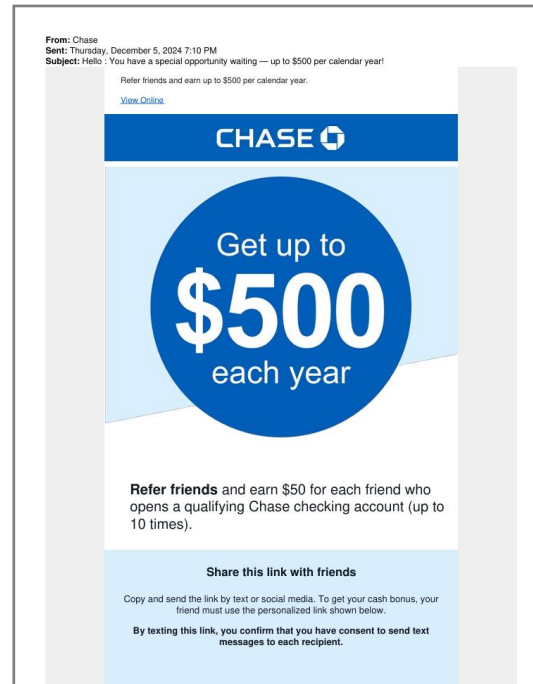
\$175 holiday bonus is waiting for you



Email: 2024-12-15-1535

Chase

Get up to \$500 each year



Email: 2024-12-05-1744

Citibank

[Name], earn up to \$2,000 on qualified referrals!



Email: 2024-12-02-655

M&T Bank

Refer a friend to M&T and you can both get rewarded



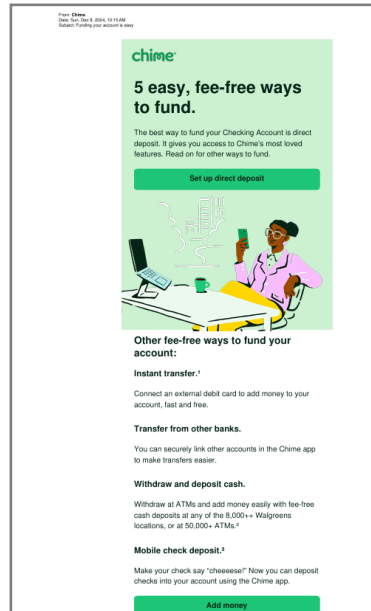
Email: 2024-10-23-435

Fintech Marketing – Spend/Checking

During Q4 2024, Competiscan observed fintech marketing incentivizing direct deposit and debit card usage. Chime encouraged consumers to initiate direct deposit and provided 5 fee-free ways to fund their checking account (including instant transfers and transfers from other banks). Other institutions promoted debit card features like lock/unlock (Ally), cashback opportunities (Venmo), and cash rewards for using the card (PayPal).

Chime

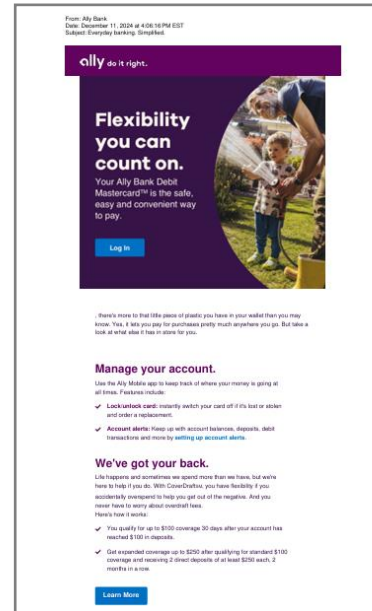
The best way to fund your Checking Account is direct deposit



