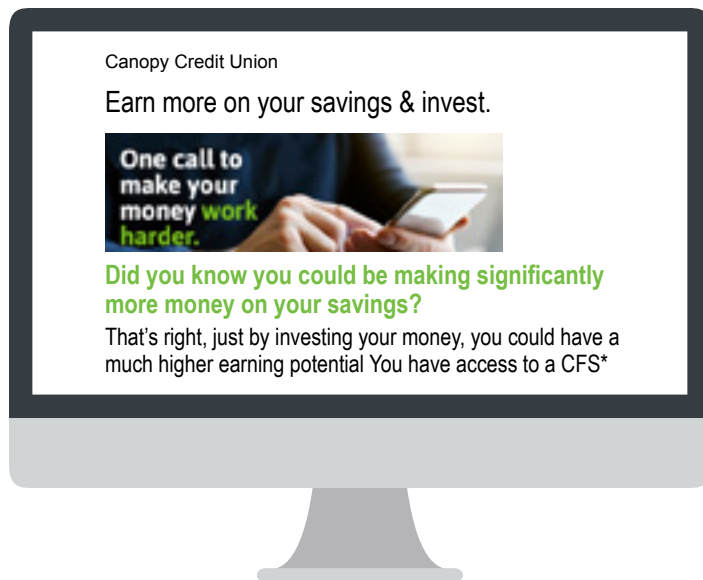


Canopy Credit Union generated 3x higher email open rates for its investment services cross-sell campaign

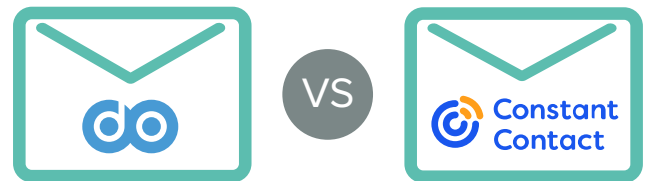
Background

Canopy Credit Union members have access to the Investment and Insurance Service Center through its broker-dealer CUSO Financial Services, LP (CFS). In an effort to help its members earn more on their savings balances, the credit union emailed members with savings balances of \$20,000 or more to introduce them to a CFS financial advisor that could help them make the most of their cash assets.



Test strategy

The credit union wanted to learn how open rates for emails sent via the Digital Onboarding platform compare to email open rates for another platform that it leverages, Constant Contact.



The email campaign list was evenly split across two test cells. Approximately 500 members received an email sent via the Constant Contact email platform and the same number received an email sent via the Digital Onboarding engagement platform.

Both emails featured the same subject line: Earn more on your savings & invest. All of the email content was identical.

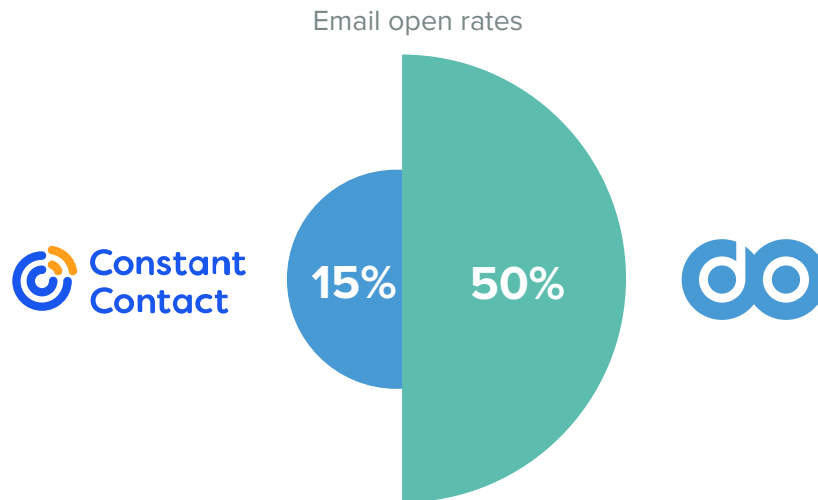
About Canopy Credit Union

Established in 1956, Canopy Credit Union is a not-for-profit financial institution that currently has more than 11,400 members and more than \$160 million in assets. Over the years, its goal has remained the same: offer the community a place where everyone can grow strong financial roots. Those who live, work, worship, or attend school in the Washington counties of Spokane, Pend Oreille, or Stevens are eligible for Canopy Credit Union membership. Learn more at www.canopycu.com.



Results

Email open rates for messages sent via the Digital Onboarding engagement platform were more than **3x** higher than open rates for messages sent via Constant Contact (50% vs 15%).



“We were thrilled with these results! We had a surprisingly high open rate through Digital Onboarding that I haven’t seen anywhere else. All of the Digital Onboarding campaigns we’ve launched have performed incredibly well when it comes to open rates. We look forward to using the platform for many more campaigns to help better reach and serve our membership.”

- Alina Murcar
Marketing & Digital Content Specialist

About Digital Onboarding

Digital Onboarding Inc. is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to optimize customer lifecycle communications at every stage.

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