

\$1.4 Billion Credit Union

Gets 13% of Indirect Auto Loan Members to Sign Up for Additional Products



Background

A California-based credit union with over \$1.4 billion in assets leveraged the Digital Onboarding platform to run a campaign targeting new Indirect Auto Loan members for a cross-selling opportunity. The campaign included pre-approval for a VISA credit card and a personal loan, as well as an opportunity to open a checking account.



Campaign Tactics

Using the Digital Onboarding platform, the credit union sent all new Indirect Auto Loan members a welcome email, as well as an additional email for each cross-sell product they were offering. If a product was not signed up for, a reminder email would be sent for that product. If a product had already been signed up for, no email would be sent for that product.



Campaign Goal

Engage new Indirect Auto Loan members by encouraging them to sign up for other products and services offered by the credit union.

All emails contained a link to a Digital Onboarding personalized microsite, where members were presented with the details of each product being offered. Each page highlighted that the member was pre-approved for the product being offered, and included an embedded webpage to sign up for the product.

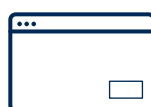
Process



Welcome email



Cross-sell emails



Linked microsite & embedded webpage



Campaign Tactics Visualized



Congratulations on your new auto loan!

Congratulations on opening your new auto loan with the credit union! We are pleased to have you. As a full-service financial institution, we welcome you to take advantage of our other great loan products. **The best part is, you're already approved!**

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Welcome email



John, you're approved for a Visa Platinum Rewards card!

From spa days to weekend getaways, some of life's greatest moments happen when you have a change of scenery. With the benefit of low rates and rewards, our Visa Platinum Rewards card allows you to make your own moments that matter. Enjoy these benefits:

- Rates as low as **12.25% APR**
- No annual fee, no balance transfer fee and no cash advance fee
- No foreign transaction fee
- Earn one point for every \$1 you spend
- Redeem points for airline tickets, hotels, rental cars, cruises, vacation packages, brand-name merchandise, gift cards or redeem your points for cash
- Combine points with cash to purchase travel tickets
- Use multiple airlines with no black-out dates

Hurry, before this offer expires!

With your recent auto loan approval, we are offering you this **limited 90-day approval** from

Linked microsite



You're approved for more money-saving offers!

Congratulations on the purchase of your new car. With your recent auto loan approval, you are already approved for additional money-saving products. **That's right, no need to reapply.**

Act fast, this **limited-time offer expires 90 days from the date of the original auto loan approval.**

Simply complete and submit the information below.

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* Required

*First Name

*Last Name

*Email Address

*Phone (Best number to reach you between 8 a.m. - 5 p.m.)

 Ext.

*Choose your product(s)

- ☐ Auto Refinance
- ☐ Visa Platinum Rewards card
- ☐ Personal Loan
- ☐ Home Equity Loan
- ☐ Relationship Checking account

Embedded webpage to
sign up for products



Campaign Results

The credit union saw strong product adoption rates through this cross-sell campaign. **Overall, 13% of new members signed up for at least one additional product.** This means that the credit union was able to convert 13% of passive members into active and engaged members. 5% opened a checking account, 1% took out another loan, and 9% signed up for a credit union VISA credit card.

About Digital Onboarding

The Digital Onboarding engagement platform helps banks and credit unions turn account holders into engaged and profitable relationships. Email and text messages link customers and members to their personalized microsites. Self-service tools help them enroll in direct deposit in seconds, update default payment methods at places like Amazon and Venmo, adopt digital banking, and more.

Connect with us



Corporate Headquarters
177 Huntington Avenue, Suite 1703
42644, Boston, MA
02115