



MARKETING

ALTERNATIVES FCU ACH AUTO LOAN CAMPAIGN

Member-Focused Campaign Yielded a 247% Loan Increase Year-Over-Year!



\$1M+
New Loan Balances



247%
Lending Increase
Year-Over-Year



\$5,000
Total Campaign Cost



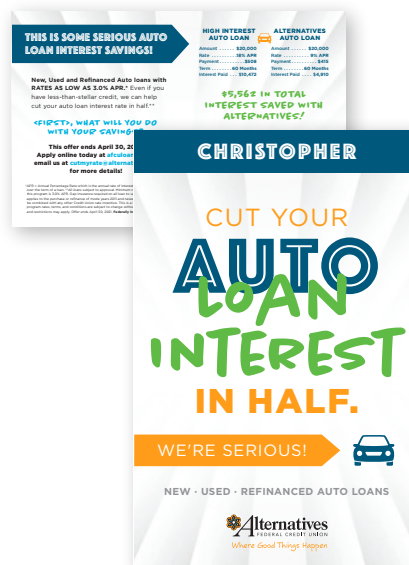
\$17
Interest Income for
Every \$1 Spent

Members saved big on new auto loans with low interest rates! Alternatives FCU was looking for a way to benefit their devoted members and offered an exclusive chance to “cut your auto loan interest in half” for new, used, or refinanced vehicles. By partnering with Synergent Marketing Services, they determined the right members to receive this money-saving, limited-time offer.

During the three-month campaign period, 2,230 targeted Alternatives FCU members received an enticing postcard and email with an option to apply for their new auto loan online within minutes. The campaign yielded great results, with 65 new auto loans opened totaling over \$1 million, 35 of which could be tied back to the campaign! Overall, Alternatives FCU found a 247% increase in total loan balances opened during the same period in the prior year.

The Alternatives FCU Marketing team helped manage lending leads and collaborated with their Lending staff to write special notes to those in their community, a key factor in the campaign’s effectiveness. Alternatives FCU plans to invest in expanding their new relationship with Synergent Marketing Services by running this campaign again and contracting digital ads, graphics, and more targeted campaigns. This fantastic return on investment

continued



POSTCARD

“It continues to be a distinct pleasure partnering with the team at Synergent, who move mountains to drive results and client happiness. Whether it’s their deep knowledge of consumer behavior, member needs, and ways to further engage in the credit union space, their strategic expertise has yielded amazing results with a wow factor ROI that both impressed and exceeded our expectations.”

~ **Michelle Courtney Berry**
Chief Marketing Officer
Alternatives FCU

Campaign Services Included:

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

is a prime example of the kinds of benefits both credit unions and their members reap from a strategic campaign that reaches the right audience in the most effective, thoughtful way.

The Offer

- Member-exclusive auto loan interest savings for new, used, and refinanced auto loans
- Rates as low as 3.0% APR
- Limited time offer
- Easy online application process

Target Audience

- 2,230 Members
 - Making ACH auto loan payments to other lenders (327)
 - Making regular ACH undefined payments between \$200–\$600 (287)
 - Who currently have an Alternatives FCU auto loan (467)
 - Who have a checking account and a loan but no auto loan with Alternatives FCU (1,149)

Response

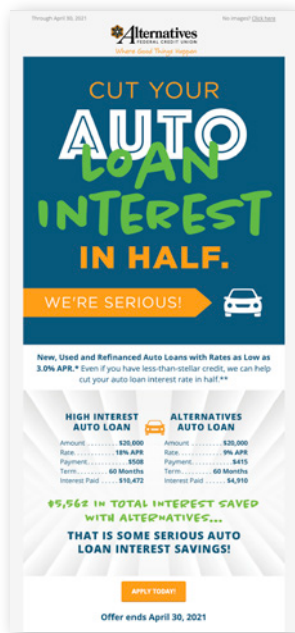
- **Email 1:** 20% Open Rate and 5% Click-Through Rate
- **Email 2:** 12% Open Rate and 36% Click-Through Rate

Results

- **65** auto loans opened totaling **\$1,062,316** in auto loan balances
- **35** auto loans could be tied back to the campaign targeted mailing list totaling **\$640,082** in new auto loan balances
- **247%** increase in total auto loan balances opened over the same period in the prior year
- **45%** increase in total auto loan balances opened over the same period two years prior
- **1.6%** conversion rate based on 2,230 members on the targeted mailing list

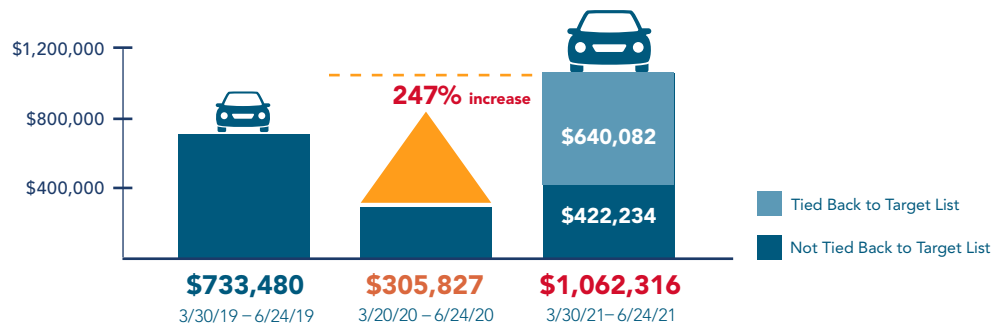
Return on Investment

- Total loan balances tied back to campaign mailing list: **\$640,082**
- Average interest rate: 5.08%
- Average term: 60 months
- Estimated first-year interest earned: **\$29,854**
- Estimated interest earned over the life of the loan: **\$86,075**
- Total campaign cost: **\$5,000**
 - Total direct marketing cost including postage: **\$5,000**
- Return of **\$17.21** on every marketing dollar invested during the campaign period
- Marketing campaign paid for itself in seven weeks



EMAIL

Total Auto Loans Opened



For More Information

Contact our Marketing Services Representatives

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