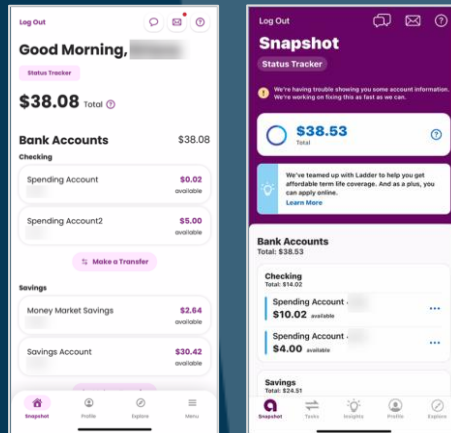


Ally Bank redesigns home screen

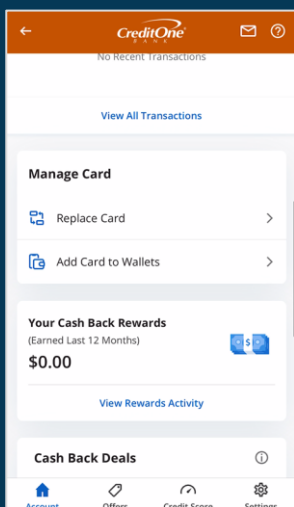
Ally Bank recently updated its mobile app home screen, offering a lighter and more minimalist look while prioritizing money movement. The trademark purple has been maintained but is now used more sparingly in the form of an accent color to highlight account balances and app functionality.

While Ally did not make major changes regarding the information provided on the home screen, there are a few subtle differences compared to the old interface. As part of the redesign, the brand simplified the navigation bar at the bottom of the screen by reducing the number of buttons from five to four. The Tasks and Insights buttons were removed and a Menu button added for easy access to wider app functionality. To facilitate easy money movement, Ally Bank prominently placed a Make a Transfer button in the middle of the home screen.

The new interface features ample negative space and minimal text, cutting down on distractions and making it easy for users to view vital account information and engage with the app.



Ally's new and old home screens



Credit One adds card order and wallet integration

Credit One has integrated the ability for users to order a new card, and add cards to device wallets from the app.

Previously, customers had to call the provider to report a card as lost, stolen or damaged. Now, if a card is damaged users can request a replacement for a \$25 fee through the app. To report a card as lost or stolen, they must still call customer services. The replacement order feature is not available on desktop.

More than half (59%) of US-based credit card providers tracked by the Digital Banking Analyzer offer the ability to order a new card in the app.

Users can also now add their Credit One cards to the device wallet through the card management interface. The same number of credit card providers (59%) offer the service.

For digital natives these types of card management tools are expected in app, and on desktop. With the increasing volume of payments going through digital wallets, being able to easily add a card through the banking app is important. Indeed, more than a quarter (27%) of retail checking providers allow customers to add their debit cards to wallets. That number will only increase.

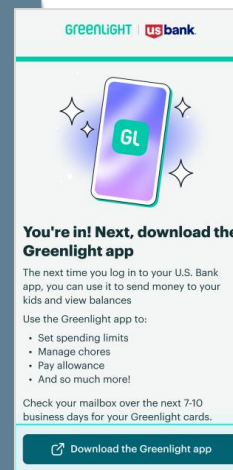
U.S. Bank partners with Greenlight

U.S. Bank has announced teamed up with Greenlight to offer customers with eligible checking accounts complimentary access to the fintech's debit card and financial literacy tools for kids and teens.

The free Greenlight service offered through U.S. Bank is Greenlight Select, a slightly slimmed down version from the fintech's standard stand-alone products, which start at a monthly fee of \$4.99.

With Greenlight Select, kids and teens can learn to spend, save, and manage their finances responsibly under the supervision of their parents. The service offers debit cards for up to five kids, and parents can make instant money transfers, get real-time notifications, block and unblock the debit card, track transactions and balances, as well as monitor transfers their children receive from friends and family. The app also allows users to manage chores and earn an allowance. In addition, kids and teens have the option to play Greenlight Level Up, an educational game that features challenges and offers rewards to that educate financial literacy.

U.S. Bank is the first financial institution to offer Greenlight through an embedded mobile app experience. Users can start the enrollment process from the home screen via a prominently placed banner from which they can connect their checking account to Greenlight. Here they enter their kids' information and create login credentials to the Greenlight app.



