

CASE STUDY



UNIFY
FINANCIAL CREDIT UNION

Personal Page Drives Engagement and Loan Generation from Existing Members

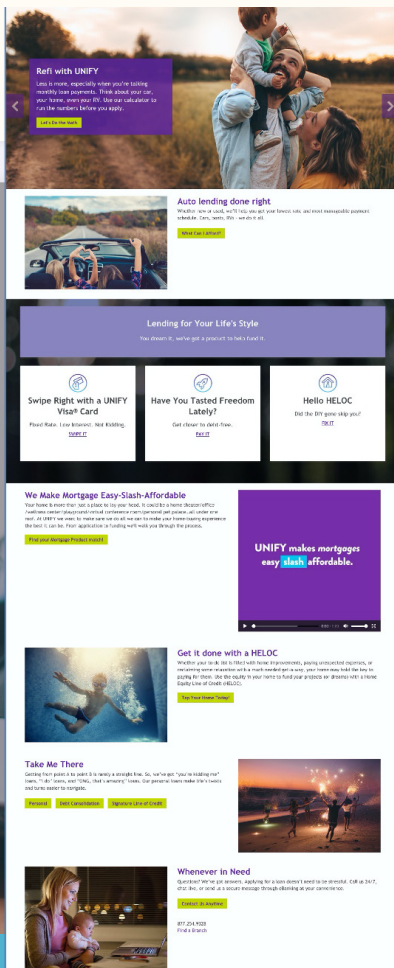


CHALLENGE

UNIFY was looking for a way to deliver more relevant and personal member experiences across their broad existing members portfolio. They streamline communications online to members using data to serve the best content that delivers relevant information during key financial decision-making moments.

BUSINESS OBJECTIVES

- 1 Drive continuous lead funnel for UNIFY loan product adoption
- 2 Deep linked to special promotion rates, and apply now loan application form
- 3 Continually refine messaging based on the data and member take rate



SOLUTION

OneClick Financial a data-driven patented platform that delivers curated content dynamically through components that have deep links to UNIFY's digital properties including the brand site. Components use video, images, forms, calculators, and call-to-actions to make a member's journey focused and contextually relevant. No searching through a brand site with multiple clicks to find the related information needed to complete a goal. Everything is right in front of the member in a comfortable and interactive experience, presented in the right place and at the right time to drive engagement and leads.

RESULTS | 30-DAY SNAPSHOT

Auto: 261
Home: 224
Personal: 428
HELOC: 47
Credit Card: 12

972
Loan Leads Generated

\$1,210,970
Total Annualized Interest Revenue Value



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