

Marketing
with

style



IN THIS ISSUE:

Digital Wallet Graphics



Email Marketing Metrics



May is Direct Deposit Month



New Service, Coming Soon...



#CUASelfie Fun!

DIGITAL WALLET GRAPHICS

To Support Consumer Payment Technology

Working with a digital wallet company like Apple Pay or Google Wallet? They often need specific graphic files to be compatible with their software.

CUAdvantage is a knowledgeable source for getting those graphics, whatever the software. We'll help you navigate the digital wallet information and create the required graphic files.



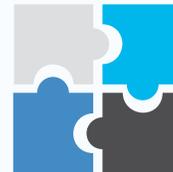
Contact us if you have any questions,
and we'll help you get started!

Spring 2015

EMAIL MARKETING METRICS

A comparison of popular email marketing clients to CUAdvantage and the Financial Services Industry overall.

INDUSTRY AVERAGE
CONSTANT CONTACT

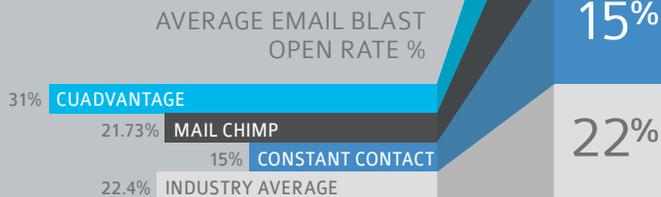


CUADVANTAGE
MAIL CHIMP

OPEN RATES

The % of successfully received emails that were opened by the recipients.

Anything above 20% is considered a good open rate and a successful email blast.

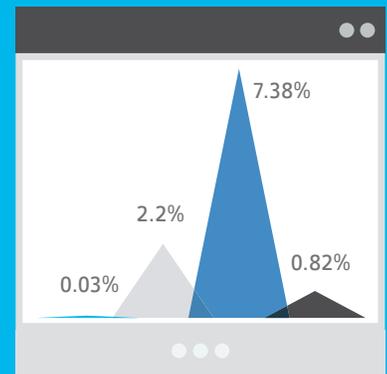


BOUNCE RATES

The % of emails that were not received by the recipients.

REASONS EMAILS BOUNCE

- Bad Email Address
- Full Inbox
- Server Issue
- Large Message Size
- Recipient's Settings
- Spammy Content



ONBOARDING

When comparing only onboarding emails, our **OPEN RATE** jumps to **47%**



OPENS BY DEVICE

Learn where your members are viewing your email — **MOBILE** or **DESKTOP**

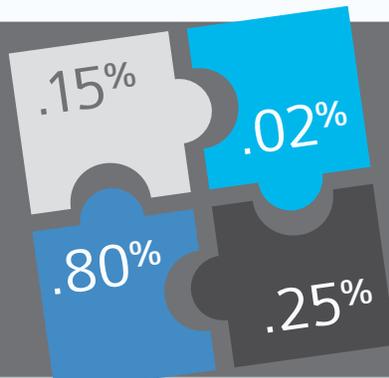
97%
DELIVERY RATE

EMAIL LIST PROCESSING = REDUCED BOUNCES
We manually correct **FORMAT ERRORS** so **MORE** of your emails get to your **MEMBERS**

OPT-OUT RATES

The % of recipients who unsubscribed.

How much is your audience shrinking?



LIST SIZES

Our average email campaign contains **3000 ADDRESSES**

REDUCED OPT-OUTS

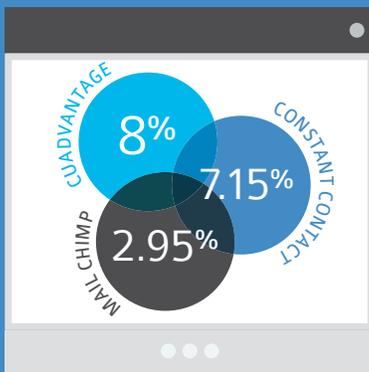
On average **3 MEMBERS** unsubscribe after an email blast

CLICK RATES

The % of opened emails that had links clicked.

The Industry Average for click throughs is **3.3%**

3.3%



ONBOARDING CLICK THROUGHS

When comparing only onboarding emails, our average **CLICK RATE** jumps to **16%**

16%

Data compiled by CUAdvantage Marketing Solutions February 2015 using email sent August 20, 2013 through February 18, 2015. Averages listed are the averages of the individual email responses as generated by our email provider.

Rates for Mail Chimp were found on their website at <http://mailchimp.com/resources/research/email-marketing-benchmarks/>. Bounce rates of 0.89% (soft) and 0.75% (hard) were averaged together for the 0.82% used above.

Rates for Constant Contact were found on their website at <http://support2.constantcontact.com/articles/FAQ/2499>.

