

# Turn Up Customer Engagement with Digital Account from Marqeta

## What is Digital Account from Marqeta?

A day-to-day digital banking solution delivered through a card program for digital-first banks, non-banks and financial services companies. Digital Account includes everyday services like direct deposit, bill pay, point-of-sale purchases and cash at ATMs that can increase cardholder engagement and card use. Easily launch your own non-bank service, or add services to your existing financial services using prepaid cards.

### Benefits

- Bring new products to market rapidly for new revenue streams.
- Increase customer stickiness and lifetime value.
- Instantly create cards and provision them to digital wallets.
- Bring new services to market rapidly for new revenue streams.

### Primary Use Cases

- Digital-first banks and non-banks launching new services via a mobile app to consumers.
- Lenders, wealth managers, personal finance providers integrating digital banking solutions with their existing services.
- SMB companies issuing expense cards to increase cardholder engagement and spending.

## How does Digital Account from Marqeta work?



### Digital Account Features:

- Direct Deposit
- Bill Pay
- Point-of-Sale
- ATMs
- FDIC Insured

**Want to learn more? Please contact [partner@marqeta.com](mailto:partner@marqeta.com)**

Marqeta powers modern payment solutions for companies innovating new services and process flows in our digital world. Our platform, open API and advanced analytics provides unprecedented control for companies to issue cards, authorize transactions and manage payment operations with ease. Marqeta is the global standard for modern card issuing.