

competiscan

Banking Overview

INSIGHTS

Q4 2025



Navigation

Key Takeaways

Analytics

Top Offers

Recent Developments

Mailbox Studies / Digital
Marketing

Incentives Overview





What you need to know

Mailing Activity

Total retail banking mail volume decreased 12% Q/Q. Chase continued to lead in volume among mailers for consumer banking products and increased its mailing for the second consecutive quarter. Whereas, the third-highest-volume mailer, American Express, decreased its mailing activity significantly Q/Q. Wells Fargo continued to make a presence in mailboxes and overtook American Express for the second-highest-volume mailer.

After a rise in deposit product marketing in Q3, particularly with savings accounts, the distribution of deposit products in Q4 declined for all three deposit product types (Savings, C/Ds, and Money Market Accounts). The change aligns with a decrease in the federal funds rate, as deposit marketing slows and shifts to emphasize convenience and service over pricing.

Rising AI Messaging

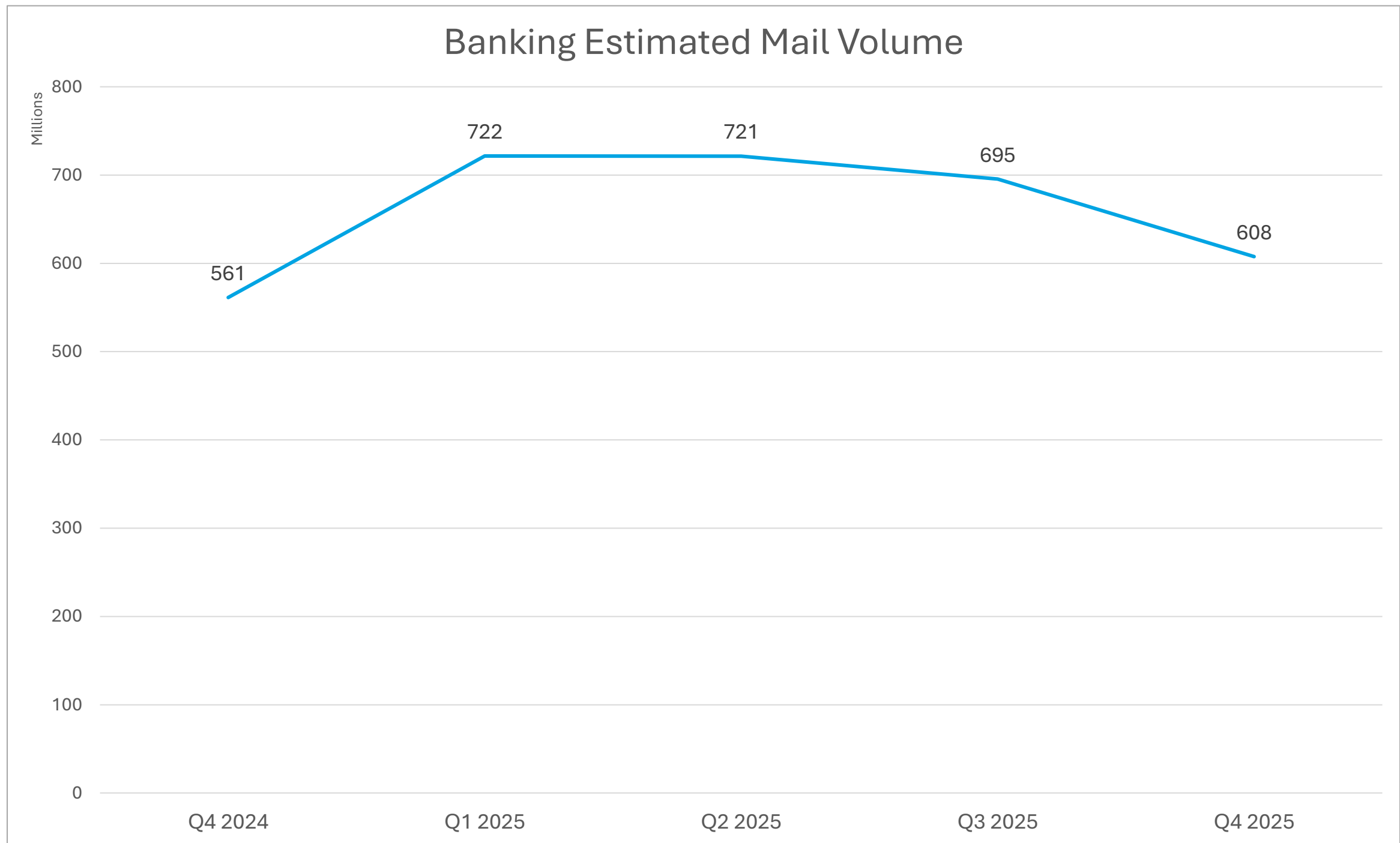
As banks and financial institutions adopt AI tools and portal capabilities, messaging in campaigns and loyalty materials will evolve to explain how those features benefit customers.

AI-powered chatbots and virtual assistants are already widely used, but AI will likely be stated more explicitly in communications. In Q4 2025, for instance, OneUnited Bank noted in an email that customers could utilize its WiseOne Insights, an AI-driven financial wellness feature. Relatedly, numerous AI scam and fraud warnings were sent out by financial institutions in the quarter, showing that banks will need to stay abreast of the technology and sophisticated scams.



Analytics

Estimated Mail Volume: Trend Over Time

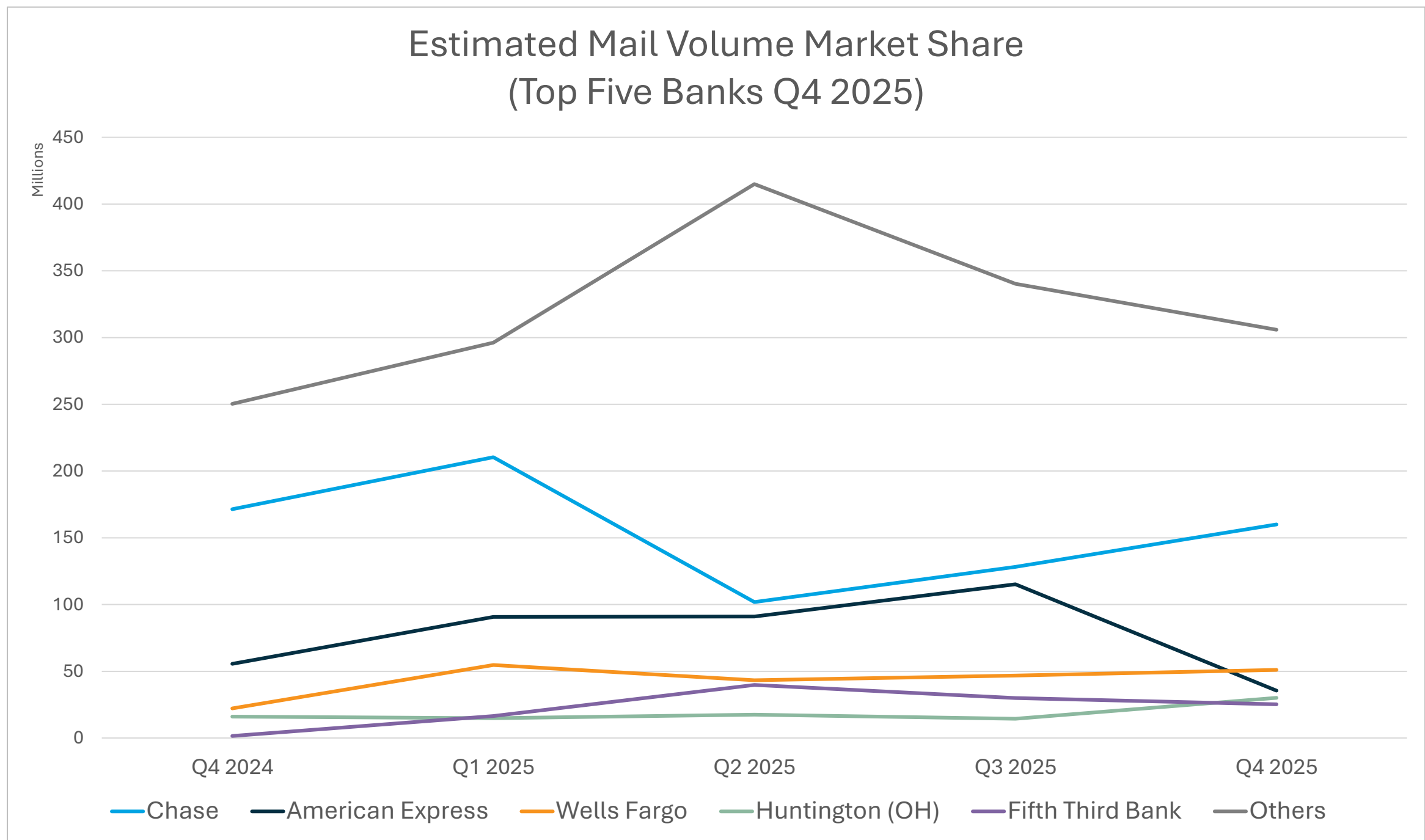


Estimated mail volume for consumer banking products totaled 608 million in Q4 2025, down 12% quarter-over-quarter but up 8% year-over-year.

A fourth quarter seasonal dip is typical, however, top banking marketers like American Express and Citizens were captured with a measurable year-over-year pullback in mail volume for the fourth quarter.

1. Media Channel: Direct Mail | Sector: Banking | Audience: Consumer | Added to database: Between October 2024 and December 2025 | Country: US | Primary: Primary | Mailing Type: Acquisition, Follow-Up, Upgrade/Cross-Sell, Win-Back | Delivery Method: Mailed
2. Projected values, numbers subject to change. For more information, please contact research@competiscan.com

Estimated Mail Volume: Market Share



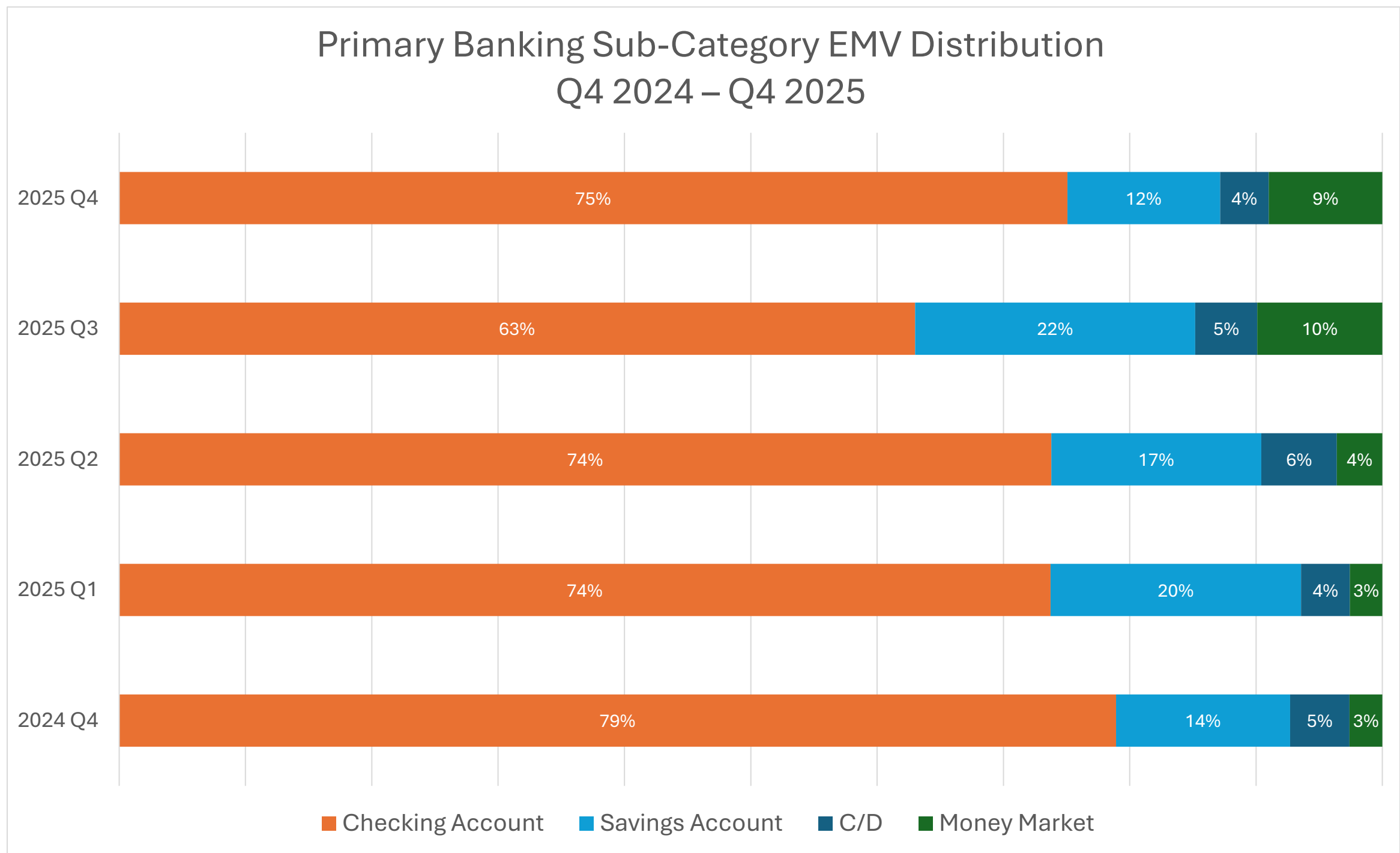
Chase maintained a second consecutive quarter of increased banking mail volume, while American Express pulled back substantially.

Both Citizens and U.S. Bank dropped out of the top five, replaced by Huntington and Fifth Third Bank.

Of the five banks, Wells Fargo, Huntington and Fifth Third Bank were all measured with a year-over-year increase in mail activity for the fourth quarter.

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Estimated Mail Volume: Sub-Category



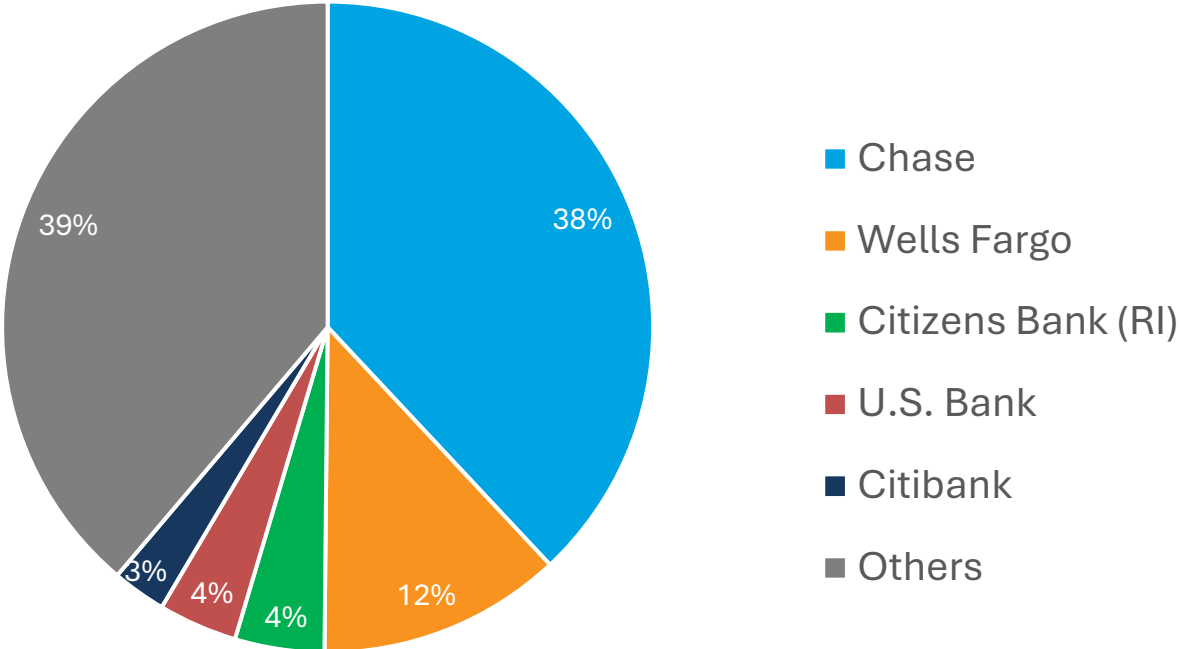
Checking accounts remained the most frequently promoted banking product, accounting for 75% of total banking mail in Q4 2025.

After a rise in deposit product marketing in Q3, particularly with savings accounts, the distribution of deposit products in Q4 declined for all three deposit product types (Savings, C/Ds, and Money Market Accounts).

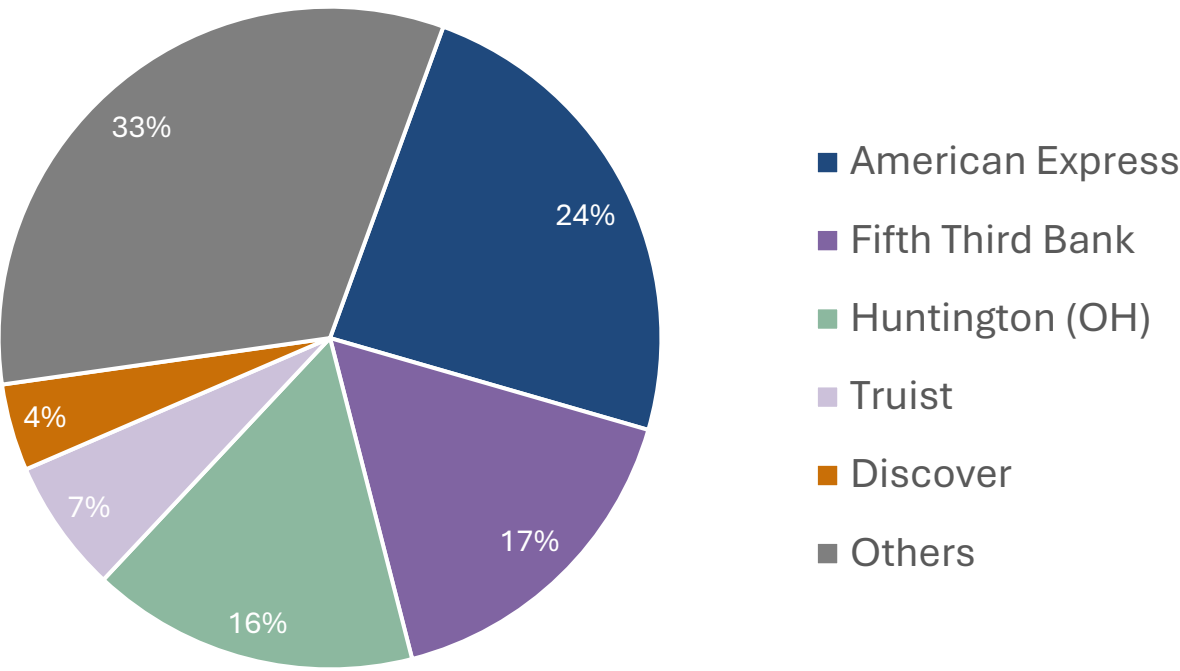
1. Media Channel: Direct Mail | Sector: Banking | Audience: Consumer | Added to database: Between October 2024 and December 2025 | Country: US | Primary: Primary | Mailing Type: Acquisition, Follow-Up, Upgrade/Cross-Sell, Win-Back | Delivery Method: Mailed
2. Projected values, numbers subject to change. For more information, please contact research@competiscan.com

