

2022

New Member Onboarding

Success Credit Union

New Members Opened in October 2022
Prepared on 2/14/2023

NMO Marketing Period

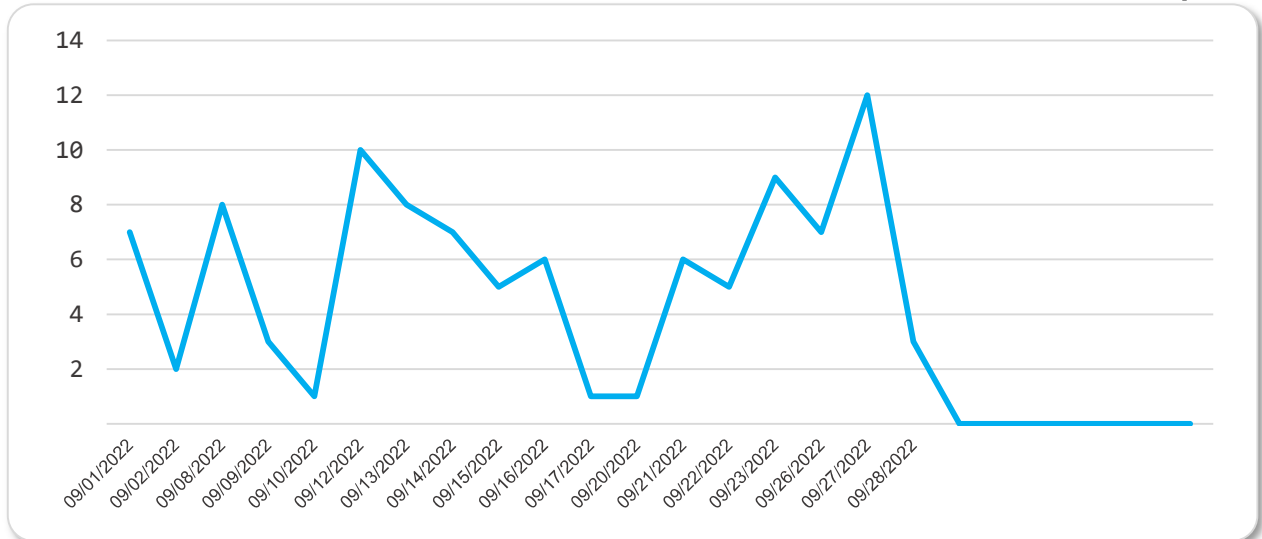
11/01/2022 - 01/31/2023

Targeted Members

101 New Memberships

Engaged Members

39 New Memberships



101

Members with Valid
Email Addresses

\$5.32

Savings
Balances

1

New Checking
Accounts

2

New Loan
Accounts

1

New CD
Accounts

15%

Using Online Banking

26%

Using Mobile Banking

69%

Enrolled in eStatements

2022

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New Indirect Members

2

Direct Members with New Loans

0

Direct Members with New Checking Accounts

0

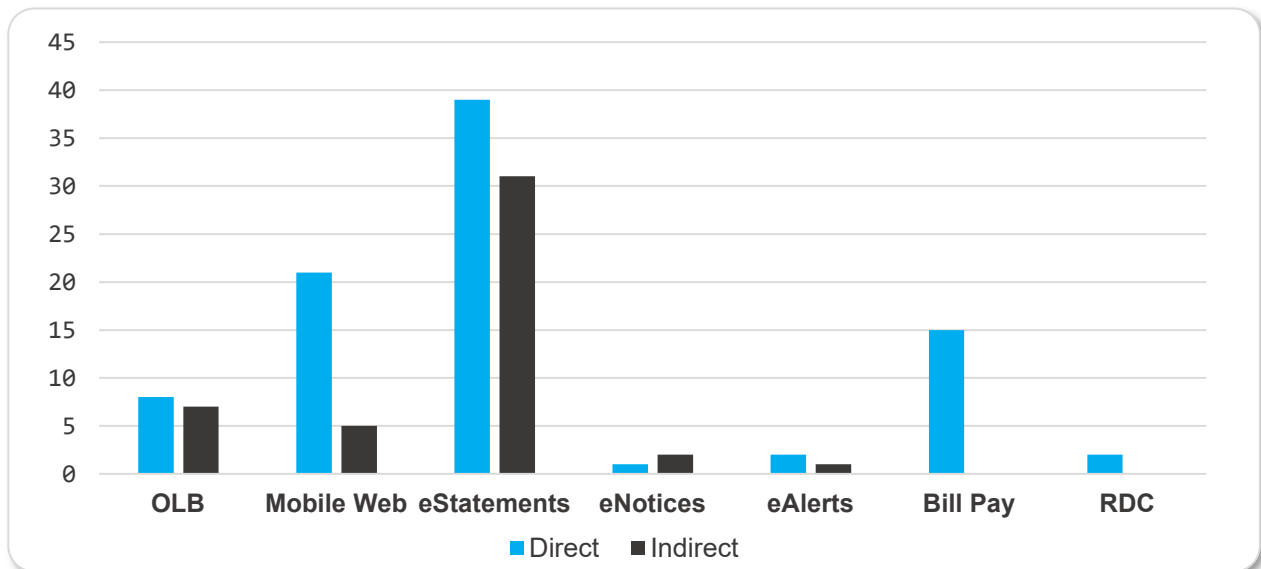
Indirect Members with Direct Loans

1

Indirect Members with Checking Accounts

\$62,936.68 Total Loan Balances

\$2,636.79 Total Checking Balances



Thank you!