

Selection A

Your Brand Bank of America

Selection B

Compare Against Chase

Clear Search

Go!

Unique Counts

1,819,201

Bank of America App Installs

Unique Counts

1,843,693

Chase App Installs

Top Apps by Category

All

Bank of America

 Bank of America Mobile Banking


100% Bank of America Users

 Facebook

98% Bank of America Users

 Messenger – Text and Video Chat for Free

90% Bank of America Users

 Google Pay: Pay with your phone and send cash

77% Bank of America Users

Top Apps by Category

All

Chase

 Chase Mobile

100% Chase Users

 Facebook

98% Chase Users

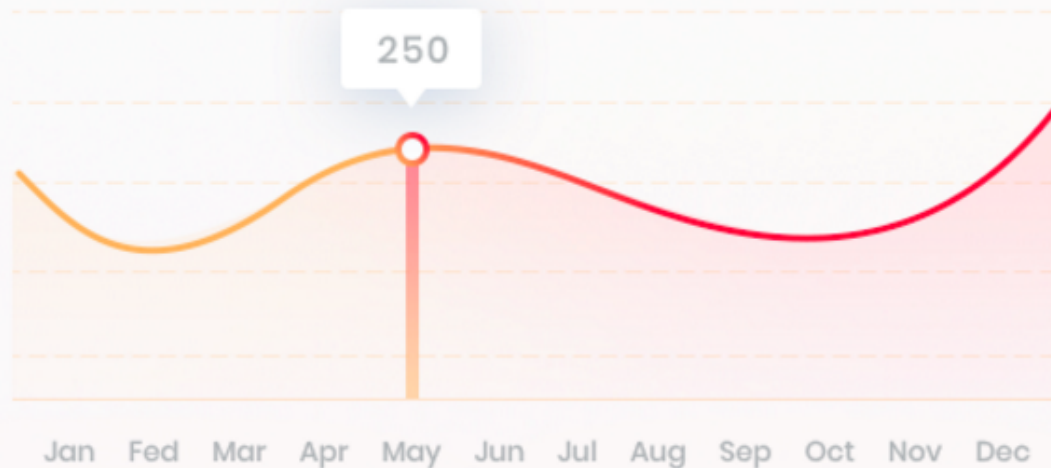
 Messenger – Text and Video Chat for Free

