

2023

# Marketing Scorecard

## Success Credit Union

Data Current as of: 6/12/2023

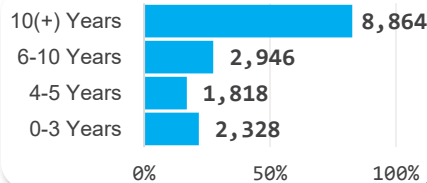
### Credit Union Overview

Credit Union Overview			Network
Total Members	15,956		13,123
Members w/ any Loan	4,165	26%	38%
Members w/ a Credit Score*	10,992	69%	84%
Mbrs w/ a Checking Acct	5,759	36%	63%
Members w/ a CD	396	2%	4%
Members w/ ACH Deposit	6,242	39%	62%
Mbrs w/ an Email Address	12,158	76%	80%

### Membership Averages

Membership Averages			Network
Average Age	55		50
Average Tenure	17		15
Average Credit Score*	652		628
Average Saving Balance	1,952		2,456

### Membership Tenure



### Marketing Opportunities

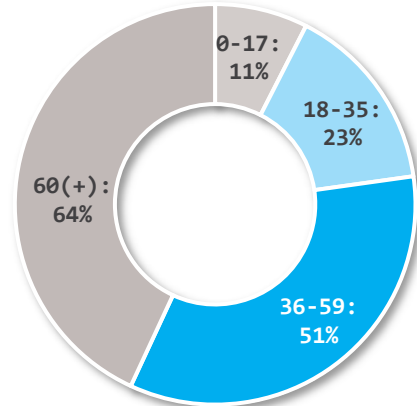
#### Self-Service Opportunities

Self-Service Opportunities			Network
Members w/ OLB	3,577	22%	26%
Members w/ Mobile Banking	5,640	35%	45%
Members w/ eStatements	8,439	53%	55%
OLB but no Mobile Banking	1,524	10%	9%
OLB but no eStatements	847	5%	2%
Email but no OLB	6,043	38%	23%

#### Share and Share Draft Opportunities

Savings Bal. of \$500-\$999	1,826	11%
Savings Bal. of \$1,000-\$4,999	542	3%
Savings Bal. of \$5,000(+)	1,345	8%
Checking but no Debit Card	301	2%

### Age Composition



### Top 3 Loan Categories

01	Personal Loan
61	Used Auto
A4	VISA Rewards 22.99%

### Credit Quality Review \*

Tier 1: 720+	3,261	20%
Tier 2: 680 - 719	1,368	9%
Tier 3: 650 - 679	836	5%
No Score Available	978	6%

### Members WITHOUT any Loan\*

Tier 1: 720+	1,619	10%
Tier 2: 680 - 719	853	5%
Tier 3: 650 - 679	397	2%

### Members WITH an Existing Loan\*

Tier 1: 720+	1,642	10%
Tier 2: 680 - 719	515	3%
Tier 3: 650 - 679	439	3%

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## Top Findings: Your Members

- Top findings of your members. Notable highs or lows in averages for your credit union, can be compared to last quarter or newly included Network Statistics. This section typically includes 3-5 points of interest.
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## Recommended Next Steps

Notable Marketing Opportunity your credit union can take action on. Recommendations also include information to back up the recommended Marketing Opportunity and a service Xtend offers to assist with acting on your data.

Ask us how we can help you get started!

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Want to see your data in action?

Contact Xtend Data Analytics

2900 Charlevoix Drive SE, Suite 200 (866) 981-4983  
Grand Rapids, MI 49546 info@xtendcu.com

