

# Credit Union

How our campaigns drove more memberships



## Challenges

The credit union needed to raise its low member count by attracting and acquiring new customers.



## Solutions

- ✓ New Mover Gift Book
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



## Results

The credit union increased its membership on a monthly basis and achieved a **3% Return on Investment (ROI)** through targeted print marketing and strategic distribution efforts.



## Key Metrics

**3%**

ROI