

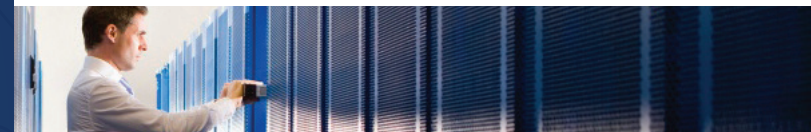


www.synergentcorp.com

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PO Box 1236, Portland, Maine 04104

WE ARE COMMITTED TO PROMOTING THE GROWTH OF CREDIT UNIONS THROUGH SERVICE EXCELLENCE IN THE DELIVERY OF QUALITY PRODUCTS AND SERVICES.



Return on Partnership Marketing CASE STUDY

CONNECT

Intelligent solutions to **connect** with members,
all under one roof.



RESULTS



\$1.53M
In new lending



53%
Total increase in loan amount



\$83K+
1st yr interest earnings



\$219K+
Life of loan interest earnings



\$1:27
Return on Investment

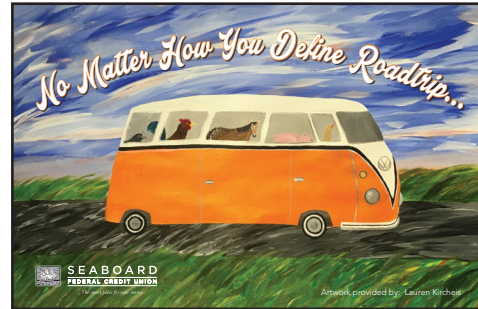
A partnership with Seaboard FCU puts 111 members into the driver's seat during the campaign period!

This effective campaign started with a community focus by incorporating contest-winning artwork by Lauren Kicheis of Bucksport High School. Working with Synergent Direct Marketing Services for ACH data mining and campaign execution, Seaboard FCU was able to exceed their goal by increasing their portfolio by 53% over the same time period in the prior year!

OBJECTIVE

Seaboard FCU wanted to increase auto lending by offering valuable incentives to draw in members, including:

- \$350 cash back
- Rates as low as 1.99% APR
- Limited Time Offer
- Online or In-Branch Application



TARGETING WITH SYNERGENT

Synergent Direct Marketing Services leveraged ACH data to create a successful campaign in partnership with Seaboard FCU. 2,596 targets were identified in four sub-groups:

- Members with a checking account balance over \$1,000
- Members making ACH auto loan payments to other institutions
- Members who had paid off their Seaboard auto loans in the prior 12 months
- Members who were due to pay off their Seaboard auto loans in the following 12 months

Seaboard FCU Auto Loan ACH Campaign



\$1.53M
In new lending

RESULTS:

Over \$1.5M in new auto loans driven during the 2-month campaign period!

– 111 new auto loans totaling **\$1,527,644** in new lending

RETURN ON INVESTMENT

Cruising in to interest income!

– Estimated total first year interest earnings on all loans during the campaign period: **\$83,366**

– Total Campaign Cost: **\$8,092**

– Estimated life of loan interest earnings: **\$219,294**

– Return on Investment: **\$27 in earnings** for every marketing dollar spent

HOW IT WORKED:

This omni-channel campaign included the following tools and collateral that helped Seaboard FCU achieve their goal:

- Comprehensive Creative Concept & Design
- Copywriting & Messaging Development
- Custom ACH Data Mining
- List Preparation & Mailing Services
- Full-color Postcards
- Companion Email Blast
- Web Banner, Social Media, & TV Lobby Graphics
- Lobby Posters, Pull-Up Banner, & Table Tents
- List Preparation & Mailing Services
- Unique URL
- Unique 800 Phone Number
- Tracking, Monitoring, & Reporting

Want to learn more? View the video case study at synergentcorp.com.

“Data mining is the way to go because you’re not going to spend money on advertising to people who really don’t need that,” shared Johanna Dorr, Loan Officer and Marketing Coordinator for Seaboard FCU. “You’re chiseling down to a group that you’re really going to get a response from.”



“A lot of times, credit unions don’t realize what powerful data, metrics and information they have available in their core to begin with, such as transactional data mining. We can target pretty much any transaction the member is making.” Jen Braziel, Data Mining Specialist



Locations: Bucksport, Ellsworth, and Hermon, ME

Field of Membership: Open to persons who live, work, worship or attend school in Hancock, Washington, Waldo, or Penobscot Counties.

Members: 11,859
Assets: \$121,677,403