

# Multichannel Campaign Yields New Member Growth for Credit Union



## Challenge

A national credit union wanted to increase new member acquisition and promote HELOCs (home equity line of credit). The credit union had previously worked with a marketing data company focused on non-profits, but their solution lacked the scalability to deliver measurable conversion lift. They needed a partner who could deliver targeted multichannel campaigns and drive tangible ROI, with the ability to quickly scale audience size. The credit union turned to Claritas and one of our strategic partners to address their marketing needs.

## Solutions

Our partner provided modeled audience data on behalf of the credit union. We developed a four-month multichannel campaign strategy combining email, display, and retargeting. The strategy included:

- Email – 525,000 emails were deployed to two distinct audience segments: households likely to open new deposit accounts and households with a high propensity for home equity products.
- Display + Retargeting – over the course of three months, 3.5 million display impressions per month were delivered with an average of .08% click thru rates. We then retargeted individuals who had previously engaged with the email – without converting – with additional display impressions. The CTR for the retargeting campaign was 1.5-2%.

The campaign was regarded as a strong success, and the credit union was extremely pleased with the results.

## The Claritas Effect

**75%** of new memberships during the campaign period directly attributed to Claritas-led efforts

**3%+** email open rates

**20-30%** email click rates

**Lower Cost** Per New Member Acquisition

## Marketing Intelligence

Execute marketing campaigns across multiple channels and reach members and prospects when and where they're most receptive.

At Claritas, we can deliver audiences across our vast network of over 150 channels and platform partners, and your agency, so you can execute on your own. Or, as in the case of this national credit union, we can handle the entire multichannel execution for you.

## Measurement & Attribution

Make every marketing dollar you spend work harder. Our powerful, near-real time analytic solutions provide deep insight into campaign performance, attribution, and ways to further improve all your ongoing marketing efforts.



### Get Started Today!

To learn more about how **Claritas** can help you succeed in today's marketing world, contact us at 800.234.5973 or visit [www.claritas.com](http://www.claritas.com)

