



# Case Study

## Client

Credit Union

## Quantity Mailed

9,189

## Target

New Member Enrollment

## Campaign Details

One of the biggest challenges for credit unions today is recruiting new members. Getting their message out and in front of potential new members in a targeted area was difficult. The client needed to diversify their marketing efforts by including other solutions such as direct mail integrated with digital technologies.

The client was most pleased with the results of this campaign and the minimal involvement required on their part due to the automation features.

### New Memberships

92

### New Revenue

\$27,567

### ROI

292%



### SocialMatch

11,963

Matches

10,826

Unique Visitors



### Mail Tracking

9,189

Mailed

97.13%

Delivered



### Online Follow-Up

123,744

Ad Displays

322

Clicks



### Social Media Follow-Up

4,134

Ad Displays

27

Clicks



### LEADMatch

1,170

Leads