Top Mailers by Product Type

Q4 2025 Checking Account Share of Voice



Q4 2025 Deposit Account Share of Voice

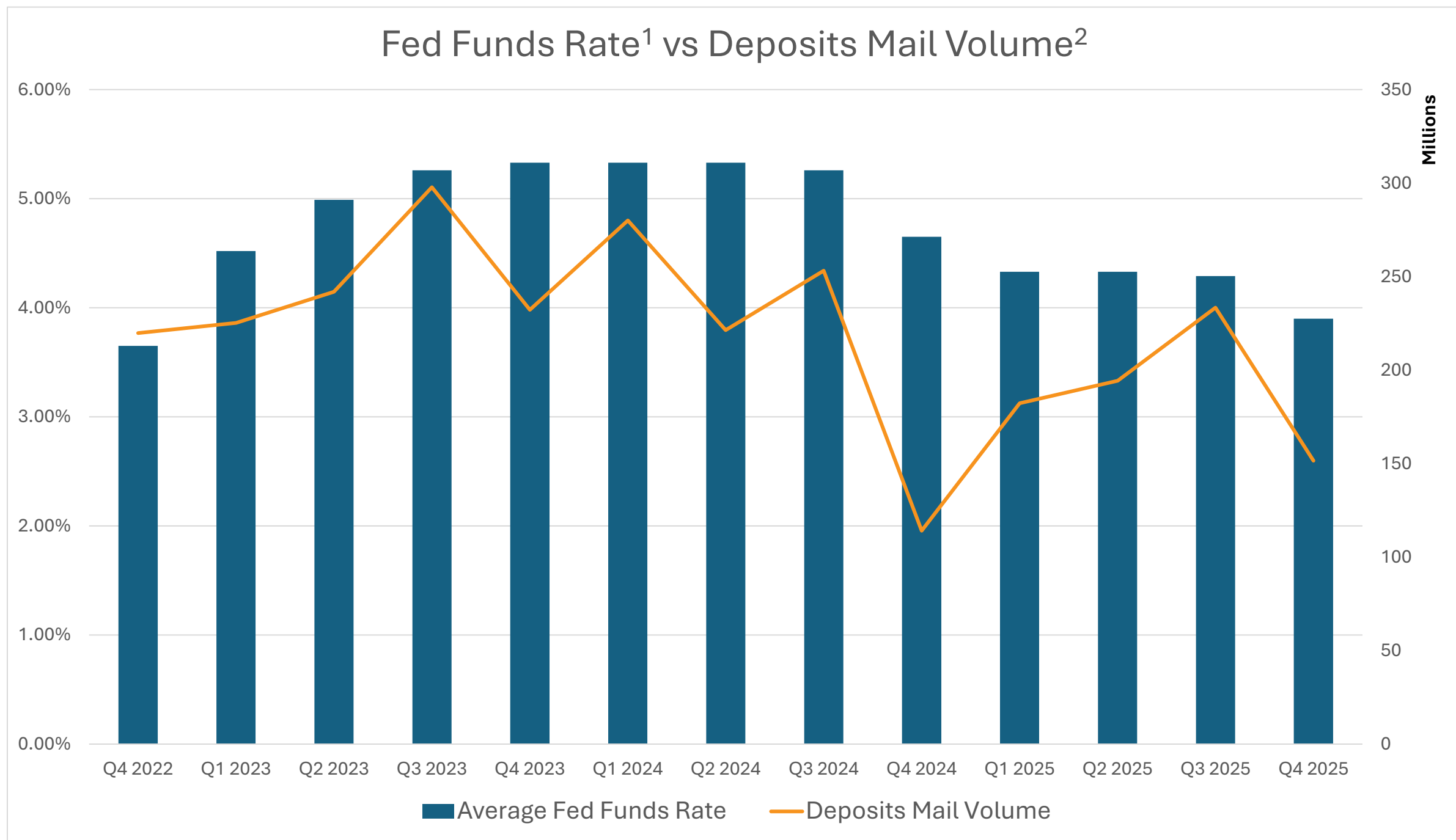


Four of the top five marketers of checking remained the same as the previous quarter with the only change being PNC dropping out and Citibank moving in.

American Express and Firth Third Bank continued to hold the top two spots for deposit product share of voice, while Huntington and Truist moved up above Discover.

Media Channel: Direct Mail | Sector: Banking | Audience: Consumer | Added to database: Between October 2024 and December 2025 | Country: US | Primary: Primary | Mailing Type: Acquisition, Follow-Up, Upgrade/Cross-Sell, Win-Back | Delivery Method: Mailed
Projected values, numbers subject to change. For more information, please contact research@competiscan.com

Impact of the Federal Reserve Rate

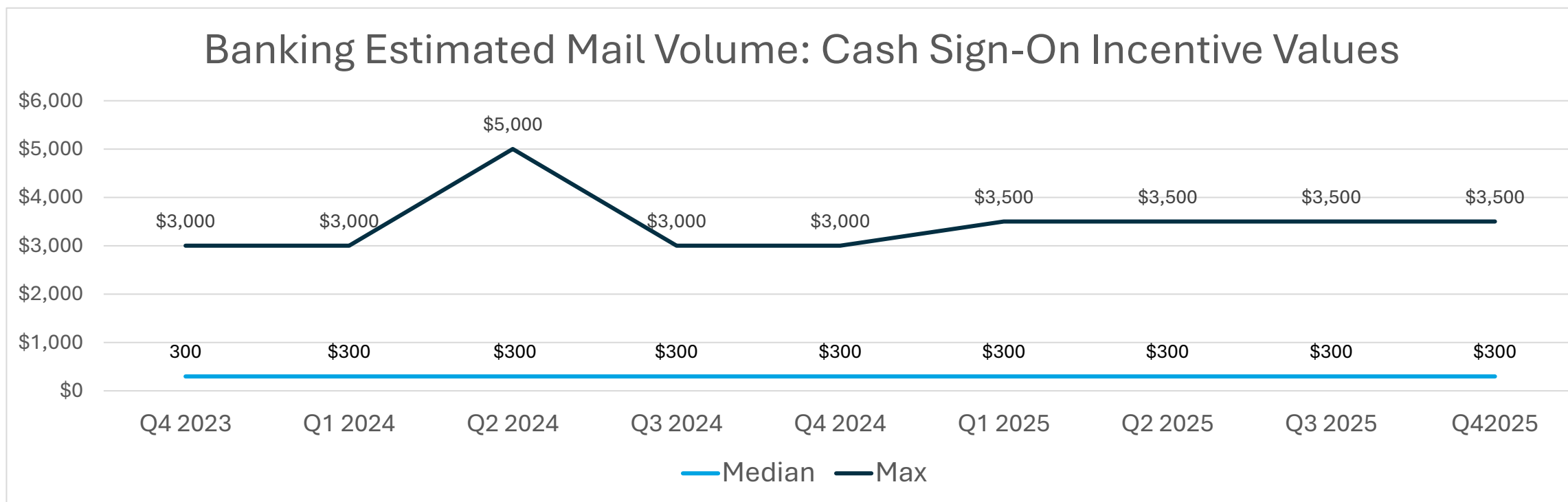
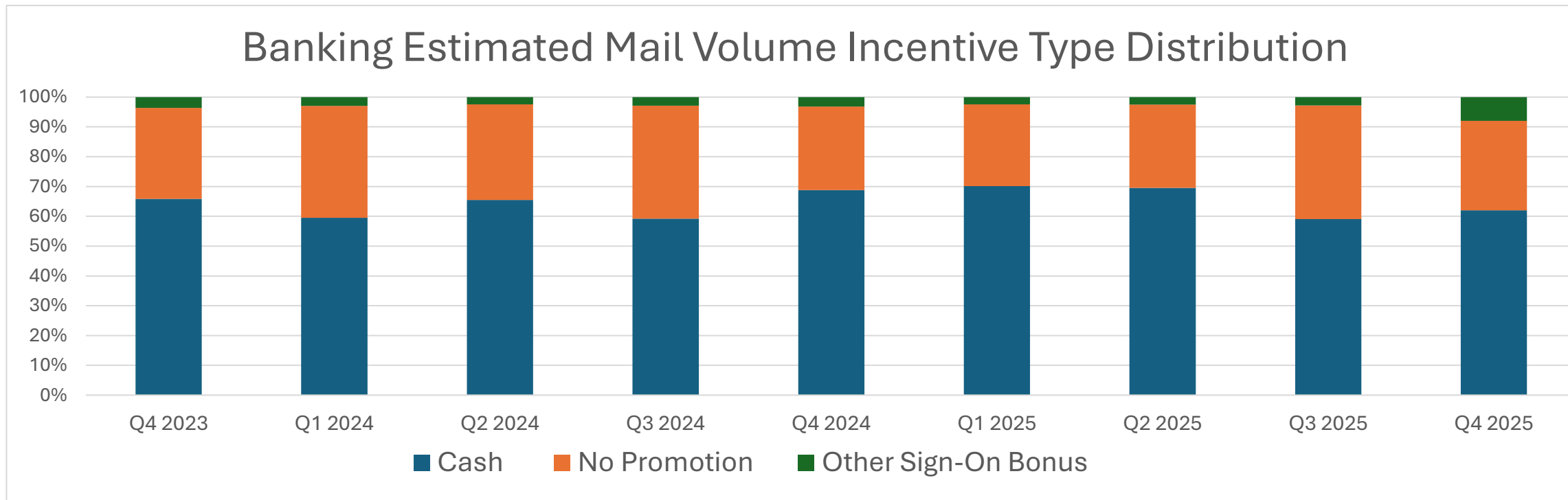


Between December 2024 and December 2025, the Federal Funds Rate dropped by 75 Basis Points, averaging 3.90% for Q4 2025.

When the Fed Funds Rate falls, deposit marketing slows or shifts to emphasize convenience and service instead of pricing.

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.

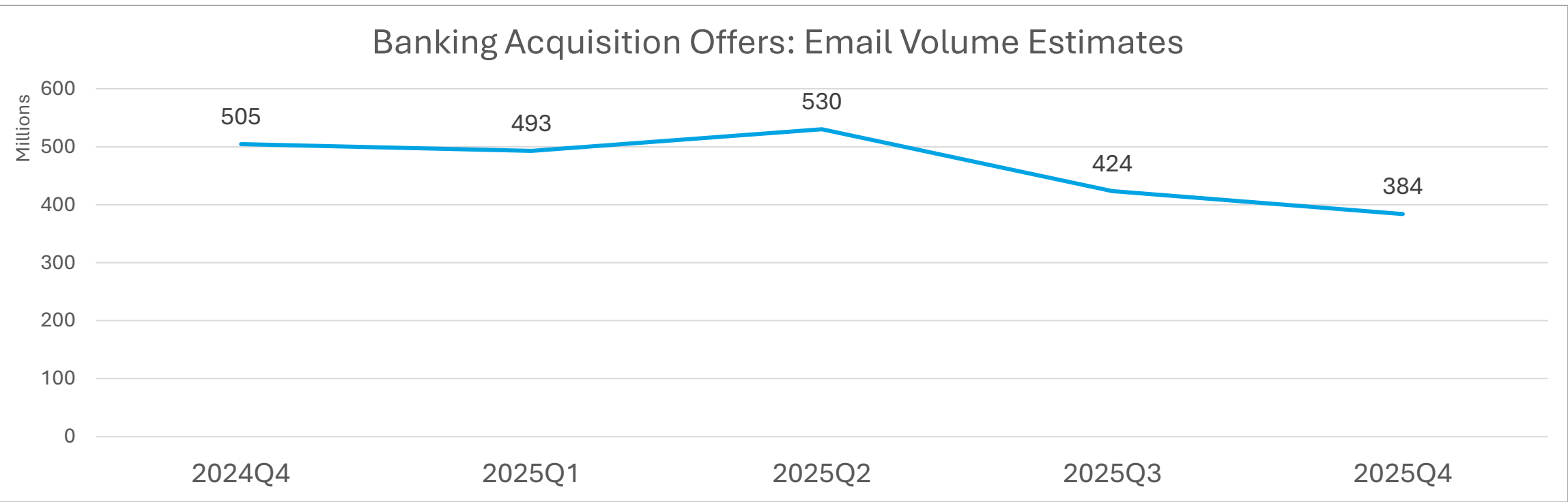
Direct Mail Sign-On Incentives



Sixty-two percent of banking direct mail offers in the quarter featured a cash bonus. Additionally, the introduction of United Debit Card promotions led to an increase in miles-based incentives, which contributed to a higher share of offers categorized as “Other.”

Overall, the median cash value stayed steady at \$300. The maximum sign-on bonus remained at \$3,500, which was used by BMO with its offer for BMO Premier Services, seen [here](#).

Email Volume Estimates



Estimated email volume for banking product offers dropped to 384M in Q4 2025, a 9% decrease quarter-over-quarter and 24% decrease year-over-year.

Chase regained the top email marketer spot in Q4 2025, overtaking American Express. Bank of America rose two spots due to high-volume promotion of Checking, Savings and CDs. Aside from the top three, the remaining seven top marketers were all captured with a quarter-over-quarter decrease in estimated email volume.

Company	2024Q4	2025Q1	2025Q2	2025Q3	2025Q4
Chase	75,279,504	48,158,684	61,277,276	38,388,347	46,724,845
American Express	49,444,067	38,273,282	33,965,554	40,759,143	44,025,247
Bank of America	30,745,206	53,444,838	37,720,418	23,692,635	40,204,874
Venmo	24,328,997	27,409,576	33,040,149	30,843,493	24,026,199
Capital One	51,443,963	31,818,554	60,852,485	38,140,612	14,464,755
U.S. Bank	9,733,342	7,236,239	12,942,636	9,342,824	10,968,311
Affirm	10,219,875	15,936,579	16,454,470	21,313,104	10,818,711
Discover	32,780,798	42,773,437	44,672,507	21,280,863	10,818,711
SoFi	15,052,314	20,624,127	17,220,293	17,525,635	10,818,711
Citibank	31,322,342	27,410,510	19,561,943	13,846,963	9,212,255



Top Offers

Checking – Direct Mail

The following were the highest volume offers captured from the top four checking marketers during the quarter. Chase and Citizens mailed their control offers using a tiered bonus structure. Wells Fargo extended \$400 to prospects, while offering a higher bonus of \$425 to existing customers (seen [here](#)). U.S. Bank released an up to \$450 offer for its Smartly Checking along with higher version of up to \$500 (seen [here](#)).

Chase

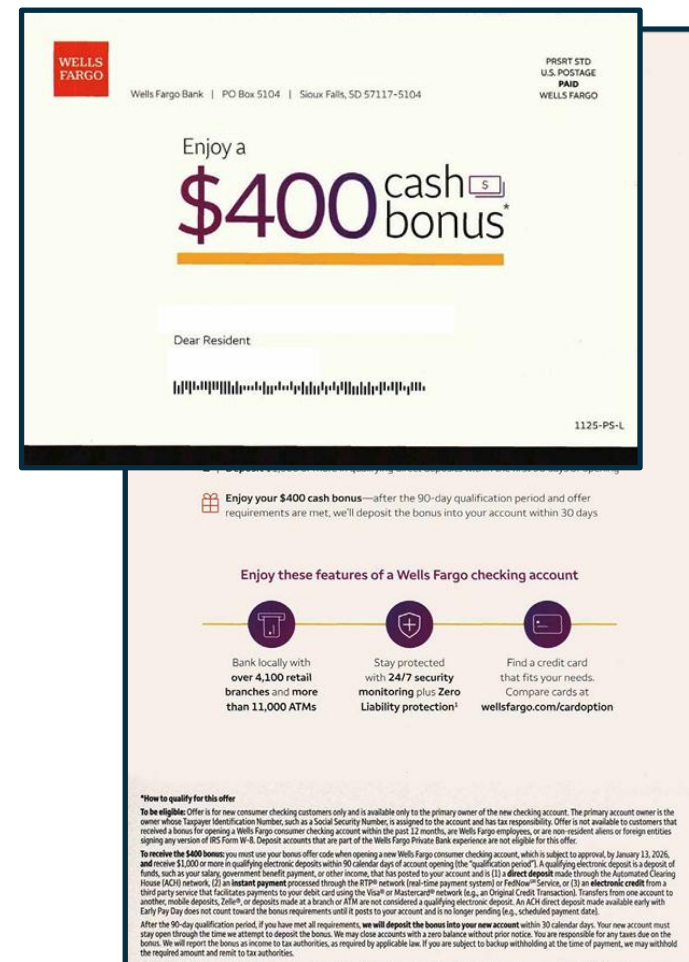
Start here to get up to \$900



2025-11-10-5507

Wells Fargo

We would like to offer you a \$400 Wells Fargo Checking bonus



2025-12-31-3785

Citizens

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



2025-12-16-4604

U.S. Bank

More from day one, dollar one. Get up to \$450 when you open a new U.S. Bank Smartly Checking account



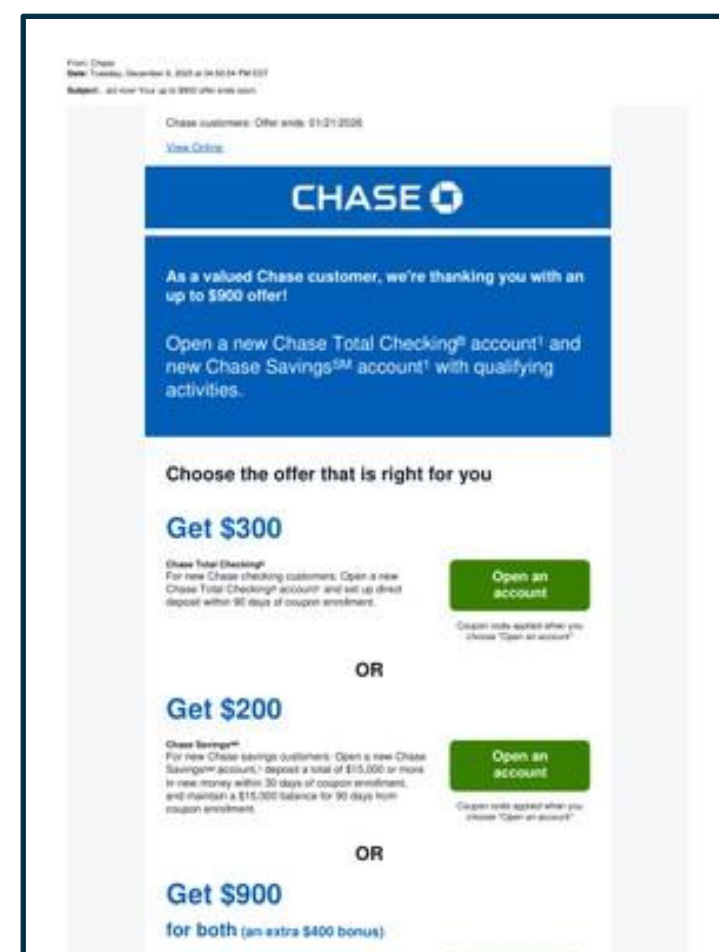
2025-11-29-2421

Checking – Email

The campaigns below were the top observed email checking offers in Q4 2025. Bank of America moved into the top four with a tiered up to \$500 cash offer. Capital One emphasized no fees or minimum balance with its 360 Checking and American Express used a season message to promote its limited-time \$250 offer for its Rewards Checking.

