




KV FCU ACH AUTO LOAN RECAPTURE CAMPAIGN

Award-Winning Campaign Boosts Lending 50% and Pays for Itself 32x in First Year



\$3.6M+
New Auto
Loan Balances



5.6%
Conversion Rate



\$171K+
First-Year
Interest Income

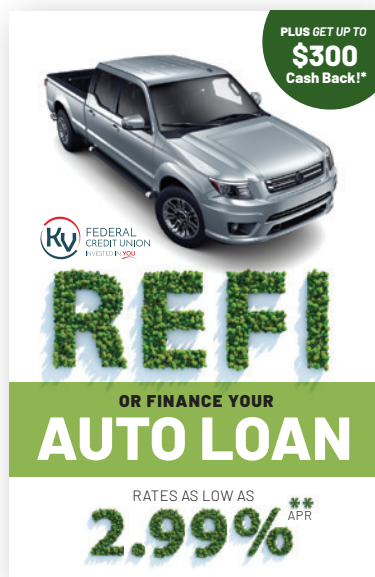


\$32
First-Year Interest Income
for Every \$1 Spent

KV FCU created a targeted auto loan offer with a cash back incentive for their members, encouraging new and refinanced auto loans. With the help of Synergent Marketing Services, the credit union implemented an email and postcard campaign, using the opportunity to also invite members to the credit union's open house celebrating a new branch location.

An email and postcard were sent to 1,162 members who were selected based on factors such as transactions, demographics, and loan history. 178 auto loans were opened totaling \$3,680,331 in new auto loan balances, an impressive 50% rise over the prior year, when there was no campaign.

This increase and the high conversion rate of 5.6% speaks to the effectiveness of targeting members with relevant offers through data mining, making every marketing dollar spent worth that much more.



POSTCARD

continued

"Synergent is a key partner for KV FCU in our marketing efforts. We are specifically impressed with their coordination and execution of our most recent auto loan campaign. Synergent created a multi-platform campaign that yielded very impressive results which they provided in an easily comprehensible report. I think the best part about working with Synergent is that they are really knowledgeable in what they do while also being truly enjoyable to work with."

~ **Alexandra Fabian**
Marketing & Business
Development Specialist
KV FCU

KV FCU

Augusta, Oakland and
Waterville, ME
Assets: \$100,714,384
Members: 10,732

Campaign Services Included:

- Comprehensive Creative Concept and Design
- Targeted Data Extract and Data Mining
- Copywriting and Message Development
- Full-Color Postcards
- Companion Email Development
- Unique URL Redirect
- List Preparation and Mailing Services
- Tracking, Monitoring, and Reporting

Award Winning



2020 Silver
Market Segment Program

For More Information

Contact our Marketing
Services Representatives

800.341.0180
800.442.6715 in Maine
marketingservice@synergentcorp.com

The Offer

- Up to \$300 cash back
- Rates as low as 2.99%
- Limited time offer
- Online application

Target Audience

1,162 total targets in the following categories were identified:

- Members making ACH auto loan payments to other lenders
- Members who paid off their KV FCU auto loan
- Members who were due to pay off their KV FCU auto loan
- Members with a checking account and a loan, but no auto loan at KV FCU

Response

- **25%** open rate
- **196** unique clicks on the campaign URL

Results

- **165** new loans opened over the campaign period totaling **\$3,680,331**
- **50%** increase in total auto balances opened in the same period in the prior year
- **5.6%** conversion rate based on the **1,162** members on the targeted marketing list

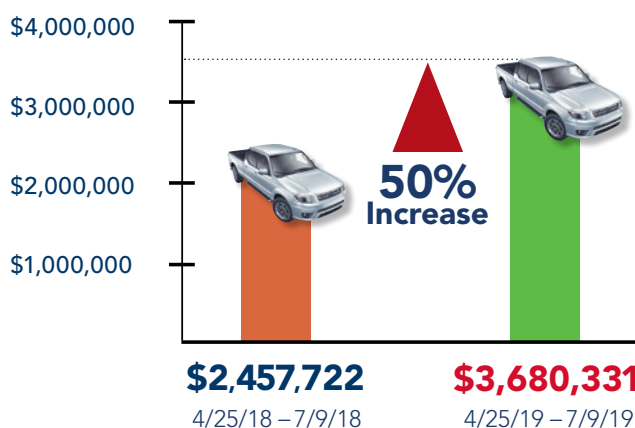
Return on Investment

- Estimated first-year earnings on interest income: **\$171,614**
- Estimated interest earned over the life of the loan: **\$476,610**
- Return of **\$32** in first-year interest income for every marketing dollar invested

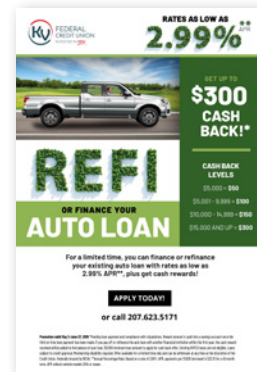
Award Winner

Synergent submitted the creative elements of this campaign to the **Marketing Association of Credit Unions (MAC)** and was pleased to learn the credit union received a coveted MAC Award for the Market Segment Program category. Congratulations to KV FCU!

Total Loans Opened



AD



EMAIL