



RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.

TRANSACTIONAL DATA MINING:
LEVERAGING CORE DATA TO
RECAPTURE LENDING GROWTH



Synergent provides credit union marketers with a suite of services that can work together or independently, depending on individual credit union needs and goals. We invite you to review the innovative product and service offerings available in our CU Marketer's Toolkit.

Synergent Marketing integrates automation directly with the core. This allows for the fastest-to-market turnkey solutions at competitive rates that exceed results over any other managed services provider. From strategy, to custom creativity, to analysis and reporting, driving your return on marketing investment is our goal. We have experience in over 1,000+ unique, data driven projects with over 100+ credit unions.



REAL RESULTS: TRANSACTIONAL DATA MINING & TARGET MARKETING

When planning your marketing campaigns, is it a challenge to identify and segment who exactly your target audience is? When you have data for thousands of members, making a list and marketing strategy is not always the easiest task. It also can be difficult to increase and quantify your credit union's return on investment.

The benefits of credit unions leveraging transactional data to better serve members are clear — the power of data to deliver the right message, to the right member, at the right time has never been more powerful. Target Marketing and Transactional Data Mining (TDM) go hand in hand. Personalized, targeted marketing allows your credit union to better understand your members. In addition to ensuring creative, attention-getting direct marketing, our Marketing Service Representatives and Data Analysts work with your credit union to strategize comprehensive campaigns.

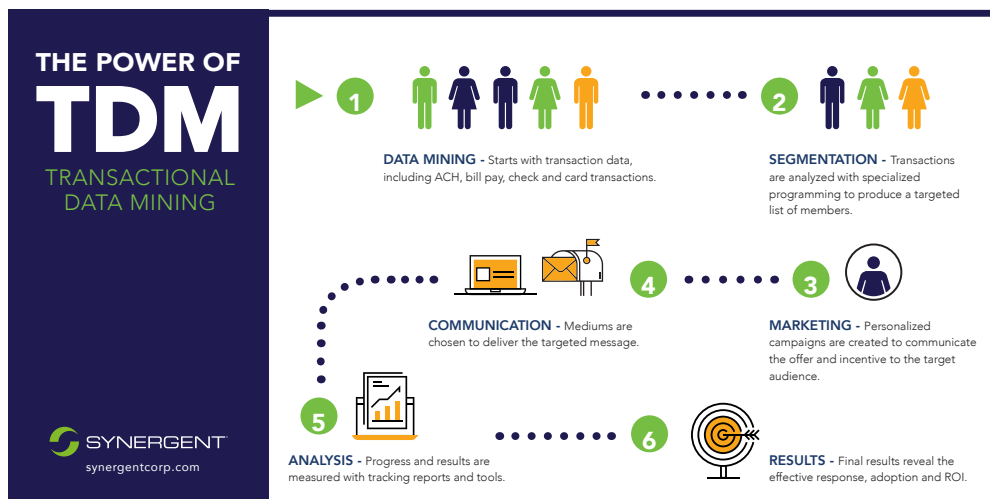
CONNECTING THROUGH TARGET MARKETING

When approaching how to reach your members through target marketing, consider the following:

- Who is your target audience?
- What is your business goal?
- What is your strategy?
- What tactics will you use?

Transactional Data Mining (TDM): The Fuel Behind Targeted Marketing Success

By narrowing your target list for your marketing campaign, you reach the members most likely to be interested in the promotion your credit union is advertising. This saves your credit union time and marketing dollars, and increases your return on marketing investment! Beyond the list, Synergent is your single source for data mining, segmenting, distributing campaign materials, and analyzing campaign success.



"TDM 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,
Synergent Marketing Services

"We have been doing an auto loan recapture program for a few years with another vendor and although the results were adequate, there was always something in the program that was missing. After learning about Synergent's program and the expanse of the data mining involved, as well as their collaborative nature and design ideas, the decision to switch was an easy one. Synergent is just what we needed to take our existing campaign to the next level. Because of this, we were able to solidify a CUNA Diamond Award and a MAC Award in the same year—what an honor! We can't thank Synergent Marketing Services enough for their creativity and innovative practices!"

