



2020

Marketing Campaigns Quarterly Recap

Q1 2020

April 20, 2020



About



RevGen Campaigns are marketing campaigns focused on revenue generation. They can include data mining, electronic communications, outbound calls and more.

Custom Campaigns are flexible marketing campaigns whose components are offered a-la-carte.

Custom Messages are smaller-scale marketing, often used for announcements, promotions and member education.



2020

RevGen Marketing Campaigns



Campaign Length:

23 days on average

Emails:

61,774 sent

20% average open rate

Phone Calls:

5,762 dials made

34% average contact rate

Online Banking:

56,832 messages sent

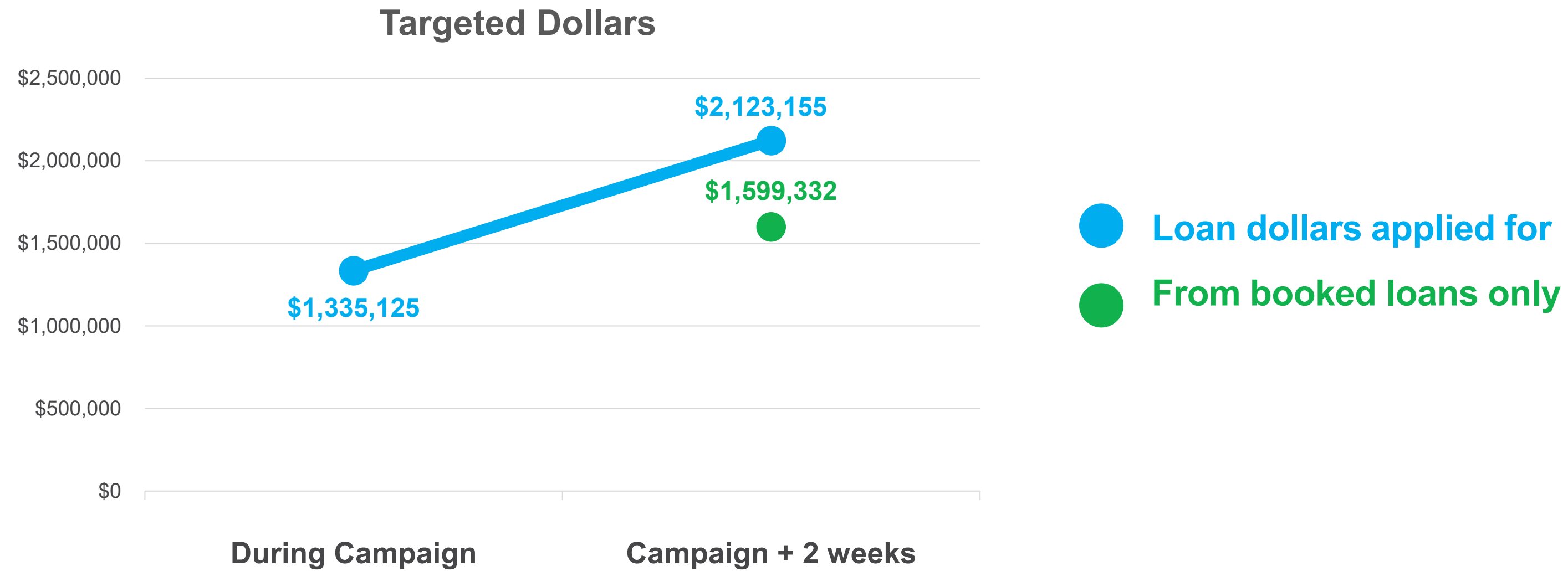
2.9% average open rate

RevGen Marketing Campaigns



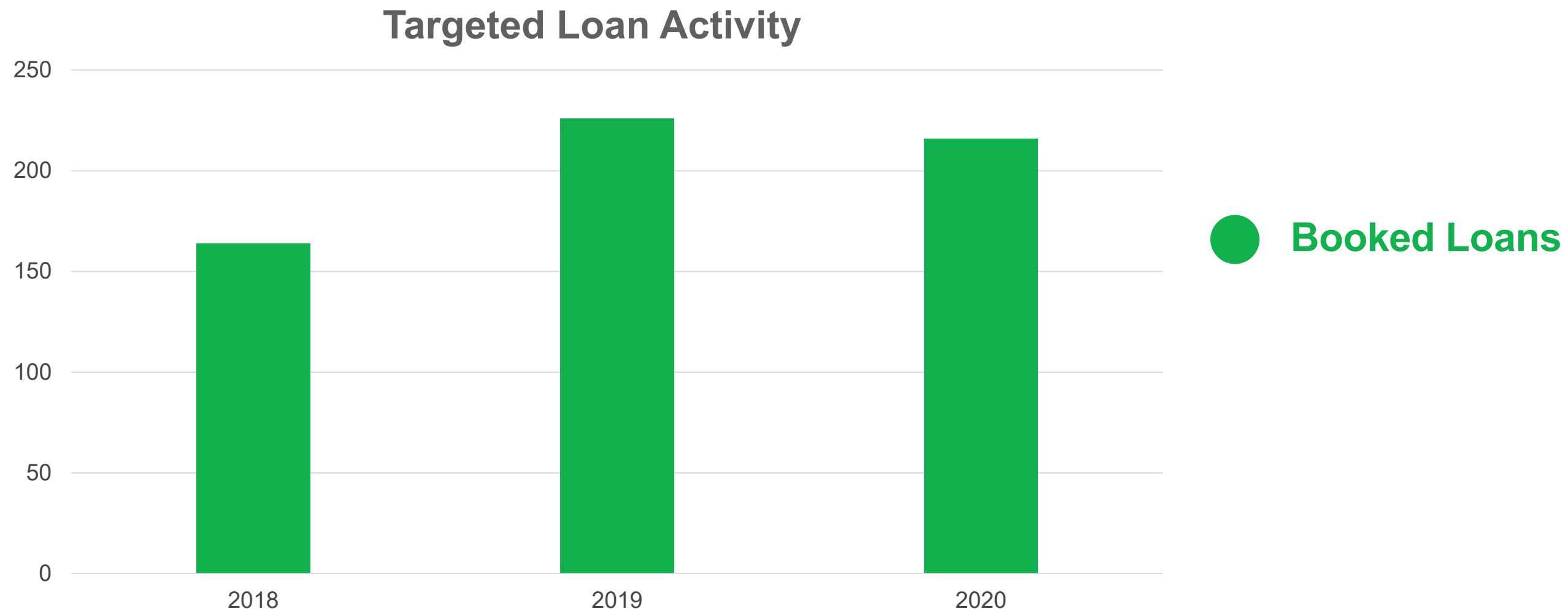
RevGen Marketing Campaigns

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RevGen Marketing Campaigns

Q1 2018-2020



Compared to Q1 last year



The **number of campaigns** Xtend launched in Q1 '20 decreased by 25%, from 16 campaigns last year to 12 this year.

Despite this decrease, the **number of calls** made increased, higher than last year by 8%.

Despite this increase in call volume, the average **contact rate** has decreased by 3.5%, from 37.5% to 34%.

The penetration rate of **audience participation** in RevGen campaigns has increased by .1%, and the rate of booked loans out of loan applications has decreased by 17%. 68% of all loans applied for booked within 14 days of the campaign ending in Q1.

