

Case Study: **Credit Union**



Rotation Direct[®]

(512)-580-9043

Overview

Credit unions operating with closed charters must strategically direct campaigns towards eligible customers to prevent unnecessary expenditure on advertisement. A local Austin, TX credit union, Amplify, collaborated with Rotation Direct to expand their digital advertising acquisition approach for attracting new customers meeting the credit union's specified criteria.

This involved deploying precise direct marketing tactics tailored to the target audience and demographic. In the financial domain, where consumer trust and regulatory adherence are paramount, our tailored strategy seeks to balance the imperatives of marketing outreach with the rigorous standards that govern the credit union sector.

By delving into the specific nuances of financial services marketing, we aimed to craft a digital narrative that not only resonates with potential members but also upholds the integrity and security synonymous with credit unions. Rotation Direct continues to set the standard for delivering results-driven digital solutions, even in the complex and highly regulated world of financial services marketing.



Rotation Direct[®]

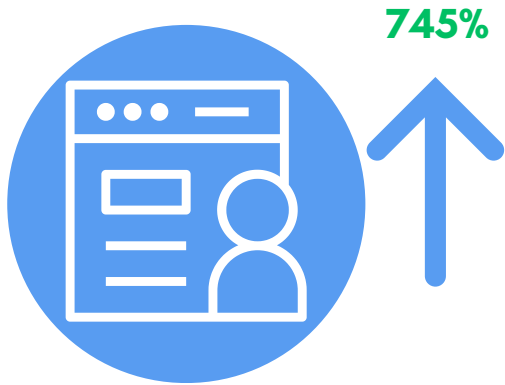
(512)-580-9043

Objectives

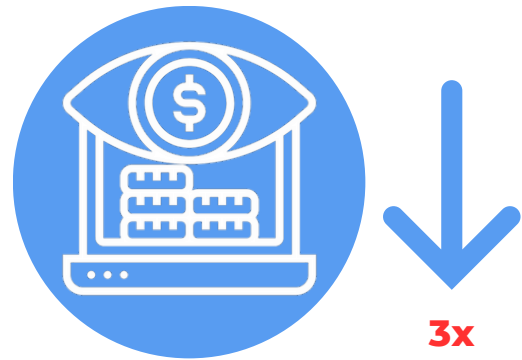
- Collect qualified leads at a profitable cost-per-acquisition (CPA)
- Minimize unnecessary advertising expenses by utilizing precise audience targeting methods.
- Build and deploy programmatic direct digital marketing strategies with accountability in conversion tracking.
- Synergize newly built digital campaigns with existing direct mail marketing, so as to re-target leads from mail advertising with digital ads.



Key Result



745% increase in new website visitors (weekly).



Lowered CPMs by 3x with use of Rotator™ analytics.



10% average conversion rate (bottom line) after 3 months.



Rotation Direct®

(512)-580-9043

Conclusion

Credit unions, exclusive to members, traditionally emphasized direct mail marketing and trade press advertising to reach their target audience and Field of Membership. To assess the efficacy of direct digital advertising in context of the previous marketing methods, Rotation Direct A/B tested several image ads and copies, *A* sent via direct-mailed postcards with a QR code directing users to the landing page, *B* delivered via digital ads, with a clickable link directing users to the landing page. Digital ads performed an average of 63% better than the previously used mailer advertising, as measured by key performance metrics (CPM, CPC, Bottom-line Conversion Rate, etc.).

Utilizing CRM Onboarding and proper re-marketing initiatives, we were able to capitalize on users that received mail and entered our sales funnel, and serve them with ads on Facebook and Instagram. This approach imbued viewers with a strong sense of brand presence and competency/legitimacy, and re-introduced previously bounced users back into the sales funnel, achieving bottom line conversion rates nearly twice as high as with cold marketing.

