

direct deposit acquisition.

Digital account opening is table stakes for banks and credit unions. Digitally funding accounts is following the same trend as customers continue to rapidly adopt digital-first services following the pandemic.

Atomic's payroll API solutions enable banks and credit unions to seamlessly integrate a digital account funding experience that boosts direct deposit acquisition.

The problem with traditional direct deposit acquisition

Today, the traditional paper method to set up or make changes to direct deposits has high customer drop-off rates and puts banks and credit unions at risk of fraud.

Our approach

With Atomic, banks and credit unions can securely access and update systems in real-time resulting in higher conversion rates of customers setting up accounts with a primary funding source and reducing the risks and costs of maintaining unfunded accounts.

Why customers partner with Atomic

Team — Atomic was founded by serial entrepreneurs with a track record for building scalable financial technology and partnering with financial intuitions of all asset sizes.

Experience — The entire leadership team and many founding engineers have experience working in the financial services industry and understand the complexity of integrating with legacy infrastructure without sacrificing on information security or regulatory compliance.

Comprehensive coverage — Atomic has built and maintains 450 unique integrations with payroll providers that covers over 125 million workers, or 75% of the workforce.

Our segmented coverage includes:

- Incumbent payroll providers - ADP, Workday, Paychex
- Bespoke enterprise solutions - Walmart, Citi, and Costco
- Modern HR tech providers - Gusto, Rippling, JustWorks
- Gig-economy platforms - Doordash, Lyft, Uber
- Government systems - Defense Finance Accounting Service (DFAS), the United States Postal Service (USPS), and state unemployment systems

Conversion — Stronger lift in users setting up and updating accounts with direct deposits and successful authentication rates benchmarked to other vendors on the market.



results.

50% lift on direct deposit customers in the first thirty days of onboarding with Atomic compared to another vendor

fast facts.

450+ unique payroll integrations

~65% - 75% of the U.S. workforce

125M workers mapped by Atomic

75% consumer authentication rate for 3-month average

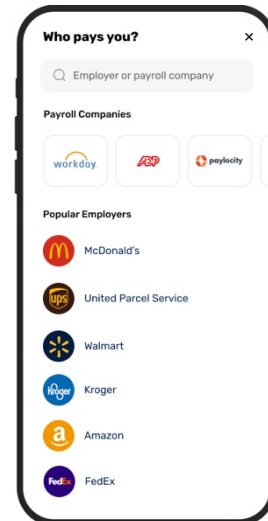
12 of 25 top neobanks work with Atomic to acquire and retain US-based customers

1.5M consumers are using Atomic on a monthly basis

With the Atomic payroll API for direct deposits...

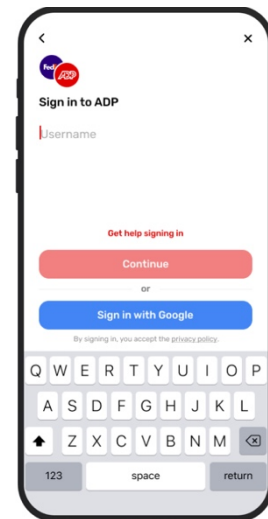
Your applicants can

- Make changes in real-time access means that can take effect within the current or by the next pay cycle versus weeks or months with manual methods.
- Setup primary account funding any-time, anywhere, across devices and operating systems.
- Setup or reset their username and password credentials in minutes.
- Securely reverify after the first successful authentication with a linked account.
- Identify their payroll provider or their employer using our comprehensive mapping customizable search.



Your financial institution can

- Customize the omnichannel experience to align to your branding, customer journey, and meet compliance standards.
- Verify applicant information against payroll systems and prevent identity fraud and comply with anti-money laundering (AML) and know your customer (KYC).
- Eliminate dependency on customers to contact their HR departments to change direct deposits and remove friction with complex payroll integrations.
- Tailor cross-sell offers with income and employment insights gained from the direct deposit.



"From a pure value alignment standpoint, working with a partner that recognizes all the different access points that our consumer and the community we serve require is what drove the interest in partnering with Atomic."

-CEO OF A TOP 25 US NEOBANK WITH 2M+ CUSTOMER ACCOUNTS