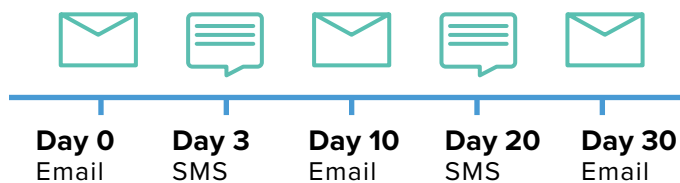


ALLIANCE Credit Union Generates an 18:1 Gross Profit ROI on Mortgage Cross Sell

Background

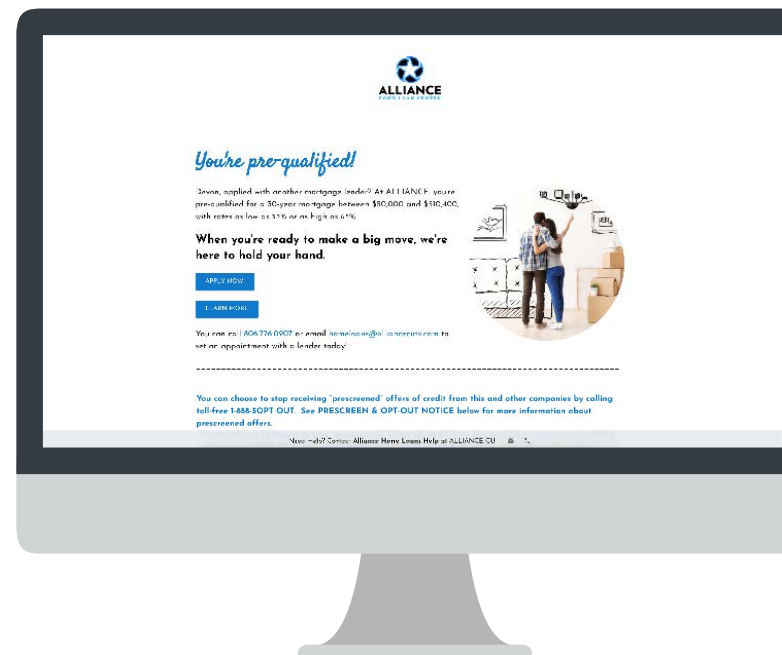
ALLIANCE Credit Union offers a full suite of products and services to serve the financial needs of its Texas community. The credit union wants to ensure that members don't feel the need to turn to other financial institutions when new needs arise.

In the spring of 2020, ALLIANCE Credit Union began leveraging the Digital Onboarding platform to deliver personalized, pre-qualified, traditional mortgage offers to members that recently applied for mortgages with a competing financial institution. By leveraging Equifax data for less than one dollar per member, the credit union was able to tell members that they qualify for a mortgage amount in a specific range at the rate that the ALLIANCE was offering the week they qualified.



Campaign Tactics

Over the course of 30 days, members that applied for mortgages with another institution received three personalized emails and two SMS messages that link to a personalized web page. When members apply, the messages stop.



About ALLIANCE Credit Union

ALLIANCE Credit Union is a community credit union that serves the financial needs of those living, working, or worshipping in the Texas counties of Lubbock and Hockley. Established in 1940, the credit union operates out of seven area offices. ALLIANCE Credit Union is committed to improving the quality of life of its members by providing the best available financial services in the most efficient, convenient, and friendliest manner possible.



Campaign Results

The campaign generated \$1,131,493 in mortgage volume within the first 45 days. For every \$1 dollar invested in the Digital Onboarding platform and Equifax data combined, the campaign generated \$18 dollars in gross profit.

What's more, Equifax data can be reused for future campaigns and the member contacts within the Digital Onboarding platform can also be leveraged for additional campaigns with no further expense.



“We are absolutely thrilled with the results! The Digital Onboarding platform and its personalization capabilities are instrumental in helping us far exceed our goals.”

- Abbie Jones
Vice President of Marketing

Samantha, you can apply online for a mortgage loan at ALLIANCE! Tap the link below or give us a call at 806-507-0631. nbrd.com/hwieru3

Shopping for a new home or looking to refinance while rates are low? Don't forget to check with ALLIANCE. Apply today! nbrd.com/hwieru3

About Digital Onboarding

Digital Onboarding Inc. is a SaaS technology company focused on helping banking customers and credit union members activate their financial services products. Digital Onboarding provides a fully automated new account activation platform that is more efficient and effective than traditional phone calls, emails, direct mail, and print brochures, driving profit by increasing new customer activation rates.

Connect with us



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