



Amplify your card portfolio performance with CO-OP Preferred: targeted, fully managed marketing.

CO-OP Preferred is a cost-effective solution that helps boost card portfolio revenue through quarterly campaigns fully managed by CO-OP. This specialized service from CO-OP offers you opportunities to leverage the business intelligence available through CO-OP Revelation® by launching precisely targeted consumer marketing programs.

What's In It For You

CO-OP Preferred turnkey campaigns are built around powerful member incentives. They provide end-to-end capabilities and materials customized for your credit union. These high-performance programs enable you to:

Grow revenue and maximize profitability. Encourage member behavior that increases transactions, purchase volume and average spend.

Enhance member satisfaction and loyalty. Reach members with relevant offers and incentives that resonate with their purchase behavior.

Reduce expenses. Zero in on precisely targeted cardholder segments, avoiding the costs of unfocused "shotgun" marketing.

Improve efficiency. Implement your campaign using CO-OP's fully managed resources, freeing you to concentrate on serving your members.

Recent results demonstrate the revenue-building potential similar to CO-OP Preferred campaigns for debit.

85,978

Targeted Cardholders

12.76%

Qualified for an incentive gift card

276%

Projected ROI at the end of 12 months

CO-OP Preferred

What's In It

Each quarter, the CO-OP Preferred program provides a targeted and fully managed marketing campaign, specifically designed to improve card portfolio performance. CO-OP's complete management of your campaign includes the following services:

- Identification of the target group within CO-OP Revelation
- Creation of the campaign
- Email marketing available as an add-on to direct mail marketing campaign
- Development of direct mail/email marketing creative
- Customization of direct mail/email marketing with your CU logo
- Management of direct mail/email marketing and incentives
- Analysis of results
- Fulfillment of incentives
- Presentation of final results to you

Is It Right For You?

Credit Union Challenges	CO-OP Preferred Solutions
I need to increase my interchange profitability and replace lost revenue.	High-yielding, targeted campaigns with demonstrated ability to change behavior increase transaction volume, average spend and interchange.
I want to increase card usage among certain cardholders.	CO-OP interprets your existing cardholder data and markets the most relevant messages to the appropriate underperforming cardholders.
I want to better manage my card portfolio with limited resources.	Fully managed support minimizes your involvement in campaign administration. So you can implement offers that resonate with your members, while saving time and resources.
I want to continue to build my member loyalty.	Increasing card usage strengthens your brand and encourages members to rely on your credit union as their primary financial institution, enhancing loyalty.

Learn more about the current quarter's CO-OP Preferred campaign at <http://co-opfs.org/preferred>

For more information, talk to your Relationship Manager or CO-OP Client Services at 800.782.9042 option 2 or send an email to memberservices@CO-OPfs.org.

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