Eastmill FCU Mortgage Campaign

EASTMILL FEDERAL CREDIT UNION

East Millinocket, Maine
Assets: $79,604,996
Members: 4,094

Working with Synergent on our mortgage campaign was a great experience. Their team took the time to understand Eastmill FCU's needs and developed a personalized approach that aligned with our goals and membership. Synergent helped us turn marketing dollars into measurable results and meaningful loan growth. We value their collaborative approach and their commitment to delivering campaigns that make a real impact on our bottom line.

Derek J. Hebert
President/CEO, Eastmill FCU

$3.8M	887%	$6,526	2 Months
New Mortgage Balances	YOY Increase in Mortgage Balances	Total Campaign Cost	Campaign Paid For Itself

A Personalized Approach to Mortgage Growth

Eastmill FCU wanted to grow its mortgage portfolio by reaching members of the community who didn't already have a mortgage with the credit union.

Partnering with Synergent, Eastmill FCU launched a four-month marketing campaign intended to connect with both current and prospective members at different stages of homeownership. Rather than taking a one-size-fits-all approach, the campaign featured targeted messaging and imagery tailored to three unique audiences. Each segment used imagery and copy that emphasized home, with themes like "Your Home Is Your Happy Place," "We're Right Where You Belong," and—for current renters—"Ready for a Place of Your Own?" This helped make the communications personal, relatable, and relevant to each audience.

The campaign period saw impressive mortgage growth, with **22 mortgages opened totaling**





$3,870,275 in balances. Of those, eight mortgages totaling $756,607 could be tied directly back to the campaign list.

Compared to the same four-month period in previous years, total mortgage balances opened increased:

- 887% over the prior year
- 10,221% over two years prior
- 998% over three years prior

Beyond the growth in mortgage balances, the campaign delivered a strong estimated return on Eastmill FCU's marketing investment, with a projected break-even point of just two months.

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Campaign Strategy and Execution

The campaign targeted a total of 1,363 members and prospective members.



VERSION 1

Your Home Is Your Happy Place

Target Audiences:

501 members ages 30-75 with at least $5,000 in total share balances and no existing mortgage with Eastmill FCU.

521 members who identified as homeowners on a recent loan application but did not have a mortgage with the credit union.



VERSION 2

We're Right Where You Belong

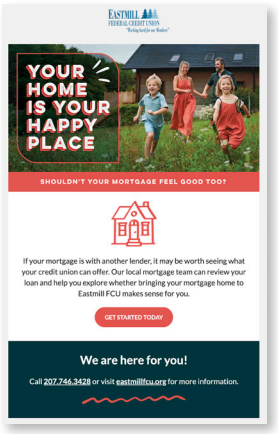
Target Audience: 191 members who have an open or closed home equity loan but no mortgage with the credit union.



VERSION 3

Ready for a Place of Your Own?

Target Audience: 150 prospective members within Eastmill FCU's field of membership who were renting and didn't own a home.



Email Engagement

Open Rate: 30.37%

Click Rate: 1.15%

Campaign services included:

- Comprehensive Creative Concept and Design
- Targeted Data Extract and Data Mining
- Copywriting and Messaging Development
- Preliminary Data Analysis
- Full-Color Postcards
- Email Template Development and Deployment
- List Preparation and Mailing Services
- Tracking, Monitoring and Reporting

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Campaign Results

During the four-month campaign period:

- **22 mortgages** opened over the campaign period, totaling **$3,870,275**
- **8 mortgages** could be tied back to the campaign list, totaling **$756,607** in mortgage balances

YOY lift:

- **887% increase** in total mortgage balances opened in the same period the prior year
- **10,221% increase** in total mortgage balances opened in the same period two years prior
- **998% increase** in total mortgage balances opened in the same period threee years prior

Conversions:

- **0.66%** total conversion rate based on 1,213 total members and prospects on the targeted mailing list
- **0.75%** total conversion rate based on 1,063 total members on the targeted mailing list





Return on Investment

- Total loan balances tied back to campaign mailing list: **$756,607**
- Average interest rate: **6.12%**
- Average term: **195 months** (16.25 years)
- Estimated first year interest earned: **$45,526**
- Estimated interest earned over the life of the loan: **$268,006**
- Total campaign cost: **$6,526**
- Total interest income for each campaign dollar spent: **$41.06**
- Marketing campaign paid for itself (breakeven): **2 months**

Ready to grow your results?

Whether you're looking to increase lending, deepen member relationships, or reach new audiences, Synergent can help you build a targeted marketing campaign that supports your goals.

Let's talk about what's possible for your credit union. Contact Synergent Marketing today to discuss your next campaign.