Email: 2024-12-08-1043

Ally Bank

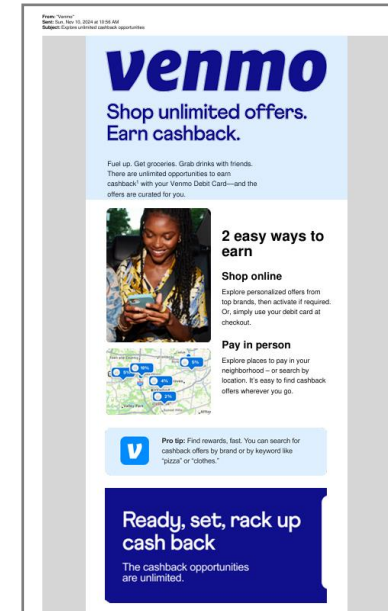
Everyday banking. Simplified



Email: 2024-12-11-1257

Venmo

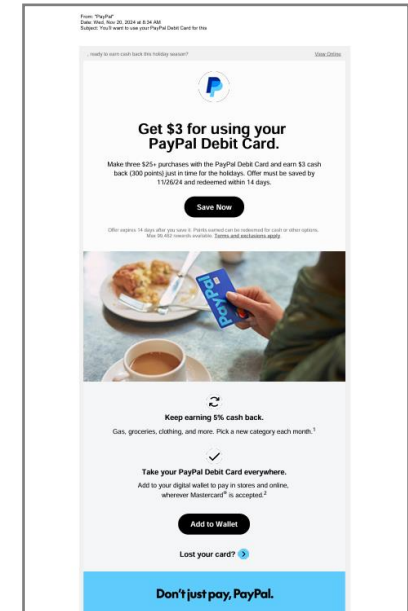
There are unlimited opportunities to earn cashback with your Venmo Debit Card



Email: 2024-11-10-223

PayPal

You'll want to use your PayPal Debit Card for this



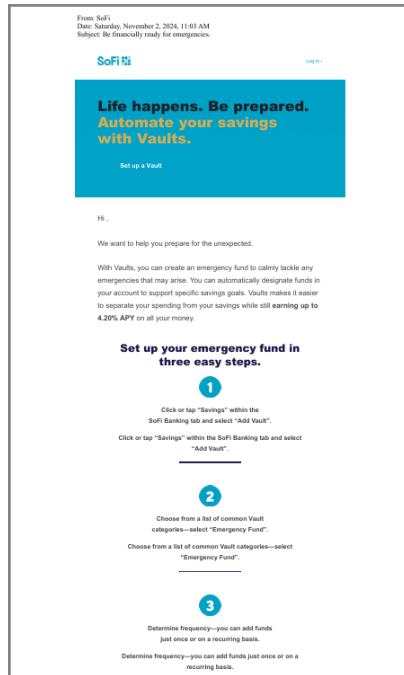
Email: 2024-11-20-603

Fintech Marketing – Savings

Fintech marketing related to savings included reminders to be prepared for emergencies, a description of digital tools, and special rate offers. SoFi encouraged customers to automate savings with its Vaults product, while Ally Bank promoted built-in savings tools on the mobile app. Special interest rates were also a selling point for SoFi (4.20% APY), Ally Bank (3.80% APY), Cash App (up to 4.50% interest with qualifying activities), and Aspiration (1.0% APY).

SoFi

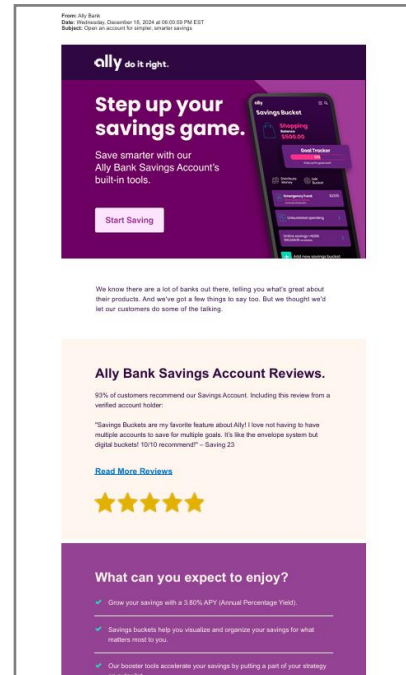
Automate your savings with Vaults



Email: 2024-11-02-1247

Ally Bank

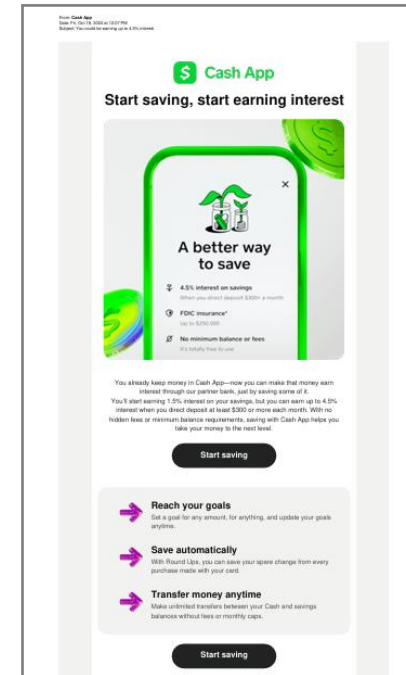
Open an account for simpler, smarter savings



