



MARKETING

DATA SNAPSHOT ANALYSIS

Unlock the Power of Member Data

You want to ensure marketing campaigns feel personal and are relevant to the members receiving communications. Blanket campaigns to all members are costly and less effective than targeted campaigns that communicate relevant offers to the right members at the right time. So how do you ensure you reach the right members?

Member data housed in your core is incredibly valuable—a treasure trove of information. The insights this data provides can help reach specific audiences most likely to be interested in certain credit union promotions. This saves your credit union time, money, and increases your return on marketing investment while providing members with valued products and services.

The Data Snapshot Analysis, valued at \$2,500, is a service to credit unions that shows the power their data holds. Synergent Marketing Services automates marketing solutions, allowing you to easily reach targeted members most likely to be interested in the promotion you are offering. From tactics to custom creative strategies, to analysis and reporting, driving your return on marketing investment is our goal. Our team has experience in over 1,200 unique, data-driven projects with over 120 credit unions.

How It Works

The first step in our Data Snapshot Analysis is to identify the area you wish to focus on. Common examples include:

- **Lending Recapture**
- **Member Insights**
- **New Member Onboarding**
- **Reboarding/Cross-Sell**

(continued)



SAMPLE DATA SNAPSHOT PAGES

The Snapshot Analysis is a report that uses member data to reveal opportunities for targeted marketing campaigns.

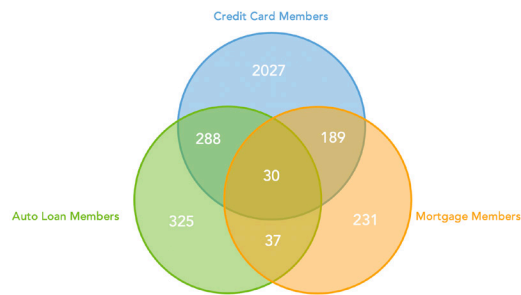
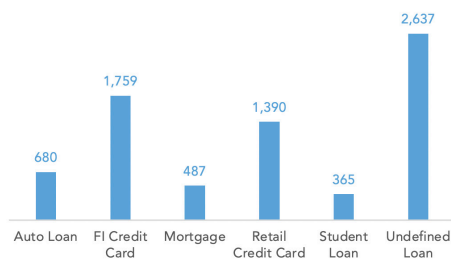
- Identify target audiences within membership
- Visualize trends and supply data contexts
- Increase return on marketing investment
- Set strategies guided by data

“There’s power in transforming business goals and objectives into an actionable, results-oriented strategy that credit unions can put into practice in their next marketing campaign. Data mining drives success and credit unions who take advantage of the Data Snapshot Analysis consistently see strong results. The snapshot leverages and unlocks the power of member data to reveal, crystalize, and amplify getting the right offer, to the right members, at the right time.”

~ Jen Braziel

*Data Mining Specialist
Synergent Marketing
Services*

MEMBERS MAKING ACH PAYMENTS



SAMPLE SNAPSHOT INFORMATION

We will discuss the business goals and objectives your credit union wishes to achieve. One of our data mining specialists will then dig deep into the data analysis. If your credit union is on the Jack Henry™ Symitar® core through Synergent, this is a completely seamless process. If not, a core data extract provided by your credit union can be used. The findings and proposed strategy are then provided to you in a report that analyzes the best way to leverage member data to increase your return on marketing investment and provides guidance in setting powerful marketing strategies.

Key Benefits

- **Find New Ways to Leverage Member Data:** Identify target audiences within membership, visualize trends, and set strategies based on data.
- **Increase Marketing ROI:** Increase your bottom line while providing valuable, relevant products and services to members.
- **Plan for the Year Ahead:** Using marketing strategies presented in the snapshot, create and execute a data-driven, strategic marketing plan.
- **Save Marketing Dollars:** By targeting a select group, you increase offer relevancy and the likelihood of conversions while saving on materials and shipping.
- **Access Expertise:** Synergent Marketing Services works exclusively with credit unions and has data mining experts on staff ready to partner, collaborate, and help. Our award-winning design and production teams also assist in executing any type of marketing campaign.

LEARN MORE

To learn more about core consulting, or to schedule your consult, please contact Fred Barber at fbarber@synergentcorp.com.

For More Information

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RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.