– Tina Morill

*Director of Marketing
Bangor FCU*

How Transactional Data Mining Works

1. Determine Your Offer

Is this an auto loan for new purchases at the dealership or an auto loan recapture campaign? What about HELOCs, cards, debt consolidation? What incentives are you offering? Determining your offer is a key factor in strategizing your targets.

2. Segment the Target List

Synergent's data mining experts can extract and develop your list using a variety of transactional data sources, including core data, ACH, checks, bill pay, and card transactions. The list can be limited to current members in the case of recapture campaigns or expanded to a geographical area to entice new members.

3. Create Your Assets

Whether your in-house marketing team has a design already prepared or you wish to work with Synergent's award-winning creative team, our goal is to help create a cohesive campaign that reflects your credit union and the offer you wish to convey.

4. Spread the Word

Emails, print mail, or both? Postcards, letters, or something different? Adding personalized URLs (PURLs), and custom 800 numbers? There are so many options on how you can share your message with your members!

5. Analyze the Results

Your collaboration with Synergent does not end with the mailing of the campaign. At the conclusion of the campaign, we measure your results with tracking tools and reports that clearly show campaign performance.

BANGOR FEDERAL CREDIT UNION AUTO LOAN CASE STUDY

STRATEGIC MARKETING YIELDS \$4+ MILLION IN NEW AUTO LOAN BALANCES

It's About Realizing Remarkable Results

Marketing is a science supported by data and analytics. Synergent connects credit unions with the resources needed to keep themselves and their members successful. Our use of technology and our experience with credit unions transforms isolated marketing efforts into strategic results that drive ROI and increase wallet share. We connect the dots to develop marketing that matters.

Bangor FCU wanted to encourage members to refinance auto and recreational vehicle loans from other financial institutions or open a new loan with the credit union. They used a two-phased approach, targeting 1,281 members in total. The first phase took place in October 2018, targeting members making auto loan payments to other lenders and those making undefined loan payments between \$200 and \$600 to other lenders. The second phase took place a few months later in February 2019, targeting members who met the same criteria. Their unique selling points included \$250 cash back, up to 2% rate reduction, and easy online application.

Synergent Marketing Services collaborated with Bangor FCU to create a printed mail piece to communicate the credit union's offer to its membership. This full-color postcard presented details about the offer, a clean, professional design, and a unique URL to guide the application process. It also included general information about the credit union including their phone number and clear directions to redeem the cash back deposit of \$250.



Phase One



Phase Two



Bangor FCU

Location: Bangor and Brewer, Maine
Assets: \$150,078,517
Members: 13,679



\$4M+
New Loan Balances



1 Month
To Break Even



\$220,666
First-Year
Interest Income



\$36
Interest Income
for Every \$1 Spent

BANGOR FEDERAL CREDIT UNION AUTO LOAN CASE STUDY

STRATEGIC MARKETING YIELDS \$4+ MILLION IN NEW AUTO LOAN BALANCES

CAMPAIGN SERVICES INCLUDED:

- Comprehensive Creative Concept and Design
- ACH Targeted Data Extract and Data Mining
- Copywriting, Proofreading and Message Development
- Full-Color Personalized Postcards
- List Preparation and Mailing Services
- Tracking, Monitoring, and Reporting

