

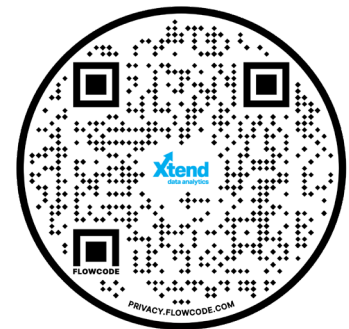
Know who to market to via Know Your Market audience

What is it?

A large-scale analysis of your membership and recent product and service performance with a full page of actionable items your team can take independently or with Xtend's Communications and Contact Center teams. Delivered in PDF format and includes a one-hour debriefing to discuss the findings and the recommended actions.

What are the benefits?

- Make your next campaign decisions based on data and facts around what's happening within your credit union membership, not word of mouth, best guesses, or simple routine.
- Proactively improve your marketing efforts with knowledge and take action with either your own marketing team or Xtend to see results.
- Gain a deeper understanding of your membership and where your product performance stands today



Examples of Analysis

Executive Summary

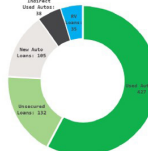
Xtend strives to provide the best possible communication services at the most cost-effective price point. The purpose of this report is to enhance the strategy and value of your marketing efforts with Xtend. This pre-campaign summary will focus on a short evaluation of your overall membership, recent loan application activity, and your current loan portfolio with as much information as is available in CU*BASE on the date of completion. The primary goal is to influence decisions made for your campaign goals, target audience, and other relevant marketing decisions through the analysis of this data. There is an appendix at the end of this document that will provide file source details so you can pull and evaluate the general data at your own discretion.

Summary Statistics

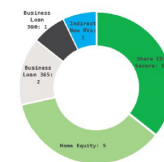
Total Membership 2,726 Memberships	Total Members w/ Credit Score 313 Memberships
Total Members w/ Active Loan* 651 Memberships	Total Active Loans* 846 Loan Accounts
Total Loan Applications* 286 Loan Applications	Total Loan Application Dollars* \$4,681,746.23

Lending Breakdown

Top 5 Loans²

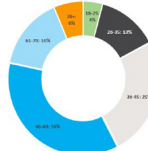


Bottom 5 Loans²

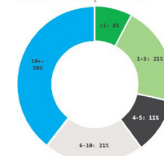


Members with Loans

Membership Age



Membership Tenure



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