



Marketing Services

Custom New Account Acquisition Campaign





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DCCU Adds Average of 300 New Cards/Month with Help of Advisors Plus®

Overview

Client Profile

Waynesboro DuPont Employees Credit Union opened in 1959 with one branch to serve local employees. In 1997, a community charter was adopted to form DuPont Community Credit Union (DCCU). Today, DCCU has ten branches serving 60,000 members.

Business Challenge

DCCU generally conducts one marketing campaign per year to expand its credit card member base. To maximize the value of its marketing efforts, DCCU engaged Advisors Plus Marketing Services to design and conduct a parallel campaign, utilizing their underwriting criteria and campaign expertise.

The Solution

The Advisors Plus offer included a pre-approved DCCU VISA Platinum Rewards Card® with a 1.99% APR for twelve months, including balances transferred by 6/30/12. In addition, 5 CUREwards Points could be earned on every dollar spent on gas and groceries until 3/31/13. Finally, a special incentive of 5,000 bonus points was included after \$500 was spent in the first 90 days.

The Results

The promotion, mailed to 4,441 prospects, generated an impressive 7.79% response rate, which translated to 346 new credit card accounts.

Bank as a Member Not as a Customer

When DuPont Community Credit Union (DCCU) opened its doors in 1959, the founders stated that their purpose was: *to save employees money by loaning to them at rates below those charged elsewhere... and to encourage thrift among the employees by paying them higher dividends on their savings than they can obtain today.*



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Today, DCCU is a community-based credit union with 10 branches and total loans of \$591.5 million.¹ With almost 60,000 members and 225 employees, DCCU's motto is **"We think you'll enjoy banking as a member, not a customer. We will work with you to provide the best solutions possible."** With this differentiation in mind, DCCU approached Advisors **Plus** Marketing Services in March 2012 to design a Custom New Account Acquisition campaign.

Campaign Offer and Follow-Up Produce Winning Results

Advisors **Plus** Marketing Services assisted the credit union in designing the customized campaign, and also supplied DCCU with all the necessary underwriting criteria and campaign marketing. The promotion, mailed to 4,441 prospects, generated an impressive 7.79% response rate, which translated to 346 *new* credit card accounts.

The pre-approved offer included special savings on a DCCU VISA Platinum Rewards Card with a 1.99% APR for twelve months including balances transferred by 6/30/12. In addition, 5 *CURewards* Points could be earned for every dollar spent on gas and groceries until 3/31/13. Finally, a special incentive of 5,000 bonus points was included after \$500 was spent in the first 90 days.

Although DCCU required the member to sign for the new card, the campaign marketing plan also followed up with two nights of calling during which retail staff followed-up on the mailing. These calls created an additional 100 positive responses.

Credit Card Balances Grow 12% in Past Three Months

According to Peter Santana, Vice President of Lending for DCCU, "With our retail staff leading the way, supported by DCCU's internal marketing team and the expertise and assistance of the Advisors **Plus** Marketing Services team, we have successfully grown our net credit card volume by 12%, and we are adding 300 new accounts per month. In the past, we averaged 100 per month, so tripling that rate has been very exciting. This campaign truly engaged all aspects of our organization to drive home the success."

¹ DuPont Community Credit Union Second Quarter 2012 Report, July 30, 2012.



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About Advisors Plus Marketing Services

Since 2005, Advisors **Plus** Marketing Services has provided leading-edge marketing services using marketing intelligence to develop and manage successful marketing campaigns. By employing proven techniques such as data mining, predictive modeling and segmentation analysis, Advisors **Plus** Marketing Services helps credit unions maximize their marketing results by offering the right service at the right time to the right member.

Today, Advisors **Plus** Marketing Services assists over 75 credit unions each year on a customized, targeted basis, as well as structuring semi-annual new account acquisition and activation campaigns for more than 175 credit unions twice per year.

In 2011, Advisors **Plus** Marketing mailed over 2.2 million targeted direct mail pieces on behalf of participating credit unions. Using Advisors **Plus** targeted direct mail practices, modeling and segmentation techniques, credit unions have achieved response rates and average balances well above industry standards. Advisors **Plus** Marketing Services campaigns have helped credit unions achieve phenomenal growth in balances, with credit unions having on average 16% growth in balances and 5% growth in gross active accounts from year to year.

About Advisors Plus

Advisors **Plus** was established in 2005 to provide consulting and marketing services to credit unions. Our range of services covers the key areas of strategy, credit cards, debit and checking, marketing, contact center, operations, and branch sales.

The experienced consultants at Advisors **Plus** work with the organization's staff through the entire process from project analysis to implementation and management. Our goal is to ensure that each financial institution achieves sustainable business growth, exceptional member experiences and operational efficiencies.

As of December 31, 2011, Advisors **Plus** has superior NPS Scores of: 74 – Credit; 81 – Debit and Checking; 91 – Contact Center. For more information, please visit AdvisorsPlus.com.



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About DuPont Community Credit Union

DCCU is a not-for-profit financial cooperative, founded in 1959 to serve the ever changing financial needs of all the members who own it. The Credit Union currently has over 60,000 members, and over \$825 Million in assets. DCCU operates ten branches in the 11 cities and counties of the Central Shenandoah Valley community. Anyone who lives or works in those communities can open accounts with DCCU. For more information, visit www.mydccu.com.