Email: 2024-12-18-1420

Cash App

You could be earning up to 4.5% interest



Email: 2024-10-18-313

Aspiration

Achieve your financial goals



Email: 2024-11-30-585



Mailbox Studies/Omni-Channel

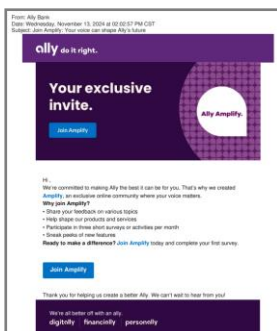


Mailbox Study: Ally Bank

An Oregon consumer panelist opened a new account with Ally Bank in 2024. Within the next month, Ally encouraged them to join Amplify, the bank's community where customers submit surveys and feedback. Other communications mentioned referral promotions, information on tax season, and recurring transfers.

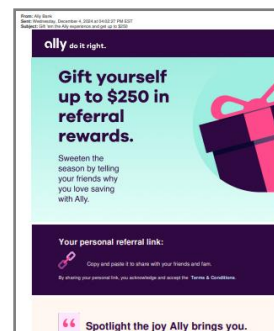


2024-11-13-598



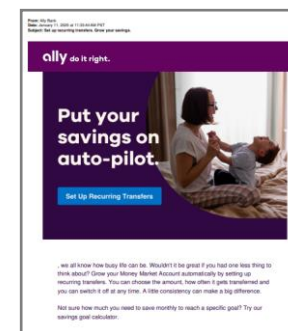
Day 26

2024-12-04-890



Day 47

2025-01-11-124



Jan Day 85

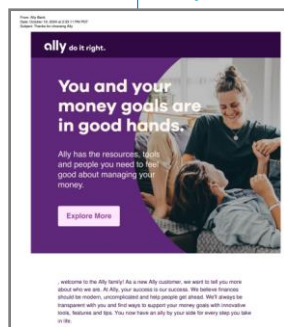
2024



Oct Day 1

Account Setup

Retention



2024-10-19-503

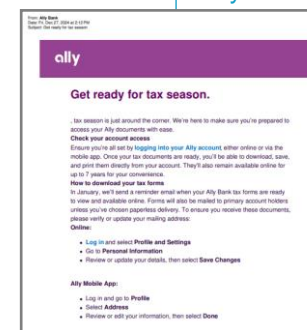
Account Opening

Day 33



2024-11-20-387

Day 70

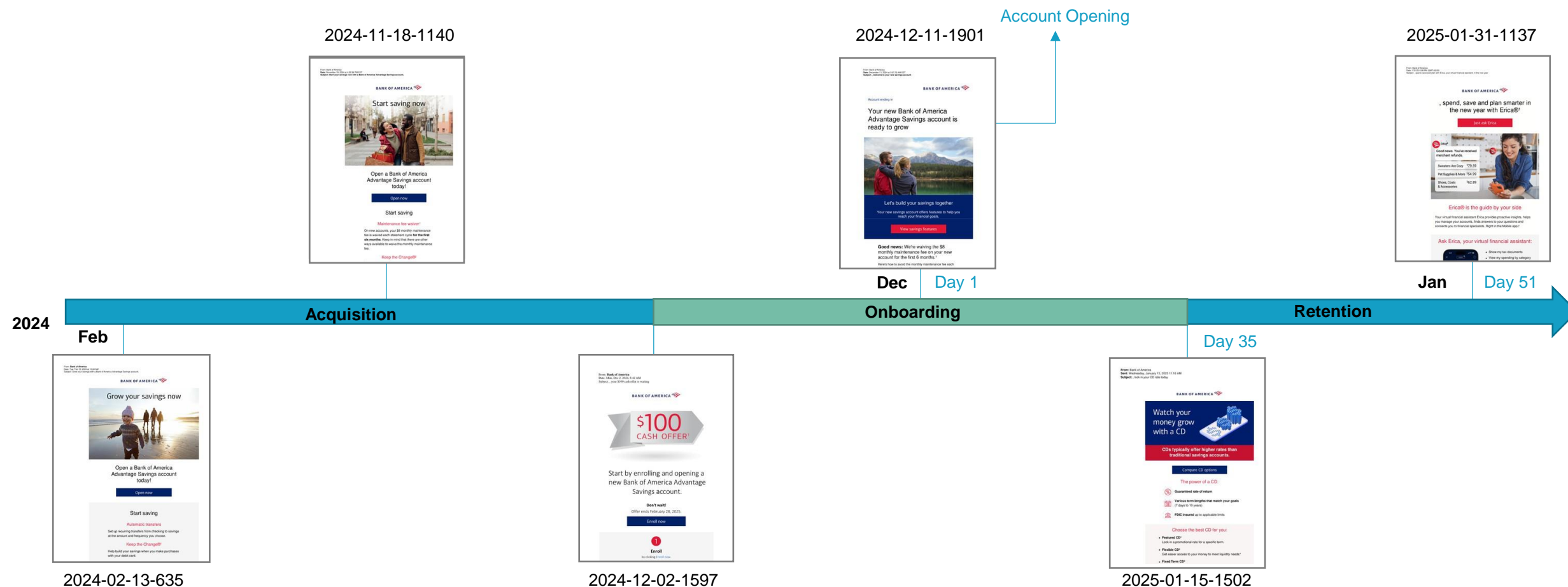


2024-12-27-1266

Link to Full Excel: [Click here](#)