Chase

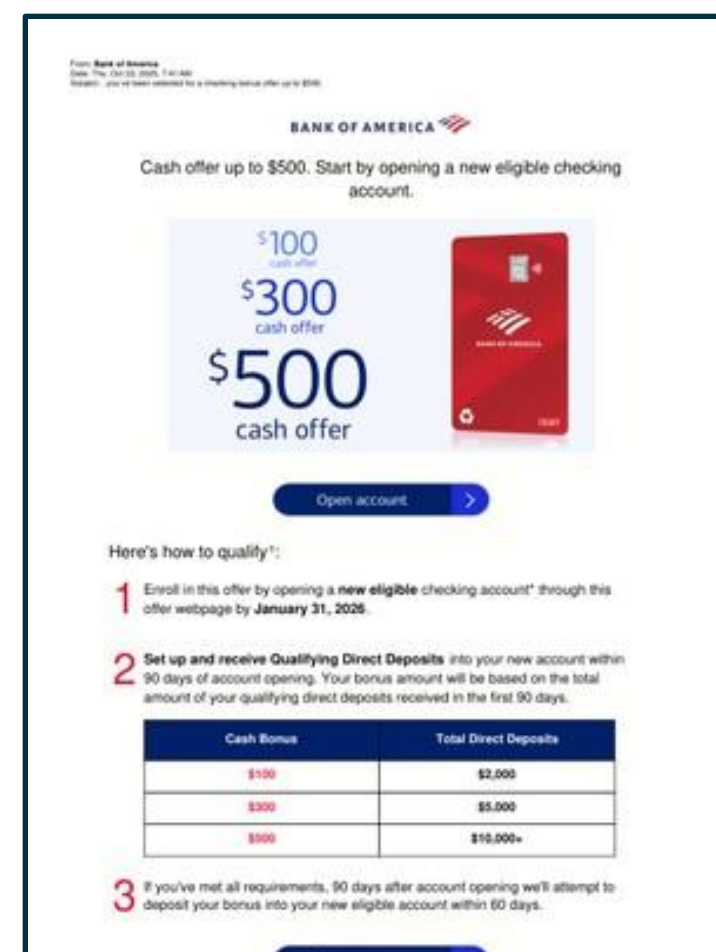
[Name], act now! Your up to \$900 offer ends soon



2025-12-09-2166

Bank of America

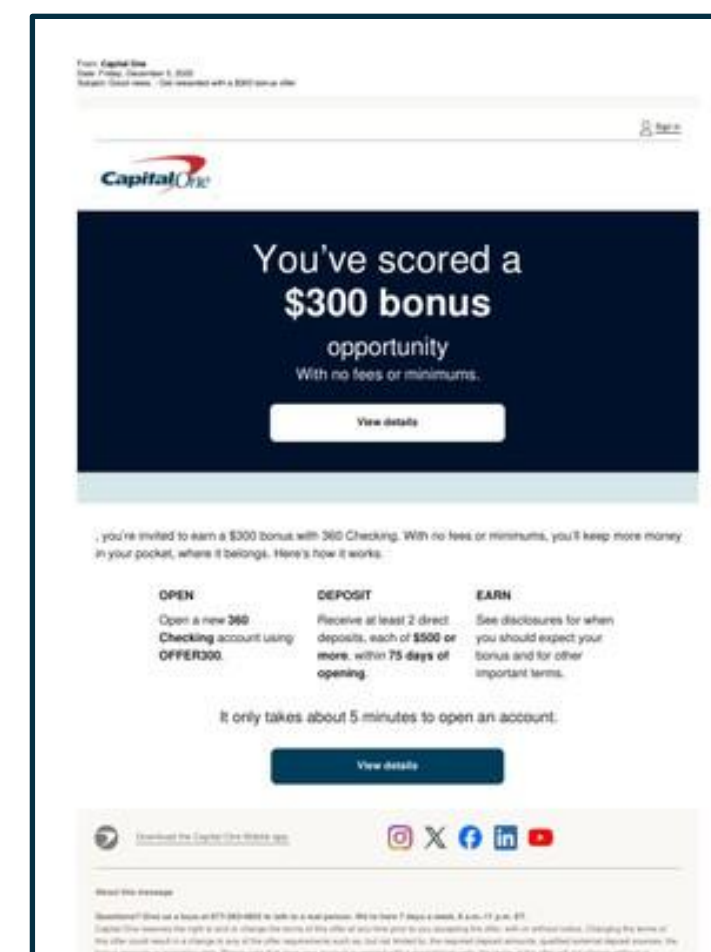
[Name], you've been selected for a checking bonus offer up to \$500



2025-10-23-693

Capital One

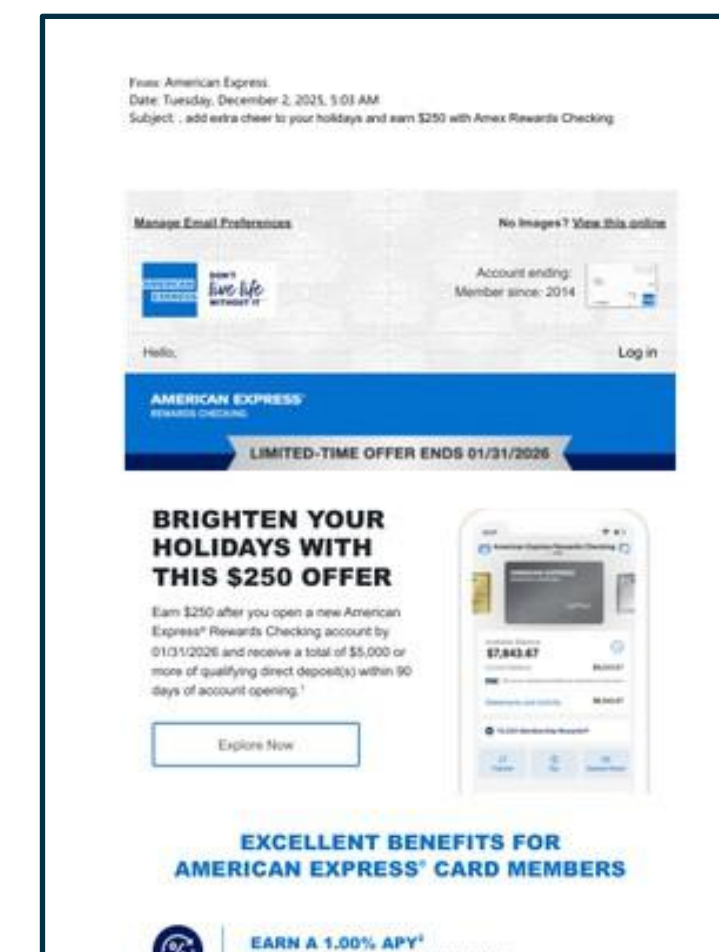
Good news, [Name]: Get rewarded with a \$300 bonus offer



2025-12-05-1575

American Express

[Name], add extra cheer to your holidays and earn \$250 with Amex Rewards Checking



2025-12-02-1867

Deposit – Direct Mail

Three of the four top deposit mailers were in support of Money Market Accounts, including from Truist, a new entrant into the top four for the quarter. Huntington continued with high-volume efforts for its combination Savings and MMA mailer, using the headline “You want growth, you need freedom, you deserve both.”

American Express (Savings)

Whatever you save for, saving money can be better with an American Express High Yield Savings account



2025-11-14-4512

Fifth Third Bank (MMA)

Here's a special savings offer just for you: Right now, get a 4.25% Annual Percentage Yield



2025-10-22-4630

Huntington (Savings/MMA)

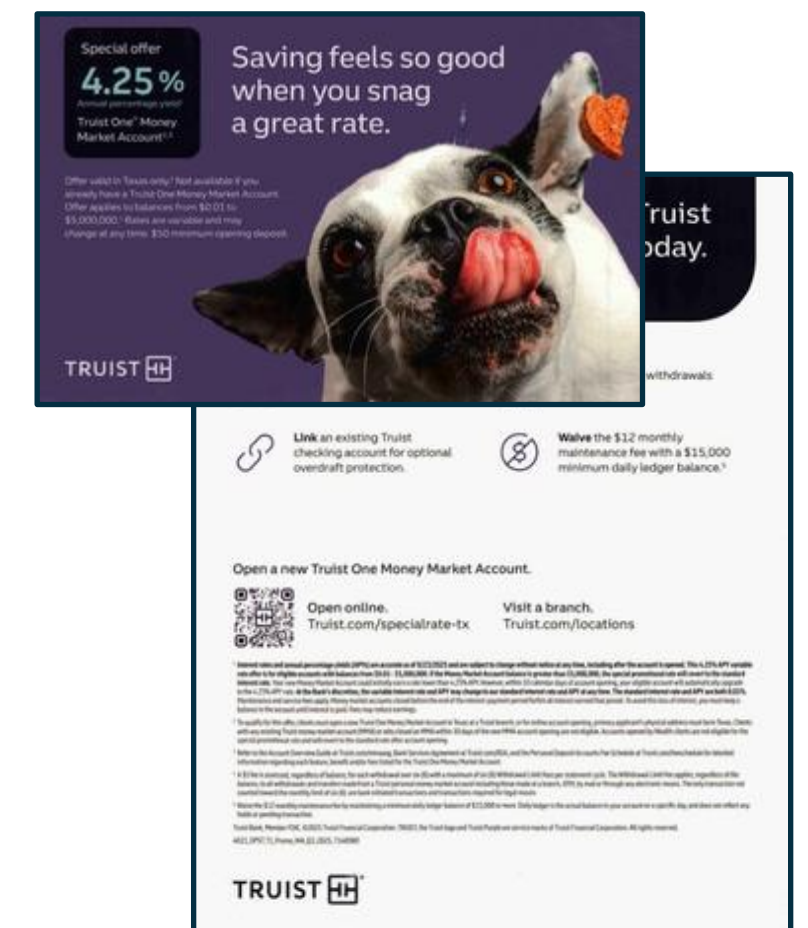
Earn 3.55% APY with a minimum deposit of \$5,000 in new money with a Huntington Relationship Savings account



2025-11-29-3865

Truist (MMA)

Earn 4.25% APY. Open a new Truist One Money Market account today



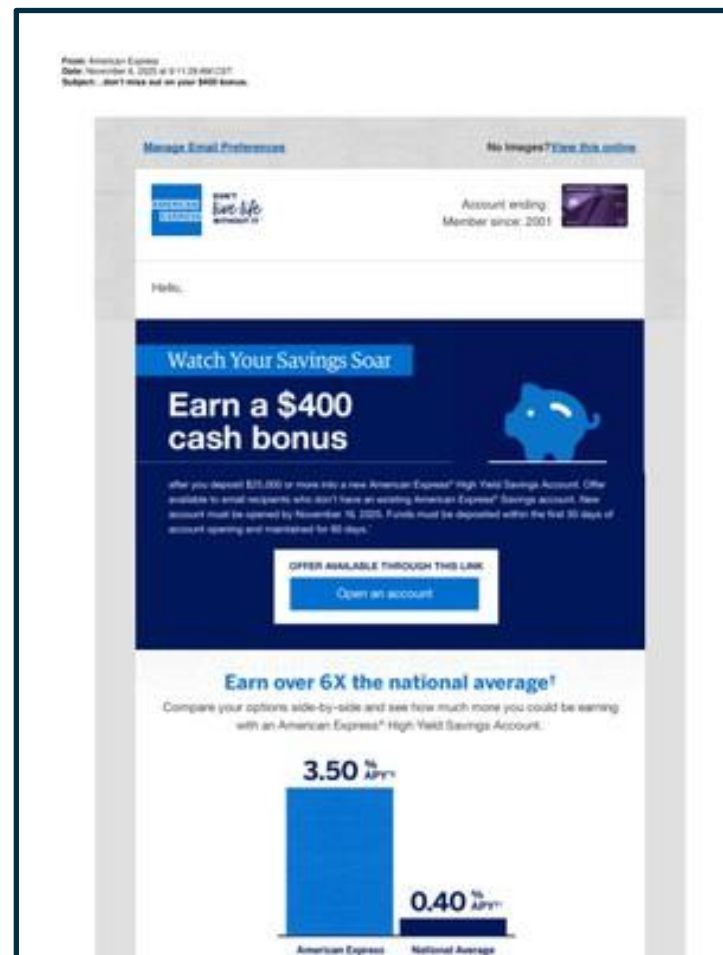
2025-11-26-4583

Deposit – Email

American Express had the top marketed savings offer through email, extending a \$400 bonus to existing card members who deposited \$25K or more into a new High Yield Savings Account. Both Discover and Bank of America promoted the guaranteed returns offered with their CDs, while U.S. Bank presented a combination offer, which included a special CD rate of 4% APY with a 5-month term.

American Express (Savings)

[Name], don't miss out on your \$400 bonus



2025-11-06-4600

Discover (CD)

[Name], lock in a great rate with guaranteed returns



2025-11-20-4113

Bank of America (CD)

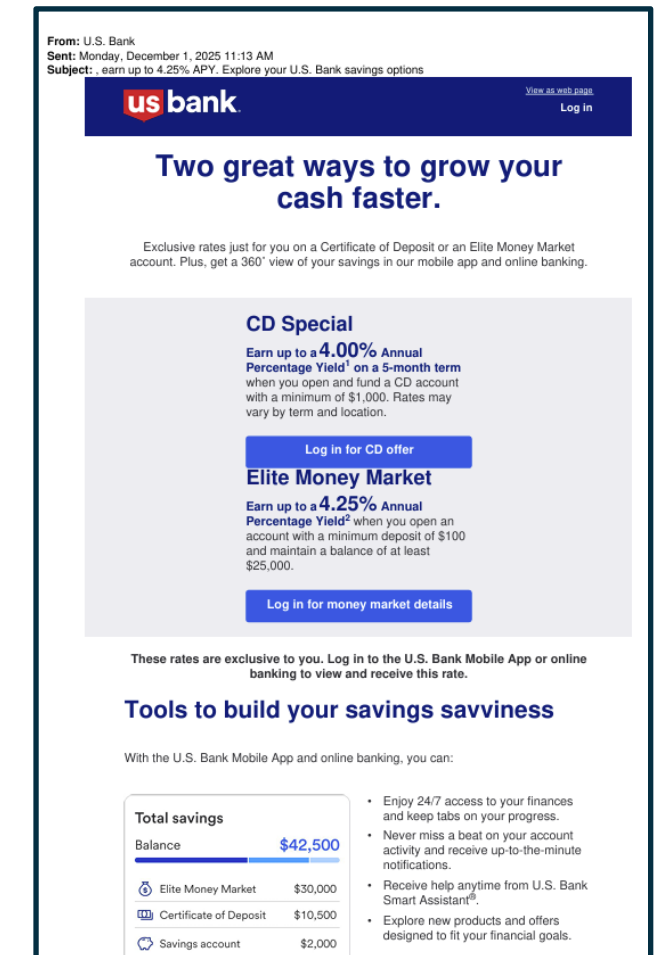
CDs offer a guaranteed rate of return - lock in your CD rate today



2025-12-17-1150

U.S. Bank (CD/Savings)

[Name], earn up to 4.25% APY. Explore your U.S. Bank savings options



2025-12-01-2175



Recent Developments

United MileagePlus Debit Rewards Card

In November 2025, United Airlines unveiled its new United MileagePlus Debit Rewards Card issued by Sunrise Banks. The card's welcoming offer was 10,000 bonus miles after account opening and spending \$500 within the first four months of card ownership. Additionally, the high-volume mailer outlined the following benefits:

- \$1 mile per \$1 spent on United purchases
- \$1 mile per \$2 spent on other purchases
- 2,500 bonus miles per year with \$10,000 spend
- Earn up to 70,000 miles each year based on average monthly account balance
- \$4 monthly fee waived with a \$2,000 or more balance
- Insured up to \$250,000

Sunrise Banks – United Airlines, Inc.

Introducing the United MileagePlus Debit Rewards Card
A new way to earn miles – with a debit card

INTRODUCING THE UNITED MILEAGEPLUS® DEBIT REWARDS CARD

NO OTHER DEBIT CARD LIKE IT

LAUNCH OFFER:
10,000 BONUS MILES*

A NEW PATH TO TRAVEL REWARDS

LAUNCH OFFER:
EARN 10,000 BONUS MILES
when you open an account and spend \$500 within the first four months.*

1 MILE PER \$1 SPENT
on United purchases.*

1 MILE PER \$2 SPENT
on all other qualifying purchases.*

EARN 2,500 BONUS MILES EACH YEAR
after \$10,000 in purchases.*

EARN UP TO 70,000 MILES EACH YEAR
based on your average monthly account balance.*

\$4 MONTHLY FEE WAIVED
each month your average monthly account balance is at least \$2,000.*

INSURED UP TO \$250,000
Your account funds are insured up to \$250,000 through Sunrise Banks, N.A., Member FDIC.

NO CREDIT CHECK**
Signing up won't impact your credit score.

GET STARTED TODAY.
Scan the code above or visit UnitedDebitRewards.com/10K by November 30, 2025.

A NEW WAY TO EARN MILES — WITH A DEBIT CARD

LAUNCH OFFER:
10,000 BONUS MILES*

✓ Earn miles on debit card purchases*
✓ Earn miles on your account balance*
✓ No credit check**

The United MileagePlus® Debit Rewards Card

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See inside or scan code to learn more.

A STAR ALLIANCE MEMBER

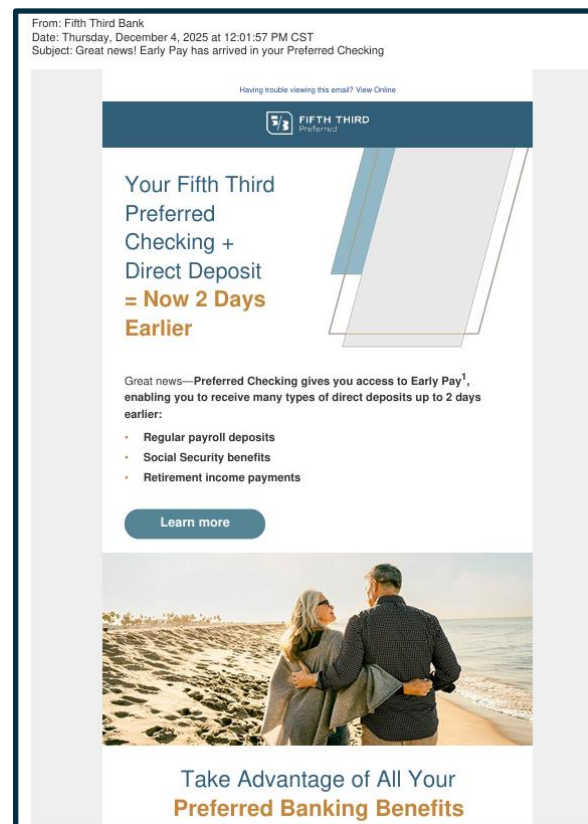
2025-11-10-4585

New Features and Announcements

Fifth Third Bank introduced Early Pay in December 2025, allowing eligible direct deposits to be accessed more quickly. Wells Fargo improved its Prime Checking account by enhancing mortgage closing-cost credits and interest-rate discounts based on assets. They also offered higher introductory bonuses on newly opened credit cards. Meanwhile, SoFi Plus was revamped to become a paid subscription model.

