Target Marketing

"From a marketing perspective, Synergent's ability to tap into our data and provide business intelligence is very helpful when doing our targeted marketing campaigns. We are very pleased with the data analysis they provide in guiding our marketing strategies. It's important to partner with a company that understands credit union challenges. I feel that Synergent knows us and they are an extension of our credit union."

Yean-Ai Long
SVP Brand and Product Management
BrightBridge Credit Union

Knowing how to consistently ensure you are reaching the right members in marketing is hard. Predicting the right time to reach out and resonate with a member, when and where they are in the right life stage is harder. Synergent has thousands of success stories to help you better serve members. We know the best way to serve and assist members — ensuring they are educated on all the right products and services to meet their needs — with targeted messaging to the right members, at the right time and the right place. Data is the key to the success Synergent has brought to the credit unions it serves in response rates, return on marketing investments and ultimately award-winning results.

The past four years in/of target marketing:

- **13,594 loans · $307,918,174 lent**

  Synergent Marketing Services helped credit union members open over 13 thousand new loan products equating to over $307 million in new lending.

- **286% increase · 2.5x annualized lift**

  The campaigns achieved an average 286% increase in lending during each campaign period — that's over 2.5 times when comparing year over year.

- **$13,902,155 first year earnings · $48M life of loan**

  The campaigns gave the credit unions almost $14 million in first year interest alone and $48,883,036 in income in total.

- **$91 for each dollar invested · average breakeven: 8 weeks**

  Each campaign saw $91 average return for every marketing dollar spent.
  On average, campaigns pay for themselves within 2 months.

Personalized, targeted marketing allows your credit union to better understand members through research and refine messaging to increase relevance and resonate with members. In addition to ensuring creative, attention-getting direct marketing, our Marketing Client Success Managers and Data Mining Specialists work with your credit union to strategize comprehensive campaigns, ensuring that

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the right message is sent to the right members at the right time, when they are most likely to respond, enhancing member relationships and driving quantifiable results!

What to Consider When Target Marketing:

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

We Can Help By:

- Analyzing member data to develop highly creative, personalized messaging.
- Recommending an audience carefully and targeting a product or service to a specific profile of criteria—the right message to the right person at the right time!
- Developing creative, attention-getting marketing collateral with award-winning graphic designers.
- Reinforcing offers with personalized messaging and imagery.
- Tracking responses to evaluate results, drive campaign decisions, and measure future success.

We will consult with you and guide the process, focused on your business objectives and results with the deep experience and creativity to give you a creative and reliable data-driven solution for years to come.

Getting started on a new data-driven marketing campaign?

We have a turnkey process to guide you on your way to new success!

1. **Discovery Meeting:** Define business goals for proposal and development
2. **Strategic Marketing Brief:** Tailored to specific business goals of the credit union
3. **Preliminary Data Extract:** Detailed analytics and analysis for targeting member data
4. **Segmentation Selection:** Member audience is defined and extract finalized
5. **Creative Process:** Strategic approach to resonate with target audience
6. **Tracking and Reporting:** ROI analysis and post-project recommendations

Learn More

For additional information about Target Marketing for your credit union, please contact your dedicated Client Success Manager.