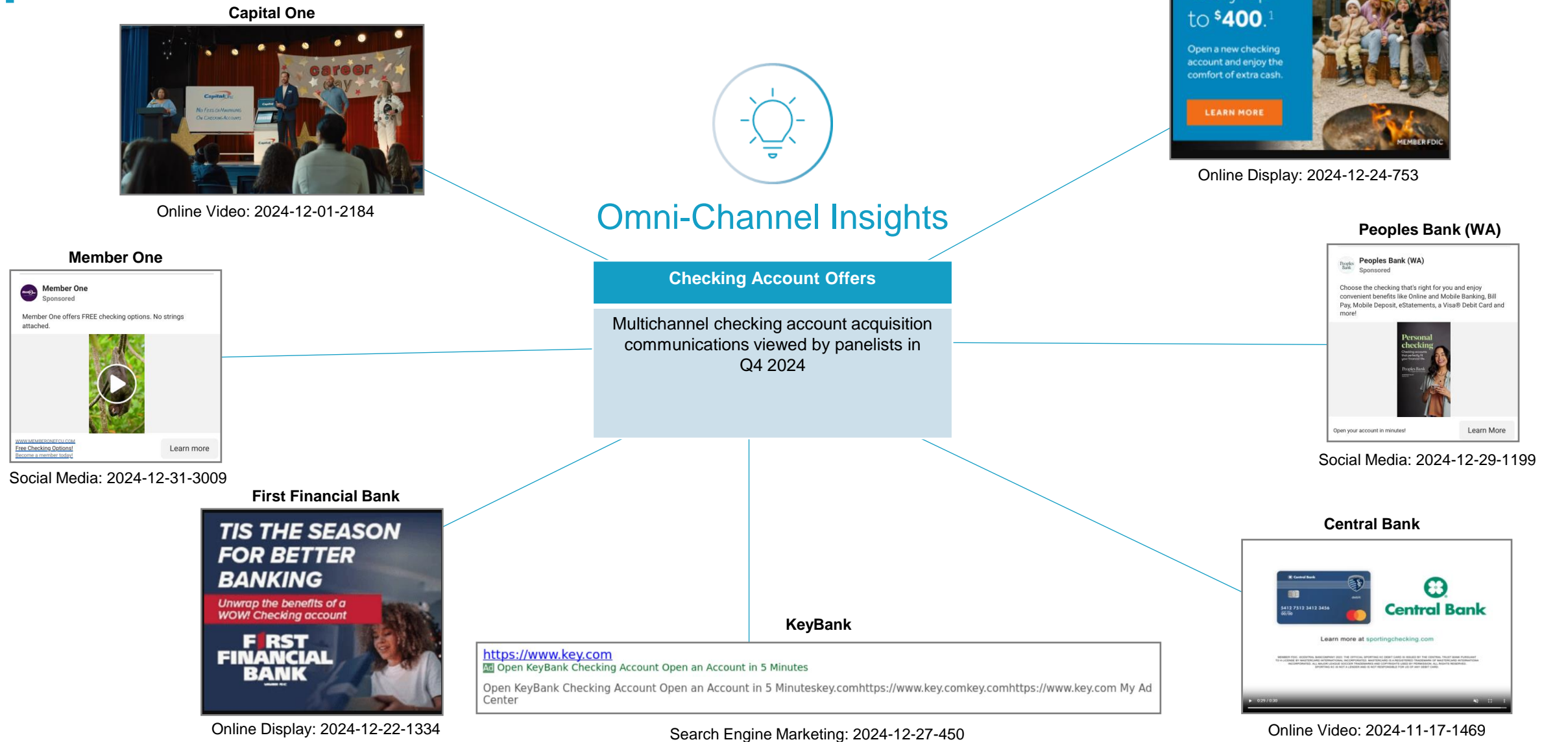
Mailbox Study: Bank of America

After 10 months of receiving acquisition offers, a panelist opened a Bank of America Advantage Savings account in December 2024. Following the initial welcome email, they received a cross-sell offer highlighting the bank's CD options. In January 2025, Bank of America released a campaign introducing the panelist to Erica, its virtual financial assistant.



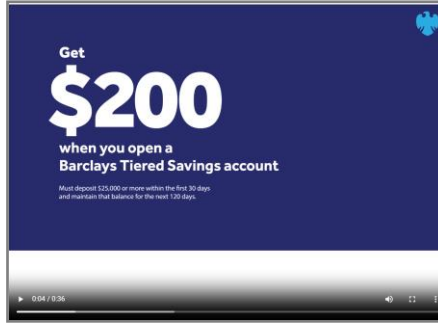
Link to Full Excel: [Click here](#)

Omni-Channel Checking Account Offers



Omni-Channel: Deposit Account Offers

Barclays



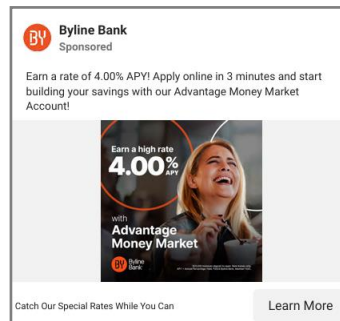
Online Video: 2024-12-26-1358

Synchrony



Online Display: 2024-12-25-798

Byline Bank



Social Media: 2024-12-20-2161

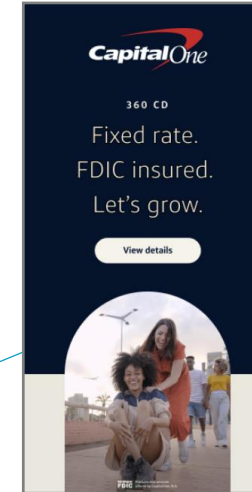


Omni-Channel Insights

Deposit Account Offers

Multichannel deposit account acquisition communications viewed by panelists in Q4 2024

