



Humanizing the world of Digital Banking

at Allegacy Federal Credit Union.

Find out how



Consumers visit the branch less often but make financial decisions every day.

So, how do community financial institutions compete in a world where every search engine is at their fingertips and tech companies can offer a financial product with just one push?

**Financial services, no
matter where they are.**




Allegacy partnered with **Pulsate** to fulfil their
commitment to the well-being of their
members.

“Our members are busy people on the move from place to place. To serve them well, we need to give them easy access to relevant financial services no matter where they are.”

Stacy Jones

Senior Marketing Strategist

Personalized Offers for personalized needs

-  Location-based insights and geofencing to target auto-dealerships
-  Drive members to apply for auto-loan with one click to action.
-  Personalize timely reminder to members who needed time to complete application

**“It’s been one of our
best campaigns”**

50%

of web traffic to auto special
landing page driven by Pulsate

“The importance of mobile marketing as part of our overall strategy is only going to grow and expand.. Pulsate is key to this as it allows us to deeply personalize our engagement with our members in a digital and mobile world.”

Stacy Jones

Senior Marketing Strategist