Fifth Third Bank

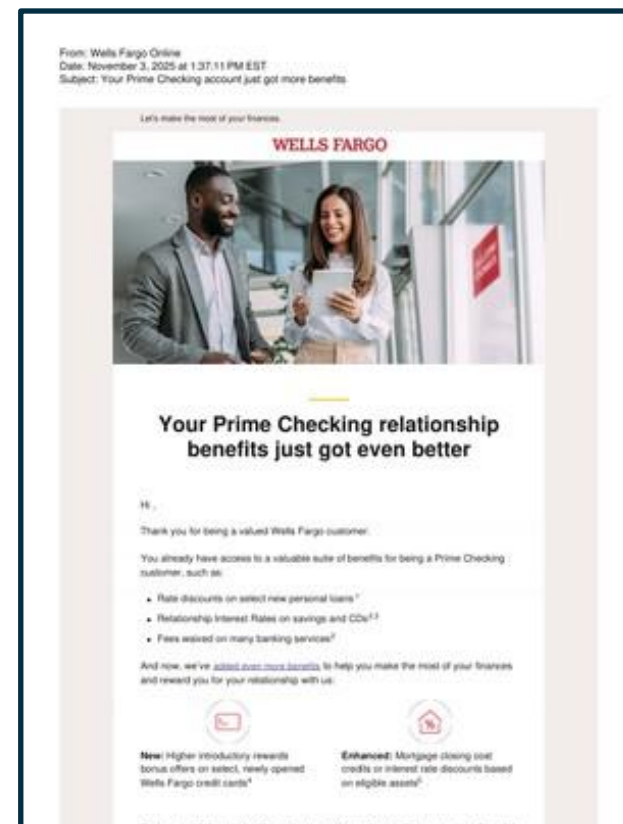
Great news! Early Pay has arrived in your Preferred Checking



2025-12-04-1452

Wells Fargo

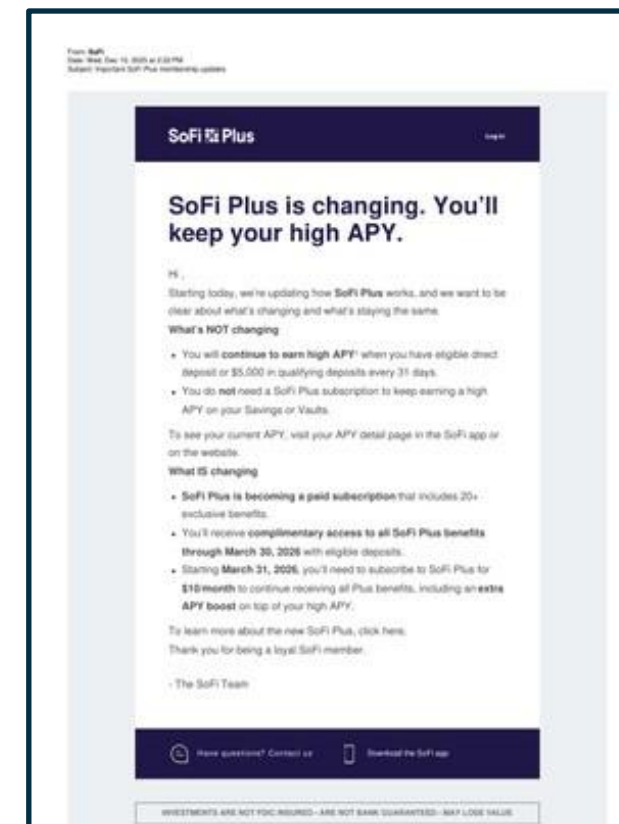
Your Prime Checking account just got more benefits



2025-11-03-365

SoFi

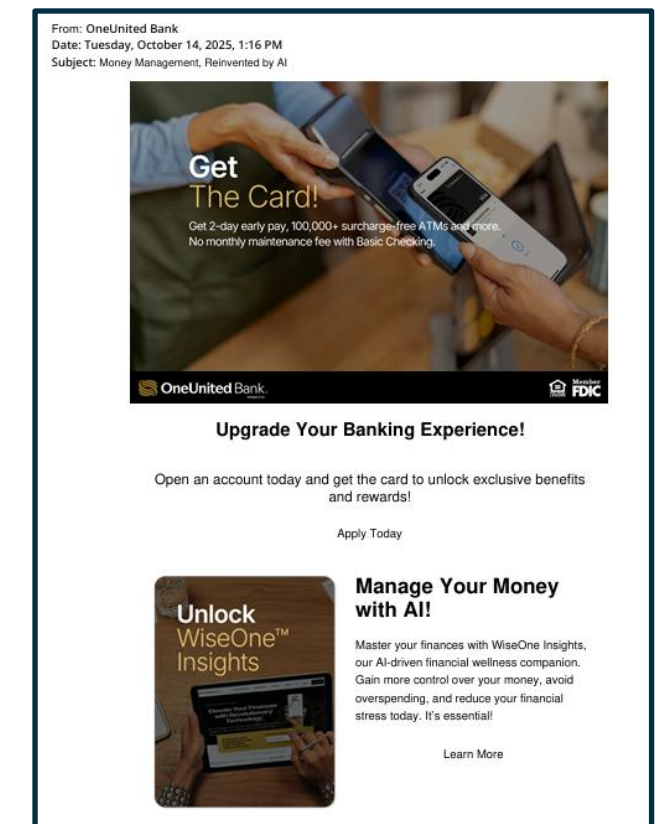
Important SoFi Plus membership updates. SoFi Plus is becoming a paid subscription that includes 20+ exclusive benefits



2025-12-10-2418

OneUnited Bank

Money Management, Reinvented by AI



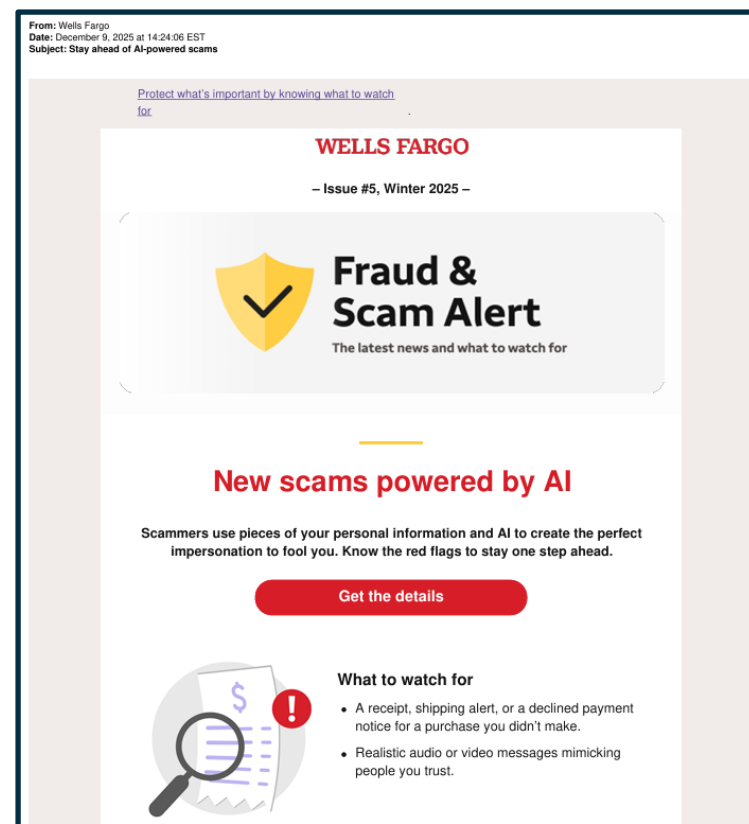
2025-10-14-7227

AI Fraud

Banks and credit unions issued warnings and guidance to customers on how to combat AI scams. Wells Fargo informed its account holders about how to identify scams and what steps to take if their accounts were compromised and linked to a relevant article on its website. Similarly, the State Department Federal Credit Union communicated with its customers about common AI scams and tips to secure their accounts.

Wells Fargo

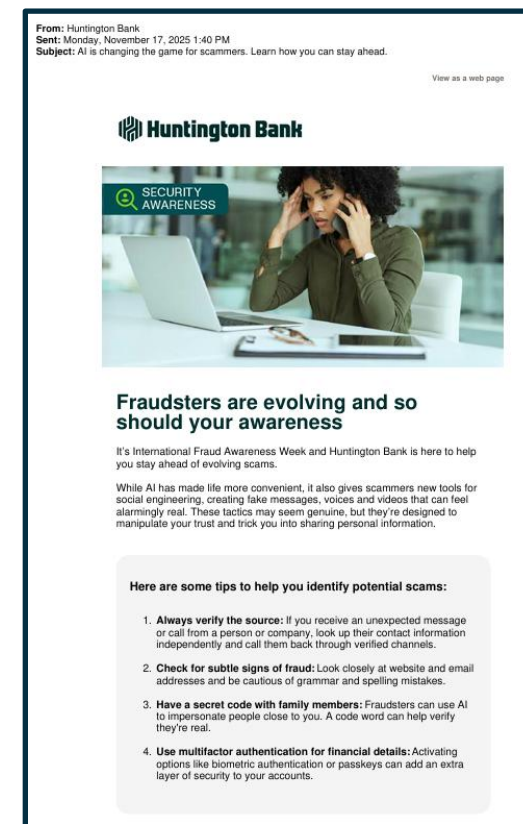
Stay ahead of AI-powered scams.
Keeping your accounts and information
secure is our priority



2025-12-09-647

Huntington Bank

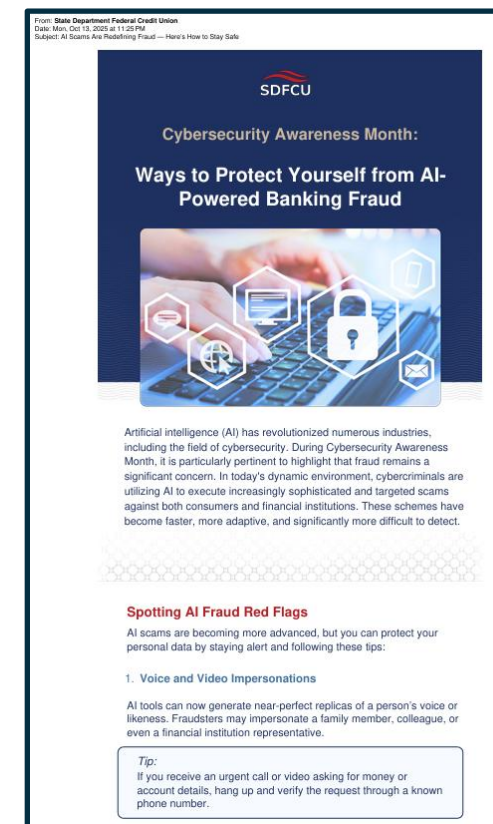
AI is changing the game for scammers.
Learn how you can stay ahead



2025-11-17-751

State Department Federal Credit Union

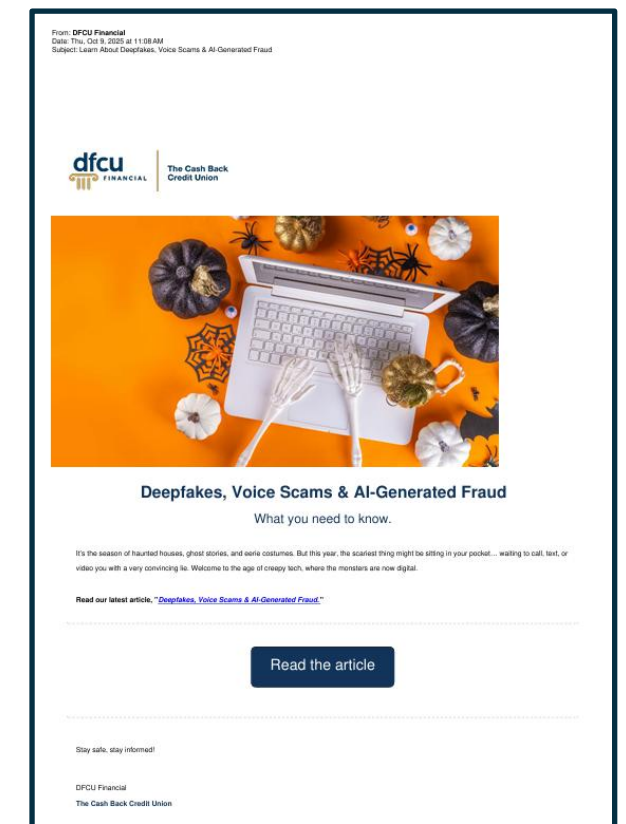
AI Scams Are Redefining Fraud - Here's
How to Stay Safe



2025-10-13-633

DFCU Financial

Learn About Deepfakes, Voice Scams
and AI-Generated Fraud



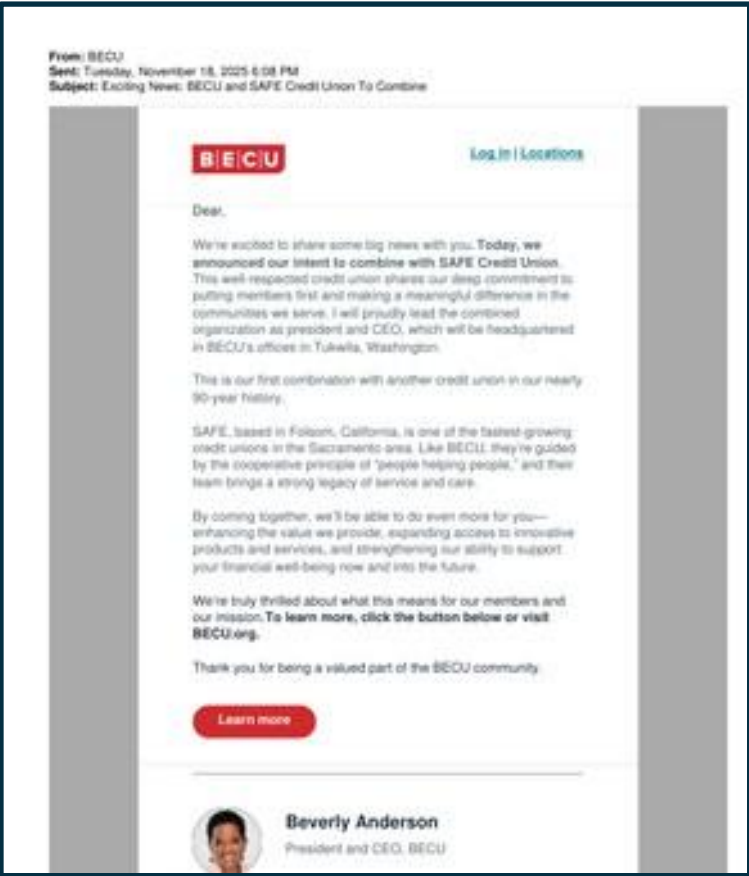
2025-10-09-174

Notable Mergers and Acquisitions

Competiscan noted several significant merger announcements and updates in Q4 2025. BECU announced its merger with SAFE Credit Union, which will greatly enhance its presence in the Sacramento area. Additionally, the mergers of Wings Credit Union with ENT Credit Union and Digital Federal Credit Union with First Tech were completed during this quarter. Meanwhile, Fifth Third Bank announced its merger with Comerica Bank on its social media platforms.

BECU

Exciting News BECU and SAFE Credit Union To Combine



2025-11-18-5274

Wings Credit Union

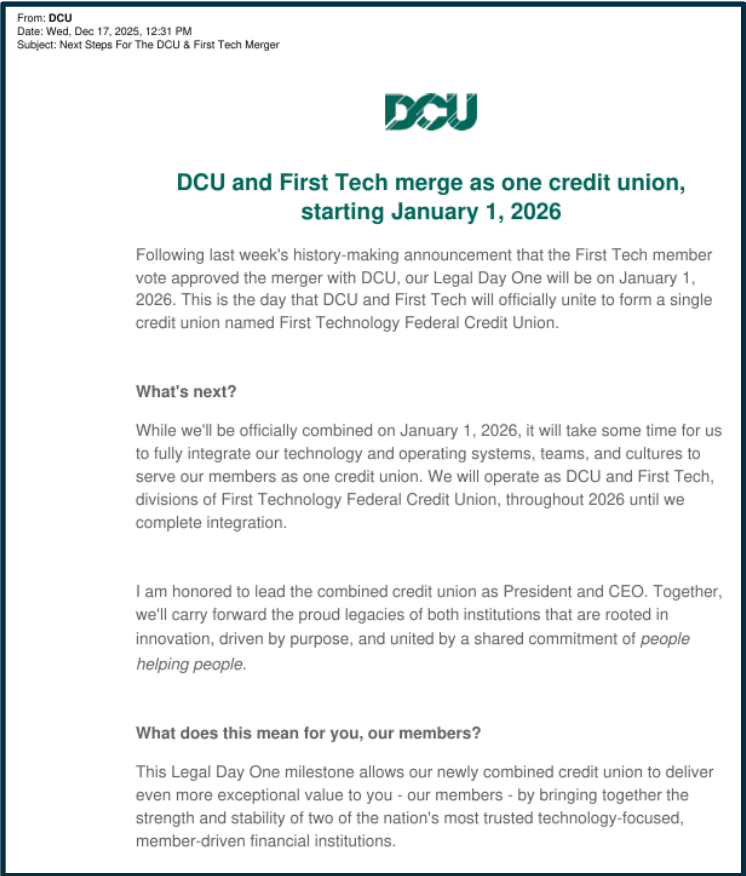
Merger Newsletter - December 2025



2025-12-04-1187

Digital Federal Credit Union

Next Steps For The DCU and First Tech Merger



2025-12-17-751

Fifth Third Bank

We are pleased to announce the merger of Fifth Third and Comerica Bank



2025-10-06-3057

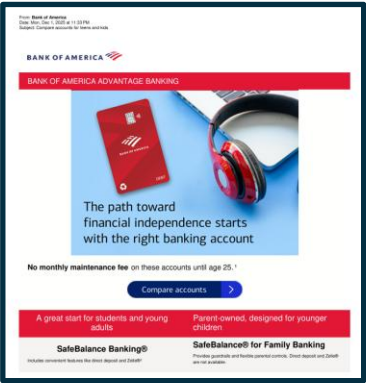


Teen and Student Products

A variety of youth product promotions were available in Q4 2025. Chase was observed as the only financial institution offering a cash bonus. Credit unions like DFCU Financial and Golden 1 Credit Union encouraged parents to open youth accounts for their children to help them learn money management from a young age. U.S. Bank also promoted a youth product through its partnership with Greenlight Financial Technology, Inc.

Bank of America

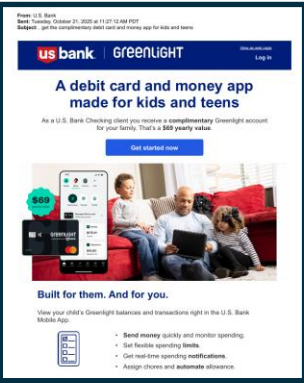
Compare accounts for teens and kids. Provides guardrails and flexible parental controls



2025-12-01-2379

U.S. Bank

[Name], get the complimentary debit card and money app for kids and teens



2025-10-21-1002

Magnolia Federal Credit Union

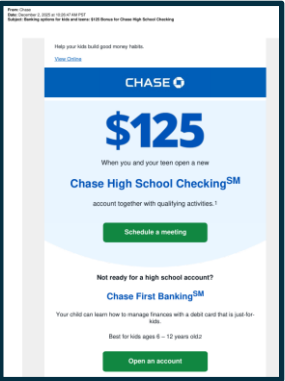
The Ultimate Teen Checking Account!



