

Boost Revenue and Customer Engagement with Zelle® Small Business



Financial Institutions (FIs) that enable Zelle® Small Business see higher engagement, transaction volume and value. You can too!

Increase Digital Engagement

11.25%

Average monthly transaction growth after offering Zelle® Small Business.¹

Rolling 12 month – MoM % of Cohorts (<7MM/>7MM)

Help Small Businesses Adapt

82%

Small business owners have accelerated the use of digital payments since the pandemic.²

Retain & Improve Customer Loyalty

\$612.23 B

Expected value of digital transactions by 2023.²

Small business is experiencing a growing demand for digital payment options. Zelle® is a fast, safe and easy way for small businesses to send, request and receive money directly between eligible bank accounts in the U.S.⁸

Zelle Network® Definition of Small Business

“A privately owned corporation, partnership or sole proprietor that maintains a small business deposit account on the participant’s retail banking platform. A disburser, large corporation or Out-of-Network User may not be classified as a small business customer.”

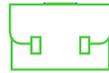
Each bank and credit union may define their own small business customers according to their specific criteria if it fits into the above definition.

Good Target Businesses

Businesses that primarily accept cash and checks for payments can benefit from Zelle® Small Business:



- Landlords
- Landscapers



- Electricians
- Plumbers



- Hair Stylists
- Dog Sitters



- Tax Specialists
- Contractors



- Tutors
- Coaches

Help Your Business Customers Succeed

Give your small business customers and members what they need to meet their customers increasing demand for digital payment options with Zelle® Small Business.

Contact me today:

For more information, please visit our [website](#).

1 Bank reported data and Zelle Shared Directory

2 Small Business Trends SmallBizTrends.com January 18, 2021

3 B2B payments: Transitioning from high touch to high tech. Better SMB, March 12, 2021

4 SMBs in the digital race for the customer. Deloitte, 2016

5 MBs willing to switch banks for faster payments. PYMNTS, April 13, 2017

6 Small-Business Electronic Payment Adoption: What Banks Need to Know. Aite Group, December 2017

7 Making Real-time payments a reality: Rising demand for real-time payments. PYMNTS, January 2020

8 U.S. checking or savings account required to use Zelle®. Transactions between enrolled users typically occur in minutes. To send or receive money with a small business, both parties must be enrolled with Zelle® directly through their financial institution’s online or mobile banking experience.