

# SWIPE FOR SUMMER

## CO-OP Preferred Campaign Results for 2015 Q2

### Q2 Results and Benefits

CO-OP's SWIPE FOR SUMMER campaign ran during the month of June 2015. CO-OP's team used CO-OP Revelation® to identify and segment cardholders, focusing on those with low POS (SIG, PIN, PAVD) transaction volume who had performed between one and seven POS transactions during the month of April 2015. The goal was to motivate members to perform 15 to 24 POS transactions to earn a \$10 "You Choose" gift card or to perform 25 or more POS transactions to earn a \$20 "You Choose" gift card.

CO-OP simultaneously ran an optional activation campaign during the month of June 2015. CO-OP's team used CO-OP Revelation to identify and segment cardholders who were newly issued cards in March 2015 and performed no POS (PIN or SIG) purchase transactions in March or April 2015. The goal was to motivate members to make a purchase (PIN or SIG) five or more times in June 2015 in order to receive an incentive \$10 "You Choose" gift card.

Thirty-six credit unions took advantage of this turnkey usage campaign while 17 credit

unions participated in the activation campaign. Those members were sent the direct mail piece announcing the promotion. CO-OP's team handled every aspect of the program, from defining the target group for each credit union, designing the creative piece and working with each credit union to brand the mailer, to mailing the direct mail piece to members, tracking the results and fulfilling the incentives for those members who reached the tier.

# 96,319

SWIPE FOR SUMMER  
targeted cardholders

# 8.66%

Qualified for an  
incentive "You  
Choose" gift card

# 244%

Projected ROI  
at the end of  
12 months

### About CO-OP Preferred

Every quarter, CO-OP Preferred offers targeted, fully managed, turnkey marketing campaigns. By means of CO-OP Revelation®, CO-OP's software solution that combines sophisticated business intelligence, analytics, and advanced segmentation techniques, these campaigns are easy to implement and highly effective.

Using the power of CO-OP Revelation, CO-OP Preferred delivers world-class marketing campaigns that leverage insights on every cardholder and every transaction. Powerful segmentation capabilities group members by specific criteria—such as number of card transactions and demographics—and then use that insight for highly targeted and cost-effective marketing campaigns.

To participate in the Preferred Campaigns, please remember that there are two requirements: 1) Your credit union must process your debit with CO-OP, and 2) Your credit union must be using CO-OP Revelation.

Every CO-OP Preferred campaign makes it easy to:

- Increase revenue and make the most of your potential profitability by building transactions, purchase volume and average spend.
- Satisfy and retain more members by engaging them with relevant offers and incentives.
- Minimize expenses by concentrating resources on cardholder segments you've targeted with precision.
- Operate more efficiently by relying on CO-OP's fully managed resources, and gain the freedom to concentrate on better serving your members.

# 3,382

Activation targeted cardholders

## 5.56%

Qualified for an incentive "You Choose" gift card

## 252%

Projected ROI at the end of 12 months

The results were outstanding. 4,857 members, a whopping 5.04 percent, reached the first spend target and were sent an incentive \$10 "You Choose" gift card. 3,487 members, 3.62 percent, reached the second spend target and were sent an incentive \$20 "You Choose" gift card. Additionally 188 members, 5.56 percent, activated and used their cards to reach the transaction target and qualify for a \$10 "You Choose" gift card. But even better, thousands of other members increased their overall spend and number of transactions, making the overall performance even higher.

For the SWIPE FOR SUMMER pre-campaign, the average spend per card across all credit unions was \$207. Post-campaign, that number was \$280. More impressively, of the cardholders who qualified, spend skyrocketed to \$1,128. The activation group's pre-campaign spend across all credit unions went from \$0 to \$53, and for those cardholders who qualified, spend jumped to \$728. Historically that trend will continue with less than 5 percent attrition over time.

SWIPE FOR SUMMER average spend per card for all cardholders

## \$207

Pre-campaign

## \$280

Post-campaign

Activation average spend per card all inactive cards

## \$0

Pre-campaign

## \$53

Post-campaign

The average number of POS transactions increased by 418 percent for those who qualified for an incentive "You Choose" gift card, and interchange income increased by 267 percent in that group. The break-even point for the effort is estimated to be in September 2015. This is the point at which the increased interchange revenue surpassed the cost of the campaign. From then on, all the increased revenue will be pure gain. The activation campaign break-even point is estimated to be in October 2015. The SWIPE FOR SUMMER campaign projected a 12-month net interchange increase of \$813,715, which will yield an ROI of 224 percent! While the activation campaign's projected 12-month net interchange increase of \$21,028 will yield an ROI of 252 percent! A win-win for everyone.

For cardholders who qualified in the SWIPE FOR SUMMER campaign:

Spend increased by

## 285%

Spending an average of

## \$1,128

per card

Increasing transactions from

## 5.26 to 27.24

per month

For cardholders who qualified in the Activation campaign:

Spend increased from

## \$0 to \$728

Increasing transactions from

## 0 to 17.95

## Great Value

Many credit unions know how to analyze data. They just don't have the time. CO-OP not only crunches the data for credit unions, but also has the knowledge and experience to define the right offer and the right target group.

CO-OP also offers economies of scale. By conducting campaigns for multiple credit unions, it can get bulk rates and implement the campaigns more cost-effectively than a single credit union can.

The ability to report real metrics and results to senior management is the icing on the cake. CO-OP puts the proof in your hands, showing how a discreet group of members was targeted and the desired results achieved. And the positive financial reward makes it easy to justify doing future campaigns to continue growing your business.

## Usage Campaign

Interchange  
increased by  
**267%**  
for qualified  
cardholders

Projected one-year increase  
in interchange  
**\$813,715**

## Activation Campaign

Projected one-year increase in interchange  
**\$21,028**

## About CO-OP Revelation®

CO-OP Revelation helps credit unions improve the profitability of debit and ATM portfolios by uncovering hidden opportunities in their own data. It is the market-leading weapon that arms credit unions with the tools to maximize their debit portfolios by turning debit transaction and terminal data into actionable, profitability-boosting programs. Starting with executive-level summary reports and full transaction data analytical tools, through outsourced consultation expertise, CO-OP Revelation provides a complete solution to increase profitability, reduce risk, and fight fraud.

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