92% Chase Users

 Instagram

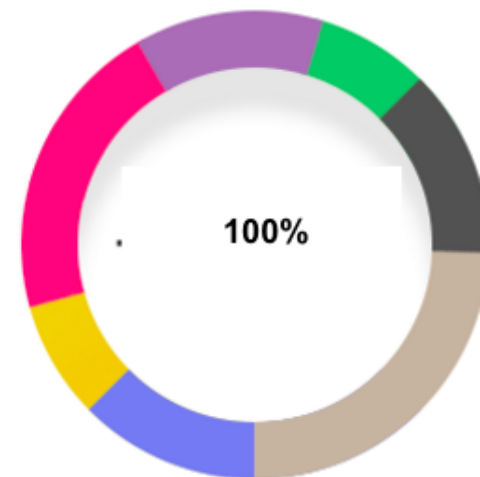
78% Chase Users

Visitations



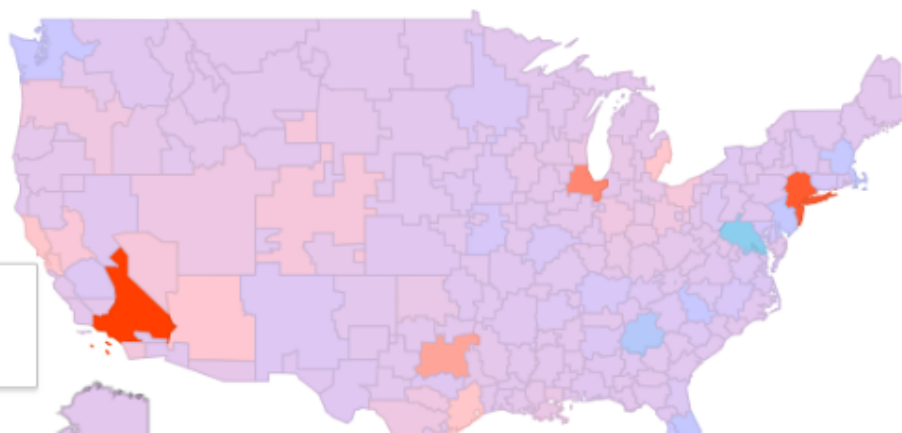
Other Vertical Visitations

- 25% Vehicle and transport
- 23% Groceries and food
- 18% Clothes and shoes
- 16% Cafe and restaurants
- 15% Mobile and internet
- 10% House and services
- 9% Other expenses

