



Bringing pay by bank to dispensaries with Dutchie

Streamlining bank account linking so customers can pay by bank

"Plaid has allowed us to enable a modern normalized consumer payment experience in a very challenging industry. We have been able to build a consumer and merchant-friendly experience by using Plaid to address the otherwise complicated and painful processes of open banking. In an industry that is often not supported by many fintechs, it's great to partner with Plaid to bring traditional commerce experiences to the industry."



Doug Rodewald
Head of Payments, Dutchie

plaid.com

[Dutchie](#), the SaaS platform that enables over 60% of legal cannabis commerce, leverages Plaid to streamline bank account linking and improve fraud management so consumers can pay by bank instead of cash at their favorite dispensaries. Plaid has helped Dutchie create a best-in-class payment experience in the US cannabis industry.

Problem

To provide pay by bank as a primary payment option online and in-store, Dutchie needed a secure and efficient way to link point-of-sale and ecommerce consumers to preferred financial institutions. They also required real-time access to account balances to ensure sufficient funds before completing a transaction.

Solution

Plaid enabled Dutchie to securely obtain consumers' account and routing information and perform a real-time balance check at the point of purchase. Dutchie can now quickly onboard consumers to pay by bank and confidently verify that there are enough funds to cover the purchase, reducing the likelihood of failed transactions, ACH returns, and losses.

Key Results

- Testing "Pay with DutchiePay" against "Pay by Bank Instantly," as recommended by Plaid, resulted in a 14% increase in online customer enrollment success. The clear, upfront language provided in the ecommerce payment button helped guide customers through the process with ease.
- Dutchie's administrative ACH returns dropped by 17% compared to their previous provider, thanks to Plaid's bank verification solution.

Plaid is a global data network that powers the tools millions of people rely on to live a healthier financial life. Our ambition is to facilitate a more inclusive, competitive, and mutually beneficial financial system by simplifying payments, revolutionizing lending, and leading the fight against fraud. Plaid works with over 8,000 companies including fintechs like Venmo and SoFi, several of the Fortune 500, and many of the largest banks to empower people with more choice and control over how they manage their money. Headquartered in San Francisco, Plaid's network spans over 12,000 institutions across the US, Canada, UK and Europe.

Questions? Reach out to our sales team at info@plaid.com