

# Crypto Exchange Outflow & Stablecoin Deposit Risk

*How to spot deposit outflow to crypto exchanges in your transaction data.*

**WHY THIS MATTERS:** Recent transaction-level research analyzing nearly 226,000 Coinbase-related transactions across 92 community banks found that 9 in 10 had customers actively transacting with crypto exchanges, with \$2.77 leaving for every \$1 returned. Money market accounts showed the sharpest concentration: 96.3% of MMA-linked crypto transaction volume was outbound. Today, this activity largely tracks crypto market cycles and speculative trading. But as Congress negotiates legislation that could allow crypto exchanges and stablecoin platforms to legally pay yield on holdings, what is currently speculative behavior could quickly become yield-driven deposit flight. The behavioral infrastructure is already in place at most community banks: customer habits, account linkages, and transfer patterns are established. This playbook is about acting before the behavior shifts.

## Signals to look for in your data

### Primary indicators:

- Recurring or growing ACH/wire transfers to known crypto exchanges or digital asset platforms (e.g., Coinbase, Kraken, Binance.US, Gemini, Robinhood Crypto, CryptoHub, Bitcoin Depot)
- Outflows originating from money market or high-balance DDA accounts — your most yield-sensitive customers
- Declining savings or MMA balances paired with crypto platform activity
- Reduced in-bank transaction frequency or card usage alongside crypto outflows

### Secondary signals:

- Customers asking about wire transfer limits or ACH frequency caps
- Multiple small "test" transfers before larger movements
- Business accounts showing crypto mining equipment purchases or blockchain-related expenses
- New account openings with minimal activity followed by large outbound transfers
- Reduction in credit card usage or loan payoffs alongside crypto outflows

## How to surface these signals

Core system transaction data, ACH originator/receiver descriptions, and wire memo fields are your primary sources. Many banks can identify crypto exchange counterparties directly from transaction description strings (e.g., "Coinbase," "Kraken"). Work with your data or operations team to build a recurring report or filter against known crypto exchange identifiers.

## Action steps

1. Prioritize by account type (MMA first), outflow size, and relationship value.
2. Assign calling responsibilities to the appropriate owner (retail, wealth, or digital banking).
3. Initiate a financial check-in conversation. **The goal is not to discourage crypto investing**, but to understand customer goals, confirm liquidity needs are met, and position the bank as a financial partner alongside those activities.
4. Where appropriate, route to wealth for a broader investment and financial planning conversation, or to retail for high yield savings/MMA positioning.
5. Document outcomes per your standard contact tracking process: reason for contact, benefit offered, disposition, and next steps.

## Customer triage: High / Medium / Low prioritization

Priority	Criteria	Action
High	Outflows exceeding \$10K in 90 days; Any single transfer >\$25K; MMA/savings balances declined >30% with crypto activity; Customers with \$100K+ total relationship value showing ANY crypto activity; Customers mentioning "stablecoin" or "USDC" specifically; Pattern shift: previously inactive account now showing regular crypto transfers	Work immediately
Medium	Moderate or episodic crypto activity, lower balance impact	Work as capacity allows
Low	Small or infrequent transfers	Monitor; include in future campaigns

## Talk tracks

### Standard Check-In

*Use when: Customer has recurring crypto outflows, no clear urgency.*

- "We've noticed some regular transfers going out to a crypto exchange. A lot of our customers are exploring that right now, and that makes sense. I just wanted to check in to make sure your accounts here are still set up in a way that works well alongside that—we want to ensure you have the liquidity you need and that any cash sitting here is earning competitively. Would a quick review be helpful?"

### **MMA / Yield-Sensitive Customer**

*Use when: Outflows originating from money market or savings accounts.*

- "I noticed some activity moving out of your money market account to a crypto exchange. I wanted to make sure you're aware of the options we have on the yield side, and that we're here as a resource as the landscape around these platforms continues to evolve. Would it be worth a conversation?"

### **Wealth Referral**

*Use when: Customer has meaningful relationship value and recurring digital asset activity.*

- "I see regular transfers going to [Crypto Exchange]. We have advisors who work with customers across a range of investment strategies, including those who hold digital assets alongside traditional investments. Would it be worth a short conversation to make sure the overall picture is well-coordinated?"