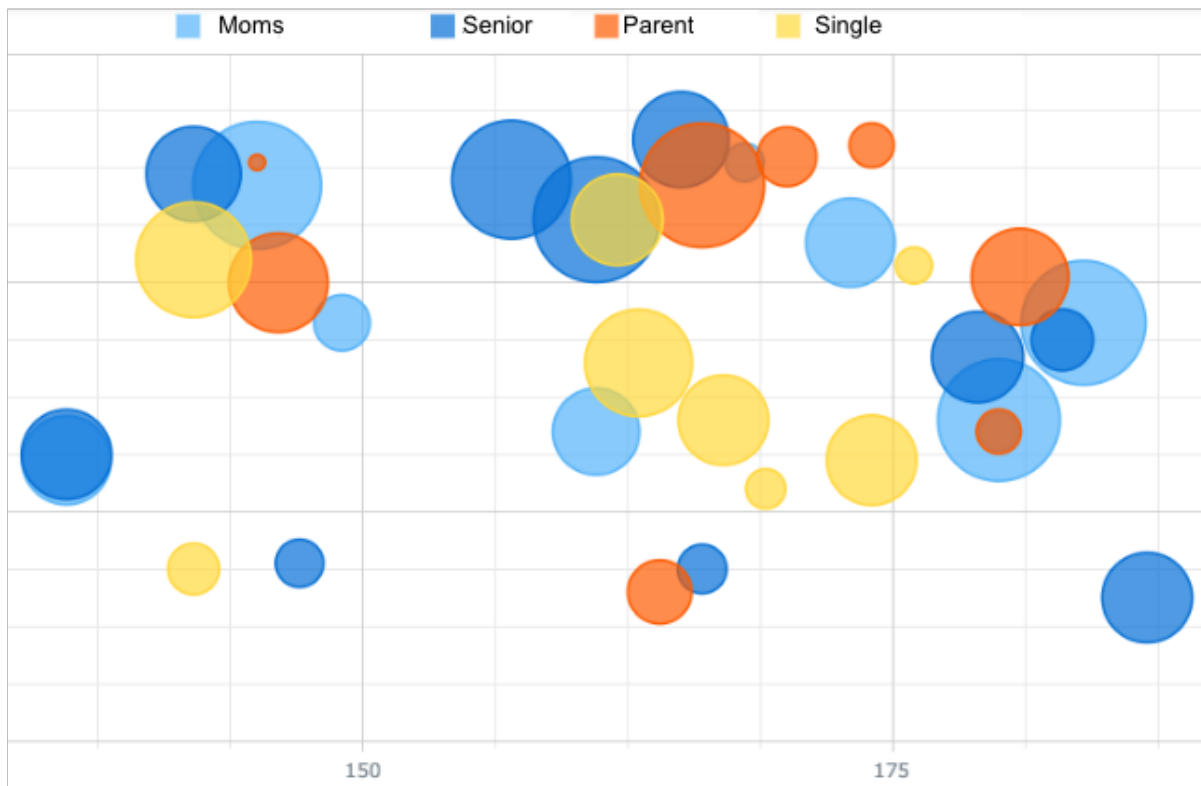


Bank of America vs Chase

745 - Fairbanks, AK
Bank of America: 0.02%
Chase: 0.01%

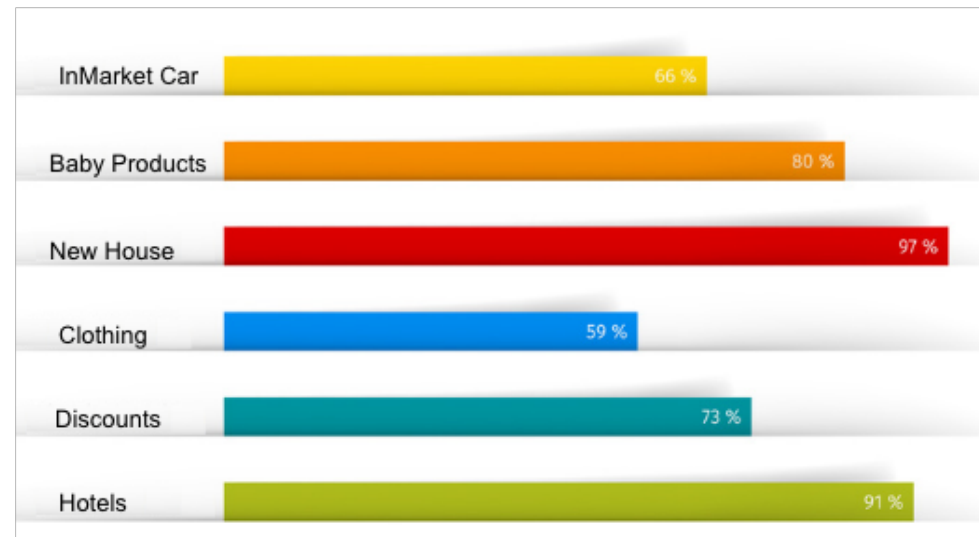


Personas

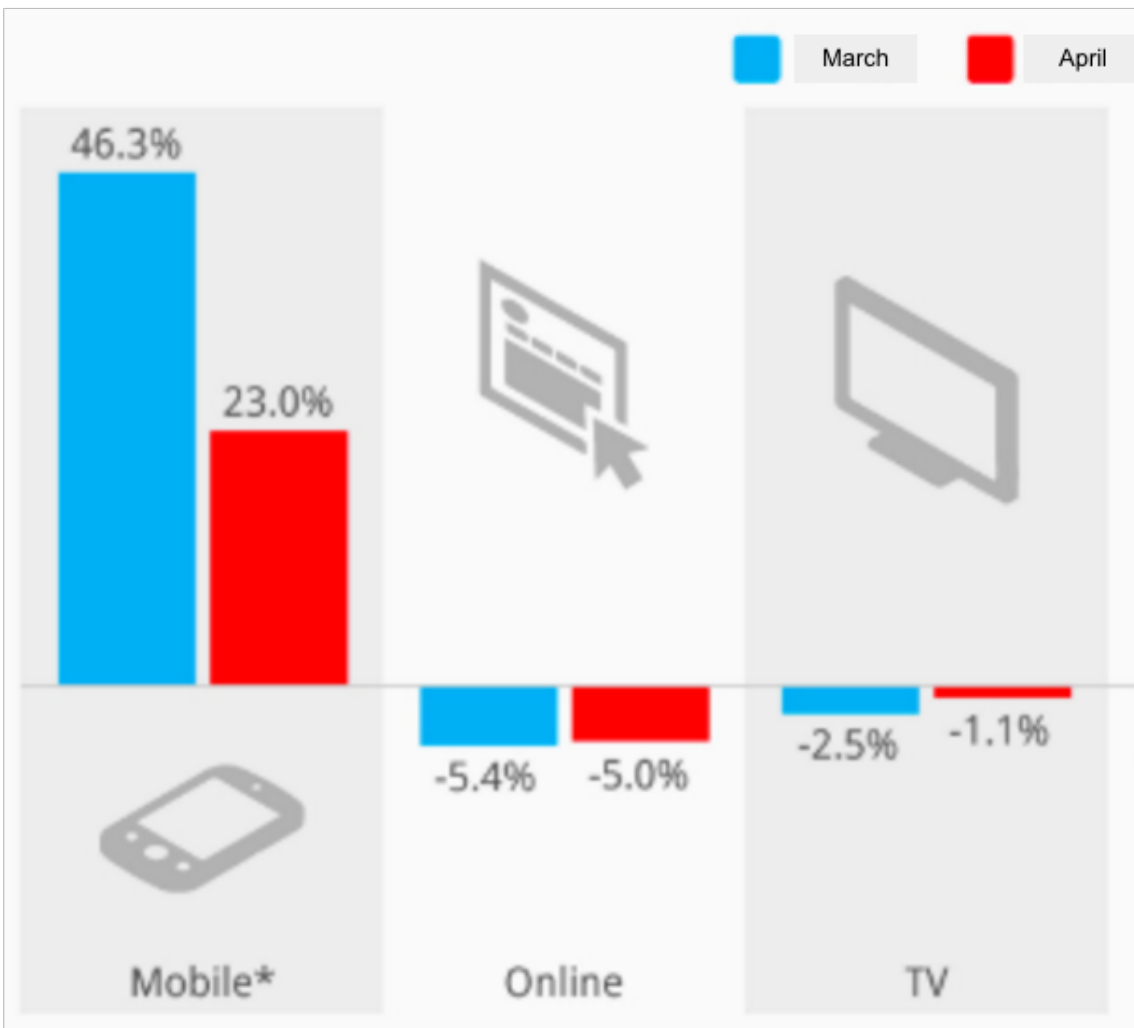


Ethnicity, Age and Other Demographic Charts here

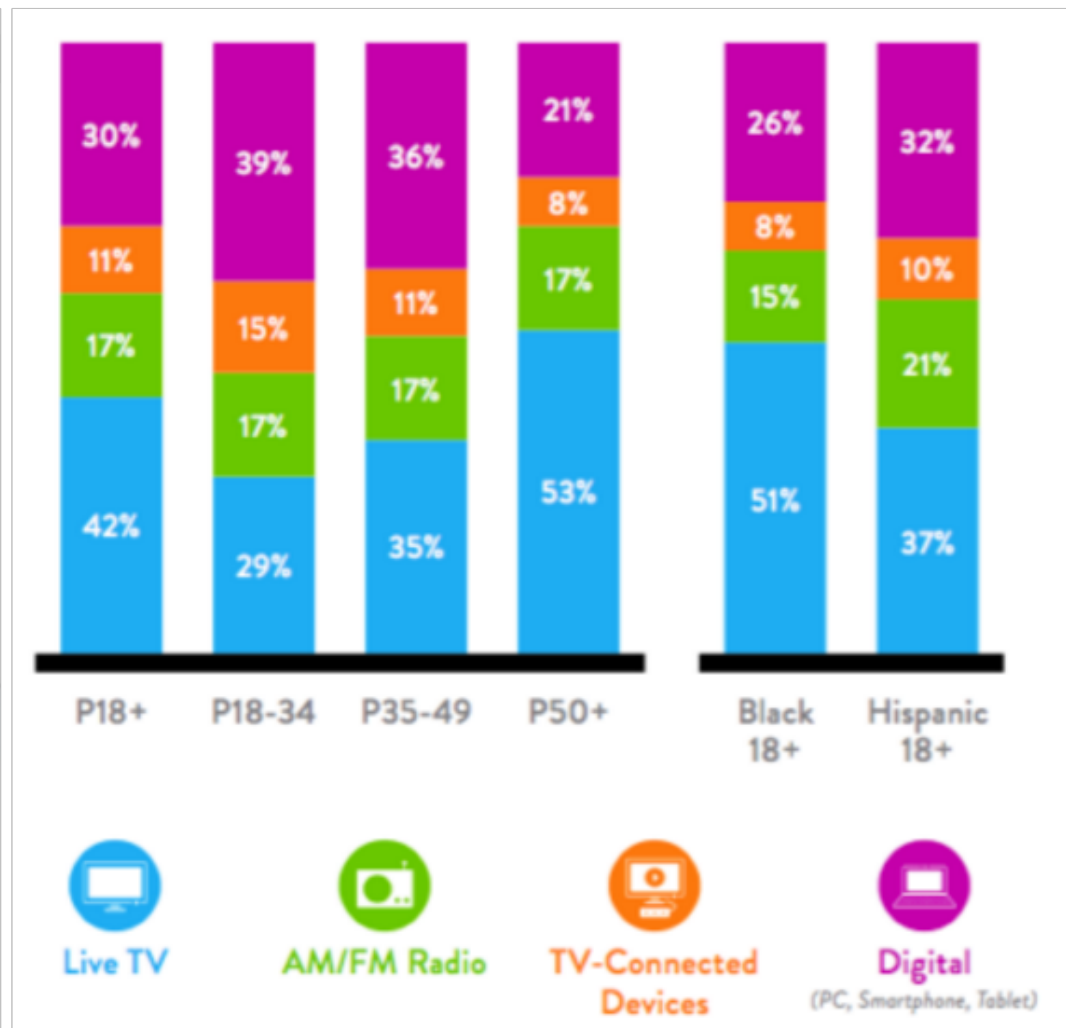
