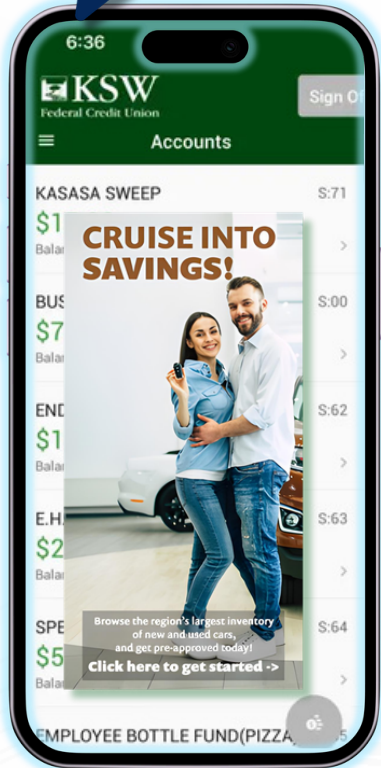


High-Performance Auto Lending

“We needed a smarter way to connect auto loan offers to the right members—digitally.”



Maine-Based Credit Union
\$121M in Assets | ~9,500 Members
Access Softek



TARGET

KSW FCU wanted to grow auto loans by reaching members who were actively in-market—before they started shopping elsewhere.

- Members 18+ without a current auto loan
- Targeted audience of 8,873 digital users
- Driving traffic to GrooveCar promotion page for lead follow-up



STRATEGY

KSW FCU used DeepTarget’s AI-powered DXP to identify members most likely to respond to a first-time or replacement auto loan offer.

The campaign centered around the credit union’s “Cruising to Savings GrooveCar” promotion to generate engagement and high-intent leads digitally.



DELIVERY

DeepTarget delivered personalized auto loan banner ads inside KSW FCU’s digital banking experience—connecting qualified members to GrooveCar promotions while they were already engaged in digital banking.

The campaign linked users directly to the credit union’s auto loan promotion page for seamless follow-up and conversion opportunities.

WHAT HAPPENED NEXT ↓



3,154 Unique Impressions



298 Unique Clicks



9.45% Click-Through Rate



55 Influenced New & Used Auto Loans

“This campaign performed phenomenally and became a standout example of what targeted digital engagement can accomplish.”
— Jacob Devoe
Marketing Director,
KSW Federal Credit Union



THE TAKEAWAY

KSW FCU proved that even smaller institutions can drive outsized lending results when the right message reaches the right member at exactly the right time.

Precision targeting transformed digital engagement into measurable loan growth.