2025-11-21-2459

Chase

Banking options for kids and teens: \$125 Bonus for Chase High School Checking



2025-12-02-712

DFCU Financial

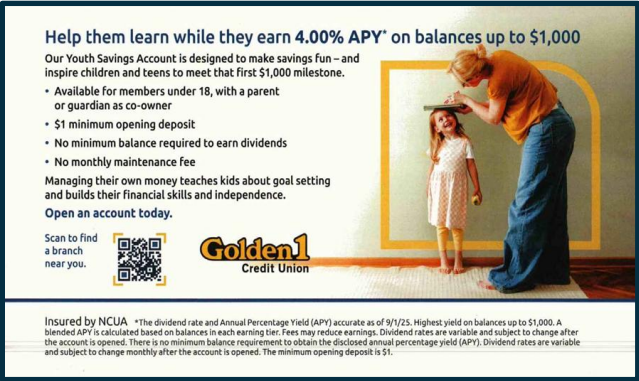
As your child matures, a youth checking account helps them learn money management



2025-12-12-1001

Golden 1 Credit Union

Help them learn while they earn 4% APY on balances under \$1,000



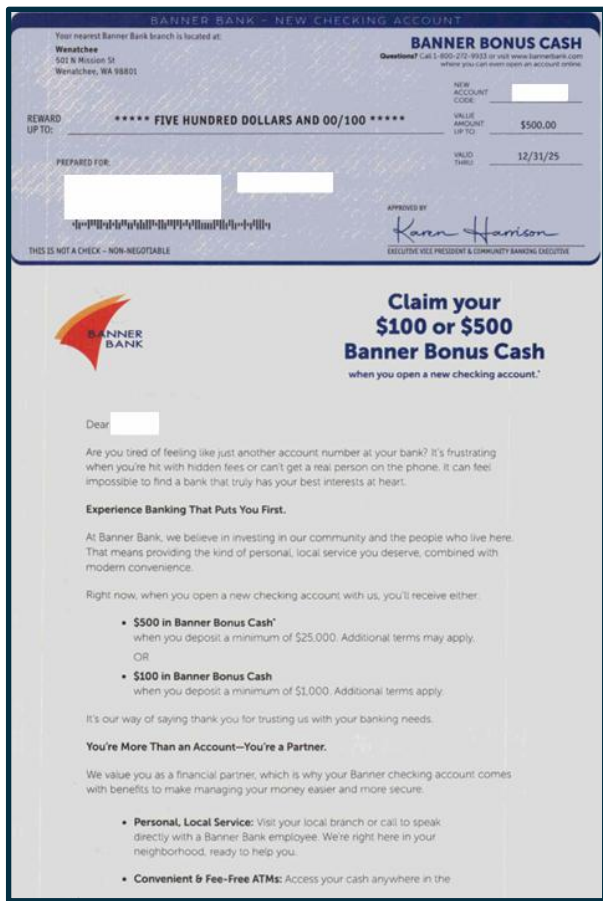
2025-11-03-4741

Tiered Offers

The tiered incentive structure remained a popular option for both checking and deposit accounts. Pentagon Federal Credit Union offered potential customers \$375 for a minimum deposit of \$25,000, and \$700 for a minimum balance of \$50,000. Both Bank of America and Capital One divided their offers into three deposit tiers, each requiring a minimum deposit of \$100,000 to qualify for the maximum bonus.

Banner Bank

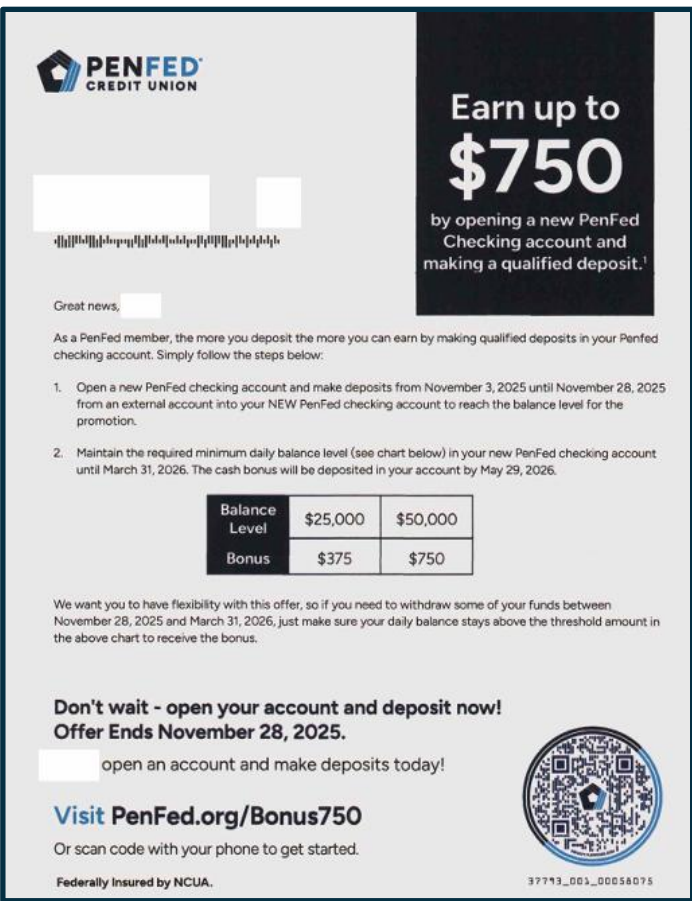
Claim your \$100 or \$500 Banner bonus cash when you open a new Banner Bank Checking account



2025-11-24-5087

Pentagon Federal Credit Union

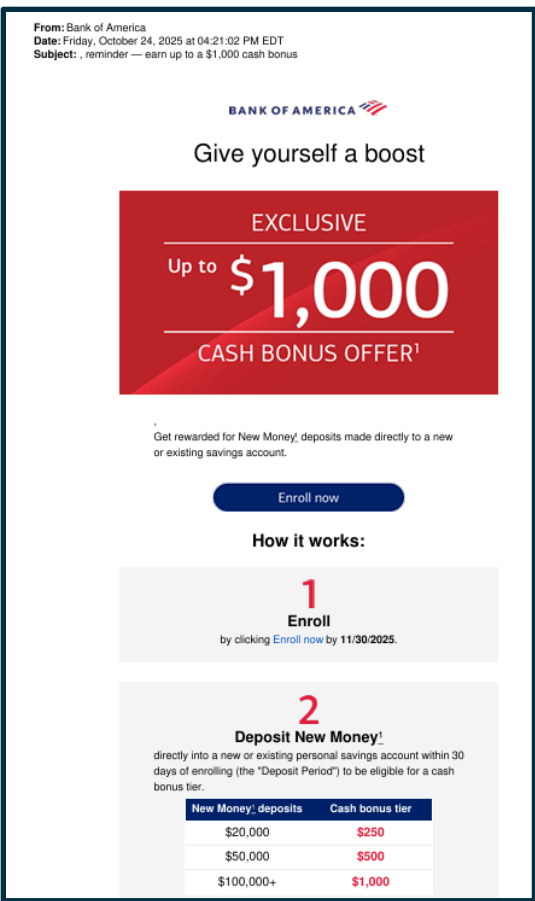
Earn up to \$750 by opening a new Pentagon Federal Credit Union Checking account



2025-11-17-4837

Bank of America

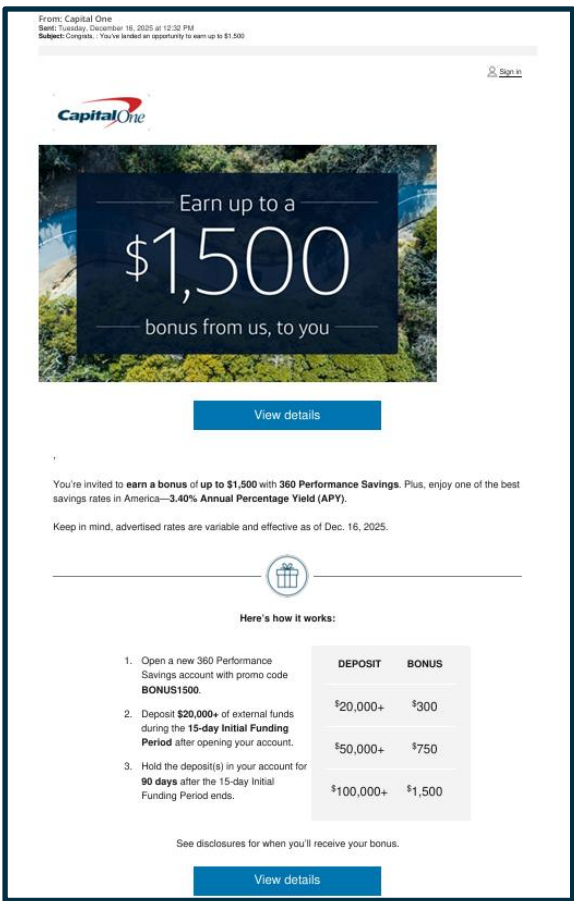
[Name], reminder - earn up to a \$1,000 cash bonus



2025-10-24-1161

Capital One

Congrats, [Name]: You've landed an opportunity to earn up to \$1,500



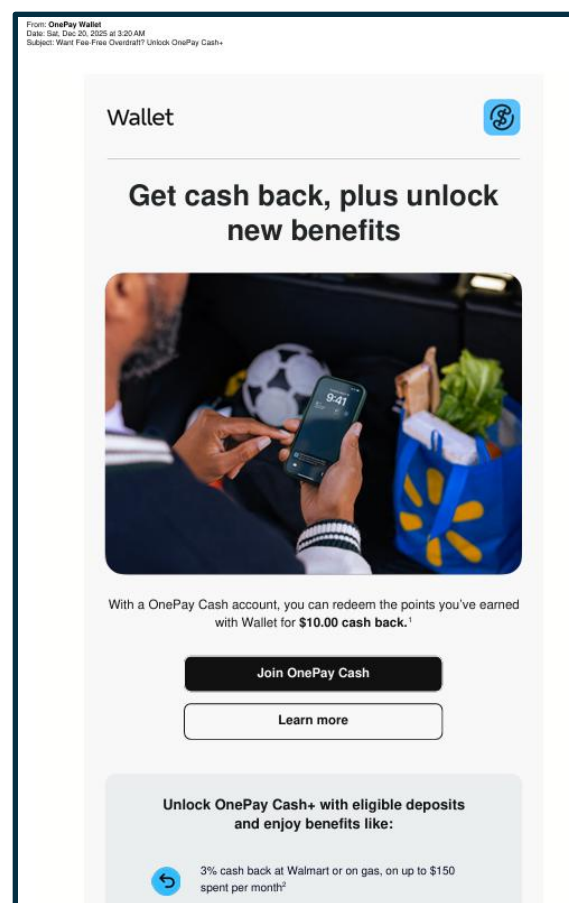
2025-12-16-4490

Fintech – Spend/Checking

One Finance, Inc. promoted 3% cash back at Walmart and on gas as a key feature of its OnePay Cash+ spend account and also offered a higher APY on a paired savings account. Ally Bank and Chime took similar approaches to attracting new customers by offering a cash bonus for setting up direct deposit on new accounts.

One Finance, Inc.

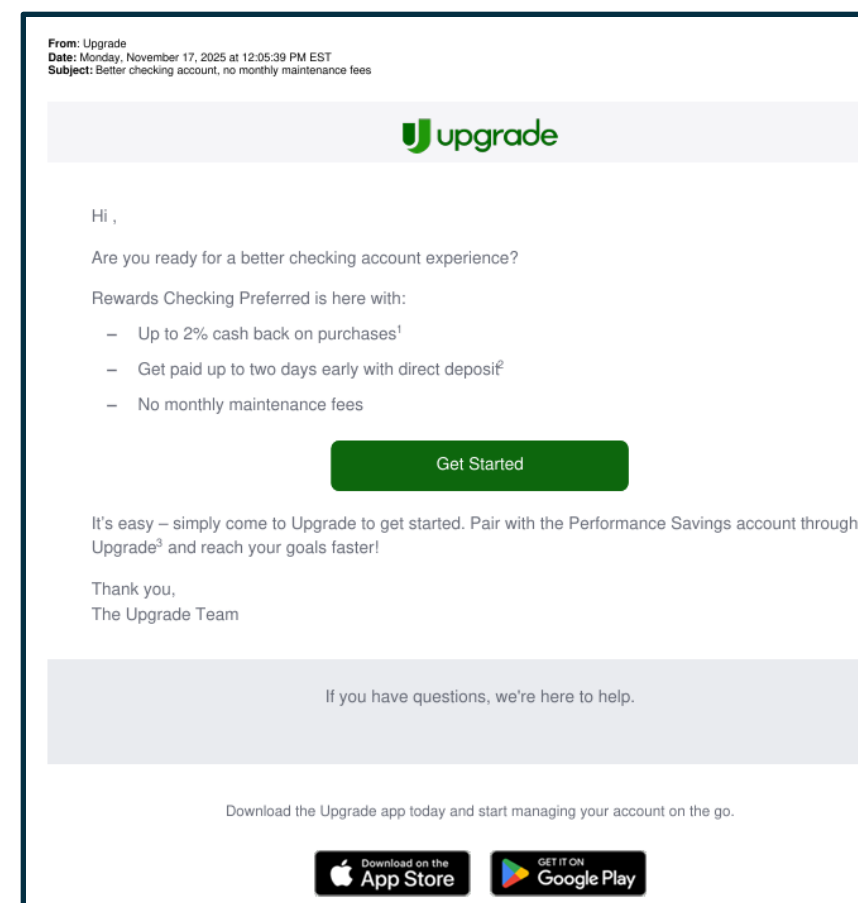
Want Fee-Free Overdraft? Unlock OnePay Cash+



2025-12-20-1390

Upgrade, Inc.

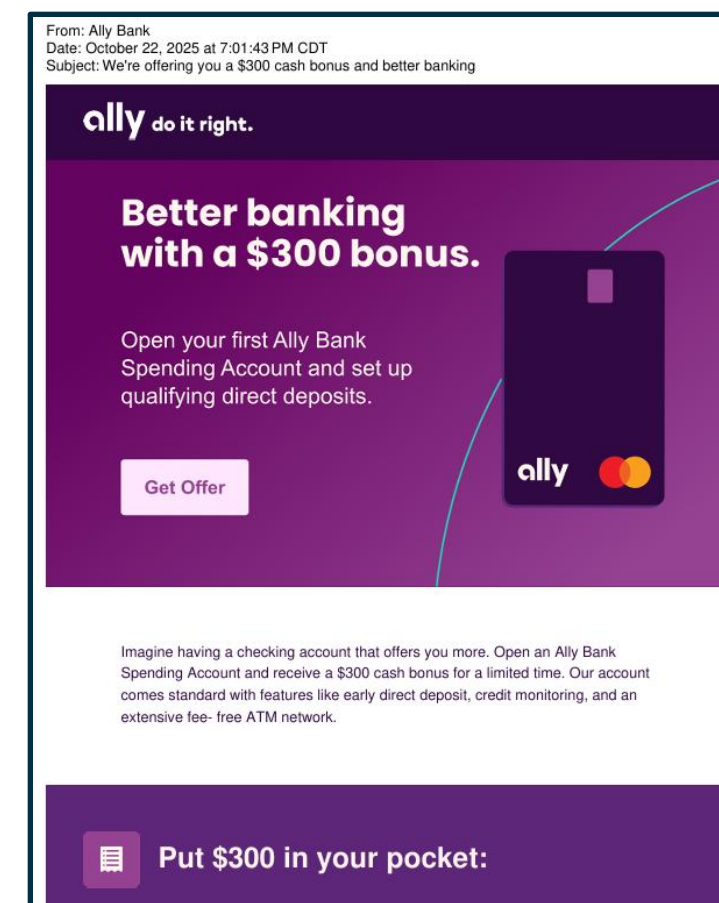
Better checking account, no monthly maintenance fees



2025-11-17-603

Ally Bank

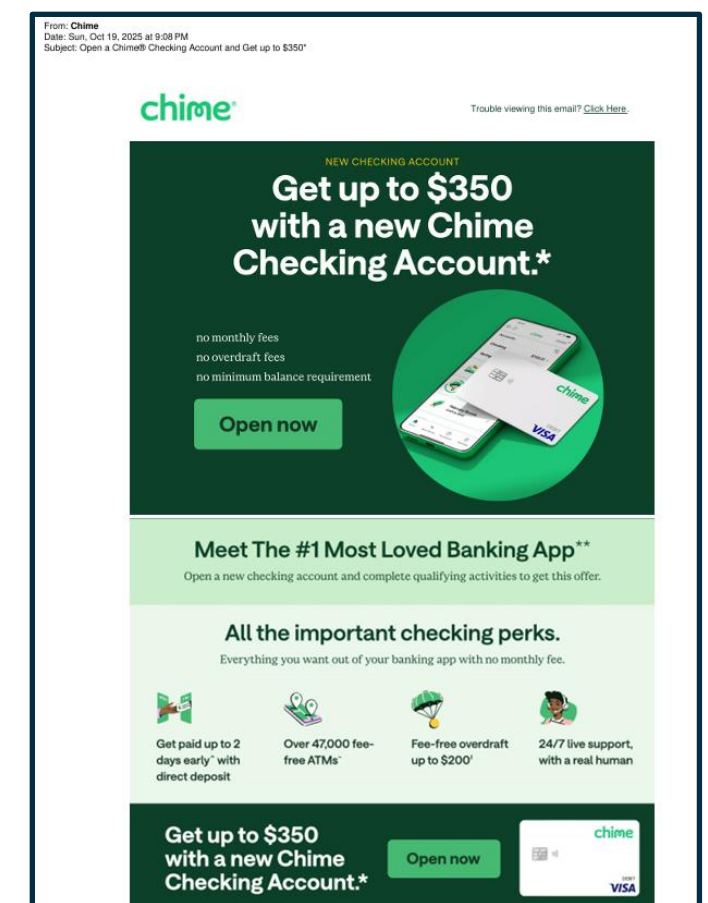
We're offering you a \$300 cash bonus and better banking



2025-10-22-1646

Chime

Open a Chime Checking Account and Get up to \$350



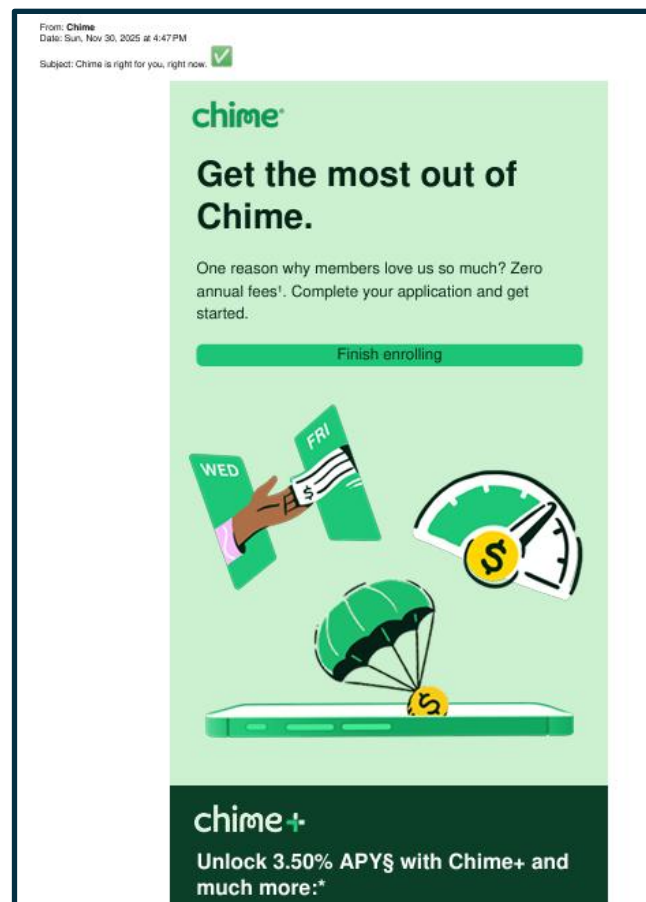
2025-10-19-228

Fintech – Savings

Fintechs used high annual percentage yields (APYs) to attract new deposit account holders. Chime, Spruce, and SoFi all highlighted APYs above 3.50% in their marketing campaigns to encourage customers to open new accounts or pair a savings account with an existing checking account. Similarly, Upgrade, Inc. deployed a cross-selling strategy, offering up to 3.40% APY when customers paired a savings account with a checking account.

