



Rethinking Credit Union Growth: Precision Marketing in a Data- Driven Age

Empowering
Member-Centric Expansion
with Growth Finance



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ELEVATE YOUR PORTFOLIO



In today's fast-changing financial landscape, credit unions are uniquely positioned to offer personalized service, community-based engagement, and member-first financial solutions. But sustainable growth now requires more than goodwill and local presence—it demands a data-driven strategy that aligns mission with modern member behavior.

The Opportunity: A New Era of Growth for Credit Unions

Credit unions are trusted by over 137 million Americans, with assets nearing \$2 trillion. However, their growth still lags behind major banks in digital engagement, personalization, and acquisition efficiency. To thrive in a competitive financial ecosystem, credit unions need to rethink their marketing and outreach models—moving from generalized campaigns to precision-guided engagement.

That's where Growth Finance enters the picture.

Member Growth Begins with the Right Data

Successful credit union marketing doesn't start with ad spend—it starts with knowing who your ideal members are and where they are in their financial journey.

Growth Finance's G1 Platform delivers this intelligence through real-time, privacy-compliant behavioral and life event signals. By understanding when individuals are actively in-market for products like auto loans, home refinancing, or credit cards, we help credit unions engage with relevance—not noise.

Imagine identifying:

- Young professionals shopping for their first home
- Members with rising credit scores now eligible for premium products
- Families relocating into your branch service area
- Retirees open to new wealth management options

Using Growth Signals and Trust ID technology, credit unions can deliver the right message to the right member at the exact moment it matters—while staying fully compliant and eliminating the need for outdated third-party data.



TO LEARN MORE OR SCHEDULE A DEMO:



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4 Credit Union Marketing Strategies Made Smarter with Growth Finance

1. **Optimize Onboarding with Predictive Insights**

New member acquisition is only the beginning. Growth Finance allows credit unions to model the long-term value of each new member and guide them toward high-value products early in the relationship.

2. **Increase Auto Loan Market Share Using Real-Time Intent**

With 30% of members exploring auto loans online before ever walking into a branch, Growth Finance helps credit unions intercept that journey using digital behavior and geo-targeting—reaching in-market shoppers before the competition.

3. **Reignite Dormant Accounts with Behavioral Triggers**

Not every lapsed member is lost. Growth Finance detects reactivation signals—such as renewed interest in savings, budgeting tools, or new employment—giving credit unions a chance to re-engage with personalized offers.

4. **Build Lifetime Value Through Intelligent Cross-Sell**

Too often, members hold just one product with their credit union. By layering account data with external behavioral insights, our platform surfaces the next best product for each member and delivers it across SMS, email, or web.

Compliance-First, Always

Privacy is not optional. Our Trust ID framework uses advanced encryption and tokenization to ensure personally identifiable information (PII) never leaves the credit union's control. We support all regulatory frameworks including GLBA, CCPA, TCPA, and state-level consent laws. This makes Growth Finance not only a growth partner—but a compliance ally.





Transform Your Member Marketing Model

Marketing for credit unions isn't just about spending smarter—it's about connecting more meaningfully. Growth Finance helps credit unions modernize their member engagement strategies with tools designed for today's data environment:

- Predictive member modeling
- Cross-sell and upsell automation
- Community targeting and segmentation
- Multi-channel personalization
- Real-time reporting on acquisition ROI

Your members expect personalized, proactive service. With Growth Finance, you can deliver on that expectation—scaling the credit union mission with **precision and performance**.

Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Verticals can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.
- **Explore Bonus Content** Download "Additional Intelligence" and strategic growth materials on our website.





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