

# Regional Commercial Bank Case Study

## Low Attrition, High Acquisition



### Record Results from High Yield Savings by Plinqit

#### Total Deposits

**\$3 Billion**

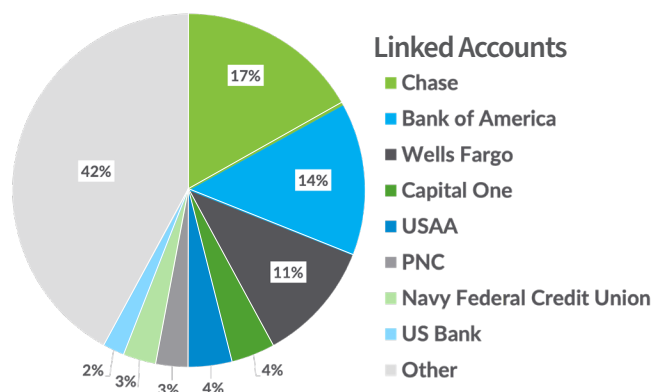
January 2024 - present

#### Average Balance

**\$45,398**

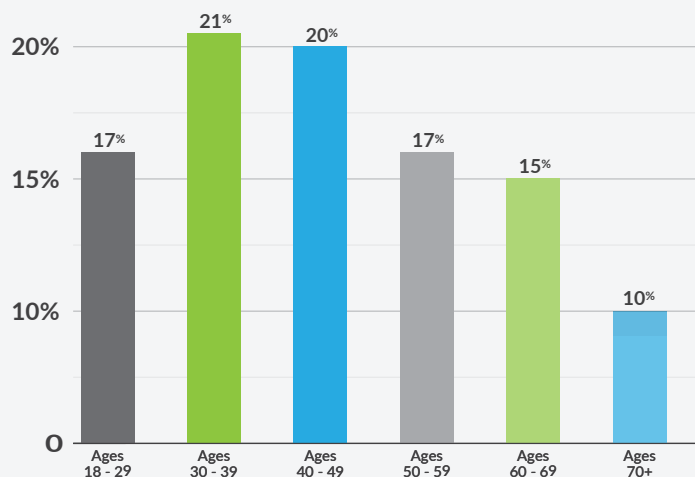
#### Deposit Sources

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](https://info.plinqit.com)

