

# Xtend Data Analytics

mines and interprets member data.

## About

**We specialize in data mining and reporting.** With an intricate knowledge of the CU\*BASE platform, we use the tools at hand to pinpoint targets, create member marketing lists, and reveal patterns.

Most of our offerings are detailed reports on member databases that reveal how your members think, act, and interact with your credit union.

**"The depth of the reporting helped us prioritize strategies for improvement."**

*South Bay Credit Union*

## Featured Products & Services



### Marketing Scorecard

An informational report of your membership breakdown and the products and services they hold. Provides details on your membership, and offers up next steps to improve different areas of your credit union and membership participation.



### New Member Reporting

Take a deeper look at your current New Member Onboarding (NMO) process by understanding the engagement level of your new members after their first 90 days at the credit union.



### Know Your Online Credit Card Holders

Develop a deeper understanding of how your members repay their credit card with you, and how this impacts your relationship with them.

# All Xtend Data Analytics Products & Services



## Custom Marketing Analysis

A customized analysis with a marketing focus.

## Custom Target Audience

A member list, targeted to your specifications.

## Email Performance Analysis

A deep dive into marketing email effectiveness.

## Frequent Caller NSP Program

Generate lists of Next Suggested Product Trackers for frequent callers.

## Call Center Scorecard

An analysis of your calls and callers.

## CD & Money Market Call Reporting

A report on CD and money market call campaign effectiveness.

## Direct Deposit & Checking Account Call Reporting

A report on direct deposit and checking account call campaign effectiveness.

## Enhanced Campaign Reporting

An in-depth analysis of your recent marketing.

## Know What to Market

An outline of marketing opportunities suggested by data.

## Know Who to Contact

A report on potential target audiences.

## Know Why Your Members Call

A look into who calls your credit union and why.

## Know Your Online Credit Card Holders

A report on online card holders' behaviors, indicating which products they'll need.

## Know Your Outside Credit Card Holders

A report on credit card holders' tradeline data and payment behaviors.

## Losing the Love Enhanced Reporting

Additional reporting on your Losing the Love program.

## Managed Campaign Data

Data management and more for upcoming campaigns.

## Marketing Scorecard

A report detailing your credit union's unique marketing opportunities.

## New Member Reporting

Understand the engagement level of your new members.

## Sales Tools Crash Course

A live walkthrough of CU\*BASE sales tools and related technologies.

## Sales Tracker Consultation

A series of live walkthroughs of Sales Tracking methods and tools.

## Wrap Up Code Consultation

Learn how to set up and use Wrap Up Codes. Includes code configuration.

## Interested in our insights?

Visit us online at [Xtendcu.com](http://Xtendcu.com), call us at 1-866-981-4983, or send us an email at [info@xtendcu.com](mailto:info@xtendcu.com)

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