

# The Role of Key Life Indicators in Credit Union Success



## What are Key Life Indicators (KLIs)?

Key Life Indicators (KLIs) are essential data insights that help credit unions understand and engage their members by identifying significant life events and behaviors. By leveraging KLIs, credit unions can enhance member engagement and drive business growth.

## Transforming Data into Insights

KLIs are derived from transaction data, cleansed and categorized to create clear labels of member behavior, enabling accurate predictive modeling.



## Driving Growth with KLIs

Montana's largest credit union, serving over 60,000 members, used KLIs to boost auto and home loan marketing. Early results show strong engagement, with refinements underway for even better outcomes.

## Key Life Indicators Examples

- ✓ **In Market for Mortgages**  
Build or Buy a House, Recent Mover, Recent Home Buyer, Likelihood to buy 1st House, etc.
- ✓ **In Market for Vehicles**  
Purchased Used Vehicles or New Vehicles, etc.
- ✓ **Financial Health**  
Net Worth, Liquid Assets, Financial Comfort, etc.
- ✓ **Life Events**  
Get Engaged, Get Married, New Parent, etc.

## Benefits of KLIs:

- ✓ **Enhanced Member Targeting:**  
Identify and segment members based on life stages, enabling personalized marketing.
- ✓ **Improved Engagement:**  
Proactively offer relevant products and services, increasing satisfaction and retention.
- ✓ **Data-Driven Decision Making:**  
Make informed choices regarding product offerings and marketing strategies.
- ✓ **Real-Time Analytics:**  
Update KLIs continuously as new data comes in, ensuring the latest insights inform strategies.

- ✓ **Auto Loans**  
Identified 2,000 members for a targeted direct mail campaign.
- ✓ **Home Loans**  
Implemented an email A/B testing strategy to measure campaign effectiveness.