



Data Analytics Techniques Boosts Credit Union's Growth

Challenge

A credit union with few dozen branch locations was struggling to acquire new members. Fierce competition from commercial banks created an increasingly crowded marketplace while the company's extremely limited marketing budget made it difficult to expand brand recognition.

Solution

Taylor proposed a two-part strategy that utilized sophisticated data analytics techniques to elevate the ROI of the credit union's marketing efforts.

- Consumers known to be in-market for financial services were targeted with a multi-touch direct mail and email campaign.
- A highly customized Facebook campaign was also created, targeting look-alike prospects and in-market shoppers of financial services.

Results

Taylor's data-centric strategy ensured that the credit union maximized the impact of each marketing dollar invested.



SALES REVENUE

The credit union wrote a record number of new mortgage loans as a result of the two-part strategy.



ACCOUNT GROWTH

A record number of new high-yield savings accounts were opened in the months that followed.



BRAND AWARENESS

Ongoing foot traffic to the credit union's branch locations also increased significantly.