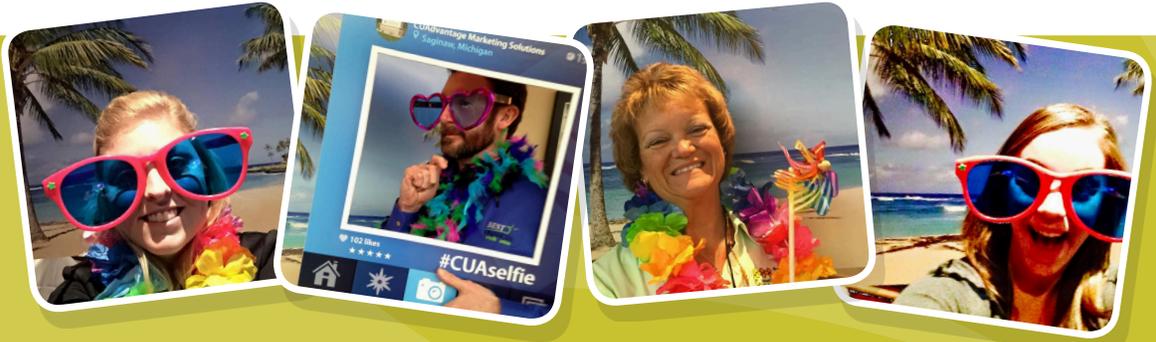
Industry rates were found using studies by The Financial Brand and Silverpop at the following websites: <http://thefinancialbrand.com/40288/banking-email-marketing-open-click-through-rates/> and http://www.silverpop.com/Documents/Whitepapers/2013/WP_EmailMarketingMetricsBenchmarkStudy2013.pdf. Rates were: Open 22.4 (TFB) and 22% (SP); Click 3.3 (TFB); Bounce (hard) 2.2% (SP); and Opt-Out 0.15% (TFB) and 0.2% (SP).

May is DIRECT DEPOSIT Month

This spring is the perfect time to remind your members about all the benefits and convenience of direct deposit. **A simple insert, newsletter article, teller window poster, drive-thru envelope, or email marketing blast can help you explain how easy it is to sign up for direct deposit.** For even more ideas or to get started on your direct deposit marketing, contact CUAdvantage!

COMING SOON: A New Way to Newsletter...

We're wrapping up the brainstorming on a new service product to become available soon to our credit union clients. If you're looking for a marketing solution, complete with custom copy and design, that can help you stay connected to your members while effectively marketing your latest and greatest products and services — all for an affordable price — be on the lookout for our announcement.



#CUA Selfie FUN!

We had a blast meeting a number of new faces and enjoying a great time with our client friends at our booth during the MCUL and ECUC conferences earlier this year. You can view all the #CUA-selfie pictures plus our staff selfies by scanning the QR code in this article with a reader on your smartphone or visiting www.cuadvantage.com/events/CUAselfie.html.



See all the #CUAselfie pics
PLUS our Staff selfies!

Would you be interested in organizing your own credit union selfie booth to meet new people, generate leads, drive online traffic, and increase engagement about your credit union? We're eager to share our selfie booth secrets, so if you'd like to organize an event booth for your credit union, you can have an idea of where to start.

We're here to help! Contact us to learn more about our selfie booth experience or to answer any questions.





CUADVANTAGE
MARKETING SOLUTIONS

- Newsletters
- Brochures
- Corporate ID
- Posters
- Banners
- Email Marketing
- Social Media Strategies
- Promotional Products
- Onboarding
- Direct Mail
- Youth Programs
- Marketing Plans

Printing
Display
Modern



Connect instantly to CUAdvantage.com!

Scan this QR code to begin.

CUAdvantage Marketing Solutions is a full-service marketing company specializing in the credit union industry. We are experienced in providing exceptional customer service and creating custom-designed marketing materials. Our graphic designers pride themselves in creating new and innovative pieces, while our copywriting puts your ideas to work. If you have an idea that you'd like to bring to life, give us a call or send us an email.



bigideas@cuadvantage.com
cuadvantage.com

FAX 989.799.6446 ♦ 866.799.6446

T 989.799.0784 ♦ 877.799.0784

101 N. Rodney ♦ Helena, MT 59601

**MOUNTAIN REGIONAL
VIRTUAL OFFICE**

1981 SW Park Forest Avenue ♦ Lake Oswego, OR 97034

**NORTHWEST REGIONAL
SATELLITE OFFICE**

221 Meadow Lane ♦ Franklin, VA 23851

**EASTERN REGIONAL
SATELLITE OFFICE**

5171 Blackbeak Drive ♦ Saginaw, MI 48604

MAIN OFFICE

CUADVANTAGE
MARKETING SOLUTIONS

