

# How Vantage Credit Union Increased Applications by 61% in 11 Days with Alpharank

## Challenge:

Vantage Credit Union faced a reality many financial institutions know all too well: high application abandonment rates, with no clear understanding of why or where prospects were dropping off. The team knew how much abandonment they had, but didn't really know why or where it was happening.

They also needed to understand the actual impact of their marketing efforts. The data was fragmented across different platforms and lacked a clear view. Vantage was investing substantial resources into digital marketing, but the results weren't matching the effort.

## Solution:

Vantage initially planned to switch from Meridian Link Portal to Meridian Link Access to address friction in their application. But the team took a step back and had an important realization: they would likely repeat the same mistakes without data to identify the changes needed to achieve better results.

## **Solution:**

They switched gears and decided that Alpharank would be the better place to start, and it has proven very successful for their growth. Within just 11 days of implementing Alpharank's recommendations, Vantage saw immediate success. The speed and magnitude of these results exceeded expectations, proving that when you have the correct data to identify friction points, significant improvements can happen quickly.

### **With Alpharank:**

**46%**

Increase in Website to  
App Starts

**61%**

Increase in Completed  
Applications

**0%**

Increase in Ad Spend

**11 Days**

Time Frame



We got to try before you buy for a couple of weeks, and the results were very obvious. Alpharank did a good job of visually highlighting friction points in the deposit mapping journey and showing exactly where they occurred. I don't think I expected to close that gap between where we were and the benchmark so quickly. Within 11 days of making the changes that Alpharank suggested to our deposit account applications, we saw a 46% boost in website-to-app starts. Our completed applications increased by 61%, so I think that's wildly impressive, considering that was achieved without increasing our ad spend, which has been a huge win for our team.



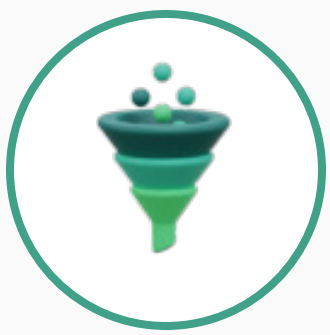
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# Online Branch Intelligence System

 Maximize funded deposits & loans starting in **30 days**

Alpharank's model trains on **6+ billion transactions** from 150+ peer financial institutions, optimizing your full funnel results.



## Curb Funnel Abandonment

- Find & Remove Bottlenecks
- Locate High Friction Questions
- Maximize Approved Applications



## Improve Lead Quality

- Identify Top Traffic Sources
- Diagnose Problem Sources
- Reduce Low-Value Applicants



## Maximize Dollar Production

- Uncover Value Drivers
- Identify Your Winning Campaigns
- Ditch Underperforming Campaigns

Installs in seconds. +50% increase in booked dollars in 6 months.  
Immediate ROI without increase in ad spend.