Award Winning



CUNA
MARKETING & BUSINESS
DEVELOPMENT COUNCIL

Diamond - Segmented
Marketing



MAC

Bronze - Segmented
Marketing Program



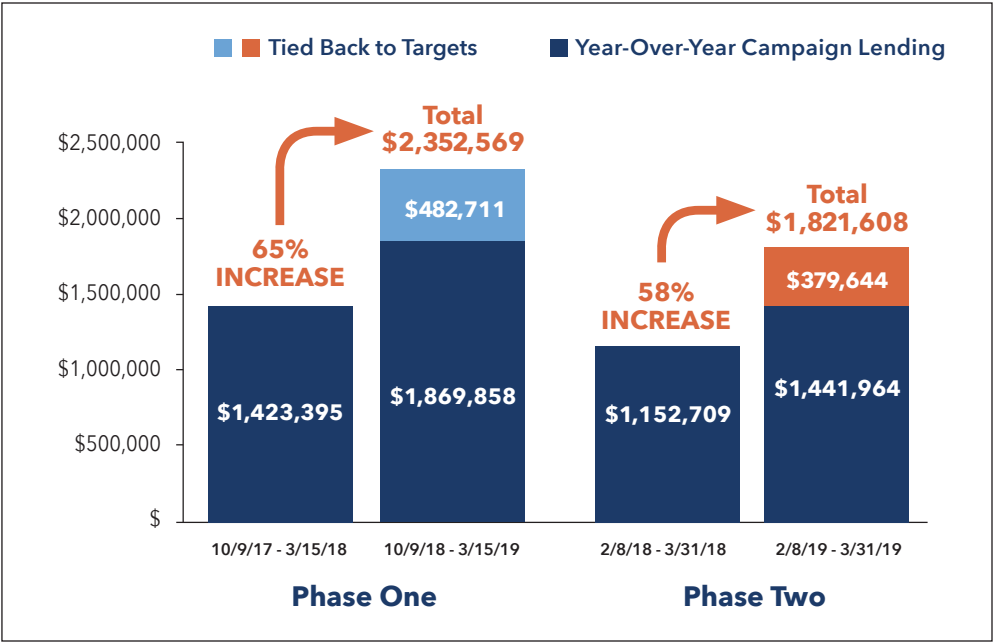
SYNERGENT
synergentcorp.com

Return on Investment

- **186 new** auto loans totaling **\$3,275,014** in new lending tied to the postcard mailing
- **869% increase** in auto loan portfolio over the same period last year
- Estimated first-year earnings on interest income: **\$110,903**
- Return of **\$31.44** on every marketing dollar invested in first-year interest income alone!

Award Winner

Due to the effectiveness of the campaign, Synergent Marketing Services submitted creative and results on behalf of the credit union to two award associations: the **Marketing Association of Credit Unions (MAC)** and the **Credit Union National Association (CUNA)**. These prestigious institutions recognize excellence in credit union marketing, and Synergent was honored to learn Bangor FCU won not one, but two awards! Synergent Marketing Services is proud to have been a part of the credit union's success.



MERRIMACK VALLEY CREDIT UNION HELOC CASE STUDY

TARGETED CAMPAIGN YIELDS OVER \$11 MILLION IN NEW HELOCs

Home Equity Lines of Credit (HELOCs) can be a lifeline for members who have a mortgage. Recognizing this need, and seeking to increase home equity lending over the same period in the prior year, Merrimack Valley Credit Union partnered with Synergent Marketing Services to launch a low-cost HELOC campaign. The campaign exceeded expectations with dramatic results — a **36%** increase in HELOCs!

Not only did the print campaign drive members to the website, it also utilized a custom extract of core data to target members most likely to be interested in the enticing offer. This successful 5-month campaign yielded **152** new HELOCs totaling **\$11,279,521**!

HOME EQUITY LINE

The smart, flexible way to tap into your home's equity

1.74%
APR*

FOR 1st 12 MONTHS
THEN PRIME +0% THEREAFTER

<<First Name>> <<Last Name>>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>

<<Date>>
Dear <<First Name>>,
If you're looking for a flexible, low cost way to access all your hard-earned equity, you should check out our **NO CLOSING COST** Home Equity Lines of Credit. It's perfect for things like home repairs or upgrades, energy efficient improvements, debt consolidation, tuition, or that dream vacation.

