FinGoal bcu

CUSTOMER SUCCESS STORY

Key metrics across personal loan campaigns

99%
Lift in Click Rates

27.6%
Lift in Application Rates

+7,274
higher average loan amount

-53% Fewer
email unsubscribes

> Even today our digital team had an idea on members: ‘Can we find members with recent, large, costly car repairs... could we do something for them?’ And I was like, let’s use FinGoal!

Erin Macasek, Vice President of Marketing at BCU

BACKGROUND

$6B Baxter Credit Union (BCU) partnered with FinGoal to better predict why members might need a personal loan. Leveraging integrated platforms like Lumin CMS, Larky, and Salesforce Marketing Cloud, the credit union saw increases in Opens, Clicks, Applications, Closes, and Loan sizes.

IMPLEMENTATION OF FINGOAL TAGS

BCU ran 90 days of campaigns using a combination of FinGoal User Tags over email, push, and digital banking using identified segments based on spending habits and other current financial products their members are using.

The Member Intelligence and Marketing Teams took lead on the implementation to take their personalization models to new heights.

CAMPAIGN HIGHLIGHT: PERSONAL LOAN

The Credit Union tested four targeted audiences that had a high propensity for a personal loan with specific messaging around Home Improvement, Debt Consolidation, Spoiling Your Pet, and Travel. These results were compared to more general messaging around personal loans to a control group.

The more targeted campaigns saw lift across all metrics and all channels.

$408,000

Projected FinGoal ROI in Year 1

Learn more at fingoal.com/