Advisors Plus on... Attracting the right demographic

Institutions are increasingly looking to attract younger consumers. The US Bank Greenlight partnership highlights an emerging strategy of providing a "free" product to attract the desired demographic.

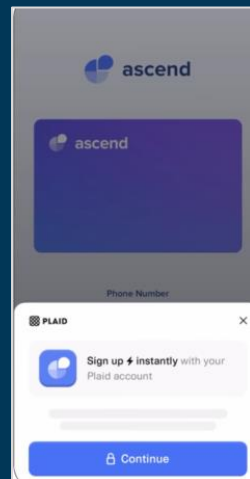
Plaid Layer announced in shake-up to IDV market

Plaid has announced the launch of an authentication service, entitled Plaid Layer, whereby phone numbers registered on the Plaid Network can be securely onboarded to third party accounts and businesses.

Layer essentially relies on the telephone number linked to the applicant's Plaid account. When registering a new user to a business, Plaid confirms if a number is registered with the network. Users are then given the choice to sign up using Plaid and Layer authenticates the user, presenting them with everything from their name, date of birth, SSN and most relevant previously linked bank account. They then hit share to permission their full identity through know-your-customer (KYC) processes with the new provider, as well as sharing their bank account details.

Layer is based on real time direct-to-carrier SIM authentication and uses machine learning to combat fraud. Businesses can select the data that they need from what's stored on the network, and Plaid only charges when the user successfully shares their information.

Participating entities can authenticate numbers and devices with silent network authentication, passkeys or SMS one-time passwords. Phone numbers' reputations are evaluated and notifications sent of SIM swaps, recent port outs or disconnects. Announcing the news, Plaid has stated that Layer will increase end-to-end sign-up rates by 10-25% and onboarding can take just 15 seconds.



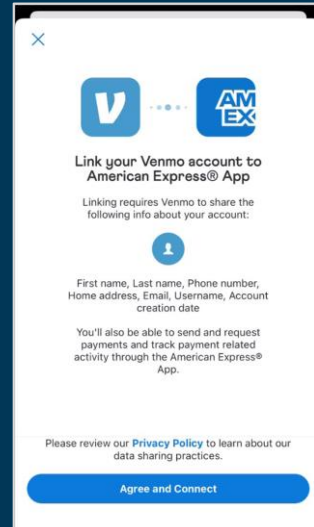
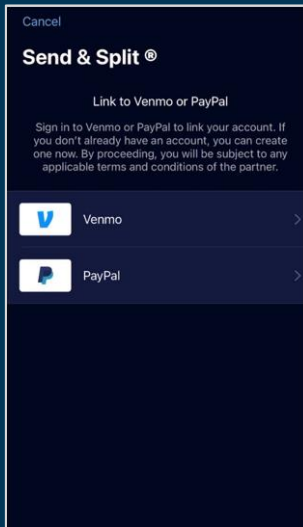
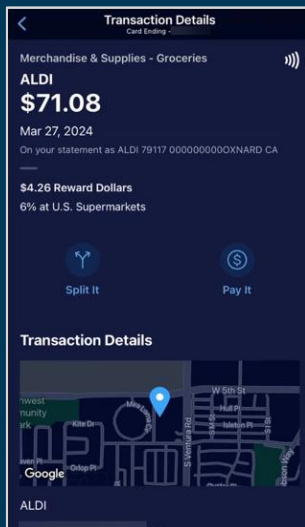
IN FOCUS: Amex offers Split It functionality

STAT OF THE MONTH

73%

of U.S.-based retail checking providers allow users to connect external accounts via APIs in app*

*tracked in the Digital Banking Analyzer



American Express' Split It functionality offers the benefits of utilizing services like Venmo or Paypal without the need to switch between separate apps. This feature can be found directly within the transaction details via a Split It button, allowing users to link their American Express account to these third-party providers in order to send payment requests to up to 20 contacts at a time.

American Express also offers the same benefit of other third-party transaction split providers like Splitwise and automatically calculates each contact's share of the specific transaction, negating the need for users to make manual calculations. When a contact accepts the request, the user immediately gets a statement credit added to their American Express account, whether the transaction is pending or posted. This feature sets American Express apart from competitors by offering a unique, integrated solution for splitting expenses.