

## Accelerate your customer's deposit account opening experience with Plaid's Account Authentication Solution

*Upgrade your customer experience and acquire more customers*

# 7 seconds

Plaid connects to user bank accounts in as little as 7 seconds

# 3.2x

An online bank saw that users who linked an accounts with Plaid were 3.2x more likely to fund their account

# 130%

One of Plaid's FI customers saw a 130% improvement in its overall conversation rates after integrating with Plaid

### THE CHALLENGE

*Traditional account linking is cumbersome, leading to customer drop-off*

Consumers no longer compare banks with other banks. Instead, they're measuring them against fast, convenient, and seamless services like Amazon, Netflix, and Uber. This means that funding new accounts via traditional, more manual methods likely no longer meets customer expectations.

Entering routing and account numbers and waiting 1-3 days to verify micro-deposits can be frustrating and can result in customers dropping out of your new account flow.

- According to the publisher of the Digital Banking Report, "The abandonment rate for online account opening is 19%. Abandonment rates increase significantly as the time required to complete an application increases."

### JOINT SOLUTION

*Fast, seamless, and secure account authentication*

The nCino + Plaid partnership allows customers to instantly authenticate their account and routing number, making it easy for them to link accounts in order to fund depository accounts. With Plaid and nCino, FIs reduce onboarding friction, resulting in an increase in rates in which customers successfully open and fund new accounts.

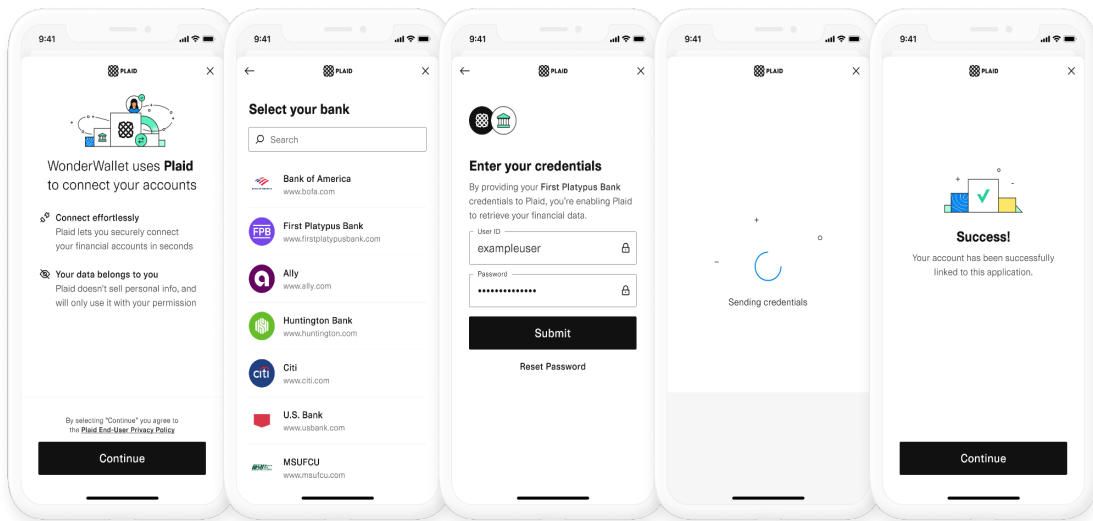
# nCino's Integration with Plaid: Partnership FAQ

## WHO IS PLAID?

- **Making digital finance possible.** Plaid makes it easy for consumers to securely connect their financial accounts to the services they choose. As the category leader in data aggregation and open finance, Plaid powers the digital financial ecosystem, enabling consumers to connect financial accounts at over 12,000 institutions globally to more than 6,000+ apps. Roughly 1 in 3 US consumers with a bank account have used Plaid to connect to a financial institution or a fintech app.
- **Trusted by consumers through user-permissioned data.** Plaid is a leader in transparency, and openly discloses to end-users how their data will be handled, stored, and used. Plaid **does not** sell, rent, or share user-permissioned data with any unauthorized third parties. For more information about Plaid's end user data policies, <https://plaid.com/how-we-handle-data/>.

## WHAT IS PLAID LINK?

- Plaid Link is the client-side module that will be embedded into an nCino customer's digital banking journey and enables end-users to authenticate and link their accounts during the account funding process.
- Plaid Link will handle credential validation, multi-factor authentication, OAuth flows, and error handling for each institution that we support. Link works across all modern browsers and platforms, including web, iOS, Android.



For more information around Plaid Link, please visit <https://plaid.com/docs/link/>.

## WHAT IS PLAID AUTH?

- Plaid Auth allows users to instantly authenticate their account and routing number, making it easy for them to link accounts in order to fund depository accounts. This method of authentication is available for a majority of bank accounts in the US.