



U.S. Bank unveils industry-leading card, savings combination

2024-09-04

Bank Smartly products offer up to 4% cash back on card purchases and [up to 4.10% APY](#) on savings with qualifying balances of \$100,000 or more.

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank is introducing two new U.S. Bank Smartly® products designed to work together to maximize credit card rewards while also helping clients earn more on their savings balances.

U.S. Bank is introducing U.S. Bank Smartly™ Visa Signature® Card and U.S. Bank Smartly® Savings, two new U.S. Bank Smartly® products designed to work together to maximize credit card rewards while also helping clients earn more on their savings balances. (Photo: Business Wire)

The [U.S. Bank Smartly™ Visa Signature® Card](#) is a credit card that offers up to 4% cash back on every purchase, and [U.S. Bank Smartly® Savings](#) is a competitive rate savings

account. The combination provides an everyday banking solution that empowers clients to manage their money easily, while maximizing cash back rewards based on total eligible balances with U.S. Bank.

“There has never been a better time to become a U.S. Bank client,” said Arijit Roy, head of consumer and business banking products for U.S. Bank. “U.S. Bank Smartly provides a simple, rewarding experience for our clients, with additional benefits based on their total relationship with us. Now, with the Bank Smartly Card and Bank Smartly Savings, clients can enjoy even more rewards that are focused on savings rates and making the most of credit card purchases.”

Bank Smartly credit cardholders can earn an unlimited 2% cash back on every purchase as a baseline*. When paired with a Bank Smartly Savings account and average daily combined balances in U.S. Bank deposit, trust or investment accounts, clients can increase their earning opportunities up to as much as 4% cash back on all purchases – the highest level of cash back rewards in the market. Reward levels increase with the cardholder’s combined average daily eligible balance.

For example, clients with an average daily combined qualifying balance of:

- \$5,000 - \$49,999 can earn 2.5% total cash back.
- \$50,000 - \$99,999 can earn 3% total cash back.
- \$100,000 or more can earn 4% total cash back.

For savers, Bank Smartly Savings is a new competitive rate savings account that empowers clients to earn more on their savings balances, with the flexibility of a traditional savings account at U.S. Bank. When paired with the Bank Smartly Card, or an eligible checking account, account holders can earn rates [up to 4.10% APY](#) ** on their savings balance, with earning potential and rewards that grow as their balances and accounts grow with the bank.

Available in all 50 states, the Bank Smartly Savings account and Bank Smartly Card offerings are the newest additions to follow the launch of [Bank Smartly® Checking and U.S. Bank Smartly® Rewards](#).

“Not only is it more rewarding to be a U.S. Bank client, but it’s also now easier and more convenient than ever to become a U.S. Bank client and manage your money,” said Roy.

- Through the [No. 1 rated U.S. Bank Mobile App](#), clients and non-clients can quickly open new deposit accounts, apply for a mortgage loan, home equity line of credit or apply for and receive a personal loan in minutes and more.
- With cobrowse, clients can share their screen and get step-by-step guidance from their local banker via the mobile app and online banking through industry-leading cobrowse technology.
- Clients can quickly and conveniently switch their paycheck direct deposit when opening a new account through the [DIY direct deposit feature](#).
- For families with kids and teens, [U.S. Bank recently partnered with Greenlight](#) to offer complimentary access to the Greenlight debit card and money app – all within the U.S. Bank Mobile App.

Learn more about U.S. Bank Smartly Savings at usbank.com/smartlysavings, or sign up at usbank.com/smartlycard to preregister for the Bank Smartly Card.

About U.S. Bank

U.S. Bancorp, with more than 70,000 employees and \$680 billion in assets as of June 30, 2024, is the parent company of U.S. Bank National Association. Headquartered in Minneapolis, the company serves millions of customers locally, nationally and globally through a diversified mix of businesses including consumer banking, business banking, commercial banking, institutional banking, payments and wealth management. U.S. Bancorp has been recognized for its approach to digital innovation, community partnerships and customer service, including being named one of the 2024 World's Most Ethical Companies and Fortune's most admired superregional bank. Learn more at usbank.com/about.

Disclosures:

Deposit products are offered by U.S. Bank National Association. Member FDIC. The creditor and issuer of this card is U.S. Bank National Association, pursuant to a license from Visa U.S.A. Inc., and the card is available to United States residents only.

* Rewards earned on the card are in Points. The baseline rewards earned are 2 Points for every \$1 in eligible Net purchases. Cardmembers can earn up to a total of 4 points (a base of 2 Points plus a Smartly Earning Bonus of up to 2 Points) depending on the average daily qualifying balances maintained in eligible U.S. Bank accounts. The maximum rewards value can be obtained when Points are redeemed into an eligible U.S. Bank deposit account. The redemption value may be different if you choose to redeem your Points for other rewards such as travel, merchandise, gift cards, and/or statement credit. Minimum redemption amounts may vary and are subject to change without notice.

** You must maintain the minimum balance needed for each tier in order to earn the Annual Percentage Yield (APY) disclosed. The advertised APY is accurate as of 9.4.2024, [All rates and APYs](#) are subject to change after the account is opened. Fees could reduce earnings on the account. Interest rates currently offered on applicable deposit accounts are determined at the bank's discretion and may change daily. The minimum balance for opening an account is \$25.

Investment and Insurance products and services including annuities are: NOT A DEPOSIT • NOT FDIC INSURED • MAY LOSE VALUE • NOT BANK GUARANTEED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

For U.S. Bancorp Investments: Investment and insurance products and services including annuities are available through U.S. Bancorp Investments, the marketing name for U.S. Bancorp Investments, Inc., member FINRA and SIPC, an investment adviser and a brokerage subsidiary of U.S. Bancorp and affiliate of U.S. Bank. Insurance products are available through various affiliated non-bank insurance agencies, which are U.S. Bancorp subsidiaries. Products may not be available in all states. CA Insurance License# 0E24641.

For U.S. Bancorp Advisors: Brokerage and investment advisory products and services are offered by U.S. Bancorp Advisors, LLC, an SEC-registered broker-dealer, investment adviser, member [FINRA / SIPC](#), and subsidiary of U.S. Bancorp and affiliate of U.S. Bank National Association. Insurance products are offered by USBA Insurance Services, a dba of U.S. Bancorp Advisors, having a California domicile and principal place of business at 800 N. Brand Blvd., 16th Floor, Glendale, CA 91203. CA Insurance License #6011694. Products may not be available in all states.

For U.S. Bank: U.S. Bank is not responsible for and does not guarantee the products, services, or performance of U.S. Bancorp Investments.

Evan Lapiska, U.S. Bank Public Affairs & Communications
evan.lapiska@usbank.com

Source: U.S. Bancorp