

Regional Commercial Bank Case Study

Low Attrition, High Acquisition



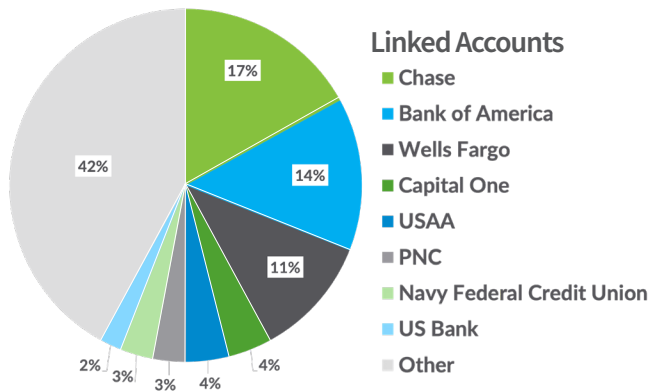
Record Results from High Yield Savings by Plinqit

Total Deposits
\$2 Billion
 January 2024 - present

Average Balance
\$45,398

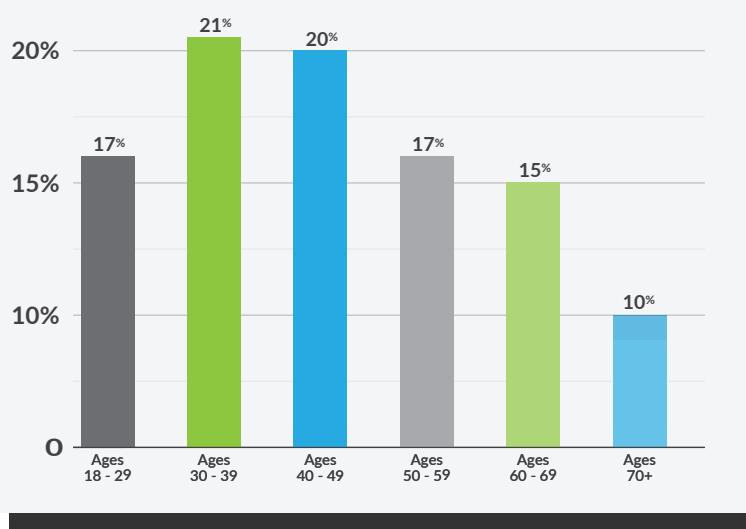
Deposit Sources

46% of deposits derived from top-10 banks



Age Range

58% under 50 38% under 40



Household Income

Total HHI	Depositors
less than \$50,000	15%
\$50,000-\$99,999	29%
\$100,000-\$249,999	42%
\$250,000-\$999,999	14%
\$1,000,000-\$5,000,000	0.6%
greater than \$5,000,000	0.1%

94% of depositors who link FUND

72% of depositors who register FUND



Grow deposits your way. info.plinqit.com