BENEFITS AND FEATURES:

- Funds available **WHENEVER** you need them
- No closing costs
- Borrow only what you need—up to \$500,000
- Only make payments on what you borrow
- Loan-to-value up to 90% at Prime (3.5%)*
- Interest paid may be tax deductible*
- No appraisal fee for loans under \$250,000
- No annual maintenance fee

SAVINGS COMPARISON:
\$50,000 Home Equity Line of Credit for 10 Years

	APR*	Max. LTV	Max Amount	Monthly Payment	Total Interest	INTEREST SAVINGS 1st 12 mo.
Citizens Bank	Prime +0.75%	70%	\$100,000	\$512.19	\$11,462.00	\$0
First Connecticut Bank	Prime +0.25%	80%	\$200,000	\$506.23	\$10,747.00	\$0
Merrimack Valley CU	Prime	90%	\$500,000	\$494.43	\$8,452.00	\$880

APPLY FOR A HOME EQUITY LINE OF CREDIT
Online:
www.mvcuheloc.com
Call: 800.356.0067
Visit: the branch nearest you
Branch Locations
Haverhill-Lawrence-Methuen
North Andover-Plaistow, NH

www.mvcu.com

Member Service Call Center Hours
800.356.0067
Mon-Wednesday 8:30am – 5:00pm
Thursday-Friday 8:30am-6:00pm
Saturday 8:30am-1:00pm

* Annual Percentage Rate. 1.74% introductory rate is fixed for 12 months, after which the rate reverts to Prime. Minimum Home Equity amount is \$10,000. Maximum interest rate for Home Equity Lines of Credit is 18.50%. The maximum annual percentage rate that can apply is 18%. There is an appraisal fee for loan applications over \$250,000 which can range from \$225 – \$380. The interest rate is based on the Wall Street Journal Prime Rate and may vary monthly. Prime Rate as of 5/1/2018 is 3.50%. An early termination fee may apply if closed within the first 12 months. Must meet eligibility guidelines. Minimum FICO score of 640. Members will be qualified at the Prime Rate. APR may change without notice. Consult with your tax adviser about interest deductibility.

Merrimack Valley CU

Lawrence, North Andover,
Haverhill and Methuen, MA
Plaistow and Seabrook, NH

Assets: \$582,375,666

Members: 43,497

\$11M+
New Loans

1 Month
Campaign Paid for Itself

\$122,696
First Year Income

\$20
For Every \$1 Spent

MERRIMACK VALLEY CREDIT UNION HELOC CASE STUDY

TARGETED CAMPAIGN YIELDS OVER \$11 MILLION IN NEW HELOCs

CAMPAIGN SERVICES INCLUDED:

- Comprehensive Creative Concept and Design
- Recapture Data Programming
- Copywriting and Proofreading
- Full-Color Personalized Letters and Envelopes
- Unique URL Redirect
- List Preparation and Mailing Services
- Tracking, Monitoring, and Reporting

The Offer

- 1.74% APR for first 12 months, then prime +0% thereafter
- No closing costs
- No annual maintenance fee
- No appraisal fee for loans under \$250K
- Loan-to-value up to 90% at prime (3.5%)
- Savings comparison chart

Target Audience

- Members making mortgage payments to other financial institutions through ACH
- Members making mortgage payments to other financial institutions through online Bill Pay
- Members making mortgage payments to another financial institutions through paper check

- Members with a Merrimack Valley CU Home Equity Loan but no HELOC
- Members with a Merrimack Valley CU mortgage valued between \$300K-\$775K