Capital One



Online Display: 2024-12-20-04

American Savings Bank



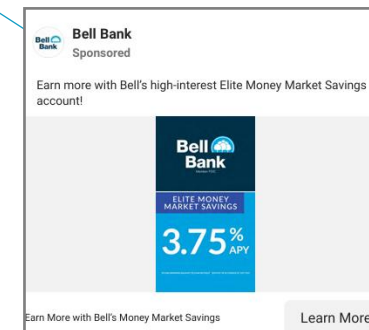
Online Display: 2024-12-29-816

Bank of Texas



Online Video: 2024-10-31-4894

Bell Bank



Social Media: 2024-12-30-1526

Goldman Sachs



Online Display: 2024-12-16-1723



Incentive Overview



Most Observed Incentives



Company	Product	Value	Qualification	Offer
Chase	Chase Private Client Checking	Up to \$3,000	Open a new Chase Private Client account. Within 45 calendar days, transfer a total of \$150,000 or more in qualifying new money or securities to a combination of personal eligible checking and/or savings and/or investment accounts and maintain the balance for at least 90 days. Bonus tiers: \$150,000 - \$249,999.99 - \$1,000. \$250,000 - \$499,999.99 - \$2,000. \$500,000+ - \$3,000.	2025-01-08-4019
Citibank	Citibank Checking	Up to \$1,500	Open a new eligible Citi checking account and enroll in offer the same day. Deposit "New to Citibank funds" into your new account within 45 calendar days of opening. Maintain the required minimum balance for an additional 45 days from the 46 th day. Earn a \$1,500 cash bonus when you deposit and maintain a balance of \$200,000+.	2024-10-15-6239
Chase	Chase Total Checking + Chase Savings	Up to \$900	Get \$300 when you open a new checking account and set up direct deposit within 90 days. Get \$200 when you open a new savings account and deposit \$15,000 or more within 30 days and maintain the balance for 90 days. Get \$900 when you complete both.	2025-01-16-1730
Bank of America	Bank of America Checking	Up to \$750	Open a new, eligible checking account online. Deposit New Money directly into your new account within 30 days of account opening and maintain that balance from 31 to 90 days after account opening. \$250 bonus for \$20,000+ in deposits. \$500 bonus for \$50,000+ in deposits. \$750 bonus for \$100,000+ deposits.	2024-11-13-4014
Citizens Bank	Citizens Personal Checking + Citizens Personal Savings	Up to \$600	Get \$300 when you open your first new personal checking account and set up and make a single direct deposit of \$500 or more within 60 days. Get \$300 extra when you open your first personal savings account on the same date and make at least one single deposit of \$500 or multiple deposits totaling \$500 into the new savings account every month for 3 consecutive months, starting the month after accounts opened.	2024-10-10-4051

Most Observed Incentives cont'd



Company	Product	Value	Qualification	Offer
U.S. Bank	U.S. Bank Smartly Checking	Up to \$450	Open a new Bank Smartly Checking account, complete two or more direct deposits and enroll in the Mobile App or online banking all within 90 days of account opening to earn: \$250 for direct deposits totaling \$2,000 - \$4,999.99, \$350 for deposits between \$5,000 and \$7,999.99 and \$450 for direct deposits totaling \$8,000 or more.	2025-01-27-947
American Express	American Express High Yield Savings	\$350	Earn \$350 after you deposit \$25,000 or more into a new American Express High Yield Savings Account. Funds must be deposited within the first 30 days of account opening and maintained for 60 days.	2024-10-29-3629
Wells Fargo	Wells Fargo Checking	\$325	You must use your bonus offer code at account opening when you apply for a new eligible Wells Fargo checking account with a minimum opening deposit of \$25. Receive a total of \$1,000 or more in qualifying electronic deposits to the new checking account within 90 calendar days from account opening.	2024-11-25-4749
Bank of America	Bank of America Checking	\$300	Enroll in the offer and open a new eligible personal checking account. Set up and receive qualifying direct deposits totaling \$2,000 or more within 90 days of account opening.	2025-01-08-1805
Capital One	Capital One 360 Checking	\$300	Open a new 360 Checking account using promo code. Receive at least 2 direct deposits of \$500 or more within 75 days of opening.	2024-12-04-817
Chase	Chase Total Checking	\$300	As a new Chase Checking customer, receive a \$300 bonus when you make direct deposits totaling \$500 or more within 90 days of coupon enrollment.	2024-10-02-3820

Most Observed Incentives cont'd



Company	Product	Value	Qualification	Offer
SoFi	SoFi Checking and Savings	Up to \$300	SoFi must receive at one least Direct Deposit from an eligible participant, the first of which must be before the end of the Promotion Period. Total direct deposit amount of \$1,000-\$4,999.99 receives a one-time bonus of \$50. Total direct deposit amount of \$5,000 or more will receive a \$300 cash bonus.	2025-01-20-286
American Express	American Express Rewards Checking	\$250	Earn \$250 after you open an American Express Rewards Checking account and receive two separate Qualifying Direct Deposits of \$1,000 or more within 90 days of account opening.	2024-12-05-4018
Discover	Discover Online Savings	Up to \$200	Apply for your first Discover Online Savings Account using offer code. Deposit \$15,000 or \$25,000 within 45 days of opening your account to earn \$150 or \$200.	2024-12-19-3290

