

ACH Transaction Data Mining = \$7M Success Story!

To increase Holy Rosary Credit Union's auto lending portfolio, the credit union teamed up with Synergent Direct Marketing Services to leverage member data to target the right audience for an auto loan campaign. Synergent Direct Marketing Services used data mining to determine which HRCU members were making auto loan payments to other financial institutions. With a refined mailing list, select members received a personalized postcard with an offer to refinance their auto loan and receive cash back rewards with HRCU.

The campaign was successful with 433 new auto loans, totaling \$7,006,624. Results tracked with a unique URL that was included on the postcard to tally online loan applications and click through traffic. The credit union increased auto loan income \$723,455 over the previous year, the same period.





The Offer

An offer to refinance with cash back rewards!

- Cash back rewards up to \$300, just for refinancing!
- Low auto loan rates when switching
- Easy, online application
- Members could bring the postcard into a branch to receive a booklet of free car washes
- Offer available for a limited time only

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CaseStudyResults



LOCATION: ROCHESTER, DOVER, FARMINGTON, NEW HAMPSHIRE

FIELD OF MEMBERSHIP: IF YOU LIVE, WORK, GO TO SCHOOL, WORSHIP OR YOU HAVE AN IMMEDIATE FAMILY MEMBER THAT IS A MEMBER OF HRCU IN THE STATE OF NEW HAMPSHIRE, YOU ARE ELIGIBLE TO JOIN HOLY ROSARY CREDIT UNION.

ASSETS: \$211,323,052

MEMBERS: 19,337

ACH Targeting Benefits

"ACH targeting opens a significant new door for credit unions – another tool and data source to identify members with a potential need, serving them with promotional offerings that potentially benefit both the members with new product and services and the credit union in new earnings.

The benefits of credit unions leveraging transactional data to better serve members through data are clear – the power of data to place the right message, to the right member, at the right time has never been more powerful in creating surgical marketing and quantifying return on marketing investments."

Doug MacDonald

Vice President
Direct Marketing Services



Campaign Services Included:

- Campaign strategy and development
- Data review and targeted extract
- ACH analysis and programming
- Changes to existing creative
- Message development
- Proofreading
- Full color personalized postcards
- List preparation and mailing services
- Unique URL
- Reporting
- Postage

Target Audience

- 597 members making loan payments to other financial institutions
- 1,908 members with a credit card, checking account and no auto loan
- 570 members who have paid off an auto loan in the last 12 months

Results

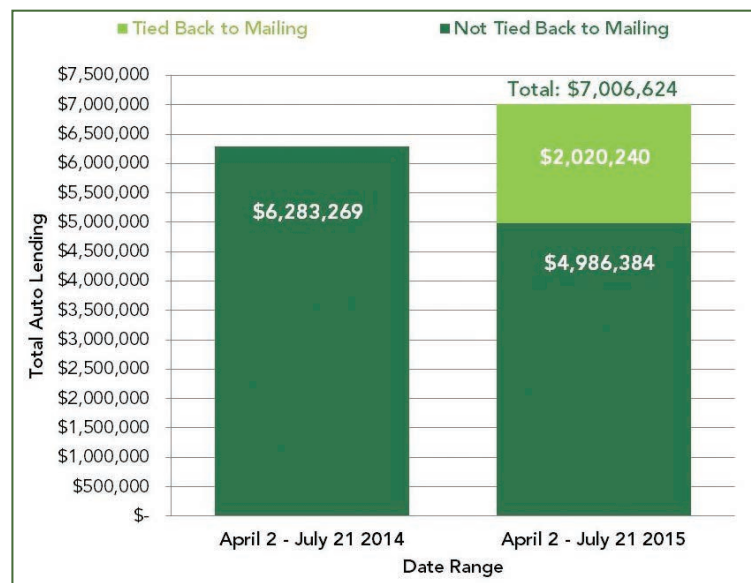
Nearly \$7M in new Auto Loans during the campaign period

- **433** new auto loans within the campaign period, totaling **\$7,006,624**
- **116** targeted members received a postcard and opened a loan, totaling **\$2,020,240**
- **108** click throughs to the unique URL tracking of www.RefiRewards.com
- **\$723,455** increase in total auto lending over the same period last year

Return on Investment

Marketing dollars create success with Synergent Direct Marketing Services

- Estimated first year earnings on new loan interest = **\$228,185**
- Estimated interest over life of the loan = **\$633,128**
- Realized return of **\$26.00** for every marketing dollar spent
- Year over year increase of **\$723,455**



For more information

Contact our Direct Marketing Service Representatives

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