

RevGen Pricing & Features

About

Generate more revenue with four bundled marketing campaigns per year, with ROI reporting included. Send targeted HTML emails, phone calls, online banking posts and more.

ePackage

Focus on digital marketing with ePackage. Our standard RevGen option, ePackage is recommended for credit unions who value flexibility. It includes four campaigns, each with the following:

- 3 emails
- 1 It's Me 247 Online Banking message
- 1 Online Banking Community Story
- Optional outbound phone calls

ePackage Pricing

\$800 / year
\$0.01 / email
\$2.50 / call (optional)

Full Service

With tiered call pricing and free emails, Full-Service is recommended for credit unions looking for maximum exposure to their members. It includes four campaigns, each with the following:

- 3 emails
- 2 It's Me 247 Online Banking messages
- 1 Online Banking Community Story
- Outbound phone calls with tiered pricing

Full Service Pricing

\$1,250 / year
\$0.00 / email
\$2.50 / call (1-499)
\$2.00 / call (500-999)
\$1.75 / call (1000+)

RevGen Add-Ons

Add-ons are available for both ePackage and Full Service packages. They're processed and invoiced per-campaign, so you can mix and match as the marketing year progresses.

Additional Campaigns

Need more than four campaigns per year? Add up to two additional campaigns at **\$200 each**. All other fees (per-email, per-call, etc) will remain the same as your current package.

Advanced Reporting

Dive deeper into the effectiveness of your campaign. We'll use our expert analytics to answer questions like "Which types of members responded best to this campaign?" Advanced Reporting is quoted per-request at **\$100 / hour**.

Custom Graphic Design

Bring your campaign ideas to life with postcards, flyers, posters, shirts and more! We'll work with you to create professional graphics to catch your audience's eye. Custom Graphics are quoted per-request at **\$75 / hour**.

Advanced Targeting

Target multiple (or very specific) audiences. Advanced Targeting can be used to send emails and phone calls to two different audiences. Let us know who you'd like to target, and we'll quote your request at **\$75 / hour**.