Chime

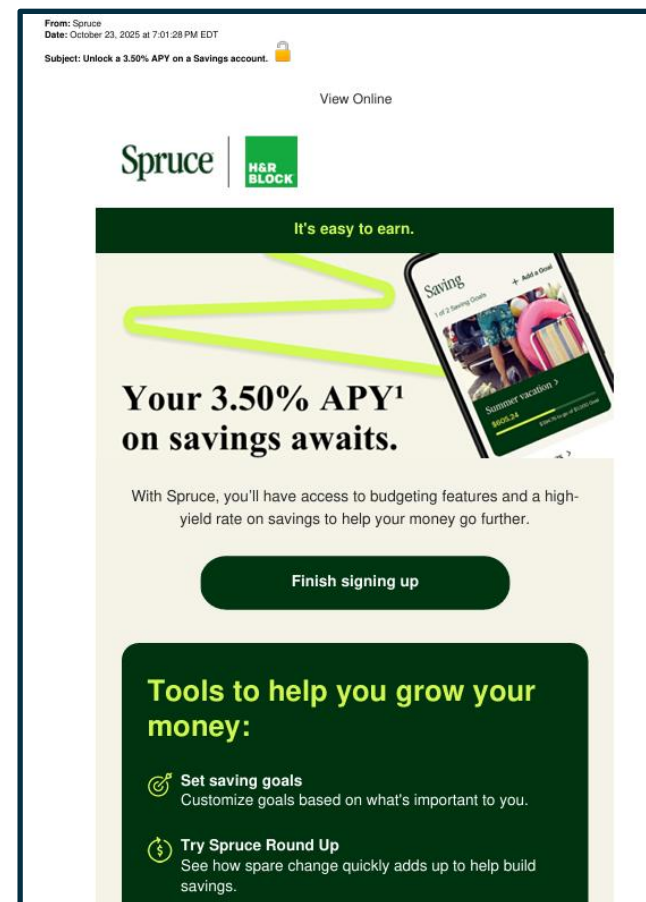
Chime is right for you, right now. Get a plussed-up 3.75% APY on your savings



2025-11-30-849

Spruce

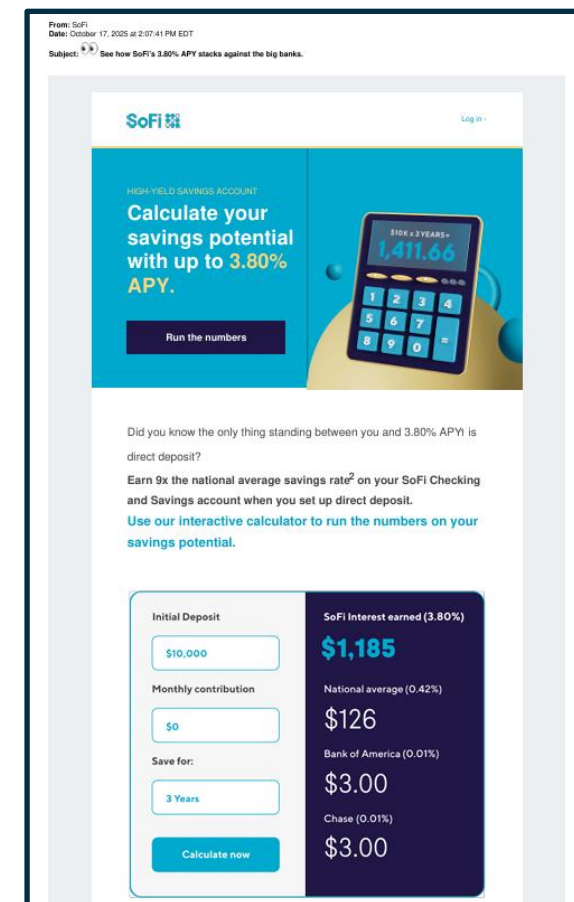
Unlock a 3.50% APY on a Savings account. Customize goals based on what's important to you



2025-10-23-1888

SoFi

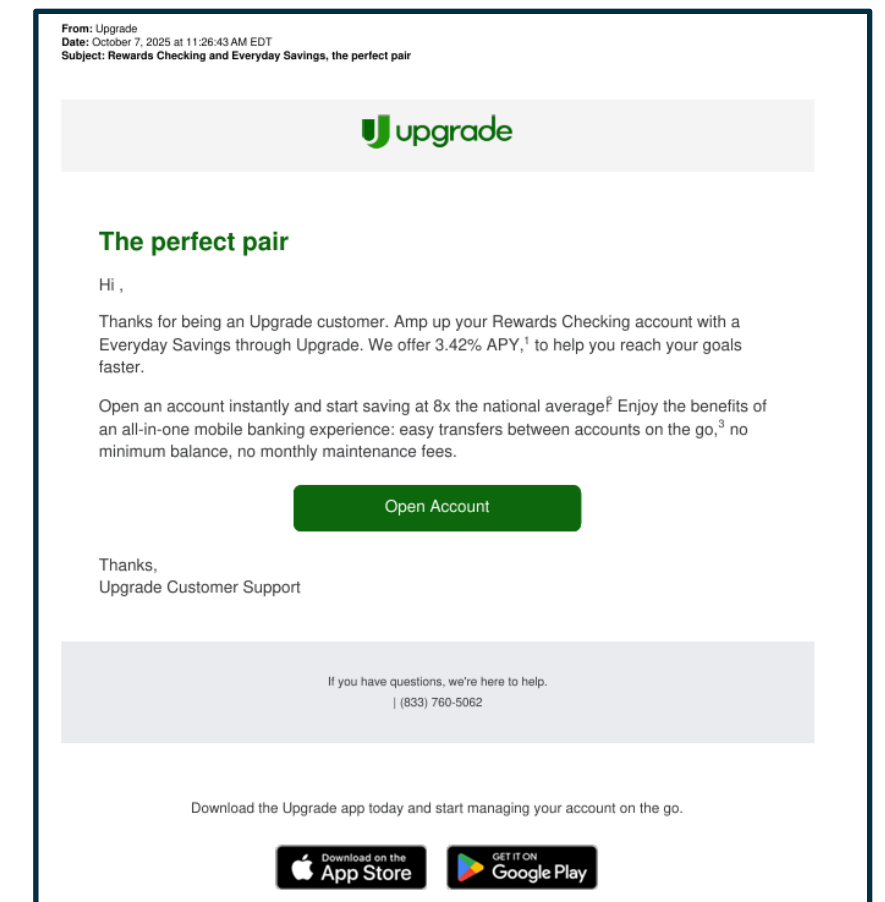
See how SoFi's 3.8% APY stacks against the big banks



2025-10-17-430

Upgrade, Inc.

Rewards Checking and Everyday Savings, the perfect pair. Thanks for being an Upgrade customer

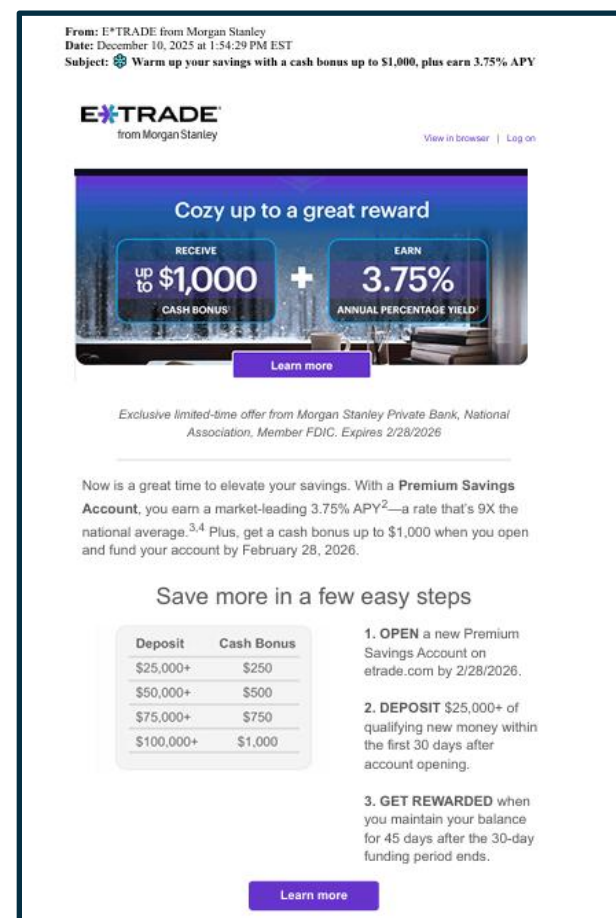


2025-10-07-1257

Online Broker Banking

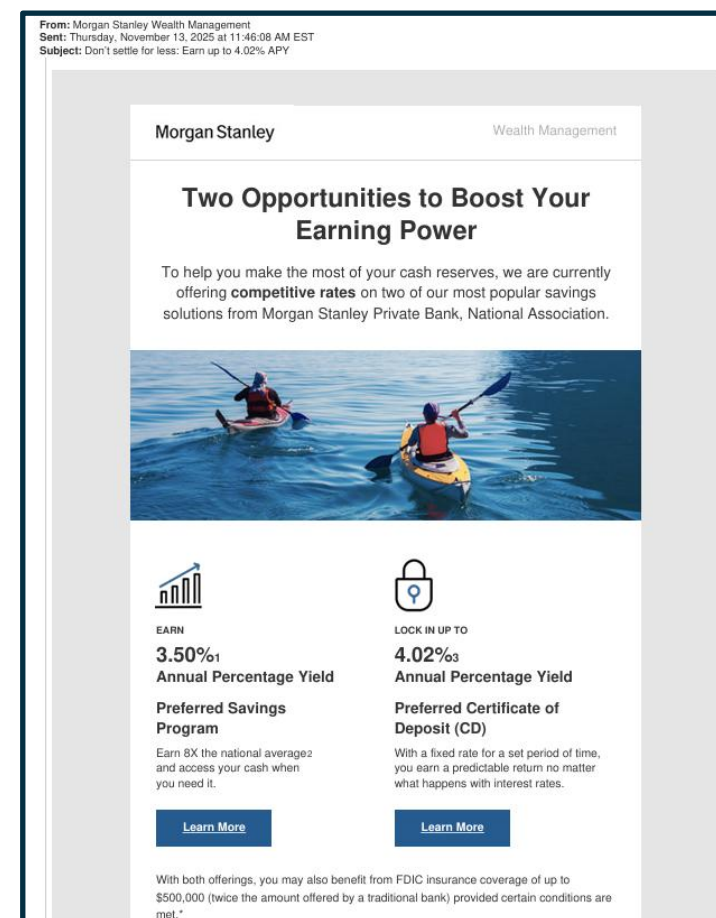
E*TRADE from Morgan Stanley enhanced its savings offer with a cash bonus of up to \$1,000 and an APY of 3.75%. Morgan Stanley also offered a competitive APY in its Preferred Savings program and Preferred CD accounts. Meanwhile, Charles Schwab Bank continued its efforts to attract customers to its Investor Checking account by highlighting its liquidity and the seamless access clients have to their brokerage and checking accounts.

E*TRADE from Morgan Stanley
Warm up your savings with a cash bonus up to \$1,000, plus earn 3.75% APY



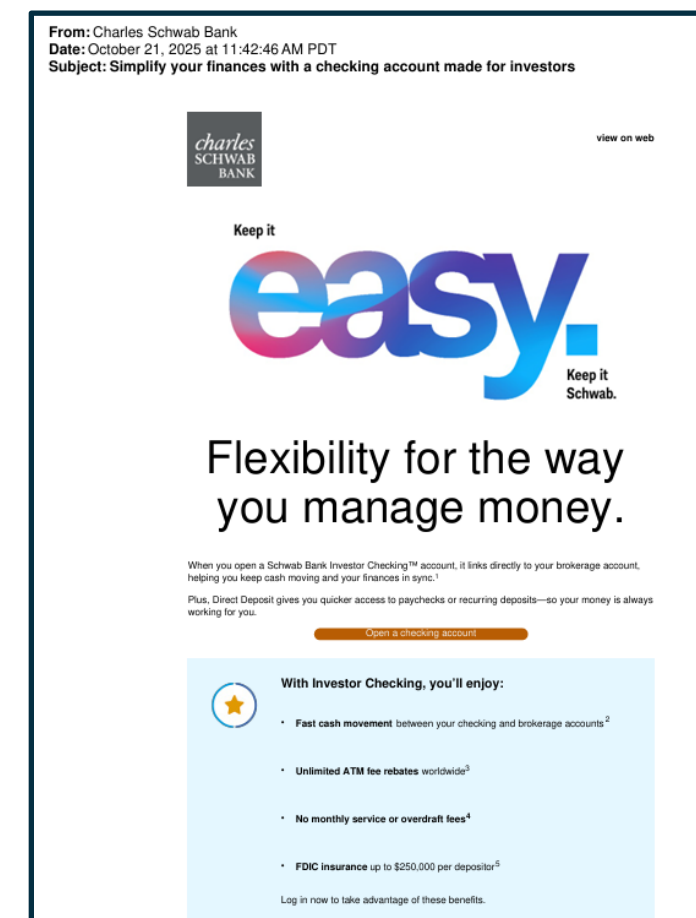
2025-12-10-2263

Morgan Stanley
Don't settle for less: Earn up to 4.02% APY



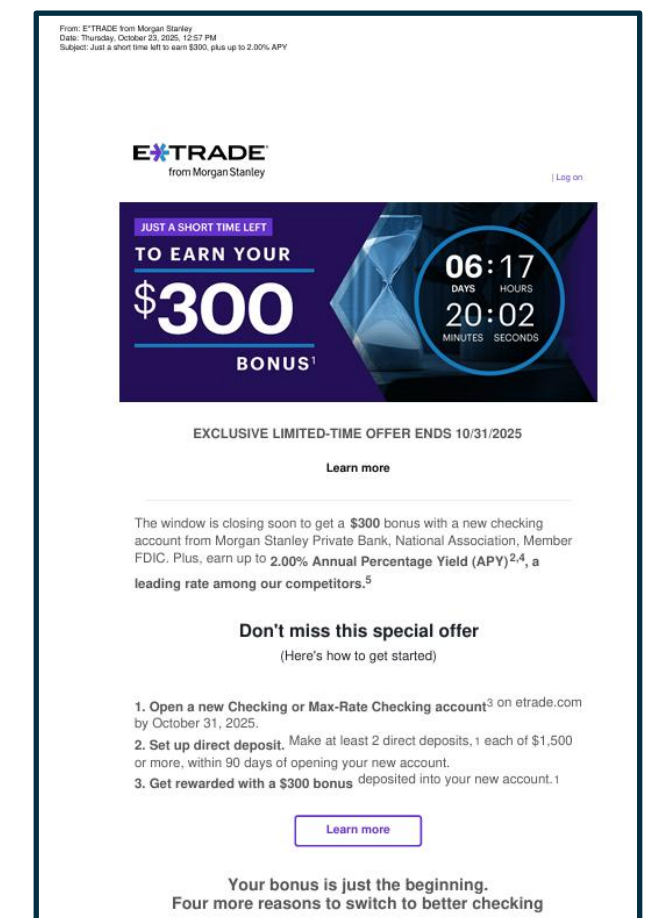
2025-11-13-1636

Charles Schwab Bank
Simplify your finances with a checking account made for investors



2025-10-21-2528

E*TRADE from Morgan Stanley
Just a short time left to earn \$300, plus up to 2.00% APY



2025-10-23-1883

Upgrade/Cross-Sells Efforts

Numerous upgrade/cross-sell promotions were active in Q4 2025. Notably, Bank OZK encouraged customers to open a checking account the same day they renewed their CD. Meanwhile, LendingClub introduced a unique promotion offering customers 2% cash back on loan payments when they opened a LevelUp Checking account.

Bank OZK

You could earn a 10-basis-points bonus when you open a qualifying Checking account on the same day you renew your Bank OZK Certificate of Deposit!



2025-12-24-3414

Citizens

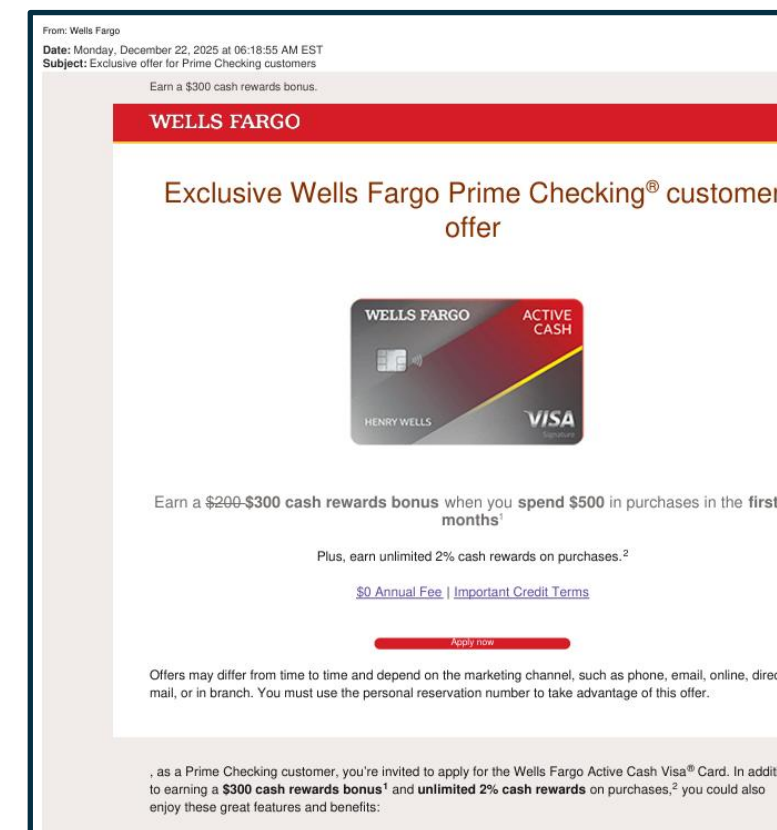
As a Citizens Quest Checking customer, you qualify to open a 7-month Citizens Bank Certificate of Deposit and get a competitive 3.75% APY



2025-12-22-4275

Wells Fargo

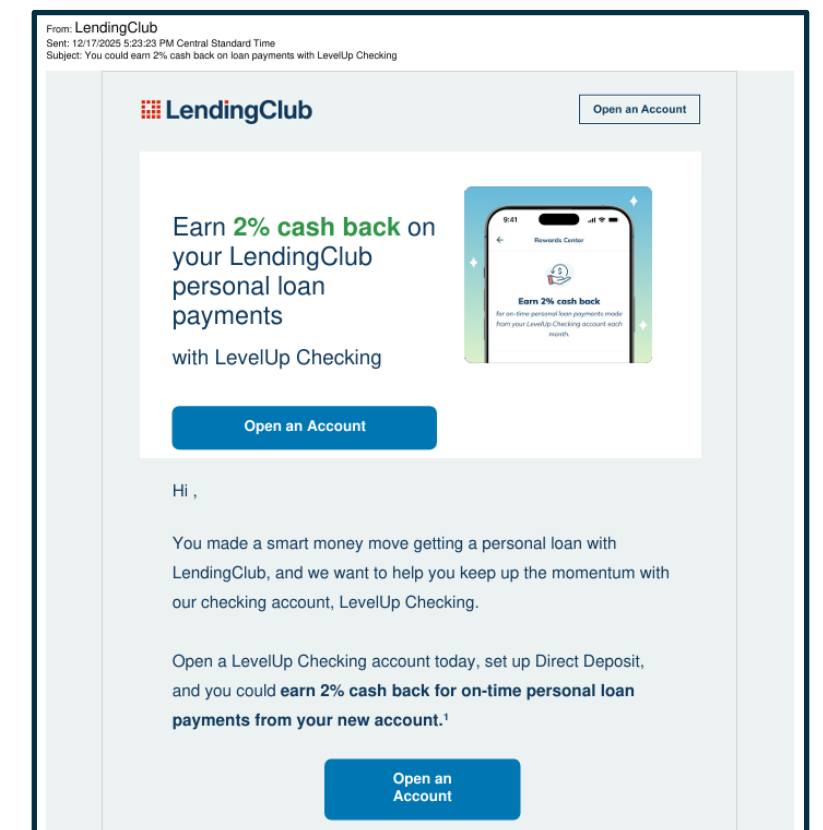
As a Prime Checking customer, you're invited to apply for the Wells Fargo Active Cash Visa Card



2025-12-22-2191

LendingClub

You could earn 2% cash back on loan payments with LevelUp Checking



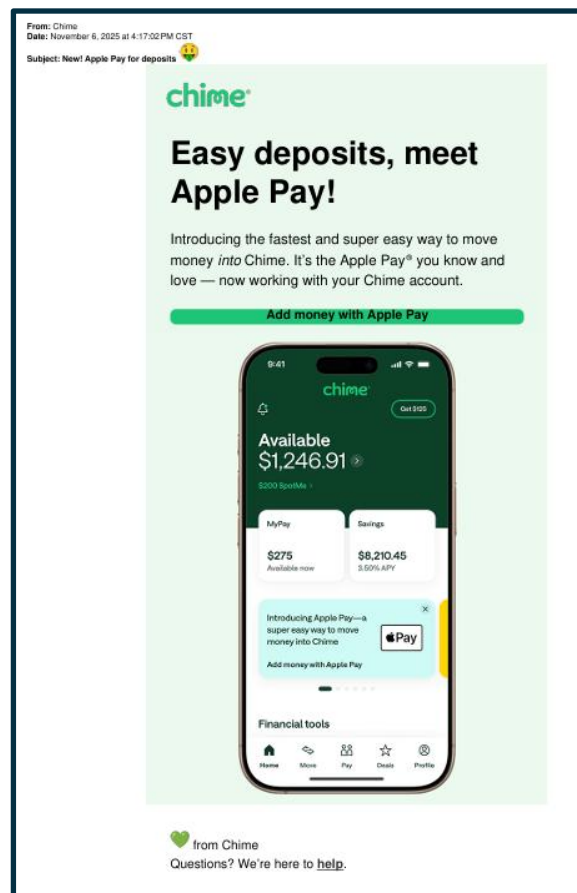
2025-12-19-216

Digital Wallets

Several financial institutions highlighted the advantages of adding debit cards to digital wallets. Chime emphasized its Apple Pay integration, highlighting it as a significant benefit for account holders, enabling faster, easier cash transfers to and from Chime accounts. Additionally, One Finance, Inc. promoted its cash-back offer for online purchases made through the app, including a \$10 welcome bonus for shopping at Walmart.