Tracking Tools

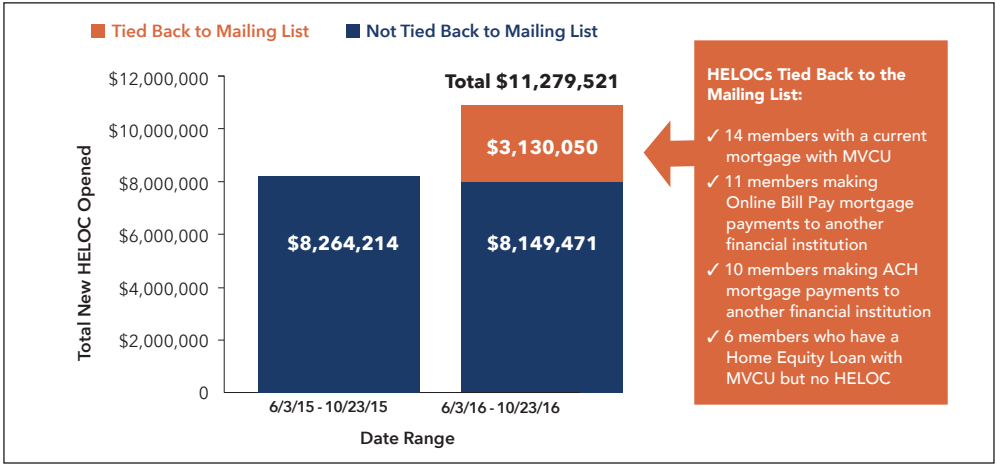
- Letter unique URL – **135 hits**

Results

- **152 new** loans over the campaign period, totaling **\$11,279,521**
- **41** loans tied directly back to the mailing list, totaling **\$3,130,050**
- **\$3,015,307 increase** in HELOC lending over the same period in the prior year

Return on Investment

- Total estimated first-year earnings on interest income: **\$122,696**
- Return of **\$20** on every marketing dollar invested in first-year interest income



MISSISSIPPI FEDERAL CREDIT UNION VISA CAMPAIGN CASE STUDY

TDM DRIVES VISA CAMPAIGN AND HARNESSES \$486,000 IN NEW CREDIT CARD LINES

It's About Harnessing Your Power

Knowledge is power. Through the use of data mining and analytics, Synergent identifies and utilizes information that empowers credit unions to convert isolated marketing efforts into targeted marketing results, improving ROI and increasing wallet share. By connecting the dots, Synergent creates marketing that matters.

The goal of Mississippi Federal Credit Union (MSFCU) was to increase their credit card portfolio by targeting three specific member groups between the ages of 25 – 65 with the following criteria:

1. Members with a balance transfer from another lender to MSFCU
2. Members with a \$500 checking balance, but no MSFCU credit card
3. Members with a loan but no MSFCU credit card

By applying strategic data, MSFCU's credit card campaign achieved an amazing **90% increase** to the credit card line with **96** new credit cards generating over **\$486,000** to the bottom line. Direct mail generated **47** new credit card accounts, or almost **50%** of the new credit card line. This was an overall increase of **\$273,775** in credit card revenue.

Teaming up with Synergent means turning data and analytics into valuable information that is then utilized to produce increasingly effective marketing campaigns. End result: profitable growth. Marketing with a mind for the future, Synergent was able to identify and directly target the three campaign sub-groups. The "Harness Your Power" campaign utilized email and a direct mail postcard to communicate the campaign features and benefits.



Mississippi FCU

Jackson, Oxford and
Granada, MS

Assets: \$118,572,386

Members: 18,498



3,439
Target Audience



\$486K+
New Credit Lines



90%
Increase from
Prior Year



56%
Resulted from
Direct Mail



MISSISSIPPI FEDERAL CREDIT UNION VISA CAMPAIGN CASE STUDY

TDM DRIVES VISA CAMPAIGN AND HARNESSSES \$486,000 IN NEW CREDIT CARD LINES

CAMPAIGN SERVICES INCLUDED:

- Comprehensive Creative Concept and Design
- Copywriting and Proofreading
- Recapture Data Programming
- Full-Color Postcards
- Companion Email
- Unique URL Redirect
- Unique 800 Phone
- Number
- List Preparation and Mailing Services
- Tracking, Monitoring, and Reporting