Opportunity Chart



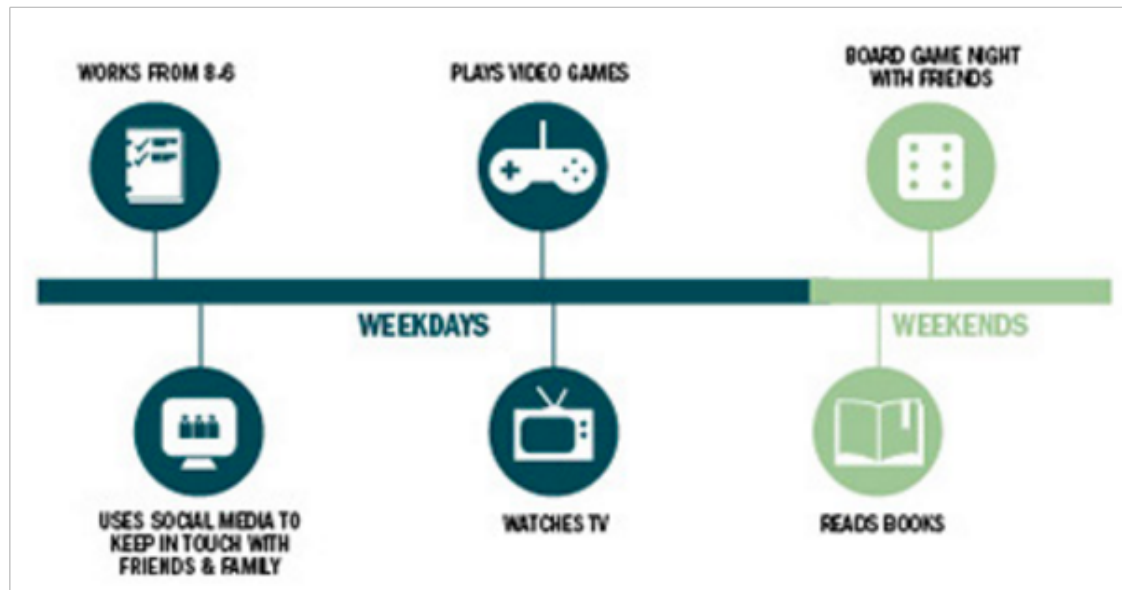
Media Consumption



Media Consumption (persona level)



Activities that customers involve in



Define Personas of Customers

VALUE CONSCIOUS

41% practice "showrooming" ⁶
>50% of Millennials use four or more sources to help them make their purchase decision ¹



ALWAYS CONNECTED

63%  73% 

adult smartphone owners in the US **don't go an hour without checking their phone** ²

75% of Millennials are disconnected for an hour or less per day ²

50% check their phones before they sleep and after they wake up ⁴