Chime

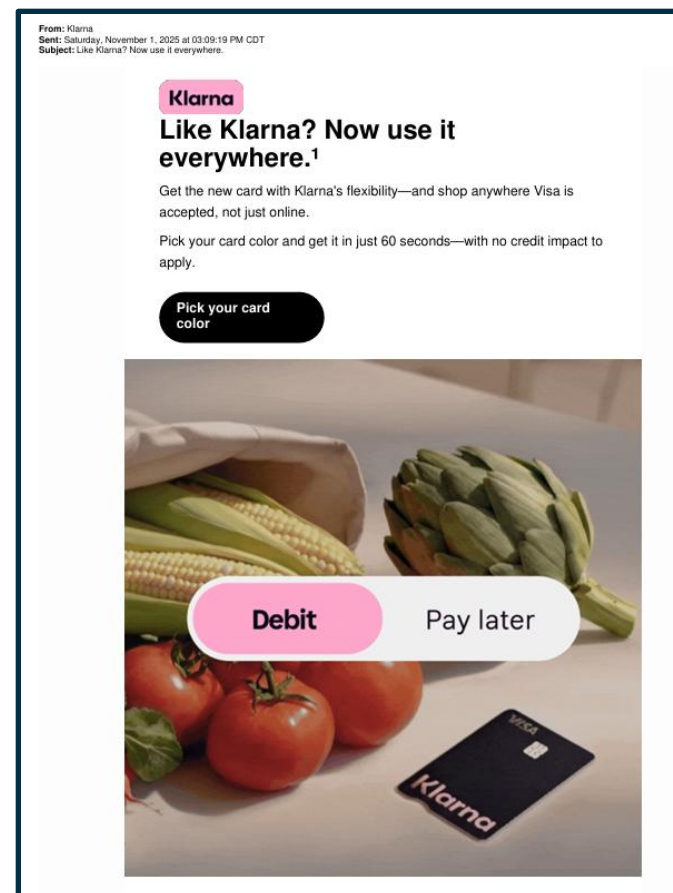
New! Apple Pay for deposits. It's the Apple Pay you know and love - now working with your Chime account



2025-11-06-4594

Klarna

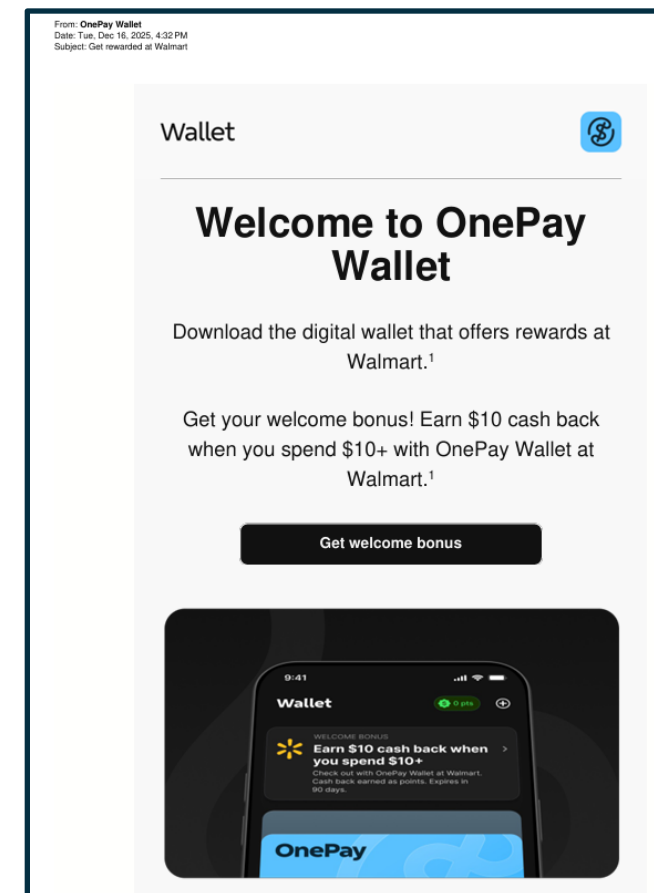
Like Klarna? Now use it everywhere. Pick your card color and get it in just 60 seconds



2025-11-01-1030

One Finance, Inc.

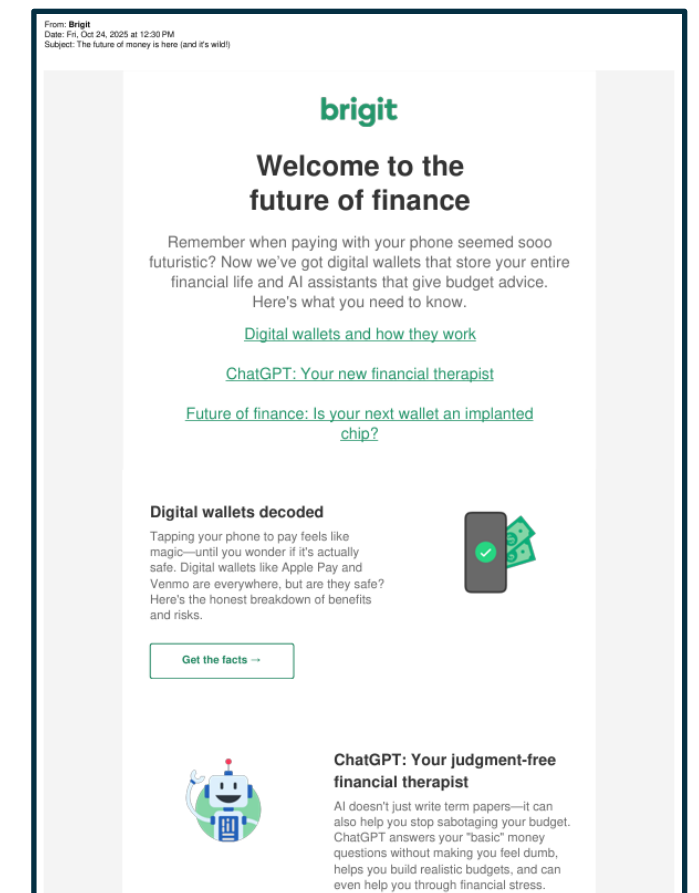
Get rewarded at Walmart. The digital wallet built with security and convenience in mind



2025-12-16-2217

Brigit

Remember when paying with your phone seemed sooo futuristic? Now we've got digital wallets



2025-10-24-1041

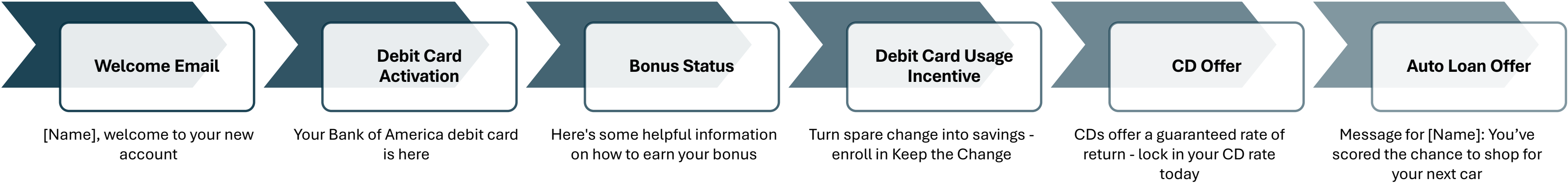


Mailbox Studies / Digital Marketing



A panelist from Texas opened a new Bank of America Advantage Plus Banking account in November 2025. After opening, they received several onboarding materials, including their debit card and a bonus status email. In December, the bank sent cross-sell emails for a CD product and an auto loan.

here' in dark blue."/>



From: Bank of America
Date: Thu, Nov 4, 2020, 2:33 PM
Subject: welcome to your new account

BANK OF AMERICA

For new account ending in:

Welcome to your new Advantage Banking account



Get the most from your new Advantage Plus Banking® account by following these four simple steps.

- 1 Fund your account¹**

You can fund your account by:

 - Transferring money² from another Bank of America account using Online Banking or our Mobile Banking app. [Enroll in Online Banking.](#)
 - Depositing a check using our [Mobile Banking app](#)³
 - Depositing cash at an ATM

[Transfer funds >](#)

2025-11-06-2919

Your Bank of America® debit card is here.

Bank of America®

This card is linked to primary account ending in

Make sure the name on your debit card is correct.

If you use a digital wallet, don't forget to add your new account information.

Easy ways to activate your card:

- Scan the code or go directly to the **Mobile Banking app**¹
- Visit bankofamerica.com/activatedebitcard
- Call **888.624.2322** (From outside the U.S., call collect 1.925.675.6195)
- **Use your card at an ATM** or make a purchase using your Personal Identification Number (PIN). If you didn't choose your PIN when you set up your account, it will be mailed separately for your protection.

New! Shop NOW with your digital card for debit

Our enhanced digital card offers the same benefits of physical card — with a digital version of your debit card you can use immediately. It provides a unique number and single-use security code for even more fraud protection. You can use it for online shopping or add it to your digital wallet for in-person transactions.

Get your digital card today in the Mobile App!

Tap to pay!

Look for the **Commerce Symbol** at merchants where you shop or at **ATMs**, and simply tap your card on the terminal. It's fast, easy and secure.

Maneras fáciles de activar su tarjeta:

- Escanee el código o vaya directamente a la aplicación de **Banca Móvil**¹
- Visite bankofamerica.com/activatedebitcard
- Llame al **888.624.2322** (Desde fuera de los EE. UU., llame por correo internacional a 1.925.675.6195)
- **Utilice su tarjeta en un cajero automático (ATM)** o realice una compra utilizando su Número de Identificación Personal (Personal Identification Number, o PIN). Si no eligió su PIN cuando configuró su cuenta, se le enviará por correo postal por separado para su protección.

2025-11-07-4700



BANK OF AMERICA
 PO Box 15284
 Wilmington, DE 19850-5284

Account Bonus

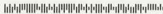
Account ending in

Prize amount

Order number

Date

November 17, 2025



Thank you for opening your new checking account — here's some helpful information on how to earn your bonus.

Now that you're on your way toward earning \$100, \$300, or \$500 by opening your new checking account, we want to remind you how it works.

What you need to do

- Set up and receive Qualifying Direct Deposits* within 90 days of account opening. At the end of the Deposit Period, all Qualifying Direct Deposits will be totaled to determine the bonus amount you may earn.

Qualifying Direct Deposits	\$2,000 - \$4,999	\$5,000 - \$9,999	\$10,000+
Bonus Amount	\$100	\$300	\$500

Once you've met these requirements, we'll attempt to deposit your bonus within 60 days — your account must remain open and in good standing to receive the bonus. **As a reminder, the value of this bonus could be considered taxable income.** You can review the offer terms and conditions included with this letter.

We're here to help

If you have any questions, please call us anytime at 800.432.1000 and provide the promo code and order number provided in this letter. Or, visit us at a financial center — you can find one near you at [bankofamerica.com/appointments](https://www.bankofamerica.com/appointments) where you can schedule a time that's convenient for you.

Thank you for banking with us.

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Bank of America, N.A. Member FDIC.

1 See additional pages for details.

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2025-11-29-2215



©2019 Bank of America
 June 1st, 2019
 Subject: Turn spare change into savings



Save.

Your spare change adds up automatically with Keep the Change®



Get started

Simply use your debit card* for everyday purchases, and we'll round up and transfer the difference from your checking to the enrolled savings account.

Here's how you save:

Purchase			
			
Spending	\$5.10	\$35.50	\$30.15
Save	\$0.90	\$0.50	\$0.85

Save \$2.25 in a single day!

 The average Keep the Change customer boosts their savings account by around \$195 each year.

Get started

2025-12-08-269

From: Bank of America

Date: Wed, Dec 17, 2025, 1:52 PM

Subject: CDs offer a guaranteed rate of return – lock in your CD rate today

BANK OF AMERICA

Watch your money grow with a CD



CDs typically offer higher rates than traditional savings accounts.

Compare CD options

The power of a CD:



Guaranteed rate of return

Various term lengths that match your goals
(7 days to 10 years)



FDIC insured up to applicable limits

Choose the best CD for you:

Featured CD*

Look in a promotional rate for a specific term.

Flexible CD*

Get easier access to your money to meet liquidity needs.*

Fixed Term CD*

Select your preferred term from 28 days to 10 years.

*Early withdrawal penalty waived (except within the first 6 days of account opening or after partial withdrawals).

Compare CD options

2025-12-17-1150

From: Bank of America

Sent: Wednesday, January 7, 2020 4:01 PM

Subject: ... You've scored the chance to shop for your next car:

BANK OF AMERICA

Relax into your next ride

See how easy it is to apply for an auto loan.



Apply now

With Bank of America, you can compare on competitive rates, an easy application and a quick decision.

 Frequently before you apply with no impact to your credit score!

 Didn't see best guarantee? Tap "Full application approval"

 Look for a car online. Shop from over 1 million vehicles.
Find your next vehicle >

Estimate your monthly auto payment

Calculate payment

 Bank of America
Preferred Rewards
Preferred Rewards members can receive an interest rate discount of 0.25% to 0.50% on new auto loans! >

2026-01-01-1720



BCU Checking Onboarding Journey

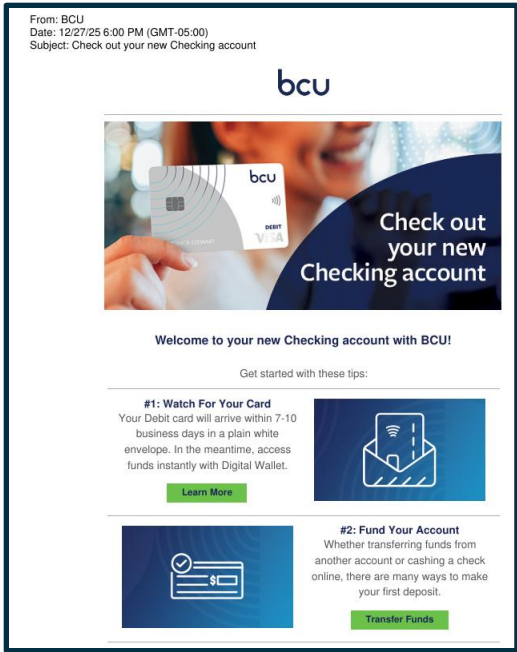
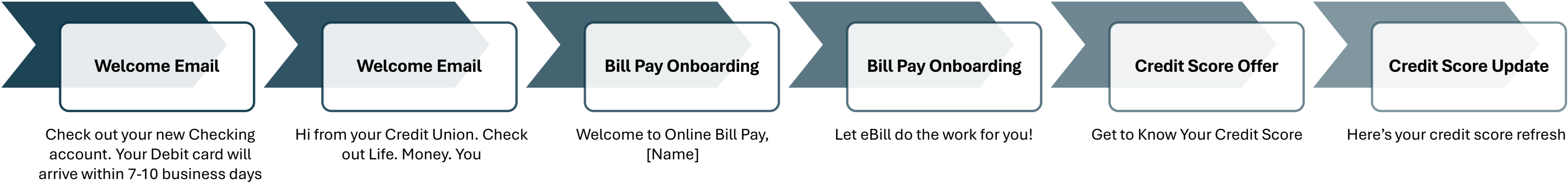
A panelist from Ohio opened a new BCU checking account in December 2025. They received several onboarding materials, including welcome emails, Bill Pay onboarding communications, and credit score monitoring updates.