The Offer

- No balance transfer fee
- Online or in-branch application
- Reward points on goods and travel
- Limited time offer (2 months)
- Rate as low as 0.9% on 12-month transfers

Target Audience

- Members with loans from other financial institutions
- Members making credit card payments to other lenders
- Members with account balances of \$500 or more and no credit card with MSFCU

Tracking Tools

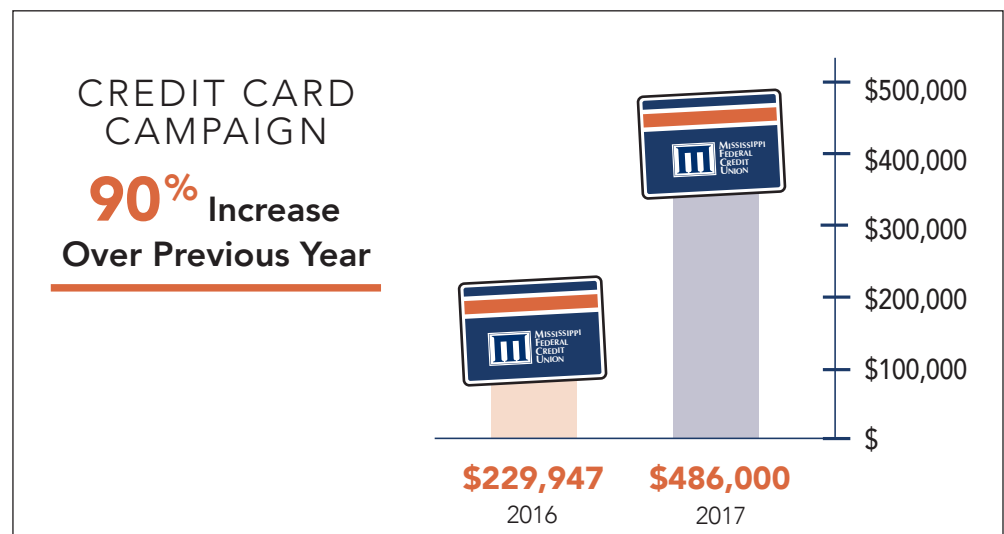
- Postcard unique URL – **195 hits**
- Postcard traceable 800 number – **40 calls**
- Companion email – **21% open rate**

Results

- **96 newly** issued credit cards produced **\$486,000** in new credit card lines
- **47** credit cards tied to direct mail
- **90% increase** in new credit card lines from previous year

Return on Investment

- Total estimated first-year earnings on interest income: **\$32,180**
- Estimated earnings directly linked to postcard/email: **\$22,553**



THE SYNERGENT DIFFERENCE: WE CAN HELP!

Approaching a target marketing campaign fueled by TDM, we can help:

- Analyze member data to develop highly creative, personalized messaging.
- Recommend an audience and target a product or service to a specific profile of criteria — the right message to the right person at the right time!
- Work with award-winning graphic designers to develop creative, attention-getting marketing collateral.
- Reinforce offers with personalized messaging and imagery.
- Track responses to evaluate results, drive campaign decisions, and prepare for future success.

FOR MORE INFORMATION

New Business Accounts



Fred Barber

Account Executive

fbarber@synergentcorp.com

Current Marketing Services Partners



Shannan Heacock

Senior Marketing Services Representative

sheacock@synergentcorp.com



Erica Vachon

Senior Marketing Services Representative

evachon@synergentcorp.com

800.341.0180

800.442.6715 in Maine

"Our annual two-month credit card campaign reached new heights this year. Through the application of data and analytics, we were able to strategically reach the designated members, with the best messaging, in the most cost effective manner. New science is increasing member share with a savings. This all adds up to more value for our members. By using this technology we obtained a 90% increase in new credit lines versus the previous year. We could not be happier with the service and support we received."

– Justin Harmon

*Chief Public Relations Officer,
Mississippi FCU*



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