The difference in topics marketed between this and last year aren't all the different, with eight total topics marketed in Q1 of both years. Instead of marketing CDs this year, the eighth topic marketed was Skip a Pay.



Custom Campaigns



Campaign Length:

42 days on average

Phone Calls:

No phone calls completed

Emails:

23,354 sent

26% average open rate

Online Banking:

No OLB messages sent

Notable campaigns



Credit Cards and Balance Transfers

Alpena Alcona Area Credit Union walked away with **20 New Credit Cards** and **31 Balance Transfers** out of the 6,320 memberships contacted over 17 days. They booked **\$76,250 in targeted loans** and **\$91,336.44** in balance transfers within 14 days of the campaign ending.

Xtend used 2 Online Banking messages, 1 Online Banking Community post, 1 round of Phone Calls, and 3 HTML emails to communicate with all individual members between the ages of 25 and 35.

Notable campaigns



Skip a Pay

MidUSA Credit Union ran a Skip a Pay campaign in Q1. A total of 88 Skip a Payment requests were processed during the campaign period, resulting in **\$3,520** in skip a pay fees charged to targeted members.

The credit union used 2 Online Banking messages, 1 Online Banking Community post, and 2 HTML emails to all members with closed-end loans that qualify for the Skip a Pay offer.

What to Expect: Q2



What We Usually See:

Vehicle Loans

Real Estate Loans – including mortgages,
home equity loans, and HELOCs

The COVID-19 Impact:

Focusing on Financial Relief –

Personal Loans

Skip a Pay

Refinances with 60-90 day no payment offers

Balance Transfers



2020

Thank you!

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