

# Fast. Secure. Invisible to your users.

The only financial technology that gives your users instant access to 12,000+ institutions. Delivered by APIs that integrate seamlessly with your software. For smooth and secure connectivity.

<Image demonstrating the benefits of financial connectivity. Plaid's current homepage hero section displays a graphic showing people connecting with financial institutions and each other. The existing graphic could be beneficial for humanistic decision-makers.>

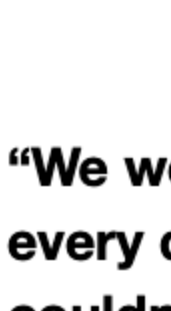
TRUSTED BY OVER 8,000 CUSTOMERS

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**"Our growth wouldn't have been possible without Plaid. If we had asked users to dig out their checkbooks, if we had asked them to verify microdeposits, many of them never would have completed our signup flow."**

– Marshall Hayner, Founder and CEO, Metal

## "We were getting multiple emails every day from users who couldn't sign up because we didn't support their bank."

Your users don't have patience for a 3-day microdeposit. Or a one-week income verification.

Your teams don't have time to resolve hundreds of customer complaints.

Stop losing users before they make it through the signup process. Free your developers from user connectivity tickets. And put an end to manual approvals.

## Say goodbye to 3-day microdeposits

Grow customer retention by giving your users the instantaneous speeds they expect.

Your customers won't even notice Plaid working in the background. After your users connect with Plaid, their accounts automatically integrate with your software.

Achieve standardized income verification.

Accomplish automated approvals.

Get KYC verification in seconds.

24/7.

Goodbye, microdeposits

## Offer instant transfers. Super-fast signups. No lags. All with Plaid.

<Image: Include a graphic showing a cell phone screen using an app supported by Plaid (the screen would show the end-user's view). This could be an example of a successful transaction demonstrating the benefits explained in the above header. For better social proof, use a real Plaid customer's app with fake user data.>

## You deserve financial technology that will delight your users

Imagine your users signing up *and* funding an account on your app. All in a single session.

Plaid APIs connect to 12,000+ financial institutions. So your customers get their full financial picture. All with your app.

Plus, you'll get 24 months of up-to-date transaction data. So you can always offer relevant suggestions and insights.

**"The speed Plaid allows us is fundamental to our customer experience. If we can't verify people quickly, they'll look for another option. It's as simple as that."**

– Hameto Benkreira, Head of Member Growth, PadSplit

## Accomplish smooth implementation

You deserve more than a buggy extension to your smooth-running app. You can implement Plaid with as little as 30 lines of code.

Your software seamlessly integrates with Plaid APIs. So your users get improved connectivity.

And your developers can put their focus back on your product.

**"Plaid is on the same level as us—that's to say, they take good care of their customers. From a design, engineering, and support point of view, the quality of their team is top-notch."**

– Andrés Ugarte, Founder and CEO, Copilot

## Stash increased customer retention by 15%

Stash customers who connect with Plaid have 15% greater retention than customers who use microdeposits.

After switching to Plaid, 21% more Stash customers were able to connect to outside financial accounts.

And 19% more customers funded their Stash accounts.

## SoLo increased customer conversions to 77%

SoLo's Plaid integration took just one week and 30 lines of code.

Since integrating with Plaid, SoLo's conversion rate nearly doubled, to 77%.

And SoLo acquired 100,000 users in just over one year.

SoLo has processed more than \$2M in loans through its platform.

→ [See full story](#)

→ [See full story](#)



**"One huge benefit has been the great developer experience Plaid provides. The integration is so seamless that it's invisible to most of our team. Only a small subset is needed to work on Plaid integrations, so the majority of our engineers can focus on optimizing the core product. We could have spent years building a data solution that wouldn't have come close to what Plaid provides."**

– Daniel Whiffing, Technical Lead, Drop



**"It only took three days to get Plaid up and running. But beyond that, a fantastic partnership has emerged. They offer way more than just a great product."**

– Gil Akos, Co-founder and CEO, Astra

## Achieve an unbeatable user experience

### You can launch Plaid for free

Access unlimited testing in minutes. Your free account comes with access to our developer support team. You'll get unlimited use of Plaid's bank APIs so you can test compatibility with your apps.

You can even use real data for up to 100 financial accounts.

You'll also get Plaid Academy videos with in-depth tutorials and 3-minute guides.



**"It's absolutely insane that we were able to launch banking in six weeks, with just two engineers."**

– Claire Humphreys, Co-Founder and COO, Wethos

## Create your free account for unlimited access to Plaid APIs

<Image: Demonstrate what the dashboard would look like for a Plaid customer after creating a free account. This should illustrate the resources included with the Free account. This could be the "Resources" page within the Plaid user dashboard – the page shows tutorials and videos for developers learning how to integrate Plaid. To avoid prospects feeling overwhelmed with too many options, emphasize the 3-minute Quickstart tutorial and potentially blur out the excess other resources available.>

Simply enter your name and email address to access your free account. Most users complete signup in less than one minute. If your questions aren't answered with our three-minute Quickstart tutorial, we'll send you a free demo. You'll see how to quickly implement Plaid APIs.

### Your free account includes:

- Unlimited access to Plaid's bank APIs
- Up to 100 live financial account connections
- Test data libraries to use with your apps
- Sample apps to help you use Plaid
- Access to developer support for dedicated responses
- Plaid Academy 3-minute guides and interactive tutorials
- Integration guides with step-by-step walkthroughs
- Launch optimization checklist
- Access to Discord & Stack Overflow developer communities

Unlock unlimited access

NO CREDIT CARD REQUIRED

JOIN OVER 8,000 CUSTOMERS

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**"We've come a long way from envelopes of cash, thanks to Plaid."**

– Eva Wei, Growth and Analytics Manager, Shift