

Marketing Campaigns Quarterly Recap

Q2 2025

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About



RevGen Campaigns are marketing campaigns focused on revenue generation. They can include data mining, electronic communications, outbound calls and more.

Custom Campaigns are flexible marketing campaigns whose components are offered a-la-carte. These campaigns can include quick pick campaigns, It's Me 247 upgrades, 1-Clicks, and more.

Custom Messages are smaller-scale marketing, often used for announcements, promotions and member education.

Overall Outlook

Campaign Details:

Length:

20 days on average

Audience:

Average of 3,714 members

Type of Campaign:

12 lending-focused

8 self-service focused

1 deposit account-focused

Campaign Channels:

Emails:

146,687 sent

Phone Calls:

978 dials made

Online Banking:

47,894 messages sent

Print:

4,545 items mailed

Compared to Q1 2025



We have been consistent with the number of campaigns we have been launching. We launched 20 in Q1 2025 and 20 in Q2 2025.

Traditionally, Q1 has been our slowest t launch season with it being after the holiday season. We saw campaign focus more on deposit accounts and overall credit union awareness.

In Q2, we saw a big shift from the content and activity we were seeing in Q1.

Lending efforts, with Auto and Home related were most popular. We often see this lending topics for popular during Q3.

For channel utilization in Q2, we have seen an increase in outbound calls.

What's Trending in Lending

HELOC & Mortgages

During Q2, HELOCs and mortgages were the clear standouts in member interest and engagement. The majority of our campaigns focused on empowering members to leverage their home equity—whether through a full three-email series or a streamlined 1Click summer campaign.

The takeaway is clear: HELOC promotions consistently perform well and remain a dependable driver of lending activity.

What's Trending in Non-Lending

Self Service & Account Maintenance

We also ran a significant number of self-service and account maintenance campaigns. In today's fast-changing technology landscape, these initiatives are an effective way to keep members informed about the latest updates and enhancements.

They're quick to create, easy to launch, and highly adaptable—content from these campaigns can be refreshed and reused for future updates, making them both efficient and impactful.

Notable campaigns



Credit Union A:

Auto/RV/Boat loan – 20 targeted loan apps 15 loans booked.

Credit Union C:

Home Equity – 56 targeted loan apps 55 loans booked.

Credit Union B:

MFA Quick Pick – 47% open rate & 975 members logged into online banking.

Credit Union D:

Fraud Awareness – over 52% open rate.

What to Expect in Q3 & Q4



What We Usually See:

- Holiday Loans
- Credit Cards
- MFA
- 1Click
- Skip-A-Pay

What's on The Schedule:

- Q4 Contest
- IRA Accounts
- New Visa® Platinum Rewards

Thank you!

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