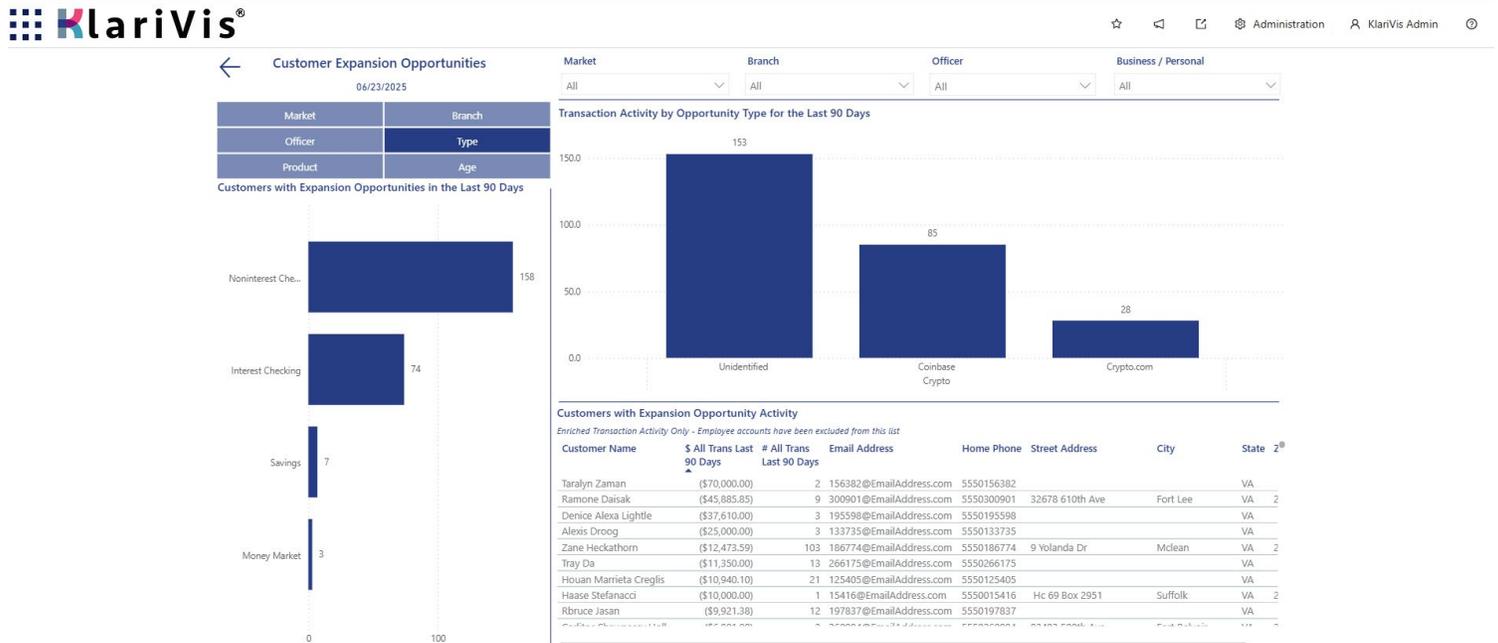
## **What not to say**

### **Avoid:**

- "Crypto is risky and you could lose everything."
- "You should keep your money with us instead."
- "Those platforms aren't FDIC insured." (confrontational tone)
- "Why are you doing that?" (judgmental)

### **Instead Use:**

- "We want to make sure we're supporting your full financial picture."
- "Let's ensure your cash is working for you competitively wherever it sits."
- "We're here as a resource as you navigate these different options."
- "How can we make sure your banking relationship supports your goals?"



A view of KlariVis' Transactional Intelligence report, which spotlights transactions to crypto exchanges. Real customer information is not being used in this instance

## Success metrics

- Retention of core deposit balances; slowing or stabilization of crypto outflows
- MMA and HY savings balances retained or grown among identified customers
- Wealth and investment referrals accepted
- Documented contact attempts and outcomes (48-hour first touch; 7-day disposition recommended)
- Qualitative insights captured on customer intent — speculative trading vs. yield-seeking — to monitor for behavioral shifts if the regulatory environment changes

## Suitability and guardrails

- Do not disparage crypto or discourage the customer's investment choices. The goal is understanding and retention, not redirection.
- Avoid implying that bank products are superior investments to digital assets.

- Be transparent if your bank does not currently offer yield-competitive alternatives.
- If a customer signals they are moving amounts that appear disproportionate to their financial picture, treat as a financial health conversation, not a product push.
- Flag customers who appear to be moving to yield-bearing stablecoin products specifically. This segment may accelerate significantly if legislation permitting crypto platforms to pay yield advances.
- Compliance and legal counsel should review all talk tracks before deployment given the evolving regulatory landscape around digital assets. The recommended approach emphasizes customer understanding over product redirection, which should minimize suitability concerns. The goal is retention through relationship strengthening, not through discouraging lawful financial activities.
- Apply reasonable frequency caps on proactive outreach (no more than two contacts per customer per month).

## Supporting assets to develop

- HY savings and MMA rate comparison sheet for yield conversations
- Wealth referral warm introduction script
- Contact log fields to capture intent type (speculative vs. yield-seeking) for ongoing monitoring

## Quarterly review checklist

*To complete before review with executive leadership team and/or board.*

- Total customers with crypto activity (growth/decline?)
- Aggregate outflow volume trending
- Platform concentration analysis (which exchanges dominate?)
- Account type analysis (shift from DDA to MMA/Savings?)
- Success rate of retention efforts
- Regulatory environment update
- Competitive landscape changes
- Decision point: Adjust strategy, expand resources, or maintain monitoring?