Highest Value Incentives



Company	Product	Value	Qualification	Offer
BMO Harris Bank	BMO Harris Bank Relationship Checking + Relationship Plus Money Market	Up to \$3,500	Earn \$500 when you open a new Relationship Checking account and have a cumulative total of \$7,500 in qualifying direct deposits within 90 days of opening. Earn up to \$3,000 when you open a new Relationship Plus Money Market account, deposit a total of \$250,000+ in new money within 30 days and maintain the balance through Day 180.	2024-11-05-4230
Chase	Chase Private Client Checking	Up to \$3,000	Open a new Chase Private Client account. Within 45 calendar days, transfer a total of \$150,000 or more in qualifying new money or securities to a combination of personal eligible checking and/or savings and/or investment accounts and maintain the balance for at least 90 days. Bonus tiers: \$150,000 - \$249,999.99 - \$1,000. \$250,000 - \$499,999.99 - \$2,000. \$500,000+ - \$3,000.	2025-01-08-4019
KeyBank	KeyBank Private Client Checking	Up to \$3,000	Open a Key Private Client Checking Account in branch using offer code. Grow balances to fulfill the required Qualifying New Funds for your bonus tier within 60 days of account opening. Maintain the Average Daily Balance required for an additional 90 days.	2024-12-11-4069
Wells Fargo	Wells Fargo Premier Checking	\$2,500	Upgrade to a Premier Checking account. Bring \$250,000+ in new deposits to qualifying linked accounts by Day 45 and maintain at least a \$250,000 balance through Day 90 after account upgrade or opening.	2025-01-10-2011
Citibank	Citi Checking	Up to \$1,500	Open a new eligible Citi checking account and enroll in offer the same day. Deposit "New to Citibank funds" into your new account within 45 calendar days of opening. Maintain the required minimum balance for an additional 45 days from the 46 th day. Earn a \$1,500 cash bonus when you deposit and maintain a balance of \$200,000+.	2024-11-07-1615
Capital One	Capital One 360 Performance Savings	Up to \$1,500	Open a new 360 Performance Savings account with promo code. Deposit \$100,000+ of external funds during the 15-day initial funding period. Hold the deposits in your account for 90 days.	2025-01-06-3837

Unique Incentives



Company	Product	Value	Qualification	Offer
Summit Credit Union	Summit Credit Union Free Checking	Win a trip to travel anywhere in the world	Automatic entry with opening of new checking account with Summit Credit Union. Approximate prize value \$20,000.	2024-10-19-1805
Firelands Federal Credit Union	Firelands Federal Credit Union Free Checking	Win a \$500 Visa Gift Card	Open any Firelands FCU Checking Account and get entered to win a \$500 Visa Gift Card. Minimum opening deposit of \$50 is required.	2024-11-01-5096
Belco Community Credit Union	Belco Community Credit Union Free Checking	Win a \$500 Visa Gift Card or a \$100 Visa Gift Card	Open any Belco Community Credit Union Checking Account and get entered to win a \$100 or \$500 Visa Gift Card.	2024-10-26-2068
Berkshire Bank	Berkshire Bank One Checking	Up to \$460	Open a Berkshire checking account online to qualify for \$100. Establish and receive at least one direct deposit per month of \$2,000. Then each month for up to 24 months, we'll reimburse you up to \$15 for streaming services paid for using your Berkshire One Checking account (\$360 additional reward).	2024-10-16-5787
VyStar Credit Union	VyStar Credit Union Checking	Up to \$425	\$25 for opening a VyStar Checking Account. \$150 for signing up for direct deposit and completing 15 debit transactions. \$250 when you refer up to 10 friends to open a VyStar Checking Account (\$25 per referral)	2024-11-16-3157
Ameris Bank	Ameris Bank Free Checking	Win a Samsung TV	Open an Ameris Checking account between 12/2/24 – 1/19/25 and be entered to win a Samsung TV. 8 Grand Prize winners selected. Minimum opening deposit is \$50.	2024-12-05-4165

competiscan

Insights

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February 2025

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