Customer Journey

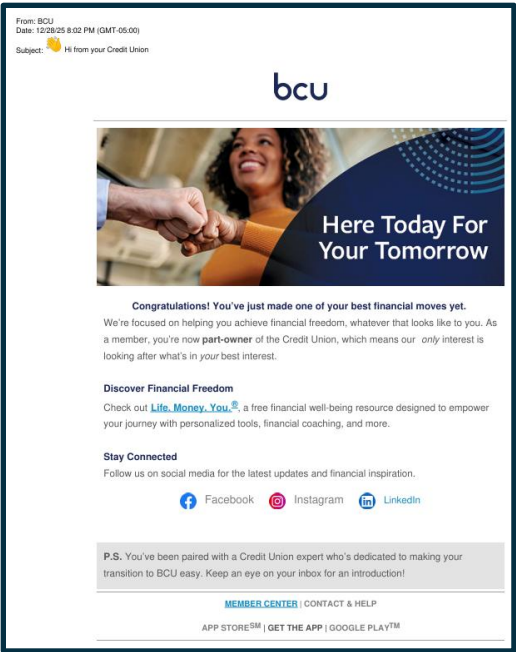
Panelist: 5061-12-41

Age:	60 – 69
Income:	\$100K - \$149K
Location:	OH

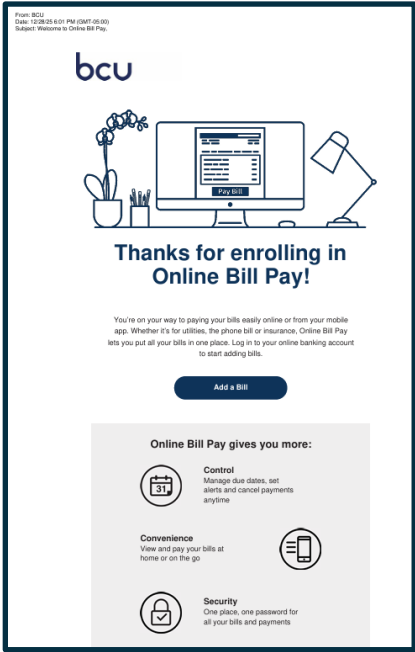
Link to Full Excel: Click [here](#)



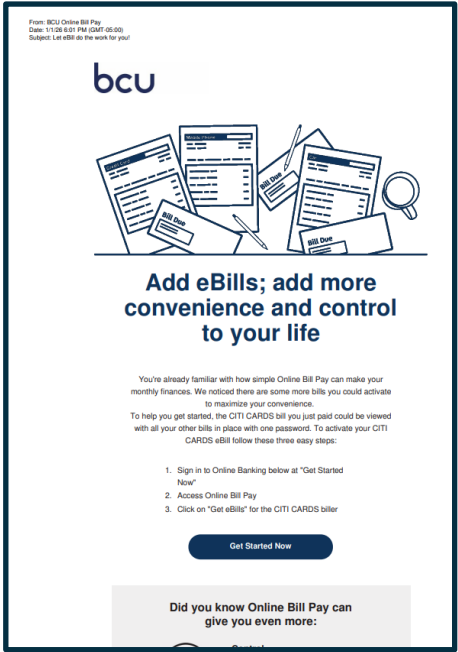
2025-12-27-426



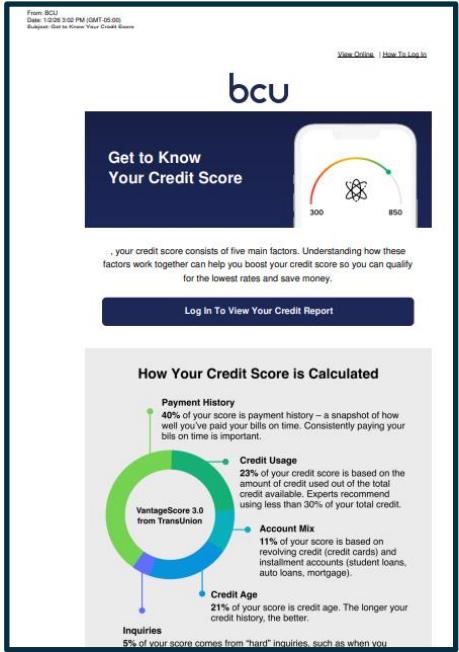
2025-12-28-27



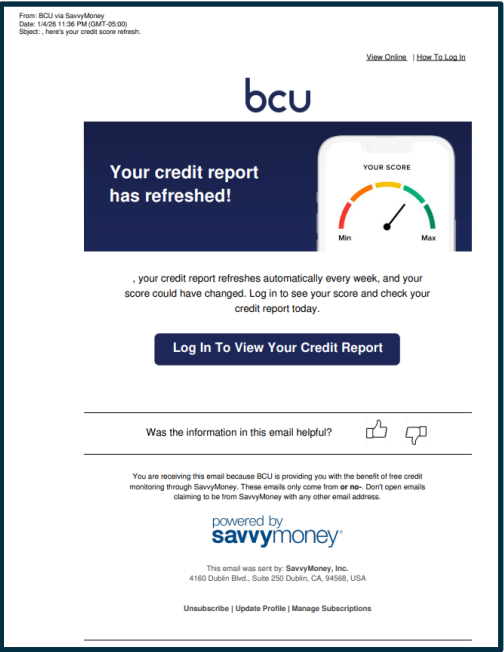
2025-12-28-60



2026-01-01-1204



2026-01-02-921

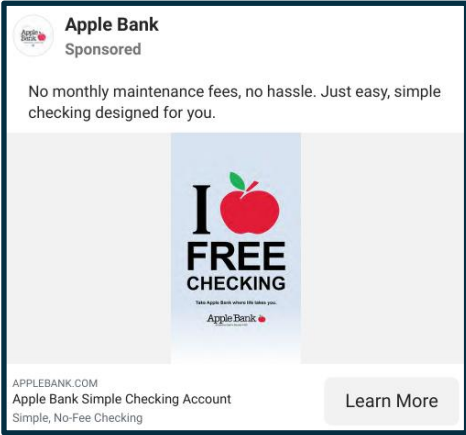


2026-01-04-1197



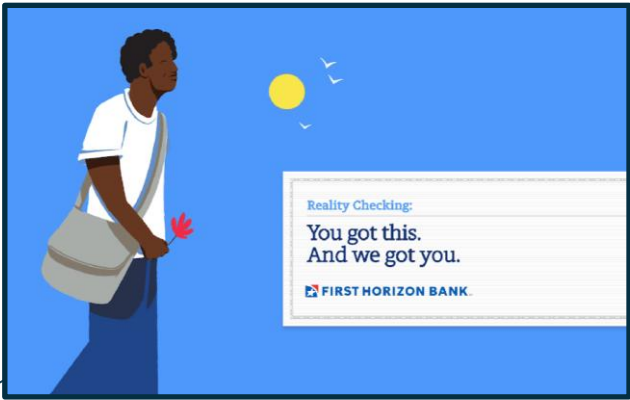
Digital Marketing: Checking Account Offers

Apple Bank



Social Media: 2025-12-05-4331

First Horizon Bank



Online Video: 2025-11-28-2765

ICCU



Online Display: 2025-12-03-2391

BOK Financial



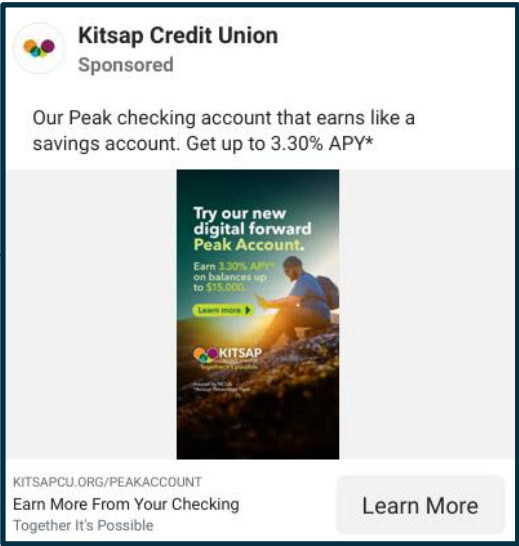
Online Video: 2025-12-10-4490


Omni-Channel Insights

Checking Account Offers

Multichannel checking account acquisition communications viewed by panelists in Q4 2025

Kitsap Credit Union



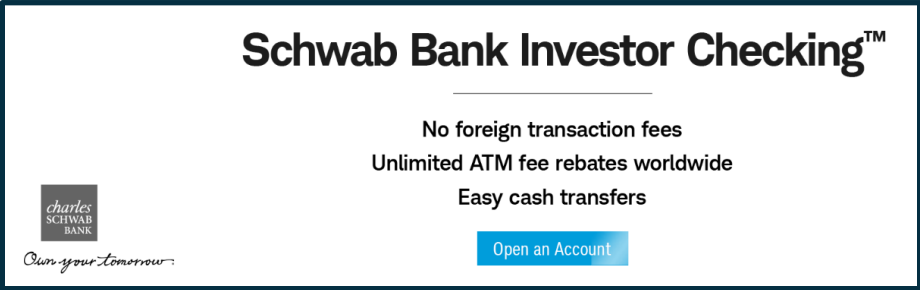
Social Media: 2025-12-01-4734

Wells Fargo



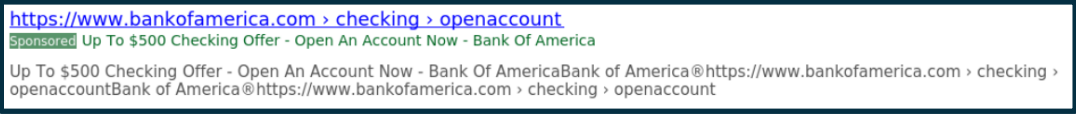
Search Engine Marketing: 2025-10-23-918

Charles Schwab Bank



Online Display: 2025-11-27-2306

Bank of America



Search Engine Marketing: 2025-11-22-1463

<https://www.betterment.com > boosted-apy > earn-more>
Sponsored 4.65% APY* for New Customers Var. Boosted APY to Earn More
4.65% APY* for New Customers Var. Boosted APY to Earn MoreBettermenthttps://www.betterment.com > boosted-apy > earn-moreBettermenthttps://www.betterment.com > boosted-apy > earn-more



Deposit Account Offers

TD Bank

 td.com
www.td.com/

Open an account today. Save more, earn more.

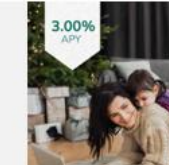
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Digital Federal Credit Union

Sponsored

Put your holiday cash to work with an Advantage Savings account. Earn 3.00% APY on any balance and plan for the new year with Goals Based Banking.



DCU.ORG

Holiday savings at 3.00% APY.
Try Goals-Based Banking.

[Learn More](#)

A man and a woman are standing on a green lawn, facing a two-story house. The woman is wearing a light blue sweater and dark pants, and the man is wearing a grey t-shirt and dark pants. They are standing close together, with the man's arm around the woman. The house has light-colored siding, a dark roof, and a white garage door with the number 3222. A silver car is partially visible on the right. In the top right corner, there is a blue eagle logo.

Savings **weather**
High Yield Savings **4.00%** APY*

TRUITY + **KU ALUMNI**
A Member Only on Home
The Official Credit Union of KU Alumni

*Federally insured by NCUA. Annual Percentage Yield (APY) is 4.00% for all savings.


Citadel Credit Union
 Sponsored

Get more out of your savings with Citadel's High Yield Savings Account. Start earning interest with a balance of \$5,000 or more.



[CitadelBanking.com](#)
High Yield Savings
 Open an account online

[Learn More](#)

 synchrony
Maximize your savings with Synchrony Bank.
HIGH YIELD SAVINGS
3.65%^{APY*}
No monthly fees. No minimum balance.
START SAVING
Member FDIC

Online Display: 2025-12-15-964



Incentives Overview



Most Observed Incentives

Company	Product	Value	Qualification	Offer
Chase	Chase Total Checking + Savings	Up to \$900	Up to \$900: \$300 when you open a Checking account and set up direct deposit totaling \$500 or more within 90 days of coupon enrollment; \$200 when you open a Savings account deposit a total of \$15,000 or more and maintain a \$15,000 balance for 90 days.	PDF Content
Wells Fargo	Wells Fargo Checking	\$425	\$425 checking bonus when you open an eligible Wells Fargo checking account with your bonus code and deposit \$1,000 in qualifying electronic deposits within the first 90 days of opening.	PDF Content
Citibank	Citi Checking + Savings	Up to \$1,500	Earn up to a \$1,500 cash bonus. Open a new Citibank Regular Checking account and enroll in this offer the same day. Open a new Citi Savings account by 1/12/2026. Deposit a minimum of \$25,000 in "New-to-Citibank Funds" within 10 business days of account opening.	PDF Content
Chase	Private Client Checking	Up to \$3,000	Up to a \$3,000 bonus when you deposit \$500,000+ and maintain your new money for 90 days from coupon enrollment.	PDF Content
Huntington Bank	Huntington Perks Checking	Up to \$600	Enjoy a \$600 bonus with Huntington Platinum Perks Checking. Everyday banking with built-in benefits.	PDF Content
TD Bank	TD Bank Beyond Checking and Savings	Up to \$600	Earn up to \$600 with new TD Bank Beyond Checking and Savings accounts. Have a total of \$2,500 in direct deposits post to the account within 60 days after account opening.	PDF Content
PNC	PNC Virtual Wallet with Performance Select + Virtual Wallet Growth Savings	\$800	Earn \$800 with a new PNC Virtual Wallet with Performance Select Checking account and set up a qualifying direct deposit(s) of \$5,000 within 60 days to the Spend account of your Virtual Wallet.	PDF Content



Most Observed Incentives

Company	Product	Value	Qualification	Offer
USAA	USAA Performance First Savings	\$300	Limited-time offer. Add \$300 to your savings. Simply apply for and open a new USAA Performance First Savings account, deposit \$15,000 in new money within 30 days, and maintain a \$15,000 daily ledger balance for an additional 90 days.	PDF Content
Citizens	Citizens Bank Private Client Checking + Savings account	Up to \$1,300	Exclusively for you - get up to \$1,300 on us. Offer ends 1/8/2026. Get \$1,000 when you open your first new personal Citizens Bank Private Client Checking account, and set up and make one or more direct deposits totaling \$10,000 or more within 60 days. Plus get \$300 when you open your first new personal Savings account on the same date as you open your new personal Checking account.	PDF Content
First Horizon Bank	First Horizon Bank FirstView Checking	Up to \$700	Get up to \$700 from First Horizon Bank! Get \$450 First Horizon Bank FirstView Checking account with direct deposits totaling \$2,000 or more within 90 days from the account opening.	PDF Content
M&T Bank	M&T Bank Checking + Savings	\$300	Get \$300 open an eligible M&T Bank Checking account by 2/27/26 with promo code. \$150 with an M&T Premium Savings account when you maintain an average monthly balance of \$25,000 in March and April.	PDF Content
Wells Fargo	Wells Fargo Premier Checking	\$2,500	Upgrade to a Wells Fargo Premier Checking account by January 13, 2026, and bring and maintain \$250,000 in qualifying linked balances to receive your \$2,500 bonus.	PDF Content
Bank of America	Bank of America Advantage Banking Checking	Up to \$500	We invite you to get more out of your relationship by opening a new eligible Bank of America Advantage Banking account. You'll be rewarded with a cash bonus offer of \$100, \$300 or \$500, based on your qualifying activities.	PDF Content



Most Observed Incentives

Company	Product	Value	Qualification	Offer
Citizens	Citizens Checking	Up to \$600	Up to \$600: \$300 when you open your first new personal Checking account, and set up and make a single direct deposit of \$1,000 or more within 60 days; \$300 when you use your new debit card for purchases.	PDF Content
Commerce Bank	Commerce Bank Checking	Up to \$700	Up to \$700 by opening any new Commerce Bank Checking account and direct deposits totaling \$5,000 within 60 days after new account opening.	PDF Content
BMO Harris Bank	BMO Harris Bank Smart Advantage Checking + Savings Builder	Up to \$560	Up to \$560: \$500 cash bonus when you open a Checking account and make a cumulative total of \$7,500 or more in qualifying direct deposits in the first 90 days after account opening; Up to \$60 in savings rewards with a Savings Builder account, \$5 reward for every month you grow your balance by \$200 or more.	PDF Content
U.S. Bank	U.S. Bank Smartly Checking	Up to \$450	Up to \$450 when you open a new U.S. Bank Smartly Checking account and complete two or more direct deposits totaling \$8,000 or more within 90 days of opening your account.	PDF Content
Pentagon Federal Credit Union	Pentagon Federal Credit Union Checking	Up to \$750	Up to \$750 bonus when you open a Checking account and make a deposit of \$50,000 within 60 days of account opening.	PDF Content
KeyBank	KeyBank Smart Checking	\$400	\$400 when you open a qualifying KeyBank Smart Checking account and make a total of \$1,000 or more in deposits within 90 days of account opening.	PDF Content



Highest Value Incentives

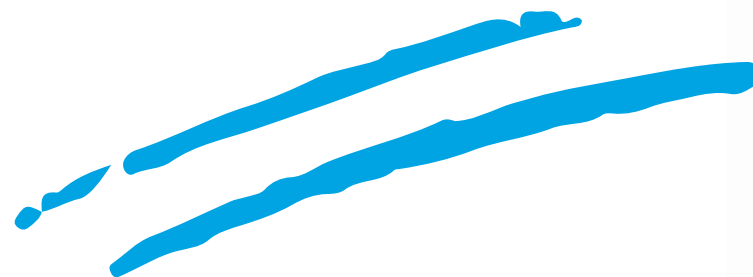
Company	Product	Value	Qualification	Offer
BMO Harris Bank	BMO Harris Bank Relationship Checking + Relationship Plus Money Market	Up to \$3,500	Earn up to a \$1,000 cash bonus when you open a new BMO Harris Bank Relationship Checking account and have the minimum cumulative total in qualifying direct deposits within 90 days of opening. Earn a \$2,500 cash bonus when you open a new Growth Money Market and deposit \$250,000 or more in new money within 30 days of account opening and maintain that balance for an additional 90 days.	PDF Content
Chase	Private Client Checking	Up to \$3,000	Up to a \$3,000 bonus when you deposit \$500,000+ and maintain your new money for 90 days from coupon enrollment.	PDF Content
Simmons Bank	Simmons Bank Private Banking Checking	Up to \$3,000	Earn up to \$3,000 when you open a new qualifying Simmons Bank Private Banking Checking account and complete required activities. Keep an average daily balance requirement across the Private Banking Checking and any Private Banking Money Market account.	PDF Content
Wells Fargo	Wells Fargo Premier Checking	\$2,500	Upgrade to a Wells Fargo Premier Checking account by January 13, 2026, and bring and maintain \$250,000 in qualifying linked balances to receive your \$2,500 bonus.	PDF Content
Citibank	Citi Checking + Savings	Up to \$1,500	Earn up to a \$1,500 cash bonus. Open a new Citibank Regular Checking account and enroll in this offer the same day. Open a new Citi Savings account by 1/12/2026. Deposit a minimum of \$25,000 in "New-to-Citibank Funds" within 10 business days of account opening.	PDF Content
Citizens	Citizens Bank Private Client Checking + Savings account	Up to \$1,300	Exclusively for you - get up to \$1,300 on us. Offer ends 1/8/2026. Get \$1,000 when you open your first new personal Citizens Bank Private Client Checking account, and set up and make one or more direct deposits totaling \$10,000 or more within 60 days. Plus, get \$300 when you open your first new personal Savings account on the same date as you open your new personal Checking account.	PDF Content
Chase	Chase Total Checking + Savings Account	Up to \$900	Start here to get up to \$900. Open a new Chase Total Checking account and set up direct deposit within 90 days of coupon enrollment. Get \$200 when you open a Savings account.	PDF Content



Unique Incentives

Company	Product	Value	Qualification	Offer
SunRise Banks	United MileagePlus Debit Rewards Card	10,000 Miles	Launch offer: 10,000 bonus miles with the United MileagePlus Debit Rewards Card. The United Airlines, Inc card is issued by Sunrise Banks. Offer ends November 30, 2025.	PDF Content
Mid Oregon Credit Union	Mid Oregon Credit Union Free Checking	\$250 gift card	Open any Mid Oregon Credit Union Free Checking account today for your chance to win a \$250 local gift card!	PDF Content
Patelco Credit Union	Patelco Credit Union Free Checking	\$500 Safeway e-gift card	Win a \$500 Safeway e-gift card. Open a Patelco Credit Union Free Checking for your automatic entry. We're giving away \$100,000 in Safeway e-gift cards to make the holidays brighter this season.	PDF Content
Rally Credit Union	Rally Credit Union Checking	\$25 gift card	Open a Rally Credit Union Checking account and get a gift! You'll receive 350 points that can be redeemed for a \$25 gift card of your choice.	PDF Content
Cornerstone Bank MA	Cornerstone Bank MA uChoose Rewards	5,000 Points	You're starting with 5,000 bonus points when you register your Debit Card with uChoose Rewards. What are you waiting for? Open a Cornerstone Bank MA uChoose Rewards Checking account today.	PDF Content

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